



*Branson*TM
MISSOURI
★

3-YEAR STRATEGIC MARKETING PLAN

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EXECUTIVE SUMMARY

INTRODUCTION

There's Never Been a Better Time ...

... to feel your stress
surrender to the
gorgeousness
all around you ...



... to put down the technology
for a while and to pick
up where you left off ...



... to have your biggest
daily decision be ...



... should I rock and roll
and twist and shout ...

... or dive in, paddle over,
and haul them out ...



... and to feel the
real hospitality
like never before.

... to celebrate the things that are at the core ...

THERE'S NEVER BEEN A BETTER TIME ... TO BRANSON!

It's no surprise that Americans may need
a vacation right now more than ever before!



In a June 2023 National Traveler Study* of 750 Americans by Proof Advertising, 64% were dissatisfied with how they feel about things right now in the country. These levels are similar to other national polling conducted continuously by companies such as Gallup and Pew Research.

Feelings about increasing inflation and crime and decreasing values led to words like Concerned 52%, Uneasy 50%, Stressful 46%, Divided 30%, and Less Safe 38%, leading the list of more than 30 positive and negative characteristics provided to travelers in the research to describe how they are feeling.

What is critical these days?

Maintaining Family Values	84%	strongly agree
Living by the Golden Rule	91%	strongly agree
Genuine Hospitality for All	72%	strongly agree

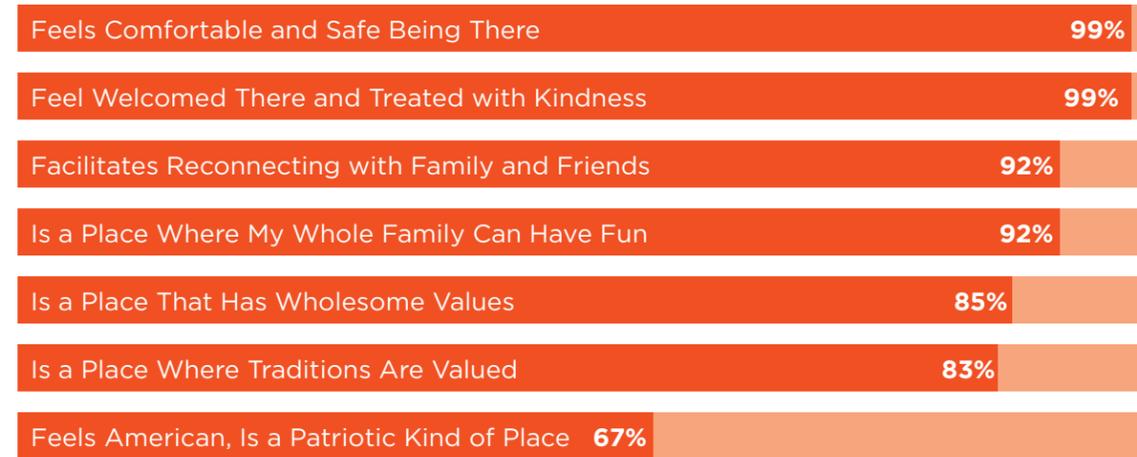


BRANSON DELIVERS

Travelers were asked what was important to them in selecting vacation destinations today. Not only were the drivers aligned with what Branson offers, when asked to rate Branson on these critical attributes ... Branson excelled!

Importance for a Vacation Destination These Days

How important are each of the following when selecting a place to go for a vacation or getaway?



Branson Rating

What's your impression of Branson after being read a description and seeing images? How strongly do you agree that Branson could deliver on each of the following ...



WHAT DO YOU THINK YOU WOULD LIKE ABOUT BRANSON?

“The local community feel.”

“Good community where a relaxed fun time can be had, with good entertainment and hospitality.”

“All the outdoor activities and live entertainment.”

“I like the family feel of the town and I like that there are a wide variety of activities to do there.”

“Seems like things to do that would be new for me.”

“Thrilling rides, beautiful places and nature.”

“Looks like a safe place to go.”

“Warmth.”

“Wide variety of activities, restaurants, living quarters. I was under impression that Branson was only country music.”

“Lots of outdoor activities as well as entertainment.”

“I like the theme park, as well as the natural beauty of the Ozarks.”

“It seems very friendly and warm, lots of entertainment and fun things to do!”

“I like the overall appeal of like-minded people and wholesome entertainment.”

“The cultural values and traditions.”

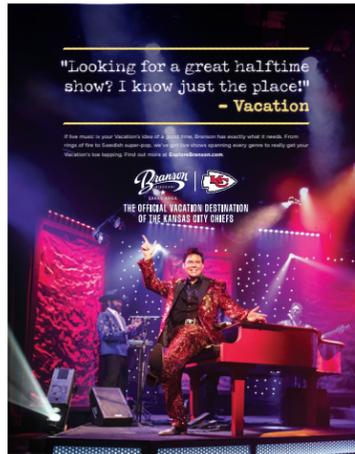
“Friendly with lots of activities and in the Ozarks area.”

“Live shows and beautiful nature.”

CREATIVE MESSAGING

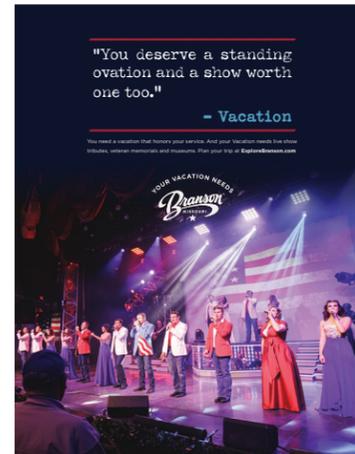
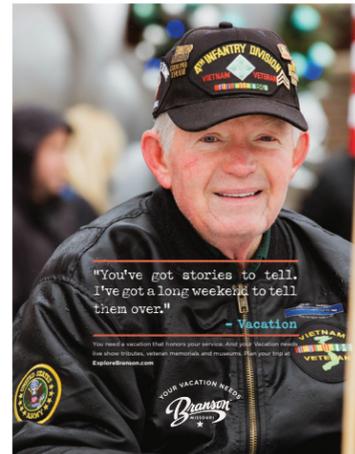
Official Vacation Destination of the Kansas City Chiefs

In 2023, The City of Branson and the TCED joined in partnership with the Kansas City Chiefs, naming Branson as the official vacation destination. With a season under our belts, we will seek to utilize the strategies laid out in this plan to continue to grow the impact of this partnership, leveraging the impact of their Super Bowl win and launching the Branson Lakes Area into the view of a national audience.



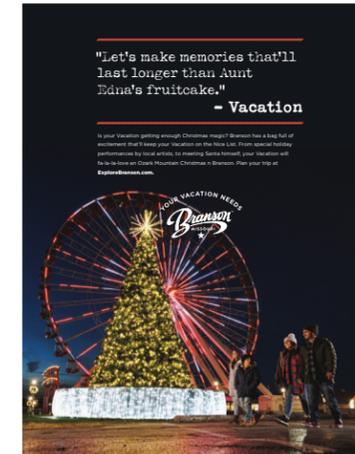
Veterans

In Branson, we honor Veterans 365 days a year, and especially during the annual celebration of Veterans Homecoming week in November. We will utilize messaging and special events across different tactics outlined in the plan to reach repeat veterans and their families as well as the next generation of veterans to influence their visit to the “most patriotic city in America”.



