



# BRANSON/LAKES AREA CVB

## *Website & Digital Media Performance Highlights*

March 2023

#EX *Branson* MISSOURI *miles*  
★ PARTNERSHIP

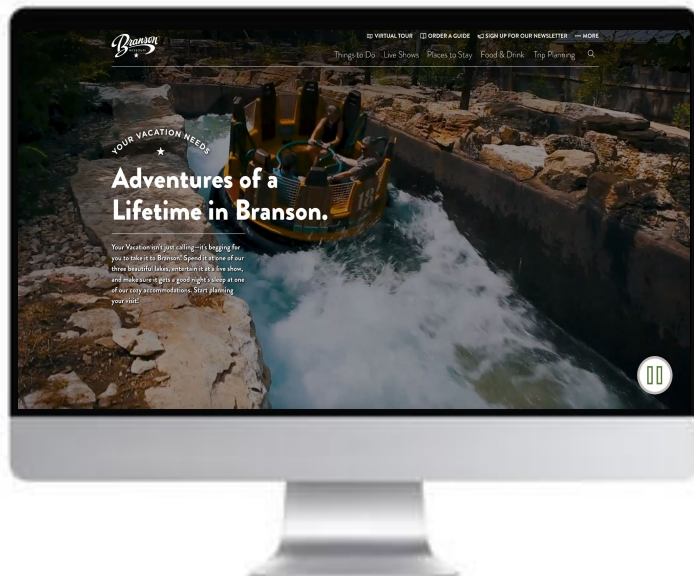


# ExploreBranson.com Performance

---



# ExploreBranson.com Website Traffic



Users

2,099,039 users in 2022

Pageviews

8,935,271 pageviews in 2022

Avg. Session Duration

02:26 minutes in 2022

★ There were **1,676,597** Organic Sessions in 2022

*January 2022 - December 2022 Numbers*

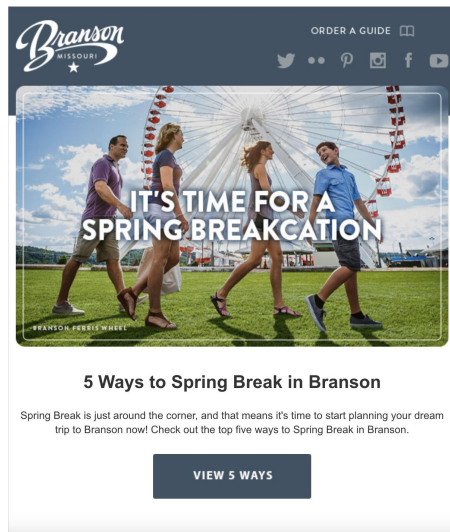


# Website Goal Conversions



43,661

Vacation Guide Orders



28,230

Newsletter Sign-Ups

Business Profile

BOOK NOW →

VIEW WEBSITE →

936,114

Partner Referrals



A group of four people (two adults and two children) are jumping from a wooden dock into a calm lake at dusk. The people are seen from behind, with their arms raised in excitement. The dock is made of weathered wooden planks. To the right, a white boat is partially visible. The background shows a wide expanse of water and distant hills under a soft, twilight sky.

# 2022 Digital Media Highlights

## 2022 Paid Digital Media Highlights



**182 Million**  
*Impressions*



**1.8 Million**  
*Clicks*



**34 Million**  
*Video Views*



# 2022 Real World Results - Arrivalist



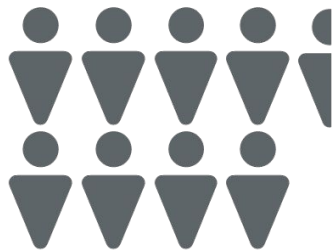
# ARRIVALIST™



**8.4MM**

Unique Panel Individuals that are observed in the same geographies by Arrivalist that are NOT exposed to CY 22 campaigns.

## Arrivalist Control Group



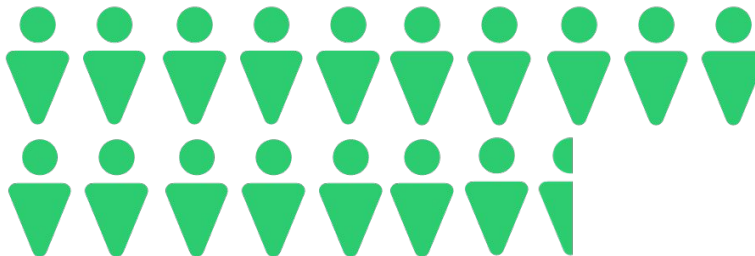
**8.6** / **1,000**  
visits / panelists



**8.4MM**

Unique Panel Individuals exposed to CY 22 campaigns

## Arrivalist Exposed Group



**17.4** / **1,000**  
visits / panelists

Exposed Group is  
**2X**  
more likely to visit  
than unexposed group

**+102%**



**Arrivalist***Lift*

# Spotify

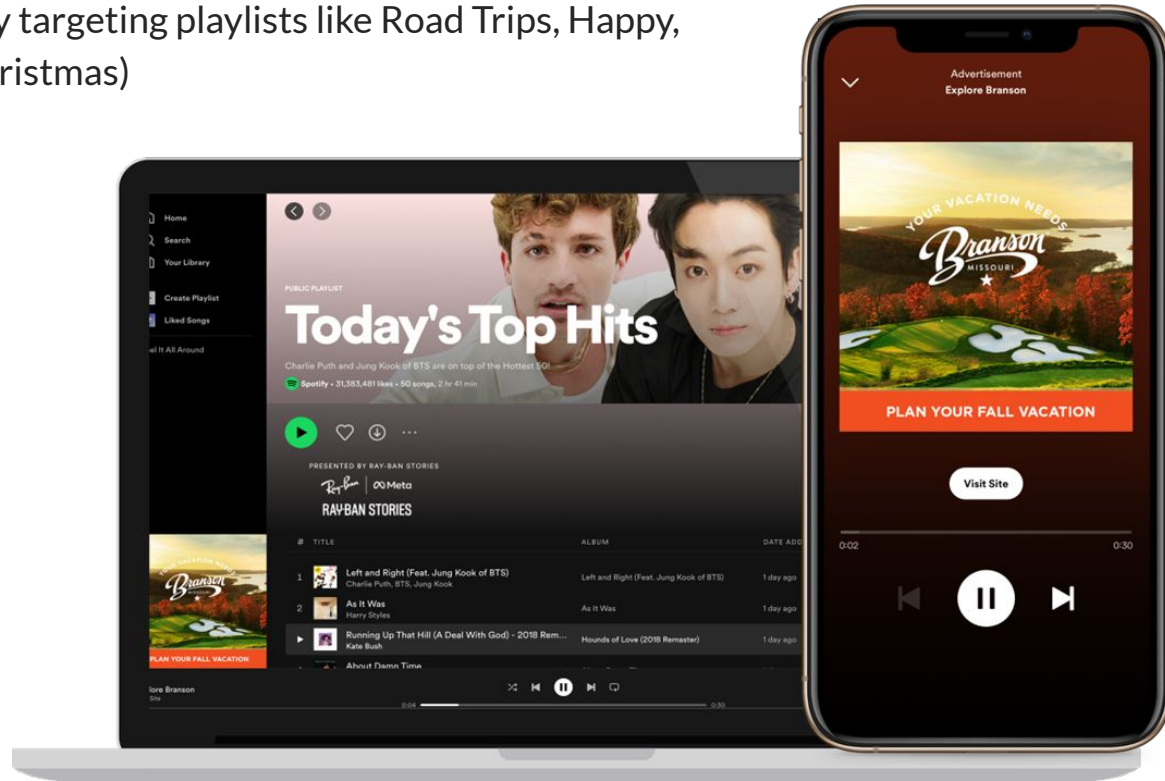
- Reach users in the right moment by targeting playlists like Road Trips, Happy, Outdoor, and Holiday music (for Christmas)

16.5M

Impressions

80%

Arrival Lift





# DIGITAL BILLBOARDS

- Innovative technology & approach allows for better addressability & accountability
- Program includes mobile pre-roll video retargeting to exposed users to reinforce messaging and drive incremental frequency

12.9M

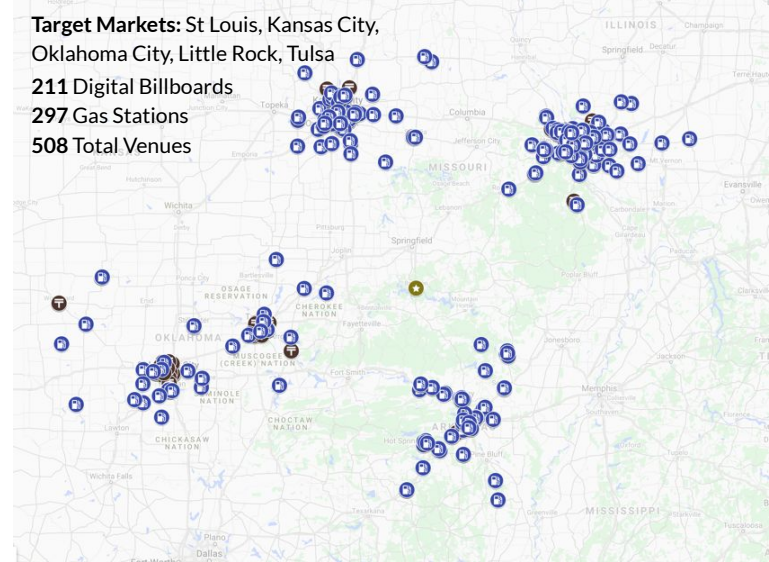
Impressions

340%

Arrival Lift



Target Markets: St Louis, Kansas City,  
Oklahoma City, Little Rock, Tulsa  
211 Digital Billboards  
297 Gas Stations  
508 Total Venues



# PADSQUAD FLIP CARDS

- Mobile-Only Rich Media Unit
- Playfully engage audience with an interactive stack of cards
- Product Cards politely revealed themselves as the user scrolled and provided beautiful and engaging images of things to do in Branson! Autumn festivals, hiking, fall shopping, exciting shows, and of course, wine tasting!

