

A photograph of a musician playing a banjo on a stage. The musician is wearing a plaid shirt and a dark vest. The background is a warm, blurred stage setting with yellow and orange lights. The text is overlaid on the image.

Branson[™]
MISSOURI
★

**BRANSON CHAMBER/CVB
UPDATE**

NOVEMBER 9, 2021

PRESENTED BY:

Jason Outman, CDME, CASE
President/Chief Executive Officer
Branson/Lakes Area
Chamber of Commerce and CVB



CEO UPDATE

“WHITE TIE GALA” TICKETS AVAILABLE:

Please join us in celebrating the 75th anniversary of the Branson/Lakes Area Chamber of Commerce and CVB at the White Tie Gala presented by Mercy. The White Tie Gala will be held at the Branson Convention Center on Friday, December 10 at 5:30 pm.

CEO UPDATE

C O N T I N U E D

NEW IMAGINE BRANSON STORY NOW LIVE:

Check out the latest ImagineBransonMo.com story from Branson Bank featuring a special section on their passion for serving and honoring veterans.

You can find it here: <https://imaginebransonmo.com/live/branson-banks/>

This story is just one example of how the Chamber/CVB is strategically marketing the Branson/Lakes Area to attract new residents and workers.

CEO UPDATE

C O N T I N U E D

2022 SALES GUIDE:

Keep an eye out in your mail for the 2022 Sales Guide. This special publication features advertising and sponsorship opportunities available through your Chamber/CVB. Please take a moment to review the partnership options for 2022, note the opportunities that best fit your mission and start planning today to grow your business in Branson!

MARKETING UPDATE

1. Springfield
 2. Kansas City
 3. Little Rock
 4. St. Louis
 5. Northwest Arkansas:
Fayetteville, Fort Smith,
Bentonville, Rogers
 6. Tulsa
 7. Joplin-Pittsburg
 8. Oklahoma City
 9. Dallas-Fort Worth
 10. Wichita-Hutchinson
 11. Columbia-Jefferson City
 12. Paducah-Cape
Girardeau-Harrisburg
 13. Memphis
 14. Des Moines
 15. Chicago
 16. Jonesboro
 17. Omaha
 18. Shreveport
 19. Topeka
 20. Houston
-

MARKETING UPDATE

CONTINUED



We Believe
A CHANGE OF SCENERY
CHANGES EVERYTHING



SEPTEMBER 2021
RECAP



SOCIAL CONTENT RECAP

Top Performing Posts



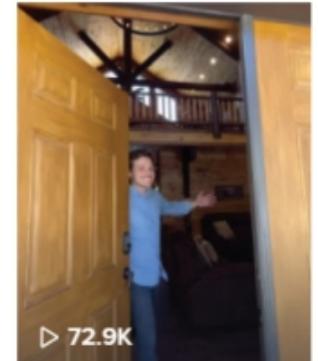
FACEBOOK

Sharing relevant article content, such as this one promoting Live Shows in Branson, helped us reach over 11,000 impressions organically!



INSTAGRAM

Continuing our strategy of utilizing UGC, this organic post in front of Sight & Sound Theater had 200 likes!



TIKTOK

Walk-through tour of elaborate 16 bedroom Vacation Rental garnered nearly 73k views in September!

MARKETING UPDATE

CONTINUED

DIGITAL MEDIA RECAP

September 2021

September 2021 Digital Media Stats				
	Impressions	Clicks	Click Through Rate	Cost Per Click
Display Media	18,000,000	113,800	0.63%	\$ 2.88
<i>Industry benchmark for CTR is 0.1%-0.47%.</i>				
Paid Search	754,000	80,000	10.61%	\$ 0.69
<i>Industry benchmark for CTR is 2.8%-4.68%. Benchmark for CPC is \$1.53.</i>				
Paid Social	3,100,000	41,000	1.32%	\$ 0.44
<i>Industry benchmark for CTR is 0.9%-1.5%. Benchmark for CPC is \$1.72.</i>				
Search Engine Optimization- Organic Search	8,200,000	126,000	1.54%	n/a

Notes

We saw great results across our digital media efforts in the month of September. *Display ads* had 18 million impressions (times an ad was seen) and garnered over 113,00 clicks, beating the industry standard benchmarks.

