



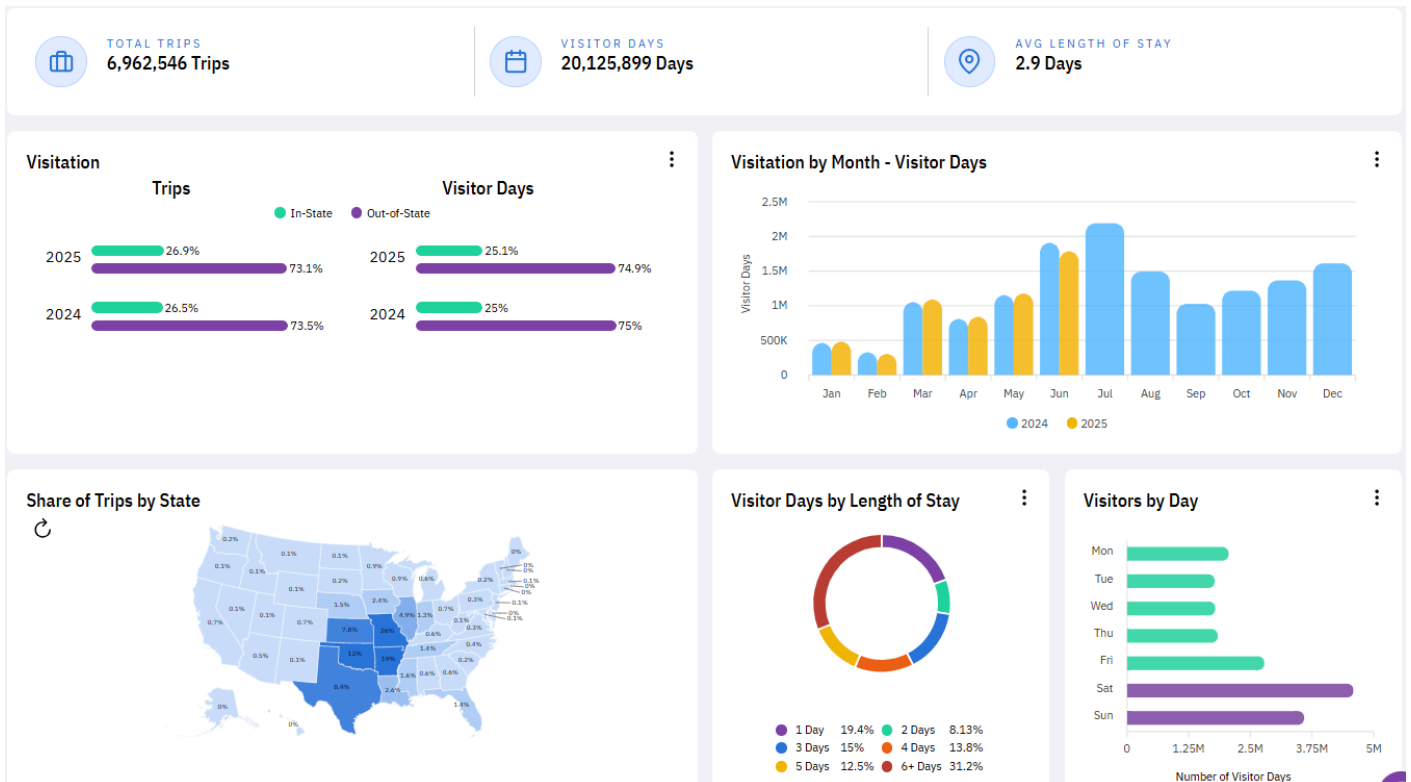
# Explore Branson Tourism MOC July 24 Report

## Chiefs Marketing:

- Finalizing:
  - Tailgate dates with performance details by Branson entertainment
    - Entertainment time of 20 minutes. Need to poll our entertainers for interest, set up, full details and if that will fit
  - Creative for contest entry. Partnering with the Chiefs to create an unbelievable Branson trip giveaway with Chiefs swag for enter to win piece through the season. Promotion to take place at tailgates, in all digital spread, and radio spots. Working on completing details, legal terms, and any limitations for social media promotion
  - Social media mentions with the Chiefs telling our story. Negotiated 2 social posts and we're working on the final content and creative

