

MARCH SPONSOR



Table Rock Lake
Chamber of Commerce

MEMBER
LUNCHEON

An aerial photograph of Table Rock Lake, showing a large white boat with a blue canopy and a red inflatable ring moving across the water, leaving a white wake. The lake is surrounded by lush green trees and hills under a blue sky with light clouds. A white vertical bar is on the left side of the image.

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

Overnight



61.6M

Day trips



4.1M

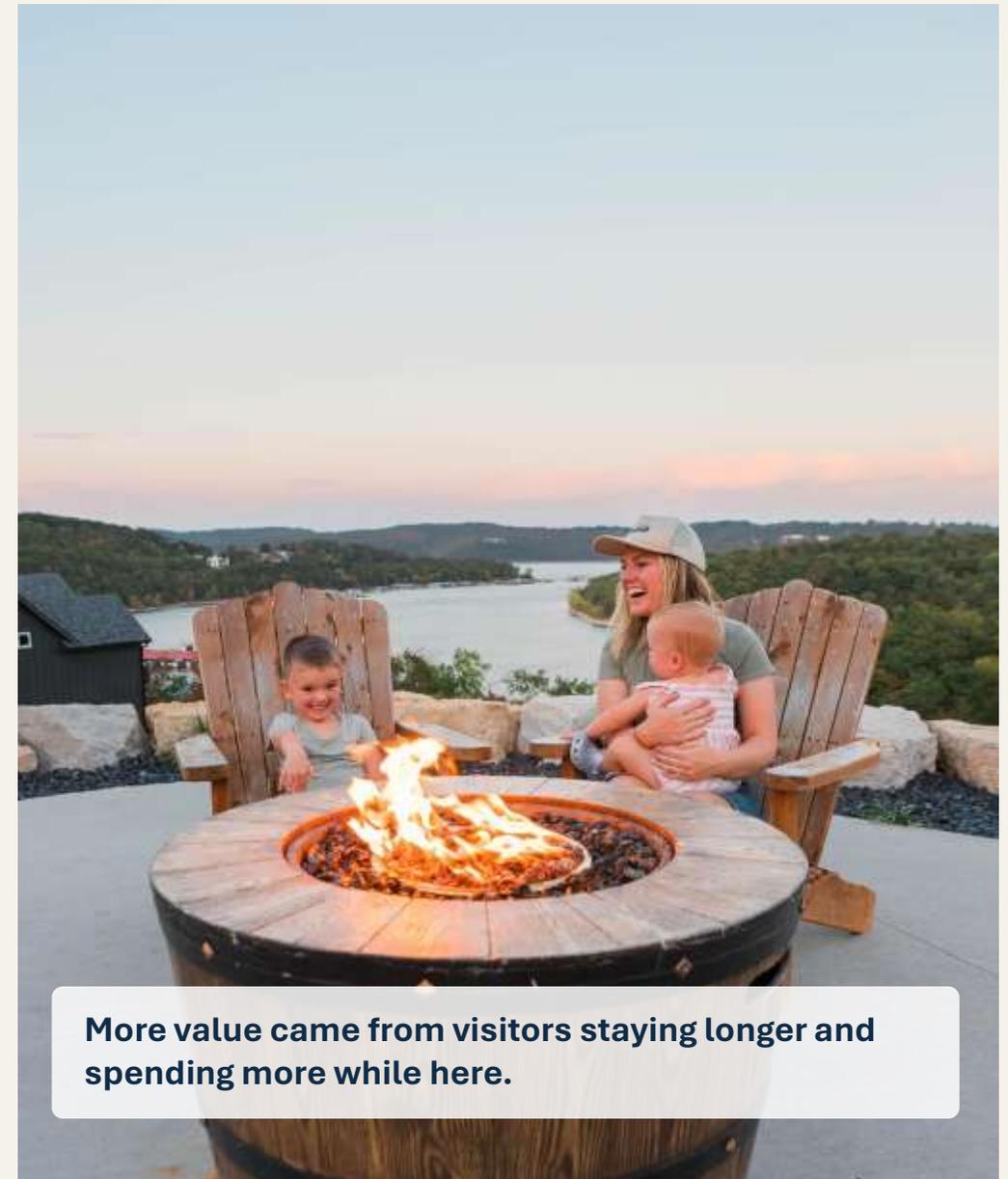
Top overnight origins

Kansas City

St. Louis

Tulsa

Source: Placer.ai



More value came from visitors staying longer and spending more while here.

