

Eureka Springs

Monthly Report | October 2022





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

Visitor Insights





Visitor Insights

- Visitor volume continued was trending roughly on par YOY
- Visitor spend this month was also roughly on par when compared with 2021.
- Oklahoma City, OK led the top ten DMAs in terms of overall spend.
- The Little Rock, AR DMA generated the most overnight visitors this month.
- 55% of observed visitors stayed overnight and 77% came from out of state.

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: As of October of 2022, there is a 10% increase in sales tax remittance YOY



An aerial photograph of a dense forest with a winding road. The trees are in various shades of green and yellow, suggesting autumn. The road curves through the forest, and several vehicles are visible on it. The text "Monthly Report" is overlaid in the center in a large, white, sans-serif font.

Monthly Report



Advertising & Marketing - Summary

- Monitored and optimized the Local/Regional media campaign which concludes in November
- Monitored and optimized the Summer/Fall media campaign which concluded on 10/30
- Facilitated media buy and vendor needs for the supplemental media budget (Atlas Obscura)
- Ongoing efforts around the new website; set to launch in 2023
- Ongoing launch efforts around the Zartico intelligence platform which is in the final states of implementation
- Ongoing support around the 2022 Folk Festival
- Continued LGBTQ photoshoot planning including finalizing third-party vendor
- Finalized scopes for (3) influencer campaigns, who will be in market in November
- Finalized and presented Supplemental QR Code Collateral ideas
- Continued planning and assistance for the business photography co-op
- Met with CAPC staff to continue on-going marketing development
- Provided ongoing web maintenance support for CAPC staff

Advertising & Marketing - Summary Cont.

- Communicated weekly with CAPC staff and Chairman for day-to-day account management
- 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
- 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, Halloween destination, Folk Festival, holiday activities, Diversity Weekend events
- Responded to media queries for unique U.S. destinations for Christmas travel, quaint small towns, America's best downtowns
- Liaised with Turner Spottswood (Southern Living), Laura Chubb (The Washington Post), Dennis Heinze (AAA Missouri), Lynn Berry (Branson/Lakes Area Chamber of Commerce & CVB), Erica Sweeney (Southern Living)
- 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 winter and holiday travel, holiday activities, outdoor adventure in winter
- Submitted Adrian Awards entry
- Participated in bi-weekly social media and PR calls

Public Relations - Metrics

(Source: Muck Rack)

October 2022 Publicity

- Estimated Impressions: 1,783,970,942
- Estimated Media Value: \$16,562,616.56

January 2022 - October 2022 Publicity

- Estimated Impressions: 5,777,521,605
- Estimated Media Value: \$53,745,480.01



11 Magnificent Fall Getaways In America For Nature Lovers From Coast To Coast



9 U.S. Small Towns With the Cutest Main Streets



11 Christmas Light Displays In Arkansas That Are Pure Magic



These Historic Places Are Scary, Even When It's Not Halloween



10 Best Staycations in the U.S.



PARADISE | October 2022



Paid Media - Summary

The **Summer/Fall, Regional/Local, and Always On** Campaigns continued their momentum with a 1.68% CTR. Native had the most impressions to help support this strong performance.

- **Display:** The average click through rate (CTR) for October was 0.04% (*below the industry benchmark of .08%*)
 - Top performing media partners:
 - MobileFuse: CTR at 0.07%
- **Native:** The average click through rate (CTR) for October was 0.46% (*above the industry benchmark of 0.25%*)
 - Top performing media partners:
 - Arkansas.com: CTR at 0.79%
 - MobileFuse: CTR at 0.47%
- **Video:** For video placements, there was a 94% video completion rate (VCR) (*above the industry benchmark of 70%*)
 - Top performing media partners:
 - MobileFuse: VCR at 94%

Paid Media - Summary Cont.

