

# PARADISE



**Monthly Report:** January 2022

**Client:** Eureka Springs

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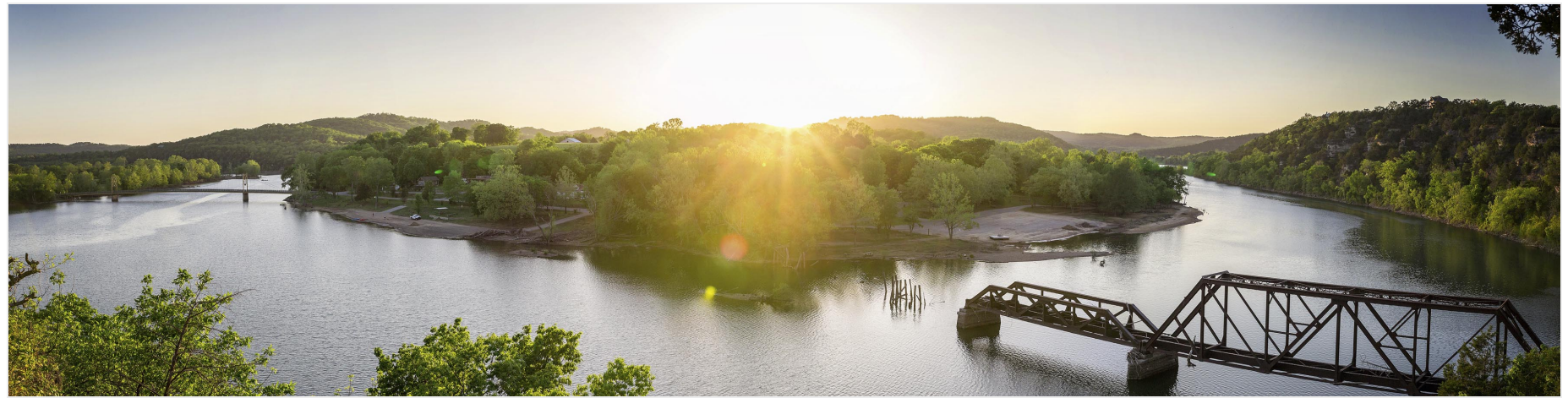
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\*Note: Eureka Springs Data Depot reports were set up in mid-May. Therefore, some of the data sets included in this report only reflect since that time.

# Advertising & Marketing Services

## January Summary

- Began developing 2021 recap report from all media vendors.
- Initial planning for CY22 is in development and will be presented in February.
- Kick-Off Planning meeting with Paradise was held January 13.
- Creative selects from the Curious Indeed Brand Shoot are in post-production and creative asset development.
- Completed Closed Out procedures for CY21, including the processing of all available invoices.
- Reviewed, cataloged, utilized on web 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.
- CY22 Blog topics and coverage are in development and part of fiscal year planning.
- Virtually attend January CAPC Workshop and CAPC Meeting.
- 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 CY22.
- 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

January Summary

There were no paid media running for January as we are still in the planning stages. We will update once we have paid media running in the spring of 2022.

VIDEO COMPLETION RATE

Last Month (Jan 1 - 31) ▾



TOTAL MEDIA SPEND

Last Month (Jan 1 - 31) ▾



TOTAL IMPRESSIONS

Last Month (Jan 1 - 31) ▾



TOTAL CLICKS

Last Month (Jan 1 - 31) ▾



## Social Media Services January Summary

NOTE FROM FEB 1 8:29 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 February 2022 content calendar to be shared across social media platforms.
- Supported the CAPC staff in social crisis management.

