

A large, stylized blue letter 'B' is the background element of the slide. It is composed of several overlapping, semi-transparent blue shapes that form the letter's structure. The background is a solid light blue color.

4TH QUARTER 2017 MARKETING REPORT

Branson Convention & Visitors Bureau

February, 2018

- U.S. Travel Performance
- Travel Industry Update
- Department Updates
- Branson Visitor Update

PRESENTATION OVERVIEW



U.S. LEISURE & BUSINESS TRAVEL

The U.S. Travel Association forecasts that domestic leisure trips are expected to grow by 1.8% in 2018 with person-trips increasing to 1.82 billion. This would represent an increase of nearly 32 million person-trips. But, the rate of growth has been slowing in recent years. While this year's growth at 1.8% trails last year's 2.0%, it remains far short of the 2.7% average recorded between 2010-2015.

U.S. ROOM DEMAND +2.7%

According to STR, U.S. room demand increased 4.3% in December 2017 and is up 2.7% over the last 12 months. Additionally, ADR has climbed another 2.1% over the past 12 months.

- Dec 2017 YTD Occupancy: +0.9%
- Dec 2017 YTD Room Demand: +2.7%
- Dec 2017 YTD Revenue: +3.0%

SOURCE: STR, DECEMBER 2017 REPORT



INDUSTRY UPDATE

ALL INFORMATION REPORTED IS THE MOST RECENT AVAILABLE AS OF FEBRUARY 02, 2018

INTERNATIONAL VISITOR SPENDING DOWN FROM 2016

The U.S. Department of Commerce reported that international visitors spent \$149 billion in the U.S. last year, down from \$154 billion in 2016. Data show spend was down from January to October but began to rise in November and December (\$12.4 and \$12.5 billion, respectively). But spending was down year-over-year for each month of 2017. The U.S. wasn't as affordable last year as it has been in recent years for top visitor markets in Europe, Brazil, and Japan as the U.S. dollar continues to improve (i.e. a strong dollar). Source: [Bureau of Economic Analysis](#)

U.S. LODGING INDUSTRY OUTLOOK IS EXTREMELY STRONG

The outlook for the U.S. lodging industry, particularly historic hotels, continues to be extremely strong, according to CBRE Hotels' Americas Research (CBRE). Over the next two years (2018 and 2019), RevPAR for historic hotels is expected to grow at an average annual rate of 1.0 percent, which is slightly less than the RevPAR forecasts for the nation's upper upscale hotels at 1.2 percent. Most of the RevPAR growth is expected to stem from increases in ADR. Source: [Hotel-Online](#)

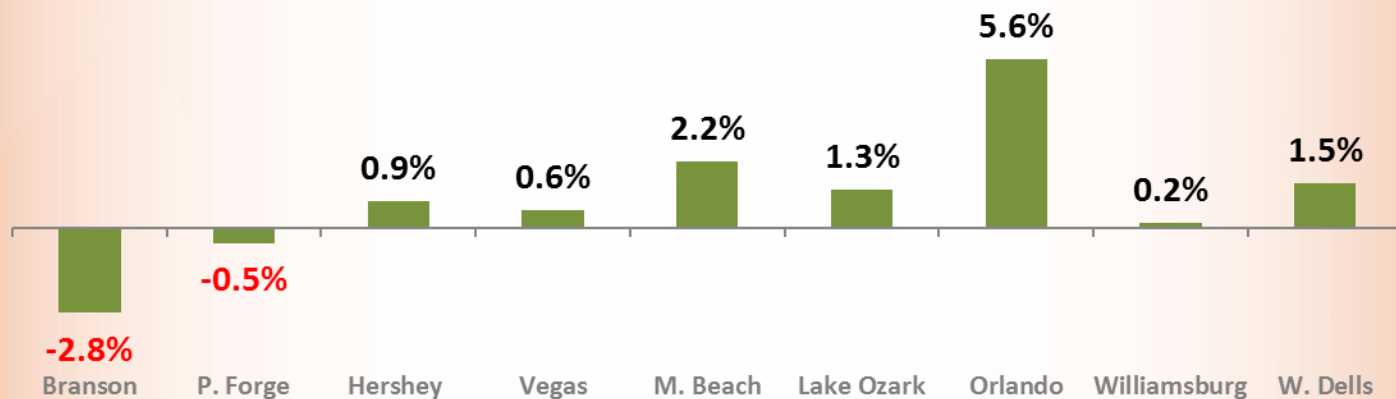
25-54 DEMOGRAPHIC REACHES LARGEST TOTAL SINCE 2007

