



Branson Convention Center



Quarter 2

Report

Presentation by

Angie Teel



Executive Summary



- 1** **Visitors:** 60,330
- 2** **Events:** 43 total | 132 event days |
Avg. 3.07 days/event
- 3** **Occupancy:** 50.2%
- 4** **Economic Impact:** \$67,162,308.32
- 5** **Jobs Supported:** 1,785
- 6** **Key Takeaway:** Fewer visitors than Q1, but stronger revenue and a significant economic impact increase.

Event Organizer & Attendee Feedback

Organizer Experience

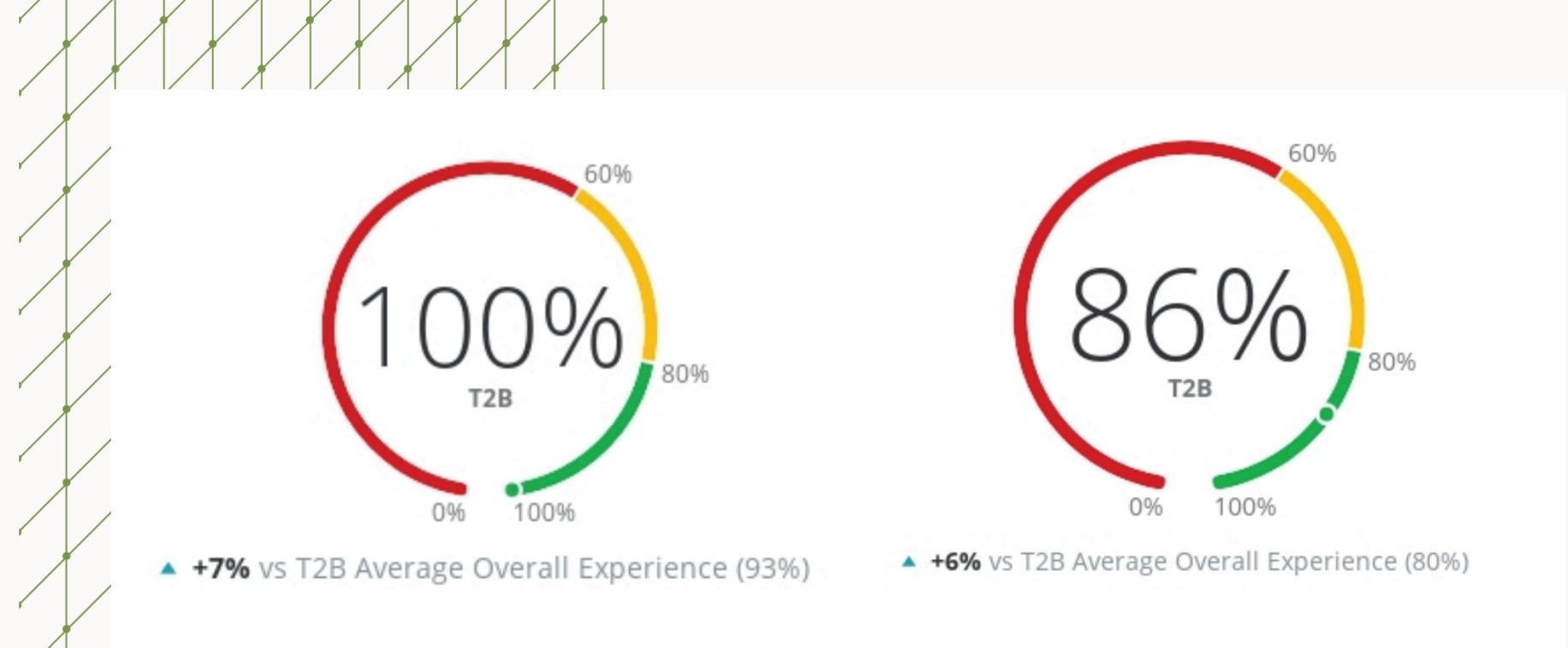
Organizers in Q2 reported high satisfaction with the center. They praised staff responsiveness, smooth logistics, and adaptable spaces. Recent upgrades like Mashgin AI checkout were noted as enhancements, supporting repeat bookings and long-term confidence.

