

EUREKA SPRINGS CAPC / FEB. 26, 2020

# 2020 MARKETING INITIATIVES

PARADISE | 2020

# Initiatives

## Paradise Advertising & Marketing

- Annual Advertising Media Strategy (excludes event, local/regional marketing)
- Destination Brand Evolution (positioning, identity, logo, etc.)
- New Brand Campaign Creative Concept
- Website Review & Recommendations

## Right Minds

- Creative Assets to Supplement Paid Campaign & Other CAPC Initiatives

# MEDIA STRATEGY

## TARGET

- Promote visitation during key time periods across the **key target markets**, utilizing a media mix that will reach each audience efficiently

## CONQUEST

- Grow awareness to the destination by placing compelling creative in front of the right audiences **when they are considering other competitive destinations.**

## INSPIRE

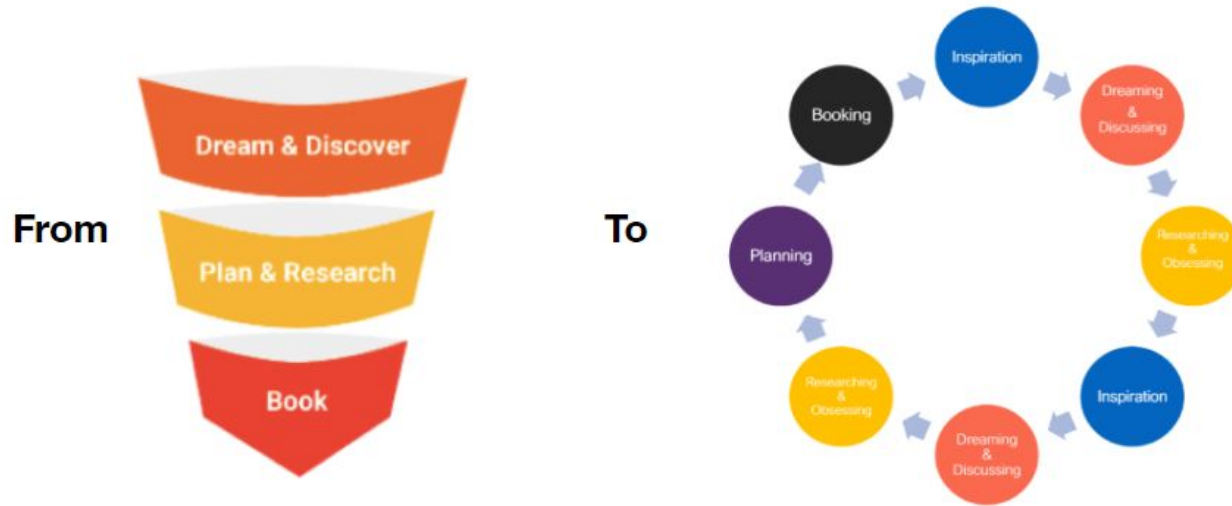
- More focused effort to reach consumer **during the early part of the planning** process and **inspire** them to visit

## CONSISTENCY

- Employ an “always on” strategy for paid search and social media to provide **solid base to support all campaigns**



## THE EVOLVING CUSTOMER JOURNEY





# MEDIA STRATEGY

## MOMENTS THAT MATTER



I-want-to-get-away  
moments

(dreaming moments)



Time-to-make-a-plan  
moments

(planning moments)



Let's-book-it  
moments

(booking moments)

## MEDIA KPIs

- Awareness (dreaming/inspiration)
- Website Visitation
- Click Through Rate
- Engagement Metrics for Paid Social
  - Engagement metrics include likes, comments, shares, saves

