

A scenic landscape featuring a calm lake in the foreground, densely covered with lily pads. In the middle ground, a small wooden canoe with two people inside is positioned on the water. The background is dominated by a large, forested hill with trees in various shades of green and yellow, suggesting an autumn setting. The sky is filled with soft, white clouds, and the overall lighting is warm and natural.

# Eureka Springs

Monthly Report | September 2022

PARADISE | 2022





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



# Visitor Insights







## Visitor Insights

- **Visitor volume continued trending down YOY** compared to September 2021. This is in line with expected normalization from high 2021 numbers due to pent up demand.
- Even with a slight decline in volume, **visitor spend remained consistent with 2021.**
- **Little Rock, AR led the top ten DMAs in terms of overall spend.** The Tulsa, OK DMA was #3 in overall spend replacing Shreveport from August.
- **The Fort-Smith-Fayetteville, AR DMA generated the most overnight visitors this month,** and were the most likely to stay overnight.
- **65.7% of observed visitors stayed overnight and 79% came from out of state.**

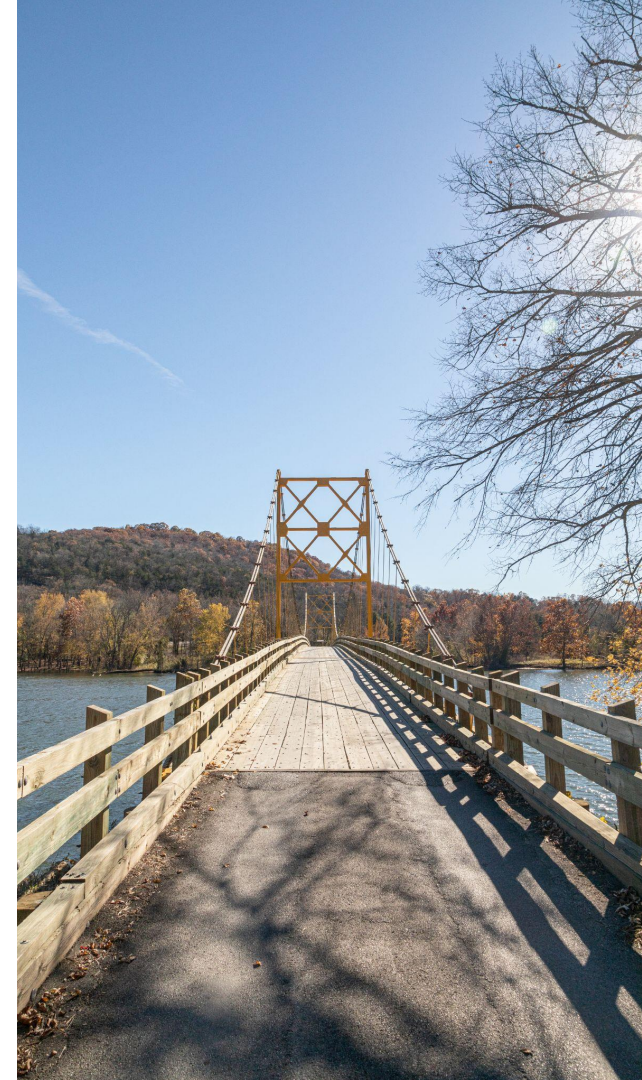


# Sales Tax Collections By Month

'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

'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

**Note:** As of August of 2022, there is a 10% increase in sales tax remittance YoY





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

- Monitored and optimized the Local/Regional media campaign
- Launched Summer/Fall media campaign
- Facilitated asset creation and coordinated launch of Summer/Fall media campaign
- Finalized media buys for the supplemental media budget
- Finalized contract addendum for supplemental media budget
- Ongoing efforts around the new website; set to launch in 2023
- Ongoing launch efforts around the Zartico intelligence platform
- Ongoing support around the 2022 Folk Festival
- Continued photoshoot and influencer campaign planning for remaining FY creative budget
- Created Outdoor Tourism Deck
- Met with CAPC staff to continue on-going marketing development
- Provided ongoing web maintenance support for CAPC staff
- Facilitated hosting upgrade for website

