

# PARADISE



**Monthly Report:** November 2021

**Client:** Eureka Springs

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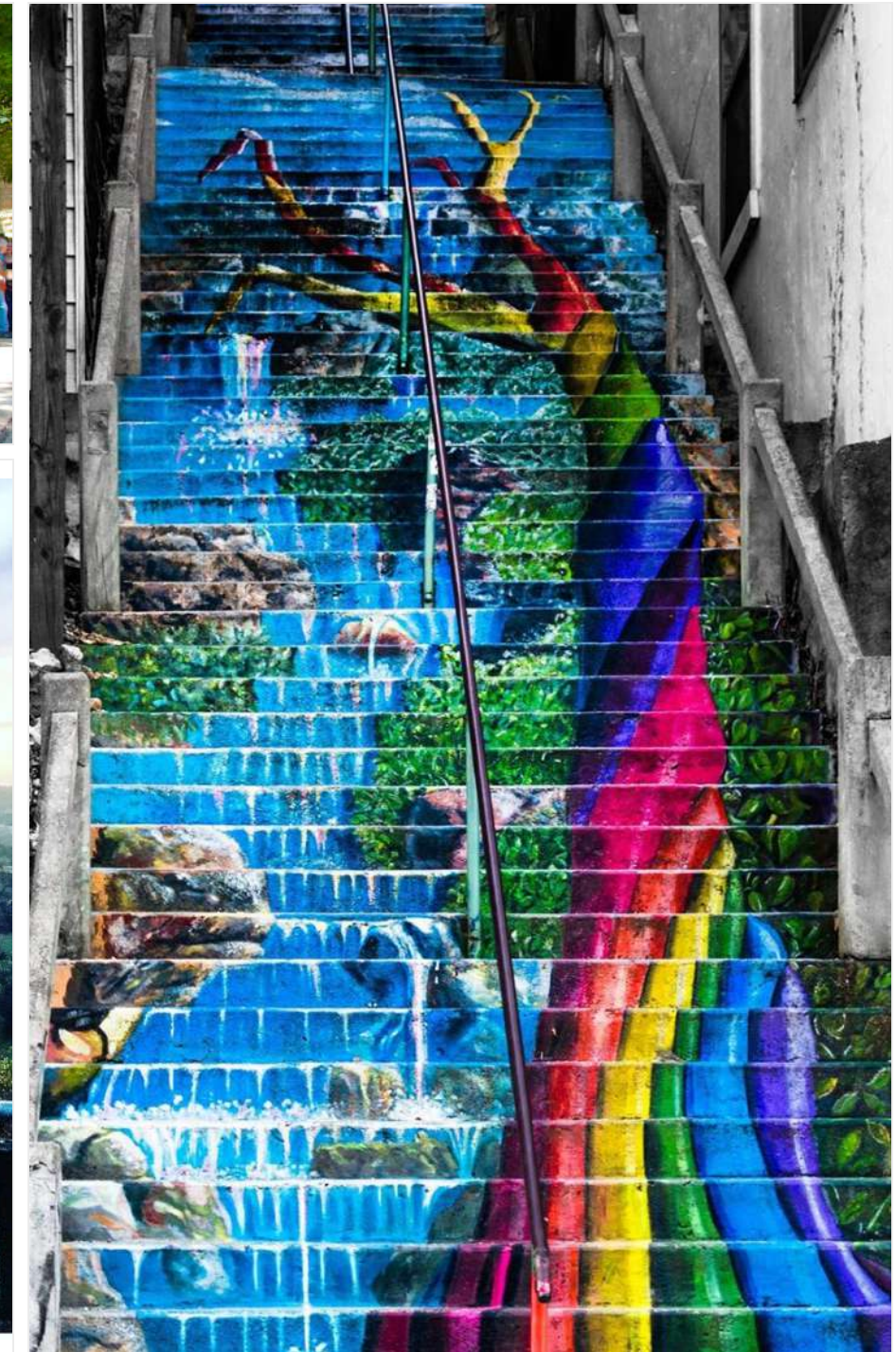
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\*Note: Eureka Springs Data Depot reports were set up in mid-May. Therefore, some of the data sets included in this report only reflect since that time.

## Advertising & Marketing Services

### November Summary

- Monitored results and asset placements for the ongoing FY21 Q3/Q4 Marketing Campaign.
- Continued to develop and place later-flight assets for the FY21 Regional and Q3/Q4 Marketing Campaigns.
- Began planning the FY22 Marketing Plan by providing a proposed FY22 Budget and FY22 Website Estimates.
- Completed planning and aided Creative in executing in-destination Brand Photo/Video Shoot #2.
- Developed and deployed two new blogs for the month of November (*Holiday Events* and *Most Scenic Hikes*) – the blogs are live on the website and have been promoted through social media.
- Monitored the Datafy dashboards, as well as reviewed monthly Digital Intelligence needs with CAPC staff.
- Virtually attended the 11/10 CAPC Workshop and 11/24 CAPC Meeting.
- Communicated weekly with CAPC staff and Chairman for day-to-day account management.
- Reviewed proprietary CAPC partner reports to help guide strategic efforts.
- 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.
- Conducted and planned ongoing National Public Relations services for FY21.
- Communicated and completed various website and social media requests from stakeholders, CAPC staff and CAPC Commissioners as needed.
- Processed monthly billing, including budget management.
- Conducted regular bi-weekly check-ins with CAPC staff and addressed any questions/concerns.
- Conducted regular bi-weekly 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.