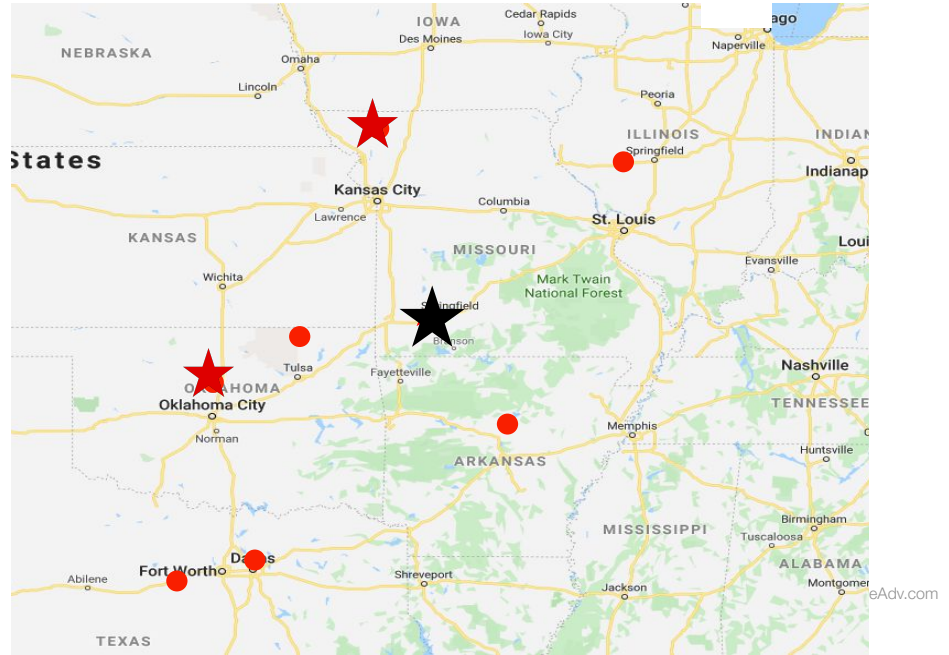


# MEDIA PLAN OVERVIEW - MARKETS

## TARGET MARKETS

Target markets were chosen based on our research culled from TripAdvisor, Expedia, Google Analytics and visitation data, and are recommended as they have the most potential for longer stays, repeat visitation, and more spend in-market. Those markets are:

- Dallas/Ft. Worth
- Kansas City
- Oklahoma City
- Tulsa
- St. Louis
- Little Rock



# MEDIA PLAN OVERVIEW - TARGETING

## TARGET DEMOGRAPHIC

Primary target: Adults 25-64 with HHI \$75K+

Specialty targets:

- Millennials (Adults 25-40)
- Seniors
- Weddings

## INTEREST TARGETING

- Food/Culinary
- Shopping
- Nature/Outdoor
- Soft Adventure



# MEDIA PLAN OVERVIEW - COMPETITIVE DESTINATIONS

## COMP SET:

- Hot Springs
- Bentonville/Rogers
- Fayetteville
- Little Rock
- Branson
- Memphis

### Other Destinations Viewed



### Other Destinations Viewed - Out of State





## CAMPAIGN DATES

With consideration to the seasonality of the destination, best times to visit, and opportunity to drive quality visitors, as well as the average 30-45 day booking window we see for Eureka Springs, we recommend the following campaign dates:

### Spring/Summer Campaign:

- In-Market: 2/24-6/28 (18 weeks)
- To Impact: March through August

### Fall Campaign:

- In-Market: 9/14-11/8 (8 weeks)
- To Impact: October through mid-December

# MEDIA TACTICS

- With a strong focus on conquest targeting, we are utilizing that tactic wherever possible, reaching people currently in-market for travel, with our key media partner's valuable first-party data
- Always-on paid search and paid social elements as a base to the digital plan
- Leverage Arkansas Tourism's co-op programs that align with our target audiences
- Create a strong presence in key target markets with a synergistic traditional media mix
- Establish a stronger presence with destination weddings in the most important online touchpoints brides use for planning



# DIGITAL MEDIA PLAN



FY 2020

# EVERGREEN / ALWAYS ON







## Google Ads

**Always-on paid search campaign** with strategic keywords to allow ideal prospects to be targeted at the exact moment they are looking for what your destination has to offer.

Our Paid Search Campaign Manager will execute and optimize your campaign throughout the year.

- Google Ads is one of the most measurable online channels
- Hyper-targeting to audiences you most want to reach
- Targeted and qualified traffic leads to higher conversion rates than organic traffic
- Complements other marketing channels
- Creative Unit: Keywords and Copy
- Dates: 2/24-11/29



# FACEBOOK/INSTAGRAM

Social media marketing continues to be an important part of any integrated marketing plan, with more and more users spending time on mobile devices, and video content being an effective way for destinations to showcase their brand.

Facebook & Instagram In-Feed Social Posts intensify the likelihood that your destination will be shared with a friend. As consumers engage with your brand, an indirect relationship is being formed. The more engaged your audience is, the more likely they are to convert.

## **Your campaign will:**

- Promoting awareness and traffic to site
  - Target broad audience and niches such as culinary, mountain biking, shopping, and outdoors
  - Retarget those who engage or watch a portion of videos, leverage look-a-like audiences, and optimizing to content with most engagement.
- 
- Creative Unit: Images, Video Content as needed
  - Dates: 2/24-11/29

**facebook** Ads

A photograph of a stone building with a red tiled roof and a circular window. A stone walkway leads towards a small stone tower in the background. The scene is set in a lush, green environment under a blue sky with scattered clouds.

FY 2020

# DIGITAL CAMPAIGN - SPRING

# ADARA

ADARA offers people-based insights for travel companies and destinations. With their direct relationships with over 200 major travel brand, Adara reaches relevant audiences with proprietary travel data as they are in-market for travel.



## Targeting:

- Reach consumers in geos showing travel behavior intent/interest in competitive destinations
- Reach those looking at flights into area airports for stays longer than 3 nights

**Tactics:** Includes smart retargeting, prospect targeting, and contextual targeting. Video, native and display.

**Also to include at no cost Impact Snapshot showing spend in-market generated from campaign.**

- **Creative Unit:** :15/:30 video, IAB standard banners, and native assets
- **Dates:** 2/24-6/28
- **Estimated Impressions:** 3,078,835

# TRIPADVISOR

TripAdvisor is the world's largest travel site, where users are looking for inspiration on where to travel.