12.4%

Engagement  
Rate

2x Benchmark

17s

Avg. Exposure Time

50% Over Benchmark



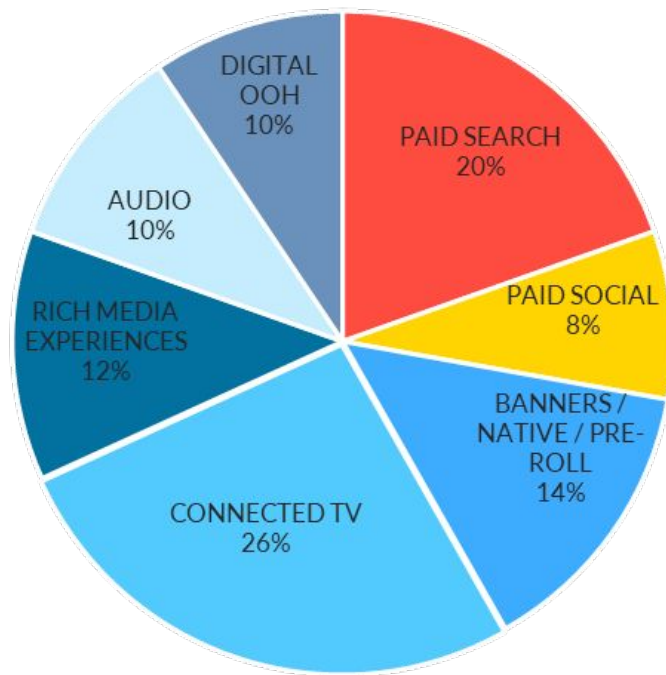


# 2023 Digital Media Plan



# CHANNEL STRATEGY

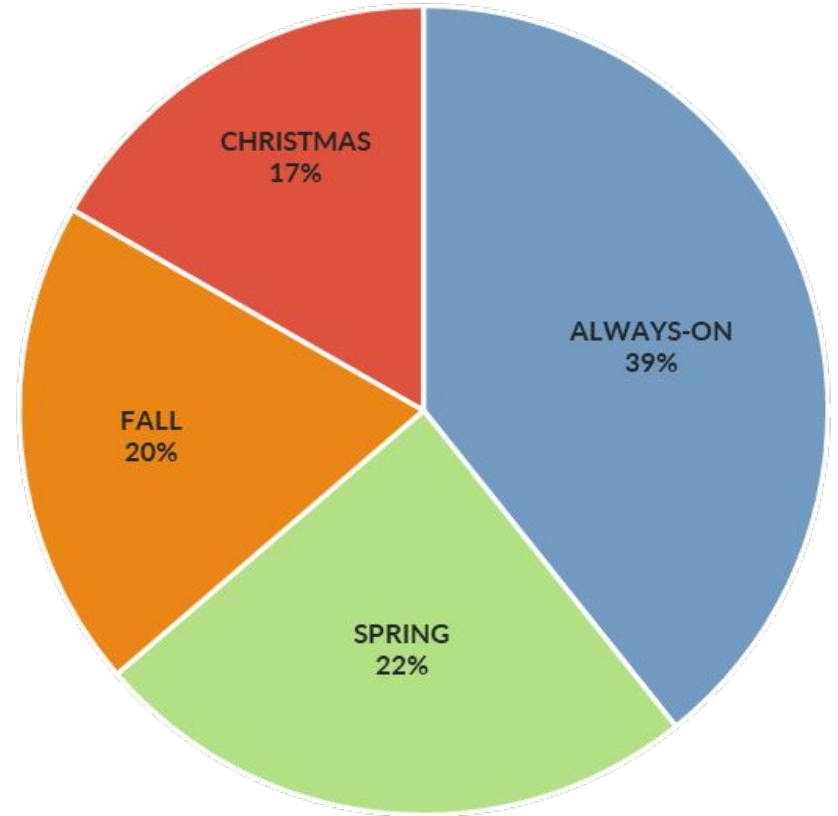
CHANNEL	BUDGET	YoY Change
Paid Search	\$750,000	-3%
Paid Social	\$315,000	+4%
Banners / Native / Online Video	\$535,000	+7%
Connecting TV / Streaming	\$1,010,500	+98%
Rich Media Experiences	\$467,500	-6%
Audio	\$390,000	+44%
Digital Out-of-Home	\$360,000	+167%
<b>Net Media Total</b>	<b>\$3,828,000</b>	<b>+28%</b>





# CAMPAIGN STRATEGY

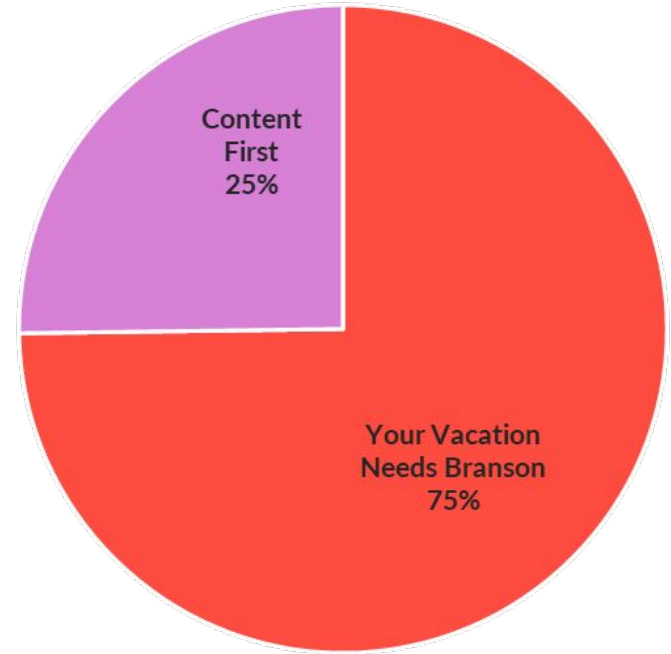
CAMPAIGN	BUDGET
ALWAYS-ON	\$1,435,000
SPRING/SUMMER	\$892,500
FALL	\$715,000
CHRISTMAS	\$611,500
Net Media Total	\$3,654,000



# MESSAGING STRATEGY

---

PRIMARY MESSAGING APPROACH	BUDGET ALLOCATION
Brand Campaign: <i>Your Vacation Needs Branson</i>	\$2,863,000
Content First	\$965,000
<b>Net Media Total</b>	<b>\$3,828,000</b>



# PROGRAMMATIC CONNECTED TV

- Increased investment in the programmatic CTV platforms with a large opportunity to provide high awareness and video completion rates
- Programmatic approach to CTV reaches users across many ad supported platforms
- 30 commercials targeted to living room TV devices at scale
- Non-skippable, 100% viewable & targetable





# DIGITAL BILLBOARDS

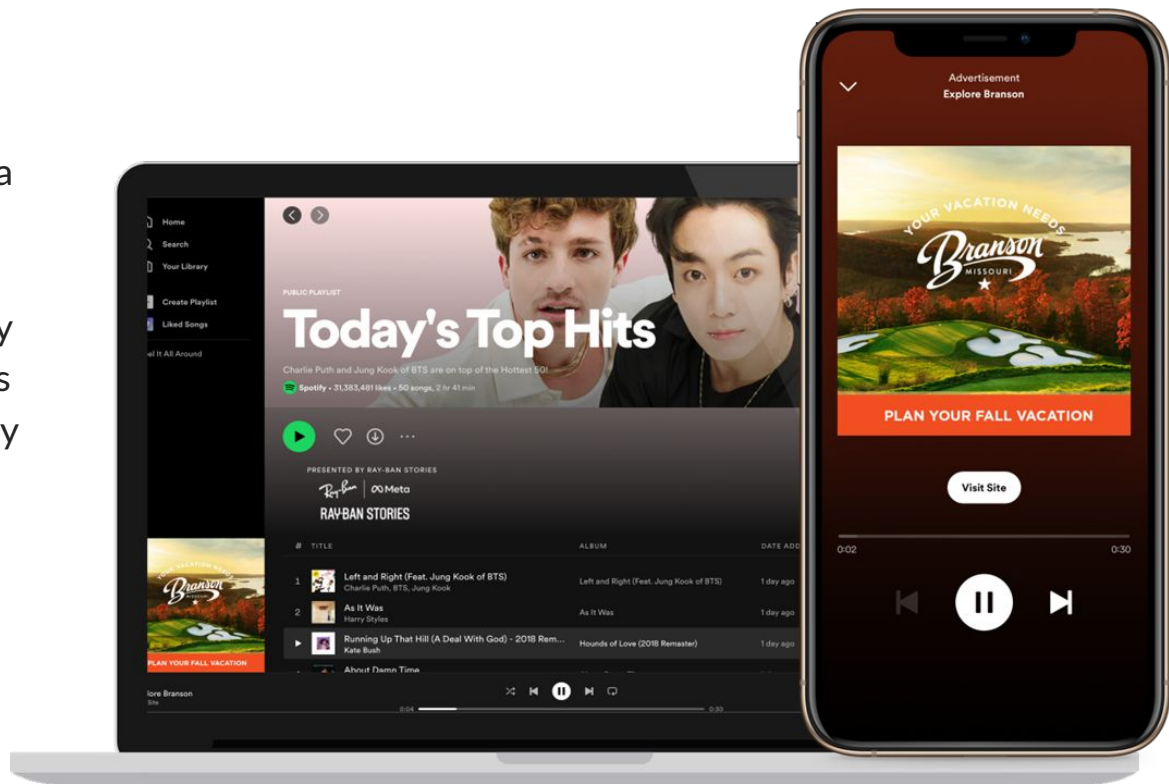
---

- #1 performing channel in 2022 for driving Arrivals & Arrival Lift
- Target leisure travelers in top regional markets St. Louis, Kansas City, Oklahoma City, Tulsa, Dallas, Wichita
- Mix of Billboards & Urban Panels (in available markets) for highest impact impressions



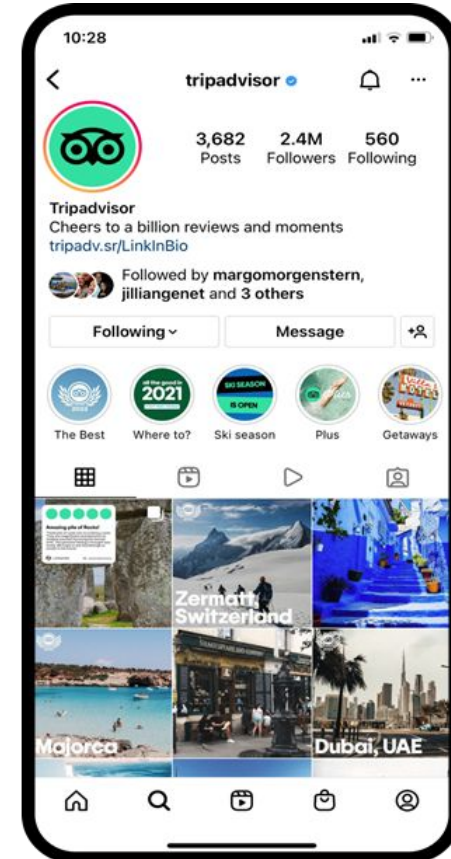
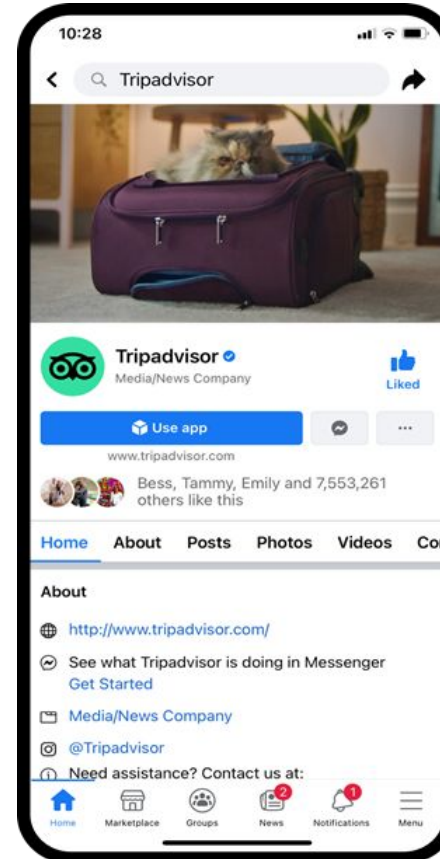
# SPOTIFY ADS

