

PARADISE



Monthly Report: March 2021

Client: Eureka Springs

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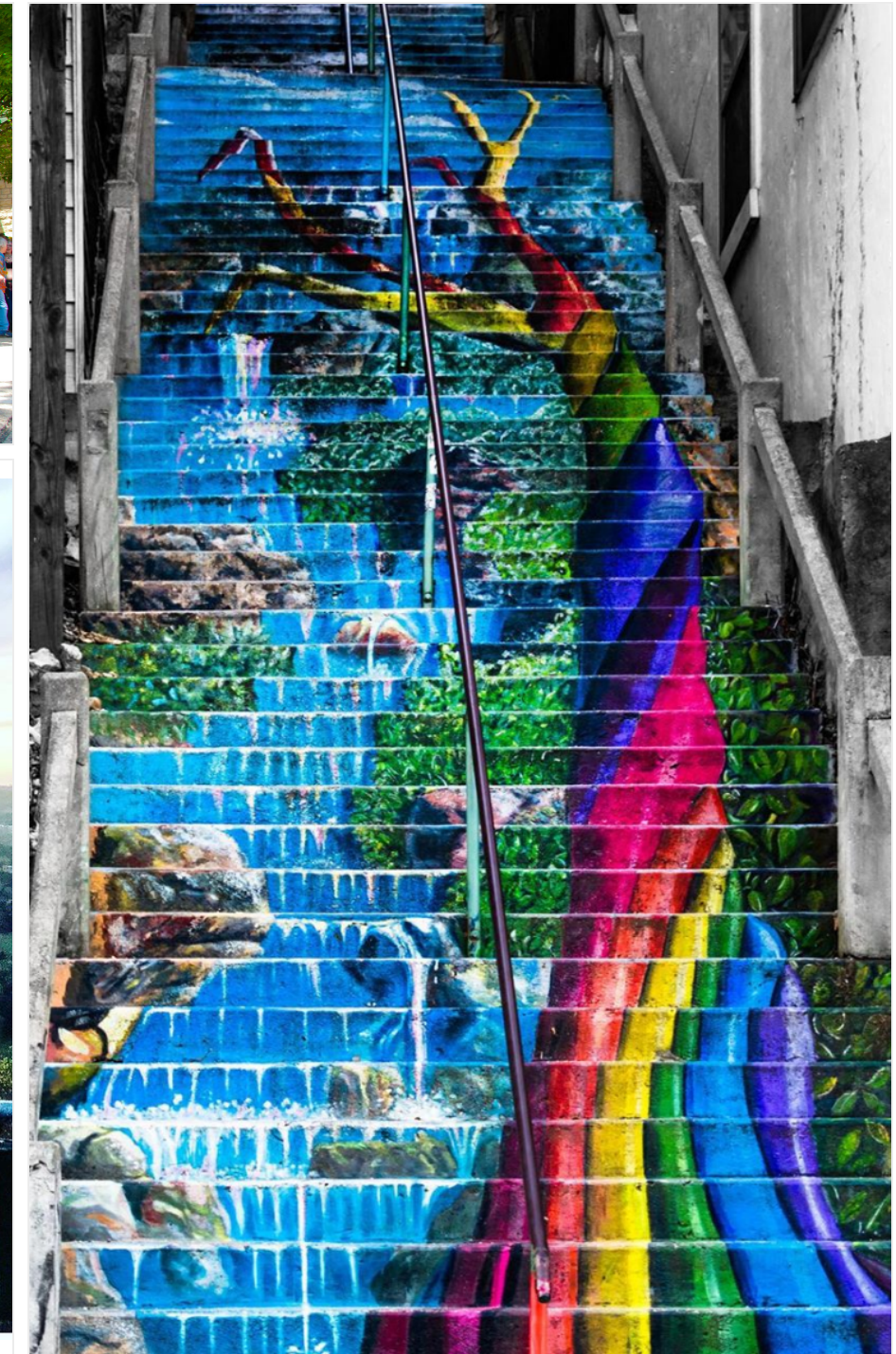
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*Note: Eureka Springs Data Depot reports were set up in mid-May. Therefore, some of the data sets included in this report only reflect since that time.

** Advertising & Marketing Services**

March Summary

- Agency, presented the FY21 Q1 & Q2 Marketing Plan to the CAPC Board.
- Agency presented the recommended Supplemental Funds Scope of Work.
- Agency finalized and executed the FY21 Addendum 7 to the contract for the expanded scope of work of Supplemental Funds (\$166,750).
- Agency conducted one-on-one meetings with commissioners of the CAPC Board regarding Addendum 7.
- Agency began onboarding process for the expanded scope of work of Supplemental Funds to begin April 1 and continue through December 31, 2021.
- Agency began deploying creative assets for all FY21 Q1 & Q2 Campaign.
- Agency communicated with various parties to gain access to social media account and website(s).
- Agency placed retargeting pixels on the EurekaSprings.org website for the FY21 Q1 & Q2 Campaign.
- Agency conducted meetings with media vendors for upcoming assets deployment and advertorial components of the Passport Magazine media buy.
- Agency finalized the recommended internal Creative Assets Conceptualization list for upcoming photoshoots in late May/early June and late October/November.
- Agency is planning a scouting trip for creative department to experience Eureka Springs in April, pre-shoot scouting trip.
- 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

March Summary

We launched the Q1 + Q2 campaign on 3/1 with Sojern (banners & video), Division-D (keyword targeting), StackAdapt (native), and Expedia (bookings) with over +1.5M impressions.

Overall, we are off to a strong start with a 0.19% CTR with Division-D having the best CTR at 0.28% (keyword targeting). This is above and beyond the industry CTR benchmark of 0.08% overall.

As for the video completion rate, the campaign average is at 75% with Division-D at 85% (keyword targeting). 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 (Mar 1 - 31) ▾

