

A photograph of a man and a woman floating on inflatable rings in a lake. The man is on the left, wearing a yellow and white striped ring, and the woman is on the right, wearing a pink and white striped ring. They are both looking towards the right. The background shows a clear blue sky and a green shoreline with trees and buildings. A thin blue horizontal line is visible between the two people. A thin green L-shaped line is positioned to the right of the text below.

2023 Lodging Industry Meeting

Noah Galindo

OnMedia

The logo for OnMedia features a red power button symbol (a circle with a vertical bar at the top) to the left of the word "OnMedia". The "On" is in red, and "Media" is in black. A small "SM" trademark symbol is positioned at the top right of the word "Media".

Targeted **TV+Digital Advertising**

OnMedia Targeted TV+ Digital Advertisement

Noah Galindo



TARGETED PREROLL VIDEO

Your video plays where they are. Your :15 or :30 message airs online.



TARGETED DISPLAY

Performance-Driven Hyper Local Campaigns. We offer content-aligned display advertising in standard ad sizes featuring full motion rich media.



TARGETED SEARCH

Get them to your site. Guarantees monthly traffic to maximize your branding and drive leads.



GEOFENCE

Reach an on-the-go audience. Precision location targeting (GPS) serving ads in apps and on mobile sites.



TARGETED SOCIAL

A brand's message positioned in a social space. Using powerful targeting to put your message in front of a key audience.



CONNECTED TV

Reach television audiences who prefer to stream over the internet, regardless of their provider.



STREAMING AUDIO

Reach and on-the-go audience that is streaming their audio content.



TARGETED YOUTUBE

Reach video consumers on their preferred YouTube platform with video ads.

Cable + OTT(Streaming TV)

Linear Video

Cable TV

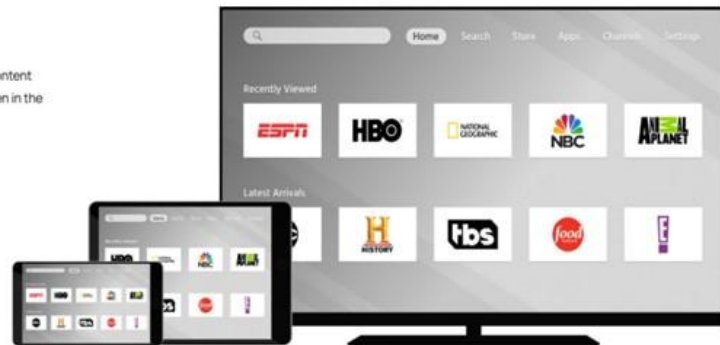
- Demands Instant Awareness
- Reaches A Captive Audience
- Builds Immediate Trust For Your Brand
- Pairs Well With Digital Campaigns Across Multiple Screens



- Demographically Targeted
- Niche Programming
- Live Sports
- Affordable Frequency
- Targeted Without Waste

OTT

Target viewers of streaming video content across all devices - the largest screen in the home, desktop, mobile and tablet.



- Non-skippable ads
- Long and short form video content
- On the go audience
- :06, :15 or :30 placement

Audience targeting

Zip code level geotargeting

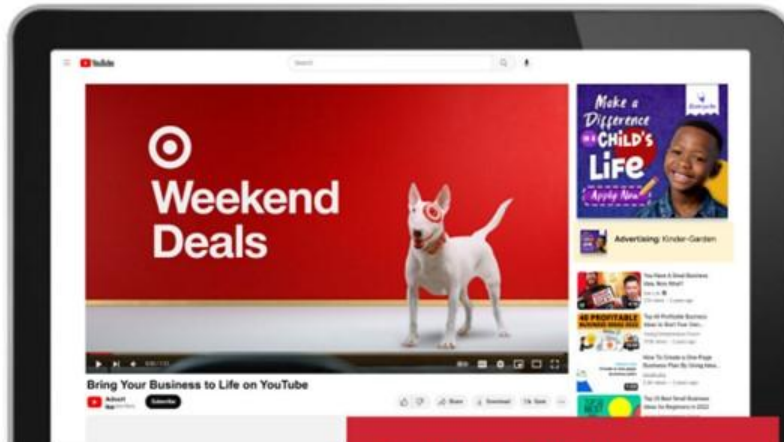
Website attribution

OTT retargeting available

YouTube TrueView Ads

YouTube TrueView

Only pay when viewers watch until completion (30 seconds or less) or when viewers interact with elements of the video.



- Placed on CTV, mobile, desktop, and tablet
- Great compliment to other video tactics: TV, Pre Roll, and streaming

Geographic targeting

Audience demographic and behavioral targeting

Pre-roll Videos

Pre Roll

Reach an online audience with the use of video before video content on websites.



- Placed across desktop, mobile, and tablet
- Perfect compliment to cable and streaming
- An efficient way to reach video consumers

Zip code targeting

Audience contextual targeting

Retargeting

Display Banner Ads

Display

Reach audiences across the internet with full motion banner ads on content-aligned websites.

- Custom built display ads (160x600, 300x600, 300x250, 728x90, 336x280)
- Custom built mobile ad unit (320x50)



- HTML5 Dynamic animation allows for 15 sec. of animation in ads
- Engage audiences on websites they spend time with

Zip code targeting

Audience contextual targeting

Retargeting

Geofencing/ Geo Recency

Image Settings

Geofencing

Complement your digital campaign by delivering ads to mobile users with pinpoint accuracy.



How It Works

Geofencing is a complementary tactic to display campaigns. Advertisers can deliver messages to smartphone users within a predefined virtual fence whether that is around your location or your competitor's location.

Location Accuracy Matters

OnMedia's geofencing product leverages the highest-quality data to deliver messages to mobile users who are actually within the target area. Low-priced competitors bid on cheaper, low-fidelity inventory with high margin of location error - in this case, you really do get what you pay for.

