

PARADISE



Monthly Report: November 2020

Client: Eureka Springs

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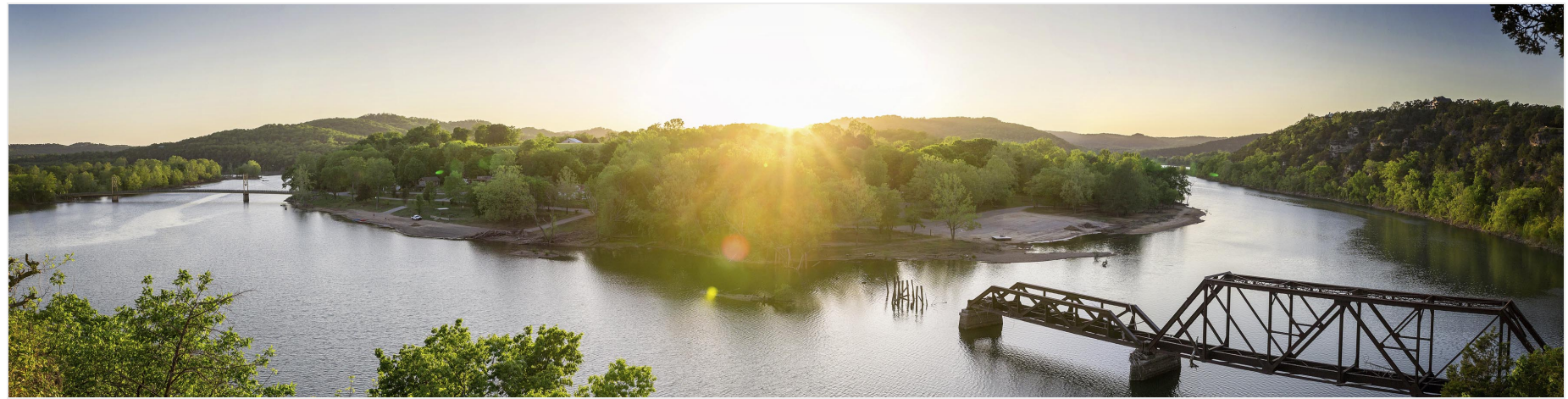
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*Note: Eureka Springs Data Depot reports were set up in mid-May. Therefore, some of the data sets included in this report only reflect since that time.

** Advertising & Marketing Services**

November Summary

- Paradise Team successfully took part in FY21 Planning immersion trip, with three new staff member experiencing the destination first hand.
- Planned and met with five CAPC Commission board members for one-on-one meetings to discuss FY21 Annual Planning.
- Held an interactive in-person Annual Planning Workshop with CAPC Staff and reviewed FY20 data/results.
- Presented in-person to the CAPC Commission an FY20 Advertising Update at the November Workshop.
- Organized and compiled FY21 Annual Planning Workshop Contact Report.
- 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

November Summary

For November, we had a 0.30% CTR which is higher than October. StackAdapt had the best CTR at 0.46% which is consistent with all other months. Pandora had the second-highest CTR at 0.44%. For video, Scripps had the best video completion rate at 97% with the average at 75% for the month.

VIDEO COMPLETION RATE

Last Month (Nov 1 - 30) ▾

75.68%

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

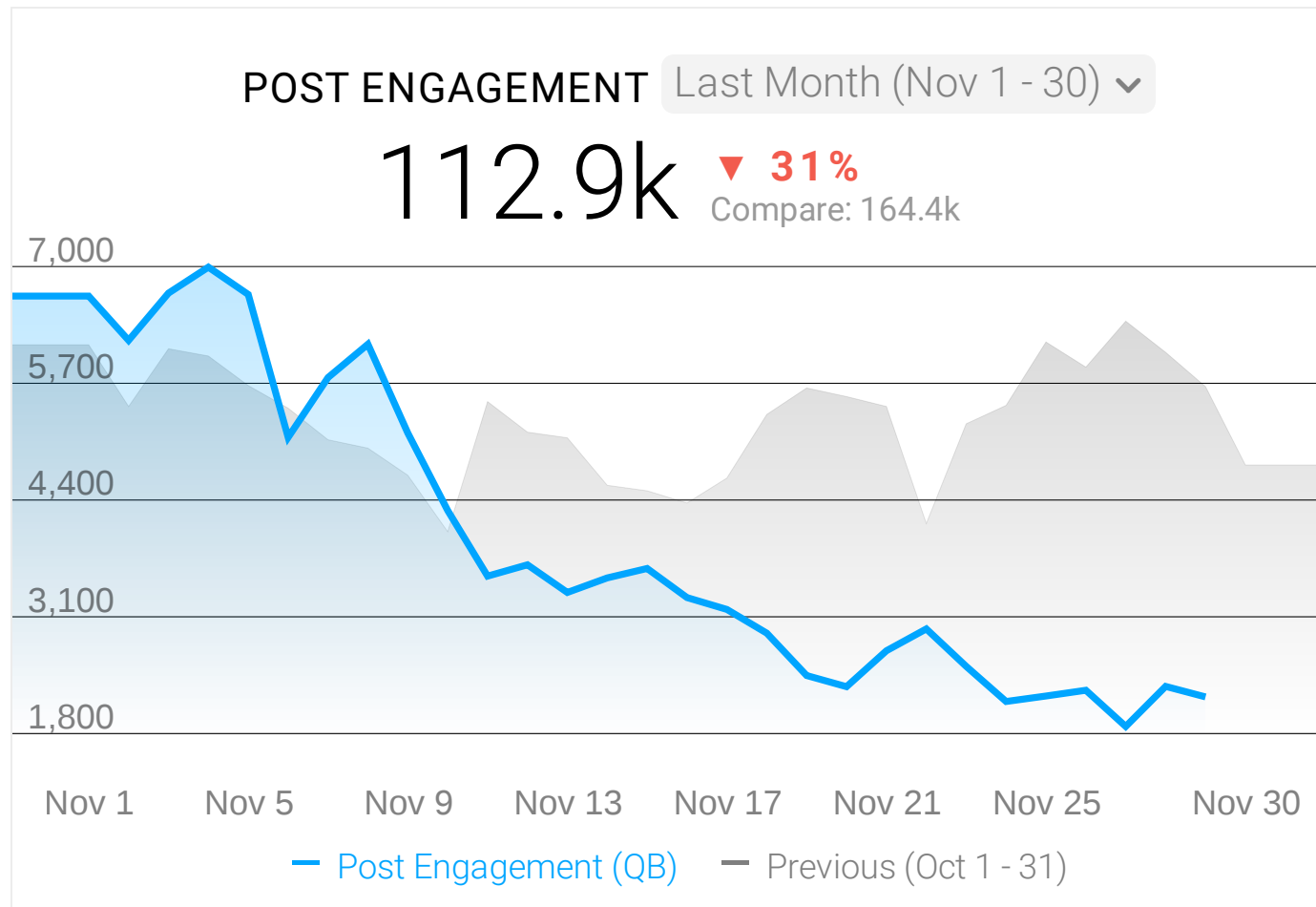
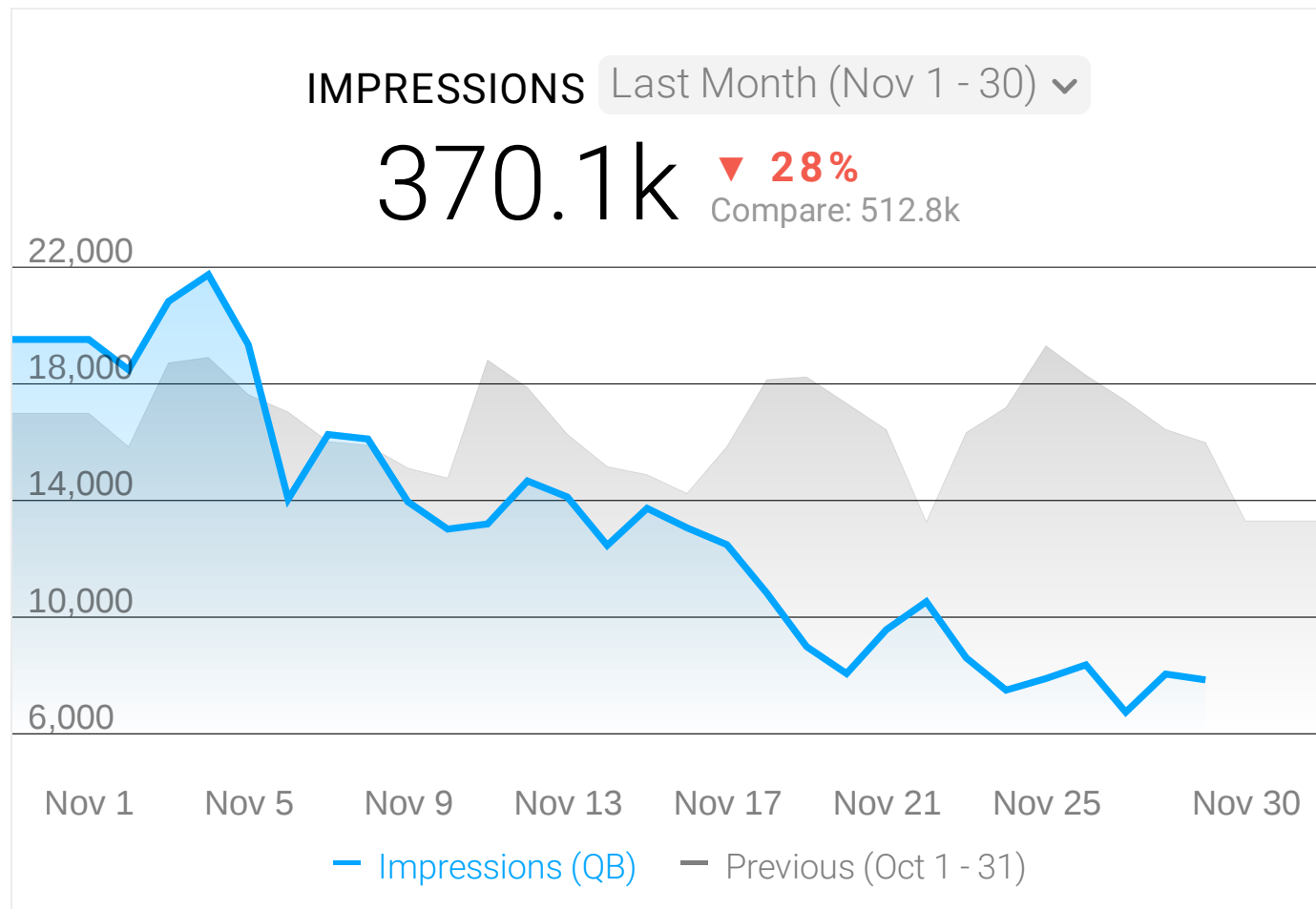
18.6k

