

PARADISE



Monthly Report: February 2021

Client: Eureka Springs

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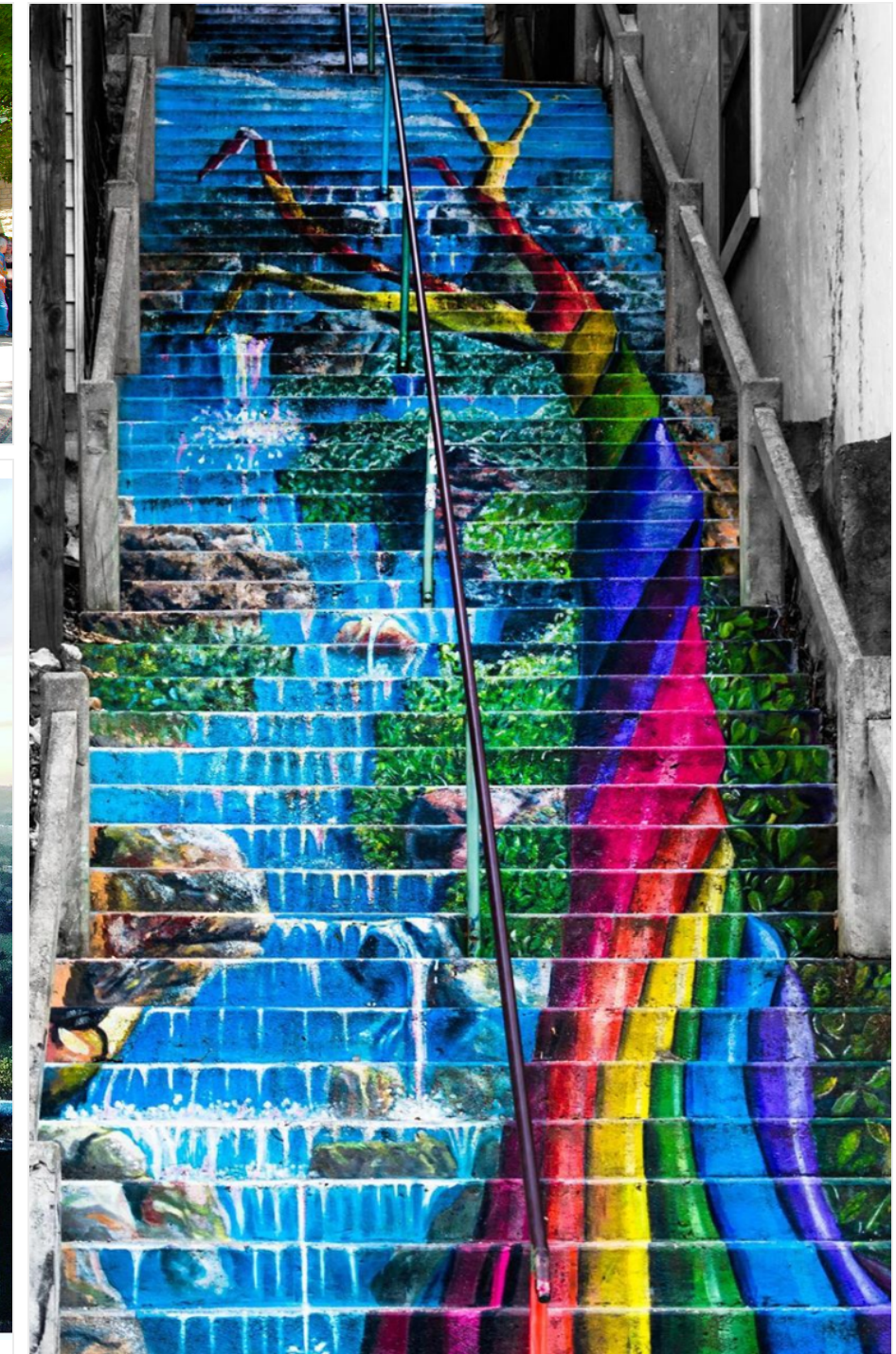
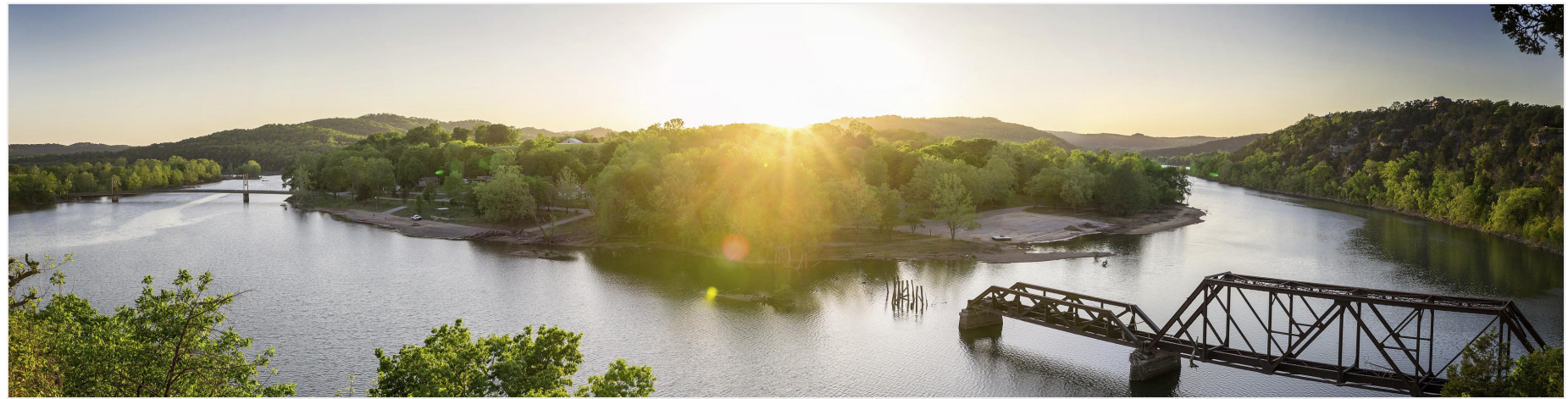
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*Note: Eureka Springs Data Depot reports were set up in mid-May. Therefore, some of the data sets included in this report only reflect since that time.

