



Eureka Springs

Monthly Report | July 2022

PARADISE | 2022



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

Visitor Insights





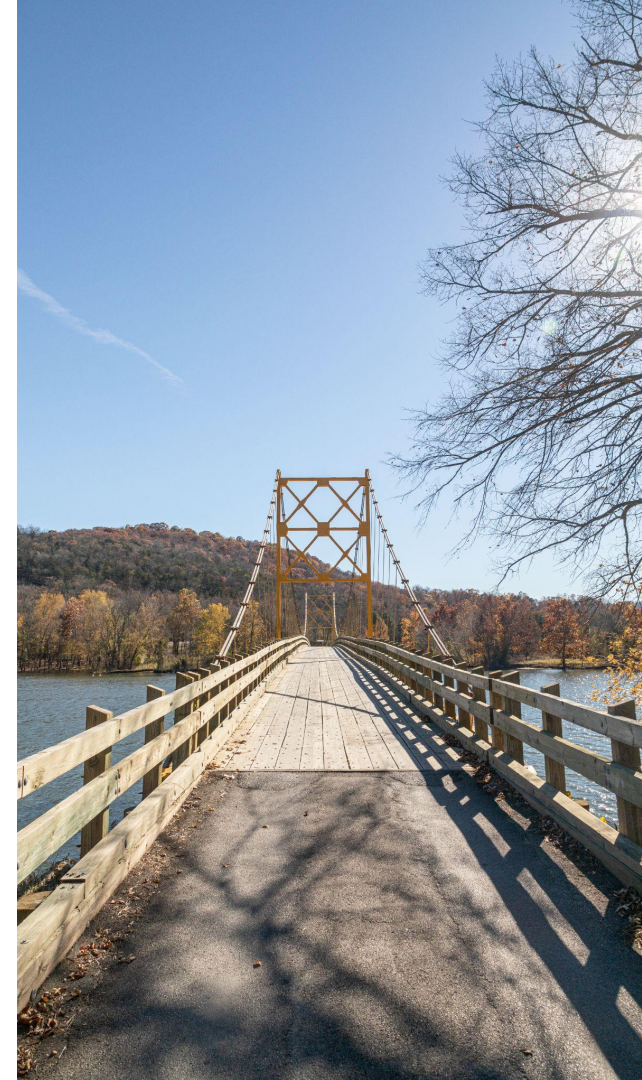
Visitor Insights

- **Visitor volume was trending down YOY** as compared to June 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 was trending on par with 2021.
- **Little Rock, AR led the top ten DMAs in terms of overall spend.** The Shreveport, LA DMA was #3 in overall spend but had the highest accommodations spend in the month of July.
- **The Springfield, MO DMA generated the most overnight visitors this month,** and visitors from Tulsa, OK were the most likely to stay overnight.
- **70% of observed visitors stayed overnight and 80% 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

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



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

- Managed and optimized the Spring/Summer media campaigns
- Reviewed, vetted, and internally approved Summer/Fall media campaign
- Presented the new website wireframes presentation to the CAPC commission
- Met with CAPC to review mobile and tablet wireframe and menu navigation
- Finalized pricing and began the implementation process for Zartico intelligence platform
- Provided ongoing web maintenance support for CAPC staff
- Led content development initiatives to optimize multichannel approach
- Scheduled and prepared the website hero images and blog content
- Communicated weekly with CAPC staff and Chairman for day-to-day account management
- Met with CAPC staff to continue on-going marketing development
- Led discussions for pricing and implementation of Bandwango platform
- Continued billing and invoicing support

Continue to next page...

