



Eureka Springs

Marketing Plan Presentation | 2022



Strategy

- Drive brand awareness and affinity
- Maximize the visitor economy
- Strategic roadmap focused on driving growth and improving stakeholder relations
- Right Person - Right Time - Right Message



Goals

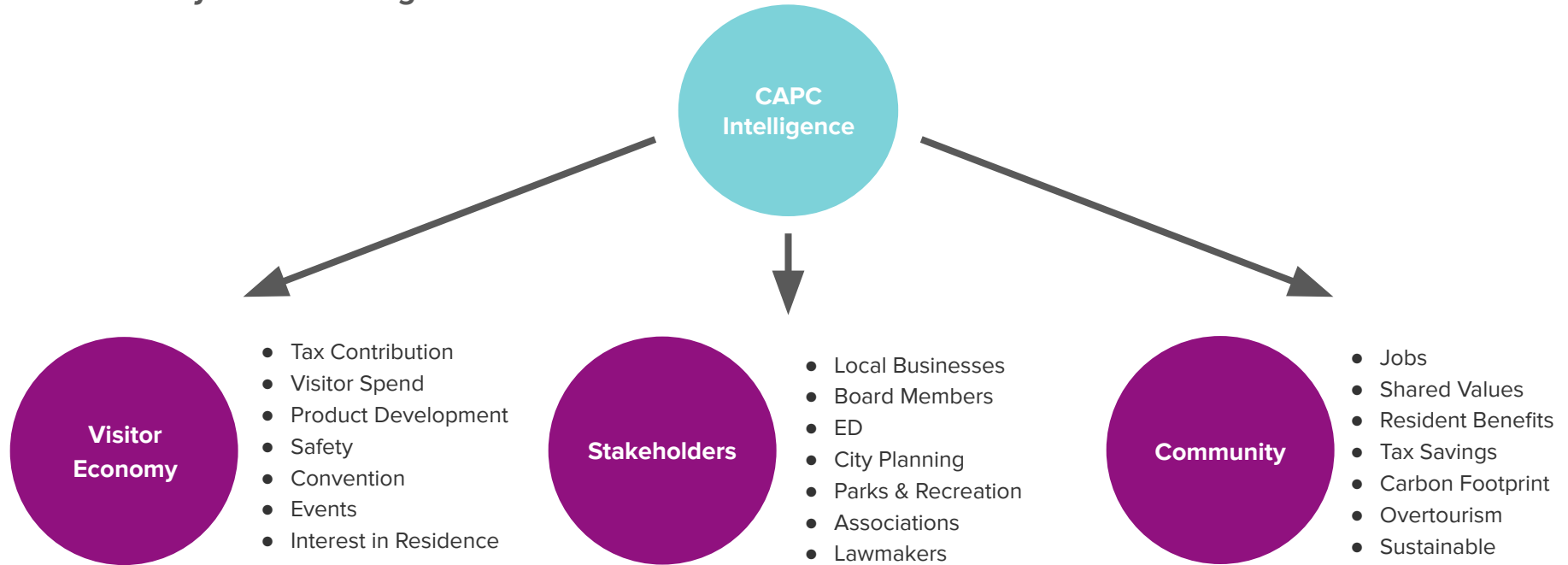
- Increase length of stay
- Cultivate higher spending travelers
- Increase in market spend
- Drive midweek extended stays
- Raise awareness for lodging options
- Raise awareness for restaurants, amenities and attractions

Organizational

- Transparency - Sharing the why and how
- Community Engagement
- Collaboration

Community-Focused Intelligence

Community and tourism go hand in hand



Travel Planning Cycle Alignment



We are experts in the travel planning cycle

This deep understanding enables us to develop campaigns and strategies that reach the traveler, at the point they are most open to receiving messaging, during each unique phase.



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Insights and Intelligence



Trends and Research Insights

- **Road trips** are still expected to be a top draw, especially in summer
- Travelers want **new and unique experiences**, especially in the outdoors
- **Relaxation and wellness** continue to trend
- **Authentic** experiences and supporting **local**
 - Dining is a key driver



Top Geographic Feeder Markets

Overnight trips by visitors (non-resident) only

1. Springfield, MO
2. Ft. Smith-Fayetteville, AR
3. Little Rock-Pine Bluff, AR
4. Tulsa, OK
5. Kansas City, MO
6. Oklahoma City, OK
7. Dallas-Ft. Worth, TX
8. Joplin, MO
9. St. Louis, MO
10. Wichita, KS

