

Eureka Springs

Monthly Report | November 2022





Table of Contents

- Visitor Insights
- Sales Tax Collection By Month
- Advertising & Marketing Summary
- Public Relations Summary + Metrics
- Paid Media Summary + Metrics
- Paid Social Summary + Metrics
- Organic Social Media + Metrics
- Website Summary + Metrics
- Content Updates & Recommendations
- Partner Value Program
- Looking Ahead - Planning Timeline

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

Visitor Insights





Visitor Insights

- **Visitor volume started on par with the previous year, then trended upward reaching a 6% increase YOY from 2021.**
- **The Little Rock, AR market continued to generate the most overnight stays in November.** The Springfield, MO market was of note as it was the #3 top visitor market just behind 2 Arkansas markets (Little Rock and Fort Smith).
- **67% of observed visitors stayed overnight and 74% came from out of state.** Organic search visits from outside the home market were under par compared to last year.
- **The top 5 places visited in November were:**
 - Lake Leatherwood City Park** (56% in-state, 58% out-of-state)
 - Lake Leatherwood** (32% in-state, 33% out-of-state)
 - Best Western Inn of The Ozarks** (15% in-state, 11% out-of-state)
 - Eureka Springs City Auditorium** (8% in-state, 9% out-of-state)
 - Ozark Mountain Ziplines** (6% in-state, 5% out-of-state)

Above numbers represent the percentage of total visitors to Eureka Springs who went to each respective POI

Sales Tax Collections By Month

'21 Fiscal Year	
Jan	\$83,466
Feb	\$66,003
Mar	\$70,803
Apr	\$144,290
May	\$154,094
Jun	\$182,740
Jul	\$208,229
Aug	\$231,454
Sep	\$180,849
Oct	\$180,984

'22 Fiscal Year	
Jan	\$144,507
Feb	\$94,192
Mar	\$98,768
Apr	\$156,174
May	\$161,922
Jun	\$182,018
Jul	\$213,624
Aug	\$212,783
Sep	\$182,897
Oct	\$202,435

Note: November data was not available at time of reporting.



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 small cars and motorcycles on it. In the background, rolling hills and mountains 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

- Monitored and optimized the Local/Regional media campaign, which concluded in November
- Monitored and optimized the Always On media campaign, which concludes in mid-December
- Facilitated media buy and vendor needs for the supplemental media budget (Atlas Obscura)
- Completed Sprint 1 and began Sprint 2 for the new website, set to launch in 2023
- Ongoing support around the implementation and launch of the Zartico data intelligence platform
- Finalized photoshoot planning, which was held 11/28 - 11/30
 - (1) Paradise team member was in-destination for the shoot
- Facilitated (3) content creators in-destination in November
 - Creators promoted Fall Foliage, Hiking, Retail and Holidays
 - More detailed metrics reporting to be made available in December report
- Continued supplemental QR Code Collateral design and facilitate vendors for printing and production
- Continued planning and assistance for the business photography co-op, which launched in November

Advertising & Marketing - Summary Cont.

- Met with CAPC staff to continue on-going marketing development
- Provided ongoing web maintenance support for CAPC staff
- Communicated daily with CAPC staff for day-to-day account management and project updates
- Continued to conduct meetings with various media vendors for current and upcoming media 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
- Continued billing and invoicing support
- 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
- Continued 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
- Pitched Fall travel, outdoor activities, Fall foliage, Christmas festivities
- Responded to media queries for recommendations for Christmas towns, 2023 destinations to visit, and best fishing destinations for 2023
- Liaised with Megan duBois (Best Life), Matt Kirouac (InsideHook), Kelsey Ogletree (Freelance), Molly O'Brien (Fodor's Travel), Cassandra Martucci (Trips to Discover), Diana Lambdin Meyer (AAA Southern Traveler), K.C. Dermody (Trips to Discover)
- Attended desk sides with journalists, forming relationships to secure future Eureka Springs coverage
- Vetted incoming media requests on an ongoing basis
- 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 2023 travel and Spring Break, highlighting partners in destination
- Assisted in messaging for responding to social comments
- Participated in bi-weekly social media and PR calls

Public Relations - Metrics

(Source: Muck Rack)

November 2022 Publicity

- Estimated Impressions: 1,356,310,119
- Estimated Media Value: \$12,545,868.62

January 2022 - November 2022 Publicity

- Estimated Impressions: 7,133,831,724
- Estimated Media Value: \$66,291,348.63

SUITCASE MAGAZINE

12 Towns in Rural America Worth Detouring For



BESTLIFE

10 Small Towns That'll Make You Feel Like You're in a Hallmark Christmas Movie



The 10 Most Charming Small Towns in the U.S. For a Winter Getaway



GO BankingRates

5 Up-and-Coming Retirement Locations in the Mountains

THE TRAVEL

10 Things To Do In Arkansas That Are Legitimately Fun



Paid Media - Summary

The **Regional/Local** and **Always On** campaigns began winding down in November (with both set to wrap mid-December).

Overview of assets + target markets running for digital vendors:

- **YouTube** (5/9 - 12/18)
 - Display and :30 running for General Brand Awareness
- **Google** (4/7 - 12/18)
 - Display running for Outdoor and Culinary
- **Facebook/Instagram** (4/4 - 12/18)
 - Display running for Outdoor, Culinary and Arts+Culture
- **Pinterest** (5/9 - 12/18)
 - Display running for Outdoor, Eco-Tourism, Culinary and General Brand Awareness
- **iHeart Radio** (10/24 - 12/18)
 - :30 brand spot and endorsement spots running for Road Trip promotion with Bo Dalton on KMAG 99.1
- **Atlas Obscura** (10/31/22 - 12/7/22)
 - Featured article and display running for Outdoor, nature, eco-tourism; Arts, culture, history; Culinary, Dining out and Craft beers, wines, local breweries, wineries, etc.
- **Spotify** (8/24 - 11/23)
 - :30 and branded photo running for Road Trip promotion
- **Expedia** (8/26 - 11/30)
 - Display and native running for General Brand Awareness

Paid Media - Spotify

The **Regional/Local** campaign Spotify podcast buy continued in November and ended 11/23. Target markets included individuals within driving distance for Fall road-trips. There is an accompanying branded photo running (as seen at right).

November Results:

- Impressions: 43,210
- Clicks: 9
- CTR: 0.12%



Paid Media - Expedia

As the campaign is wrapping up and there is a decrease in number of hotel bookings, the CTR and ROAS are continuing to deliver above industry benchmarks.



POS Summary

POS Name	Attr. Ad Spend \$	Impressions	Clicks	CTR	Gross Bkg \$	ROAS
Hotels.com US	\$364	14,727	29	0.20%	\$2K	6.3
Expedia US	\$61	11,552	5	0.04%	\$0K	3.4
Grand Total	\$425	26,279	34	0.13%	\$2K	5.9

- Media CTR was strong, with a .13% CTR (above benchmark)
- 19 room nights were booked
- \$2,500 in gross bookings were generated
- Advertising for November delivered a 5.9 Return On Ad Spend

Paid Media - Atlas Obscura

Atlas Obscura is a publication of explorers who created an astonishing inventory of places to visit and things to do. Eureka Springs is known for its amazing natural springs, wildlife, rich history, and unique restaurants. **Please see full report at the end of this deck for a comprehensive overview of this program.**

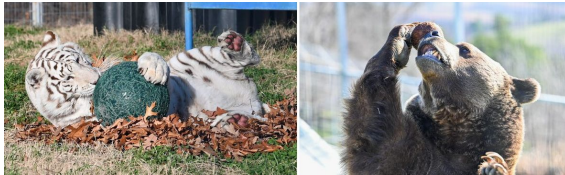
This campaign delivered **3,479,323** impressions from Atlas Obscura publication, Facebook, Instagram, Twitter, and Newsletters.

