

EXPLORE BRANSON

APRIL MEDIA PERFORMANCE



agenda

1. Media Brief + Strategy
2. Digital Performance
3. Social Performance
4. SEM Performance
5. Key Takeaways
6. Looking Ahead





Explore Branson Media Campaign

Media Brief + Strategy

campaign objectives



Increase awareness of
Branson and its offerings
with key audiences



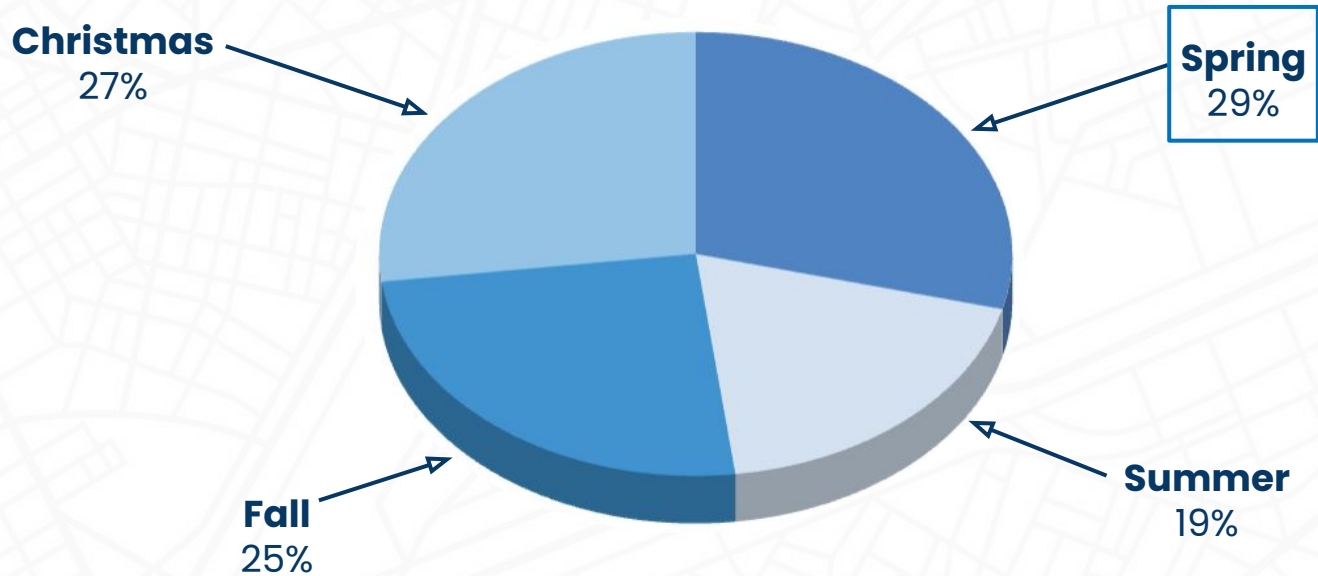
Drive **quality site traffic**,
engagement, and onsite
Signals of Intent to Travel



Generate **incremental**
visitation and arrivals
in market



Campaign Budget Breakdown



Audience Targeting

OVERALL APPROACH

1. Prioritize Travel Enthusiasts + Intenders
2. Layer on geographic targeting
3. Layer on interest targeting

OVERLAYS

Interests

- Live Shows + Entertainment
- Outdoor Offerings
- Family Activities
- Competitive Destinations
 - Pigeon Forge
 - Wisconsin Dells
 - Myrtle Beach
 - Gulf Shores
 - Destin



