

Key Performance Indicators Dashboard Q3

Prepared for Branson Convention & Visitors Bureau

Delivered December 2024

THE CLOSEST TO THE CUSTOMER WINS.



01. Branson Performance

02. VISITOR PROFILE KEY PERFORMANCE INDICATORS

03. U.S. ECONOMIC KEY PERFORMANCE INDICATORS



Quarter 3 2024

Branson/Lakes Area CVB Key Performance Indicators Dashboard

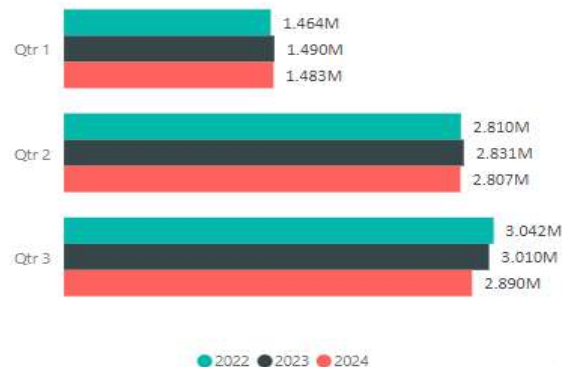
BRANSON PERFORMANCE

Estimated Visitation YTD Thru September 2024

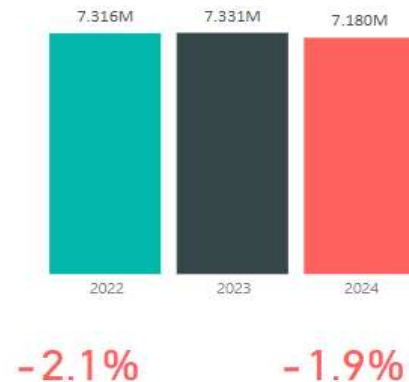
Visitation by Month



Visitation by Quarter



Visitation by Year





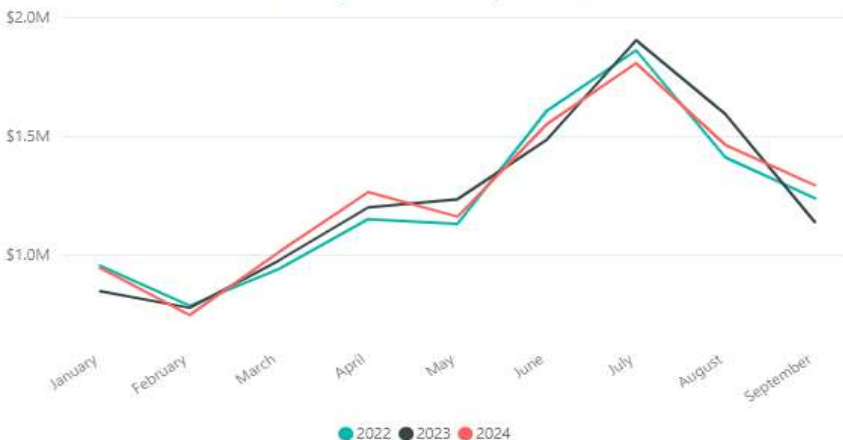
Branson/Lakes Area CVB Key Performance Indicators Dashboard

