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# 2022 MARKETING PLAN

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# 2022 OVERALL GOAL: DRIVE CONTINUED DYNAMIC GROWTH OF VISITATION & REVENUE

## Strategies, Objectives & Tactics

### *Market segmentation prioritization*

- Identify specific historical and current research to prioritize demographic and geographic targets
- Use software and databases that assist with more thorough segmentation analysis
- Enhance “traditional” segmentation bases by using behavioral and psychographic data to develop personas

### *Deliver Relevant/Motivational Messaging To The Consumer*

- Provide consumer with messaging that reinforces value
- Determine message content and timing based on individual group type
- Develop destination assets that motivate visitation using storytelling and user generated content



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- Focus on building a digital community, engaging with potential customers and establishing a more personal connection with the target audience
- Narrow focus, rather than broadening appeal. Branson cannot go to the market with being something for everyone.
- Sell the Branson destination story not just the products we offer. Invest time and energy into developing what the story is
- Provide consumer with messaging that makes them feel safe

*Grow Branson's position as a multi-season vacation destination based on greatest potential by season*

- Leverage special events and limited engagements to drive visitation from inactives
- Focus on the virtual/home school family that can travel in any season



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## *Continue to increase digital presence*

- Website
  - ✓ Continue to enhance the ExploreBranson.com website to provide a richer user experience measured by continued or greater time on site as well as increased conversions of guide orders, newsletter sign-ups and RFP submittals
  - ✓ Create a prominent presence of year-round seasonal content within the information architecture and through dynamic features on the new website
- Personalized Content
  - ✓ Target users on the website both geographically and behaviorally with seasonally-relevant personalized content via Homepage Hero, Modal, and Fly-In units



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- Email Program
  - ✓ Reach Leisure audience monthly with timely content as well as interest-based niche deployments (Live Shows, Family Attractions, Outdoors, Golf)
- Content
  - ✓ Optimize article/blog content on the site based on best practices for organic search intent and trends
- Digital Media (Display/SEM/Social)
  - ✓ Increase awareness of Branson and its offerings with key audiences
  - ✓ Drive website traffic, engagement, and onsite conversions/SITs (including eNewsletter Sign-Ups and Vacation Guide Orders)
  - ✓ Generate incremental visitation/arrivals in market



# PUBLIC RELATIONS

- Generate positive coverage of the Branson area in regional and national media outlets
  - ✓ Objective is \$18 million in ad equivalency as evaluated by national monitoring services (Meltwater and Cision), representing a strong ROI
  - ✓ Generate positive print, radio and TV coverage, both nationally and regionally, working with our outside agencies' McGuckin Entertainment PR, Mindy Bianca PR, Larry Whiteley PR and Dan Shepherd PR, whose network of media contacts enables first-hand access to story placement in Branson's primary market cities and media outlets in New York, Los Angeles, Chicago and Dallas.
- Recruit more professional travel writers and outdoor media conferences to Branson
  - ✓ Offer compelling reasons for journalists who have never been to Branson to come and experience our authentic hospitality



# LEISURE GROUP SALES

- Partner with Branson businesses to grow leisure groups to Branson with following objectives:
  - ✓ Increase RFI's by 3%
  - ✓ Increase the number of RFP's by 3%
  - ✓ Buyer-FAM attendees book Branson business within 1 to 2 years of FAM
- Communicate with area stakeholders to engage and encourage participation in CVB programs, projects, partnerships and publications to promote and facilitate group travel to Branson and ultimately their individual businesses. Measurement objectives include:
  - ✓ 50% or higher of Branson partners book business because of CVB FAMs and 80% or higher of Branson partners positive overall satisfaction of FAMs (with results determined thru post FAM surveys)
  - ✓ Meet or exceed revenue goals to promote and sell leisure group projects, programs, publications and partnerships in the Sales Guide
  - ✓ Branson partners report positive overall satisfaction with trade show partnerships (ABA, SYTA, TMEA, Travel South, TAP Dance)



# MEETINGS & CONVENTIONS

- Increase the economic impact of meetings and conventions in the Branson /Lakes area
  - ✓ Bring back the number of meetings & conventions to reach pre-pandemic levels
  - ✓ Produce qualified RFP's and bring back the number of leads to pre-pandemic levels
  - ✓ Promote and encourage site visits. Aim to reach the higher conversion rate of 9/10
  - ✓ Identify, secure and grow business from new, first-time accounts, at higher price point
  - ✓ Drive shoulder seasons/fill need dates by offering incentives with hotel/venue partners
  - ✓ Collaborate with Branson partners to maximize synergies and amplify sales efforts through regularly scheduled Business Review meetings
  - ✓ Report Economic impact on a quarterly basis
  - ✓ Continue expansion in Faith market
- Expand the Explore Branson brand awareness as a meetings & conventions destination and increase marketing planner reach
  - ✓ Grow brand exposure in meeting & convention, association and faith trade publications
  - ✓ Increase reach and awareness MICE (meetings, incentives, conferences and exhibitions) market focusing on top performing personas
  - ✓ Implement M&C specific media buys with an integrated approach
- Continue digitalization of sales & marketing efforts
  - ✓ Implement immersive virtual experiences
  - ✓ Utilize video content and digital platforms to create & increase excitement



