

PARADISE



Monthly Report: January 2021

Client: Eureka Springs

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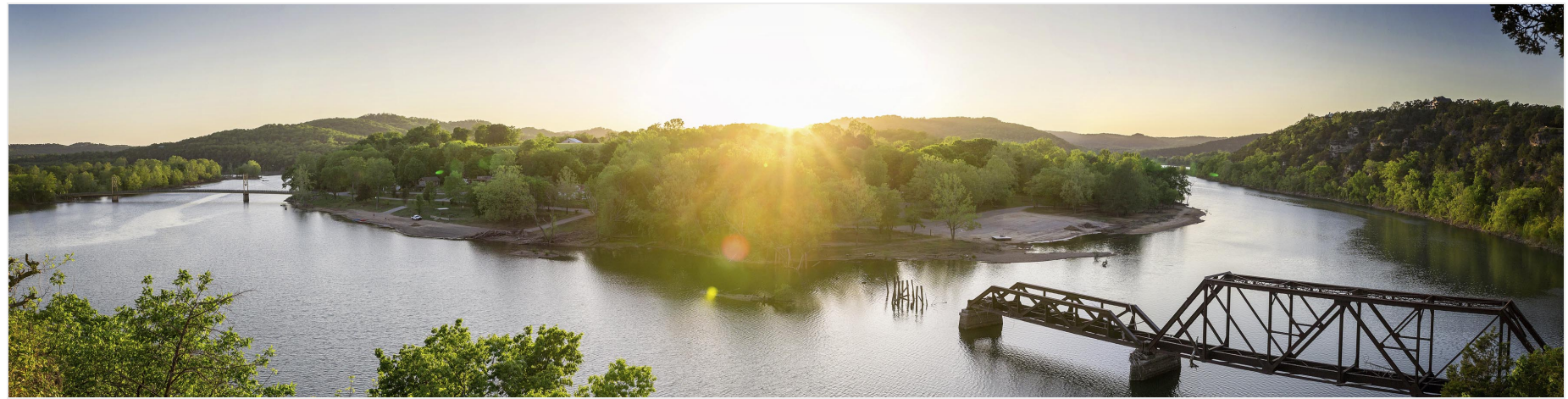
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*Note: Eureka Springs Data Depot reports were set up in mid-May. Therefore, some of the data sets included in this report only reflect since that time.

** Advertising & Marketing Services**

January Summary

- Agency presented the FY21 Q1 & Q2 strategic planning outline to the CAPC.
- Agency, presented the FY21 Q1 & Q2 Marketing Plan Presentation to the CAPC.
- Agency and Client continued developing the blueprint for FY21 content calendar.
- Agency attended the CAPC Partner Meeting and provided the client an update on initiatives.
- Agency and Client finalized new contract for National Public Relations services for FY21.
- Agency received approval for the FY21 Q1 & Q2 Marketing Plan.
- Agency to plan and secure date to present FY21 Q1 & Q2 Marketing Plan to CAPC Staff.
- Agency provided the client with the FY2020 Recap for the Mayors Office.
- Reviewed and prepared an annual recap of 2020 campaigns.
- 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

January Summary

There are no results to show for January. We are currently in the planning process for FY21 Q1 & Q2 and will update our reporting once campaigns resume.

VIDEO COMPLETION RATE

Last Month (Jan 1 - 31) ▾

0%

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

-

TOTAL IMPRESSIONS Last Month (Jan 1 - 31) ▾

-

TOTAL CLICKS Last Month (Jan 1 - 31) ▾

-

IMPRESSIONS Last Month (Jan 1 - 31) ▾

-

Jan 3 Jan 5 Jan 7 Jan 9 Jan 11 Jan 13 Jan 15 Jan 17 Jan 19 Jan 21 Jan 23 Jan 25 Jan 27 Jan 29 Jan 31

Impressions (QB) Previous (Dec 1 - 31, 2020)

CAMPAIGNS OVERVIEW Last Month (Jan 1 - 31) ▾

#	NAME	SPEND	IMPRESSIONS
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0

-

-

No ads ran during the month of January.

POST ENGAGEMENT Last Month (Jan 1 - 31) ▾

-

Jan 3 Jan 5 Jan 7 Jan 9 Jan 11 Jan 13 Jan 15 Jan 17 Jan 19 Jan 21 Jan 23 Jan 25 Jan 27 Jan 29 Jan 31

Post Engagement (QB) Previous (Dec 1 - 31, 2020)

CTR BY CAMPAIGN Last Month (Jan 1 - 31) ▾

Metrics	Last Month	Δ
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-

CLICK OVERVIEW Last Month (Jan 1 - 31) ▾

-

-

Clicks

CPC

ACCOUNT ACTIVITY

Last Month (Jan 1 - 31) ▾

Metrics	Last Month	Δ
Profile Visits	1,779	▼ 37%
Reach	77,955	▼ 56%
Impressions	105.4k	▼ 56%
Website Clicks	67	▼ 61%
Get Directions Clicks	0	
Phone Call Clicks	0	
Text Message Clicks	0	

