

PARADISE



Monthly Report: December 2021

Client: Eureka Springs

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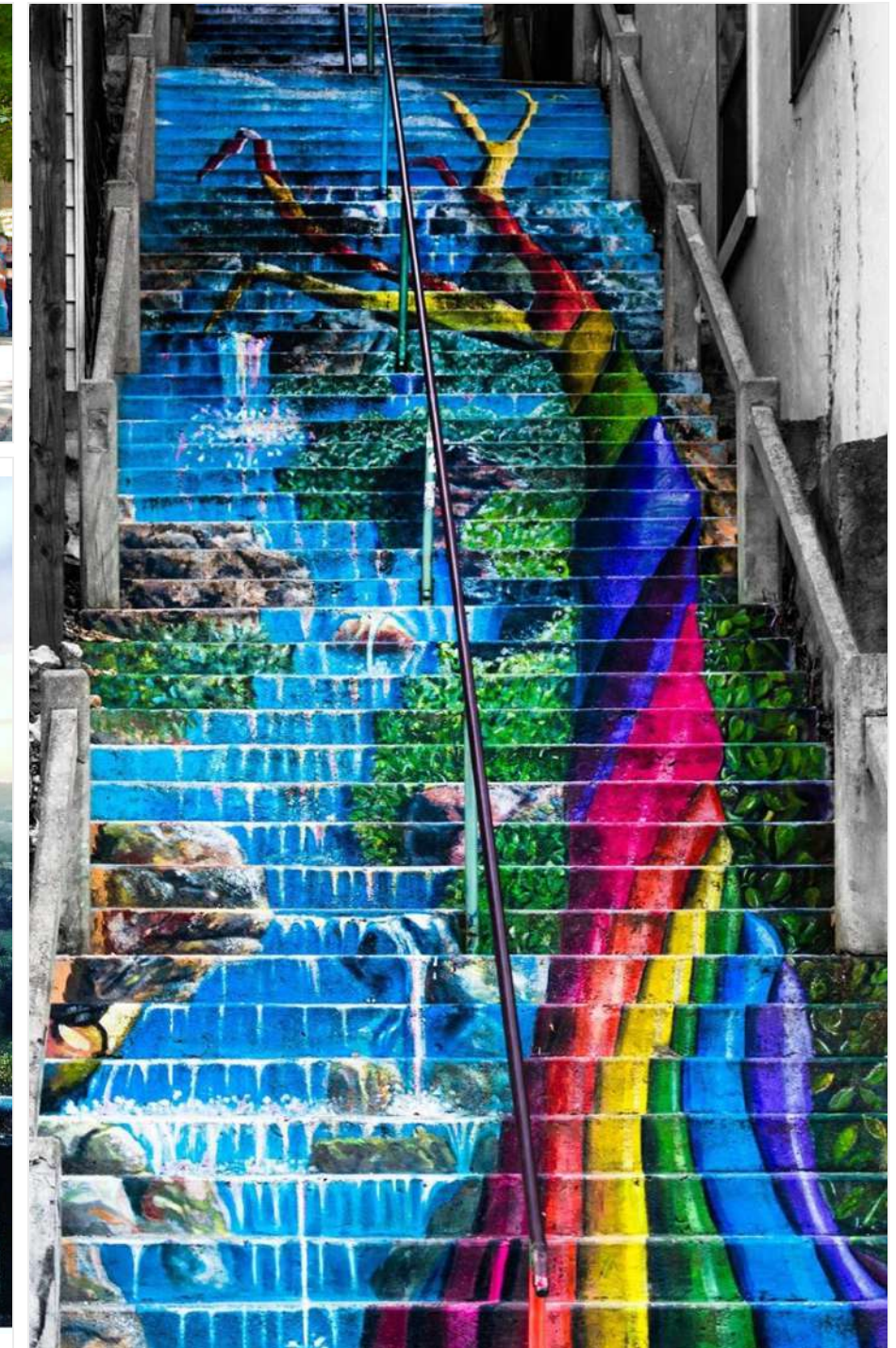
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*Note: Eureka Springs Data Depot reports were set up in mid-May. Therefore, some of the data sets included in this report only reflect since that time.

Advertising & Marketing Services

December Summary

- Q3/Q4 Marketing Campaigns have ended, Paradise will be developing a recap report from all media vendors and this will be available at the beginning of February.
- Initial planning for CY22 will begin pending Budget approvals and addendum signatures. Kick-Off Planning meeting with Paradise is scheduled for January 13.
- Initial Creative selects from the Brand Photo/Video Shoot have been provided and approved.
- Paradise developed and submitted entries for the 2021 Adrian Awards, we will be notified of any nominations in late winter/ early spring.
- Initiated Campaign Closed Out procedures for CY21, including the processing of all available invoices.
- Reviewed, cataloged, and provided insight on Creative selects from the CAPC's in-house Q4 Photo Shoot, including utilizing these assets for "Finish The List" social efforts.
- Developed and deployed two new blogs for the month of December (*Holiday Shopping* and *Arts, Culture, Music*) – the blogs are live on the website and have been promoted through social media.
- Monitored the Datafy dashboards, as well as reviewed monthly Digital Intelligence needs with CAPC staff.
- Prepared to virtually attend the 12/8 CAPC Workshop and 12/22 CAPC Meeting (both cancelled/rescheduled).
- Communicated weekly with CAPC staff and Chairman for day-to-day account management.
- Reviewed proprietary CAPC partner reports to help guide strategic efforts.
- Continued to conduct meetings with various media vendors for current and upcoming campaigns.
- Continued to monitor and review media usage and traveler behavior trends to apply to future strategic plans.
- Conducted and planned ongoing National Public Relations services for FY21.
- Communicated and completed various website and social media requests from stakeholders, CAPC staff and CAPC Commissioners as needed.
- Processed monthly billing, including budget management.
- Conducted regular bi-weekly check-ins with CAPC staff and addressed any questions/concerns.
- Conducted regular bi-weekly social media management check-ins with CAPC staff and addressed any questions/concerns.
- Developed and sent monthly activities and data report to CAPC staff and Chairman.



Media Overview

December Summary

The Q3/Q4 Campaign had over 645K impressions for December via SeeSource (banners, native, and video), TripAdvisor (conquest targeting), and Expedia (bookings).

There was a 0.11% CTR overall, with Expedia producing the best CTR at 0.16%. This is above and beyond the industry CTR benchmark of 0.08% overall.

As for the Video Completion Rate (VCR), the campaign averaged over 93% with SeeSource. VCR is a goal focused on video vendors that measures the start and completion of video plays in pre-roll placements. The industry benchmark for VCR in pre-roll placements is 70%.

