First Quarter 2012 Marketing Report

To the
City of Branson Board of Aldermen

Presented by
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Vice President, Marketing & Public Relations
Branson/Lakes Area CVB

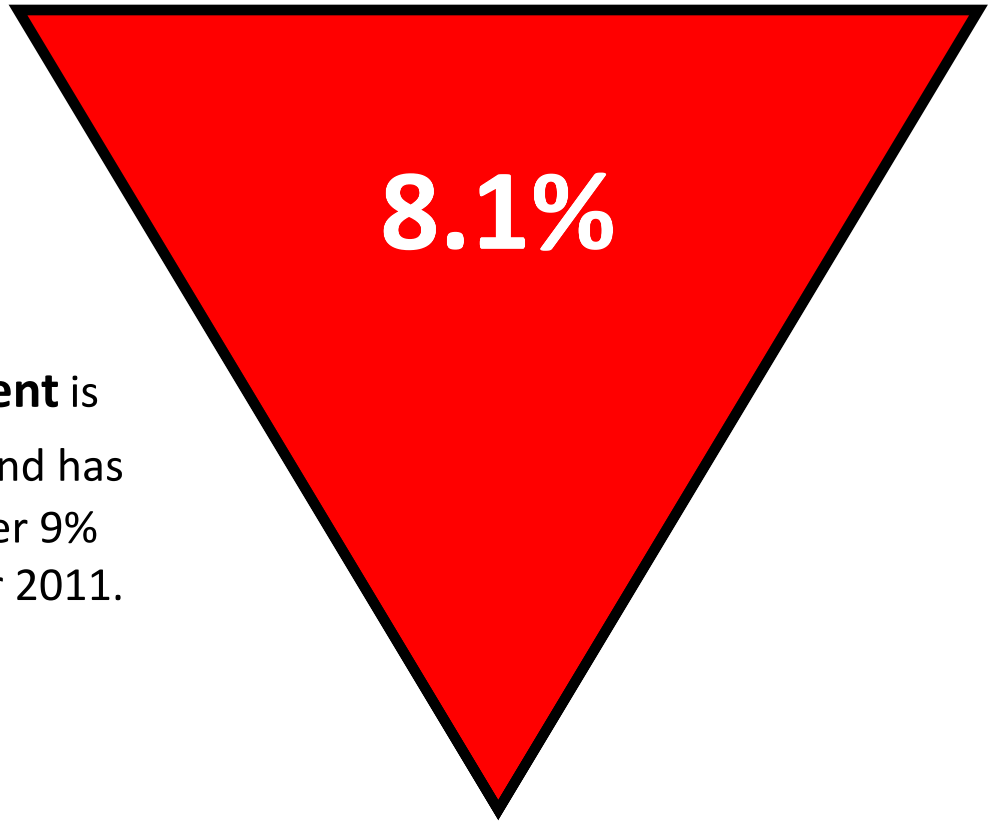
May 21, 2012

Today's Presentation

- 2012 Economic and Travel Industry Review
- Q1 2012 Branson Update

Economic Outlook

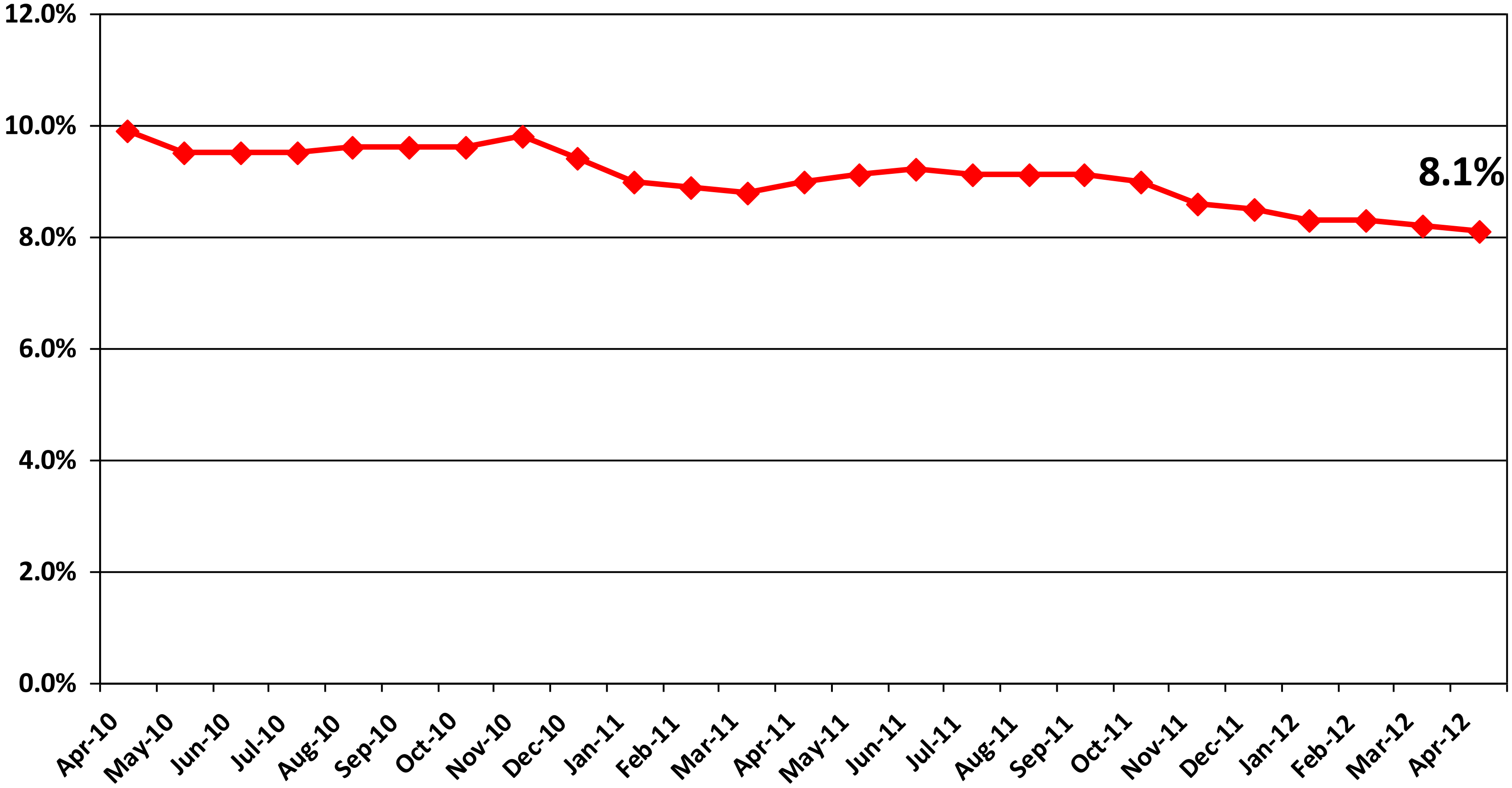
U.S. Unemployment Rate



Unemployment is now at **8.1%** and has remained under 9% since November 2011.

U.S. Unemployment Rate

U.S. unemployment is finally headed in the right direction.



Source: Bureau of Labor Statistics

Consumer Confidence

Consumer Confidence now stands at **69.2** where **90 is considered necessary for sustainability** and 100 is required for growth.

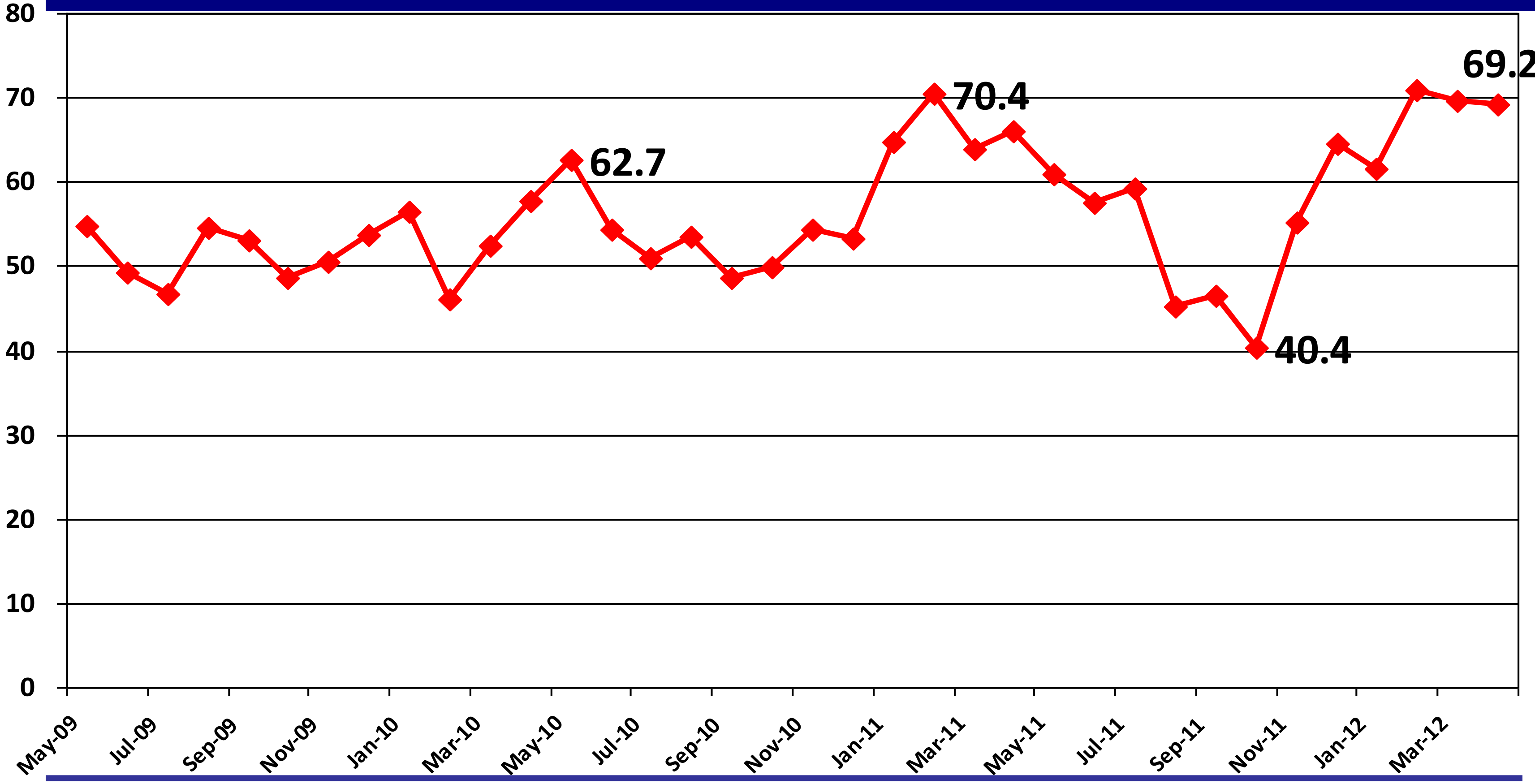
+6.7%

from December 2011

The last time the consumer confidence index was at 100 or higher was in **August 2007** when it was **105.0.**

Consumer Confidence

Consumer confidence has been bouncing back in recent months. An index of 90 is required for sustainability and 100 is needed to represent growth.