** Advertising & Marketing Services**

February Summary

- Agency, presented the FY21 Q1 & Q2 Marketing Plan to the CAPC Staff.
- Agency finalized the FY21 Annual Content calendar and presented to the client.
- Agency conducted 50+ in-person meetings with CAPC Commission board members, Eureka Springs Chamber, Heart of Eureka Springs Merchants, and Community Collectors/Stakeholders.
- Agency presented an in-person Marketing Update Presentation at CAPC February Board Meeting.
- Agency attended the CAPC Partner Meeting and provided the client an update on initiatives.
- Agency currently developing the Creative Assets Conceptualization list for upcoming photoshoots in late May/early June and late October/November
- Agency attended the CAPC Partner Meeting(s) and provided the client an update on initiatives.
- Agency conducted and planned on-going National Public Relations services for FY21.
- Agency planned date to present FY21 Q1 & Q2 Marketing Plan to CAPC Board (March 10th CAPC Workshop).
- 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

February Summary

There are no results to show for February. The FY21 campaign started on 3/1 with Expedia, Sojern, and Division-D. We will be reporting those results next month.

VIDEO COMPLETION RATE

Last Month (Feb 1 - 28) ▾

-

TOTAL MEDIA SPEND Last Month (Feb 1 - 28) ▾

\$ 0.00

TOTAL IMPRESSIONS Last Month (Feb 1 - 28) ▾

0

TOTAL CLICKS Last Month (Feb 1 - 28) ▾

0

IMPRESSIONS Last Month (Feb 1 - 28) ▾

-

Fe... Feb 4 Feb 7 Feb 10 Feb 13 Feb 16 Feb 19 Feb 22 Feb 25 Fe...

Impressions (QB) Previous (Jan 1 - 31)

CAMPAIGNS OVERVIEW Last Month (Feb 1 - 28) ▾

#	NAME	SPEND	IMPRESSIONS
🚫		-	-

No ads ran during the month of February.

POST ENGAGEMENT Last Month (Feb 1 - 28) ▾

-

Fe... Feb 4 Feb 7 Feb 10 Feb 13 Feb 16 Feb 19 Feb 22 Feb 25 Fe...

Post Engagement (QB) Previous (Jan 1 - 31)

CTR BY CAMPAIGN Last Month (Feb 1 - 28) ▾

Metrics	Last Month	Δ
	-	

CLICK OVERVIEW Last Month (Feb 1 - 28) ▾

- **\$ 0.64**
Clicks CPC

ACCOUNT ACTIVITY

Last Month (Feb 1 - 28) ▾

Metrics	Last Month	Δ
Profile Visits	1,587	▼ 11%
Reach	74,212	▼ 5%
Impressions	98,862	▼ 6%
Website Clicks	55	▼ 18%
Get Directions Clicks	0	
Phone Call Clicks	0	
Text Message Clicks	0	

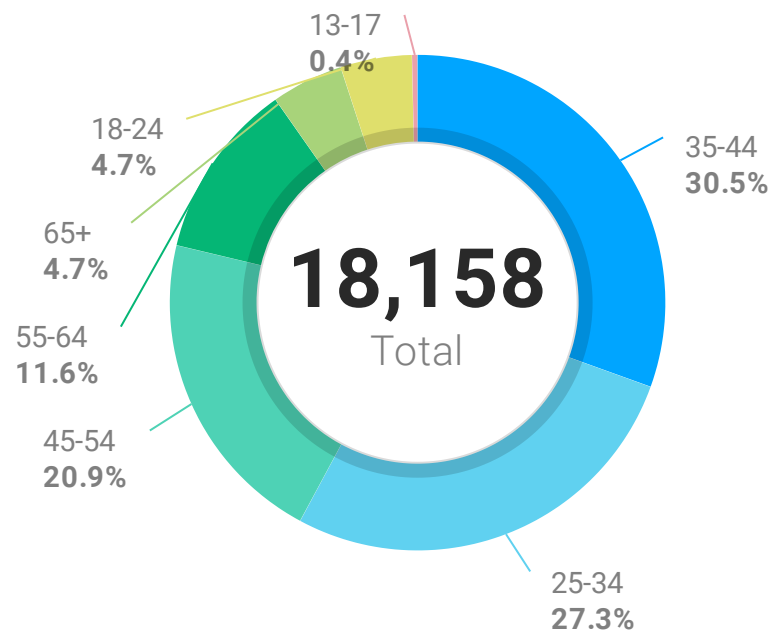
FOLLOWERS BY CITY

Last Month (Feb 1 - 28) ▾

Metrics	Last Month	Δ
Fayetteville, Arkansas	942	▼ 7%
Little Rock, Arkansas	674	▼ 1%
Tulsa, Oklahoma	579	▲ 1%
Eureka Springs, Arkansas	576	▲ 1%
Bentonville, Arkansas	535	▲ 3%
Rogers, Arkansas	529	▲ 2%
Oklahoma City, Oklahoma	514	▲ 4%

FOLLOWERS BY AGE GROUP

Last Month (Feb 1 - 28) ▾



TOP POSTS BY LIKES

Month to Date (Mar 1 - 16) ▾

Metrics	Month to date	Δ
Shades of fall ... (11/06 /2020 02:18:51)	2,527	0%
Snow day! ❄️❄️ #EurekaSprings #Arkansas #VisitArkansas...	2,430	0%
Eureka Springs is open for business! Have you had a great experience...	2,146	0%
If you are planning a road trip to Eureka Springs, Thorncrown Chapel is...	1,772	0%
Spread holiday cheer by supporting the local #EurekaSprings...	1,697	0%
Snowy views ... (12/16 /2020 00:50:55)	1,695	0%
Bringing a little of Eureka Springs' beauty to you this evening! ... (09/12...	1,620	0%
A little sunshine goes a long way ... (08/22/2020)	1,529	0%

