

# PARADISE



**Monthly Report:** July 2020

**Client:** Eureka Springs

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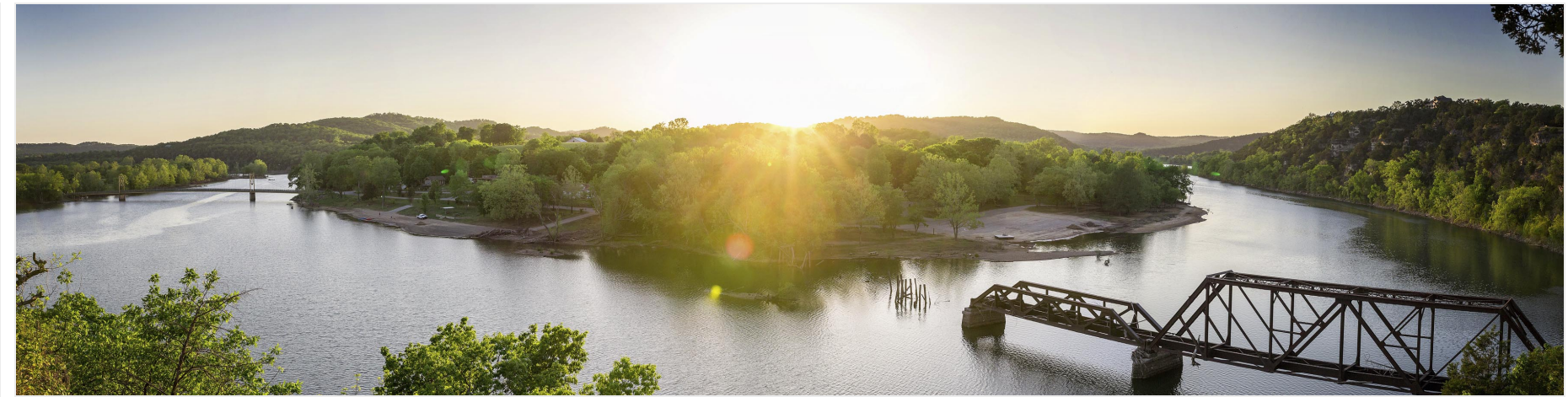
- Advertising and Marketing Services
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- Facebook Ads
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\*Note: Eureka Springs Data Depot reports were set up in mid-May. Therefore, some of the data sets included in this report only reflect since that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

## Advertising & Marketing Services

### July Summary

- Agency monitored and optimized the Relaunch Campaign, as necessary.
- Continued to monitor and review media usage and traveler behavior trends to apply to future strategic plans.
- Began to draft consumer sentiment survey for the CAPC to deploy to its organic email database in August.
- Reviewed final results from the Soft Message campaign media that launched April 29, 2020 and ended June 28, 2020.
- Secured all creative assets from Ed Robison for the Curious, Indeed campaign.
- Trafficked all 15- and 30-second videos for the Curious, Indeed Relaunch Campaign that started in July.
- Trafficked six sets of HTML digital banners for the Curious, Indeed campaign.
- Developed and implements the paid social media assets for the Relaunch Campaign.
- Developed and submitted assets for the Expedia component of the Relaunch Campaign.
- Developed and submitted a leisure themed ad for the Oxford American.
- Provided client with information on the July Facebook boycott trend.
- Developed a new logo usage request process for CAPC partners and created the website copy.
- Developed the copy for the photo or video request for partners for the CAPC partner website.
- Continued to review and monitor Airsage location data.
- Developed monthly activities and data report for June and provided to client.
- Participated in the first quarterly partner meetings with the CAPC team, Right Minds and Paradise.
- Conducted monthly billing and budget management
- Conducted regular check-ins with CAPC staff and addressed any questions or concerns.



## Media Overview

July Summary

We are into the second month of the relaunch campaign. Overall, we have a 0.38% CTR which is holding steady month over month. For our reluctant video placements, the average video completion rate 89.91% which is a increase by 5.23 percentage points month over month.

VIDEO COMPLETION RATE

Last Month (Jul 1 - 31) ▾

89.91%

TOTAL MEDIA SPEND Last Month (Jul 1 - 31) ▾

\$ 52.7k

TOTAL IMPRESSIONS Last Month (Jul 1 - 31) ▾

2.79M

TOTAL CLICKS Last Month (Jul 1 - 31) ▾

10,527

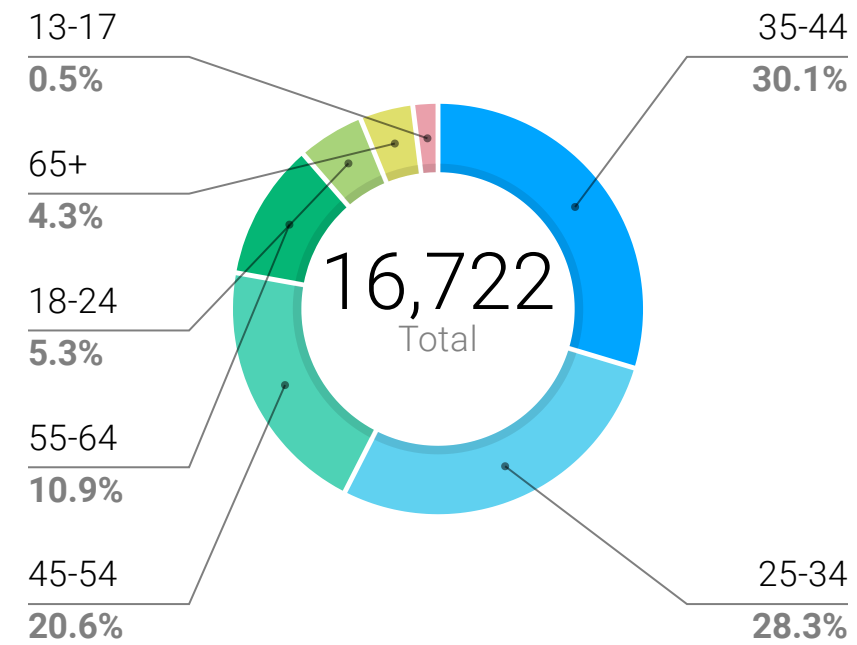
### ACCOUNT ACTIVITY Last Month ▾

Metrics	Last Month	Δ
Profile Visits	2,432	▼ 36%
Reach	104.2k	▼ 74%
Impressions	145.8k	▼ 71%
Website Clicks	44	▼ 58%
Get Directions Clicks	0	
Phone Call Clicks	0	▼ 100%
Text Message Clicks	0	

### FOLLOWERS BY CITY Last Month ▾

Metrics	Last Month	Δ
Fayetteville, Arkansas	1,121	0%
Little Rock, Arkansas	721	▲ 3%
Eureka Springs, Arkansas	705	▲ 3%
Tulsa, Oklahoma	661	0%
Bentonville, Arkansas	514	▼ 1%
Rogers, Arkansas	506	▲ 2%
Oklahoma City, Oklahoma	491	▲ 3%
Springfield, Missouri	420	▲ 5%

