

PARADISE



Monthly Report: August 2020

Client: Eureka Springs

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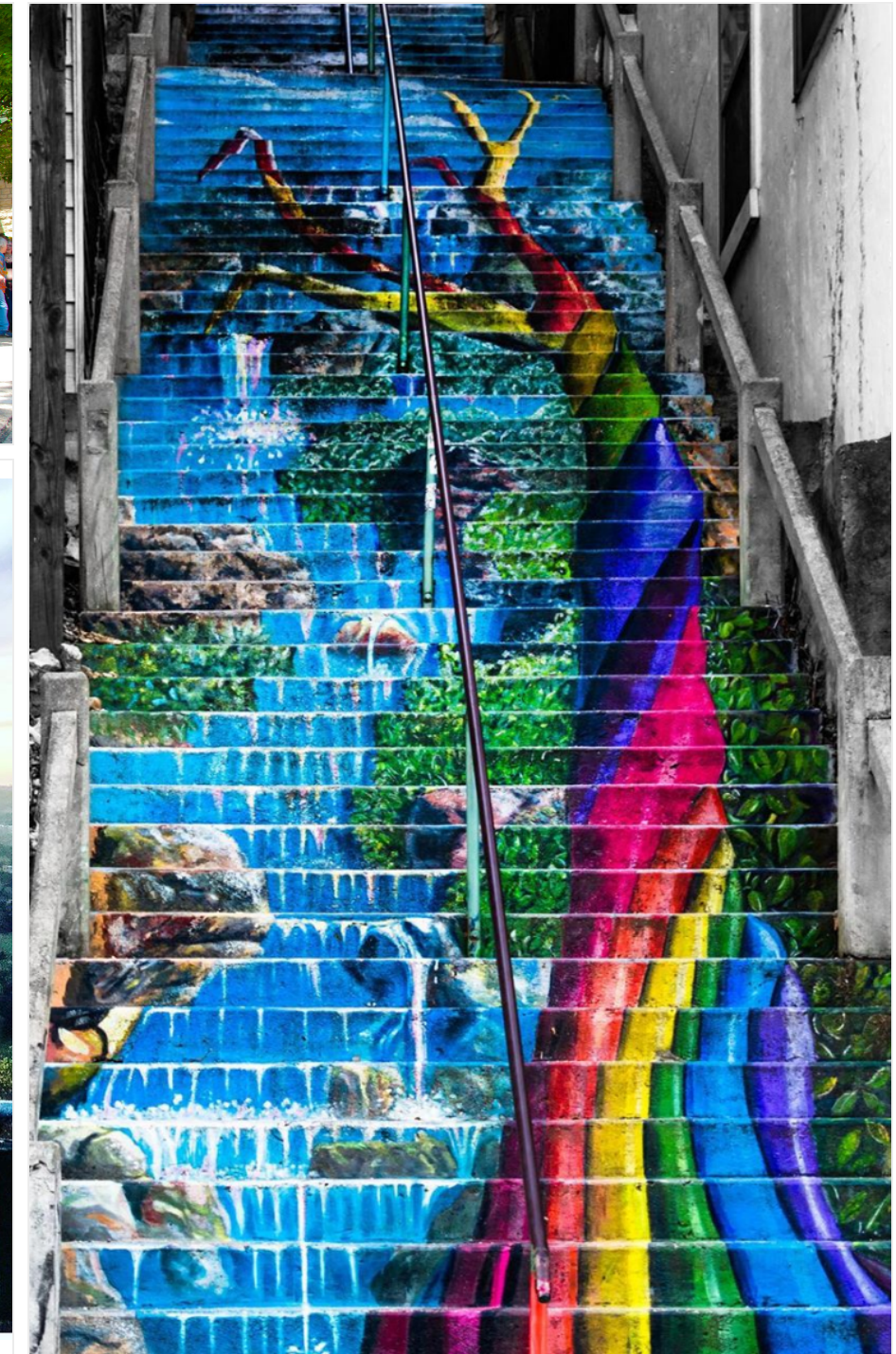
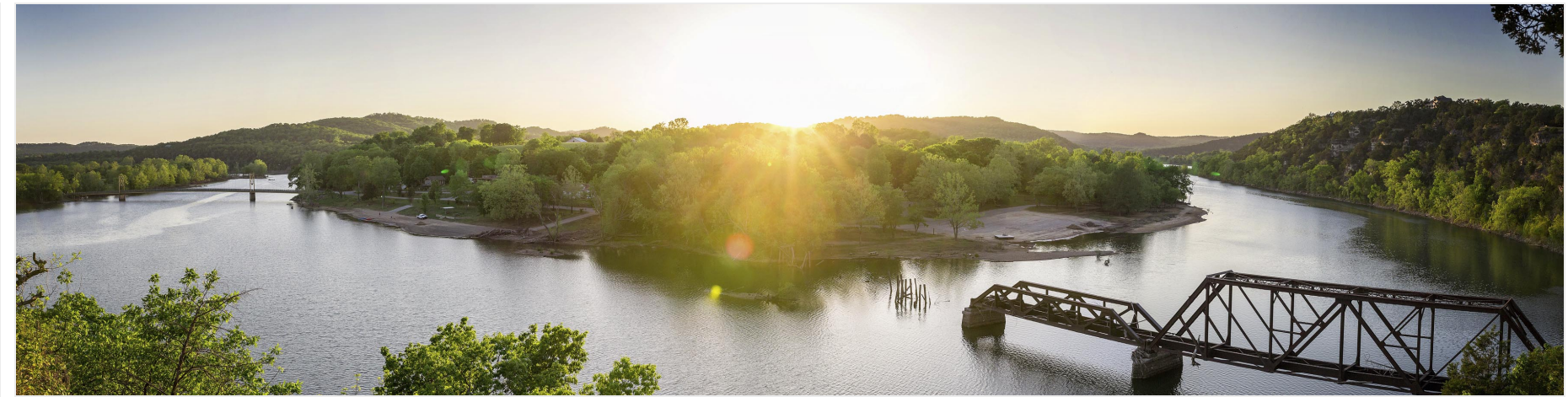
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*Note: Eureka Springs Data Depot reports were set up in mid-May. Therefore, some of the data sets included in this report only reflect since that time.

Advertising & Marketing Services

August Summary

- Agency monitored and optimized the Relaunch Campaign, as necessary.
- Continued to monitor and review media usage and traveler behavior trends to apply to future strategic plans.
- Developed and submitted a custom HTML eblast targeting the resilient traveler.
- Began to develop a full page print ad for the 2021 Arkansas Cycling Guide.
- Began to develop a full page print ad for the 2021 Arkansas Travel Guide.
- Began to develop a full page print ad for the 2021 Arkansas Motorcycle Guide.
- Finalized consumer sentiment survey for the CAPC to deploy to its organic email database in August.
- Coordinated and participated in a meeting with Bandwango and the CAPC for FY21 website planning.
- Coordinated and participated in a meeting with Threshold 360 and the CAPC for FY21 website planning.
- Continued to review and monitor Airsage location data.
- Developed monthly activities and data report for July and provided to client.
- Conducted monthly billing and budget management
- Conducted regular check-ins with CAPC staff and addressed any questions or concerns.



Media Overview

August Summary

For the month of August, we are seeing a strong CTR at 0.31% with StackAdapt providing the best performance at 0.48%. Our video placements finished with a 92% video completion rate. Samba and Scripps ended their campaigns on 8/30 but we still have video coverage with StackAdapt for the month of September.