- Audio ads have historically driven a 80% Arrival Lift
- Reach users in the right moment by targeting relevant seasonal playlists like Road Trips, Summer and Holiday music



# TRIPADVISOR - SOCIAL

- Leverage Tripadvisor's popular & trusted social handles to promote seasonal content
- Overlay bubble ratings from Tripadvisor for true “people-powered” promotion
- Drives high CTR





# PADSQUAD GENERATOR

---

- New tactic, rich media opportunity to provide a fun ad experience for users to engage with through a unique application of touch
- When users hold down their thumb, the activity generator will randomly select and showcase one of Branson's many activities or attractions



# PLAN HIGHLIGHTS

**Seven**

*Digital Channels  
active across  
seasons*

**Ten**

*New and optimized  
creative and tactic  
types*

**\$235K**

*Negotiated in  
added value &  
media savings*

2023

---

# Travel & Tourism Landscape





## 2023 NAVIGATOR

---

- Experiences > Destinations
- Evolution of Travel Inspiration
- Privacy & Peace of Mind
- Prompting Travel

An underwater photograph showing a coral reef with many striped fish and several divers. The scene is dimly lit with a blue-green tint. The text "Experiences > Destinations" is overlaid in white, with "Experiences" underlined.

Experiences > Destinations



[Travel News Blog](#)


# New U.S. Data Shows Consumers Buying Fewer Things While Spending More on Experiences Like Travel

[Sean O'Neill](#), Skift

May 18th, 2022 at 6:11 PM EDT



# EXPERIENCES > DESTINATIONS



By Scott J. Ross

## The 25 Travel Experiences You Must Have

A pair of internationally minded writers, a chef, an architect and a landscape photographer made a list of the most extraordinary adventures a person should seek out. Here are the results.

1. Taste Wood-Smoked Sorcery at Asador Etxebarri in Spain's Basque Country



2. Search for Muslim Spain in Al-Andalus



Coveted New York Times' annual list of travel places is now **list of 25 experiences**

### Experience-Driven Accommodations Selection

STR (short term rental) guests  
**value character in a property.**

Nearly nine out of 10 guests  
actively seek out properties with  
an interesting look and feel.

Phocuswright Research 2021



Leveraging  
**the trend**

EXPERIENCES > DESTINATIONS

## **What It Means to You**

---

1. Evaluate your content strategy and marketing products through the lens of experiences: do they establish a unique point of difference from other places and promote the authentic experiences consumers are seeking out?
2. For well-established destinations, explore ways to position your offerings in a new light and/or promote lesser-known experiences
3. Support local industry members and neighborhoods in developing or enhancing existing experiences



# Evolution of Travel Inspiration

---



## Evolution of travel **inspiration**

### Generational Divide In Media Consumption

- Biggest differences ever recorded (since research commenced in 2008)
- For those under 40, a radical shift to focus on image and short-format video content

#### “MOST RECEPTIVE” MEDIA & CONTENT RATED BY GENERATIONS OF TRAVELERS

##### Generation Z

- TikTok
- Instagram
- Websites



##### Millennials

- Facebook
- Websites
- Instagram



##### Gen X

- Websites
- Facebook
- Review Websites



##### Boomer or older

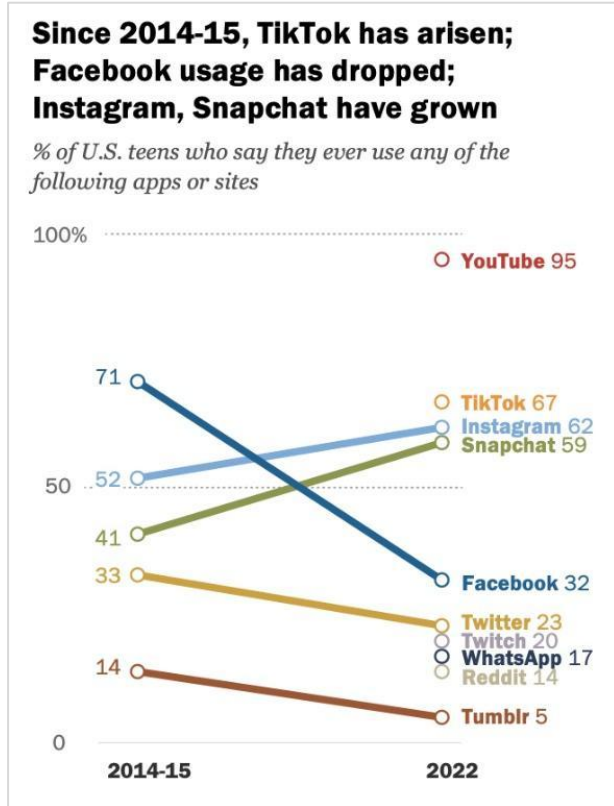
- Websites
- Email
- Official Guide



# Evolution of travel inspiration

**YouTube (95%),  
TikTok (67%) and  
Instagram (62%)**  
are the most widely used  
platforms in 2022.

**Facebook**, which was at  
71% in 2015, **dropped to  
32% this year.**





## Evolution of travel **inspiration**

---

### TikTok Takes on Search (and Google)

As reported in TechCrunch:  
“In our studies, something like almost **40% of young people**, when they’re looking for a place for lunch, they don’t go to Google Maps or Search,” said Google SVP Prabhakar Raghavan. **“They go to TikTok or Instagram.”**

**Google exec suggests Instagram and TikTok are eating into Google’s core products, Search and Maps**

Sarah Perez @sarahintampa / 5:57 PM EDT • July 12, 2022

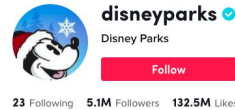
[Comment](#)



# EVOLUTION OF TRAVEL INSPIRATION



Ryanair uses relatable and humor-driven content



Disney offers behind-the-scenes insights



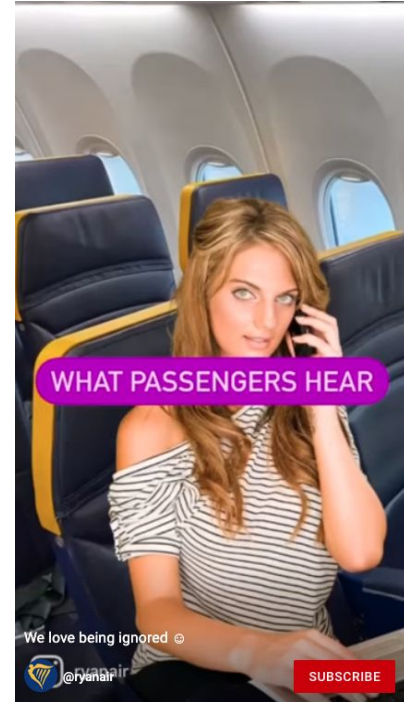
VCA uses an authentic, tailored-to-TikTok content strategy

Travel brands are jumping on the TikTok bandwagon to reach new audiences, but success is not easy to replicate

# EVOLUTION OF TRAVEL INSPIRATION

## The Power of TikTok's Influence

**Short-form snackable video now ranks #1** for most engaging content types and has the higher ROI of any social media marketing strategy (HubSpot)

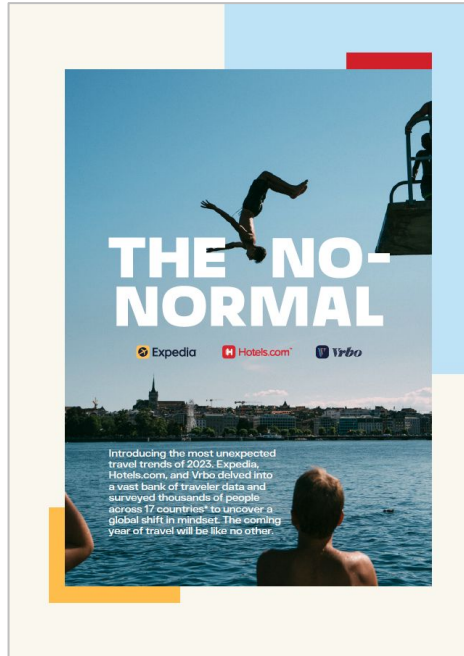




## Evolution of travel **inspiration**

### Screen Tourism Provides Inspiration to Travelers

Two-thirds of global travelers have considered and **39%** have booked trips to destinations after seeing them on streamed shows or movies



Leveraging  
**the trend**

## EVOLUTION OF TRAVEL INSPIRATION

### **What It Means to You**

---

1. Make video the star of your content strategy, inclusive of short-form video formats
2. Diversify your marketing strategies and tactics to reach various audiences on the channels they frequent
3. Explore innovative content opportunities such as screen tourism and sponsored content

# Privacy & Peace of Mind

---





# PRIVACY & PEACE OF MIND

SHARE



CMO TODAY

## Brands Review Data Privacy Policies After \$1.2 Million Sephora Settlement

Many marketers working to ensure compliance before new regulations take effect Jan. 1



The California Attorney General's office penalized Sephora for alleged violations related to its targeted advertising practices.  
PHOTO: EDUARDO MUNOZ/REUTERS

Deloitte  
Digital

The ri  
fit is a  
perso

### MOST POPU

1. There's Stalking Meet th McBase
2. Florida Empty M Venezue Person
3. America Continu World R Rising
4. Federal Stock in

The New York Times

GIVE THE TIMES

## Google Agrees to \$392 Million Privacy Settlement With 40 States

Under the agreement, which state attorneys general said was the largest U.S. internet privacy settlement, Google must also make its location-tracking practices clearer to users.

Give this article



The attorneys general said Google's practices violated state consumer protection laws that forbid companies to mislead and deceive consumers. Reuters

# RULES & REGULATIONS

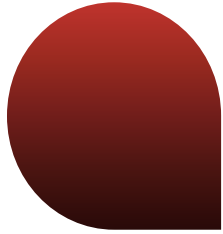
- **GDPR** - General Data Protection Regulation
- **CCPA / CPRA** - California Privacy Rights Act
- **VCDPA** - Virginia Consumer Data Protection Act
- **ADPPA** - American Data Privacy and Protection Act
- **VPPA** - Video Privacy Protection Act
- + New State Laws from Colorado, Connecticut, and Utah



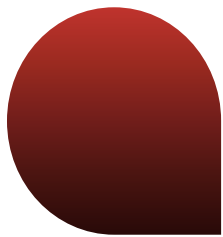
# WHAT THE PROMPT

*an ai story*





**ai for** sales  
code  
**brands**  
creative  
**business**



**ai for brands**



namelix

namelix

by Brandmark.io →

## Business Name Generator

generate a short, brandable business name using artificial intelligence

Generate



### Get name ideas

Namelix generates short, catchy names with a state of the art language model



### Filter results

Decide whether you prioritize a shorter name, having a specific keyword or domain extension



### Save your names

Our algorithm learns from the names you like, giving you better recommendations over time





namelix

Name Style

Randomness

Brand Info

⚙️

Brand info

destination marketing agency advertising media creative websites

Add any keywords that may be related to your idea or business.