## Media Overview

### November Summary

The Q3/Q4 Campaign had over 863K impressions for November via SeeSource (banners, native, and video), TripAdvisor (conquest targeting), and Expedia (bookings).

We had a 0.11% CTR overall, with Expedia producing the best CTR at 0.13%. This is above and beyond the industry CTR benchmark of 0.08% overall.

As for the video completion rate, the campaign averaged over 92% with SeeSource. Video completion rate is a goal focused on video vendors that measures the start and completion of video plays in pre-roll placements. The industry benchmark for video completion rate in pre-roll placements is 70%.

VIDEO COMPLETION RATE

Last Month (Nov 1 - 30) ▾

92.33%

TOTAL MEDIA SPEND

Last Month (Nov 1 - 30) ▾

\$ 58.5k

TOTAL IMPRESSIONS

Last Month (Nov 1 - 30) ▾

863.1k

TOTAL CLICKS

Last Month (Nov 1 - 30) ▾

989

## Social Media Services November Summary

NOTE FROM DEC 3 7:07 PM

- Implemented the annual content strategy across all social media platforms.
- Conducted day-to-day operations, including but not limited to content creation, content curation, paid social media implementation, management, optimization, and reporting/analysis, etc.
- Worked with CAPC staff to implement social LIVES into content mix.
- Completed the December 2021 content calendar to be shared across social media platforms.
- Supported CAPC staff in social crisis management.

NOTE FROM DEC 3 7:09 PM

FB Post Engagement: 3113

NOTE FROM DEC 3 7:14 PM

FB Post  
Reach: 11606

NOTE FROM DEC 3 7:12 PM

 **Eureka Springs, Arkansas**  
November 18, 2021 7:07 PM(UTC-05:00)

Where nature meets luxury with a side of charm, The Woods Cabins is one of our hidden jewels. The cabins are private and secluded yet, only a 5-minute walk from the historic village below. Perfect for couples to get away and reconnect with each other, each cabin includes...

-  High-speed WiFi
-  Dog-Friendly Amenities
-  Jetted 2 person tubs
-  Gas Fireplaces
-  Private Balconies

Learn more here  <https://bit.ly/3bqPtZX>



 **Eureka Springs, Arkansas is in Eureka Sprin...**  
November 14, 2021 8:00 PM(UTC-05:00)

We gotta say, fall looks good on us. 



^^\*IG Post Engagement: 1211

NOTE FROM DEC 3 7:15 PM

^^\* IG Post  
Reach: 13126

NOTE FROM DEC 3 7:15 PM

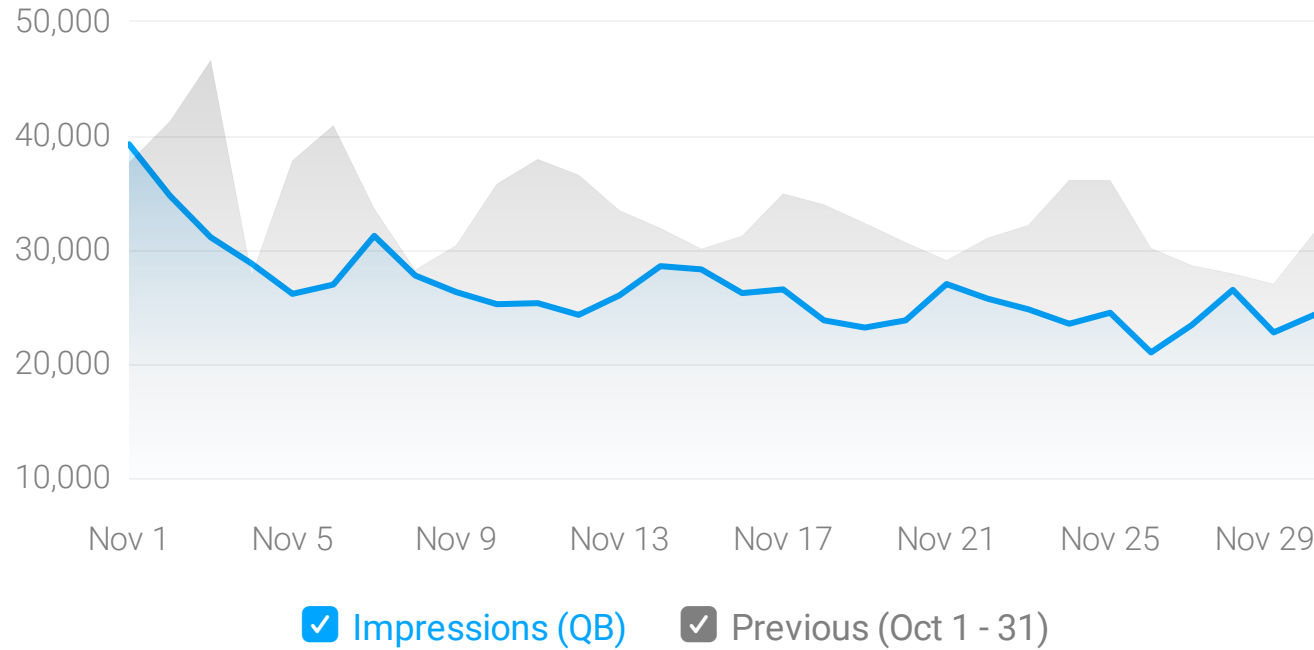
IMPRESSIONS

Last Month (Nov 1 - 30) ▾

797.6k

▼ 24%

Comparison period: 1,044.4k



CAMPAIGNS OVERVIEW

Last Month (Nov 1 - 30) ▾

#	NAME	SPEND	IMPRESSIO...
1	ESP 0634 FY21 Q3/Q4 Evergreen Engagement (23848146839910596)	-	263k
2	ESP 0634 FY21 Q3/Q4 Evergreen Traffic (23848287206830596)	-	199.2k
3	ESP 0629 FY21 Local Campaign Traffic (23847998953060596)	-	193.1k
4	ESP 0629 FY21 Local Campaign Engagement (23847910186870596)	-	142.3k

In November, Facebook/Instagram paid social continued the Local Campaign and the Q3/Q4 Evergreen Campaign.

