



# Eureka Springs

Annual Report 2021

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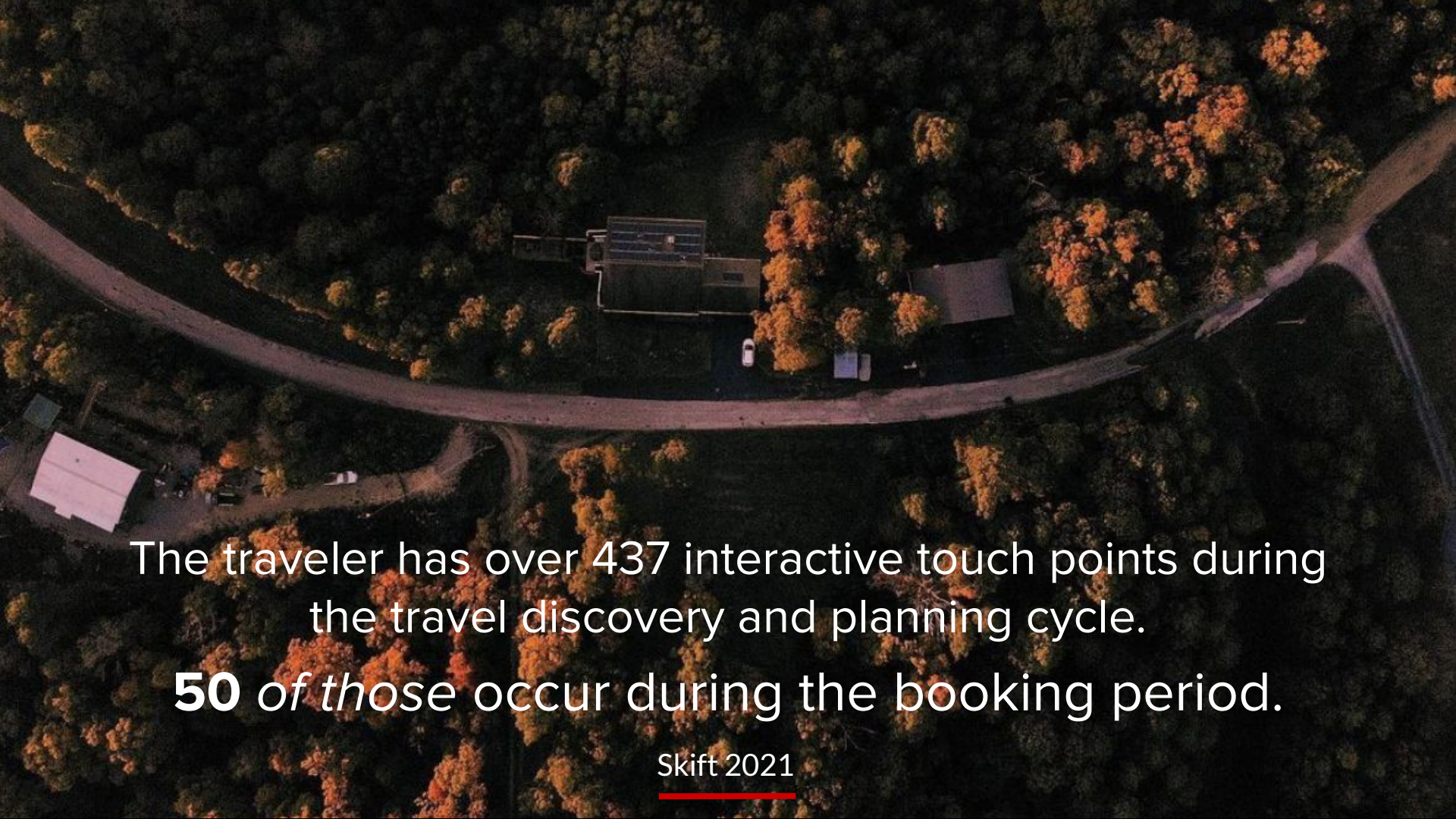




1

Visitor Insights



An aerial photograph of a forest with a road and buildings. The road is a light-colored, winding path that curves through the dense green and yellow foliage. In the center of the road, there is a small cluster of buildings, including a large, multi-story structure and a smaller, single-story building. A white car is parked near the buildings. The overall scene is a mix of natural greenery and man-made structures.

The traveler has over 437 interactive touch points during the travel discovery and planning cycle.

**50** of those occur during the booking period.

Skift 2021

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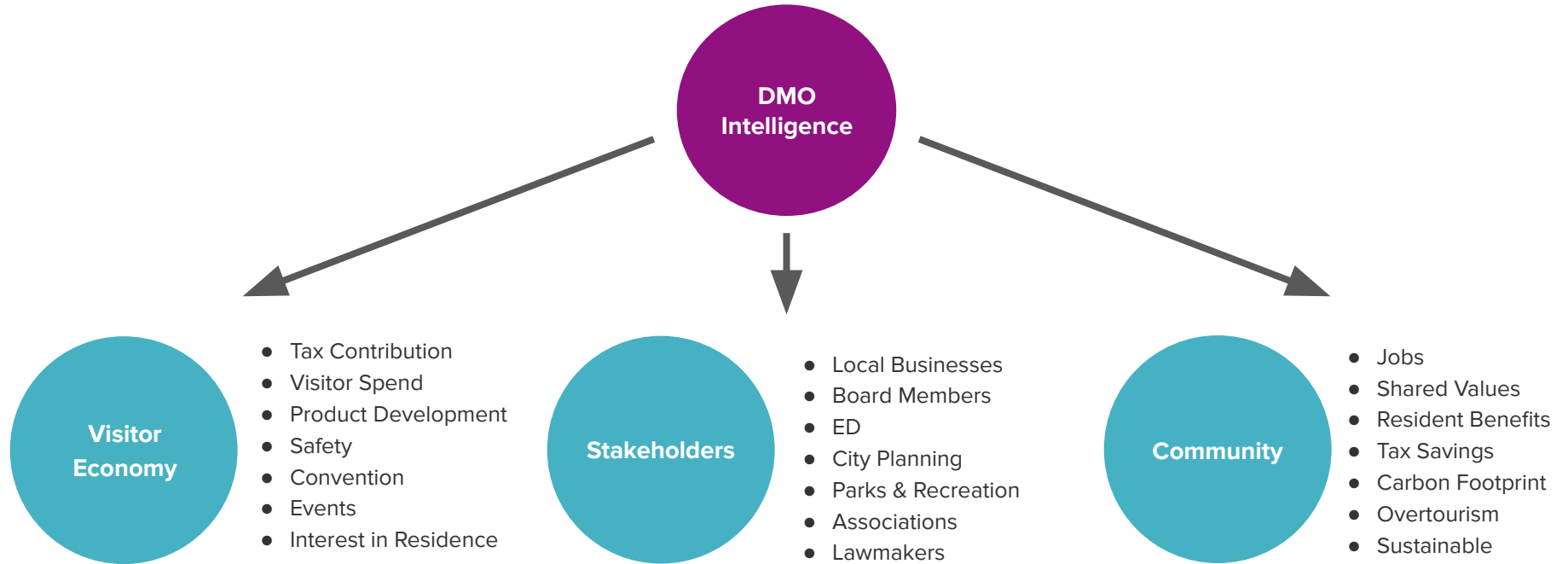
# Digital Strategy and Execution

## Omni-Channel Strategy - End-to-End Effectiveness

- Integrated experience **across all touchpoints and channels**
  - Content
  - Social
  - Media
  - Email
  - Creative
  - Campaigns
- **Flexible, nimble, and adapt rapidly**
- Leverage technology partners to layer in consumer motivators to begin **Audience Segmentation**



