

Key Performance Indicators Dashboard Q4

Prepared for Branson Convention & Visitors Bureau

Delivered March 2025

THE CLOSEST TO THE CUSTOMER WINS.



01. Branson Performance

02. VISITOR PROFILE KEY PERFORMANCE INDICATORS

03. U.S. ECONOMIC KEY PERFORMANCE INDICATORS



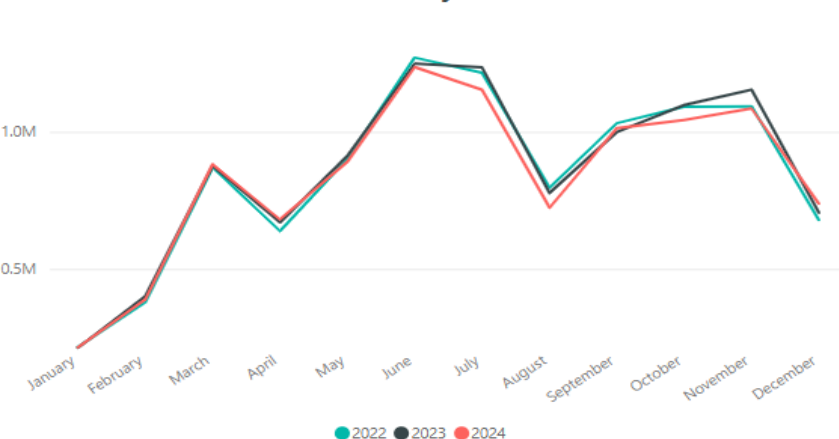
Branson/Lakes Area CVB Key Performance Indicators Dashboard