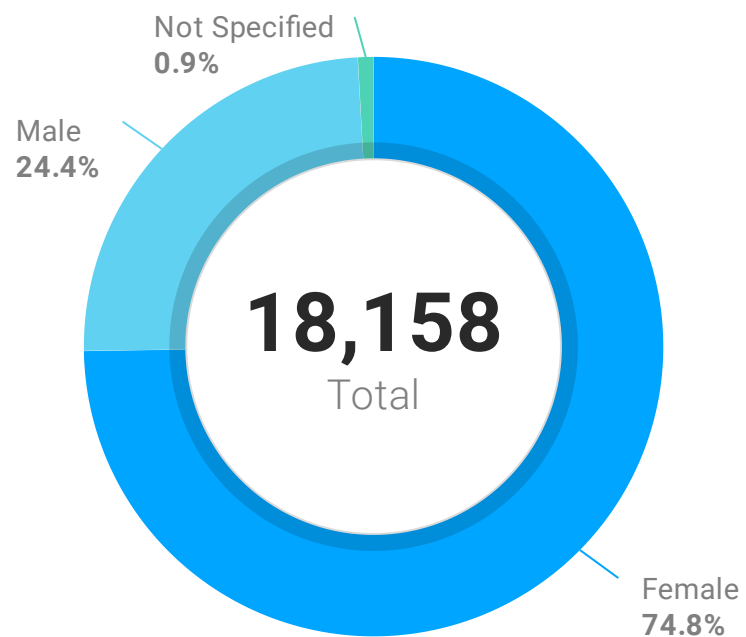
FOLLOWER OVERVIEW

Last Month (Feb 1 - 28) ▾

307 **21,596**
 New Followers **▲ 10%** (278) **Total Followers** **▲ 1%** (21,289)

FOLLOWERS BY GENDER

Last Month (Feb 1 - 28) ▾



NEW POSTS BY LIKES

Last Month (Feb 1 - 28) ▾

Metrics	Last Month	Δ
We really enjoy our quaint but beautiful city. How about you? ... (02/09/2021 01:30:19)	1,490	
Hello February! ❤️❤️ ... (02/01/2021 21:40:10)	1,240	
Good morning! View from Spring Street captured by @andyskyephoto... (02/06/2021 14:06:33)	1,163	
Discover more views like this one. ... (02/05 /2021 00:23:24)	1,021	
We don't know about you, but we are	423	

PAGE ENGAGEMENTS

Last Month (Feb 1 - 28) ▾

-

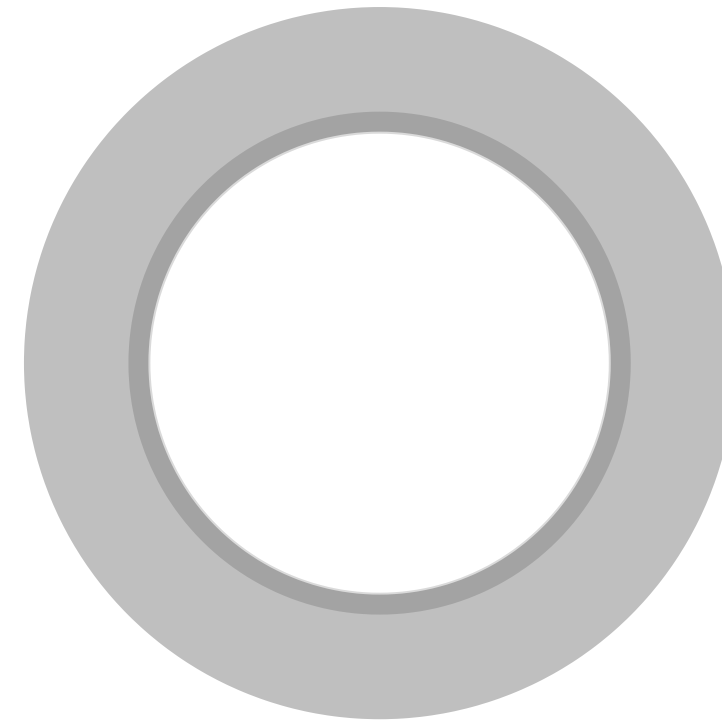
Feb 1 Feb 6 Feb 11 Feb 16 Feb 21 Feb 26

Page Engagements Compare period (Jan 1 - 31)

PAGE SUMMARY Last Month (Feb 1 - 28) ▾

Metric	Last Month	Δ
New Page Likes	-	
Total Page Likes	-	
Comments	-	
Shares	-	
Video views	-	

FOLLOWERS BY AGE GROUPS All Time ▾



FOLLOWERS BY CITY All Time ▾

Metric All Time

-

ORGANIC POST REACH

Last Month (Feb 1 - 28) ▾

-

Feb 1 Feb 6 Feb 11 Feb 16 Feb 21 Feb 26

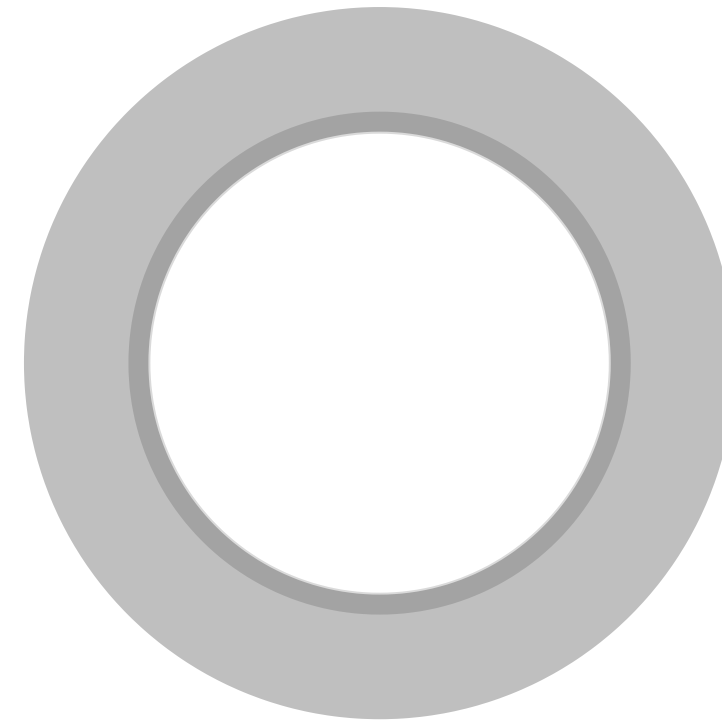
Post Reach - Organic Compare period (Jan 1 - 31)

POST ENGAGED USERS BY POST

Last Month (Feb 1 - 28) ▾

Post	Last Month	Δ
	-	

FOLLOWERS BY GENDER All Time ▾



PAGE REACH Last Month (Feb 1 - 28) ▾

-

Fe... Feb 4 Feb 7 Feb 10 Feb 13 Feb 16 Feb 19 Feb 22 Feb 25 Fe...