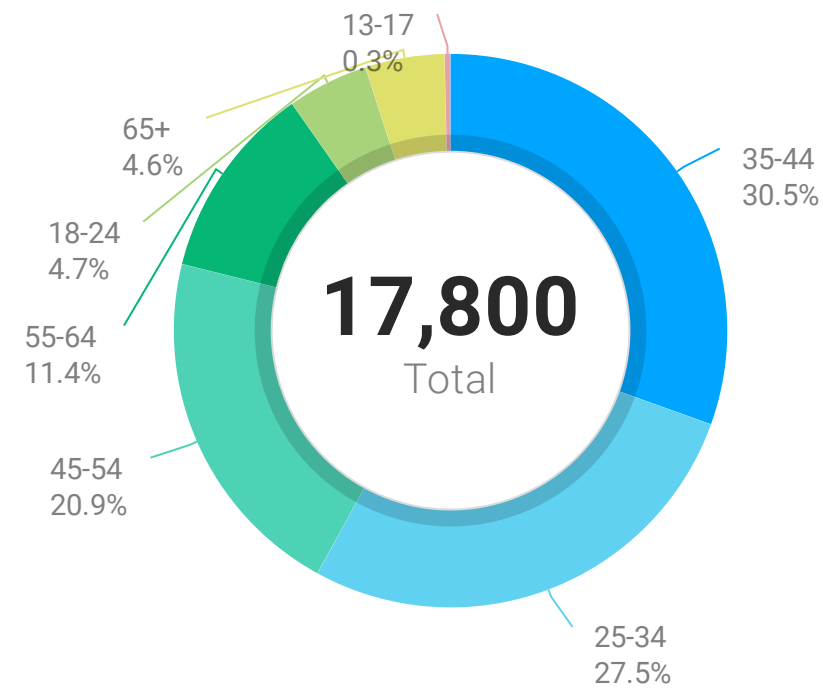
FOLLOWERS BY CITY

Last Month (Jan 1 - 31) ▾

Metrics	Last Month	Δ
Fayetteville, Arkansas	1,008	▲ 3%
Little Rock, Arkansas	682	▼ 2%
Eureka Springs, Arkansas	572	▼ 9%
Tulsa, Oklahoma	571	▼ 6%
Rogers, Arkansas	518	▼ 22%
Bentonville, Arkansas	517	▲ 21%
Oklahoma City, Oklahoma	495	▲ 3%

FOLLOWERS BY AGE GROUP

Last Month (Jan 1 - 31) ▾



TOP POSTS BY LIKES

Month to Date (Feb 1 - 15) ▾

Metrics	Month to date	Δ
Shades of fall ... (11/06 /2020 02:18:51)	2,530	0%
Snow day! ❄️ #EurekaSp rings #Arkansas #VisitArk ansas #ExploreArkan...	2,432	0%
Eureka Springs is open for business! Have you had a great experience with on...	2,147	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...	1,698	0%
Snowy views ... (12/16 /2020 00:50:55)	1,689	0%
Bringing a little of Eureka Springs' beauty to you this evening! ... (09/12/2020...	1,620	0%
A little sunshine goes a long way ... (08/22/2020)	1,531	▼ 1%

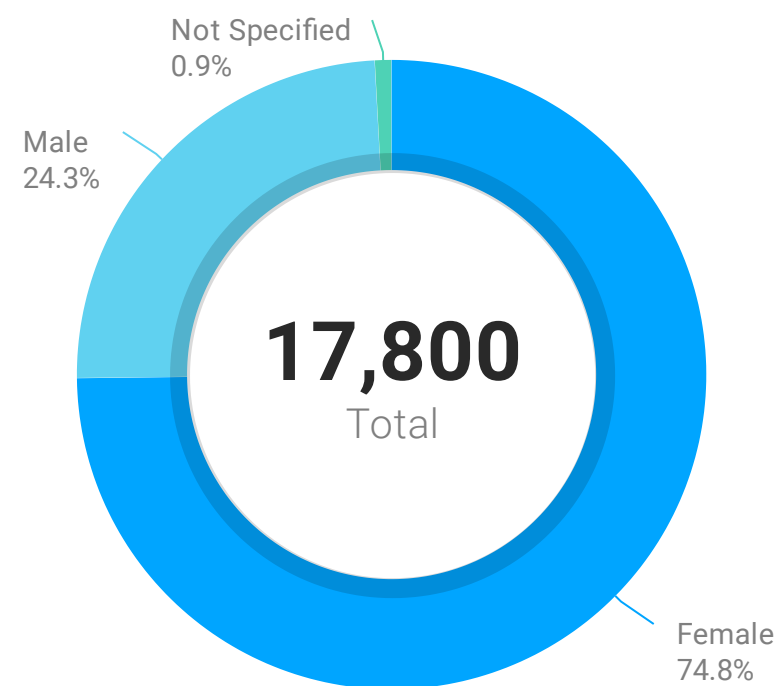
FOLLOWER OVERVIEW

Last Month (Jan 1 - 31) ▾

278 **21,289**
 New Followers **▼ 36%** (434)
 Total Followers **▲ 1%** (21,011)

