

MINUTES

STUDY SESSION OF THE BOARD OF ALDERMEN CITY OF BRANSON, MISSOURI February 20, 2020

INTRODUCTORY

The Board of Aldermen of the City of Branson, Missouri met for a study session in the Council Chambers of the Branson City Hall on February 20, 2020, at 12:30 p.m.

ROLL CALL

City Clerk Lisa Westfall called roll: Acting President Bob Simmons presiding, Brian Clonts, Bill Skains, Larry Milton and Rick Castillon. Absent: Kevin McConnell and Edd Akers.

Alderman Clonts left the meeting at 12:35 p.m. and returned at 12:38 p.m.

AGENDA

Update regarding the Police Department.

Discussion on additional Marketing Study.

(Presentations were provided by Jeff Seifried of the Branson Chamber of Commerce, Jerry Henry of H2R Market Research and Gray Lawry of Miles Partnership provided presentations. See attached handouts)

Alderman Castillon left the meeting at 1:48 p.m. and returned at 1:52 p.m.

Alderman Clonts left the meeting at 1:52 p.m.

Mayor's Report.

ADJOURN

Acting President Simmons asked for a motion to adjourn. Alderman Castillon moved to adjourn, seconded by Alderman Skains. Voting aye: Simmons, Skains, Milton and Castillon. Nays: none. Absent: McConnell, Clonts and Akers. Motion carried. Meeting adjourned at 2:41 p.m.



E. Edd Akers
Mayor

Hillary Briand
Deputy City Clerk

Study Session - Feb. 20, 2020
Item 4



H2R Market Research

- **Helping 2 Reveal insights that amplify the voice of the visitor.**
 - 35 years of research experience including Bass Pro Shops, Acxiom, Herschend Family Entertainment & H2R Market Research.
 - Specialize in Destinations, Attractions & Hospitality research.
 - Work with hundreds of destinations, states, attractions and other tourism-related businesses.
 - Originated as HFE Business Unit but have been separate standalone research consultancy since 2011.
 - Serve clients across North America, from New England to Southern California, and from both Alaska & Seattle to the Florida Keys and several islands in the Caribbean.
 - Vast majority of our clients are DMOs, STOs and attractions.
 - International Travel & Tourism Association J. Desmond Slattery Award winner.
- **Experience with marketing & media effectiveness spans more than a decade**
 - Conversion Studies, 1999-2010
 - Pre & Post Ad Awareness, 2005-2008
 - Marketing & Media Effectiveness, 2007-Present

Travel research is all we do, and we are blessed to work with hundreds of best-of-class clients and business partners.



3

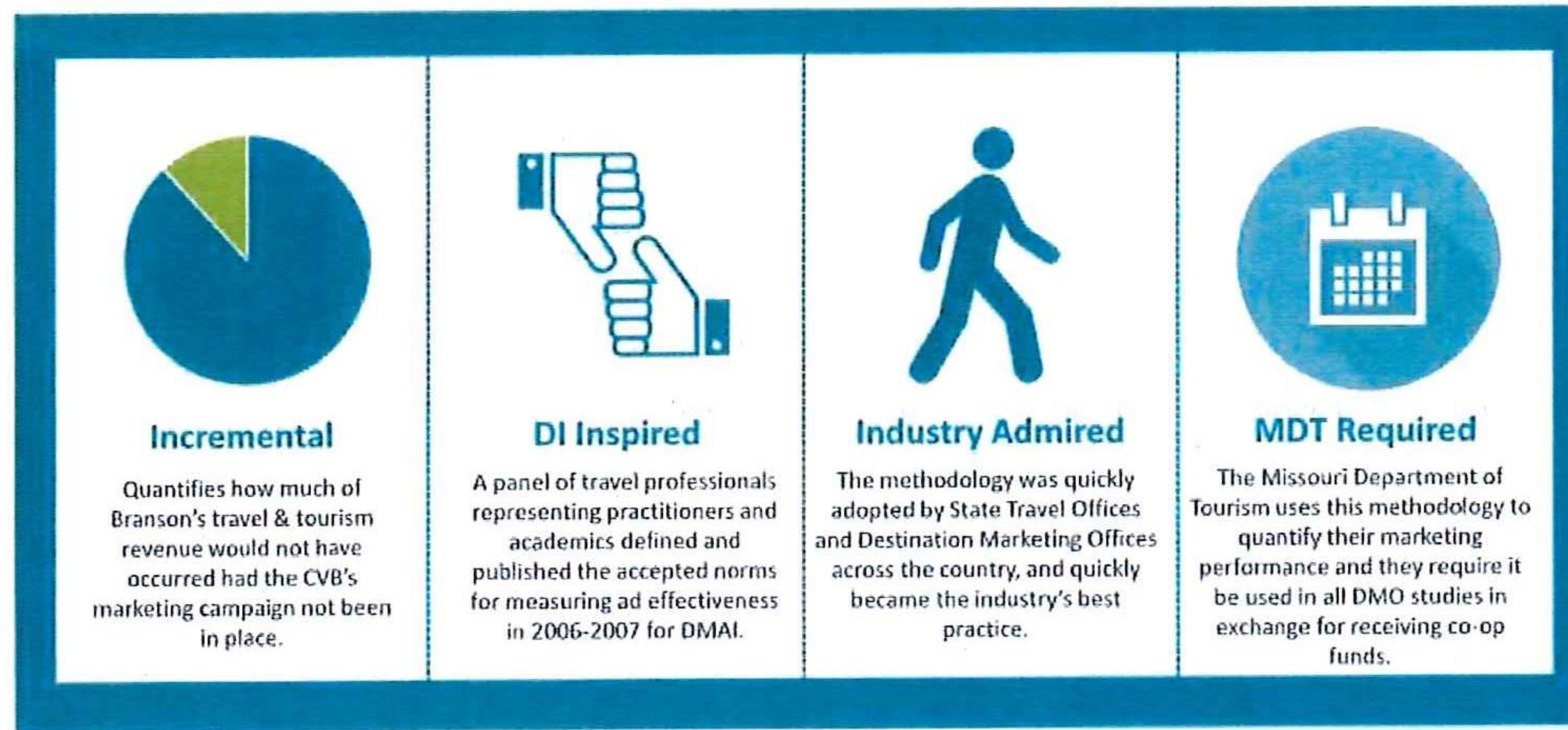
H2R conducts marketing performance studies for 91% of Missouri DMOs required to conduct them, and we do a variety of other research for those DMOs who do not.

Kansas City	Sikeston
Branson	Independence
Springfield	Joplin
Table Rock Lake	Carthage
Tri-County Lodging Assn	Lebanon
St. Joseph	Hannibal
Cape Girardeau	Kirkville
Columbia	Pulaski County
Jefferson City	Pike County
Saint Charles	Maryland Heights



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LANDSCAPE



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Overview

EXECUTIVE SUMMARY



CVB Purpose. To drive visitation that grows the entire Branson economy.

Objective of Study: To measure the incremental impact Branson's marketing campaign had upon visitation and travel spending and to evaluate the performance of the 2019 marketing campaign.

Target Audience. The Branson Marketing & Media Effectiveness study was conducted among nationwide leisure travelers disaggregated across three tiers—Tier 1=51-300 miles, Tier 2=301-650 miles and Tier 3=651+ miles of Branson. The research was conducted in December 2019 to provide an accurate and contextual measurement of the marketing ROI.

Sample. A total of 1,700 respondents were interviewed – including 500n within 51-300 miles, 500n within 301-650 miles and 700n within 651+ miles. Overall, this sample size provides for a maximum margin of error of +/-2.4% at a 95% confidence interval.

Branson Measures KPIs Across all Industry Standard Categories

1. Sales Tax Receipts
2. Marketing Effectiveness
3. Marketing Efficiency
4. Post-Ad Exposure Lift
5. STR Hotel Performance
6. Visitation Projections
7. Online Engagement
8. Brand Health
9. Guest Satisfaction
10. Other Relevant Metrics

Sales Tax/Bed Tax	Effectiveness (Incr Trips)	Effectiveness (ROI)	Efficiency (% Ad Awareness)
Effectiveness (Incr Revenue)	Efficiency (Market Reach)	Efficiency (Cost per Aware HH)	Post Ad Exposure Intent/Lift
STR (Room Demand)	STR (Occupancy)	STR (Room Revenue)	Brand Health (Aided Aware)
Visitation Projections	Engagement (Impressions)	Engagement (Leads)	Engagement (Efficiency)
Engagement (Website Visits)	Engagement (Social Media)	Engagement (Articles Read)	Brand Health (Market Intent)
Brand Health (Conversion)	Brand Health (Retention)	Brand Health (Potential)	Brand Health (Opinion)
Visitor (Intent to Return)	Visitor (Net Promoter Score)	Visitor (% Groups)	Visitor (% Air Travel)
Visitor Spending/Party	Visitor 1 st vs Repeat	Visitor (NPS)	Other (Air Passengers)
Other (AirDNA)	Other (Arrivalist)	Other (Water Usage)	Other (PR Equivalency)
Other (# of Conventions)	Other (# of Sports Events)	Other (Mkt Hook Evaluation)	Other (Traffic Counts)

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Methodology

CONSUMER PANEL



Marketing & Media Effectiveness Studies require the use of a Gen Pop Consumer panel to reach all residents in the appropriate advertised markets. These panels are professionally managed and rebalanced to reflect the demographics of consumers.

QUESTIONNAIRE SCREENER



Once consumers are randomly contacted, they are screened to ensure that only leisure travelers and decision makers complete the survey. This means that the study represents all travelers in destination's advertised markets

- Competitive Set
- Level of Visitation

AD AWARENESS & EFFICIENCY



Ad awareness is measured by showing online respondents' specific examples of ads and recording whether they've previously seen it or not. This enables the categorization of aware (experimental) and unaware (control) profiles.

- % Aware
- Market Reach
- Cost/Aware HH

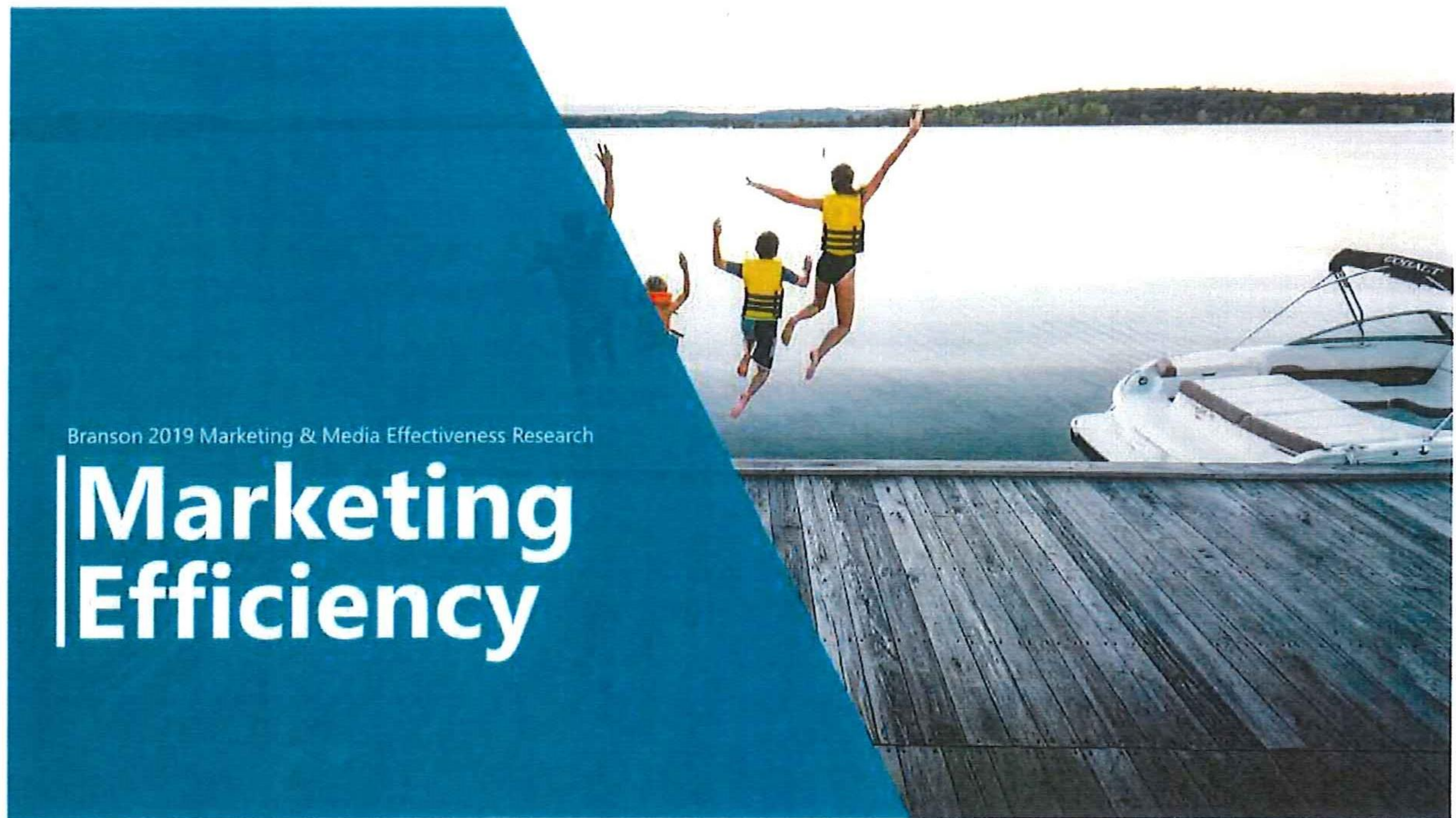
IMPACT & EFFECTIVENESS



Incremental level of visitation calculated between Awarers & Unawares and weighted across market reach to calculate incremental visits to destination.

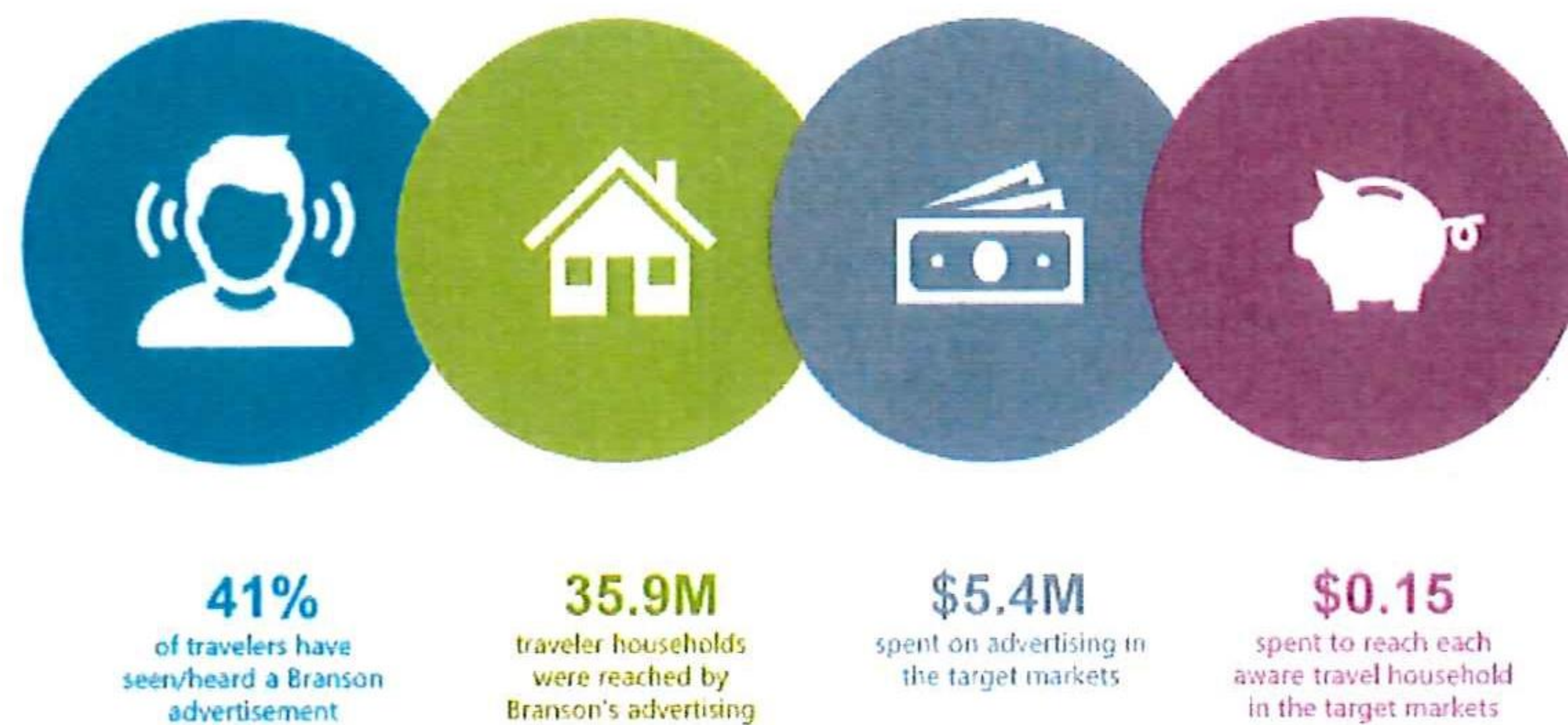
- Increment
- Incremental Trips
- Incremental Spending
- ROI

8



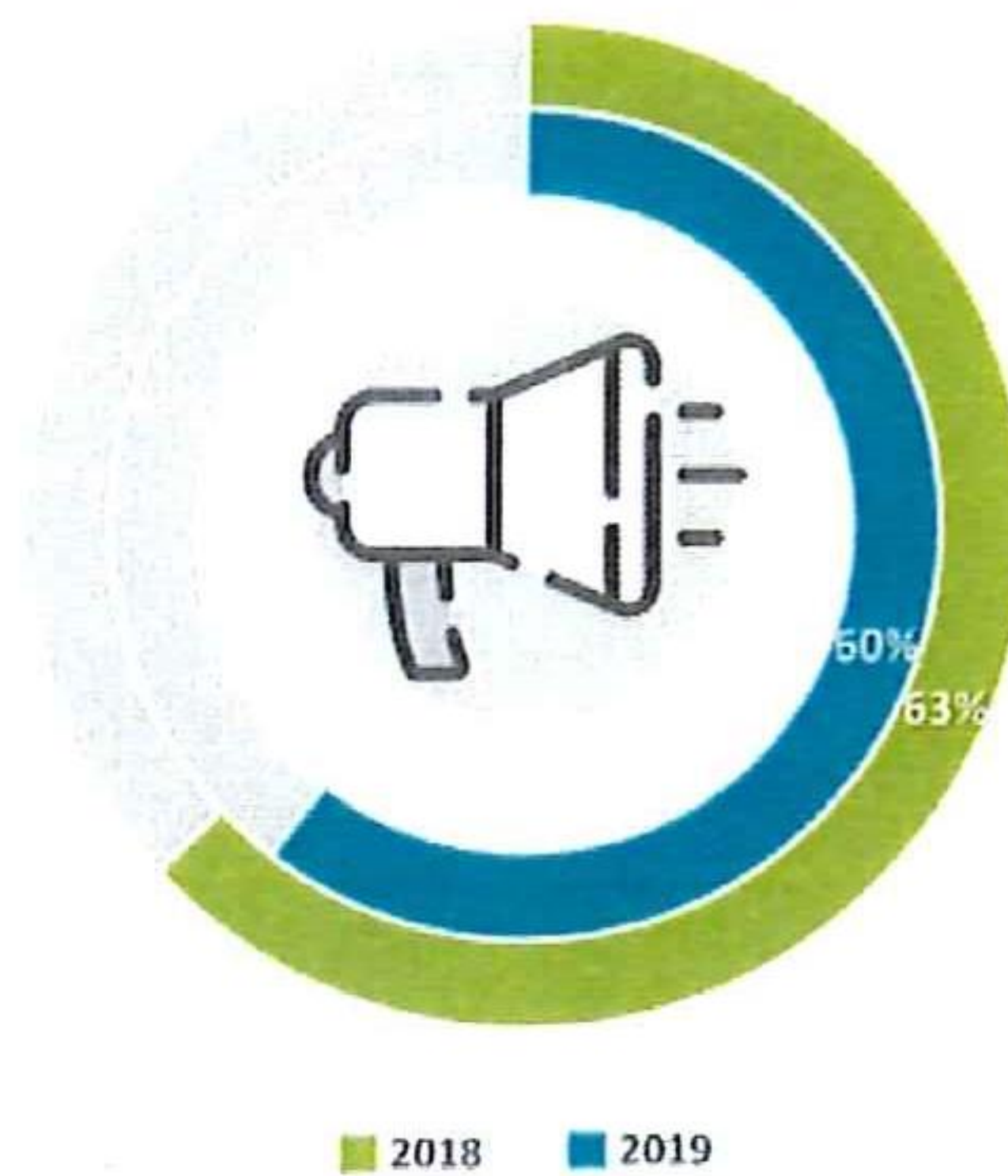
Marketing Efficiency

KEY PERFORMANCE INDICATORS



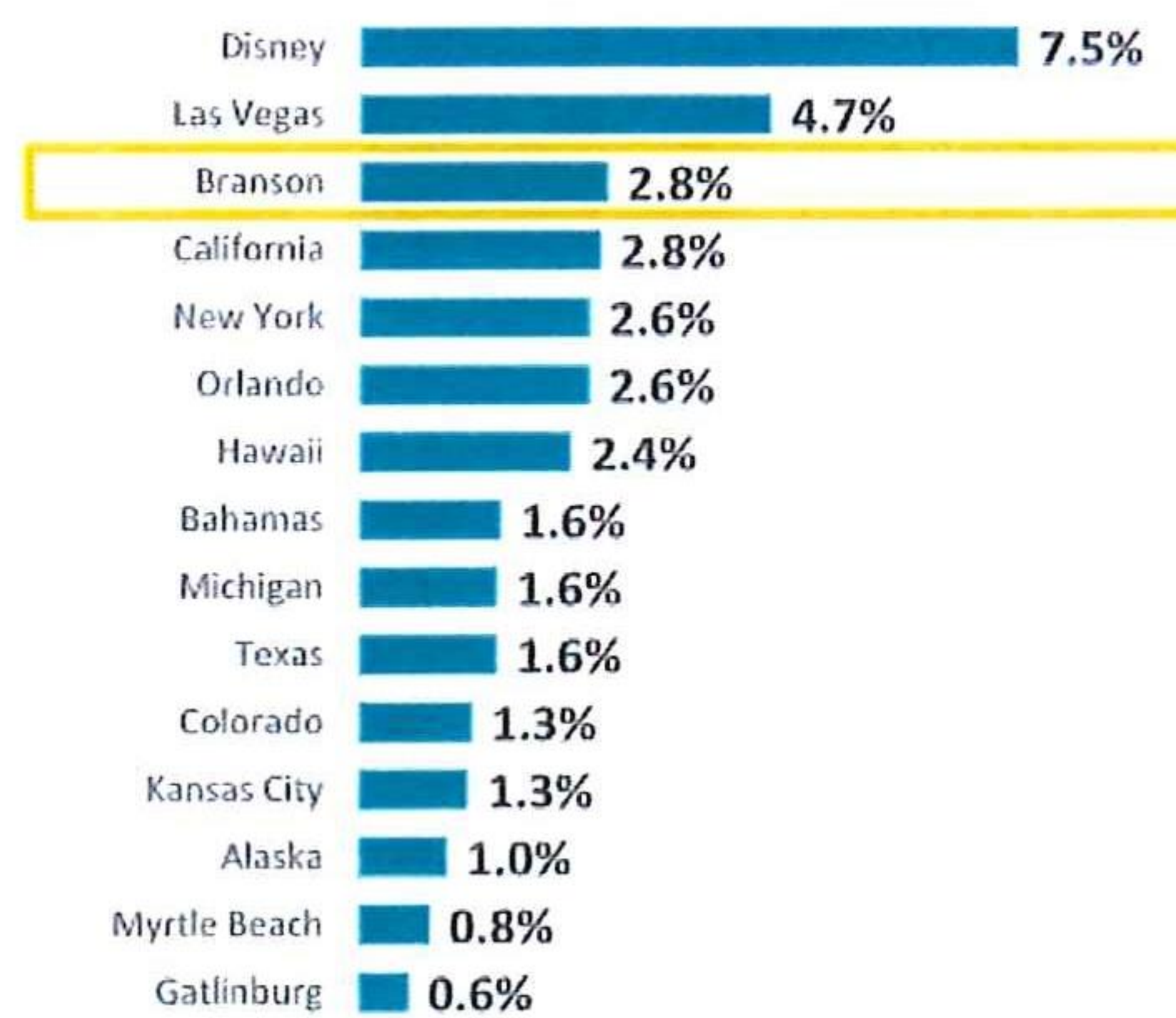
Six in ten travelers recall seeing travel ads over the past six months, a bit less than last year. However, Branson now ranks in the top three destinations they've seen ads for—up two places from last year.