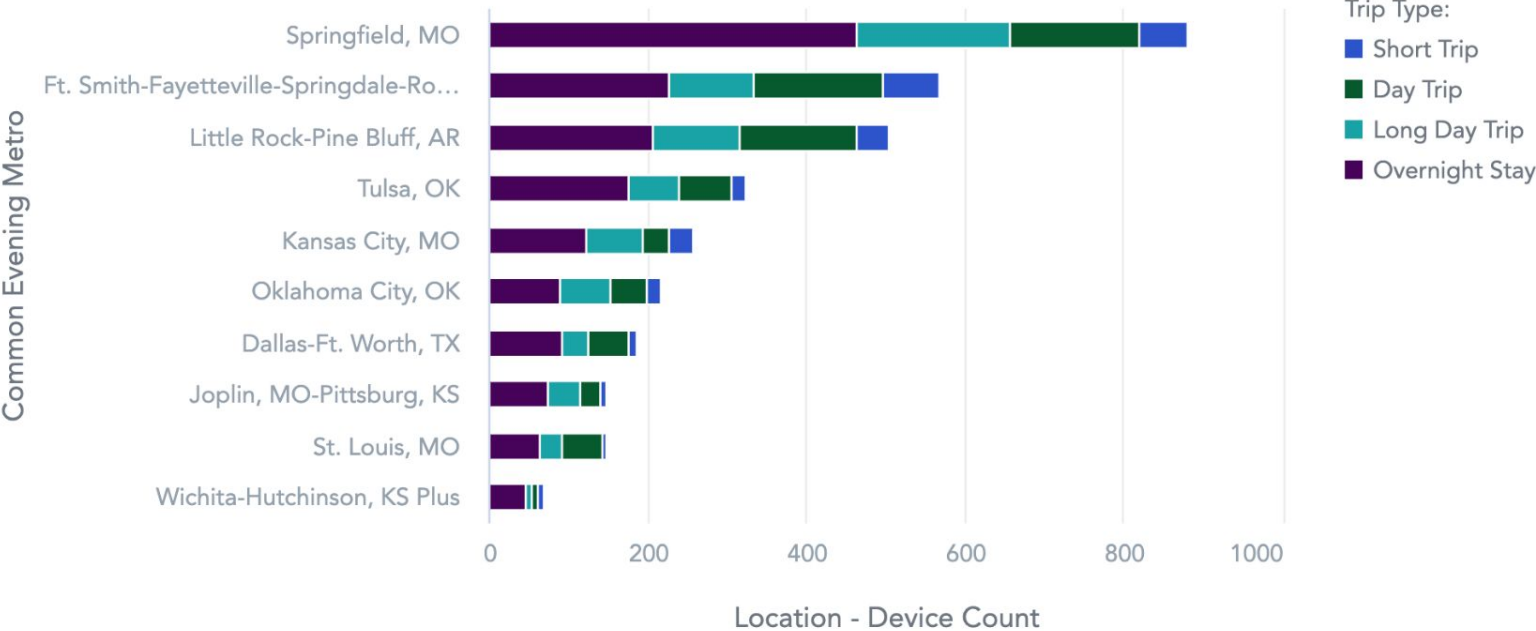
# Destination Intelligence Focused



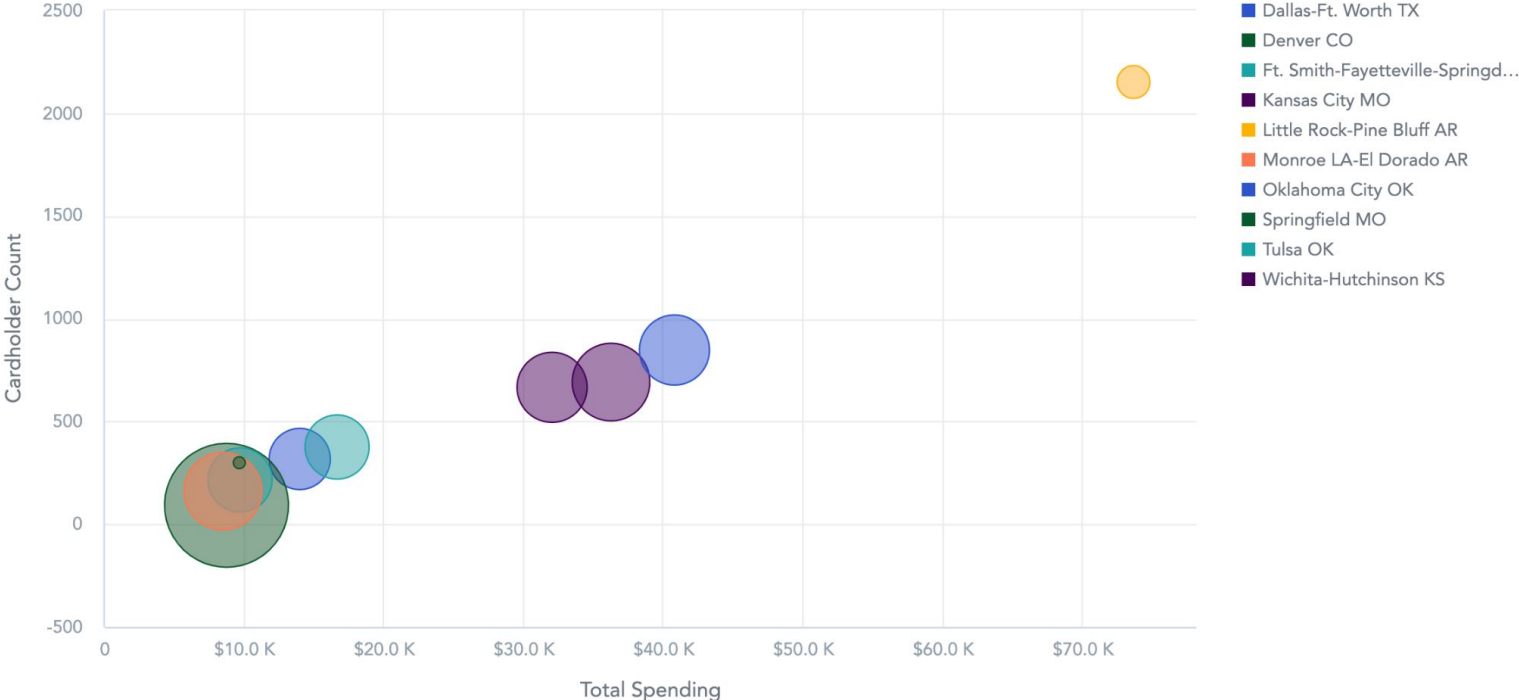


# Geographic Feeder Markets

Location - Top 10 Origin Markets



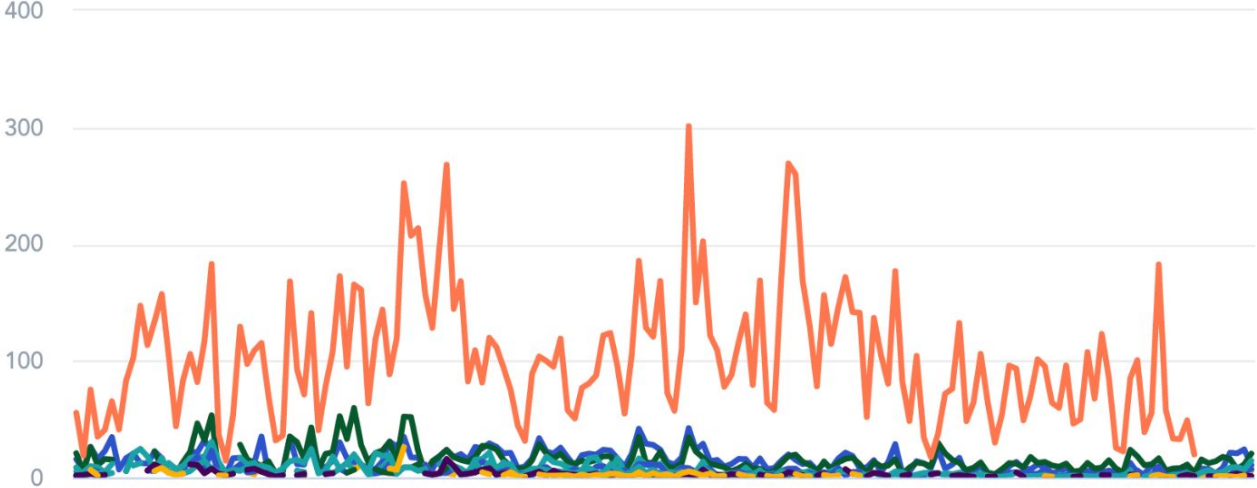
# Markets - Spending by DMA





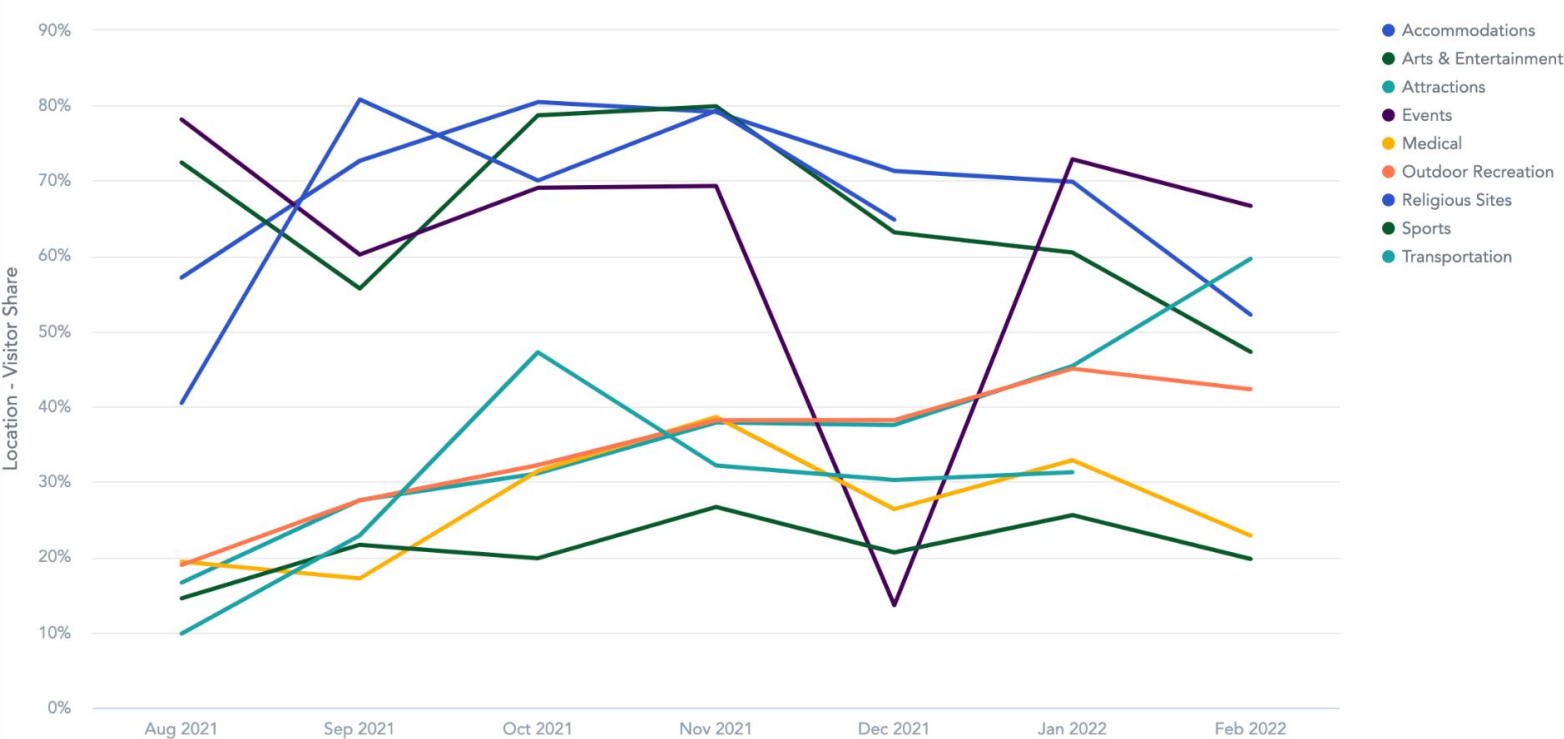
# Points of Interest

## Top 10 Most Popular Places



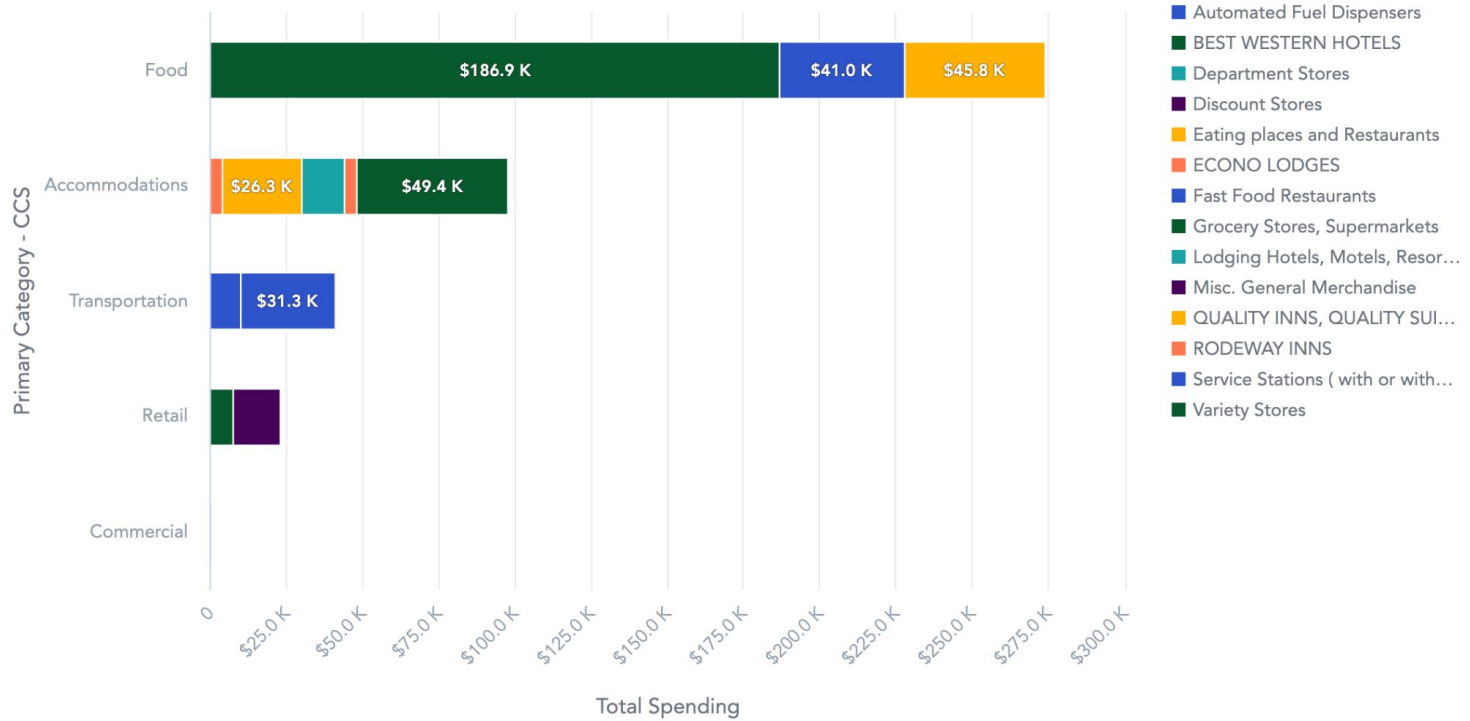
- POI Name:
- 1886 Crescent Hotel & Spa
  - Beaver Lake
  - Best Western Inn Of The Ozarks
  - Carroll County Golf Course
  - Eureka Springs City Auditorium
  - Lake Leatherwood