75.58%

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

\$ 54k

TOTAL IMPRESSIONS Last Month (Mar 1 - 31) ▾

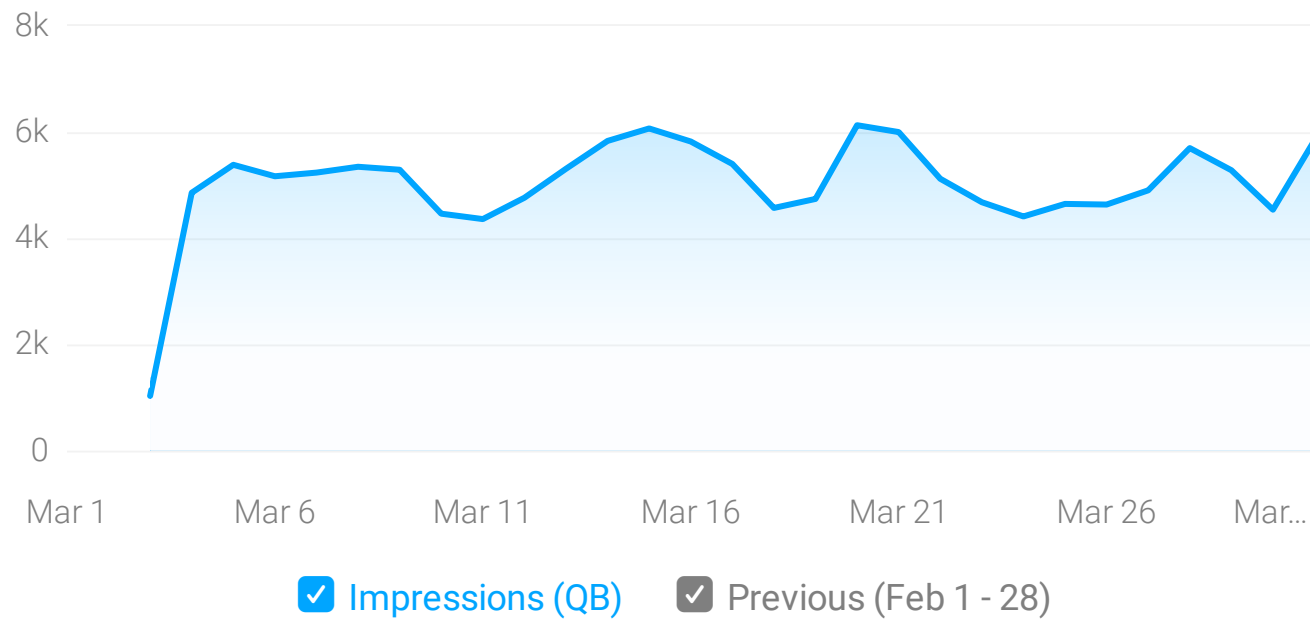
1.55M

TOTAL CLICKS Last Month (Mar 1 - 31) ▾

3,008

IMPRESSIONS Last Month (Mar 1 - 31) ▾

145.6k



CAMPAIGNS OVERVIEW Last Month (Mar 1 - 31) ▾

#	NAME	SPEND	IMPRESSIONS
1	ESP 0126 FY21 Winter/Spring Engagement (23846903381440596)	-	143.9k
2	ESP 0126 Summer Evergreen Relaunch Traffic (23847083548200596)	-	1,666
3	ESP 0107 Summer Evergreen Relaunch Traffic - Copy (23847083548200596)	-	1,649

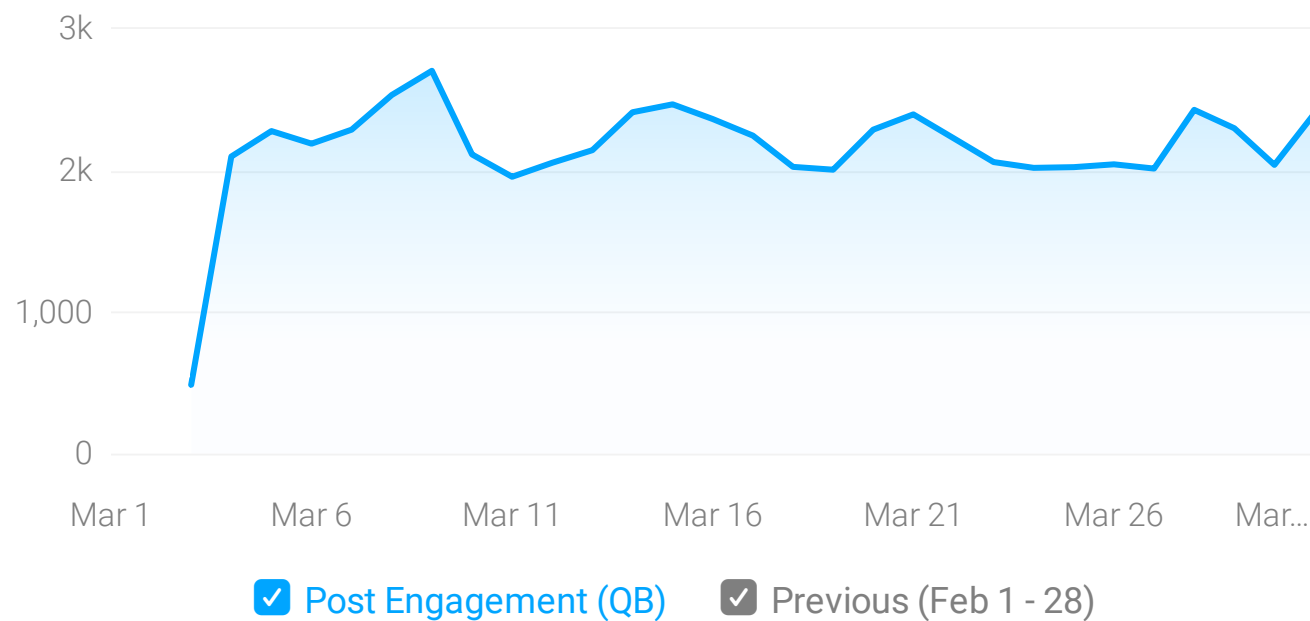
In the month of March, the Summer campaign began running across Facebook and Instagram.

Results:

- 145,600 Impressions
- 62,622 Post Engagements, leading to a 43% engagement rate, well above the 3% benchmark Facebook sees
- 0.84% CTR when retargetting engaged users, slightly lower than the 0.9% CTR benchmark for the travel industry. We look to improve on this CTR in April.

POST ENGAGEMENT Last Month (Mar 1 - 31) ▾

62,622



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

Metrics	Last Month Δ
ESP 0126 Summer Evergreen Relaunch Traffic (23847083548200596)	0.84%
ESP 0126 FY21 Winter/Spring Engagement (23846903381440596)	0.41%

CLICK OVERVIEW Last Month (Mar 1 - 31) ▾

599 Clicks \$ 1.04 CPC

ACCOUNT ACTIVITY

Last Month (Mar 1 - 31) ▾

Metrics	Last Month	Δ
Profile Visits	1,481	▼ 7%
Reach	4,871	▼ 93%
Impressions	21,799	▼ 78%
Website Clicks	45	▼ 18%
Get Directions Clicks	0	
Phone Call Clicks	0	
Text Message Clicks	0	

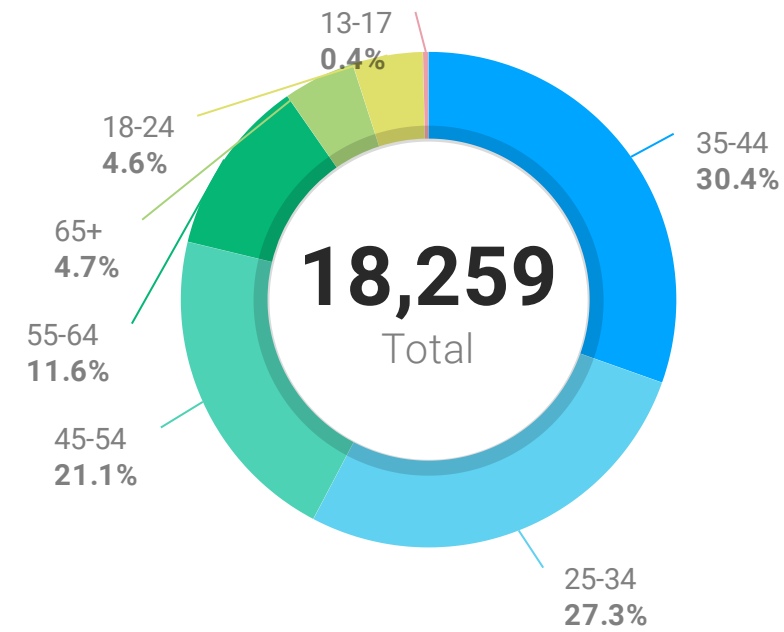
FOLLOWERS BY CITY

Last Month (Mar 1 - 31) ▾

Metrics	Last Month	Δ
Fayetteville, Arkansas	995	▲ 6%
Little Rock, Arkansas	647	▼ 4%
Tulsa, Oklahoma	572	▼ 1%
Eureka Springs, Arkansas	570	▼ 1%
Bentonville, Arkansas	524	▼ 2%
Rogers, Arkansas	515	▼ 3%
Oklahoma City, Oklahoma	513	0%