- **The Grotto Wood-Fire Grill**



- <https://www.atlasobscura.com/places/grotto-wood-fire-grill>
- <https://www.facebook.com/103921782727/posts/10160578693772728/>
- <https://twitter.com/atlasobscura/status/1594809630529667072>
- <https://mailchi.mp/atlasobscura.com/the-resurgence-of-an-ancient-balkan-tattoo-tradition?e=93bd837f48>

- **Turpentine Creek Wildlife Refuge**



- <https://www.atlasobscura.com/places/turpentine-creek-wildlife-refuge>
- <https://www.facebook.com/103921782727/posts/10160595134117728/>
- <https://twitter.com/atlasobscura/status/1597643052620939276>
- <https://us1.campaign-archive.com/?e=93bd837f48&u=399fc0402f1b154b67965632e&id=64afe27cc5>

- **Blue Springs Heritage Center**



- <https://www.atlasobscura.com/places/blue-springs-heritage-center>
- <https://www.facebook.com/103921782727/posts/10160578693772728/>
- <https://twitter.com/atlasobscura/status/1594809630529667072>
- <https://mailchi.mp/atlasobscura.com/a-ghost-boats-mysterious-history-and-discovery?e=93bd837f48>

Paid Media (Google Paid Search) - Summary

In the month of November, the **Always On** campaign continued its flights with the objective of driving Traffic. The **Regional/Local** campaign went live again for November and ended by the end of the month with a strong 24% CTR.

Always On Results:

- Impressions: 21,946
 - *12% decrease over September*
- Total Clicks: 4,435
 - *35% decrease over September*
- Avg. CTR: 20.21%
 - *25% decrease over September*
- Avg. CPC: \$0.88
 - *19% increase over September*

Regional/Local Campaign Results:

- Impressions: 14,348
- Total Clicks: 3,545
- Avg. CTR: 24.71%
- Avg. CPC: \$0.95

Top Performing Always On Ad:

Ad · www.eurekasprings.org/

[Eureka Springs Arkansas | Curious, Indeed | Things to do](#)

Outdoor adventures await in a destination nestled in the breathtaking Ozarks. Check out everything there is to do in naturally beautiful Eureka Springs. [Plan Your Visit](#). [Monthly](#)

Top Performing Regional/Local Ad:

Ad · www.eurekasprings.org/

[Eureka Springs Arkansas | Special Events | 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 Arkansas. [Sign Up For Newsletter](#). [Take A Virtual Tour](#). [View Blog](#).

Paid Social (Facebook/Instagram) - Summary

In the month of November, the **Always On** and **Regional/Local** campaigns continued running with the objective of driving Awareness/Engagement.

We continued to see increases for impressions and post engagement, while seeing decreases across clicks and CTR. The Always On campaign ended this month, and the Regional/Local campaign will end mid-December.

Results:

- Impressions: 2,632,557
 - *2% increase over October*
- Post Engagement: 1,096,129
 - *6% increase over October*
- Clicks: 27,219
 - *28% decrease over October*
- CTR: 1.03%
 - *29% decrease over October*
 - **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

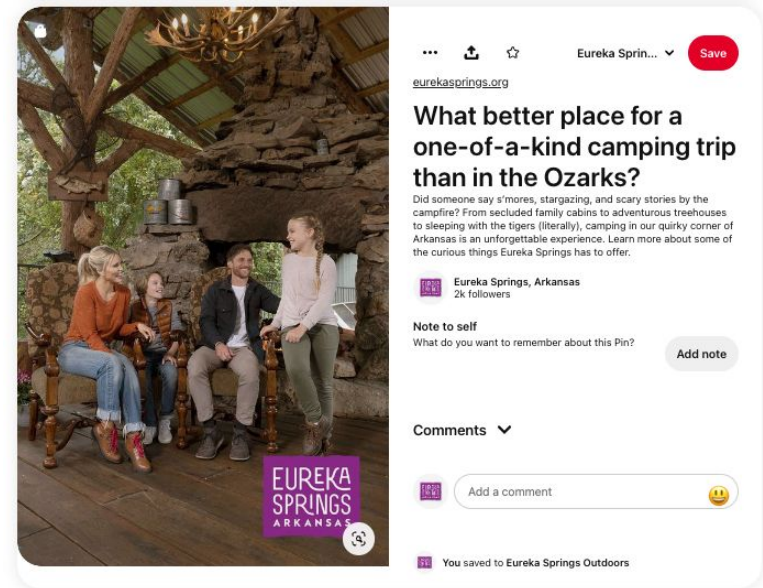
In November, the **Always On** campaign came to an end. This campaign had a focus of driving traffic to the site.

Metrics leveled out this month, with the campaign ending. We saw slight decreases compared to the previous month.

Results:

- Impressions: 274,600
 - 4% decrease over October
- Clicks: 3,523
 - 19% decrease over October
- CTR: 1.28%
 - 16% increase over October
 - *0.30% CTR = benchmark

Top Performing Always On Creative:





Social Media (Organic) - Summary

- For November, 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 December 2022 content calendar to be shared across social media platforms
- Worked with influencers and content creators to create content to be shared across all platforms.

Social Media (Organic) - Facebook

YR Numbers Represent 2021-2022 Growth

NEW FANS	IMPRESSIONS	ORGANIC REACH	ORGANIC ENGAGEMENT	AWARENESS
+247	1,835,452	300,398	109,667	640
<hr/>				
TOTAL FANS	TOTAL ORGANIC PAGE IMPRESSIONS	TOTAL ORGANIC REACH	TOTAL ORGANIC ENGAGEMENT	AWARENESS
106,037	24,268,782	11,013,152	836,526	15,377

Key Insights:

- Compared to last month...
 - We saw an increase (.2%) in followers
- Compared to last month...
 - We saw a decrease in (34%) engagement
 - We saw a decrease in (45%) reach
 - We saw a decrease in (70%) awareness
 - We saw a decrease in (60%) impressions

For November, there were increases in followers. There were decreases in engagement, reach, awareness, impressions. This is due to less dynamic and timely content in November. October was a popular month for travel in Eureka with the fall foliage and events like Zombie Crawl. This is also due to the end of the paid social campaign. Anytime there is a change in paid placements, metrics are swayed. The top performing content on this platform continues to be carousels. For future months the social team will continue work with the PR team and the client team to include timely content into our mix.

Social Media (Organic) - Instagram

YR Numbers Represent 2021-2022 Growth

	NEW FANS	IMPRESSIONS	ORGANIC REACH	ORGANIC ENGAGEMENT	Video Views
	+402	205,563	188,854	14,713	105,806
Key Insights:	TOTAL FANS	TOTAL ORGANIC PAGE IMPRESSIONS	TOTAL ORGANIC REACH	TOTAL ORGANIC ENGAGEMENT	Video Views
	28,113	2,465,876	2,184,156	179,530	710,889

Compared to last month...