NOTE FROM FEB 1 8:30 PM

FB Post Engagement: 2738

NOTE FROM FEB 1 8:31 PM

FB Post  
Reach: 45815

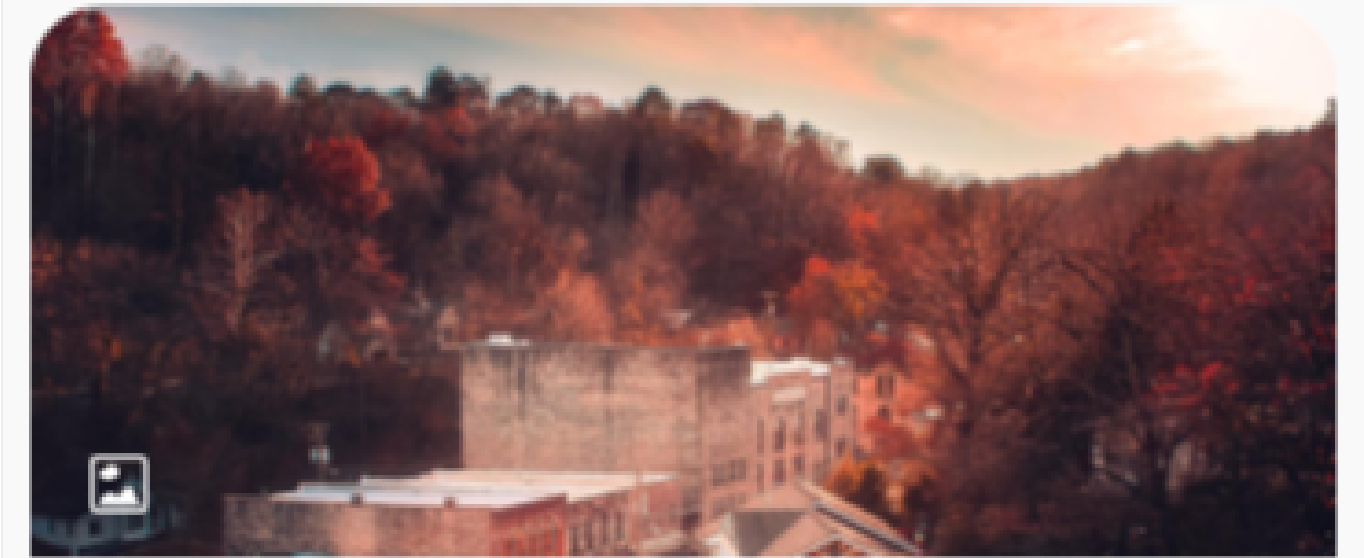
NOTE FROM FEB 1 8:31 PM



Jan 10, 2022

**Rising 48 feet into the sky, the  
Thorncrown Chapel is not only one ...**

Reach	45,815
Engaged users	2,738
Clicks	518
Other clicks	995



Jan 28, 2022

**With views like this, it's no wonder  
people call our Historic Downtown a...**

Reach	9,814
Comments	18
Likes	1,476
Saves	31
Engagement	1,525

IG Post Engagement: 1525

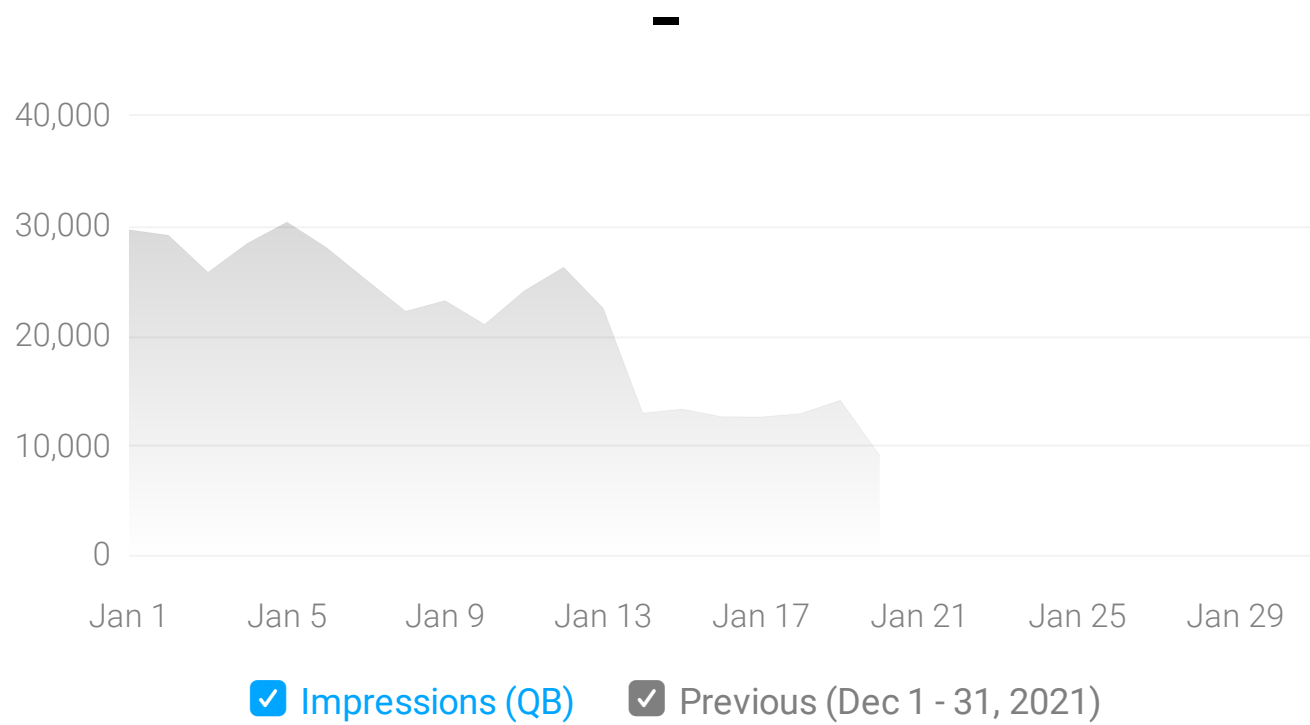
NOTE FROM FEB 1 8:32 PM

IG Post Reach:  
9814

NOTE FROM FEB 1 8:32 PM

### IMPRESSIONS

Last Month (Jan 1 - 31) ▾



### CAMPAIGNS OVERVIEW

Last Month (Jan 1 - 31) ▾

#	NAME	SPEND	IMPRESSIONS
1		-	-

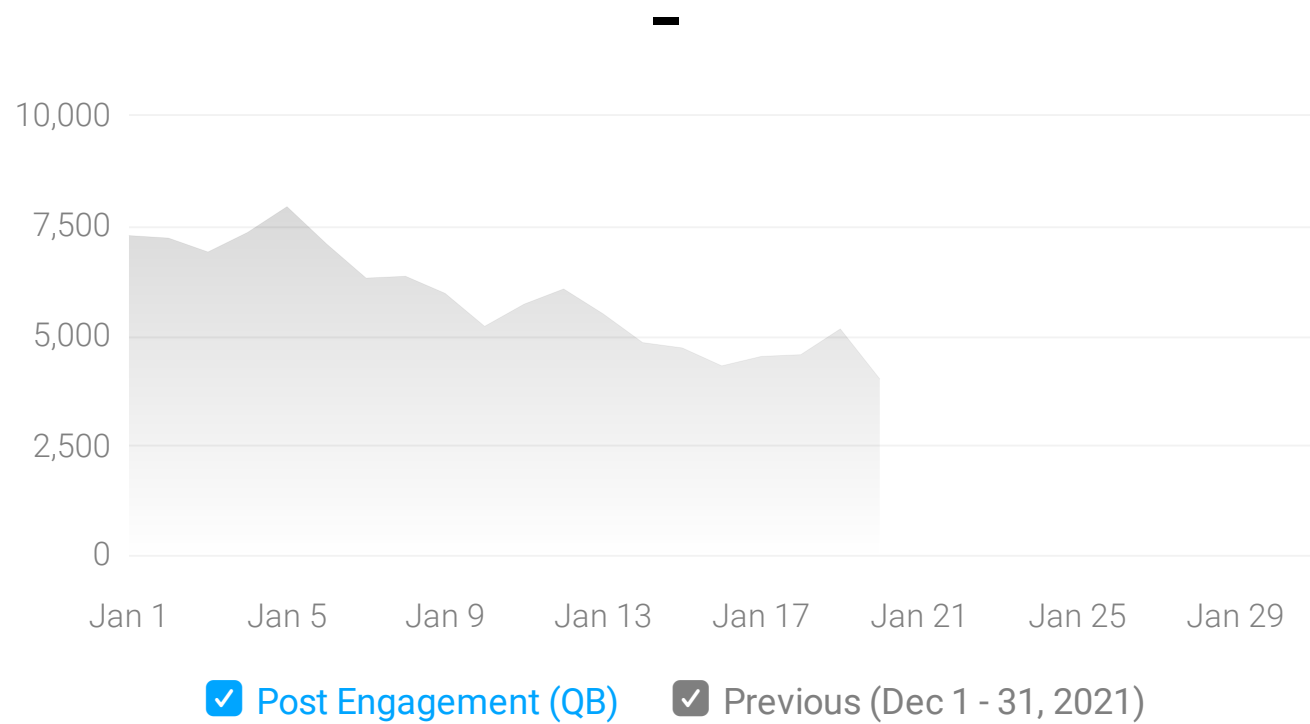
In December, Facebook/Instagram paid social concluded for the Local and Q3/Q4 Campaigns.

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 (Jan 1 - 31) ▾



### CTR BY CAMPAIGN

Last Month (Jan 1 - 31) ▾

Metrics	Last Month	Δ
	-	

### CLICK OVERVIEW

Last Month (Jan 1 - 31) ▾



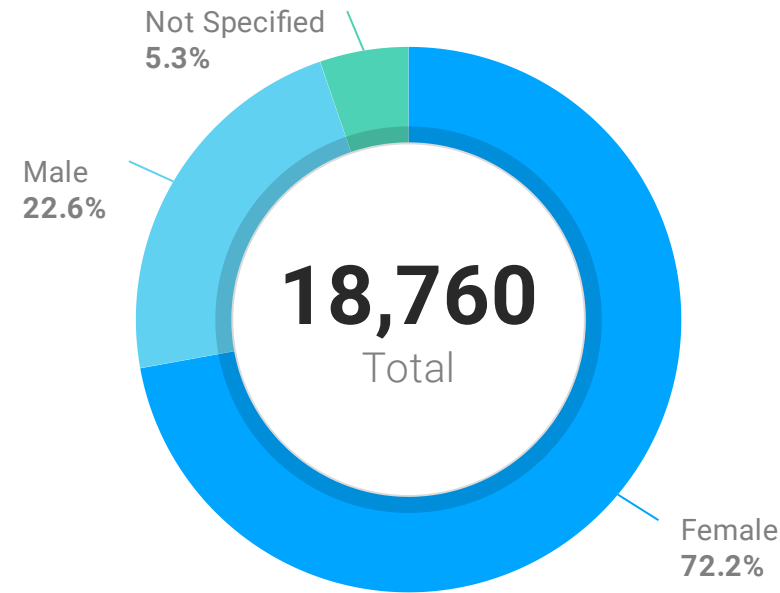
### FOLLOWERS BY CITY

Last Month (Jan 1 - 31) ▾

Metrics	Last Month	Δ
Fayetteville, Arkansas	726	0%
Little Rock, Arkansas	567	▲ 11%
Oklahoma City, Oklahoma	543	▲ 4%
Tulsa, Oklahoma	531	▲ 8%
Bentonville, Arkansas	484	0%
Rogers, Arkansas	449	▲ 2%
Springfield, Missouri	388	▲ 10%

