

PARADISE



Monthly Report: June 2021

Client: Eureka Springs

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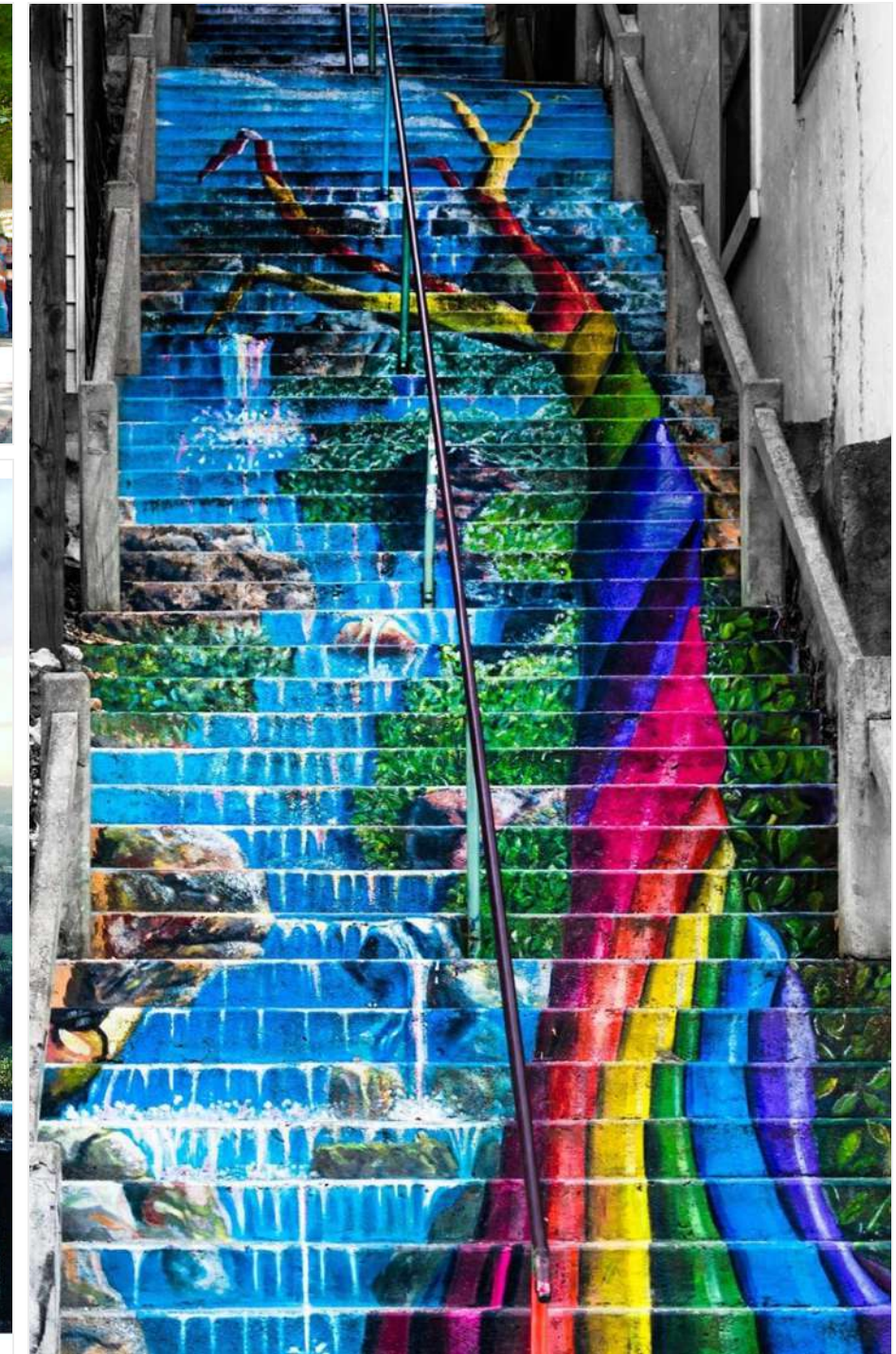
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*Note: Eureka Springs Data Depot reports were set up in mid-May. Therefore, some of the data sets included in this report only reflect since that time.

** Advertising & Marketing Services**

June Summary

- Continued monitoring the FY21 Q1 and Q2 Marketing Campaign.
- Presented the full tactical plan for the Q3 and Q4 Marketing Campaign, as well as the Regional Marketing Campaign, to Client.
- Presented the the Q3/Q4 and Regional Marketing Campaigns to the CAPC on June 30 – the plans were approved.
- Developed and deployed two new blogs for the month of June – the blogs are live on the website and promoted through social media.
- Completed all website(s) account audit changes.
- Continued to implement social media account audit changes.
- Completed website request changes from stakeholders, CAPC staff and CAPC Commissioners as needed.
- Developed and placed TAP Brochure ad materials for publication.
- Finalized the Points of Interest worksheet for See Source to develop.
- Communicated weekly with CAPC Commissioner Liaison and Chairman for day-to-day account management.
- Continued to be in communication with various parties for social media account and website(s) needs.
- Continued to conduct meetings with various media vendors for upcoming campaigns.
- Began developing concepts for upcoming brand production shoot.
- Conducted and planned on-going National Public Relations services for FY21.
- 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.
- Developed monthly activities and data report provided to client monthly.
- Conducted monthly billing and budget management.
- Conducted regular bi-weekly check-ins with CAPC staff and addressed any questions or concerns.



Media Overview

June Summary

The Q1 and Q2 campaign has now been completed with Division-D (keyword targeting), StackAdapt (native) and Expedia (bookings) with over 2.1M impressions for the month of June.

Overall campaign performance increased to 0.18% CTR. Division-D had the best CTR at 0.28% (keyword targeting). This is above and beyond the industry CTR benchmark of 0.08% overall.

The average video completion (VCR) for the month of June was 82%. Scripps had the best VCR at 96% (OTT). Video completion rate is a goal focused on video vendors that measure 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 (Jun 1 - 30) ▾

82.12%

TOTAL MEDIA SPEND Last Month (Jun 1 - 30) ▾

\$ 51.6k

TOTAL IMPRESSIONS Last Month (Jun 1 - 30) ▾

2.16M

TOTAL CLICKS Last Month (Jun 1 - 30) ▾

3,824

June Social Media Services Summary

NOTE FROM JUL 2 4:40 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 July 2021 content calendar to be shared across social media platforms.
- Supported the TDO team in social crisis management.

