



Branson/Lakes Area  
**2010**  
**Convention Center**  
**Attendee**  
**Market Research**

*December 2010*

# Key Deliverables & Objectives

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- To oversample convention center attendees to ensure a large enough sample to compare and contrast with Branson's overall visitor profile;
- To determine how many shows/theaters are patronized by convention center attendees outside the immediate downtown area;
- To compare overall spending by convention center attendees to Branson visitors as a whole;
- To determine what percentage of convention center attendees' expenditures are spent outside of the immediate downtown area;
- To provide a behavioral and demographic profile of convention center attendees that can be compared and contrasted to Branson's visitor profile as a whole.

# Methodology

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- The Convention Center Attendee Research was conducted in Branson from June-November 2010 using a combination of online and telephone interviews (There was only one group event held at the Convention Center in the month of December).
- Convention Center Attendee questions were added to the official Branson Visitor Profile survey and two known convention center locations, Hilton Convention Center and Chateau on the Lake, were added to Branson's list of intercept sites. Potential respondents were intercepted on location and asked to provide their telephone number or email address so that a follow-up survey could be conducted when they returned home. This approach generated a total of 75 responses over this time period which is much larger than the 22 collected last year, but it is still too few to provide an accurate stand alone profile.
- Because of the comparatively small sample, additional shifts of surveyors were commissioned to oversample convention center attendees to increase the sample size so that a stand alone convention center attendee profile could be created. With the responses from the oversampling research, the total number of interviews conducted with convention center attendees reached 328. This size of sample provides for a maximum margin of error of +/- 5.5% at a 95% confidence interval, more than enough to provide an accurate assessment.

**1**

**Executive  
Summary**

# Executive Summary

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- Convention Center attendees are an important niche in the Branson marketplace and generate a comparable number of annual visits as veterans groups, reunions, church groups, school groups and professional group tours.
- Branson area convention attendees looks similar to the average area leisure traveler in many ways. Most are adults visiting without children, come from beyond 300 miles, stay overnight in the area, spend around 4 nights in Branson, drive to the area and participate in a variety of activities during their stay.
- But, likewise, there are several very important differences as well. Convention attendees are more likely to be visiting the area for the first time, they are considerably younger, they spend more time planning their trips and they also spend considerably more money in Branson than does the average traveler to the area.
- Some of that incremental spending goes to lodging because most stay overnight in a hotel/motel and many stay at the primary convention hotel—which, even with a group rate, tends to have a higher ADR than average in Branson.

# Executive Summary

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- However, even when lodging expenditures are taken into consideration, convention attendees still spend considerably more than the average Branson traveler. They shop, see shows, visit Silver Dollar City, take excursions, visit museums, go to the lake, etc.
- And, much of that spending occurs throughout all of Branson and is not just limited to the downtown area. Fully one-quarter (25%) of convention attendee expenditures are spent outside the immediate downtown area. These visitors travel beyond downtown to see a variety of shows, visit area attractions and dine at area restaurants.
- While it is well beyond the scope of this study to attempt to accurately project the economic impact of this segment, the basic building blocks for such projections indicate that convention attendees contribute nearly \$16 million annually to the area's economy. This amount is equal to or larger than the amount spent by veterans, reunion groups, travelers on church trips, those visiting with school groups, and even larger than the total amount spent by professional tour groups.

**2**

**Convention  
Attendee Profile**

# Projecting Visitor Volume

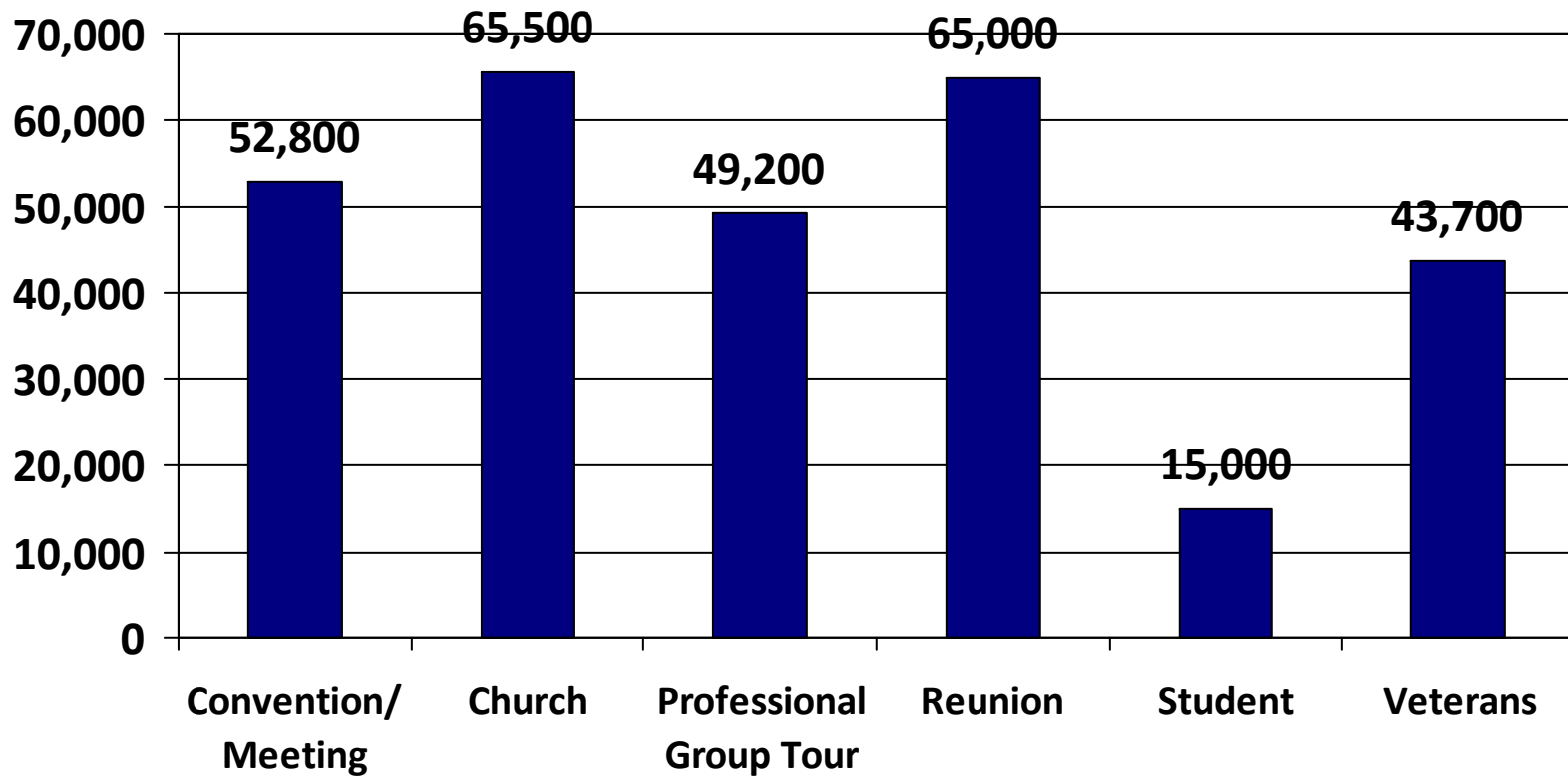
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- It is difficult to know exactly how many people visit for conventions or meetings because the locations used to intercept these visitors are inherently convention/meeting locations and are driven by data collection quotas more than random selection throughout the area. For this reason, the best assessment of relative volume comes from the fall advertising effectiveness study which indicated that 1.1% of Branson's travelers visited the area for a convention or meeting in the past 12 months. When this figure is multiplied across Branson's overnight leisure visitor base, this equates to 53,000 annual visitors.
- Other segments of the Branson visitor base are a little easier to quantify because they are significantly less likely to experience location bias from specific intercept sites. Using Branson's monthly intercept study it is possible to project visitor volume from these other key niche segments, e.g. church groups, reunions, veterans groups, student groups, professional group tours, etc. Using the data from the intercept research and applying the same basic algorithm as used with conventions/meetings, it is estimated that most of these group segments generate from 50,000 to 65,000 visits each.



# Projected Volume of Specific Group Segments

Research indicates that church groups, reunions, convention/meetings, veterans groups, and professional group tours generate the largest number of group visitors.



## Convention/Meetings Attendee

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- In many respects, convention center attendees look similar to the average Branson leisure traveler. Most visit without children from beyond 300 miles and stay in the area for about 4 nights. They shop, see shows and visit other attractions while in town and, they tend to be very satisfied with their experience in the Branson area.
- But, convention attendees also look much different than the average leisure visitor in several important and meaningful ways. They are more likely than the average visitor to be visiting Branson for the very first time, they tend to be considerably younger and they spend significantly more money per person than the average Branson visitor—with approximately one-quarter of that spending occurring outside of the immediate downtown area.

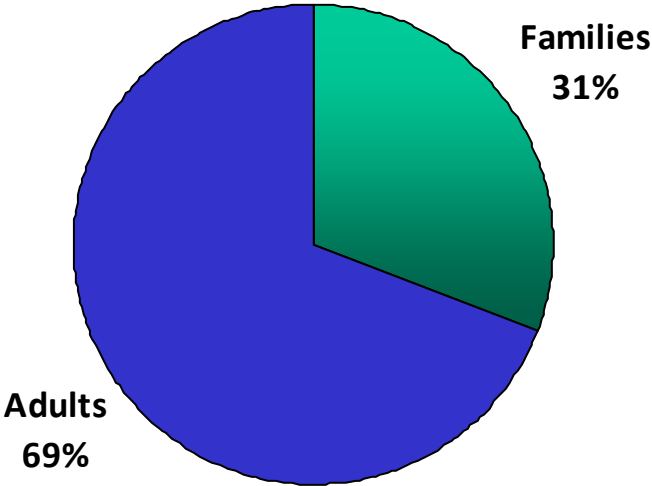
Nearly **one-third** of  
Branson convention  
attendees have **children** in  
their parties & **more than  
half** come from **beyond  
300 miles.**



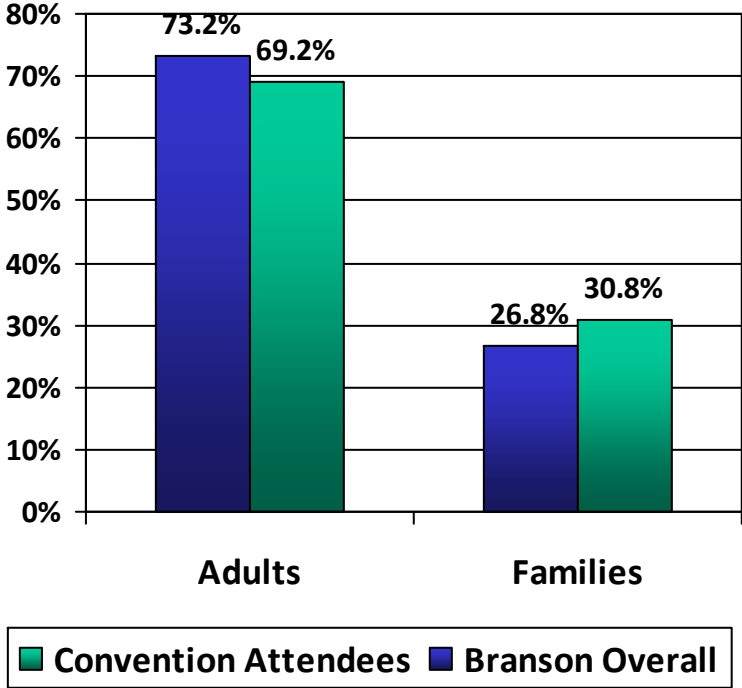
# Visitor Composition

Convention Center visitors skew toward adult couples, but are more likely to include families with children than the average Branson visitor party.

Convention Attendees



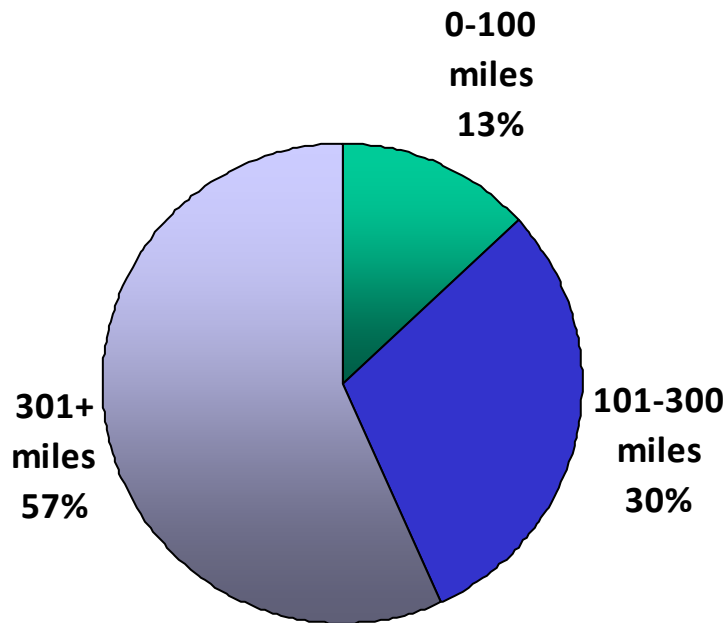
Comparison to Branson



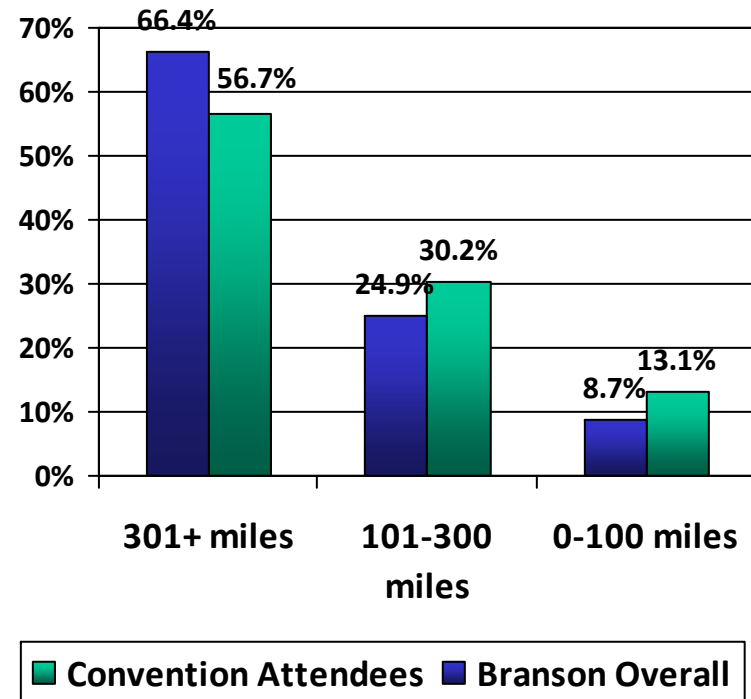
# Distance Traveled

More than half (57%) of convention attendees travel 301+ miles to get to Branson.

