



H2R

BRANSON/LAKES AREA CVB
Key Performance Indicators Dashboard
Quarter 1 2020

Prepared January 2021



H2R

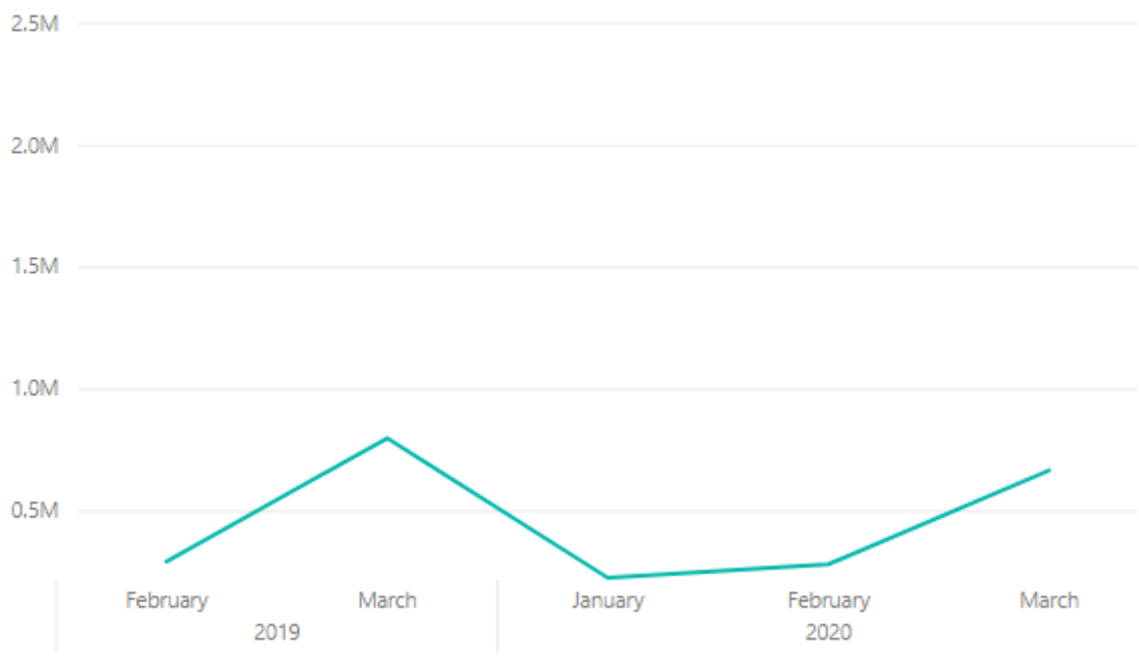
Branson Performance



Quarter 1 2020

BRANSON PERFORMANCE

Estimated Visitation



-0.129M

Visitation Variance

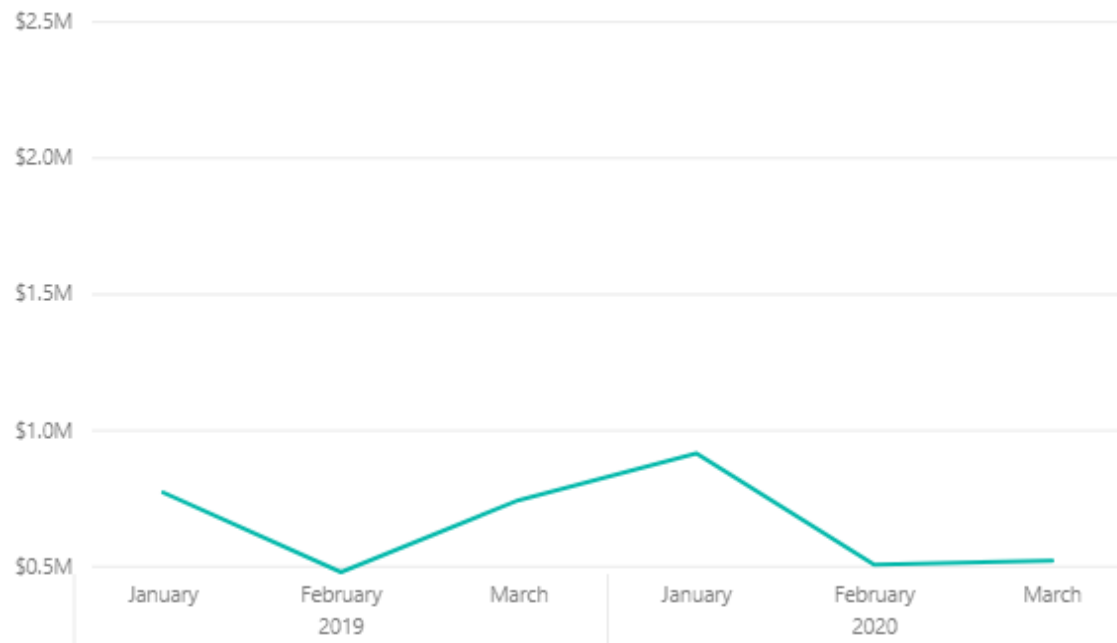
● 2019 ● 2020



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BRANSON PERFORMANCE

1% City Sales Tax



-0.052M

Sales Tax Variance

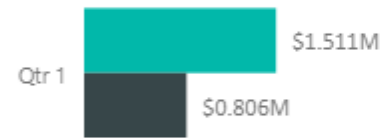
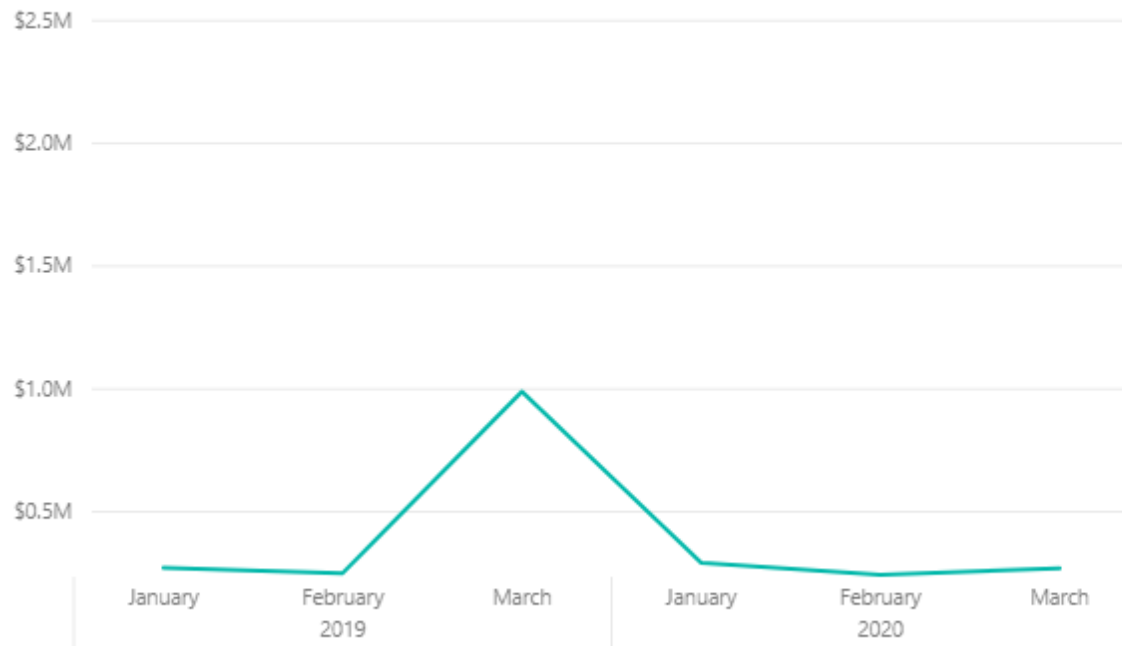
● 2019 ● 2020



