



Greetings from Tammy Johnson, Vice President & General Manager of Branson Tourism Center!

It's my pleasure to introduce you to our family of companies, and thank you for allowing me to outline how we can help enhance your marketing efforts and bring new visibility to your business. Simply said, we are a Marketing Company. Our entire marketing budget and focus is spent outside the Branson area (\$1.5 million annually). We want to get in front of consumers that may not have considered Branson as a destination or perhaps have never even heard of Branson. This is in addition to providing valuable Branson information to our repeat visitors who depend on us when planning future trips to Branson.

Our websites get over 4 million unique visits each year, which drives inbound phone calls to our more than 50 trained reservation agents. In addition, we have a newsletter that goes to over 100,000 opt-in subscribers each month. These represent very unique opportunities to showcase our wonderful vendor properties. To date, we have sold over 5 million show tickets and have delivered over 900,000 room nights to the Branson market. We are committed to the success of each of our vendors. And our team of over 100 employees, who live and raise their families here, share our passion for each and every customer experience.

We have an in-house IT Department that makes updating marketing content a breeze! With 12 full-time professionals ranging from website development to graphic design to videography; we're committed to maintaining fresh and accurate web pages and developing new and cutting-edge resources for the sole purpose of selling Branson.

We are a channel for our partners to radiate their message to new customers and markets. We need your descriptions, images, calendars, schedules, and a little bit of your time to help us put together a marketing message that will speak to the customer seeking the type of experience your property offers. You'll find enclosed an advertising specifications sheet with guidelines on what we've found works best. We do practically all of our business well in advance of travel dates and do not focus on intercept marketing. It's important that we WOW the customer with your message when they're selecting a travel destination. Keeping your information current with us is a critical part of this process.

We have an extraordinary team who are here to support you. After reviewing the information provided within this sales kit, if you have any questions or would like to schedule some time to visit with us and thoroughly discuss how we can best serve you, please don't hesitate to give us a call. We have Managers on duty from 8 a.m. until 9 p.m., 364 days of the year, who can help you set up a time to come visit with our team and learn how easy it is to do business with BTC. Thank you for giving us the opportunity to work with you and explore ways that our partnership can help amplify your business.

A handwritten signature in black ink that reads 'Tammy Johnson'.



## WHAT MAKES BRANSON TOURISM CENTER *UNIQUE?*

1. A simple business model that combines a powerful marketing arm with a solid financial partner. Includes a \$1.5 million marketing spend through various channels, and a commitment to operate on a cash basis by paying invoices within days of consumption.
2. Branson Tourism Center is NOT a telemarketing company. All customers are a result of INBOUND phone calls or ONLINE bookings.
3. Branson Tourism Center ONLY sells Branson. Our commitment is to this community and this community alone.
4. A focus on customer service that is, put simply, over the top. Being a 2017 recipient of the BBB Torch Award for Marketplace Ethics; as well as having a BBB A+ Accredited status with minimal complaints received during the 14 years that Branson Tourism Center has been in business, is something that truly speaks for itself.
  - a. Changes to customer itineraries (caused by show schedule changes, renovations, etc.) are quickly communicated to the customer via personal phone call, customized email, and methodical follow-up.
  - b. 24/7 customer service is provided through a Manager phone that is rotated throughout our team of 10 Managers. After-hours service is dispatched quickly and efficiently to a staff member that can assist a customer with a wide range of issues.
  - c. All customer feedback is systematically tracked to help identify areas of opportunity categorized by property, agent, customer, event, arrival date, etc.
5. Dedication to innovation which is demonstrated through the way that Branson Tourism Center departments are structured; including 12 full time Marketing and IT staff members concentrating on content management and advertising strategies, more than 50 sales staff who all live and work in Branson, and 12 administrative personnel totally dedicated to order fulfillment.
6. Full service Groups Department in touch with the pulse of the groups market. The Groups team is capable of fulfilling every size and type of meeting, convention, reunion, student group or special event.