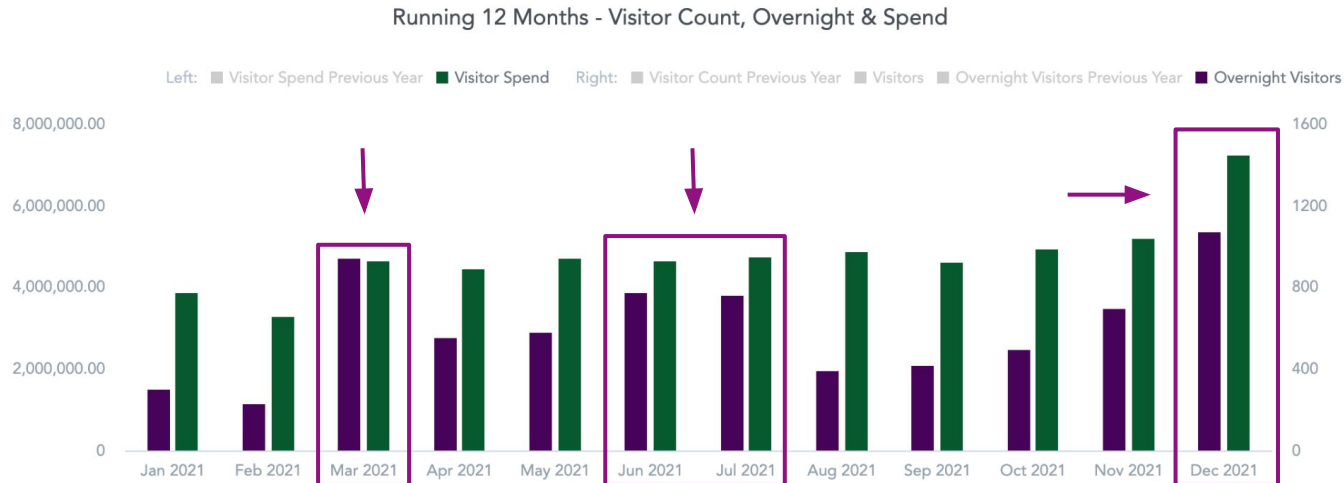
Visitor Intelligence

- **5 top spending markets**
 - Little Rock, Oklahoma City, Kansas City, Wichita-Hutchinson, and Tulsa
- Dallas was #8 of the top 10 markets for spend, however, **77% of the spending came from higher household income** parties (\$80k-\$150k). This is a much higher proportion than the HHI makeup from other top spending DMAs.
Dallas is a market of opportunity.



Visitor Intelligence

- Over **77% of visitors stayed overnight** in the destination, vs. coming for a day trip, and over **77% of overnight visitors were from out-of-state**
- **Lake Leatherwood and Lake Leatherwood park were the most visited** POIs by overnight visitors
- **Mar, Jun, and Dec were standouts** for spending and visitation





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Social Media

Social Media Goals and Strategies

Increase Social Media Brand Engagement and Awareness

- **Social-friendly, sharable and engaging** content
- Showcase **diverse travelers and travel experiences**
- Highlight the **business partners** of Eureka Springs.
- Partner with niche targeting **influencers/content creators/artists**
 - Outdoor travel
 - Event promotions
 - Foodie focus or etc.





