

# 2017 MARKETING

Branson Chamber of Commerce & Convention & Visitors Bureau

December, 2016

How has our  
strategy been  
working?

2016  
AD  
EFFECTIVENESS

## Marketing Efficiency

- Awareness of the CVB's 2016 campaign reached 50% of travelers, equating to app. 45.5M aware traveler households in the US. The level of advertising awareness and number of travel households reached broke new records this year.
- With a media investment of app. \$5.2M, BCVB's cost per aware household averaged just \$0.11, an 11% decrease from 2015, and also a new record for efficiency. Contextually, anything below \$.50 is considered good.
- While reaching new households efficiently is an integral part of a successful campaign, marketing is said to have worked only if the people who see the ads are ultimately more likely to have visited Branson than those who did not.
- BCVB's marketing campaign reached that objective as incremental visitation was generated across all three tiers surveyed nationwide: Tier 1 (51-300 miles): +1.2%, Tier 2 (301-650 miles): +0.9% and Tier 3 (651+ miles): +1.3%. This provided for an overall increment of 1.1%.



## Incremental Impact

- Extrapolating this incremental level of visitation across travel households, it is projected that the BCVB generated 523k incremental trips that would likely not have occurred had the campaign not been in place. Likewise, these travelers collectively spent more than \$498 million in incremental travel revenue.
- Overall, the campaign generated an ROI of \$97—another record high for BCVB since measurements began in 2009. This means that 97 incremental travel dollars were spent in Branson for every \$1 invested in marketing. This represents a 7% increase over last year and is 11% higher than the historical average dating back to 2013.



## Advertising Evaluation

- More than eight in ten travelers enjoyed Branson's overall ad collection while another 83% indicated the ads made the Branson area seem more appealing as a destination—both experienced increases over 2015 (up 16% and 9%, respectively). Additionally, relevance (+8%), brand fit (+4%) and differentiation (+18%) of the ads all posted year over year increases in 2016.
- More importantly, the ads persuaded travelers to search online for things to do (61%) and visit the official Branson website (61%). All traveler message takeaways and post-ad traveler actions increased compared to 2015 scores.
- Finally, BCVB's marketing campaign increased travelers' intent to visit the area by nine points.



## Branson Brand Image

- Those familiar with Branson indicate they most associate it with family friendliness (72%), live music and entertainment (70%) and a safe and wholesome atmosphere (68%). All brand metrics recorded increases over last year.
- However, there was a fair amount of change in the brand descriptor ratings. Those that view Branson as a wholesome, old fashioned, rustic and boring destination decreased this year while those that view the area as an artistic, original, exciting, sophisticated and surprising destination increased.
- Branson's Net Promoter Score has continued to increase over the past few years with scores of 43% in 2013, 55% in 2014, 58% in 2015 and 64% this year. This year, the shift was driven by slightly fewer brand detractors (-2%) coupled with an increase in the number of brand promoters (+4%).



- Staff Interviews
- Stakeholder Interviews
- DMC Ideation
- Partner Summit

## STRATEGIC PLANNING PROCESS

The background features a central horizontal band of solid green color. Above and below this band are light beige areas containing faint, abstract, curved shapes that resemble stylized letters or organic forms. The overall design is clean and modern.

# TOPLINE FINDINGS

# KEEP GOING FARTHER...

- Universal support for the new direction of destination marketing
- Most said the diversification of the message is strong
  - Embraces who we are while moving forward
  - On point and to the right targets
  - Many said “keep going farther”
- Appreciation for the sense of momentum that has been generated
- Appreciation for how highly qualified and successful the CVB team has been

The background features a light beige color with large, faint, abstract shapes in a slightly darker beige tone. A solid green horizontal band runs across the middle of the image, containing the text.

# PRIMARY AREAS OF INTEREST

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- Continue refining the brand
- Continue exploring digital & social opportunities
- Continue refining target markets
- Tighter focus on the consumer
- Expand regional partnerships
- Develop a 12-Month visitor economy
- Outreach to community leaders & partners
- Identify potential new revenue streams
- Increased accountability
- Support development of events & festivals

# PRIORITIES

1. *Continue honing brand messaging, target markets & tactics*
2. *Expand the destination's geographic and calendar appeal*
3. *Increase the understanding of the CVB and the region's visitor economy*
4. *Identify opportunities to increase the marketing of Branson to a more competitive level*



# 2017 MARKETING PLAN HIGHLIGHTS

# MARKET MIX

## Strategic Media Updates:

- Continued but reduced presence in Core markets to stabilize and grow.
- Market Potential study conducted with H2R. Determined highest value “super regional” markets.
  - Provides more “national level” exposure, with regional proximity
  - Memphis & Des Moines
  - These markets help address LOS, party expenditures, weekday traffic, etc.
  - Maintain roughly same level of national cable as budget allows
- Removal of Dallas spot TV
- TRLCC media audit and synchronization

# ADDRESSING SCHOOL START DATE

## Opportunity:

- H2R Market Research to provide school break report broken down by DMA
- Determine best timeframe to test market based on trip-planning habits
- Determine most viable markets
- Partner locally to provide high-value promotion that is trackable

# ADVERTISING MEDIUMS

- Continue a blend of the following advertising elements:
  - Television
  - Magazines
  - Radio
  - Online Banner ads
  - Search Text ads
  - Online video advertising
  - Social Media advertising (Facebook, Twitter, Instagram, Pinterest, Snapchat)
  - Content Distribution
- Increasing percentage of digital media spend to app 22% of total media budget.

# DOWNTOWN BRANSON

- Increase effectiveness and consistency of message by pulling Downtown Branson under Explore Branson umbrella
- Research-focused
- Brand identity & creative redesign
- Update and coordinated web and social presence
- Focus on streetscape project and tie in to Branson Forward efforts

# INTERNATIONAL

- MDT utilizing cooperative marketing programs to extend international marketing budget
- MDT investing \$640,000 in International in FY17
- 79% Growth from FY14 to FY17
- Focus on partnerships with MDT to include tradeshow, sales missions, press/product FAMs
  - Examples: IPW- audience international tour operators & press, U.S.-based receptive tour operators
  - World Travel Market- international tour operators & press, mostly U.K.
  - Travel South International Showcase- international tour operators, some press
  - Ontario Motor Coach Association- Canadian group tour operators
  - National Tour Association- increasing number of international tour operators or U.S. -based international inbound operators
- Strong Route 66 tie-in

Questions?

THANK  
YOU