

PARADISE



Monthly Report: April 2021

Client: Eureka Springs

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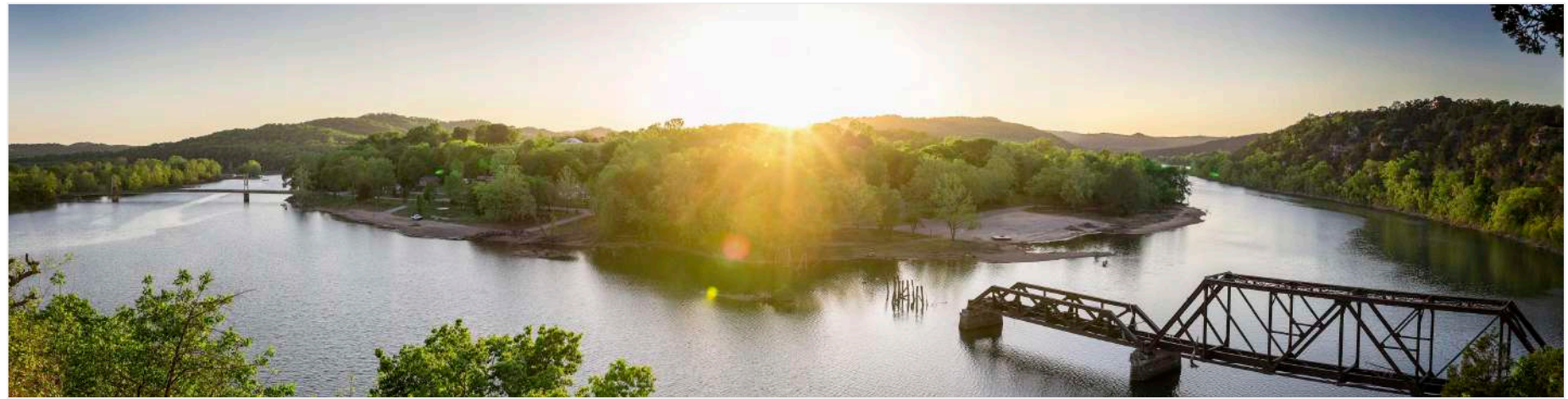
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- Meltwater Summary
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*Note: Eureka Springs Data Depot reports were set up in mid-May. Therefore, some of the data sets included in this report only reflect since that time.

** Advertising & Marketing Services**

April Summary

- Agency, launched the FY21 Q1 & Q2 Marketing Campaign.
- Agency finalized, executed and began work on the FY21 Addendum 7 to the contract for the expanded scope of work of Supplemental Funds (\$166,750).
- Agency conducted and presented a marketing update with timeline expectations to commissioners at the CAPC April workshop regarding the remainder of FY21.
- Agency continued onboarding process for the expanded scope of work of Supplemental Funds to begin April 1 and continue through December 31, 2021.
- Agency deployed creative assets for all FY21 Q1 & Q2 Campaign.
- Agency has begun strategic planning and outlines for the upcoming Q3 & Q4 Marketing Campaign.
- Agency has begun strategic planning and outlines for the upcoming Regional Advertising Marketing Campaign.
- Agency has begun all website(s) and social media account audits for review and recommendation of changes to review with the client in May.
- Agency has started strategic input for the annual content calendar that will be reviewed with the marketing liaison in May.
- Agency has made on-going website changes per the request of stakeholders, CAPC staff and CAPC Commissioners, include the Tourism Director job posting.
- Agency and CAPC Commissioner Liaison have been in constant communication throughout the last 30 days implementing new strategies and updates to existing initiatives.
- Agency has had continuous communication with various parties for social media account and website(s) needs.
- Agency conducted meetings with various media vendors for upcoming campaigns.
- Agency finalized travel plans for the creative department's scouting trip for pre-shoot scouting and social media asset needs.
- Agency conducted and planned on-going National Public Relations services for FY21.
- 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

April Summary

The Q1 + Q2 campaign is now in its second month with Sojern (banners & video), Division-D (keyword targeting), StackAdapt (native), and Expedia (bookings) with over +2.9M impressions (+88% MoM).

Overall campaign performance increased to 0.25% CTR compared to 0.19% in March. Division-D having the best CTR at 0.44% (keyword targeting). This is above and beyond the industry CTR benchmark of 0.08% overall.

The average video completion (VCR) rate increased to 83% from 75% (March) which is up compared to March. Division-D at 85% (keyword targeting). Video completion rate is a goal focused on video vendors that measure the start and completion of video plays in pre-roll placements. The industry benchmark for video completion rate in pre-roll placements is 70%.

VIDEO COMPLETION RATE

Last Month (Apr 1 - 30) ▾

83.31%

TOTAL MEDIA SPEND Last Month (Apr 1 - 30) ▾

\$ 61.4k

TOTAL IMPRESSIONS Last Month (Apr 1 - 30) ▾

2.92M

TOTAL CLICKS Last Month (Apr 1 - 30) ▾

7,256



April Social Media Services Summary

NOTE FROM MAY 3 5:09 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.
- Completed April 2021 content calendar to be shared across social media platforms.
- Completed May 2021 content calendar to be shared across social media platforms.
- Supported the TDO team in social crisis management.

NOTE FROM MAY 3 4:57 PM

FB Post Engagement: 11508

NOTE FROM MAY 3 4:59 PM

FB Post Reach: 148616

NOTE FROM MAY 3 4:59 PM

April 17, 2021 11:00 AM(UTC-04:00)

ard to be blue with views like this! 😍

ach day, 38 million gallons of water pour from the center of Blue
pring into a trout-filled lagoon. The lagoon overflows into the White
ver, replenishing the area with some of the purest water in the regi

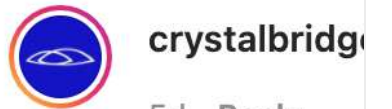
i: howdy_ktom



views like thi

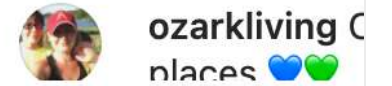
Each day, 38 million gallons of water pour from the center of Blue Spring into a trout-filled lagoon. The lagoon overflows into the White River, replenishing the area with some of the purest water in the region. 📸: @howdy_ktom

5d



crystalbridge

5d Reply



ozarkliving C
nlaces 🌵🌿

^^*IG Post Engagement: 2157

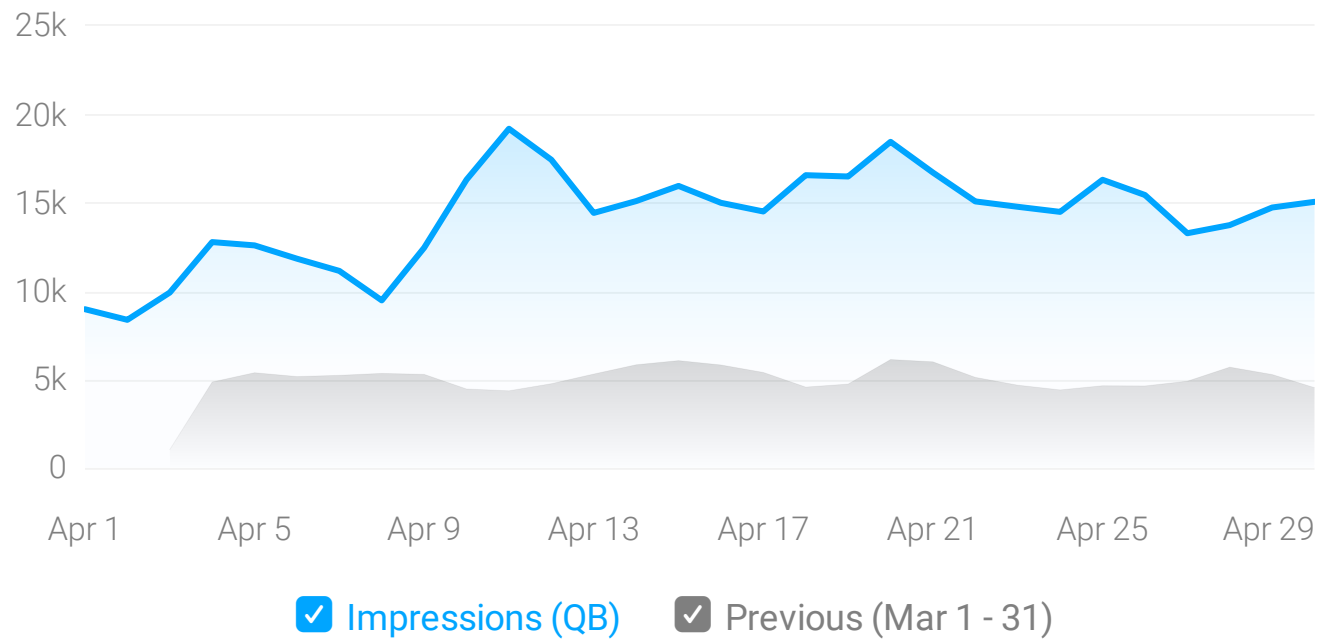
NOTE FROM MAY 3 5:01 PM

^^* IG Post Reach: 12499

NOTE FROM MAY 3 5:01 PM

IMPRESSIONS Last Month (Apr 1 - 30) ▾

426.5k ▲ 193%
Compare: 145.6k



CAMPAIGNS OVERVIEW Last Month (Apr 1 - 30) ▾

#	NAME	SPEND	IMPRESSIONS
1	ESP 0126 Summer Evergreen Relaunch Traffic (23847083548200596)	-	282.4k
2	ESP 0126 FY21 Winter/Spring Engagement (23846903381440596)	-	144.1k
3	ESP 0126 Summer Evergreen Engagement (23846903381440596)	-	144.1k
4	ESP 0107 Summer Evergreen Relaunch Traffic - Copy (23847083548200596)	-	100