Quarter 4 2024

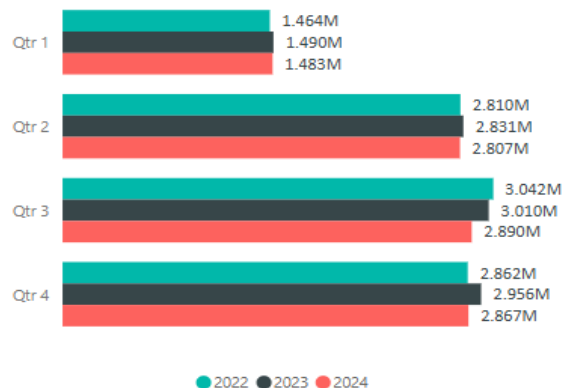
BRANSON PERFORMANCE

Estimated Visitation YTD Thru December 2024

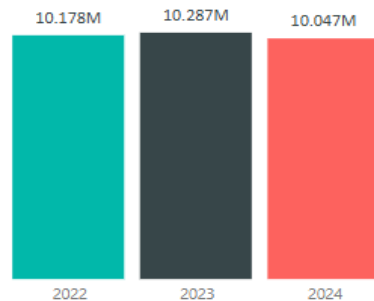
Visitation by Month



Visitation by Quarter



Visitation by Year



-2.3%

This Year vs. Last Year

-1.3%

This Year vs. 2 Years Ago



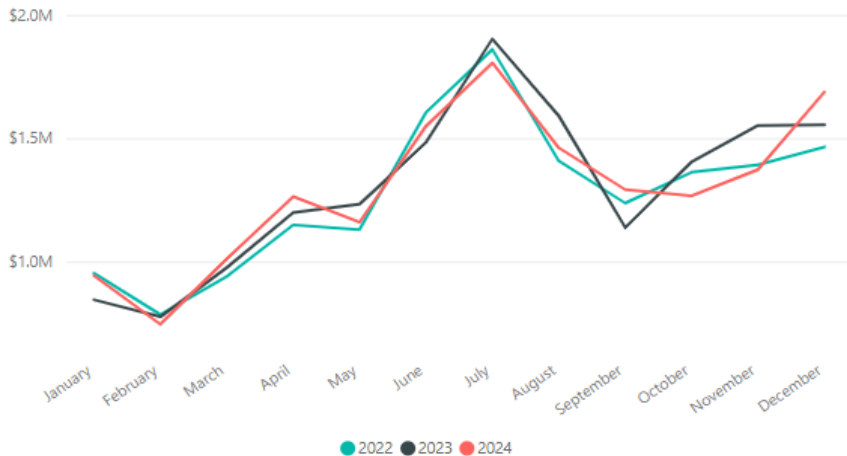
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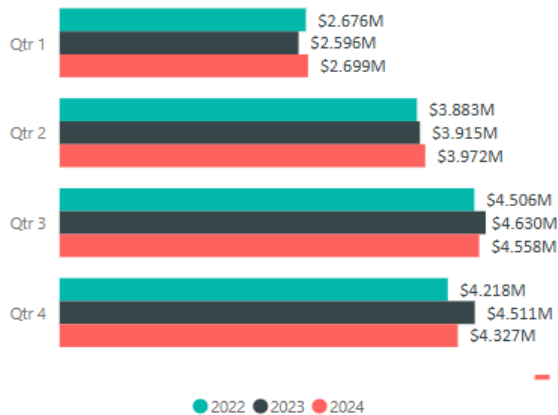
BRANSON PERFORMANCE

1% City Sales Tax YTD Thru December 2024

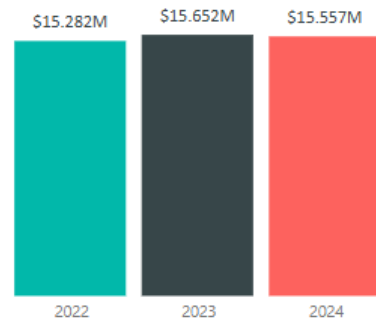
1% City Sales Tax by Month



1% City Sales Tax by Quarter



1% City Sales Tax by Year



-0.6%

Sales Tax vs. Last Year

1.8%

Sales Tax vs. 2 Years Ago



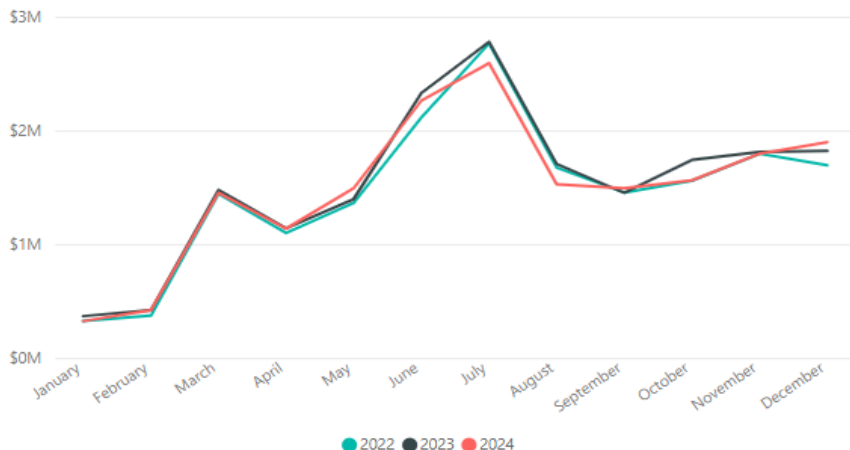
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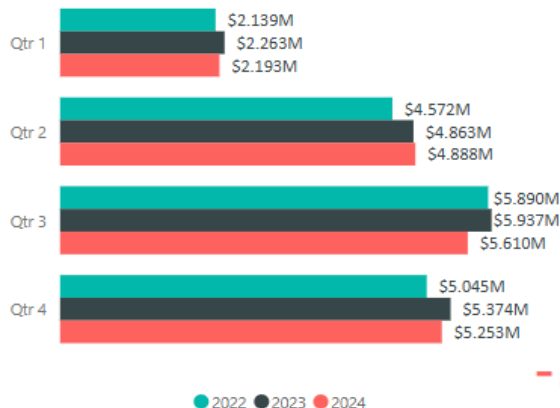
BRANSON PERFORMANCE

