



Eureka Springs

Monthly Report | March 2022



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Visitor Insights

Launchpad

PARADISE | ParadiseAdv.com



Visitor Insights

- **Spending for March 2022 was trending on par** with March 2021
- The **Tulsa DMA spent the most in destination** in the month of March, followed by Oklahoma City. We will continue to monitor OK visitation and spending trends.
- Over **80% of recorded visitors stayed overnight**, and over 63% came from out of state

A wide-angle landscape photograph of a river at sunset. The sun is low on the right side of the frame, creating a warm, golden glow and a lens flare effect. The river flows from the left towards the center, where a bridge with a tower is visible. The far bank is lined with dense green trees and a small sandy area. The sky is a clear, pale blue. The text 'Monthly Report' is overlaid in the center in a large, white, sans-serif font.

Monthly Report



Advertising & Marketing

- Finalized and present CY22 Strategic Framework for the CY22 Marketing Plan
- Finalized the CY22 Marketing Plan for presentation in April 2022
- Launched redesigned monthly report on advertising and marketing initiatives.
- Provided ongoing web support for CAPC staff inclusive of troubleshooting email access/credentials and YouTube account management
- Consulted with CAPC team on website domain purchase
- Scheduled and prepared for launch the website hero images and related content for next month
- Prepared and finalized campaigns for Phase 1 Spring/Summer Media launch - paid search and social media
- 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.
- Built out CAPC stakeholder engagement strategies.
- 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 places to celebrate pride
- Pitched spring break and summer travel, outdoor activities
- Submitted as Summer Weekend Escape for Outside Magazine
- Submitted to Pride Journeys for inclusion in “What to Do this Spring” editorial round-up
- Submitted nominations for TravelAwaits' Best of Travel Awards
- Liaised with Kristy Alpert (Cosmopolitan), Robin Smith (Travel Awaits), Tracey Minkin (Southern Living)
- Coordinating media visits for Nichole Holze (Run Wild My Child), Mark Williams (Thrillist, Time Out New York)
- Coordinated Anietra Hamper (Planetware) media stay
- Connected with Julie Martin (Cinnamon Valley Resort) regarding Anietra Hamper media stay
- Finalized PR strategy and tactics by discipline, aligning with Paradise’s integrated marketing plan
- 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 Earth Day, walkable destinations and summer travel
- Participated in bi-weekly social media and PR calls.

Public Relations Metrics

March 2022 Publicity

(based on Muck Rack clips)

- Estimated Impressions: 156,471,503
- Estimated Media Value: \$1,404,854.39

January 2021 - March 2022 Publicity

(based on Muck Rack clips)

- Estimated Impressions: 7,386,105,299
- Estimated Media Value: \$68,210,848.93

Southern Living

The South's Best
Mountain Towns 2022



**Best LGBTQ+-friendly
small towns in the USA**



**Eureka Springs Vs. Hot Springs,
Arkansas: 9 Key Differences**





Social Media (Organic) - Summary

- For March, 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 April 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
+493	+1,161,825	+255,634	+26,531	+659
TOTAL FANS	TOTAL ORGANIC PAGE IMPRESSIONS	TOTAL ORGANIC REACH	TOTAL ORGANIC ENGAGEMENT	AWARENESS
100,281	+8,870,703	+3,661,284	+178,252	+6,524

Key Insights:

- Compared to last month...
 - We saw an increase (1%) in followers
 - We saw an increase (24%) in engagement
 - We saw an increase (4%) in awareness
- Compared to last month...
 - We saw a decrease (21%) in impressions
 - We saw a decrease (71%) in reach
- March 2022 saw an increase in followers, engagement, and awareness which we believe is due to the increase of video content, and further aided by seasonality. Impressions and Reach decreased, likely due to the lack of paid social during the same time period.

Social Media (Organic) - Instagram

YR Numbers Represent 2021-2022 Growth

NEW FANS	IMPRESSIONS	ORGANIC REACH	ORGANIC ENGAGEMENT	Video Views
+471	+178,583	+139,296	+10,653	+42,546
TOTAL FANS	TOTAL ORGANIC PAGE IMPRESSIONS	TOTAL ORGANIC REACH	TOTAL ORGANIC ENGAGEMENT	Video Views
25,733	+1,028,902	+916,785	+71,182	+70,344

Key Insights:

- Compared to last month...
 - We saw an increase (1%) in followers
 - We saw an increase (25%) in reach
 - We saw an increase (35%) in engagement
 - We saw an increase in (100%) video views
 - We saw an increase in (11%) impressions
- Compared to last month...
 - We saw a decrease in (3%) awareness
- In March, we saw an increase in followers, reach, engagement, video views and impressions. We believe this is due to including more dynamic video into the content mix. We would like to include more REEL content into the content mix (dependent on content availability). We did see a small decrease in awareness, which we believe is due to there being no paid running at this time.

