



2022 Marketing & Media Effectiveness Research

Prepared for Branson CVB

Delivered April 2023

THE CLOSEST TO THE CUSTOMER WINS.



Project Overview

Purpose. The purpose of the Branson Convention & Visitor Bureau's (BCVB) 2022 Marketing & Media Effectiveness Study is to measure the incremental impact BCVB's paid media marketing campaign had upon visitation and spending in 2022, and to calculate the return on investment (ROI) on that campaign. The results of this study have been compared to 2019 research results and BCVB's Historical Norms, where applicable.

Target Audience. The Branson Marketing & Media Effectiveness study was conducted nationwide among leisure travelers living in three market tiers—Tier 1=51–300 miles, Tier 2=301–650 miles and Tier 3=651+ miles of Branson. The research was conducted in February 2023 to provide an accurate and contextual measurement of the marketing ROI.

Sample. A total of 2,000 respondents were interviewed for this Marketing & Media Effectiveness Study. This sample size provides for a maximum margin of error of $\pm 2.2\%$ at a 95% confidence interval overall.

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Key Takeaways

- **Market Reach.** Branson CVB's 2022 media campaign reached 41% of travelers nationwide, slightly higher than the 2019 campaign's 39%. This level of market awareness equated to 35.6M traveler households that were reached by Branson's marketing efforts — exceeding the previous two studies' reach.
- **Marketing Efficiency.** The cost per aware travel household (\$0.13) was the second lowest ever recorded by Branson and lower than the 2019 campaign (\$0.15) and BCVB's historical average (\$0.16) indicating that the marketing investment was deployed very efficiently.
- **Marketing Effectiveness.** Branson's 2022 media marketing campaign generated an incremental impact of \$475M in the Branson area, surpassing BCVB's historical average (\$379M). This resulted in a return on investment of \$105 for every \$1 invested in marketing, the highest ROI Branson has ever reported. The campaign also generated 441k incremental trips that would not have occurred without the CVB's efforts as well as 2.0M room nights across the Branson area during 2022.
- **Marketing Evaluation.** Nearly three-quarters (70%) of travelers found Branson's ads appealing, and 75% felt it made Branson a more attractive place to visit. Likewise, 64% of travelers thought they were different from other travel advertising. These attributes of the marketing campaign aided in a 13-point increase in post-ad intent to visit Branson.

BCVB 2022 Campaign Key Performance Indicators

BCVB's 2022 campaign reached more than four in ten (41%) travelers and translates into a market reach of nearly 36 million traveler households nationwide.

This year's campaign was very efficient with an average cost to reach each travel household of \$0.13 which is less than 2019's (last year this study had previously been conducted) \$0.15 and BCVB's historical average* (\$0.16), and more efficient than other nationwide destinations with similar budgets** (\$0.67).

The incremental visitation from this year's campaign (+1.2%) generated \$475M in tourism revenue for the Branson area that would have not otherwise occurred. Given an investment of \$4.52M, the return was \$105 in incremental tourism spending for every dollar invested. And this is better than BCVB's historical average (\$82) and H2R's Norm (\$95).

Key Performance Indicators	2022	2019	BCVB Historical Average*	H2R Norm**
Ad Awareness	41%	39%	35%	46%
Aware Households	35.6M	33.8M	30.2M	16.2M
Incremental Visitation	+1.2%	+1.1%	+1.3%	+3.6%
Incremental Trips	+441.4k	+383.0k	+391.2k	+534.5k
Incremental Revenue	+\$475.0M	+\$496.8M	+\$379.1M	+\$364.6M
Media Investment	\$4.52M	\$5.19M	\$4.55M	\$4.47M
Cost/Aware Household	\$0.13	\$0.15	\$0.16	\$0.67
<i>Return on Investment</i>	<i>\$105</i>	<i>\$96</i>	<i>\$82</i>	<i>\$95</i>

*The BCVB Historical Average is a simple average of all data for campaigns measured since 2009 (many that previously excluded the Holiday period).

**The H2R Proprietary Industry Norm (H2R Norm) is calculated using Marketing & Media Effectiveness results from destinations with marketing budgets more than \$1M.

BCVB 2022 Marketing & Media Effectiveness

Key Performance Indicators

The 2022 campaign generated strong marketing awareness that topped both the 2019 campaign and BCVB's historical average and outperformed other Missouri DMOs. And the ROI generated by the 2022 campaign was higher than nationwide destinations with similar budgets and other Missouri DMOs.

Key Performance Indicators	2022	2019	BCVB Historical Average	Missouri DMOs Norm*	H2R Norm
Aided Advertising Awareness	41%	39%	35%	38%	46%
Incremental Lift	+1.2%	+1.1%	+1.3%	+4.0%	+3.6%
Incremental Revenue	\$475.0M	\$496.8M	\$379.1M	\$180.7M	\$364.6M
Cost/Aware Travel Household	\$0.13	\$0.15	\$0.16	\$0.35	\$0.67
Return on Investment	\$105	\$96	\$82	\$101	\$95

**The Missouri DMOs Norm is a simple average all data for Missouri Destinations who contract their Marketing & Media Effectiveness Studies through H2R.*

01. Marketing Efficiency

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Marketing Efficiency

KEY PERFORMANCE INDICATORS



41%

of travelers have
seen/heard a BCVB
advertisement



35.6M

households were
reached by BCVB's
marketing



\$4.52M

spent on advertising
in key market tiers

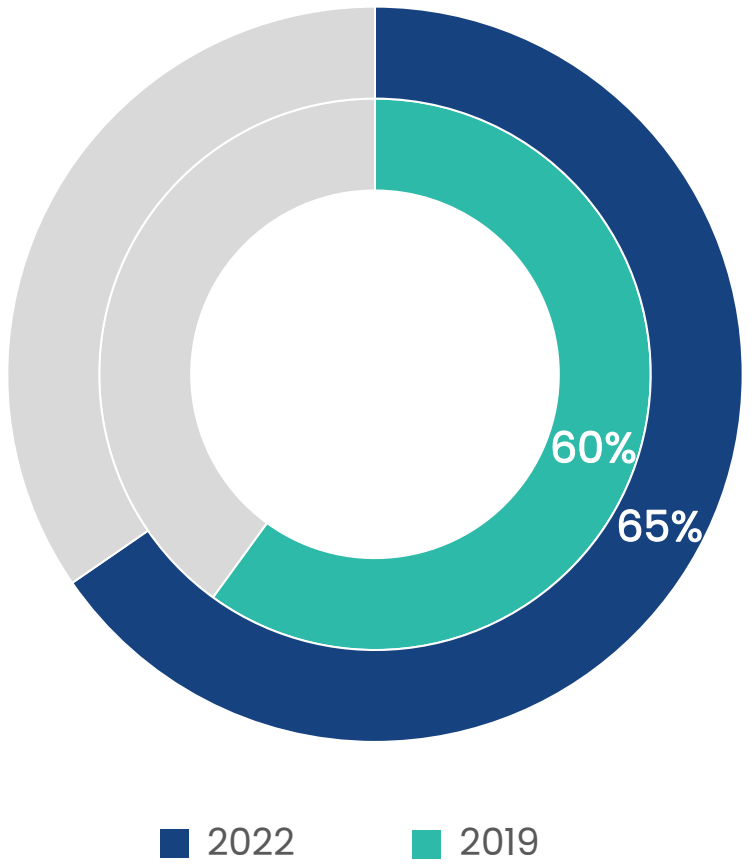


\$0.13

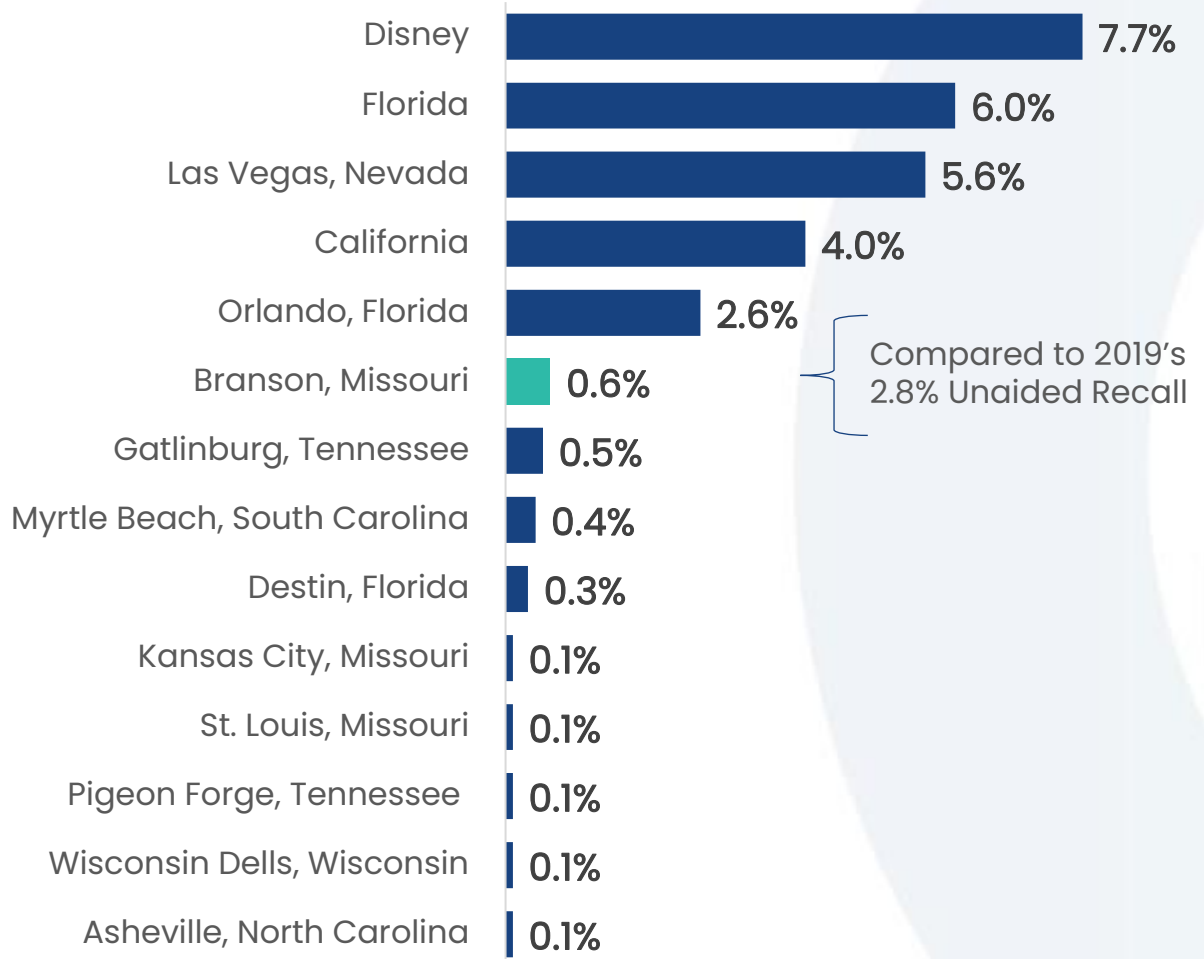
spent to reach each
aware travel
household