Quarter 3 2024

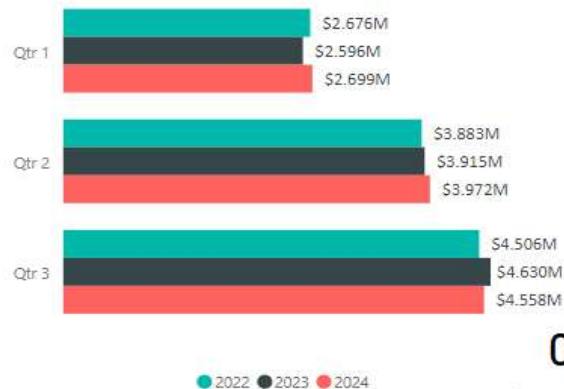
BRANSON PERFORMANCE

1% City Sales Tax YTD Thru September 2024

1% City Sales Tax by Month



1% City Sales Tax by Quarter



1% City Sales Tax by Year



0.8%

Sales Tax vs. Last Year

1.5%

Sales Tax vs. 2 Years Ago



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Quarter 3 2024

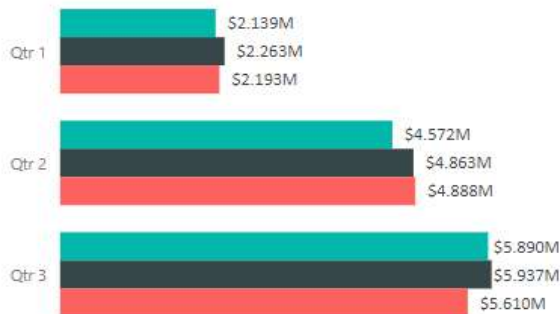
BRANSON PERFORMANCE

Tourism Tax YTD Thru September 2024

Tourism Tax by Month



Tourism Tax by Quarter



Tourism Tax by Year



-2.9%

Tourism Tax vs. Last Year

0.7%

Tourism Tax vs. 2 Years Ago



Branson/Lakes Area CVB Key Performance Indicators Dashboard

Quarter 3 2024

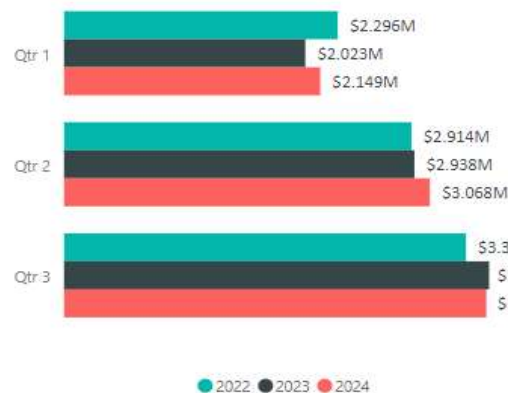
BRANSON PERFORMANCE

TCED Tax YTD Thru September 2024

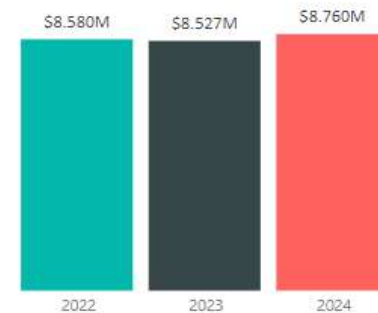
TCED Tax by Month



TCED Tax by Quarter



TCED Tax by Year



2.7%

TCED Tax vs. Last Year

2.1%