VIDEO COMPLETION RATE

Last Month (Dec 1 - 31, 2021) ▾

89.99%

TOTAL MEDIA SPEND

Last Month (Dec 1 - 31, 2021) ▾

\$ 31.5k

TOTAL IMPRESSIONS

Last Month (Dec 1 - 31, 2021) ▾

645.1k

TOTAL CLICKS

Last Month (Dec 1 - 31, 2021) ▾

696

Social Media Services December Summary

NOTE FROM JAN 3 3:40 PM

- Implemented the annual content strategy across all social media platforms.
- Conducted day-to-day operations, including but not limited to content creation, content curation, paid social media implementation, management, optimization, and reporting/analysis, etc.
- Worked with the CAPC staff to implement social LIVES into content mix.
- Completed the January 2021 content calendar to be shared across social media platforms.
- Supported the CAPC staff in social crisis management.

NOTE FROM JAN 3 5:33 PM

FB Post Engagement: 2158

NOTE FROM JAN 3 3:43 PM

FB Post
Reach: 27224

NOTE FROM JAN 3 3:43 PM



Eureka Springs, Arkansas is in Eureka Sprin...
December 24, 2021 9:01 PM(UTC-05:00)

Santa is on the way! 🎅 Merry Christmas from your favorite quirky corner of Arkansas! ✨
@wanderingwithawarrior



IG Post Engagement: 1845

NOTE FROM JAN 3 5:32 PM

IG Post Reach:
15551

NOTE FROM JAN 3 5:32 PM

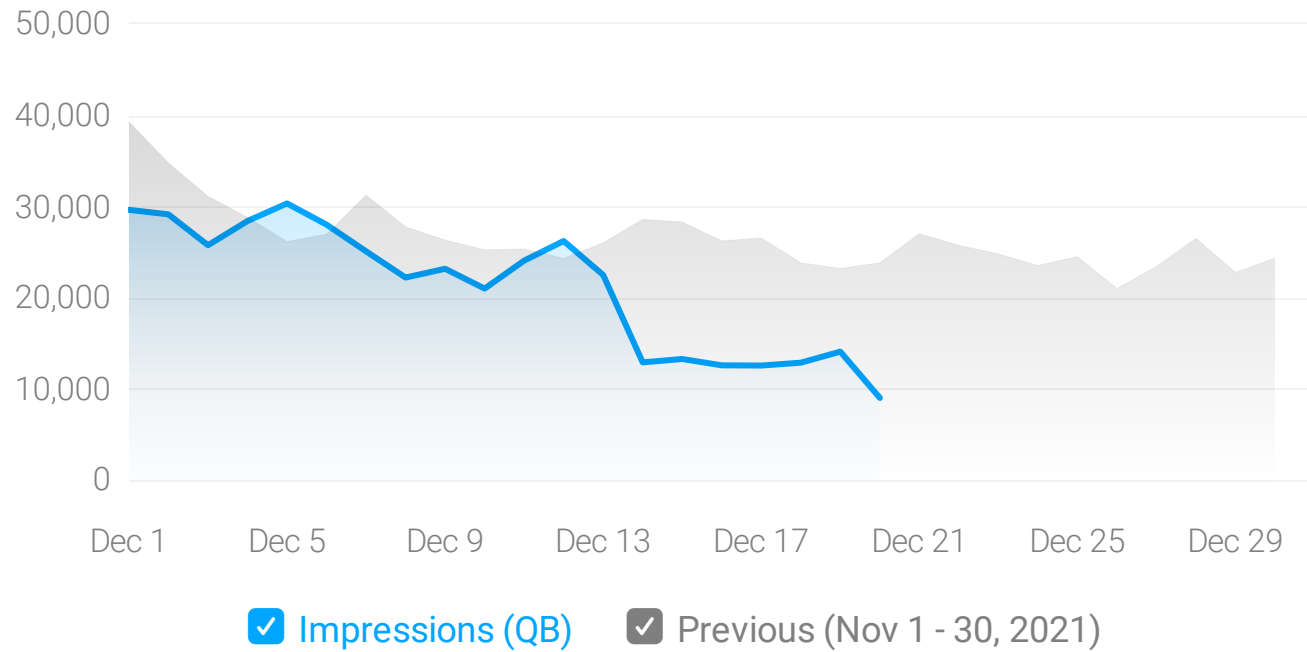
IMPRESSIONS

Last Month (Dec 1 - 31, 2021) ▾

422.7k

▼ 47%

Comparison period: 797.6k



CAMPAIGNS OVERVIEW

Last Month (Dec 1 - 31, 2021) ▾

#	NAME	SPEND	IMPRESSIO...
1	ESP 0634 FY21 Q3/Q4 Evergreen Engagement (23848146839910596)	-	180.4k
2	ESP 0634 FY21 Q3/Q4 Evergreen Traffic (23848287206830596)	-	108.9k
3	ESP 0629 FY21 Local Campaign Traffic (23847998953060596)	-	73,674
4	ESP 0629 FY21 Local Campaign Engagement (23847910186870596)	-	59,790

In December, Facebook/Instagram paid social concluded for the Local and Q3/Q4 Campaigns.

Results:

- 422,700 Impressions, a 47% decrease from November. This can be attributed to the campaigns completing their flights on the 13th and 20th of the month.
- 117,000 Post Engagements, a 39% decrease from November.
- 4,714 Clicks, a 47% decrease from November. Although there was an overall decrease in clicks, Traffic campaigns saw overall increases in CTRs. The Q3/Q4 Campaign saw a 2.15% CTR, a 9% increase, while the Local Campaign saw a 1.69% CTR, a 1% increase from November. These campaigns performed above the travel industry benchmark of 0.9%.

POST ENGAGEMENT

Last Month (Dec 1 - 31, 2021) ▾

117k

▼ 39%

Comparison period: 190.2k



CTR BY CAMPAIGN

Last Month (Dec 1 - 31, 2021) ▾

Metrics	Last Month	Δ
ESP 0634 FY21 Q3/Q4 Evergreen Traffic (23848287206830596)	2.15%	▲ 9%
ESP 0629 FY21 Local Campaign Traffic (23847998953060596)	1.69%	▲ 1%
ESP 0629 FY21 Local Campaign Engagement (23847910186870596)	0.92%	▲ 36%
ESP 0634 FY21 Q3/Q4 Evergreen Engagement (23848146839910596)	0.32%	▲ 7%

