



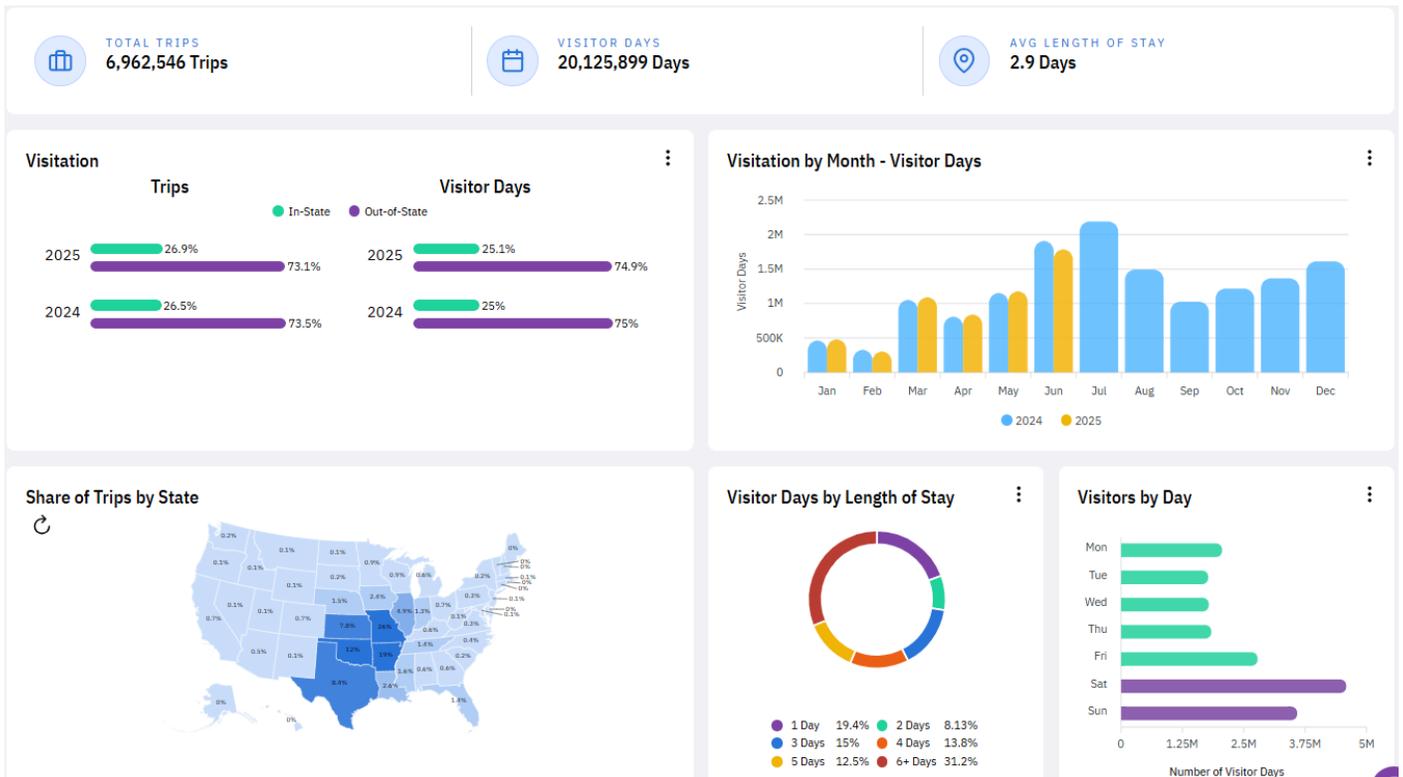
Explore Branson Tourism Q2 City of Branson Report

Chiefs Marketing:

- Finalizing:
 - Tailgate dates with performance details by Branson entertainment
 - Entertainment time of 20 minutes. Need to poll our entertainers for interest, set up, full details and if that will fit
 - Creative for contest entry. Partnering with the Chiefs to create an unbelievable Branson trip giveaway with Chiefs swag for enter to win piece through the season. Promotion to take place at tailgates, in all digital spread, and radio spots. Working on completing details, legal terms, and any limitations for social media promotion
 - Social media mentions with the Chiefs telling our story. Negotiated 2 social posts and we're working on the final content and creative

Digital Marketing Report:

- Datafy:** Attribution impact for the month of June, \$1,282,917 with over 3,500 trips.