Geographic Targeting

Arkansas

Illinois

Iowa

Kansas

Louisiana

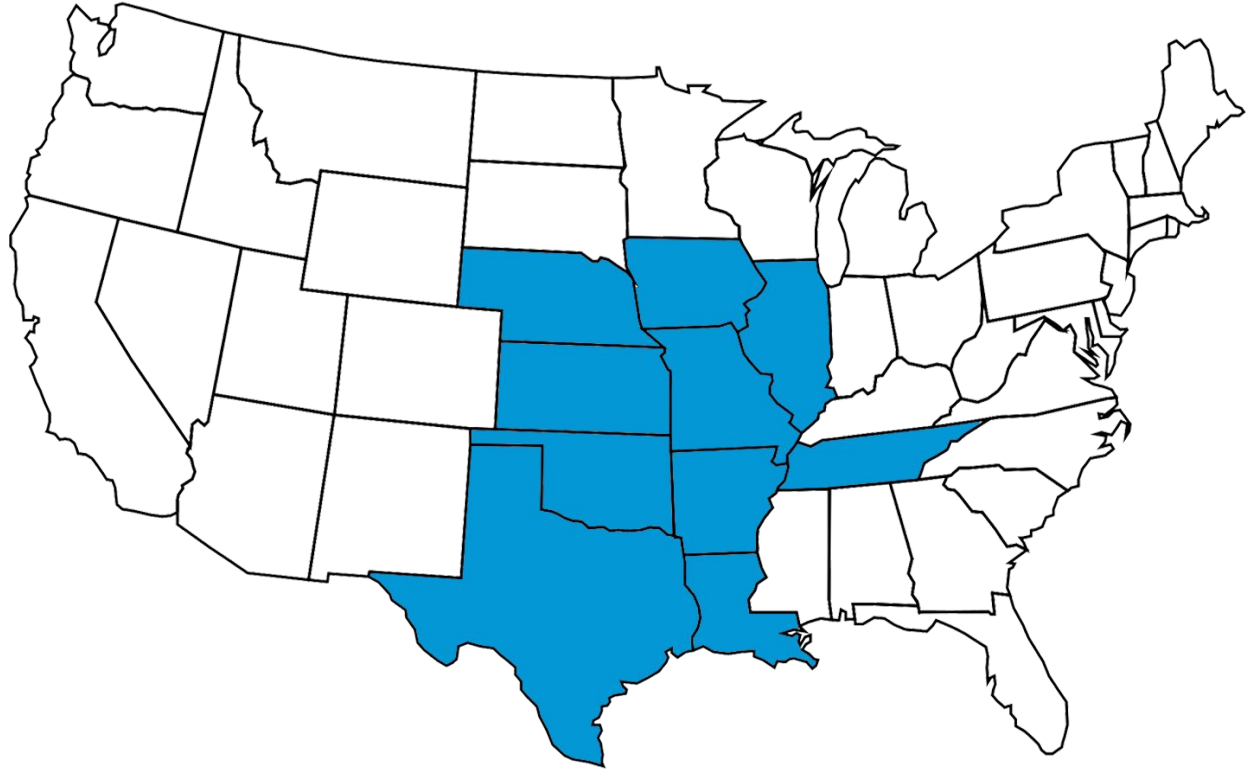
Missouri

Nebraska

Oklahoma

Tennessee

Texas



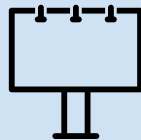
Campaign Tactics



Display



Native



DOOH



**Online Video
+ CTV**



Search



**Social
Static**



**Social
Video**



Pinterest

A low-angle shot of a roller coaster track curving upwards. A train of cars is positioned on the track, inverted. The cars have a steampunk aesthetic with gears and mechanical details. Passengers are visible, some with their arms raised. The background is a clear blue sky with scattered white clouds. Below the track, a dense canopy of green trees is visible.

Explore Branson Media Campaign

Digital Performance



Real-World Attribution via Adara Consortium

- April Digital media drove:
 - **7,315 hotel bookings**
 - **16,246 hotel nights**
 - **\$2.0M in hotel revenue**
- Top three DMAs were:
 - Kansas City
 - St Louis
 - Springfield

Monthly Performance - Hotel					
	Pixel Month Month ▾	Searches	Bookings	Total Nights	Revenue
1	2025-04	<div></div> 36,184	<div></div> 7,315	<div></div> 16,246	<div></div> \$1,992,444.82

Hotel - Media Performance By Market								
	State	Dma	City	Searches ▾	Bookings	Total Nights	Total Travelers	Revenue
1	Missouri	Kansas City	kansas city	<div></div> 2,384	<div></div> 386	<div></div> 912	<div></div> 674	<div></div> \$99,058.19
2	Missouri	St Louis	st louis	<div></div> 2,238	<div></div> 555	<div></div> 1,394	<div></div> 1,230	<div></div> \$143,737.87
3	Missouri	Springfield	springfield	<div></div> 1,336	<div></div> 146	<div></div> 220	<div></div> 194	<div></div> \$23,514.40



Overall

- April overall results:
 - 10,372,186 impressions served
 - 3,749,166 were via the digital OOH flight which ended 4/30
 - 44,438 landing page views registered
 - Yielding a landing rate of 0.67% – **an increase of 0.20% from March!**
 - 10,362 engagements
 - For an engagement rate of 23% – remained stable, and over benchmark, from prior month