TOTAL IMPRESSIONS Last Month (Nov 1 - 30) ▾

3.93M

TOTAL CLICKS Last Month (Nov 1 - 30) ▾

11,623



CAMPAIGNS OVERVIEW Last Month (Nov 1 - 30) ▾

#	NAME	SPEND	IMPRESSIONS
1	ESP 0107 Summer Evergreen Relaunch Traffic (23845541041440596)	-	238.3k
2	ESP 0107 Summer Evergreen Relaunch Video Views (23845327886970596)	-	131.8k

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

Metrics	Last Month	Δ
	3.04	▼ 10%

In the month of November, we finished running the Evergreen campaign.

In November, we generated over 370,100 Impressions. We also registered over 164,000 engagements and 17,266 clicks. The CTR was also strong, registering at 3.04%, well above the 0.9% benchmark for the travel industry.

We did see slight drops across the board in our analytics. This can be caused by the ads needing a creative switch as our ad's shelf life expires after using the same creative over several months. When back in market with fresh, new creative, we expect to see our month-to-month analytics increase to over 500,000+ Impressions, 125,000+ Post Engagements, and still maintain a strong CTR above 3%

CLICK OVERVIEW Last Month (Nov 1 - 30) ▾

11,250 —
Clicks CPC
▼ **35%** (17,266)

ACCOUNT ACTIVITY

Last Month (Nov 1 - 30) ▾

Metrics	Last Month	Δ
Profile Visits	2,473	▼ 19%
Reach	194.1k	▲ 21%
Impressions	247.7k	▲ 17%
Website Clicks	104	▲ 55%
Get Directions Clicks	0	
Phone Call Clicks	0	
Text Message Clicks	0	

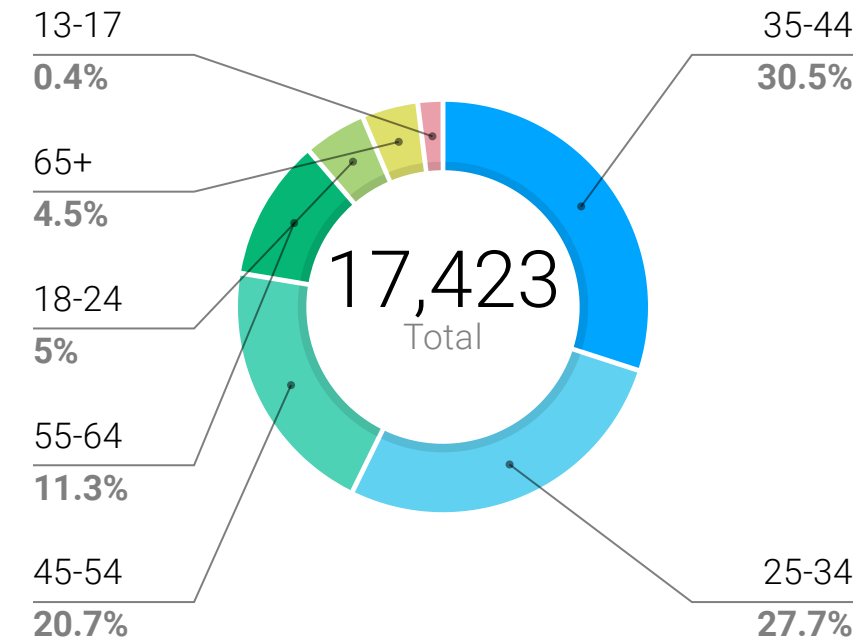
FOLLOWERS BY CITY

Last Month (Nov 1 - 30) ▾

Metrics	Last Month	Δ
Fayetteville, Arkansas	928	▼ 22%
Little Rock, Arkansas	664	▼ 15%
Rogers, Arkansas	636	▲ 15%
Tulsa, Oklahoma	610	▼ 17%
Eureka Springs, Arkansas	609	▼ 15%
Oklahoma City, Oklahoma	479	▼ 17%
Bentonville, Arkansas	455	▼ 21%

FOLLOWERS BY AGE GROUP

Last Month (Nov 1 - 30) ▾



TOP POSTS BY LIKES

Month to Date (Dec 1 - 15) ▾

Metrics	Month to date	Δ
Shades of fall ... (11/06 /2020 02:18:51)	2,527	▲ 1%
Snow day! ❄️❄️ (12/13 /2020 19:20:22)	2,292	
Eureka Springs is open for business! Have you had a great experience with on...	2,153	0%
If you are planning a road trip to Eureka Springs, Thorncrown Chapel is...	1,771	▼ 1%
Bringing a little of Eureka Springs' beauty to you this evening! ... (09/12/2020...	1,625	0%
A little sunshine goes a long way ... (08/22/2020 19:59:42)	1,541	0%
You know the saying, "don't go chasing waterfalls"? Well, some days--yo...	1,492	0%
Come share the spirit of the season in Eureka	1,491	

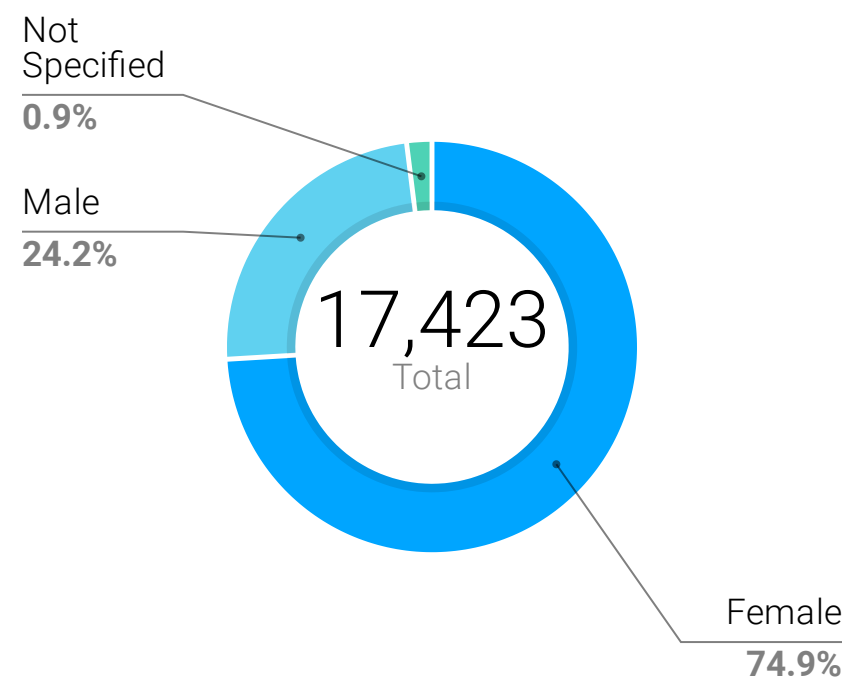
FOLLOWER OVERVIEW

Last Month (Nov 1 - 30) ▾

691 **20,577**
 New Followers Total Followers
 ▲ 129% (302) ▲ 2% (20,143)

