

TOURISM MARKETING INVESTMENT REPORT

Visit Table Rock Lake

During the second quarter, tourism marketing dollars supported a coordinated mix of earned media, search and AI visibility, digital event promotion, visitor information, sponsorships and destination exposure.

QUARTER AT A GLANCE

426,000

WEBSITE USERS

Reported across monthly website analytics

42,165

BUSINESS REFERRALS

Direct clicks to area business websites

35

MEDIA PLACEMENTS

Earned and monitored coverage

5,500

VACATION GUIDES

Distributed during the quarter

COMPLETED INVESTMENT AREAS

PUBLIC RELATIONS

35 reported placements in national and regional outlets helped position Table Rock Lake for family travel, recreation, fishing and events.

SEO AND AI SEARCH

Search optimization, technical website fixes and AI visibility work helped travelers find trusted Table Rock Lake information.

DIGITAL ADVERTISING

Meta advertising promoted local events, lodging and destination experiences to potential visitors.

PARTNERSHIPS AND DISTRIBUTION

Vacation guide distribution, event sponsorships and film support expanded destination exposure.

QUARTER TAKEAWAY

The second quarter used several channels at once. Earned media built credibility, search and AI work improved discovery, digital ads supported visitor activity, and the website connected travelers directly to local businesses.

PUBLIC RELATIONS AND EARNED MEDIA

QUARTER RESULTS

35

REPORTED PLACEMENTS

April through June

348.5M

REPORTED UVM

Combined potential monthly audience

\$3.25M

ESTIMATED AVE

Comparable advertising value

MONTHLY COVERAGE OVERVIEW

APRIL

11 PLACEMENTS

114.2 million reported UVM

\$1.06 million estimated AVE

- **Parade:** America's best theme parks
- **Yahoo Sports:** Bass Pro Tour at Table Rock Lake
- **Southern Living:** Southern lake towns
- **417 Magazine:** America's 250th at Big Cedar Lodge

MAY

12 PLACEMENTS

149.3 million reported UVM

\$1.38 million estimated AVE

- **USA Today:** Affordable family vacations and lake resorts
- **National Geographic Traveler:** Best lakes in the U.S.
- **Midwest Living:** Midwest lake escapes
- **417 Magazine:** Summer activities and water recreation

JUNE

12 PLACEMENTS

85.0 million reported UVM

\$818,400 estimated AVE

- **AARP:** Amazing outdoor concert venues
- **Reader's Digest:** Weekend getaways by state
- **Condé Nast Traveler:** Hotels for golf travelers
- **417 Magazine:** Kimberling City food scene

WHAT THE COVERAGE COMMUNICATED

- Table Rock Lake as a family-friendly and affordable vacation destination.
- Outdoor recreation including boating, fishing, watersports, golf and lake activities.
- Major attractions, lodging properties, restaurants and community events throughout Stone County.
- A destination story supported by respected third-party publications, not only paid advertising.

UVM means Unique Visitors per Month and represents an outlet's potential monthly audience. AVE means Advertising Value Equivalency. Combined figures may include overlapping audiences and should not be read as unduplicated people reached.

SEO AND AI SEARCH

WHY THIS INVESTMENT MATTERS

Travelers increasingly receive recommendations directly from Google results and AI tools. Search optimization helps Visit Table Rock Lake remain a trusted source throughout the travel-planning process, including searches where the traveler may not immediately click to a website.

SEARCH PERFORMANCE

14,510

ORGANIC URL CLICKS

April through June

1.12M

URL IMPRESSIONS

Pages shown in search results

739,400

SITE IMPRESSIONS

Search visibility across the site

KEY RESULTS AND WORK COMPLETED

VISIBILITY RESULTS

Average ranking position for tracked keywords improved 55% from February through May, led by Table Rock Lake searches.

Search impressions increased 7% to approximately 715,000 during the same comparison period.

High-interest pages included attractions, fishing, the lake map, lodging, fireworks, restaurants on the water and camping.

Organic clicks increased from the first quarter as travelers moved into peak-season planning.

TECHNICAL AND CONTENT WORK

Corrected canonical and duplicate-page signals that can confuse search engines.

Cleaned up broken links and 404 errors.

Optimized major landing pages and continued FAQ development.

Improved crawlability and indexation so search engines and AI tools could more easily use accurate website content.

AI SEARCH VISIBILITY

237%

YEAR-OVER-YEAR INCREASE IN MEASURED AI VISIBILITY

AI referral data showed visitors arriving from ChatGPT, Gemini, Claude and Perplexity. The April-June dashboard recorded 186 AI-referred sessions and 166 users, showing that AI tools are becoming another path to Table Rock Lake information.

META ADVERTISING FOR LOCAL VISITOR ACTIVITY

Tourism marketing dollars supported Meta advertising that promoted events and experiences capable of creating travel interest and overnight stays.

- America's 250th Birthday, with lodging-focused messaging
- Stone County Event Center
- Kimberling City SummerFest
- Black Oak Amphitheater

These campaigns helped extend the reach of local events beyond existing followers and connected destination activity with reasons to visit and stay in Stone County.

VISITOR INFORMATION AND PARTNERSHIPS

VACATION GUIDES

5,500 guides distributed during the quarter.

Guides gave travelers a printed planning resource featuring lodging, attractions, dining and recreation.

Distribution complemented the website and digital campaigns by reaching travelers in person.

LOCAL PROMOTION

Continued sponsorship support for the Stone County Event Center and Lake Life Expo.

Provided financial support for movie filming at Table Rock Lake, helping showcase the destination and support local production.

These investments expanded destination visibility through events, partnerships and filmed imagery.

WEBSITE CONNECTIONS TO AREA BUSINESSES

QUARTER CONNECTIONS

426,000

REPORTED WEBSITE USERS

42,165

DIRECT BUSINESS REFERRALS

5,500

GUIDES DISTRIBUTED

HOW LOCAL BUSINESSES BENEFITED

VisitTableRockLake.com served as a bridge between destination marketing and local businesses. More than 42,000 outbound clicks sent travelers directly to area lodging, attractions, restaurants, retailers and recreation providers during the quarter.

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

678.9K

TOTAL TRIPS

Travelers living 50+ miles away

209.0K

AVG. MONTHLY VISITORS

Estimated monthly visitor volume

1.0M

VISIT NIGHTS

Estimated nights spent in Stone County

TRIP MIX AND VISITOR VALUE

DAY AND OVERNIGHT TRIPS

358.1K

OVERNIGHT TRIPS

53% OF TRIPS

320.8K

DAY TRIPS

47% OF TRIPS

SPENDING AND LENGTH OF STAY

AVERAGE TRIP DURATION

2.9 nights

OVERNIGHT TRIP SPEND

\$9.3M

DAY TRIP SPEND

\$8.3M

TOP OVERNIGHT ORIGIN MARKETS

50+ mile overnight stays to Stone County

1

Kansas City, MO

57.8K

overnight trips

2

St. Louis, MO

51.1K

overnight trips

3

Tulsa, OK

16.4K

overnight trips

QUARTER CONTEXT

Compared with January-March, Placer.ai estimated 173.6% more trips, 185.5% more visit nights and 185.1% more visitor spending during the spring and early summer travel period.