Explore Branson Tourism
September Marketing Report

Digital Marketing Report:

- **TripAdvisor August numbers:**

  Delivery & CTR
  - Onsite: 418,431 impressions and 396 clicks (0.10% CTR). This reflects a +42.86% MOM increase in CTR compared to last month's 0.07%.

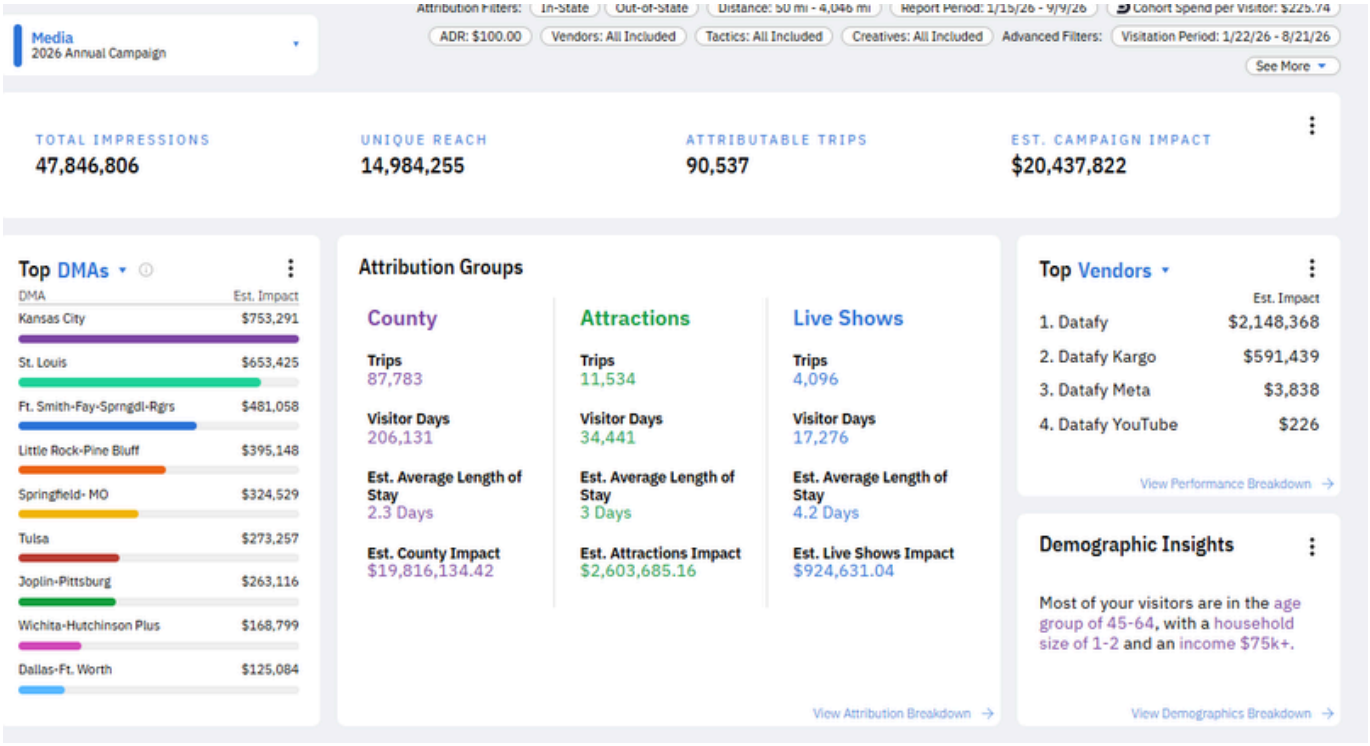
  Top Performing Onsite Line Items
  - #11 Native Media Package | USA IP's (excl. Taney & Stone County IP's) | Shelf: Led engagement with 114 clicks and a 0.26% CTR.
  - #8 Native Media Package | Branson Content | USA IP's (excl. Taney & Stone County IP's): Drove strong interaction with 60 clicks, a 0.14% CTR, and a 15.00% VCR.
  - #9 Native Media Package | 1P Behavioral audiences: Delivered the highest video completion rate at 15.90% VCR.

  Top Performing Offsite Line Items
  - 12247384_TA_Branson MO US_Family Travelers_CTR: Drove the highest overall traffic with 1,245 clicks and a 0.11% CTR.
  - 12247384_TA_Branson MO US_Outdoors Travelers_CTR: Generated 602 clicks with a 0.11% CTR.
  - 12247386_TA_TA Branson MO US USD_Video_DMO_AMER_Jul-2026_CPV-2s_13124: Delivered strong video reach with over 32,000 video completions across its creative assets.

  Brand Channel Insights
  - Unique Users: 5,524
  - Page Views: 6,991
  - Engagement Rate: 2.32%
  - Average Dwell Time: 70.28 seconds

Datafy detailed Summer campaign report can be found by clicking here.