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BRANSON PERFORMANCE

Tourism Tax



-0.705M

Tourism Tax Variance

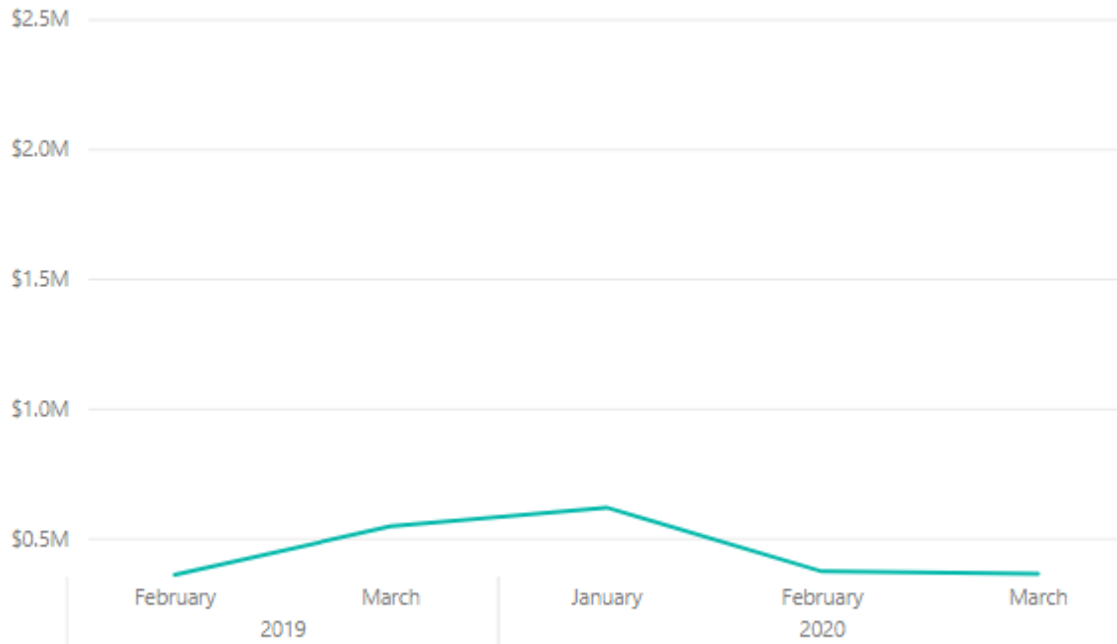
● 2019 ● 2020



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BRANSON PERFORMANCE

TCED Tax



-0.120M

TCED Tax Variance

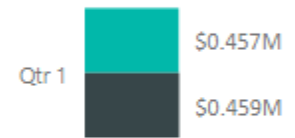
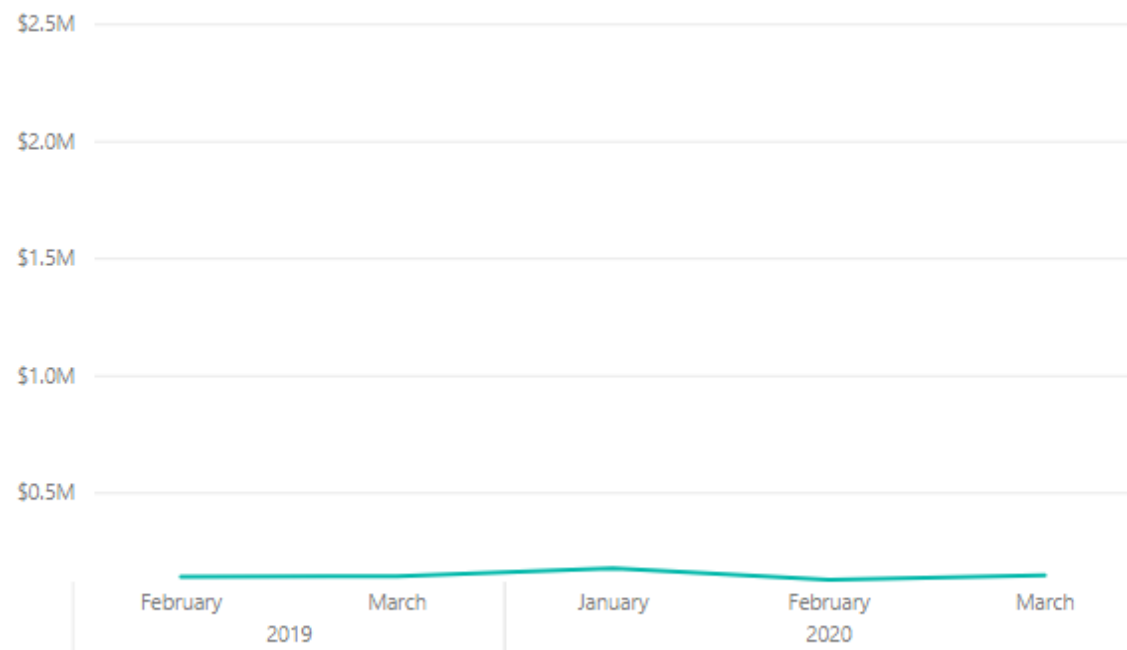
● 2019 ● 2020



Quarter 1 2020

BRANSON PERFORMANCE

Stone County Tax



0.002M

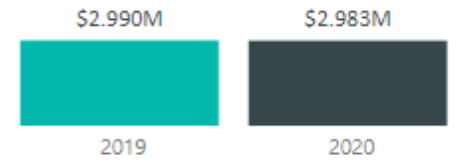
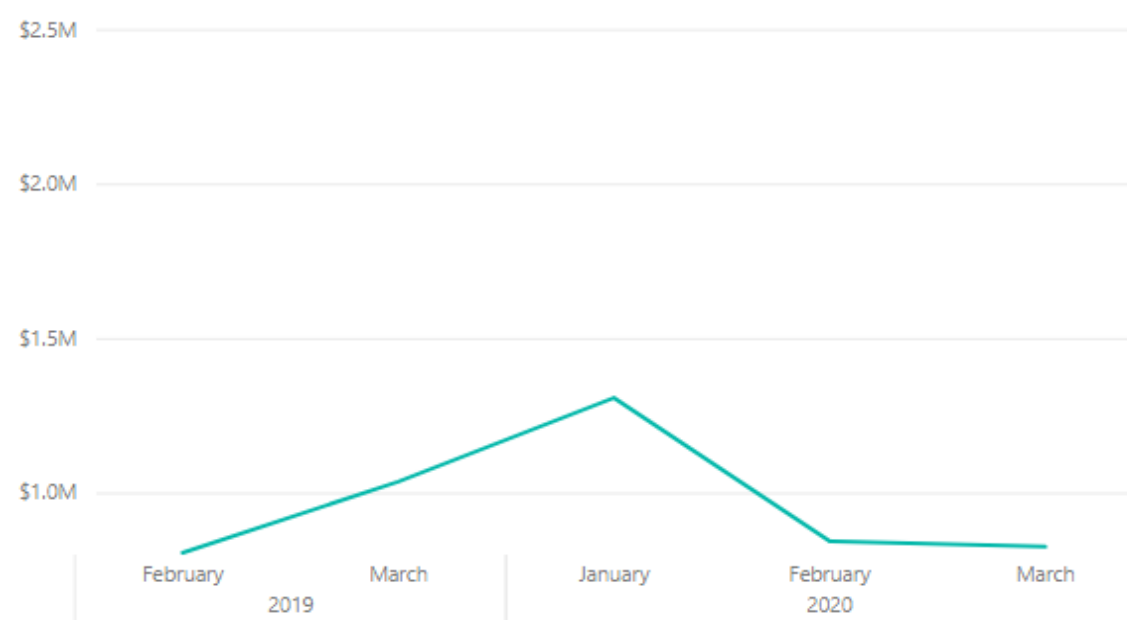
Stone County Tax Variance



