



Eureka Springs

Monthly Report | June 2022

PARADISE | 2022



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Visitor Insights

Launchpad

PARADISE | ParadiseAdv.com



Visitor Insights

- **Visitor volume was trending up YOY** as compared to June 2021. Visitor spend was trending on par with June 2021.
- **Little Rock led the top ten DMAs in terms of overall spend**, followed by Shreveport, LA and Oklahoma City.
- The Ft. Smith-Fayetteville-Springdale-Rogers, AR DMA generated the most overnight visitors in June. Visitors from Joplin, MO-Pittsburg, KS were the most likely to stay overnight.
- **82% of observed visitors stayed overnight and 78% came from out of state.**

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
- Developed and presented wireframes for website
- Continued development of the Partner Program framework and associated Launch Plan; began drafting the Partner Survey
- Led discussions regarding pricing and implementation of the Zartico intelligence platform
- Provided ongoing web support for CAPC staff
- Renewed CAPC's domains
- 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
- Finalized 2022 NATA Visitor Guide content and double-page spread
- Met with CAPC staff in destination to continue on-going marketing development
- Presented earned media and industry updates at the CAPC meeting

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 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 affordable summer travel, diverse destinations
- Pitched summer travel, outdoor and adventure activities, family destination, year round pride destination
- Liaised with Liz Harrell (Only in Arkansas), Leilani Osmundson (U.S. News & World Report), Joey Amato (Pride Journeys), Jim Gladstone (Passport Magazine), JT Zory (Food and Travel Magazine), Anya Slepyan (Daily Yonder), Joanne Saunders (Vacationer Travel)
- Coordinated media visits for Nichole Holze (Run Wild My Child), Mark Williams (Thrillist, Time Out New York)

Continued on next page...

Public Relations - Summary Cont.

- 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 late summer and fall travel, outdoor adventure
- Shared “Hot News: Paradise Destination Dreams” template for requesting upcoming information from local partners
- Participated in bi-weekly social media and PR calls



Public Relations - Metrics

(Source: Muck Rack)

June 2022 Publicity

- Estimated Impressions: 220,165,110
- Estimated Media Value: \$2,066,004.61

January 2022 - June 2022 Publicity

- Estimated Impressions: 794,735,945
- Estimated Media Value: \$7,310,017.22

January 2021 - June 2022 Publicity

- Estimated Impressions: 7,820,426,031
- Estimated Media Value: \$72,257,793.05



16 Top Things to Do in Eureka Springs, Arkansas



Inside Eureka Springs, the Bible Belt's LGBTQ oasis



MoneyTalksNEWS

8 Great Small Towns to Retire In



25 Beautiful Summer Vacation Spots If You Hate the Beach





Paid Media - Summary

June wrapped up the **Spring/Summer** Campaign, which finished on 6/26.

- **Display:** The average click through rate (CTR) for June was 0.09% (above the industry benchmark of .08%)
 - Top performing media partners:
 - KOLR 10: CTR at 0.47%
 - Lonely Planet: CTR at 0.12%
- **Native:** The average click through rate (CTR) for June was 0.42% (above the industry benchmark of 0.30%)
 - Top performing media partners:
 - Division-D: CTR at 0.64%
 - MobileFuse: CTR at 0.44%
- **Video:** For our video placements, we had an 82% video completion rate (VCR) (well above the industry benchmark of 70%)
 - Top performing media partners:
 - Vizio: CTR at 91%
 - Division-D: CTR at 83%

Paid Media - Summary Cont.

- **LGBTQ+**: Sponsored content package enhancing the Eureka Springs page on GayCities.com with branded image, video, and written content. Also included ROS banners and video.
 - Display: 0.41% CTR
 - 0.08% CTR = benchmark
 - Video: 75% VCR
 - 70% VCR = benchmark
 - Time on Site:
 - GayCities: :34
 - Queerty: :39
 - LGBTQ Nation: 3:09
 - INTO: 3:10





Paid Media (Expedia) - Summary

The month of June was the second month of our Expedia reporting for the **Spring/Summer** Campaign.

