



Eureka Springs

Monthly Report | April 2022



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Visitor Insights

Launchpad

PARADISE | ParadiseAdv.com



Visitor Insights

- **Visitor volume and visitor spending were up YOY** as compared to April 2021
- **Little Rock led the top ten DMAs in terms of overall spend**, followed by Oklahoma City and Kansas City, MO
- **The Little Rock DMA came in at #3 in terms of overnight visitation.** Oklahoma City was #6 and Kansas City was #5. *We will continue to monitor visitation and spending trends from these markets, especially looking at seasonal changes for campaign planning insights.*
- **75% of observed visitors stayed overnight and 75% came from out of state**

A scenic view of a lake at sunset. The sun is low on the right side of the frame, casting a warm, golden glow over the scene. The sky is a clear, pale blue. In the distance, a bridge spans across the lake. The foreground is filled with lush green trees and foliage, some of which are in sharp focus. The water of the lake is calm, reflecting the light from the sky. The overall atmosphere is peaceful and serene.

Monthly Report



Advertising & Marketing

- Presented the final CY22 Marketing Plan to the CAPC
- Facilitated the launch of Spring/Summer media campaign
- Finalized details of supplemental media campaigns for Spring/Summer
- Began planning and held kick-off planning session for the Website Scope of Work
- Completed website domain purchase
- Led planning discussions for Partner Program Development with CAPC leadership
- Provided ongoing web support for CAPC staff
- Scheduled and prepared for launch the website hero images and related content for next month
- Communicated weekly with CAPC staff and Chairman for day-to-day account management.

Continue to next page...

Advertising & Marketing Cont.

- 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.
- 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.
- Conducted regular bi-weekly social media management check-ins with CAPC staff and addressed any questions/concerns.
- Developed and sent monthly activities and data report to CAPC staff and Chairman
- Conducted deep dive visitor research and data pulls through the NATA partnership





Public Relations Summary

- Continued proactive outreach to top-tier national publications, keeping seasonality and safe travel at forefront of messaging.
- Responded to media requests for best small town summer vacations in the U.S.
- Pitched as a highly walkable destination amid rising gas prices, activities for Earth Day, National Beer Day, summer travel, outdoor activities
- Crafted and distributed release about Southern Living “Best of 2022” Ranking
- Notified client about Condé Nast Readers' Choice Awards nomination
- Liaised with Robin O’Neal Smith (TravelAwaits), Anietra Hamper (Planetware), C.C. McCandless (KNWA/KFTA), Tracey Minkin (Southern Living), Katherine Parker-Magyar (Freelance), Evie Carrick (Travel + Leisure), Silvia Ascarelli (Market Watch)

Continued on next page...

Public Relations Summary Cont.

- Coordinating media visits for Nichole Holze (Run Wild My Child), Mark Williams (Thrillist, Time Out New York)
- Added PR quarterly focuses to 2022 Content Calendar
- Vetted incoming media requests on an ongoing basis
- Continued to promote Eureka Springs within target drive markets and national airlift markets, focusing on short-lead opportunities in the spring break travel season.
- Continued to position and pitch Eureka Springs as an "open-air hidden gem," aligning with travelers' desire for spacious, safe destinations.
- Continued to develop pitch material for upcoming summer travel, outdoor adventure
- Participated in bi-weekly social media and PR calls.



Public Relations Metrics

Publicity Totals (Source: Muck Rack)

April 2022 Publicity

- Estimated Impressions: 114,790,227
- Estimated Media Value: \$1,061,809.59

January 2021 - April 2022 Publicity

- Estimated Impressions: 7,500,895,526
- Estimated Media Value: \$69,272,658.52

TRIPS to DISCOVER

The Most Charming Small Town in Every State



TRAVEL+ LEISURE

This Ozarks Destination Was Just Named One of the South's Best Mountain Towns — With Healing Springs, Hiking, and a 'Glass Church'



COSMOPOLITAN

30 Small Towns in America That Are *Perfect* for Your Next Getaway



TRAVEL
AWAITS

5 Amazing Stops From Eureka Springs, Arkansas To Pawhuska, Oklahoma



MarketWatch

Six towns worth visiting for their historic downtowns



Paid Social (Facebook/Instagram) - Summary

In the month of April, the Regional and Always On campaigns began their flights on 4/6 and 4/11 respectively with the objective of driving Awareness/Engagement.

