**3rd Quarter - 2025 Student Market Committee Meeting**

September 25, 2025 - 11:00 AM-12:00 PM

**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: Shane Heaton, Silver Dollar City
  + Co-Chairperson:Mandy Long, Fritz’s Adventure
    - Emma Moore, Chick-fil-A
    - Lisa Martin, Stone Castle Hotel & Conference Center
    - Tony Wilson, Clay Cooper Theater
    - Howard Jones, Branson On Stage Live
    - Greg Hoffman, Branson On Stage Live
    - Milita Hoffman, Branson On Stage Live
    - Debra Hartman, Johnny Morris/Conservation Attractions
    - Mandy Long, Fritz’s Adventure
    - Logan Blackburn, Hiltons of Branson
    - Taylor Smart and Missy Robertson via phone

**3rd Quarter Review**

* **Overall Metrics**
  + Discussion about the increase in tourism tax and sales tax receipts. We are up YOY.
    - 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
    - We are looking to host Connect South + Faith in 2026
  + New three-year Branson campaign: Where My Heart Sings
    - Very positive committee feedback on the new commercial
  + The committee discussed building educational STEM-based opportunities and itineraries among all partners. There was also discussion about hosting a Spring band competition in coming years.

**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
* **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
    - Send Joslyn ([jschott@bransoncvb.com](mailto:jschott@bransoncvb.com)) any clients you would like to see at TMEA, and any advice on attendance building, music, etc.
  + Branson LIVE in Memphis
    - We are moving this 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 Group & Reunion Market Committee, and we will be updating committee procedures
  + **Next Meeting:** 11:00am, Thursday, November 13 at the 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