Proximity Targeting

Serving relevant ads to users who are currently located within the immediate vicinity.

- Capture local traffic in the vicinity of the advertiser.
- Deliver promotional messages.
- Special event information

Conquesting

Targeting users who are in the immediate vicinity of the advertiser's direct competitors to drive awareness that an alternative exists.

Geo Recency

Included strategy for any Geofence campaign.

Image Settings



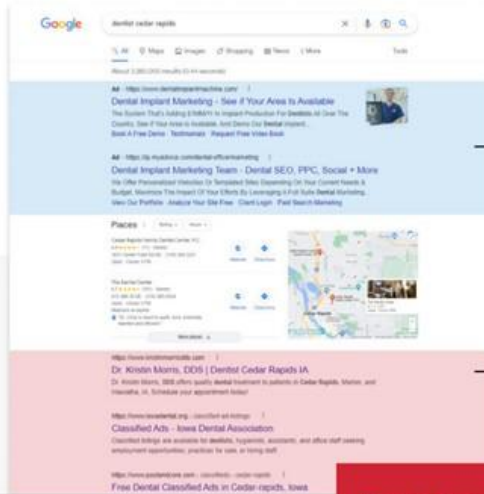
- Stay in front of smartphones after they leave the geofence location within 30 miles and for 30 days
- Must be run with a current geofencing campaign

Target devices that were in the fence even if you didn't serve them an ad

Google Ad Words (SEM)

Search Engine Marketing (SEM)

Reach audiences that are ready to know, go, do or buy.



Paid Ads
(SEM)

Organic/Natural
Search Results
(SEO)

- Includes keyword generation and AdGroup development
- Responsive ads show more relevant messages to your customers
- Call extensions allow customers to call with a single click

Text ads on Google

Reach customers across
multiple screens

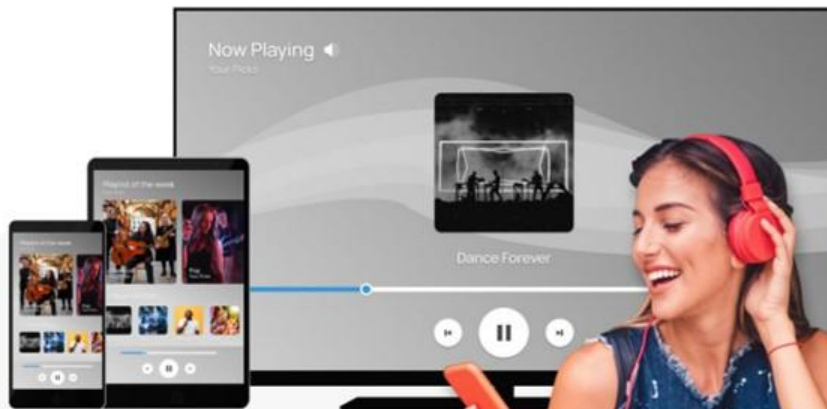
Show up when customers search
for your product or service

Streaming Audio

Streaming Audio

Spread your message and build brand awareness with your audience.

- Non-Skippable audio ads
- Only served to users actively listening
- Custom built audio ad
- Zip code level targeting
- Website attribution



iHeart



Spotify



Podcasts



Amazon
Music



Local Streamed
Radio



Desktop
& Mobile

Larry Hurley
Cheryl Wanko

US Army Corps of Engineers



Ladona Weathers

Member Services/
Communications Director

lweathers@visittablerocklake.com



2023 Travel Insights

National travel predictions from experts at Madden Media.



National Economy

Inflation, interest rate increases, and a divided government have analysts predicting an economic recession.



Leverage visitation data to identify your top origin markets and which target markets deliver the longest average length of stay.



Recessions are when destinations should double down on their strengths and lean on reliable origin markets.

Marketing Trends

Embrace Vacation Reality – travel is so much more than the sights and sounds. It’s about the feelings of your stomach lurching on a thrill ride, rushing endorphins as you experience something new, tasting local authentic cuisine, and most importantly, sharing those moments with the people who matter most. (MM)



For years Google and Meta have been the kings of the digital advertising kingdom. With the rise of TikTok and Gen Z, consumers are shifting their consumption habits away from the digital stalwarts. It is recommended to monitor your performance on the two leading platforms and look to grow presence in other channels to meet younger travelers where they are.



Giving consumers an escapist experience, whether in real-life or digitally, is the best way to make a lasting impression that resonates with travelers.



Search engines are changing. Since August 2022 alone, Google has rolled out not one but at least five updates as part of its ongoing efforts to improve search results, meet user intent, and reduce spam.

As organic search changes, marketers need to create content to match user intent to leverage zero visit searches, equip websites with personalization technology to keep users engaged, and exceed user expectations.



Defining Visitor Generations

- Baby Boom Generation: Born 1946–1964 (Age 77-59)
- Generation X: Born 1965–1980 (Age 58-43)
- Millennial Generation or Generation Y: Born 1981–1996 (Age 42 - 27)
- Generation Z or iGen: Born 1997–2010 (Age 26 - 13)
- Generation Alpha, the generation of children born between 2011 and 2025 (Age 12 and under)

AI & Marketing

A new way of working smarter, not harder



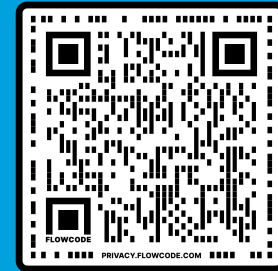
AI-Enhanced SEM & SEO

AI is the secret ingredient to a great Search Engine Optimization (SEO) recipe for destination marketing websites. Imagine having a tool that can analyze large amounts of data and tell you exactly what keywords and phrases to use to make your website more delicious to search engines. (MM)



