



Eureka Springs

Monthly Report | August 2022

PARADISE | 2022



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[August 2021 Report: capc.biz/latest-reports/](https://capc.biz/latest-reports/)

Visitor Insights





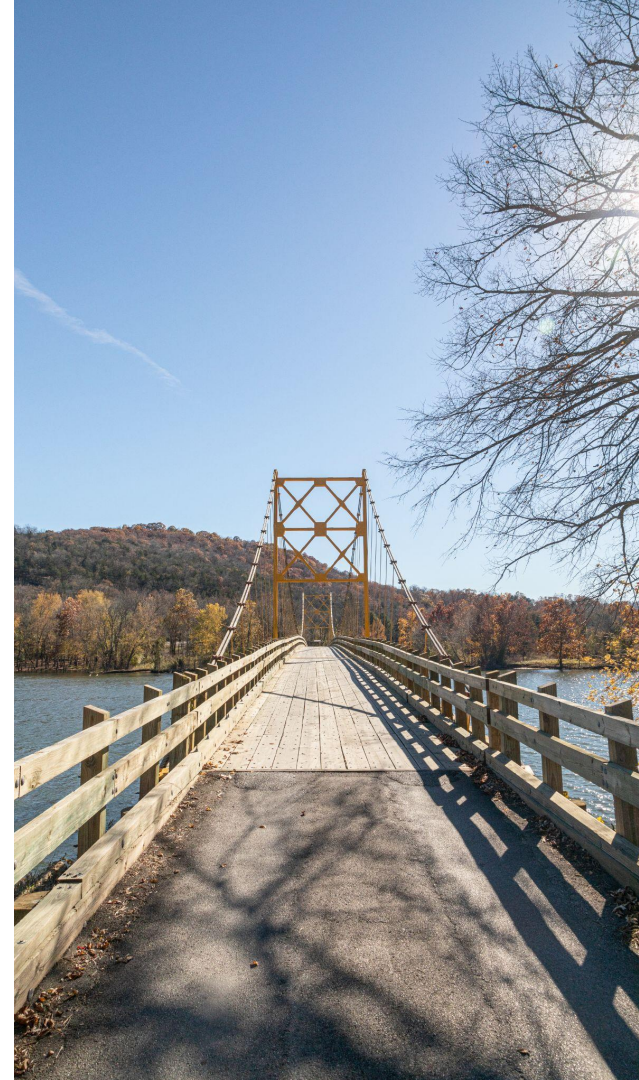
Visitor Insights

- **Visitor volume continued trending down YOY** compared to August 2021. This is in line with expected normalization from high 2021 numbers due to pent up demand.
- Even with a slight decline in volume, **visitor spend remained consistent with 2021.**
- **Little Rock, AR led the top ten DMAs in terms of overall spend.** The Tulsa, OK DMA was #3 in overall spend replacing Shreveport from July.
- **The Fort-Smith-Fayetteville, AR DMA generated the most overnight visitors this month,** and were the most likely to stay overnight.
- **65.7% of observed visitors stayed overnight and 79% came from out of state.**

Sales Tax Collections By Month

'22 Fiscal Year	
Jan	\$144,507
Feb	\$94,192
Mar	\$98,768
Apr	\$156,174
May	\$161,922
Jun	\$182,018
Jul	\$208,229
Aug	\$231,454

'21 Fiscal Year	
Jan	\$83,466
Feb	\$66,003
Mar	\$70,803
Apr	\$144,290
May	\$154,094
Jun	\$182,740
Jul	\$213,624
Aug	\$212,783



An aerial photograph of a winding asphalt road that curves through a vast, dense forest. The trees are in various shades of green and yellow, suggesting an autumn setting. The road has several vehicles, including a red car and several motorcycles. In the background, rolling hills and a few buildings are visible under a soft, hazy sky. The text "Monthly Report" is centered over the road in a large, white, sans-serif font.