As of January 2018, for the first time since 2007, there are now more people in the 25 to 54 age group. A review of the economic data confirms that changes in demographics are an important determinant of economic growth. Other periods of increases in the prime working age population occurred in the '70s, '80s and '90s. What happened then? The prime working age labor force grew more quickly than the population (due to the increase of participation of women). For now, the movement of a younger population into the prime working age should spur GDP growth. Source: [Calculated Risk Blog](#)

ROOM DEMAND COMPARISON

4th Quarter YTD 2017

YTD Variance in Room Demand

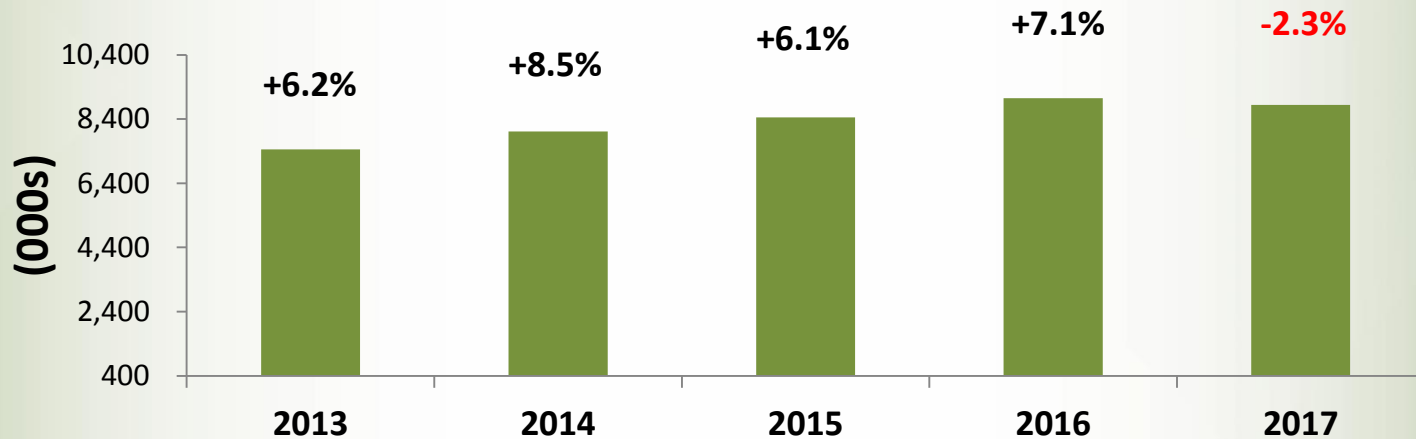




BRANSON Q4 PERFORMANCE

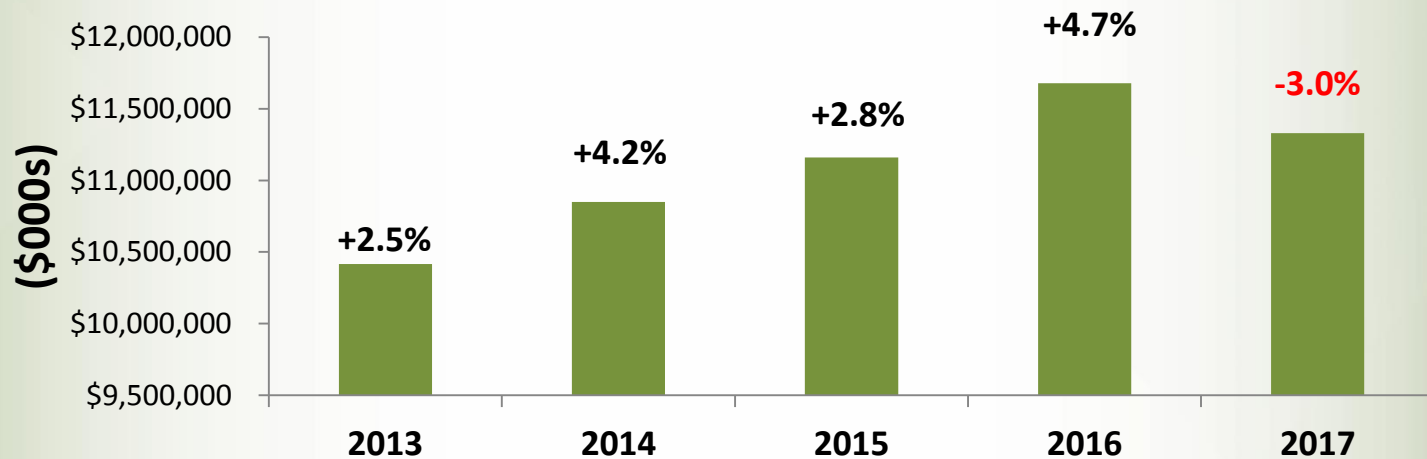
BRANSON ESTIMATED VISITATION

4th Quarter YTD 2017



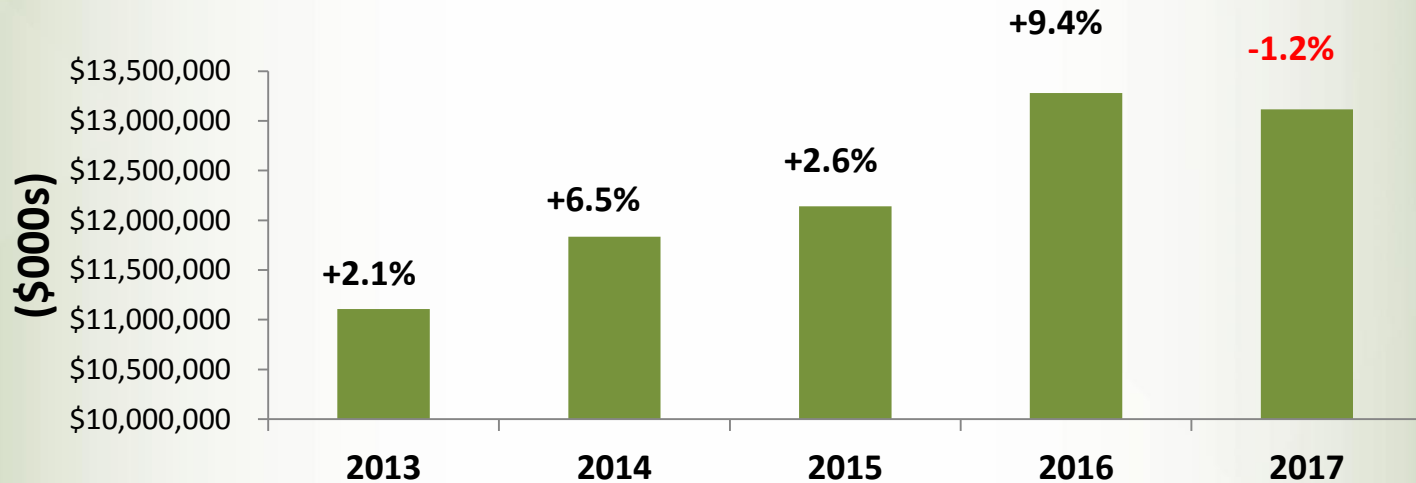
CITY OF BRANSON SALES TAX

3rd Quarter YTD 2017



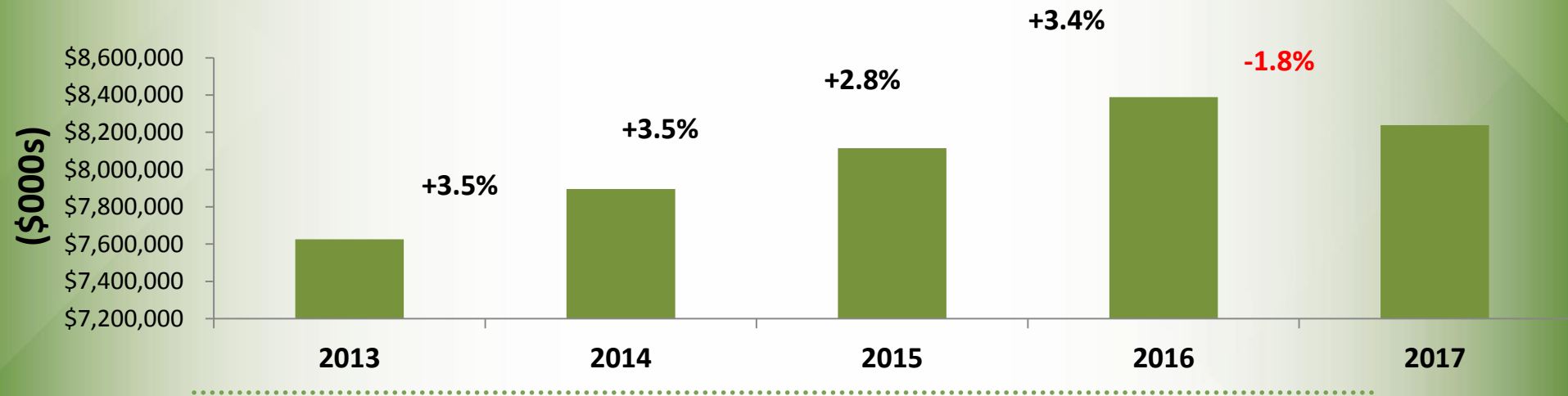
CITY OF BRANSON TOURISM TAX

4th Quarter YTD 2017



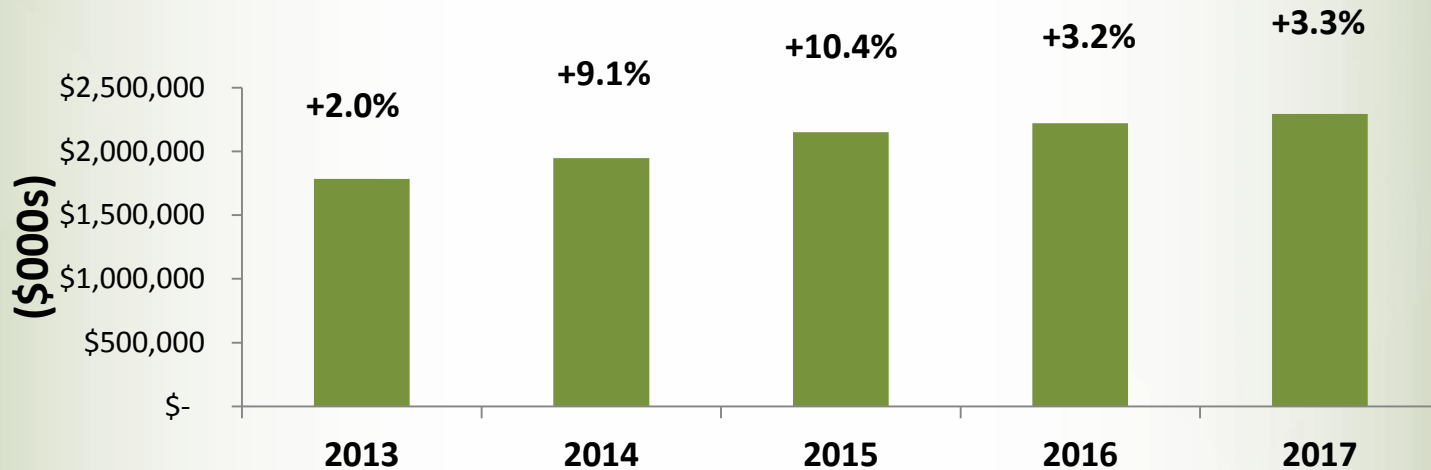