Ozark Mountain Christmas

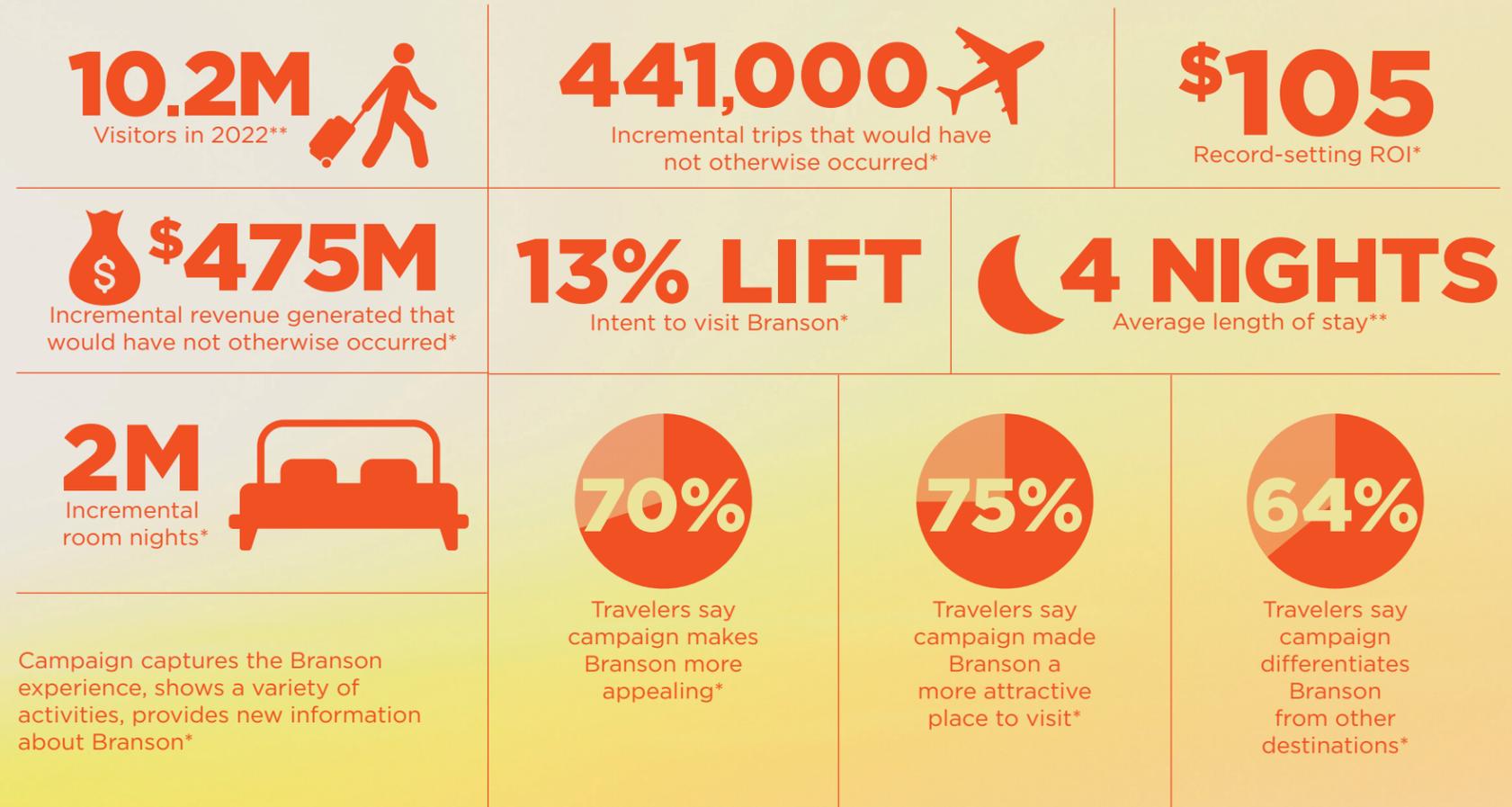
Starting November 1st, the Branson area transforms into a holiday wonderland during a season known as Ozark Mountain Christmas. From festive lights to live Christmas music shows, the entire community participates in welcoming guests for a Christmas Vacation they'll never forget. We will utilize the tactics and strategies to promote visitation during Ozark Mountain Christmas, which takes place in Branson from Nov. 1-Jan. 7th.



New 3-Year Creative Campaign

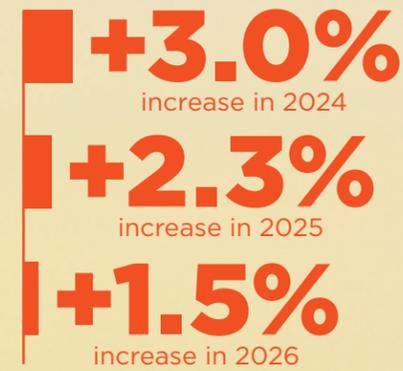
Every three years, Branson undergoes a rigorous RFP process to vet and choose creative agency that will conceptualize and produce the overall creative marketing campaign. We are going into an RFP process in 2024, and we will implement the strategies and tactics in the plan with that campaign messaging once it's approved.

BRANSON 2022 MARKETING & MEDIA EFFECTIVENESS STUDY + BRANSON STATE OF THE UNION & OUTLOOK FOR 2023

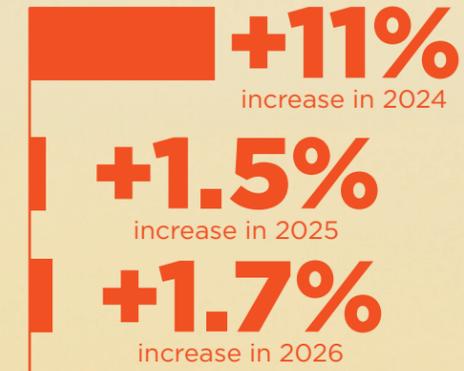


US Travel Forecast

Leisure travel forecast to deliver



Business travel is forecast to experience



AI (Destination Analyst Travel Sentiment Report, June 2023)



Destination Analyst Travel Sentiment Report, June 2023





TAKING ADVANTAGE OF THE BRANSON MOMENT

Of the travelers who participated in the June 2023 National Traveler Study, only 20% had been to Branson. However, of those, 79% said they “loved Branson” or “liked Branson a lot.” 94% of travelers strongly agreed that Branson is the type of vacation that is right for the times right now. This number was consistent across age groups and even higher for families. 86% said they would be interested in learning more and potentially taking a trip to Branson.

We need to take advantage of the moment and drive more First-Time experiencers to Branson!

This marketing plan is designed to do exactly that while also leveraging the values and experiences that will keep returning visitors coming more often and enjoying Branson again and again.

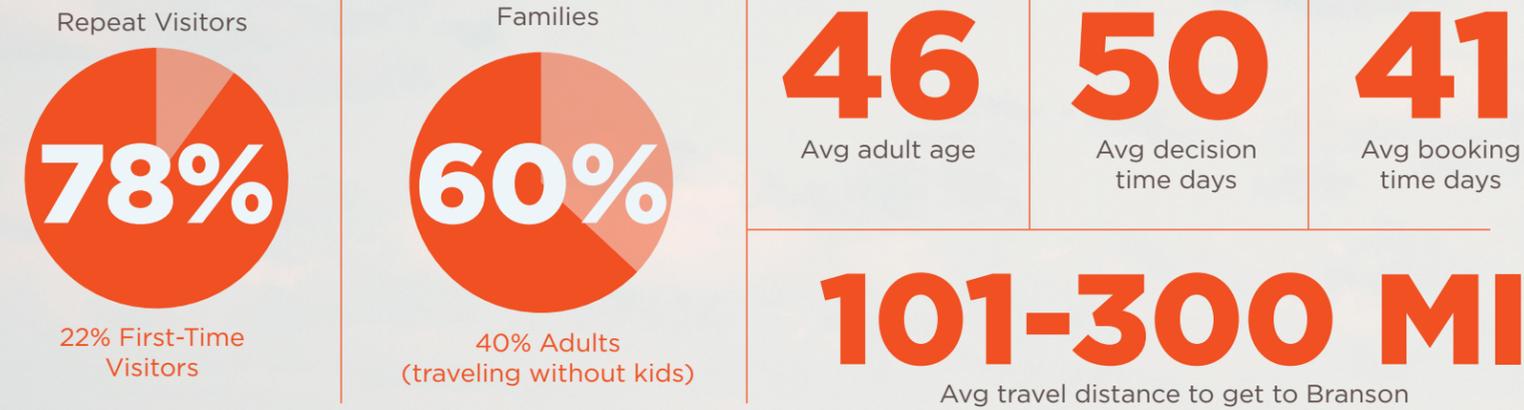
The “beacon on the hill” that is Branson has never shone brighter and has never connected more strongly with what travelers want.

