



BRANSON
Landing[®]

450,000 SF SHOPPING & ENTERTAINMENT
DESTINATION IN THE HEART OF
BRANSON, MISSOURI

edge

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Branson, Missouri





ABOUT BRANSON LANDING

Branson Landing is a 450,000 SF Mixed-Use shopping and entertainment destination in the Heart of Branson, Missouri attracting over 5 million visitors a year. Additionally, there are two Hilton hotels, Branson Convention Center & 250 residential units. Opened in 2006 by HCW Development, Branson Landing changed the landscape of the retail market bringing in major retailers like Belk Department Stores, Victoria's Secret, Bath & Body, Chico's, H&M, Bass Pro and Francesca's just to name a few. With the millions of visitors that come to the Midwest's premiere resort and family entertainment destination, Branson Landing continues to evolve and grow the merchandising and restaurant mix.

<p>LOCATION Branson Landing sits on 1.5 miles of waterfront property along Lake Taneycomo in Branson, MO</p>	<p>ACREAGE 95 Acres</p>
<p>SIZE 450,000 square feet of retail, including luxury condominiums, the Hilton Promenade and the Branson Convention Center and Hilton Hotel</p>	<p>RETAILERS</p>

BRANSON LOCAL EVENTS



Weekly Seasonal Farmers Market
Bringing the best locally grown produce, food trucks and unique, handmade products to Branson!

Live Concerts & Festivals
Local bands, 8 large live concerts and various festivals



Health and Fitness
Multiple 5K events, canoe and kayak races, Turkey Trot, Relay for Life, American Cancer Society

Charity Events
Autism awareness, Boys and Girls Club, Winter Toy Drive for local kids



Local School
Band Performances



Special Holiday Events
Halloween Trick or Treating, Winter Wonderlating, parades, 4th of July concerts and Fireworks



BRANSON AREA OVERVIEW



Tourism is the Branson/Lakes Area's chief industry. Situated within a day's drive of 25% of the U.S. population, Branson and the Tri-Lakes Area serve millions of visitors each year who spend \$1.7 billion dollars in the local economy. Branson is ranked 20th among all overnight leisure vacation destinations in the country. On a one to five rating scale, visitor satisfaction measures a 4.63. A geographical profile of Branson visitors shows that 15% come from 100 miles or less, 30% come from 101 to 300 miles away, and 55% come from outside a 300 mile radius.

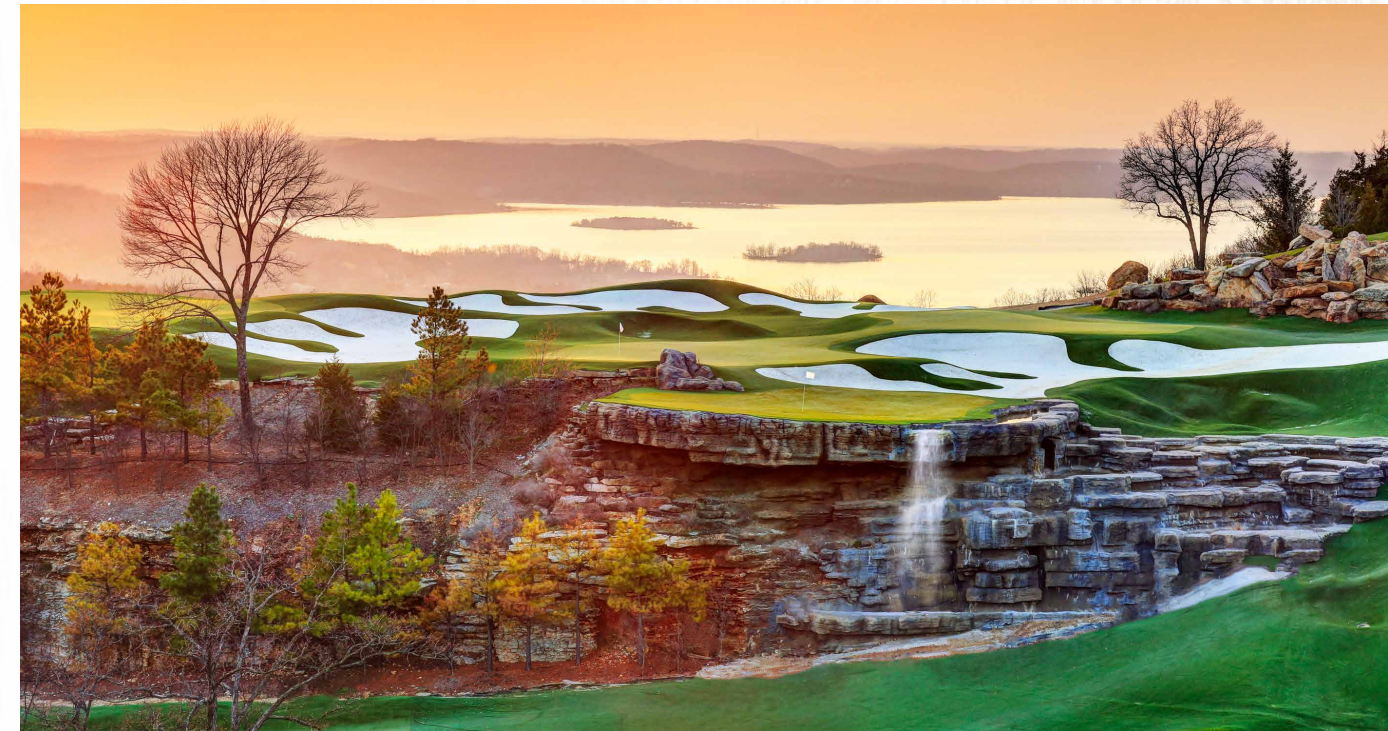
Branson is home to over 40 music theaters with over 50,000 seats. The variety of music includes country, pop, gospel, bluegrass, western, rock 'n roll, classical jazz, and Broadway. There's also comedy, magic, and variety to provide visitors a wide array of entertainment choices.

