

## Branson Convention Center 2022 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:

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 department has definitely improved with the addition of Jordan Cannefax. As is with most of our businesses, I believe they would benefit from additional staff

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

About 5 years ago, we created a campaign to sell Branson's convention center package... BCC (along with the Hiltons) is the Convention Center Package and one area that we have NEVER had to be concerned in or had any negative feedback in, is the food and beverage.

Angie has shared with me that she would like to challenge the culinary team to expand and refresh some of the offerings and I think it is needed and fully support that initiative.

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: We have a solid relationship with Angie and Jordan. At the last meeting the three of us had, we agreed to start a regularly scheduled meeting including the teams of BCC, CVB and Hiltons to ensure stronger communication and strategy

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: Since Angie joined the team, in our opinion, she has hit the ground running and is bringing new ideas and energy to BCC. The CVB team has had only positive interaction with Angie and we look forward to the new meetings with the BCC team.

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: As with any building, after time there needs to be reinvestment in aging structure and fixtures – BCC could use a “refresh”, but overall, the team has done an amazing job of keeping it beautiful and a convention center that we are always confident in showing clients. The Center is an architectural gem and when our clients see it and experience it, it does not disappoint.

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: ASM Global is world renowned for executing a high level of product. The fact that Branson also is a Savor partner for the culinary side is so important.

An area that I would like to encourage is that we maintain the practice of being a straightforward and honest destination regarding pricing – this is one of the consistent comments we hear – that the BCC does not “nickle and dime” and buyers consistently choose to come to BCC over other destinations in our comp set due to the pricing. Most other destinations are so aggressive from price / gallon of coffee to room rental that they are losing business and we garner more because we are competitive and flexible and not outrageous. Our buyers are professionals and they know when they come to a destination what is fair and right and when they are getting taken advantage of and I am proud to say Branson is known for having a solid and reputable convention center offering.