Social Media (Organic) - Twitter

YR Numbers Represent 2021-2022 Growth

NEW FANS

+1

IMPRESSIONS

6,627

ENGAGEMENT

9,83

TOTAL FANS

5,226

TOTAL ORGANIC PAGE
IMPRESSIONS

49,037

TOTAL ENGAGEMENT

3,131

Key Insights:

- Compared to last month...
 - We saw an increase (1%) in followers
 - We saw an increase (44%) in engagement
 - We saw an increase (4%) 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 Post



Organic Reach
43975

Paid Reach
0

Engaged Users
2457

Video Views
n/a

Clicks
1146



Organic Reach
18895

Paid Reach
0

Engaged Users
1714

Video Views
9.4k

Clicks
253

Social Media (Organic) - Instagram Top Post



eurekaSprings
Acoustic Duo • Here Comes The Sun

eurekaSprings No winter blues here, the Blue Spring Heritage Center reopens this month on March 13th!
Visit the historic bluff shelter, walk the stunning grounds that nurtured the Cherokee people, and enjoy the view of the magical Blue Spring. 🌊
#EurekaSprings #ExploreNWA

4w

supoutfitterseureka It's awesome news right 🎉

4w 1 like Reply

thehungrydollar 🍷

4w 1 like Reply

ratstarnest Ah the area where my ancestors lived

4w 1 like Reply

♡ 🔍 🗑️

Liked by supoutfitterseureka and 1,362 others

MARCH 9

😊 Add a comment... Post

Reach
17037

Engaged Users
1606

Likes + Saves
1445

Comments
14

Video Views
17037



Reach
8874

Engaged Users
1007

Likes + Saves
991

Comments
16

Video Views
n/a

Social Media (Organic) - Twitter Top Post



Impressions
1,438

Engaged Users
61

Likes
14

Retweets
3

Replies
0



Impressions
363

Engaged Users
29

Likes
14

Retweets
1

Replies
0



Website Summary

- March saw an outstanding increase of 35.5% in the number of users over February
- The number of sessions decreased slightly (by 1.9%).
- The Attractions page 1 & page 2 saw increased traffic of 56.9% & 55%, respectively. This continues to suggest that visitors are becoming more comfortable exploring new experiences. This aligns with national trends.
- The cabins & cottages lodging page saw an 8.2% increase which could be reflective of preferred lodging preferences for travelers to Eureka Springs.
- 75% of users in March were new users, indicating Eureka Springs continues to draw attention from potential new travelers. We will continue to monitor this number as paid media launches.

Website Metrics

Users

Mar 1, 2022 - Mar 31, 2022

46,047

% of Total: 100.00% (46,047)

Feb 1, 2022 - Feb 28, 2022

33,973

% of Total: 100.00% (33,973)



% New Sessions

Mar 1, 2022 - Mar 31, 2022

74.94%

Avg for View: 74.94% (0.00%)

Feb 1, 2022 - Feb 28, 2022

76.91%

Avg for View: 76.91% (0.00%)



Pages / Session

Mar 1, 2022 - Mar 31, 2022

3.39

Avg for View: 3.39 (0.00%)

Feb 1, 2022 - Feb 28, 2022

3.47

Avg for View: 3.47 (0.00%)



Avg. Session Duration

Mar 1, 2022 - Mar 31, 2022

00:02:50

Avg for View: 00:02:50 (0.00%)

Feb 1, 2022 - Feb 28, 2022

00:02:51

Avg for View: 00:02:51 (0.00%)



Users by Region

Region	Users
Arkansas	
Mar 1, 2022 - Mar 31, 2022	8,011
Feb 1, 2022 - Feb 28, 2022	5,382
% Change	48.85%
Missouri	
Mar 1, 2022 - Mar 31, 2022	7,768
Feb 1, 2022 - Feb 28, 2022	5,425
% Change	43.19%
Texas	
Mar 1, 2022 - Mar 31, 2022	7,458
Feb 1, 2022 - Feb 28, 2022	5,145
% Change	44.96%
Oklahoma	
Mar 1, 2022 - Mar 31, 2022	5,762
Feb 1, 2022 - Feb 28, 2022	4,140
% Change	39.18%
Kansas	
Mar 1, 2022 - Mar 31, 2022	3,200
Feb 1, 2022 - Feb 28, 2022	2,304
% Change	38.89%
Illinois	
Mar 1, 2022 - Mar 31, 2022	2,669
Feb 1, 2022 - Feb 28, 2022	1,602
% Change	66.60%