Dynamic Display & Native

Display Banners

- 1.44M impressions
- 9,980 landing page views
- 2,356 engagements
- Landing rate 0.69% – decreased but at 4.6x benchmark
- Engaged visitor rate 24%

Native Display

- 858K impressions served
- 6,622 landing page views
- 1,615 engagements
- Landing rate 0.77% – slight dip but holding at 5x benchmark
- Engaged visitor rate 24%

Overall top performers (by conversions)

- **Segments:** All Travel, In-market to FL, and Wisconsin Travel & Tourism
- **DMAs:** Kansas City, Chicago, & St. Louis



Online Video

Outstream Video

- 542,453 impressions
- 1,463 landing page views
- 304 engagements
- Video Completion Rate 77% - increased MoM
- Landing rate 0.27% - modest dip
- Engaged visitor rate 21% - slight increase
- Top geos by conversions were:
 - Kansas City
 - St Louis
 - Des Moines/Ames

CTV Video (YouTube Non-Skippable)

- 1.40M impressions
- 2,163 landing page views
- 602 engagements
- Video Completion Rate of 96% - no change
- Landing rate currently at 0.16% - decreased
- Engaged visitor rate 28% - small drop
- *Flight one ended 4/30, next flight starts in August*



TripAdvisor Q1 Ad Exposed Economic Impact Report

- TA Digital media drove:
 - **\$869K Ad Exposed Economic Impact**
 - **5,925% ROI**
 - **621 Attributable Visits**
 - **1,115 Attributable Visitor Days**
- Top three feeder markets:
 - St Louis
 - Kansas City
 - Springfield

\$155

Ad Exposed ADR

Category	Total Economic Impact
Accommodations	\$145,939
Attractions	\$29,552
Food & Bev	\$128,283
Other	\$56,845
Retail	\$126,165
Transportation	\$382,589
TOTAL	\$869,373



TripAdvisor

Native Boost

- 232,905 impressions
- 10,487 landing page views
- 2,410 engagements
- Landing rate 4.50%
 - **Holding at 30x benchmark**
- Engaged visitor rate of 23%
 - No change MoM

Explorer Video

- 228,576 impressions
- 9,277 landing page views
- 2,170 engagements
- Landing rate 4.06% - **27x benchmark**
 - Minimal decrease from March
- Engaged visitor rate of 23%
 - Slight uptick by 1%



TripAdvisor

Brand Channel

- 6,787 impressions
- 876 landing page views
- 223 engagements
- Landing rate currently at 12.91%
 - 86x benchmark
 - Decreased MoM but found more engaged users in April
- Engaged visitor rate 25%
 - **Growth over prior month**

Display

- 20,108 impressions
- 199 landing page views
- 41 engagements
- Landing rate currently at 0.99%
 - **Rose 90%, up from 0.52%!**
- Engaged visitor rate 21%
 - Relatively unchanged



Nativo (flight ended 4/30)

Story

- 487,356 impressions
- 723 landing page views
- 124 engagements
- Call to action rate is currently at 9.35%
 - **Increased since March, up from 7.16%!**
- Landing rate is at 0.15%
 - Up from prior month, now at benchmark
- Engaged visitor rate 17%