Attendee Experience

Attendees rated the facility as clean, accessible, and welcoming. Staff friendliness and comfortable spaces stood out, along with positive food service feedback.

Overall Reputation

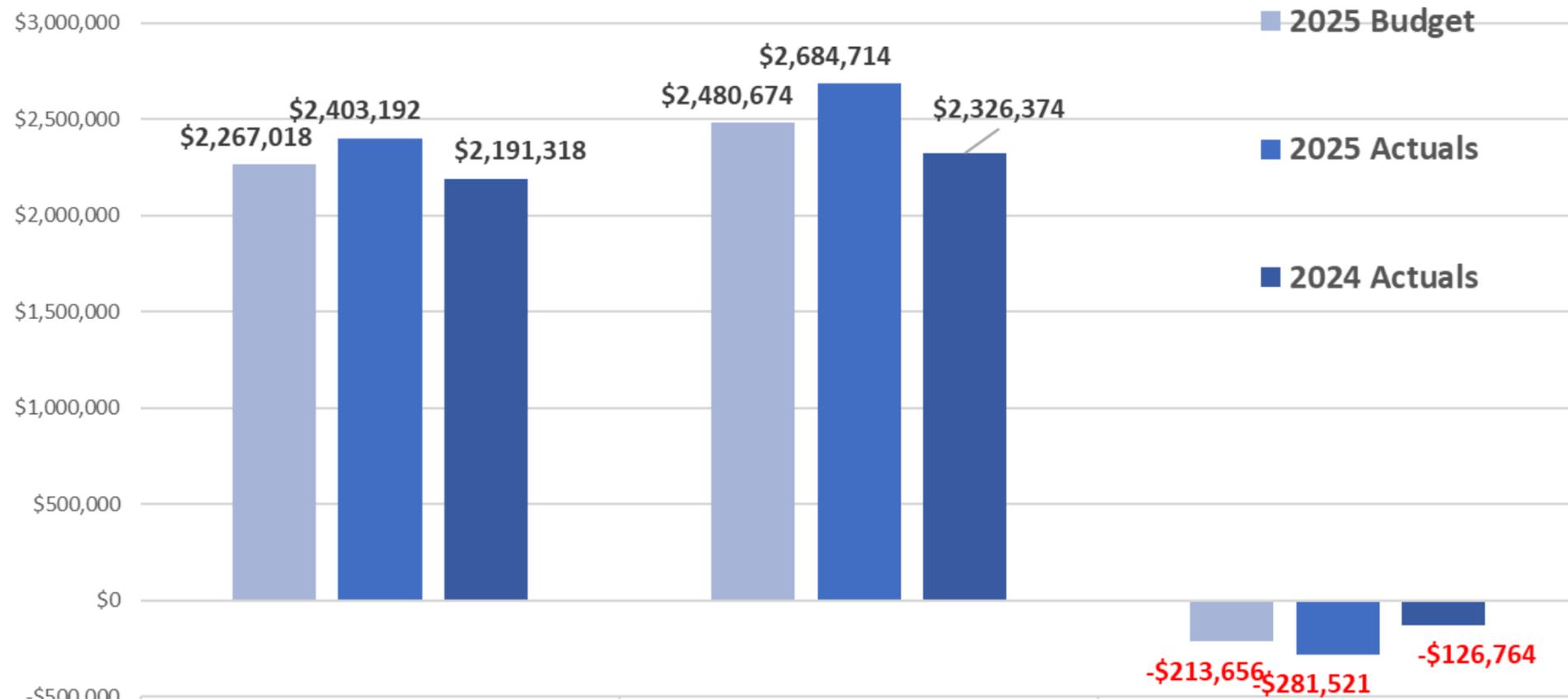
Feedback shows the Branson Convention Center is seen as reliable, professional, and hospitality-driven. This reputation supports client retention and strengthens positioning for larger events and city-wide bids.