### FOLLOWERS BY GENDER

Last Month (Jan 1 - 31) ▾



### INSTAGRAM ENGAGEMENT

Last Month (Jan 1 - 31) ▾

—

### INSTAGRAM REACH

Last Month (Jan 1 - 31) ▾

—

### INSTAGRAM IMPRESSIONS

Last Month (Jan 1 - 31) ▾

—

### INSTAGRAM VIDEO VIEWS

Last Month (Jan 1 - 31) ▾

—

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

### TOP POSTS BY LIKES

Last Month (Jan 1 - 31) ▾

Metrics	Last Month	Δ
Shades of fall ... (11/06/2020 02:18:51)	2,514	0%
Snow day! ** #EurekaSprings #Arkansas #VisitArkansas #ExploreArkansas #ExploreNWA #ARStory...	2,425	0%
Eureka Springs is open for business! Have you had a great experience with one of our restaurants, shops, lodgin...	2,138	0%
Hard to be blue with views like this! 😊 ... (04/28/2021 01:00:43)	2,053	0%
...	1,000	0%

### FOLLOWER OVERVIEW

Last Month (Jan 1 - 31) ▾

160

New Followers

▼ 42%

Comparison period: 277

25,222

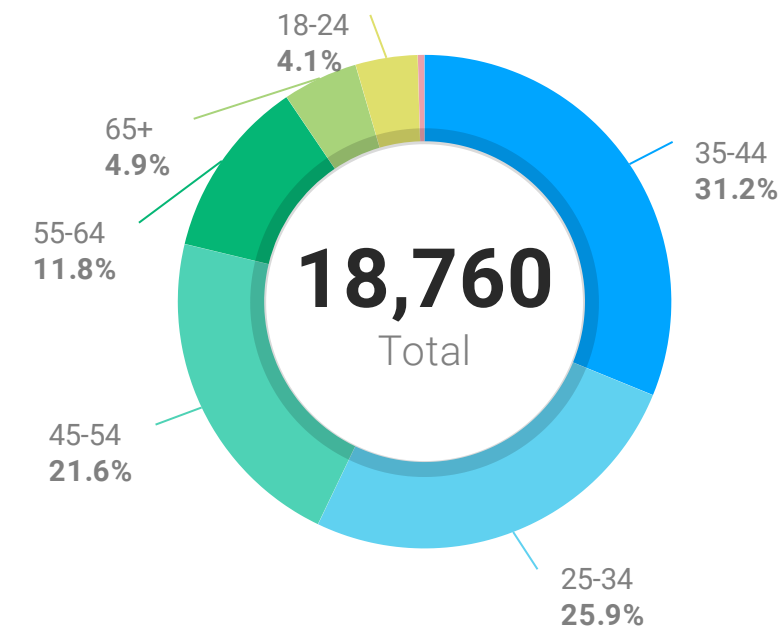
Total Followers

▲ 1%

Comparison period: 25,062

### FOLLOWERS BY AGE GROUP

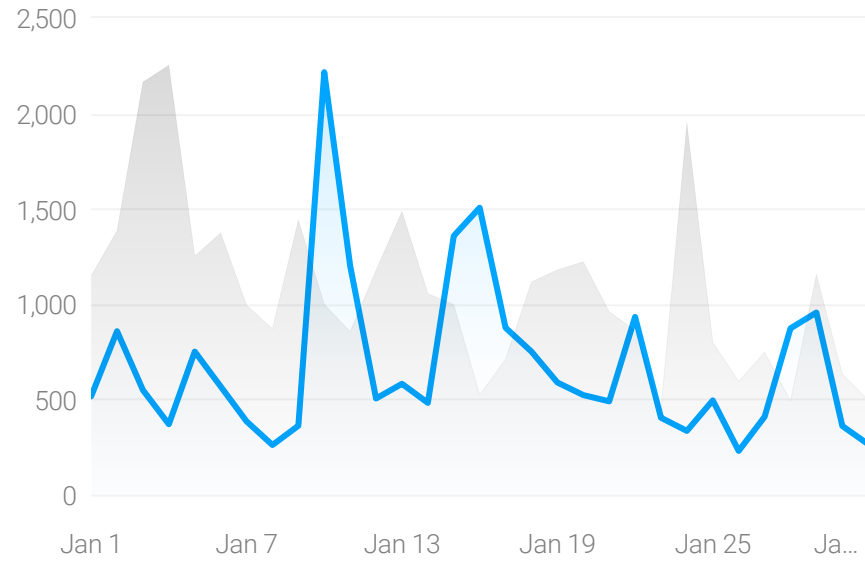
Last Month (Jan 1 - 31) ▾



### PAGE ENGAGEMENTS

Last Month (Jan 1 - 31) ▾

**20,930** ▼ 37%  
Comparison period: 33,303



Page Engagements  Compare period

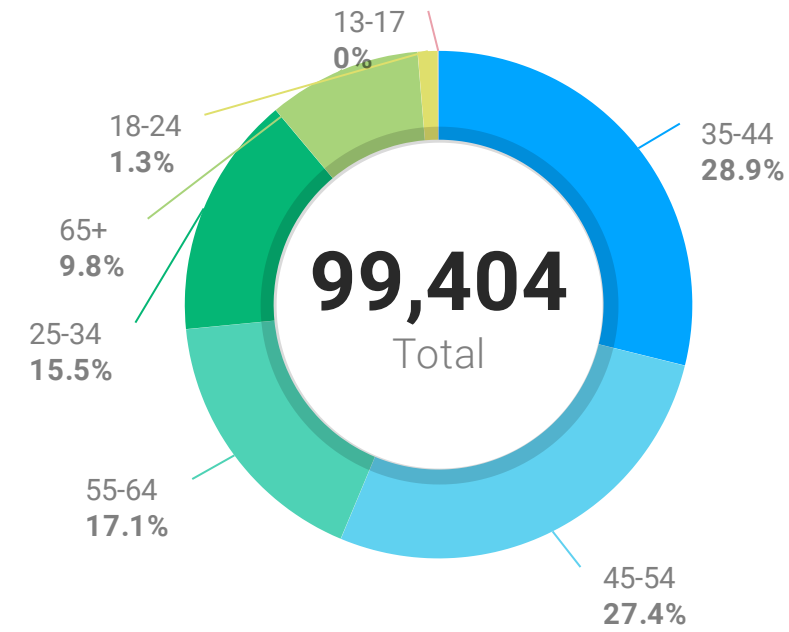
### PAGE SUMMARY

Last Month (Jan 1 - 31) ▾

Metric	Last Month	Δ
New Page Likes	505	▼ 4%
Total Page Likes	99,366	0%
Comments	504	▼ 34%
Shares	534	▼ 41%
Video views	4,868	▼ 96%