- Increase (.6%) in followers
- Compared to last month...
 - Decrease in (28%) impressions
 - Decrease in (18%) video views
 - Decrease in (28%) reach
 - Decrease in (40%) awareness
 - Decrease in (34%) engagement

During the month of November, there were increases in followers. There were decreases in impressions, video views, reach, awareness and engagements. Similar to the metrics for Facebook, this is due to the end of the paid social campaign. This is also due to posting less dynamic content, timely content and collaborations. During October the client collaborated with @oztrailsnwa which increased the accounts overall audience reach. The top post for this month was a collaboration with @thejeffrose which performed well with the audience. For future months, the social team would recommend focusing on creating more opportunities for dynamic content and collaborative content. In December, there are collaborations planned with Arkie Travels and JessRoss Hikes. The social team is anticipating heightened engagement during this time.

Social Media (Organic) - Twitter

YR Numbers Represent 2021-2022 Growth

NEW FANS

-44

IMPRESSIONS

6,858

ENGAGEMENT

968

TOTAL FANS

5,269

TOTAL ORGANIC PAGE
IMPRESSIONS

132,875

TOTAL ENGAGEMENT

22,565

Key Insights:

- Compared to last month...
 - Decrease in (0.8%) followers
 - Decrease in (46%) engagement
 - Decrease in (42%) impressions

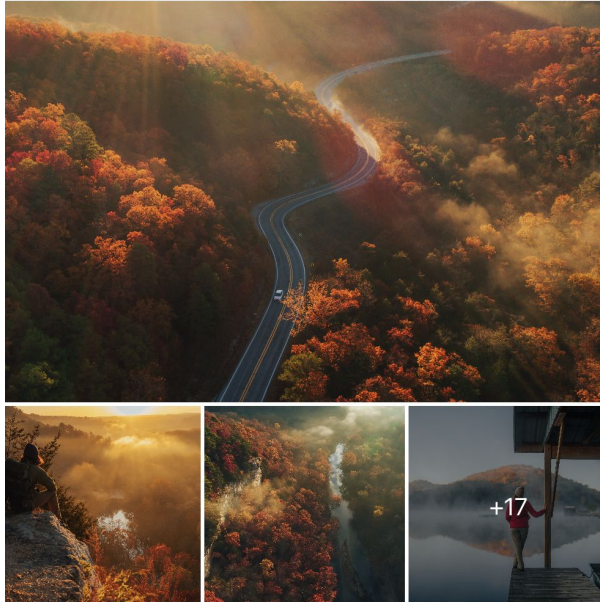
During the month of November, there were decreases in followers, engagement and impressions. This is due to less dynamic and timely content. This is also due to the recent platform changes. Our top performing post continues to be the rainbow stairs. Moving forward the social team will continue to source images that include this landmark. The team will also evaluate this platform and may be making recommendations to change focus.

Social Media (Organic) - Facebook Top Posts

 Eureka Springs, Arkansas
Nov 21 at 05:00 PM

We have to say, our Fall Foliage showed off this year. 🌟

📷:TheJeffRose #BrandPartner



Organic Reach
86,460

Paid Reach
0

Engaged Users
6,967

Video Views
n/a

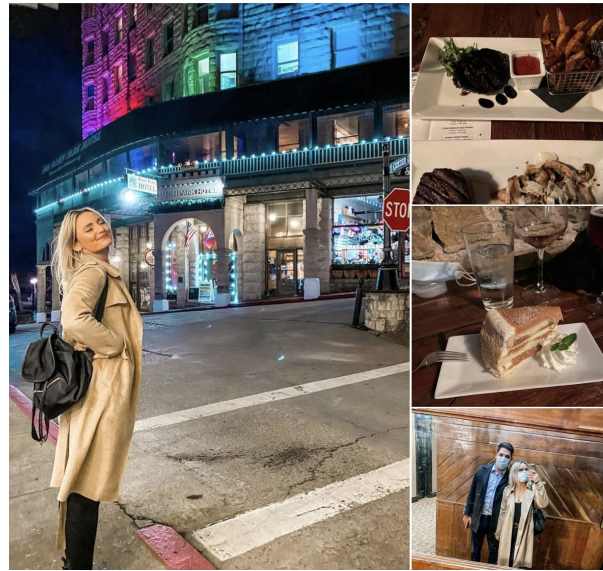
Clicks
5,167

 Eureka Springs, Arkansas
November 23 at 10:01 PM · 🌐

Eureka Springs is the best place to plan your next date night. Here are some fun things for couples to do:

1. Dine at one of the many eclectic restaurants downtown. 🍴
2. Stroll through downtown Eureka Springs and explore the shops. 🛍️
3. Grab drinks at one of the local bars, taverns, or pubs. 🍷

📷: holly.acre



Organic Reach
32,494

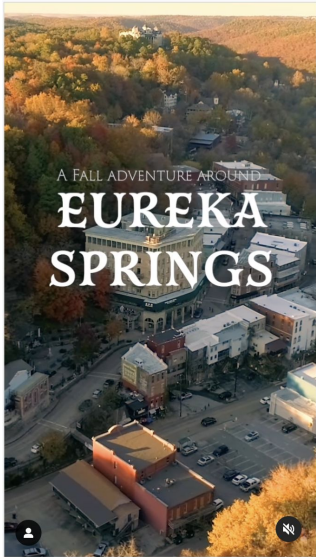
Paid Reach
0

Engaged Users
4,039

Video Views
n/a

Clicks
4,220

Social Media (Organic) - Instagram Top Posts



eurekasprings and thejeffrose
austen_paul • Original audio

eurekasprings Just in case you missed Fall Foliage this year, our friend @thejeffrose has you covered. #brandpartner
3w

wonderfularkansas
@eurekasprings Some of the reasons I love Eureka Springs! Awesome work @thejeffrose
2w 2 likes Reply
— View replies (1)

Boost post

Like Comment Share Bookmark

Liked by **paradiseadvertising** and **2,513 others**
NOVEMBER 14

Add a comment... Post

Reach
30,617

Engaged Users
3,140

Likes + Saves
2,648

Comments
32

Video Views
32,737



Reach
10,195

Engaged Users
1,336

Likes + Saves
1,325

Comments
11

Video Views
n/a



eurekasprings We have to say, our Fall Foliage showed off this year. 🌟
... see more

Social Media (Organic) - Twitter Top Posts



Eureka Springs @Eureka_Springs · 16 Nov

The rainbow stairs in #EurekaSprings sure do put a spring in our step! 🌈👉
👤: rain.dropsonwindows



Impressions
434

Engaged Users
27

Likes
14

Retweets
2

Replies
1



Eureka Springs @Eureka_Springs · 07 Nov

Good Morning #EurekaSprings! 🌄☀️ How amazing is this view?! 🤩
👤: tracy.carpenter.wade



Impressions
214

Engaged Users
13

Likes
10

Retweets
1

Replies
0



Website Summary

- November saw a 27.8% decrease in users over October as media buys began to wind down for the year
- The Home, Things To Do, Attractions, Events Calendar, and Dining pages continue to be the most visited pages month over month
- Drivers of traffic to the site stayed consistent from the last few months, with organic search continuously account for the majority of traffic
- Paid Search (14.5%) and Social (14%) traffic continue to grow month over month
- Average session duration decreased slightly in November (1:52) from October (2:03)
- The majority of traffic to the website continues to be from new visitors (78.2% in November) which is a great sign indicating the website is being seen by new consumers and potential visitors
- Top states of origin for website visitors in November were as follows (in order) and are reflective of target markets for the current campaigns:
 - Texas
 - Arkansas
 - Missouri
 - Oklahoma
 - Illinois