Expedia:

- ROAS: ROI: 14.5
- CTR: 0.13%
- Revenue (Bookings): \$94,700
- Room Nights: 188
- PAX: 371

Paid Media (Google Paid Search) - Summary

In the month of June, the **Regional** was paused and the **Always On** campaign continued its flights with the objective of driving Traffic.

The Regional campaign is scheduled to continue running at the end of October.

Always On Results:

- Impressions: 37,123
 - 2.65% increase over May
- Total Clicks: 11,341
 - 15.14% increase over May
- Avg. CTR: 30.55%
 - 12.17% increase over May
- Avg. CPC: \$0.34
 - 13.14% decrease over May

Top Performing Always On Creative:

Ad · www.eurekasprings.org/



Curious, Indeed | Upcoming Events | Events in Eureka Springs

There's as little or as much as you would like to do in our quirky corner of Arkansas. Check out everything there is to do in naturally beautiful Eureka...



Paid Media (Lonely Planet) - Summary

Overall for the Lonely Planet campaign. There were over with 3M+ impressions with a 1.20% CTR.

The sponsored content article was promoted on paid social which saw great engagement with a 1.41% CTR and 2% engagement rate:

<https://www.lonelyplanet.com/articles/eureka-springs-quirky>

There was also great engagement on the article:

- Unique Visits: 14,707
- Time on Site: 1:01
- Total Page Views: 22,095

Quirky Arkansas – experiencing the unexpected in Eureka Springs

Adam Karlin
Jun 8, 2022 - 5 min read



Eureka Springs tends to defy expectations © Rachel Martin / Shutterstock

Arkansas is a state that revels in its independent culture, but few towns exemplify this quirky rebelliousness like Eureka Springs. Nestled in the northwest of the state, amid the green slopes and karst cliffs of the [Ozark Mountains](#), Eureka Springs tends to defy expectations.

In some ways, this has always been a tourism town, attracting visitors first for its eponymous springs (said to possess healing powers) in the 19th century. Then, starting in the late 1960s, a low cost of living, historical architecture, and relative isolation led to Eureka Springs becoming a surprising locus for LGBTQ+ life in the middle of the South.



Paid Social (Facebook/Instagram) - Summary

In the month of June, the **Always On** campaign was running with the objective of driving Awareness/Engagement. Decrease in volume and results is due to the **Regional** campaign Spring flight ending in May.

Results:

- Impressions: 836,905
 - 41% decrease over May
- Post Engagement: 273,389
 - 39% decrease over May
- Clicks: 2,343
 - 33% decrease over May
- CTR: 1.29%
 - 50% decrease over May
 - *0.9% CTR = benchmark

Top Performing Always On Creative:

Eureka Springs, Arkansas

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 June, the **Always On** campaign through Pinterest continued running with the focus of driving traffic to the site. We saw increases for impressions and clicks due to a higher budget spend in the month of June. The campaign launched in early May.

Results:

- Impressions: 197,798
 - 83% increase over May
- Clicks: 2,921
 - 72% increase over May
- CTR: 1.48%
 - 5.7% decrease over May
 - *0.3% CTR = benchmark

Top Performing Always On Creative:



... Eureka Sprin... Save

the beginning of what makes Eureka Springs "Curious, Indeed."

Eureka Springs has a quirky, artsy vibe you'll feel the moment you get here. The walkable Historic Downtown is unlike anything else – with incredible Victorian architecture that will take your...[More](#)

Eureka Springs, Arkansas
2k followers

Note to self
What do you want to remember about this Pin?