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.
- 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
- Deployed a 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 “Global Sleep Under the Stars Night,” summer travel (adventure, family), fall travel, cycling (motor and manual)
- Liaised with Anya Slepyan (Daily Yonder), Kwin Mosby (Vacationer Travel), Joey Amato (Pride Journeys), Susan Katzman (Sweet Leisure), Nichole Holze (Run Wild My Child)
- 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 summer 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 fall travel, Halloween, fall foliage, outdoor adventure
- Participated in bi-weekly social media and PR calls

Public Relations - Metrics

(Source: Muck Rack)

July 2022 Publicity

- Estimated Impressions: 847,174,701
- Estimated Media Value: \$8,120,176.04

January 2022 - July 2022 Publicity

- Estimated Impressions: 1,641,910,646
- Estimated Media Value: \$15,430,193.26

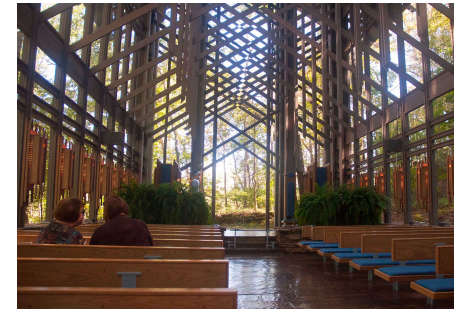
Southern Living

20 Affordable Family Vacations You Haven't Thought Of Before



AD

The 20 Most Beautiful Wedding Venues in America



**12 Eureka Springs
Cabin Rentals Perfect
For An Outdoor
Getaway**

Los Angeles Times

3 Good Things: Ice cream memories, hooved horticulturalists and the LGBTQ Ozarks



Paid Media - Summary

The **Spring/Summer** Campaign wrapped up in July, we saw a dip in performance due to creative fatigue and a 36% dip in impressions due to campaign budgets winding down. We are strategizing with media partners on the best tactics for increased metrics moving forward and will implement those strategies.

- **Display:** The average click through rate (CTR) for July was 0.05% (below the industry benchmark of .08%)
 - Top performing media partners:
 - Lonely Planet: CTR at 0.09%
 - Priceline: CTR at 0.04%
- **Native:** The average click through rate (CTR) for July was 0.20% (below the industry benchmark of 0.30%)
 - Top performing media partners:
 - Expedia CTR at 0.17%
 - Q.Digital: CTR at 0.28%
- **Video:** For our video placements, we had an 74% video completion rate (VCR) (above the industry benchmark of 70%)
 - Top performing media partners:
 - Q-Digital: CTR at 74%

Paid Media - Summary Cont.

LGTBQ+: Sponsored content package enhancing the Eureka Springs page on GayCities.com with branded image, video, and written content. Also included ROS banners and video.

Results:

- Display: 0.17% CTR
 - *0.08% CTR = industry benchmark*
- Video: 74% VCR
 - *70% VCR = industry benchmark*
- Time on Site: (EurekaSprings.GayCities.com)
 - GayCities: :36
 - Queerty: :30
 - LGBTQ Nation: 2:50
 - INTO: 3:00





Paid Media (Expedia) - Summary

The month of July was the final month of our Expedia reporting for the **Spring/Summer** Campaign.

Results:

- ROAS: ROI: 15.7 : 1
- CTR: 0.14%
- Revenue (Bookings): \$234,300
- Room Nights: 539
- PAX: 990

Paid Media (Google Paid Search) - Summary

In the month of July, 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: 40,777
 - *31% increase over June*
- Total Clicks: 10,878
 - *4% decrease over June*
- Avg. CTR: 26.68%
 - *12% decrease over June*
- Avg. CPC: \$0.35
 - *3% increase over June*

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 July, the **Always On** campaign was running with the objective of driving Awareness/Engagement. We saw increases in impressions, post engagements, and clicks for July and saw a decrease in CTR. We will continue to look for ways to optimize to increase the CTR and will be implementing a creative refresh strategy.

Results:

- Impressions: 972,566
 - 16% increase over June
- Post Engagement: 355,268
 - 30% increase over June
- Clicks: 2,370
 - 1.2% increase over June
- CTR: 1.00%
 - 22% decrease over June
 - *0.9% CTR = benchmark

Top Performing Always On Creative:



Eureka Springs, Arkansas Sponsored ·   

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.