### FOLLOWERS BY AGE GROUP Last Month (Jul 1 - 31) ▾



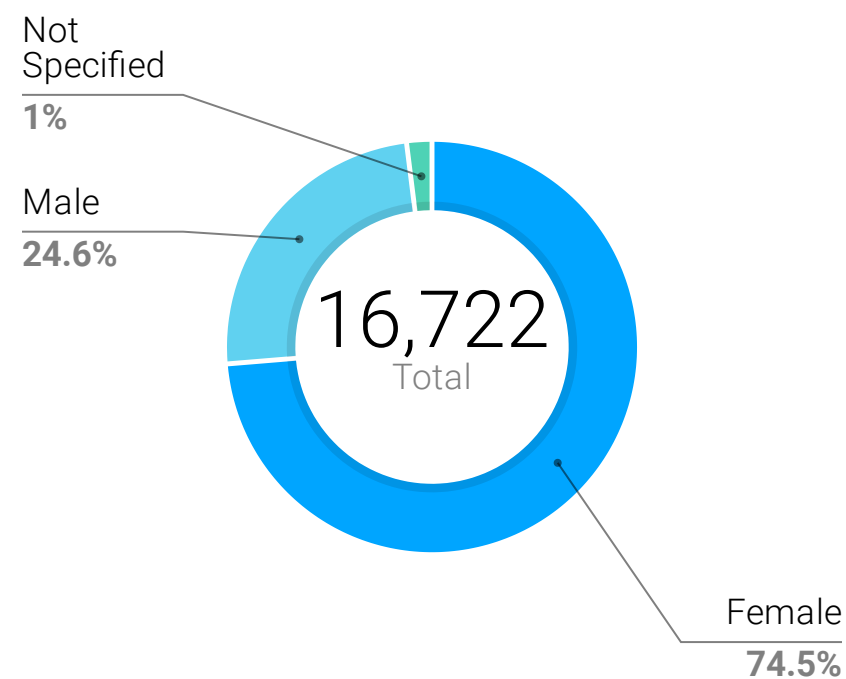
### TOP POSTS BY LIKES Month to Date ▾

Metrics	Month to date	Δ
If you are planning a road trip to Eureka Springs, Thorncrown Chapel is...	1,771	▲ 1%
You know the saying, "don't go chasing waterfalls"? Well, some days--yo...	1,470	0%
When life gives you a rainy day, play in the puddles .\n. \n☑: @lifebesidelori...	1,461	0%

### FOLLOWER OVERVIEW Last Month (Jul 1 - 31) ▾

**710** **17,991**  
 New Followers ▼ 33% (1,056) Total Followers ▲ 3% (17,435)

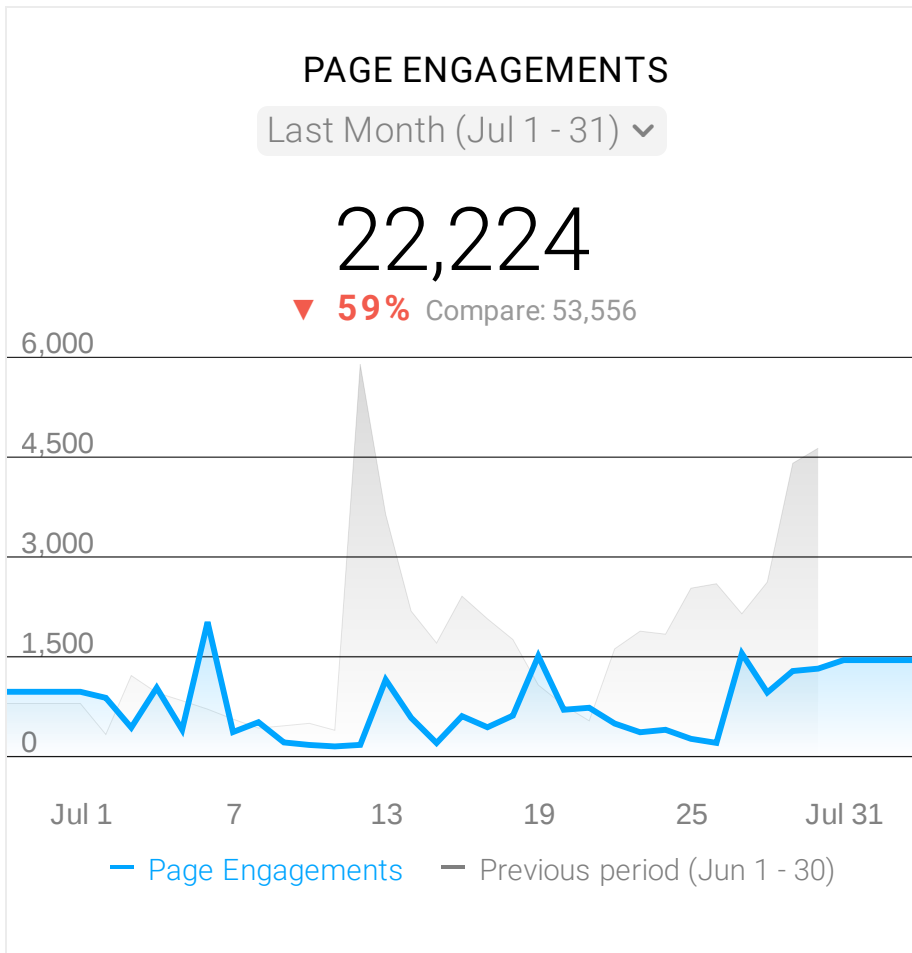
### FOLLOWERS BY GENDER Last Month (Jul 1 - 31) ▾



### NEW POSTS BY LIKES Last Month ▾

Metrics	Last Month	Δ
Start your day with an early morning walk through downtown!\n.\n☑: @ethanmtucker \n.\n #EurekaSprings #VisitArkansas #Expl...	1,177	
Great shot of downtown Eureka Springs from ☑: @likelyadventures \n.\n#EurekaSprings #Arkansas #VisitArkansas #ExploreA...	1,173	
Every corner of Eureka Springs is worth discovering. \n.\n☑: @ryc_e\n.\n#EurekaSprings #Arkansas #VisitArkansas #ExploreA...	1,003	
Double tap if you love this shot! ♥\n.\n#EurekaSprings #Arkansas #VisitArkansas #ExploreArkansas #RoadTripUSA\n#OptO...	983	

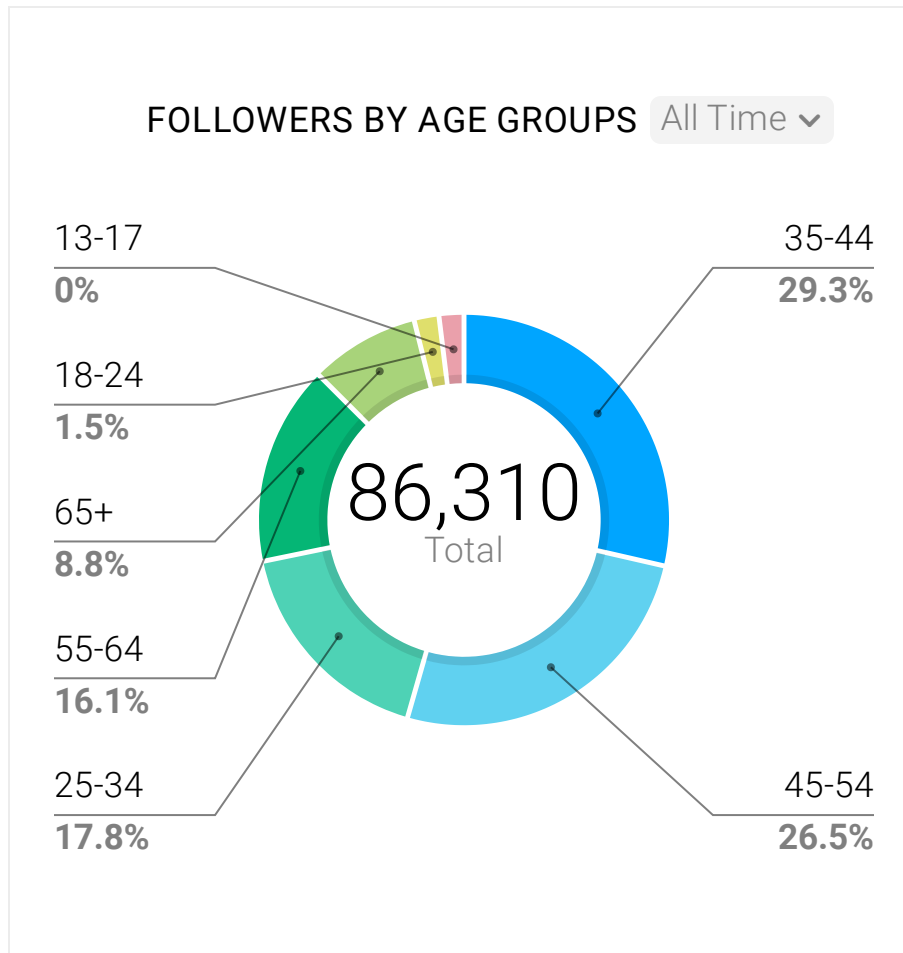
Each day, 38 million gallons of water pours from the center of Blue...	1,380	▲ 2%
You never know you might find around the corner, or at the end of the rainbow...	1,362	0%
Today is National Plan Your Vacation Day! Tag your travel partner and...	1,322	▲ 1%
Spring blooms on Main Street\n. \n☑: @broken.sparrow.p...	1,251	0%