NOTE FROM JUL 4 12:49 PM

FB Post Engagement: 3350

NOTE FROM JUL 2 4:39 PM

Eureka Springs, Arkansas
June 28, 2021 8:03 PM(UTC-04:00)

If your idea of "roughing it" in the woods includes Jacuzzi tubs, climate-controlled environments, flat-screen TVs, and free Wi-Fi--then the Treehouse Village is for you. While their inspiration for the design comes from the nearby creek and woodsy reserve, it is the perfect spot for a hassle-free "retreat." 🌿

Learn more here: <https://allseasonsluxuryproperties.com/suites/all-seasons-urban-treehouse-village/>



FB Post Reach: 42480

NOTE FROM JUL 2 4:39 PM

eureka springs
Eureka Springs Treehouses

eureka springs Established in 2008, The Grand Treehouse Resort is a great way to take your visit to another level. The resort consists of unique, contemporary studios with raised walkways and design accents such as stained-glass windows, gas fireplaces, and stunning chandeliers. Plus, the resort is right next to Lake Leatherwood for kayaking, canoeing, hiking, biking, and more! 🌿
👤 mynameissprinkle

Liked by plumbangie and 1,020 others
JUNE 23

Add a comment... Post

^^*IG Post Engagement: 1137

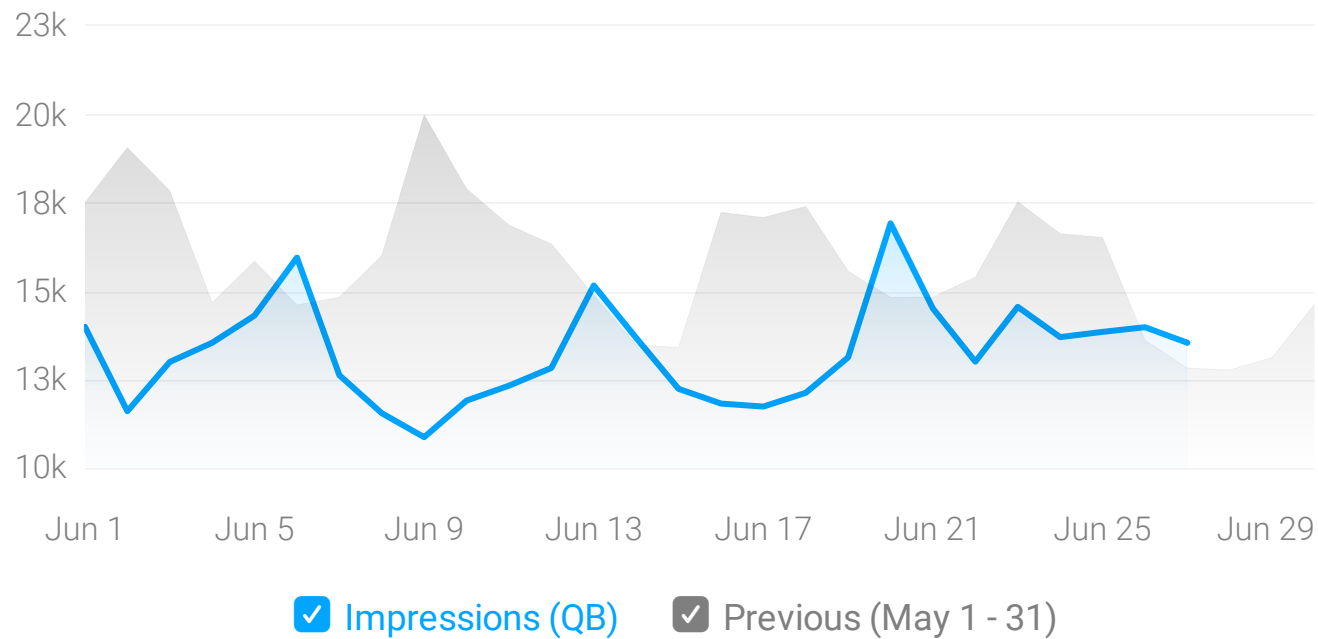
NOTE FROM JUL 2 4:40 PM

^^* IG Post Reach: 13498

NOTE FROM JUL 2 4:40 PM

IMPRESSIONS Last Month (Jun 1 - 30) ▾

358.4k ▼ 27%
Compare: 489.8k



CAMPAIGNS OVERVIEW Last Month (Jun 1 - 30) ▾

#	NAME	SPEND	IMPRESSIONS
1	ESP 0126 Summer Evergreen Relaunch Traffic (23847083548200596)	-	242.9k
2	ESP 0126 Summer Evergreen Engagement (23846903381440596)	-	115.5k

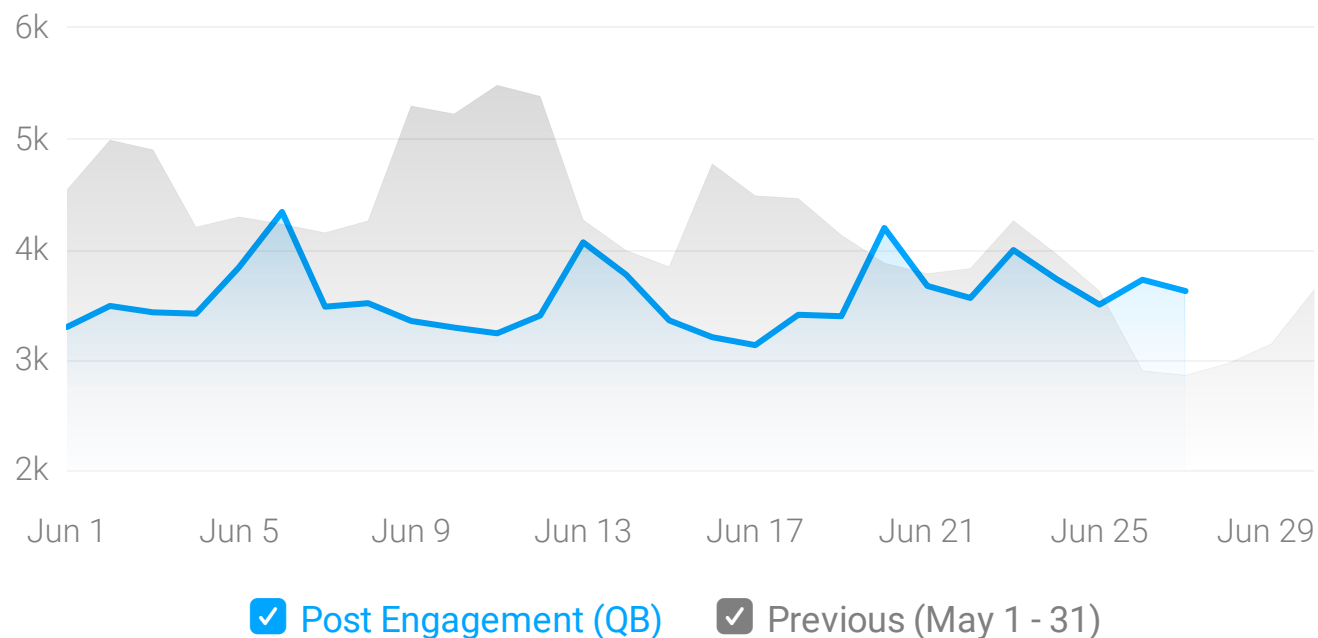
In the month of June, Agency completed the Q1/Q2 campaign across Facebook and Instagram.

The month saw dips in most metrics and can attribute these drops to the campaign ending and not having a full month of flight time:

- 358,400 Impressions, a 27% drop from the previous month.
- 96,310 Post Engagements, a 26% decrease over the previous month.
- 5,890 Clicks, a 12% drop from the previous month.
- Although there was a drop in Clicks, the CTR when retargeting engaged users to drive them to the website saw a 2.28% CTR, a 26% increase from the previous month. This is above the 0.9% CTR benchmark for the travel industry.

