

A scenic landscape featuring a calm lake in the foreground, a dense forest of trees in various shades of green and yellow in the middle ground, and a forested hill in the background under a sky with scattered clouds. A small canoe with two people is on the water. The text 'Eureka Springs' is prominently displayed in white, with 'Monthly Report | May 2022' below it.

Eureka Springs

Monthly Report | May 2022

PARADISE | 2022



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Visitor Insights

Launchpad

PARADISE | ParadiseAdv.com



Visitor Insights

- **Visitor volume was trending up YOY** as compared to May 2021. Visitor spend was trending on par with May 2021
- **Little Rock led the top ten DMAs in terms of overall spend**, followed by Oklahoma City and Grand Rapids, MI
- The Ft. Smith-Fayetteville-Springdale-Rogers DMA generated the most overnight visitors in May. Visitors from Wichita-Hutchinson, KS were the most likely to stay overnight.
- **78% of observed visitors stayed overnight and 79% 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
- Coordinated launch of the supplemental media campaigns for Spring/Summer
- Conducted Discovery Meeting with key stakeholders for the Web Build Scope of Work
- Shared the proposed Site Map for the Web Build with the client and key stakeholders
- 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
- Scheduled and prepared for launch the website hero images and related content for next month
- Communicated weekly with CAPC staff and Chairman for day-to-day account management.

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 Arkansas destinations, historic downtown areas
- Pitched summer travel, outdoor and adventure activities, family destination
- Shared information about nomination for USA Today 10Best for "Small Towns for Culture"
- Liaised with Caroline Eubanks (Freelance), Maura Bielinski (Swift), Leilani Osmundson (U.S. News & World Report)
- Coordinating 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 upcoming summer travel, outdoor adventure and diversity
- Participated in bi-weekly social media and PR calls.



Public Relations - Metrics

(Source: Muck Rack)

May 2022 Publicity

- Estimated Impressions: 102,591,475
- Estimated Media Value: \$948,971.16

January 2021 - May 2022 Publicity

- Estimated Impressions: 7,603,487,001
- Estimated Media Value: \$70,221,629.68



26 Top Things to Do in Arkansas



The best places in Arkansas for history, culture and outdoor adventure



TRAVEL
AWAITS

8 Fantastic Restaurants To Try In Eureka Springs, Arkansas



The top craft breweries in every state, according to Yelp





Paid Media - Summary

May ushered in the **Spring/Summer** Campaign, which launched on 5/9.

- **Display:** The average click through rate (CTR) for May was 0.33% (above the industry benchmark of .08%)
 - Top performing media partners:
 - Division-D: CTR at 0.41%
 - Priceline: CTR at 0.28%
- **Native:** The average click through rate (CTR) for May was 0.34% (above the industry benchmark of 0.30%)
 - Top performing media partners:
 - Division-D: CTR at 0.71%
 - MobileFuse: CTR at 0.46%
- **Video:** For our video placements, we had an 83% video completion rate (VCR) (well above the industry benchmark of 70%)
 - Top performing media partners:
 - Vizio: CTR at 92%
 - Division-D: CTR at 80%

Paid Media - Summary Cont.

- **Regional:** Roadtripping-focused media buy with KOLR 10 morning show to push regional visits. Package included billboard video spots (:05) on CBS & FOX, :30 commercials on CBS & FOX, homepage take-over, and 25,000 ROS banner impressions for the Month of May.
 - Display: 0.14% CTR
 - 0.08% CTR = benchmark
- **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.
 - Display: 0.37% CTR
 - 0.08% CTR = benchmark
 - Video: 71% VCR
 - 70% VCR = benchmark
 - Time on Site:
 - GayCities: 1:07
 - Queerty: 1:09
 - LGBTQ Nation: 1:05
 - INTO: 1:00





Paid Media (Adara & Expedia) - Summary

The month of May was the first month of our Expedia reporting for the **Spring/Summer** Campaign. It was also the first month of our Adara reporting. This ad buy was through the NATA Partner Program Co-op.

Expedia:

- ROAS: ROI: 14.3
- CTR: 0.13%
- Revenue (Bookings): \$79,200
- Room Nights: 166
- PAX: 325

Adara:

- ROAS: ROI: 2.20
- CTR: 0.17%
- Revenue (Bookings): \$10,840.61
- ADR: 246.38

Paid Media (Google Paid Search) - Summary

In the month of May, the **Regional** and **Always On** campaigns continued their flights respectively with the objective of driving Traffic.

The Regional campaign was paused by the end of the month due to campaign timing and will continue at the end of October.

The top two performing creatives for the month were both “event” related.

