

# PARADISE



**Monthly Report:** October 2020

**Client:** Eureka Springs

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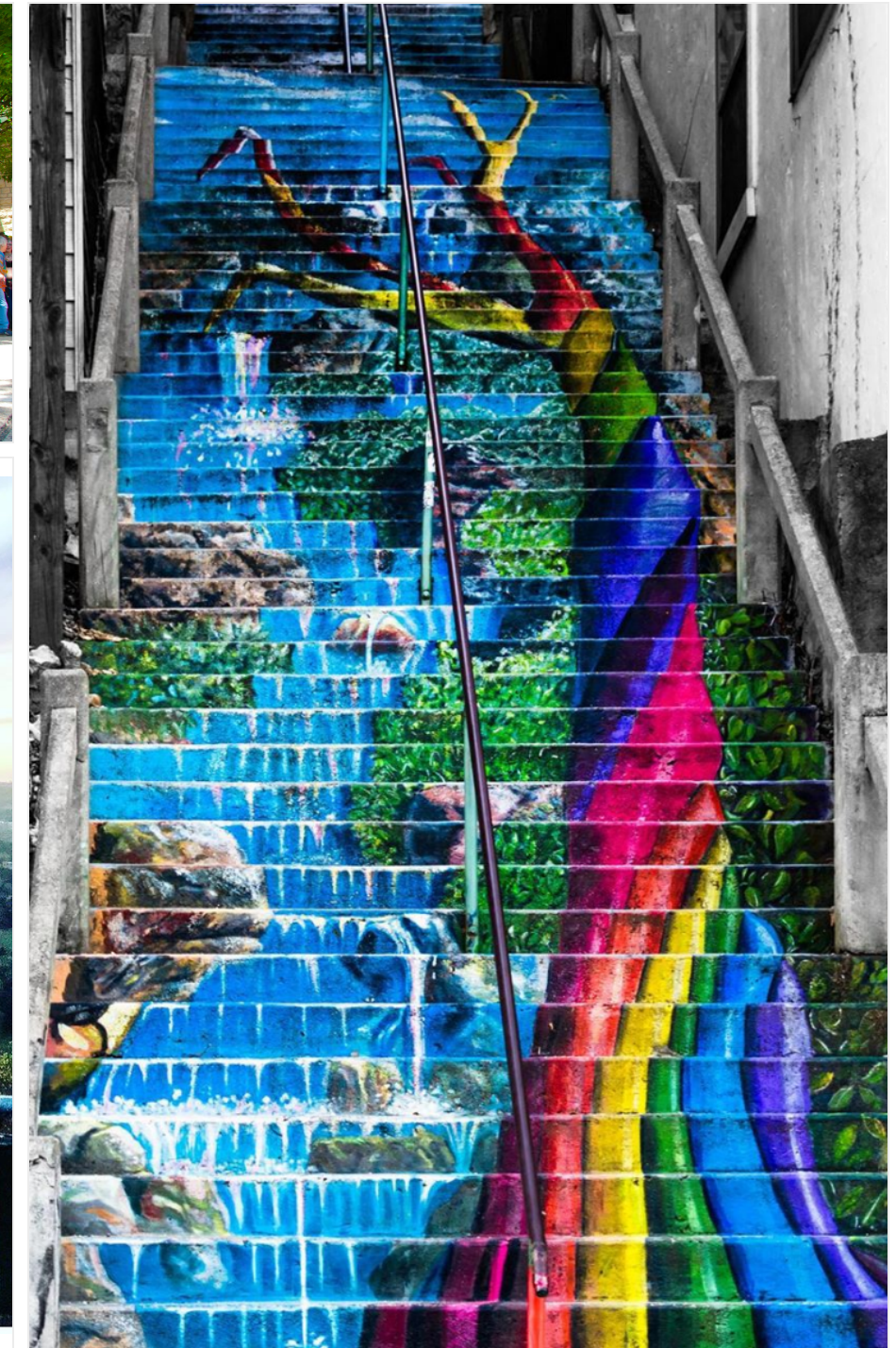
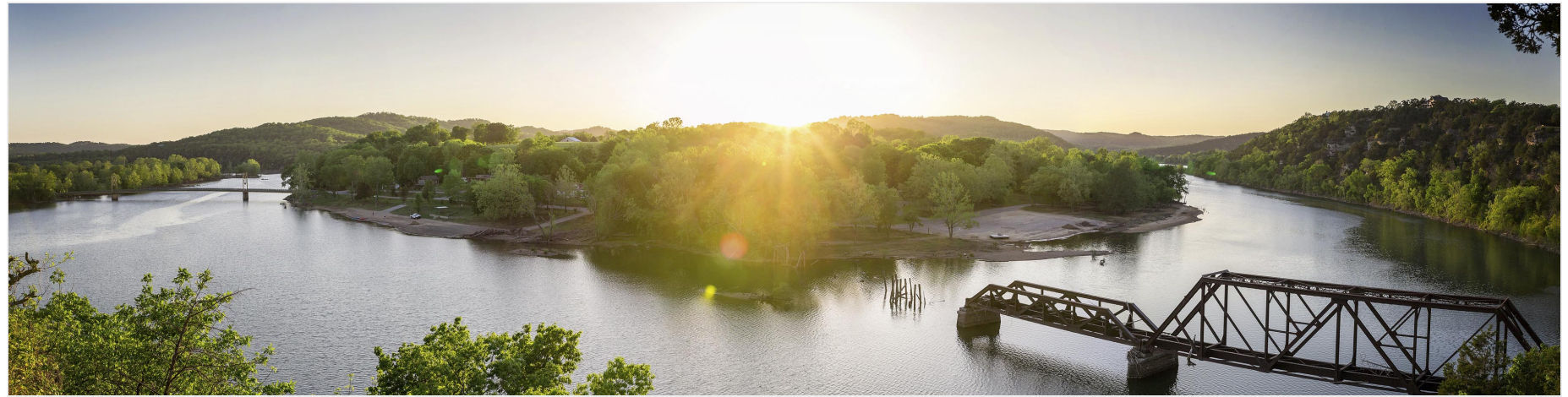
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\*Note: Eureka Springs Data Depot reports were set up in mid-May. Therefore, some of the data sets included in this report only reflect since that time.

## \*\* Advertising & Marketing Services\*\*

### October Summary

- The supplemental funds to extend the Relaunch Campaign into November and December to impact Fall and Winter travel was approved the week of October 12.
- Creative assets were developed for the Supplemental Funds campaign and have been deployed to media vendors to start running in November.
- Provided a report on the performance of the various creative units running as part of the Relaunch Campaign.
- Continued to monitor and optimize the Relaunch Campaign, as necessary. Campaign launched in June and concludes in December. \* 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

October Summary

For October, we maintained a strong CTR performance at 0.28% with StackAdapt having the best CTR at 0.46%. Pandora had the second-best CTR at 0.42%. For the overall campaign, we are maintaining a 0.35% CTR. There was no video running for this month but will be featured in our supplemental campaign in November.

VIDEO COMPLETION RATE

Last Month (Oct 1 - 31) ▾

0%

TOTAL MEDIA SPEND Last Month (Oct 1 - 31) ▾

\$ 25.9k

TOTAL IMPRESSIONS Last Month (Oct 1 - 31) ▾

1.6M

TOTAL CLICKS Last Month (Oct 1 - 31) ▾

4,497



### CAMPAIGNS OVERVIEW Last Month (Oct 1 - 31) ▾

#	NAME	SPEND	IMPRESSIONS
1	ESP 0107 Summer Evergreen Relaunch Traffic (23845541041440596)	-	336.6k
2	ESP 0107 Summer Evergreen Relaunch Video Views (23845327886970596)	-	176.2k

In the month of October, we continued running the Evergreen campaign.