We are already using some AI tools in our current efforts across SEO and Search Engine Marketing (SEM), and we envision these efforts to continue to expand AI and can greatly improve your overall search efforts (paid and organic) in several ways:

- Keyword Analysis
- Content Optimization
- Voice Search Optimization
- Predictive Analytics
- Image and Video Optimization
- Ad targeting
- Bid Optimization



Overall, AI can help optimize website content, improve search rankings, increase visibility and improve the effectiveness of ad campaigns. It can also provide detailed insights into how visitors interact with a destination marketing website, helping to identify areas for improvement and optimize the user experience. [Read the article from Madden Media.](#)

AI-powered (but human-driven) copywriting

AI-powered copywriting is a tool that uses AI to generate content. After this initial creation, a human editor can review the content before publishing. It is estimated that 90 percent of online content may be synthetically generated by 2026. (MM)



This mixture of technology and human skill ensures that you get the best of both worlds: automated writing and original ideas from humans. AI-powered copywriting has become increasingly popular because it can be used for a variety of purposes, including:

- Creating landing pages for your website
- Writing emails for newsletters or other marketing assets
- Generating new blog posts
- Creating marketing advertising taglines
- Training AI-driven chatbots
- Check out ChatGPT...it's free, for the time being! www.openai.com/blog/chatgpt



About 50% of this article from Madden Media was provided by AI, all guided by an outline to start and refined with our knowledge. Time saved, easily 3-4 hours.

QUESTIONS?



Visitor Data

Visitor Profile Study (Madden Media)

Vacation Rental Data (Key Data)

Website Analytics



Visitor Profile Study

Measured origin location information via mobile phones at 15 high-traffic points of interest around Table Rock Lake

Executive Summary

Origin Market

- 72% of visitors to Table Rock Lake came from surrounding drive markets (within 2-3 hours) from neighboring counties.
- The Top 5 Origin states (excluding Missouri) are: Kansas, Arkansas, Oklahoma, Illinois and Texas.

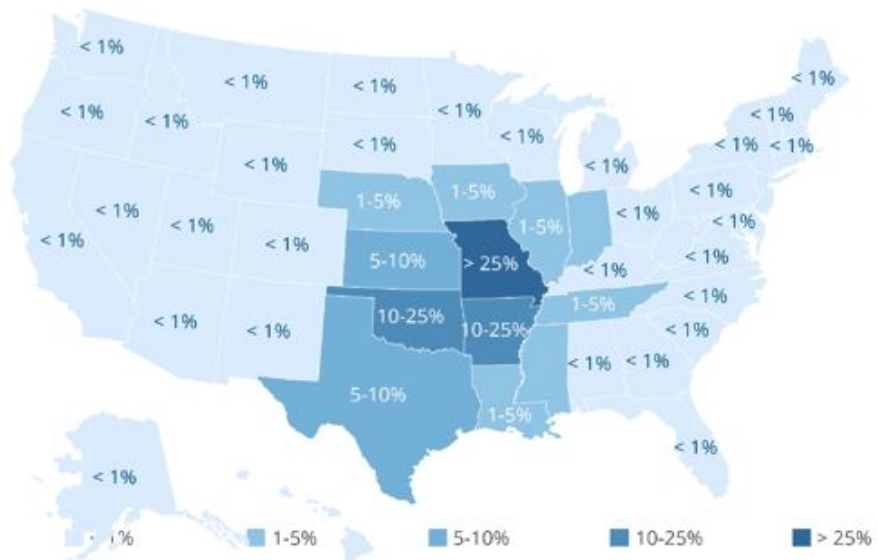
Traveler Behavior

- Overall, a majority of visitors to Table Rock Lake stayed overnight (82%).
- The average length of stay for all visitors was 2.2 days. We observed that out-of-state visitors tended to stay, on average, about half a day longer than in-state visitors (LOS, In-State = 1.9; LOS, Out-of-State = 2.3).
- In terms of repeat visitation, we observed that for all visitors the average number of trips to Table Rock Lake was 1.8. In-state visitors tended to visit somewhat more frequently, on average, than out-of-state visitors (In-State = 2.0; Out-of-State = 1.7).

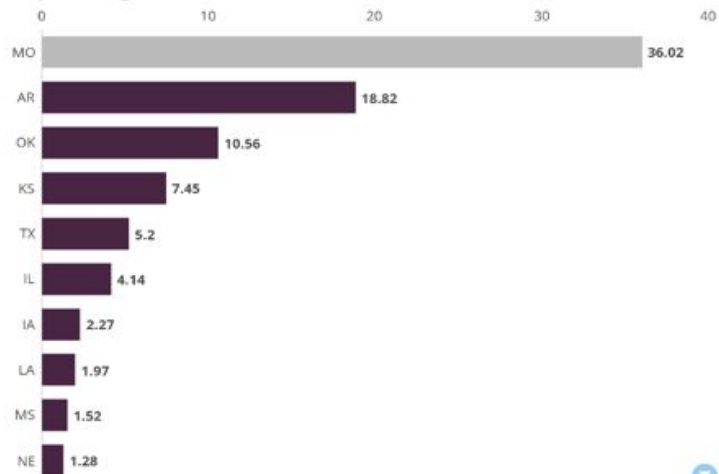
Opportunities

- The top 5 Opportunity DMAs are: Kansas City MO, St. Louis MO, Springfield MO, Little Rock-Pine Bluff AR, and Tulsa OK.
 - These are suggested opportunity markets and act as one piece of context for determining marketing plans.