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
- **Expedia** (8/26 - 11/30)
 - Display and native running for General Brand Awareness
- **MobileFuse** (8/24 - 10/30)
 - Display, native and :15 running for General Brand Awareness
- **Spotify** (8/24 - 10/30)
 - :30 and branded photo running for Road Trip promotion
- **Arkansas.com** (8/22 - 10/16)
 - Native running for Ozark Folk Festival, Zombie Crawl and Shred in Eureka Springs
- **DigDev** (9/15 - 10/30)
 - Display and e-blasts running for Pet-Friendly Travel

Paid Media - Spotify

The Spotify campaign launched 8/30 and :30 ads are played during music and podcasts targeting those within a drive market for Fall road-trips. There is an accompanying branded photo running (as seen at right).

October Results:

- **Audio:**
 - Impressions: 366,385
 - CTR: 0.02%
- **Podcast:**
 - Impressions: 52,079
 - CTR: 0.11%



Paid Media - Expedia



- Media CTR was strong, with a .10% CTR (above benchmark)
- 217 room nights were booked
- \$32,400 in gross bookings were generated
- **Advertising for October delivered a 3.8 Return On Ad Spend**

Flight deals departing near you



Looking for a weekend getaway?

Explore USA with cheap domestic flight deals



Where are you dreaming of going?

Find International flight deals that take you to some great places



Experience the luxury of traveling?

Grab cheap business class flight tickets to treat yourself



Create your New Zealand story
Fly with Air New Zealand to a new adventure. Great fares available now.



LATAM
Let's fly neutral on Friday
LATAM offsets the emissions produced by flights on key routes

Tips on booking cheap flights

Looking for the best time to buy airline tickets to get a cheap flight to everywhere? We've got you covered anytime, anywhere. Here's how to find the best deal for flight booking no matter where you want to go in the world.
Which day of the week is the best day to buy cheap airline tickets?

How do I book with Expedia?

Booking your flight with Expedia is easy, as all you have to do is input dates, departure, destination, like [flights from Atlanta](#) or [flights from Houston](#).

Paid Media (Google Paid Search) - Summary

In the month of October, the **Always On** campaign continued its flights with the objective of driving Traffic. There was a dip in the CTR in the previous couple months but we've optimized the campaign and got the CTR back well over 20%.

Always On Results:

- Impressions: 25,081
 - *36% decrease over September*
- Total Clicks: 6,824
 - *58% increase over September*
- Avg. CTR: 27.21%
 - *151% increase over September*
- Avg. CPC: \$0.73
 - *21% increase over September*

Top Performing Always On Creative:

Things to do in Eureka Springs | Eureka Springs Arkansas | Curious, Indeed
www.eurekasprings.org
Outdoor adventures await in a destination nestled in the breathtaking Ozarks. Check out everything there is to do in naturally beautiful Eureka Springs.

Paid Social (Facebook/Instagram) - Summary

In the month of October, the **Always On** campaign continued running with the objective of driving Awareness/Engagement. A campaign creative refresh was implemented. The Regional/Local Engagement campaign was also launched this month.

We saw great growth across metrics due to the new Creative, more budget being spent this month, and continuous campaign optimizations.

Results:

- Impressions: 2,592,417
 - 107% increase over September
- Post Engagement: 1,031,488
 - 131% increase over September
- Clicks: 37,745
 - 936% increase over September
- CTR: 1.46%
 - 1.4% decrease over September
 - *0.9% CTR = benchmark

Top Performing Always On Creative:



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.