Monthly Report



Advertising & Marketing - Summary

- Monitored and optimized the Local/Regional media campaign
- Finalized and presented Summer/Fall media campaign
- Facilitated asset creation and coordinated launch of Summer/Fall media campaign
- Presented recommendations for supplemental media budget
- Presented updated website wireframes to CAPC
- Presented (2) website creative concepts to the CAPC
- Conducted Zartico intelligence platform kick-off call
- Began on-boarding process for Zartico intelligence platform
- Conducted 2022 Folk Festival kick-off planning calls
- Began photoshoot/influencer campaign planning for remaining FY creative budget
- Presented content development proposals
- Communicated weekly with CAPC staff and Chairman for day-to-day account management
- Met with CAPC staff to continue on-going marketing development
- Provided ongoing web maintenance support for CAPC staff

Advertising & Marketing - Summary 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
- Continued billing and invoicing support
- Conducted regular bi-weekly check-ins with CAPC staff and addressed any questions/concerns
- Conducted monthly 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
- Wrapped up and analyzed the Partner Value Program stakeholder survey





Public Relations - Summary

- Continued proactive outreach to top-tier national publications, keeping seasonality and safe travel at forefront of messaging
- Pitched summer travel (adventure, family), fall travel, outdoor activities
- Responded to media queries for Halloween Haunts, Most Charming Towns in the U.S. for a Fall Getaway
- Liaised with Dennis Heinze (AAA Missouri), Anya Slepyan (The Daily Yonder), Dave Krippner (AAA)
- Vetted incoming media requests on an ongoing basis
- 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 Fall travel, Halloween, Fall foliage, outdoor adventure, the Folk Festival
- Shared Hot News: September and October Paradise Destination Dreams email template
- Shared USA Today 10Best voting categories
- Participated in bi-weekly social media and PR calls

Public Relations - Metrics

(Source: Muck Rack)

August 2022 Publicity

- Estimated Impressions: 911,686,227
- Estimated Media Value: \$8,433,097.63

January 2022 - August 2022 Publicity

- Estimated Impressions: 2,553,596,873
- Estimated Media Value: \$23,863,290.89

 **TRAVEL
AWAITS**
**The 16 Most Beautiful Places
To See Fall Foliage In 2022**



**One Perfect Day: Top
Things to do in Eureka
Springs, AR**



**A Place to Call Home:
Small Towns That
Welcome All**



Forbes

**Ranked: The Friendliest Places
In The US, According To
Booking.com**



Paid Media - Summary

The **Spring/Summer** Campaign wrapped up in August holding a strong performance and the **Summer/Fall** Campaign launched at the end of the month on 8/24.

- **Display:** The average click through rate (CTR) for August was 0.21% *(above the industry benchmark of .08%)*
 - Top performing media partners:
 - MobileFuse: CTR at 0.21%
- **Native:** The average click through rate (CTR) for July was 0.43% *(above the industry benchmark of 0.30%)*
 - Top performing media partners:
 - Expedia CTR at 0.37%
 - MobileFuse: CTR at 0.62%
- **Video:** For our video placements, we had a 97% video completion rate (VCR) *(above the industry benchmark of 70%)*
 - Top performing media partners:
 - MobileFuse: VCR at 97%

Paid Media - Summary Cont.

Overview assets + target markets running for digital vendors:

- **Expedia** (8/26 - 10/30)
 - Display and native running for General Brand Awareness
- **MobileFuse** (8/24 - 10/30)
 - Display, native and :15 running for General Brand Awareness
- **Spotify** (8/24 - 10/30)
 - :30 and branded photo running for Roadtrippers
- **YouTube** (5/9 - 12/18)
 - Display and :30 running for General Brand Awareness

Continue to next page...

Paid Media (Google Paid Search) - Summary

In the month of August, the **Always On** campaign continued its flights with the objective of driving Traffic.

The **Regional** campaign is scheduled to resume at the end of October.

Always On Results:

- Impressions: 86,303
 - *110% increase over July*
- Total Clicks: 8,011
 - *26% decrease over July*
- Avg. CTR: 9.31%
 - *65% decrease over July*
- Avg. CPC: \$0.48
 - *36% increase over July*

Top Performing Always On Creative:

Things to do in Eureka Springs | Eureka Springs Arkansas | Curious, Indeed
www.eurekasprings.org

Outdoor adventures await in a destination nestled in the breathtaking Ozarks. Check out everything there is to do in naturally beautiful Eureka Springs.

