

PARADISE



Monthly Report: August 2021

Client: Eureka Springs

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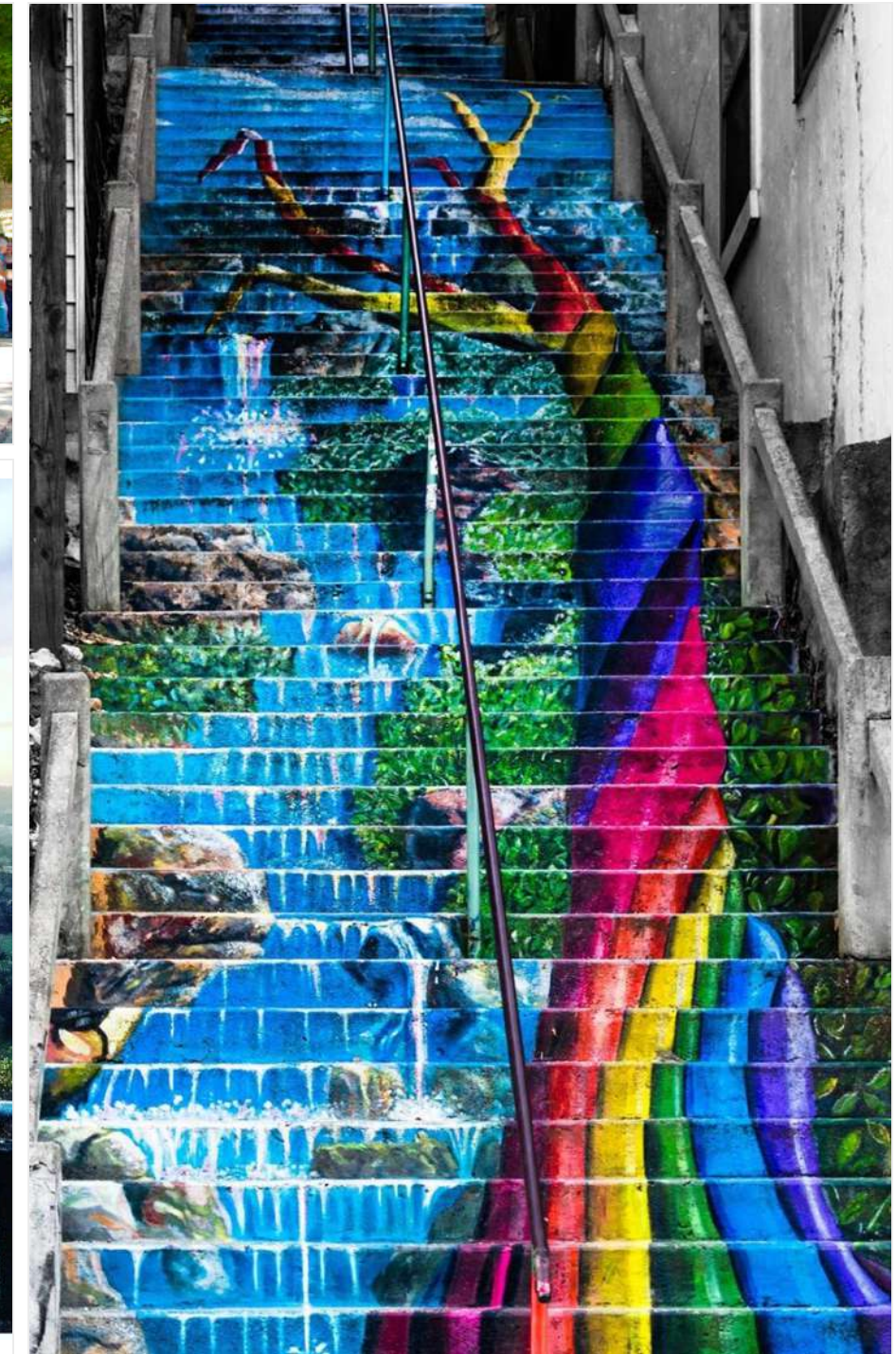
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*Note: Eureka Springs Data Depot reports were set up in mid-May. Therefore, some of the data sets included in this report only reflect since that time.

Advertising & Marketing Services

August Summary

- Provided an initial FY21 Q1/Q2 Marketing Campaign Recap report/presentation.
- Launched the FY21 Regional and Q3/Q4 Marketing Campaigns.
- Continued to develop and place assets for the FY21 Regional and Q3/Q4 Marketing Campaign media buys.
- Developed and deployed two new blogs for the month of August – the blogs are live on the website and have been promoted through social media.
- Reviewed (and will continue to monitor) the new See Source dashboards.
- Continued developing concepts for upcoming brand production shoot.
- Began the initial stages of a website audit of EurekaSprings.org.
- Virtually attended the 8/25 CAPC Meeting/Workshop.
- 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 FY21.
- Communicated and completed various website and social media requests from stakeholders, CAPC staff and CAPC Commissioners as needed, including the creation of a full 74th Annual Original Ozark Folk Festival event listing.
- Processed monthly billing, including budget management.
- Conducted regular bi-weekly check-ins with CAPC staff and addressed any questions/concerns.
- Initiated regular social media management check-ins with tourism team and addressed any questions/concerns.
- Developed and sent monthly activities and data report to Client.



Media Overview

August Summary

We launched the Q3 & Q4 campaign on 8/23 with See Source (banners, native, and video), TripAdvisor (conquest targeting), and Expedia (bookings) with over 167K impressions.

Overall, we are off to a strong start with a 0.31% CTR, with See Source having the best CTR at 0.51%. This is above and beyond the industry CTR benchmark of 0.08% overall.

As for the video completion rate, the campaign averaged 87% with See Source. Video completion rate is a goal focused on video vendors that measures 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 (Aug 1 - 31) ▾

87.5%

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

\$ 28.9k

TOTAL IMPRESSIONS Last Month (Aug 1 - 31) ▾

167.8k

TOTAL CLICKS

Last Month (Aug 1 - 31) ▾

528

Social Media Services August Summary

NOTE FROM SEP 2 4:58 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 CAPC staff to begin implementing social LIVES into content mix.
- Completed September 2021 content calendar to be shared across social media platforms.
- Supported CAPC staff in social crisis management.