Website Metrics - November 2022

Users

Nov 1, 2022 - Nov 30, 2022
40,789
 % of Total: 100.00% (40,789)

Oct 1, 2022 - Oct 31, 2022
56,514
 % of Total: 100.00% (56,514)

New Users

Nov 1, 2022 - Nov 30, 2022
39,662
 % of Total: 100.00% (39,662)

Oct 1, 2022 - Oct 31, 2022
55,400
 % of Total: 100.00% (55,400)

Avg. Session Duration

Nov 1, 2022 - Nov 30, 2022
00:01:52
 Avg for View: 00:01:52 (0.00%)

Oct 1, 2022 - Oct 31, 2022
00:02:03
 Avg for View: 00:02:03 (0.00%)

Sessions

Nov 1, 2022 - Nov 30, 2022
50,769
 % of Total: 100.00% (50,769)

Oct 1, 2022 - Oct 31, 2022
72,828
 % of Total: 100.00% (72,828)

Users by Region

Region	Users
Texas	
Nov 1, 2022 - Nov 30, 2022	9,308
Oct 1, 2022 - Oct 31, 2022	12,743
% Change	-26.96%
Arkansas	
Nov 1, 2022 - Nov 30, 2022	5,815
Oct 1, 2022 - Oct 31, 2022	6,745
% Change	-13.79%
Missouri	
Nov 1, 2022 - Nov 30, 2022	4,765
Oct 1, 2022 - Oct 31, 2022	7,199
% Change	-33.81%
Oklahoma	
Nov 1, 2022 - Nov 30, 2022	4,091
Oct 1, 2022 - Oct 31, 2022	5,991
% Change	-31.71%
Illinois	
Nov 1, 2022 - Nov 30, 2022	3,110
Oct 1, 2022 - Oct 31, 2022	4,801
% Change	-35.22%

Top Pages by Pageviews

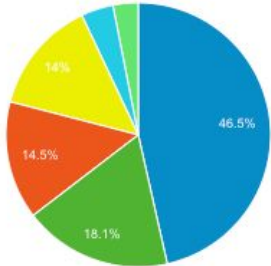
Page	Pageviews
/	
Nov 1, 2022 - Nov 30, 2022	17,110
Oct 1, 2022 - Oct 31, 2022	27,780
% Change	-38.41%
/things-to-do/	
Nov 1, 2022 - Nov 30, 2022	8,319
Oct 1, 2022 - Oct 31, 2022	8,960
% Change	-7.15%
/attractions/	
Nov 1, 2022 - Nov 30, 2022	6,802
Oct 1, 2022 - Oct 31, 2022	9,600
% Change	-29.15%
/events-calendar/	
Nov 1, 2022 - Nov 30, 2022	5,567
Oct 1, 2022 - Oct 31, 2022	6,478
% Change	-14.06%
/dining/	
Nov 1, 2022 - Nov 30, 2022	3,303
Oct 1, 2022 - Oct 31, 2022	4,132
% Change	-20.06%

Website Metrics - November 2022

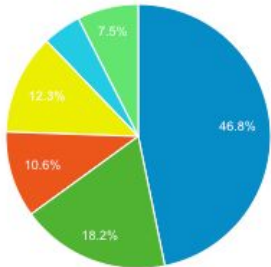
Sessions by Channel

■ Organic Search
 ■ Direct
 ■ Paid Search
■ Social
 ■ Email
 ■ Other

Nov 1, 2022 - Nov 30, 2022



Oct 1, 2022 - Oct 31, 2022



Bounce Rate

Nov 1, 2022 - Nov 30, 2022

60.46%

Avg for View: 60.46% (0.00%)



Oct 1, 2022 - Oct 31, 2022

61.46%

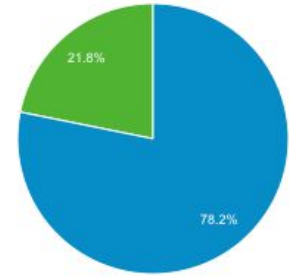
Avg for View: 61.46% (0.00%)



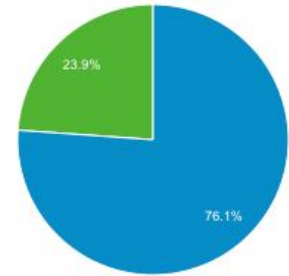
Sessions by User Type

■ New Visitor
 ■ Returning Visitor

Nov 1, 2022 - Nov 30, 2022



Oct 1, 2022 - Oct 31, 2022



Website Metrics - November 2021

Users

48,571

% of Total: 100.00% (48,571)



New Users

46,956

% of Total: 100.00% (46,956)



Avg. Session Duration

00:02:05

Avg for View: 00:02:05 (0.00%)



Sessions

61,925

% of Total: 100.00% (61,925)



Bounce Rate

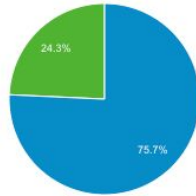
59.75%

Avg for View: 59.75% (0.00%)



Sessions by User Type

■ New Visitor ■ Returning Visitor



Users by Region

Region	Users
Arkansas	9,159
Texas	8,671
Missouri	6,981
Oklahoma	6,029
Kansas	3,389

Pages / Session

2.82

Avg for View: 2.82 (0.00%)

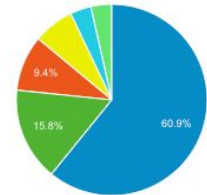


Top Pages by Pageviews

Page	Pageviews
/	20,789
/attractions/	12,399
/things-to-do/	9,538
/10-things-to-do-in-eureka-springs-you-dont-want-to-miss/	5,492
/dining/	4,320

