

BRANSON LANDING - 2013 YEAR END RESEARCH

- OVER 70% OF THE VISITORS TO BRANSON LANDING WERE AWARE OF THE LANDING – BEFORE TRAVEL
- 81.4% DROVE THEIR PERSONAL VEHICLE
- BRANSON LANDING'S LARGEST FEEDER MARKETS:
 - IN ORDER...
 - ST. LOUIS
 - KANSAS CITY
 - SPRINGFIELD, MO
 - TULSA
 - LITTLE ROCK
 - CHICAGO
 - OKLAHOMA CITY
 - DALLAS
 - FT. SMITH
 - WICHITA
 - DES MOINES
- OF THE BRANSON LANDING VISITORS THAT FLEW...
 - 57% USED THE BRANSON AIRPORT
 - 28% USED THE SPRINGFIELD AIRPORT
- LENGTH OF STAY – 4.2 NIGHTS (OPPORTUNITY FOR REPEAT VISITORS)
- PARTY SIZE VISITING BRANSON LANDING – 4
- PARTY COMPOSITION:
 - ADULTS ONLY: 66%
 - PARTIES W/CHILDREN: 34%

- AVERAGE OVERALL AGE OF VISITOR: 58
 - NOTE: MORE THAN HALF OF BRANSON LANDING'S VISITORS WERE OVER THE AGE OF 55
- 81% OF ALL BRANSON VISITORS SHOPPED!
- 78.5% USED THE INTERNET TO PLAN THEIR TRIP/VISIT
- OVER 80% USED THE INTERNET FOR THEIR ACTIVITIES AND LODGING
- 67% TRAVELED 301+ MILES

THE INTERNET, SMART PHONES AND SOCIAL MEDIA AVENUES ARE – IN FACT, A VERY IMPORTANT ELEMENT IN REACHING OUR TARGET AUDIENCE. THEY ARE USING THEM TO MAKE THEIR DECISIONS!

- BRANSON LANDING'S SATISFACTION SCORES TALLIED A 4.5 OUT OF 5.
- AND MORE THAN 87% OF VISITORS SAID THAT THEY WOULD RETURN.
- *SO...THIS ALL BOILS DOWN TO DESTINATION LOYALTY! WHEN YOU PROVIDE A DELIGHTFUL EXPERIENCE, FIRST-TIME CUSTOMERS ARE MORE LIKELY TO BECOME LOYAL TO BRANSON LANDING & REPEAT CUSTOMERS WILL NOT ONLY COME BACK AGAIN – BUT THEY WILL BRING THEIR FRIENDS WITH THEM.*
- *FINAL NOTE: AS THE IMPACT FROM TRADITIONAL MARKETING DECLINES, MARKETERS NATIONWIDE ARE FOCUSING MORE OF THEIR EFFORTS ON THE TOUCH POINTS THEY CAN CONTROL – AND THAT IS THE CONSUMER EXPERIENCE...ITSELF!*