

# PARADISE



**Monthly Report:** September 2020

**Client:** Eureka Springs

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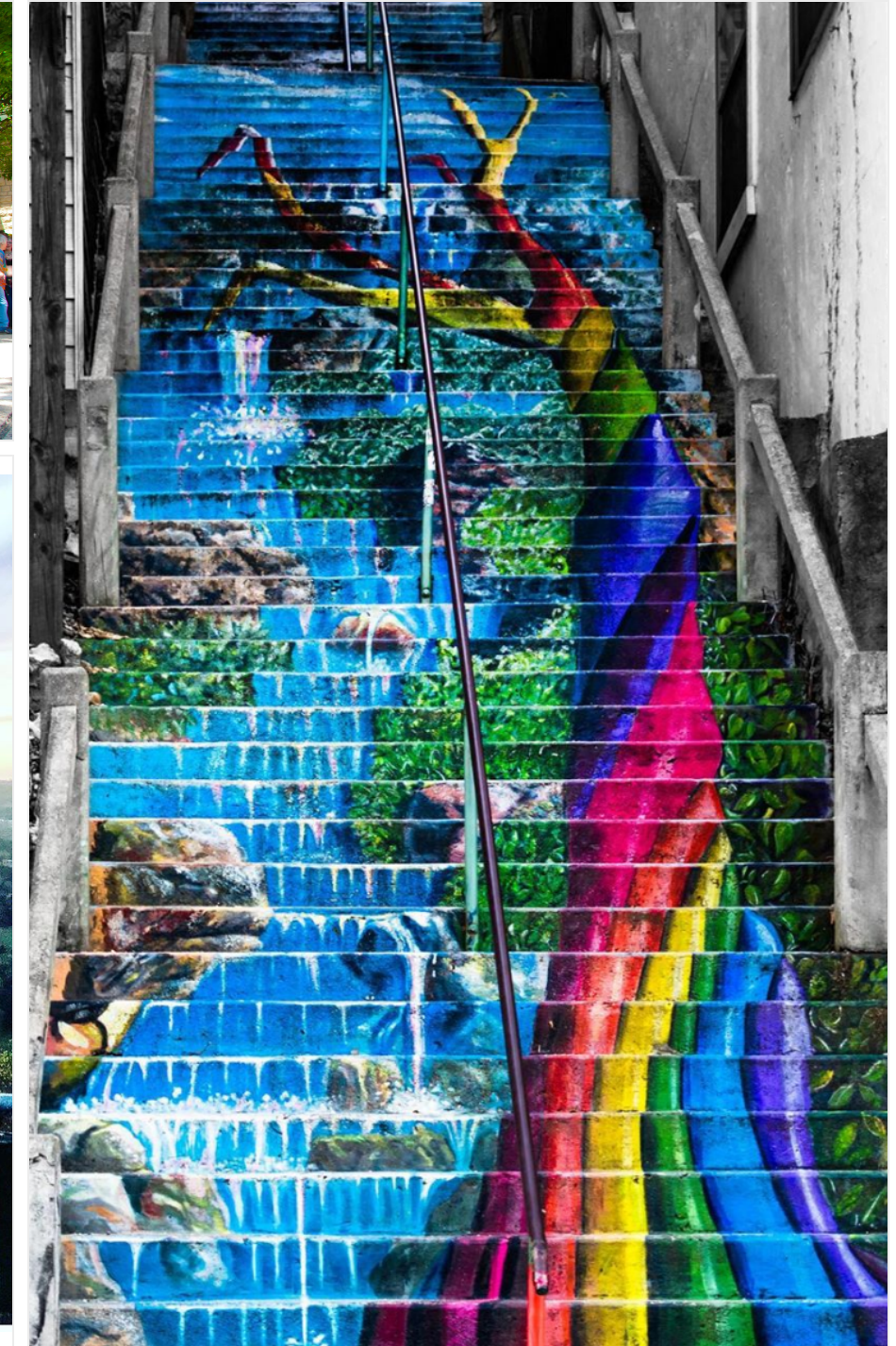
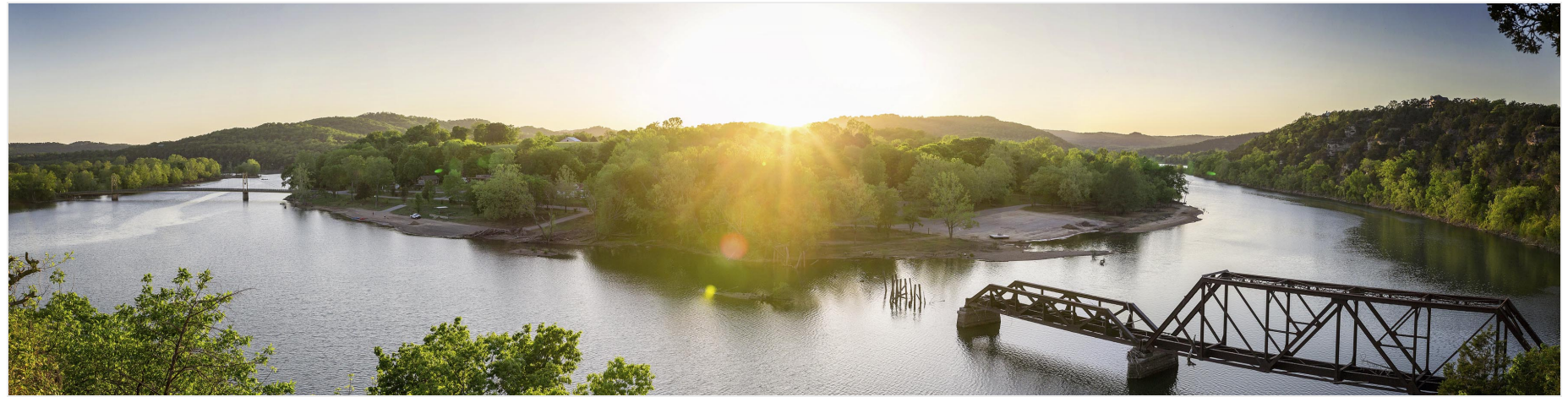
- Advertising and Marketing Services
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- Facebook Ads
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\*Note: Eureka Springs Data Depot reports were set up in mid-May. Therefore, some of the data sets included in this report only reflect since that time.

## \*\* Advertising & Marketing Services\*\*

### September Summary

- Developed a strategic plan based on potential supplemental funds to extend the Relaunch Campaign into November and December to impact Fall and Winter travel. Plan to be presented during October 14 CAPC Workshop and approved at the next meeting.
- Provided a report on the performance of the various creative units running as part of the Relaunch Campaign.
- Monitored and optimized the Relaunch Campaign, as necessary. Campaign launched in June and concludes in December.
- Presented FY2021 marketing plan budget recommendations to CAPC team.
- Reviewed proprietary CAPC partner reports to help guide strategic efforts.
- Processed photos provided by RightMinds.
- Developed and submitted a full page print ad for the 2021 Arkansas Cycling Guide.
- Developed and submitted a full page print ad for the 2021 Arkansas Travel Guide.
- Developed and submitted a full page print ad for the 2021 Arkansas Motorcycle Guide.
- Reviewed results from the consumer sentiment survey that the CAPC deployed in August.
- Continued to monitor and review media usage and traveler behavior trends to apply to future strategic plans.
- Continued to review and monitor Airsage location data.
- Developed monthly activities and data report for August and provided to client.
- Conducted monthly billing and budget management.
- Conducted regular check-ins with CAPC staff and addressed any questions or concerns.



## Media Overview

### September Summary

For September, we had an increase in CTR month over month to 0.35% which is up from 0.31%. StackAdapt continues to have the best CTR at 0.47% which is above the benchmark of 0.30%. Pandora has the second-best CTR at 0.43%. Video did not run in September and therefore there are no stats to report.

