



Eureka Springs

Monthly Report | February 2022

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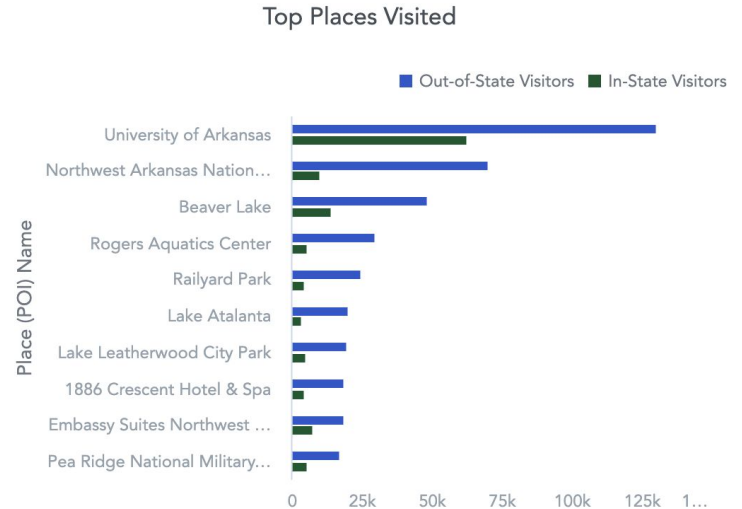


A scenic view of a lake at sunset. The sun is low on the right side of the frame, casting a warm, golden glow over the water and the surrounding forested hills. A bridge is visible in the distance on the left side of the lake. The water is calm, reflecting the light from the sky. The foreground is filled with lush green trees, some of which are in the lower left corner, partially obscuring the view of the lake. The overall atmosphere is peaceful and serene.

Monthly Report

Visitor Insights

- **Visitation and spending were both trending up** in February over 2020
- The **Dallas DMA** was the most lucrative for the destination in the month of February, with the both highest spend and greatest number of cardholders recorded.
- 50% of visitors spending in the destination were at a **HHI of \$60k or greater**
- 73% of recorded visitors stayed overnight, and 79% came from out of state



Visitor Economy Impact

Another Record Year:

2021 Collections: \$1,868,100 in taxes were collected from lodging and food and beverage sales in 2021, surpassing the projected budget of \$1,633,000 by \$235,099.

2020 Collections: \$1,272,467.

The CAPC collected \$954,909 in lodging taxes in 2021, 17.3 percent more than the \$814,000 budgeted. Food and beverage taxes brought in \$913,190, 11.5 percent more than the \$819,000 budgeted.

23.6% increase over 2019 and 46.8% increase over 2020

[Arkansas Business Insider](#)



The Eureka Springs Traveler Profile

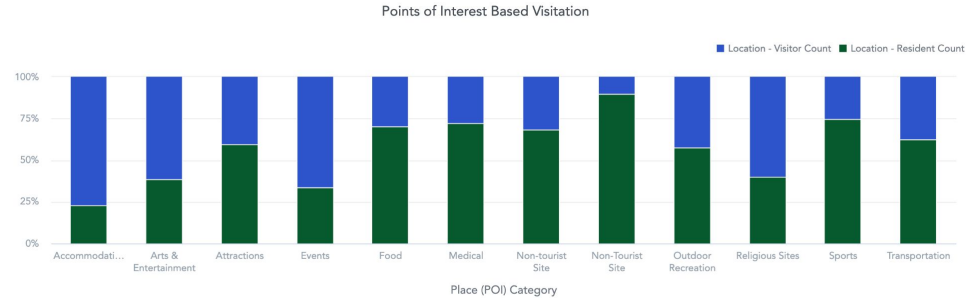
On the first slide we identified your top markets. Our next step is to refine these markets further by diving into their behavioral patterns. The purpose of looking at in-market behaviors is to build traveler profiles that will lend to messaging and imagery that will resonate with each of our audiences.

