

# 2025 Results + 2026 Marketing Strategy

Visit   
Table Rock Lake



# 2025 delivered strong visitor value

Spending rose even with trip volume staying mostly flat.

# \$65.7M

total visitor spending **+16.5% vs 2024**

## 3.7M

visit nights

## 2.5M

trips

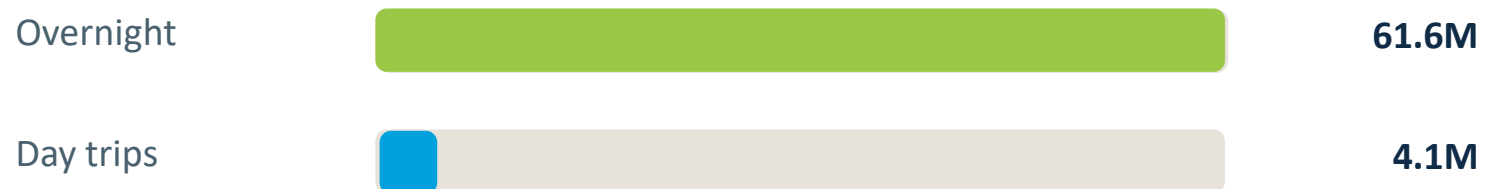
## 1.3M

overnight trips

## 1.2M

day trips

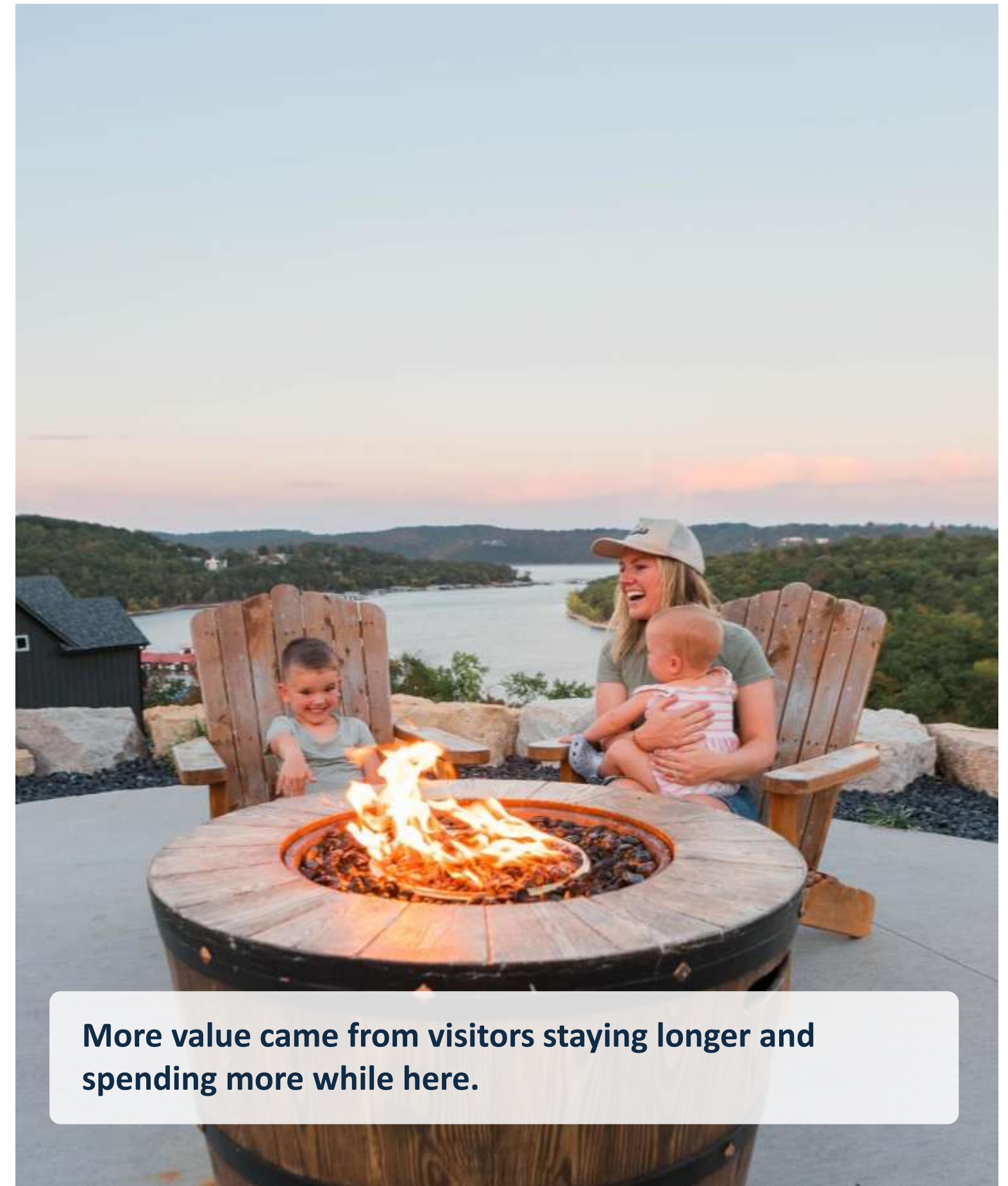
### Visitor spending was driven by overnight stays



### Top overnight origins



Source: Placer.ai



# 2025 marketing dollars went to work

Budget, funding mix, and website performance all moved in the same direction.