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BRANSON PERFORMANCE

Taney County Tax



-0.007M

Taney County Tax Variance



H2R

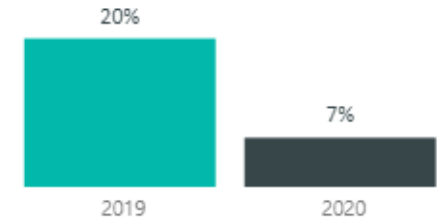
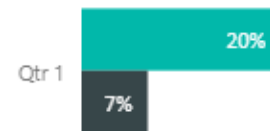
Visitor Profile KPIs



Quarter 1 2020

VISITOR PROFILE KPIs

First-Time Visitors to Branson



-14%

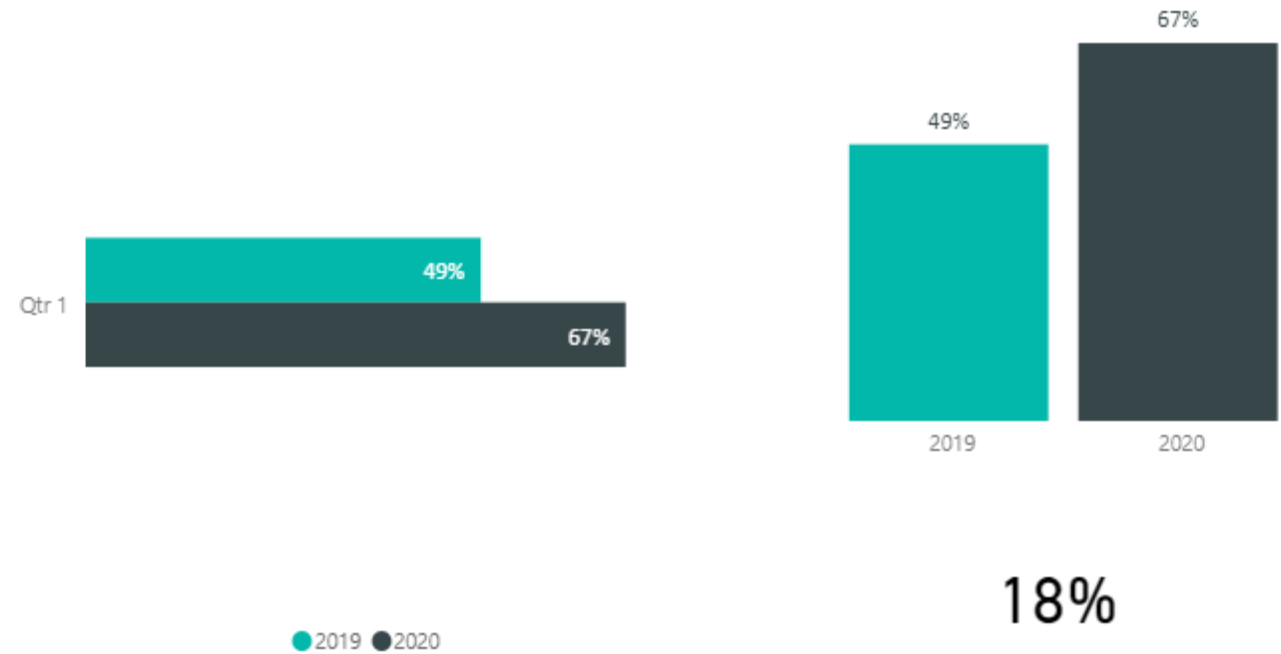
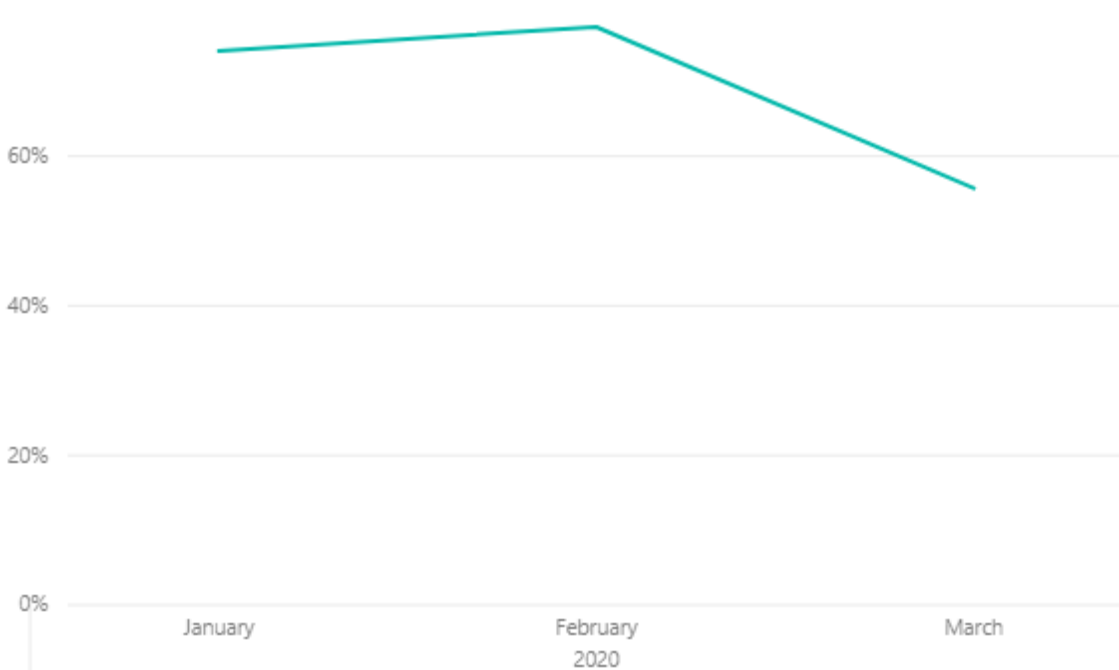
First Time Visitation Variance



