

PARADISE



Monthly Report: December 2020

Client: Eureka Springs

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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**

December Summary

- Agency and Client began to develop the blueprint for FY21 content calendar.
- Agency, set timeline with client to presented the FY21 strategic planning outline to the CAPC.
- Agency, began planning and researching for the FY21 strategic plan.
- Agency attended the CAPC Partner Meeting and provided an update on initiatives.
- Agency and Client agreed upon a new contract for National Public Relations services for FY21.
- Agencies Public Relations team and Accounts team met with Client to discuss FY21 strategic PR approach.
- Continued to monitor the Supplemental Funds Campaign, as necessary. * This campaign was extended to December 20.
- Reviewed proprietary CAPC partner reports to help guide strategic efforts.
- Continued to monitor and review media usage and traveler behavior trends to apply to future strategic plans.
- Continued to review and monitor Airsage location data.
- Developed monthly activities and data report for August 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

December Summary

For December, we had an average CTR of .06% across all tactics (traffic, bookings, and video completion). Sojern (Traffic) had the best CTR at .16% with quality traffic that led to a 38% bounce rate (90% average with paid media) and 2.45 pages per session. Scripps (OTT) had the best video completion at 97% followed by Sojern at 49% (Pre-Roll).

VIDEO COMPLETION RATE

Last Month (Dec 1 - 31, 2020) ▾

52.55%

TOTAL MEDIA SPEND Last Month (Dec 1 - 31, 2020) ▾

\$ 38.2k

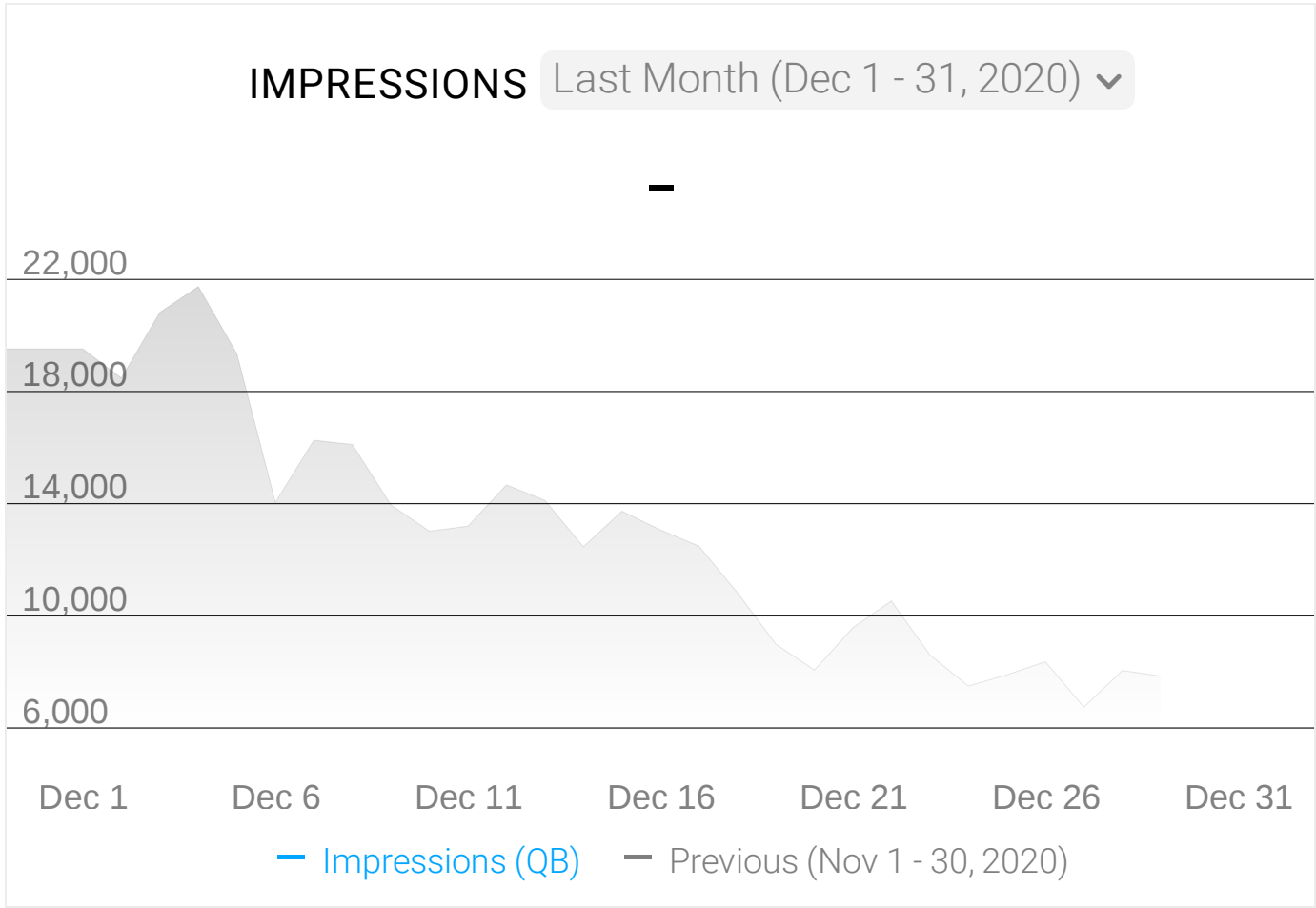
TOTAL IMPRESSIONS Last Month (Dec 1 - 31, 2020) ▾