POST ENGAGEMENT Last Month (Jun 1 - 30) ▾

96,310 ▼ 26%
Compare: 129,676



CTR BY CAMPAIGN Last Month (Jun 1 - 30) ▾

Metrics	Last Month	Δ
ESP 0126 Summer Evergreen Relaunch Traffic (23847083548200596)	2.28%	▲ 26%
ESP 0126 Summer Evergreen Engagement (23846903381440596)	0.31%	▲ 16%

CLICK OVERVIEW Last Month (Jun 1 - 30) ▾

5,890 Clicks
▼ 12% (6,704)

- CPC

ACCOUNT ACTIVITY

Last Month (Jun 1 - 30) ▾

Metrics	Last Month	Δ
Profile Visits	2,891	▲ 5%
Reach	149k	▼ 4%
Impressions	212k	▼ 4%
Website Clicks	96	▲ 35%
Get Directions Clicks	0	
Phone Call Clicks	1	
Text Message Clicks	0	

FOLLOWERS BY CITY

Last Month (Jun 1 - 30) ▾

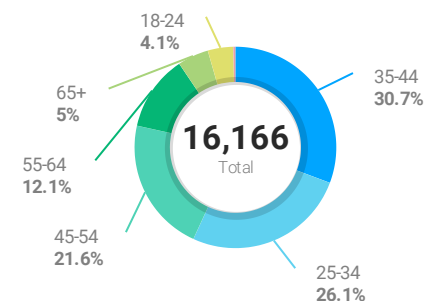
Metrics	Last Month	Δ
Fayetteville, Arkansas	601	▼ 5%
Little Rock, Arkansas	537	0%
Tulsa, Oklahoma	530	▲ 1%
Oklahoma City, Oklahoma	499	▼ 12%
Rogers, Arkansas	392	▼ 4%
Bentonville, Arkansas	377	0%
Eureka Springs, Arkansas	352	▲ 5%

ENG: 12656

NOTE FROM JUL 7 7:47 PM

FOLLOWERS BY AGE GROUP

Last Month (Jun 1 - 30) ▾



Instagram saw increases in overall followers, profile visits and engagement metrics. Agency believes this was due to incorporating more video content into the mix and the implementation of the organic/paid social media strategy.

The platform saw very small decreases in reach and impressions compared to previous months. However, Agency believes this was due to the paid social campaign ending.

The top engaged post was a post about the Treehouse Resort

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

NOTE FROM JUL 12 3:57 PM

FOLLOWER OVERVIEW

Last Month (Jun 1 - 30) ▾

339

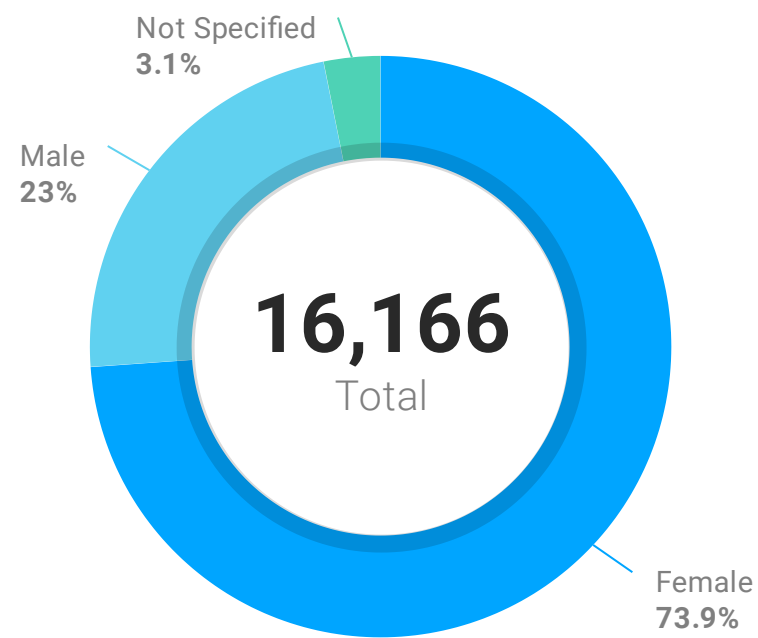
New Followers
▼ 19% (419)

22,831

Total Followers
▲ 2% (22,492)

FOLLOWERS BY GENDER

Last Month (Jun 1 - 30) ▾



NEW POSTS BY LIKES

Last Month (Jun 1 - 30) ▾

Metrics	Last Month Δ
They say that we don't know what is at the end of rainbows. Well...in Eureka Springs we know it is pretty magical. ☺ ... (06/05...	1,076
The Flatiron Building is just one of our many historic buildings. Originally built in 1880, it is one of the most photographed...	1,040
Located in the Historic District, the Hidden Springs Bed and Breakfast offers a romantic, wooded retreat ideal for any...	1,030
Established in 2008, The Grand Treehouse Resort is a great way to take your visit to another level. The resort consists of...	1,021

TOP POSTS BY LIKES

Month to Date (Jul 1 - 12) ▾

Metrics	Month to date	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)	2,052	▲ 1%

PAGE ENGAGEMENTS

Last Month (Jun 1 - 30) ▾

40,021 ▲ 14%
Compare: 35,179

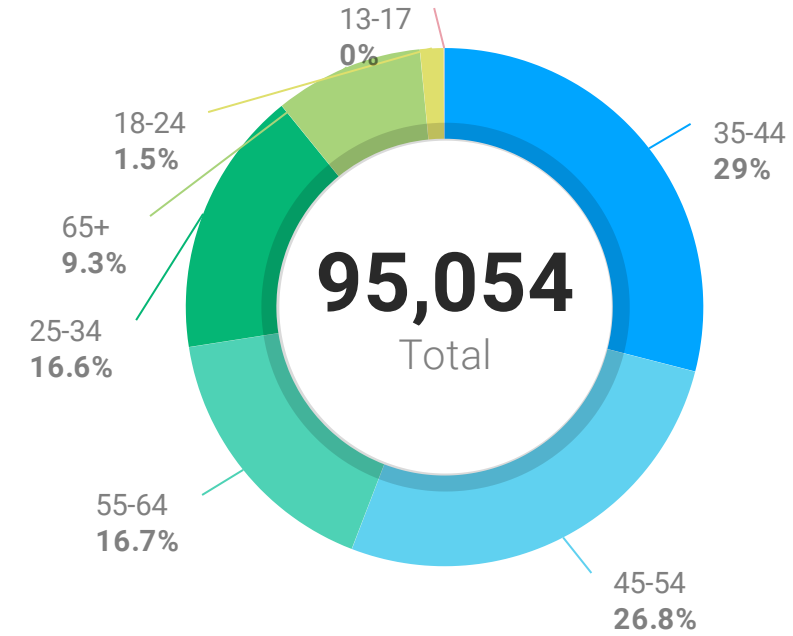


Page Engagements Compare period (May 1 - 31)

PAGE SUMMARY Last Month (Jun 1 - 30) ▾

Metric	Last Month	Δ
New Page Likes	932	▲ 21%
Total Page Likes	95,741	▲ 1%
Comments	1,353	▼ 11%
Shares	1,234	▼ 10%
Video views	123.7k	▼ 10%

FOLLOWERS BY AGE GROUPS All Time ▾



Facebook saw increases in overall page engagements, post reach and page likes. Agency believes this is due to incorporating press coverage into the content, blog content and overall video content.

