



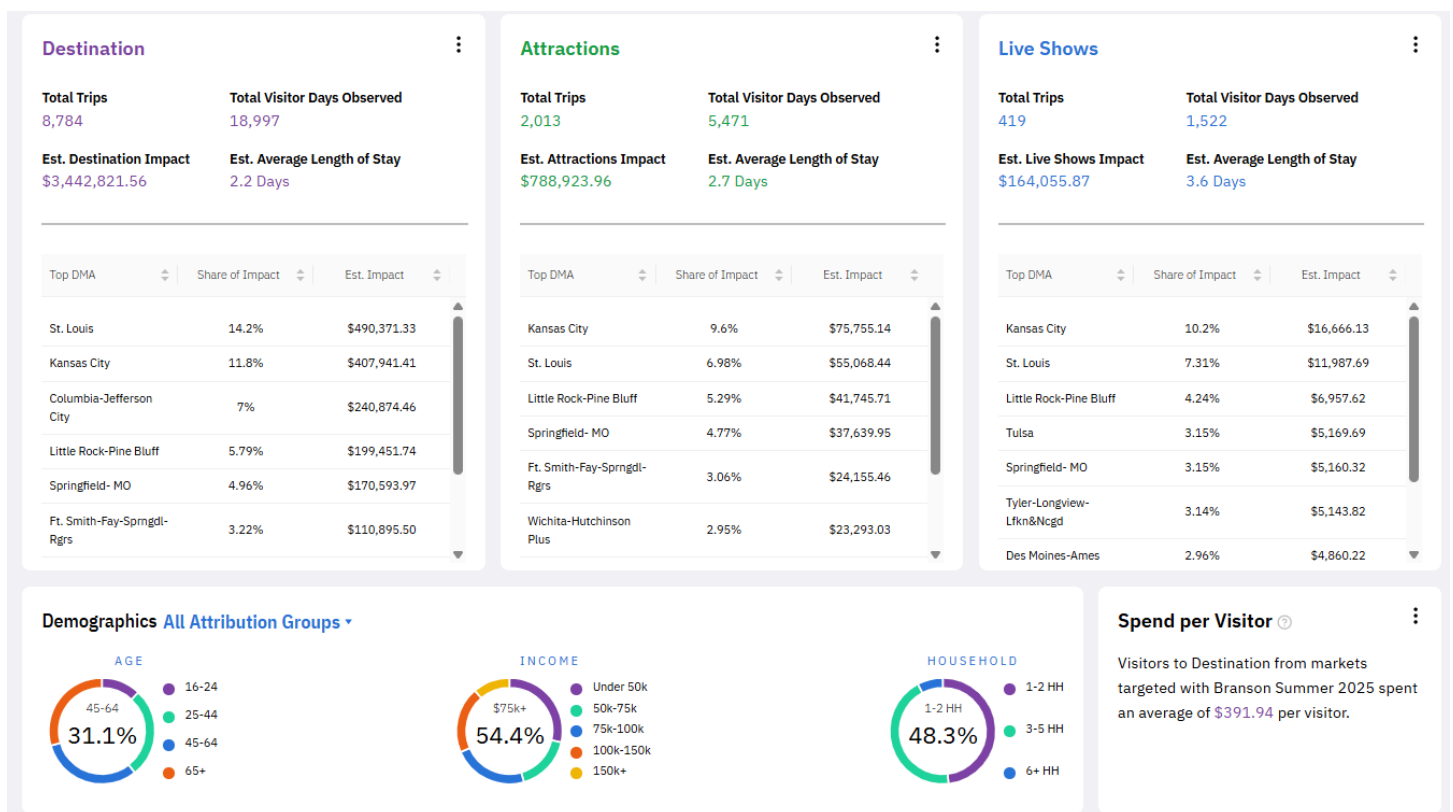
Explore Branson Tourism MOC August 21 Report

Chiefs Marketing:

- Final details for prize giveaway, legal language being worked out with the Chiefs marketing team
- Spots running with KSHB in KC, official network for Chiefs: [click here](#).