**TRUSTED RELATIONSHIPS. *POWERFUL RESULTS.***



### File Formats We Can Accept

.PSD, .AI, .EPS, .TIFF, .JPG, .GIF, .PNG, .DOC, .PPT, .XLS, .PUB, .PDF

### Software We Use

Adobe Photoshop, Illustrator & InDesign CC (2015),  
Adobe Acrobat Pro DC, Microsoft Word, Microsoft Publisher

## ART AND PHOTOGRAPHY SUBMISSION GUIDELINES

### Photography Specs

File types preferred: JPG, EPS, TIFF, PDF - We prefer you send original digital photos taken for all images, however if these are not available please provide images using the specs below.

**Web Images** - Minimum height and width of 350x350 pixels at 300 dpi.

**Print Images** - Minimum height and width of 4x6 inches. Resolution preferred: 300dpi or as large as possible.

### Graphic and Logo Specs

File types preferred: AI, EPS, TIFF, JPG, PNG, PDF. Resolution preferred: Vector Art, or 300dpi & larger.

### Pictures

Please provide a minimum of 5 pictures. Hotel pictures should accurately illustrate property areas such as your rooms, lobby, exterior, pool area, restaurant and other amenities. Show and attraction pictures should illustrate all parts of your show/attraction. Pictures of your building/entrance are helpful, too.

### Description

Please provide us with a minimum of 3 paragraphs or 250 words to fully describe your property, show or attraction. Feel free to expand beyond these recommendations. Remember, the more information you provide and the more descriptive you can be, the better we can help market your property. For hotels, descriptions should cover rooms, exterior, pool, restaurant, lobby, other amenities or anything that you feel makes your property unique. Please provide descriptions for every room type you offer.

If you are a show or attraction, please help describe what a visitor will experience. Describe the type of show or attraction, the type of entertainment you provide, and any details that give visitors insight into what they'll experience with you. If you just want to give us the facts, we will be happy to provide our own custom description for your venue in an accurate and positive fashion.

### How do I submit my artwork?

We request that logos, photos or ads be submitted on disc or if size permits, emailed to: [property\\_info@bransontourismcenter.com](mailto:property_info@bransontourismcenter.com)

For other questions: Phone: 417-334-4400 Fax: 417-334-9700 | 220 Branson Hills Parkway Branson, MO 65616

### Other Information

Occasionally, Branson Tourism Center may need to re-adjust/modify logos, ads or photos as needed to meet printer and format requirements.



# BRANSON TOURISM CENTER

*SERVING INDIVIDUAL AND GROUP MARKETS*

Branson Tourism Center strives to provide our clients with exceptional service and value. Our goal is to increase your business through our marketing channels and Branson Tourism Center's family of companies.



## Branson Tourism Center

- Shows, Lodging and Attractions
- Up-to-date Listings and Availability Calendars
- Photos, Videos and Descriptions
- Theater and Lodging Virtual Tours
- 24/7 Customer Service
- Over 3.5 million web visitors and 20 million web page views per year
- Prompt Payment!
- 5 million tickets sold



## Branson On The Web

- Online Booking Engine for Branson Shows, Lodging and Attractions
- Commissioned Affiliate and Travel Agent Programs
- Can be branded as your own online reservation solution
- Fast and powerful searching, sorting and filtering tool



## Branson Travel Agency

- A complimentary service for Branson Tourism Center customers, booking their airline tickets, and rental car
- Experienced Travel Agents
- No Service Fees



## Branson.com

- Predictive Search Functionality
- My Trip Online Planning Service
- Optimized for Mobile Devices
- Online Branson Video Gallery
- Online Booking Engine



## Branson Tourism Center Groups

- Detailed planning for all Groups, Reunions and Conventions
- Personalized Video Greetings
- Customized Marketing Collateral for Groups
- Branson Event Planner – Online Event Management System
- Celebrate in Branson - Website for special events (in development)
- Branson.com/Veterans



## Broadcast Branson

- Read press releases, find out about area events, area appreciation shows and much more
- Subscribe to receive notifications when submissions have been made
- Submit your own press releases
- Broadcast Branson is a completely free service!



## BRANSON TOURISM CENTER IS A PROUD MEMBER OF:





# BRANSON ON THE WEB

## *PARTNERSHIP FEATURES*

Branson on the Web (BOTW) is a commissioned affiliate program. This means your property will receive a commission on business you book through BOTW. It's a seamless, virtual concierge customer service program. BOTW does all the work; and then you get paid! BOTW is an online reservation system where customers can make reservations for their entire Branson vacation, including lodging, shows, and attractions.

