

BRANSON 4th QUARTER 2014 MARKETING REPORT

February 2015

Branson Convention & Visitors Bureau

BRANSON

PRESENTATION OVERVIEW

U.S. Economic Outlook

U.S. Travel Performance

Travel Industry Update

Branson 4Q 2014 Performance

Branson Visitor Update

ECONOMIC OUTLOOK

Consumer Confidence ended 2014 at 93.1, up 20% in 2014.



+20.1%

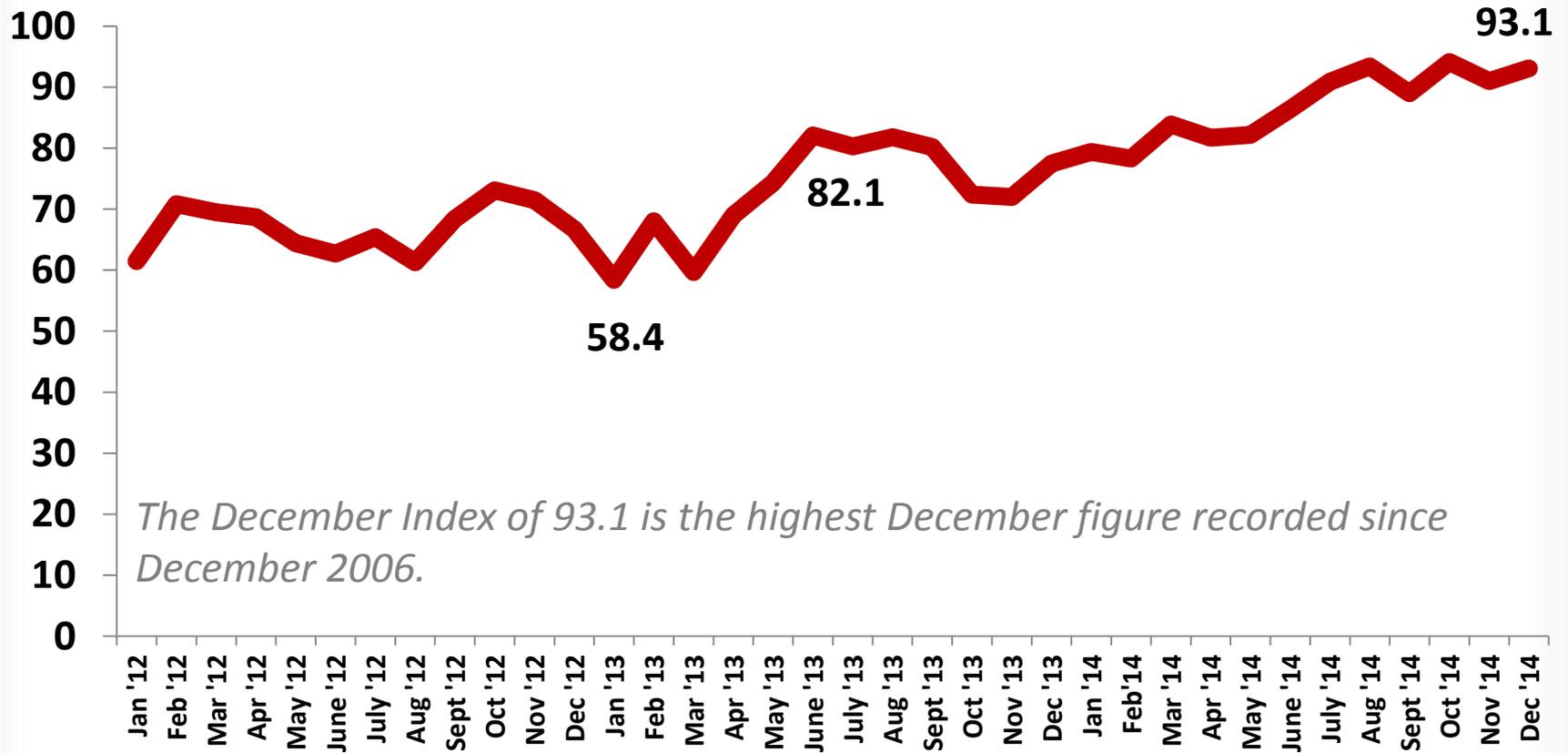
In 2014

An index of 90 is considered necessary for sustainability and 100 is required for growth. In Dec 2014 it was 93.1

Source: The Conference Board

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CONSUMER CONFIDENCE



The December Index of 93.1 is the highest December figure recorded since December 2006.

Source: The Conference Board

U.S. Unemployment Rate stands at 5.6%, the lowest it has been since June 2008.

In 2014, the unemployment rate dropped from 6.7% to 5.6%.

5.6%

**Dec 2014,
falling 16.4% in
2014**



Source: Bureau of Labor Statistics

U.S. Gasoline Prices averaged \$2.49 in December, down 22% compared to the same time the previous year.



Source: U.S. Energy Information Administration

-22.5%
vs. Dec 2013

EIA reports that
gasoline prices
averaged \$2.49 in
December.

The DJIA closed at 17,823 in December 2014.