TCED Tax vs. 2 Years Ago



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Quarter 3 2024

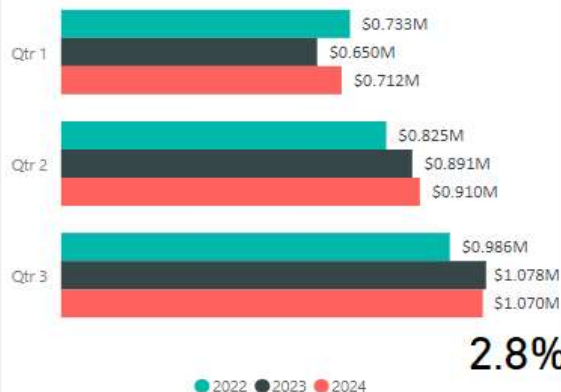
BRANSON PERFORMANCE

Stone County Tax YTD Thru September 2024

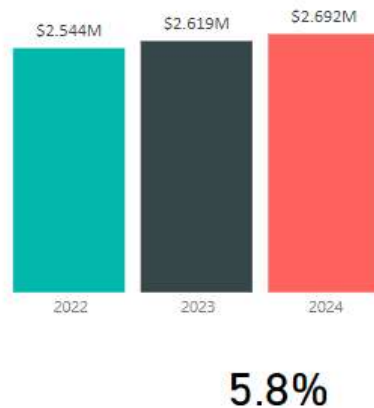
Stone County Tax by Month



Stone County Tax by Quarter



Stone County Tax by Year



Stone County Tax vs. Last Year Stone County Tax vs. 2 Years Ago



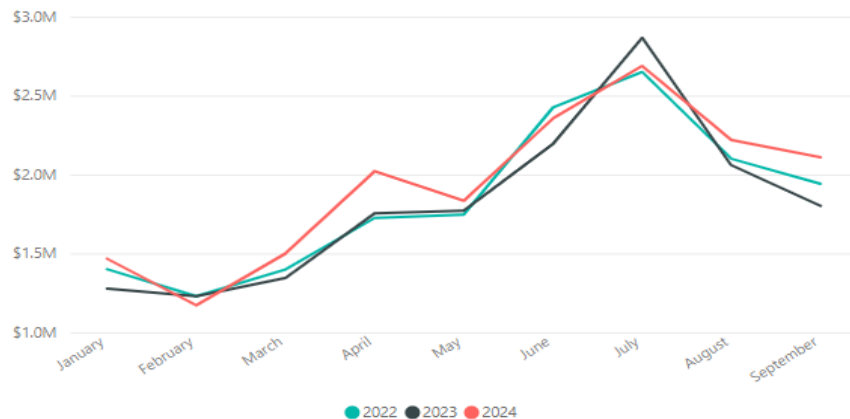
Branson/Lakes Area CVB Key Performance Indicators Dashboard

Quarter 3 2024

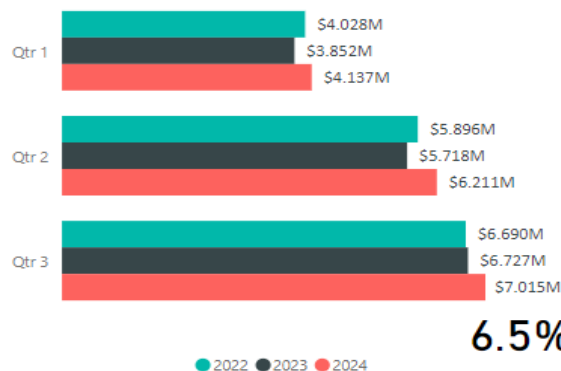
BRANSON PERFORMANCE

Taney County Tax YTD Thru September 2024

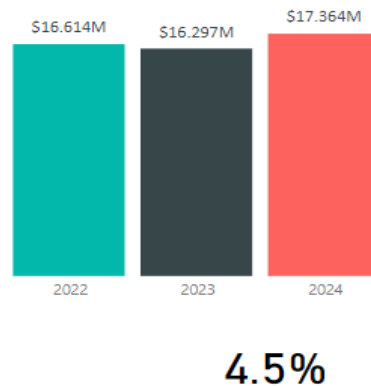
Taney County Tax by Month



Taney County Tax by Quarter



Taney County Tax by Year



6.5%

4.5%

Taney County Tax vs. Last Year Taney County Tax vs. 2 Years Ago



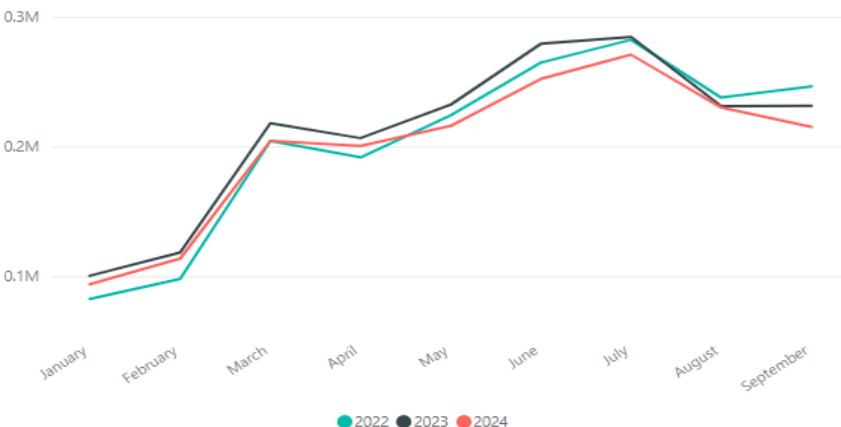
Branson/Lakes Area CVB Key Performance Indicators Dashboard