"THIS PLACE IS ALL ABOUT GOING WITH THE FLOW"

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

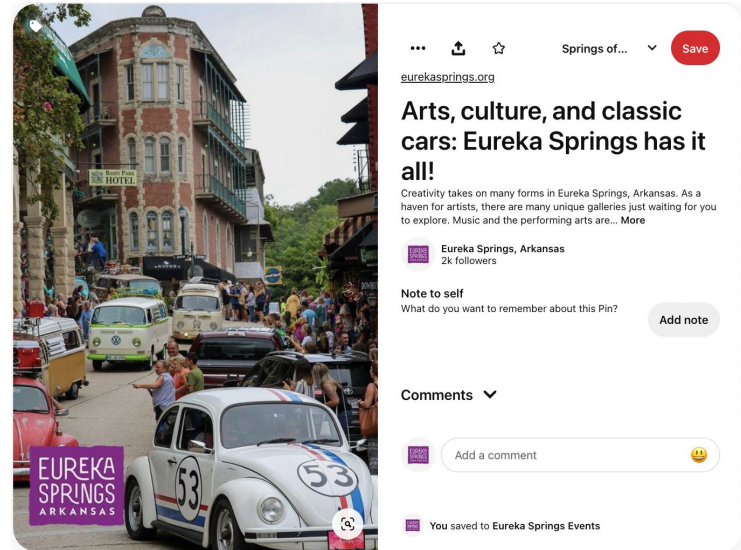
Paid Social (Pinterest) - Summary

In July, the **Always On** campaign through Pinterest continued running with the focus of driving traffic to the site. We saw increases for impressions, while seeing a small decrease in clicks and a decrease for CTR this month. We will continue to look for opportunities to improve clicks and CTR and will be implementing a creative refresh strategy.

Results:

- Impressions: 242,753
 - 23% increase over June
- Clicks: 2,909
 - 0.4% decrease over June
- CTR: 1.20%
 - 19% decrease over June
 - *0.3% CTR = benchmark

Top Performing Always On Creative:





Social Media (Organic) - Summary

- For July, 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 August 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
+657	1,372,558	797,451	44,895	45,490
<hr/>				
TOTAL FANS	TOTAL ORGANIC PAGE IMPRESSIONS	TOTAL ORGANIC REACH	TOTAL ORGANIC ENGAGEMENT	AWARENESS
103,101	12,032,466	6,836,399	390,794	222,320

Key Insights:

- Compared to last month...
 - We saw an increase (0.6%) in followers
 - We saw an increase (13%) in engagement
 - We saw an increase (13%) in awareness
 - We saw an increase (23%) in impressions
 - We saw an increase (24%) in reach
- For July, we saw increases across the board. This is a result of active community management and listening. This also means that our content is resonating with our audience and they are engaging with it. With dynamic placements continuing to be the preferred content on social media channels, we would recommend including more video and carousel content into the content mix. However, it is important to note that 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
+504	76,300	88,110	8159	43,734
TOTAL FANS	TOTAL ORGANIC PAGE IMPRESSIONS	TOTAL ORGANIC REACH	TOTAL ORGANIC ENGAGEMENT	Video Views
27,220	1,450,058	1,335,707	105,548	275,309

Key Insights:

- Compared to last month...
 - We saw an increase (1.3%) in followers
- Compared to last month...
 - We saw a decrease in (20%) video views
 - We saw a decrease in (.5%) engagement
 - We saw a decrease in (17%) awareness
 - We saw a decrease in (16%) reach
 - We saw a decrease in (31%) impressions
- In July, we saw an increase in followers. We had decreases in all other metrics. We believe this is due to the overall content mix. We plan on utilizing more dynamic placements such as carousels, reels and stories. However, it is important to note that utilizing these placements is dependent on content availability for curated and created assets. We would also like to recommend that we return to our original content mix strategy of scenic posts, partner features and informational posts. Paradise will regroup with the client to discuss strategy moving forward.