FOLLOWERS BY AGE GROUP

Last Month (Mar 1 - 31) ▾



TOP POSTS BY LIKES

Month to Date (Apr 1 - 5) ▾

Metrics	Month to date	Δ
Shades of fall ... (11/06 /2020 02:18:51)	2,525	0%
Snow day! ❄️❄️ #EurekaSprings #Arkansas #VisitArkansas #ExploreArkansas #...	2,429	0%
Eureka Springs is open for business! Have you had a great experience with one ...	2,146	0%
If you are planning a road trip to Eureka Springs, Thorncrown Chapel is...	1,773	0%
Spread holiday cheer by supporting the local #EurekaSprings businessse...	1,698	0%
Snowy views ... (12/16 /2020 00:50:55)	1,694	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)	1,529	0%

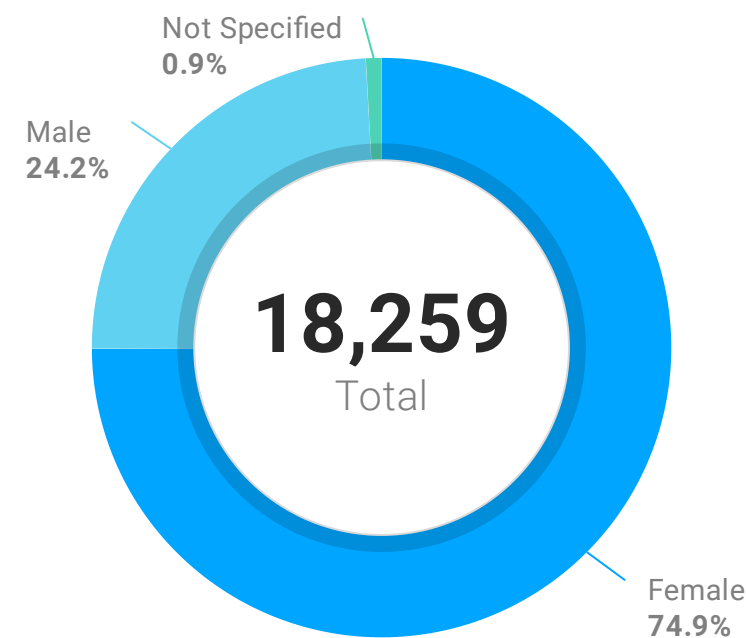
FOLLOWER OVERVIEW

Last Month (Mar 1 - 31) ▾

258 **21,854**
 New Followers Total Followers
 ▼ 16% (307) ▲ 1% (21,596)

FOLLOWERS BY GENDER

Last Month (Mar 1 - 31) ▾



NEW POSTS BY LIKES

Last Month (Mar 1 - 31) ▾

Metrics	Last Month	Δ
	-	

PAGE ENGAGEMENTS

Last Month (Mar 1 - 31) ▾

-

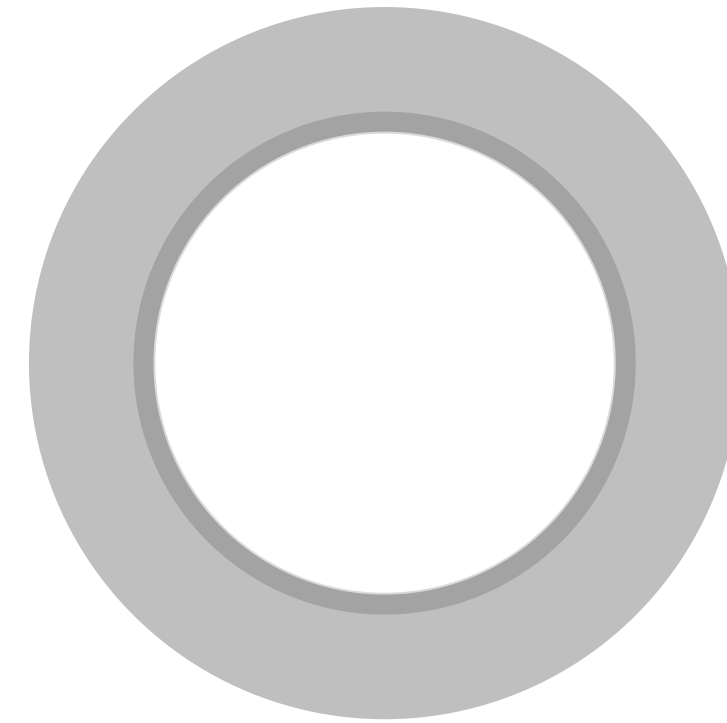
M... Mar 6 Mar 11 Mar 16 Mar 21 Mar 26 M...

Page Engagements Compare period (Feb 1 - 28)

PAGE SUMMARY Last Month (Mar 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 (Mar 1 - 31) ▾

-

M... Mar 6 Mar 11 Mar 16 Mar 21 Mar 26 M...

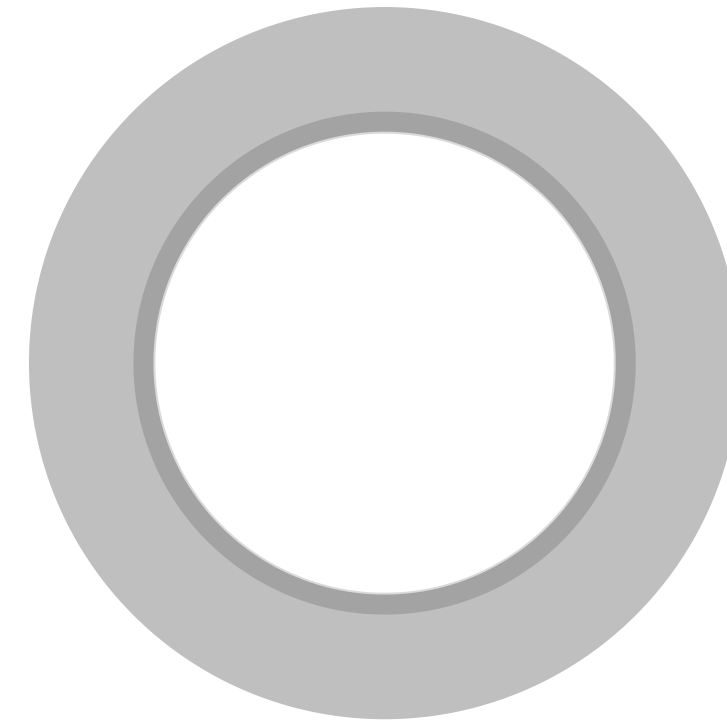
Post Reach - Organic Compare period (Feb 1 - 28)