VIDEO COMPLETION RATE

Last Month (Sep 1 - 30) ▾

0%

TOTAL MEDIA SPEND Last Month (Sep 1 - 30) ▾

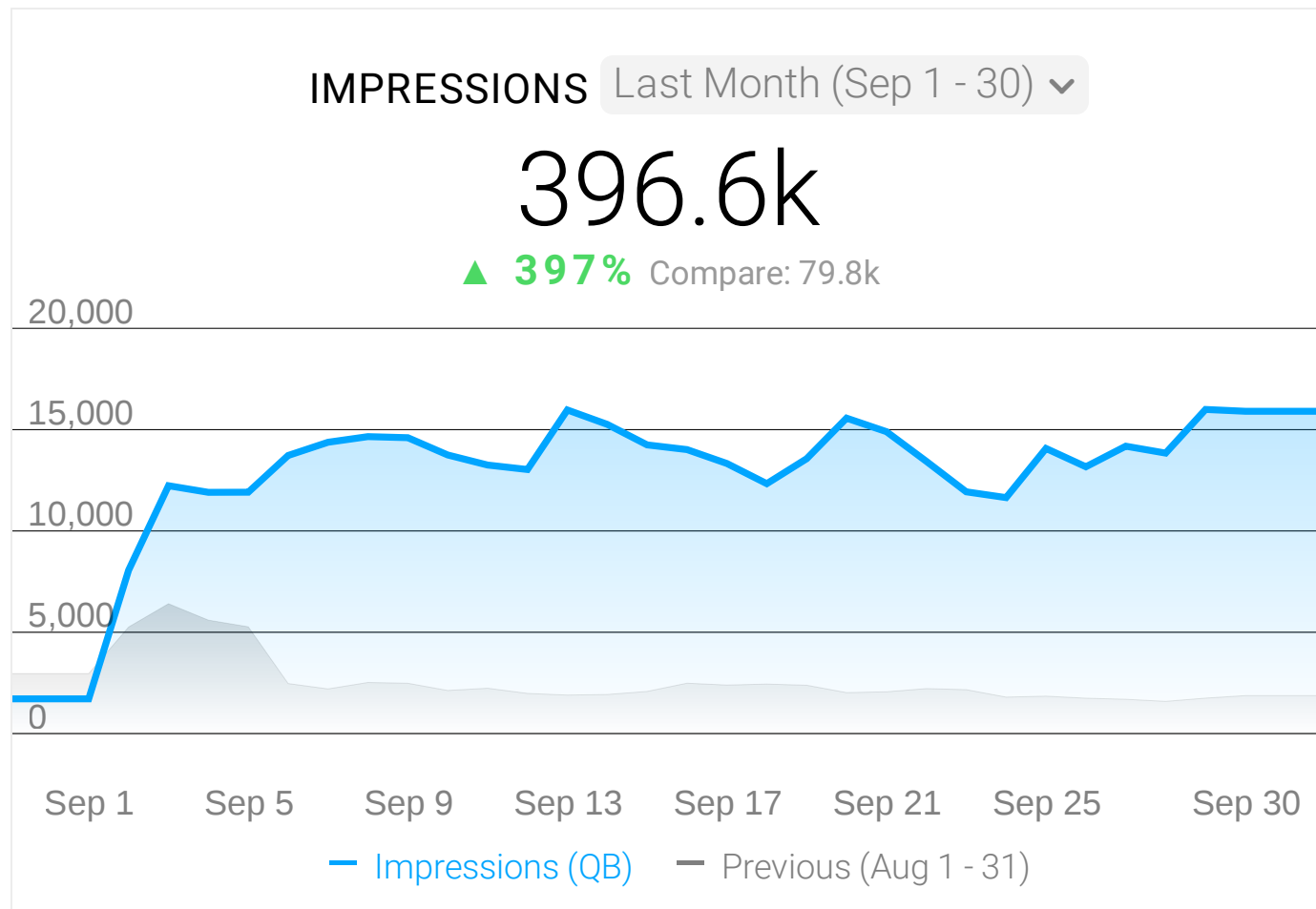
\$ 30k

TOTAL IMPRESSIONS Last Month (Sep 1 - 30) ▾

1.44M

TOTAL CLICKS Last Month (Sep 1 - 30) ▾

5,084



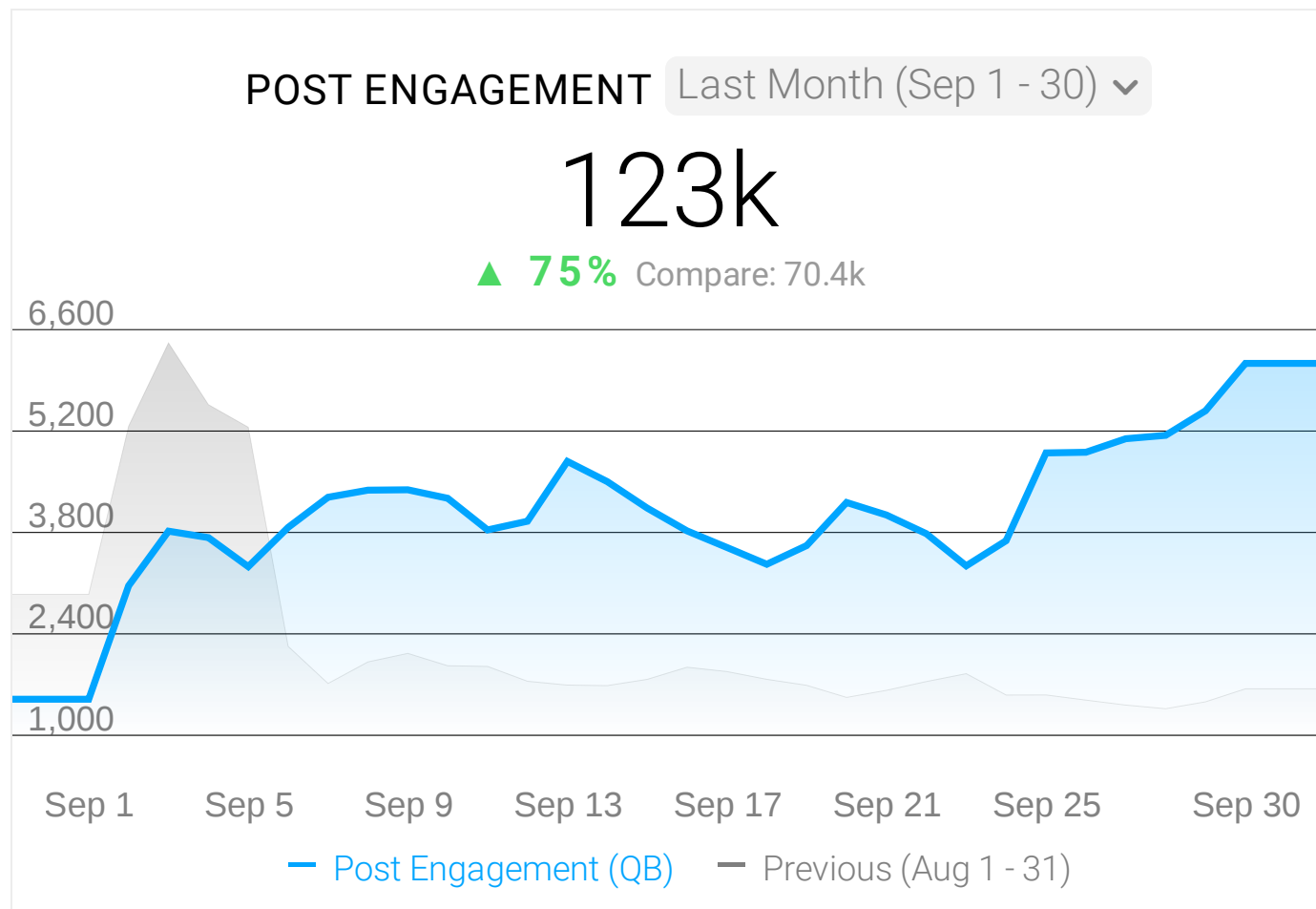
### CAMPAIGNS OVERVIEW Last Month (Sep 1 - 30) ▾

#	NAME	SPEND	IMPRESSIONS
1	ESP 0107 Summer Evergreen Relaunch Traffic (23845541041440596)	-	250.1k
2	ESP 0107 Summer Evergreen Relaunch Video Views (23845327886970596)	-	146.5k

In the month of September, we continued running the Evergreen campaign.

In September, we generated 396,600 impressions, a 397% increase over the month of August. We also registered a 75% increase in post engagements, equating to 70,434 post engagements and 9,388 clicks, a 5,842% increase over the month of August.

We also registered a 2.37% CTR now that the traffic driving effort has begun by retargeting users who have previously engaged and shown interest in our ads. This CTR is well above the 0.9% average CTR for the travel industry.



### CTR BY CAMPAIGN Last Month ▾

Metrics	Last Month	Δ
	2.37	▲ 1,095%

### CLICK OVERVIEW Last Month (Sep 1 - 30) ▾

**9,388** **\$ 0.10**  
Clicks CPC  
▲ **5,842%** (158)

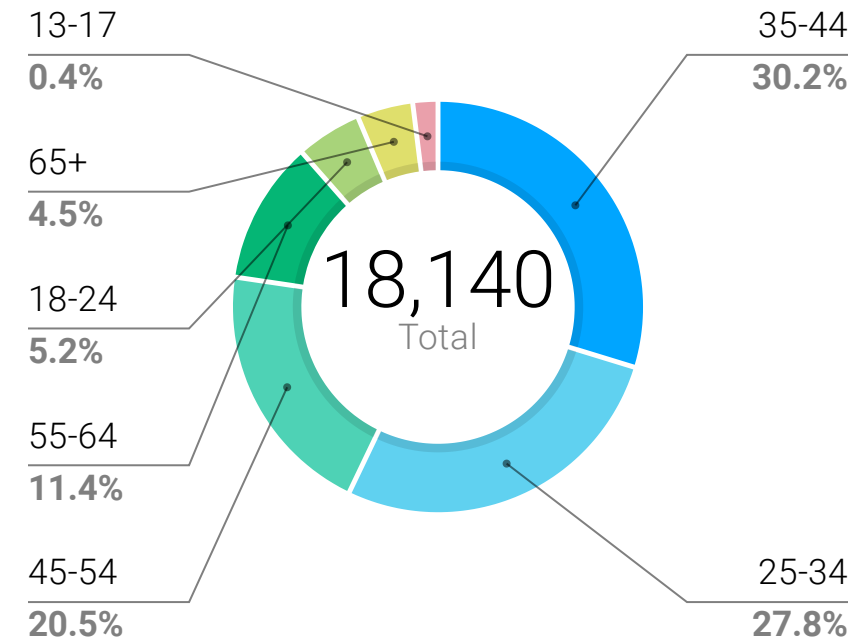
### ACCOUNT ACTIVITY Last Month ▾

Metrics	Last Month	Δ
Profile Visits	2,803	▼ 16%
Reach	185.1k	▲ 12%
Impressions	242.2k	0%
Website Clicks	73	▼ 53%
Get Directions Clicks	0	
Phone Call Clicks	0	▼ 100%
Text Message Clicks	0	