VIDEO COMPLETION RATE

Last Month (Aug 1 - 31) ▾

91.99%

TOTAL MEDIA SPEND Last Month (Aug 1 - 31) ▾

\$ 52.7k

TOTAL IMPRESSIONS Last Month (Aug 1 - 31) ▾

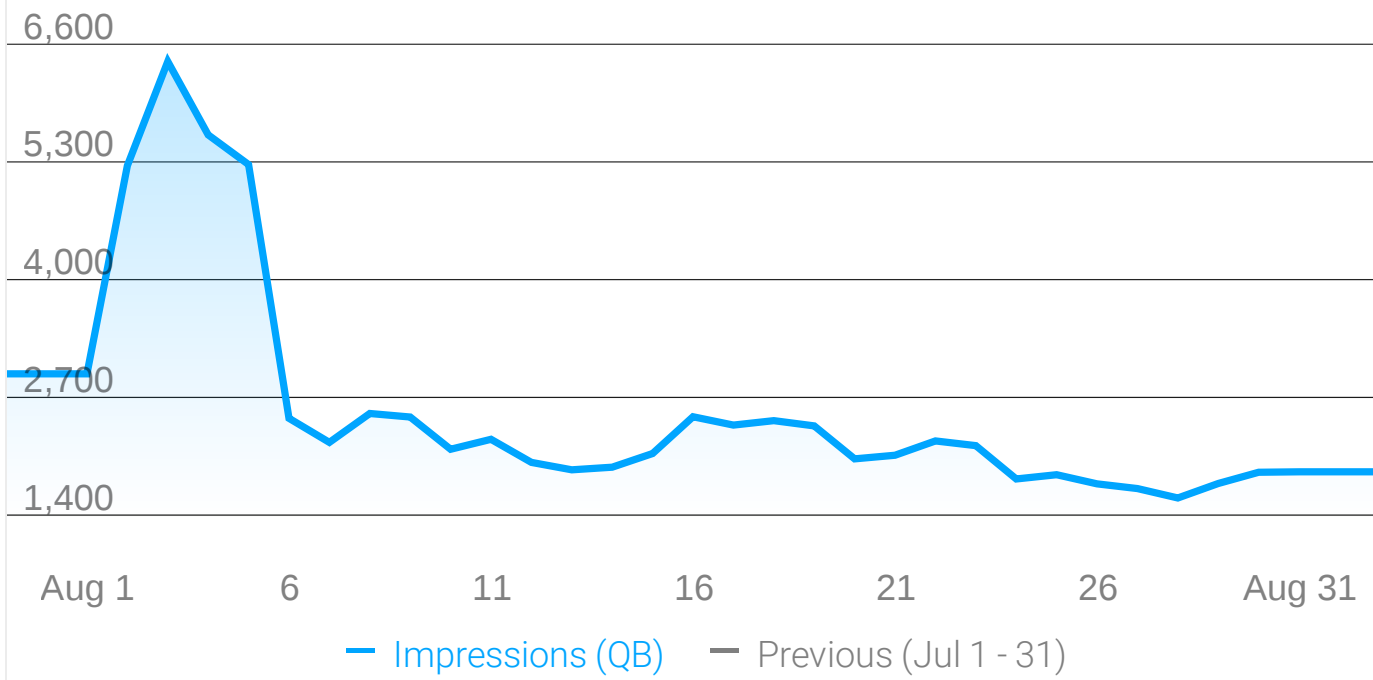
2.5M

TOTAL CLICKS Last Month (Aug 1 - 31) ▾

7,776

IMPRESSIONS Last Month (Aug 1 - 31) ▾

79,768



CAMPAIGNS OVERVIEW Last Month (Aug 1 - 31) ▾

#	NAME	SPEND	IMPRESSIONS
1	ESP 0107 Summer Evergreen Relaunch Video Views (23845327886970596)	\$505.73	79,768

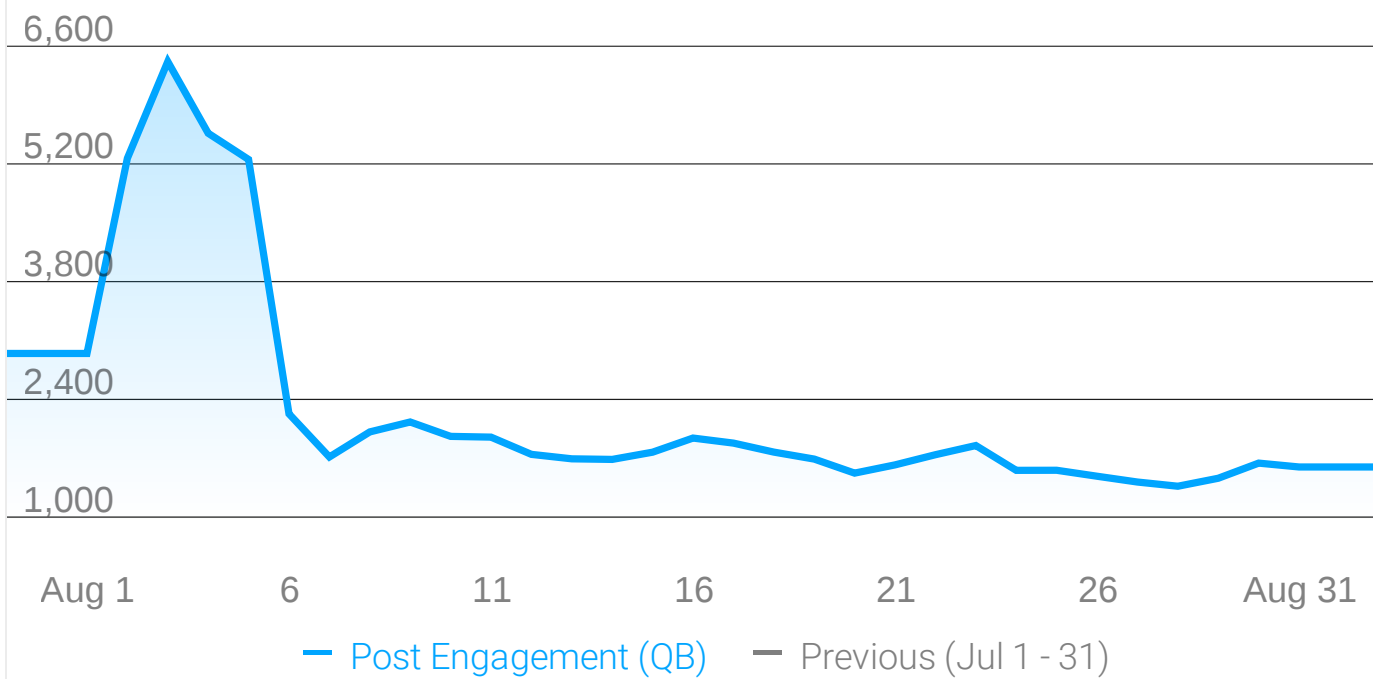
In the month of August, we continued running the Evergreen campaign by transitioning to the relaunch phase.

In August, we generated 79,768 impressions, 70,434 post engagements, and 158 clicks.

The CTR registered at only a 0.2% but the traffic driving element to the campaign had yet to begin. We look to improve the CTR in September when we include a retargeting effort to drive users to the website.

POST ENGAGEMENT Last Month (Aug 1 - 31) ▾

70,434



CTR BY CAMPAIGN Last Month ▾

Metrics	Last Month	Δ
ESP 0107 Summer Evergreen Relaunch Video Views (23845327886970596)	0.2	

CLICK OVERVIEW Last Month (Aug 1 - 31) ▾

158 Clicks \$ 0.20 CPC

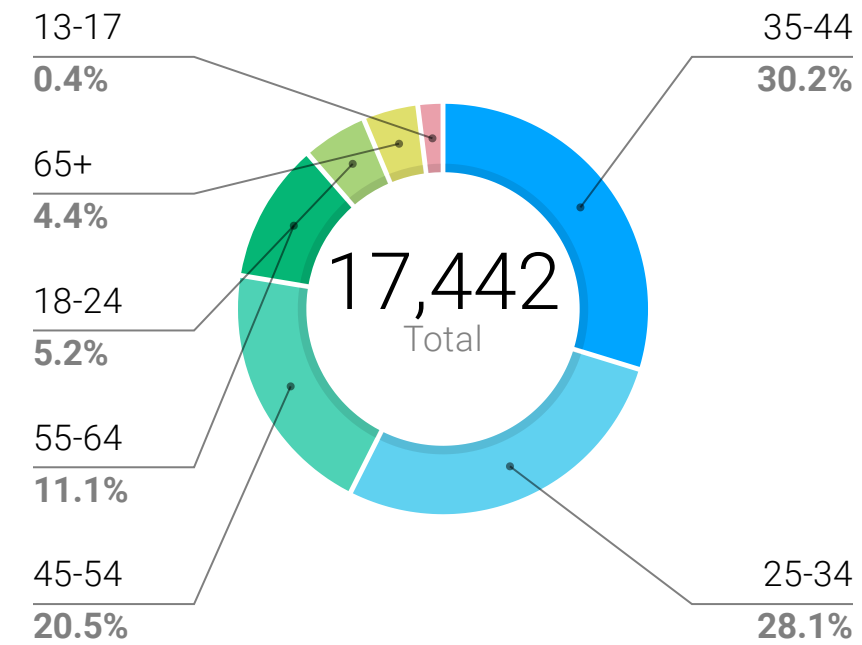
ACCOUNT ACTIVITY Last Month ▾

Metrics	Last Month	Δ
Profile Visits	3,354	▲ 38%
Reach	165.4k	▲ 59%
Impressions	241.3k	▲ 65%
Website Clicks	154	▲ 250%
Get Directions Clicks	0	
Phone Call Clicks	1	
Text Message Clicks	0	

FOLLOWERS BY CITY Last Month ▾

Metrics	Last Month	Δ
Fayetteville, Arkansas	1,118	0%
Little Rock, Arkansas	734	▲ 2%
Eureka Springs, Arkansas	711	▲ 1%
Tulsa, Oklahoma	698	▲ 6%
Bentonville, Arkansas	547	▲ 6%
Rogers, Arkansas	536	▲ 6%
Oklahoma City, Oklahoma	501	▲ 2%
Springfield, Missouri	419	0%

FOLLOWERS BY AGE GROUP Last Month (Aug 1 - 31) ▾



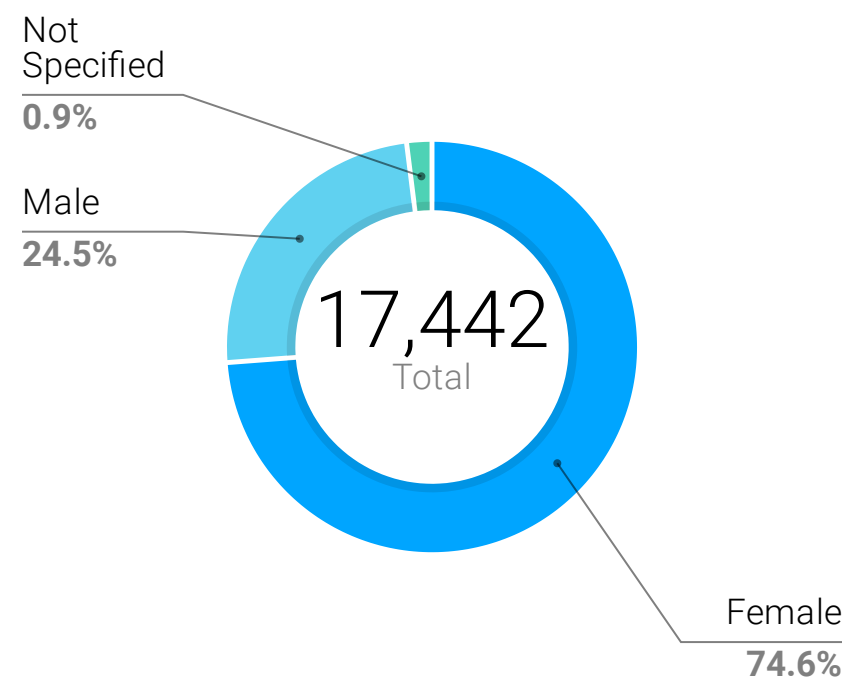
TOP POSTS BY LIKES Month to Date ▾

Metrics	Month to date	Δ
Eureka Springs is open for business! Have you had a great experience with on...	2,134	
If you are planning a road trip to Eureka Springs, Thorncrown Chapel is...	1,779	0%
Bringing a little of Eureka Springs' beauty to you this evening! \n.\n\n□:...	1,598	