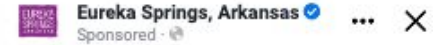
Paid Social (Facebook/Instagram) - Summary

In the month of August, the **Always On** campaign was running with the objective of driving Awareness/Engagement. We saw significant increases across all metrics, including a 73% increase in clicks due to optimizations. KPIs are expected to level out in September after a creative refresh is implemented to finish out the year strong.

Results:

- Impressions: 1.3M
 - 36% increase over July
- Post Engagement: 493,096
 - 39% increase over July
- Clicks: 4,093
 - 73% increase over July
- CTR: 1.45%
 - 13% increase over July
 - *0.9% CTR = benchmark

Top Performing Always On Creative:



You'll find more than one way to go with the flow here in Eureka Springs. 🚣 For incredible outdoor adventures, there's only one place to go.



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

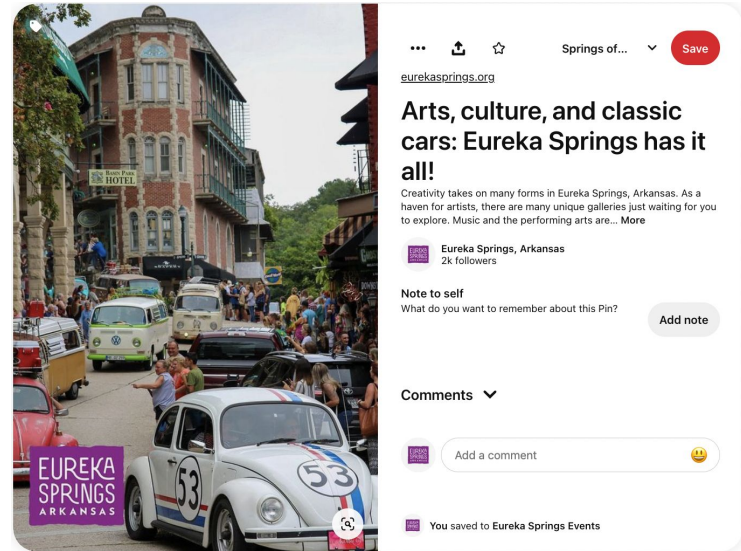
Paid Social (Pinterest) - Summary

In August, the **Always On** campaign through Pinterest continued running with the focus of driving traffic to the site. We will continue to look for opportunities to improve clicks and CTR and will be implementing a creative refresh strategy in September.

Results:

- Impressions: 231,208
 - *5% decrease over July*
- Clicks: 2,457
 - *16% decrease over July*
- CTR: 1.06%
 - *12% decrease over July*
 - **0.30% CTR = benchmark*

Top Performing Always On Creative:





Social Media (Organic) - Summary

- For August, 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 September 2022 content calendar to be shared across social media platforms
- Established a ticket contest for the Folk Festival

Social Media (Organic) - Facebook

YR Numbers Represent 2021-2022 Growth

NEW FANS	IMPRESSIONS	ORGANIC REACH	ORGANIC ENGAGEMENT	AWARENESS
+762	1,218,670	689,440	52,253	52,606
<hr/>				
TOTAL FANS	TOTAL ORGANIC PAGE IMPRESSIONS	TOTAL ORGANIC REACH	TOTAL ORGANIC ENGAGEMENT	AWARENESS
103,854	13,251,136	7,525,839	443,047	274,926

Key Insights:

- Compared to last month...
 - We saw an increase (0.7%) in followers
 - We saw an increase (16%) in engagement
 - We saw an increase (16%) in awareness
 - We saw an increase (30%) in impressions
- Compared to last month...
 - We saw a decrease (13%) in reach
- For August, we saw increases in followers, engagement, awareness, and impressions. This can be attributed to a few tactics. We refreshed the content to incorporate more partner focused posts along with having a focus on dynamic content. We would recommend maintaining a balanced content mix and continuing to focus on dynamic placements. We also saw a small decrease in reach. We believe that with the upcoming events, this metric will improve.

