

# Key Performance Indicators Dashboard 2023 Q3

Prepared for Branson Convention  
& Visitors Bureau

Delivered December 2023

THE CLOSEST TO THE CUSTOMER WINS.



# 01. Branson Performance



**02. VISITOR PROFILE KEY PERFORMANCE INDICATORS**

**03. U.S. ECONOMIC KEY PERFORMANCE INDICATORS**



# Branson/Lakes Area CVB Key Performance Indicators Dashboard

## Quarter 3 2023

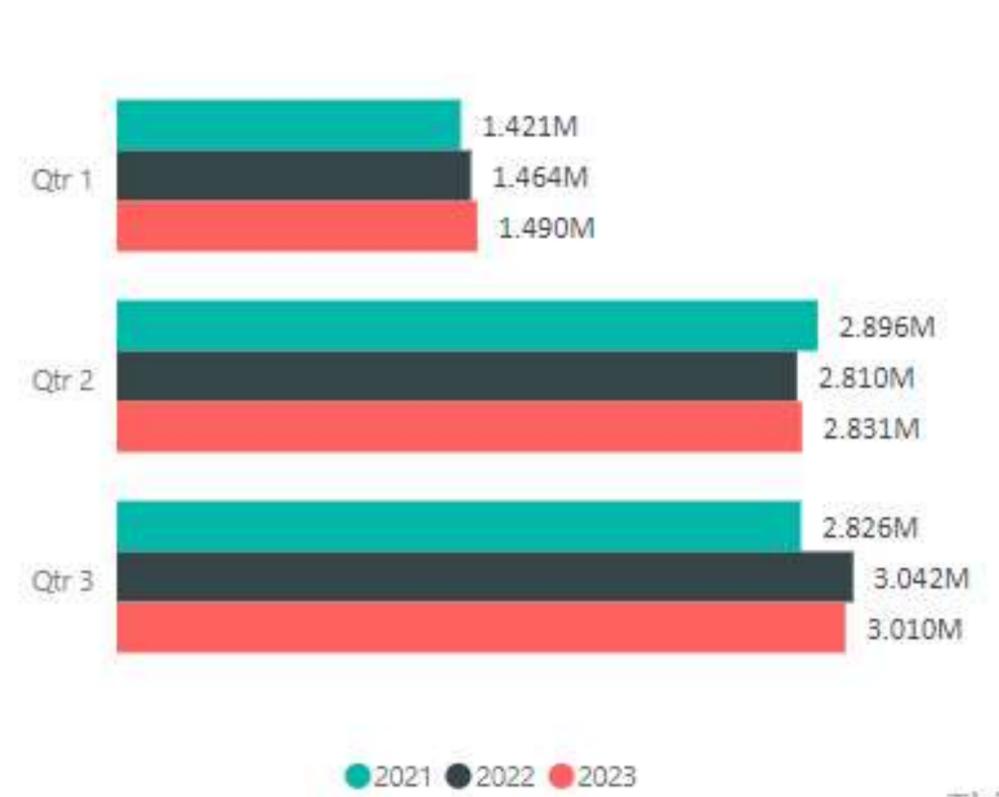
### BRANSON PERFORMANCE

#### Estimated Visitation YTD Thru September 2023

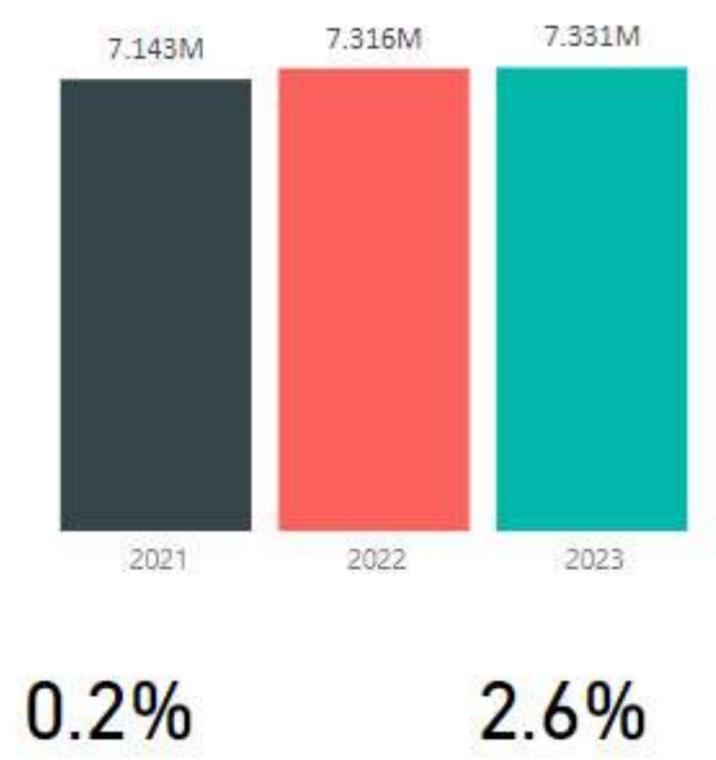