Seen/Heard ANY Travel Ads
in Past Six Months



RESPONDENT BASE: ALL RESPONDENTS | N=1,700

Unaided Destination Advertising Recall



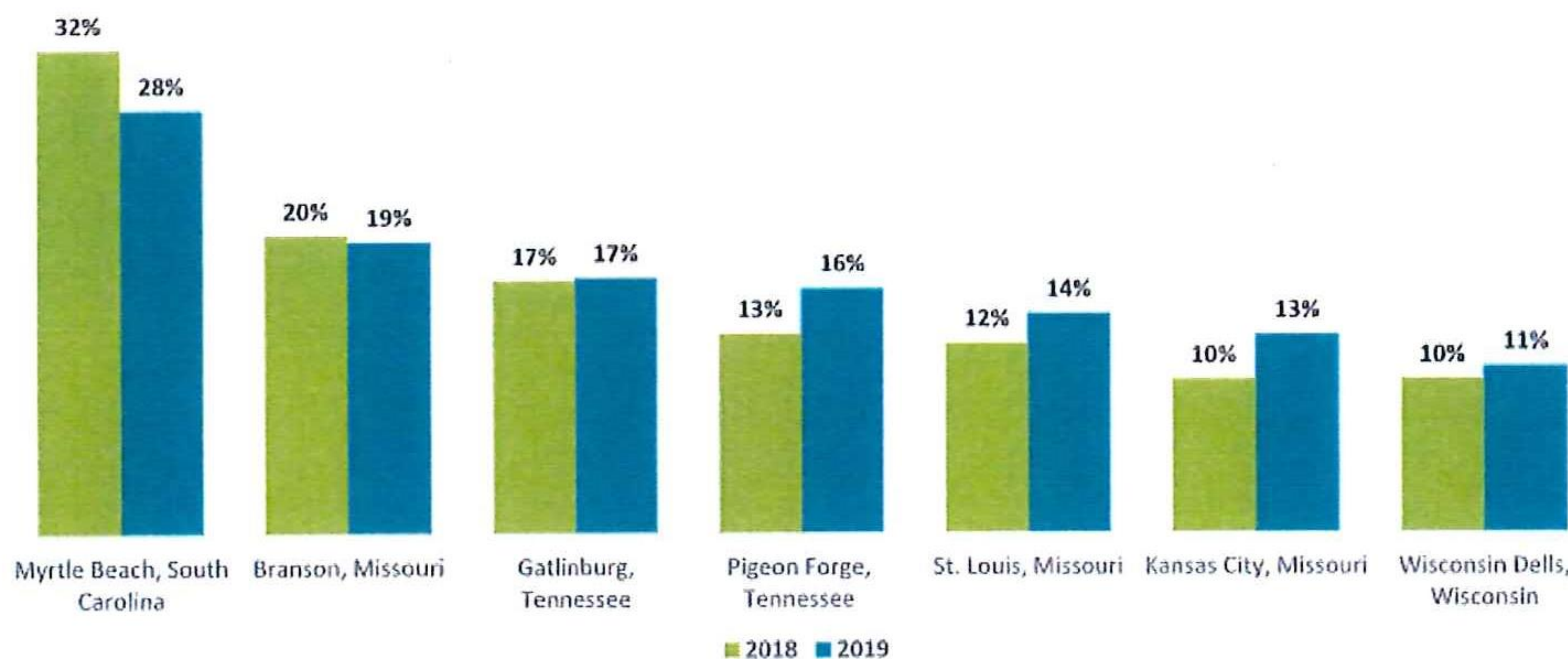
RESPONDENT BASE: RECALL SEEING / HEARING TRAVEL ADVERTISEMENTS | N=1,027

Q9: Have you seen or heard any destination travel advertisements anywhere in the past 6 months?
Q10: Which destinations do you recall hearing/seeing travel advertisements for?

11

Branson continues to rank second in assisted advertising awareness—on par with last year. While Myrtle Beach still ranks first, its level of assisted ad awareness declined significantly this year.

Assisted Advertising Awareness*

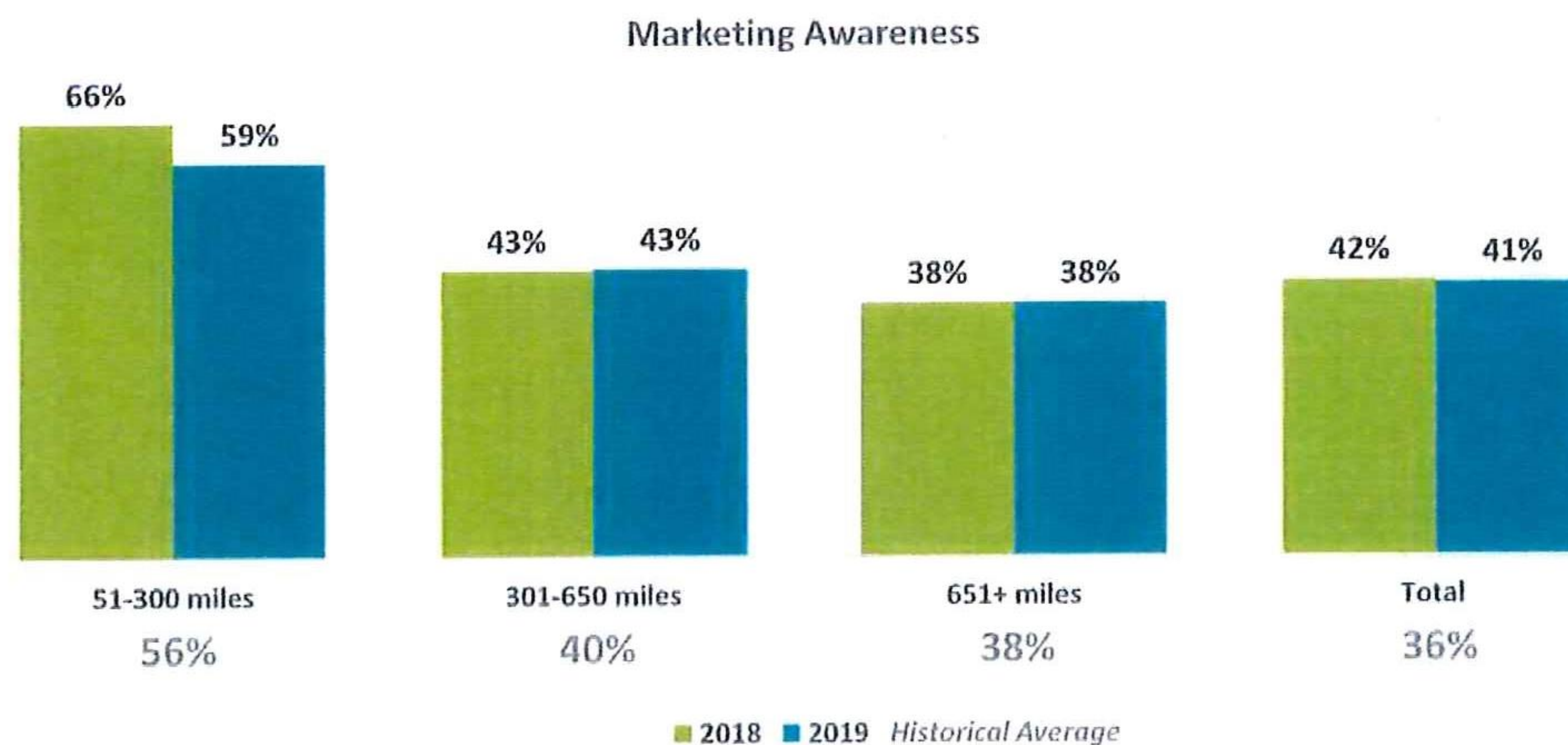


Q11: Have you seen or heard travel advertisements in the past 6 months for any of the following destinations?
*Assisted advertising awareness lists destinations, but no creative images/videos.

RESPONDENT BASE: ALL RESPONDENTS | N=1,700

12

Overall ad awareness was on par with last year and remains well above the Historical Average. Tier 1 saw a decline after posting a large increase last year but is still well above its Historical Average of 56%.



Q30: Have you seen or heard any news stories about Branson this year?
Q33-39: Have you seen this advertisement, or one similar, in the past 12 months?

13
RESPONDENT BASE: ALL RESPONDENTS | N=1,700

Market Reach (Aware Traveler Households)

BCVB's market reach totaled nearly 36M households across the U.S. this year. This represents a 3% increase over last year and is 16% higher than the Historical Average.

All three tiers were on par with or higher than their Historical Averages for market reach. Tiers 2 and 3 also saw increases over last year, fueling the overall increase in market reach.

Market Reach	2018 Market Reach	2019 Market Reach	BCVB Historical Average
51-300 miles	3.6M	3.3M	3.2M
301-650 miles	11.5M	12.0M	11.3M
651+ miles	19.8M	20.6M	20.2M
Total Market	34.9M	35.9M	31.0M

14

Marketing Efficiency (Cost per Aware Travel Household)

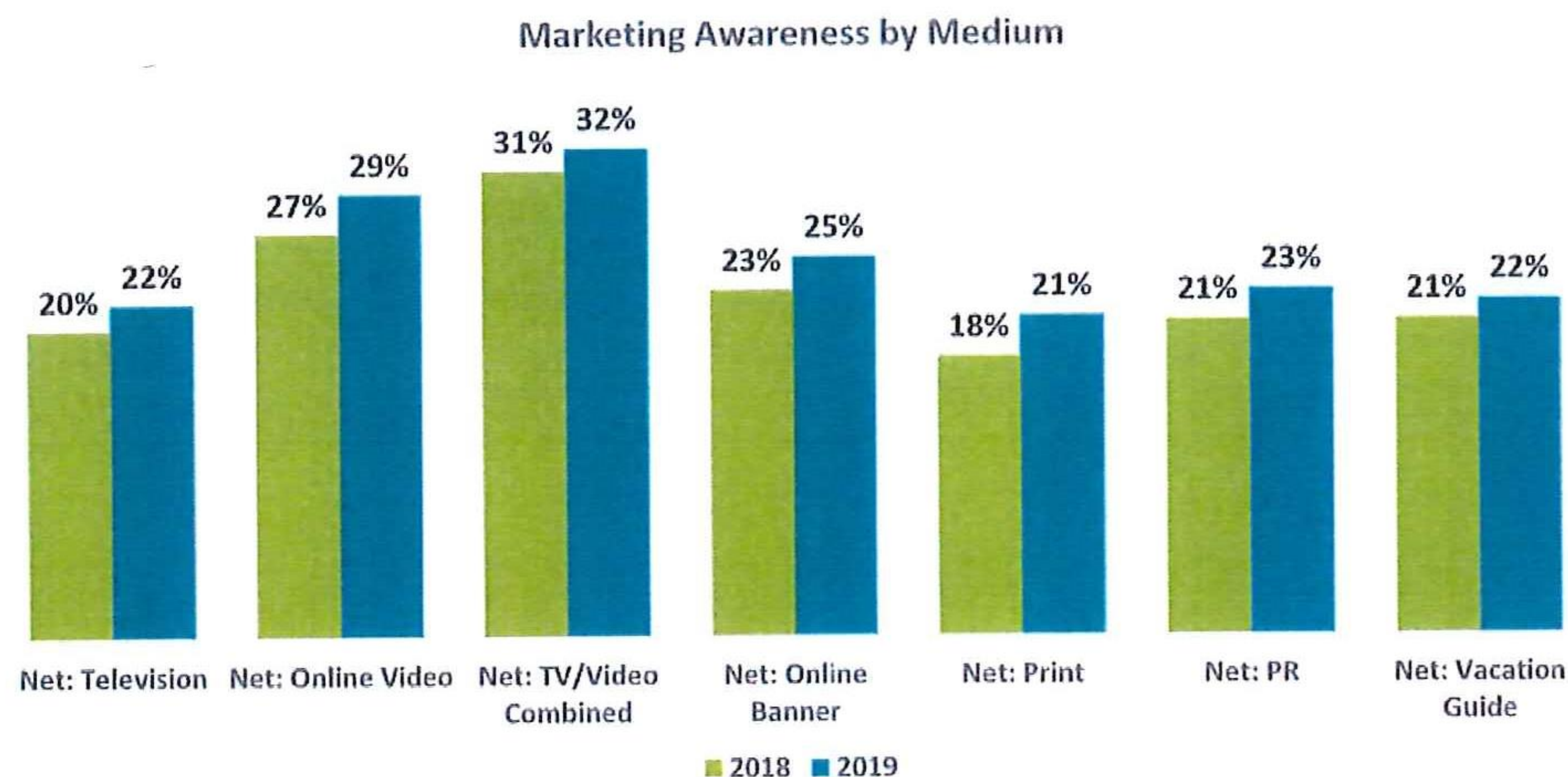
The total marketing investment averaged \$0.15 per aware traveler household—in line with the Historical Average.

The Outer Market continues to be the most efficient market thanks to the large population of travel households it represents. Closer markets tend to cost slightly more relative to the number of aware travel households it provides. All three markets were as efficient, or better than, Branson's Historical Averages.

Marketing Efficiency	2018 Cost/HH	2019 Cost/HH	BCVB Historical Average
51-300 miles	\$0.36	\$0.39	\$0.44
301-650 miles	\$0.14	\$0.14	\$0.15
651+ miles	\$0.12	\$0.12	\$0.11
Total Market	\$0.15	\$0.15	\$0.16

15

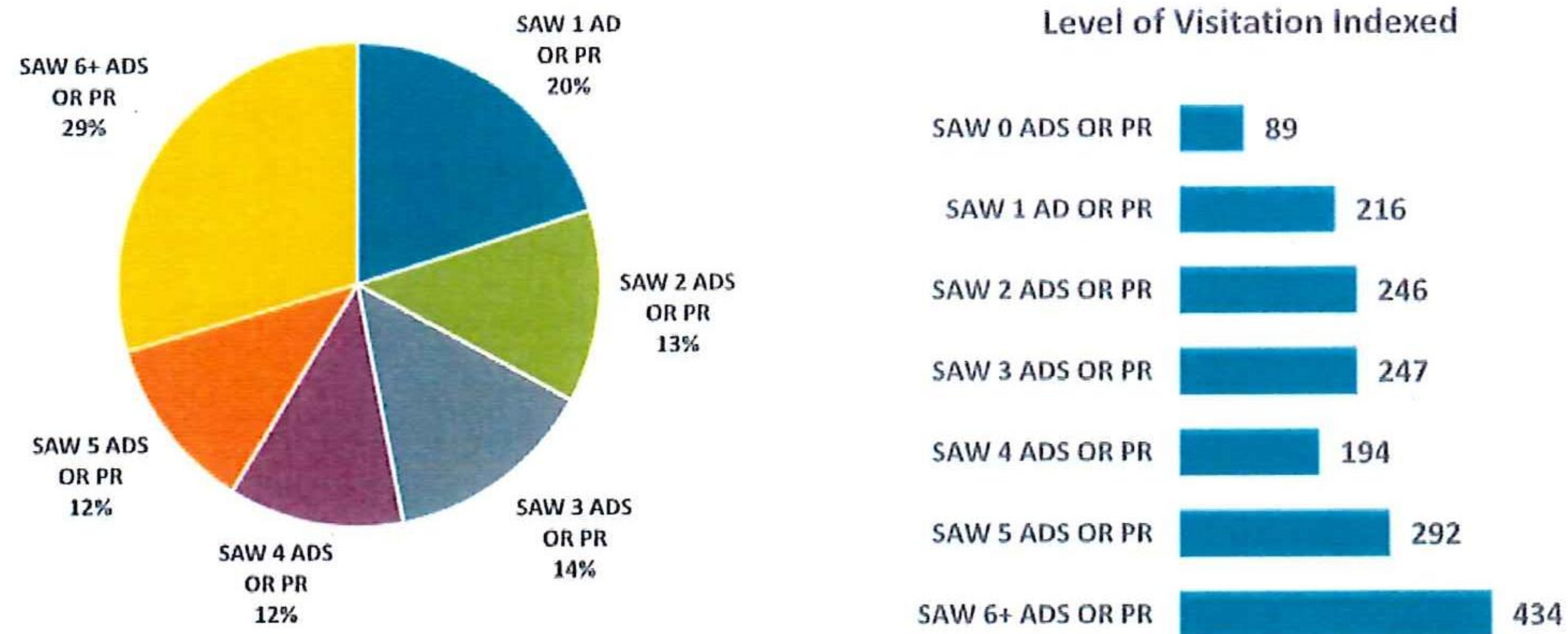
Awareness of individual marketing channels increased across the board, with the combination of television and online videos generating the largest amount of ad awareness for Branson.



Q30: Have you seen or heard any news stories about Branson this year?
Q33-39: Have you seen this advertisement, or one similar, in the past 12 months?

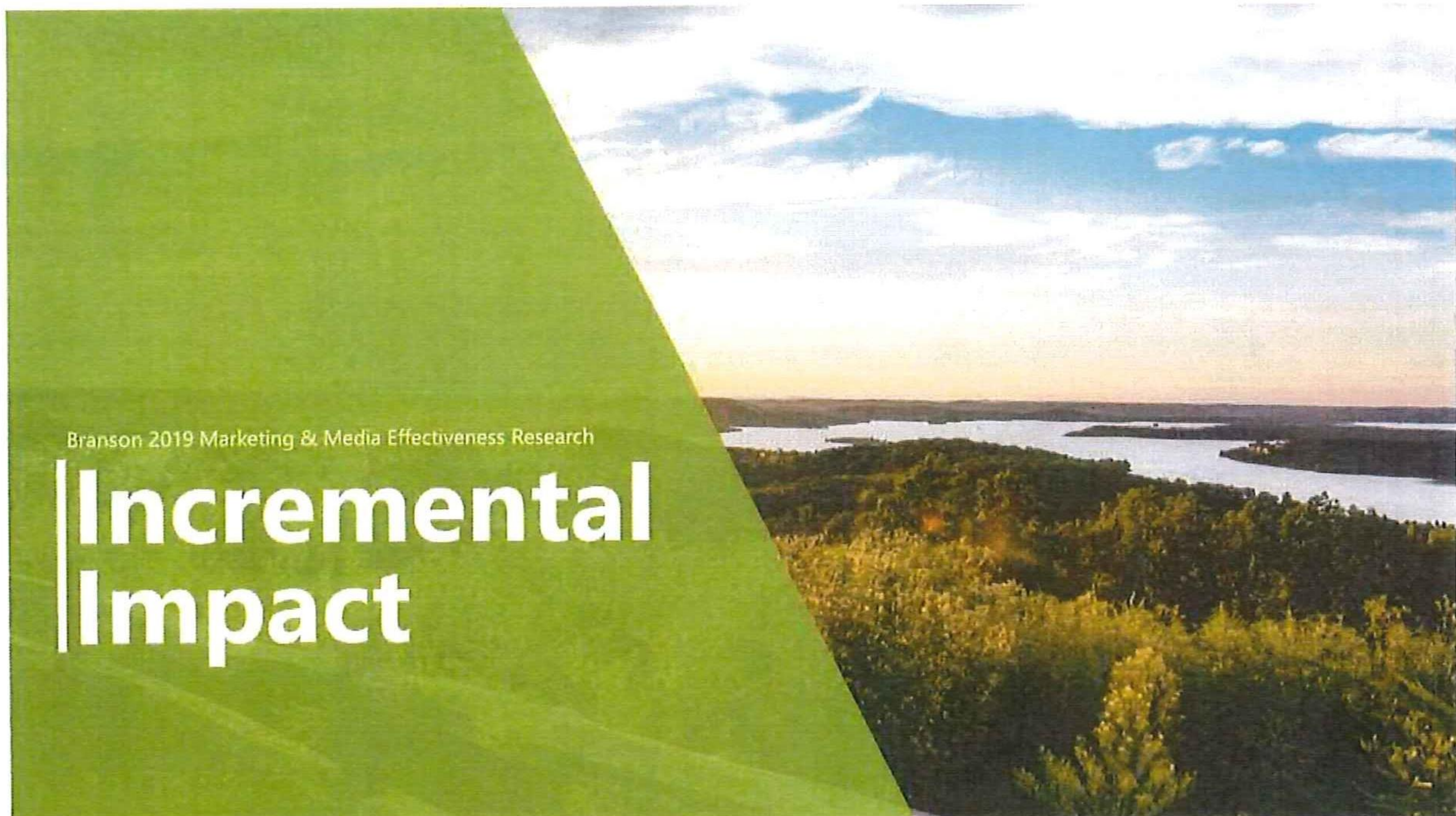
16
RESPONDENT BASE: ALL RESPONDENTS | N=1,700

Increased ad exposure delivers more visits. The more Branson ad exposures travelers recalled, the more likely they were to have visited in 2019.