Bounce Rate

Mar 1, 2022 - Mar 31, 2022

54.02%

Avg for View: 54.02% (0.00%)

Feb 1, 2022 - Feb 28, 2022

53.49%

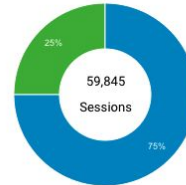
Avg for View: 53.49% (0.00%)



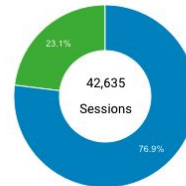
Sessions by New vs. Returning

■ New Visitor ■ Returning Visitor

Mar 1, 2022 - Mar 31, 2022



Feb 1, 2022 - Feb 28, 2022

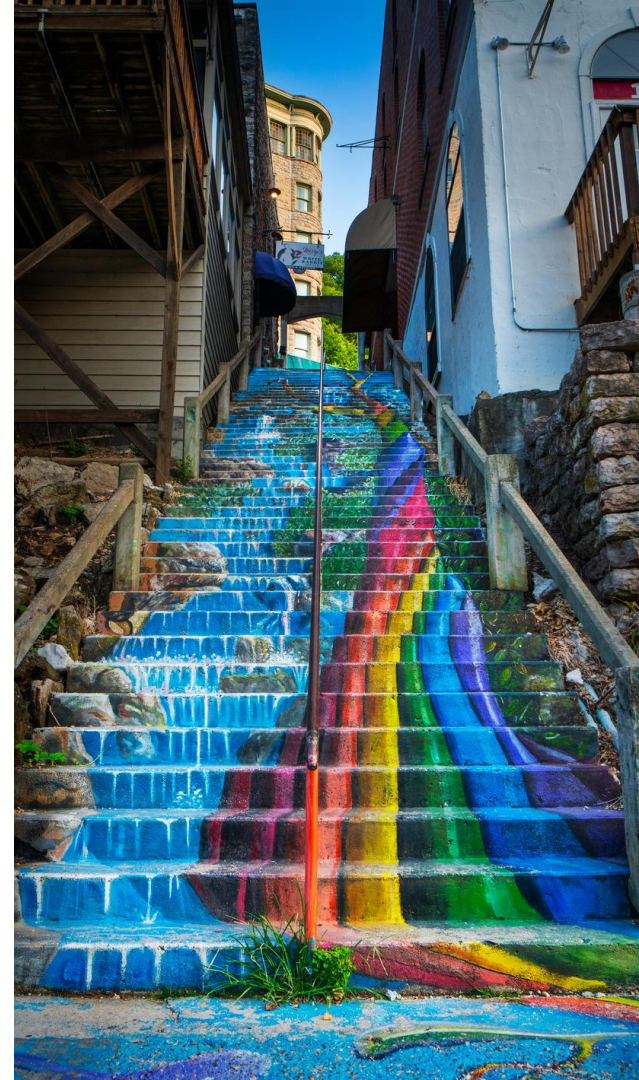


Top Pages by Pageviews

Page	Pageviews
/	
Mar 1, 2022 - Mar 31, 2022	21,073
Feb 1, 2022 - Feb 28, 2022	16,370
% Change	28.73%
/attractions/	
Mar 1, 2022 - Mar 31, 2022	19,561
Feb 1, 2022 - Feb 28, 2022	12,465
% Change	56.93%
/10-things-to-do-in-eureka-springs-you-dont-want-to-miss/	
Mar 1, 2022 - Mar 31, 2022	10,252
Feb 1, 2022 - Feb 28, 2022	7,720
% Change	32.80%
/attractions/page/2/	
Mar 1, 2022 - Mar 31, 2022	6,101
Feb 1, 2022 - Feb 28, 2022	3,936
% Change	55.01%
/things-to-do/	
Mar 1, 2022 - Mar 31, 2022	5,290
Feb 1, 2022 - Feb 28, 2022	3,665
% Change	44.34%
/lodging/cabins-cottages/	
Mar 1, 2022 - Mar 31, 2022	5,236
Feb 1, 2022 - Feb 28, 2022	4,838
% Change	8.23%

Content Updates & Recommendations

- The Paradise team began updating the website homepage imagery monthly, starting in March
- New blog content is in development
 - The March blog highlighted [Spring Events](#)
- Paradise is working to identify opportunities for editorial content development, with an emphasis on video.

