



Explore Branson Tourism MOC June 26 Report

Chiefs Marketing:

- In person meeting: June 9 in KC with Kirk. Future plans TBD based on next steps between TCED, City of Branson, and the Chiefs.

Digital Marketing Report:

- Datafy:** KPIs for digital campaign run with them March 20-June 15, top markets highlighted.

Explore Branson - 2025 - Spring 2025 Campaign_PastVisitor/Email

Campaign Run Dates: 03.20.25 - 06.15.25

Report Period: 03.20.25 - 06.15.25

Attribution Mileage Defaults: 50 - 4046 miles

Attribution reflects visitation between 03.27.25 - 05.24.25

KPI performance reflected between 03.20.25 - 06.15.25

Total Impressions 3,795,417	Total Video/Audio Completions 362,933	Total Clicks 10,663	Total Spend \$49,999.67
Unique Reach 272,930	Avg VCR/ACR 89.73% <small>Benchmark: 75%</small> <small>▲ 14.73% compared to benchmark</small>	Avg Display CTR 0.3% <small>Benchmark: 0.12-0.18%</small> <small>▲ 0.18% compared to benchmark</small>	Avg Native CTR 0.34% <small>Benchmark: 0.14-0.25%</small> <small>▲ 0.2% compared to benchmark</small>
Avg Video/Audio CPM \$23.84 <small>Benchmark: \$20-60</small> <small>— \$0.00 Value within benchmark</small>	Avg Display CPM \$9.42 <small>Benchmark: \$8-15</small> <small>— \$0.00 Value within benchmark</small>	Avg Native CPM \$15.70 <small>Benchmark: \$12-20</small> <small>— \$0.00 Value within benchmark</small>	

Top Markets

Which markets are spending in my destination?

DMA	Share of Spend %	Avg. Spend
Little Rock-Pine Bluff	9.79%	\$320.90
Kansas City	7.97%	\$261.85
Springfield- MO	6.11%	\$194.46
Ft. Smith-Fay-Sprngdl-R...	5.69%	\$282.18
Tulsa	4.98%	\$245.75
Columbia-Jefferson City	3.41%	\$299.84
Dallas-Ft. Worth	3.35%	\$310.91
St. Louis	3.15%	\$244.17
Joplin-Pittsburg	2.99%	\$187.32
Oklahoma City	2.81%	\$284.82
All Others	49.7%	\$294.18

Top Markets - Accommodations

Which markets are spending on this category in my destination?

DMA	Share of Spend %	Avg. Spend
Kansas City	8.94%	\$327.13
Little Rock-Pine Bluff	8.7%	\$344.19
Ft. Smith-Fay-Sprngdl-R...	7.38%	\$406.06
Tulsa	4.55%	\$240.24
Dallas-Ft. Worth	3.54%	\$282.97
Columbia-Jefferson City	3.24%	\$353.71
Springfield- MO	3.11%	\$246.00
St. Louis	2.98%	\$275.99
Oklahoma City	2.79%	\$282.30
Joplin-Pittsburg	2.37%	\$271.47
All Others	52.4%	\$348.98

Digital Marketing Report continued:

- **Miles:** [May Media Performance report](#) with all creative assets being used through Miles (same creative digital is being used with Datafy)

Event Recaps:

- May was slower for our team for travel out of the state. Two reports are included from Joslyn at [NTA Contact](#) and [NTA Tap](#).

Public Relations:

May 2025

Coverage Summary

05/01/2025 - 05/31/2025 [May 2025](#)

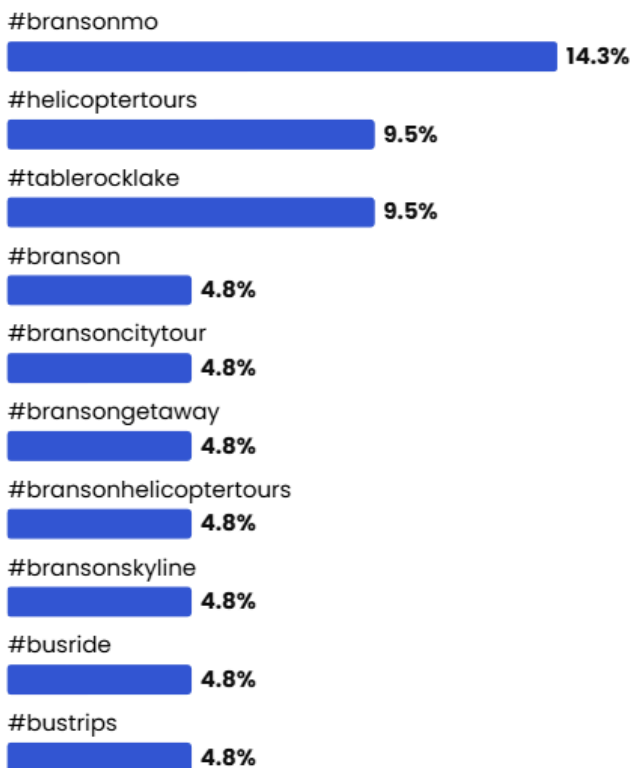
Total Mentions
45 ↗ ∞%

Impressions
164.3M ↗ ∞%

AVE(USD)
4.1M ↗ ∞%

Top Hashtags

05/01/2025 - 05/31/2025 [May 2025](#)



- [A local's guide to unique destinations](#)
- [America's 100 greatest public golf courses](#)
- [Why Branson should be on your mid-west road trip itinerary](#)
- [Inaugural Rally Point Branson](#) event: 18million impressions, picked up in 6 states with 87 mentions (filtered from the total mentions)

Fall Creative:

- [Revised fall spots](#) with Big Cedar content based on 6/10/25 board of aldermen meeting including a 15 mile radius around Branson for marketing and inclusion in marketing materials
- [Digital](#)

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

- Suggested KPIs
 - Increase visitor spending by 3%
 - Increase tax revenue by 3%
 - Increase repeat visitation by 2%
 - Maximize ROI

Industry News:

- US Travelers cut back on trips due to economic uncertainty, [US Travel Smart Brief](#)
- Travelers want more than loyalty points, [Forbes](#)
- Travel agencies report a tale of two booking patterns, [Travel Weekly](#)
- Vacation confidence soars among young and wealthy Americans, [Travel News](#)