Results:

- Impressions: 1,174,105
- Post Engagement: 392,641
- Clicks: 19,901
- CTR: 1.69%
 - 0.9% travel industry benchmark

Top Performing Regional Creative:

Eureka Springs, Arkansas Sponsored ·

For incredible outdoor adventures, it's easy to go with the flow right here in Eureka Springs. 🌊

COME VISIT OUR QUIRKY CORNER OF ARKANSAS AND FIND OUT WHY.

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COME VISIT OUR QUIRKY CORNER OF ARKANSAS AND FIND OUT WHY.

eurekasprings.org
Eureka Springs, Curious Indeed [Learn more](#)

Paid Media (Google Paid Search) - Summary

In the month of April, the Regional and Always On campaigns began their flights on 4/6 and 4/11 respectively with the objective of driving Traffic.

Results:

- Total Impressions: 36,183
- Total Clicks: 10,333
- Avg. CTR: 28.56%
- Avg. CPC: \$0.46

Top Performing Regional Creative:

Ad · www.eurekasprings.org/

[Curious, Indeed | Events in Eureka Springs | Eureka Springs Arkansas](#)

Check out all the upcoming events and activities today! Outdoor adventures await in a destination nestled in the breathtaking Ozarks.



Top Performing Always On Creative:

Ad · www.eurekasprings.org/

[Eureka Springs Arkansas | Event Calendar | This Place is Curious, Indeed](#)

Check out everything that's going on in naturally beautiful Eureka Springs. There's as little or as much as you would like to do in our quirky corner of...





Social Media (Organic) - Summary

- For April, agency implemented the annual content strategy across all social media platforms
- Conducted day-to-day operations, including but not limited to content creation, content curation, community management, social listening, optimization, and reporting/analysis, etc.
- Completed the May 2022 content calendar to be shared across social media platforms.

Social Media (Organic) - Facebook

YR Numbers Represent 2021-2022 Growth

NEW FANS	IMPRESSIONS	ORGANIC REACH	ORGANIC ENGAGEMENT	AWARENESS
+634	+1,454,551	+893,600	+56,999	+58,427
TOTAL FANS	TOTAL ORGANIC PAGE IMPRESSIONS	TOTAL ORGANIC REACH	TOTAL ORGANIC ENGAGEMENT	AWARENESS
100,881	+8,066,413	+4,554,884	+235,251	+64,951

Key Insights:

- Compared to last month...
 - We saw an increase (1%) in followers
 - We saw an increase (115%) in engagement
 - We saw an increase (8766%) in awareness
 - We saw an increase (127%) in impressions
 - We saw an increase (250%) in reach
- For April, we saw increases across the board, with the highest increase in awareness. We believe this is due to a combination of an increase in video content, seasonality and the implementation of the paid social campaign. With summer approaching, we would like to include more video content into the content mix and promote any summer events. However, it is important to note that video content is dependent on availability and event promotions are dependent on timely communication.

Social Media (Organic) - Instagram

YR Numbers Represent 2021-2022 Growth

NEW FANS	IMPRESSIONS	ORGANIC REACH	ORGANIC ENGAGEMENT	Video Views
+619	+120,136	+118,261	+8,370	+51,755
<hr/>				
TOTAL FANS	TOTAL ORGANIC PAGE IMPRESSIONS	TOTAL ORGANIC REACH	TOTAL ORGANIC ENGAGEMENT	Video Views
26,156	+1,149,038	+1,035,046	+79,552	+122,099

Key Insights:

- Compared to last month...
 - We saw an increase (1.6%) in followers
 - We saw an increase (22%) in video views
- Compared to last month...
 - We saw a decrease in (3%) awareness
 - We saw a decrease in (15%) reach
 - We saw a decrease in (21%) engagement
 - We saw a decrease in (33%) impressions
- In April, we saw an increase in followers and video views. We did see a small decrease in awareness, reach, engagement, and impressions. We believe this is due to incorporating fewer carousels into the content mix. Instagram is prioritizing dynamic, interactive content. This includes REELS, carousels and IGTV. For the future, we will be evaluating our content mix and ensuring a focus on this type of content.

Social Media (Organic) - Twitter

YR Numbers Represent 2021-2022 Growth

NEW FANS

+14

IMPRESSIONS

+9,843

ENGAGEMENT

+2,345

TOTAL FANS

5,255

TOTAL ORGANIC PAGE
IMPRESSIONS

65,743

TOTAL ENGAGEMENT

6,892

Key Insights:

- Compared to last month...
 - We saw an increase (1%) in followers
 - We saw an increase (65%) in engagement
 - We saw an increase (43%) in impressions
- We did see an increase in all metrics for social media. We believe this is due incorporating more timely content into the content mix along with including more video content.