Awareness of travel advertising has improved since before the pandemic. However, Branson still falls short of larger, national destinations in terms of unaided destination recall, but exceeds the competitive set, similar to results from 2019.

Seen/Heard Any Travel Ads in Past 6 Months



Unaided Destination Advertising Recall



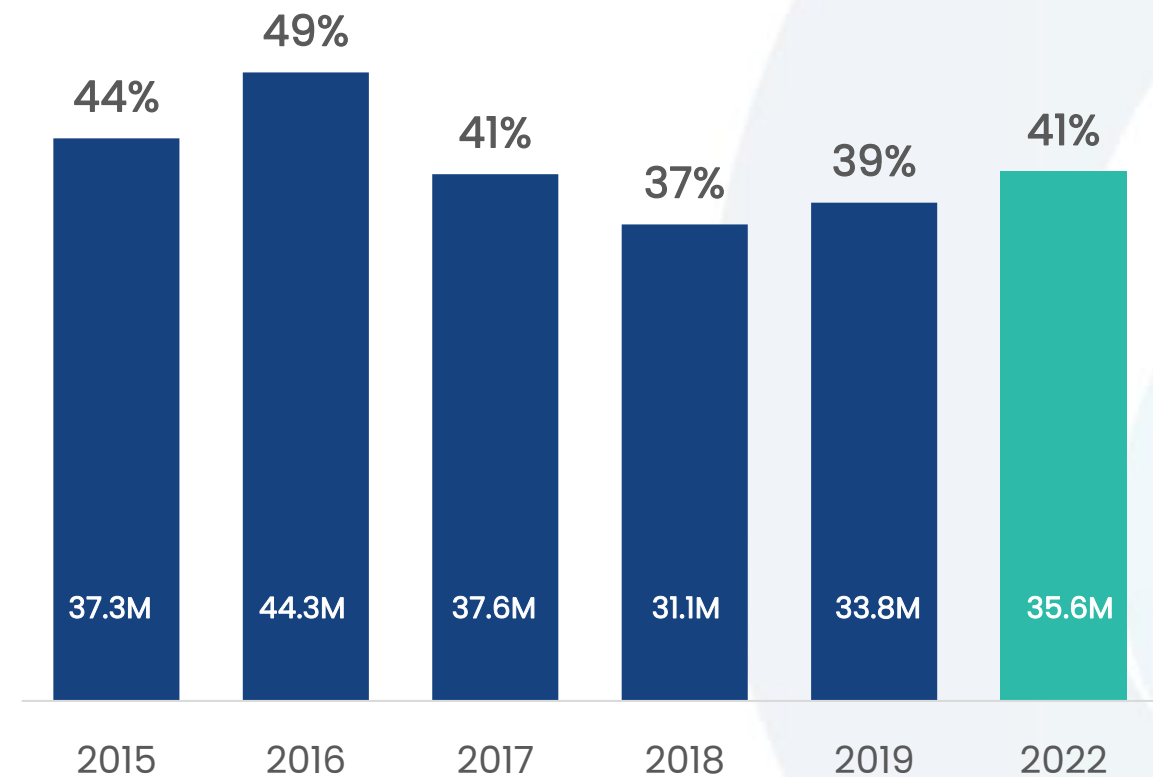
Awareness & Reach

BCVB advertised across 3 market tiers nationwide in 2022. The marketing campaign reached 41% of travelers.

The campaign reached nearly 36 million travel households.

Tier	Distance	Aware	Reach
Tier 1	51-300 mi.	61%	3.5M
Tier 2	301-650 mi.	42%	11.7M
Tier 3	650+ mi.	38%	20.5M

Overall Advertising Awareness & Ad Aware Traveler Households



Marketing Efficiency

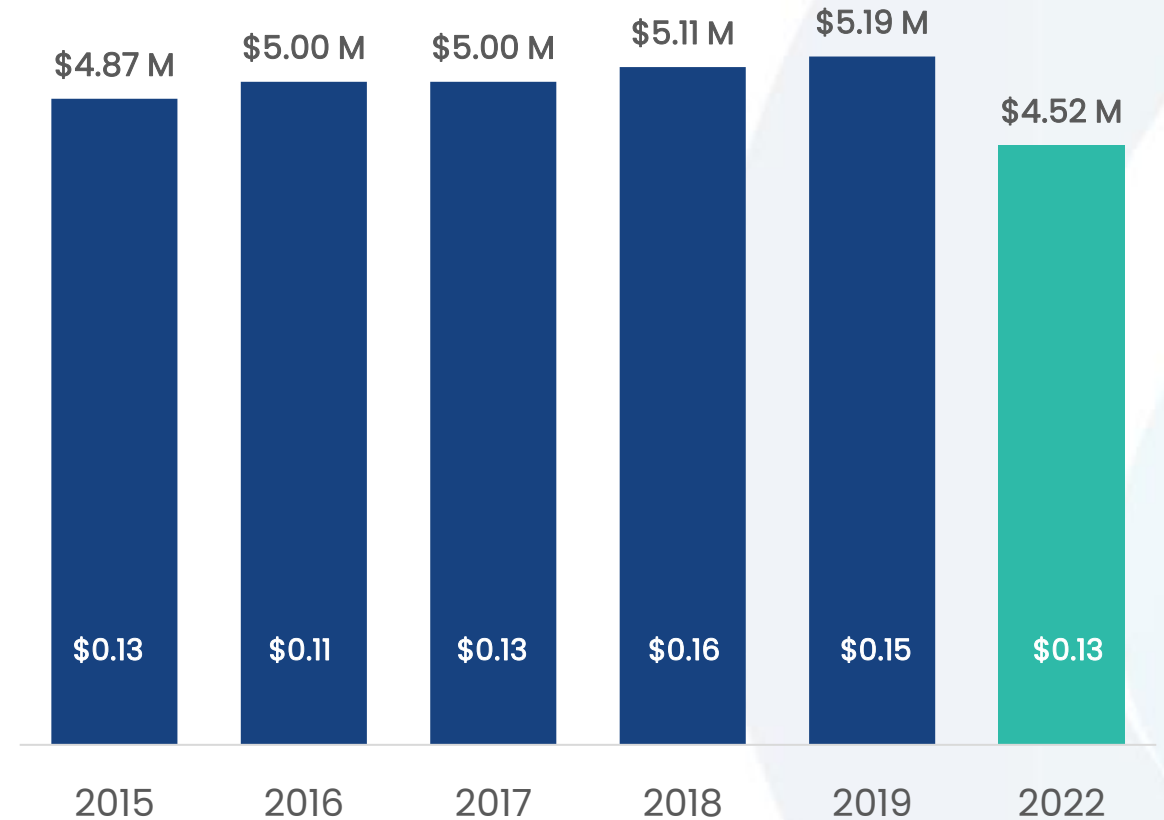
BCVB's marketing investment in 2022 represents a full calendar year, compared to partial calendar years in years past (through October). But in 2022 the total market investment was \$4.5 million or 13% less than was invested in 2019 through October.

BCVB's overall cost per aware travel household in 2022 was \$0.13 which is better than in 2019 when it averaged \$0.15.

Historically, BCVB's cost per aware travel household has averaged \$0.16 per aware travel household.