## \$493,000

2025 marketing budget

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**Funded by**

- Missouri Division of Tourism matching grant
- Missouri Division of Tourism SEM grant
- Tourism Community Enhancement District funds
- Silver Dollar City partnership
- Chamber funds backed by our partners

SEM Leisure	Google Prosp + Responsive	Google Remarketing	Google Video	Meta Propsecting	Meta Remarketing
<b>1,555,708</b> impressions	<b>54.7M+</b> impressions	<b>3.8M+</b> impressions	<b>6.1M+</b> impressions	<b>11.8M+</b> impressions	<b>5.5M+</b> impressions
<b>10.49%</b> CTR	<b>1.89%</b> CTR	<b>6.49%</b> CTR	<b>74.93%</b> VTR	<b>1.57%</b> CTR	<b>2.90%</b> CTR
Meta Video	Azira CTV	Tiki (AI Travel Planning)	iHeart Media Podcasts	NWA Targeted Email	OnMedia CTV
<b>2M+</b> impressions	<b>1.1M+</b> impressions	<b>197,508</b> impressions	<b>1,073,573</b> impressions	<b>997,500</b> impressions	<b>845,331</b> impressions
<b>2.41%</b> CTR	<b>98.99%</b> VTR	<b>8.92%</b> CTR		<b>17.30%</b> Open Rate	<b>96.50%</b> VTR
<b>Performed Above Industry Average</b>					

# Our digital footprint punched above our weight

VisitTableRockLake.com outperformed the state site on top page views.

## Comparing Top 5 Pages on Each Site

VisitTableRockLake.com



1.0M+

VisitMO.com



538.6K

VisitTableRockLake's top five pages cleared 1 million views, compared with 538,600 for VisitMO's top five.

## Top Pages Viewed on VisitTableRockLake.com

Home Page | Things to Do | Boating | Lodging  
Attractions | About Table Rock Lake | Info Request | Events

## VisitTableRockLake.com by the numbers.

1.4M

Website Views

862,000

New Users

3.9M

Events or Clicks

99,000+

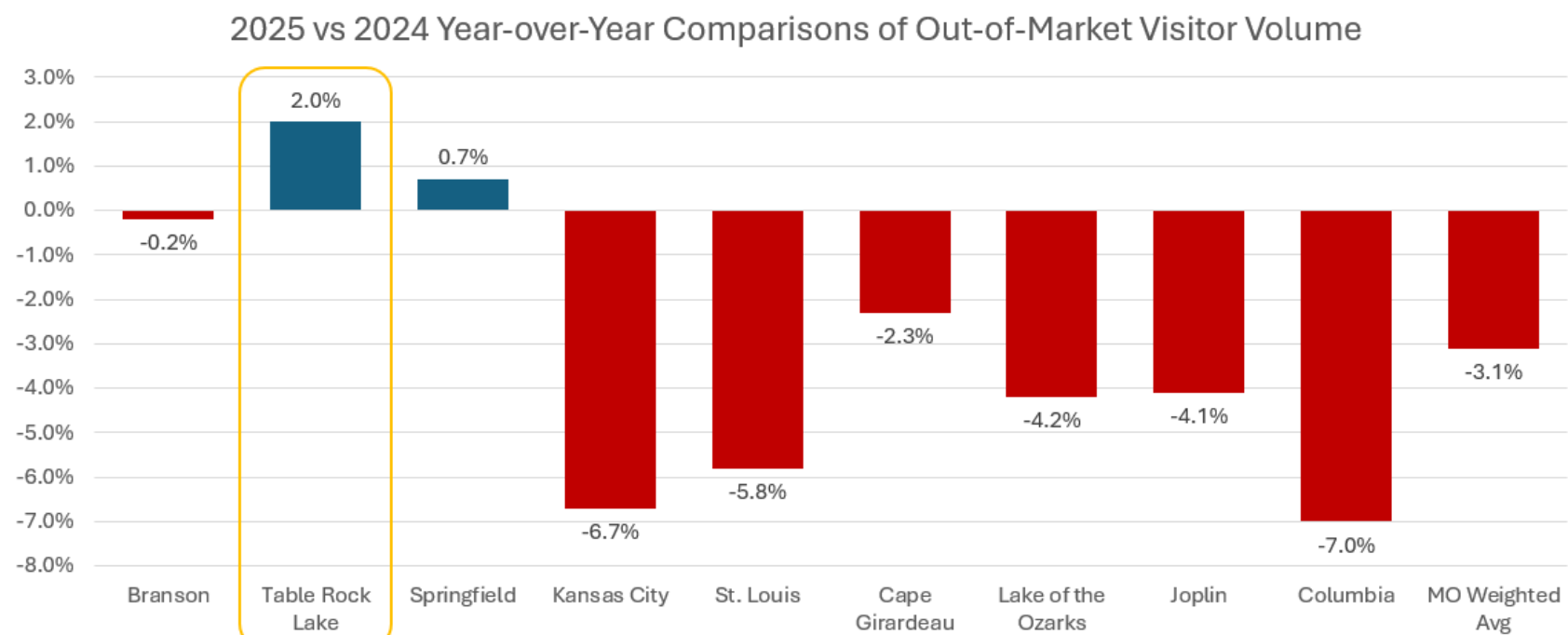
Clicks from  
VisitTableRockLake.com  
to area business websites

