

PARADISE



Monthly Report: July 2021

Client: Eureka Springs

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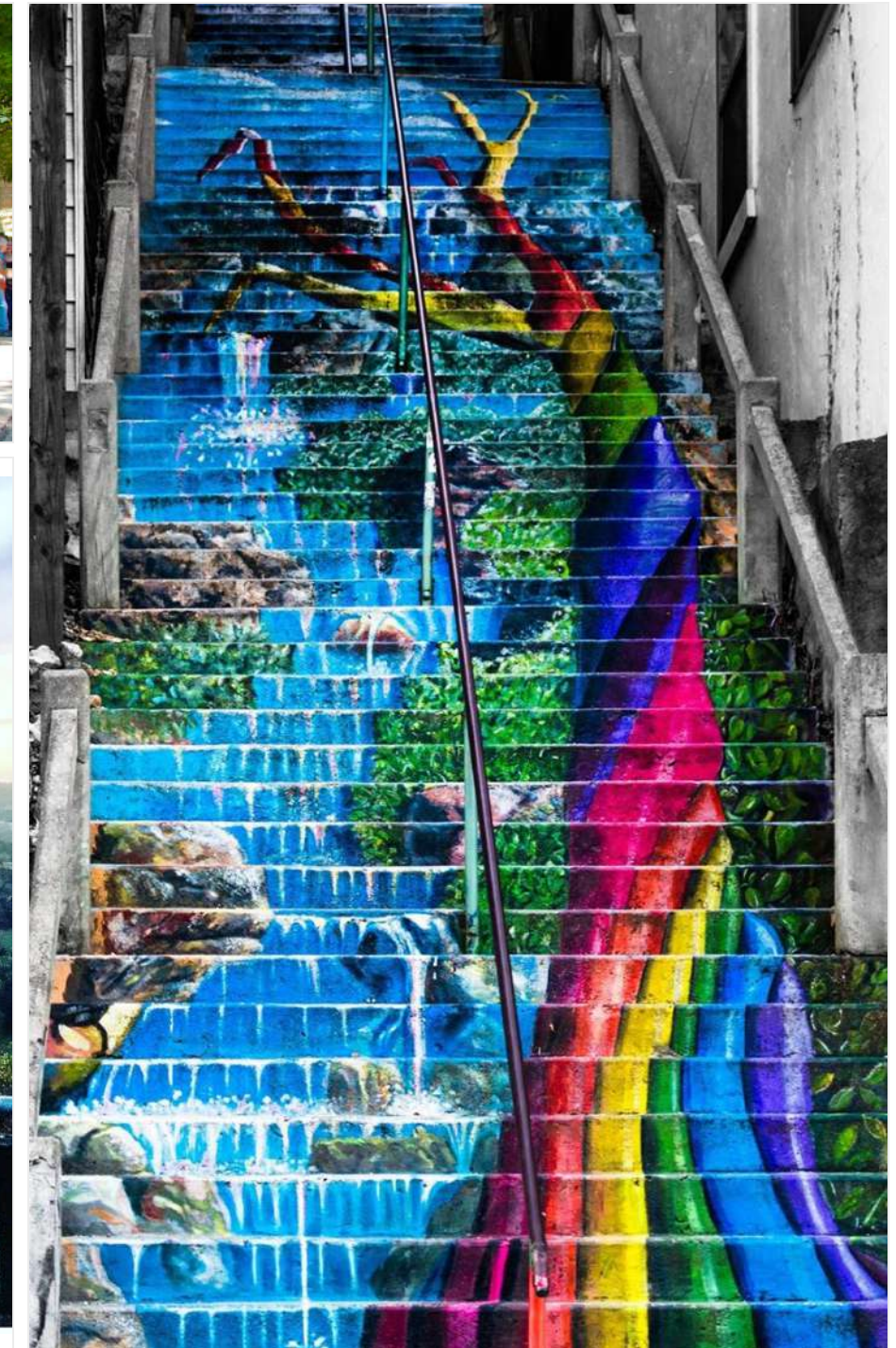
*Note 1: Media Overview and Facebook Ads slides are not included in this report, as there was no information to report due to the ending of the Q1/Q2 campaign (3/1/21–6/27/21). These slides will return in the August report with the Regional and Q3/Q4 campaigns launching in that month.

*Note 2: 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**

July Summary

- Continued monitoring the FY21 Q1 and Q2 Marketing Campaign.
- Provided media estimates for both the FY21 Regional and Q3/Q4 Marketing Campaigns to Client.
- Developed and placed assets for the first FY21 Regional and Q3/Q4 Marketing Campaign media buys.
- Presented a FY21 Update and Q4 Budget Surplus Recommendation to the CAPC on July 28.
- Developed and deployed two new blogs for the month of July – the blogs are live on the website and have been promoted through social media.
- Completed social media account audit changes.
- Finalized the August 2021 social media calendar.
- Monitored the continued development of See Source dashboards.
- Continued developing concepts for upcoming brand production shoot.
- Communicated weekly with CAPC Commissioner Liaison 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.
- 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.



July Social Media Services Summary

NOTE FROM AUG 2 7:38 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.
- Completed August 2021 content calendar to be shared across social media platforms.
- Supported CAPC staff in social crisis management.

NOTE FROM AUG 2 11:07 PM

FB Post Engagement: 1404

NOTE FROM AUG 2 7:40 PM

FB Post Reach: 91377

NOTE FROM AUG 2 7:41 PM

Eureka Springs, Arkansas
July 19, 2021 8:00 PM(UTC-04:00)

Step back in time when you take a ride on the Eureka Springs & North Arkansas Railway. Enjoy a 4.5-mile excursion ride or dine in luxury while you ride through beautiful Ozark scenery. 📷

📷: lady_gadiva

Learn more here 📄 <https://www.esnarailway.com/index.html>

1080 · Like 324 Comments

eureka springs is in Eureka Springs, Arkansas
July 26, 2021 8:52 PM(UTC-04:00)

Step back in time when you take a ride on the Eureka Springs Railway. Enjoy a 4.5-mile excursion ride or dine in luxury while you ride through beautiful Ozark scenery. 📷

📷: @lady_gadiva



^^*IG Post Engagement: 1850

NOTE FROM AUG 2 7:41 PM

^^* IG Post Reach: 18585

NOTE FROM AUG 2 7:41 PM

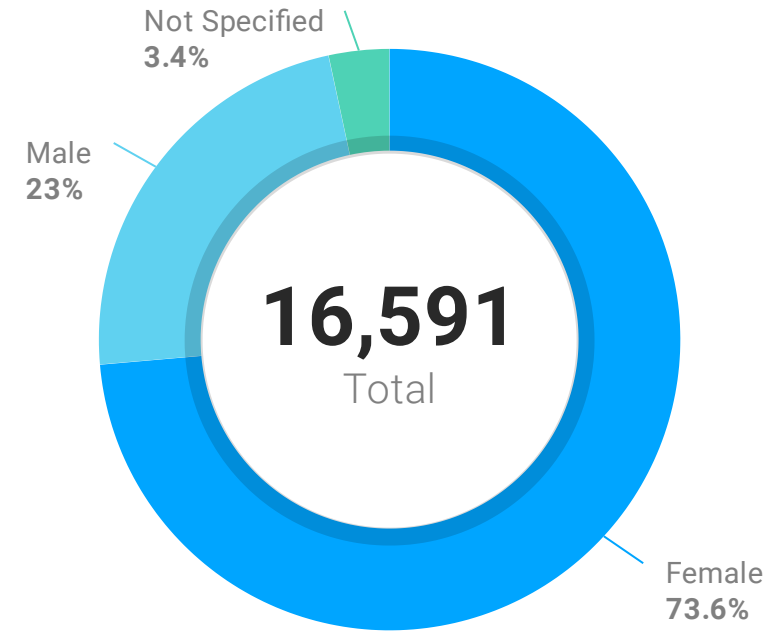
FOLLOWERS BY CITY

Last Month (Jul 1 - 31) ▾

Metrics	Last Month	Δ
Fayetteville, Arkansas	616	▲ 2%
Tulsa, Oklahoma	541	▲ 2%
Little Rock, Arkansas	540	▲ 1%
Oklahoma City, Oklahoma	457	▼ 8%
Rogers, Arkansas	399	▲ 2%
Bentonville, Arkansas	391	▲ 4%
Eureka Springs, Arkansas	364	▲ 3%

