

New park develops high-flying ad plan

Branson USA is flying a banner across Branson and Springfield.

By Jennifer McDonald
News-Leader

Branson USA Amusement Park is trying to create a buzz about its new business.

But you might miss it if you're not looking up.

The amusement park scheduled to open Friday has taken its advertising dollars to the air with a plane carrying an 80-foot banner.

The red, white and blue plane buzzed through the Springfield and Branson skies Wednesday.

The plane may only be heightening the excitement.

Todd Cassidy, business administrator of the amusement park, said the park turned away an estimated 600 people during Memorial Day weekend.

The airplane is owned by the park and it won't be the last time residents see it in the sky, Cassidy said. The plane will be flying within a 125-mile radius of Branson during the summer season.

Five pilots will take turns flying the plane during the summer, said Phyllis Rotrock, public relations director of the park.

"We'll be working with the cities we are flying over," she said.

The plane will be in the air from 10 a.m. to 5 p.m. daily, Rotrock said.

Branson USA is located at the old Mutton Hollow Entertainment Park and Craft Village. Bob Wehr bought the 112-acre park out of bankruptcy.

It will be open from 11 a.m. to midnight daily starting Friday.

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(Branson USA)

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