FOLLOWERS BY GENDER

Last Month (Nov 1 - 30) ▾



NEW POSTS BY LIKES

Last Month (Nov 1 - 30) ▾

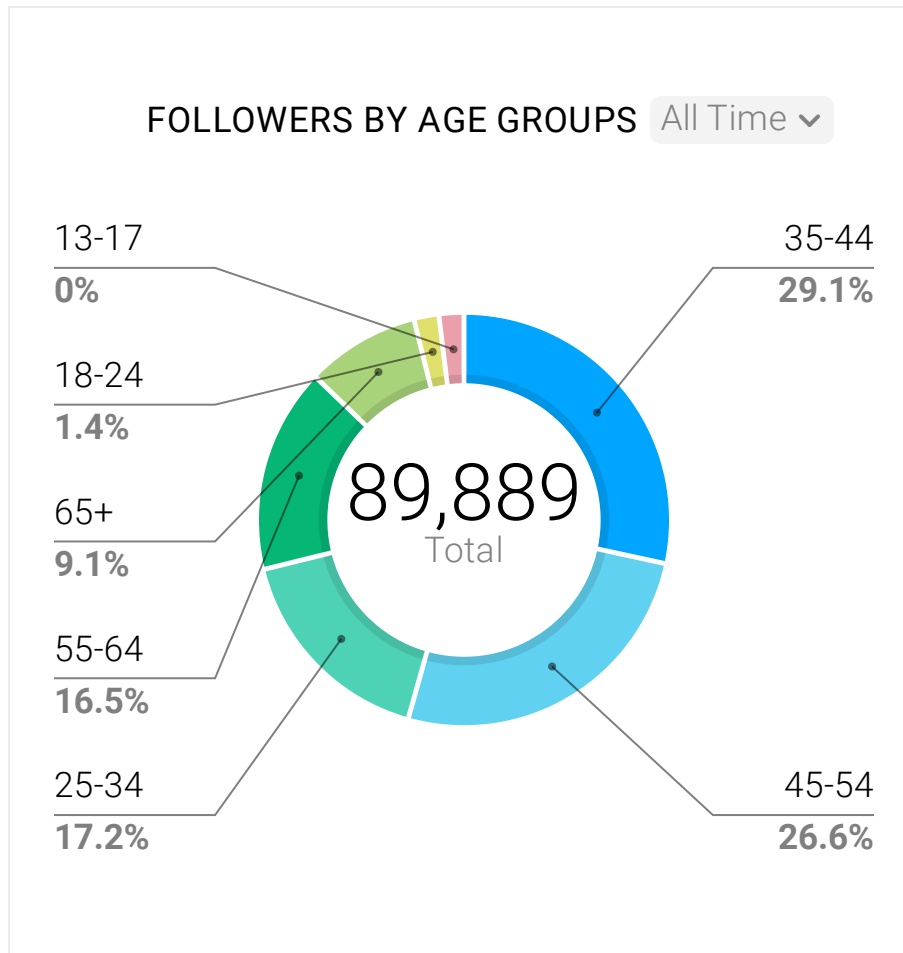
Metrics	Last Month	Δ
Shades of fall ... (11/06/2020 02:18:51)	2,521	
Time to hit Eureka Springs' outdoor spaces and trails for a fall hike. Visit our website (link in bio) for parks and trails information...	1,404	
Good morning! View from above Basin Spring Park from @ajourneys.design. photo ... (11/28/2020 13:39:08)	1,391	
Who else would want to enjoy this view? 🌲 ... (11/02/2020 01:47:08)	1,263	
Some views never get old ... (11/18/2020 01:09:14)	929	



PAGE SUMMARY

Last Month (Nov 1 - 30) ▾

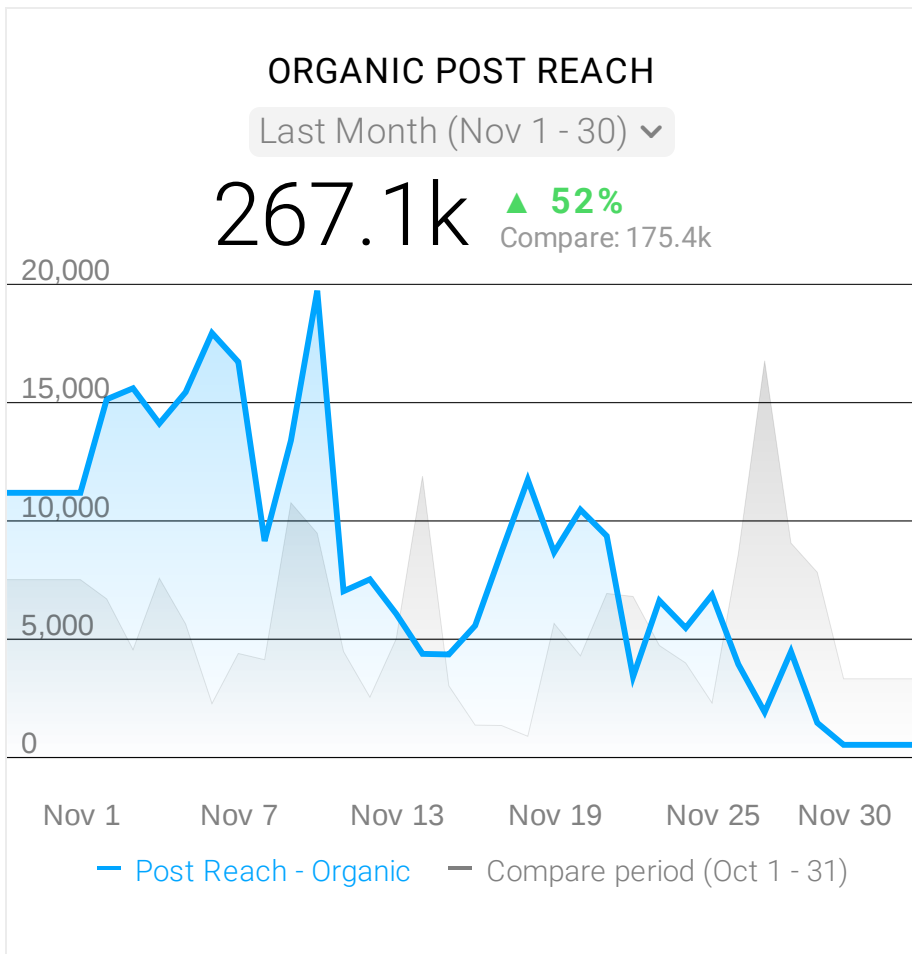
Metric	Last Month	Δ
New Page Likes	890	▼ 11%
Total Page Likes	89,697	▲ 1%
Comments	817	▲ 11%
Shares	981	▲ 17%
Video views	102.8k	▼ 31%



FOLLOWERS BY CITY

All Time ▾

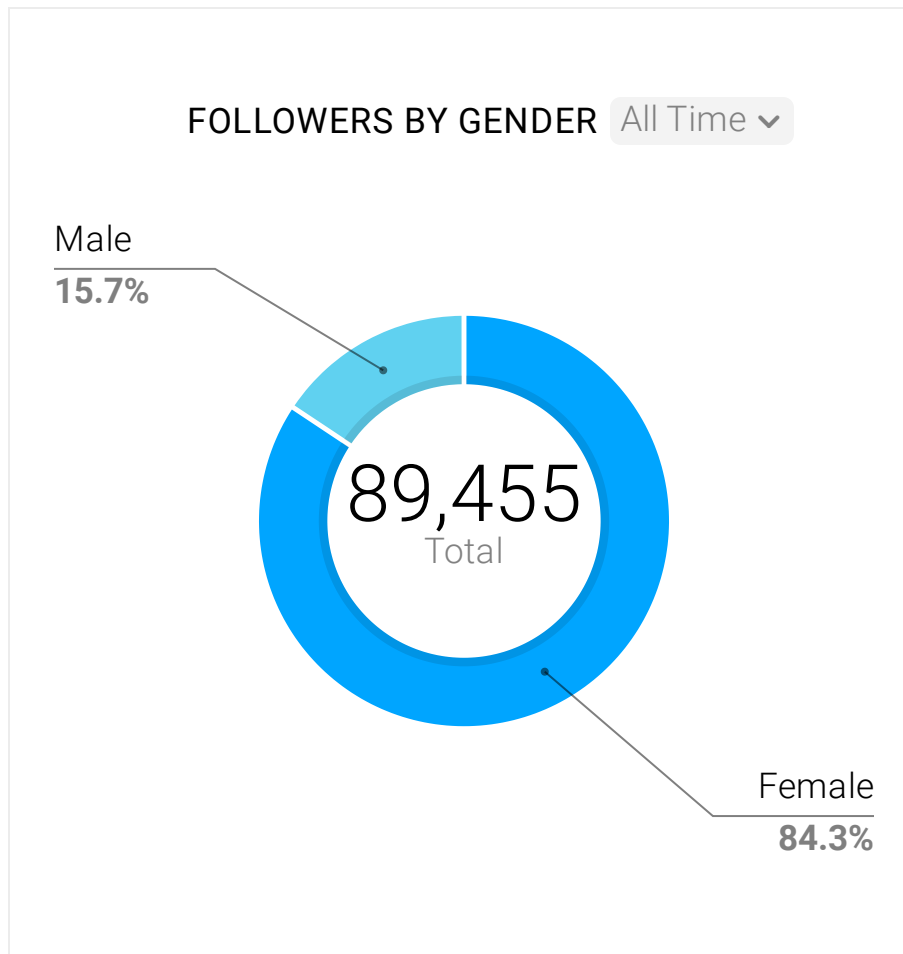
Metric	All Time
Tulsa, OK	4,248
Springfield, MO	2,386
Oklahoma City, OK	2,269
Fayetteville, AR	1,703
Little Rock, AR	1,702
Eureka Springs, AR	1,591
Broken Arrow, OK	1,503
Rogers, AR	1,492
Fort Smith, AR	1,441
Springdale, AR	1,418
Kansas City, MO	1,076
Wichita, KS	994
Bentonville, AR	925
Conway, AR	821