Results:

- 797,600 Impressions, a 24% increase from October. This can be attributed to the overall CPM increasing due to an increase in advertisers placing ads to prepare for the holiday season, causing the delivery of ads to become more competitive.
- 190,200 Post Engagements, a 23% decrease from October.
- 8,944 Clicks, a 13% decrease from October. Although there was a decrease in Clicks, the Q3/Q4 Evergreen Campaign had a 62% increase in CTR, resulting in a 1.98% CTR. However, the Local Campaign saw a 6% decrease, resulting in a 1.68% CTR. These campaigns still performed above the travel industry benchmark of 0.9%.

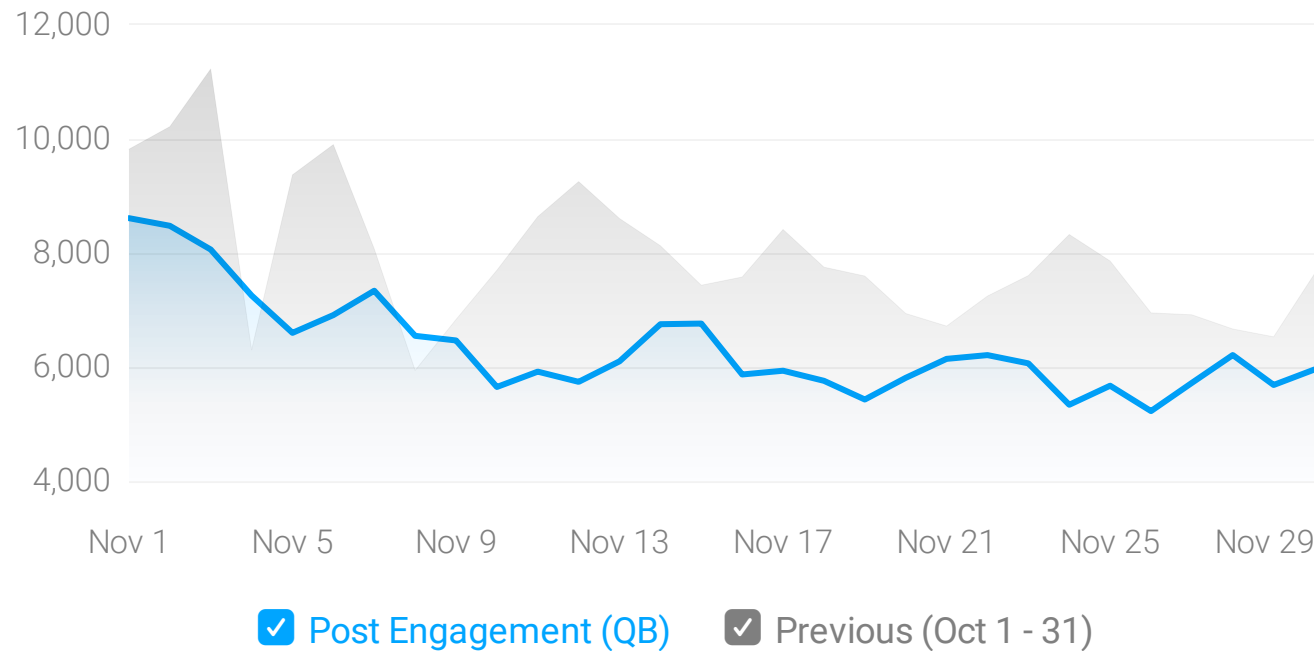
POST ENGAGEMENT

Last Month (Nov 1 - 30) ▾

190.2k

▼ 23%

Comparison period: 246.9k



CTR BY CAMPAIGN

Last Month (Nov 1 - 30) ▾

Metrics	Last Month	Δ
ESP 0634 FY21 Q3/Q4 Evergreen Traffic (23848287206830596)	1.98%	▲ 62%
ESP 0629 FY21 Local Campaign Traffic (23847998953060596)	1.68%	▼ 6%
ESP 0629 FY21 Local Campaign Engagement (23847910186870596)	0.68%	▼ 3%
ESP 0634 FY21 Q3/Q4 Evergreen Engagement (23848146839910596)	0.30%	▼ 32%