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VISITOR PROFILE KPIs

Adult-Only Party Visitation to Branson



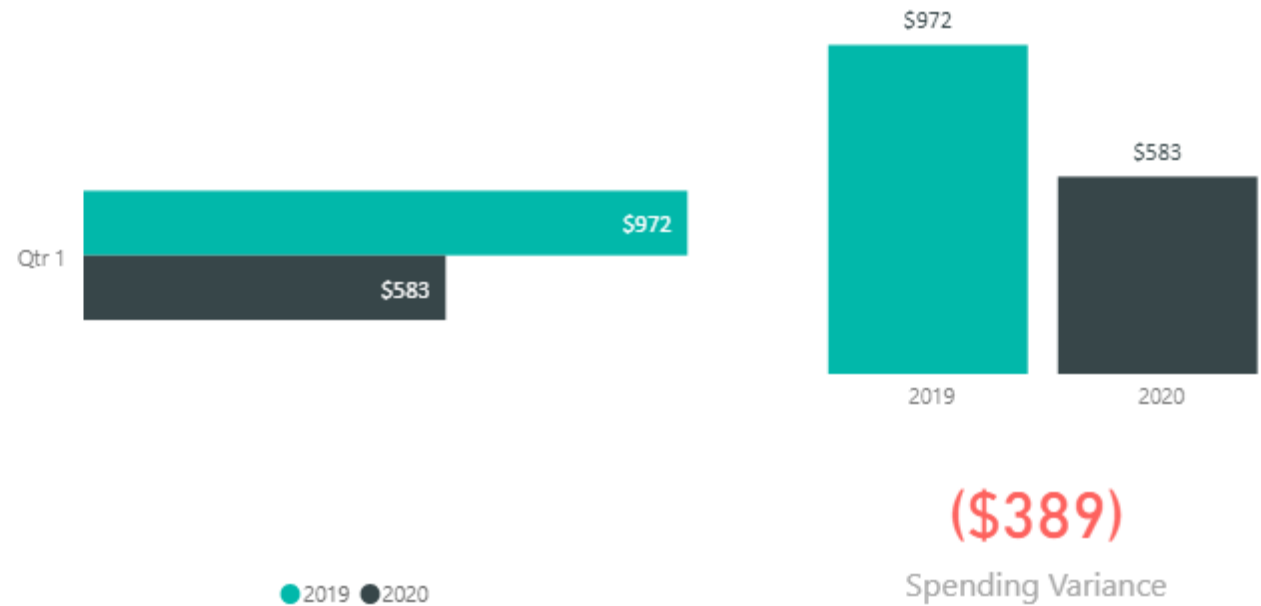
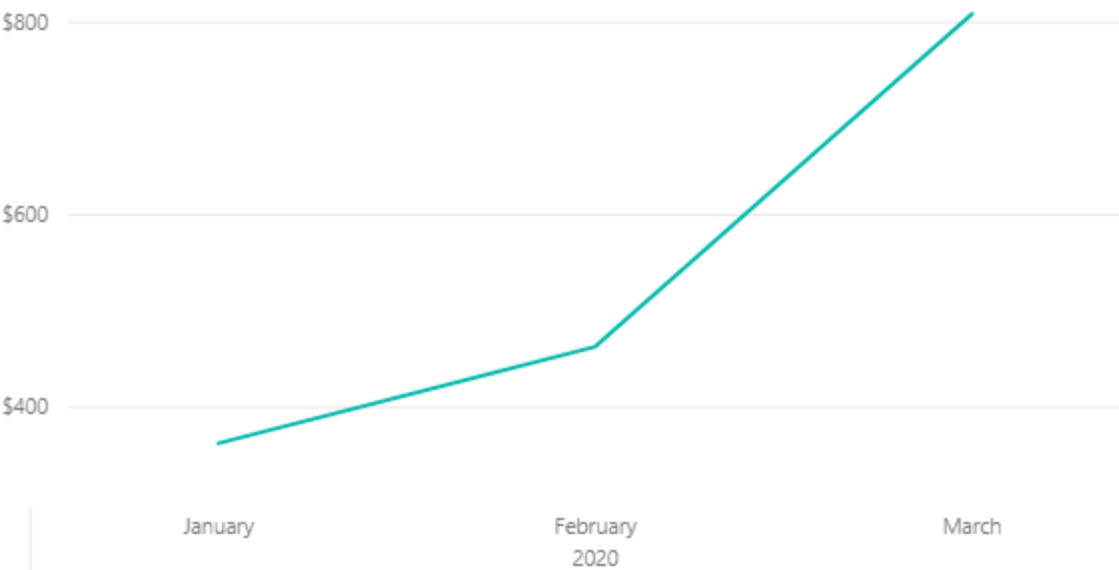
18%
Adult Visitation Variance



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VISITOR PROFILE KPIs

Money Spent in Branson



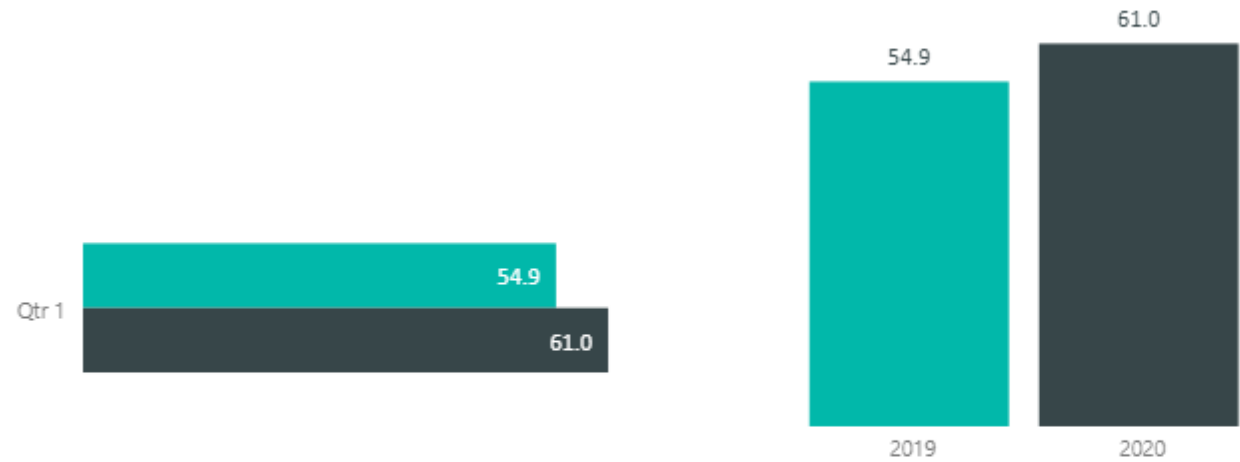
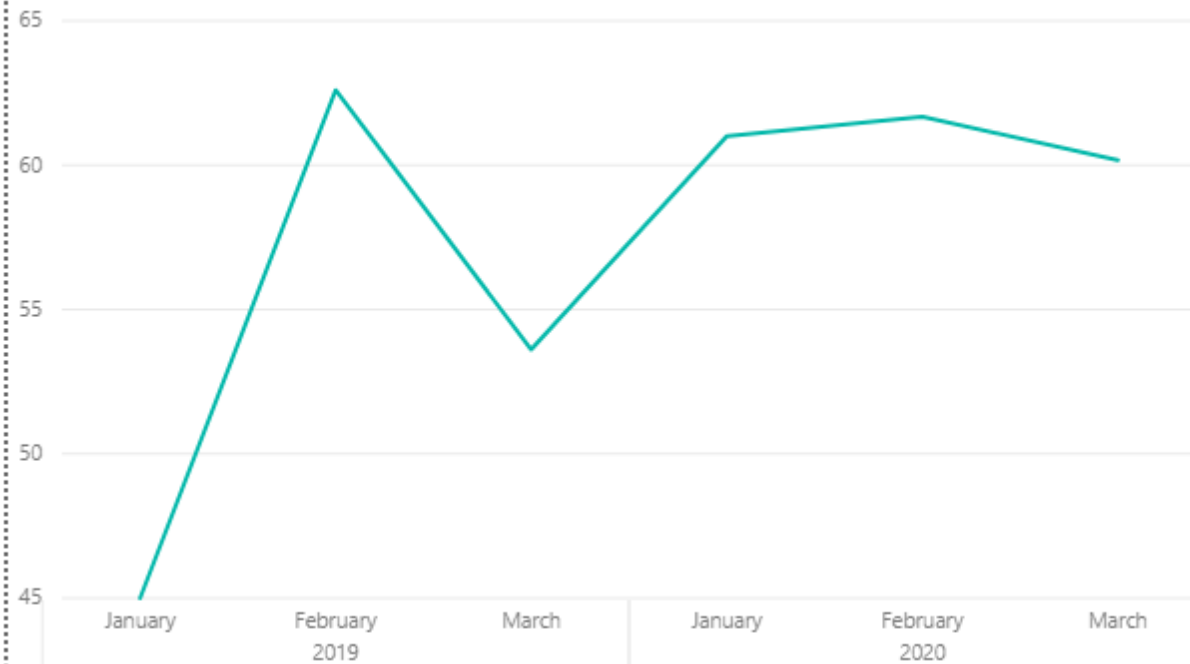
● 2019 ● 2020