Comments

Add a comment

You saved to Eureka Springs Art



Social Media (Organic) - Summary

- For June, 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 July 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
+642	1,136,360	639,781	39,414	40,106
TOTAL FANS	TOTAL ORGANIC PAGE IMPRESSIONS	TOTAL ORGANIC REACH	TOTAL ORGANIC ENGAGEMENT	AWARENESS
102,437	10,659,908	6,038,948	345,899	176,830

Key Insights:

- Compared to last month...
 - We saw an increase (.8%) in followers
- Compared to last month...
 - We saw a decrease in (45%) engagement
 - We saw a decrease in (44%) awareness
 - We saw a decrease in (31%) impressions
 - We saw a decrease in (24%) in reach
- For June, we only saw an increase in followers. All other metrics saw a decrease, with the highest decrease in engagement. This is a result of a decrease in the budget for paid social campaign (since the Regional Campaign ended). With dynamic placements continuing to be the preferred content on social media channels, we would recommend including more video content into the content mix and looking to incorporate more created content in the future. 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
+597	111,812	104,892	13,429	55,076
TOTAL FANS	TOTAL ORGANIC PAGE IMPRESSIONS	TOTAL ORGANIC REACH	TOTAL ORGANIC ENGAGEMENT	Video Views
26,865	1,373,758	1,247,597	102,624	231,575

Key Insights:

- Compared to last month...
 - We saw an increase (1.2%) in followers
 - We saw an increase (1%) in video views
 - We saw an increase (39%) in engagement
- Compared to last month...
 - We saw a decrease in (16%) awareness
 - We saw a decrease in (3%) reach
 - We saw a decrease in (.9%) impressions
- In June, we saw an increase in followers, engagement and video views. We believe this is due to an increase in community management, timely content and video content placements. We did see a small decrease in reach and impressions. We believe this is due to the Regional Campaign wrapping up on 5/29 and the algorithm prioritizing dynamic placements. For future months, we will be looking at our content mix and prioritizing dynamic placements.

Social Media (Organic) - Twitter

YR Numbers Represent 2021-2022 Growth

NEW FANS

+19

IMPRESSIONS

9,681

ENGAGEMENT

1,961

TOTAL FANS

5,285

TOTAL ORGANIC PAGE
IMPRESSIONS

85,824

TOTAL ENGAGEMENT

10,610


Key Insights:

- Compared to last month...
 - We saw an increase (.4%) in followers
 - We saw an increase (11%) in engagement
- Compared to last month...
 - We saw a decrease in (7%) impressions
- During the month of June, 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...**   
June 1, 2022 6:01 PM(UTC-04:00)

Happy Pride Month! 🏳️‍🌈 Eureka Springs happily continues to celebrate love and diversity each day. We couldn't be happier to be known and loved by the LGBTQIA+ community 🌈+

 mansillamcgrewhphotography, montanaharrison.co, mikey_garrett, abigailderrickphoto



       741 · Like

 106 Comments

Organic Reach
23779

Paid Reach
0

Engaged Users
5420

Video Views
n/a

Clicks
5757

 **Eureka Springs, Arkansas is in Eureka S...**   
June 1, 2022 10:00 PM(UTC-04:00)

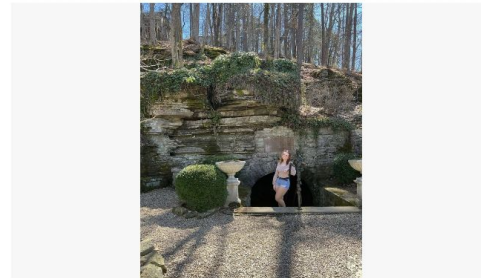
Ever wondered how Eureka Springs got its name? In the late 19th century, settlers flocked to our town due to rumors that the waters had healing properties. Many of the springs have been preserved and have beautiful gardens around them. 💧🌿

Today, you can find some of the most popular and easily accessible springs only a few minutes away from our historic downtown!

Begin at the footpath located at the end of Prospect Ave. Start your tour at the end of Prospect Ave. near the Cottages at the 1886 Crescent Hotel & Spa. 🚶🚶🚶

Follow the path down to Spring Street and walk right. The first spring you will come to is Grotto Spring on the right. Follow the same path, and you'll continue to see more.

 kay.dith



   982 · Like

 73 Comments

Organic Reach
49713

Paid Reach
0

Engaged Users
4551

Video Views
n/a

Clicks
3636

Social Media (Organic) - Instagram Top Posts



eurekasprings
Hollow Coves · Interlude

eurekasprings If there were ever a moment to envy a bird. It would be now. 🌟🌟🌟 #EurekaSprings

1w

planyourromance What a great reel! Cannot wait to get there!