Page Reach Compare period (Jan 1 - 31)

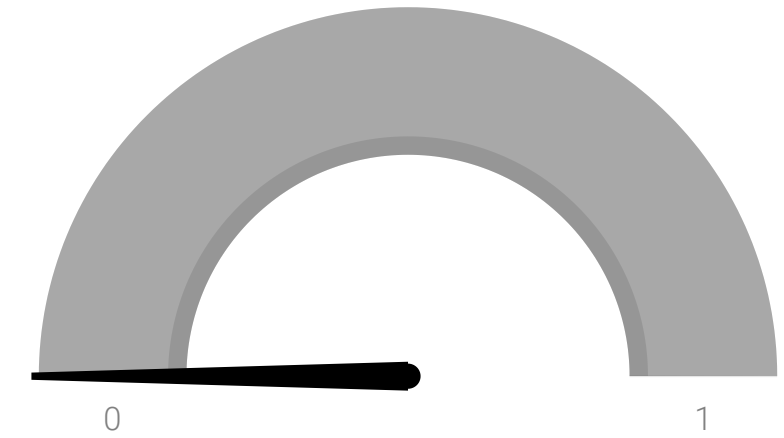
WHEN ARE PEOPLE WATCHING OUR VIDEOS? Last Month (Feb 1 - 28) ▾



Mon Tue Wed Thu Fri Sat Sun
No value 0 1

HOW MANY PEOPLE WATCHED OUR VIDEOS? Last Month (Feb 1 - 28) ▾

-



VIDEO VIEWS Last Month (Feb 1 - 28) ▾

-

Feb 1 Feb 4 Feb 7 Feb 10 Feb 13 Feb 16 Feb 19 Feb 22 Feb 25 Feb...

Video Views Compare period (Jan 1 - 31)

POST VIDEO VIEWS BY PUBLISH DATE Last Month (Feb 1 - 28) ▾

Metrics Last Month Δ

-

AVERAGE VIDEO VIEWS PER PAGE VISIT Last Month (Feb 1 - 28) ▾

-

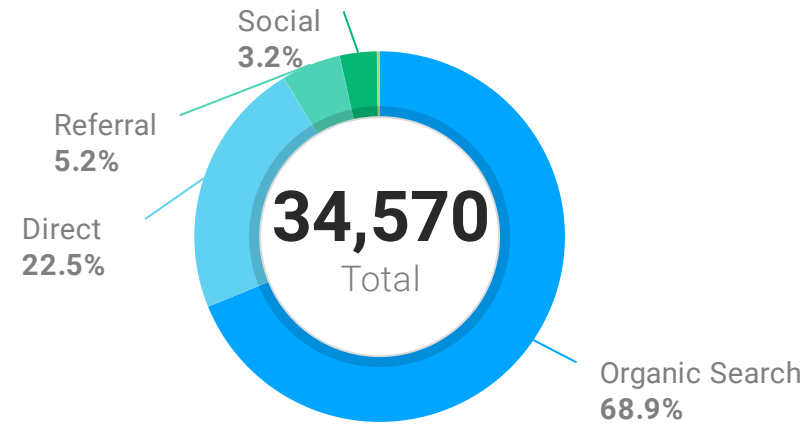
SESSIONS Last Month (Feb 1 - 28) ▾

34,570 ▼ 15%
Compare: 40,568



Sessions Compare period (Jan 1 - 31)

SESSIONS BY CHANNEL Last Month (Feb 1 - 28) ▾



AUDIENCE OVERVIEW Last Month (Feb 1 - 28) ▾

Metrics	Last Month	Δ
Users	28,189	▼ 15%
Sessions	34,570	▼ 15%
% New Sessions	78.83%	0%
Pages / Sessions	3.61	▼ 2%
Avg Session Duration	2m 49s	▼ 2%
Bounce Rate	51.30%	▲ 2%
Pageviews	124.7k	▼ 16%

USERS BY REGION Last Month (Feb 1 - 28) ▾

Metrics	Last Month	Δ
Missouri	4,844	▼ 9%
Texas	4,659	▼ 23%
Arkansas	4,490	▼ 20%
Oklahoma	3,521	▼ 16%
Kansas	1,708	▼ 6%
Illinois	1,390	▼ 15%
Tennessee	842	▼ 20%
Louisiana	562	▼ 23%
Iowa	542	▼ 9%
California	525	▼ 13%
Colorado	460	▼ 16%
Florida	425	▼ 12%
Wisconsin	360	▲ 45%

TOP PAGES BY PAGEVIEWS Last Month (Feb 1 - 28) ▾

Metrics	Last Month	Δ
/	16,562	▼ 19%
/attractions/	7,639	▼ 11%
/lodging/cabins-cottages/	4,904	▼ 26%
/things-to-do/	3,461	▼ 12%
/dining/	3,457	▲ 2%
/10-things-to-do-in-eureka-springs-you-dont-want-to-miss/	2,858	▼ 43%
/activities-calendar/	2,823	▼ 12%