### Convention Attendees



### Comparison to Branson



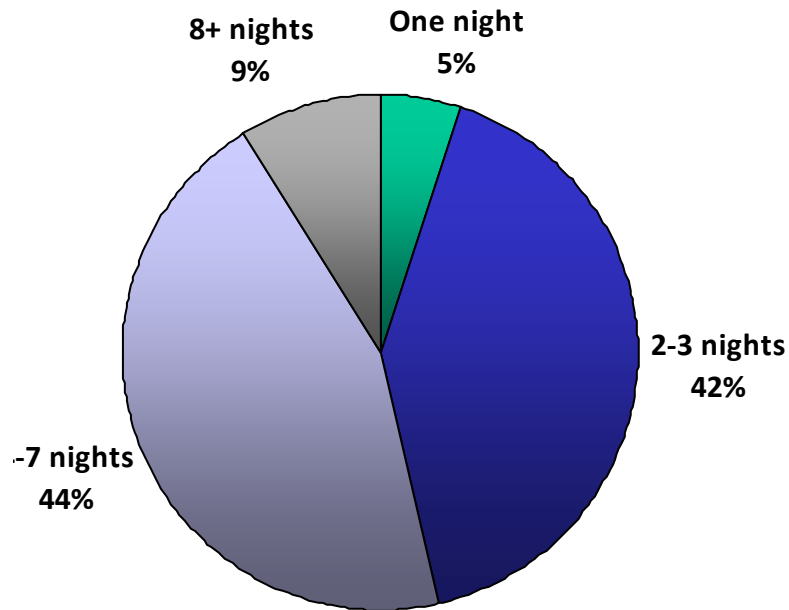
**Convention** attendees  
have about the **same**  
**length of stay** as the  
average **leisure**  
**visitor.**



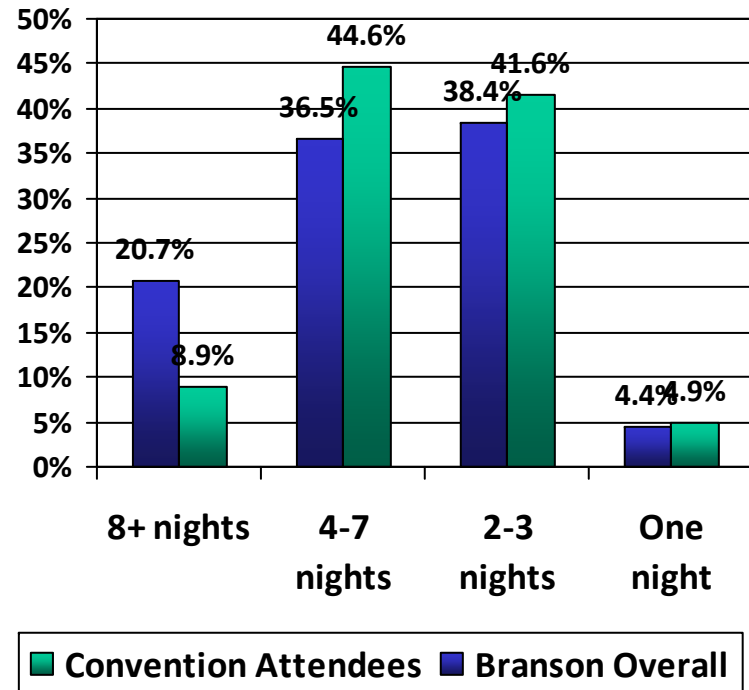
# Length of Stay

Convention Center attendees stayed in the area an average of 3.9 nights compared to Branson's overall average of 4.1 nights.

Convention Attendees



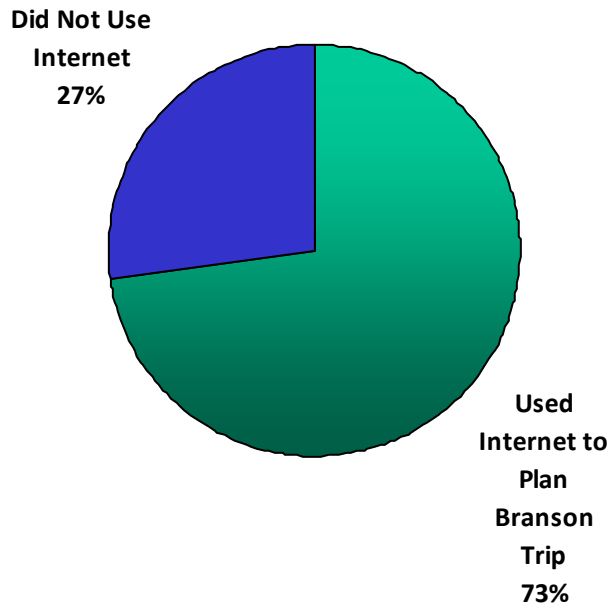
Comparison to Branson



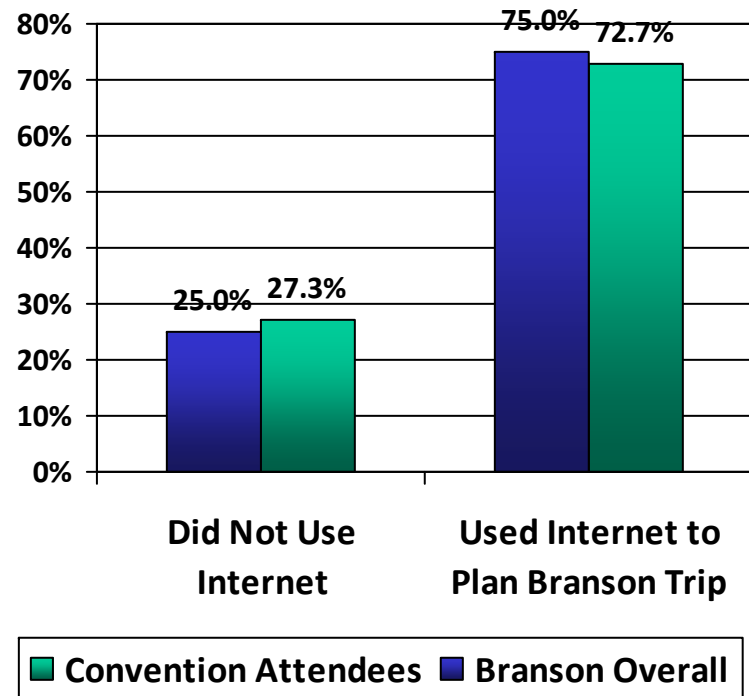
# Used Internet to Plan Trip

Nearly three-quarters of Convention Center visitors used the Internet to help them plan their trip to Branson, slightly fewer than the 75% average Branson generates as a whole.

### Convention Attendees



### Comparison to Branson

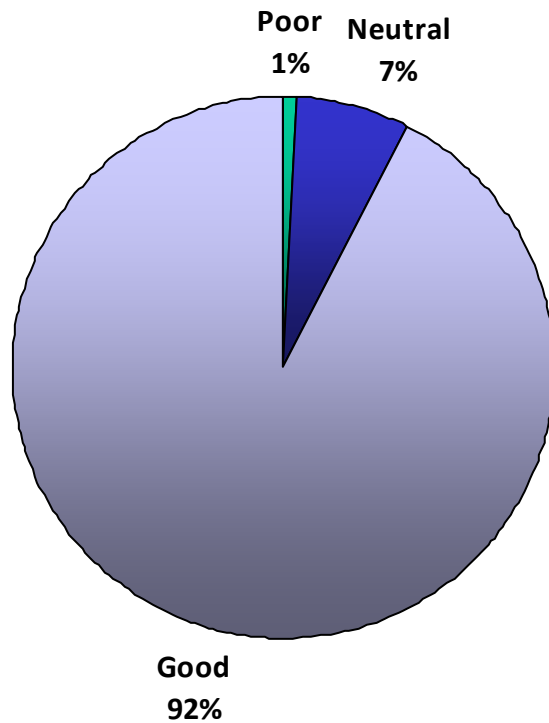




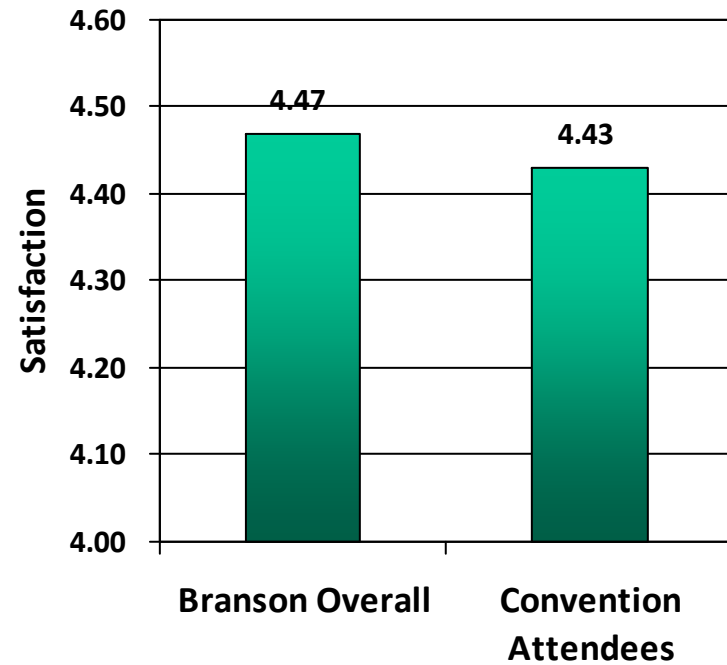
# Overall Satisfaction

Well over 90% of convention center visitors say they were satisfied with their experience in Branson.

### Convention Attendees



### Comparison to Branson



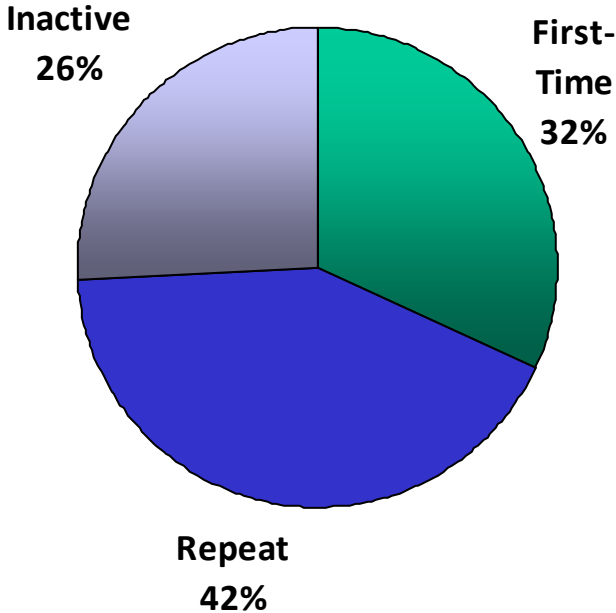
Convention attendees are  
**more likely** to be visiting  
Branson for the **first**  
**time.**



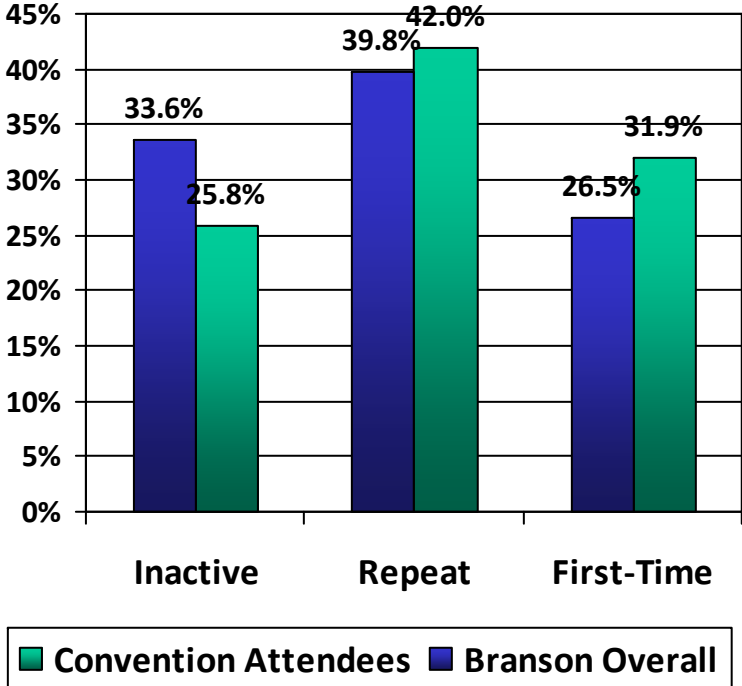
# Last Visit

Nearly one in three convention center attendees were visiting Branson for the first time, a slightly higher ratio than Branson's overall average of 27%.

Convention Attendees



Comparison to Branson



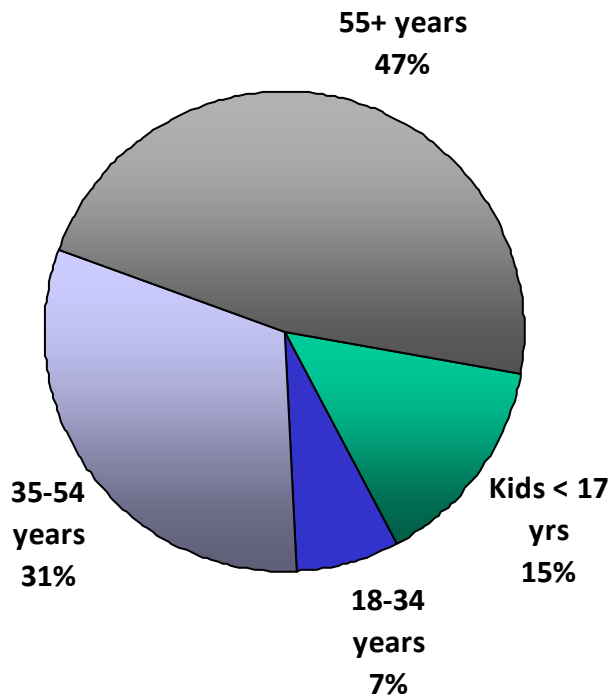
Convention attendees are  
**considerably younger**  
than the **average**  
**leisure traveler** who  
visits Branson.



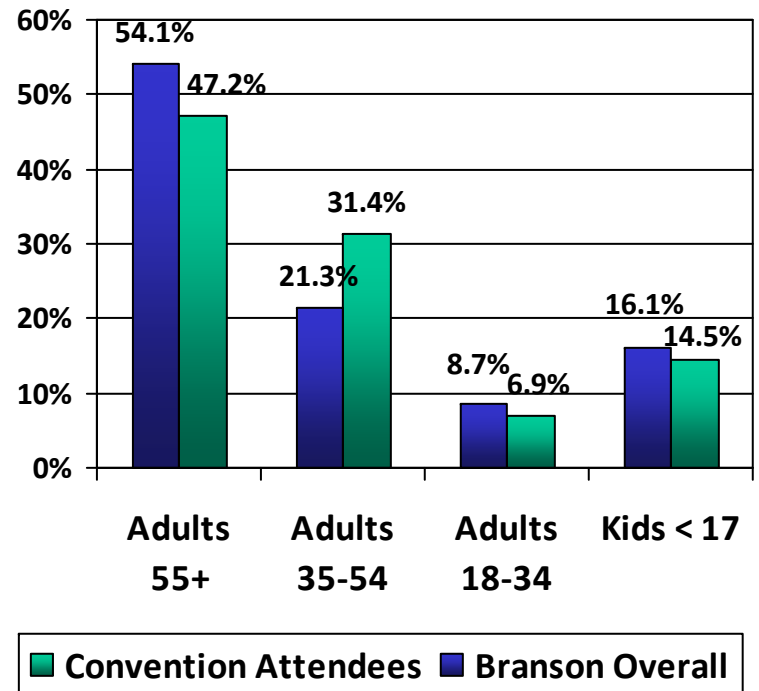
# Age of Visitors

The average adult respondent is 48 years of age, slightly younger than the 54 average for all Branson travelers.