It's important we also look at percentages and ratios of behaviors between visitors and residents. This enables us to catch points of compression and keep an eye on maintaining the most optimal amenities and destination points that serve the community.

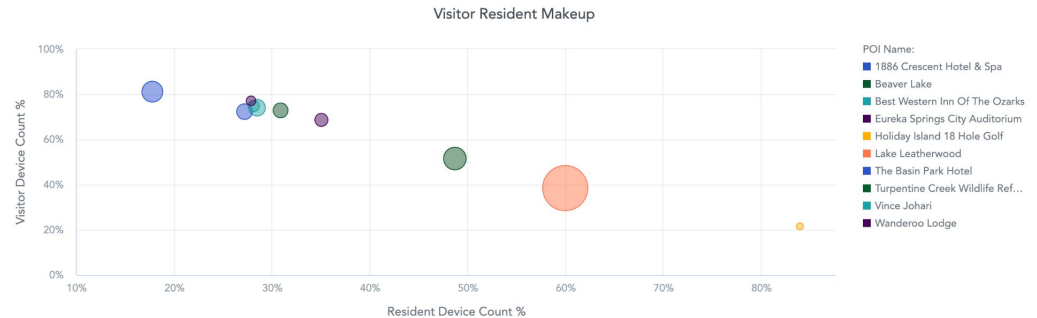
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Points of Interest by Category

Visitor vs. Resident Makeup



Understanding what is the % of visitors and residents in the top primary POIs



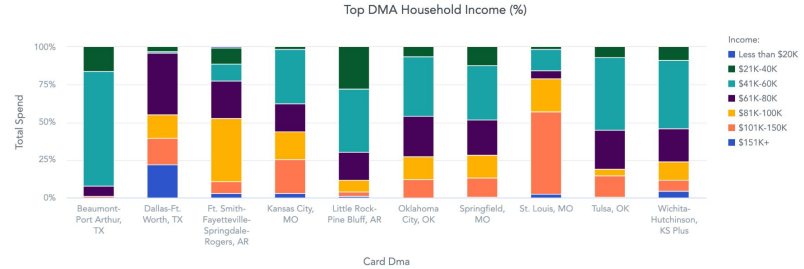
The Eureka Springs Traveler Profile Cont.

One of our most important steps in understanding your traveler profile is combining market data with behavioral data and then layering in bucketed spending data. Now, we can identify where we should be targeting our media, with what message and when we should run it.

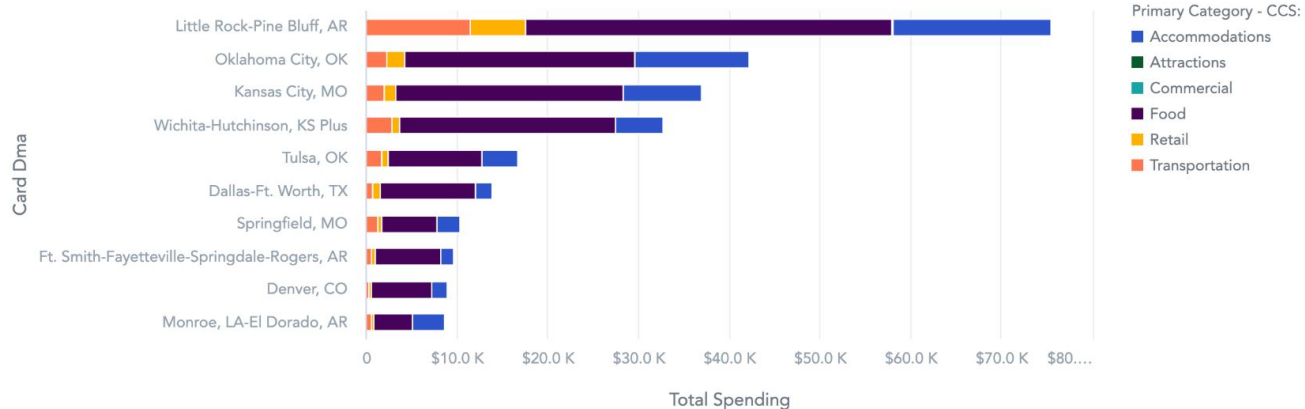
We'll want to take this a step further by expanding to touchpoints with our brand.