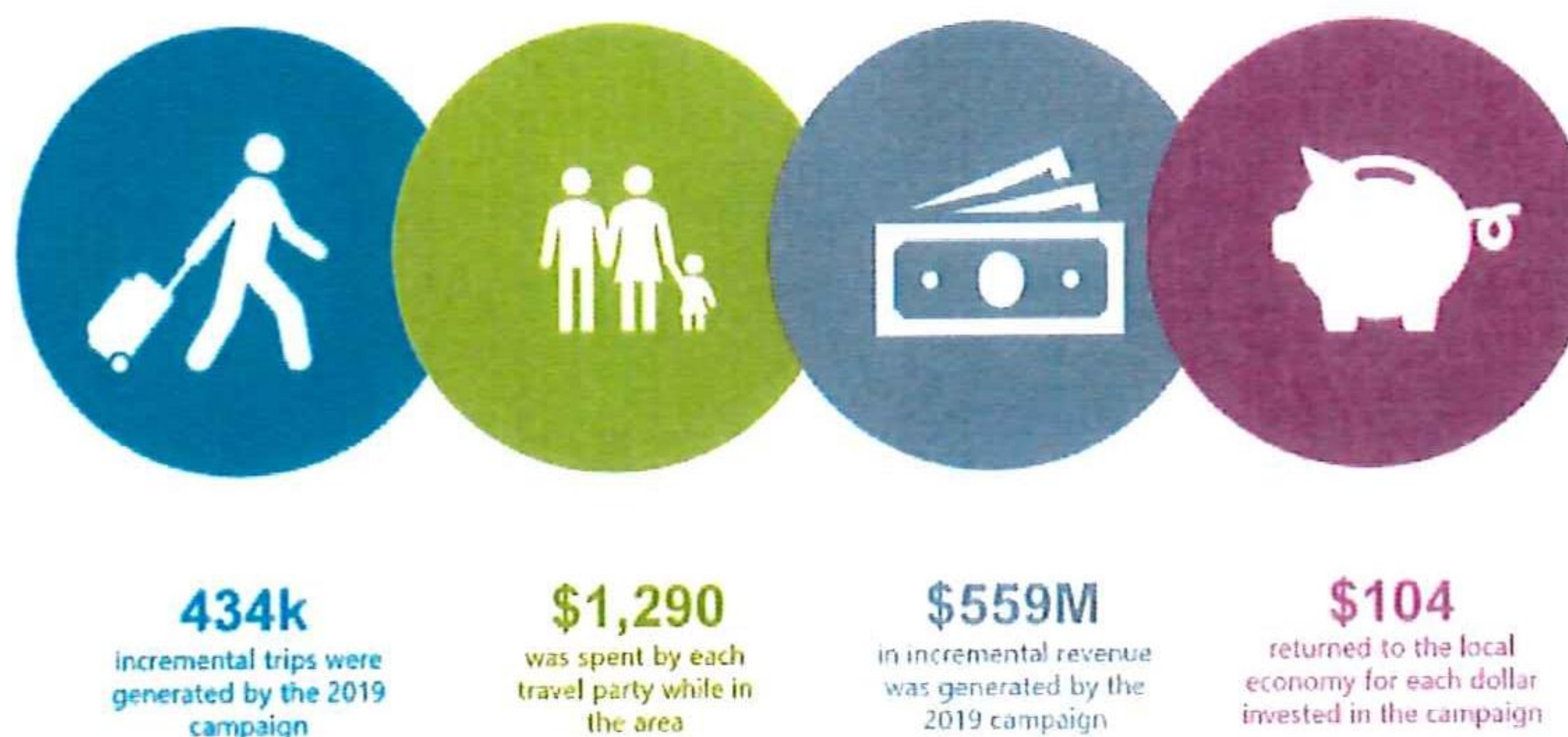
Q30: Have you seen or heard any news stories about Branson this year?
Q33-39: Have you seen this advertisement, or one similar, in the past 12 months?

17
RESPONDENT BASE: SAW ANY AD OR PR | N=743



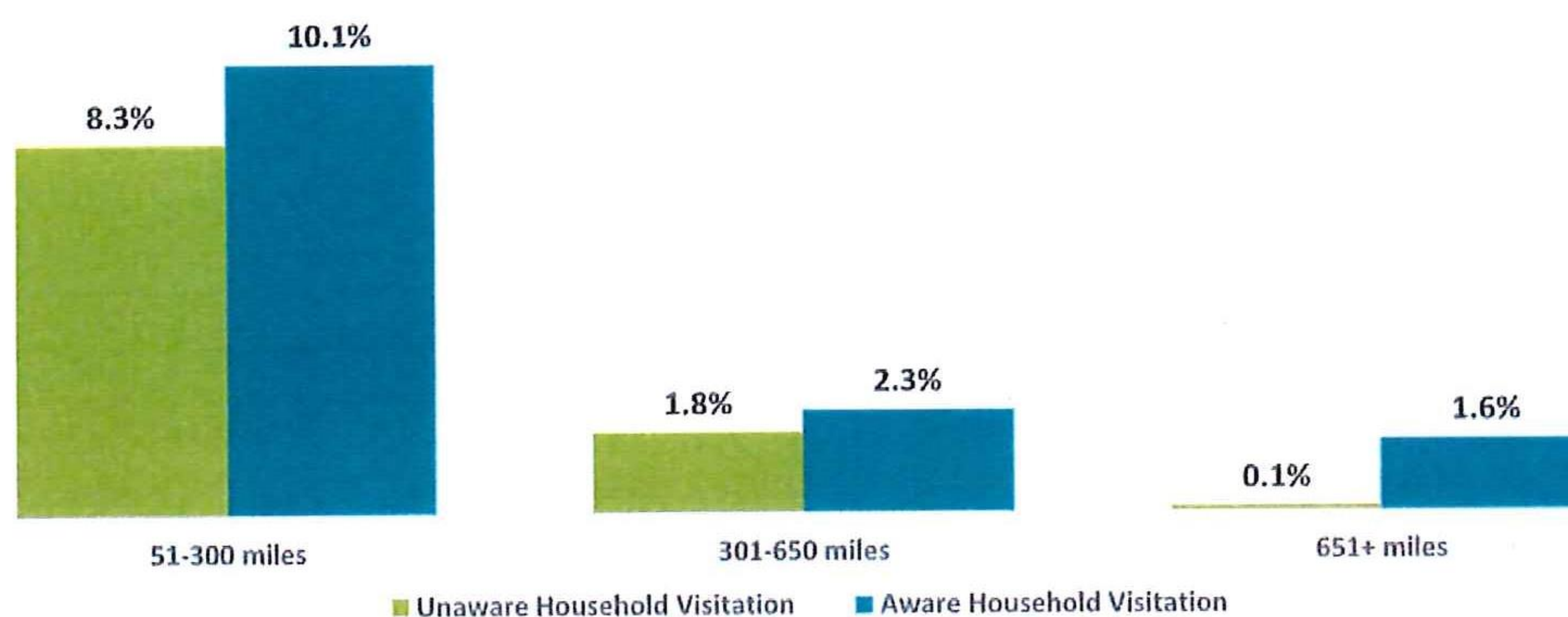
Incremental Impact

KEY TAKEAWAYS FROM THE 2019 CAMPAIGN



Travelers reached by BCBV's marketing messages in all three market tiers were more likely to visit Branson than those who did not recall seeing/hearing any of the marketing messages.

Visitation – Aware vs. Unaware Households



Q17: Have you visited Branson, MO in the past 12 months?

20

RESPONDENT BASE: VISITED BRANSON IN THE PAST 3 YEARS | N=214

Incremental Travel

Incremental travel provided a lift of 1.2 points, slightly lower than last year and the Historical Average. This increment fueled 434k incremental trips—lower than last year but still much higher than the Historical Average.

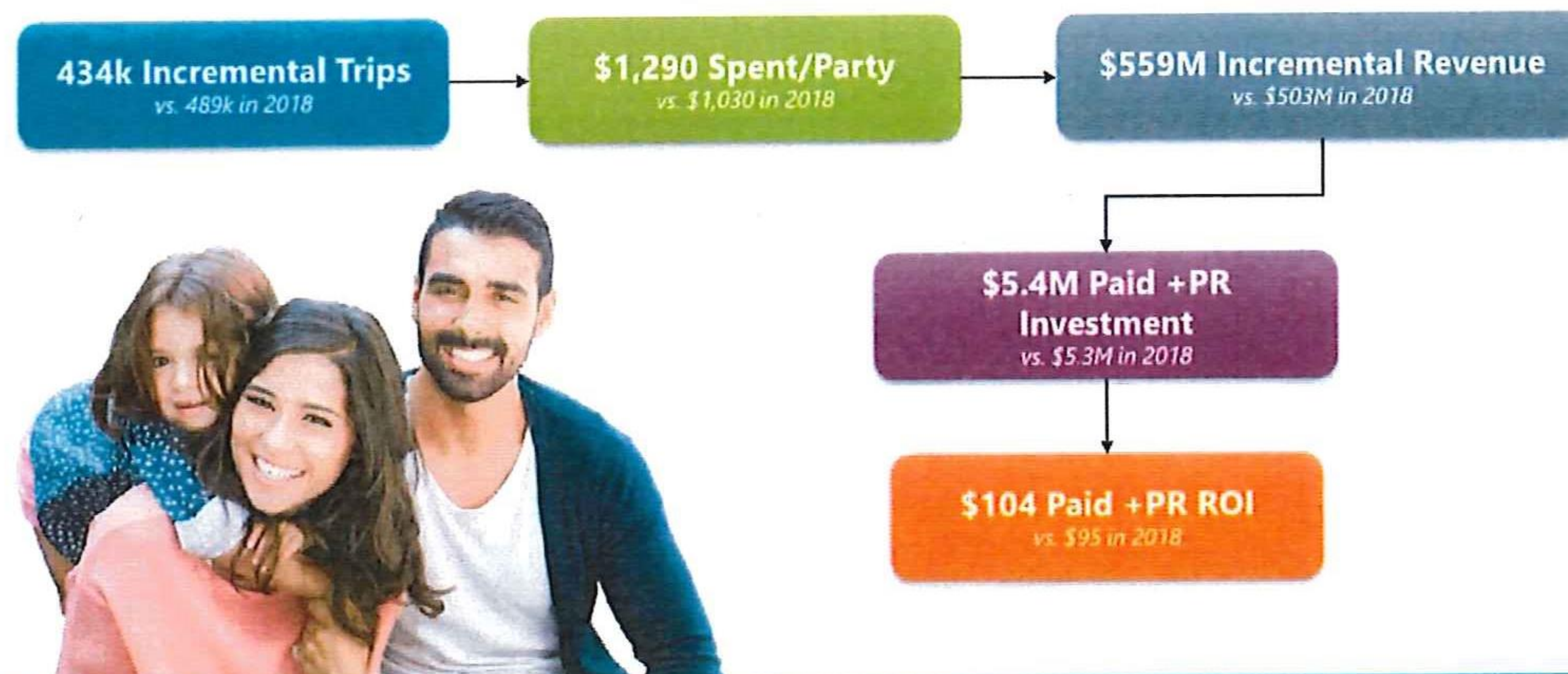
Incremental trips from the secondary market (301-650 miles) has continued to decline and is well below its Historical Average. This coupled with a decline from the core market (51-300 miles) cause the downward shift this year. However, Tier 3 saw an increase and remains well above the Historical Average.

Incremental Travel	2018 Increment	2019 Increment	BCVB Historical Average
51-300 miles	+3.0%	+1.8%	+2.0%
301-650 miles	+0.6%	+0.5%	+1.3%
651+ miles	+1.6%	+1.5%	+1.2%
Total Market	+1.4%	+1.2%	+1.4%

Incremental HH Trips	2018 Incremental Trips	2019 Incremental Trips	BCVB Historical Average
51-300 miles	107.9k	61.5k	63.4k
301-650 miles	73.6k	60.4k	147.7k
651+ miles	307.5k	311.8k	232.5k
Total Market	489.0k	433.7k	407.9k

21

Branson's marketing campaign generated incremental revenue of nearly \$559M and an ROI of \$104—both records for BCVB.



22

RESPONDENT BASE: VISITED BRANSON IN THE PAST 3 YEARS | N=214

Incremental Travel Spending

Incremental travel spending reached more than \$559M this year, breaking last year's record high of \$504M.

The increase in incremental revenue was driven solely by a 30% increase from Tier 3 visitors. Tier 1 visitors had a significantly less incremental impact than last year (but still in line with its Historical Average). Tier two also saw a decline and remains well below the Historical Average.

Incremental Travel Spending	2018 Spending	2019 Spending	BCVB Historical Average
51-300 miles	\$93.2M	\$53.7M	\$52.7M
301-650 miles	\$76.3M	\$71.8M	\$145.1M
651+ miles	\$334.3M	\$433.9M	\$228.8M
Total Market	\$503.8M	\$559.4M	\$393.9M

23

Return on Investment

BCVB's 2019 marketing campaign generated an ROI of \$104, an increase for the second straight year and a record for the area.

Those living beyond 650 miles from Branson experienced significantly better performance this year than the other tiers due in part to both smaller market reach and visitation increment.

Return on Investment	2018 ROI	2019 ROI	BCVB Historical Average
51-300 miles	\$72	\$41	\$40
301-650 miles	\$47	\$43	\$92
651+ miles	\$142	\$179	\$115
Total Market	\$95	\$104	\$83

24

Incremental Room Nights

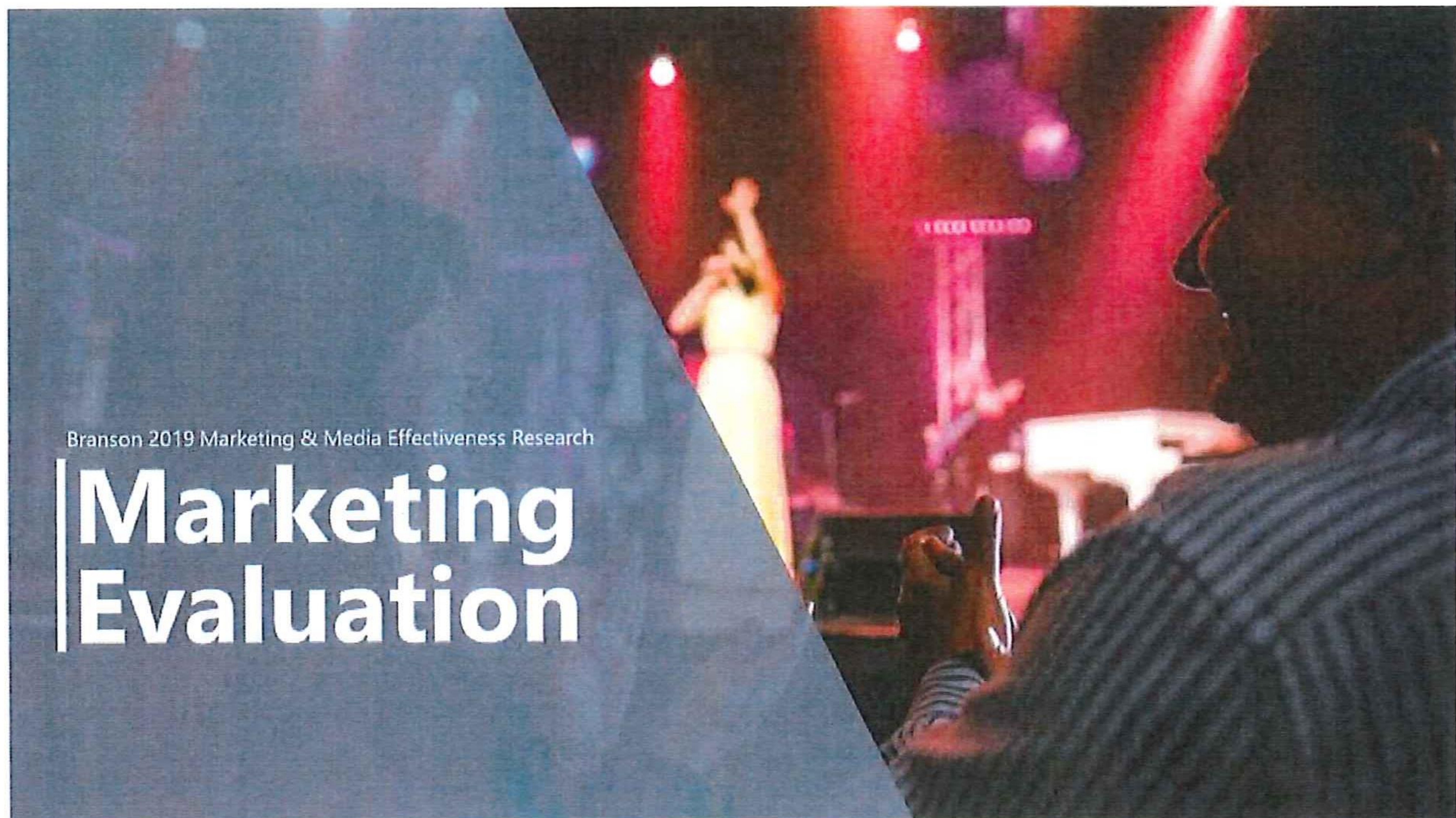


The 2019 campaign generated more than 1.8M incremental *room nights* (that would not have occurred otherwise) from those staying overnight at a Hotel, Motel, Bed & Breakfast, Condo, Cabin, Cottage or Resort in the Branson area.

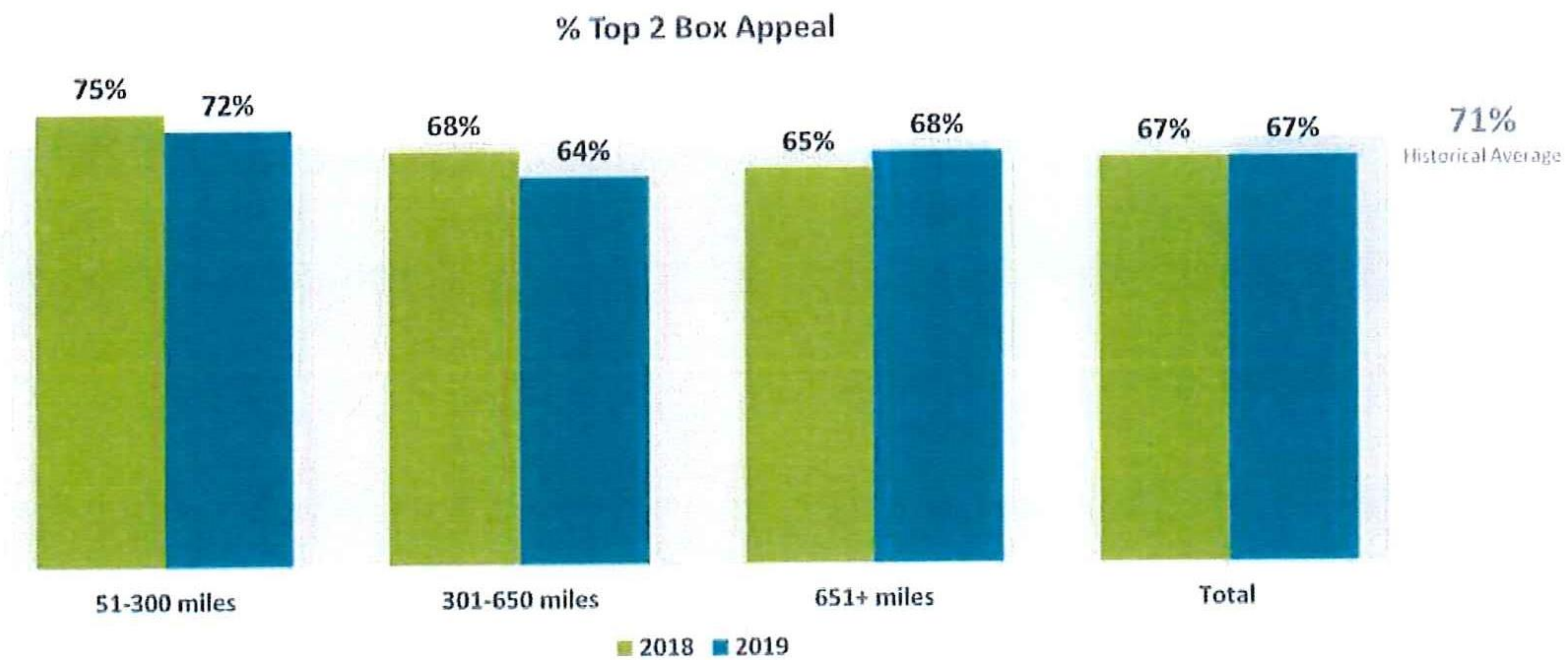
Extrapolated across the number of rooms purchased and length of stay, it is estimated that the 2019 campaign generated approximately 29% of the total room nights utilized by travelers in the Branson area during this timeframe.

25

RESPONDENT BASE: OVERNIGHT VISITORS | N=204



Two-thirds of travelers found Branson's advertising appealing, similar to last year. Although, travelers coming from further distances posted an increase.