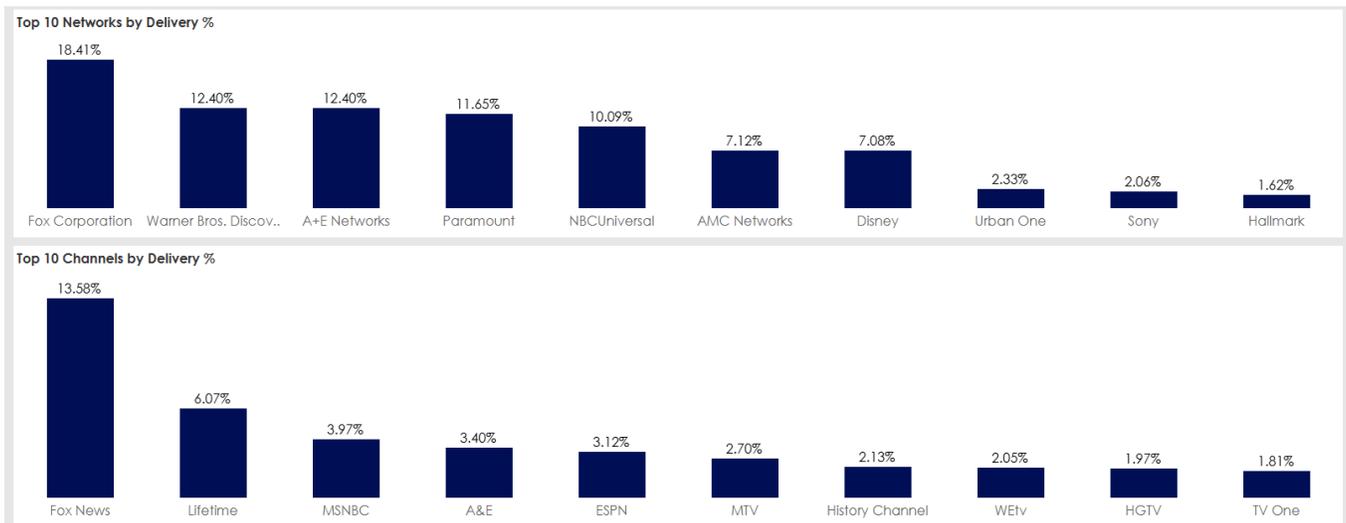


- **Top 10 DMAs for June:**

- STL
- KC
- Jefferson City
- Springfield
- Little Rock-Pine Bluff
- Joplin
- Tulsa
- Wichita
- Paducah
- Chicago

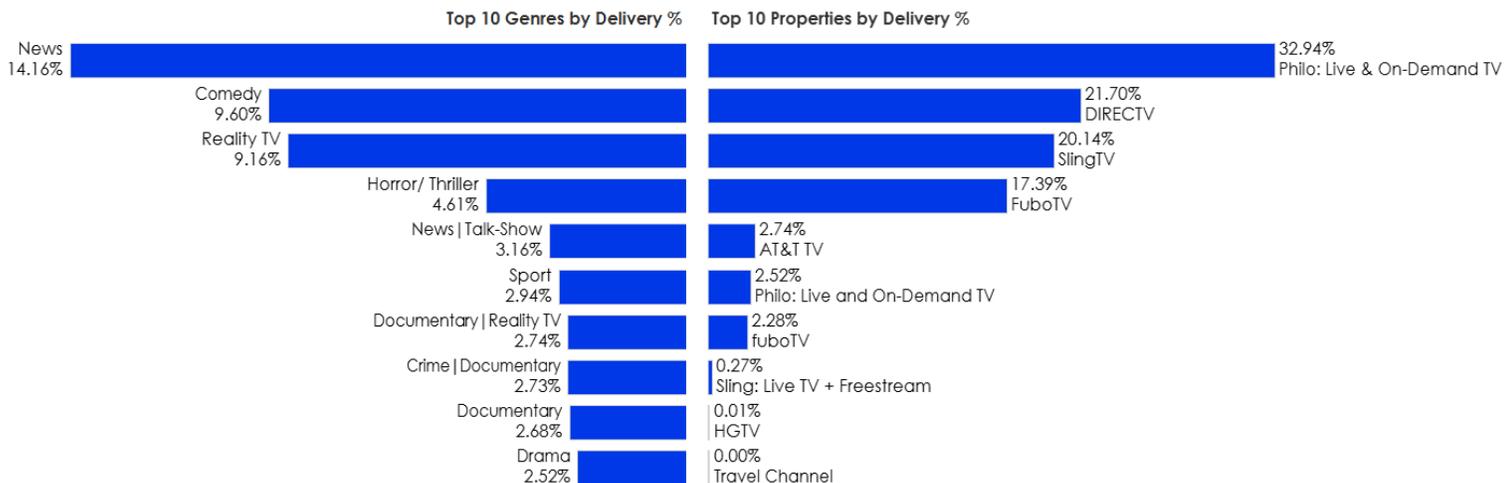
- **Miles full June reporting** with in market spending, explanation of decreased numbers from our budget switch from their platform.