Top Spending Markets

Source: Affinity. The visitor spending volumes represent roughly 25% of the transaction volume and includes debit and credit card spend in market.



DMA Spending By Merchant Category





Summary and Insights

Seasonality and Spending Insights:

- In market spend increases by out of market travelers during times of events at the Auditorium.
- Outdoor activities ranked highest in the destination.
- Eating establishments, food and beverage spend is notably higher than all other categories.
- Sundays have the highest % of overnight visitors with 75.20%, followed by Saturday with 74.7%.

State Level Insights:

- "Out of State" visitors accounted for over 78% of visitation in the last 12 months.
- Texas had the highest percentage of overnight visitors (74%), while Oklahoma represented the greatest number number of overnight trips.

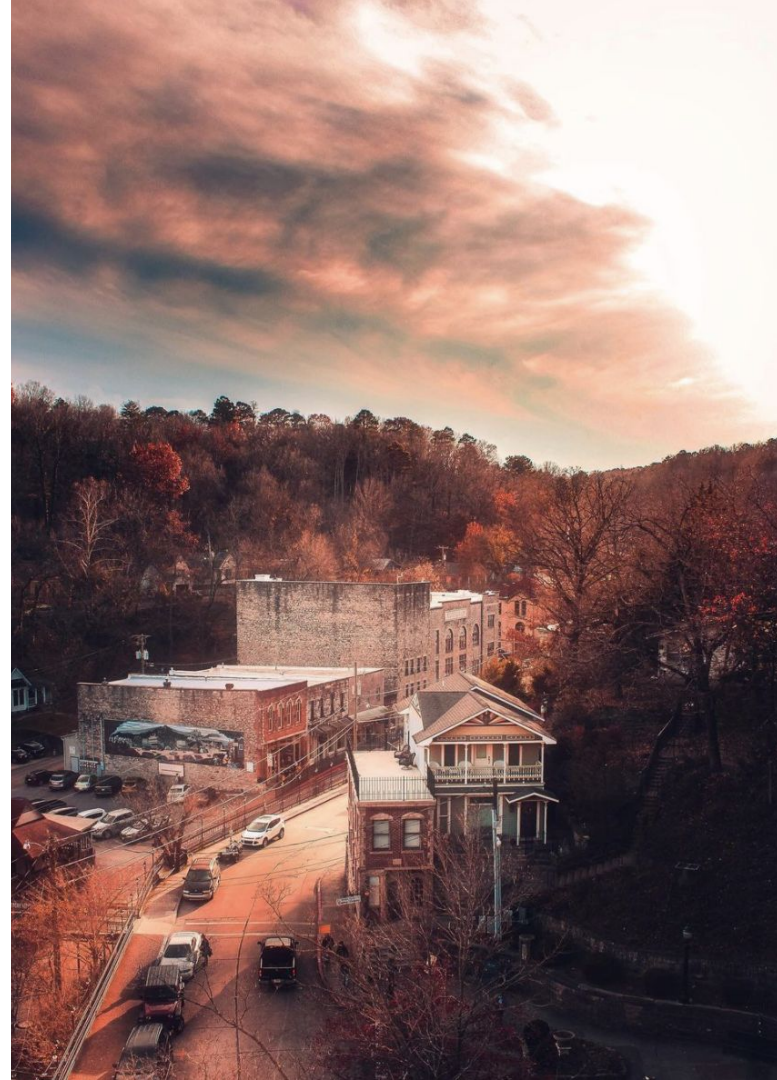
DMA Level Insights:

- Dallas-Ft. Worth, TX had the highest percentage of overnight visitors (74%), while Kansas City, MO represented the greatest number of overnight trips.
- Little Rock, AR had the most spend overall on accommodations.
- Visitors from Detroit had the highest average accommodation spend of \$495, whereas Little Rock, who had the largest amount spent on accommodations overall, had an average of \$177.