FOLLOWER OVERVIEW Last Month (Aug 1 - 31) ▾

1,022 **18,849**
 New Followers ▲ 44% (710) Total Followers ▲ 5% (17,991)

FOLLOWERS BY GENDER Last Month (Aug 1 - 31) ▾



NEW POSTS BY LIKES Last Month ▾

Metrics	Last Month	Δ
Eureka Springs is open for business! Have you had a great experience with one of our restaurants, shops, lodging or elsewhere...	2,134	
A little sunshine goes a long way \n.\n□: @bandmn \n.\n#EurekaSprings #Arkansas #VisitArkansas #ExploreArkansas #roadtr...	1,533	
Good morning! Looks like a great week ahead of us!\n.\n□: @praveensingh13 \n.\n#EurekaSprings #Arkansas #VisitArk...	1,074	
What's the most beautiful place you've visited in Eureka Springs?\n.\n□: @goannie where \n.\n#EurekaSprings #Arkansas...	885	

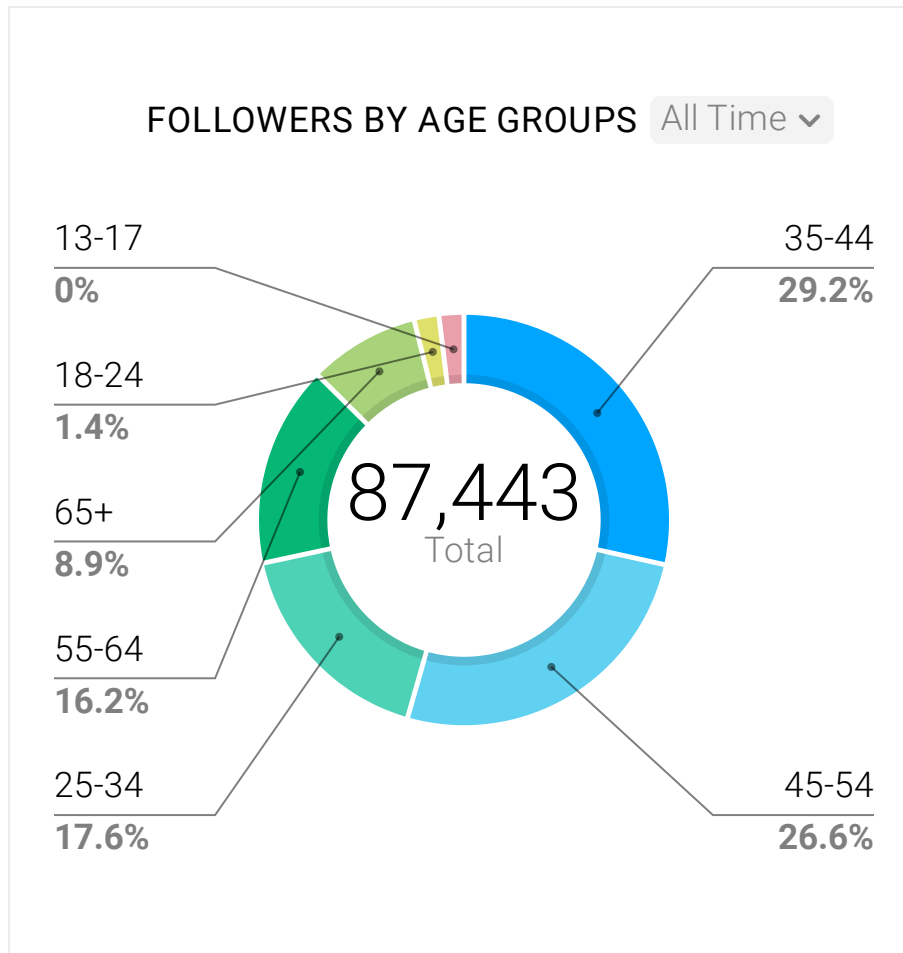
A little sunshine goes a long way \n.\n□: @bandmn \n.\n#Eur...	1,533	
You know the saying, "don't go chasing waterfalls"? Well, some days--yo...	1,483	▲ 1%
When life gives you a rainy day, play in the puddles .\n. \n□: @lifebesidelori...	1,462	0%
Each day, 38 million gallons of water pours from the center of Blue...	1,397	▲ 1%



PAGE SUMMARY

Last Month ▾

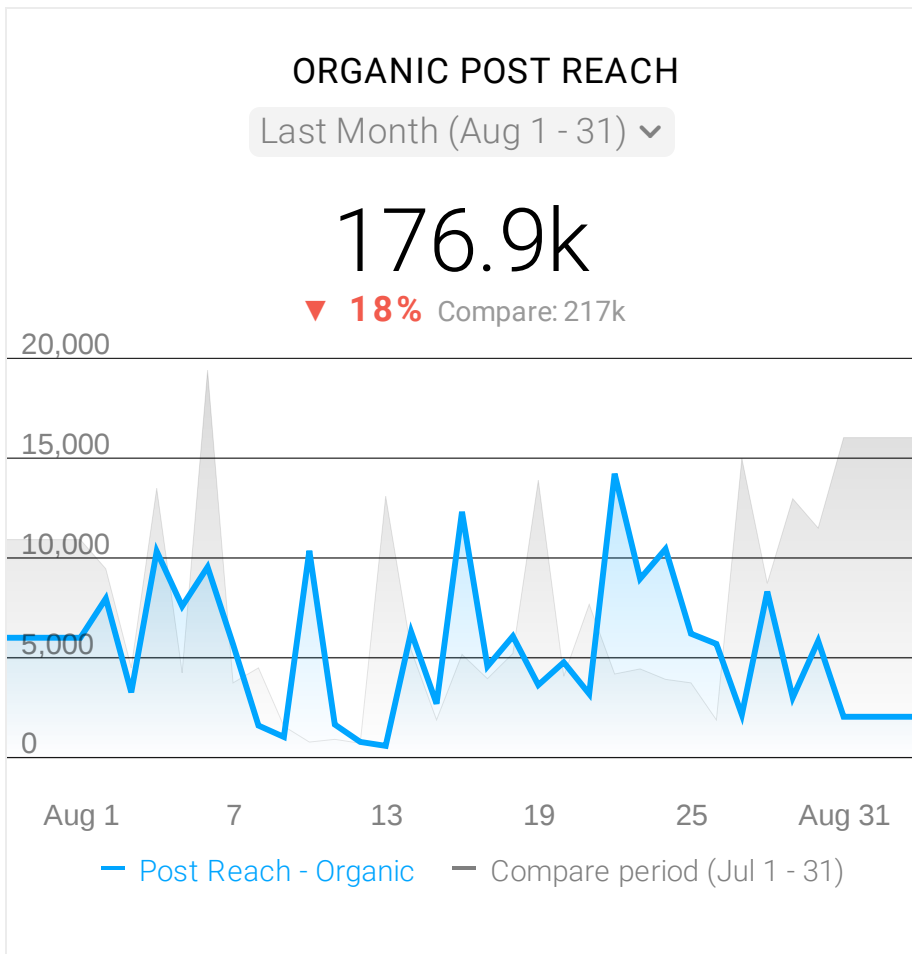
Metric	Last Month	Δ
New Page Likes	1,002	▲ 14%
Total Page Likes	86,794	▲ 1%
Comments	759	▼ 41%
Shares	721	▼ 22%
Video views	88,300	▲ 2,103%



FOLLOWERS BY CITY

All Time ▾

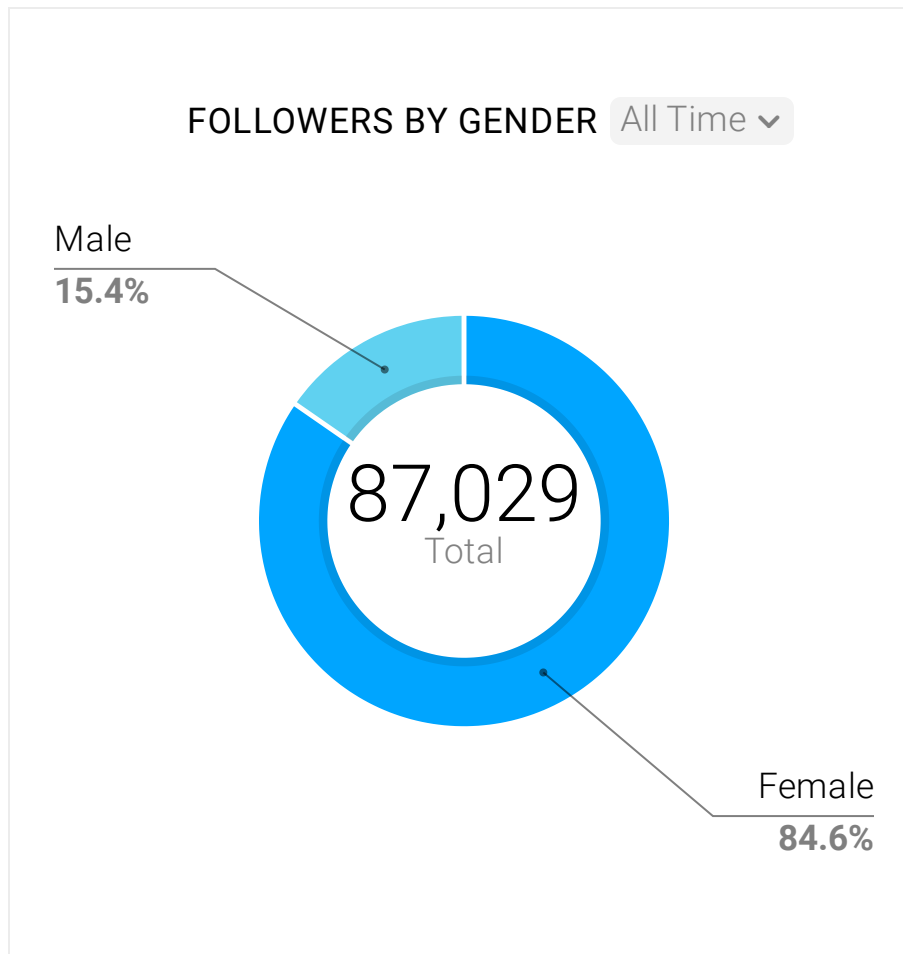
Metric	All Time
Tulsa, Oklahoma	4,931
Tulsa, OK	4,905
Oklahoma City, Oklahoma	2,536
Oklahoma City, OK	2,451
Springfield, Missouri	2,322
Springfield, MO	2,294
Fayetteville, Arkansas	2,037
Fayetteville, AR	2,015
Little Rock, Arkansas	1,750
Little Rock, AR	1,736
Fort Smith, AR	1,620
Fort Smith, Arkansas	1,609
Eureka Springs, Arkansas	1,543
Eureka Springs, AR	1,537