CLICK OVERVIEW

Last Month (Nov 1 - 30) ▾

8,944 Clicks      \$ 0.51 CPC

Clicks

▼ 13%

CPC

Comparison period: 10,241

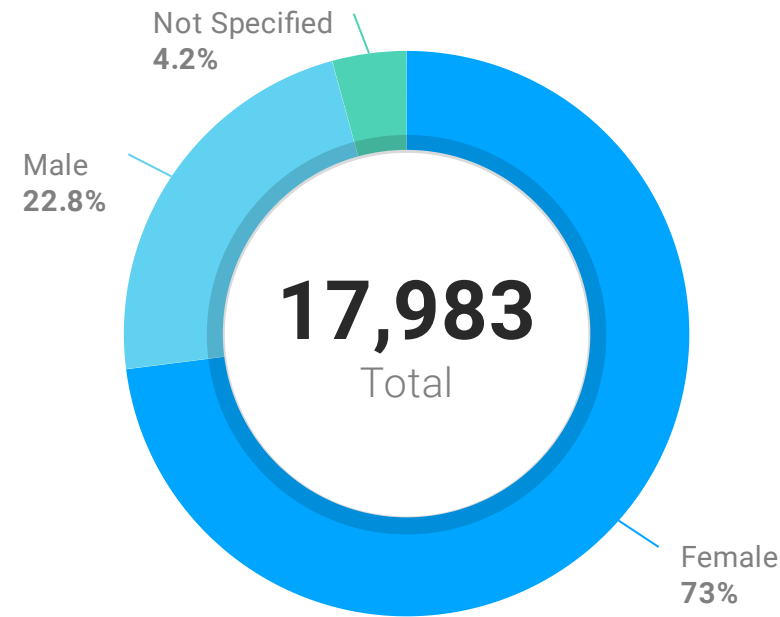
### FOLLOWERS BY CITY

Last Month (Nov 1 - 30) ▾

Metrics	Last Month	Δ
Fayetteville, Arkansas	687	▲ 6%
Oklahoma City, Oklahoma	548	▼ 2%
Little Rock, Arkansas	503	▼ 3%
Tulsa, Oklahoma	499	▼ 3%
Bentonville, Arkansas	449	▲ 9%
Rogers, Arkansas	427	▲ 6%
Eureka Springs, Arkansas	362	▼ 1%

### FOLLOWERS BY GENDER

Last Month (Nov 1 - 30) ▾



### INSTAGRAM ENGAGEMENT

Last Month (Nov 1 - 30) ▾

14,756

▼ 14%

Comparison period: 17,091

### INSTAGRAM REACH

Last Month (Nov 1 - 30) ▾

182.6k

▼ 15%

Comparison period: 213.6k

Instagram an increase in video views and followers. We believe this is due to incorporating more video content into the mix including in-feed video as well as reels.

We did see a decrease in engagement, reach and impressions. Like Facebook, when we see a combination of these numbers, it often means that something outside of organics is a result of these decreases. We did publish a few less postings on this platform for the month, which is a cause of some of the decreases. Since the previous period, which was Fall Foliage and Halloween, was so successful that the negative numbers is a result of the numbers evening out. We fully expect that numbers will improve for next month.

The top engaged post was a post about Fall Foliage.

For the month of December, Agency will continue to highlight the content topics and incorporate more video content – including LIVES – that has been optimized for the platform.

NOTE FROM DEC 6 4:52 PM

### FOLLOWER OVERVIEW

Last Month (Nov 1 - 30) ▾

657

New Followers

▲ 125%

Comparison period: 292

24,785

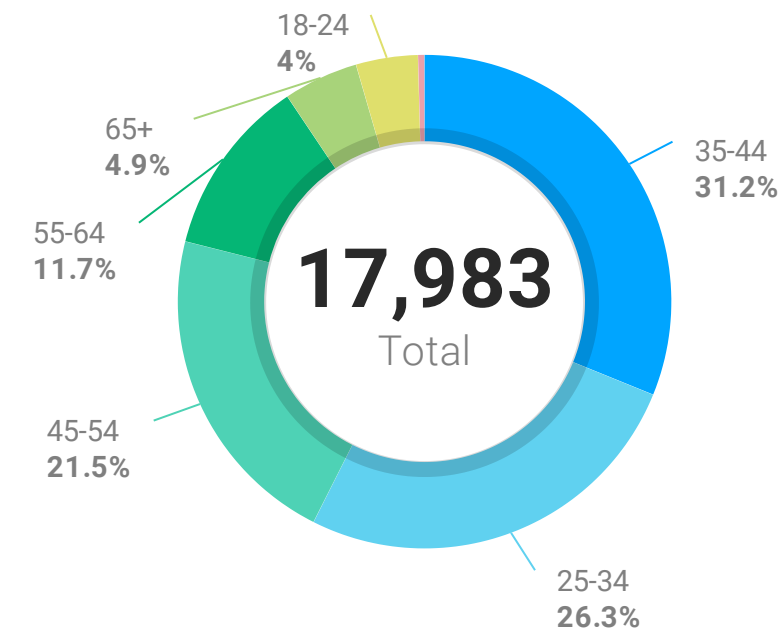
Total Followers

▲ 3%

Comparison period: 24,128

### FOLLOWERS BY AGE GROUP

Last Month (Nov 1 - 30) ▾



### INSTAGRAM IMPRESSIONS

Last Month (Nov 1 - 30) ▾

188.6k

▼ 15%

Comparison period: 221.2k

### INSTAGRAM VIDEO VIEWS

Last Month (Nov 1 - 30) ▾

8,381

▲ 436%

Comparison period: 1,564

### TOP POSTS BY LIKES

Last Month (Nov 1 - 30) ▾

Metrics	Last Month	Δ
Shades of fall ... (11/06/2020 02:18:51)	2,517	0%
Snow day! ** #EurekaSprings #Arkansas #VisitArkansas #ExploreArkansas #ExploreNWA #ARStory...	2,427	0%
Eureka Springs is open for business! Have you had a great experience with one of our restaurants, shops, lodgin...	2,145	0%
Hard to be blue with views like this! ☺ ... (04/28/2021 01:00:43)	2,058	0%
...	1,800	...