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VISITOR PROFILE KPIs

Average Adult Age



6.1

Adult Age Variance

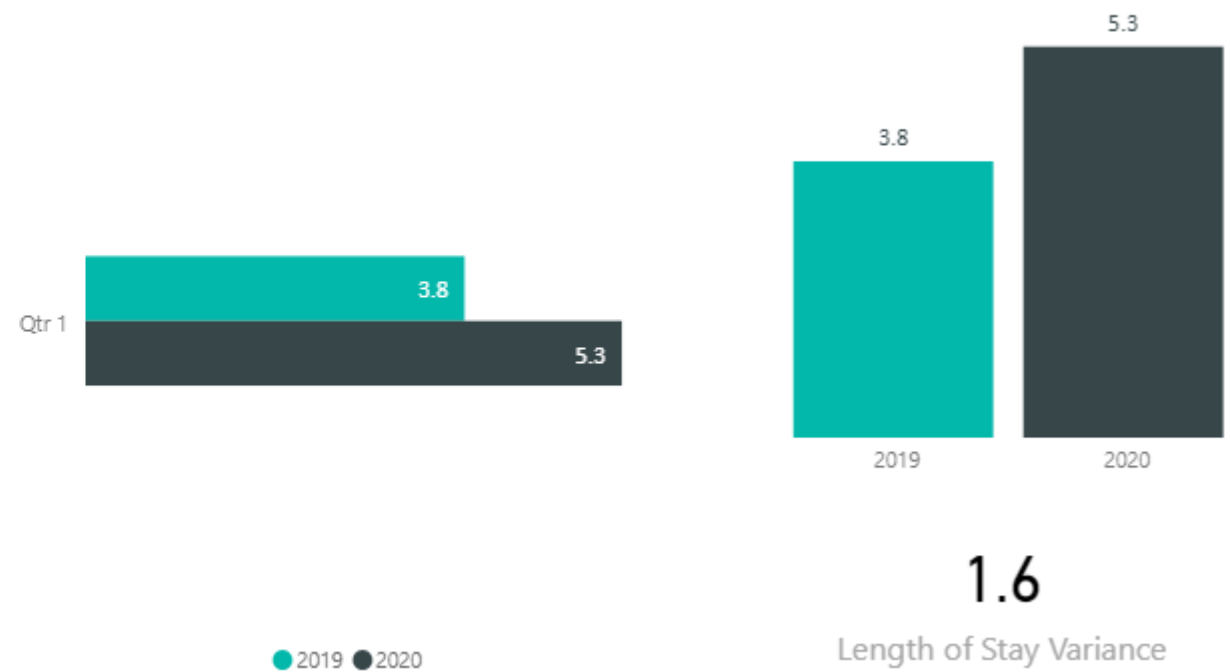
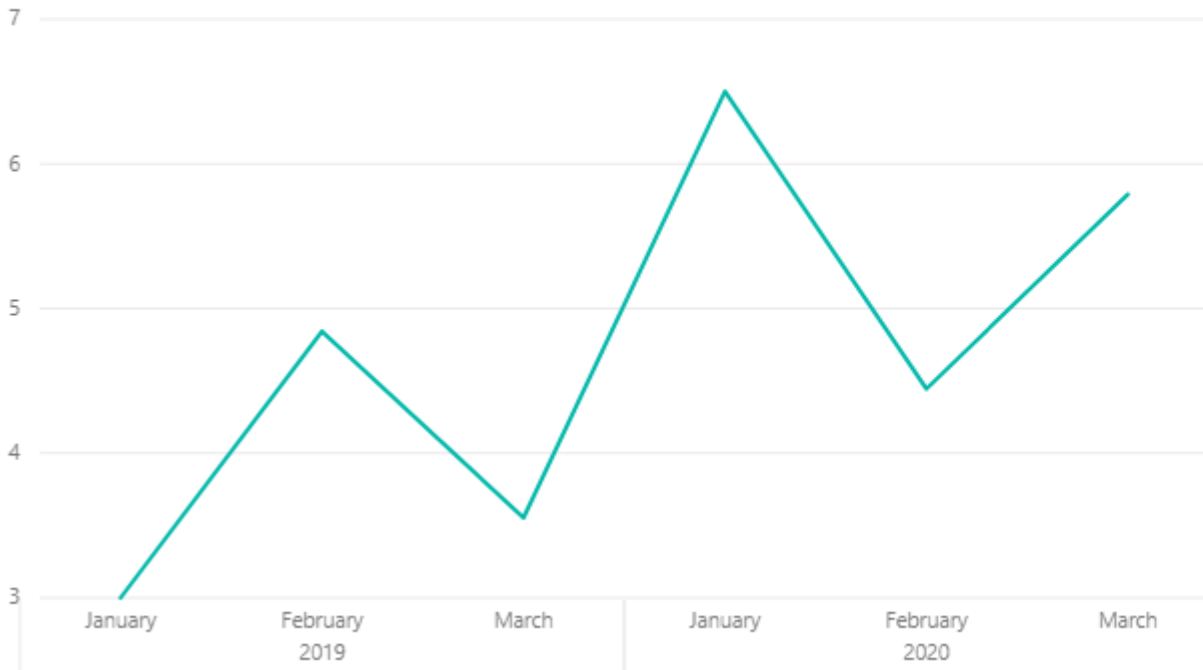
● 2019 ● 2020