In October, we generated over 512,000 Impressions, a 29% increase over the month of September. We also registered a 34% increase in post engagements, registering over 164,000 engagements and 17,266 clicks, an 84% increase over the month of September.

We also registered a very strong 3.37% CTR while retargeting engaged users who have engaged with our ads through the awareness phase, a 70% increase over the previous month's 2.37% CTR.



### CTR BY CAMPAIGN Last Month ▾

Metrics	Last Month	Δ
	3.37	▲ 42%

### CLICK OVERVIEW Last Month (Oct 1 - 31) ▾

**17,266** **\$ 0.12**  
Clicks CPC  
▲ 84% (9,388)

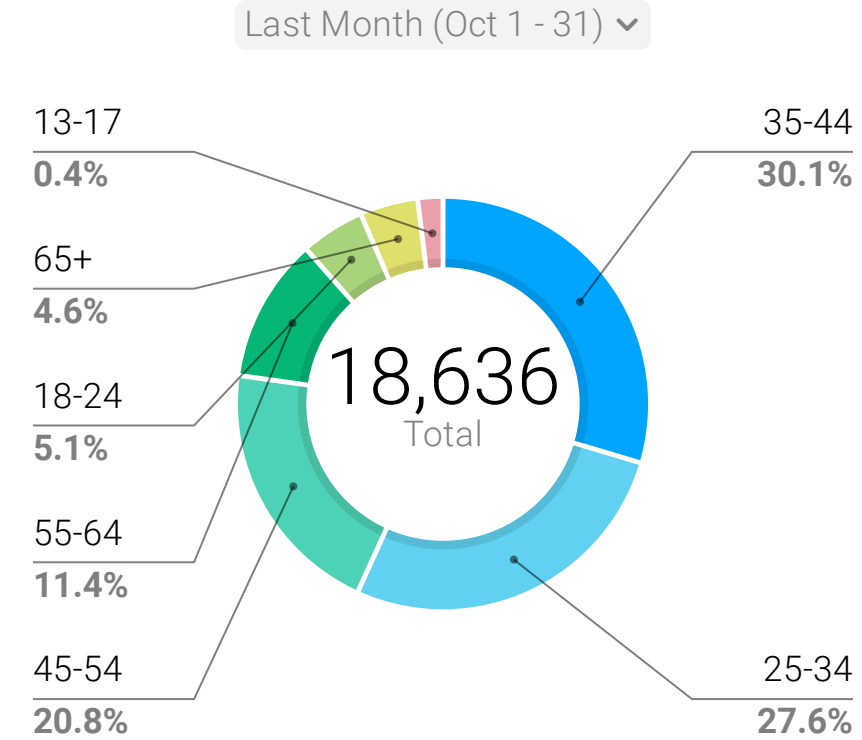
### ACCOUNT ACTIVITY Last Month ▾

Metrics	Last Month	Δ
Profile Visits	3,060	▲ 9%
Reach	161k	▼ 13%
Impressions	212.2k	▼ 12%
Website Clicks	67	▼ 8%
Get Directions Clicks	0	
Phone Call Clicks	0	
Text Message Clicks	0	

### FOLLOWERS BY CITY Last Month ▾

Metrics	Last Month	Δ
Fayetteville, Arkansas	1,195	▲ 4%
Little Rock, Arkansas	783	▲ 3%
Tulsa, Oklahoma	731	▲ 2%
Eureka Springs, Arkansas	716	▲ 1%
Oklahoma City, Oklahoma	579	▲ 8%
Bentonville, Arkansas	573	0%
Rogers, Arkansas	555	▲ 1%
Springfield, Missouri	447	▲ 3%

### FOLLOWERS BY AGE GROUP Last Month (Oct 1 - 31) ▾



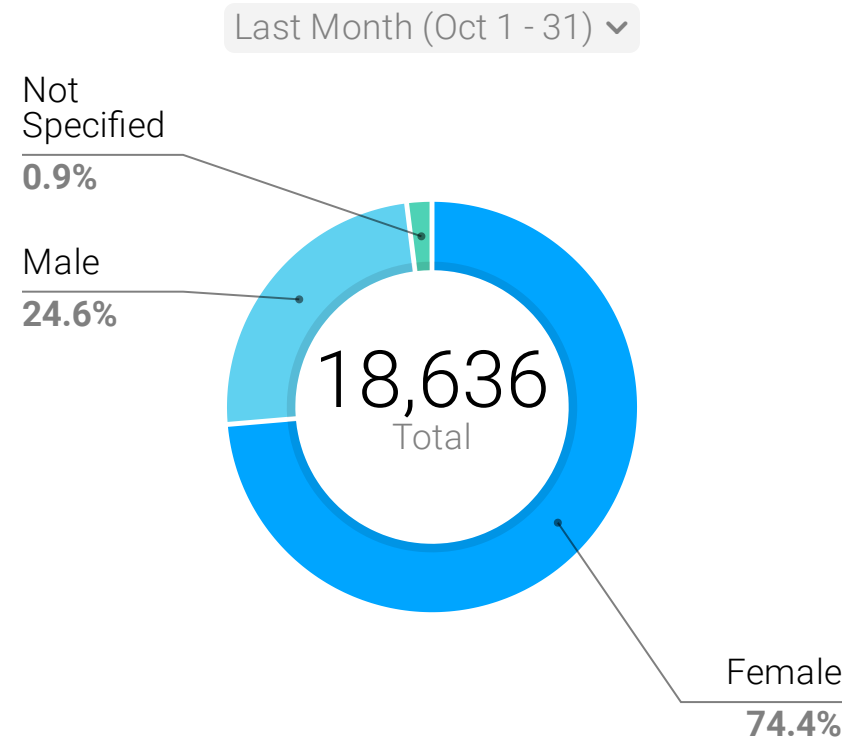
### TOP POSTS BY LIKES Month to Date ▾

Metrics	Month to date	Δ
Shades of fall ... (11/06 /2020 02:18:51)	2,515	
Eureka Springs is open for business! Have you had a great experience with on...	2,157	0%
If you are planning a road trip to Eureka Springs, Thorncrown Chapel is...	1,785	0%
Bringing a little of Eureka Springs' beauty to you this evening! ... (09/12/2020...	1,626	0%
A little sunshine goes a long way ... (08/22/2020 19:59:42)	1,543	0%
You know the saying, "don't go chasing waterfalls"? Well, some days--yo...	1,495	0%
When life gives you a rainy day, play in the puddles. ... (11/29/2019 17:57:39)	1,463	0%
Each day 28 million	1,400	0%