#### Visitation by Month



#### Visitation by Quarter



#### Visitation by Year



**0.2%** This Year vs. Last Year  
**2.6%** This Year vs. 2 Years Ago



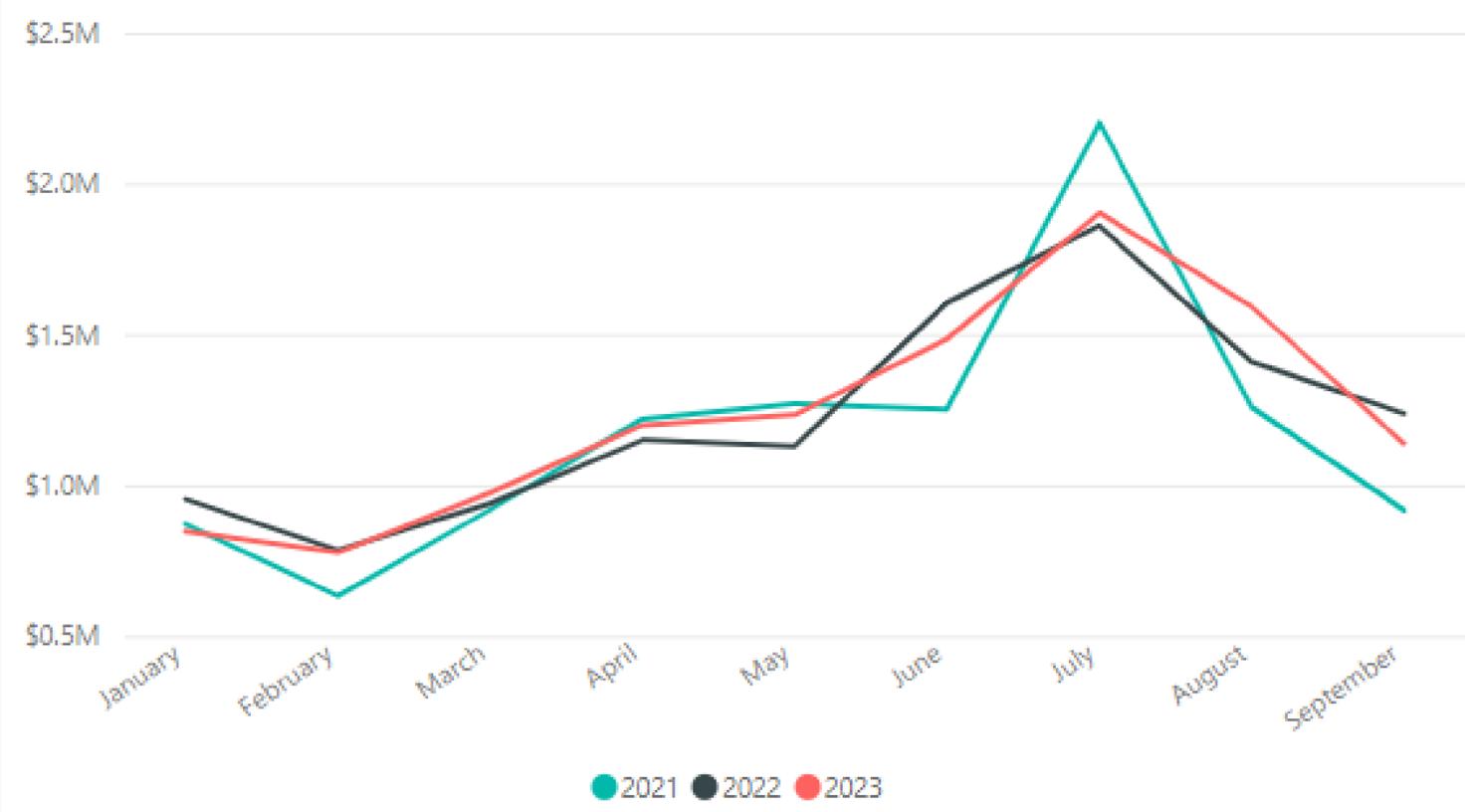


# Quarter 3 2023

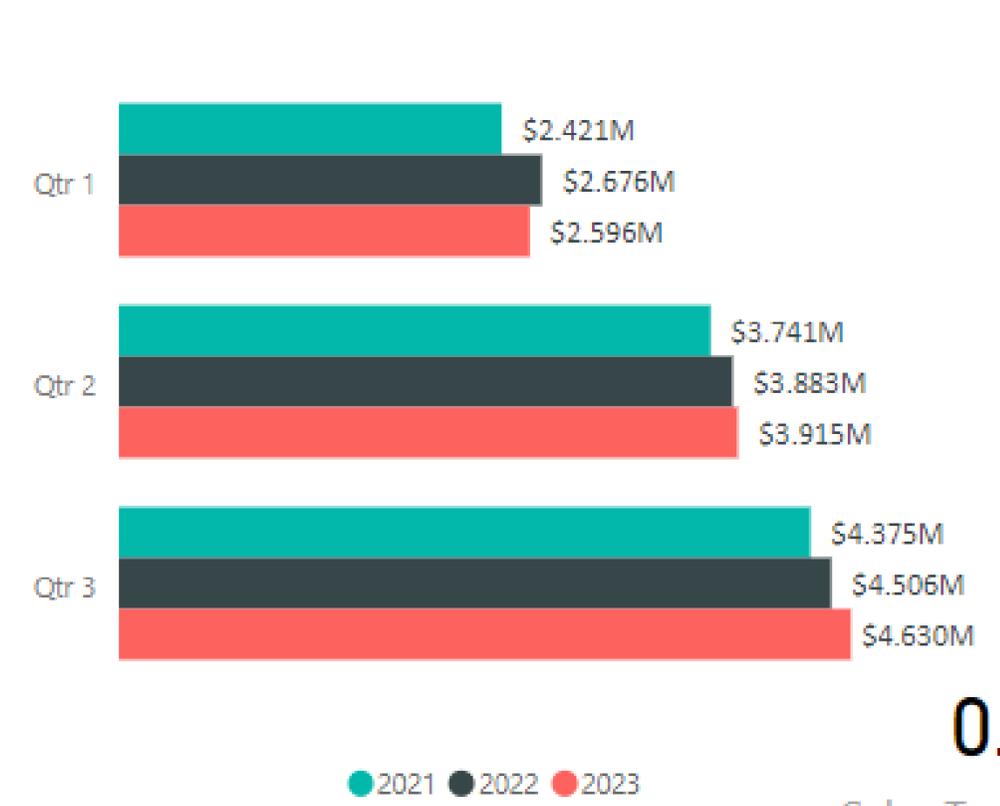
## BRANSON PERFORMANCE

### 1% City Sales Tax YTD Thru September 2023

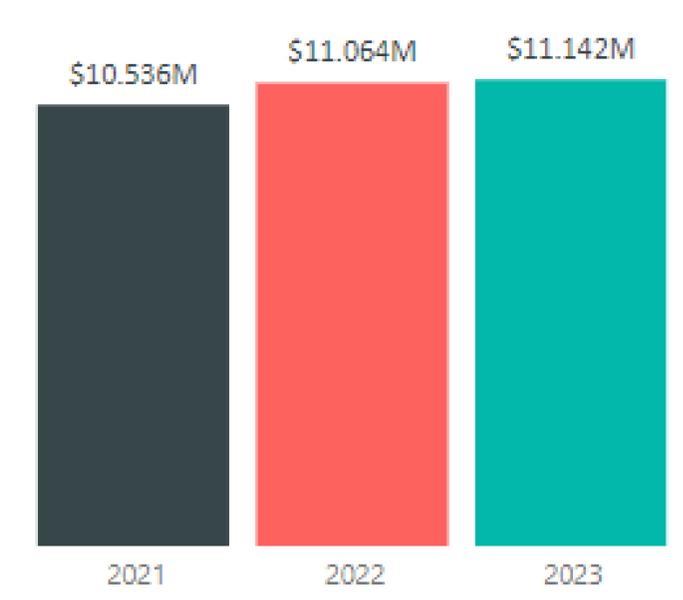
1% City Sales Tax by Month



1% City Sales Tax by Quarter



1% City Sales Tax by Year



0.7%

Sales Tax vs. Last Year

5.7%

Sales Tax vs. 2 Years Ago





# Quarter 3 2023

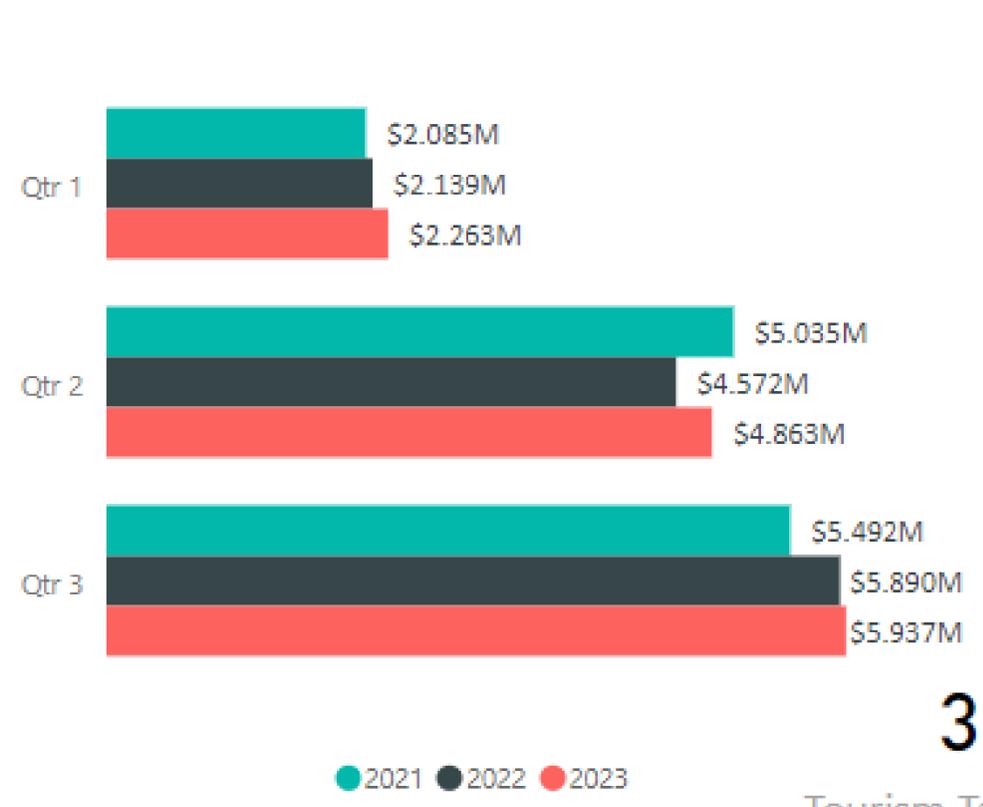
