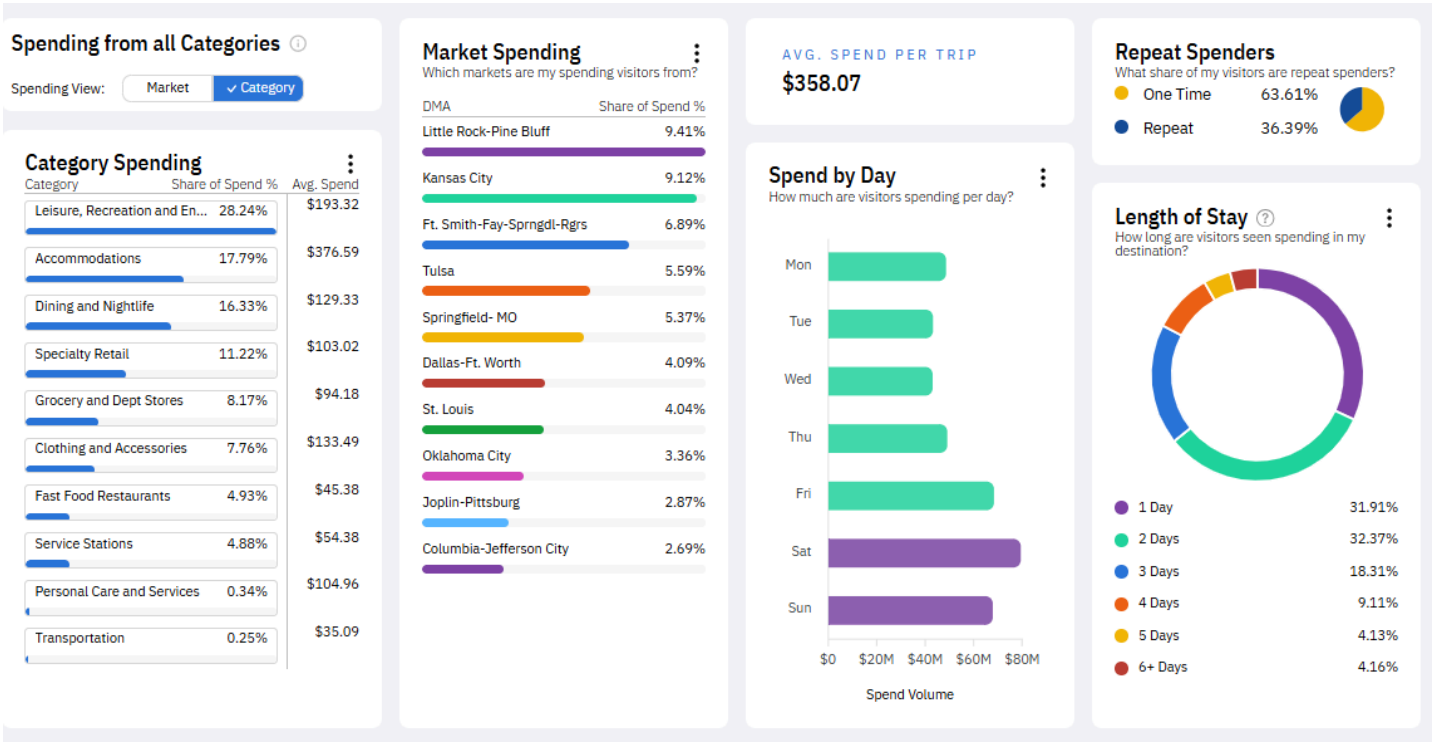
Explore Branson Tourism
June Marketing Report

Digital Marketing Report:

- **TripAdvisor May numbers:**
  - 485,142 impressions delivered with 417 clicks for a CTR of .09%
  - Among the native media package audiences, the Native Shelf drove the highest CTR at .17% - over product benchmark and trending MoM
  - Among the high impact media package lines, the Branson Content audience drove the highest CTR at .10% - pivot from last month
  - Branson's Brand Channel generated 12,093 pageviews from 8,393 unique users who spent an avg. dwell time of 43 seconds engaging with its content.
  - Branson's sponsored page saw a surge in visitors last month. To prevent audience fatigue and maximize unique reach, we periodically inject new tactical tests into the campaign; the April spike validates that our latest placement strategy effectively captured high-value prospects.