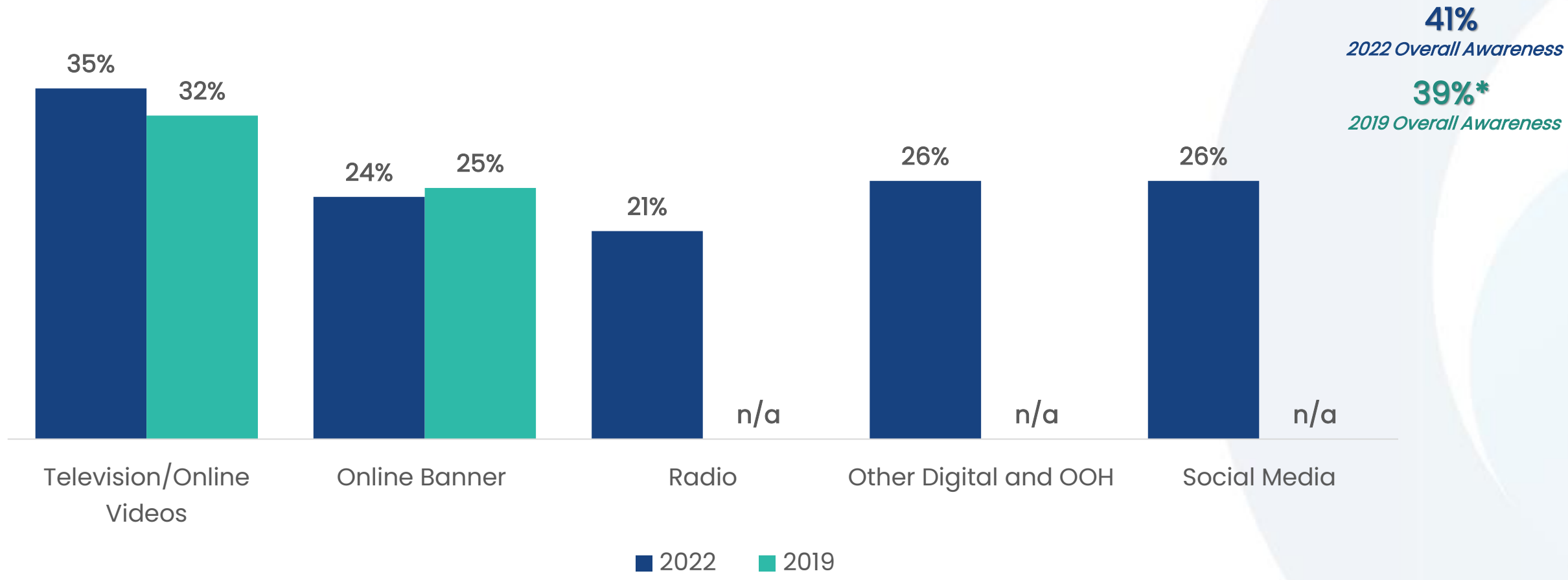
Tier	Distance	Cost/Aware HH
Tier 1	51-300 mi.	\$0.90
Tier 2	301-650 mi.	\$0.09
Tier 3	650+ mi.	\$0.02

Overall Ad Campaign Investment & Cost per Aware Household



By medium, television/online videos (35%), social media (26%) and other digital and OOH (26%) reached the largest audiences overall in 2022.

Advertising Awareness by Medium



*2019 Awareness includes PR.

