

BRANSON 1st QUARTER 2014 MARKETING REPORT

May 22, 2014

Branson/Lakes Area CVB

BRANSON

PRESENTATION OVERVIEW

Economic Overview

Travel Industry Update

Branson 1Q 2014 Update

ECONOMIC OUTLOOK

Consumer Confidence is up 6% in 2014, increasing from 77.5 in December '13 to 82.3 in April '14.



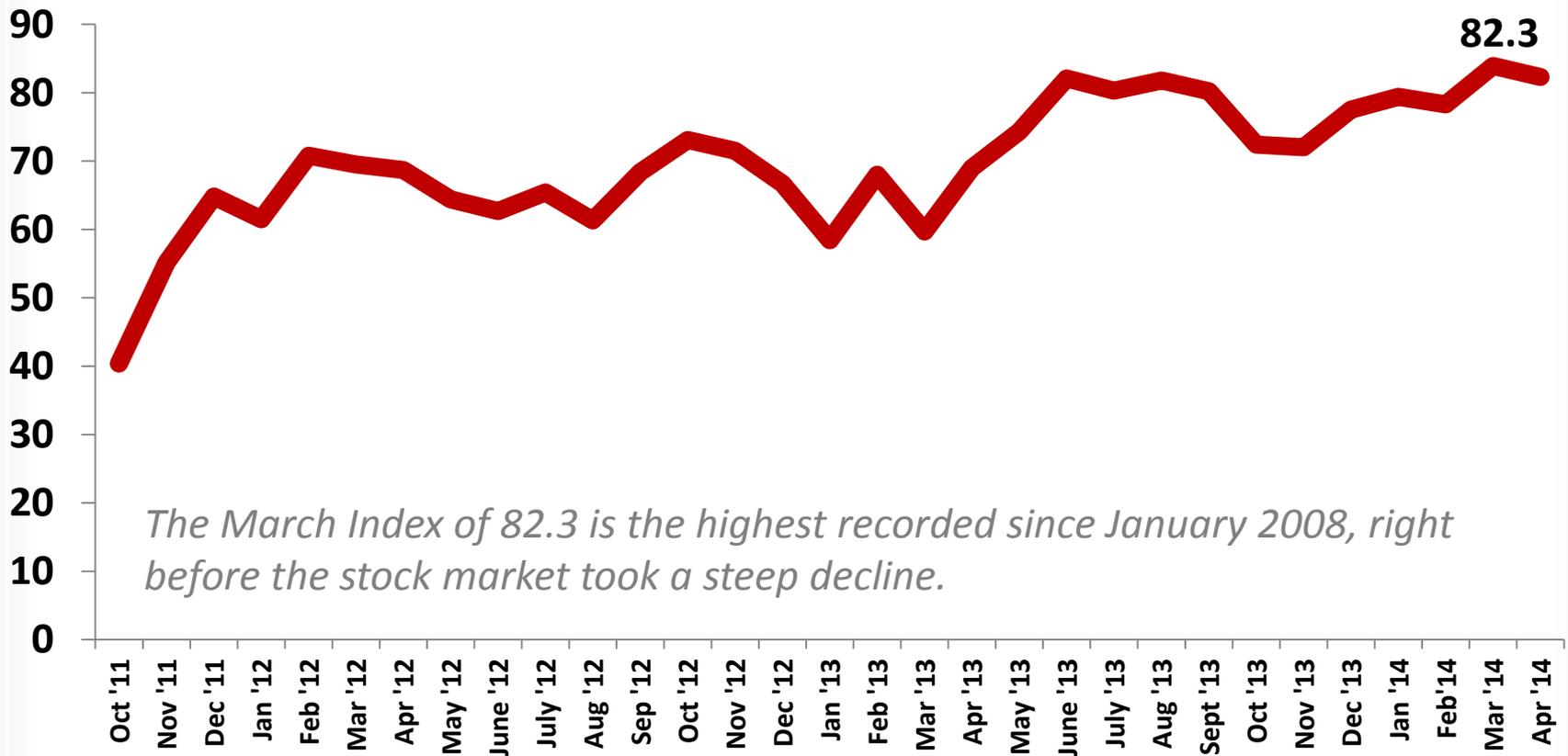
+6.2%

In 2014

An index of 90 is considered necessary for sustainability and 100 is required for growth.

Source: The Conference Board

CONSUMER CONFIDENCE



The March Index of 82.3 is the highest recorded since January 2008, right before the stock market took a steep decline.

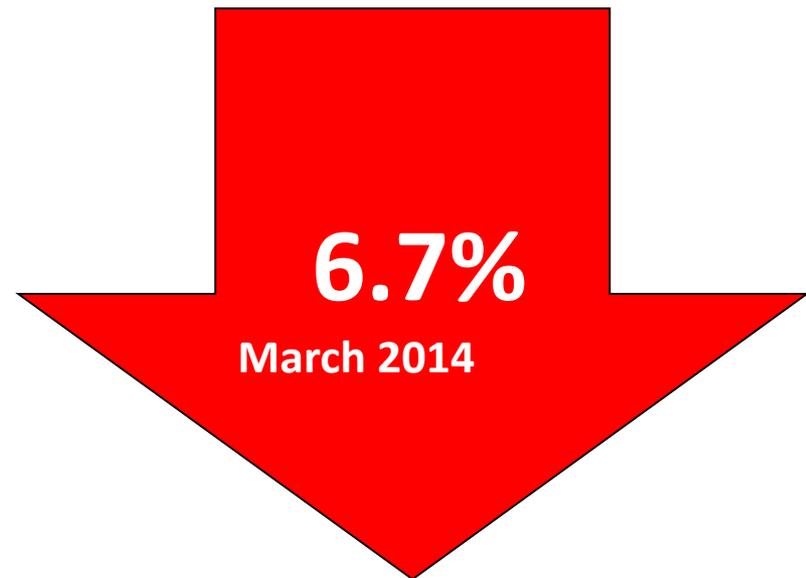
Source: The Conference Board

U.S. Unemployment Rate stands at 6.7%, same as in December 2012

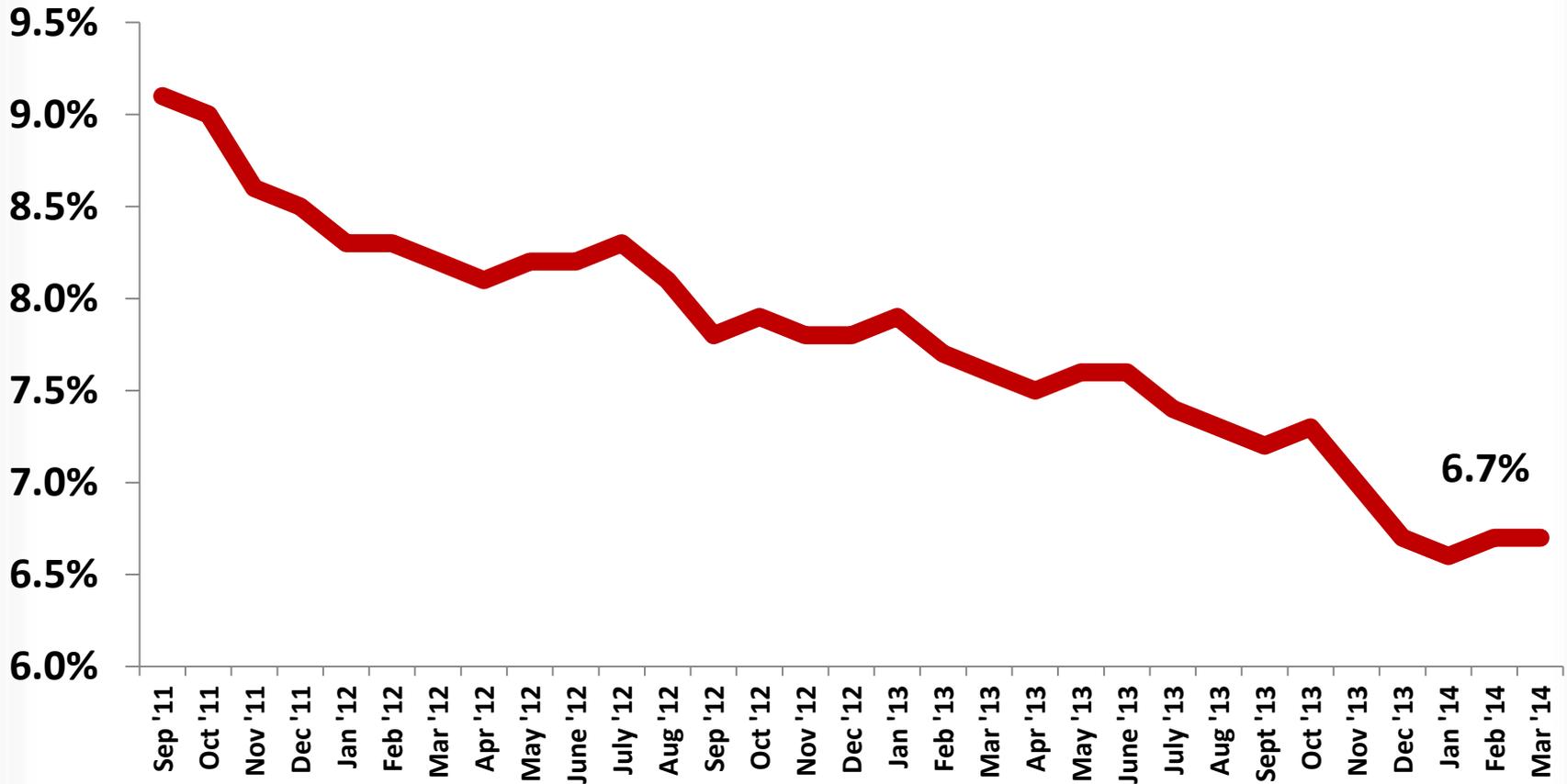


Source: Bureau of Labor Statistics

The Unemployment rate had dipped to 6.6% in January, but came right back up in February & stayed there in March.



