

TOURISM MARKETING INVESTMENT REPORT

Visit Table Rock Lake

Lodging tax-funded marketing began in February 2026

This report summarizes completed tourism marketing work during the first quarter of 2026. Lodging tax-funded activity began in February, so the investment overview focuses primarily on work completed in February and March.

QUARTER AT A GLANCE

237,000

WEBSITE USERS

Reported across the quarter

18,620

BUSINESS REFERRALS

Direct clicks to area business websites

47,000+

VACATION GUIDES

Printed guides distributed

WHERE TOURISM MARKETING DOLLARS WENT

VISITOR INFORMATION

Distributed more than 47,000 vacation guides that helped visitors find lodging, dining, attractions and outdoor recreation.

SEO AND AI SEARCH

Invested in search visibility, content improvements and technical website work so Table Rock Lake could be found during online trip planning.

PUBLIC RELATIONS

Established a formal earned media program and began proactive destination storytelling with regional and national travel media.

COMMUNICATION AND PROMOTION

Added a new visitor email system and supported tourism exposure through Lake Life Expo and Stone County Event Center sponsorships.

QUARTER TAKEAWAY

The first quarter established the tools and channels needed for a more consistent tourism marketing program: visitor information, direct communication, earned media, search visibility and stronger connections to local businesses.

VISITOR INFORMATION AND PROMOTION

VACATION GUIDE DISTRIBUTION

47,000+

VACATION GUIDES DISTRIBUTED

- The Visit Table Rock Lake Vacation Guide was placed in the hands of travelers and at travel-planning locations to support trip decisions before and during a visit.
- The guide organized information about lodging, attractions, dining, boating, fishing and other recreation in one visitor-friendly resource.
- Business listings and destination information helped turn general interest in Table Rock Lake into specific planning actions.

VISITOR EMAIL AND AUDIENCE SEGMENTATION

MASS EMAIL SYSTEM

COMPLETED INVESTMENT: Added a dedicated mass email platform for visitor communication.

WHAT IMPROVED: Strengthened email delivery and open rates while allowing audiences to be grouped by interests.

TOURISM VALUE: Made it easier to send relevant information about lodging, fishing, family activities, events and seasonal travel.

SPONSORSHIPS AND DESTINATION PROMOTION

LAKE LIFE EXPO

Sponsorship placed Table Rock Lake in front of an audience already interested in boating, recreation and the lake lifestyle.

STONE COUNTY EVENT CENTER

Sponsorship supported destination visibility and helped connect visitor promotion with an active Stone County venue.

CONNECTION TO LOCAL BUSINESSES

VisitTableRockLake.com generated 18,620 direct clicks to area business websites. These referrals connected travelers with lodging, dining, attractions, shopping and recreation.

PUBLIC RELATIONS, SEARCH AND WEBSITE RESULTS

PUBLIC RELATIONS AND EARNED MEDIA

FORMAL PUBLIC RELATIONS PROGRAM

Built a coordinated approach: Visit Table Rock Lake established a formal public relations program centered on media relations, media monitoring and destination storytelling.

Developed clear story themes: Outreach focused on family-friendly lake vacations, outdoor recreation, fishing and an accessible Ozarks getaway.

Strengthened third-party credibility: Earned media adds trusted voices to the marketing mix and helps search engines and AI tools recognize Table Rock Lake as a relevant travel destination.

SEO AND AI SEARCH

WORK COMPLETED

Developed and improved FAQ content to answer common visitor questions.

Optimized destination pages for search.

Cleaned up broken or outdated pages and improved website structure.

Improved crawlability and indexation so search engines can better understand key pages.

EARLY SEARCH RESULTS

6,016 organic URL clicks were recorded from February through March.

The site appeared approximately 386,100 times in search results.

Strong-performing content included the home page, fishing report, attractions, lake map and places to stay.

AI-referred sessions increased substantially compared with the previous year, showing early growth in this travel-planning channel.

WEBSITE RESULTS

VISITOR CONNECTIONS

237,000

REPORTED WEBSITE USERS

18,620

CLICKS TO AREA BUSINESSES

47,000+

GUIDES DISTRIBUTED

WHY THIS MATTERS

The website, vacation guide, email system, public relations and search work function together. Each channel helps a traveler move from awareness to planning and then to a local business.

PLACER.AI TOURISM PERFORMANCE CONTEXT

Placer.ai estimates visitor activity for travelers whose home location is more than 50 miles from Stone County. These figures provide context for tourism marketing decisions and are not presented as results caused solely by one campaign.

QUARTER TOURISM ACTIVITY

248.1K

TOTAL TRIPS

Travelers living 50+ miles away

77.0K

AVG. MONTHLY VISITORS

Estimated monthly visitor volume

366.6K

VISIT NIGHTS

Estimated nights spent in Stone County

TRIP MIX AND VISITOR VALUE

DAY AND OVERNIGHT TRIPS

142.7K

OVERNIGHT TRIPS

57% OF TRIPS

105.5K

DAY TRIPS

43% OF TRIPS

SPENDING AND LENGTH OF STAY

AVERAGE TRIP DURATION

2.6 nights

OVERNIGHT TRIP SPEND

\$3.5M

DAY TRIP SPEND

\$2.6M

TOP OVERNIGHT ORIGIN MARKETS

50+ mile overnight stays to Stone County

1

Kansas City, MO

21.8K

overnight trips

2

St. Louis, MO

17.7K

overnight trips

3

Springfield, MO

9.2K

overnight trips

QUARTER CONTEXT

The first quarter reflects the winter and early spring travel period. Placer.ai estimated 248,100 trips and \$6.2 million in visitor spending from travelers living more than 50 miles away.