01. MARKETING EFFICIENCY

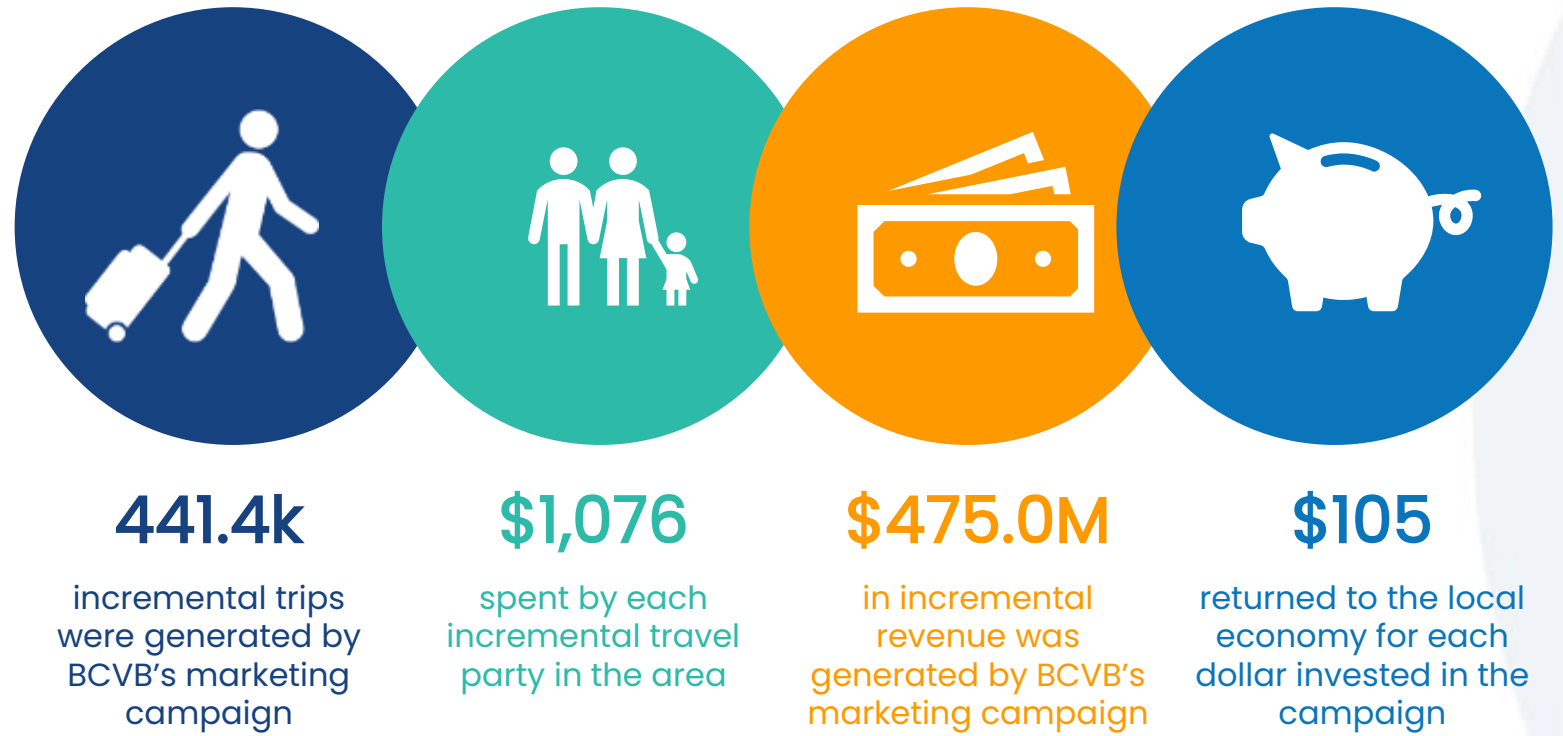
02. Incremental Impact

03. MARKETING EVALUATION

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Incremental Impact

KEY PERFORMANCE INDICATORS

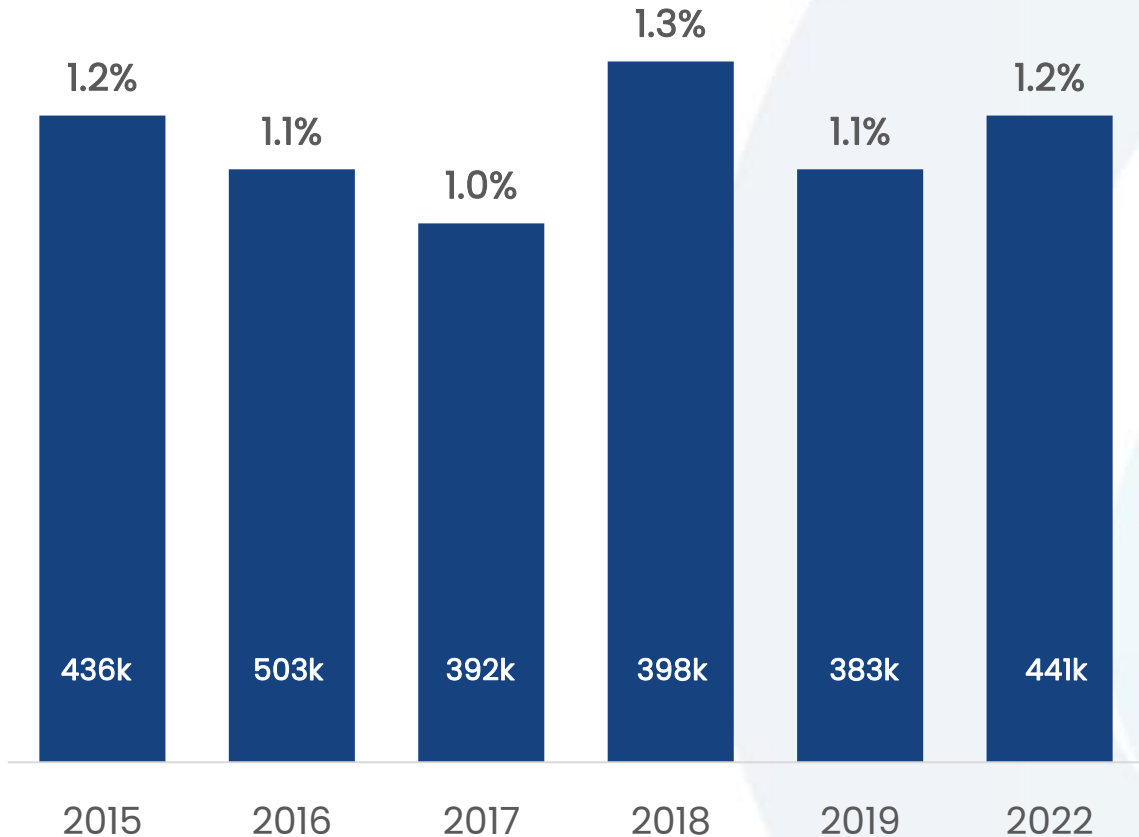


Incremental Impact

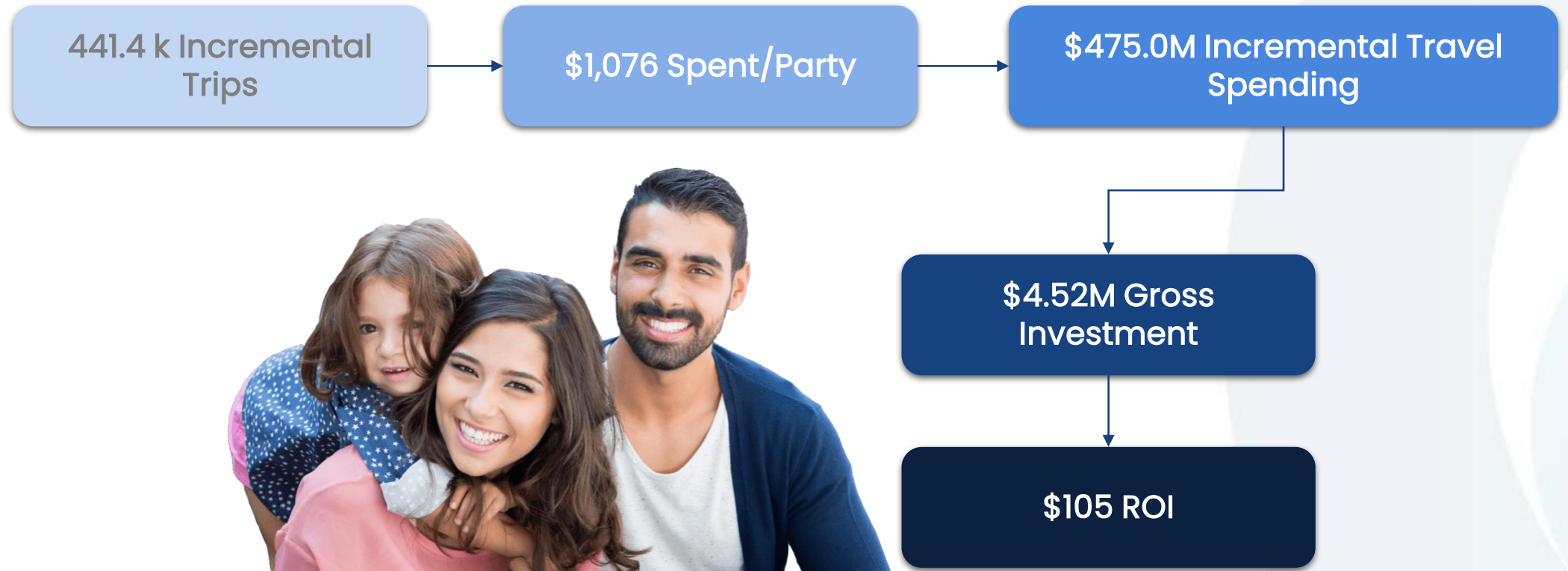
In 2022, those travelers reached by BCVB's marketing campaign had a market capture rate that was nearly 1.2 points higher than those who were not exposed to Branson's marketing efforts.

Extrapolated across the nearly 36M aware travel households, this means that Branson's marketing generated an additional 441k trips to Branson in 2022 that would otherwise not have occurred.

Overall Incremental Impact & Incremental Household Trips

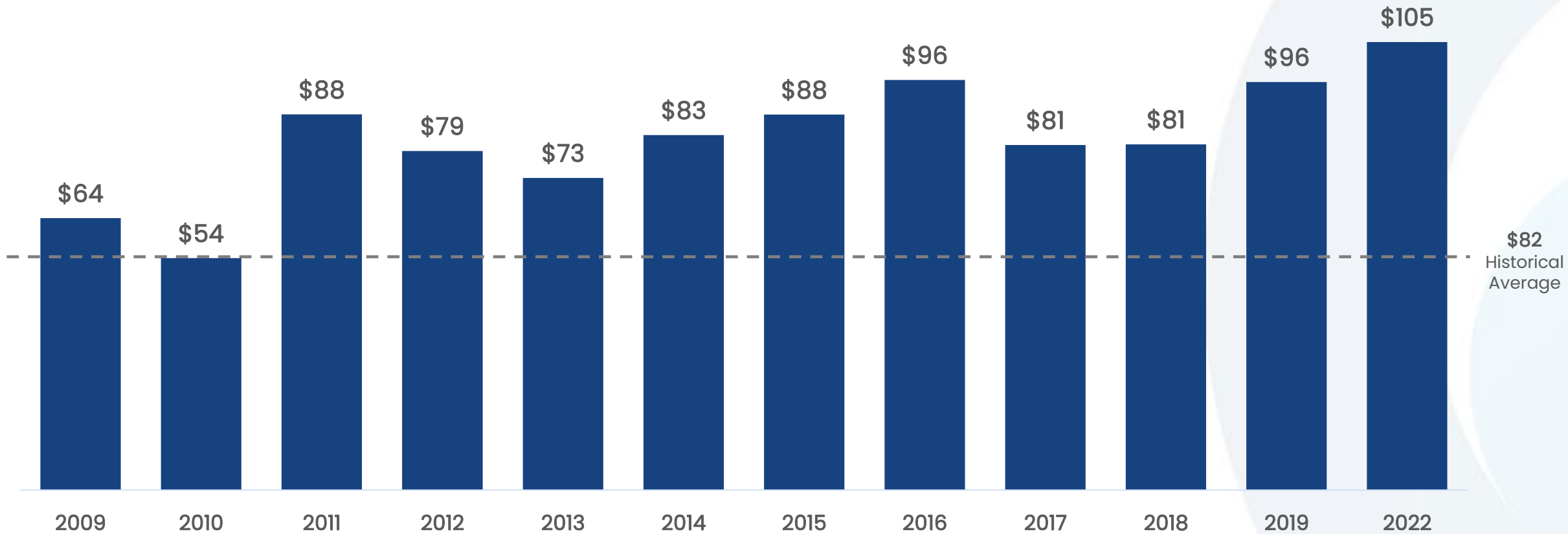


BCVB's 2022 Marketing Campaign delivered positive results by generating incremental visitation, revenue and a high ROI.



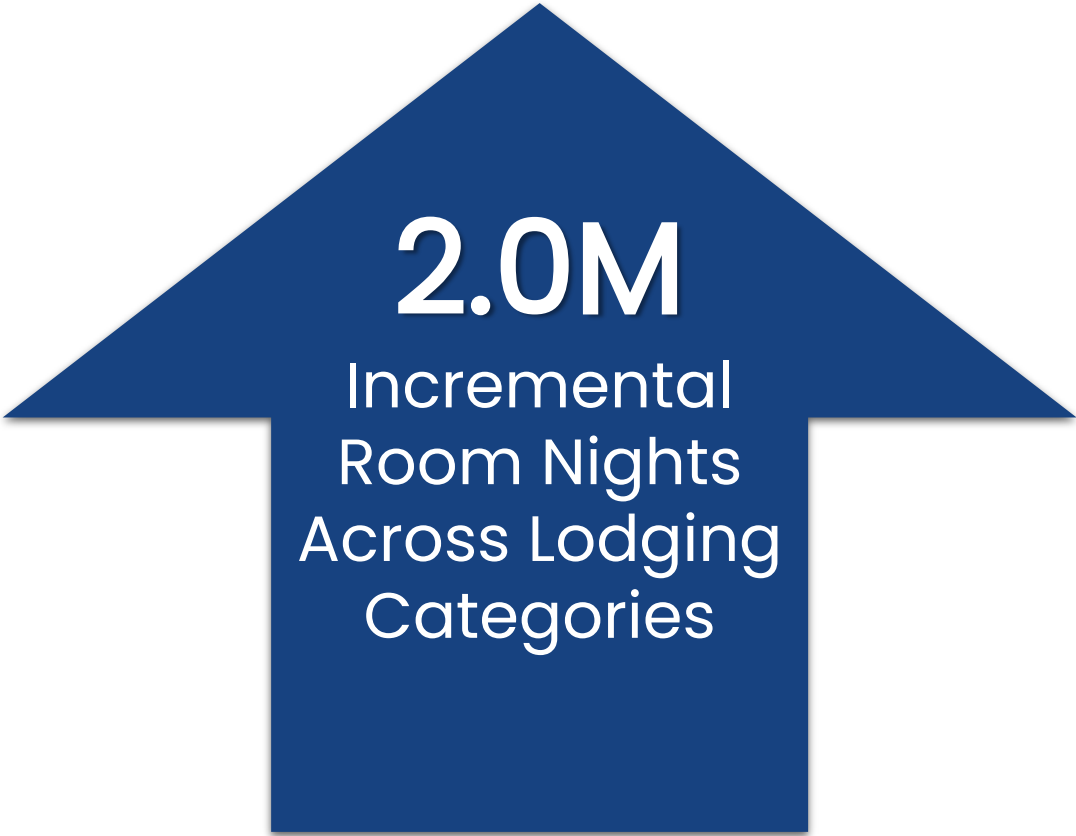
BCVB's recent marketing campaigns have generated contextually strong ROIs, with a new record high ROI reported in 2022.