Tourism Tax YTD Thru December 2024

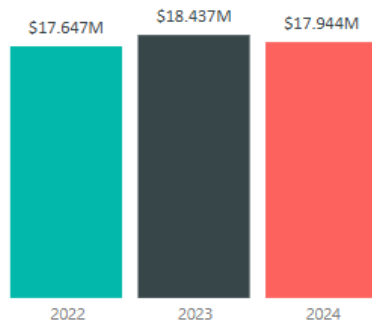
Tourism Tax by Month



Tourism Tax by Quarter



Tourism Tax by Year



-2.7%

1.7%

Tourism Tax vs. Last Year

Tourism Tax vs. 2 Years Ago

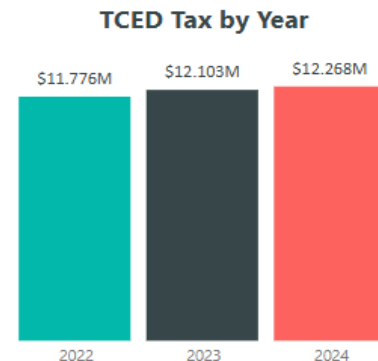
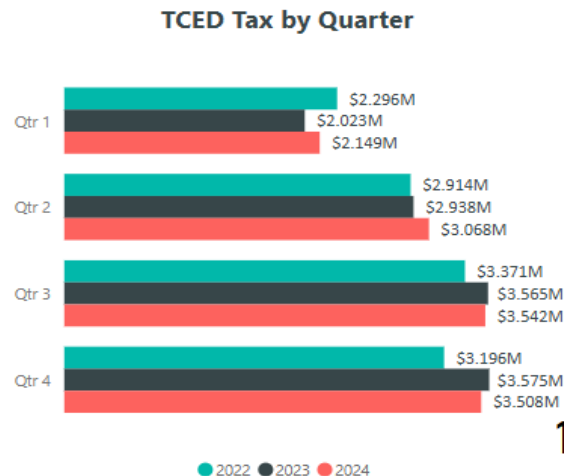
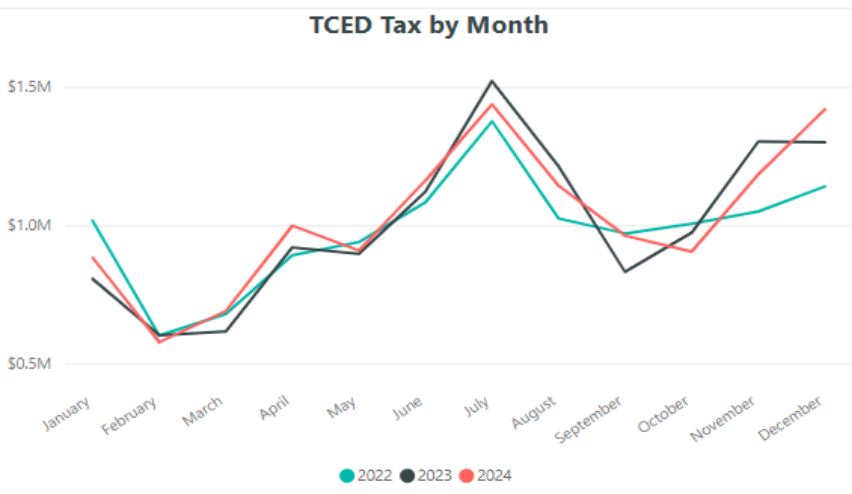


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BRANSON PERFORMANCE

TCED Tax YTD Thru December 2024



1.4%

TCED Tax vs. Last Year

4.2%

TCED Tax vs. 2 Years Ago



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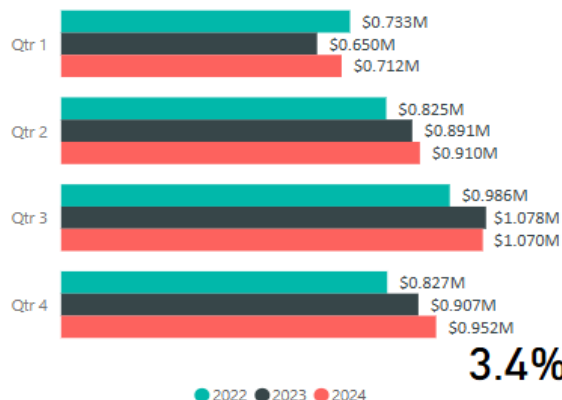
BRANSON PERFORMANCE