2025 marketing dollars went to work

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

\$493,000

2025 marketing budget

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

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+

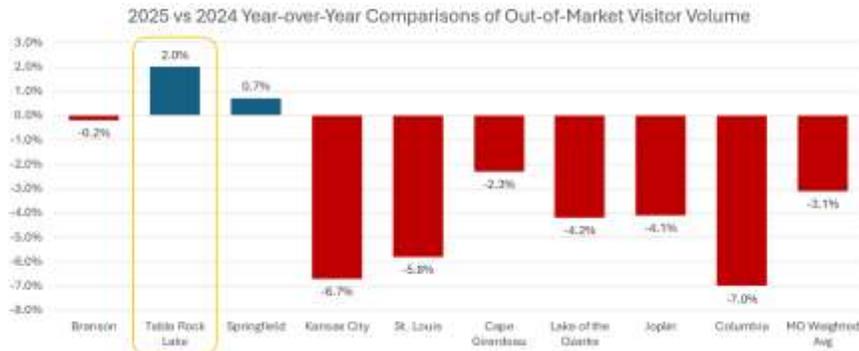
Clicks from
VisitTableRockLake.com
to area business websites

[More About the #1 Lake](#)

2025 travel trends shaped the 2026 message

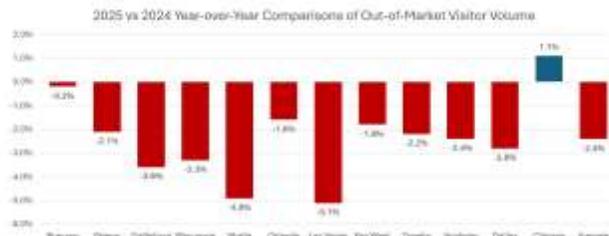
Travelers “cooled their jets,” but they are not anti-spending, just anti-waste.

Missouri Destination Performance Comparison



Source: PwC's proprietary intelligence

Nationwide Destination Performance Comparison



Source: PwC's proprietary intelligence

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

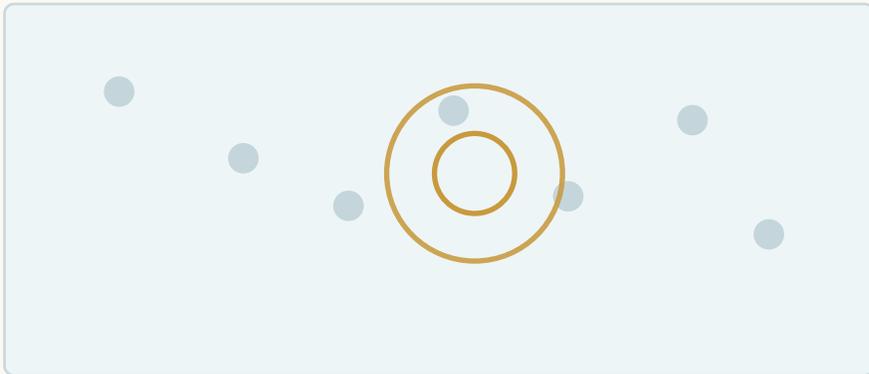
The 2026 plan grows as county lodging dollars are added to the base grants.



Smarter targeting is the biggest upgrade

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

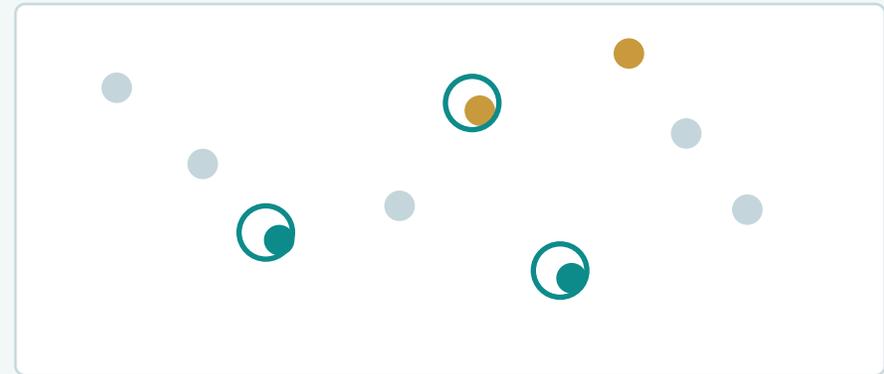
Before Buying broad geographies



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
Kansas City, MO	342,941	34,191	549,134	3.5 days	\$10.5M	\$31
St. Louis, MO	300,377	30,453	536,245	3.7 days	\$11.7M	\$39
Ft. Smith-Fayetteville-Springdale-Rogers, AR	193,272	18,686	108,396	3.0 days	\$2.8M	\$14
Springfield, MO	182,978	15,723	95,547	3.0 days	\$1.8M	\$10
Tulsa, OK	181,516	18,203	164,698	3.2 days	\$4.1M	\$23
Little Rock-Pine Bluff, AR	163,745	16,810	141,825	3.2 days	\$3.2M	\$19
Joplin, MO-Pittsburg, KS	157,384	14,552	106,025	3.1 days	\$2.2M	\$14
Wichita-Hutchinson, KS Plus	99,257	10,425	182,201	4.0 days	\$3.1M	\$32
Oklahoma City, OK	91,542	9,172	133,287	3.7 days	\$2.5M	\$27

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

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



Visit Table Rock Lake

But wait, there's more!

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

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.



