

BRANSON / LAKES AREA

FACT SHEET

Revised 4/22/14

OVERVIEW: **Branson, Missouri** is located in southwest Missouri, 35 miles south of Springfield on U.S. 65. Built on a ridge, Branson provides spectacular views of the surrounding mountains. It is ranked 25th for overnight leisure vacation destinations in the country. Tourism is the primary growth industry in Branson. The city has many services that equal or surpass larger urban areas and can handle the needs of the eight million annual visitors traveling here.

VISITOR INFORMATION:

2013

- 35.2% families
- 64.8% adults
- 78.5% travel by personal vehicle
- 7.5% travel by air
- 4.4% travel by RV/Camper
- Average age is 58.4
- 15.1% come 100 miles or less
- 27.7% come 101-300 miles away
- 27.3% come 301-650 miles away
- 29.9% come 650+ miles away
- On a 1 to 5 rating scale, visitor satisfaction measured 4.46

VISITOR ACTIVITY

PARTICIPATION: 2013

- 81% - Shows
- 71.8% - Shopping
- 24.6% Museums
- 22.8% - Lake/Outdoor Activities
- 28.1% - Theme Parks
- 3.8% - Golf
- 4.7% - Fishing

THEATERS/SHOWS: The Branson/Lakes Area has dozens of theaters with 57,000+ seats (more than Broadway) and 100 different live shows each season. Audiences can enjoy seeing shows throughout the day with morning, matinee and evening performances. Country, pop, swing, rock 'n' roll, gospel, classical and Broadway-style musical productions join comedy, acrobatics and magic shows to provide visitors with a wide array of entertainment choices.

LAKES: Table Rock, Taneycomo and Bull Shoals are three pristine lakes with over 1,000 miles of shoreline offering fishing, boating, parasailing, jet skiing, scuba diving, swimming and more. While the lakes all offer great fishing, each has its specialty. Table Rock Lake offers world-class bass fishing; Lake Taneycomo, with its cold waters, offers superb trout fishing; and Bull Shoals Lake is a warm water angler's paradise, especially known for tournament bass fishing.

HOTELS/MOTELS: 185 facilities with approximately 16,500 rooms

RV/CAMPGROUNDS: More than two dozen campgrounds/RV parks with approximately 2,870 sites

RESTAURANTS: 200+ restaurants with 35,000+ seats

GOLF COURSES: A dozen courses (Several are ranked nationally)

SHOPPING: 200+ shops -- Branson is home to two outlet shopping malls with more than 150 retailers. Visitors can find clothing, gifts, housewares, designer shoes, luggage and other treasures at reduced prices throughout the year at Tanger Outlets or Branson Meadows. Downtown is also a shopper and diner's delight. Dick's Old-Fashioned 5 & 10, boutiques and specialty stores combine with quaint eateries to make the downtown area truly special. Branson Landing's fire and water fountains, 100+ retail shops and lakefront dining establishments are conveniently adjacent to Historic Downtown.

DEMOGRAPHICS:

- 10,520 – City of Branson Population (2010)
- 51,675 - Taney County Population (2010)
- 32,202 - Stone County Population (2010)
- 20.7 square miles - Branson's incorporated area
- \$458,772,601.00 - Total assessed Branson property values