### FOLLOWERS BY CITY Last Month ▾

Metrics	Last Month	Δ
Fayetteville, Arkansas	1,144	▲ 2%
Little Rock, Arkansas	759	▲ 3%
Tulsa, Oklahoma	719	▲ 3%
Eureka Springs, Arkansas	712	0%
Bentonville, Arkansas	575	▲ 5%
Rogers, Arkansas	547	▲ 2%
Oklahoma City, Oklahoma	538	▲ 7%
Springfield, Missouri	433	▲ 3%

### FOLLOWERS BY AGE GROUP Last Month (Sep 1 - 30) ▾



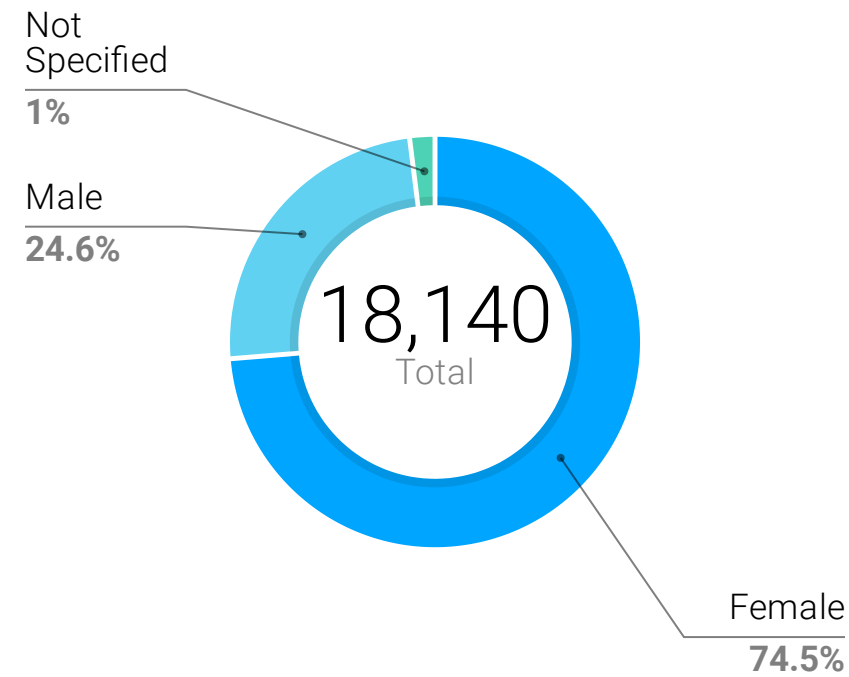
### TOP POSTS BY LIKES Month to Date ▾

Metrics	Month to date	Δ
Eureka Springs is open for business! Have you had a great experience with on...	2,151	
Eureka Springs is open for business! Have you had a great experience with on...	2,146	0%
If you are planning a road trip to Eureka Springs, Thorncrown Chapel is...	1,785	
If you are planning a road trip to Eureka Springs, Thorncrown Chapel is...	1,781	0%
Bringing a little of Eureka Springs' beauty to you this evening! ... (09/12/2020...	1,623	
Bringing a little of Eureka Springs' beauty to you this evening! . .: @capturedb...	1,620	▲ 1%
A little sunshine goes a long way ... (08/22/2020 19:59:42)	1,539	

### FOLLOWER OVERVIEW Last Month (Sep 1 - 30) ▾

**735** **19,584**  
New Followers Total Followers  
▼ 14% (858) ▲ 4% (18,849)

### FOLLOWERS BY GENDER Last Month (Sep 1 - 30) ▾



### NEW POSTS BY LIKES Last Month ▾

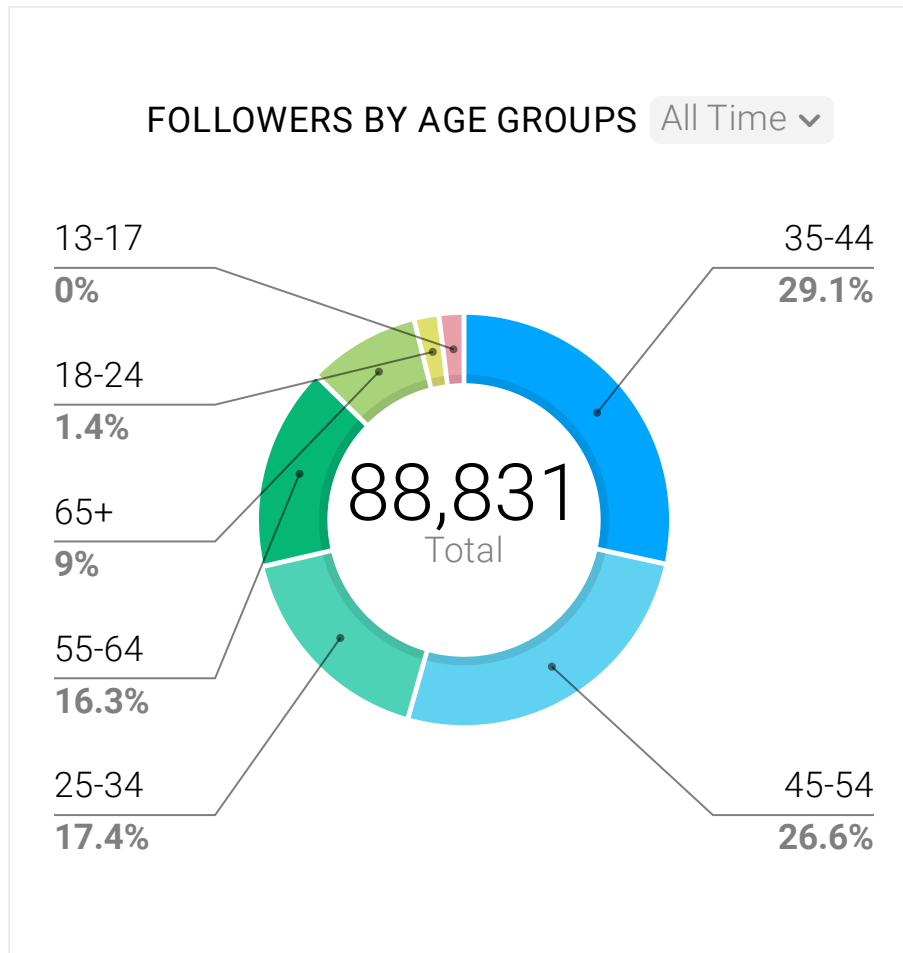
Metrics	Last Month	Δ
Bringing a little of Eureka Springs' beauty to you this evening! . .: @capturedbyphoto.co . #EurekaSprings #Arkansas #VisitArkansa...	1,620	
Discover more views like this one . .: @therealbrendamorales . #EurekaSprings #Arkansas #VisitArkansas #ExploreArkansas #r...	1,205	
Some of the eclectic shops, galleries, & restuarants of downtown Eureka Springs . .: @mr_mikeylove . #EurekaSprings #Ark...	1,094	
It's the first day of fall y'all! Views like this are about a month away!! ████████████████ #EurekaSprings #Arkansas #VisitArkansas...	1,084	



