**3rd Quarter - 2024 Group & Reunion Market Committee Meeting**

September 26, 2024 - 10:00-11:00 AM

**Notes**

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| **Mike Pitman** | Sight and Sound |
| **Kathy Baltajy** | Myer Hotels |
| **Nancy Kelly, Carl Kelly** | Branson Professional Tour Guides |
| **Genesis Oltjenbrun** | Holiday Inn Express & Suites (Shreem Capital) |
| **Logan Blackburn** | Hiltons of Branson |
| **Glenda Kerr** | King's Castle Theater |
| **Shane Heaton** | Silver Dollar City |
| **Alison Kozisek** | Stone Castle Hotel/Angel Inn/Econolodge |
| **Jeremy Logan** | The Ozarker Lodge |
| **Faith Wolfe** | 5 Star Parks & Attractions/Extreme Racing Center |
| **Reed Warner, Joslyn Schott, Samantha Gutting, Sierra Delrosa** | Explore Branson |

**Welcome**

* + Chairperson: Mike Pitman, Sight and Sound Theaters
  + Co-Chairperson: Glenda Kerr, King’s Castle Theater

**3rd Quarter Review**

* **Industry Report**
  + According to committee, some shows/attractions have been seeing lower guest attendance, and therefore lower merch/concession sales, but more tickets are being sold directly through the box office, leading to higher ticket profits.
  + Update: New Chief Communications Officer Heather Hermen
* **Leisure Metrics:** 
  + 54 Leads, 58 Service Requests sent out this quarter
  + Spring & fall have busier motorcoach business than summer
    - Reached out to ABA for motorcoach statistics, more reports forthcoming

**2025 Hosted Event Dates:**

* ABA Dine Around
  + February 3, 2025
  + The Notary Hotel
  + Clay Cooper, Dustin Tavella, The Baldknobbers
* TMEA Dine Around
  + February 13, 2025
  + Hard Rock Cafe
* Branson LIVE in Memphis
  + February 25, 2025
  + Location TBD, RFPs have been sent
* Explore Branson FAM & Marketplace
  + April 23-25, 2025
* Rally Point Branson
  + May 23-26, 2025

**Publications & Marketing**

* Sales Guide 2025
  + Will be distributed soon
* Group Tour & Reunion Planner 2025-2026
  + All submissions have been received
* Student Guide 2025-2026

**Q3 Tradeshows & In-Market Conferences**

* Going on Faith
  + There were requests for motorcoach/leisure specific marketing video, which we are producing.
* SYTA Annual Conference
* Connect Marketplace
* SMERF Express

**Closing Items**

* New directive: appointment notes
  + Appointment notes from out-of-market conferences will be posted to the Extranet. They will be viewable on the main page for three months.
* Attending ABA vs NTA:
  + Some local partners have seen less production from NTA in recent years but are attending to see if this will change.

**Committee Meetings**

* **Q4 Committee Meeting**
  + 10:00am, Thursday, November 14. Location: Branson Chamber & CVB