**3rd Quarter - 2025 Group & Reunion Market Committee Meeting**

September 25, 2025 - 10:00-11:00 AM

**Notes**

**Attendance**

* **CVB Staff**
	+ Reed Warner, Director of Sales & Operations
	+ Joslyn Schott, Assistant Director of Leisure Group Sales
	+ Jennifer Parks, Leisure Groups Sales Coordinator
* **Committee Members in Attendance**
	+ Chairperson: Glenda Kerr, King’s Castle Theatre
	+ Co-Chairperson:Heleena Campbell, Grand Country
		- Alison Kozisek, Stone Castle Hotel
		- Jessica Wrenfrow, The Keeter Center
		- McKenzie Dunson, Branson.com
		- Howard Jones, Branson on Stage Live
		- Greg Hoffman, Branson on Stage Live
		- Milita Hoffman, Branson on Stage Live
		- Debra Hartman, Johnny Morris/Conservation Attractions
		- Heleena Campbell, Grand Country Music Hall
		- Mandy Long, Fritz’s Adventure
		- Logan Blackburn, Hiltons of Branson
		- Glenda Kerr, King’s Castle Theater
		- Genesis Oltjenbrun, Holiday Inn Express/Quality Inn
		- Mike Pitman, Sight & Sound
		- Shannon Gill, Element Branson
		- Caitlin Stennett, Thousand Hills Resort Hotel

**3rd Quarter Review**

* **Overall Metrics**
	+ Discussion about the increase in tourism tax and sales tax receipts. We are up YOY
		- We are seeing a higher percentage of “well-traveled” demographics and golfers.
		- Length of stay is shortening, and seeing more Thursday-weekend trips
		- Theaters had a significant increase YTD based on tax receipts
		- Outlook for Q4 is strong due to Sight & Sound staying open and committee sentiment about the Christmas season
		- We discussed the inflation rate of 2.9% and Branson is significantly outpacing it.
* 2026 Marketing Plan
	+ There is a focus on youth and faith groups, with a Patriotic theme for America’s 250th Anniversary
		- Partners, please send anything patriotic your business is doing to Heather Herman at hherman@bransoncvb.com that can be included in the 250th celebrations.
		- We are working on a nationwide press release for 250th celebrations
	+ New three-year Branson campaign: Where My Heart Sings
		- Very positive committee feedback on the new commercial

**2025 Travel Schedule/Notable Events**

* **Q3 Events**
	+ Going on Faith (August 4-6) Owensboro, KY
	+ SYTA Annual Conference (Aug 22-26) Savannah, GA
	+ Connect Marketplace (August 25-27 Tampa, FL
		- Discussion was largely positive, with great ideas provided for future shows
* **Future Travel/In-Market Conferences**
	+ ABA Annual Marketplace (Jan 9-11) Reno, NV
		- The Branson CVB will participate in the ABA Annual Marketplace in Reno, Nevada, January 9–11, 2026, hosting its signature Dine-Around at the Peppermill Resort’s Capri Ballroom. The evening will feature a special performance of *Spirit of America*, the newest production from King’s Castle Theatre, and is being planned in collaboration with the Task Force Group to ensure strong industry representation and engagement.

TMEA (Feb 11-14) San Antonio, TX

* + - * Location: Tenfold Rooftop at San Antonio Kimpton 6:00-8:30PM
	+ Branson LIVE in Memphis
		- Moving event to Spring 2026--More details to come!
	+ Branson FAM & Marketplace (Apr 21-24)
		- Registration is $250!
			* MSA went out on September 25, 2025, for Q1-Q2 events
	+ Appointment notes have been uploaded on the extranet.

**How to Get Involved**

* Leisure Sales Toolkit – This article will allow you to review upcoming partnership opportunities for Q1 & Q2. See the link below:
	+ [**https://www.explorebranson.com/explore-branson-leisure-sales-toolkit-2026**](https://www.explorebranson.com/explore-branson-leisure-sales-toolkit-2026)
* **Committee Meetings –** In 2026, we will be combining this committee with the Student Committee in 2026, and we will be updating committee procedures
	+ **Next meeting:** 10:00 am, Thursday, November 13, 2025, at Branson Chamber & CVB
	+ Moving Committee Meeting Months in 2026
		- **Schedule 2026 Meetings:**
			* **Q1** - April 9, 2026
			* **Q2** - July 9, 2026
			* **Q3** - October 8, 2026
			* **Q4** - January 7, 2027