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VISITOR PROFILE KPIs

Number of Nights in the Area

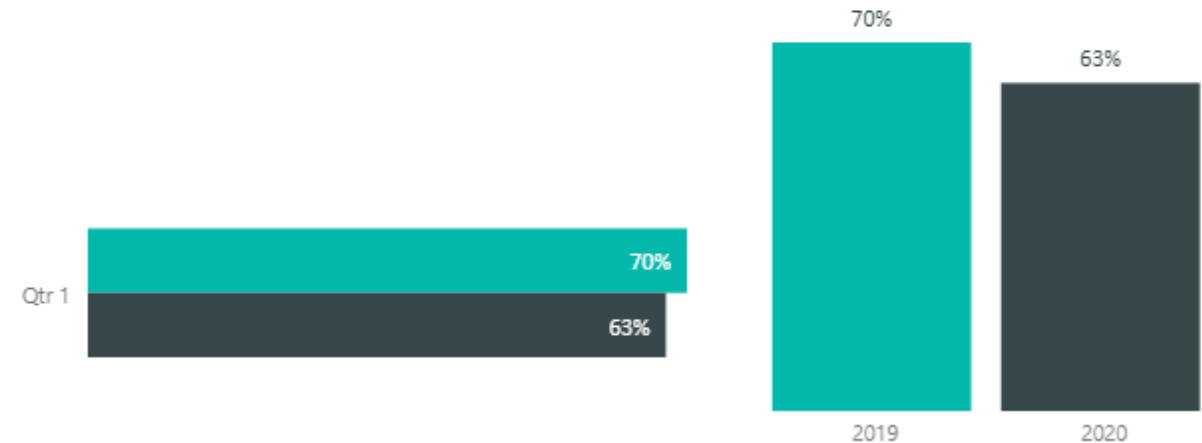
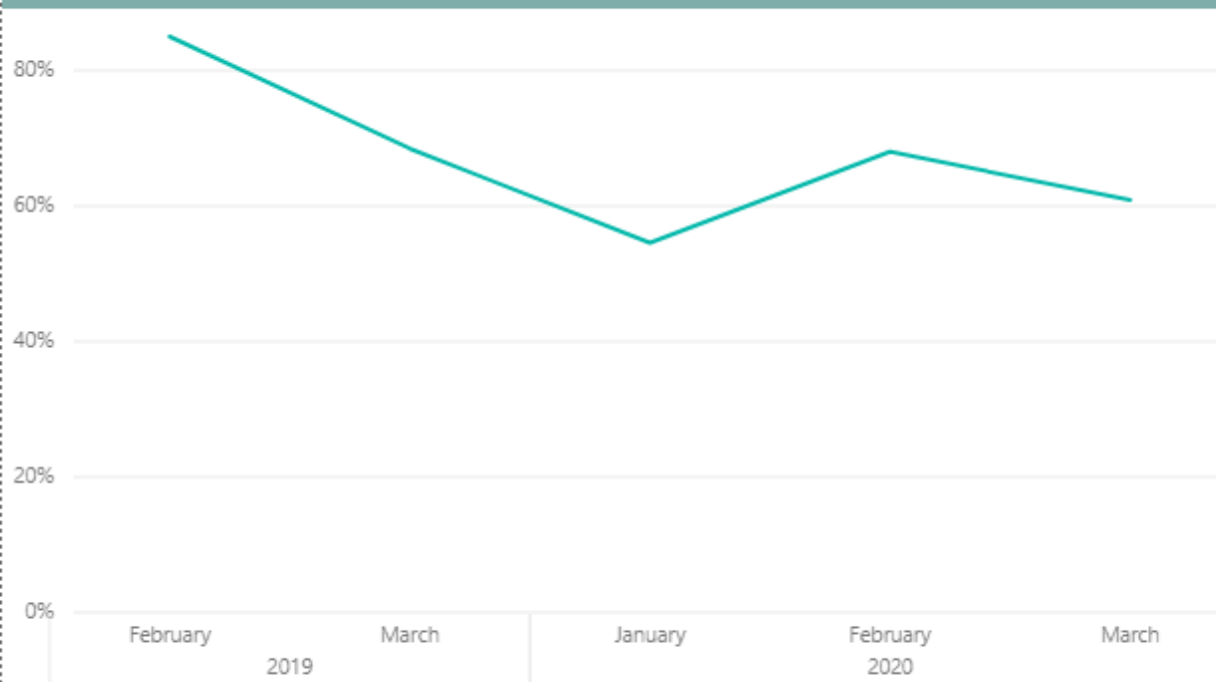




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VISITOR PROFILE KPIs

% Seeing Live Shows



-8%

Live Shows Variance

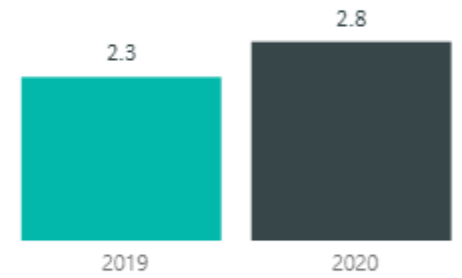
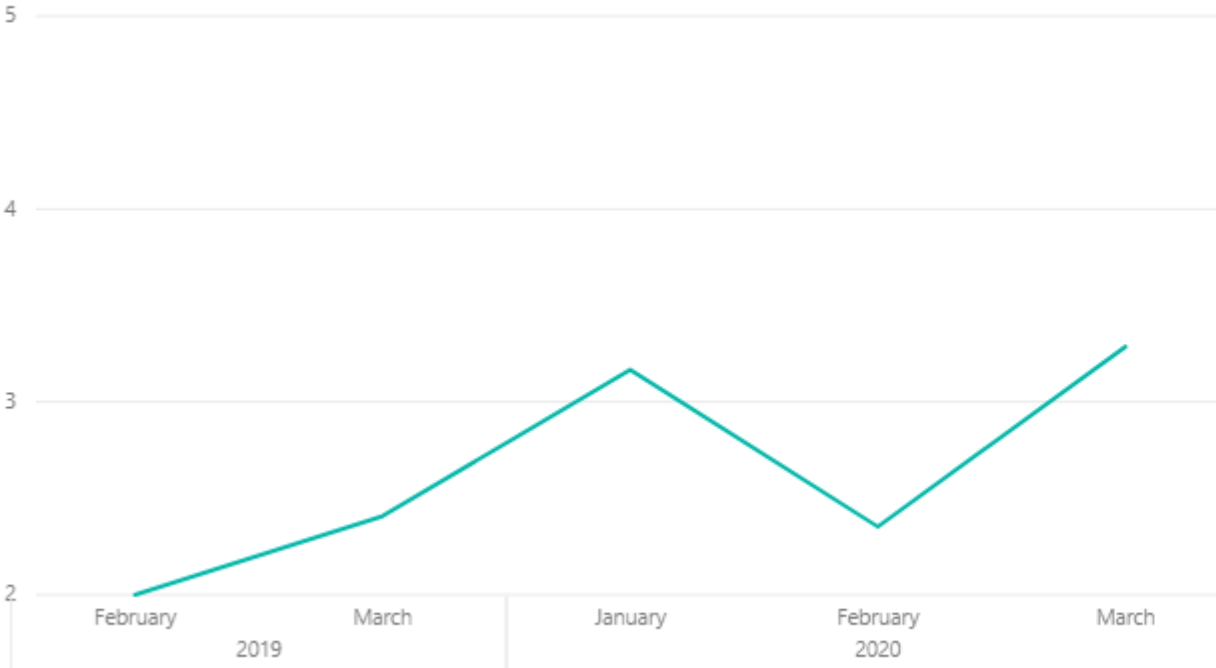
● 2019 ● 2020



