



2ND QUARTER 2018 MARKETING REPORT

Branson Convention & Visitors Bureau

August 22, 2018

PRESENTATION OVERVIEW

- U.S. Economic Outlook
- U.S. Travel Performance
- Travel Industry Update
- Branson 2018 Q2 Performance
- Branson Visitor Update
- CVB Department Updates

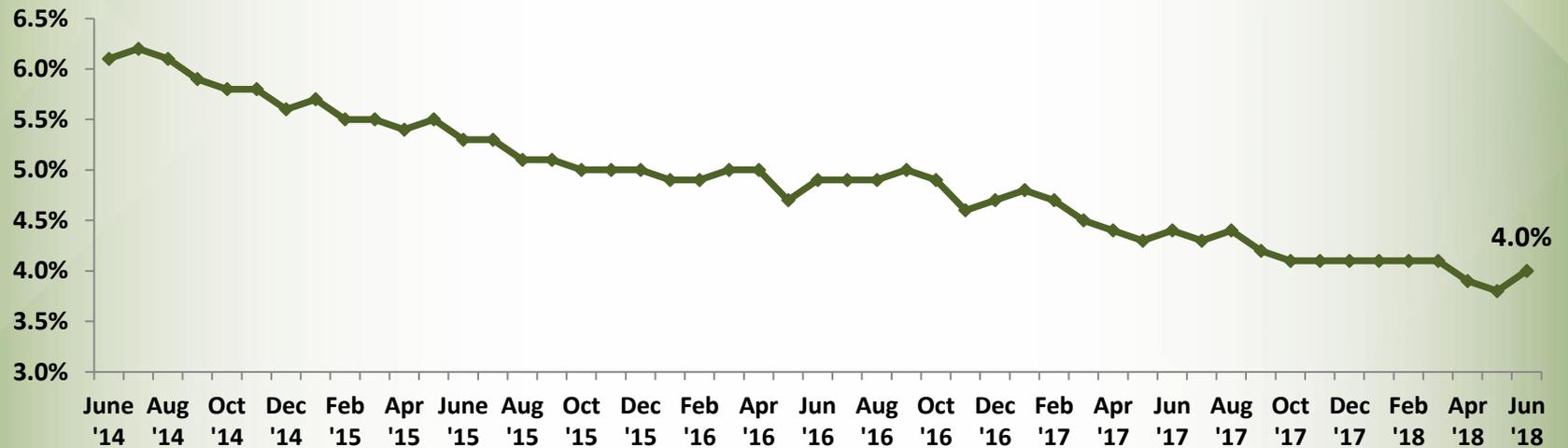


ECONOMIC OUTLOOK

ALL INFORMATION *REPORTED* IS THE MOST RECENT AVAILABLE AS June 30, 2018

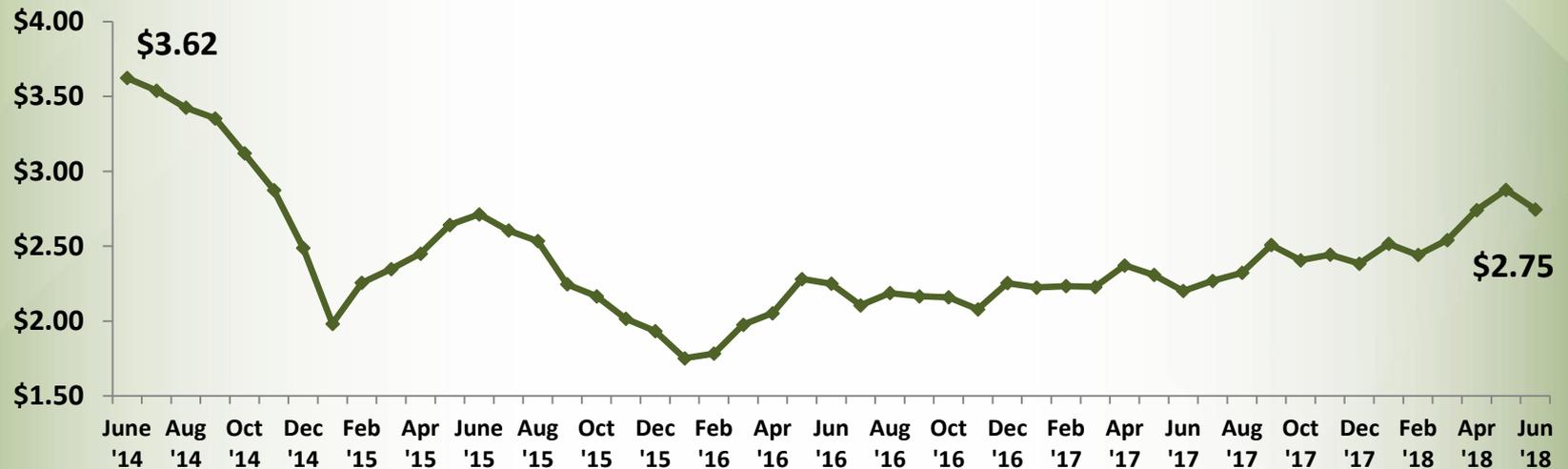
U.S. UNEMPLOYMENT

The U.S. unemployment rate flattened out in late 2017. In the past 12 months unemployment has been as high as 4.4% but is currently at 4.0%.



