

The **ALEY**

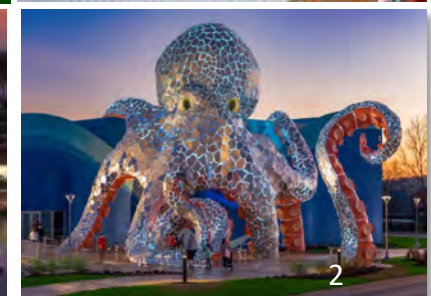
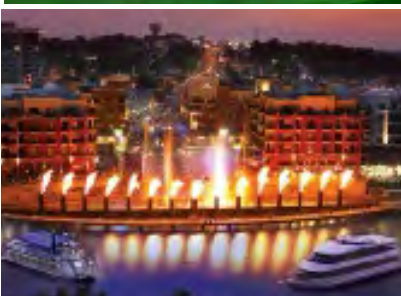
at GRAND VILLAGE

- New Phase of iconic Grand Village Shops
- Build-ready Restaurant/Retail and Hotel sites in heart of Branson, MO Entertainment District
- 4 million annual visitors within .5 mi. radius



A top US tourism market:

- 10+ million visitors annually.
- perennial TripAdvisor Top-25 ranked U.S. tourism destination:
 - Silver Dollar City, 100+ music/variety shows, 12 championship golf courses, Table Rock Lake, and new “Thunder Ridge”/BassPro concert venue.
 - Regional conventions and largest Veteran’s Week celebration in US
 - <1 day drive for 30% of US population
 - Loyal Mid-America draw
- 10 month tourism season (Mar. – Dec.)
- Steady growth; recession-resistant



Branson's Restaurants are top-performers

- **33% growth** in Branson retail and restaurant sales from 2019 to 2023.
- Branson visitors dine-out an average of **twice daily during average 4 day stay**
- Branson's top-10 casual dining restaurants average **\$5+ million**
- Branson's top-10 fast food restaurants average **\$2.5 million**
- **11** of Branson's national chain restaurant locations perform in the **Top 10 percentile chain-wide** (per Placer.AI); **5 located within 1 mile of The Alley at Grand Village** (including Cheddars, Longhorn Steakhouse, McDonalds)

Hotel Development Opportunity

- Void of modern Upper-Midscale Hotel supply (supply averages 33 years old; newest opened 2008).
- Branson's upper tier hotels (average 3.6-star, 19% of market) generate strong **\$169 RevPAR (\$265 ADR)**. Overall market RevPAR of \$64 dampened by age/lower-quality of mid/economy hotel stock (81% of market) and VRBO competition.

- **The Grand Village Shops** (710k annual visits)
- **The Aquarium at the Boardwalk** (659k annual visits).

Major draws: Tanger Outlets (3.4M), Longhorn (300k), WonderWorks (400k), The Track (1.2M), Titanic Museum (617k), Hollywood Wax Museum (441k), Clay Cooper Theater (335k).

An aerial map of Branson, Missouri, with callout boxes highlighting major attractions and their annual visit counts. The map shows the town's layout, including roads like W76 Country Blvd and W76 Country Blvd, and landmarks like the Branson Outlet Mall and Walmart. The callout boxes are as follows:

- TRAK Family Fun Parks:** 1,200,000 annual visits.
- Titanic Branson • Missouri:** 617,000 annual visits.
- WonderWorks:** 409,000 annual visits.
- The Track Family Fun Parks:** 1,420,000 annual visits.
- Tanger Outlets:** 3,400,000 annual visits.
- Aquarium at the Boardwalk:** 659,000 annual visits.
- Walmart:** (Location marked on the map).
- Clay Cooper Theatre:** 335,000 annual visits.
- Hollywood Wax Museum:** 441,000 annual visits.
- The Grand Village Shops:** 710,000 annual visits.
- The Alley:** 148,000 annual visits.
- Florentina's Restaurant:** (Location marked on the map).
- LOCATION. commercial real estate:** (Logo shown in the bottom right corner).