The platform did see small decreases in comments, shares and video views. Agency believes this is due to the ending of the paid social campaign and plans to counter act these decreases in the future with other video content with the help of the TDO team.

The top engaged post was a post about the treehouse resort.

For the month of July, 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 TDO team to establish LIVE topics.

NOTE FROM JUL 12 3:59 PM

ORGANIC POST REACH

Last Month (Jun 1 - 30) ▾

425.2k ▲ 35%
Compare: 315k

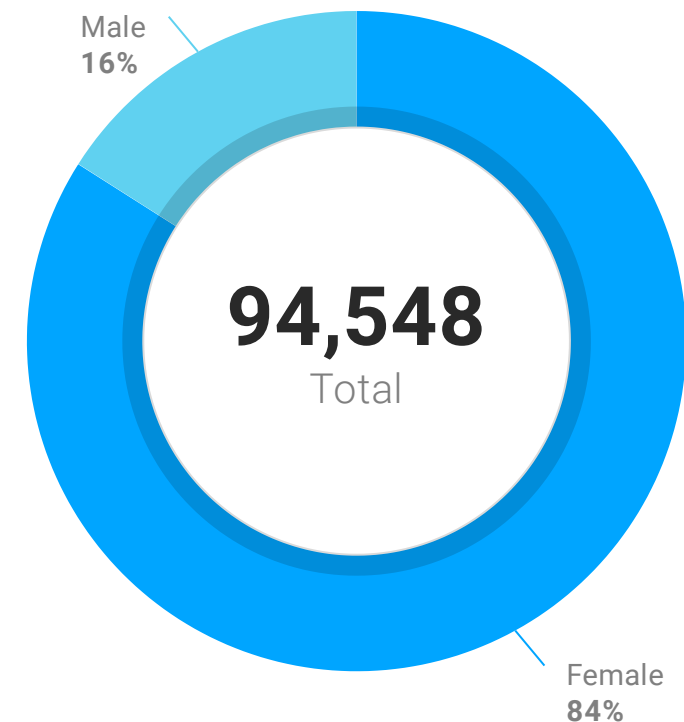


Post Reach - Organic Compare period (May 1 - 31)

POST ENGAGED USERS BY POST Last Month (Jun 1 - 30) ▾

Post	Last Month Δ
If your idea of "roughing it" in the woods includes Jacuzzi (2021-06-29)	3,386
You've made it halfway through the week! Take a break with us (2021-06-09)	2,700
Did you know our city is so gay-friendly that we have no exclusively (2021-06-11)	2,385
They say that we don't know what is at the end of rainbows. Well...in (2021-06-06)	2,216
Happy Pride Month! 🌈 Eureka Springs is a city of (2021-06-02)	1,438

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
Broken Arrow, OK	1,117

PAGE REACH Last Month (Jun 1 - 30) ▾

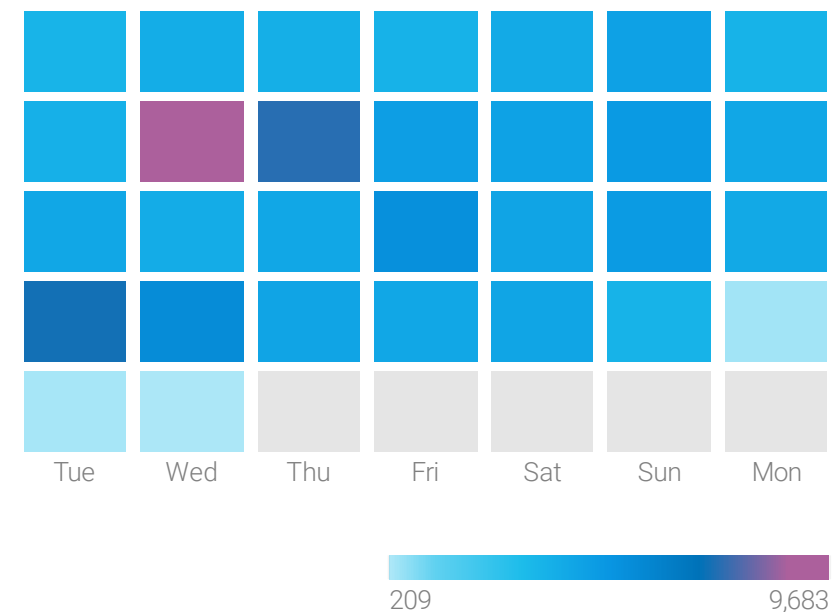
844.4k ▲ 4%
Compare: 808.5k



Page Reach Compare period (May 1 - 31)

WHEN ARE PEOPLE WATCHING OUR VIDEOS?

Last Month (Jun 1 - 30) ▾



POST VIDEO VIEWS BY PUBLISH D...

Last Month (Jun 1 - 30) ▾

Metrics Last Month Δ

You've made it halfway through the week! Take a break with us (2021-06-09) **14,261**

It is officially Summer! Whether you are hiking, biking or kayaking, (2021-0...) **3,723**

POV: You woke up early for a morning float on the White River. (2021-06-18) **2,318**

When in doubt, take a deep breath and just send it. 🌊 (2021-06-22) **2,095**

After not being able to celebrate together last year, we wanted (2021-06-15) **1,783**

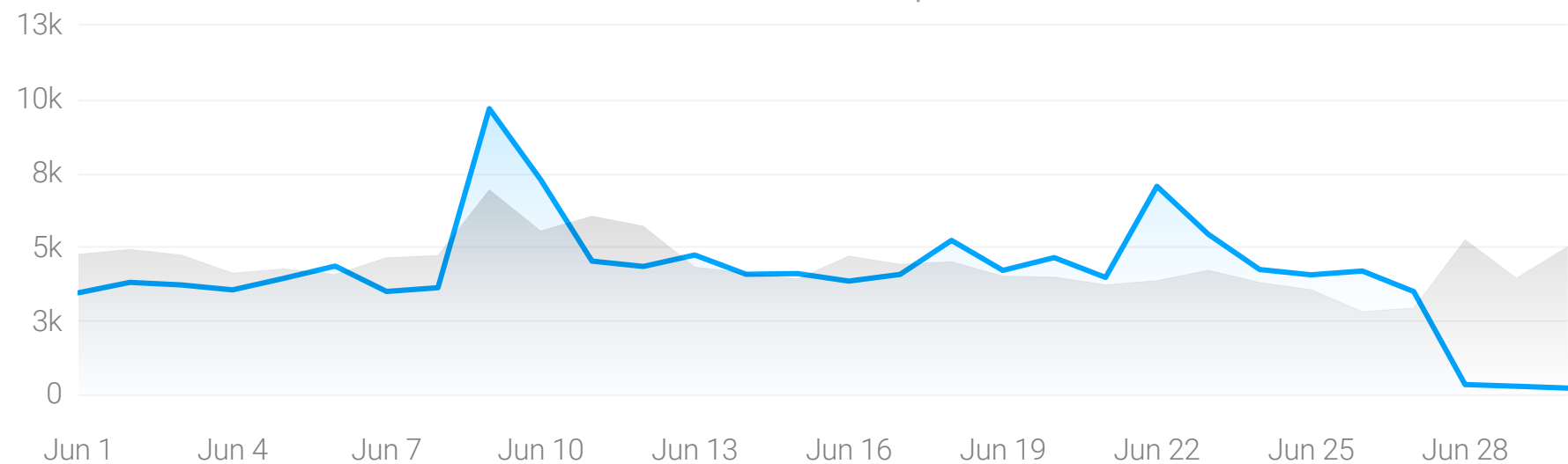
Looking for an adventure that is a different speed? Take an exhilarating (2021-...) **1,404**