Travel

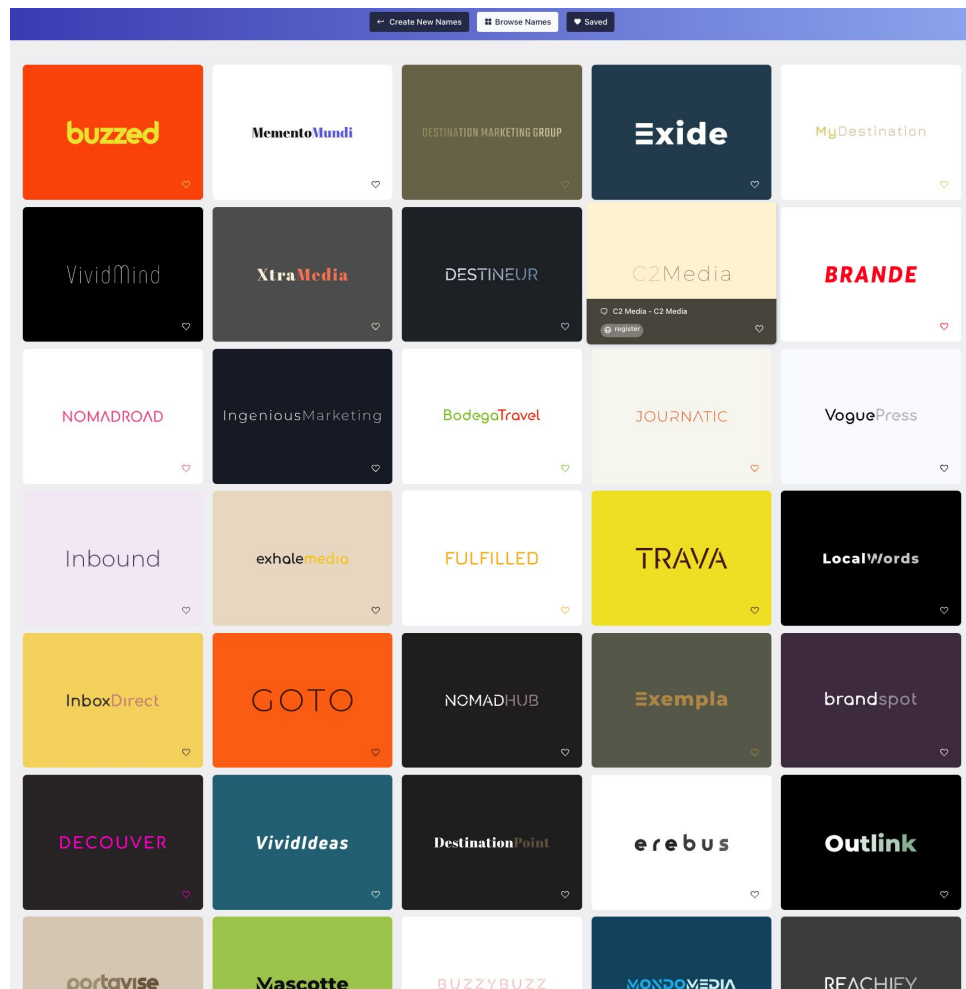
A short one-sentence description of your business or product.

Generate

[back to names](#)

