

# PROOF

A BRAND LIBERATION AGENCY™

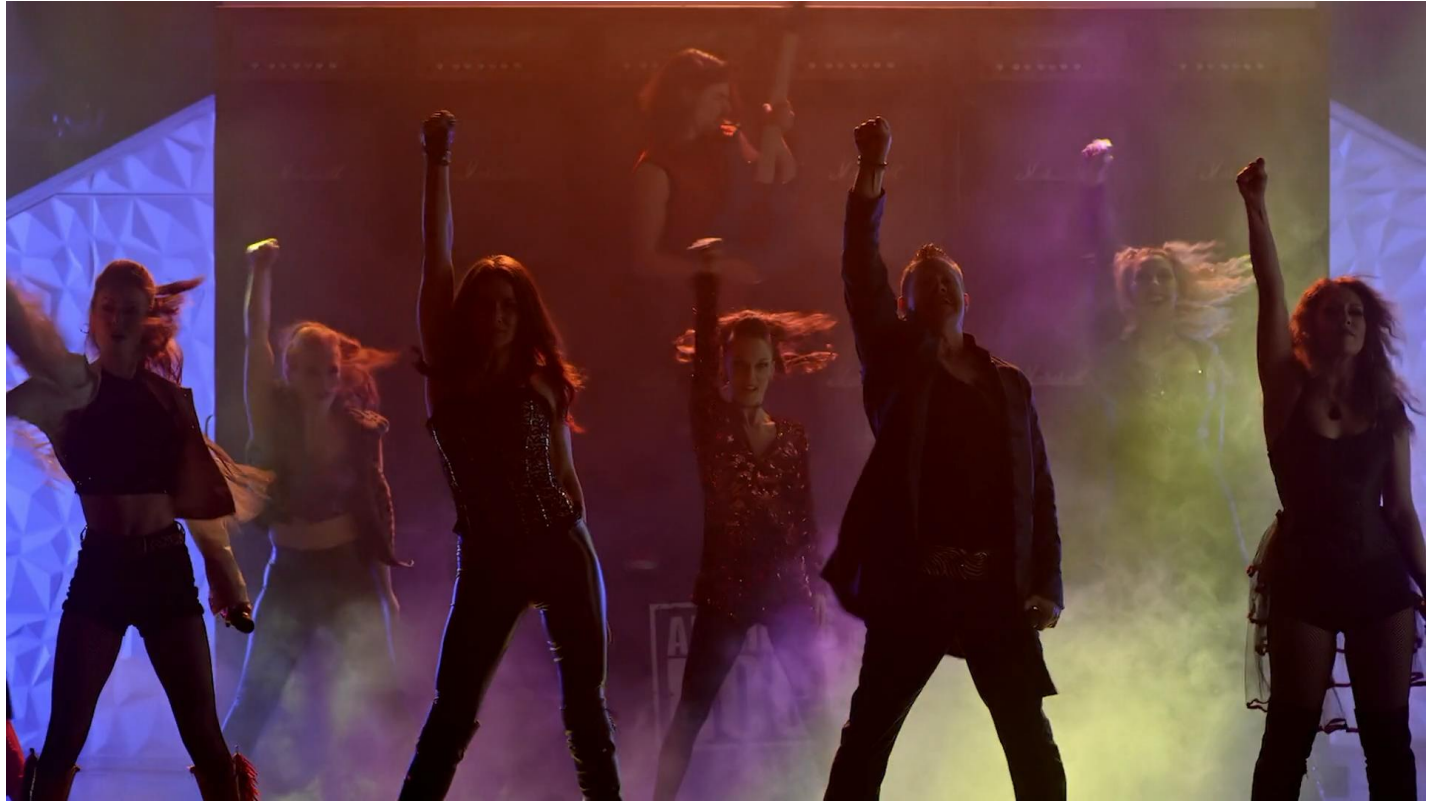


## **Creative Update**

### **Community Marketing