## Digital Marketing Report:

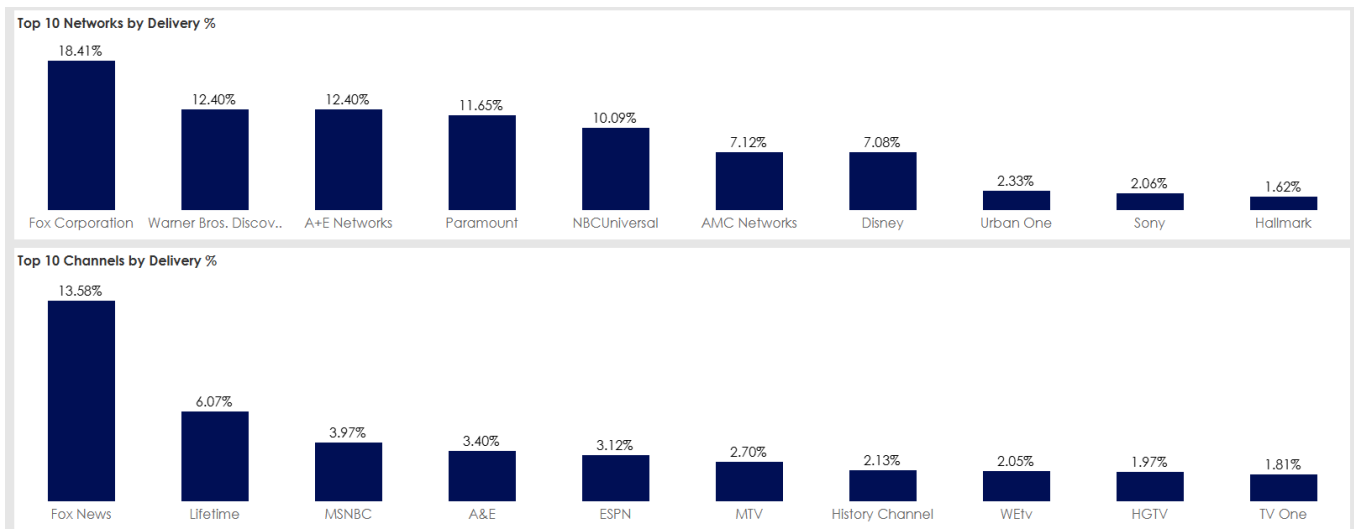
- Datafy:** Attribution impact for the month of June, \$1,282,917 with over 3,500 trips.



- **Top 10 DMAs for June:**

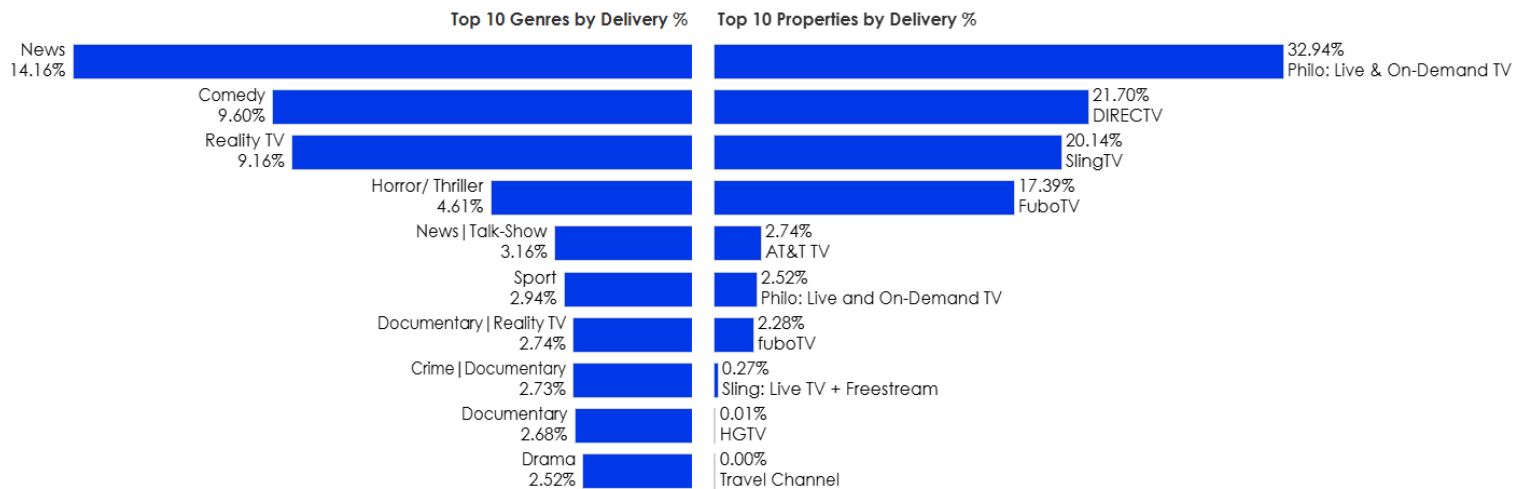
- STL
- KC
- Jefferson City
- Springfield
- Little Rock-Pine Bluff
- Joplin
- Tulsa
- Witchita
- Paducah
- Chicago