CLICK OVERVIEW

Last Month (Dec 1 - 31, 2021) ▾

4,714

Clicks

▼ 47%

Comparison period: 8,944

-

CPC

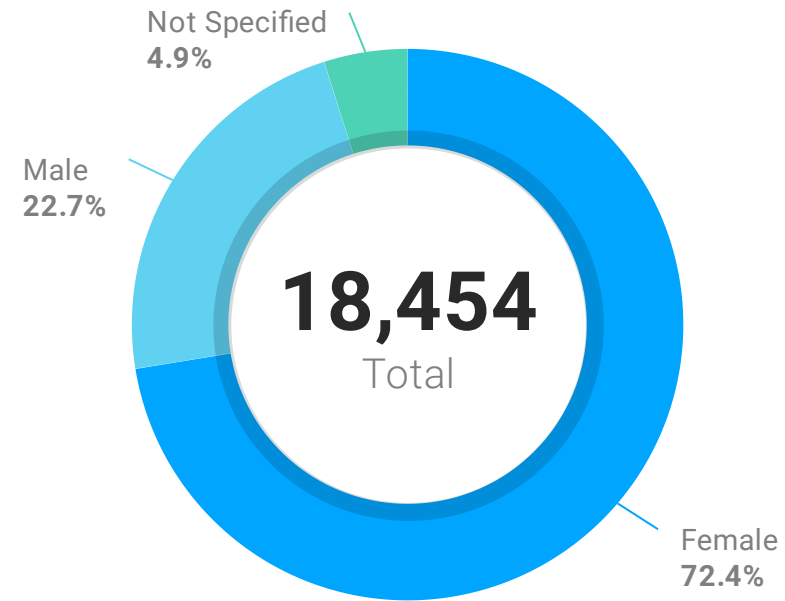
FOLLOWERS BY CITY

Last Month (Dec 1 - 31, 2021) ▾

Metrics	Last Month	Δ
Fayetteville, Arkansas	725	▲ 6%
Oklahoma City, Oklahoma	520	▼ 5%
Little Rock, Arkansas	513	▲ 2%
Tulsa, Oklahoma	491	▼ 2%
Bentonville, Arkansas	482	▲ 7%
Rogers, Arkansas	440	▲ 3%
Eureka Springs, Arkansas	368	▲ 2%

FOLLOWERS BY GENDER

Last Month (Dec 1 - 31, 2021) ▾



INSTAGRAM ENGAGEMENT

Last Month (Dec 1 - 31, 2021) ▾

12,736

▼ 16%

Comparison period: 15,204

INSTAGRAM REACH

Last Month (Dec 1 - 31, 2021) ▾

162.8k

▼ 14%

Comparison period: 188.7k

We did see a decrease in engagement, video views, reach, and impressions. Like Facebook, when we see a combination of these numbers, it often means that something outside of organics is a result of these decreases. We believe this is partially due to the time of year, but also due to us including less video content into the mix.

The top engaged post was a post about holiday decorations.

For the month of January, Agency will continue to highlight the content topics and incorporate more video content – including LIVES – that has been optimized for the platform.

NOTE FROM JAN 10 1:13 PM

FOLLOWER OVERVIEW

Last Month (Dec 1 - 31, 2021) ▾

277

New Followers

▼ 58%

Comparison period: 657

25,062

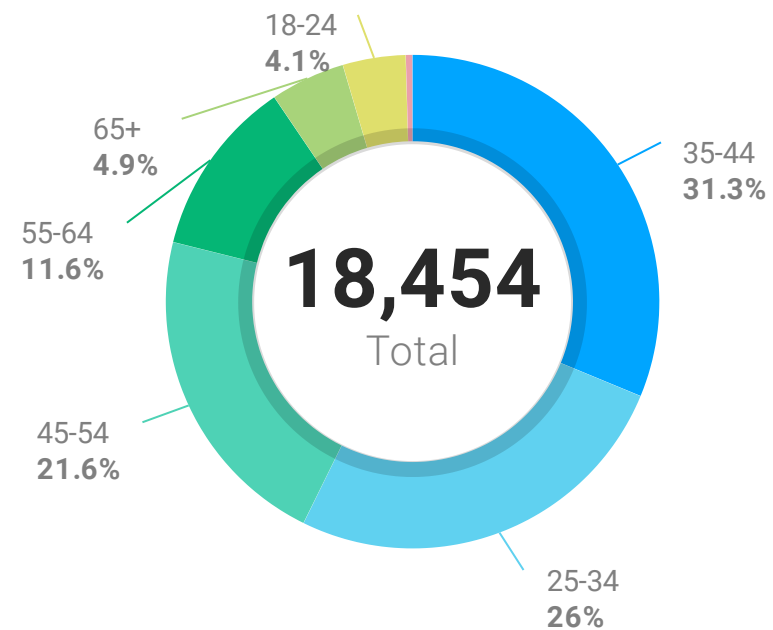
Total Followers

▲ 1%

Comparison period: 24,785

FOLLOWERS BY AGE GROUP

Last Month (Dec 1 - 31, 2021) ▾



INSTAGRAM IMPRESSIONS

Last Month (Dec 1 - 31, 2021) ▾

166.8k

▼ 15%

Comparison period: 195.6k

INSTAGRAM VIDEO VIEWS

Last Month (Dec 1 - 31, 2021) ▾

5,654

▼ 60%

Comparison period: 14,158

TOP POSTS BY LIKES

Last Month (Dec 1 - 31, 2021) ▾

Metrics	Last Month	Δ
Shades of fall ... (11/06/2020 02:18:51)	2,515	0%
Snow day! ** #EurekaSprings #Arkansas #VisitArkansas #ExploreArkansas #ExploreNWA #ARStory #wonderfu...	2,428	0%
Eureka Springs is open for business! Have you had a great experience with one of our restaurants, shops, lodging ...	2,141	0%
Hard to be blue with views like this! 😊 ... (04/28/2021 01:00:43)	2,057	0%
Because of @thorncrownchapel floor-to-ceiling windows, the church is a...	1,896	0%

PAGE ENGAGEMENTS

Last Month (Dec 1 - 31, 2021) ▾

33,303 ▼ 20%
Comparison period: 41,793



Page Engagements Compare period

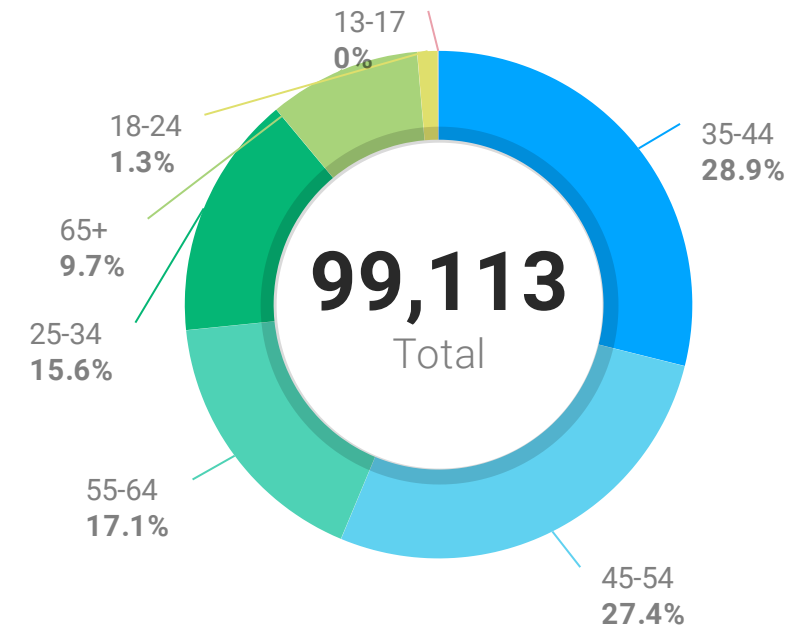
PAGE SUMMARY

Last Month (Dec 1 - 31, 2021) ▾

Metric	Last Month	Δ
New Page Likes	527	▼ 2%
Total Page Likes	99,079	0%
Comments	769	▼ 8%
Shares	902	▼ 12%
Video views	123.1k	▼ 35%

FOLLOWERS BY AGE GROUPS

All Time ▾



In December, Facebook saw decreases in engagements, post reach, and impressions. When we see decreases like this, it usually means there is something outside of this month of organic that is happening. Overall, social platforms saw decreases during December due to the time of year. Also, we did have a pause in our paid social efforts.