Social Media (Organic) - Facebook Top Posts



Eureka Springs, Arkansas

April 8, 2022 5:00 PM(UTC-04:00)



We're happy to announce Eureka Springs was voted #5 on Southern Living Magazine's "The South's Best Mountain Towns of 2022". Thank you so much, Southern Living! 🌲💜

📷: jld_fotography

Read more 🗨️ <https://bit.ly/3Jh8NHp>



Organic Reach
53851

Paid Reach
0

Engaged Users
3961

Video Views
n/a

Clicks
1256

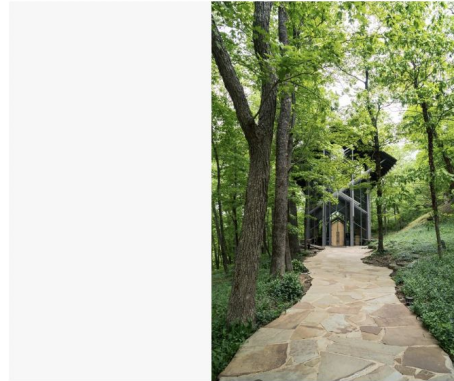


Eureka Springs, Arkansas is in **Thorncro...**

April 15, 2022 11:00 PM(UTC-04:00)



Say hello to the Thorncrown Chapel. Built-in 1980, the Thorncrown is said to be inspired by The Sainte Chapelle. Because of the chapel's elaborate trusses, ceiling to floor windows, and the surrounding trees, you'll find that its appearance literally changes during each hour of the day. Sounds pretty magical to us. ✨



Organic Reach
59204

Paid Reach
0

Engaged Users
3642

Video Views
n/a

Clicks
1706

Social Media (Organic) - Instagram Top Posts



Eureka Springs, Arkansas is in White River, ...

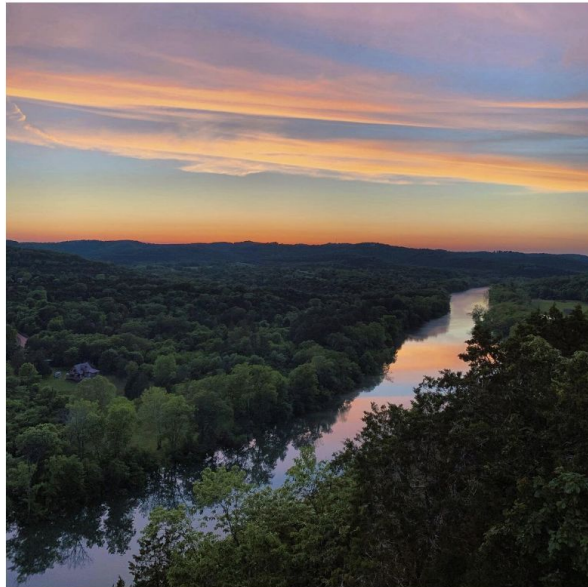
April 9, 2022 10:00 PM(UTC-04:00)



no one:

Ozark sunsets: ❤️💜💛💛

📷: @leahandrus



Reach
10422

Engaged Users
1110

Likes + Saves
1105

Comments
5

Video Views
n/a



Eureka Springs, Arkansas is in Thorncrown ...

April 15, 2022 11:00 PM(UTC-04:00)



Sitting at the end of a stone path in the middle of a forest lies one of the "Most Beautiful Churches in America". Welcome to the @thorncrownchapel. Built in 1980, the Thorncrown is said to be inspired by The Sainte Chapelle. Because of the chapel's elaborate trusses, ceiling to floor windows, and the surrounding trees, you'll find that its appearance literally changes during each hour of the day. Sounds pretty magical to us. ✨

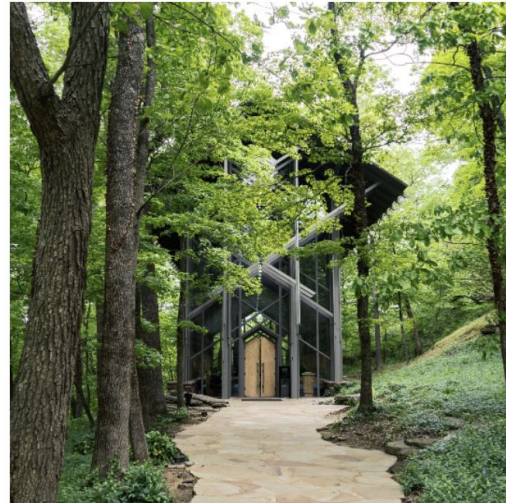
Reach
7862

Engaged Users
899

Likes + Saves
884

Comments
15

Video Views
n/a



Social Media (Organic) - Twitter Top Posts



Eureka Springs

April 29, 2022 11:01 AM(UTC-04:00)