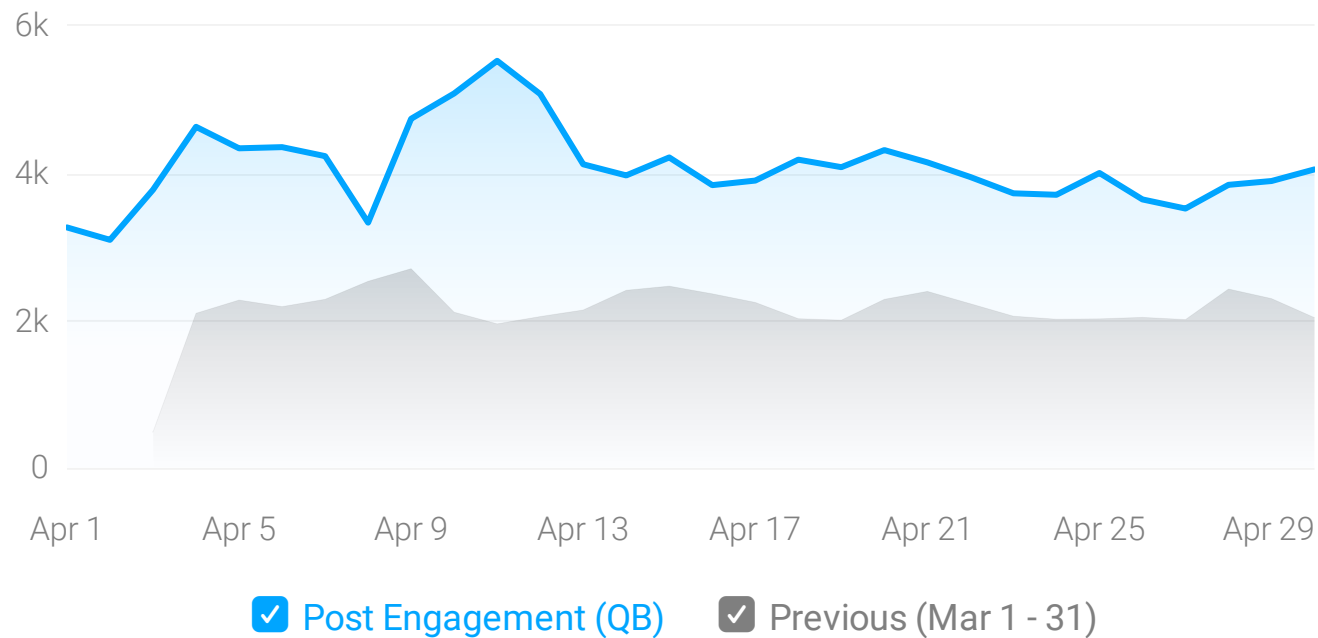
In the month of April, we continued runnin the Q1/Q2 campaign across Facebook and Instagram.

Results:

- 426,500 Impressions, a 193% increases over the previous month
- 122,600 Post Engagements, a 93% increase over the previous month.
- Improved on CTR, registering at 1.93%, a 130% increase. Now above the travel industry CTR benchmark of 0.9%

POST ENGAGEMENT Last Month (Apr 1 - 30) ▾

122.6k ▲ 96%
Compare: 62.6k



CTR BY CAMPAIGN Last Month (Apr 1 - 30) ▾

Metrics	Last Month	Δ
ESP 0126 Summer Evergreen Relaunch Traffic (23847083548200596)	1.93%	▲ 130%
ESP 0126 FY21 Winter/Spring Engagement (23846903381440596)	0.28%	▼ 30%
ESP 0126 Summer Evergreen Engagement (23846903381440596)	0.28%	

CLICK OVERVIEW Last Month (Apr 1 - 30) ▾

5,854 **\$ 0.32**
Clicks CPC
▲ 877% (599)

ACCOUNT ACTIVITY

Last Month (Apr 1 - 30) ▾

Metrics	Last Month	Δ
Profile Visits	2,230	▲ 51%
Reach	84,837	▲ 1,642%
Impressions	120.6k	▲ 453%
Website Clicks	67	▲ 49%
Get Directions Clicks	0	
Phone Call Clicks	0	
Text Message Clicks	0	

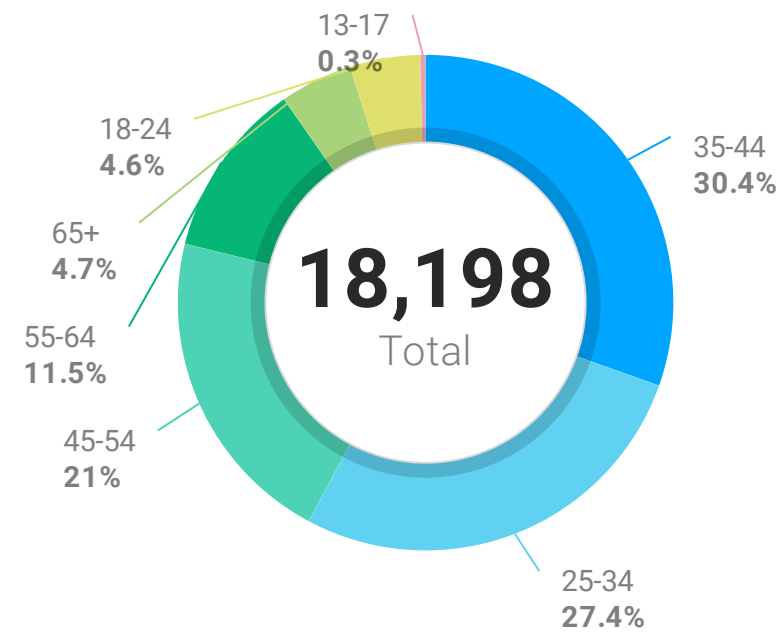
FOLLOWERS BY CITY

Last Month (Apr 1 - 30) ▾

Metrics	Last Month	Δ
Fayetteville, Arkansas	923	▼ 7%
Little Rock, Arkansas	655	▲ 1%
Tulsa, Oklahoma	577	▲ 1%
Eureka Springs, Arkansas	554	▼ 3%
Rogers, Arkansas	549	▲ 7%
Oklahoma City, Oklahoma	513	0%
Bentonville, Arkansas	467	▼ 11%

FOLLOWERS BY AGE GROUP

Last Month (Apr 1 - 30) ▾



We saw increase in all of our metrics during the month of April. We believe this is due to the increase in postings compared to previous months and the implementation of the organic/paid social media strategy.

The top engaged post was a photo from Blue Springs Heritage Center.

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

NOTE FROM MAY 7 4:05 PM

FOLLOWER OVERVIEW

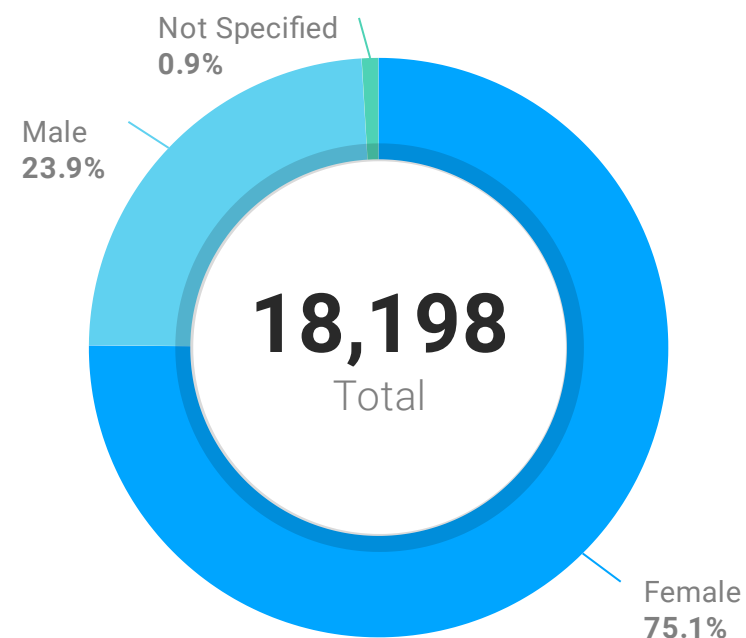
Last Month (Apr 1 - 30) ▾

219 New Followers
▼ 15% (258)

22,073 Total Followers
▲ 1% (21,854)