There’s never been a better time to Branson!

So let’s get into the plan that takes advantage of this opportunity.

BRANSON VISITOR PROFILE & KEY ATTRIBUTES

BRANSON VISITOR PROFILE



BRANSON KEY ATTRIBUTES

Travelers most associate Branson as:

- ★ Family friendly
- ★ Great live music and entertainment
- ★ Safe and wholesome

VISITOR PROFILE BY SEASON

ATTRIBUTES BY SEASON

Winter
(January/February)



- 78% Repeat Visitors/22% First-Time Visitors
- 90% Families/10% Adults (no kids)
- 36 Avg Adult Age

- Great mix of shopping
- Beautiful scenery
- Great live music and entertainment

Spring
(March/April/May)



- 85% Repeat Visitors/15% First-Time Visitors
- 67% Families/33% Adults (no kids)
- 44 Avg Adult Age

- Family friendly
- Variety of things to entertain every member of my party
- Safe and wholesome

Summer
(June/July/August)



- 93% Repeat Visitors/7% First-Time Visitors
- 63% Families/37% Adults (no kids)
- 42 Avg Adult Age

- Family friendly
- Beautiful scenery
- Safe and wholesome

Fall
(September/October)



- 97% Repeat Visitors/3% First-Time Visitors
- 53% Adults (no kids)/47% Families
- 55 Avg Adult Age

- Great live music and entertainment
- Beautiful scenery
- Family friendly

Ozark Mountain Christmas
(November/December)



- 95% Repeat Visitors/5% First-Time Visitors
- 47% Families/53% Adults (no kids)
- 52 Avg Adult Age

- Family friendly
- Great live music and entertainment
- Safe and wholesome



OVERALL OBJECTIVES

The fundamental business objectives for Branson remain the same year over year, regardless of marketing and public relations or sales initiatives. Moving forward, driving against these goals requires identifying and delivering against key initiatives.

In 2021, Branson achieved a historic milestone, reaching almost 10 million visitors. The following year, visitation increased to 10.2 million, and we anticipate a resilient figure of 10.4 million for 2023. Although optimistic, and taking consideration of Branson's three-year growth, conservative goals have been established for 2024 due to budget adjustments.

- 1** Grow Overall Annual Visitation by 2% in 2024
Stretch goal to grow Overall Annual Visitation 4% by 2026
 - ★ 2023 Overall Annual Visitation 10.3M
 - ★ 2022 Overall Annual Visitation 10.2M

- 2** Grow First-Time Annual Visitation to 25% in 2024 (vs 2023)
Stretch goal to grow First-Time visitation to 28% by 2026 (vs 2024)
 - ★ 2023 First-Time Annual Visitation 22%
 - ★ 2022 First-Time Annual Visitation 10%

- 3** Increase Visitor Spending 9% increase (accounting for 7% inflation)
Stretch goal to increase Visitor Spending 10% (\$1,200) by 2026 (vs 2024)
 - ★ 2023 Trip Party Spend: \$1,075
 - ★ 2022 Party Trip Spend: \$1,007

- 4** Maintain or Increase Overall Brand Awareness at 36-37% in 2024 (vs 2023)
Stretch goal to increase Overall Brand Awareness to 41% by 2026 (vs 2024)
 - ★ 2023 Overall Brand Awareness 36%
 - ★ 2022 Overall Brand Awareness 41%

- 5** Increase the Return on Investment of Marketing Dollars to \$116 by 2025
 - ★ Study to determine ROI conducted every three years
 - ★ 2022 ROI: \$105 (+9%)

Brand Awareness Goal by Market Tier

Grow Core Market (Tier 1: 0-300 mi)



Grow Outer Market (Tier 2: 301-650 mi)



Grow Distance Markets (Tier 3: 650+ mi)



Annual Visitation Goal by Market Tier

Grow Core Market (Tier 1: 0-300 mi)



Grow Outer Market (Tier 2: 301-650 mi)



Grow Distance Markets (Tier 3: 650+ mi)



OVERARCHING STRATEGIES

1 Build Branson Brand Momentum

Present Branson as today's ideal experience for family values, fun, and freedom through an integrated marketing approach leveraging advertising, digital marketing, activations, and public relations.

2 Focus on Core Strengths

Focus on the attributes that resonate with the current Branson visitor, and showcase Branson's key strengths as identified by the stakeholders, as the core drivers of revenue and extended stays for the destination.

Branson Attributes

- ★ Family friendly
- ★ Great live music and entertainment
- ★ Safe and wholesome

Branson Key Strengths

- ★ Outdoor activity and adventure
- ★ Budget-friendly/affordable
- ★ Ozark hospitality
- ★ Drivable destination that's off the beaten path

3 Expand the Traveler Base

Harvest First-Time visitors to Branson to put Branson on a positive trajectory for the future, with a strategic focus on younger families, expanded geography, and a customized approach to reach and attract travelers in all four seasons.





4

Explore “Nexts”

Leverage future opportunities to prepare Branson for tomorrow, to include upcoming events and milestones and digital technologies that will change the way we market to and engage with consumers, and the way travelers and planners get inspired by and plan their trips, meetings, and events.

- ★ AI possibilities and the destination framework for incorporating and regulating the capabilities internally and externally
- ★ VR tools for prolonged and richer consumer engagement
- ★ New and improved product, keeping Branson relevant and providing a reason for repeat visitation
- ★ Expanding and connecting biking and hiking trails locally and throughout the Ozarks region
- ★ Upcoming events
 - Route 66 Centennial 2026, will draw a national and international audience to the region
 - FIFA World Cup, Kansas City, June-July 2026, will draw a national and international audience to the region

DESTINATION BUSINESS PLAN

The Branson CVB is comprised of the Marketing and Group Sales teams who work cohesively to proactively promote Branson as a premier destination with integrated efforts through strategic paid media mix, owned digital assets, earned media with a variety of media outlets and journalists, travel trade professionals, tradeshow, familiarization trips, and consumer activations. The CVB teams collaborate with community partners to showcase the destination to potential travelers in the best light so we can maintain a thriving local tourism economy. All efforts are coordinated to drive visitation to Branson and increase visitor spend and length of stay, which ultimately grows combined tax revenue benefiting the entire Branson/Lakes area.



EXPLORE BRANSON



MARKETING &
PUBLIC RELATIONS



SALES

MEETINGS &
CONVENTIONS

LEISURE GROUP
TRAVEL

SPORTS MARKETING
& DEVELOPMENT





MARKETING & PUBLIC RELATIONS



The **Explore Branson** marketing plan encompasses a cohesive marketing and communications strategy that utilizes Branson's unique and distinctive assets and appeals to motivate travel, drive increased visitation, and enhance the brand's overall reputation. Additionally, public relations efforts actively promote Branson's unique assets and wide range of tourism offerings to generate favorable media coverage, social involvement, and destination awareness. Our strategies and tactics set a strong foundation toward achieving our desired goals while remaining adaptable to changing circumstances.