+7.5%

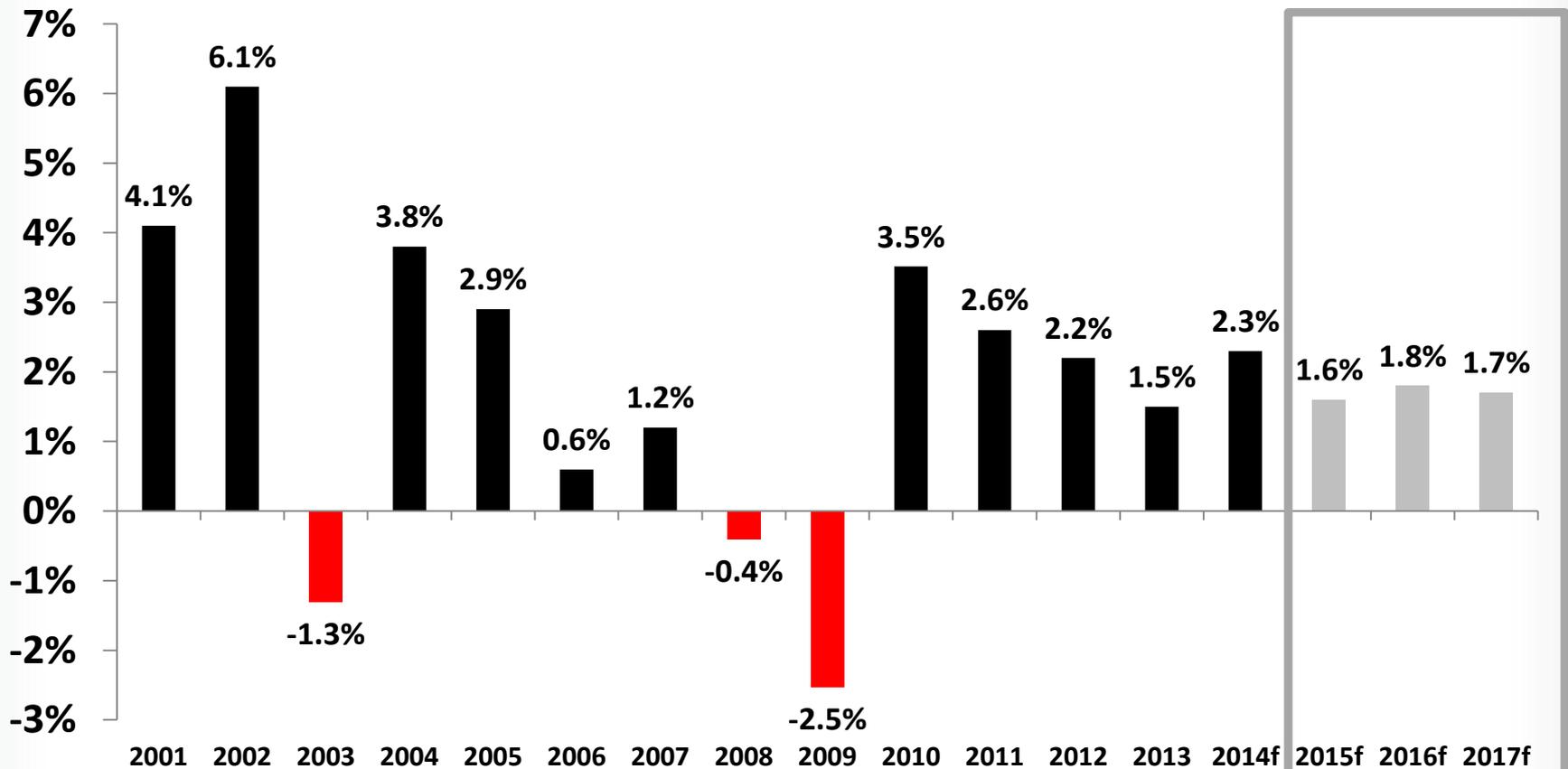
In 2014

The DJIA hit
17,823 in
December, up
from the 16,577
close in December
2013

Source: Dow Jones Industrial Average

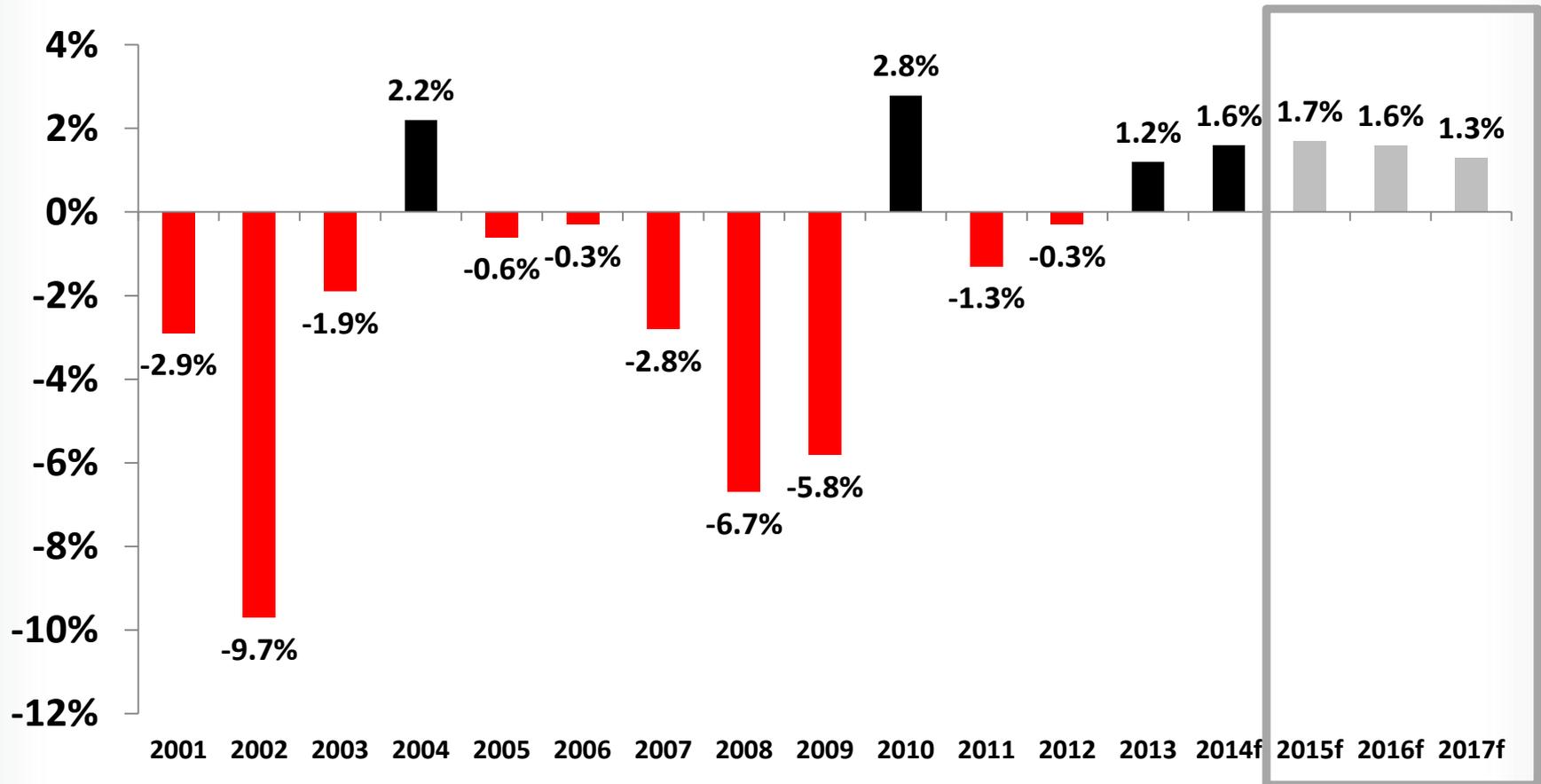
U.S. TRAVEL PERFORMANCE

The U.S. Travel Association estimates Leisure Travel was up 2.3% in 2014 and is forecast to increase by 1.6% in 2015.



Source: U.S. Travel Association, 1.16.15

Business travel volume is estimated to have increased by 1.6% in 2014 and is projected to grow 1.7% in 2015.