  - The Basin Park Hotel
  - Thorncrown Chapel
  - Turpentine Creek Wildlife Ref...
  - Vince Johari
  - Wanderoo Lodge

# POI Visits by Category





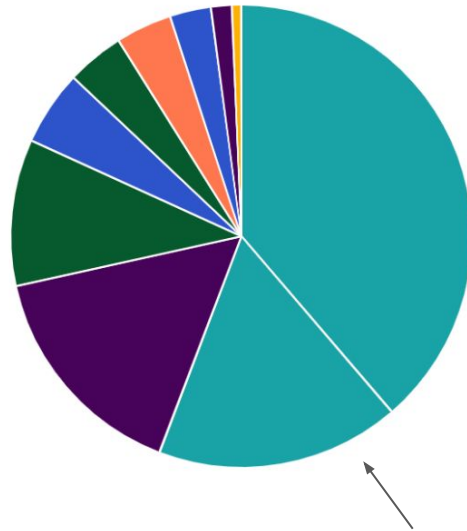
# Visitor Spending by Category



# Tourism Impact - Jobs

Employment % by Sector

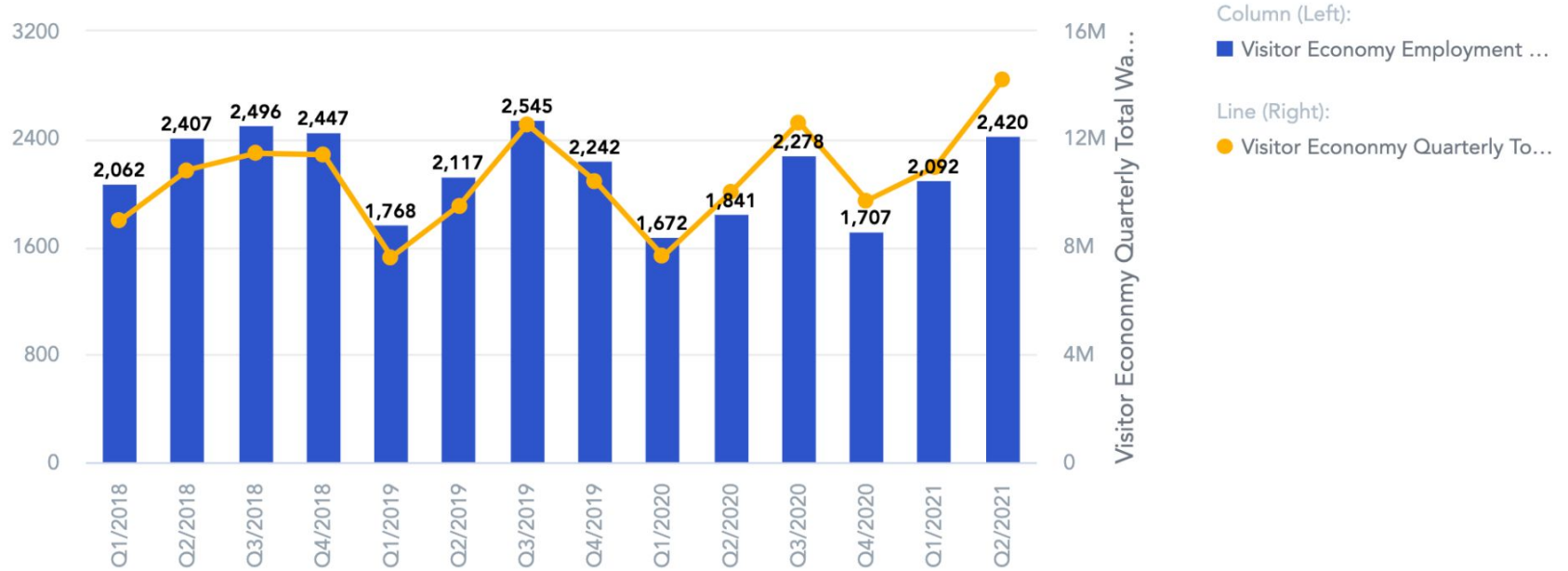
Industry Title: 1026 Leisure and hospitality 1013 Manufacturing 1021 Trade, transportation, and utilities 1025 Education and health services 1024 Professional and business services 1012 Construction 1023 Financial activities 1011 Natural resources and mining