The Branson/ Lakes Area is home to three scenic lakes offering fishing, boating, parasailing, jet skiing, and swimming. While the lakes all offer great fishing for novice and professional anglers, each has its specialty. Table Rock Lake offers world-class bass fishing. Lake Taneycomo, with its cold waters, offers superb trout fishing. Bull Shoals Lake is also an anglers' paradise, especially for tournament bass fishing.



\$1.7 billion
Amount visitors spend in the local economy each year.

6.5 million
Annual visitors that come to Branson Landing shopping center.



THRILL SEEKING ATTRACTIONS

Silver Dollar City

40 epic rides including the 81-degree drop of Outlaw Run, theseven-story Giant Barn Swing, and the Time Traveler, the tallest and fastest spinning coaster in the world!

Fritz's Adventure

Experience 80,000 square feet of action-packed adventure at Fritz's, home to the only indoor TreeTops course in the U.S. The course features 32 obstacles, including 11 high-flying ziplines, six suspension bridges and two free falls.

MUSEUMS IN BRANSON

Titanic Museum Attraction

Whether you're a history buff or a fan of the award-winning movie, the Titanic Museum Attraction offers much to discover, including hundreds of artifacts, a growing iceberg and the world's largest Titanic model.

Ancient Ozarks Natural History Museum

Located at the legendary Top of the Rock, Ancient Ozarks Natural History Museum houses more than 35,000 square feet of Ozarks history, from Native American artifacts and art to Civil War relics.

Located in the rolling Ozark Hills, the Branson / Lakes Area is ideal for canoeing, camping, hiking, biking, bird watching, and simply wandering through the hills. World-class golf courses provide golfing opportunities for the scratch player and novice alike. The Branson / Lakes Area is dedicated to enhancing it natural environment and preserving its lakes and waterways.

Thirteen golf courses, eight of which are championship golf courses, are currently open in the Branson / Lakes Area. Golfing is one of the fastest-growing interests of vacationers, who can enjoy their favorite sport on a choice of courses within just a few miles of each other. Country clubs, pro shops, lessons, restaurants, and all amenities are available. And who knows, you may see a familiar face or two teeing off on the next fairway. Many of Branson's entertainers enjoy golf and occasionally can be seen on local courses.

SITE PLAN



Cantina Laredo, Joe's Crab Shack, Paula Deen's Family Kitchen, Guy Fieri's Branson Kitchen + Bar, Landshark Bar & Grill, Mellow Mushroom, Ramata Italian, Bass Pro Shops' White River Fish House and more provide a variety of dining options from quick-stop favorites to leisurely and fine dining



Unique property layout provides a waterfront boardwalk - animated with live entertainment and a \$7.5 million water spectacular, synchronized to light, sound, music and fire with scheduled performances daily. Branson Landing hosts over 70 special events and live concerts each year