Convention Attendees



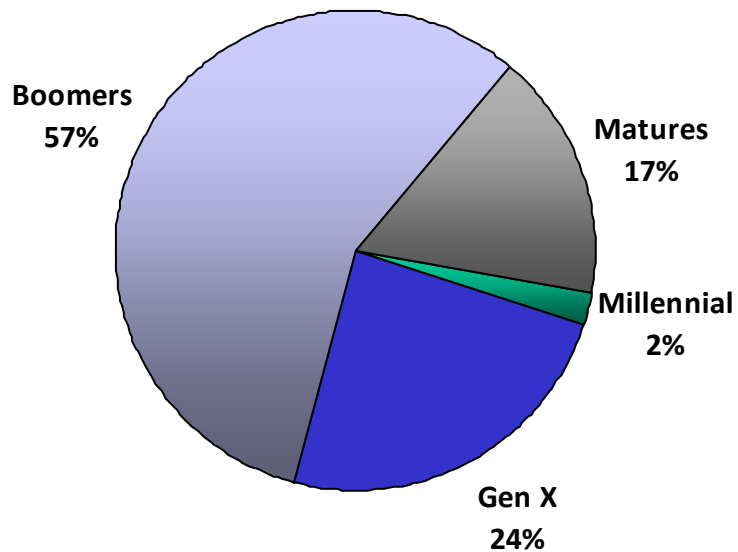
Comparison to Branson



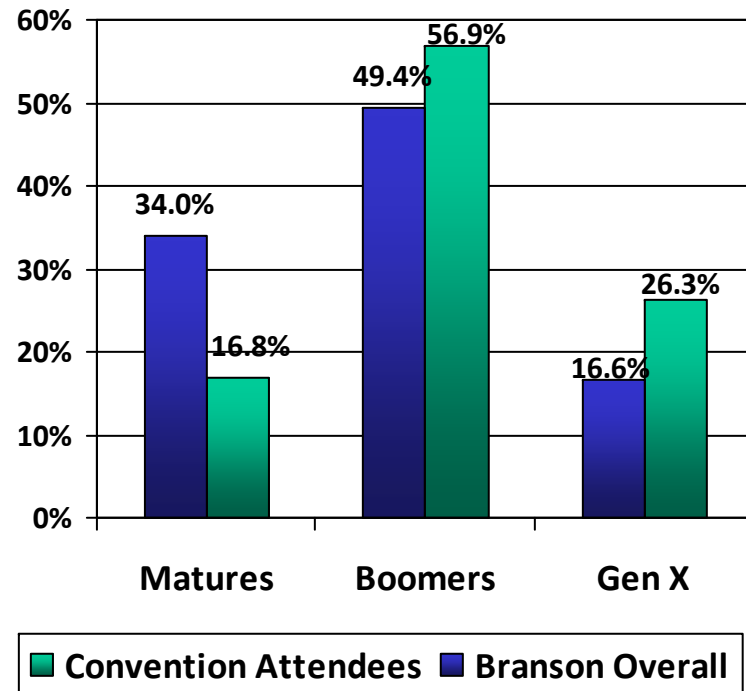
# Age/Generation of Respondents

The vast majority of convention center attendees are Gen X or Baby Boomers, and these age groups are significantly more likely to visit the Convention Center than Branson in general.

Convention Attendees



Comparison to Branson



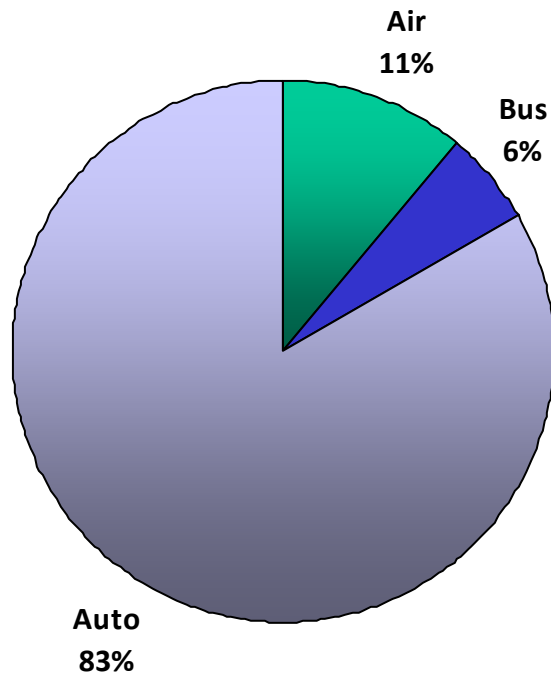
Most **(90%)** convention attendees **drive** to Branson. But, they are **more likely** to **fly** than the average **Branson leisure visitor.**



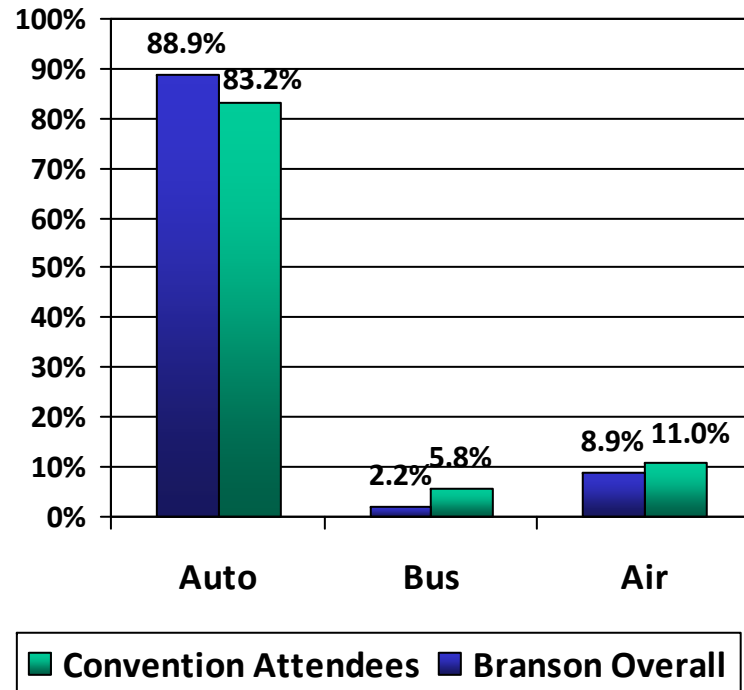
# Method of Transportation

Most Hilton Convention Center visitors arrive by automobile. However, they are more likely to fly than is the average Branson visitor.

Convention Attendees



Comparison to Branson





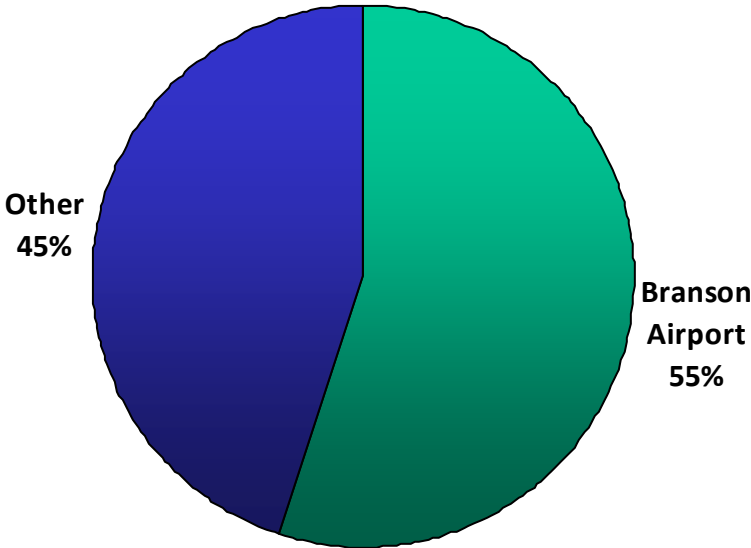
Interestingly, however,  
convention attendees are  
**slightly more likely** to  
use the **new Branson**  
**airport.**



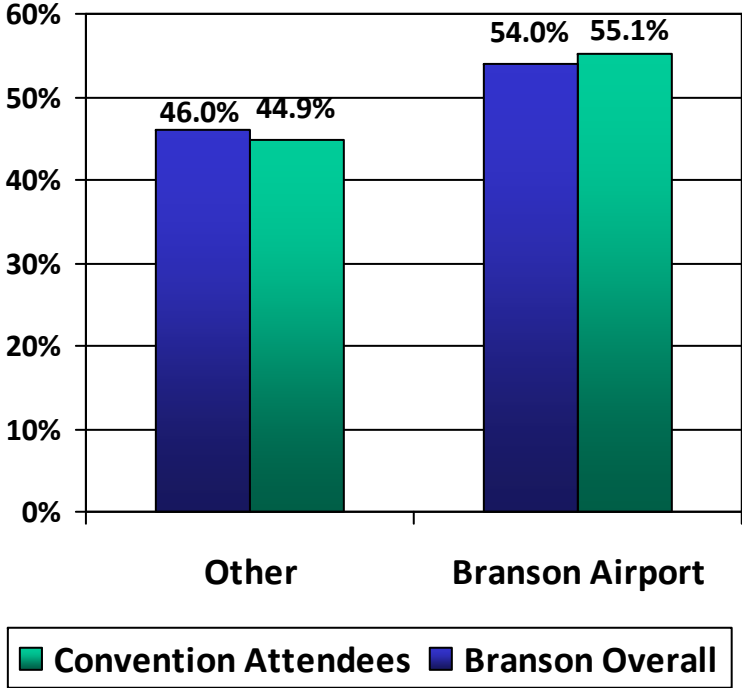
# Airport Used

More than half of those Convention Center visitors who flew to Branson used the new Branson airport.

Convention Attendees



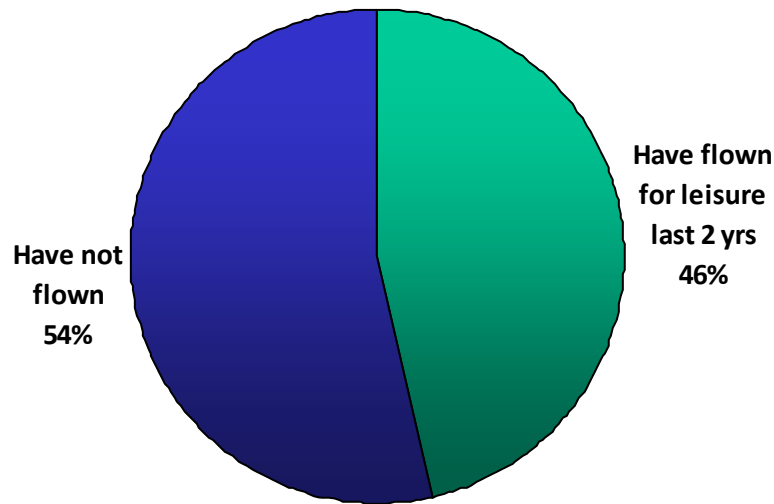
Comparison to Branson



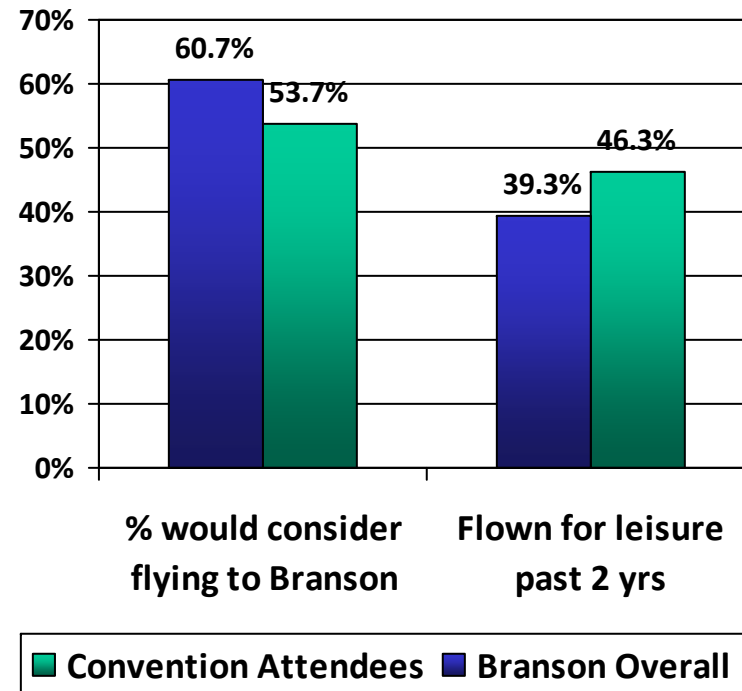
# Air Service in General

Nearly half of convention center attendees have flown for leisure in the past two years, and significantly more than average say they would consider flying to Branson.