1w 1 like Reply

— View replies (1)

andreyfaulk Probably my favorite place to go to for a weekend getaway! So beautiful there and we had a blast ❤️

👍🗨️📌

👍👍👍 Liked by **secretgardeneureka** and **1,176 others**

7 DAYS AGO

😊 Add a comment... Post


Reach
14532

Engaged Users
1428

Likes + Saves
1231

Comments
27

Video Views
15276



eurekasprings
Pivot Rock and Natural Bridge

eurekasprings Believe-it-or-not: Eureka Springs is home to the most giant freestanding rock formation in Arkansas. The gravity-defying rock (and natural bridge) can be found at Pivot Rock Park, where you can hike to see the unique formations while enjoying the Ozarks' views. 🌲🌲

Edited · 1w

janey_romine @jase_romine @nancygraham @jessdyanejones

3w 1 like Reply

[View insights](#)

👍🗨️📌

👍👍👍 Liked by **paradiseadvertising** and **679 others**

JUNE 12

😊 Add a comment... Post

Reach
7325

Engaged Users
826

Likes + Saves
740

Comments
6

Video Views
n/a

Social Media (Organic) - Twitter Top Posts

Eureka Springs

June 30, 2022 1:01 PM(UTC-04:00)



#EurekaSprings is home to the most giant freestanding rock formation in Arkansas. Enjoy views of the Ozarks', while you hike the trail towards the unique rock formations at Pivot Rock Park. 🌲🌳 #PivotRock



♥️ 20 • Like 🔄 4 • Retweet

Impressions
1,787

Engaged Users
143

Likes
20

Retweets
6

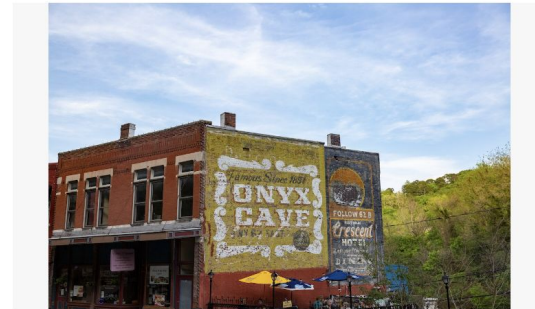
Replies
0

Eureka Springs

June 3, 2022 5:00 PM(UTC-04:00)



Summer nights are perfect for gallery strolls! 🌃🎨 Happening on the 2nd Saturday of each month (5-8 PM). Walk around Downtown #EurekaSprings, meet artists, and see the latest in the art scene.



♥️ 9 • Like 🔄 5 • Retweet

Impressions
590

Engaged Users
28

Likes
9

Retweets
5

Replies
0



Website Summary

- June saw a slight increase in users over May which is great since multiple vendor's media ended in May or early June (Adara, KOLR)
- The number of pages per session in June increased to 3.28 (compared to 3.21 in May), a number we want to monitor and continue to see increase
- The Home, Attractions, Things To Do, and Events Calendar pages continue to be the most visited pages since most of our paid digital is driving to these four pages and content on the site is limited
- The majority of traffic in June came from organic but the second driver of traffic was paid search
- Top states of origin for website visitors in June were are follows (in order) and are reflective of target markets for the current campaigns:
 - Illinois
 - Texas (#1 in May)
 - Missouri (#2 in May)
 - Arkansas (#3 in May)
 - Oklahoma (#4 in May)

Note: Chicago was the top market of origin for Expedia flights to XNA booked in May + June

Website Metrics

Bounce Rate

Jun 1, 2022 - Jun 30, 2022

54.76%

Avg for View: 54.76% (0.00%)