[More About the #1 Lake](#)

# 2025 travel trends shaped the 2026 message

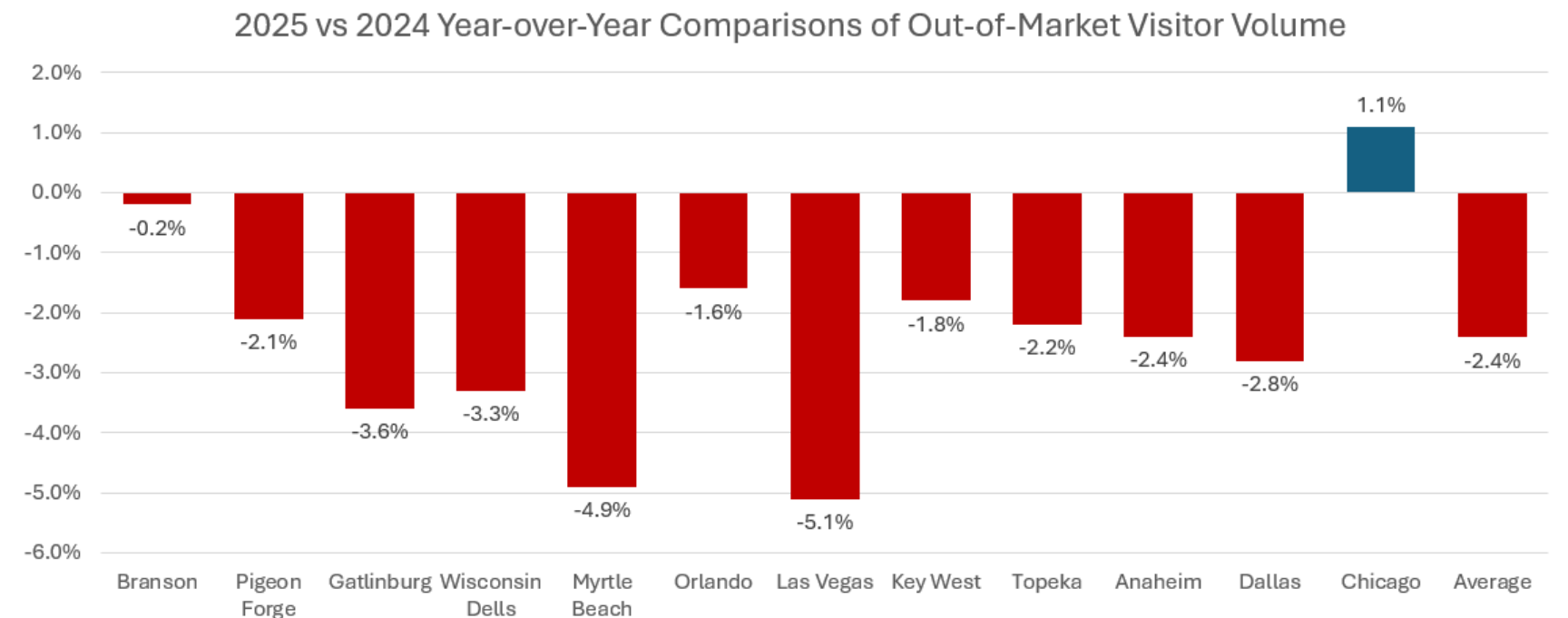
Travelers “cooled their jets,” but they are not anti-spending, just anti-waste.