TCED TOURISM TAX

4th Quarter YTD 2017



STONE COUNTY TAX

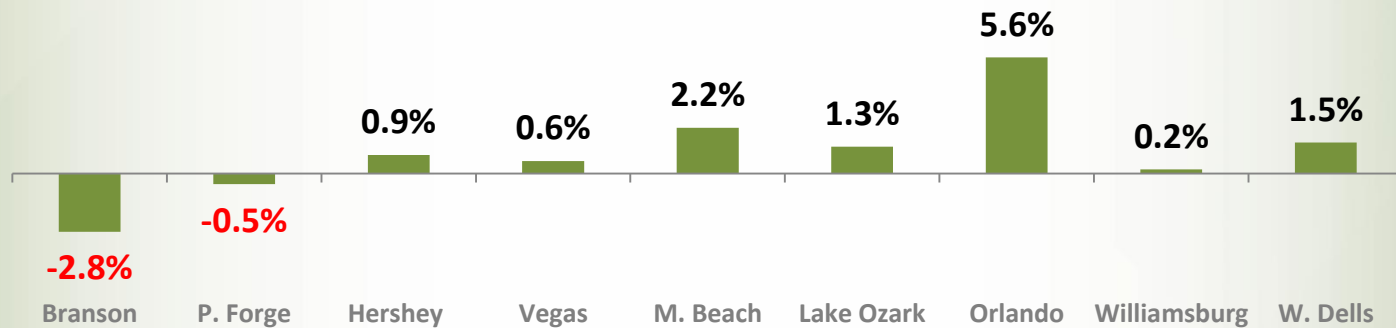
4th Quarter YTD 2017



ROOM DEMAND COMPARISON

4th Quarter YTD 2017

YTD Variance in Room Demand





DEPARTMENT UPDATES

PUBLIC RELATIONS

- Fifth year for the *Most Wonderful Time of Year* parade: aired nationwide on 47 mostly Nexstar broadcast affiliates plus Suddenlink in MO. and Ark.
- Branson CVB and Silver Dollar City were the Platinum sponsors for Chicago Emmy awards Dec. 2. The Blues Brothers/Legends in