Source: The Conference Board

Index of Weekly Leading Indicators

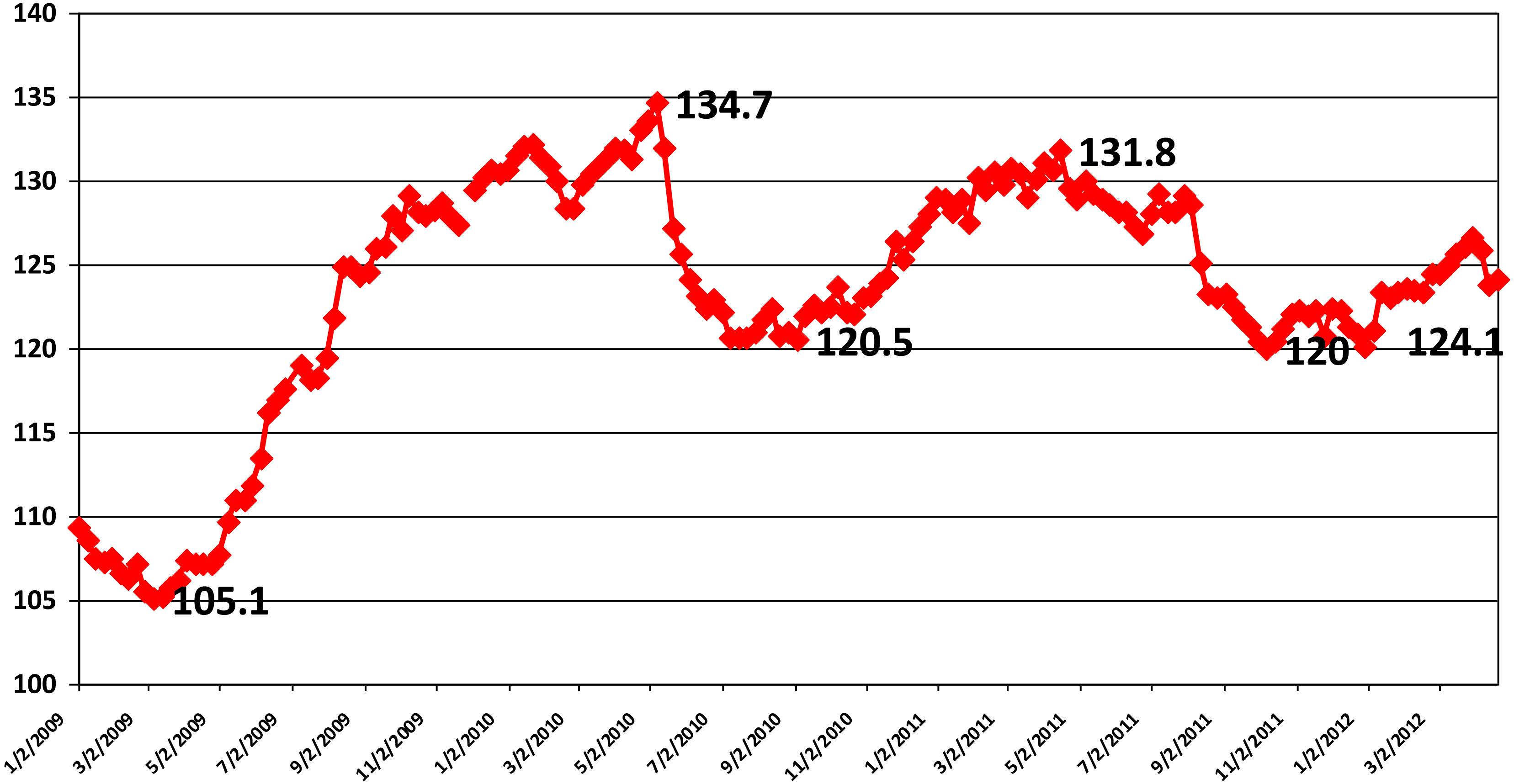
+3.3%

Since the end of December

The Economic Cycle Research Institute's Weekly Leading Index® (WLI) for the U.S. has increased 3.3 percent since the end of December to 124.1 with an annualized growth projection of +0.6%.

Weekly Leading Index (WLI)

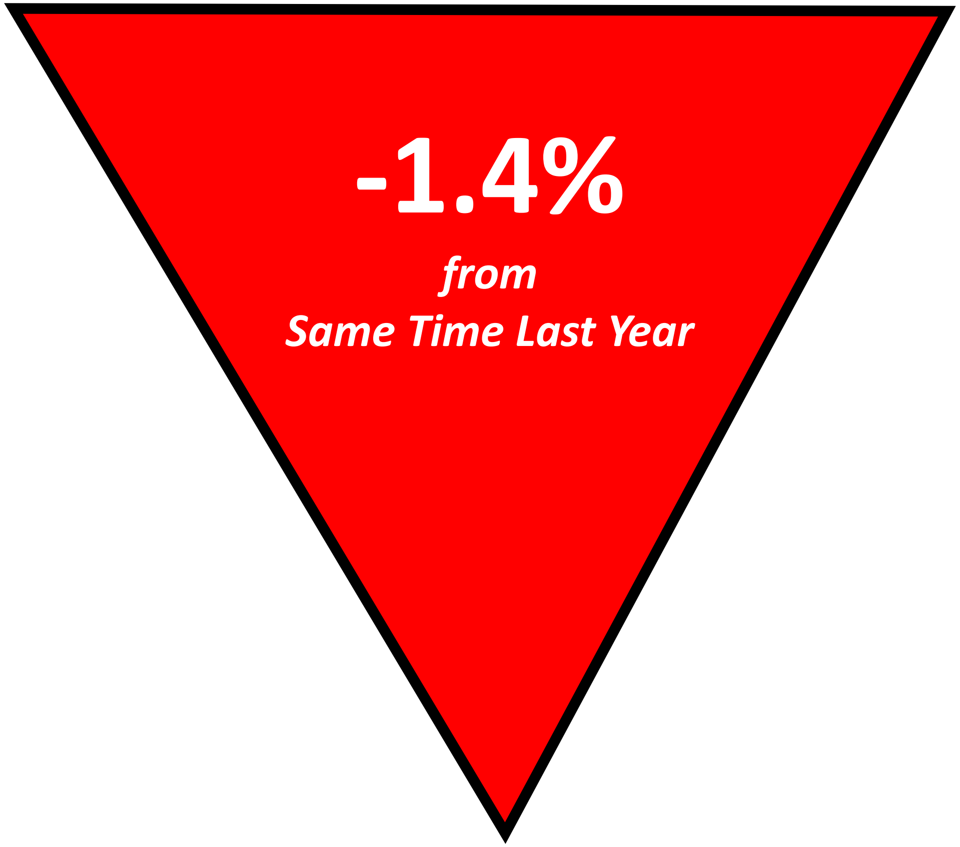
The WLI has been bouncing up and down for quite a few months now.