Paid search (Google Ads) also had an impressive number of impressions and a strong click through rate (percentage of clicks from impressions.)

Paid social also beat the industry benchmarks for click through rate and cost per click and Organic search saw over 8 million impressions.

WEBSITE RECAP

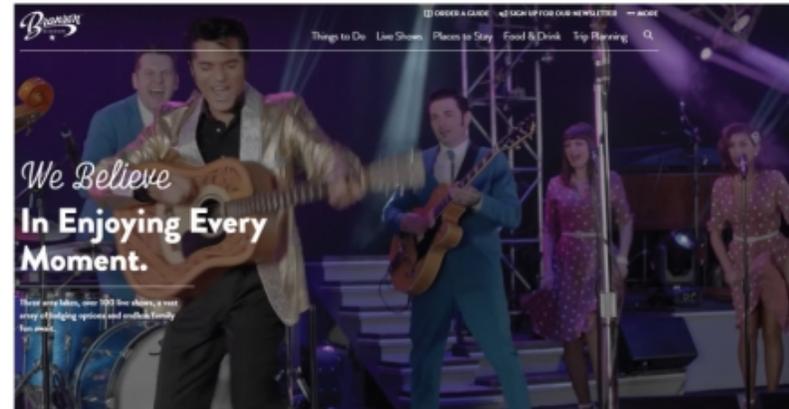
September 2021

Website Stats

Sessions—373k, up 54% from 2019

Pageviews—875k, up 49% from 2019

Avg. Session Time—02:46, up 14% from 2019

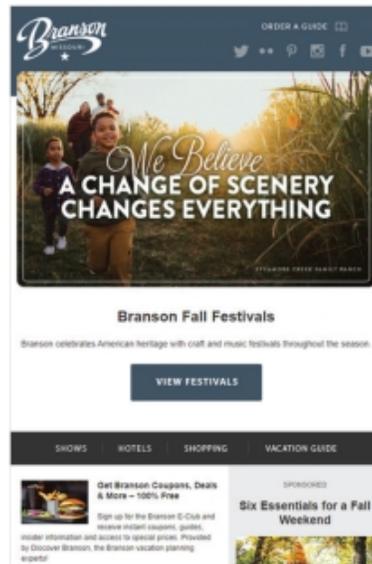


MARKETING UPDATE

CONTINUED

ENEWSLETTER RECAP

Performance Stats from September 17th deployment



List Size

Delivered to 54,507

Opens & Open Rate

There were 27,193 Opens, yielding a 51.79% Open Rate.

Clicks & CTR

We received 3,767 clicks with a CTR of 29.08%.

Industry Benchmark Open Rate is 22.71% and CTR is 2.91%

MEETINGS & CONVENTIONS UPDATE

More than 8,000 readers and fans voted, and the Branson CVB Sales Team was selected once again to be on the elite list of the top meeting sites and destinations in Convention South's Annual Readers' Choice Awards.

UPCOMING "BIG" EVENTS

- Encounter Ministry Marriage Retreat
 - ✓ November 2021
 - ✓ 1,200 attendees
 - Campground Owners Association Conference and Tradeshow
 - ✓ December 2021
 - ✓ 1,500-2,000 attendees from 15 states
-

MEETINGS & CONVENTIONS UPDATE

CONTINUED

NOTABLE FUTURE BOOKINGS:

- 2022 Miss Missouri USA and Miss Missouri Teen USA, 600 attendees
- 2022 National Association of Drug Diversion Investigators, 75 attendees
- 2023 Hudson-Essex-Terraplane Club, 475 attendees

SEPTEMBER SITE VISITS:

- Homeschool Conference, March 2022, 500 ppl
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MEETINGS & CONVENTIONS UPDATE

C O N T I N U E D

SHOWS ATTENDED:

- **Small Market Meetings Conference, Cheyenne, WY** – 30 appointments, 5 RFPs. Explore Branson was a sponsor of the conference and was featured on Logo Padfolio Binders given to each delegate (250) as well as feature placement of our brand on name badges, a 10x10 Booth space to hand out Branson information and swag, logo on SMMC website with [ExploreBranson.com](https://www.explorebranson.com) direct link. Announcement of sponsorship in SMMC publication distributed to approximately 16,000 meeting planners.
- **PCMA Heartland Chapter Annual Golf Event, Kansas City** – Branson was the Networking Reception Sponsor. Our team engaged with Kansas City area meeting planners and distributed sales collateral, as well as showing the Explore Branson Meetings & Conventions video during the reception.