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

Paid Social (Pinterest) - Summary

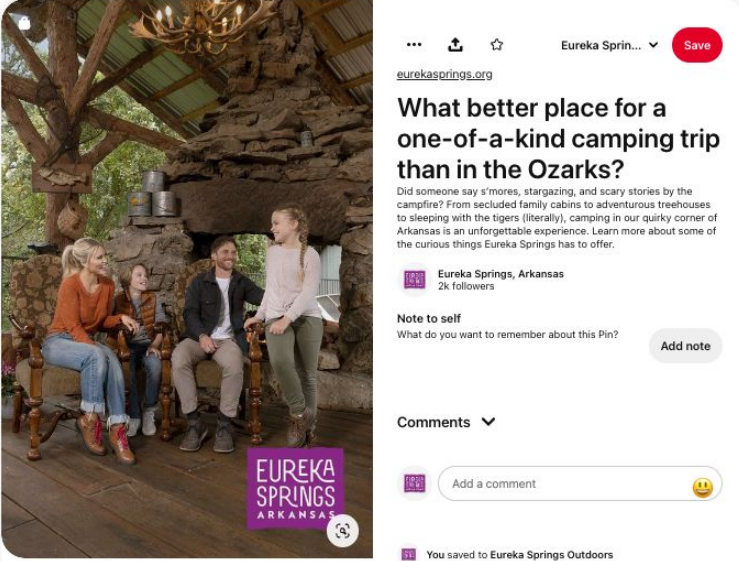
In October, the **Always On** campaign continued running with the focus of driving traffic to the site.




We saw great growth across metrics due to the new Creative, more budget being spent this month, and continuous campaign optimizations.

Results:

- Impressions: 285,989
 - *121% increase over September*
- Clicks: 4,363
 - *214% increase over September*
- CTR: 1.53%
 - *43% increase over September*
 - **0.30% CTR = benchmark*

Top Performing Always On Creative:





...   Eureka Sprin... 


eurekasprings.org



What better place for a one-of-a-kind camping trip than in the Ozarks?


Did someone say s'mores, stargazing, and scary stories by the campfire? From secluded family cabins to adventurous treehouses to sleeping with the tigers (literally), camping in our quirky corner of Arkansas is an unforgettable experience. Learn more about some of the curious things Eureka Springs has to offer.

 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 Outdoors



Social Media (Organic) - Summary

- For October, 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 November 2022 content calendar to be shared across social media platforms
- Created promotional content for the Folk Festival 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 |
|------------|--------------------------------|---------------------|--------------------------|-----------|
| +1,032 | 4,690,018 | 551,687 | 166,227 | 168,425 |
| TOTAL FANS | TOTAL ORGANIC PAGE IMPRESSIONS | TOTAL ORGANIC REACH | TOTAL ORGANIC ENGAGEMENT | AWARENESS |
| 105,851 | 22,433,330 | 10,712,754 | 726,859 | 180,964 |

Key Insights:

- Compared to last month...
 - We saw an increase (.8%) in followers
 - We saw an increase (41%) in engagement
 - We saw an increase (6894%) in awareness
 - We saw an increase (4%) in impressions
- Compared to last month...
 - We saw a decrease in (79%) reach

"Facebook has made changes to its Meta Reporting tools which has affected how we collected data this month. The percentage of increases/decreases for reach and impressions may be skewed. With access to information from secondary reporting platforms (Agorapulse), we should be able to mitigate these issues in the coming months by establishing a consistent source of analytics."

For October, we saw increases for followers, engagement, awareness and impressions with the highest increase in awareness. This is due to us promoting timely events that resonate with our audience. We did see a decrease in reach however, Facebook has made changes to its Meta Reporting tools which has affected how we collected data this month. The percentage of increases/decreases for reach and impressions may be skewed. With access to information from secondary reporting platforms (Agorapulse), we should be able to mitigate these issues in the coming months by establishing a consistent source of analytics.

Social Media (Organic) - Instagram

YR Numbers Represent 2021-2022 Growth

| | | | | |
|------------|--------------------------------|---------------------|--------------------------|-------------|
| NEW FANS | IMPRESSIONS | ORGANIC REACH | ORGANIC ENGAGEMENT | Video Views |
| +528 | 284,952 | 260,745 | 37,938 | 129,020 |
| <hr/> | | | | |
| TOTAL FANS | TOTAL ORGANIC PAGE IMPRESSIONS | TOTAL ORGANIC REACH | TOTAL ORGANIC ENGAGEMENT | Video Views |
| 27,938 | 2,260,313 | 1,995,302 | 194,232 | 605,083 |

Key Insights:

Compared to last month...