Social Media (Organic) - Twitter

YR Numbers Represent 2021-2022 Growth

NEW FANS

+18

IMPRESSIONS

8,292

ENGAGEMENT

2,576

TOTAL FANS

5,303

TOTAL ORGANIC PAGE
IMPRESSIONS

94,116

TOTAL ENGAGEMENT

13,186

Key Insights:

- Compared to last month...
 - We saw an increase (.3%) in followers
 - We saw an increase (31%) in engagement
- Compared to last month...
 - We saw a decrease in (14%) impressions
- During the month of July, we saw increases in followers and engagement. This is due to the continued placement of platform optimized content. We did see a small decrease in impressions. We believe this is due to the platform's focus on time sensitive 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...](#)

July 15, 2022 5:00 PM(UTC-04:00)



Tucked between tall trees and vibrant foliage, the beautiful and enchanting Thorncrown Chapel awaits. With over 6,000 square feet of glass, 425 windows, and 48-feet tall, many come to see this remarkable structure. ✨

"Absolutely stunning! We live in Colorado but chose to get married in Arkansas for this exact chapel. I have a background in architecture and this is one of my favorite buildings and it was my husband's and my favorite road trip when we visited it the first time a few years ago while we were still dating." - Kristina W. (theknot.com)

ingridsntos



2283 · Like

238 Comments

Organic Reach
97893

Paid Reach
0

Engaged Users
6001

Video Views
n/a

Clicks
2774



Eureka Springs, Arkansas is in [Beaver L...](#)

July 29, 2022 5:20 PM(UTC-04:00)



Constantly searching for views that take my breath away. This week's adventure: Beaver Lake! 🥰💧
 supoutfitterseureka



308 · Like

27 Comments

Organic Reach
19129

Paid Reach
0

Engaged Users
1258

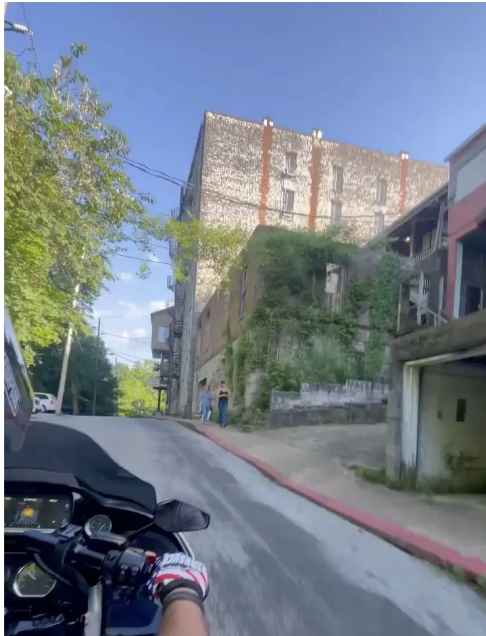
Video Views
n/a

Clicks
1044

Social Media (Organic) - Instagram Top Posts

eurekasprings
July 14, 2022 9:49 AM(UTC-04:00)

Yeah, walking through downtown is cool. But have you ever tried riding through? 🤪 #EurekaSprings
📍: @pearl_glide



Reach
17914

Engaged Users
1451

Likes + Saves
1366

Comments
28

Video Views
1451

Eureka Springs, Arkansas is in Eureka Sprin...
July 18, 2022 8:01 PM(UTC-04:00)

Weekends are perfect for strolling down Main Street and exploring all of the quirky shops & galleries found here in Downtown Eureka Springs! 🎨
What are some of your favorite shops downtown? Comment down below 🙌
📍: @larryfleury



📍: 992

💬 25 Comments

Reach
8244

Engaged Users
1118

Likes + Saves
1012

Comments
25

Video Views
n/a

Social Media (Organic) - Twitter Top Posts



Eureka Springs

July 29, 2022 1:04 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! 🌲👉 #EurekaSprings