- Key strategy & tactic for TripAdvisor is conquest targeting, **reaching travel intenders when they are considering other destinations.**
- Targeting to Foodie and Outdoor TA segments
- Leveraging TripAdvisor Rove, reaching people visiting TripAdvisor and looking at your content or competitors', and then **retargeting** them wherever they are on the web
- Tactics:
- Using a combination of display and native units.
  
- **Creative Unit:** 300x250, 300x600, 728x90, 320x50, Native elements
  
- **Dates:** 2/24-6/28
  
- **Impressions:** 937,500




# ARKANSAS TOURISM MONTHLY E-NEWSLETTER



- Reaching engaged travelers interested in all there is to see and do in Arkansas
- Monthly e-newsletter to 137,000 opt-in subscribers
- Guaranteed Top Row Placement
- Clicks are driven directly to your site
- E-newsletter has an average open rate of 14.6%
- Your participated in 2018 (July, Aug and Sept) and there was a higher than average open rate of 18%, with 1,374 users clicking to your site from the 3 emails.
- **March materials due 3/5**
- **Creative Unit:** Image and copy
- **Dates:** 4/7, 5/12, 6/9
- **Impressions:** 411,000





FY 2020

# DIGITAL CAMPAIGN – FALL

# ADARA

ADARA offers people-based insights for travel companies and destinations. With their direct relationships with over 200 major travel brands, Adara reaches relevant audiences with proprietary travel data as they are in-market for travel.



## Targeting:

- Reach consumers in geos showing travel behavior intent/interest in competitive destinations
- Reach those looking at flights into area airports for stays longer than 3 nights

Tactics: Video, native and display.

Also to include at no-cost Impact Snapshot showing spend in-market.

- Creative Unit: :15/:30 video, IAB standard banners, and native assets
- Dates: 9/14-11/8
- Estimated Impressions: 3,078,835

# TRIPADVISOR

Key strategy & tactic for TripAdvisor is conquest targeting, **reaching travel intenders when they are considering other destinations**



- Targeting to Foodie and Outdoor TA segments
- TripAdvisor Rove retargeting
- Using a combination of display and native units
- Creative Unit: 300x250, 300x600, 728x90, 320x50, Native elements
- Dates: 2/24-6/28
- Estimated Impressions: 937,500

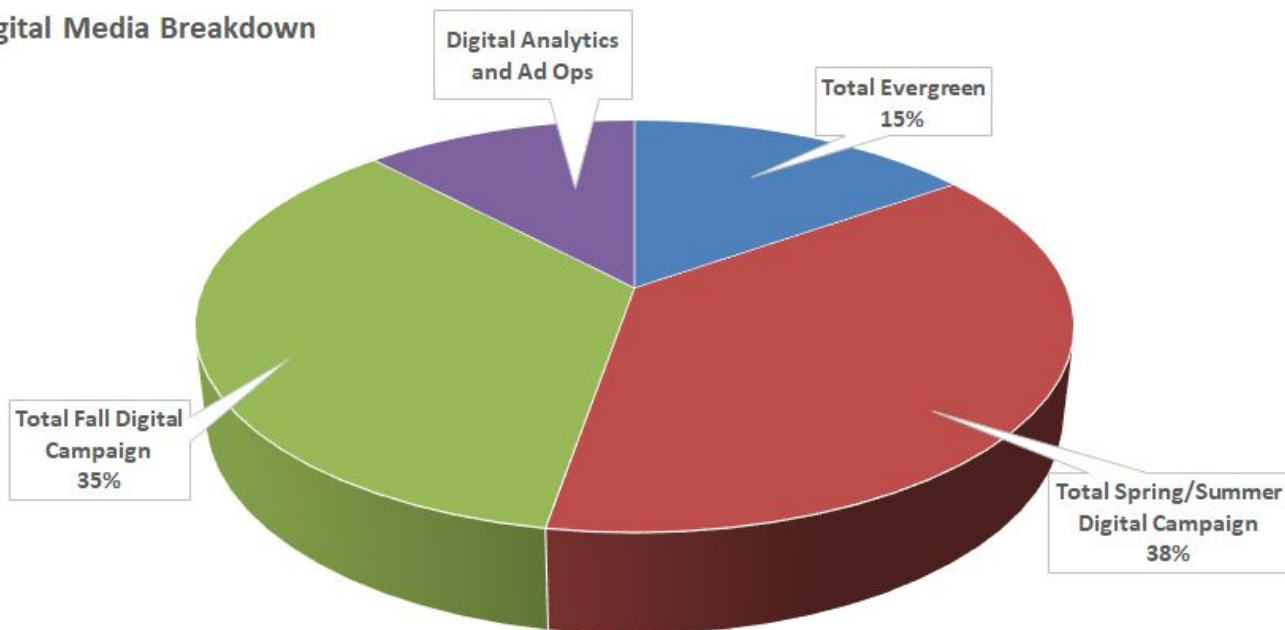
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- Your participated in 2018 (July, Aug and Sept) and there was a higher than average open rate of 18%, with 1,374 users clicking to your site from the 3 emails.
- **Creative Unit:** Image and copy
- **Dates:** 10/13
- **Impressions:** 137,000

# DIGITAL MEDIA BREAKDOWN

Digital Media Breakdown



■ Total Evergreen ■ Total Spring/Summer Digital Campaign ■ Total Fall Digital Campaign ■ Digital Analytics and Ad Ops





# TRADITIONAL MEDIA PLANNING



BROADCAST/STREAMING



# TRADITIONAL MEDIA STRATEGY AND TACTICS

**Today's "traditional media" wasn't traditional less than a decade ago.**

The average American subscribes to 3+ subscription services. In 2019 streaming surpassed cable, with 613 million subscribers.