TARGET PROFILES

Overall Target Focus

- ★ Women, ages 35-54
- ★ Families and first-time visitors to Branson
- ★ Repeat visitors to Branson

Additional Spring and Fall Target Layer

- ★ Women, ages 45+
- ★ Couples, empty-nesters, and singles traveling without children

TARGET WITH HIGH GROWTH OPPORTUNITY

30-something Millennial Families

- ★ Motivated to visit with 39% Very Interested once exposed to Branson
- ★ 61% take a vacation more than once
- ★ Branson is particularly appealing as being safe, good for kids, and offering a great variety

DEVELOPMENTAL TARGET

20-something Young Explorers

- ★ Motivated to visit with 44% Very Interested once exposed to Branson
- ★ This group is optimistic about the future, adventurous, and likes to try new places for vacation; they are driven by an open mind and an open road
- ★ Looking for brands with characteristics that reflect creativity, authenticity, purpose, and fun



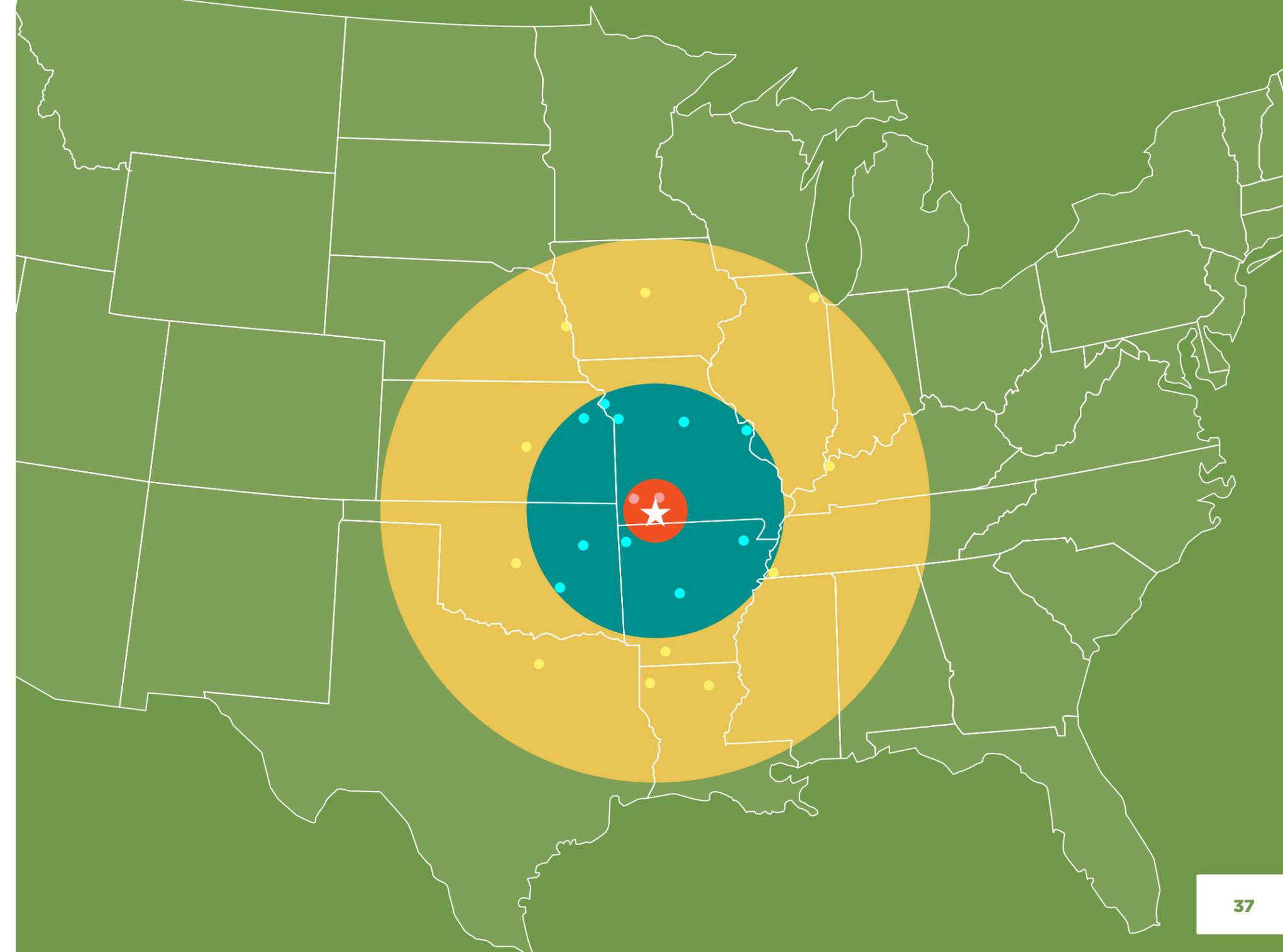
TOP FEEDER MARKETS

Annual media plans will detail strategic media mix approach by market.

- ★ **Tier 1** (0-100 mi): Springfield MO, Joplin-Pittsburg MO
- ★ **Tier 2** (101-300 mi): Kansas City MO, St Louis MO, Little Rock/Pine Bluff AR, Ft Smith/Fayetteville/Springdale AR, Tulsa OK, Columbia/Jeff City MO, Jonesboro AR, Topeka KS, St Joseph MO, Sherman/Ada OK
- ★ **Tier 3** (301-650 mi): Oklahoma City OK, Dallas/Ft Worth TX, Wichita/Hutchinson Plus KS, Paducah KY/Cape Girardeau MO/Harrisburg IL, Des Moines/Ames IA, Memphis TN, Omaha NE, Chicago IL, Shreveport LA, Monroe LA/El Dorado AR

COMPETITIVE SET

- Kansas City MO
- St Louis MO
- Smoky Mountains TN
- Myrtle Beach SC
- Destin FL
- Gulf Shores AL
- Asheville NC
- Wisconsin Dells WI



FEEDER MARKET ANALYTICS

TIER 1: 0-100 MI

Planning Window **27.1 Days**
 Booking Window **19.2 Days**
 Avg Party Spending **\$750**
 Avg HH Income **\$55,479**
 Familiarity with Branson **80%**
 Branson Ad Awareness **64%**

Springfield MO
23.2% Visitation (21.5% in 2021)
 Primarily in Winter and Spring
 Median HH Income **\$39,991**

Joplin-Pittsburg MO
3.7% Visitation (4.0% in 2021)
 Primarily in Spring and Summer
 Median HH Income **\$46,849**

TIER 2: 101-300 MI

Planning Window **54.7**
 Booking Window **42.9**
 Avg Party Spending **\$1,112**
 Avg HH Income **\$78,974**
 Familiarity with Branson **72%**
 Branson Ad Awareness **48%**

Kansas City MO
8.7% Visitation (8.9% in 2021)
 Primarily in Spring and Summer
 Median HH Income **\$60,042**

St Louis MO
7.8% Visitation (7.6% in 2021)
 Primarily in Spring and Summer
 Median HH Income **\$48,751**

Little Rock/Pine Bluff AR
7.7% Visitation (8.2% in 2021)
 Primarily in Spring and Holidays
 Median HH Income **\$56,928/\$36,940**

Ft Smith/Fayetteville/Springdale AR
5.6% Visitation (6.7% in 2021)
 Primarily in Spring and Holidays
 Median HH Income **\$48,033/\$52,111/\$56,144**

Tulsa OK
4.6% Visitation (4.8% in 2021)
 Primarily in Spring and Holiday
 Median HH Income **\$52,438**

Columbia/Jeff City MO
2.0% Visitation (2.1% in 2021)
 Primarily in Spring, Summer,
 and Holidays
 Median HH Income **\$57,463/\$56,781**

Jonesboro AR
1.0% Visitation (1.1% in 2021)
 Primarily in Spring, Summer,
 and Holidays
 Median HH Income **\$48,901**

Topeka KS
0.9% Visitation (0.9% in 2021)
 Primarily in Spring and Summer
 Median HH Income **\$50,870**

St Joseph MO
0.4% Visitation (0.4% in 2021)
 Primarily in Spring and Summer
 Median HH Income **\$50,540**