- We saw an increase (1.1%) in followers
- We saw an increase (29%) in impressions
- We saw an increase (85%) in video views
- We saw an increase (31%) in reach
- We saw an increase (22%) in awareness
- We saw an increase (21%) in engagement

"Facebook has made changes to its Meta Reporting tools which has affected how we collected data this month. The percentage of increases/decreases for reach and impressions may be skewed. With access to information from secondary reporting platforms (Agorapulse), we should be able to mitigate these issues in the coming months by establishing a consistent source of analytics."

During the month of October, we saw an increase in all metrics. The highest increase was in videos views due to us having availability to more curated dynamic video content. We also collaborated with @oztrailsnwa to showcase mountain biking in NWA, increasing our overall audience reach. For future months, we would recommend focusing on creating more opportunities for dynamic content and collaborative content.

Social Media (Organic) - Twitter

YR Numbers Represent 2021-2022 Growth

NEW FANS

-2

IMPRESSIONS

11,900

ENGAGEMENT

1,811

TOTAL FANS

5,313

TOTAL ORGANIC PAGE
IMPRESSIONS

126,017

TOTAL ENGAGEMENT

21,597

Key Insights:

- Compared to last month...
 - We saw an increase (18%) in impressions
- Compared to last month...
 - We saw a decrease in (0%) followers
 - We saw a decrease in (44%) engagement

"Facebook has made changes to its Meta Reporting tools which has affected how we collected data this month. The percentage of increases/decreases for reach and impressions may be skewed. With access to information from secondary reporting platforms (Agorapulse), we should be able to mitigate these issues in the coming months by establishing a consistent source of analytics."

During the month of October, we saw an increase in impressions. We also saw decreases on followers and engagement. We can attribute these decreases to recent platform changes that favor dynamic content. The platform recently introduced new video specs which allow for 9x16 videos into their algorithm. This type of content has historically performed well with our audience on other platforms so we plan on promoting this type of content on here. As well as continuing to work with the PR department to post more timely into our mix.

Social Media (Organic) - Facebook Top Posts



Eureka Springs, Arkansas

Oct 19 at 07:00 PM

Are you hungry for... BRAIINNSS?? Lucky for you we're celebrating the 5th year of our ever so popular Zombie Crawl! 🧟

Join us for yet another year of funeral hearses, doomsday vehicles, Halloween floats, and post-mortem street performers, who will lead the hungry horde of the undead down historic Spring Street on Saturday, October 29th at 6 pm.

You don't have to look drop-dead gorgeous. 🧟 ... see more



Organic Reach
144,716

Paid Reach
0

Engaged Users
16,988

Video Views
n/a

Clicks
17,634



Eureka Springs, Arkansas

Oct 5 at 06:00 PM

For over 60 years, The [War Eagle Fair](#) has celebrated artists from across the Ozarks region.

With more than 250 booths of handcrafted products displayed by their creators, the War Eagle Fair takes place along the banks of War Eagle Creek. A beautiful Fall setting of changing leaves makes the perfect weekend getaway experience for you and your family. 🍁

Help us celebrate another year of local craftsmanship. Learn more on their site 🍁 [wareaglefair.com](#)



Organic Reach
111,828

Paid Reach
0

Engaged Users
6,186

Video Views
n/a

Clicks
4,613

Social Media (Organic) - Instagram Top Posts



eurekasprings



Reach
16,935

Engaged Users
1,852

Likes + Saves
1,802

Comments
50

Video Views
10,832



eurekasprings



Reach
13,641

Engaged Users
1,667

Likes + Saves
1,496

Comments
32

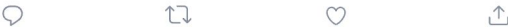
Video Views
14,258

Social Media (Organic) - Twitter Top Posts



Eureka Springs @Eureka_Springs · 11 Oct

Happy #NationalComingOutDay! We're so lucky to be considered a haven for peace, love, and inclusion by so many in the LGBTQIA+ community. We wouldn't have it any other way. 🏳️‍🌈 ✨