### ***BRANSON ON THE WEB DETAILS:***

- There is no cost to your property; BOTW is a free service.
- You will receive your full ticket price or room rate; minus credit card fees.
- You will receive 5% commission on everything else booked for each vacation that includes your property.
- Whenever the same customer uses BOTW again to book their Branson vacation, you'll receive a 5% commission on that booking. BOTW recognizes their customer identification number (ID), so we're able to make sure you get your commission every time a returning customer uses BOTW.
- You can build your own vacation packages, or use our preassembled packages.
- If there are properties we sell that compete with you, BOTW allows you to hide those properties on your site.
- As a Branson Tourism Center vendor, an exclusive agreement with us is not required in order to use BOTW.
- Branson Tourism Center provides our complete, high-quality customer service through BOTW right from the initial booking. This includes:
  - handling customer service issues, answering questions, and providing directions;
  - handling any changes requested by the customer; seats, dates, quantities, etc;
  - cancelling any part of the customer's vacation;
  - creating a vacation packet for the customer to pick up at Branson Tourism Center.
- Branson Tourism Center's IT department handles all management and maintenance of BOTW at no additional cost to you, including:
  - building a custom website theme to match your website;
  - keeping information up-to-date, including calendars created by Branson Tourism Center; should you choose to use our calendar rather than your own.
- With BOTW, you can sell your property at full price and get commission on all sales. In addition, you can sell any other property sold by BTC, and get commission on those sales as well.

It's really that simple...Branson Tourism Center does all the work and you still get paid! You sell your tickets or rooms, as well as those of other properties, AND you get commission on every booking!

To get started using Branson on the Web, contact Tracey Barton at [TraceyBarton@BransonTourismCenter.com](mailto:TraceyBarton@BransonTourismCenter.com) or Carrie Green at [CarrieGreen@BransonTourismCenter.com](mailto:CarrieGreen@BransonTourismCenter.com). Tracey can be reached at 417-334-3212 and Carrie at 417-243-2828.



# BRANSON VISITOR GUIDE

## QUARTERLY MARKETING PIECE

Branson Tourism Center produces a printed edition of the Branson Visitor Guide in addition to an online visitor guide, exceptional websites, and a variety of other marketing tools designed to promote Branson and the businesses who partner with us. After the introductory edition of the printed guide proved to be such a huge success, with requests for copies far exceeding our expectations, we've continued to produce this high quality guide on a quarterly basis. The attractive, comprehensive, and user-friendly printed guide has sponsorships available, giving participating businesses an exceptional opportunity to reach valuable customers!



- Branson Tourism Center's guide is updated quarterly, and request for the guide are processed immediately and mailed using first class postage.
- All shows, attractions, lodging, and dining establishments working with Branson Tourism Center receive a complimentary listing in the Branson Visitor Guide. This listing is wonderful exposure for your property, but a full or half page sponsorship is even better!
- The Branson Visitor Guide is distributed to AAA offices, welcome centers, and other professional travel and tourism related outlets, as well as to individuals requesting printed information about Branson.
- Questions regarding sponsorship, or general questions about the Branson Visitor Guide, can be directed to Tracey Barton at (417) 334-3212, or at [TraceyBarton@BransonTourismCenter.com](mailto:TraceyBarton@BransonTourismCenter.com). Tracey is happy to answer your questions and provide you with a copy of our most recent edition.

Everyone at Branson Tourism Center and Branson.com works hard to continually enhance marketing efforts on behalf of every company who partners with us.

The printed Branson Visitor Guide is one more exceptional tool to get your business front and center with thousands of qualified potential visitors.



# VENDOR PORTAL FEATURES

Branson Tourism Center maintains an easy to access and use Vendor Portal for your convenience; it's a simple way to keep your property information up-to-date, allowing us to do the best possible job of marketing your company!

- You'll be provided with a pre-populated company profile.
- You'll be assigned a unique username and password to access your profile.
- You can revise or update information in your profile, and if you change anything, we'll receive an automatic message to review the information prior to activation on our websites.
- In addition to specific information regarding your property, you can print a shows/attractions schedule directly from the portal.