### 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 (Jan 1 - 31) ▾

**225.6k** ▼ 18%  
Comparison period: 276.1k



Post Reach - Organic  Compare period

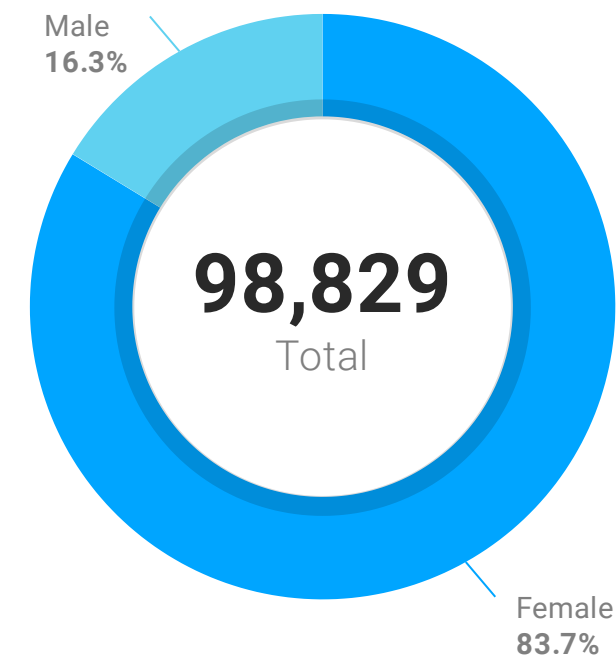
### POST ENGAGED USERS BY POST

Last Month (Jan 1 - 31) ▾

Post	Last Month	Δ
Rising 48 feet into the sky, the Thorncrown Chapel is not only (2022-01-10)	2,738	
With views like this, it's no wonder people call our Historic (2022-01-16)	1,882	
January 6th is the official start of Carnival! Want to join in (2022-01-05)	1,003	
Our friends at the Rock Cottage Gardens B&B Inn know that sometimes, (2022-01-28)	814	
Jack Rabbitt's Whiskey Bar may serve some of the best cocktails (2022-01-02)	661	

### FOLLOWERS BY GENDER

All Time ▾

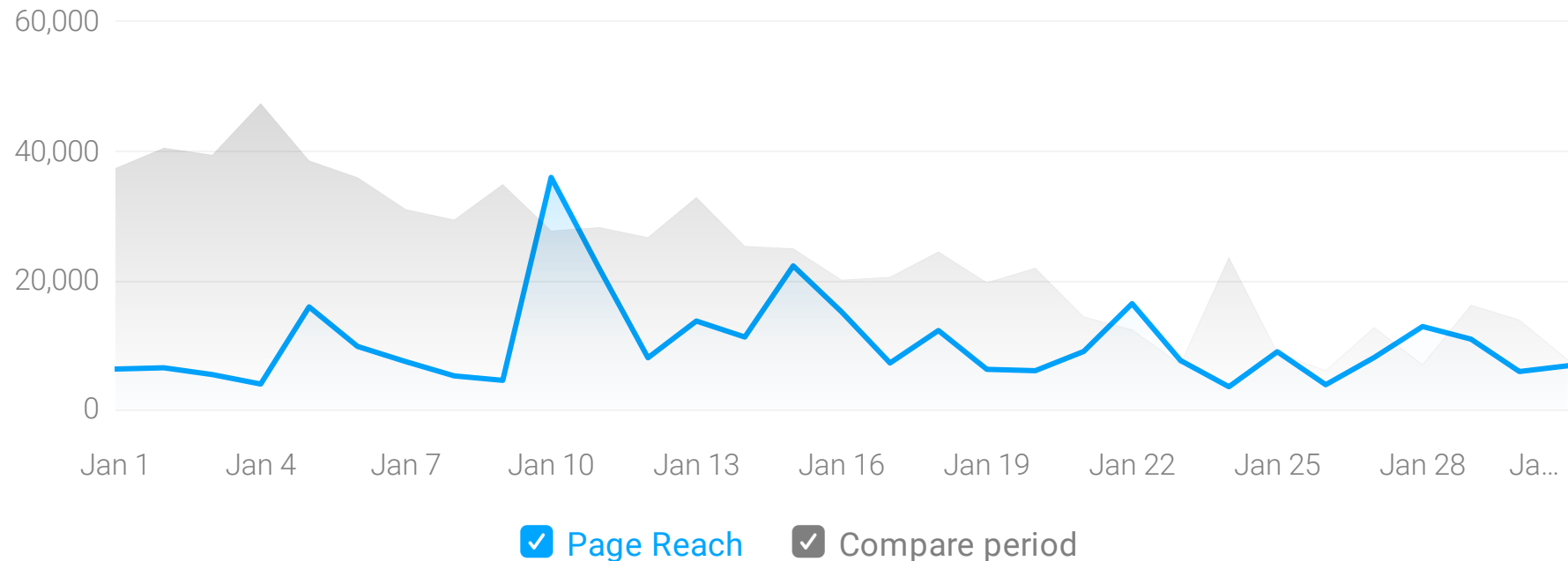


### FOLLOWERS BY CITY

All Time ▾

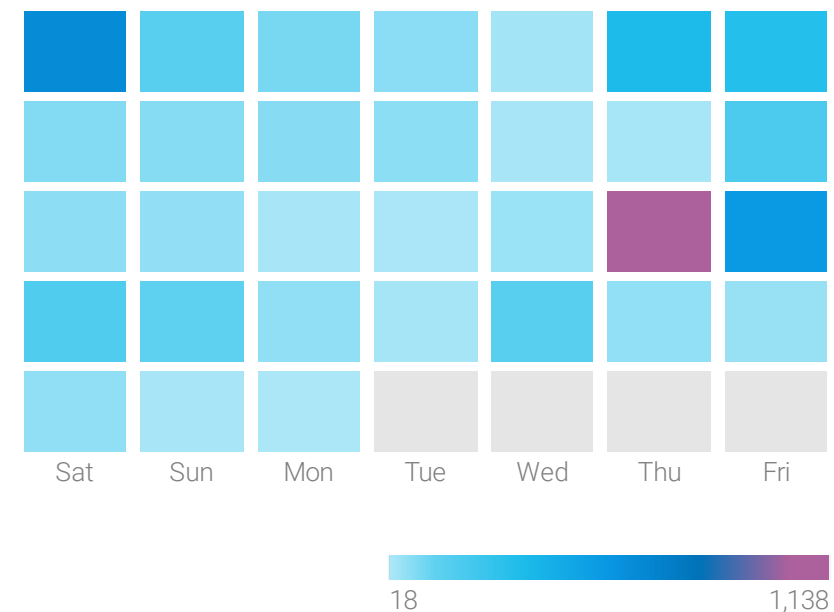
Metric	All Time
Tulsa, OK	3,902
Oklahoma City, OK	2,254
Springfield, MO	2,052
Fayetteville, AR	1,698
Little Rock, AR	1,488
Eureka Springs, AR	1,472

PAGE REACH Last Month (Jan 1 - 31) ▾  
**317.4k** ▼ 57%  
 Comparison period: 734.9k



WHEN ARE PEOPLE WATCHING OUR VIDEOS?

Last Month (Jan 1 - 31) ▾



POST VIDEO VIEWS BY PUBLISH D...