With things like the Witches Fireplace and the Friendly Dragon, (2021-06-10) **0**

The Great Decision Playlist **0**

VIDEO VIEWS Last Month (Jun 1 - 30) ▾

123.7k ▼ 10%
Compare: 137k

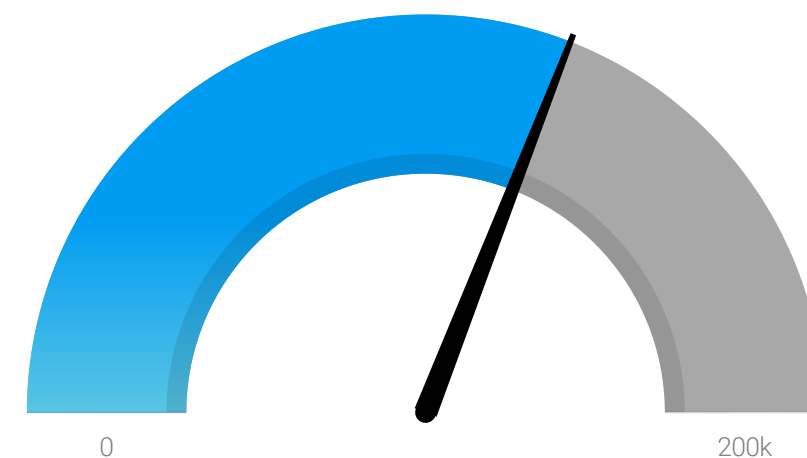


Video Views Compare period (May 1 - 31)

HOW MANY PEOPLE WATCHED OUR VI...

Last Month (Jun 1 - 30) ▾

123.7k



Imp: 14023

NOTE FROM JUL 7 8:16 PM

Reach: 13931

NOTE FROM JUL 7 8:15 PM

Eng: 1117

NOTE FROM JUL 7 8:15 PM

Profile Visits:
66

NOTE FROM JUL 7 8:16 PM

Eureka Springs, Arkansas is in Eureka Sprin...
 June 4, 2021 9:00 PM(UTC-04:00)

They say that we don't know what is at the end of rainbows. Well...in Eureka Springs we know it is pretty magical. 🌈

@wanderingwithawarrior



Eng: 1141

NOTE FROM JUL 7 8:17 PM

Profile Visits:
129

NOTE FROM JUL 7 8:18 PM

Reach: 13601

NOTE FROM JUL 7 8:17 PM

Imp: 14226

NOTE FROM JUL 7 8:18 PM



eurekasprings
Eureka Springs Treehouses

eurekasprings Established in 2008, The Grand Treehouse Resort is a great way to take your visit to another level. The resort consists of unique, contemporary studios with raised walkways and design accents such as stained-glass windows, gas fireplaces, and stunning chandeliers. Plus, the resort is right next to Lake Leatherwood for kayaking, canoeing, hiking, biking, and more! 🌿

mynameissprinkle

1,022 likes

JUNE 23

Add a comment... Post

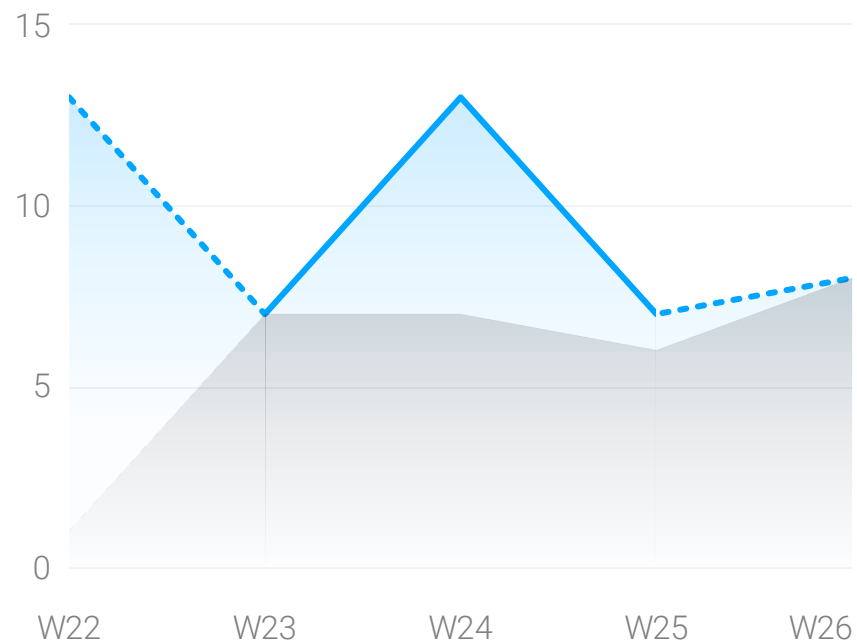


IMP: 18.1K

NOTE FROM JUL 7 8:07 PM

TWEETS Last Month (Jun 1 - 30) ▾

48 ▲ 60%
Compare: 30



Tweets Previous (May 1 - 31)

NET NEW & TOTAL FOLLOWERS

Last Month (Jun 1 - 30) ▾

15 Net New Followers
5,127 Total Followers
0% (5,112)

FOLLOWS TO FOLLOWERS RATIO

Last Month (Jun 1 - 30) ▾

10.7%
▲ 1% Compare: 10.6%

RECENT TWEETS BY LIKES

Last Month (Jun 1 - 30) ▾

Tweet	Last Month Δ
You've made it halfway through the week! Take a break ... (06/09/2021 19:02:22)	16
If your idea of "roughing it" in the woods includes ... (06/07/2021 16:04:25)	9
The Flatiron Building is just one of our many historic ... (06/29/2021 16:01:18)	9
They say that we don't know what is at the end of rainbows. ... (06/03/2021 15:03:39)	8
Happy place found. ☺ #EurekaSprings ☺: #BlackBassLake ... (06/22/2021 19:00:44)	7

RECENT TWEETS BY RETWEETS

Last Month (Jun 1 - 30) ▾

Tweet	Last Month Δ
#EurekaSprings is filled with many wonderful things ... (06/11/2021 14:02:12)	4
You've made it halfway through the week! Take a break ... (06/09/2021 19:02:22)	2
Looking for an adventure that is a different speed? ... (06/18/2021 22:00:09)	2
Happy #Pride! #EurekaSprings is a city of ♥ and ... (06/01/2021 23:00:20)	1
No matter if you are a first-time visitor or you have ... (06/04/2021 21:01:19)	1

Twitter experienced an increase in impressions (45%) during the month of June. Agency believes this is due to the increase in postings compared to previous months, the increase of social listening and the implementation of the organic/paid social media strategy.