POST ENGAGED USERS BY POST

Last Month (Mar 1 - 31) ▾

Post	Last Month	Δ
	-	

FOLLOWERS BY GENDER All Time ▾



PAGE REACH Last Month (Mar 1 - 31) ▾

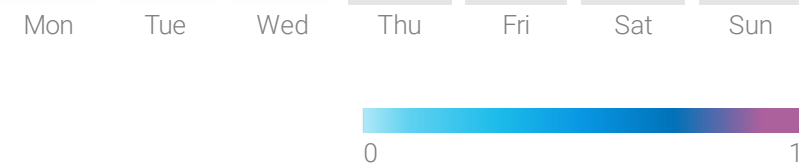
-

Mar 1 Mar 6 Mar 11 Mar 16 Mar 21 Mar 26 Mar ...

Page Reach Compare period (Feb 1 - 28)

WHEN ARE PEOPLE WATCHING OUR VIDEOS?

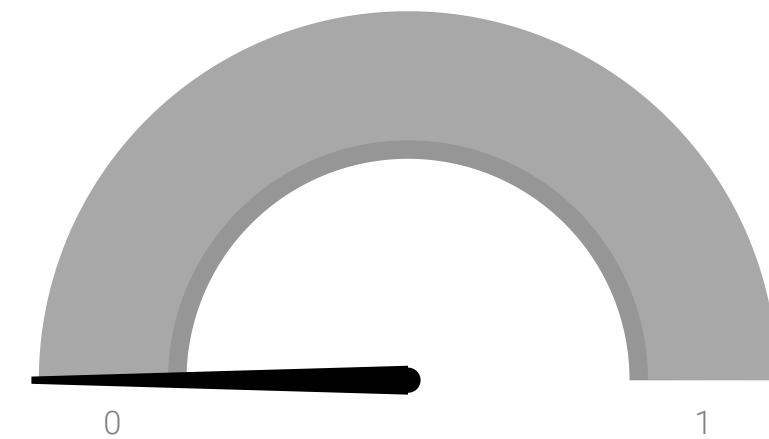
Last Month (Mar 1 - 31) ▾



HOW MANY PEOPLE WATCHED OUR VIDEOS?

Last Month (Mar 1 - 31) ▾

-



VIDEO VIEWS Last Month (Mar 1 - 31) ▾

-

Ma... Mar 4 Mar 7 Mar 10 Mar 13 Mar 16 Mar 19 Mar 22 Mar 25 Mar 28 Ma...

Video Views Compare period (Feb 1 - 28)

POST VIDEO VIEWS BY PUBLISH DATE

Last Month (Mar 1 - 31) ▾

Metrics Last Month Δ

-

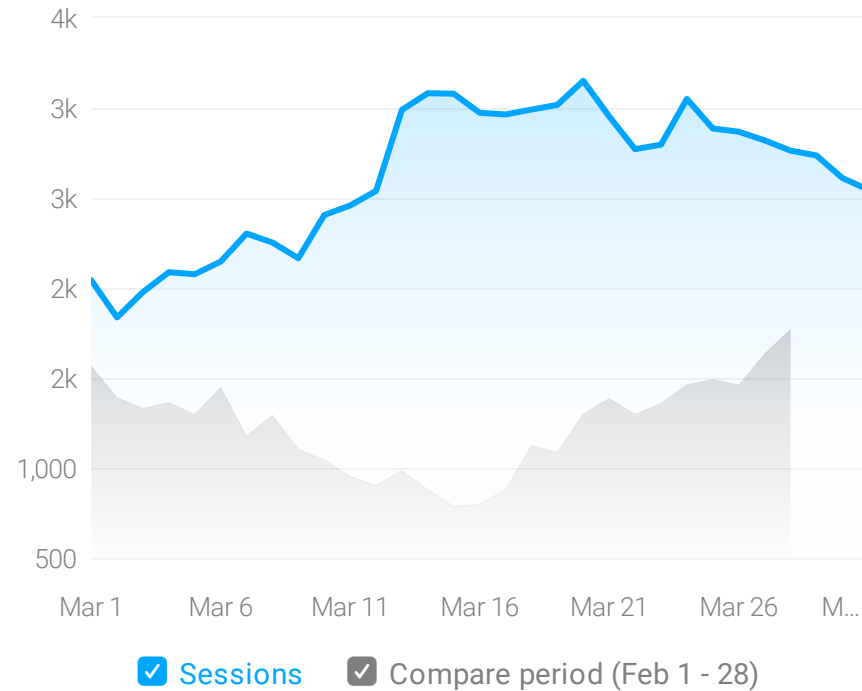
AVERAGE VIDEO VIEWS PER PAGE VISIT

Last Month (Mar 1 - 31) ▾

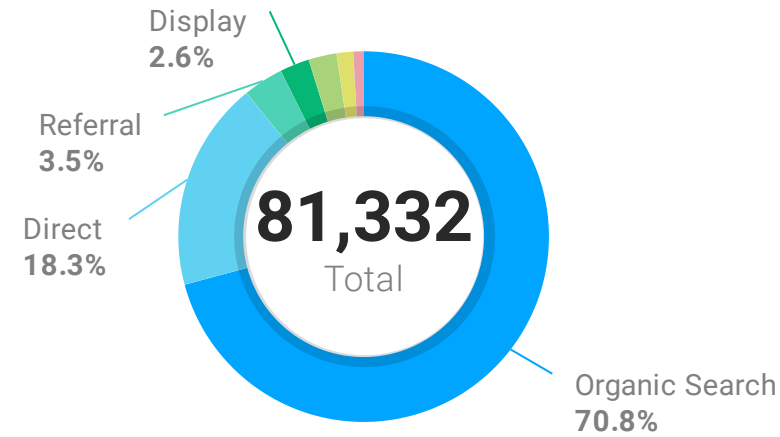
-

SESSIONS Last Month (Mar 1 - 31) ▾

81,332 ▲ 135%
Compare: 34,570



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



AUDIENCE OVERVIEW Last Month (Mar 1 - 31) ▾

Metrics	Last Month	Δ
Users	63,337	▲ 125%
Sessions	81,332	▲ 135%
% New Sessions	75.85%	▼ 4%
Pages / Sessions	4	▲ 11%
Avg Session Duration	3m 8s	▲ 11%
Bounce Rate	46.81%	▼ 9%
Pageviews	325.2k	▲ 161%