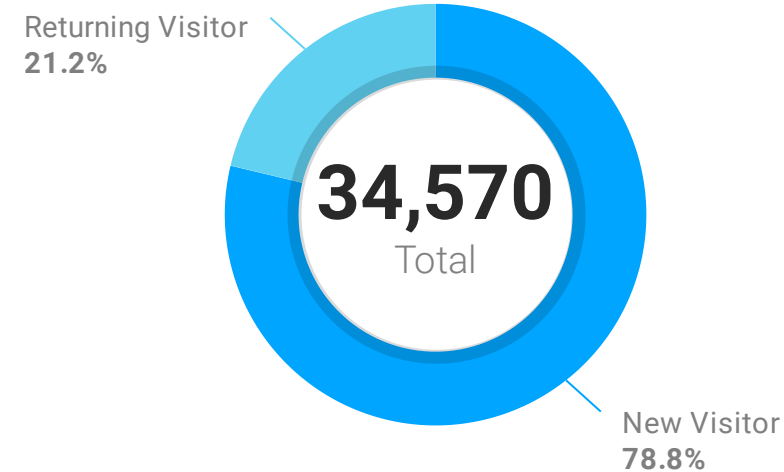
BOUNCE RATE Last Month (Feb 1 - 28) ▾

51.30% ▲ 2%
Compare: 50.39%



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

SESSIONS BY NEW VS RETURNING Last Month (Feb 1 - 28) ▾



** National Public Relations Services **

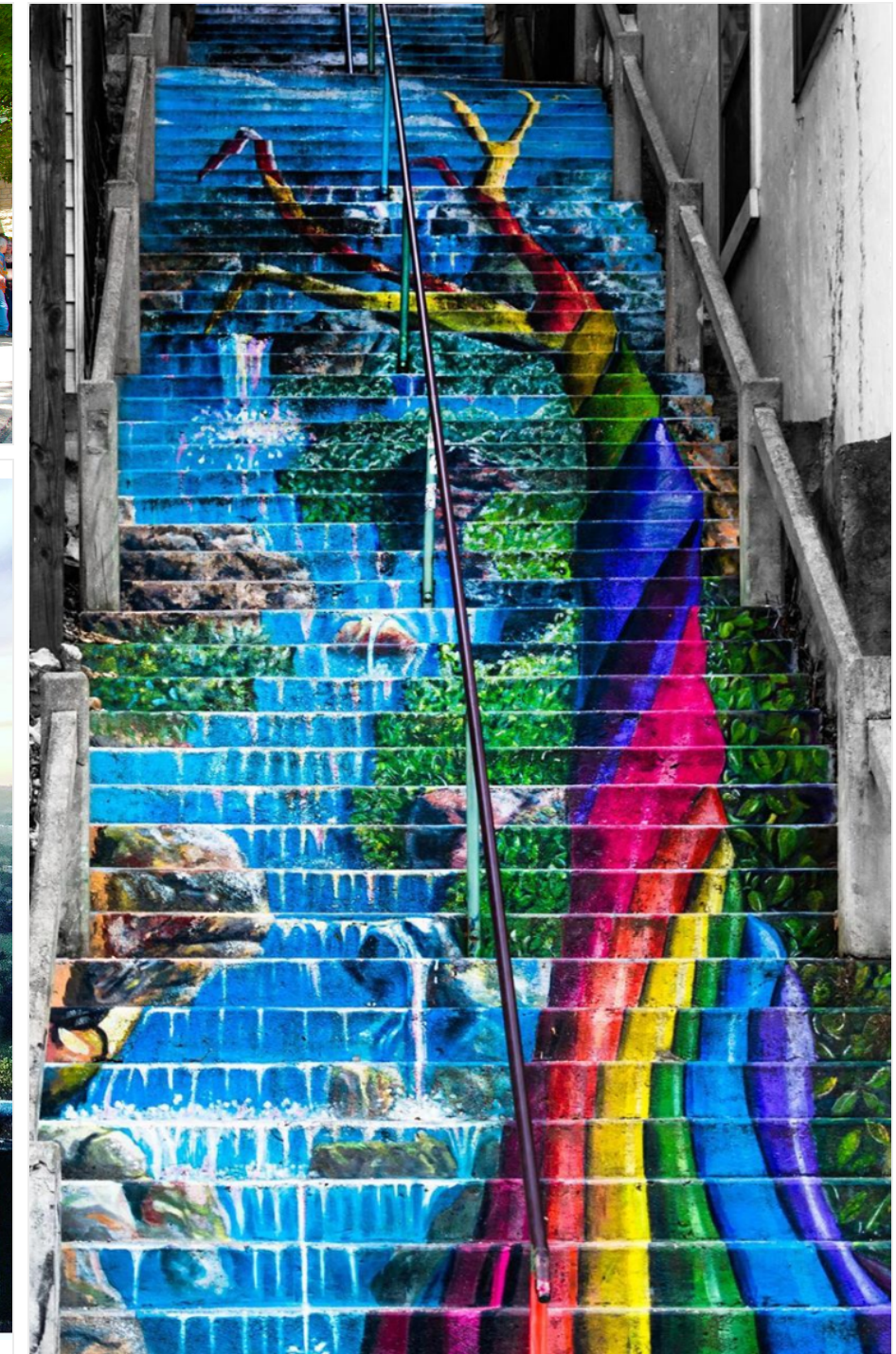
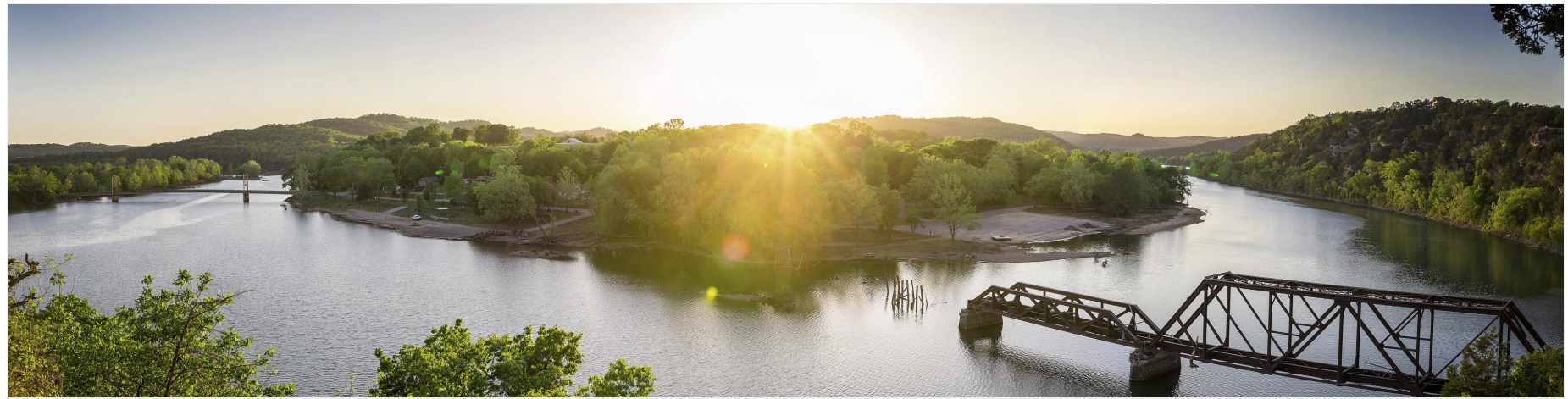
February Summary

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: Kathleen Rellihan, AFAR, Marriott Bonvoy, Newsweek; Mariette Williams, The Points Guy, OpenTable, Parents, T+L. There are two more sessions in March 2021.