The top engaged post was a video from the Blue Spring Heritage Center.

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

NOTE FROM JUL 12 4:01 PM

Eng: 35

NOTE FROM JUL 7 8:20 PM

Impression:
621

NOTE FROM JUL 7 8:20 PM

Retweets: 2


NOTE FROM MAY 7 4:26 PM

Likes: 16

NOTE FROM JUL 7 8:20 PM

Eureka Springs @Eureka_Springs · Jun 9

You've made it halfway through the week! Take a break with us at the [#BlueSpringHeritageCenter](#). 💧 [#EurekaSprings](#)



0:11 114 views

🗨️ 2 ❤️ 16 ↗️ 📺

Imp :592

NOTE FROM JUL 7 8:21 PM

Eng: 21

NOTE FROM JUL 7 8:21 PM

Likes: 9

NOTE FROM JUL 7 8:21 PM

Retweets:1

NOTE FROM JUL 7 8:21 PM

Eureka Springs @Eureka_Springs · Jun 29

The Flatiron Building is just one of our many historic buildings. Originally built in 1880, it is one of the most photographed buildings in Arkansas-- and deservedly so! ✨ [#EurekaSprings](#)



🗨️ 2 ↻️ 1 ❤️ 9 ↗️ 📺



Top Performing Facebook Post

Organic Reach: 45468

NOTE FROM JUL 7 8:24 PM

Engaged Users 3499

NOTE FROM JUL 7 8:24 PM

Post Clicks 2156

NOTE FROM JUL 7 8:24 PM



Eureka Springs, Arkansas

June 28, 2021 8:03 PM(UTC-04:00)



If your idea of "roughing it" in the woods includes Jacuzzi tubs, climate-controlled environments, flat-screen TVs, and free Wi-Fi--then the Treehouse Village is for you. While their inspiration for the design comes from the nearby creek and woodsy reserve, it is the perfect spot for a hassle-free "retreat." 🌿

Learn more here: <https://allseasonsluxuryproperties.com/suites/all-seasons-urban-treehouse-village/>



👍❤️😱 574 · Like

💬 58 Comments

Organic Reach: 27941

NOTE FROM JUL 7 8:23 PM

Engaged Users: 2704

NOTE FROM JUL 7 8:23 PM

Post Clicks: 473

NOTE FROM JUL 7 8:23 PM



Eureka Springs, Arkansas

June 9, 2021 6:00 PM(UTC-04:00)



You've made it halfway through the week! Take a break with us at the Blue Spring Heritage Center. 💧



👍❤️😱 880 · Like

💬 91 Comments

See more

🕒 Post boosted from facebook, creation date updated from : "06/09/2021 06:00pm" - a month ago

↩️ Reply



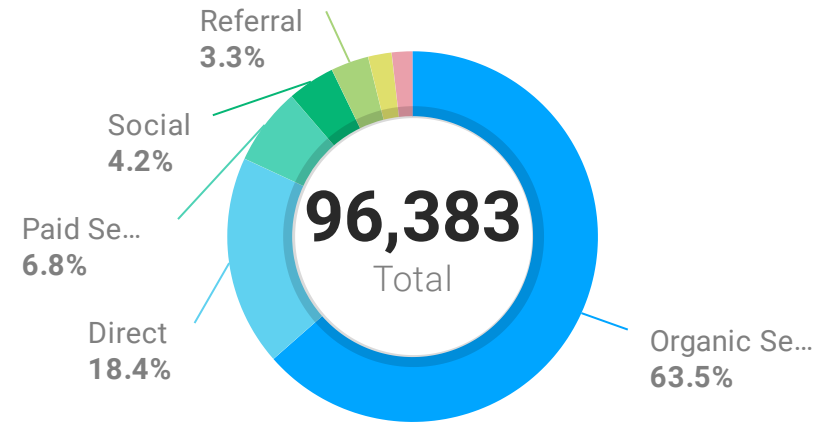
SESSIONS Last Month (Jun 1 - 30) ▾

96,383 ▲ 10%
Compare: 87,783



Sessions Compare period (May 1 - 31)

SESSIONS BY CHANNEL Last Month (Jun 1 - 30) ▾



AUDIENCE OVERVIEW Last Month (Jun 1 - 30) ▾

Metrics	Last Month	Δ
Users	73,611	▲ 8%
Sessions	96,383	▲ 10%
% New Sessions	73.97%	▼ 3%
Pages / Sessions	3.64	▼ 1%
Avg Session Duration	2m 53s	▲ 2%
Bounce Rate	51.81%	▼ 1%
Pageviews	350.9k	▲ 9%

USERS BY REGION Last Month (Jun 1 - 30) ▾

Metrics	Last Month	Δ
Texas	15,121	▲ 14%
Arkansas	12,184	▲ 15%
Missouri	11,945	▲ 10%
Oklahoma	9,358	▲ 7%
Kansas	4,853	▲ 7%
Illinois	3,641	▲ 11%
Tennessee	2,535	▲ 9%
Colorado	1,994	▲ 7%
Louisiana	1,543	▲ 24%
California	1,395	▼ 4%
Florida	963	▲ 11%
Mississippi	849	▲ 14%
Georgia	763	▲ 6%

TOP PAGES BY PAGEVIEWS Last Month (Jun 1 - 30) ▾

Metrics	Last Month	Δ
/	35,941	▲ 11%
/attractions/	31,987	▲ 12%
/things-to-do/	20,536	0%
/10-things-to-do-in-eureka-springs-you-dont-want-to-miss/	10,066	▲ 21%
/attractions/page/2/	9,661	▲ 15%
/lodging/cabins-cottages/	9,363	▲ 1%
/dining/	7,895	▲ 1%