Concert entertained the crowd of 600+ and did 5 Chicagoland TV and radio appearances.
- PR ad equivalency set a new record with \$21.7 million.



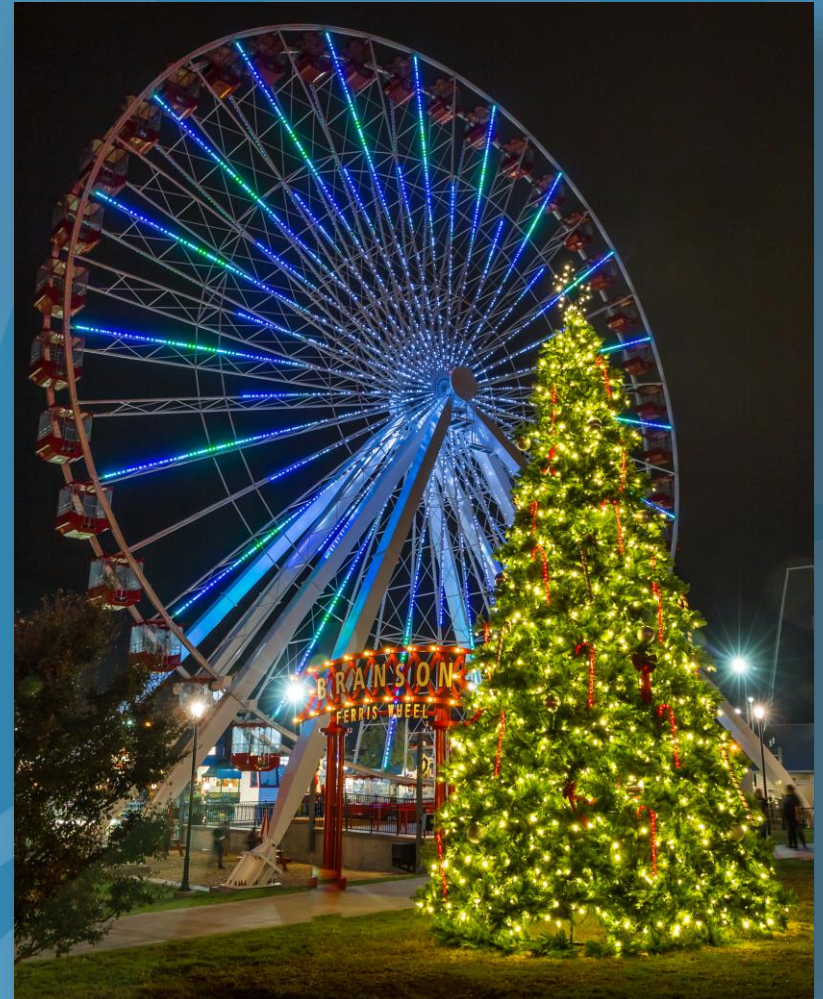
DIGITAL MARKETING

ExploreBranson.com

- 658,040 site visits
- Up 24.06% YOY
- Pageviews up 21.37%
- Top Cities:
 - Chicago
 - Dallas
 - St. Louis
 - Kansas City
 - Houston

Social Media

- Launched and completed Branson Christmas Tree Tour Social Media Campaign
 - Installed 37 Christmas tree bulb ground graphics at locations around town



