



---

# 1<sup>ST</sup> QUARTER 2019 MARKETING REPORT

Branson Convention & Visitors Bureau

May 21, 2019

---

# PRESENTATION OVERVIEW

- U.S. Economic Outlook
- U.S. Travel Performance
- Travel Industry Update
- Branson 2019 Q1 Performance
- Branson Visitor Update



---

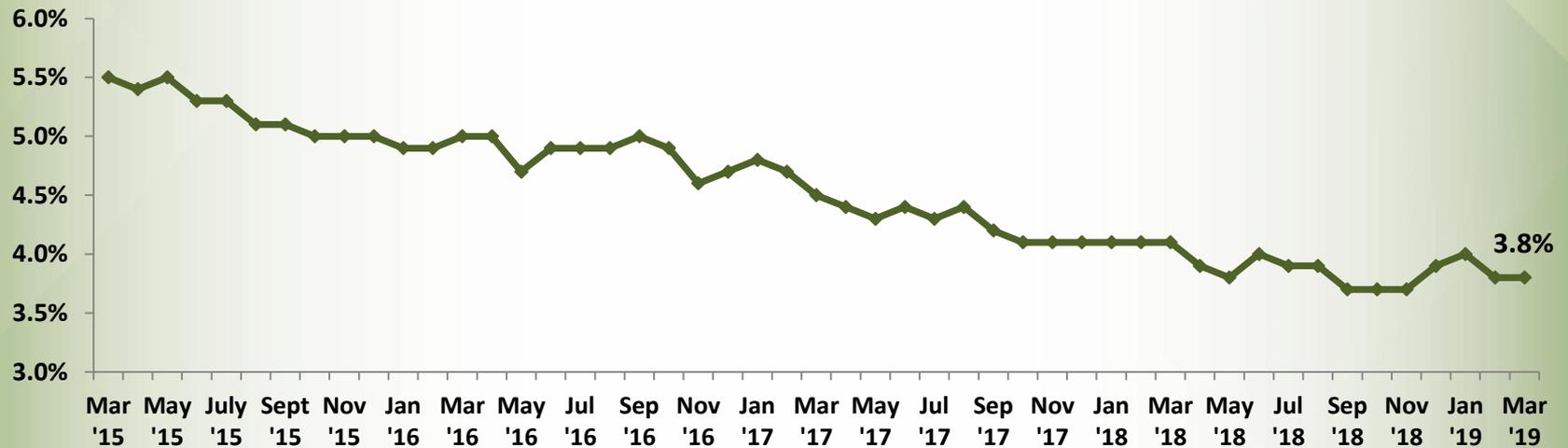
# ECONOMIC OUTLOOK

---

ALL INFORMATION REPORTED IS THE MOST RECENT AVAILABLE AS OF MAY 14, 2019

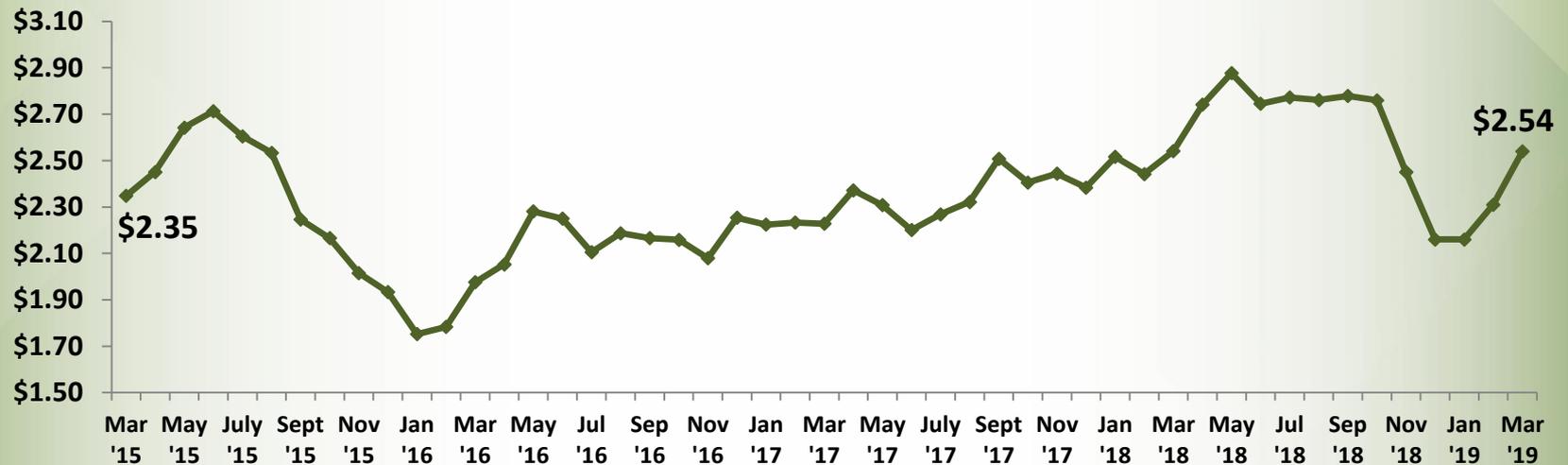
# U.S. UNEMPLOYMENT

The U.S. unemployment rate has held near historic lows, ending Q1 2019 at 3.8%.



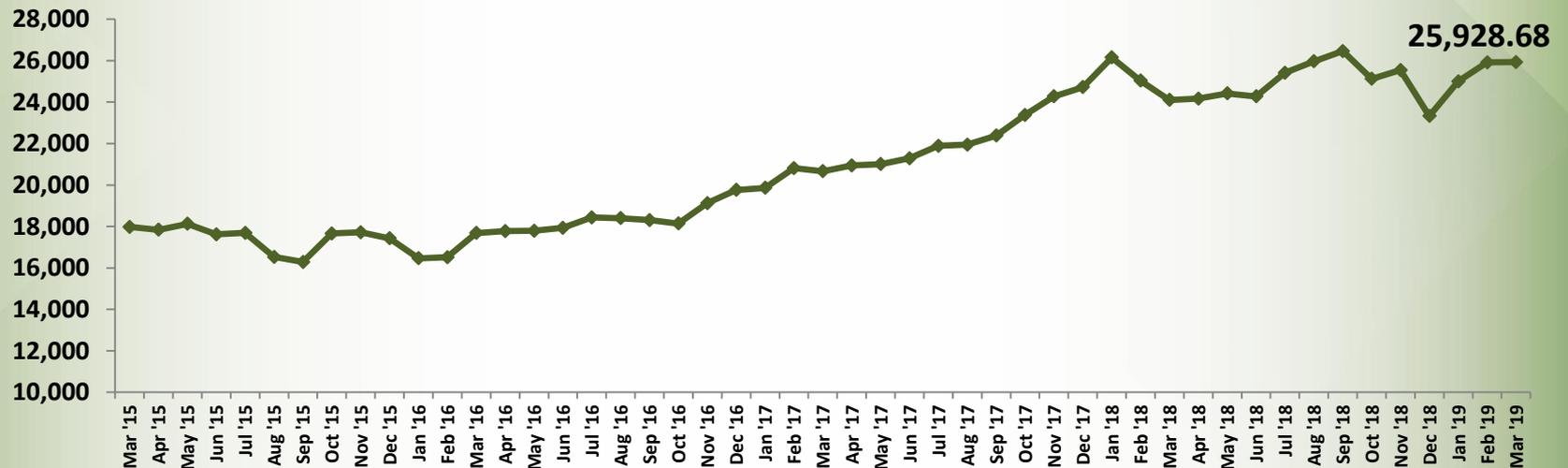
# GASOLINE PRICES

After dropping steadily since September 2018, U.S. gasoline prices have crept back up to an average of \$2.54—the same that it was in March 2018.



# DOW JONES (DJIA)

The Dow Jones Industrial Average ended the first quarter of 2019 with very positive returns—the best three-month start to a year in more than a decade.





---

# TRAVEL PERFORMANCE

---

ALL INFORMATION REPORTED IS THE MOST RECENT AVAILABLE AS OF MAY 14, 2019



## U.S. LEISURE & BUSINESS TRAVEL

According to the U.S. Travel Association, domestic travel is expected to grow approximately 1.8% YOY in 2019 with leisure travel (+1.8%) contributing about the same level of growth as business travel (+1.8%). The growth in leisure travel is projected to cool from the levels recorded over the previous 3 years in response to continued moderation in consumer spending, vacation intentions and business investment.