FOLLOWERS BY GENDER

Last Month (Jul 1 - 31) ▾



INSTAGRAM ENGAGEMENT

Last Month (Jul 1 - 31) ▾

15,633

▲ 23%

Compare period: 12,703

INSTAGRAM REACH

Last Month (Jul 1 - 31) ▾

184.3k

▲ 14%

Compare period: 162.2k

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

The platform saw very small decreases in video views. Agency believes this is due to less videos being incorporated into the mix.

The top engaged post was a post about the Eureka Springs Railroad.

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

NOTE FROM AUG 18 5:32 PM

FOLLOWER OVERVIEW

Last Month (Jul 1 - 31) ▾

433

New Followers

▲ 28%

Compare period: 339

23,264

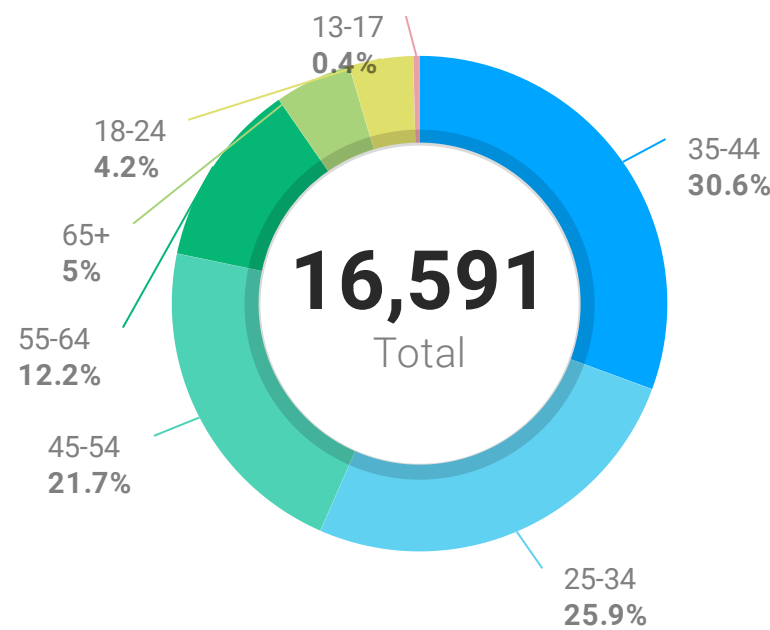
Total Followers

▲ 2%

Compare period: 22,831

FOLLOWERS BY AGE GROUP

Last Month (Jul 1 - 31) ▾



INSTAGRAM IMPRESSIONS

Last Month (Jul 1 - 31) ▾

269.4k

▲ 20%

Compare period: 225.2k

INSTAGRAM VIDEO VIEWS

Last Month (Jul 1 - 31) ▾

14,485

▼ 27%

Compare period: 19,870

TOP POSTS BY LIKES

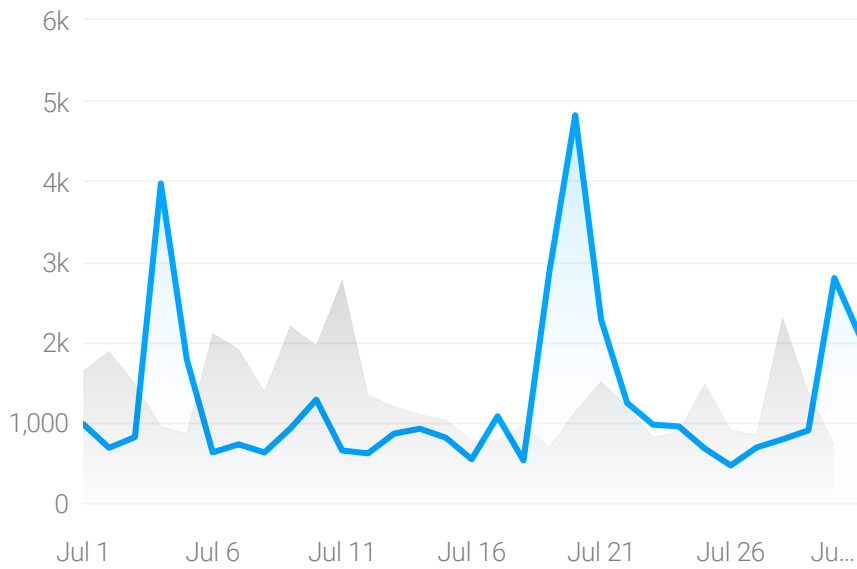
Last Month (Jul 1 - 31) ▾

Metrics	Last Month	Δ
Shades of fall ... (11/06/2020 02:18:51)	2,522	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)	2,058	▲ 1%
If you are planning a road trip to	1,770	0%

PAGE ENGAGEMENTS

Last Month (Jul 1 - 31) ▾

39,842 **0%**
Compare period: 40,021



Page Engagements Compare period (Jun 1 - 30)

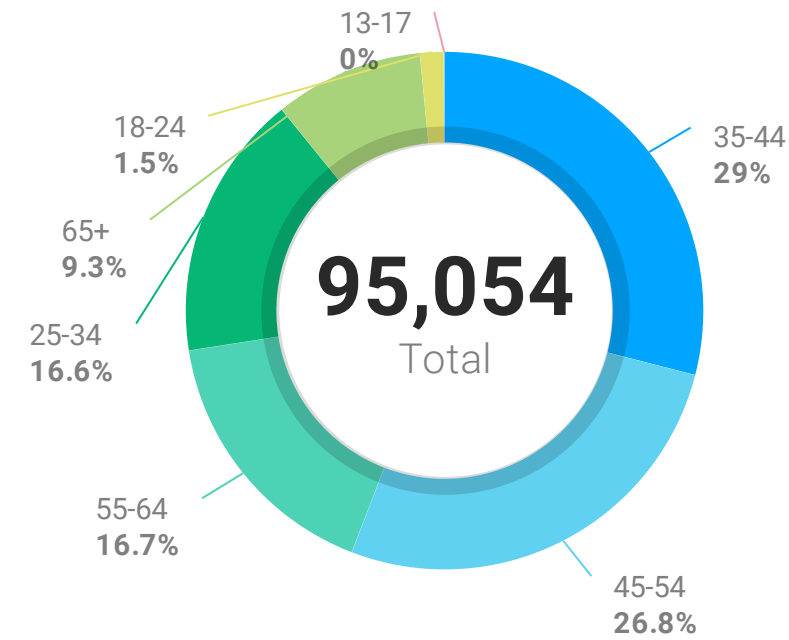
PAGE SUMMARY

Last Month (Jul 1 - 31) ▾

Metric	Last Month	Δ
New Page Likes	1,125	▲ 21%
Total Page Likes	96,591	▲ 1%
Comments	2,291	▲ 69%
Shares	2,039	▲ 65%
Video views	21,543	▼ 83%

FOLLOWERS BY AGE GROUPS

All Time ▾



Facebook saw increases in shares, post reach and page likes. Agency believes this is due to incorporating press coverage and blogs into the content mix as well as event content.