Last Month (Jan 1 - 31) ▾

Metrics Last Month Δ

Remember, every day is a new adventure. Enjoy the ride. 🚲 (2022-01-20) **2,041**

Happy New Year! ★ Here's to another year of exploring our (2022-01-01) **1,613**

Looking to take this year to the next gear? When biking through (2022-01-06) **846**

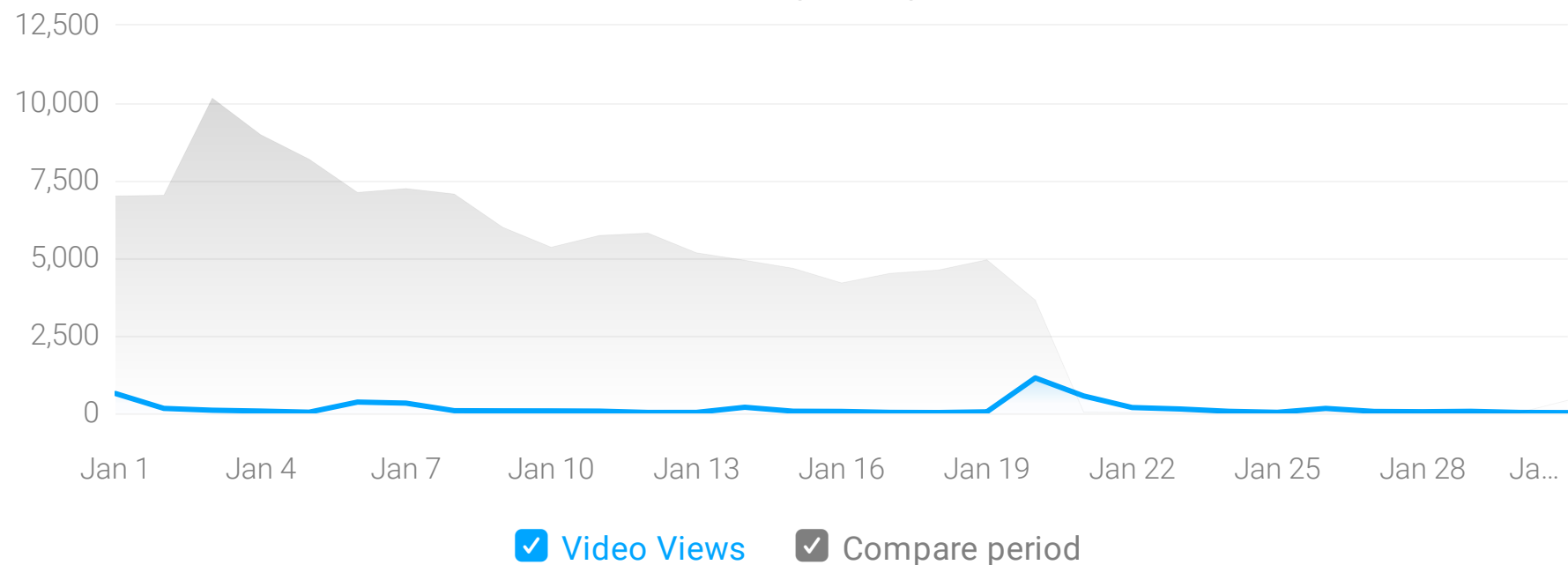
Rising 48 feet into the sky, the Thorncrown Chapel is not only (2022-01-10) **0**

With over a dozen different dealers adding new items every day, (2022-01-11) **0**

Visting our quirky corner in 2022? Here's what will be going (2022-01-13) **0**

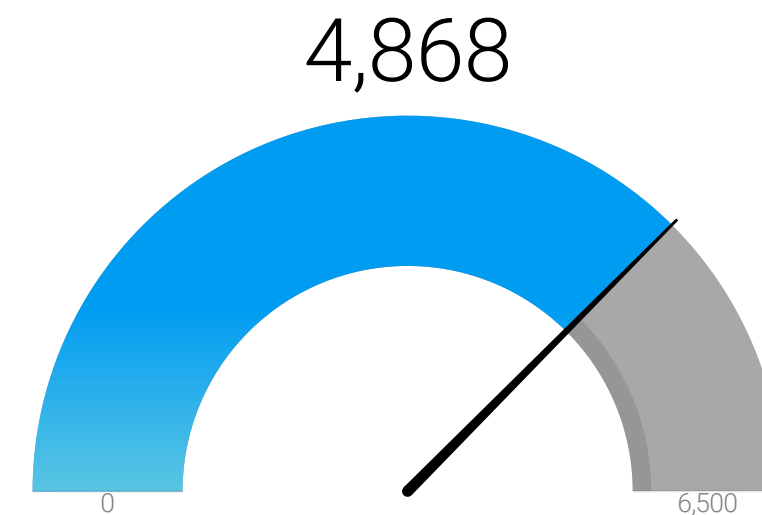
Planning a couple's getaway for Valentine's Day? Be sure to reserve (2022-01-14) **0**

VIDEO VIEWS Last Month (Jan 1 - 31) ▾  
**4,868** ▼ 96%  
 Comparison period: 123,109



HOW MANY PEOPLE WATCHED OUR VI...

Last Month (Jan 1 - 31) ▾





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 (Jan 1 - 31) ▾

—

### NET NEW & TOTAL FOLLOWERS

Last Month (Jan 1 - 31) ▾

**9** **5,225**

Net New Followers

Total Followers

▼ 57%

0%

Comparison period: 21

Comparison period: 5,216

### FOLLOWS TO FOLLOWERS RATIO

Last Month (Jan 1 - 31) ▾

**10.9%**

0%

Comparison period: 10.9%

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 (Jan 1 - 31) ▾

—

### RECENT TWEETS BY LIKES

Last Month (Jan 1 - 31) ▾

Tweet	Last Month Δ
With views like this, it's no wonder people call our ... (01/09/2022 01:00:17)	25
New year, new adventures. ✨ #EurekaSprings 📍: ... (01/19/2022 23:00:34)	11
Our friends at the #RockCottageGardens know that you ... (01/15/2022 17:00:43)	9
January 6th is the official start of Carnival! Want ... (01/05/2022 23:00:16)	7
Planning a couple's getaway for #Valentine sDay? Be ... (01/22/2022 17:00:22)	6

### RECENT TWEETS BY RETWEETS

Last Month (Jan 1 - 31) ▾

Tweet	Last Month Δ
With views like this, it's no wonder people call our ... (01/09/2022 01:00:17)	4
With over different dealers adding new items every ... (01/11/2022 17:02:42)	1
Remember, every day is a new adventure. Enjoy the ride. ... (01/05/2022 22:00:31)	1
January 6th is the official start of Carnival! Want ... (01/05/2022 23:00:16)	1
Planning a couple's getaway for #Valentine sDay? Be ... (01/22/2022 17:00:22)	1