Meeting**

March 2024

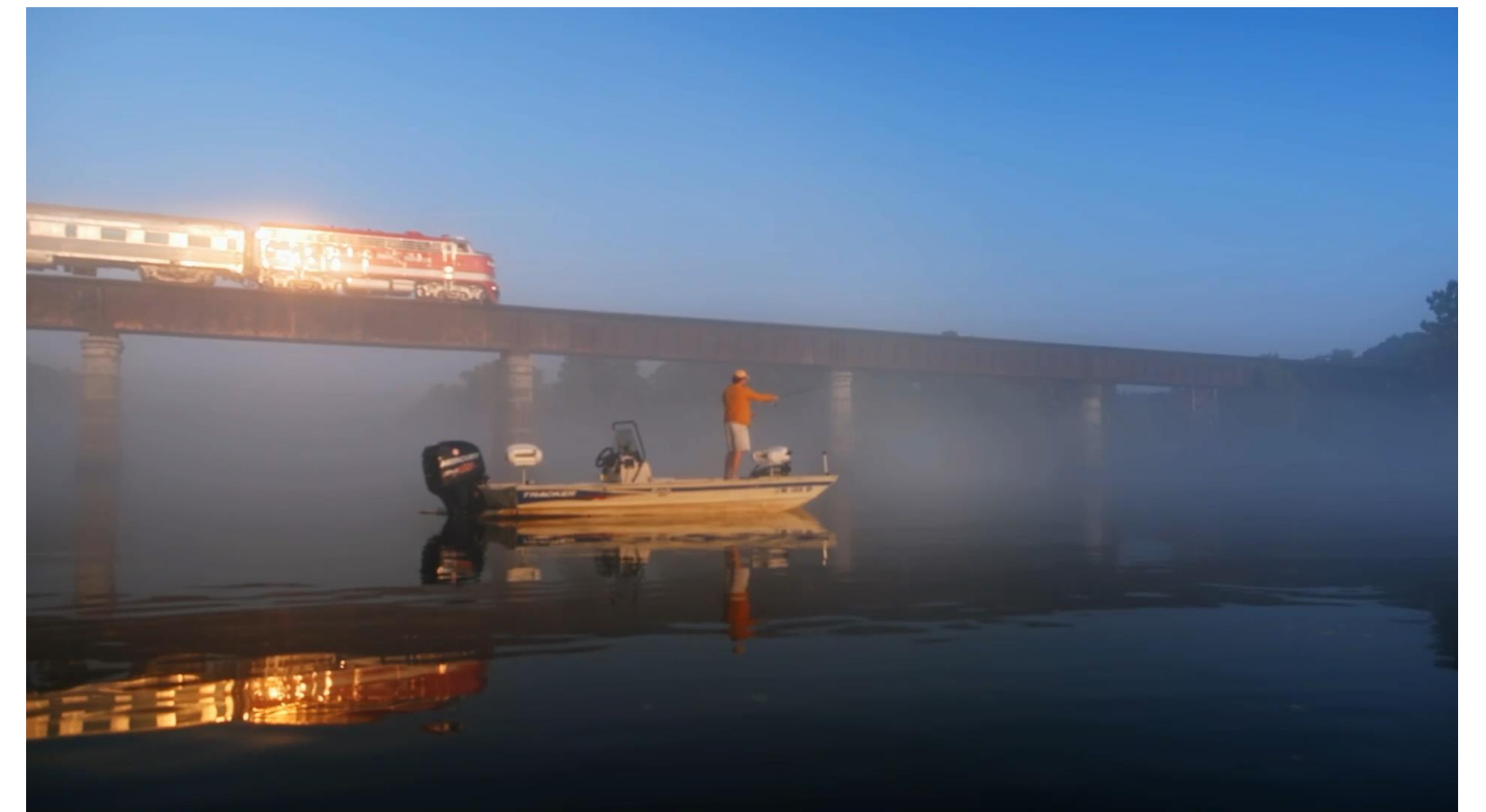














YOUR VACATION NEEDS  
*Branson*<sup>TM</sup>  