We did see a decrease in video views. Agency believes this is due to including less video content into the mix.

The top engaged post was a post about the Eureka Springs Railroad.

For the month of August, 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 LIVE topics.

NOTE FROM AUG 18 5:34 PM

ORGANIC POST REACH

Last Month (Jul 1 - 31) ▾

604.6k **▲ 42%**
Compare period: 425.2k



Post Reach - Organic Compare period (Jun 1 - 30)

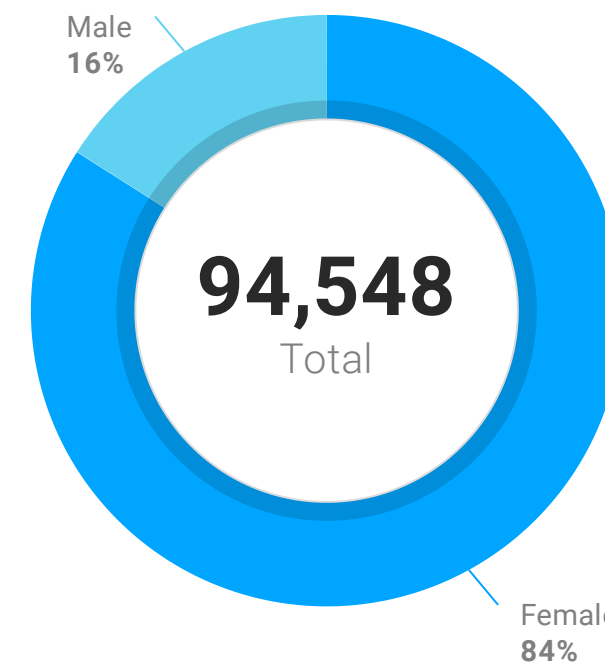
POST ENGAGED USERS BY POST

Last Month (Jul 1 - 31) ▾

Post	Last Month Δ
Step back in time when you take a ride on the Eureka Springs (2021-07-20)	7,569
Happy 142nd birthday to our quirky corner of Arkansas! 🎂 July (2021-07-04)	4,157
The largest spring in Northwest Arkansas, the Blue Spring flows (2021-07-30)	3,989
A day and a half. That might not seem like a long time, but you (2021-07-20)	1,837
POV: You are kayaking Beaver Lake. You take a quick break under (2021-07-09)	926

FOLLOWERS BY GENDER

All Time ▾



FOLLOWERS BY CITY

All Time ▾

Metric	All Time
Tulsa, OK	3,889
Springfield, MO	2,125
Oklahoma City, OK	2,084
Fayetteville, AR	1,886
Little Rock, AR	1,638
Eureka Springs, AR	1,514

PAGE REACH Last Month (Jul 1 - 31) ▾

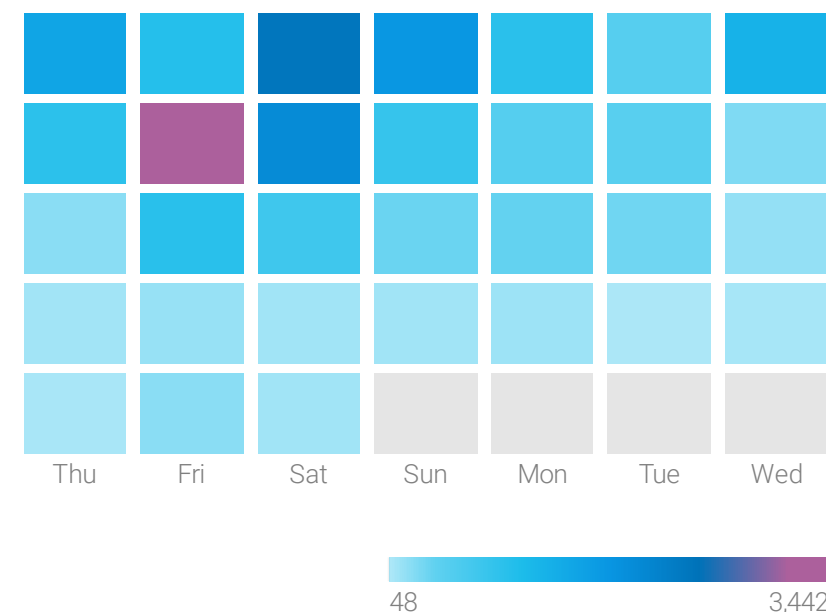
741.8k ▼ 12%
Compare period: 844.4k



Page Reach Compare period (Jun 1 - 30)

WHEN ARE PEOPLE WATCHING OUR VIDEOS?

Last Month (Jul 1 - 31) ▾



POST VIDEO VIEWS BY PUBLISH D...

Last Month (Jul 1 - 31) ▾

Metrics Last Month Δ

POV: You are kayaking Beaver Lake. You take a quick break under (2021-07-09) **6,518**

A trail a day keeps the board-em away... 🌲: dirtsurferz (2021-07-03) **3,469**

Take a break with us at Lake Leatherwood Dam. 🌲 Fun fact, (2021-07-01) **3,054**

If you need us, we will be watching this video on loop. ☆☆ 🌲: (2021-07-07) **2,288**

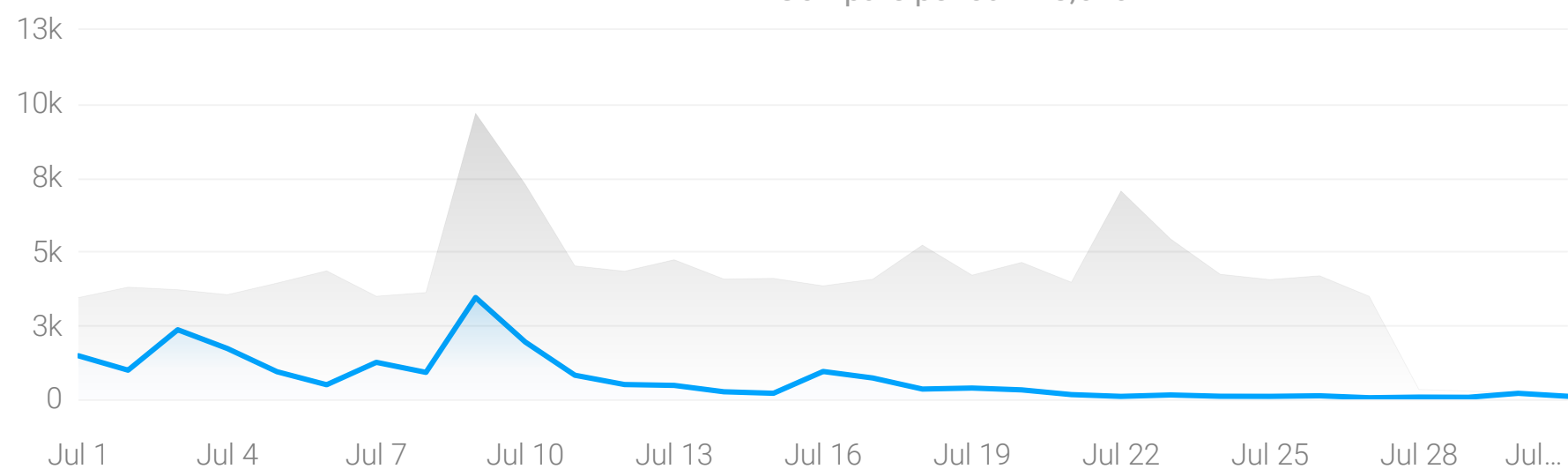
Just another day of thrill-seeing, adrenaline-pumping, gravity-defying (2021-07-16) **1,903**