Financial Highlights



2025 Q2 Financials



	Adjusted Gross Income	Operating Expenses	Net Operating Income (Loss)
■ 2025 Budget	\$2,267,018	\$2,480,674	-\$213,656
■ 2025 Actuals	\$2,403,192	\$2,684,714	-\$281,521 *
■ 2024 Actuals	\$2,191,318	\$2,326,374	-\$126,764

*\$165,502.13 in reimbursable marketing expenses

Visitors & Attendance

As of Q2 2025



60,330

Visitors

The Branson Convention Center welcomed 60,330 visitors this quarter, spread across meetings, sports, and conventions.

**75,366 →
60,330**

Change vs. Q1

Visitor counts decreased compared to Q1, but event mix remained strong.

50.2%

Average Occupancy

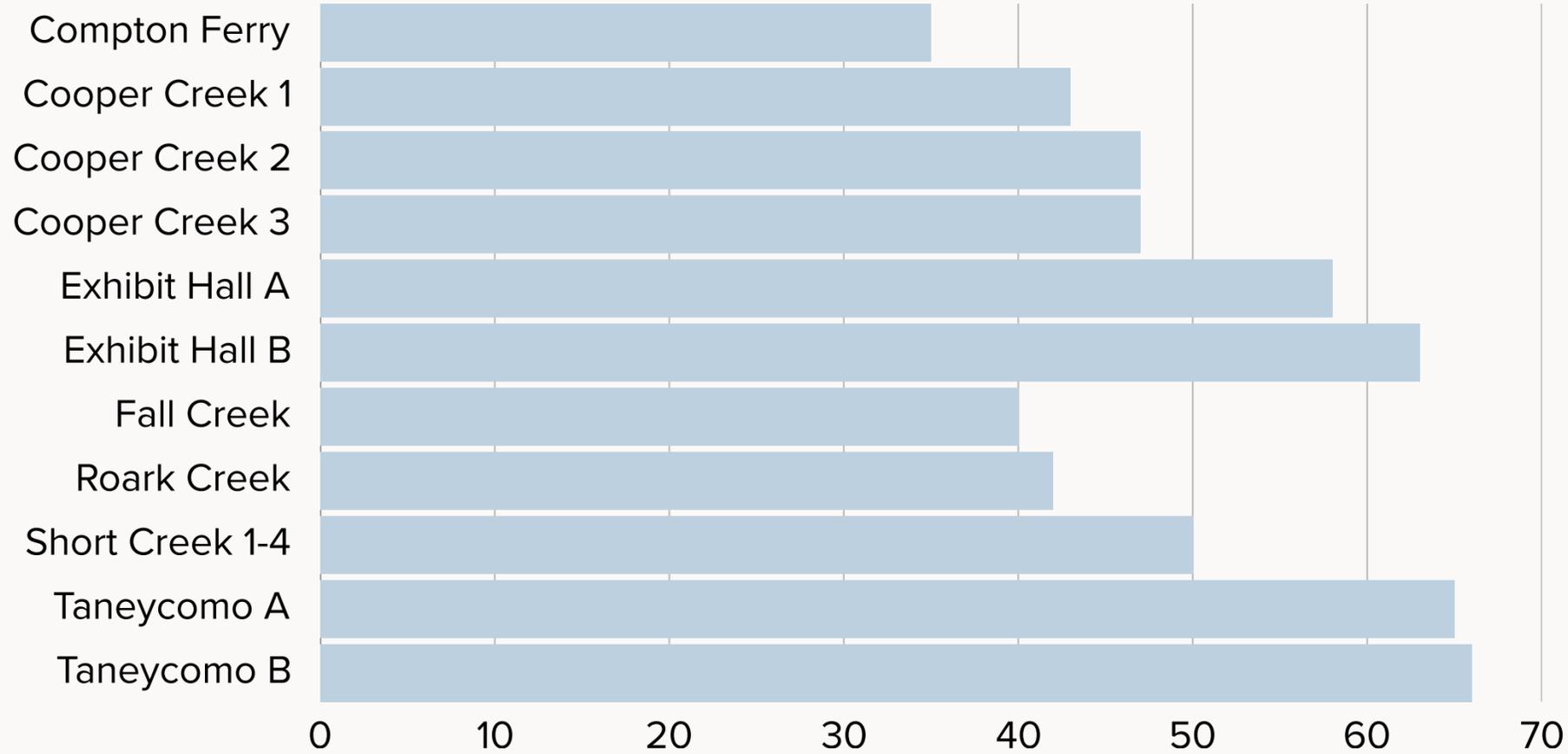
The facility averaged 50.2% occupancy, with strong midweek usage.