## BRANSON PERFORMANCE

### Tourism Tax YTD Thru September 2023

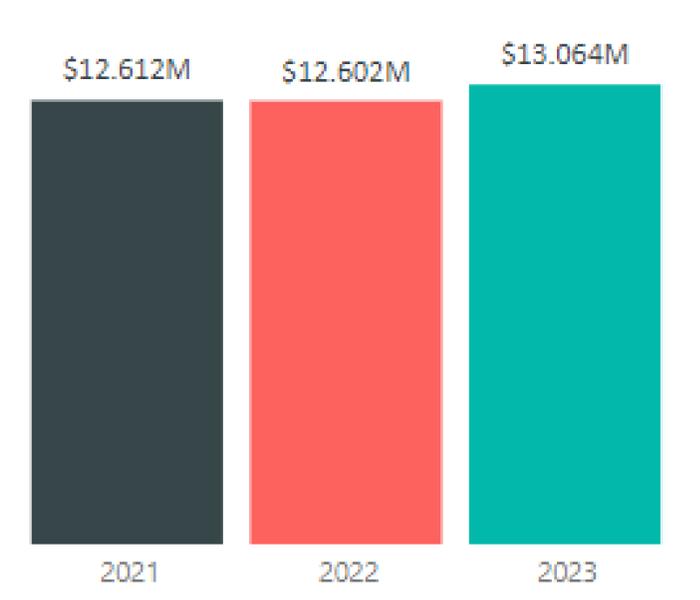
Tourism Tax by Month



Tourism Tax by Quarter



Tourism Tax by Year



**3.7%**

Tourism Tax vs. Last Year

**3.6%**

Tourism Tax vs. 2 Years Ago





# Quarter 3 2023

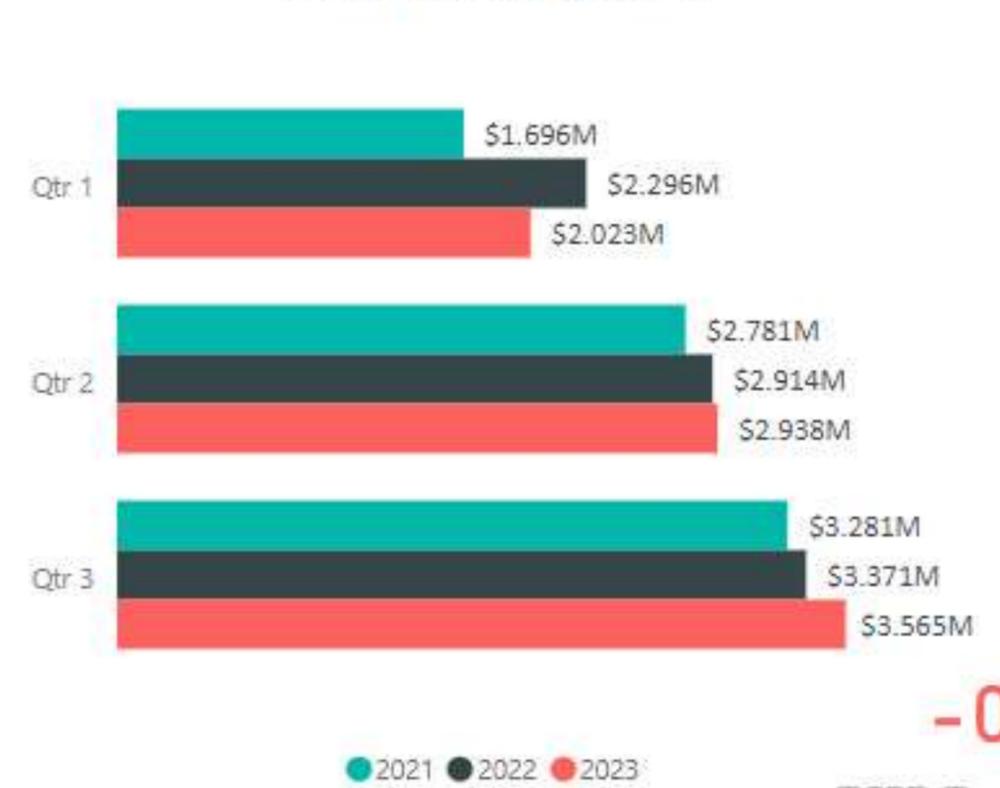
## BRANSON PERFORMANCE

### TCED Tax YTD Thru September 2023

TCED Tax by Month



TCED Tax by Quarter



TCED Tax by Year



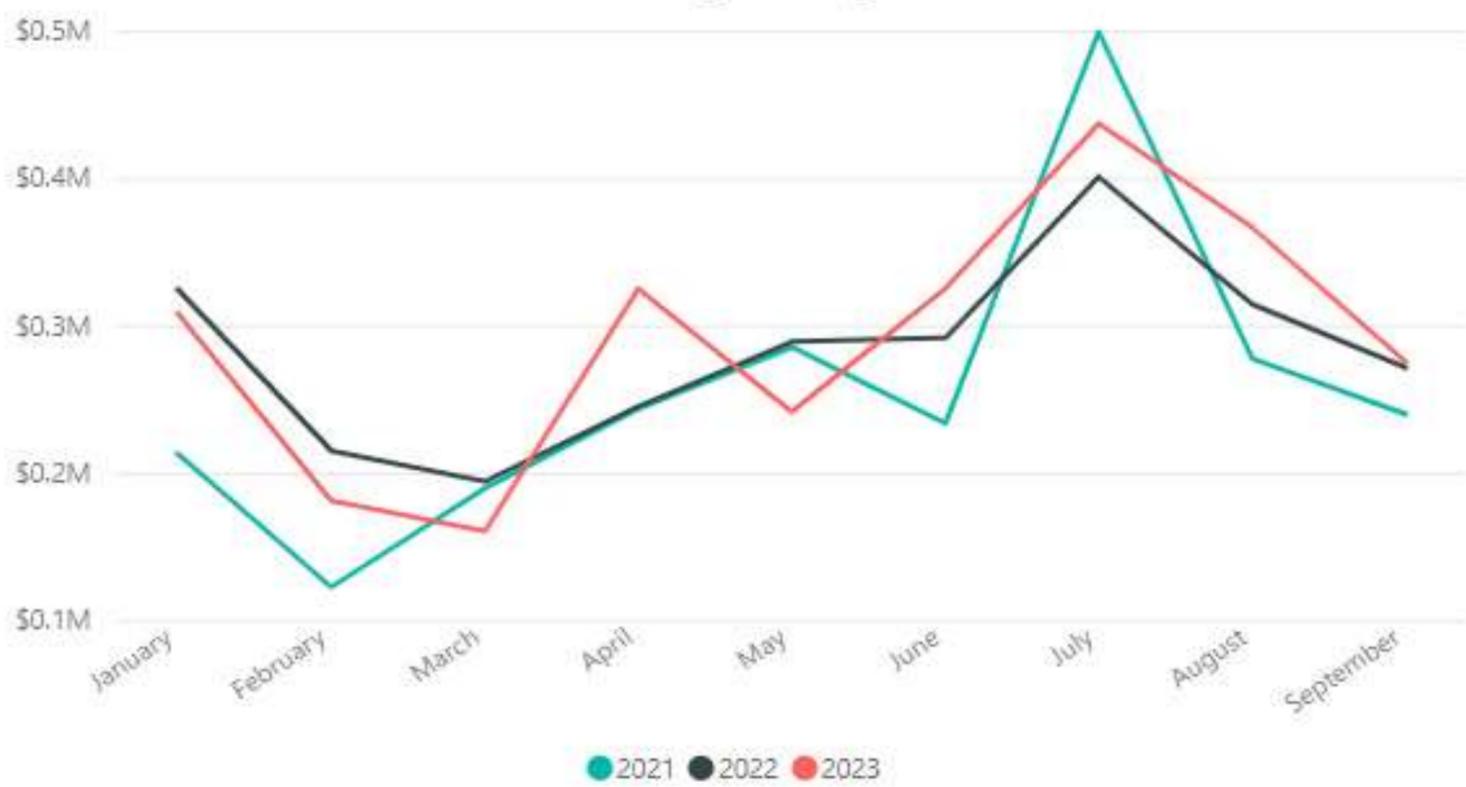


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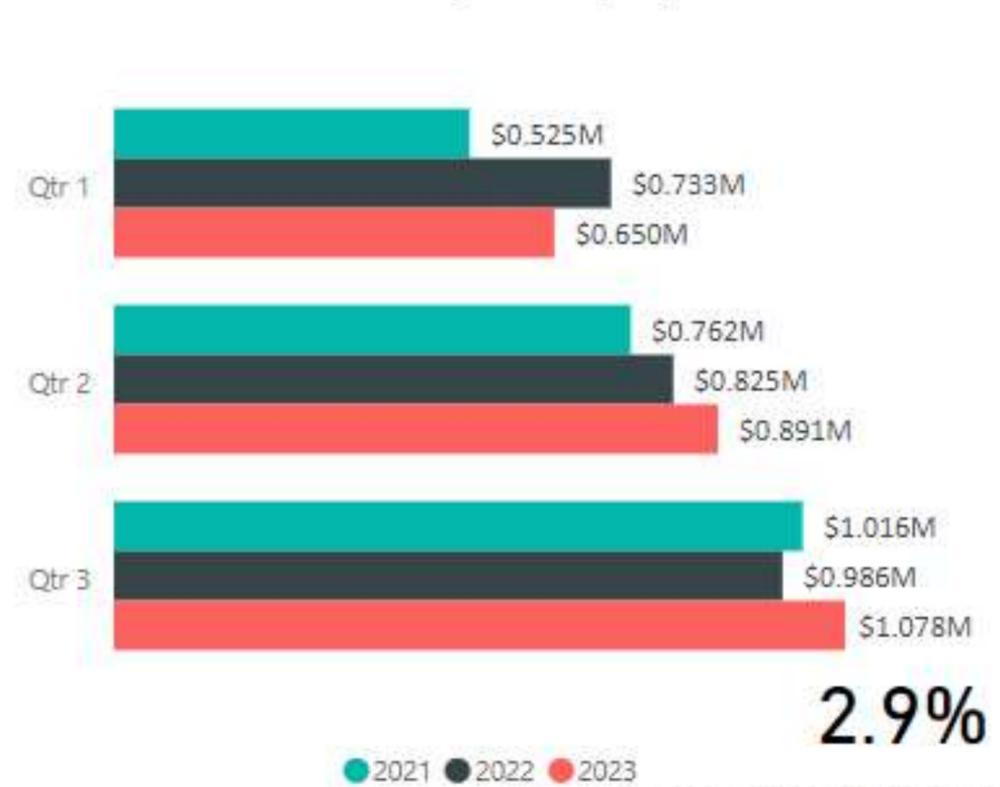
## BRANSON PERFORMANCE

