



## Explore Branson Tourism MOC April 17 Report

### Chiefs Marketing:

- **Draft Fest, April 25, Chicken N Pickle- 2 locations in KC.** Anticipated audience of 3,500 between both spots. No entertainment from Branson since it's a Friday night. We opted to have entertainment from Branson at another Tailgate event in the 25/26 season
- Will have **2 wrapped photo buses**- one at each location, **Vacation Guides, stickers, and enter to win a trip to Branson** scanned QR code to capture email addresses for our database

### Digital Marketing Report:

- **Nexstar** campaign results for the month of March. Full report is [found here](#).
  - Exceeding benchmark CTR
  - Measuring footfall traffic from those served ads
  - 196 total location visits for less than one month of campaign activity
- **Miles 2024-Feb. 1, 2025 results from Adara**, hotel media performance. Graphs and charts can [be found here](#)
  - Top markets: KC, Springfield, St. Louis, Chicago, Tulsa, OKC, Dallas
- **Datafy** January 1-March 22 initial visitation numbers and top market spend for 2024-February 2025 . [Click here for graphics](#)
  - **Datafy will be in market for an educational session May 12, 12:00pm and 4:00pm** for MOC/TCED and any community members to hear about this new data platform
- **AdTheorent/Cadent CTV** and linear (traditional) TV report 2/17-3/24/25. [Click here for the full report](#)

### Public Relations:

- **Agility PR** story mentions for March. [Click here for graphs and links](#)
  - 56.2 million impressions
  - \$1.4 million AVE (advertising value equivalency)

### Website RFP:

- Distributed 2/28, six candidates brought to MOC in March, three candidates interviewed and entered scoring round: Tempest, Simpleview, Lifeblue, March 26-28
- Final proposals, scoring sheets, [summary and full folder can be found here](#)
- Simpleview chosen as the website vendor
- Kickoff planning meeting takes place 4/15

## **Summer TV Spots:**

- [TCED approved spots from the March MOC meeting with edits made](#)

## **KPIs: current [KPI & Goal Sheet can be found here](#)**

- Grow annual visitation, increase visitor spending by 3%, increase tax revenue by 3%, maximize ROI
- Tax reports show numbers and results for spending first months of 2025
- Maximize ROI with data showing results for marketing, spend in market, time spent in market, DMAs and performance

## **Save the Date:**

Cultivator Creative Workshop: April 23, 3:00pm downstairs at the Chamber building.

---