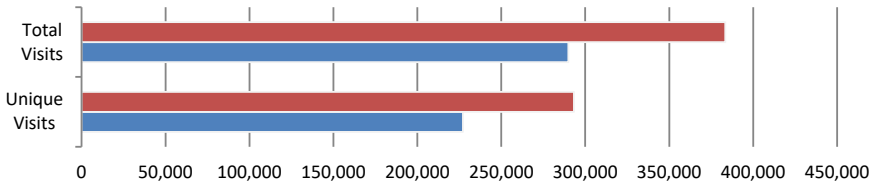


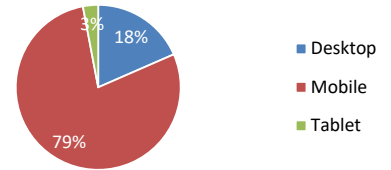


* All Percent Changes are Comparing Year Over Year.

Website Visitors



Website Visitor Detail



ExploreBranson.com											
People Reached				Site Visits				Pages Viewed			
Dec 2023	(YOY)	YTD	(YOY)	Dec 2023	(YOY)	YTD	(YOY)	Dec 2023	(YOY)	YTD	(YOY)
293,345	(+29.1%)	3,634,394	(+20.8%)	383,391	(+32.3%)	4,667,590	(+21.6%)	816,406	(+34.2%)	10,186,455	(+14.0%)
Desktop Visits (% of Total Sessions)				Mobile Visits (% of Total Sessions)				Tablet Visits (% of Total Sessions)			
Dec 2023	(YOY)	YTD	(YOY)	Dec 2023	(YOY)	YTD	(YOY)	Dec 2023	(YOY)	YTD	(YOY)
18.5%	(+24.7%)	22.5%	(+10.8%)	78.6%	(+34.4%)	73.4%	(+24.9%)	3.0%	(+27.3%)	4.2%	(+30.5%)
Partner Referrals				Engagement Rate				Session Duration			
Dec 2023	(YOY)	YTD	(YOY)	Dec 2023	(YOY)			Dec 2023	(YOY)		
115,343	(+42.9%)	1,263,253	(+17.5%)	63.00%	(+26.0%)			2:05	(-0.8%)		

Paid Digital Media																	
Paid Search			Paid Search			Google Click			Google Cost			Bing Click			Bing Cost		
Impressions	(YOY)		Clicks	(YOY)		Thru Rate	(YOY)		Per Click	(YOY)		Thru Rate	(YOY)		Per Click	(YOY)	
1,427,033	(+41.0%)		140,337	(+55.5%)		18.58%	(+17.7%)		\$ 0.47	(-42.0%)		1.44%	(-51.5%)		\$ 0.48	(+54.8%)	
Display			Display			Display Click			Display Cost								
Impressions	(YOY)		Clicks	(YOY)		Thru Rate	(YOY)		Per Click	(YOY)							
19,131,428	(+147.1%)		27,332	(+181.1%)		0.14%	(+7.7%)		\$ 9.01	(-32.3%)							
Paid Social			Paid Social			Facebook Click			Facebook			Pinterest Click			Pinterest		
Impressions	(YOY)		Clicks	(YOY)		Thru Rate	(YOY)		Cost Per Click	(YOY)		Thru Rate	(YOY)		Cost Per Click	(YOY)	
2,427,904	(-40.0%)		61,953	(+20.5%)		3.13%	(+99.4%)		\$ 0.28	(-37.8%)		1.37%	(+95.7%)		\$ 0.57	(-30.5%)	

ExploreBranson Newsletter											
Total Delivered	(YOY)	Open Rate	(YOY)	Site Visits	(YOY)	Pages Viewed	(YOY)	Session Duration	(YOY)	Partner Referrals	(YOY)
97,245	(+36.0%)	48.2%	(-5.5%)	964	(-60.4%)	1,715	(-68.8%)	2:35	(+2.0%)	138	(-73.4%)

Social Media Channels											
Facebook						Tiktok					
Followers	(YOY)	Impressions	(YOY)	Engagement	(YOY)	Followers	(YOY)	Views	(YOY)	Likes	(YOY)
237,643	(+5.4%)	2,168,977	(-25.9%)	91,388	(-32.7%)	53,908		111,349		2,706	
Instagram						Twitter					
Followers	(YOY)	Impressions	(YOY)	Engagement	(YOY)	Followers	(YOY)	Impressions	(YOY)	Engagement	(YOY)
22,765	(+16.6%)	161,018	(-2.7%)	6,926	(+19.2%)	14,997	(-0.8%)	11,250	(-41.6%)	346	(-35.1%)
Pinterest						Youtube					
Followers	(YOY)	Impressions	(YOY)	Engagement Rate	(YOY)	Followers	(YOY)	Impressions	(YOY)		
2,592	(+11.3%)	1,358,577	(-7.6%)	1.63%	(+81.1%)	2,358	(+12.6%)	289,101	(+11.0%)		