FOLLOWERS BY GENDER

Last Month (Jan 1 - 31) ▾



NEW POSTS BY LIKES

Last Month (Jan 1 - 31) ▾

Metrics	Last Month	Δ
No time like the present to plan your 2021 visit to Eureka Springs. Visit the link in our profile to request a vacation guide or view ...	1,026	
Get outside and breathe that fresh air! ... (01/28/2021 23:23:43)	895	
Experience the magic of a quiet winter stroll down Spring Street ... (01/12/2021 00:56:36)	847	
Here's to experiencing a lot more views like this in 2021! ... (01/05/2021 01:40:05)	713	
January 26th is National #PlanForVacatio	460	

PAGE ENGAGEMENTS

Last Month (Jan 1 - 31) ▾

-

Jan 3 Jan 5 Jan 7 Jan 9 Jan 11 Jan 13 Jan 15 Jan 17 Jan 19 Jan 21 Jan 23 Jan 25 Jan 27 Jan 29 Jan 31

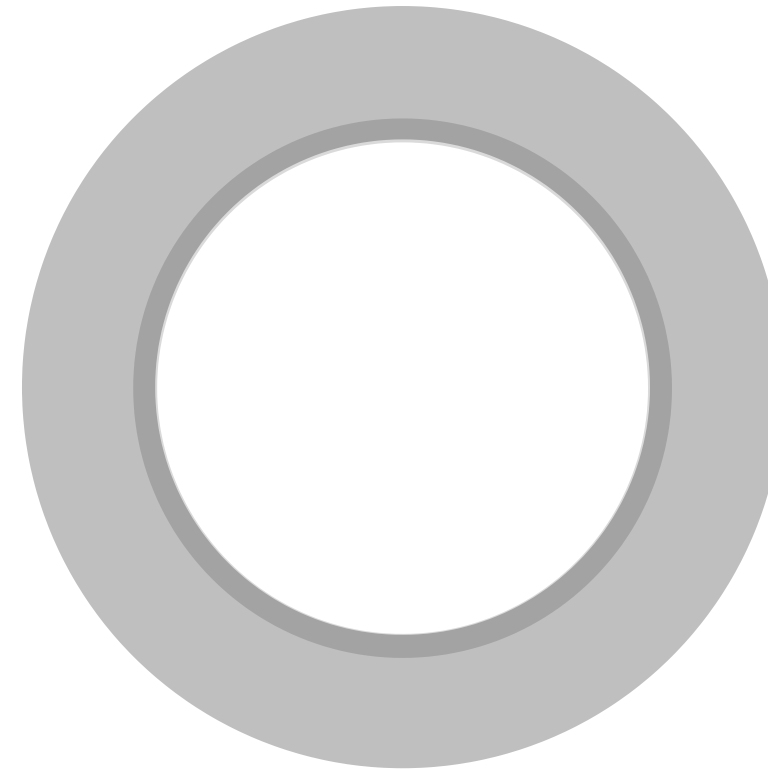
Page Engagements

Compare period (Dec 1 - 31, 2020)

PAGE SUMMARY Last Month (Jan 1 - 31) ▾

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 (Jan 1 - 31) ▾

-

Jan 3 Jan 5 Jan 7 Jan 9 Jan 11 Jan 13 Jan 15 Jan 17 Jan 19 Jan 21 Jan 23 Jan 25 Jan 27 Jan 29 Jan 31

Post Reach - Organic

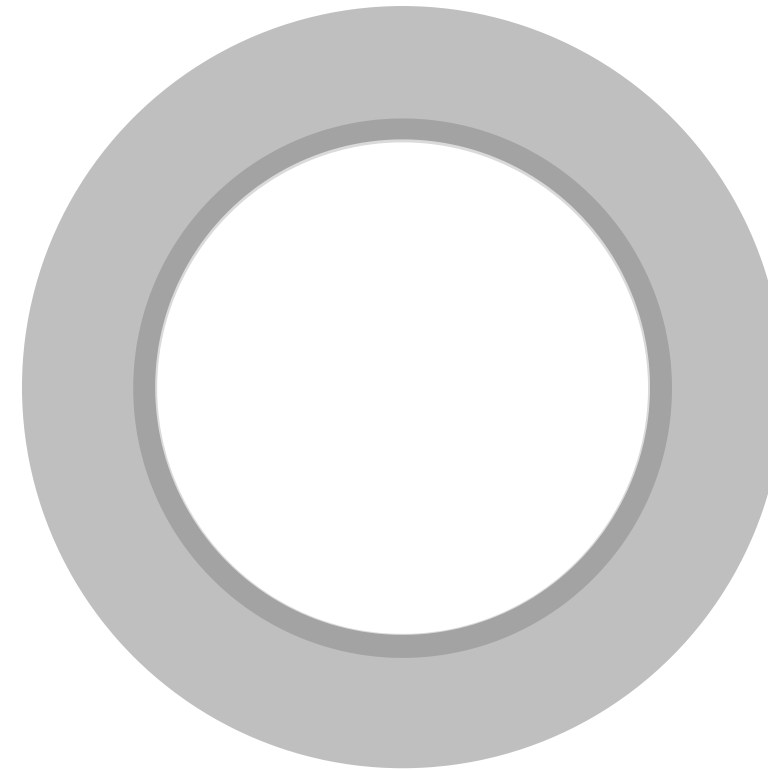
Compare period (Dec 1 - 31, 2020)

