Table Rock Lake Chamber of Commerce

JULY - SEPTEMBER 2026

TOURISM MARKETING INVESTMENT REPORT

Visit Table Rock Lake

Quarter 3 tourism marketing sustained Table Rock Lake visibility beyond the summer peak through paid media, fall campaign creative, earned media, outdoor writer outreach and destination website activity. The source files provided include July and August monthly performance; September-specific monthly analytics were not included, so aggregate figures below reflect documented results through August where noted.

QUARTER AT A GLANCE

102,000
WEBSITE USERS
Documented July-August

21,499
BUSINESS REFERRALS
Outbound clicks to area businesses

16
MEDIA PLACEMENTS
Documented July-August

2.71M
PAID IMPRESSIONS
Documented July-August

COMPLETED INVESTMENT AREAS

PUBLIC RELATIONS

Earned media placed Table Rock Lake in national and regional travel coverage, while media relationships expanded through the Outdoor Writers Association of America conference.

SEO AND AI SEARCH

The ongoing search and AI visibility program supported trusted destination content, while new seasonal website content strengthened fall trip-planning information.

PAID MEDIA

Google and Meta campaigns expanded reach and traffic, with new Demand Gen and Meta Video placements added during the quarter.

FALL CAMPAIGN

Fall creative launched across Google and Meta and directed travelers to a seasonal getaway page featuring trip ideas and a fishing report for the 'ber' months.

QUARTER TAKEAWAY

Quarter 3 moved from peak-summer demand into shoulder-season marketing. Paid media scaled quickly, seasonal creative gave travelers new reasons to visit in fall, earned media continued to build credibility, and the website connected visitors directly to local businesses.

Sources: July 2026 Marketing Snapshot; August 2026 Marketing Snapshot; August paid media performance report; August PR report; OWAA recap.

Table Rock Lake

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PUBLIC RELATIONS AND EARNED MEDIA

DOCUMENTED Q3 RESULTS THROUGH AUGUST

16
REPORTED PLACEMENTS
July and August documented coverage

34.7M
REPORTED UVM
Combined potential monthly audience

$275.3K
ESTIMATED AVE
Comparable advertising value

MONTHLY COVERAGE AND MEDIA RELATIONS

JULY

9 **PLACEMENTS**

16.3 million reported UVM

$88,200 estimated AVE

- U.S. News & World Report: 33 Top Lake Vacations in the U.S.
- AFAR: 10 Best Places to Travel in September
- Yahoo Travel: 20 Gorgeous Lake Towns Across America
- Kansas City Magazine: Six weekend getaways and when to take them

AUGUST

7 **PLACEMENTS**

18.4 million reported UVM

$187,085 estimated AVE

- Southern Living: Southern lake towns where retirement feels like a vacation
- Quartz: The 10 best lake vacations in the U.S.
- Midwest Living: Midwest's cutest small towns to visit this fall
- Yahoo Travel: Travel spots boomers are learning to love

OUTDOOR MEDIA

25 **MEDIA CONNECTIONS**

Nearly 25 one-on-one introductions at the OWAA conference

- Conversations centered on fishing, outdoor recreation and conservation.
- Family travel and Table Rock Lake's largely undeveloped shoreline were key story themes.
- The conference expanded relationships with specialized outdoor and travel writers.

WHAT THE COVERAGE COMMUNICATED

- Table Rock Lake as a strong lake-vacation and weekend-getaway destination.
- Fishing, boating, outdoor recreation and the area's natural setting as core visitor experiences.
- Fall travel opportunities and reasons to visit beyond the traditional summer peak.
- Third-party credibility through respected national, regional and outdoor publications.

UVM means Unique Visitors per Month and represents an outlet's potential monthly audience. AVE means Advertising Value Equivalency. September-specific PR monitoring was not included in the supplied source files.

Sources: July 2026 Marketing Snapshot; Table Rock Lake August 2026 PR Report; OWAA recap.

SEO AND AI SEARCH

WHY THIS INVESTMENT MATTERS

Search behavior continues to change as travelers use traditional search, Google's AI results and other AI tools to plan trips. Maintaining accurate, useful destination content helps Table Rock Lake remain a trusted source throughout that process.