U.S. UNEMPLOYMENT RATE



Source: Bureau of Labor Statistics

U.S. Gasoline Prices averaged \$3.64 in April, up 4.7% from April of 2013.



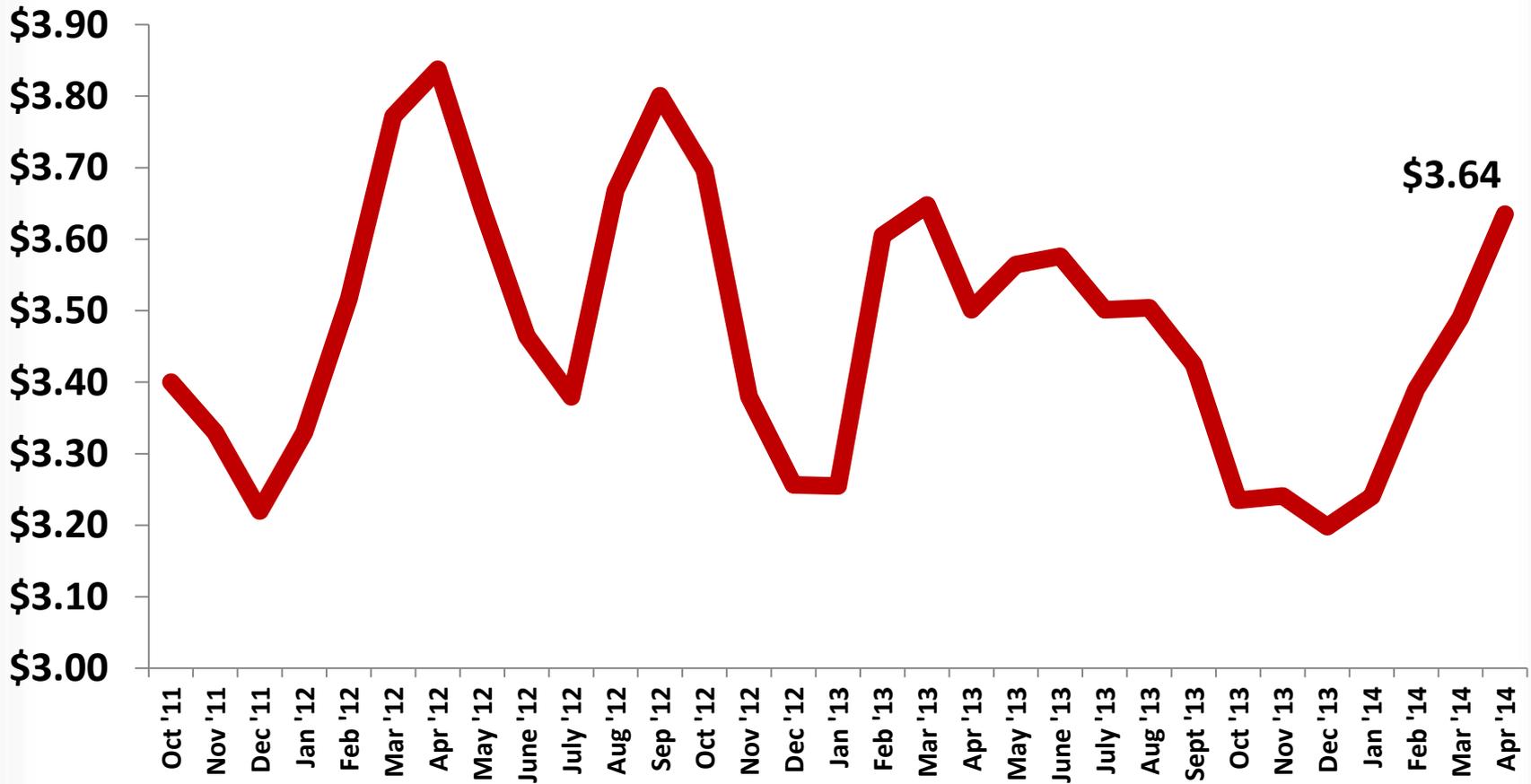
Source: U.S. Energy Information Administration

+4.7%

Vs Last Year

EIA reports that
gasoline prices are
up 4.7%
compared April
2013.

HISTORY OF U.S. AVERAGE GASOLINE PRICES

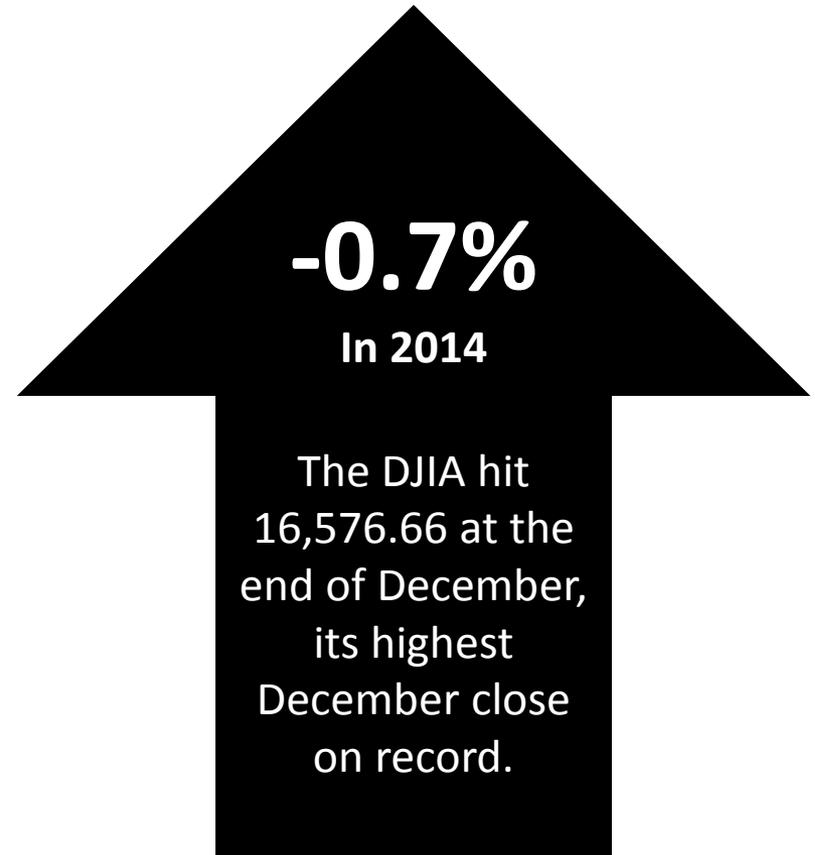


Source: U.S. Energy Information Administration

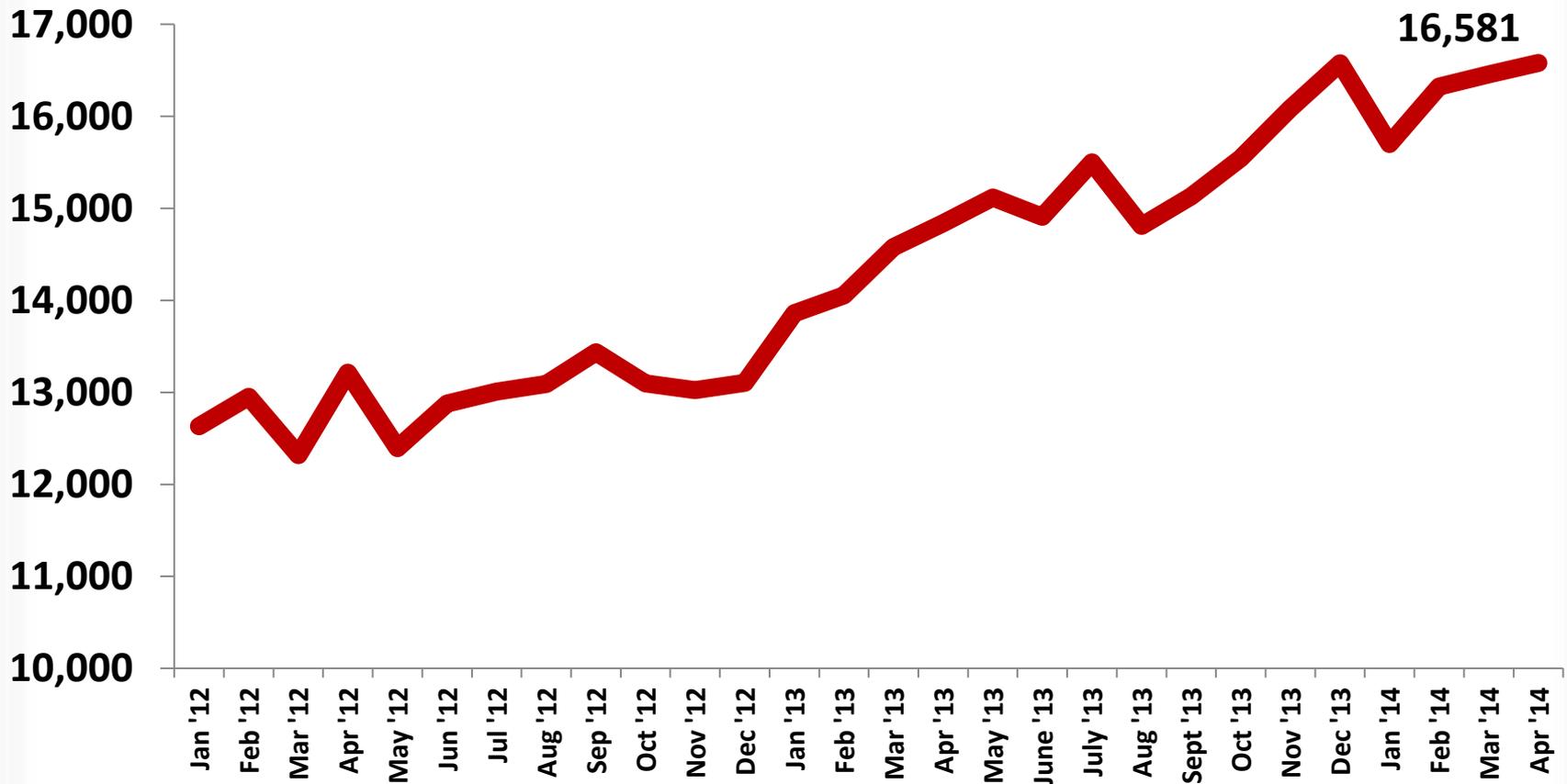
The DJIA closed 2013 at 16,580.84 at the end of April, flat so far in 2014.