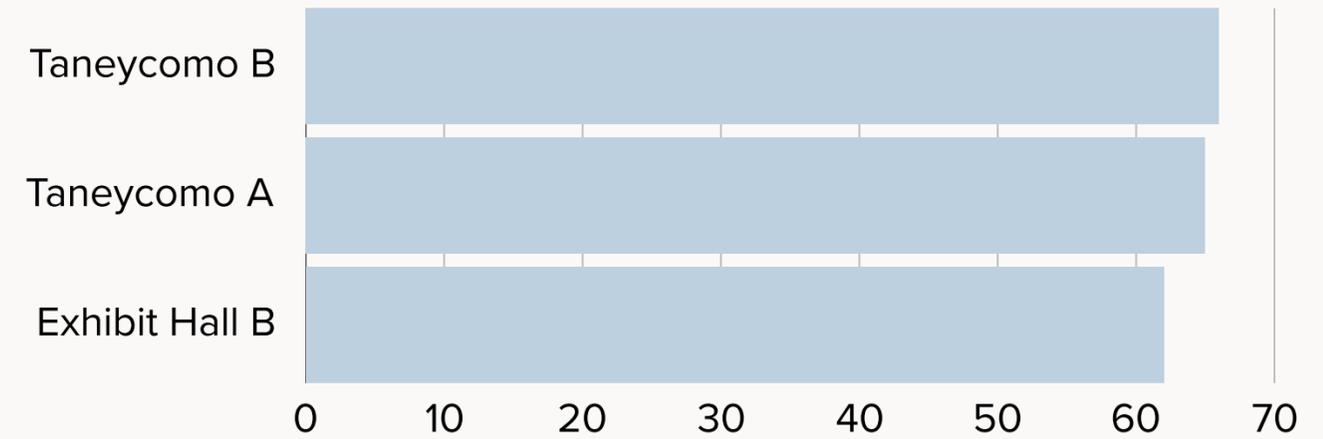
Room-by-Room Utilization

As of Q2 2025

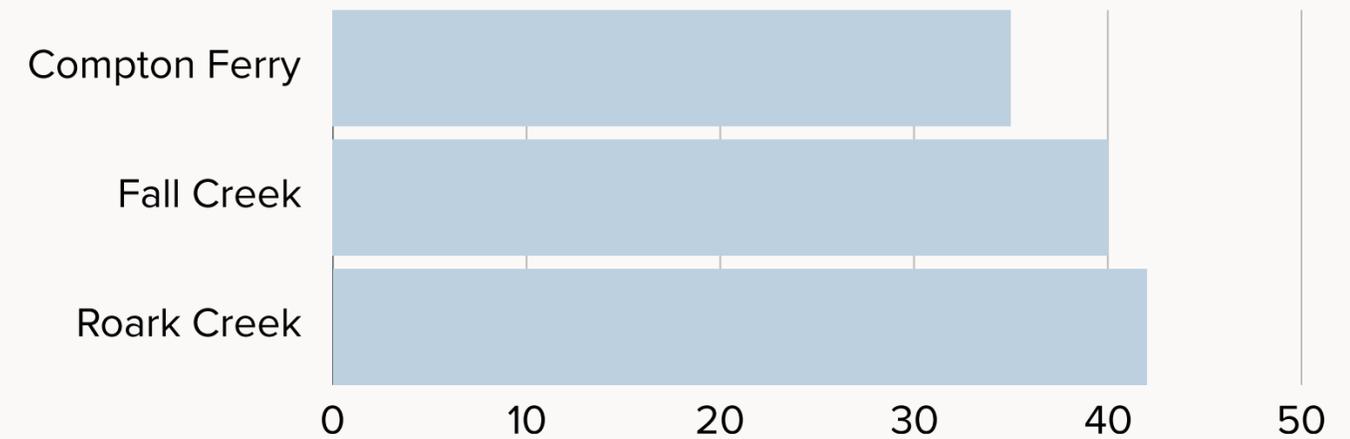
All Rooms



Top 3 Performing Rooms:

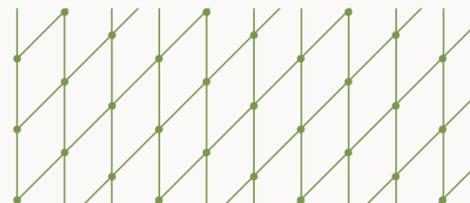


Lowest 3 Performing Rooms:



Important Notes

Taneycomo and Exhibit Halls led in occupancy, consistently performing above 60%. Smaller meeting rooms averaged around 40–50%. Compton Ferry had the lowest usage at 35.2%, highlighting an opportunity for growth.





Notable Updates & Recognition

Industry Recognition

The BCC received the Industry Partner Award from Missouri State University's Entertainment Management Association.

Leadership & Innovation

A new Director of Operations, Mason Woodruff, joined the team. The BCC also launched Mashgin AI checkout at concessions, enhancing guest experience.

Conferences & Tours

The team attended SportsETA in Tulsa and the Ops/Safety Conference in Irving. The BCC also hosted the SYTA Tour, positioning Branson for a potential 2030 city-wide event.



Team & Community