Advertising & Marketing

- Finalized 2021 recap report of marketing and advertising initiatives..
- Continued to develop the CY22 strategic framework, which will be presented in the of March. Full plan tentatively scheduled to be finalized in April.
- Continued to design and develop new creative assets for from the brand shoot for the Curious Indeed campaign. Assets to be finalized in March/April for the Spring/Summer campaign launch.
- Attended the February CAPC Meeting.
- Began to develop presentation for March CAPC Workshop, which the Paradise team will be in person for.
- Began to coordinate and schedule one on one meetings with CAPC team and partners for the Paradise team trip in March.
- Began to redesign the monthly report on advertising and marketing initiatives. New report template to roll out in March for February's report.
- Communicated weekly with CAPC staff and Chairman for day-to-day account management.
- Attended the Arkansas Governor's conference.

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Advertising & Marketing Cont.

- 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.
- 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.
- Built out CAPC stakeholder engagement strategies.
- Conducted deep dive visitor research and data pulls through the NATA partnership



Website Summary

- February saw a slight decrease of only 2% in sessions.
- However, the bounce rate improved by 2% which suggests the quality of the visitor is improving.
- The Attractions page 1 & page 2 saw increased traffic of 11% & 12%, respectively. This suggests that visitors are becoming more comfortable exploring new experiences. This aligns with national trends.
- Website visitation from Colorado continues to increase month over month, year over year. This is a market that will continued to be monitored throughout 2022.



Social Media (Organic)

- For February, 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 March 2022 content calendar to be shared across social media platforms.

Social Media - Facebook

YR Numbers Represent 2021-2022 Growth

NEW FANS	IMPRESSIONS	ORGANIC REACH	ORGANIC ENGAGEMENT	AWARENESS
+509	+1,473,604	+ 890,195	+21,286	+628
TOTAL FANS	TOTAL ORGANIC PAGE IMPRESSIONS	TOTAL ORGANIC REACH	TOTAL ORGANIC ENGAGEMENT	AWARENESS
99824	+7,708,878	+3,405,650	+151,721	+5,865

Key Insights

- Compared to last month, we saw increases...
 - We saw an increase (2%) in followers
 - We saw an increase (96%) in impressions
 - We saw an increase (30%) in engagement
 - We saw an increase (8%) in awareness
 - We saw an increase (96%) in reach
- We did see an increase in all metrics for social media. We believe this is due to a combination of including more event focused content and the time of year. For the upcoming months, we will continue to implement the social media annual strategy into our content mix.

Social Media - Instagram

YR Numbers Represent 2021-2022 Growth

NEW FANS	IMPRESSIONS	ORGANIC REACH	ORGANIC ENGAGEMENT	Video Views
+437	+159,994	+110,573	+7888	+3027
TOTAL FANS	TOTAL ORGANIC PAGE IMPRESSIONS	TOTAL ORGANIC REACH	TOTAL ORGANIC ENGAGEMENT	Video Views
25,484	+850,319	+777,489	+60527	+27798

Key Insights

- Compared to last month, we saw increases...
 - We saw an increase (2%) in followers
 - We saw an increase (9%) in reach
 - We saw an increase (50%) in impressions
 - We saw an increase (4%) in engagement
 - We saw an increase (32%) in awareness
- Compared to last month, we saw decreases...
 - We saw a decrease in (10%) video views
- In February, we saw a small decrease in video views. We believe that this is due to amount of videos that were in the content mix. We did see significant increases in followers, reach, impressions, engagement and awareness. We believe this is due to multiple reasons, including the time of year and more event promotions in the content mix. .