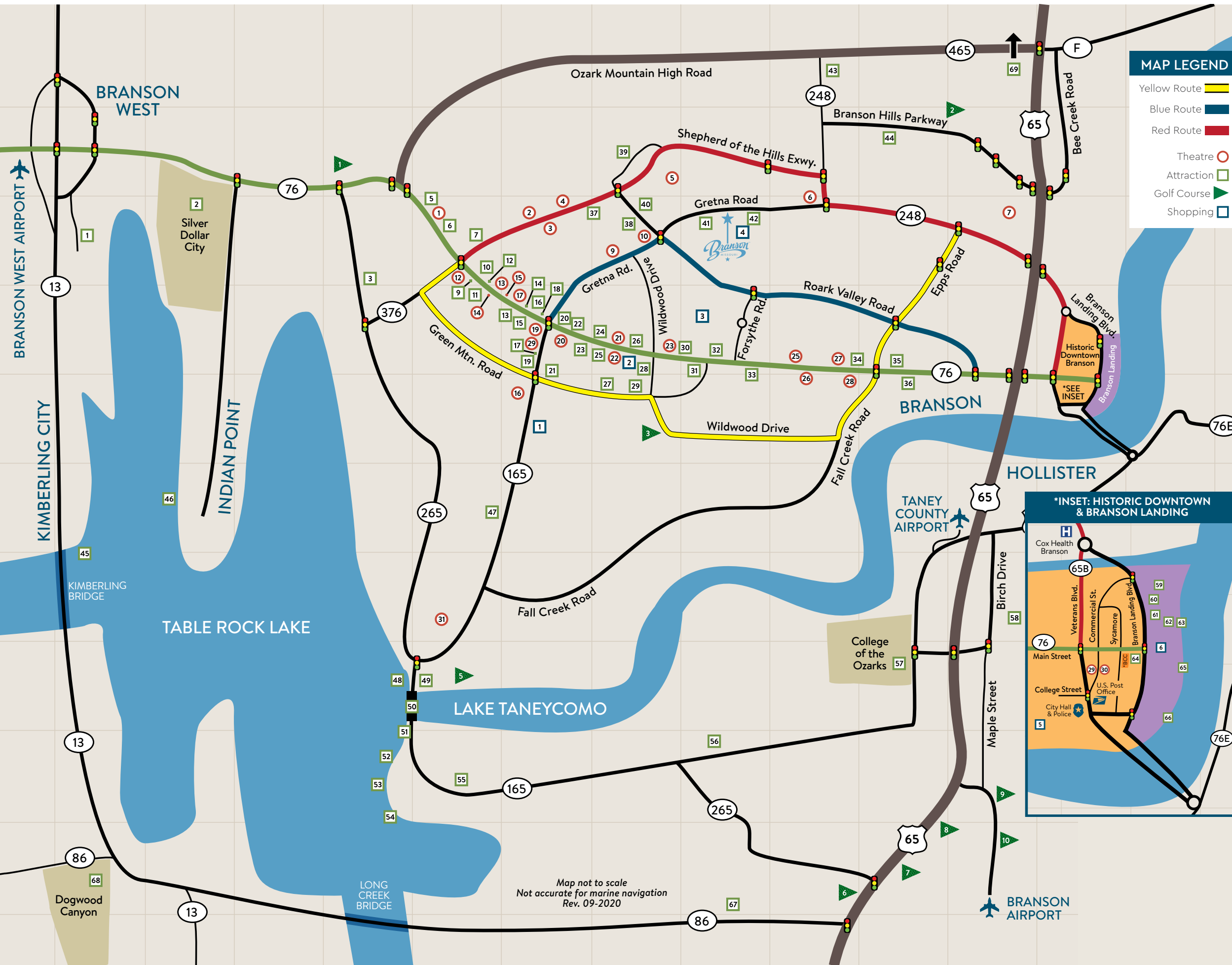
Branson, Missouri hosts between 9 - 10 Million visitors annually, with 87% of those visitors also shopping while in town. Practically at the center of the United States, Branson is less than a day's drive for one-third of Americans, it's even easier for families and groups to travel to this destination



Cox Medical Center Branson celebrated the opening of a \$30.8 million new three-story, 42,000 square foot facility that will house an emergency department with room for future expansion as well as a renovation of an 18,000 square foot structure for an expanded coronary care unit and upgraded facilities. Mercy Clinic has plans to build a new \$34 million, 62,000 square foot, two-story clinic and both projects are within a mile from Branson Landing



