



# Explore Branson Tourism Q3 Report

## Chiefs Marketing:

- October 27 Tailgate with a red, white, and blue theme to promote Veterans Week and a preview of the 250th.
- KSHB TV campaign to guess the first snowfall at Arrowhead Stadium, \$25,000 investment from Chiefs contingency funds, approved with Bobby.



## Digital Marketing Report:

- Hallmark [wrap up report](#) direct from Hallmark. Destination attribution for credit card spending from the campaign is outlined on the next page and the image can be clicked on to see a larger version.

Delivered  
**1.9Mil**  
ROS video impressions  
97% video completion rate / 100% CTV

*Motherhood*  
Description Here

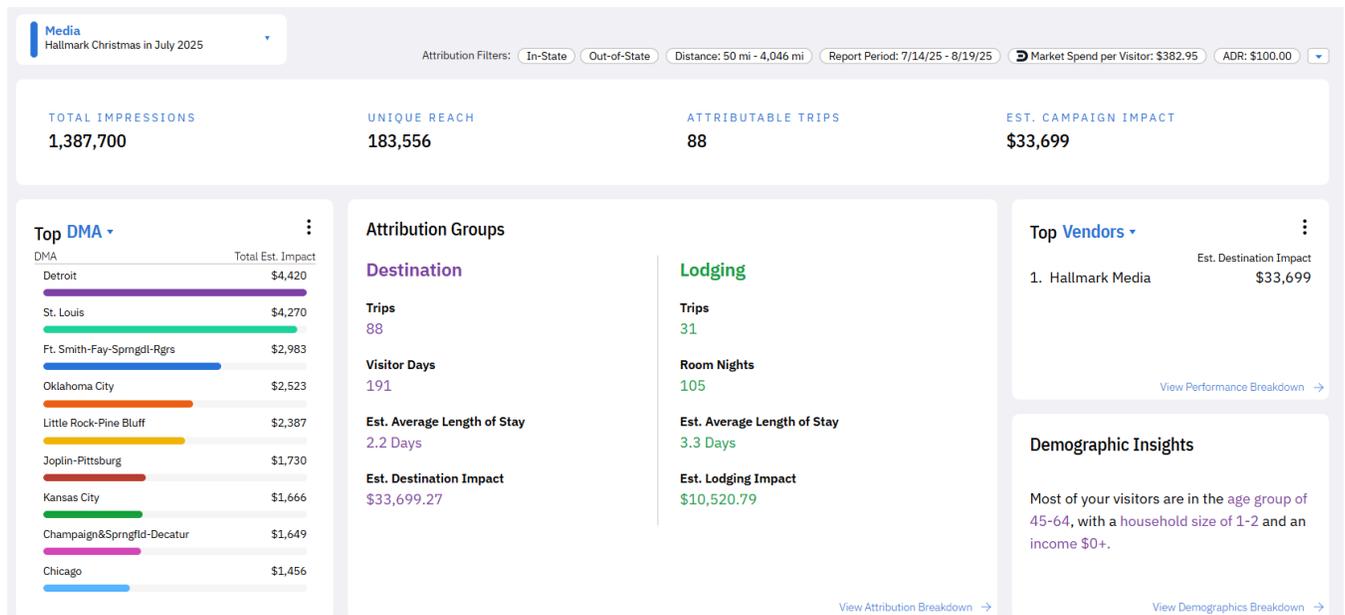
*A Whitewater Romance*

Ran in  
**15+ different**  
Hallmark Media  
Original Movies & Series

*A Tale of Two Christmases*

**BONUS** Display  
impressions Delivered  
**102K**

*Christmas at Sea*



**Public Relations:** Olivia Reinke joined the team over the summer. She's our PR Manager and doing a great job. She's managed a golf FAM, individual trips, and represented us well on KY3. She also handled the week of filming for RV There Yet with the Discovery Channel.

- RV There Yet to air on Discovery Channel, summer 2026
- Balancing Act on Lifetime aired 11/5, will re-air December 18.

**Cultivator:** Spring creative can be found in the link and was approved by the MOC and TCED board in the month of November.

**Vacation Guide:** on schedule. Please view the preview of the poem and essay contest layout here.