POST ENGAGED USERS BY POST

Last Month (Jan 1 - 31) ▾

Post	Last Month	Δ
	-	

FOLLOWERS BY GENDER All Time ▾



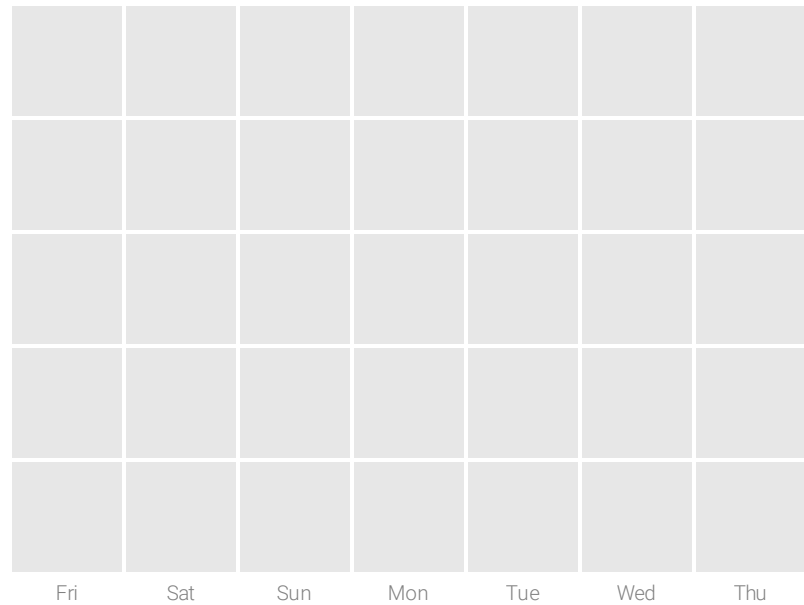
PAGE REACH Last Month (Jan 1 - 31) ▾

-

Jan 3 Jan 5 Jan 7 Jan 9 Jan 11 Jan 13 Jan 15 Jan 17 Jan 19 Jan 21 Jan 23 Jan 25 Jan 27 Jan 29 Jan 31

Page Reach Compare period (Dec 1 - 31, 2020)

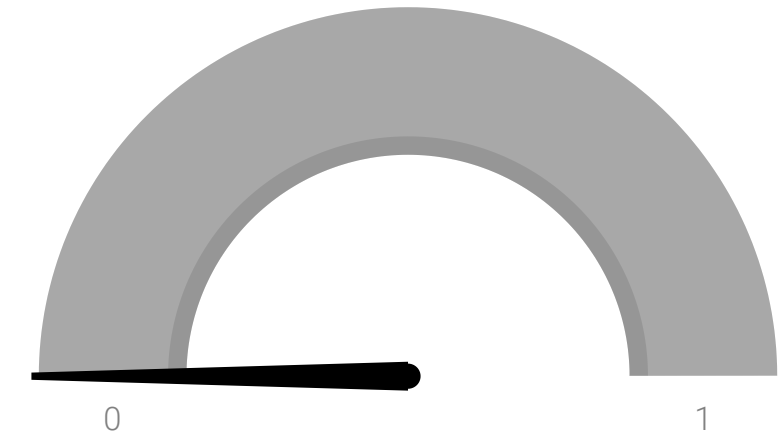
WHEN ARE PEOPLE WATCHING OUR VIDEOS? Last Month (Jan 1 - 31) ▾



No value 0 1

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

-



VIDEO VIEWS Last Month (Jan 1 - 31) ▾

-

Jan 2 Jan 3 Jan 4 Jan 5 Jan 6 Jan 7 Jan 8 Jan 9 Jan 10 Jan 11 Jan 12 Jan 13 Jan 14 Jan 15 Jan 16 Jan 17 Jan 18 Jan 19 Jan 20 Jan 21 Jan 22 Jan 23 Jan 24 Jan 25 Jan 26 Jan 27 Jan 28 Jan 29 Jan 30 Jan 31

Video Views Compare period (Dec 1 - 31, 2020)