NOTE FROM SEP 2 5:05 PM

FB Post Engagement: 1074

NOTE FROM SEP 2 5:07 PM

FB Post
Reach: 14795

NOTE FROM SEP 2 5:08 PM



^^*IG Post Engagement: 1402

NOTE FROM SEP 2 5:09 PM

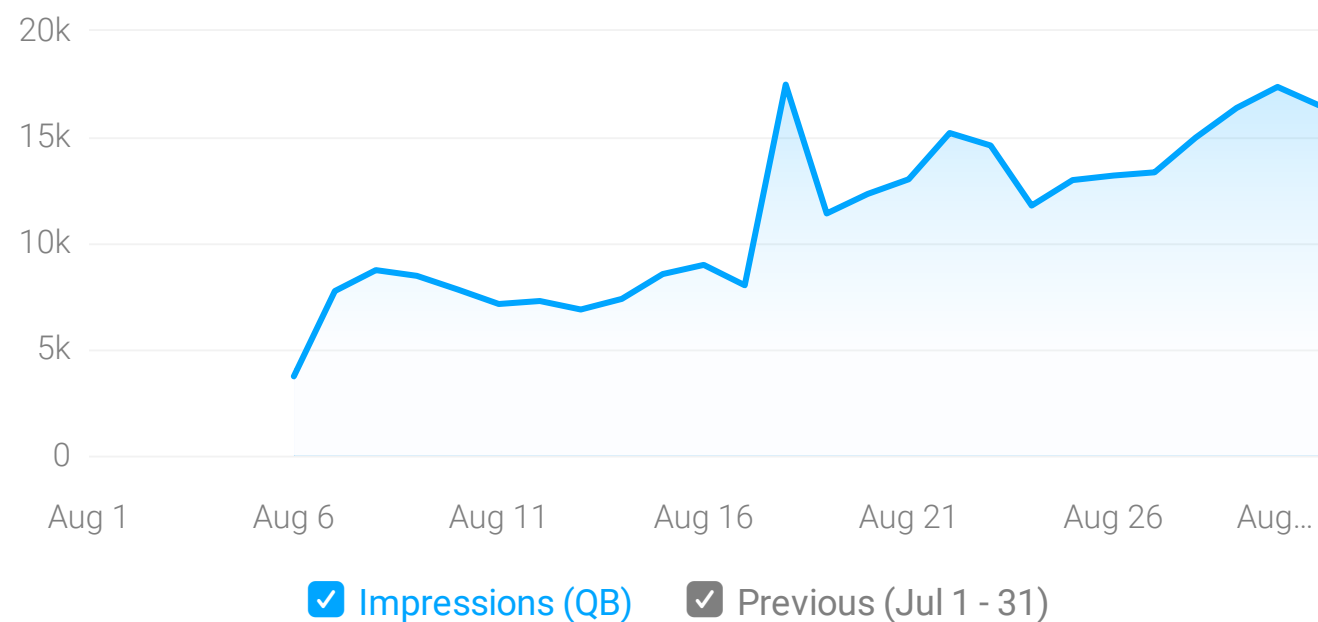
^^* IG Post
Reach: 15731

NOTE FROM SEP 2 5:09 PM

IMPRESSIONS

Last Month (Aug 1 - 31) ▾

291.3k



CAMPAIGNS OVERVIEW

Last Month (Aug 1 - 31) ▾

#	NAME	SPEND	IMPRESSIONS
1	ESP 0629 FY21 Local Campaign Engagement (23847910186870596)	-	184.2k
2	ESP 0629 FY21 Local Campaign Traffic (23847998953060596)	-	107.1k
3	ESP 0629 FY21 Local Campaign Evergreen (23847910186870596)	-	92,244

In the month of August, Facebook/Instagram paid social resumed by launching the Local Campaign, targeting nearby drive markets and focusing on mid-week travel.

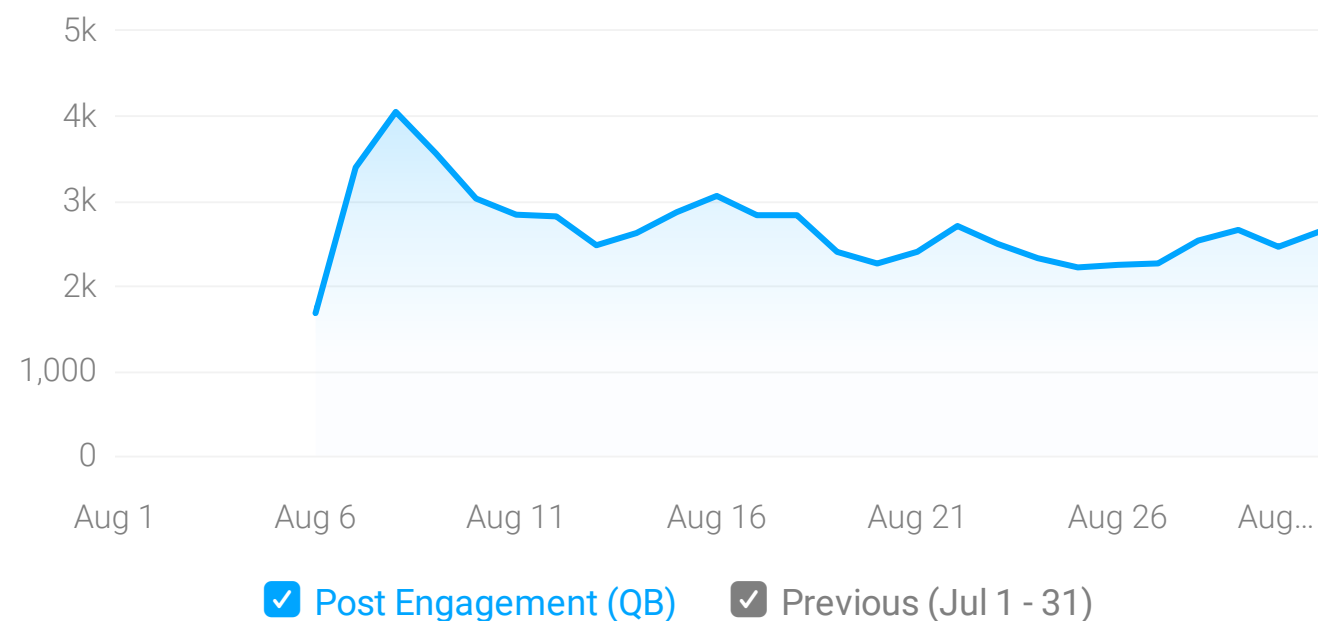
Results:

- 291,300 Impressions
- 69,634 Post Engagements
- 4,872 Clicks, resulting in a 2.2% CTR when retargeting engaged users. This is above the 0.9% CTR benchmark for the Travel industry.

POST ENGAGEMENT

Last Month (Aug 1 - 31) ▾

69,634



CTR BY CAMPAIGN

Last Month (Aug 1 - 31) ▾

Metrics	Last Month Δ
ESP 0629 FY21 Local Campaign Traffic (23847998953060596)	2.20%
ESP 0629 FY21 Local Campaign Engagement (23847910186870596)	1.37%