# Tourism Impact - Wages

Quarterly Visitor Economy related Employment & Wages





# 2

Media Review

# Media Year Review

## Consumer Leisure

- Q1/Q2 Campaign ran 3/1/21 through 6/27/21
- Q3/Q4 Campaign ran 8/23/21 through 12/20/21
- Target Audiences: Adults 25-54 with HHI \$75K+ who have interest in soft-adventure, travel, outdoor, and biking enthusiast.
- Target Markets: St. Louis, Oklahoma City, Dallas/Fort Worth, Kansas City, Houston, Little Rock, Chattanooga, New Orleans, Memphis, Tulsa, Birmingham, Indianapolis, Chicago, Louisville, Austin, Springfield

## Local Campaign

- Ran 7/22/21 through 12/13/21
- Target Audiences: Adult 25-49 with HHI median of \$75K+ who have a mid-week travel, day trip, and getaway
- Target Market: Fort Smith & Springfield DMA (Springdale, Bentonville/Rodgers, Fayetteville, Fort Smith, Springfield, & Branson).





# Consumer Leisure Campaign

The Leisure campaign launched in February with a strong mix across media channels; digital (display, video, native), paid search, paid social, local radio, streaming, podcast, and print.

## The campaign generated:

- 17M+ impressions and over 116K clicks to your site
- A strong overall click-through rate of 0.67% (industry benchmark = 0.10%)
- 2.4M+ number of completed views of your video
- An overall video completion rate of over 85% (industry benchmark = 70%)

# Consumer Leisure Campaign

## Paid Search Results

- Impressions: 233,338
- Clicks: 40,566
- Avg. CTR: 19.96% (4.68% CTR benchmark)

## Top Performing Keywords:

- Visit Eureka Springs
- What to do in Eureka Springs
- Fun things to do Eureka Springs
- Eureka Springs tourist attractions
- Places to visit in Eureka Springs

Ad · [www.eurekasprings.org](http://www.eurekasprings.org)

## Things to do in Eureka Springs | Eureka Springs Arkansas | Curious, Indeed

There's as little or as much as you would like to do in our quirky corner of Arkansas. Check out all the upcoming events and activities today!

# Consumer Leisure Campaign

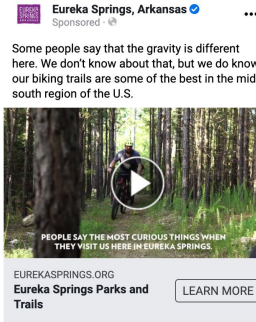
## Paid Social Results: Facebook/Instagram

- Impressions: 3,072,939
- Engagement: 956,442
- Clicks: 33,097
- CTR: 1.08% (0.9% CTR benchmark)

## Paid Social Results: Pinterest

- Impressions: 601,583
- Engagement: 17,853
- Clicks: 14,255
- CTR: 2.37% (0.22% CTR benchmark)

## Top Creative for Engagement



Eureka Springs, Arkansas  
Sponsored

Some people say that the gravity is different here. We don't know about that, but we do know our biking trails are some of the best in the mid-south region of the U.S.

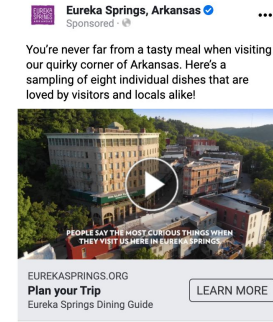
PEOPLE SAY THE MOST CURIOUS THINGS WHEN THEY VISIT US HERE IN EUREKA SPRINGS.

EUREKASPRINGS.ORG  
Plan your Trip  
Eureka Springs Parks and Trails

LEARN MORE

Impressions: 592,767  
Engagement: 277,337  
Engagement Rate: 46.7%

## Top Creative for Traffic



Eureka Springs, Arkansas  
Sponsored

You're never far from a tasty meal when visiting our quirky corner of Arkansas. Here's a sampling of eight individual dishes that are loved by visitors and locals alike!

PEOPLE SAY THE MOST CURIOUS THINGS WHEN THEY VISIT US HERE IN EUREKA SPRINGS.

EUREKASPRINGS.ORG  
Plan your Trip  
Eureka Springs Dining Guide

LEARN MORE

Impressions: 260,907  
Clicks: 5,806  
CTR: 2.23%



Eureka Springs, Arkansas  
2k Followers

After cruising some of the most scenic roads in Arkansas, a pit stop in Eureka Springs is a must.

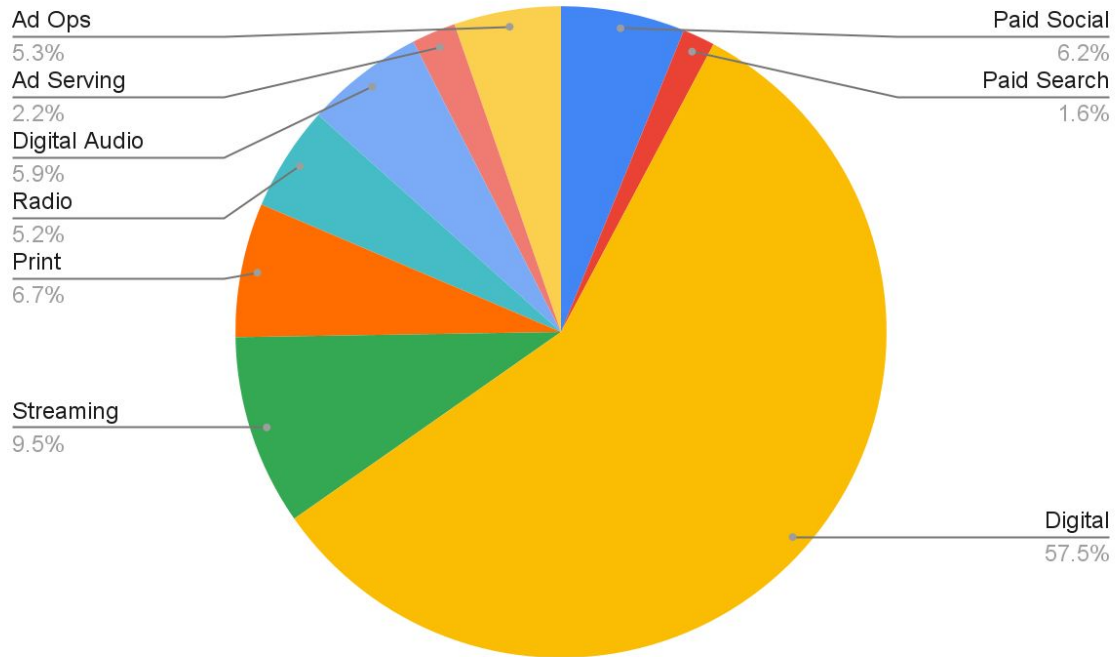
Impressions: 111,146  
Clicks: 3,212  
CTR: 2.89%



# Digital Performance Overview

Media	Vendor	Impressions	Clicks	Video Started	Video Fully Played	CTR	VCR
Digital	TripAdvisor	775,000	520			0.07%	
Native	Passport	214,956	815			0.38%	
Streaming	Scripps	457,412	11	459,710	448,650	0.00%	97.59%
Digital	Division-D	1,332,683	4,477			0.34%	
Video	Division-D	387,868	433	387,477	338,186	0.11%	87.28%
Digital	Expedia	2,046,868	1,402			0.07%	
Native	Expedia	1,459,530	3,111			0.21%	
Digital	SeeSource	894,199	1,389			0.16%	
Streaming	SeeSource	643,536	403	639,575	583,033	0.06%	91.16%
Digital	Sojern	1,725,457	2,319			0.13%	
Video	Sojern	483,128	831	480,958	309,738	0.17%	64.40%
Digital	StackAdapt	1,950,902	6,129			0.31%	
Video	StackAdapt	961,935	486	904,281	763,860	0.05%	
Paid Social	Facebook/Instagram	3,072,939	33,097			1.08%	
Paid Social	Pinterest	601,583	14,255			2.37%	
Paid Search	Google Ads	233,338	46,569			19.96%	
<b>Total</b>		<b>17,241,334</b>	<b>116,247</b>	<b>2,872,001</b>	<b>2,443,467</b>	<b>0.67%</b>	<b>85.08%</b>

# Media Mix: Consumer Leisure



Media	Paid Social	Paid Search	Digital	Streaming	Print	Radio	Digital Audio	Ad Serving	Ad Ops
Total	\$20,882.88	\$5,435.04	\$195,004.87	\$32,059.63	\$22,562.32	\$17,647.50	\$20,000.50	\$7,407.22	\$18,000.00



## Local Campaign

The Local Campaign launched in 7/22/21 with a focus on the Fort Smith & Springfield DMA (Springdale, Bentonville/Rodgers, Fayetteville, Fort Smith, Springfield, & Branson).