Stone County Tax YTD Thru December 2024

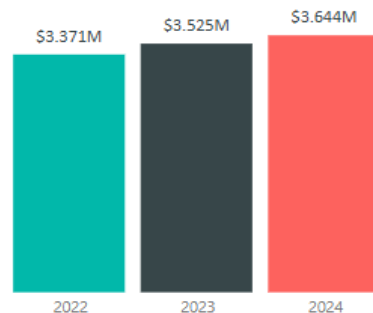
Stone County Tax by Month



Stone County Tax by Quarter



Stone County Tax by Year



3.4%

8.1%

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



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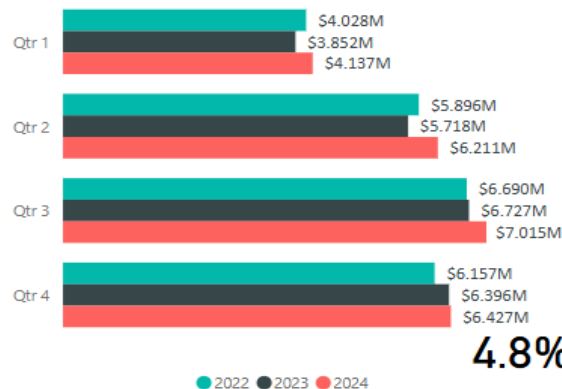
BRANSON PERFORMANCE

Taney County Tax YTD Thru December 2024

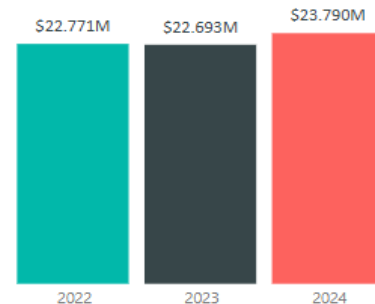
Taney County Tax by Month



Taney County Tax by Quarter



Taney County Tax by Year



4.8%

4.5%

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



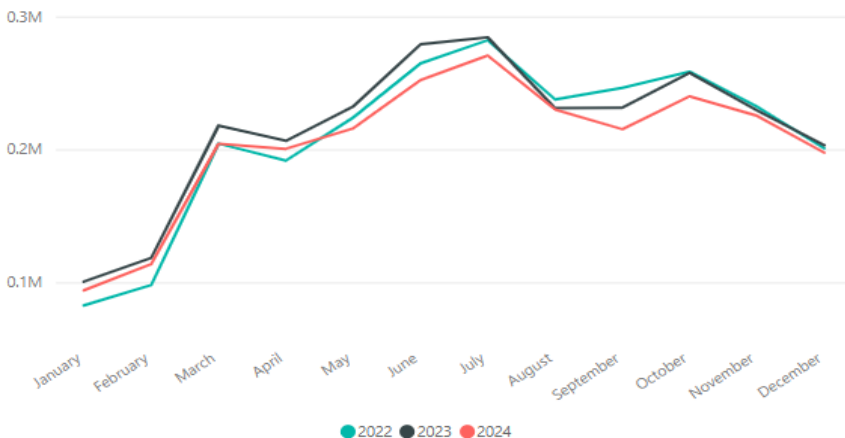
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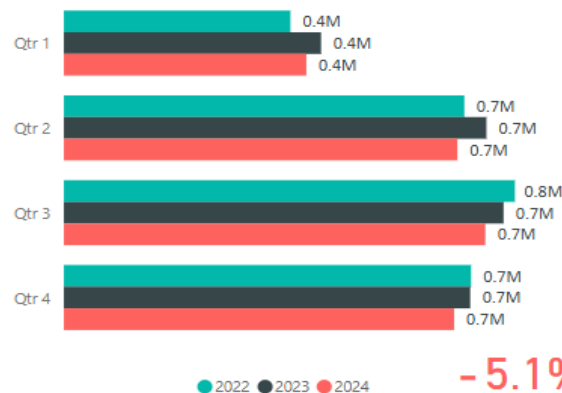
BRANSON PERFORMANCE