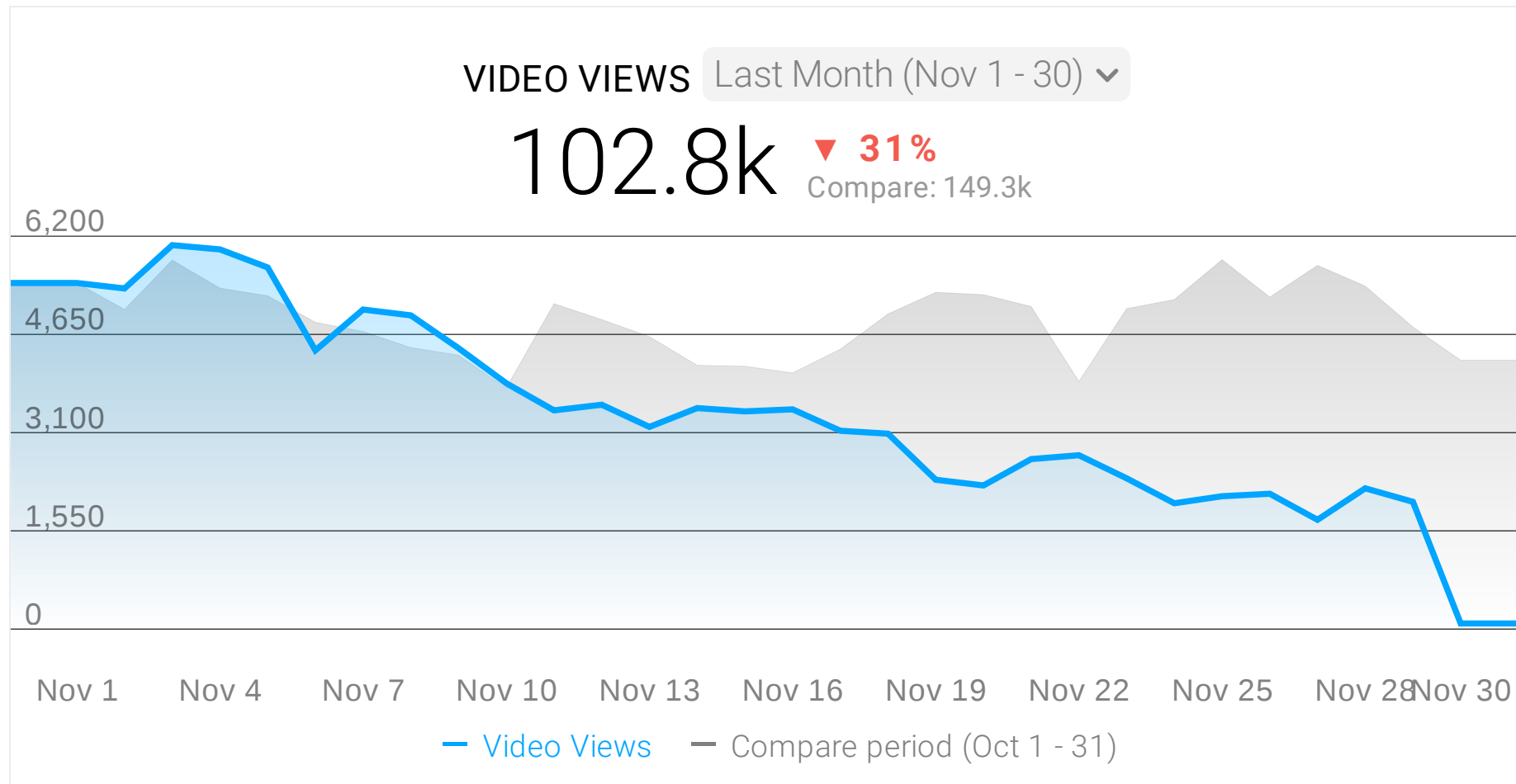
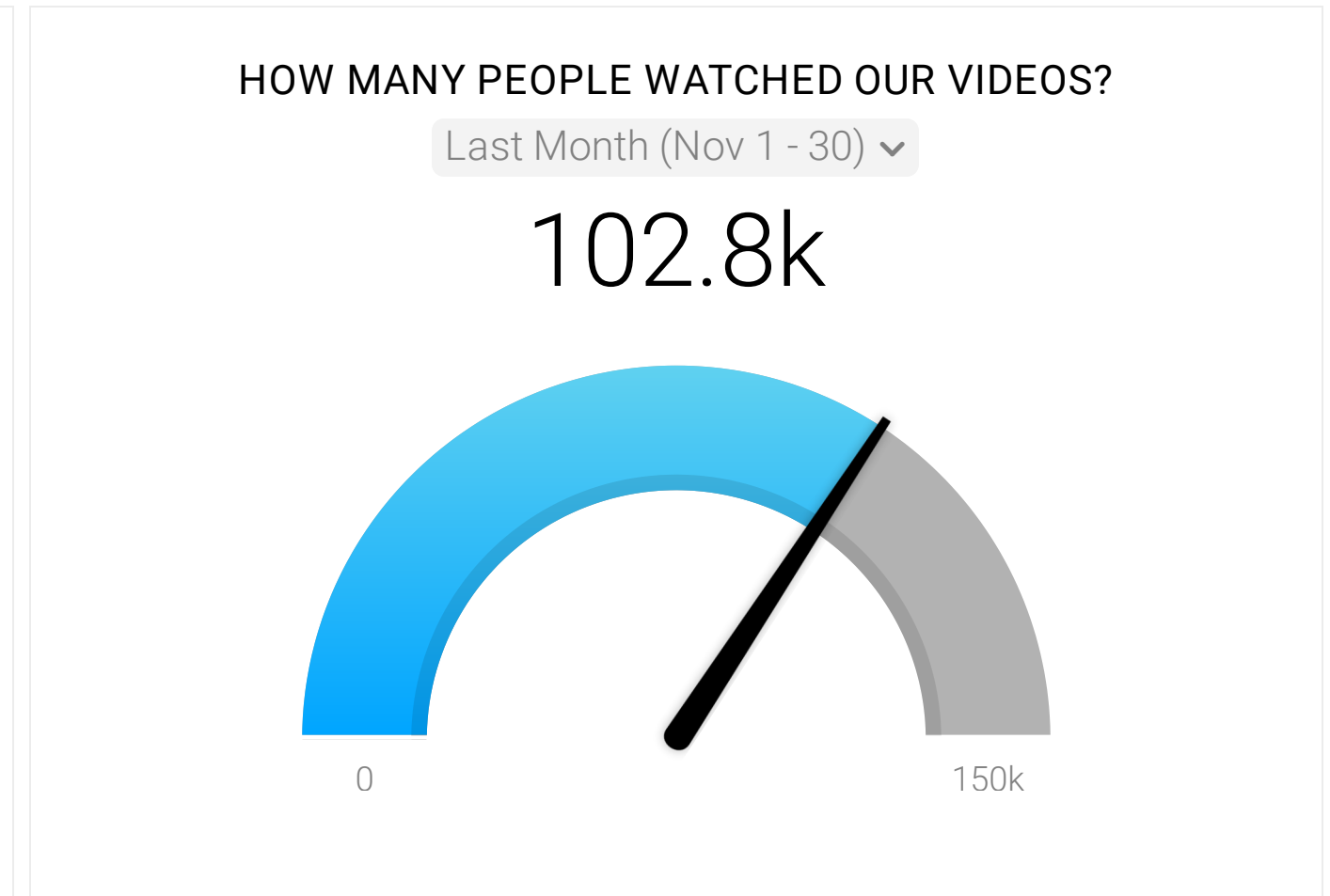
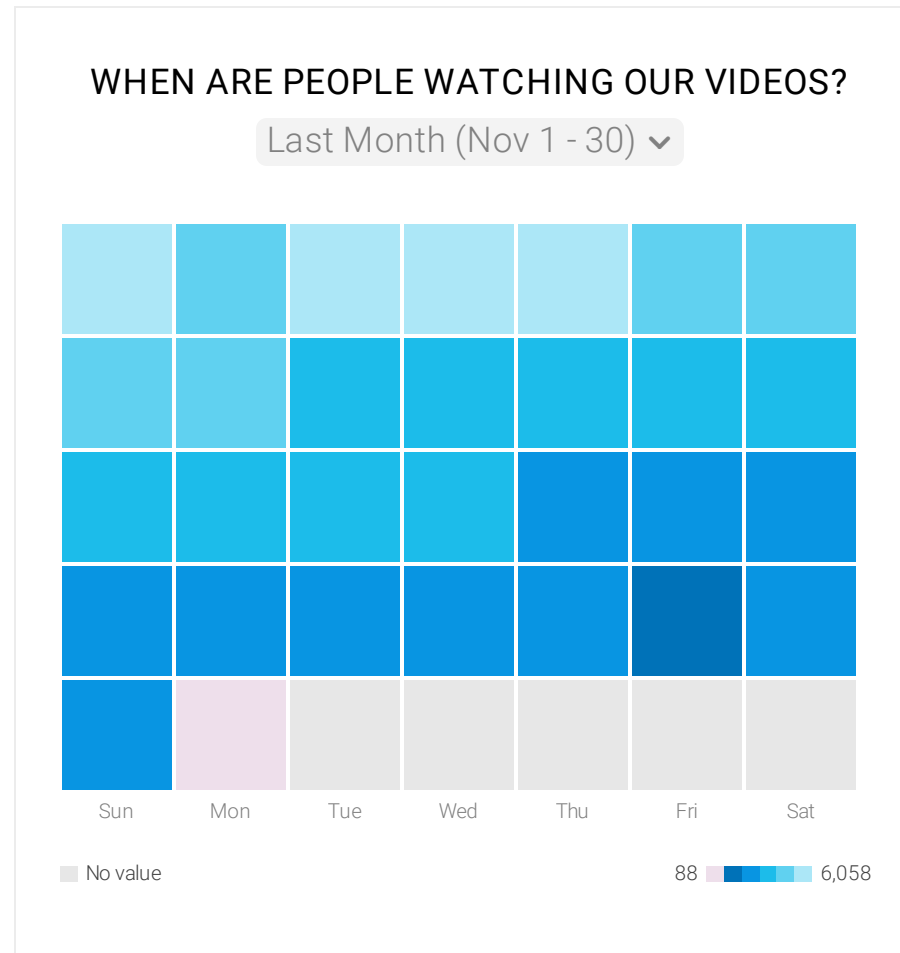