History of BCVB's Marketing Campaign Return on Investment



\$82
Historical
Average

Incremental Room Nights



The 2022 BCVB marketing campaign generated more than 2.0M incremental room nights (that would not have occurred otherwise) from those staying overnight in paid accommodations across the Branson area.

Extrapolated across the number of rooms purchased and length of stay, it is estimated that the 2022 campaign generated approximately 22% of the total room nights utilized by travelers in the Branson area during this timeframe.

01. MARKETING EFFICIENCY

02. INCREMENTAL IMPACT

03. Marketing Evaluation

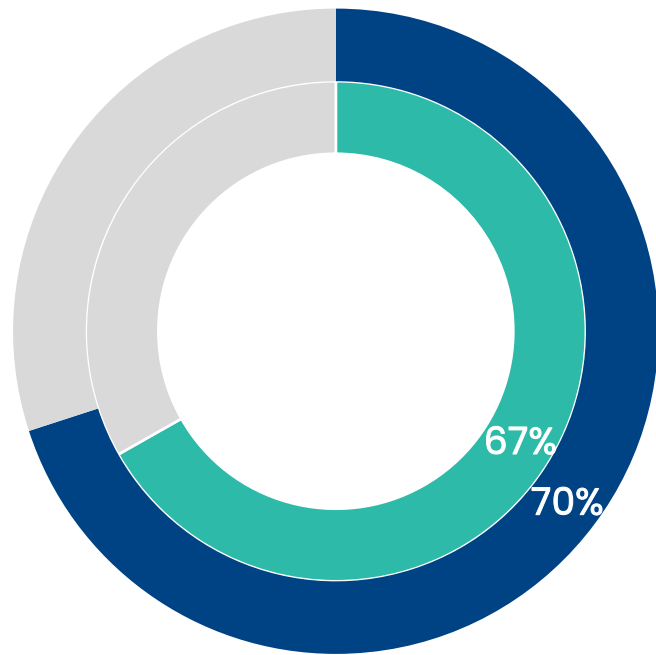
04. TRAVELER PROFILE & APPENDIX

All Respondents | N=2,000

Seven in ten travelers felt the BCVB marketing campaign was appealing, with families and middle-aged travelers rating ad appeal the highest.

Appeal of Ad Collection

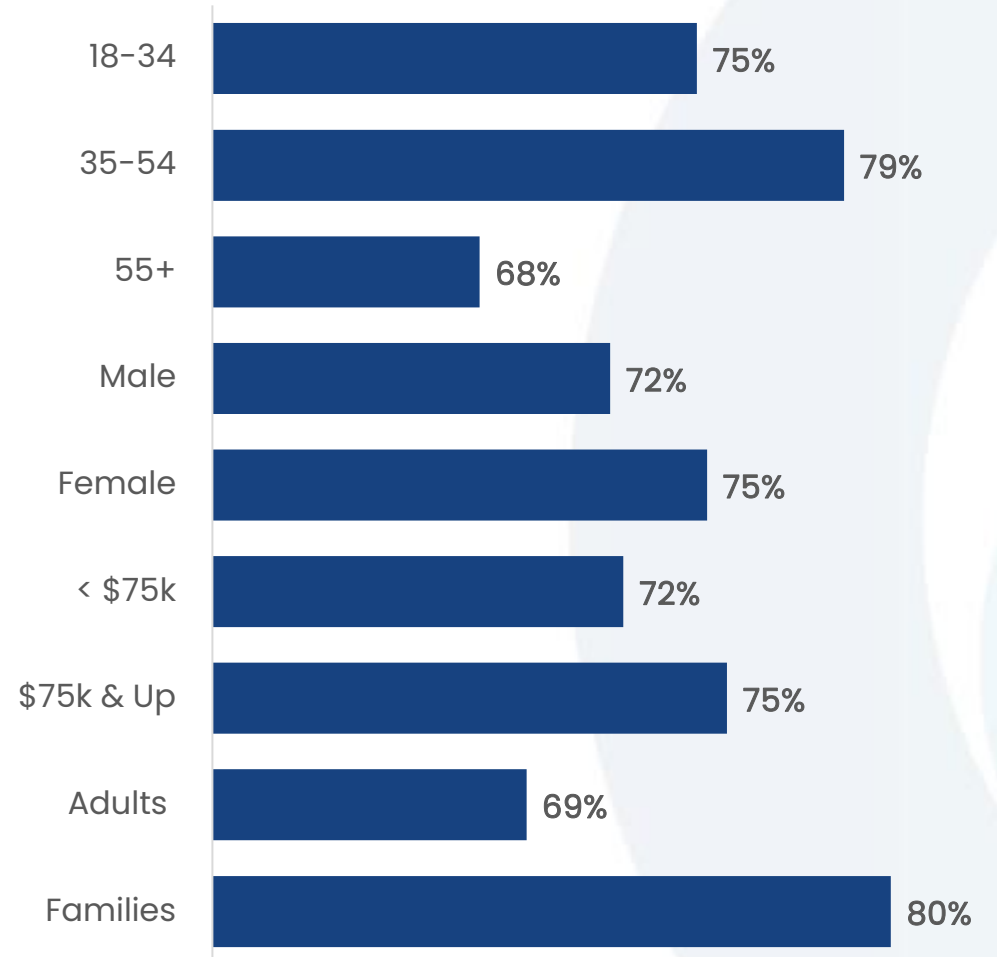
% Top 2 Box



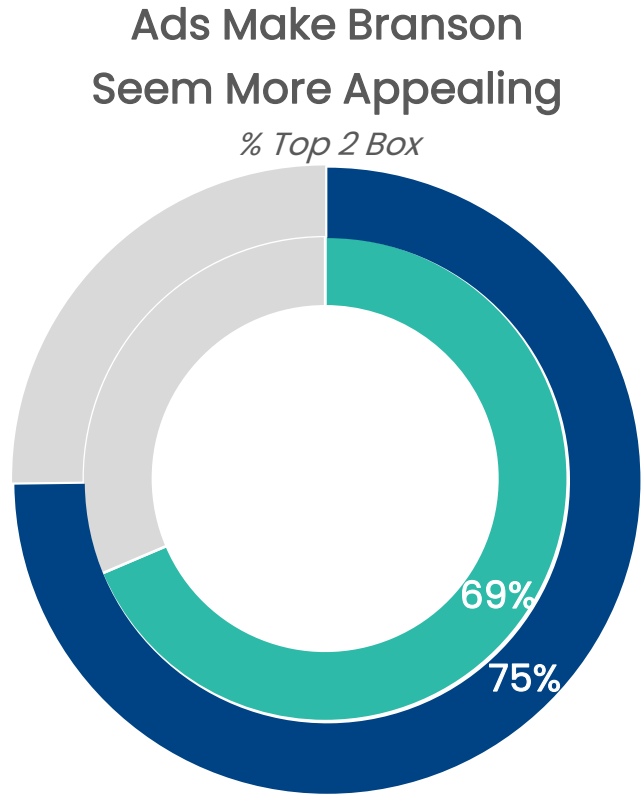
■ 2022 ■ 2019

BCVB's Historical Average: 71%
Missouri H2R Norm: 66%
US \$1M+ Budget H2R Norm: 69%