Source: Dow Jones Industrial Average



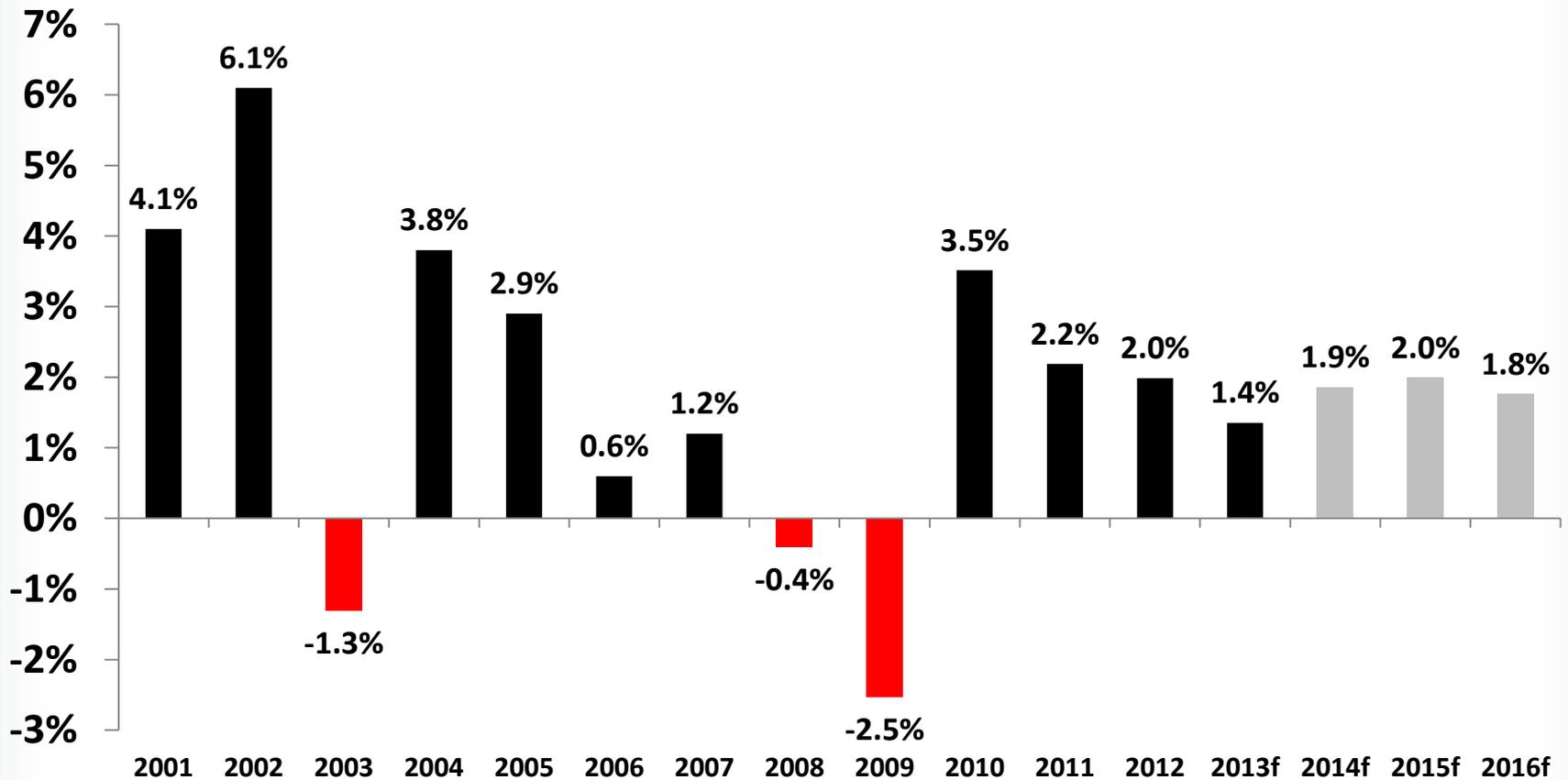
DOW JONES INDUSTRIAL AVERAGE



Source: U.S. Energy Information Administration

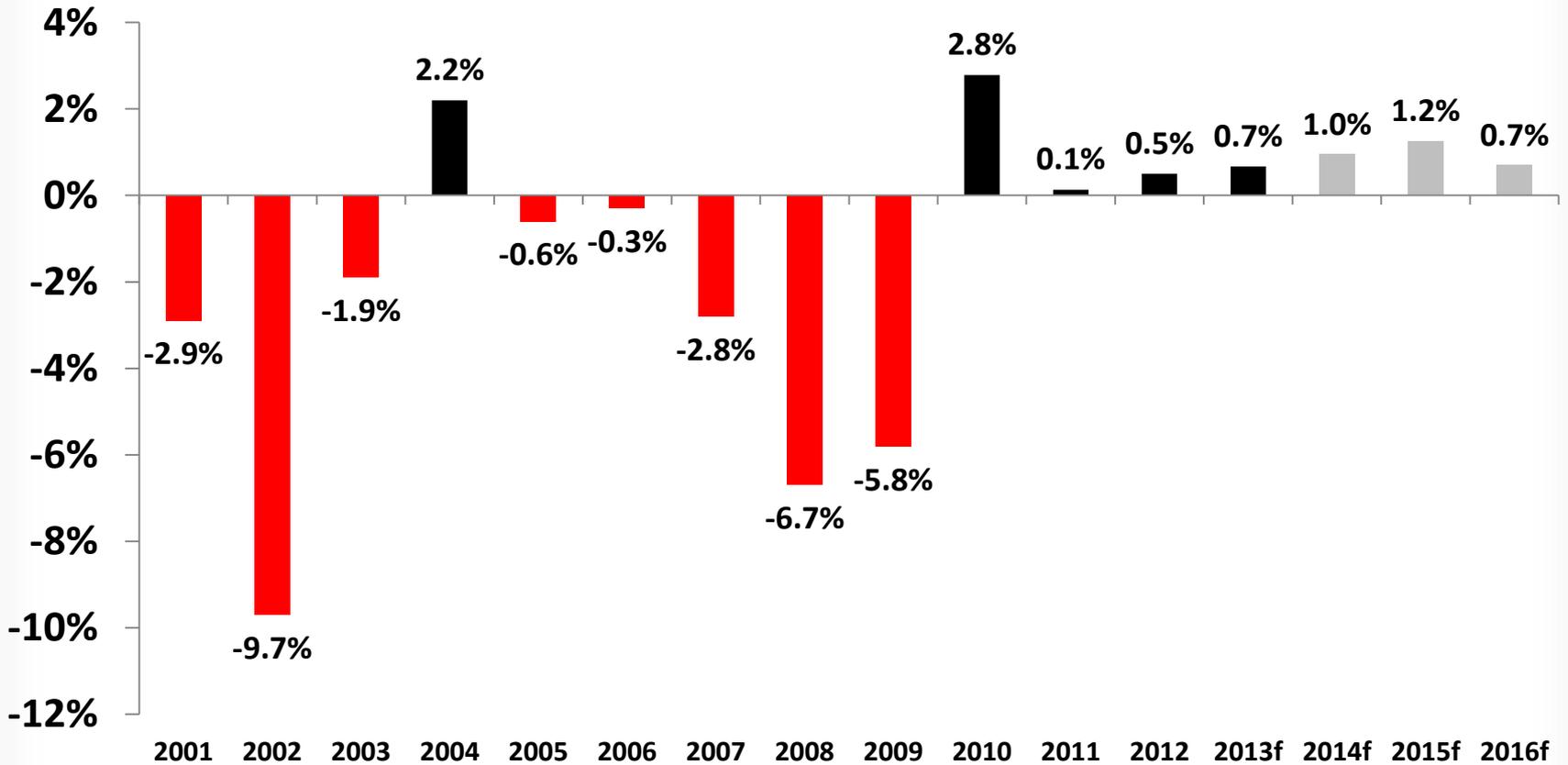
U.S. TRAVEL PERFORMANCE

The US Travel Association estimates leisure travel was up 1.4% in 2013 and will increase 1.9% in 2014.