SPORTS UPDATE

POWERBOAT NATIONALS

- Hosted fourth and final race of 2022 September 11-12 on Lake Taneycomo to determine the 2021 Branson Grand Prix Series Champions in the Pro Tunnel 1 and Pro Tunnel 2 classes.
 - All four races were captured by RACER H2O and distributed via television to over 130 million households across the United States, Canada and Europe.
 - Watch all four races and learn more at: <http://www.romesburgmedia.com/racerh2o/tv.shtml>
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SPORTS UPDATE

C O N T I N U E D

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BRANSON'S WORLD CHAMPIONSHIP WINNERS OF BABE RUTH LEAGUE'S CAL RIPKEN MAJOR/70 WORLD SERIES, the Central Ozarks Cal Ripken League All-Star Team (from the Branson area), led Lifted Truck Nationals annual parade at the Branson Landing.

- First time the host team has won Babe Ruth League's Cal Ripken (12U) Major70 World Series!
- First time a US team has won Babe Ruth League's Cal Ripken (12U) Major70 World Series since 2014!

TRADESHOWS:

Explore Branson sponsored Northstar's annual TEAMS conference and expo.

- The Director of Sales from Branson Convention Center joined Branson CVB for the 42 one-on-one appointments, networking and education sessions which resulted in a number of RFPs.
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SPORTS UPDATE

C O N T I N U E D

UPCOMING “BIG” EVENTS:

Big Bass Zone Junior Championship (BBZ JC)

- October 29-31, 2021:
- Anglers (ages 13-19) who caught the largest 5 bass limit for their state(s) qualified to participate in the Big Bass Zone Junior Championship event to be held in Branson on Lake Taneycomo and at the Radisson. Click here: <https://www.bbzworld.com/> to learn more.

Triple Crown’s “*City of Lights*” College Showcase

- November 5-7, 2021
 - Branson Rec Plex and Ballparks of America
-

LEISURE GROUP SALES UPDATE

- Attended IPW (International Pow Wow) in Las Vegas – met with 20+ international leisure travel buyers in partnership with Missouri Division of Tourism
- Signed contract to host the 2022 April Missouri Group Travel Exchange
- Generated seven new RFPs for the month
- Selected property and signed contract for the February 2022 Texas Music Educators Association Branson Dine Around
- Selected property and signed contract for the January 2022 American Bus Association Branson Dine Around
- Secured 75 listings for the 2022 Group Tour & Reunion Planner – 25% are new listings
- 2022 Student Guide was completed and posted to the CVB website
<https://www.explorebranson.com/branson-student-youth-travel-guide>

PR UPDATE

TOP VIEWED ARTICLES

mashed

The 14 Most Outrageous
Theme Park Desserts Ever

REACH 9M



**TRAVEL
AWAITS**

5 Tips For Experiencing
Fall Foliage In Branson

REACH 4M

Newsweek

20 Most Popular Places
to Vacation in America

REACH 2M

PR UPDATE

CONTINUED

TOP VIEWED ARTICLES (CONTINUED)

Woman's Day

Though unclear whether our feature will make it to the print edition, the online version is a guarantee. Branson will be listed in a roundup of best Christmas towns.

The Pioneer Woman

We've submitted Sugar Leaf Bakery & Cafe's Yule Log for a feature about bakeries with legendary Christmas items. It will be included in the December print edition.

MidwestLiving

Branson will be included in the December print edition in a feature about Christmas towns in America. It will also appear online.

Thank You!