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

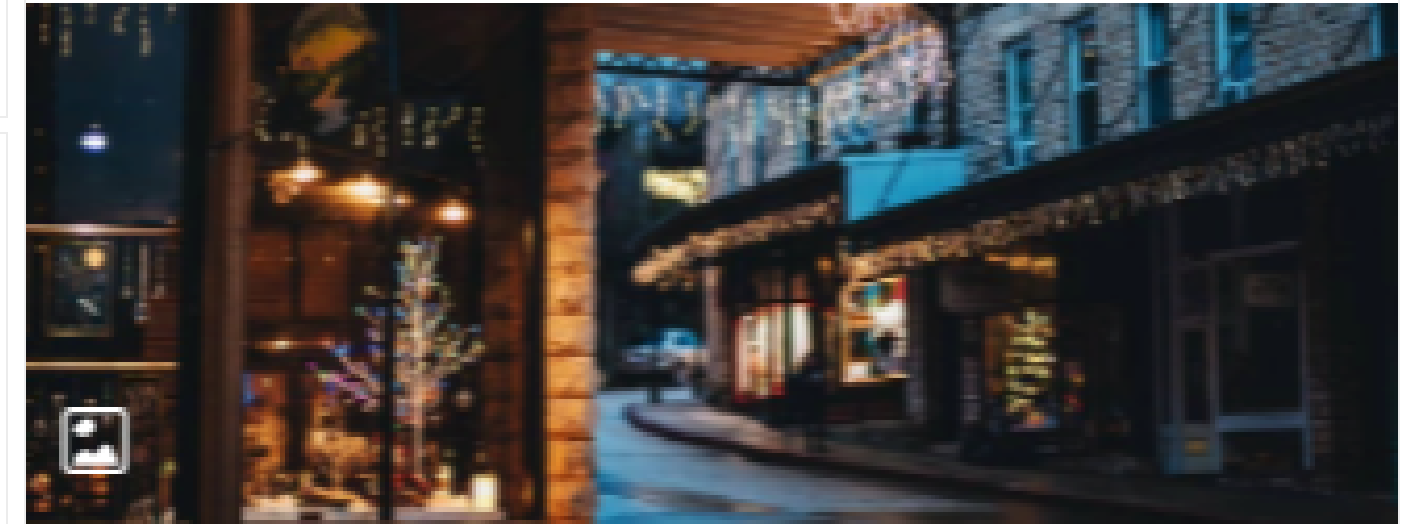
NOTE FROM JAN 4 5:30 PM

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

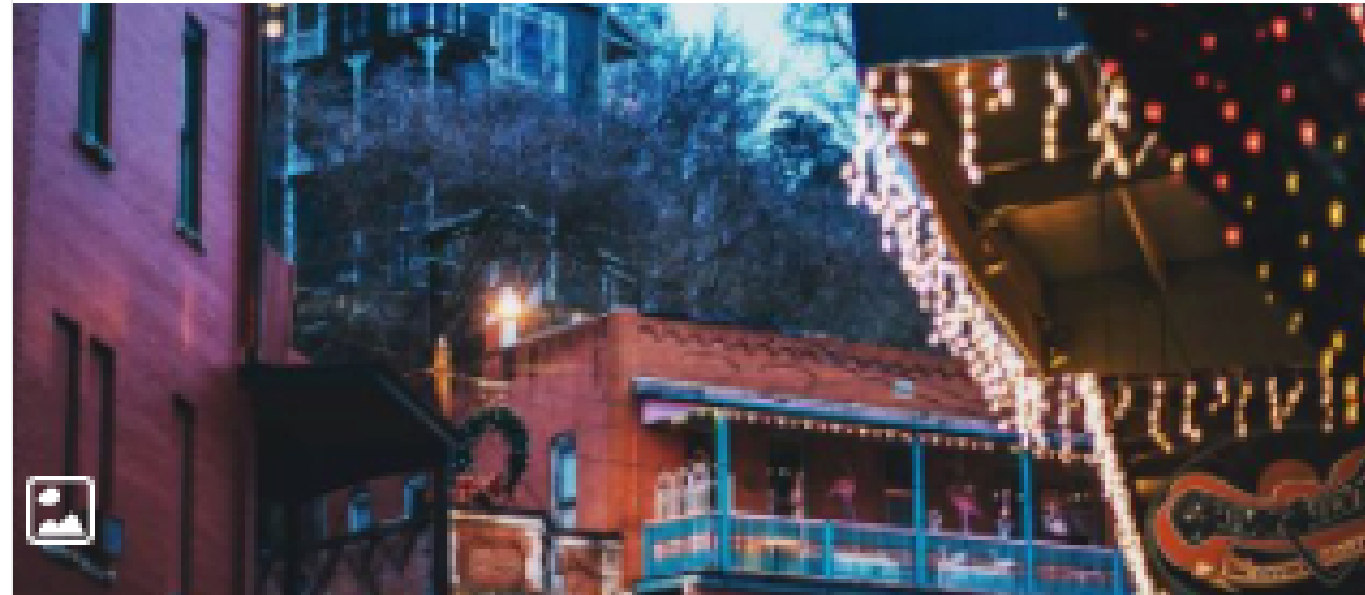
NOTE FROM JAN 4 5:26 PM

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

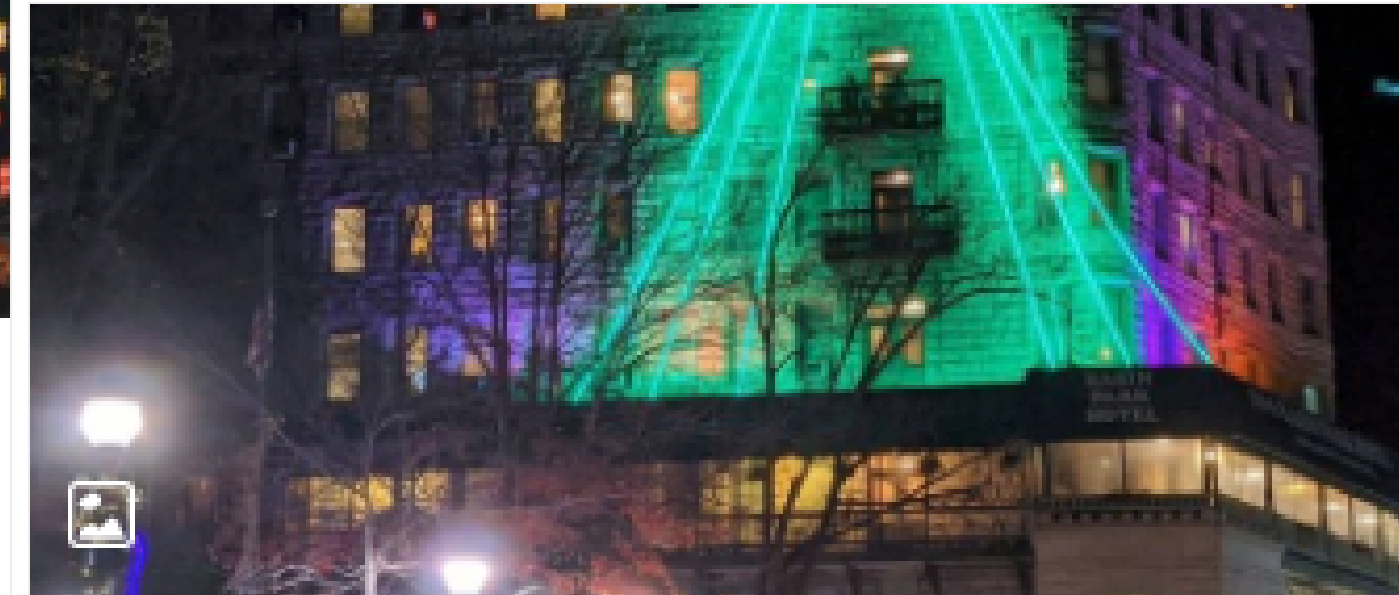
NOTE FROM JAN 4 5:27 PM

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 (Jan 1 - 31) ▾

**43,419** ▼ 9%

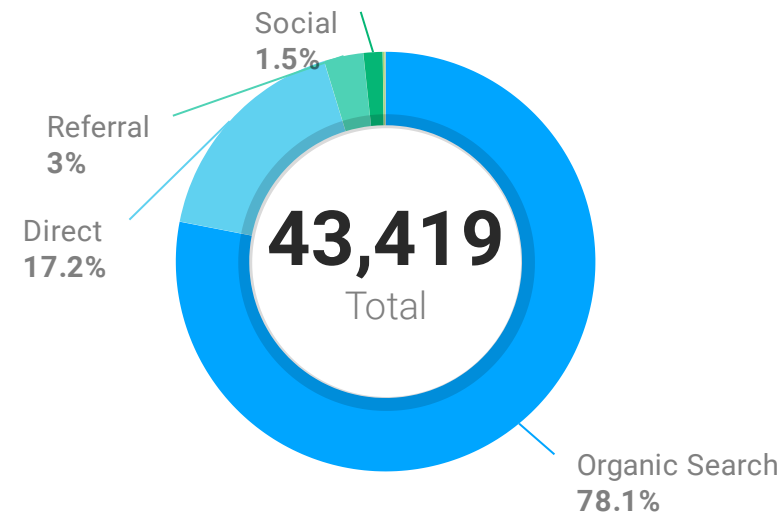
Comparison period: 47,562



Sessions  Compare period

### SESSIONS BY CHANNEL

Last Month (Jan 1 - 31) ▾



### AUDIENCE OVERVIEW

Last Month (Jan 1 - 31) ▾

Metrics	Last Month	Δ
Users	35,350	▼ 8%
Sessions	43,419	▼ 9%
% New Sessions	78.97%	▲ 2%
Pages / Sessions	3.22	▲ 17%
Avg Session Duration	2m 36s	▲ 25%
Bounce Rate	54.66%	▼ 10%
Pageviews	139.6k	▲ 7%