Leverages Grand Village Shop's existing draw and strong demographics

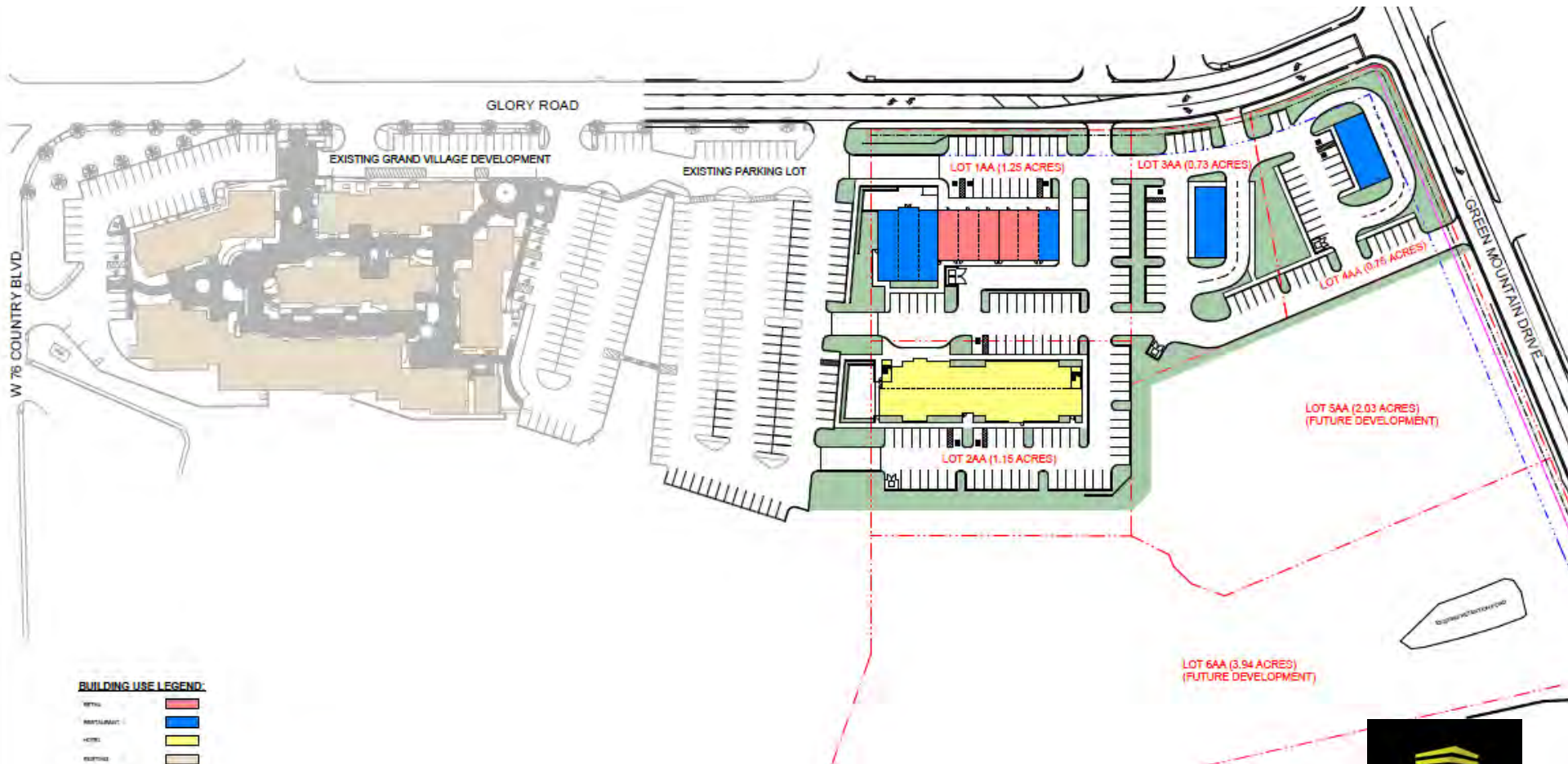
www.GrandVillageShops.com



Grand Village Shops is an iconic Branson shopping destination:

- Draws approximately 700k visitors annually;
- Consistently ranks as a top Branson shopping center, including “Best of Southwest Missouri – Gold” in 2025;
- Eclectic collection of ~20 unique retail shops, including iconic anchors Mel’s Hard Luck Diner (w/ singing servers), and Kringle’s Christmas Store (largest in Midwest);
- Attracts a customer demographic that is among the highest in Branson (per Placer.AI)

Infill Retail / Restaurant and Hotel sites



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