## Missouri Destination Performance Comparison



Source: Placer.ai geolocation intelligence

## Nationwide Destination Performance Comparison

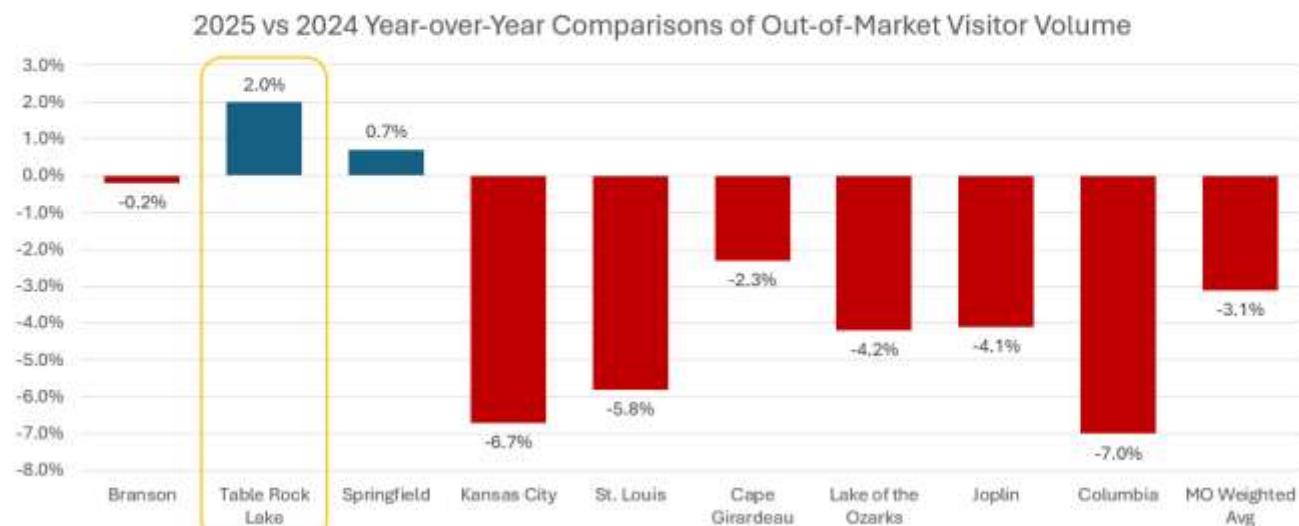


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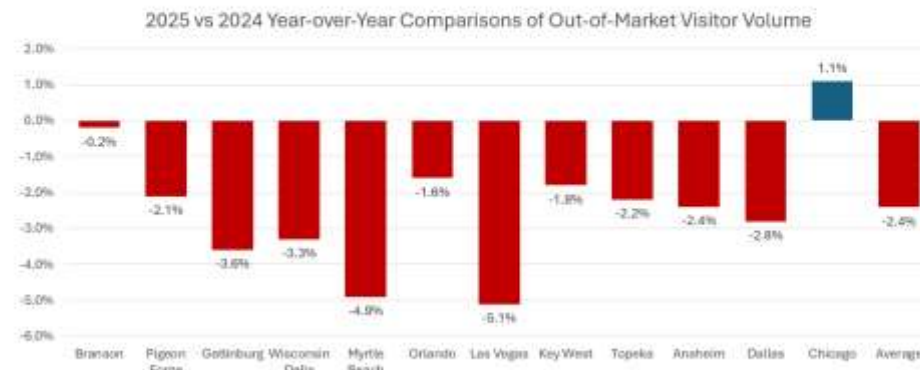
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## Nationwide Destination Performance Comparison



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## What that means for us

01

### Lead with joyful escape

Show Table Rock Lake as a break from uncertainty, not just another place to stay.

02

### Target by niche

Match creative to the traveler, from family fun to boating, fishing, and getaway seekers.

03

### Be crisp on value

Value still matters, but “affordable” is not the dream. Fun, memorable, and **worth-it** is.

Visitors want a good value that still feels exciting.

# The 2026 budget is already in motion

The strategy started with Missouri tourism grants and is expanding as lodging dollars are released.

## \$507K+

2026 marketing budget

### Funding mix

- Missouri Division of Tourism matching grant
- Missouri Division of Tourism SEM grant
- Tourism Community Enhancement District funds
- Stone County lodging tax funds
- Chamber funds backed by our partners

The 2026 plan grows as county lodging dollars are added to the base grants.

