



# TOURISM MONTHLY REPORT

May 2025

## Social Media Analytics

Month	Monthly Reach	Facebook Followers	Website Visitors
January 2025	19,800 people	10,241	2,849
February 2025	47,700 people	10,272	3,251
March 2025	123,900 people	10,346	11,981
April 2025	70,600 people	10,375	5,454
May 2025	102,617 people	10,489	8,432
June 2025			
July 2025			
August 2025			
September 2025			
October 2025			
November 2025			
December 2025			

## Communication Assets:

- We are getting ready for our second Car Cruise of the summer on Friday, June 20<sup>th</sup> at 5pm
- We had over 3,000 people in our Depot District on our first Car Cruise Night (May 16<sup>th</sup>)

## June Tourism Lineup

- June 11<sup>th</sup> – 14<sup>th</sup> - Railroad Days
- June 14<sup>th</sup> - HLR Nights
- June 20<sup>th</sup> - Car Cruise
- June 21<sup>st</sup> - Hot Summer Nights

**Depot District w/ the Fennel**  
 211 North 4th Street, Moberly, MO 65270

May 16 - May 16, 2025 | All Visit Durations | Edit Filters | Time of Day / 05:00 pm - 09:00 pm

Depot District w/ the Fennel is a custom POI and only available for your account.

**Metrics**

Property:	Depot District w/ the Fennel /...
Visits	3.4K
Visitors	3.4K
Visit Frequency	N/A
Avg. Dwell Time	72 min



**Moberly Area Chamber of Commerce**  
211 West Reed Street | Moberly, MO 65270  
phone 660.263.6070 | fax 660.263.9443  
www.MoberlyChamber.com

These were our most viewed pages on the visitors website.

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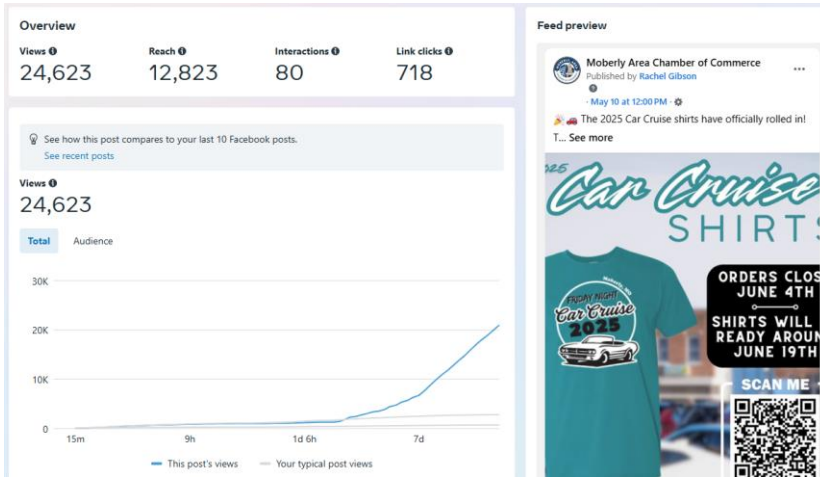
### Top Posts/Pages

1.	Moberly Missouri Convention & Visitors Bureau 2.0 - Visit Moberly, Missouri	2,203
2.	Clark Amish Community - Visit Moberly, Missouri	1,334
3.	Attractions - Visit Moberly, Missouri	482
4.	Moberly Five & Drive - Visit Moberly, Missouri	404
5.	Events Calendar - Visit Moberly, Missouri	399
6.	Annual Festivals & Events - Visit Moberly, Missouri	265
7.	Lodging - Visit Moberly, Missouri	233
8.	Friday Night Cruise & Concerts - Visit Moberly, Missouri	203