📍:sequoia.xo.xo



📍 14 • Like 🗨️ 5 • Retweet

Impressions
463

Engaged Users
71

Likes
14

Retweets
5

Replies
2

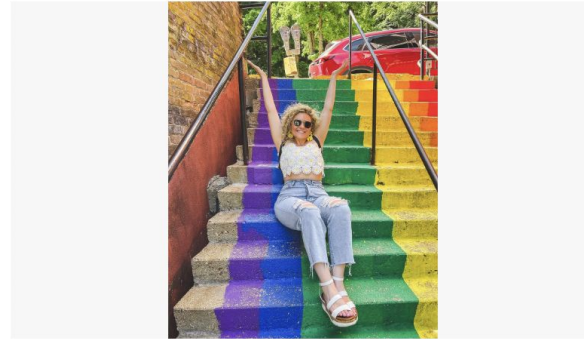


Eureka Springs

July 21, 2022 1:01 PM(UTC-04:00)



Hands up 🙌 if you're ready for the weekend!
Time to explore Downtown #EurekaSprings 🎉👉
📍: chloejknowlton



📍 14 • Like 🗨️ 3 • Retweet

Impressions
348

Engaged Users
34

Likes
14

Retweets
3

Replies
2



Website Summary

- July saw a 7.8% decrease in users over June. This was expected as multiple media buys wrapped up in June and July.
- Number of pages per session in July 2022 increased to 3.29 (compared to 3.28 in June), a number we want to monitor and continue to see increase
- The Home, Attractions, Things To Do, and Dining pages continue to be the most visited pages month over month.
- Organic social continues to be the main driver of traffic to the site (58.2% in July compared to 55.4% in June)
- Paid search is the number two driver of traffic to the site (17.1% in July compared to 16.4% in June)
- The majority of traffic to the website continues to be from new visitors (73% in July) as opposed to returning visitors
- Top states of origin for website visitors in July 2022 were as follows (in order) and are reflective of target markets for the current campaigns:
 - Illinois
 - Texas
 - Missouri
 - Arkansas
 - Oklahoma

Website Metrics - July 2022

Sessions

Jul 1, 2022 - Jul 31, 2022

70,199

% of Total: 100.00% (70,199)



Jun 1, 2022 - Jun 30, 2022

75,653

% of Total: 100.00% (75,653)



Users

Jul 1, 2022 - Jul 31, 2022

53,234

% of Total: 100.00% (53,234)



Jun 1, 2022 - Jun 30, 2022

57,783

% of Total: 100.00% (57,783)



Bounce Rate

Jul 1, 2022 - Jul 31, 2022

54.32%


Avg for View: 54.32% (0.00%)



Jun 1, 2022 - Jun 30, 2022

54.76%

Avg for View: 54.76% (0.00%)



% New Sessions

Jul 1, 2022 - Jul 31, 2022

72.95%

Avg for View: 72.95% (0.00%)



Jun 1, 2022 - Jun 30, 2022

73.28%

Avg for View: 73.28% (0.00%)



Users by Region


Region	Users
Illinois	
Jul 1, 2022 - Jul 31, 2022	14,382
Jun 1, 2022 - Jun 30, 2022	12,231
% Change	17.59%
Texas	
Jul 1, 2022 - Jul 31, 2022	10,329
Jun 1, 2022 - Jun 30, 2022	11,267
% Change	-8.33%
Missouri	
Jul 1, 2022 - Jul 31, 2022	6,082
Jun 1, 2022 - Jun 30, 2022	6,895
% Change	-11.79%
Arkansas	
Jul 1, 2022 - Jul 31, 2022	5,556
Jun 1, 2022 - Jun 30, 2022	6,745
% Change	-17.63%
Oklahoma	
Jul 1, 2022 - Jul 31, 2022	4,444
Jun 1, 2022 - Jun 30, 2022	5,061
% Change	-12.19%
Kansas	
Jul 1, 2022 - Jul 31, 2022	2,601
Jun 1, 2022 - Jun 30, 2022	2,879
% Change	-9.66%

Pages / Session

Jul 1, 2022 - Jul 31, 2022

3.29

Avg for View: 3.29 (0.00%)



Jun 1, 2022 - Jun 30, 2022

3.28

Avg for View: 3.28 (0.00%)



Avg. Session Duration

Jul 1, 2022 - Jul 31, 2022

00:02:34


Avg for View: 00:02:34 (0.00%)