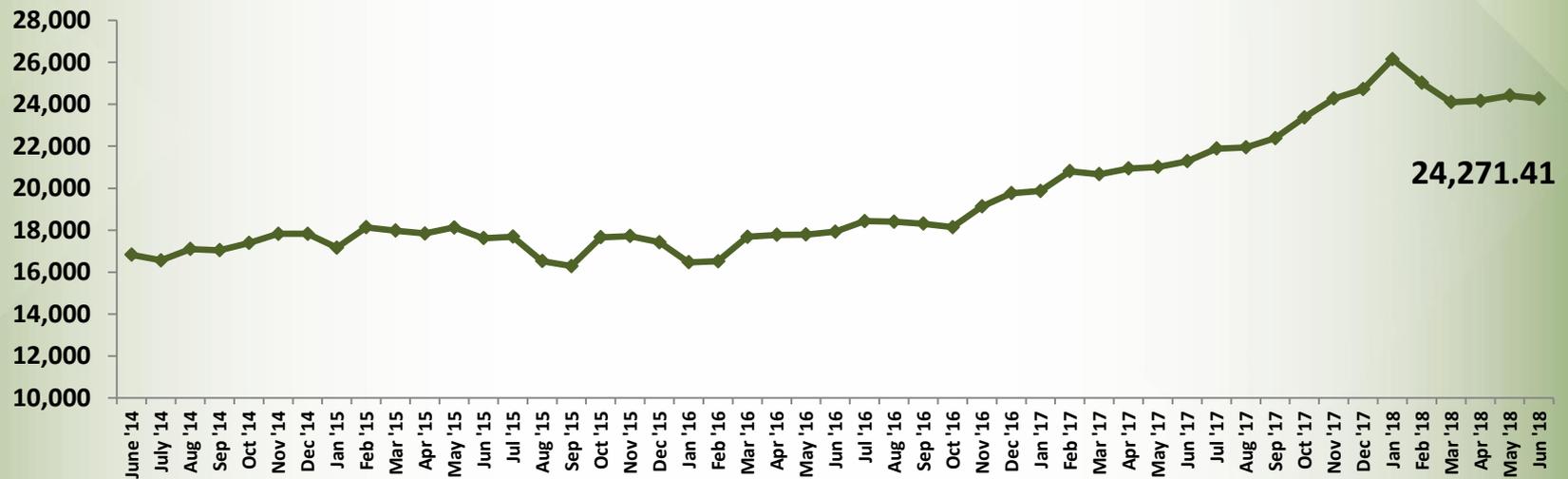
GASOLINE PRICES

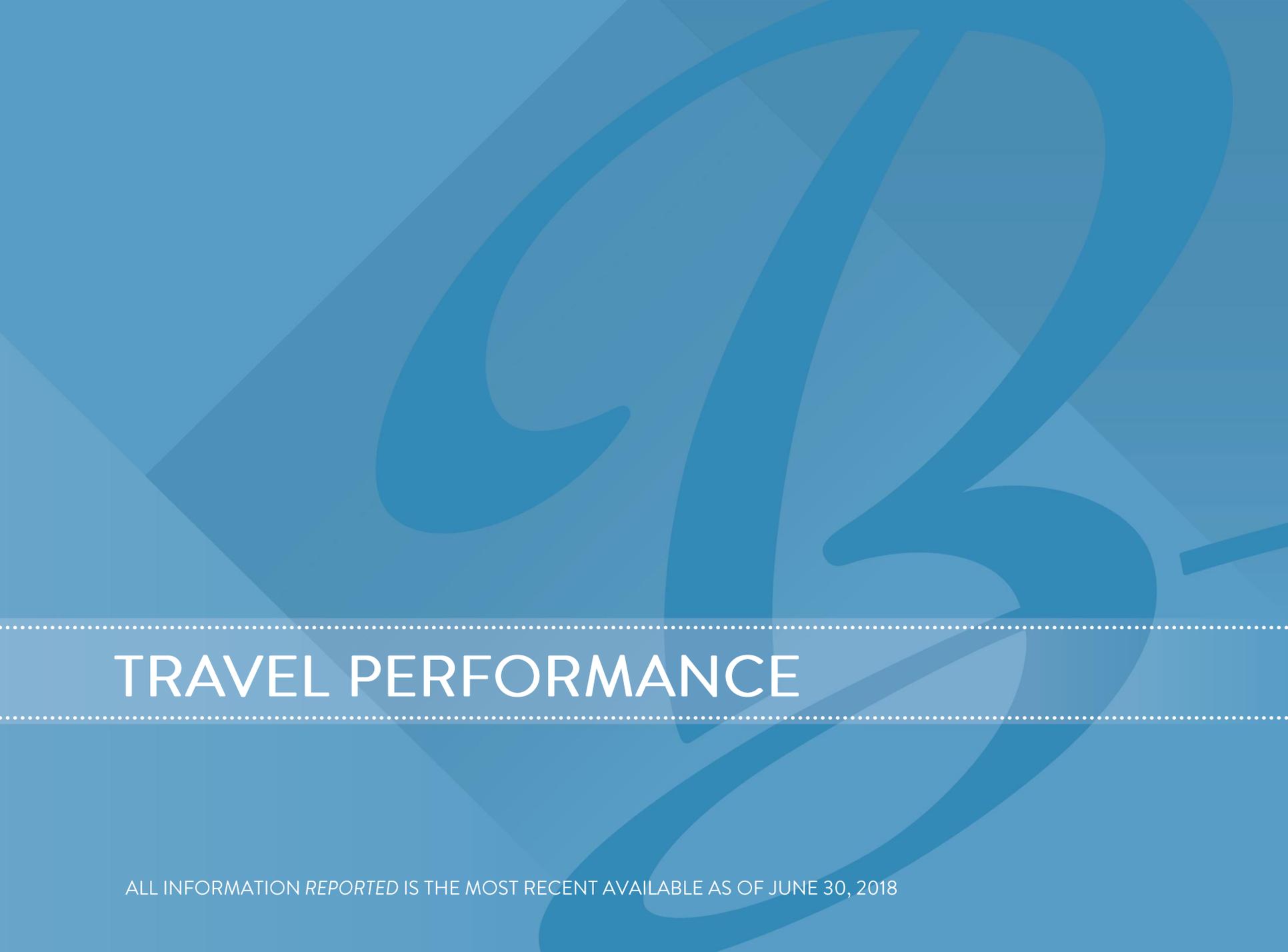
U.S. gasoline prices bottomed out an average of \$1.75 in January 2016 and stood at an average of \$2.38 at the end of 2017. 2018 prices been steadily increasing up until June (\$2.75).