Appeal of Ad Collection by Niche

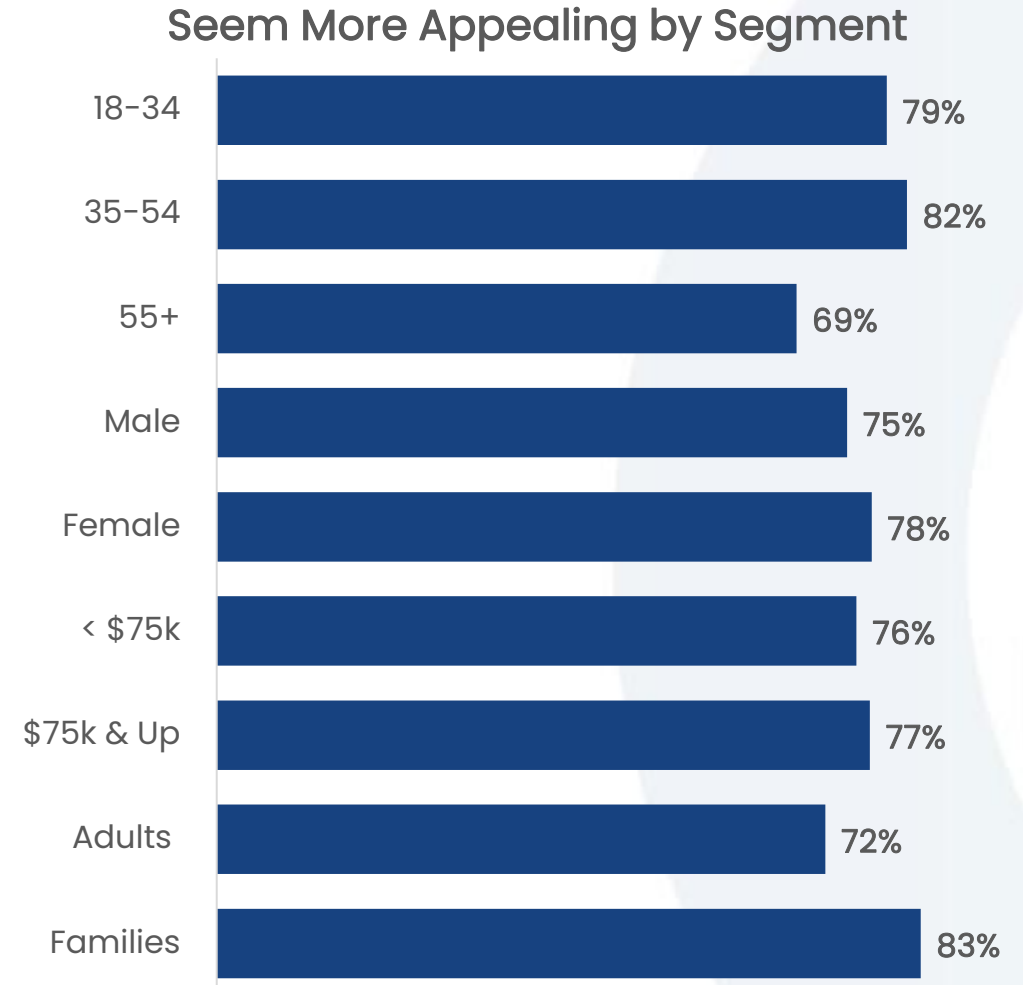


Three-quarters (75%) of travelers feel the BCVB's ads make Branson feel more appealing—slightly higher than H2R's Norm and BCVB's historical average.



■ 2022 ■ 2019

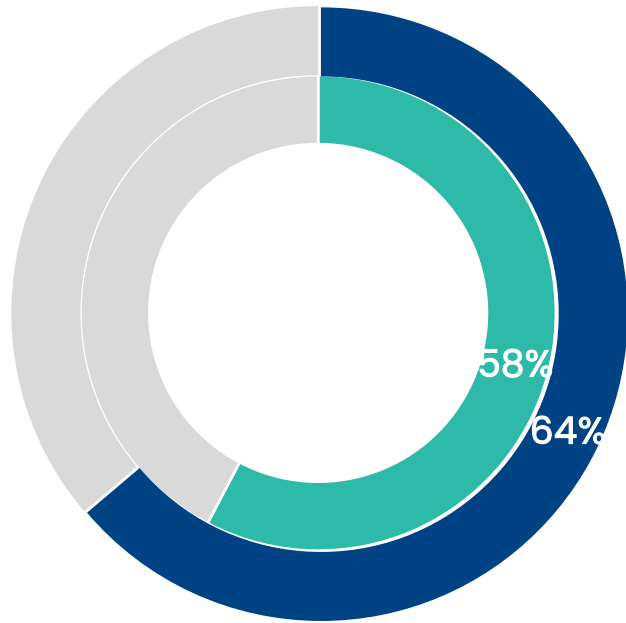
BCVB's Historical Average: 74%
Missouri H2R Norm: 71%
US \$1M+ Budget H2R Norm: 74%



Most (64%) travelers feel the Branson ads were differentiated from other destination ads, up significantly from 2019 and BCVB's historical average.

Different from Other Destination Ads

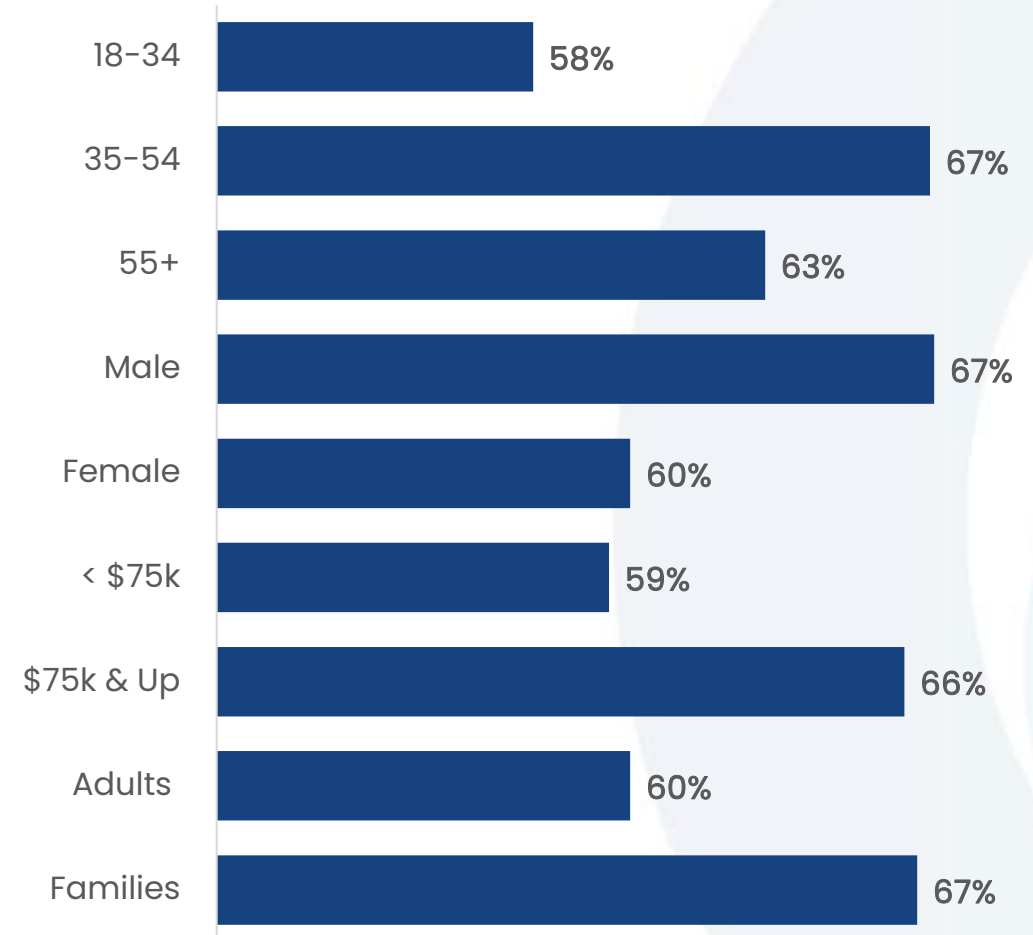
% Top 2 Box



■ 2022 ■ 2019

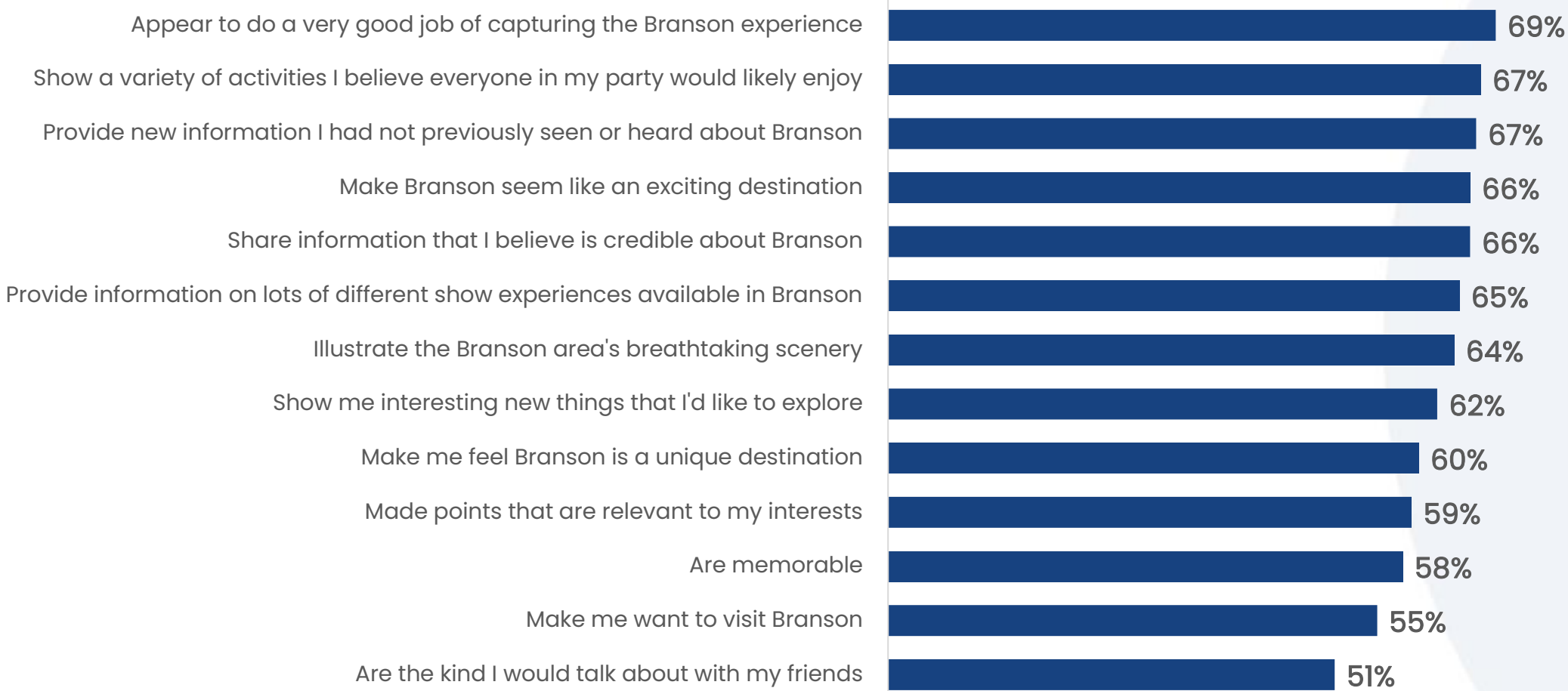
BCVB's Historical Average: 57%
Missouri H2R Norm: 49%
US \$1M+ Budget H2R Norm: 54%