### PAGE SUMMARY

Last Month ▾

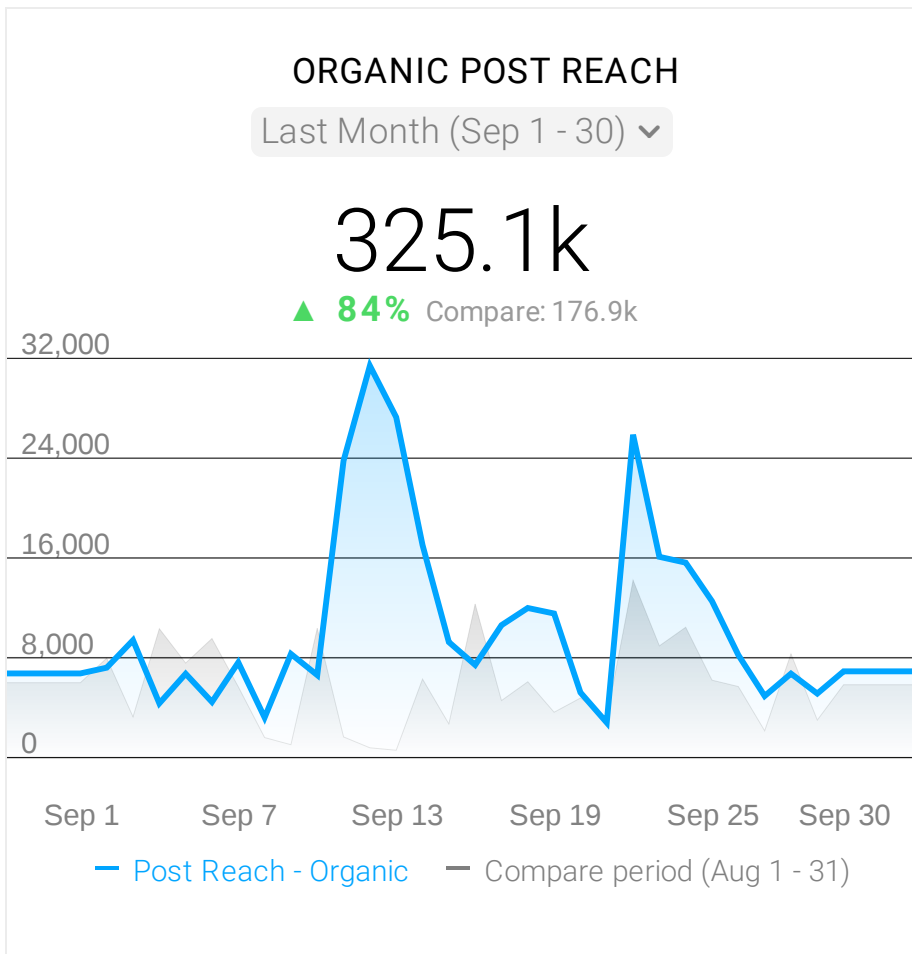
Metric	Last Month	Δ
New Page Likes	1,679	▲ 68%
Total Page Likes	88,217	▲ 2%
Comments	1,444	▲ 90%
Shares	1,466	▲ 103%
Video views	122.1k	▲ 38%



### FOLLOWERS BY CITY

All Time ▾

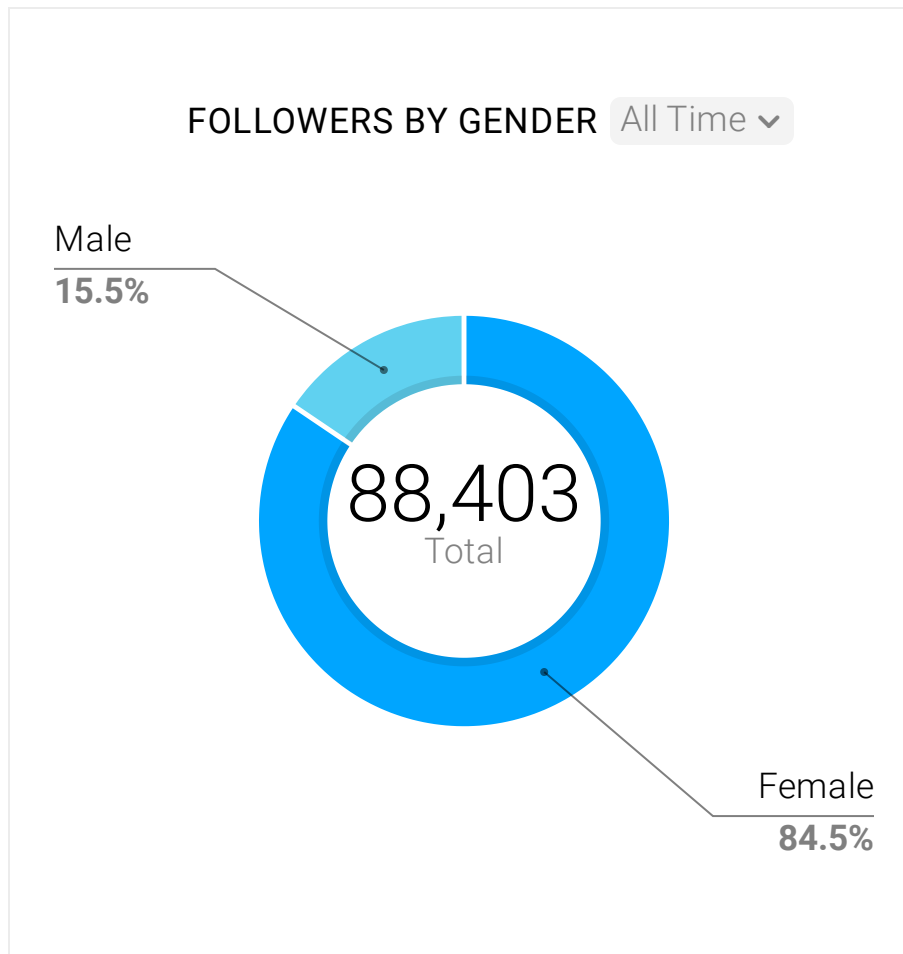
Metric	All Time
Tulsa, OK	4,918
Oklahoma City, OK	2,630
Springfield, MO	2,266
Fayetteville, AR	2,107
Little Rock, AR	1,779
Fort Smith, AR	1,629
Eureka Springs, AR	1,520
Rogers, AR	1,241
Kansas City, MO	1,189
Broken Arrow, OK	1,184
Springdale, AR	1,079
Wichita, KS	1,033
Bentonville, AR	998
Conwav. AR	864



### POST ENGAGED USERS BY POST

Last Month ▾

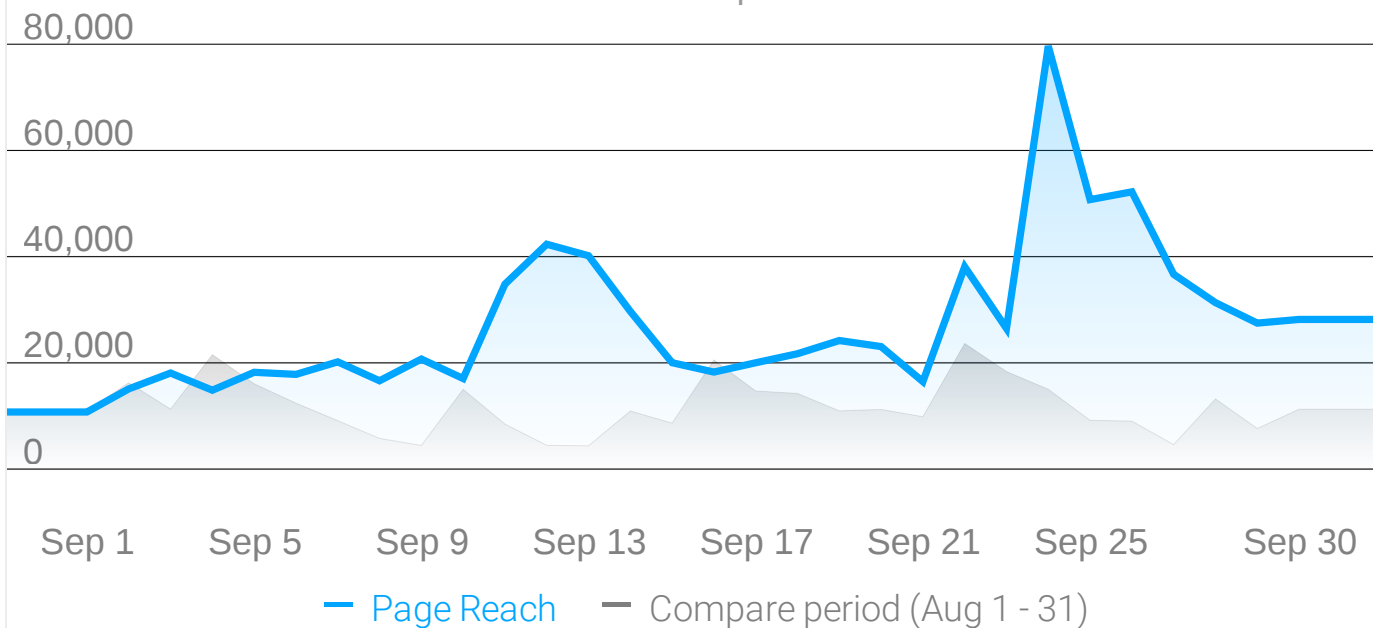
Post	Last Month	Δ
Bringing a little of Eureka Springs' beauty to you this evening! (2020-09-12)	6,258	
It's the first day of fall y'all! Views like this are about (2020-09-22)	4,408	
Discover more views like this one . 📍: @therealbrendamorales (2020-09-25)	2,609	
Some of the eclectic shops, galleries, & restuarants of downtown (2020-09-18)	1,892	
A stroll around downtown leads to amazing discoveries. . 📍: (2020-09-10)	1,593	