The top engaged post was a post about the holiday decorations.

For the month of January, Agency will continue to highlight the content topics and incorporate more video content that has been optimized for the platform. Agency will also be working with CAPC team to establish and implement LIVE topics.

NOTE FROM JAN 4 5:04 PM

ORGANIC POST REACH

Last Month (Dec 1 - 31, 2021) ▾

276.1k ▼ 4%
Comparison period: 288.8k



Post Reach - Organic Compare period

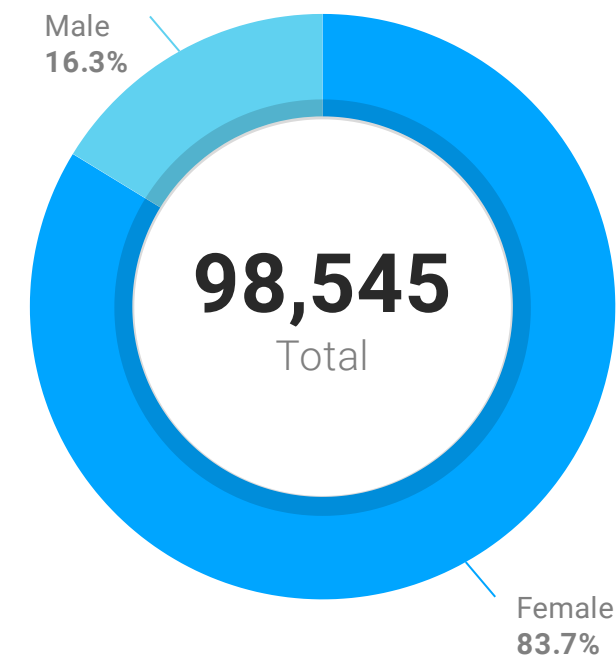
POST ENGAGED USERS BY POST

Last Month (Dec 1 - 31, 2021) ▾

Post	Last Month	Δ
Santa is on the way! ☺ Merry Christmas from your favorite (2021-12-24)	2,158	
Basin Park Hotel is looking a little extra festive lately. ☺ (2021-12-09)	1,267	
Located steps from the heart of our Historic Downtown, The Peabody (2021-12-20)	1,236	
Eureka Springs Christmas Parade of Lights ☺ (2021-12-04)	1,227	
and all was calm, all was bright. ✨ ☺: (2021-12-10)	1,171	

FOLLOWERS BY GENDER

All Time ▾



FOLLOWERS BY CITY

All Time ▾

Metric	All Time
Tulsa, OK	3,708
Springfield, MO	2,077
Oklahoma City, OK	2,074
Fayetteville, AR	1,795
Little Rock, AR	1,506
Broken Arrow, OK	1,479

