



Explore Branson Tourism December Marketing Report

Chiefs Marketing:

- KSHB TV campaign to guess the first snowfall at Arrowhead Stadium, \$25,000 investment from Chiefs contingency funds. Winner chosen on December 1. Olivia is working on the prize and contacting the winner.
- Village of Indian Point parade- working to get a former player to attend with his family and be in the parade.

Digital Marketing Report:

- Great American Family wrap-up report from sponsoring Facebook Live event.
- Big focus- working with TripAdvisor, Datafy, Granicus to build the media plan for 2026.

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Great American Family
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Description Here

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Ginger Kinion Wilson
Branson is such an awesome place to visit during Christmas and all year.

Erica Escamilla
The Christmas decorations look pretty

Public Relations: Today Show will turn to Branson live on 12/12 at 7:20am for a two minute segment on the Merriest Main Street portion of their program. Teasers begin on KY3 tomorrow, Friday, December 5. Recent media mentions with our assistance:

- AFAR: America's 250th, Flag Day goal for Branson. Circulation of nearly 1million and average HHI of over \$130,000.
- Country Living- best Christmas light displays.
- Quirky Road Trips & Museums.

Director of Marketing: Lauren Hustead has been promoted to Director of Marketing from Digital Marketing Manager. She has hit the ground running with assisting in the building of the media plans for 2026, will continue to lead the successful efforts of Vacation Guide & website sales, and so much more. We're excited to celebrate Lauren's advancement on the Explore Branson team.



Vacation Guide: at the printer and ahead of schedule.

Transition: We're working with Miles on the website transition and so far, it has all been working smoothly. We are on schedule for a maintained January 7, 2026 website launch.