Source: Economic Cycle Research Institute

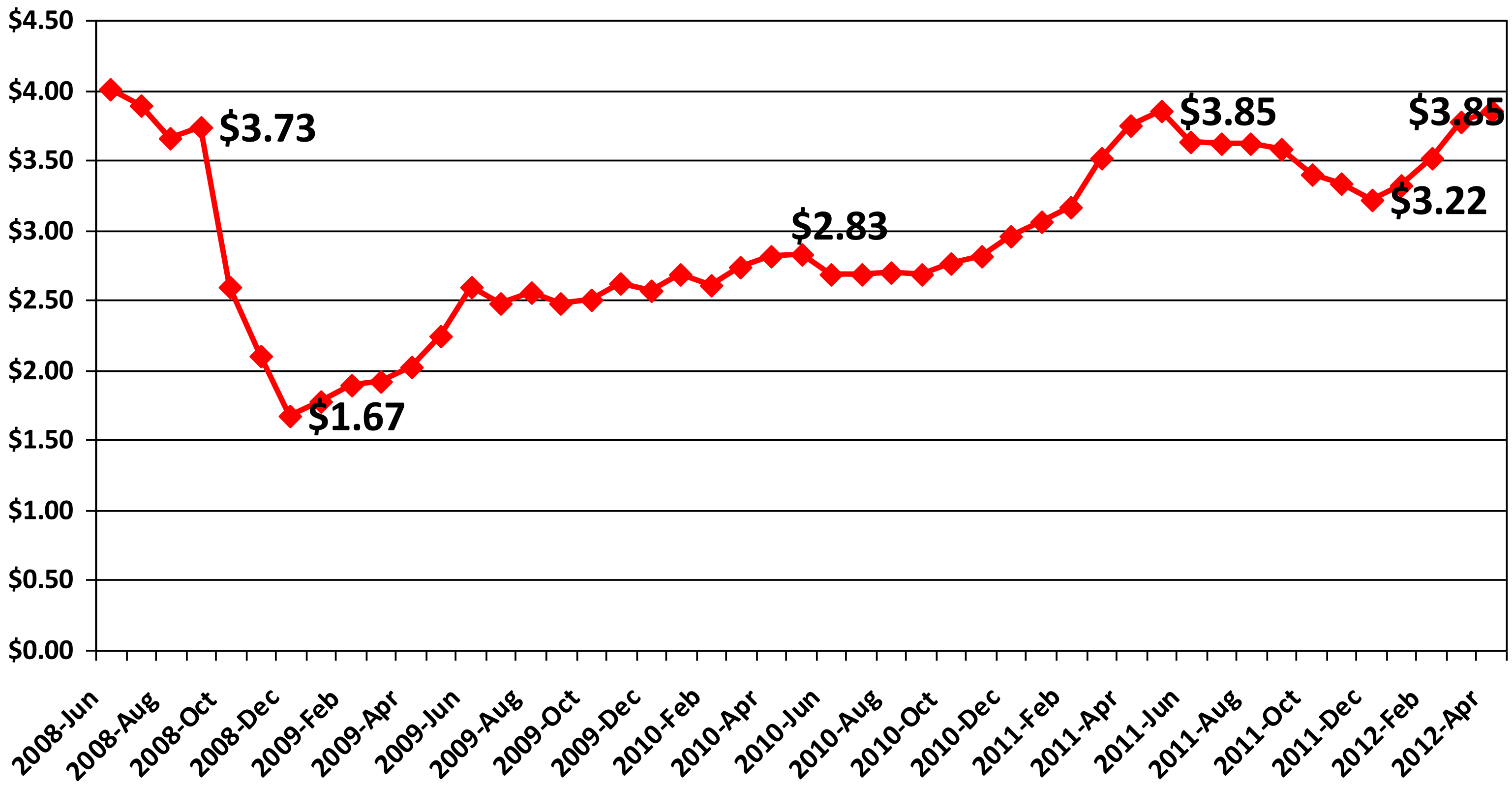
U.S. Average Gasoline Prices

The average U.S. Regular Convention Retail Gasoline Price averaged **$3.76 per gallon the last week of April 2012,** down 2.1% from last month and down 1.4% from January 2011.



Average U.S. Gasoline Prices

Gasoline prices have fallen over the past month and are now down slightly from last year at this time.



Source: http://tonto.eia.doe.gov/dnav/pet/hist/mg_rco_usw.htm

U.S. Travel Performance

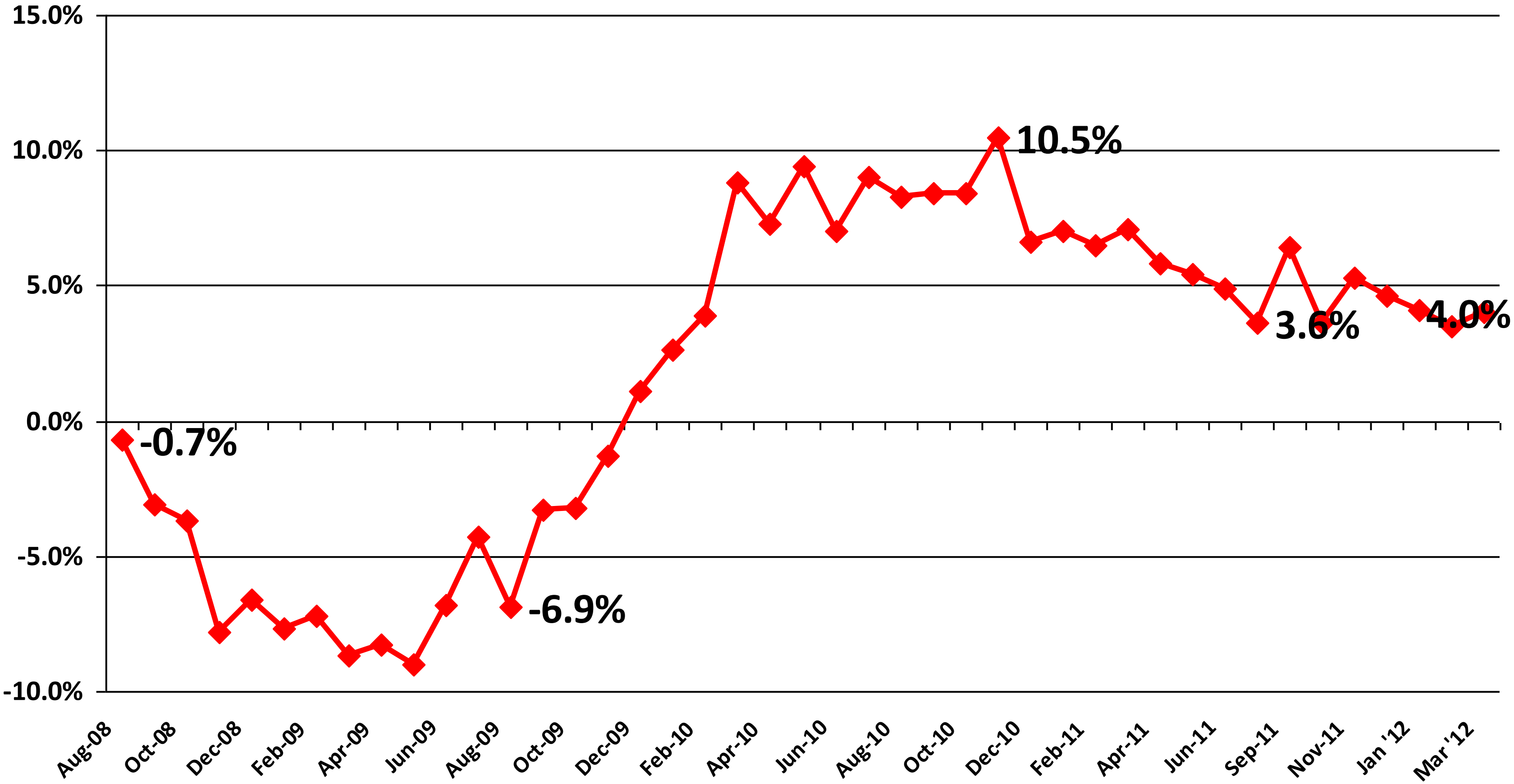
Smith Travel Room Demand

U.S. room demand has increased for 28 consecutive months--after posting 16 consecutive months of decline.