### Stone County Tax YTD Thru September 2023

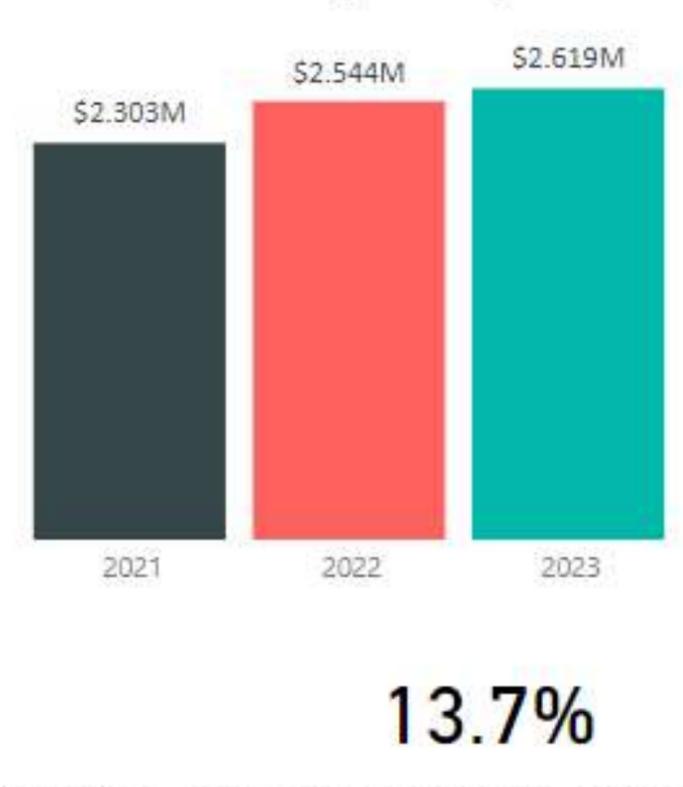
Stone County Tax by Month



Stone County Tax by Quarter



Stone County Tax by Year



2.9%

13.7%

Stone County Tax vs. Last Year Stone County Tax vs. 2 Years Ago



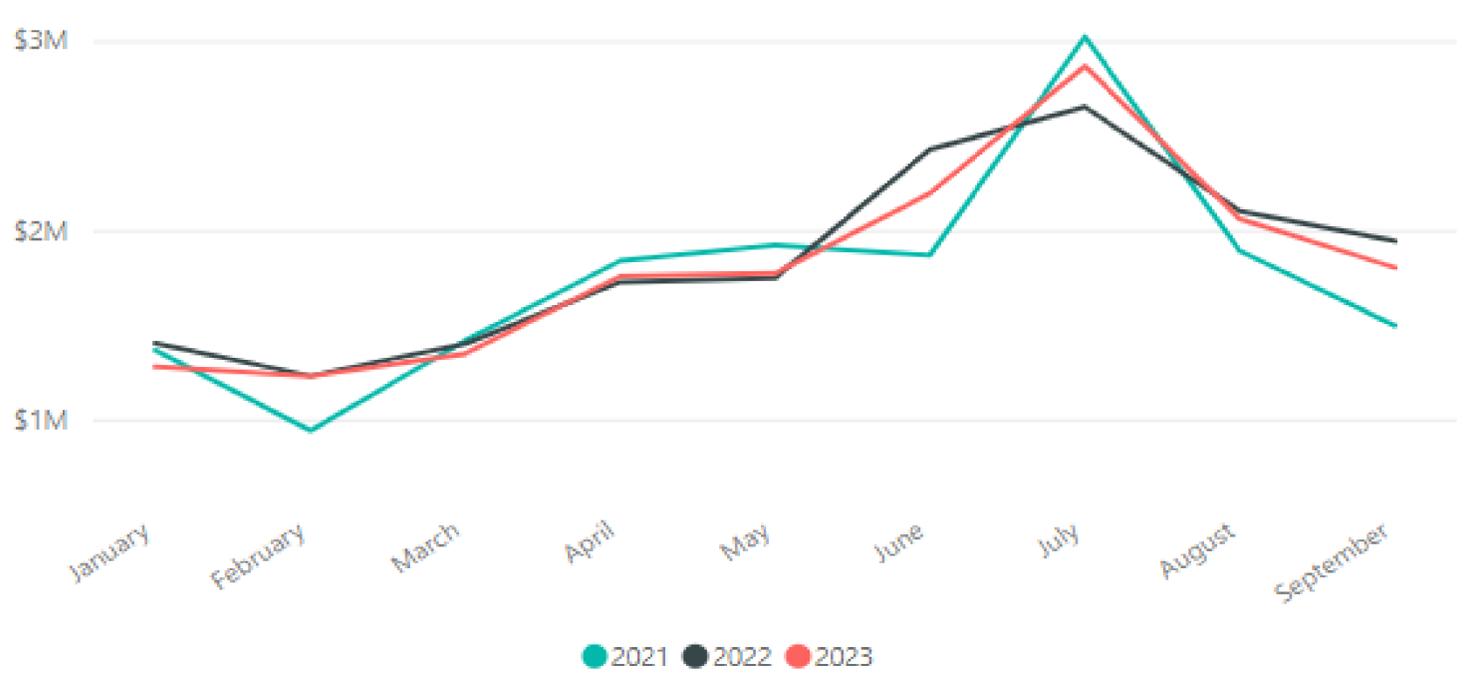


# Quarter 3 2023

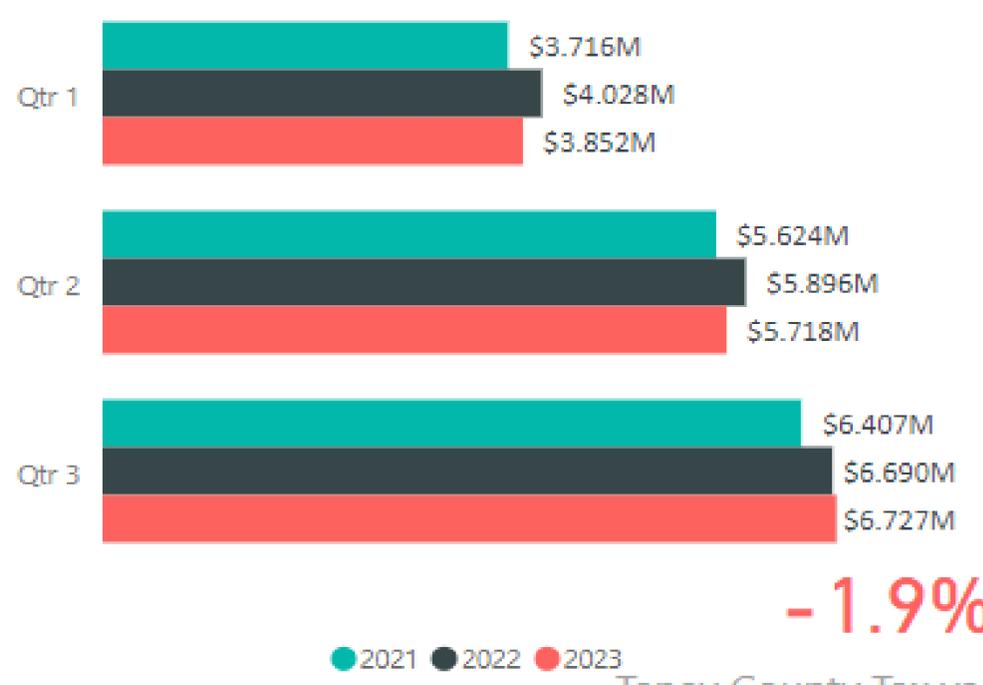
## BRANSON PERFORMANCE

### Taney County Tax YTD Thru September 2023

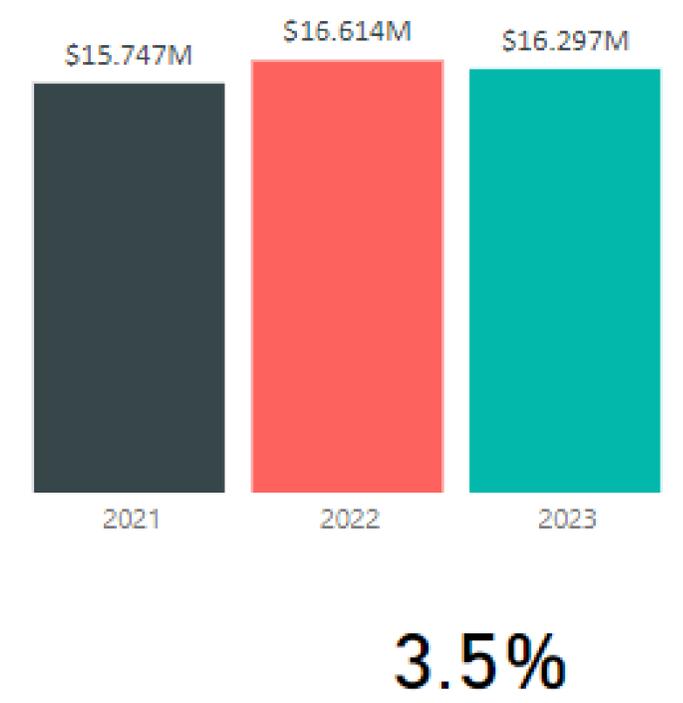
#### Taney County Tax by Month



#### Taney County Tax by Quarter



#### Taney County Tax by Year



**-1.9%**

**3.5%**

Taney County Tax vs. Last Year    Taney County Tax vs. 2 Years Ago





# Quarter 3 2023

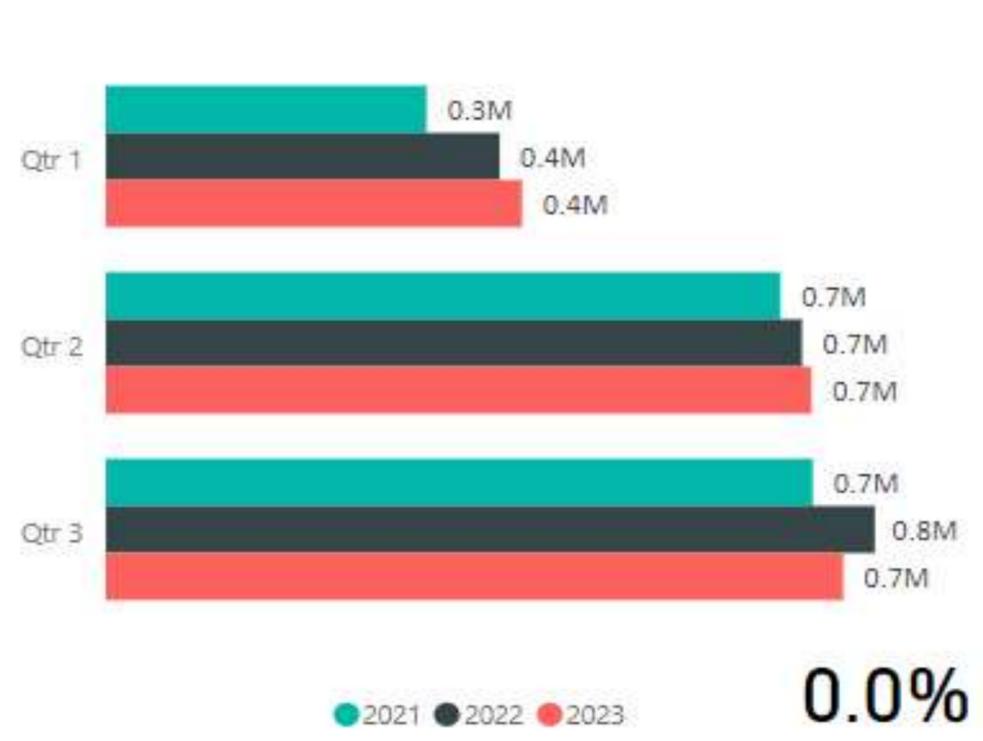
## BRANSON PERFORMANCE

Branson STR Room Demand YTD Thru September 2023

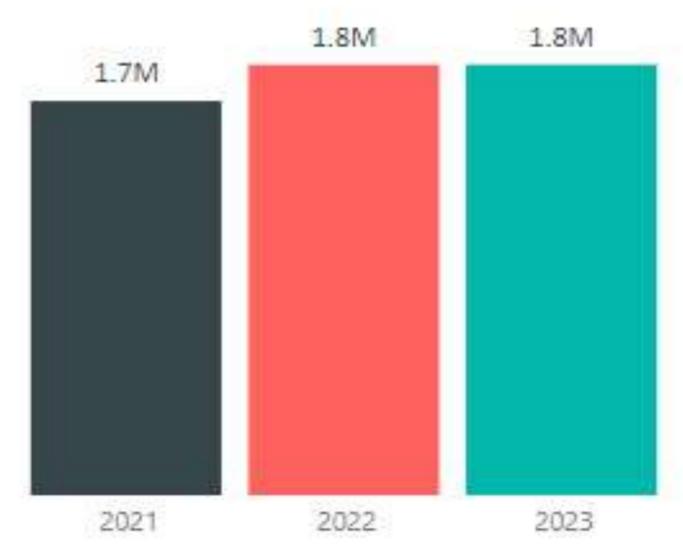
Branson Room Demand by Month



Branson Room Demand by Quarter



Branson Room Demand by Year