Happy Fourth of July! Friendly reminder that the Independence (2021-07-04) **1,203**

There are countless ways to chill in Eureka Springs. But are (2021-07-27) **0**

VIDEO VIEWS Last Month (Jul 1 - 31) ▾

21,543 ▼ 83%
Compare period: 123,676

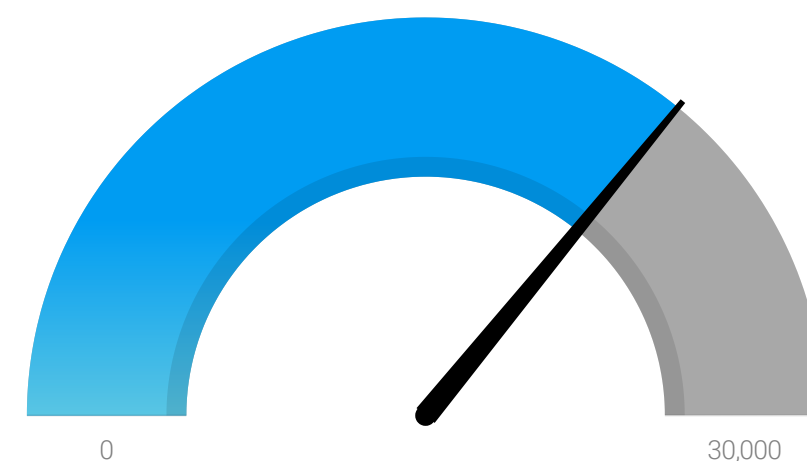


Video Views Compare period (Jun 1 - 30)

HOW MANY PEOPLE WATCHED OUR VI...

Last Month (Jul 1 - 31) ▾

21,543



Imp: 20415

NOTE FROM AUG 6 7:52 PM

Reach: 18727

NOTE FROM AUG 6 7:51 PM

Eng: 1858

NOTE FROM AUG 6 7:51 PM

Profile Visits:
66

NOTE FROM JUL 7 8:16 PM



eurekasprings
Eureka Springs, Arkansas

eurekasprings Step back in time when you take a ride on the Eureka Springs Railway. Enjoy a 4.5-mile excursion ride or dine in luxury while you ride through beautiful Ozark scenery. 🌲🚂
👤: @lady_gadiva

1w

acobbler1 Visiting in November and would love to do this. I checked the site to reserve a spot and says no availability. Does anyone know if the train runs in November? Do I need to schedule closer to time?

1w Reply

— View replies (2)

👍🗨️📍🔖
1,653 likes
JULY 26

😊 Add a comment... [Post](#)

Eng: 1141

NOTE FROM JUL 7 8:17 PM

Profile Visits:
104

NOTE FROM AUG 6 7:53 PM

Reach: 13601

NOTE FROM JUL 7 8:17 PM

Imp: 19177

NOTE FROM AUG 6 7:53 PM



eurekasprings
Eureka Springs, Arkansas

eurekasprings Thinking about days spent shopping our Historic Downtown? US TOO! 🌟

Do you have a favorite local shop? Leave it in the comments below! 🎁
👤: @rain_and_snow89

4w

lowdown7282 Nice photo... love that town.

4w 3 likes Reply

mignonartstudio Zarks. Quicksilver. Wilson & Wilson Folk Art. Crazy Bone. New Delhi Cafe. I'm sure I'm forgetting a few more faves. Just my favorite place.

👍🗨️📍🔖
1,503 likes
JULY 2

😊 Add a comment... [Post](#)



TWITTER IMPRESSIONS

Last Month (Jul 1 - 31) ▾

14,900

▼ 18%

Compare period: 18,100

TWEETS

Last Month (Jul 1 - 31) ▾

43

▼ 10%

Compare period: 48



Tweets Previous (Jun 1 - 30)

NET NEW & TOTAL FOLLOWERS

Last Month (Jul 1 - 31) ▾

15 5,142

Net New Followers

0%

Compare period: 15

Total Followers

0%

Compare period: 5,127

FOLLOWS TO FOLLOWERS RATIO

Last Month (Jul 1 - 31) ▾

10.7%

0%

Compare period: 10.7%

RECENT TWEETS BY LIKES

Last Month (Jul 1 - 31) ▾

Tweet	Last Month Δ
Happy birthday to us! 🎂 July 4th, 1879 a small group ... (07/04/2021 14:02:15)	21
Visitors to the #BlueSpringHeritageCenter can view ... (07/02/2021 17:00:53)	8
Follow rainbows. You never know what you might find ... (07/27/2021 16:02:43)	7
Find your sound at #MojoRecords . The owner has been ... (07/20/2021 16:00:44)	7
Hot Take: #EurekaSprings sunsets should get more recognition. ... (07/27/2021 23:00:14)	7

RECENT TWEETS BY RETWEETS

Last Month (Jul 1 - 31) ▾

Tweet	Last Month Δ
Happy birthday to us! 🎂 July 4th, 1879 a small group ... (07/04/2021 14:02:15)	9
Just another day of thrill-seeking, adrenaline-pumping, ... (07/13/2021 20:00:17)	3
The @MarshallTucker will be bringing their timeless, ... (07/14/2021 16:03:16)	2
We are so happy to see you enjoyed your trip! https://t.co/fhkvDIG0xt (07/09/2021 17:26:02)	1
So happy to see you enjoyed your visit! https://t.co/tr7KZvJMsZ (07/14/2021 21:13:34)	1

Twitter experienced a small decrease in impressions during the month of July. Agency believes this is due to there being less user interaction and posts during this month.

The top engaged post was a post about the town's Birthday.

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

NOTE FROM AUG 18 5:37 PM



Eng: 106

NOTE FROM AUG 18 7:33 PM

Impression:
2508

NOTE FROM AUG 18 7:33 PM

Retweets: 9

NOTE FROM AUG 18 7:33 PM

Likes: 21

NOTE FROM AUG 18 7:33 PM

 **Eureka Springs**
July 4, 2021 10:02 AM(UTC-04:00)   

Happy birthday to us! 🎉 July 4th, 1879 a small group of settlers historically founded and named the town of [#EurekaSprings](#) after stories of "healing springs". 142 years later, the rumored "magic" has spread to the rest of our town. ✨