Convention Attendees



Comparison to Branson

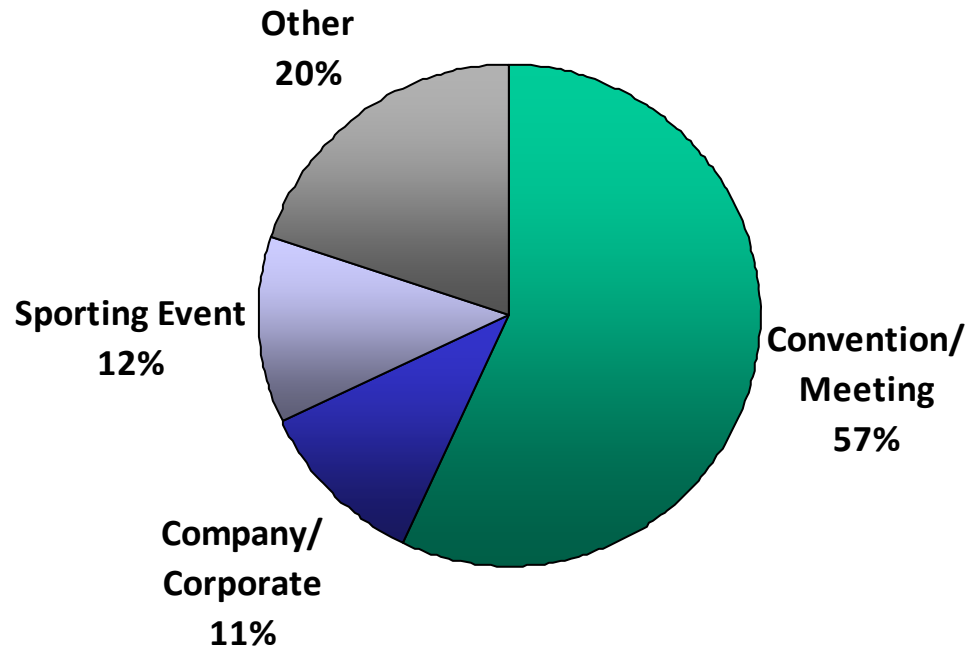


**About half** of the groups that are at area convention hotels are there for **meetings** while the **other half** are comprised of **corporate** events, **sporting events, & other.**



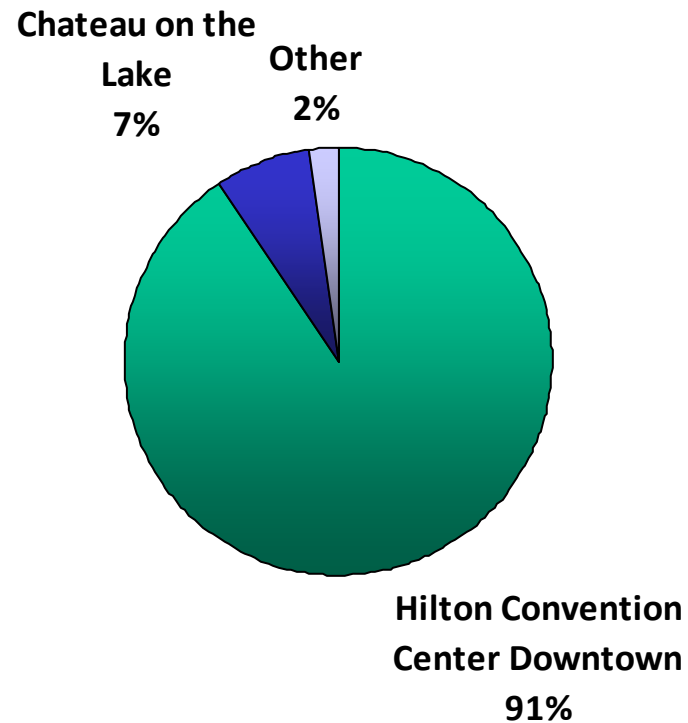
# Type of Group

Over half of the attendees interviewed from the Hilton Convention Center indicated they were visiting as part of a convention or meeting.



# Location of Meeting/Event

Given that all respondents in this study provided their email address on location at the Hilton Convention Center it is not surprising that 98% indicated that is where their meeting/event was held.



## Hotel/Motel Stayed

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- Hilton Convention Center
- Hilton
- Hilton Promenade
- Holiday Inn Express
- Baymont Inn
- Hampton Inn
- La Quinta
- Lodge at the Falls
- Marriott
- Castle Rock
- Clarion at the Palace
- Comfort Inn
- Fairfield Inn
- Fall Creek Inn
- Kings Quarters
- Radisson
- Ramada Inn
- Residence Inn
- Savannah House
- Stone Castle Hotel

76% of respondents said they stayed at least one night at the Hilton, Hilton Convention Center or Hilton Promenade

**Convention attendees** take about a **month longer** to **plan their Branson trips** than the average **leisure traveler**.

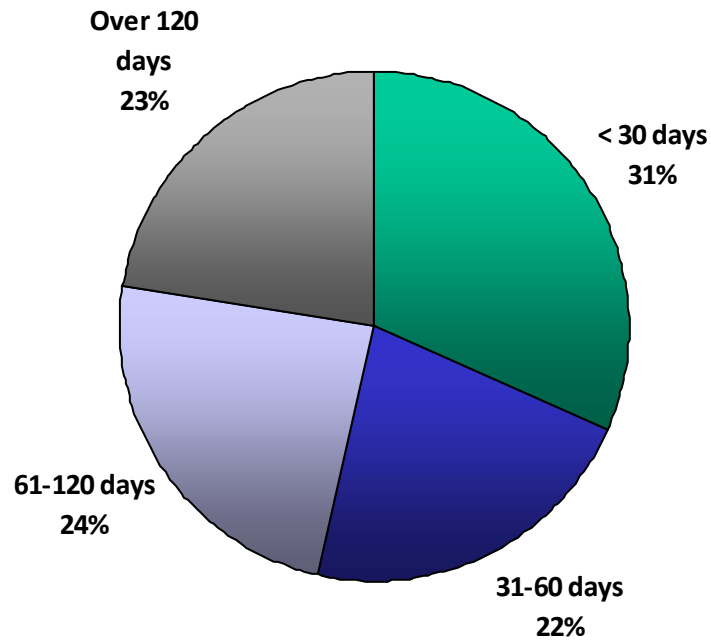




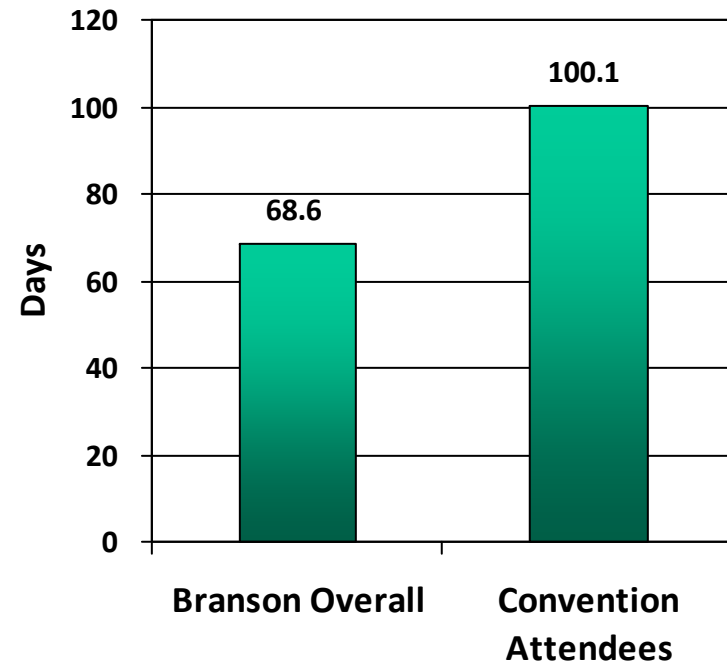
# Decision Time

Convention Center visitors spend an average of 100.1 days planning their trip to Branson—considerably higher than the 68.6 day average generated from Branson travelers as a whole.

### Convention Attendees



### Comparison to Branson

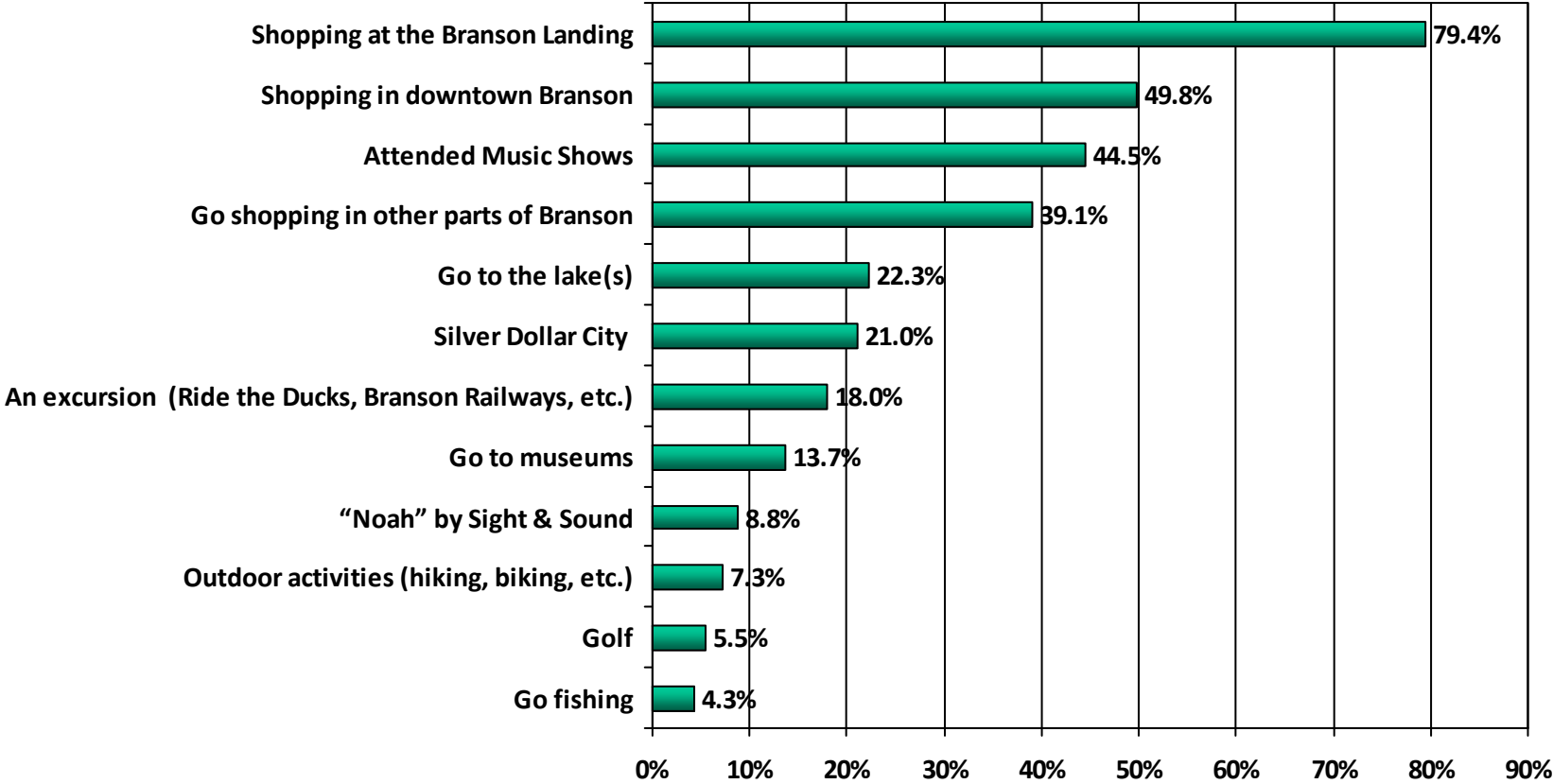


Convention attendees tend  
to **shop**, attend **Music  
Shows**, visit the **lake** or  
**SDC**.



# Activity Participation

Convention attendees are most likely to shop, attend music shows, and visit the lake or SDC.

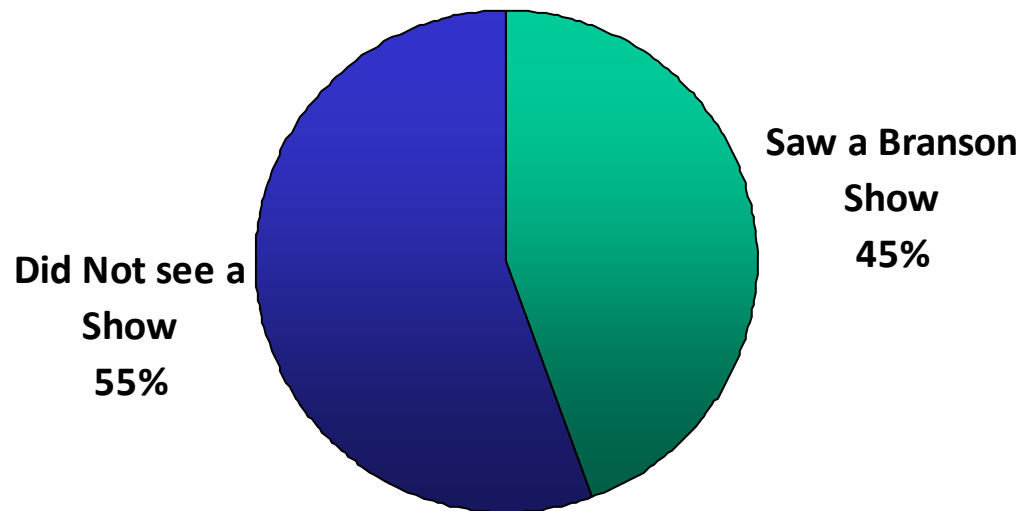


**Nearly half** of convention attendees **see a show** while in town. Well **over half** of those see **2 or more** shows during their stay.



# Saw a Branson Show

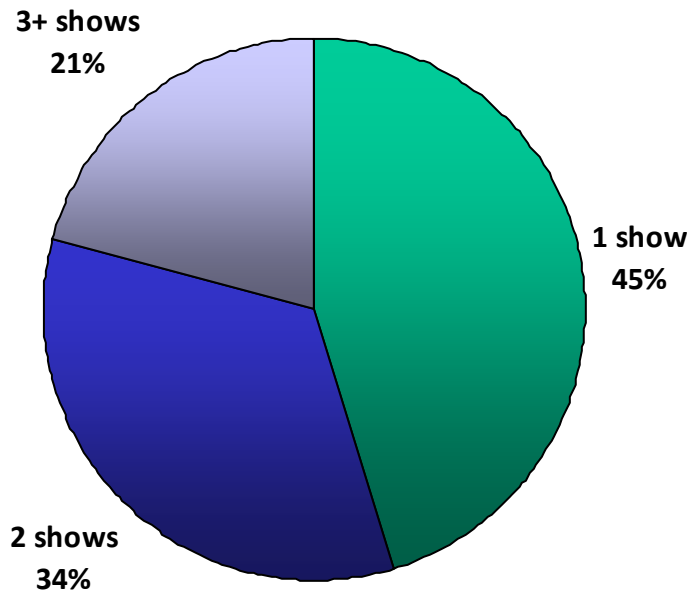
Nearly half (45%) of Hilton Convention Center visitors attended a show during their stay.



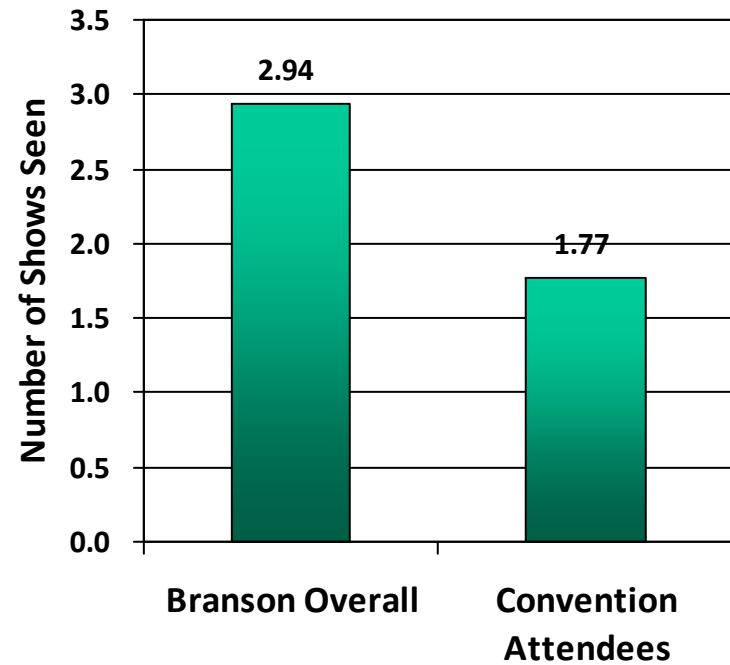
# Number of Shows Seen

Those Convention Center visitors who see shows while they are in Branson see an average of 1.8 shows per visit.