The extended forecast shows leisure travel increasing by 1.6% and business travel increasing by 1.4% in 2020.

# YTD U.S. ROOM DEMAND +2.4%

According to STR, U.S. room demand increased 2.4% in the 1<sup>st</sup> quarter and is up 2.4% over the past 12 months (compared to the previous 12 months). Additionally, YTD ADR is running 1.1% ahead of last year.

- Mar 2019 YTD\* Occupancy: +0.4%
- Mar 2019 YTD\* Room Demand: +2.4%
- Mar 2019 YTD\* Revenue: +1.5%

SOURCE: STR, MARCH 2019

*\*Compared to March 2018 YTD metrics*

# ROOM DEMAND

## BY CHAIN SCALE

Upscale Room Demand (+3.1%) has grown the most this year with Upper Midscale and Midscale (both at +3.0%) not far behind. Luxury dipped by 0.9% and Upper Upscale increased by modest 0.1%.

-0.9%

LUXURY

+0.1%

UPPER UPSCALE

+3.1%

UPSCALE

+3.0%

UPPER MIDSCALE

+3.0%

MIDSCALE

+0.7%

ECONOMY

+2.3%

INDEPENDENTS

# ROOM DEMAND

## BY CENSUS REGION

The East South Central region of the U.S. experienced notable growth in room demand, up 8.0% from last year. Meanwhile, the West North Central region, which includes Missouri, experienced the second strongest growth from last year—up 4.4%.

-2.7%

NEW ENGLAND

-1.8%

MIDDLE ATLANTIC

+2.4%

SOUTH ATLANTIC

+2.7%

EAST NORTH CENTRAL

+8.0%

EAST SOUTH CENTRAL

+4.4%

WEST NORTH CENTRAL

+2.5%

WEST SOUTH CENTRAL

+1.2%

MOUNTAIN

+1.1%

PACIFIC

A large, stylized, light-colored number '3' is centered in the background of the slide. The background is a solid orange color with a subtle pattern of overlapping, semi-transparent geometric shapes.

---

# INDUSTRY UPDATE

---

ALL INFORMATION *REPORTED* IS THE MOST RECENT AVAILABLE AS OF MAY 14, 2019

THE U.S. ECONOMY ADDED  
196K JOBS IN MARCH, AS  
THE UNEMPLOYMENT RATE  
REMAINED AT 3.8%, A LEVEL  
NEAR HISTORIC LOWS

While March hiring was robust, it brings the first-quarter average to 180,000 jobs created per month, down from 223,000 per month on average in 2018. Economists have been expecting a slowdown, and so far it looks gradual enough to support the idea that the economy may glide to a lower level of activity in 2019 rather than shuddering to a halt. Source: [CNN Business](#)

PGAV DESTINATIONS ALONG  
WITH H2R MARKET RESEARCH  
HAS PUBLISHED *WELCOME! 2019*  
*PROFILE OF INTERNATIONAL*  
*VISITORS TO AMERICA*

In the first ever report of its kind, *Welcome!* reveals how travelers from Canada, Mexico, China and the United Kingdom perceive the U.S. and uncovers their U.S. travel habits and preferences.

Key areas of exploration in the report include:

- How travelers from five key countries plan their trips to America
- Where they want to visit and what motivates visits
- Why many have considered a visit to the States – but are holding off until later

This groundbreaking report can be found [here](#).

## U.S. CONSUMER SPENDING REBOUNDED IN MARCH

U.S. consumer spending rebounded in March while the Federal Reserve's preferred underlying inflation gauge eased to a one-year low, reinforcing the central bank's patient stance on interest rates even as the economy's main engine holds up. Purchases, which make up more than two-thirds of the economy, rose 0.9 percent in March from the prior month, topping estimates with the best gain in almost a decade. Source: [Bloomberg](#)

## AMERICANS DO NOT PLAN TO HOLD BACK ON THEIR SUMMER VACATIONS

Nearly 100 million—four in 10 U.S. adults—are planning to take a family vacation in 2019 according to a recent AAA survey. Of these traveling families, 53% expect to take a road trip. Travelers in the South are more likely to be planning a family trip this year (62%) than travelers in the Northeast (35%). Two-thirds of all family travelers (68%) will embark on a summer getaway, while just under half (45%) are making plans to travel as a family this spring. Source: [U.S. Travel Association](#)

A large, stylized, light green number '3' is centered in the background of the slide. The number is composed of thick, rounded strokes. The entire slide has a green background with a subtle grid pattern.