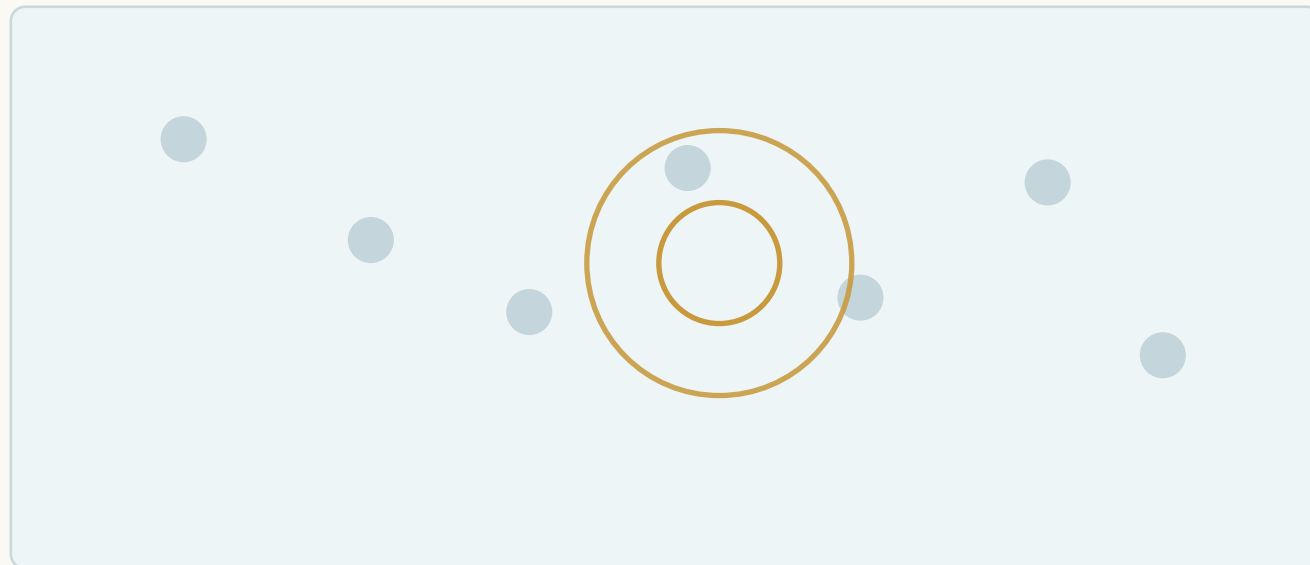


# Smarter targeting is the biggest upgrade

New data partnerships help us stop buying whole markets and start buying better visitors.

**Before**

**Buying broad geographies**

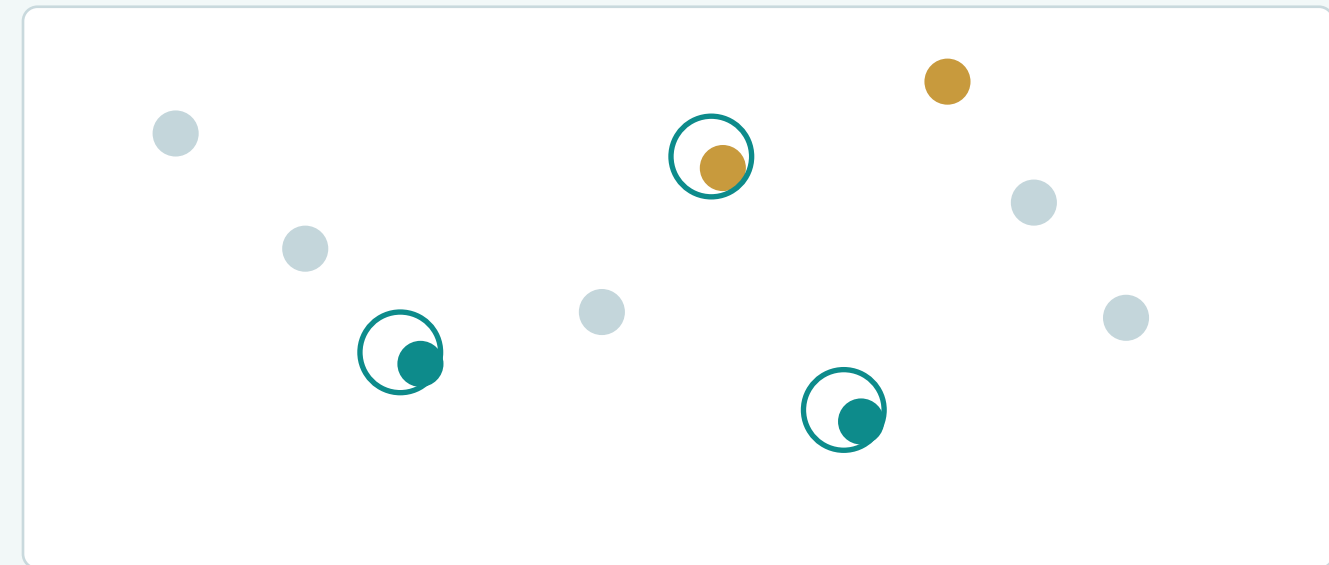


Whole DMA, whole state, and broad regional buys

**Lots of reach. Too much waste.**

**Now**

**Buying high-value ZIPs and cities**



Only the ZIPs and cities most likely to stay longer and spend more

**Better fit. Better efficiency.**

**Instead of serving ads to everyone in a market, we can focus on the pockets most likely to stay longer and spend more.**