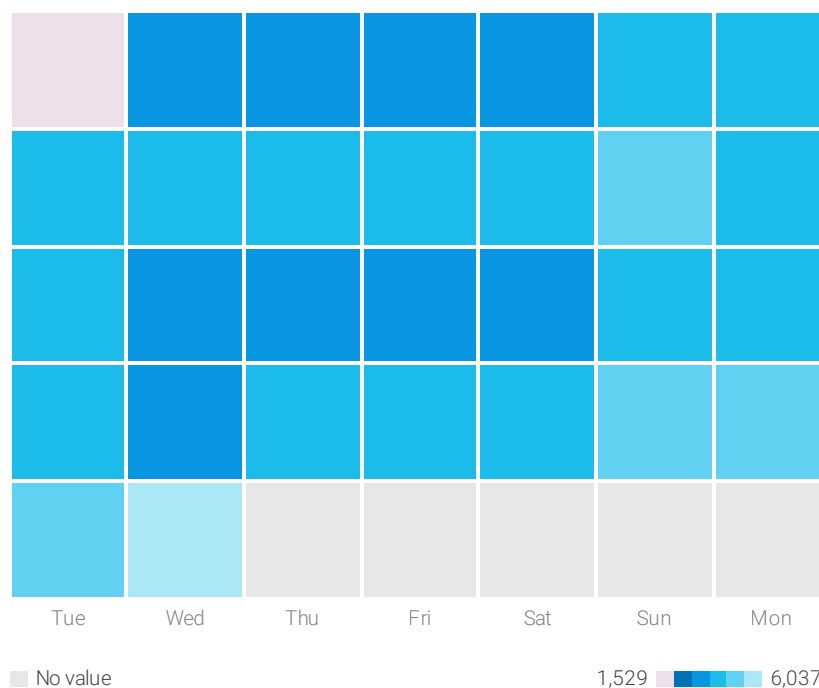
PAGE REACH Last Month (Sep 1 - 30) ▾

831.1k

▲ 131% Compare: 359.7k

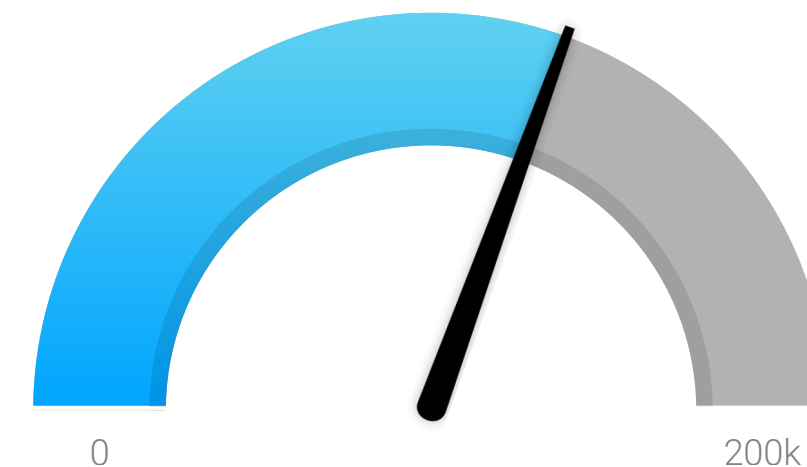


WHEN ARE PEOPLE WATCHING OUR VIDEOS? Last Month (Sep 1 - 30) ▾



HOW MANY PEOPLE WATCHED OUR VIDEOS? Last Month (Sep 1 - 30) ▾

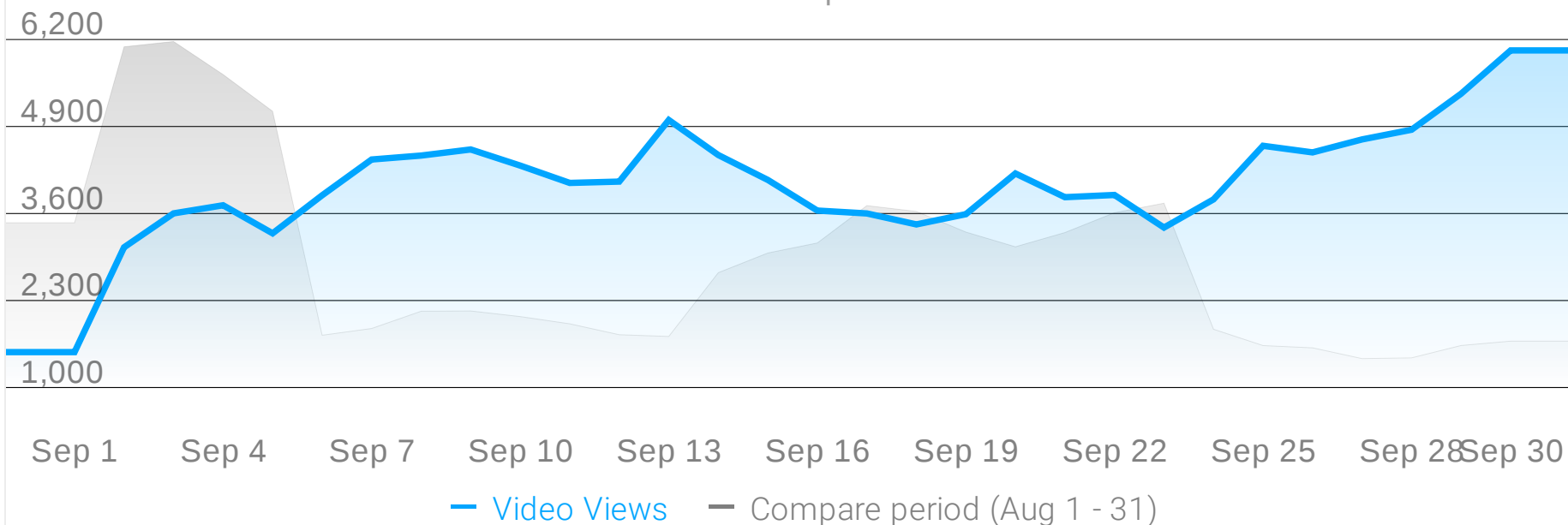
122.1k



VIDEO VIEWS Last Month (Sep 1 - 30) ▾

122.1k

▲ 38% Compare: 88.3k



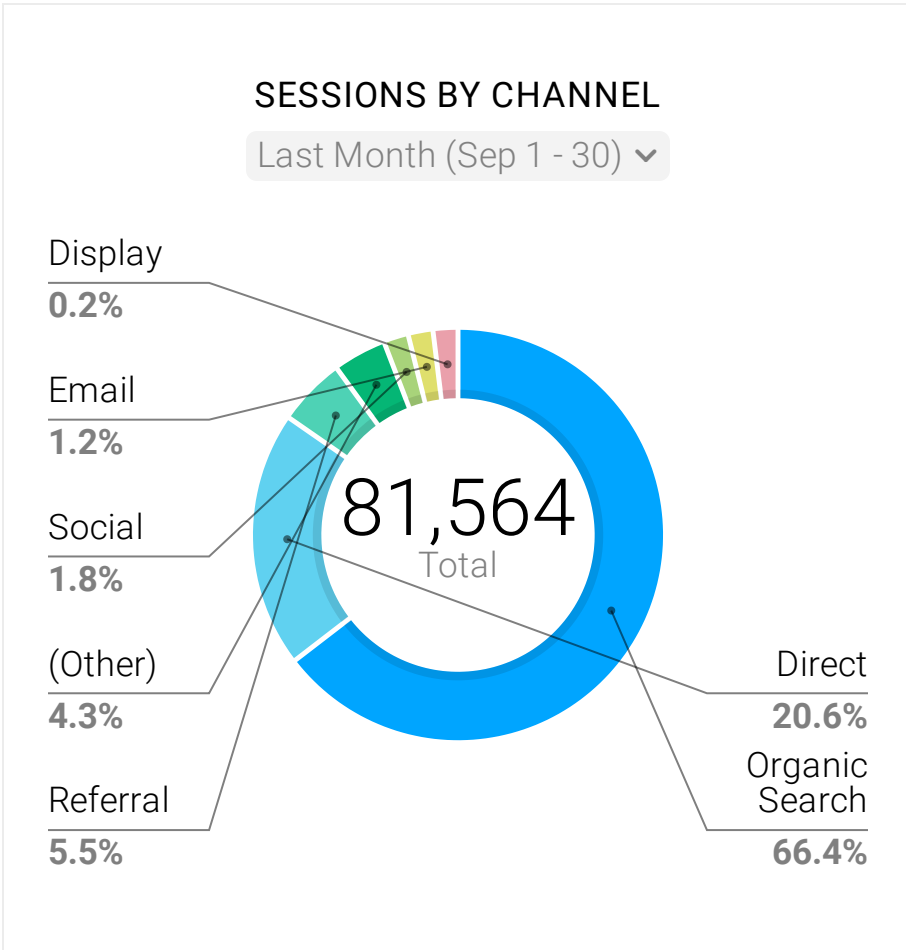
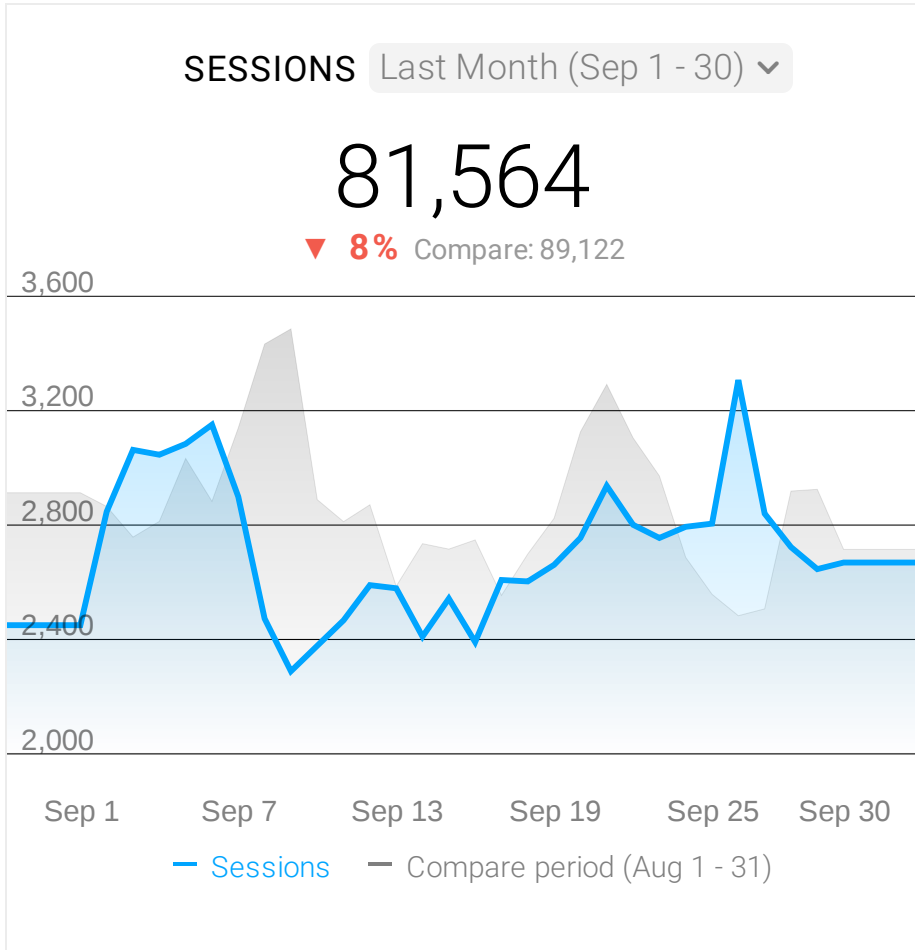
POST VIDEO VIEWS BY PUBLISH DATE Last Month ▾