VISIT TABLE ROCK LAKE

FY26 AGENCY SERVICES



Your Madden Team



ACCOUNT LEADERSHIP



Jake Sillavan
VP, Destination
Strategy



Taylor Goessmann
Director, Destination
Strategy



Heather Molina
VP, Strategic Insights
& Marketing Analytics



Isa Kauffman
Account Strategist

MEDIA



Amy Kaczynski
Senior Media Director



Erin Giambelluca
Senior Media Buyer



Sugi Nanjappan
Media Specialist

SEO & UI/UX



Dylan Scacchetti
MarTech Director
(SEO Strategy)

PUBLIC RELATIONS



Brianna Francis
Vice President of
Communications and
Strategy



Samantha Gerhart
Associate Director, PR
Campaigns and Events



Jean Minns
PR Account Executive

WHAT'S NEW IN 2026



PUBLIC RELATIONS



OUR PR CAPABILITIES

As part of an integrated marketing strategy, we leverage media relations to amplify key messages in earned media channels.



Media Relations

We'll identify top consumer, industry, and local publications to engage journalists and earn media placements.



Media Monitoring and Reporting

We will track media coverage based on designated KPIs using Muck Rack and share results and takeaways in our reporting.



Press Trips

One of the strongest opportunities for Table Rock Lake is engaging with top media via press visits which contextualize the rich storytelling opportunities of the destination.



Events and Activation

Madden will plan and execute media events in key markets to bring your brand directly to target media.



Marketplace Representation

Madden Media can represent Table Rock Lake at key marketplaces such as International Media Marketplace or IPW, via coordinated deskside appointments.



Crisis Communications

Our team brings expertise in managing crisis messaging for both internal and external audiences. From proactive messaging to sensitive reactive communications, we are prepared to work alongside your team and legal counsel to create clarity and a state of readiness.

TOURISM PR AND INFLUENCER EXPERTISE



YOUR MADDEN TEAM IS AN EXTENSION OF

YOUR TEAM



Brianna Francis
Public Relations Director



Meghan Gearino
PR Senior
Account Executive



Daisy Murillo
PR Senior
Account Executive



Jean Minns
PR Account Executive



Jodi Casalvieri
PR Account Executive



Emily Herman
Associate Director,
Public Relations



Christine Skofronick
PR Senior
Account Executive



Rebecca Doser
Senior Associate
Director, Public Relations



Sam Gerhart
Associate Director,
PR Campaigns + Events



Grace Devine
PR Senior
Account Executive



Kaylie Trotman
PR Account Executive



Haley Yax
Creative Services Manager



Allison Masterson
PR Account Executive



Phil Novoa
Senior Strategic
Director, Public Relations



Josh Johnson
Creative Services Director



Kiersten Jefferson
Influencer
Marketing Specialist

PR Strategy in Action

COMMUNITY FIRST

- Amplifying Role of the DMO
- Resident Engagement
- Crisis Preparedness

STORYTELLING

- Targeted Media Pitching
- Data-Driven Integrated Approach
- Cross-Platform Storytelling

ACTIVATING MEDIA

- Leveraging New Media Landscape
- Influencer Partnerships
- Experiential Marketing and Activations

COMPETITIVE POSITIONING

- Unique Selling Position Development
- Media Placements and Industry Awards
- Thought Leadership

Earned Media Approach

In a shrinking media landscape, our team will **lean heavily on media relationships** to help land the right angles with the right storytellers.



Tell The Deeper Story

Storytelling is more important than ever. To break through, we will **lean into local voices** that demonstrate the quality of your “only here” story.



Timing is Everything

Our relationships with editors help us **navigate timing your stories** to their editorial calendars.



Pitching Passions

We don't just target outlets, we **target the passions** of journalists, matching their interests to **YOUR** story.



Seeing is Believing

We match our network of freelance writers, editors and influencers to the unique opportunities taking place in the Ozarks region and **bring them to see it.**



PR STRATEGY: ANGLES & PILLARS

THE ADVENTURE LAKE: TABLE ROCK IS A WATER LOVER'S PARADISE

- The Place for Bass Fishing
- Boating, jet skis, water skiing and wakeboarding
- Spans 43,000 acres, nearly 800 miles of shoreline, 24 public boat launches, boasts 14 public marinas - only 1 Table Rock Lake

AMERICA'S BEST KEPT SECRET FOR FAMILY VACATION

- Easy, Accessible, Affordable and Approachable
- Drive to destination
- Natural beauty
- Family-Friendly

DIVE INTO FUN: THE ULTIMATE FAMILY-FRIENDLY LAKE IN THE OZARKS

- Balanced mix of entertainment and outdoor adventure
- Unique lodging - luxury Resorts, lakefront cabins, camping, VRBOS
- Reconnect with nature, family and friends



2026 DELIVERABLES

- **Core Media Relations Strategy**
- **Media Monitoring**
- **3 Individual Press Trips**
- **Media Marketplace Representation**
 - ◆ OWAA - Outdoor Writers Association of America

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