POST VIDEO VIEWS BY PUBLISH DATE Last Month (Jan 1 - 31) ▾

Metrics Last Month Δ

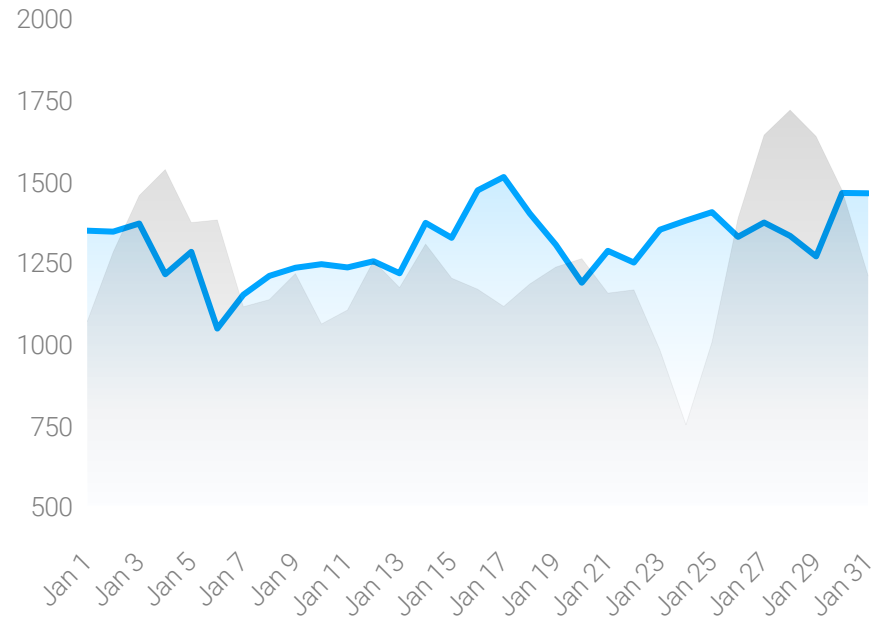
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AVERAGE VIDEO VIEWS PER PAGE VISIT Last Month (Jan 1 - 31) ▾

-

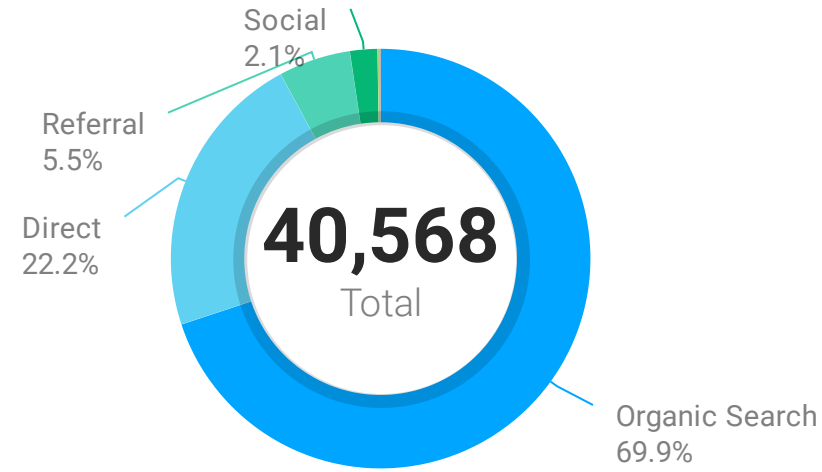
SESSIONS Last Month (Jan 1 - 31) ▾

40,568 ▲ 5%
Compare: 38,692



Sessions Compare period (Dec 1 - 31, 2020)

SESSIONS BY CHANNEL Last Month (Jan 1 - 31) ▾



AUDIENCE OVERVIEW Last Month (Jan 1 - 31) ▾

Metrics	Last Month	Δ
Users	33,068	▲ 8%
Sessions	40,568	▲ 5%
% New Sessions	78.97%	▲ 2%
Pages / Sessions	3.67	▲ 18%
Avg Session Duration	2m 52s	▲ 20%
Bounce Rate	50.39%	▼ 6%
Pageviews	148.7k	▲ 24%

USERS BY REGION Last Month (Jan 1 - 31) ▾

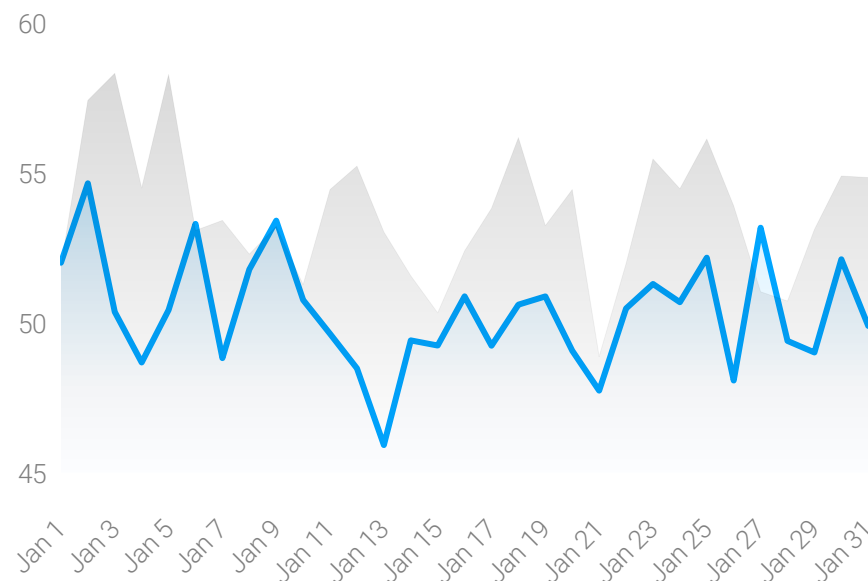
Metrics	Last Month	Δ
Texas	6,039	▼ 7%
Arkansas	5,609	▼ 4%
Missouri	5,347	▲ 22%
Oklahoma	4,181	▲ 11%
Kansas	1,825	▲ 42%
Illinois	1,627	▲ 17%
Tennessee	1,058	▲ 3%
Louisiana	730	▼ 4%
California	600	▲ 9%
Iowa	597	▲ 40%
Colorado	549	▲ 8%
Florida	485	▼ 24%
Georgia	418	▲ 18%