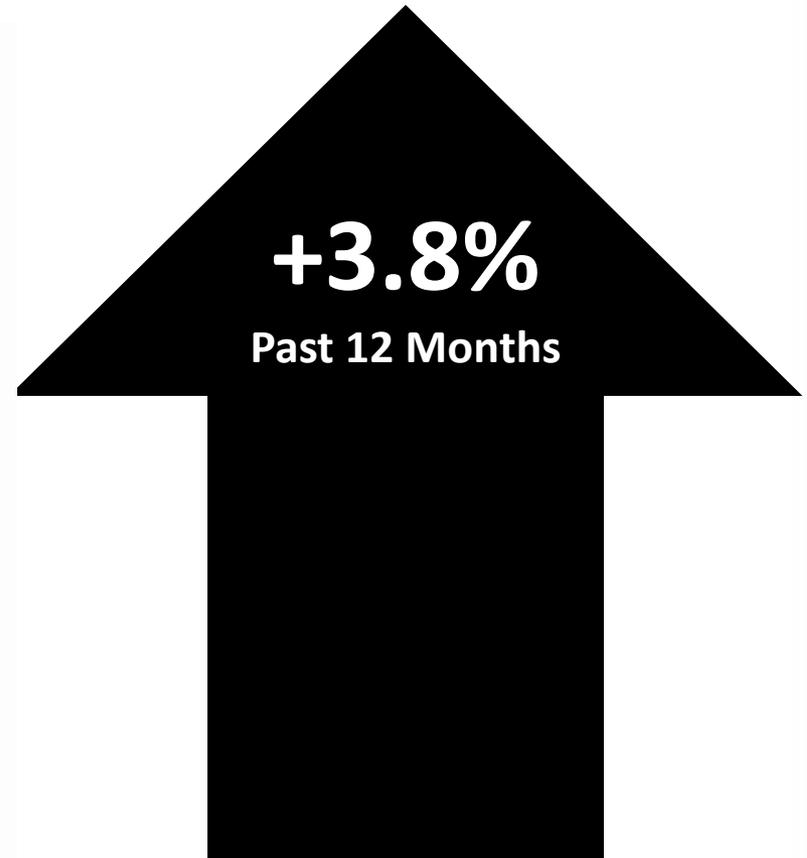
Source: U.S. Travel Association

Business travel volume is estimated to have increased by 0.7% in 2013 and is projected to grow 1.0% in 2014.



Source: U.S. Travel Association

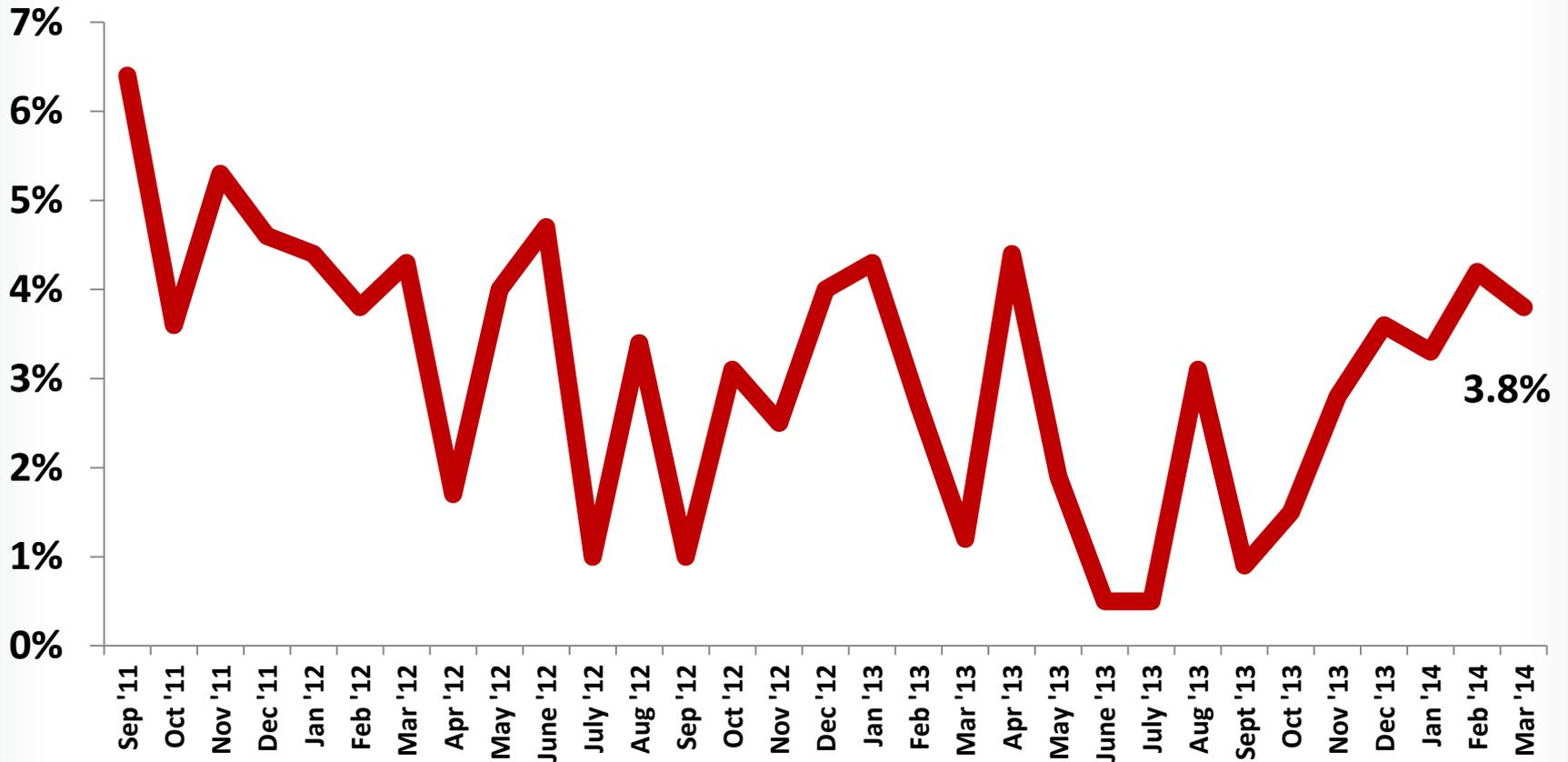
Nationwide, room demand is up 3.8% over the previous 12 month period.



Source: Smith Travel Research

SMITH TRAVEL- U.S. HOTEL ROOM DEMAND

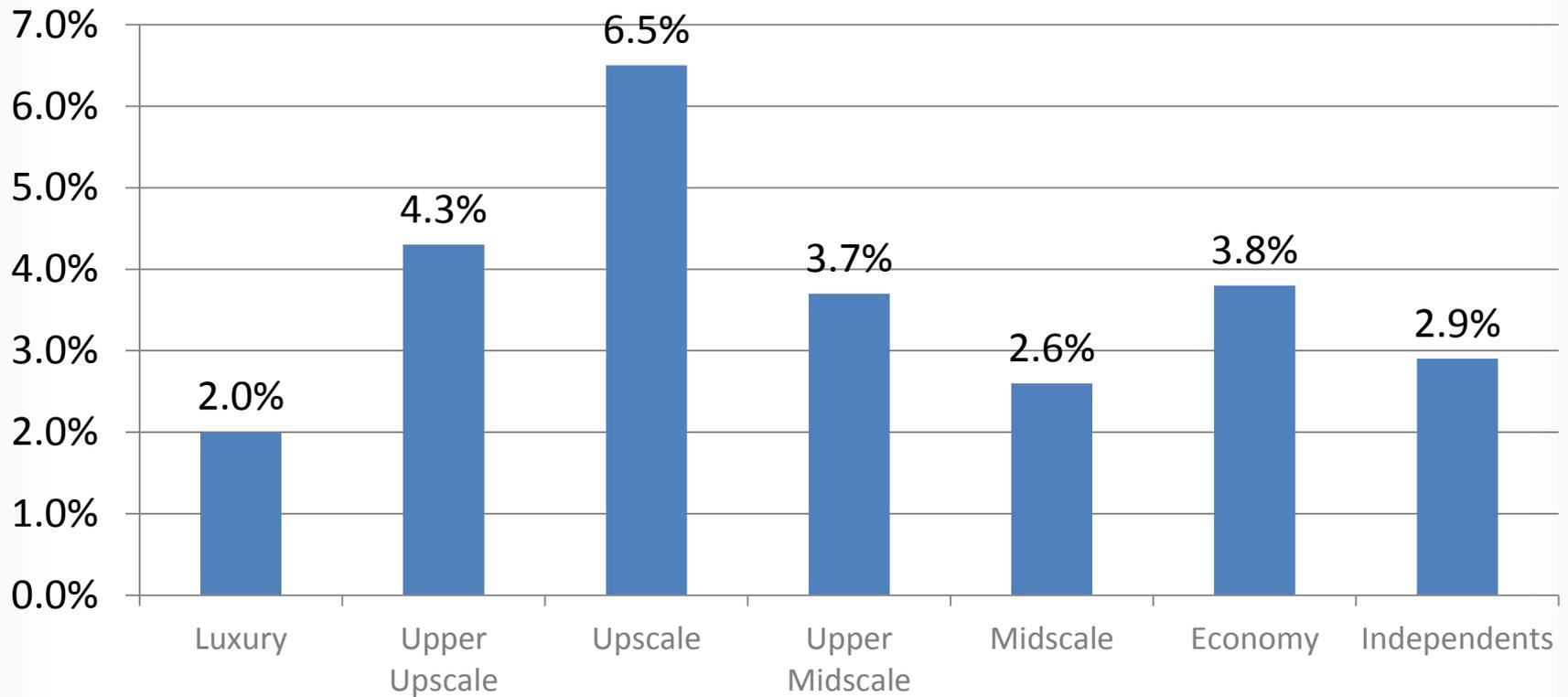
Variance by Month



Source: Smith Travel Research

U.S. room demand has varied by chain scale so far this year.