How about this for a color palette. 😊 #EurekaSprings 📍: leahandrus



Impressions
708

Engaged Users
31

Likes
16

Retweets
2

Replies
1



Eureka Springs

April 28, 2022 11:00 PM(UTC-04:00)



Built-in 1980, #ThornCrownChapel is said to be inspired by The Sainte Chapelle. Because of the chapel's elaborate trusses, ceiling to floor windows, and the surrounding trees, you'll find that its appearance changes during each hour of the day. #EurekaSprings 📍



Impressions
540

Engaged Users
43

Likes
16

Retweets
2

Replies
0



Website Summary

- April saw a 3% increase in users and 6% increase in sessions over March as phase 1 of the marketing plan was launched (paid search and social)
- Paid search accounted for 17.8% of traffic to the site for the month
- The April bounce rate decreased 3% over March, a number we will continue to monitor
- The Attractions Page, Things To Do, and Events Calendar continue to see increased traffic
- Missouri web visitation increased 11% over March, surpassing Arkansas as the top market for website traffic, which is reflective of target markets for paid search and social
- 73.7% of users in April were new users, indicating Eureka Springs continues to draw attention from potential new travelers. We will continue to monitor this number as more paid media launches.

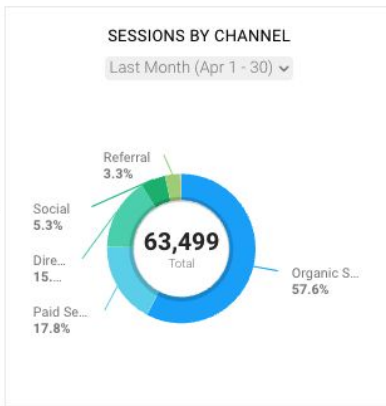
Website Metrics



TOP PAGES BY PAGEVIEWS

Last Month (Apr 1 - 30) ▼

Metrics	Last Month	Δ
/	21,947	▲ 4%
/attractions/	18,117	▼ 7%
/things-to-do/	15,200	▲ 187%
/events-calendar/	6,924	▲ 101%
/dining/	6,497	▲ 54%
/10-things-to-do-in-eureka-springs-you-dont-want-to-miss/	6,175	▼ 40%
/attractions/page/2/	5,467	▼ 10%
/outdoor-adventure-	5,189	▲ 83%



AUDIENCE OVERVIEW

Last Month (Apr 1 - 30) ▼

Metrics	Last Month	Δ
Users	47,553	▲ 3%
Sessions	63,499	▲ 6%
% New Sessions	73.65%	▼ 2%
Pages / Sessions	3.4	0%
Avg Session Duration	2m 32s	▼ 10%
Bounce Rate	52.57%	▼ 3%

USERS BY REGION

Last Month (Apr 1 - 30) ▼

Metrics	Last Month	Δ
Missouri	8,636	▲ 11%
Arkansas	8,477	▲ 6%
Texas	7,503	▲ 1%
Oklahoma	5,915	▲ 3%
Kansas	2,925	▼ 9%
Illinois	2,279	▼ 15%
Colorado	1,674	▲ 11%
Tennessee	1,330	▼ 16%
California	836	▲ 9%
Louisiana	793	▲ 8%
Florida	674	▼ 14%
(not set)	659	▲ 270%



Content Updates & Recommendations

- Continued development of website content (Pet-friendly travel in progress)
- New blog content is in development
 - The April blog highlighted The Aud (<https://www.eurekasprings.org/theaud/>)
- Paradise is continuing to identify opportunities for editorial content development, with an emphasis on video.