DOW JONES (DJIA)

The Dow Jones Industrial Average closed 2017 at 24,719, up 25% over the end of 2016. Through June of 2018 it stood at 24,271, and had held steady for the past 4 months.





TRAVEL PERFORMANCE

ALL INFORMATION *REPORTED* IS THE MOST RECENT AVAILABLE AS OF JUNE 30, 2018



U.S. LEISURE & BUSINESS TRAVEL

According to the U.S. Travel Association, leisure travel person-trips increased by 1.9% to 1.82 billion while business travel person-trips increased by 2.1% to 472 million. The USTA estimates that leisure travel will increase at a lesser rate in 2019 with leisure travel increasing by another 1.9% and business travel by another 1.7%. The extended forecast through 2020 shows leisure travel increasing by 1.6% and business travel increasing by 1.3%.

YTD U.S. ROOM DEMAND +3.0%

According to STR, U.S. room demand increased 3.7% in June 2018 and is up 3.0% year-to-date. Additionally, ADR is running 2.7% ahead of last year.

- Jun 2018 YTD Occupancy: +1.0%
- Jun 2018 YTD Room Demand: +3.0%
- Jun 2018 YTD Revenue: +3.8%

ROOM DEMAND

BY CHAIN SCALE

Upscale Room Demand (+5.9%) has grown the most this year with Upper Midscale (+5.1%) not far behind. On the lower end, Independents (+1.3%) and Economy (+1.0%) have increased room demand by the smallest amounts.

+3.3%

LUXURY

+2.7%

UPPER UPSCALE

+5.9%

UPSCALE

+5.1%

UPPER MIDSCALE

2.1%

MIDSCALE

+1.0%

ECONOMY

+1.3%

INDEPENDENTS

ROOM DEMAND

BY CENSUS REGION

The regions of the U.S. that have experienced the strongest growth in room demand this year are the Middle Atlantic (+5.9%) and West South Central (+5.9%). Meanwhile, the West North Central region, which includes Missouri, is up by 1.7%.

+4.7%

NEW ENGLAND

+5.9%

MIDDLE ATLANTIC

+2.2%

SOUTH ATLANTIC

+2.8%

EAST NORTH CENTRAL

+2.7%

EAST SOUTH CENTRAL

+1.7%

WEST NORTH CENTRAL

+5.9%

WEST SOUTH CENTRAL

+1.5%

MOUNTAIN

+1.9%

PACIFIC

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INDUSTRY UPDATE

ALL INFORMATION *REPORTED* IS THE MOST RECENT AVAILABLE AS OF JUNE 30, 2018

EMPLOYMENT INCREASED BY
213,000 IN JUNE, AND THE
UNEMPLOYMENT RATE ROSE TO
4.0 PERCENT, THE U.S. BUREAU
OF LABOR STATISTICS REPORTED

Job growth occurred in professional and business services, manufacturing, and health care, while retail trade lost jobs. In June, average hourly earnings for all employees rose by 5 cents to \$26.98. Over the year, average hourly earnings have increased by 72 cents, or 2.7 percent. Source: [BLS](#)

THE SMALL BUSINESS OPTIMISM
INDEX DECREASED TO 107.2 IN
JUNE WITH EMPLOYMENT
GAINS REMAINING STRONG
AMONG SMALL BUSINESSES