EOY Variance in Room Demand by Chain Scale



Source: Smith Travel Research

TRAVEL INDUSTRY UPDATE

TRAVEL INDUSTRY OVERVIEW

U.S. Economic Conditions

- After the optimism of December, economic data for the first two months of 2014 have generally been disappointing due to the extremely cold and inclement weather experienced in much of the United States. Be that as it may, Oxford Economics still believes that the economy will experience a spring rebound once the weather normalizes. The economy should reach a three-percent growth pace by the second half of the year.
- Household wealth in the U.S. increased from Oct through Dec 2013, as gains in stock portfolios and home prices boosted Americans' finances. Household net worth was \$11.8 trillion greater than its pre-recession peak of \$68.8 trillion reached in the second quarter of 2007. It was \$77.7 trillion in the three months ended September.

TRAVEL INDUSTRY OVERVIEW

American's Spending

- Gallup has reported that while Americans' average daily self-reported spending increased in 2013, many Americans still express anxiety about how much money they have to spend. Less than one-half (45%) said they felt pretty good about it. Even wealthier Americans—who were more likely to feel good—were not immune to money worries. Four in 10 of the highest-income Americans say they are not feeling better about their financial situations, and more than one-quarter of them say they would not be able to handle a major purchase or home repair.

TRAVEL INDUSTRY OVERVIEW

Meeting Professionals Forecast 5% Growth

- Meeting Professionals International has released the first edition of its new Meetings Outlook report. According to the report, U.S. and Canadian meeting professionals forecast a five percent improvement in overall business conditions in the coming year.
- While business and meetings travel growth continues its slow recovery, leisure travel remains more robust. Travel agents are reporting more buoyant advance bookings and that many of their clients are booking last-minute trips to get away from the cold. Some believe, however, that this could hurt summer leisure travel as so many are opting to get away sooner than later.

TRAVEL INDUSTRY OVERVIEW

Lodging Industry Improving

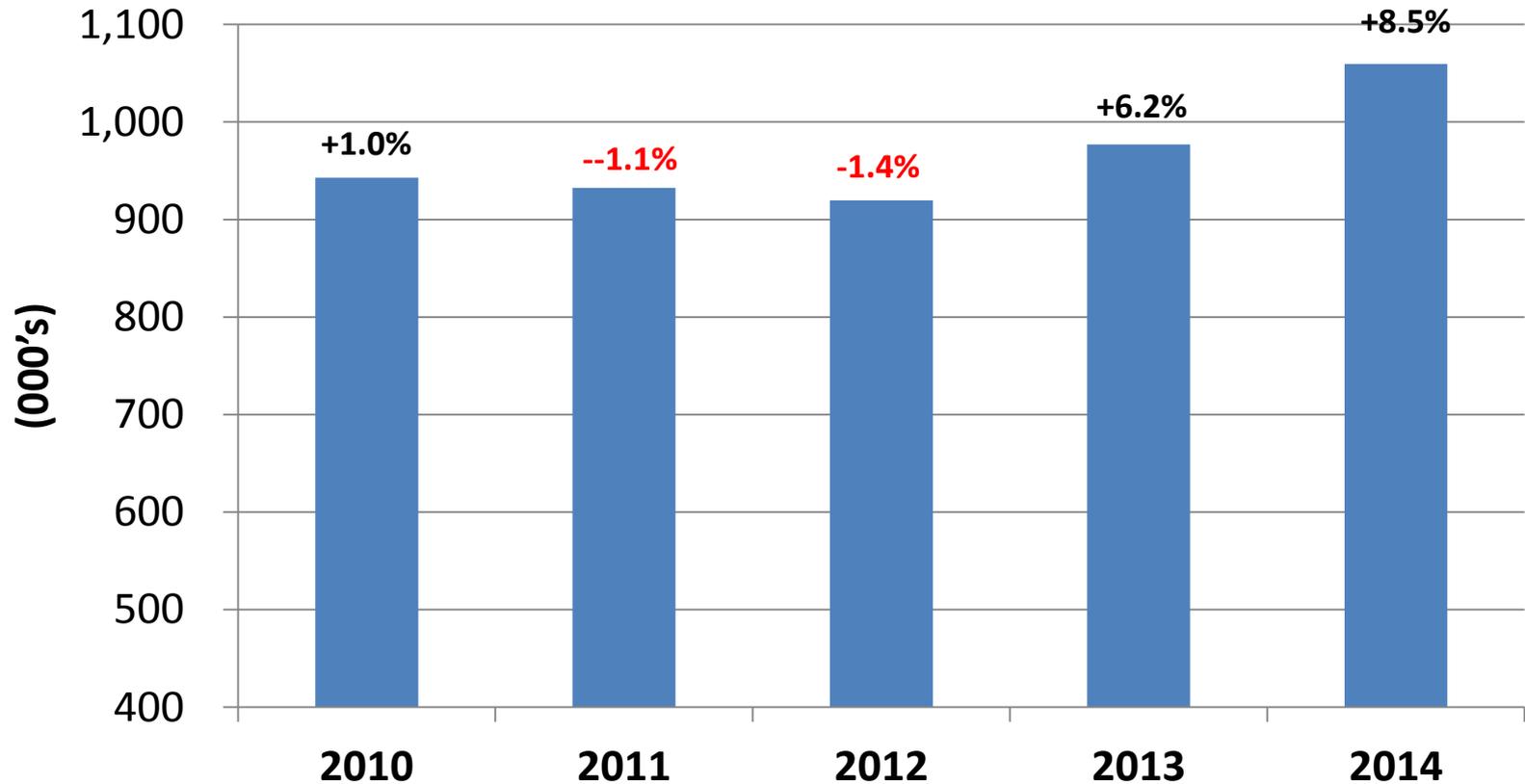
- While it is no surprise that most travelers now plan and book online, PhocusWright reports that more are now doing this from their mobile devices. While U.S. mobile travel bookings totaled \$6.15 billion in 2012, PhocusWright forecasts this will rise to \$39.5 billion by 2015.
- Hotels should enjoy healthy performances in 2014, according to the February 2014 TravelClick North American Hospitality Review. Both the transient (individual business and leisure travelers) and group segments are experiencing gains in occupancy and average daily rate (ADR) for the next 12 months, setting the stage for a strong uptick in RevPAR. Although growth in 2013 was dominated by the transient segment, the encouraging pace of group as well as continued transient strength indicates a more balanced outlook for 2014.

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

BRANSON 2014 PERFORMANCE

BRANSON ESTIMATED VISITATION

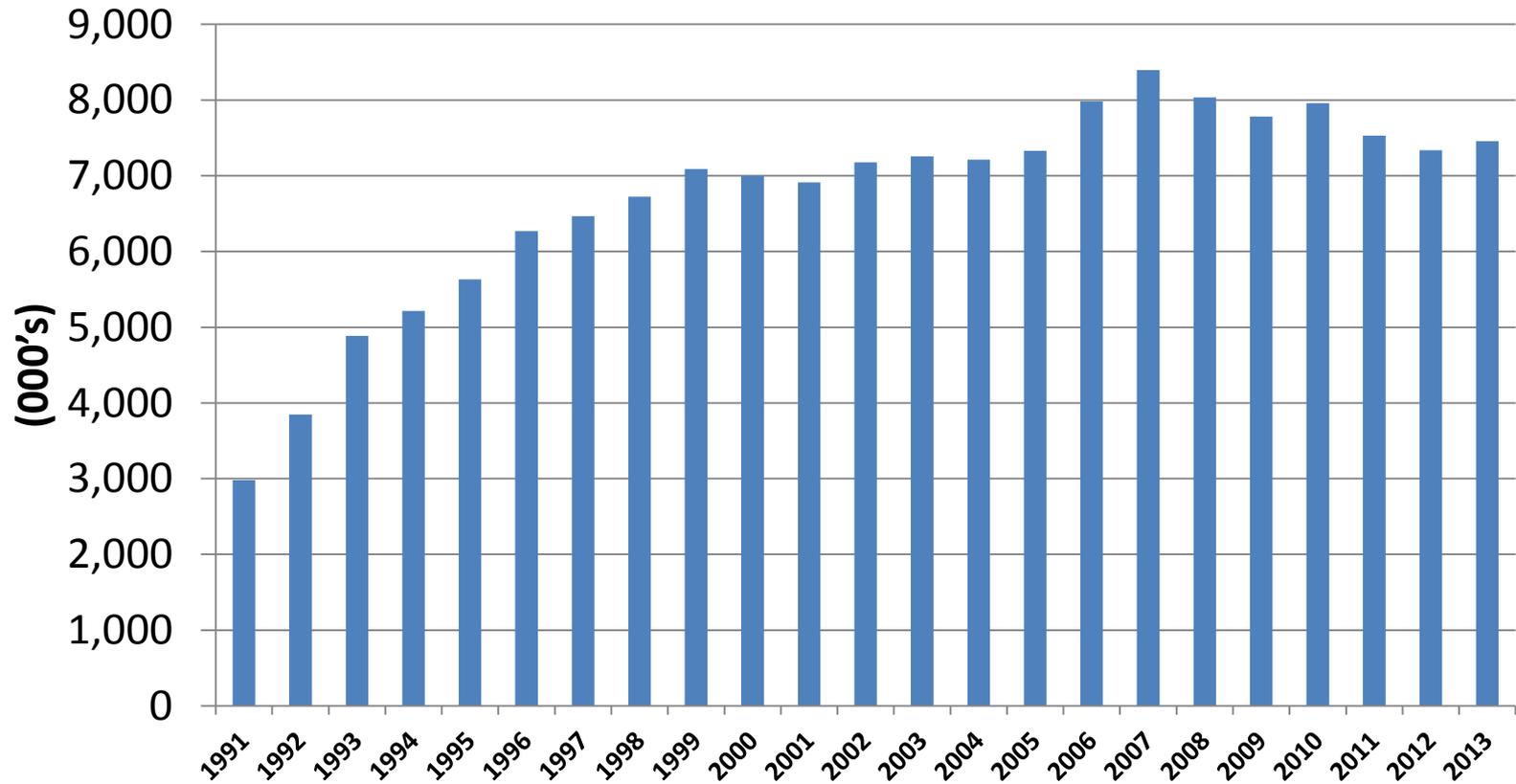
YTD through March 2014



BASE = 7.0M (2000, DKSA)