FOLLOWERS BY GENDER

Last Month (Apr 1 - 30) ▾



NEW POSTS BY LIKES

Last Month (Apr 1 - 30) ▾

Metrics	Last Month Δ
Hard to be blue with views like this! ☺ ... (04/28/2021 01:00:43)	2,000
We don't know about you, but our favorite color has to be "Eureka Springs Sunset." ✨ ... (04/15/2021 22:14:13)	1,279
Located only 17 steps from Main Street and Historic Downtown, the @cliffcotta geinn is made up of three beautifully...	983
Nestled on a hillside, the Queen Anne Mansion and Resort offers one of the most magical atmospheres for your wedding,...	789

TOP POSTS BY LIKES

Month to Date (May 1 - 17) ▾

Metrics	Month to date Δ
Shades of fall ... (11/06/2020 02:18:51)	2,525 0%
Snow day! ❄️ #EurekaSprings #Arkansas #VisitArkansas #ExploreArkansas #ExploreNWA #ARStory #wonderfu...	2,429 0%
Eureka Springs is open for business! Have you had a great experience with one of our restaurants, shops, lodging ...	2,148 0%
Hard to be blue with views like this! ☺ ... (04/28/2021 01:00:43)	2,016
If you are planning a road trip to Eureka	1,772 0%

PAGE ENGAGEMENTS

Last Month (Apr 1 - 30) ▾

37,337 ▲ 287%
Compare: 9,638

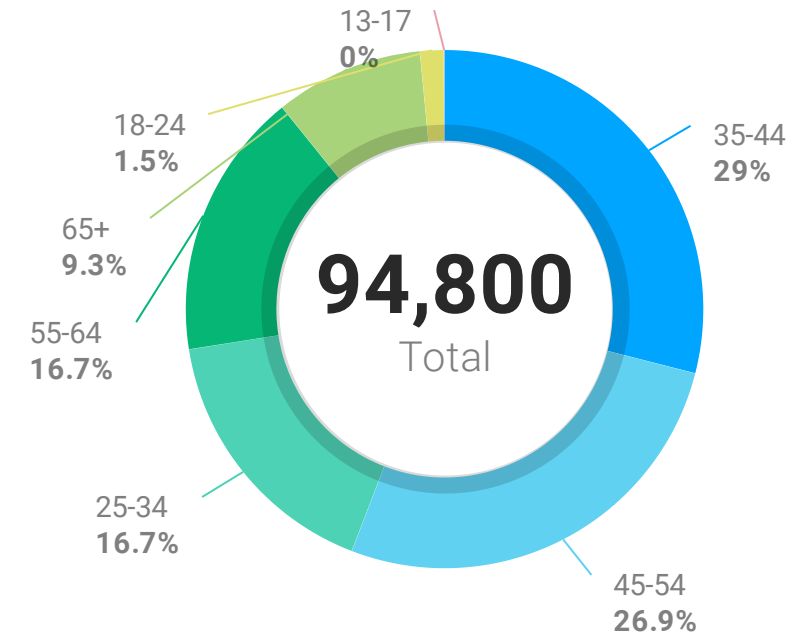


Page Engagements Compare period (Mar 1 - 31)

PAGE SUMMARY Last Month (Apr 1 - 30) ▾

Metric	Last Month	Δ
New Page Likes	1,737	▲ 131%
Total Page Likes	94,549	▲ 2%
Comments	1,802	▲ 3,904%
Shares	1,618	▲ 2,468%
Video views	124.5k	▲ 93%

FOLLOWERS BY AGE GROUPS All Time ▾



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The top engaged post was a photo from Blue Springs Heritage Center.

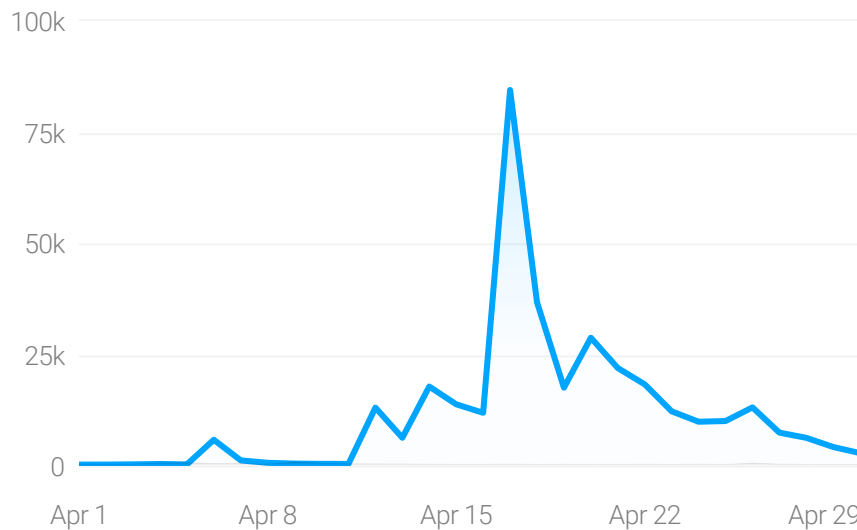
For the month of May, we will continue to highlight our content topics and incorporate more video content that has been optimized for the platform.

NOTE FROM MAY 7 4:07 PM

ORGANIC POST REACH

Last Month (Apr 1 - 30) ▾

346k ▲ 2,970%
Compare: 11.3k



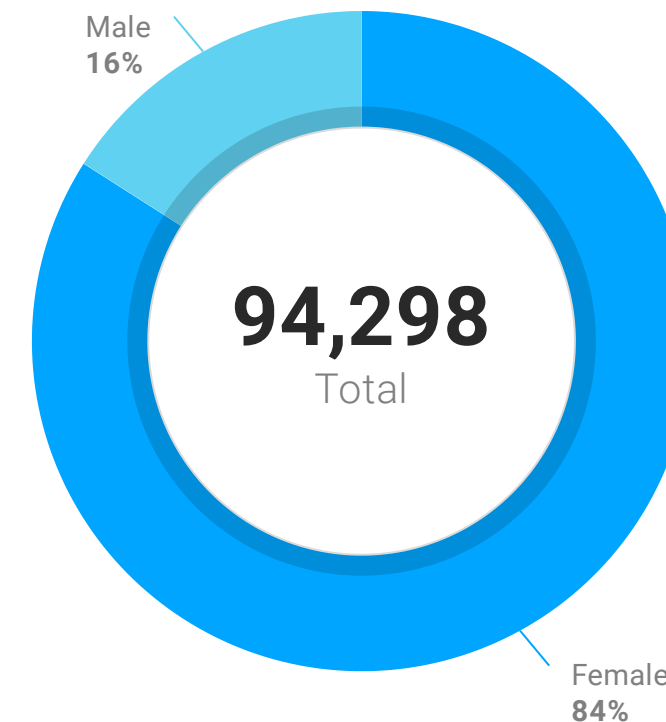
Post Reach - Organic Compare period (Mar 1 - 31)

POST ENGAGED USERS BY POST

Last Month (Apr 1 - 30) ▾

Post	Last Month Δ
Hard to be blue with views like this! ☺ Each day, 38 million (2021-04-17)	11,548
We don't know about you, but our favorite color has to be "Eureka" (2021-04-15)	2,908
Located only 17 steps from Main Street and Historic Downtown, (2021-04-12)	1,619
Nestled on a hillside, the Queen Anne Mansion and Resort offers (2021-04-21)	1,390
Grab your crew for a day of shopping, sunshine, and fun in Eureka (2021-04-17)	1,131

FOLLOWERS BY GENDER All Time ▾



FOLLOWERS BY CITY All Time ▾

Metric	All Time
Tulsa, OK	3,901
Springfield, MO	2,166
Oklahoma City, OK	2,106
Fayetteville, AR	1,852
Little Rock, AR	1,633
Eureka Springs, AR	1,539
Broken Arrow, OK	1,166

PAGE REACH Last Month (Apr 1 - 30) ▾

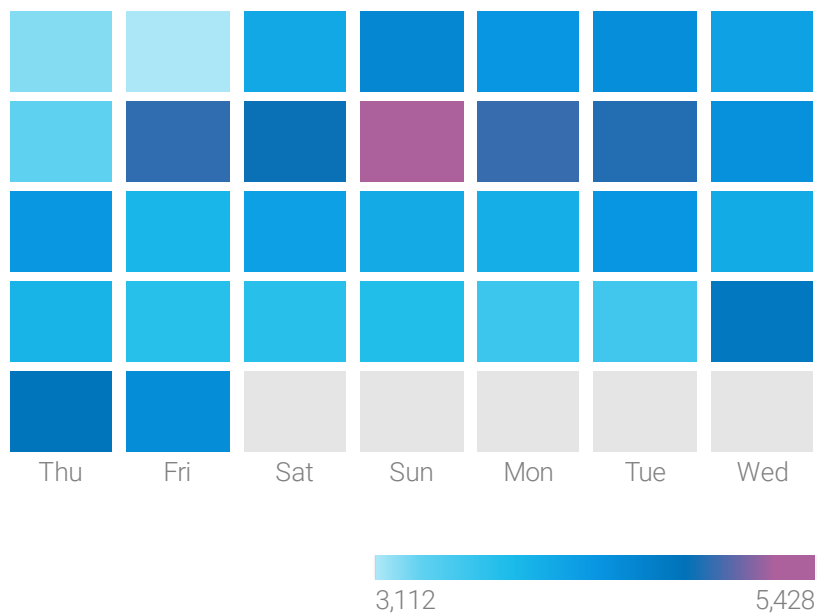
753.4k ▲ 235%
Compare: 225.1k



Page Reach Compare period (Mar 1 - 31)

WHEN ARE PEOPLE WATCHING OUR VIDEOS?

