



BransonTM

MISSOURI



State of the Union &
Outlook for 2022



1 KEY PERFORMANCE INDICATORS
Pages 7-13

2 BRAND HEALTH
Pages 14-21

3 VISITOR PROFILE
Pages 22-32

4 NON-VISITORS
Pages 33-37

5 OUTLOOK ON 2022
Pages 38-46

BRANSON STATE OF THE UNION

Overview

Purpose. The purpose of conducting the Visitor Profile Research for the Branson Convention & Visitors Bureau is to provide area decision makers a behavioral and demographic profile of regional travelers and Branson visitors in particular.

Target Audience. General population survey conducted among a representative panel of consumers. The survey then screens for decision makers and travelers – both those who visited Branson as well as those who have not.

Sample. A total of 1,000 Branson visitors were interviewed for this study throughout the year, providing a maximum margin of error of +/-3.1% at a 95% confidence interval – considered comparatively strong by industry standards.

Additionally, 1,680 visitors to 25 select Branson attractions/activities were interviewed in a parallel “Intercept Survey,” similar to how Branson visitor research had been conducted prior to 2021. This study’s sample provided for a maximum margin of error of +/- 2.4% at a 95% confidence interval.

Branson 2021 Visitor Profile Research

Inclusive Methodology



Methodology

- **New Method & New Insights.** The Branson CVB launched a new gen pop survey in 2021 that covers far more ground and is more inclusive :
 - Includes all travelers across the region – visitors (recent and lapsed) and non-visitors;
 - Measures Branson’s brand health, market share & barriers to visitation.
- **Parallel Intercept Study.** Intercept visitor survey continued in order to provide a “bridge” to history.
 - Intercept survey has historically polled entertainment visitors at 25 select area locations.
 - Of course, these 25 locations have always run the risk of not represent ALL Branson visitors– like what was learned when Branson introduced the new DMA report fueled by cell phone pings.
 - Intercept study is being retired in opt for this more inclusive approach that offers insights across a far larger travel landscape and provides better bang for the buck.



Methodology

- **New Method, Similar Insights.** While the more inclusive methodology means the survey has evolved, similar questions/information continue to be asked.
 - The study still tracks visitor activity participation, functional drivers, spending, intent to return, etc.;
 - However, as with any new methodology there are some differences.
 - Instead of tracking travelers who visited select Branson locations over the past month this new approach interviews anyone and everyone who visited any location in the Branson/Lakes Area.
- Most of the behavioral insights derived thus far are contextually similar to what has previously been reported in the intercept study.



Methodology

- A Few Notable Differences. Visitor behavior is contextually similar under both methodologies, but there is a statistically significant difference in a few areas:
 - Visitors' average reported age and party composition is different;
 - The intercept study previously reported an average age of Branson's entertainment visitors at 25 select locations were 57 years and 29% of parties included families with children;
 - The more inclusive gen pop study has revealed thus far that when *all visitors* are included in the study the average visitor age is 45 years, and that 62% of parties include children.
 - This indicates that families with children are less likely than adults to patronize the 25 locations used in the intercept survey and/or that families are less likely to provide their email address to be included in the intercept study.



Branson 2021 Visitor Profile Research

Key Performance Indicators





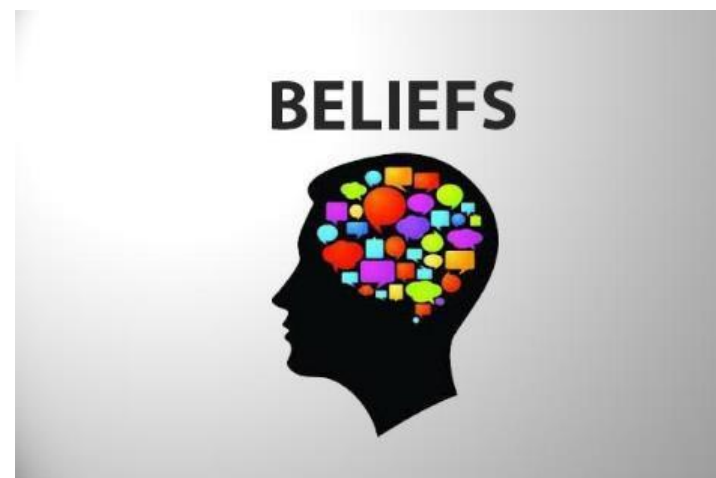
Let's begin by addressing the
"Elephant in the Room."
COVID-19 changed everything.

COVID-19 creative a pivot in the marketplace that has changed how we do business.

And every action has an opposite and equal reaction...



Changed Our Behaviors



Altered Our Beliefs



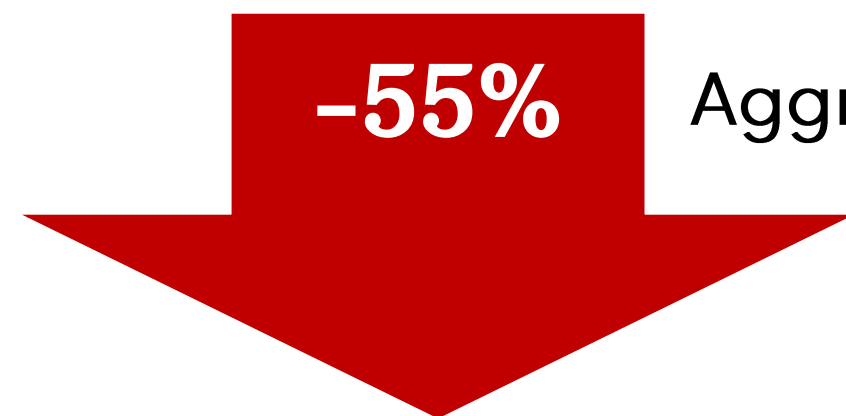
Disrupted Our Habits



Reset the Marketplace



Changed the Game?



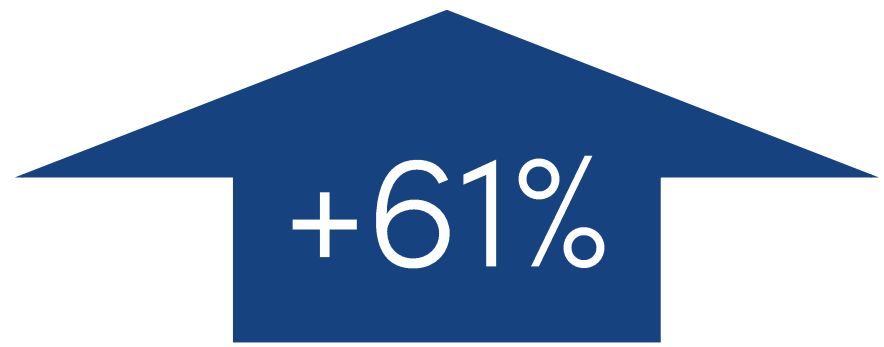
Aggregate attractions demand fell sharply in 2020



Bigger Bounce Than Expected in 2021

2021 Attractions Industry Actual vs Forecast Performance Comparisons

2021 Actual



In 2021,
So, the industry now sits at

73%
of 2019 Level

Original Forecast

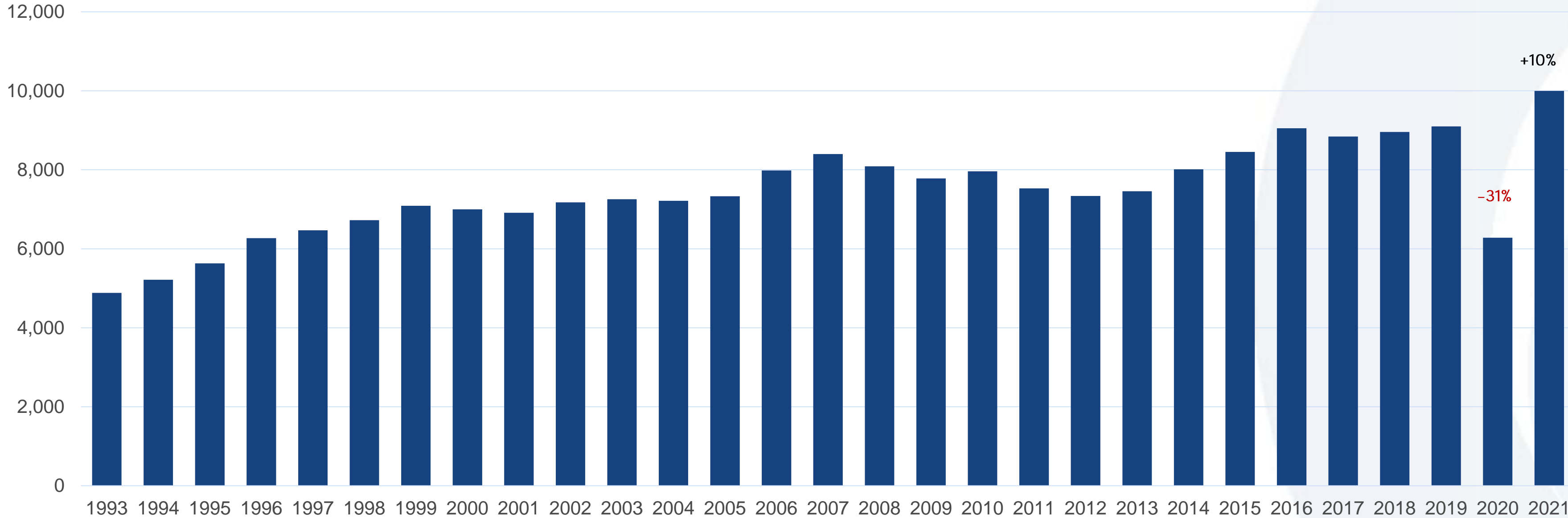
+46%

Forecast for 2021,
Projected to put demand at

66%
of 2019 Level

Branson did better than the attractions industry. Branson topped its pre-pandemic numbers from 2019 and reached record visitation in 2021 at 10 million.

History of Visitation to Branson (000s)*

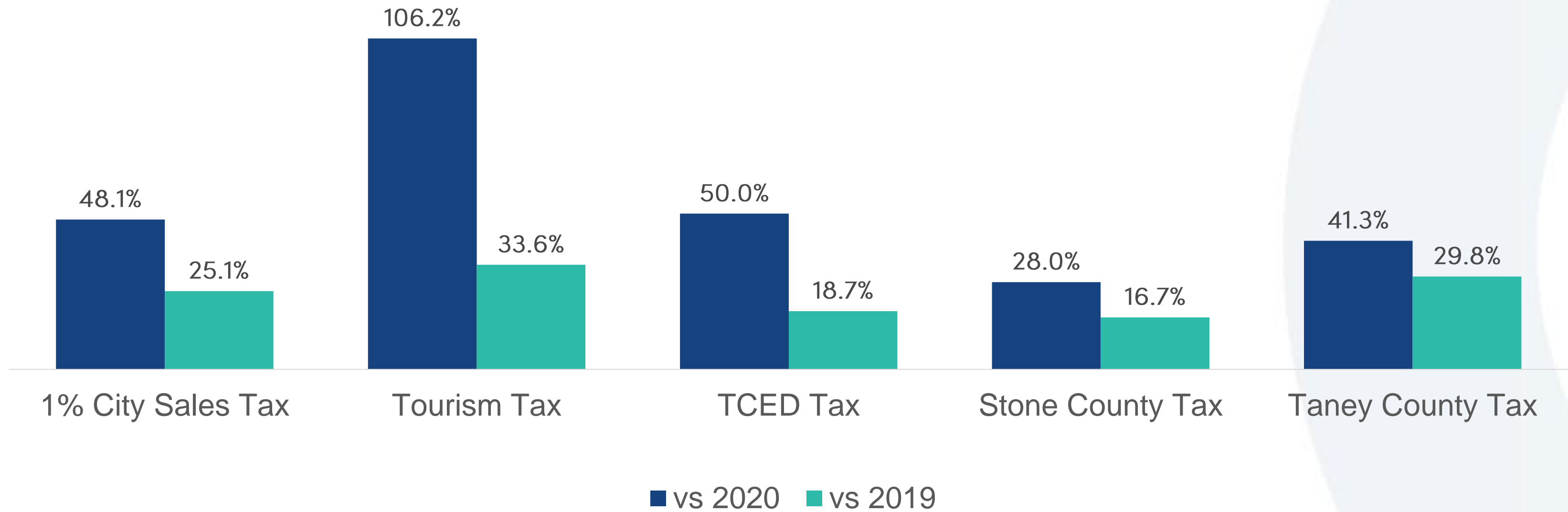


*Assumes Base=7.0M (2000, DKSA)

SOURCE: HISTORICAL ECONOMETRIC MODEL

Every empirical sales tax source measured across the region posted record year-over-year increases relative to 2020 --and 2019.