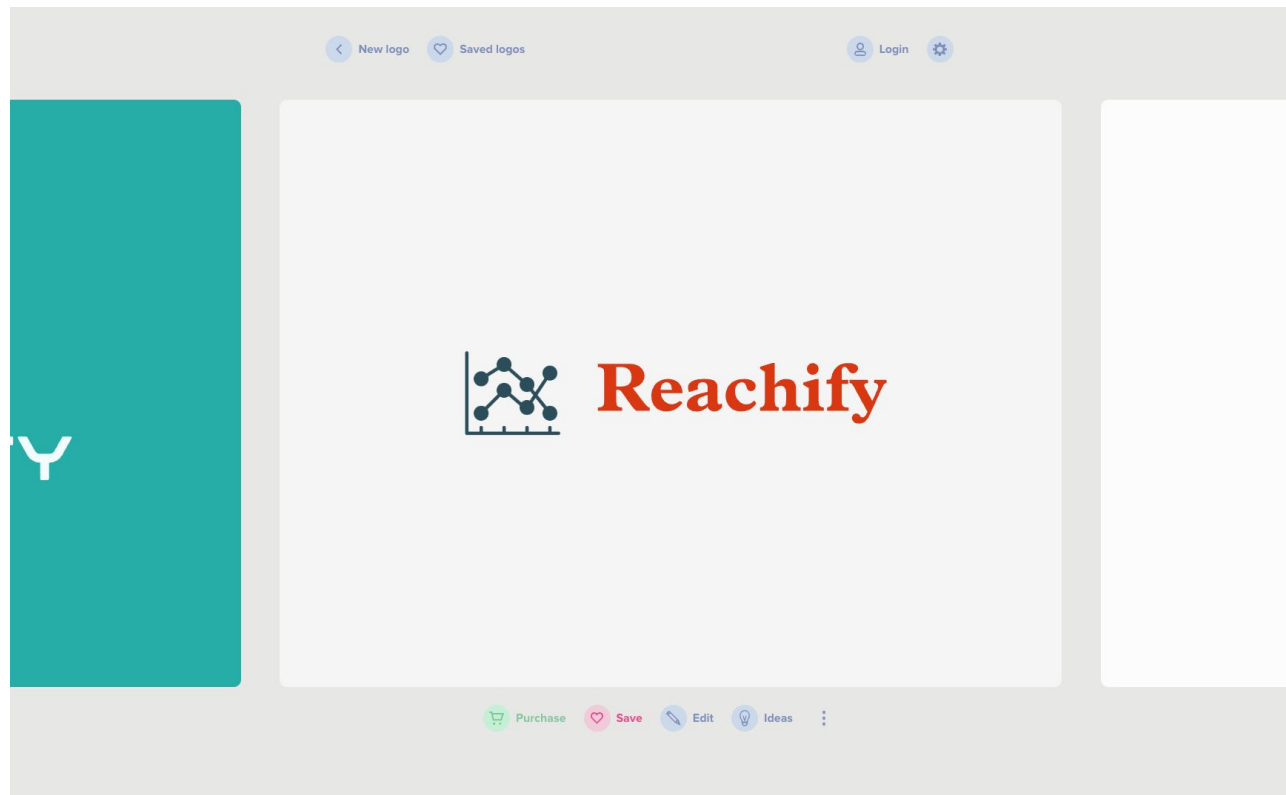


# namelix





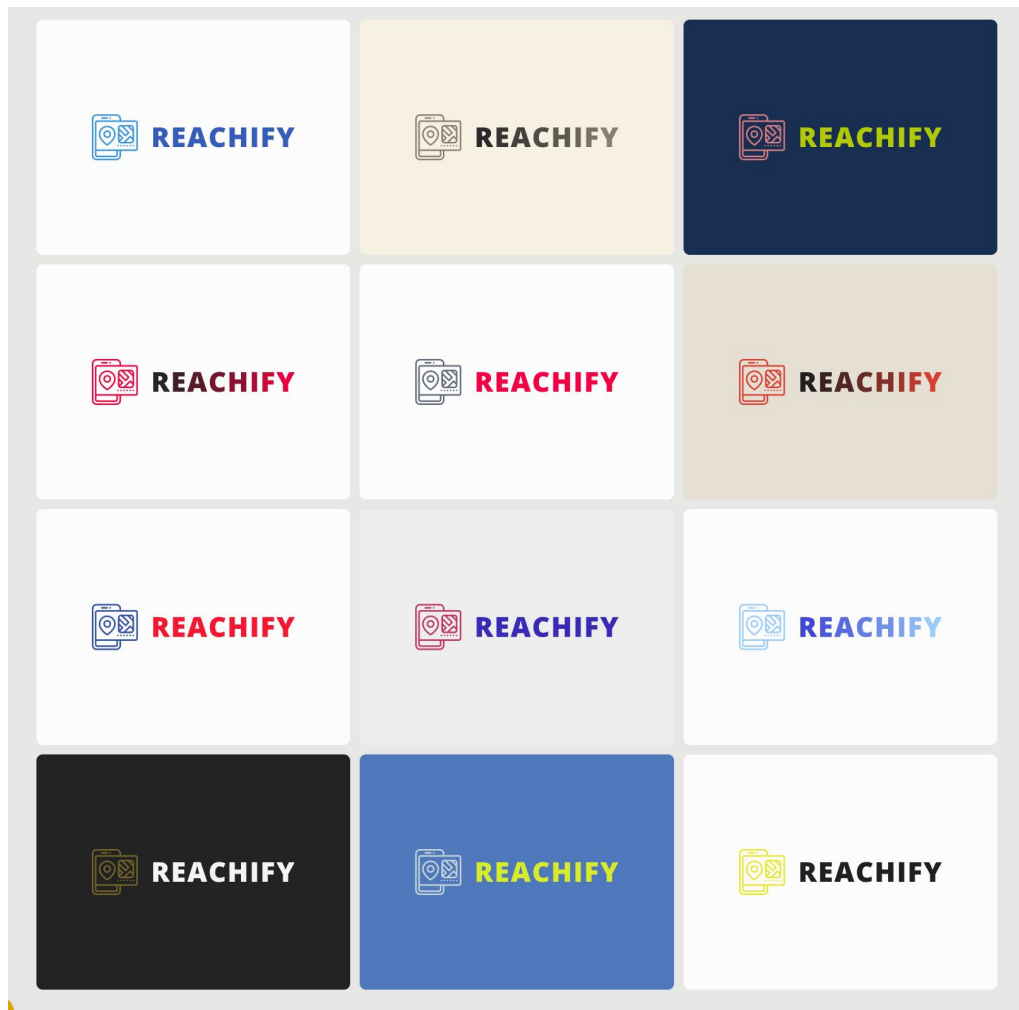
namelix





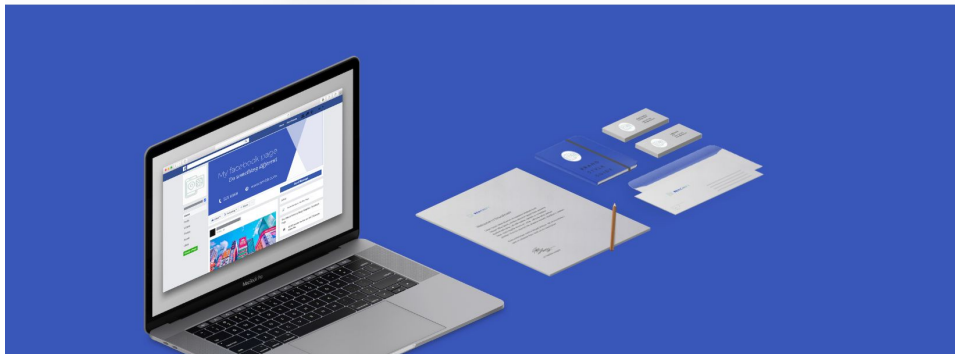
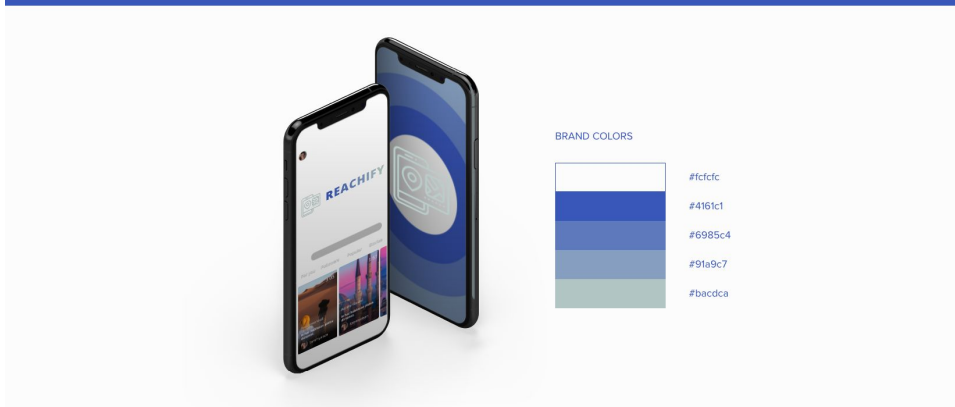


namelix





namelix





# Looka

Looka

Logo Maker

Brand Kit

How It Works

Reviews

Logo Ideas

Blog

Log in

Sign up

## Design your own beautiful brand

Use Looka's AI-powered platform to design a logo and build a brand you love.

Enter your company name

Get started



...

TC TechCrunch

Google

THE HUFFPOST

Forbes

THE GLOBE AND MAIL





# Looka

Looka

### Pick your industry

Knowing your industry will help us pick symbols, colors, and more.

Restaurant, Consulting, Beauty, Photography, Fitness...

Travel

Travel

Travel Agency

Travel Blog

Continue →

Looka

### Pick some logos you like

We'll use these as inspiration. These were all made with Looka.

Skip →

VESSEL YOGA

KOMU LALE

LA BLANCO BOUTIQUE

MACADAMIA DESSERTS

JOHNNY ROCKETS DELICIOUS TREATS

aredian self care studios

Chill Tea

POWER PACKS

WOOD BULLY DESIGN & BUILD

Heartily Organic

Palm Fitness LOS ANGELES

PETE'S COFFEE COFFEE TEA PASTRIES

KATALA KOLLEKTIVI

Sandra Hanna HAIRSTYLIST

HOMESPACE REAL ESTATE



# Looka

←

Looka

≡

### Pick some symbol types

We've hand-curated symbols for these types

Continue →

Travel

Travel Tours

Travel Agency

Travel Blog

Airplane

Boat

Sun

Adventure

Camping

Nature

Mountains

Hotels

Wave

World

Globe

Tourism

Earth

Sea

Ocean

Vacation

[I want to pick my own symbols](#)

←

Looka

≡

### Pick some colors you like

Colors help convey emotion in your logo

Skip →

Blue

Purple

Pink

Red

Orange

Yellow

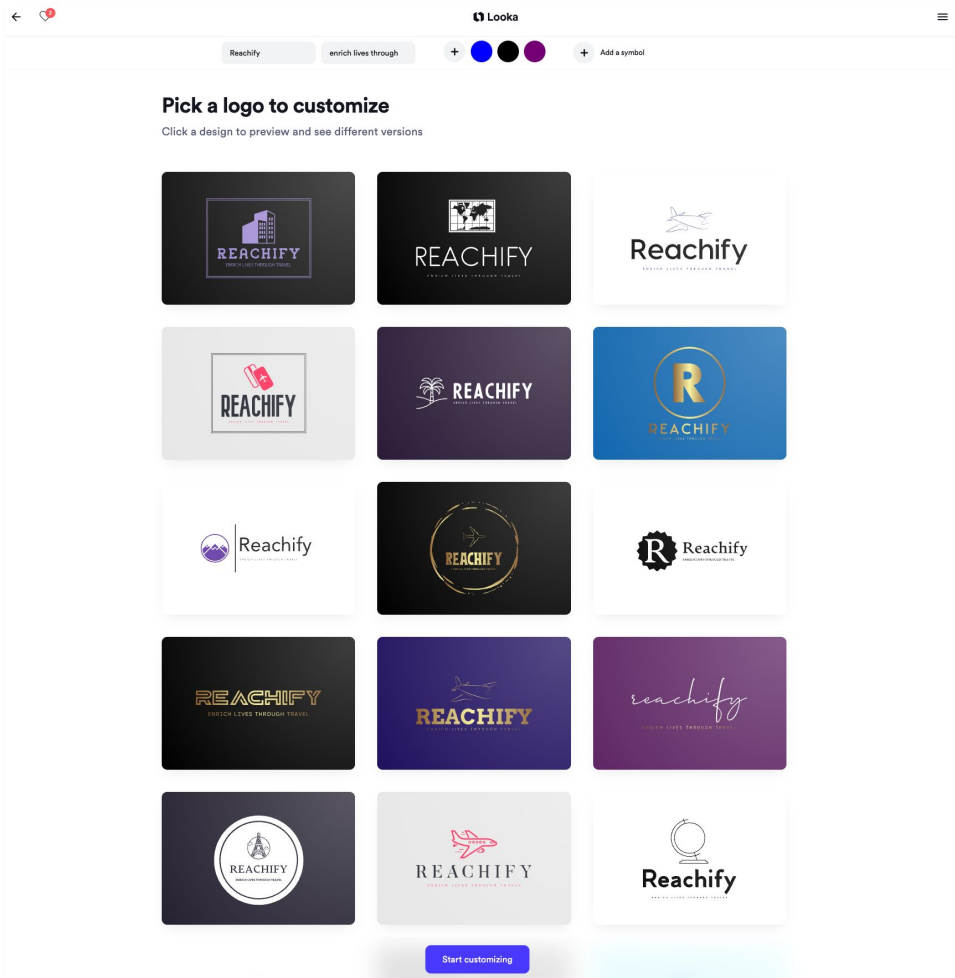
Green

Teal

Greyscale



# Looka





# Looka

Preview

Suggested

Layout

Palette

More Ideas

Background

Name

Slogan

Symbol

Container

History

Your Logos

Saved Logos

Make a Copy

Undo

Logo

Brand Kit

Share

Sign Up

Download

Suggested Options

Fullscreen

Modern Suggestions

Change

Brand Essentials

100+ branded and customizable designs included in your Brand Kit subscription

Logo Files

16 file types

Social Profiles

20 branded designs

Social Covers

56 branded designs

Business Cards

19 branded designs

Email Signatures

8 branded designs

Letterheads

10 branded designs

Brand Guidelines

10 branded designs

Website

of templates

Your Color Palette

These are based on your logo colors. You can change these later.

Looka

www.looka.com/terms/2020/04/13/13-Brands-looka





# Looka

Looka

Choose a package that suits you: only the logo, or a Brand Kit with your logo plus 300+ branded templates.  
You will always own the rights to your logo, even after your subscription ends.

Basic Logo Package

One low-res file

\$20

One-time Purchase

Select

One logo file (no transparent file)

Premium Logo Package

Multiple logo file types

\$65

One-time Purchase

Select

Multiple high-res file types  
Unlimited changes  
Lifetime technical support  
Full ownership

Most Popular

Brand Kit Subscription

Everything you need to start your business

\$96 / year

Billed Annually

Was \$192 Save 50%

Select

Multiple high-res file types  
Unlimited changes  
Lifetime technical support  
Full ownership  
Over \$3,000 in Exclusive Offers  
Business Cards  
Email Signatures  
Social Profiles  
Social Covers  
Letterheads

Show more

Brand Kit Web Subscription

Brand Kit + AI Generated Website

\$192 / year

Billed Annually

Select

Everything in Brand Kit Subscription  
Website

Frequently Asked Questions

What's the value of my Brand Kit?

If you were to hire a designer to create all of the 500+ designs that we provide, it would cost you around \$250,000 (we know, because that's how much we spent). It would also take the designer about 9 months to create.

Are the designs in my Brand Kit customizable?

Why do I need a subscription?

Reachfy

Edit Logo Brand Kit

Sign Up Edit Brand Upgrade

Home

Logo Files 16

Website New

Print Shop

Domains New

Social Media Kit

Business Cards 38

Brand Kit

Get everything you need to brand your business

Get Brand Kit

300 designs and counting  
Get 16+ logo files and over 300 designs from business cards to social posts, with more added every week.

AI-generated for you  
All designs automatically use your logo, colors, fonts, company information, as well as photos and copy specific to your industry.

Easy to customize  
Quickly customize all your designs with our easy-to-use online editor. Plus, make unlimited changes to your logo.

Recommended

Logo Files  
16 file types

Website  
2 drafts

Print Shop  
hundreds of products

Business Cards  
38 branded designs

Email Signatures  
9 branded designs

Logos of various brands like stripe, asana, and zendesk

Exclusive Offers  
Over \$3,000 in savings

Social Media Kit

Social Profiles  
60 branded designs

Social Covers  
120 branded designs

Social Posts  
108 branded designs

Social Stories  
30 branded designs

Business Docs

Letterheads

Brand Guidelines

Invoices

Presentations

Proposals



durable

 durable

Products ▾

Resources ▾

Tools ▾

Log in

# Build a website in 30 seconds with AI.

The AI website builder that generates an entire business website with images and copy in seconds. Try it free for 30 days.