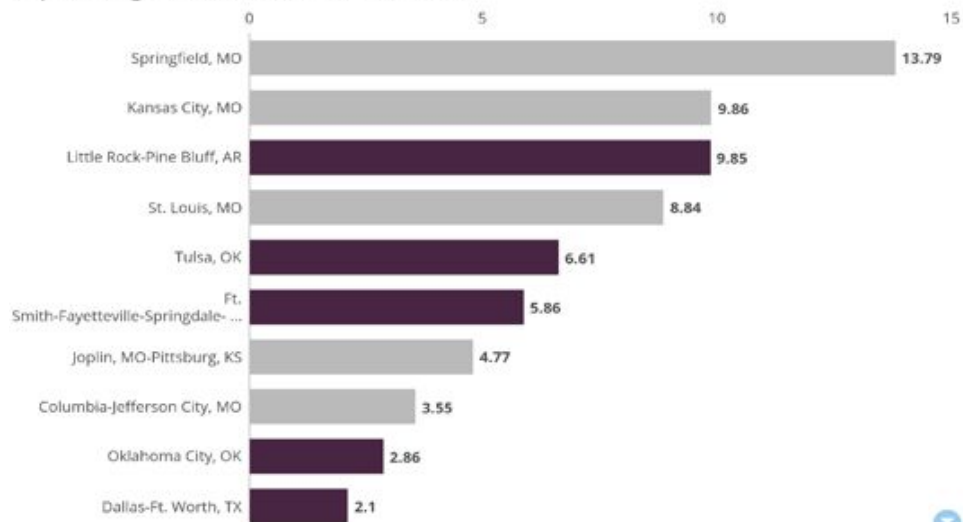
Origin State Map



Top 10 Origin States, % of Total Visitation



Top 10 Origin Metros, % of Total Visitation



Avg. Length of Stay

2.5



Overnight Visitors

87%



Avg. Distance Travelled

303

Miles

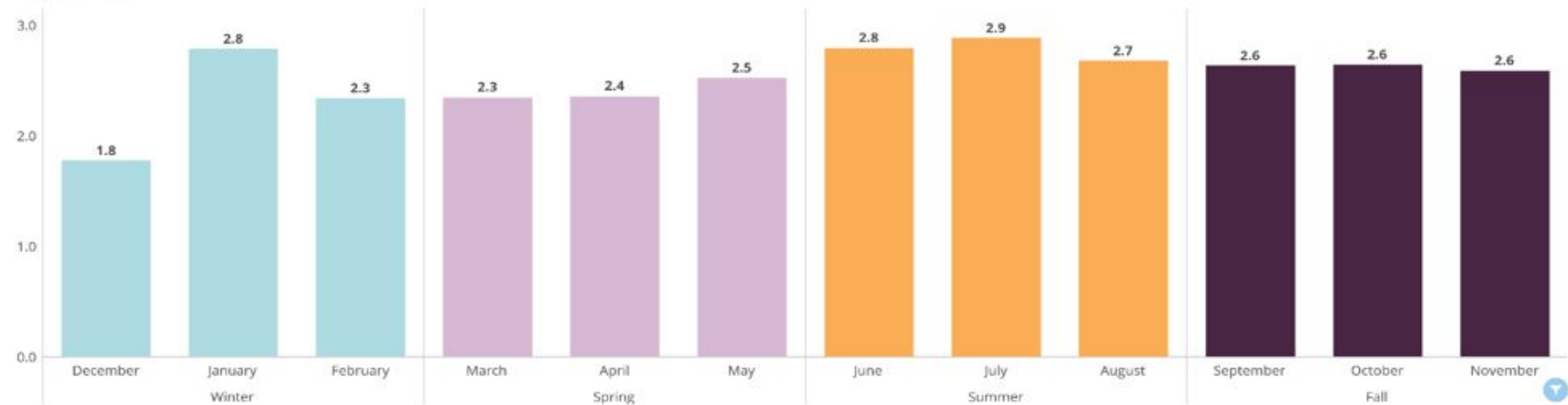


Avg. Repeat Trips

2.3



Avg LOS by Season & Month

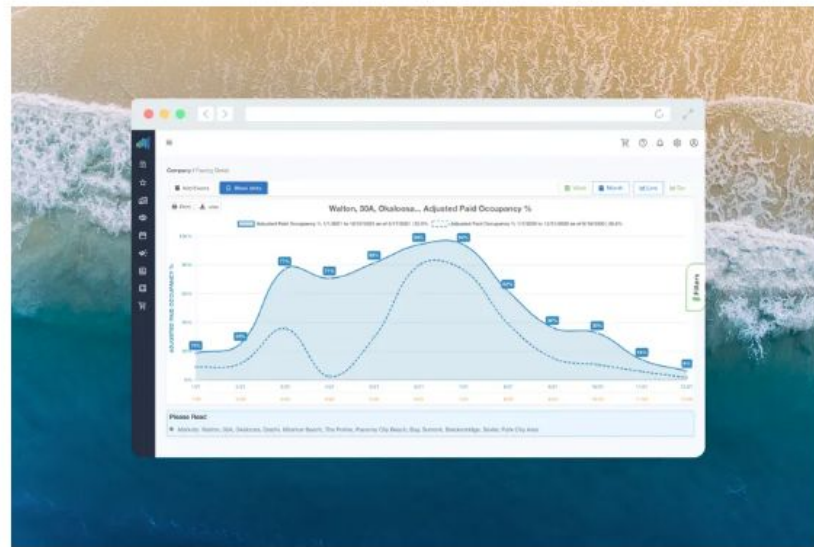


Key Data

TRUSTED DATA DRIVEN SOLUTIONS

Short-term rental data & benchmarking platform

Key Data aggregates historical and forward-looking data in **real-time** providing the hospitality industry's leading **performance analytics** & **comparative data** dashboards for professional vacation rental managers, tourism organizations, and investment funds.