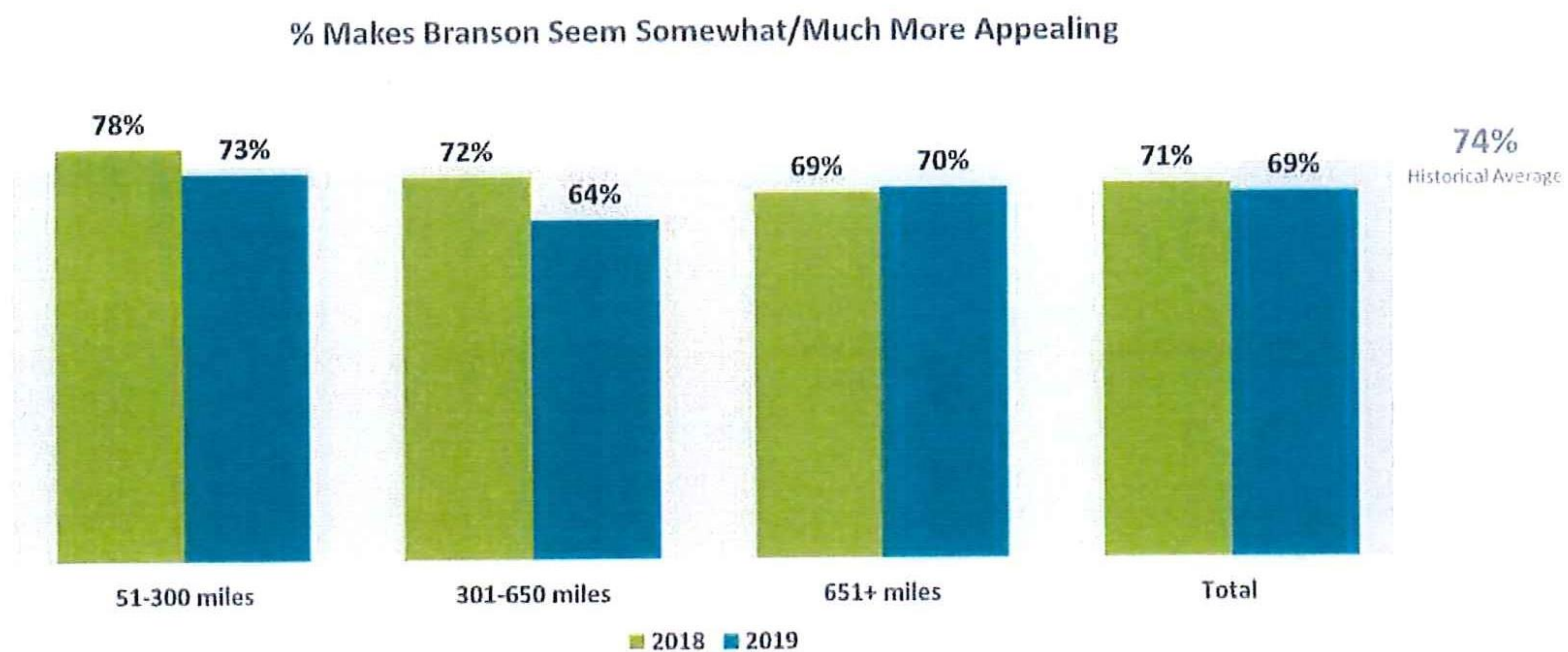


Q39: Using the scale provided, please rate how much you like this collection of advertisements for Branson.

27

RESPONDENT BASE: ALL RESPONDENTS | N=1,700

The advertising collection's ability to make Branson seem somewhat/much more appealing declined for the third year in a row.

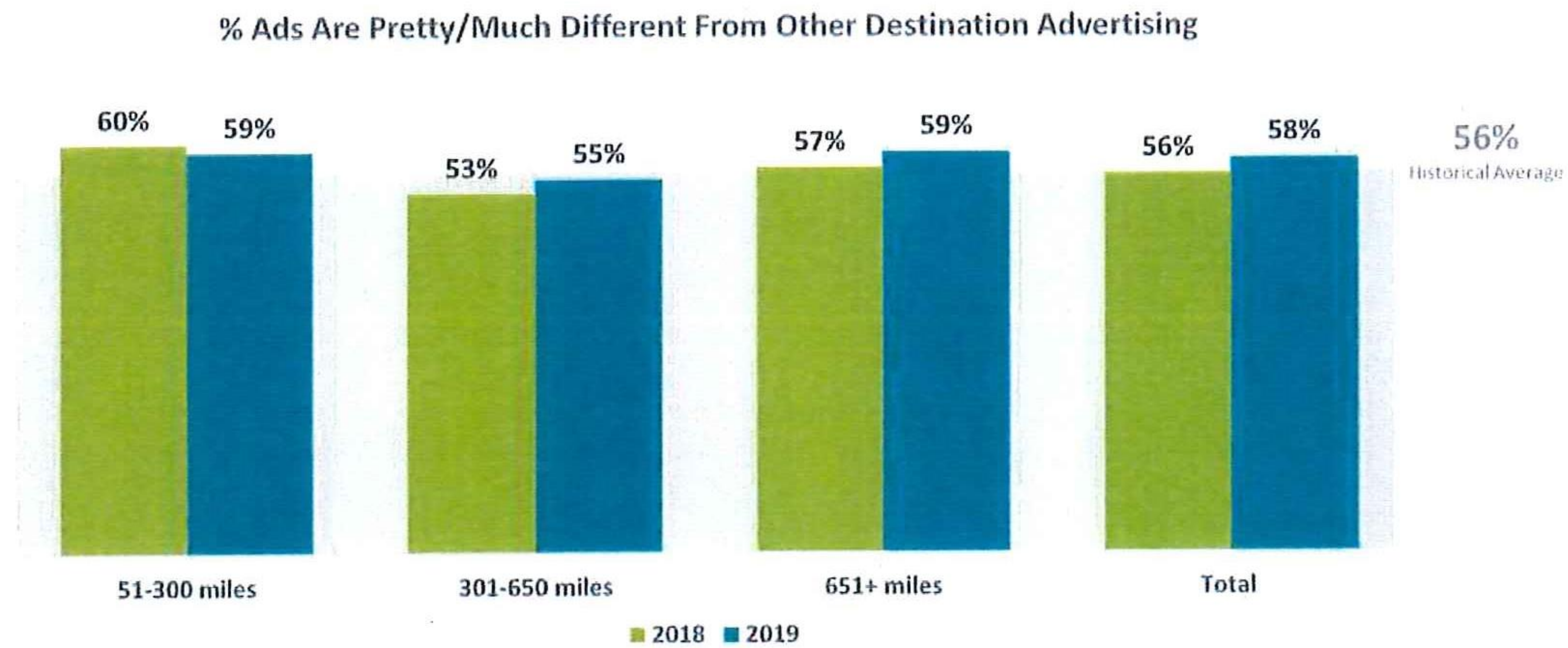


Q40: Using the scale provided, please indicate the degree to which these ads make Branson seem more appealing to you.

28

RESPONDENT BASE: ALL RESPONDENTS | N=1,700

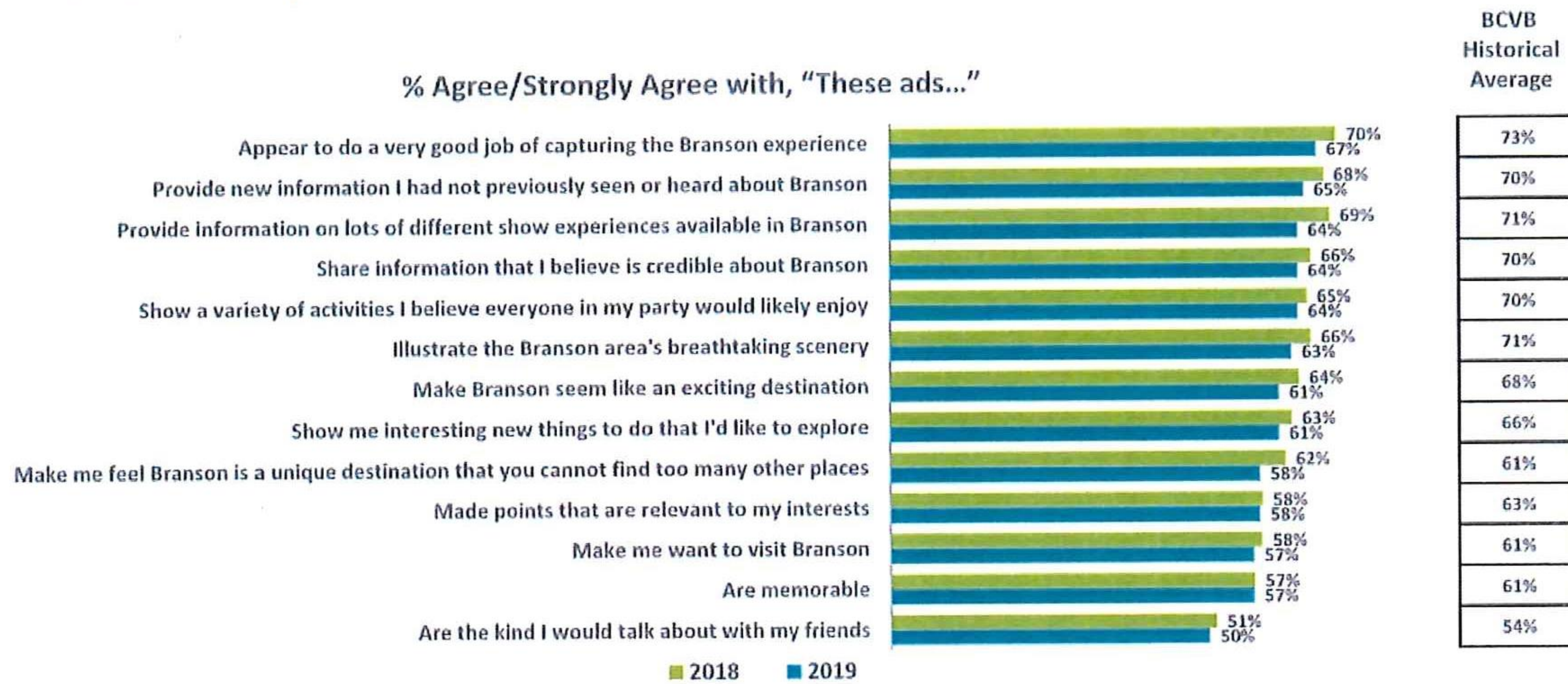
An increasing number of travelers feel that Branson's advertisements are different from others they have seen—topping the Historical Average by two points.



Q41: Using the scale provided, please indicate how different these advertisements are from other advertising you've seen for destinations.

29
RESPONDENT BASE: ALL RESPONDENTS | N=1,700

Marketing takeaways did not resonate quite as strongly this year as they have in the past.



Q42: Based upon the message you took away from the advertisements you just reviewed, please indicate the degree to which you agree that these ads...

30
RESPONDENT BASE: ALL RESPONDENTS | N=1,700

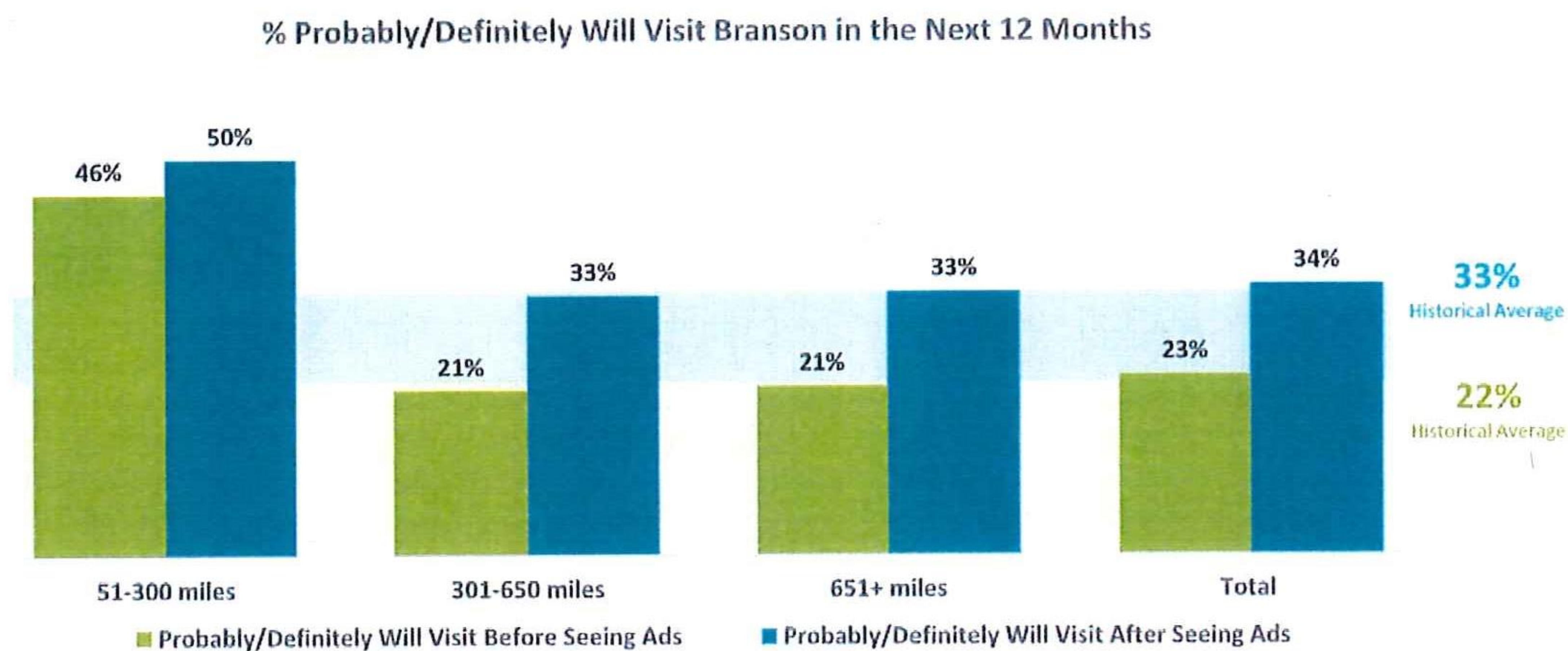
After reviewing the ads, travelers indicated they were less likely to read travel reviews from recent Branson visitors than last year, but significantly more likely to call the travel bureau for information.



Q43: Using the scale provided, please indicate how likely you are to take the following actions after seeing these advertisements for Branson.

31
RESPONDENT BASE: ALL RESPONDENTS | N=1,700

Post-ad exposure lift in intent to visit Branson averaged +11 points—in line with the Historical Average and four points higher than H2R's Norm.



Q16: Using the scale provided, please indicate how likely you are to visit each of the following destinations in the next 12 months.
Q44: Using the scale provided, please indicate how likely you are to visit Branson in the next 12 months:

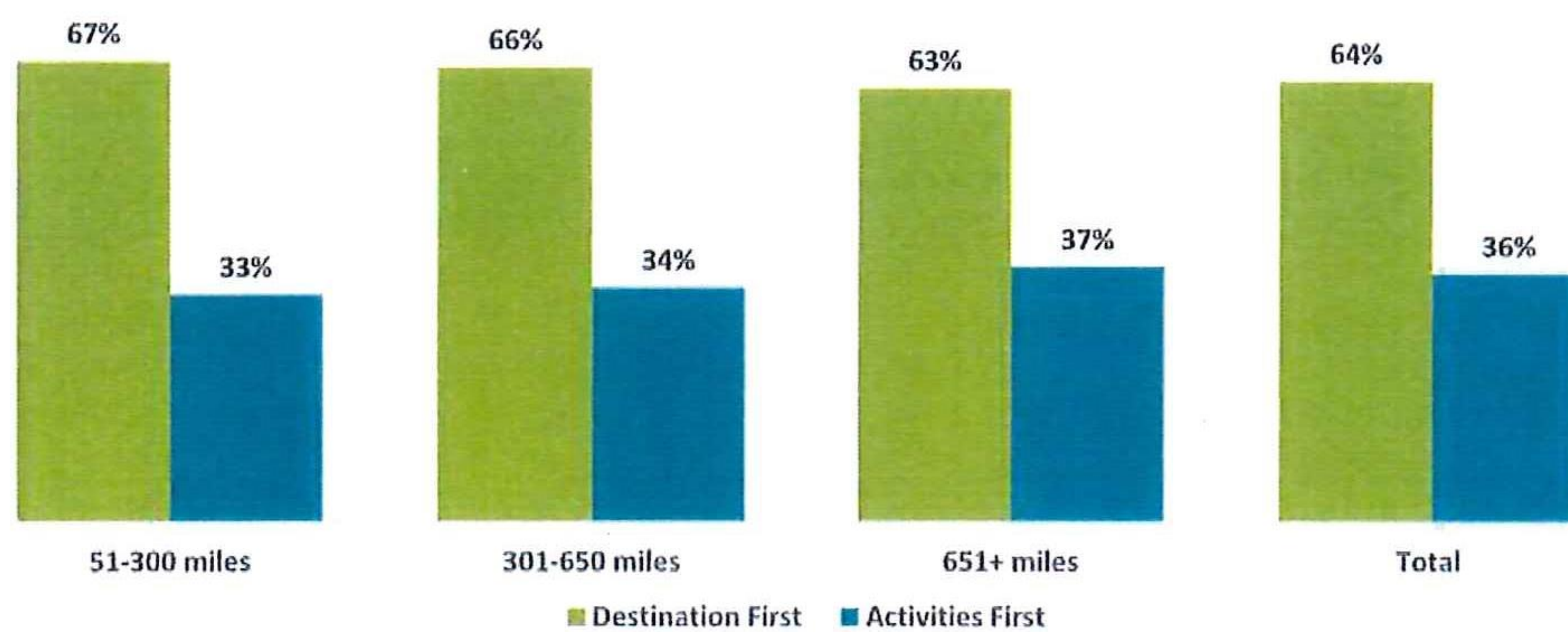
32
RESPONDENT BASE: ALL RESPONDENTS | N=1,700

Branson 2019 Marketing & Media Effectiveness Research

Branson Traveler Profile

Across the nation, travelers are much more likely to say they choose the destination they want to visit first, as opposed to choosing the activities they would like to take part in.

Decisions Made First When Planning Leisure Travel

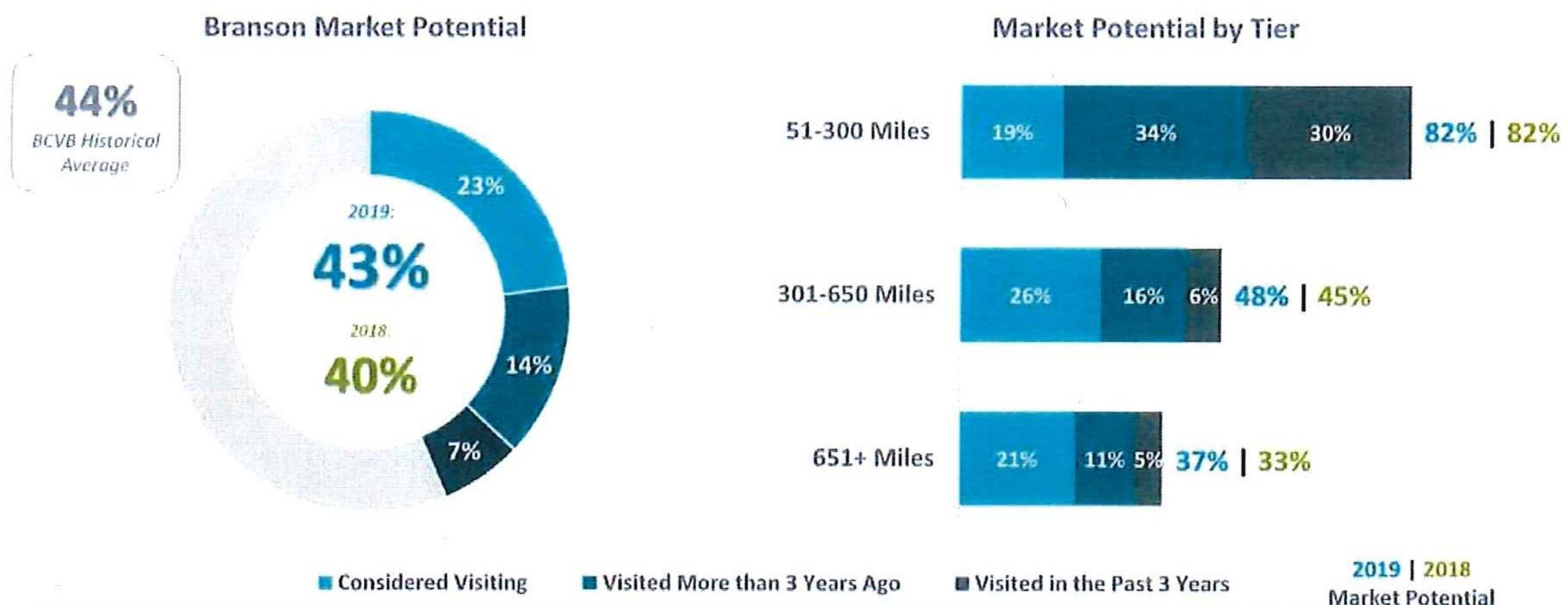


Q7: When visiting or planning a visit to a leisure destination, which of the following decisions are you most likely to make first?

34

RESPONDENT BASE: ALL RESPONDENTS | N=1,700

Market Potential (the combination of recent visitors, lapsed visitors and considerers) includes 43% of travelers nationwide and increased among the Outer Markets.

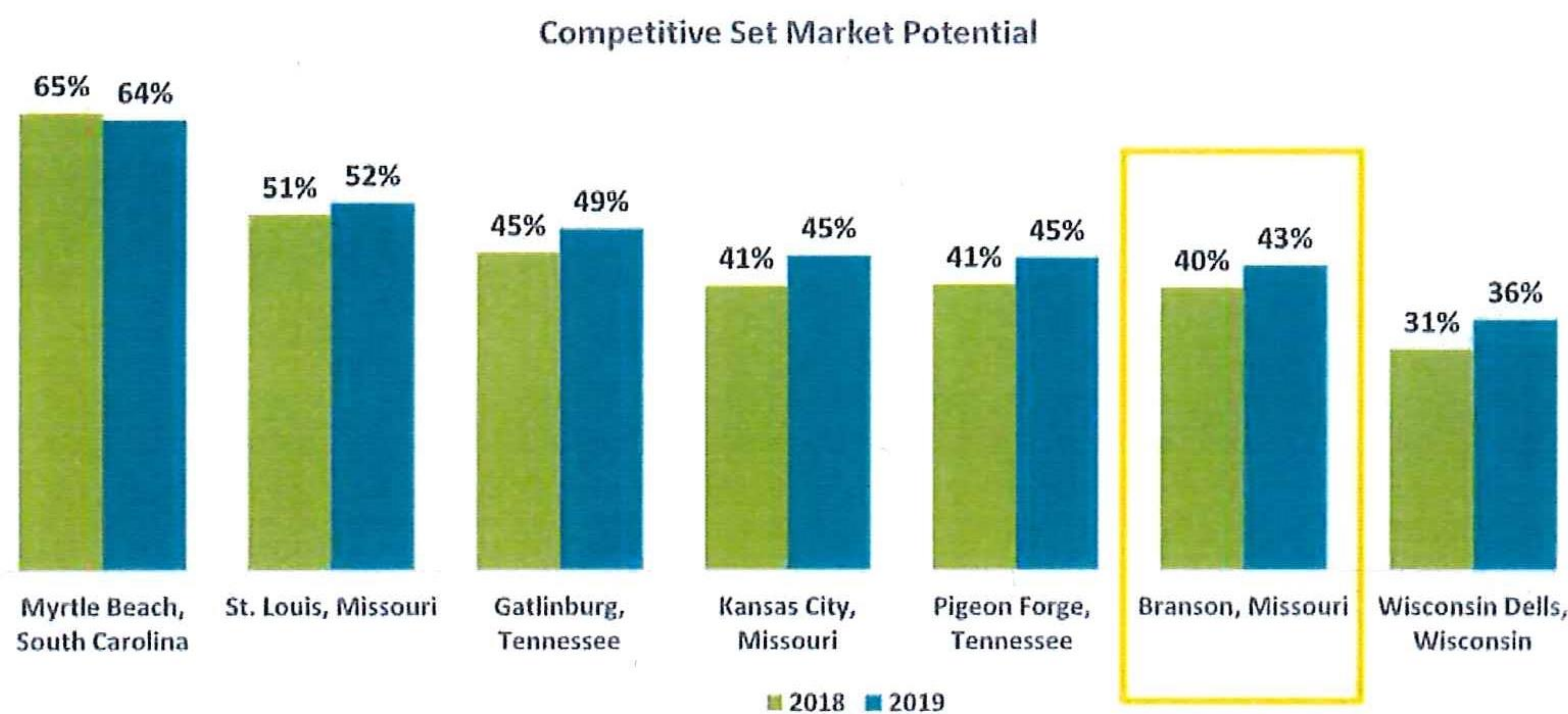


Q11: Please indicate your awareness and prior visitation of the following destinations:

35

RESPONDENT BASE: ALL RESPONDENTS | N=1,700

Among the competitive set, Myrtle Beach and St. Louis continue to have the highest levels of gross Market Potential.

