

2nd Quarter - 2025 Group & Reunion Market Committee Meeting

June 26, 2025 - 10:00-11:00 AM

Notes

Welcome and Introductions

- **Volunteer Leadership**
 - Chairperson: Glenda Kerr, King's Castle Theatre
 - Co-Chairperson: Heleena Campbell, Grand Country
- **CVB Staff**
 - Reed Warner, Director of Sales & Operations
 - Yvonne Long, Assistant Director of Meetings & Conventions
 - Joslyn Schott, Assistant Director of Leisure Group Sales
 - Garren Johanson, Veterans Initiatives Manager
 - Sierra Delrosa, Sales & Administrative Specialist

2nd Quarter Review

- **Overall Metrics**
 - Opinion poll: Q2 overall - soft, average, strong?
 - Committee consensus was that the theatre side has been soft, with hotels and attractions seeing stronger group business.
 - Fall is looking strong, groups are up YOY with fewer cancellations

2025 Travel Schedule/Notable Events

- **Q2 Events**
 - *Explore Branson FAM & Marketplace*
 - Several partners have new business as a result of FAM appointments.
 - NTA Contact
 - Valuable networking, with a mix of new and old contacts
 - TAP Dance
 - Appointments were taken in groups, very successful
 - *Rally Point Branson*
 - Strong first-year success
 - 2026 event: June 12-14 – Flag Day world record attempt
 - Military Reunion Network Educational Summit
 - ~30 organizations present, primarily Vietnam vet reunions
- **Future Travel/In-Market Conferences**
 - SYTA Annual Conference (Aug 22-26) Savannah, GA
 - Will be playing new student video at lunch on Sunday during the conference, Heather to speak
 - Picnic Ice Cream Booth: 10am-12:30pm, 2pm-5:30pm

- Partnering with Leopold's, a local ice cream brand in Savannah, serving pre-portioned cups
- Craig Wescott will be playing music
- Under the Stars Afterglow Event (Aug 24)
 - 310 registered attendees, 150+ businesses (as of 6/26)
 - \$8000+ raised for the SYTA Youth Foundation
 - Entertainment: DJ + will use an app for people to recommend music during event
 - Signage: Digital Pop-Up Banner
 - Gifting Activation Options
 - 300-500 items, \$10 minimum per item (Ex: Yeti, Cooling towels, chargers, travel umbrellas)
 - Bass Pro hat bar with pins
- Connect Marketplace (Aug 25-27) Miami, FL
 - One Ice Cream Booth partnership available: \$895
- Branson LIVE in Memphis (Oct 15-16) Memphis, TN
 - One rep: \$495, each additional \$50
 - Venue: Hilton Memphis
- ABA Annual Marketplace (Jan 9-11) Reno, NV
 - Peppermill Resort – Capri Ballroom is our top venue option for the Dine-Around
 - Good feedback from committee
- TMEA (Feb 11-14) San Antonio, TX
 - Venue Options:
 - Boudro's Texas Bistro
 - Brenner's on the River Walk
 - Bohanan's Prime Steaks & Seafood
 - Jazz TX
 - Committee likes the concept, but is worried about the distance from the convention center
 - Casa Rio
 - Smoke SkyBar
 - TMEA Taskforce to discuss further in a separate meeting
- 250th Anniversary
 - Less sponsorship focus, more on travel/appointments
 - Emphasis on in-market events and major 4th of July celebration

Publications & Marketing

- **New Branson Resource Student Guide**
 - Reminder: Ads due by June 30th for Under the Stars Sponsors

Open Discussion/Closing Items

- **Committee Meetings**
 - **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