♥️ 21 · Like 🗨️ 9 · Retweet

Imp :454

NOTE FROM AUG 18 7:33 PM

Eng: 11



NOTE FROM AUG 18 7:34 PM

Likes: 8

NOTE FROM AUG 18 7:34 PM

Retweets:0

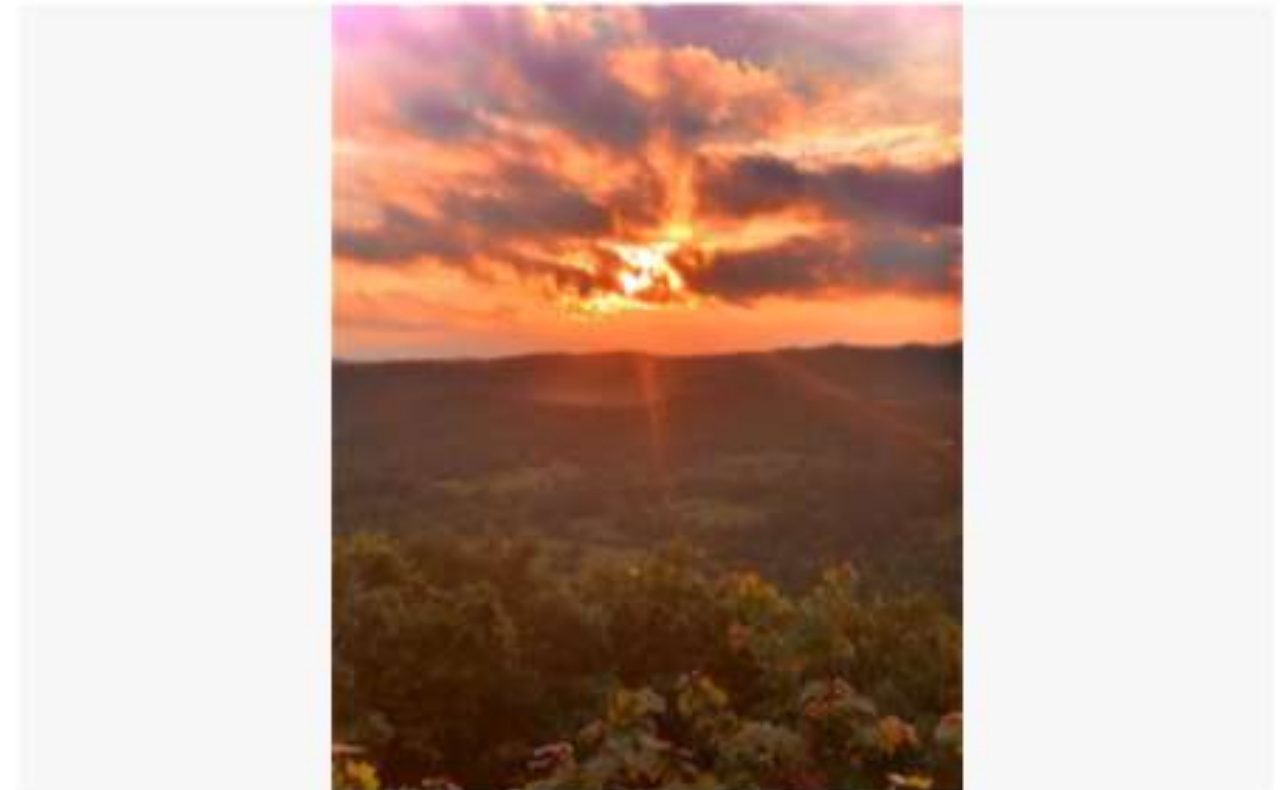
NOTE FROM AUG 18 7:34 PM

 **Eureka Springs**
July 27, 2021 7:00 PM(UTC-04:00)   

Hot Take: [#EurekaSprings](#) sunsets should get more recognition. 🥰

👤: nikki_lheureux

📍: [#InspirationPoint](#)



Top Performing Facebook Post

Organic Reach: 95176

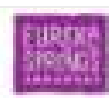
NOTE FROM AUG 18 7:36 PM

Engaged Users 4165

NOTE FROM AUG 18 7:36 PM

Post Clicks 1284

NOTE FROM AUG 18 7:36 PM



Eureka Springs, Arkansas

July 4, 2021 10:07 AM(UTC-04:00)



Happy 142nd birthday to our quirky corner of Arkansas! 🎉 July 4th, 1879 a small group of settlers historically founded and named the town of Eureka Springs after the stories of the "healing springs".

For hundreds of years, Eureka Springs held legends known by Native American tribes of a Great Healing Spring located in the Arkansas Mountains. Dr. Alvah Jackson came across Basin Spring in 1856 and claimed his son's eyes were cured after using the spring water. However, he did not share the secret until 1879 when he brought his friend to Basin Spring to heal his leg. The population growth of our town skyrocketed overnight and 142 years later, the rumored "magic" has spread to the rest of our town. ✨



Organic Reach: 92391

NOTE FROM AUG 18 7:37 PM

Engaged Users: 7575

NOTE FROM AUG 18 7:37 PM

Post Clicks: 3225

NOTE FROM AUG 18 7:37 PM



Eureka Springs, Arkansas

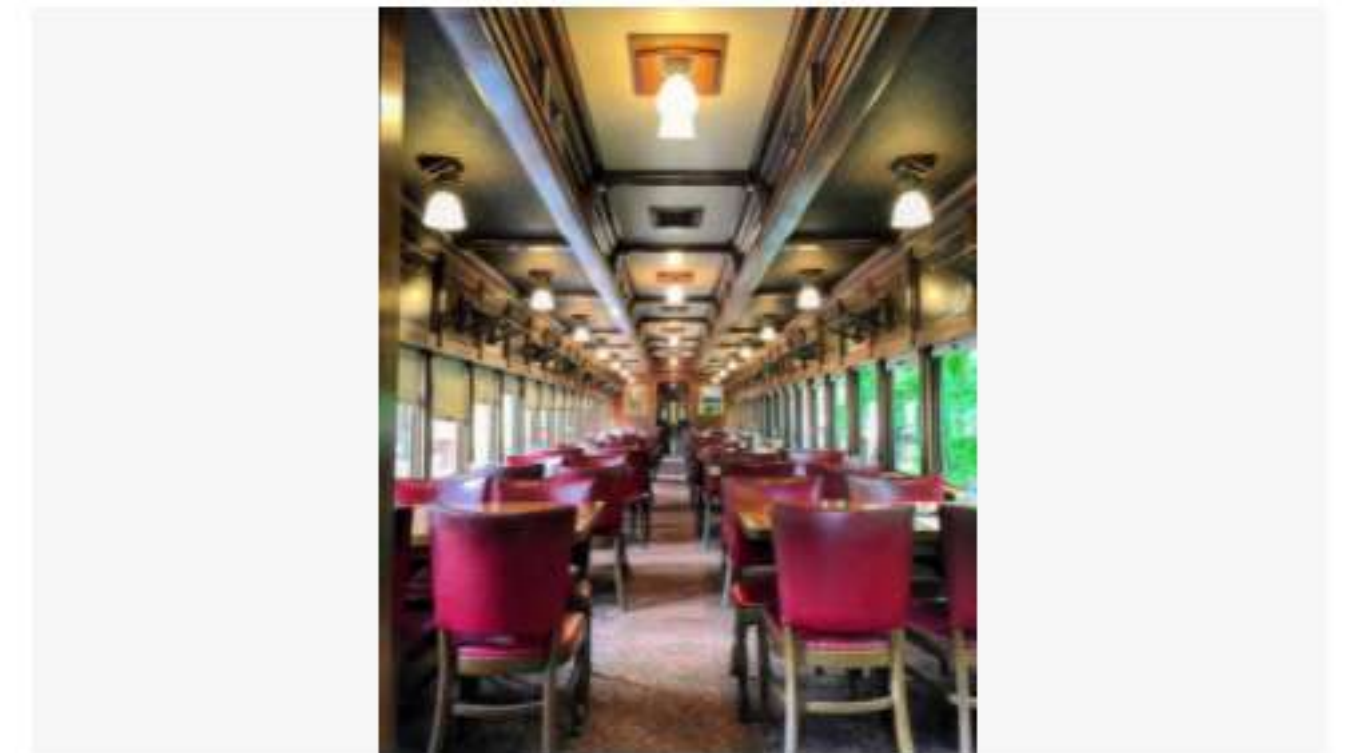
July 19, 2021 8:00 PM(UTC-04:00)