- Additional reports: [May](#), [April](#), [March](#).



- **Cadent/AdTheorent TV (graphic above and on the following page):**

- Top delivering networks. Hallmark was added at the end of June and has already captured nearly 2% of viewership. This network/channel was added in with them at no additional cost.
 - Top genres/what people are watching on the next page.
-



Public Relations (full graphics are linked in the reports above):

- [46 Awesome Road Trips from Omaha](#)
- [Golf Digest Ranks 4 Branson Golf Destinations as Best](#)
- [11 Family Friendly Getaways for a Perfect Summer Vacation](#)
- [Today Show- Top Summer Destinations](#), syndicated and picked up in 100+ markets
- Additional PR reports can be found on the links provided above by month.
- AVE: advertising value equivalency for the year is tracking at over \$10million with circulation over 400million.
- Public relations we support are the only items reported. We do not take credit for SDC, Big Cedar, and other businesses handling their own media outreach.

Fall Fest:

- Working with the Historic Downtown team, we are assisting with plans for a Fall Fest October 3-4. The event will feature:
 - window/storefront decorating contest
 - scavenger hunt
 - decor throughout the downtown
 - advertising and promotion.

Website Site Map: see following pages with site map layout.

Industry News:

- June travel price index: [US Travel](#)
 - [Brand USA partners with America 250 to promote the 250th anniversary](#)
 - [Americans Traveling More and Spending Less on Airfare](#)
 - [Capturing the Outbound Canadian Market- whitepaper](#)
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Explore Branson Sitemap Feedback 2025

INTRO

This sitemap exploration is to determine how the navigational buttons will function, what pages they highlight, and how the site is connected. The approval of the sitemap does not dictate the topics, images or copy used in the content featured across the site pages, only how a user will navigate the site. Below you will see a proposed sitemap outline, followed by notes and feedback from the Explore Branson internal team upon review.

PROPOSED OUTLINE

1. Home Page
 - a. Buttons across the top of the page:
 - i. Events
 1. Calendar
 2. Live Shows & Entertainment
 - a. Christmas Shows
 - b. Dinner Shows
 3. Annual Events
 - a. July 4th
 4. Submit an Event
 - ii. Things To Do
 1. Live Shows & Entertainment
 2. Attractions
 3. Outdoors
 - a. Camping
 - b. Fishing
 - c. Lakes
 - d. Trails
 4. Family Fun
 5. Golf
 6. Historic Downtown Branson
 7. Shopping
 - iii. Food & Drink
 1. Fine Dining
 2. Buffets
 3. Wineries
 4. Bars & Distilleries
 5. Coffee Shops, Bakeries, & Sweet Treats
 - iv. Places to Stay
 1. Hotels & Resorts
 2. Cabins