### Convention Attendees

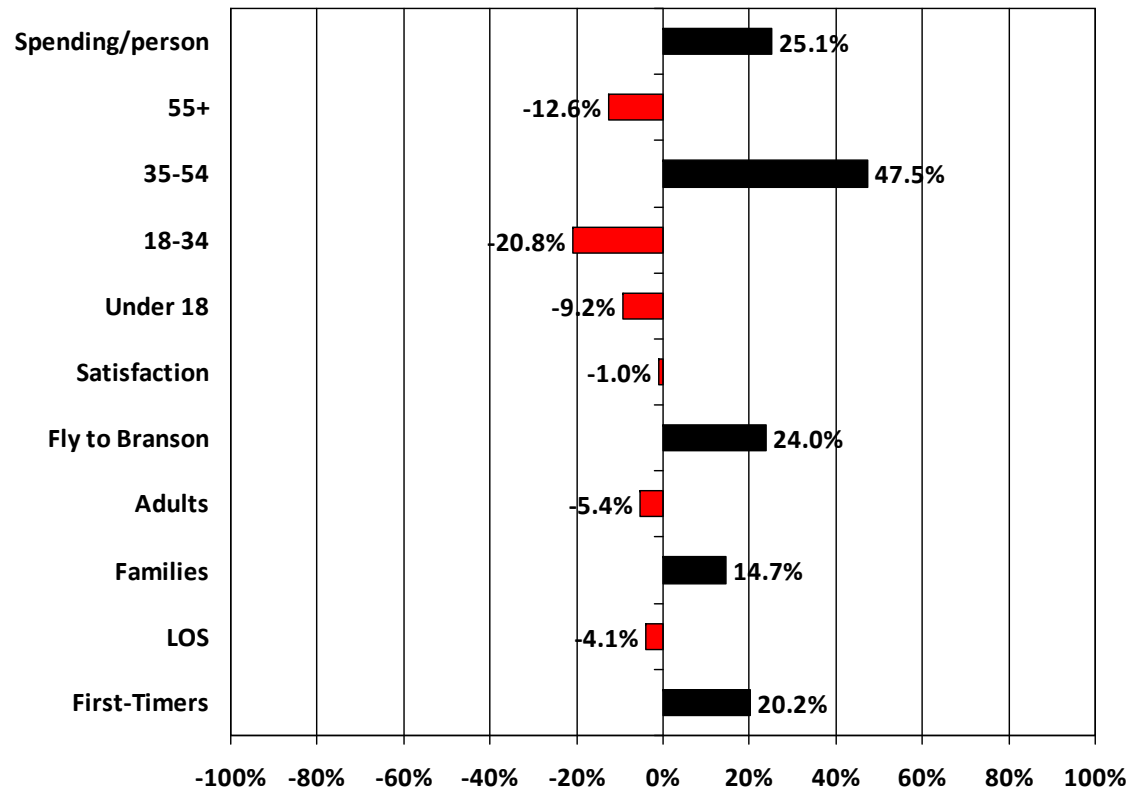


### Comparison to Branson



# Convention Center Visitor Profile Compared to Average Branson Visitor

Relative to Branson visitors in general, Convention Center visitors are more likely to be 35-54 years old, have children with them, be visiting the area for the first time and they spend more per person.



# 3

## **Assessment of Convention Attendee Value**



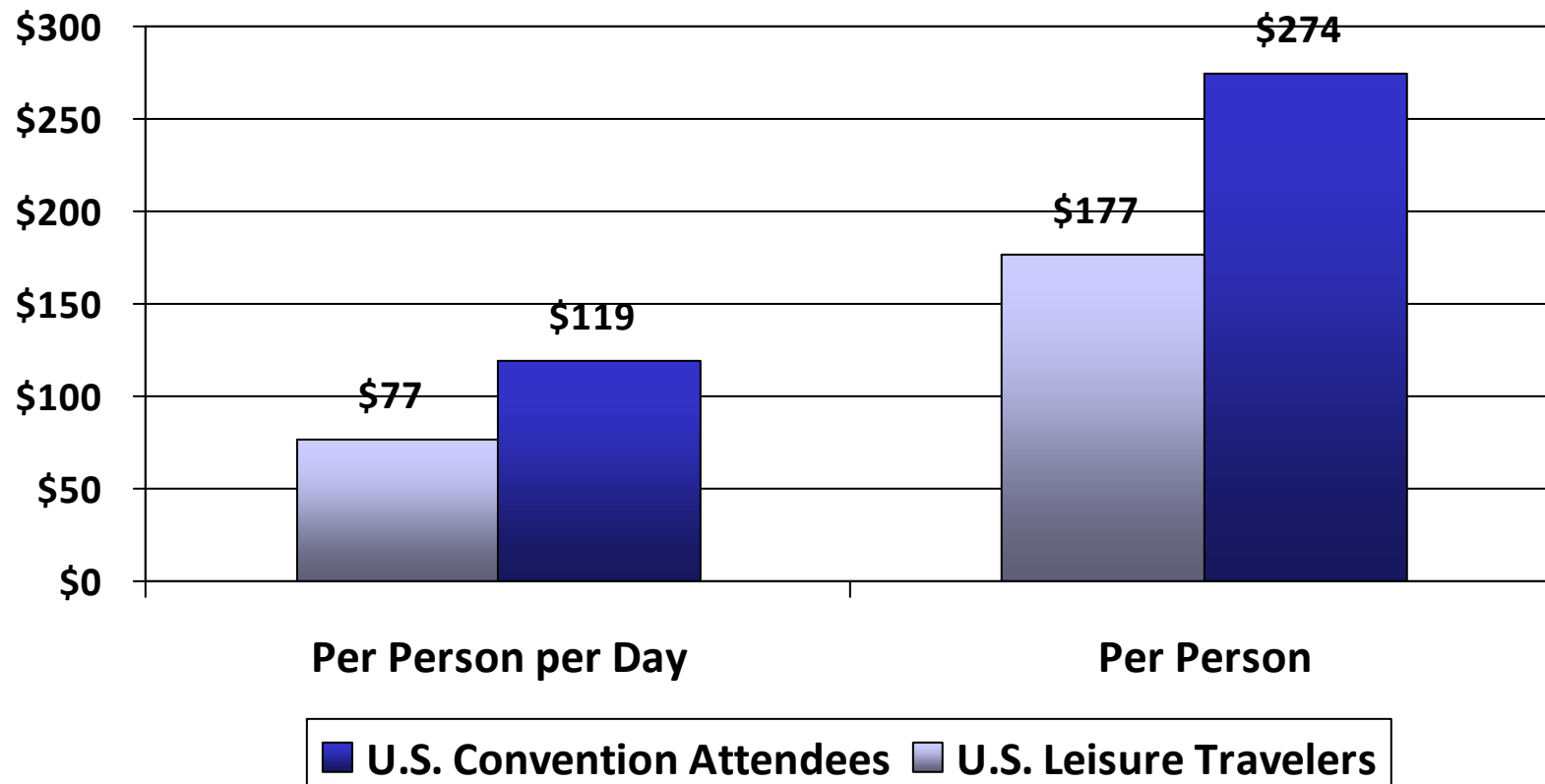
# Examining the Value of Convention Attendees

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- It probably comes as no surprise that convention attendees spend considerably more than the average visitor. According to the U.S. Travel Association, convention attendees nationwide spend 55% more than the average leisure traveler on a per person basis. The data in this study indicates that Branson's convention attendees also spend considerably more (+31%) than the average leisure traveler who visits the area.
- Much of this incremental spending goes for lodging because most convention attendees stay at the convention hotel which, on average, have higher ADRs than average area hotels. However, even when these expenditures are removed from the equation it is estimated they still spend about 7% more than the average visitor.
- Convention attendees tend to stay about the same number of nights in Branson, but do see fewer shows. However, 44% of the shows they see are outside of the downtown area. In fact, fully one-quarter (25%) of attendee expenditures are spent around the Branson area—not just in the downtown area. This is because they're more likely to be first-time visitors, have higher incomes, and spend more on retail shopping and excursions.

# U.S. Travel Association's Estimate of Convention Attendee Spending Per Person

According to the U.S. Travel Association, the average convention attendee spends \$274 per person on their travel compared to \$177 per person among the average leisure traveler.

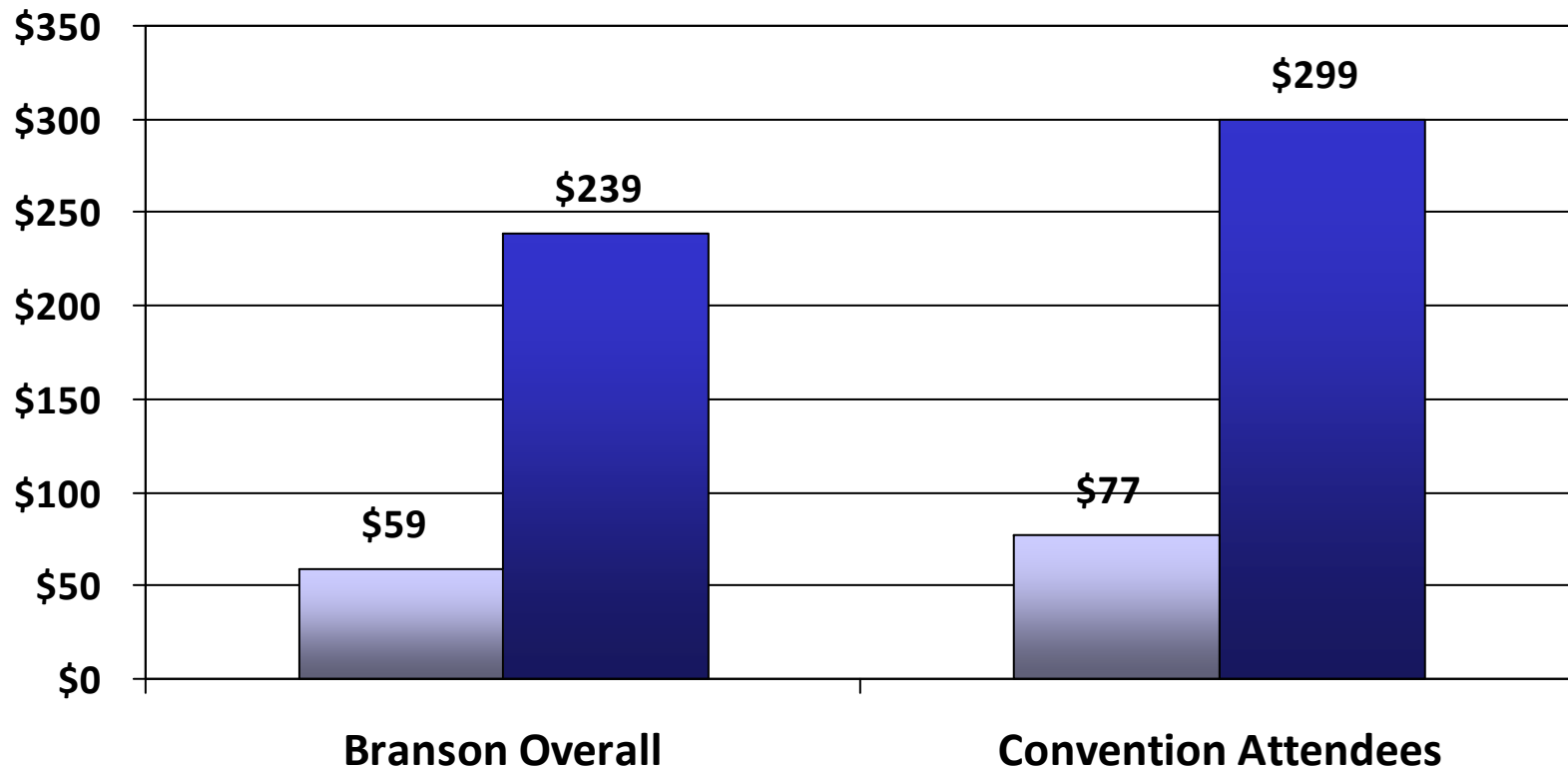


As is **true nationwide**,  
convention attendees **spend**  
**31% more** per person  
in Branson than does the  
**average leisure traveler.**



# Overall Spending Per Person

As is true nationwide, the average Hilton Convention Center visitor spends significantly more per person per day (+31%) during their stay than the average Branson visitor.

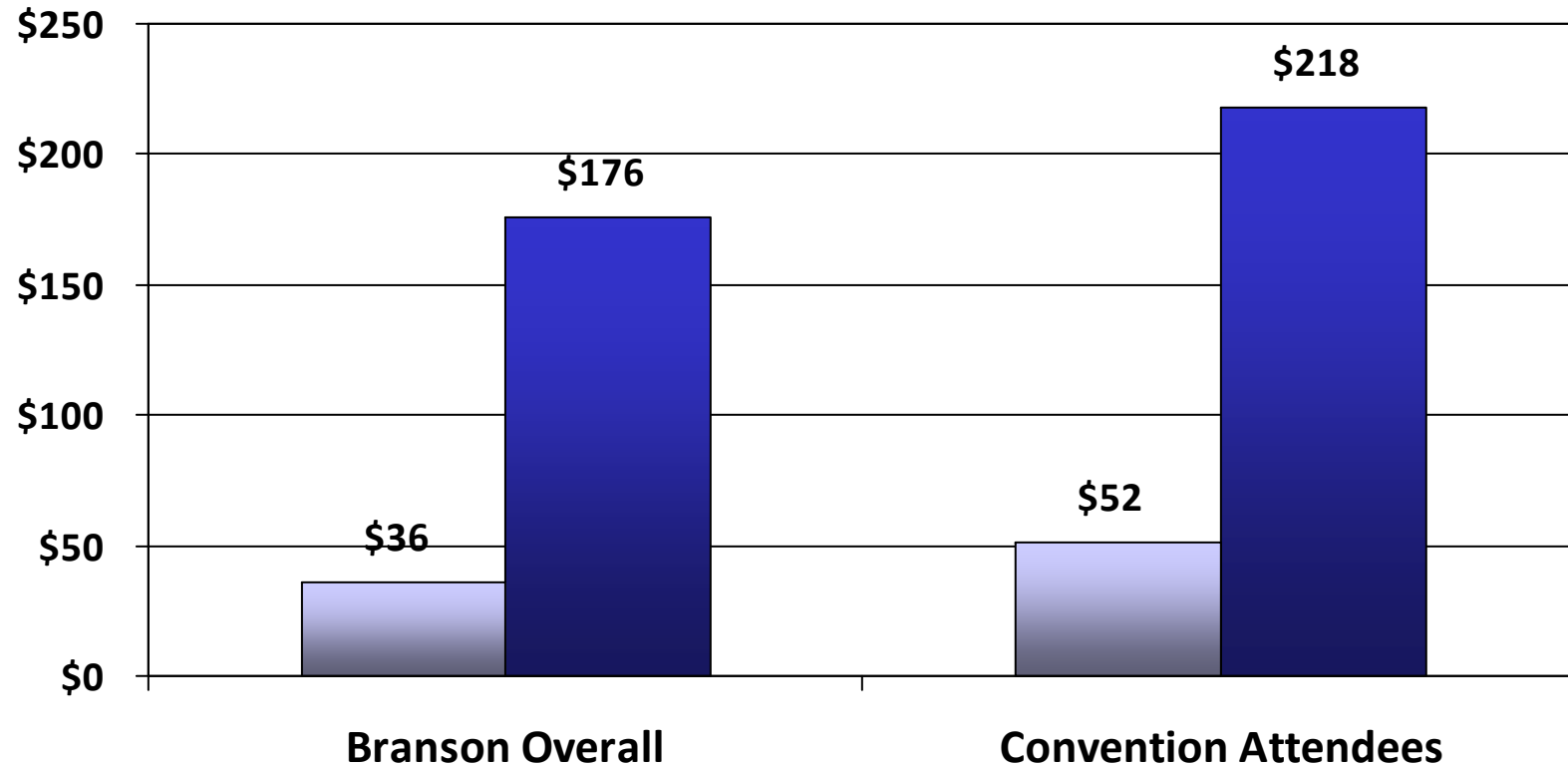


Even with estimated  
**lodging expenditures  
removed,**  
convention/meeting attendees  
still **spend 24% more**  
than the average Branson  
traveler.