Source: U.S. Travel Association, 1.16.15

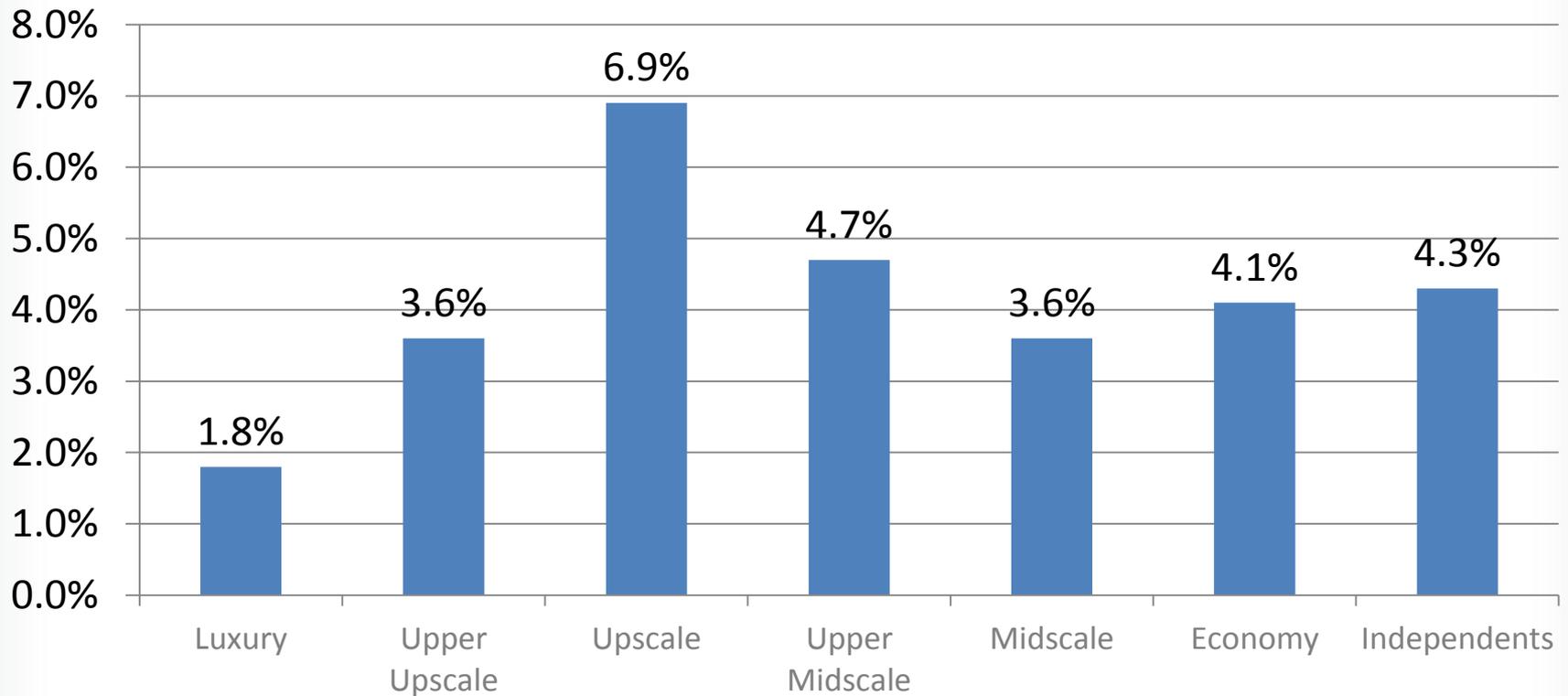
Nationwide, room demand was up 4.5% over the previous 12 month period at the end of December.



Source: Smith Travel Research, September 2014

U.S. room demand varied by chain scale in 2014 with upscale and upper midscale growing by the largest amount.

EOY Variance in Room Demand by Chain Scale



Source: Smith Travel Research, December 2014

TRAVEL INDUSTRY UPDATE

TRAVEL INDUSTRY OVERVIEW

U.S. Economy & Travel Growth

- Domestic travel rose an estimated 4.5 percent in 2014, based on STR hotel room night demand data. This was better than the 2.2 percent growth in 2013 and the 3 percent growth in 2012 - though below the 5 percent growth in 2011.
- Year to date (November) shows air passenger enplanements up 2.8 percent. In addition to this growth, load factors finished the year at 1.3 percent. That growth, combined with a drop in jet fuel prices helped airlines collect record revenues and profits for the fourth quarter.
- Travel pricing increases continued to be good news for the travel industry.

TRAVEL INDUSTRY OVERVIEW

Forecast 2014

- With a strong dollar and low energy costs, inflation is likely to run below 2 percent for the next couple of quarters.
- Domestic hotel occupancy in 2014 was 64.4 percent, up from 62.2 percent the previous year (and 61.3 percent the year before that). With a 4.6 percent growth in ADRs, RevPAR held up well (+8.6%). Luxury led all chain scales with 5.6 percent rate gain over last year.
- Disposable income continues a positive growth - a sign that leisure and hospitality spending will continue well into summer and perhaps beyond.
- Gasoline prices continue to decline, making drive-to destinations an easy value play for consumers.

TRAVEL INDUSTRY OVERVIEW

MMGY's Outlook:

- Airlines are not likely to decrease fares despite a drop in jet fuel prices. While not necessarily good for consumers in the short term; we're encouraged that carriers will reinvest profits back into the product - creating a greater flying experience.

Travel Industry Indicators' guidance for 2015, based on what they see for the travel industry, suggest the following:

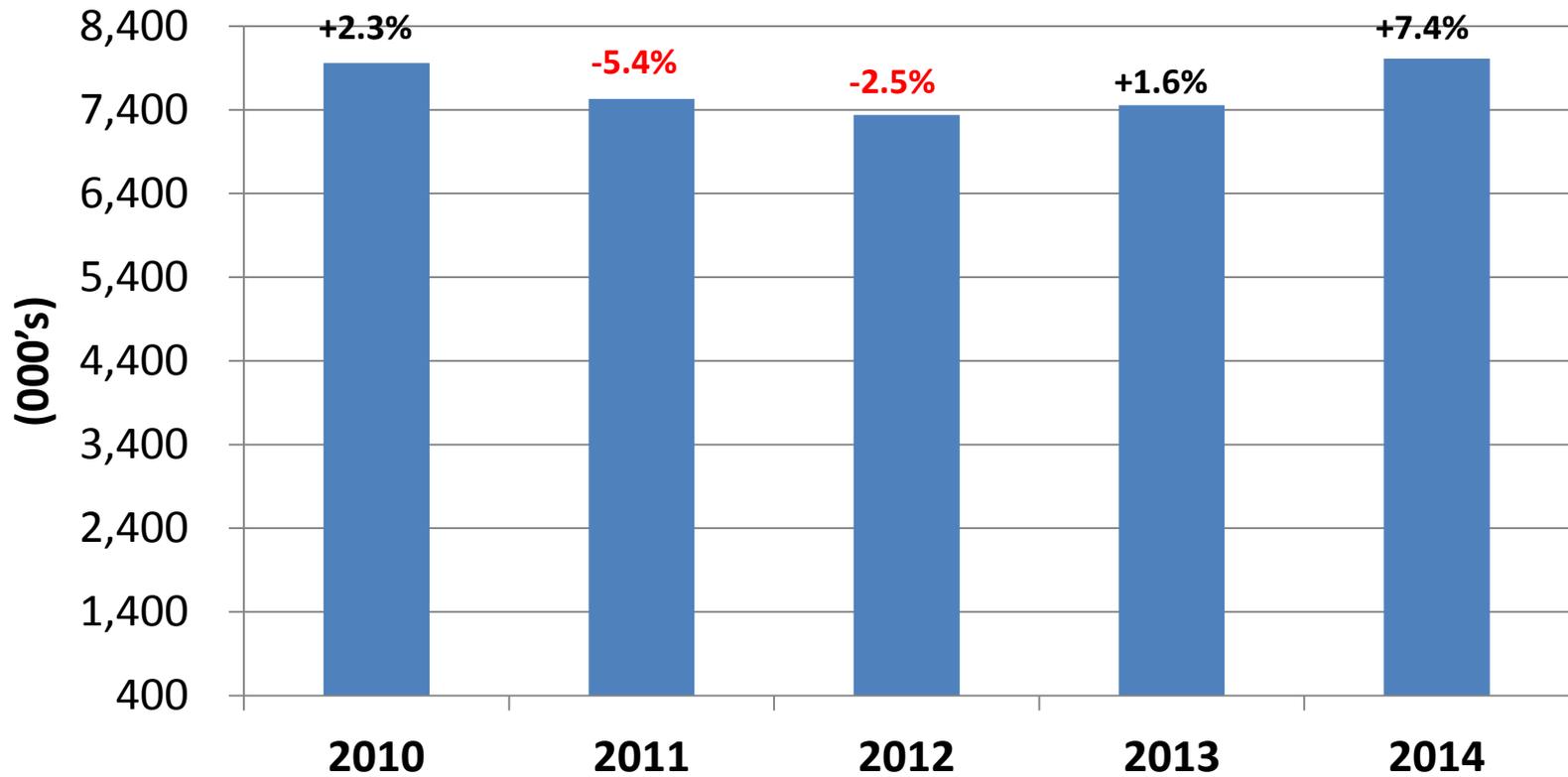
- Lower gasoline prices will lead to an increase in disposable income. It is estimated that this will equate to annual savings of \$3,000 per family per year. That savings will translate into more than a few additional weekend getaways. The question is whether this will benefit destinations like Branson, or will provide a bigger lift to places like Orlando, Washington D.C. or New York City.