POST IMPRESSIONS

Last Month (Dec 1 - 31, 2021) ▾

789.7k ▼ 33%
Comparison period: 1,181.7k



Post Impressions Compare period

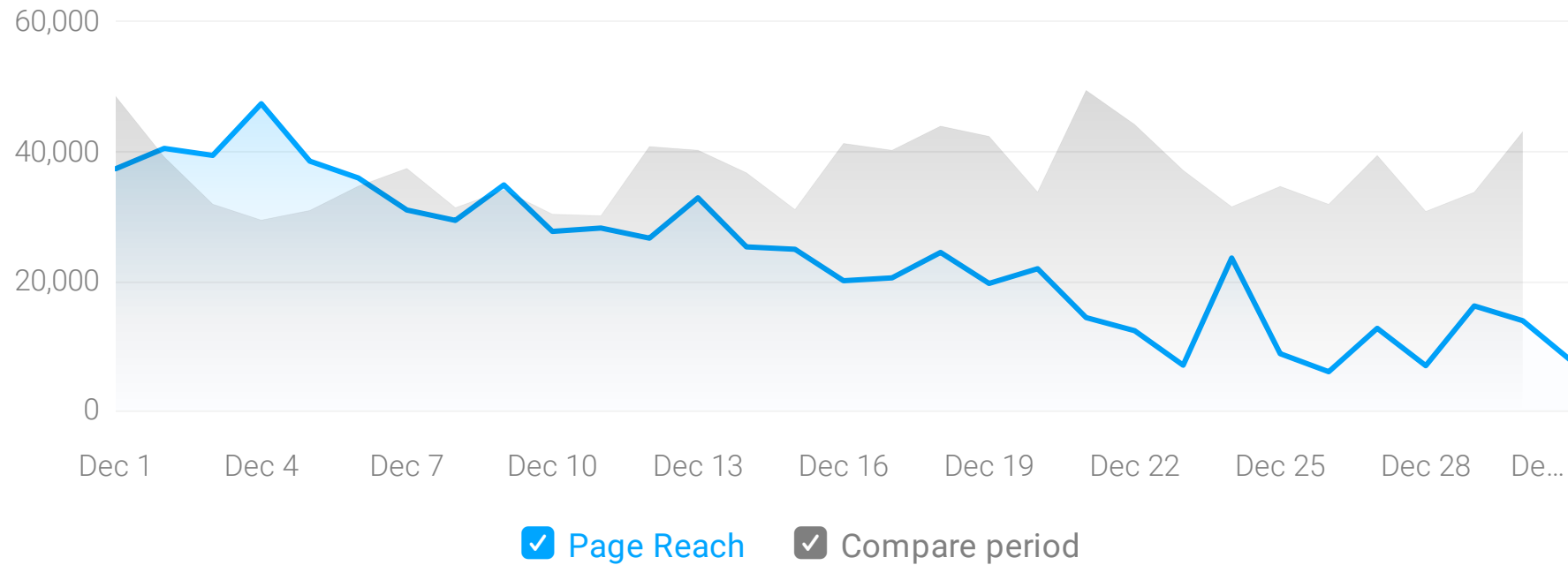
PAGE REACH

Last Month (Dec 1 - 31, 2021) ▾

734.9k

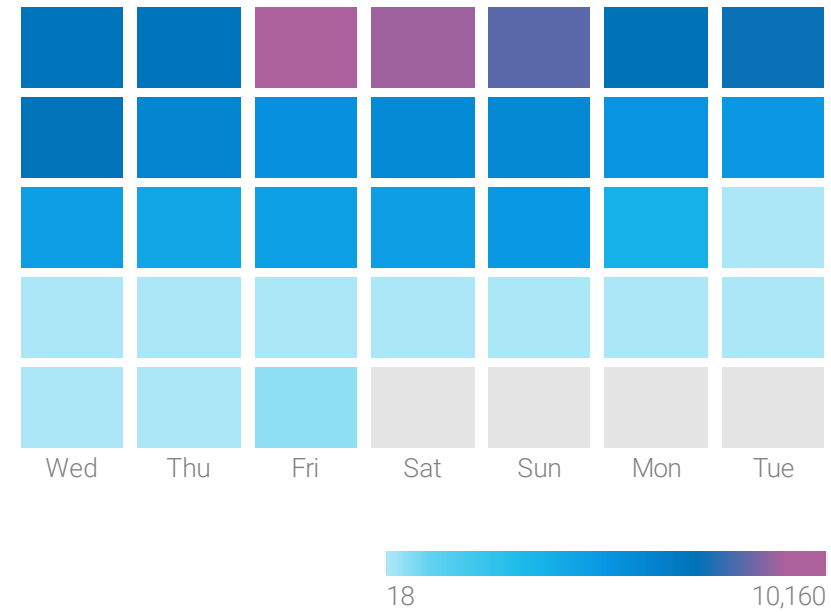
▼ 33%

Comparison period: 1,103k



WHEN ARE PEOPLE WATCHING OUR VIDEOS?

Last Month (Dec 1 - 31, 2021) ▾



POST VIDEO VIEWS BY PUBLISH D...

Last Month (Dec 1 - 31, 2021) ▾

Metrics Last Month Δ

Eureka Springs Christmas Parade of Lights (2021-12-04) 6,578

Santa's sleigh has some competition. (2021-12-07) 2,412

Sunday, January 9th 2022 Eureka Live and Arkansas Continental (2021-12-13) 0

and all was calm, all was bright. (2021-12-13) 0

They say that there is a pot of gold at the end of rainbows. (2021-12-14) 0

Nestled in the woods, The Cinnamon Valley provides a unique blend (2021-12-15) 0

How crazy is it that 2022 is only a few weeks away?! Planning (2021-12-16) 0

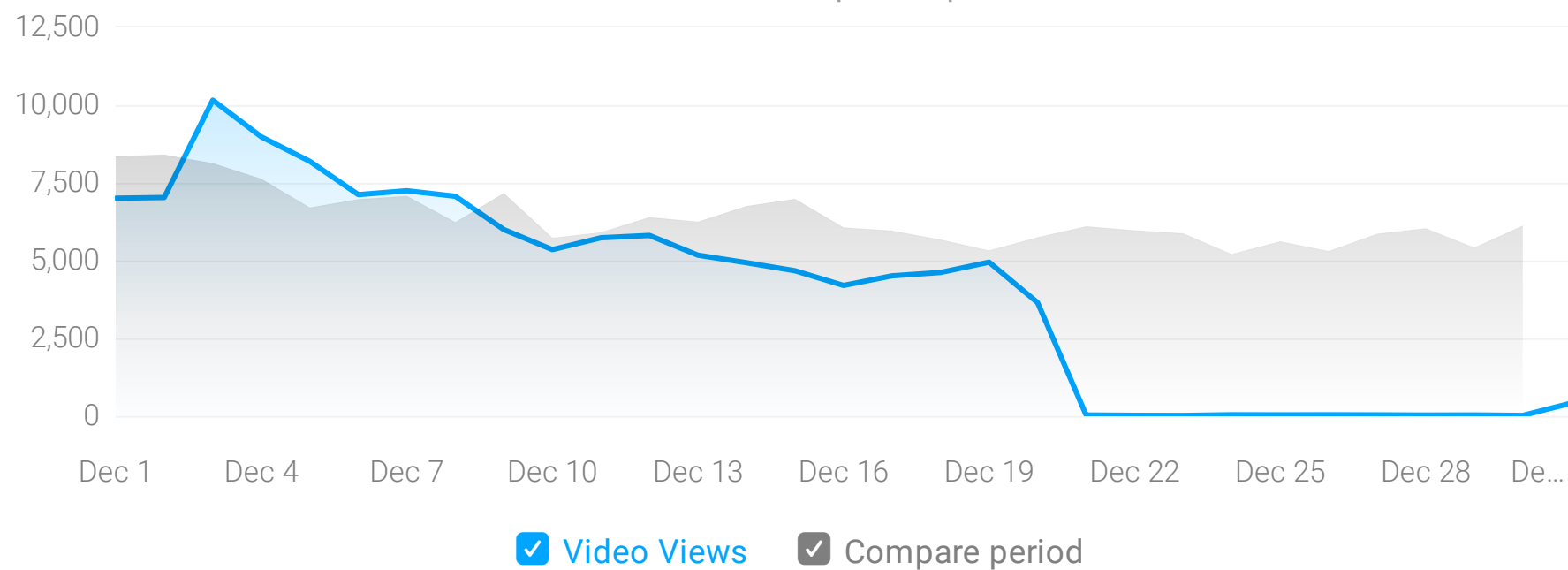
VIDEO VIEWS

Last Month (Dec 1 - 31, 2021) ▾

123.1k

▼ 35%

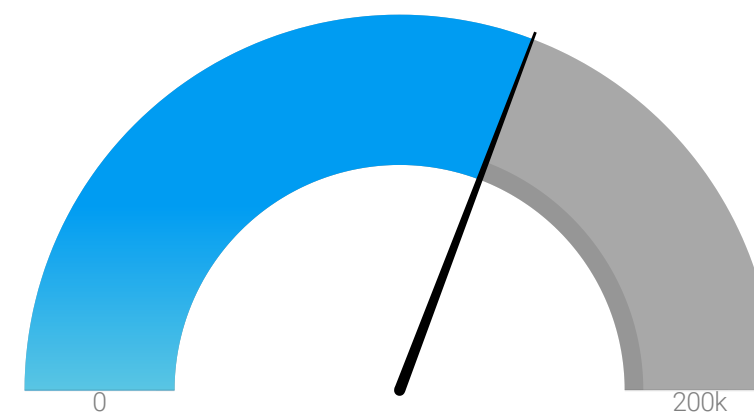
Comparison period: 190.8k



HOW MANY PEOPLE WATCHED OUR VI...

Last Month (Dec 1 - 31, 2021) ▾

123.1k



Imp: 15594

NOTE FROM JAN 4 5:32 PM

Reach: 15584

NOTE FROM JAN 4 5:31 PM

Eng: 1845

NOTE FROM JAN 4 5:31 PM

Profile Visits:
97

NOTE FROM JAN 10 6:42 PM



Dec 24, 2021

Santa is on the way! 🎅 Merry Christmas from your favorite quirk...

Reach	15,584
Comments	15
Likes	1,830
Saves	0
Engagement	1,845

Eng: 1510

NOTE FROM JAN 10 6:43 PM

Profile Visits:
156

NOTE FROM JAN 4 5:32 PM

Reach: 15646

NOTE FROM JAN 10 6:43 PM

Imp: 16384

NOTE FROM JAN 4 5:32 PM



Dec 3, 2021

Good news for your feed! December 1st through the 31st the City Coun...