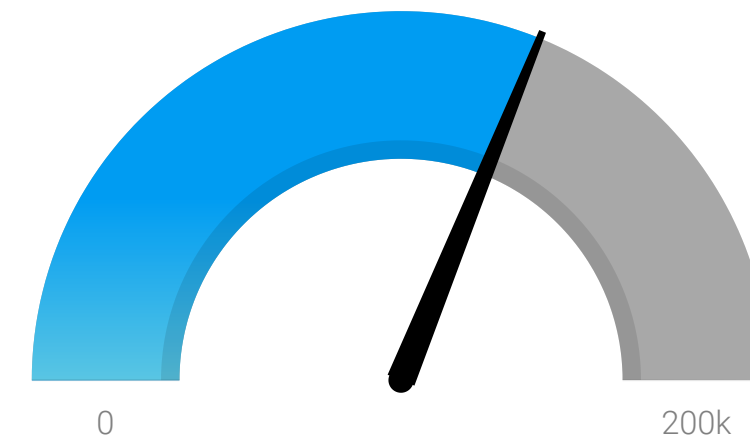
Last Month (Apr 1 - 30) ▾



HOW MANY PEOPLE WATCHED OUR VIDEOS?

Last Month (Apr 1 - 30) ▾

124.5k



VIDEO VIEWS Last Month (Apr 1 - 30) ▾

124.5k ▲ 93%
Compare: 64.7k



Video Views Compare period (Mar 1 - 31)

POST VIDEO VIEWS BY PUBLISH DATE

Last Month (Apr 1 - 30) ▾

Metrics	Last Month Δ
Be right back. Gone fishin'. 🎣: nwatrou_tfl_y_fishing_guide (2021-04-29)	2,342
This loop makes us want to gear up and go for a ride on Miner's (2021-04-14)	1,960
Located only 17 steps from Main Street and Historic Downtown, (2021-04-12)	0
We don't know about you, but our favorite color has to be "Eureka (2021-04-15)	0
Happy Friday! Whether it's a stroll through downtown or a hike (2021-04-16)	0

AVERAGE VIDEO VIEWS PER PAGE VISIT

Last Month (Apr 1 - 30) ▾



Imp: 13,131

NOTE FROM MAY 7 4:20 PM

Reach: 5136

Eng: 2165

NOTE FROM MAY 7 4:20 PM

Profile Visits:
156

NOTE FROM MAY 7 4:20 PM



eurekasprings · Follow
Eureka Springs, Arkansas

eurekasprings Hard to be blue with views like this! 🌊

Each day, 38 million gallons of water pour from the center of Blue Spring into a trout-filled lagoon. The lagoon overflows into the White River, replenishing the area with some of the purest water in the region. 💧
📍: @howdy_ktom

1w

crystalbridgesmuseum 🌊🌊🌊
1w Reply

jennicorn23 My wife and I got married here

2,009 likes
APRIL 27

Add a comment... Post

Eng: 1334

NOTE FROM MAY 7 4:21 PM

Profile Visits:
42

NOTE FROM MAY 7 4:21 PM

Reach: 8,962

NOTE FROM MAY 7 4:21 PM

Imp: 9,352

NOTE FROM MAY 7 4:21 PM



eurekasprings · Follow
Eureka Springs, Arkansas

eurekasprings We don't know about you, but our favorite color has to be "Eureka Springs Sunset." 🌅

One of the best views of the White River can be seen at Inspiration Point. Can't beat it!
📍: @elizabethhannn

3w

bookofsecretsblog Gorgeous!!
Wish I was there ❤️

3w 2 likes Reply

— View replies (1)

themarketplacegifts Love that view!!

1,280 likes
APRIL 15

Add a comment... Post

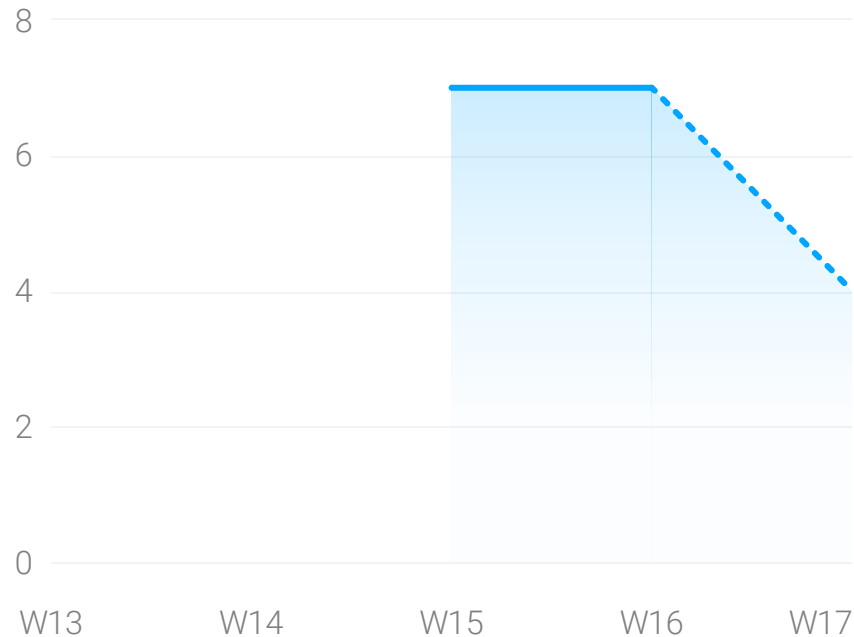


IMP: 7,293

NOTE FROM MAY 7 4:50 PM

TWEETS Last Month (Apr 1 - 30) ▾

18



Tweets Previous (Mar 1 - 31)

NET NEW & TOTAL FOLLOWERS

Last Month (Apr 1 - 30) ▾



FOLLOWS TO FOLLOWERS RATIO

Last Month (Apr 1 - 30) ▾



RECENT TWEETS BY LIKES

Last Month (Apr 1 - 30) ▾

Tweet	Last Month Δ
Each day, 38 million gallons of water pour from the ... (04/18/2021 19:00:09)	10
Native American legends say the waters of Eureka Springs ... (04/28/2021 18:01:23)	6
This #EarthDay and every day, we are thankful for views ... (04/22/2021 14:00:29)	6
When you are exploring our Historic Downtown, you never ... (04/27/2021 14:02:16)	5
This loop makes us want to gear up and go for a ride ... (04/16/2021 16:01:15)	5

RECENT TWEETS BY RETWEETS

Last Month (Apr 1 - 30) ▾

Tweet	Last Month Δ
Each day, 38 million gallons of water pour from the ... (04/18/2021 19:00:09)	2
When you are exploring our Historic Downtown, you never ... (04/27/2021 14:02:16)	2
Located only 17 steps from Main Street and Historic ... (04/20/2021 14:01:54)	1
Native American legends say the waters of Eureka Springs ... (04/28/2021 18:01:23)	1
This #EarthDay and every day, we are thankful for views ... (04/22/2021 14:00:29)	1

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

NOTE FROM MAY 7 4:51 PM

Eng: 86

Impression:
38

NOTE FROM MAY 7 4:25 PM

Retweets: 2

NOTE FROM MAY 7 4:26 PM



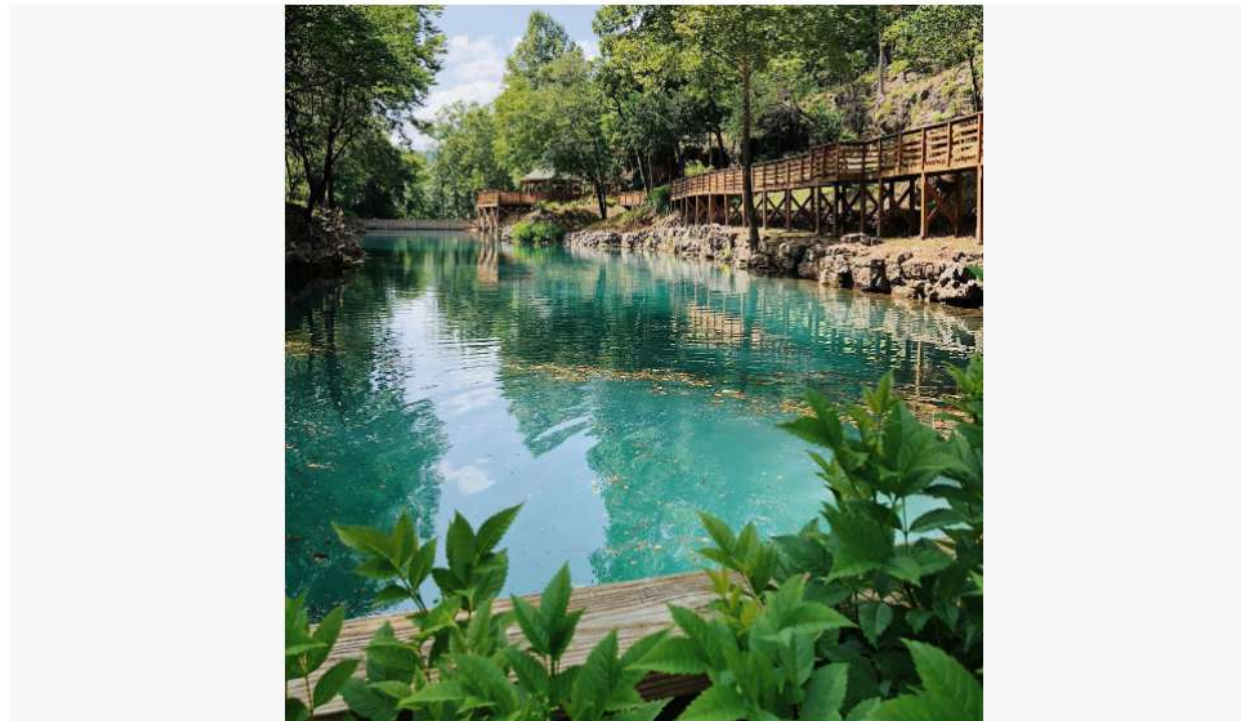
Eureka Springs

April 18, 2021 3:00 PM(UTC-04:00)