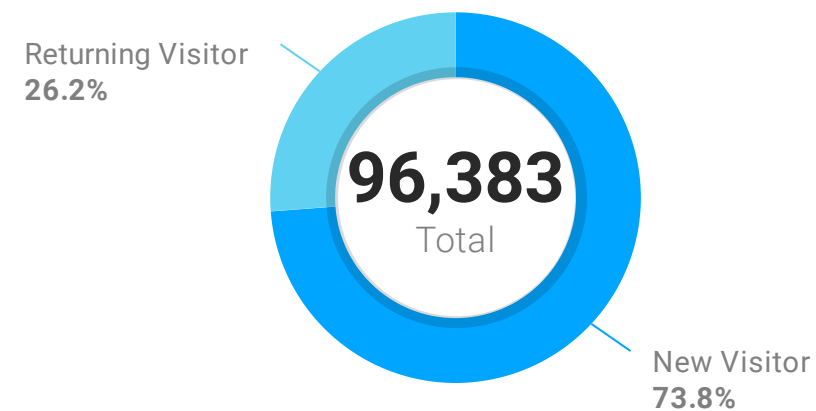
BOUNCE RATE Last Month (Jun 1 - 30) ▾

51.81% ▼ 1%
Compare: 52.40%



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

SESSIONS BY NEW VS RETURNING Last Month (Jun 1 - 30) ▾

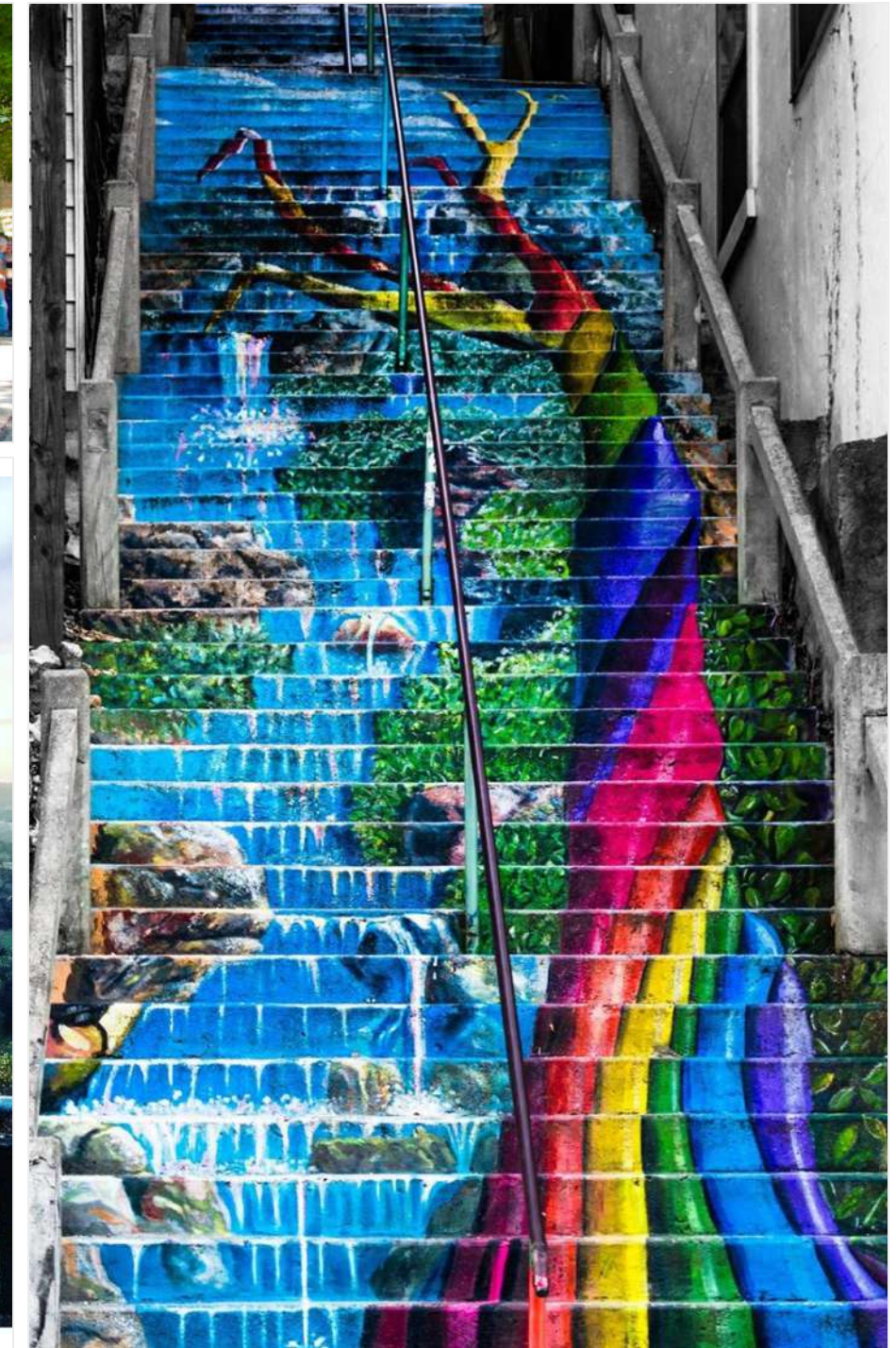


** National Public Relations Services **

June Summary

PR Activities and Outreach

- Continued outreach to top-tier national publications.
- HARO outreach: Crystal clear lakes in America, best small towns.
- Pitched summer travel in Eureka Springs to national senior and family publications to encourage weekday travel.
- Pitched fall mountain biking to Country for upcoming Oct/Nov 2021 issue.
- Continued to develop pitch material for mountain biking, diversity, and local human-interest stories.
- Continued to promote Eureka Springs within target drive markets and national airlift markets.
- Positioned and pitched Eureka Springs as an "open-air hidden gem", aligning with post-pandemic travelers' desire for spacious, safe destinations.
- Developed strategy for Q3 and Q4 PR plan.
- Participated in bi-weekly PR calls.



