

## **Silver Dollar City Attractions Offer Vacation Value As Trends Show Family Travel to Branson & Online Planning on Upswing**

(Branson, Mo. 5/08) Whether vacation planning means a few days to get away, or a week or two off, the Silver Dollar City Attractions (SDC) rank as Branson's most popular choices for families, a travel segment that shows marked increase in the past few years. The SDC Attractions include the internationally-awarded 1880s-style theme park *Silver Dollar City*, the 20<sup>th</sup> Century themed amusement park *Celebration City*, *White Water* tropical adventure park and Branson's premier lake experience, the *Showboat Branson Belle*.

"Families now represent 41% of the travelers to Branson," said Jerry Henry, Research Director for SDC, who says that compares to 26% in 2005\*. "More families are discovering Branson's scope of entertainment, yet with a keen eye toward packaging of their entire experience."

Noting that travel industry experts say travelers are more interested than ever in finding the best vacation value, and that more than half the nation's travelers are now planning their vacations online\*\*, the Silver Dollar City Attractions are combining activities with lodging that can be easily put together over the Internet.

"We're finding, from our guests, that they want one-stop trip planning with value bundling that is tailored to the family's needs. Historically, in tough economic times, people from within a 300 miles radius will still travel to Branson, but they're looking for real value when they get here – without forfeiting quality," Henry said, explaining that SDC has added new kids' meal deals and merchandise/food discounts to the ticket packages.

Keeping the pressure on itself to keep the quality and quantity of entertainment to a maximum, Silver Dollar City presents its *Biggest Kids Fest Ever* with an impressive list of all-new nationally branded entertainment during the *National Kids Fest, running June 7 – August 10*. The festival includes:

- *The Magic of Peter Gossamer* with tricks, levitations and vanishings from the nationally-acclaimed master illusionist and entertainer

*More...*

- Internationally-traveled performers of *Ice Circus* with skaters on stilts, aerialists soaring on silks, and animal-themed acrobats from around the world
- **The world debut of an original VeggieTales stage show, “The Invention of Silliness,”** a musical adventure starring America’s favorite talking vegetables, seen nationally Saturday mornings on *NBC*
- **Kid Concoctions Activity Center** where kids make their own creations from the acclaimed Kid Concoctions books and television show, a PBS favorite
- Plus roller coasters soaring through the trees, deep underground cave exploration, two dozen themed rides, crafts and more shows

**Celebration City, Branson’s Biggest Nighttime Family Attraction presents its biggest ride expansion ever: the water adventure ride *Roaring Falls*.** The *Wildest New Adventure in the Ozarks* takes riders on an Amazon-themed journey ending with an enormous 5-story splash finale. Celebration City also presents: performing animals with the all-new *JUMP! The Ultimate Dog Show* and *Extreme Parrots*; the spectacular nighttime *Ignite the Night!* with mountainside projections, lasers, water screens and pyrotechnics; and more than 30 rides and attractions.

**Branson’s tropical oasis, White Water, features over 2 million gallons of water and nearly 7,000 feet of slides, including Kalani Towers, a 7-story, 6-slide, multi-experience thrill ride.** One of Mid-America’s top attractions, the 12-acre water park offers more than a dozen rides and attractions, from the 500,000 gallon wave pool to play areas like Little Squirts Water Works, for the ultimate summer splash experience.

**Branson’s premier lake experience, the 700-seat Showboat Branson Belle, celebrates the beauty of the 1890s paddlewheel riverboats with a 3-course dinner, production show and lake cruise.** The *Showstoppers!* show features a talented cast performing hits from Broadway to the Big Screen. Nationally acclaimed comedian Todd Oliver and his live talking dogs are featured on dinner cruises.

For tickets and information on all Silver Dollar City Attractions in Branson, call 1-800-831-4FUN, or visit the web site, [www.silverdollarcity.com](http://www.silverdollarcity.com). Multi-park passes, lodging packages and ticket options are available.

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\* MarketSource Research Center, Springfield, Missouri for Branson CVB

\*\* PhoCusWright Consumer Travel Trends