### USERS BY REGION

Last Month (Jan 1 - 31) ▾

Metrics	Last Month	Δ
Arkansas	6,003	▼ 18%
Texas	5,810	▼ 17%
Missouri	4,962	▲ 2%
Oklahoma	4,043	▼ 12%
Kansas	2,099	▼ 14%
Illinois	1,552	▼ 16%
Tennessee	970	▼ 13%
Louisiana	797	▲ 1%
Colorado	788	▼ 11%
California	710	▼ 3%
Florida	704	▲ 11%
Georgia	451	▼ 8%
Iowa	426	▲ 46%

### TOP PAGES BY PAGEVIEWS

Last Month (Jan 1 - 31) ▾

Metrics	Last Month	Δ
/	16,295	▼ 2%
/attractions/	11,262	▲ 19%
/10-things-to-do-in-eureka-springs-you-dont-want-to-miss/	6,972	▲ 36%
/lodging/cabins-cottages/	4,629	▲ 41%
/attractions/page/2/	3,526	▲ 35%
/things-to-do/	3,485	▼ 28%

### BOUNCE RATE

Last Month (Jan 1 - 31) ▾

**54.66%** ▼ 10%

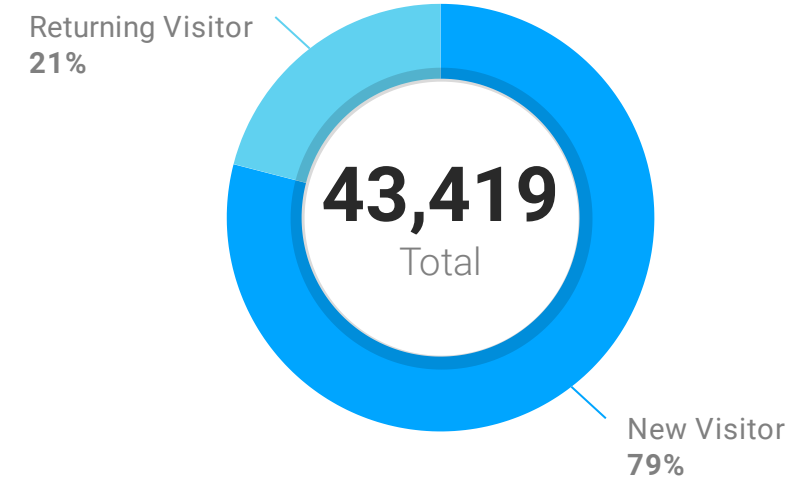
Comparison period: 60.47%



Bounce Rate (QB)  Compare period

### SESSIONS BY NEW VS RETURNING

Last Month (Jan 1 - 31) ▾

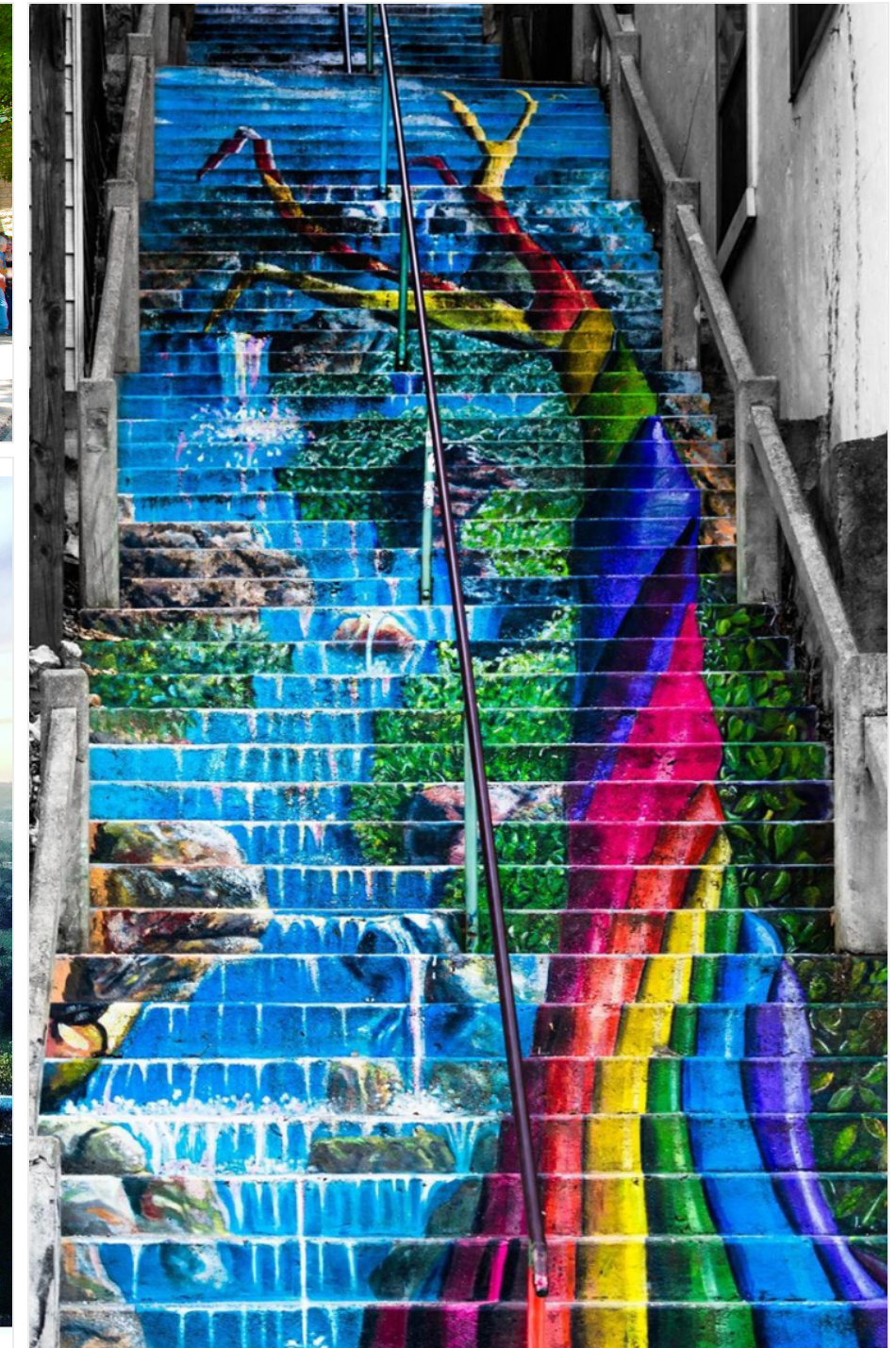
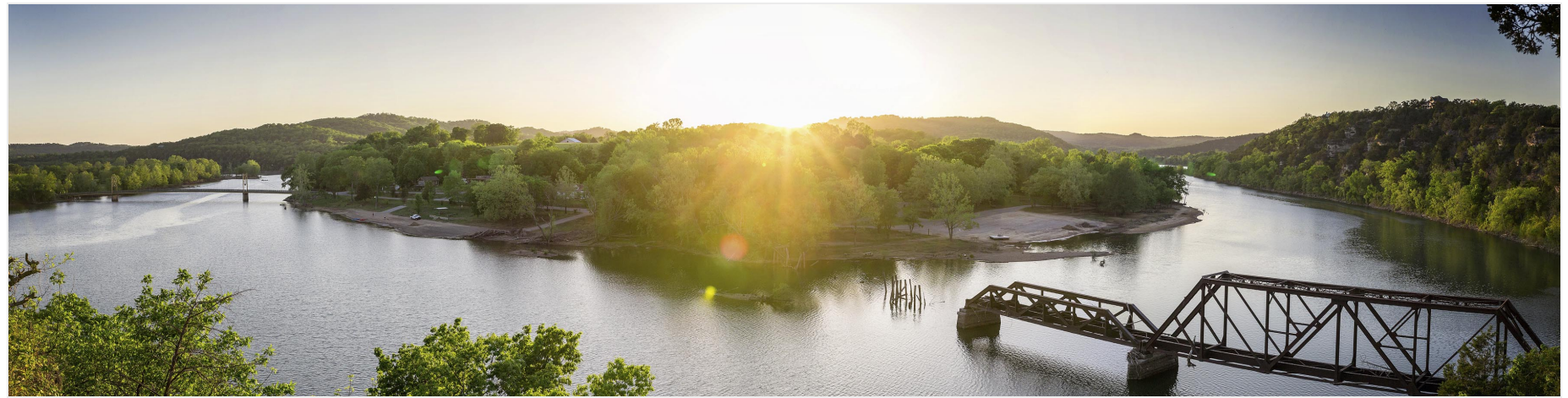