Differentiated Ads



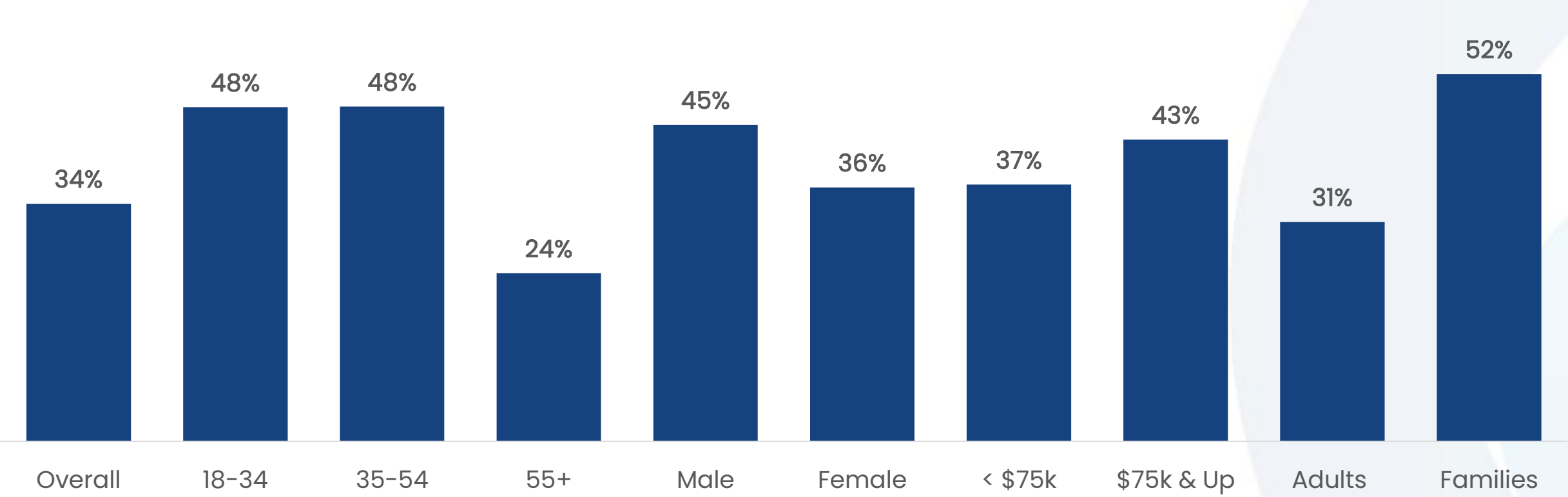
Travelers feel most strongly that the ads do a good job of capturing the Branson experience, show good variety and provide new information.

% Somewhat/Strongly Will – How the Ads Made Travelers Feel



Post-exposure intent to visit is strong and highest among families as well as young to middle-aged travelers.

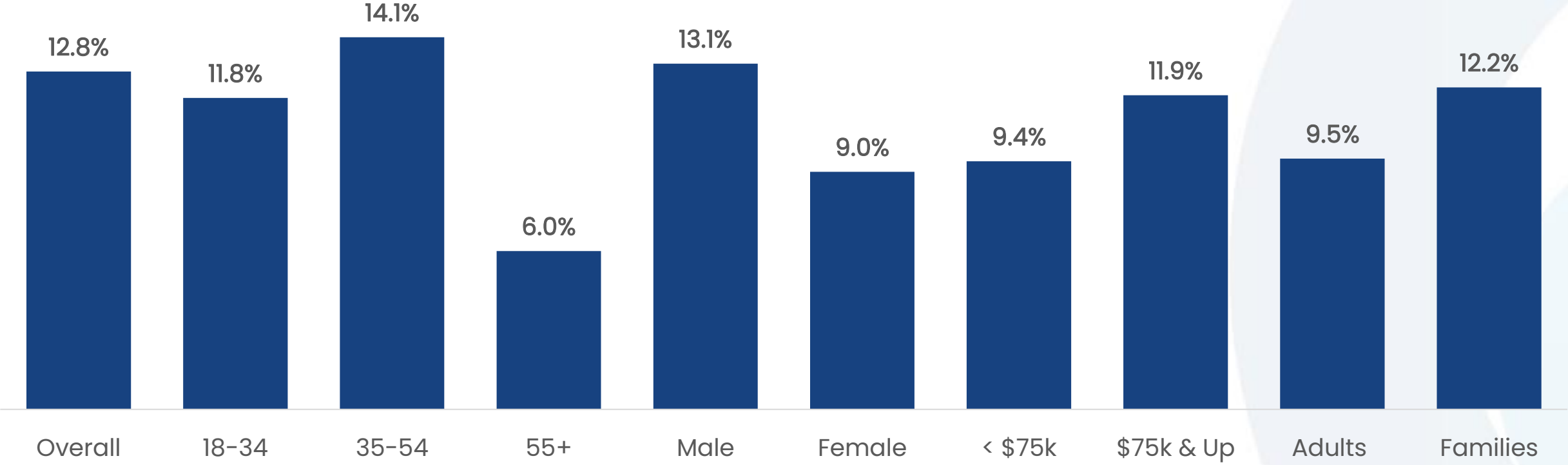
Intent to Visit Branson



Missouri H2R Norm: 41%
US \$1M+ Budget H2R Norm: 44%

Post-exposure intent to visit posted a nearly 13-point lift, higher than the H2R Norms for Missouri destinations and similar sized budgets (+11 points).