Total listings

3,157

Total sleeps

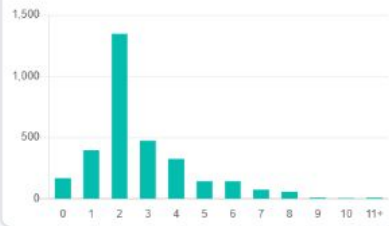
27,081

Rental channel

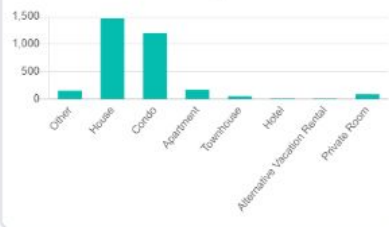
1,733 (55%)
Airbnb

1,424 (45%)
Vrbo

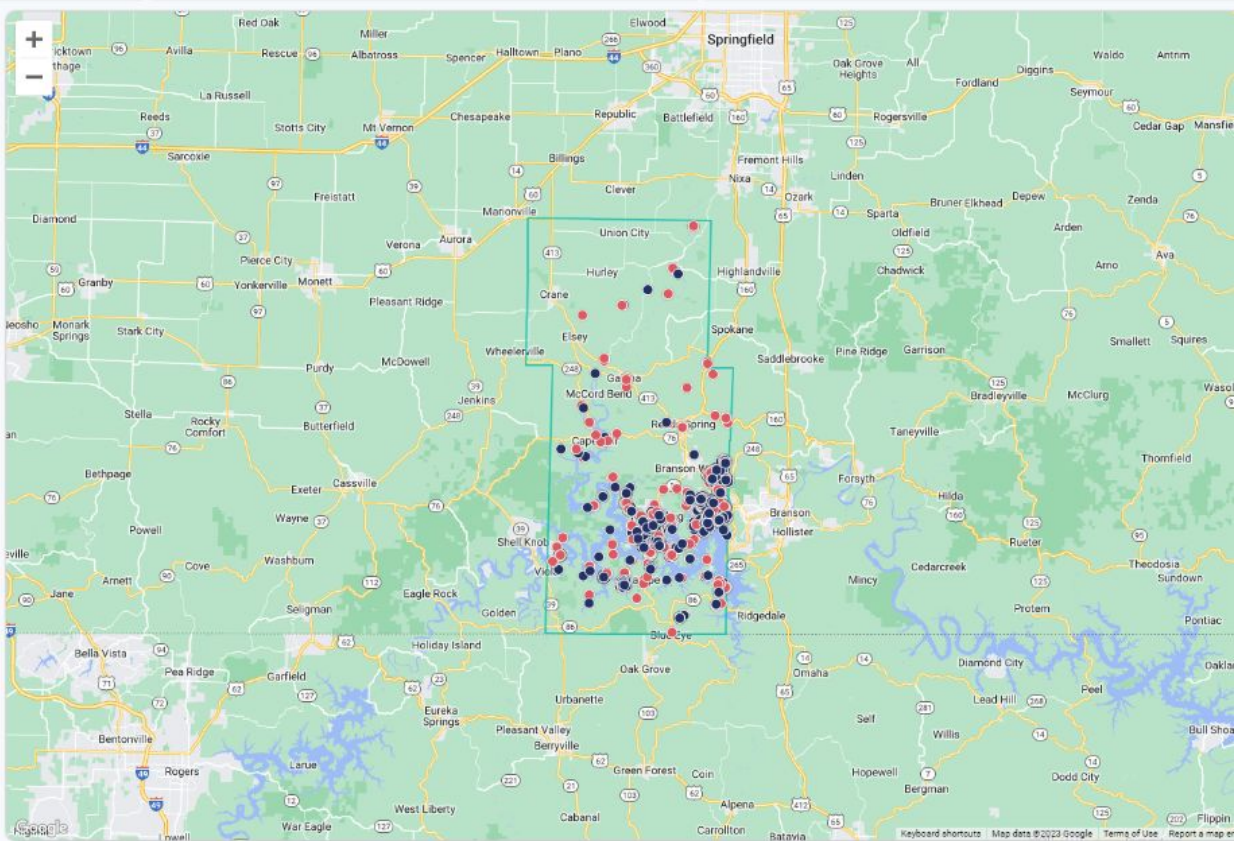
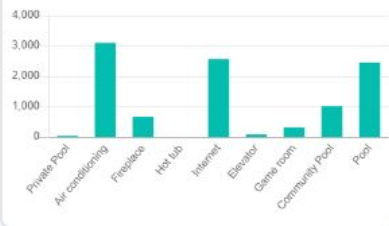
Bedroom count



