

MARKETING OVERSIGHT COMMITTEE

MOTION & VOTING RECORD

* OPEN SESSION *

DATE: March 17, 2022

	<u>MOVED</u>	<u>SECONDED</u>	<u>VOTE</u>
<u>MOTION NO. 1</u> :	Brett	Sheila	Y

Adopt Agenda - As Written -OR- As Amended

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	<u>MOVED</u>	<u>SECONDED</u>	<u>VOTE</u>
<u>MOTION NO. 2</u> :	Becky	Nikki	Y

Approve prior meeting minutes - 01/20/22 - As Written -OR- As Amended

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	<u>MOVED</u>	<u>SECONDED</u>	<u>VOTE</u>
<u>MOTION NO. 3</u> – Adjourn :	Brett	Sheila	Y

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Non Motion/Agenda Items Discussed

THE FIRST ITEM FOR DISCUSSION WAS A PRESENTATION REGARDING LEISURE GROUP SALES. Lene provided an update to include:

- American bus association was first this year...usually 3200 but this year about half.
- 50 confirmed for BRANSON FAM, April 26-29...and about 50 on wait list.
- MO Group Travel Exchange postponed but will be back in 2023.
- TAP DANCE, went virtual in 2020 and 21. May 23-26, 2022, it will be in person at the Chateau.
- Continuing to market to international travel as it opens up...International POWWOW in June and a Veteran Educational Summit in June.

THE SECOND ITEM FOR DISCUSSION WAS A PRESENTATION BY H2R RESEARCH REGARDING THE YEAR END 2021 RESULTS. Jerry Henry provided an update (see slides – Branson State of the Union). A few points include:

- Key performance indicators
 - 2021 rebound much higher than expected...73% of 2019 level
 - Branson bounce far higher than the attraction industry
 - Brand Health
 - Nearly 44% of travelers familiar with Branson as a travel destination.
 - 23% of travelers recall seeing/hearing ads in past 12 months highlighting Branson
 - Brand attributes:
 - Family friendly
 - Great live music and entertainment
 - Safe and wholesome
 - Areas of concern
 - Unique restaurants
 - Affordable

- New experiences
 - Ease to get to
- Visitor Profile
 - Primary purpose of visit - leisure
 - Booked about 36 days out
 - Specific websites are the highest media usage for planning
 - Activities
 - Shopping
 - Live shows
 - Downtown
 - Outdoors
 - Local restaurants
 - SDC
 - Average number of shows is 3.5 per party
 - Most spend 4.1 nights in the area
 - Party trip spending \$109 per person per day
 - Other destinations considered
 - KC,
 - STL
 - Pigeon Forge
 - Myrtle beach
 - Destin
- Non-Visitors
 - Associate Branson with
 - Country music
 - Live shows
 - Western
 - Old and folk
 - Biggest barriers
 - Prefer other destinations
 - No recommendations
 - Don't know enough to make informed decision
 - Not a big fan of country music
 - Lapsed
 - Prefer other destinations
 - Nothing new of interest
- Outlook for 2022
 - Recent news issues; e.g., gas, labor, geo-political, etc., are concerning...macro-economic issues beyond our control.
 - Business travel still down...54% of 2019 levels in 2021
 - Jerry believes the macro-economic issues may actually allow Branson to do well in relation to other cities...but likely decrease slightly
- Sheila ask to break out TV definition...a television vs streaming/digital...TV ad while streaming. Steve recommends using the new Neilson rating system. Rachel will also check with Bruce at Camelot. The topic of influential media source will require some additional thought.
- Jason asked for digital vs traditional...Jerry will link with Rachel on this
- Cindy wondered if he could alter the data by district...city limits, etc....Jerry will have to think of it...this will be tough.

THE THIRD ITEM FOR DISCUSSION WAS THE DIGITAL MARKETING RFP

Rachel provided the report. We went out to 5 agencies and received 4 submissions. Rachel will seek a small group of MOC volunteers or possibly a special meeting to narrow the group from 4 to 2 and then allow the 2 finalists to present.

NEXT WE OPENED THE FLOOR FOR SUGGESTION FOR NEXT MONTH'S AGENDA. Ideas included:

- Digital Marketing RFP
- Follow up on what we do with research
- Concept and process of our focus for off season

PUBLIC COMMENTS INCLUDED:

From Cindy:

- There seems to be confusion regarding the Veterans line-item.
- Need for a TCED Board discussion regarding Explore Branson and Chamber Web.
- Regarding a comment by Chris from the previous meeting, the logo still looks a little dark
- Regarding a comment from previous meeting, should focus on not just music but live music.

From Becky: applauded the numbers we were briefed today by Jerry...great job Chamber.

FINAL ITEM ON THE AGENDA WAS ANNOUNCEMENTS THAT OUR NEXT MEETING IS SCHEDULED FOR Thursday, April 21, 2022 at 2PM.

Meeting adjourned at 3:08PM.

**MARKETING OVERSIGHT COMMITTEE
MEMBER'S ROLL-CALL**

OPEN MEETING

DATE: March 17, 2022

			<u>Present</u>	<u>Absent</u>
Mr. Manning	John	Chair	<u> x </u>	<u> </u>
Ms. Herzan	Michelle	Director	<u> </u>	<u> x </u>
Ms. Jewsbury	Becky		<u> x </u>	<u> </u>
Mr. Lewis	Ty		<u> </u>	<u> x </u>
Ms. McDowell	Ann		<u> </u>	<u> x </u>
Ms. Oller	Janet		<u> x </u>	<u> </u>
Mr. Presley	Steve		<u> x </u>	<u> </u>
Ms. Sivils	Nikki		<u> x </u>	<u> </u>
Mr. Stump	Brett	Director	<u> x </u>	<u> </u>
Ms. Thomas	Sheila		<u> x </u>	<u> </u>
Ms. Wilson	Julie		<u> </u>	<u> x </u>