Branson Landing features a scenic boardwalk along the 1.5 mile Taneycomo Lakefront and at the heart of the Landing, is a vibrant town square that terraces down to the spectacular Branson Landing Fountains. In addition to the fountains, Branson Landing also offers family friendly attractions like Andy's B's Bowl & Social, Parakeet Pete's Zipline, Arcade City, Branson Jet Boats and more



MAP LEGEND

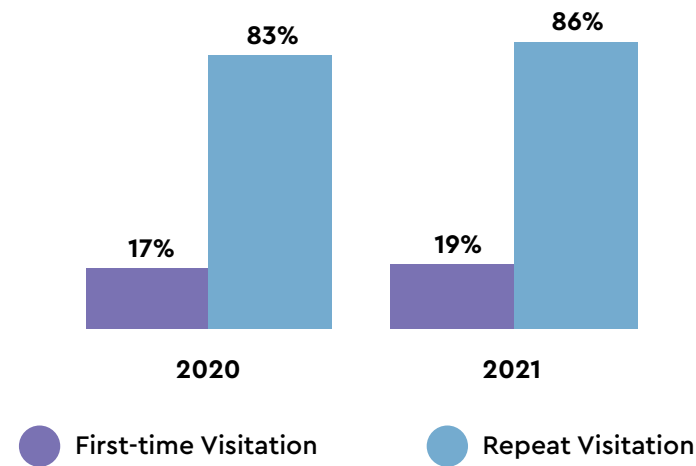
- Yellow Route █
- Blue Route █
- Red Route █
- Theatre ○
- Attraction □
- Golf Course ▶
- Shopping □

THEATRES	
The Americana Theatre	21
Andy Williams Moon River Theatre	24
Branson Central Theatre	16
Branson Famous Theatre	29
Branson Star Theatre	12
Branson Tribute	19
Clay Cooper Theatre	20
Dick Clark's American Bandstand Theatre	28
Dolly Parton's Stampede Dinner Attraction	27
Dutton Family Theatre	14
Grand Country Music Hall	25
Hammers' Variety Theatre	4
Hot Hits Theatre	30
Hughes Brothers Theatre	17
Jerry Presley's God & Country Theatre	26
King's Castle Theatre	23
Lyrics Theatre	15
Majestic Theatre	10
The Mansion Theatre	6
Mickey Gilley Grand Shanghai Theatre	13
Pierce Arrow Theatre	3
Presleys' Theatre	22
Shepherd of the Hills Playhouse Theatre	1
Shoji Tabuchi	2
Sight & Sound Theatre	5
Welk Theatre	31
White House Theatre	9
Yakov Theatre	7
ATTRACTIONS	
165 Scenic Overlook	56
Adventure Ziplines of Branson	38
Andy B's Bowl Social	61
Aquarium at the Boardwalk	28
Arcade City	62
Ballparks of America	4
Beyond the Lens	22
Big Air Trampoline Park	41
Big Cedar Lodge	67
Bigfoot Fun Park	9
Branson Auto & Farm Museum	35
Branson Coaster, The	32
Branson Ferris Wheel	16
Branson Helicopter Tours	18
Branson Jet Boats	65
Branson RecPlex	44
Branson Scenic Railway	64
Branson Zipline at Wolfe Mountain	69
Branson's Wild World	33
Brookside Mini-Golf	40
Butterfly Palace	6
Chopper Charters	24
Curling Vine Winery	19
Dewey Short Visitor Center	51
Dinosaur Canyon Mini-Golf	29
Dogwood Canyon Nature Park	68
Fritz's Adventure	34
Future Home of Imagine Resorts	58
Greatest Adventures Mini-Golf	56
Hollywood Wax Museum/Castle of Chaos/Hannah's Maze of Mirrors	25
IMAX	7
Indian Point Marina	46
Shepherd of the Hills/Inspiration Tower/Vigilante ZipRider/North Pole Adventure	5
Kayak Branson	55
Keeter Center	57
Lights of Joy	39
Lindwedel Wine Garden	3
Lost Treasure Golf	13
Main Street Marina	66
Missouri Ridge Distillery	43
Mount Pleasant Winery	21
Parakeet Pete's SteamPunk Balloon	59
Parakeet Pete's Waterfront Zipline	63
Pirate's Cove Mini-Golf	27
Port of Kimberling	45
Promised Land Zoo/Let There Be Lights	37
Ripley's Believe It or Not!	15
Ripley's Super Fun Zone	31
Runaway Mountain Coaster, The	47
Shepherd of the Hills Fish Hatchery	49
Shipwrecked Treasure Museum	60
Shoot for the Stars Mini-Golf	23
Showboat Branson Belle	52
Silver Dollar City	2
St. James Winery	17
State Park Marina	54
Table Rock Dam	50
Table Rock State Park	53
Talking Rocks Cavern	1
Titanic Museum Attraction	20
Track Family Fun Parks Track 3	30
Track Family Fun Parks Track 4	14
Track Family Fun Parks Track 5	8
Veterans Memorial Museum	36
White Water	10
WonderWorks	26
World's Largest Toy Museum	12
Xtreme Racing/Sky Surfer	11
GOLF COURSES	
Branson Hills Golf Club	2
Buffalo Ridge Springs	9
Holiday Hills Golf Club	4
LedgeStone Country Club	1
Mountain Top Golf Course	7
Ozarks National	10
Payne's Valley	8
Pointe Royale Golf Village	5
Thousand Hills Golf Resort	3
Top of the Rock Golf Course	6
SHOPPING	
Branson Craft Mall	1
Branson Landing	6
Grand Village Shops, The	2
Historic Downtown Branson	5
Shoppes at Branson Meadows	4
Tanger Outlets Branson	3