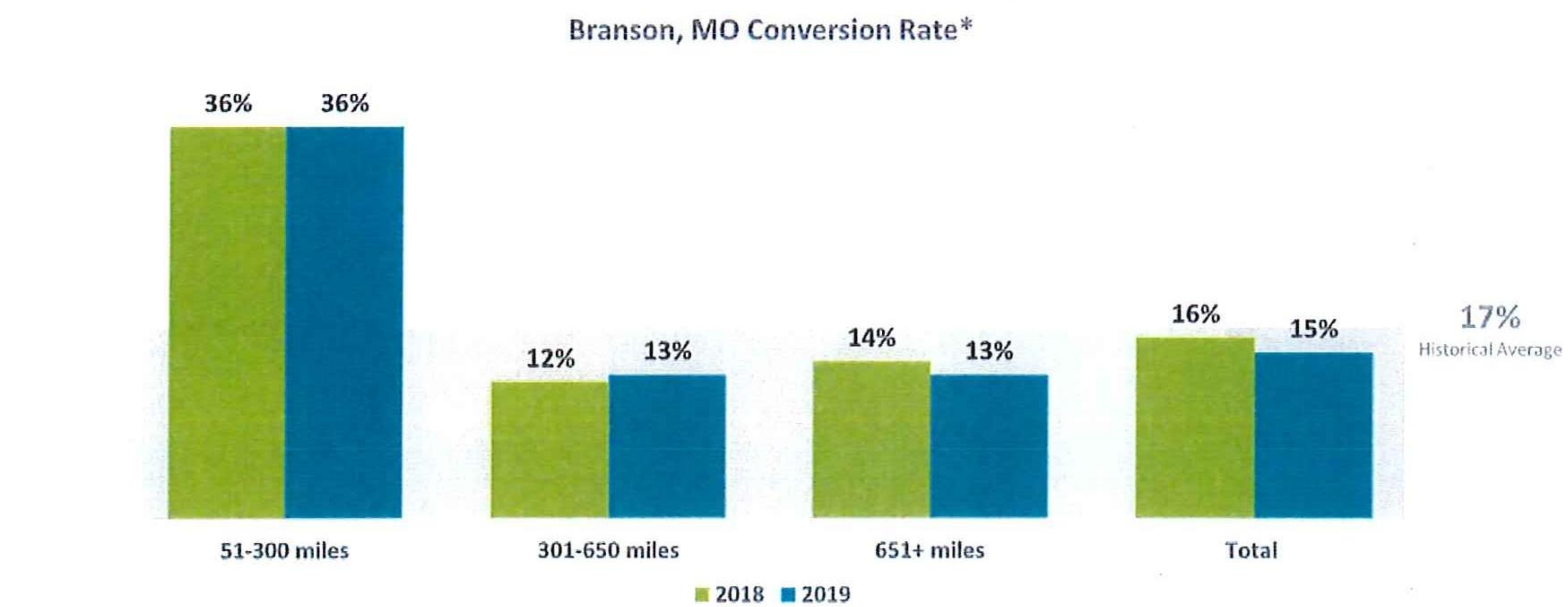


Q11: Please indicate your awareness and prior visitation of the following destinations:

36

RESPONDENT BASE: ALL RESPONDENTS | N=1,700

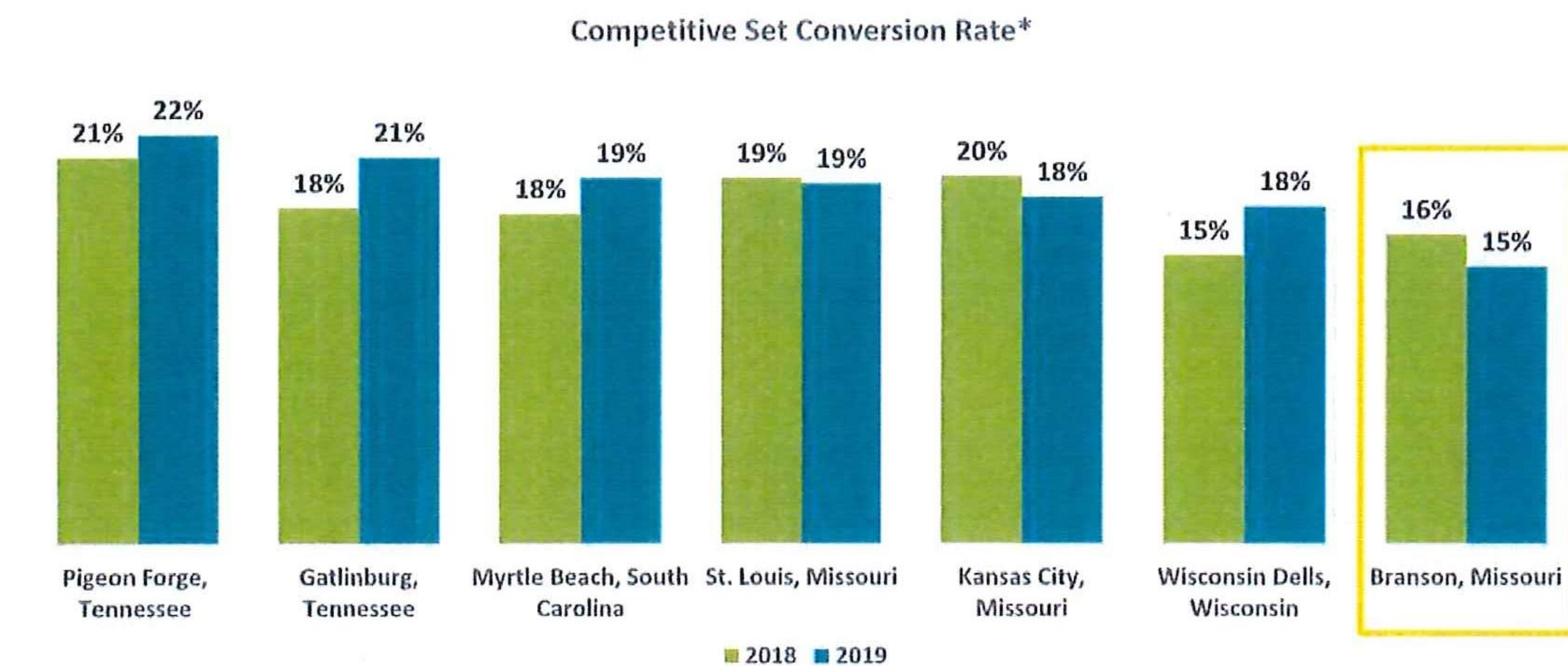
Branson's conversion rate fell one point from last year to 15% overall.



Q11: Please indicate your awareness and prior visitation of the following destinations:
*Conversion Rate = Recent Visitors/Market Potential

37
RESPONDENT BASE: ALL RESPONDENTS | N=1,700

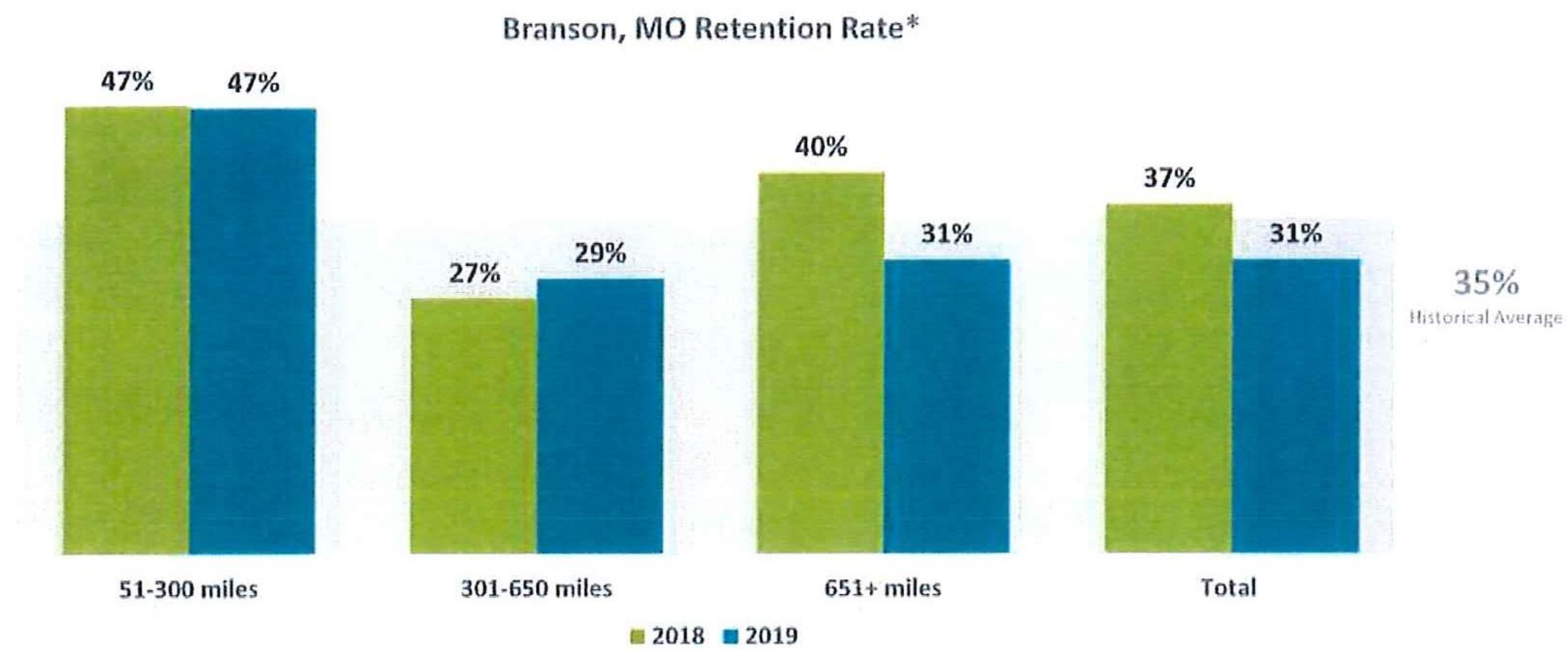
While Branson's conversion rate was in line with last year, it ranks low when compared to the competitive set.



Q11: Please indicate your awareness and prior visitation of the following destinations:
*Conversion Rate = Recent Visitors/Market Potential

38
RESPONDENT BASE: ALL RESPONDENTS | N=1,700

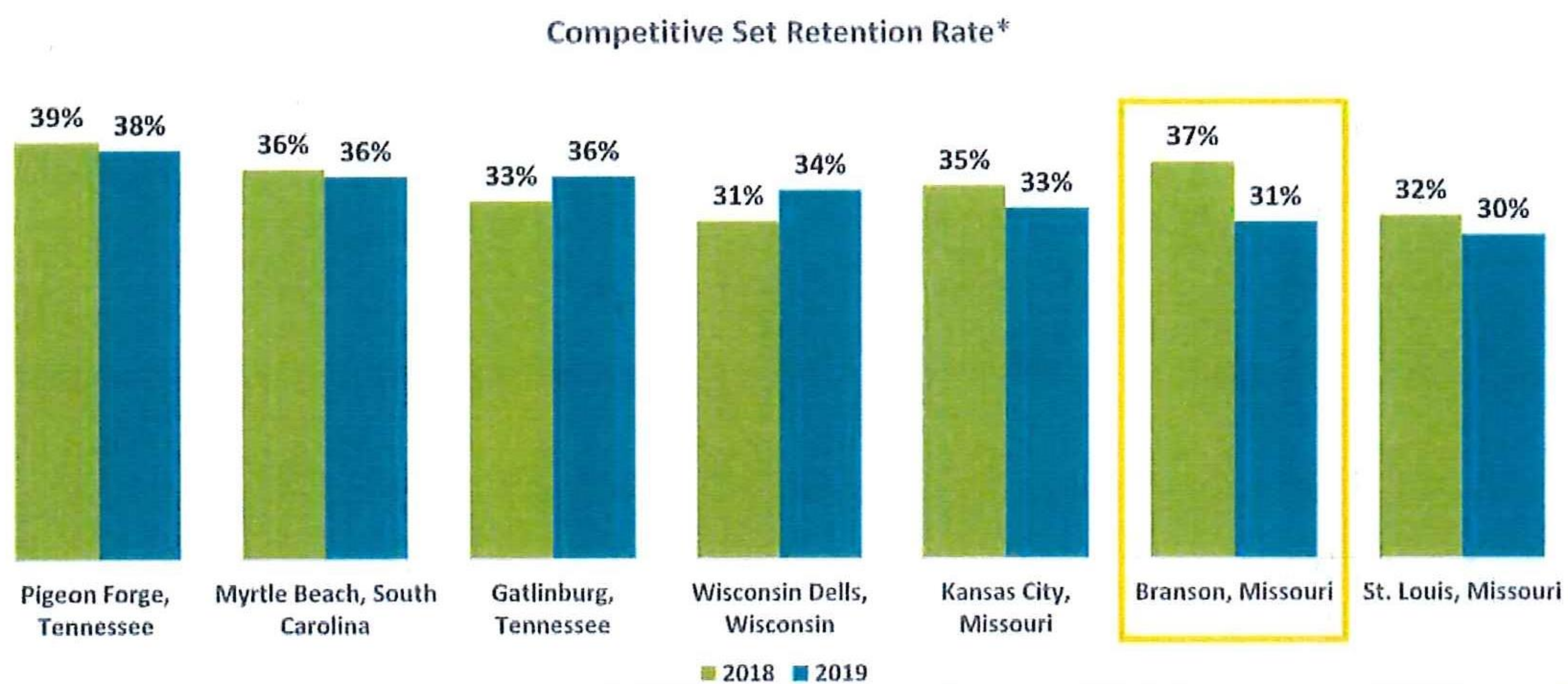
Retention of visitors dropped a significant six points, driven by a nine point decrease among those 651+ miles from Branson.



Q11: Please indicate your awareness and prior visitation of the following destinations:
 *Retention Rate = Recent Visitors/Visitors Ever

39
 RESPONDENT BASE: ALL RESPONDENTS | N=1,700

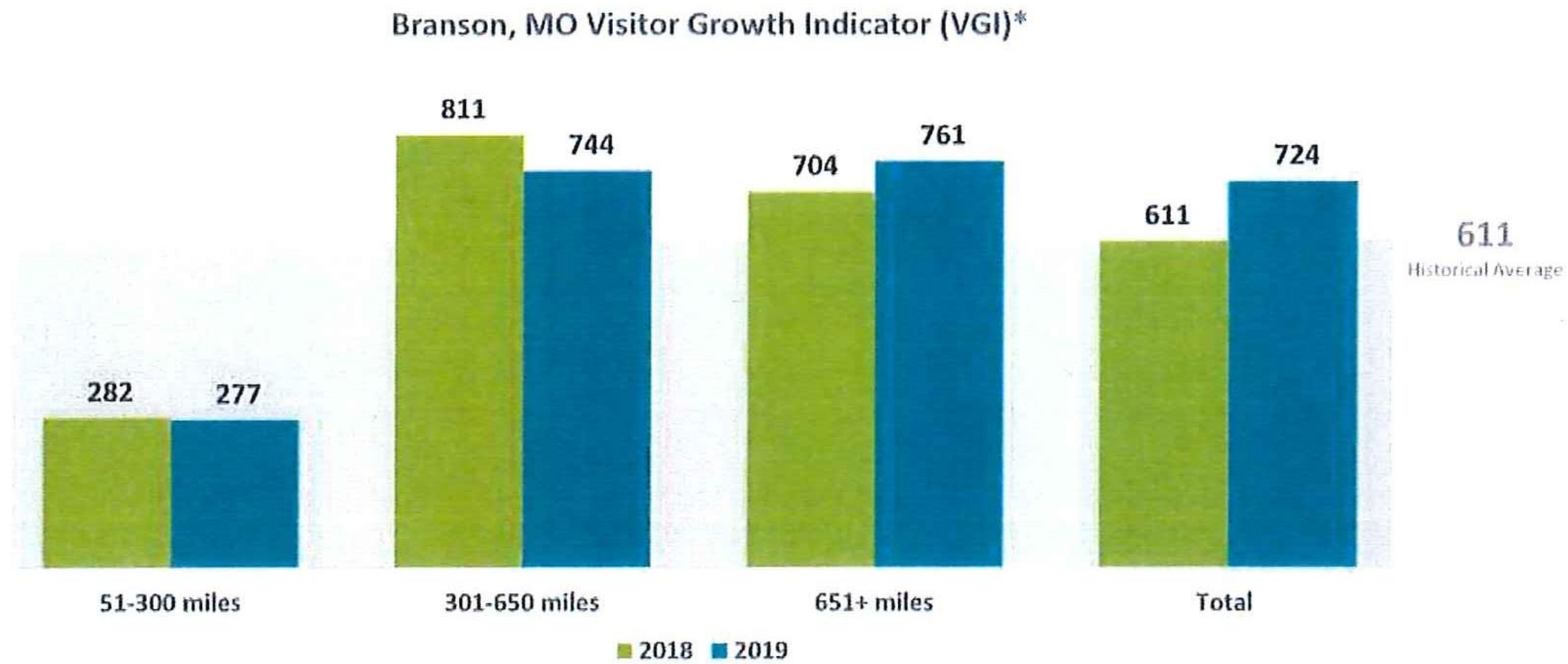
This year's decrease in retention moved Branson down in the competitive set, ranking above St. Louis only.



Q11: Please indicate your awareness and prior visitation of the following destinations:
 *Retention Rate = Recent Visitors/Visitors Ever

40
 RESPONDENT BASE: ALL RESPONDENTS | N=1,700

Branson's potential for future growth reached record heights this year—topping the Historical Average by more than 100 points.



Q11: Please indicate your awareness and prior visitation of the following destinations:
VGI = Market Potential / Market Share (% Recents) 100

41
RESPONDENT BASE: ALL RESPONDENTS | N=1,700

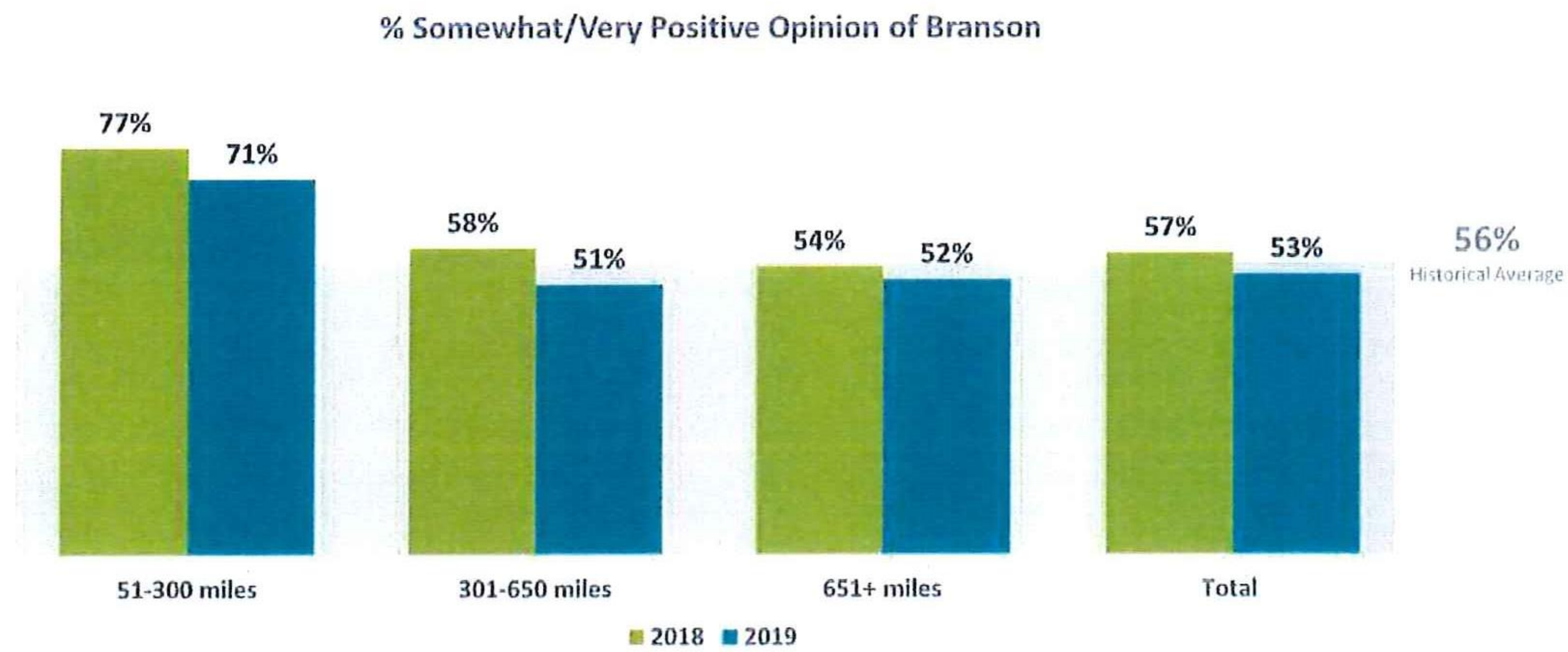
Branson's high VGI reveals that the area has the strongest propensity for growth among the competitive set.