CLICK OVERVIEW

Last Month (Aug 1 - 31) ▾

4,872 Clicks \$0.23 CPC

Clicks

CPC

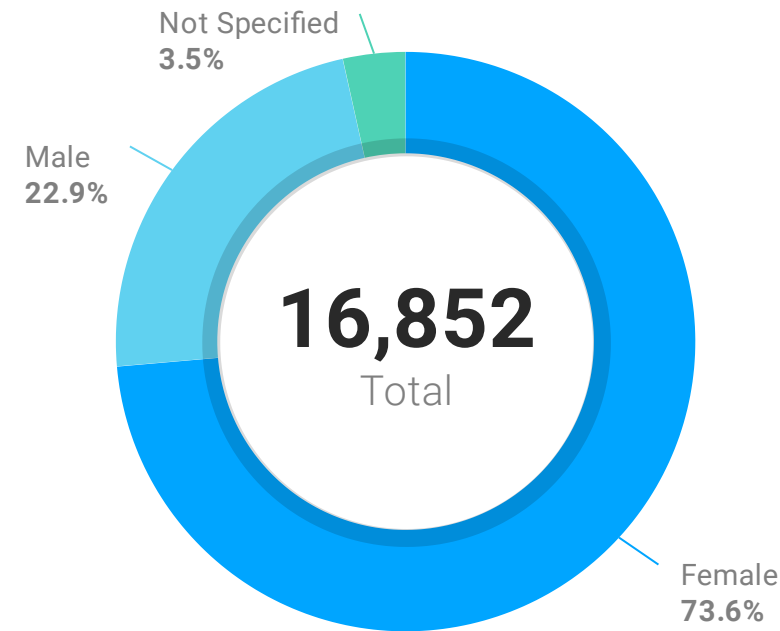
FOLLOWERS BY CITY

Last Month (Aug 1 - 31) ▾

Metrics	Last Month	Δ
Fayetteville, Arkansas	610	▼ 1%
Little Rock, Arkansas	541	0%
Tulsa, Oklahoma	536	▼ 1%
Oklahoma City, Oklahoma	515	▲ 13%
Rogers, Arkansas	401	▲ 1%
Bentonville, Arkansas	396	▲ 1%
Eureka Springs, Arkansas	372	▲ 2%

FOLLOWERS BY GENDER

Last Month (Aug 1 - 31) ▾



INSTAGRAM ENGAGEMENT

Last Month (Aug 1 - 31) ▾

11,337

▼ 30%

Compare period: 16,276

INSTAGRAM REACH

Last Month (Aug 1 - 31) ▾

153.1k

▼ 17%

Compare period: 184.3k

Instagram saw increases in overall followers, Agency believes this was due to the implementation of the organic/paid social media strategy.

The platform saw a few decreases in engagement, reach, impressions, and video views. Agency believes this is due to there being less videos in the content mix. For the future, agency will be incorporating more LIVE, Reel, and IGTV content into the video mix.

The top engaged post was a post about Iris Hill Glamping.

For the month of September, Agency will continue to highlight the content topics and incorporate more video content – including LIVES – that has been optimized for the platform.

NOTE FROM SEP 14 3:38 PM

FOLLOWER OVERVIEW

Last Month (Aug 1 - 31) ▾

351

New Followers

▼ 19%

Compare period: 433

23,615

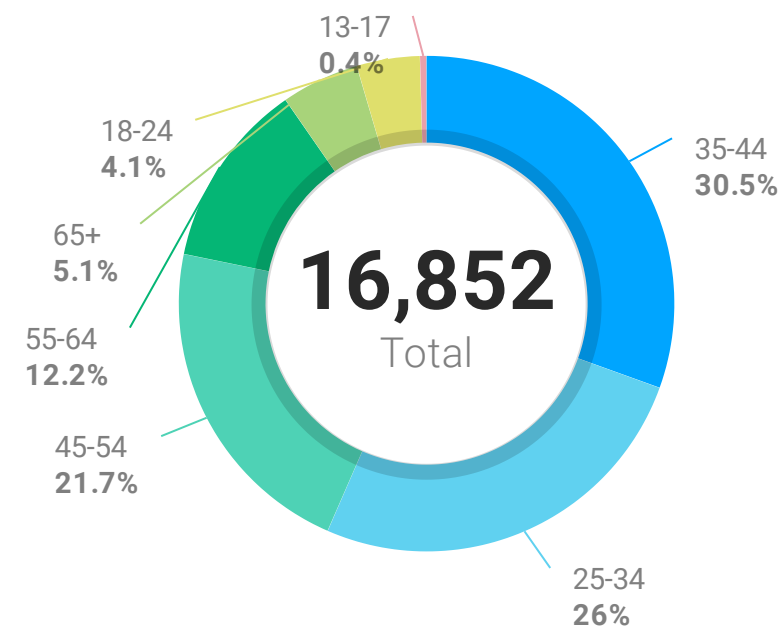
Total Followers

▲ 2%

Compare period: 23,264

FOLLOWERS BY AGE GROUP

Last Month (Aug 1 - 31) ▾



INSTAGRAM IMPRESSIONS

Last Month (Aug 1 - 31) ▾

157.8k

▼ 41%

Compare period: 269.4k

INSTAGRAM VIDEO VIEWS

Last Month (Aug 1 - 31) ▾

10,090

▼ 30%

Compare period: 14,485

TOP POSTS BY LIKES

Last Month (Aug 1 - 31) ▾

Metrics	Last Month	Δ
Shades of fall ... (11/06/2020 02:18:51)	2,524	0%
Snow day! ** #EurekaSprings #Arkansas #VisitArkansas #ExploreArkansas #ExploreNWA #ARStory...	2,430	0%
Eureka Springs is open for business! Have you had a great experience with one of our restaurants, shops, lodgin...	2,148	0%
Hard to be blue with views like this! 😊 ... (04/28/2021 01:00:43)	2,059	0%
If you are planning a road trip to...	1,770	0%

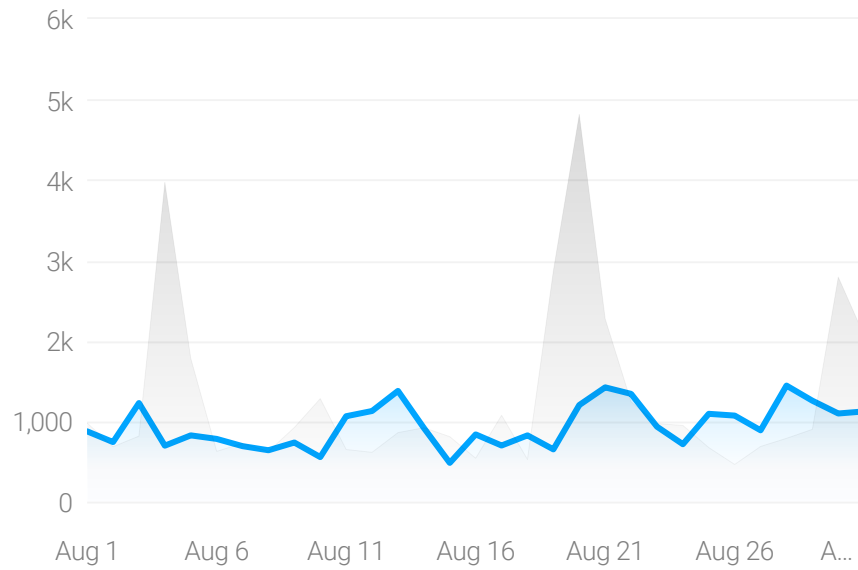
PAGE ENGAGEMENTS

Last Month (Aug 1 - 31) ▾

29,273

▼ 27%

Compare period: 39,842



Page Engagements Compare period (Jul 1 - 31)