HISTORY OF BRANSON VISITATION

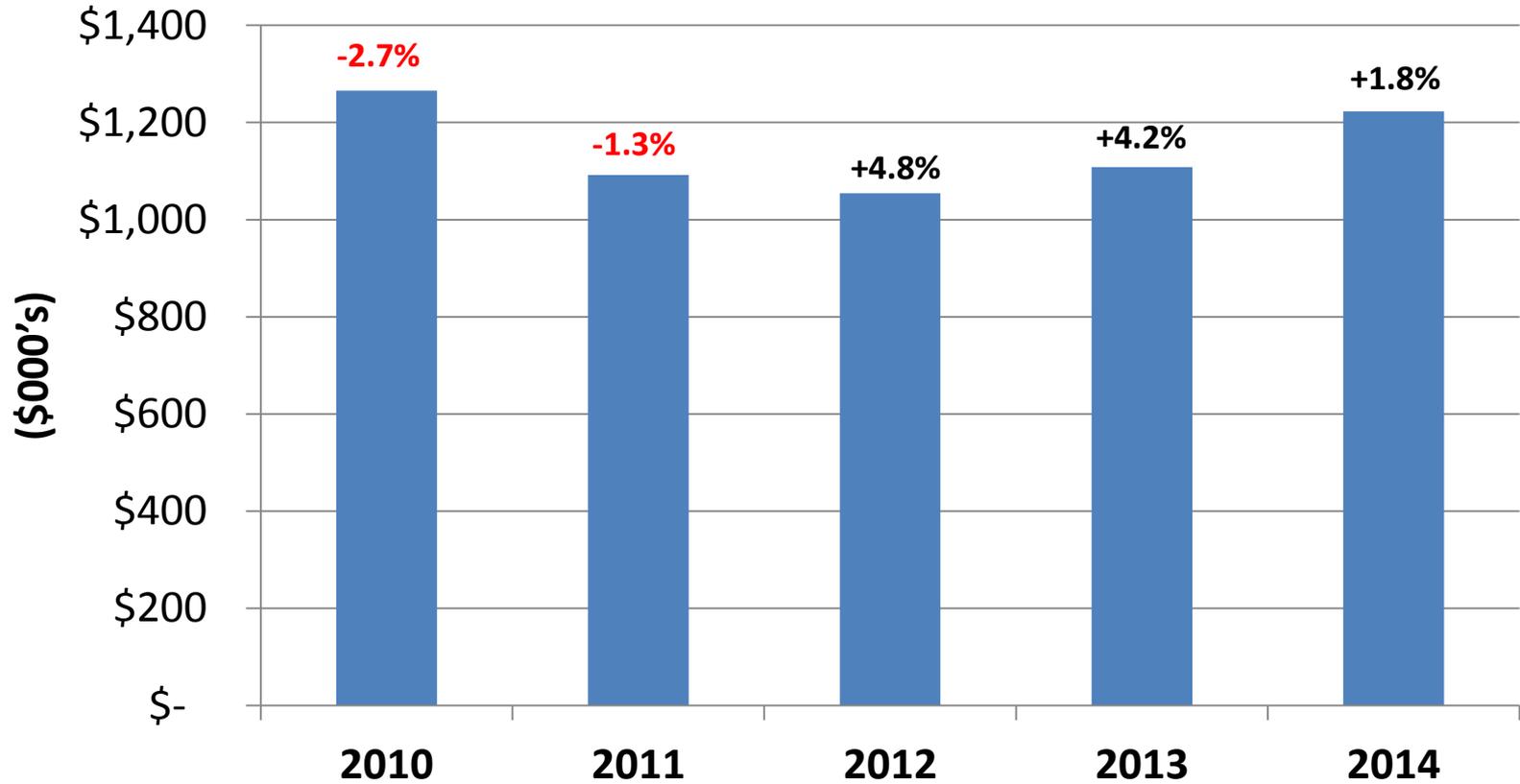
Calendar Years 1991-2013



BASE = 7.0M (2000, DKSA)