Map not to scale
Not accurate for marine navigation
Rev. 09-2020

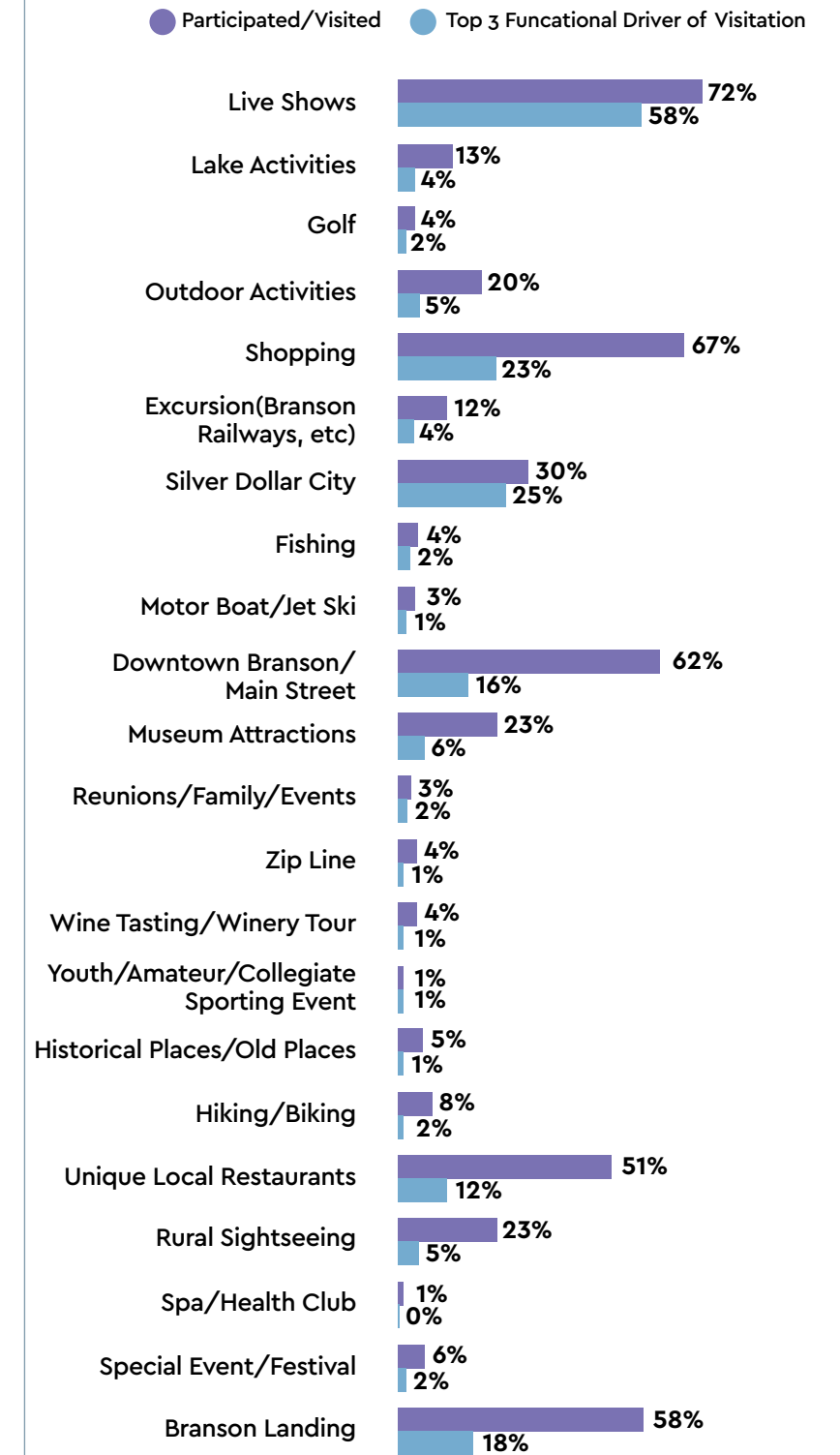
BRANSON BY THE NUMBERS

FIRST TIME VS REPEAT VISITATION

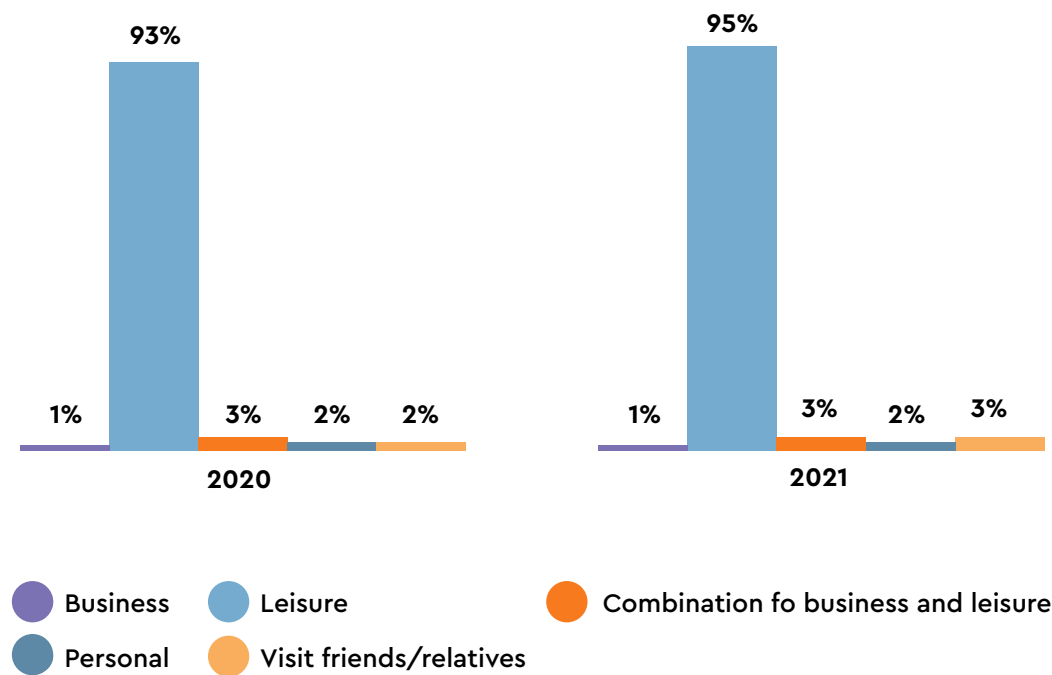


2.3