*Continued on next page...*



# 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
- 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
- Pitched Fall travel, outdoor activities, Fall foliage, Halloween destination, Folk Festival
- Responded to media queries for hotels & regions hosting Fall events, railroad routes across America for a scenic Fall foliage train trip
- Liaised with Cassandra Martucci (Trips to Discover), Dennis Heinze (AAA Missouri), Kellie Benz (Southern Travel + Lifestyle)
- 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 Fall travel, Halloween, Fall foliage, outdoor adventure
- Included in Fall destination round-up
- Participated in bi-weekly social media and PR calls



# Public Relations - Metrics

(Source: Muck Rack)

## September 2022 Publicity

- Estimated Impressions: 1,439,953,790
- Estimated Media Value: \$13,319,572.56

## January 2022 - September 2022 Publicity

- Estimated Impressions: 3,993,550,663
- Estimated Media Value: \$37,182,863.45

## ONLY IN YOUR STATE

18 Epic Train Rides In The U.S. That Will Give You An Unforgettable Experience



4 spooky destinations in America that you've likely never heard of



## Fodor's Travel

The 12 Most Hauntingly Beautiful Cities in the US



# BESTLIFE

The 10 Prettiest Small Towns in the U.S.



PEOPLE SAVING PLACES

## preservation

The magazine of the National Trust for Historic Preservation

Nine Historic Places to Leaf Peep This Fall







## Paid Media - Summary


The **Summer/Fall** Campaign continued its momentum with a 0.19% CTR. Native had the most impressions to help support its strong performance. There was a short pause on all media at the end of the month due to web load issues which are now resolved but impacted September media.

- **Display:** The average click through rate (CTR) for September was 0.06% (*slightly below the industry benchmark of .08%*)
  - Top performing media partners:
    - MobileFuse: CTR at 0.09%
    - Expedia: CTR at 0.06%
- **Native:** The average click through rate (CTR) for September was 0.47% (*above the industry benchmark of 0.25%*)
  - Top performing media partners:
    - Expedia CTR at 0.32%
    - MobileFuse: CTR at 0.59%
- **Video:** For video placements, there was a 97% video completion rate (VCR) (*above the industry benchmark of 70%*)
  - Top performing media partners:
    - MobileFuse: VCR at 97%



# 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
- **Expedia** (8/26 - 10/30)
  - 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 Roadtrippers
- **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 



# Paid Media - Print Summary

- **Fun Guide**
  - September Issue
  - Targeting locals and travelers
  - Impressions: 8K estimated per issue
- **CitiScapes**
  - September Issue
  - Targeting a greater NWA audience
  - Impressions: 50K estimated per issue





# 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.

- **Audio:**
  - Impressions: 139,736
  - CTR: .04%
- **Podcast:**
  - Impressions: 4,723
  - CTR: .21%



# Paid Media (Google Paid Search) - Summary

In the month of September, the **Always On** campaign continued its flights with the objective of driving Traffic. The campaign was paused by the 21st and for the rest of the month for website maintenance which is why there was a decrease in traffic.

The **Regional** campaign is scheduled to resume at the end of October.

## Always On Results:

- Impressions: 39,771
  - *53% decrease over August*
- Total Clicks: 4,309
  - *46% decrease over August*
- Avg. CTR: 10.83%
  - *16.36% increase over August*
- Avg. CPC: \$0.60
  - *24% increase over August*

## Top Performing Always On Creative:

Things to do in Eureka Springs | Eureka Springs Arkansas | Curious, Indeed  
[www.eurekasprings.org](http://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 September, the **Always On** campaign continued running with the objective of driving Awareness/Engagement. A campaign creative refresh was implemented mid-month.

There was an increase for CTR and slight decreases for the remaining metrics.