Spotify has about 65M users, and is expected to overtake Pandora sometime in 2020.

With that in mind, to best reach our millennial target, we will employ a combination of Hulu and Spotify running concurrent with the Spring and Fall campaigns.

We also believe a strong traditional media strategy is rooted in synergy, with media working together to surround the target customer as they go about their day.

We are recommending creating a "takeover" into 2 key markets, Kansas City and Oklahoma City.

Spring: Kansas City

Fall: Oklahoma City

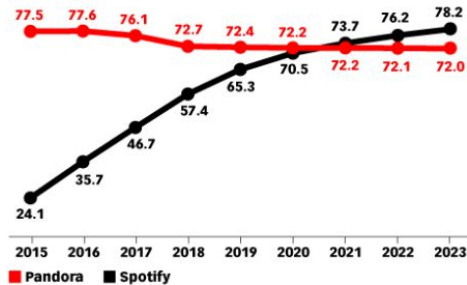
Additionally, we will leverage print coop programs with Arkansas Tourism targeting our core audiences.

# SPOTIFY



- Media Type: Streaming Audio
- Targeted to Millennials 25-40 with travel, podcast listening and health/lifestyle interests.
- Creative Unit: :15 and :30 audio spots
- Spring: 2/24-3/15, 3/30-4/19
- Fall: 9/14-10/25
- Estimated Impressions: 405,000

**US Pandora vs. Spotify Audio Listeners, 2015-2023**  
millions



Note: internet users of any age who listen to Pandora or Spotify on any device at least once per month  
Source: eMarketer, March 2019

245985

www.eMarketer.com

The Hulu logo is displayed in a bright green, lowercase, sans-serif font. The letters are bold and rounded, with the 'h' and 'u' having a distinctive shape.

- **Media Type: Streaming Video**
- **Targeted to Millennials A25-40 with HHI \$75K+, Foodies, Outdoors/Nature and Shopping.**
- **Creative Unit: 15 and :30 TV spot**
- **Spring: 2/24-3/15, 3/30-4/19**
- **Fall: 9/14-10/25**
- **Impressions: 526,316**



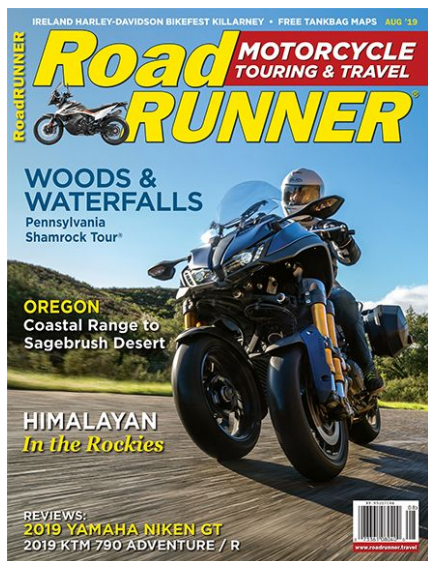
VISIT ARKANSAS CO-OP PRINT





# ROADRUNNER

## RoadRUNNER MOTORCYCLE TOURING & TRAVEL®



- Media Type: Co-op Print
- National publication for upscale motorcycle touring & travel enthusiasts
- Creative Unit: Half-page 4C
  - Horizontal, non bleed 7.28" x 4.59"
- March Issue
  - On-sale: 3/5
  - Materials: 1/22
  - Space: 1/15
- Circulation: 85,000

Note: All photos of persons riding bikes must have helmets.

PARADISE

ParadiseAdv.com

# BIKE

M A G



- **Media Type: Co-op Print**
- **Publication for the avid mountain bike rider.**
- **Creative Unit: Half-page 4C**
  - **Non bleed 8" x 4.8125"**
- **September Issue**
  - **On-sale: 9/11**
  - **Materials: 7/25**
  - **Space: 7/10**
- **Circulation 49,000**



A nighttime photograph of the Kansas City skyline. In the foreground, a large, classical-style building with a prominent portico and arched windows is illuminated. A fountain with multiple water jets is in the middle ground. The background is filled with various skyscrapers, some of which are lit up with colorful lights. The sky is dark, suggesting dusk or night.

