**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