## Results:

- Impressions: 1,254,747
  - 5% decrease over August
- Post Engagement: 446,303
  - 9% decrease over August
- Clicks: 3,642
  - 11% decrease over August
- CTR: 1.48%
  - 2% increase over August
  - \*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

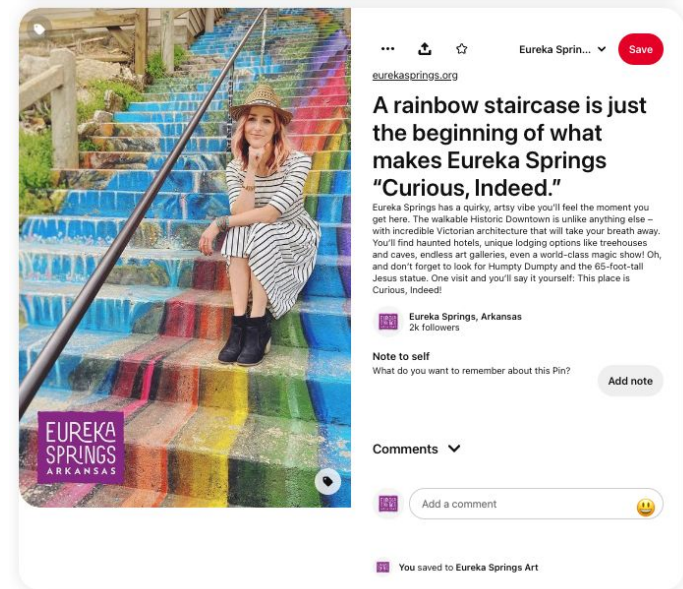
In September, the **Always On** campaign continued running with the focus of driving traffic to the site.

A creative refresh was implemented mid-month and the team will continue to look for optimization opportunities.

## Results:

- Impressions: 129,236
  - 44% decrease over August
- Clicks: 1,388
  - 44% decrease over August
- CTR: 1.07%
  - 1% increase over August
  - \*0.30% CTR = benchmark

## Top Performing Always On Creative:







## Social Media (Organic) - Summary

- For September, 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 October 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
+1,100	4,492,176	2,635,228	117,585	2,408
<hr/>				
TOTAL FANS	TOTAL ORGANIC PAGE IMPRESSIONS	TOTAL ORGANIC REACH	TOTAL ORGANIC ENGAGEMENT	AWARENESS
105,000	17,743,312	10,161,067	560,632	12,539

## Key Insights:

- Compared to last month...
  - We saw an increase (11%) in followers
  - We saw an increase (125%) in engagement
  - We saw an increase (582%) in awareness
  - We saw an increase (268%) in impressions
  - We saw an increase (282%) in reach
- For September, we saw increases for all metrics. This is due to the incorporation of partner promotion, dynamic content and event focused content. With so many exciting events coming up within the destination, we saw an increased interest in postings that were dedicated to event promotion. We would recommend the continued usage of dynamic content and continuing to promote events.



# Social Media (Organic) - Instagram

YR Numbers Represent 2021-2022 Growth

NEW FANS	IMPRESSIONS	ORGANIC REACH	ORGANIC ENGAGEMENT	Video Views
+473	221,073	198,751	7,145	69,546
<hr/>				
TOTAL FANS	TOTAL ORGANIC PAGE IMPRESSIONS	TOTAL ORGANIC REACH	TOTAL ORGANIC ENGAGEMENT	Video Views
27,647	1,975,361	1,734,557	132,201	476,063

## Key Insights:

Compared to last month...

- We saw an increase (.7%) in followers
- Compared to last month...
  - We saw a decrease in (25%) impressions
  - We saw a decrease in (44%) video views
  - We saw a decrease in (.7%) reach
  - We saw a decrease in (29%) awareness
  - We saw a decrease in (62%) engagement
- During the month of September, we saw an increase in followers. We saw a decrease in impressions, video views, reach, awareness and engagement. Due to the decrease amount being similar for engagement and video views, we believe that the influencer content that was shared previously swayed these metrics.
- We would recommend continuing to utilize dynamic content but ensuring that we have a good mix of curated, created and collaborative content.