MISSOURI  
★



**The campaign  
is working!**

**How do we  
know?**



**+26%**

**VISITATION**

**+36%**

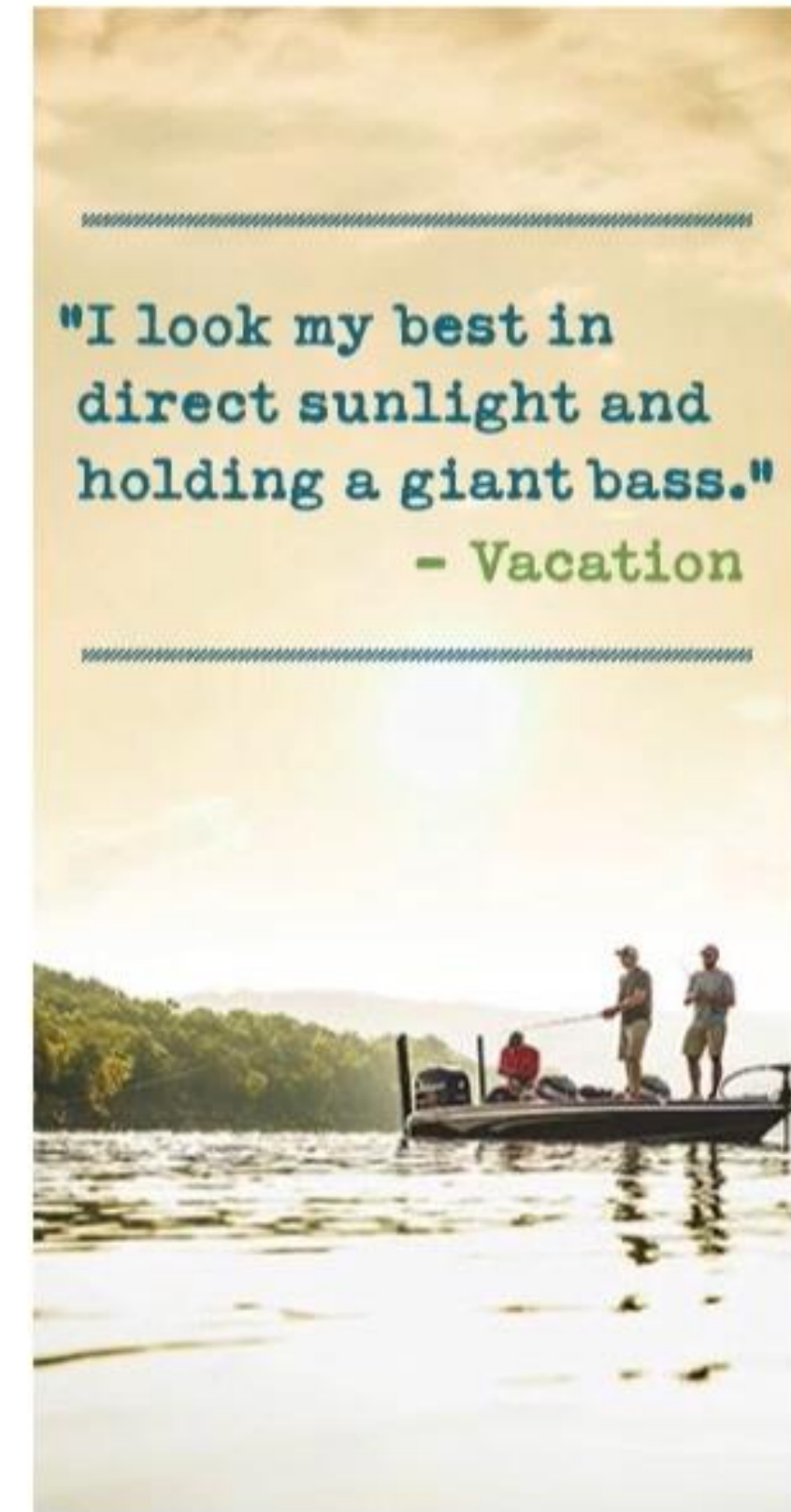
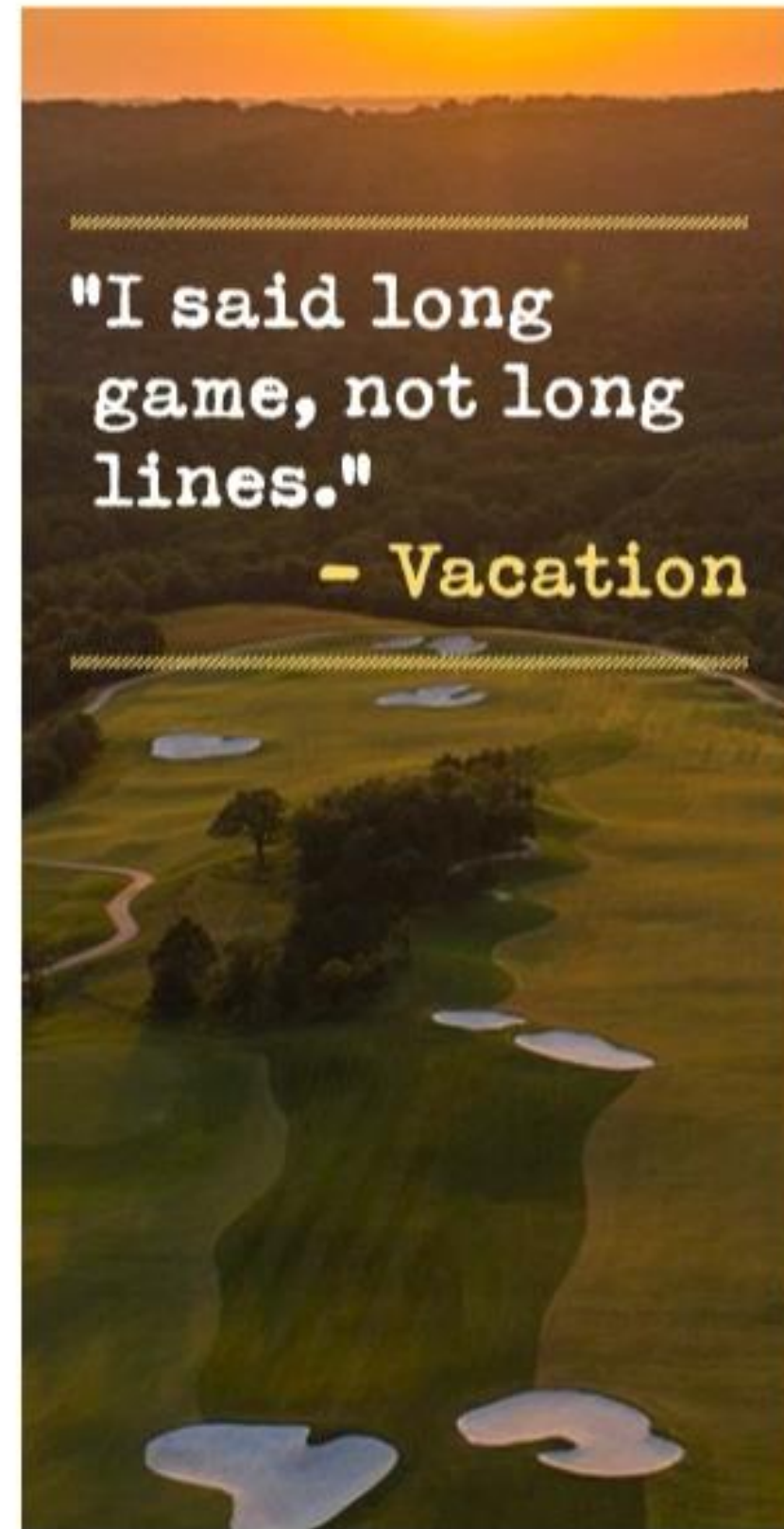
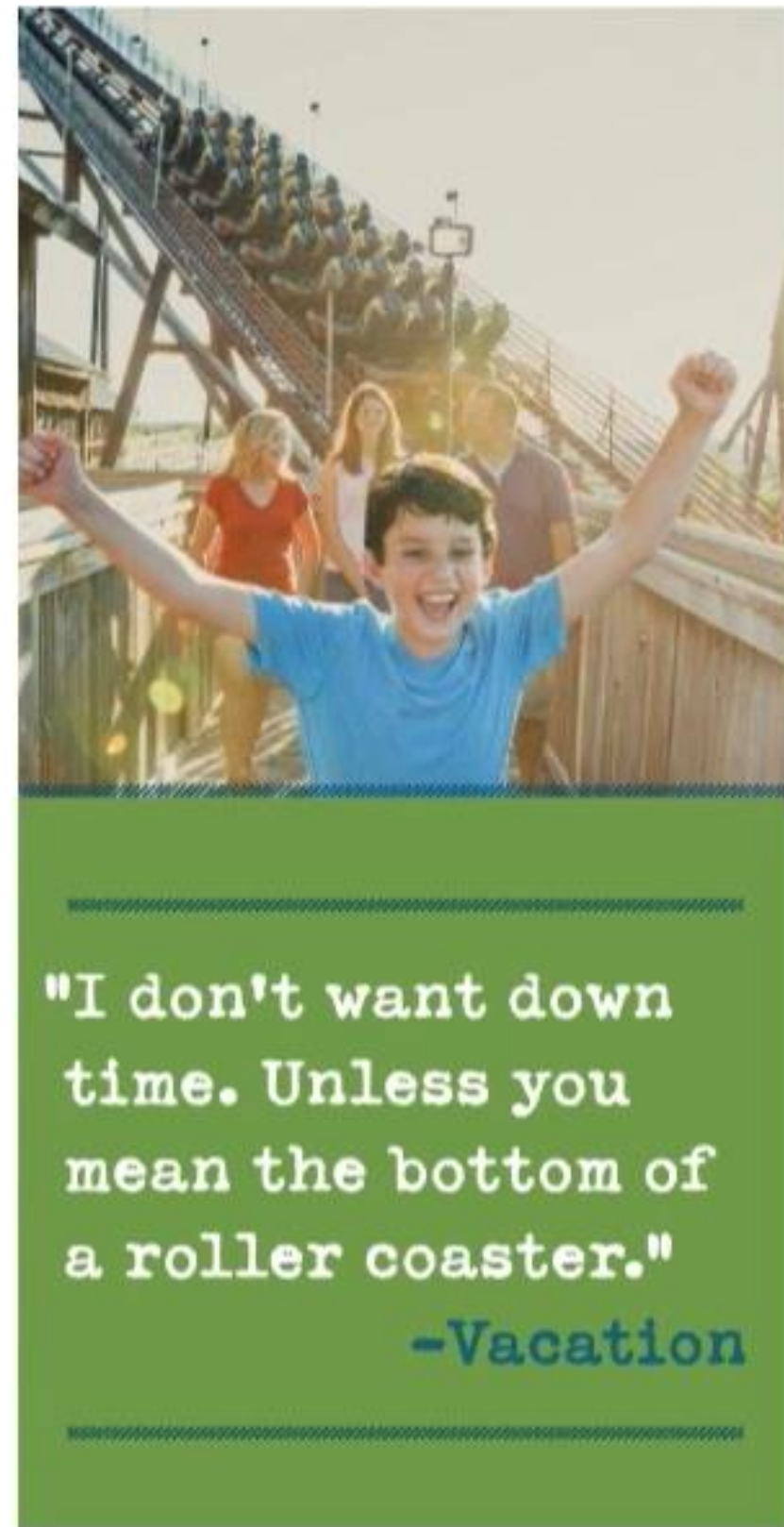
**COMBINED TAX REVENUE**