The background is a dark green color with a subtle, repeating pattern of leaf silhouettes. The leaves are lighter green and semi-transparent, creating a textured effect. The main text is centered horizontally and vertically.

BRANSON 4Q 2014 PERFORMANCE

BRANSON ESTIMATED VISITATION

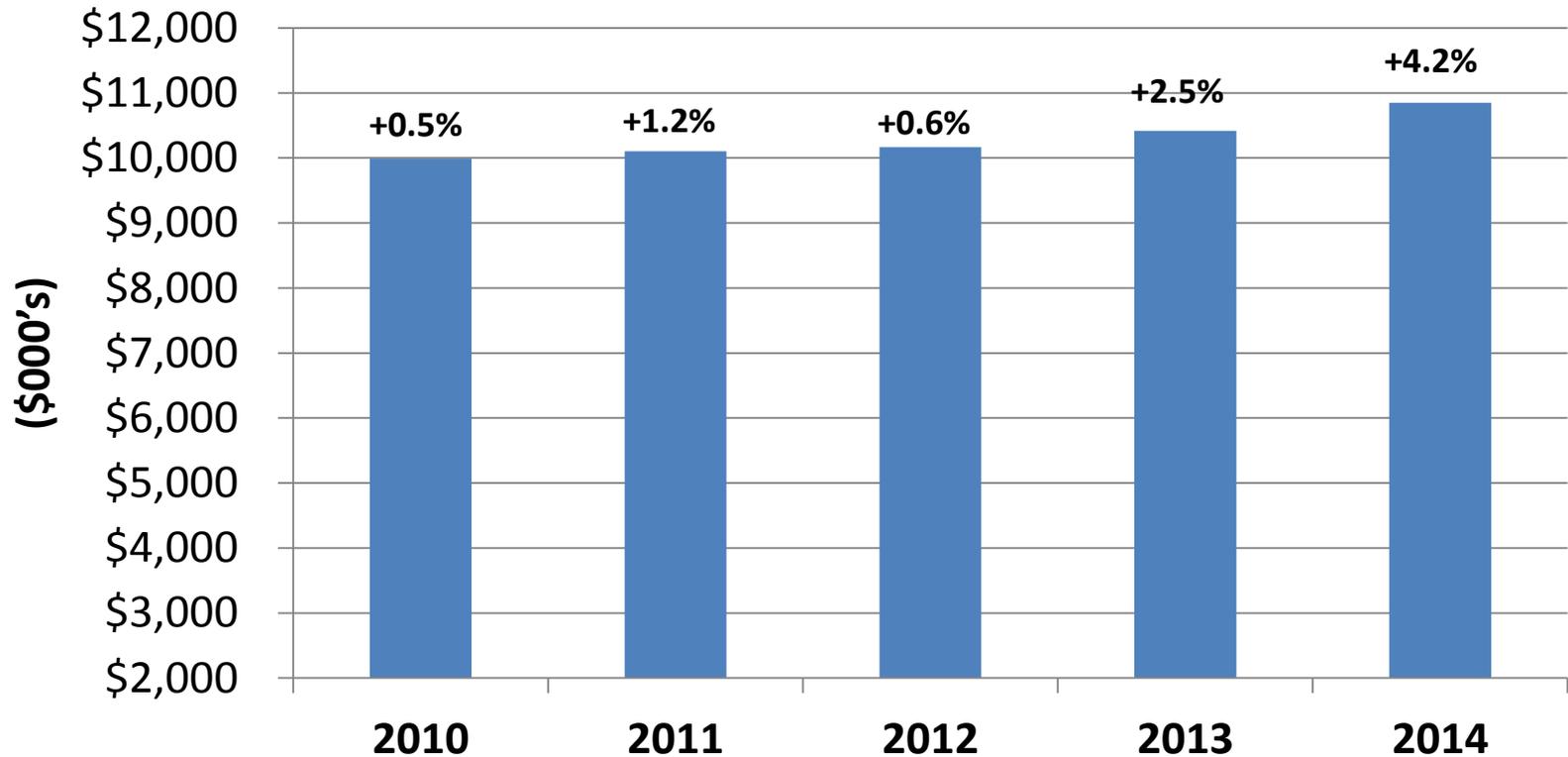
2014 End of Year



BASE = 7.0M (2000, DKSA)

