

TCED, Chamber, and City of Branson Co-op Marketing Program

Presented by Timothy Haygood
of The Haygoods Show
Branson, Missouri

Introduction

- Thank you for the opportunity to speak today!
- I am here today to express strong support for the Co-op Marketing Program on behalf of all current and future participants.
- I am also here today on behalf of 85% of Branson shows who are partners with Branson Show Tickets Direct.

Co-op Marketing Program Overview

- Collaborative effort between Chamber, TCED, City of Branson, and Branson shows
- 50/50 shared investment between City of Branson/TCED and the shows
- Focus on selling full-priced tickets via Google AdWords
- Investment of \$250,000 from City of Branson and \$250,000 from the TCED

Co-op Marketing Program 2023 Results

- Clicks to shows websites: 847,696
- Impressions: 8,132,852

The program was a homerun for shows boosting
FULL PRICE direct ticket sales.

What is Branson Show Tickets Direct?

- Platform created 4 years ago to sell full-priced tickets
- Platform is hosted on individual show websites where the clicks from this program go
- \$3 fee per ticket to fund additional Google AdWords campaigns

Branson Show Tickets Direct 2023 Results

- Tickets Sold: 94,121
- Online Sales: \$5 million
- Fees Collected: \$225,000 (used for additional google adwords advertising for shows!)

Co-op Program and Branson Show Tickets Direct Synergy

- Customers exposed to other shows in the system
- Single click results in multiple sales
- EVEN shows not in this program receive exposure!
- Data collection for future marketing (emails/phone numbers)
- \$3 fee reinvested into Google AdWords

Economic Impact

- Full tourism taxes paid on full-priced tickets sold via the platform
- Example: \$50 ticket → full taxes paid to City and TCED on the entire \$50 amount
- Loss of revenue and follow-up opportunities if direct sales are missed

Future Innovations

- Comprehensive box office system in development (Already used at 2 theaters, 4 more in 2025)
- Real-time ticket sales for any show across participating box offices
- Phone calls generated by Google AdWords leading to full-price sales

2025 Goals

- Implement advanced ROI tracking for each click
- Explore new digital marketing tools beyond Google AdWords
- Adapt strategies to AI-driven search trends

Conclusion

- Recap: Co-op Marketing Program success
- Commitment to further innovation
- Working together to maximize value for Branson shows and MAX tax revenue