**+13%**

**ROOM DEMAND**







**70%**

**ADS APPEALING TO TRAVELERS**

**75%**

**ADS MAKE BRANSON MORE APPEALING**

**64%**

**ADS DIFFERENTIATED BRANSON**

**13%**

**LIFT IN INTENT TO VISIT AFTER VIEWING ADS**



**10.2M**

**VISITORS TO BRANSON**

**\$105**

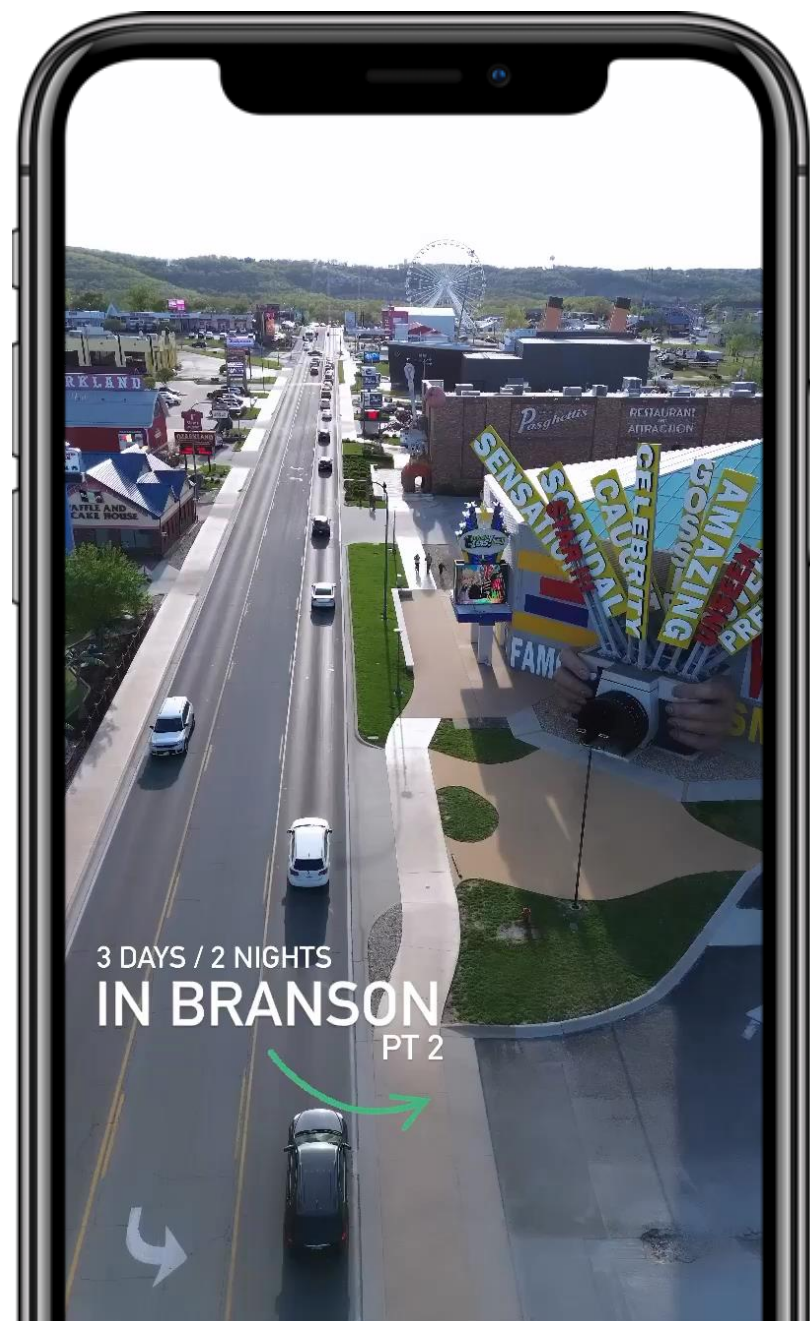
**RECORD-BREAKING ROI**

**441,000**

**INCREMENTAL TRIPS  
TO BRANSON**