Social Media - Twitter

YR Numbers Represent 2021-2022 Growth

NEW FANS

+1

IMPRESSIONS

6627

ENGAGEMENT

983

TOTAL FANS

5226

TOTAL ORGANIC PAGE
IMPRESSIONS

49037

TOTAL ENGAGEMENT

3131

Key Insights

- Compared to last month, we saw increases...
 - We saw an increase (1%) in followers
 - We saw an increase (64%) in engagement
- Compared to last month, we saw decreases...
 - We saw a decrease (6%) in impressions
- We saw increases in followers and engagements.. We believe this is due to including more event specific content into the content mix. We plan on continuing to include event specific content into the content mix as it is relevant. We did see decreases in impressions, but we believe this is due to February being a shorter month.

Social Media - Facebook Top Post

Eureka Springs, Arkansas 
Published by Agorapulse  - February 23 at 6:00 PM · 

Ever wanted to be transported to the magical lands of "The Shire"? What if we told you, a piece of your favorite fantasy tale is in Eureka Springs? 🌟

Welcome to the Hobbit Caves. Secluded and romantic, this spot is the perfect place for a couple that wants to escape for a while. Enjoy your stay surrounded by mystical forests, lounging in a Grotto and even your own private courtyard. 🌿

Learn more 📄 <https://www.estreehouses.com/eurekaspringshobbit/caves.html>
📍 Eureka Springs Treehouses






Organic Reach
43491

Paid Reach
0




Engaged Users
2322


Video Views
n/a




Clicks
1287

Eureka Springs, Arkansas
February 14, 2022 3:00 PM(UTC-05:00)   

Today, we celebrate love. ❤️ Happy Valentines Day!

 paigeyyy_p
 kyler_watson_bills
 dring_creative



  442 · Like  22 Comments

Organic Reach
24234

Paid Reach
0

Engaged Users
1702

Video Views
n/a

Clicks
977

Social Media - Instagram Top Post



Feb 13, 2022

Ever wanted to be transported to the magical lands of "The Shire"?...

Reach
13477

Engaged Users
834

Likes + Saves
822

Comments
12

Video Views
n/a



Feb 14, 2022

Today, we celebrate love. ❤️ Happy #ValentinesDay! 🎉:...

Reach
7891

Engaged Users
724

Likes + Saves
714

Comments
10

Video Views
n/a

Social Media - Twitter Top Post



Feb 3, 2022

Did someone say "brunch at Local Flavor Cafe?" 📍 Situated on the...

Impressions

1174

Engaged Users

30

Likes

15

Retweets

0

Replies

0



Feb 9, 2022

Even on the dreariest of days, #ThorncrownChapel is ✨ pure...

Impressions

519

Engaged Users

21

Likes

12

Retweets

0

Replies

0

Website Metrics

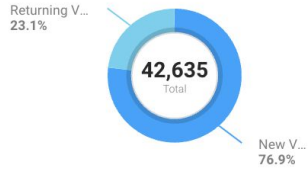
AUDIENCE OVERVIEW

Last Month (Feb 1 - 28) ▾

Metrics	Last Month	Δ
Users	33,973	▼ 4%
Sessions	42,635	▼ 2%
% New Sessions	76.91%	▼ 3%
Pages / Sessions	3.47	▲ 8%
Avg Session Duration	2m 51s	▲ 10%

SESSIONS BY NEW VS RETURNING

Last Month (Feb 1 - 28) ▾



USERS BY REGION

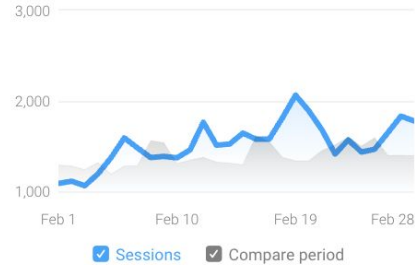
Last Month (Feb 1 - 28) ▾

Metrics	Last Month	Δ
Missouri	5,425	▲ 9%
Arkansas	5,382	▼ 10%
Texas	5,145	▼ 11%
Oklahoma	4,140	▲ 2%
Kansas	2,304	▲ 10%
Illinois	1,602	▲ 3%
Tennessee	1,038	▲ 7%
Colorado	1,030	▲ 31%
Florida	649	▼ 8%
California	639	▼ 10%
Louisiana	621	▼ 22%
Wisconsin	457	▲ 17%