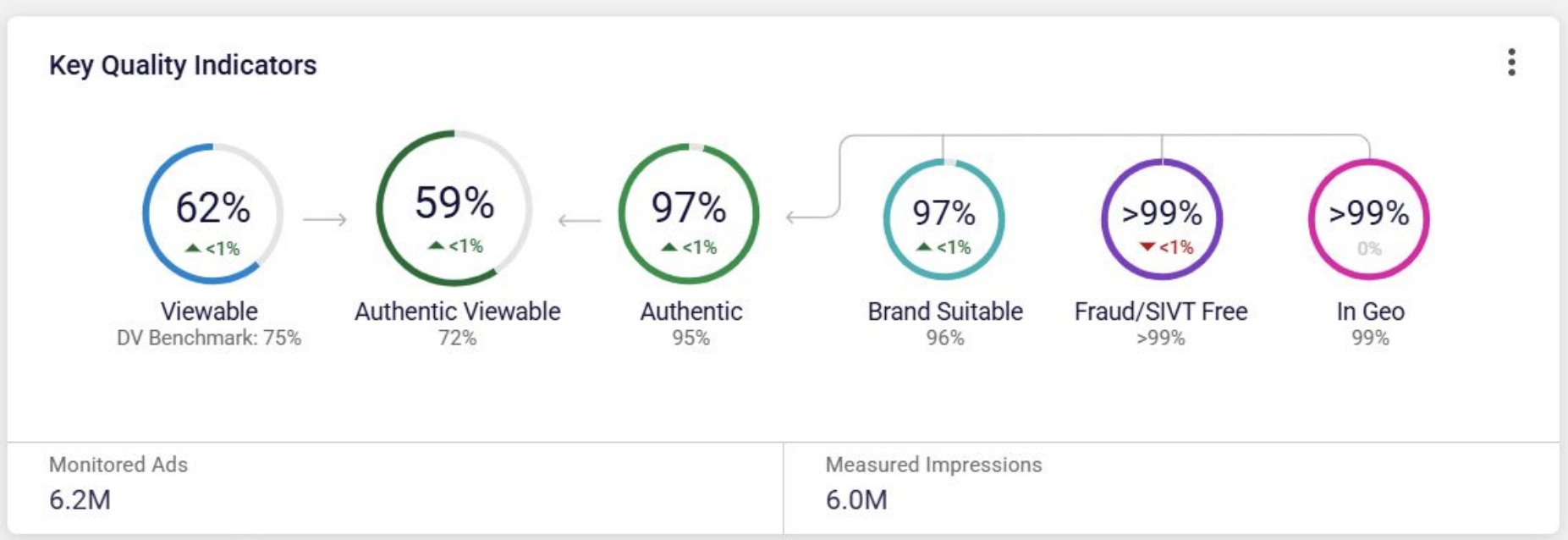
Article

- 1.39M impressions
- 2,613 pageviews
- 507 engagements
- Average time on content is at 24s
 - Dipped some but seeing CTAR rise shows an interested audience
- Call to action rate is at 1.91%
 - **Increasing MoM**
- Landing rate currently at 0.19%
- Engaged visitor rate 19%
 - Slightly under benchmark but companion **banners** that run with article, **yielded a 29% rate!**



DoubleVerify Quality Report

- Increases registered for Viewable, Authentic Viewable, and Authentic impressions



Explore Branson Media Campaign

Social Performance



Meta

Traffic Campaign

- Optimized for Landing Page Views
- **Strong CTR of 4.8%** (up 32% from the previous year), low CPC of \$0.17 and C/LPV of \$0.20
- The campaign resulted in **over 1 million Impressions, 41K link clicks and over 35k landing page views.**

Overall

- **Meta ads are performing above the industry benchmark** for CTR (0.90%). Traffic ads are far below the industry benchmark for CPC (\$0.63). Conversion ads are higher at an average of \$0.96, but this is to be expected as they are a much smaller and more niche audience.
- Top DMAs: St. Louis, Chicago, Kansas City, Little Rock, Oklahoma City

Conversion Campaigns

- Visitor Guide:
 - Garnered **436 website leads**
- eNews
 - Garnered **383 meta leads**



Pinterest

Promoted Pins

- Campaign optimized for Consideration
- Resulted in over **1.3 million Impressions** and over **12k outbound clicks**
- Pins had a **CTR of 0.91%** and a **CPC of \$0.88** and a **CPOC of \$0.89**
- Top performing pin: 4 Things to Do in Spring

Overall

- **Pinterest ads are performing above the industry benchmark** for CTR (0.35%) and Cost per Outbound Click (\$1.90)
- Top DMAs by outbound clicks:
 - Texas, Illinois, Tennessee, Oklahoma, Iowa
- *Flight one ended 4/30*



A serene landscape photograph of a calm lake or river. The water is still, reflecting the surrounding environment. In the distance, a small boat with two people is visible on the water. The banks are lined with dense, lush green trees and foliage. The foreground is dominated by dark, out-of-focus branches and leaves, creating a sense of being in a wooded area looking out over the water. The overall atmosphere is misty and tranquil, with soft lighting suggesting early morning or late afternoon.

Explore Branson Media Campaign

SEM Performance



Google

Search Ads

- Strong CTR of 16.85%, **up 2.94%**, and low CPC of \$0.74, **improved by \$0.53!**

Performance Max

- Average CTR of 5.4% – **up 2% from March** – (PMax tends to be lower than traditional search due to its presence on Google's display network) and low CPC of \$0.11

Overall

- **Google ads are performing above the industry benchmark** for Search CTR (10.16%) and far below the industry benchmark for CPC (\$1.92)
- Google ads drove 50,312 key events at a session key event rate (conversion rate) of 60.24%, with a cost per key event interaction (cost/conversion) of \$0.26
- Very high engagement rate of 79.57%
 - **We saw increases in engaged sessions, active users, session duration**, and a steady engagement rate.