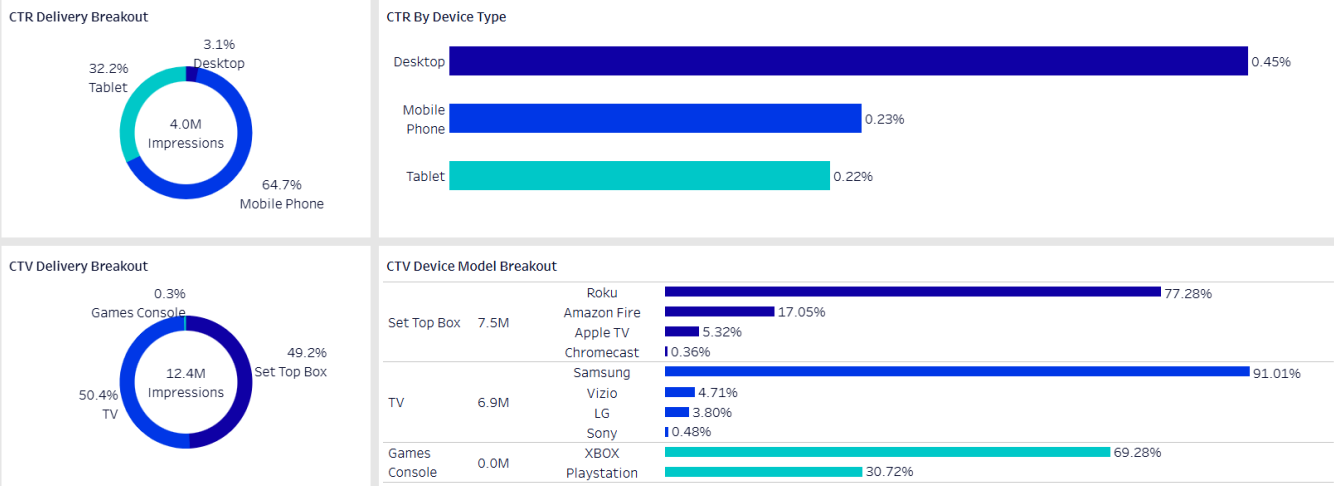
Datafy Spending- click the image to enlarge.



TOTAL IMPRESSIONS	UNIQUE REACH	ATTRIBUTABLE TRIPS	EST. CAMPAIGN IMPACT
29,910,591	7,442,573	17,716	$3,948,896

Attribution: click the image to enlarge

- Ad-targeted devices made an estimated 17,716 trips from January-May 15, with an impact of over $3.9million in credit card spending in the destination
- This is the number of visitors who came in market after being served our digital content from Datafy
- Over 29million impressions from the Datafy platform alone for Digital, OOH, YouTube, social, and a small amount of CTV with this vendor.



Device Type, Broadcast Model- click the image to enlarge

- Most viewed from device, desktop and mobile device
- Roku, Amazon Fire, Samsung
- Over 19million impressions and over 15million ad completion plays

Impressions
19,956,134

Completes
15,553,975

Top 10 DMAs by VCR

DMA Name	Impressions	Completes	Completion Rate
CHAMPAIGN&SPR..	11,532	11,393	98.79%
CHICAGO	2,281,608	2,260,117	99.06%
DALLAS-FT. WORTH	2,615,173	2,594,537	99.21%
DENVER	1,015,324	1,004,419	98.93%
INDIANAPOLIS	1,058,266	1,049,947	99.21%
KANSAS CITY	801,213	793,612	99.05%
OKLAHOMA CITY	730,559	723,933	99.09%
PHOENIX (PRESCO..	1,596,484	1,579,685	98.95%
SOUTH BEND-ELKH..	262,410	260,013	99.09%
ST. LOUIS	1,395,748	1,383,401	99.12%

Public Relations: We assisted with a nationwide press release for the following:

- Ozarks Aglow
- Flag Day
- Revollutionists

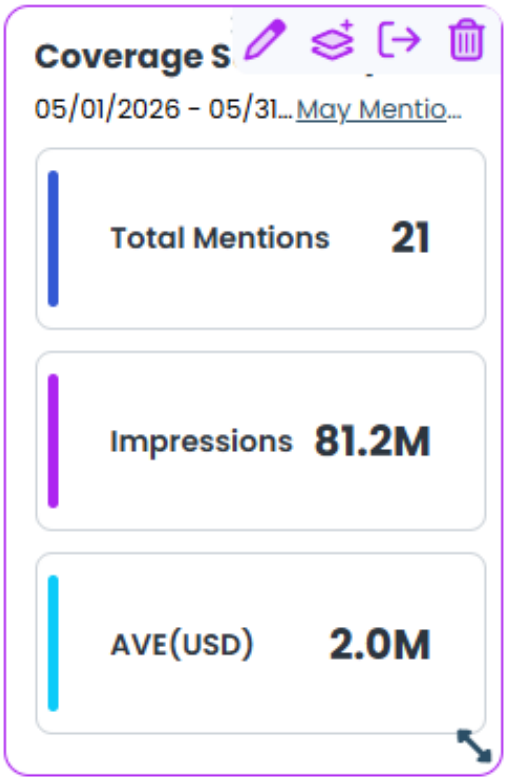
Influencers hosted in May:

- Vineyards & Voyages
- Travel with DNA
- Amazing America TV- multiple posts and still going!

More influencers to come in June.

Stories:

- All You Can Eat Buffets
- 7 Missouri Smokehouses
- Branson home for another feature film



Website: Work is taking shape on the new events/live shows page and a new header with drop-down will be unveiled in June.

Budget: See the budget spreadsheet with TCED, Travel schedule and the City spread from Angela

Industry News:

- City of Branson presentation June 23 focused on film friendly destination and request matching funds
- US Travel Assoc. Reports Strong Future for Group Travel
- Destination Effect Featuring Fall Fest in Branson