2.07M

TOTAL CLICKS

Last Month (Dec 1 - 31, 2020) ▾

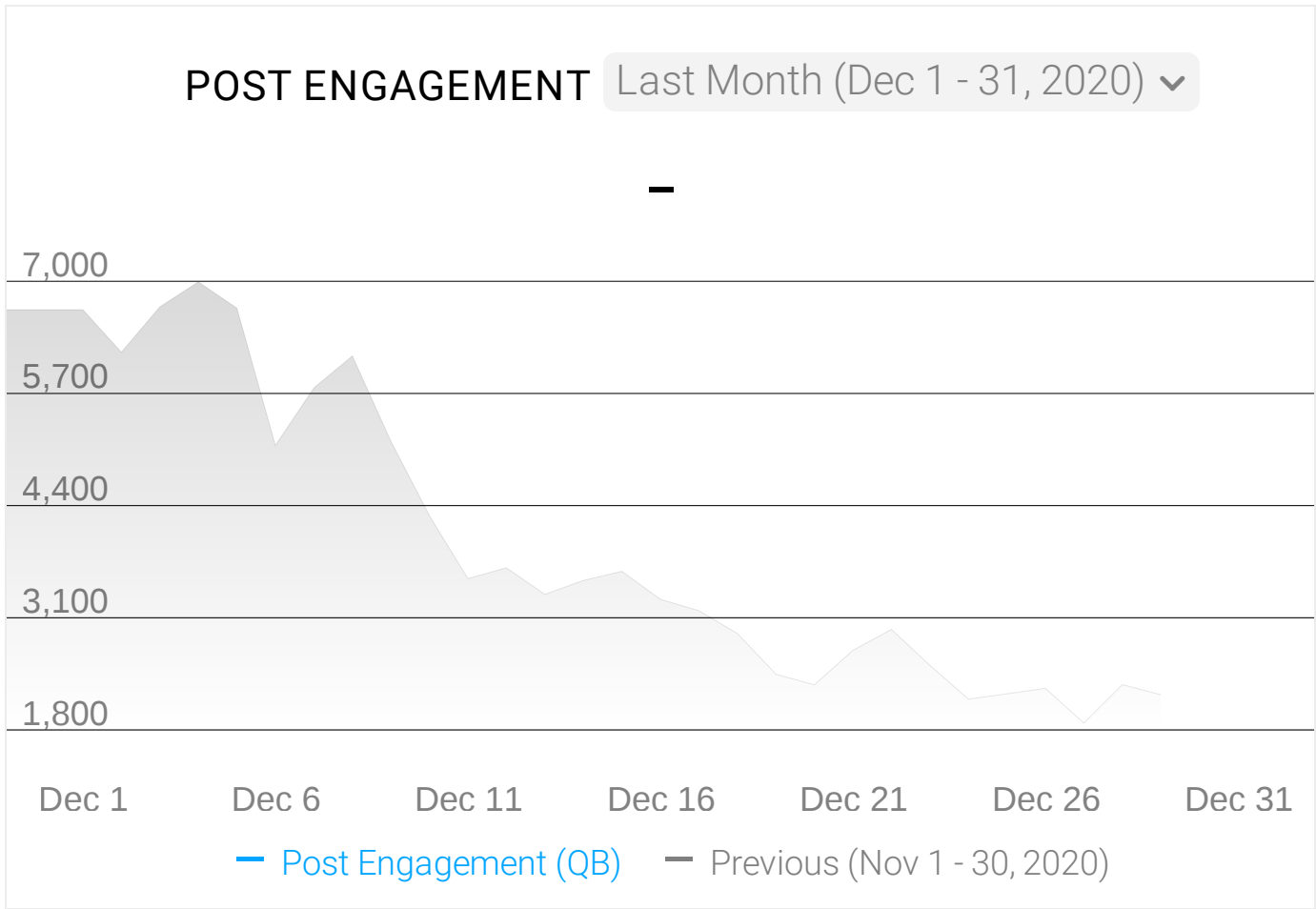
1,312



CAMPAIGNS OVERVIEW Last Month (Dec 1 - 31, 2020) ▾

#	NAME	SPEND	IMPRESSIONS
0		-	-

No ads ran during the month of December



CTR BY CAMPAIGN Last Month (Dec 1 - 31, 2020) ▾

Metrics	Last Month	Δ
	-	

CLICK OVERVIEW Last Month (Dec 1 - 31, 2020) ▾

Clicks	-
CPC	-

ACCOUNT ACTIVITY

Last Month (Dec 1 - 31, 2020) ▾

Metrics	Last Month	Δ
Profile Visits	2,810	▲ 14%
Reach	175.3k	▼ 10%
Impressions	239.4k	▼ 3%
Website Clicks	174	▲ 67%
Get Directions Clicks	0	
Phone Call Clicks	0	
Text Message Clicks	0	

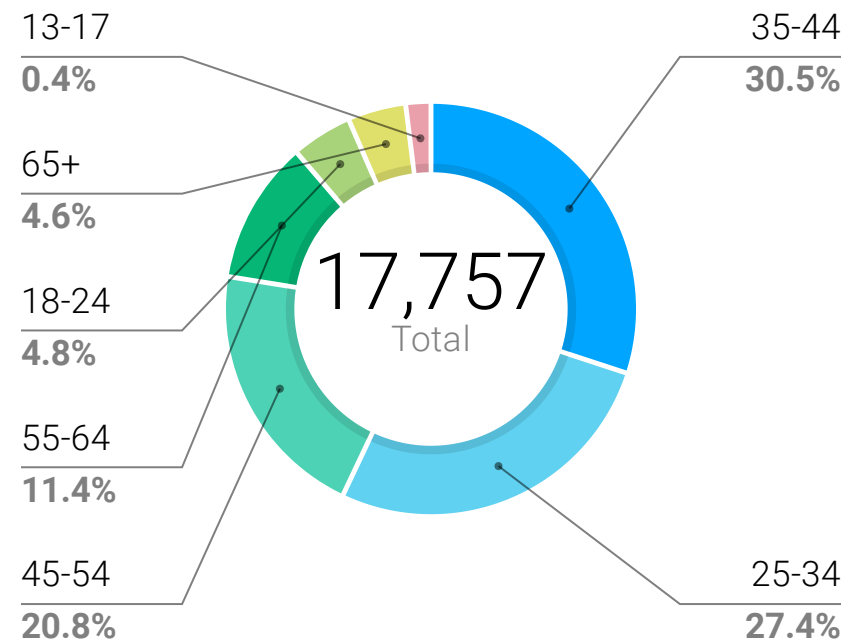
FOLLOWERS BY CITY

Last Month (Dec 1 - 31, 2020) ▾

Metrics	Last Month	Δ
Fayetteville, Arkansas	976	▲ 5%
Little Rock, Arkansas	695	▲ 5%
Rogers, Arkansas	668	▲ 5%
Eureka Springs, Arkansas	632	▲ 4%
Tulsa, Oklahoma	606	▼ 1%
Oklahoma City, Oklahoma	481	0%
Springfield, Missouri	440	▼ 2%

FOLLOWERS BY AGE GROUP

Last Month (Dec 1 - 31, 2020) ▾



TOP POSTS BY LIKES

Month to Date (Jan 1 - 19) ▾

Metrics	Month to date	Δ
Shades of fall ... (11/06 /2020 02:18:51)	2,532	0%
Snow day! ❄️❄️ #EurekaSprings #Arkansas #VisitArkansas...	2,427	▲ 1%
Eureka Springs is open for business! Have you had a great experience...	2,153	0%
If you are planning a road trip to Eureka Springs, Thorncrow...	1,772	0%
Spread holiday cheer by supporting the local #EurekaSprings...	1,698	▲ 46%
Snowy views ... (12/16 /2020 00:50:55)	1,689	▲ 3%
Bringing a little of Eureka Springs' beauty to you this evening! ... (09/12...	1,627	0%
A little sunshine goes a long way ... (08/22/2020)	1,540	0%

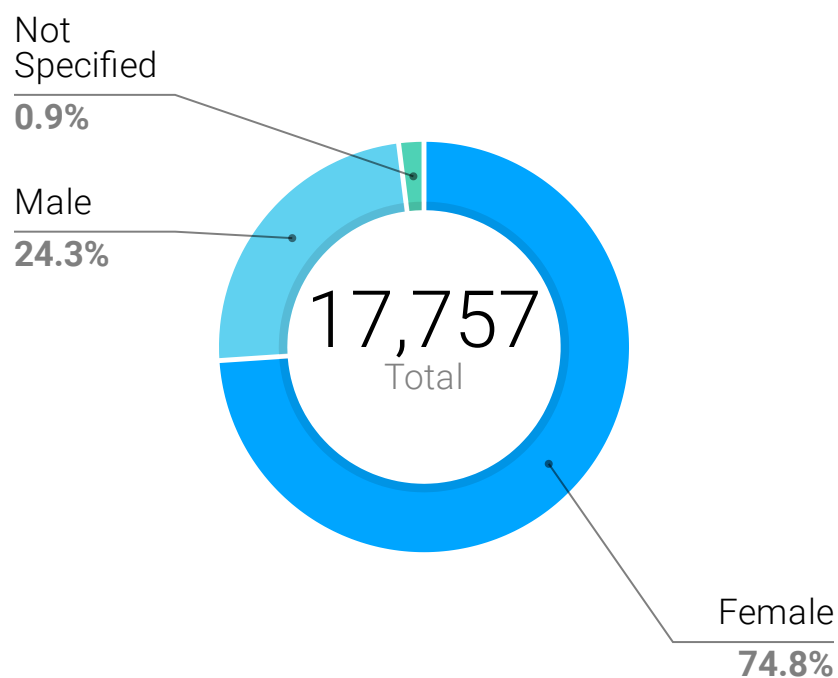
FOLLOWER OVERVIEW

Last Month (Dec 1 - 31, 2020) ▾

434 **21,011**
 New Followers Total Followers
 ▼ 37% (691) ▲ 2% (20,577)