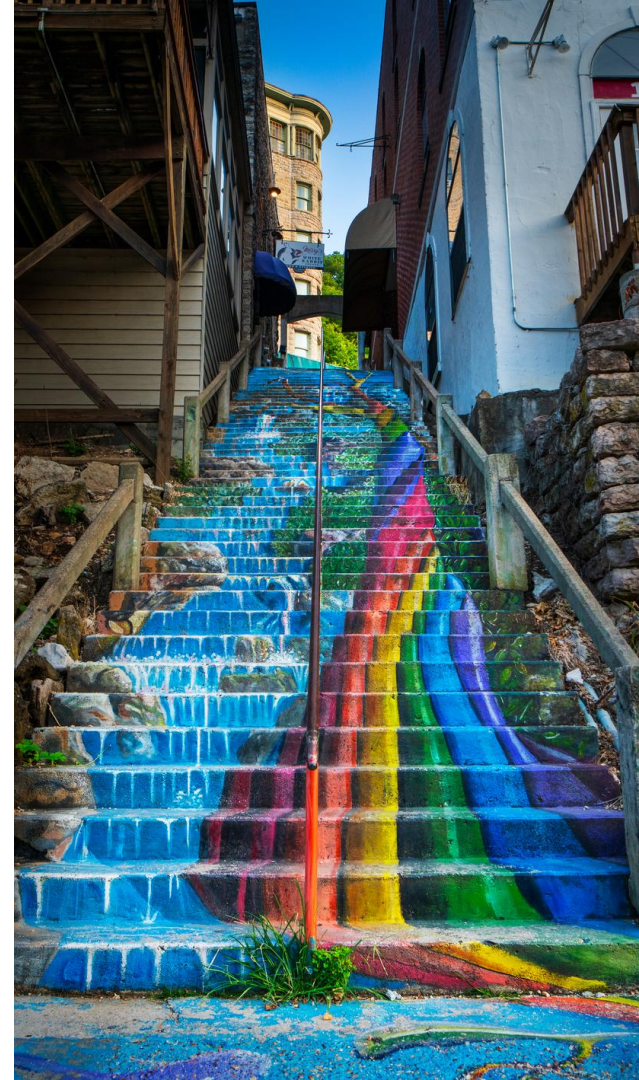
Sessions by Channel

■ Organic Search ■ Direct ■ Social
■ Paid Search ■ Display ■ Other



Content Updates & Recommendations

- Two Influencer blog posts will go live in December:
 - Outdoors: [@jessrosshikes](#)
 - Gift Guide: [@ArkieTravels](#)
- Additionally, there is a blog in development for business holiday hours
- The latest brand shoot took place November 28-30 and featured outdoor, retail, lodging, spa/wellness and dining
- The co-op photography program launched November 16, meeting the goal for applications. The photographer will be awarded the job and businesses informed of participation in the program for 2023.





Partner Value Program

Updates:

- Finalized partner survey findings, identified key takeaways and developed actionable recommendations
- Met with client to discuss immediate next steps and action items for partner engagement
- Began to coordinate Agency's trip in-market for December to meet with partners and stakeholders

Upcoming:

- Agency to travel to Eureka Springs to meet with partners and stakeholders as part of the discovery process in December
- Present partner survey findings to client in December

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

- **Website Development:** Continued development and launch in late January 2023
- **Intelligence & Data:** Continued planning and implementation for the Zartico intelligence platform launch
- **Partner Program:** Partner Program presentation to be made at the January CAPC meeting.





THANK YOU

PARADISE | 2022

BASIN PARK HOTEL



Atlas Obscura x

EUREKA
SPRINGS
ARKANSAS

CAMPAIGN REPORT

11/11/22 - 12/4/22

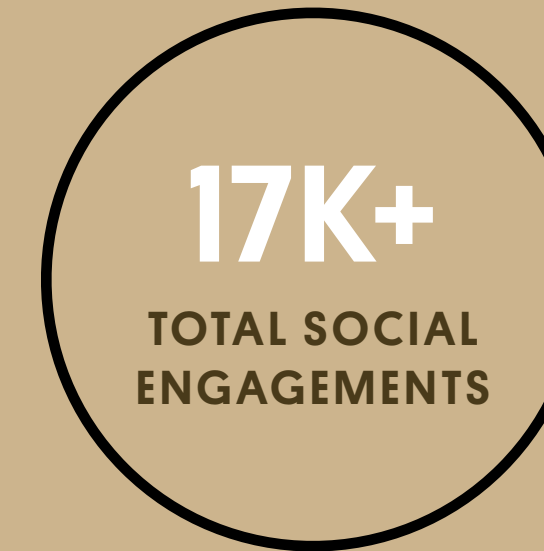
Campaign Summary

Atlas Obscura and Eureka Springs partnered to increase awareness and consideration of the city as a unique travel destination. We added 3 new Place Pages to the Atlas and boosted reach through a social promotion campaign.

The campaign included the following tactics:

- 3 New Place Pages
- 1 Custom Instagram Story
- Facebook, Instagram, Twitter, and Newsletter distribution of the new Place Pages
- 100% SOV display banners

In total, the campaign garnered over **3.4 million impressions** worth of destination awareness, **exceeding our goal by 21%** and generating a total of **\$22,968.27** in added value.



	Contracted Units	Delivered Units
New Place Page Views	45,000	51,965
Organic Social Impressions	750,000	829,697
IG Feed Impressions	1,500,000	1,883,984
IG Story Impressions	458,333	550,160
100% SOV Display Impressions	35,000	163,517
TOTAL	2,743,333	3,479,323



OVERVIEW

Key Highlights

We're grateful for the opportunity to help promote Eureka Springs as a unique travel destination. The campaign was a success with all goals meeting or exceeding our expectations. Below are a few key highlights from the campaign:

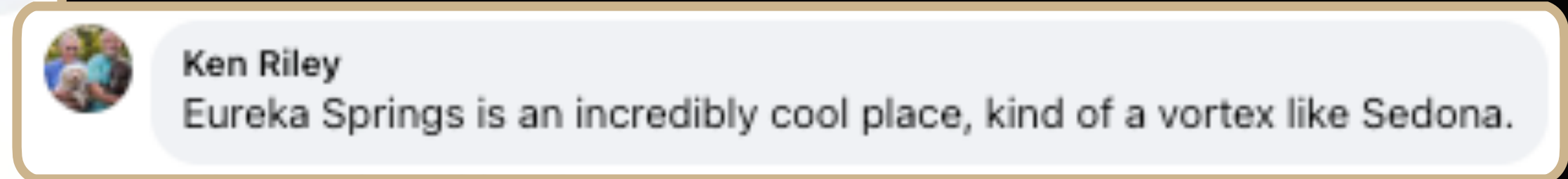
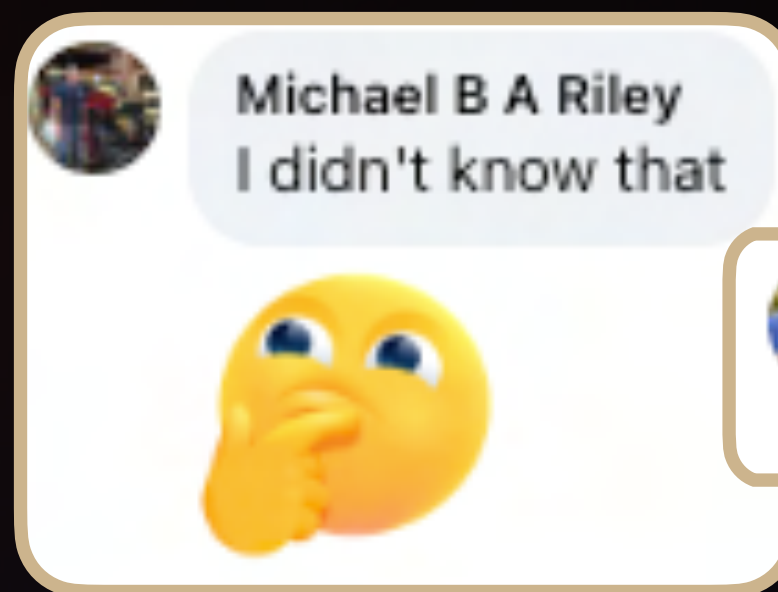
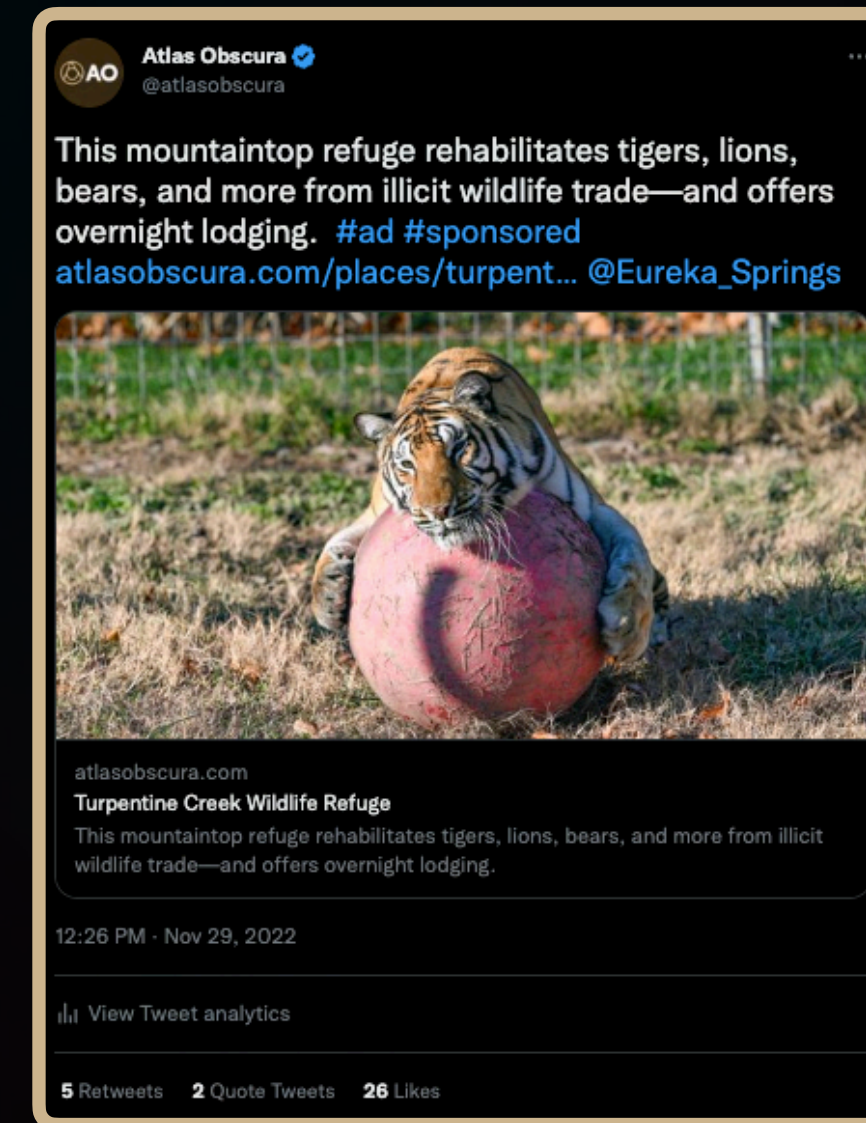
- **Strong Time on Page**
The average time on page for all 3 Place Pages was 5:52, outperforming our benchmark 3.6x and the travel industry benchmark by 5.7x!*
- **The Tiger Was King**
The Turpentine Creek Wildlife Refuge saw the highest time on page (6:05) and the highest CTR (0.80%) in our newsletter, where our most engaged audience members discover new Places to explore.
- **Newsletter Tactics**
The newsletter is consistently one of our best tools at promoting new content. That was proven again during this campaign, with over 83% of clicks to the Place Pages coming from our daily newsletter.