# Social Media (Organic) - Twitter

YR Numbers Represent 2021-2022 Growth

NEW FANS

+1

IMPRESSIONS

10,100

ENGAGEMENT

3,213

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TOTAL FANS

5,315

TOTAL ORGANIC PAGE  
IMPRESSIONS

114,117

TOTAL ENGAGEMENT

19,786

## Key Insights:

- Compared to last month...
  - We saw an increase (0%) in followers
  - We saw an increase (2%) in impressions
- Compared to last month...
  - We saw a decrease in (5%) engagement
- During the month of September, we saw increases in followers and impressions. This is due to the continued placement of platform optimized content. There was a small decrease in engagement, however keeping in mind how the platform is used, we believe this is due to amount of timely content. For the upcoming months, we will continue to work with PR and digital team to incorporate more time sensitive articles and news topics surrounding the destination. We will also work on the copy that will get our audience more engaged on this platform..



# Social Media (Organic) - Facebook Top Posts



Eureka Springs, Arkansas

Sep 9 at 05:00 PM

Eureka Springs is home to magical myths, underground secrets, haunted hotels, historic streets and more. This October, it will also be home to....the DEAD. 🧟

Saturday, October 29th, The Zombie Crawl will return to Eureka Springs! Bring your best costume, fake blood, zombie makeup and... BRAIIIIINNNSSS 🧟

Learn more 🗑️ <https://bit.ly/3QZL8PV> ... see more



**Organic Reach**  
25924

**Paid Reach**  
0

**Engaged Users**  
11172

**Video Views**  
n/a

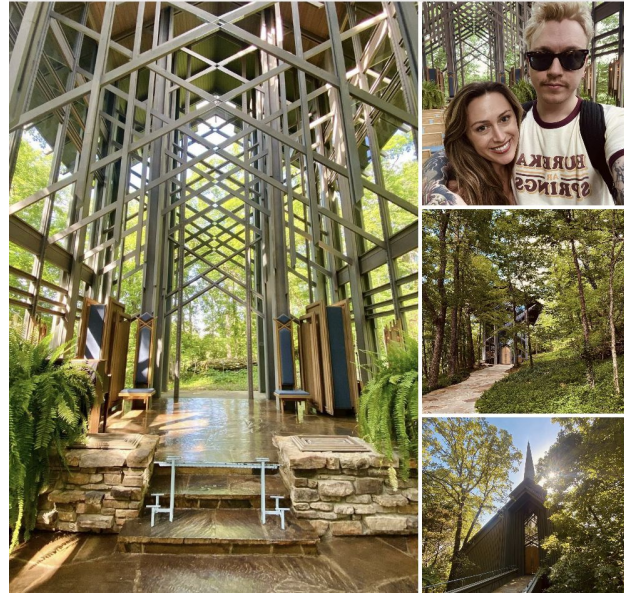
**Clicks**  
8997



Eureka Springs, Arkansas

Sep 12 at 07:00 PM

[Thornecrown Chapel](#) is the best definition of a hidden gem! 🍷  
👤:jordecai



**Organic Reach**  
47734


**Paid Reach**  
0

**Engaged Users**  
5481

**Video Views**  
n/a

**Clicks**  
4728

# Social Media (Organic) - Instagram Top Posts



**eurekasprings** · Follow  
Kate Bush · Running Up That Hill (A Deal With God)

**eurekasprings** Oh, to be a bird flying over our Historic Downtown. ✨

Loved this view from @stl\_from\_above! Thank you for sharing! 📸

"If you haven't been to Eureka Springs, it should definitely be on your list of places to visit. It's such a unique town nestled in the hills of northwest Arkansas. Lots of eclectic shops, lakes and rivers nearby, hiking trails and beautiful views of the Ozark Mountains. I love this place and always make time to go when we're at Table Rock Lake."