AVERAGE # OF VISITS IN THE
PAST 12 MONTHS

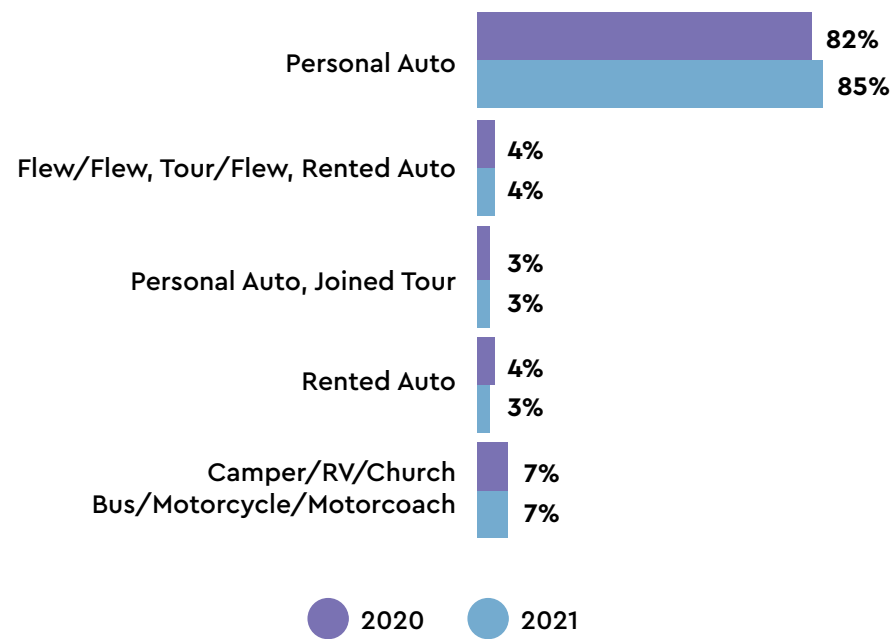
AREA ACTIVITY PARTICIPATION / FUNCTIONAL DRIVERS



REASON FOR VISIT

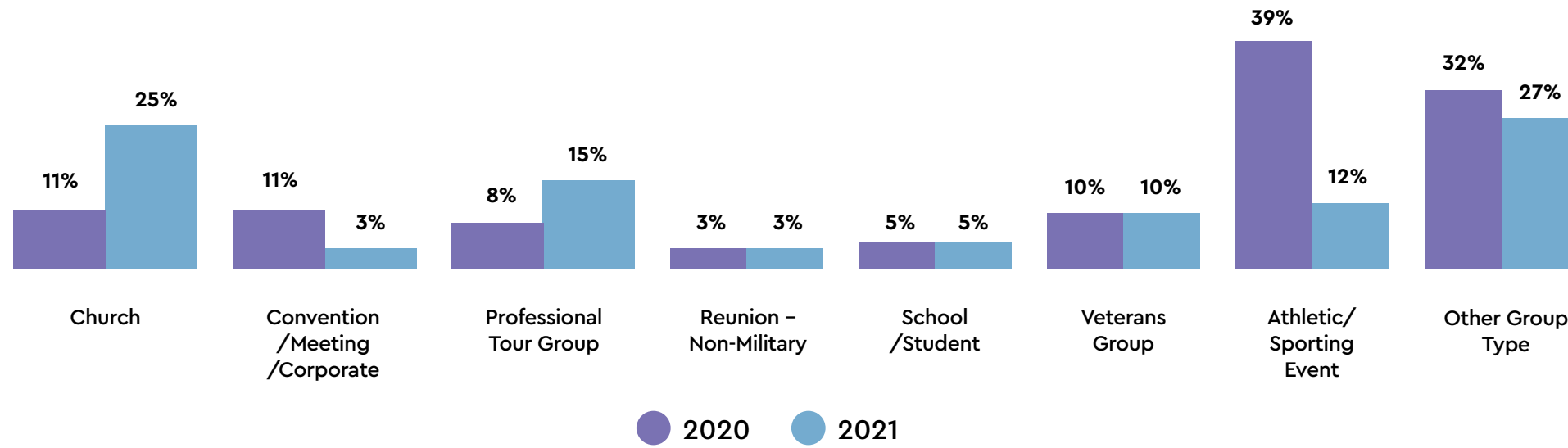


METHOD OF TRANSPORATION TO BRANSON

