**2nd Quarter - 2024 Student Market Committee Meeting**

June 27, 2024 - 11:00 AM-12:00 PM

**Notes**

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| **Ruthann Crust (Chair)** | Titanic Museum |
| **Joe Modglin (Co-chair)** | The Haygoods |
| **Lisa Martin** | Stone Castle Hotel & Conference Center |
| **Anthony Stacy** | IMAX Entertainment Complex |
| **Suzanne Wonderly** | SIX Show |
| **Mandy Long, Rosa Wilson** | Fritz’s Adventure |
| **Tony Wilson** | Clay Cooper |
| **Shane Heaton** | Silver Dollar City |
| **Reed Warner, Joslyn Schott, Sierra Delrosa, Nicolas Loke** | Explore Branson |

**Welcome and Introductions**

* + Chairperson: Ruthann Crust, Titanic Museum
  + Co-Chairperson:Joe Modglin, The Haygoods
* **CVB Staff Presentations**
  + Reed Warner introduced two new team members: Sierra Delrosa - Sales Coordinator, and Nicolas Loke - Analytics Coordinator.

**2nd Quarter Review**

* **Industry Report**
  + SYTA reported 1.4 million student travelers in 2023, a 16% increase over 2019 market recovery.
* **Discussion: Q2 overall**
  + Lots of student group business in April/May
  + Student groups are shifting to smaller, more cost-effective destinations such as Branson. Very promising for student group business in 2025-2026.
* **Leisure Metrics:** 
  + 38 Leads, 17 Service Requests, 56 Sales Kit Requests
  + New system for sending out information requests:Referrals

**Tradeshows & In-Market Conferences (April-June)**

• **Explore Branson FAM & Marketplace (April 17-19)**

* + In the After Action Review, we discussed having two separate FAM tracks for student groups and for general individuals. We received feedback about communication, event logistics, and enhancing the networking opportunities, which we will take into account for future FAM events.
  + We asked tour operators via survey which month they prefer for the FAM and they picked April, with March and August as runners up. April was the clear consensus.
  + Discussed potential dates for 2025, trying to avoid Easter week (April 13th-20th). Could back it up to Music Fest (April 25th) but need to determine if they would be in competition with each other.
* **IPW (May 3-7) / International Travel to Branson**
  + Nashville, Washington DC, and Florida are currently more popular destinations for international students.

**Upcoming Conferences/ Future Planning**

* **SYTA 2025**
  + Ice Cream Cart Activation on Track
  + Volunteer Shifts for Cart (Sat, Sun, Mon: 10-12, 2-4)
  + In our SYTA Task Force Meeting, we discussed handing out cards with a QR code that you could submit at the booth, and then we would do a raffle drawing with the cards after the show concludes. Per feedback from the committee, looking into a 1 year membership to an airline lounge of their choosing, and doing the drawing on LinkedIn Live.
* **ABA 2025**
  + 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.
  + Discussed possibly switching to a breakfast or lunch in the future
  + Task Force Sign-Up
* **TMEA 2025**
  + Dine around venue secured
* **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, with Memphis being the preferred location.

**Non-Student In-Market Conferences**

* **Going on Faith (Aug 5-9)**
* **SMERF Express (Sept 9-13)**
* **Rally Point Branson**
* **Small Market Meeting Summit**

**Strategy Discussion**

* Reaching new markets in 2025-2026
  + Ensure that everyone is selling the entire destination, not just their attraction.
* Missouri Music Educators Association

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| FMEA (Florida) | Leisure (STU) | Tampa, FL | Jan 8-11 |
| SYTA Summit | Leisure (STU) | Scottsdale, AZ | Jan 16-19 |
| Michigan Music Conference | Leisure (STU) | Grand Rapids, MI | Jan 23-25 |
| MMEA (Missouri) | Leisure (STU) | Lake of the Ozarks | Jan 28 - Feb 1 |
| IMEA/ IMEC (Illinois) | Leisure (STU) | Peoria, IL | Jan 29 - Feb 1 |
| ABA Annual Marketplace | Leisure | Philadelphia, PA | Feb 1-4 |
| OMEA (Ohio) | Leisure (STU) | TBD | TBD |
| TMEA (Texas) | Leisure (STU) | San Antonio, TX | Feb 12-15 |
| Branson LIVE (Spring) | Leisure | Frisco, TX (DFW) | TBD-February |
| Explore Branson FAM & Marketplace | Leisure | Branson, MO | TBD-April |

**Publications & Marketing**

* **Group Tour and Reunion Planner 2025-2026**
  + Deadline: August 14, 2024
* **Student Guide 2025-2026**
  + Focus on making it an inspiration tool for students, parents, and teachers
* **Student Video/ Content**
  + Let us know about student groups in-market
  + Release Forms

**Closing Items**

* Get Your Guide Mixer (July) to help bring in international travelers
* We are sponsoring a lunch at the Kaleidoscope Staff Retreat

**Committee Meetings**

* **Q3 Committee Meeting**
  + 11:00am, Thursday, September 26. Location: Branson Chamber & CVB / Teams
* **Q4 Committee Meeting**
  + 11:00am, Thursday, November 14. Location: Branson Chamber & CVB / Microsoft Teams