Quarter 3 2024

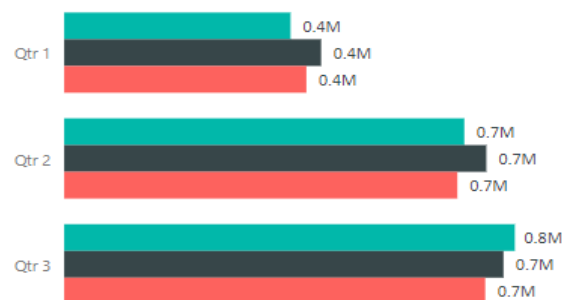
BRANSON PERFORMANCE

Branson STR Room Demand YTD Thru September 2024

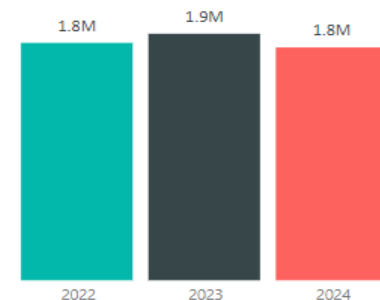
Branson Room Demand by Month



Branson Room Demand by Quarter



Branson Room Demand by Year



- 5.5%

- 1.9%

Branson Demand vs. Last Year Branson Demand vs. 2 Years Ago

01. BRANSON PERFORMANCE

02. Visitor Profile Key Performance Indicators

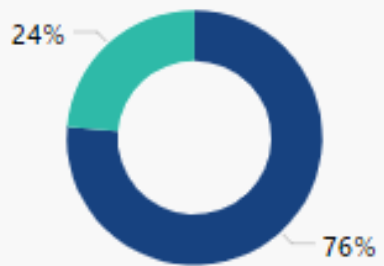
03. U.S. ECONOMIC KEY PERFORMANCE INDICATORS



Quarter 3 2024

VISITOR PROFILE KPIs

First Time vs. Repeat



● Repeat Visitor ● First-Time Visitor

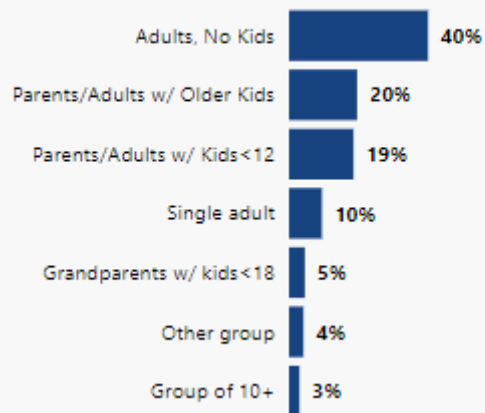


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Key Performance Indicators Dashboard

Quarter 3 2024

VISITOR PROFILE KPIs

Party Composition



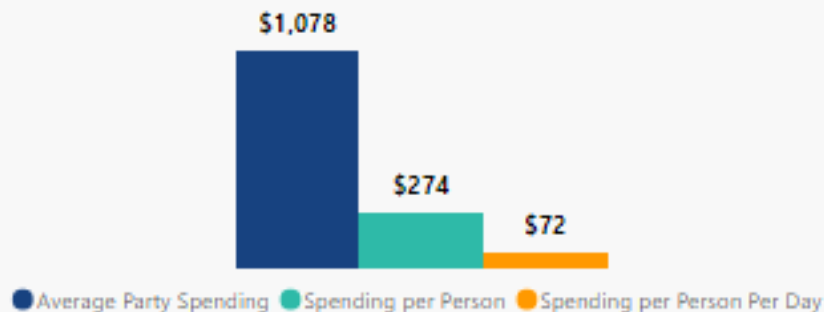


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VISITOR PROFILE KPIs

Party Spending





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Quarter 3 2024

VISITOR PROFILE KPIs

Branson Party Composition

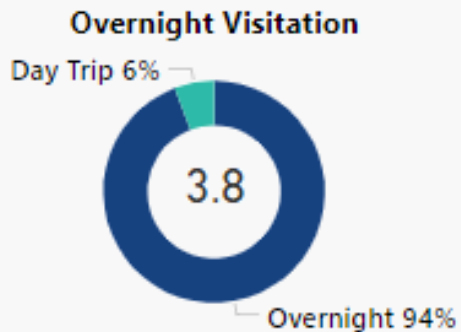
Party Size	3.94
Average Adult Age	46.7
Average Child Age	9.5
Under 12	15%
12 to 17 years	10%
18 to 34 years	24%
35 to 54 years	26%
55+ years	26%
Families	59%
Adults	41%
Average HH Income	\$81,297



Branson/Lakes Area CVB
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VISITOR PROFILE KPIs