ORIGIN	TRIPS	AVG MONTHLY VISITORS	VISIT NIGHTS	AVG DURATION	TOTAL SPEND	AVG SPEND/TRIP
Columbia-Jefferson City, MO	36,066	3,484	82,211	3.3 days	\$1.5M	\$40
Dallas-Ft. Worth, TX	34,098	3,332	100,085	3.9 days	\$1.4M	\$40
Omaha, NE	31,372	4,376	106,157	4.4 days	\$2.2M	\$69
Des Moines-Ames, IA	23,372	3,137	77,554	4.3 days	\$1.4M	\$59
Topeka, KS	22,776	2,548	64,459	3.8 days	\$1.0M	\$44
Paducah, KY-Cape Girardeau, MO-Harrisburg, IL	21,001	1,992	53,445	3.5 days	\$658.1K	\$31
Chicago, IL	20,678	2,525	72,959	4.6 days	\$1.1M	\$54
Memphis, TN	17,314	1,587	45,480	3.6 days	\$755.3K	\$44
Denver, CO	13,643	1,672	49,875	4.7 days	\$605.7K	\$44

ORIGIN	TRIPS	AVG MONTHLY VISITORS	VISIT NIGHTS	AVG DURATION	TOTAL SPEND	AVG SPEND/TRIP
Kansas City, MO	213,285	21,599	533,669	3.5 days	\$7.6M	\$36
St. Louis, MO	194,237	20,144	530,117	3.7 days	\$10.9M	\$56
Tulsa, OK	73,916	7,625	163,787	3.2 days	\$2.4M	\$33
Little Rock-Pine Bluff, AR	66,757	6,971	145,655	3.2 days	\$1.9M	\$29
Wichita-Hutchinson, KS Plus	62,657	6,877	184,429	4.0 days	\$2.5M	\$40
Ft. Smith-Fayetteville-Springdale-Rogers, AR	50,043	4,622	102,467	3.0 days	\$1.1M	\$22
Oklahoma City, OK	48,843	4,880	130,265	3.7 days	\$2.0M	\$41
Joplin, MO-Pittsburg, KS	47,222	4,370	97,671	3.1 days	\$1.3M	\$28
Springfield, MO	45,916	4,267	91,706	3.0 days	\$683.6K	\$15

# POI'S

For lodging providers who have more than one property or unit, at an address other than what is posted in our member record we will be asking for your help!

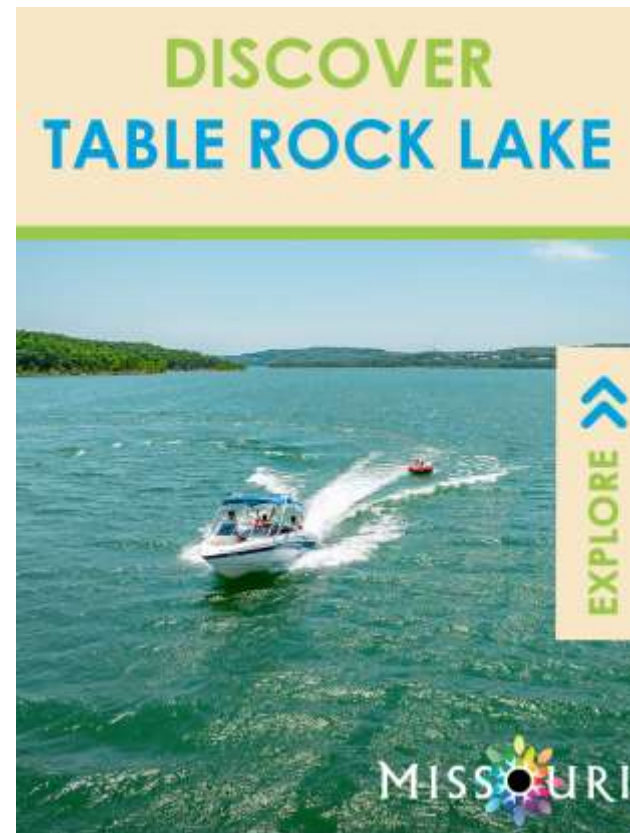


# What is new in the 2026 channel mix?

New placements, stronger segmentation, and better search visibility are broadening the plan.

## This year's additions

- 01 Creative refresh**  
Updated ads and video better match the way travelers want Table Rock Lake to feel.
- 02 Magazine placements**  
*KC Magazine and Omaha Magazine* add reach in strong drive markets.



**FAMILIAR. EASY.  
UNFORGETTABLE.**  
**REDISCOVER MISSOURI'S TABLE ROCK LAKE**

If you're craving a real summer vacation, Table Rock Lake delivers. Clear water, 800 miles of shoreline, and that laid-back lake life you know and love, with plenty of adventure when you want it.

[www.VisitTableRockLake.com](http://www.VisitTableRockLake.com)

**This year's additions continued...**

03

**Geofencing outdoor shows**

KC and Chicago events let us meet travelers where intent is already high.

04

**SEO for AI search**

Website visits may drop over time, but accurate, high quality site content matters even more, so we have partnered with SEO experts at Madden Media to ensure VisitTableRockLake.com is optimized for AI travel planning.

