

Branson Convention Center 2025 ASM Global Internal Survey

Branson Chamber/CVB and Hilton's of Branson

1. Using a scale of 1-5 (5 being the highest), how would you rate the Branson Convention Center's overall Client Customer Service?

(Circle) 1 2 3 **4** 5

Comments: The Branson Convention Center (BCC) staff excels in responsiveness and product knowledge, providing clients with clear, informed communication that enhances the overall experience. While the recent introduction of higher rates has sparked some negotiation challenges the staff's professionalism softens the impact.

2. Using a scale of 1-5 (5 being the highest), how would you rate the Branson Convention Center's Sales/Events Department?

(Circle) 1 2 3 **4** 5

Comments: The sales and events team at the Branson Convention Center offers impressive service with their professional and timely communication, ensuring a smooth and effective event planning experience. Their keen ability to maximize revenue opportunities reflects their skill and dedication, making them a valuable asset.

3. Using a scale of 1-5 (5 being the highest), how would you rate the Branson Convention Center's Food and Beverage Service?

(Circle) 1 2 3 4 **5**

Comments: Feedback on food and beverage services has been consistently positive, with clients noting the team's willingness to experiment with new offerings and continuously enhance menu selections. This openness to innovation is commendable and should be encouraged as a key strength of the convention center's operations.

4. Using a scale of 1-5 (5 being the highest), how would you rate the Branson Convention Center's communication/collaboration with your organization?

(Circle) 1 2 3 4 **5**

Comments: BCC excels in maintaining open, direct communication with the CVB and Hiltons of Branson through monthly meetings, email, and even personal phone connections. This strong teamwork fosters a professional and productive environment. As both organizations welcome new team members, leadership's emphasis on positive, transparent dialogue ensures continued success and smooth transitions.

5. Using a scale of 1-5 (5 being the highest), how would you rate the Branson Convention Center's General Manager's communication/collaboration with your organization?

(Circle) 1 2 3 4 **5**

Comments: The General Manager stands out for her professional, frequent communication and strong drive to boost BCC's success. Her revenue-focused leadership is a valuable asset to our community and the CVB feels strongly in her stewardship of the facility. With new data tools at our disposal, we're confident our relationship will grow stronger as we align more closely on prioritizing room nights, local tax revenue, and event retention.

6. Using a scale of 1-5 (5 being the highest), how would you rate the Branson Convention Center's cleanliness and maintenance?

(Circle) 1 2 3 4 **5**

Comments: BCC maintains an excellent standard of cleanliness and upkeep, which contributes positively to client satisfaction and the overall experience of events. This should remain a top priority, as a well-maintained venue is a key factor in securing repeat business.

7. Using a scale of 1-5 (5 being the highest), how would you rate ASM Global's overall management of the Branson Convention Center?

(Circle) 1 2 3 **4** 5

Comments: While our overall assessment is favorable, caution areas include moments where an "industry standard" approach might overlook the unique charm that defines Branson's appeal. The CVB recognizes that in past decades, client concessions may have been overly generous, and we applaud ASM Global's commitment to bolstering financial sustainability. That said, the swift rollout of stricter booking guidelines and fee increases could risk displacing loyal clients who value Branson for its affordability and welcoming hospitality.