Step back in time when you take a ride on the Eureka Springs & North Arkansas Railway. Enjoy a 4.5-mile excursion ride or dine in luxury while you ride through beautiful Ozark scenery. 🚂

👤 lady_gadiva

Learn more here 🖱️ <https://www.esnarailway.com/index.html>



👍❤️😱😬 1084 · Like

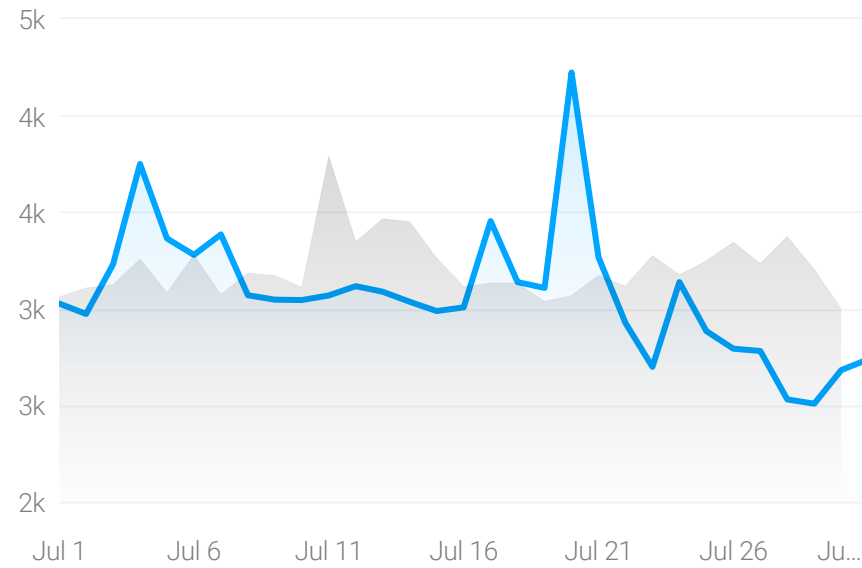
💬 324 Comments



SESSIONS

Last Month (Jul 1 - 31) ▾

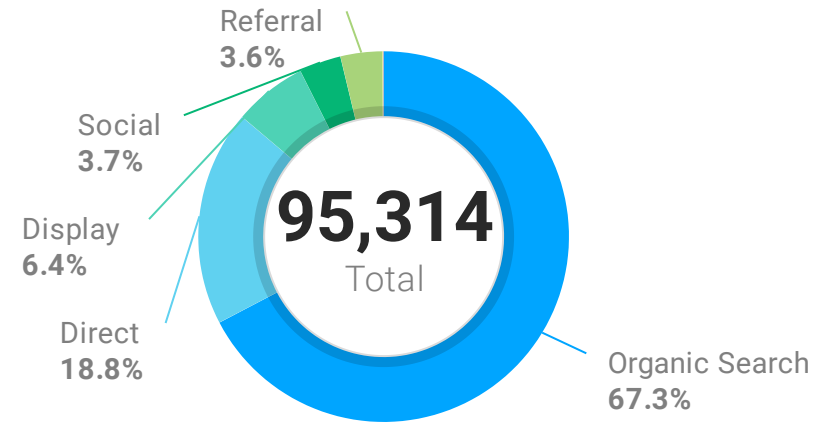
95,314 ▼ 1%
Compare period: 96,383



Sessions Compare period (Jun 1 - 30)

SESSIONS BY CHANNEL

Last Month (Jul 1 - 31) ▾



AUDIENCE OVERVIEW

Last Month (Jul 1 - 31) ▾

Metrics	Last Month	Δ
Users	75,251	▲ 2%
Sessions	95,314	▼ 1%
% New Sessions	74.88%	▲ 1%
Pages / Sessions	3.22	▼ 12%
Avg Session Duration	2m 39s	▼ 8%
Bounce Rate	56.32%	▲ 9%
Pageviews	306.5k	▼ 13%

USERS BY REGION

Last Month (Jul 1 - 31) ▾

Metrics	Last Month	Δ
Texas	14,216	▼ 6%
Arkansas	12,163	0%
Missouri	10,821	▼ 9%
Oklahoma	9,124	▼ 3%
Kansas	6,041	▲ 24%
Illinois	3,509	▼ 4%
Tennessee	2,706	▲ 7%
Maryland	2,022	▲ 937%
Colorado	1,864	▼ 7%
North Carolina	1,554	▲ 256%
Louisiana	1,346	▼ 13%
California	1,007	▼ 28%
Florida	943	▼ 2%

TOP PAGES BY PAGEVIEWS

Last Month (Jul 1 - 31) ▾

Metrics	Last Month	Δ
/	36,564	▲ 2%
/attractions/	24,241	▼ 24%
/10-things-to-do-in-eureka-springs-you-dont-want-to-miss/	11,949	▲ 19%
/covid-19-updates-for-eureka-springs/	9,097	▲ 66%
/things-to-do/	8,574	▼ 58%
/lodging/cabins-cottages/	8,288	▼ 11%

BOUNCE RATE

Last Month (Jul 1 - 31) ▾

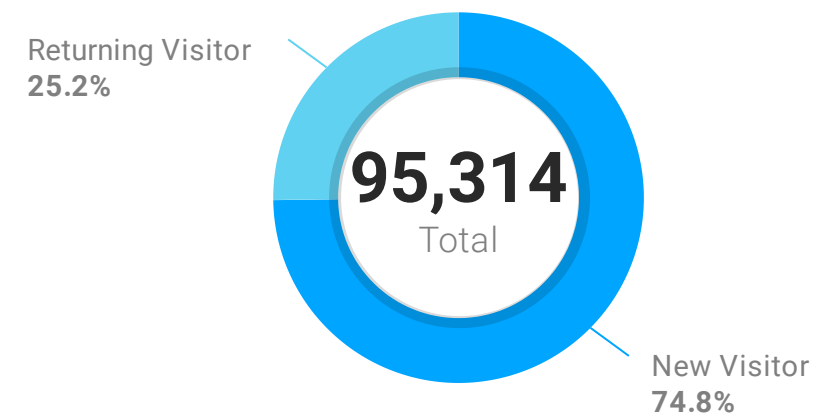
56.32% ▲ 9%
Compare period: 51.81%



Bounce Rate (QB) Compare period (Jun 1 - 30)