05

**Email Upgrades**

Better segmentation, delivery, open rates service the tens of thousands of visitor emails we regularly remarket Table Rock Lake.

06

**Public Relations**

Working with Madden Media to pitch stories about Table Rock Lake and bring writers to the area



# SEO Project with Madden Media

Earned media and destination storytelling are a bigger part of how Table Rock Lake will show up in 2026.

01

## Zero Click Searches Continue to grow

You can find information and plan your vacation without ever clicking to a website. However, AI has to get the information from somewhere!

02

## Real insights from a human will boost your SEO

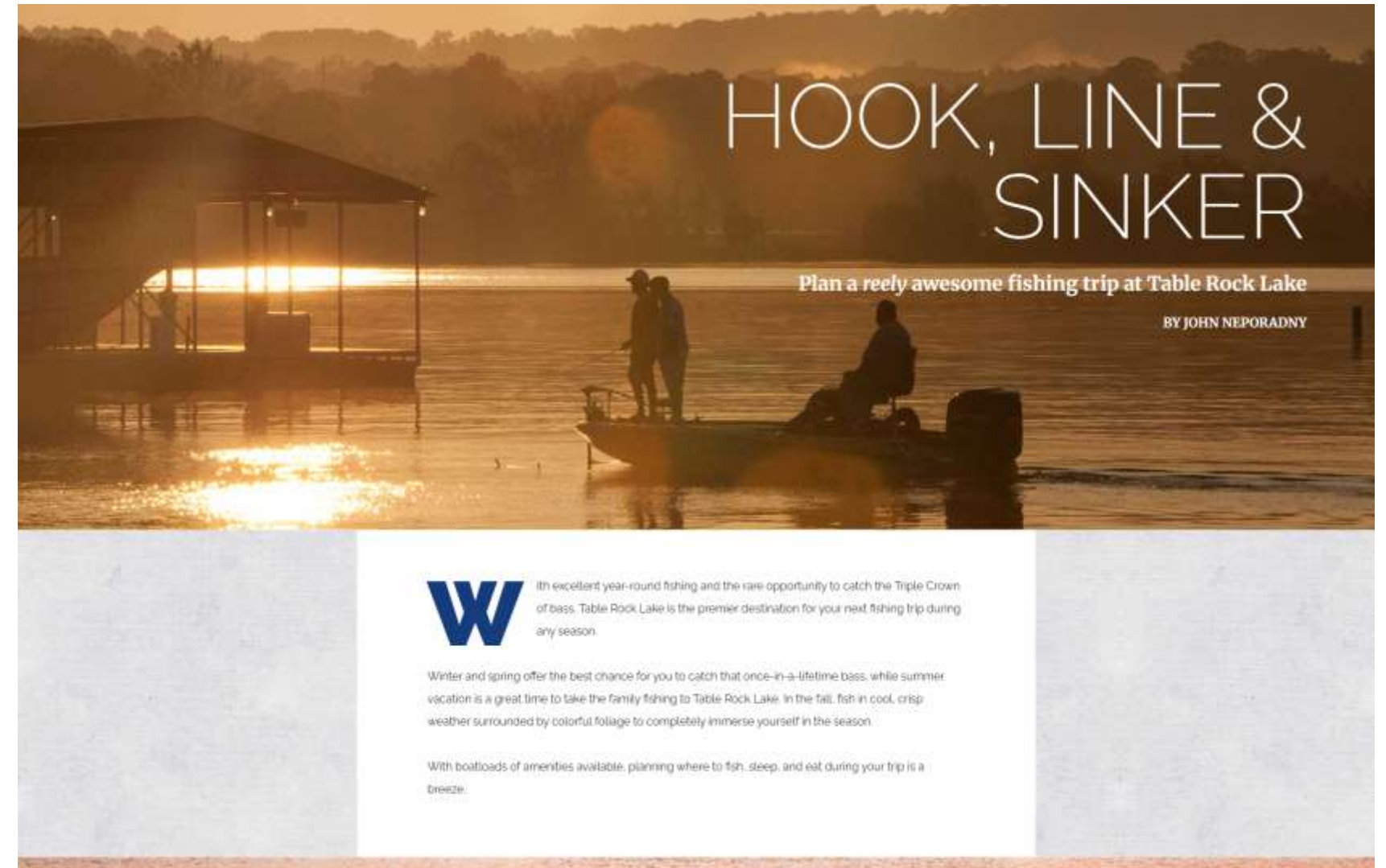
Attributing content to a name or even adding quotes is highly valued by Google... as Friday!

03

## Trust Signals for Search

Search engines are looking for trust signals that this is real content from a good source. **Madden Media did an SEO site audit on VisitTableRockLake.com and found that a business being listed on this site will improve your search engine results 30-35% due to trust signals.**

*(GEO: Generative Engine Optimization, Aggarwal, et al., (2024).)*



**How you can help!**  
[www.visittablerocklake.com/seo-input](http://www.visittablerocklake.com/seo-input)

# Madden Media PR Strategy for 2026

Earned media and destination storytelling are a bigger part of how Table Rock Lake will show up in 2026.