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

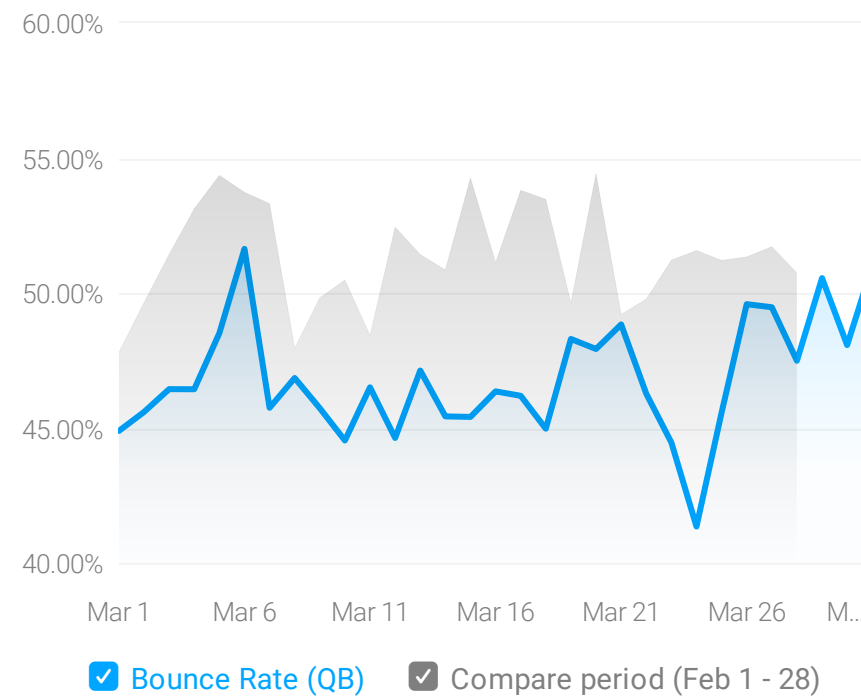
Metrics	Last Month	Δ
Texas	11,309	▲ 143%
Missouri	10,583	▲ 118%
Arkansas	10,518	▲ 134%
Oklahoma	8,420	▲ 139%
Kansas	4,169	▲ 144%
Illinois	3,100	▲ 123%
Tennessee	2,217	▲ 163%
California	1,487	▲ 183%
Colorado	1,194	▲ 160%
Washington	1,008	▲ 825%
Florida	993	▲ 134%
Louisiana	956	▲ 70%
Iowa	933	▲ 72%

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

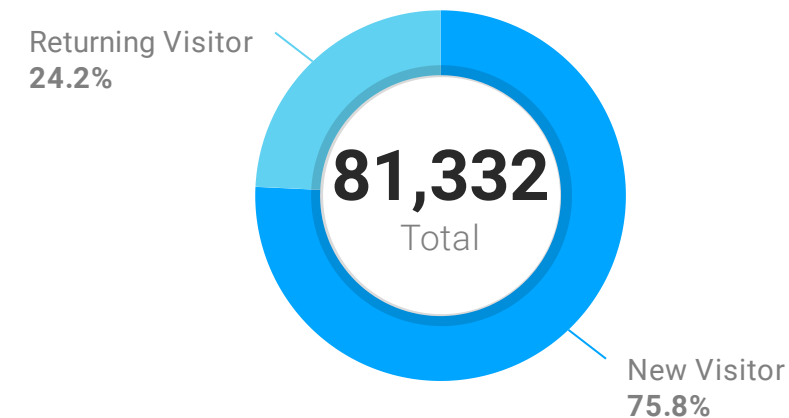
Metrics	Last Month	Δ
/	30,485	▲ 84%
/attractions/	29,265	▲ 283%
/things-to-do/	21,637	▲ 525%
/lodging/cabins-cottages/	9,284	▲ 89%
/10-things-to-do-in-eureka-springs-you-dont-want-to-miss/	9,235	▲ 223%
/covid-19-updates-for-eureka-springs/	8,853	▲ 591%

BOUNCE RATE Last Month (Mar 1 - 31) ▾

46.81% ▼ 9%
Compare: 51.30%



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



** National Public Relations Services **

March Summary

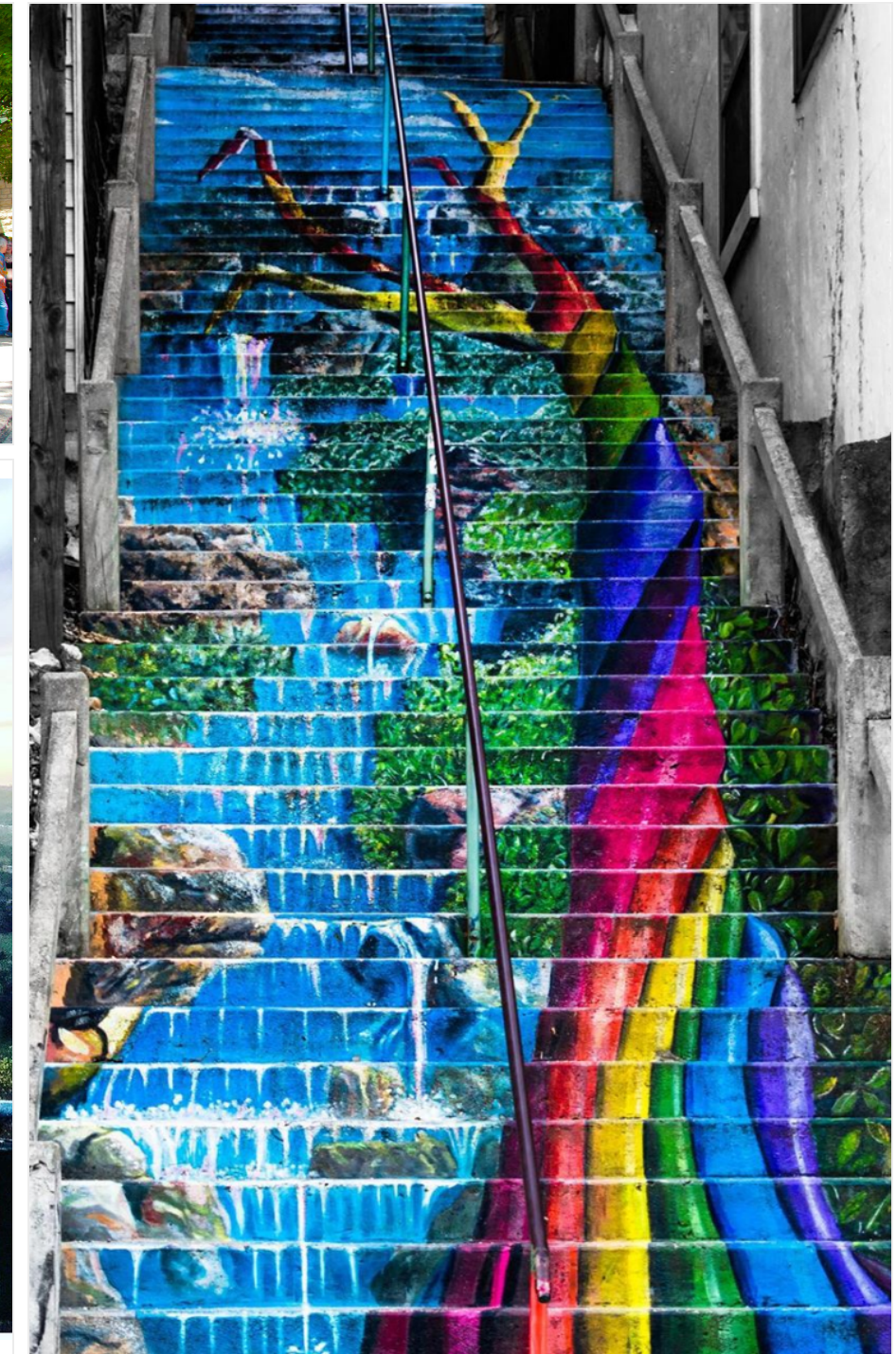
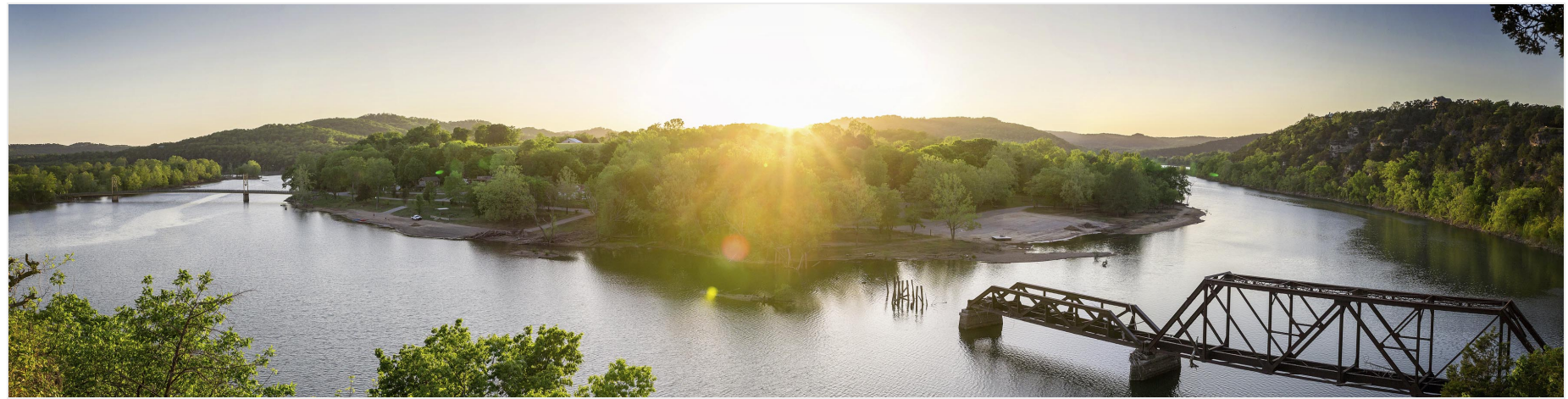
Virtual Desksides