Branson STR Room Demand YTD Thru December 2024

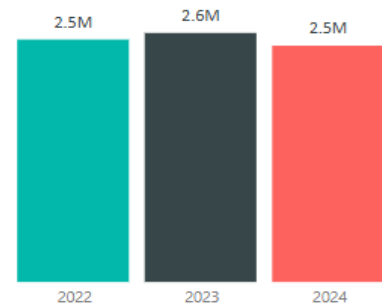
Branson Room Demand by Month



Branson Room Demand by Quarter



Branson Room Demand by Year



-5.1% Branson Demand vs. Last Year
-2.5% Branson Demand vs. 2 Years Ago

01. BRANSON PERFORMANCE

02. Visitor Profile Key Performance Indicators

03. U.S. ECONOMIC KEY PERFORMANCE INDICATORS

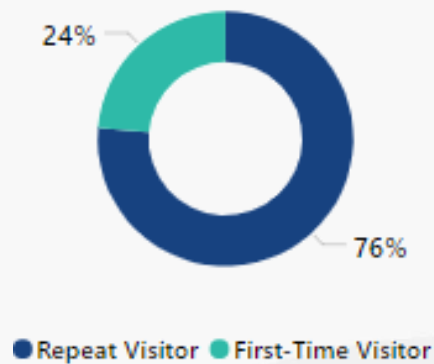


Branson/Lakes Area CVB
Key Performance Indicators Dashboard

Quarter 4 2024

VISITOR PROFILE KPIs

First Time vs. Repeat



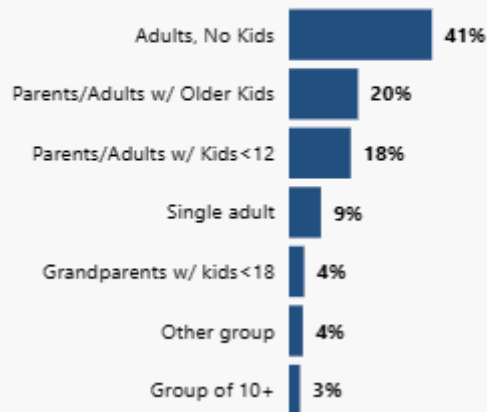


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VISITOR PROFILE KPIs

Party Composition

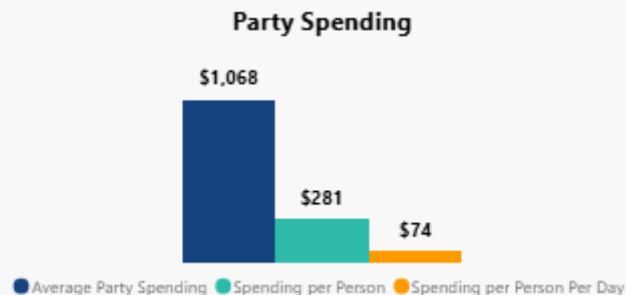




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VISITOR PROFILE KPIs





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VISITOR PROFILE KPIs

Branson Party Composition

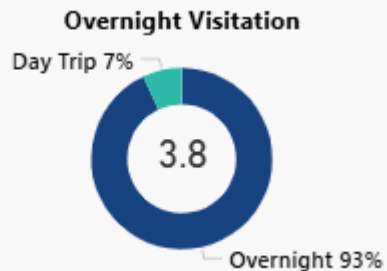
Party Size	3.81
Average Adult Age	46.9
Average Child Age	9.6
Under 12	14%
12 to 17 years	10%
18 to 34 years	23%
35 to 54 years	26%
55+ years	27%
Families	58%
Adults	42%
Average HH Income	\$80,796