1w

1,695 likes  
7 DAYS AGO

**Reach**  
15093

**Engaged Users**  
1910

**Likes + Saves**  
1593

**Comments**  
26

**Video Views**  
14998



**eurekasprings** · Follow  
Novo Amor · From Gold

**eurekasprings** Fall in Eureka Springs is pure gold 🍂. Soon, the leaves will be changing and the air will have a slight nip. 🍁 Happy #FirstDayofFall!

2w

**mrs\_kmtaylor** See you this weekend!  
1w · 2 likes · Reply

— View replies (1)

**coffebreakkaty** ❤️ Eureka Springs is pure joy. Medicine to my soul and music to my ears. 🎵

1w · 1 like · Reply

575 likes  
SEPTEMBER 22

Add a comment... Post

**Reach**  
8306

**Engaged Users**  
706

**Likes + Saves**  
562

**Comments**  
19

**Video Views**  
8510



# Social Media (Organic) - Twitter Top Posts



**Eureka Springs** @Eureka\_Springs · 22 hours ago

Hey Eureka! Ready for a Spooktacular October? 🎃👻🌟  
For those of you who are new around here, the month of October is prime time to be in Eureka Springs. From the zombie crawl to ghost tours and everything in between, this town is hauntingly enjoyable.

📷: 1/6



**Impressions**  
631

**Engaged Users**  
25

**Likes**  
13

**Retweets**  
2

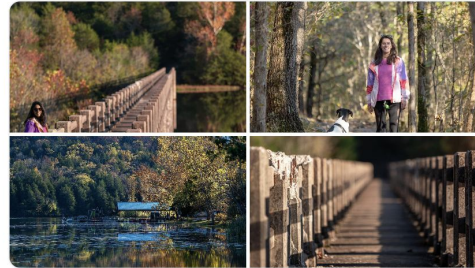
**Replies**  
1



**Eureka Springs** @Eureka\_Springs · 06 Sep

There's no better feeling than a great hike. While we may love the outdoors, it's important that we don't love our trails to death.

Anytime you are spending time hiking, biking, camping, swimming, etc--make sure to remember The Seven Principles of Leave No Trace: 📖