Results:

- Total Impressions: 49,789
- Total Clicks: 14,930
- Avg. CTR: 32.26%
 - *5% increase over April*
- Avg. CPC: \$0.39
 - *0.5% decrease over April*

Top Performing Regional Creative:

Ad · www.eurekasprings.org/

[Eureka Springs Arkansas | Event Calendar | This Place is Curious, Indeed](#)

Check out everything that's going on in naturally beautiful Eureka Springs. There's as little or as much as you would like to do in our quirky corner of...



Top Performing Always On Creative:

Ad · www.eurekasprings.org/

[Curious, Indeed | Events in Eureka Springs | Eureka Springs Arkansas](#)

Check out all the upcoming events and activities today! Outdoor adventures await in a destination nestled in the breathtaking Ozarks.



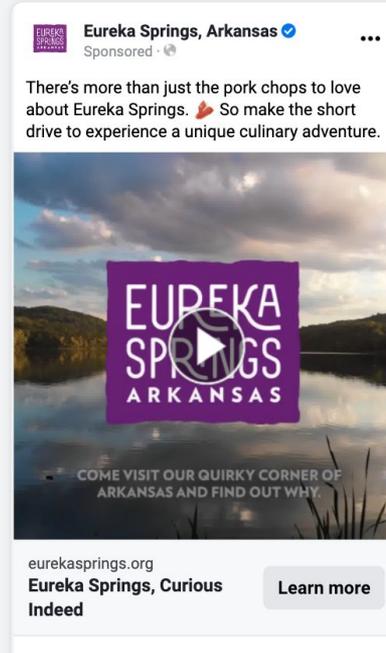
Paid Social (Facebook/Instagram) - Summary

In the month of May, the **Regional** and **Always On** campaigns with the objective of driving Awareness/Engagement.

Results:

- Impressions: 1,429,020
 - 21% increase over April
- Post Engagement: 448,402
 - 28% increase over April
- Clicks: 37,105
 - 84% increase over April
- CTR: 2.60%
 - 53% increase over April
 - 0.9% CTR = benchmark

Top Performing Regional Creative:



Eureka Springs, Arkansas ✓
Sponsored · 🌐

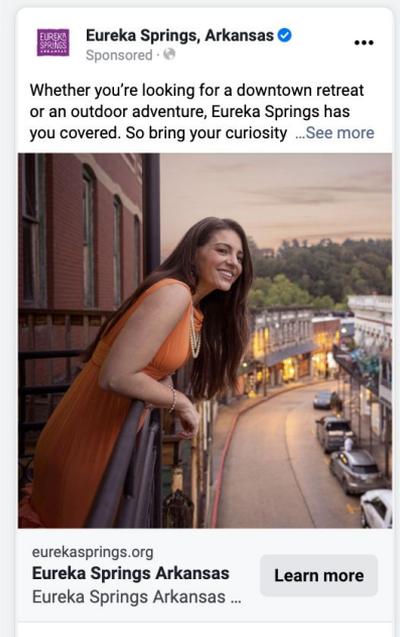
There's more than just the pork chops to love about Eureka Springs. 🍖 So make the short drive to experience a unique culinary adventure.

EUKEKA SPRINGS ARKANSAS

COME VISIT OUR QUIRKY CORNER OF ARKANSAS AND FIND OUT WHY.

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

Top Performing Always On Creative:



Eureka Springs, Arkansas ✓
Sponsored · 🌐

Whether you're looking for a downtown retreat or an outdoor adventure, Eureka Springs has you covered. So bring your curiosity ...See more

eurekasprings.org
Eureka Springs Arkansas
Eureka Springs Arkansas ... [Learn more](#)

Paid Social (Pinterest) - Summary

In May, the **Always On** campaign through Pinterest continued running with the focus of driving traffic to the site. An increase in stats reflects a full month of advertising compared to being on only particularly in April.

Results:

- Impressions: 107,871
 - 123% increase over April
- Clicks: 2,366
 - 2,366% increase over April
- CTR: 2.19%
 - 11% increase over April
 - 0.3% CTR = benchmark

Top Performing Always On Creative:



The image shows a Pinterest pin for Eureka Springs, Arkansas. The main image is a woman sitting on a vibrant, multi-colored staircase (rainbow staircase) in a park-like setting. The woman is wearing a striped dress and a hat. The staircase is painted with various colors including blue, green, yellow, orange, red, and purple. A wooden railing runs alongside the stairs. In the bottom left corner of the image, there is a logo for 'EUREKA SPRINGS ARKANSAS'. The pin interface includes a 'Save' button, the URL 'eurekasprings.org', and the text 'A rainbow staircase is just the beginning of what makes Eureka Springs "Curious, Indeed."'.