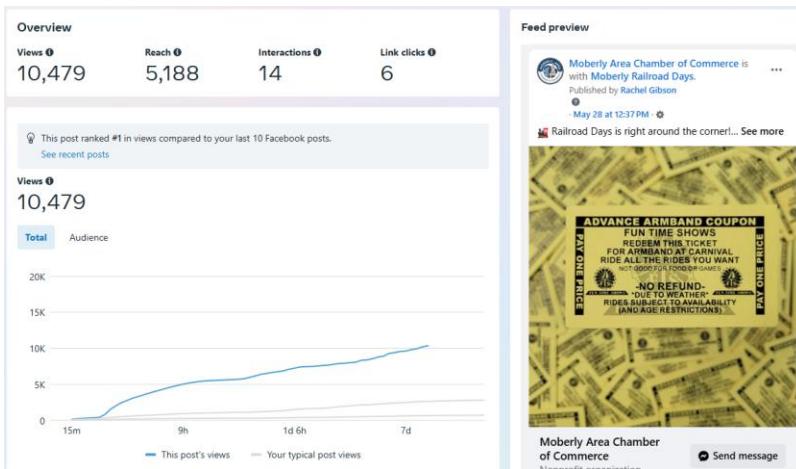


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I believe we had so many reaches on Facebook is between our Banquet posts, the Car Cruise event posts and the Car Cruise shirts. On one of the Car Cruise shirts post we had over 20,000 views with it.



Also we have posted Railroad Days early bird tickets. I believe that boosted interactions as well.





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### **Paid Media Stats/Missouri Division of Tourism Grant**

<b>Media</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
<b>Digital</b>	<b>\$8,449.00</b>	<b>\$6,623.69</b>	<b>\$7,750.00</b>	<b>\$6,548.08</b>	<b>\$2,244.50</b>
<b>Print</b>	<b>\$2,1000.00</b>	<b>\$3,600</b>	<b>\$2,250.00</b>	<b>\$1,500.00</b>	<b>\$750.00</b>
<b>Radio</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>SEM</b>	<b>\$3309.03</b>	<b>0</b>	<b>\$2,871.00</b>	<b>0</b>	<b>0</b>
<b>TV</b>	<b>\$7,224.00</b>	<b>\$7,014.00</b>	<b>\$3,000.00</b>	<b>\$4,000.00</b>	<b>\$4,000</b>
<b>Total:</b>	<b>\$12,958.09</b>	<b>\$17,237.69</b>	<b>\$16,471.00</b>	<b>\$12,579.40</b>	<b>\$6,994.50</b>

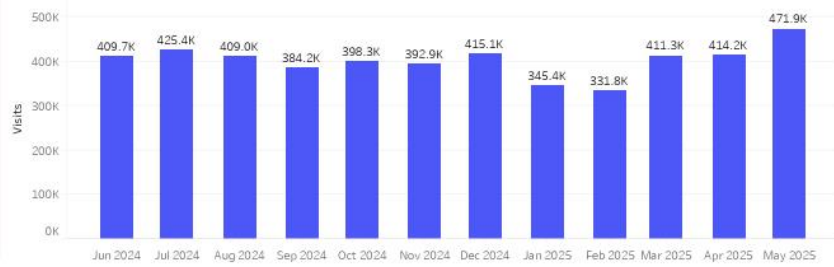
- Submitted the FY2025 Q3 Reimbursement
- Ads for the Month:
  - o Summer Ad still running
  - o Submitted Y26 Grant for approval



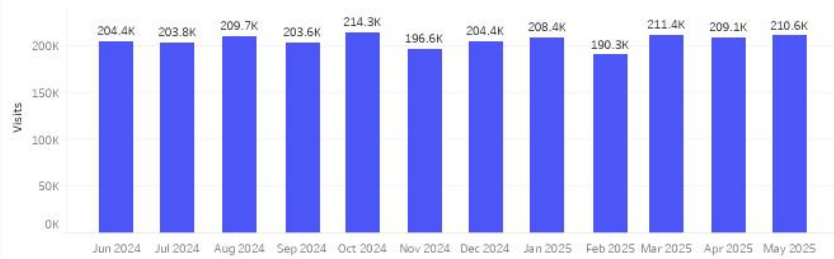
## Placer.ai Report



Visitors	
May 2025	
Visits	471.9K
MoM	13.9%
YoY	9.1%
Yo3Y	11.4%



Employees	
May 2025	
Visits	210.6K
MoM	0.7%
YoY	-3.1%
Yo3Y	6.4%





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**Selected Locations**