0.0%

9.2%

Branson Demand vs. Last Year    Branson Demand vs. 2 Years Ago



**01. BRANSON PERFORMANCE**

**02. Visitor Profile Key Performance Indicators**

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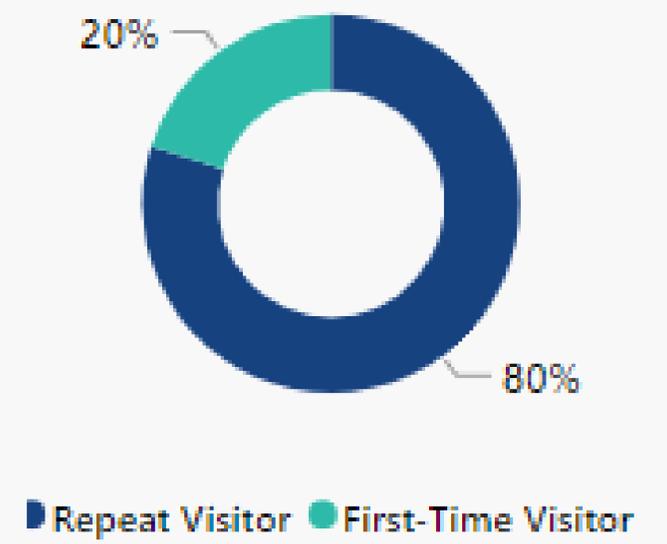
**03. U.S. ECONOMIC KEY PERFORMANCE INDICATORS**



# Quarter 3 2023

## VISITOR PROFILE KPIS

First Time vs. Repeat

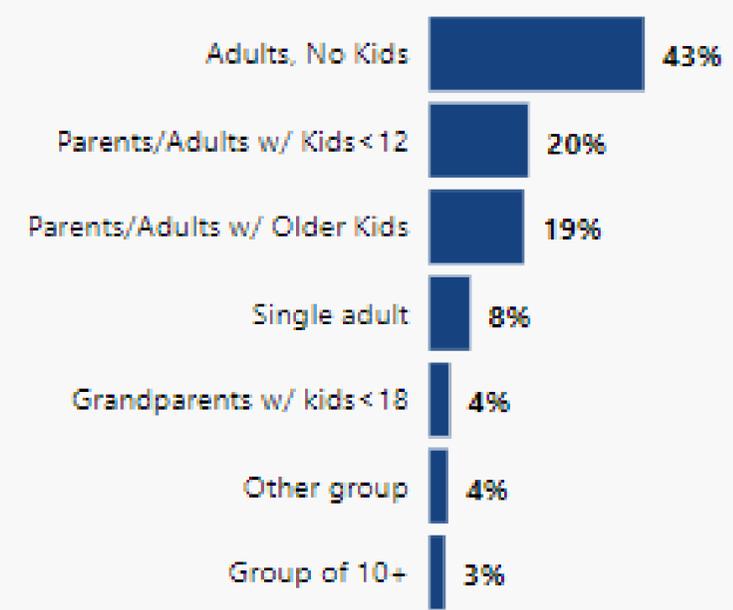




# Quarter 3 2023

## VISITOR PROFILE KPIs

Party Composition

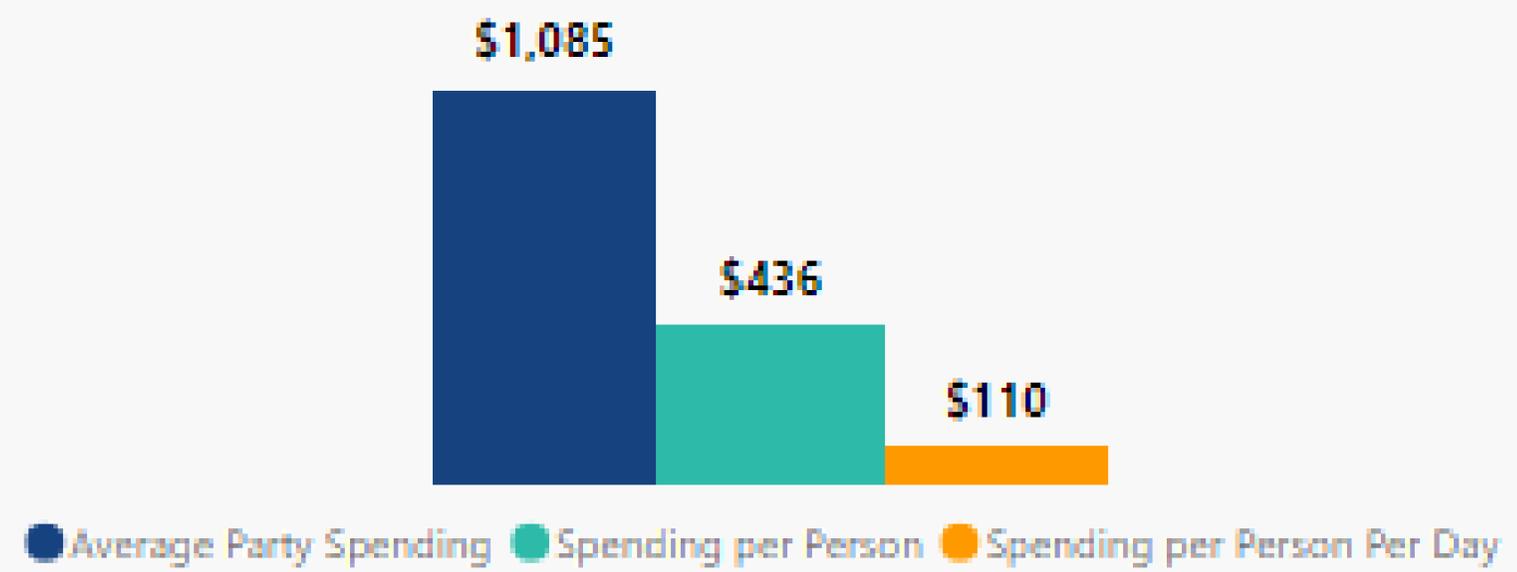




# Quarter 3 2023

## VISITOR PROFILE KPIS

### Party Spending





# Quarter 3 2023

## VISITOR PROFILE KPIS

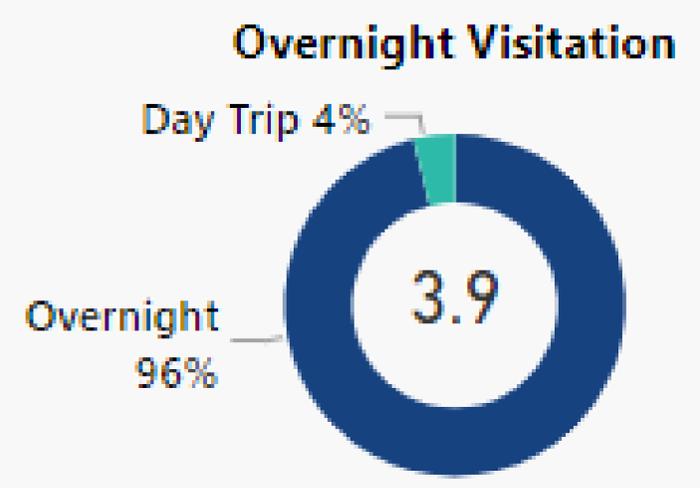
### Branson Party Composition

Party Size	2.49
Average Adult Age	45.8
Average Child Age	9.4
Under 12	15%
12 to 17 years	10%
18 to 34 years	25%
35 to 54 years	26%
55+ years	24%
Families	61%
Adults	39%
Average HH Income	\$85,963