...   Eureka...  

eurekasprings.org

A rainbow staircase is just 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 May, 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 June 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
+748	1,457,135	844,283	71,234	71,773
TOTAL FANS	TOTAL ORGANIC PAGE IMPRESSIONS	TOTAL ORGANIC REACH	TOTAL ORGANIC ENGAGEMENT	AWARENESS
101,575	9,523,548	5,399,167	306,485	136,724

Key Insights:

- Compared to last month...
 - We saw an increase (1%) in followers
 - We saw an increase (25%) in engagement
 - We saw an increase (23%) in awareness
 - We saw an increase (9%) in impressions
- Compared to last month...
 - We saw a decrease in decrease (5%) in reach
- For May, we saw increases in followers, engagement, awareness and impressions, with the highest increase in awareness. There was a decrease in reach. We believe this is due to a combination of an increase in video content, seasonality and the implementation of the paid social campaign. 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
+609	112,908	107,659	9,643	54,400
TOTAL FANS	TOTAL ORGANIC PAGE IMPRESSIONS	TOTAL ORGANIC REACH	TOTAL ORGANIC ENGAGEMENT	Video Views
26,757	1,261,946	1,142,705	89,195	176,499

Key Insights:

- Compared to last month...
 - We saw an increase (1.5%) in followers
 - We saw an increase (37%) in awareness
 - We saw an increase (5%) in video views
 - We saw an increase (15%) in engagement
- Compared to last month...
 - We saw a decrease in (9%) reach
 - We saw a decrease in (6%) impressions
- In May, we saw an increase in followers and video views. We did see a small decrease in reach and impressions. Instagram is prioritizing dynamic, interactive content. This includes REELS, carousels and IGTV. For the future, we will be evaluating our content mix and ensuring a focus on this type of content.

Social Media (Organic) - Twitter

YR Numbers Represent 2021-2022 Growth

NEW FANS

+11

IMPRESSIONS

10,400

ENGAGEMENT

1,757

TOTAL FANS

5,266

TOTAL ORGANIC PAGE
IMPRESSIONS

76,143

TOTAL ENGAGEMENT

8,649

Key Insights:

- Compared to last month...
 - We saw an increase (1%) in followers
 - We saw an increase (5%) in impressions
- Compared to last month...
 - We saw a decrease in (25%) engagement
- In the month of May we saw increases in followers and impressions. We saw a decrease in engagement. We believe this is due to incorporating more timely content into the content mix along with including more video content.

Social Media (Organic) - Facebook Top Posts

 Eureka Springs, Arkansas is in [Eureka S...](#)
May 27, 2022 5:00 PM(UTC-04:00)

The Flatiron Building is just one of many historic buildings in our downtown. Originally built in 1880 and rebuilt a couple of times after, it is one of the most photographed buildings in Arkansas-- and deservedly so! ✨

 lifeusenamemaria



   1270 · Like

 57 Comments

Organic Reach
51728

Paid Reach
0

Engaged Users
2784

Video Views
n/a

Clicks
1116

 Eureka Springs, Arkansas is in [Eureka S...](#)
May 6, 2022 5:02 PM(UTC-04:00)

Retail therapy while you get your steps in? Welcome to our historic downtown. 🤩🎁



   1218 · Like

 76 Comments

Organic Reach
40800

Paid Reach
0

Engaged Users
2623

Video Views
n/a

Clicks
1396

Social Media (Organic) - Instagram Top Posts



eurekasprings · Follow
Original Audio

eurekasprings Where the water falls, you follow 🌿 #EurekaSprings 📍 @supoutfitterseureka

5w

thejunkdiva Was just there and had no idea this existed

5w 2 likes Reply

lorahietala Where is this.

5w 3 likes Reply

— View replies (1)

jules63117 Yeah where can I find this little slice of heaven

1,335 likes
MAY 6

Add a comment... Post

Reach
11285

Engaged Users
1612

Likes + Saves
1405

Comments
39

Video Views
11904



eurekasprings · Follow
Eureka Springs, Arkansas

eurekasprings The Flatiron Building is just one of many historic buildings in our downtown. Originally built in 1880 and rebuilt a couple of times after, it is one of the most photographed buildings in Arkansas-- and deservedly so! 🌟 📍 @lifeusernamemaria

3w

cheryl.pearce97 We stayed in the suite second floor right in the front. It's a beautiful space and the placement of the HUGE bubble tub is wonderful!