Area Tax Revenues – Variance to 2020 & 2019

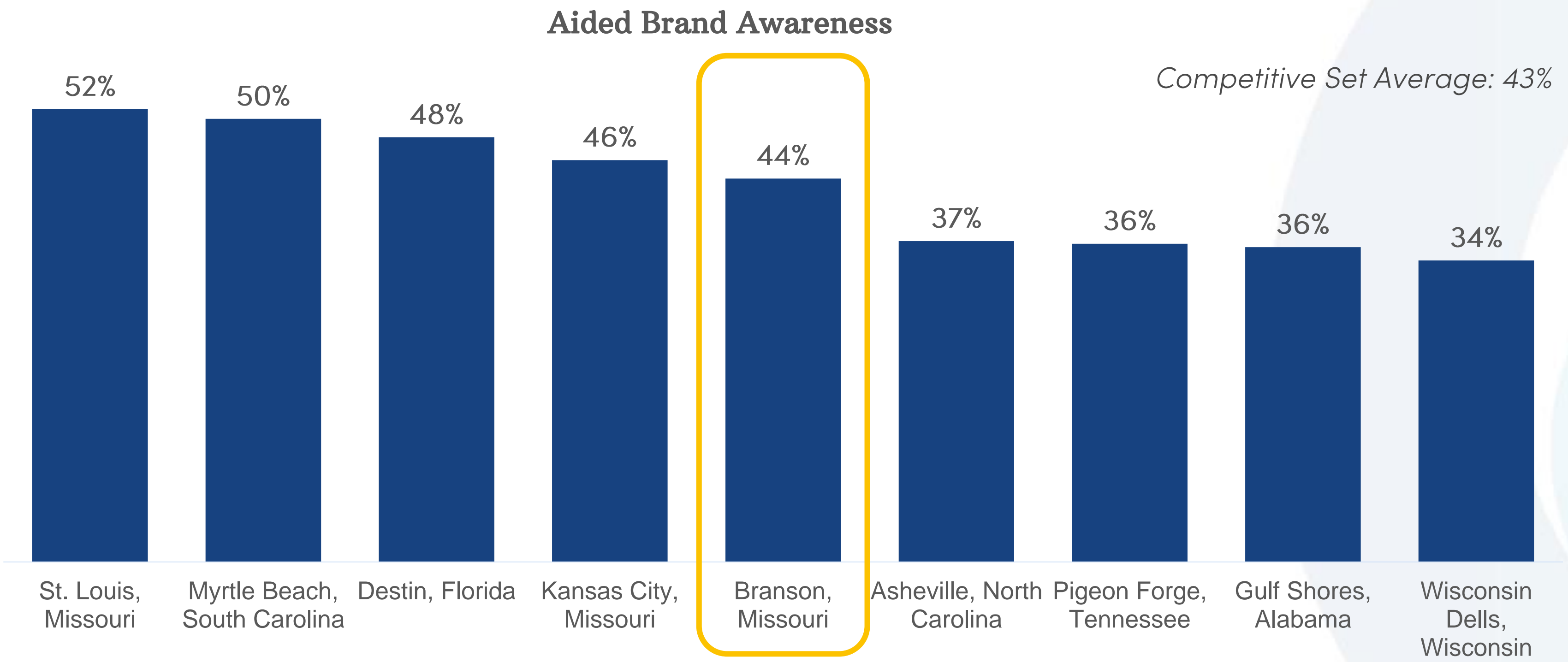


Branson 2021 Visitor Profile Research

Brand Health



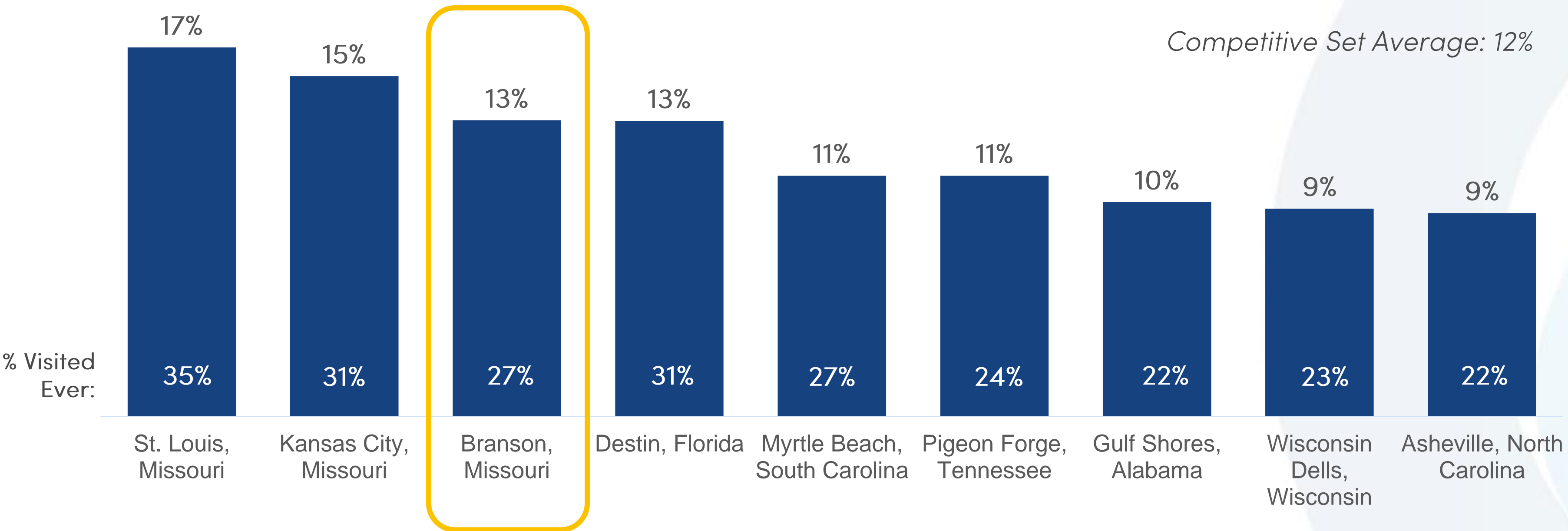
Nearly 44% of travelers indicate they are familiar with Branson as a travel destination, slightly higher than the competitive set average of 43%.



Q4: Which of the following travel destinations are you familiar with (e.g., heard of, considered visiting or visited)? Please select all that apply.

Branson (13%) earns the third highest share of recent visitors among the competitive set.

Market Share – Visited in Past 2 Years



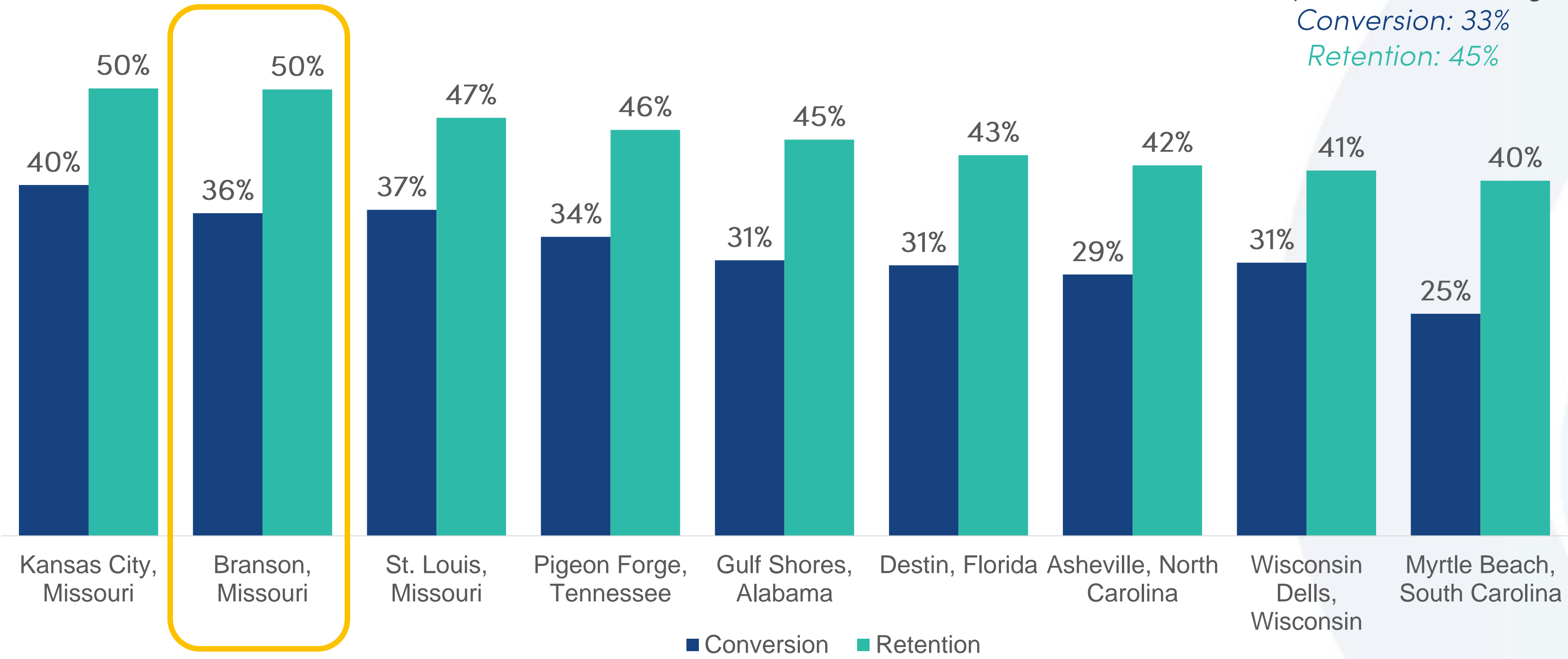
Q6: Please indicate your prior visitation and/or interest in visiting the following destinations. Please select all that apply.

RESPONDENT BASE: PANEL RESPONDENTS FAMILIAR OF DESTINATION | N=VARIES BY DESTINATION

Branson has above average conversion (36%) and retention (50%) relative to the competitive set, on par with both Kansas City and St. Louis.

Conversion & Retention Rates*

Competitive Set Averages
 Conversion: 33%
 Retention: 45%

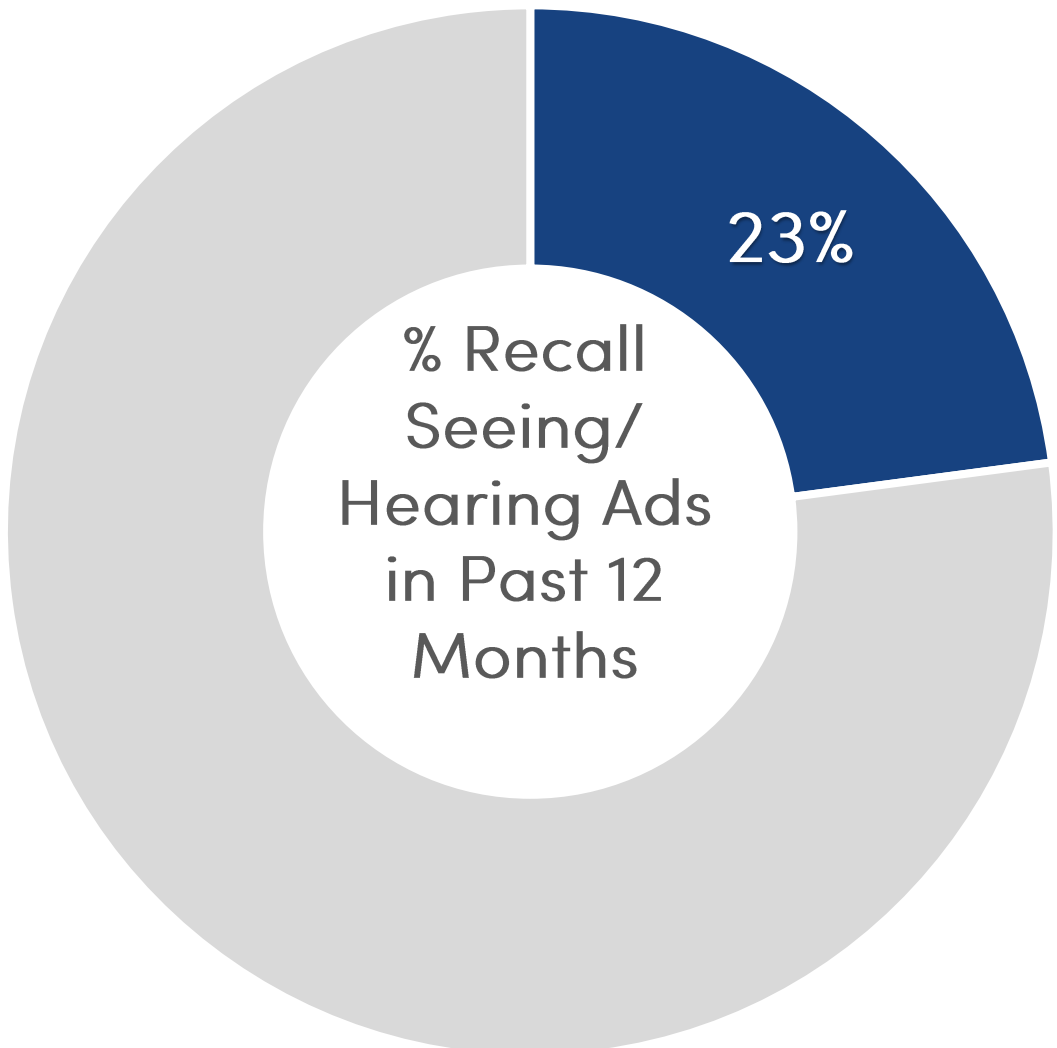


Q6: Please indicate your prior visitation and/or interest in visiting the following destinations.
 Conversion Rate = Recent Visitors ÷ Market Potential
 Retention Rate = Recent Visitors ÷ Visitors Ever

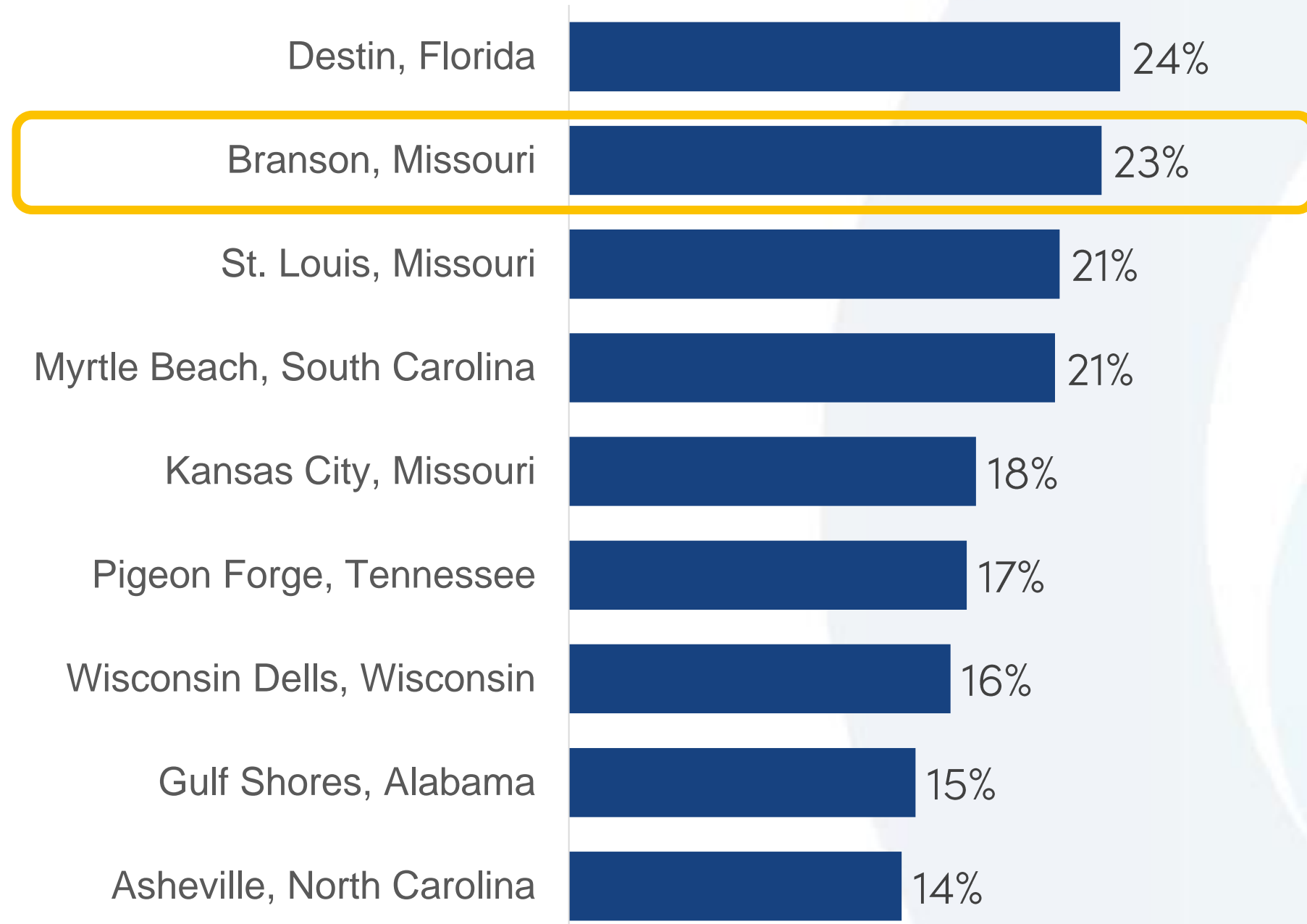
RESPONDENT BASE: PANEL RESPONDENTS FAMILIAR OF DESTINATION | N=VARIES BY DESTINATION

Branson has the second highest Share of Voice (assisted marketing awareness), well above average (23% vs 19%).