+4.3%

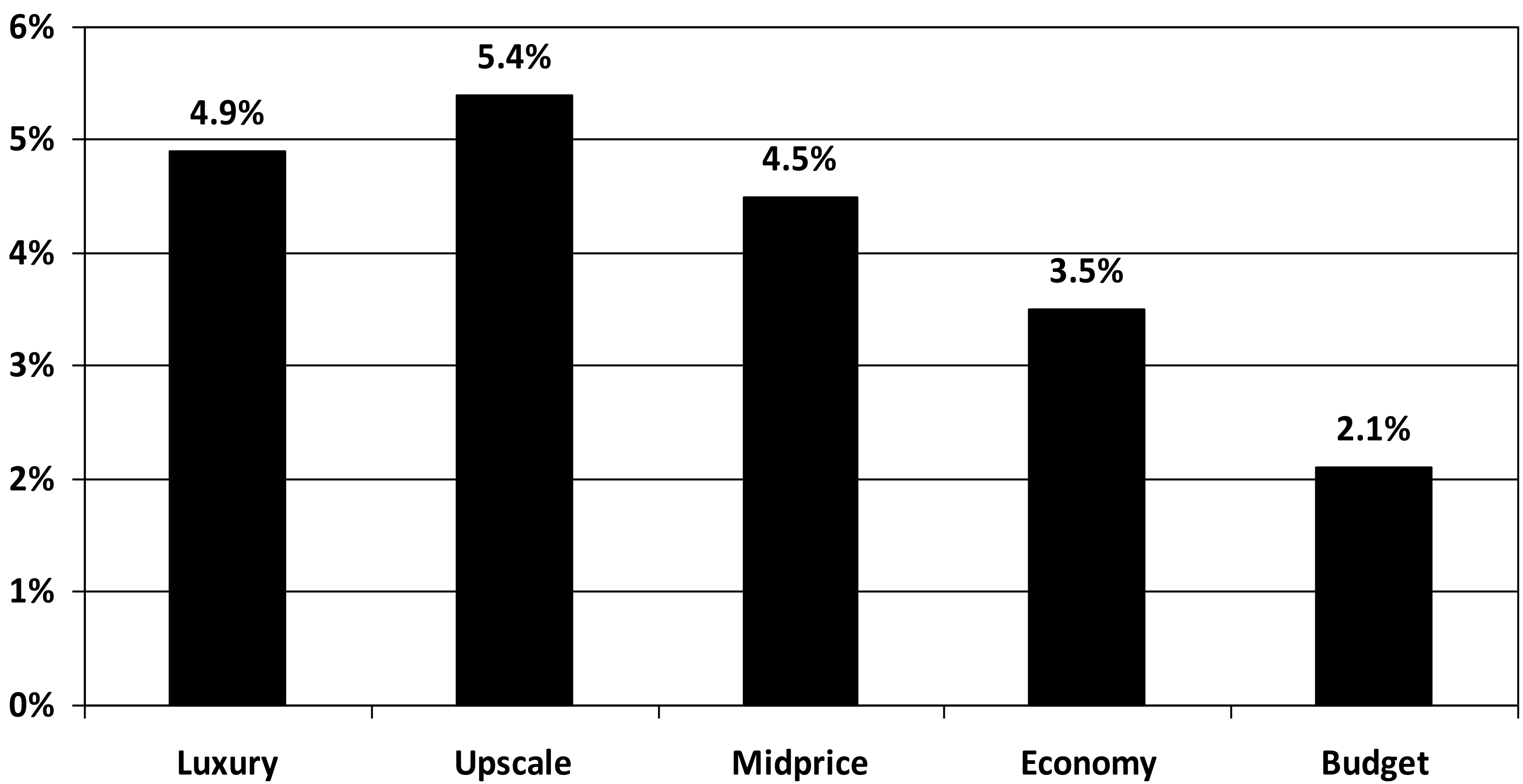
Over Past 12 Months

Smith Travel Research
U.S. Room Demand Variance



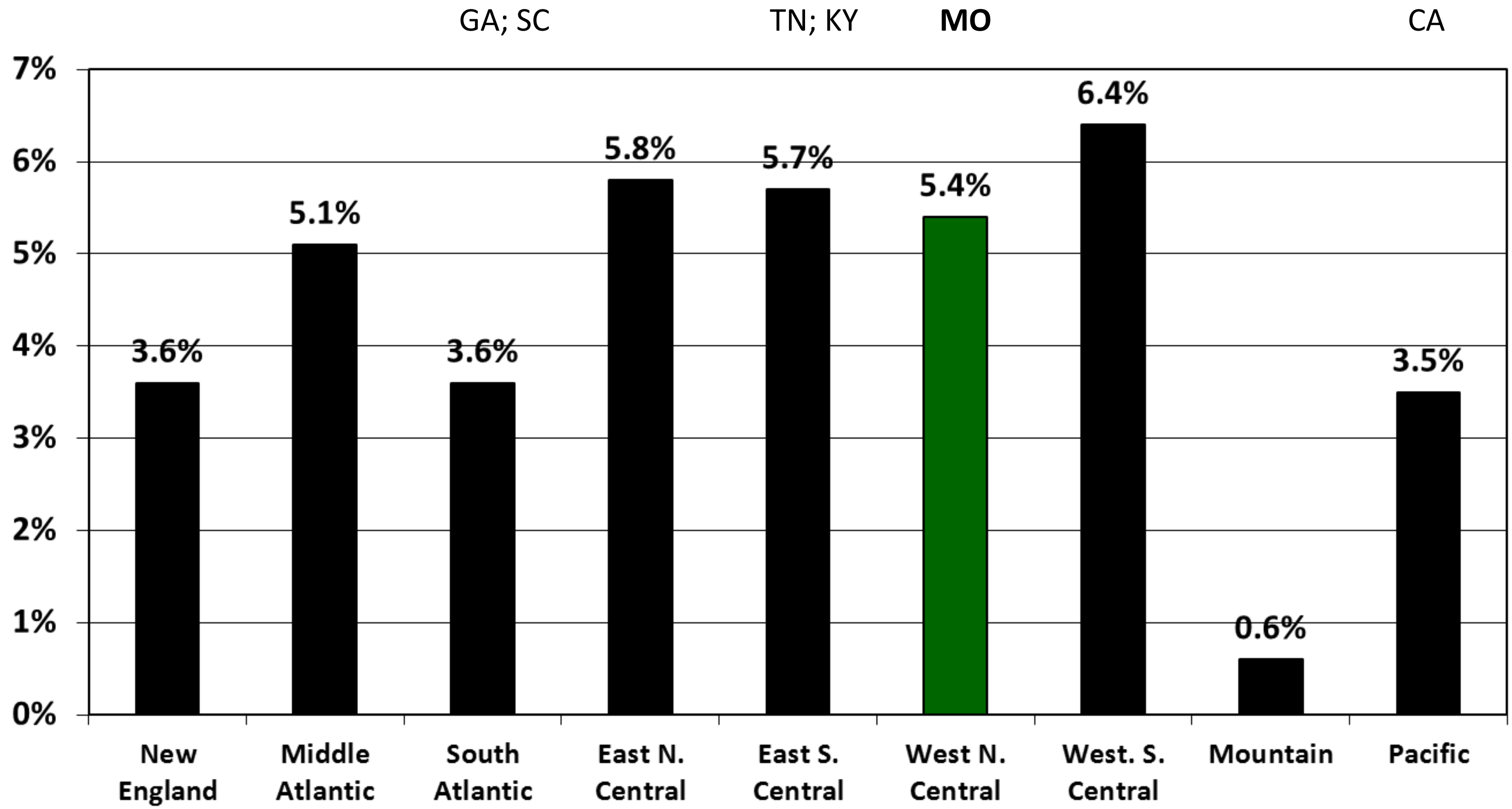
Source: Smith Travel Research

Smith Travel Research
Room Demand by Price



SOURCE: Smith Travel Research data for the USA as a whole

Smith Travel Research
Room Demand by Region

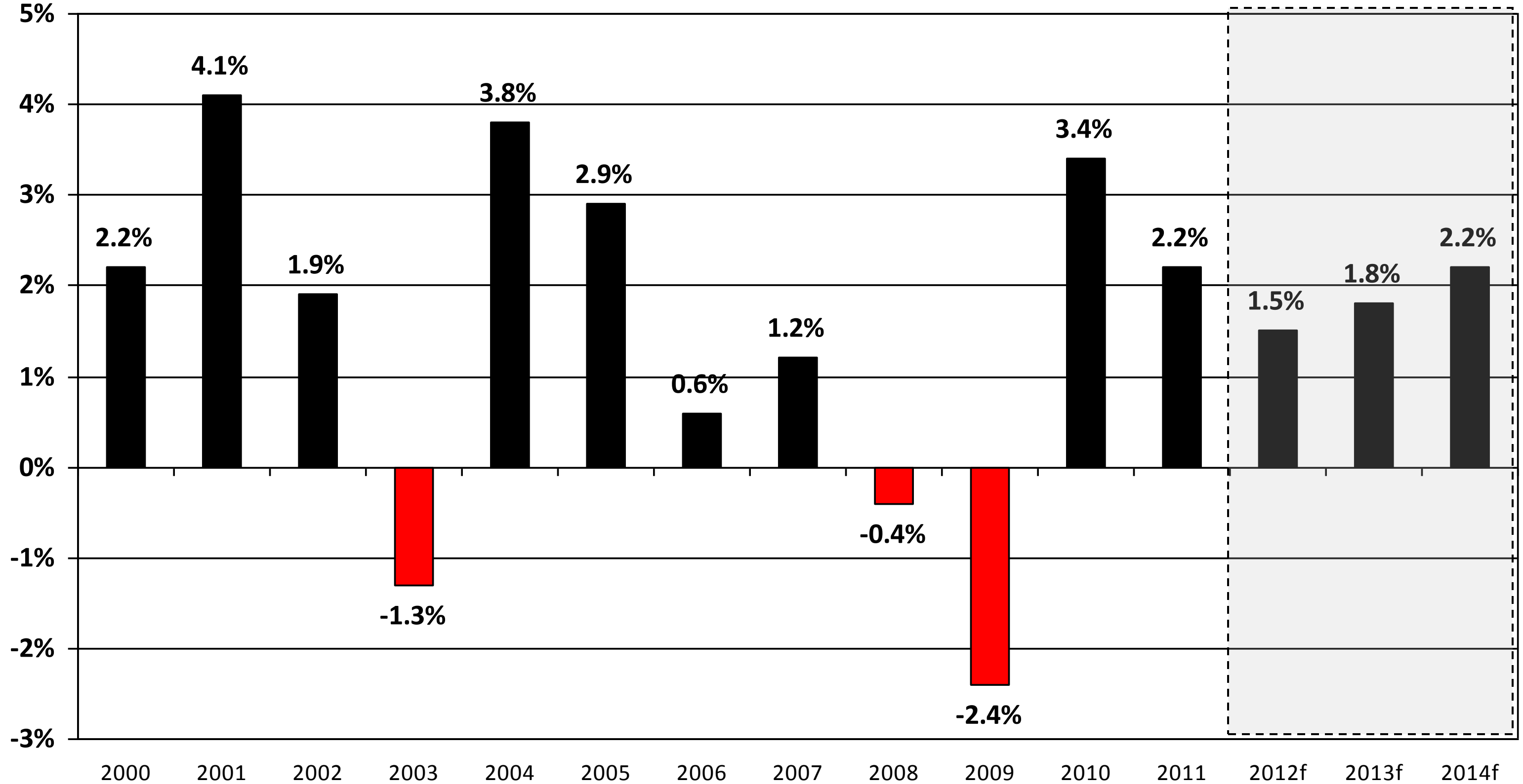


SOURCE: Smith Travel Research data for the USA as a whole

Travel Industry 2012
Outlook

Leisure Trip Forecast

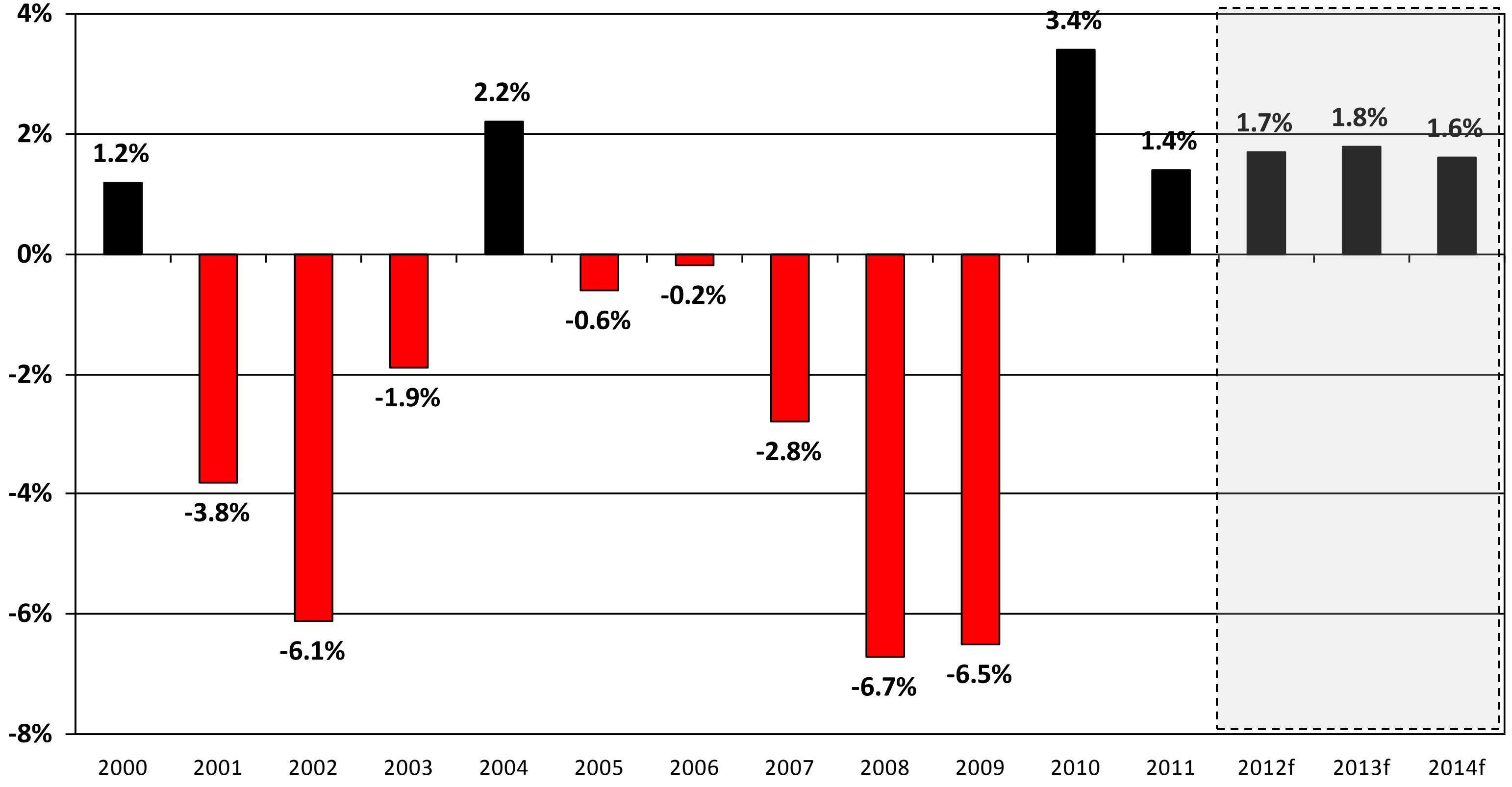
Industry experts reported that leisure trips increased by 2.2% in 2011, but they expect growth to slow in 2012 to +1.5%.



