

# CITY OF BRANSON

TUESDAY, NOVEMBER 12

MARKETING PLAN & BUDGET

**“THINK ABOUT EVERY PROBLEM, EVERY CHALLENGE WE FACE. THE SOLUTION TO EACH STARTS WITH EDUCATION.”**  
**-GEORGE H.W. BUSH**

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As the official Destination Marketing Organization, Explore Branson, we understand our assignment:

- Integrated Destination Marketing: all functions of advertising, promotion, meetings, reunions and sports
- Public Relations
- Tourism Development
- Maximize investment of tourism tax dollars
- Use, focus on, and highlight: Ozark Mountain Christmas, Faith, Family, Flag & Fun, Official Vacation Destination of the Chiefs, Live Music Shows

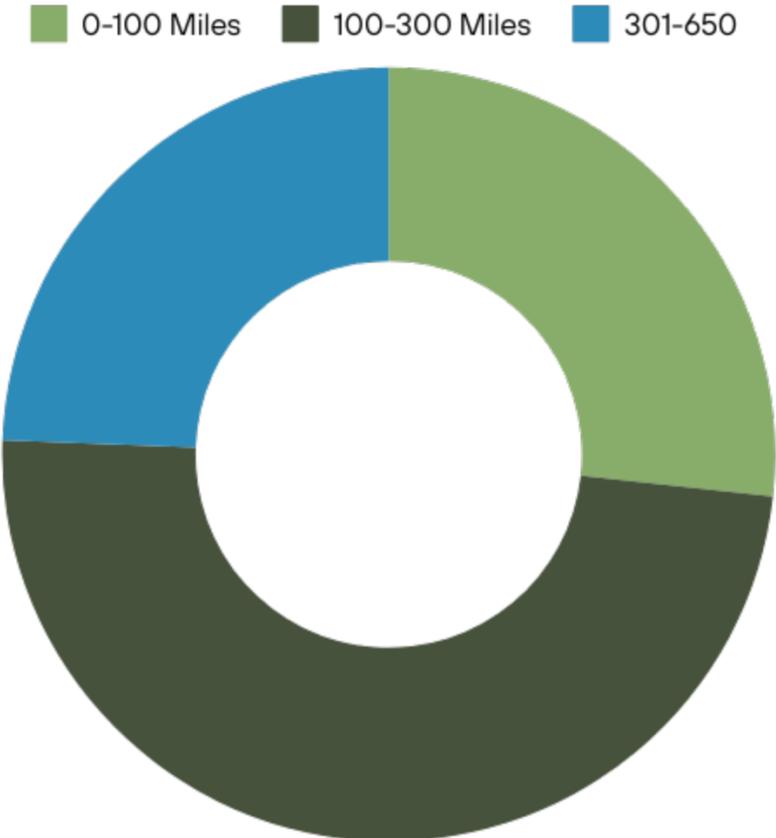
We will follow industry standard goals and objectives including:

- enhance tourism in the city
- bring new visitors
- maximize effectiveness and efficiencies of the marketing and public relations plan set forth.