Google Creative Examples



Bransons Official Travel Site

Branson Tourism Information



**Find Things to Do
in Branson**

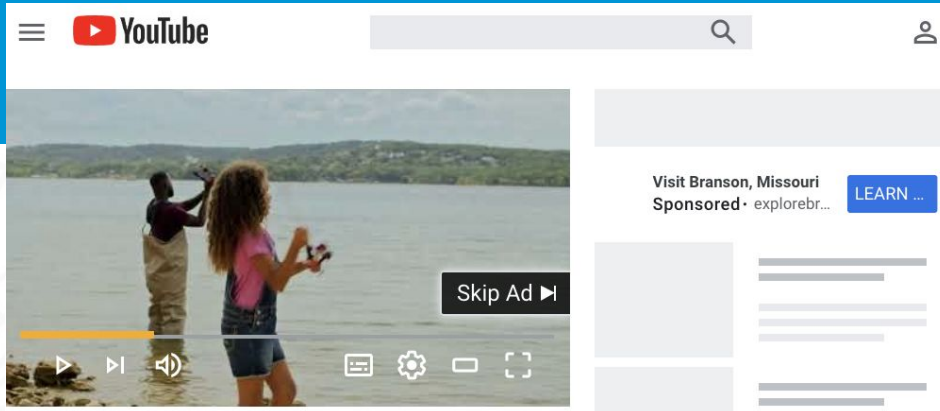


**Top Attractions
In Branson**

Branson Activities
Information

Close

Learn more



Sponsored



www.explorebranson.com/free-things

Find Things To Do in Branson - Visit Branson Today

View Local Activities, Events, Shows, Stores and More. There's No Shortage of Great Things to Do in Branson! Amenities: Motorcoach Parking, Pet-Friendly, Handicapped Accessible, Restrooms. Top Trip Ideas.

[Find the Perfect Stay](#) · [Explore our Live Shows](#)



Bing

Search Ads

- Strong CTR of 3.5% and low CPC of \$0.50

Performance Max

- Strong CTR of 6.53% and low CPC of \$0.11
- PMax campaigns, though new, continue to build traction with increased CTRs and lower CPCs for April.

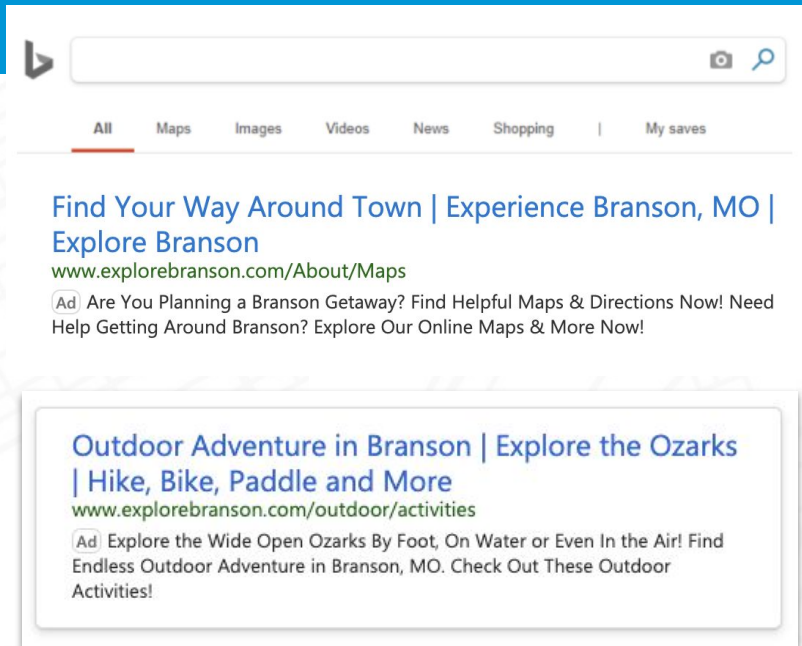
Overall

- **Bing ads are performing above the industry benchmark** for CTR (2.83%) and far below the industry benchmark for CPC (\$1.17)
- Bing ads drove 15,724 key events at a session key event rate (conversion rate) of 40.39%, with a cost per key event interaction (cost/conversion) of \$0.32
- High engagement rate of 69.26%

Budget was up YoY; we saw positive gains in active users, engaged sessions, as well as a steady engagement rate in April.