# Spending Per Person WITHOUT LODGING EXPENDITURES

Convention/meeting attendees spend considerably more on lodging than the average Branson visitor. However, even if these expenditures are removed, convention/meeting travelers still spend considerably more (+24%) than average.



\*It is estimated \$125/night on lodging or \$486 overall compared to Branson's average of \$65/night, or \$264 overall.

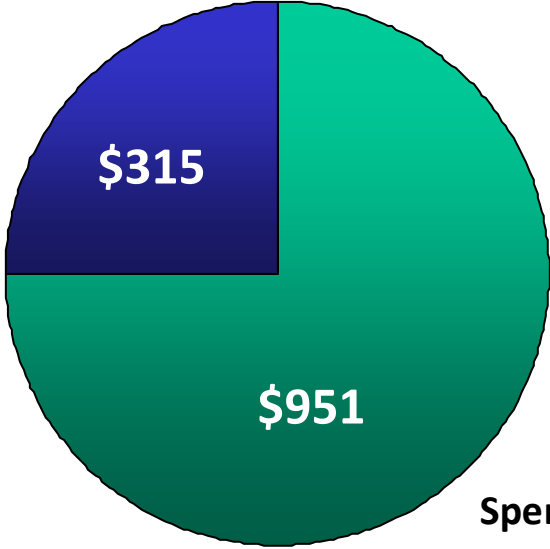
One-quarter (**25%**) of  
convention attendees  
expenditures are **spent**  
**outside** of the immediate  
**downtown**  
**Branson** area.



# Expenditures Spent Elsewhere in Branson

**\$315 per party is spent outside of the immediate downtown area.**

**Spent elsewhere  
in Branson  
25%**



**Spent in and  
around  
downtown  
75%**

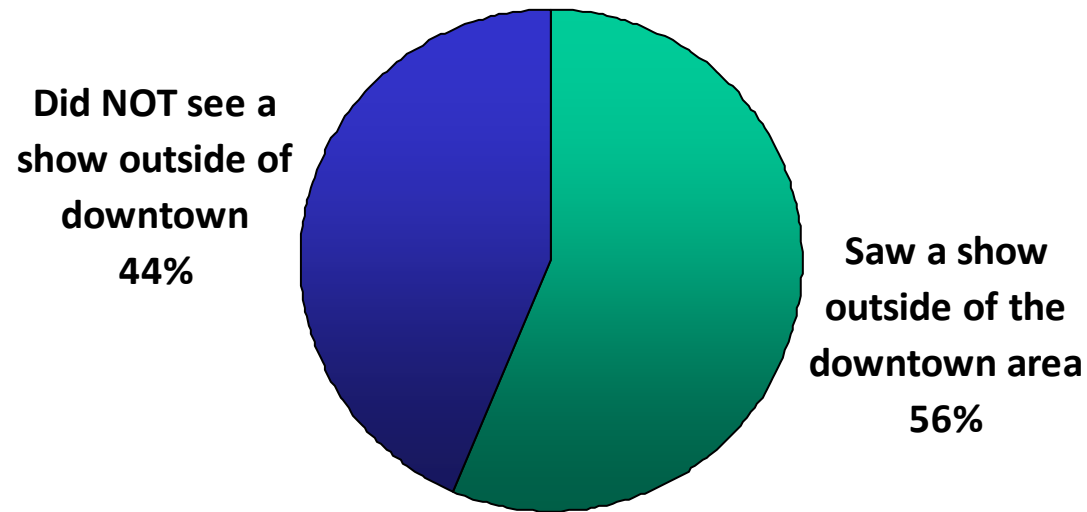


Nearly **60%** see **shows**  
**outside** of the immediate  
**downtown** area of  
Branson.



# Number of Shows Seen OUTSIDE OF DOWNTOWN

Nearly 6 in 10 of Hilton Convention Center Visitors that saw a Branson show, saw one outside of the immediate downtown area. Overall, one in four convention center visitors sees a show in town beyond the immediate downtown area.



## Estimating Economic Impact

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- While projections of economic impact are well beyond the scope of this study, the basic building blocks provided in the research make it possible to provide some broad projections.
- According to the nationwide advertising effectiveness study conducted for the Branson CVB in the fall of 2010, it is estimated that 1.1% of Branson's overnight visitors over the past year attended a convention/meeting on their last visit. Multiplied across the 4.8 million overnight visitors Branson hosts annually, this equates to nearly 53,000 visitors. Extrapolated across these visitors' average spending of \$299, this equates to \$15.8 million annually.
- By comparison, this figure is larger than the estimated economic impact generated from veterans groups (\$12.0 million), reunions (\$13.9 million), church groups (\$11.9 million) or professional group tours (\$7.5 million).

## Projected Economic Impact by Key Branson Niche

Branson Niche Segment	% of Total	Est. Visits	Spending/ Person	Economic Impact
Conventions/Meetings*	1.1%	53,000	\$299	\$15.8 M
Reunions et al	1.4%	65,000	\$212	\$13.9 M
Church Groups	1.4%	65,000	\$181	\$11.9 M
Veterans Groups (Not Included in Reunions)	0.9%	44,000	\$275	\$12.0 M
Professional Group Tours	1.0%	49,000	\$152	\$ 7.5 M

\*2010 Advertising Effectiveness Study. All other data comes from Branson's Monthly Intercept Study.

**4**

**Branson's 2010  
Performance**

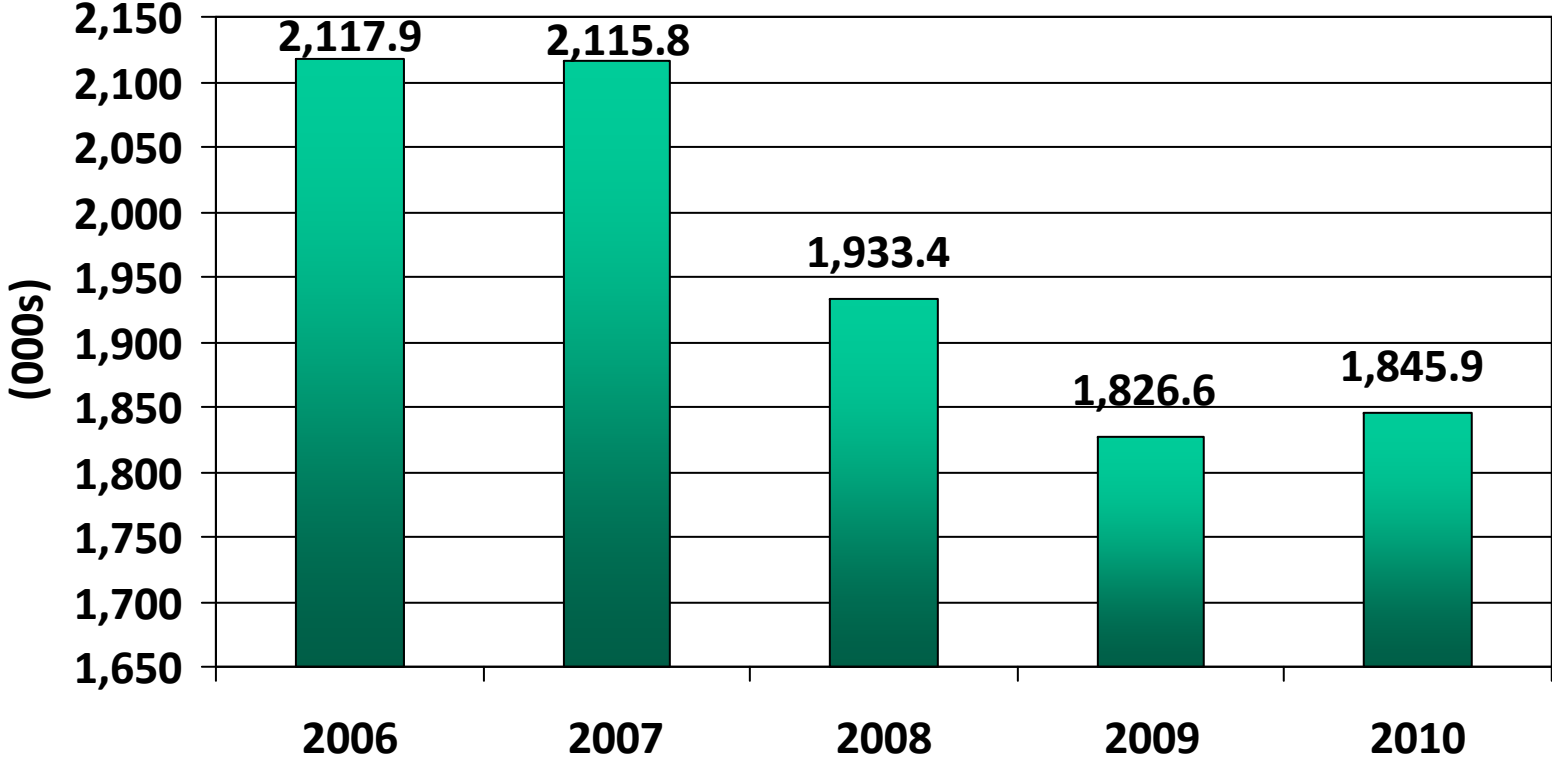
## Branson's 2010 Performance

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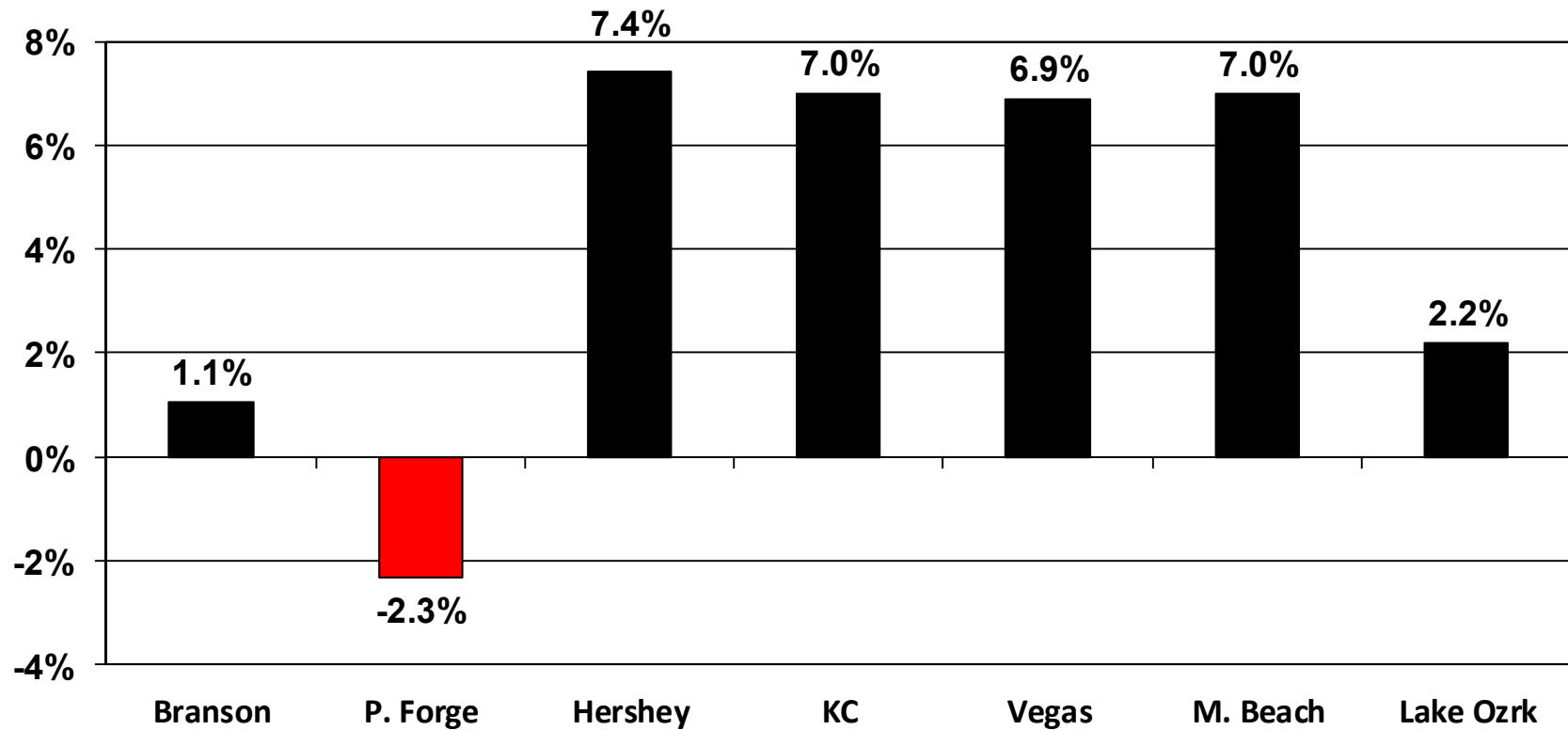
- After a couple trying years, Branson bounced back in 2010 and is about to post the first solid increase since 2007. Every metric tracked is showing an increase this year.
- Room demand is up by 1.1% year-to-date through October, the first increase in four years.
- Branson's 1% City Sales Tax revenues are up 0.8% through September compared to a 1.9% decrease at this time last year.
- Tourism tax is up 10.1% year-to-date through September compared to an 8.4% decrease at this same time last year.
- And, the TCED tax is up 4.6% compared to being down 0.7% last year at this time.