Share of Voice – Branson



Share of Voice – Competitive Set



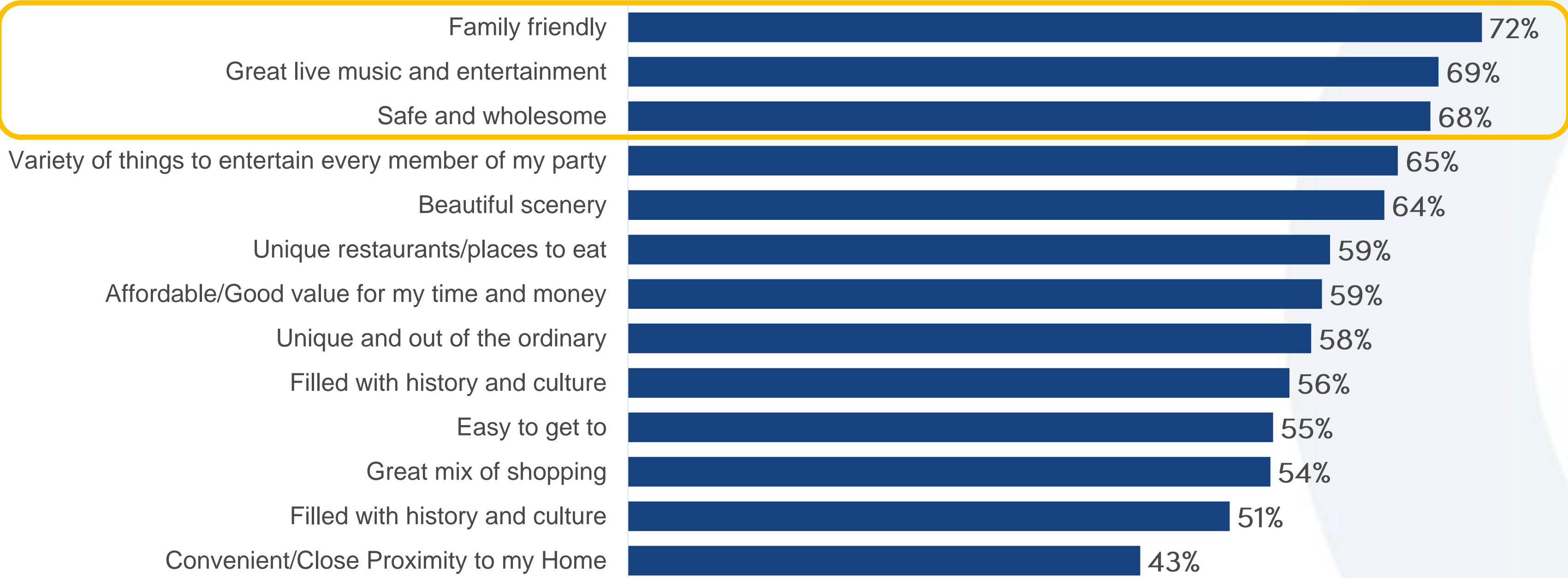
Competitive Set Average: 19%

Q5: Which of the following destinations have you seen/heard advertising for in the past 6 months? Please select all that apply.

RESPONDENT BASE: PANEL RESPONDENTS AWARE OF DESTINATION | N=VARIES BY DESTINATION

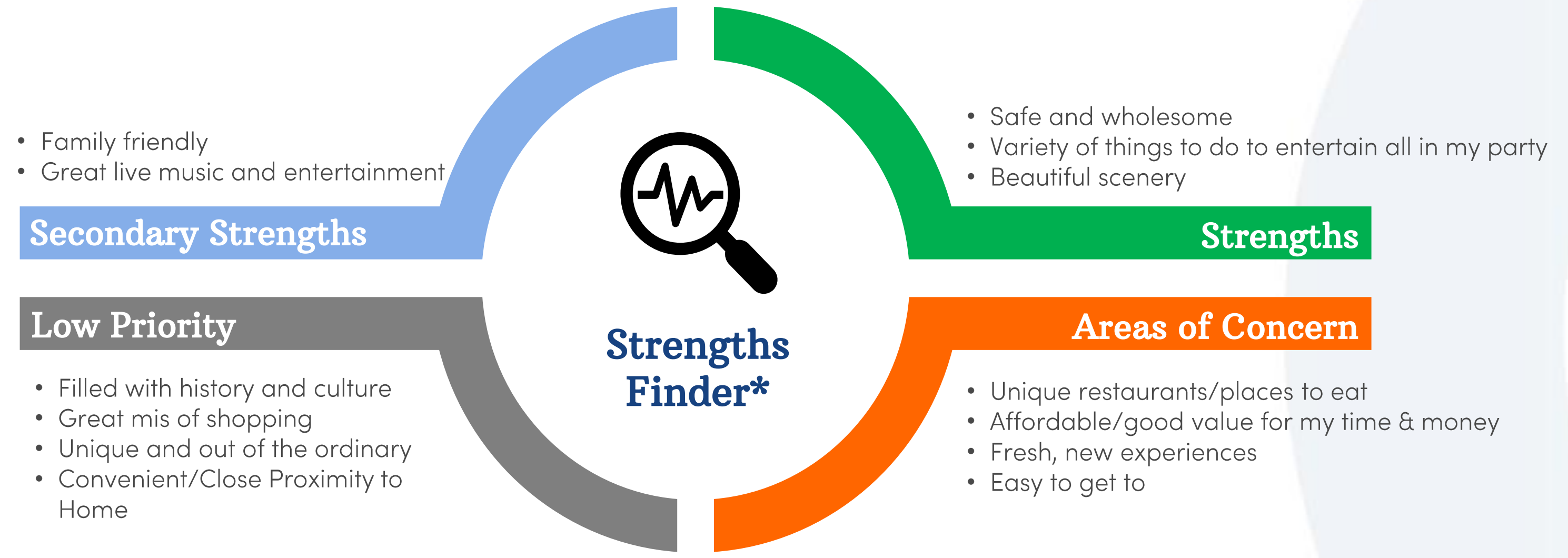
Travelers is viewed as having great live music and entertainment in a safe and wholesome environment.

Branson Brand Attributes
% Describes very well/Perfectly



Q56. Please rate how well you believe the following attributes describe Branson, MO. (5-point scale)

Branson has many strengths (above average importance and brand perception) such as safe and wholesome, variety and beautiful scenery. But unique places to eat, value and new experiences are potential areas of concern (above average importance, below average brand perception).

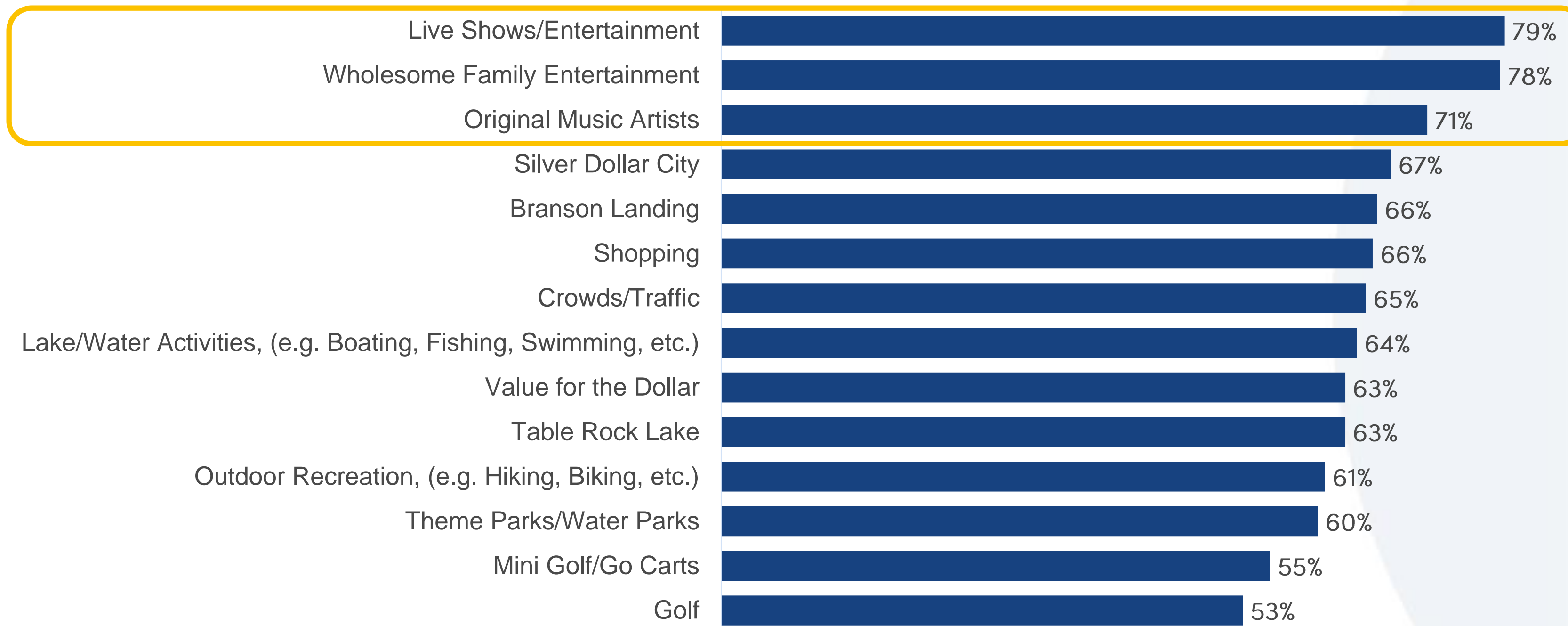


Q49: Please indicate how important you find each of the following attributes or characteristics when thinking about destinations you'd like to visit for leisure. 5-point scale
Q56. Please rate how well you believe the following attributes describe Branson, MO. (5-point scale)

The activities that travelers most associate with Branson include live shows/entertainment, wholesome family entertainment and original music artists.

Activities Most Associated with Branson

% Somewhat Associate/Very Strong Association



Q57. Which of the following types of activities and attractions do you most enjoy when traveling for leisure? Please select all that apply.

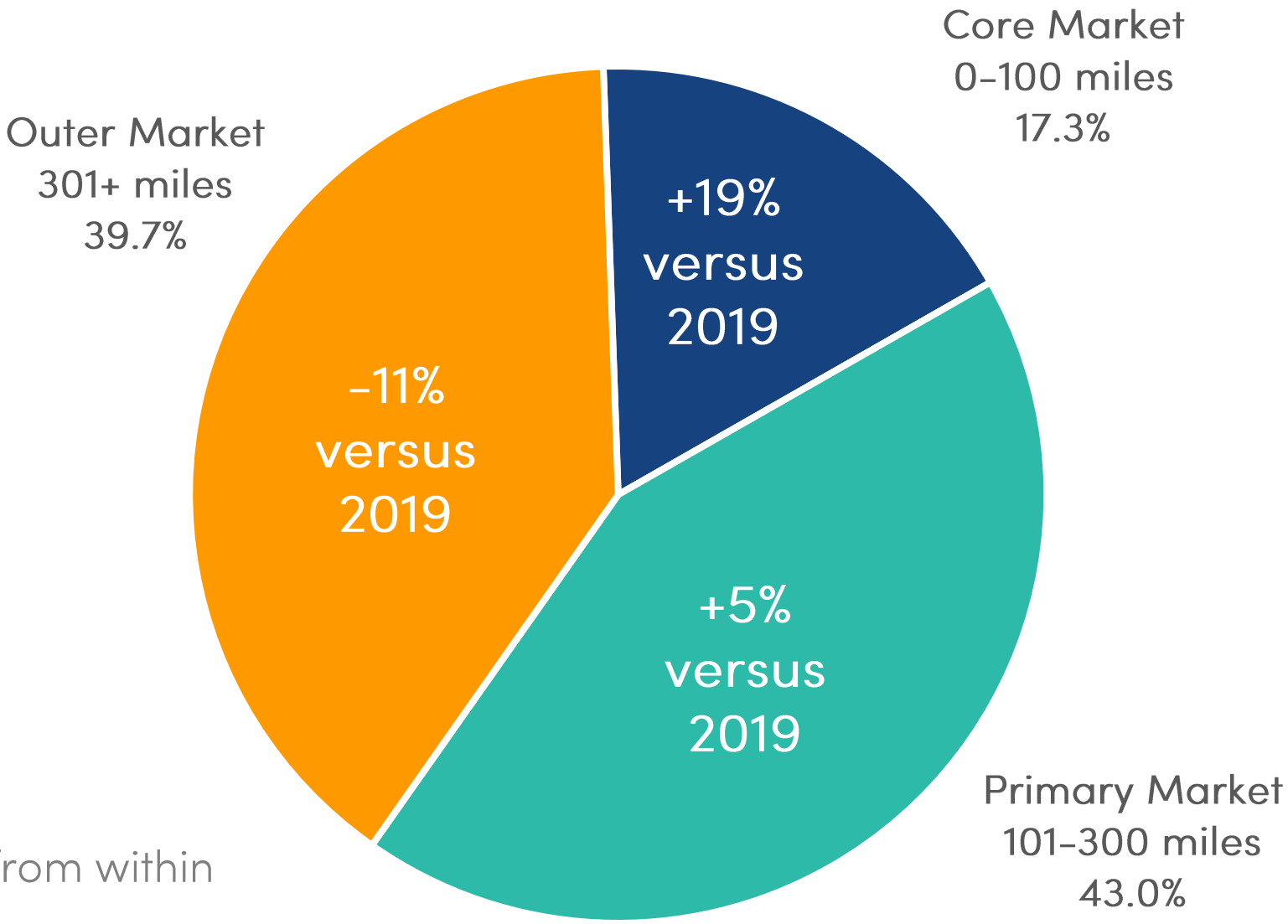


Branson 2021 Visitor Profile Research

Visitor Profile

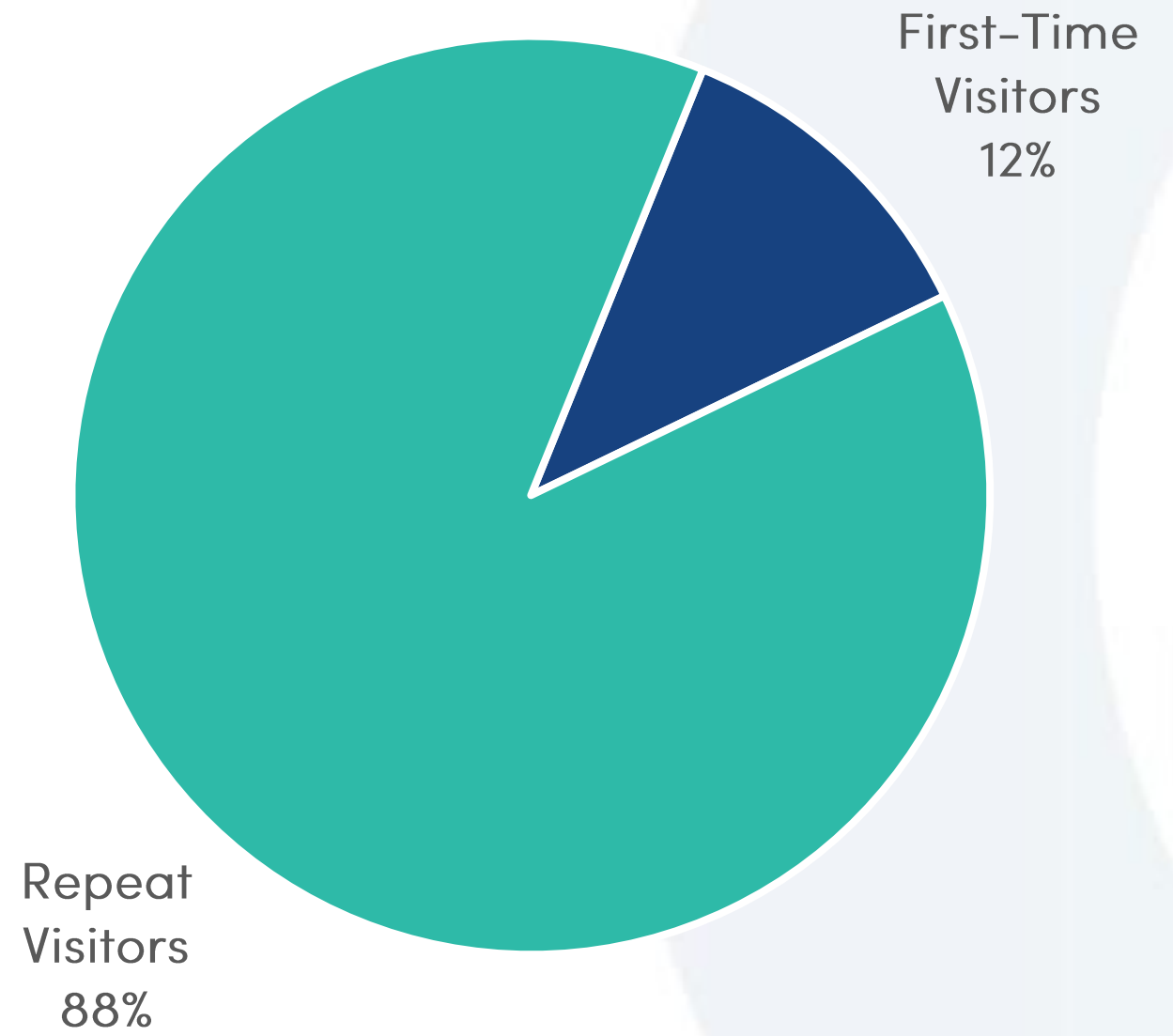
Core and Primary market visitation increased again in 2021 as the pandemic resulted in an increase in regional travel and repeat visitors.