# SPORTS MARKETING & DEVELOPMENT

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Attract sporting events and conventions that best fit the Branson/Lakes Area facilities; showcasing the indoor and outdoor offerings available in our community and supporting shoulder season growth

Continue working with area venues to identify dark dates and strategically place events that provide expanded economic impact

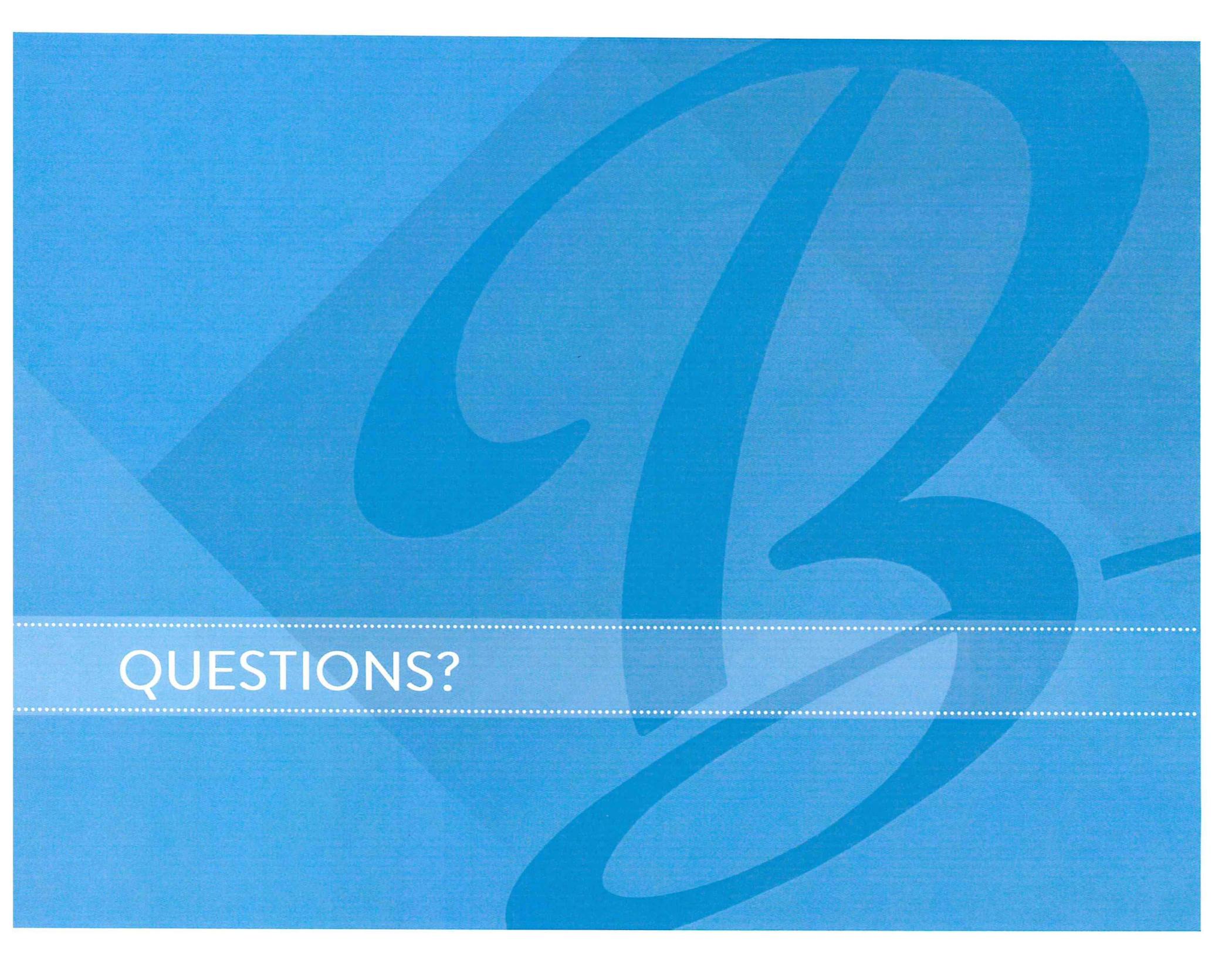
Increase incremental travel through sporting events hosted in Branson to achieve the Branson CVB sports tourism mission

Grow participant and spectator numbers at events (increasing overnight stays and economic impact)

Continue to work with the BCVB Sports Committee and member of the Sports Facility and Development Advisory Task Force on the long-term strategic plan presented in 2019 to add to our sports facility infrastructure in order to help close shoulder season gaps

Define and begin implementation of long-term strategic plan for continued growth of outdoor recreation and trails





QUESTIONS?