Generate your website





Miles Partnership

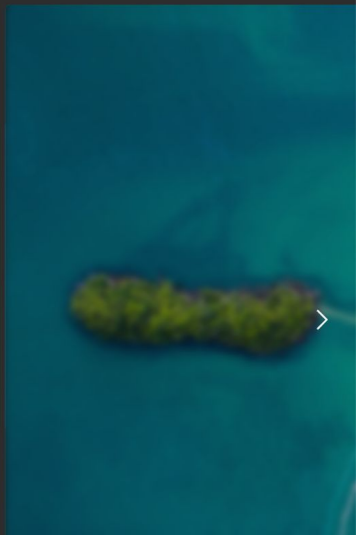
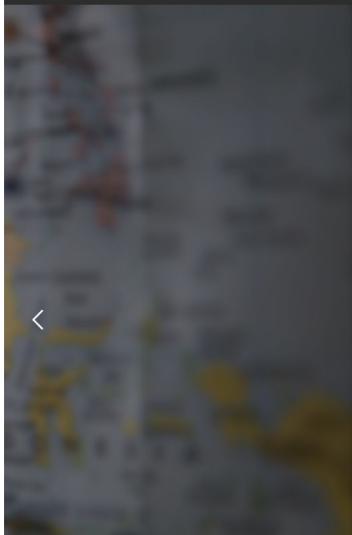
Call Us

# Explore the USA Now!

Miles Partnership is a US-based destination travel marketing agency providing comprehensive marketing strategies to help organizations reach their tourism goals. With a focus on maximizing ROI, Miles Partnership helps destinations drive visitors and increase economic impact.

Contact

## Pictures





Miles Partnership has been an invaluable resource for planning and executing our destination travel marketing strategy. They provide exceptional customer service and have been highly responsive to our needs. Highly recommended!

- Joe Smith, Manager of Travel Marketing, ABC Company.

## Services



### Trip Planning

Planning customized trips to meet clients' individual needs and preferences.

[More info](#)



### Itinerary Creation

Creating detailed itineraries that include all the necessary details for clients' trips.

[More info](#)



### Destination Research

Researching the best destinations and activities to ensure clients have the best experience.

[More info](#)

### Contact Miles Partnership

Reach out to Miles Partnership and discover how our destination travel marketing services can help your business.

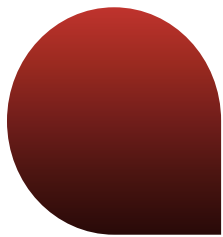
Name

E-mail

Message

[Send](#)





**ai for creative**



**Midjourney**  
**Profile Pic Maker**  
**Deep Nostalgia**  
**LeiaPix**  
**Lexica**  
**Prompt Hero**  
**Astria**





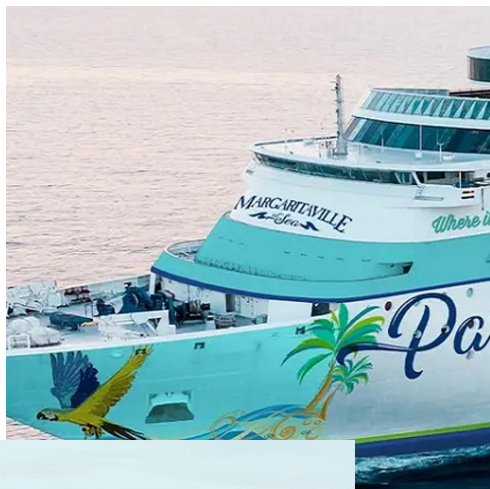
# Astria







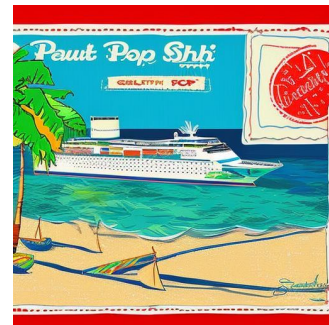
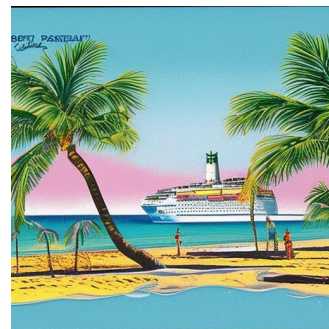
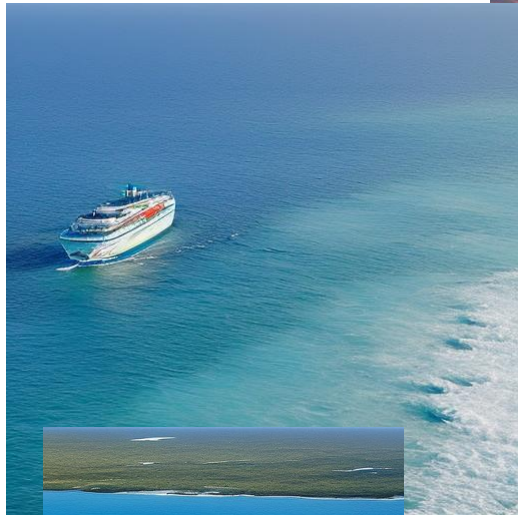
# Astria







# Astria









**Runway**

**Kaiber**

**Capcut**

**Descript**

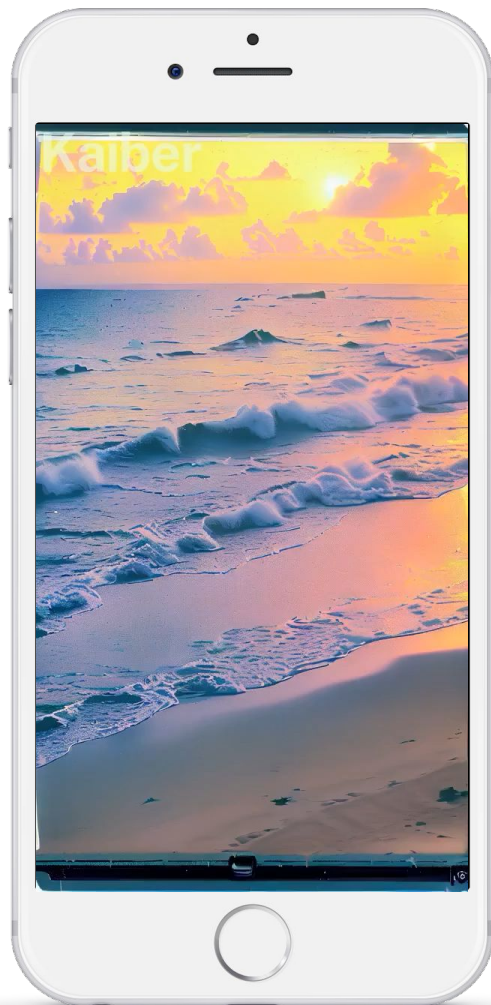
**Voicemod**

**Resemble AI**

**Cleanup Pictures**

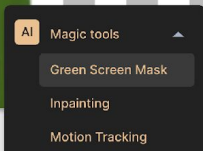
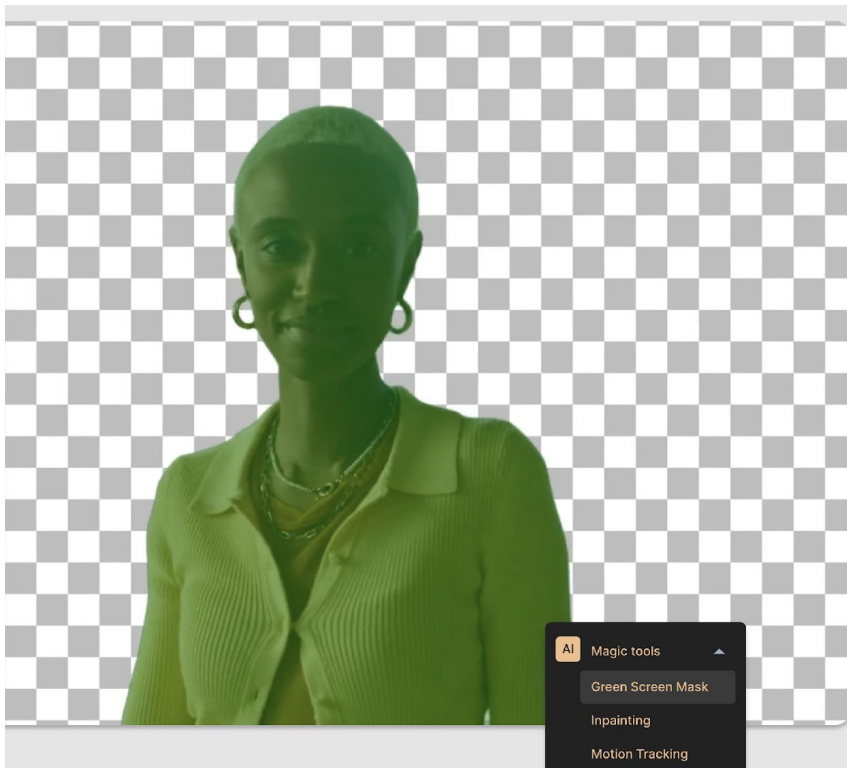
**Clickable AI**

**Supercreator.ai**





runway



## Remove Video Backgrounds

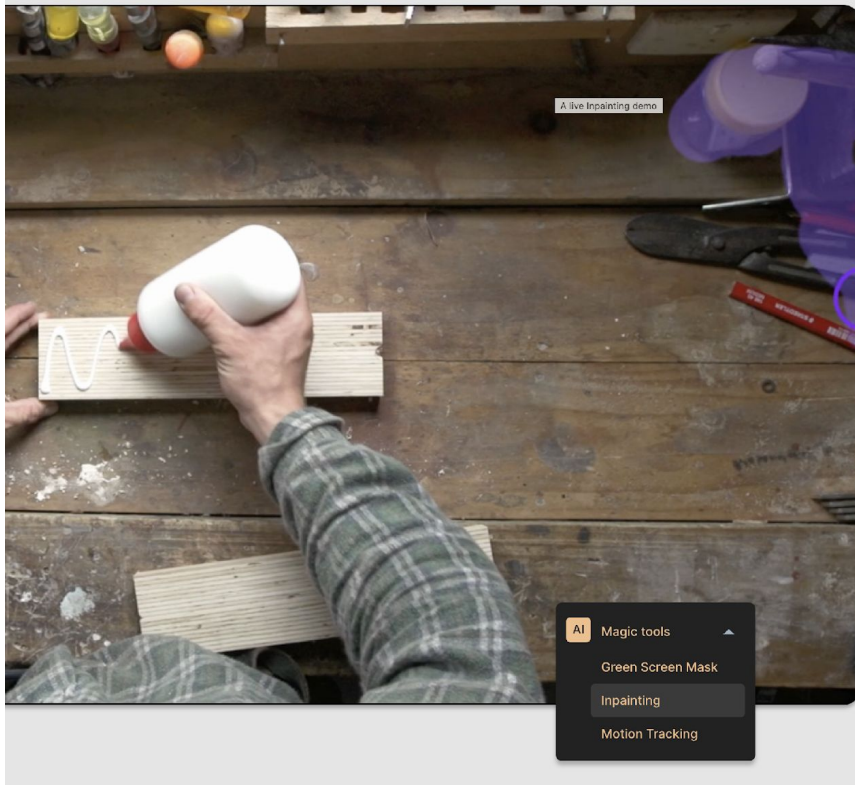
Instantly remove the background from any video. Just click. Cut. Done. Goodbye rotoscoping.