### PAGE ENGAGEMENTS

Last Month (Nov 1 - 30) ▾

**41,793** ▼ 31%  
Comparison period: 60,714



Page Engagements  Compare period

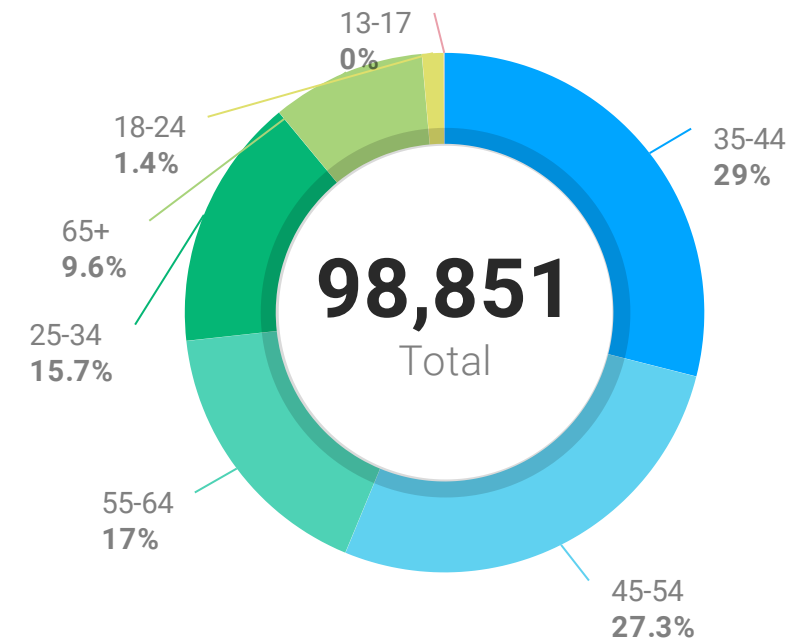
### PAGE SUMMARY

Last Month (Nov 1 - 30) ▾

Metric	Last Month	Δ
New Page Likes	537	▼ 39%
Total Page Likes	98,827	0%
Comments	839	▼ 77%
Shares	1,020	▼ 59%
Video views	190.8k	▼ 22%

### FOLLOWERS BY AGE GROUPS

All Time ▾



Facebook saw decreases in engagements, post reach, and impressions. When we see decreases like this, it usually means there is something outside of this month of organic that is happening. October was a very successful month for us due to Fall Foliage and Halloween. We fully expect for numbers to increase next month.

The top engaged post was a post about the Woods Cabins.

For the month of December, Agency will continue to highlight the content topics and incorporate more video content that has been optimized for the platform. Agency will also be working with CAPC team to establish and implement LIVE topics.

NOTE FROM DEC 7 2:56 PM

### ORGANIC POST REACH

Last Month (Nov 1 - 30) ▾

**288.8k** ▼ 45%  
Comparison period: 523.1k



Post Reach - Organic  Compare period

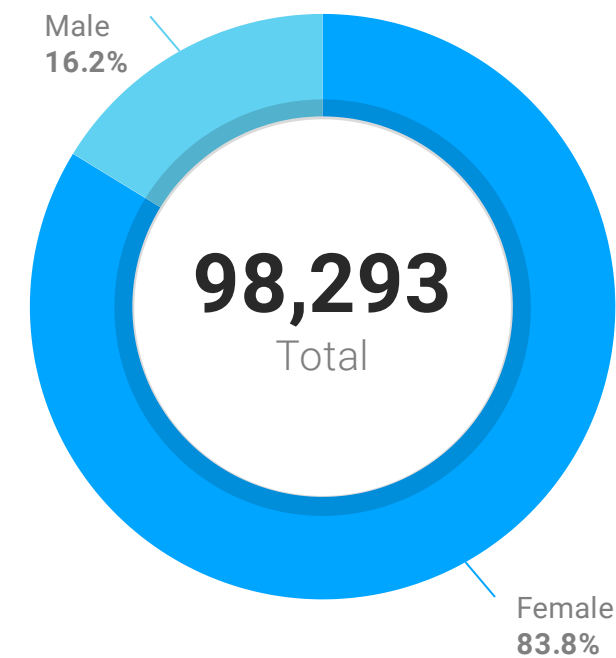
### POST ENGAGED USERS BY POST

Last Month (Nov 1 - 30) ▾

Post	Last Month	Δ
Where nature meets luxury with a side of charm, The Woods Cabins (2021-11-19)	3,113	
Mark your calendars for December 3rd! Floats, walkers bands and (2021-11-16)	1,610	
Our town just got a little more vibrant. Located next to the (2021-11-30)	1,606	
Every holiday season, our town transforms into a winter wonderland. (2021-11-21)	1,478	
We just wanted to drop this friendly reminder in your feed to (2021-11-27)	1,068	

### FOLLOWERS BY GENDER

All Time ▾



### FOLLOWERS BY CITY

All Time ▾

Metric	All Time
Tulsa, OK	3,661
Oklahoma City, OK	2,059
Springfield, MO	2,048
Fayetteville, AR	1,691
Little Rock, AR	1,503
Broken Arrow, OK	1,475