This month, Paradise has participated in virtual deskside Q&As with two travel journalists as part of the Office Hours online workshop.

Participating journalists: Karen Gardiner, National Geographic, BBC, Guardian; Cynthia Drake, AAA, The Points Guy, Southern Living.

PR Activities and Outreach

- Continued outreach to top-tier national publications
- Followed up with Karen Gardiner and Cynthia Drake on Eureka Springs specific pitches
- Developed boilerplate for use in press releases; client approved
- Long lead outreach to LGBTQ outlets for Pride Week
- Ideation of human interest stories from local business owners
- Reviewed visual media library for evergreen image resource (for media kit)
- Participated in bi-weekly PR calls



** Meltwater Clips **

March Summary

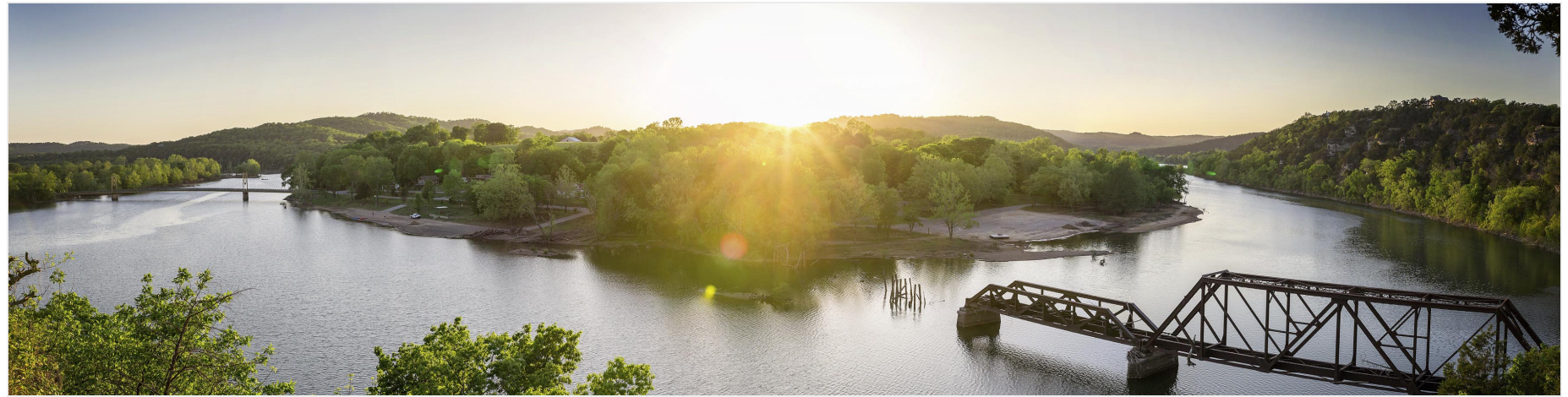
March 2021 Publicity (based on Meltwater clips)

- Estimated Impressions: 676,903,180
- Estimated Media Value: \$6,261,355

Full March 2021 Meltwater Clip Report

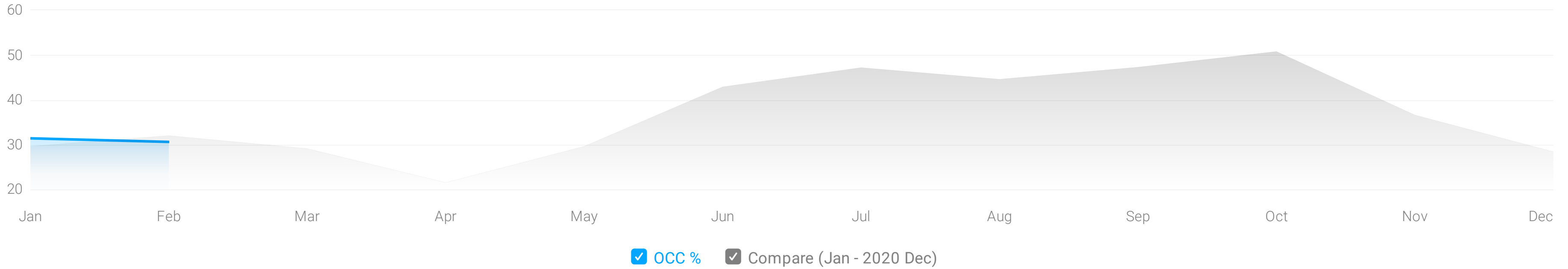
Link to Report: https://sharable-dashboard.meltwater.com/sharable_dashboard/569409a34fb1833d4294d413/4133aa48-121d-4be7-be0d-2f4eedd058c9