CITY OF BRANSON SALES TAX

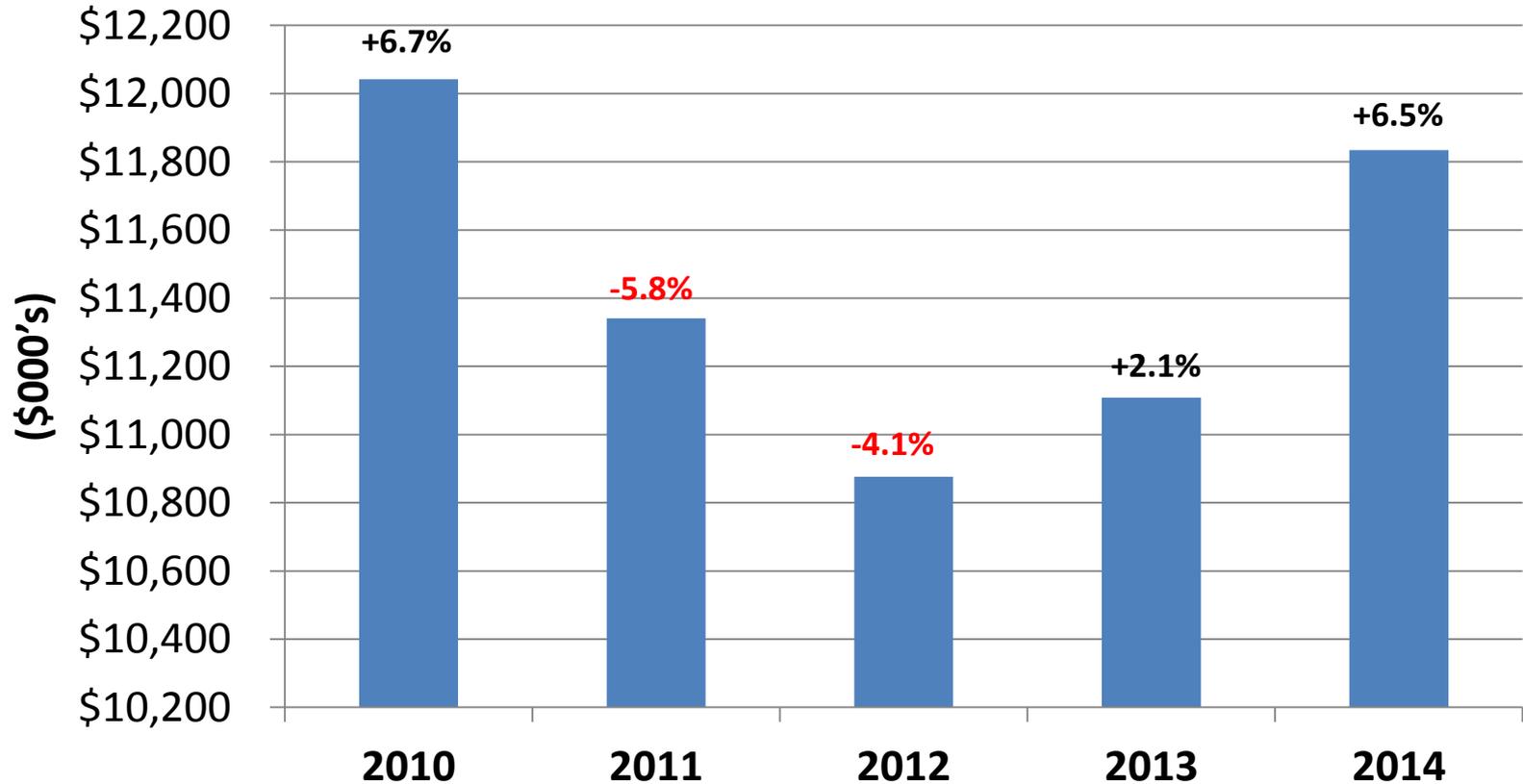
2014 End of Year



Source: City of Branson

CITY OF BRANSON TOURISM TAX

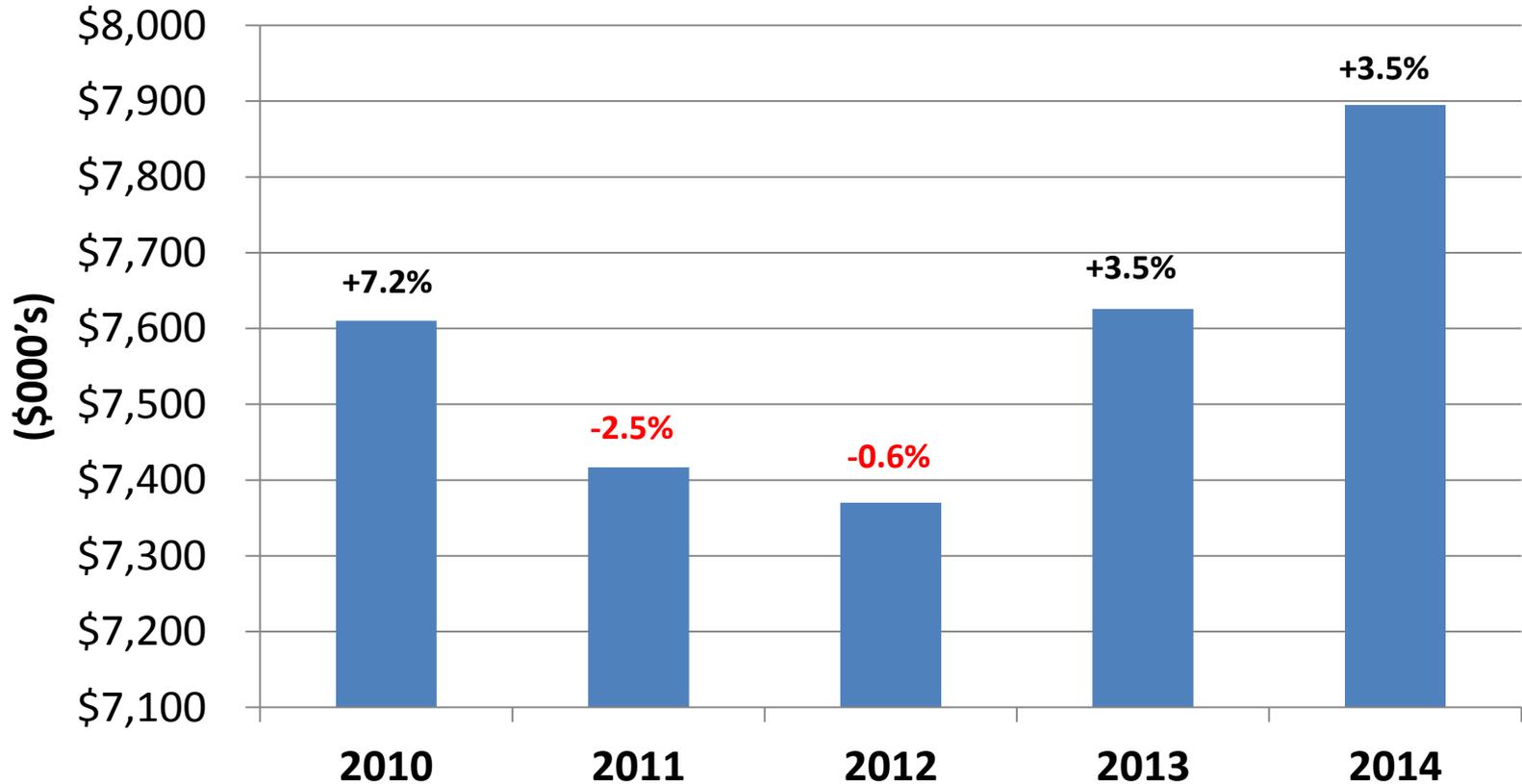
2014 End of Year



Source: City of Branson

TCED TOURISM TAX

2014 End of Year

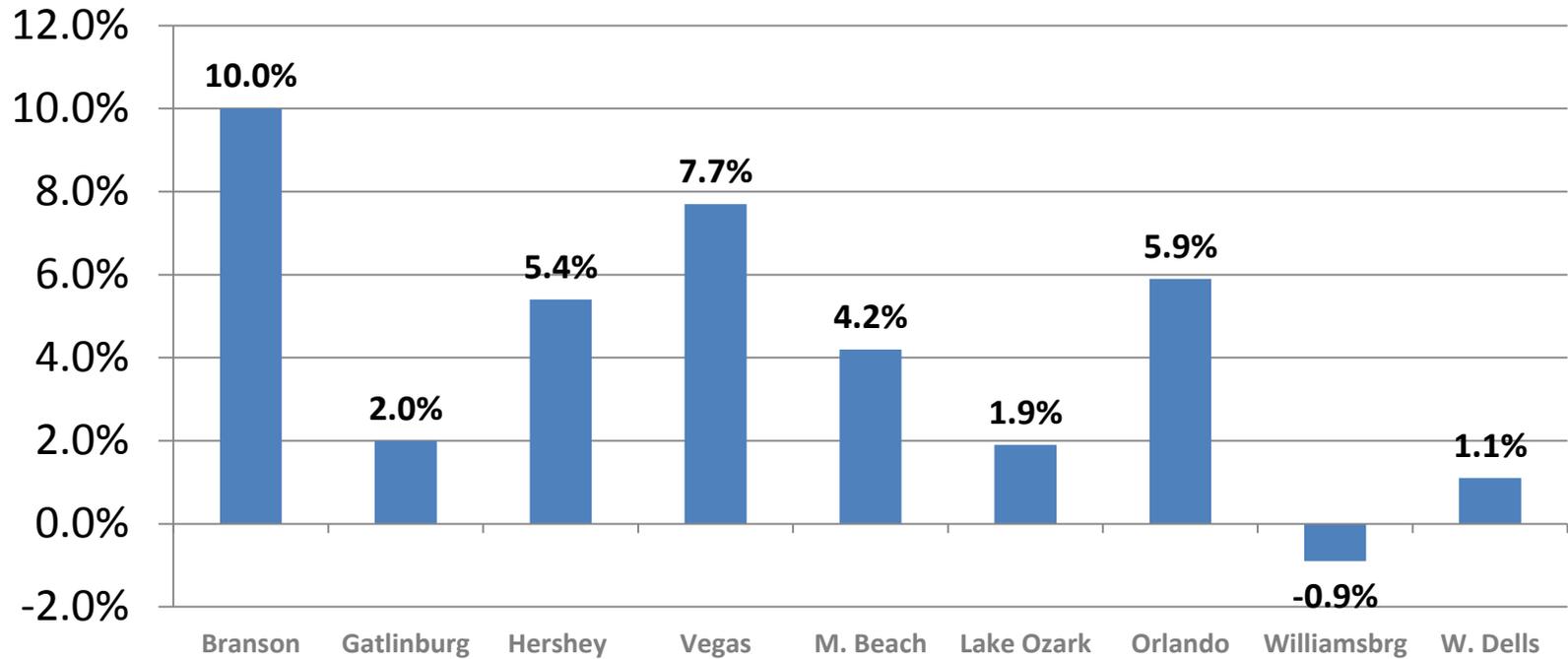


Source: TCED

ROOM DEMAND COMPARISON

2014 End of Year

YOY Variance in Room Demand



Source: Smith Travel Research, December 2014

BRANSON VISITOR UPDATE

2014 VERSUS 2013

Branson Visitor Profile Insights (2014 EOY)

	<u>2014</u>	<u>2013</u>	<u>VAR</u>
Spending per party	\$916	\$982	-\$66
First-time visitors	21.7%	25.2%	-3.5%
% Families	36.6%	35.6%	+1.0%
Average adult age	59.2	58.2	+1.0
Length of stay	4.3	3.9	+0.4
% Saw shows	77.0%	80.6%	-3.6%