FOLLOWERS BY GENDER

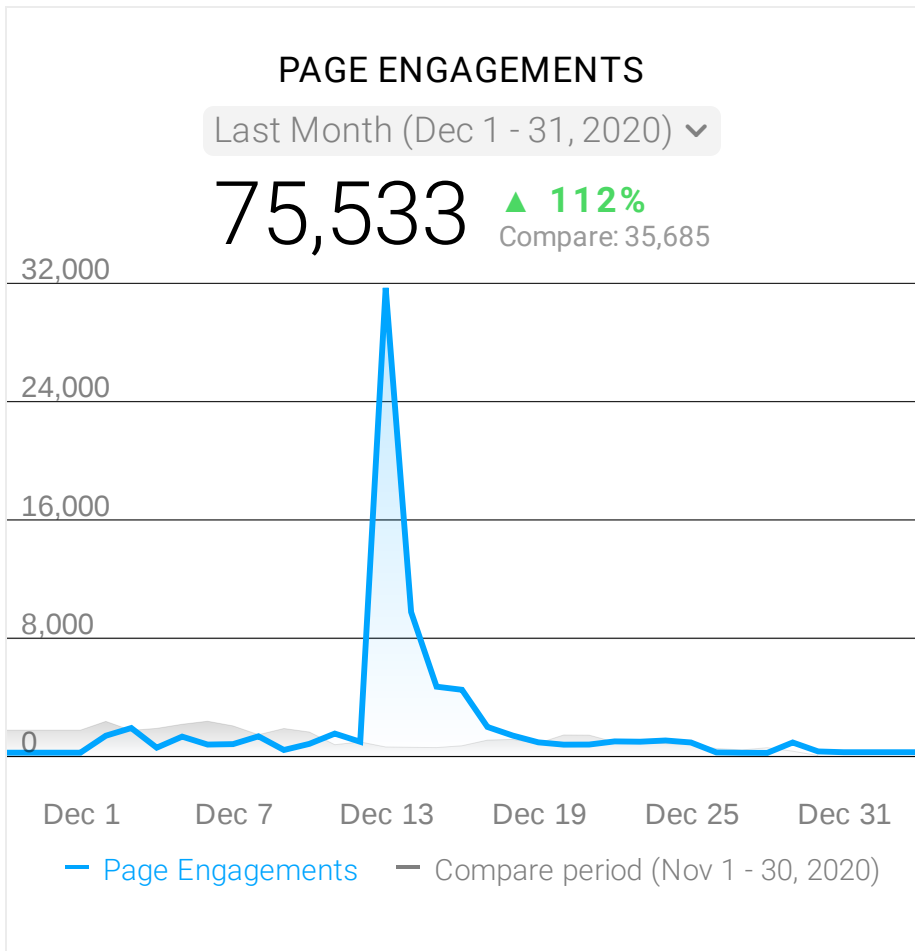
Last Month (Dec 1 - 31, 2020) ▾



NEW POSTS BY LIKES

Last Month (Dec 1 - 31, 2020) ▾

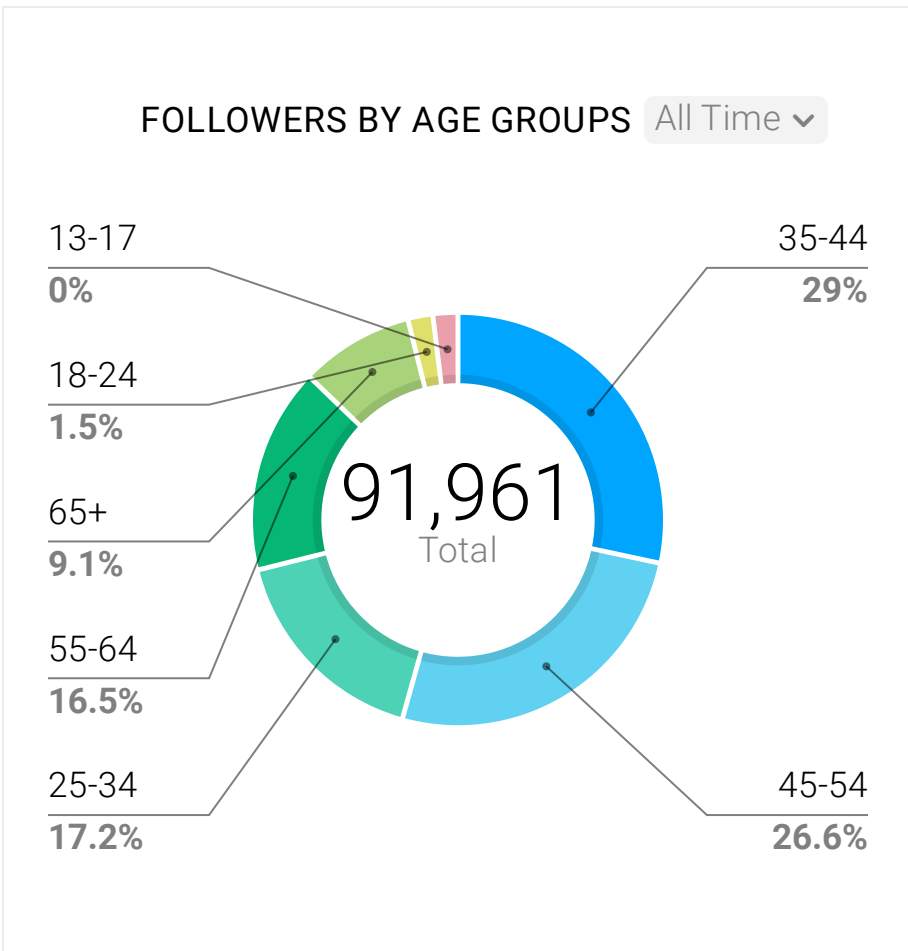
Metrics	Last Month	Δ
Snow day! ❄️❄️ #EurekaSprings #Arkansas #VisitArkansas #ExploreArkansas #Explo reNWA #ARStory #wonderfularkansas...	2,425	
Spread holiday cheer by supporting the local #EurekaSprings businesses you love! ... (12/18/2020 02:25:37)	1,697	
Snowy views ... (12/16/2020 00:50:55)	1,684	
Come share the spirit of the season in Eureka Springs this December. Visit the link in our profile for holiday happenings aroun...	1,499	
Enjoy this Christmas view from 📍:	1,028	



PAGE SUMMARY

Last Month (Dec 1 - 31, 2020) ▾

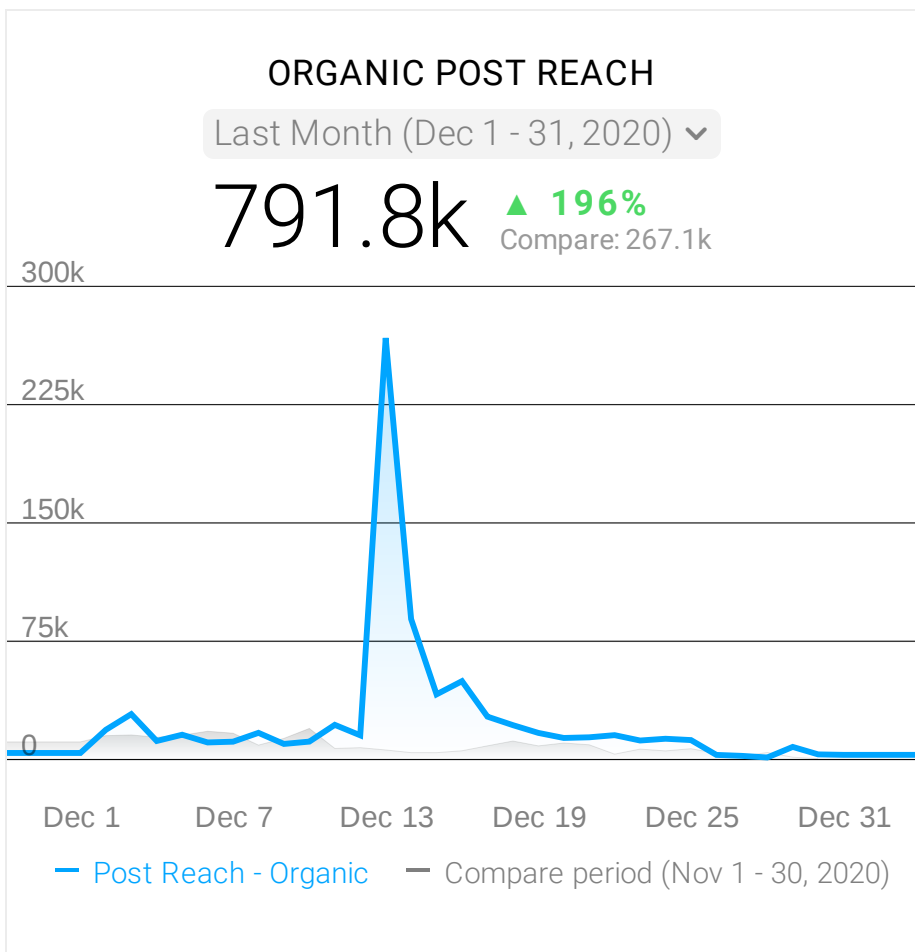
Metric	Last Month	Δ
New Page Likes	2,441	▲ 174%
Total Page Likes	91,832	▲ 2%
Comments	5,589	▲ 584%
Shares	3,366	▲ 243%
Video views	4,867	▼ 95%