# Quarter 3 2023

## VISITOR PROFILE KPIs





# Quarter 3 2023

## VISITOR PROFILE KPIs

### Activity Participation & Influence

Activity	Participated	Influenced Visit
Shopping	44%	17%
Downtown Branson/Main Street	36%	12%
Unique Local Restaurants	33%	11%
Silver Dollar City	32%	23%
Live shows	30%	19%
Branson Landing	30%	13%
Outlook/Lake activities	28%	16%
Museum attraction	23%	9%
Rural Sightseeing	22%	9%
Historical Places/Old Homes	16%	7%
Aquarium At The Boardwalk	16%	6%
Wine Tasting/Winery Tour	14%	6%
Zip Line	13%	6%
Excursion (Branson Railways, etc.)	13%	5%
Special Event/Festival	12%	5%
Golf	11%	5%
Reunions/Family Events	11%	6%
Spa/Health Club	10%	4%
WonderWorks	10%	3%
Youth/Amateur/Collegiate Sporting Event	9%	4%
None of the above	1%	





# Quarter 3 2023

## VISITOR PROFILE KPIs

### Live Shows Seen in Branson

# of Live Shows Seen on Most Recent Visit to Branson	2.80
Live Performances/Productions in Branson Theater	68%
Theme/Amusement Park Shows	39%
Dinner Show Productions	49%
Outdoor Light/Fountain/Fireworks Shows	28%
Celebrity Show/Concert in Branson Theater	31%

**01. BRANSON PERFORMANCE**

**02. VISITOR PROFILE KEY PERFORMANCE INDICATORS**

**03. U.S. Economic Key Performance Indicators**

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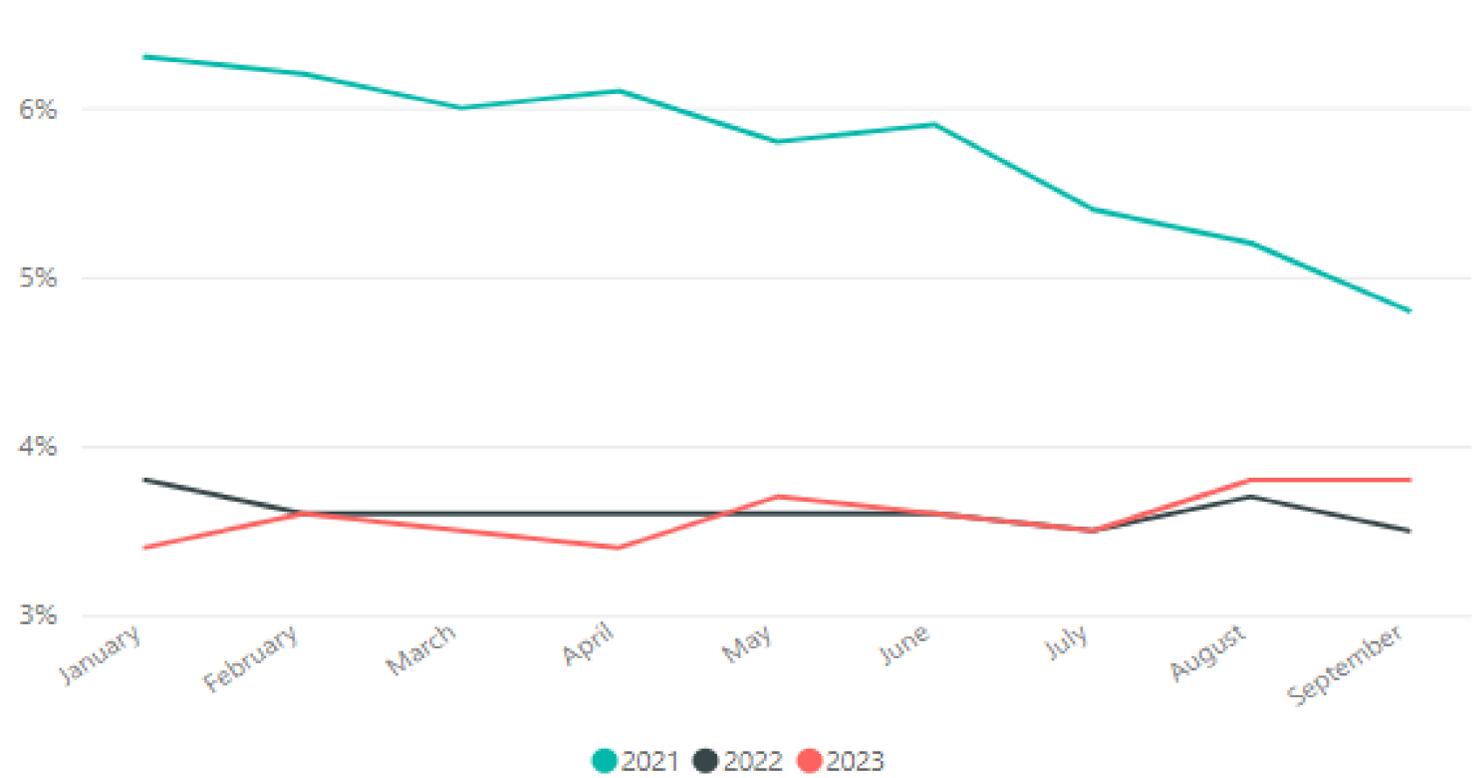


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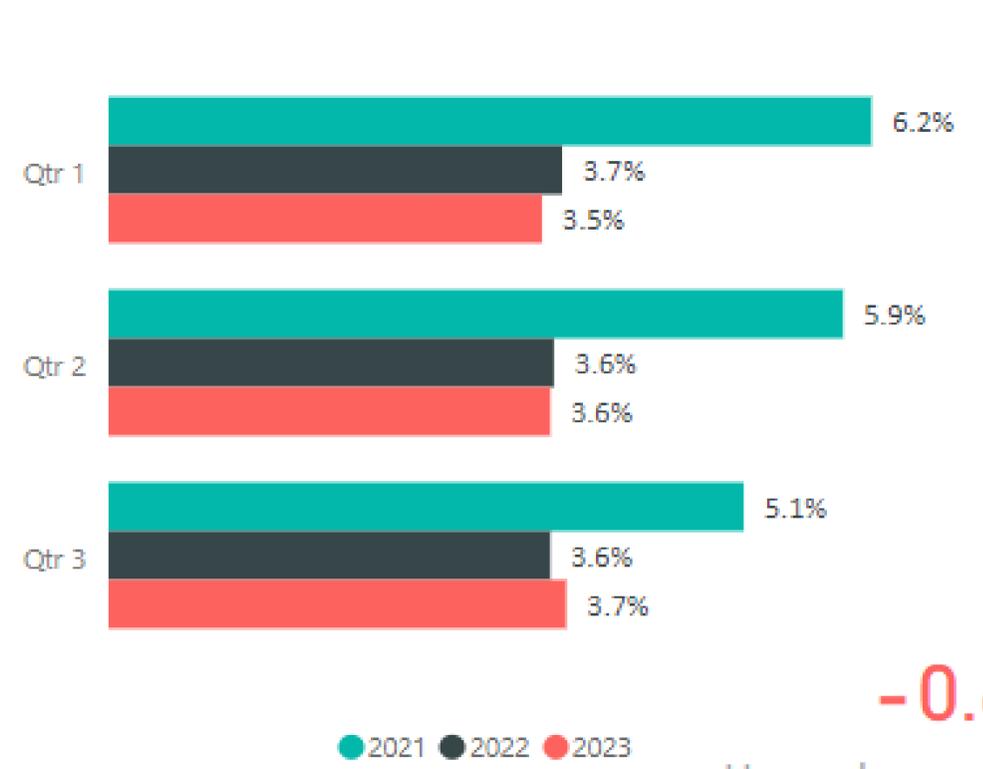
## US ECONOMIC KPIS