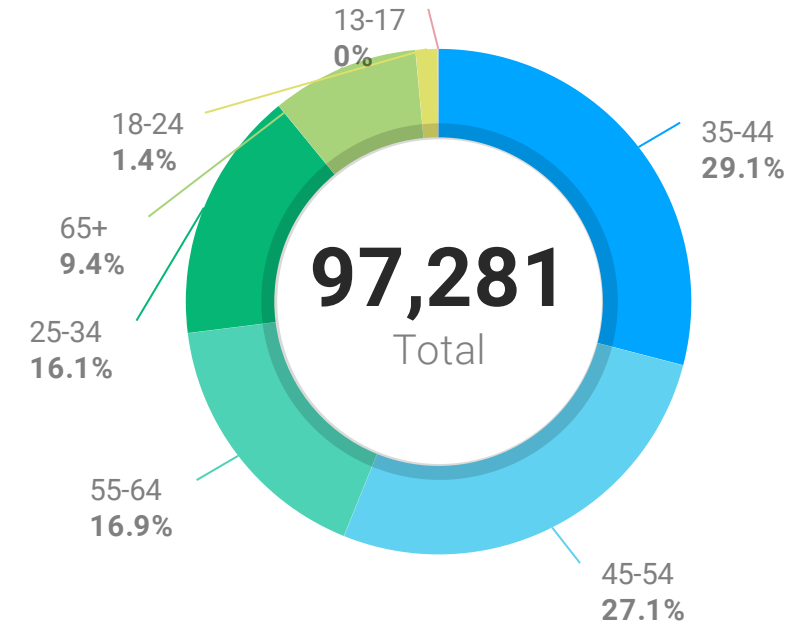
PAGE SUMMARY

Last Month (Aug 1 - 31) ▾

Metric	Last Month	Δ
New Page Likes	725	▼ 36%
Total Page Likes	97,068	0%
Comments	759	▼ 67%
Shares	734	▼ 64%
Video views	73,040	▲ 239%

FOLLOWERS BY AGE GROUPS

All Time ▾



Facebook saw increases in total followers and video views. Agency believes this is due to incorporating press coverage and blogs into the content mix, as well as event content.

We did see a few decreases in reach, impressions, and page engagements. Agency believes this is due to the evergreen paid social campaign ending.

The top engaged post was a night shot of the downtown area.

For the month of September, 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 SEP 14 3:40 PM

ORGANIC POST REACH

Last Month (Aug 1 - 31) ▾

223.9k

▼ 63%

Compare period: 604.6k



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

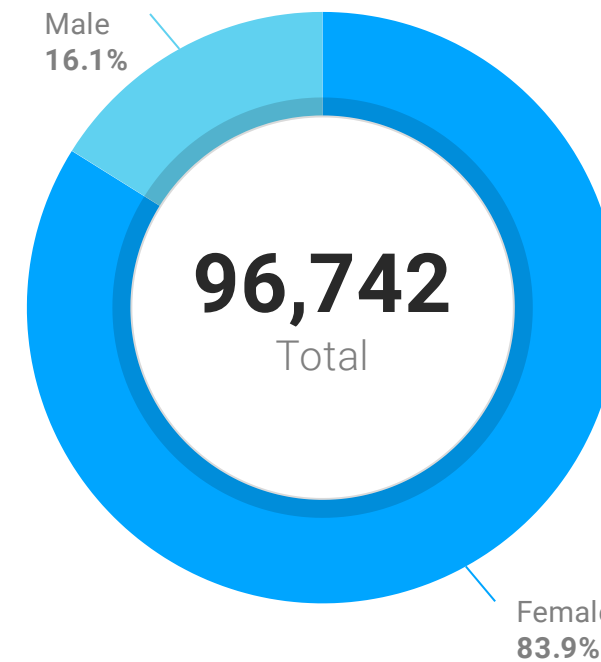
POST ENGAGED USERS BY POST

Last Month (Aug 1 - 31) ▾

Post	Last Month	Δ
Just popping on your feed to wish you a good night from Downtown (2021-08-13)	1,076	
What's more of a treat? Basin Park Hotel 's Fried Huckleberry (2021-08-20)	972	
Would you think that you could find one of "12 Most Beautiful (2021-08-26)	828	
You know what they say, you never paddle the same river twice. (2021-08-28)	759	
We hate saying goodbye....but then we remember this happens pretty (2021-08-21)	749	

FOLLOWERS BY GENDER

All Time ▾



FOLLOWERS BY CITY

All Time ▾

Metric	All Time
Tulsa, OK	3,770
Springfield, MO	2,087
Oklahoma City, OK	2,085
Fayetteville, AR	1,850
Little Rock, AR	1,538
Eureka Springs, AR	1,519

PAGE REACH Last Month (Aug 1 - 31) ▾

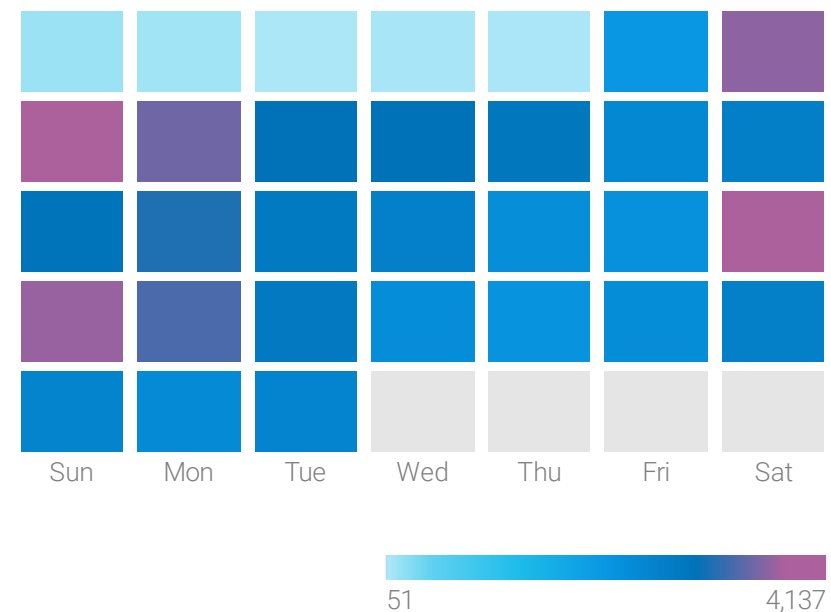
571.7k ▼ 23%
Compare period: 741.8k



Page Reach Compare period (Jul 1 - 31)

WHEN ARE PEOPLE WATCHING OUR VIDEOS?

Last Month (Aug 1 - 31) ▾



POST VIDEO VIEWS BY PUBLISH D...