Sherman/Ada OK
0.4% Visitation (0.4% in 2021)
 Primarily in Spring and Holidays
 Median HH Income **\$44,721**

TIER 3: 301-650 MI

Planning Window **57.1**
 Booking Window **45.3**
 Avg Party Spending **\$1,182**
 Avg HH Income **\$89,568**
 Familiarity with Branson **42%**
 Branson Ad Awareness **15%**

Oklahoma City OK
2.9% Visitation (2.8% in 2021)
 Primarily in Spring and Summer
 Median HH Income **\$59,679**

Dallas/Ft Worth TX
2.2% Visitation (2.1% in 2021)
 Primarily in Spring and Summer
 Median HH Income **\$58,231/\$67,927**

Wichita/Hutchinson Plus KS
2.0% Visitation (2.0% in 2021)
 Primarily in Spring and Summer
 Median HH Income **\$56,374/\$52,277**

**Paducah KY/Cape Girardeau MO/
 Harrisburg IL**
1.5% Visitation (1.6% in 2021)
 Primarily in Spring and Holidays
 Median HH Income **\$42,024/\$48,055/\$36,701**

Des Moines/Ames IA
1.1% Visitation (1.2% in 2021)
 Primarily in Spring and Summer
 Median HH Income **\$58,444/\$54,339**

Memphis TN
1.1% Visitation (1.2% in 2021)
 Primarily in Spring and Holidays
 Median HH Income **\$43,981**

Omaha NE
1.0% Visitation (1.0% in 2021)
 Primarily in Summer and Spring
 Median HH Income **\$65,359**

Chicago IL
1.0% Visitation (1.1% in 2021)
 Primarily in Spring and Summer
 Median HH Income **\$65,781**

Shreveport LA
0.9% Visitation (1.0% in 2021)
 Primarily in Holidays and Spring
 Median HH Income **\$41,782**

Monroe LA/El Dorado AR
0.7% Visitation (0.8% in 2021)
 Primarily in Holidays and Summer
 Median HH Income **\$33,925/\$41,831**



MARKETING & PUBLIC RELATIONS OBJECTIVES

1

Increase Website Traffic to ExploreBranson.com 2% in 2024 (vs 2023)
Stretch goal to increase Website Traffic 2% in 2026 (vs 2024)

- ★ 2023 Website Traffic (sessions) 3,479,369
- ★ 2022 Website Traffic (sessions) 3,838,502

2

Increase Monthly Newsletter Subscriber Base 5% in 2024 (vs 2023)
Stretch goal to increase Monthly Newsletter Subscriber Base 3% by 2026 (vs 2024)

- ★ 2023 Monthly Newsletter Subscriber Base 94,540
- ★ 2022 Monthly Newsletter Subscriber Base 71,485

3

Increase Positive Net Promoter Score to 61% in 2024 (vs 2023)
Stretch goal to increase Positive Net Promoter Score to 62% in 2026 (vs 2024)

- ★ 2023 Positive Net Promoter Score 60%
- ★ 2022 Positive Net Promoter Score 61%

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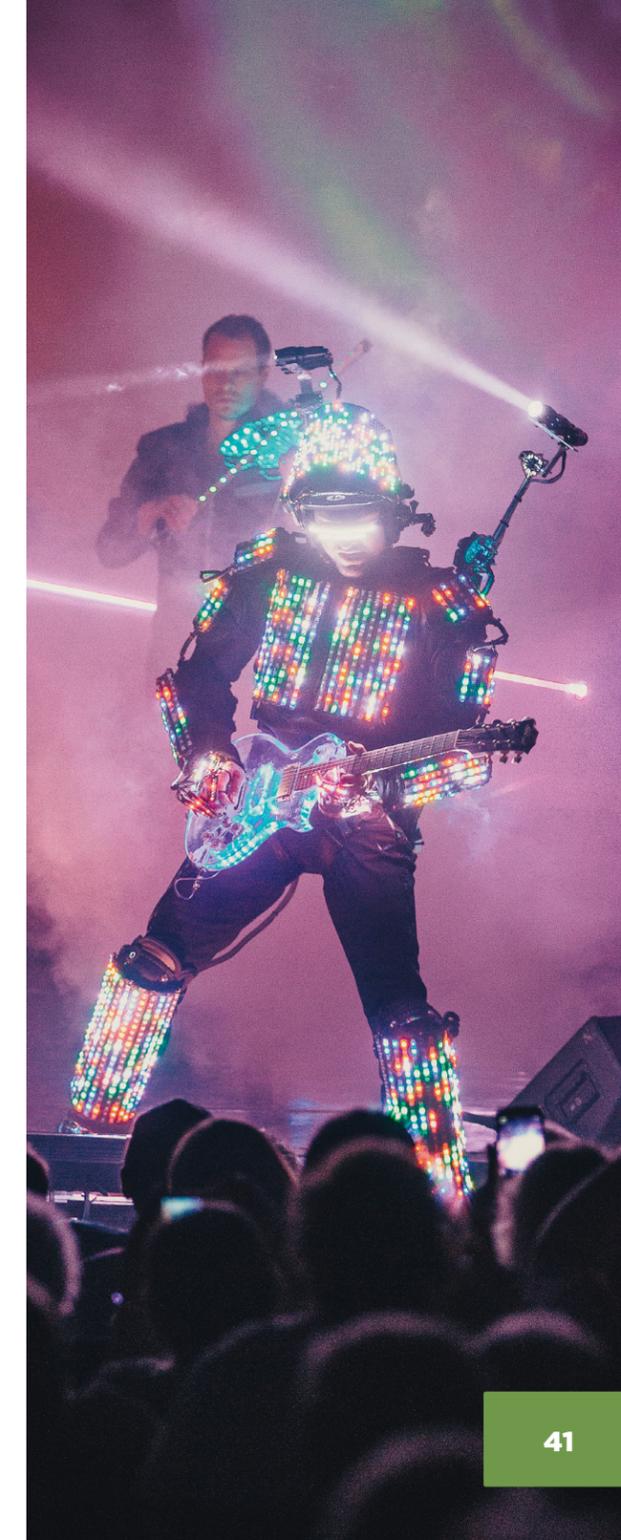
Increase Earned Media Value 5% (\$20.1M) in 2024, as measured by Cision/Meltwater/TVEyes
Stretch goal to increase Earned Media Value 7.7% (\$21.7M) by 2026

- ★ 2023 Earned Media Value \$19,939,810
- ★ 2022 Earned Media Value \$18,259,830

5

Host 225 in-market journalist visits, vetted with readership of over 100,000, to showcase Branson as a year-round destination in 2024

- ★ 2023 hosted 210 journalists
- ★ 2022 hosted 202 journalists, including Outdoor Travel Writers Conference



STRATEGIES & TACTICS

1

STRATEGY

Develop integrated marketing campaigns delivered through precision targeting to motivate First-Time and encourage repeat visitation.

Tactics

- ★ Place paid buys on a mix of media channels that provide the greatest opportunity to reach our desired target, wherever and whenever they are consuming content
 - Miles Partnership to provide plan to secure first-to-market rich media units, new targeting capabilities, etc.

- ★ Develop creative messaging and assets that are most relevant to our target market segments based on historical and ongoing visitation data, target persona analysis, and 2022 Future Customer research
- ★ Strategically allocate budget throughout the year to reach the seasonally changing profiles of our target traveler in media mix, creative messaging, and a thoughtful progression toward diversity and visual representation of varying family structures
- ★ Activate paid influencers and other similar programs as a way to create and distribute authentic visitor experiences
- ★ Identify and test new and non-traditional ways to grow visitation, examples include:
 - Leverage Kansas City Chiefs sponsorship: Branson ... The Official Destination of the Kansas City Chiefs
 - Tap into Springfield MO, visitation by delivering a targeted digital message suggesting travelers add a day onto their trip to experience Branson





- Airport OOH in key fly markets and OOH billboards in key drive markets tethered with mobile retargeting to reinforce messaging and drive intent to travel
- Implement and leverage Adara Privacy SDK for creation of Branson’s own first-party data and targeting layered with Adara Traveler Value Score
- ★ Create new product development and “now open” launch plans to generate excitement and motivate visitation
- ★ Seek available grants and evaluate local and regional partnerships as opportunities to extend the budget to further the reach and awareness of Branson
 - “This is the Ozarks” regional co-op with Silver Dollar City and Springfield CVB
 - “Only in the Ozarks” FAM with Eureka Springs and Bentonville

2

STRATEGY

Maintain and build owned assets to increase brand reach, relevancy, and engagement throughout multiple consumer touchpoints.