[Start creating now](#)





# runway



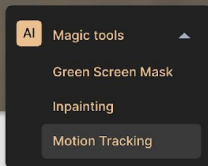
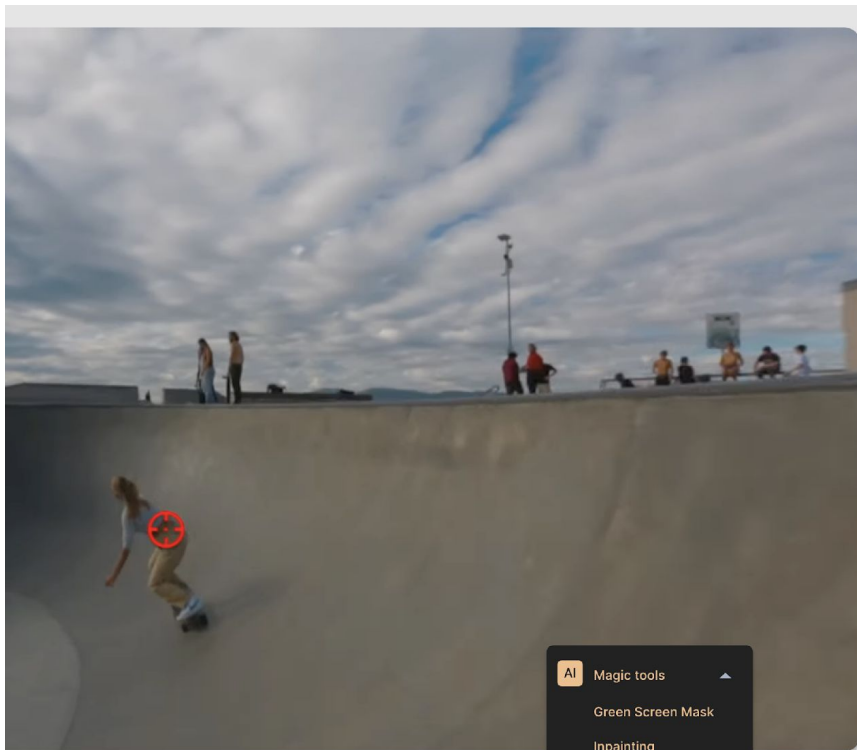
## Paint Out Objects

A mind-bending tool that lets you remove any object from any video with just a few simple brush strokes. Really.

**Start creating now**



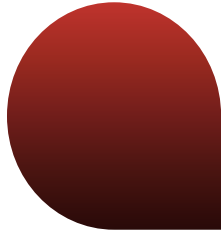
runway



## Motion Tracking

Track the movement of any object in any video. With just one click.

**Start creating now**



**ai for business**



Lumen5

Tome.app

Rytr.me

Browse.ai

Legalese Decoder

ChatGPT



[Use cases](#) [Pricing](#) [Resources](#) [What's new](#) [Start Ryting](#) →

## A better, 10x faster way to write SEO titles

Rytr is an AI writing assistant that helps you create high-quality content, in just a few seconds, at a fraction of the cost!

[Start Ryting](#) →

Free forever, upgrade as you scale!

4,000,000+

happy copywriters, marketers & entrepreneurs

4.9/5

satisfaction rating from 1000+ reviews on TrustPilot, G2 & more

★ 4.9/5 4.9/5 4.9/5

17,500,000+ hours

and \$350 million+ saved in content writing so far





Tome.app

# Exploring the Evolution of Travel Technology



**Early Travel**

**Modern Transportation**

**The Future of Travel**

**Traveling in Style**

**The Future of Travel**

**The Future of Travel is Here**



## Early Travel

Humans have been travelling since the dawn of time, making use of the resources around them to explore the world. From the domestication of animals to the invention of the wheel, early humans were able to traverse vast distances and discover new lands.

The invention of the sail allowed humans to explore the seas, while the invention of the steam engine allowed for the development of the train, the first mass transportation system.





# Legalese Decoder



beaches ▾ explore ▾ do ▾ eat & drink ▾ plan ▾ search Q

leisure ▾ language ▾ news ▾ destination magazine ▾ webcams

## Privacy Policy

### I. About Visit St. Pete/Clearwater and Privacy

Visit St. Pete/Clearwater is the Official Tourism Marketing Organization for Pinellas County, Florida. It is a department of Pinellas County Government.

VisitStPeteClearwater.com is the official website of the Visit St. Pete/Clearwater.

Our postal address is:  
8200 Bryan Dairy Road,  
Suite 200  
Largo, FL 33777

We can be reached via e-mail at [info@VisitSPC.com](mailto:info@VisitSPC.com).

#### About Privacy

Your privacy is important to Visit St. Pete/Clearwater, and we will treat any of your information with care.

Our Privacy Statement lets you know how we handle personally identifiable information you share with us through our digital and printed communication vehicles.

### II. Privacy Statement ("Privacy Statement")

#### Scope

This Privacy Statement explains how we collect and handle personally identifiable information you share with Visit St. Pete/Clearwater through our website, sweepstakes and promotional emails. It also describes our use of cookies and other tracking devices. It provides instruction regarding links to other websites, security of the information you provide and potential changes to the Privacy Statement. It provides contact information for questions and instructions for un-subscribing.

#### Personal Information Collection

You may use our websites and other forms of internet-based communications to learn about Visit St. Pete/Clearwater products and services without disclosing any personal information beyond what you provided when requesting authorized Visit St. Pete/Clearwater publications, both digital or printed. We may ask you to provide us with personal information, for example, to access or use certain features or if you request additional information from Visit St. Pete/Clearwater and /or our Partners. Information that may be requested by Visit St. Pete/Clearwater includes: contact information, such as name, address, email address, and telephone number; demographic information, such as household information, age group, etc. and information about your travel interests.

#### Personal Information Uses

Personal information that you voluntarily offer may be used to reply to your requests, to update and improve content on our website or

We will not share your personal information with any third party without your permission.

Visit St. Pete/Clearwater is the official tourism marketing organization for Pinellas County, Florida. It is a department of Pinellas County Government and its website is [VisitStPeteClearwater.com](http://VisitStPeteClearwater.com).

Our address is 8200 Bryan Dairy Road, Suite 200, Largo, FL 33777 and you can email us at [info@VisitSPC.com](mailto:info@VisitSPC.com).

We will not share your personal information with anyone else without your permission.





# ChatGPT



## Extract data

fx =GPT(A2, B2, 0, "text-davinci-003")

A	B	C
Prompt	Value	Result
Extract country from address:	50 chaussée de charleroi 1060 bruxelles	Belgium
Extract the email addresses from this text:	This is a random text by jane@doe.com about intelligence.	jane@doe.com



## Generate blog ideas

fx =GPT(A2, B2, 1)

A	B	C
Prompt	Value	Result
Generate 5 blogpost ideas about	Instagram growth	<ol style="list-style-type: none"><li>1. How to Launch a Successful Instagram Growth Strategy to Catapult Your Business</li><li>2. Harnessing the Power of Influencers: Tips for Growing Your Instagram Audience</li><li>3. Curating Quality Content to Boost Your Instagram Following</li><li>4. Analyzing Your Instagram Insights to Develop a Winning Growth Plan</li><li>5. Leveraging Tools to Automate Your Instagram Growth Strategy</li></ol>



## Analyse sentiments

fx =GPT(A2, B2, 0, "text-davinci-003")

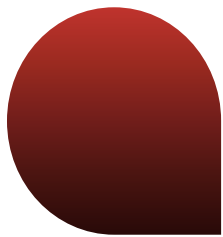
A	B	C
Prompt	Value	Result
Classify sentiment in one word.	Your product is great but your customer service is terrible	Inequitable.
Classify sentiment in one word.	I ran into problems, but not sure if it is directly related to your product.	Ambivalent.
Classify sentiment in one word.	It's an impressive software, I just installed it to see if it works, I will use it sporadically.	Positive.



## Summarize


fx =GPT(A2, B2, 0, "text-davinci-003")


A	B	C
Prompt	Value	Result
Summarize the following G2 review in two bullet points	How can be possible that you buy a box of 17 cm and inside the box, there is a toothpaste with just 14.5 cm size? This is stealing at the customer's face. This is the kind of company that does not care about people and just wants more and more revenue. Now I'm gonna stop to consume this brand that steals on people faces.	<ul style="list-style-type: none"><li>• The customer was unsatisfied with the size of the toothpaste in comparison to the size of the box it was sold in.</li><li>• The customer is no longer going to consume the brand due to their unethical practices.</li></ul>




**ai for you**



[PLAN YOUR VISIT](#)[TICKETS](#)[CONTACT](#)[MAP & HOURS](#)



GIFT  
CERTIFICATES



# BRANSON AQUARIUM

## IT'S ALL ABOUT FISH & FUN

TICKETS ARE LIMITED & SELL OUT OFTEN

[PRE-PURCHASE NOW >](#)

**Aquarium at the Boardwalk**  
5d · 🌐

There are multiple species of scorpionfish on exhibit in the observation station. All species of scorpionfish are venomous and some are excellent at blending in with algae because of their leafy appearance. Make sure to look for them on your next visit.



 21

 2

[Like](#)[Comment](#)



write me 10 jokes about scorpion fish that are suitable for kids



1. Why did the scorpion fish sign up for a self-defense class? It wanted to learn how to "sting" like a bee!
2. What do you get when you cross a scorpion fish with a comedian? A fish that leaves you laughing and stinging!
3. Why did the scorpion fish always get in trouble in school? Because it couldn't stop "stinging" the other fish!
4. Why do scorpion fish make great detectives? They're experts at uncovering the hidden "sting" operations!
5. Why did the scorpion fish get invited to the royal ball? Because it was the belle of the fish ball!
6. What kind of music do scorpion fish love? Rock and "sting"!
7. What did the scorpion fish say to the clownfish? "You may be funny, but I've got the punchline that stings!"
8. Why are scorpion fish great actors? They're always ready for their "sting"ing ovation!
9. What's a scorpion fish's favorite game? Hide and "sting"!
10. Why did the scorpion fish start a band? It wanted to be a part of the "School of Rock and Sting!"







write a song about scorpion fish by the artist sting



(Verse 1)

Deep in the ocean blue,  
A creature lurks, just out of view,  
With venomous spines and colors so bright,  
The scorpion fish dances through the night.

(Chorus)

Scorpion fish, you're a wonder, it's true,  
A secret swimmer, hiding in the blue,  
But when the sea whispers your name,  
Oh, scorpion fish, you'll rise to fame.

(Verse 2)

An elusive beauty, hidden in the reef,  
A master of disguise, a stealthy thief,  
Camouflaged so carefully, blending with the scene,  
A silent hunter, with a heart so keen.





create 5 did you know trivia plaques that a museum would hang up to educate children on scorpion fish



## 1. Did You Know?



Scorpion fish have excellent camouflage abilities! They can blend in seamlessly with their surroundings, often imitating coral, rocks, or seaweed. This helps them avoid predators and ambush prey. Look closely, and you might just spot one hiding in plain sight!

