**1st Quarter - 2025 Group & Reunion Market Committee Meeting**

March 27, 2025 - 10:00-11:00 AM

**Agenda**

**Welcome and Introductions**

* **Volunteer Leadership**
  + Chairperson: Glenda Kerr, King’s Castle Theatre
  + Co-Chairperson:Heleena Campbell, Grand Country
    - Glenda and Heleena encouraged everyone to speak up and voice their opinions, and emphasized that many people here are willing to mentor you if you need help.
* **CVB Staff**
  + Reed Warner, Director of Sales & Operations
  + Yvonne Long, Assistant Director of Meetings & Conventions
  + Joslyn Schott, Assistant Director of Leisure Group Sales
  + Kody Peterson, Veterans Initiatives Manager
  + Sierra Delrosa, Sales Coordinator

**1st Quarter Review**

* **Overall Metrics**
  + 2024 Sales Recap
    - 200+ RFPs sent
    - 150+ Service Requests sent
    - $19M Economic Impact
    - 31,500+ Room Nights
  + Opinion poll: Q1 overall - soft, average, strong?
    - With Branson having great weather during spring break, many outdoor attractions, including Silver Dollar City and Dogwood Canyon, had great attendance, while some indoor attractions were a bit slower. Mixed reports from hotels.
    - Spring has typically been a weaker season since COVID, but many businesses are projected to have a strong April
    - Check out Explore Branson’s LinkedIn for monthly data updates
      * SGF Airport saw a 13.1% increase in passenger arrivals
      * 32% of visitors in January came from within the state, and our top out-of-state visitors were AR (19%), OK (10%), TX (7.7%), and KS (6.1%)

**2025 Travel Schedule/Notable Events**

* **Q1 Events**
  + SYTA Summit (Jan 6-8) Scottsdale, AZ
  + ABA Annual Marketplace (Feb 1-4) Philadelphia, PA
    - Comments and feedback on ABA 2025
      * Great appointments, positive impact
      * Hiltons of Branson reported seeing ROI within the year (typically book further out), with a surprising amount of last-minute business
      * Important to build up Branson delegation and maintain our presence
      * If you’re going to attend any tradeshows, ABA and SYTA are recommended
    - ABA 2026 – Reno, NV
      * We discussed the pros & cons of hosting a luncheon vs dine-around
      * Potential to tap into west coast market
      * If you would like to join the ABA 2026 Taskforce, please contact Sierra.
  + TMEA (Feb 12-15) San Antonio, TX
    - New Fritz’s Adventure location in Dallas opened on 4/2
    - Would like extra time to visit with tour & travel partners
  + Select Traveler (Mar 9-11) Owensboro, KY
    - Great appointments, great ROI, attendees were very interested in Branson
  + Travel & Adventure Show, Dallas, TX
    - Matt Gumm performed, vintage bus for photos
    - Very well-received, and we would like to attend again
    - Won a Best in Show award!
* **Future Travel/In-Market Conferences** 
  + *Explore Branson FAM & Marketplace (Apr 22-25) Branson, MO*
    - Hosted at AmericInn by Wyndham
  + *Small Market Meetings Summit (Apr 30-May 1) Branson, MO*
    - Last of our Group Travel Family shows per contract
    - Opening reception at Full Throttle
  + SYTA Annual Conference (Aug 22-26) Savannah, GA
    - CEO visiting Branson w/ VP of Strategy Apr 10-11
      * Sourcing for 2030 “Future of Student Travel” futuristic theme
      * Apr 10th at 10am: Presentation at CVB to drive SYTA membership
    - Picnic Ice Cream Booth
      * Partnering with Leopold’s, a local ice cream brand in Savannah
      * Pre-portioned cups
    - Under the Stars Afterglow Event (Aug 24)
      * Partnerships include feature in new student guide
      * 90 attendees signed up already
  + Connect Marketplace (Aug 25-27) Miami, FL
    - Ice Cream booth partnership: $895
  + Branson LIVE in Memphis (Oct 15-16) Memphis, TN
    - One rep: $495, each additional $50
    - We are actively looking for talent to perform Thurs 10/16, please reach out
    - Busy weekend: War Eagle Craft show, fall break, car show
  + NTA Contact
  + MRN Summit

**Open Discussion/Closing Items**

* **Committee Meetings**
  + **Q2 Committee Meeting**
    - 10:00am, Thursday, June 26. Branson Chamber & CVB / Microsoft Teams
  + **Q3 Committee Meeting**
    - 10:00am, Thursday, September 25. Branson Chamber & CVB / Teams
  + **Q4 Committee Meeting**
    - 10:00am, Thursday, November 13. Branson Chamber & CVB / Microsoft Teams