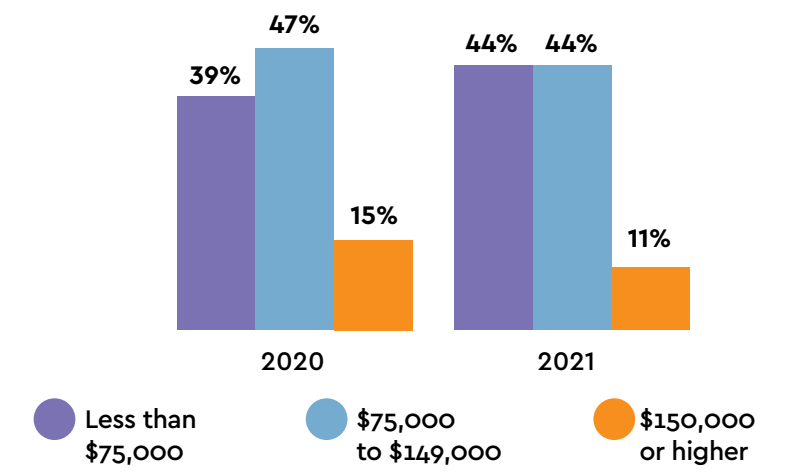


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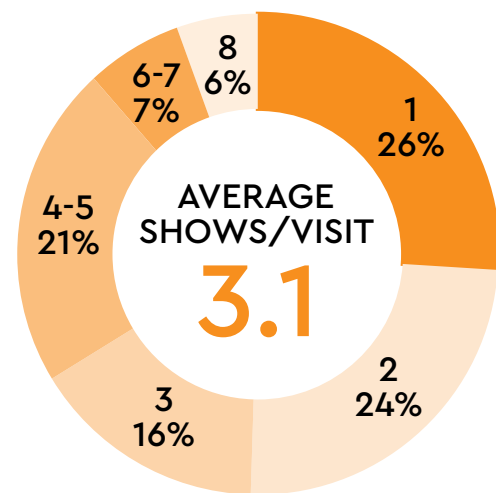
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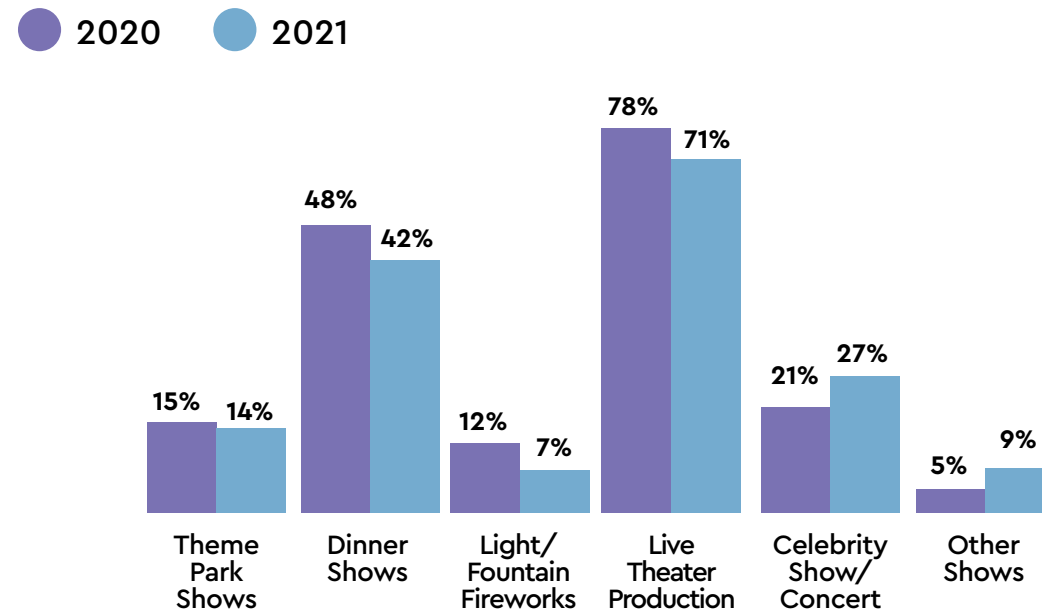