POST ENGAGED USERS BY POST

Last Month (Nov 1 - 30) ▾

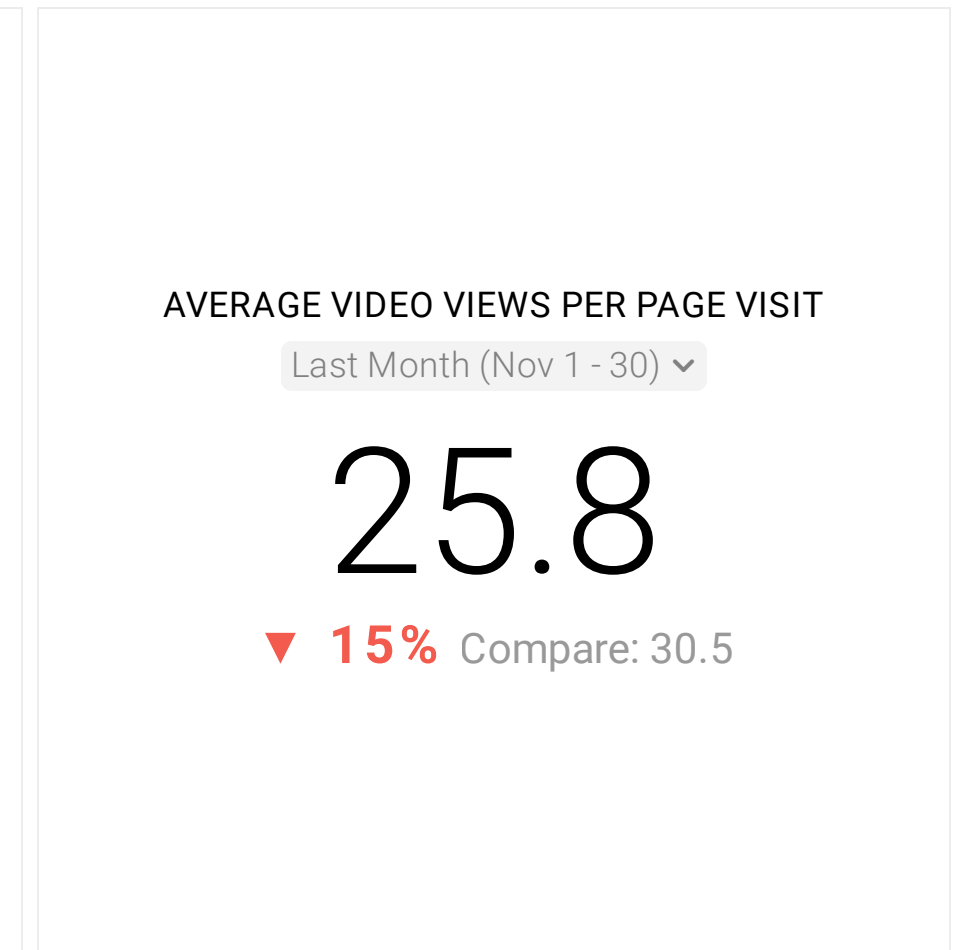
Post	Last Month Δ
Shades of fall . 🍂: @mama.of.art . #ArkansasFall #EurekaSprings (2020-11-06)	5,682
Who else would want to enjoy this view? 🌄 . 📍 (2020-11-02)	3,122
📍Time to hit Eureka Springs' outdoor spaces and trails for (2020-11-04)	2,559
Some views never get old . 📍:@that_boi_Landrew . #EurekaSprings (2020-11-18)	1,531
You always have to take a moment to notice the details around (2020-11-20)	1,452