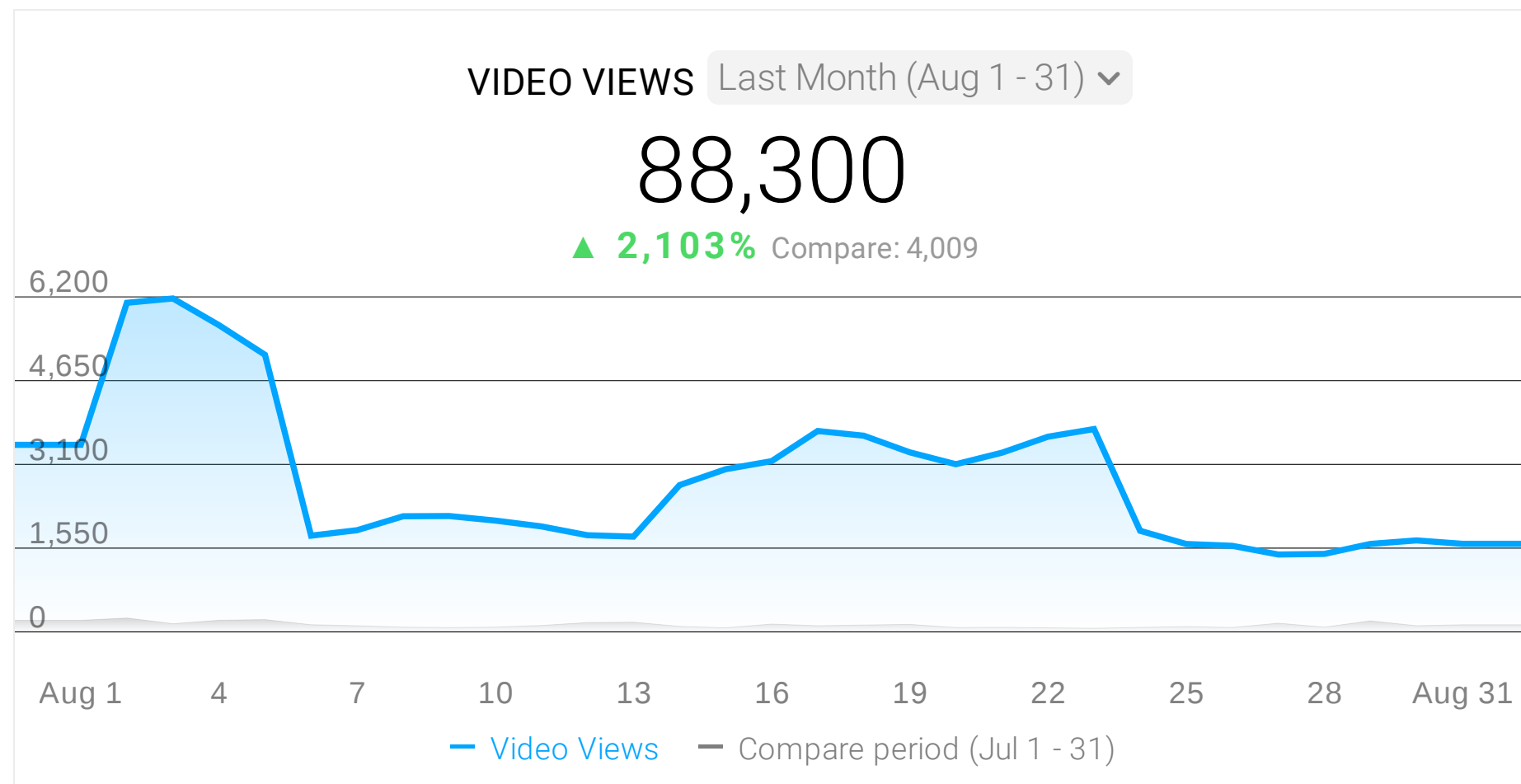
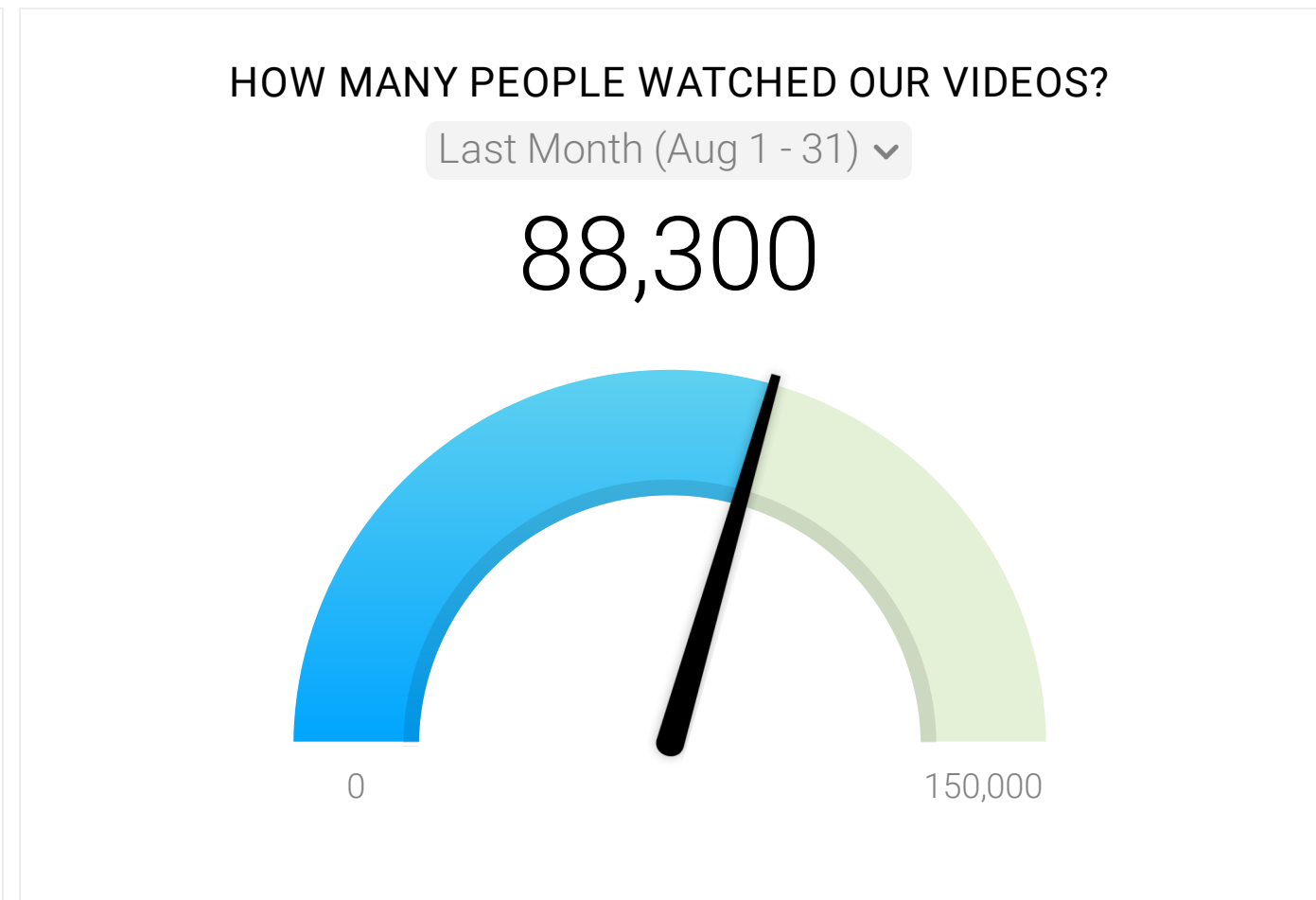
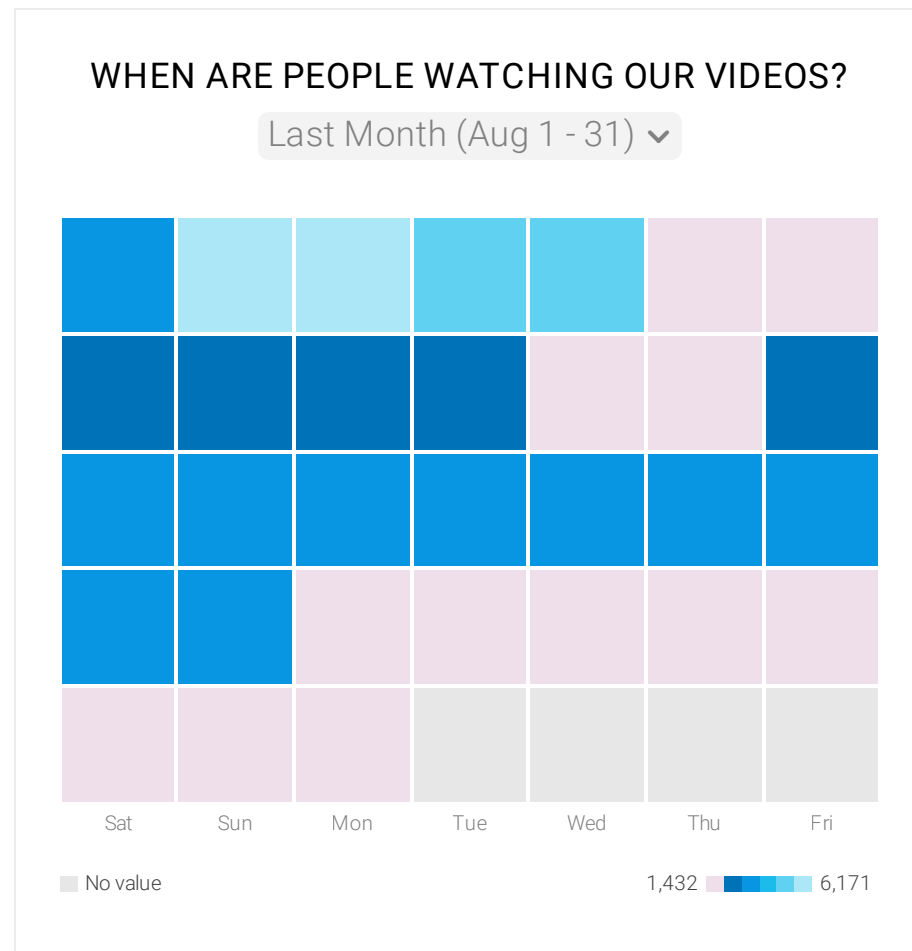
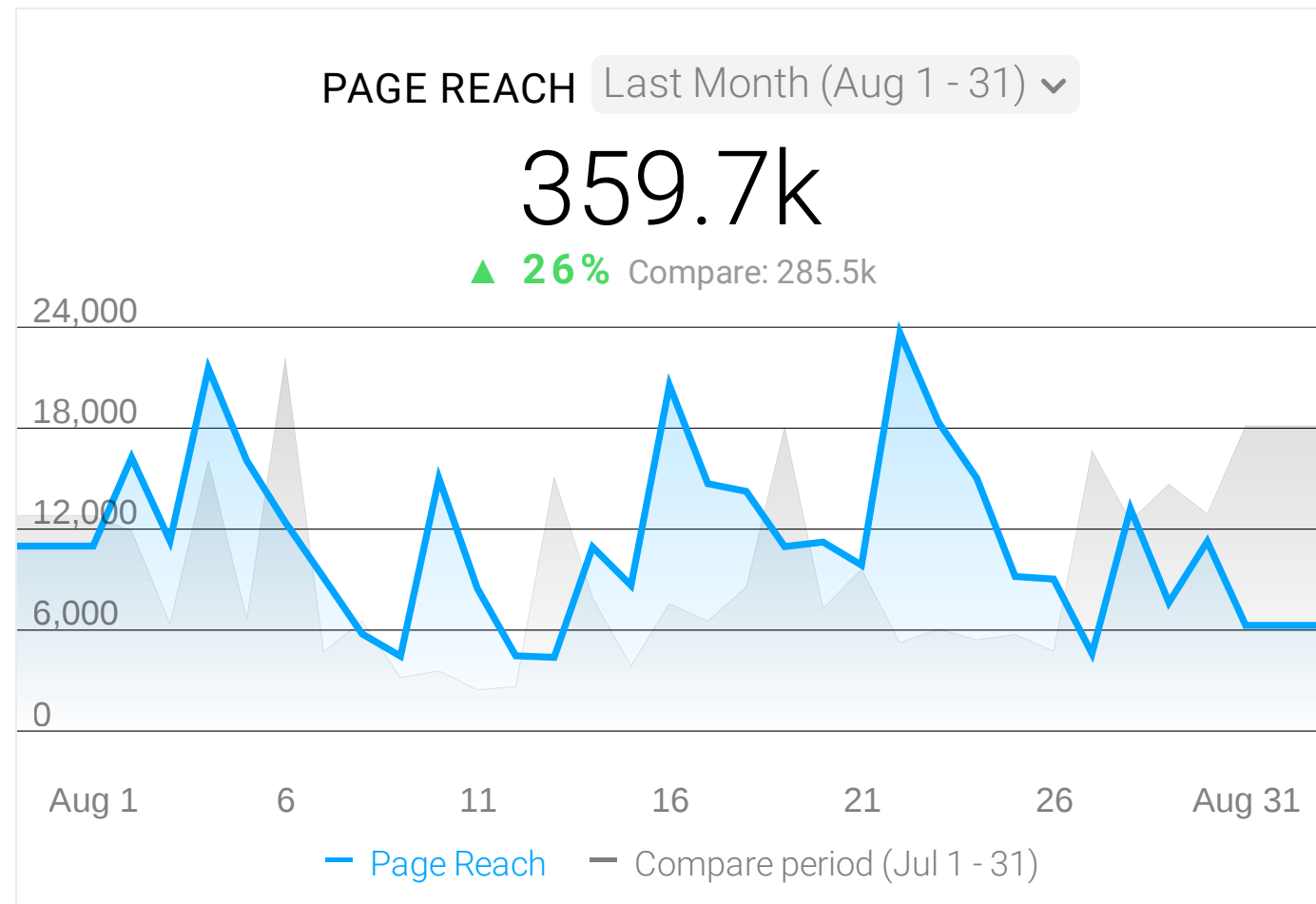