# Branson's Room Demand

Variance                    -0.7%                    -0.1%                    -8.6%                    -5.5%                    +1.1%

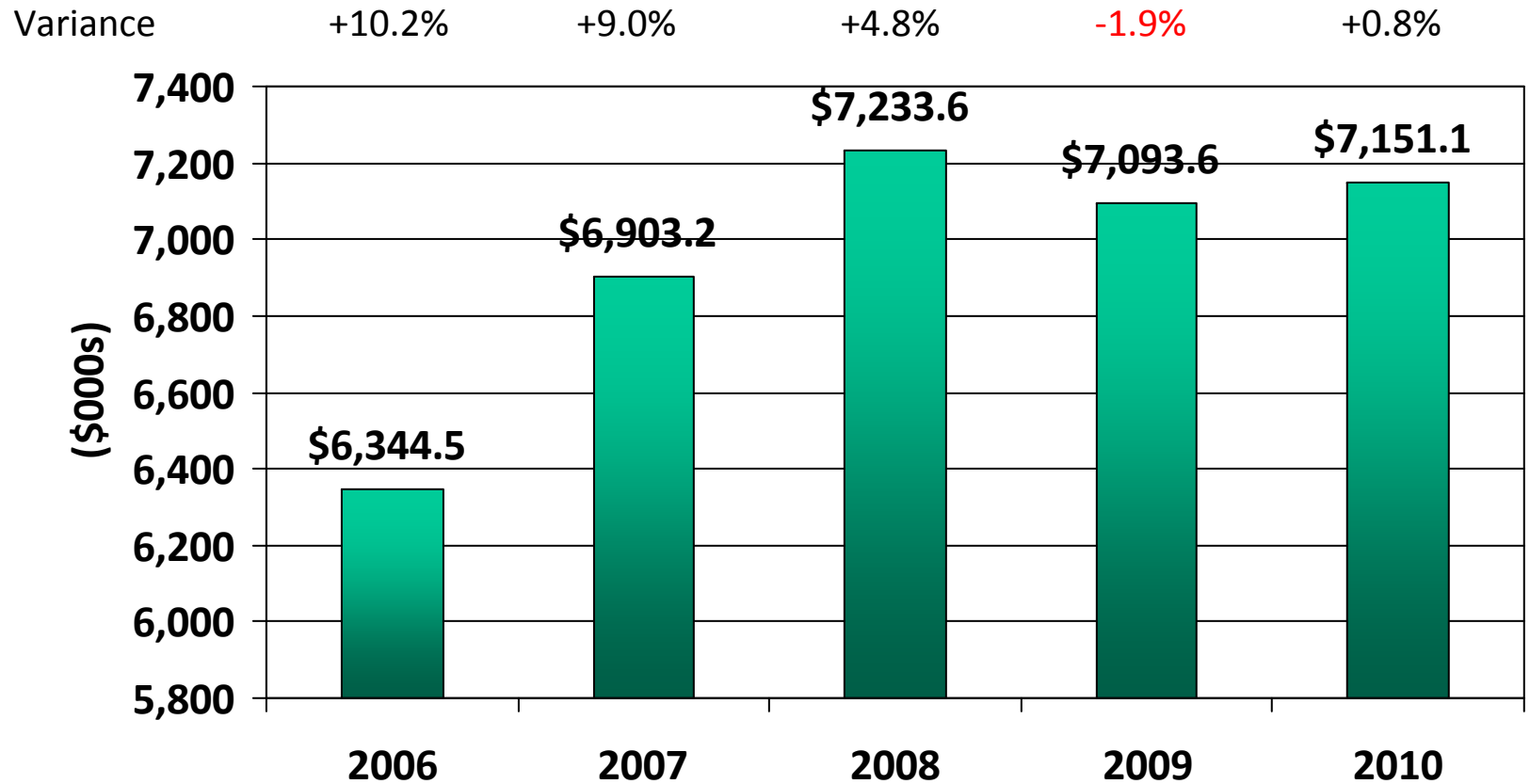


## Comparison of Room Demand Variance to a Sampling of Direct Competitors



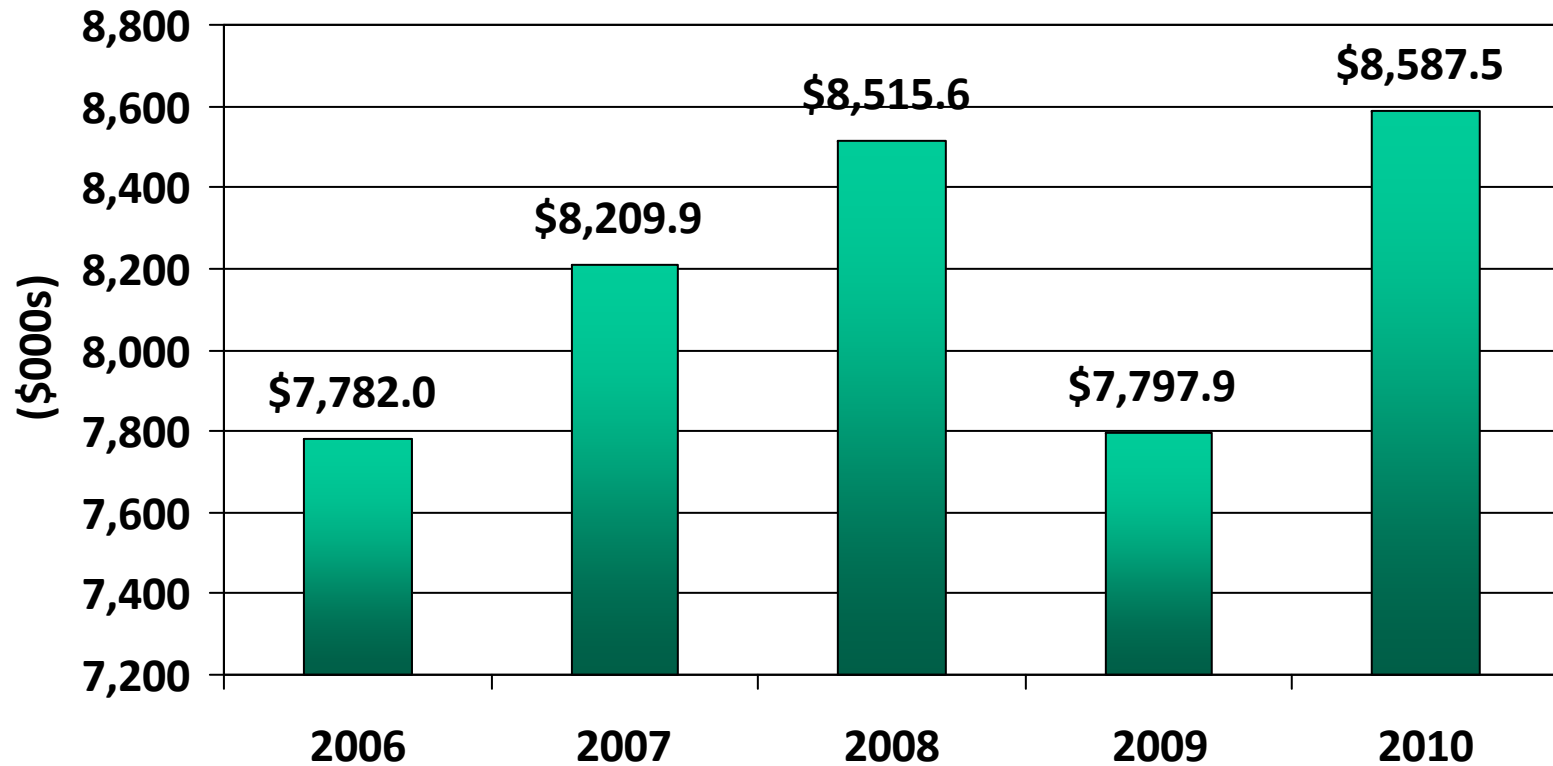


# City of Branson 1% Sales Tax



# City of Branson Tourism Tax

Variance            +10.4%            +5.5%            +3.7%            -8.4%            +10.1%

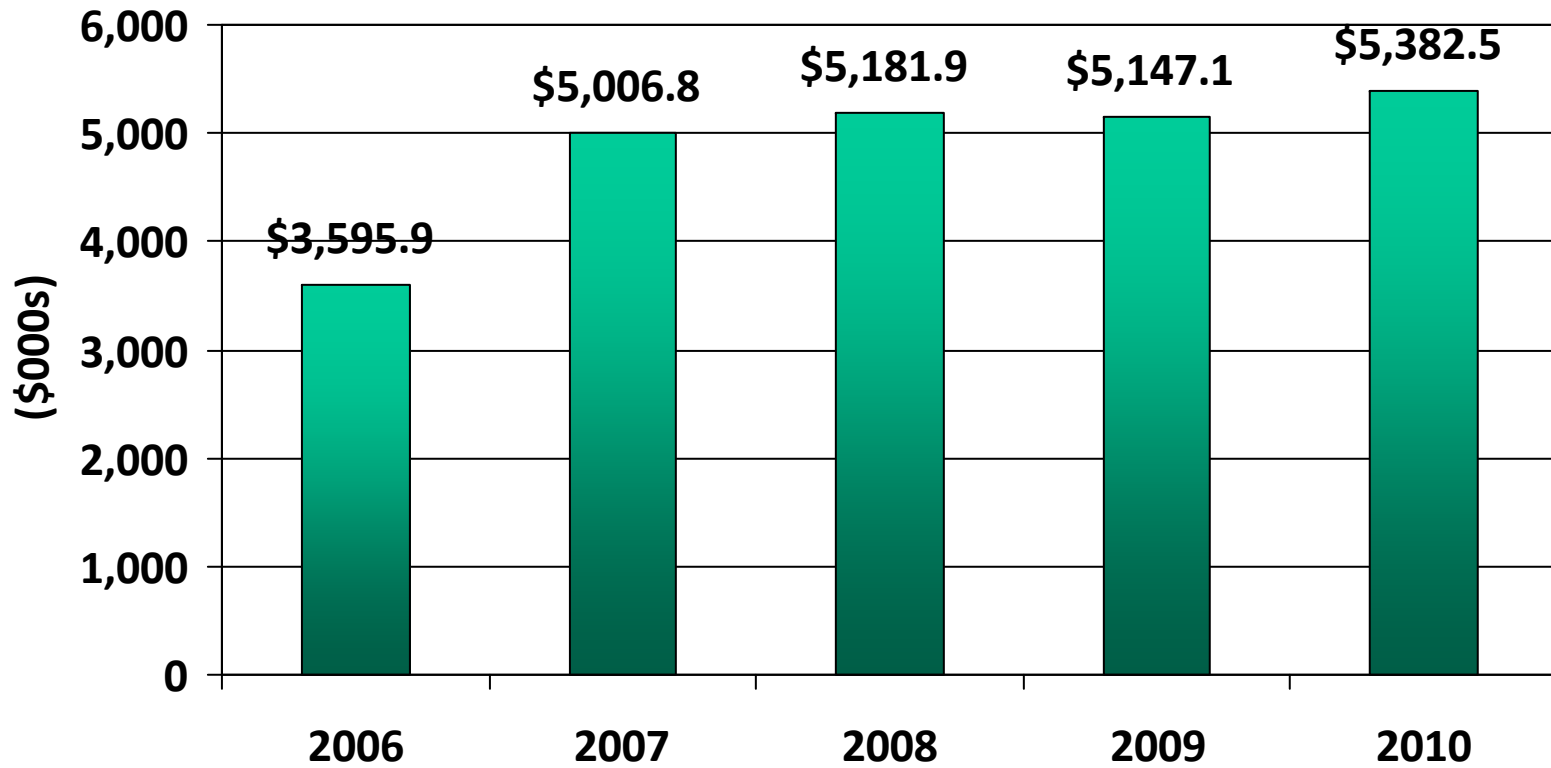


Year-to-date through Sep 2010

# TCED Tax

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Variance	n/a	+39.2%	+3.5%	-0.7%	+3.6%
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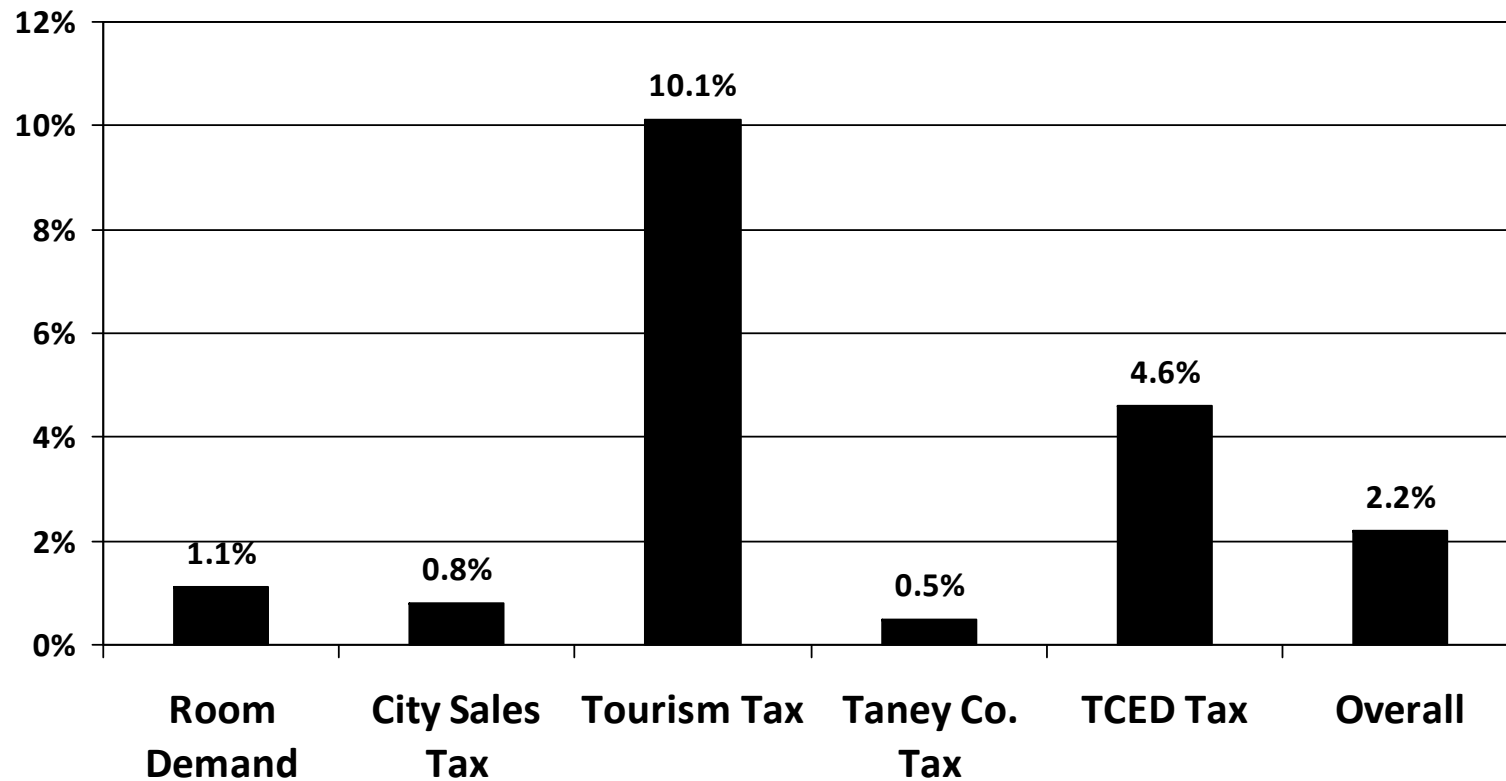


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Year-to-date through Sep 2010

# Branson's Overall 2010 Performance

For the first time in several years, every performance metric is up this year.



