



2024 SUMMARY & 2025 Q1 REVIEW

Branson/Lakes Area Chamber of Commerce, CVB & Taney County Partnership

2024 HIGHLIGHTS

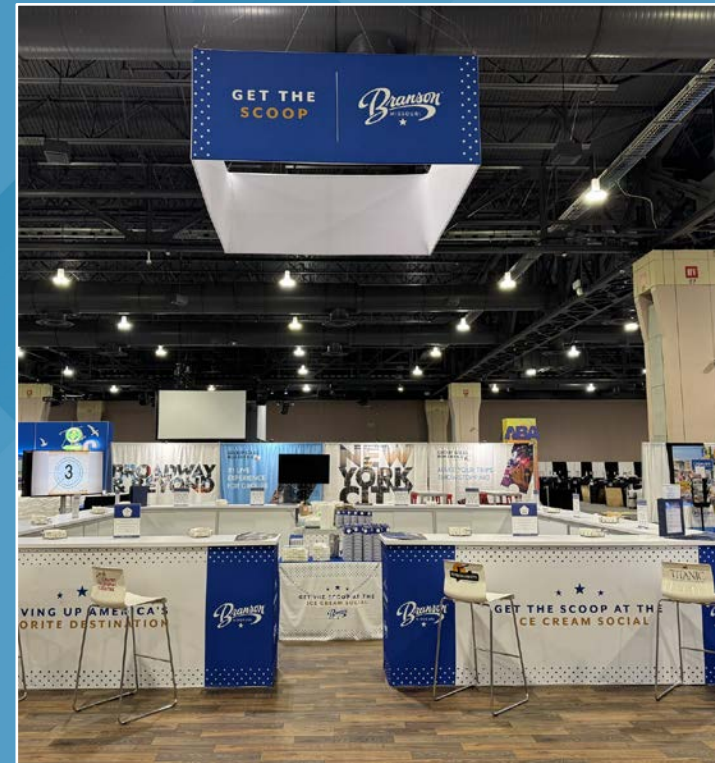
- Presence at nine Chiefs tailgates
- Over 3,000 clear stadium approved fanny packs, 5,000 stickers, hundreds of Vacation Guides, and wrapped Branson VW photo bus with souvenir images
- USA Today Super Bowl print publication with millions in impressions



2024 HIGHLIGHTS

- **Supported attendance or assisted with:**

- American Bus Association (ABA)
- Connect Marketplace: business, corporate, sports, associations
- Accent West: group travel
- TMEA: Texas Music Educators Association
- ABCA: American Baseball Coaches Assoc.
- MoNASP
- SYTA: Student & Youth Travel Association



OTHER 2024 HIGHLIGHTS



- **Historic Downtown Betterment Assoc.:** brochure printing, distribution, Bott Radio advertising, traditional cable TV promotion
- **Veterans Initiatives:** traditional cable TV, flyer printing and distribution, Military Publishing, Stars & Stripes publication
- **Ozark Mt. Christmas:** TV promotion-specific \$200,000 campaign with CTV, display ads, specific market attention including KC, St. Louis, OK City, Tulsa, Chicago, Little Rock, AR
- **Clearer communication:** transparency, regular updates, reporting, and sharing of details

Q1- 2025



2025 CAMPAIGNS

- Miles Partnership: digital campaigns, YouTube, social marketing
- AdTheorent/Cadent: CTV and traditional TV

- KY
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2024-FEB. 2025

Top hotel performance from Miles Partnership \$4million media campaign for 2024 and reduced campaign for 2025. Top markets: Missouri, Virginia, Illinois, California, Oklahoma, Kansas, Texas.

All Miles digital spend has tracking and performance results reporting each month.

Hotel - Media Performance By Market								
	State	Dma	City	Searches	Bookings	Total Nights	Total Travelers	Revenue
1	Missouri	Kansas City	kansas city	150,491	28,990	59,897	64,138	\$7,560,543.03
2	Missouri	Springfield	springfield	110,217	10,302	29,268	17,123	\$2,587,215.17
3	Missouri	St Louis	st louis	108,066	17,947	38,468	36,369	\$4,469,230.56
4	Virginia	Washington	ashburn	42,820	5,680	16,390	12,347	\$1,583,152.43
5	Illinois	Chicago	chicago	41,436	6,710	12,305	14,239	\$1,269,823.88
6	California	San Francisco Bay Area	san jose	32,710	4,700	8,627	8,908	\$759,682.68
7	Missouri	Springfield	branson	27,515	2,147	4,144	3,387	\$212,976.25
8	Missouri	St Louis	town and country	26,896	5,811	10,778	9,604	\$1,342,627.89
9	Oklahoma	Tulsa	tulsa	26,374	4,333	7,882	8,871	\$822,733.42
10	Kansas	Kansas City	overland park	25,686	4,938	9,296	10,976	\$1,130,347.42
11	Oklahoma	Oklahoma City	oklahoma city	25,631	4,935	11,342	9,368	\$1,534,482.86
12	Kansas	Kansas City	kansas city	24,225	5,276	11,599	11,333	\$1,194,832.86
13	Texas	Dallas-Ft Worth	dallas	23,798	5,243	8,984	10,315	\$994,101.03
14	California	Los Angeles	los angeles	21,997	4,480	7,947	11,011	\$687,387.36
15	Missouri	Columbia-Jefferson City	columbia	21,511	3,877	6,997	6,544	\$710,030.31