---

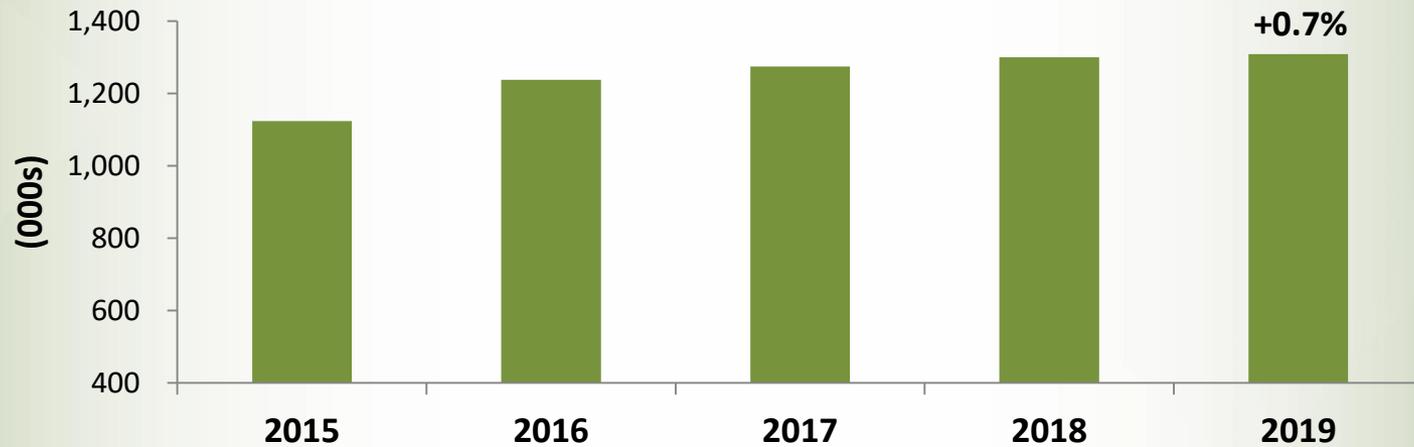
# BRANSON Q1 PERFORMANCE

---

ALL INFORMATION REPORTED IS THE MOST RECENT AVAILABLE AS OF MAY 14, 2019

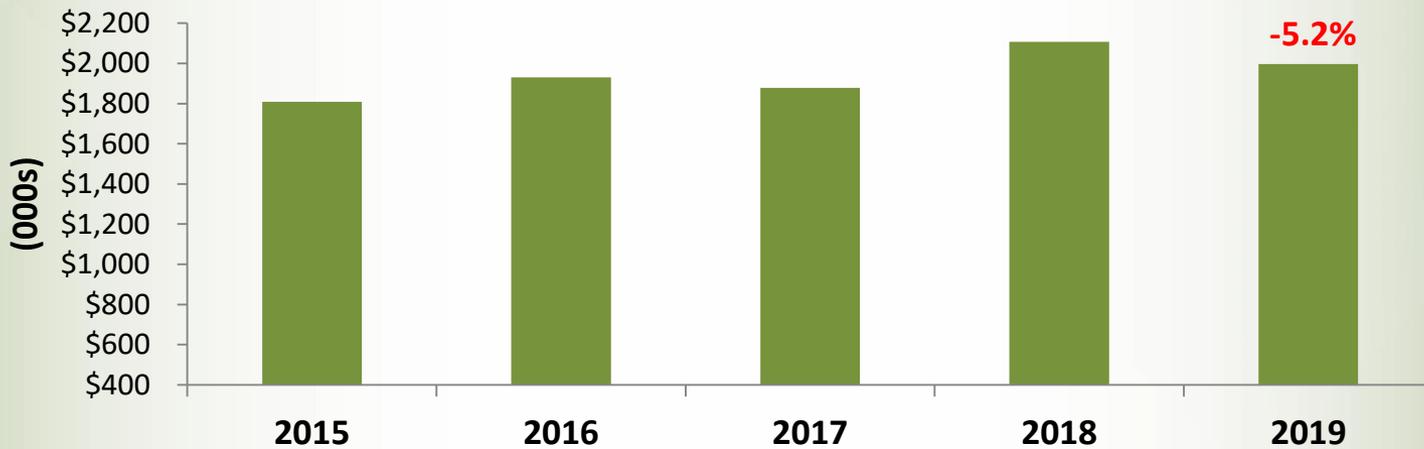
# BRANSON ESTIMATED VISITATION

1<sup>st</sup> Quarter YTD 2019



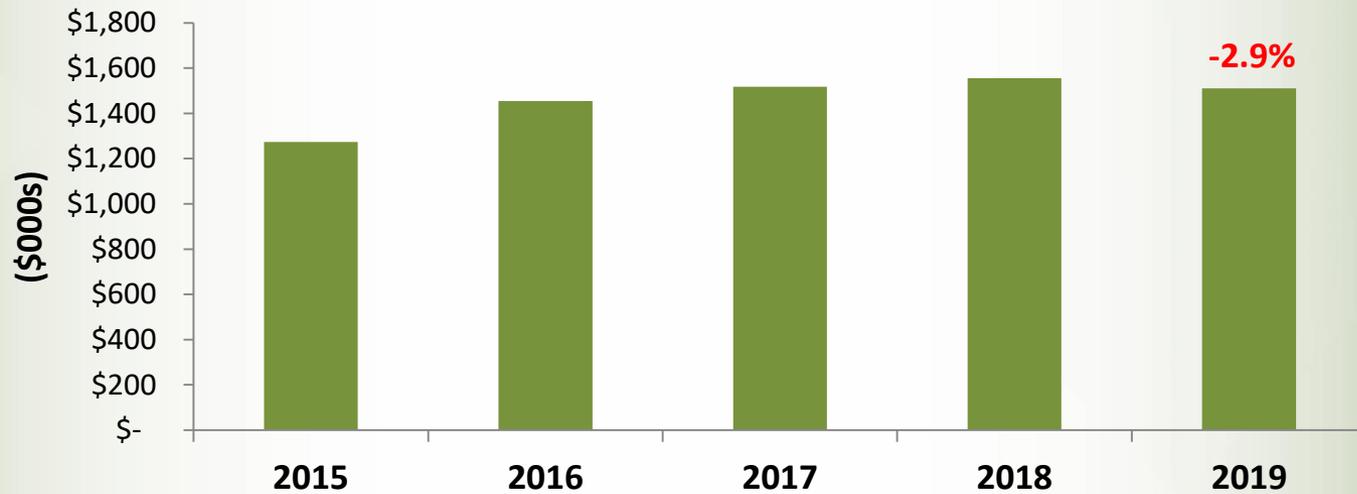
# CITY OF BRANSON SALES TAX

## 1<sup>st</sup> Quarter YTD 2019



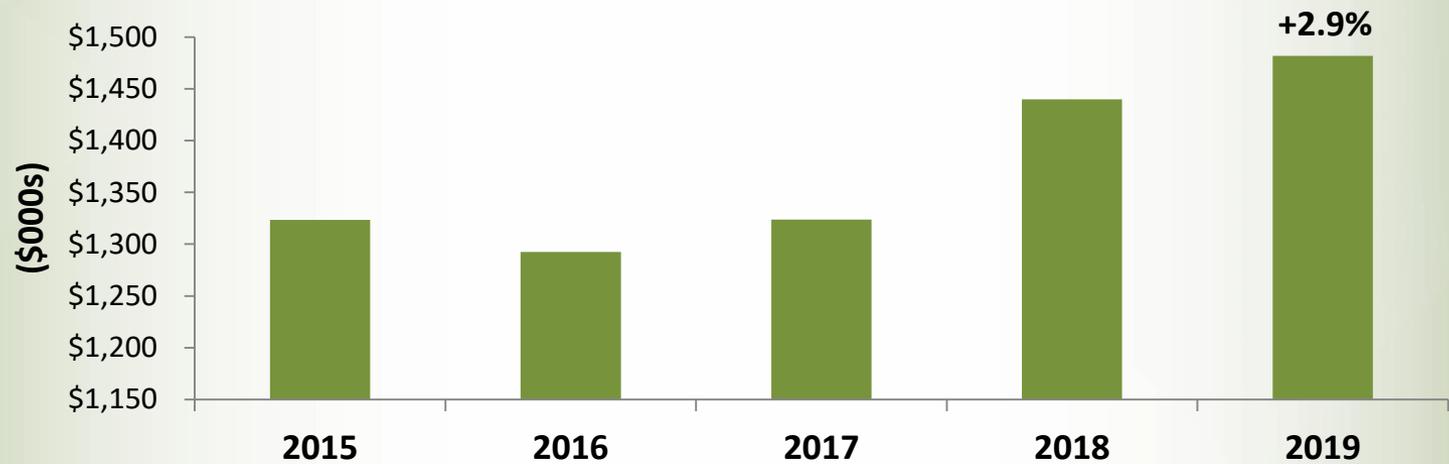
# CITY OF BRANSON TOURISM TAX

## 1<sup>st</sup> Quarter YTD 2019



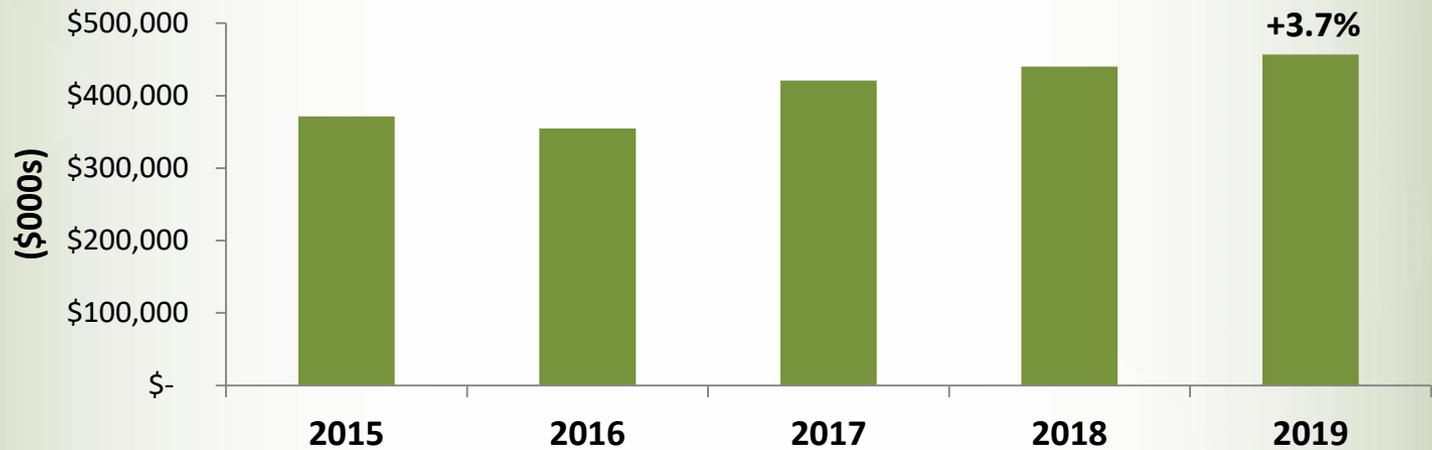