SOCIAL MEDIA & NEWSLETTER

Organic Promotion

Our newsletter inclusions generated the most clicks

Each Place received a post on Facebook, Twitter, and an inclusion in our daily newsletter. The newsletter inclusions were the most successful tactic with our audience, generating the highest number of clicks across the campaign with 5,222 clicks [91% of clicks from the organic promotion].



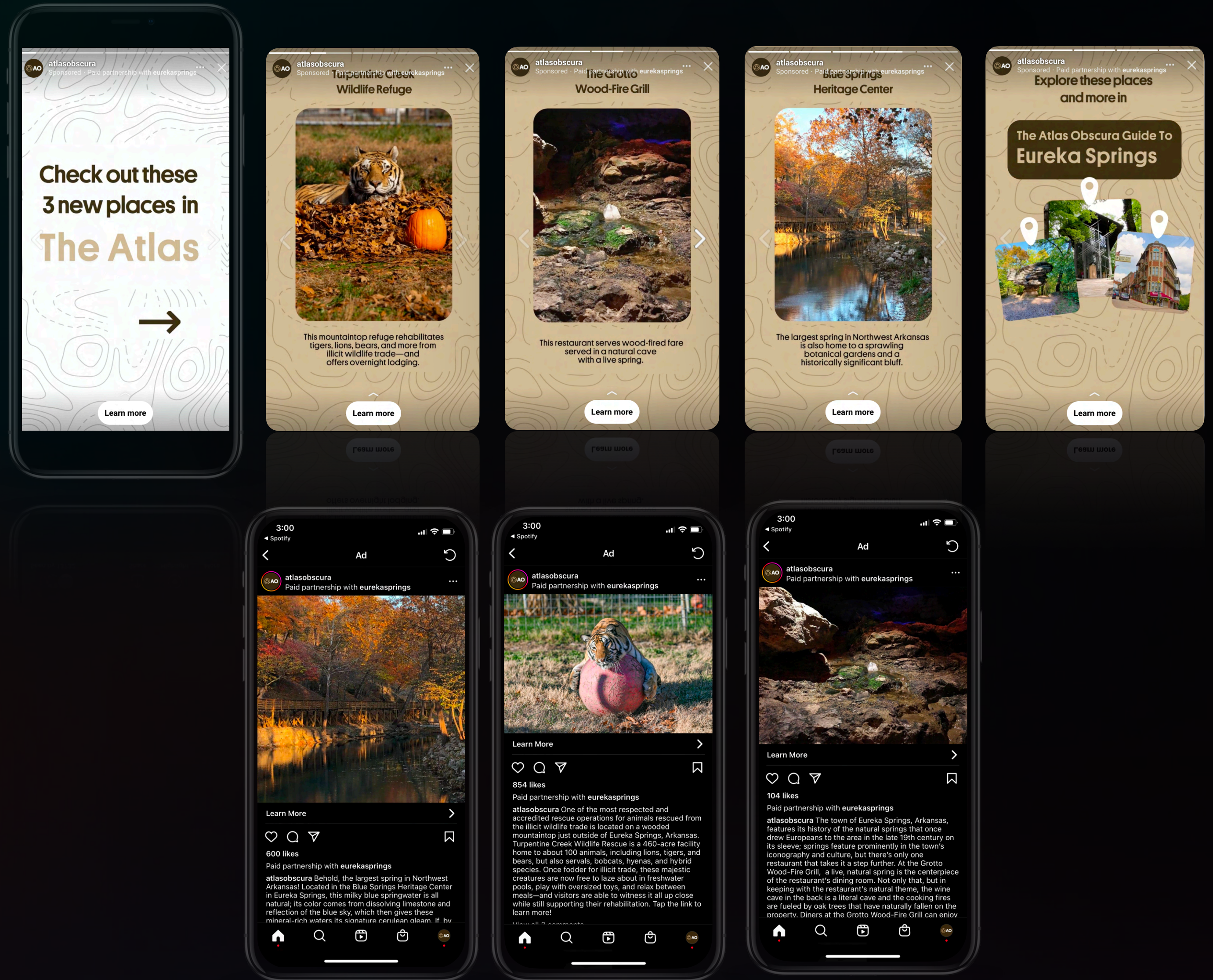
SOCIAL MEDIA & NEWSLETTER

Instagram

Custom IG Story and IG Feed Posts boosted engagement

We created one IG Story featuring all 3 new Place Pages and three individual IG Feed posts of each Place. The IG Story saw a solid retention rate of 70%, which is on par with AO and industry benchmarks. For the IG Feed posts, the Turpentine Creek Wildlife Refuge saw the highest number of user engagements (1,068), likely due to the appeal of the tiger imagery.