### PAGE SUMMARY

Last Month ▾

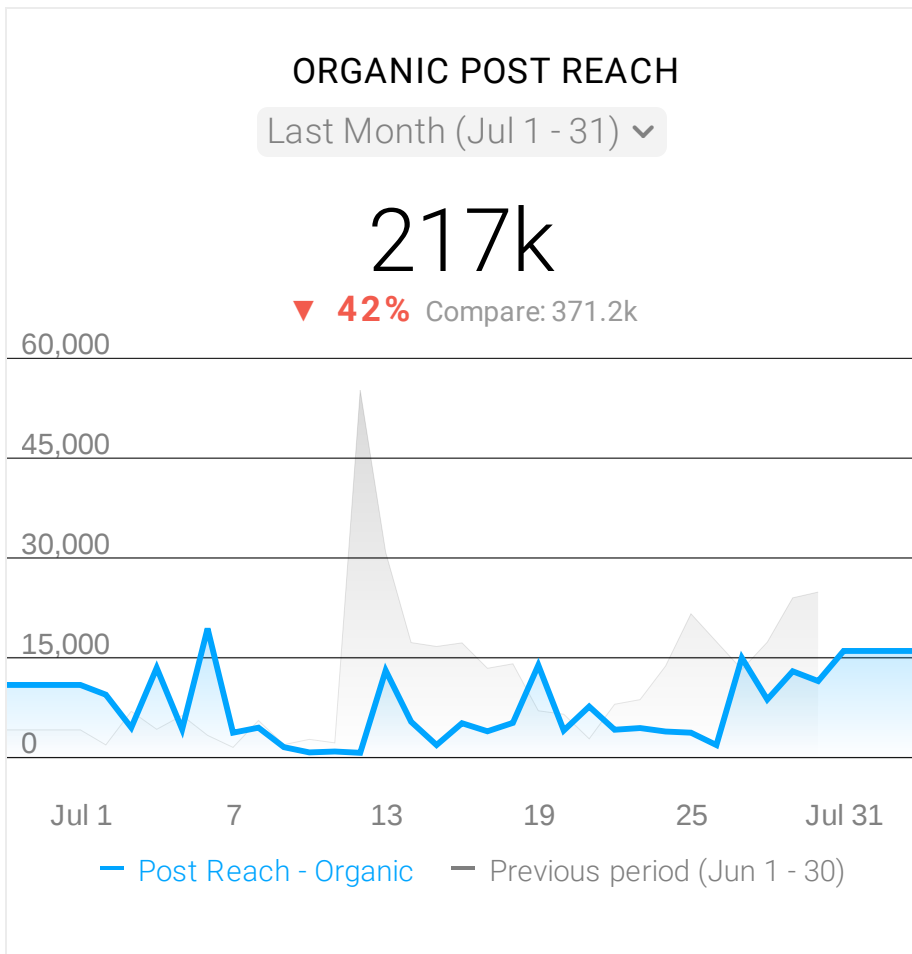
Metric	Last Month	Δ
New Page Likes	880	▼ 36%
Total Page Likes	86,015	▲ 1%
Comments	1,277	▼ 66%
Shares	924	▼ 71%
Video views	4,009	▼ 84%



### FOLLOWERS BY CITY

All Time ▾

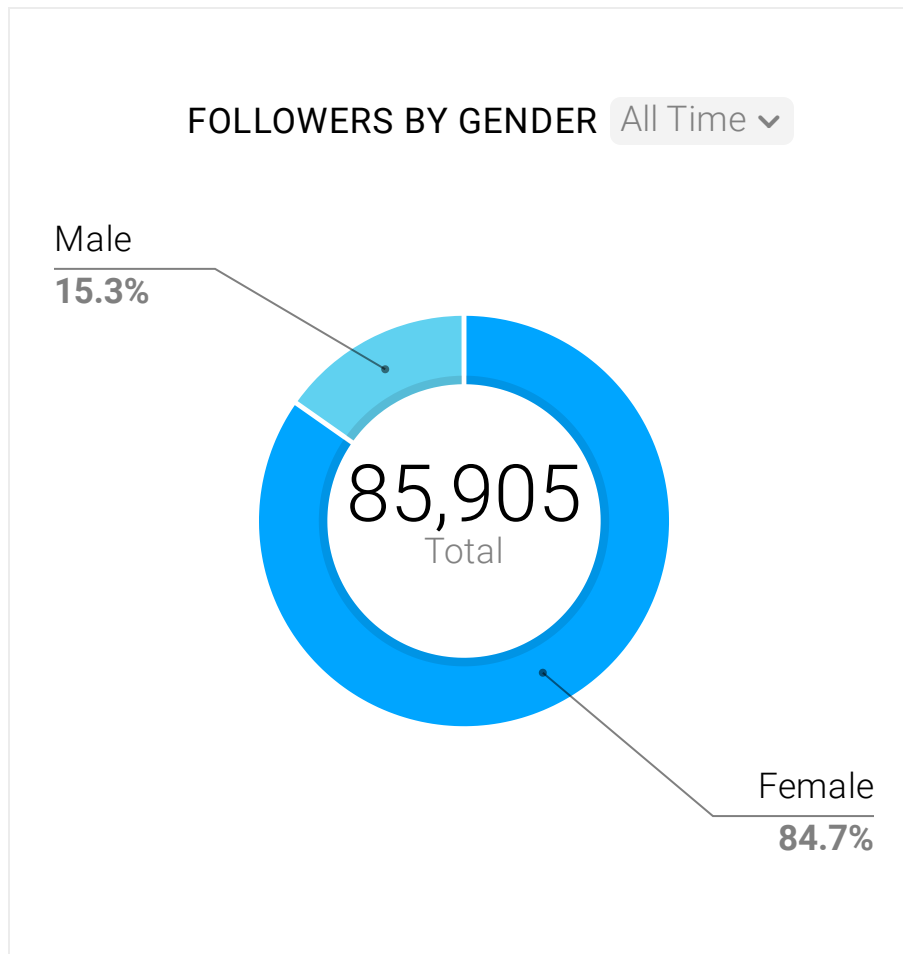
Metric	All Time
Tulsa, OK	4,962
Tulsa, Oklahoma	4,931
Oklahoma City, Oklahoma	2,536
Oklahoma City, OK	2,464
Springfield, Missouri	2,322
Springfield, MO	2,313
Fayetteville, AR	2,044
Fayetteville, Arkansas	2,037
Little Rock, AR	1,762
Little Rock, Arkansas	1,750
Fort Smith, AR	1,630
Fort Smith, Arkansas	1,609
Eureka Springs, Arkansas	1,543
Eureka Springs, AR	1,543