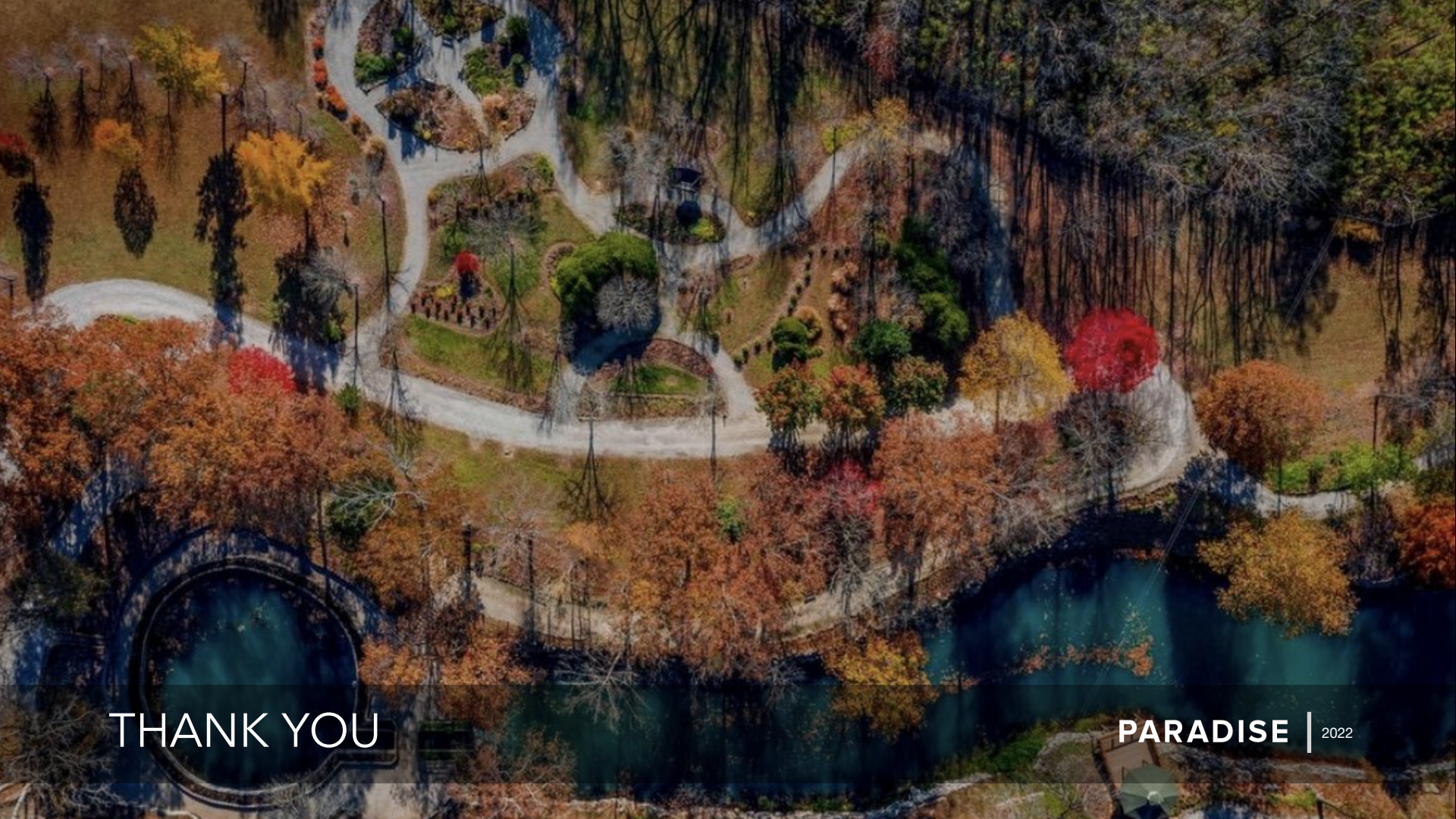


A photograph of a live music performance in a bar. In the foreground, the backs of several audience members are visible, including a woman with long brown hair and a green backpack, and a man in a blue and white checkered shirt. In the background, a band is performing on a stage. One musician is playing 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

- 4/13 Paradise Presents Marketing Plan In-Person
- 4/15 Kick-Off for Website Scope of Work
- 4/25 Phase 2 Media Launch
 - Spring/Summer Media



THANK YOU

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