### POST IMPRESSIONS

Last Month (Nov 1 - 30) ▾

**1.18M** ▼ 30%  
Comparison period: 1.69M



Post Impressions  Compare period

PAGE REACH

Last Month (Nov 1 - 30) ▾

1.1M

▼ 24%

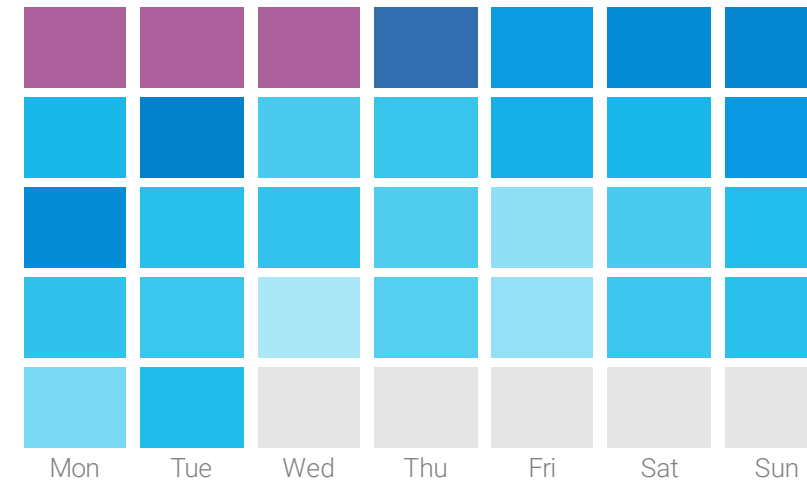
Comparison period: 1.45M



Page Reach  Compare period

WHEN ARE PEOPLE WATCHING OUR VIDEOS?

Last Month (Nov 1 - 30) ▾



5,200 8,401

POST VIDEO VIEWS BY PUBLISH D...

Last Month (Nov 1 - 30) ▾

Metrics	Last Month Δ
Gangstagrass will be taking the stage at the city auditorium (2021-11-04)	1,523
Eureka Springs, Arkansas was live. (2021-11-09)	1,274
Jonathan Byrd and The Pickup Cowboys LIVE at the Aud for The (2021-11-13)	1,181
10/10 would recommend watching a fall Eureka sunset from the (2021-11-15)	1,004
" I've got a crystal for that!" Magic City Crystals is owned (2021-11-01)	0
With rainbow stairs and magical origin stories, it's no surprise (2021-11-18)	0
Where nature meets luxury with a side of charm, The Woods Cabins (2021-11-19)	0
I vle Lovett & His Acoustic	0

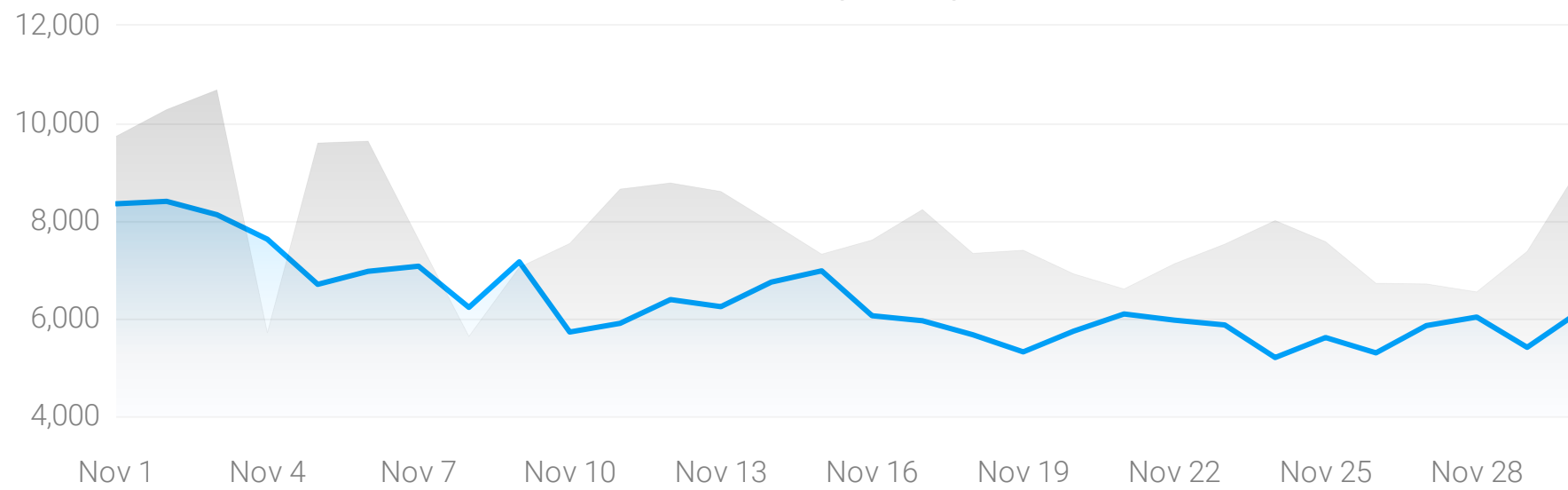
VIDEO VIEWS

Last Month (Nov 1 - 30) ▾

190.8k

▼ 22%

Comparison period: 244.9k

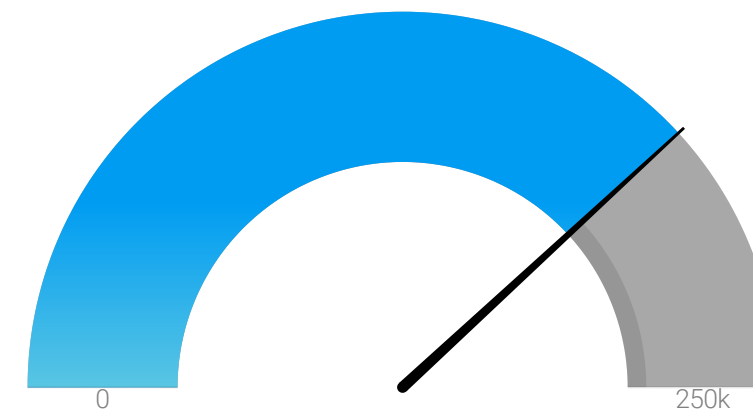


Video Views  Compare period

HOW MANY PEOPLE WATCHED OUR VI...