**Impressions**  
772

**Engaged Users**  
42

**Likes**  
13

**Retweets**  
3

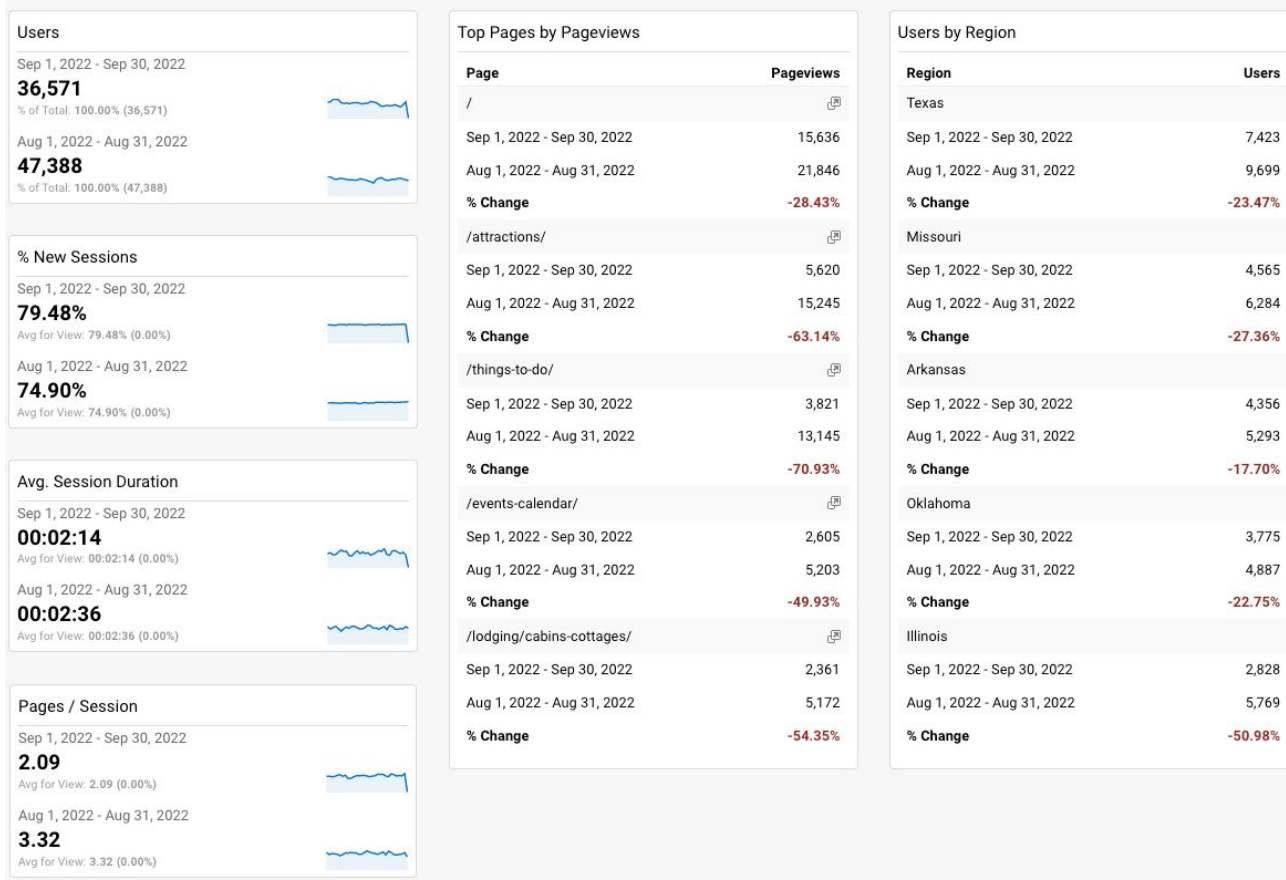
**Replies**  
1



## Website Summary

- September saw a 22.8% decrease in users over August. This is attributed to the media campaign pause for 10 days due to load speed issues.
- The Home, Attractions, and Things To Do and Events Calendar pages continue to be the most visited pages month over month. The Cabins & Cottages page made an appearance in August and stayed in the Top 5 for September.
- Drivers of traffic to the site stayed consistent from the last few months, with Paid Search seeing a slight decrease due to the campaign pause.
- Average session duration remains above 2 minutes (2:14 in September) a sign that visitors are engaging with website content
- The majority of traffic to the website continues to be from new visitors (98% in September) a great sign as the website gets in front of new consumers
- Top states of origin for website visitors in September 2022 were as follows (in order) and are reflective of target markets for the current campaigns:
  - Texas
  - Missouri
  - Arkansas
  - Oklahoma
  - Illinois

# Website Metrics - September 2022



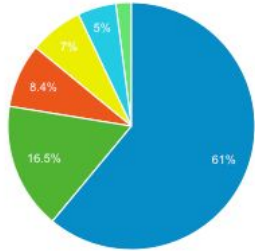


# Website Metrics - September 2022

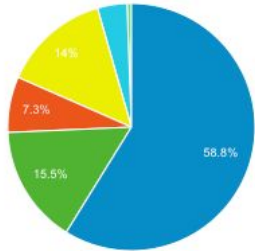
## Sessions by Channel

Organic Search Direct Social  
Paid Search Referral Other

Sep 1, 2022 - Sep 30, 2022



Aug 1, 2022 - Aug 31, 2022



## Bounce Rate

Sep 1, 2022 - Sep 30, 2022

**63.83%**

Avg for View: 63.83% (0.00%)



Aug 1, 2022 - Aug 31, 2022

**55.10%**

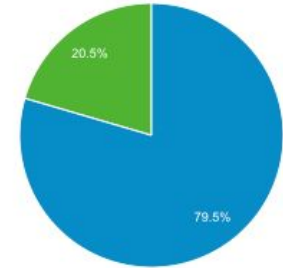
Avg for View: 55.10% (0.00%)