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VISITOR PROFILE KPIs





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VISITOR PROFILE KPIs

Activity	Influenced Visit	Participated
Silver Dollar City	40%	52%
Live shows	28%	47%
Shopping	27%	69%
Outlook/Lake activities	23%	41%
Branson Landing	21%	51%
Unique Local Restaurants	18%	51%
Downtown Branson/Main Street	18%	56%
Rural Sightseeing	13%	32%
Museum attraction	12%	31%
Aquarium At The Boardwalk	9%	25%
Reunions/Family Events	8%	13%
Historical Places/Old Homes	7%	21%
Wine Tasting/Winery Tour	7%	18%
Zip Line	6%	16%
Golf	6%	13%
Excursion (Branson Railways, etc.)	6%	16%
Special Event/Festival	6%	15%
Spa/Health Club	4%	11%
Youth/Amateur/Collegiate Sporting Event	4%	8%
WonderWorks	3%	12%
None of the above		2%



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VISITOR PROFILE KPIs

Live Shows Seen in Branson

# of Live Shows Seen on Most Recent Visit to Branson	2.50
Live Performances/Productions in Branson Theater	69%
Theme/Amusement Park Shows	33%
Dinner Show Productions	46%
Outdoor Light/Fountain/Fireworks Shows	22%
Celebrity Show/Concert in Branson Theater	27%
Thunder Ridge Nature Arena	1.5%

01. BRANSON PERFORMANCE

02. VISITOR PROFILE KEY PERFORMANCE INDICATORS

03. U.S. Economic Key Performance Indicators



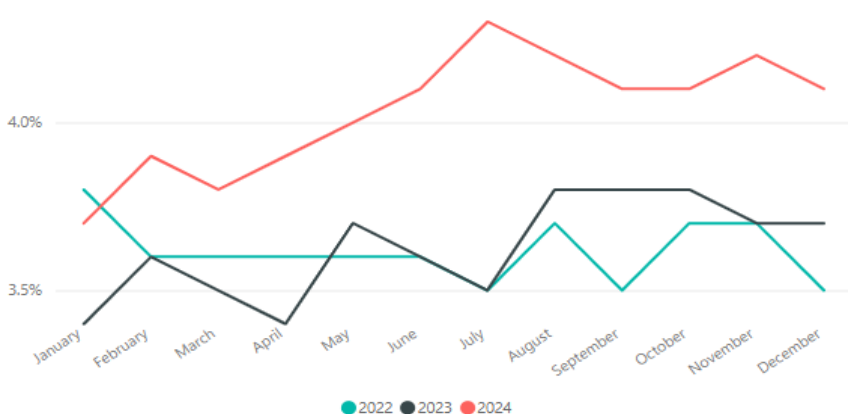
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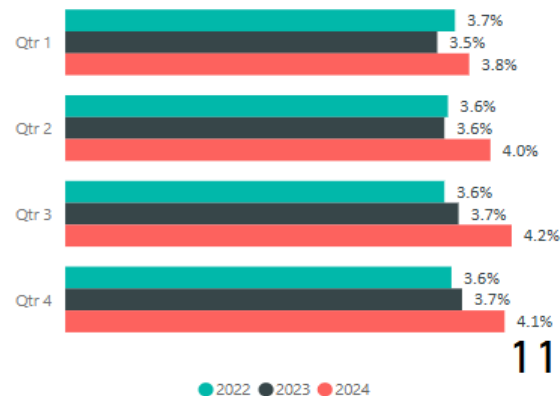
US ECONOMIC KPIs