Distance Traveled to Branson



84% come from within 650 miles

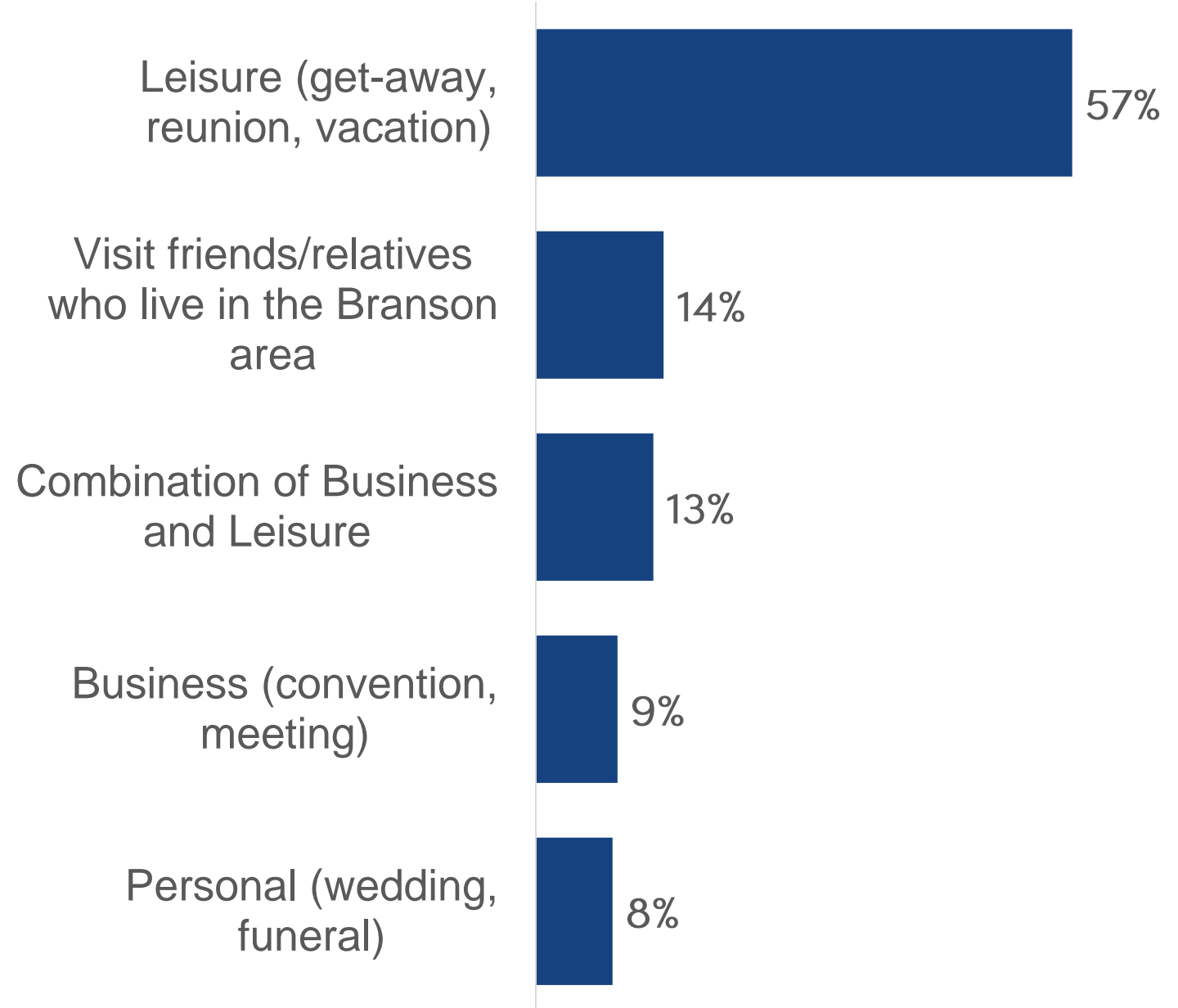
First-Time & Repeat Visitors



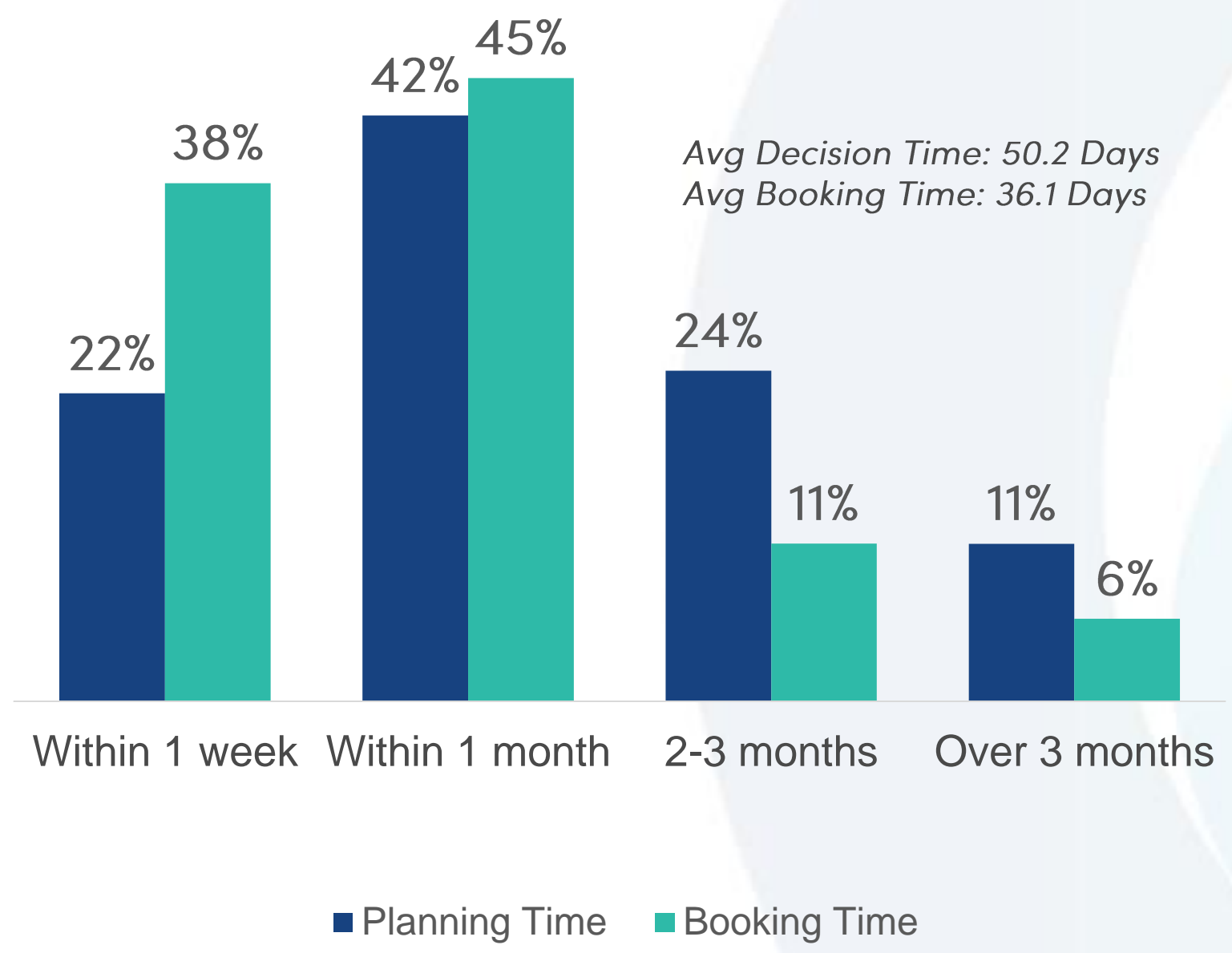
Branson Scout Report/ DMA Report.
Q8. Which of the following best describes your most recent visit to the Branson/Lakes area?

Leisure is the primary reason most travelers visit Branson and the average decision time is just shy of two months.

Primary Purpose of Visit



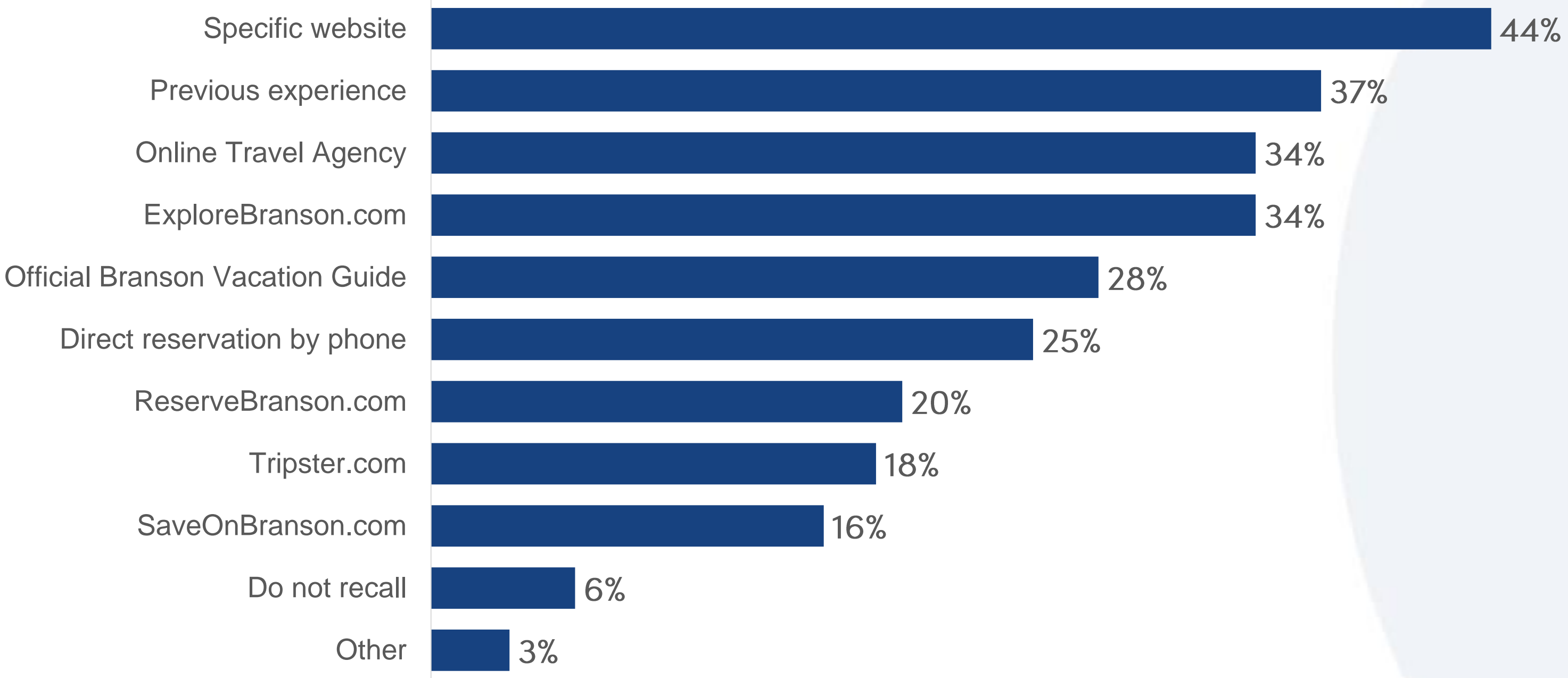
Days in Advance Decided to Visit/Book



Q11: Which of the following best describes your primary purpose for visiting Branson on this occasion?
Q12: To the best of your recollection, how many days in advance did you begin to consider making this trip to the Branson/Lakes area?
Q14: Approximately how many days in advance did you book this trip to the Branson/Lakes area?

Most visitors say they plan their trips by going directly to the websites of the places they want to visit or relying on previous experiences.

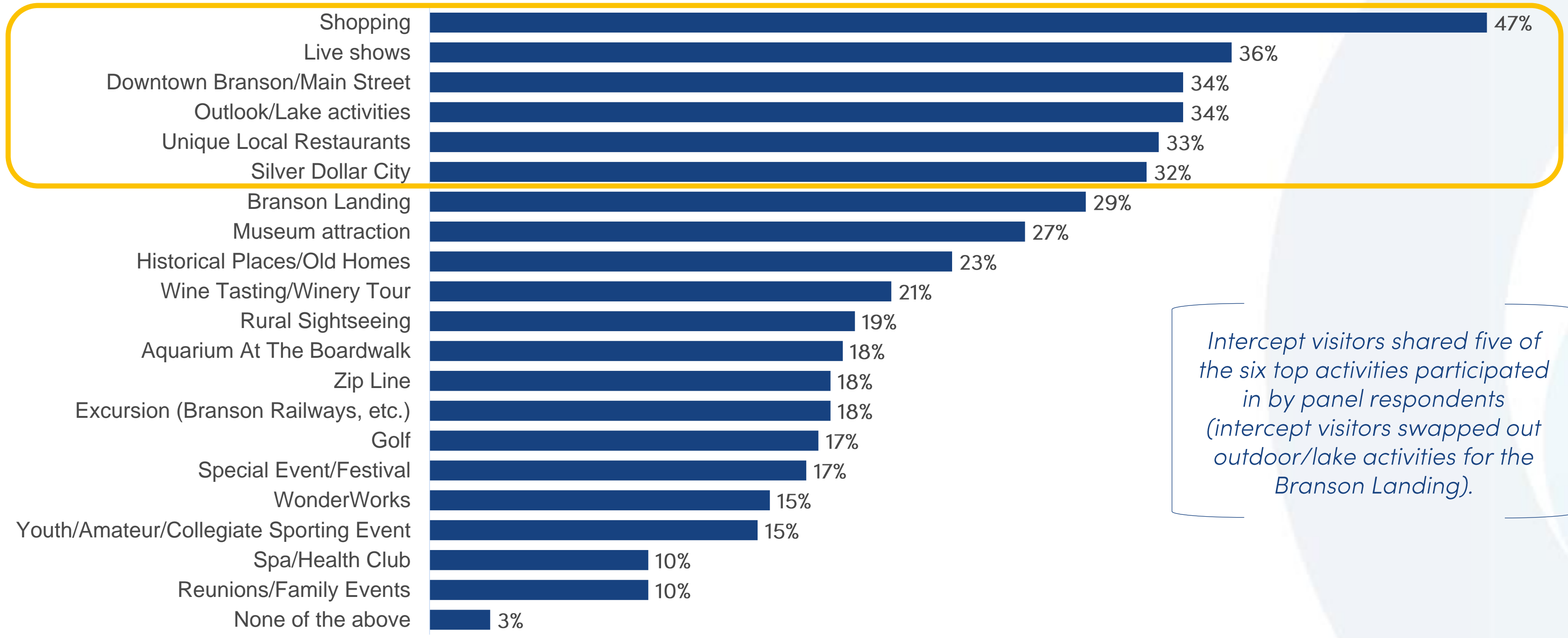
Media Usage in Planning Your Branson Trip



Q13: Which of the following sources did you use to plan your trip to Branson?

Branson visitors say they are most likely to have shopped, attended live shows, visited downtown and/or one the area lakes on their last visit.

Branson Activities Engaged In



Intercept visitors shared five of the six top activities participated in by panel respondents (intercept visitors swapped out outdoor/lake activities for the Branson Landing).

Q18. Did you do any of the following on your most recent visit to the Branson/Lakes area? Please select all that apply.

Travelers indicated that of the activities in which they engaged, the functional drivers most responsible for inspiring their trips included Silver Dollar City, live shows/entertainment and shopping.