TOP PAGES BY PAGEVIEWS Last Month (Jan 1 - 31) ▾

Metrics	Last Month	Δ
/	20,415	▲ 20%
/attractions/	8,600	▲ 59%
/lodging/cabins-cottages/	6,608	▲ 61%
/10-things-to-do-in-eureka-springs-you-dont-want-to-miss/	5,049	▲ 41%
/things-to-do/	3,917	▲ 27%
/dining/	3,396	▲ 36%
/lodging/	3,266	▲ 55%

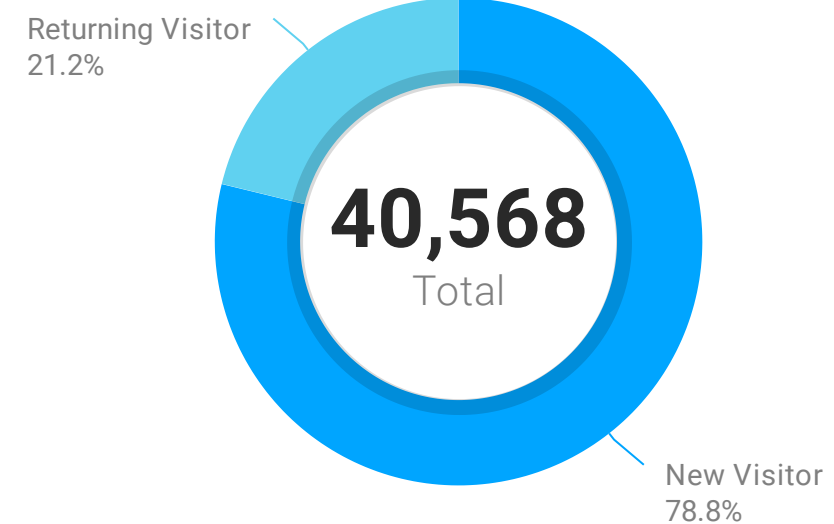
BOUNCE RATE Last Month (Jan 1 - 31) ▾

50.39% ▼ 6%
Compare: 53.66%



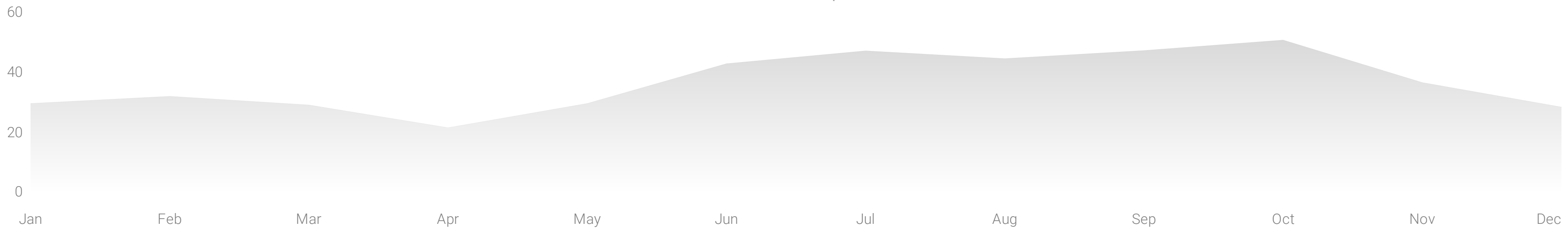
Bounce Rate (QB) Compare period (Dec 1 - 31, 2020)

