



## Explore Branson Tourism April Marketing Report

### Digital Marketing Report:

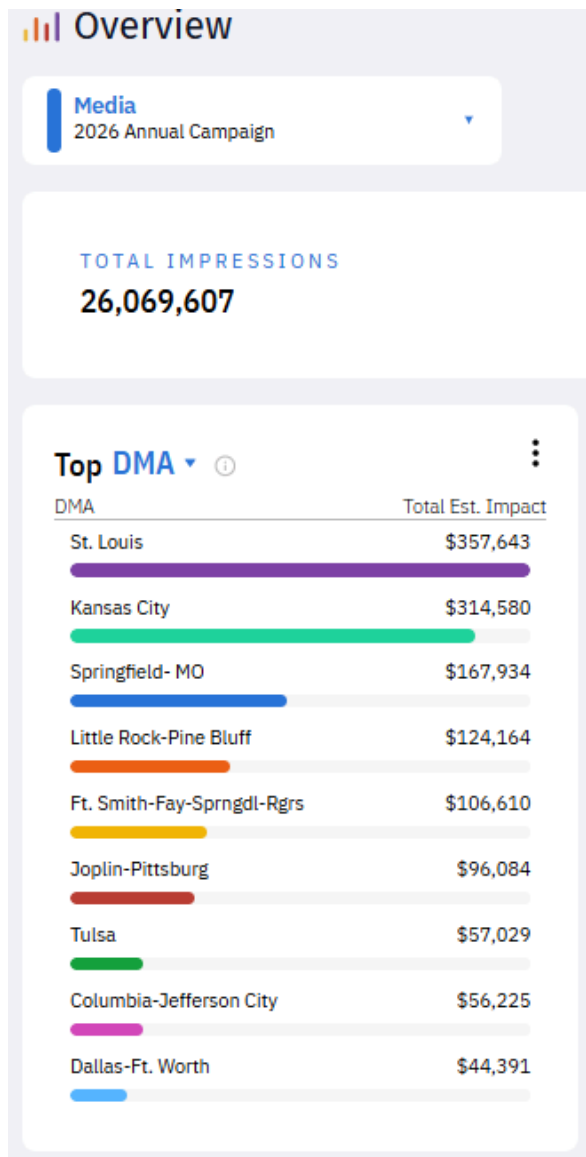
- **TripAdvisor March numbers:**

- 663,987 onsite impressions delivered with 670 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 and trending MoM
- Branson Content audience followed close behind at .10% CTR, with both the Native Video and Native Boost driving a .10% CTR - in line with product benchmarks
- Among the high impact media package audiences, Branson Content audience drove the highest CTR at .11% - in line with product benchmark and pivot from last month
- Branson's Brand Channel saw an increase in users MoM at 11,316 in March generate 14,656 page views and an avg dwell time of 28.4s - all metrics up MoM
- The Pinterest traffic driver to the Brand Channel drove 5,490 clicks for a CTR of .67% - above product benchmark range

- **Datafy DC Travel & Adventure Show targeted marketing:**

- For the first time, we ran digital targeted marketing for the Washington DC T&A Show before, during, and after the show to see what interest is for Explore Branson and the audience being served content while meeting many of them face to face. [Linked report](#) and some key take aways:
  - We saw a strong CTR - .24% (benchmark is .12-.18%) and slightly exceeded or vcr at 77.99% (benchmark is 75%)
  - We have seen a few trips taken from this campaign, 7 trips and 12 visitor days have been tracked so far. We are expecting to see a few more when we share the 1-month post campaign report and 3-month post campaign report.
  - This campaign's goal was set up to build brand awareness, and DC is a new market so we are excited to see some immediate attribution. This will be a great campaign to track over time and see what our attribution looks like a 6-months and a year from now.
  - Right now we are seeing a very strong incremental impact, that ad exposed audiences are 15.08x more likely to visit than a similar control group.

- **Datafy digital campaign YTD initial results:** see graphs on the next page. 26.06+million impressions, with a destination impact of over \$1.1million YTD.



UNIQUE REACH  
**6,411,796**

### Attribution Groups

#### Destination

Trips  
**5,468**

Visitor Days  
**12,548**

Est. Average Length of Stay  
**2.3 Days**

Est. Destination Impact  
**\$1,112,956.72**

**Public Relations:** We assisted with a nationwide press release for the following:

- MONASP event
- Abby Lee Miller at Reza Theatre in June
- Mansion 2026 Line Up

In April, we'll be hosting a golf FAM with Dan Shepherd, bringing journalists from but not limited to:

- Avid Golfer
- Golf Oklahoma
- American Golf Journal
- Northeast Golf, America's Golfing Couple
- Tri-State Golf.

### Coverage Summary

03/01/2026 - 03/31... [March 2026](#)

Total Mentions **8**  
↑ ∞%

Impressions **22.6M**  
↑ ∞%

AVE(USD) **565.8K**  
↑ ∞%

**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:** Changes continue to be made and adjustments to all pages to make sure we're optimizing, adding fresh content, and showcasing live shows, events, and businesses accordingly. If you have edits, suggestions, questions, or ideas, please do not hesitate to contact Heather Hermen.

**Vacation Guide:** We continue to receive positive feedback, requests for guide distribution, and wonderful comments about the guide. We have had two planning meetings for the 2027 issue and have already begun writing content. We'll be leaning into Where My Heart Sings as a theme for the 2027 copy.

**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.

**Visitor Sentiment/Research Study:** Trove continues to share reporting of sentiment gathered about Branson. Report for [February 15-March 15 linked](#) and key takeaways:

- Positive sentiments shared with links to posts and content focus on:
  - Spring break travel, SDC reopening and you'll notice a theme around the comments meshing with our pillars of focus: family travel, outdoor activities, and attractions/live entertainment
- Negative sentiments shared with links to posts and content focus on:
  - Low destination appeal, decline in quality, limited audience relevance
- 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.

### **Industry News:**

- [Datafy Q4 insight](#)
- [Hesitation from international visitors around FIFA](#)
- [Rising hotel prices](#) reshape summer travel