Tactics

WEBSITE

- ★ Ongoing content creation to highlight events, seasonal offerings, and products that are new or tell a unique Branson story. Stories include:
 - Experiential cuisine: Variety of cuisine at all price levels and experiences such as dinner theaters and restaurants on the lake accessible by boat
 - Entrepreneurs in Branson: Combines a tourism and local message by featuring local families, owners, and their businesses
 - Expand articles and itineraries around Live Music & Entertainment, Family Fun, and Outdoor Adventures
- ★ Work with partners to keep written and visual content updated and relevant





- ★ Demonstrate Branson's relevance through content centered around current travel trends such as wellness, sustainability, and walkability
- ★ Target users on the website both geographically and behaviorally with relevant personalized content via Homepage Hero, Modal, and Fly-In units

MONTHLY E-NEWSLETTERS

- ★ Communicate monthly with opt-in subscribers to share timely content as well as interest-based niche deployment (Live Shows, Family Attractions, Outdoor Adventure, Golf)

ORGANIC SOCIAL PLATFORMS

- ★ Primary focus for content creation and follower growth and engagement is with Pinterest, Facebook, Instagram, Threads, LinkedIn, YouTube, and TikTok with a secondary focus on Twitter (X) and Flickr

VACATION GUIDE

- ★ Drive traffic to the online digital Vacation Guide

ASSET LIBRARY

- ★ Develop an ongoing strategy to build and refresh the seasonal photography and video asset library

INDUSTRY & COMMUNITY RESOURCES

- ★ Encourage community partners to utilize the tools and resources available through the online Industry Resources portal, in particular the creation and management of free business listings and calendar of events on the website
- ★ Create a turnkey process for local partners to submit information on new products to include opening dates, key features, and high-resolution images
- ★ Maximize the opportunity provided at the annual Community Marketing Meeting as platform to educate and share visitor research and actionable implications





3 STRATEGY

Execute and utilize first- and third-party consumer and industry research to adjust and/or further develop the demographic and psychographic composite of our desired target and geographies, create messaging around visitation-driving assets, and inform timing of activations and paid advertising.

Tactics

- ★ Maintain online data reports made available to community partners through the Industry Portal, as generated by H2R Research
 - Visitor Profile - Displays real-time visitation results
 - KPI Dashboard - Graphs data from Visitor Profile, Scout Report, tax reports to include 1% City Sales Tax, Tourism Tax, Tourism Community Enhancement District Tax, Stone County and Taney County Tax, and Smith Travel Research
 - Scout Report - Displays real-time visitation trends based on data pings of mobile devices that entered the geofence around Branson MO, excluding pings of those mobile devices who live or work within 30 miles of the geofence
- ★ Continue to regularly execute proprietary research to measure marketing and media effectiveness

4 STRATEGY

Generate positive coverage of the Branson area in regional and national media outlets, and support and amplify paid media efforts to create a fully integrated marketing campaign.

Tactics

- ★ Leverage media relationships through collaboration with outside partners to strategically target outlets with messaging germane to their focus or specialty
 - McGuckin: Live music/entertainment
 - Mindy Bianca: Attractions
 - Larry Whiteley: Outdoor adventure
 - Dan Shepherd: Golf
- ★ Generate stories that showcase Branson's strongest travel motivators and new products as they are developed
- ★ Sponsor and attend key industry association events such as Missouri Press Association, Texas Press Association, and Arkansas Press Association
- ★ Update online Media Resources content on a consistent basis to stay relevant and continue to serve as a tool for media and journalists



SALES



Branson CVB has a fully integrated, customer-focused group sales team with demonstrated experience generating positive economic impact within the Branson/Lakes area through Meetings & Conventions, Leisure Group Travel, and Sports Marketing & Development. The development and growth of the Destination Services team ensures planners of all types have a positive, turnkey experience from the moment they book, while in-market for the event, through post-event follow-up, and ultimately rebooking their next event in Branson.

The CVB team will continue to develop public and private partnerships in an ongoing effort to grow and expand facilities to make the destination more attractive to groups of varying sizes with unique requirements and specifications. Funding is secured to conduct a feasibility study on the expansion of the Branson Convention Center, exact date of execution to be determined. And the Sports Marketing team is working to leverage new properties to attract and grow events the area historically hasn't been able to support, such as Howler Bike Park and the trail link between Branson, Springfield, and Ozark. As we push for more development, Branson will continue to focus on meetings, sporting events, and tournaments the area can best accommodate at present time.



TARGET PROFILES



Meetings & Conventions

Quality, highly vetted meeting planners and key decision makers. Although seeking to connect with planners nationally, a geographic focus is on St. Louis, Kansas City, and the Southern states region, along with Washington DC and Chicago as those markets are base to many associations and organizations



Leisure Group Travel

Tour operators, travel agents, and group leaders, with a focus on military/veterans, student/youth, family reunion, and the faith markets nationwide



Sports Marketing

Sporting event and tournament planners and key decision makers nationwide

SALES OBJECTIVES



MEETINGS & CONVENTIONS

Increase the number of qualified RFPs 4.4% (230) in 2024 (vs 2023)
Stretch goal to increase number of qualified RFPs 8.3% (250) by 2026 (vs 2024)

★ 2023 qualified RFPs 220

Increase the number of site visits 4% (24) in 2024 (vs 2023)
Stretch goal to increase the number of site visits 3% (25) by 2026 (vs 2024)

★ 2023 site visits 23



LEISURE GROUP TRAVEL

Increase the number of qualified RFPs 8.8% (95) in 2024 (vs 2023)
Stretch goal to increase number of qualified RFPs 15% (110) by 2026 (vs 2024)

★ 2023 qualified RFPs 87

Increase the number of site visits TBD% in 2024 (vs 2023)
Stretch goal to increase the number of site visits TBD% in 2026 (vs 2024)

★ 2023 site visits 9



SPORTS MARKETING

Increase the number of qualified RFPs 12% (165) in 2024 (vs 2023)
Stretch goal to increase number of qualified RFPs 8.7% (180) by 2026 (vs 2024)

★ 2023 qualified RFPs 146

★ 2022 qualified RFPs 96



STRATEGIES & TACTICS

1 STRATEGY

Increase the economic impact driven by meetings, leisure groups, and sports event/tournament sales to the Branson/Lakes area

Tactics

- ★ Evaluate need periods in terms of filling specific dark dates throughout the year versus entire months or longer periods as the gaps are becoming smaller
- ★ Increase new business by building relationships and encouraging in-market visits

- ★ Grow repeat business by being consistent and always delivering a high level of service to ensure a great experience for the planner and their attendees; the Destination Services team plays a vital role in the success of growing repeat business and securing multi-year bookings
- ★ Secure multi-year bookings to counteract or negate any possible recession impact on the group travel industry
- ★ Continue to generate quality RFPs sent out to community stakeholders



Meetings & Conventions

- ★ Connect with younger, emerging planners who have all the data at their fingertips but have yet to experience the destination for themselves