25%

Silver Dollar City



23%

Live Shows/Entertainment



23%

Shopping

Intercept visitor:

24%

55%

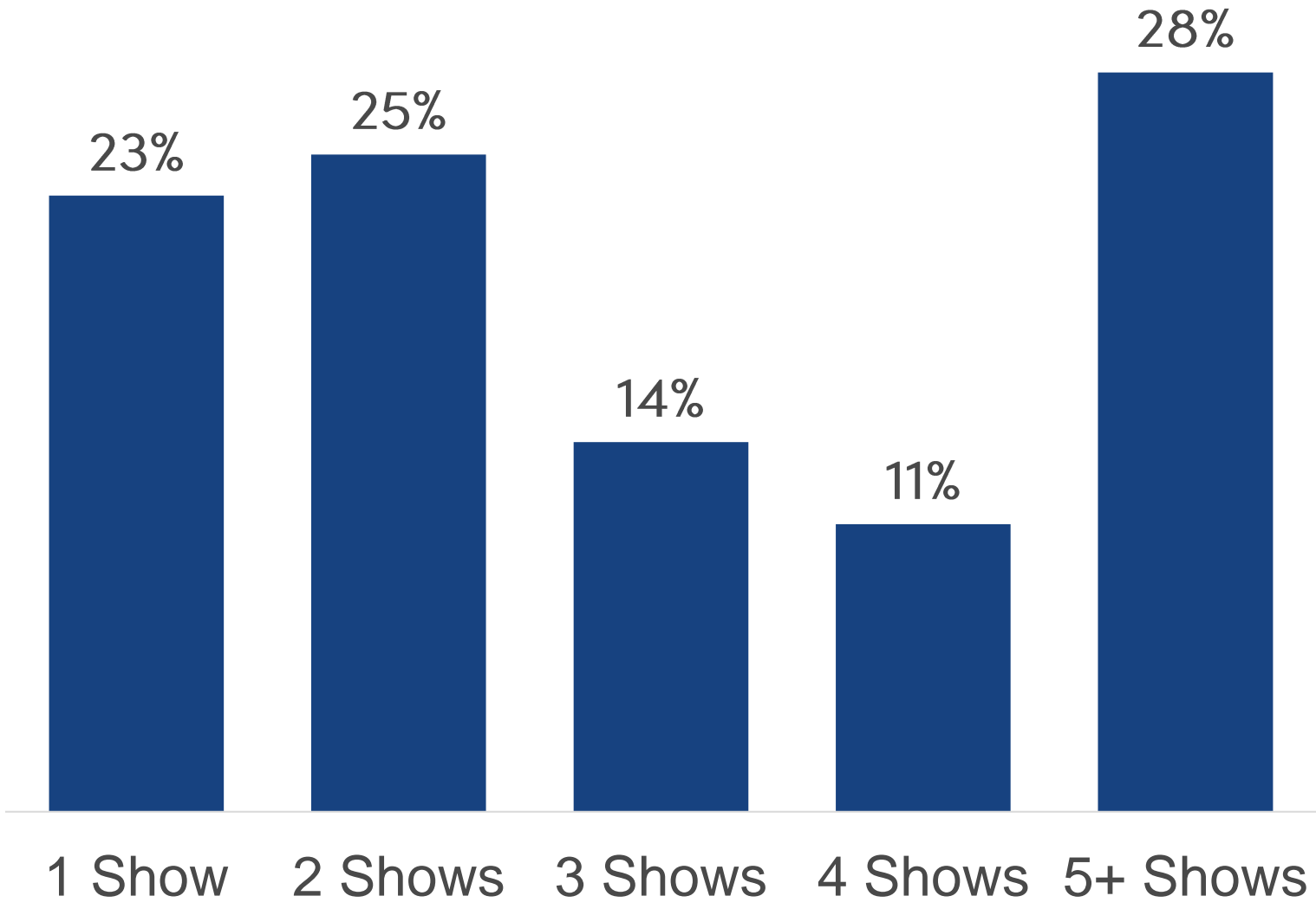
19%

RESPONDENT BASE: BRANSON VISITORS WHO ENGAGED IN AREA ACTIVITIES | N=179

Q139 Which of these activities, if any, were among your primary reasons for visiting Branson on this trip? Please select up to your top 3.

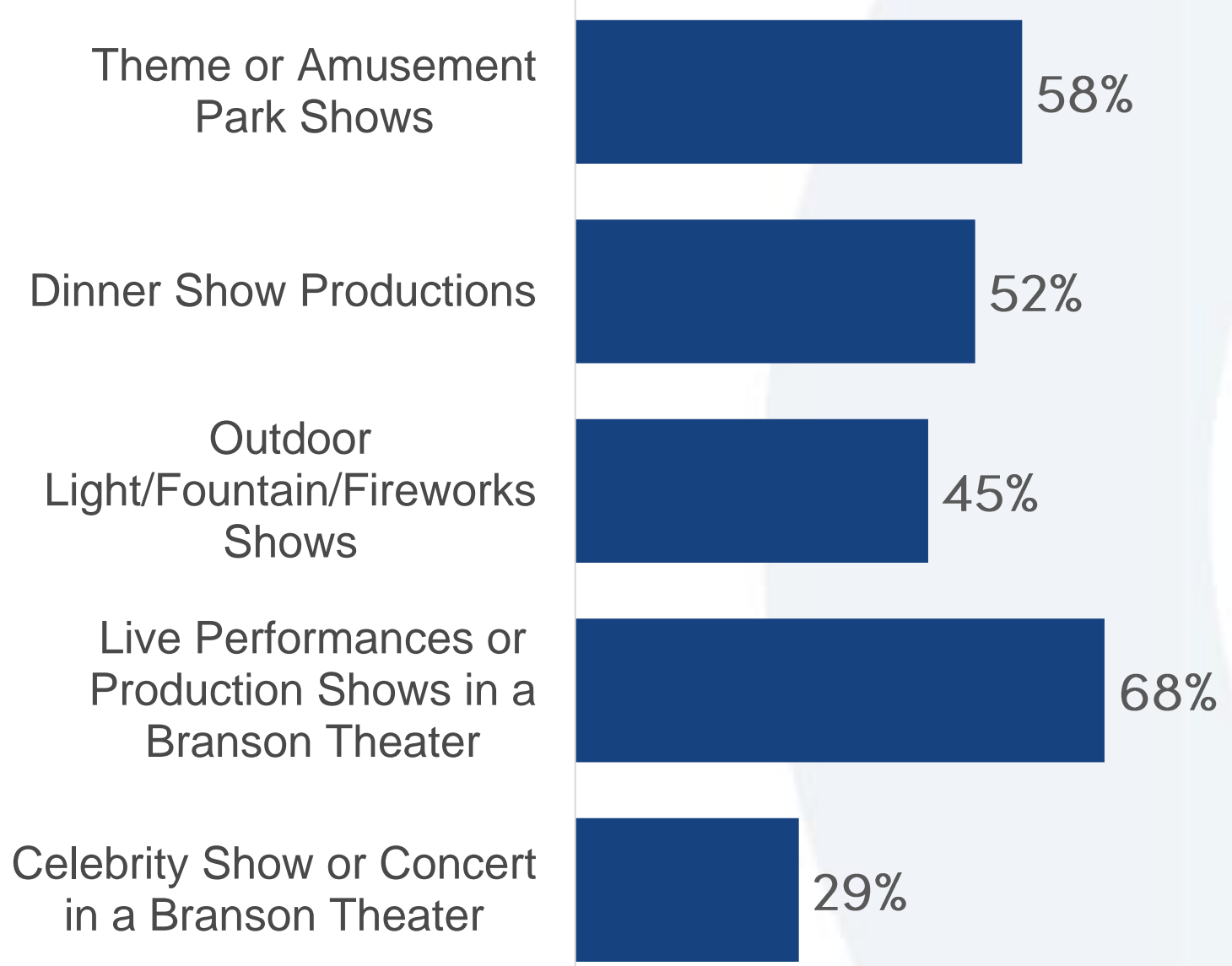
Those who attended shows in Branson reported seeing 3.5 shows per party. These predominantly include live performances or production shows (68%), theme park shows (58%) or dinner shows (52%).

Number of Live Shows Seen on Last Visit



Average: 3.5 Shows per Visitor
Intercept visitor: 3.1

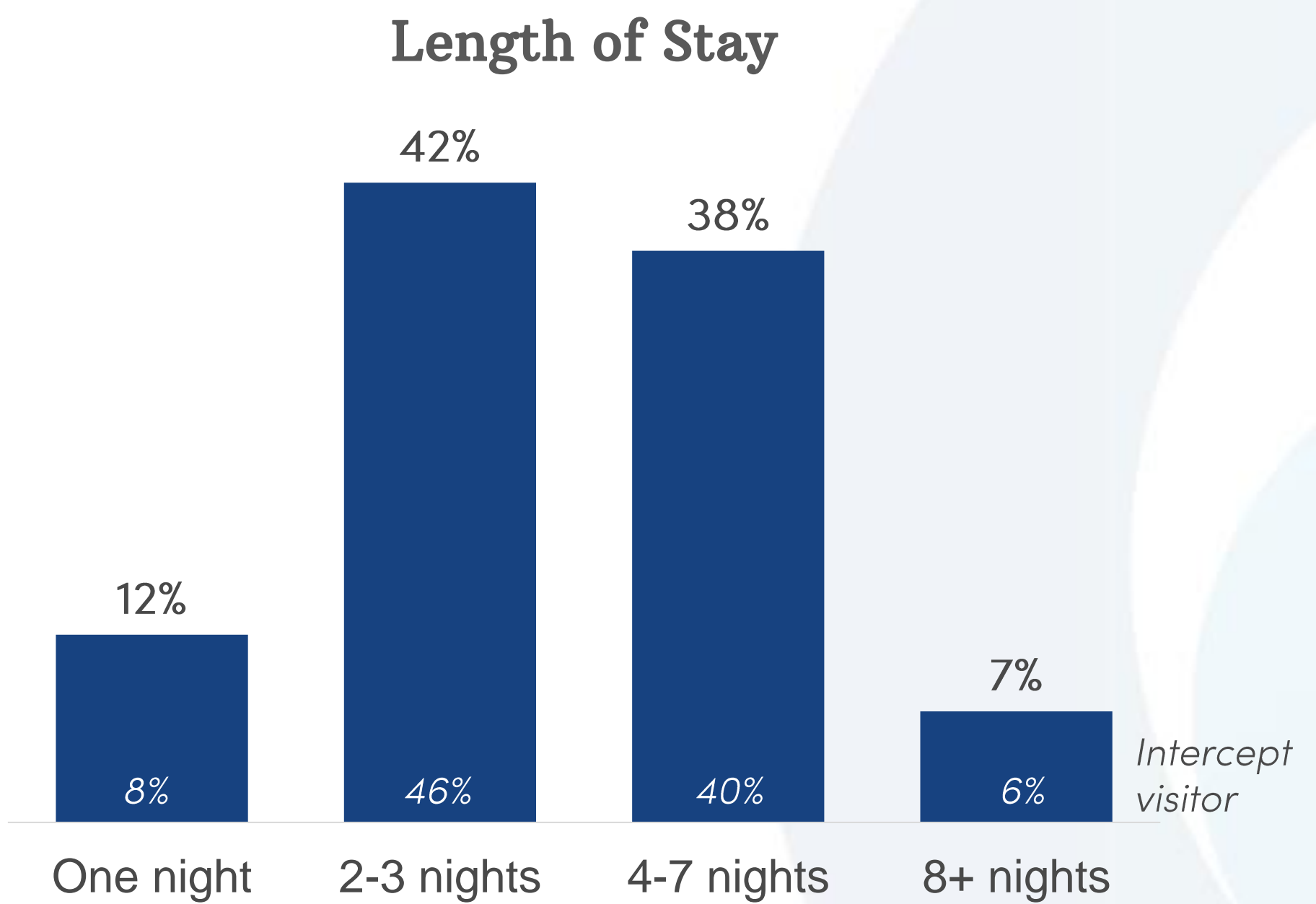
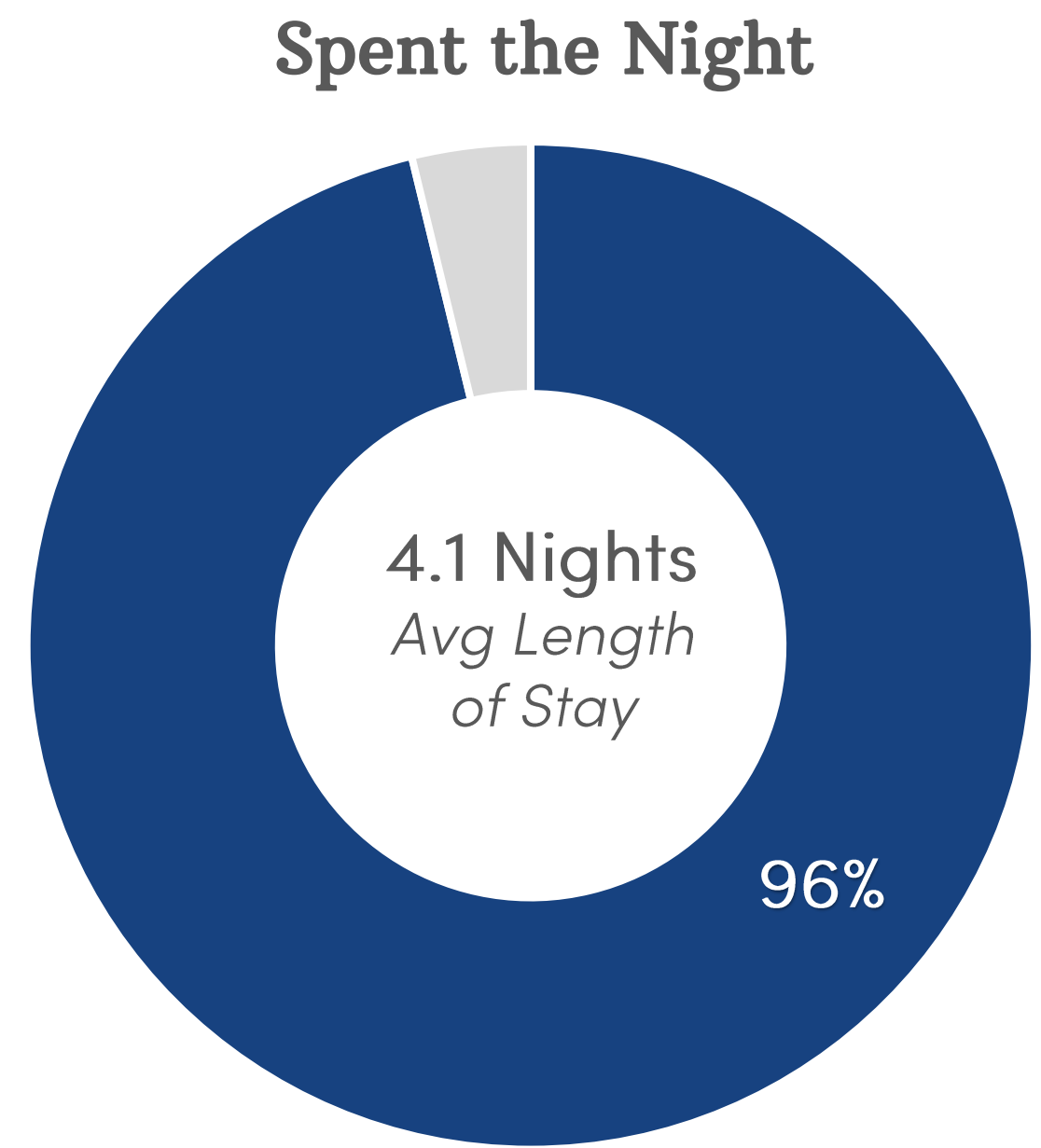
Type of Shows Seen



Intercept visitor

Q21: How many live shows, if any, have you seen in Branson over the past 12 months?
Q22: How many of these [PIPE IN # OF SHOWS FROM Q21] would you say fall into the following categories?