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VISITOR PROFILE KPIs

Number of Live Shows Seen



0.5
Live Shows Seen Variance



H2R

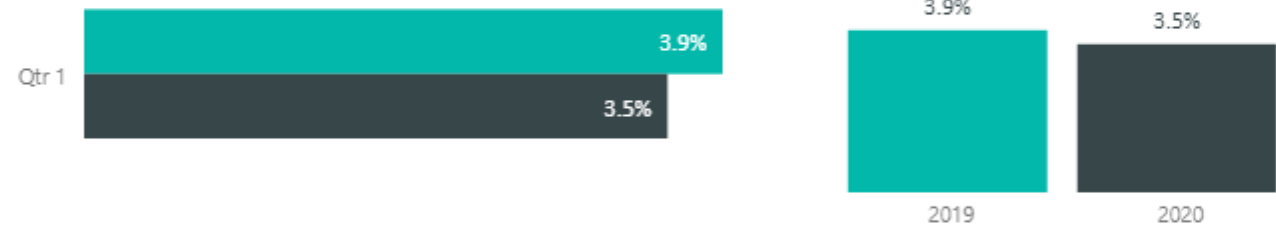
US Economic KPIs



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US ECONOMIC KPIS

US Unemployment Rate



-0.3%

Unemployment Variance

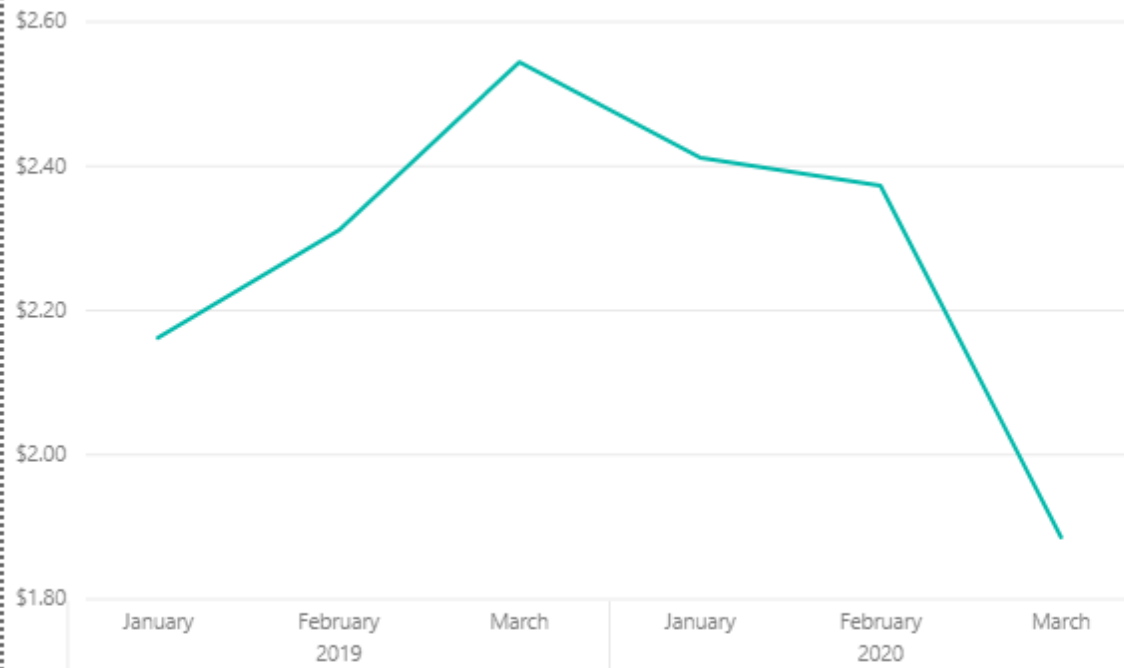
● 2019 ● 2020



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US ECONOMIC KPIS

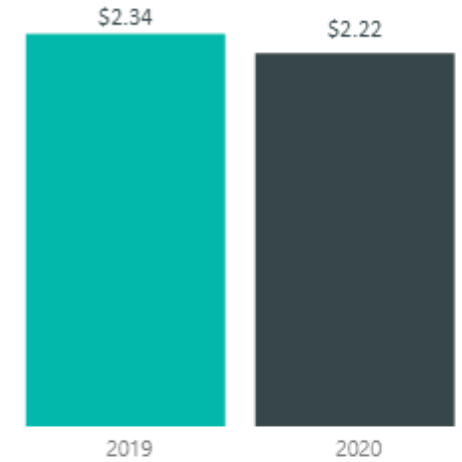
Gasoline Prices



Qtr 1



● 2019 ● 2020



(\$0.12)

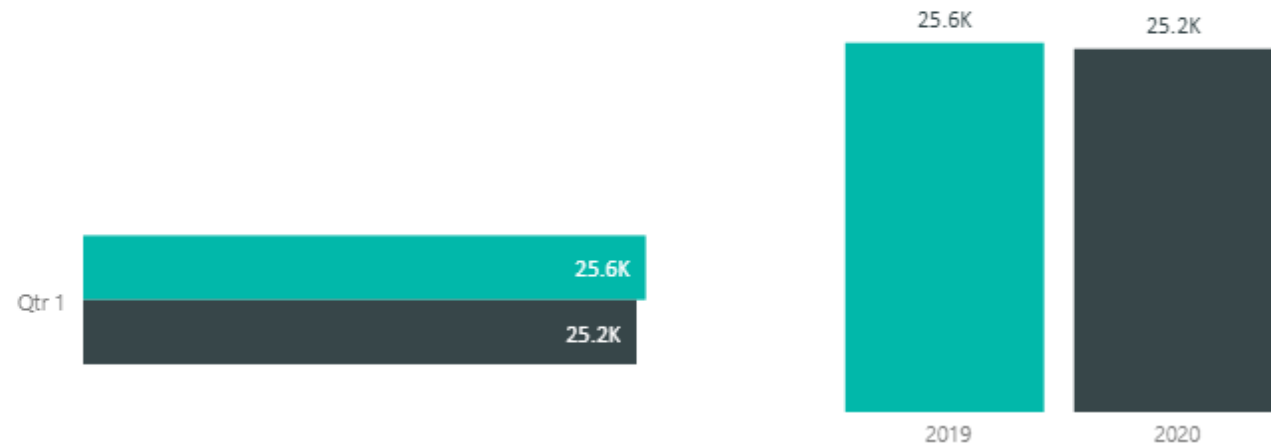
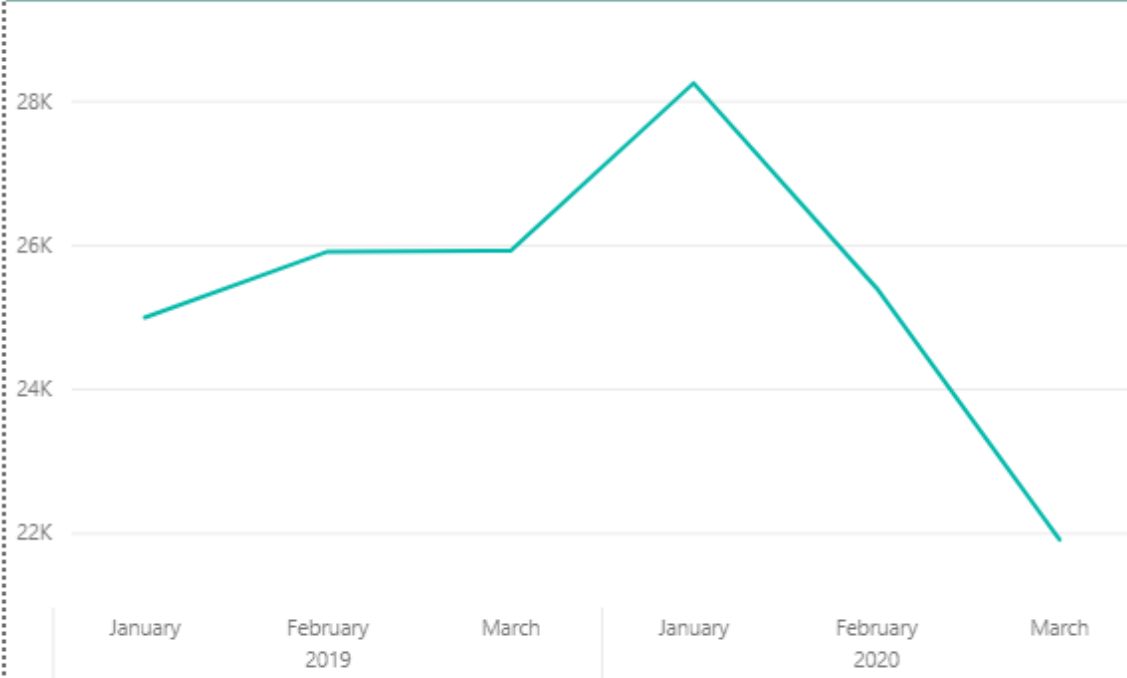
Gasoline Price Variance