CITY OF BRANSON SALES TAX

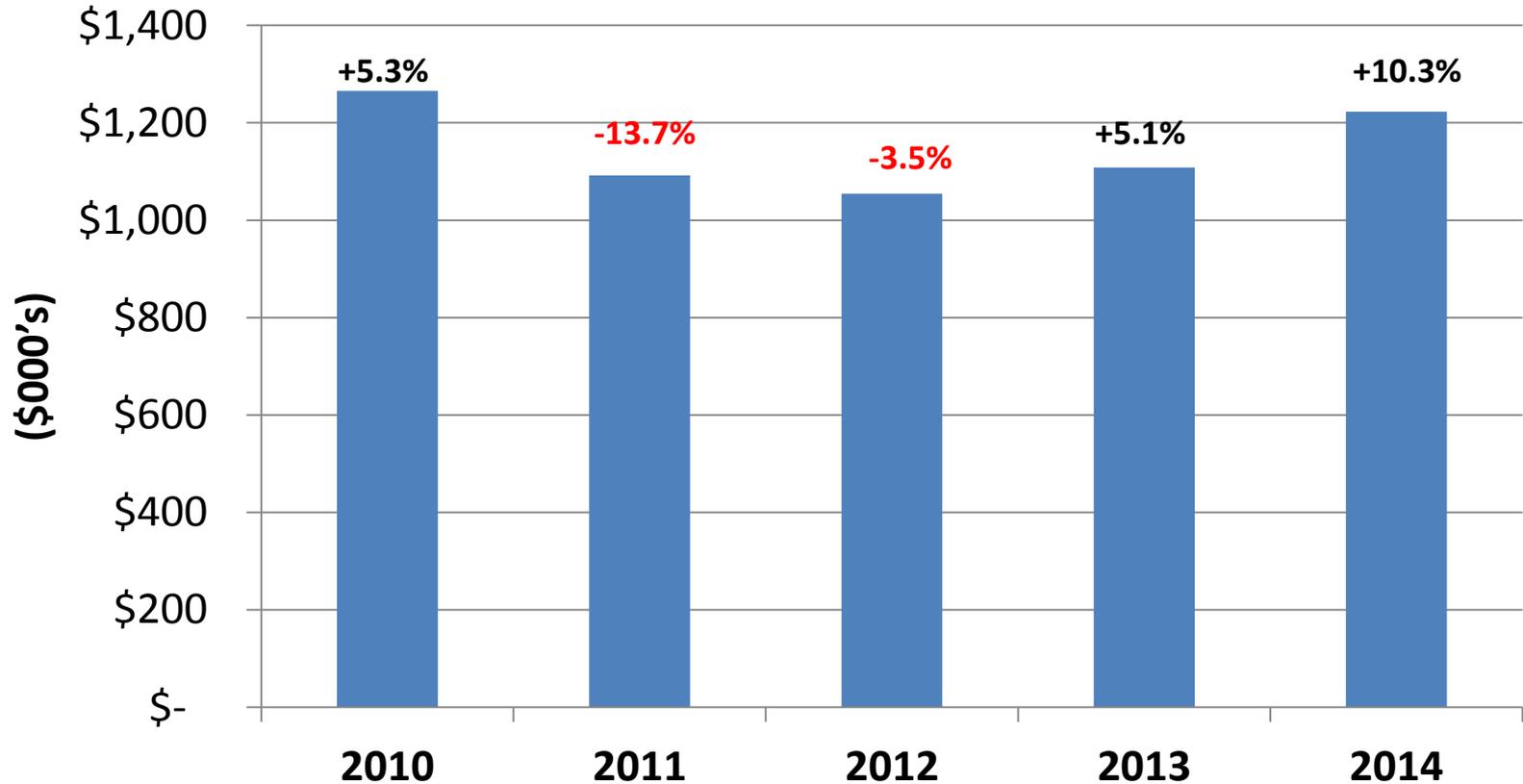
YTD through March 2014



Source: City of Branson

CITY OF BRANSON TOURISM TAX

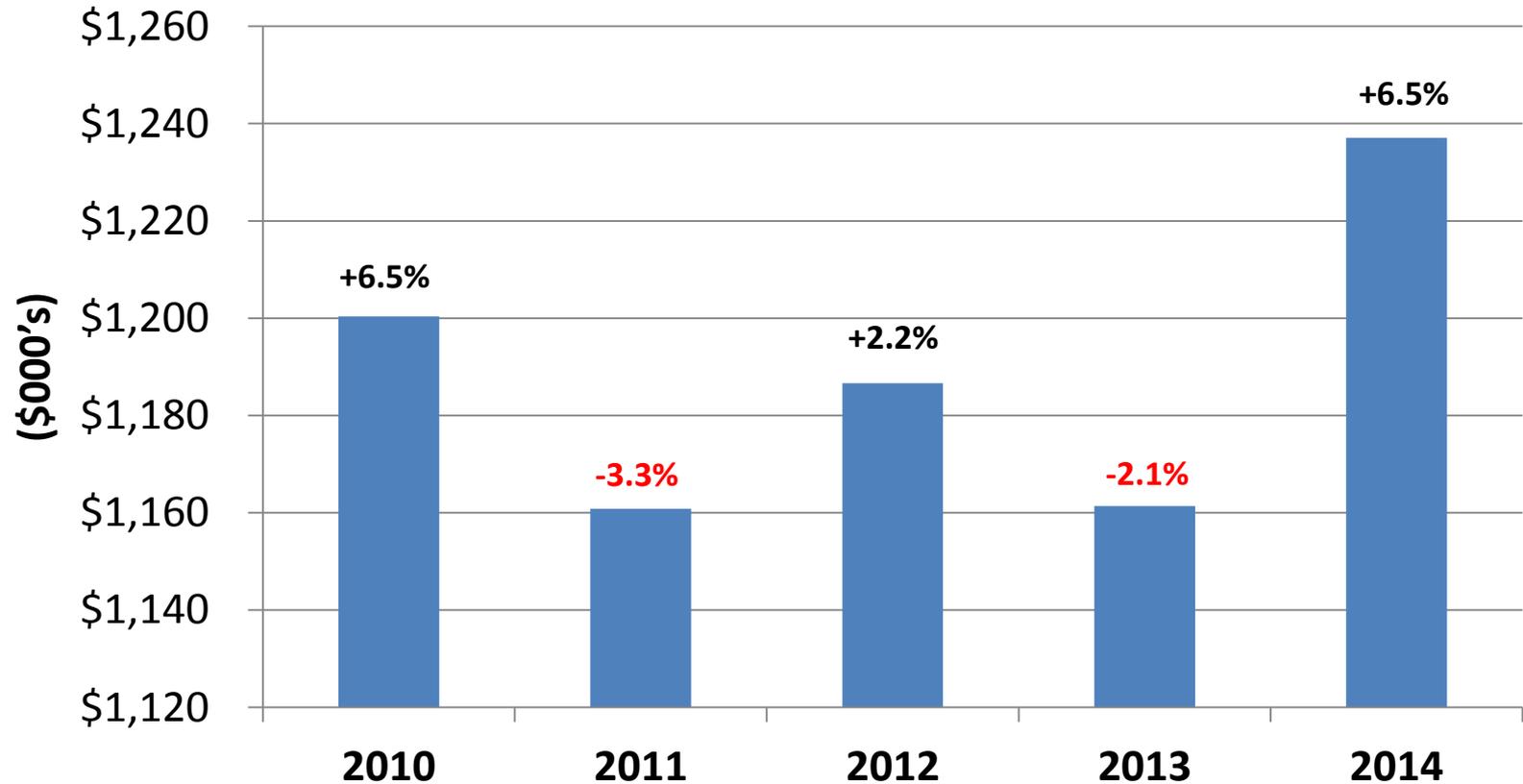
YTD through March 2014



Source: City of Branson

TCED TOURISM TAX

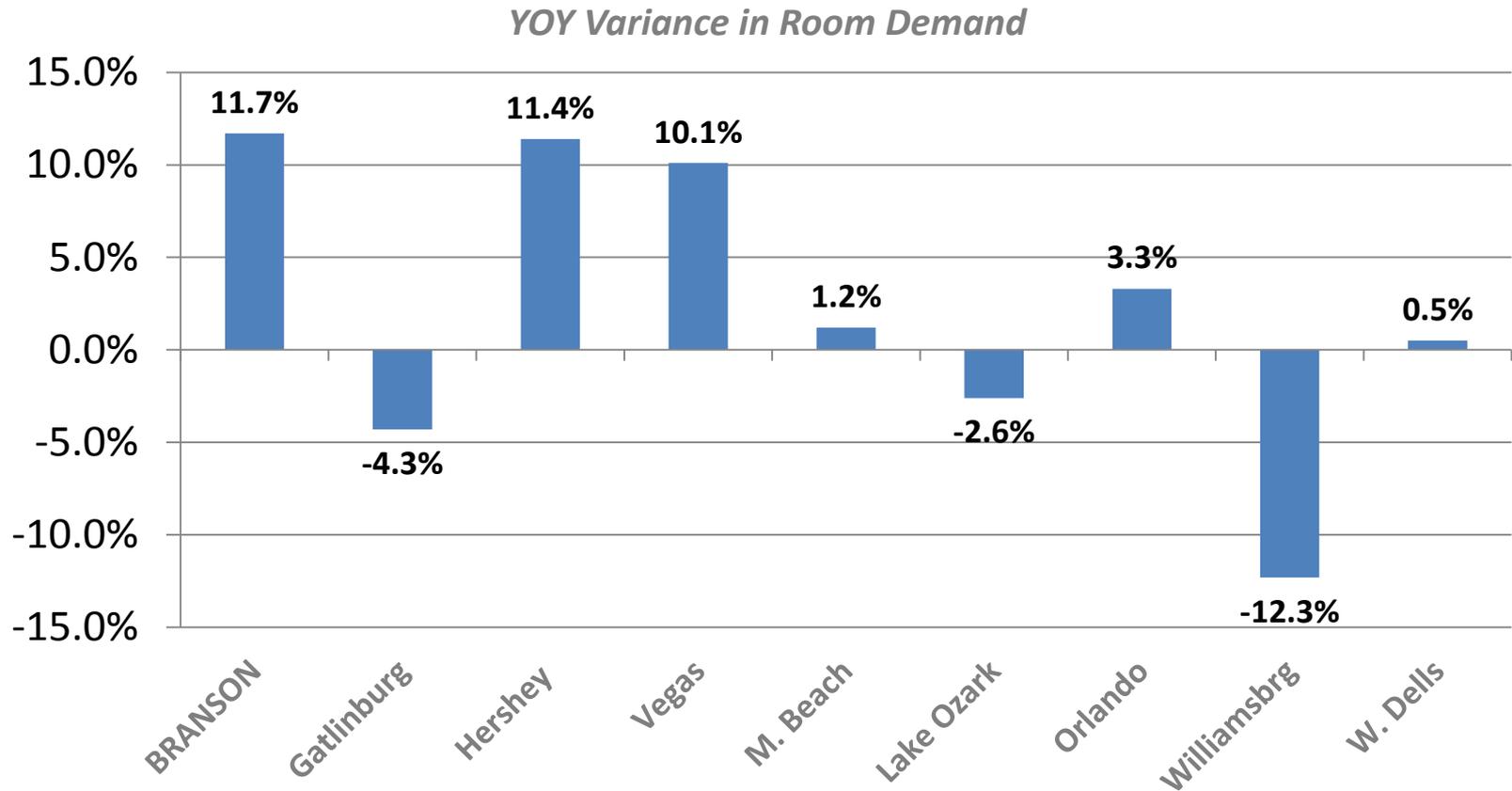
YTD through March 2014



Source: TCED

ROOM DEMAND COMPARISON

YTD through March 2014



Source: Smith Travel Research

BRANSON VISITOR UPDATE

2014 VERSUS 2013

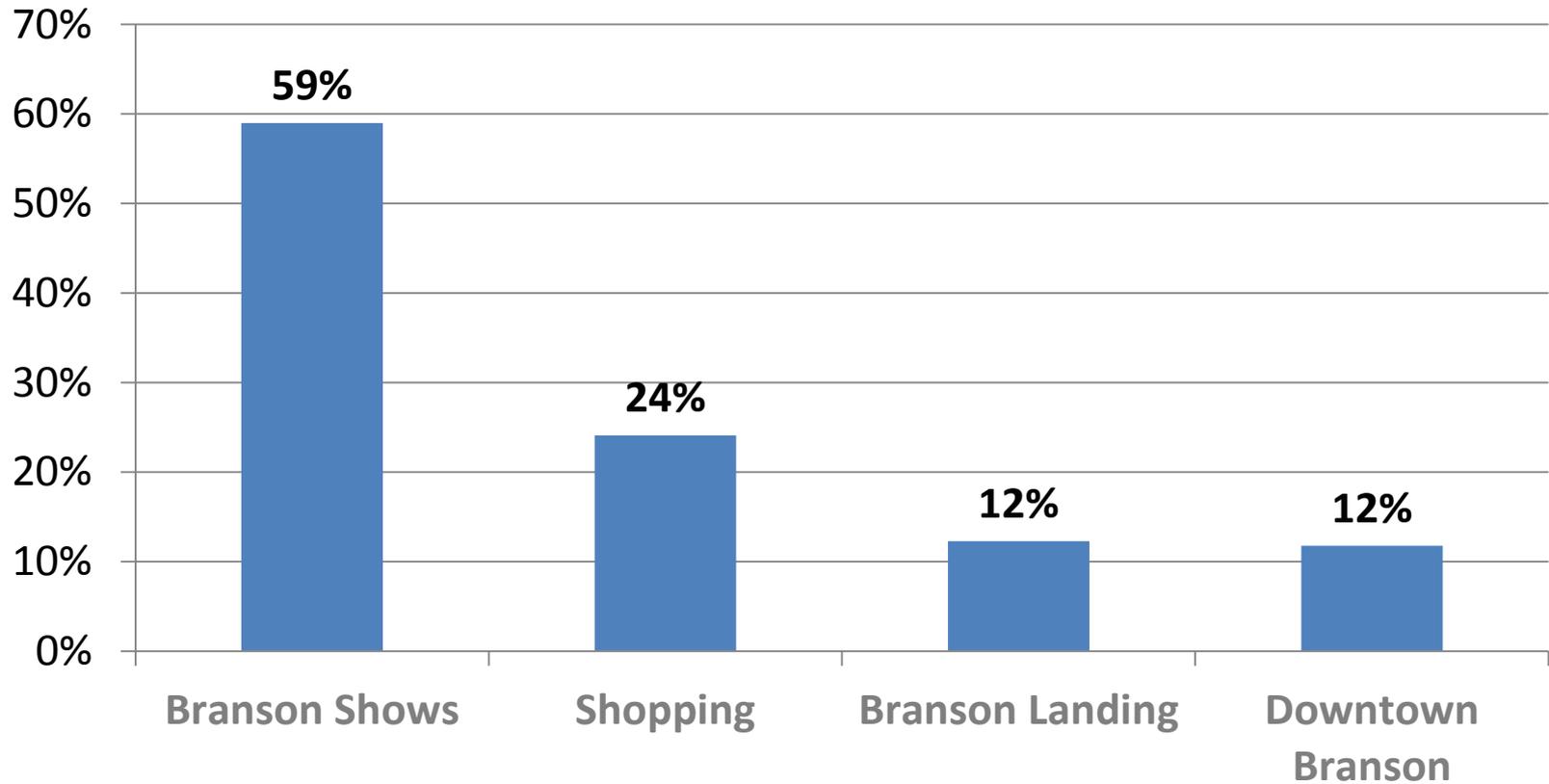
Branson Visitor Profile Insights

	<u>2014</u>	<u>2013</u>	<u>VAR</u>
Spending per party	\$633	\$752	-\$119
First-time visitors	21.3%	20.3%	+1.0%
% Families	34.2%	35.4%	-1.2%
Average adult age	56.5	57.4	-0.9
Length of stay	3.7	3.0	+0.7
% Saw shows	74.7%	70.8%	+3.9%
Avg. # shows seen	2.6	2.4	+0.2

Source: BCVB Visitor Profile Research; H2R Market Research

PRIMARY ACTIVITY DRIVERS

YTD through March 2014



Source: BCBV Visitor Profile Research; H2R Market Research

2014 YTD VISITATION BY MARKET

DMA Report Findings

% of Visitors	Market	Var. to 2013
15.7%	Core Market (0-100 miles)	-25%
41.4%	Primary Markets (101-300 miles)	+23%
23.5%	Outer Markets (301-650 miles)	+ 7%
19.3%	National Markets (651+ miles)	+15%
100.0%	Total	+ 8.5%

Source: BCVB Visitor DMA Report; H2R Market Research

EXPLOREBRANSON.COM & CVB WEBSITES (2014 Q1)

Site Visits: 399,135 (+8.4%)

Unique Visitors (Reach): 298,429 (+6.9%)

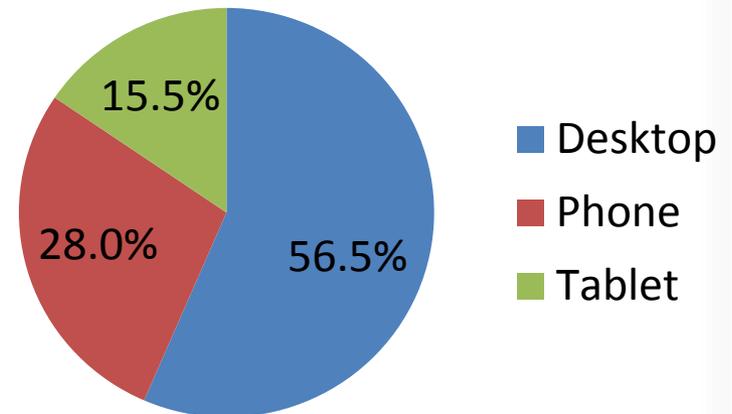