POST ENGAGED USERS BY POST

Last Month ▾

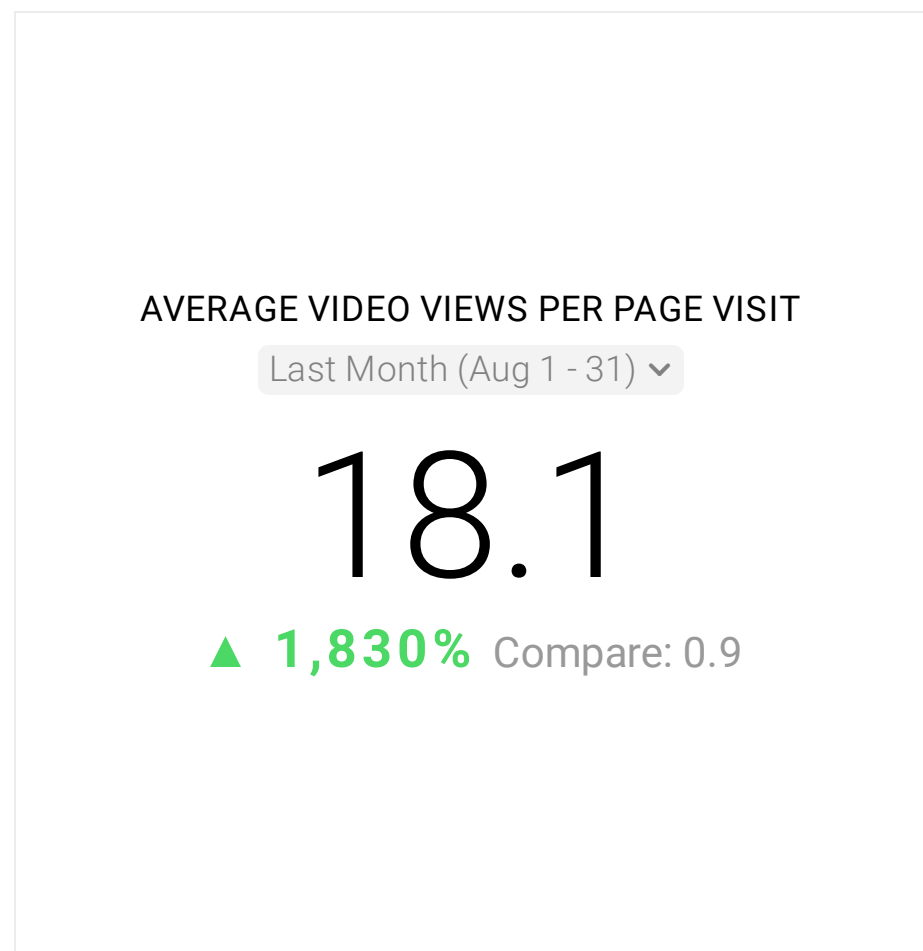
Post	Last Month	Δ
A little sunshine goes a long way . ☺: @bandmn . #EurekaSprings	3,108	
What's the most beautiful place you've visited in Eureka Springs?	1,535	
Good morning! Looks like a great week ahead of us! . ☺: @praveensingh13	1,505	
Eureka Springs is open for business! Have you had a great experience	1,462	
Basin Park feels . ☺:@ryc_e . #EurekaSprings #Arkansas #VisitArkansas	1,458	