SESSIONS

Last Month (Feb 1 - 28) ▾

42,635 ▼ 2%
Comparison period: 43,419



BOUNCE RATE

Last Month (Feb 1 - 28) ▾

53.49% ▼ 2%
Comparison period: 54.66%



TOP PAGES BY PAGEVIEWS

Last Month (Feb 1 - 28) ▾

Metrics	Last Month	Δ
/	16,370	0%
/attractions/	12,465	▲ 11%
/10-things-to-do-in-eureka-springs-you-dont-want-to-miss/	7,720	▲ 11%
/lodging/cabins-cottages/	4,838	▲ 5%
/attractions/page/2/	3,936	▲ 12%
/things-to-do/	3,665	▲ 5%
/dining/	3,122	▲ 11%

Public Relations Summary

- Continued proactive outreach to top-tier national publications, keeping seasonality and safe travel at forefront of messaging.
- Pitched Valentine's Day (some with LGBTQ focus), spring break to national media
- Liaised with Nichole Holze (Run Wild My Child), Kristy Alpert (Cosmopolitan)
- Responded to image request from Annette Brooks for Living Magazine
- Provided media clips for Governor's Conference sizzle reel
- Coordinated upcoming media stay for Anietra Hamper (Planetware)
- Connected with Cinnamon Valley Resort regarding upcoming media stay
- Provided guidance on Main and Mulberry Destinations Podcast opportunity
- 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 shoulder 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 spring break travel
- Participated in bi-weekly social media and PR calls.





Public Relations Metrics

February 2022 Publicity

(based on Muck Rack clips)

- Estimated Impressions: 89,924,273
- Estimated Media Value: \$831,804.89

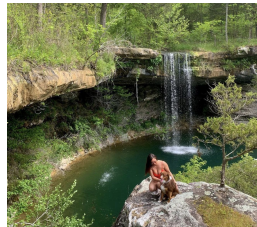
January 2021 - February 2022 Publicity

(based on Muck Rack clips)

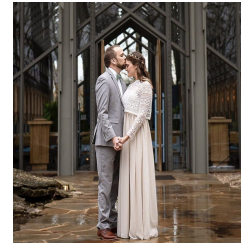
- Estimated Impressions: 7,229,633,796
- Estimated Media Value: \$66,805,994.54

COSMOPOLITAN

Adult Spring Break Is a Thing and You Need It



10 Unique Wedding Destinations In The U.S For 2022



ONLY IN YOUR STATE

The Most Unique Hotel In Arkansas, Eureka Springs Treehouse Is A Must-Visit



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, another is playing a guitar, and a third is playing a saxophone. An American flag is visible on the wall behind the stage. The scene is lit with warm, ambient lighting.