Last Month (Nov 1 - 30) ▾

190.8k





Imp: 13413

NOTE FROM DEC 6 5:18 PM

Reach: 13176

NOTE FROM DEC 6 5:18 PM

Eng: 1212

NOTE FROM DEC 6 5:18 PM

Profile Visits:  
38

NOTE FROM DEC 6 5:18 PM



November 14, 2021 8:00 PM(UTC-05:00)

...e gotta say, fall looks good on us. 🍁

Eng: 1139

NOTE FROM DEC 6 5:19 PM

Profile Visits:  
32

NOTE FROM DEC 6 5:20 PM

Reach: 9776

NOTE FROM DEC 6 5:19 PM

Imp: 9915

NOTE FROM DEC 6 5:19 PM

We just wanted to drop this friendly reminder in your feed to #ShopSmall today. Our town's unique personality is largely due to the fact that a majority of our businesses are locally owned and run! With shops full of gourmet treats, vibrant galleries, fashionable finds, and more, a day shopping in Eureka Springs is always a good time. #ShopSmallSaturday

See you soon? 🎁

📷 @indiagleason



### TWITTER IMPRESSIONS

Last Month (Nov 1 - 30) ▾

# 536

▼ 23%

Comparison period: 695

### NET NEW & TOTAL FOLLOWERS

Last Month (Nov 1 - 30) ▾

# 1 5,195

Net New Followers

Total Followers

▼ 96%

0%

Comparison period: 27

Comparison period: 5,194

### FOLLOWS TO FOLLOWERS RATIO

Last Month (Nov 1 - 30) ▾

# 10.8%

0%

Comparison period: 10.8%

Twitter experienced a decrease in profile visits and impressions. Like with other platforms, we believe this is due to a mix of less posts and the time period.

The top engaged post was a post about the Fall Foliage.

For the month of December, Agency will continue to highlight the content topics and incorporate more video content that has been optimized for the platform.

NOTE FROM DEC 6 5:12 PM

### TWITTER PROFILE VISITS

Last Month (Nov 1 - 30) ▾

# 437

▼ 56%

Comparison period: 997

### RECENT TWEETS BY LIKES

Last Month (Nov 1 - 30) ▾

Tweet	Last Month Δ
We gotta say, fall looks good on us. 🍂 #EurekaSprings ... (11/12/2021 21:00:42)	21
The historic district has been on the National Register ... (11/12/2021 19:00:22)	10
Crescent Moon Beads makes all of their jewelry in the ... (11/18/2021 22:01:10)	9
For over 40 years, Two Dumb Dames has been serving ... (11/20/2021 20:00:14)	8
With rainbow stairs and magical origin stories, it's ... (11/14/2021 23:00:08)	7

### RECENT TWEETS BY RETWEETS

Last Month (Nov 1 - 30) ▾

Tweet	Last Month Δ
We gotta say, fall looks good on us. 🍂 #EurekaSprings ... (11/12/2021 21:00:42)	6
The historic district has been on the National Register ... (11/12/2021 19:00:22)	2
Starting in late November and running through December, ... (11/14/2021 20:00:28)	2
Starting in late November and running through December, ... (11/06/2021 01:17:01)	2
Strap up those boots, it's hiking season! If you are ... (11/13/2021 17:01:29)	1



Eng: 56

NOTE FROM DEC 6 5:15 PM

Impression:  
563

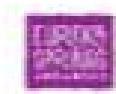
NOTE FROM DEC 6 5:16 PM

Retweets: 6

NOTE FROM DEC 6 5:16 PM

Likes: 22

NOTE FROM DEC 7 5:04 PM



**Eureka Springs**

November 12, 2021 4:00 PM(UTC-05:00)