SPRING MARKET TAKEOVER  
**KANSAS CITY**



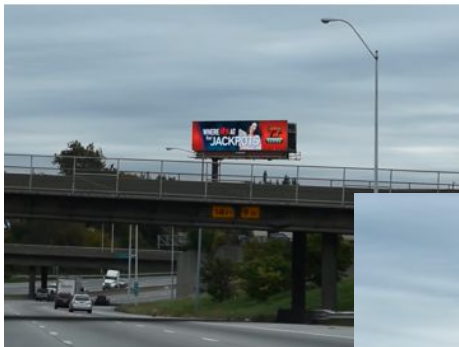
# KSHB NBC Action News 4



- Media Type: TV
- :30 spot schedule running in key programming; Today Show, Jeopardy, Tonight Show, Sunday Today with Willie Geist.
- Creative Unit: :30 TV spot
- Dates: Spring (3 weeks on, 2 off) 2/24-3/15, 3/30-4/19, 5/4-5/24 (9 weeks total)
- Estimated 200 spots
- Estimated Impressions: 1,351,100



# DIGITAL BILLBOARDS



- **Media Type: OOH**
- **Three high profile boards in Kansas City on major interstates:**
  - #6111 on I-70
  - #6115 on I-70
  - #6113 on I-435
- **Creative is up for 8 seconds and rotates with 6 other advertisers in loop**
- **Creative Unit: Digital Boards 14'x48'**
- **Dates: 3/16-4/5, 4/13-4/26 (5 weeks)**
- **Impressions: 4,420,625**

# Kansas City Takeover - Radio



Radio endorsement campaign in top rated Classic Hits radio station in KC, 94.9 KCMO

- Endorsement by popular Morning Show talent, Kelly Urich, with live :60 endorsement spots every day in the morning show during flight.
- :30 produced brand spot to run in all prime dayparts (Morning Drive, Daytime, PM Drive, and Weekends)
- Creative Units: :30 produced brand spot and copy points for :60 live endorsements
- Dates: 3/16-4/26
- Estimated Impressions: 1,415,400





FALL MARKET TAKEOVER  
**OKLAHOMA CITY**



- **Media Type: TV**
- **:30 spot schedule running in key programming; Today Show, Jeopardy, Tonight Show, Sunday Today with Willie Geist**
- **Estimated 125 spots**
- **Creative Unit: :30 TV spot**
- **Dates: Fall 9/14-11/8 (8 weeks)**
- **Estimated 125 spots**
- **Impressions: 1,153,200**



# DIGITAL BILLBOARDS



- **Media Type: OOH**
- **4 high-profile boards in key areas of OKC:**
  - #9301 5221 N. Western
  - #9302 150th & Kelly in affluent Edmund
  - #9004 Broadway Extension .6 mi north of 63rd
  - New digital poster #9304 NW Expressway
- **Creative Unit: Digital Bulletins: 14'x48'**  
**Digital Posters: 12'x25' and 12'x24'**
- **Dates: 9/14-11/8**
- **Impressions: 2,532,022**

# Oklahoma City Takeover: Radio



Radio endorsement campaign in top rated Classic Hits radio station in KC, 92.5 KOMA

- Endorsement by popular Morning Show talent, Lisa Sykes, with live :60 endorsement spots every day in the morning show during flight.
- :30 brand spots running in all prime dayparts (Morning Drive, Daytime, PM Drive, and Weekends)
- Creative Unit: :30 produced brand spot and copy points for :60 live endorsements
- Dates: 9/21-11/1
- Estimated Impressions: 3,551,400



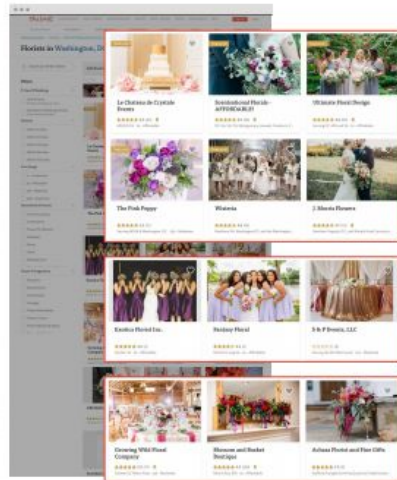
WEDDINGS



# THE KNOT & WEDDINGWIRE.COM

- Annual Featured Listings in Reception/Venues when people are doing searches for weddings in Arkansas, on both sites
- 
- Guaranteed placement on first page of search
- Creative Unit: April
- Dates: 1 year posting when deliverables are available