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Media Strategy

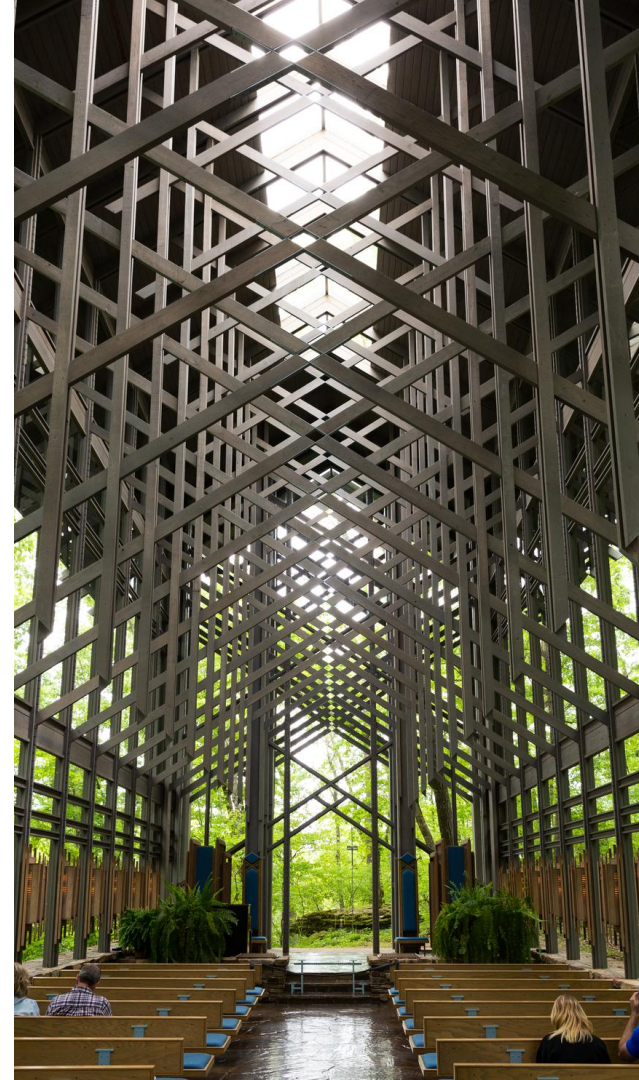


Media Strategy

- Target Sun-Th stays to **drive midweek visitation** - Inclusion of the Active Boomer target
- **Convert day trippers to overnight visitors** by leveraging device ID targeting
- Utilize **native content** to educate, **more video** to inspire, and **more paid social** to engage.
- 4 Major Campaigns
 - **Always On/Evergreen** - April - December
 - **Spring/Summer** - April - June
 - **Fall/Winter** - July - December (*to be planned*)
 - **Regional** - April-May & October-December

Consumer Segments

- Core Audience:
 - Primary
 - Adults, 25-54, HHI of \$75k+ (Millennials, Gen-X)
 - Couples, Families
 - Secondary
 - Active Boomers 55+
 - Interests
 - Outdoor, nature, eco-tourism, touring
 - Arts, culture, history
 - Culinary, Dining out
 - Craft beers, wines, local breweries, wineries, etc.
- Niche Audiences (*follows core audience targeting above*):
 - LGBTQ
 - Outdoor / Adventure Enthusiasts



Media Tactics: Always On

- **Facebook/Instagram**
 - Emphasis on top of funnel/early trip planning stages
 - Inspire planning through engaging content (video and still)
 - Drive user ad engagement as interest indicator / KPI
 - Invite those engaging to follow
- **Pinterest**
 - Leverage users browsing for travel inspiration content
 - Active keyword and interest targeting
- **Paid Search**
 - Capture those actively searching for Bike Trails/Rides, Arts & Culture, and Culinary
 - Employ competitive keyword strategy
 - Incorporate images into text ads to increase click through performance
- **YouTube**
 - Reach people looking at travel and outdoor content
 - Non-skippable video ads for inspiration
 - Overlay ads to allow for click through

ESTIMATED 10.4+ Million Impressions



Media Tactics: Spring/Summer

- **Digital:** Focused on booking tactics with a goal of return on ad spend. Targeting those with interest in road trips, touring, midweek travel, outdoor, arts, and culinary with native and video ads.
 - *Media Partners:* Adara, Expedia, Priceline
- **Mobile Campaign:** With almost 68% of your website traffic coming from mobile, we have a dedicated mobile campaign to reach daytrippers and ask them to come back for a longer stay
 - *Media Partner:* MobileFuse
- **Native Content:** Educate and elevate awareness to inspire people to travel to the destination.
 - *Media Partner:* Lonely Planet



Media Tactics: Spring/Summer

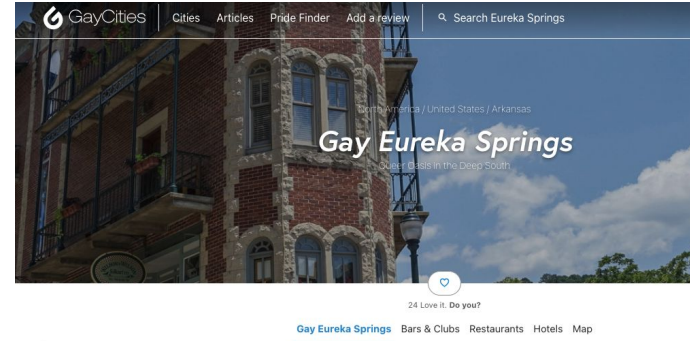
- **Email Marketing:** Placement in Visit Arkansas email with theme “Lesser Known AR Parks” and driving to ES site. *(Media Partner: Visit Arkansas)*
- **Streaming:** Commercial ads targeted to our audiences on highly popular platforms such as HGTV, TNT, Food, Hallmark, etc. AND reaching them in real time on their phones as they are watching travel content. *(Media Partner: Vizio)*
- **Print:** Visitor Guides reaching those interest in activities in the region *(Media Partners: Visit Arkansas and Northwest Arkansas)*