### FOLLOWER OVERVIEW Last Month (Oct 1 - 31) ▾

**302** **20,143**  
 New Followers ▼ 59% (735) ▲ 3% (19,584)  
 Total Followers

### FOLLOWERS BY GENDER Last Month (Oct 1 - 31) ▾



### NEW POSTS BY LIKES Last Month ▾

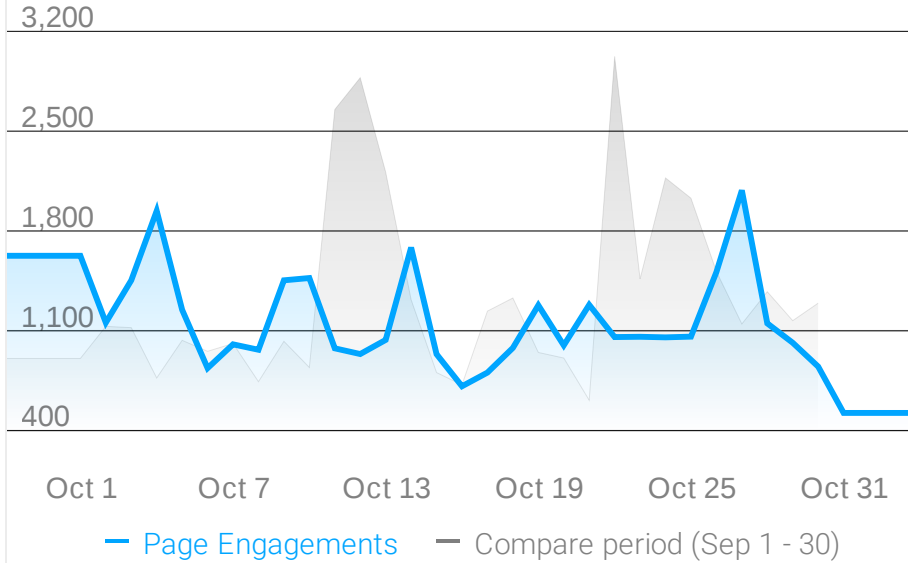
Metrics	Last Month	Δ
Where will you explore today? ... (10/09 /2020 23:42:51)	1,357	
Where will you explore today? . @adventurous.soul87 . #EurekaSprings #Arkansas #VisitArkansas...	1,292	
Great night shot by ... (10/11/2020 22:25:59)	1,064	
Who would you travel to #EurekaSprings with? Tag them below! ... (10/24/2020 01:11:05)	1,033	
There's nothing quite like a peaceful fall day ... (10/27/2020 01:55:47)	986	

### PAGE ENGAGEMENTS

Last Month (Oct 1 - 31) ▾

36,151

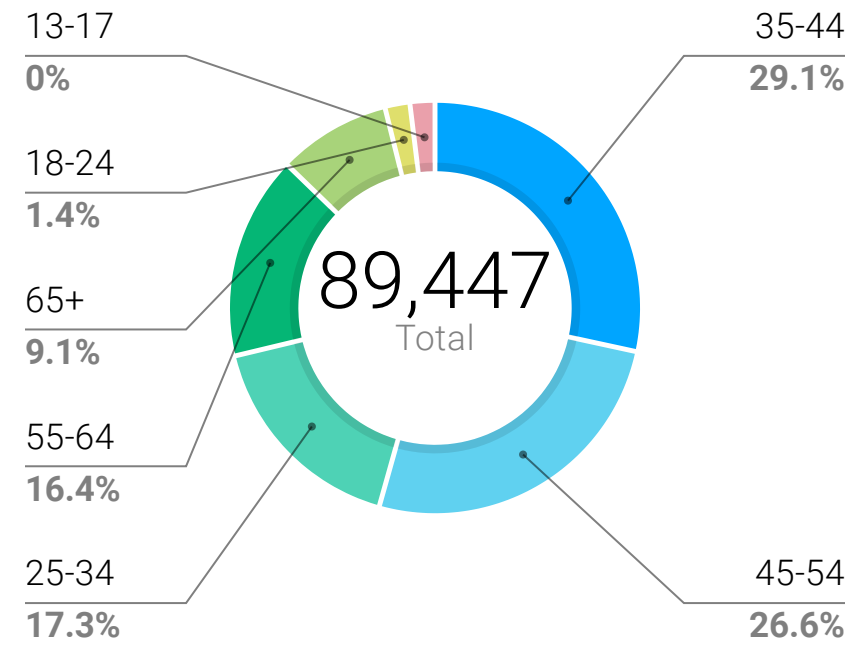
▼ 10% Compare: 40,356



### PAGE SUMMARY Last Month ▾

Metric	Last Month	Δ
New Page Likes	999	▼ 41%
Total Page Likes	89,013	▲ 1%
Comments	738	▼ 49%
Shares	838	▼ 43%
Video views	149.3k	▲ 22%

### FOLLOWERS BY AGE GROUPS All Time ▾



### FOLLOWERS BY CITY All Time ▾

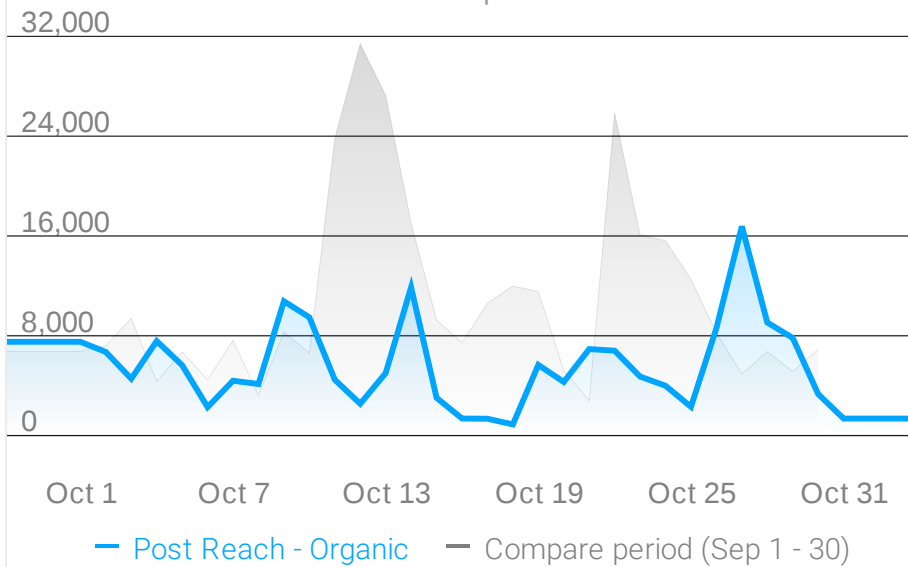
Metric	All Time
Tulsa, OK	4,970
Oklahoma City, OK	2,719
Springfield, MO	2,351
Fayetteville, AR	2,116
Little Rock, AR	1,788
Fort Smith, AR	1,611
Eureka Springs, AR	1,530
Rogers, AR	1,241
Kansas City, MO	1,221
Broken Arrow, OK	1,181
Springdale, AR	1,075
Wichita, KS	1,023
Bentonville, AR	981
Conwav. AR	871