Each day, 38 million gallons of water pour from the center of [#BlueSpring](#) into a trout-filled lagoon. The lagoon overflows into the [#WhiteRiver](#), replenishing the area with some of the purest water in the region. 💧 [#EurekaSprings](#)

📷 : howdy_ktom



👍 10 • Like 🔄 2 • Retweet

Imp :764

NOTE FROM MAY 7 4:28 PM

Eng: 16

NOTE FROM MAY 7 4:28 PM

Retweets:1



Eureka Springs @Eureka_Springs · Apr 16

This loop makes us want to gear up and go for a ride on [#MinersRockTrail](#). Once you make your way up the hill you'll be greeted by several miles of mildly graded trails beneath beautiful rocky bluffs. Ride on! 🚲

[#EurekaSprings](#) [#BikeEureka](#)

📷: brandon__ives



0:12 | 115 views

💬 🔄 1 ❤️ 5 📤 📊

Analytics



Top Performing Facebook Post

Organic Reach: 148744

NOTE FROM MAY 7 4:29 PM

Engaged Users: 11548

NOTE FROM MAY 7 4:29 PM

Post Clicks 771

NOTE FROM MAY 7 4:29 PM



Eureka Springs, Arkansas

April 17, 2021 11:00 AM(UTC-04:00)



Hard to be blue with views like this! 🥰

Each day, 38 million gallons of water pour from the center of Blue Spring into a trout-filled lagoon. The lagoon overflows into the White River, replenishing the area with some of the purest water in the region.



📷 : howdy_ktom



👍❤️😱😬 2423 • Like

💬 404 Comments

Organic Reach: 45571

NOTE FROM MAY 7 4:31 PM

Engaged Users 2908

NOTE FROM MAY 7 4:31 PM

Post Clicks 66

NOTE FROM MAY 7 4:31 PM



Eureka Springs, Arkansas

April 14, 2021 9:03 PM(UTC-04:00)



We don't know about you, but our favorite color has to be "Eureka Springs Sunset." ✨

One of the best views of the White River can be seen at Inspiration Point. Can't beat it!

📷 : elizabethhann



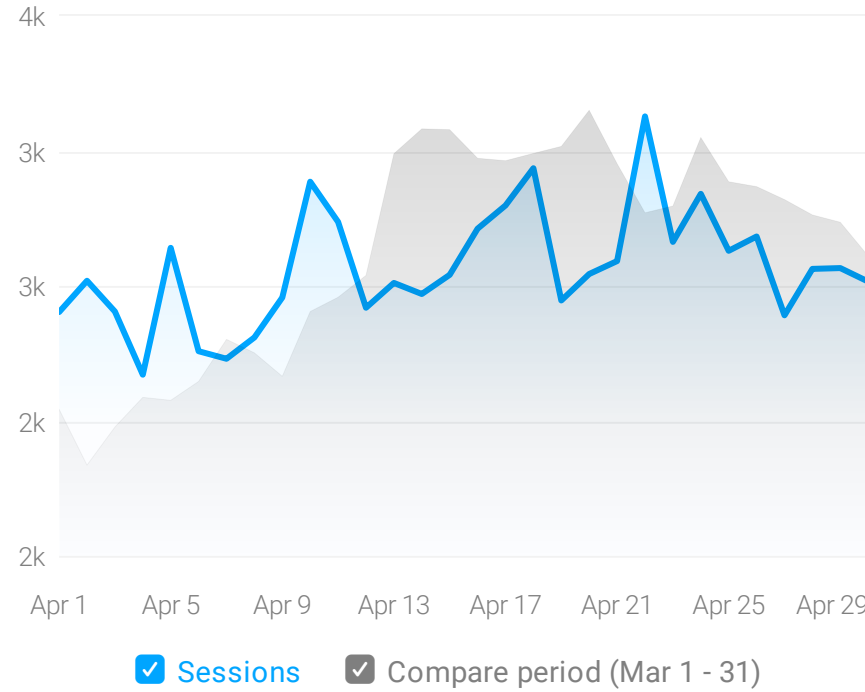
👍❤️😱😬 1215 • Like

💬 45 Comments

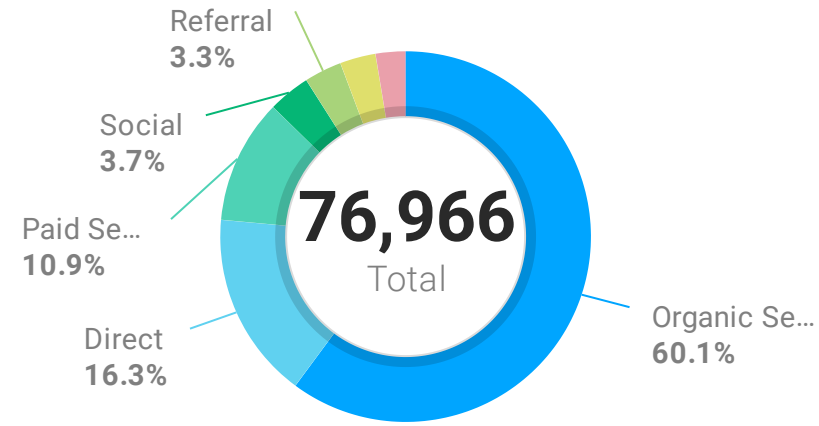


SESSIONS Last Month (Apr 1 - 30) ▾

76,966 ▼ 5%
Compare: 81,332



SESSIONS BY CHANNEL Last Month (Apr 1 - 30) ▾



AUDIENCE OVERVIEW Last Month (Apr 1 - 30) ▾

Metrics	Last Month	Δ
Users	60,553	▼ 4%
Sessions	76,966	▼ 5%
% New Sessions	75.91%	0%
Pages / Sessions	3.66	▼ 8%
Avg Session Duration	2m 46s	▼ 12%
Bounce Rate	52.42%	▲ 12%
Pageviews	282k	▼ 13%

USERS BY REGION Last Month (Apr 1 - 30) ▾

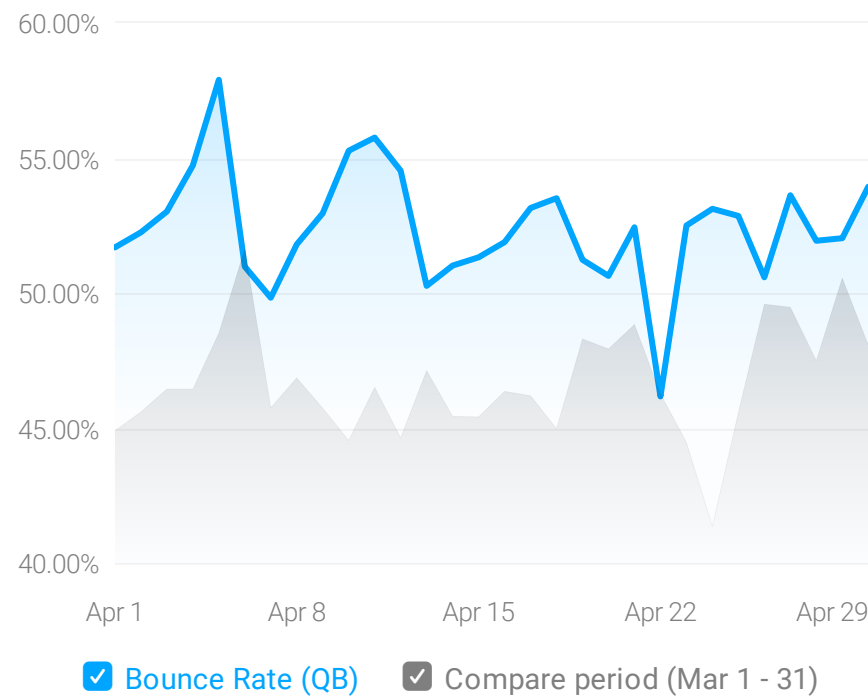
Metrics	Last Month	Δ
Texas	11,496	▲ 2%
Missouri	10,080	▼ 5%
Arkansas	9,310	▼ 11%
Oklahoma	7,876	▼ 6%
Kansas	3,965	▼ 5%
Illinois	2,872	▼ 7%
Tennessee	1,962	▼ 12%
Colorado	1,379	▲ 15%
Louisiana	1,062	▲ 11%
California	1,000	▼ 33%
New York	793	▲ 18%
Florida	787	▼ 21%
Iowa	750	▼ 20%