Last Month (Aug 1 - 31) ▾

Metrics Last Month Δ

We hate saying goodbye....but then we remember this happens pretty (2021-08-21) **2,998**

While we firmly believe there are no shortcuts to any place worth (2021-08-23) **1,462**

Not many would think that some of the best biking trails are (2021-08-10) **644**

Want to know the best part about taking a walk through Lake Leatherwood? (2021-08-...) **0**

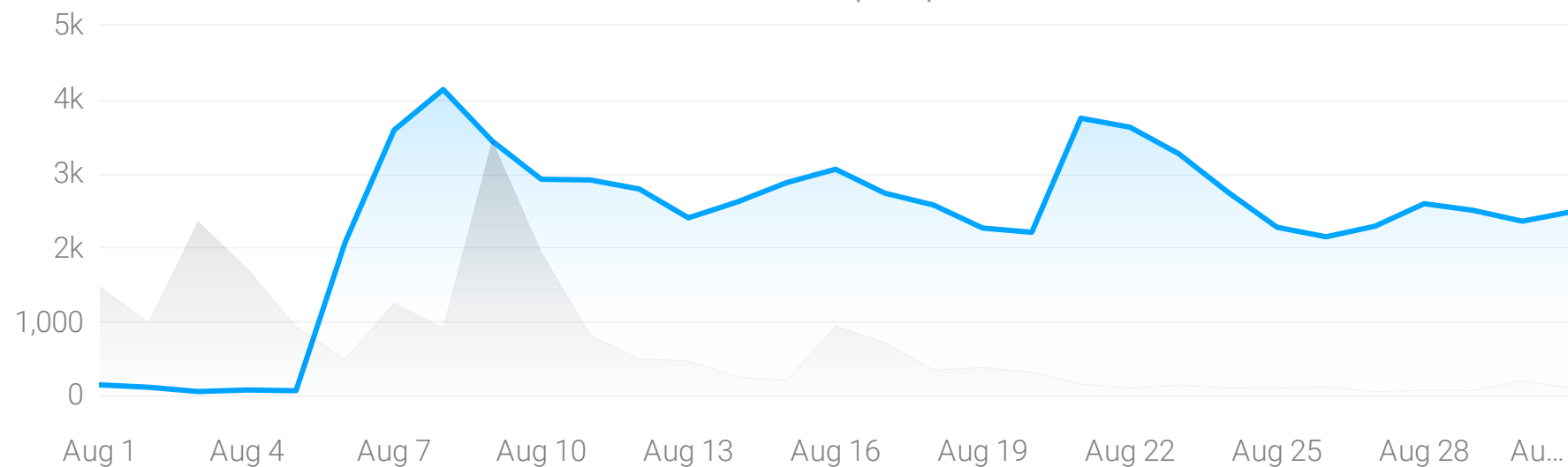
Eureka Springs is renowned as a prime mountain biking destination (2021-08-13) **0**

Just popping on your feed to wish you a good night from Downtown (2021-08-13) **0**

The temps might be a little hot, but watching the sunset from (2021-08-14) **0**

VIDEO VIEWS Last Month (Aug 1 - 31) ▾

73,040 ▲ 239%
Compare period: 21,543

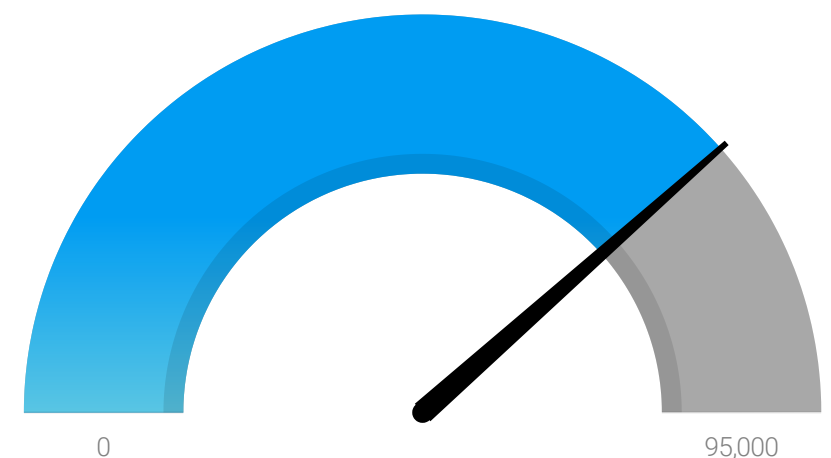


Video Views Compare period (Jul 1 - 31)

HOW MANY PEOPLE WATCHED OUR VI...

Last Month (Aug 1 - 31) ▾

73,040



Imp: 15955

NOTE FROM SEP 13 10:25 PM

Reach: 15895

NOTE FROM SEP 13 10:24 PM

Eng: 1410

NOTE FROM SEP 13 10:25 PM

Profile Visits: 91

NOTE FROM SEP 13 10:25 PM

Eureka Springs, Arkansas is in Eureka Sprin...
August 20, 2021 9:00 PM(UTC-04:00)

Just popping on your feed to wish you a good night from Downtown Eureka Springs. ✨

📷: @j.r.stone



Eng: 1254

NOTE FROM SEP 13 10:26 PM

Profile Visits: 155

NOTE FROM SEP 13 10:26 PM

Reach: 17523

NOTE FROM SEP 13 10:26 PM

Imp: 18160

NOTE FROM SEP 13 10:26 PM



TWITTER IMPRESSIONS

Last Month (Aug 1 - 31) ▾

15,700

▲ 5%

Compare period: 14,900

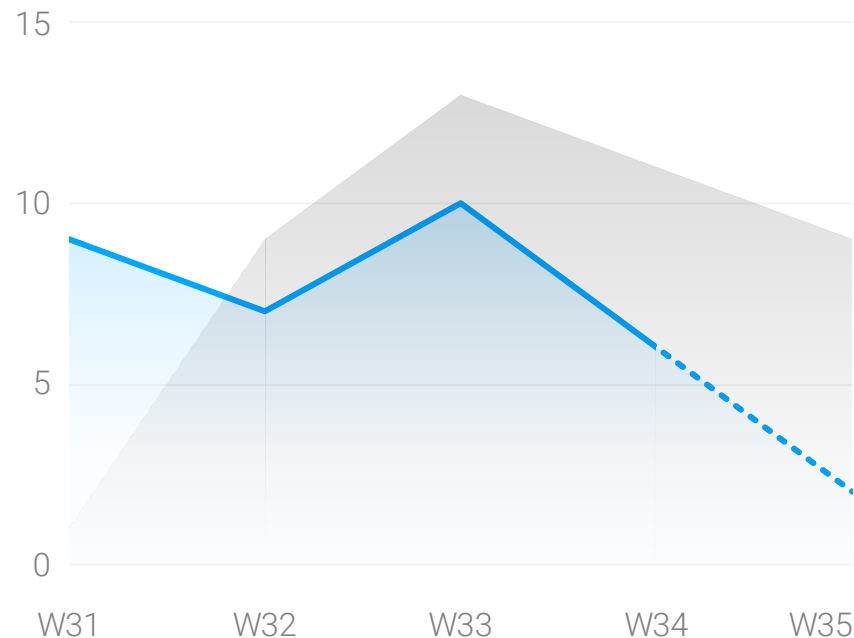
TWEETS

Last Month (Aug 1 - 31) ▾

34

▼ 21%

Compare period: 43



Tweets Previous (Jul 1 - 31)