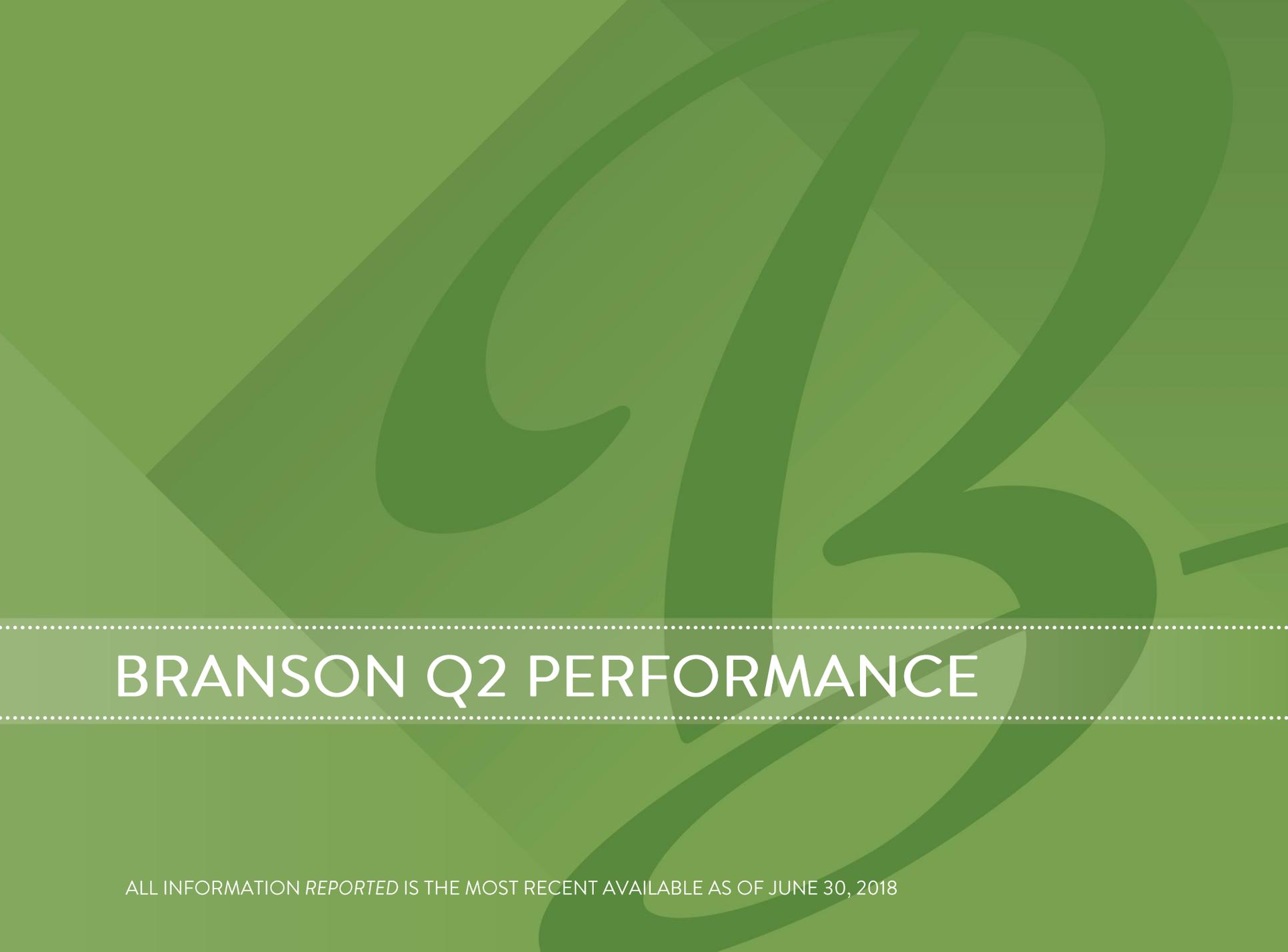
Usually small business owners complain about taxes and regulations. However, during the recession, "poor sales" was the top problem. In the June report, difficulty finding qualified workers is the top problem. Since December 2016, the Index has averaged an unprecedented 105.4, well above the 45-year average of 98 and rivaling the all-time high of 108.0 in July 1983. Source / PDF Report: [here](#)

THE CONSUMER PRICE INDEX
INCREASED 0.1 PERCENT IN
JUNE, AFTER RISING 0.2
PERCENT IN MAY

The food index increased 0.2 percent in June, with the indexes for food at home and food away from home both rising 0.2 percent. Despite a 0.5-percent increase in the gasoline index, the energy index declined 0.3 percent, with the indexes for electricity and natural gas both falling. Source / Charts: [Bureau of Labor Statistics](#)

A NEW STUDY FINDS THAT 56 PERCENT OF
ORGANIC SEARCHES IN THE TRAVEL AND
HOSPITALITY INDUSTRY ARE OPEN TO
COMPETITION.