PR Activities and Outreach

- Outreach to top-tier national publications to announce partnership and establish relationships
- Followed up with Kathleen Relilhan and Mariette Williams on Eureka Springs specific pitches
- Development of Eureka Springs press kit (evergreen release, fact sheet)
- Drafted boilerplate for client approval
- Developed and presented Q1 & Q2 PR plan
- Created Meltwater account and dashboard with key search terms
- Reviewed visual media library for evergreen image resource (for media kit)
- Identified top-tier national journalists for creation of Meltwater media lists
- Participated in monthly PR calls



**** Meltwater Clips ****
February Summary

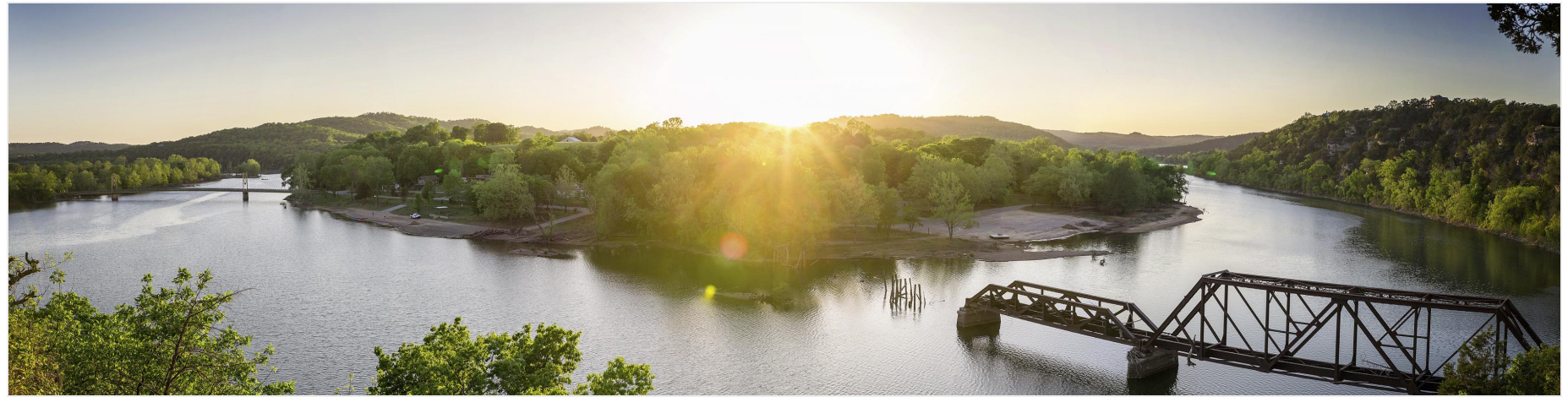
February 2021 Publicity (based on Meltwater clips)

- Estimated Impressions: 179,383,097
- Estimated Media Value: \$1,659.293

Full February 2021 Meltwater Clip Report

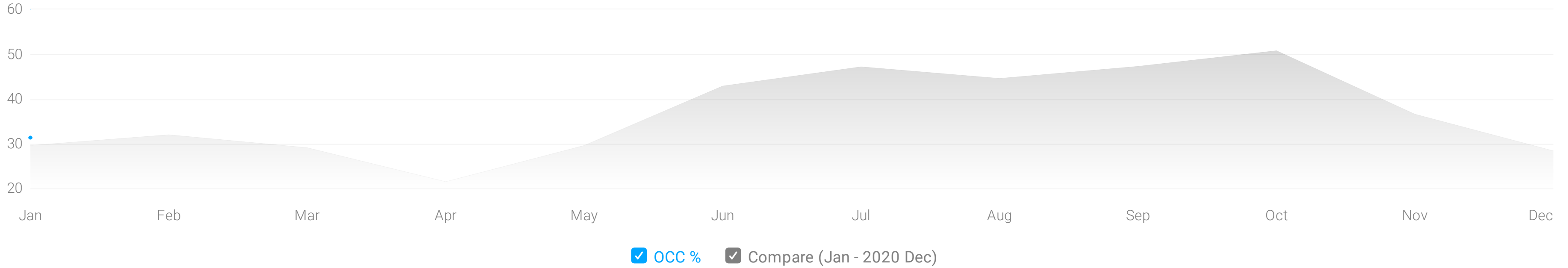
Link to Report: https://sharable-dashboard.meltwater.com/sharable_dashboard/569409a34fb1833d4294d413/63beb3be-7469-4859-9f57-b50b3d009e78

