**2nd Quarter - 2024 Group & Reunion Market Committee Meeting**

June 27, 2024 - 10:00-11:00 AM

**Notes**

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| **Mike Pitman, Jeremiah Jones** | Sight and Sound |
| **Ann McDowell** | McDowell Consulting |
| **Nancy Kelly, Carl Kelly** | Branson Professional Tour Guides |
| **Genesis Oltjenbrun** | Holiday Inn Express & Suites (Shreem Capital) |
| **Randi Weaver** | Gathering Plus/ Thompson Coach |
| **Logan Blackburn** | Hiltons of Branson |
| **Glenda Kerr** | King's Castle Theater |
| **Shane Heaton** | Silver Dollar City |
| **Alison Kozisek** | Stone Castle Hotel/Angel Inn/Econolodge |
| **Baylor Hodges** | 5 Star Parks & Attractions/Extreme Racing Center |
| **Reed Warner, Joslyn Schott, Yvonne Long, Samantha Gutting, Sierra Delrosa** | Explore Branson  |

**Welcome**

* + Chairperson: Mike Pitman, Sight and Sound Theaters
	+ Co-Chairperson: Glenda Kerr, King’s Castle Theater
* **Introduction New CVB Staff**
	+ Sierra Delrosa, Sales Coordinator

**2nd Quarter Review**

* **Industry Report**
	+ Motor coach business is down. COVID hit the motor coach industry hard, and they have struggled to recover. Market is shifting to smaller coaches and shared departures.
	+ Student market is significantly up.
* **Discussion:** Q2 overall
	+ Planning to send out event invites earlier in the future in order to build attendance
* **Leisure Metrics:**
	+ 38Leads, 17 Service Requests, 56 Sales Kit Requests
	+ New process for sending information requests: referrals

**Q2 Tradeshows & In-Market Conferences**

* **Explore Branson FAM & Marketplace (April 17-19)**
	+ We previously discussed the registration process, communication, and enhanced networking opportunities during the After Action Review, and will consider that feedback in future planning.
	+ Operator feedback for 2025 FAM Dates.
	+ Potential dates include April 13-16, April 6-9, April 9-12 (Easter is April 20th) – we will send out a poll.
* **IPW (May 3-7)**
	+ Very few international groups coming to Branson, but Route 66 is a draw for them
	+ Potential for more intl. business in 2026 with the FIFA World Cup in Kansas City
* **Accent West (May 7-10)**
	+ Key benefits: MARS has 4 tours booked for Branson this year with a potential for 400 room nights and economic impact of $130,000, and we received overwhelmingly positive reviews from attendees.
* **Military Reunion Network (June 21-24)**
	+ Yvonne came back with 15 RFPs, lots of networking opportunities with younger reunion planners who are just starting out.
	+ Documentary producer Kyle Olson would like to do a screening of his film “The Last Signal” in Branson.

**In-Market Conferences/ Future Planning**

* **Going on Faith (Aug 5-9)**
	+ Anticipating 150 buyers to attend
* **SMERF Express (Sept 9-13)**
	+ 30-40 planners in market attending
* **ABA Dine-Around 2025**
	+ Task Force Sign-Up
	+ A potential venue that we selected for the ABA Dine-Around is the Juniper Ballroom at The Notary by Marriott. As The Notary is one of the host hotels, everyone will be close-by, and we can have a shuttle looping around to transport attendees.
* **Branson LIVE! (Spring & Fall)**
	+ All responses from survey indicated February as the best month for the Spring event, and we discussed the last week of February or first week of March as potential dates.
	+ Survey also indicated Little Rock or Frisco, TX as preferred locations, followed by Oklahoma City and Memphis. Many also indicated an interest in adding a Fall event.
* **Rally Point Branson**
	+ Military reunion event for younger veterans
	+ Potentially over Memorial Day Weekend 2025

**Publications & Marketing**

* **Group Tour and Reunion Planner 2025-2026**
	+ Deadline: August 14, 2024
* **Leisure Sales Marketing**
	+ Digital and Traditional Marketing

**Committee Meetings**

* **Q3 Committee Meeting**
	+ 10:00am, Thursday, September 26. Location: Branson Chamber & CVB / Teams
* **Q4 Committee Meeting**
	+ 10:00am, Thursday, November 14. Location: Branson Chamber & CVB / Microsoft Teams