Reach	15,568
Comments	14
Likes	1,430
Saves	0
Engagement	1,444

TWITTER IMPRESSIONS

Last Month (Dec 1 - 31, 2021) ▾

13,700

▲ 70%

Comparison period: 8,076

NET NEW & TOTAL FOLLOWERS

Last Month (Dec 1 - 31, 2021) ▾

21 5,216

Net New Followers

▲ 2,000%

Comparison period: 1

Total Followers

0%

Comparison period: 5,195

FOLLOWS TO FOLLOWERS RATIO

Last Month (Dec 1 - 31, 2021) ▾

10.9%

▲ 1%

Comparison period: 10.8%

Twitter experienced increases across the board. We believe this is due to an increase of overall traffic on the platform.

The top engaged post was a post about holiday decor.

For the month of January, Agency will continue to highlight the content topics and incorporate more video content that has been optimized for the platform.

NOTE FROM JAN 10 1:21 PM

TWITTER PROFILE VISITS

Last Month (Dec 1 - 31, 2021) ▾

1,074

▲ 146%

Comparison period: 437

RECENT TWEETS BY LIKES

Last Month (Dec 1 - 31, 2021) ▾

Tweet	Last Month Δ
Santa is on the way! 🎅 Merry Christmas from your ... (12/30/2022 23:00:15)	62
and all was calm, all was bright. ✨ #EurekaSprings 📍: ... (12/21/2022 23:00:25)	16
Good morning! 2022 is only four days away, have you ... (01/02/2023 17:01:44)	8
Only THREE more sleeps until the big day! 🎅 #EurekaSprings 📍:sachita914 ... (12/28/2022 23:00:10)	8
🎅Walking in a winter wonderland 📍	8

RECENT TWEETS BY RETWEETS

Last Month (Dec 1 - 31, 2021) ▾

Tweet	Last Month Δ
Santa is on the way! 🎅 Merry Christmas from your ... (12/30/2022 23:00:15)	7
🎅Walking in a winter wonderland 📍 #EurekaSprings 📍: ... (01/04/2023 17:02:35)	1
The Peabody House is an exquisite stay perfect for ... (12/12/2022 20:01:09)	1
Looking for a breakfast that rivals Grandmas? Well, ... (12/28/2022 17:01:18)	1
Strap on your best dancing boots and come on down to ... (12/09/2022 14:01:34)	0



Eng: 69

NOTE FROM JAN 10 6:44 PM

Impression:
7210

NOTE FROM JAN 4 5:29 PM

Retweets: 9

NOTE FROM JAN 4 5:29 PM

Likes: 1

NOTE FROM JAN 4 5:29 PM



Dec 24, 2021

Santa is on the way! 🧑‍🎄 Merry Christmas from your favorite quirk...

❤️ Likes 62

🔄 Retweets 7

📊 Engagement 69

Imp: 747

NOTE FROM JAN 4 5:30 PM

Eng: 16

NOTE FROM JAN 4 5:30 PM

Likes: 16

NOTE FROM JAN 4 5:30 PM

Retweets: 0

NOTE FROM JAN 4 5:30 PM



Dec 15, 2021

and all was calm, all was bright. ✨ #EurekaSprings 📸:...

❤️ Likes 16

🔄 Retweets 0

📊 Engagement 16



Top Performing Facebook Post

NOTE FROM DEC 6 5:13 PM

Organic Reach: 27240

NOTE FROM JAN 4 5:26 PM

Engaged Users 2158

NOTE FROM JAN 4 5:27 PM

Post Clicks 482

NOTE FROM JAN 4 5:27 PM



Dec 24, 2021

Santa is on the way! 🧑‍🎄 Merry Christmas from your favorite quirk...

📶 Reach	27,240
📊 Engaged users	2,158
👁️ Clicks	120
👁️ Other clicks	362

Organic Reach: 19145

NOTE FROM JAN 4 5:27 PM

Engaged Users: 1267

NOTE FROM JAN 4 5:27 PM

Post Clicks: 266

NOTE FROM JAN 4 5:27 PM



Dec 9, 2021

Basin Park Hotel is looking a little extra festive lately. 🎄

📶 Reach	19,145
📊 Engaged users	1,267
👁️ Clicks	47
👁️ Other clicks	219

SESSIONS

Last Month (Dec 1 - 31, 2021) ▾

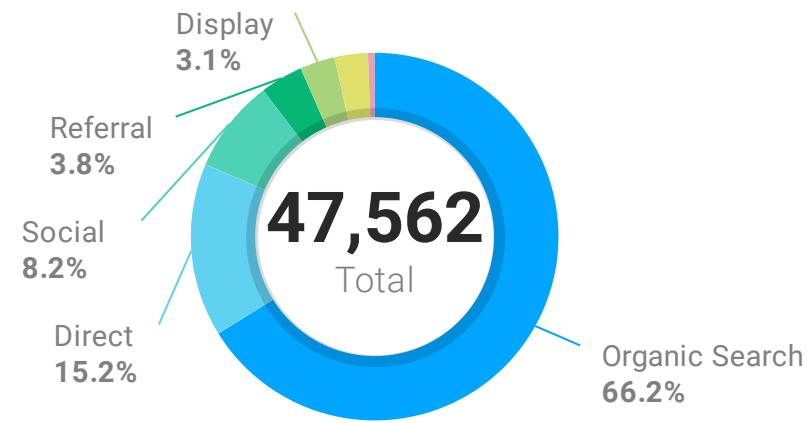
47,562 ▼ 23%
Comparison period: 61,925



Sessions Compare period

SESSIONS BY CHANNEL

Last Month (Dec 1 - 31, 2021) ▾



AUDIENCE OVERVIEW

Last Month (Dec 1 - 31, 2021) ▾

Metrics	Last Month	Δ
Users	38,509	▼ 21%
Sessions	47,562	▼ 23%
% New Sessions	77.80%	▲ 3%
Pages / Sessions	2.75	▼ 2%
Avg Session Duration	2m 5s	0%
Bounce Rate	60.47%	▲ 1%
Pageviews	130.9k	▼ 25%

USERS BY REGION

Last Month (Dec 1 - 31, 2021) ▾

Metrics	Last Month	Δ
Arkansas	7,362	▼ 20%
Texas	7,036	▼ 19%
Missouri	4,882	▼ 30%
Oklahoma	4,590	▼ 24%
Kansas	2,441	▼ 28%
Illinois	1,855	▼ 19%
Tennessee	1,121	▼ 19%
Colorado	884	▼ 31%
Louisiana	791	▼ 14%
California	731	▼ 17%
Florida	632	▼ 11%
Georgia	488	▼ 3%
New York	393	▼ 8%

TOP PAGES BY PAGEVIEWS

Last Month (Dec 1 - 31, 2021) ▾

Metrics	Last Month	Δ
/	16,564	▼ 20%
/attractions/	9,480	▼ 24%
/10-things-to-do-in-eureka-springs-you-dont-want-to-miss/	5,123	▼ 7%
/things-to-do/	4,818	▼ 49%
/lodging/cabins-cottages/	3,272	▼ 17%
/dining/	2,992	▼ 31%