In order to best connect with the local residents and encourage staycations and local travel, it was a strategic mix of paid social (Facebook/Instagram), paid search (Google), local radio endorsements, and print.

This campaign delivered close to 4.4M impressions into the market.

# Local Campaign

## Paid Social Results

- Impressions: 1,643,575
- Engagement: 276,255
- Clicks: 23,968
- CTR: 1.46% (0.9% CTR benchmark)




## Paid Search Results


- Impressions: 94,207
- Clicks: 18,687
- Avg. CTR: 19.84% (4.68% CTR benchmark)


## Top Performing Keywords:

- Eureka Springs Arkansas
- Things to do Eureka Springs
- Fun things to do in Eureka Springs
- Visit Eureka Springs

## Top Creative for Engagement

 **Eureka Springs, Arkansas**  Sponsored ·  ...

Where can you have a traditional Italian meal in a refurbished Victorian house? Fantastic dishes with an equally fantastic balcony view? A romantic culinary experience in a renovated natural cave? All this and more are just a short drive away. 



EUREKASPRINGS.ORG  
Dining and Restaurants in Eureka springs [LEARN MORE](#)

Impressions: 239,591  
Engagement: 110,698  
Engagement Rate: 46.2%

Ad · [www.eurekasprings.org/](http://www.eurekasprings.org/)

## Things to do in Eureka Springs | Arkansas Eureka Springs | Curious, Indeed

There's as little or as much to do as you like in Eureka Springs. Stroll the winding downtown streets. Visit our unique shops, boutiques and art galleries.



## Top Creative for Traffic

 **Eureka Springs, Arkansas**  Sponsored ·  ...

They say the fastest way to the heart is through the stomach, so it's no wonder that everyone raves about the Eureka Springs culinary scene. Here's a sampling of eight local dishes that earn rave reviews.



EUREKASPRINGS.ORG  
Plan your Trip  
8 Amazing Dishes You Won't Wa... [LEARN MORE](#)

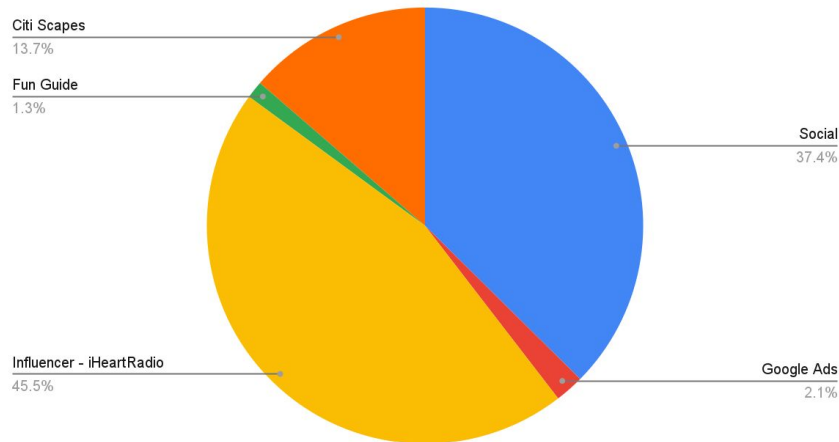
Impressions: 71,041  
Clicks: 2,661  
CTR: 3.75%



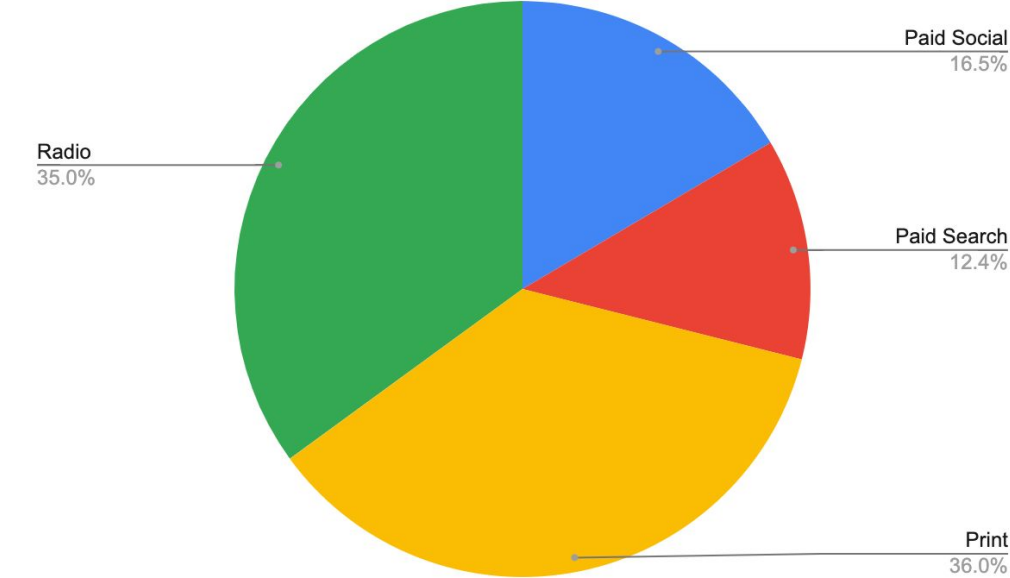
# Local Campaign Overview

Vendor	Impressions
Social	1,643,575
Google Ads	94,207
iHeartRadio - County / Classic Rock - Influencer	2,000,000
Fun Guide - Print	56,000
Citi Scapes - Print	600,000
<b>Total</b>	<b>4,393,782</b>

Impressions By Media Partner



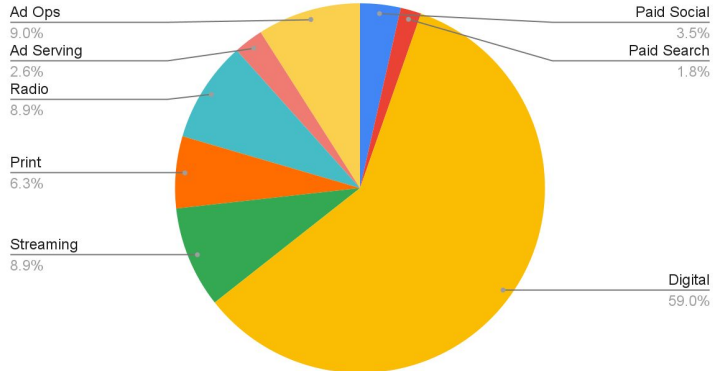
# Media Mix: Local Campaign



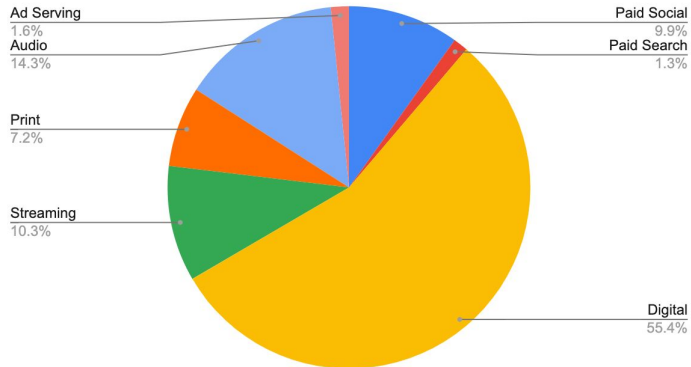
Media	Paid Social	Paid Search	Print	Radio
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# Budget Overview by Campaign

## Q1 + Q2 Allocation



## Q3 + Q4 Allocation







# 3

Public Relations



**Eureka Springs, the small, quirky destination at the center of the United States, became the media darling of 2021.**

Through our creative storytelling and targeted outreach, we helped introduce Eureka Springs to the media and because of this they fell in love with the destination. We started seeing placements almost immediately and the pace did not slow down. National outlets included Eureka Springs on their “best of” lists from most picturesque and charming to top LGBTQIA+ celebratory and historic. Eureka Springs was featured on **Thrillist, Condé Nast Traveler, MSN, USA Today, Oprah Magazine, Garden & Gun, Yahoo, Forbes, Travel + Leisure** and many more.

**January 2021 – December 2021**

**Estimated Impressions: 7,028,916,166**

**Estimated Media Value: \$64,947,775.83**



# Top Media Placements



## 20 of the Most Picturesque Small Towns in America



Eureka Springs, Arkansas

Nestled in the Ozark Mountains of northwest Arkansas, Eureka Springs has a vaguely European atmosphere, with hilly, winding streets and cliffside Victorian homes. Architectural standouts include the Flatiron Falls hotel (pictured) and the magnificent Thorncrown Chapel, a 48-foot-high wood and glass structure in the woods just outside of town.