FOLLOWERS BY CITY

All Time ▾

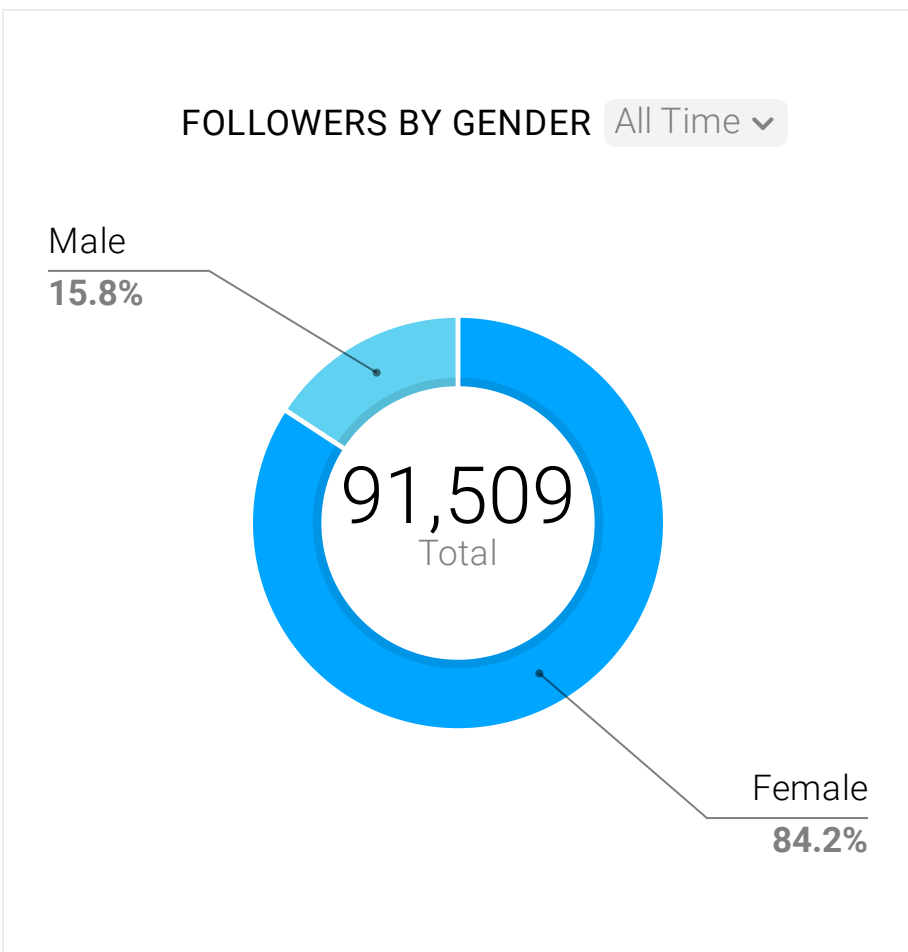
Metric	All Time
Tulsa, OK	4,178
Springfield, MO	2,418
Oklahoma City, OK	2,182
Fayetteville, AR	1,821
Little Rock, AR	1,741
Rogers, AR	1,694
Eureka Springs, AR	1,615
Broken Arrow, OK	1,528
Fort Smith, AR	1,400
Kansas City, MO	1,088
Springdale, AR	1,055
Wichita, KS	1,027
Conway, AR	1,026
Joplin, MO	801



POST ENGAGED USERS BY POST

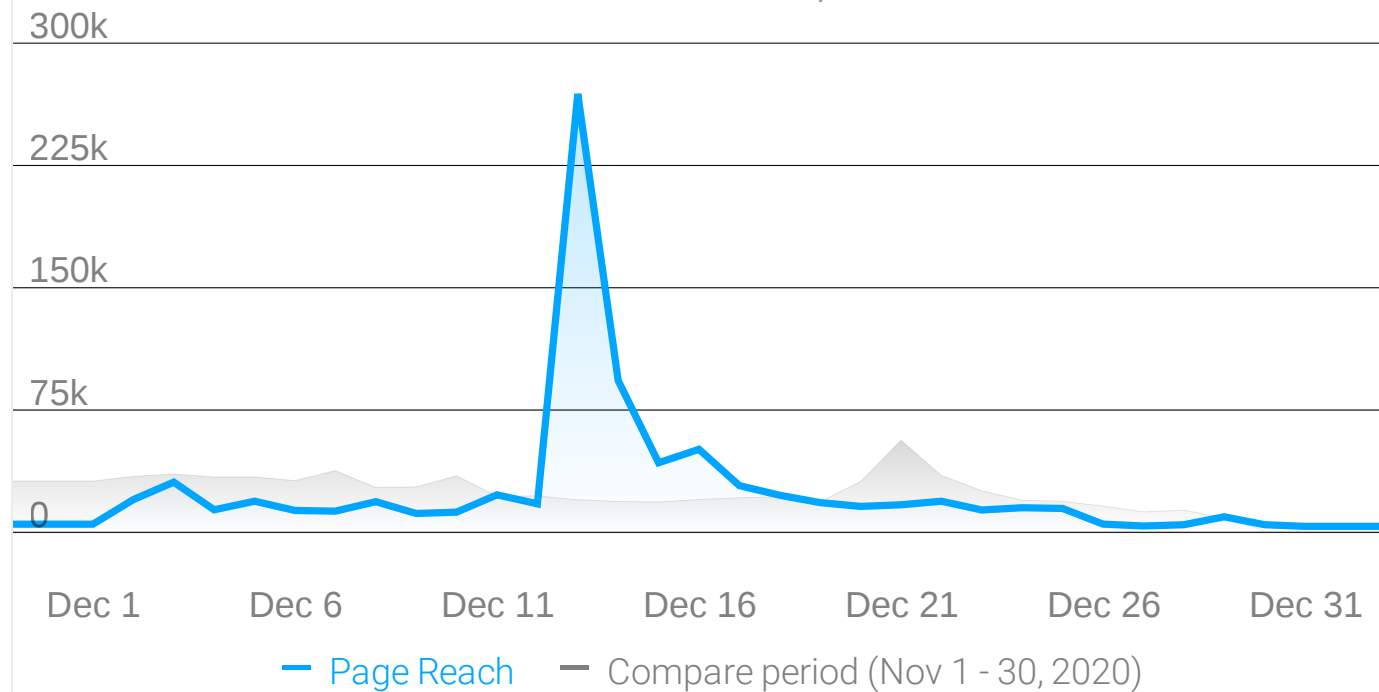
Last Month (Dec 1 - 31, 2020) ▾

Post	Last Month Δ
Snow day! ❄️❄️ (2020-12-13)	42,375
Snowy views . #EurekaSprings #Arkansas #VisitArkansas #ExploreArkansas (2020-12-16)	6,234
Come share the spirit of the season in Eureka Springs this December. (2020-12-03)	4,188
It's the most magical time of year here in #EurekaSprings! . (2020-12-11)	2,730
Enjoy this Christmas view from I: @andyskyphotography . (2020-12-08)	2,071