Q11: Please indicate your awareness and prior visitation of the following destinations:
VGI = Market Potential / Market Share (% Recents) 100

42
RESPONDENT BASE: ALL RESPONDENTS | N=1,700

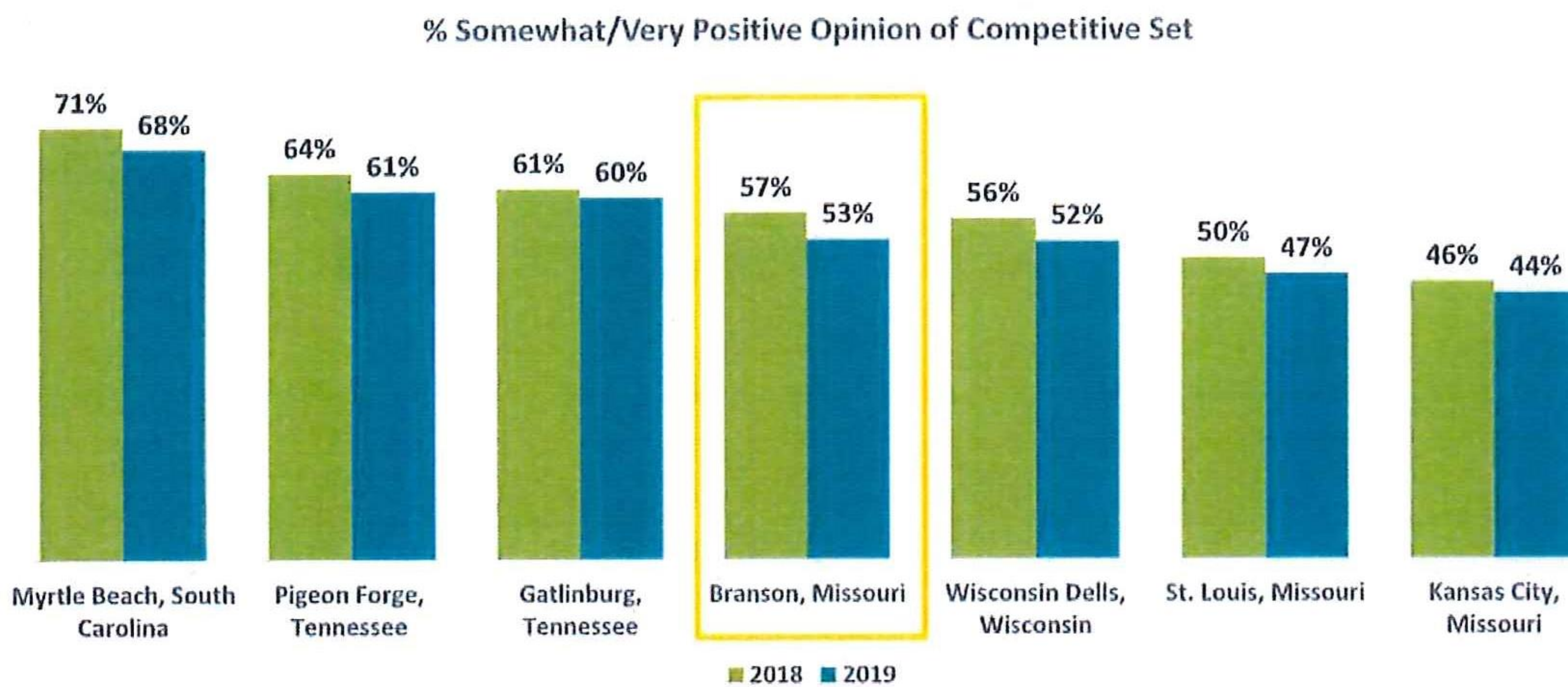
Decreases in positive opinion of Branson from each tier drove a four point decrease overall, bringing the level of favorable opinion down slightly below the Historical Average.



Q12: Using the scale provided, please indicate to what degree your opinion of these cities as vacation destinations is positive or negative.

43
RESPONDENT BASE: FAMILIAR WITH BRANSON | N=1,378

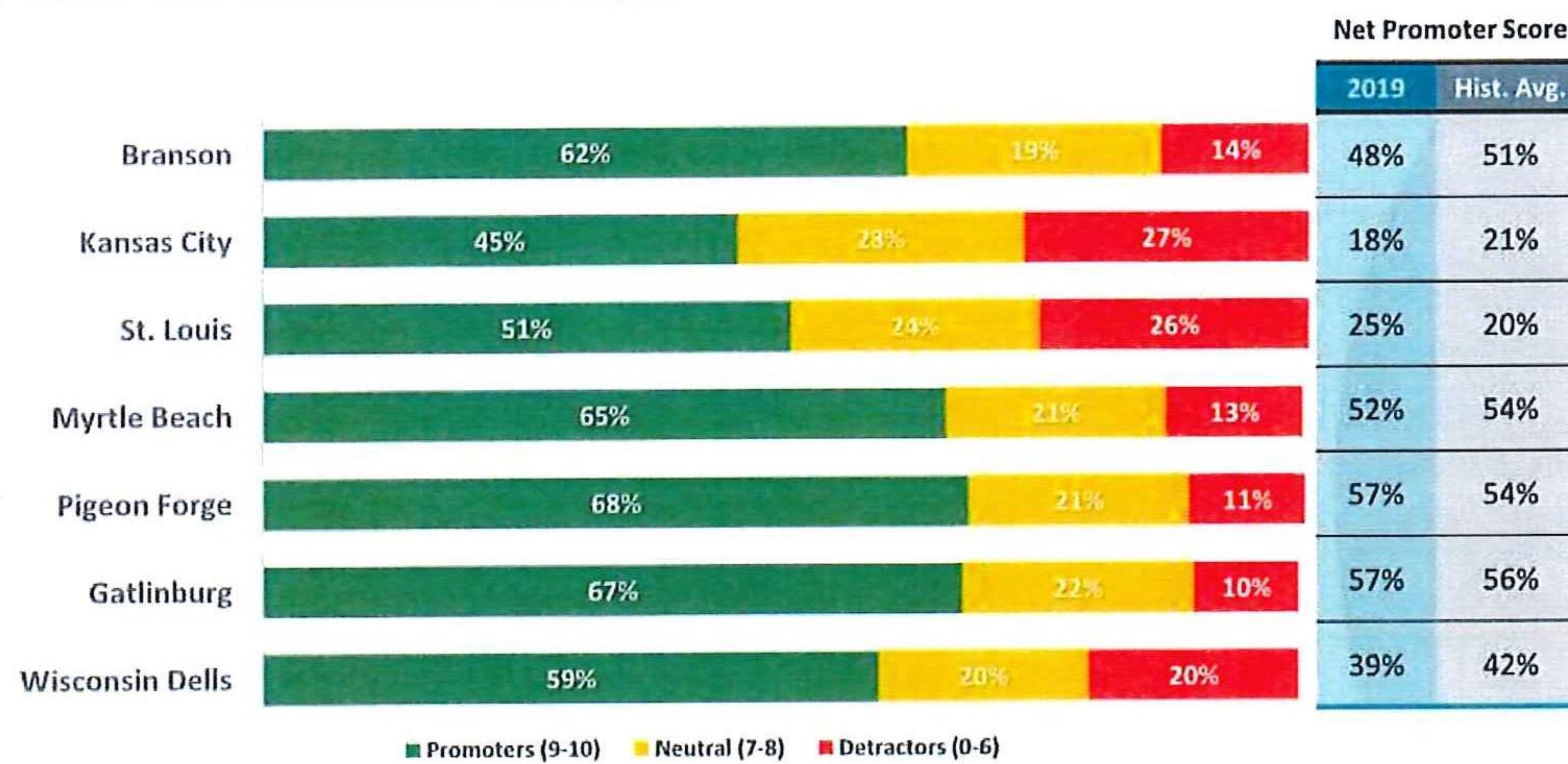
Opinions of destinations fell across the board this year, but Branson continues to hold the most positive opinion among Missouri cities.



Q12: Using the scale provided, please indicate to what degree your opinion of these cities as vacation destinations is positive or negative.

44
RESPONDENT BASE: FAMILIAR WITH ANY DESTINATION | N=1,626

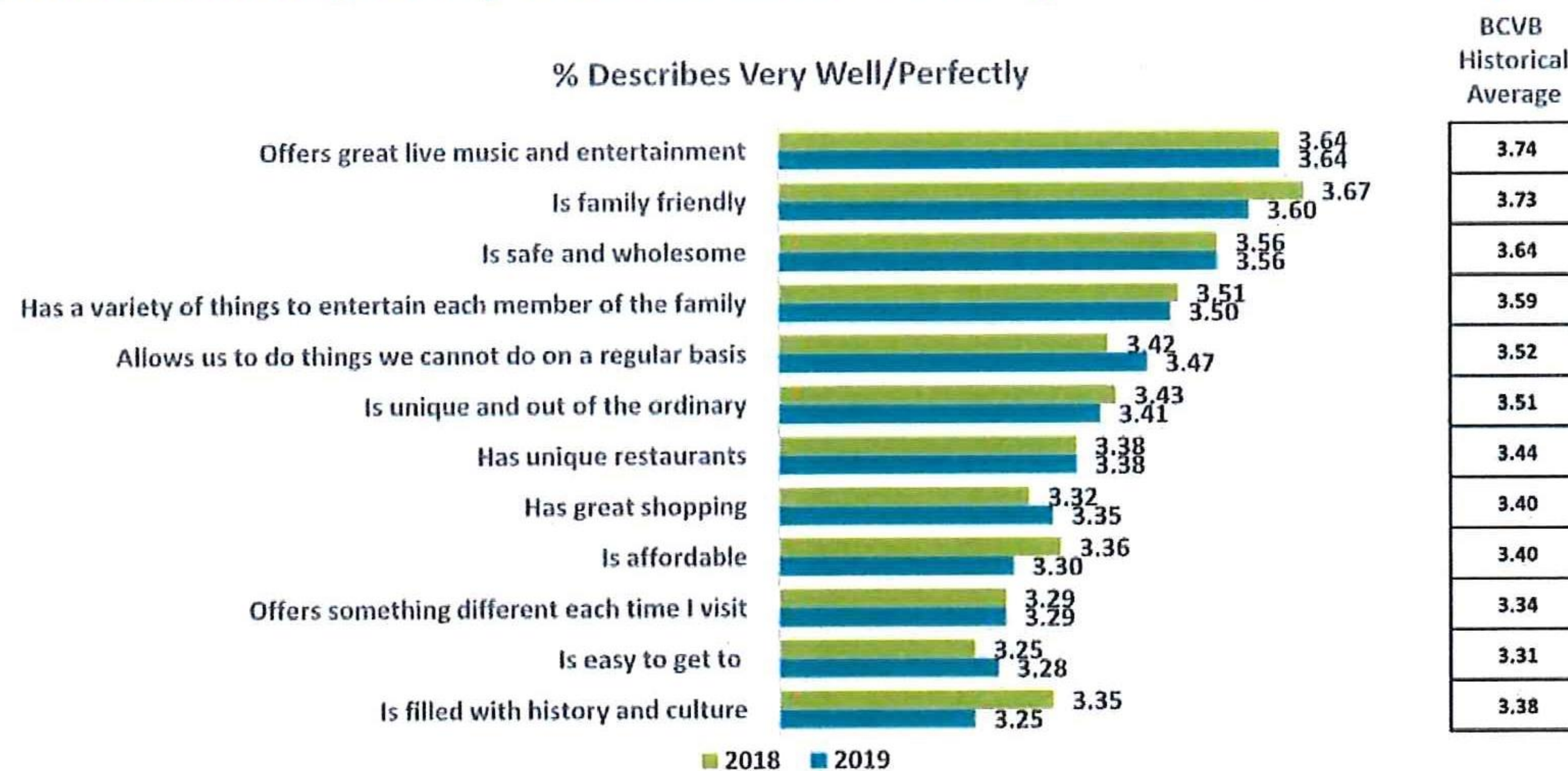
Branson's Net Promoter score slipped from 2018 (-11 points) and is in line with the Historical Average.



Q13: How likely are you to recommend each of these destinations to your friends or family members as places to spend a vacation?

RESPONDENT BASE: RECENTLY VISITED EACH DESTINATION | N=VARIES 45
RECENTLY VISITED BRANSON | N=214

Branson's top brand attributes continue to be its great live music/entertainment, family friendliness and a safe/wholesome atmosphere.



Q17: How well do the following statements describe your impressions of the Branson area?

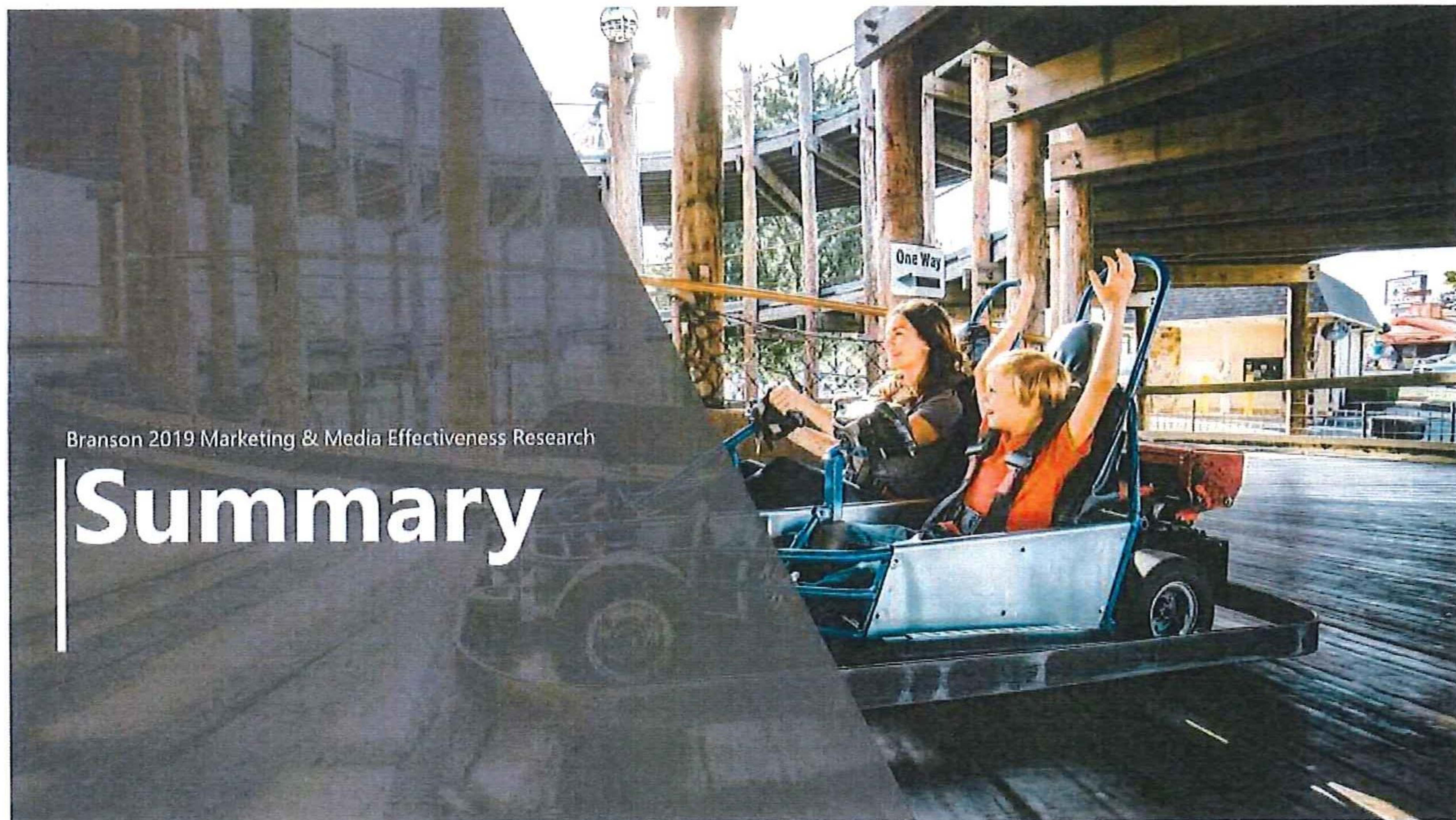
RESPONDENT BASE: FAMILIAR WITH BRANSON | N=1,378

2019 Branson Traveler Profile

	Overall	Visitors (Past 3 Years)	Non-Visitors (Ever)	Brand Advocates*
Aware of Any Ad/PR	39%	66%	37%	79%
% Overnight Visits	100%	95%	n/a	96%
Length of Stay	4.8	3.8	n/a	4.4
% Hotel/Motel	54%	58%	n/a	62%
% Kids in Household	35%	47%	35%	54%
Household Size	2.5	2.7	2.5	2.8
Number of Visits	2.5	2.2	n/a	2.4
Intent to Visit (Post-Ad)	34%	72%	31%	100%
Post-Ad Intent Lift	+12 pts	-5 pts	+14 pts	+8 pts

*Brand Advocates are those who are likely to return and are also Promoters of the area.

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Branson/Lakes Area 2019 Total Marketing campaign Key Performance Indicators (KPI) Summary

The Branson/Lakes Area CVB 2019 marketing campaign generated \$559M in incremental spending with a Return on Investment of \$104—both record numbers for Branson since measurements began in 2009.

BCVB kept its level of marketing awareness on par with last year and above its Historical Average. The increases in incremental revenue also meant that a larger investment yielded the same cost per aware household as last year and one cent below the Historical Average.

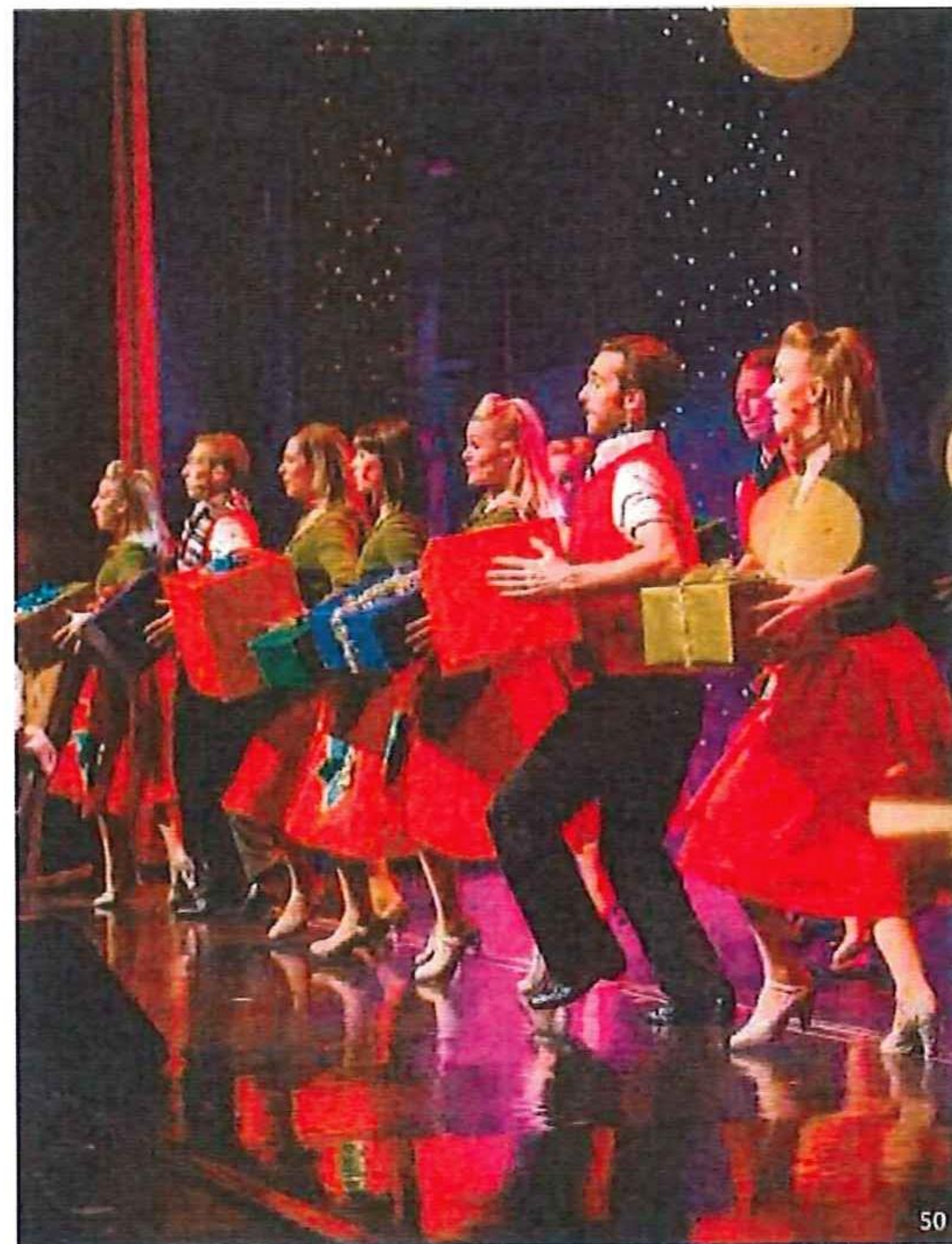
Key Performance Indicators PAID MEDIA + PR (TOTAL)	2018	2019	BCVB Historical Average*
Traveler Households	84.1M	87.4M	85.4M
Aided Ad Awareness	42%	41%	36%
Aware Traveler Households	34.9M	35.9M	31.0M
Increment	+1.4%	+1.2%	+1.4%
Incremental Trips	489k	434k	408M
Incremental Travel Revenue	\$504M	\$559M	\$394M
Media Investment	\$5.3M	\$5.4M	\$4.6M
Cost/Aware Household	\$0.15	\$0.15	\$0.16
Return on Investment	\$95	\$104	\$83

*The BCVB Historical Average is a simple average of all data for total media campaigns measured since 2009.

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Marketing Efficiency

- Consumer research drives decision making in Branson. The Branson/Lake Area CVB's (BCVB) 2019 marketing campaign reached 41% of travelers nationwide which equates to approximately 36M aware traveler households. Awareness dropped one point from last year but remains well above the Historical Average of 36%.
- Given a media investment comparable to last year (\$5.4M), the Branson Chamber/Convention & Visitors Bureau's (BCVB) cost per aware travel household averaged \$0.15—considered quite efficient compared to the H2R Proprietary Industry Norm (H2R Norm) of \$0.41. Additionally, BCVB's advertising campaign continues to outperform Branson's Historical Average of \$0.16.
- While efficiently reaching new travelers is an integral part of a successful campaign, marketing is said to be effective when the travelers who see the ads are ultimately more likely to have visited Branson than those who were not exposed to the marketing.