Branson/Lakes Area CVB Key Performance Indicators Dashboard

Quarter 3 2024

VISITOR PROFILE KPIs

Activity Participation & Influence

Activity	Influenced Visit	Participated
Silver Dollar City	41%	53%
Live shows	29%	48%
Shopping	28%	71%
Outlook/Lake activities	24%	43%
Branson Landing	22%	52%
Unique Local Restaurants	20%	54%
Downtown Branson/Main Street	18%	57%
Rural Sightseeing	14%	34%
Museum attraction	12%	33%
Aquarium At The Boardwalk	10%	26%
Reunions/Family Events	9%	14%
Historical Places/Old Homes	8%	23%
Wine Tasting/Winery Tour	7%	20%
Zip Line	7%	18%
Excursion (Branson Railways, etc.)	7%	18%
Golf	7%	14%
Special Event/Festival	6%	15%
Spa/Health Club	5%	12%
Youth/Amateur/Collegiate Sporting Event	4%	10%
WonderWorks	4%	12%
None of the above		2%



Branson/Lakes Area CVB
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Quarter 3 2024

VISITOR PROFILE KPIs

Live Shows Seen in Branson

# of Live Shows Seen on Most Recent Visit to Branson	2.51
Live Performances/Productions in Branson Theater	68%
Theme/Amusement Park Shows	33%
Dinner Show Productions	46%
Outdoor Light/Fountain/Fireworks Shows	23%
Celebrity Show/Concert in Branson Theater	27%
Thunder Ridge Nature Arena	0.9%

01. BRANSON PERFORMANCE

02. VISITOR PROFILE KEY PERFORMANCE INDICATORS

03. U.S. Economic Key Performance Indicators



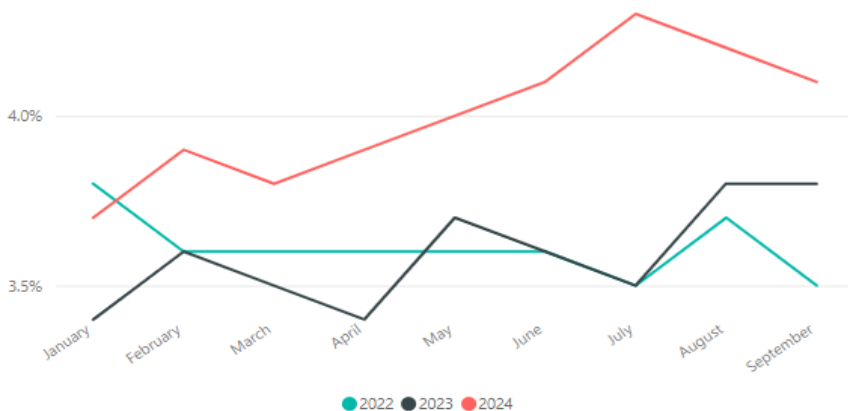
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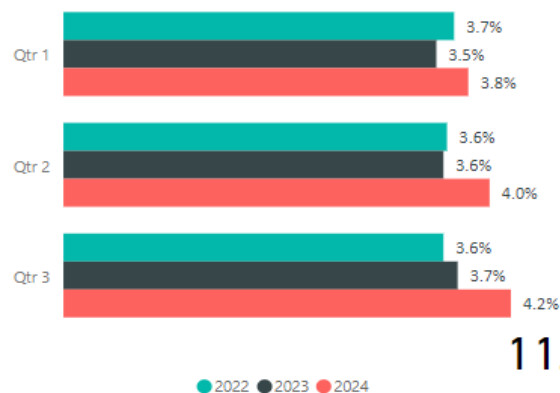
US ECONOMIC KPIs