## 60 Charming American Towns You Haven't Heard of But Should Visit ASAP



In the heart of the Ozark Mountains is this charming Victorian village, known for both its Historic District and its natural springs. Turpentine Creek Wildlife Refuge, which is home to big cats, is also in Eureka Springs.



## 12 Small Towns That Are Rich in American History



Eureka Springs, Arkansas  
The Flatiron Falls Hotel was built in 1870. Legend has it that the building was built by a man who was transformed by the hot water in the area. The water earned national recognition when Ozark Bottling Company formed, and while there isn't any proof of these miracles, the spring water is still bottled today.

## GARDEN & GUN The Ultimate Arkansas



- MSN News, [20 of the Most Picturesque Small Towns in America](#) (February 2021)
- Oprah Magazine Online, [60 Charming American Towns You Haven't Heard of But Should Visit ASAP](#) (February 2021)
- Yahoo Life, [12 Small Towns That Are Rich in American History](#) (May 2021)
- Garden & Gun, [The Ultimate Arkansas Staycation](#), (May 2021)
- Thrillist, [This Small Town in Arkansas Celebrates Pride All Year Round](#) (June 2021)
- Forbes, [Top 50 Best Places To Visit Post-Pandemic](#) (June 2021)
- Town & Country, [The Most Beautiful Small Towns in Every State](#) (June 2021)
- Fodor's Travel, [15 of the Most Crystal-Clear Hidden Gem Lakes in the U.S.](#) (July 2021)
- Condé Nast Traveler, [The 26 Most Beautiful Towns in America](#) (August 2021)
- MSN News, [Your State's Most Stunning Small Town](#) (August 2021)
- Yahoo Life, [12 Haunted Hotels to Visit This October If You're Really, Really Brave](#) (September 2021)
- House Beautiful, [The Best Staycations by State](#) (September 2021)
- MSN News, [The Most Beautiful Streets in the USA](#) (September 2021)
- Reader's Digest, [The Best Christmas Towns in America You Should Visit at Least Once](#) (October 2021)
- Southern Living, [Best Lake Towns To Retire To in the South](#) (October 2021)
- Thrillist, [5 Hot LGBTQIA+ Destinations to Escape to This Holiday Season](#) (November 2021)
- Travel Awaits, [14 Charming Small Towns To Visit In 2022](#) (December 2021)
- Travel + Leisure, [11 of the Best Small Towns for Recent College Grads](#) (December 2021)

# Top Media Placements



This Small Town in Arkansas Celebrates Pride All Year Round



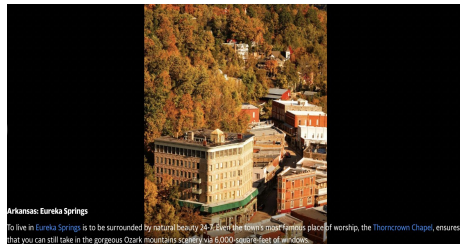
**Forbes**  
Top 50 Best Places To Visit Post-Pandemic

## Arkansas' Ozarks

Natural beauty abounds in the northwest corner of Arkansas, where you'll find the Ozark Mountains. This is one of the largest wilderness areas in the eastern United States, so it'll come as no surprise that there are plenty of opportunities for hiking, mountain biking and other activities.

What sets this area apart, though, is how many activities there are even if physical pursuits aren't your strong point. Scenic drives are abundant and head past rivers and waterfalls. You may even see elk. In town, the historic district of Eureka Springs is practically an artisan village and the Great Passion Play is scheduled to resume this spring.

**TOWN&COUNTRY**  
The Most Beautiful Small Towns In Every State



Arkansas: Eureka Springs

To live in Eureka Springs is to be surrounded by natural beauty. As a result, the town's most sacred place of worship, the Thorncrown Chapel, ensures that you can still take in the gorgeous Ozark mountains scenery via 6,000 square feet of windows.

**Fodor's Travel**  
15 of the Most Crystal-Clear Hidden Gem Lakes in the U.S.

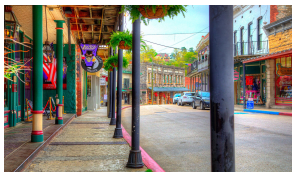


Beaver Lake

Nestled in the heart of the picturesque Ozark Mountains of Northwest Arkansas, Beaver Lake is a hidden gem tucked away in the town of Eureka Springs. This lake showcases 28,000 acres of crystal clear waters that extend throughout northwest Arkansas. The lake is host to a variety of adventures, and visitors can expect to enjoy a relaxing, slower pace while living the "lake lifestyle." Travelers can go bass fishing, birdwatching, hiking, and partake in various types of watersports. Travelers can set Eureka Springs as home base for the adventure and appreciate the many lodging options this historic town has to offer—from cozy treehouse cottages and adorable bed and breakfasts to famously haunted historic hotels and retreats.



The 26 Most Beautiful Towns in America



Tucked away in Arkansas's Ozark Mountains (it's an easy drive from Kansas City, St. Louis, and Tulsa), the tiny town is full of so many juxtapositions that they start to blur together. Churches and Christian bookstores line one street, while New Age crystal shops and self-proclaimed haunted hotels line the other. Passing bikers dressed in camouflage and leather throw back drinks at bars adorned with rainbow Pride flags. Busy Victorian homes and B&Bs hug the sides of cliffs, the views from which make you feel like you're miles away from civilization. And it's that "can't quite pin it down" quality—not to mention incredible views of the Ozarks—that makes us love this tiny town so much



Your state's most stunning small town

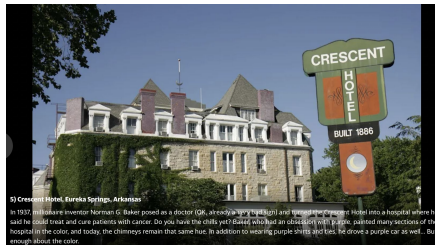


## 49. Eureka Springs, Arkansas

Situated in the heart of the Ozarks, the scenic town of Eureka Springs in northwest Arkansas is filled to the brim with Victorian-style architecture. The distinct lack of chain stores makes way for plenty of independent shops and bars, and some of the state's best-known landmarks can be found in the area too. Look out for the tree-clad Thorncrown Chapel and The Christ of the Ozarks, a 66-foot (20m) tall statue of Jesus.



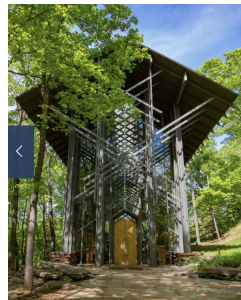
12 Haunted Hotels to Visit This October If You're Really, Really Brave



33 Crescent Hotel, Eureka Springs, Arkansas

In 1932, insurance inventor Norman G. Baker posed as a doctor (Dr. who?) and transformed the Crescent hotel into a hospital where he said he could treat and cure patients with cancer. Do you have the chills yet? Baker, who just an obsession with "cure," partitioned many sections of the property in the center of town; the discovery remains that some have. In addition to using his psychic skills, he also drove a purple car as well. Not enough about the color.

**House Beautiful**  
The Best Staycations by State



## Arkansas

Scheduling a much-needed staycation isn't always about booking a hotel room. Save money by setting out from home to visit some of Arkansas' greatest sites to experience your home state as a tourist. The Thorncrown Chapel is a famous chapel in Eureka Springs which has been featured in more movies than we can count. Built in 1980, it's considered one of the most beautiful churches in the world. Located more centrally in the state is Hot Springs National Park with 47 thermal springs ready for discovery. Take a dip on Bathhouse Row or check out some cool museums. For a more urban escape, have a drink and check out some stores on Dickson Street in Fayetteville.

# Top Media Placements



The most beautiful streets  
in the USA



**Spring Street, Eureka Springs, Arkansas**  
Several streets dance together in this Victorian spa town, which is on the National Register of Historic Places as a whole. Its Main Street carves through the hilly terrain before cleaving off to form Center and Spring Streets. The latter, which rises steeply upwards, is particularly attractive thanks to its dramatic in-line and historic buildings such as the limestone Basin Park Hotel (pictured). Throw in the Ozark Mountains backdrop and the picture-perfect setting is complete.



The Best Christmas Towns in  
America You Should  
Visit at Least Once



This historic Ozark mountain village celebrates Christmas the old-fashioned way. Its charming downtown shopping district offers unique boutiques, art galleries, and craft shops for one-of-a-kind gifts. Events include the Christmas Parade of Lights and a drive-through forest of over 300 trees and nativities scenes leading to the 67-foot tall Christ of the Ozarks statue. The 1886 Crescent Hotel gets into the holiday spirit with Christmas at the Crescent, featuring its own Christmas Tree Forest of lit-up arbors on its 15-acre grounds, sleigh rides, ice skating, smores around the campfire, and more.