** Meltwater Clips **

June Summary

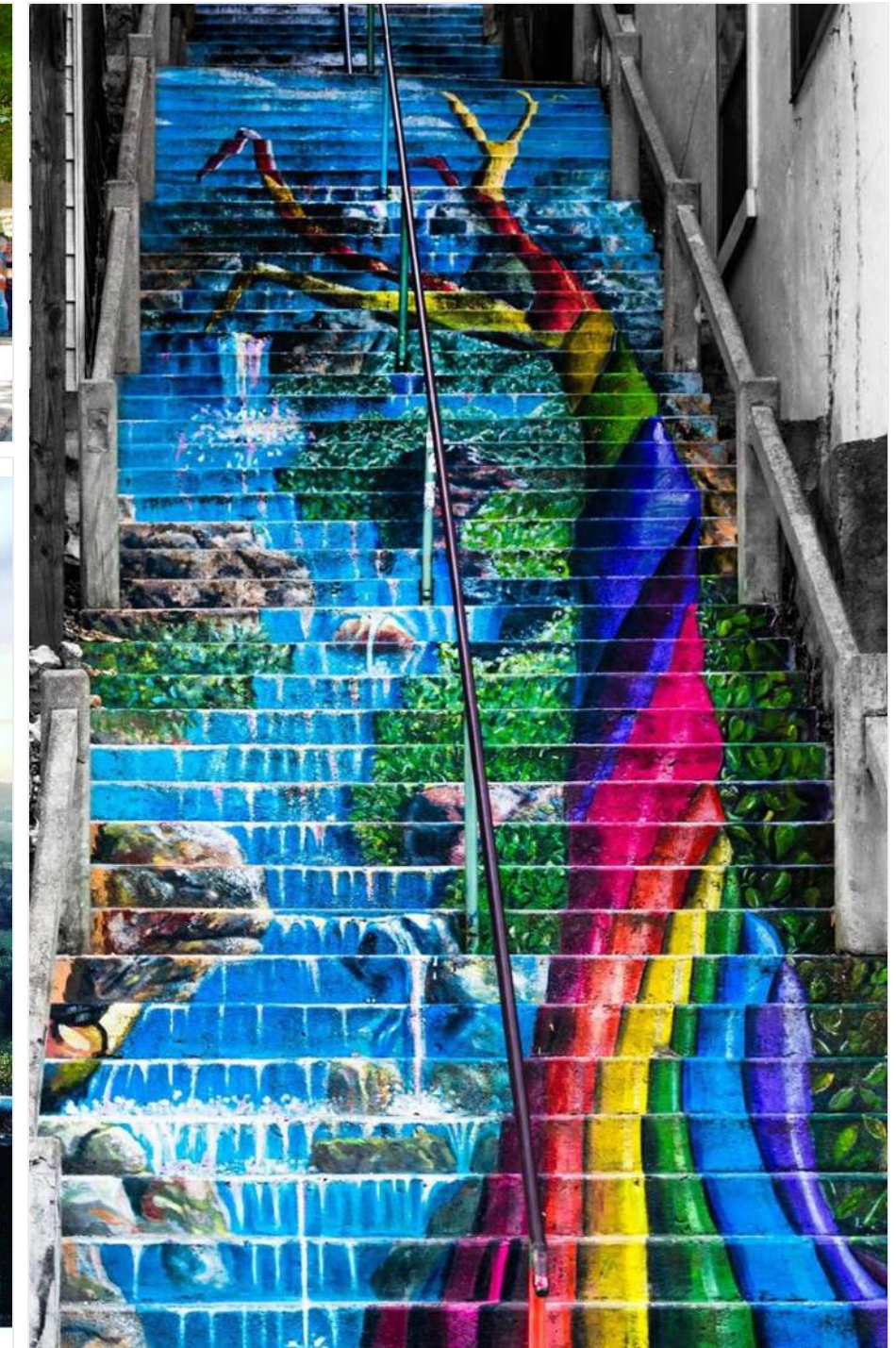
June 2021 Publicity (based on Meltwater clips)

- Estimated Impressions: 238,046,962
- Estimated Media Value: \$2,201,934.39

Full June 2021 Meltwater Clip Report

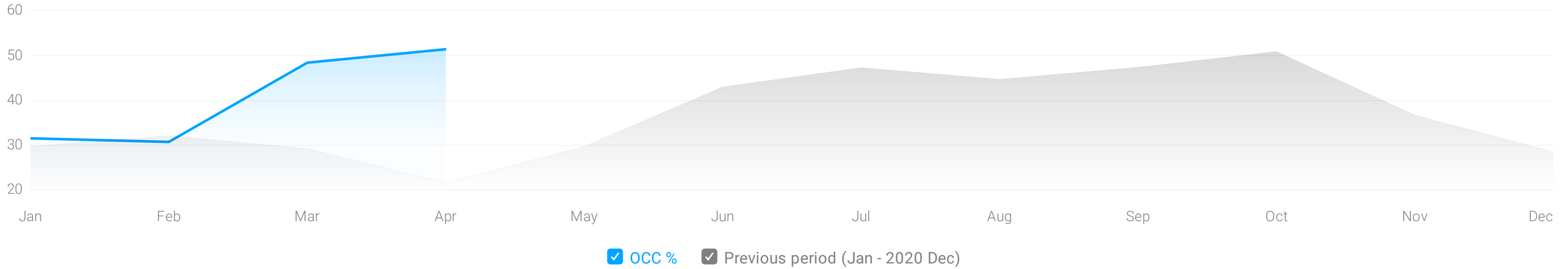
Link to Report: https://sharable-dashboard.meltwater.com/sharable_dashboard/569409a34fb1833d4294d413/d7bbe5aa-88da-4d91-bea3-fce224965e86

Password: paradise



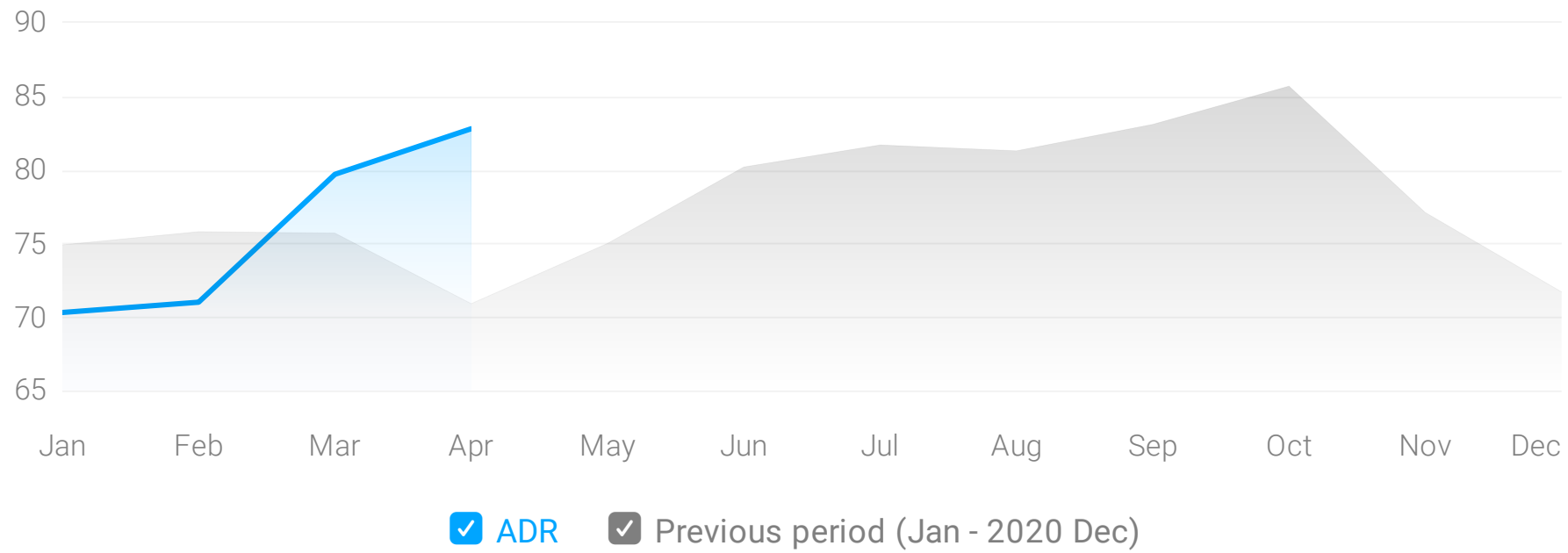
OCC % This Year (Jan - Dec) ▾

51.3 ▲ 73%
Compare: 29.6



ADR This Year (Jan - Dec) ▾

82.8 ▲ 15%
Compare: 71.7



REVPAR This Year (Jan - Dec) ▾

43 ▲ 111%
Compare: 20.4