Unit Type



Amenities



Total listings

6,063

Total sleeps

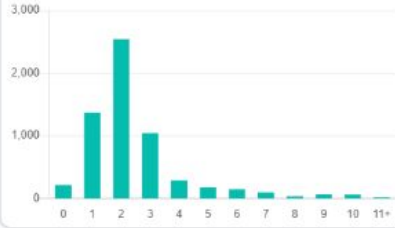
45,569

Rental channel

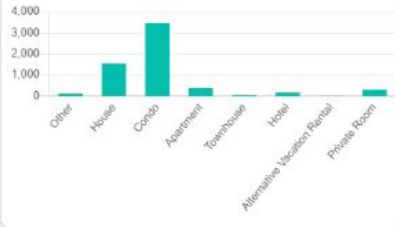
2,784 (46%)
Airbnb

3,279 (54%)
Vrbo

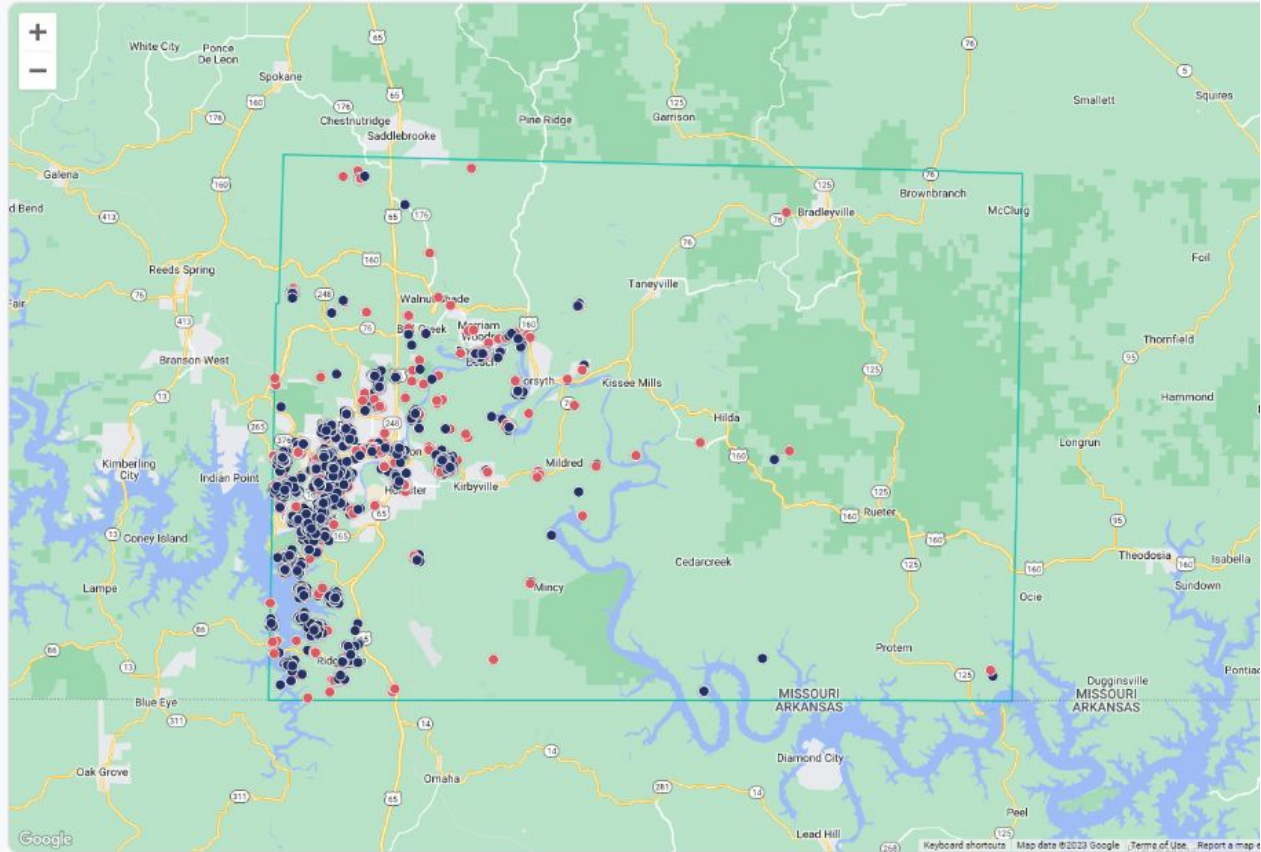
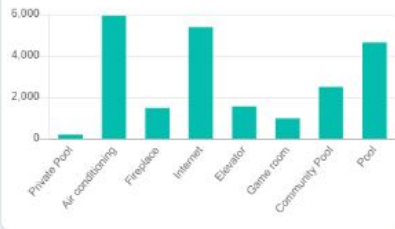
Bedroom count