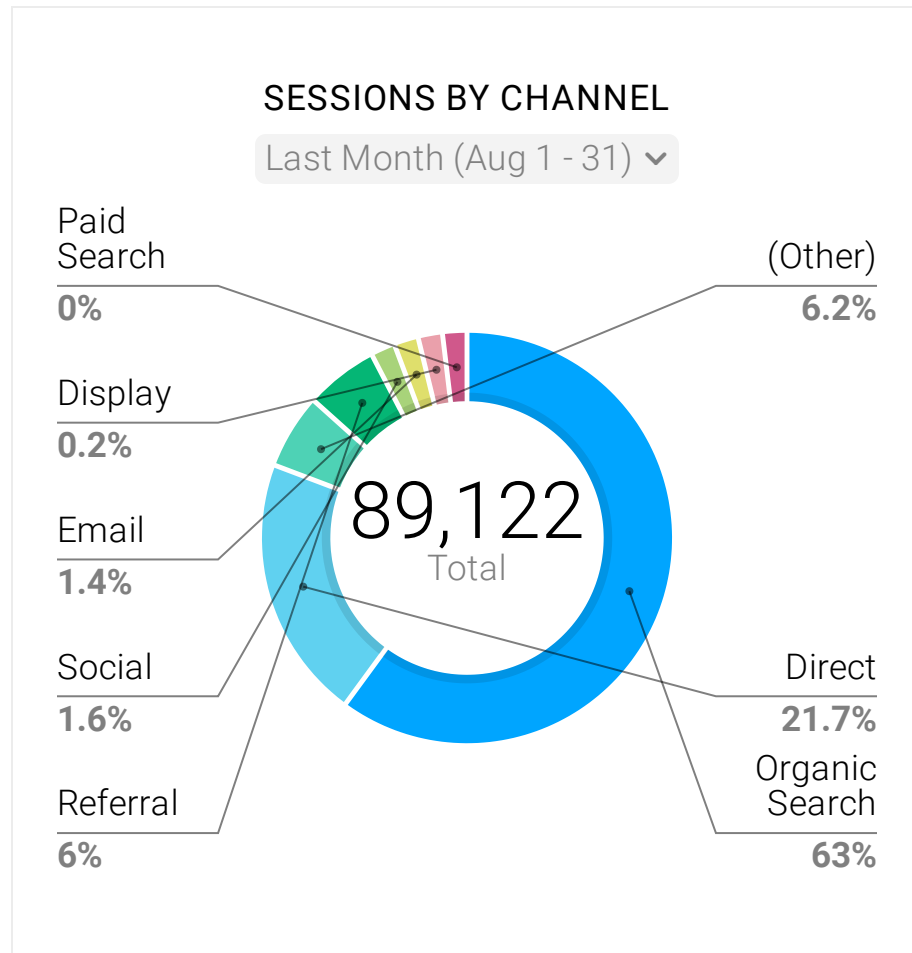
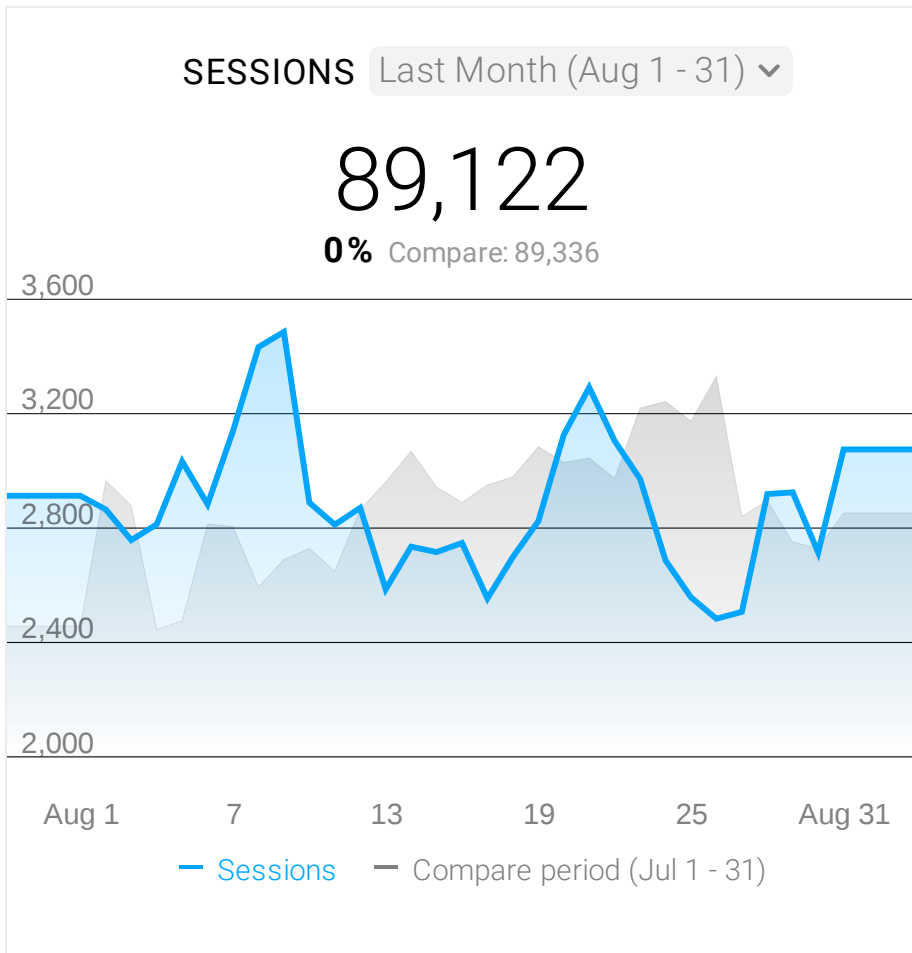




POST VIDEO VIEWS BY PUBLISH DATE Last Month ▾

Metrics	Last MonthΔ
Mondays are for planning your next adventure. . #EurekaSprings	0
A little sunshine goes a long way . ☀️: @bandmn . #EurekaSprings	0
Have you tried your hand at axe throwing yet? You can go to	0
Eureka Springs is full of open spaces & fresh air to explore	0
105824711331_10158661257831332	0





AUDIENCE OVERVIEW Last Month ▾

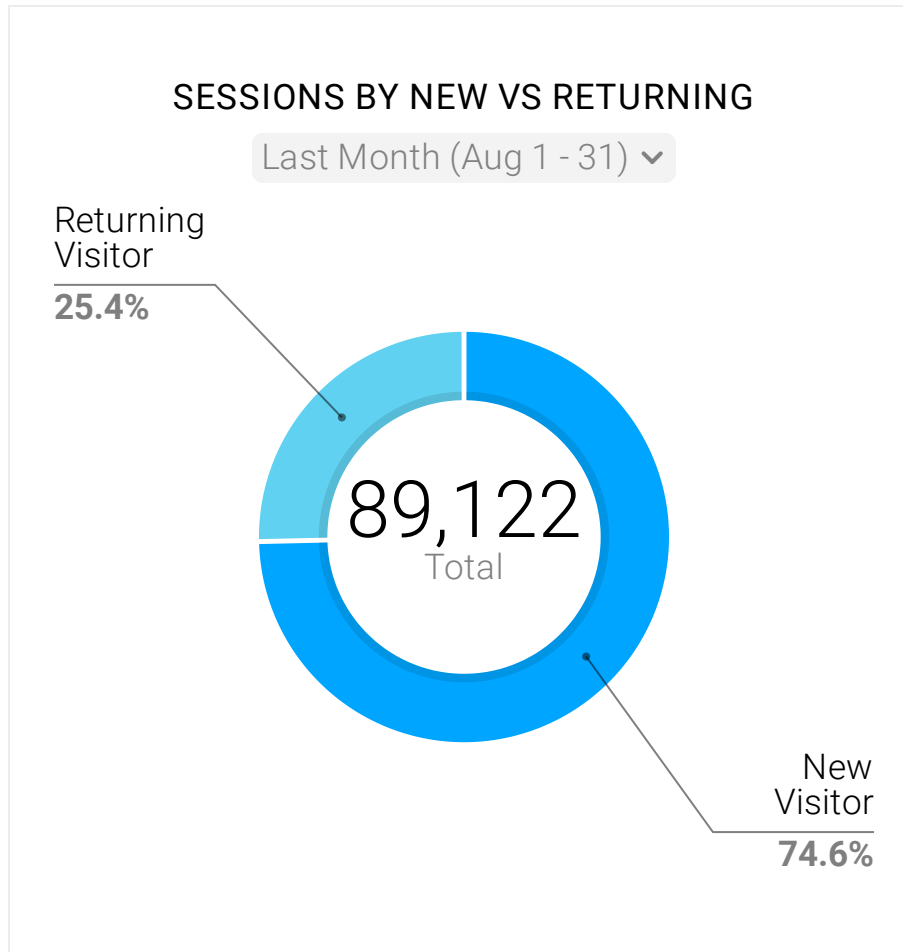
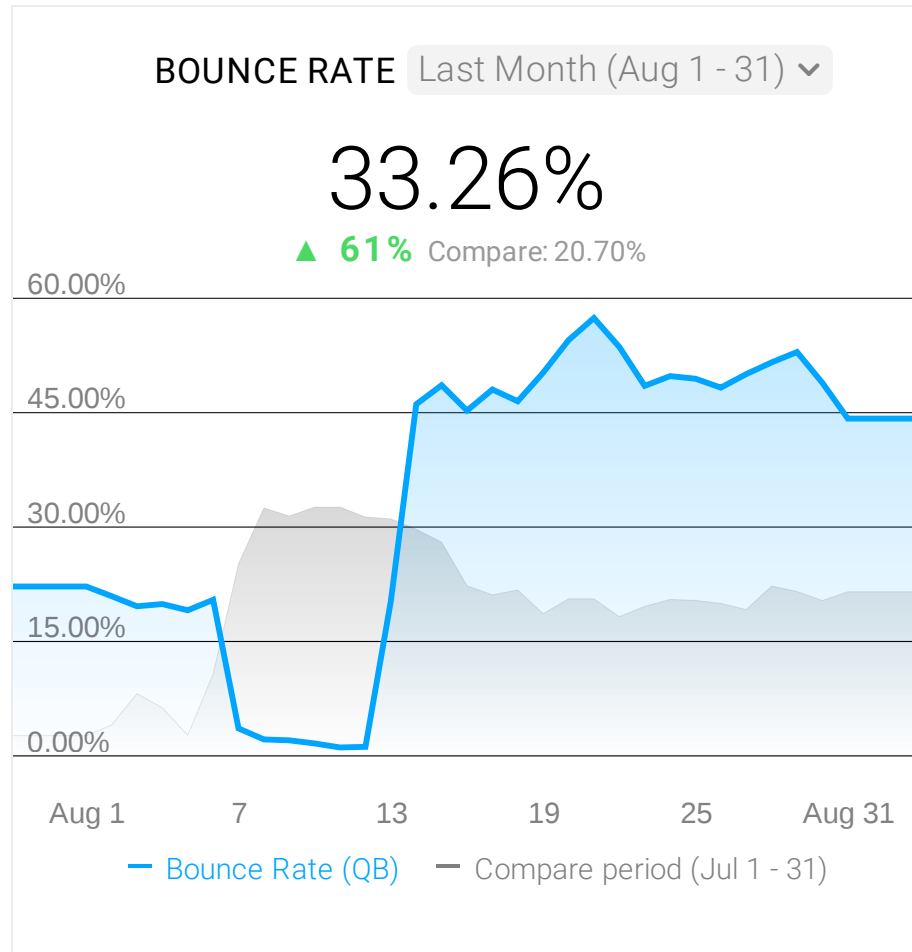
Metrics	Last Month	Δ
Users	69,724	▲ 1%
Sessions	89,122	0%
% New Sessions	74.65%	0%
Pages / Sessions	5.5	▼ 8%
Avg Session Duration	3m 18s	▲ 2%
Bounce Rate	33.26%	▲ 61%
Pageviews	490k	▼ 9%