Impressions
4,247

Engaged Users
136

Likes
75

Retweets
16

Replies
0



Eureka Springs @Eureka_Springs · 18 Oct

Dear #EurekaSprings,
October looks good on you! 🍂🍁🍂
📧: mercedes76



Impressions
429

Engaged Users
54

Likes
17

Retweets
3

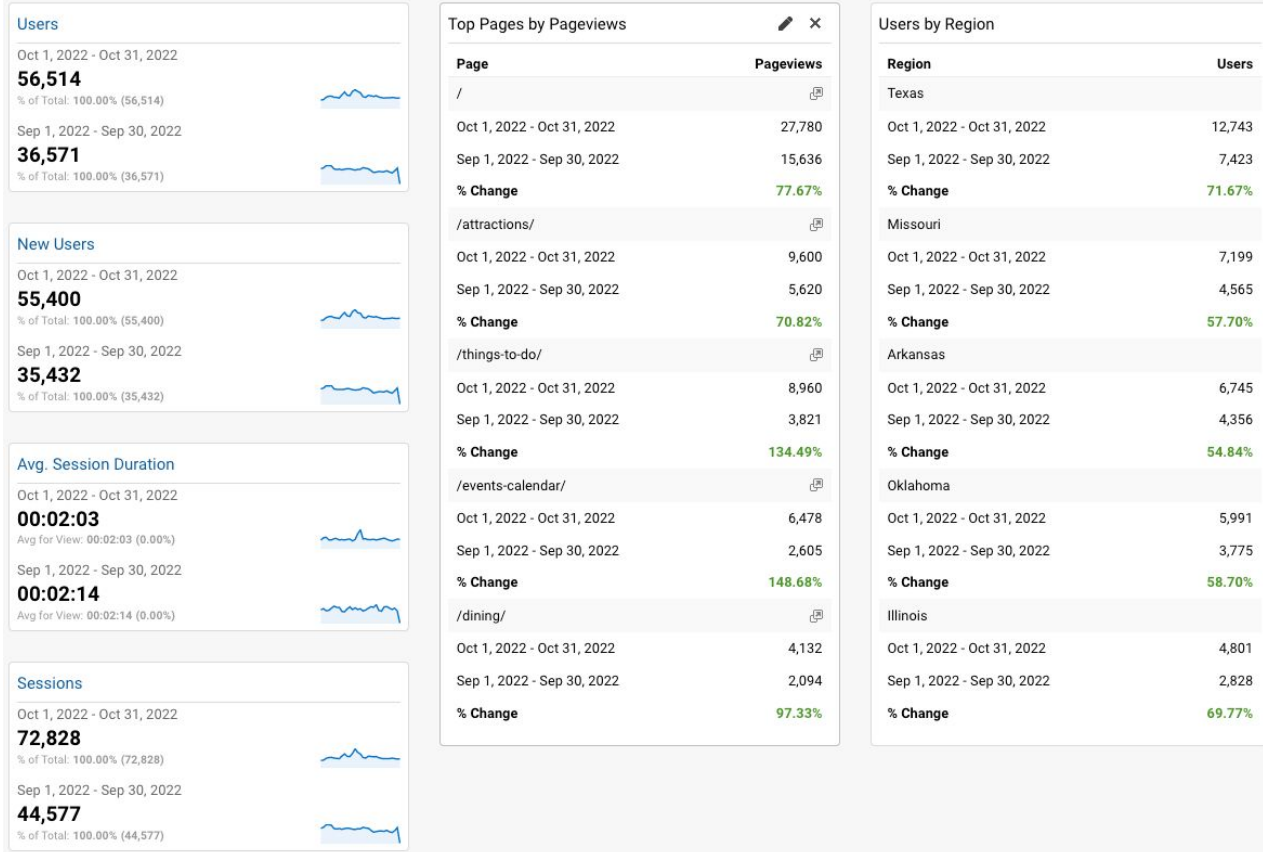
Replies
1



Website Summary

- Facilitated updates on <https://www.eurekasprings.org/holiday/>
- October saw a 54% increase in users over September
- The Home, Attractions, Things To Do and Events Calendar pages continue to be the most visited pages month over month. The Dining page made a return to the top 5 for October.
- Drivers of traffic to the site stayed consistent from the last few months, with Paid Search seeing a slight increase due to resuming a campaign.
- Average session duration remains above 2 minutes (2:03 in October) a sign that visitors are engaging with website content
- The majority of traffic to the website continues to be from new visitors (76% in October) a great sign as the website gets in front of new consumers
- Top states of origin for website visitors in October were as follows (in order) and are reflective of target markets for the current campaigns:
 - Texas
 - Missouri
 - Arkansas
 - Oklahoma
 - Illinois

Website Metrics - October 2022

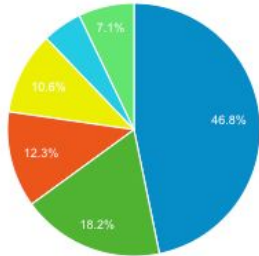


Website Metrics - October 2022