### ORGANIC POST REACH

Last Month (Oct 1 - 31) ▾

175.4k

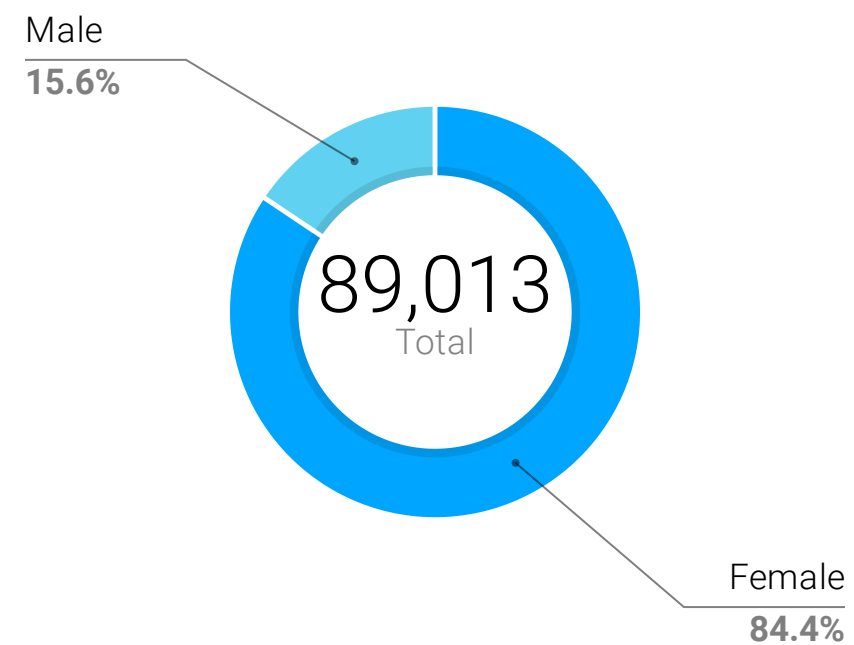
▼ 46% Compare: 325.1k



### POST ENGAGED USERS BY POST Last Month ▾

Post	Last Month Δ
There's nothing quite like a peaceful fall day . 🍂: @mr.c.montgomery (2020-10-27)	2,753
Where will you explore today? . 🗺️: @adventurous.soul87 . (2020-10-09)	1,707
Sunday afternoon stroll . #EurekaSprings #Arkansas #VisitArkansas (2020-10-04)	1,191
Bask in the glow of downtown Eureka Springs . 🌅: @runninginthebardo (2020-10-01)	1,122
105824711331_10159051675981332 (2020-10-14)	1,122

