



Explore Branson Tourism MOC May 15 Report

Chiefs Marketing:

- **Draft Fest, April 25, Chicken N Pickle- 2 locations in KC.** Two prizes given away, hundreds of Vacation Guides, and all stickers, and promo items
- Two photo installations: 215 group photos in the bus and 400 trading card photos
- Chiefs Cheer team in Branson for their training camp May 16-18. Not a weekend getaway filled with fun, the focus is training for the season and working with new cheer members



Digital Marketing Report:

- **Nexstar** campaign results for the month of April. Full report is [found here](#).
 - Benchmark CTR established and goal of 0.2-0.5% for this new campaign to build momentum and adjust based on performance
 - 1,625 visits from ads served from the launch of the campaign to April, 30
- **Datafy** [visitation data with comparisons from 2024 to 2025](#)
- **Miles** [April media report](#) with results for driven visitation, metrics, landing rate, CTR and more
- **Cadent** linear (traditional) [TV spend by market for April](#)

Public Relations:

- **Agility PR** story mentions for April [Click here for graphs and links](#)
 - 84.7 million impressions
 - \$2.1 million AVE (advertising value equivalency)

Website:

- Simpleview team in market May 12-14 for destination immersion. Visit experience:
 - Shepherd of the Hills, ropes and bridges, tower & Copperhead Mt. Coaster
 - Pink Jeep Tour
 - Aquarium
 - Silver Dollar City
 - Clay Cooper
 - Indian Point tour with boat ride
 - Dolly Parton Stampede and dinner
- [Click here](#) for the task schedule for the website project

Event Recaps:

- **250 in Branson- community work session notes and recap of details**
- Beginning in 2025 all team members attending a show, conference, or event are submitting reports with the five highlights, five areas of improvement, and/or a summary of why to or not to continue to participate
 - Reports linked: Joslyn ABA, Kristina & Stewart Sports Express Conference, Yvonne RCMA, Stewart MO Sports Travel Exchange, Avery and Reed for Meetings Today Live, Ashlie and team for Dallas Up Close and Travel & Adventure Show

Fall TV Spots:

- Fall spots for review

Vacation Guide:

- Hive planning images showing tasks, schedule, article ideas, concepts
- Review of first draft of content May 20 by the CVB team

KPIs: current KPI & Goal Sheet can be found here

- More time to gauge metrics of media plans in place, attendance at events, and measuring the numbers with data platforms

Industry News:

- International visitation is down, the facts and figures from Travel Pulse by Northstar
 - States facing a decline in visitation because of tariffs
 - ***How Women Over 50 Are Driving Billions in Travel Spending and Reshaping the Industry***, TravelPulse
 - **“80% of US consumers say their travel behavior will change** in the next six to 12 months as a result of the recent financial news. One-third (33%) of this group said they will travel closer to home, 24% will change to a less expensive mode of transportation, and 22% anticipate adjusting their length of stay. Read more here.
 - Pigeon Forge tourism spending slight decline in 2024
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