Partner Program Development

- Conducted program discovery meeting with client team
- Developed draft 2022 Partner Communications framework
- Established program goals and strategies
- Identified key performance metrics
- Initiated tactical planning and outlined budget considerations

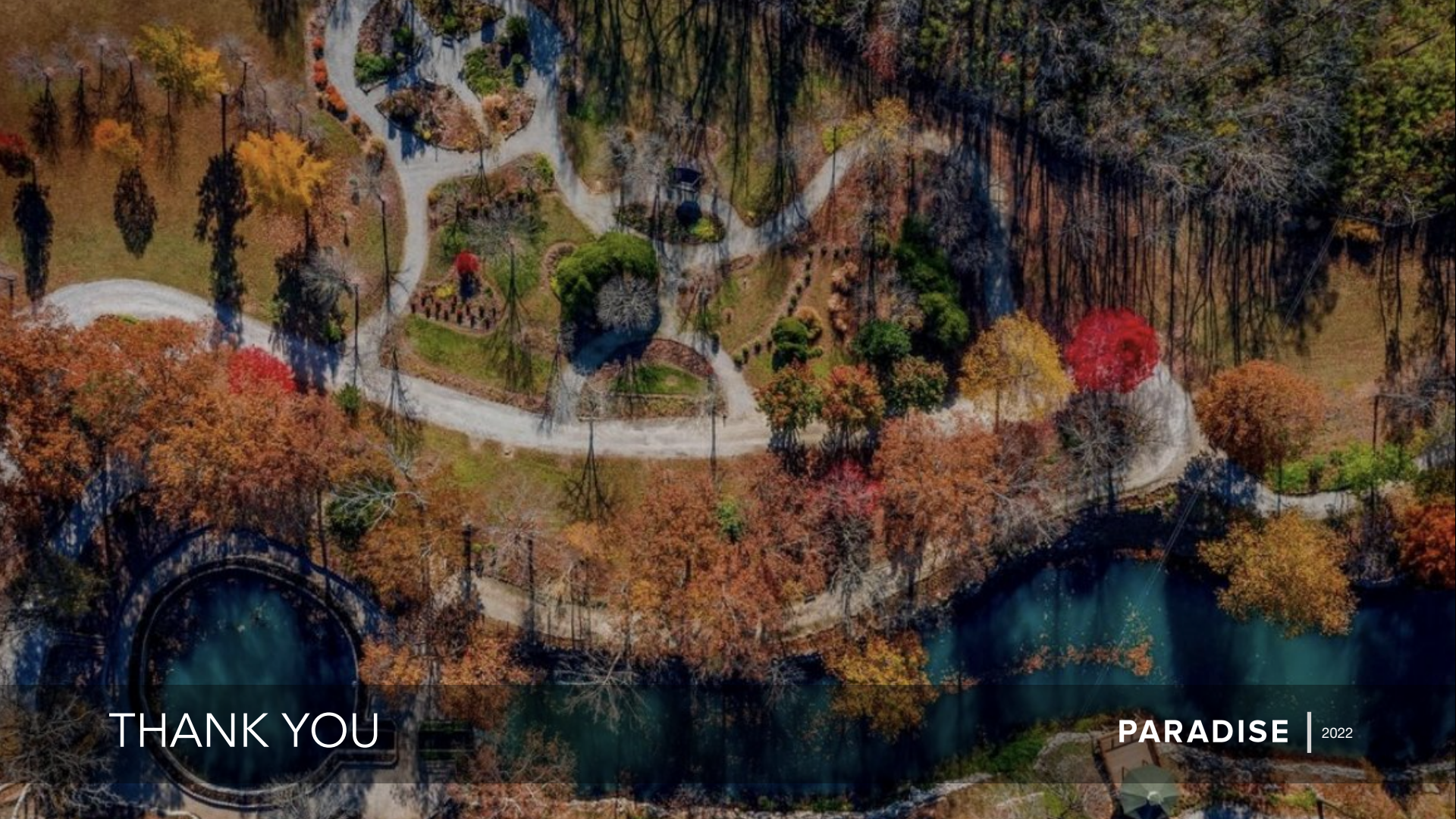
A photograph of a live music performance in a bar. In the foreground, the backs of several audience members are visible, including a woman with long brown hair and a green backpack, and a man in a blue and white checkered shirt. In the background, a band is performing on a stage. One musician is playing a trumpet, and another is playing a guitar. An American flag is hanging on the wall behind the stage. The scene is lit with warm, ambient lighting.

Next Steps

Looking Ahead - Planning Timeline

- **Website Scope of Work:** in planning for the Website Discovery meeting (tentatively scheduled for May 23)
- **Mountain Bike Influencer/Content Creator:** In market May 14
- **Intelligence & Data:** Ongoing planning and discussion regarding integration of the Zartico intelligence platform
- **Partner Program:** Development continues. Pending CAPC's approval of the Partner Communication plan, will draft a detailed partner program phased launch plan





THANK YOU

PARADISE | 2022