Most Branson visitors spent the night on their last visit to the area and reported spending an average of 4.1 nights in the area.



Q24: How many nights did you spend in the Branson/Lakes area on your most recent visit to Branson?

RESPONDENT BASE: BRANSON VISITORS IN PAST 4 YEARS | N=184
BRANSON OVERNIGHT VISITORS | N=177

Branson visitors spent average of \$1,006 per party which equates to \$444 per person and/or \$109 per person per day.



Party Trip Spending
\$1,006

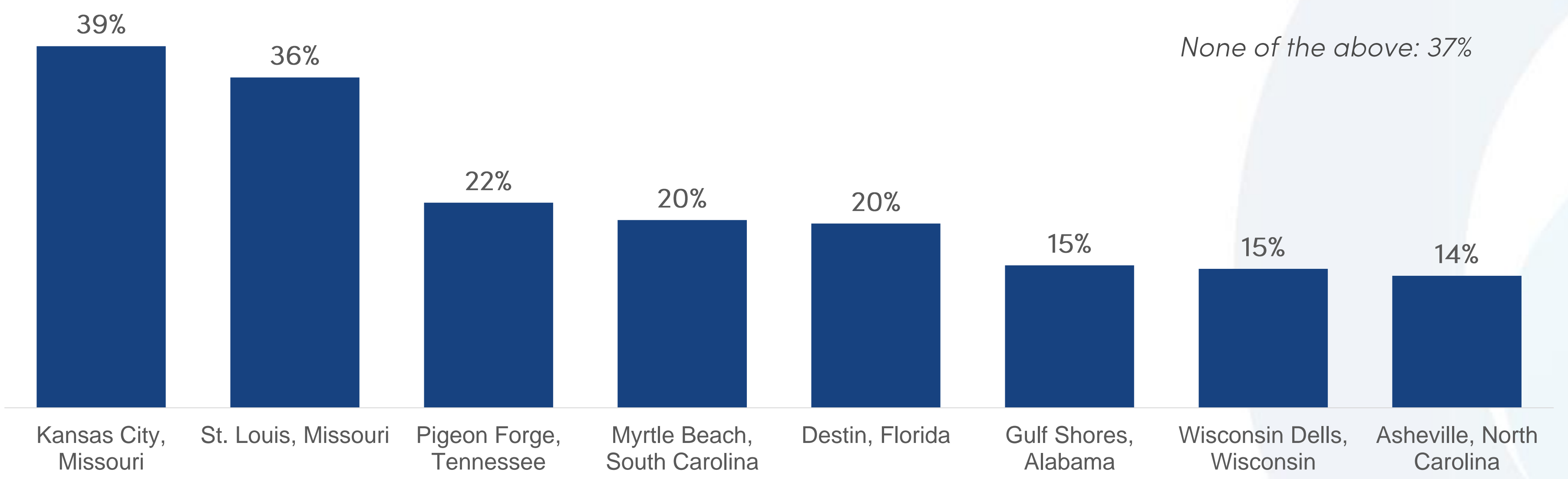


Per Person Trip Spending
\$444 or
\$109 per person per day

Q36: Approximately how much money did your party spend on lodging, food, entertainment, shopping and other activities in the Branson area on this trip – not including travel expenses to and from Branson?

While 37% of Branson visitors say they did not consider visiting any other destination; Kansas City, St. Louis and Pigeon Forge were among the top destinations among those who did.

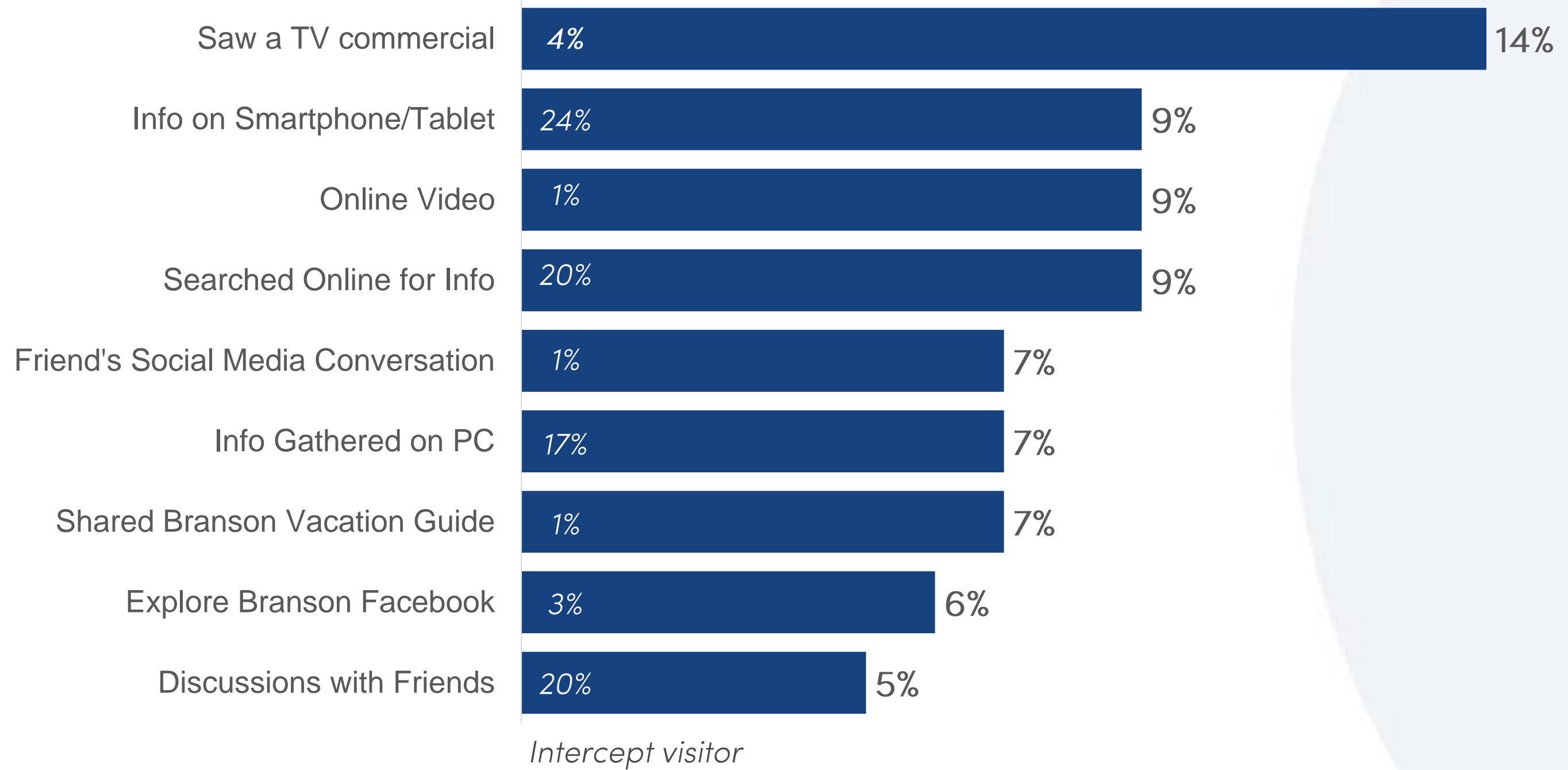
Destinations Considered When Planning Branson Trip



Q7: When making your decision to visit Branson the last time you traveled there, which other destinations (if any) did you also consider? Please select all that apply.

Branson visitors report that they were most influenced by a Branson television ads, online video or an online search for information.

Most Influential Media Source



Q41: Which of the following sources was most influential in your decision to visit Branson?

RESPONDENT BASE: BRANSON VISITORS WHO RECEIVED, READ, SAW OR HEARD BRANSON MESSAGES | N=152

Branson 2021 Visitor Profile Research

Non-Visitors



Non-Visitors heavily associate Branson with country music and live Branson shows. Western, Old and Folk music are also relevant associations.



Non-Visitors assume they would find country music shows, original music and music festivals, along with hillbilly/cheesy entertainment and comedy shows in Branson.

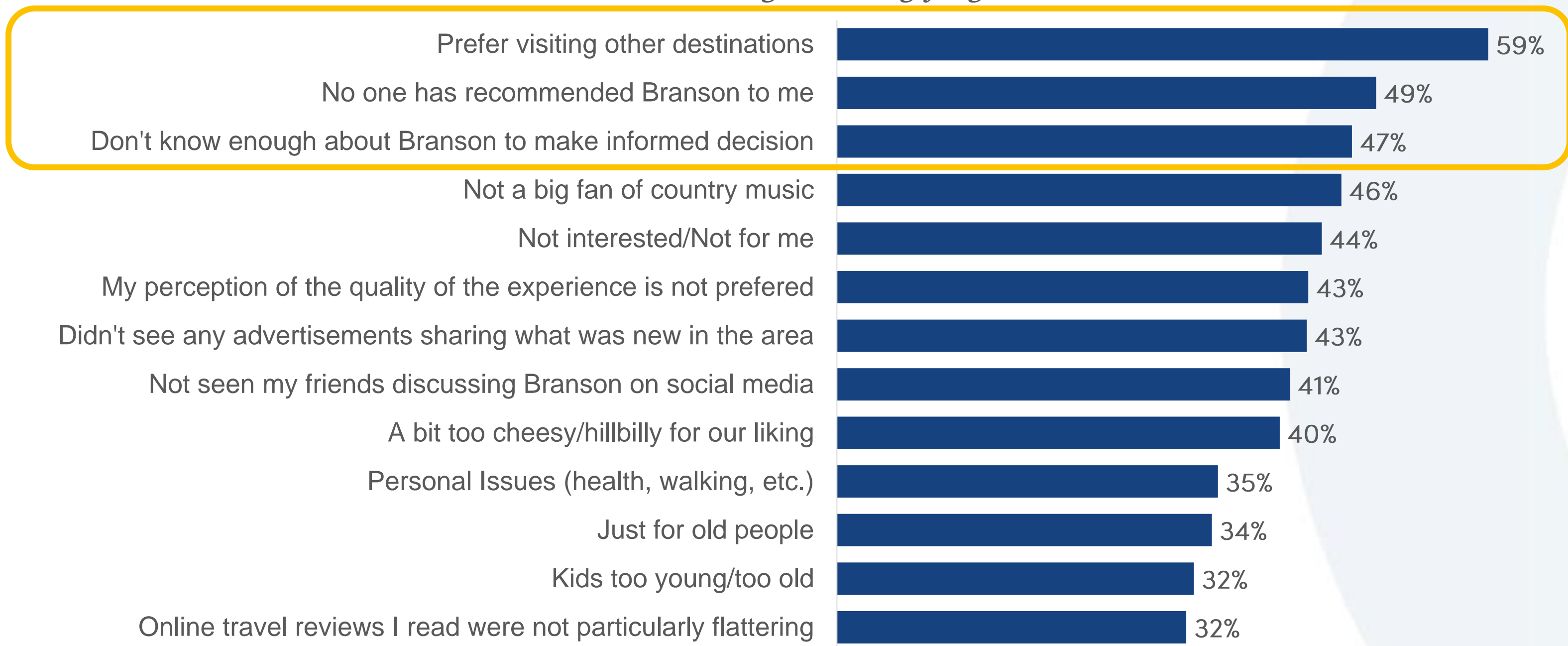
Types of Shows Expect to Find in Branson



Q54. Using the scale provided, please indicate the degree to which you would expect Branson to feature the following types of shows. Please select all that apply.

Non-Visitors say the biggest barriers to visiting Branson are other places they prefer to visit, Branson not being recommended to them and/or they don't know enough about Branson to make an informed decision.

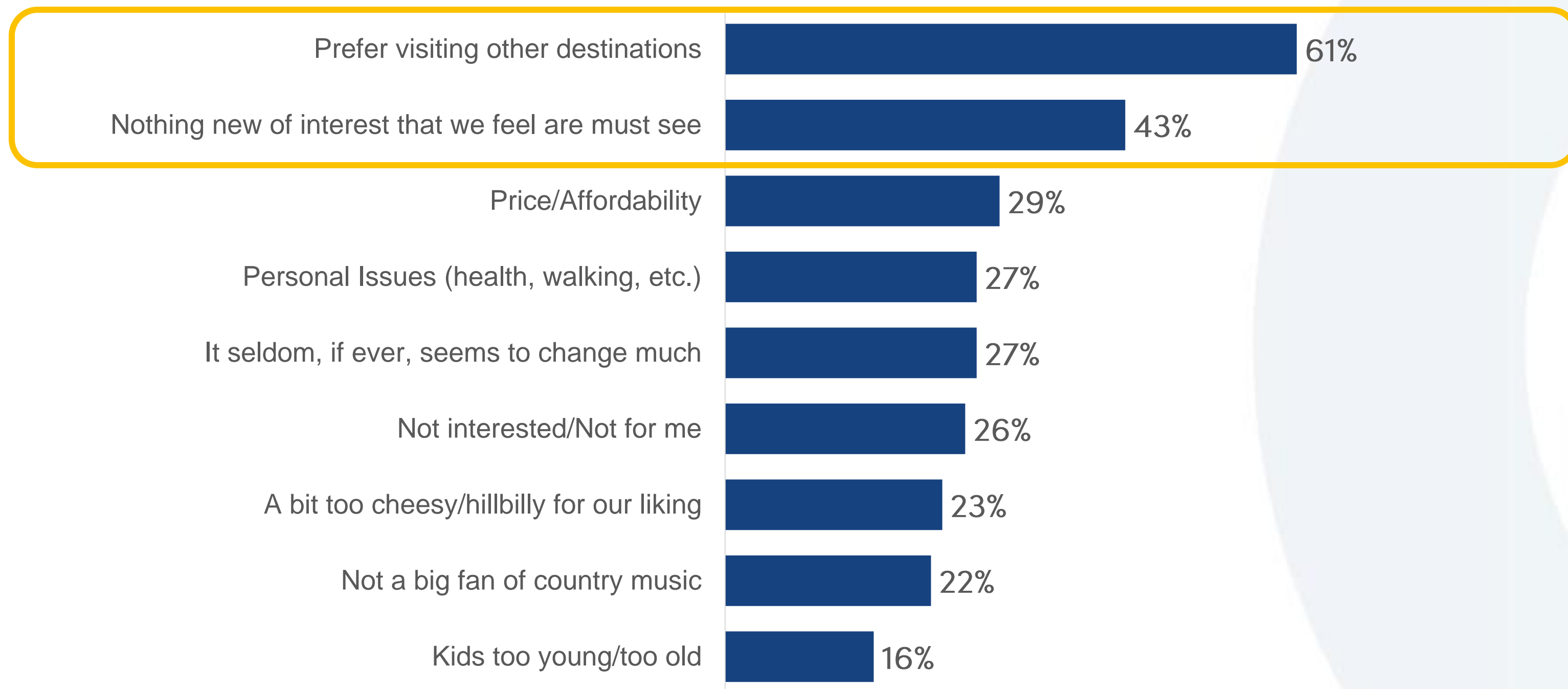
Stated Barriers to Visiting Branson
% Agree/Strongly Agree



Q60: Please rate how strongly you agree or disagree with the following reasons for why you have not visited Branson, MO recently. (5-point scale)

Lapsed visitors say the reason they haven't returned is that they prefer visiting other destinations or that there is nothing new of interest they feel they must see in Branson.

Stated Hurdles to Returning to Branson
% Agree/Strongly Agree



Q59: Please rate how strongly you agree or disagree with the following reasons for why you have not visited Branson, MO recently. (5-point scale)

Branson 2021 Visitor Profile Research

Outlook on 2022



Pent-Up Demand across the U.S. Attractions Industry Remains at Near-Record Levels



46%

Historic level of Unconverted Intent



62%

Current level of Unconverted Intent

In 2021, 62% more people indicated a desire to visit attractions than those who actually did so.

It is not unusual for attractions visitors' intent to exceed their actual behavior. What is unusual, however, is the level at which it continues to exist.

Historically, unconverted intent* has averaged 46%. That is, 46% of consumer intent was not satisfied in the past year.