USERS BY REGION Last Month ▾

Metrics	Last Month	Δ
Texas	16,674	▼ 4%
Missouri	12,848	0%
Arkansas	10,200	▼ 3%
Oklahoma	8,923	▼ 3%
Kansas	3,914	▲ 29%
Illinois	3,836	▲ 6%
Tennessee	2,473	▲ 1%
Louisiana	1,228	▼ 19%
Colorado	1,176	▼ 5%
Florida	1,031	▲ 39%
Iowa	962	▲ 2%
California	870	▲ 23%
Georgia	790	▲ 2%
Mississippi	704	▼ 13%

TOP PAGES BY PAGEVIEWS Last Month ▾

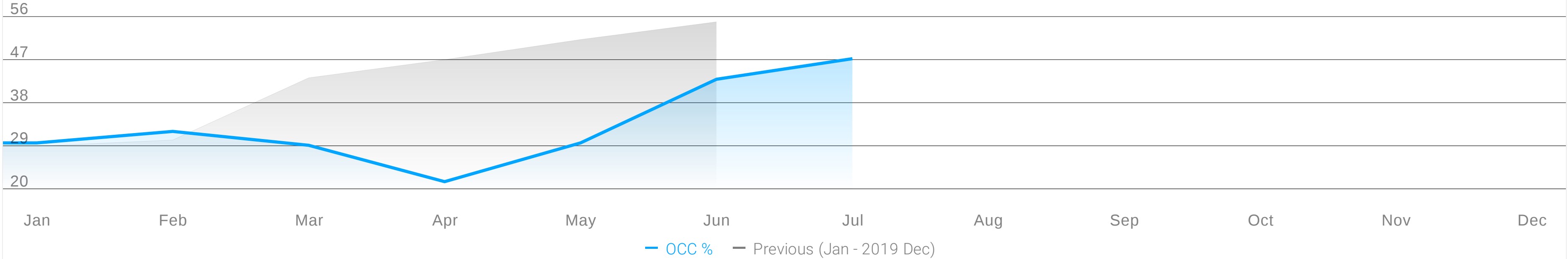
Metrics	Last Month	Δ
/	52,137	▼ 14%
/attractions/	43,697	▼ 24%
/things-to-do/	37,154	▲ 24%
/attractions/page/2/	18,692	▼ 32%
/covid-19-updates-for-eureka-springs/	15,495	▼ 46%
/attractions/page/3/	14,748	▼ 32%
/outdoor-adventure-and-activities/	12,433	▲ 14%



OCC % This Year (Jan - Dec) ▾

33.1%

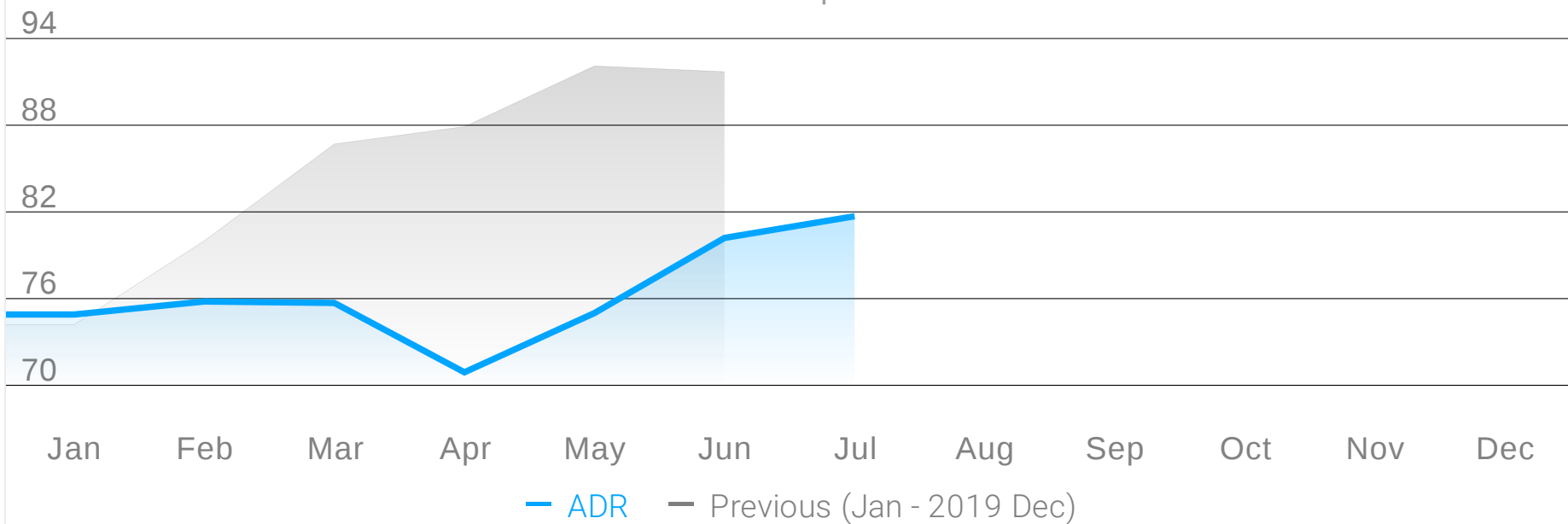
▼ 9.4% Compare: 42.6%



ADR This Year (Jan - Dec) ▾

534

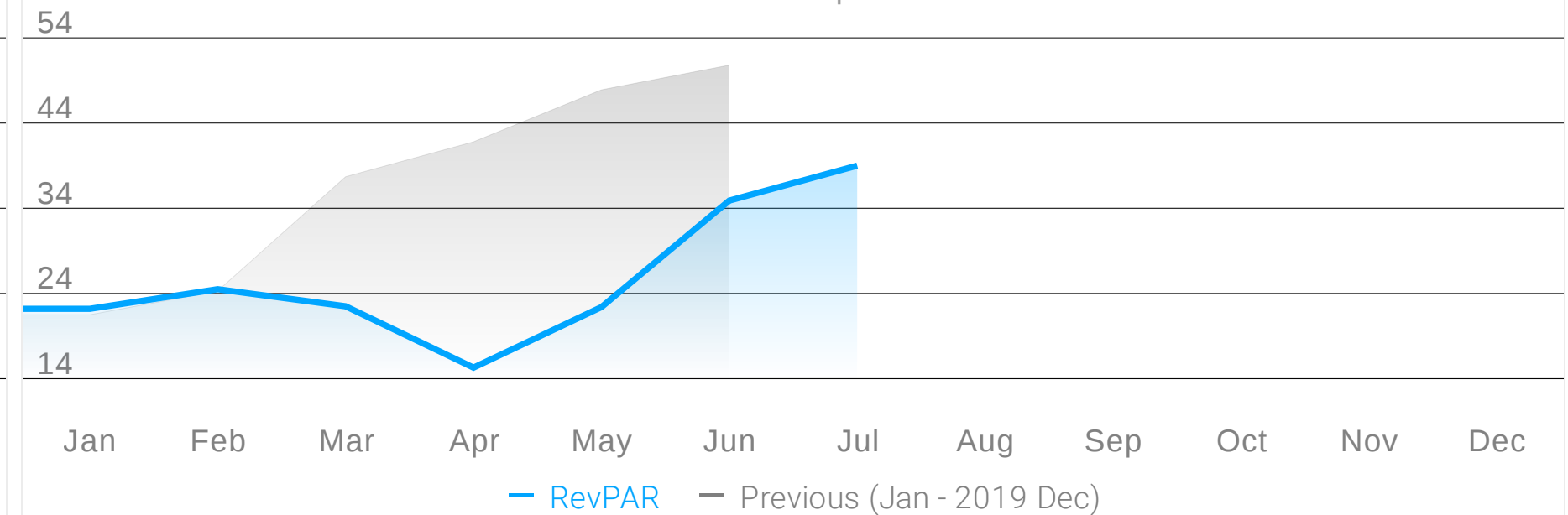
▲ 4% Compare: 513



REVPAR This Year (Jan - Dec) ▾

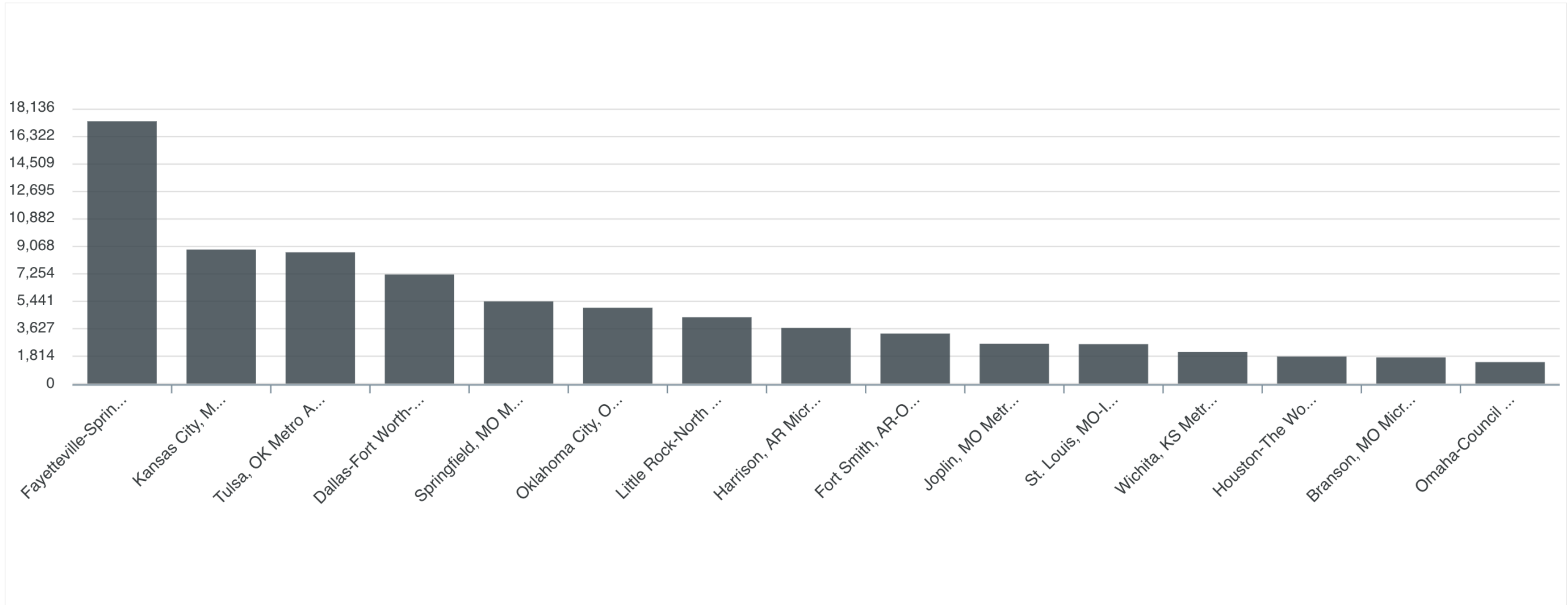
181

▼ 19% Compare: 224



Visit Counts By MSA (Top 15)

