**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

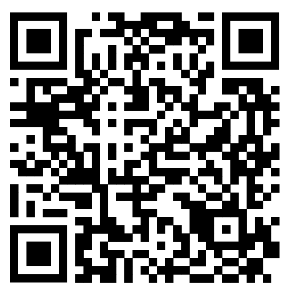
**Review 1st Quarter**

* **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
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**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