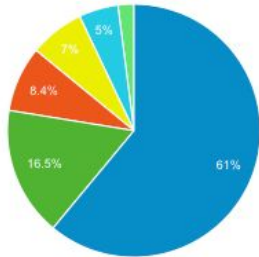
Sessions by Channel

■ Organic Search
 ■ Direct
 ■ Social
 ■ Paid Search
 ■ Referral
 ■ Other

Oct 1, 2022 - Oct 31, 2022



Sep 1, 2022 - Sep 30, 2022



Bounce Rate

Oct 1, 2022 - Oct 31, 2022

61.46%

Avg for View: 61.46% (0.00%)



Sep 1, 2022 - Sep 30, 2022

63.83%

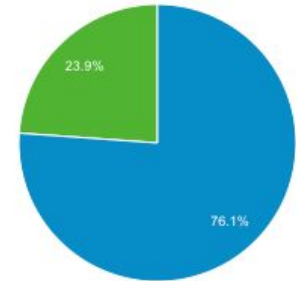
Avg for View: 63.83% (0.00%)



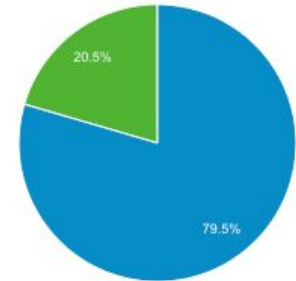
Sessions by User Type

■ New Visitor
 ■ Returning Visitor

Oct 1, 2022 - Oct 31, 2022



Sep 1, 2022 - Sep 30, 2022



Website Metrics - October 2021

My Dashboard

Oct 1, 2021 - Oct 31, 2021

Some data in this report may have been removed when a threshold was applied. [Learn more](#)

+ Add Widget Share Email Export

Customize Dashboard Delete Dashboard

All Users
100.00% Sessions

+ Add Segment

Users

66,868

% of Total: 100.00% (66,868)

New Users

64,536

% of Total: 100.00% (64,536)

Avg. Session Duration

00:02:26

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

Sessions

86,196

% of Total: 100.00% (86,196)

Bounce Rate

56.53%

Avg for View: 56.53% (0.00%)

Top Pages by Pageviews

| Page | Pageviews |
|---|-----------|
| / | 29,999 |
| /attractions/ | 19,271 |
| /things-to-do/ | 13,708 |
| /10-things-to-do-in-eureka-springs-you-dont-want-to-miss/ | 9,684 |
| /lodging/cabins-cottages/ | 6,930 |