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Incremental Impact

- BCVB's marketing campaign was efficient and influenced people to visit, driving incremental visitation across all three market tiers surveyed nationwide: 51-300 miles (+1.8%), 301-650 miles (+0.5%) and 651+ miles (+1.5%). This year's campaign delivered an incremental impact among the outermost market that was larger than last year's and the Historical Average, although the Tier within 51-650 miles of Branson saw fewer incremental trips than last year.
- Extrapolated across the pool of aware travel households, it is projected that BCVB generated 434k incremental trips that would likely not have occurred had the campaign not been in place. Likewise, these incremental visits generated nearly \$559M in incremental travel spending for the Branson area—topping last year's spending level by 11%.
- Overall, the campaign generated an ROI of \$104 marking a 9% increase over the 2018 ROI and 25% higher than the Historical Average.



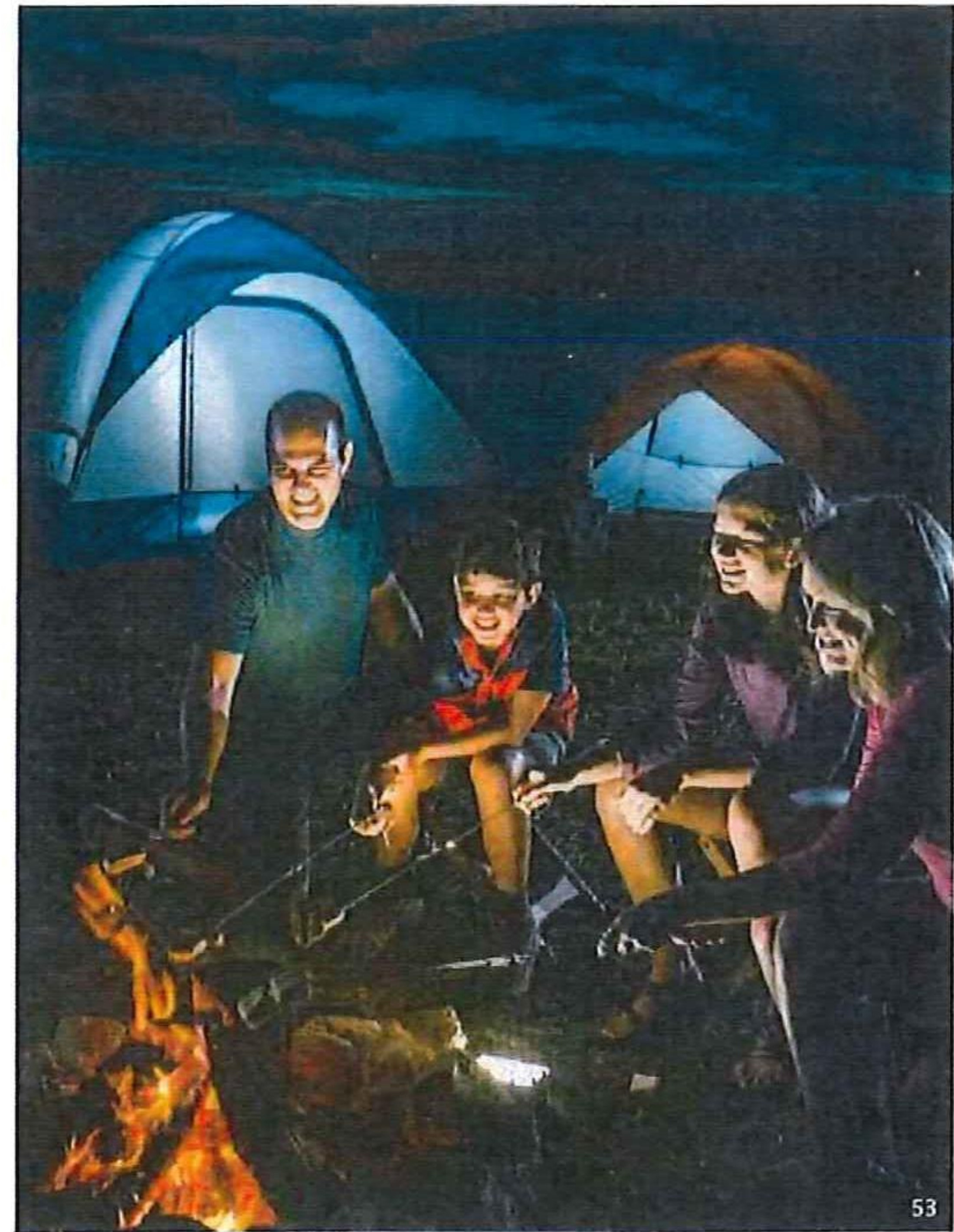
Advertising Evaluation

- More than two-thirds of travelers (67%) indicated they enjoyed Branson's overall collection of ads, while another 69% indicated the ads made the Branson area seem more appealing as a destination. Additionally, 58% of travelers indicated the ads were differentiated from other destination advertising they have seen.
- Overall, travelers felt these ads do a good job of capturing the Branson experience (70%), provide information on lots of different show experiences (69%) and provide new information they did not previously know (68%).
- And, BCVB's marketing campaign increased travelers' intent to visit the area by 11 points. This year's lift was in line with last year's +12 points and ties with the Historical Average for lift in intent to visit Branson (+11 points).



Visitation Growth Potential

- Branson's market potential of past visitors and considerers increased three points to 43% of travelers nationwide and converted 15% of that market potential into visitors. This year, Branson's retention rate averaged 31% (share of recent visitors relative to all who have visited in the past).
- Branson continues to show a high propensity for future visitation growth. Relative to the ratio of recent visitors, Branson's market potential yields an index of 724 – indicating the market's potential is 7.2 times its current share. This index ranks Branson first among the competitive set and is significantly higher than average among the competitive set (527).
- This year Branson earned a Net Promoter Score (NPS) of 48%—near the Historical Average of 51%, but down 11 points from last year's record high of 59%. This NPS ranks Branson fourth among the competitive set of destinations measured in this study.



Thank You!



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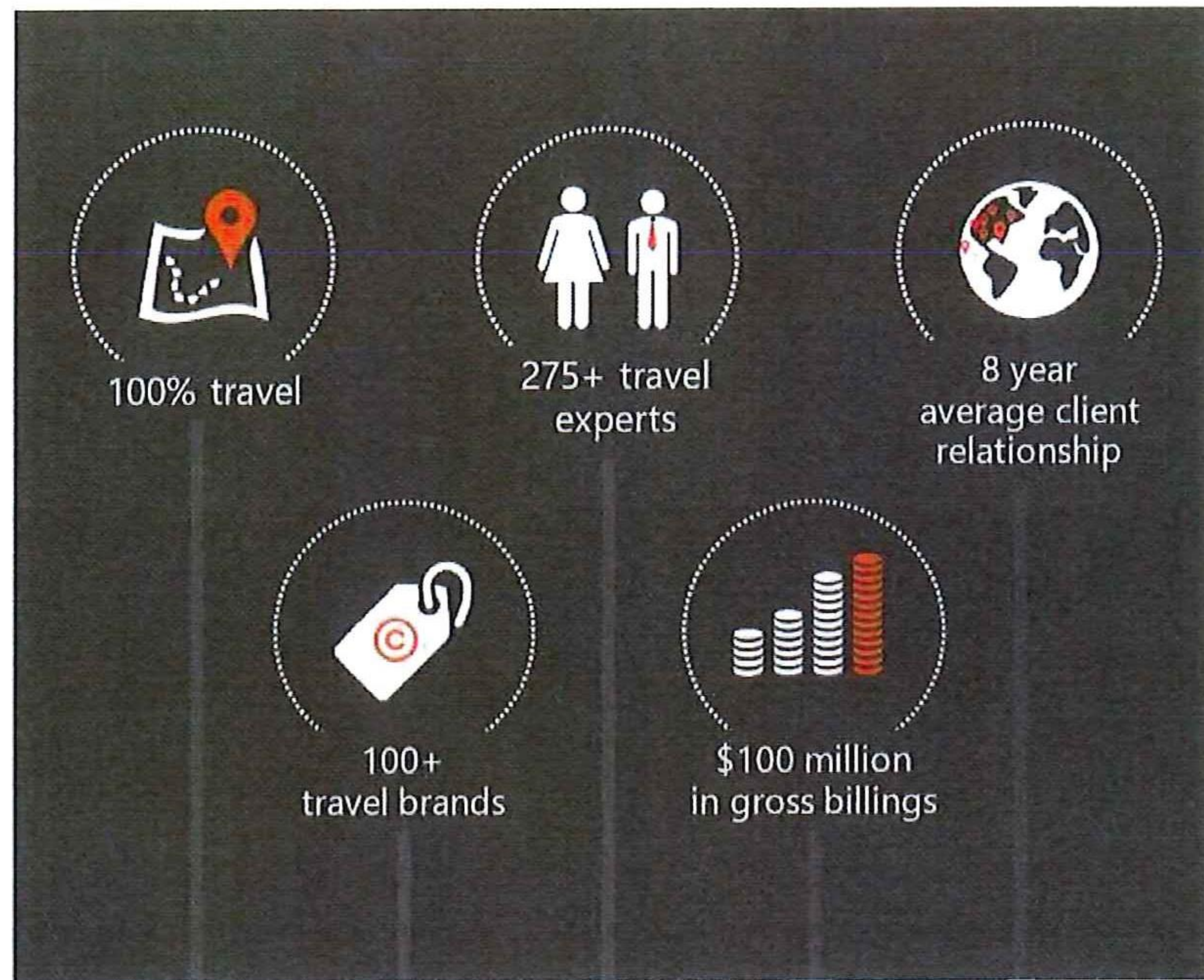


Gray Lawry
VP, Strategy & Insights

A white sailboat is shown from a rear-quarter perspective, sailing on a body of water. Two people are visible on the deck: a woman in a white shirt and a man in a dark shirt and white pants. The boat's mast and rigging are prominent. In the background, a green hillside is visible on the left, and a distant shoreline with buildings is on the right. The sky is a clear, pale blue. The text "Meet Miles" is overlaid on the left side of the image, with "Meet" underlined in red.

A 4x4 grid of 16 photographs showing various travel experiences. The photos include: a group of four people in front of a mountain; a person on a zipline; a couple in helmets; a person on a boat; a person on a zipline; a couple in helmets; a person on a boat; a person on a zipline; a couple in helmets; a person on a boat; a person on a zipline; a couple in helmets; a person on a boat; a person on a zipline; a couple in helmets; a person on a boat.

By the numbers



A few of our clients



Core services



Strategic
Consulting



Branding &
Creative Services



Advertising Services
& Media Buying



Content Creation
& Distribution



Digital
Development



Revenue
Generation
Programs

Client accolades

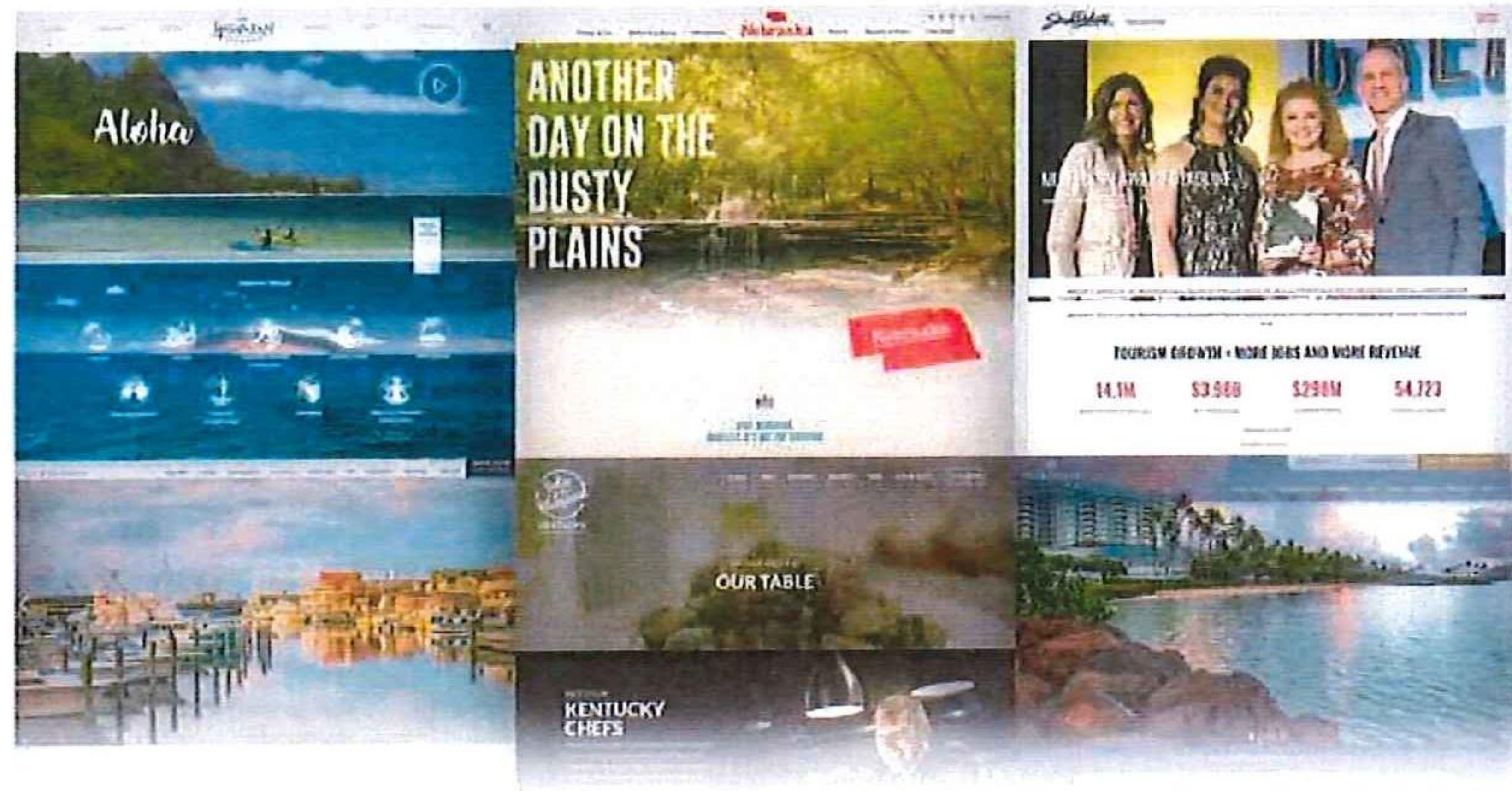
155 awards

over the past three years

across content creation, brand campaigns,
design & website development



Development
experience



5 years in a row
**Outstanding Web
Developer Award**
BY WEB MARKETING ASSOCIATION



**25 Best Tourism Board
Websites in the World**

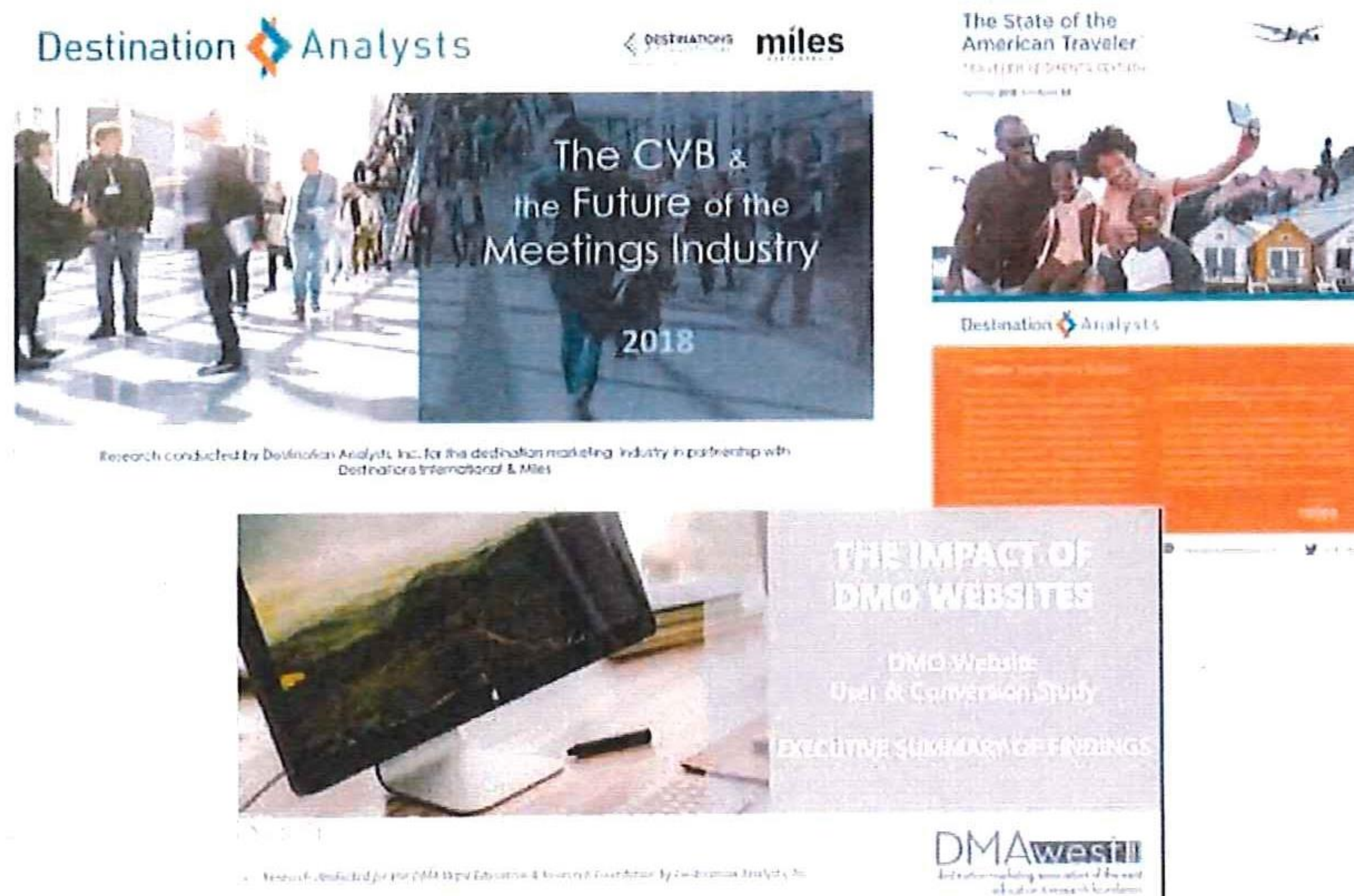
Development
experience

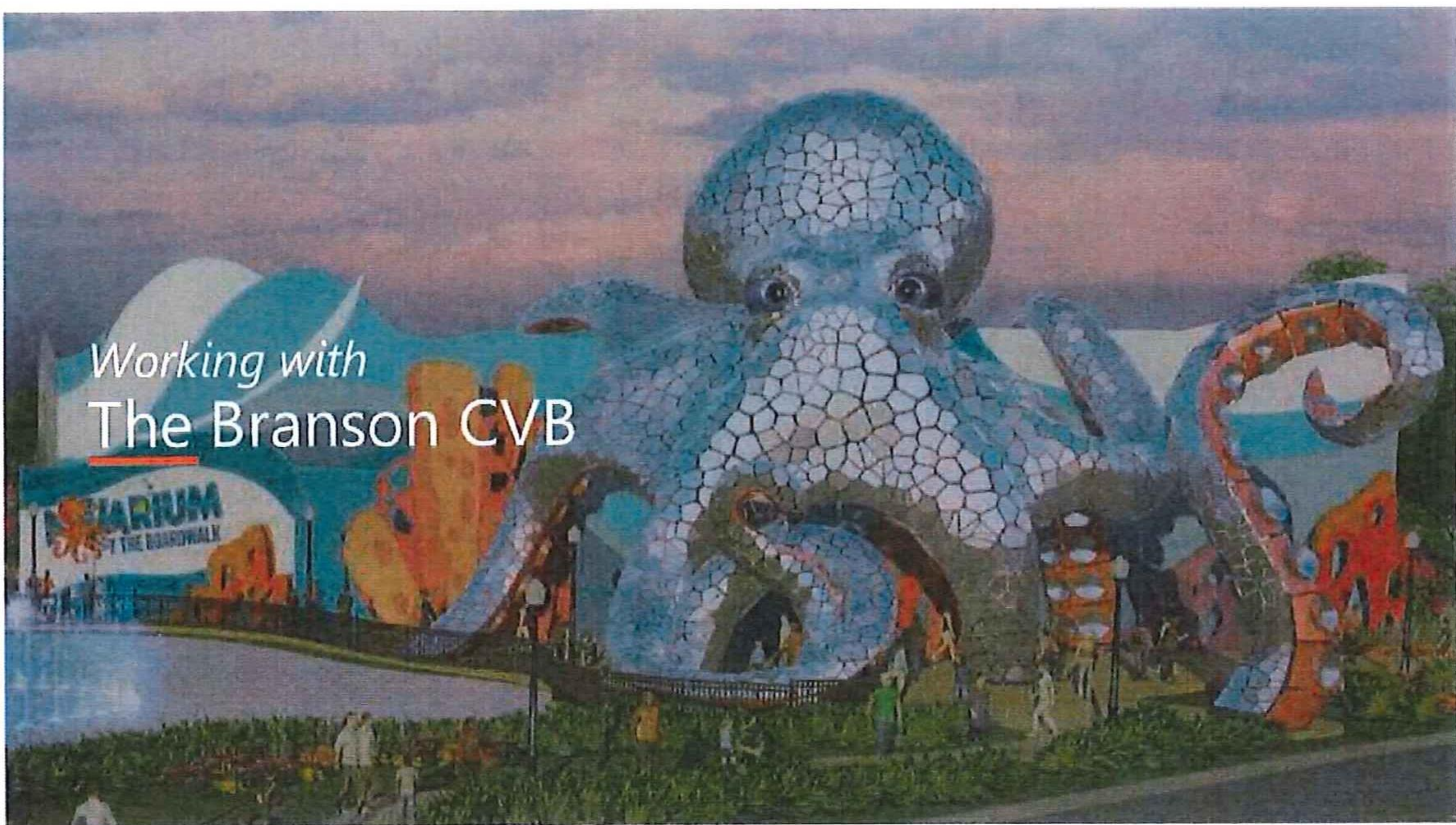
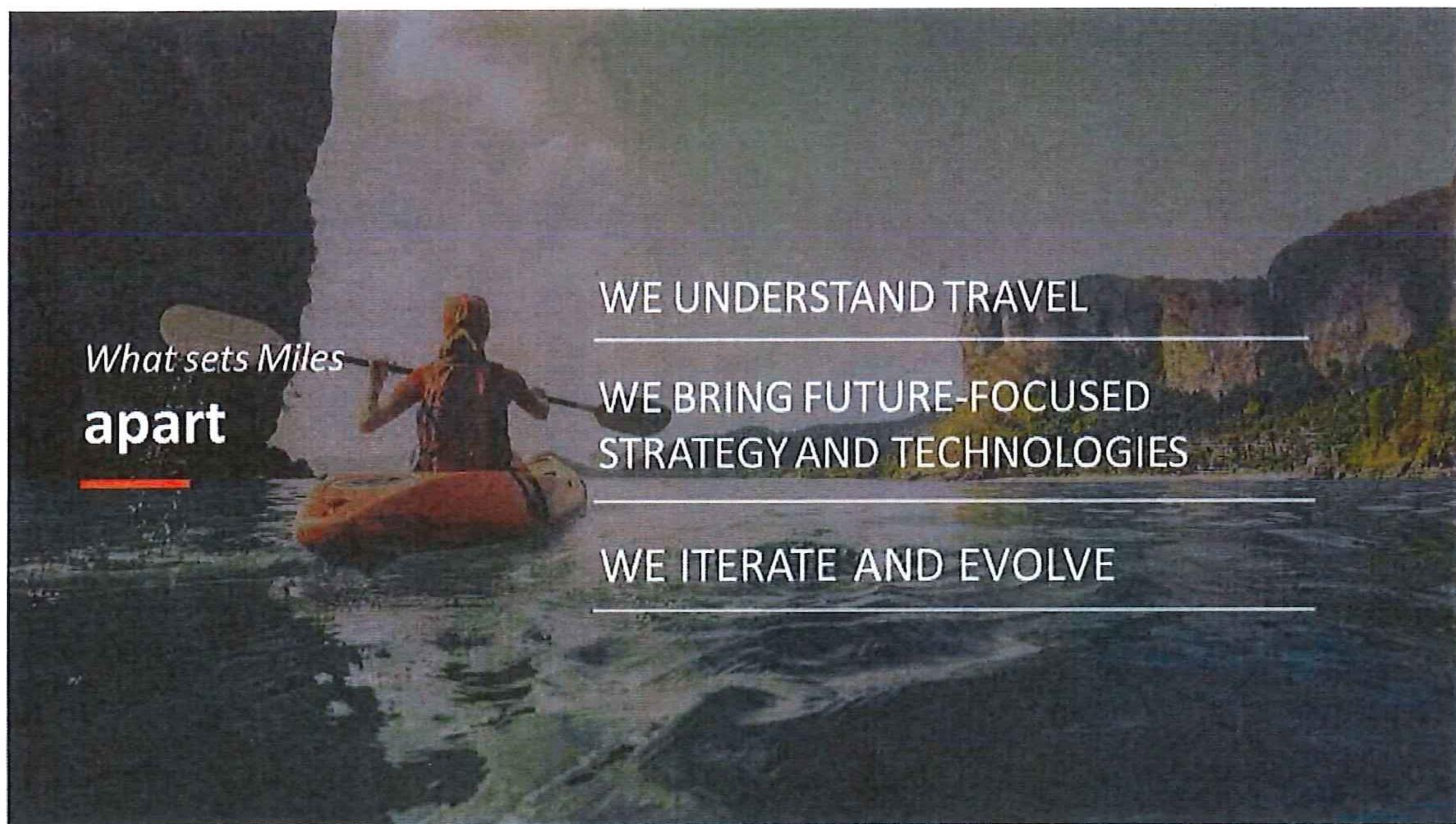