Q2 was about more than financial results it was about people. The Branson Convention Center strengthened its role as both a community hub and a workplace that values connection.



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CONVENTION CENTER

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DAY Kom
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June 20, 2025

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01. Performance

Q2 delivered \$67M in economic impact, supporting 1,785 jobs and reinforcing BCC's contribution to Branson's growth.

03. Community

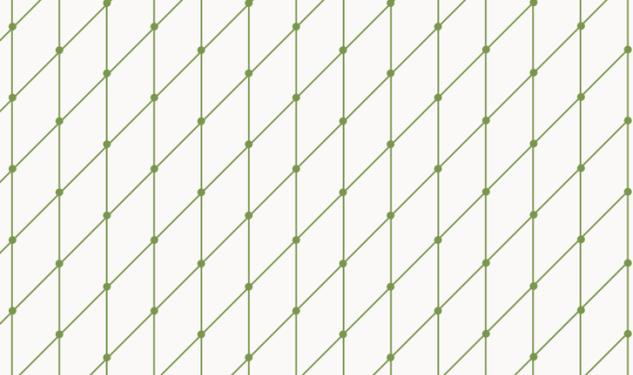
The International Yoga Day event with KomHot Yoga brought locals together for wellness and celebration, showcasing BCC's commitment to the community.

02. Growth

While visitors decreased from Q1, revenue and impact rose, proving the center's ability to adapt and thrive through balanced event programming.

04. Team Bonding

The team celebrated together at 1984 Arcade, building morale and reinforcing the culture of collaboration that drives our success.



Thank You