TripAdvisor has the lead with 9 percent of organic searches, but Expedia follows closely with 8 percent and Kayak holds 6 percent. Looking at travel search by stage of the journey, TripAdvisor performs best in the early stages, with 9 percent of that traffic. The vast majority of first results in search for the travel and hospitality sector are local, geotagged and link back to the business's website. Despite the appeal of visuals in travel, image searches and video searches account for a small portion of organic search results. Source / Additional Data: [Inooz](#)

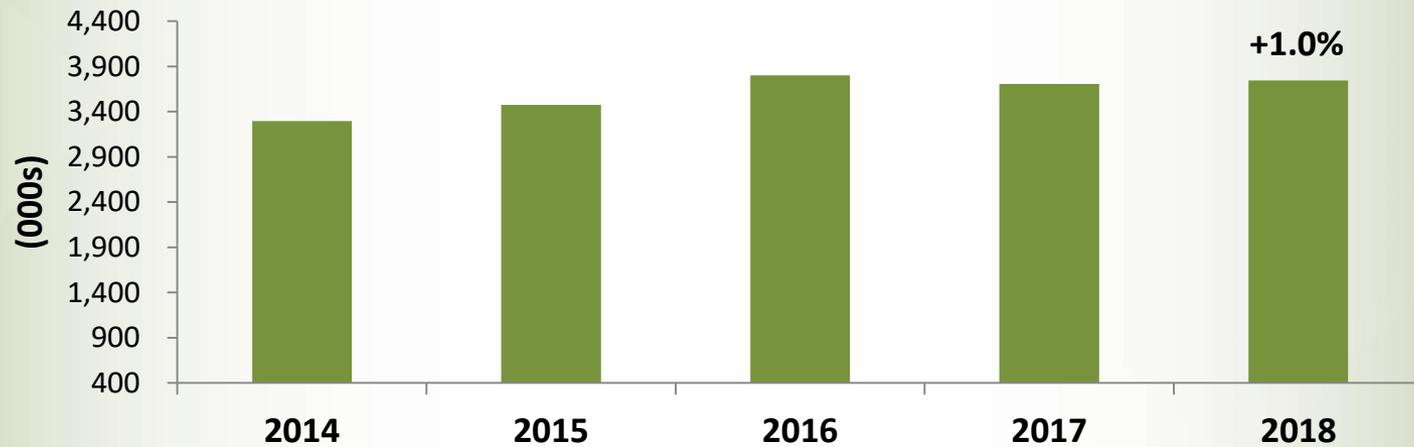
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BRANSON Q2 PERFORMANCE

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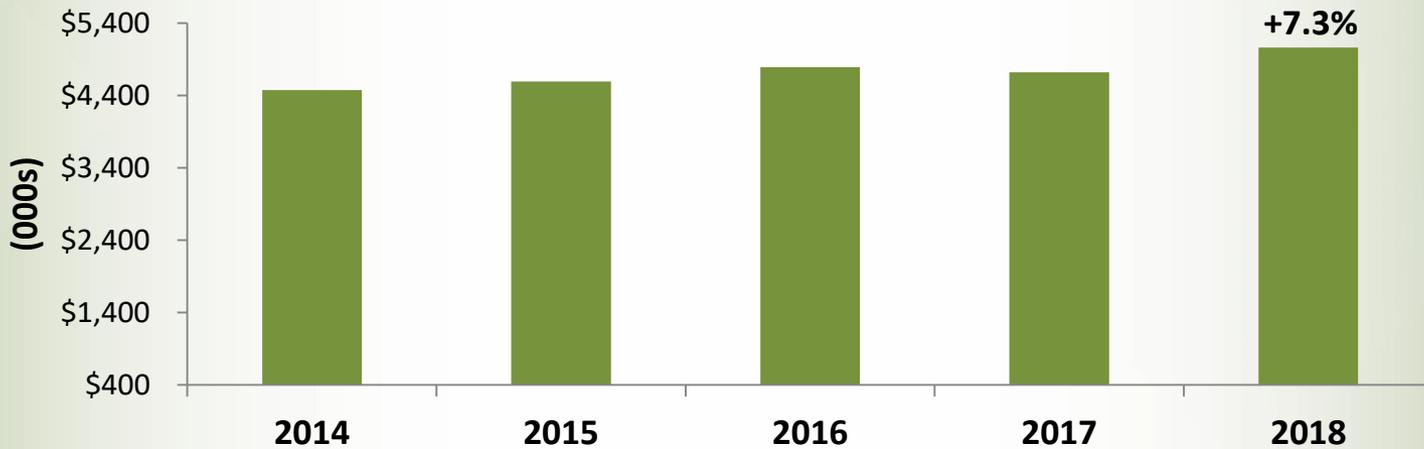
BRANSON ESTIMATED VISITATION