HOUSEHOLD INCOME



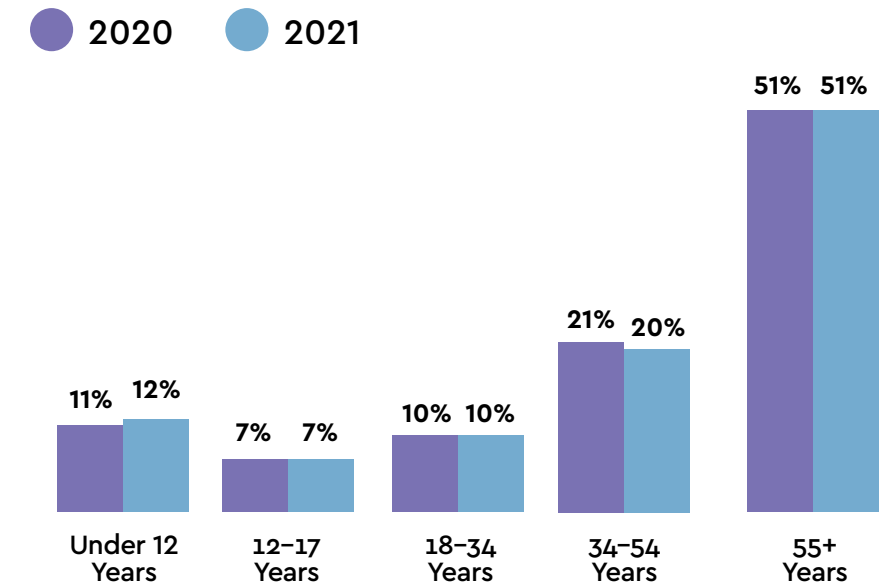
TOTAL # OF SHOWS SEEN



TYPE OF SHOWS SEEN



PARTY AGE GROUPS





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