LEISURE GROUP

October 2017 – Attended Military Reunion Network in Rapid City, SD

- Prescheduled appointments with 10 reunion planners from nine states
- Promoted Branson as the host city for conference in May 2018
- Preliminary RFPs generated from three planners

November 2017 – Attended WTM in partnership with MDT and TSI

- Prescheduled appointments with 15 International buyers and media
- Added Branson product - “Bon Voyage” and “America As You Like It”

November 2017 – Attended Travel South International in Charleston, SC

- Prescheduled appointments with 31 international buyers and media
- Partnered with MDT to promote Branson at Missouri Luncheon

MEETINGS & CONVENTIONS



- 4Q – Produced 33 RFPs – booked 5,574 room nights. Actualized groups in 4Q represented an economic impact of \$1,027,890
- 2017 – Produced 194 RFPs – booked 24,105 room nights. Actualized groups for 2017 represented an economic impact of \$6,595,031
- #NotYourGrandmasBranson video won HSMAI Adrian Gold Award

SPORTS MARKETING AND DEVELOPMENT

- Finalized & Presented Sports Tourism & Venue Development Strategic Plan.

Key Takeaways:

- Shared Calendar
- Empower Local Promoters
- Local and Regional Community Facility Needs Assessment
- Venue Expansion/Enhancement Needs Assessment



Branson Sports Impact 2017

Branson MISSOURI
ExploreBransonSports.com

The Impact The demand from tournament organizers and local residents for athletic facilities in Branson continues to grow. Currently the Branson RecPlex cannot accommodate new requests to host tournaments due to a lack of facilities. In addition, events that are successful lack the ability to expand and grow their events, causing them to look at other potential sites. As the sports market continues to grow, **Branson is currently behind the curve at attracting sports visitors to our area as other cities are "stepping up to the plate" to build facilities.**

Branson Community Plan 2030 (Page 107):

POS Strategy 1.2: Support the expansion of Branson's athletic initiatives and development of additional facilities.

Action 1.2.1 Expand and adapt the parks and indoor/outdoor recreational offerings to continue to serve the local and regional community as well as to meet projected demand.

POS Strategy 1.2: Support the expansion of Branson's athletic initiatives and development of additional facilities.

- Action 1.2.1: Expand and adapt the parks and indoor/outdoor recreational offerings to continue to serve the local and regional community as well as to meet projected demand.
- Action 1.2.2: Explore public-private partnership opportunities for additional ball fields and indoor basketball courts at the Branson RecPlex.
- Action 1.2.3: Continue to review and implement non-resident service fees for out-of-town RecPlex users to sustain the City's Parks and Recreation Department's ability to provide such amenities for the region.

POS Strategy 1.3: Provide sufficient park land within the City to continue to meet existing and future resident needs.

Key Finding
Branson has everything tournament directors are looking for except sports facilities!

NATIONAL ASSOCIATION OF SPORTS COMMISSIONS

Sports Facilities Study - Presented May 27, 2014

- 2017 – Produced 56 RFPs – booked 18,692 room nights. Actualized groups for 2017 represented an economic impact of \$14,437,200.
- Increased volunteer base from 98 to 267.
- Distributed 10,000 welcome backpacks to Branson Visitors at sports events in 2017.



VISITOR PROFILE

YTD VISITOR TRENDS

<u>METRIC</u>	<u>2017</u>	<u>2016</u>	<u>VAR</u>
SPENDING/PARTY	\$946	\$911	+\$35
FIRST-TIMERS	23%	20%	+3%
% FAMILIES	40%	41%	-1%
AVG ADULT AGE	56.0 yrs	56.2 yrs	-0.2 yrs
LOS	4.3 nts	4.1 nts	+0.2 nts
% SEEING SHOWS	71%	73%	-2%
AVG # SHOWS SEEN	3.3	3.4	-0.1

n = 1,535; MOE = +/- 2.5% at a 95% Confidence Interval.

VISITATION BY MARKET

<u>METRIC</u>	<u>% VISITORS</u>	<u>VAR TO 2016</u>
CORE MARKETS	15%	+ 0%
PRIMARY MARKETS	30%	+ 1%
OUTER MARKETS	30%	+ 0%
NATIONAL MARKETS	25%	- 1%
TOTAL	100%	+0.0%

SOURCE: H2R MARKET RESEARCH, DECEMBER 2017 YTD



QUESTIONS?