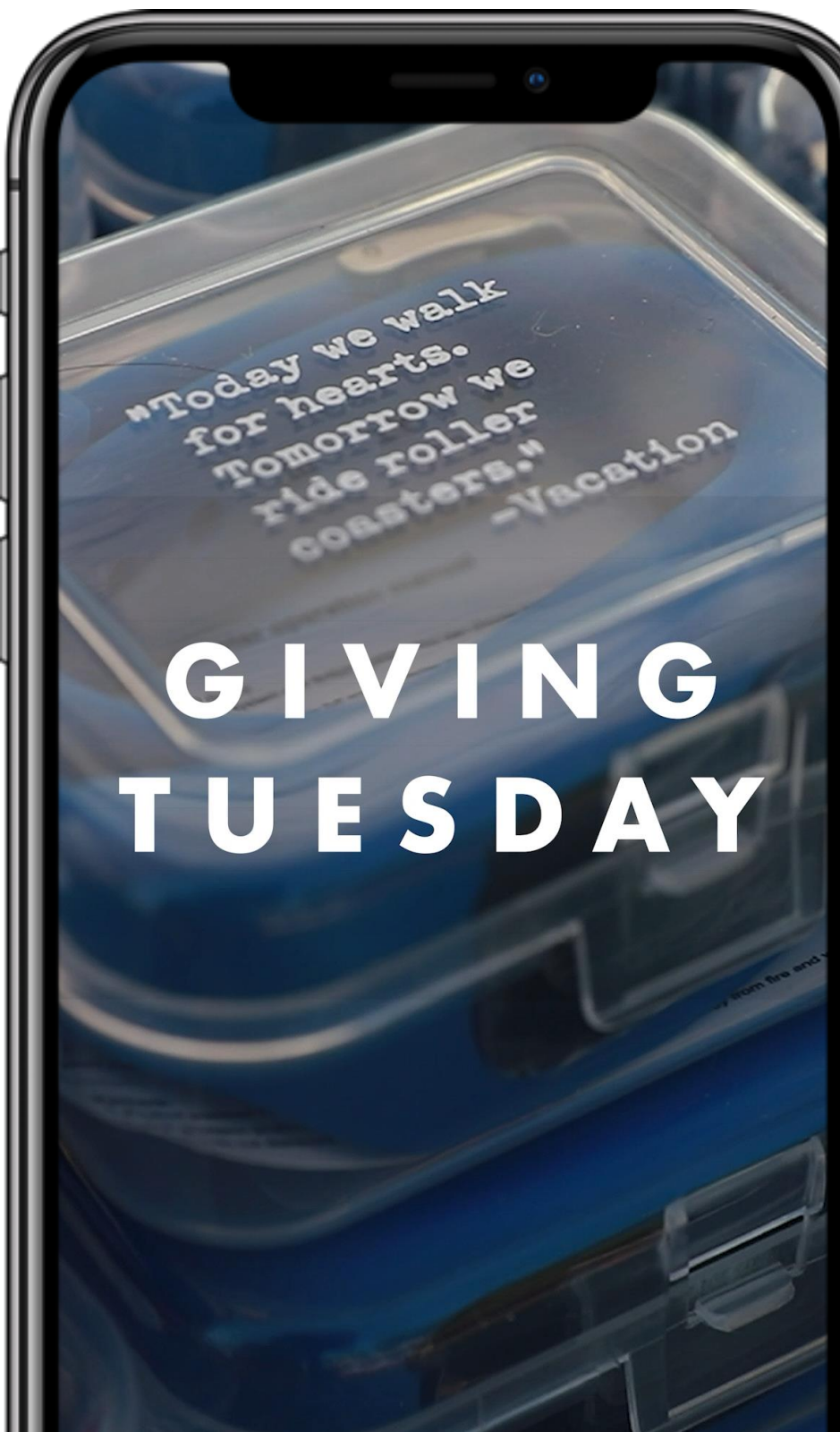
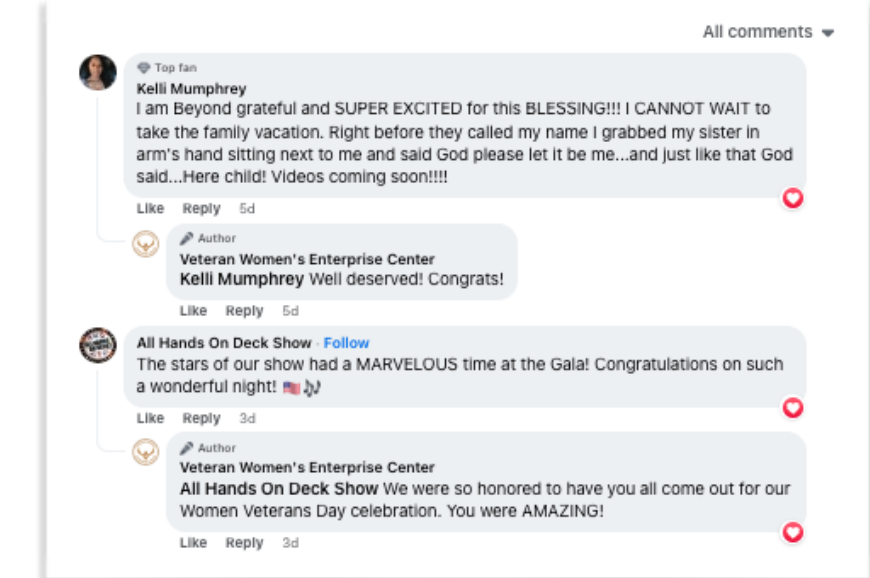
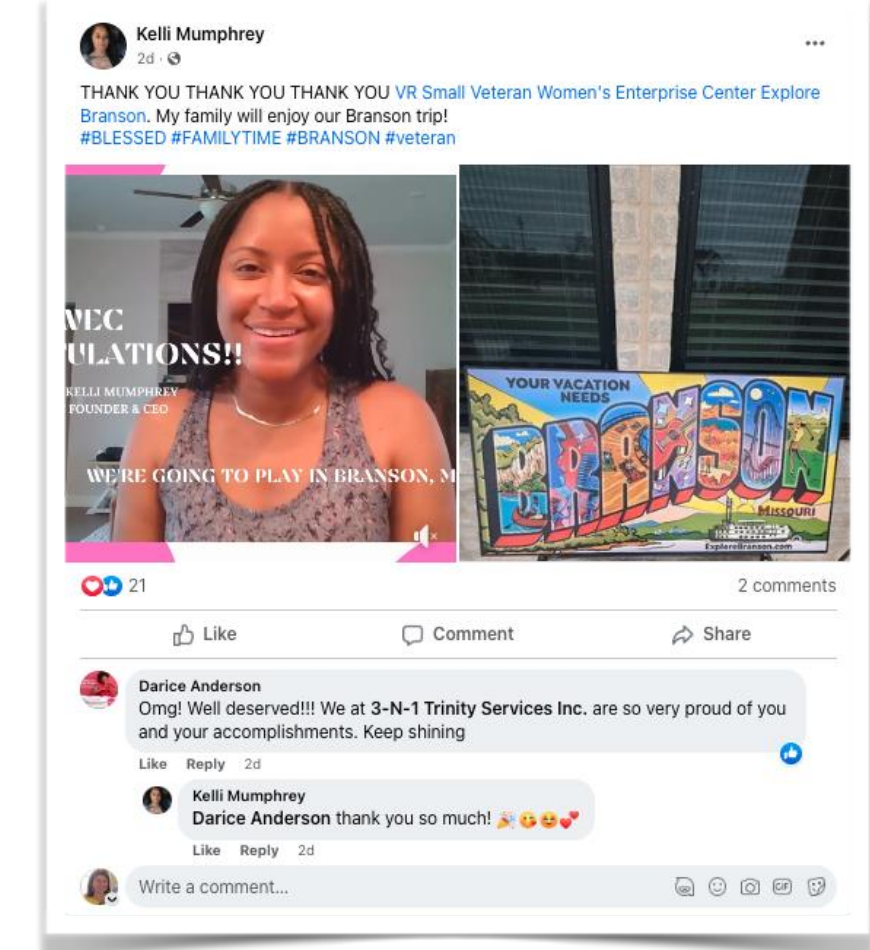
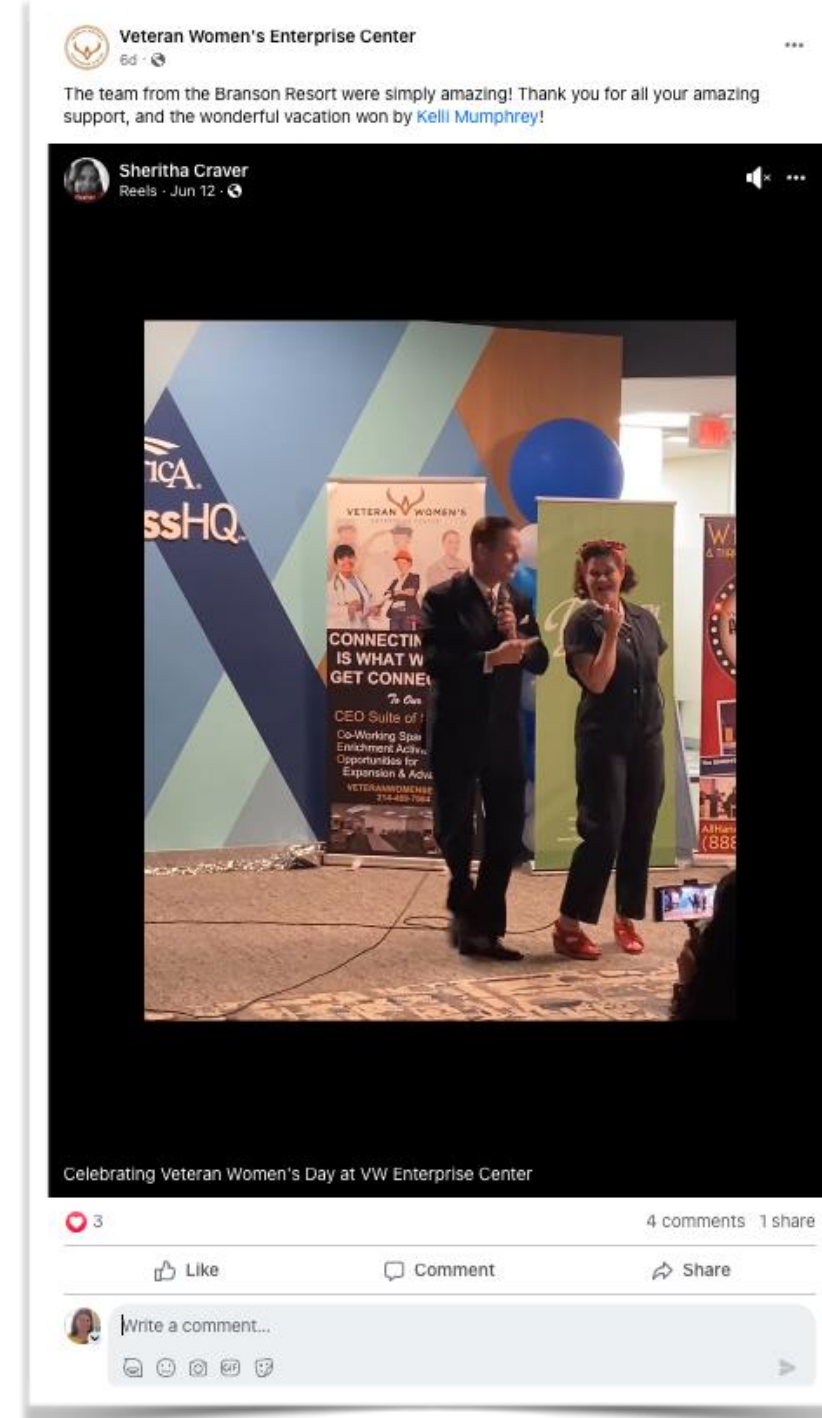
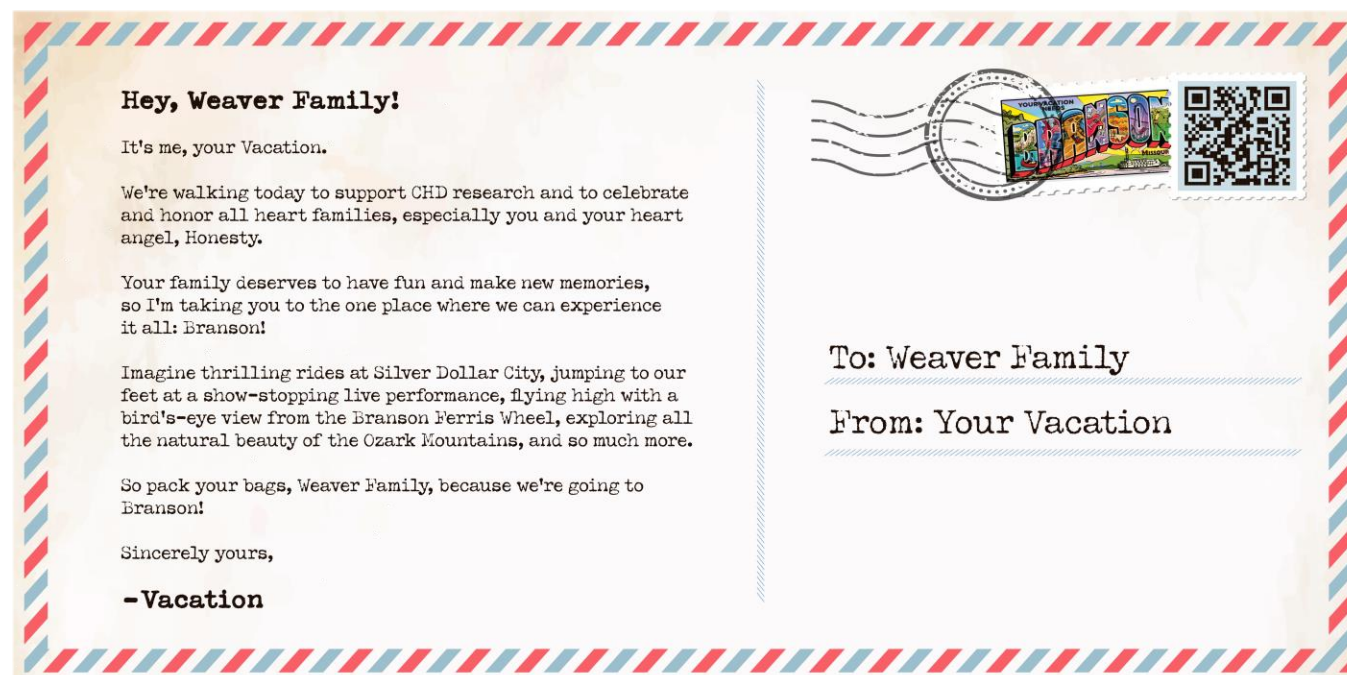