Metrics	Last MonthΔ
An evening stroll down Main Street . 📍: Charlotte Schmid (2020-09-02)	0
Where is your favorite place to hike in #EurekaSprings . 📍: (2020-09-04)	0
Hope you are making memories in #EurekaSprings this weekend! (2020-09-05)	0
Long weekend done right! . 📍: @ozarkliving . #EurekaSprings (2020-09-07)	0
A stroll around downtown leads to amazing discoveries. . 📍: (2020-09-10)	0

AVERAGE VIDEO VIEWS PER PAGE VISIT Last Month (Sep 1 - 30) ▾

14.2

▼ 22% Compare: 18.1



### AUDIENCE OVERVIEW Last Month ▾

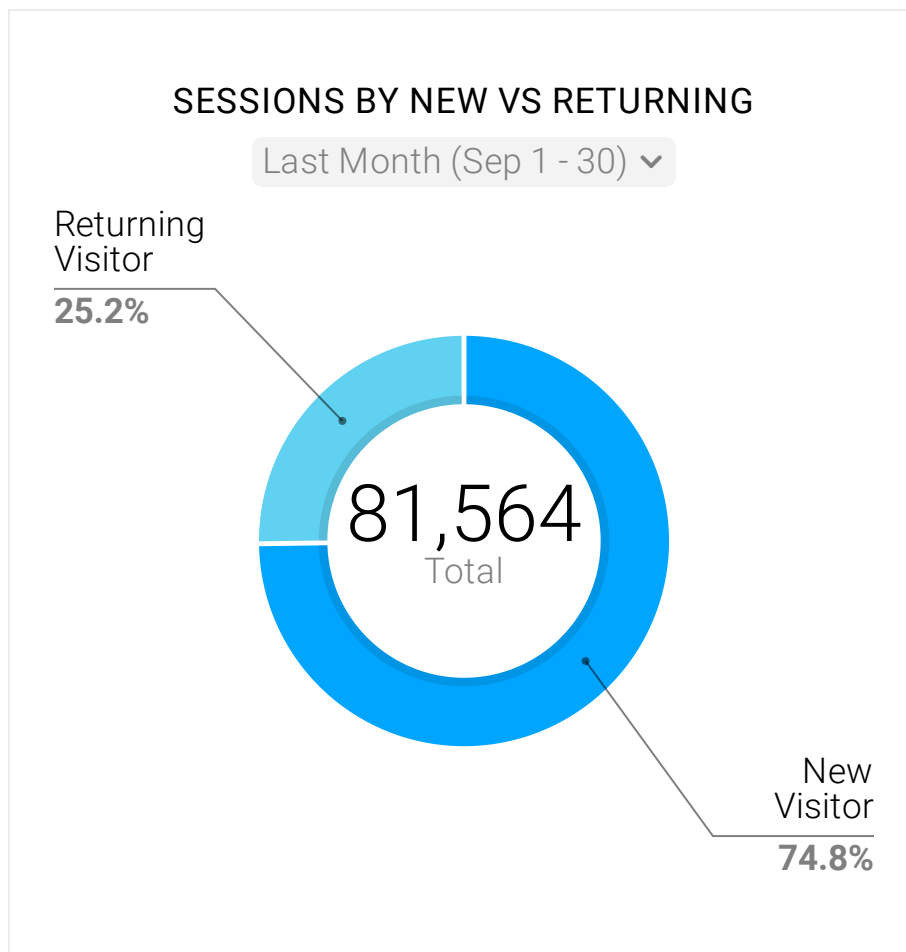
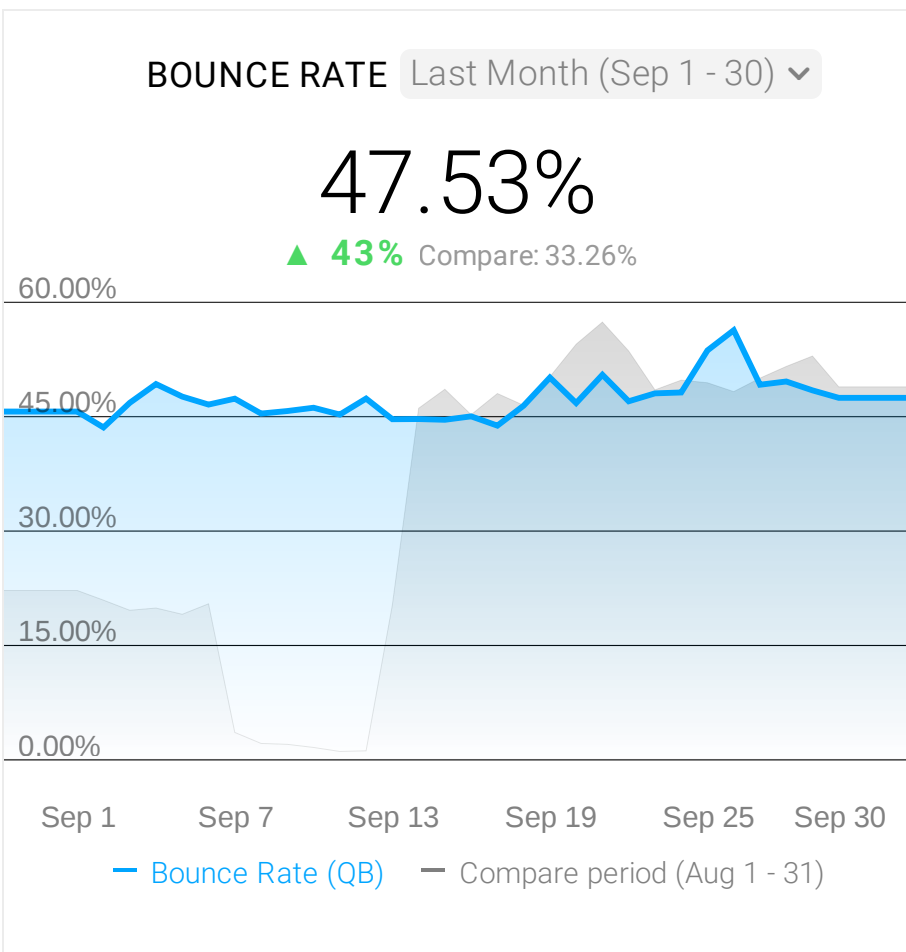
Metrics	Last Month	Δ
Users	62,958	▼ 10%
Sessions	81,564	▼ 8%
% New Sessions	74.86%	0%
Pages / Sessions	3.87	▼ 30%
Avg Session Duration	3m 6s	▼ 6%
Bounce Rate	47.53%	▲ 43%
Pageviews	315.6k	▼ 36%