### POST ENGAGED USERS BY POST

Last Month ▾

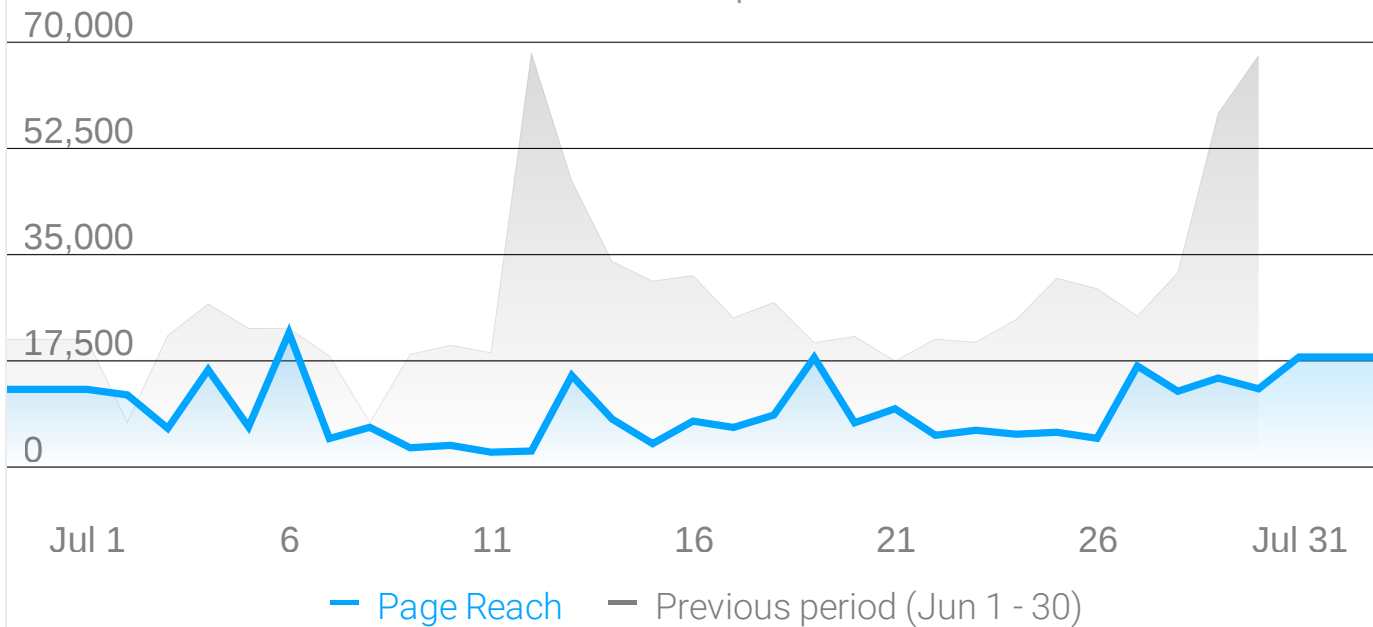
Post	Last Month Δ
Great shot of downtown Eureka Springs from 📷: @likelyadventures	2,648
Every corner of Eureka Springs is worth discovering. 📷: 📷:	2,542
Start your day with an early morning walk through downtown! .	1,837
#DidYouKnow that Eureka Springs was a favorite of Robert Ripley	1,533
What's your favorite shop in #EurekaSprings? 📷: @kelciraeaventures	1,173