By comparison, The Grotto saw the lowest number of engagements (236), likely due to the ambiguity of the image used. To increase engagement, we recommend using a robust selection of hi-res imagery that helps showcase the place and its unique qualities.



MEDIA

Display Media

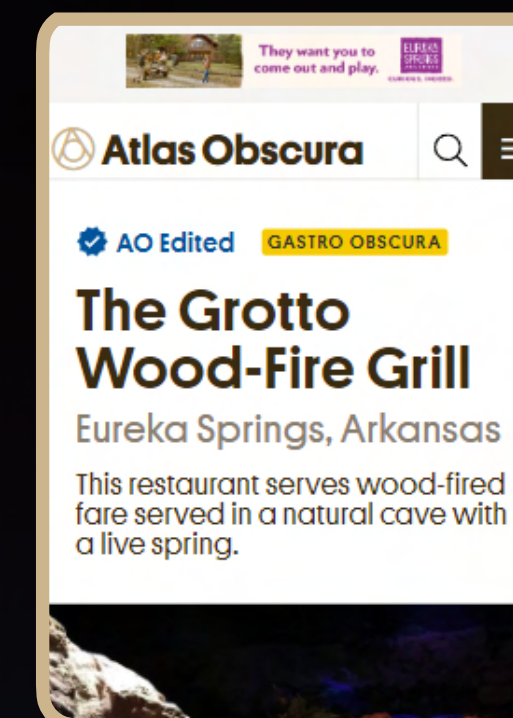
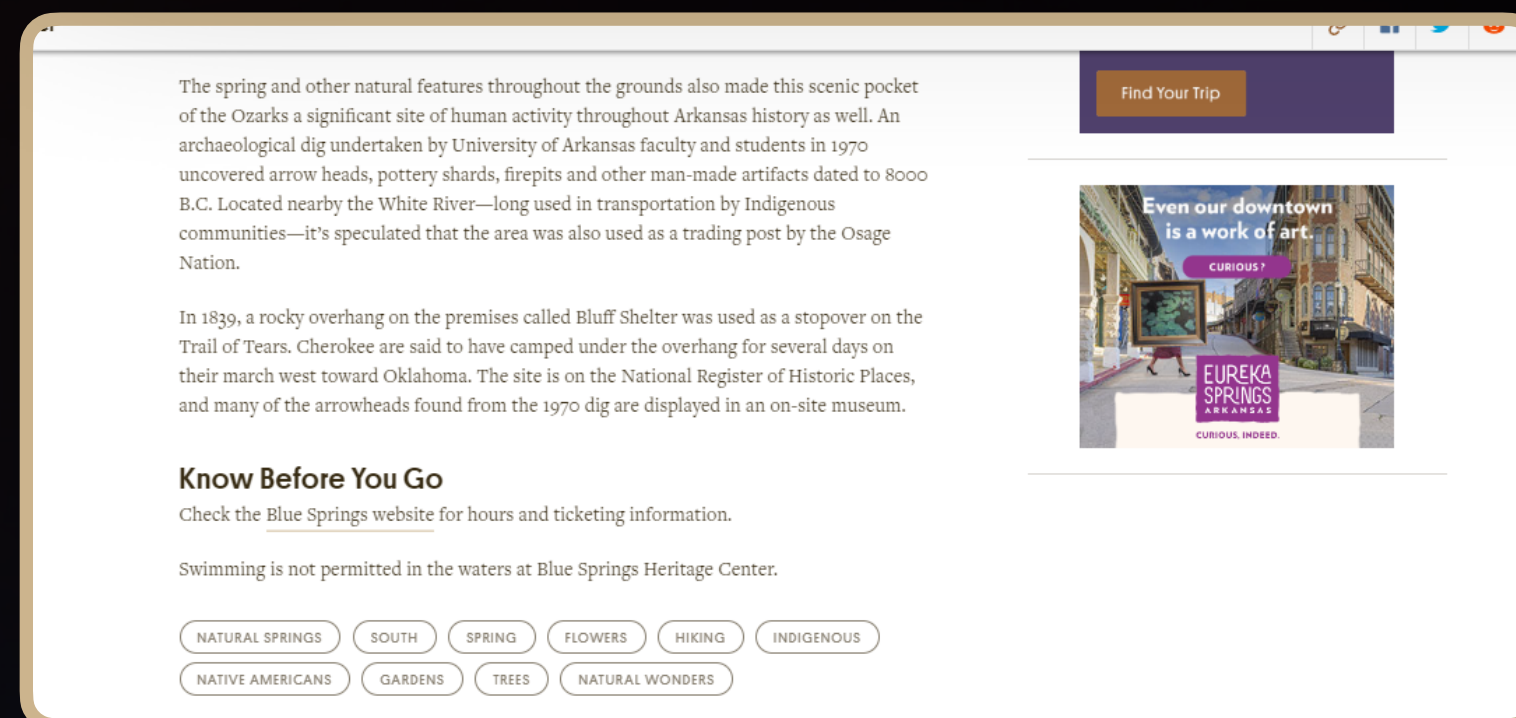
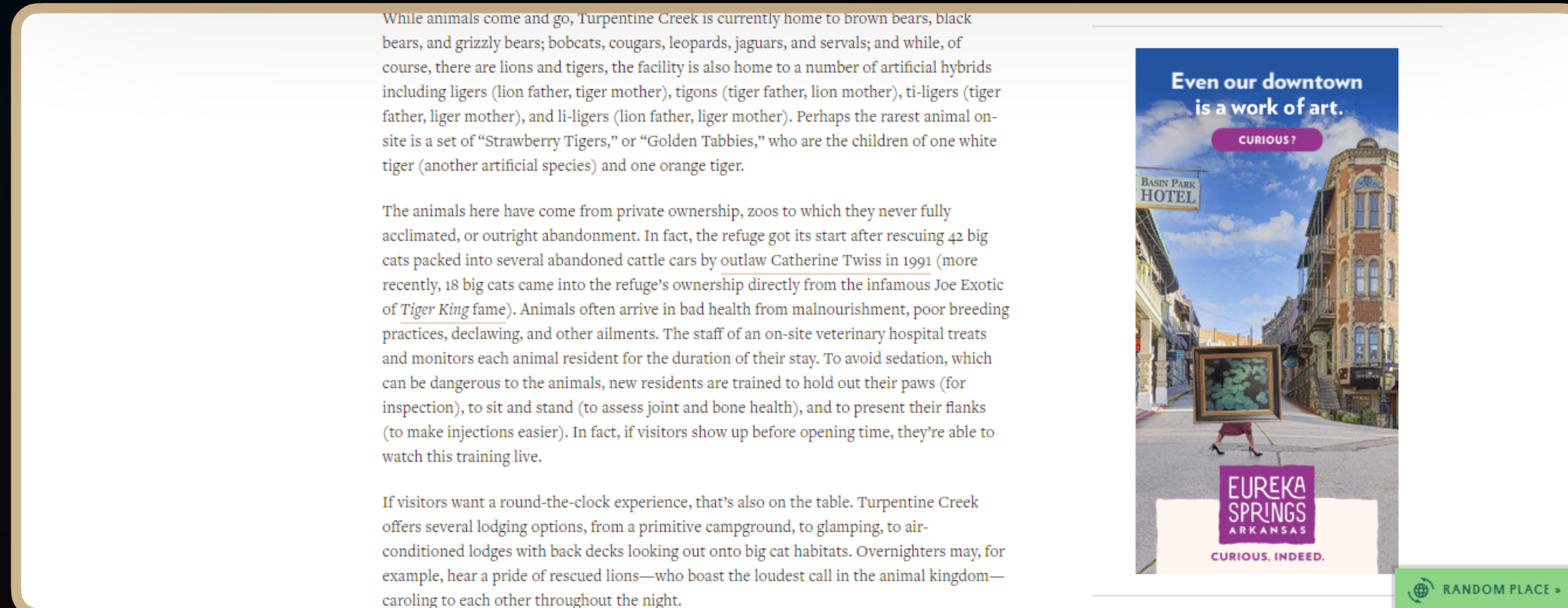
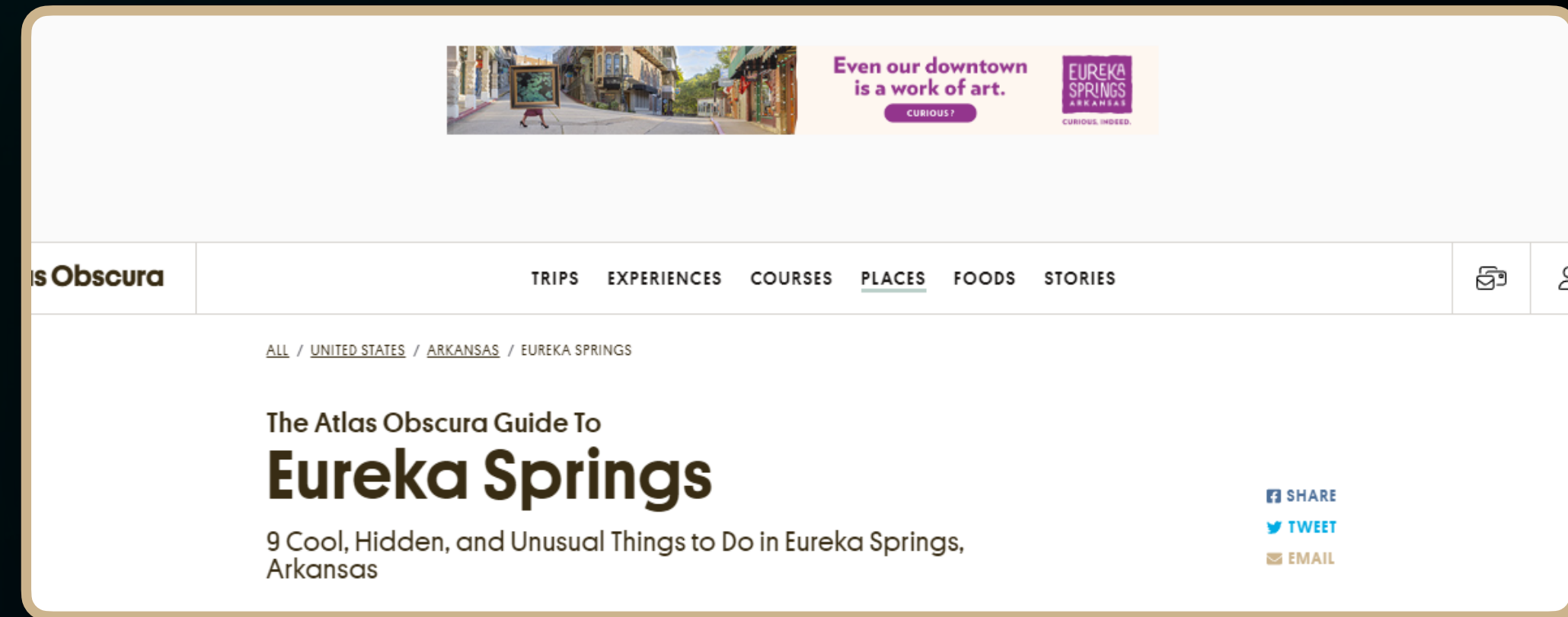
100% SOV display banners on sponsored Place Pages

