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

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

**Notes**

|  |  |
| --- | --- |
| **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