Social Media (Organic) - Instagram

YR Numbers Represent 2021-2022 Growth

	NEW FANS	IMPRESSIONS	ORGANIC REACH	ORGANIC ENGAGEMENT	Video Views
	+538	296,863	200,099	19,106	123,294
Key Insights:	TOTAL FANS	TOTAL ORGANIC PAGE IMPRESSIONS	TOTAL ORGANIC REACH	TOTAL ORGANIC ENGAGEMENT	Video Views
	27,456	1,746,921	1,535,806	124,654	398,603

Compared to last month...

- We saw an increase (.9%) in followers
 - We saw an increase (289%) in impressions
 - We saw an increase (182%) in video views
 - We saw an increase (127%) in reach
 - We saw an increase (365%) in awareness
 - We saw an increase (134%) in engagement
- During the month of August, we saw an increases across the board. This can be attribute to a few tactics but, we believe a large reason for these successes is the incorporation of dynamic content. Three of our reels performed above average, which contributed to the increases. Two of the top performing posts came from a user "Arkie Travels" who is an influencer. We would like to explore the option of continuing to utilize influencer content but, amplifying it in the future with the collab tool. We also believe that the incorporation of informational content surrounding partners attributed to the success as well. We would recommend continuing to focus on dynamic content and incorporating a balance content mix.

Social Media (Organic) - Twitter

YR Numbers Represent 2021-2022 Growth

NEW FANS

+11

IMPRESSIONS

9,901

ENGAGEMENT

3,387

TOTAL FANS

5,314

TOTAL ORGANIC PAGE
IMPRESSIONS

104,017

TOTAL ENGAGEMENT


16,573

Key Insights:

- Compared to last month...
 - We saw an increase (.2%) in followers
 - We saw an increase (31%) in engagement
 - We saw an increase (19%) in impressions
- During the month of August, we saw increases in all metrics. This is due to the continued placement of platform optimized content. For the upcoming months, we will continue to work with PR and digital team to incorporate more time sensitive articles and news topics surrounding the destination.

Social Media (Organic) - Facebook Top Posts

 Eureka Springs, Arkansas is in [Eureka S...](#)
August 17, 2022 10:02 PM(UTC-04:00)

Good things come to those who adventure! 💜
Thank you for tagging us in all of your photos. We love seeing you enjoying your time in our quirky corner of Arkansas! Here are some from @alair_smith latest trip! 😊
 alair_smith



   606 · Like

 33 Comments

Organic Reach
32402

Paid Reach
0


Engaged Users
3376

Video Views
n/a

Clicks
3270

 Eureka Springs, Arkansas is in [Lake Lea...](#)
August 22, 2022 7:04 PM(UTC-04:00)

No better place to get your mind off of things than walking through Lake Leatherwood Park! The views of the lake and the waterfall will make it impossible to leave! 🌲👍

"I love this place! I brought my own kayaks for myself, my girlfriend, and her sons to enjoy and relax at the lake. It's a really peaceful way to spend the weekend after a stressful work week." Alexander S. (Local guide, Google)
 sequoia.xo.xo