16.6MM IMPRESSIONS

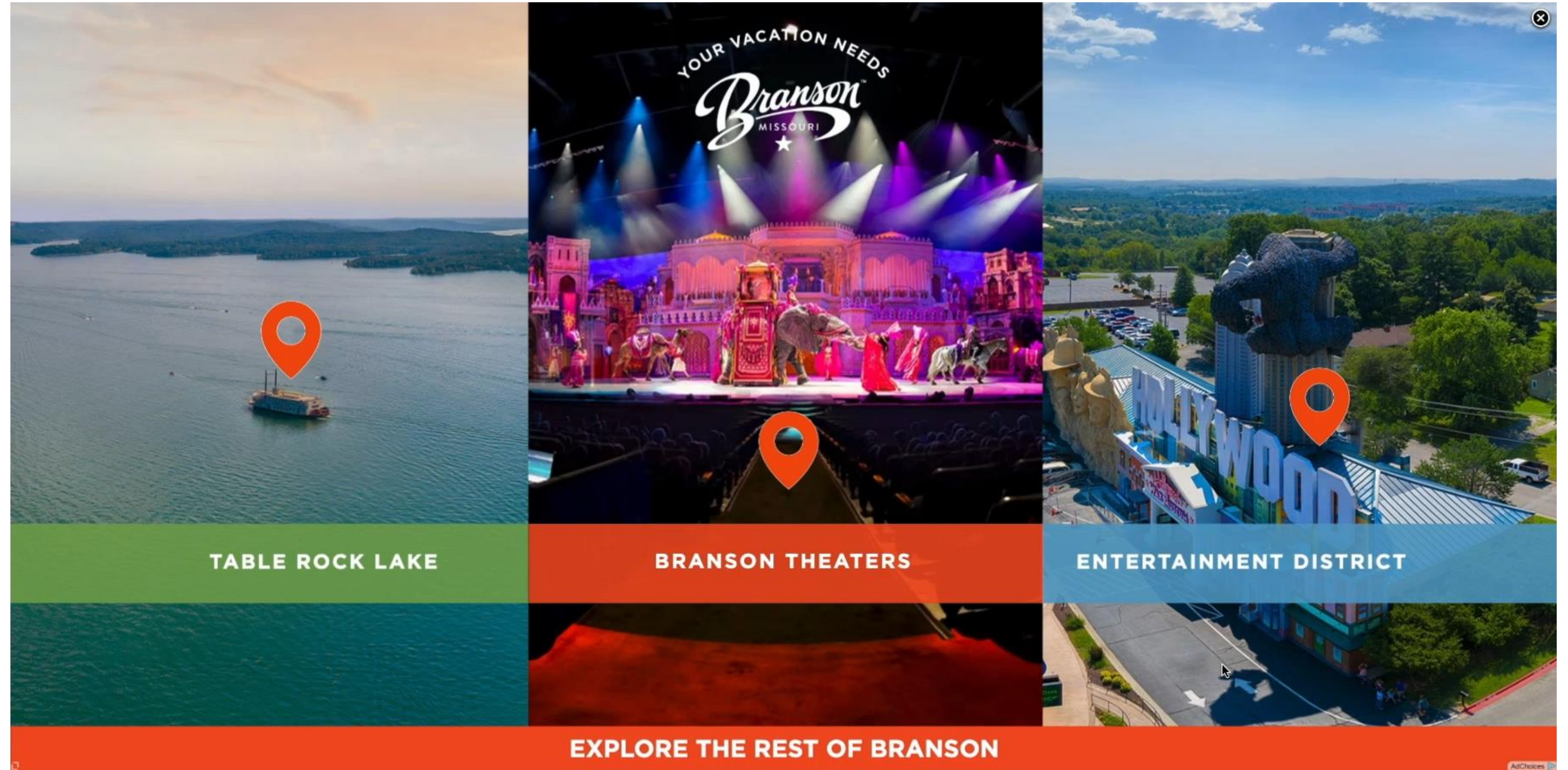
1.7MM VIDEO VIEWS

96% POSITIVE SENTIMENT











HEY, IT'S ME.  
YOUR VACATION.