SESSIONS BY NEW VS RETURNING Last Month (Jan 1 - 31) ▾



OCC % This Year (Jan - Dec) ▾

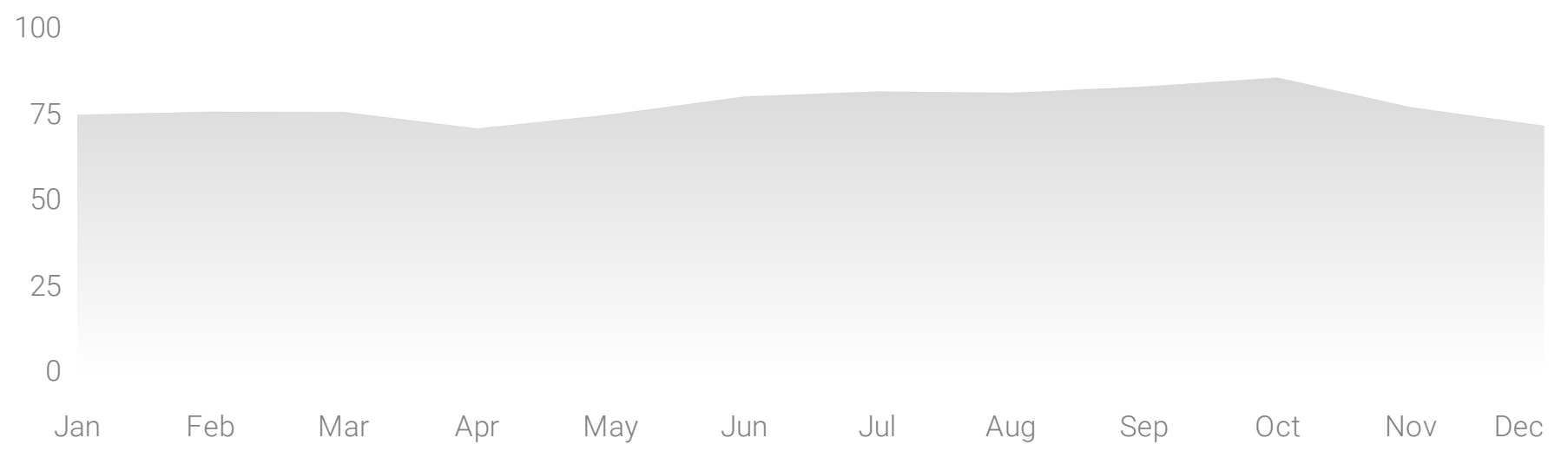
36.6% ▼ 5.9%
Compare: 42.6%



OCC % Compare (Jan - 2020 Dec)

ADR This Year (Jan - Dec) ▾

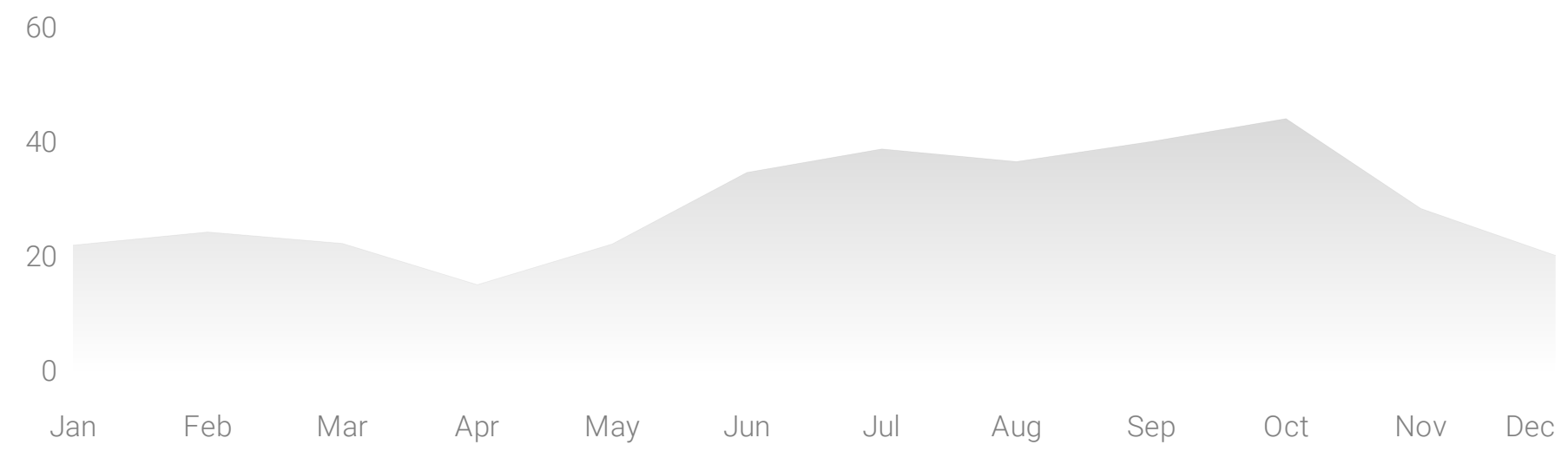
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ADR Compare (Jan - 2020 Dec)