TOP PAGES BY PAGEVIEWS Last Month (Apr 1 - 30) ▾

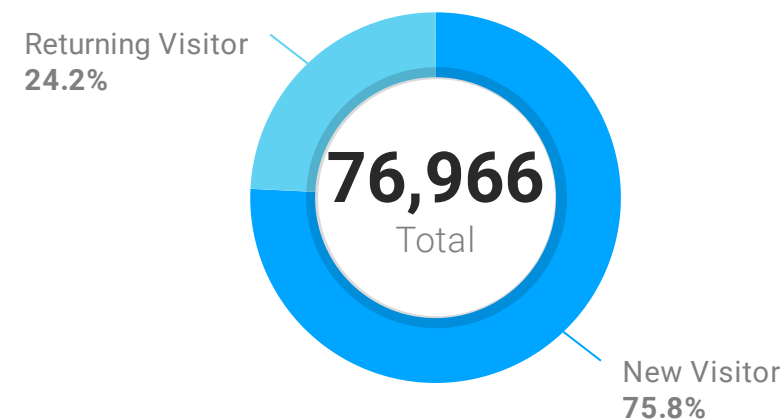
Metrics	Last Month	Δ
/	26,013	▼ 15%
/attractions/	24,883	▼ 15%
/things-to-do/	20,908	▼ 3%
/10-things-to-do-in-eureka-springs-you-dont-want-to-miss/	7,618	▼ 18%
/lodging/cabins-cottages/	7,577	▼ 18%
/attractions/page/2/	7,413	▼ 15%
/dining/	6,988	▼ 10%

BOUNCE RATE Last Month (Apr 1 - 30) ▾

52.42% ▲ 12%
Compare: 46.81%



SESSIONS BY NEW VS RETURNING Last Month (Apr 1 - 30) ▾



** National Public Relations Services **

April Summary

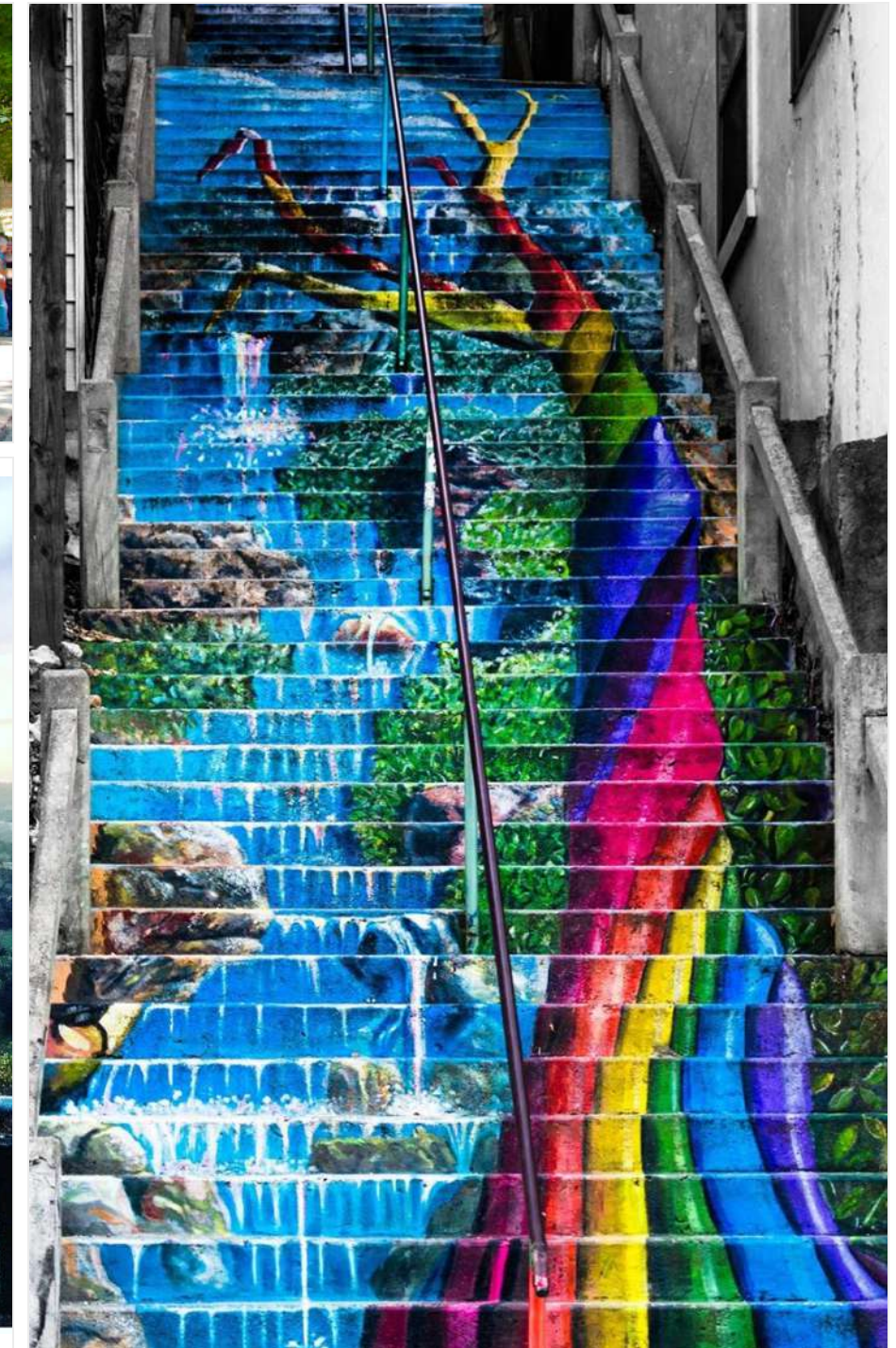
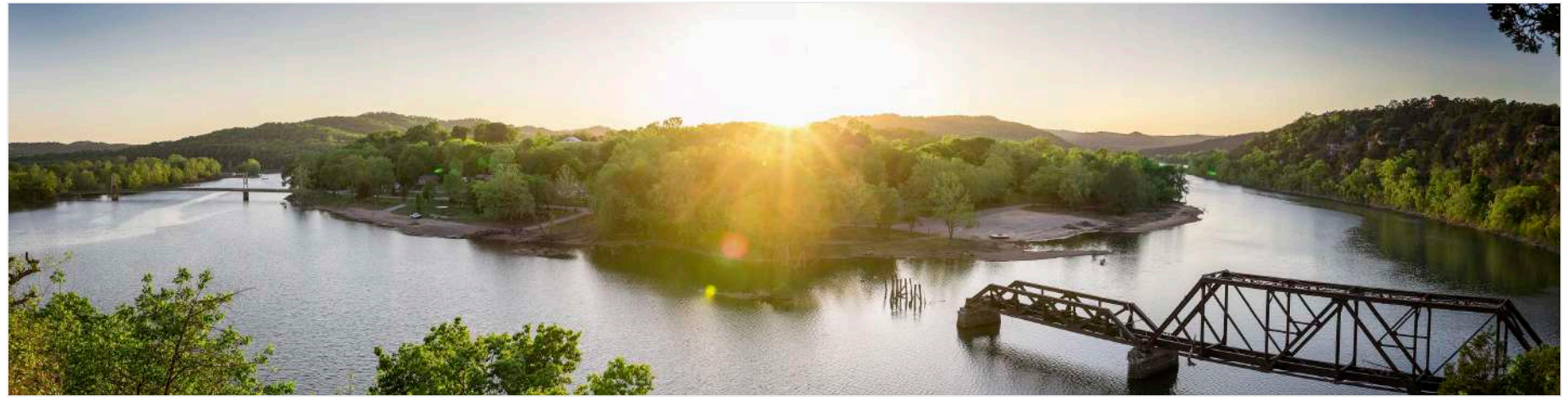
Virtual Desksides

This month, Paradise has participated in virtual deskside q&as with two travel journalists as part of the Office Hours online workshop.

Participating journalists: Karen Gardiner, National Geographic, BBC, Guardian; Cynthia Drake, AAA, The Points Guy, Southern Living.