NET NEW & TOTAL FOLLOWERS

Last Month (Aug 1 - 31) ▾

9

Net New Followers

▼ 40%

Compare period: 15

5,151

Total Followers

0%

Compare period: 5,142

FOLLOWS TO FOLLOWERS RATIO

Last Month (Aug 1 - 31) ▾

10.7%

0%

Compare period: 10.7%

RECENT TWEETS BY LIKES

Last Month (Aug 1 - 31) ▾

Tweet	Last Month Δ
With MCs R-SON and Dolio the Sleuth trading verses, ... (08/18/2021 18:03:36)	14
The temps might be a little hot, but watching the sunset ... (08/07/2021 23:00:21)	11
We think that our town is pure gold, so it only makes ... (08/13/2021 19:00:42)	10
DYK the Black Bass Lake stone dam dates back to 1894 ... (08/19/2021 16:02:20)	9
Here in Eureka, art doesn't just live in our galleries. ... (08/26/2021 16:02:11)	8

RECENT TWEETS BY RETWEETS

Last Month (Aug 1 - 31) ▾

Tweet	Last Month Δ
With MCs R-SON and Dolio the Sleuth trading verses, ... (08/18/2021 18:03:36)	4
Staying at #LakeShoreCabins offers visitors all the ... (08/14/2021 13:00:38)	2
Say hello to the #ThorncrownChapel. Because of the ... (08/13/2021 00:00:25)	2
DYK the Black Bass Lake stone dam dates back to 1894 ... (08/19/2021 16:02:20)	2
You know what they say, you never paddle the same river ... (08/16/2021 19:01:13)	2

Twitter experienced an increase in impressions during the month of August.

The top engaged post was a post about the Thorncrown Chapel.

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

NOTE FROM SEP 13 10:23 PM



Eng: 30

NOTE FROM SEP 13 10:27 PM

Impression: 598

NOTE FROM SEP 13 10:27 PM


Retweets: 1

NOTE FROM SEP 13 10:27 PM

Likes: 11

NOTE FROM SEP 13 10:27 PM

 **Eureka Springs**
August 7, 2021 7:00 PM(UTC-04:00)   

The temps might be a little hot, but watching the sunset from a [@SUPOutfitters](#) paddleboard is pretty cool.  [#EurekaSprings](#)



 11 · [Like](#)  1 · [Retweet](#)

Imp :807

NOTE FROM SEP 13 10:28 PM

Eng: 21

NOTE FROM SEP 13 10:28 PM


Likes: 9

NOTE FROM SEP 13 10:28 PM

Retweets:2

NOTE FROM SEP 13 10:28 PM

 **Eureka Springs**
[@Eureka_Springs](#) 

DYK the Black Bass Lake stone dam dates back to 1894 and is one of the oldest still standing in the Ozarks?  [#EurekaSprings](#)



12:02 PM · Aug 19, 2021 · Agorapulse app



Top Performing Facebook Post

Organic Reach: 15024

NOTE FROM SEP 13 10:29 PM

Engaged Users 1076

NOTE FROM SEP 13 10:29 PM

Post Clicks 194

NOTE FROM SEP 13 10:30 PM

 **Eureka Springs, Arkansas**
August 13, 2021 7:02 PM(UTC-04:00)



Just popping on your feed to wish you a good night from Downtown Eureka Springs. ✨

 ar_trendsetter



  834 · Like

 36 Comments

Organic Reach: 21648

NOTE FROM SEP 13 10:30 PM

Engaged Users: 979

NOTE FROM SEP 13 10:30 PM

Post Clicks: 382

NOTE FROM SEP 13 10:31 PM

 **Eureka Springs, Arkansas**
August 20, 2021 5:02 PM(UTC-04:00)



What's more of a treat? Basin Park Hotel 's Fried Huckleberry Pie with Huckleberry ice cream or the view from The Balcony Bar? 🍪🍦

 sharongavin789



    537 · Like

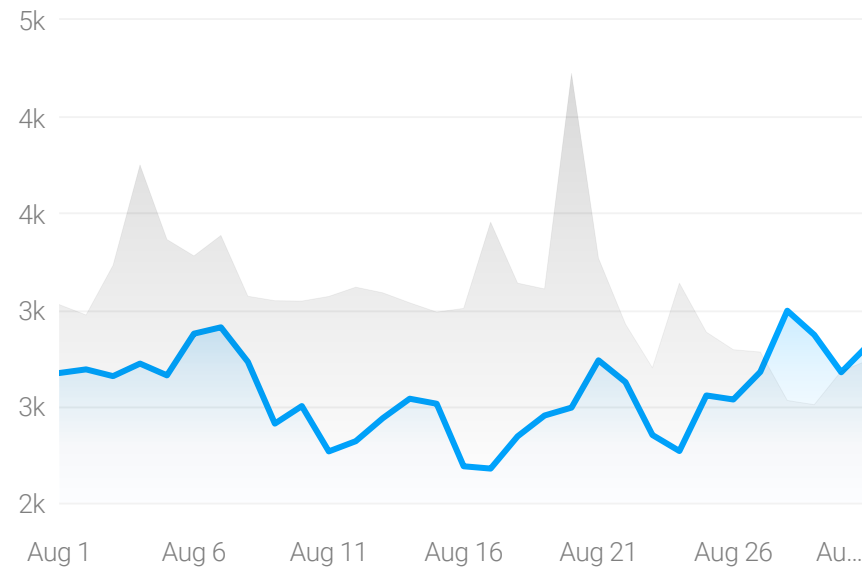
 78 Comments



SESSIONS

Last Month (Aug 1 - 31) ▾

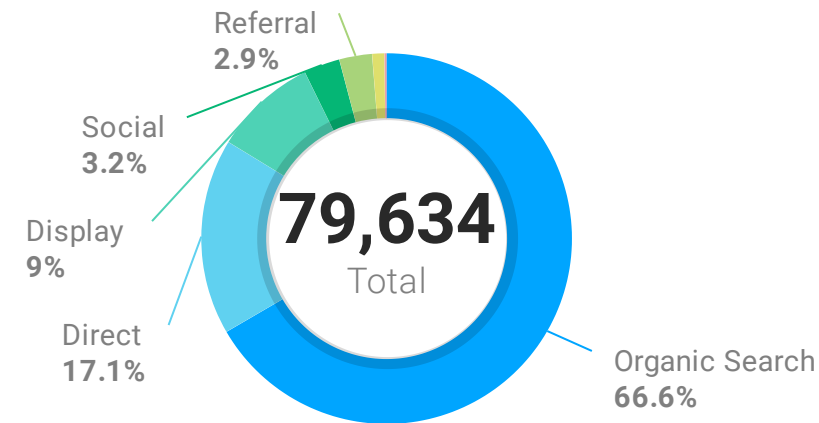
79,634 ▼ 16%
Compare period: 95,314



Sessions Compare period (Jul 1 - 31)

