



Project Data

Key Scope Items:

- Market and Financial Review of Branson Landing
- Tourism Analysis
- Economic, Employment & Tax Impact Analysis

Development Budget: \$350,000,000

HSP Professionals Involved in Project: All professional staff

Time of Service: 2013

Branson Landing Impact Analysis

Branson, Missouri

The Branson Landing project was completed in 2006 just before the last recession and helped mitigate the effects of the down economy on Branson's economy. Prior to the development of this major mixed-use project, the tourist-based economy of 10,000 residents was plateauing and suffering from a glut of theaters (as many as 50) and a lack of variety or depth in its offerings. The project brought upscale shopping, dining and hotels to the market as well as a high quality convention center.

Branson Landing was a massive public-private partnership that brought new energy and visitors (higher spending tourists, convention groups, etc.) to the market that previously would not have considered a trip to Branson. It also focused economic energy on the downtown area, to which it is adjacent. The components of the project include:

- More than 100 shops and restaurants in an outdoor setting
- Bass Pro Shop
- Branson Convention Center
- Two Hilton Hotels totaling more than 500 rooms, including "condotel" units
- Public plaza and dancing fountain shows
- Belk department store

HSP was tasked with determining the economic, fiscal and employment impact of Branson Landing on the community, its tax base, which involved complex financial and related modeling, as well as an understanding of the drivers of visitor activity and spending.