the knot



SPOTLIGHT

FEATURED

PROFESSIONAL

WEDDINGWIRE



PARADISE

ParadiseAdv.com

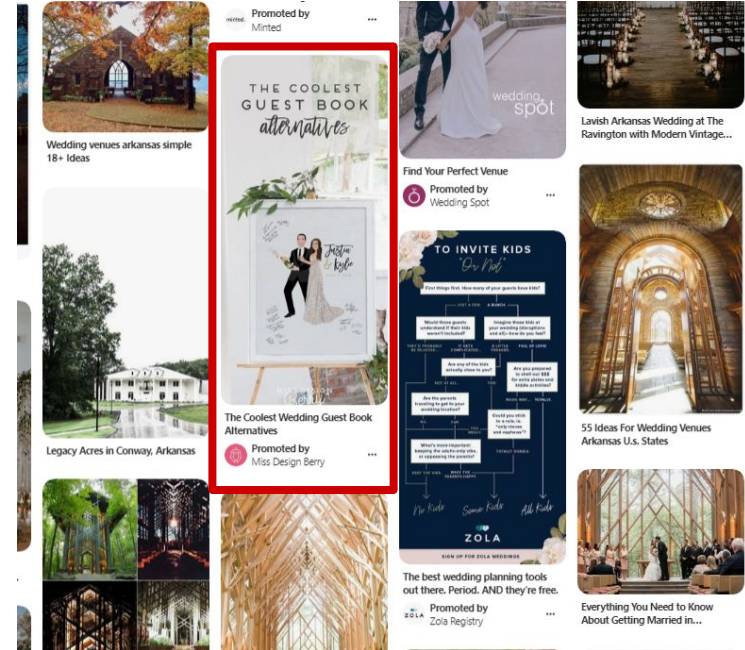


# PINTEREST WEDDINGS

Pinterest is the top search platform for weddings inspiration for brides

- Promoted Pins for destination weddings and honeymoons
- Managed and optimized by our paid social campaign specialists

- **Dates: 2/24/20-12/27/20**
- **Impressions: TBD**





# Brand Direction



# Original Logo



# New Logo



# New Logo





# Comparison



# Original Website



## Dining

Eureka Springs can satisfy anyone's appetite for everything from down home southern food to romantic, candlelit dinners. Award-winning restaurants serve savory Czech-German dishes, authentic Italian cuisine and spicy East Indian fare. You'll find Mediterranean, Chinese, Irish,



## Find a Room

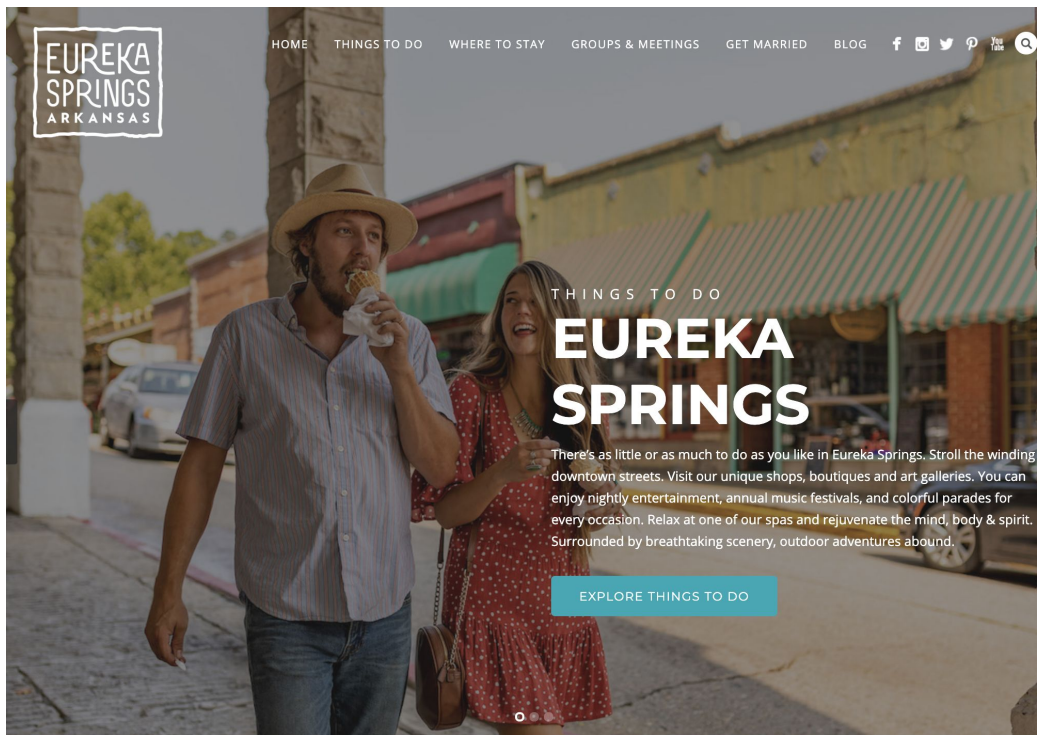
Pack your bags & we'll provide the bed! Cozy up in a historic downtown B&B or hotel, motel, a romantic private suite or cottage, or a cabin in the woods. And if you want to spend the night in a treehouse, in a cave, or with a tiger in your back yard we have that too!



## Things to Do

Experience the history, beauty, and charm of this Victorian Village. With over 100 unique shops & galleries, Eureka Springs is a shopper's paradise. Relax at one of the numerous spas around the city or visit a 500-acre wildlife refuge. Take a 2-hour zipline tour through an Ozark

# Updated Website



Secluded and peaceful with winding mountainside streets, Eureka Springs, Arkansas has flair like no other town. Streets are lined with Victorian homes hugging cliff sides, and the entire downtown area is on the National Register of Historic Places. Eureka Springs, Arkansas has block after block of [one-of-a-kind shops](#), boutiques, fine art

FY 2020

# Campaign Creative





# MAGAZINE ADVERTISING



TRAILS BUILT  
TO SHRED.