SESSIONS BY CHANNEL

Last Month (Aug 1 - 31) ▾



AUDIENCE OVERVIEW

Last Month (Aug 1 - 31) ▾

Metrics	Last Month	Δ
Users	62,802	▼ 17%
Sessions	79,634	▼ 16%
% New Sessions	76.17%	▲ 2%
Pages / Sessions	3.24	▲ 1%
Avg Session Duration	2m 36s	▼ 2%
Bounce Rate	55.88%	▼ 1%
Pageviews	258.2k	▼ 16%

USERS BY REGION

Last Month (Aug 1 - 31) ▾

Metrics	Last Month	Δ
Texas	10,841	▼ 24%
Arkansas	9,839	▼ 19%
Missouri	9,705	▼ 10%
Oklahoma	7,005	▼ 23%
Kansas	4,909	▼ 19%
Illinois	2,886	▼ 18%
Virginia	2,264	▲ 144%
North Carolina	1,721	▲ 11%
Tennessee	1,590	▼ 41%
District of Columbia	1,512	▲ 84%
Colorado	1,402	▼ 25%
California	979	▼ 3%
Louisiana	964	▼ 28%

TOP PAGES BY PAGEVIEWS

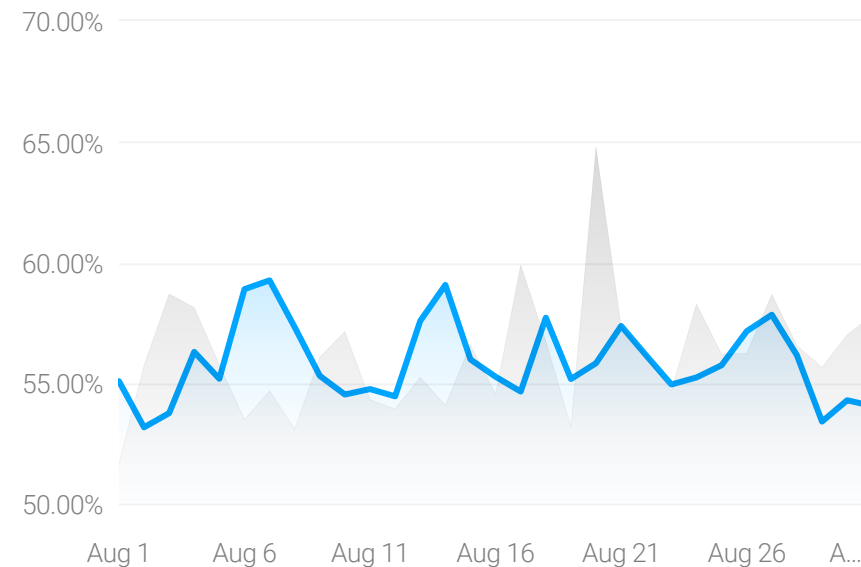
Last Month (Aug 1 - 31) ▾

Metrics	Last Month	Δ
/	28,187	▼ 23%
/attractions/	18,896	▼ 22%
/things-to-do/	11,284	▲ 32%
/covid-19-updates-for-eureka-springs/	10,198	▲ 12%
/10-things-to-do-in-eureka-springs-you-dont-want-to-miss/	9,126	▼ 24%
/lodging/cabins-cottages/	7,425	▼ 10%

BOUNCE RATE

Last Month (Aug 1 - 31) ▾

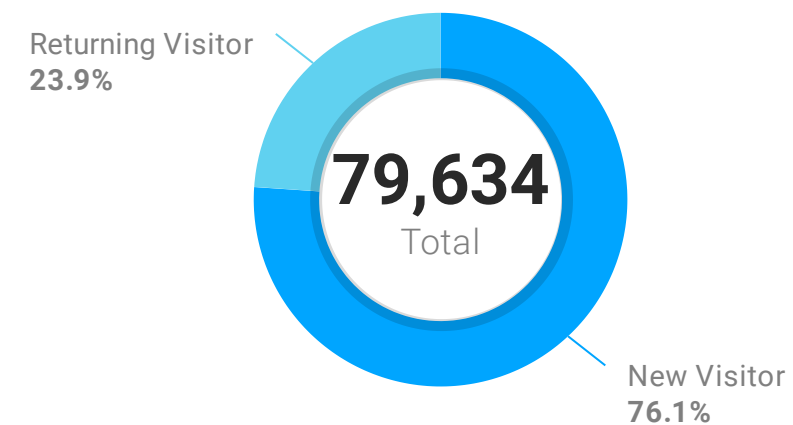
55.88% ▼ 1%
Compare period: 56.32%



Bounce Rate (QB) Compare period (Jul 1 - 31)

SESSIONS BY NEW VS RETURNING

Last Month (Aug 1 - 31) ▾



National Public Relations Services

August Summary

PR Activities and Outreach

- Continued proactive outreach to top-tier national publications, keeping seasonality and safe travel at forefront of messaging.
- HARO outreach: haunted hotels, LGBTQ friendly accommodations, best fall foliage destinations, best unique hotels in September
- Pitched Labor Day activities, fishing, fall travel and mountain biking in Eureka Springs to national media to encourage group and weekday travel.
- Pitched fall recreation to Elevation Outdoors.
- Liaised with Tracey Minkin (Southern Living), Aly Walansky (Freelance), Dennis Heinze (AAA Explorer), Aleksandra Jovicic (FishingBooker) and Maryn Liles (Parade).
- Drafted and distributed press release announcing director of tourism hire to crafted distribution list of regional and national media.
- Assisted in updating the website media page to reflect Paradise as the media contact.
- Updated boilerplate for inclusion in evergreen media kit materials.
- Continued to promote Eureka Springs within target drive markets and national airlift markets.
- Continued to position and pitch Eureka Springs as an "open-air hidden gem", aligning with travelers' desire for spacious, safe destinations as COVID-19 variants emerge.
- Continued to develop pitch material for mountain biking, end-of-summer trips and human interest stories from the locals this summer/fall.
- Reviewed ESCA Fall Calendar of Events for potential promotion.
- Virtually attended 8/25 CAPC Meeting/Workshop.
- Participated in bi-weekly PR calls.