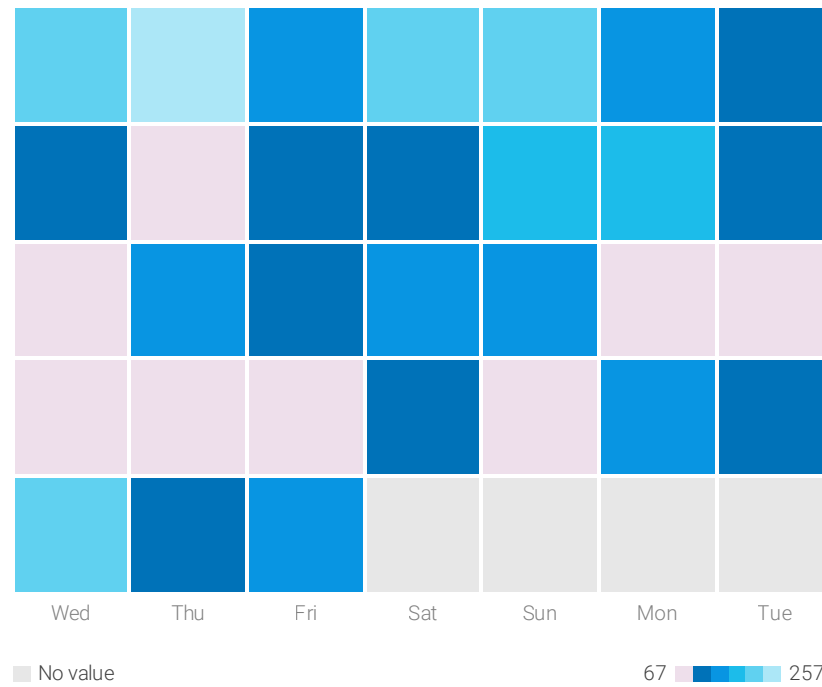
PAGE REACH Last Month (Jul 1 - 31) ▾

285.5k

▼ 66% Compare: 838k

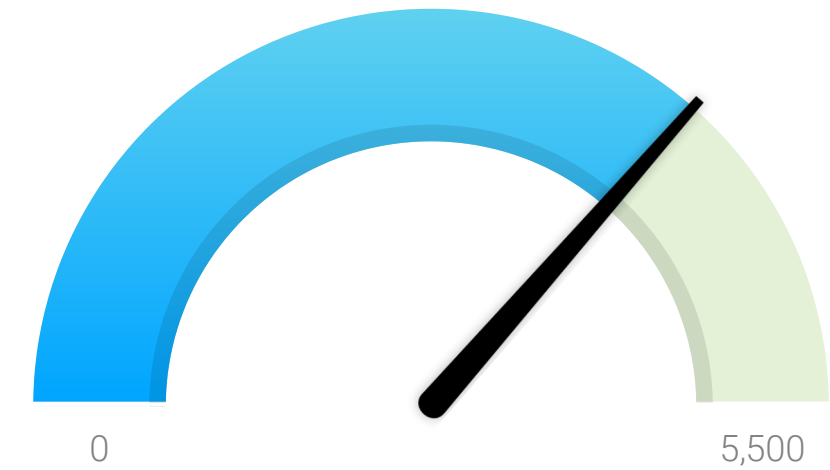


WHEN ARE PEOPLE WATCHING OUR VIDEOS? Last Month (Jul 1 - 31) ▾



HOW MANY PEOPLE WATCHED OUR VIDEOS? Last Month (Jul 1 - 31) ▾

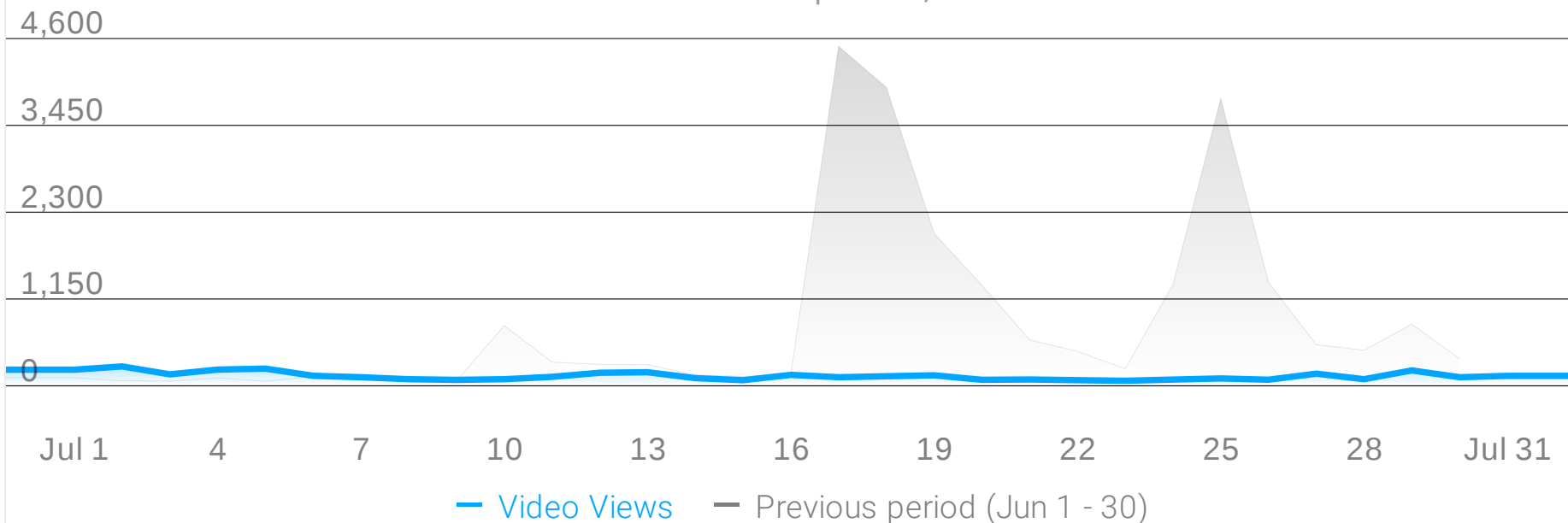
4,009



VIDEO VIEWS Last Month (Jul 1 - 31) ▾

4,009

▼ 84% Compare: 24,730



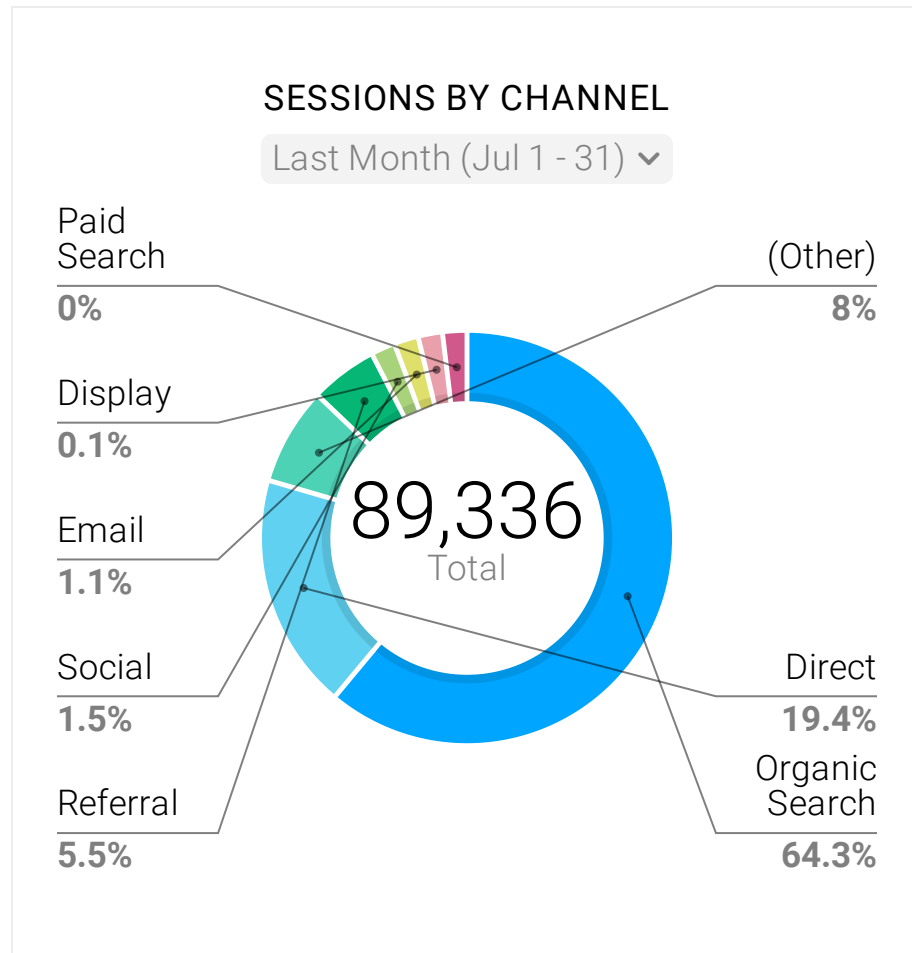
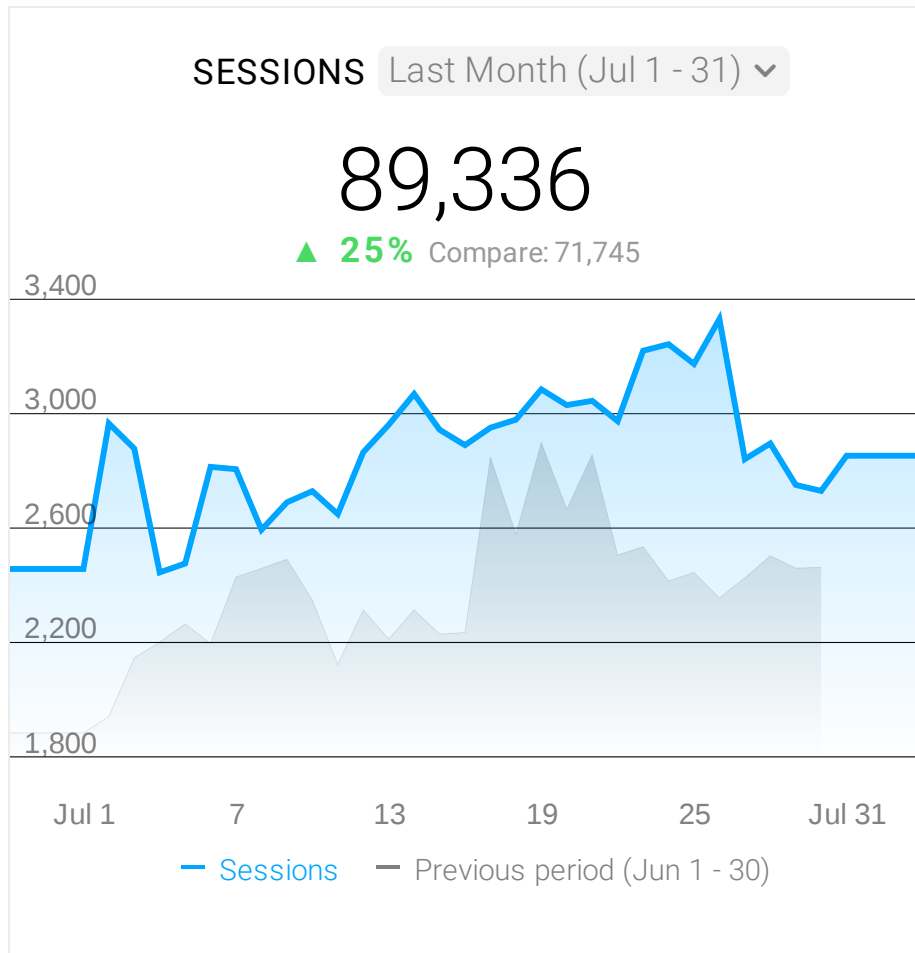
POST VIDEO VIEWS BY PUBLISH DATE Last Month ▾

Metrics	Last MonthΔ
Nothing better than finding a spot to cool off during a summer	0
July 4th, 1879: The city of Eureka Springs was founded & named.	0
Start your day with an early morning walk through downtown! .	0
@kennedyaford and friends know how to keep cool on a hot summer	0
105824711331_10158414158716332	0