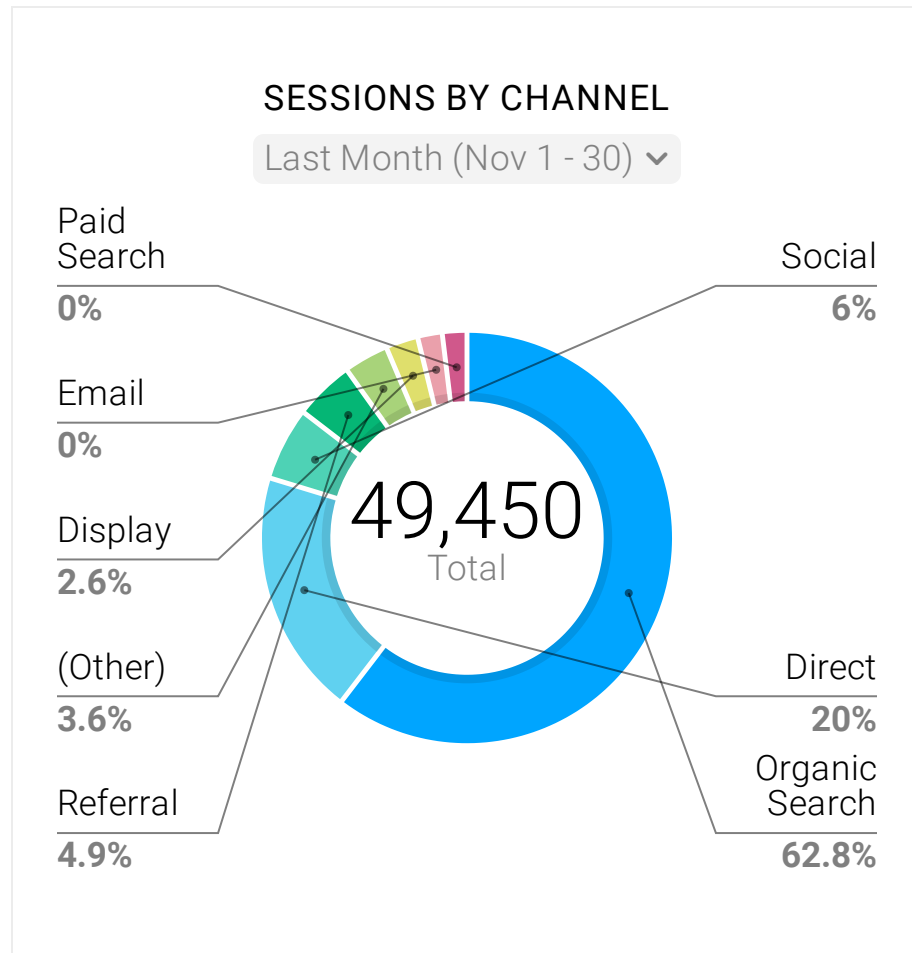
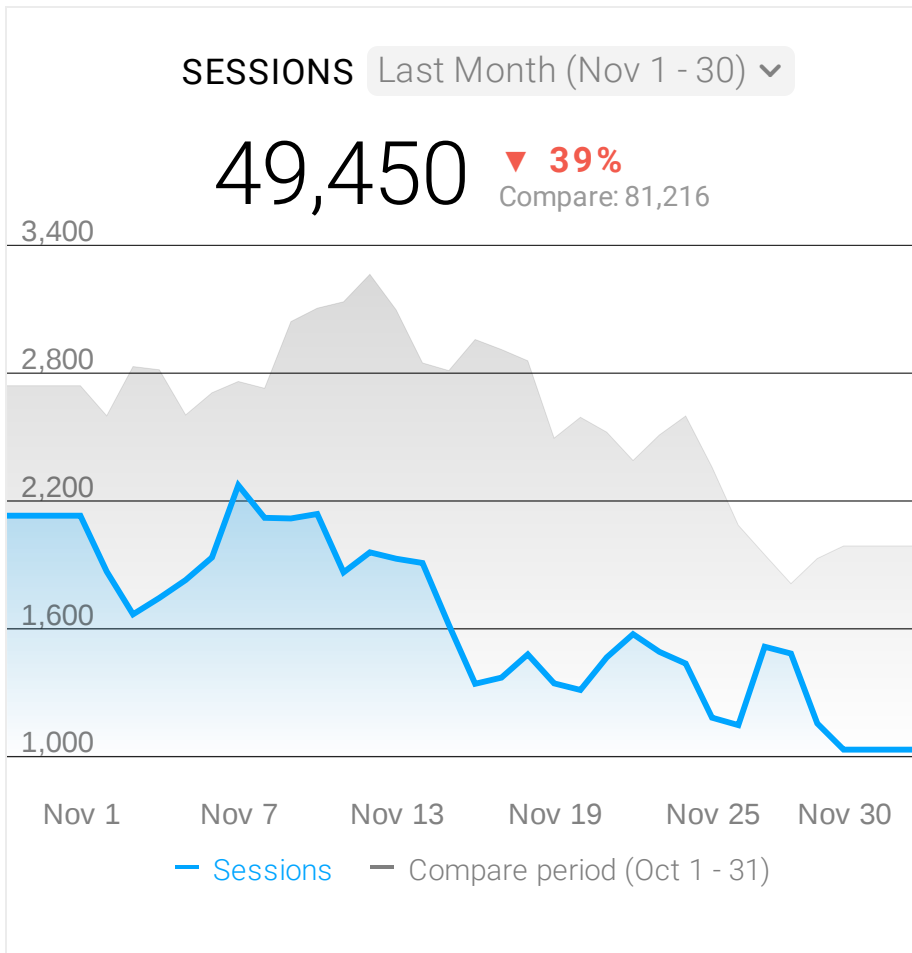




POST VIDEO VIEWS BY PUBLISH DATE Last Month (Nov 1 - 30) ▾

Metrics	Last MonthΔ
Who else would want to enjoy this view? 📷 . 📍 (2020-11-02)	0
📍 Time to hit Eureka Springs' outdoor spaces and trails for (2020-11-04)	0
Shades of fall . 📍: @mama.of.art . #ArkansasFall #EurekaSprings (2020-11-06)	0
. 📍: @greciamoreno_photos . #EurekaSprings #Arkansas #VisitArkansas (2020-11-10)	0
📍: @sealebrarian . #EurekaSprings #Arkansas #VisitArkansas (2020-11-12)	0





AUDIENCE OVERVIEW Last Month (Nov 1 - 30) ▾

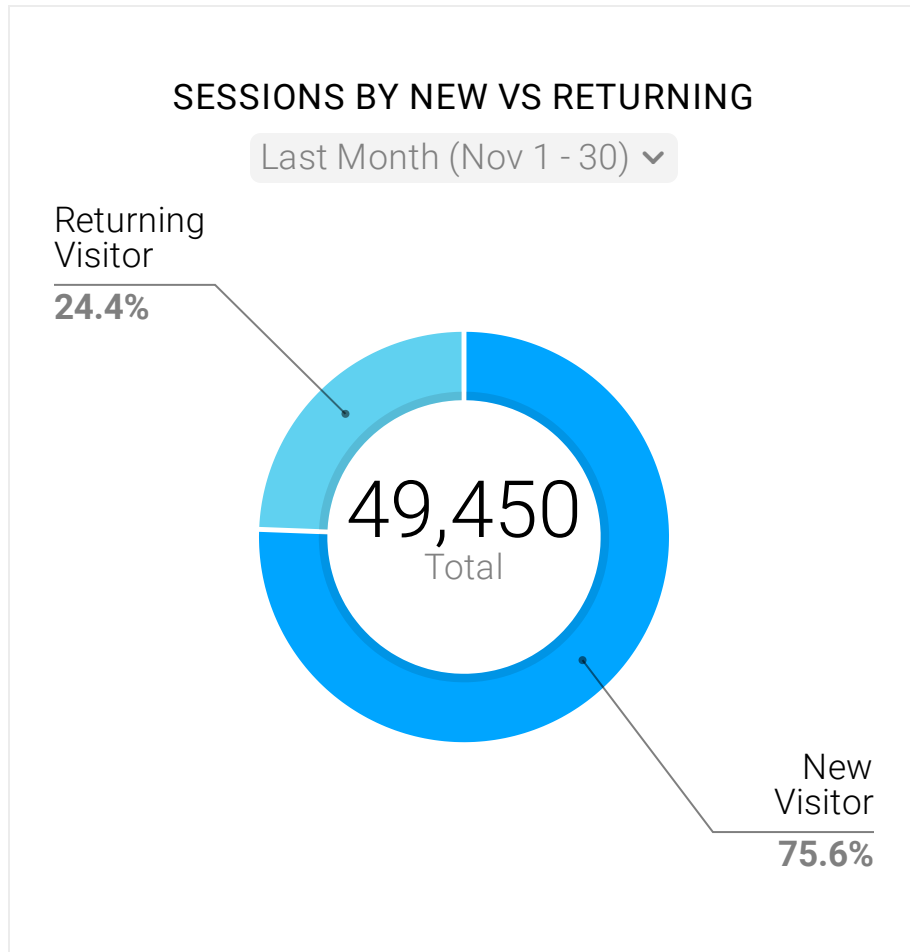
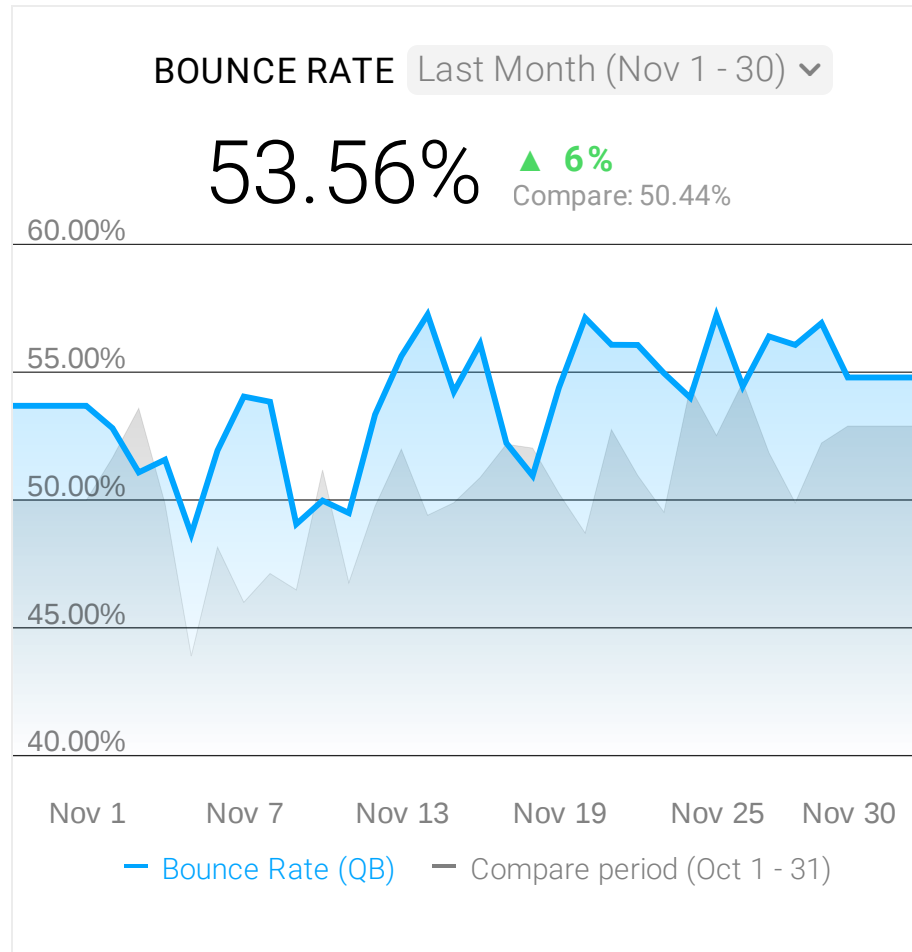
Metrics	Last Month	Δ
Users	38,909	▼ 38%
Sessions	49,450	▼ 39%
% New Sessions	75.74%	▲ 2%
Pages / Sessions	3.31	▼ 11%
Avg Session Duration	2m 28s	▼ 15%
Bounce Rate	53.56%	▲ 6%
Pageviews	163.7k	▼ 46%