### USERS BY REGION Last Month ▾

Metrics	Last Month	Δ
Texas	14,230	▼ 15%
Missouri	11,547	▼ 10%
Arkansas	9,656	▼ 5%
Oklahoma	8,703	▼ 2%
Illinois	3,563	▼ 7%
Kansas	3,347	▼ 14%
Tennessee	2,477	0%
Louisiana	1,293	▲ 5%
Florida	1,242	▲ 20%
Iowa	960	0%
Georgia	890	▲ 13%
California	791	▼ 9%
Mississippi	766	▲ 9%
Colorado	738	▼ 37%

### TOP PAGES BY PAGEVIEWS Last Month ▾

Metrics	Last Month	Δ
	-	

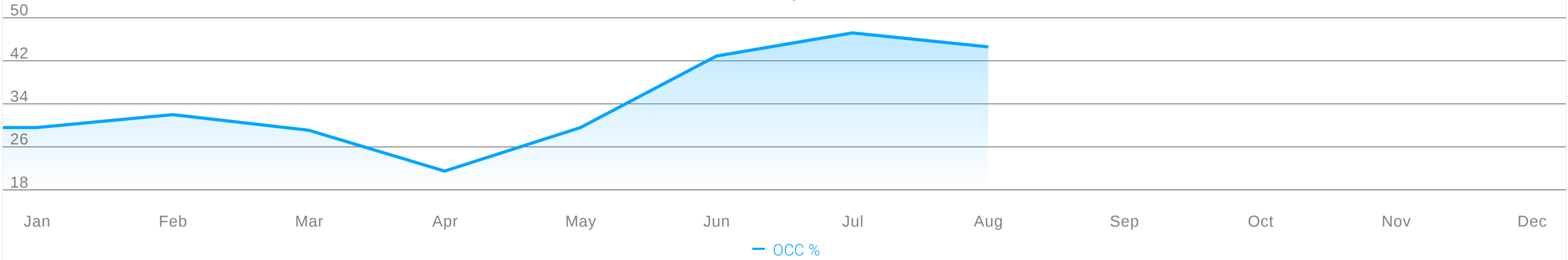




OCC % This Year (Jan - Dec) ▾

# 34.6%

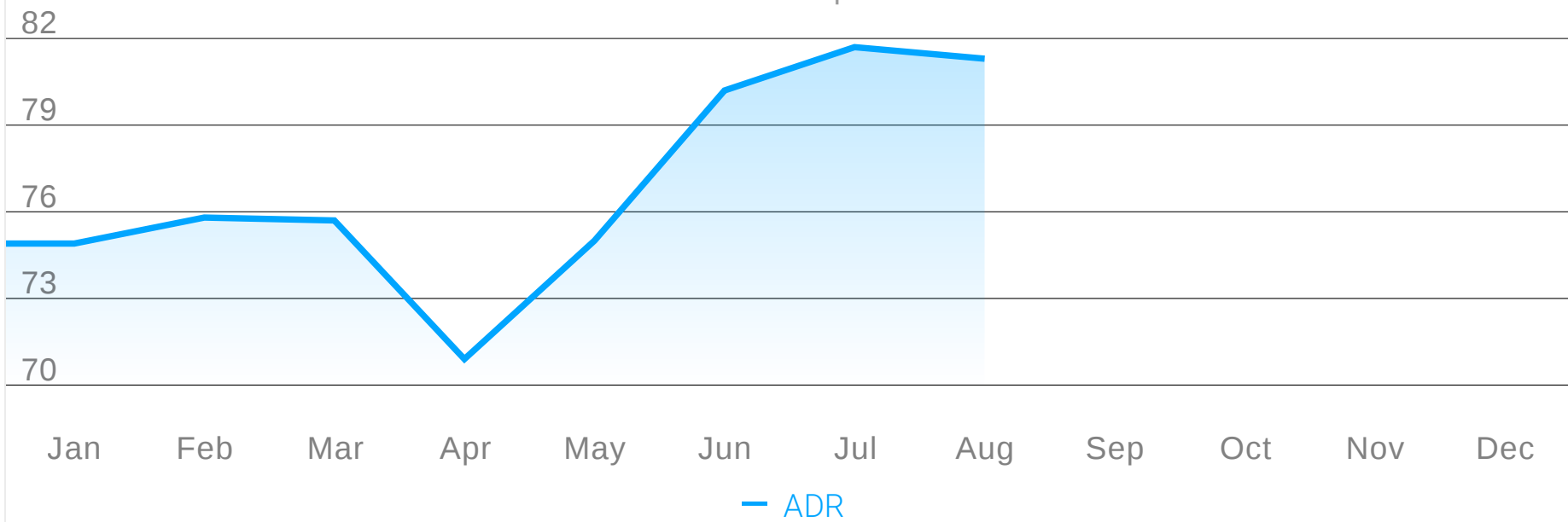
▼ 8% Compare: 42.6%



ADR This Year (Jan - Dec) ▾

# 616

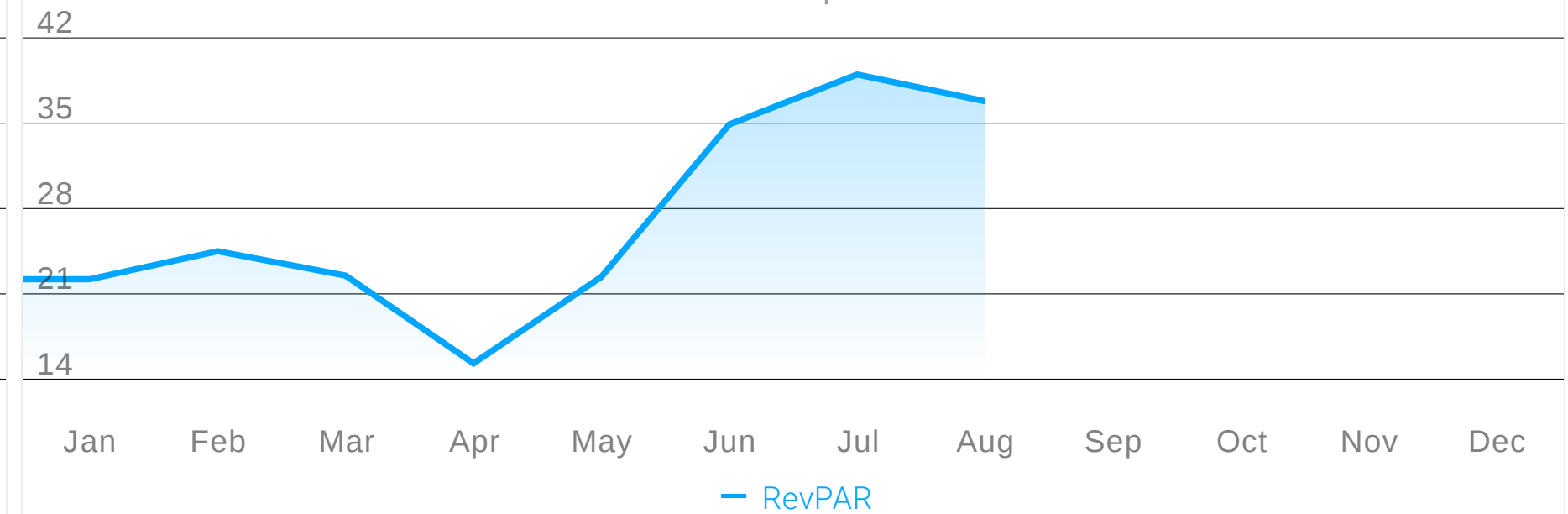
▲ 20% Compare: 513



REVPAR This Year (Jan - Dec) ▾

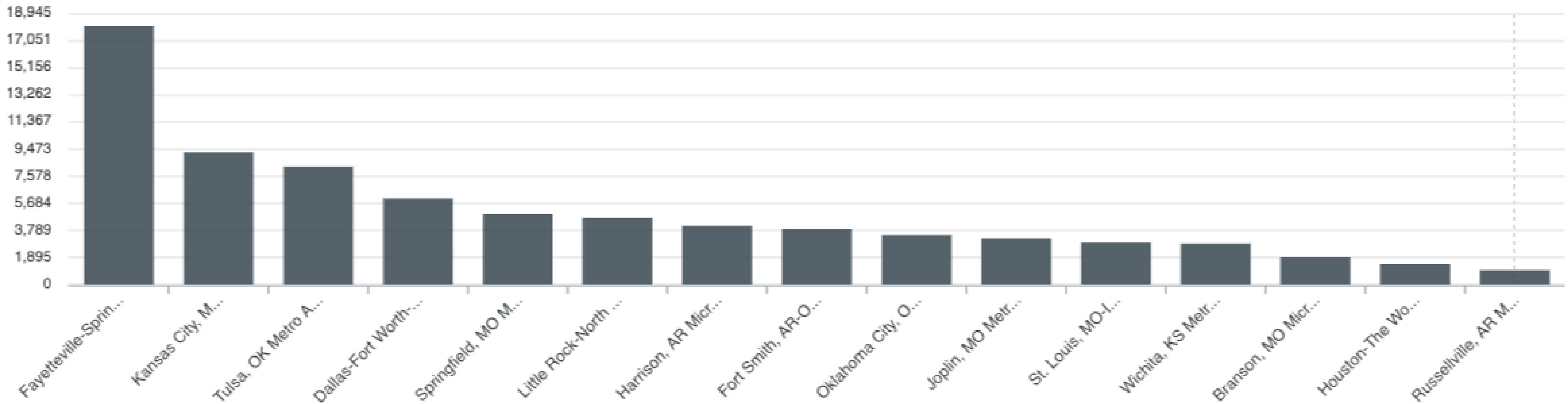
# 218

▼ 3% Compare: 224



# Visit Counts By MSA (Top 15)

August 2020

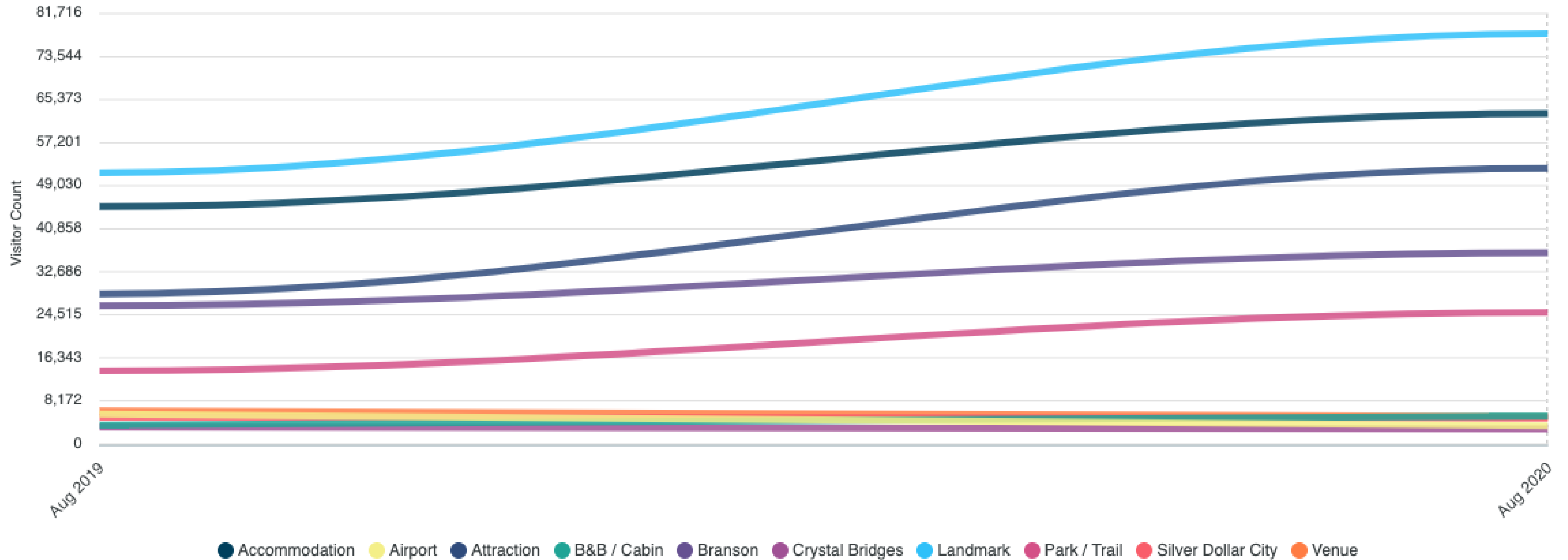


\*\* POI Type Visitation Trend\*\*  
August 2019 vs August 2020

**Important Notes:**

- **Attractions** saw the **largest increase** in visitation year over year; followed by **Parks & Trails and Landmarks**
- As expected, **Accommodations, Airports and Venues** saw a **decrease** year over year.