SOURCE: U.S. Travel Association; USTA.org

Business Trip Forecast

Business travel posted its first increase in six years in 2011 (+1.4%) and will continue moderate growth for the foreseeable future.



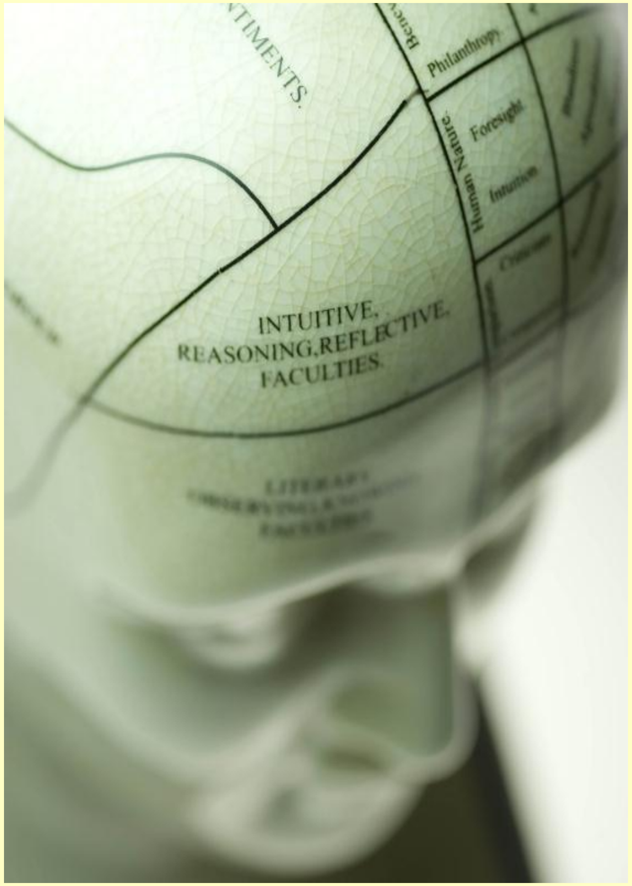
SOURCE: U.S. Travel Association; USTA.org