Southern Living  
Best Lake Towns To  
Retire To in the South



Eureka Springs is situated near several bodies of water, including Lake Leatherwood in the city limits and the enormous nearby Beaver Lake, as well as Table Rock Lake, which is located just across the Missouri border

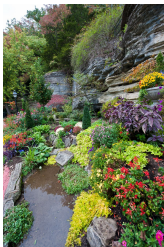


5 Hot LGBTQIA+ Destinations to  
Escape to This Holiday Season

Soak up Southern hospitality in Eureka Springs, Arkansas. Even the streets aren't straight in the "Gay Capital of the Ozarks," where queer life is served with Southern hospitality (and a seven-story statue of Jesus). Here, over 30 percent of residents identify as LGBTQIA+. Get a taste of the town's famous water on the Eureka Springs Natural Springs Trail or bathe in them at the Palace Bathhouse. Then get to know the lovably crooked streets with easy DIY walking tours. Saunter and take selfies on the Rainbow Steps, gaze at grand historic Victorian houses, and stop along the 3.5-mile trek to support queer-owned and welcoming businesses like Nibbles Eatery (named "Best Coffeeshop in Arkansas" by USA Today), Sugar & Spite & Everything Tight, and Earthbound Trading Company. Or go below the surface and learn about Eureka Springs' colorful (and sometimes dark) history. Take an Underground Walking Tour or ghost tour at the famously haunted Crescent Hotel, where you can also spend the night and channel your inner Ghostbuster. If you prefer chill rather than chilling, check out Magnetic Valley Resort, which is clothing-optional and caters to gay, bi-sexual, and straight men. Stay at the queer-owned Bridgeford House with four-poster beds and antique furnishings or the lesbian-owned Pond Mountain Lodge & Resort where you can enjoy secluded cabins, wine by a fire, or a soak in your private hot tub built for two. Once you're relaxed, hit the town again for cocktails and live music at Missy's White Rabbit Lounge, order fried pickle chips and wings at the Rowdy Beaver Den, and hit up the dancing and drag shows at Eureka Live.



14 Charming Small  
Towns To Visit In 2022



Eureka Springs' entire downtown area is listed on the National Register of Historic Places, but that's only one of many reasons to visit this small town in the Ozark Mountains. The downtown area is home to so many shops, art galleries, and restaurants that you may want to explore by tram instead of by foot. Enjoy fishing, watersports, hiking, and bird watching in the beautiful mountain surroundings. And of course, you can't miss the natural springs the city is named for, and there are many springs and caverns to explore. With so much to do packed into such a small town, you'll want to be sure to check out all of our recommendations before your trip.

TRAVEL+  
LEISURE



11 of the Best Small Towns  
for Recent College Grads

The beautiful Eureka Springs has a location in the Ozark Mountains, but arguably the destination's main draw is its natural hot springs. According to one count, there are upwards of 60 natural springs bubbling up within the city limits, some of which are set around the Historic District's beautifully preserved Victorian buildings. Eureka Springs has a slightly older feel, but it makes up for it with a low cost of living — according to BestPlaces, the median home price here is \$193,900.





# 4

Social Media



## Organic Social Media Overview

In 2021 we highlighted adventures, sights, foodie hot-spots and more across our social channels. From showcasing popular spots such as the Thorncrown Chapel to hidden gems like the Dogwood Trail, our organic social channels have become the traveler's resource for Eureka Springs.

Every month, we have highlighted different content topics for our audiences. These talking points include:

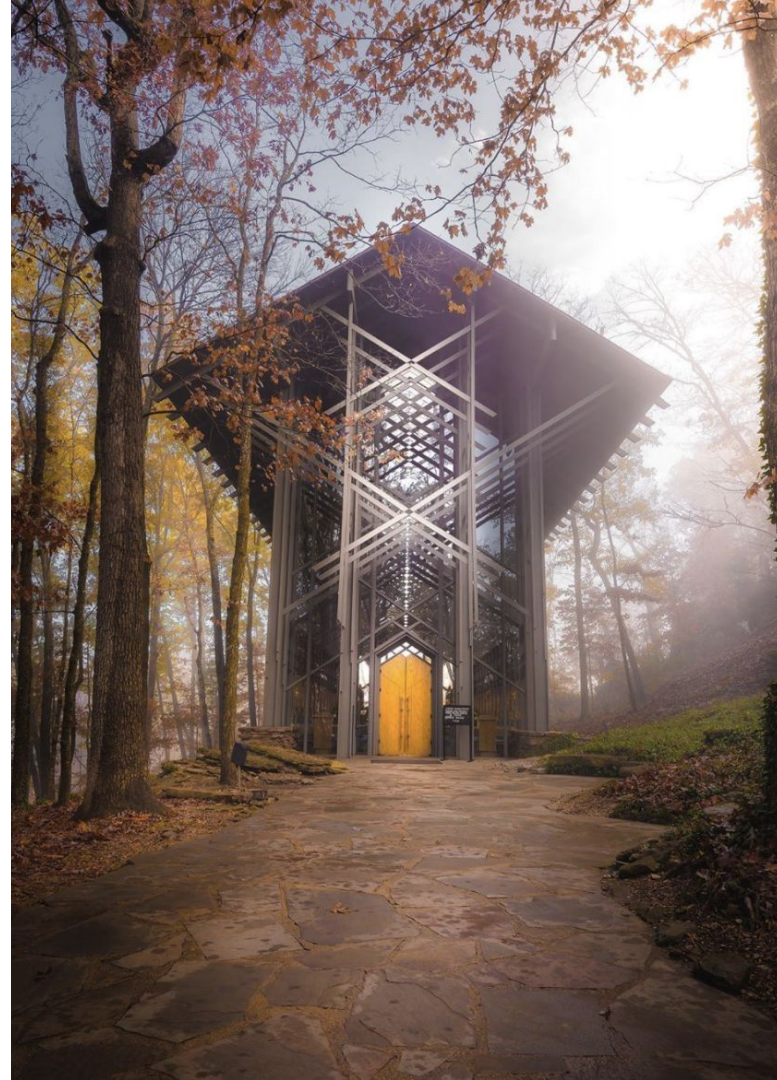
- Outdoor Adventure
- Historic Downtown
- Food and Drink
- Where to Stay
- Events
- Arts and Culture
- Localism



# Organic Social Media Results

From March-December 2021...

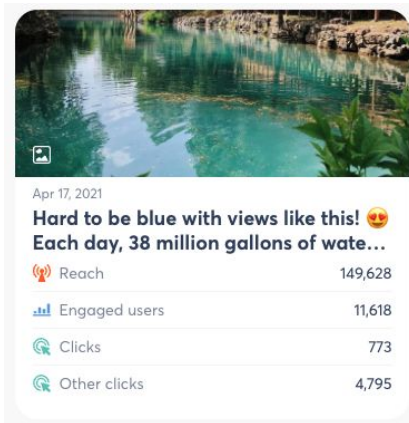
- Facebook Reach: 6,179,620
- Facebook Impressions: 12,821,609
- Facebook Engagement: 1,154,821
- Instagram Reach: 1,704,109
- Instagram Impressions: 1,879,312
- Instagram Engagement: 129,618



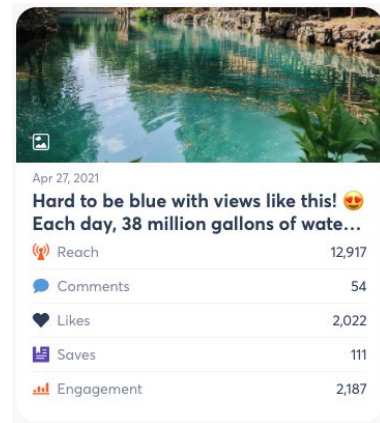
# Organic Social Media Growth

March-December 2021 vs March-December 2020

We saw growth across the board for our social media platforms. Most notably, we saw an increase of 53.96% for **Facebook Impressions**, 220% increase in **Facebook Engagement**, 20% increase in **Instagram Reach**, 13% increase in **Instagram Engagement** and a 20% increase in **Instagram Followers**.



\*Top Engaged Facebook Post



\*Top Engaged Instagram Post





5

Creative



## Creative Update

- Brand Campaign photo and video shoot
  - Outdoor
  - Accomodations
  - Art and Shopping
  - Downtown
- New campaign creative
- New :30 and :15 campaign video
- New digital banner campaign



















# One place. Many ways to take the plunge.

Welcome to the quirky corner of Arkansas that has it all: canoeing, kayaking, swimming, fishing, biking, and more—including everyone's favorite adventures: dining and live music. So come take the plunge with us. A curiously good time awaits.

