



BRANSON CONVENTION CENTER

Q3 2025 REPORT

July–September 2025





EXECUTIVE SUMMARY

- Q3 welcomed 12 events and 123,357 days per event
- Facility occupancy up from 50.2%
- Total economic impact \$52,167,716.8





FINANCIAL & ECONOMIC

- Adjusted Gross Income is 18.7% higher than budget and 14.5% higher than STLY
- Net Income Loss is 36.7% better than budget and 25.7% better than STLY
- \$218,607.78 in expense is reimbursed through the Incentive Fund. This allocation puts the true NOI at **+\$44,623.78**





FACILITY UTILIZATION OVERVIEW

- Q3 average facility utilization was 61.7%, an improvement from Q2's 50.2%.
- Peak days were Tuesday (77%), Wednesday (73.6%), and Thursday (73.6%).



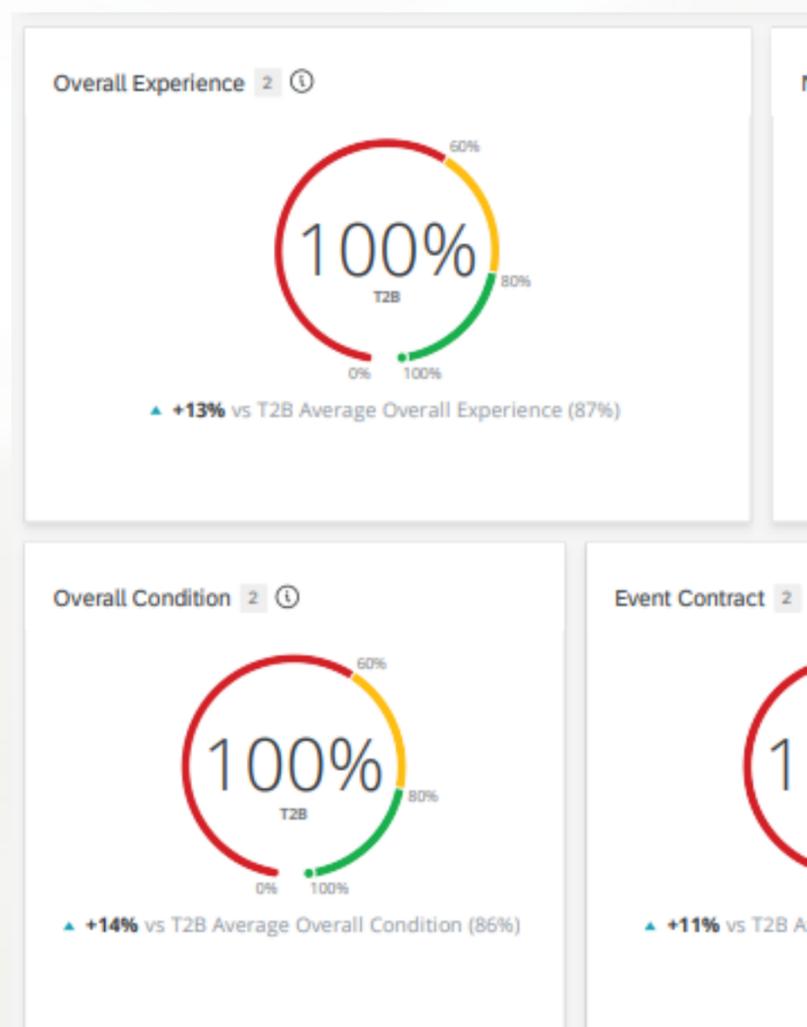
Branson Convention Center	Monday	Tuesday	Wednesday
Compton Ferry	61.5%	71.4%	76.9%
Cooper Creek 1	61.5%	78.6%	76.9%
Cooper Creek 2	61.5%	78.6%	76.9%
Cooper Creek 3	61.5%	71.4%	76.9%
Exhibit Hall A	46.2%	42.9%	38.5%
Exhibit Hall B	53.8%	42.9%	38.5%
Fall Creek	61.5%	85.7%	69.2%
Roark Creek	53.8%	71.4%	69.2%
Short Creek 1	61.5%	78.6%	69.2%
Short Creek 2	69.2%	92.9%	84.6%
Short Creek 3	69.2%	85.7%	84.6%
Short Creek 4	69.2%	85.7%	84.6%
Taneycomo A	69.2%	92.9%	92.3%
Taneycomo B	76.9%	100.0%	92.3%
Total	62.6%	77.0%	73.6%

ROOM-BY-ROOM OCCUPANCY



EVENT ORGANIZER SURVEY SCORES

Event Organizer surveys reflected 100% satisfaction scores across all categories, including communication, service, and facility experience.



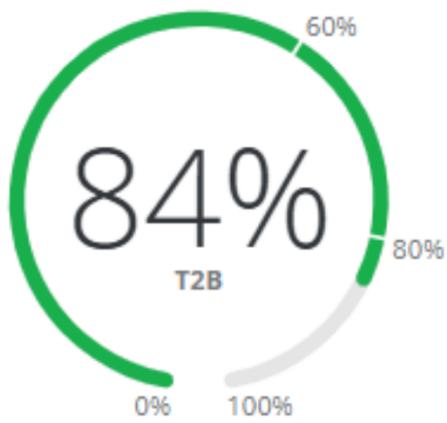


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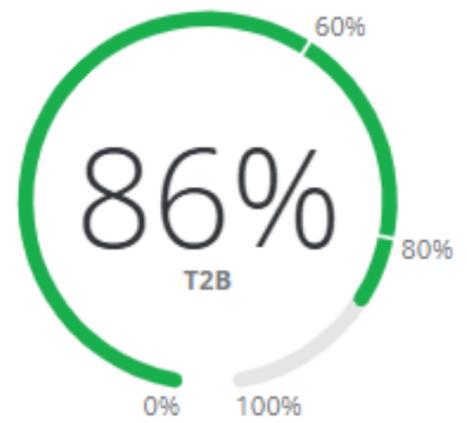
Total Responses ▾

1,235

Overall Experience ⓘ



Likelihood to Revisit Venue ⓘ





BCC IN THE

Media, Recognition & Brand Placement

- GM interviewed by Sports ETA (university curri
- Featured on KY3 – The Place
- Article in 417 Magazine: [Convention Center Cuisine in Branson](#)
- Received Meets & Exceeds Expectations on co



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FOOD & DRINK

CONVENTION CENTER CUISINE: ELEVATING THE GUEST EXPERIENCE IN BRANSON

Branson Convention Center chefs blend Ozarks flavors with fresh ideas to create unforgettable event dining.

BY JORDAN BLOMQUIST
Sep 2025

EVENT MIX & HIGHLIGHTS



- Polishing the Pulpit – first-time event; 2,000 attendees/day for 6 days
- NuWay Combat Wrestling – 2,000+ athletes; \$15M economic impact
- Wings of Pride Air Show – first off-site catering activation
- Fall Dessert Showdown community engagement campaign on Social Media
- Launched new BCC commercial with music by The Haygoods
- Hosted Branson Public Schools externship teacher
- Attended Connect Marketplace in Miami
- GM & HR Team spoke at College of the Ozarks on industry careers