Password: paradise



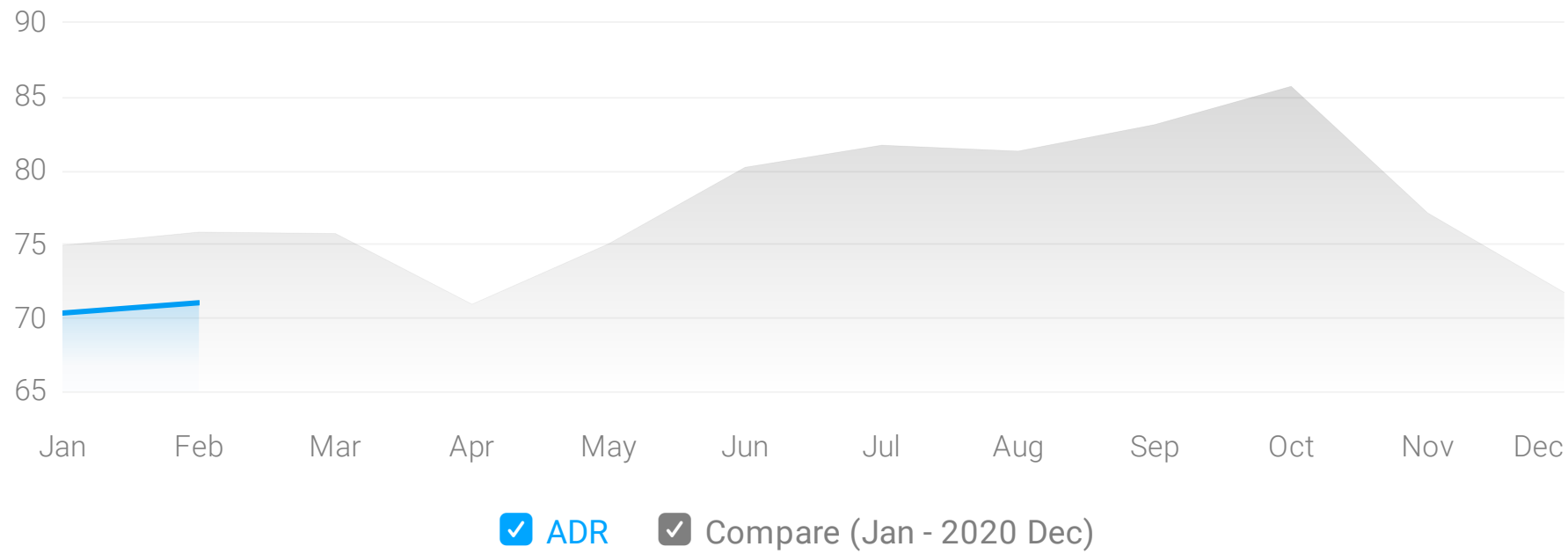
OCC % This Year (Jan - Dec) ▾

36.7% ▼ 6.3%
Compare: 43%



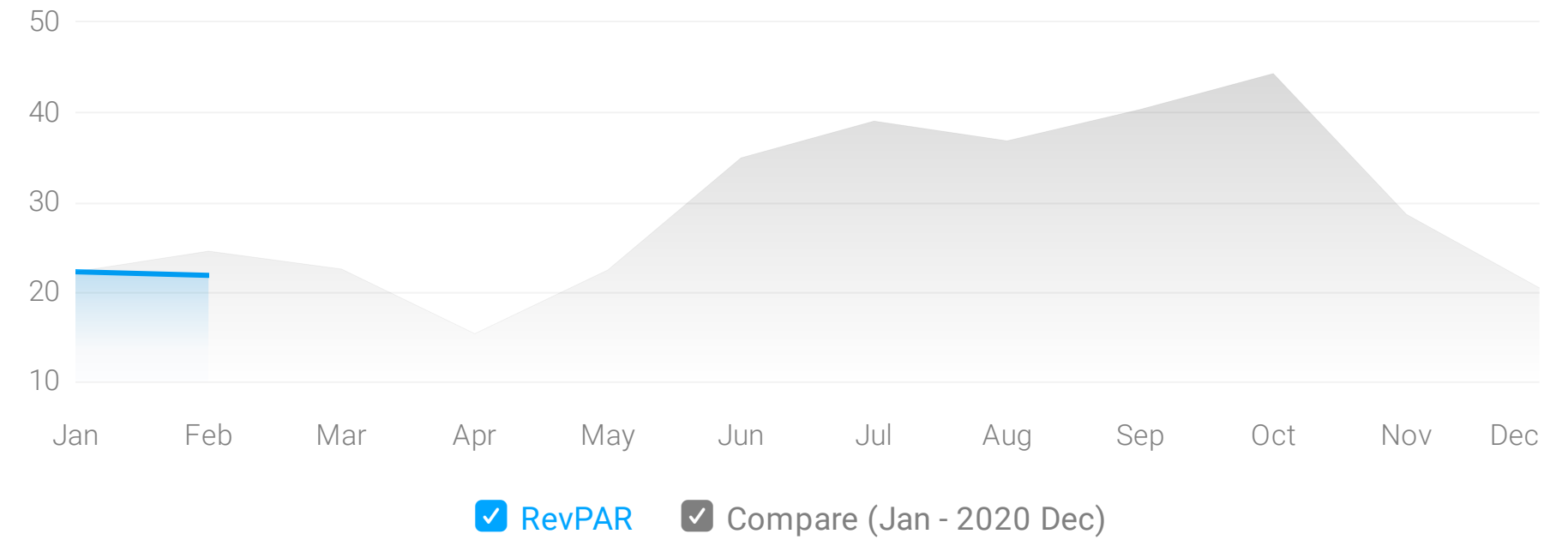
ADR This Year (Jan - Dec) ▾

141 ▼ 85%
Compare: 933



REVPAR This Year (Jan - Dec) ▾

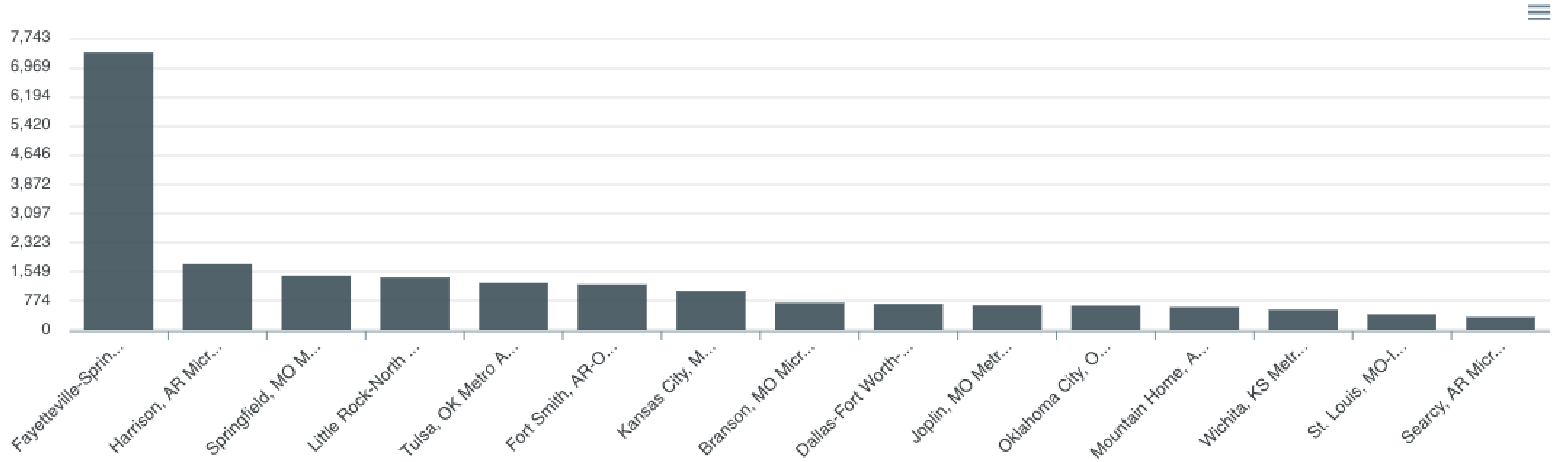
44 ▼ 87%
Compare: 351.2



Visit Counts By MSA (Top 15)

February 2021

Visit Counts By MSA (Top 15)



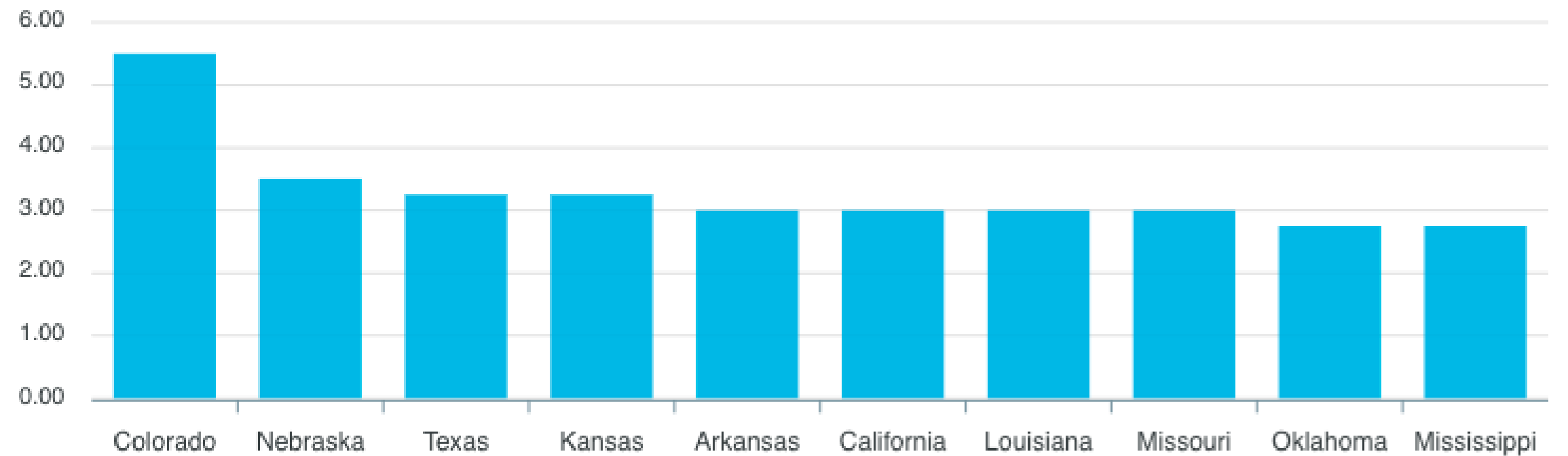
Length of Stay

February 2021

Length of Stay

Visitors from these states tend to stay longer: Colorado (5.50 days), Nebraska (3.50 days), Texas (3.25 days), Kansas (3.25 days), Arkansas (3.00 days).