SESSIONS BY NEW VS RETURNING

Last Month (Jul 1 - 31) ▾

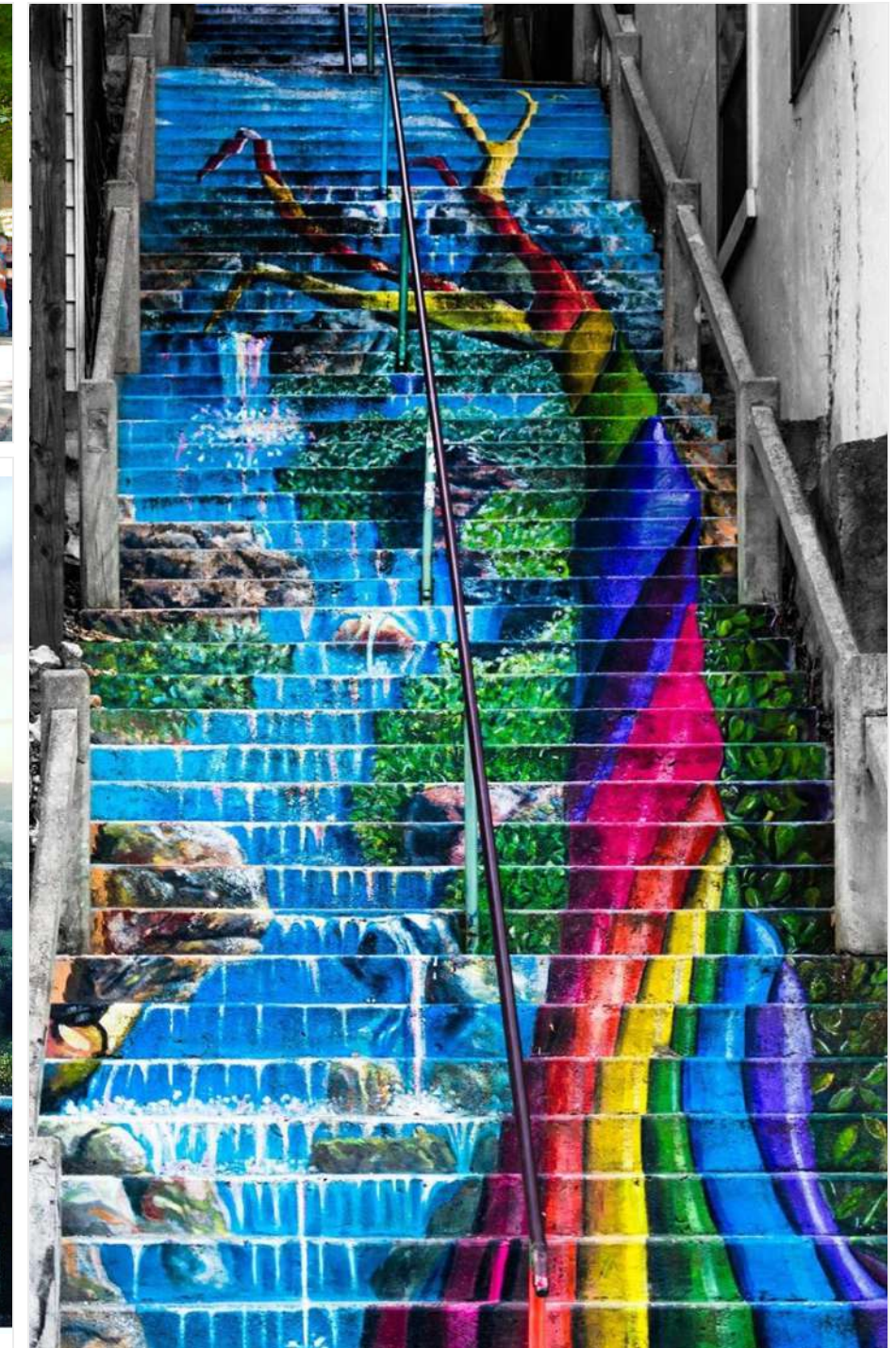


** National Public Relations Services **

July Summary

PR Activities and Outreach

- Continued proactive outreach to top-tier national publications.
- HARO outreach: Small towns with an autumn escape, unique fall travel, best October travel, best cycling trails, best U.S. cities to travel this summer, best fishing destinations for Labor Day.
- Pitched fall travel and mountain biking in Eureka Springs to national outdoor-focused publications to encourage group and week day travel.
- Pitched for He Said Magazine, emphasizing the diverse community/proximity to Texas.
- Liaised with Steve Winston (World Property Journal) about unique accommodations.
- Positioned Eureka Springs as a welcoming year-round destination.
- Pitched summer travel to national family publications.
- Continued to promote Eureka Springs within target drive 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.
- Developed PR overview for 7/28 CAPC presentation.
- Participated in bi-weekly PR calls.



** Meltwater Clips **

July Summary

July 2021 Publicity (based on Meltwater clips)

- Estimated Impressions: 311,562,745
- Estimated Media Value: \$2,881,955.38

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

- Estimated Impressions: 1,782,972,107
- Estimated Media Value: \$16,492,492.79

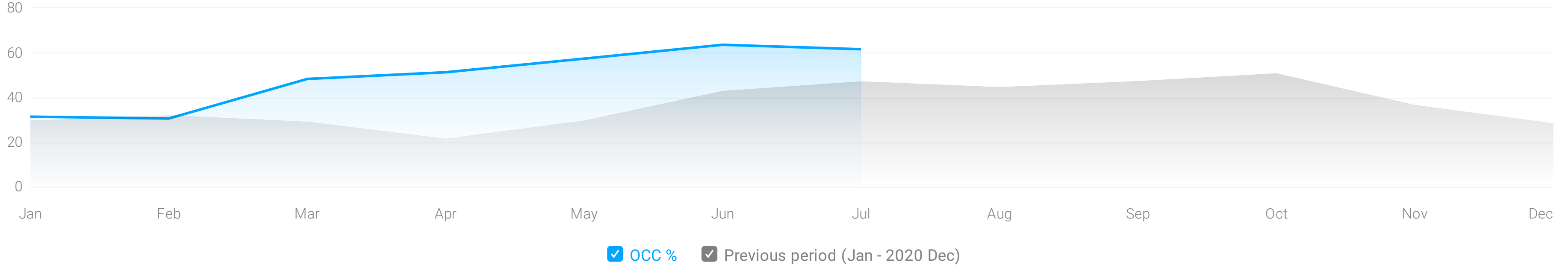
Full July 2021 Meltwater Clip Report

Link to Report: https://sharable-dashboard.meltwater.com/sharable_dashboard/569409a34fb1833d4294d413/b70b1b72-6083-480f-8079-299bea487764