May 1, 2022 - May 31, 2022

55.00%

Avg for View: 55.00% (0.00%)



Avg. Session Duration

Jun 1, 2022 - Jun 30, 2022

00:02:27

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



May 1, 2022 - May 31, 2022

00:02:26

Avg for View: 00:02:26 (0.00%)



Sessions

Jun 1, 2022 - Jun 30, 2022

75,653

% of Total: 100.00% (75,653)



May 1, 2022 - May 31, 2022

77,005

% of Total: 100.00% (77,005)



Users

Jun 1, 2022 - Jun 30, 2022

57,783

% of Total: 100.00% (57,783)



May 1, 2022 - May 31, 2022

57,290

% of Total: 100.00% (57,290)



% New Sessions

Jun 1, 2022 - Jun 30, 2022

73.28%

Avg for View: 73.28% (0.00%)



May 1, 2022 - May 31, 2022

71.85%

Avg for View: 71.85% (0.00%)



Users by Region

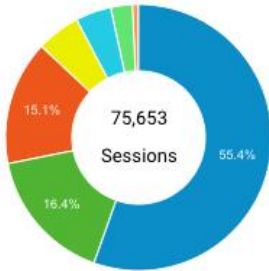
Region	Users
Illinois	
Jun 1, 2022 - Jun 30, 2022	12,231
May 1, 2022 - May 31, 2022	3,524
% Change	247.08%
Texas	
Jun 1, 2022 - Jun 30, 2022	11,267
May 1, 2022 - May 31, 2022	9,952
% Change	13.21%
Missouri	
Jun 1, 2022 - Jun 30, 2022	6,895
May 1, 2022 - May 31, 2022	9,629
% Change	-28.39%
Arkansas	
Jun 1, 2022 - Jun 30, 2022	6,745
May 1, 2022 - May 31, 2022	9,466
% Change	-28.74%
Oklahoma	
Jun 1, 2022 - Jun 30, 2022	5,061
May 1, 2022 - May 31, 2022	7,312
% Change	-30.79%
Kansas	
Jun 1, 2022 - Jun 30, 2022	2,879
May 1, 2022 - May 31, 2022	3,952
% Change	-27.15%

Website Metrics

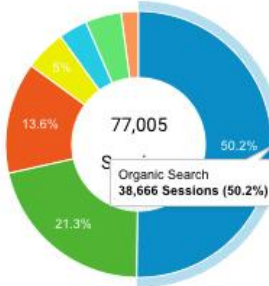
Sessions by Channel



Jun 1, 2022 - Jun 30, 2022



May 1, 2022 - May 31, 2022



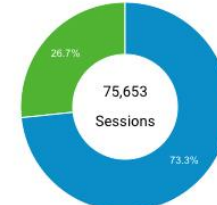
Top Pages by Pageviews

Page	Pageviews
/	28,677
Jun 1, 2022 - Jun 30, 2022	28,677
May 1, 2022 - May 31, 2022	27,718
% Change	3.46%
/attractions/	20,107
Jun 1, 2022 - Jun 30, 2022	20,107
May 1, 2022 - May 31, 2022	21,079
% Change	-4.61%
/things-to-do/	18,365
Jun 1, 2022 - Jun 30, 2022	18,365
May 1, 2022 - May 31, 2022	19,389
% Change	-5.28%
/dining/	7,011
Jun 1, 2022 - Jun 30, 2022	7,011
May 1, 2022 - May 31, 2022	7,491
% Change	-6.41%
/events-calendar/	6,734
Jun 1, 2022 - Jun 30, 2022	6,734
May 1, 2022 - May 31, 2022	8,806
% Change	-23.53%
/outdoor-adventure-and-activities/	6,703
Jun 1, 2022 - Jun 30, 2022	6,703
May 1, 2022 - May 31, 2022	6,792
% Change	-1.31%