Branson’s 2012 Projection

+2.0%

Branson Update

BRANSON
LAKES AREA
Chamber of Commerce

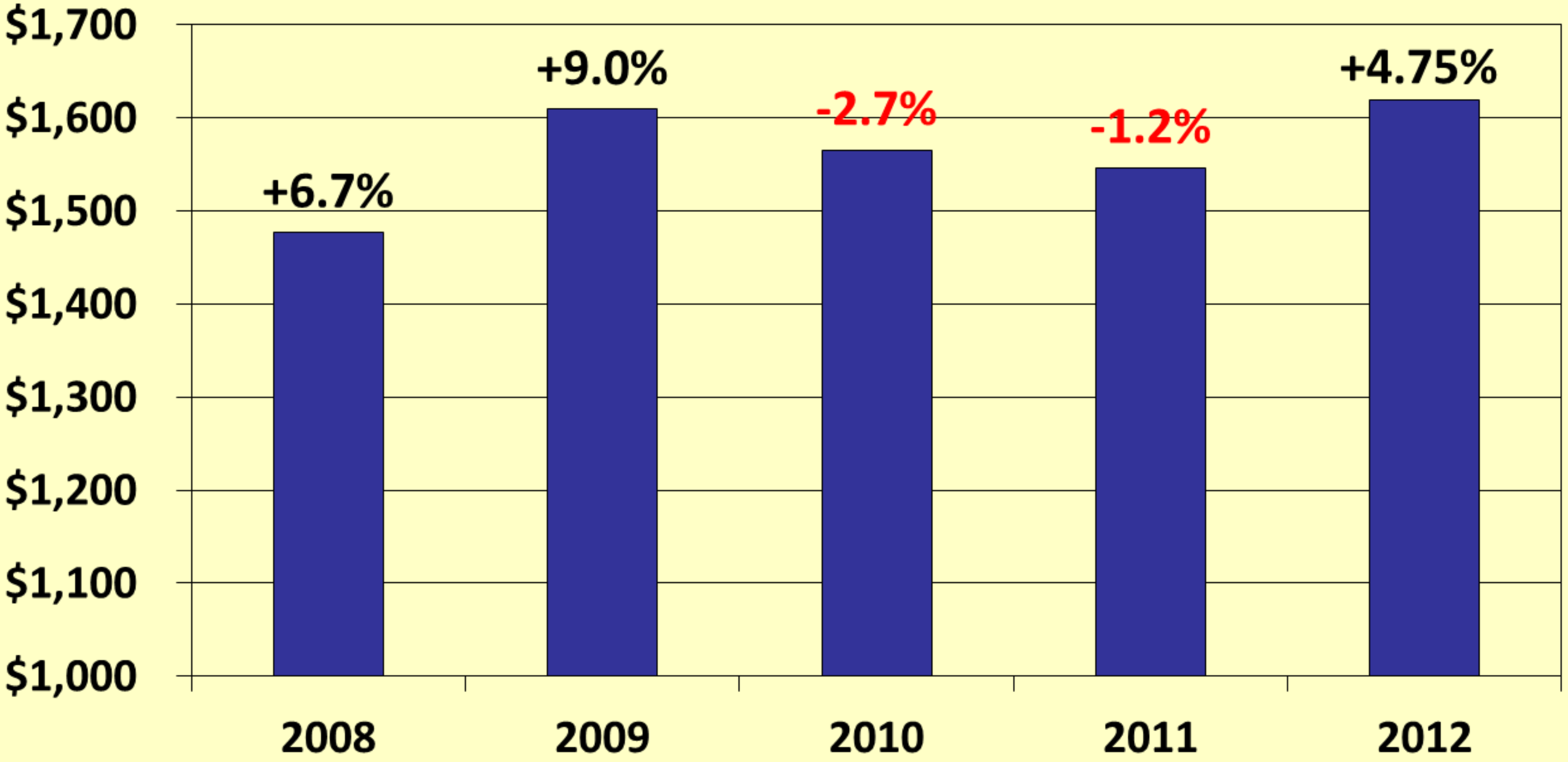


First Quarter 2012

performance

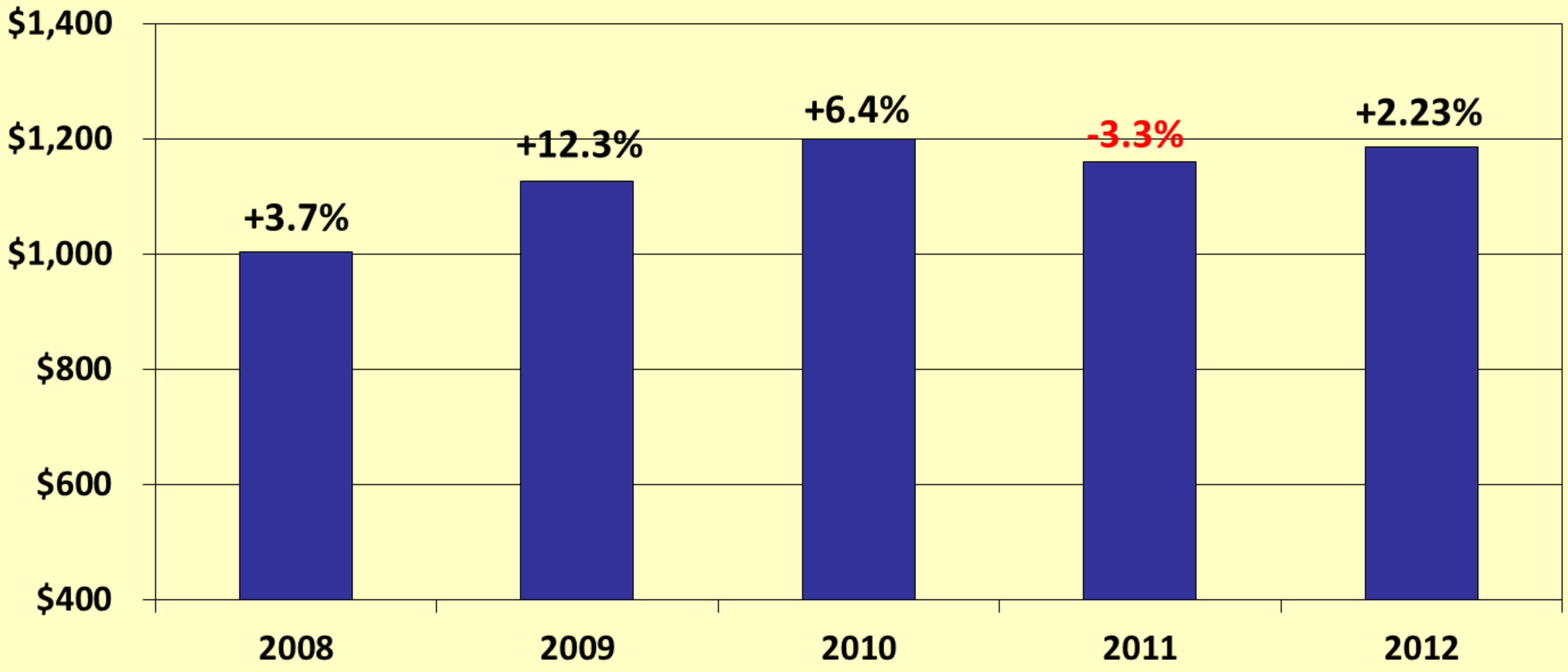
update

City of Branson Sales Tax First Quarter 2008-2012



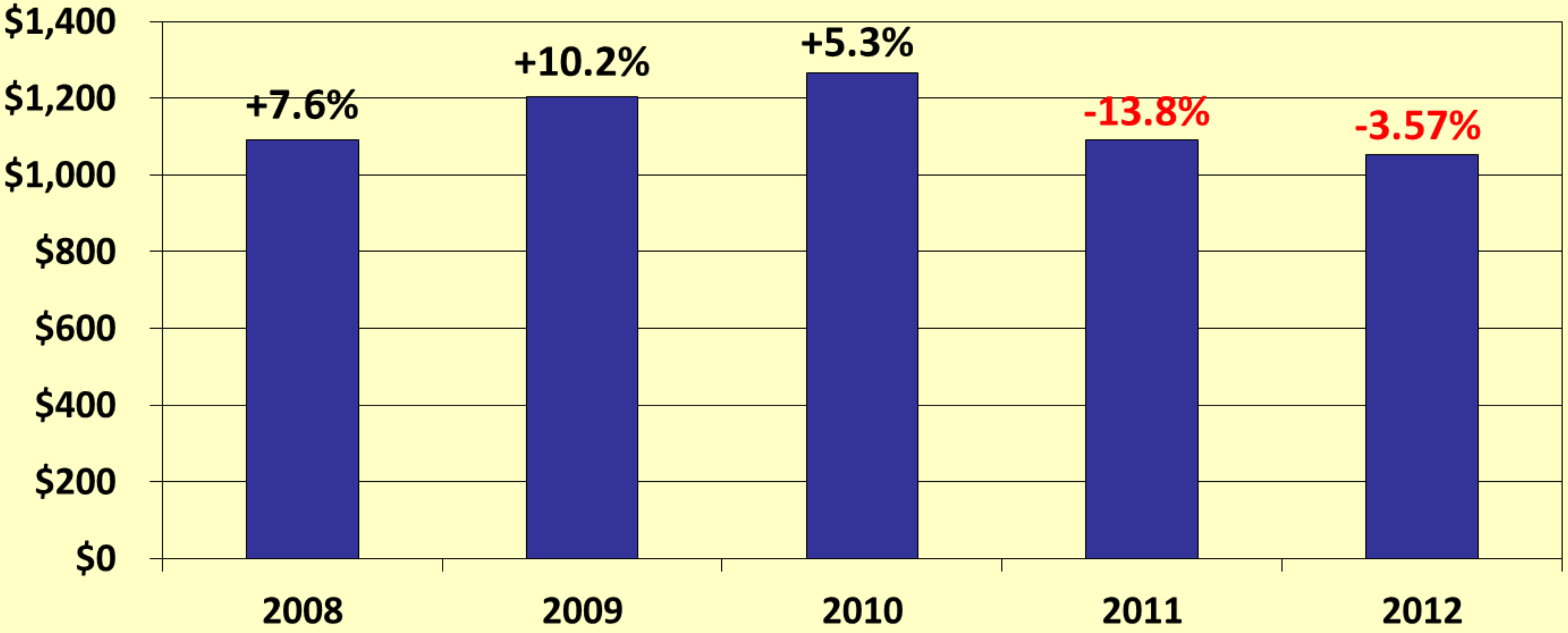
Source: City of Branson

TCED Tourism Tax
First Quarter 2008-2012



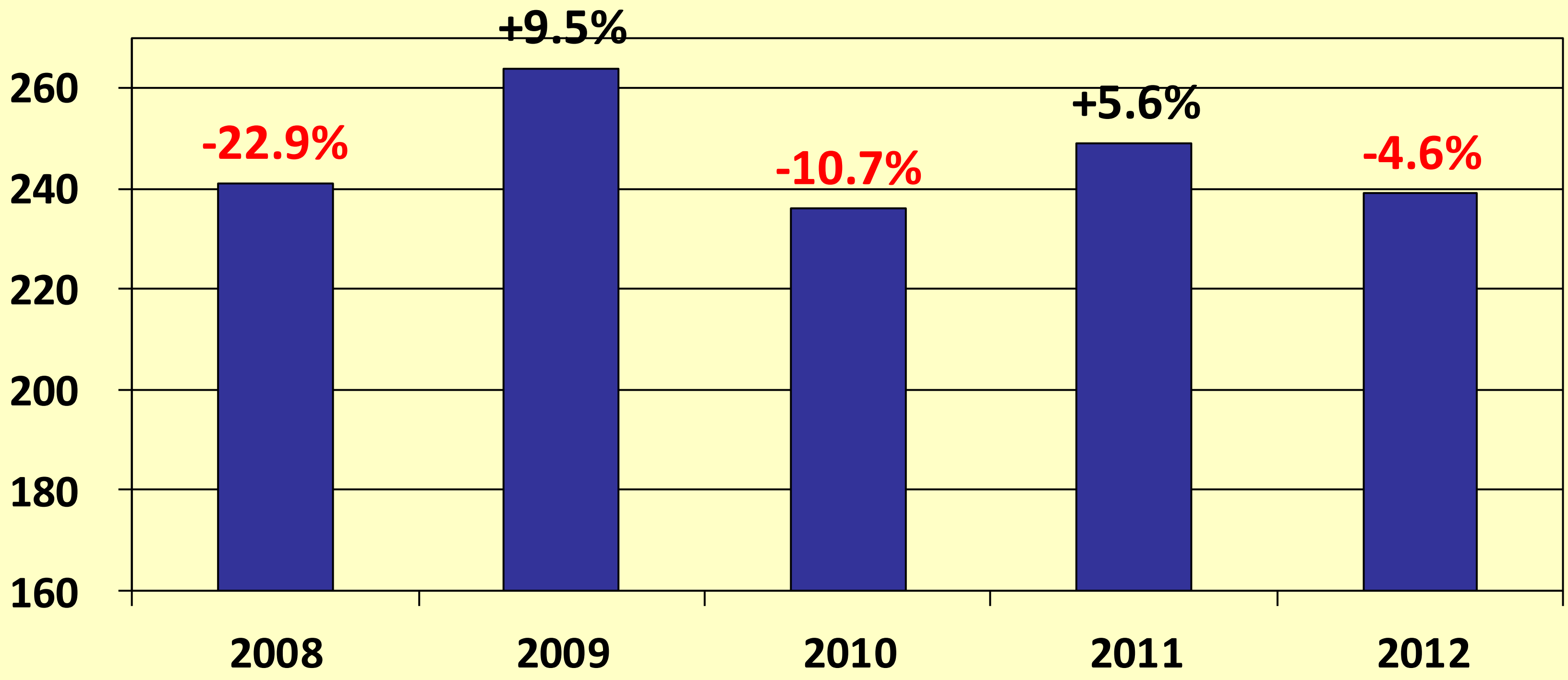
Source: TCED

City of Branson Tourism Tax First Quarter 2008-2012



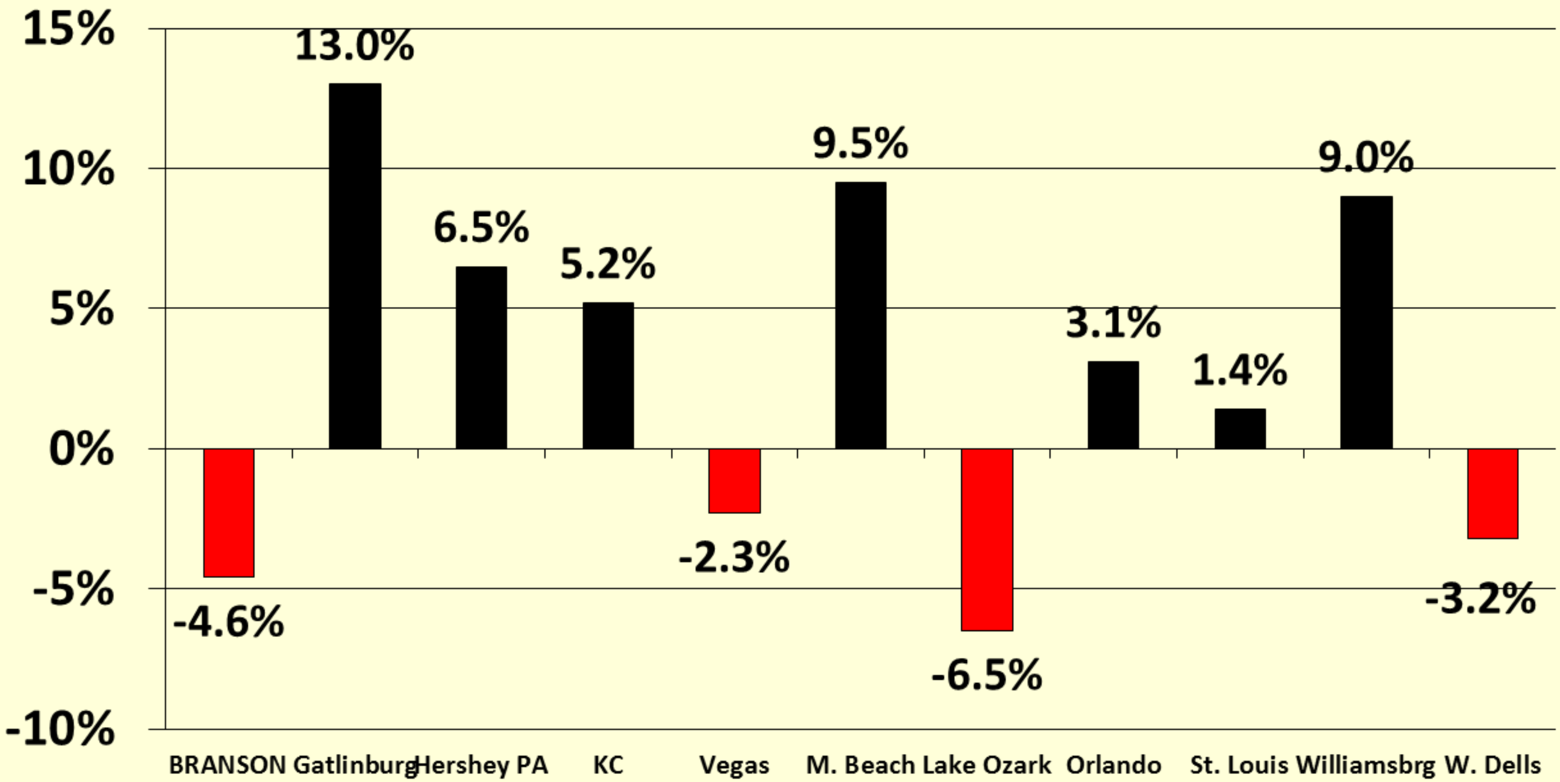
Source: City of Branson

Branson Room Demand
First Quarter 2008-2012



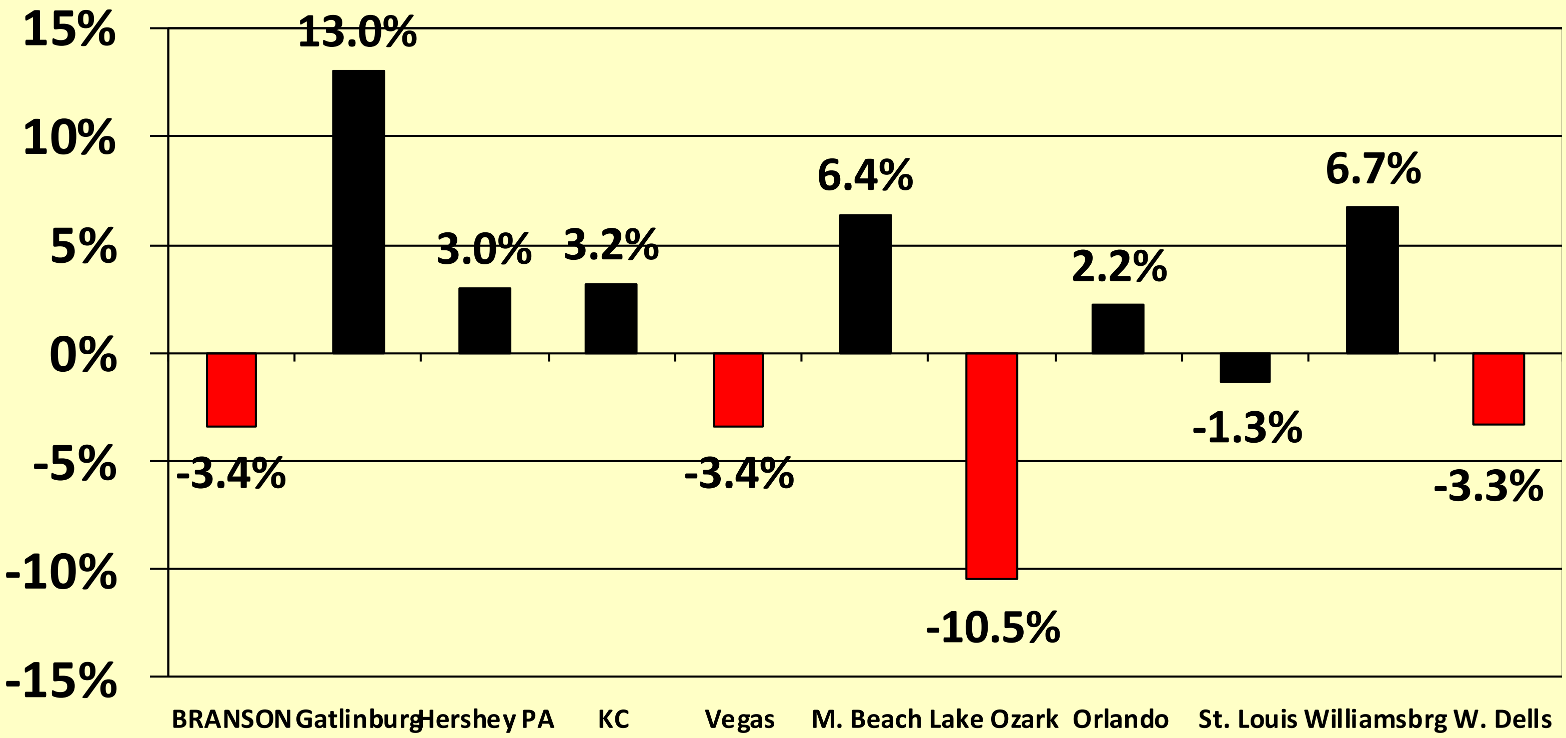
Source: Smith Travel Research

Direct Competitors
First Quarter Room Demand



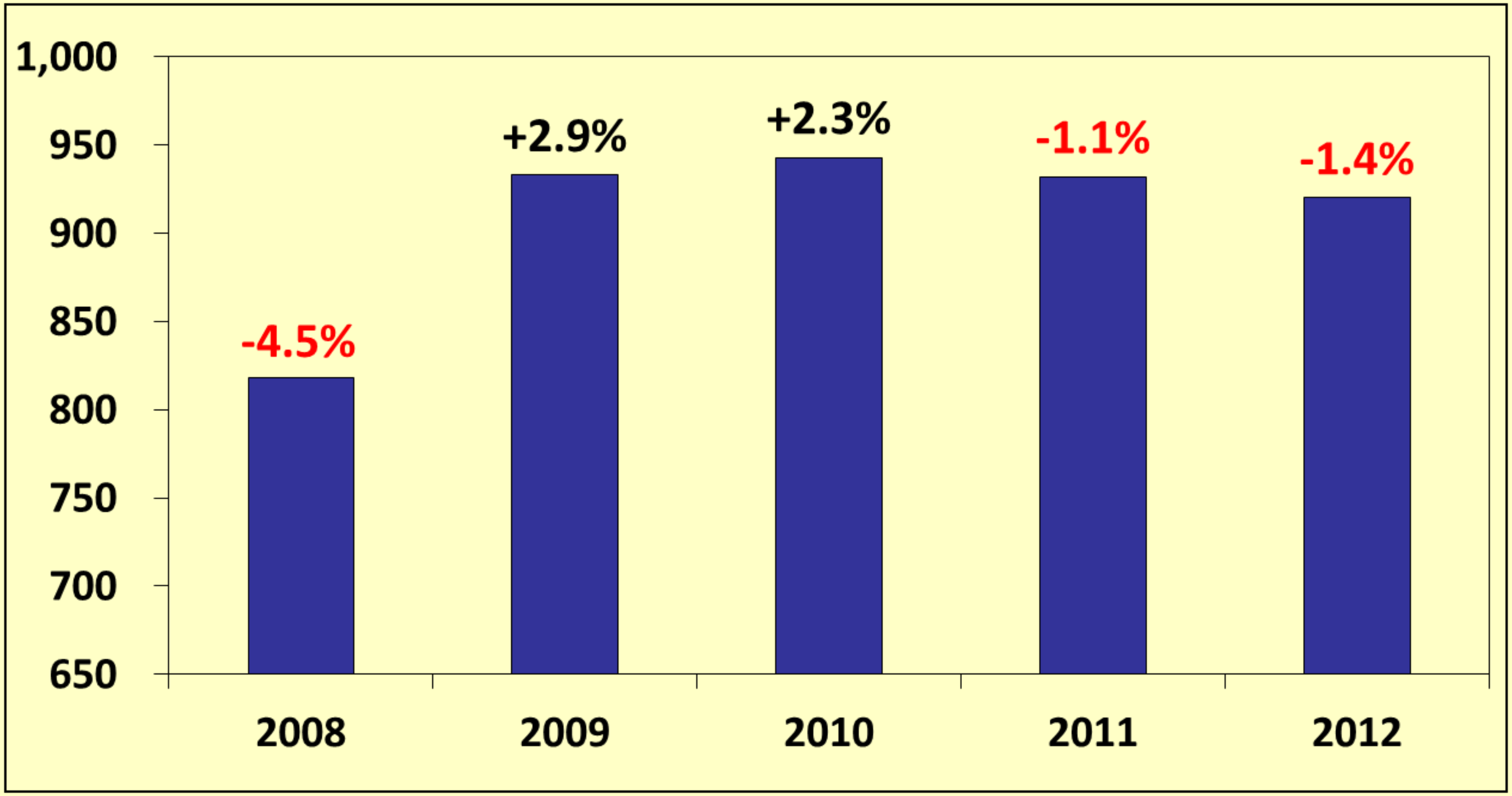
Source: Smith Travel Research

Direct Competitors
April YTD Room Demand



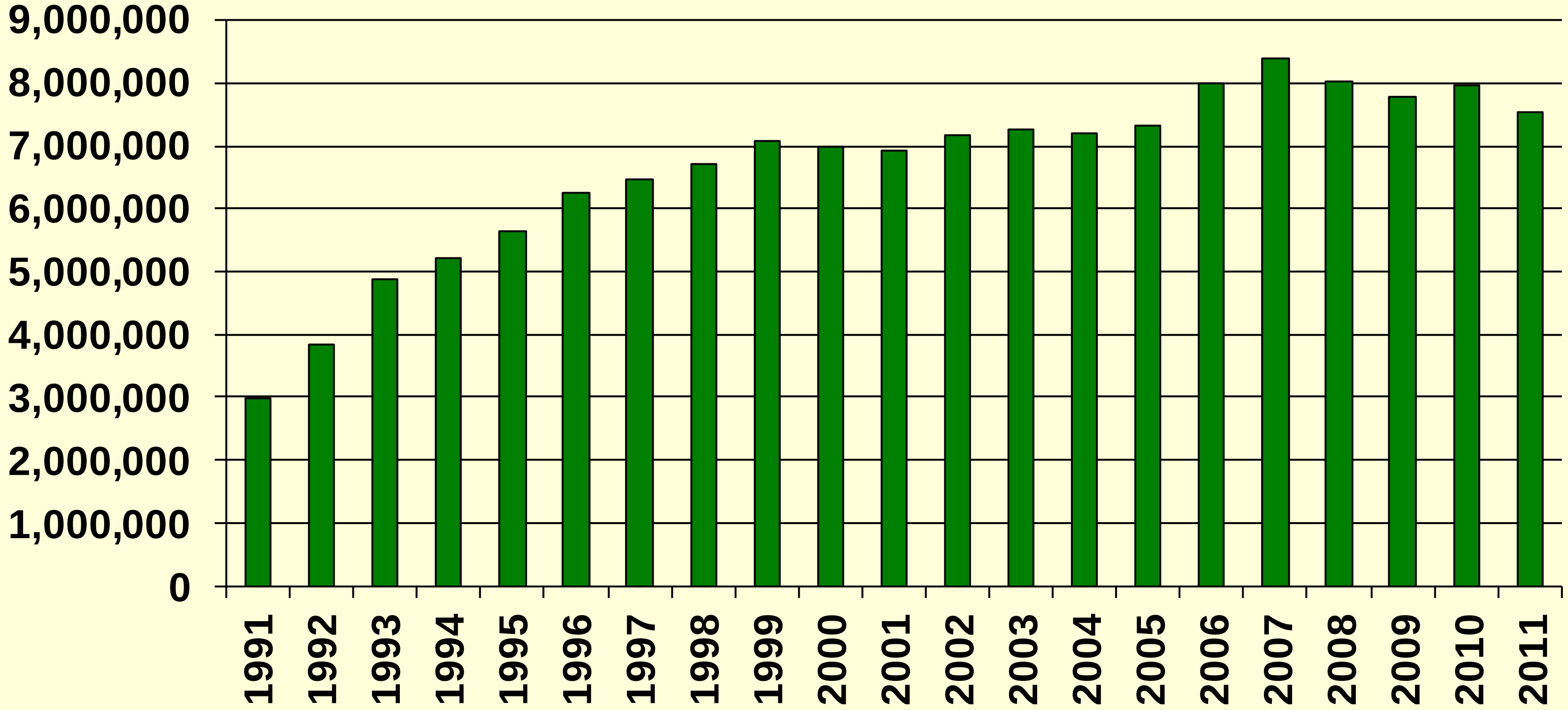
Source: Smith Travel Research

Branson Visitation
First Quarter 2008-2012



Source: City of Branson

History of Branson Visitation 1991 - 2011



2006-2011

We've had our ups and downs, but after soaring gas prices, two floods, a tornado and the worst recession since the Great Depression -- City Sales Tax is +23.7% and City Tourism Tax is +9.6% since 2005.