Best in class
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Focus on
research





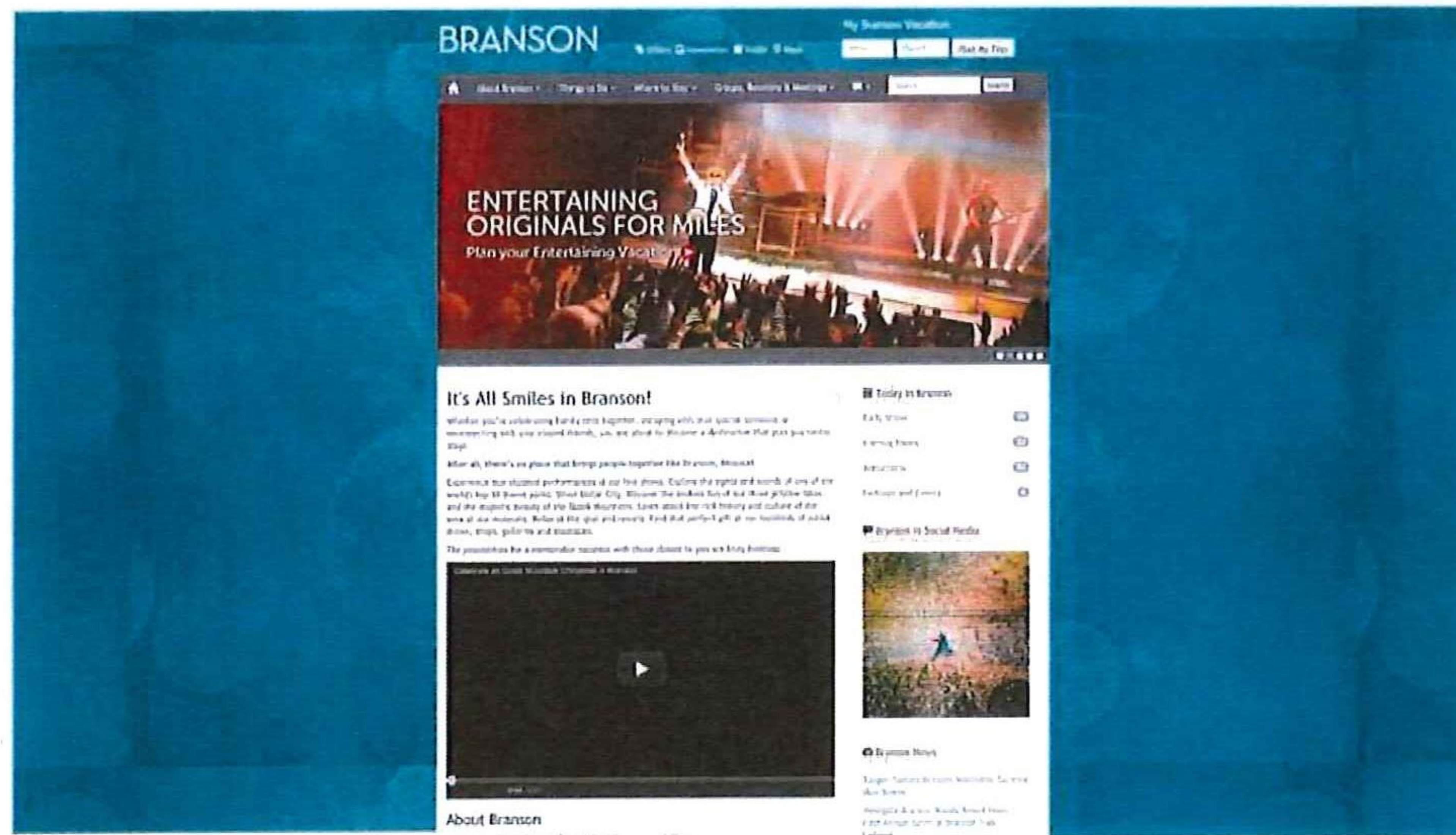
OUR WORK: **BRANSON CVB**



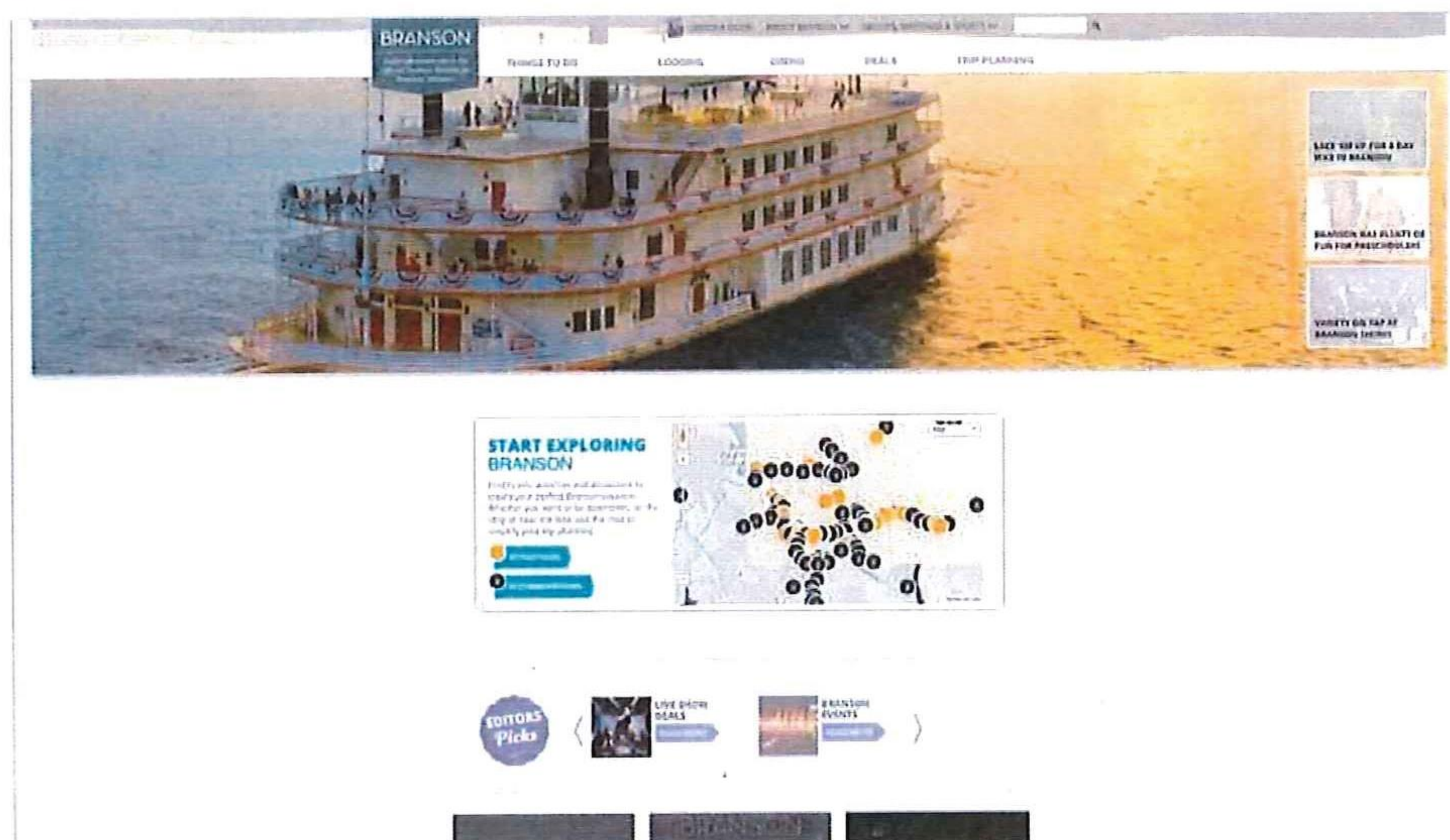
OUR WORK: **BRANSON CVB**



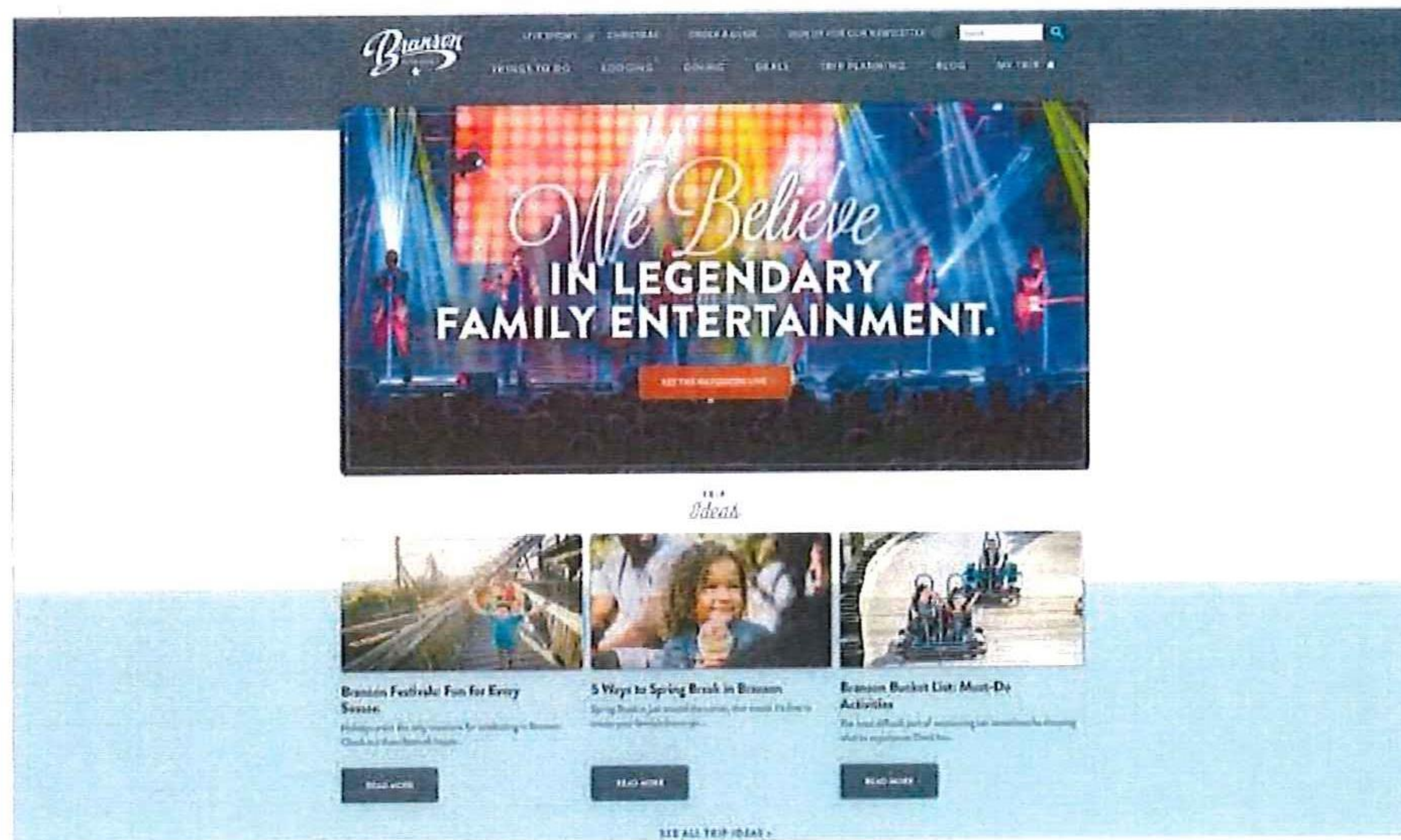
OUR WORK: BRANSON CVB – EXPLOREBRANSON.COM



OUR WORK: BRANSON CVB



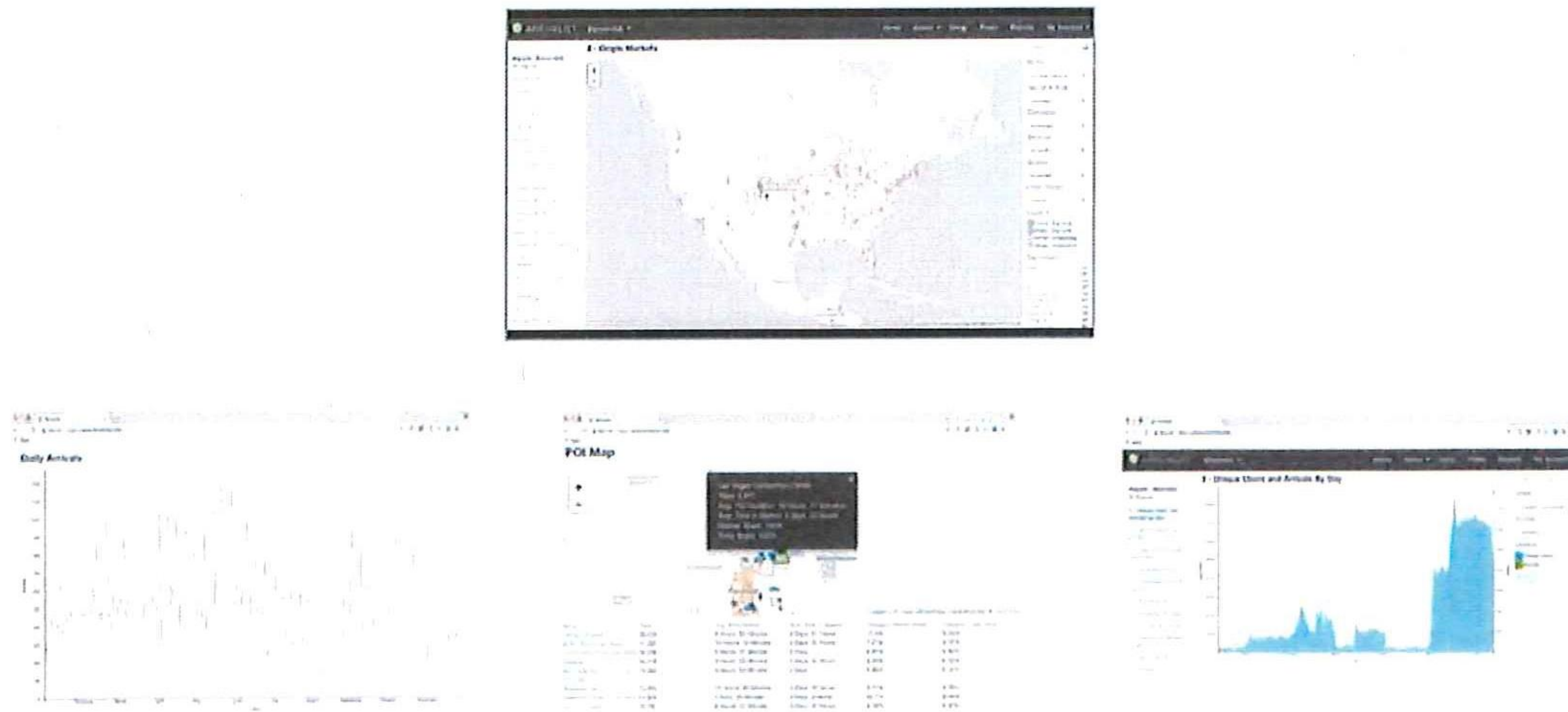
OUR WORK: BRANSON CVB



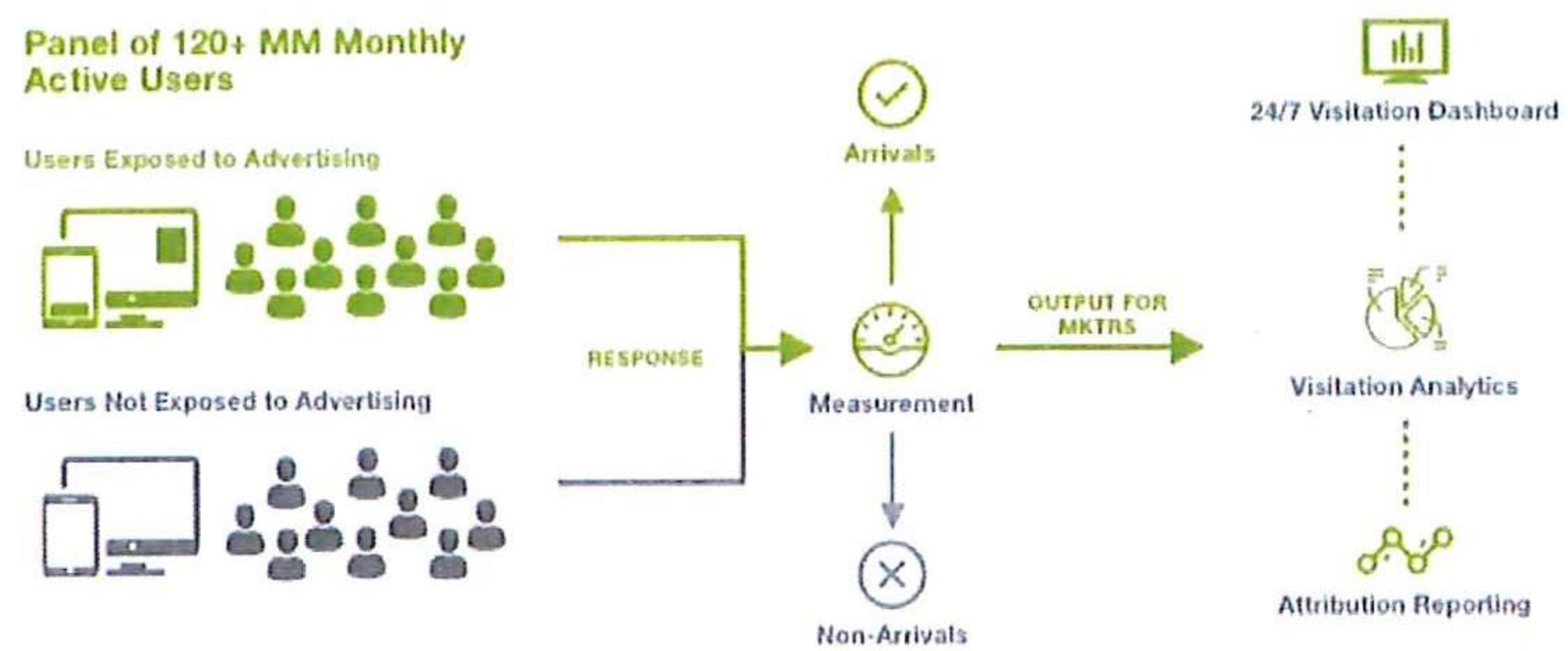
OUR WORK: BRANSON CVB – ANALYTICS



OUR WORK: **BRANSON CVB – ARRIVALIST**



OUR WORK: **BRANSON CVB – ARRIVALIST**



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2020 District Marketing Council

Deidre McCormick-Tanger Outlets (CHAIR)

Brett Domeny-Silver Dollar City

Steve Presley-Presleys Theatre

Susan Smith-Welk Resorts

Jody Madaras-All Hands-On Deck Show

Dean Sell-Sight & Sound Theatres

Patrick Cox-State Park Marina/Harbor Marina/Chateau Marina

Sheila Thomas-Table Rock Lake Chamber

Bill Tirone-Hilton Hotels

Julie Wilson-Track Family Fun Parks

Trey Pelz-Branson Wash Company (formerly Clear Marketing)