# TCED TOURISM TAX

1<sup>st</sup> Quarter YTD 2019



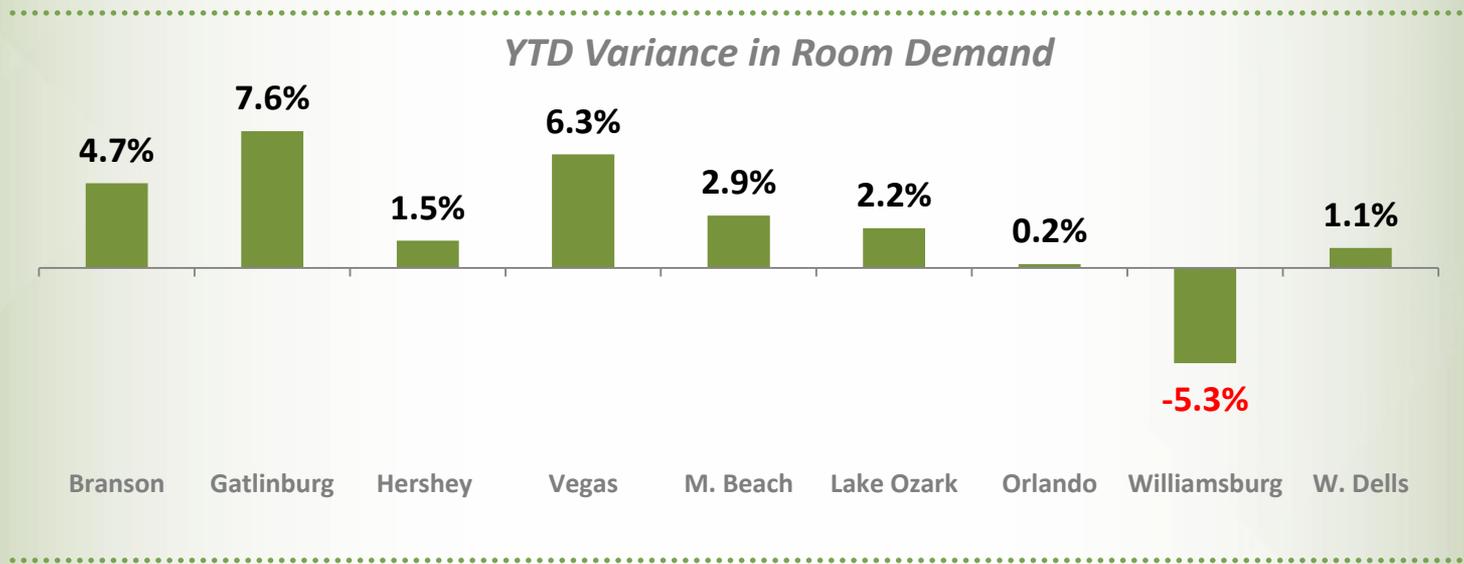
# STONE COUNTY TAX

## 1<sup>st</sup> Quarter YTD 2019



# ROOM DEMAND COMPARISON

1<sup>st</sup> Quarter YTD 2019





DEPARTMENT UPDATES

# PR AND COMMUNICATIONS

---

- JAN 8-9 Mo. Division of Tourism's PR Summit in Jefferson City
- JAN 23-26 Texas Press Assoc. in Denton, Texas
- FEB 15 sponsored 26th annual NATJA Awards in Los Angeles
- FEB 23-27 Travel South USA Media Marketplace in Myrtle Beach
- FEB 19-20 Capitol Days for Tourism in Jefferson City
- TripAdvisor named the 2019 top U.S. destinations and for the eighth year in a row, Branson is on that list at #19



# LEISURE GROUP SALES DEPARTMENT

## **January 2019 – ABA (American Bus Assoc.) Marketplace in Louisville, KY.**

- 2<sup>nd</sup> year to host “Branson Ice Cream Social” sponsorship at ABA for 3,000 delegates
- A Branson Dine-Around in Louisville, KY for 150 attendees -Tour Operators and Branson partners with Branson entertainment provided by the Clay Cooper Show performers.

## **February 2019 – TMEA (Texas Music Educators Assoc.) in San Antonio, TX.**

- A Branson trade show section with 14 Branson booths promoting student travel
- A Branson Dine- Around for 100 attendees, - music educators, student tour operators and Branson partners. Promoted Music Director FAM generated 10 MD applications.

## **February 2019 – SYTA Summit in Colorado Springs, CO.**

- 2 full days of meetings, networking & educational sessions with student tour operators.