[EUREKASPRINGS.ORG](http://EUREKASPRINGS.ORG)



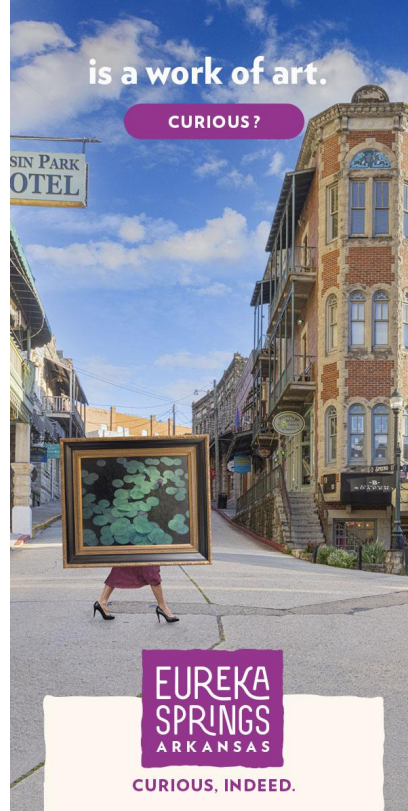
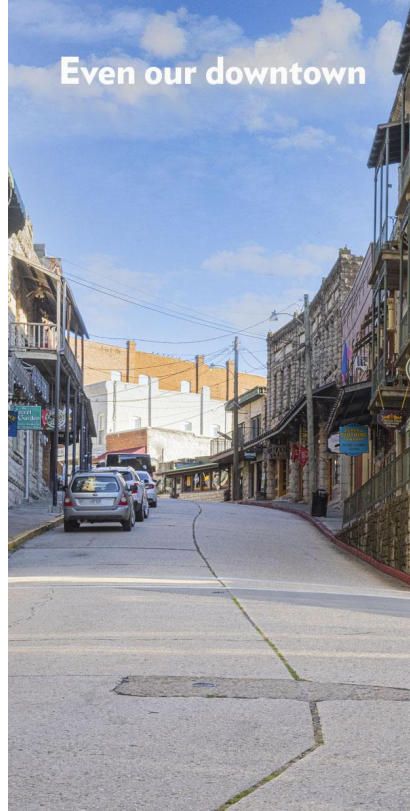
**EUREKA  
SPRINGS**  
ARKANSAS

CURIOUS. INDEED.









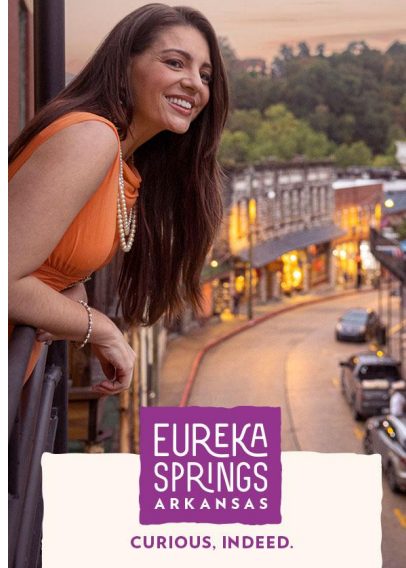


The timeless  
elegance of the 1800s.



Now with wifi.

CURIOUS?



EUREKA  
SPRINGS  
ARKANSAS

CURIOUS, INDEED.



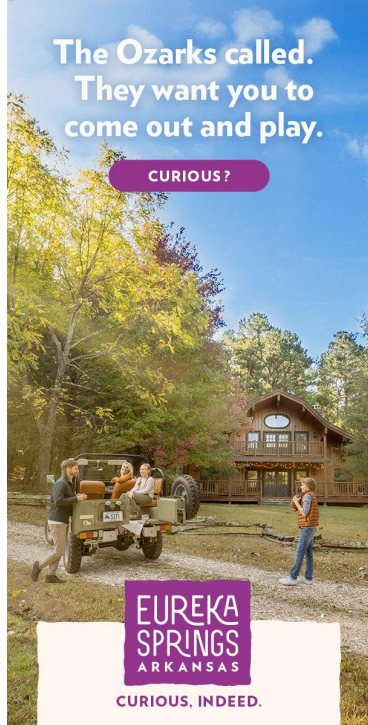


One place. Many ways  
to take the plunge.

CURIOS?

**EUREKA  
SPRINGS**  
ARKANSAS

CURIOS, INDEED.



The Ozarks called.  
They want you to  
come out and play.

CURIOS?

**EUREKA  
SPRINGS**  
ARKANSAS

CURIOS, INDEED.

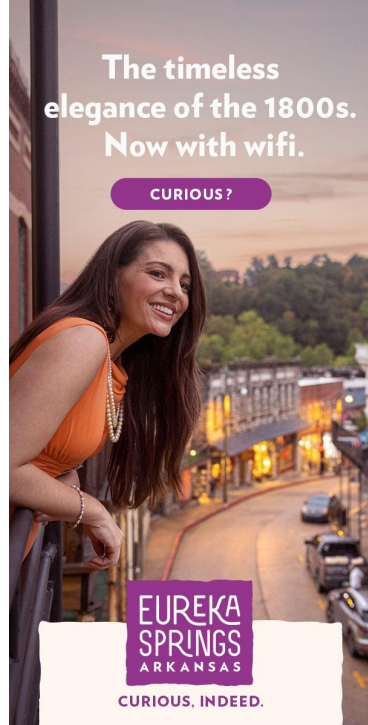


Even our downtown  
is a work of art.

CURIOS?

**EUREKA  
SPRINGS**  
ARKANSAS

CURIOS, INDEED.



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CURIOS?

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ARKANSAS

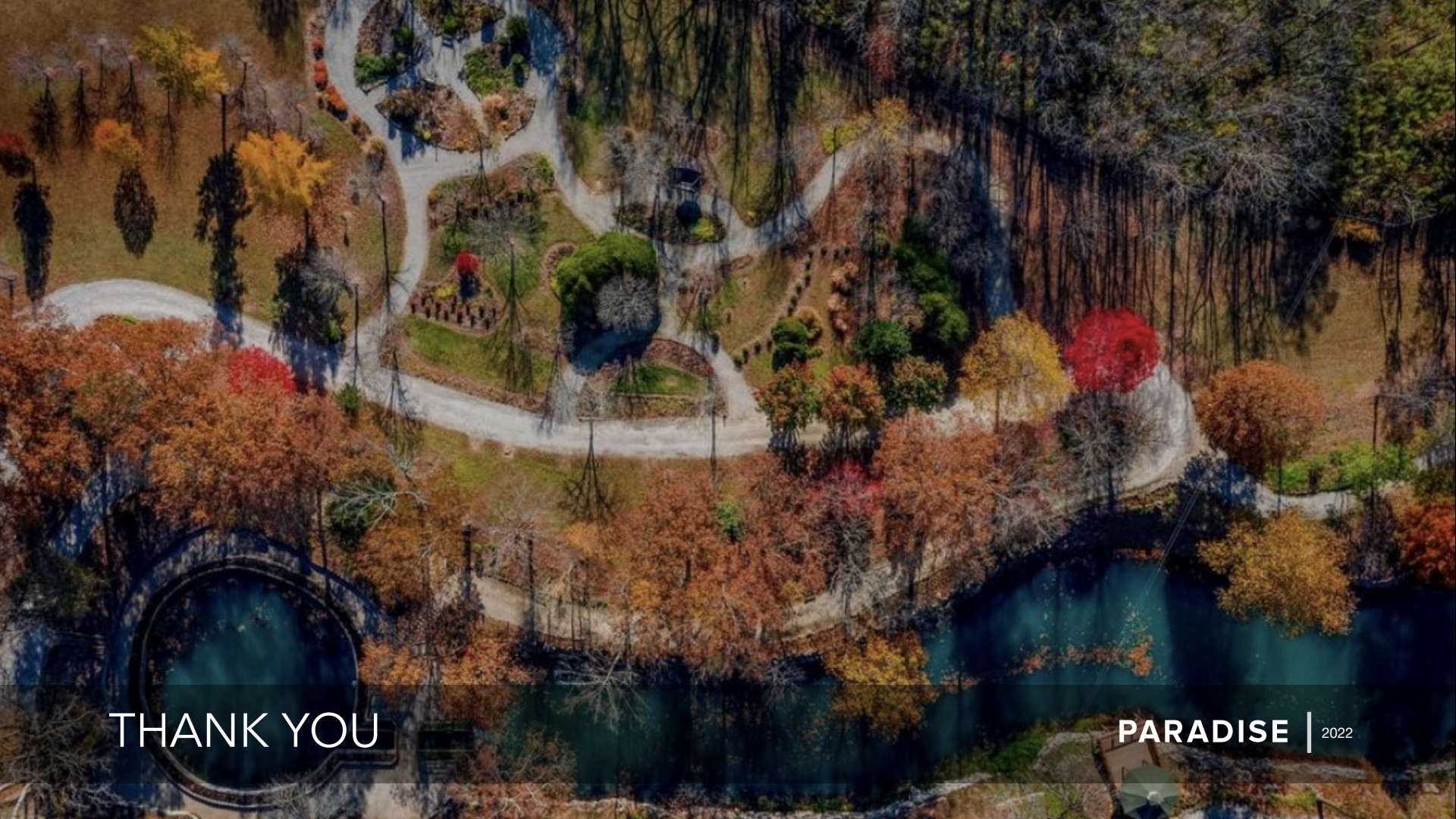
CURIOS, INDEED.



EUREKA  
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**CURIOUS, INDEED.**





THANK YOU

PARADISE | 2022