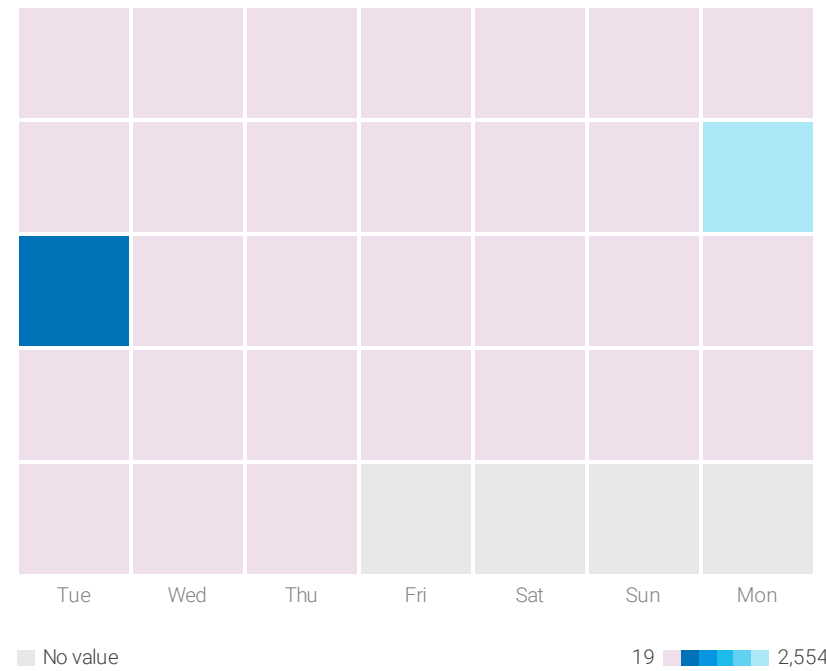
PAGE REACH Last Month (Dec 1 - 31, 2020) ▾

850.4k ▲ 13%
Compare: 751.7k



WHEN ARE PEOPLE WATCHING OUR VIDEOS?

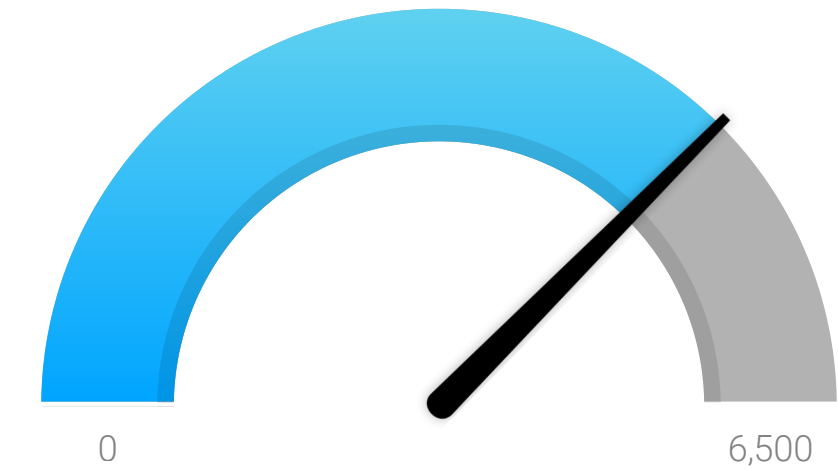
Last Month (Dec 1 - 31, 2020) ▾



HOW MANY PEOPLE WATCHED OUR VIDEOS?