3. Campsites & RV Parks
4. Vacation Rentals
5. Bed & Breakfasts/Inns

v. **Plan**

1. Request a Guide
2. Newsletter Sign-Ups
3. Deals & Packages
4. Travel Inspiration
 - a. Family Activities
 - b. Branson Lakes
 - c. Outdoor Adventure
5. Getting Here & Around
 - a. Fly to Branson
 - b. Ground Transportation
 - c. Maps & Driving Information
 - d. Road Trip to Branson
 - e. Accessible Travel
6. Weather Trends

b. **Secondary buttons above the main navigation buttons:**

i. **Explore**

1. Blog
2. Live Shows & Entertainment
3. Chiefs
4. Ozark Mountain Christmas
5. Virtual Tour
6. Patriotism in Branson
7. By Season
 - a. Winter
 - b. Fall
 - c. Summer
 - d. Spring
 - e. Ozark Mountain Christmas

ii. **Sports- Microsite**

iii. **Groups- Microsite**

iv. **Meetings- Microsite**

c. **Buttons in the footer at the bottom of the page:**

i. **About Us**

1. Staff Directory
2. Our Partners
3. CVB Policies

ii. **Contact Us**

iii. **Media**

1. Press Releases
2. Social Media Influencer Application
3. Branson Accolades
4. Media Kit

- a. Why Branson
 - b. Fact Sheet
 - c. Photo & Video Assets
 - d. Events and Meetings Resources
 - e. Press Releases
 - f. Logos and Brand Guidelines
- iv. GDPR FAQ
 - v. Industry Portal- Microsite
 - vi. Privacy Policy
 - vii. Sitemap

NOTES FROM EXPLORE BRANSON TEAM

1. Home Page

a. Buttons across the top of the page:

i. Events & Shows

1. Calendar
2. Live Shows & Entertainment
 - a. Christmas Shows
 - b. Dinner Shows
3. Annual Events
 - a. July 4th
4. Submit an Event

ii. Things To Do

1. Live Shows & Entertainment
2. Attractions
3. Outdoors- remove navigational button sub pages and link to content from the main outdoors page
 - a. Camping
 - b. Fishing
 - c. Lakes
 - d. Trails
4. Family Fun- researching search value of this page and understanding the differences in content here so it isn't repeated from previous pages like attractions or shows.
5. Golf
6. Historic Downtown Branson
7. Shopping

iii. Food & Drink

1. Fine Dining
2. Buffets- change to local eats
3. Wineries & Distilleries or Breweries
4. Bars & Distilleries- change to "nightlife" if there is enough search volume and traffic to warrant the page.
5. Coffee Shops, Bakeries, & Sweet Treats

- iv. Places to Stay- research and discuss if type of lodging or location of lodging is more intuitive to users. Option to add a page for Lodging by location if warranted.

1. Hotels & Resorts
2. Cabins
3. Campsites & RV Parks
4. Vacation Rentals
5. Bed & Breakfasts/Inns

v. Plan

1. Request a Guide
2. Newsletter Sign-Ups
3. Deals & Packages
4. Travel Inspiration- **change to Itineraries**
 - a. Family Activities
 - b. Branson Lakes
 - c. Outdoor Adventure
5. Getting Here & Around
 - a. Fly to Branson
 - b. Ground Transportation
 - c. Maps & Driving Information
 - d. Road Trip to Branson
 - e. Accessible Travel
6. Weather Trends

b. Secondary buttons above the main navigation buttons:

i. Explore

1. Blog
2. Live Shows & Entertainment
3. Chiefs
4. Ozark Mountain Christmas
5. Virtual Tour
6. Patriotism in Branson- Microsite
7. By Season
 - a. Winter
 - b. Fall
 - c. Summer
 - d. Spring
 - e. **Ozark Mountain Christmas** - move to top of list

ii. Meetings & Conventions- Microsite

iii. Group Travel- Microsite

iv. Sports- Microsite

c. Buttons in the footer at the bottom of the page:

i. About Us

1. Staff Directory
2. Our Partners
3. CVB Policies

ii. Contact Us

iii. Media

1. Press Releases
2. Social Media Influencer Application

3. Branson Accolades

4. Media Kit

- a. Why Branson
- b. Fact Sheet
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- d. Events and Meetings Resources
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iv. GDPR FAQ

v. Industry Portal- Microsite

vi. Privacy Policy

vii. Sitemap