REVPAR This Year (Jan - Dec) ▾

—

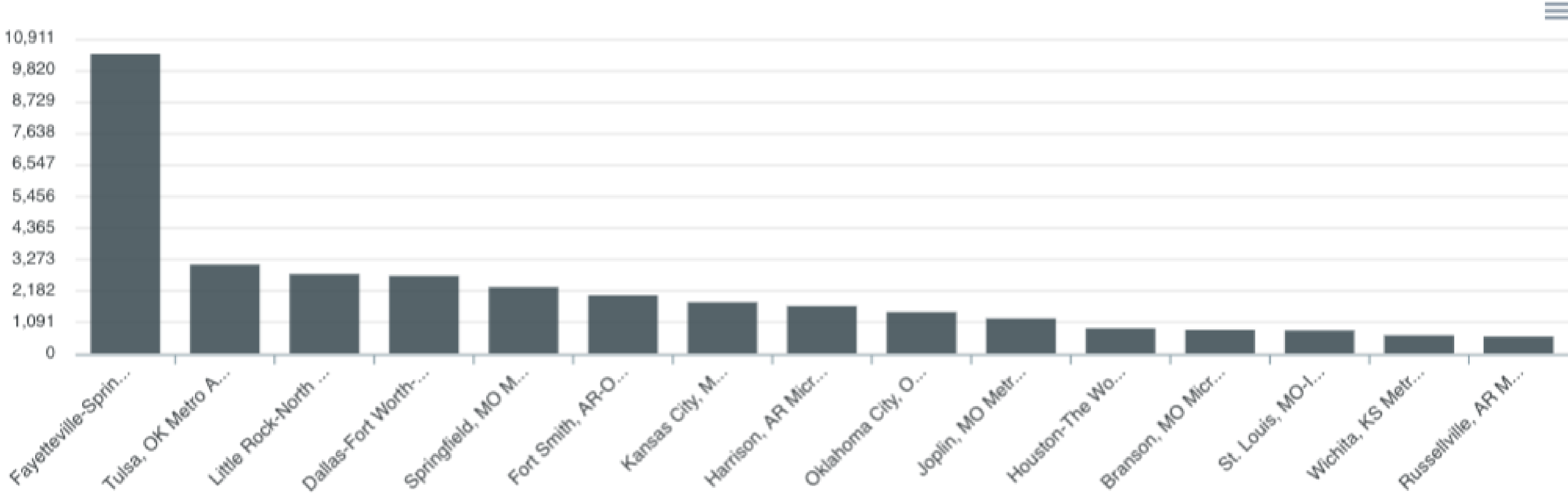


RevPAR Compare (Jan - 2020 Dec)

Visit Counts By MSA (Top 15)

December 2020

Visit Counts By MSA (Top 15)

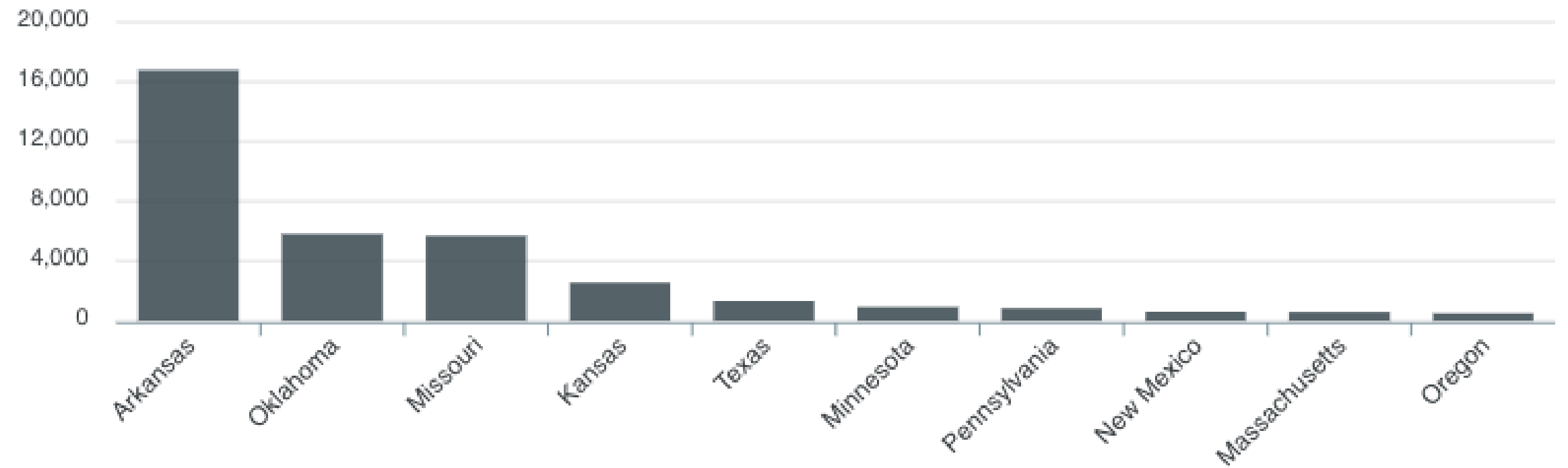


Visitor Origins

December 2020

Visitor Origins

The top five feeder states are Arkansas (16,790), Oklahoma (5,810), Missouri (5,680), Kansas (2,560), Texas (1,310). Which together make up 82% of all visitors.



Top Points of Interest

December 2020

Top Points of Interest

The top points of interest are Eureka Springs Historical Downtown (15,090), Branson (9,890), Crescent Hotel (5,540), Best Western Inn of the Ozarks (4,150), Basin Park Hotel (2,050). Which together make up 67% of all visitors to Eureka Springs that also visited the points of interest included in this study.

