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**BRANSON WILL BE “AMERICA’S CHRISTMAS TREE CITY”**  
*2017 Christmas Marketing Plan Revealed*

**BRANSON, MO.** – Last week, at a Branson/Lakes Area Chamber of Commerce luncheon at the Keeter Center on the campus of the College of the Ozarks, the Branson Convention and Visitors Bureau marketing department rolled out plans for promoting the Christmas season this year.

The already amazing holiday season in Branson will be even better as the community transforms into “America’s Christmas Tree City.” With over 100 dazzling trees on display throughout the town – in addition to the many music shows, great shopping, family attractions and wonderful dining – Branson will become an even more tree-mendous holiday destination!

“‘America’s Christmas Tree City’ is the new tagline that will be used in Christmas promotional efforts as we add yet another reason for folks to come in November and December,” said Jeff Seifried, President/CEO, Branson/Lakes Area Chamber of Commerce and CVB.

With a total investment of more than \$400,000 in media buys, social media efforts, content distribution and SEM, and a goal of increasing visitation by 100,000, marketing for the months of November and December will include revised creative and graphics as well as the new Branson Christmas logo.

“Branson is becoming ‘America’s Christmas Tree City’ to create a spectacular, one-of-a-kind holiday experience for our visitors, while preserving an important tradition observed throughout the world,” stated Ann McDowell, Executive Director, Branson Christmas Coalition. “Ozark Mountain Christmas will be home to the most amazing, colorful, unique and creative collection of Christmas Trees anywhere.”

“Branson has been recognized as one of the best Christmas destinations in America by NBC’s Today Show (Best Holiday Travel Deal), USA Today, A&E Network, Travel Channel and The Wall Street Journal. Branson is, and forever will be, a ‘Merry Christmas’ town,” said Seifried.

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