**1st Quarter - 2025 Student Market Committee Meeting**

March 27, 2025 - 11:00 AM-12:00 PM

**Agenda**

**Welcome and Introductions**

* **Volunteer Leadership**
	+ Chairperson: Shane Heaton, Silver Dollar City
	+ Co-Chairperson:Mandy Long, Fritz’s Adventure
* **CVB Staff**
	+ Reed Warner, Director of Sales & Operations
	+ Joslyn Schott, Assistant Director of Leisure Group Sales
	+ Sierra Delrosa, Sales Coordinator

**Review 1st Quarter**

* **Overall Metrics**
	+ 2024 Sales Recap
		- $19M EIC
		- 31,500+ Room Nights
		- 200+ RFPs sent
		- 150+ Service requests
	+ Opinion poll: Q1 overall - soft, average, strong?
		- Reported an average to strong Q1, with the consensus that momentum is building for Q2 – especially April
			* Silver Dollar City had a very strong Spring break with 17,000 more admissions and $1 higher per capita spending than 2024
		- Expansions and growth
			* Clay Cooper Theatre is expanding
			* McFarlain’s added a bar
			* New Fritz’s Adventure location opening in Texas
	+ 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
	+ Reed made great connections with the SYTA team
* ABA Annual Marketplace (Feb 1-4) Philadelphia, PA
* Comments and feedback on ABA 2025
* ABA 2026 – Reno, NV
	+ Dine-around well-received, quality appointments
	+ We discussed the idea of hosting a Luncheon rather than a Dine-around, and there was a consensus that an evening slot is preferred.
		- Offers more control over atmosphere and audience
		- Luncheons are less effective (many attendees skip)
		- Evening events capture attendees looking for post-day activities
		- If given the choice, most preferred keeping the Dine-around over ice cream booth if it wasn’t possible to do both.
* If you are interested in being on the Taskforce, please contact Sierra
* TMEA (Feb 12-15) San Antonio, TX
* Attendance was solid, but floor traffic was down; overall impact felt diminished. Consensus that it’s time to rethink our approach.
	+ Younger attendees are engaging with events but skipping the marketplace.
* Ideas for next year:
	+ - Larger dine-around event (more similar to ABA scale)
		- Outreach program and targeted marketing campaign
		- Elevated venue
		- Incorporate geofencing and targeted ads
* Select Traveler (Mar 9-11) Owensboro, KY
	+ Vetted people very well, great appointments
* Travel & Adventure Show, Dallas, TX
	+ Matt Gumm performed
	+ Very well received, Won Best in Show award!
* **Future Travel/In-Market Conferences**
* *Explore Branson FAM & Marketplace (Apr 22-25) Branson, MO*
* Hosted at AmericInn
* *Small Market Meetings Summit (Apr 30-May 1) Branson, MO*
* SYTA Annual Conference (Aug 22-26) Savannah, GA
	+ SYTA CEO hosting a membership drive 4/10 at 10am – we would like to have as many attendees as possible
	+ The Future of Student Travel – SYTA 2030
	+ Our goal is at least 10 more SYTA memberships
* Picnic Ice Cream Booth
	+ Pre-portioned ice cream cups - Leopold’s ice cream out of Savannah
* Under the Stars Afterglow Event (Aug 24)
* Connect Marketplace (Aug 25-27) Miami, FL
	+ Partnership: $895
* Branson LIVE in Memphis (Oct 15-16) Memphis, TN
	+ Looking for entertainment to perform Thurs 10/16. Please reach out if you are interested.

**Publications & Marketing**

* + ***New* Branson Resource Student Guide**
		- Partnering with local students to help write articles
		- Need updated photos and lesson plans (STEAM)
			* Reach out to Logan if you need help developing lesson plans
	+ **Student Group Video**
		- If you have any student groups coming (especially performance groups) please fill out the form below using the QR code, or contact our sales team
		- 

**Closing Items**

* **Committee Meetings**
	+ **Q2 Committee Meeting**
		- 11:00am, Thursday, June 26. Branson Chamber & CVB / Microsoft Teams
	+ **Q3 Committee Meeting**
		- 11:00am, Thursday, September 25. Branson Chamber & CVB / Teams
	+ **Q4 Committee Meeting**
		- 11:00am, Thursday, November 13. Branson Chamber & CVB / Microsoft Teams