Password: paradise



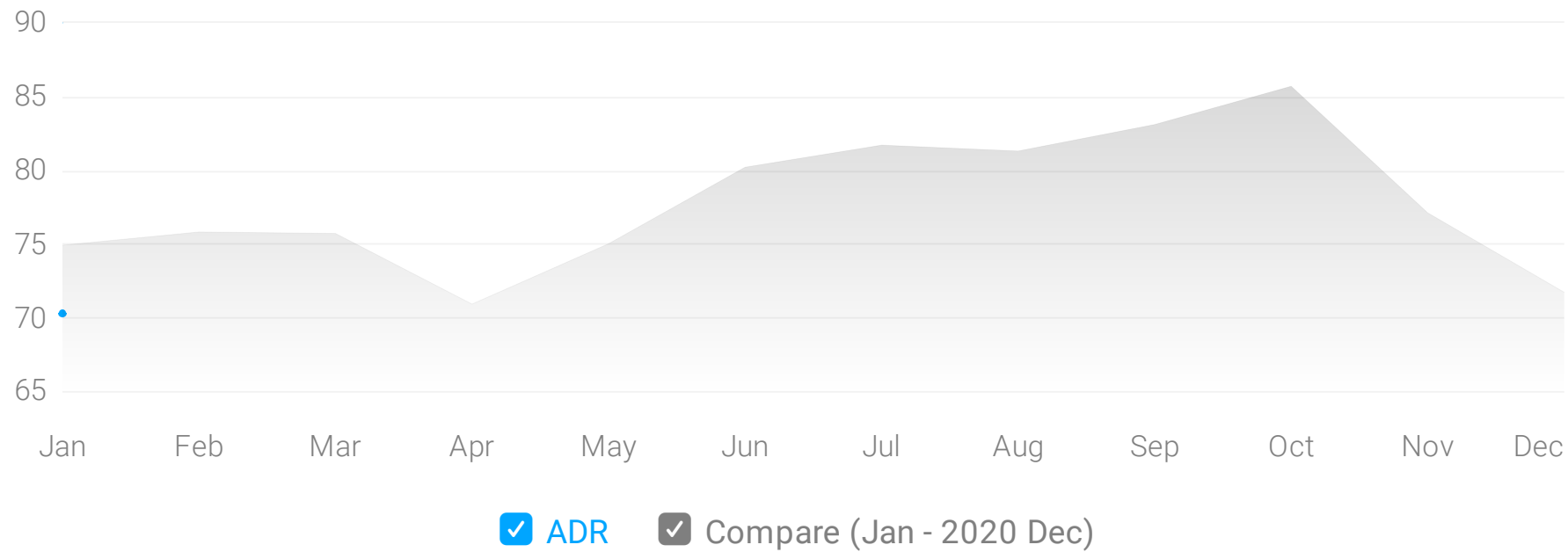
OCC % This Year (Jan - Dec) ▾

37.2% ▼ 5.8%
Compare: 43%



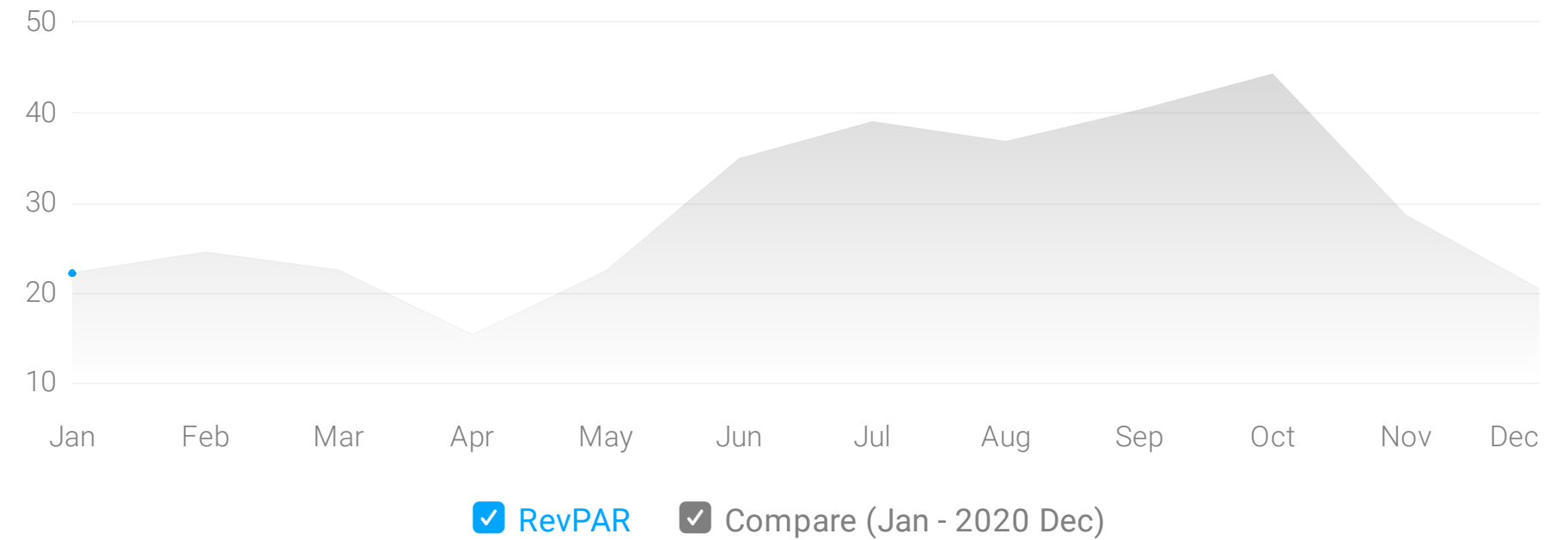
ADR This Year (Jan - Dec) ▾

70.3 ▼ 92%
Compare: 933.1



REVPAR This Year (Jan - Dec) ▾

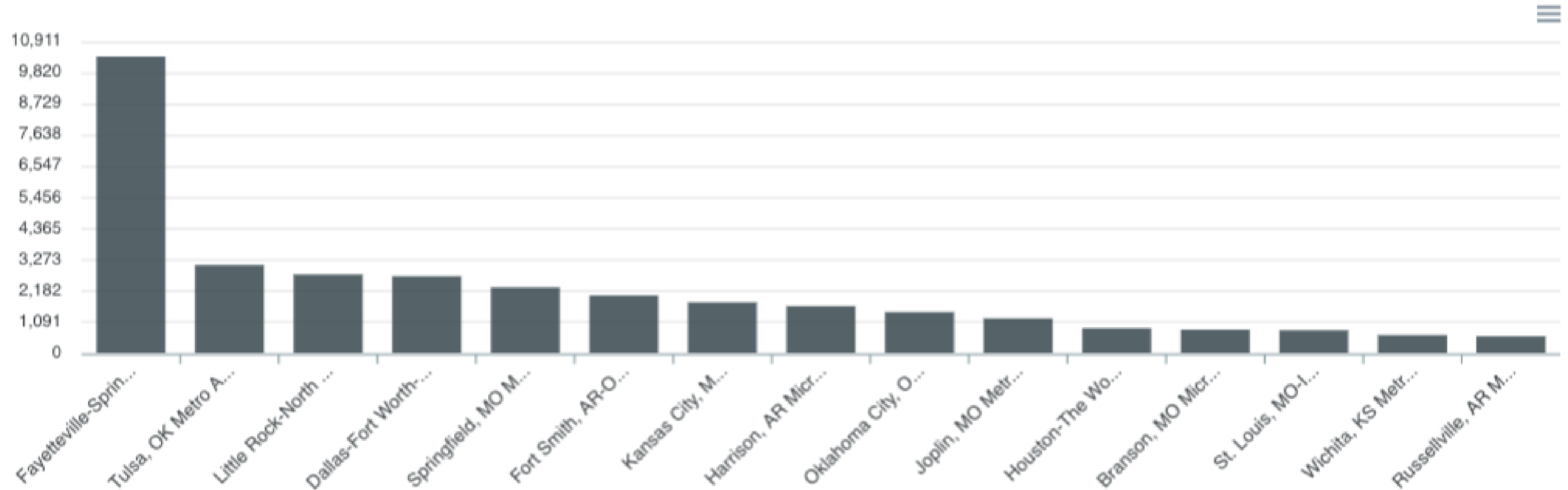
22.2 ▼ 94%
Compare: 351.2



Visit Counts By MSA (Top 15)