PR Activities and Outreach

- Continued outreach to top-tier national publications
- Followed up with Karen Gardiner and Cynthia Drake on Eureka Springs specific pitches
- Developed boilerplate for use in press releases; client approved
- Long lead outreach to LGBTQ outlets for Pride Week
- Ideation of human interest stories from local business owners
- Reviewed visual media library for evergreen image resource (for media kit)
- Participated in bi-weekly PR calls



** Meltwater Clips **

April Summary

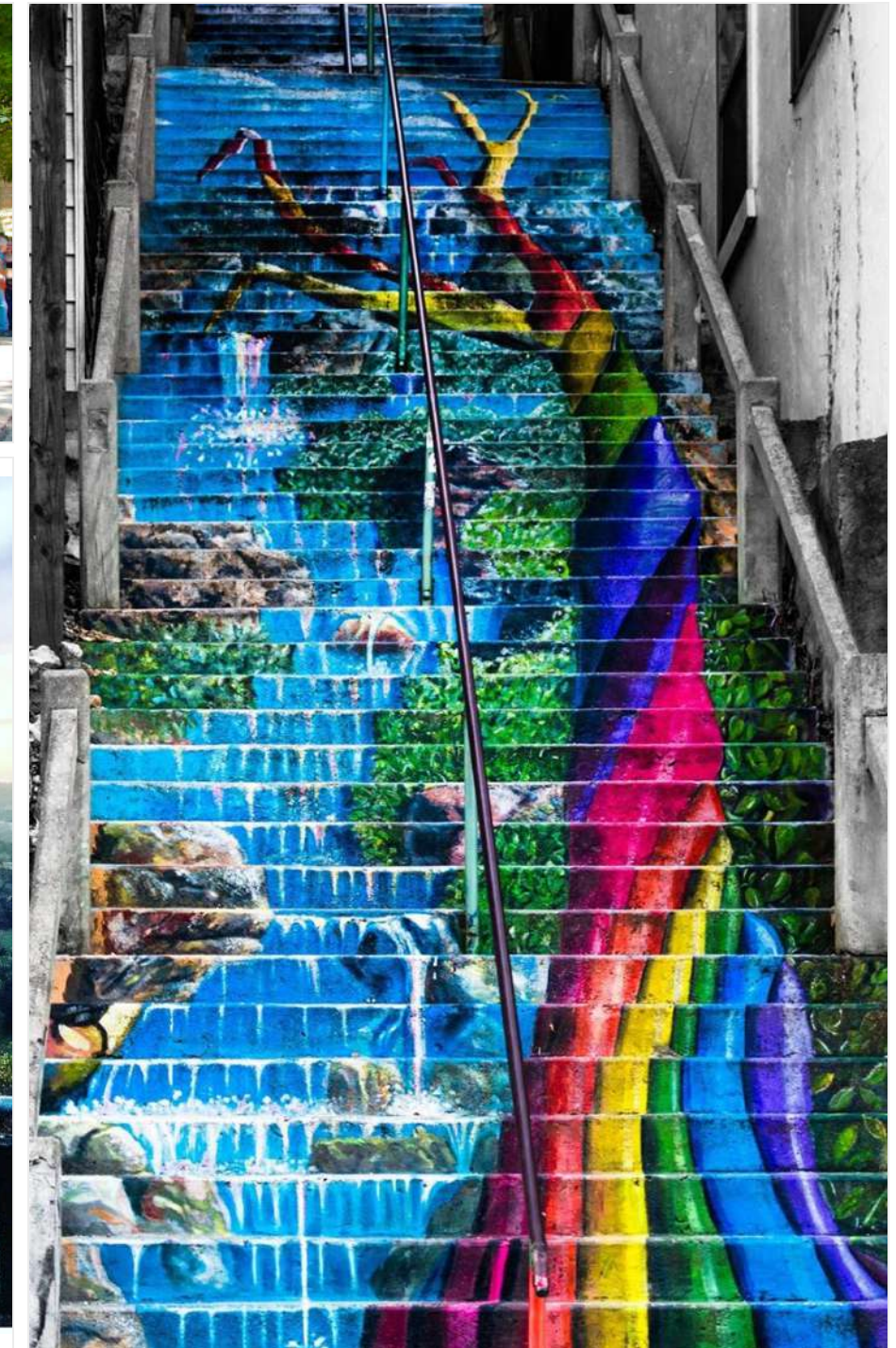
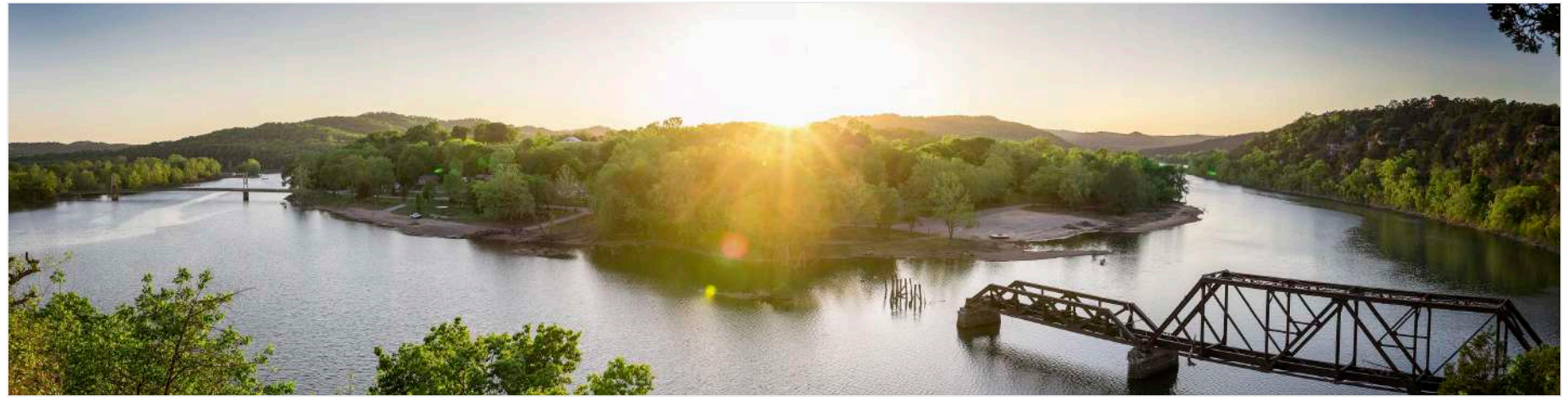
April 2021 Publicity (based on Meltwater clips)

- Estimated Impressions: 676,903,180
- Estimated Media Value: \$6,261,355

Full April 2021 Meltwater Clip Report

Link to Report: https://sharable-dashboard.meltwater.com/sharable_dashboard/569409a34fb1833d4294d413/4133aa48-121d-4be7-be0d-2f4eedd058c9