US Unemployment Rate YTD Thru December 2024

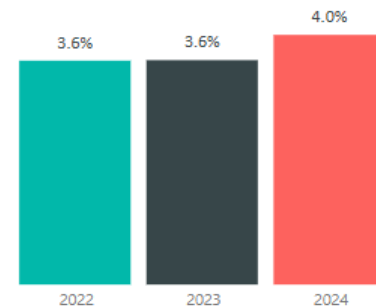
Unemployment by Month



Unemployment by Quarter



Unemployment by Year



11.3%

11.5%

Unemployment vs. Last Year Unemployment vs. 2 years Ago



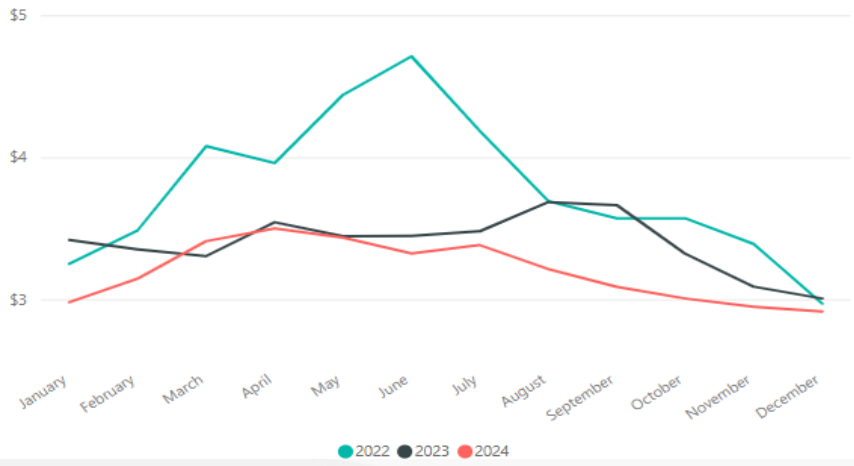
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US ECONOMIC KPIs

Gas Prices YTD Thru December 2024

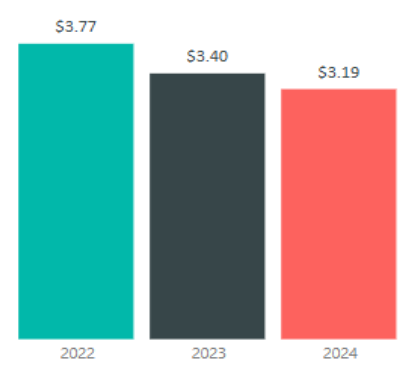
Gas Prices by Month



Gas Prices by Quarter



Gas Prices by Year



- 5.9%

Gas Price vs. Last Year

- 15.4%

Gas Price vs. 2 Years Ago





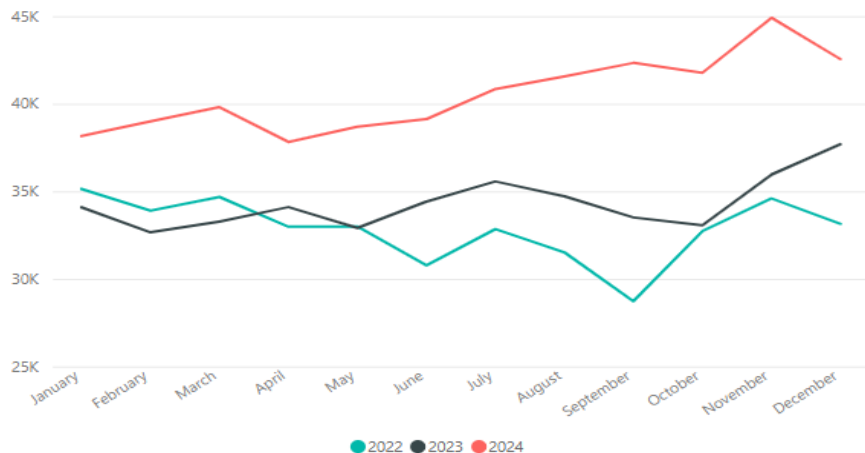
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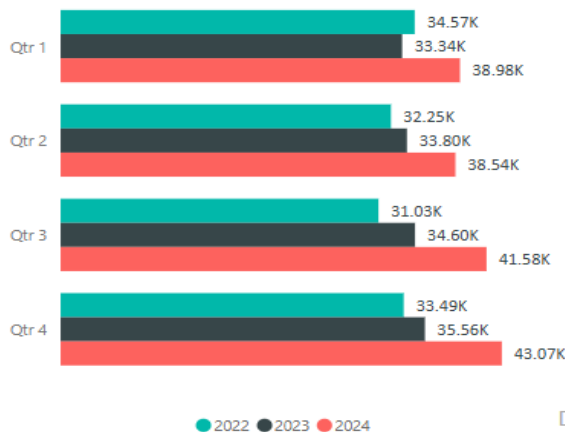
US ECONOMIC KPIS