Pages Viewed: 1,356,969 (+11.5%)

Outbound Clicks: 196,316 (+13.5%)

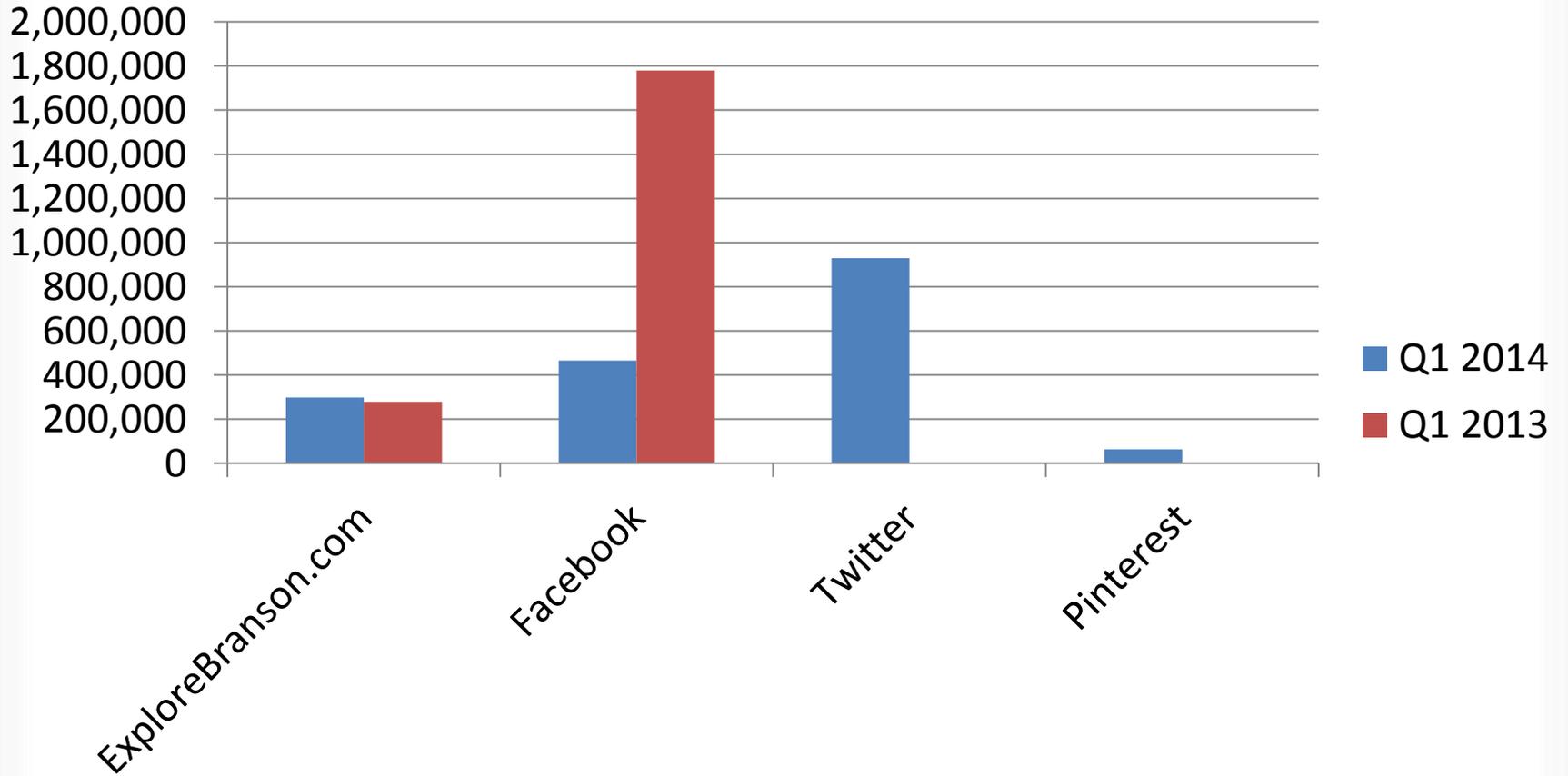
New Visitors: 68.12%

Average Visit: 3:34

Visitors



ONLINE REACH (2014 Q1)



PR Highlights

- Branson was named a top U.S. destination by the reviewers of the world's largest travel site, TripAdvisor. The winners of the 2014 top 25 spots were announced at the end of March when the website released the results of the 6th Annual Travelers' Choice™ awards for Destinations. TripAdvisor used reviews on its website over a twelve-month period to determine the rankings. Branson came in at number 19; ranking higher than destinations such as Myrtle Beach, South Carolina and Nashville, Tennessee.
- Branson entertainers were on morning and noon TV shows during the first quarter in primary markets including Tulsa, St. Louis and Little Rock. Thanks go to Liverpool Legends, Billy Dean and Briahna Brett for appearing on behalf of Branson.
- Vocus media monitoring numbers for ad equivalency are up 8.5% for the Q1: \$2,725,982.00 for 2014 vs \$2,491,749.00 in 2013.

Looking Ahead

- 2014 Fall & Christmas Creative
- Website RFP
- Publication Sales
- Brand Repositioning
- US Family Guide Bloggers Fams: April, May, June and July, sending bloggers from Cincinnati, Minneapolis, Chicago, Columbia, Kansas City, Dallas, etc. to Branson
- June 4-8, Geiger and Associates will lead a press tour of 20-25 journalists.