



TOURISM MONTHLY REPORT

October 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	140,039 people	10,493	14,683
July 2025	63,195 people	10,506	7,486
August 2025	74,654 people	10,519	8,509
September 2025	117,369 people	10,577	12,331
October 2025	110,828 people	10,597	5,320
November 2025			
December 2025			

Communication Assets:

- We are working on the Mid-Missouri Christmas Festival

November Tourism Lineup

- November 11th – Classic Movie Night
- November 12th – State of Our Community
- November 22nd – Comedian Lee Hardin (4th Street Theatre)
- November 30th – Christmas Lights in the Park/Santa in the Park



Paid Media Stats/Missouri Division of Tourism Grant

Media	2021	2022	2023	2024	2025
Digital	\$8,449.00	\$6,623.69	\$7,750.00	\$6,548.08	\$2,244.50
Print	\$2,100.00	\$3,600	\$2,250.00	\$1,500.00	\$750.00
Radio	0	0	0	0	0
SEM	\$3309.03	0	\$2,871.00	0	0
TV	\$7,224.00	\$7,014.00	\$3,000.00	\$4,000.00	\$4,000
Total:	\$12,958.09	\$17,237.69	\$16,471.00	\$12,579.40	\$6,994.50

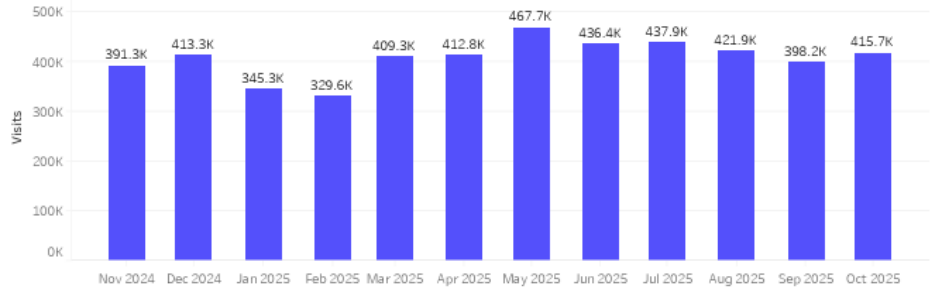
- FY2025 Q4 Received Reimbursement
- Working on FY2026 Q1 Reimbursement
- Ads for the Month:
 - Facilities Ad
 - Shop Depot Ad
 - Moberly Ad
 - Show-Me-Missouri Magazine
 - The Corridor Magazine
 - Y26 Grant was approved



Placer.ai Report

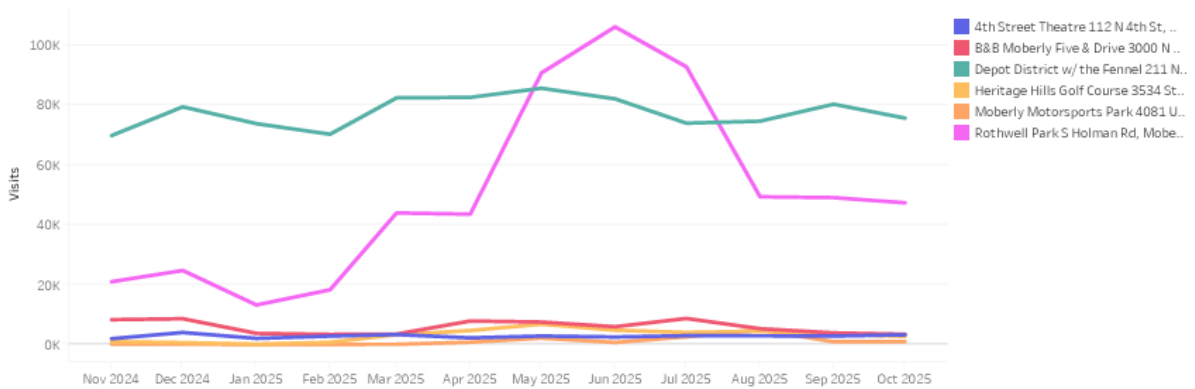
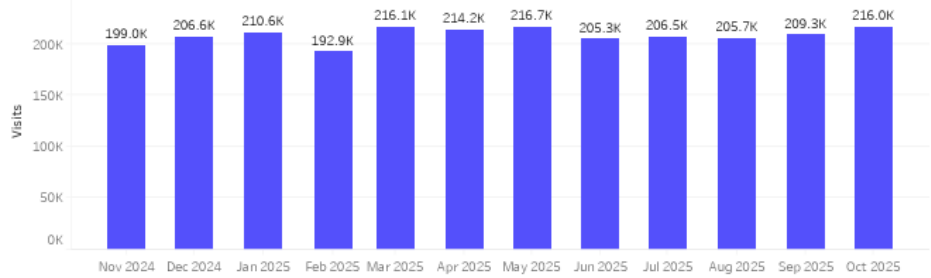
Visitors
Oct 2025

Visits	415.7K
MoM	4.4%
YoY	4.4%
Yo3Y	7.8%



Employees
Oct 2025

Visits	216.0K
MoM	3.2%
YoY	0.0%
Yo3Y	5.5%





Top Website Pages Visited

1. Moberly Missouri Convention & Visitors Bureau 2.0 - Visit Moberly, Missouri	1,222
2. Clark Amish Community - Visit Moberly, Missouri	952
3. Boots Farms Pumpkins - Visit Moberly, Missouri	358
4. Mid-Missouri Christmas Festival - Visit Moberly, Missouri	307
5. Events Calendar - Visit Moberly, Missouri	284
6. Attractions - Visit Moberly, Missouri	186
7. Moberly Five & Drive - Visit Moberly, Missouri	140
8. Junk Junktion - Visit Moberly, Missouri	123
9. Shopping - Visit Moberly, Missouri	113
10. Annual Festivals & Events - Visit Moberly, Missouri	106