2nd Quarter YTD 2018



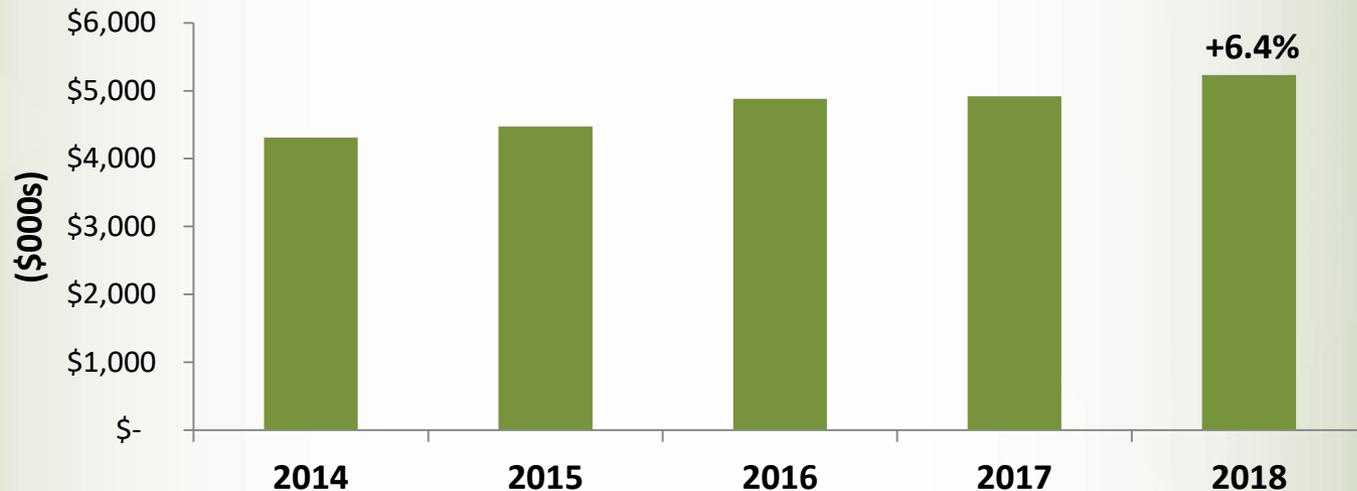
CITY OF BRANSON SALES TAX

2nd Quarter YTD 2018



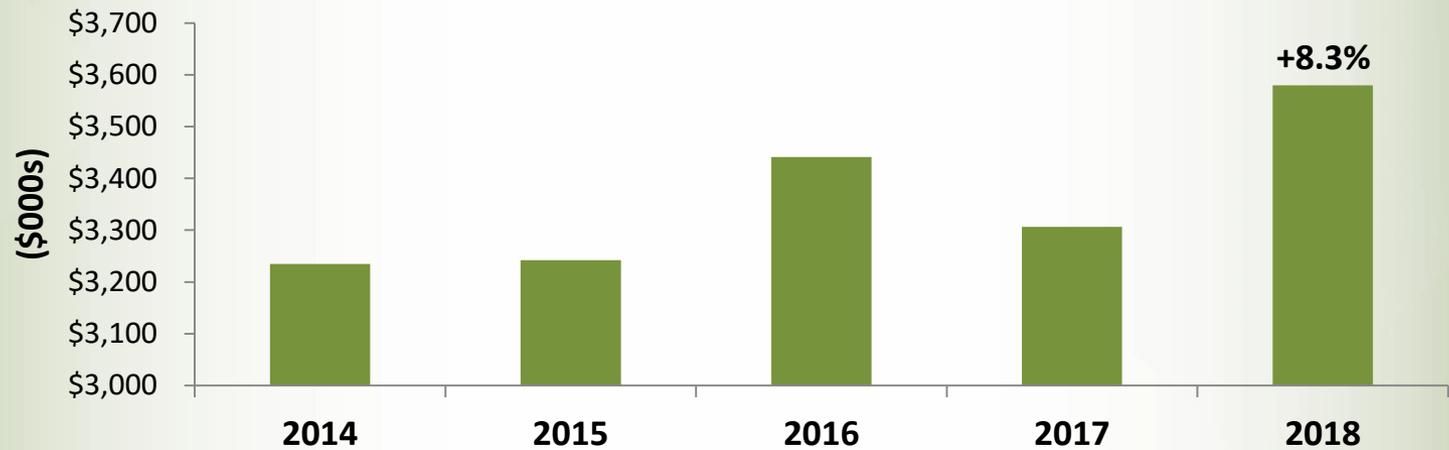
CITY OF BRANSON TOURISM TAX

2nd Quarter YTD 2018



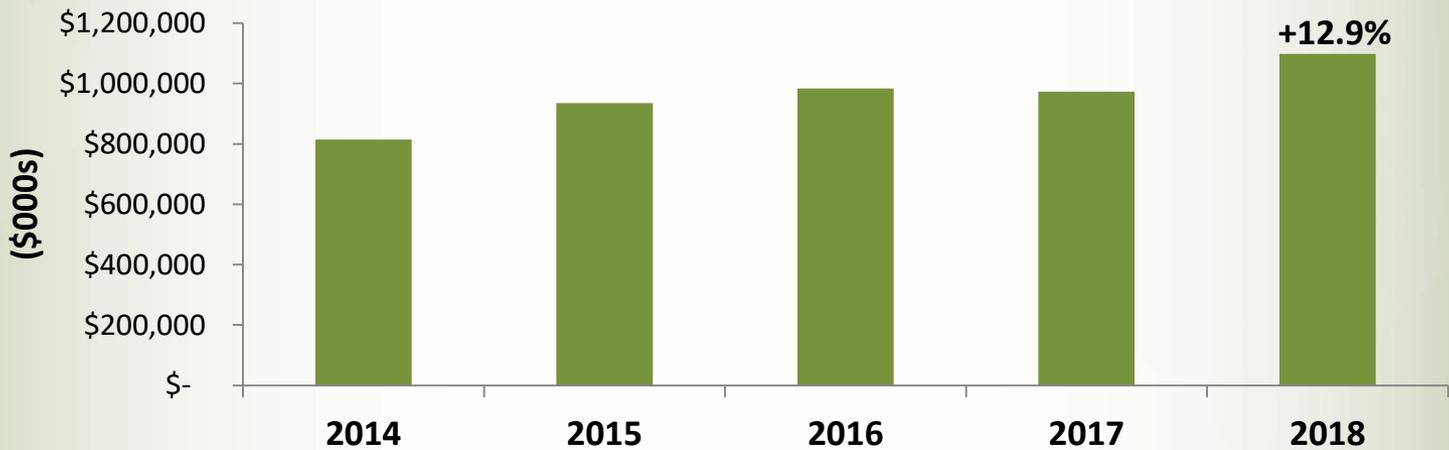
TCED TOURISM TAX

2nd Quarter YTD 2018



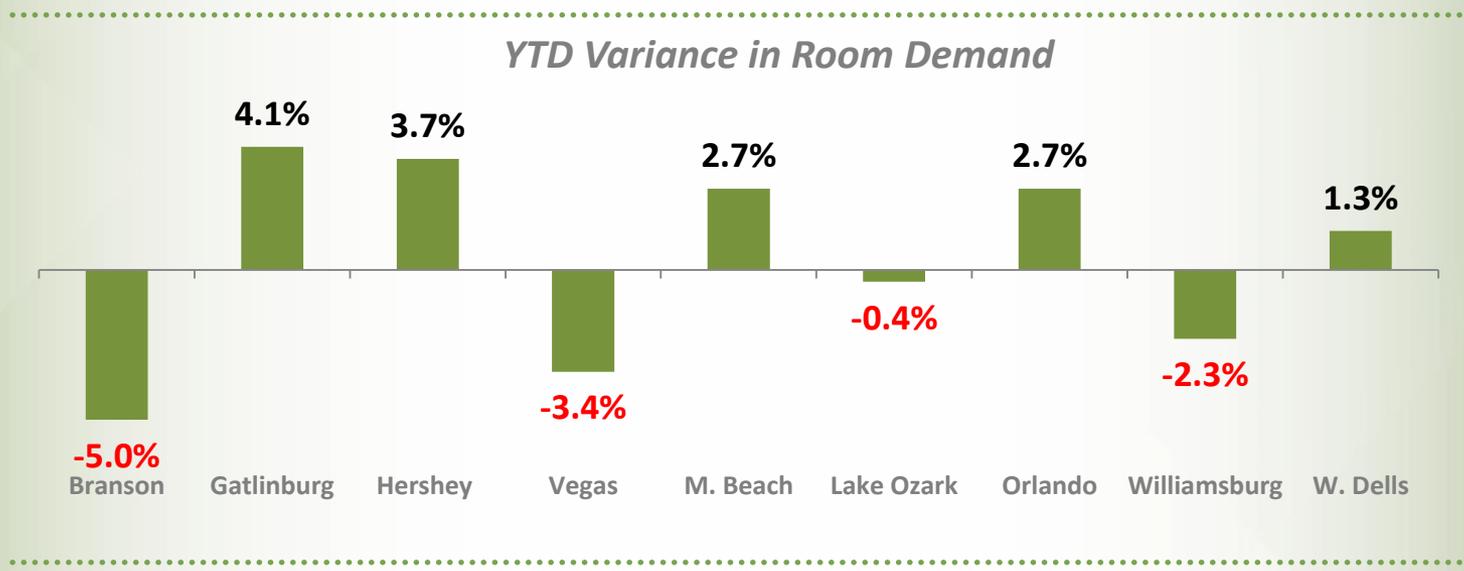
STONE COUNTY TAX

2nd Quarter YTD 2018



ROOM DEMAND COMPARISON

2nd Quarter YTD 2018



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BRANSON VISITOR UPDATE

ALL INFORMATION *REPORTED* IS THE MOST RECENT AVAILABLE AS OF JUNE 30, 2018

YTD VISITOR TRENDS

<u>METRIC</u>	<u>2018</u>	<u>2017</u>	<u>VAR</u>
SPENDING/PARTY	\$919	\$ 917	+\$2
FIRST-TIMERS	26%	27%	-1%
% FAMILIES	42%	39%	+3%
AVG ADULT AGE	58.0 yrs	58.2 yrs	-0.2 yrs
LOS	4.3 nts	4.2 nts	+0.1 nts
% SEEING SHOWS	57%	54%	+3%
AVG # SHOWS SEEN	3.3	3.3	+0.0

SOURCE: H2R MARKET RESEARCH, MAY 2018 YTD. n = 435; MOE = +/- 4.7% at a 95% Confidence Interval.