Avg. # shows seen	3.51	3.31	+0.20

Source: BCVB Visitor Profile Research; H2R Market Research

2014 VISITATION BY MARKET

DMA Report Findings (2014 EOY)

% of Visitors	Market	Var. to 2013*
14.4%	Core Market (0-100 miles)	+1.6%
28.1%	Primary Markets (101-300 miles)	+16.3%
26.1%	Outer Markets (301-650 miles)	+5.2%
31.3%	National Markets (651+ miles)	+5.3%
100.0%	Total	+7.4%

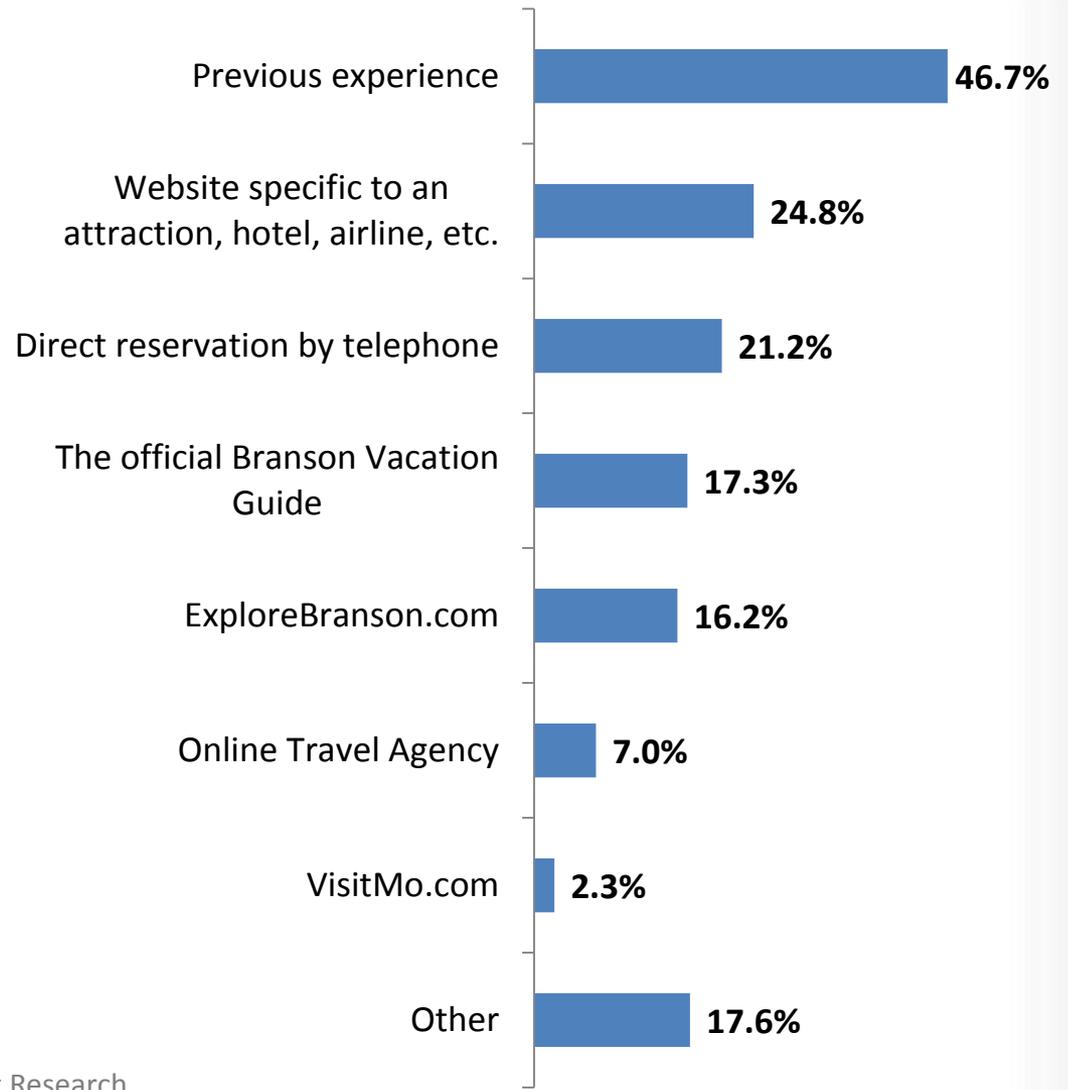
Source: BCVB Visitor DMA Report; H2R Market Research

**Weighted by estimated visitation*

Planning Sources

Branson visitors say the source most often used to help them research and plan their trip to Branson is their own previous experience, visiting specific websites of area attractions, hotels, etc. or making a direct reservation by telephone.