The 100% SOV Eureka Springs display banners ran across the 3 new Place Pages and we added the Eureka Springs Destination Page as added value.

The banners generated 202 clicks to the Eureka Springs website during the 2 week flight—a CTR of 0.12%, which is on par with our AO benchmark and over 2x the industry benchmark.*

163K+
IMPRESSIONS

0.12%
DISPLAY CTR



Source: Smart Insights, "Average CTRs display and search advertising – 2022 compilation"

Performance Summary

PLACEMENT	LINKS	DELIVERED UNITS	ENGAGEMENTS	ENGAGEMENT RATE	REACTIONS	SHARES	COMMENTS	CLICKS	CTR	ADDED VALUE	ADDITIONAL NOTES
Content & Distribution											
(3) New Places (Page Views)		51,965								\$5,233.75	
<i>The Grotto Wood-Fire Grill</i>	Link	17,524									Avg. Time on Page: 5:49
<i>Turpentine Creek Wildlife Refuge</i>	Link	17,373									Avg. Time on Page: 6:05
<i>Blue Springs Heritage Center</i>	Link	17,068									Avg. Time on Page: 5:42
AV: Distribution of content to the AO audience (Impressions)										\$8,296.97	
The Grotto Wood-Fire Grill											
<i>Facebook Post</i>	Link	21,750	312	1.43%	48	2	5	257	1.18%		
<i>Twitter Post</i>	Link	14,622	87	0.59%	8	4	0	59	0.40%		
<i>Newsletter Inclusion</i>	Link	254,498	N/A	N/A	N/A	N/A	N/A	1526	0.60%		Open Rate: 35.2%
Turpentine Creek Wildlife Refuge											
<i>Facebook Post</i>	Link	10,066	124	1.23%	42	1	5	76	0.76%		
<i>Twitter Post</i>	Link	11,724	84	0.72%	27	7	0	39	0.33%		
<i>Newsletter Inclusion</i>	Link	246,095	N/A	N/A	N/A	N/A	N/A	1973	0.80%		Open Rate: 34.2%
Blue Springs Heritage Center											
<i>Facebook Post</i>	Link	16,841	113	0.67%	39	3	4	67	0.40%		
<i>Twitter Post</i>	Link	11,952	62	0.52%	14	3	0	32	0.27%		
<i>Newsletter Inclusion</i>	Link	242,149	N/A	N/A	N/A	N/A	N/A	1723	0.71%		Open Rate: 34.2%
(1) Places IG Story	Link	550,160	14,869	2.70%	N/A	N/A	N/A	352	0.06%	\$1,377.41	
(3) Places IG Posts		750,000									
AV impressions to (3) Places IG Posts		1,133,984	2,022	0.27%	1,551			357	0.02%	\$4,799.80	
<i>The Grotto Wood-Fire Grill</i>	Link	627,244	236	0.04%	103	1	0	120	0.02%		
<i>Turpentine Creek Wildlife Refuge</i>	Link	620,073	1,068	0.17%	852	55	3	152	0.02%		
<i>Blue Springs Heritage Center</i>	Link	636,667	718	0.11%	596	6	2	95	0.01%		
Display Media											
AV: 100% SOV on custom content	Link	163,517						202	0.12%	\$3,270.34	
TOTAL		3,479,323	17,673	-	1,729	20	14	6,461	-	\$22,968.27	