**3rd Quarter - 2024 Student Market Committee Meeting**

September 26, 2024 - 11:00 AM-12:00 PM

**Notes**

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| **Brandon Mabe** | Branson’s Famous Baldknobbers |
| **Ruthann Crust** | Titanic Attraction |
| **Tony Wilson** | Clay Cooper Theatre |
| **Anthony Stacy** | Branson’s IMAX |
| **Shane Heaton** | Silver Dollar City |
| **Jeremy Logan** | The Ozarker Lodge |
| **Reed Warner, Joslyn Schott, Sierra Delrosa** | Explore Branson  |

**Welcome and Introductions**

* + Chairperson: Ruthann Crust, Titanic Museum
	+ Co-Chairperson:Joe Modglin, The Haygoods

**3rd Quarter Review**

* **Industry Report**
	+ Committee consensus that summer business was average
	+ Update: New Chief Communications Officer Heather Hermen
* **Leisure Metrics:**
	+ 54Leads, 58 Service Requests sent out this quarter

**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 Café
* Branson LIVE in Memphis
	+ February 25, 2025
	+ Location TBD, RFPs have been sent
	+ Committee opinion that Germantown is the best location
* 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
* SYTA Annual Conference
* Connect Marketplace
* SMERF Express

**Closing Items**

* New directive: appointment notes
	+ All appointment notes from out-of-market tradeshows that Explore Branson attends will be posted to the main page of the Extranet, where they will be visible for three months.
* Open Discussion
	+ Motorcoach business down – many groups cancelling because they can’t fill a coach
	+ Finding co-ops and attending homeschool shows is important for bringing homeschool student groups.
		- Looking to bring students from Oklahoma, Arkansas, Kansas City
		- Student groups may consider price points and how quickly they can get in and out to be most important.

**Committee Meetings**

* **Q4 Committee Meeting**
	+ 11:00am, Thursday, November 14. Location: Branson Chamber & CVB