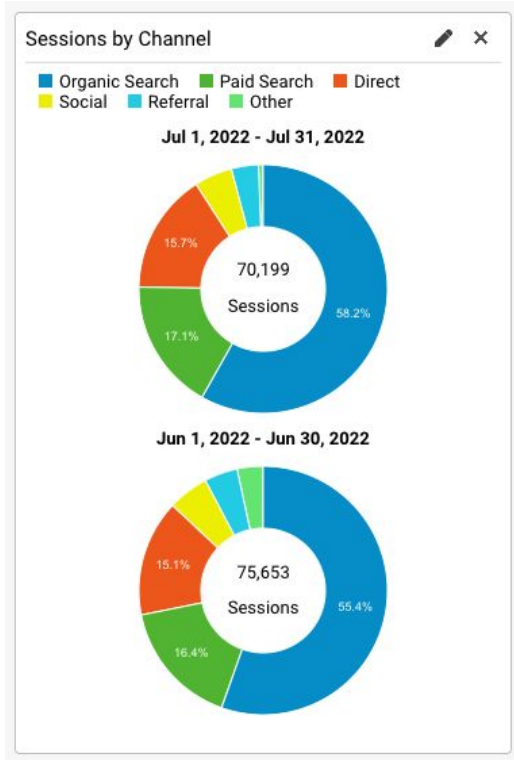
Jun 1, 2022 - Jun 30, 2022

00:02:27

Avg for View: 00:02:27 (0.00%)



Website Metrics - July 2022



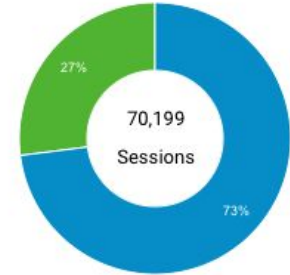
Top Pages by Pageviews

Page	Pageviews
/	23,237
Jul 1, 2022 - Jul 31, 2022	23,237
Jun 1, 2022 - Jun 30, 2022	28,677
% Change	-18.97%
/attractions/	18,805
Jul 1, 2022 - Jul 31, 2022	18,805
Jun 1, 2022 - Jun 30, 2022	20,107
% Change	-6.48%
/things-to-do/	17,391
Jul 1, 2022 - Jul 31, 2022	17,391
Jun 1, 2022 - Jun 30, 2022	18,365
% Change	-5.30%
/dining/	6,096
Jul 1, 2022 - Jul 31, 2022	6,096
Jun 1, 2022 - Jun 30, 2022	7,011
% Change	-13.05%
/outdoor-adventure-and-activities/	5,922
Jul 1, 2022 - Jul 31, 2022	5,922
Jun 1, 2022 - Jun 30, 2022	6,703
% Change	-11.65%
/attractions/page/2/	5,599
Jul 1, 2022 - Jul 31, 2022	5,599
Jun 1, 2022 - Jun 30, 2022	5,859
% Change	-4.44%

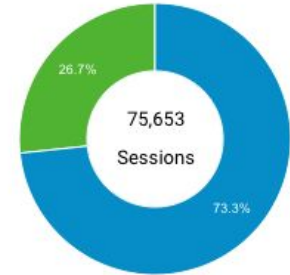
Sessions by New vs. Returning

Legend: New Visitor (Blue), Returning Visitor (Green)

Jul 1, 2022 - Jul 31, 2022



Jun 1, 2022 - Jun 30, 2022



Website Metrics - July 2021

Monthly Reporting

Jul 1, 2021 - Jul 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

Sessions

95,314

% of Total: 100.00% (95,314)

Users

75,251

% of Total: 100.00% (75,251)

% New Sessions

74.88%

Avg for View: 74.88% (0.00%)

Pages / Session

3.22

Avg for View: 3.22 (0.00%)

Avg. Session Duration

00:02:39

Avg for View: 00:02:39 (0.00%)

Users by Region

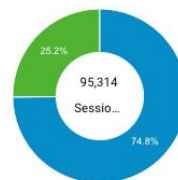
Region	Users
Texas	14,216
Arkansas	12,163
Missouri	10,821
Oklahoma	9,124
Kansas	6,041
Illinois	3,509

