



Explore Branson Tourism January Marketing Report

Chiefs Marketing:

- Village of Indian Point parade- Blake Bell confirmed with wife and two kids. Hosted for a weekend visit with SDC, Aquarium, Big Cedar, and more experiences.
- \$517.56 remain in contingency funds with the Chiefs. KSHB KC TV, social posts/boosted posts, and MO based TV.
- Final trip selection winner to be picked this month for stay in Branson, Chiefs merchandise, and more.



TOTAL IMPRESSIONS
14,875,072



Top DMA

DMA	Total Est. Impact
Kansas City	\$389,056
St. Louis	\$348,175
Little Rock-Pine Bluff	\$285,302
Ft. Smith-Fay-Sprngdl-Rgrs	\$212,200
Springfield- MO	\$171,559
Tulsa	\$127,581
Columbia-Jefferson City	\$121,437
Oklahoma City	\$98,055
Joplin-Pittsburg	\$74,910

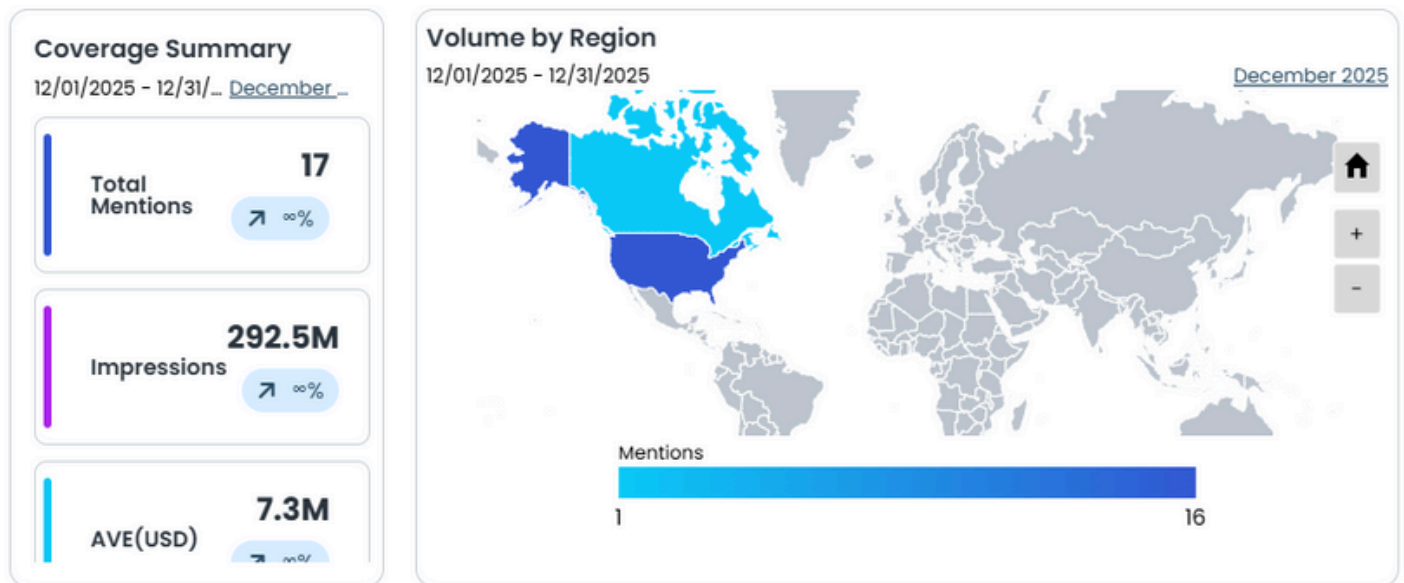
Digital Marketing Report:

- Christmas digital media campaign results October 1-December 31 to date:
 - 14.8 total impressions
 - 9,078 attributable trips
 - Over \$3million in economic impact
- Full spreadsheet of 2026 plans will be shared at the January meeting. Some items are still being finalized for summer-Christmas seasons.

Public Relations: Today Show, Fox & Friends live broadcasts, and the press release for the Great American Family movie helped us generate more than 290 million impressions in December!

- Christmas Movie announcement- one example
- National recognition for Christmas promotion
- TODAY, Merriest Main Street
- Fox & Friends group shot below after we wrapped.

December 2025



Website: The website is on track to launch January 8. All listing updates and changes have been paused since mid-December for our team to manage. We also needed to migrate the website project from Miles to Granicus. We monitor this on an hourly basis and are waiting for the final updates to be made. We anticipate a smooth transition. Once this is in place, the new website advertising program will be rolled out to partners.

Vacation Guide: Arrived in Branson before the close of 2025. VG requests are now being sent the 2026 issue. ABA, Travel & Adv. Shows, AAA, and more will have the 2026 guide in hand.

Consumer Inquiries: October-December

- 1,658 newsletter sign ups
- 47,091 Vacation Guides direct mailed
- 1,467 Visitor Center phone calls
- 419 Visitor Center in person visits
- 106 entries for the Chiefs/Explore Branson prize trip

Transition: Transition between Miles and other partners has been smooth and without hiccup.