



Explore Branson Tourism Q3 Report

Chiefs Marketing:

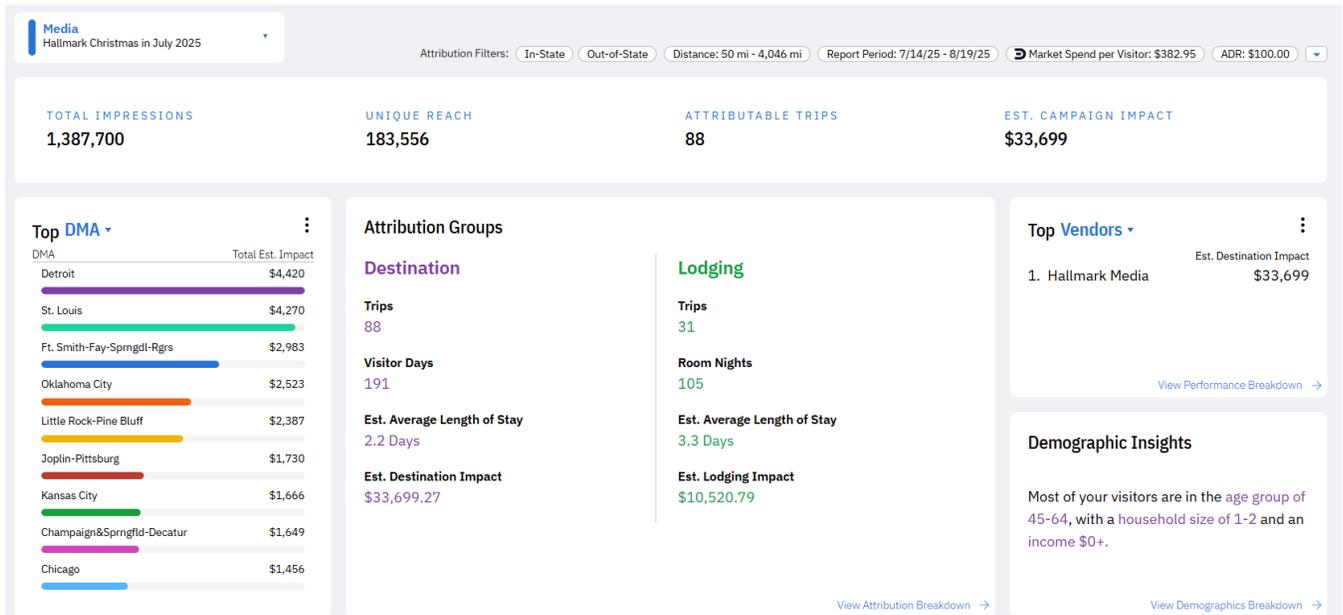
- October 27 Tailgate with a red, white, and blue theme to promote Veterans Week and a preview of the 250th.
- KSHB TV campaign to guess the first snowfall at Arrowhead Stadium, \$25,000 investment from Chiefs contingency funds, approved with Bobby.



Digital Marketing Report:

- Hallmark [wrap up report](#) direct from Hallmark. Destination attribution for credit card spending from the campaign is outlined on the next page and the image can be clicked on to see a larger version.

<p>Delivered</p> <p>1.9Mil</p> <p>ROS video impressions</p> <p>97% video completion rate / 100% CTV</p>	<p>A Whitewater Romance</p>	<p>BONUS Display impressions Delivered</p> <p>102K</p>
<p>Motherhood</p> <p>Description Here</p>	<p>Ran in</p> <p>15+ different</p> <p>Hallmark Media</p> <p>Original Movies & Series</p>	<p>Christmas at Sea</p>
	<p>A Tale of Two Christmases</p>	



Public Relations: Olivia Reinke joined the team over the summer. She's our PR Manager and doing a great job. She's managed a golf FAM, individual trips, and represented us well on KY3. She also handled the week of filming for RV There Yet with the Discovery Channel.

- RV There Yet to air on Discovery Channel, summer 2026
- Balancing Act on Lifetime aired 11/5, will re-air December 18.

Cultivator: Spring creative can be found in the link and was approved by the MOC and TCED board in the month of November.

Vacation Guide: on schedule. Please view the preview of the poem and essay contest layout here.