Last year unconverted intent rose to a historic high at 65%—and in 2021 it remained at 62%, 35% above its historic levels.

*Unconverted intent is the ratio of those who intend to visit in the future but did not do so in 2021.



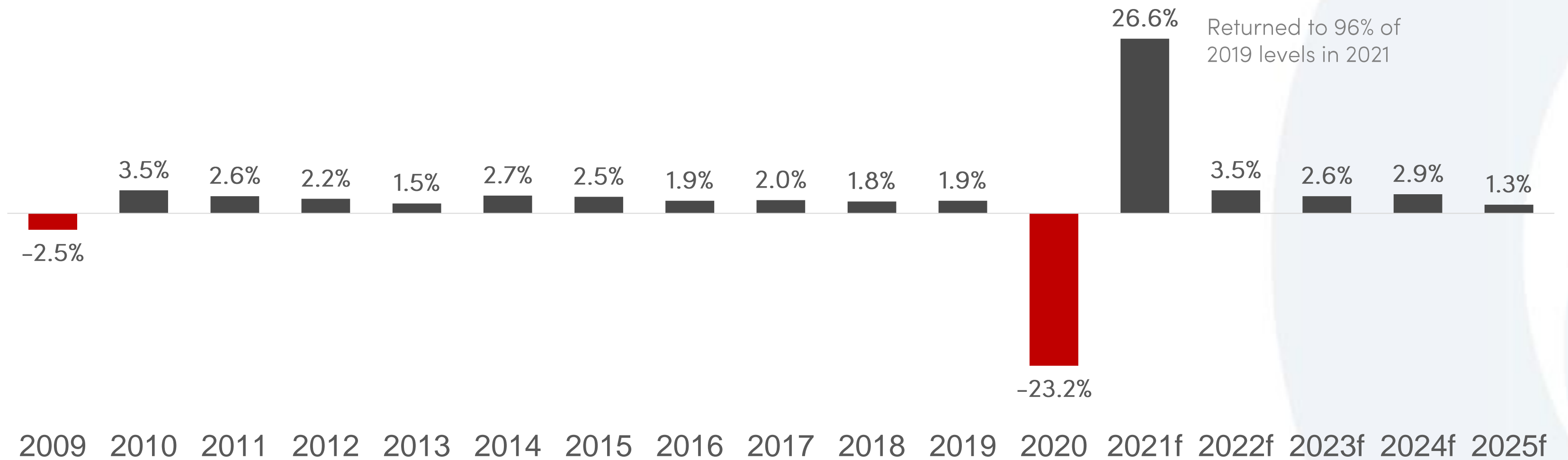
U.S. Attractions Consumer Intent is at an All-Time High

Attraction Industry Performance Overview



The U.S. Travel Association reports that leisure travel fell 23% in 2020 and rebounded by 27% in 2021. Looking forward, the forecast is for 2022 to deliver a +3.5% increase in leisure travel and another +2.6% increase again in 2023.

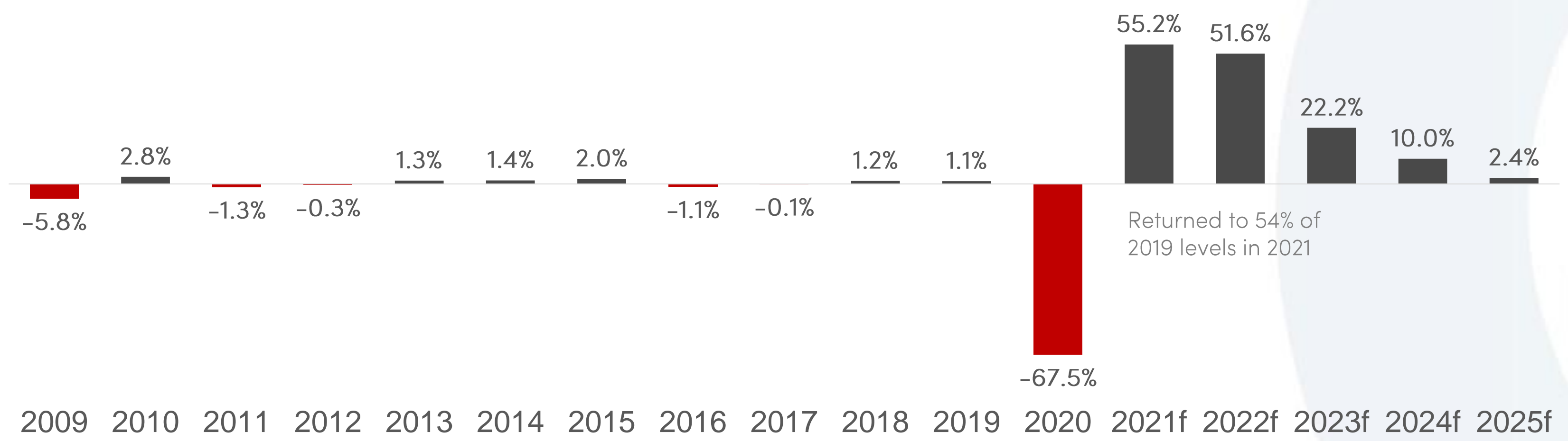
USTA Domestic Leisure Travel Forecast



SOURCE: U.S. TRAVEL ASSOCIATION TRAVEL FORECASTS UPDATED JAN 15, 2022

Business travel has experienced more of a roller coaster ride. After falling by 68% in 2020, business travel increased by 55% in 2021 and is expected to experience another +52% increase in 2022 followed by a +22% increase in 2023.

USTA Domestic Business Travel Forecast

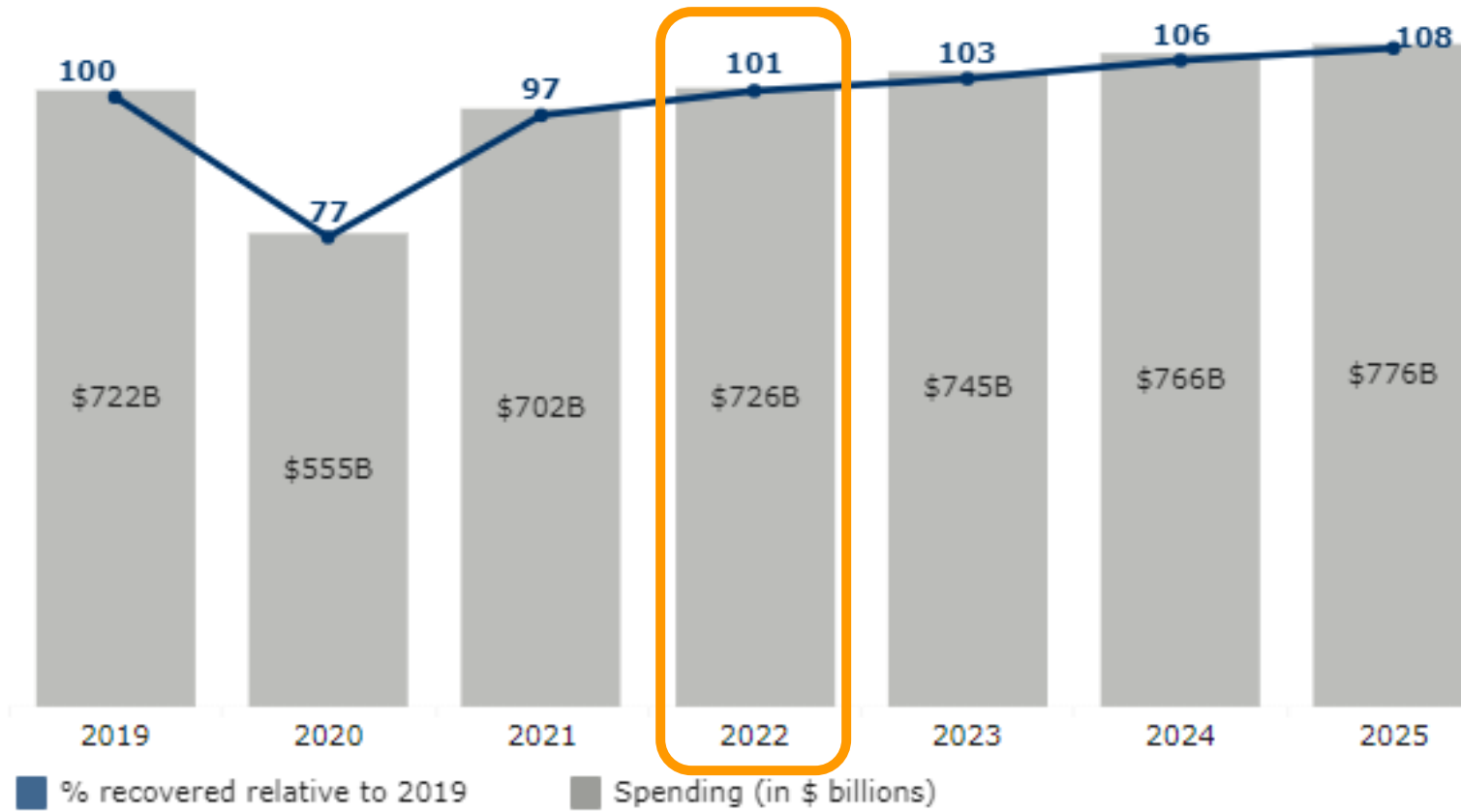


SOURCE: U.S. TRAVEL ASSOCIATION TRAVEL FORECASTS UPDATED JAN 15, 2022

- Data Sources & Partners
- Impact Summary
- Travel Indicators
- Int'l Arrivals to the U.S.
- Economic Conditions
- Employment
- Workforce
- Travel Sentiment
- Predictive DMO Indicators
- Predictive Industry Indicators
- Economic Forecast
- Domestic Travel Forecast**
- International Travel Forecast
- U.S. Hotel Forecast

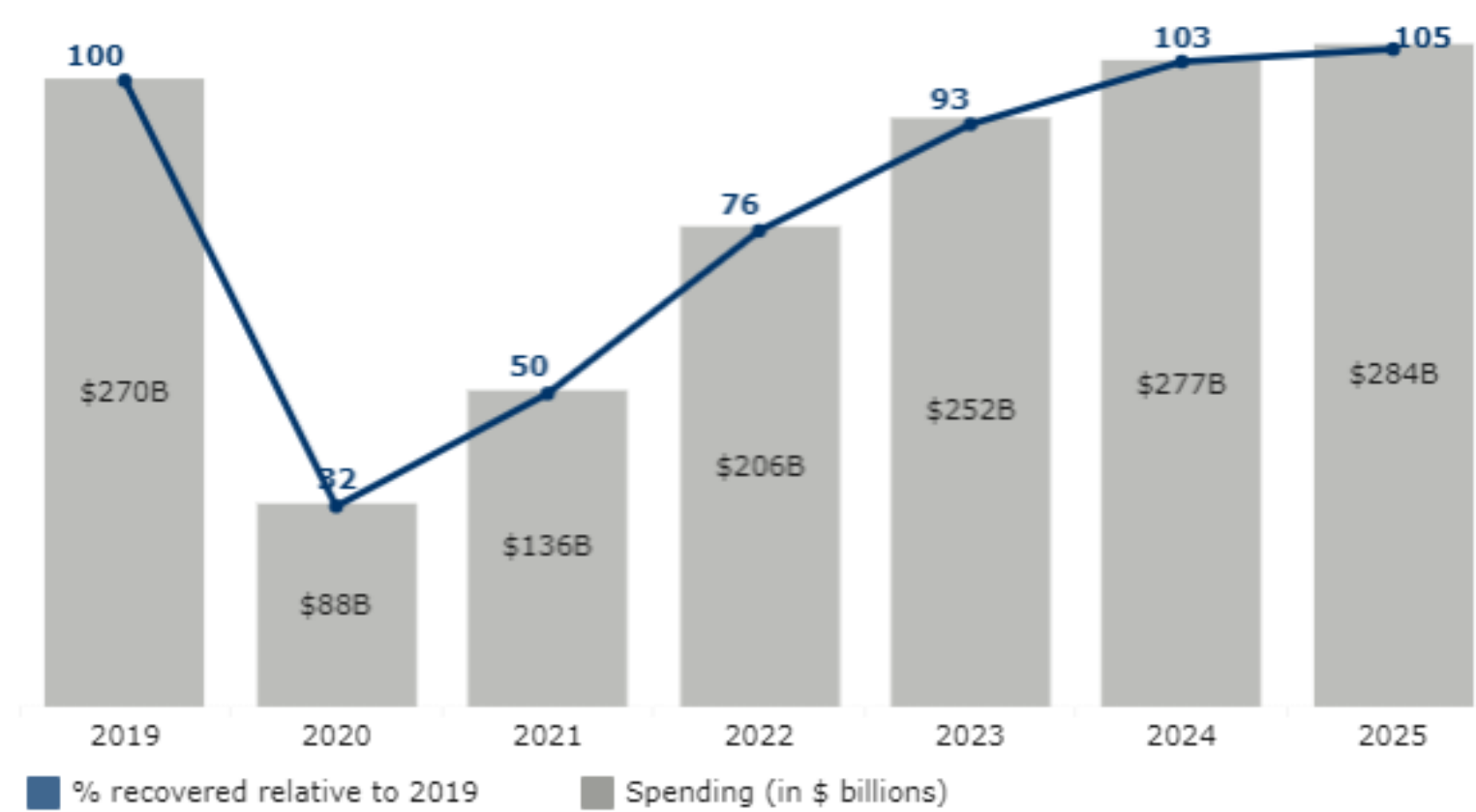
Domestic Leisure Travel Spending

Forecasted recovery, relative to 2019 (index, 2019=100)



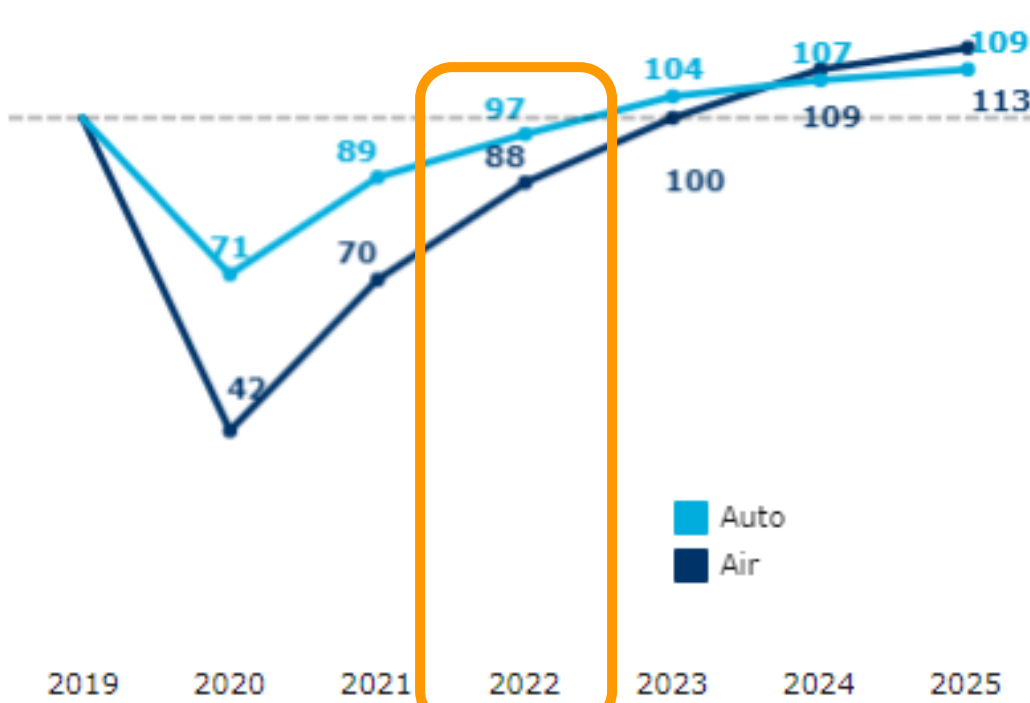
Domestic Business Travel Spending

Forecasted recovery, relative to 2019 (index, 2019=100)