- **Miles full June reporting** with in market spending, explanation of decreased numbers from our budget switch from their platform.



- **Cadent/AdTheorent TV (graphic above and on the following page):**

- Top delivering networks. Hallmark was added at the end of June and has already captured nearly 2% of viewership. This network/channel was added in with them at no additional cost.
  - Top genres/what people are watching on the next page.
-



### Public Relations (graphic on the next page):

- [46 Awesome Road Trips from Omaha](#)
- [Golf Digest Ranks 4 Branson Golf Destinations as Best](#)
- [11 Family Friendly Getaways for a Perfect Summer Vacation](#)
- [Today Show- Top Summer Destinations](#), syndicated and picked up in 100+ markets

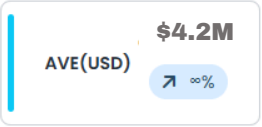
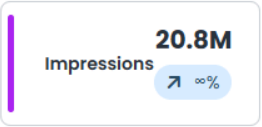
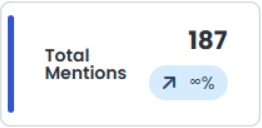
**Website Site Map:** see following pages with site map layout.

### Industry News:

- June travel price index: [US Travel](#)
- [Brand USA partners with America 250 to promote the 250<sup>th</sup> anniversary.](#)
- [Americans Traveling More and Spending Less on Airfare](#)
- [Capturing the Outbound Canadian Market- whitepaper](#)

Coverage S   

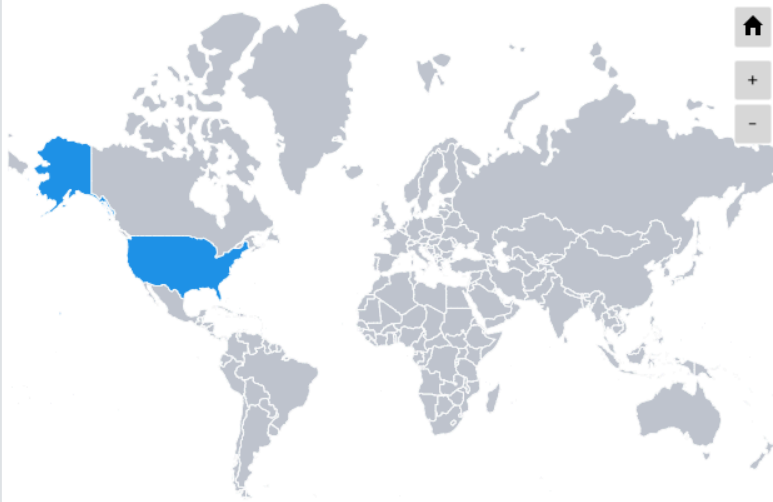
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Volume by Region

06/01/2025 - 06/30/2025

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Mentions



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