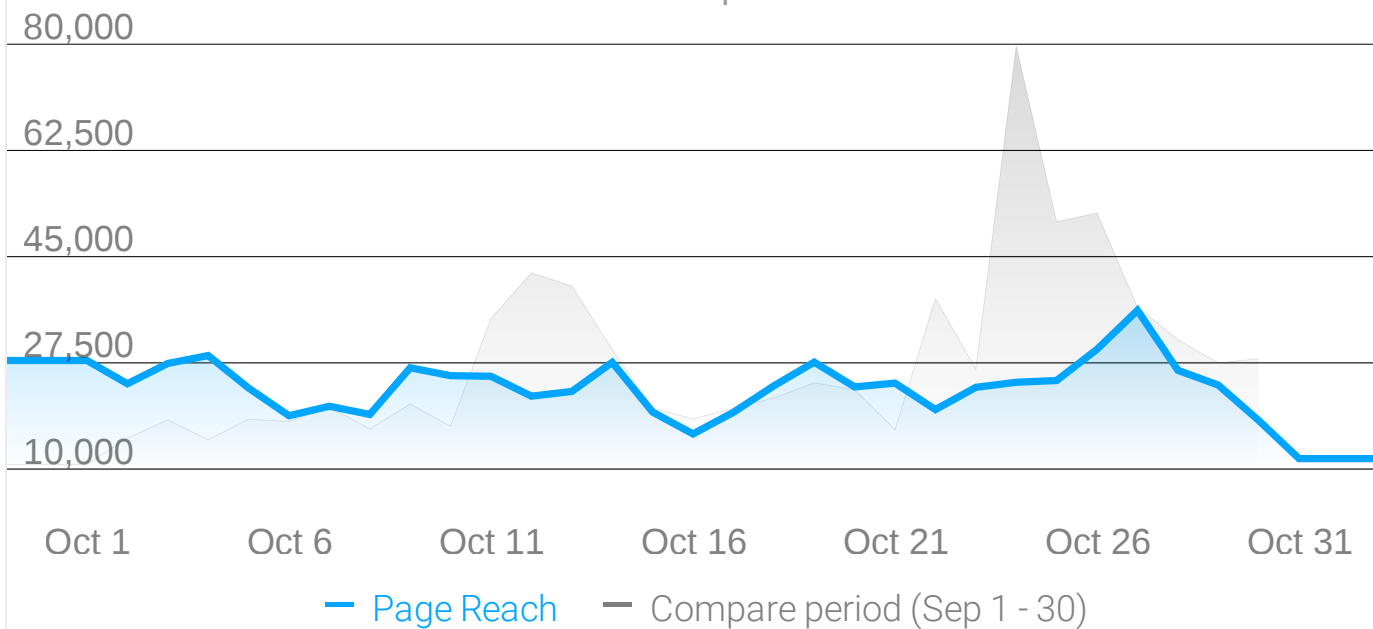
### FOLLOWERS BY GENDER All Time ▾



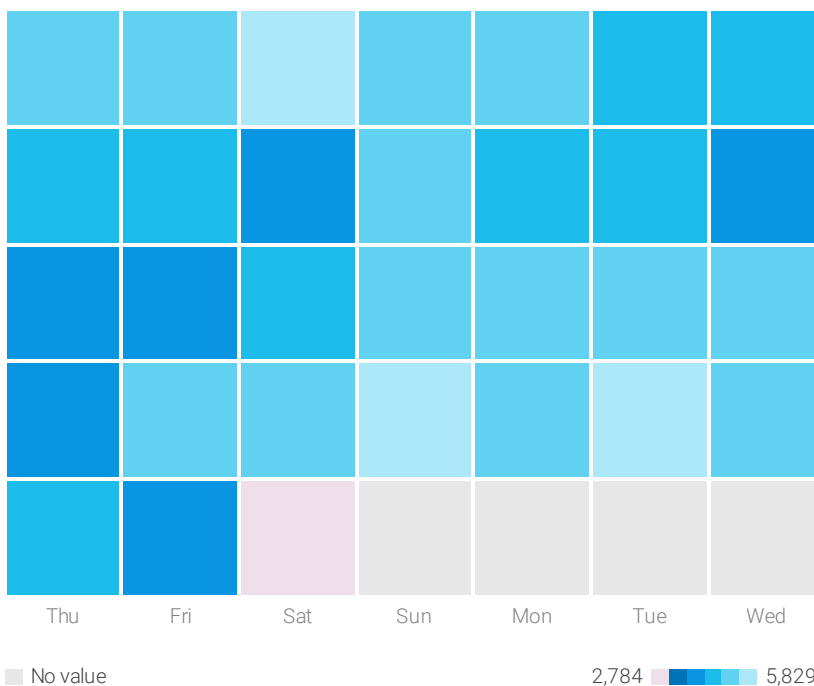
PAGE REACH Last Month (Oct 1 - 31) ▾

730.8k

▼ 12% Compare: 831.1k



WHEN ARE PEOPLE WATCHING OUR VIDEOS? Last Month (Oct 1 - 31) ▾



HOW MANY PEOPLE WATCHED OUR VIDEOS? Last Month (Oct 1 - 31) ▾

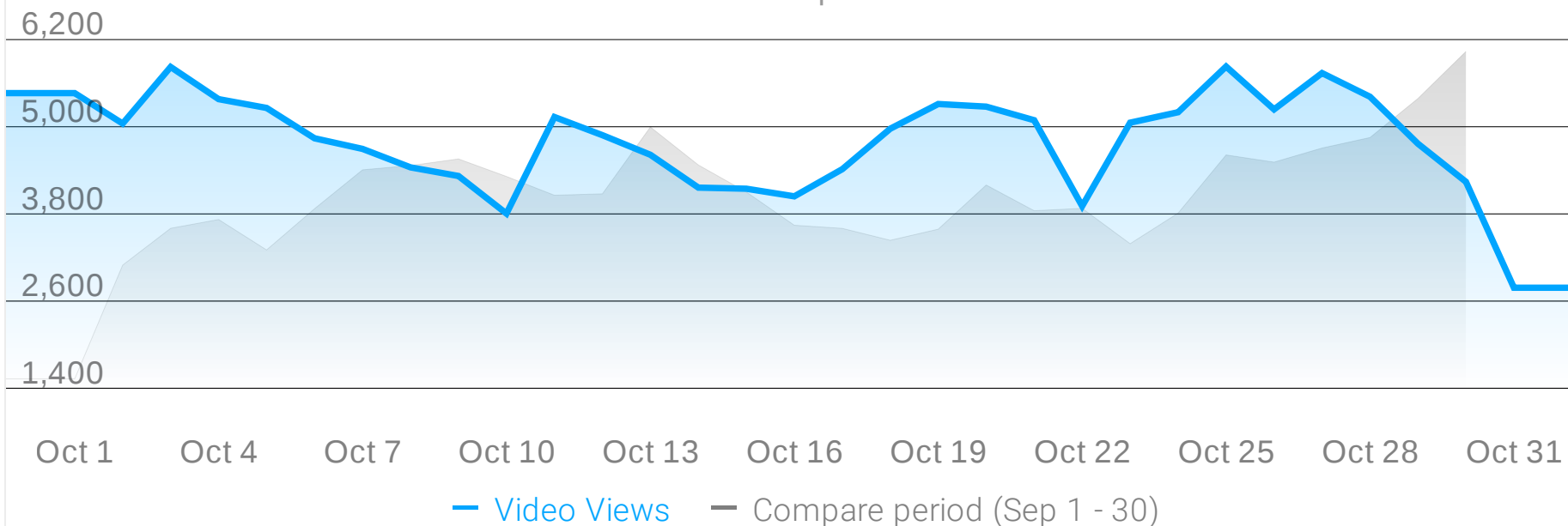
149.3k



VIDEO VIEWS Last Month (Oct 1 - 31) ▾

149.3k

▲ 22% Compare: 122.1k



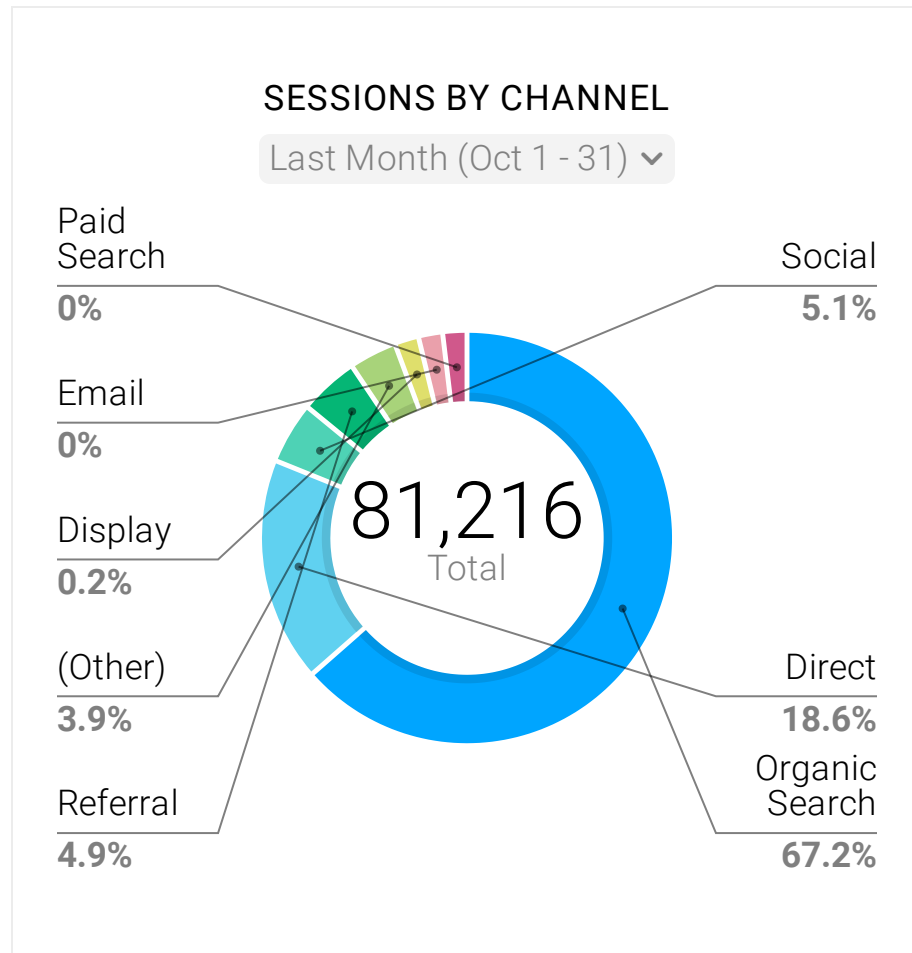
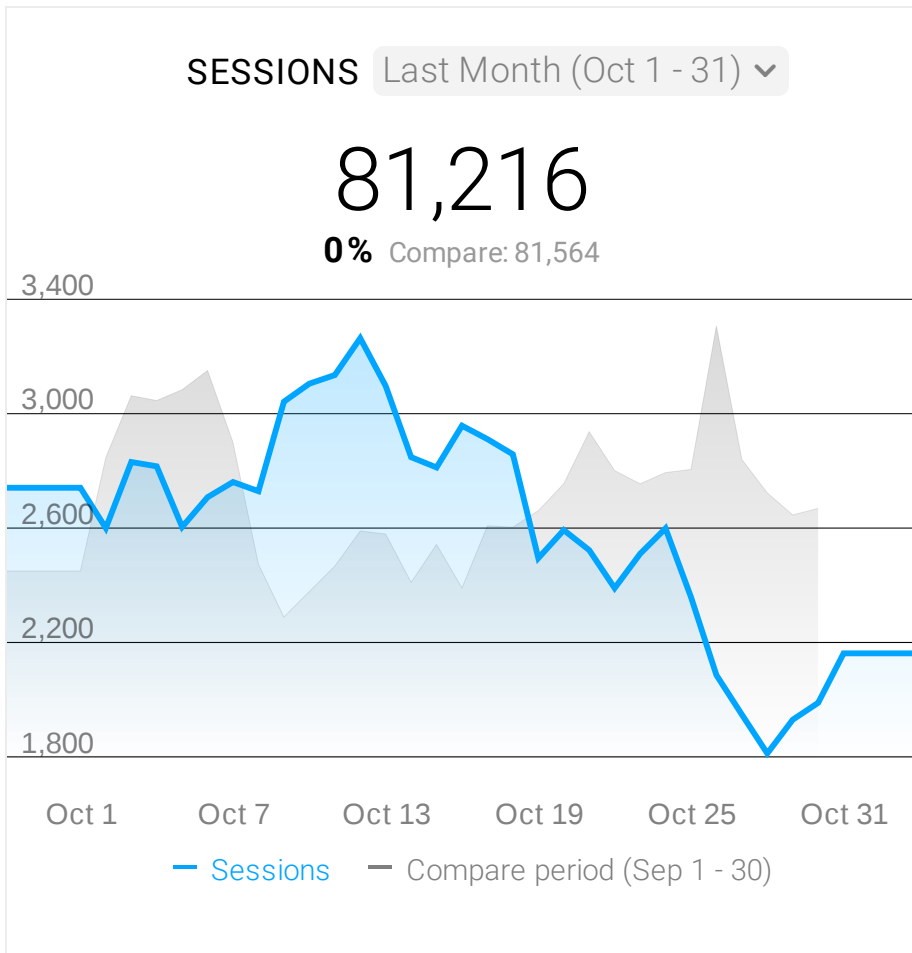
POST VIDEO VIEWS BY PUBLISH DATE Last Month ▾

Metrics	Last MonthΔ
Lake Leatherwood is calling . 📍: @julianahave rluck . #EurekaSprings (2020-10-03)	0
Sunday afternoon stroll . #EurekaSprings #Arkansas #VisitArkansas (2020-10-04)	0
Looks like a start to a perfect day ☁️ . 📍: @b.r.o .o.k.e.m.c (2020-10-08)	0
Where will you explore today? . 📍: @adventur ous.soul87 . (2020-10-09)	0
Rolling into fall with a great ride. Our trails offer a huge (2020-10-14)	0