VISITATION BY MARKET

<u>METRIC</u>	<u>% VISITORS</u>	<u>VAR TO 2017</u>
CORE MARKETS	12%	- 0.5%
PRIMARY MARKETS	35%	+ 0.1%
OUTER MARKETS	25%	+ 0.4%
<u>NATIONAL MARKETS</u>	<u>28%</u>	<u>+ 0.0%</u>
TOTAL	100%	0.0%

SOURCE: H2R MARKET RESEARCH, MAY 2018 YTD (WEIGHTED)

MOST INFLUENTIAL SOURCES

37%

Searched online
for a specific
Branson
business

24%

Discussed
Branson with a
friend

40%

Looked up Branson on
my computer at home



CVB DEPARTMENT UPDATES

PR & COMMUNICATIONS DEPARTMENT

LYNN BERRY

2Q 2018 Report

- #NATJAinBranson Conference a Huge Hit! “Everything was well executed from the hotel, professional development, city tours, to pre- and post-conf media trips – it was all amazing.” – from NATJA Exec. Dir. Helen Hernandez
- Travel Channel named the Top 10 Mini Golf courses in America and Branson had TWO! The Big Bass out at Big Cedar and Shoot for the Stars at Hollywood Wax Museum.
- “Perched high above Table Rock Lake just south of Branson – and boasting, perhaps, the most stunning setting for golf in the entire Midwest – a golf destination, unlike anything else in North America. And it belongs on your bucket list.” – Int’l. Assoc. of Golf Tour Operators magazine



LEISURE GROUP SALES DEPARTMENT

LENNI NEIMEYER

2Q 2018 Report

April 2018 – 10th Annual Professional Travel Planner FAM, Branson, MO.

- Hosted 44 tour operators & travel agents from 12 states for 4 days and 3 nights.
- 25 Branson sellers registered – Each had 10 minute 1-on-1 business appointments.
- Over 50% Branson sellers booked business during the FAM – post survey results.
- Over 90% travel planners will book business to Branson in 2019 –post survey results.

April 2018 – Missouri Bank Travel Exchange Conference, Branson, MO.

- 25 Bank Travel Club Directors and 75 other suppliers from around the state attended.
- Hosted a city tour for bankers only and the closing lunch at the Chateau for all attendees.

May 2018 – Military Reunion Network Reg. Round Table Conference, Branson, MO.

- Hosted city tours, two days of appointments with 20 military reunion planners.

June 2018 – Travel Alliance Partners Conference– Atlantic City, NJ

- Shared the closing lunch sponsorship with ABA for 300 people 75 tour operators
- Announced Branson will host TAP Dance Sales Conference in June 2020 –Ten Year Reunion.

June 2018 – Branson Live in Memphis, Memphis, TN.

- Hosted Branson trade show, luncheon and show starring MDQ for 85 leisure group travel and meeting planners at Guesthouse hotel next door to Graceland. 25 Branson suppliers attended.



MEETINGS & CONVENTIONS DEPARTMENT

SAMANTHA GUTTING

2Q 2018 REPORT

 **949***
JOBS SUPPORTED

 **5,735**
ROOM NIGHTS BOOKED

 **33**
RFPs PRODUCED

 **\$3.7M***
ECONOMIC IMPACT ON ACTUALIZED BUSINESS

REASONS FOR LOST BUSINESS: Location Not Desirable in US, Board Decision, Event Not Happening, Lack of Hotel/Venue Availability, Airlift or Airfares, Planner received great package from another competitor.

ADDITIONAL HIGHLIGHTS: The M&C team attended 4 Industry Conferences and Trade Shows, one of which the CVB sponsored at MPI WEC and showcased the #greatjobgary video to over 2200 attendees. Branson Live in Memphis was a success as key mtg planners were in attendance. The Arkansas SAE tradeshow was held in Little Rock and the SGMP luncheon and sales calls in Jefferson City were also successful.

*Estimated Economic Impact and Jobs Supported derived from the Destination International (DI) impact calculator.

SPORTS MARKETING AND DEVELOPMENT

TERRA ALPHONSO

2Q 2018 REPORT



704*

JOBS SUPPORTED



1,990

ROOM NIGHTS BOOKED



21

RFPs PRODUCED



\$1.9M*

ECONOMIC IMPACT ON ACTUALIZED BUSINESS

REASONS FOR LOST BUSINESS: Venue space/dates not available. Facilities not available at this time. Partners were not able to accommodate group's needs at this time.

ADDITIONAL HIGHLIGHTS: TRAVEL: NASC Annual Symposium, NAC (North America Golf Tourism Convention), US Sports Congress Advisory Council meeting, Sports Industry Exchange and SMMS meeting and sports facilities tours.

The Professional Disc Golf Association (PDGA) hosted their Spring Board meeting in Branson and visited area Disc Golf courses.

Branson Golf brochure updated, printed and available on ExploreBranson.com.

*Estimated Economic Impact and Jobs Supported derived from the Destination International (DI) impact calculator.

DIGITAL MARKETING DEPARTMENT

RACHEL WOOD
2Q 2018 REPORT

ExploreBranson.com:

- 1.26m site visits, up 16.78% YOY
- 3.56m pageviews, up 15.1% YOY
- 938,771 unique visitors, up 16.77% YOY
- Organic traffic to site up 51% YOY

Paid Digital & Social:

- Full media program buys launched in February and continued through June
- Launched niche lead generation social media campaign to grow segmented lists:
 - Shows
 - Family Fun
 - Outdoor Adventure
 - Golf



Questions?

THANK
YOU