BOUNCE RATE

Last Month (Dec 1 - 31, 2021) ▾

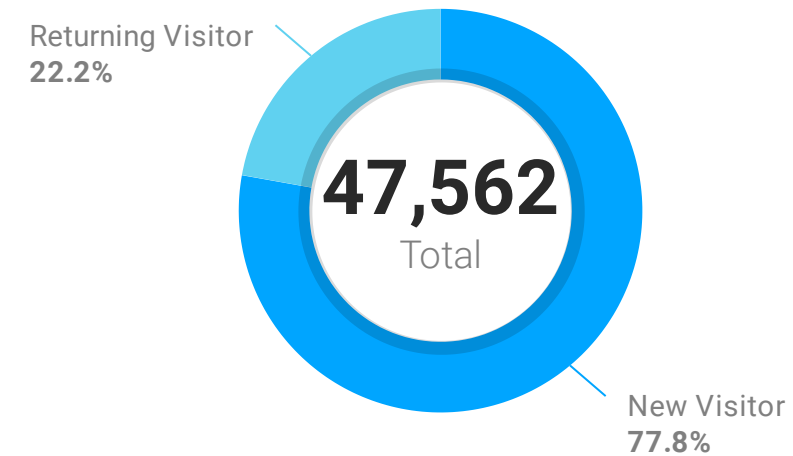
60.47% ▲ 1%
Comparison period: 59.75%



Bounce Rate (QB) Compare period

SESSIONS BY NEW VS RETURNING

Last Month (Dec 1 - 31, 2021) ▾

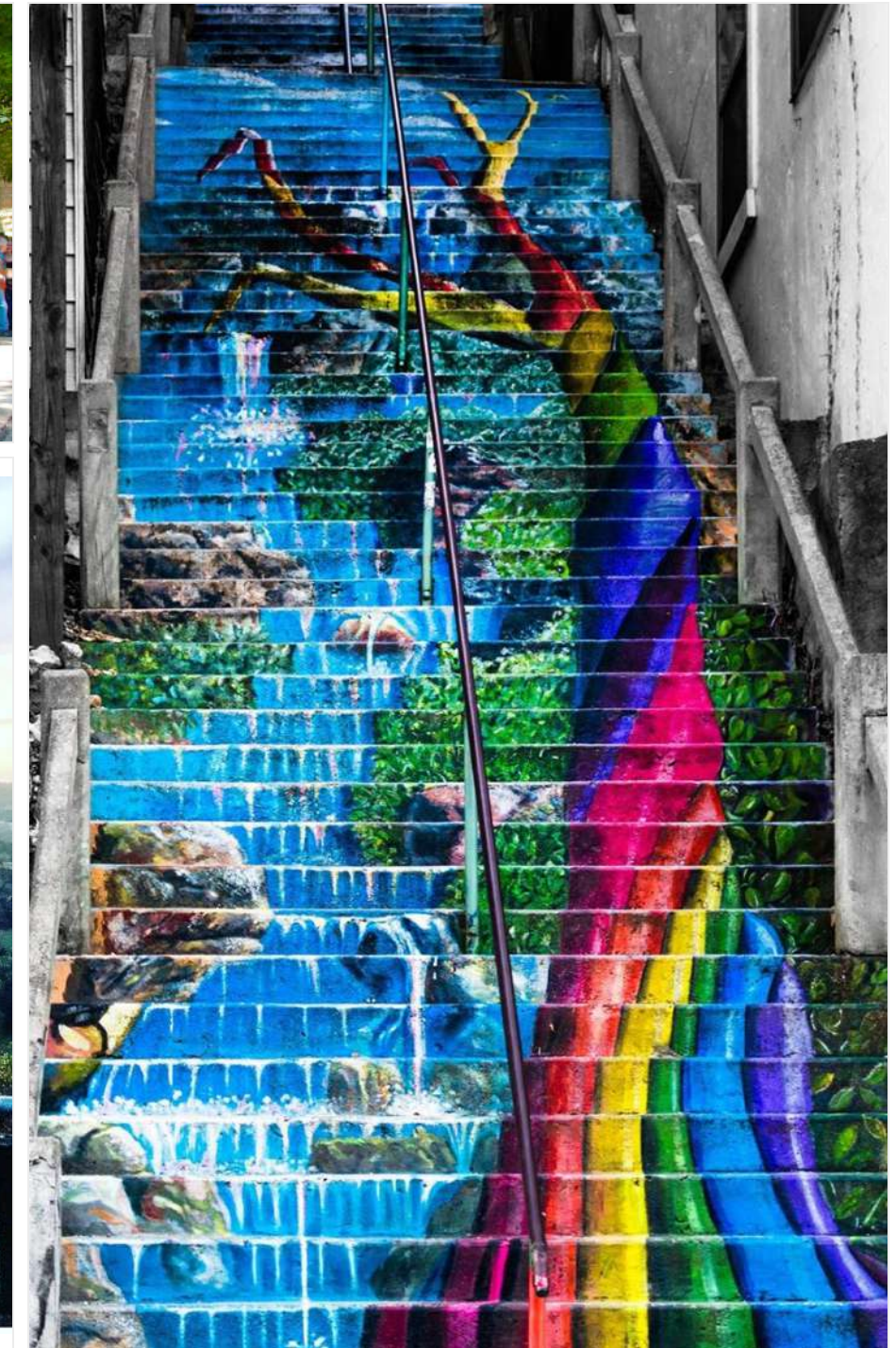


National Public Relations Services

December Summary

PR Activities and Outreach

- Continued proactive outreach to top-tier national publications, keeping seasonality and safe travel at forefront of messaging.
- *HARO* outreach: places around the world with healing properties
- Pitched Hallmark Christmas towns, holiday events, winter travel, and Mardi Gras events to national media.
- Coordinated and provided media training for *Family Vacationer Podcast* interview.
- Provided images and information for possible inclusion in an upcoming *Wichita Eagle* article.
- Liaised with Mark Williams (*Thrillist*), Melody Pittman (*Wherever I May Roam, TravelAwaits, Traveling Mom*), Rob Jones (*Family Vacationer Podcast*), Sarah Patton (*417 Magazine*), Kwin Mosby (*Vacationer Magazine*), Anietra Hamper (*Planetware*), and Matt Kirouac (*Freelance*).
- Vetted incoming media requests on an ongoing basis.
- Continued to promote Eureka Springs within target drive markets and national airlift markets, focusing on short-lead opportunities in the shoulder season.
- Continued to position and pitch Eureka Springs as an "open-air hidden gem", aligning with travelers' desire for spacious, safe destinations.
- Continued to develop pitch material for Valentine's Day, midweek travel, and what's new for 2022.
- Participated in bi-weekly social media and PR calls.