Lift in Intent to Visit Branson



Missouri H2R Norm: +11 points
US \$1M+ Budget H2R Norm: +11 points

01. MARKETING EFFICIENCY

02. INCREMENTAL IMPACT

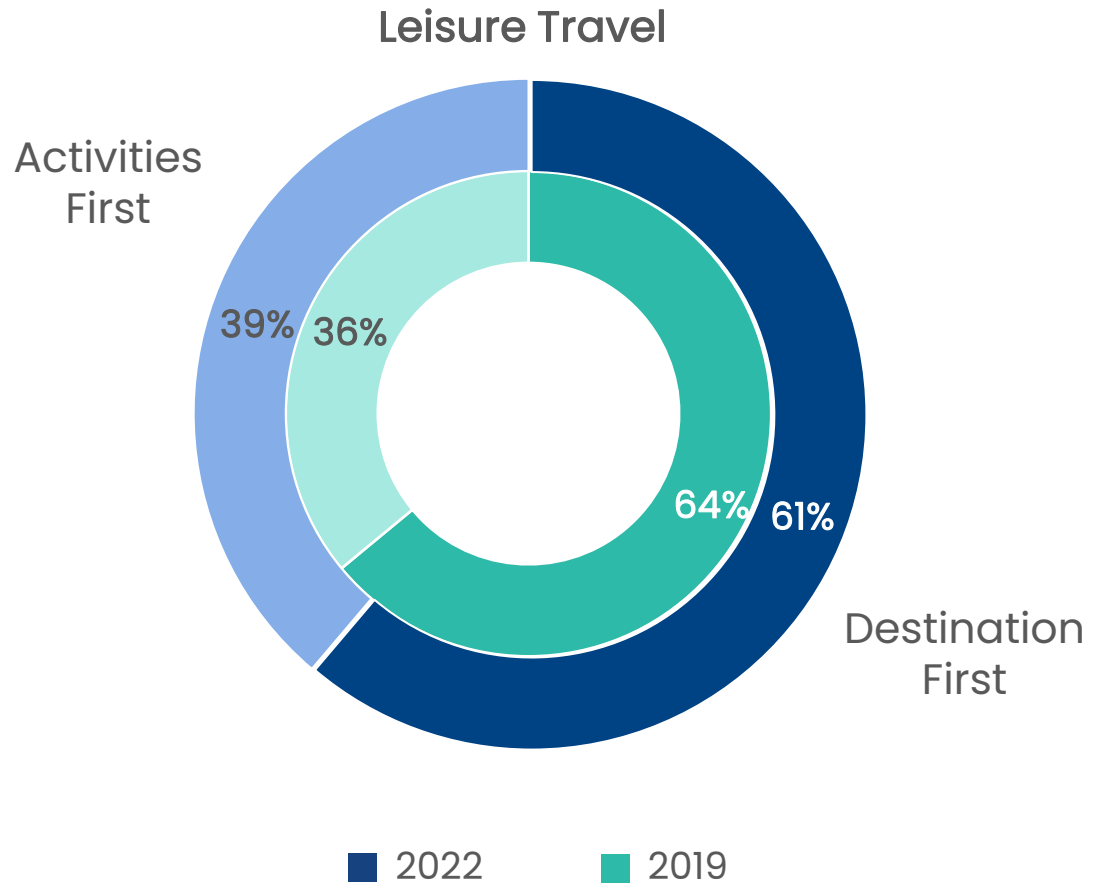
03. MARKETING EVALUATION

04. Traveler Profile & Appendix

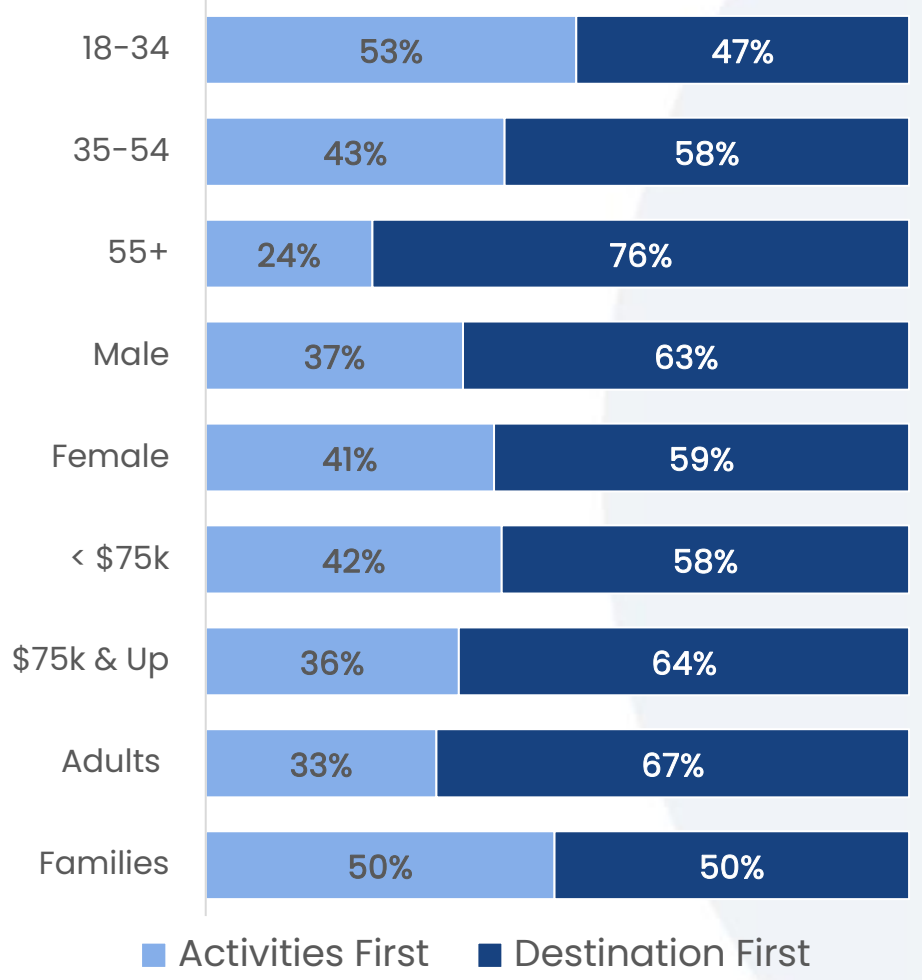
**All Respondents | N=2,000
Visited Branson in
the Past 3 Years | N=260**

Most travelers first decide to visit a specific destination (61%) and then determine what activities they will participate in. However, younger adults and families are more likely than travelers overall to decide upon activities first and then select a destination.

Decisions Made First When Planning

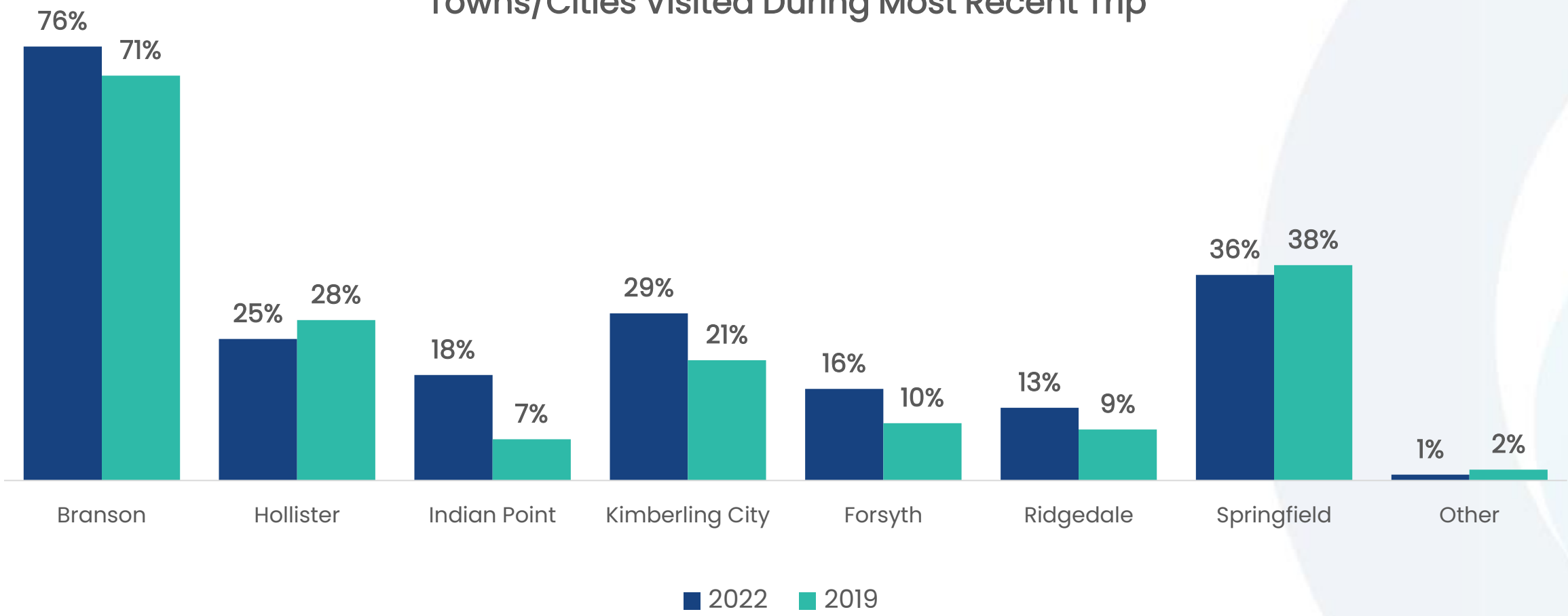


Decisions Made First by Segment



In 2022, visitors were most likely to visit Branson, with more than one-third of visitors also visiting Springfield.

Towns/Cities Visited During Most Recent Trip



Sample Size of Key Segments by Market

	Overall	Tier 1: 51-300 mi.	Tier 2: 301-650 mi.	Tier 3: 651+ mi.
Overall	2,000	743	747	510
Visitors Past 3 Years	260	192	38	30
Visitors Past 12 Months	177	128	29	20

Methodological Discussion

- Marketing & Media Effectiveness Studies provide a detailed and rigorous assessment that measures the *incremental* impact of a DMO's marketing campaign. "Incremental" is important because some travelers would visit the destination whether the DMO hosted a marketing campaign or not. Therefore, the true impact of the campaign is determined by whether those who were reached by the DMO's marketing message are more likely (and how much more likely) to have visited the destination than those who were not reached by the marketing. The protocol for this type of study has been prescribed by the DMAI and most professional travel market studies that measure marketing effectiveness adhere to this approach very closely.
- Consumers from across all advertised trade areas being measured are surveyed using an online survey and a professionally managed third-party email panel. Online surveys are important so that respondents can actually see/read and react to specific stimuli. The questionnaire screens out any person who does not travel, is not a leisure travel decision maker in their household or is underage. Travelers from all advertised markets are represented in this study.
- This year, Branson's CVB's advertised trade area includes a nationwide sample, focusing a balance of sample with tiers including 51-300 mi., 301-650 mi. and 650+ mi. The study included the full year and all marketing campaigns within 2022. Using a disciplined methodology and minimizing any differences from year to year is important to ensure that any variances are the result of shifts in consumer reaction as opposed to changes in the methodology or how the question is asked.

Methodological Discussion

- Because Marketing & Media Effectiveness Studies inherently include all travelers in the destination's advertised markets and impact is measured by comparing the levels of visitation between aware and unaware travelers in each market, the sample size required for this size of study is substantially large.
- Marketing effectiveness is measured by calculating the variance in the level of visitation between aware and unaware travelers and weighting this increment by the number of aware travel households in the marketplace. In addition to direct insights provided by this study, other secondary information (Census data, STR reports, Visitation & Other Research conducted by the destination) is often included as part of the overarching projection model that weights and calculates impact in order to ensure the greatest level of accuracy.
- The overall results provided in such a study are among the most accurate offered in the travel and tourism industry today. However, results by market (because they inherently have lower individual sample sizes) have larger margins of error that should be taken into consideration when making media buying decisions.

Research developed for Branson CVB.

Our team loves the magic of data and research. We work until the voice of your customer is clear and you have the answers you need. If you have questions about this report, please let us know.

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