Digital Marketing Report:

- **Datafy:** Destination, attraction, and live show attribution with number of trips, visitor days, length of stay, and economic impact June-July.



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Digital Marketing Report continued:

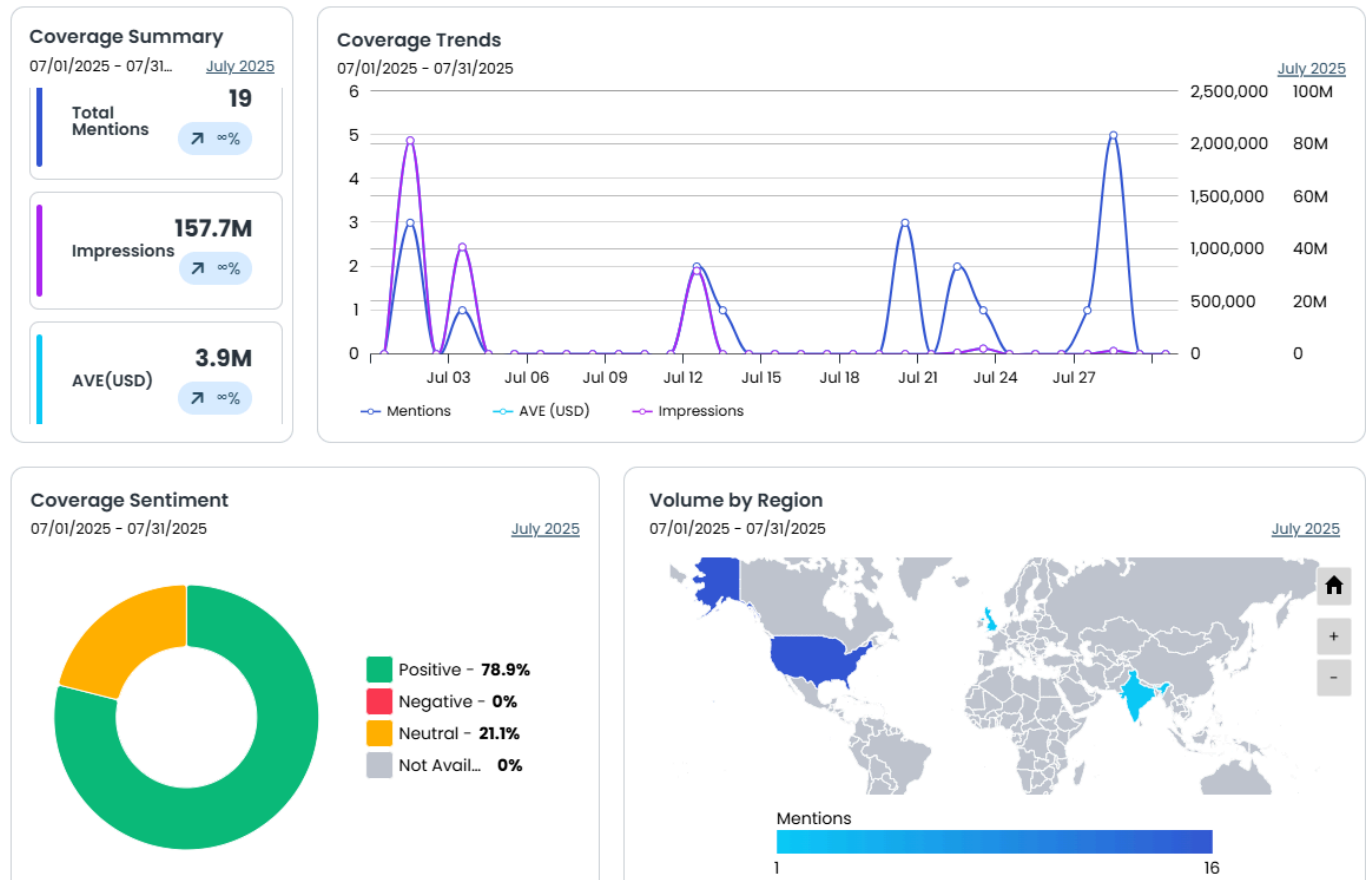
- **Miles:** July media performance. Please note, the levels of decrease they show are because their budget was reduced. Other marketing efforts took their place: Datafy, CTV, and Hallmark, for example.
- **Adara:** full report. Again, keep in mind change in numbers based on investment with Miles.