# OUR MARKETS

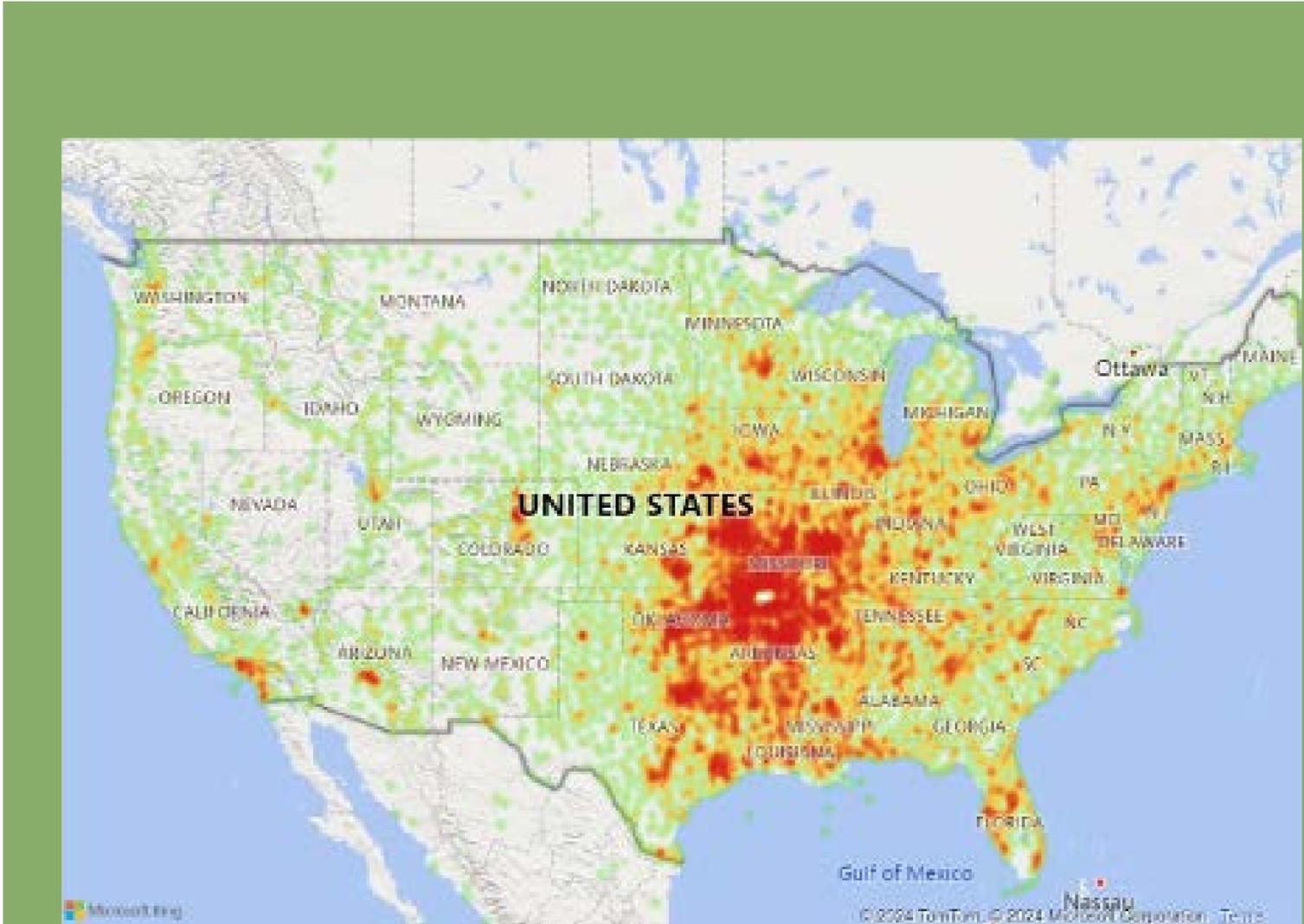
The current H2R Scout Report running at a 3-month lag, shows us our distance buckets with opportunity to expand growing markets.