Next Steps

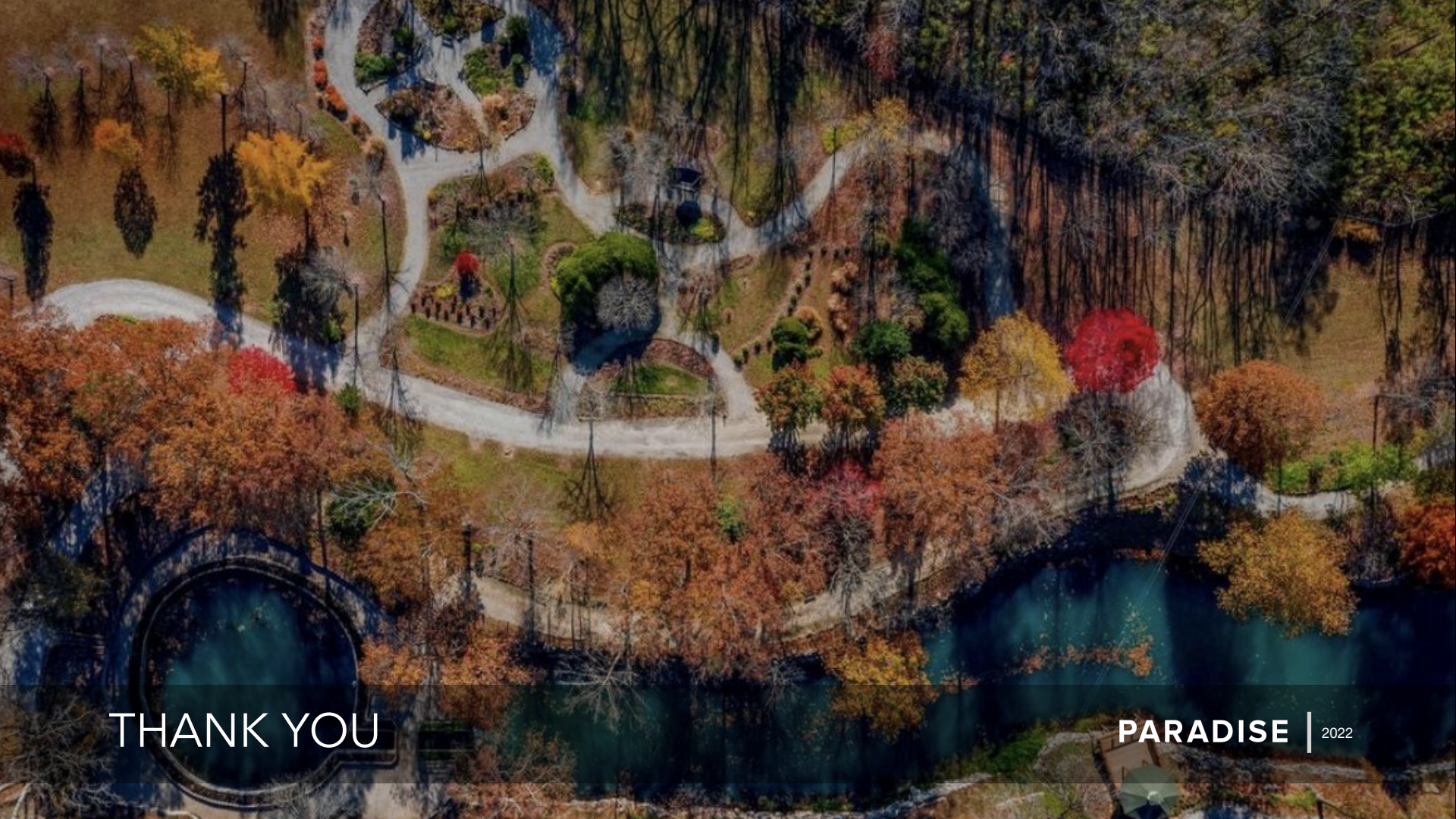
Content Updates & Recommendations

- The Paradise team met with the CAPC team to discuss a holistic, integrated approach for destination content. Topics included: video production, social media and ways to showcase Eureka Springs businesses.
- As a result of the meeting, Paradise is developing a data-based recommendation and strategy, which will be delivered March 31, in conjunction with the media tactical plan presentation.



Looking Ahead - Planning Timeline

Thurs. Mar 15	Present Strategic framework by discipline to CAPC Team
Mon. Mar 21	Paid Media and Search Launches
Tues. April 5	Present Tactical plans by discipline to CAPC Team
Fri. Apr. 8	Media Estimates Finalized w/Client Signature
Wed. April 13	Paradise In Market Presenting Final Plan at Workshops
Fri. Apr. 22	Finalize, traffic creative and landing pages
Mon. April 25	Campaign launches



THANK YOU

PARADISE | 2022