  399 · Like

 31 Comments

Organic Reach
30317

Paid Reach
0

Engaged Users
2800

Video Views
n/a

Clicks
2733

Social Media (Organic) - Instagram Top Posts



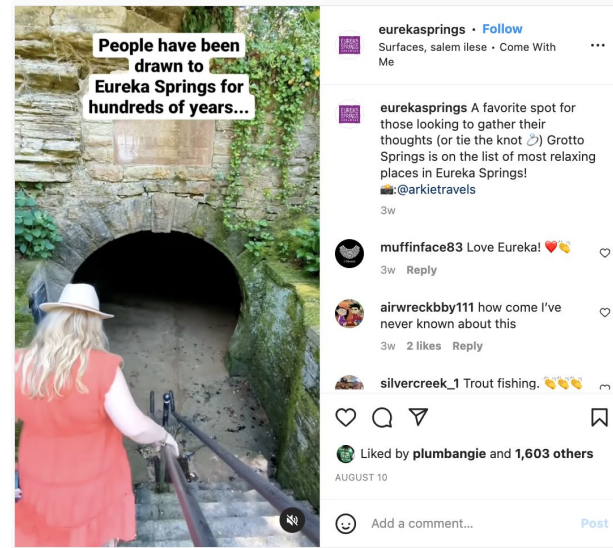
Reach
19471

Engaged Users
2542

Likes + Saves
1786

Comments
76

Video Views
20729



Reach
21546

Engaged Users
2046

Likes + Saves
1750

Comments
60

Video Views
22599

Social Media (Organic) - Twitter Top Posts



Eureka Springs

August 19, 2022 1:00 PM(UTC-04:00)



Did you know, that The Onyx Caves has been a tourist attraction since 1893, making it the oldest show cave in Arkansas? [#EurekaSprings](#)

deouchemma



♥ 10 · Like ↻ 6 · Retweet

Impressions
469

Engaged Users
63

Likes
10

Retweets
6

Replies
0



Eureka Springs

August 4, 2022 1:03 PM(UTC-04:00)



Constantly searching for views that take my breath away. This week's adventure: Beaver Lake! 🥰💧 [#EurekaSprings](#)

supoutfitterseureka



♥ 11 · Like ↻ 4 · Retweet

Impressions
560

Engaged Users
68

Likes
11

Retweets
4

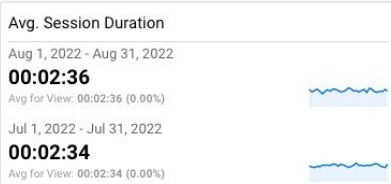
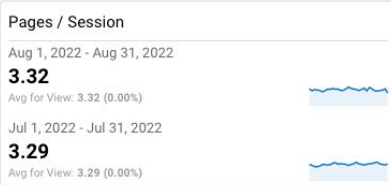
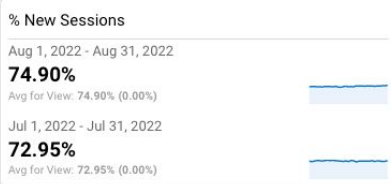
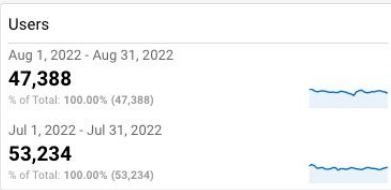
Replies
1



Website Summary

- August saw a 10.9% decrease in users over July. This was expected as multiple media buys wrapped up in August.
- Number of pages per session in August increased to 3.32 (compared to 3.29 in July), a number we want to monitor and continue to see increase
- The Home, Attractions, and Things To Do pages continue to be the most visited pages month over month with Events Calendar taking the 4th spot from Dining. The Cabins & Cottages page made an appearance in August as well.
- Organic search was the main driver of traffic to the site (58.8% in August compared to 58.2% in July)
- Paid search dropped behind direct traffic to become the number three driver of traffic to the site (14% in August compared to 17% in July)
- The majority of traffic to the website continues to be from new visitors (74.9% in August) a great sign as the website gets in front of new consumers
- Top states of origin for website visitors in August 2022 were as follows (in order) and are reflective of target markets for the current campaigns:
 - Texas
 - Missouri
 - Illinois
 - Arkansas
 - Oklahoma

Website Metrics - August 2022



Users by Region

Region	Users
Texas	
Aug 1, 2022 - Aug 31, 2022	9,699
Jul 1, 2022 - Jul 31, 2022	10,329
% Change	-6.10%
Missouri	
Aug 1, 2022 - Aug 31, 2022	6,284
Jul 1, 2022 - Jul 31, 2022	6,082
% Change	3.32%
Illinois	
Aug 1, 2022 - Aug 31, 2022	5,769
Jul 1, 2022 - Jul 31, 2022	14,382
% Change	-59.89%
Arkansas	
Aug 1, 2022 - Aug 31, 2022	5,293
Jul 1, 2022 - Jul 31, 2022	5,556
% Change	-4.73%
Oklahoma	
Aug 1, 2022 - Aug 31, 2022	4,887
Jul 1, 2022 - Jul 31, 2022	4,444
% Change	9.97%
Kansas	
Aug 1, 2022 - Aug 31, 2022	2,947
Jul 1, 2022 - Jul 31, 2022	2,601
% Change	13.30%