AVERAGE VIDEO VIEWS PER PAGE VISIT Last Month (Oct 1 - 31) ▾

30.5

▲ 115% Compare: 14.2



### AUDIENCE OVERVIEW Last Month ▾

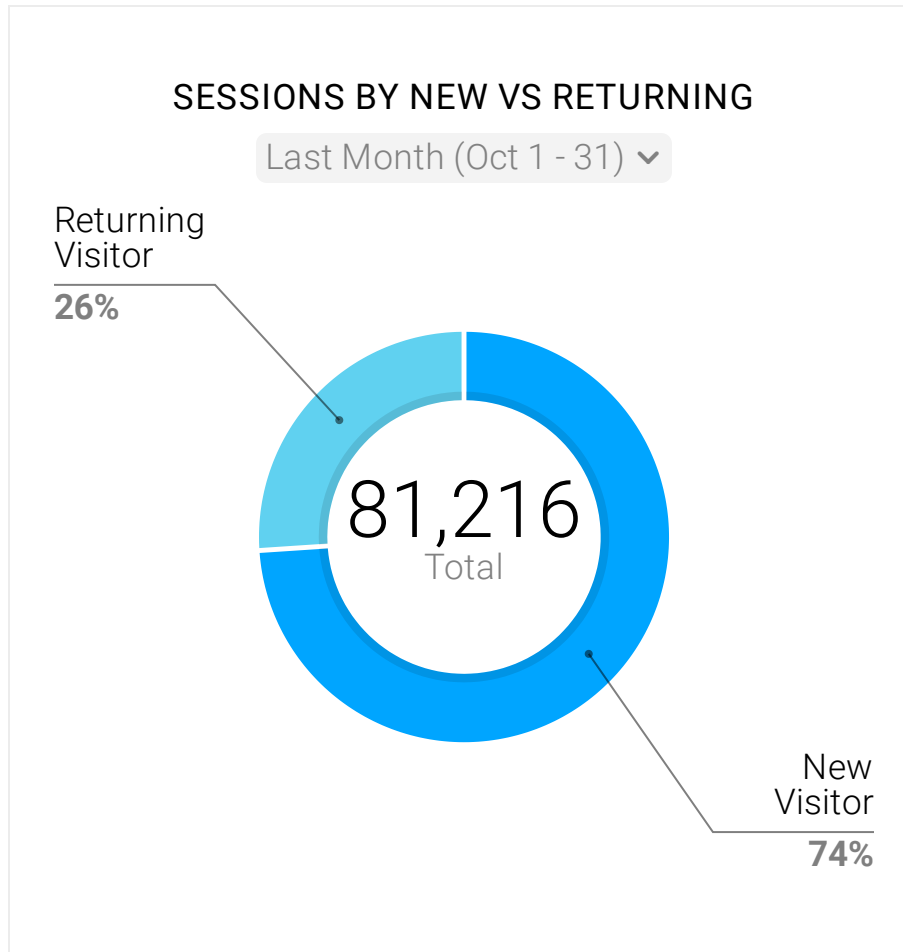
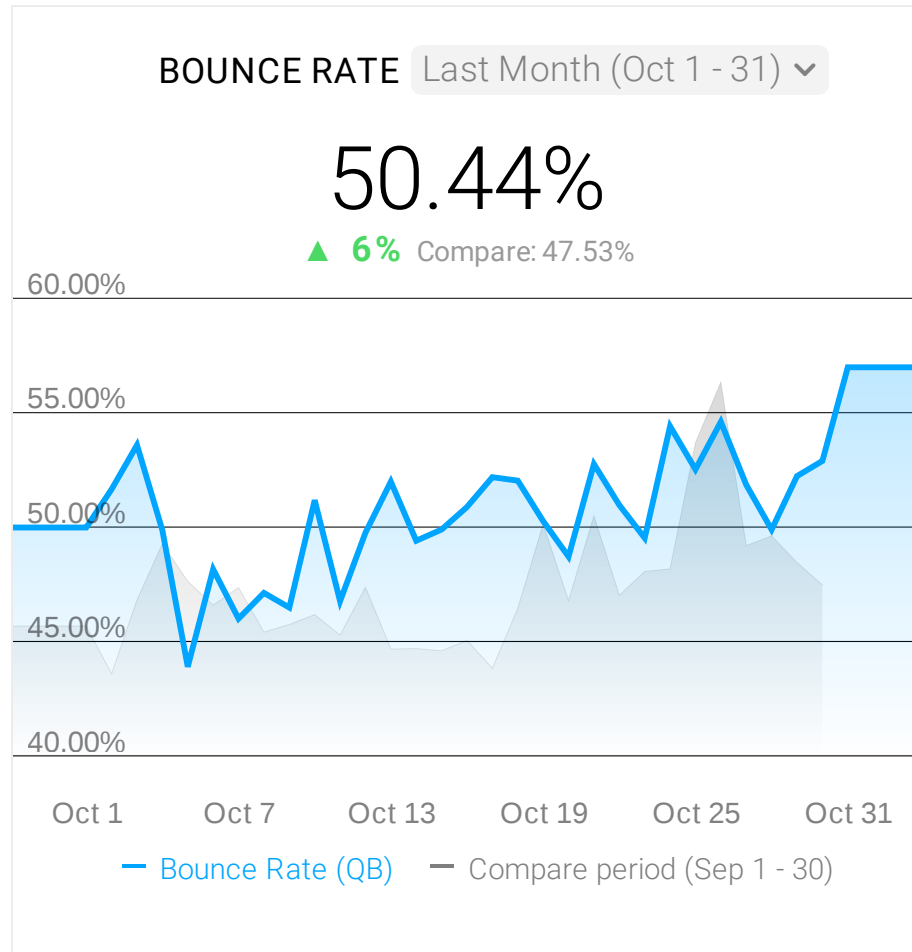
Metrics	Last Month	Δ
Users	63,201	0%
Sessions	81,216	0%
% New Sessions	74.07%	▼ 1%
Pages / Sessions	3.7	▼ 4%
Avg Session Duration	2m 54s	▼ 7%
Bounce Rate	50.44%	▲ 6%
Pageviews	300.4k	▼ 5%

### USERS BY REGION Last Month ▾

Metrics	Last Month	Δ
Texas	14,508	▲ 2%
Missouri	10,810	▼ 6%
Arkansas	10,482	▲ 9%
Oklahoma	8,292	▼ 5%
Illinois	3,571	0%
Kansas	2,853	▼ 15%
Tennessee	2,166	▼ 13%
Louisiana	1,405	▲ 9%
California	999	▲ 26%
Iowa	982	▲ 2%
Florida	948	▼ 24%
Georgia	790	▼ 11%
Colorado	720	▼ 2%
Mississippi	677	▼ 12%

### TOP PAGES BY PAGEVIEWS Last Month ▾

Metrics	Last Month	Δ
/	29,177	▼ 9%
/things-to-do/	24,749	▼ 15%
/attractions/	19,989	▼ 11%
/lodging/cabins-cottages/	8,057	▼ 14%
/dining/	8,039	▼ 6%
/covid-19-updates-for-eureka-springs/	7,679	▼ 11%
/events-calendar/	6,589	▲ 9%