## **February 2019 – Travel South Domestic Showcase in Myrtle Beach, SC. Sales Conf.**

- 2 full days of marketplace appointments with 48 travel planners
- A Branson Dine-Around for 60 tour operators and Branson partners

## **March 2019 – YMRC (Your Military Reunion Connection) Baton Rouge, LA.**

- Two days of appointments with 20 military reunion planners



# MEETINGS & CONVENTIONS

- Attended PCMA and met with over 30 planners and walked away with a RFP
- Emerge Faith where we had several key appointments with faith-based planners
- Destination Showcase with over 800 planners to 100 DMO's specifically focused on underscoring Branson as an excellent Association meeting choice
- Conference Direct where 200+ planners participated in appointments receiving 2 RFP's
- Attended Rendezvous South for the first time at this boutique styled conference where we put together a "destination team" including Silver Dollar City to represent Branson as a cohesive, turn key destination for meeting planners. SDC walked away with an RFP and other followed up on return. Branson was approached to host this event in the future.
- MSAE Membership Meeting in Jefferson City where Explore Branson sponsored lunch and presented the "What's New in 2019" video.



# SPORTS MARKETING & DEVELOPMENT

 **3,268**

ROOM NIGHTS BOOKED

 **2,817\***

JOBS SUPPORTED

 **4**

RFPs PRODUCED

 **\$6.2M\***

ECONOMIC IMPACT ON ACTUALIZED BUSINESS

\*Estimated Economic Impact and Jobs Supported derived from the Destination International (DI) impact calculator for business that occurred in-market during the quarter.

Branson Convention Center hosted the FC Legacy Futsal tournament for the 5th year (January 4-6).

Edgewater Gymnastics contracted with the BCC for three (3) additional years (2020-2022).

Weekend tournaments at Ballparks of America kicked-off March 15th.

Tournament season at the Branson RecPlex started March 29th.

MoNASP State Championship, increased from a 2-day to 3-day event and included the addition of a “Sip the Ozark” Tasting plus a Corvette Show on Sunday (to drive additional visitors and encourage MoNASP attendees to stay in Branson longer).

# DIGITAL MARKETING

---

## ExploreBranson.com:

- 545,383 site visits, up 1.5% YOY
- 1,527,864 pageviews, up 0.5% YOY
- Organic traffic to site up 9% YOY

## Media:

- Full media program buys launched in February
- National TV Overlay Campaign and Spring Shoulder Season Campaign launched in February
- Launched niche lead generation social media campaign to grow segmented lists:
  - Shows
  - Family Fun
  - Outdoor Adventure
  - Golf



The background features a large, stylized, semi-transparent logo consisting of the letters 'B' and 'R' intertwined. The 'B' is on the left and the 'R' is on the right, both rendered in a bold, sans-serif font. The entire background is a solid orange color.

---

# BRANSON VISITOR UPDATE

---

ALL INFORMATION *REPORTED* IS THE MOST RECENT AVAILABLE AS OF MAY 14, 2019

# YTD VISITOR TRENDS

---

<u>METRIC</u>	<u>2019</u>	<u>2018</u>	<u>VAR</u>
SPENDING/PARTY	\$865	\$838	+\$27
FIRST-TIMERS	17%	26%	-9%
% FAMILIES	49%	59%	-10%
AVG ADULT AGE	54.5 yrs	56.0 yrs	-1.5 yrs
LENGTH OF STAY	3.9 nts	4.0 nts	-0.1 nts
% SEEING SHOWS	58%	67%	-9%
AVG # SHOWS SEEN	2.1	2.9	-0.8

---

SOURCE: H2R MARKET RESEARCH, MARCH 2019 YTD  
n = 396; MOE = +/- 4.9% at a 95% Confidence Interval

# VISITATION BY MARKET

---

<u>METRIC</u>	<u>% VISITORS</u>	<u>VAR TO 2018</u>
CORE MARKETS	14%	-1.6%
PRIMARY MARKETS	42%	-0.2%
OUTER MARKETS	26%	+0.8%
<u>NATIONAL MARKETS</u>	<u>18%</u>	<u>+1.1%</u>
<b>TOTAL</b>	<b>100%</b>	<b>+0.0%</b>

---

SOURCE: H2R MARKET RESEARCH, MARCH 2019 YTD (WEIGHTED)

# MOST INFLUENTIAL SOURCES

---

**43%**

Searched online  
for a specific  
Branson  
business

**42%**

Looked up  
Branson on my  
smartphone/tablet

**39%**

Looked up  
Branson on my  
computer at  
home

---

SOURCE: H2R MARKET RESEARCH, MARCH 2019 YTD  
n = 396; MOE = +/- 4.9% at a 95% Confidence Interval

Questions?

THANK  
YOU