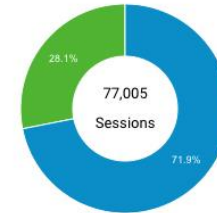
Sessions by New vs. Returning



Jun 1, 2022 - Jun 30, 2022



May 1, 2022 - May 31, 2022



Pages / Session

Jun 1, 2022 - Jun 30, 2022

3.28

Avg for View: 3.28 (0.00%)

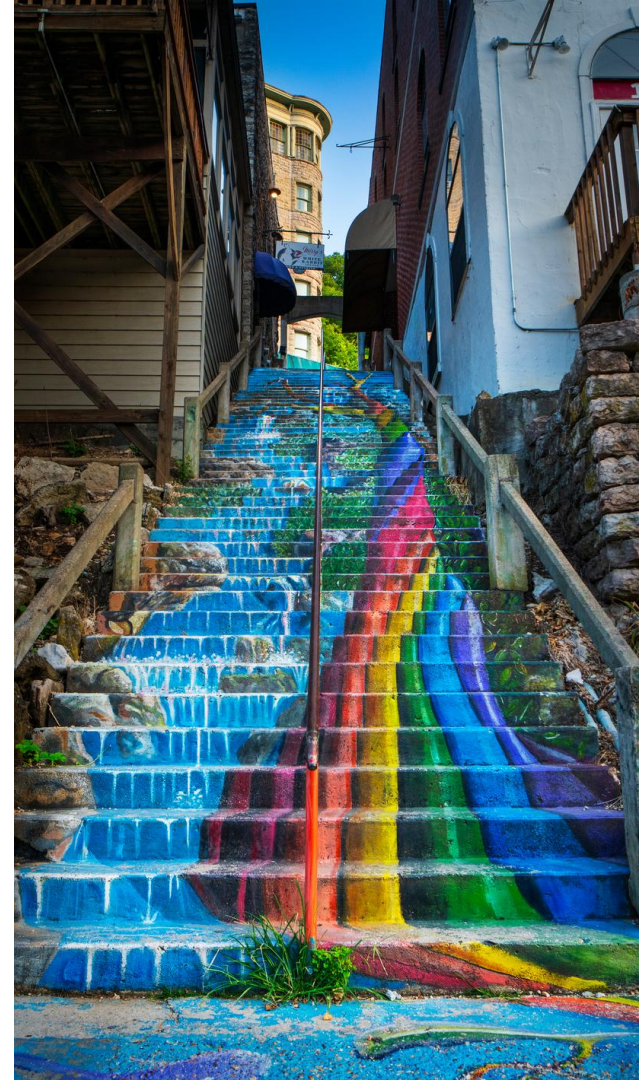
May 1, 2022 - May 31, 2022

3.21

Avg for View: 3.21 (0.00%)

Content Updates & Recommendations

- Conducting a content audit to analyze existing assets and evaluate which areas need additional resources. This includes website content, photo and video
- Ongoing evaluation of influencer partnership opportunities for content creation and messaging amplification
- In coordination with the partnership program development efforts, continuously evaluating the best ways to showcase stakeholders and partners through digital channels





Partner Value Program

Updates:

- Agency provided highlights for the CAPC workshop announcement of its strategic focus on creating its first ever partner value programming and communications plan
- Agency finalized the 2022 Partner Value Communications (PVC) plan
- Agency finalized the 2022 PVC implementation plan
- Agency began to draft the first partner survey that will help determine the offerings of its Partner Value Program (survey is scheduled to deploy July 14)

Upcoming:

- Agency to finalize survey build and email for launch on July 14.
- Agency will review and analyze the results and craft recommendations for the Partner Value Program

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

- **Website Scope of Work:** CAPC Workshop scheduled for July 13 to review wireframes for mobile, desktop, and iPad. With the sitemap and wireframes approved, creative design will begin, with a presentation tentatively slated for late July
- **Intelligence & Data:** Planning and implementation for the Zartico intelligence platform launch
- **Partner Program:** The Partner Program is scheduled to launch July 14 with a stakeholder survey





THANK YOU

PARADISE | 2022