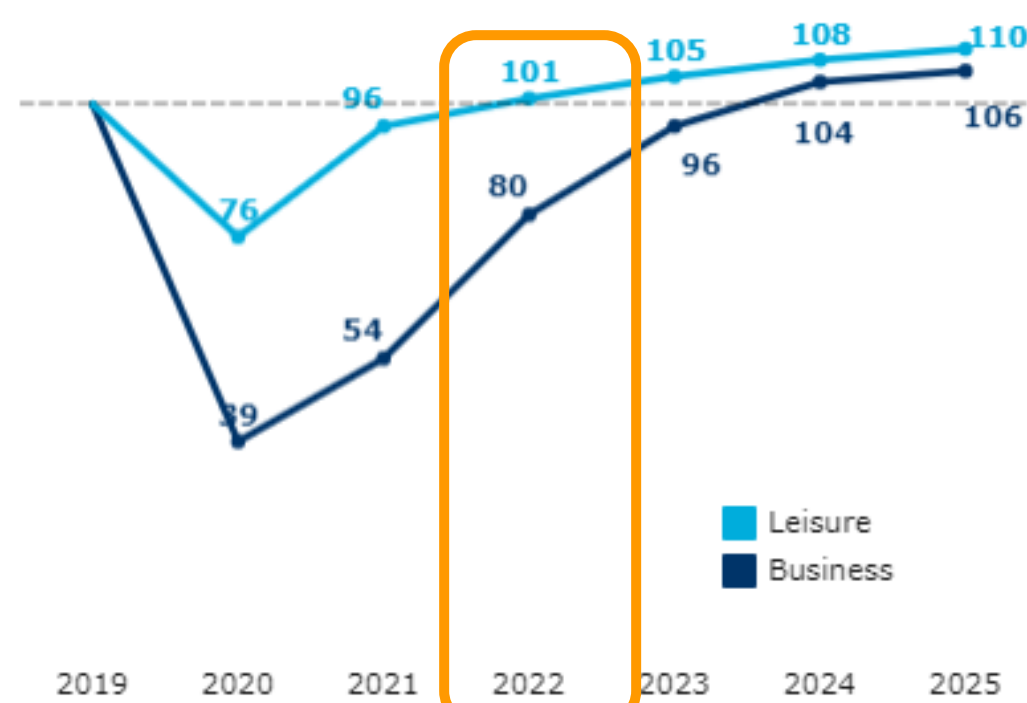
Domestic Auto vs. Air Travel Volume

Forecasted recovery, relative to 2019 (index, 2019=100)



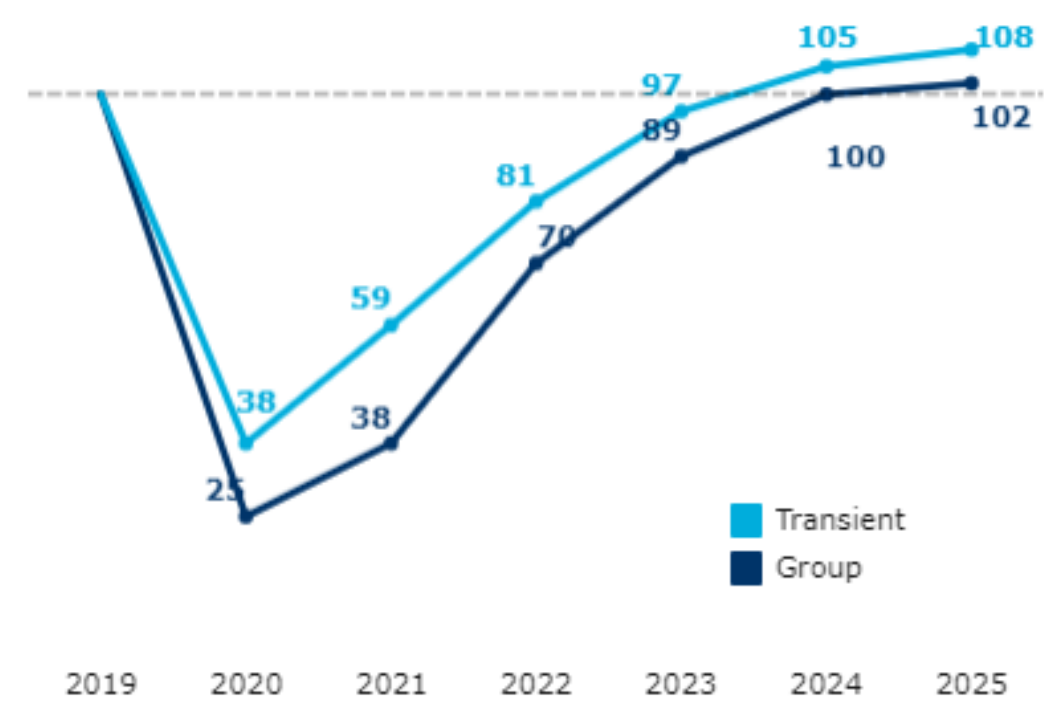
Domestic Leisure vs. Business Travel Volume

Forecasted recovery, relative to 2019 (index, 2019=100)



Domestic Business Travel Volume by Segment

Forecasted recovery, relative to 2019 (index, 2019=100)



Insights

U.S. hotel demand will reach full recovery in 2022 based on the updated forecast released in January by Tourism Economics and STR.

Even as average daily rate (ADR) will recover to 2.7% above its 2019 level, real ADR, adjusted for inflation, will be 7.2% below its 2019 level. Revenue per available room (RevPAR) on a nominal basis is projected to fully recover in 2023, with occupancy recovering slightly ahead of its prior peak.

This updated forecast anticipates a slightly stronger level of RevPAR in 2022 than in the prior quarterly forecast. Overall, 2022 room revenue is estimated to average 3.1% above 2019 levels.

According to the STR Market Recovery Monitor, in January only 50% of markets were classified as peak as compared to 81% in December. Markets are classified as Depression if RevPAR (total room inventory) is less than 50% of 2019 level for the same month, Recession (between 50% and 80%), Recovery (80% and 100%), or Peak (above 100%).

U.S. Hotel Forecast Summary

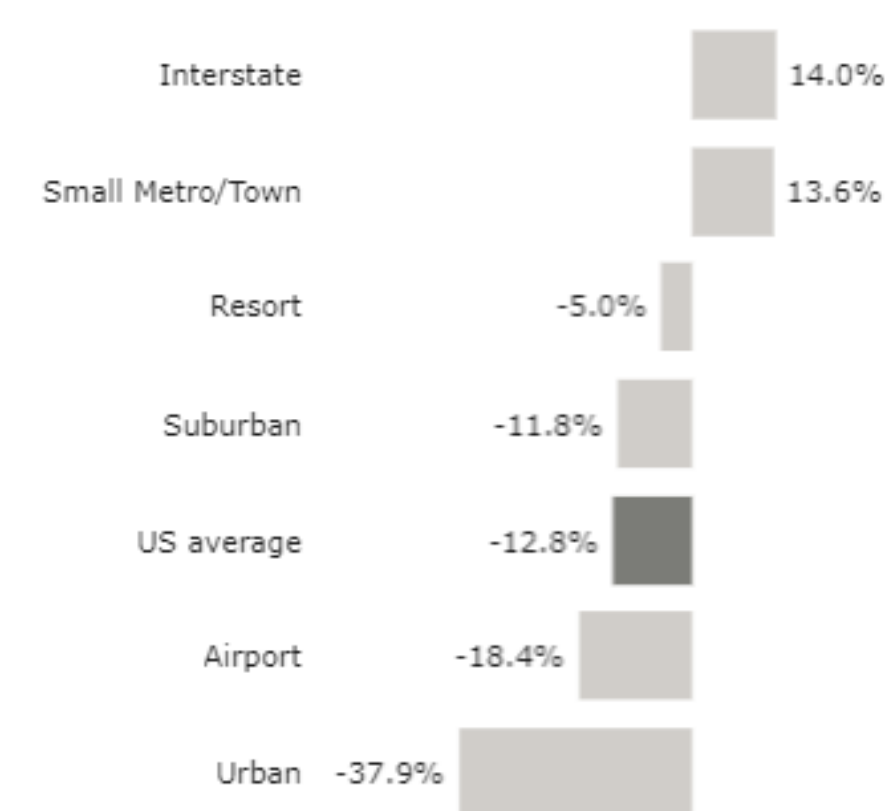
YOY % change, Forecast released January 2022

	2020	2021	2022	2023
Supply	-3.9%	5.1%	2.8%	1.3%
Occupancy	-33.3%	31.0%	10.7%	3.6%
Demand	-35.9%	37.7%	13.8%	4.9%
ADR	-21.1%	20.7%	7.9%	4.0%
RevPAR	-47.4%	58.1%	19.4%	7.7%
RevPAR relative to 2019	-47.4%	-16.8%	-0.6%	7.0%

Note: RevPAR reflects standard methodology
Source: STR; Tourism Economics

U.S. Actual RevPAR Growth by Location

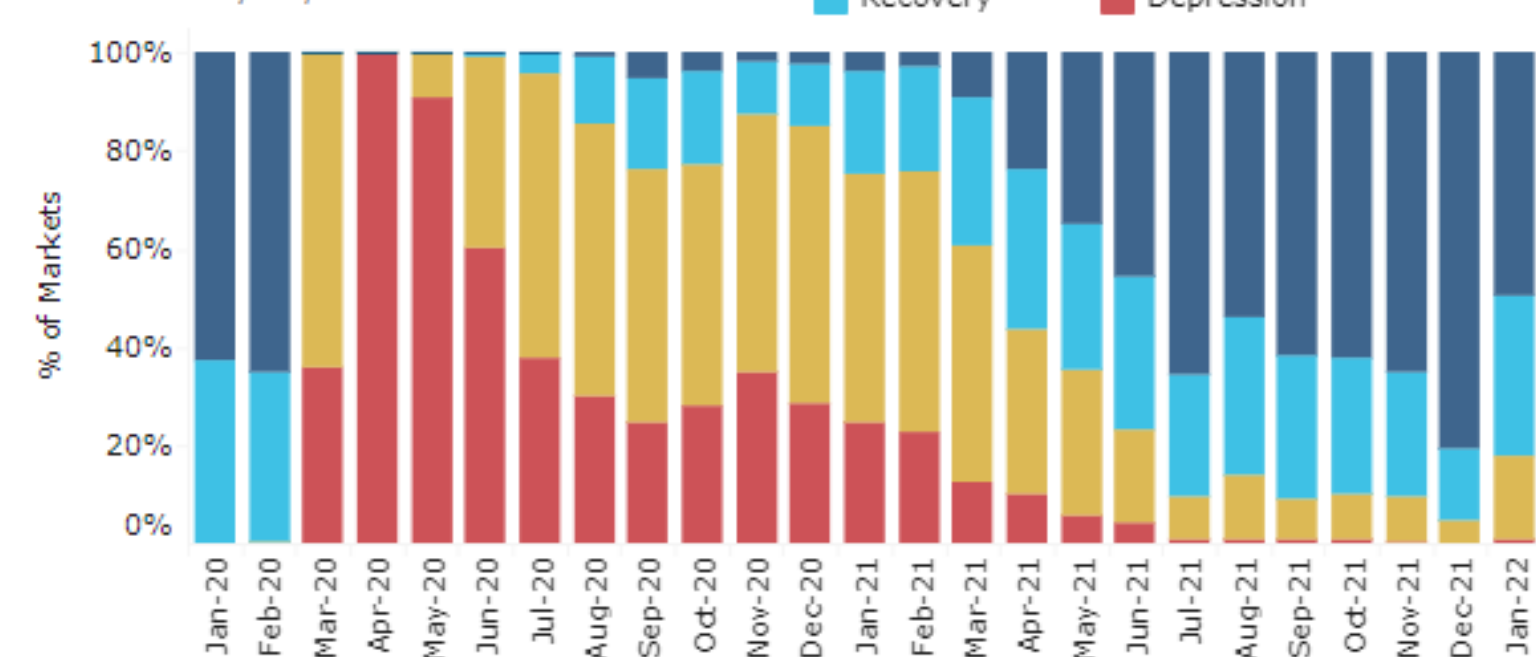
January 2022, % change relative to 2019



Source: STR

STR Market Recovery Monitor

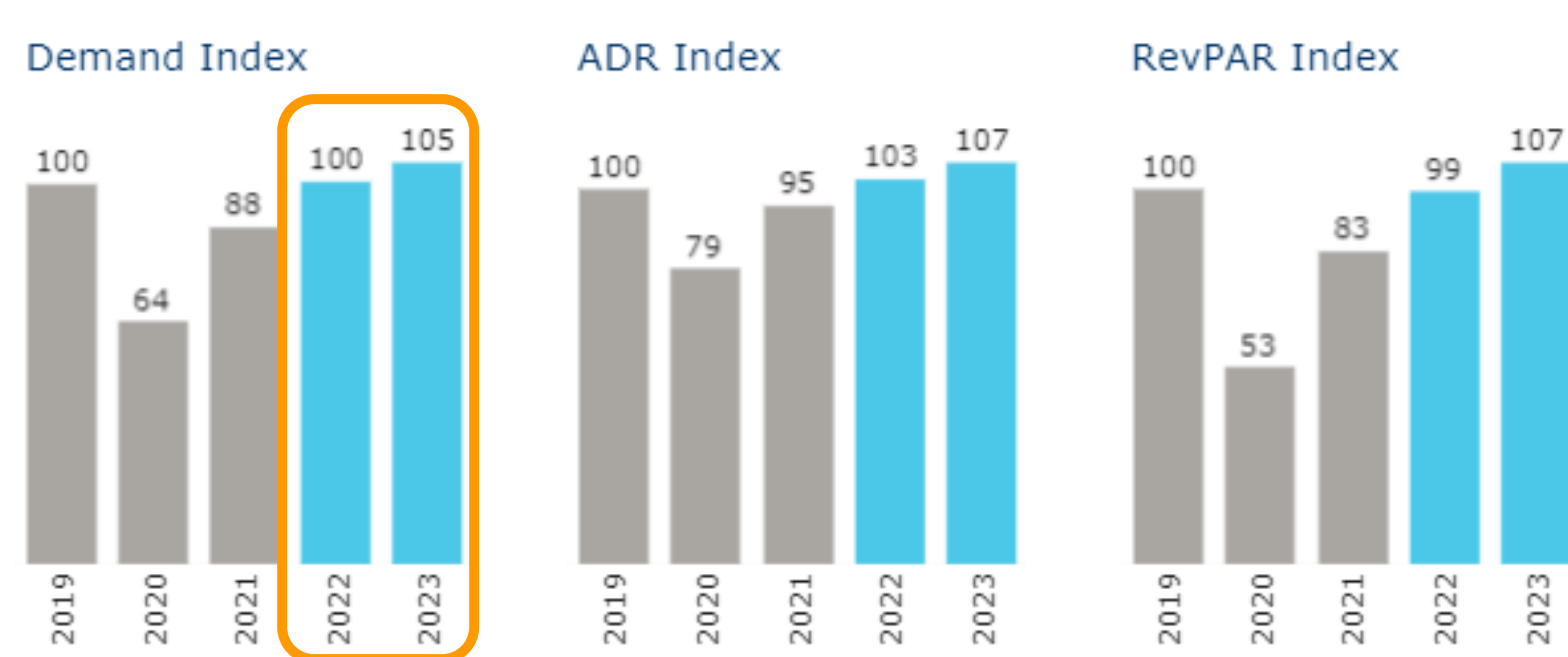
As of February 24, 2022



Source: STR

U.S. Hotel Forecast Indexed to 2019

Forecast released January 2022 (2019 = 100)



Note: RevPAR reflects standard methodology
Source: STR; Tourism Economics

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- Economic Forecast
- Domestic Travel Forecast
- International Travel Forecast
- U.S. Hotel Forecast**



GREETINGS
FROM

THANK YOU

GET IN TOUCH WITH US

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