### US Unemployment Rate YTD Thru September 2023

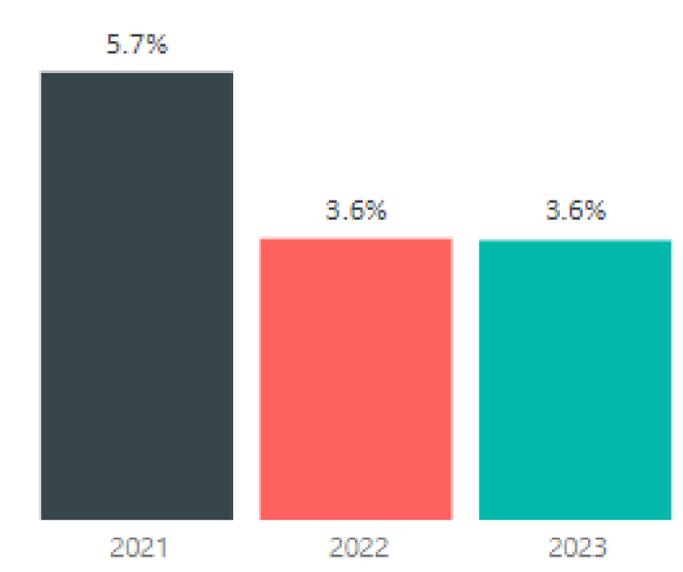
#### Unemployment by Month



#### Unemployment by Quarter



#### Unemployment by Year



**-0.6%**      **-37.5%**  
 Unemployment vs. Last Year    Unemployment vs. 2 years Ago





# Quarter 3 2023

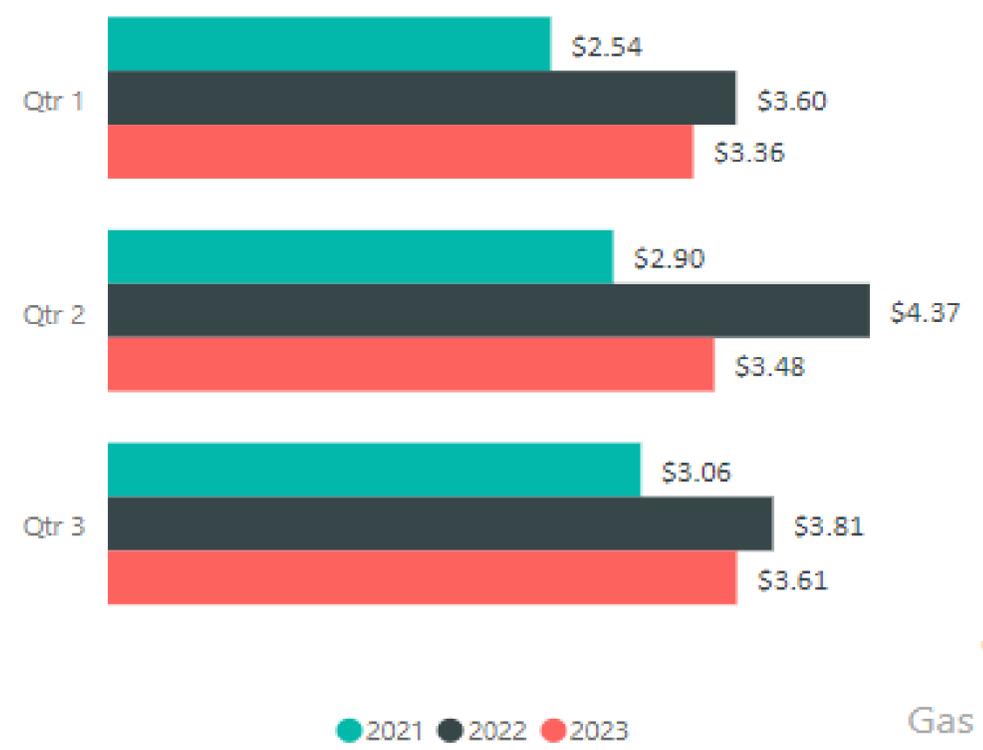
## US ECONOMIC KPIS

### Gas Prices YTD Thru September 2023

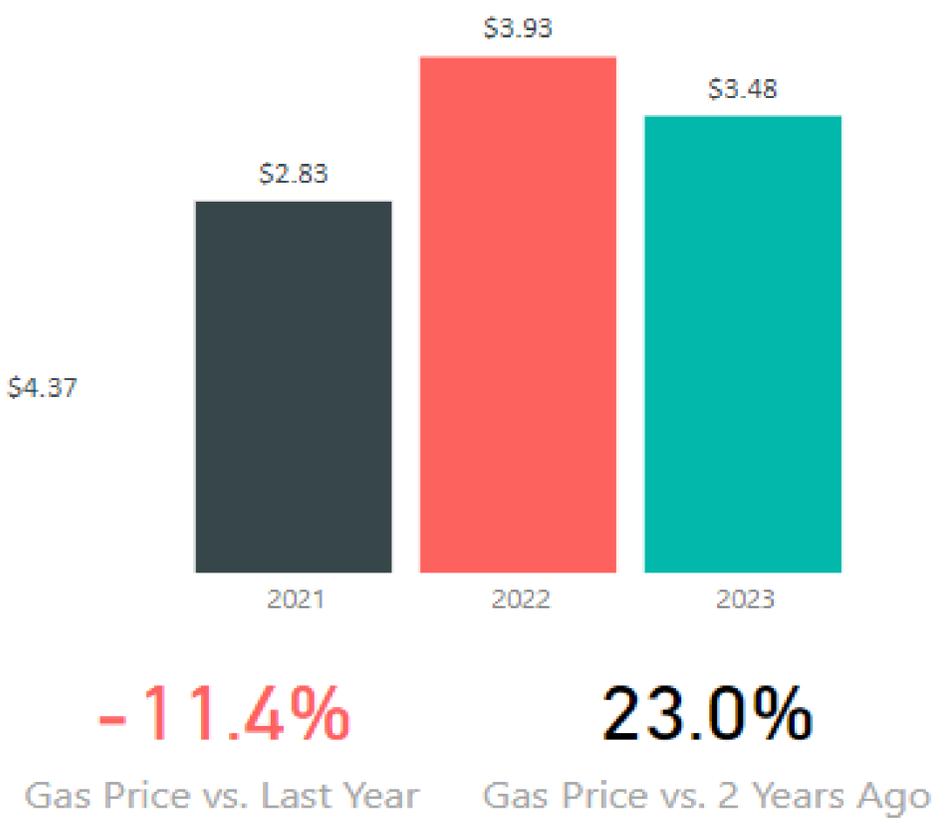
Gas Prices by Month



Gas Prices by Quarter



Gas Prices by Year



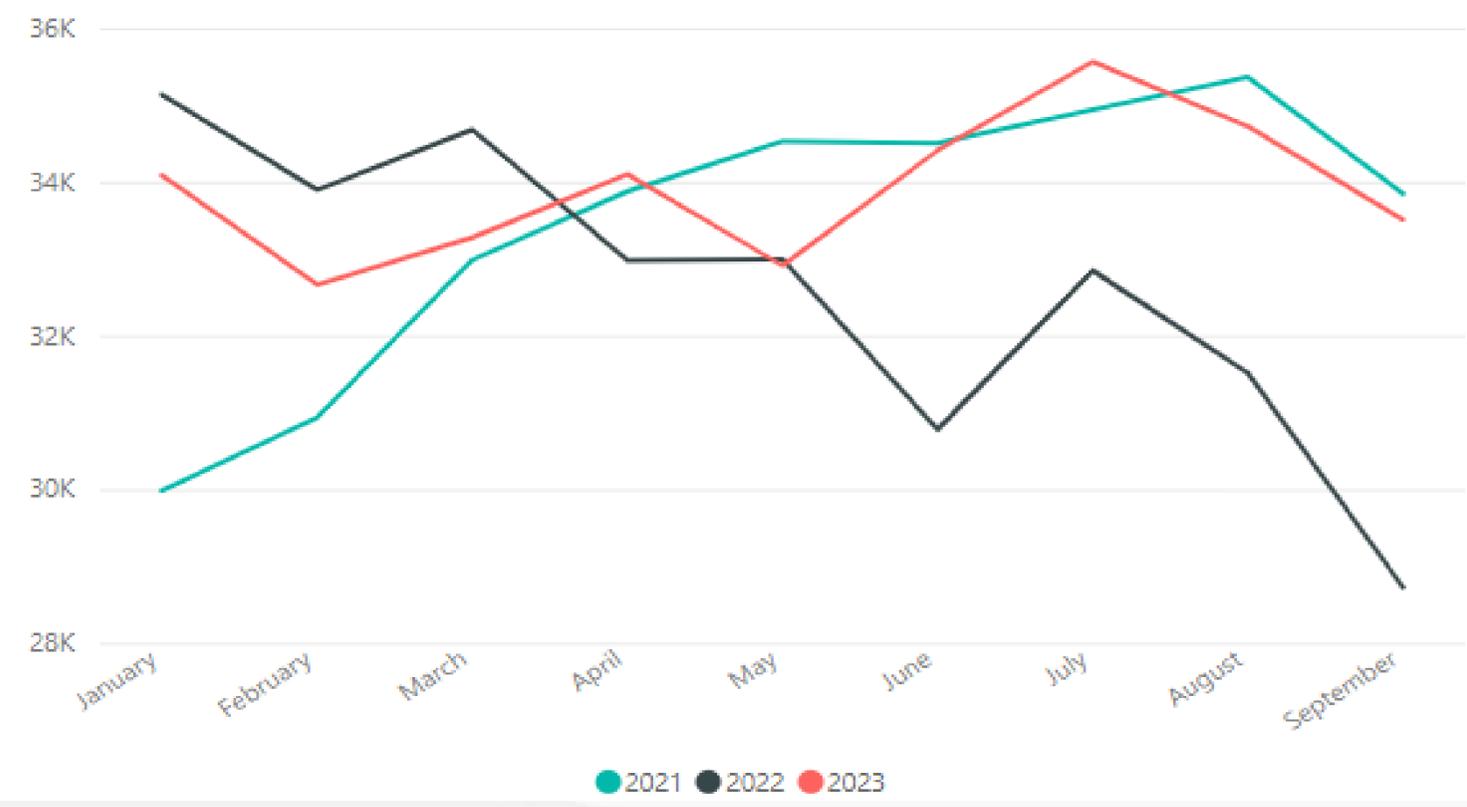


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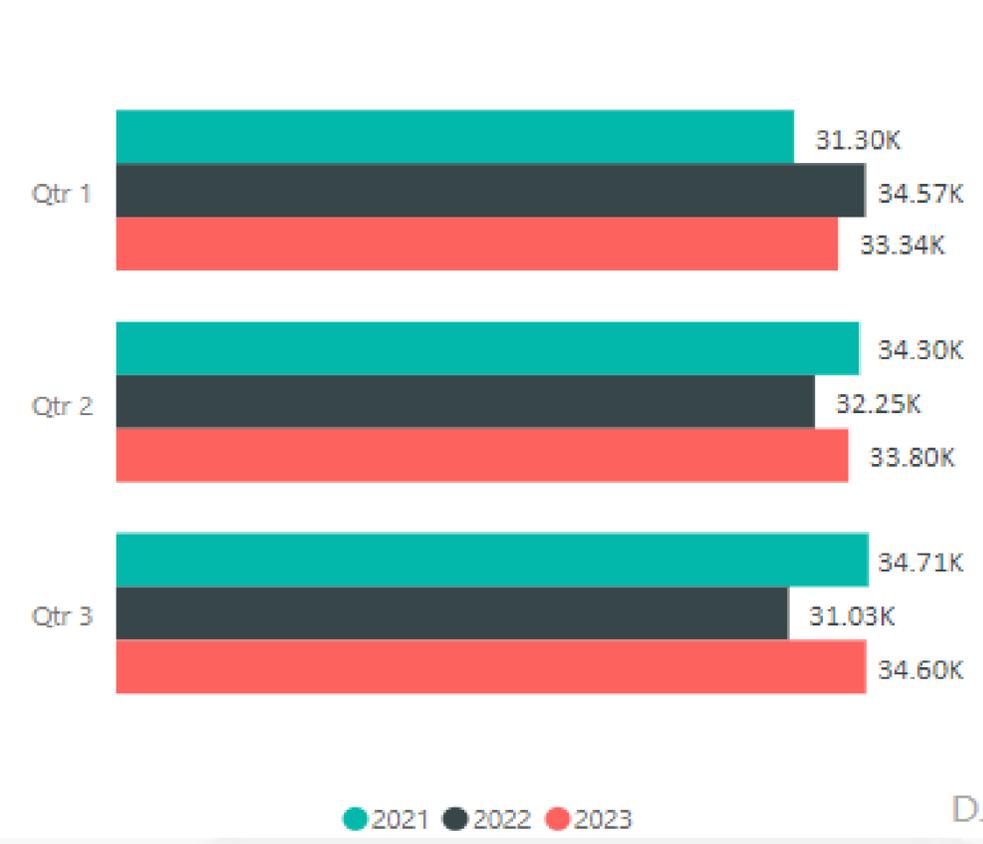
## US ECONOMIC KPIS

### Dow Jones Industrial Average (DJIA) YTD Thru September 2023

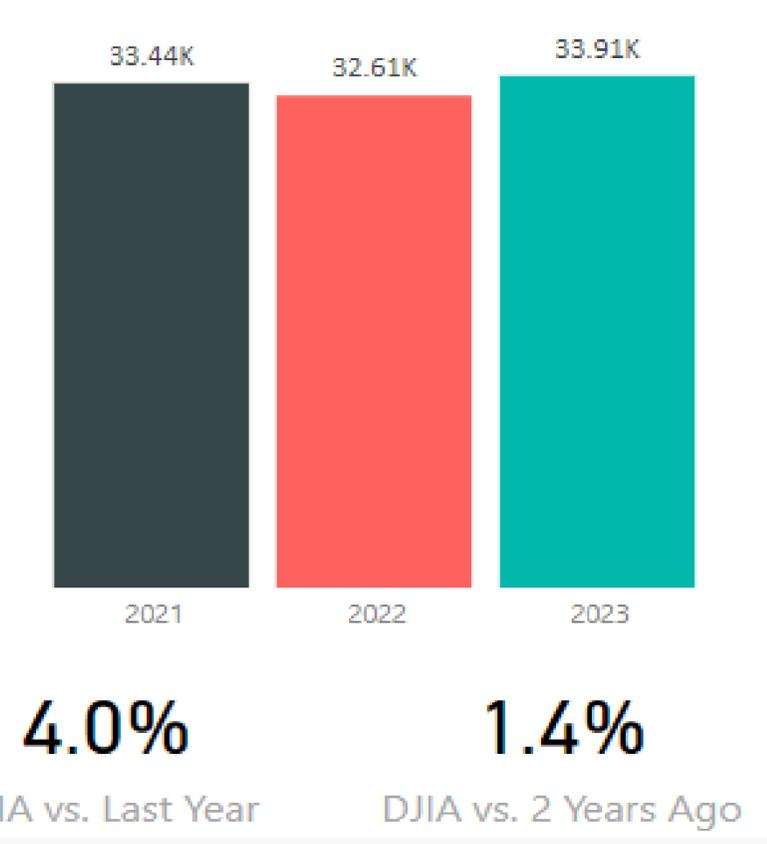