Meltwater Clips

August Summary

August 2021 Publicity (based on Meltwater clips)

- Estimated Impressions: 252,329.603
- Estimated Media Value: \$2,334,048.84

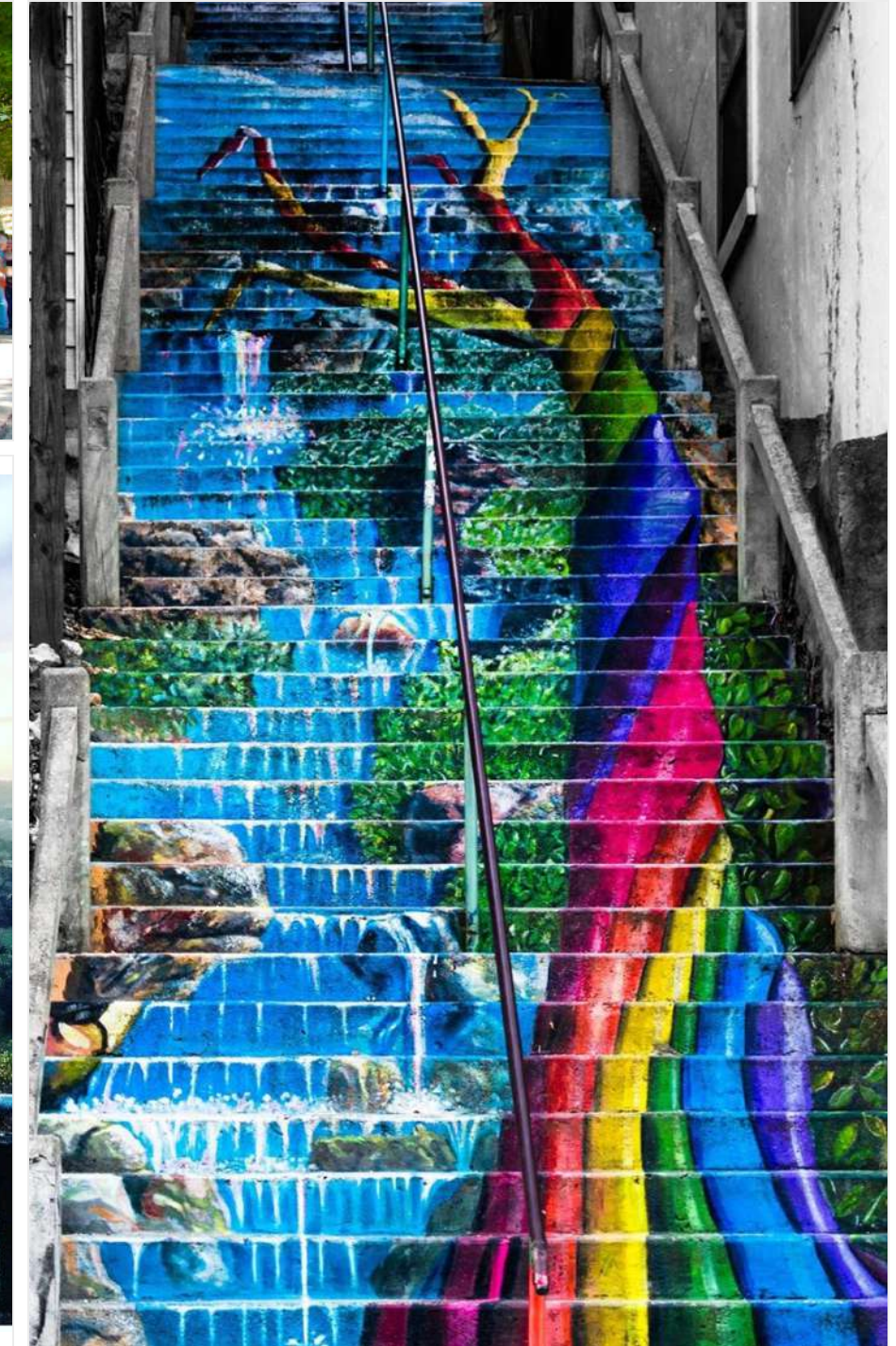
January 2021 - August 2021 Publicity (based on Meltwater clips)

- Estimated Impressions: 2,035,301,710
- Estimated Media Value: \$18,826,541.63

Full August 2021 Meltwater Clip Report

Link to Report: https://sharable-dashboard.meltwater.com/sharable_dashboard/569409a34fb1833d4294d413/5251724d-fb40-4199-b145-25d2dcb8a5af

Password: paradise





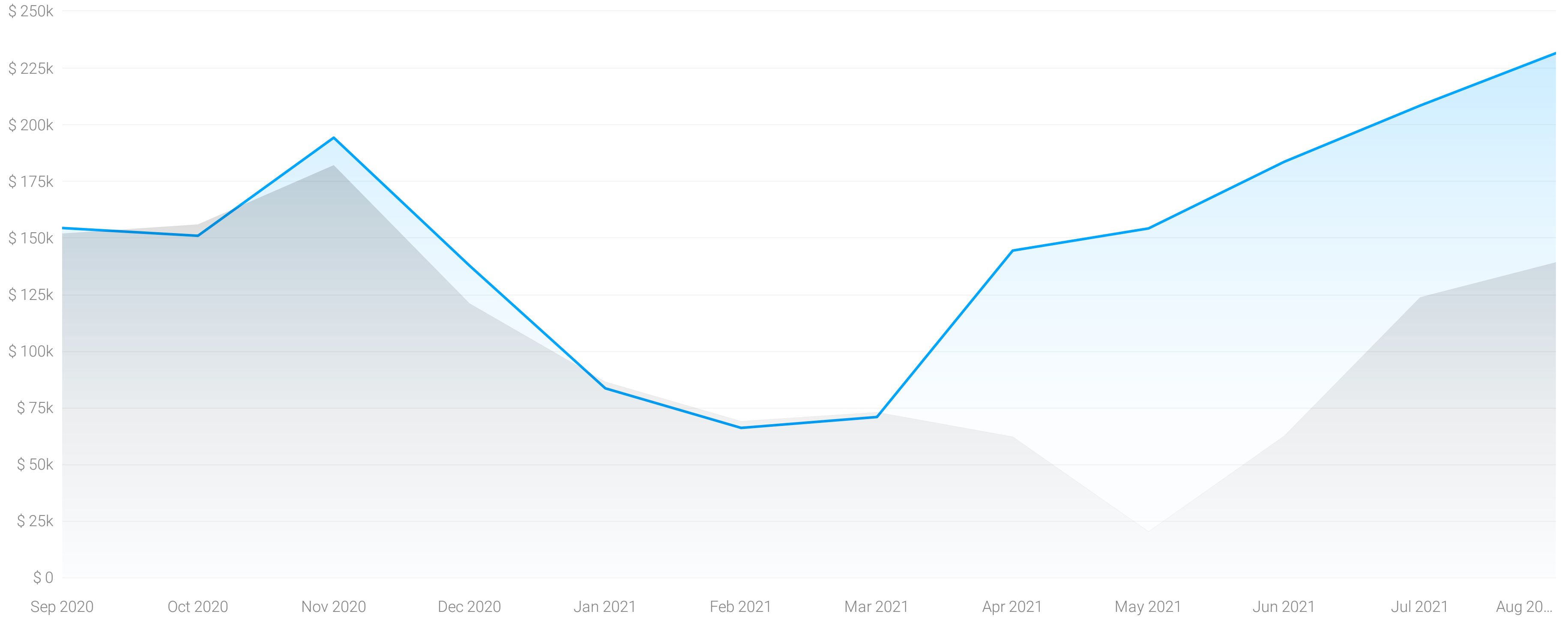
TOURISM TAX COLLECTED

Last 12 months (2020 Sep - 2021 Aug) ▾

\$ 231.5k

▲ 66%

Compare period: \$ 139.1k



Tourism Tax Collected

Previous period (2019 Sep - 2020 Aug)