



Explore Branson Tourism March Marketing Report

Chiefs Marketing:

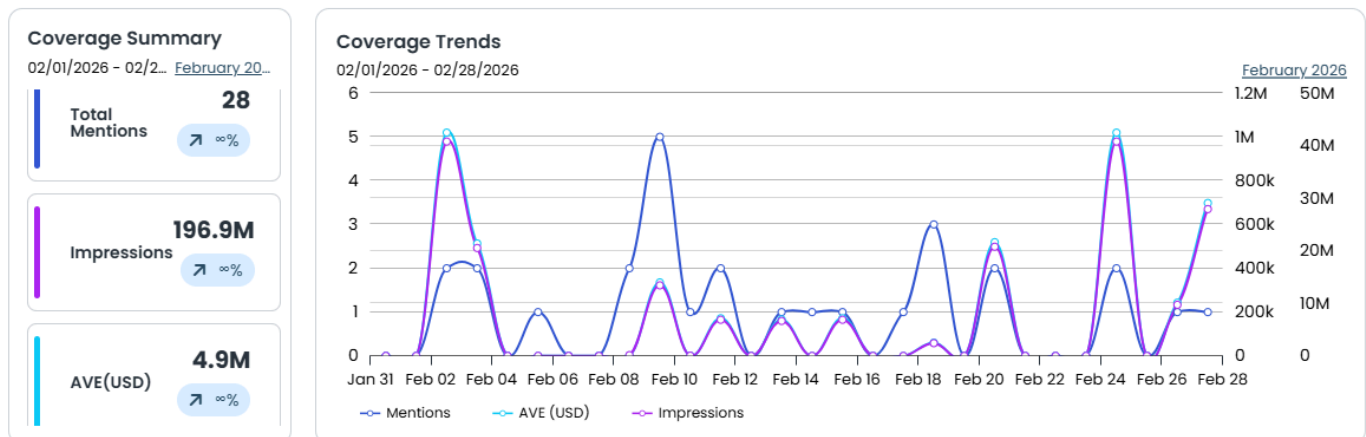
- Final event: Draft Fest, April 23, downtown KC location
- Press release about sunset of agreement delivered to 366 media contacts in MO, KS, OK, TX, and AR with an open rate of 39%.

Digital Marketing Report:

- TripAdvisor February numbers:
 - 343,652 onsite impressions delivered with 335 clicks for a CTR of .10%
 - Among the native media package audiences, the Native Shelf drove the highest CTR at .25% - nearly twice over product benchmark
 - Among the high impact media package audiences, MO Content drove the highest CTR at .10% - in line with product benchmark
 - Branson's Brand Channel saw nearly double the amount of users month over month with 8,753 in February, generating 11,331 page views and a dwell time of 25.8 seconds
 - Pinterest traffic driver to the Brand Channel drove 4,932 clicks with a CTR of .61%- above the benchmark.

Public Relations: We assisted with a nationwide press release for the Hot Winter Fun Big Show as well as the Chiefs Sunset Agreement. These items were filtered from the search results as well as any negative news mentioning Branson including: magic performers and legal issues and the 287g agreement regarding immigration with the city.

February 2026



Creative: Fall creative review and [schedule linked here](#). Content will be ready for share and review in May for MOC, TCED board review and feedback with final approval.

Website: The website is up and running. We're no longer using any Miles Partnership website products. The site is never done and will continue to be worked on daily. We make enhancements, edits, changes, and more. If you see anything that needs to be addressed, please contact us.

Vacation Guide: Hard copy Vacation Guides were distributed to the students as well as Legislators and Senators during Tourism Days in Jefferson City.

Historic Downtown Spring Fling: Working with the Historic Downtown businesses, a new event is being planned May 15-16: Spring Fling. The event will feature historic reenactments, live music, red, white, and blue decorations, photo opportunities, and more.

250th Efforts: Amazing America campaign in OK with Sinclair Broadcast Group came up in February. \$123,000 cost. Influencer in market with family to experience family friendly experiences in Branson in April. [Full proposal with digital, CTV, linear, and social here](#). Partnered investment with the City of Branson.

[Nexstar campaign](#) focused on red, white, blue, and family fun. Dates run April 1-June 30, are not limited to Flag Day promotion, instead showcasing what to do with friends, family, and enjoy all things Branson in 2026. This opportunity was presented in February with a fast turnaround for decision making. Partnered investment with the City of Branson.

Visitor Sentiment/Research Study: Trove has begun to share reporting of sentiment gathered about Branson. [This will be a monthly report linked](#) and shared with the group. Some key highlights:

- Positive sentiments shared with links to posts and content focus on:
 - Accommodations, value & affordability, family travel
- Negative sentiments shared with links to posts and content focus on:
 - Outdated destination image, value perception, policy related
- Key take-aways with action plan suggestions
- The final wrap up report will provide ideas and action plans to discuss as a whole this summer.