**23.3%** Visitors are coming from 0-100 miles away:  
•Springfield  
•Joplin

**21%** Visitors are coming from 301-650 miles away:  
•Oklahoma City  
•Dallas/Ft. Worth  
•Wichita  
•Paducah

**42.6%** Visitors are coming from 100-300 miles away:  
•Kansas City  
•St. Louis  
•Little Rock  
•Fort Smith

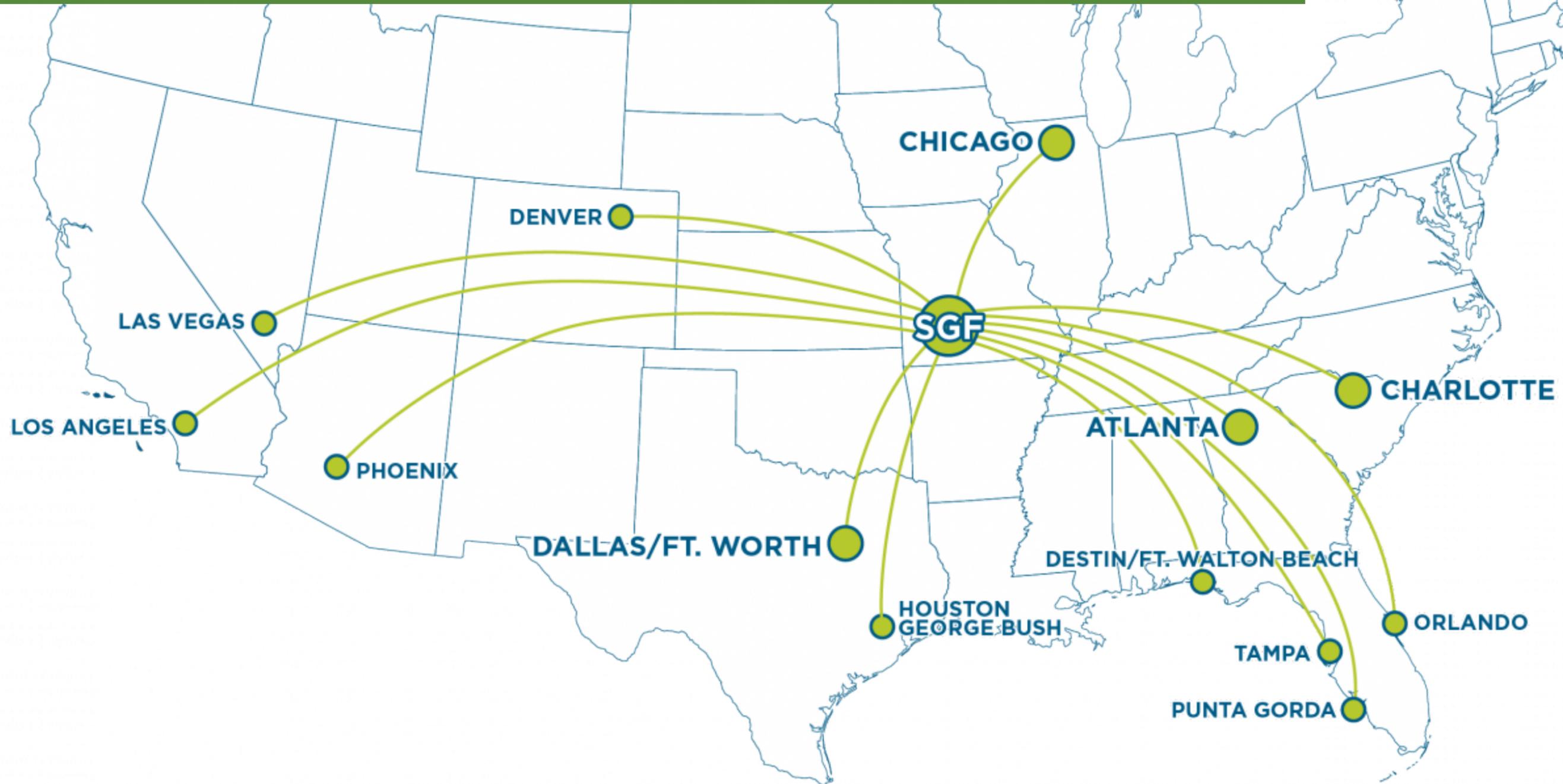


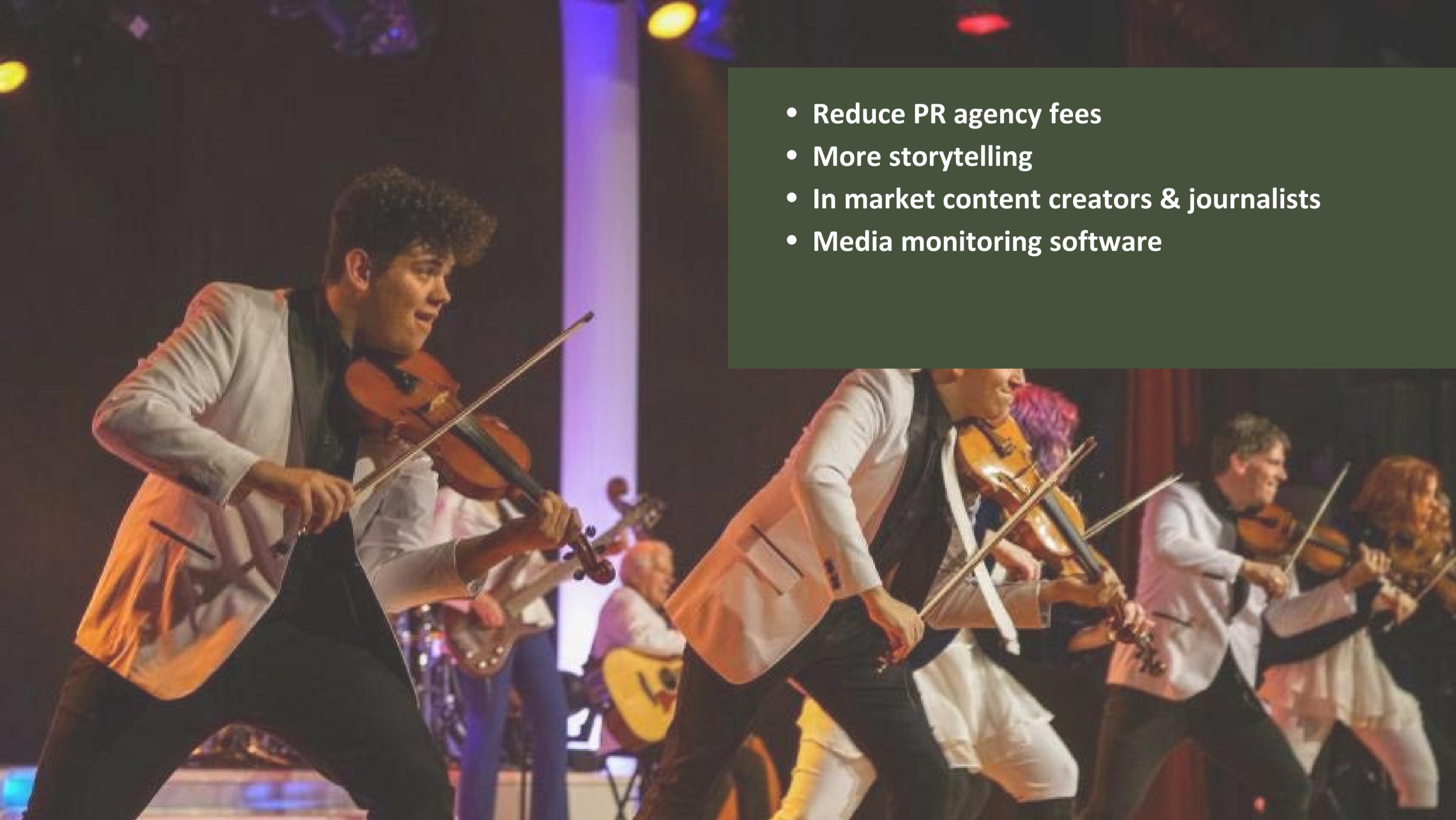
# STRATEGY

In 2025, we'll incorporate more story-telling, faith, family and flag, sharing of local flavors, tales, and experiences of local business owners, live music shows, artists, attractions, and restaurants to reignite the excitement and discoveries to be had in Branson.



Reach beyond Springfield and Kansas City. Target direct flights.



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- A photograph of a string quartet performing on a stage. The musicians are wearing white shirts and dark vests. They are playing violins and violas. The background is dark with some stage lighting. A semi-transparent dark green box is overlaid on the right side of the image, containing a bulleted list of text.
- Reduce PR agency fees
  - More storytelling
  - In market content creators & journalists
  - Media monitoring software

# MARKETING & PR PLAN

We'll use a theme-based approach that blends our marketing and PR efforts with a special focus on faith, patriotism, family fun, live music shows, Ozark Mountain Christmas, and a year-round vacation destination.