Top Pages by Pageviews

Page	Pageviews
/	
Aug 1, 2022 - Aug 31, 2022	21,846
Jul 1, 2022 - Jul 31, 2022	23,237
% Change	-5.99%
/attractions/	
Aug 1, 2022 - Aug 31, 2022	15,245
Jul 1, 2022 - Jul 31, 2022	18,805
% Change	-18.93%
/things-to-do/	
Aug 1, 2022 - Aug 31, 2022	13,145
Jul 1, 2022 - Jul 31, 2022	17,391
% Change	-24.41%
/events-calendar/	
Aug 1, 2022 - Aug 31, 2022	5,203
Jul 1, 2022 - Jul 31, 2022	5,567
% Change	-6.54%
/lodging/cabins-cottages/	
Aug 1, 2022 - Aug 31, 2022	5,172
Jul 1, 2022 - Jul 31, 2022	4,582
% Change	12.88%
/dining/	
Aug 1, 2022 - Aug 31, 2022	5,097
Jul 1, 2022 - Jul 31, 2022	6,096
% Change	-16.39%

Website Metrics - August 2022

Bounce Rate

Aug 1, 2022 - Aug 31, 2022

55.10%

Avg for View: 55.10% (0.00%)

Jul 1, 2022 - Jul 31, 2022

54.32%

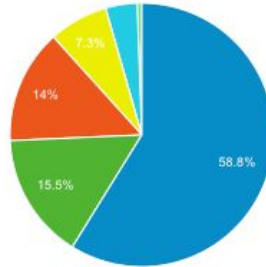
Avg for View: 54.32% (0.00%)



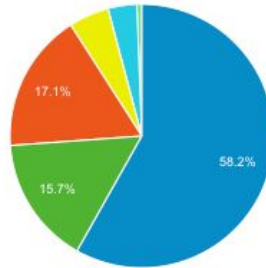
Sessions by Channel

Organic Search Direct Paid Search
Social Referral Other

Aug 1, 2022 - Aug 31, 2022



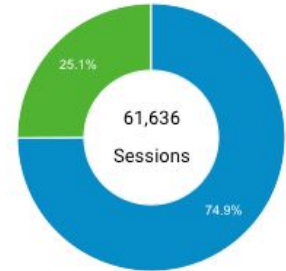
Jul 1, 2022 - Jul 31, 2022



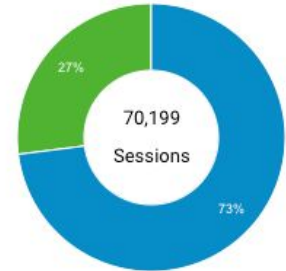
Sessions by New vs. Returning

New Visitor Returning Visitor

Aug 1, 2022 - Aug 31, 2022



Jul 1, 2022 - Jul 31, 2022



Website Metrics - August 2021

Monthly Reporting

Aug 1, 2021 - Aug 31, 2021

Some data in this report may have been removed when a threshold was applied. [Learn more](#)

+ Add Widget | Share | Email | Export

Customize Dashboard | Delete Dashboard

All Users
100.00% Sessions

+ Add Segment

Users

62,802

% of Total: 100.00% (62,802)

Pages / Session

3.24

Avg for View: 3.24 (0.00%)

Sessions

79,634

% of Total: 100.00% (79,634)

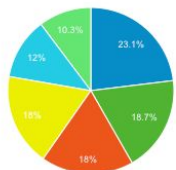
Avg. Session Duration

00:02:36

Avg for View: 00:02:36 (0.00%)

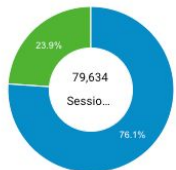
Sessions by Age

25-34 35-44 45-54 55-64 65+
Other



Sessions by New vs. Returning

New Visitor Returning Visitor



Bounce Rate

55.88%

Avg for View: 55.88% (0.00%)