MADE IN

EUREKA  
SPRINGS  
ARKANSAS

EurekaSprings.org



SCENIC  
TWISTIES.

MADE IN

EUREKA  
SPRINGS  
ARKANSAS

EurekaSprings.org



THE PERFECT  
FIND.

MADE IN

EUREKA  
SPRINGS  
ARKANSAS

EurekaSprings.org

# MAGAZINE ADVERTISING



## Your Eureka Moment Awaits!

What draws people to Eureka Springs are the things they can't find or experience anywhere else. Visit us online today to find out why Eureka Springs truly is a one-of-a-kind destination!



Over 50 gay-owned businesses • Luxurious lodging  
Relaxing spas • Exquisite dining • Great live entertainment  
Energetic nightlife • World-class art community  
Unique celebrations and events • Fun outdoor activities  
and SO MUCH MORE!

EurekaSprings.org    



## Your Eureka Moment Awaits!

What draws people to Eureka Springs are the things they can't find or experience anywhere else. Visit us online today to find out why Eureka Springs truly is a one-of-a-kind destination!



Plan your getaway today, contact Karen Pryor, CTIS  
at 866-947-4387 or karen@eurekasprings.org

EurekaSprings.org    



# DIGITAL BILLBOARDS



UNFORGETTABLE FLAVORS.

MADE IN



[EurekaSprings.org](http://EurekaSprings.org)



OUTDOOR ADVENTURE.

MADE IN



[EurekaSprings.org](http://EurekaSprings.org)



# DIGITAL ADVERTISING - BIKING





# DIGITAL ADVERTISING - DINING

UNFORGETTABLE  
FLAVORS.



LEARN MORE

MADE IN

EUREKA  
SPRINGS  
ARKANSAS



UNFORGETTABLE  
FLAVORS.

MADE IN

EUREKA  
SPRINGS  
ARKANSAS

LEARN MORE



UNFORGETTABLE  
FLAVORS.

MADE IN

EUREKA  
SPRINGS  
ARKANSAS

LEARN MORE

# DIGITAL ADVERTISING - FISHING



CASTING CALLS.

LEARN MORE

MADE IN EUREKA SPRINGS ARKANSAS

A horizontal banner featuring a fisherman in a hat and waders casting a line into a river. The text 'CASTING CALLS.' is on the left, a purple 'LEARN MORE' button is on the right, and a purple box with 'MADE IN EUREKA SPRINGS ARKANSAS' is on the far right.



CASTING CALLS.

MADE IN

EUREKA SPRINGS ARKANSAS

LEARN MORE

A vertical advertisement with a fisherman on the left. The text 'CASTING CALLS.' is in purple, 'MADE IN' is in black, and 'EUREKA SPRINGS ARKANSAS' is in white on a purple background. A purple 'LEARN MORE' button is at the bottom.



CASTING CALLS.

MADE IN

EUREKA SPRINGS ARKANSAS

LEARN MORE

A vertical advertisement with a fisherman on the left. The text 'CASTING CALLS.' is in white, 'MADE IN' is in black, and 'EUREKA SPRINGS ARKANSAS' is in white on a purple background. A purple 'LEARN MORE' button is at the bottom.

# DIGITAL ADVERTISING - OUTDOOR



OUTDOOR  
ADVENTURE.

LEARN MORE

MADE IN  
EUREKA  
SPRINGS  
ARKANSAS



OUTDOOR  
ADVENTURE.

MADE IN

EUREKA  
SPRINGS  
ARKANSAS

LEARN MORE



OUTDOOR  
ADVENTURE.

MADE IN

EUREKA  
SPRINGS  
ARKANSAS

LEARN MORE

# DIGITAL ADVERTISING - SHOPPING

THE PERFECT  
FIND.



LEARN MORE

MADE IN

EUREKA  
SPRINGS  
ARKANSAS



THE PERFECT  
FIND.

MADE IN

EUREKA  
SPRINGS  
ARKANSAS

LEARN MORE

THE  
PERFECT  
FIND.



MADE IN

EUREKA  
SPRINGS  
ARKANSAS

LEARN MORE



# DIGITAL ADVERTISING - WEDDINGS



I DO'S.

LEARN MORE

MADE IN  
EUREKA  
SPRINGS  
ARKANSAS



I DO'S.

MADE IN  
EUREKA  
SPRINGS  
ARKANSAS

LEARN MORE



I DO'S.

MADE IN  
EUREKA  
SPRINGS  
ARKANSAS

LEARN MORE



FY 2020

# Event Advertising



# MAGAZINE ADVERTISING



Art on display by  
Artist J.A. Nelson

Courtesy of  
J.A. Nelson Gallery  
Eureka Springs, Arkansas

## ART LIVES HERE

Eureka Springs is home to more than 400 working artists and craftsmen. We have more galleries and studios per capita than any other city in the country. Find us on Facebook or visit us online to find out why Eureka Springs is recognized as a "Top 25 Arts Destination".