NOTE FROM OCT 23 7:19 PM

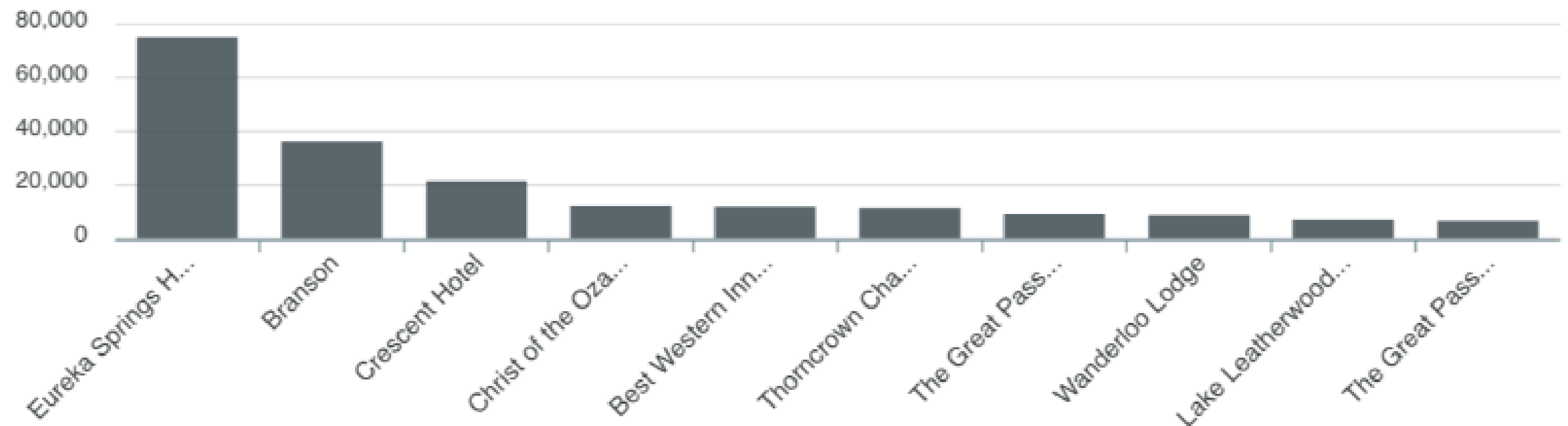


## Top Points of Interest

August 2020

## Top Points of Interest

The top points of interest are Eureka Springs Historical Downtown (75,310), Branson (36,290), Crescent Hotel (21,470), Christ of the Ozarks (12,190), Best Western Inn of the Ozarks (11,940). Which together make up 57% of all visitors to Eureka Springs that also visited the points of interest included in this study.

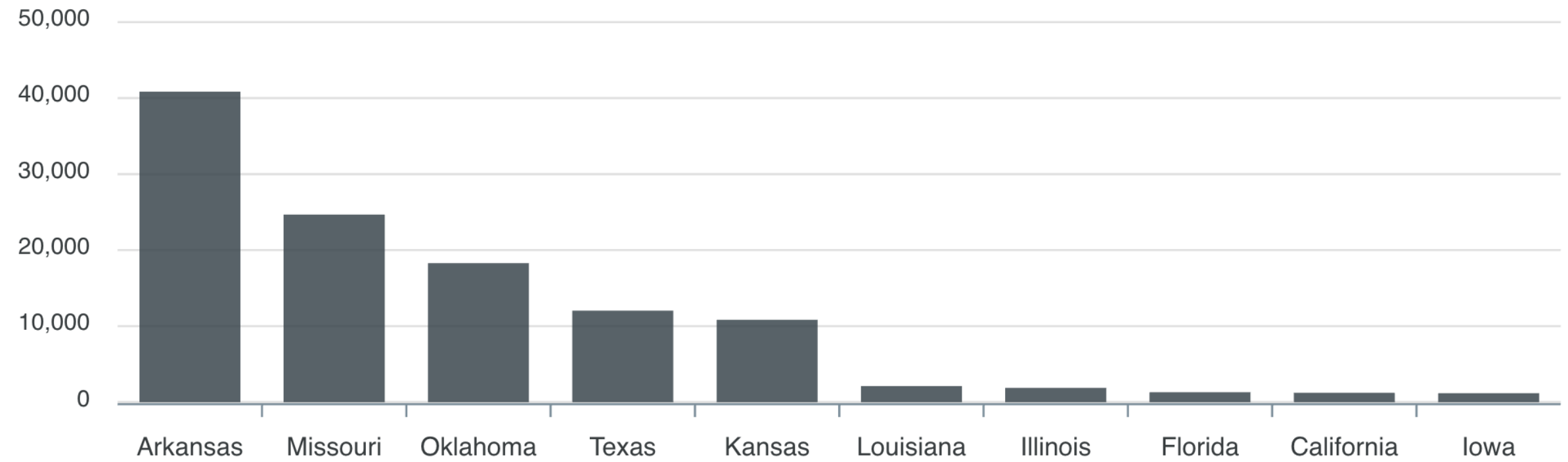


## Visitor Origins

August 2020

## Visitor Origins

The top five feeder states are Arkansas (40,840), Missouri (24,670), Oklahoma (18,290), Texas (12,050), Kansas (10,840). Which together make up 85% of all visitors.



## Length of Stay

August 2020

## Length of Stay

Visitors from these states tend to stay longer: Wisconsin (6.50 days), Colorado (4.00 days), Tennessee (3.50 days), Indiana (3.50 days), Louisiana (3.25 days).

While visitors from these states have the shortest length of stay: Arizona (2.00 days), California (2.00 days).