% New Sessions

76.17%

Avg for View: 76.17% (0.00%)

Sessions by Channel

Organic Search Direct Display Social
Referral Other



Top Pages by Pageviews

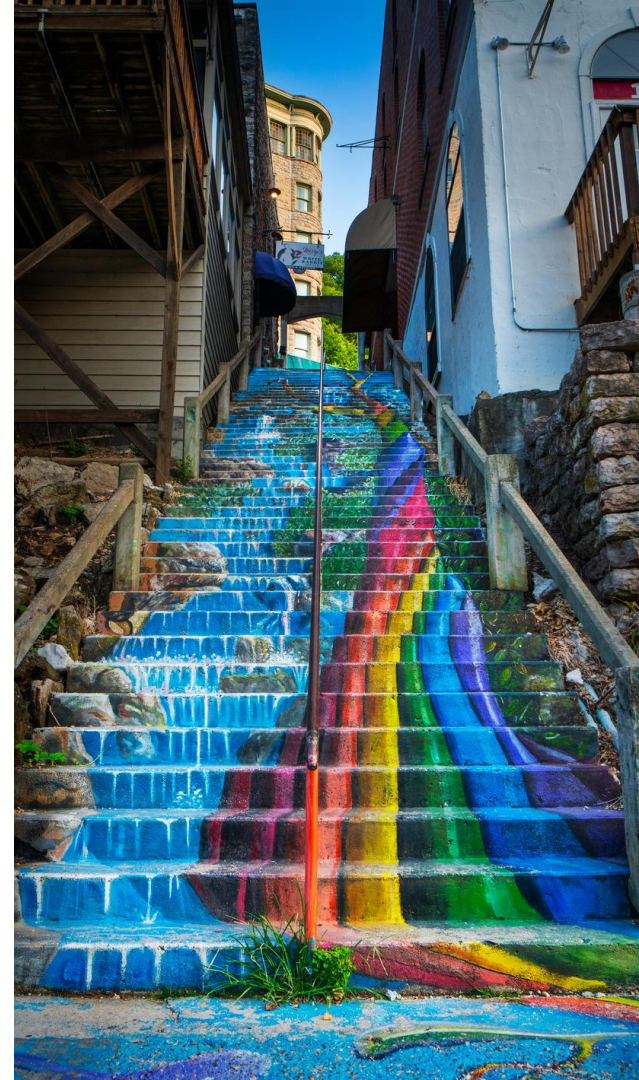
Page	Pageviews
/	28,187
/attractions/	18,896
/things-to-do/	11,284
/covid-19-updates-for-eureka-springs/	10,198
/10-things-to-do-in-eureka-springs-you-dont-want-to-miss/	9,126
/lodging/cabins-cottages/	7,425

Users by Region

Region	Users
Texas	10,841
Arkansas	9,839
Missouri	9,705
Oklahoma	7,005
Kansas	4,909
Illinois	2,886

Content Updates & Recommendations

- The plan to work with a Fall foliage content creator/influencer was approved and the agency has begun outreach.
- An LGBTQ brand shoot was approved. The shoot will take place by the end of November and produce a collection of photographs and video footage. The main use for these photos will be paid advertising—consisting primarily of digital executions including banners, website, email, social media—and the secondary use will be on Eureka Springs' owned organic channels.





Partner Value Program

Updates:

- Closed and analysed the results of the first partner survey which was deployed on July 15th
- Gathered preliminary insights and recommendations based on the results of the partner survey

Upcoming:

- Agency to present survey findings, key takeaways and develop actionable recommendations

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 visible on the wall behind the stage. The scene is lit with warm, ambient lighting.

Next Steps

Looking Ahead - Planning Timeline

- **Presentations:** Presenting updated website designs and additional media/press/co-op recommendations on 9/14
- **Content:** In pre-production phase for a fall foliage influencer and LGBTQ brand photo shoot
- **Website Development:** Phase 2 to begin in September
- **Intelligence & Data:** Continued planning and implementation for the Zartico intelligence platform launch
- **Partner Program:** Actionable recommendations forthcoming





THANK YOU

PARADISE | 2022