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

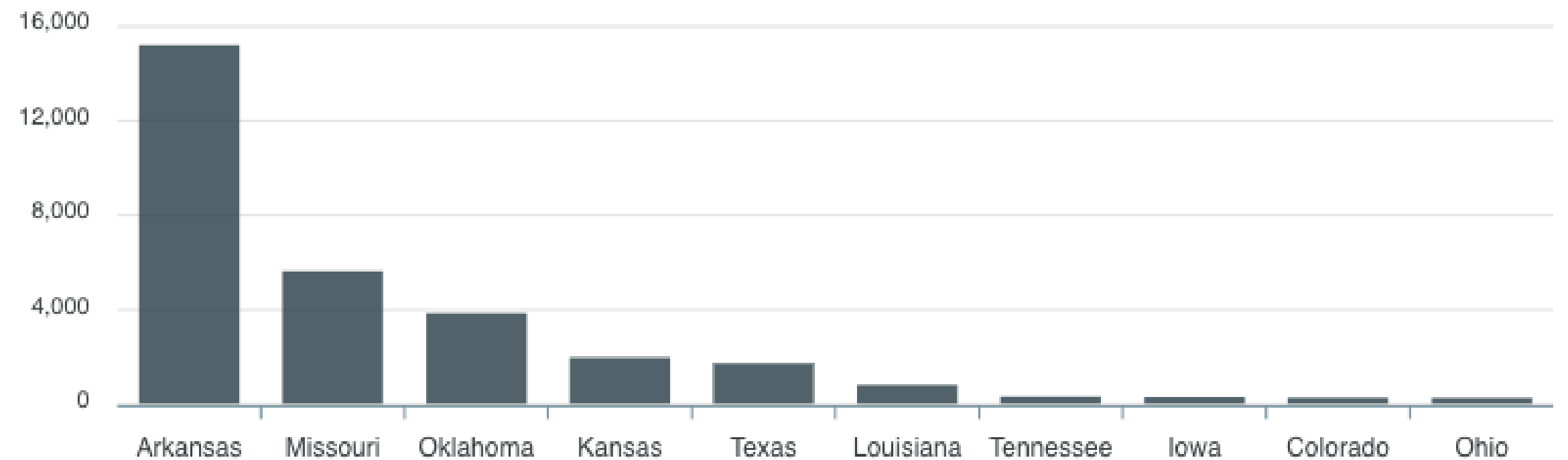


Visitor Origins

February 2021

Visitor Origins

The top five feeder states are Arkansas (15,210), Missouri (5,640), Oklahoma (3,850), Kansas (1,970), Texas (1,720). Which together make up 87% of all visitors.



Top Points of Interest

February 2021

Top Points of Interest

The top points of interest are Eureka Springs Historical Downtown (20,860), Branson (8,400), Crescent Hotel (5,830), Wanderloo Lodge (2,510), Best Western Inn of the Ozarks (2,390). Which together make up 64% of all visitors to Eureka Springs that also visited the points of interest included in this study.