Dow Jones Industrial Average (DJIA) YTD Thru December 2024

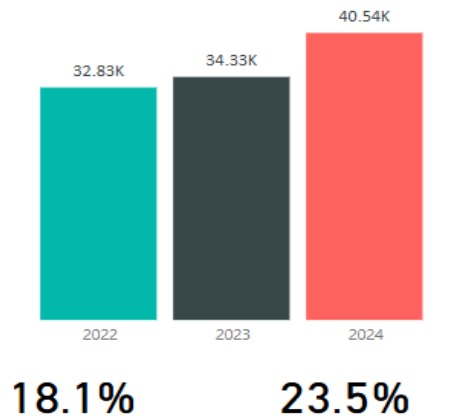
DJIA by Month



DJIA by Quarter



DJIA by Year



18.1%

DJIA vs. Last Year

23.5%

DJIA vs. 2 Years Ago

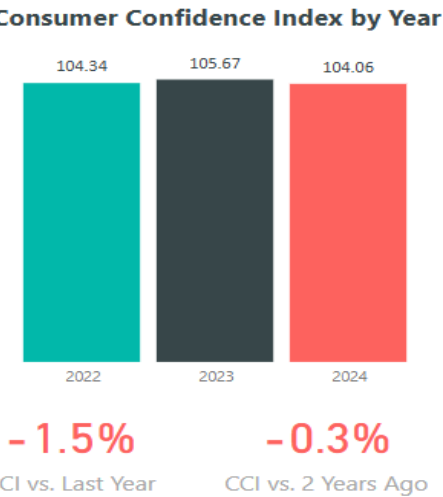
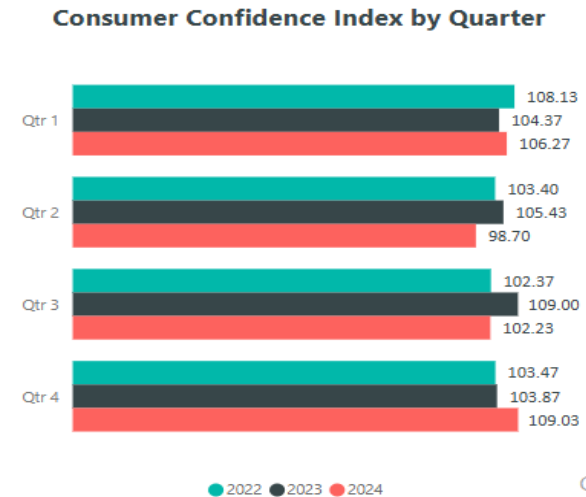
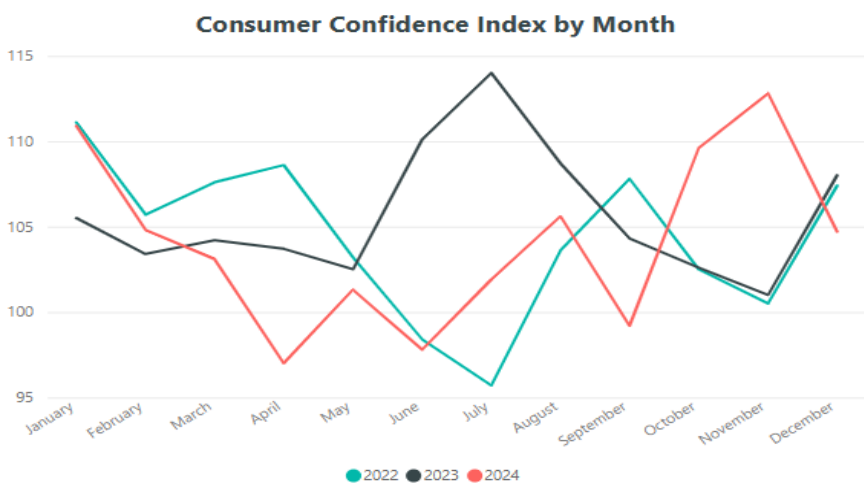


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US ECONOMIC KPIs

Consumer Confidence Index (CCI) YTD Thru December 2024



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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