July 2020



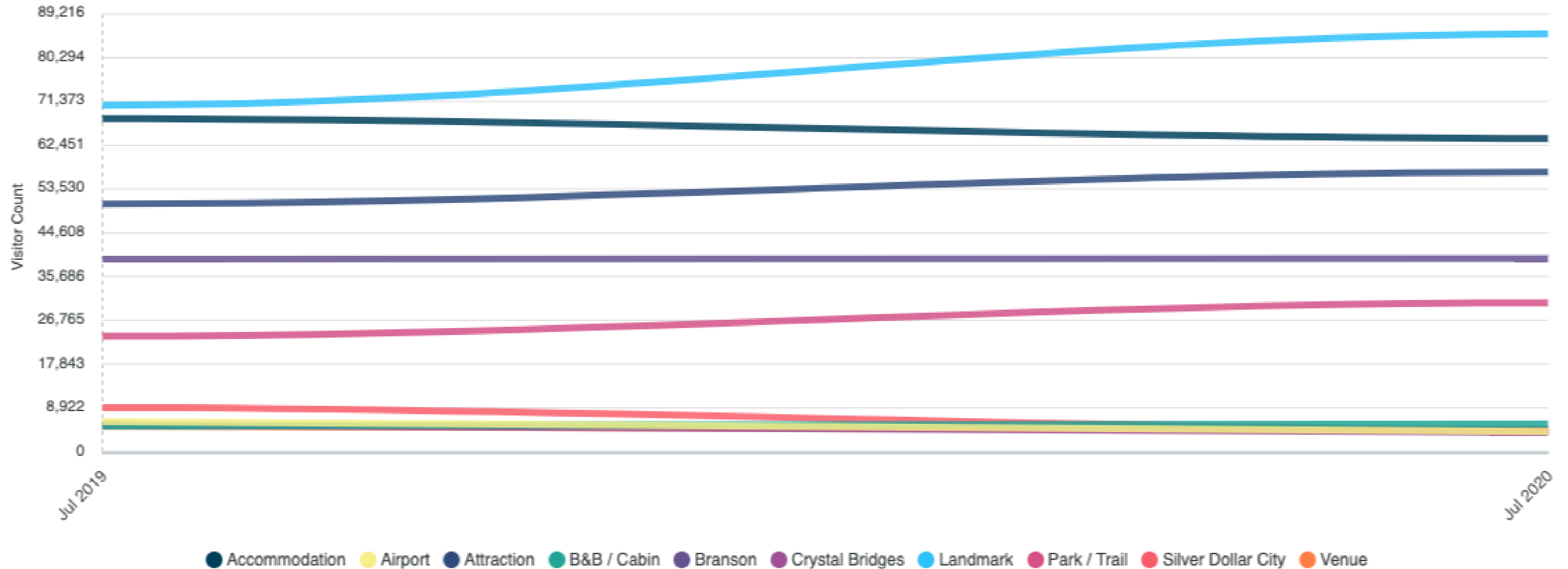
POI Type Visitation Trend

July 2019 vs July 2020

Important Notes:

- **Landmarks** saw the **largest increase** in visitation year over year; followed by **Parks & Trails and Attractions**
- As expected, **Accommodations, Airports and Venues** saw a **decrease** year over year.

NOTE FROM SEP 17 3:53 PM

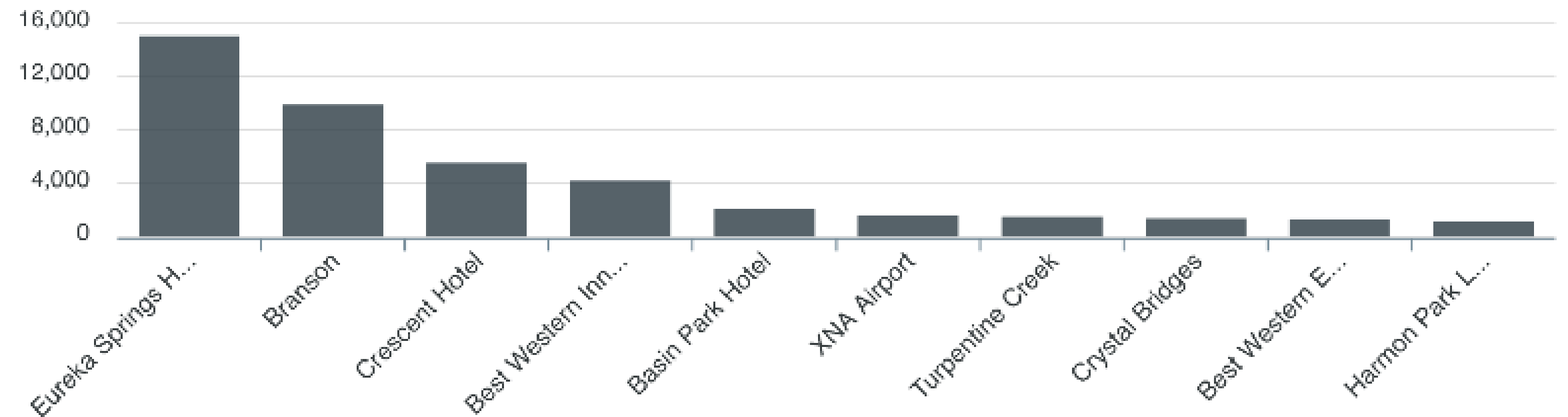


Top Points of Interest

July 2020

Top Points of Interest

The top points of interest are Eureka Springs Historical Downtown (15,090), Branson (9,890), Crescent Hotel (5,540), Best Western Inn of the Ozarks (4,150), Basin Park Hotel (2,050). Which together make up 67% of all visitors to Eureka Springs that also visited the points of interest included in this study.

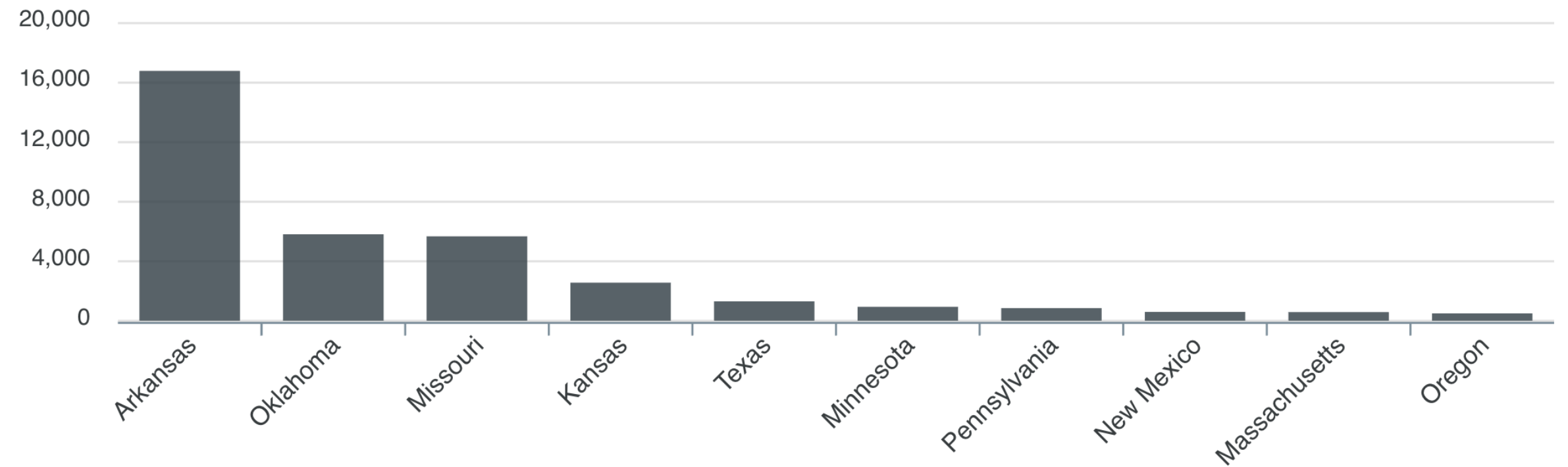


Visitor Origins

July 2020

Visitor Origins

The top five feeder states are Arkansas (16,790), Oklahoma (5,810), Missouri (5,680), Kansas (2,560), Texas (1,310). Which together make up 82% of all visitors.



Length of Stay

July 2020

Length of Stay

Visitors from these states tend to stay longer: Minnesota (4.50 days), Louisiana (4.00 days), Arkansas (3.75 days), Missouri (3.25 days), Utah (3.00 days).

While visitors from these states have the shortest length of stay: Texas (2.75 days), Kansas (2.00 days).