US Unemployment Rate YTD Thru September 2024

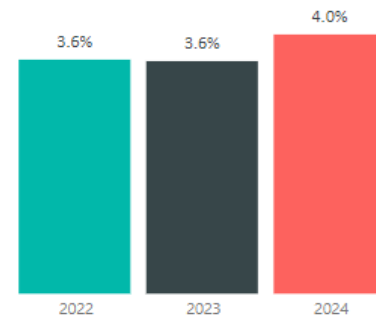
Unemployment by Month



Unemployment by Quarter



Unemployment by Year



11.5%

10.8%

Unemployment vs. Last Year Unemployment vs. 2 years Ago



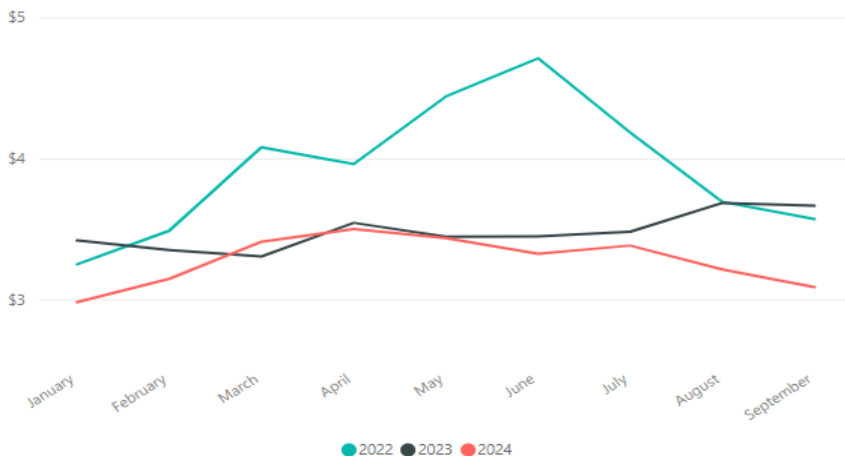
Branson/Lakes Area CVB Key Performance Indicators Dashboard

Quarter 3 2024

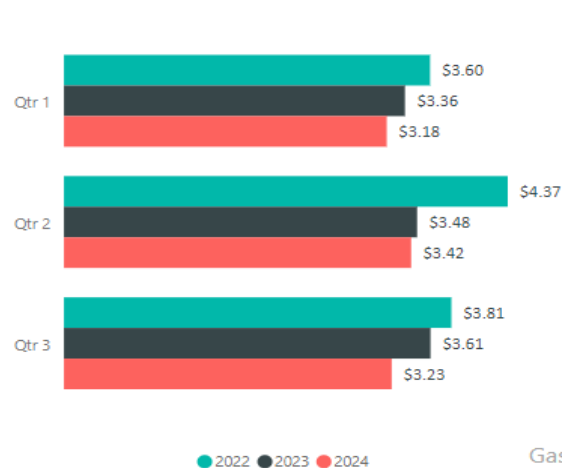
US ECONOMIC KPIs

Gas Prices YTD Thru September 2024

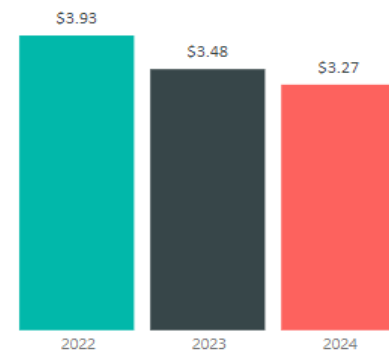
Gas Prices by Month



Gas Prices by Quarter



Gas Prices by Year



-5.9%

Gas Price vs. Last Year

-16.7%

Gas Price vs. 2 Years Ago



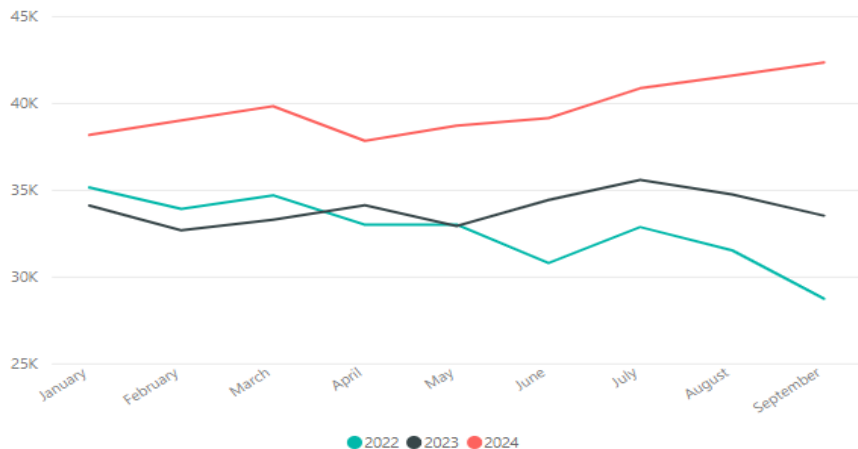
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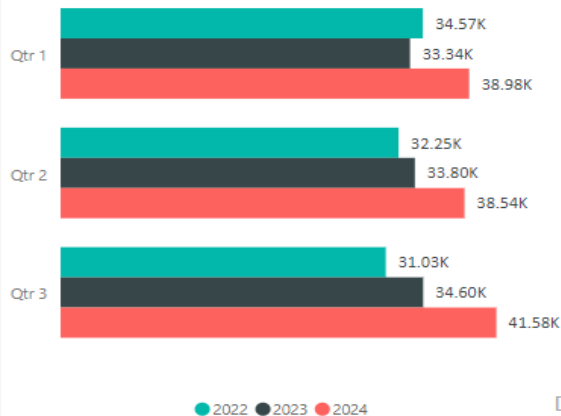
US ECONOMIC KPIS