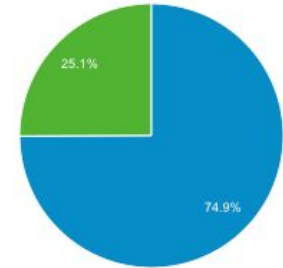
## Sessions by User Type

New Visitor Returning Visitor

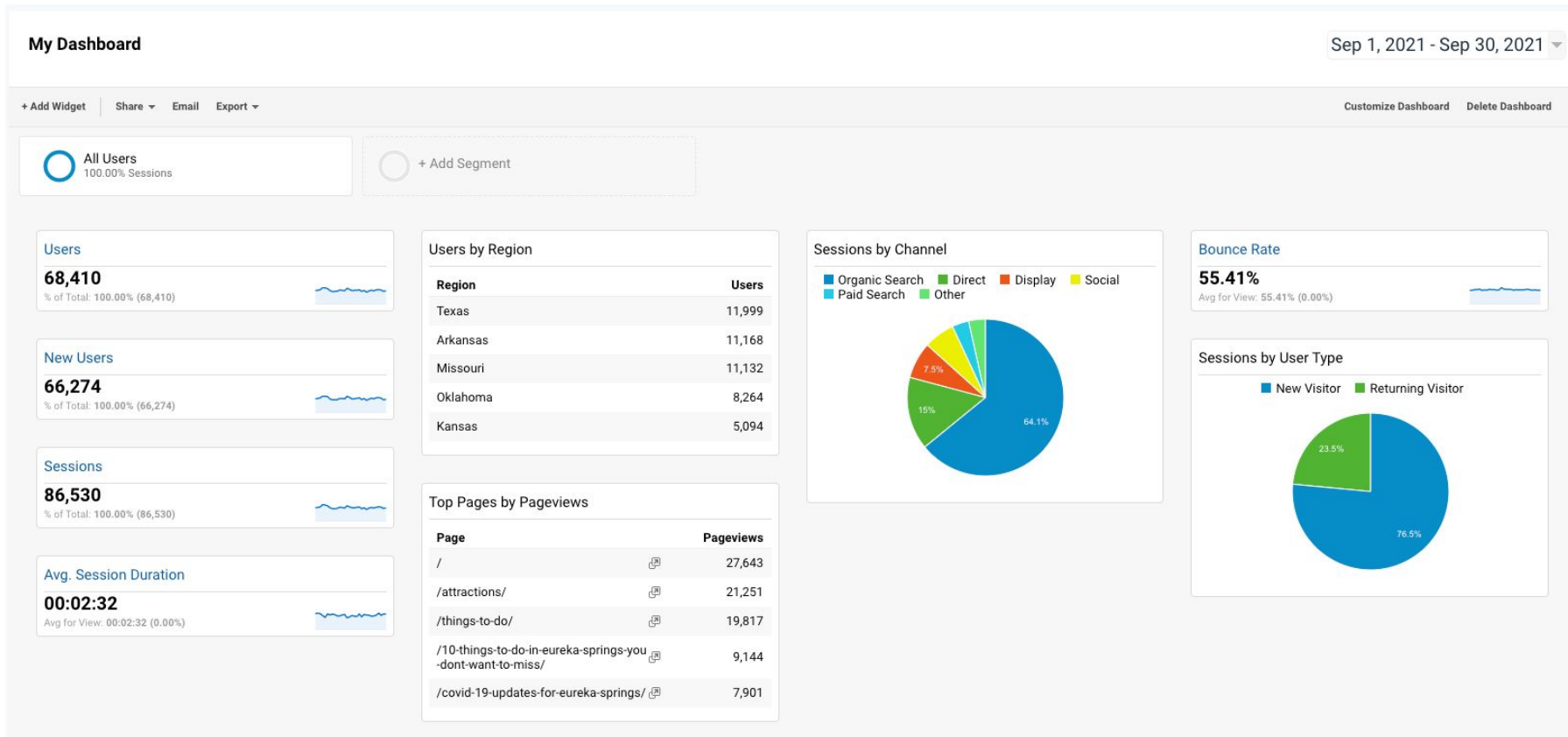
Sep 1, 2022 - Sep 30, 2022



Aug 1, 2022 - Aug 31, 2022

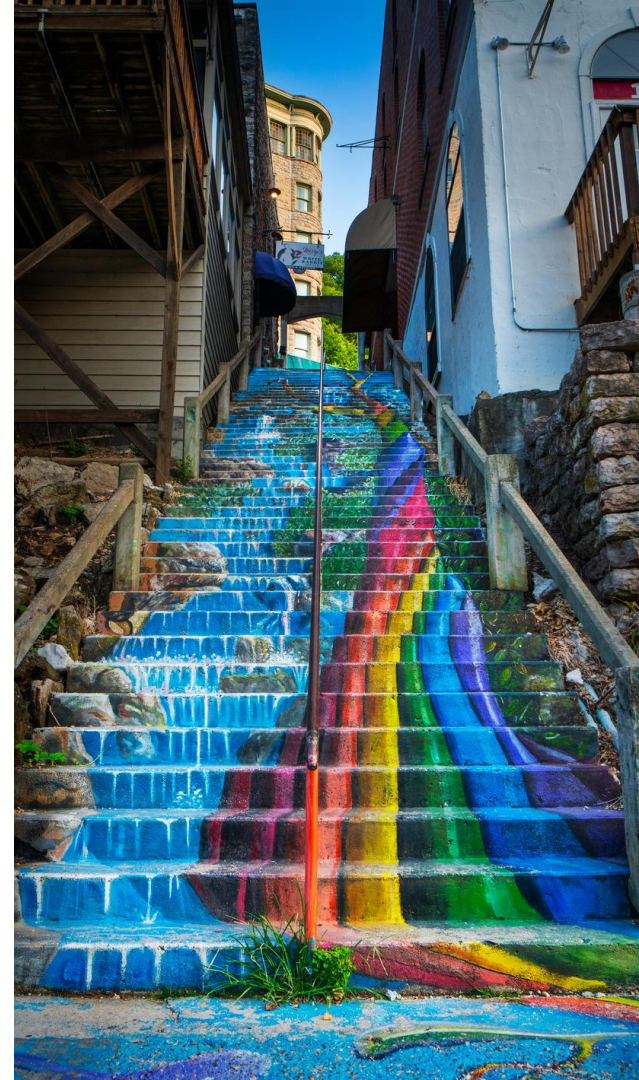


# Website Metrics - September 2021



# Content Updates & Recommendations

- Agency is conducting a content audit and building a migration plan, in alignment with the new website build.
  - The goal of this is to ensure all brand pillars have adequate coverage
  - A way to supplement the existing content will also be identified to ensure a holistic strategy through all channels
- Several prospective influencer partnerships are being vetted for content partnerships. These influencers are geared to drive regional visitation to Eureka Springs and will cover a variety of topics, including:
  - Fall foliage/outdoors: [@thejeffrose](#), [@jessrosshikes](#)
  - Shopping/holiday events: [@ArkieTravels](#)







# Partner Value Program

## Updates:

- Began to develop 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

A photograph of a live music performance in a bar. In the foreground, the backs of several audience members are visible, including a woman with long brown hair and a green backpack, and a man in a blue and white checkered shirt. In the background, a band is performing on a stage. One musician is playing a trumpet, another is playing a guitar, and a third is playing a saxophone. An American flag is hanging on the wall behind the stage. The scene is lit with warm, ambient lighting.

# Next Steps



# Looking Ahead - Planning Timeline

- **Presentations:** QR Code Creative Presentation in mid-October
- **Content:** In pre-production phase for a Fall foliage influencer and LGBTQ brand photo shoot
- **Website Development:** New website to launch in 2023
- **Intelligence & Data:** Continued planning and implementation for the Zartico intelligence platform launch
- **Partner Program:** Actionable recommendations forthcoming







THANK YOU

PARADISE | 2022