ESTIMATED 8.1+ Million Impressions

Media Tactics: LGBTQ

- **Sponsored content** package enhancing the Eureka Springs page on GayCities.com with branded image, video, and written content.
- Page will be promoted on a diverse network of sites such as Queerty.com, GayCities.com, LGTBQNation.com, and INTO.com. Paid media will include banner, video, and social media directing towards the destination page. *(Media Partner: QDigital)*

ESTIMATED 667,000+ Impressions



Gay Eureka Springs: Queer Oasis in the Deep South

While driving through the deep south, you might need to find a gay oasis in the midst of southern culture. Eureka Springs is that town. Nestled in the Ozark Mountains, Eureka Springs is a historic Victorian town with a booming arts scene and over fifty gay-owned businesses. Don't be fooled by the lack of rainbow flags hanging from the buildings: Eureka Springs is gay enough to boast three Diversity Weekends a year instead of just one Pride fest. Most of the downtown businesses are gay friendly, including the bars and clubs. The town is laid back and accepting of all sorts of wild behavior. It ...

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Media Tactics: Regional Campaign

Two flights:

- **Spring** - April - May
- **Fall** - October - December

- **Digital**
 - **Paid Social:** (Facebook/Instagram)
 - **Paid Search:** (Google)
- **Traditional Media**
 - **Radio:** Endorsement campaign with Bo Dalton
 - KMAG-FM Country in Ft. Smith
 - **Print:** Publications that promote shopping
 - CitiScapes and Fun Guide

ESTIMATED 4.2+ Million Impressions



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Public Relations



Public Relations

PR Objective

Gain greater earned national media exposure.

PR Overview

Continue highlighting unique, vibrant and welcoming atmosphere. A place where **outdoor adventures** and **quirky sights** are abundant and crowds are manageable.

Target

- National travel, lifestyle, culinary outlets
- Niche outlets
 - LGBTQ+, Outdoor, Boomers, Weddings, Cycling, etc.
- Influencers

Media Markets

- Targeted drive markets
- National airlift
- National media hubs - NYC, DC, LA and Chicago

The South's Best Mountain Towns 2022

By [Southern Living Editors](#) | March 08, 2022



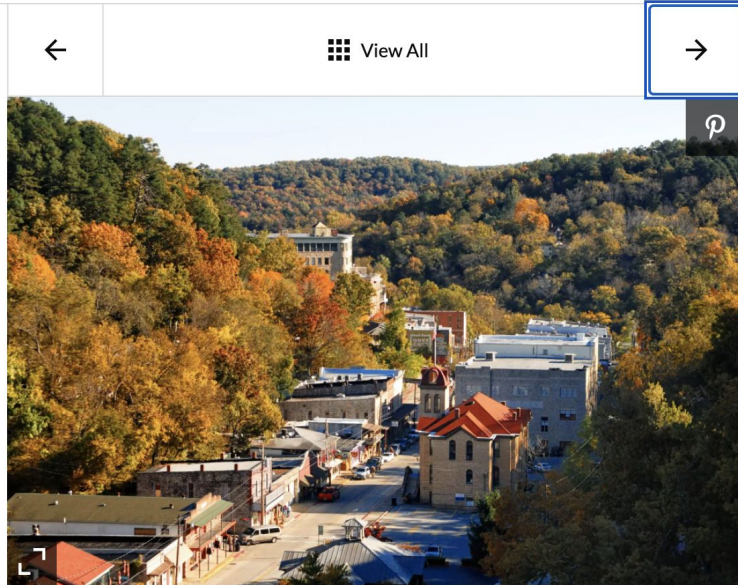
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5. Eureka Springs, Arkansas

The historic downtown area is the calling card of [Eureka Springs, Arkansas](#), a mountain town nestled in the Ozark Mountains near Beaver Lake. The entire downtown is listed on the National Register of Historic Places, so take time to marvel at the architecture, then explore the works by local artisans in the town's





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Web and Digital

Digital Strategy: Intelligence

Leveraging intelligence enable needle-moving tactics with the ability to qualify travelers, show ROI, and improve the visitor economy.