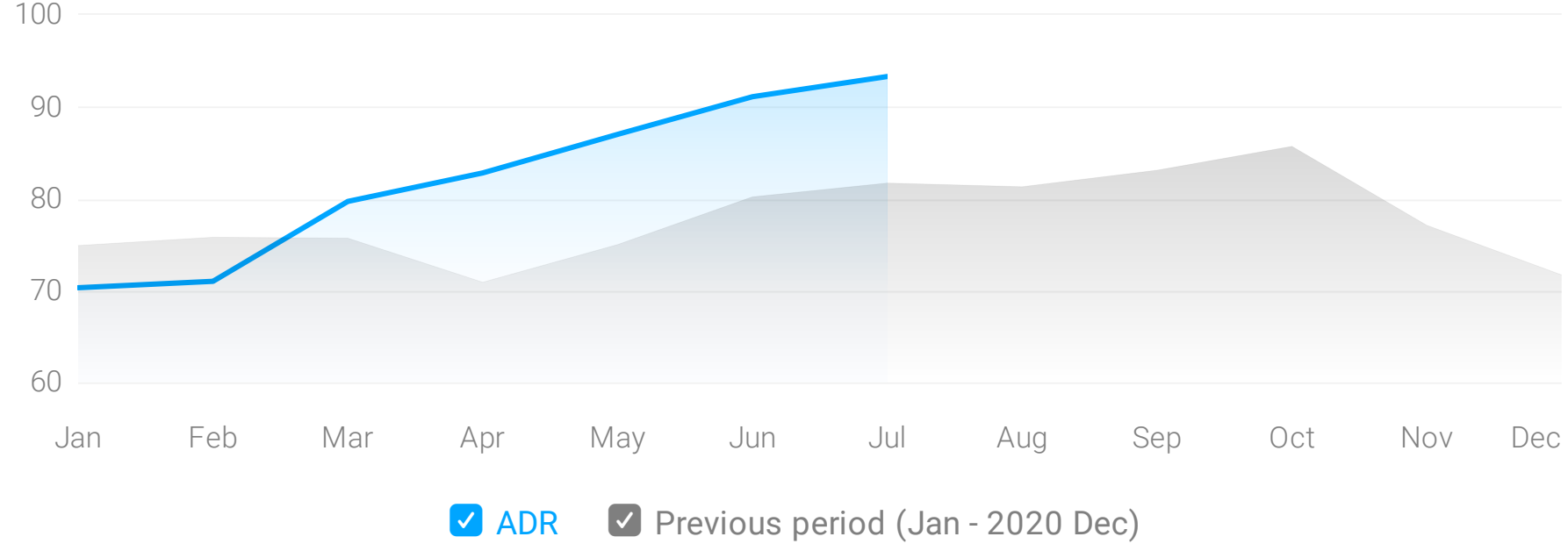
Password: paradise



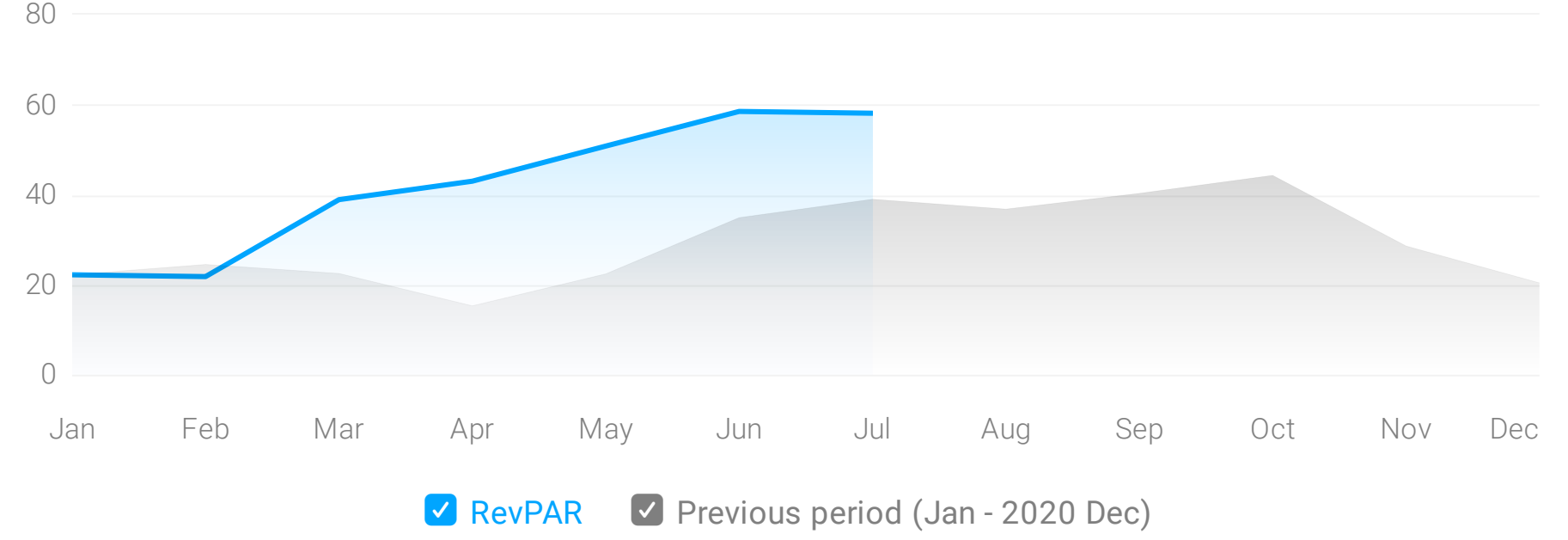
OCC % This Year (Jan - Dec)
61.6 ▲ 31%
 Compare period: 47.2



ADR This Year (Jan - Dec)
93.3 ▲ 30%
 Compare period: 71.7



REVPAR This Year (Jan - Dec)
58.1 ▲ 185%
 Compare period: 20.4



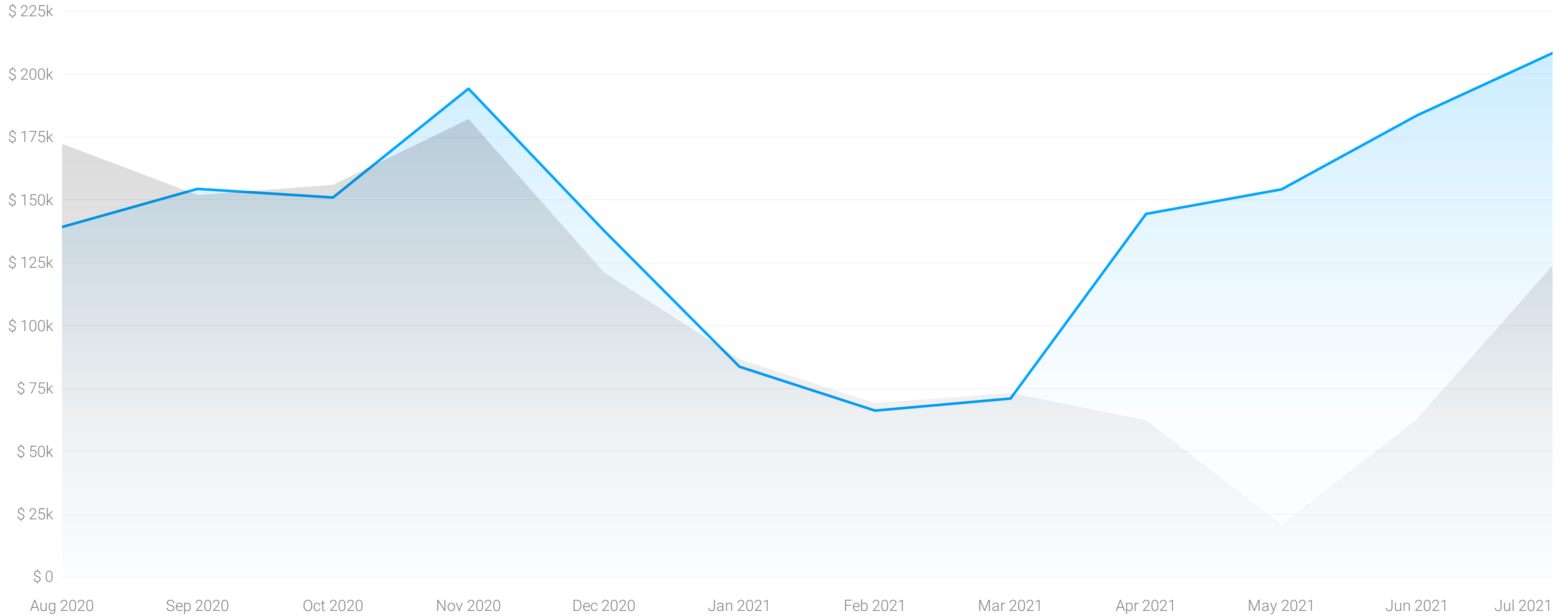
TOURISM TAX COLLECTED

Last 12 months (2020 Aug - 2021 Jul) ▾

\$ 208.3k

▲ 68%

Compare period: \$ 123.6k



Tourism Tax Collected

Previous period (2019 Aug - 2020 Jul)