Branson 1st Quarter 2012

What else do we

know about

1st Quarter2012?

YTD March 2011 vs. March 2012

	2012	2011
• Spending per Party	$748	$703
• First-Time Visitors	19.9%	19.3%
• Families	36.8%	36.8%
• Average Adult Age	54.4 years	53.1 years
• Decision to Visit	42.2 days	42.4 days
• Saw Shows	65.8%	68.1%
• Number of Shows	2.43	2.22

YTD April 2011 vs. YTD April 2012

	2012	2011
• Spending per Party	$843	$755
• First-Time Visitors	22.4%	13.1%
• Families	39.4%	35.1%
• Average Adult Age	55.0 years	55.5 years
• Decision to Visit	50.3 days	55.2 days
• Saw Shows	66.9%	73.5%
• Number of Shows	2.74	2.66

2012 First Qtr. Visitation by Market

(Early results/small sample – tend to moderate over time)

BRANSON LAKES AREA Chamber of Commerce

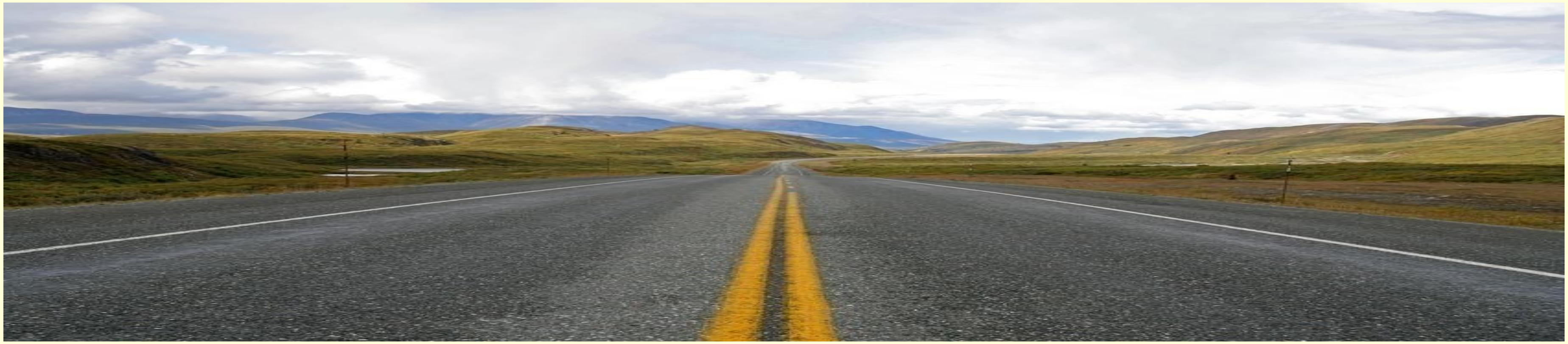
% of Visitors	Market	vs. 2011
18.1%	Core Markets (0-100 mi.)	-30%
33.9%	Primary Markets (101-300 mi.)	-3.0%
26.7%	Outer Markets (301-650 mi.)	+27.0%
21.3%	National Markets (650+ mi.)	+9.0%

TOTAL VISITATION ***-1.4%***

2012 April YTD Visitation by Market