Muck Rack Clips

December Summary

December 2021 Publicity (based on Muck Rack clips)

- Estimated Impressions: 2,075,283,899
- Estimated Media Value: \$19,196,363.57

January 2021 - December 2021 Publicity (based on Muck Rack clips)

- Estimated Impressions: 7,028,916,166
- Estimated Media Value: \$64,947,775.83

T+L Travel + Leisure • Evie Carrick
US | Dec 1, 2021 • 8:00 AM

11 of the Best Small Towns for Recent College Grads

price, according to BestPlaces, is \$415,800. **Eureka Springs**, Arkansas The beautiful **Eureka Springs** has a location in the Ozark Mountains,

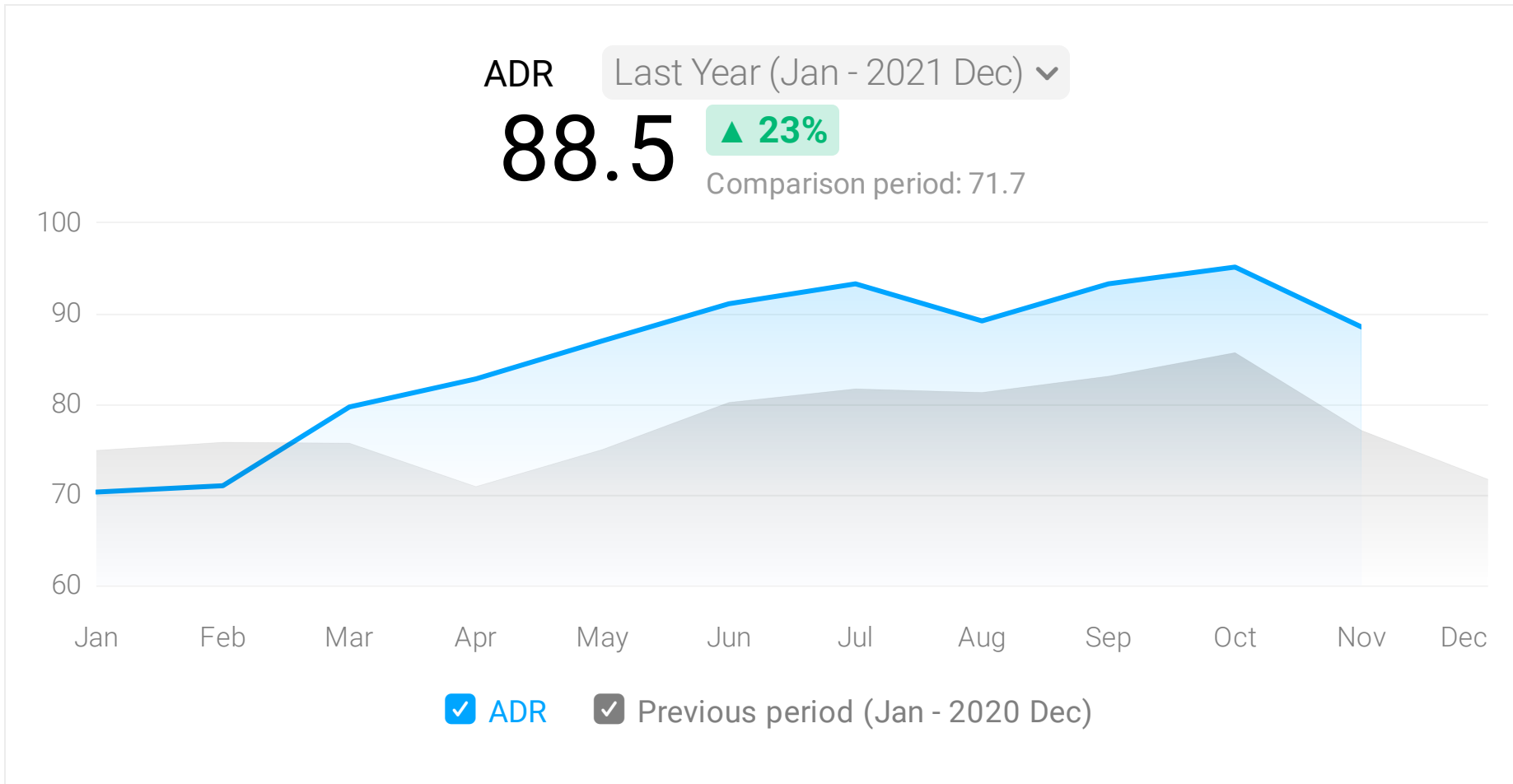
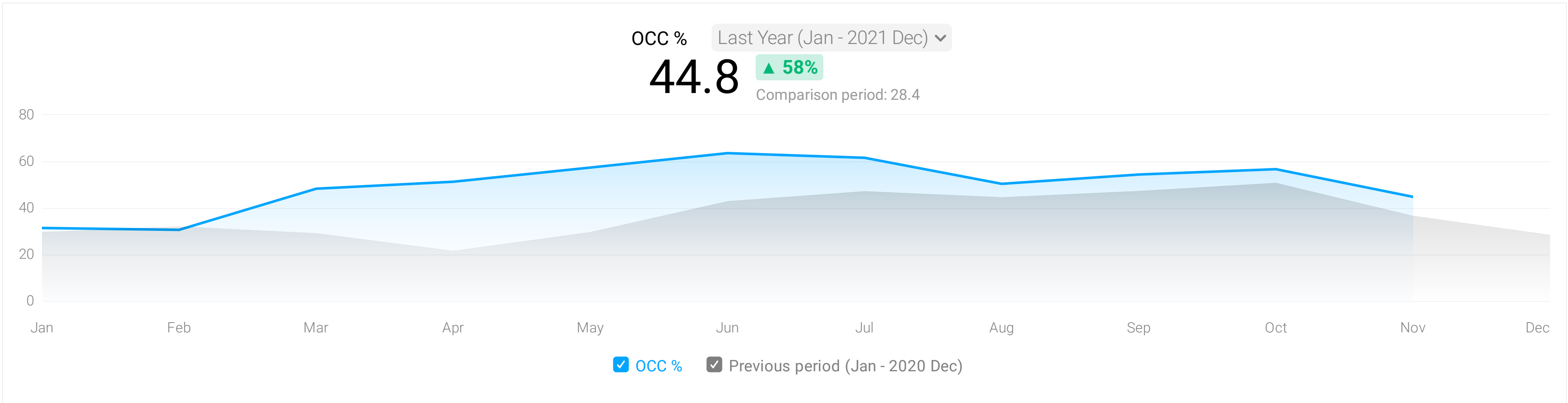


 TravelAwaits • Clayton McKibbin
US | Dec 28, 2021 • 11:09 AM

21 Adorable Mountain Towns Our Readers Couldn't Get Enough Of In 2021

Arkansas, the Ozark Mountains emerge from their flatter neighbors. **Eureka Springs** offers up a heaping helping of small-town southern charm,





TOURISM TAX COLLECTED

Last 12 months (Jan - 2021 Dec) ▾

229.1k

▲ 66%

Comparison period: 137.6k



Tourism Tax Collected

Previous period (Jan - 2020 Dec)