Unit Type

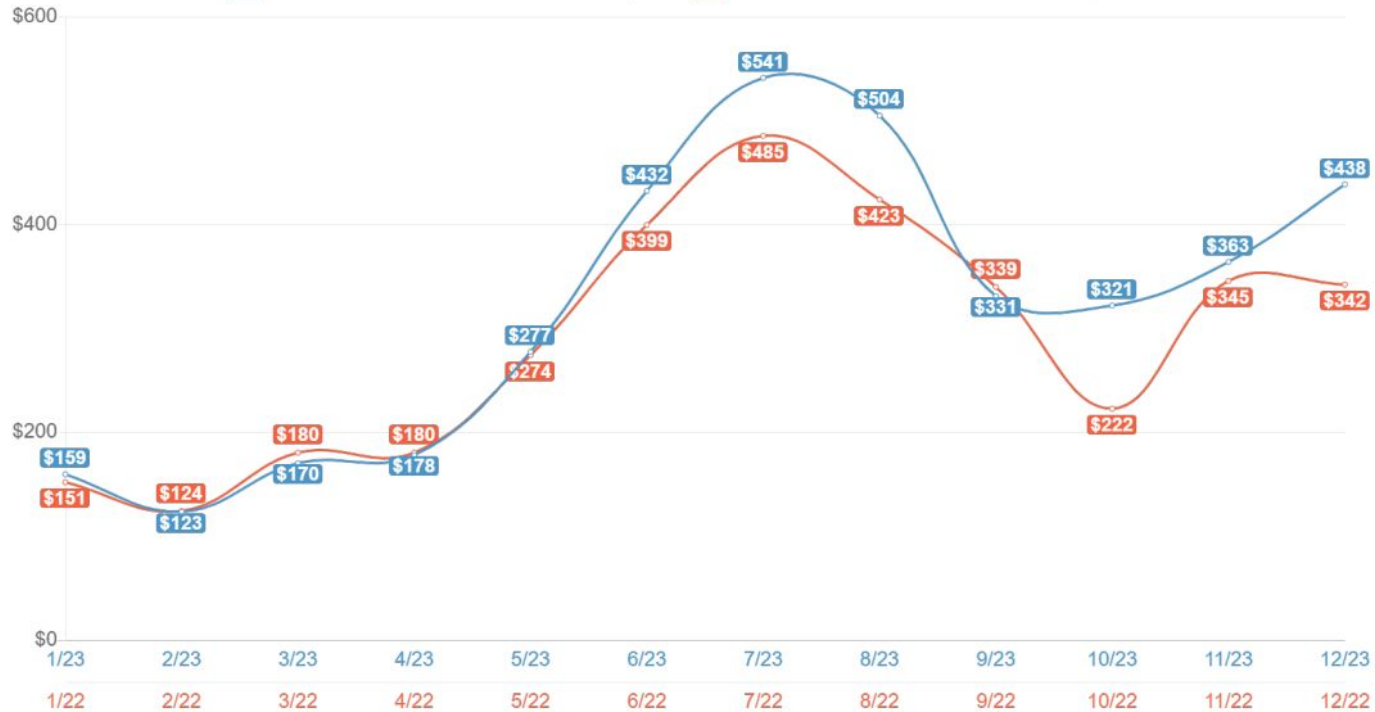


Amenities



ADR

1/1/2023 to 12/31/2023 as of 3/20/2023 | \$280 1/1/2022 to 12/31/2022 as of 3/21/2022 | \$272



Avg. Total Stay Value

 1/1/2023 to 12/31/2023 as of 3/20/2023 | \$2,636
 1/1/2022 to 12/31/2022 as of 3/21/2022 | \$2,528



Feeder Markets

State	Percent of Guest Checkins	Booking Window
Missouri	24.00%	88
Texas	8.10%	95
Kansas	8.90%	97
Oklahoma	9.80%	78
Illinois	6.50%	115
Arkansas	11.50%	55
Iowa	4.00%	110
Louisiana	3.70%	106
California	2.50%	139

Top States 1-10

State	Percent of Guest Checkins	Booking Window
Nebraska	2.30%	141
Colorado	1.90%	88
Wisconsin	1.50%	107
Indiana	1.50%	118
Mississippi	1.70%	88
Tennessee	1.60%	88
Florida	0.80%	142
Minnesota	1.50%	95
Pennsylvania	0.50%	121
Washington	2.30%	38
Michigan	0.90%	116

Top States 11-20

Website Analytics

VisitTableRockLake.com: 2022 Users Top 10 States

1.	Missouri
2.	Illinois
3.	Texas
4.	Ohio
5.	Kansas
6.	Tennessee
7.	Indiana
8.	Oklahoma
9.	Arkansas
10.	Iowa

VisitTableRockLake.com: 2022 Users Top 10 Metro Areas

1.	Chicago IL
2.	St. Louis MO
3.	(not set)
4.	Kansas City MO
5.	Springfield MO
6.	Dallas-Ft. Worth TX
7.	Nashville TN
8.	Denver CO
9.	Indianapolis IN
10.	Oklahoma City OK

VisitTableRockLake.com: 2022 Users Interest Categories

1.	Food & Dining/Cooking Enthusiasts/30 Minute Chefs
2.	Lifestyles & Hobbies/Pet Lovers
3.	Food & Dining/Fast Food Cravers
4.	Media & Entertainment/TV Lovers
5.	Home & Garden/Do-It-Yourselfers
6.	Shoppers/Value Shoppers
7.	Shoppers/Bargain Hunters
8.	Lifestyles & Hobbies/Family-Focused
9.	Lifestyles & Hobbies/Outdoor Enthusiasts
10.	Sports & Fitness/Sports Fans

QUESTIONS?



FY2023 Marketing Strategy

July 1, 2022 to June 30, 2023





Marketing Funds

- Table Rock Lake Chamber of Commerce is the designated Destination Marketing Organization for Stone County and Table Rock Lake (DMO).
- As the official DMO, we are eligible for a Matching Marketing Grant from the Missouri Division of Tourism.
- FY23 Grant is \$450,000 + \$150,000 matching funds for a total of **\$600,000** in marketing dollars.
- We participate in a separate SEM coop program through MDT, which allows us to spend an additional **\$43,200** on SEM.

Our Goals



Drive traffic to
VisitTableRockLake.com



Move traffic from
VisitTableRockLake.com
to member websites



Create Vacation Guide
demand



Marketing Tactics

Budget:
 $\$600,000 + \$43,200 = \$643,200$

Paid Tactic	Percent of Budget
Search Engine Marketing	24.66%
Google Display Ads	19.78%
META	19.75%
Google Video Ads	8.96%
Epsilon (Display)	8.94%
OTT	3.73%
TripAdvisor	3.58%
Targeted Email	3.57%
TikTok	3.55%
Native Ads	3.48%

