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# 2021 MARKETING PLAN

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# 2021 OVERALL GOAL: REBUILD BRANSON'S VISITATION

## Strategies, Objectives & Tactics

### *Market segmentation prioritization*

- Identify specific historical and current research to prioritize demographic and geographic targets
- Use software and databases that assist with more thorough segmentation analysis
- Enhance “traditional” segmentation bases by using behavioral and psychographic data to develop personas-2020NE WHYSDOM DATA
- Stay in consideration of the core and drive local visits

### *Deliver Relevant/Motivational Messaging To The Consumer*

- Provide consumer with messaging that makes them feel safe
- Provide consumer with messaging that reinforces value
- Determine message content and timing based on individual group type



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- Develop destination assets that motivate visitation using storytelling and user generated content
- Focus on building a digital community, engaging with potential customers and establishing a more personal connection with the target audience
- Narrow focus, rather than broadening appeal. Branson cannot go to the market with being something for everyone.
- Sell the Branson destination story not just the products we offer. Invest time and energy into developing that story.

*Grow Branson's position as a multi-season vacation destination based on greatest potential by season*

- Leverage special events and limited engagements to drive visitation from inactives
- Focus on the virtual/home school family that can travel in any season



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## *Continue to increase digital presence*

- Website
  - ✓ Rebuild the ExploreBranson.com website to provide a richer user experience measured by continued or greater time on site as well as increased conversions of guide orders, newsletter sign-ups and RFP submittals
  - ✓ Create a prominent presence of year-round seasonal content within the information architecture and through dynamic features on the new website
- Personalized Content
  - ✓ Target users on the website both geographically and behaviorally with seasonally-relevant personalized content via Homepage Hero, Modal, and Fly-In units



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- Email Program
  - ✓ Reach Leisure audience monthly with timely content as well as interest-based niche deployments (Live Shows, Family Attractions, Outdoors, Golf)
- Content
  - ✓ Optimize article/blog content on the site based on best practices for organic search intent and trends
- Digital Media (Display/SEM/Social)
  - ✓ Increase awareness of Branson and its offerings with key audiences
  - ✓ Drive website traffic, engagement, and onsite conversions/SITs (including eNewsletter Sign-Ups and Vacation Guide Orders)
  - ✓ Generate incremental visitation/arrivals in market



# PUBLIC RELATIONS

- Generate \$15 million in ad equivalency as evaluated by national media monitoring services (Meltwater and TVEyes), representing a 50:1 ROI
- Recruit more professional travel writers and outdoor media conferences to Branson
- Generate positive print, radio and TV coverage, both nationally and regionally, working with Mindy Bianca PR, Larry Whiteley PR and Dan Shepherd PR, whose network of media contacts enables first-hand access to story placement in Branson's primary market cities and media outlets in New York, Los Angeles, Chicago and Dallas.
- Capitalize on media interest in "What's New" by promoting Aquarium at the Boardwalk, Jesus at Sight & Sound, Silver Dollar City's Mystic River Falls, Wonderworks and many more to promote the plethora of travel stories to Branson



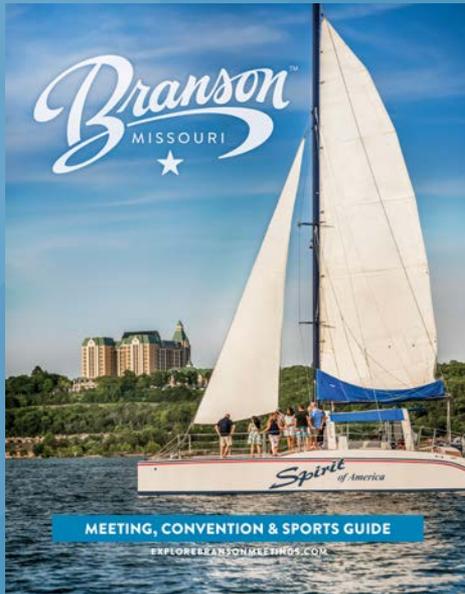
# LEISURE GROUP SALES

- Host April 2021 Travel Buyer FAM by inviting tour operators, travel agents, church groups, bank travel groups, AAA travel and Military Reunions to visit the market for a familiarization tour
- The Branson Ice Cream Social Sponsorship at American Bus Association (ABA) and Student Youth Travel Association (SYTA). These are four-day sales events which feature 25-35 Branson Partners.
- Continue to re-engage the community partners by hosting virtual sales meetings
- Attend in person trade shows for sales meetings with National Travel Association (NTA), Travel South and Connect/IPW
- Participate in virtual sales meetings with travel buyers with American Bus Association (ABA), Travel South, Travel Alliance Partners (TAP), Going On Faith and Boomers in Travel



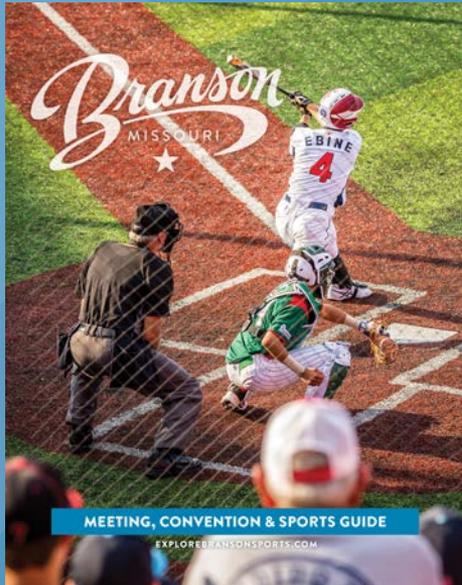
# MEETINGS & CONVENTIONS

- Increase the number of meetings and conventions booked by continuing to focus on site visits, qualifying RFP's and bringing national exposure to Branson by hosting market appropriate conferences
- Influence and engage meeting planners through sponsorships at leading industry tradeshows and conferences (i.e. Connect Marketplace and MPI's World Education Congress)
- Continue to increase digital and social media campaigns by investing in content marketing, email and awareness campaigns
- In response to the pandemic, there will be a larger focus on Faith-Based and Regional Associations. At those tradeshows, specific planners and influencers will be identified and targeted by using geofencing and behavioral cell phone data.
- Continue to develop fresh digital content to tell the Branson Meetings & Conventions story to influencers and decision makers



# SPORTS MARKETING & DEVELOPMENT

- Attract sporting events and conventions that best fit the Branson/Lakes Area facilities; showcasing the indoor and outdoor offerings available in our community and supporting shoulder season growth
- Continue working with area venues to identify dark dates and strategically place events that provide expanded economic impact
- Increase incremental travel through sporting events hosted in Branson to achieve the Branson CVB sports tourism mission
- Work with the BCVB Sports Committee on the long-term strategic plan to add to our sports facility infrastructure
- Continue to define and implement long-term strategic plan for golf tourism





QUESTIONS?