Sports Marketing

- ★ Seek opportunities with non-traditional sports and competitions





2 STRATEGY

Expand brand awareness and perception among group planners

Tactics

- ★ Engage with sponsorships that provide opportunity to grow destination awareness and give Branson a bigger presence and reach
- ★ Attend and participate in tradeshows having the highest concentration of our group planner target and create new activations to keep the planner “engaged” with the Branson team
- ★ Host strategic FAM events in Branson to surprise and delight planners with our modern facilities, natural beauty, countless attractions, and sincere Ozark hospitality
- ★ Continue to partner with key industry organizations to stay in front of planners familiar with the destination and grow awareness of the destination among those not familiar or with limited familiarity

- ★ Update online Meetings, Groups, and Sports content on a consistent basis to stay relevant and continue to serve as a tool for planners
- ★ Generate social media content as appropriate for consumer-facing Explore Branson handles working in partnership with the marketing team



Meetings & Conventions

- ★ Execute a targeted, paid media campaign and expand the mix to include audio in addition to print and digital
- ★ Deploy monthly e-newsletter to opt-in subscribers as a vehicle to share timely content and keep Branson top-of-mind among meeting planners



Leisure Group Travel

- ★ Raise the Branson profile among student/youth groups and younger veterans, many of whom have families and want to be active while on vacation



3

STRATEGY

Position Explore Branson as an industry leader in digital technologies

Tactics

- ★ Explore opportunities to further enhance trade show engagement beyond our current tools (Threshold 360 tour through Oculus VR goggles projected onto a 20x10 video wall)
- ★ Develop turnkey tools for group planners to help guide them through the inspiration, planning, and booking phases with ease and to optimize how they view or experience Branson prior to an in-market visit



Leisure Group Travel

- ★ Produce versions of our planning tools in multiple languages as needed for tour operators



2024 SNAPSHOT



2024 SNAPSHOT

OVERALL OBJECTIVES

1. Grow annual visitation by 25% in 2024
2. Grow first-time annual visitation by 9% in 2024
3. Increase visitor spending by 9% in 2024 (accounting for approx. 7% inflation)
4. Maintain or increase Brand Awareness in 2024 by 1%
5. Increase overall ROI by 10% by 2026

MARKETING & PUBLIC RELATIONS

OBJECTIVES

1. Increase website traffic to ExploreBranson.com 2% in 2024
2. Increase monthly subscriber base 5% in 2024
3. Increase earned media value 5% in 2024, as measured by Cision/Meltwater/TVEyes
4. Host 225 in-market journalist visits to showcase Branson as a year-round destination

KEY STRATEGIES

1. Develop integrated marketing campaigns delivered through precision targeting to motivate First-Time and encourage repeat visitation
2. Maintain and build owned assets to increase brand reach, relevancy, and engagement throughout multiple consumer touchpoints
3. Execute and utilize first- and third-party consumer and industry research to adjust and/or further develop the demographic and psychographic composite of our desired target and geographies, create messaging around visitation-driving assets, and inform timing of activations and paid advertising
4. Generate positive coverage of the Branson area in regional and national media outlets

OVERARCHING STRATEGIES

1. Build Branson Brand Momentum
2. Focus on the Core Product
3. Expand the Traveler Base
4. Explore “Nexts”

SALES

OBJECTIVES

Meetings & Conventions

- ★ Increase the number of qualified RFPs 4.4% in 2024
- ★ Increase the number of site visits 4% in 2024

Leisure Group Travel

- ★ Increase the number of qualified RFPs 8.8% in 2024
- ★ Increase the number of site visits TBD% in 2024

Sports Marketing

- ★ Increase the number of qualified RFPs 12% in 2024

KEY STRATEGIES

1. Increase the economic impact driven by meetings, leisure groups, and sports event/tournament sales to the Branson/Lakes area
2. Expand brand awareness and perception among group planners
3. Position Explore Branson as an industry leader in digital technologies

ORGANIZATION OVERVIEW



ABOUT THE ORGANIZATION

MISSION STATEMENT

The Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau provides leadership for continued growth of viable, sustainable economic and environmental climate for the Branson/Lakes Area so as to enhance the quality of life for our members, our community, our visitors, and our future.

VISION STATEMENT

To engage our Branson/Lakes Area and community members/partners to be innovative and vibrant through leadership and support of business services, destination brand marketing and sales, and advocacy of tourism and economic development.

EXPLORE BRANSON

The Branson/Lakes Area Chamber of Commerce and CVB serves as the primary marketing channel for our Destination Marketing Organization, Explore Branson. Branson is continuously recognized as a one-of-a-kind family vacation destination, and our central location makes the area attractive to meeting, group leisure, and sports tournament planners of all shapes and sizes.

We're honored to share the top accolades Branson MO, received in 2022 and 2023:

- ★ Voted #3 Top Trending Destination for 2022 from Tripadvisor
- ★ Voted Gold, Best CVB/DMO for the NorthStar Meetings Stella Award
- ★ Voted Readers' Choice Award Winner for the 7th consecutive year for Convention South
- ★ Voted 2022 Best of Mid-America CVB/DMO for Meetings Today
- ★ Adrian Award for Best Destination Marketing Organization Website, 2023
- ★ Tripadvisor's Best of the Best, 25 Most Popular Tourist Destinations in the U.S.; Branson has been on the Most Popular Tourism Destinations list 11 years in a row
- ★ Silver Dollar City voted #1 Best Theme Park Holiday Event by readers of USA Today (5 years in a row)
- ★ The Shepherd of the Hills Adventure Park won the USA Today 10Best award for the #1 Aerial Adventure Park in America (3 years in a row)
- ★ Branson listed in top 10 "Best Lake Towns to Call Home in America" by Newsweek
- ★ Of the 10 golf courses in Branson, 8 have received national awards or accolades and the newest, Payne's Valley by Tiger Woods, is the only public golf course in America designed by the greatest golfer of all time
- ★ "Your Vacation Needs Branson" was awarded the State of Missouri Best Overall Marketing Campaign 2023



CONTACT INFORMATION

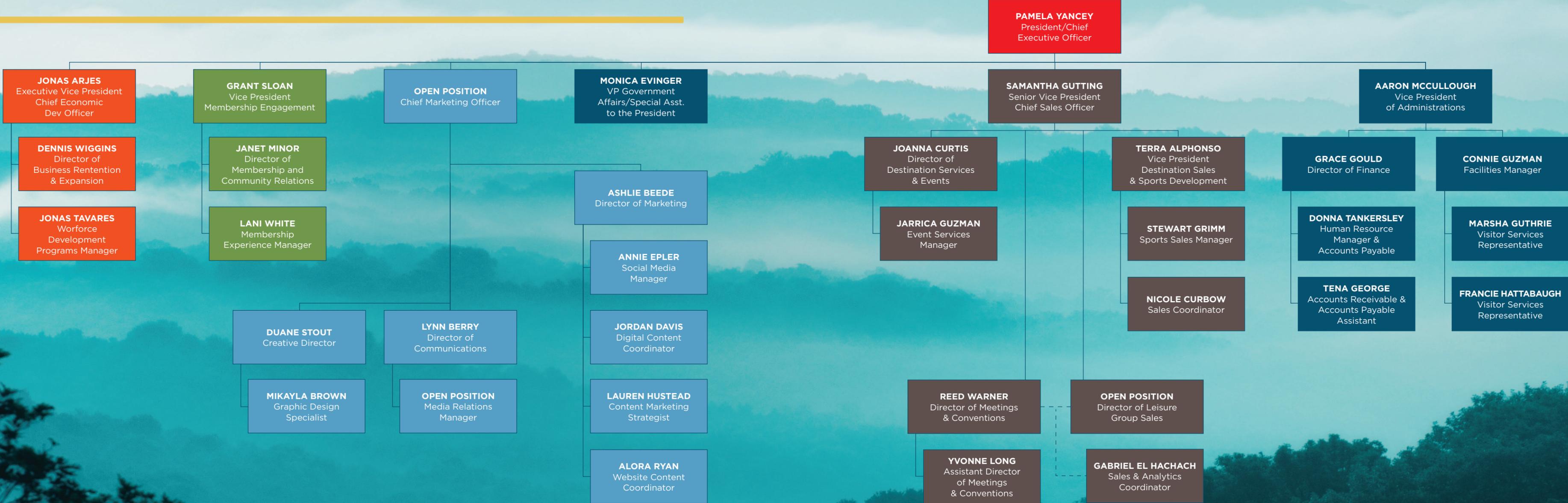
★ **Explore Branson Tourism**
Branson/Lakes Area Chamber and CVB
417-334-4084