[EurekaSprings.org](http://EurekaSprings.org)

**EUREKA SPRINGS ARKANSAS**

f t i

## Lake Leatherwood Downhill Gravity Trails

IT'S ALL  
*Downhill*  
from here



## TRAILS BUILT TO SHRED!

The trails in and around the city of Eureka Springs have been a biking enthusiast's dream for over 130 years. Today, some of the most challenging mountain bike trails in the region can be found just minutes from downtown, at Lake Leatherwood City Park. These new downhill gravity trails have been cut by the experts. Some say they are the best downhill runs this side of the Rockies. So, the next time you and your friends are looking for some epic "hang time," veer off the beaten path and shred the new mountain bike trails in Eureka Springs, Arkansas!

**EUREKA SPRINGS ARKANSAS**

**bike EUREKA**

f t i

For more info or to plan the Epic Ride visit [EurekaSprings.org](http://EurekaSprings.org)



# EVENT ADVERTISING

**AMERICA**  
est. 1970  
50<sup>TH</sup> ANNIVERSARY

LIVE IN CONCERT  
**THE AUDITORIUM**  
**APRIL 3, 2020**

DOORS 6:30 PM • SHOW 7:30 PM

TIX: [THEAUD.ORG](http://THEAUD.ORG)  
INFO: [EUREKASPRINGS.ORG](http://EUREKASPRINGS.ORG)

**EUREKA SPRINGS**  
ARKANSAS

VENTUREAHIGHWAY.COM    

**AMERICA**  
est. 1970  
50<sup>TH</sup> ANNIVERSARY

LIVE IN  
THE AUDITORIUM  
**APRIL  
3RD**

TIX: [THEAUD.ORG](http://THEAUD.ORG) • INFO: [EUREKASPRINGS.ORG](http://EUREKASPRINGS.ORG)

**AMERICA**  
est. 1970  
50<sup>TH</sup> ANNIVERSARY

LIVE IN THE AUD  
EUREKA SPRINGS, AR  
**APRIL 3RD**

TIX: [THEAUD.ORG](http://THEAUD.ORG)



# EVENT ADVERTISING

Eureka Springs Volunteer Fire Dept Presents

## THE SIXTEENTH ANNUAL CARVING IN THE OZARKS

CHAINSAW CARVING  
**FESTIVAL**  
APRIL 17-18

**FREE  
ADMISSION!!!**  
4028 East Van Buren  
(The Old Victorian Inn • Watch For Signs)



**AUCTION SATURDAY, APRIL 18TH AT 4P.M.**

For more info visit [EurekaSprings.org](http://EurekaSprings.org),  
[EurekaSpringsFire.org](http://EurekaSpringsFire.org) or call 479-253-9616

**EUREKA SPRINGS ARKANSAS**

Donations accepted and will go to benefit the Eureka Springs Volunteer Fire Department.

## THE SIXTEENTH ANNUAL CARVING IN THE OZARKS

**FREE  
ADMISSION!**  
4028 East Van Buren  
(The Old Victorian Inn • Watch For Signs)

CHAINSAW CARVING  
**FESTIVAL**  
APRIL 17-18



**AUCTION SATURDAY, APRIL 18TH AT 4P.M.**

For more info visit [EurekaSprings.org](http://EurekaSprings.org), [EurekaSpringsFire.org](http://EurekaSpringsFire.org) or call 479-253-9616

## CARVING IN THE OZARKS

CHAINSAW CARVING  
**FESTIVAL**  
APRIL 17-18

**EUREKA SPRINGS ARKANSAS**

[EurekaSprings.org](http://EurekaSprings.org) • [EurekaSpringsFire.org](http://EurekaSpringsFire.org)

# EVENT ADVERTISING

👻👻👻👻 EUREKA SPRINGS, ARKANSAS 👻👻👻👻



## DIA DE LOS MUERTOS

**November 2, 2020**  
**Basin Spring Park • 11am-8pm**

This beautiful celebration of the cycle of life has nothing to do with Halloween, however, it has everything to do with remembering those souls who we love and have departed this world. Join us as we walk up the sidewalks of Spring Street and back to Basin Spring Park.

Space will also be available to set up altars for community members who have traveled on to the afterlife.

More info on this event and other upcoming events at [EurekaSprings.org](http://EurekaSprings.org)

**EUREKA SPRINGS ARKANSAS**



## DIA DE LOS MUERTOS

**November 2 • Eureka Springs**  
**Basin Spring Park • 11am-8pm**

Join us for this beautiful celebration of the cycle of life in downtown Eureka Springs!  
👻👻👻👻 [More info available at EurekaSprings.org](http://EurekaSprings.org) 👻👻👻👻



# EVENT ADVERTISING

THE AUDITORIUM PRESENTS  
4-time Grammy Award winning singer/songwriter



# DELBERT McCLINTON

with special guests  
THE CATE BROTHERS  
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TICKETS ON SALE FEB 14!

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THANK YOU

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