Users by Region

| Region | Users |
|----------|--------|
| Arkansas | 12,305 |
| Texas | 12,259 |
| Missouri | 10,488 |
| Oklahoma | 8,565 |
| Kansas | 4,752 |

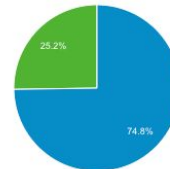
Pages / Session

3.09

Avg for View: 3.09 (0.00%)

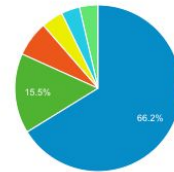
Sessions by User Type

New Visitor Returning Visitor



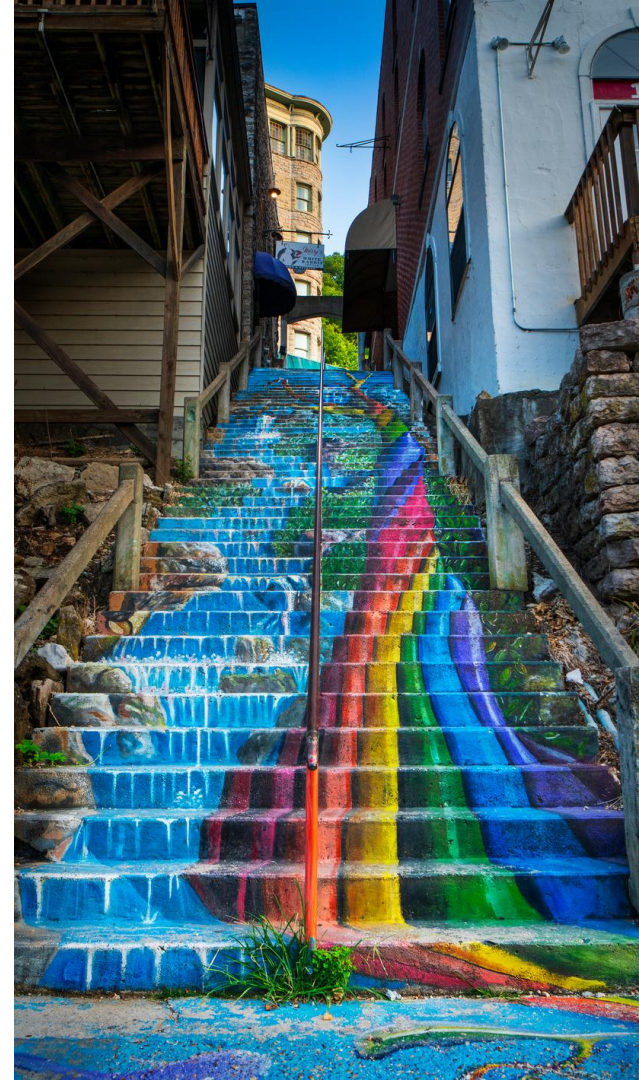
Sessions by Channel

Organic Search Direct Social Paid Search Display Other



Content Updates & Recommendations

- Three influencer partnerships are launching Nov/Dec
 - Fall foliage [@thejeffrose](#)
 - Jeff's first reel went live 11/14 and garnered 1,850 likes in 17 hours.
 - Outdoors: [@jessrosshikes](#)
 - Shopping/holiday events: [@ArkieTravels](#)
- The latest brand shoot is occurring November 28-30 and will feature 10 + businesses
- The co-op photography program is launching November 16, including a RFP for photographers and the stakeholder/business application





Partner Value Program

Updates:

- Continued developing the partner survey results recap
- Continued to gather preliminary insights and recommendations based on the results of the partner survey

Upcoming:

- Agency to finalize survey findings, key takeaways and develop actionable recommendations and present 11/21

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 Development:** Website build meeting in mid-November
- **Intelligence & Data:** Continued planning and implementation for the Zartico intelligence platform launch
- **Partner Program:** Kristen to hold in-market meetings November 28-December 1 and in January. Partner Program presentation to be made at the January CAPC meeting.





THANK YOU

PARADISE | 2022