01

## Supports tourism marketing

PR adds another layer to the marketing mix through earned media, destination storytelling, and third-party visibility.

02

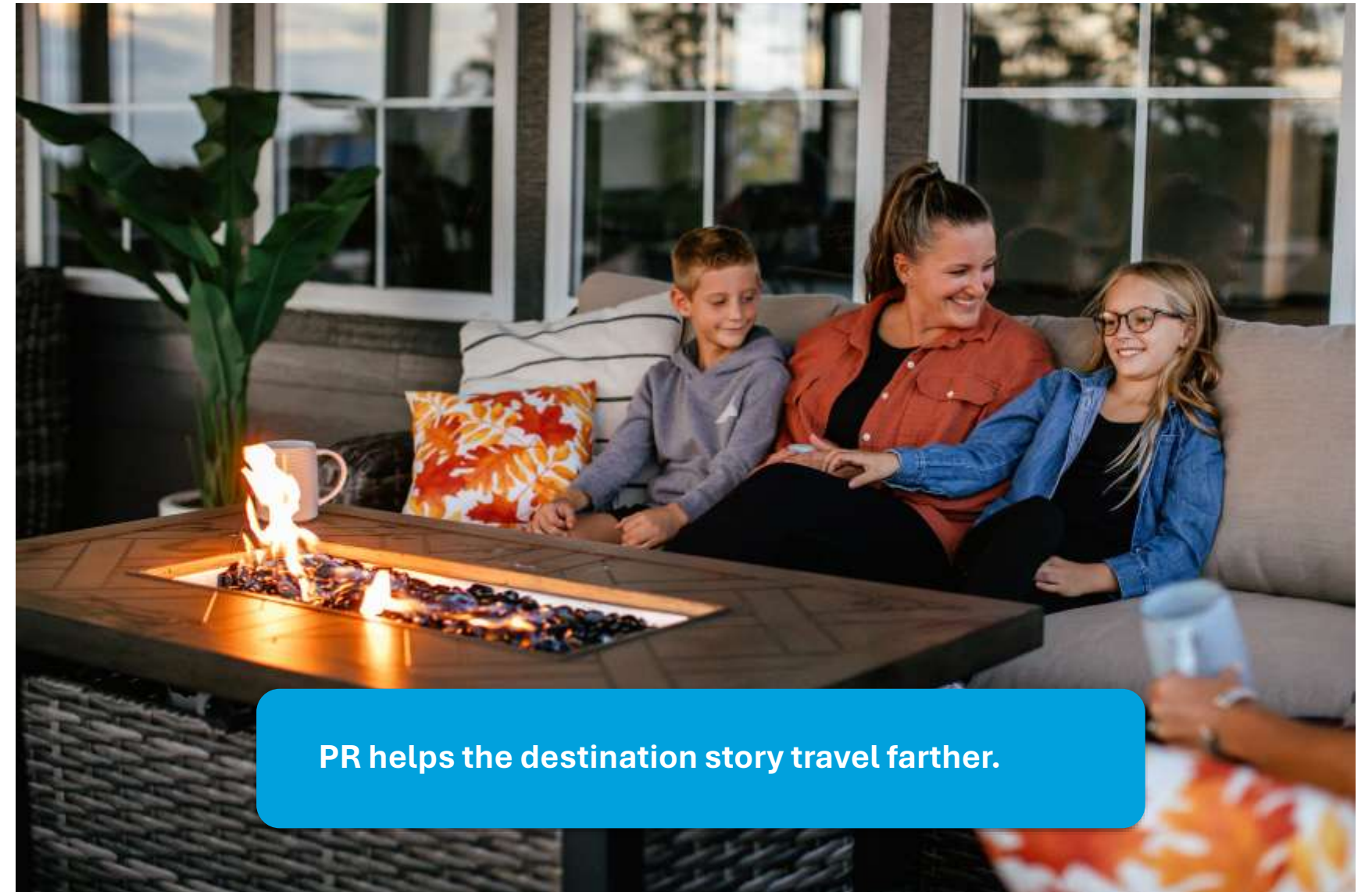
## Core capabilities

3 individual press trips, Outdoor Writers Association of America participation, and Media monitoring

03

## Strategic role

Increase visibility, shape the destination story, and connect Table Rock Lake with the right media audiences.



# But wait, there's more!

Stay visible year-round, keep the creative fresh, and keep widening the channel mix.

# Visit Table Rock Lake

## Market all 12 months

Stopping and starting costs us efficiency.

## Keep creative current

Fresh ads and video help the message stay relevant.

## Keep diversifying channels

More ways to reach the right traveler at the right time

# Thank you!

And thank you to the partners and members who make this work possible.