Sources Used to Plan Branson Trip



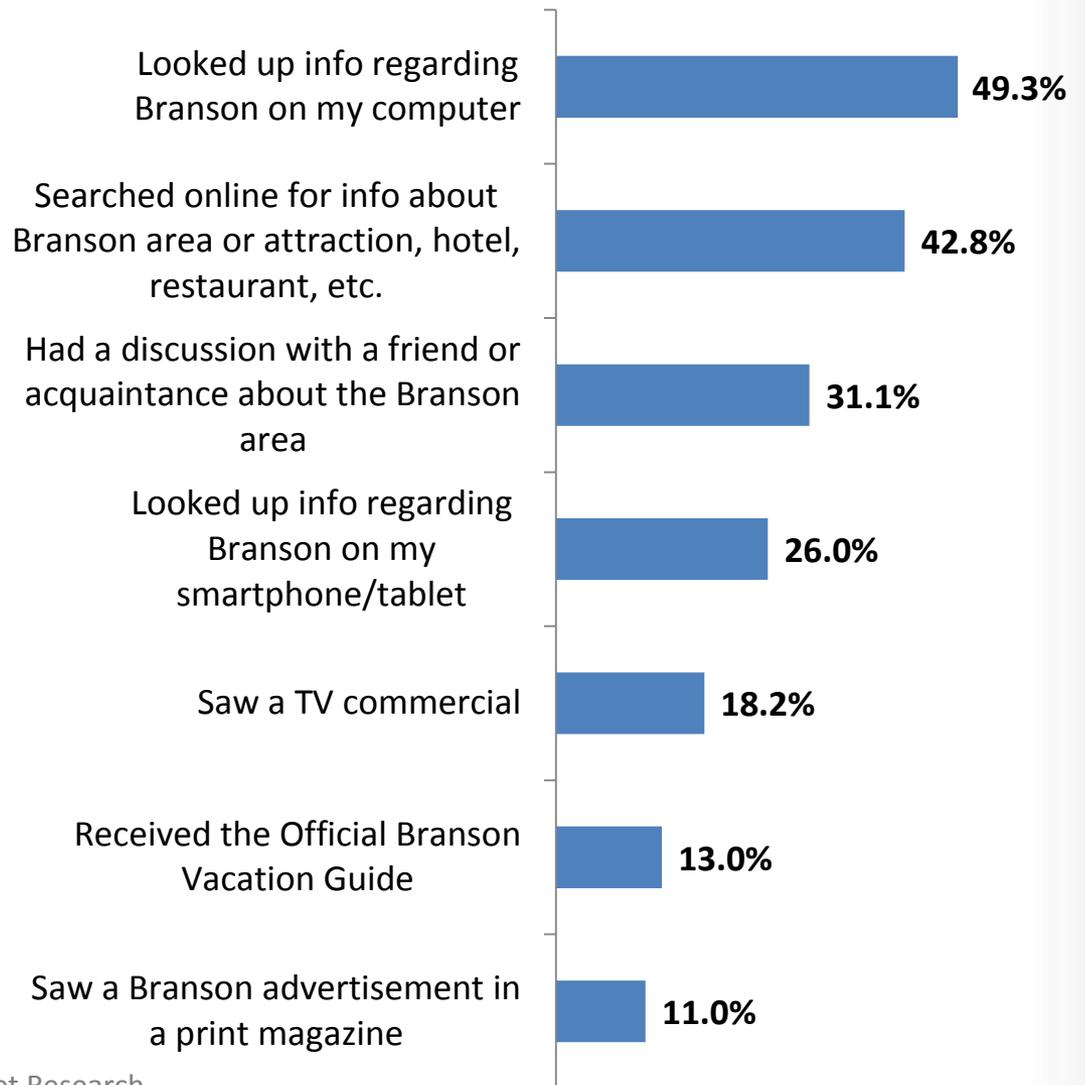
Source: BCVB Visitor Profile Research; H2R Market Research

Branson Messages Received

Branson visitors say they are most likely to have received Branson messages by searching online at home via computer, talking with friends, using their smartphone to search for information or saw a television ad.

[The list to the right includes all sources that generated an incidence of 10% or more.]

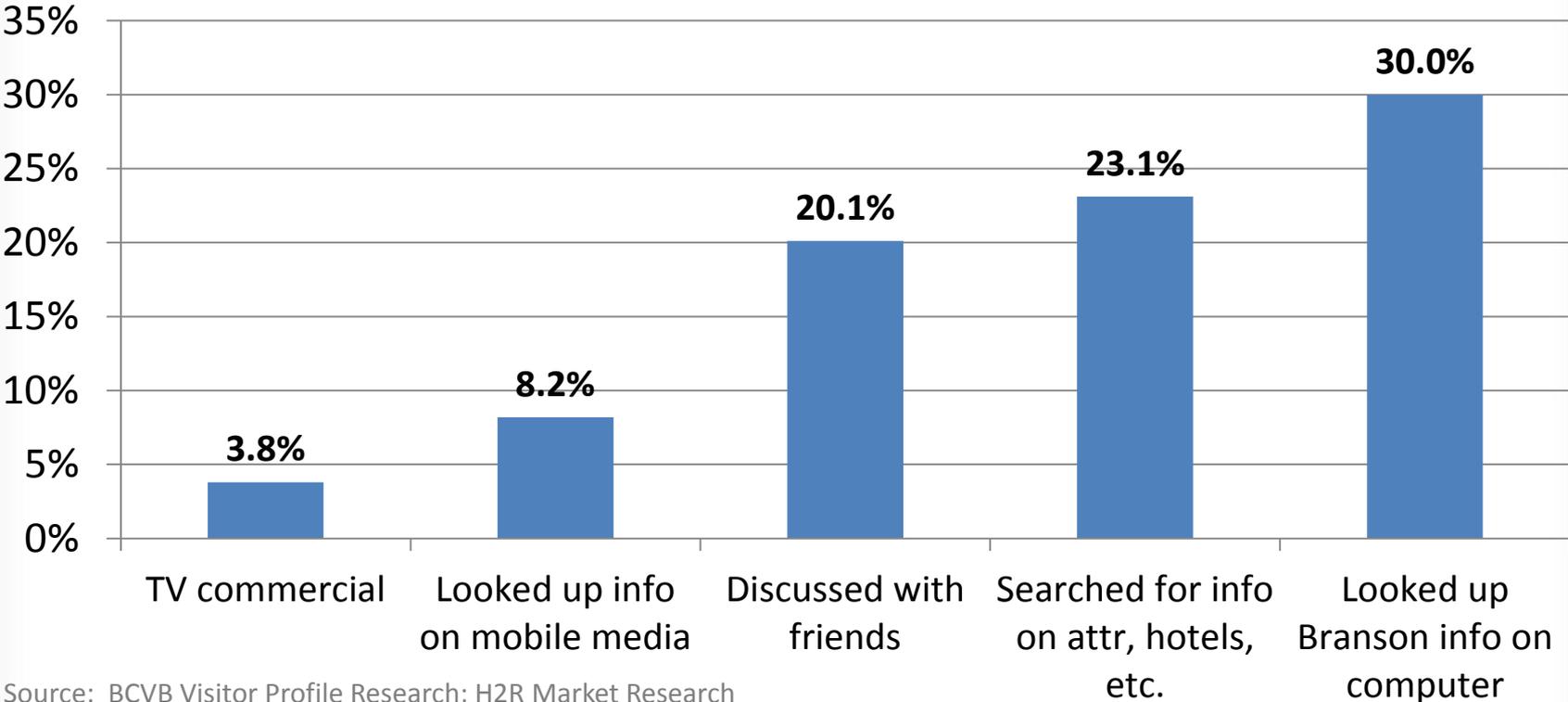
Sources from Which Messages Received



Source: BCVB Visitor Profile Research; H2R Market Research

MOST INFLUENTIAL MESSAGE SOURCES

Visitors say they are most influenced by messages they get by looking up information about Branson, or specific businesses, from their computers at home—or from talking with friends.