MILES RESULTS: MARCH 2025

Digital Performance

Real-World Attribution via Adara Consortium

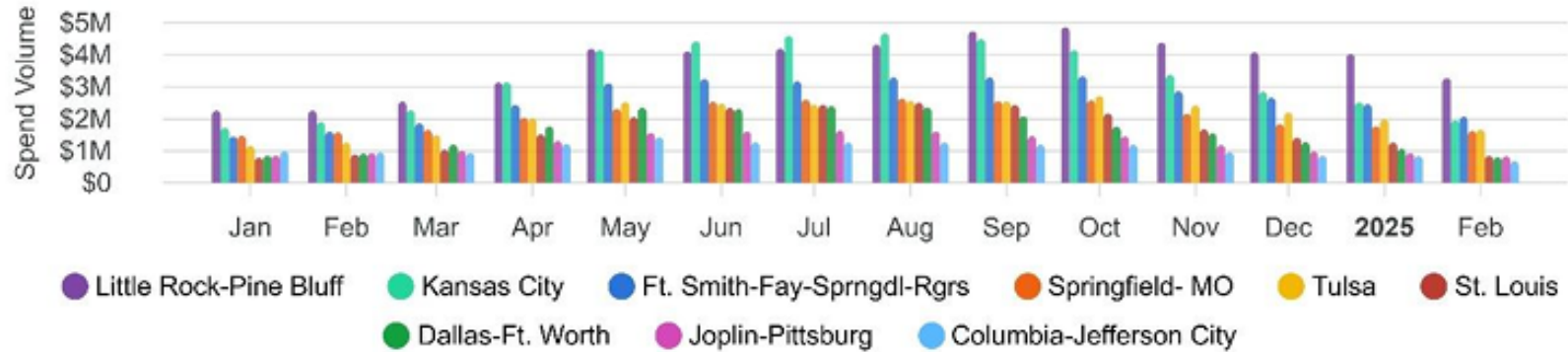
- March Digital media drove:
 - **8,901 hotel bookings**
 - **20,322 hotel nights**
 - **\$2.3M in hotel revenue**
- Top three DMAs were:
 - Kansas City
 - St Louis
 - Atlanta

Monthly Performance - Hotel					
	Pixel Month Month ▾	Searches	Bookings	Total Nights	Revenue
1	2025-03	<div><div></div></div> 41,583	<div><div></div></div> 8,901	<div><div></div></div> 20,322	<div><div></div></div> \$2,341,718.78
Totals		41,583	8,901	20,322	\$2,341,718.78

Hotel - Media Performance By Market								
	State	Dma	City	Searches	Bookings	Total Nights	Total Travelers	Revenue ▾
1	Missouri	Kansas City	kansas city	<div><div></div></div> 2,756	<div><div></div></div> 667	<div><div></div></div> 1,239	<div><div></div></div> 1,601	<div><div></div></div> \$117,812.14
2	Missouri	St Louis	town and country	<div><div></div></div> 556	<div><div></div></div> 279	<div><div></div></div> 571	<div><div></div></div> 614	<div><div></div></div> \$51,855.30
3	Georgia	Atlanta	conyers	<div><div></div></div> 56	<div><div></div></div> 56	<div><div></div></div> 280	<div><div></div></div> 112	<div><div></div></div> \$49,448.00

DATAFY- TOP MARKET SPENDS

Top Market Spending



Global Filters

In-State

Out-of-State

Distance: 50 mi - 4,046 mi

Dashboard Filters

Dates: 1/1/24 - 2/21/25

Cards: All Cards

Merchant Locations: 5 Included

DMAs: All Included

2025 PR RESULTS

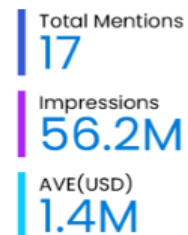
- New media monitoring software
- Monthly reporting
- Less PR agencies, more control of our messaging and direct outreach with media

Agility PR March 2025 Report

March 2025

Coverage Summary

03/01/2025 - 03/31/2025 [Jan-March...](#)



Coverage by Media Type

03/01/2025 - 03/31/2025

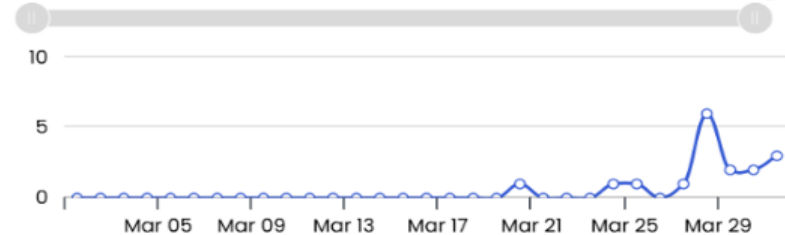
[Jan-March...](#)



Volume Trend

03/01/2025 - 03/31/2025

[Jan-March Coverage](#)



250TH IN
BRANSON





WHAT'S TO COME?

- Continued measuring and monitoring ads and markets
- Website redesign project
- RV There Yet? TV show programming
- 250th Committee & project scope
- Clear & transparent communication with reporting



THANK YOU!