Bing Creative Examples



The screenshot shows a Bing search interface with a search bar at the top. Below the search bar are navigation tabs: All, Maps, Images, Videos, News, Shopping, and My saves. The 'All' tab is selected. The search results for 'Branson, MO' are displayed. The first result is a link to 'Find Your Way Around Town | Experience Branson, MO | Explore Branson' with the URL 'www.explorebranson.com/About/Maps'. Below this is an advertisement for 'Are You Planning a Branson Getaway? Find Helpful Maps & Directions Now! Need Help Getting Around Branson? Explore Our Online Maps & More Now!'. The second result is a link to 'Outdoor Adventure in Branson | Explore the Ozarks | Hike, Bike, Paddle and More' with the URL 'www.explorebranson.com/outdoor/activities'. Below this is an advertisement for 'Explore the Wide Open Ozarks By Foot, On Water or Even In the Air! Find Endless Outdoor Adventure in Branson, MO. Check Out These Outdoor Activities!'.

Find Your Way Around Town | Experience Branson, MO | Explore Branson
www.explorebranson.com/About/Maps

Ad Are You Planning a Branson Getaway? Find Helpful Maps & Directions Now! Need Help Getting Around Branson? Explore Our Online Maps & More Now!

Outdoor Adventure in Branson | Explore the Ozarks | Hike, Bike, Paddle and More
www.explorebranson.com/outdoor/activities

Ad Explore the Wide Open Ozarks By Foot, On Water or Even In the Air! Find Endless Outdoor Adventure in Branson, MO. Check Out These Outdoor Activities!



Plan Your Visit Today

No Matter How You Love to Vacation, Branson Offers Something for Everyone

Ad Explore Branson

A wide-angle, low-perspective shot of a grand, ornate wooden staircase. The staircase is made of dark wood with intricate carvings and gold-colored metal railings. A large, detailed statue of a winged figure stands on the left side of the stairs. The ceiling is a large, circular dome with a complex geometric pattern of lines and circles. The walls are also made of wood and feature decorative panels. A woman and a young girl are walking up the stairs, holding hands. The woman is wearing a blue sleeveless top and jeans, and the girl is wearing a floral dress. The lighting is warm and dramatic, highlighting the architectural details.

Explore Branson Media Campaign

Key Takeaways

Key Takeaways

- **Digital Media:**
 - Overall landing rate saw an increase of 0.20% MoM
 - With the creative update for summer we anticipate continued success
 - Flights ended for CTV, DOOH, and Nativo as of 4/30
- **Social Media:**
 - Meta is seeing YoY and MoM growth
 - Pinterest's flight, which ended 4/30, held at above benchmark results
- **SEM:**
 - Engagement rates remain steady with increases found for active users and session duration



Explore Branson Media Campaign

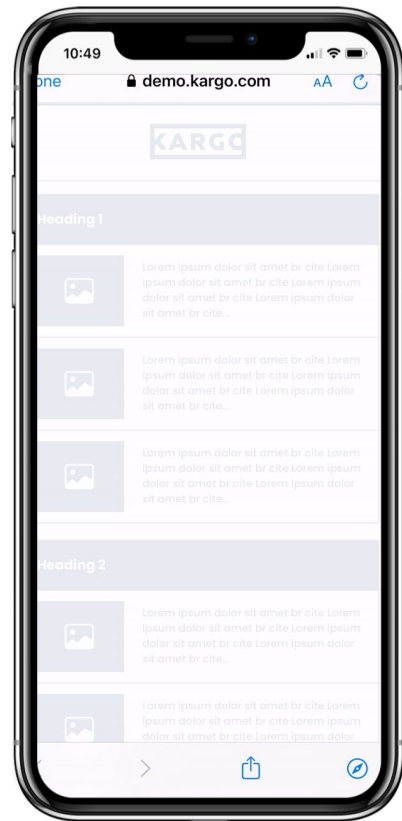
Looking Ahead



Looking Ahead

Summer Campaign

- Campaign launched on 5/5
 - Full creative refresh
- New Units include:
 - Tripadvisor Custom Articles
 - Kargo Runway Unit
 - Retargeting Banners





Q&A

A large, light blue arrow pointing from the left towards the right, spanning most of the width of the image. It has a slight 3D effect with a darker blue shadow on its right side.

Thank You.