2w 1 like Reply

924 likes
MAY 23

Add a comment... Post

Reach
6,708

Engaged Users
994

Likes + Saves
938

Comments
7

Video Views
n/a

Social Media (Organic) - Twitter Top Posts

 **Eureka Springs is in Arkansas, USA**   

May 21, 2022 7:00 PM(UTC-04:00)

Ever wondered how [#EurekaSprings](#) 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. 💧🌿

 kay.dith



♥️ 18 · Like ↻ 5 · Retweet

Impressions
1,301

Engaged Users
67

Likes
18

Retweets
5

Replies
0

 **Eureka Springs is in Arkansas, USA**   

May 7, 2022 7:00 PM(UTC-04:00)

The Flatiron Building is just one of many historic buildings in our downtown. Originally built in 1880 and rebuilt a couple of times after, it is one of the most photographed buildings in Arkansas-- and deservedly so! ✨ [#EurekaSprings](#)

 lifeusernamemaria



♥️ 15 · Like ↻ 5 · Retweet

Impressions
786

Engaged Users
41

Likes
12

Retweets
5

Replies
0



Website Summary

- May saw a 20% increase in users over April – reflective of the Spring/Summer and Regional campaigns launching during May
- The May bounce rate increased 5% over April, not surprising with so much paid media running, but a number we will continue to monitor and want to see decrease
- 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 three pages
- Top states of origin for website visitors in May were as follows (in order) and are reflective of target markets for the current campaigns:
 - Texas
 - Missouri
 - Arkansas
 - Oklahoma
 - Kansas
- 71.9% of users in May were new users, indicating Eureka Springs continues to draw attention from potential new travelers and the digital campaigns are drawing traffic from new consumers.

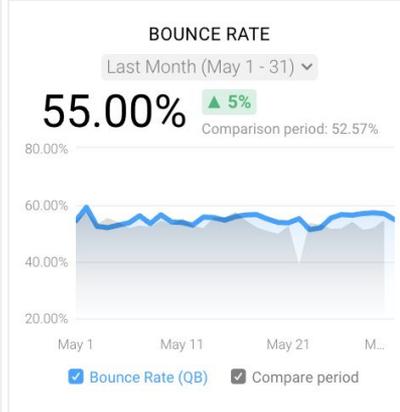
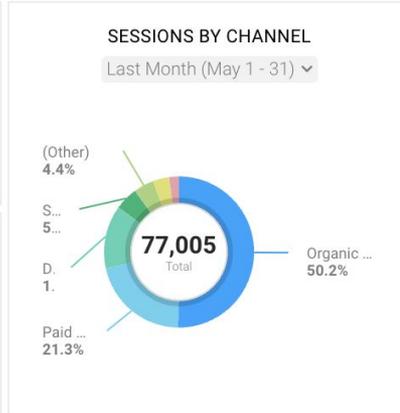
Website Metrics



TOP PAGES BY PAGEVIEWS

Last Month (May 1 - 31) ▼

Metrics	Last Month	Δ
/	27,718	▲ 26%
/attractions/	21,079	▲ 16%
/things-to-do/	19,389	▲ 28%
/events-calendar/	8,806	▲ 27%
/dining/	7,491	▲ 15%
/outdoor-adventure-and-activities/	6,792	▲ 31%
/attractions/page/2/	6,093	▲ 11%
/10-things-to-do-in-eureka-springs-you-	4,898	▼ 21%



AUDIENCE OVERVIEW

Last Month (May 1 - 31) ▼

Metrics	Last Month	Δ
Users	57,290	▲ 20%
Sessions	77,005	▲ 21%
% New Sessions	71.85%	▼ 2%
Pages / Sessions	3.21	▼ 6%
Avg Session Duration	2m 26s	▼ 4%



USERS BY REGION

Last Month (May 1 - 31) ▼

Metrics	Last Month	Δ
Texas	9,952	▲ 33%
Missouri	9,629	▲ 11%
Arkansas	9,466	▲ 12%
Oklahoma	7,312	▲ 24%
Kansas	3,952	▲ 35%
Illinois	3,524	▲ 55%
Colorado	1,689	▲ 1%
Tennessee	1,080	▼ 19%
Louisiana	950	▲ 20%
California	878	▲ 5%
(not set)	859	▲ 30%
Florida	811	▲ 20%