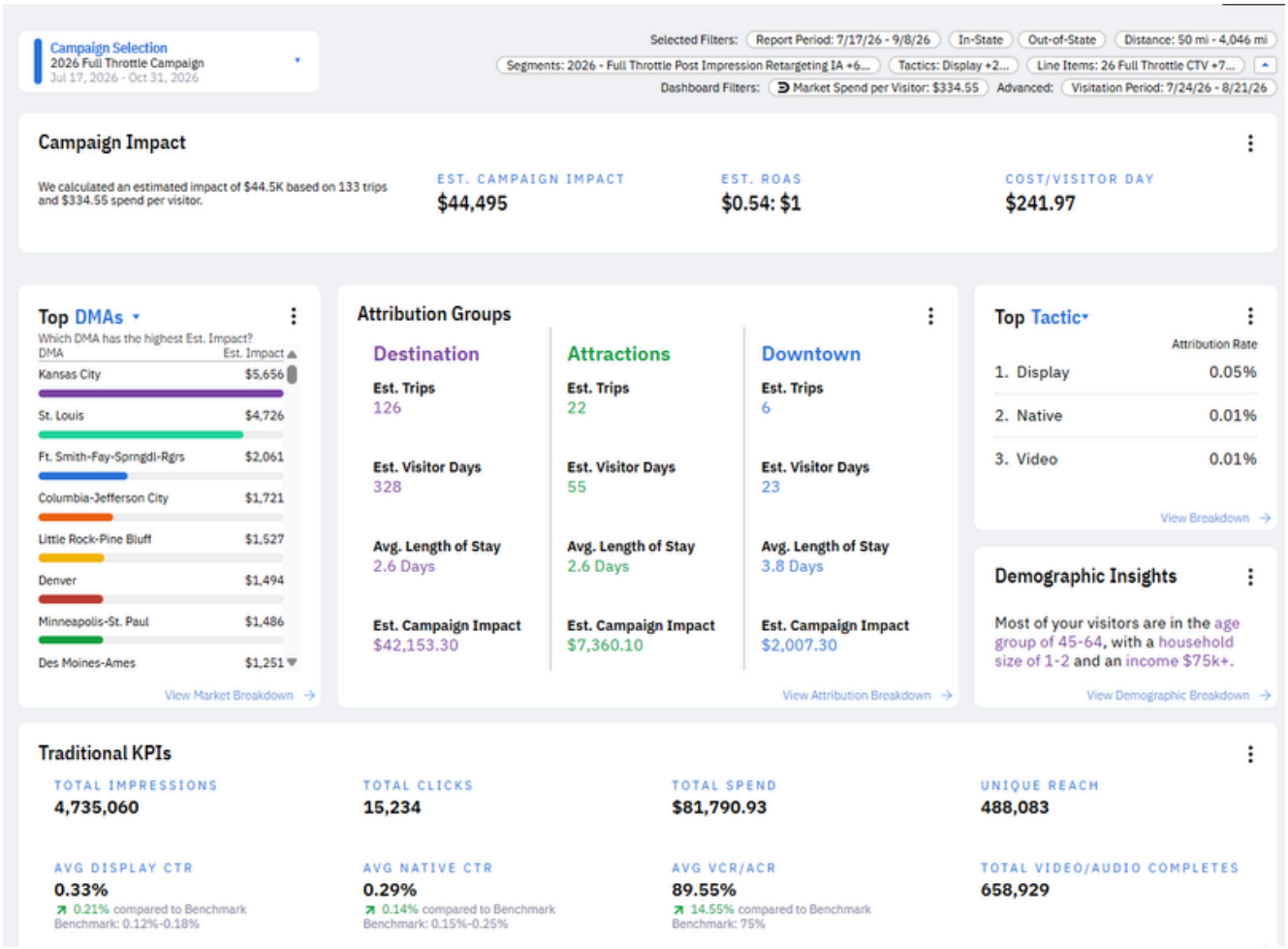
Datafy Insights



Click the image to enlarge.

- **69.41%** of trips come from out-of-state markets, with **Arkansas** contributing **15.21%** of those trips, making it the top out-of-state source.
- Visitors spend the most on **Leisure, Recreation and Entertainment**, **Dining and Nightlife**, and **Accommodations**, totaling **$45,714,440** to local businesses.
- The highest spending market is **Little Rock-Pine Bluff**, where visitors spend an average of **$346.91** per trip, closely followed by **Kansas City** at **$291.03**.
- Hotel occupancy peaked at **69.6%** in **July 2026**, while Short Term Rentals reached their highest occupancy of **56.5%** during the same month.
- Most visitors are aged **45-64 years old**, with **54%** coming from households of **3 or more** and **50.1%** having a household income of **$75K+**.
- There is a **2.65%** increase in visitation to **Branson** compared to last year, indicating growth in that region.
- **74.76%** of visitor days are from overnight visitors, highlighting the significance of overnight stays in the destination's profile.

Sturgis Campaign Impact YTD



Click the image to enlarge

- Sturgis campaign launched July 17 and through September 8, more than $44,000 in spending has come from those served ads and content from the campaign
- More than 4.7 million impressions
- Average VCR (video completion rate) 89%
- Anticipated increase through the Rally and end of the campaign in late October.

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

- Pointe Royale 40th Anniversary

Influencers hosted in August:

- Trip Scout: The Bucket List Vagabond

Sturgis presence resulted in media mentions across SiriusXM, KELO Land SD TV, Ozarks First, and KY 3.

We also helped with the SDC new ride announcement hosting TV from Little Rock, Tulsa, KC, and Springfield.