# National Public Relations Services

## January 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

January 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,

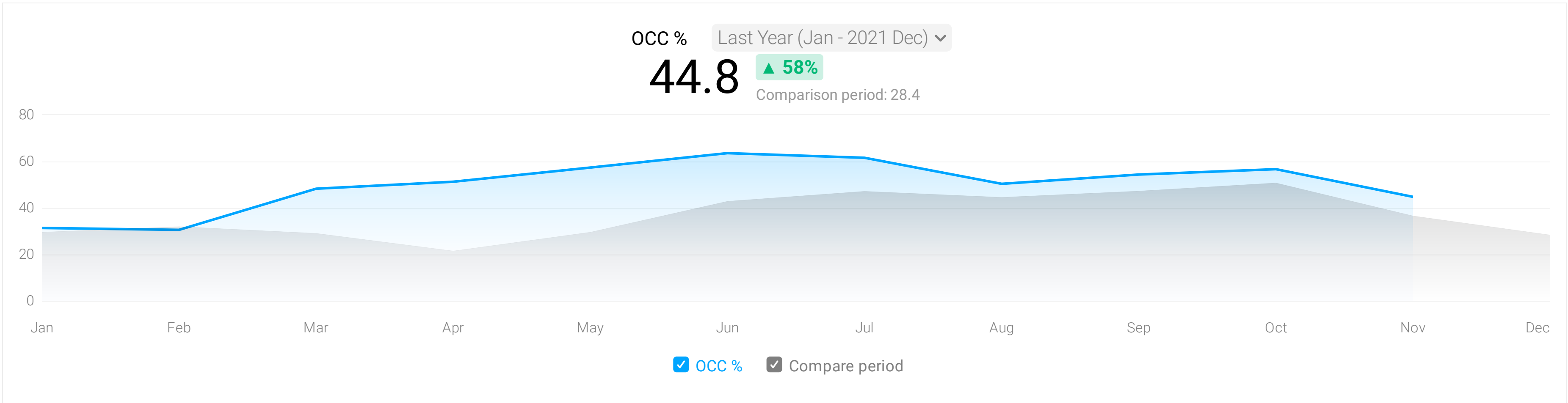


 TravelAwaits • Clayton McKibbin  
US | Dec 28, 2021 • 11:09 AM

### 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,







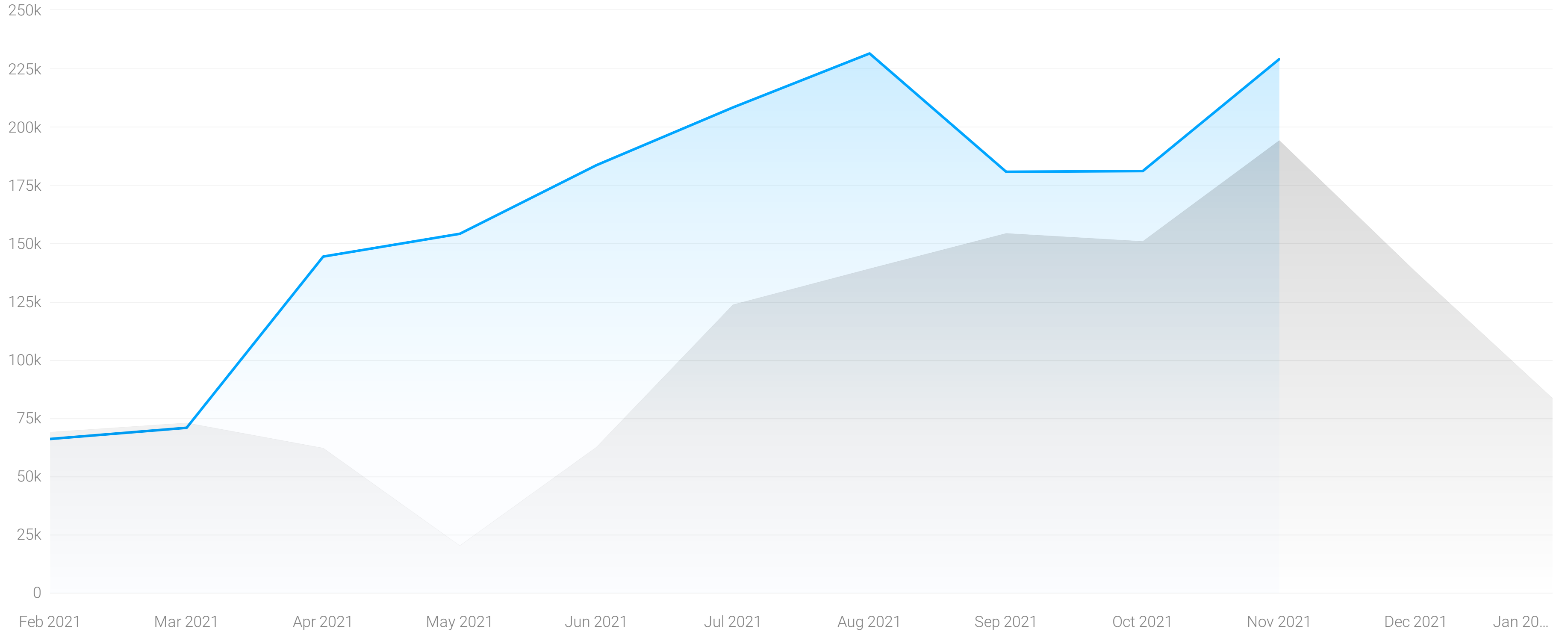
TOURISM TAX COLLECTED

Last 12 months (2021 Feb - 2022 Jan) ▾

229.1k

▲ 174%

Comparison period: 83.5k



Tourism Tax Collected  Compare period