AVERAGE VIDEO VIEWS PER PAGE VISIT Last Month (Jul 1 - 31) ▾

0.94

▼ 83% Compare: 5.67



### AUDIENCE OVERVIEW Last Month ▾

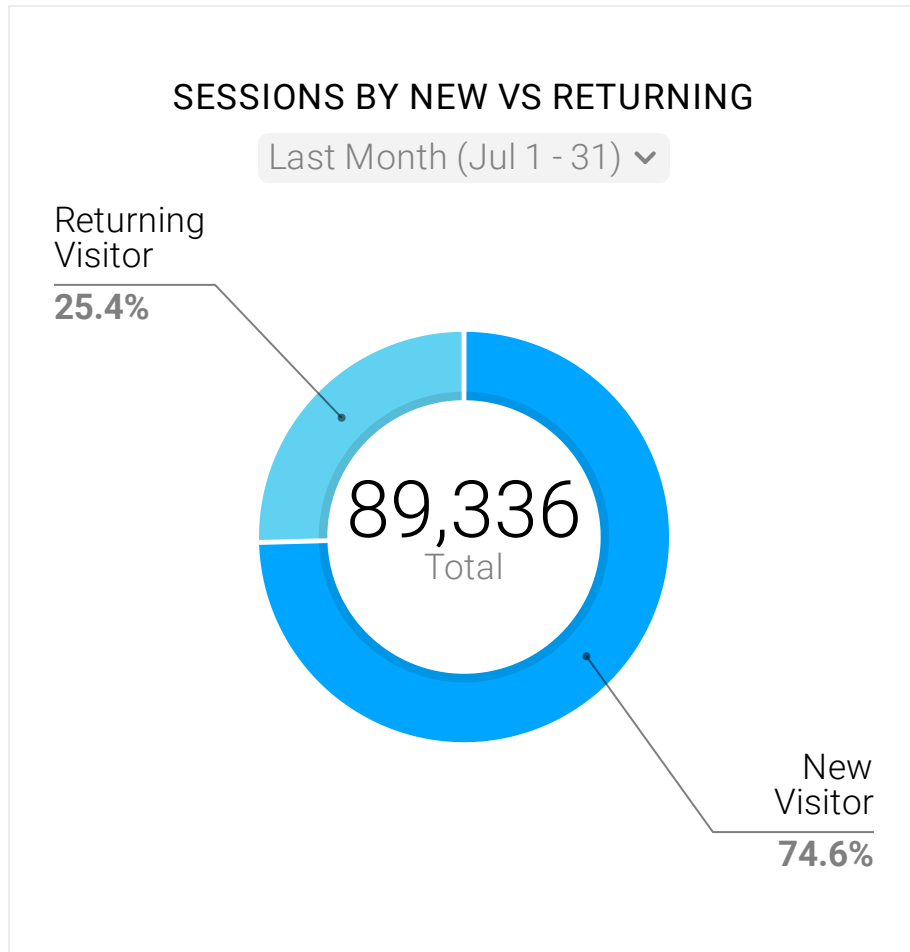
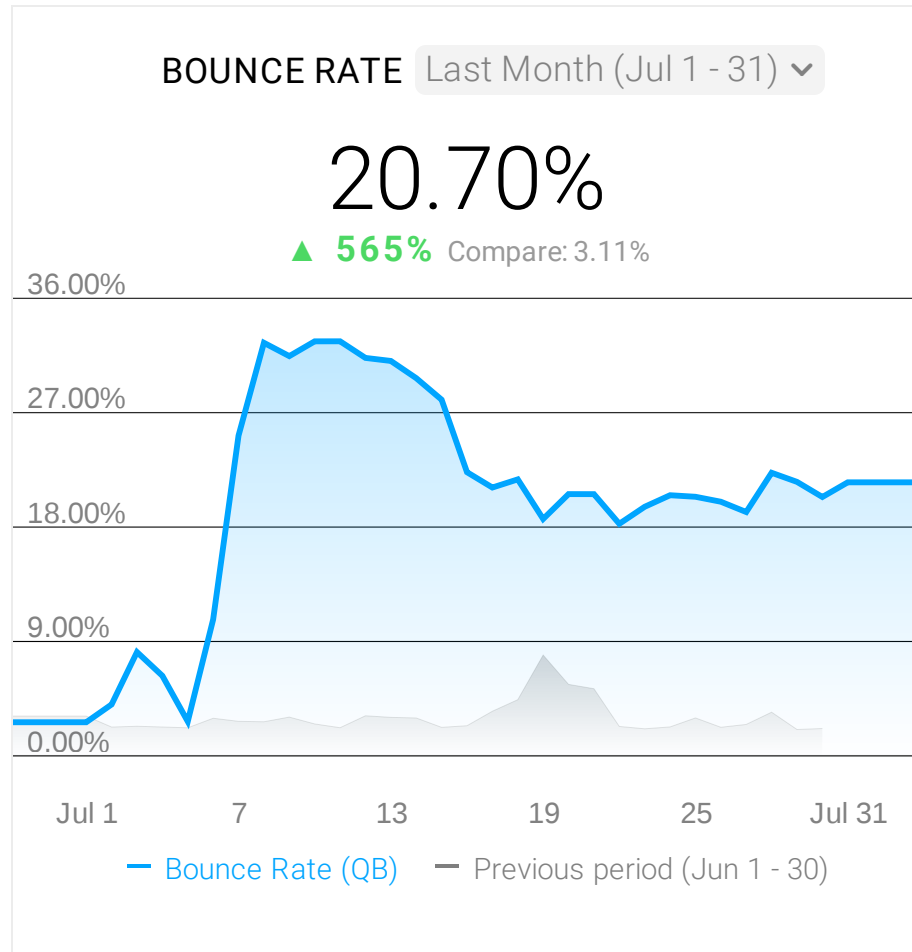
Metrics	Last Month	Δ
Users	69,163	▲ 23%
Sessions	89,336	▲ 25%
% New Sessions	74.51%	▼ 1%
Pages / Sessions	6.01	▼ 31%
Avg Session Duration	3m 14s	▼ 6%
Bounce Rate	20.70%	▲ 565%
Pageviews	536.6k	▼ 14%

### USERS BY REGION Last Month ▾

Metrics	Last Month	Δ
Texas	17,353	▲ 35%
Missouri	12,905	▲ 18%
Arkansas	10,564	▲ 25%
Oklahoma	9,178	▲ 32%
Illinois	3,603	▲ 43%
Kansas	3,040	▼ 2%
Tennessee	2,441	▲ 29%
Louisiana	1,515	▲ 9%
Colorado	1,244	▲ 88%
Iowa	941	▲ 31%
Mississippi	810	▲ 19%
Georgia	777	▲ 17%
Florida	743	▲ 17%
California	710	▲ 17%

### TOP PAGES BY PAGEVIEWS Last Month ▾

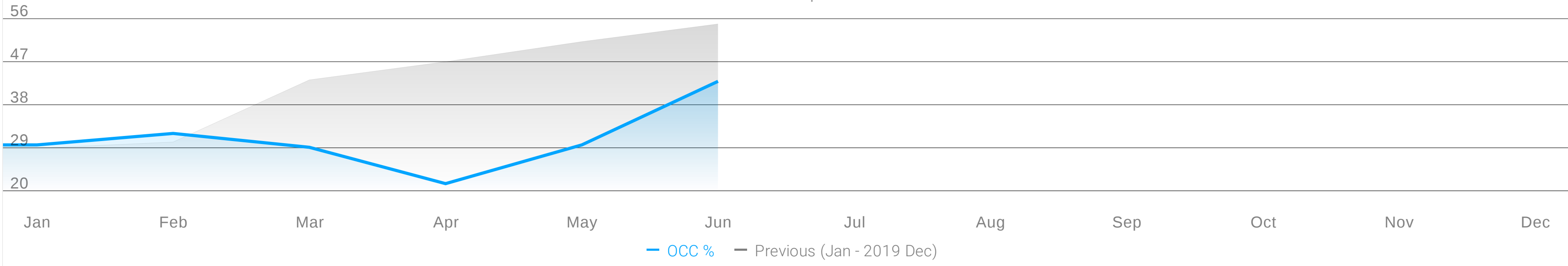
Metrics	Last Month	Δ
/	60,363	▼ 40%
/attractions/	57,441	▲ 23%
/things-to-do/	29,909	▲ 20%
/covid-19-updates-for-eureka-springs/	28,654	▲ 29%
/attractions/page/2/	27,486	▲ 24%
/attractions/page/3/	21,608	▲ 27%
/attractions/page/4/	18,168	▲ 26%