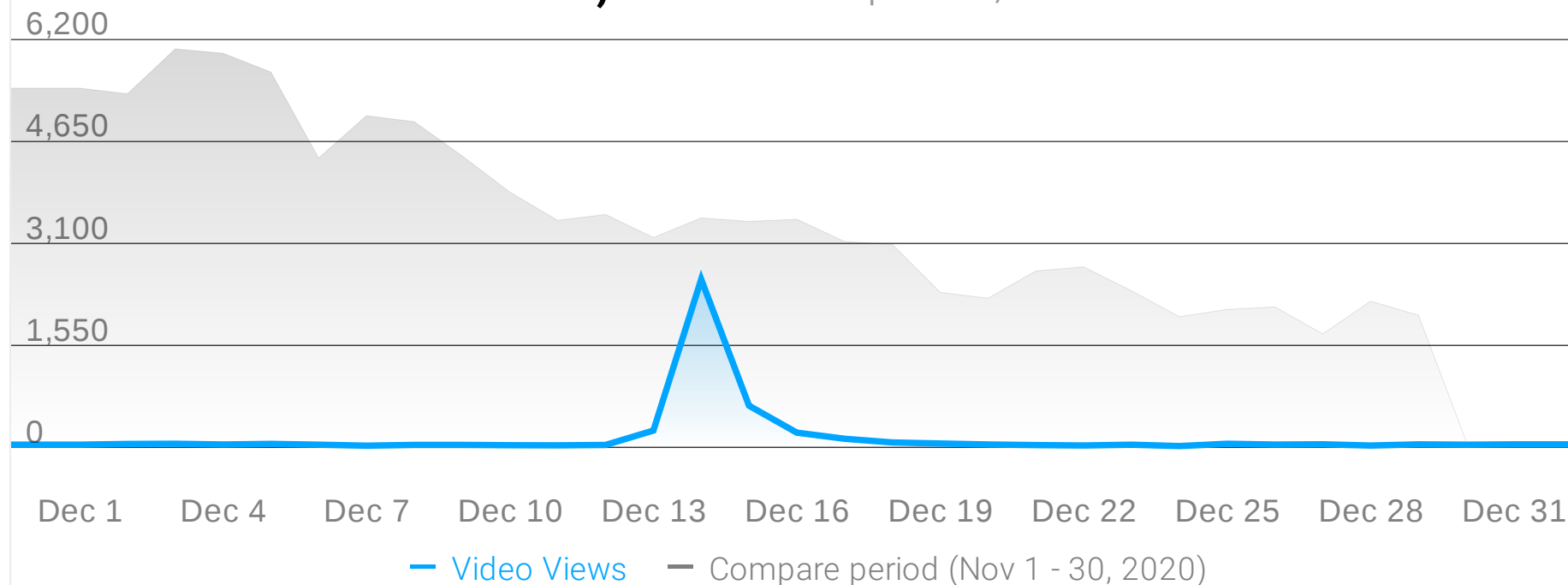
Last Month (Dec 1 - 31, 2020) ▾

4,867



VIDEO VIEWS Last Month (Dec 1 - 31, 2020) ▾

4,867 ▼ 95%
Compare: 102,757



POST VIDEO VIEWS BY PUBLISH DATE

Last Month (Dec 1 - 31, 2020) ▾

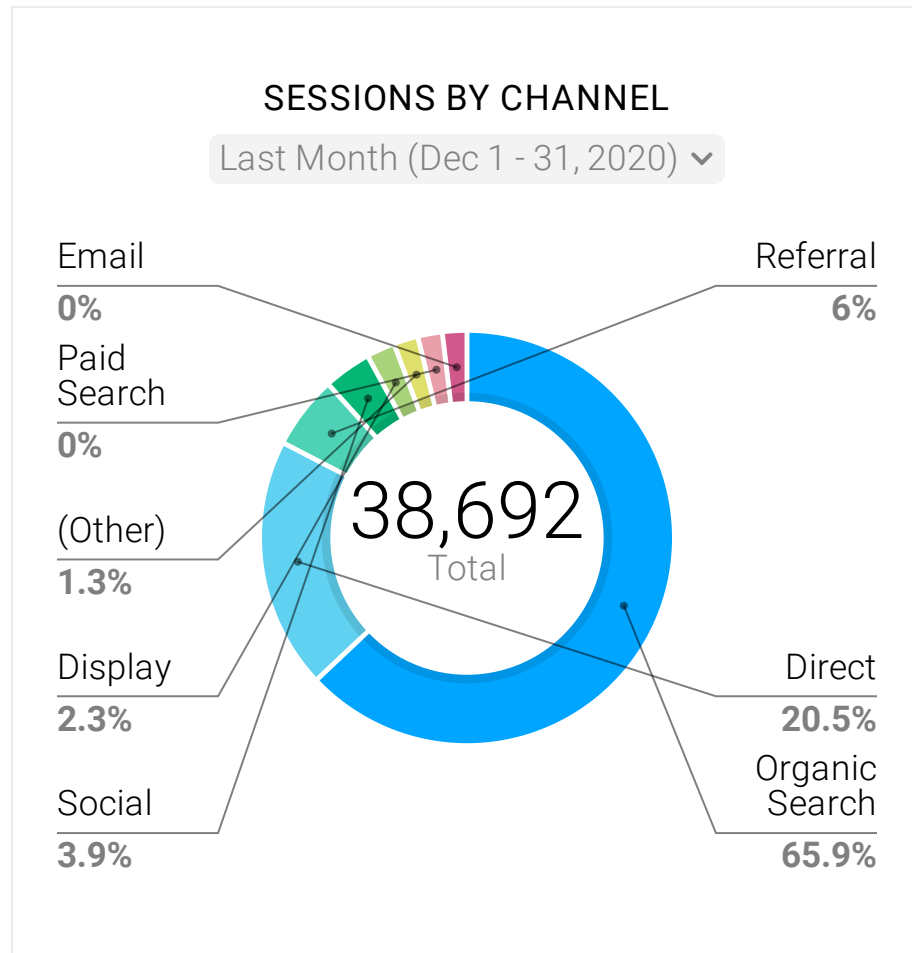
Metrics	Last Month Δ
Eureka Springs, Arkansas (2020-12-14)	3,351
It's the most magical time of year here in #EurekaSprings! . (2020-12-11)	0
Have you finished all of your holiday shopping yet?? With just (2020-12-12)	0
Holiday Living Windows (2020-12-13)	0
Snow day! ❄️❄️ (2020-12-13)	0
Snowy views . #EurekaSprings #Arkansas #VisitArkansas #ExploreArkansas (2020-12-16)	0

AVERAGE VIDEO VIEWS PER PAGE VISIT

Last Month (Dec 1 - 31, 2020) ▾

0.88

▼ 97% Compare: 25.82



AUDIENCE OVERVIEW Last Month (Dec 1 - 31, 2020) ▾

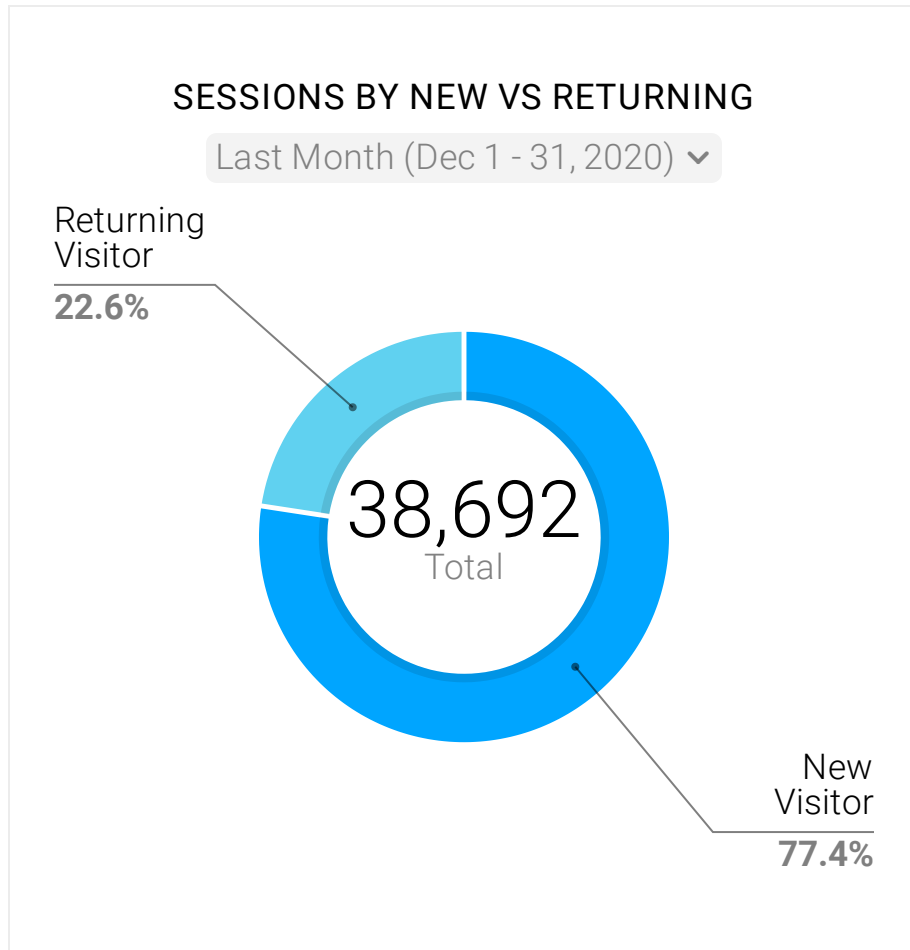
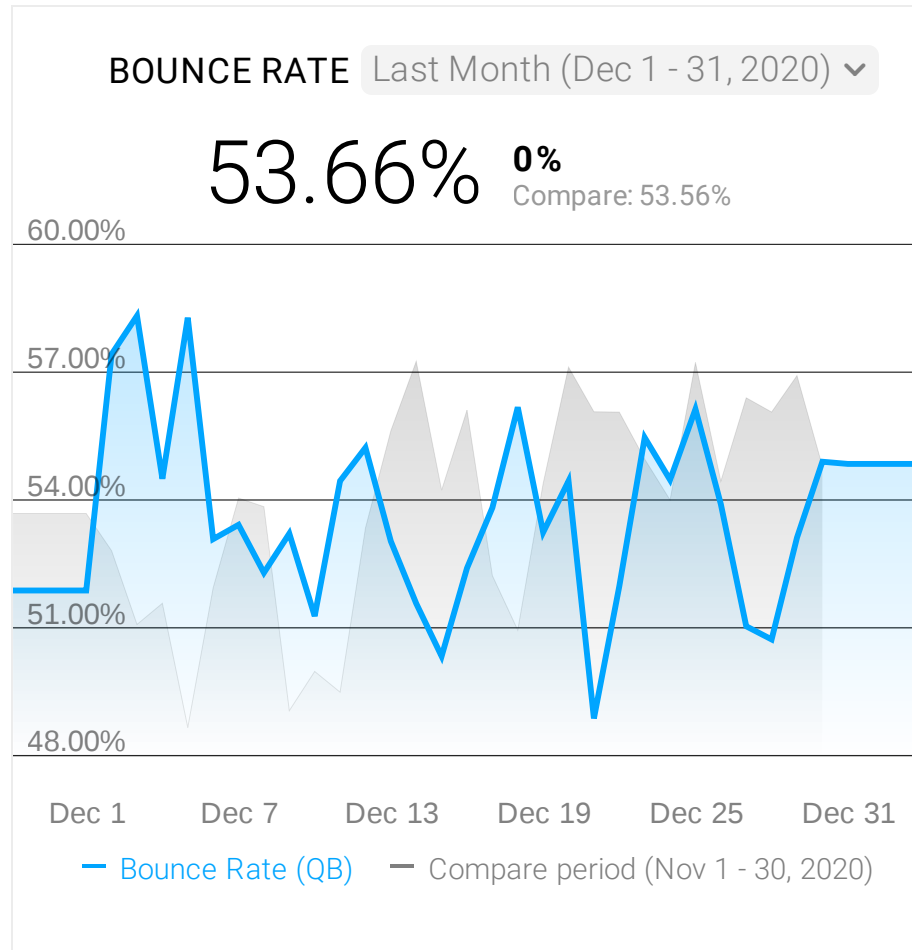
Metrics	Last Month	Δ
Users	30,686	▼ 21%
Sessions	38,692	▼ 22%
% New Sessions	77.57%	▲ 2%
Pages / Sessions	3.1	▼ 6%
Avg Session Duration	2m 23s	▼ 3%
Bounce Rate	53.66%	0%
Pageviews	119.9k	▼ 27%