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

Metrics	Last Month	Δ
Texas	8,529	▼ 41%
Arkansas	6,674	▼ 36%
Missouri	5,776	▼ 47%
Oklahoma	4,880	▼ 41%
Illinois	1,924	▼ 46%
Kansas	1,549	▼ 46%
Tennessee	1,227	▼ 43%
Louisiana	912	▼ 35%
California	694	▼ 31%
Massachusetts	674	▲ 448%
New York	628	▲ 41%
Florida	544	▼ 43%
Colorado	519	▼ 28%

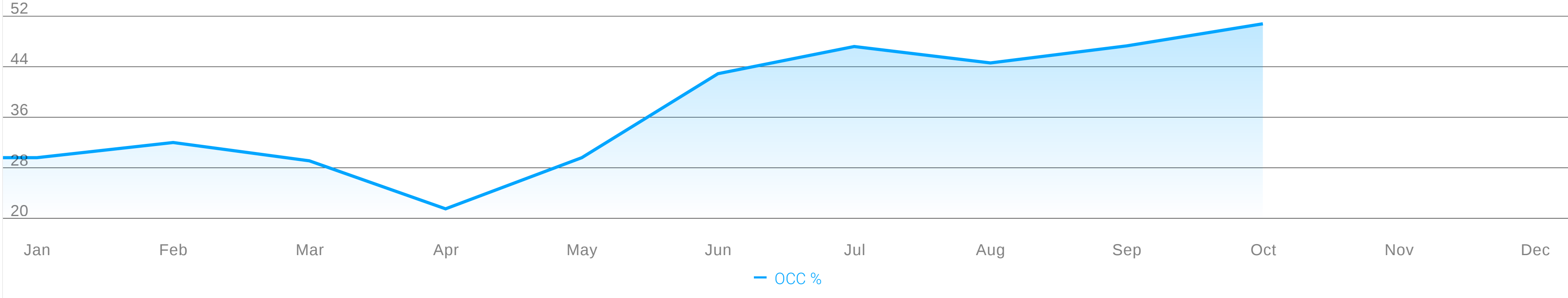
TOP PAGES BY PAGEVIEWS Last Month (Nov 1 - 30) ▾

Metrics	Last Month	Δ
/	18,782	▼ 36%
/attractions/	9,344	▼ 53%
/things-to-do/	8,769	▼ 65%
/covid-19-updates-for-eureka-springs/	8,200	▲ 7%
/lodging/cabins-cottages/	4,374	▼ 46%
/10-things-to-do-in-eureka-springs-you-dont-want-to-miss/	4,260	▲ 7%