Event Recaps:

- MPI WEC, LamontCo

Public Relations:

July 2025



- [15 Places that feel like summer vacation you remember as a kid](#)
- [Afar- best place to travel in September, Branson #1](#)
- [Best golf courses in MO](#)

Cultivator: Christmas creative and evergreen version of the song to be shared at the meeting.

Fall Fest:

- Working with the Historic Downtown team, we are assisting with plans for a Fall Fest October 3-4. The event will feature:
 - window/storefront decorating contest
 - scavenger hunt
 - decor throughout the downtown
 - advertising and promotion
- We applied for additional tourism tax funding through the City of Branson and received an awarded amount of \$53,000 to assist Historic Downtown.

TripScout: [final report](#) for partnership wrap up.

Vacation Guide: on schedule. Copy of page layout and sample covers will be shared at the meeting.

Use of Recouped Funds:

- KSHB, KC drive market proposal for [One Tank Road Trip 10 week campaign](#), \$35,000
- Great American Family (Media Network) [sponsorship and digital placement](#), \$50,000. Digital billboards with Ozark Mt. Christmas Branson branding and Ozark Mt. Christmas/Branson logo placement October 1-January 1.
 - Great American Family was the #1 ranked fastest-growing network for total day viewership in 2023
 - In the first quarter of 2023, the network saw a 118% rise in total viewers in primetime ratings
 - November 2024, the network experienced a 21% rise in total viewers compared to November 2023
 - The network's signature Great American Christmas is one of the most popular segments for their audience of 50 million viewers.

Industry News:

- June travel price index: [US Travel](#)
- [Fewer Americans Took Vacation in June Since Pandemic](#)
- [World Travel & Tourism Council- US Economy to lose \\$12.5 billion this year](#)

Review Process Discussion:

- **Examples:**

- **Hillsborough County, FL, Tampa Bay: Tourism Development Council**

- Quarterly: [sample of minutes](#)
- CEO provides a quarterly report with STR, hotel tax revenue, economic impact, marketing campaign results, and previews of upcoming campaigns. The CVB presents creative, campaigns, and the full contracted services to the group, per contracted terms, and the Council reviews, discusses, and oversees the financial investment. There is no granular review of each individual item. They follow their marketing plan and content is created based on the annual plan.

- **Beverly Hills, CA: CVB Marketing Committee**

- Quarterly: [sample report to the city with details of quarterly report to the city](#)
- The CVB's marketing committee reviews and provides input and feedback to the marketing team. The city oversees the fund balance, review of plan, and program of work in accordance with their contract.

- **Sedona, AZ: Tourism Advisory Board**

- Monthly
- The city oversees the work of the tourism team on city staff with a volunteer elected Tourism Advisory Board. This group oversees the strategy and plan, providing insight, suggestions for areas of focus, and when to use funds for marketing and promotion efforts. Purpose is responsible visitation, leveling out visitation, and balancing resident sentiment. [Guidelines for board expectations on page 2 and 3 of this document.](#) Board members do not make final decisions.

- **Prescott, AZ: Tourism Advisory Committee**

- Monthly: [sample agenda](#), link to page with [full meeting packet](#)
- The city oversees the work of the tourism team on city staff with a volunteer elected Tourism Advisory Committee. This group oversees the strategy and plan that the team presents. The team has control of creative, development of creative, and presents final product for review. There is no in the weeds discussion, and the group does not take a granular approach in the review of the content. The committee makes recommendations for staff to take to elected officials for a voting decision.

- **Colorado Springs, CO, Marketing & Communication Committee**

- Quarterly: [sample of minutes](#)
- Colorado Springs represents Colorado Springs and the Pikes Peak region, operating as the official DMO, reporting to the Marketing & Communications Committee, made up of city, county, and business appointments. Round table discussion of new ideas or changes in existing plans/structures.