- How visitor arrivals, behaviors, origins and psychographics are measured
- Monthly/quarterly/annual reporting
- Customize strategies to meet destination and community goals





Website Strategy

- **Site architecture and optimization**
 - Rebuild with the visitor economy top of mind
 - Community goals
 - Visitor goals
 - UX/UI
 - Optimizations
- **Landing page strategy**
 - Identify and optimize/develop landing page opportunities
- **Heavy focus on the events feed approach**
- **Content audit and development**

Content With Purpose

Approach content strategy in alignment with the foundations of all other efforts:

- Consumer Journey Mapping
- **Look to place events front and center**
- **Create robust, relevant content based on the travel trends of our target audience**
 - Outdoors
 - Events
 - Foodies





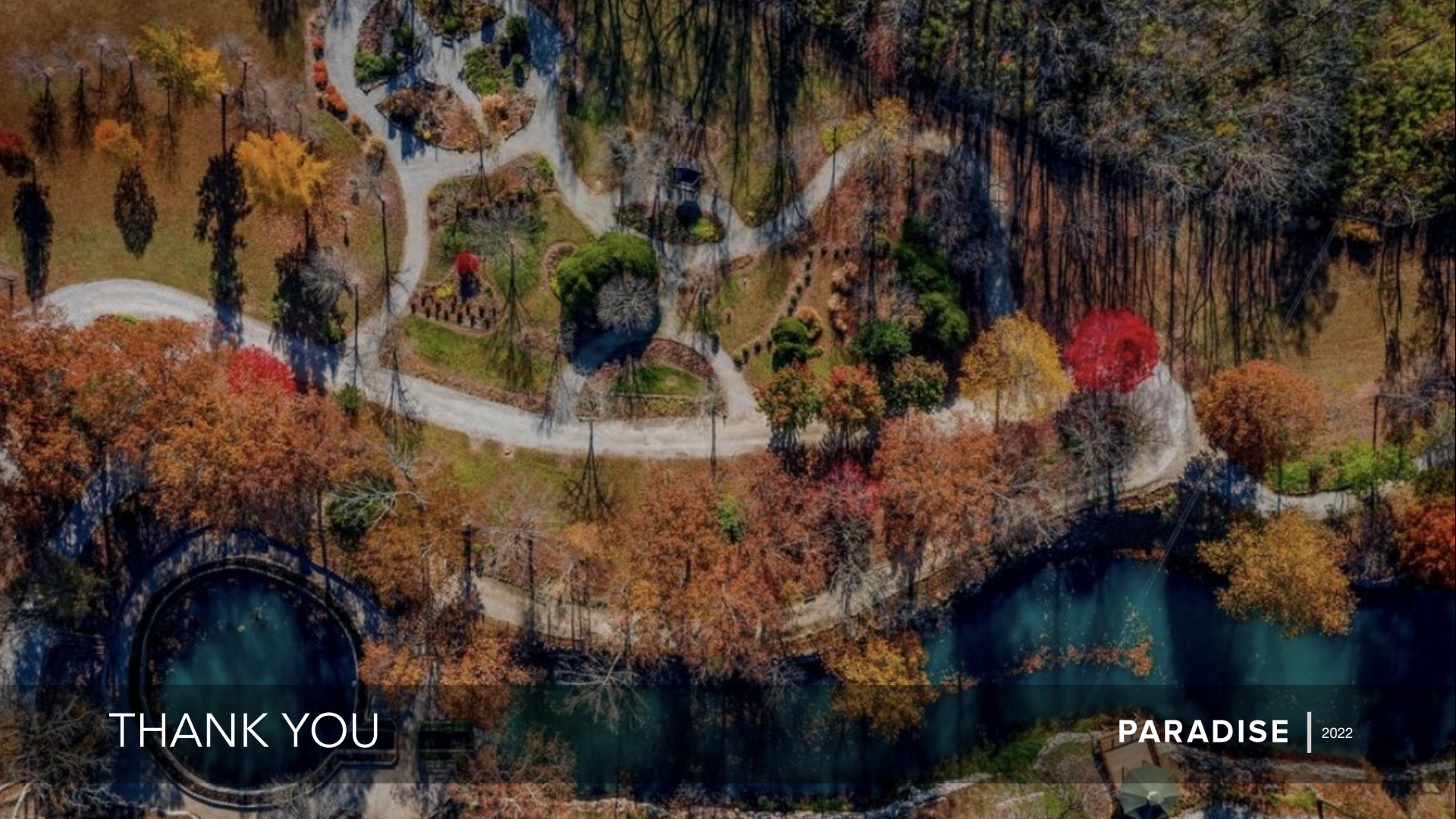
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Next Steps



Next Steps

- Ongoing biweekly collaboration meetings and sprints
- Monthly, quarterly and annual reporting
- Scheduled commission updates
- Workshop progress reports
- Industry communication rollout
- October 22' planning kickoff for 23'



THANK YOU

PARADISE | 2022