Content Updates & Recommendations

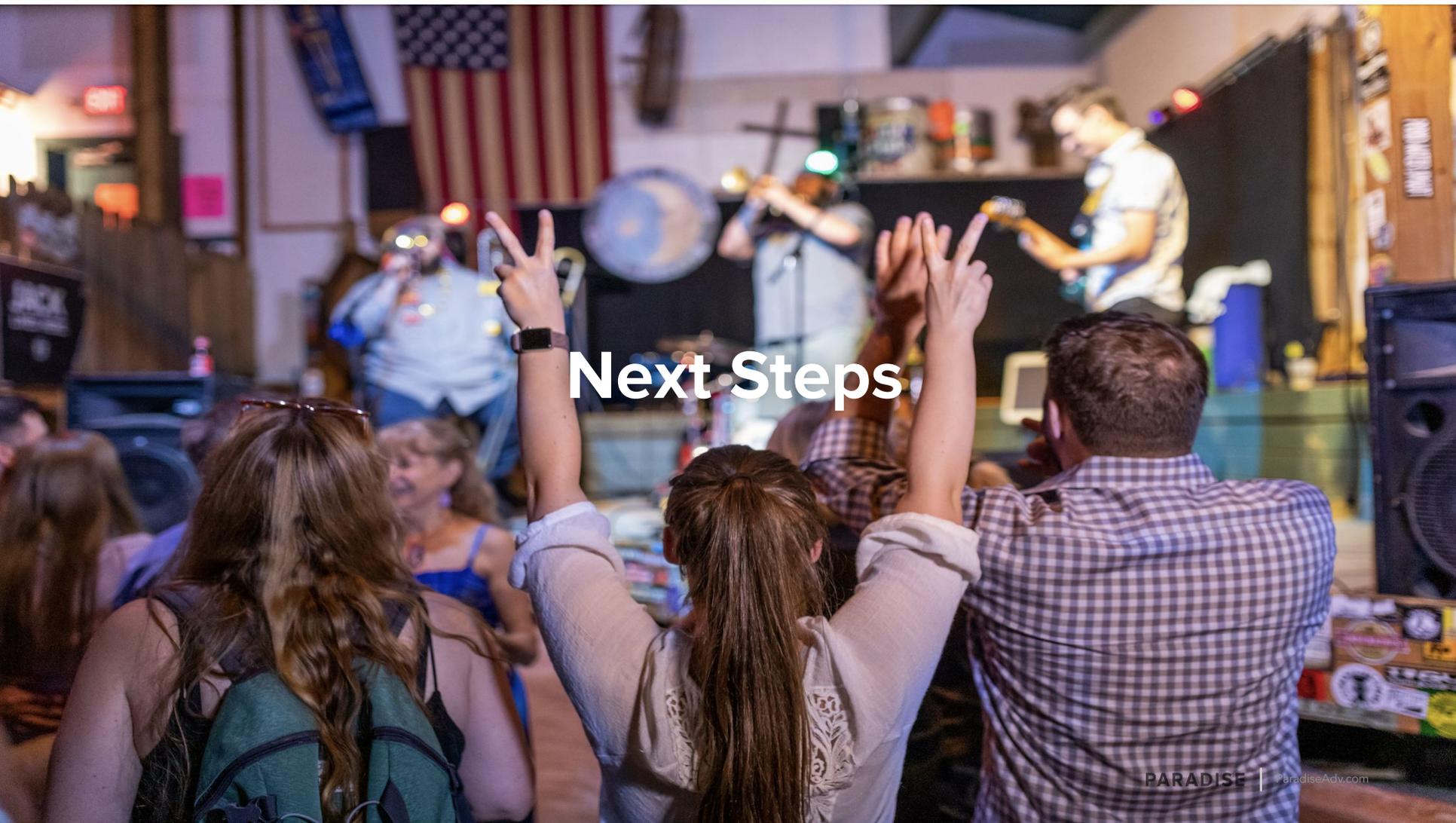
- Booked and managed a content partnership with [Rich Drew](#) of The Ride Series, targeting the Mountain Bike niche market
- Continued development of website content
 - [Produced pet-friendly travel blog](#)
 - Mountain bike blog is currently in production
- Identifying additional opportunities to expand the asset library, including photo and video content and influencer marketing.





Partner Program Development

- Following approval of the Partner Communications Framework, the Paradise team prepared an implementation plan and milestone calendar.
- Following announcement of the program in the June 8 CAPC workshop, the plan will launch July 14 with a stakeholder survey.
- We will utilize the results of the stakeholder survey to determine what co-op and educational opportunities will best serve our partners.

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

- **Website Scope of Work:** Following two website discovery meetings, the sitemap and wireframes are currently in production.
- **Intelligence & Data:** Ongoing planning and discussion regarding integration of the Zartico intelligence platform
- **Partner Program:** The Partner Program is scheduled to launch July 14 with a stakeholder survey.





THANK YOU

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