## 2. Did You Know?

Scorpion fish have venomous spines on their fins! These spines help protect them from predators and can cause painful stings if touched. Always remember to observe marine life from a safe distance and never touch any unfamiliar creatures in the ocean.

## 3. Did You Know?

There are more than 200 species of scorpion fish around the world! These fascinating fish can be found in various ocean habitats, from shallow coral reefs to deep sea environments. Each species has its unique colors, patterns, and adaptations.

## 4. Did You Know?

Scorpion fish are ambush predators! They use their amazing camouflage skills to lie in wait for unsuspecting prey. When a small fish or crustacean comes close enough, the scorpion fish strikes quickly, swallowing its meal whole.

## 5. Did You Know?

Scorpion fish are masters of disguise, but they're not the only ones! Their relatives, the stonefish and lionfish, also have impressive camouflage and venomous spines. These captivating creatures remind us of the diverse and fascinating world beneath the ocean's surface.



GR

make the last response funnier



1. Did You Know?



Scorpion fish are the ultimate hide-and-seek champions of the sea! With their superb camouflage skills, they can blend in with coral, rocks, or seaweed. So, if you're playing hide-and-seek with one, good luck finding them!

2. Did You Know?

Scorpion fish are like the superheroes of the ocean, armed with venomous spines on their fins! But be careful - their superpower is for defense, not for high-fives. Always admire marine life from a safe distance.

3. Did You Know?

There are more than 200 species of scorpion fish, and they all have their unique style! From rockstar patterns to funky colors, these fish know how to make a statement in the world's oceans. Talk about a fashionable fin-club!

4. Did You Know?

Scorpion fish are the ninjas of the sea! They use their sneaky camouflage skills to patiently wait for their prey. When a small fish or crustacean comes close enough, they strike faster than a blink of an eye. So if you see one, just call it "Sensei"!

5. Did You Know?

Scorpion fish aren't the only ones who know how to blend in and sting! Their cousins, the stonefish and lionfish, also have wicked camouflage and venomous spines. It's like a family of oceanic secret agents, always on a mission to keep the underwater world mysterious and fun!



Hey, it's Blippi! Did you know?



1. Scorpion fish are the ultimate hide-and-seek champions of the sea! With their incredible camouflage skills, they can blend in with coral, rocks, or seaweed. It's like they're wearing an ocean costume! So, if you're playing hide-and-seek with one, you better have your detective hat on!
2. Woo-hoo! Did you know?  
Scorpion fish are like the superheroes of the ocean, equipped with venomous spines on their fins! But remember, their superpower is for defense, not for high-fives. Make sure to admire marine life from a safe distance, just like we watch our favorite superheroes in movies!
3. Oh, wow! Did you know?  
There are more than 200 species of scorpion fish, and they all have their unique fashion sense! With rockstar patterns and groovy colors, these fish really know how to stand out in the world's oceans. It's like a big underwater fashion parade!
4. Hey, kids! Did you know?  
Scorpion fish are the ninjas of the sea! They use their sneaky camouflage skills to wait patiently for their prey. When a little fish or crustacean gets close enough, they strike faster than you can say "Blippi!" So if you see one, just call it "Sensei"!
5. And guess what? Did you know?  
Scorpion fish have some super cool relatives! The stonefish and lionfish also know how to blend in and sting with their venomous spines. It's like a family of oceanic secret agents, always on a mission to keep the underwater world mysterious and fun!





create a table of lion fish species



Species Name	Scientific Name
Red Lionfish	Pterois volitans
Devil Firefish	Pterois miles
Zebra Lionfish	Dendrochirus zebra
Fuzzy Dwarf Lionfish	Dendrochirus brachypterus
Russell's Lionfish	Pterois russelii
Spotfin Lionfish	Pterois antennata
Common Lionfish	Pterois miles & Pterois volitans combined
Clearfin Lionfish	Pterois radiata
Shortfin Lionfish	Pterois brevipectoralis
Volcano Lionfish	Pterois lunulata
Frillfin Turkeyfish	Pterois mombasae
Australian Lionfish	Pterois lunulata
Black Lionfish	Pterois coccineus
Hawaiian Lionfish	Pterois sphex
Ragged-finned Firefish	Pterois cf. russelii
Mombasa Lionfish	Pterois mombasae
Panther Grouper Lionfish	Plectropomus leopardus
Dash-and-Dot Butterflyfish	Chaetodon larvatus



Note: This table includes some closely related species that are sometimes referred to as "lionfish." The species included may vary depending on the source of information.



# ChatGPT



Species Name	Scientific Name	Image Link	Conservation Status
Australian Lionfish	Pterois lunulata	<a href="https://en.wikipedia.org/wiki/Pterois_lunulata#/media/File:Pterois_lunulata_by_NPS.jpg">https://en.wikipedia.org/wiki/Pterois_lunulata#/media/File:Pterois_lunulata_by_NPS.jpg</a>	Not Evaluated
Black Lionfish	Pterois coccineus	<a href="https://en.wikipedia.org/wiki/Pterois_coccineus#/media/File:Pterois_coccineus_by_NPS.jpg">https://en.wikipedia.org/wiki/Pterois_coccineus#/media/File:Pterois_coccineus_by_NPS.jpg</a>	Not Evaluated
Clearfin Lionfish	Pterois radiata	<a href="https://en.wikipedia.org/wiki/Pterois_radiata#/media/File:Pterois_radiata_by_NPS.jpg">https://en.wikipedia.org/wiki/Pterois_radiata#/media/File:Pterois_radiata_by_NPS.jpg</a>	Not Evaluated
Dash-and-Dot Butterflyfish	Chaetodon larvatus	Unknown	Not Evaluated
Devil Firefish	Pterois miles	<a href="https://en.wikipedia.org/wiki/Pterois_miles#/media/File:Pterois_miles_1_Luc_Viatour.jpg">https://en.wikipedia.org/wiki/Pterois_miles#/media/File:Pterois_miles_1_Luc_Viatour.jpg</a>	Least Concern
Frillfin Turkeyfish	Pterois mombasae	<a href="https://en.wikipedia.org/wiki/Pterois_mombasae#/media/File:Pterois_mombasae_by_NPS.jpg">https://en.wikipedia.org/wiki/Pterois_mombasae#/media/File:Pterois_mombasae_by_NPS.jpg</a>	Not Evaluated
Fuzzy Dwarf Lionfish	Dendrochirus brachypterus	<a href="https://en.wikipedia.org/wiki/Dendrochirus_brachypterus#/media/File:Dendrochirus_brachypterus_2_Luc_Viatour.jpg">https://en.wikipedia.org/wiki/Dendrochirus_brachypterus#/media/File:Dendrochirus_brachypterus_2_Luc_Viatour.jpg</a>	Least Concern
Hawaiian Lionfish	Pterois sphex	<a href="https://en.wikipedia.org/wiki/Pterois_sphex#/media/File:Pterois_sphex_Diagramma_lateral_view.png">https://en.wikipedia.org/wiki/Pterois_sphex#/media/File:Pterois_sphex_Diagramma_lateral_view.png</a>	Least Concern
Mombasa Lionfish	Pterois mombasae	<a href="https://en.wikipedia.org/wiki/Pterois_mombasae#/media/File:Pterois_mombasae_by_NPS.jpg">https://en.wikipedia.org/wiki/Pterois_mombasae#/media/File:Pterois_mombasae_by_NPS.jpg</a>	Not Evaluated
Ragged-finned Firefish	Pterois cf. russelii	<a href="https://en.wikipedia.org/wiki/Pterois_russelii#/media/File:Pterois_cf._russelii_by_NPS.jpg">https://en.wikipedia.org/wiki/Pterois_russelii#/media/File:Pterois_cf._russelii_by_NPS.jpg</a>	Not Evaluated



create a social media post promoting the lion fish at the aquarium at the boardwalk in Branson Missouri and a scavenger hunt for kids to locate all the lion fish by species with the first person to identify them all winning a free annual pass for their family



🔍 Attention, sea explorers! Get ready for an exciting adventure at the #BransonBoardwalkAquarium! 🐟



🦁🐟 Join us for the fantastic #LionfishHunt, where kids can embark on a scavenger hunt to locate and identify all the different lionfish species in our aquarium. Put on your detective hats and dive into the underwater world! 🔍

🏆📅 The first little adventurer to identify all the lionfish species will win a FREE annual pass for their family! Imagine a whole year of fun, learning, and exploring the wonders of the ocean together! 🌟👨👩👧👦

📅 Mark your calendars and bring your little marine biologists to the Branson Boardwalk Aquarium this weekend for a fin-tastic time! 🎉🐟

Share your Lionfish Hunt moments with us using #BransonLionfishHunt, and let's make a splash together! 🌊📸

#BransonBoardwalk #AquariumFun #FamilyAdventure



🔍 Attention, sea explorers! Get ready for an exciting adventure at the #AquariumAtTheBoardwalk in Branson, Missouri! 🌊



🦁🐟 Join us for the fantastic #LionfishHunt, where kids can embark on a scavenger hunt to locate and identify all the different lionfish species in our aquarium. Put on your detective hats and dive into the underwater world! 🕒🔍

🏆📅 The first little adventurer to identify all the lionfish species will win a FREE annual pass for their family! Imagine a whole year of fun, learning, and exploring the wonders of the ocean together! 🌟👨👩👧👦

📅 Mark your calendars and bring your little marine biologists to the Aquarium at the Boardwalk this weekend for a fin-tastic time! 🎉📖

Share your Lionfish Hunt moments with us using #BransonLionfishHunt, and let's make a splash together! 💧📸

#AquariumAtTheBoardwalk #BransonMO #FamilyAdventure





# ChatGPT

YOUR LOGO

**Aquarium at the Boardwalk**  
Sponsored

Like Page

🔍 Attention, sea explorers! Get ready for an exciting adventure at the **#AquariumAtTheBoardwalk** in Branson, Missouri! 🐠

👨👩👧👦 Join us for the fantastic **#LionfishHunt**, where kids can embark on a scavenger hunt to locate and identify all the different lionfish species in our aquarium. Put on your detective hats and dive into the underwater world! 🐟🔍

🏆 🎟️ The first little adventurer to identify all the lionfish species will win a **FREE** annual pass for their family! Imagine a whole year of fun, learning, and exploring the wonders of the ocean together! 🌊👨👩👧👦

📅 Mark your calendars and bring your little marine biologists to the Aquarium at the Boardwalk this weekend for a fin-tastic time! 🐠🎉

Share your Lionfish Hunt moments with us using **#BransonLionfishHunt**, and let's make a splash together! 🐠📸

**#AquariumAtTheBoardwalk #BransonMO**

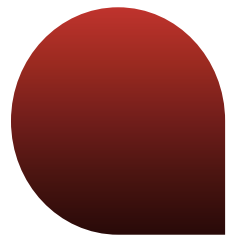


**Join us for the fantastic #LionfishHunt**  
Win a FREE annual pass

Book Now

20 562 Comments 311 Shares

Like Comment Share



# Thank You