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US ECONOMIC KPIS

Dow Jones Industrial Average (DJIA)



-420.6

DJIA Variance

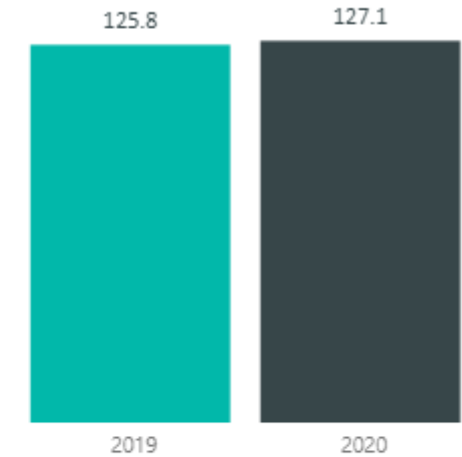
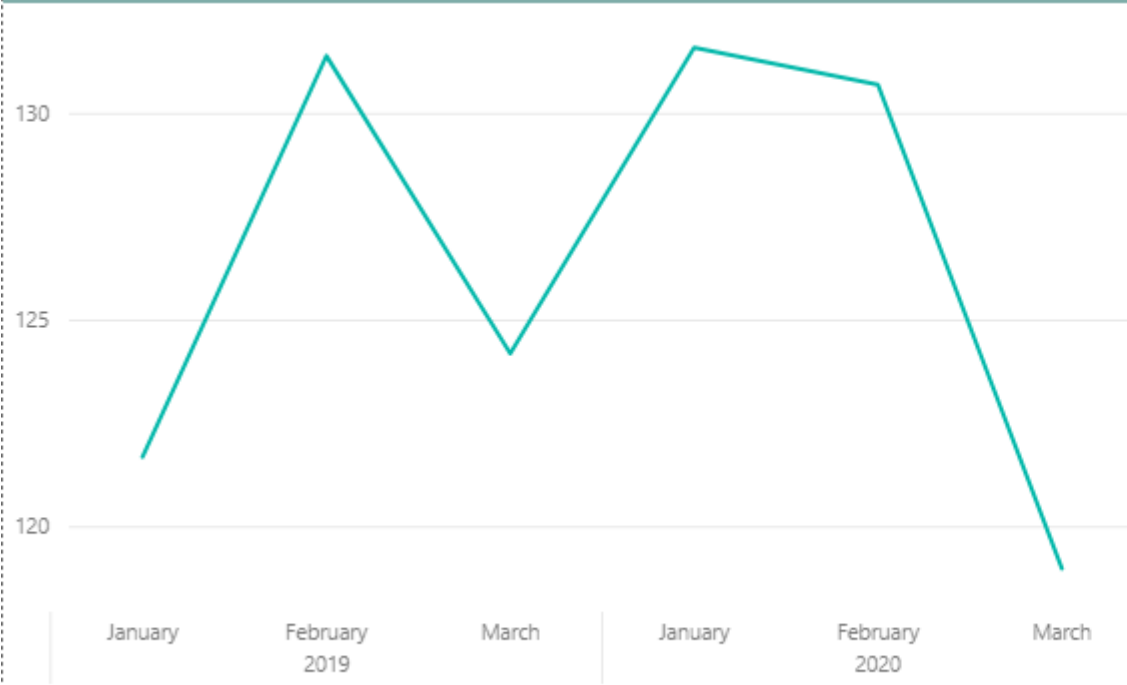
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US ECONOMIC KPIS

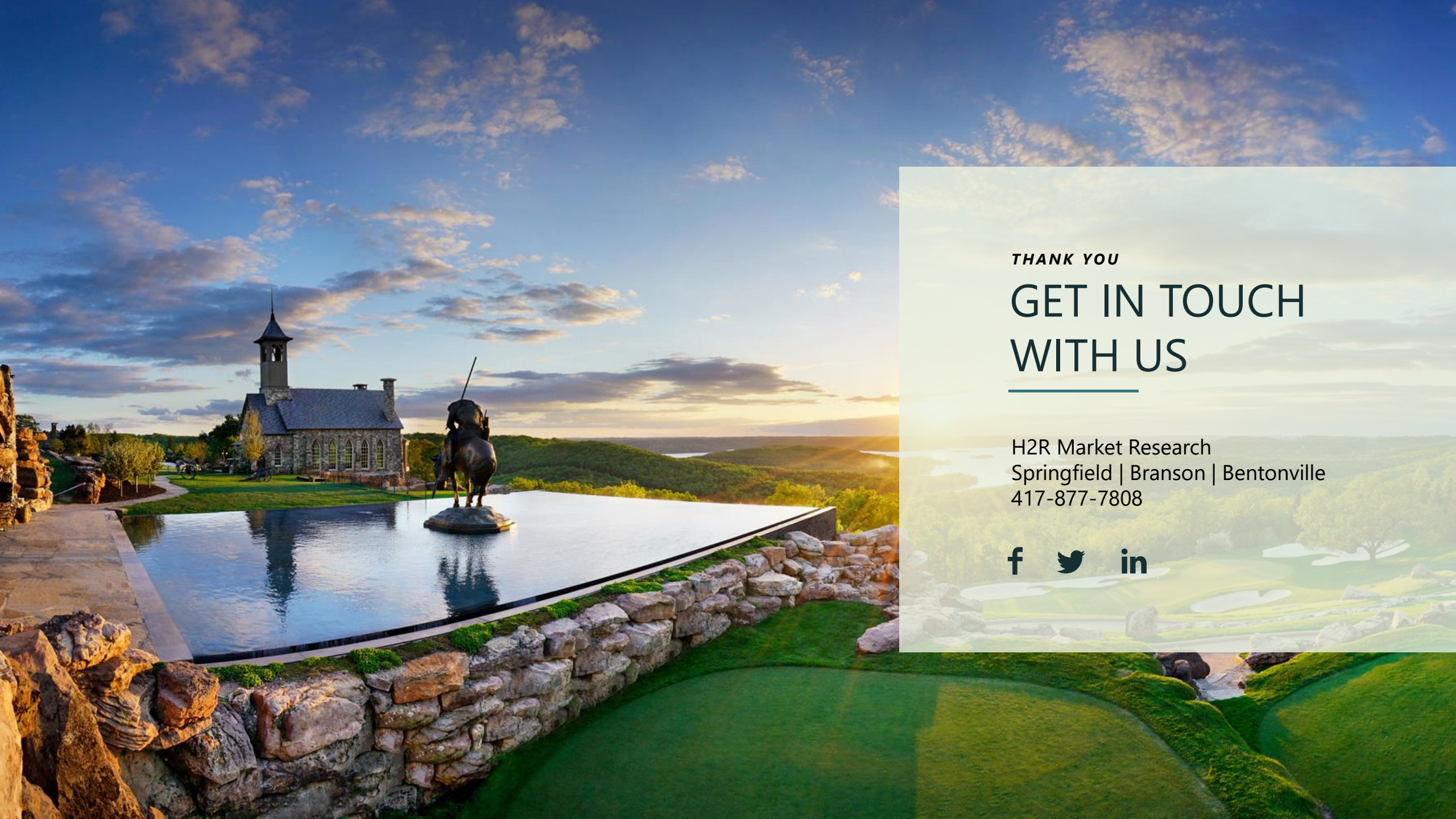
Consumer Confidence Index



1.3

Consumer Confidence Variance

● 2019 ● 2020



THANK YOU

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H2R Market Research
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