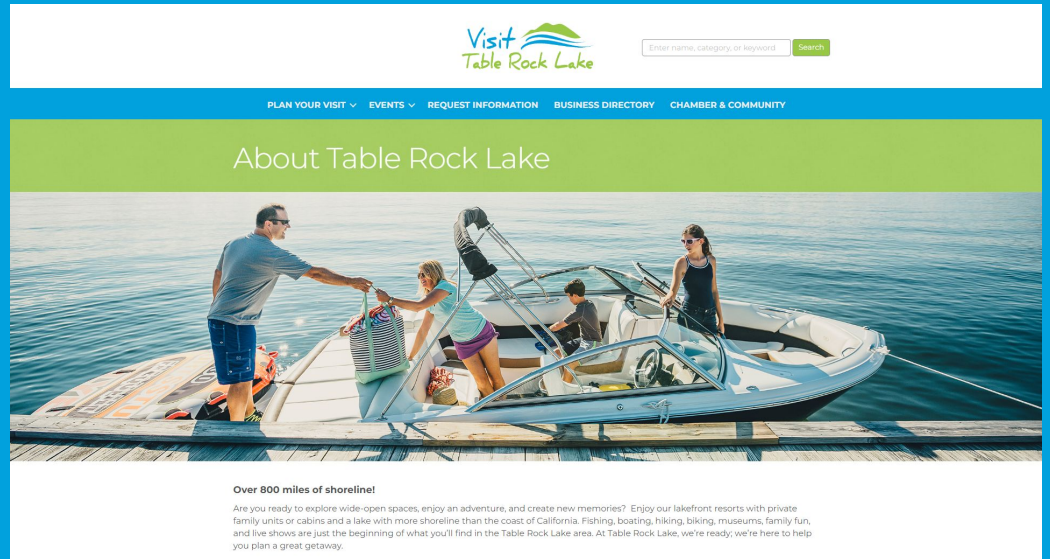
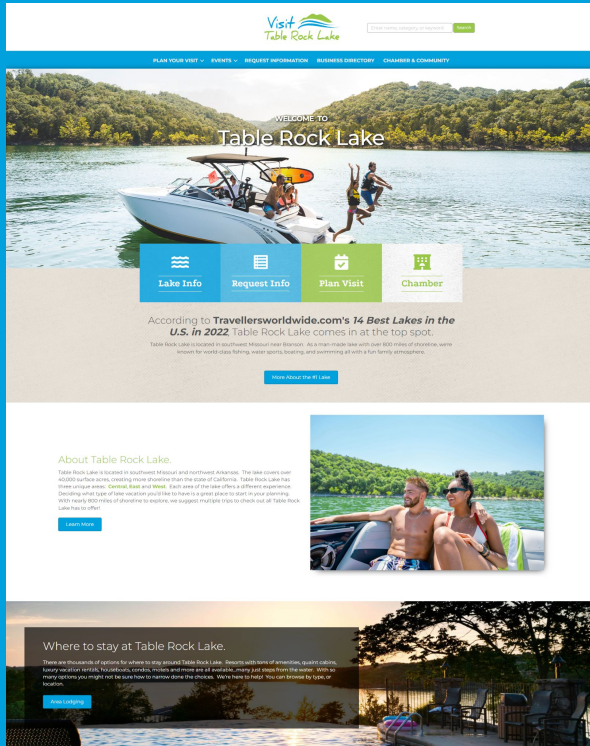
Marketing Fulfillment

Refreshed Creative



Marketing Fulfillment



Self-mange VisitTableRockLake.com



Marketing Fulfillment

Visitor Emails

- 69,500 subscribers
- 3 Email Subgroups




THE #1 LAKE IN THE US

According to [Travellersworldwide.com's](#) 14 Best Lakes in the US, Table Rock Lake comes in at the top spot. As a man-made lake with over 800 miles of shoreline, Table Rock Lake is known for world-class fishing, water sports, boating, and swimming all with a fun family atmosphere.

[Order a FREE Vacation Guide](#)


Sponsored Content

Ozark Hills Winery



Taking wine back to its roots... From sweet to dry, truly to full-bodied, there's something for everyone at Ozark Hills Winery! Free tours and wine tastings daily!

[Learn More](#)




Discover the areas of Table Rock Lake

Table Rock Lake is located in southwest Missouri and northwest Arkansas. The lake covers over 40,000 surface acres, creating more shoreline than the state of California. Table Rock Lake has three unique areas: Central, East and West. Each area of the lake offers a different experience. Deciding what type of lake vacation you'd like to have is a great place to start in your planning. With nearly 800 miles of shoreline to explore, we suggest multiple trips to check out all Table Rock Lake has to offer!


[Learn More](#)

Vacation Rentals at Table Rock Lake


There are thousands of options for where to stay around Table Rock Lake. Resorts with tons of amenities, quaint cabins, luxury vacation rentals, houseboats, condos, motels and more are all available...many just steps from the water. With so many options, you might not be sure how to narrow down the choices. We're here to help! You can browse by type or location.



[Find Great Places to Stay](#)



THE #1 LAKE IN THE US




Are you ready to explore wide-open spaces, enjoy an adventure, and create new memories? Enjoy our lakefront resorts with private family units or cabins and a lake with more shoreline than the coast of California. Fishing, boating, hiking, biking, museums, family fun, and live shows are just the beginning of what you'll find in the Table Rock Lake area. At Table Rock Lake, we're ready we're here to help you plan a great getaway.

[Order a FREE Vacation Guide](#)

Sponsored Content


Shady Acre Inn & Suites



Shady Acre Inn & Suites is celebrating 20 years of business in the Branson area. It is a quaint boutique hotel known for excellence in customer service that has won TripAdvisor's Travelers' Choice Awards for years.

[Learn More](#)

It's time for lake fun!




Tubing, wake surfing, wakeboarding, or leisurely floating along the water are all enjoyed at Table Rock Lake, and with 14 public marinas and 24 public boat launches, making a day on the water is easy and accessible. If you are boating your own boat, you'll find parking at most launches. Many of the lakefront resorts provide daily slip rentals for their guests, boat launches and water parking. Prefer to rent a boat? No problem. Most Table Rock Lake marinas have fishing, sport, and pontoon boats for rent, and some have rental fleets that also include stand-up paddleboards, jet skis, powerboats, plus water skiing and wakeboarding equipment. And, with more than 43,000 acres of beautiful blue water, the lake offers plenty of room for everyone to enjoy their favorite watersport without impinging on anyone else's fun.

[Learn More](#)

Fun Around Every Corner

Table Rock Lake is the primary draw to our beautiful Ozark Mountain paradise; however, you'll find world-class attractions and entertainment here as well. In addition to the diverse activities you'll discover on the water, we have plenty to offer one of the world's top amusement parks, an amazing 10,000-acre nature park, dinner theaters and music venues, family fun parks, museums, natural caves, water parks, and more. Come explore the Table Rock Lake area for an unforgettable family adventure!

[Learn More](#)



QUESTIONS?



Sheila Thomas

President/CEO

stthomas@visittablerocklake.com



Table Rock Lake
Chamber of Commerce

Stone County Economic Development Update



BEST PRACTICES IDEA SHARE



DISCUSSION

&

QUESTIONS