Q3 SEARCH AND CONTENT FOCUS

FALL

SEASONAL CONTENT

New fall trip-planning information

AI

SEARCH VISIBILITY

Ongoing focus on trusted content

SEO

DESTINATION DISCOVERY

Support for organic travel planning

COMPLETED WORK REFLECTED IN Q3

SEASONAL LANDING CONTENT

- A Fall Getaway landing page was used to organize seasonal trip ideas in one destination-focused resource.
- The page included a fishing report for the 'ber' months, giving travelers current seasonal information.
- Fall creative directed traffic to content that connected inspiration with trip planning.

ONGOING SEARCH FOUNDATION

- The established SEO and AI-search program continued to support accurate destination information for online travel planning.
- Seasonal content strengthened the website's usefulness for fall-related searches and AI-generated travel recommendations.
- No new Q3 SEO performance percentages are shown because a Q3 SEO dashboard was not included in the supplied source files.

HOW SEARCH SUPPORTS THE MARKETING MIX

Paid ads and earned media create awareness, but search and AI visibility help travelers continue researching after they encounter Table Rock Lake. Seasonal landing pages, destination information and current fishing content give search engines and travelers useful information to act on.

Sources: August 2026 Marketing Snapshot; established Visit Table Rock Lake SEO and AI-search program documented in prior quarterly reporting.

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DIGITAL PROMOTION AND WEBSITE RESULTS

PAID MEDIA PERFORMANCE THROUGH AUGUST

4

2.71M
PAID IMPRESSIONS
July-August documented total

87K
PAID CLICKS
Approximately 87,019 clicks

4.07%
TOP TACTIC CTR
Meta Video in August

MONTHLY MEDIA RESULTS

JULY

594K IMPRESSIONS
17.2K CLICKS
2.89% BLENDED CTR

AUGUST

2.12M IMPRESSIONS
69,819 CLICKS
3.30% BLENDED CTR

AUGUST MEDIA HIGHLIGHTS

- Google Demand Gen and Meta Video were added, helping drive more than three times July's impressions and more than four times July's clicks.
- Meta Video led tactics with a 4.07% CTR, while four of five tactics exceeded the agency's average CTR benchmarks.
- Family and Fishing were the strongest creative themes across channels.

FALL CAMPAIGN AND WEBSITE CONNECTIONS

FALL GETAWAY CAMPAIGN

- Fall creative launched across Google and Meta.
- Creative featured couples, fishing and Silver Dollar City.
- The campaign drove visitors to seasonal trip ideas and current fishing content.

WEBSITE RESULTS: JULY-AUGUST

102,000 WEBSITE USERS
519,000 WEBSITE EVENTS
21,499 CLICKS TO AREA BUSINESSES

Sources: July 2026 Marketing Snapshot; August 2026 Marketing Snapshot; Visit Table Rock Lake August paid media performance report.

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PLACER.AI TOURISM PERFORMANCE CONTEXT

Placer.ai estimates visitor activity for travelers whose home location is more than 50 miles from Stone County. The supplied Q3 source files include July and August data only, so this page reflects those two months rather than a full July-September total.

JULY - AUGUST TOURISM ACTIVITY

593.4K
TOTAL TRIPS
Combined July and August

273.3K
AVG. MONTHLY VISITORS
Average of July and August

1.03M
VISIT NIGHTS
Combined July and August

MONTHLY TRAVEL PATTERN

JULY: SUMMER PEAK

401K total trips
367K monthly visitors
719K visit nights

Trips increased 26.6% from June. Wichita-Hutchinson moved into the #3 origin market and Omaha entered the top five.

AUGUST: POST-PEAK SHIFT

192.4K total trips
179.6K monthly visitors
311.8K visit nights

Travel eased from July's seasonal peak. Joplin moved into the top three origin markets and Columbia entered the top five.

TOP ORIGIN MARKETS

JULY TOP FIVE

1	Kansas City, MO	**59.9K**
2	St. Louis, MO	**52.3K**
3	Wichita-Hutchinson, KS Plus	**21.6K**
4	Tulsa, OK	**19.5K**
5	Omaha, NE	**12.3K**

AUGUST TOP FIVE

1	Kansas City, MO	**31.5K**
2	St. Louis, MO	**28.7K**
3	Joplin, MO-Pittsburg, KS	**11.5K**
4	Wichita-Hutchinson, KS Plus	**8.5K**
5	Columbia-Jefferson City, MO	**6.5K**

Sources: Placer.ai July 2026 Stone County travel data shown in the July Marketing Snapshot; Placer.ai August 2026 Stone County travel report.