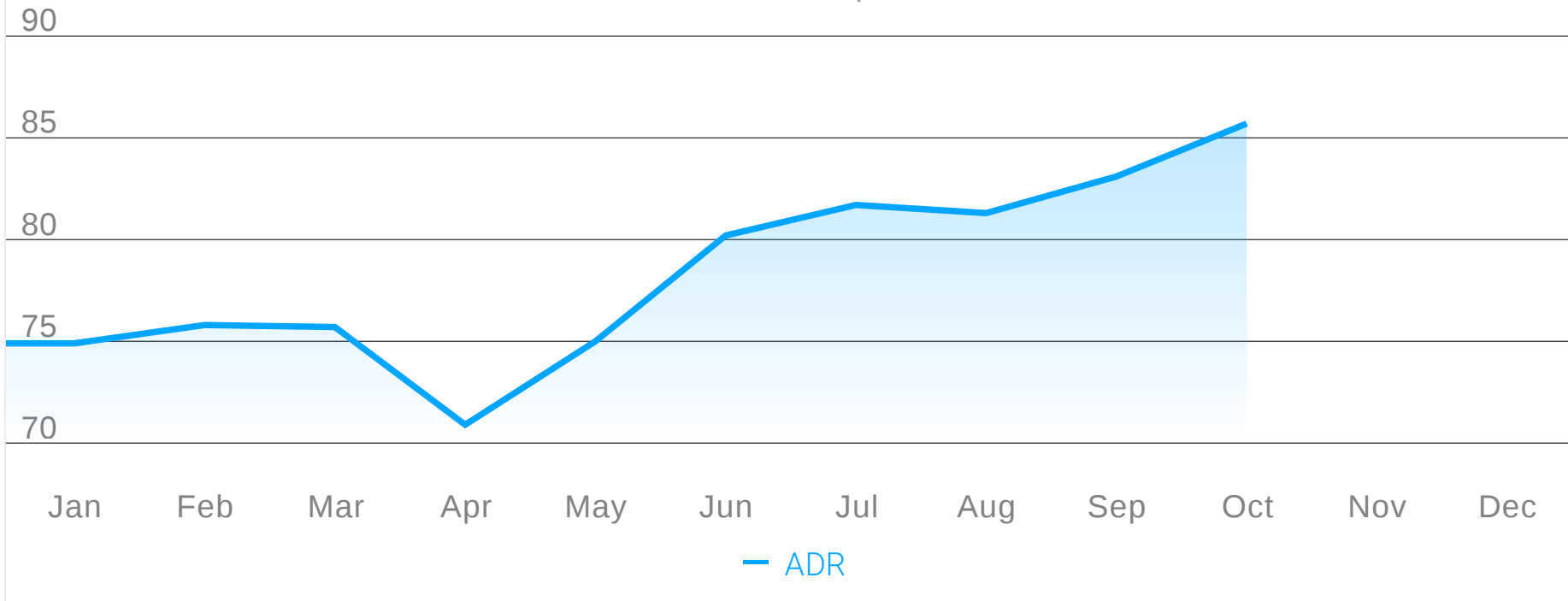
OCC % This Year (Jan - Dec) ▾

37.5% ▼ 5.1%
Compare: 42.6%



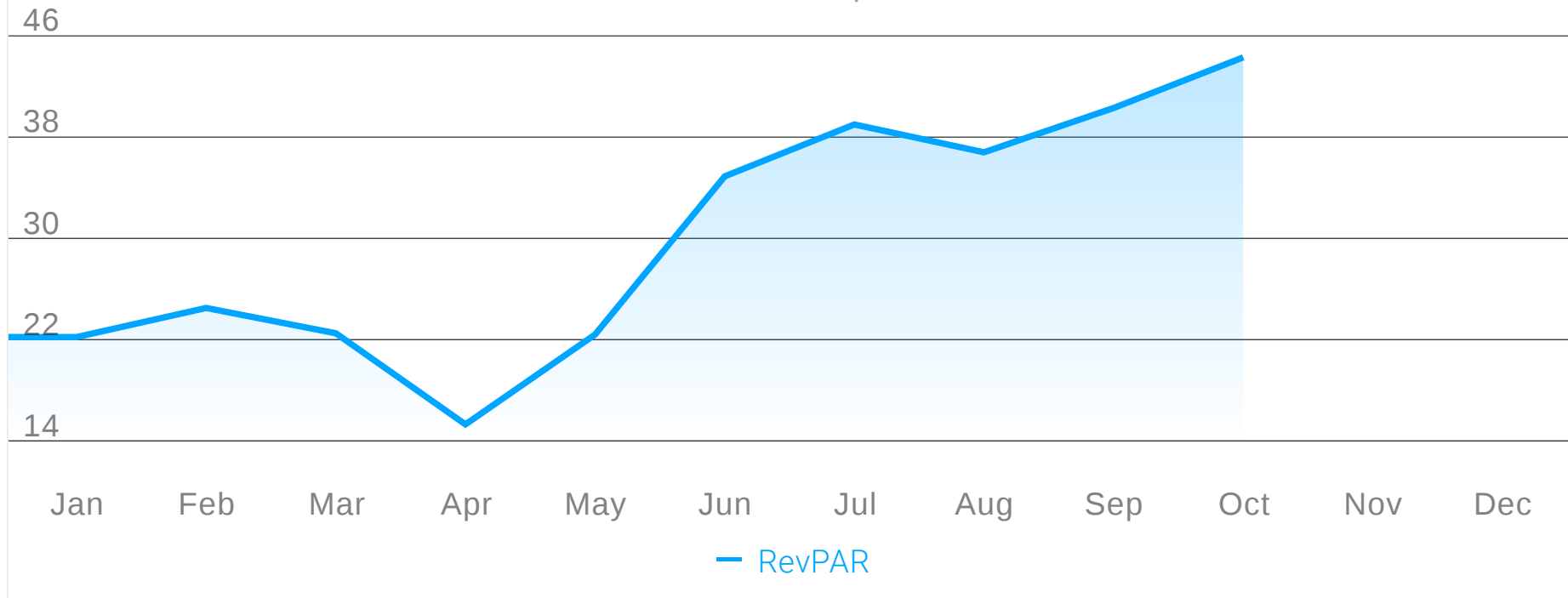
ADR This Year (Jan - Dec) ▾

784 ▲ 53%
Compare: 513



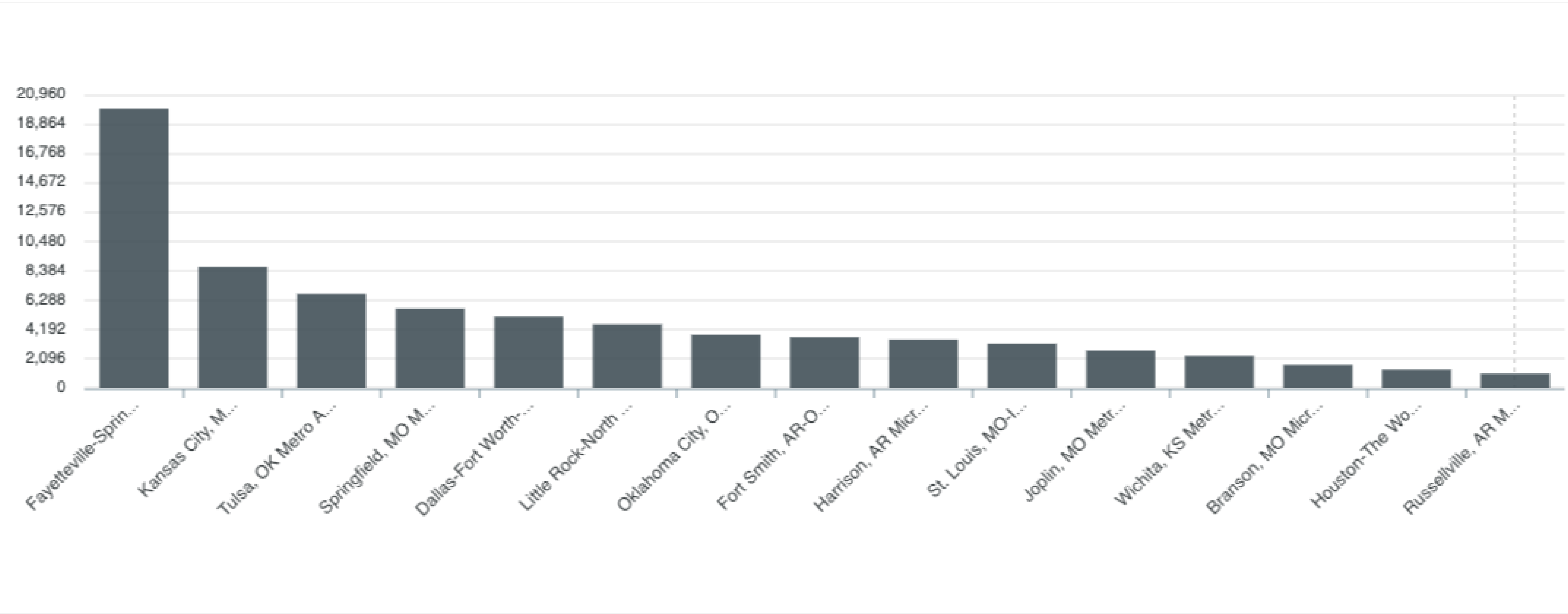
REVPAR This Year (Jan - Dec) ▾

302 ▲ 35%
Compare: 224



Visit Counts By MSA (Top 15)

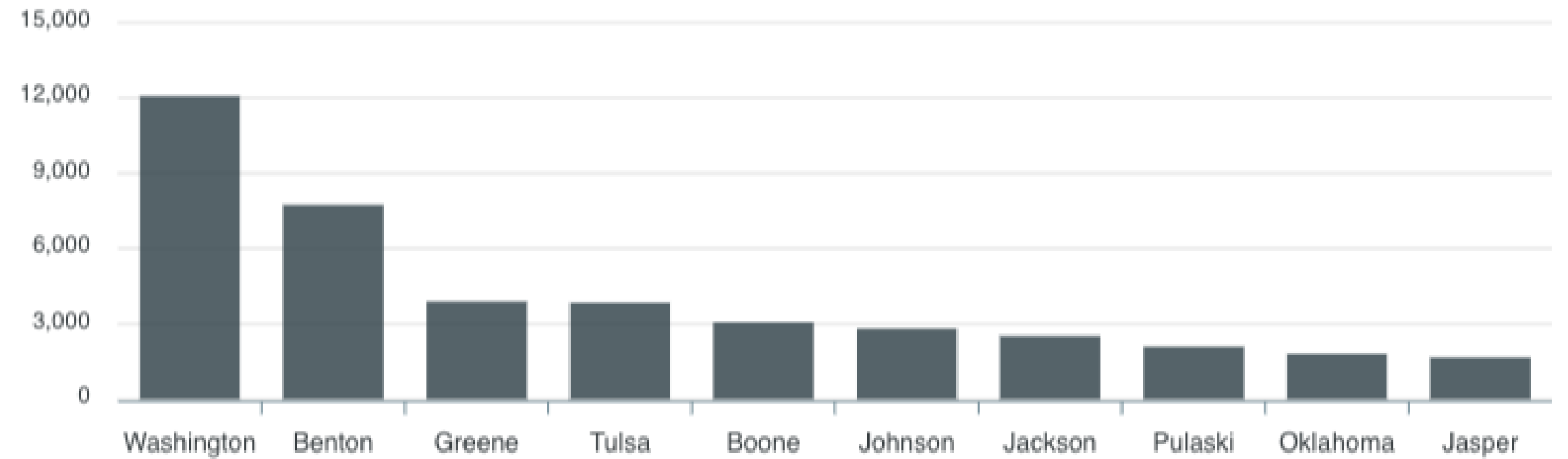
October 2020



Visitor Origins

October 2020

The top five feeder counties are Washington (12,080), Benton (7,750), Greene (3,890), Tulsa (3,840), Boone (3,070). Which together make up 24% of all visitors.



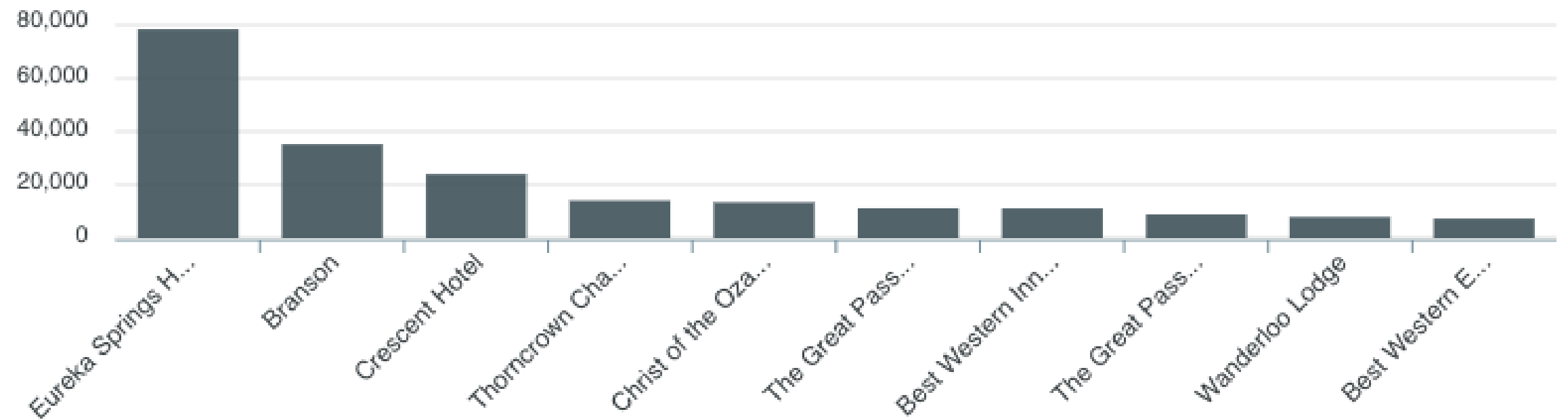
Top Points of Interest

October 2020

Points of Interest

Top Points of Interest

The top points of interest are Eureka Springs Historical Downtown (78,360), Branson (35,120), Crescent Hotel (23,880), Thorncrowne Chapel (13,990), Christ of the Ozarks (13,290). Which together make up 57% of all visitors to Eureka Springs that also visited the points of interest included in this study.



Length of Stay

October 2020

Length of Stay

Visitors from these states tend to stay longer: Minnesota (3.75 days), Colorado (3.50 days), Indiana (3.00 days), Texas (3.00 days), Michigan (3.00 days).

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