Password: paradise

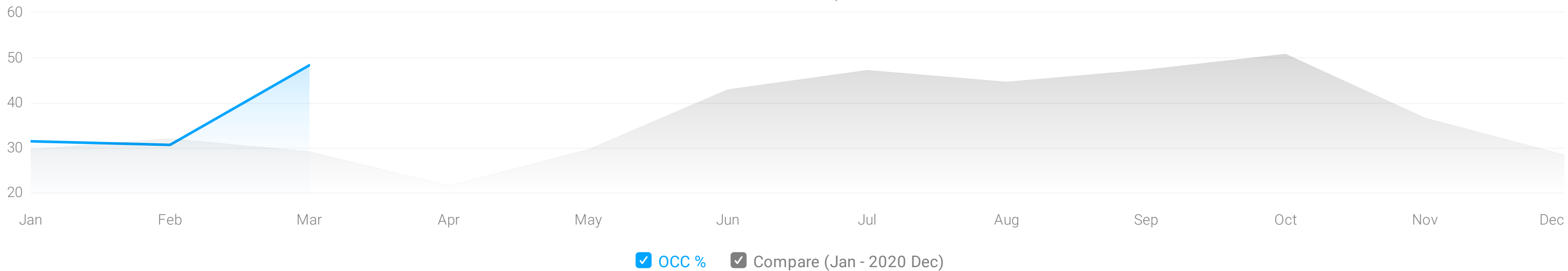


OCC % This Year (Jan - Dec) ▾

38.3%

▼ 2.4%

Compare: 40.6%

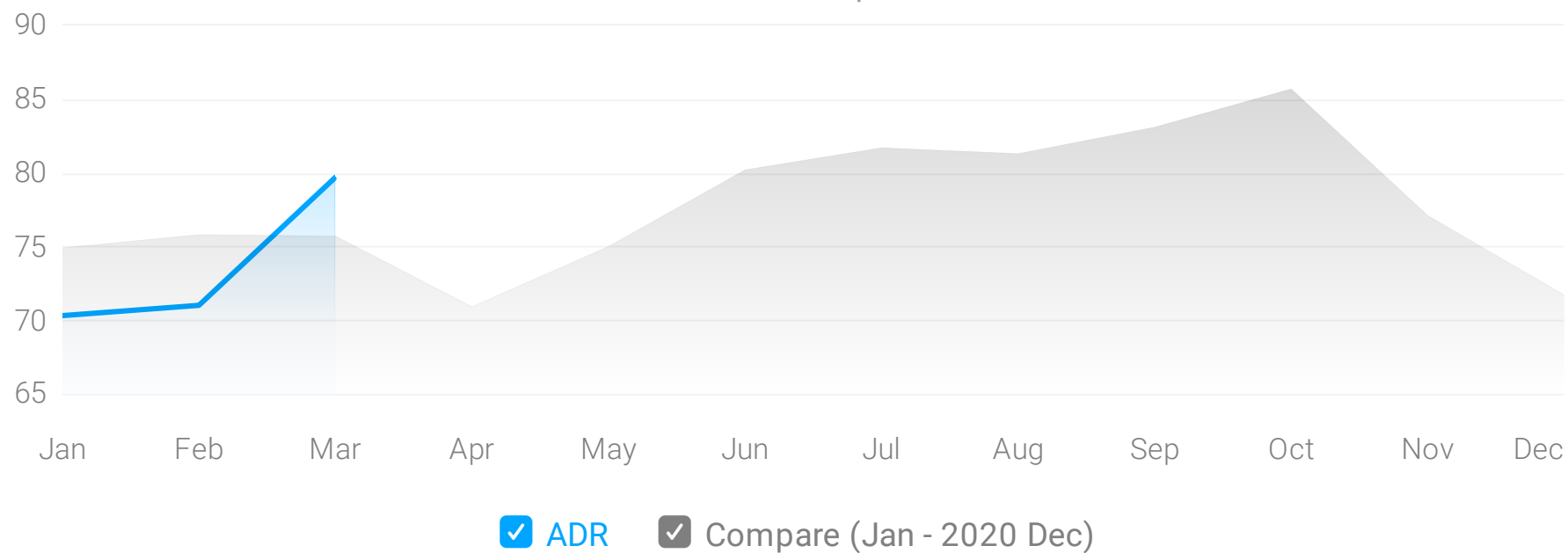


ADR This Year (Jan - Dec) ▾

221

▼ 76%

Compare: 933



REVPAR This Year (Jan - Dec) ▾

82.9

▼ 76%

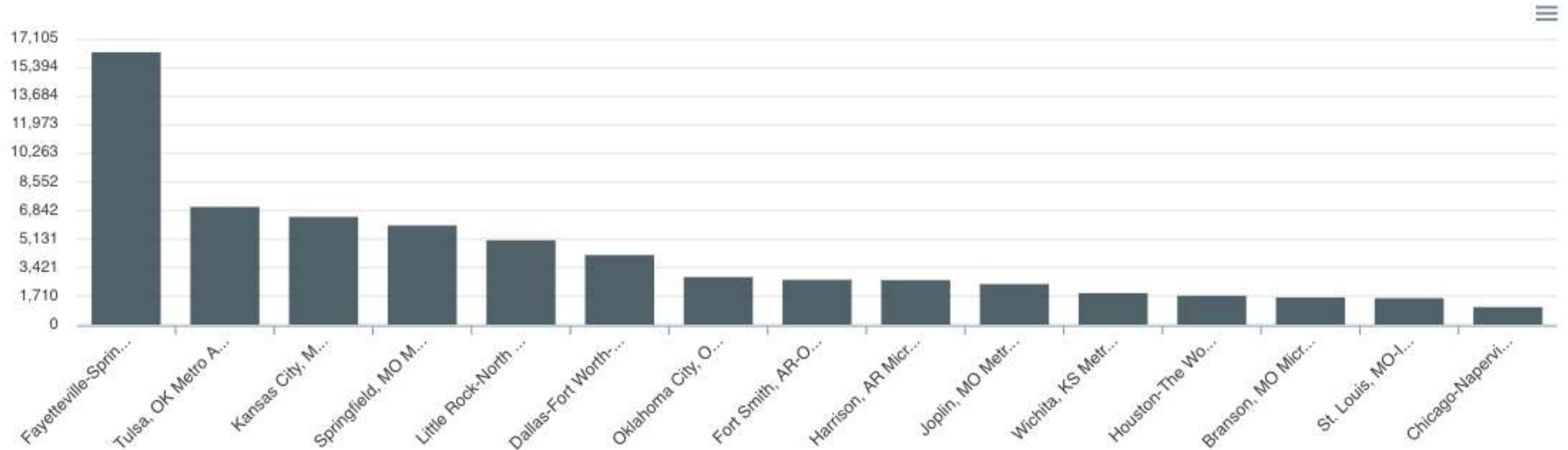
Compare: 351.2



Visit Counts By MSA (Top 15)

March 2021

Visit Counts By MSA (Top 15)



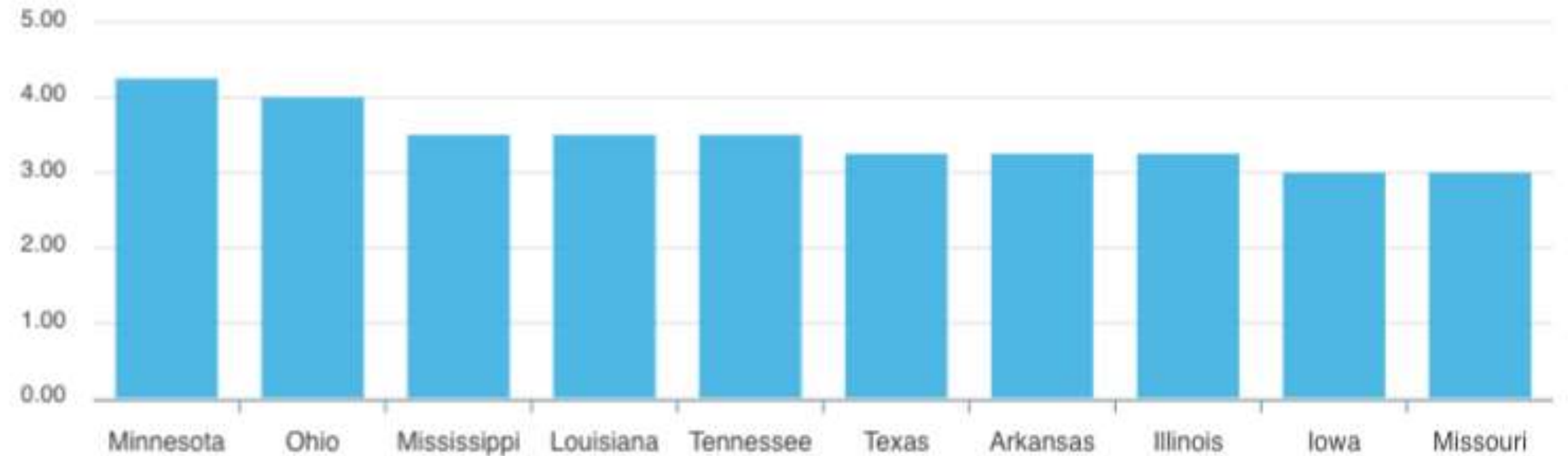
Length of Stay

March 2021

Length of Stay

Visitors from these states tend to stay longer: Minnesota (4.25 days), Ohio (4.00 days), Mississippi (3.50 days), Louisiana (3.50 days), Tennessee (3.50 days).

While visitors from these states have the shortest length of stay: Alabama (2.25 days), Nebraska (2.00 days).

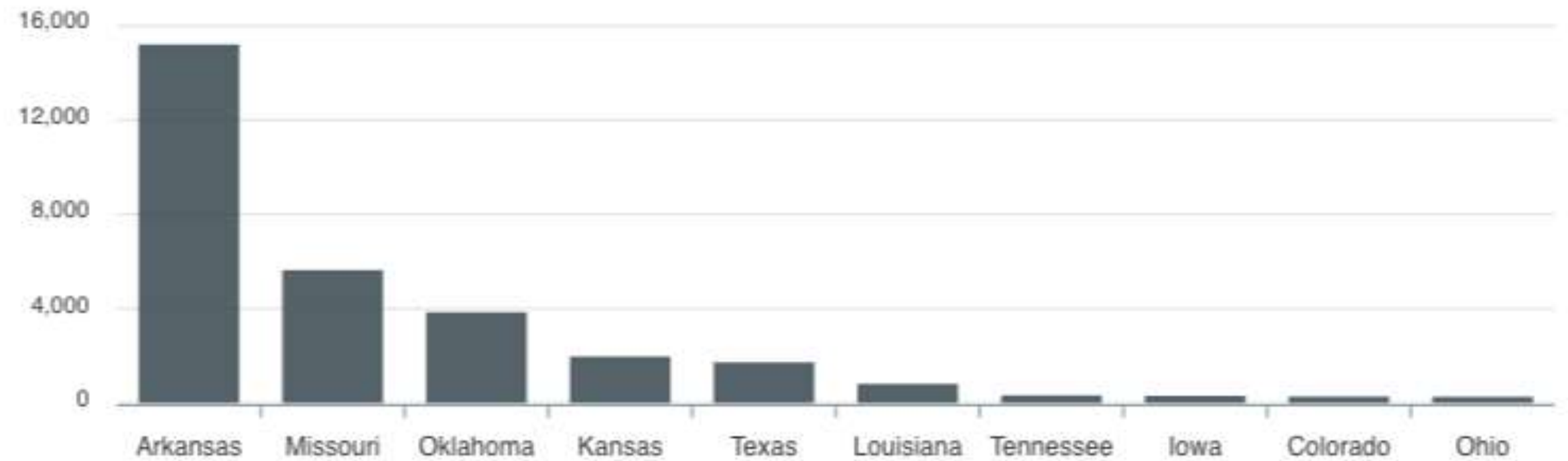


Visitor Origins

March 2021

Visitor Origins

The top five feeder states are Arkansas (15,210), Missouri (5,640), Oklahoma (3,850), Kansas (1,970), Texas (1,720). Which together make up 87% of all visitors.



Top Points of Interest

March 2021

Points of Interest

Top Points of Interest

The top points of interest are Eureka Springs Historical Downtown (78,110), Branson (33,500), Crescent Hotel (26,810), Thorncrowne Chapel (14,180), Christ of the Ozarks (13,610). Which together make up 56% of all visitors to Eureka Springs that also visited the points of interest included in this study.