Dow Jones Industrial Average (DJIA) YTD Thru September 2024

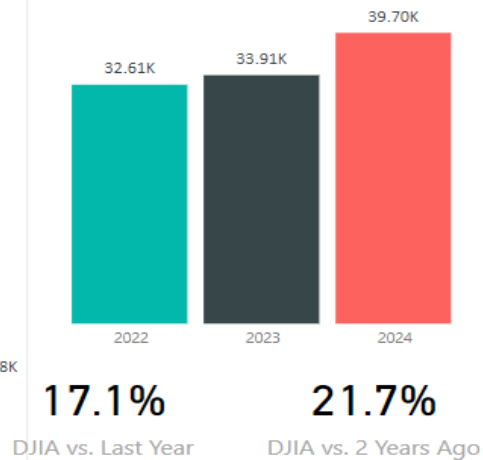
DJIA by Month



DJIA by Quarter



DJIA by Year





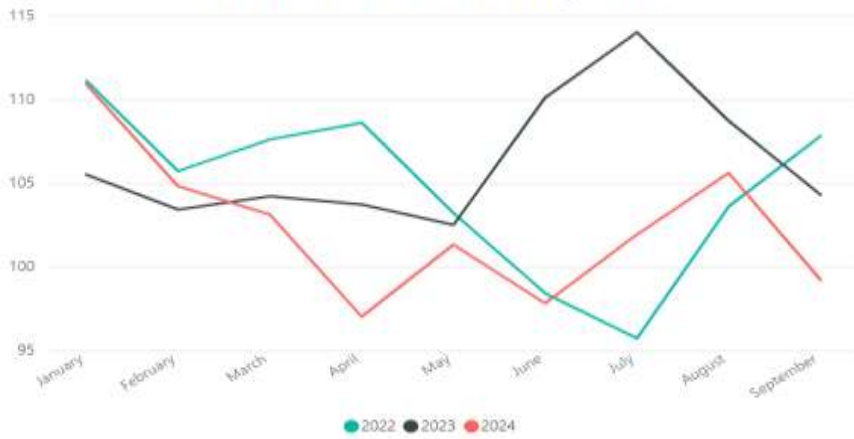
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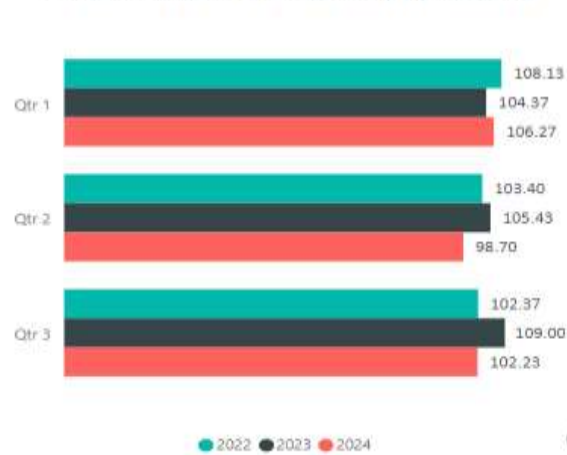
US ECONOMIC KPIs

Consumer Confidence Index (CCI) YTD Thru September 2024

Consumer Confidence Index by Month



Consumer Confidence Index by Quarter



Consumer Confidence Index by Year



Research developed for Branson, Missouri.

Our team loves the magic of data and research. We work until the voice of your customer is clear and you have the answers you need. If you have questions about this report, please let us know.

Email: mbemarkt@h2rmarketresearch.com

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