January 2021

Visit Counts By MSA (Top 15)



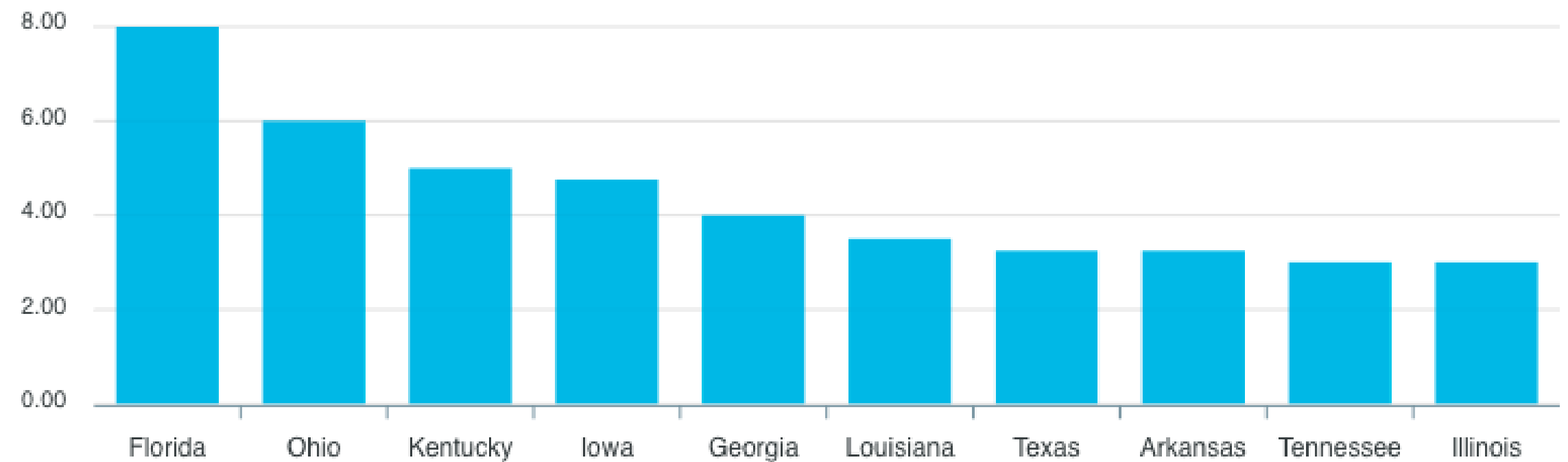
Length of Stay

January 2021

Length of Stay

Visitors from these states tend to stay longer: Florida (8.00 days), Ohio (6.00 days), Kentucky (5.00 days), Iowa (4.75 days), Georgia (4.00 days).

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

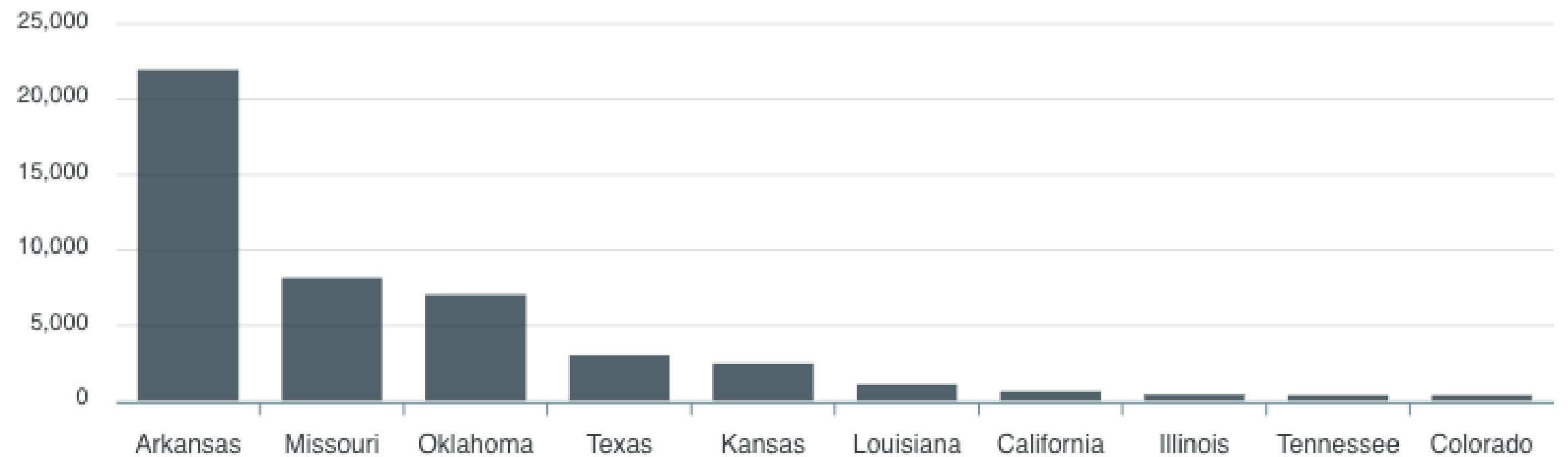


Visitor Origins

January 2021

Visitor Origins

The top five feeder states are Arkansas (21,960), Missouri (8,140), Oklahoma (7,030), Texas (3,020), Kansas (2,470). Which together make up 87% of all visitors.



Top Points of Interest

January 2021

Points of Interest

Top Points of Interest

The top points of interest are Eureka Springs Historical Downtown (28,430), Branson (12,290), Crescent Hotel (8,880), Best Western Inn of the Ozarks (4,540), Christ of the Ozarks (3,980). Which together make up 62% of all visitors to Eureka Springs that also visited the points of interest included in this study.