% of Visitors	Market	vs. 2011
18.1%	Core Markets (0-100 mi.)	-42%
33.9%	Primary Markets (101-300 mi.)	+34%
26.7%	Outer Markets (301-650 mi.)	+7.0%
21.3%	National Markets (650+ mi.)	+3.0%

TOTAL VISITATION ***-0.3%***

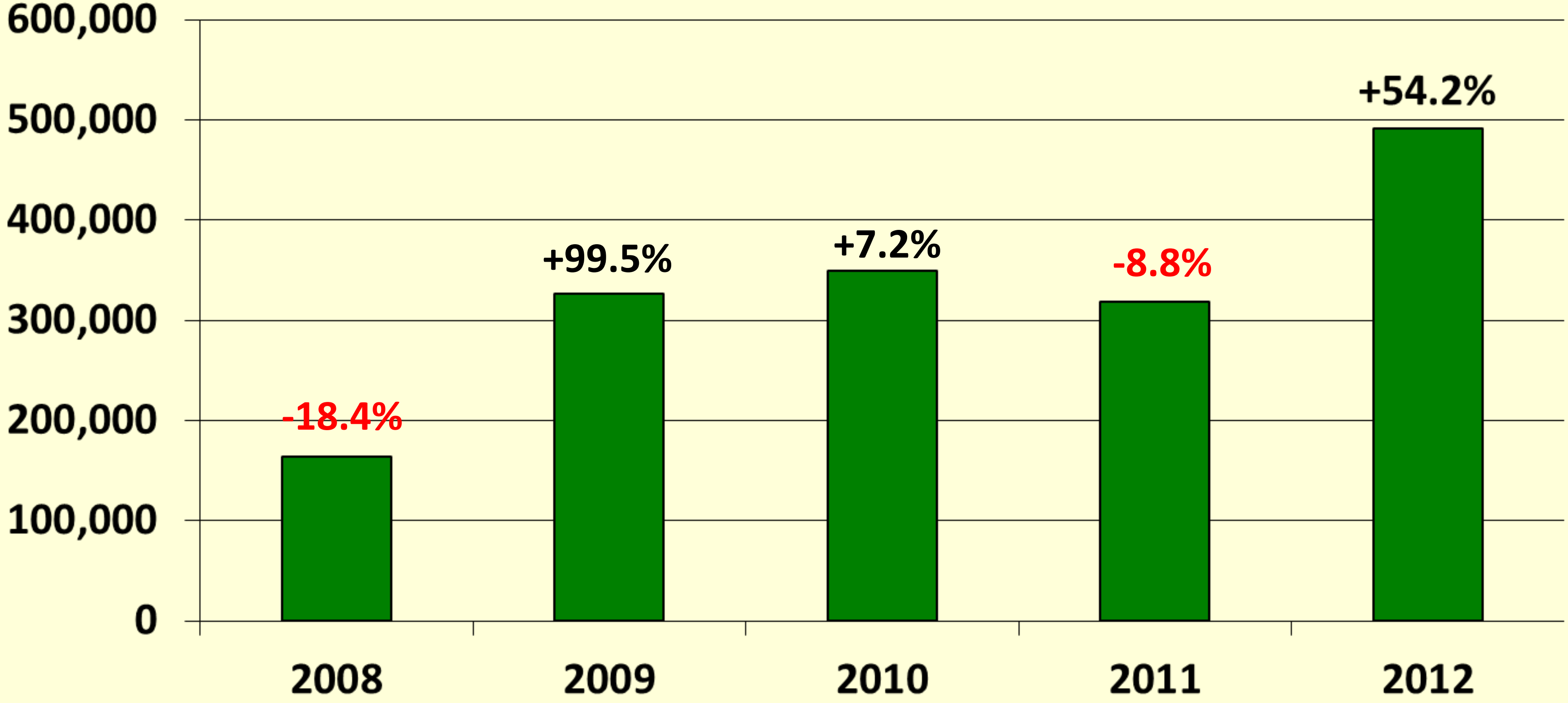


Core Market Decline

(1) Improved economy, nationwide decline in "staycationing"

(2) Continuing coverage of tornado in Springfield DMA

Web Inquiries
First Quarter 2008-2012



YTD 2012 Public Relations:
Ad Equivalency Values

BRANSON LAKES AREA Chamber of Commerce

PR Ad Equivalency tracked up 245% in the first quarter of 2012 ($5.1M vs. $2.1M in 2011), largely reflecting extensive post-tornado coverage; keep in mind, however, that gross, unedited coverage for 1st quarter was $249.6M; we only value stories ($5.1M) that are predominantly *positive* – e.g., *Branson is Open for Business* is counted, and *Branson Hit by Tornado* is not.


BRANSON
It's Your Show

2012 Strategic Plan

Execute strong brand strategy with Sterling Group (brand image), Camelot Communications (media), and Latitude (new creative) to drive new visitation to the Branson/Lakes area.

Thank you.