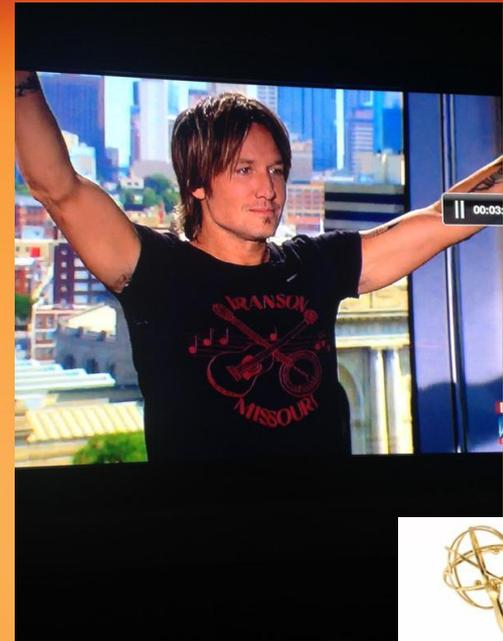


Source: BCVB Visitor Profile Research; H2R Market Research

DEPARTMENT UPDATES

Public Relations

- US Family Guide Bloggers Fams (4x)
- American Idol Bus in Branson!
- *Golf Vacations* article (1MM circ.)
- Rudy Maxa's World, #1 radio travel show with 1.4 million listeners (2x)
- Presenting co-sponsor at Mid-America Emmy awards
- Ballparks of America story by Associated Press
- Most Wonderful Time of Year parade broadcast in 4-states



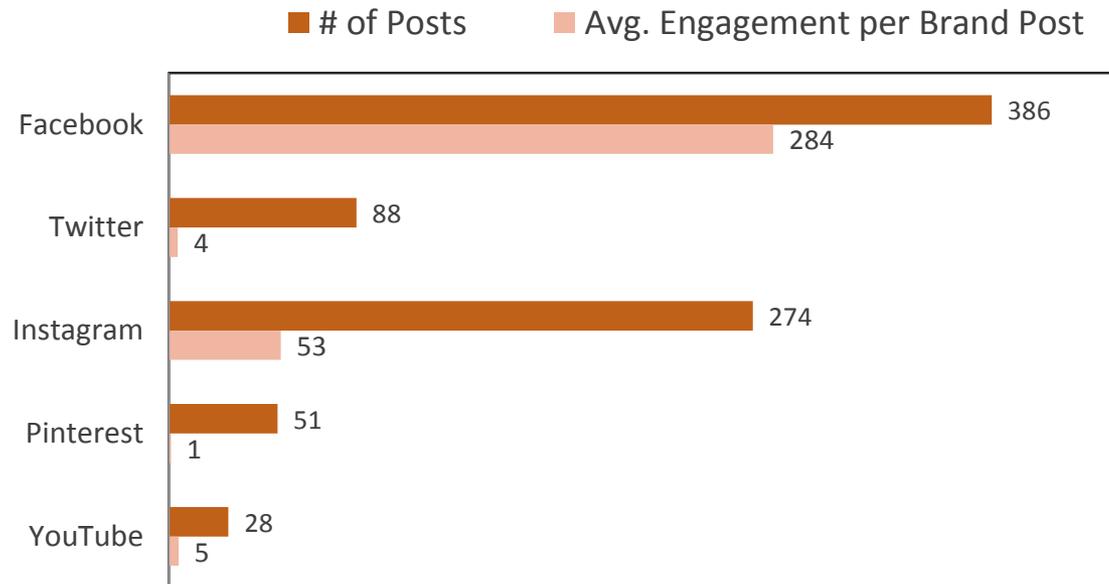
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Leisure Group Sales

- Goal: Increase RFPs by 10% - Actual - Increased by 25%!
- Goal: Increase RFIs by 10% - Actual - Increased by 14.7%!
- Goal: Increase web traffic to groups pages by 10% -
Actual- Increased by 35.35%!
- Goal: FAM satisfaction rate of 85% or higher
 - April - Professional Travel Planner FAM - 100%
 - June - Music Director FAM - 99.08%
 - August - Military Reunion Planners Conference - 99.08%

Social Media

- Social audiences grew to a total of 155k in 2014.
- 827 outbound posts were made on social channels between Jan. 1 and Dec. 31, 2014 with an average of 150.3 engagements per post.



Social Media

- Largest Promotion of 2014 - Ozark Mountain Christmas Gift Giveaway
 - Social Engagements: 66,046
 - New Facebook Likes: 11,092
 - Contest Entries: 12,531
 - Email Opt-Ins: 9,946

BRANSON Explore Branson
Sponsored · 🌐

Enter by Nov. 14th to win an overnight stay & Christmas entertainment package in Branson!



Win A Christmas Gift!

Win a weekend getaway with a 2-night stay at the Welk Resort, 4 tickets to Silver Dollar City for An Old Time Christmas, 2 tickets to the Hughes Brothers Christmas Show & dinner at McFarlain's.

WOBOX.COM

Internet Marketing

- 2014 Highlights
 - ExploreBranson.com reach: 1.4 million (+7.6%)
 - Facebook reach: 3.8 million (-32.2%)
 - Twitter reach: 7.8 million (+318.1%)
- 2015 Plans
 - Launch new website in Feb. 2015
 - Greatly expanded content-creation plans
 - Increased emphasis on social media advertising, outreach to social influencers

Meetings & Conventions

YTD Comparison	Meetings, Conventions & Sports	Year to Date 2014			Year to Date 2013		
		Sales Activity*	RFPs	Total	Sales Activity*	RFPs	Total
	ASSOCIATION	646	56	702	578	42	620
	CORPORATE	408	20	428	346	34	380
	RELIGIOUS	395	46	441	226	30	256
	SMEF	260	36	296	169	40	209
	SPORTS	282	41	323	195	34	229
	TOTALS	1,991	199	2,190	1,514	180	1,694

We distributed 10% more RFPs in 2014 over the previous year.

Sales activity increased by 31% in 2014 over the previous year.

26,250 room nights were booked from CVB leads in 2014 (24,471 in 2013).

Looking Ahead

- Brand Re-positioning
- Bass Pro Legends of Golf (April 22-26)
- Travel South
- Western Chapter SATW (May 9-13)
- Diva's Half Marathon & 5K (May 17)
- SYTA Conference (August 26-31)
- CenStates TTRA (Sept 15-17)