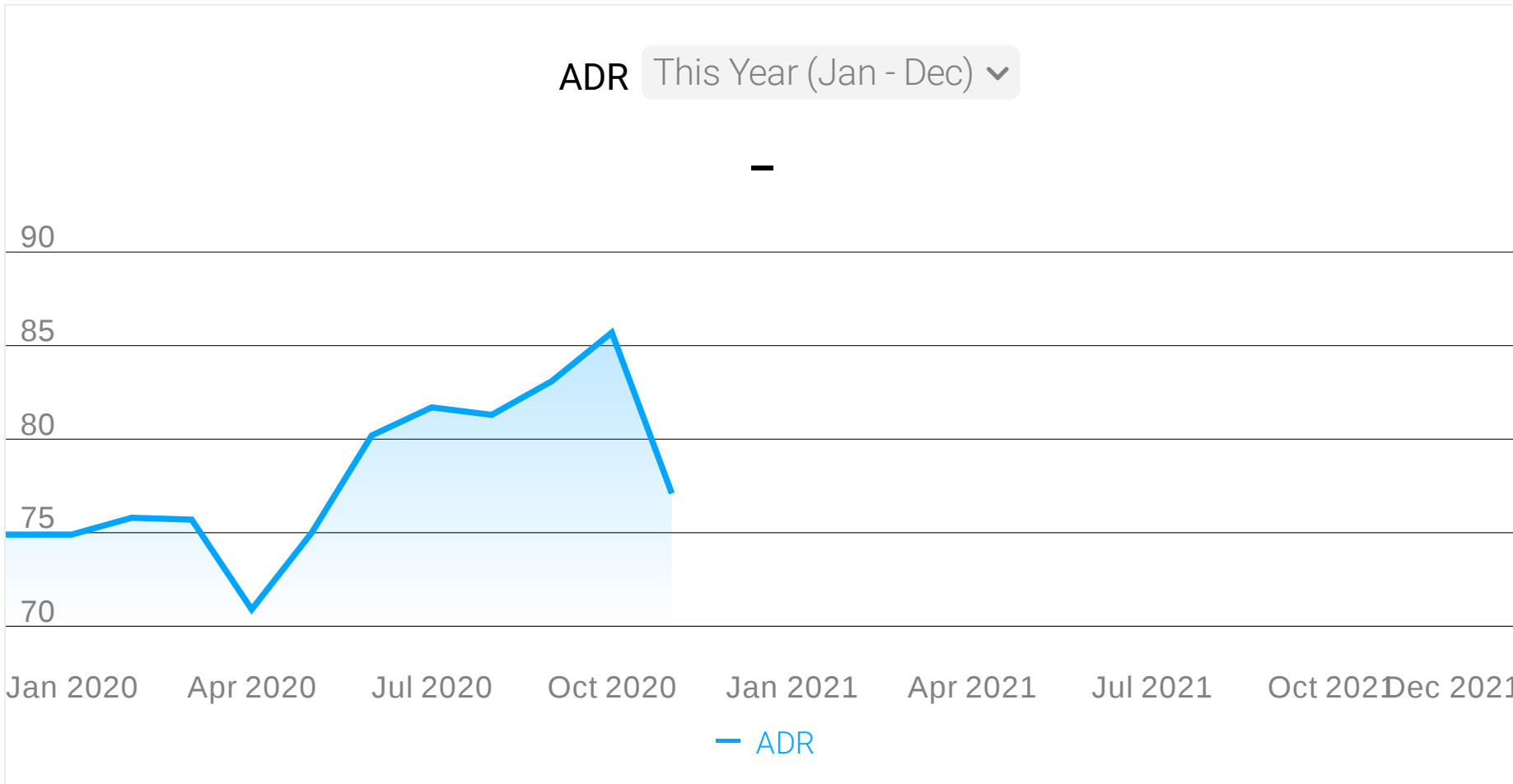
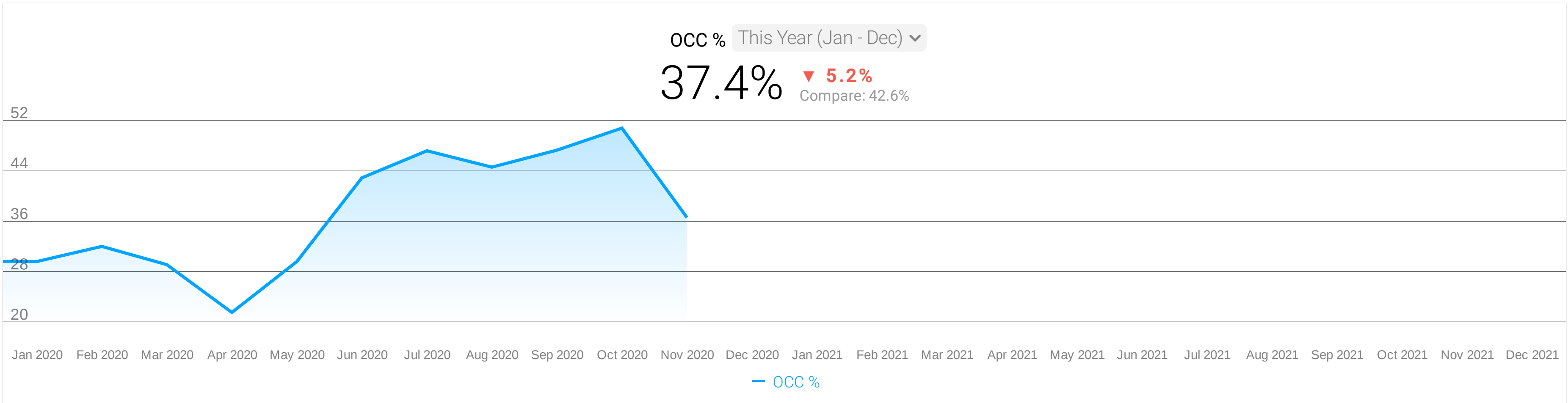
USERS BY REGION Last Month (Dec 1 - 31, 2020) ▾

Metrics	Last Month	Δ
Texas	6,498	▼ 24%
Arkansas	5,826	▼ 13%
Missouri	4,379	▼ 24%
Oklahoma	3,754	▼ 23%
Illinois	1,386	▼ 28%
Kansas	1,287	▼ 17%
Tennessee	1,027	▼ 16%
Louisiana	759	▼ 17%
Florida	638	▲ 17%
California	551	▼ 21%
Colorado	506	▼ 3%
Iowa	427	▼ 16%
Mississippi	357	▼ 20%

TOP PAGES BY PAGEVIEWS Last Month (Dec 1 - 31, 2020) ▾

Metrics	Last Month	Δ
/	17,073	▼ 9%
/attractions/	5,405	▼ 42%
/covid-19-updates-for-eureka-springs/	4,593	▼ 44%
/lodging/cabins-cottages/	4,093	▼ 6%
/10-things-to-do-in-eureka-springs-you-dont-want-to-miss/	3,571	▼ 16%
/christmas/	3,417	▲ 29%