# MILES PARTNERSHIP

With Miles Partnership as our agency of record, we will provide them with notice of our intent to execute the RFP process in the summer of 2025 for digital advertising services. Until then, our schedule and platforms are as follows:

Awareness  
55%

**Tools:** DOOH, SEM

**KPIs:** reach and video completion rate

Engagement  
30%

**Tools:** display, native, rich media, long form custom content, social

**KPIs:** cost/site engagement, rich media engagement, time spent on the content

Conversion  
15%

**Tools:** retargeting in market audiences, social, search

**KPIs:** site conversions, arrivals, bookings

**Platforms used:** TripAdvisor, Nativo, Ad+Genuity, Facebook, Instagram, Pinterest. PadSquad, SEM, and SEO.

# MILES PARTNERSHIP

Launch Date	End Run	Seasonal Focus
January 15	April 30	New year, new vacation, year-round visitation
May 1	July 31	Spring travel, Veterans , Summer Vacation
August 1	September 30	Summer travel, family fun
October 1	December 31	Ozark Mountain Christmas

Total spend with Miles for digital: \$1,875,000 from the TCED and **\$400,000 for the City**. This includes the 13% agency fee, 67% billed to TCED and 33% billed to the City: \$2,275,000.

2024 Miles total spend: \$4,121,270. 2025 will be a reduction of \$1,846,270.

# MARKETING PLAN

Platform	Spend
<ul style="list-style-type: none"> <li>• Traditional TV/Connected TV, partnership in sponsored TV spots in KC and St. Louis</li> <li>• KY 3- dedicated monthly Branson show</li> <li>• Bott Radio</li> </ul>	\$750,000
Military/Veterans focus- Stars & Stripes, US Military, USA Today, and more	\$100,000
Historic Downtown- dedicated in state marketing, digital, TV, radio, PR and outreach	\$30,000
Ozark Mountain Christmas- dedicated in state marketing, digital, TV, radio, PR and outreach	\$35,000
Live Music Shows- dedicated in state marketing, digital, TV, radio, PR and outreach	\$35,000
In market activations: example, Branson branded and themed mini performances, information booth, and wrapped installation in targetted markets to invite visitors to Branson	\$25,000

# MARKETING PLAN

Platform	Spend
Digital targeted campaign with metrics and attribution reporting showing economic impact, credit card spending, in market length of stay and more	\$300,000
Leisure: Branson Live in Memphis, Going on Faith, NTA, TMEA, Select Traveler, ABA	\$100,000
Sports: ABCA, Sports Express, MSTE, Sports ETA, Connect	\$100,000
Meetings & Conventions: Connect MP, Going on Faith	\$90,000
SEM Co-Op, Attractions	\$80,000
SEM Co-Op, Live Music Shows	\$250,000
Misc.: PR in market media hosting, last minute opportunities to showcase the destination through a discounted media buy (local TV special, print publication, marketing opportunity)	\$15,000

# MARKETING PLAN

Platform	Spend
Creative Agency: Cultivator (work begins this month and new campaign will launch by Ozark Mountain Christmas for 2025)	\$175,000
Research/Data: data specific to city limits regarding city visitation, visitor sentiment, short term rentals (4,900+) and more	\$15,000
<b>Total</b>	<b>\$2,500,000</b>

## Not included in this budget:

- \$250,000 Kansas City Chiefs partnership
- Administrative fee for the management, services provided, negotiation of the Kansas City Chiefs partnership for the next season, sales services, and overall destination marketing & management



## Chiefs:

- Increase Rally promotion & attendance through Chiefs website, newsletter, and digital placements
- Chiefs Cheer Training Camp & Cheer Retreat (two visits)
- Reduce tailgates to two, increase footprint and make it a Branson experience with performances on stage at the tailgate by two Branson shows
- Increase digital promotion through targeted, tracked advertising with metrics, credit card spending, and data report around visitation



## America's Most Patriotic City in 2026

- Opportunity to increase visitation by piggybacking off of FIFA World Cup, Route 66 Centennial
- Paint Branson red, white, and blue. Transform the Branson logo, make the Vacation Guide a collector's piece
- Hang the most American flags in one community
- Selfie stations
- Market and promote the best place to celebrate the 250th celebration is in Branson, MO!

Thank you!