Top Pages by Pageviews

Page	Pageviews
/	36,564
/attractions/	24,241
/10-things-to-do-in-eureka-springs-you-dont-want-to-miss/	11,949
/covid-19updates-for-eureka-springs/	9,097
/things-to-do/	8,574
/lodging/cabins-cottages/	8,288

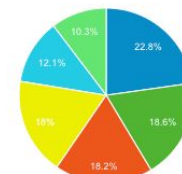
Sessions by New vs. Returning

New Visitor | Returning Visitor



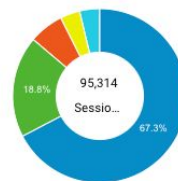
Sessions by Age

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



Sessions by Channel

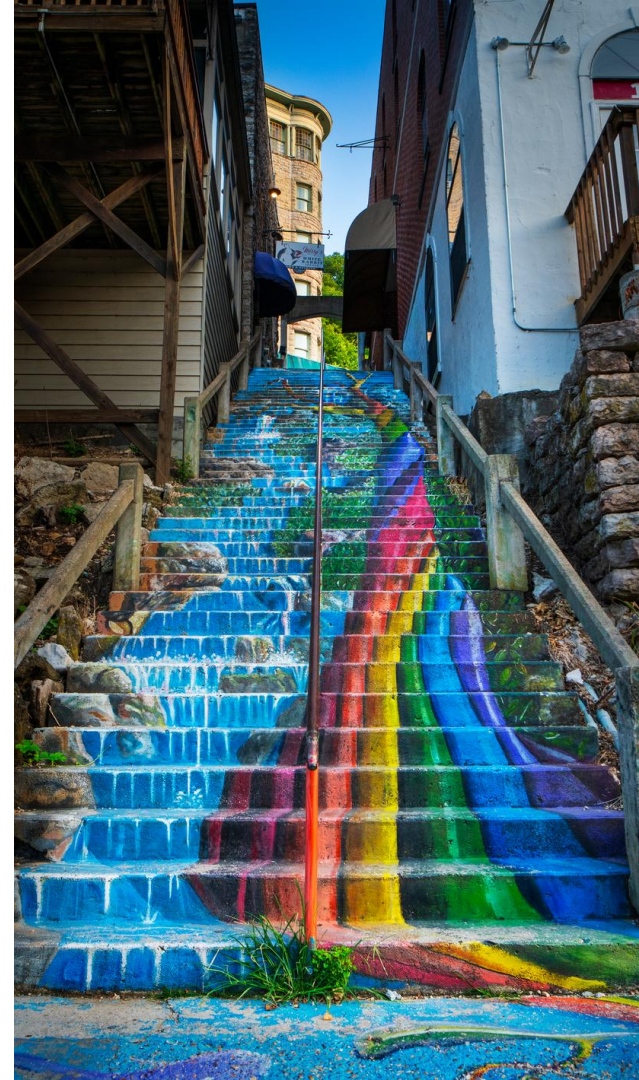
Organic Search | Direct | Display | Social | Referral | Other



Content Updates & Recommendations

Upcoming:

- Preparing for a content presentation, to take place on 8/16, in which we will showcase a number of ways to create content designed for cross-channel deployment, in advance of the website launch.
- This includes a recommendation for additional ways to highlight stakeholders and local businesses





Partner Value Program

Updates:

- Finalized and deployed the first partner survey that will help determine the offerings of its Partner Value Program (survey deployed July 15)
- Provided written response to media request regarding more information on the Partner Survey that was deployed.
- Made edits to the 2022 PVC implementation plan

Upcoming:

- Agency to review survey results, identify findings and 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, another is playing a guitar, and a third is playing a saxophone. 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

- **Content:** Content Presentation August 16
- **Website Development:** Website design presentation August 17
- **Intelligence & Data:** Planning and implementation for the Zartico intelligence platform launch
- **Partner Program:** Analyzing survey results in preparation for a launch of the program to stakeholders





THANK YOU

PARADISE | 2022