OCC % This Year (Jan - Dec) ▾

# 30.8%

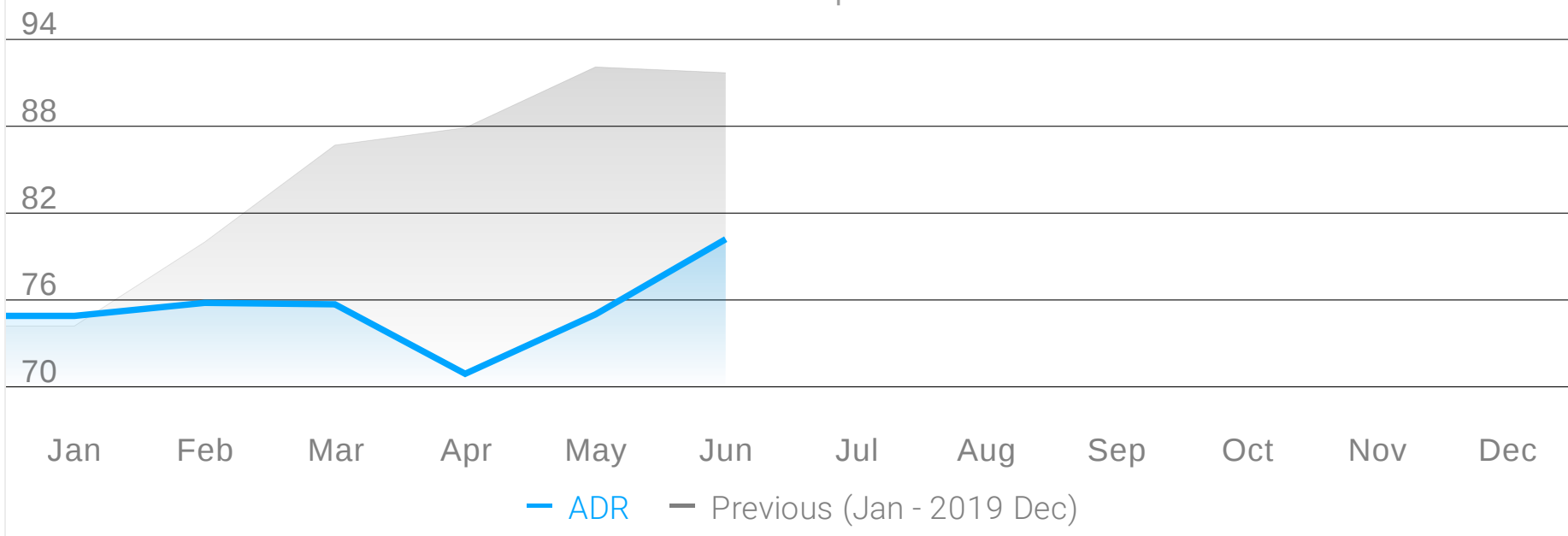
▼ 11.8% Compare: 42.6%



ADR This Year (Jan - Dec) ▾

# 453

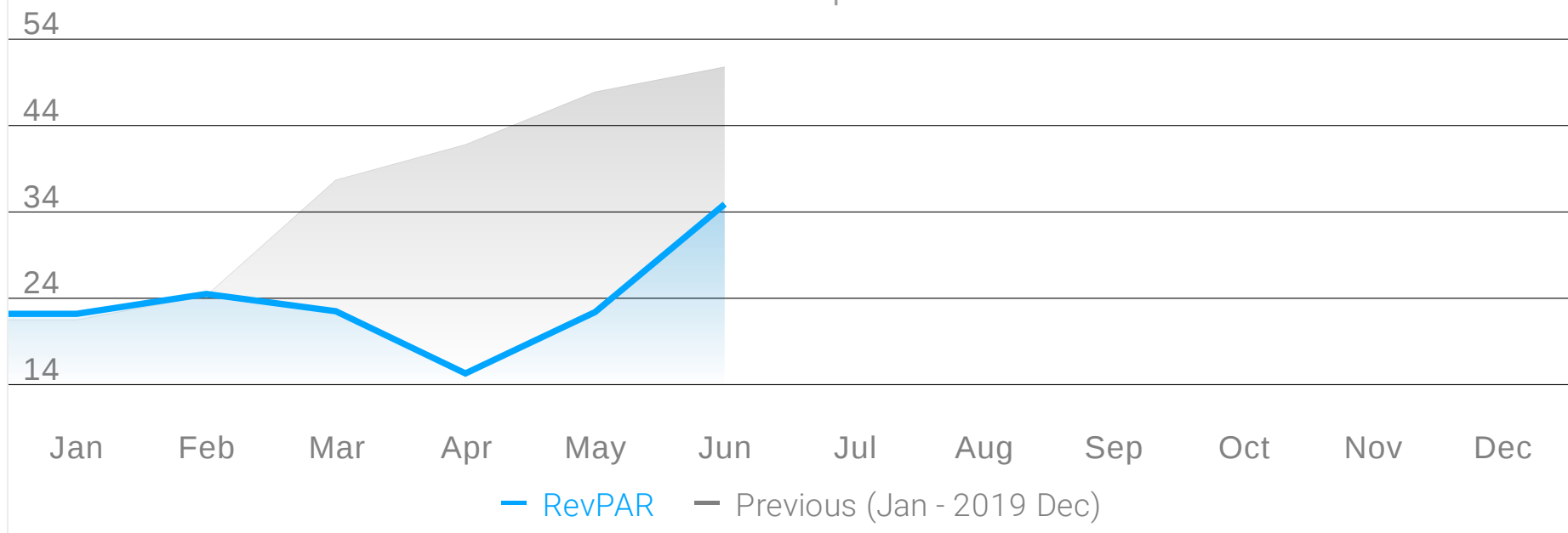
▼ 12% Compare: 513



REVPAR This Year (Jan - Dec) ▾

# 142

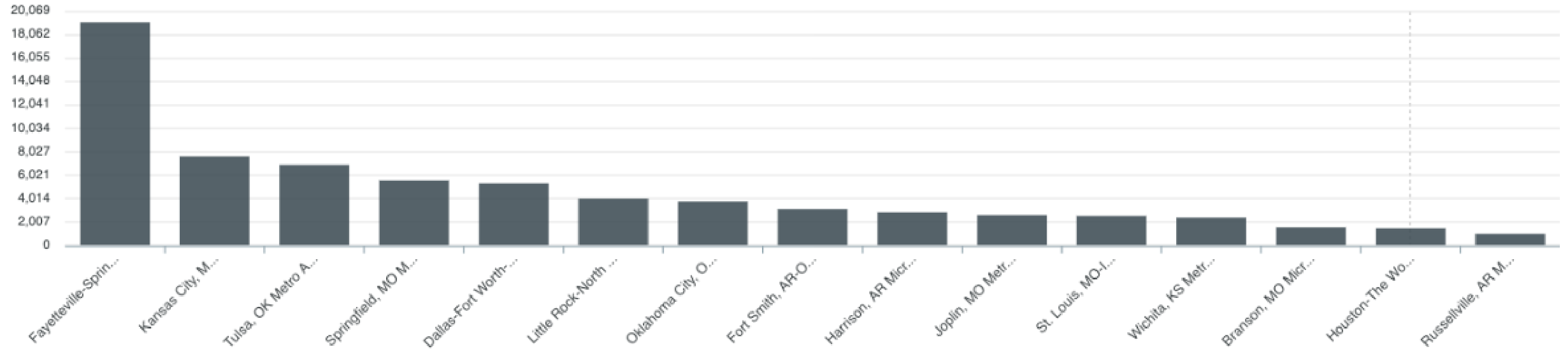
▼ 37% Compare: 224





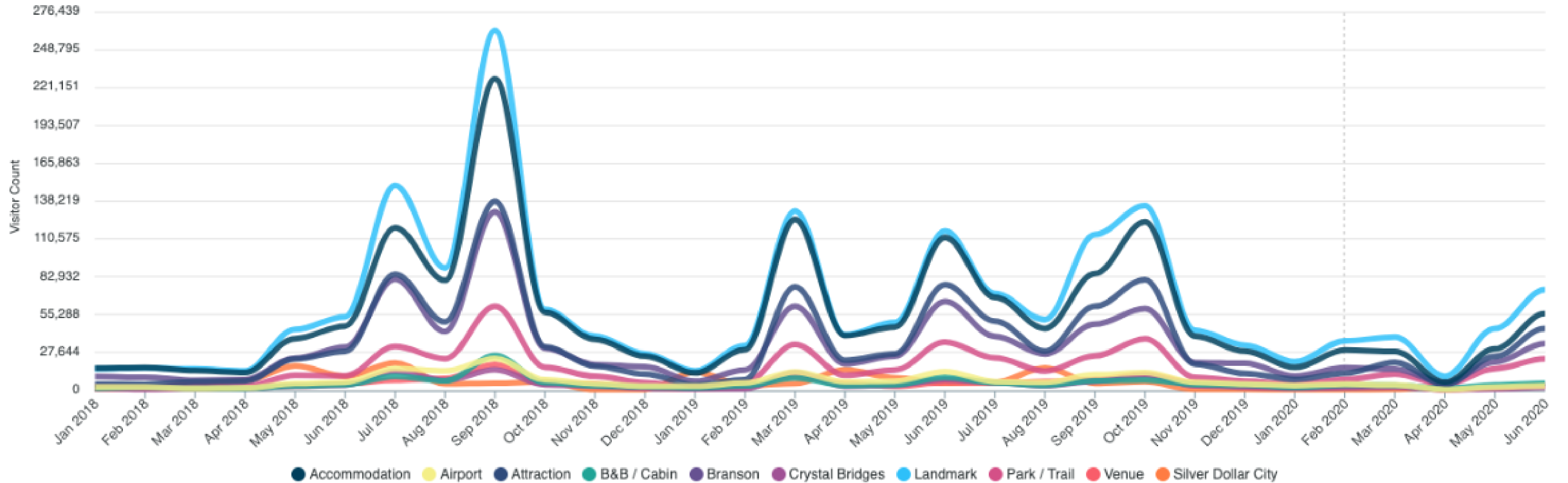
# Visit Counts By MSA (Top 15)

June 2020



# POI Type Visitation Trend

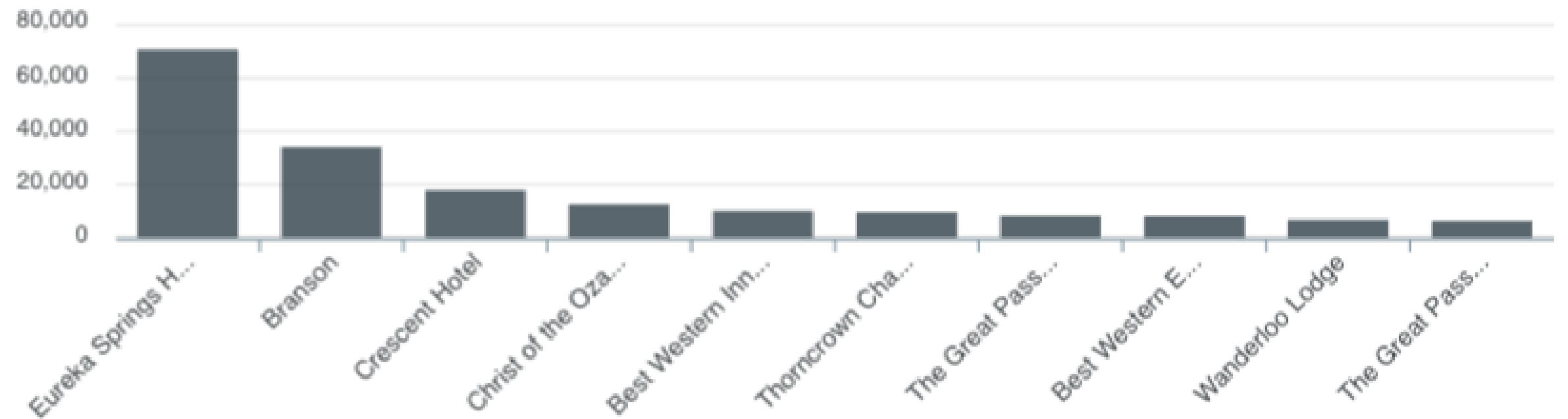
January 2018 - June 2020



## Top Points of Interest

June 2020

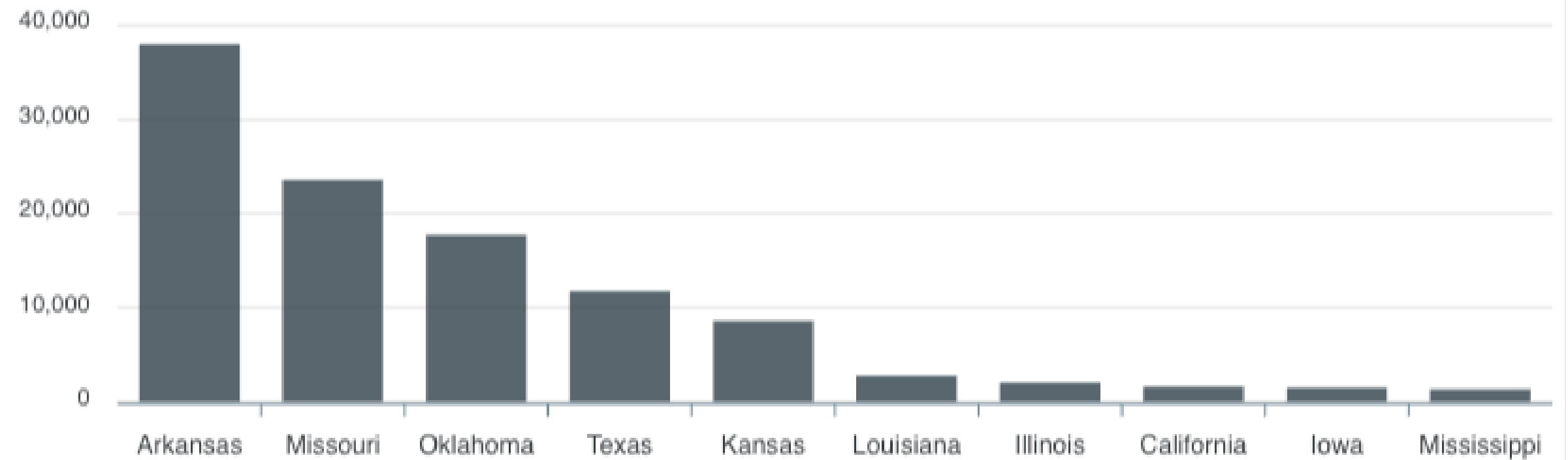
The top points of interest are Eureka Springs Historical Downtown (70,830), Branson (34,110), Crescent Hotel (17,770), Christ of the Ozarks (12,550), Best Western Inn of the Ozarks (9,960). Which together make up 59% of all visitors to Eureka Springs that also visited the points of interest included in this study.



## Visitor Origins

June 2020

The top five feeder states are Arkansas (38,040), Missouri (23,600), Oklahoma (17,740), Texas (11,740), Kansas (8,580). Which together make up 82% of all visitors.



## Length of Stay

June 2020

Visitors from these states tend to stay longer: Wisconsin (5.00 days), Nebraska (4.00 days), California (3.75 days), Mississippi (3.50 days), Minnesota (3.50 days).

While visitors from these states have the shortest length of stay: Tennessee (2.75 days), Indiana (2.50 days).