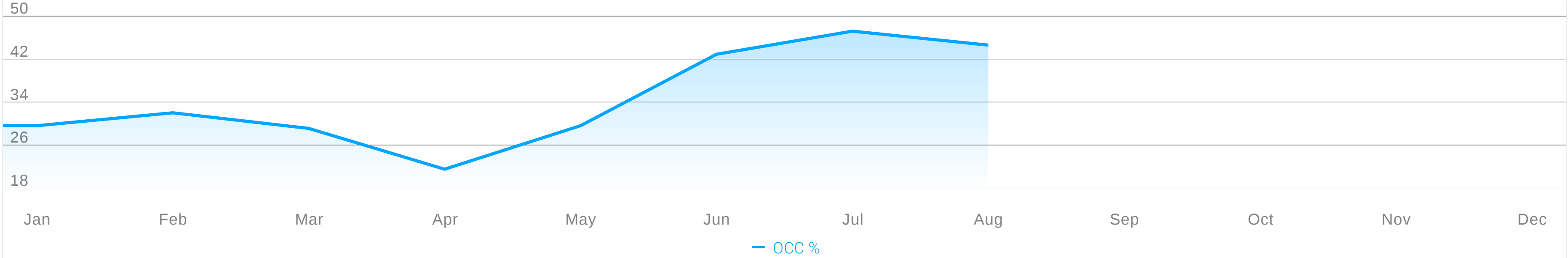




OCC % This Year (Jan - Dec) ▾

# 34.6%

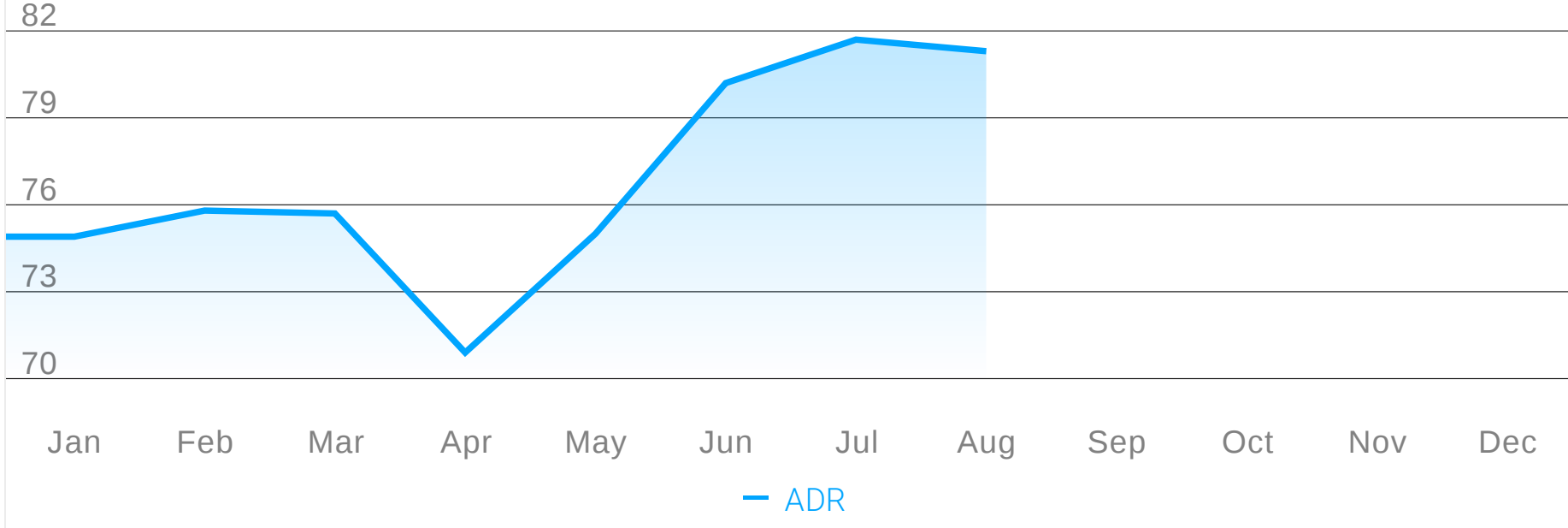
▼ 8% Compare: 42.6%



ADR This Year (Jan - Dec) ▾

# 616

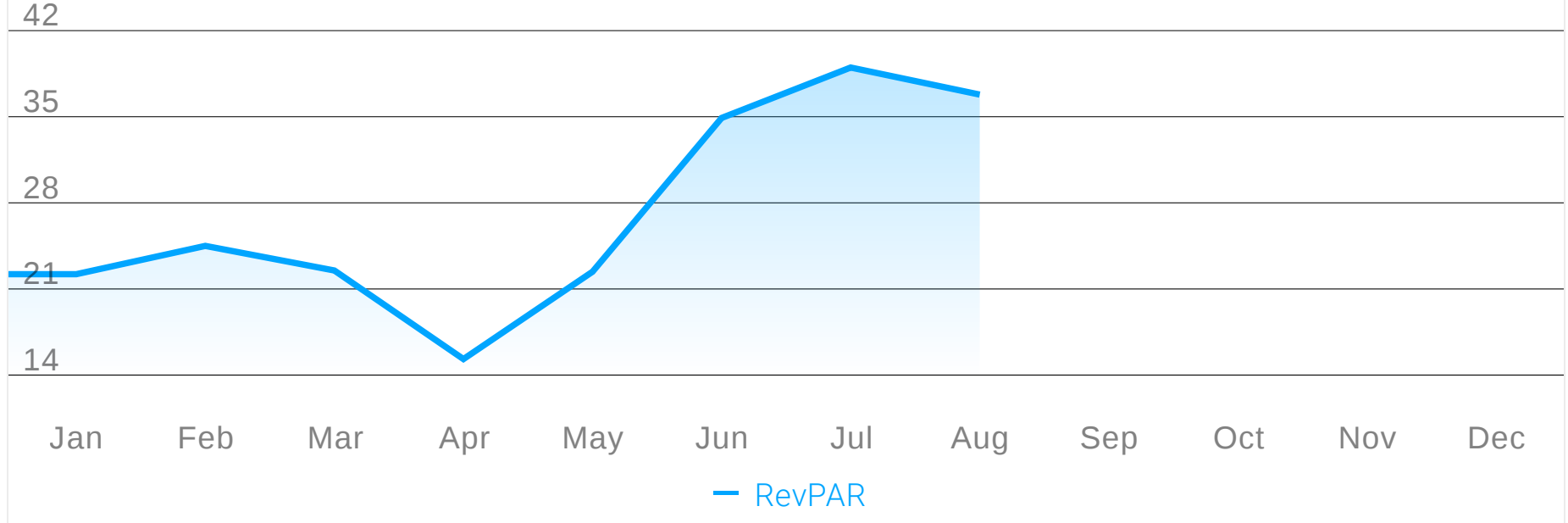
▲ 20% Compare: 513



REVPAR This Year (Jan - Dec) ▾

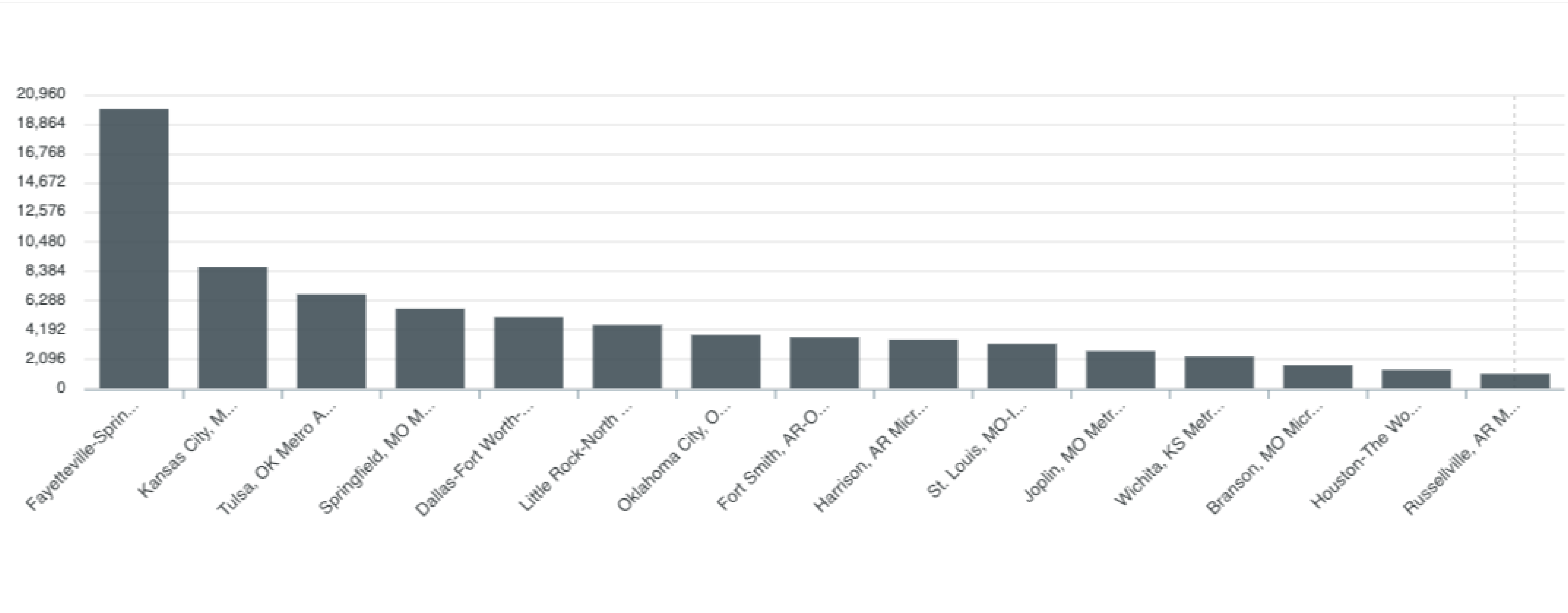
# 218

▼ 3% Compare: 224



# Visit Counts By MSA (Top 15)

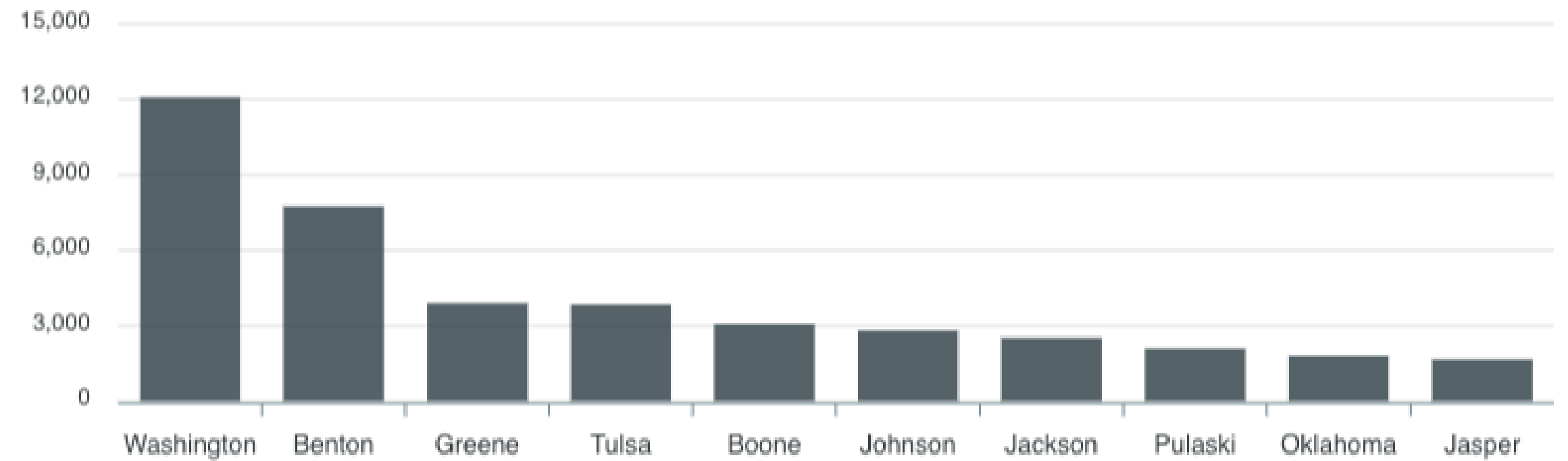
September 2020



## Visitor Origins

September 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.

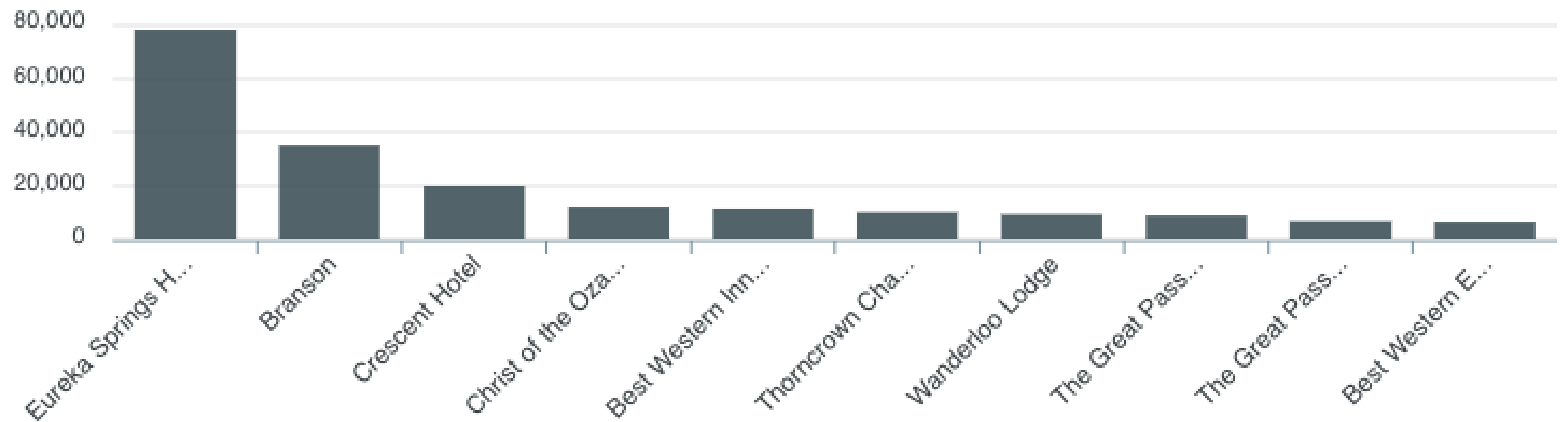


## Top Points of Interest

September 2020

## Top Points of Interest

The top points of interest are Eureka Springs Historical Downtown (78,390), Branson (35,100), Crescent Hotel (20,020), Christ of the Ozarks (11,960), Best Western Inn of the Ozarks (11,230). Which together make up 58% of all visitors to Eureka Springs that also visited the points of interest included in this study.



## Length of Stay

September 2020

Visitors from these states tend to stay longer: Arizona (5.50 days), California (4.00 days), Wisconsin (4.00 days), Michigan (4.00 days), Iowa (4.00 days).

While visitors from these states have the shortest length of stay: Nebraska (2.50 days), Colorado (2.25 days).