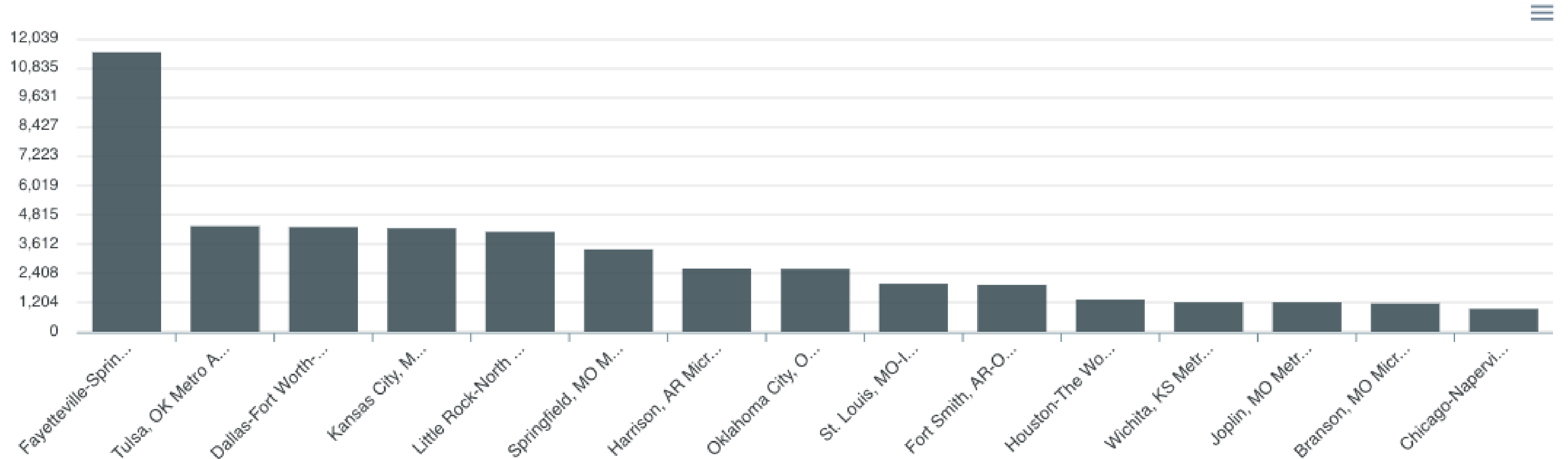




Visit Counts By MSA (Top 15)

November 2020

Visit Counts By MSA (Top 15)

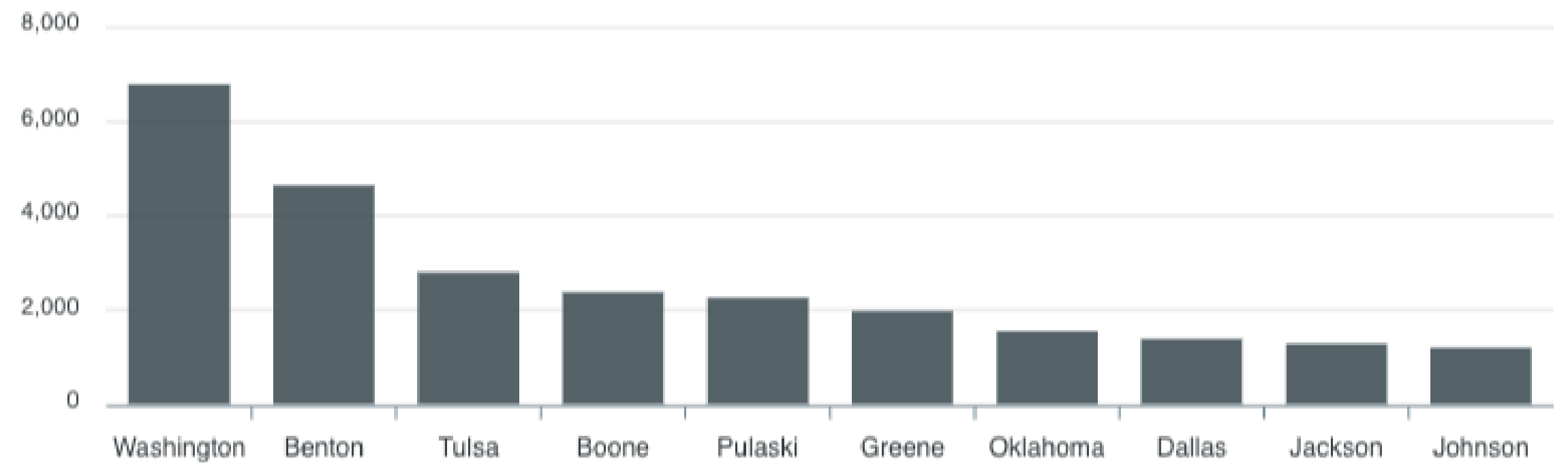


Visitor Origins

November 2020

Visitor Origins

The top five feeder counties are Washington (6,790), Benton (4,650), Tulsa (2,800), Boone (2,380), Pulaski (2,260). Which together make up 24% of all visitors.

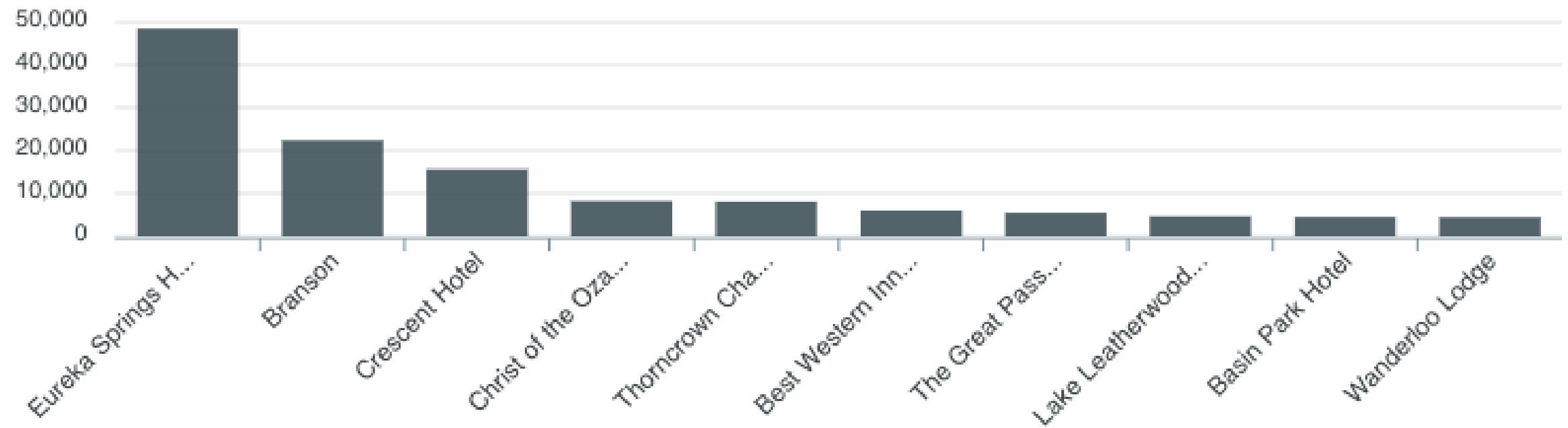


Top Points of Interest

November 2020

Top Points of Interest

The top points of interest are Eureka Springs Historical Downtown (48,450), Branson (22,360), Crescent Hotel (15,660), Christ of the Ozarks (8,200), Thorncrowne Chapel (8,050). Which together make up 58% of all visitors to Eureka Springs that also visited the points of interest included in this study.



Length of Stay

November 2020

Length of Stay

Visitors from these states tend to stay longer: Florida (3.75 days), Indiana (3.50 days), Minnesota (3.50 days), Alabama (3.50 days), Colorado (3.25 days).

While visitors from these states have the shortest length of stay: Georgia (2.00 days), Wisconsin (2.00 days).