★ **Physical Address:**
4100 Gretna Road
Branson, MO 65616

★ **Mailing Address:**
Branson/Lakes Area CVB
PO Box 1897
Branson, MO 65615

★ **Staff Directory**
www.explorebranson.com/industry-portal/staff-directory

STAFF ORGANIZATIONAL CHART



ORGANIZATION'S HISTORY

Explore Branson Tourism is a subsidiary of the Branson/Lakes Area Chamber of Commerce and CVB, a 501(c)6 non-profit registered in the State of Missouri. Explore Branson Tourism was created in 2015 to provide even more transparency to the community marketing effort. The “Branson Chamber and CVB,” the parent company, was established in 1946 by a group of local Branson business leaders who wanted the business community to have a voice in moving the community forward. Today, that original effort, combined with the last 74 years, has built a strong community-based organization with three focus areas. Growing our businesses (Economic Development), telling our story (CVB Marketing), and being the voice of business (Chamber). This integrated model allows us to work together to strengthen Branson in a way that no other organization could. The organization is led by a 25-member board of directors, which holds elections each year to ensure community involvement. We are professionally managed by a staff of 26 full-time employees, which allows us to work in all aspects of the community marketing business. Our decision-making strategy includes involvement by the Tourism Community Enhancement District's (TCED) Marketing Oversight Committee and a number of other area-specific community committees that help inform and drive decisions that are best for the district. This model allows us to execute a contract with the City of Branson for marketing services. The strategic advantage to execute both marketing contracts under one umbrella is significant in terms of one strategy that incorporates the best interest of the larger community. We are the official Destination Marketing Organization (DMO), recognized nationally, and, in turn, this allows us to apply for community-based matching grants from the state of Missouri. Currently, we are not involved in any pending litigation, binding arbitration, civil or criminal judgements, bankruptcy proceedings, or anything of a related nature.

The Branson/Lakes Area Convention & Visitors Bureau is the destination marketing organization (DMO) for Branson and Taney County, Missouri. The Branson CVB is accredited by the Destination Marketing Accreditation Program (DMAP) of the Destination Marketing Association International, 2025 M Street, N.W., Suite 500, Washington, D.C., 20036, U.S., Ph. 202-296-7888.

Community input is facilitated via the Marketing Oversight Committee (under the umbrella of the TCED), a group of community professionals who volunteer their time, expertise, and talent to provide direction and oversight for area marketing efforts. Individuals can be elected or appointed to this group, which meets monthly throughout the year. Additional support is provided by sub-committees of the MOC which focus on these specific marketing disciplines: Advertising, Public Relations, Tourism Development, Research, Internet/Publications, Destination Sales, Veterans Marketing, and Leisure Initiatives.

The membership of the Marketing Oversight Committee (MOC) and its committees represents the diverse talents and points of view within our community. It is through their participation that we are able to establish and maintain a course of action that is in the best interests of the majority of our constituents.



APPENDIX



NATIONAL TRAVELER STUDY

PROOF ADVERTISING, JUNE 2023

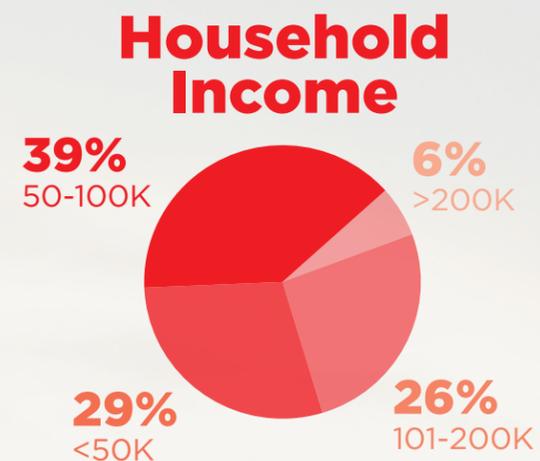
PURPOSE

Our starting hypothesis was that Branson represents a very desirable vacation destination, particularly in these times, when reconnection and family values are so important. This is true both for travelers close to Branson and for travelers farther away who may not even be aware of or very familiar with Branson.

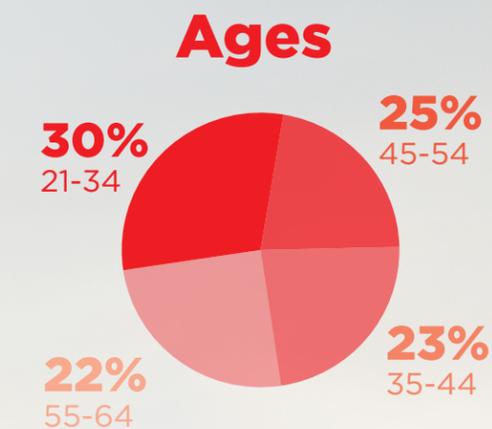
TARGET AUDIENCE

We conducted a national survey of 750 Americans aged 21- to 64-years old who travel on one or more vacation trips per year. As it happened, most respondents were traveling on two or more vacation trips per year, so this was an active leisure traveler audience. We asked questions about their opinions of how things are going in the country right now, what they are looking for in vacation destinations, and their reactions to and interest in Branson as a potential vacation destination (respondents were exposed to Branson via a brand concept).

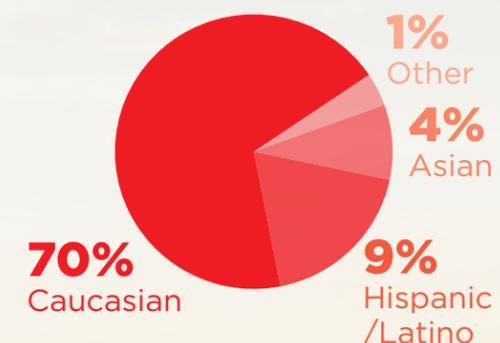
SAMPLE



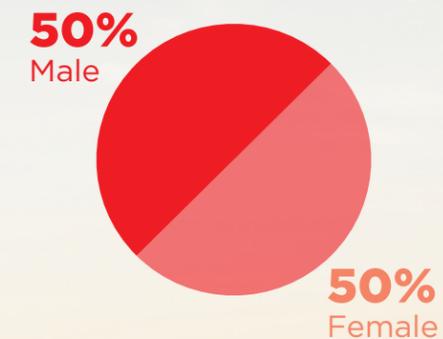
All 50 States
were represented



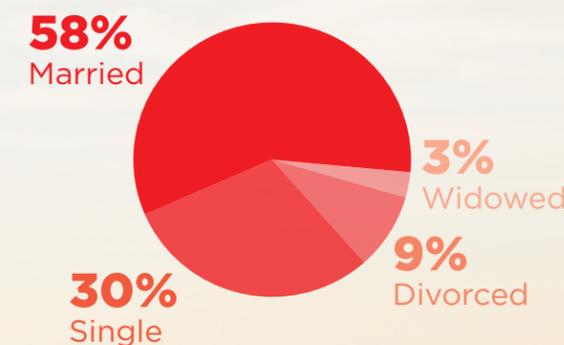
Race/Ethnicity



Female/Male



Marital Status



58% No

42% Yes

Had children under 18 living at home who travel with the family on vacations



BransonTM

MISSOURI