## *IT'S EASY TO USE THE VENDOR PORTAL! HERE'S WHAT YOU NEED TO DO:*

- Log on to: <https://book.branson.com/vendor/home/signin>.
- Make sure all the information we've included is accurate. You'll find tabs across the top of the page for each area of information about your property. Here's what's included in your profile:

### **LODGING:**

1. General: This is where you'll find your complete mailing address.
2. Testimonials: This tab allows you to include a statement about your experience working with Branson Tourism Center.
3. Contacts: Review the names of key contact people at your property that we've included. This could be your general manager and/or key people in your accounting department or marketing department. There's a box for you to add contacts or make corrections to the information included.
4. Amenities: You'll find a checklist of common amenities.
5. Rooms: This describes the types of rooms that BTC sells on your behalf.
6. Breakfast: This will show what type of breakfast you offer, if any, and details on the food offered.
7. Pools: Here's where we've included information on whether or not you have a pool and/or hot tub, is it indoor or outdoor, etc.
8. Photos: This tab allows you to submit photos for our use in marketing your lodging property.
9. Visitor Guide: Here you'll find the specifications for advertisements in our printed Branson Visitor Guide. You can also submit your Visitor Guide advertisement/artwork using the portal.
10. Feedback: BTC will include customer feedback we receive about your property in this area.

### **SHOWS & ATTRACTIONS:**

1. Your first two tabs reflect the current year, and the next. Under the current year's tab is where you'll find your mailing address, specifics about the theater where your show performs, a description and summary of your show or attraction, and specifics about your show like whether or not a meal is served, the show's length, etc.
2. Testimonial: This tab allows you to include a statement about your experience working with Branson Tourism Center.
3. Contacts: Review the names of key contact people at your property that we've included. This could be your general manager, box office manager, and/or key people in your accounting department or marketing department. There's a box for you to add contacts or make corrections to the information included.
4. Photos: This tab allows you to submit photos for our use in marketing your show or attraction.
5. Visitor Guide: Here you'll find the specifications for advertisements in our printed Branson Visitor Guide. You can also submit your Visitor Guide advertisement/artwork using the portal.
6. Feedback: BTC will include customer feedback we receive about your property in this area.





## BRANSON TOURISM CENTER WINS SOUTHWEST MISSOURI'S BETTER BUSINESS BUREAU 2017 TORCH AWARD *FOR MARKETPLACE ETHICS*

*COPY OF MARCH 27, 2017 PRESS RELEASE:*



"It was an honor just to be a finalist for the Torch Award," said Tammy Johnson, Vice President and General Manager of the Branson Tourism Center (BTC). "Actually winning the BBB Torch Award, with so many worthy nominees, is as humbling as it is awesome," she added.

Johnson said that it's a testimony to the dedication, effort, and character of Branson Tourism Center's employees and the Branson vendors they market for. "Our team 'makes it happen' every day as they share Branson and help its visitors have the very best Branson experience possible," she said. "The principles this award embodies, 'excellence in customer care, marketplace excellence, advancing marketplace trust and consumer leadership,' are an inherent part of our daily interactions with our customers and vendors. It's what we strive for every day," Johnson added.

Over the last 14 years, BTC has sold nearly 5 million show and attraction tickets and hundreds of thousands of room-nights in the Branson marketplace building trusted relationships with its valued customers and vendors. Johnson said, "From a business and economic perspective 'what' we have done is important. Equally important however, and what winning the 'Torch Award for Marketplace Ethics' signifies, is 'how' we did it."

### ABOUT BRANSON TOURISM CENTER

Branson Tourism Center, established in 2003, is a marketing company specializing in packaging and individual sales of lodging, shows, attractions and restaurants within Branson to prospective visitors. It's one of the area's largest providers of Branson travel services and employs close to 100 people. It is an accredited member of the Better Business Bureau of Southwest Missouri with an A+ rating. Among other organizations, it is a member of the Student & Youth Travel Association (SYTA), American Bus Association (ABA), National Tour Association (NTA), American Society of Travel Agents (ASTA), Religious Conference Management Association (RCMA), Branson Lakes Area Chamber of Commerce (BLACC), and Branson Lakes Area Lodging Association (BLALA). Branson Tourism Center may be reached by calling 1-800-978-1999.