**5**

**Summary of Key  
Points**

# Key Observation Points


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- **Beyond 300 Miles.** More than half come from beyond 300 miles.
- **Average Length of Stay.** Convention attendees have about the same length of stay as the average leisure visitor.
- **More First-Timers.** Convention attendees are more likely to be visiting Branson for the first time.
- **Younger Visitors.** Convention attendees are considerably younger than the average leisure traveler who visits Branson.
- **More Likely to Fly Than Average.** Most (90%) convention attendees drive to Branson. But, they are more likely to fly than the average Branson leisure visitor. Interestingly, however, convention attendees are slightly more likely to use the new Branson airport.
- **Meetings Drive Convention Center Usage...But.** About half of the groups at area convention hotels are there for meetings while the other half are comprised of corporate events, sporting events, & other.
- **Longer Planning Time.** Convention attendees take about a month longer to plan their Branson trips than the average leisure traveler.

## Key Observation Points

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- **Visitation Skews to Key Area Icons.** Convention attendees tend to shop, attend Music Shows, visit the lake or SDC.
- **Many See Shows.** Nearly half of convention attendees see a show while in town. Well over half of those who do see shows see 2 or more during their stay.
- **Convention Attendees Spend More.** As is true nationwide, convention attendees spend considerably more per person in Branson than does the average leisure traveler. Even with estimated lodging expenditures removed, convention/meeting attendees still spend 24% more than the average Branson traveler.
- **Much of That Spending Extends Beyond Downtown.** One-quarter (25%) of convention attendees expenditures are spent outside of the immediate downtown Branson area.
- **Most Shows Seen are Outside of Downtown.** Nearly 60% see shows outside of the immediate downtown area of Branson.



Do More of What Works &  
Less of What Doesn't



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**2010 HILTON CONVENTION CENTER VISITOR PROFILE**  
**June through November 2010**

	CONVENTION	BRANSON	VAR	% (+/-)
<b>1 Last Visit</b>				
First-Time	31.9%	26.5%	5.4%	20.2%
Repeat	42.0%	39.8%	2.2%	5.4%
Inactive	25.8%	33.6%	-7.8%	-23.3%
<b>2 How long ago did you decide to visit?</b>	<b>100.1</b>	<b>68.6</b>	<b>31.5</b>	<b>45.9%</b>
0-7 days	6.5%	17.6%	-11.0%	-62.9%
8-14 days	4.9%	10.5%	-5.6%	-53.2%
15-31 days	19.3%	20.7%	-1.4%	-6.7%
1-2 months	22.1%	16.5%	5.6%	33.7%
2-4 months	24.3%	15.9%	8.4%	53.2%
4-6 months	8.5%	10.4%	-1.9%	-18.1%
6+ months	14.4%	8.4%	5.9%	70.1%
<b>3 Method of Transportation</b>				
Camper/ RV	1.5%	4.4%	-2.8%	-65.0%
Church Bus	4.9%	0.5%	4.4%	908.3%
Flew, Joined Tour	3.0%	0.7%	2.3%	312.1%
Flew, Rented Auto	7.9%	8.1%	-0.2%	-2.3%
Motorcycle	0.3%	0.5%	-0.2%	-40.5%
Personal Auto	65.5%	75.4%	-9.8%	-13.0%
Rented Auto	4.6%	2.0%	2.6%	129.6%
Tour Bus	0.9%	1.7%	-0.8%	-47.3%
Personal Auto, joined tour	6.4%	4.9%	1.5%	30.8%
Other	0.3%	1.8%	-1.5%	-83.3%
<b>4 If flew in, which airport did you use?</b>				
Branson Airport	55.1%	54.0%	1.1%	2.0%
Kansas City International Airport	1.9%	3.2%	-1.3%	-40.7%
Springfield-Branson National Airport	43.0%	25.1%	17.9%	71.3%
<b>5 Area activity participation</b>				
Attended Music Shows	44.5%	80.5%	-36.0%	-44.7%
Go to the lake(s)	22.3%	38.7%	-16.5%	-42.5%
Golf	5.5%	5.4%	0.1%	1.5%
Outdoor activities (hiking, biking, etc.)	7.3%	15.0%	-7.7%	-51.4%
Shopping in downtown Branson	49.8%	n/a	n/a	n/a
Shopping at the Branson Landing	79.4%	n/a	n/a	n/a
Go shopping in other parts of Branson	39.1%	83.4%	n/a	n/a
An excursion (Ride the Ducks, Branson Railways, etc.)	18.0%	23.4%	-5.4%	-23.2%
Silver Dollar City	21.0%	28.8%	-7.8%	-26.9%
Go fishing	4.3%	4.8%	-0.5%	-10.2%
Go to museums	13.7%	28.0%	-14.2%	-50.9%
"Noah" by Sight & Sound	8.8%	16.2%	-7.4%	-45.6%
<b>6 Were you aware of BL before leaving home?</b>				
Yes	65.7%	64.8%	0.9%	1.3%
No	34.3%	35.2%	-0.9%	-2.5%
<b>7 Actual No. of Shows Seen</b>	<b>1.77</b>	<b>2.94</b>	<b>-1.17</b>	<b>-39.7%</b>
1 show	45.3%	23.0%	22.4%	97.4%
2 shows	34.0%	20.2%	13.8%	68.3%
3 shows	11.0%	16.9%	-5.9%	-34.9%
4 shows	3.8%	11.5%	-7.7%	-66.9%
5+ shows	5.9%	28.4%	-22.5%	-79.4%

**2010 HILTON CONVENTION CENTER VISITOR PROFILE**  
**June through November 2010**

	CONVENTION	BRANSON	VAR	% (+/-)
<b>8 Number of Shows Seen OUTSIDE of Downtown</b>	<b>0.88</b>	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>
No Shows OUTSIDE of Downtown	43.6%	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>
1 show	34.0%	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>
2 shows	16.0%	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>
3 shows	5.3%	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>
4 shows	0.0%	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>
5+ shows	44.7%	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>
<b>8 Stay Overnight</b>				
Yes	99.7%	92.9%	6.8%	7.3%
No	0.3%	7.1%	-6.8%	-95.7%
<b>9 Length of Stay (Nights)</b>	<b>3.89</b>	<b>4.06</b>	<b>-0.17</b>	<b>-4.1%</b>
One night	4.9%	4.4%	0.5%	12.4%
2-3 nights	41.6%	38.4%	3.1%	8.2%
4-7 nights	44.6%	36.5%	8.2%	22.3%
8+ nights	8.9%	20.7%	-11.8%	-57.2%
<b>10 Accommodations</b>				
Bed & Breakfast	0.3%	0.6%	-0.3%	-52.3%
Condo	3.6%	12.4%	-8.9%	-71.5%
Hotel/ Motel	82.2%	48.5%	33.7%	69.4%
Lake Resort	4.1%	4.9%	-0.8%	-17.3%
RV/ Campground	1.6%	4.8%	-3.2%	-66.8%
Friends/ Family	1.6%	2.7%	-1.1%	-39.7%
Timeshare	4.5%	22.1%	-17.6%	-79.7%
Vacation Home	1.0%	1.9%	-1.0%	-50.1%
Other	0.0%	2.1%	-2.1%	-100.0%
<b>11 At which hotel/motel did you stay?</b>				
Click here to see verbatim responses				
<b>12 When Make Room Reservations?</b>	<b>61.6</b>	<b>54.3</b>	<b>7.3</b>	<b>13.5%</b>
Purchase rooms online:	44.8%	37.2%	7.6%	20.4%
<b>13 Party Size</b>	<b>4.24</b>	<b>3.60</b>	<b>0.64</b>	<b>17.8%</b>
<b>14 Average ADULT AGE</b>	<b>56.9</b>	<b>57.7</b>	<b>(0.9)</b>	<b>-1.5%</b>
<b>Average OVERALL AGE</b>	<b>50.4</b>	<b>50.3</b>	<b>0.1</b>	<b>0.1%</b>
Under 4 years	1.6%	3.2%	-1.7%	-51.9%
4-7 years	2.3%	3.3%	-1.1%	-31.9%
8-11 years	4.7%	4.0%	0.6%	15.4%
12-14 years	3.8%	2.9%	0.8%	27.8%
15-17 years	2.3%	2.4%	-0.2%	-6.9%
18-24 years	2.0%	3.1%	-1.1%	-35.3%
25-34 years	4.9%	5.6%	-0.7%	-12.7%
35-44 years	10.4%	8.2%	2.1%	26.1%
45-54 years	21.0%	13.0%	8.0%	61.1%
55-64 years	16.4%	23.5%	-7.1%	-30.2%
65-74 years	24.2%	21.9%	2.3%	10.7%
75+ years	6.7%	8.7%	-2.1%	-23.8%
Under 12 years	8.5%	10.6%	-2.1%	-20.0%
12-17 years	6.0%	5.4%	0.6%	12.1%
18-34 years	6.9%	8.7%	-1.8%	-20.8%
35-54 years	31.4%	21.3%	10.1%	47.5%
55+ years	47.2%	54.1%	-6.8%	-12.6%

**2010 HILTON CONVENTION CENTER VISITOR PROFILE**  
**June through November 2010**

	CONVENTION	BRANSON	VAR	% (+/-)
<b>15 Party Composition</b>				
Adults only	69.2%	73.2%	-4.0%	-5.4%
Parties with children	30.8%	26.8%	4.0%	14.7%
<b>16 Part of organized tour, group or event?</b>				
Yes	85.4%	8.8%	76.6%	874.2%
No	14.6%	91.2%	-76.6%	-84.0%
<b>17 Organizations</b>				
Church	7.1%	15.6%	-8.4%	-54.1%
Convention/ Meeting	57.0%	16.2%	40.8%	251.2%
Company/Corporate	11.1%	4.2%	6.9%	163.3%
Professional Group Tour	0.4%	11.7%	-11.3%	-96.8%
Reunion	0.4%	15.6%	-15.2%	-97.6%
Student	0.4%	3.6%	-3.2%	-89.5%
Veterans	1.1%	10.4%	-9.3%	-89.1%
Athletic/Sporting Event	11.9%	3.9%	8.0%	206.4%
Other	10.5%	18.8%	-8.3%	-44.1%
<b>18 Where was the meeting held?</b>				
Hilton Convention Center Downtown	90.7%	n/a	n/a	n/a
Chateau on the Lake	7.1%	n/a	n/a	n/a
Other	2.2%	n/a	n/a	n/a
<b>19 Satisfaction with Overall Experience</b>	<b>4.43</b>	<b>4.47</b>	<b>-0.04</b>	<b>-1.0%</b>
Very dissatisfied	0.0%	0.4%	-0.4%	-100.0%
Somewhat dissatisfied	0.9%	0.9%	0.0%	3.7%
Neutral	7.0%	6.4%	0.6%	10.0%
Somewhat satisfied	41.5%	38.4%	3.1%	8.0%
Very satisfied	50.6%	54.0%	-3.4%	-6.2%
<b>20 Spending Estimate (2% Trimmed Mean)</b>	<b>\$1,266.08</b>	<b>\$861.46</b>	<b>\$404.62</b>	<b>47.0%</b>
Spending per person	\$299.25	\$239.14	\$60.12	25.1%
Spending per person per day	\$77.01	\$58.91	\$18.10	30.7%
<b>21 Amount spent OUTSIDE of downtown area</b>	<b>\$315.30</b>	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>
Spending per person	\$75.18	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>
Spending per person per day	\$19.42	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>
<b>% of Total Spending OUTSIDE of downtown area</b>	<b>24.9%</b>	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>
<b>22 Likelihood of Recommending</b>	<b>4.32</b>	<b>4.49</b>	<b>-0.17</b>	<b>-3.7%</b>
Very Poor	3.1%	3.2%	-0.1%	-4.3%
Poor	1.5%	1.2%	0.3%	28.8%
Neither good nor bad	9.5%	4.5%	5.0%	111.0%
Good	32.0%	25.8%	6.2%	24.0%
Excellent	53.9%	65.3%	-11.4%	-17.5%
<b>23 Intent to Return</b>				
Again this year	2.44	2.47	(0.03)	-1.2%
Next year	3.47	3.46	0.01	0.3%
In 2 years	3.55	3.72	(0.17)	-4.7%
In 3 years	3.76	4.00	(0.24)	-5.9%
<b>24 Use Internet in planning trip</b>				
Yes	72.7%	75.0%	-2.3%	-3.0%
No	27.3%	25.0%	2.3%	9.1%

**2010 HILTON CONVENTION CENTER VISITOR PROFILE**  
**June through November 2010**

	CONVENTION	BRANSON	VAR	% (+/-)		
<b>25 Air Service Questions</b>						
Used air service past 24 months	46.3%	39.3%	6.9%	17.6%		
% who would consider flying to Branson	31.2%	31.4%	-0.3%	-0.8%		
<b>26 What consider attractive airfare</b>						
\$	<b>106.20</b>	\$	<b>105.12</b>	\$	<b>1.09</b>	<b>1.0%</b>
Under \$100	53.3%	55.6%	-2.3%	-4.2%		
Over \$100	28.3%	31.0%	-2.7%	-8.6%		
Over \$200	12.6%	8.6%	4.0%	46.5%		
Over \$300	3.2%	2.7%	0.5%	19.2%		
Over \$400	1.7%	1.2%	0.5%	38.3%		
Over \$500	0.4%	0.6%	-0.1%	-22.7%		
Over \$750	0.4%	0.3%	0.1%	46.0%		
Over \$1000	0.0%	0.0%	0.0%	n/a		
<b>27 Do you have friends who would fly to Branson if a low-cost air carrier were here?</b>						
	33.1%	32.0%	1.1%	3.5%		
<b>28 Age of Respondent</b>						
	<b>48.2</b>	<b>54.1</b>	<b>-5.9</b>	<b>-11.0%</b>		
Millennial (Under 30 years)	2.3%	2.6%	-0.3%	-11.9%		
Gen X (30-45 years)	24.0%	14.0%	10.0%	71.0%		
Boomer (46-64 years)	56.9%	49.4%	7.6%	15.3%		
Mature (65+ years)	16.8%	34.0%	-17.2%	-50.6%		
<b>29 Gender</b>						
Male	48.0%	40.6%	7.4%	18.1%		
Female	52.0%	59.4%	-7.4%	-12.4%		
<b>30 Distance Traveled</b>						
0-100 miles	13.1%	8.7%	4.4%	50.6%		
101-300 miles	30.2%	24.9%	5.3%	21.1%		
301+ miles	56.7%	66.4%	-9.7%	-14.6%		
<b>Sample Size</b>	<b>328</b>	<b>3515</b>	<b>(3,187)</b>	<b>-90.7%</b>		
<i>Margin of Error</i>	<i>5.4%</i>	<i>1.7%</i>	<i>3.8%</i>	<i>227.4%</i>		
<i>Length of Interview</i>		<b>7:04:08</b>				