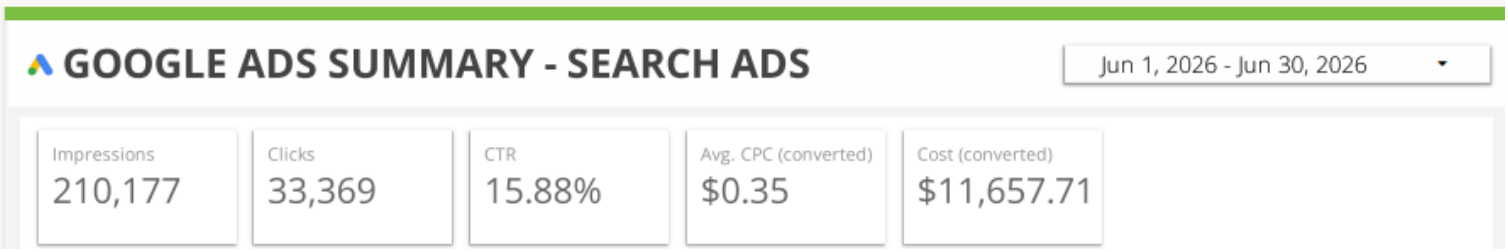
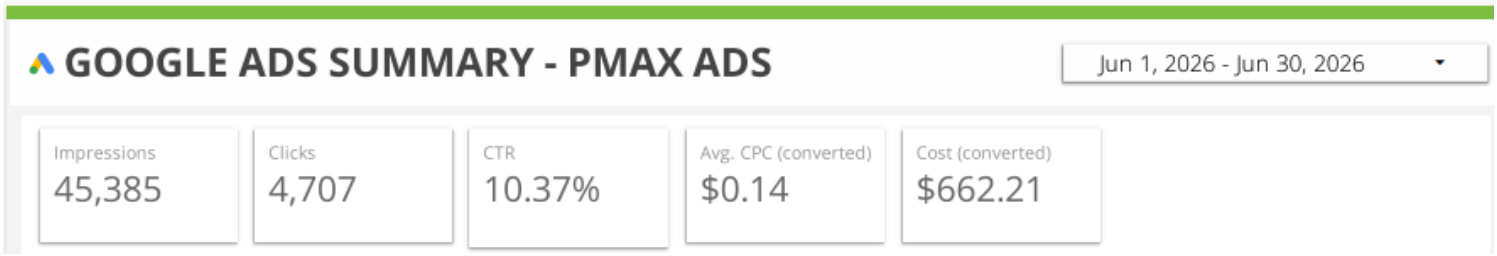
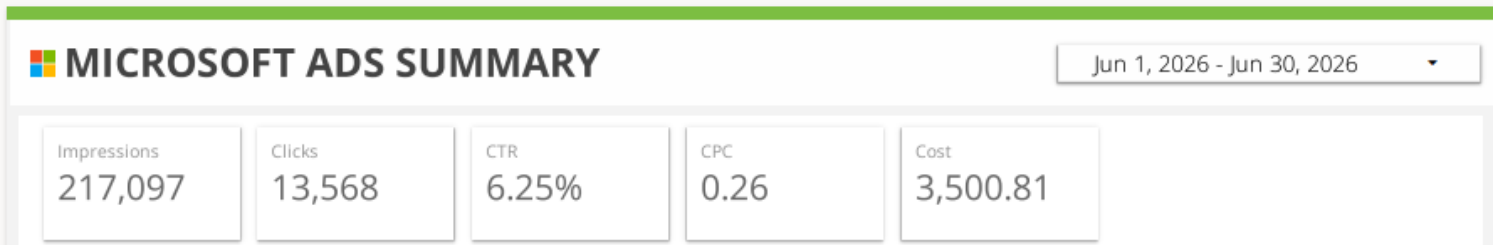
Explore Branson Tourism
July Marketing Report

Digital Marketing Report:

- Google Ads & Microsoft Ads:

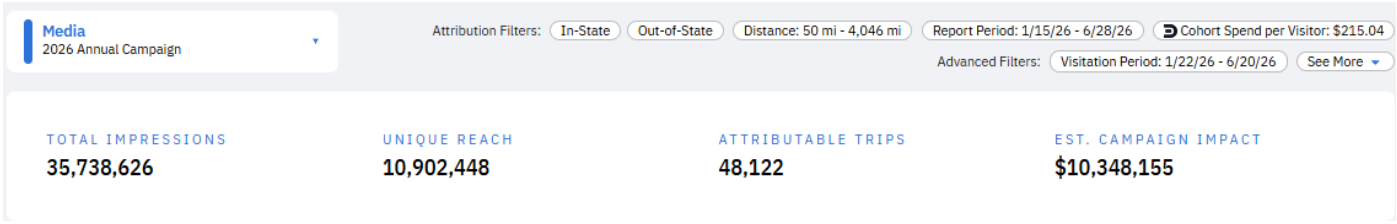






Datafy Key Notes from June:

- **69.88% of trips come from out of state** markets with the top states being Arkansas at 18.55%, Oklahoma at 10.05% and Kansas at 7.69%
- Visitor spending in market this year **January 1-June 13 accounts for $142,823,238** in spending
- Dallas/Ft. Worth drives the **highest spend per visitor** at $369.28, OK City comes in second at $361.29 and Little Rock is third at $326.11
- **Hotel occupancy peaked at 74.8%** in June and the beginning of July with STR (short term rentals) coming in at 63.5%
- 59.76% of visitors are **repeat**



Attribution: click the image to enlarge

- Over 35 million impressions since the launch of our digital campaign
- More than $10 million in direct credit card spend from the campaign
- Nearly 50K trips since the beginning of the year from ads served directly by Explore Branson

Website Advertising Revenue Update:

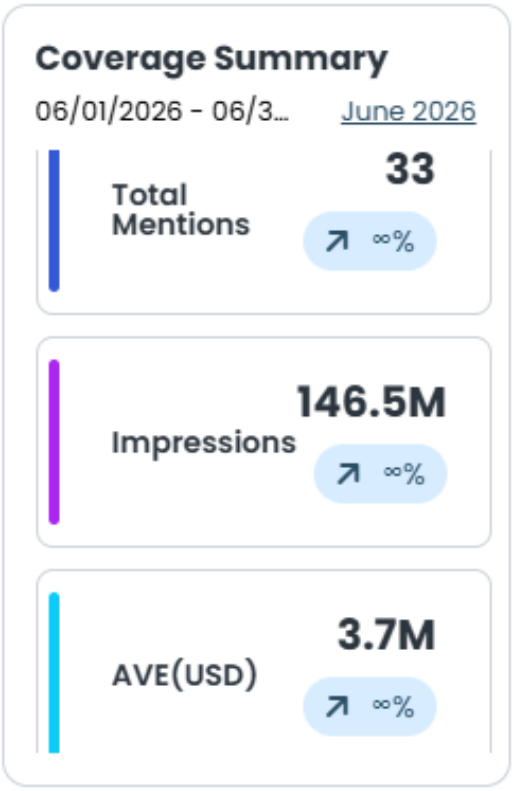
Overall Sales: $188,835
New Advertisers for 2026: 24
Website Sales: $167,560
Email Sales: $21,275
Leisure Email Sold: 93%, 45 placements total
New placement started in June - Branson Local Sold: 45%, 35 placements total

Q3 Goals (August-September)

1. Continue Niche Newsletters that are geared towards smaller businesses at a lower cost
   - August – Live Shows (Could bump spaces from 5 to 10 available)
   - September – Food (already filled)
   - October – Downtown or Shopping
2. Write articles pertaining to each Niche Newsletter for ExploreBranson.com to expand the life of advertisements
3. Execute first advertiser appreciation breakfast with the goal of adding new Live Shows partners to advertising program
4. Optimize Ozark Mountain Christmas Pass with the goal of adding Christmas-focused businesses to advertising program

First Ever Backstage Breakfast: Thursday, July 16, 8:30am. Live show industry to learn about affordable advertising, hear about Explore Branson marketing efforts, mix & mingle at the CVB.

Public Relations: Coverage from the nationwide release resulted in 8 billion impressions. From those impressions, we were able to earn more than 130.5 million impressions from stories running from the press release.



Stories:

- Three Days of Adventure in Branson
- Branson Top 10 Golf Courses
- Living Oklahoma, Branson

Trove Sentiment Report for May-June:
Please note specific call outs focused on declining destination perception, pricing & value, as well as the welcoming and inclusive travel perceptions.

Industry News:

- Screen Tourism and the impact on travel and destinations
- US Travel Assoc. Reports Strong Future for Group Travel
- Destination Effect Featuring Fall Fest in Branson
- US Travel Association Travel Forecast