DJIA by Month



DJIA by Quarter



DJIA by Year



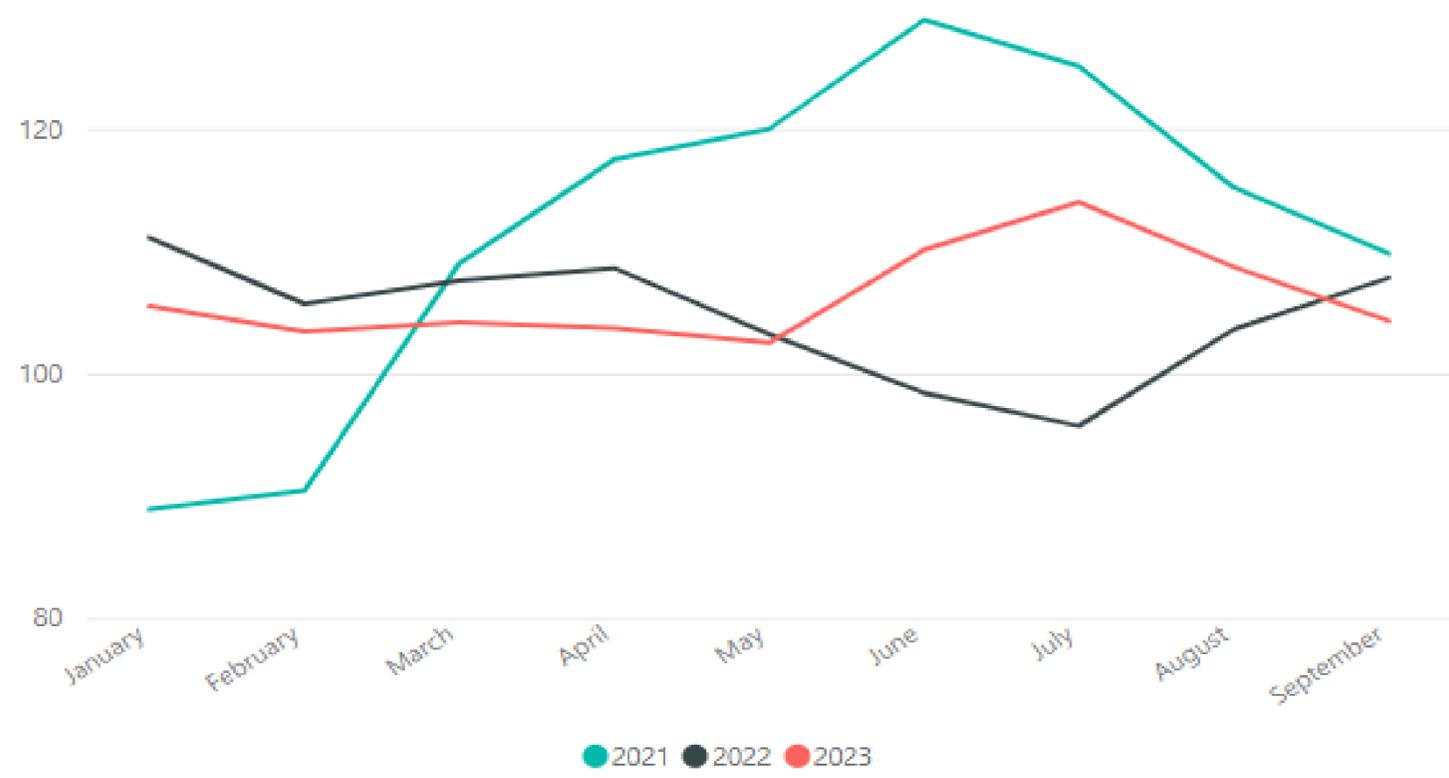


# Quarter 3 2023

## US ECONOMIC KPIS

### Consumer Confidence Index (CCI) YTD Thru September 2023

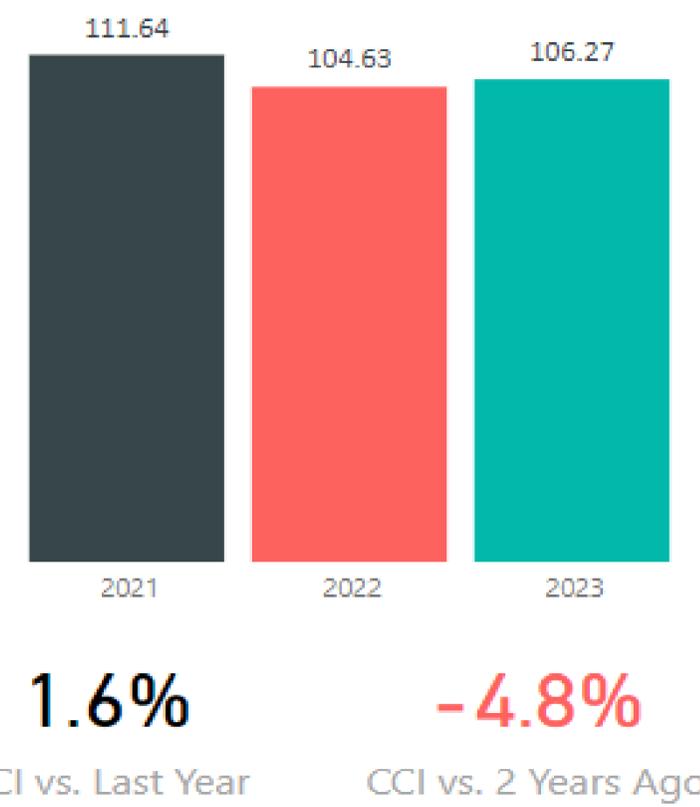
Consumer Confidence Index by Month



Consumer Confidence Index by Quarter



Consumer Confidence Index by Year



# Research developed for Branson, Missouri.

Our team loves the magic of data and research. We work until the voice of your customer is clear and you have the answers you need. If you have questions about this report, please let us know.

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Call: 417.880.2487

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