We gotta say, fall looks good on us. 🍁 #EurekaSprings



♡ 22 · Like 🔄 6 · Retweet

Imp: 677

NOTE FROM DEC 6 5:16 PM

Eng: 37

NOTE FROM DEC 6 5:16 PM

Likes: 11

NOTE FROM DEC 6 5:17 PM

Retweets: 2

NOTE FROM DEC 7 3:05 PM



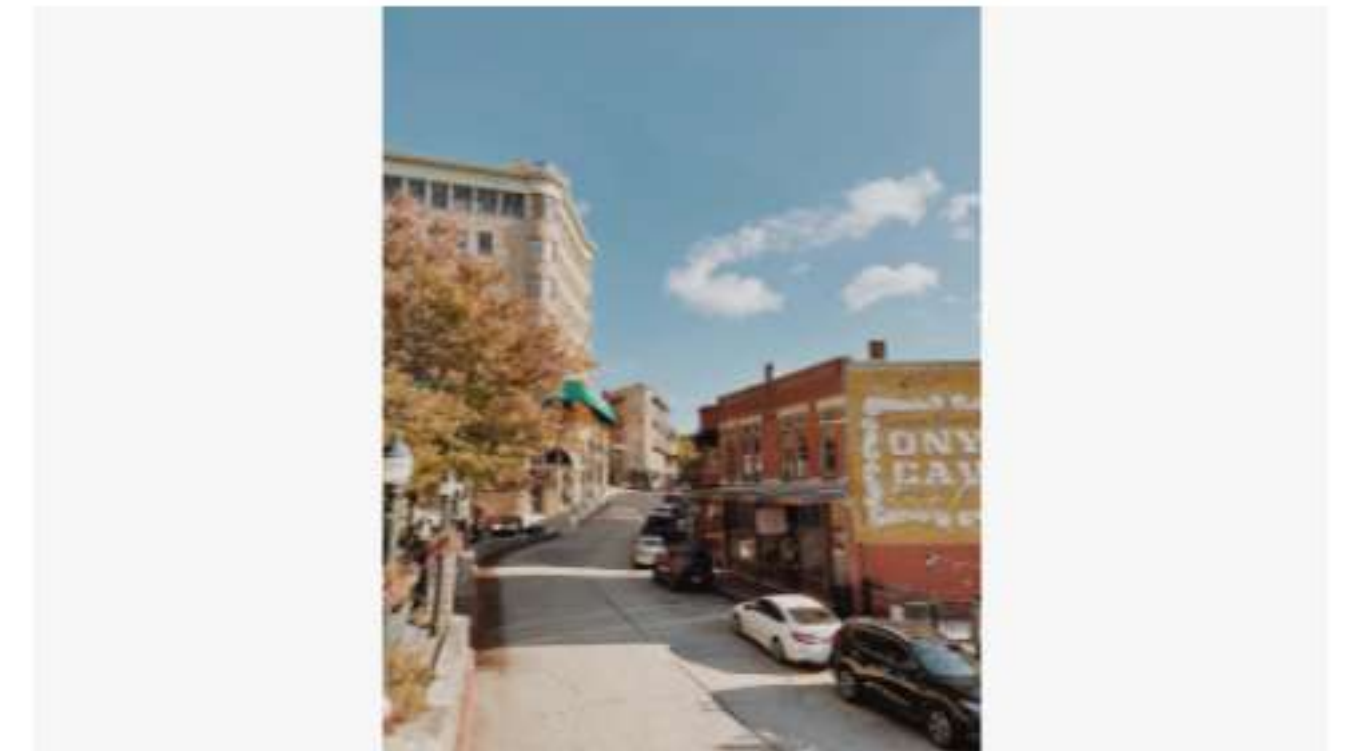
**Eureka Springs**

November 12, 2021 2:00 PM(UTC-05:00)



The historic district has been on the National Register of Historic Places since 1970 & contains 596 buildings constructed before 1955. The dominant architectural style is Victorian & even @ArchDigest has dubbed it "Eureka Victorian". #EurekaSprings

📷:dilanmarion



♡ 11 · Like 🔄 2 · Retweet



## Top Performing Facebook Post

NOTE FROM DEC 6 5:13 PM

## Organic Reach: 37301

NOTE FROM DEC 6 5:13 PM

## Engaged Users 3122

NOTE FROM DEC 6 5:14 PM

## Post Clicks 1462

NOTE FROM DEC 6 5:14 PM

 **Eureka Springs, Arkansas**  
November 18, 2021 7:07 PM(UTC-05:00)

Where nature meets luxury with a side of charm, The Woods Cabins is one of our hidden jewels. The cabins are private and secluded yet, only a 5-minute walk from the historic village below. Perfect for couples to get away and reconnect with each other, each cabin includes...

-  High-speed WiFi
-  Dog-Friendly Amenities
-  Jetted 2 person tubs
-  Gas Fireplaces
-  Private Balconies

Learn more here  <https://bit.ly/3bqPtZX>



## Organic Reach: 26178

NOTE FROM DEC 6 5:14 PM

## Engaged Users: 1760

NOTE FROM DEC 6 5:14 PM

## Post Clicks: 917

NOTE FROM DEC 7 5:05 PM

 **Eureka Springs, Arkansas**  
November 30, 2021 5:03 PM(UTC-05:00)

Our town just got a little more vibrant. Located next to the Cash and Boardman Mural (aka the Rainbow Stairs), the New Rainbow Stairs are now open! Perfect for snapping a few photos or just to brighten your day. 🌈



      742 - Like

 87 Comments

### SESSIONS

Last Month (Nov 1 - 30) ▾

**61,925** ▼ 28%

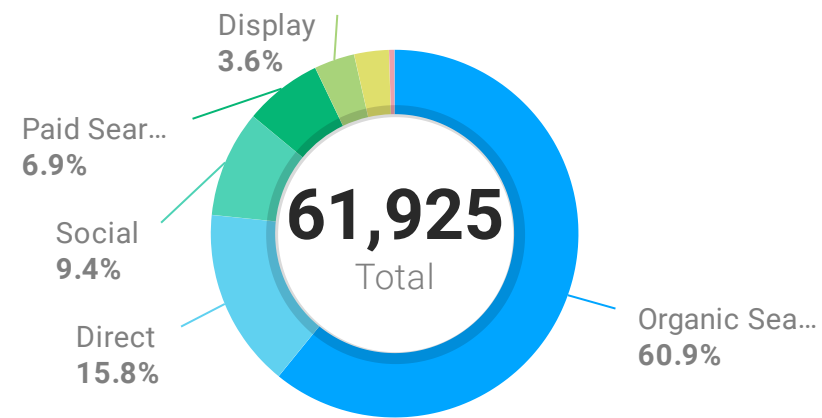
Comparison period: 86,196



Sessions  Compare period

### SESSIONS BY CHANNEL

Last Month (Nov 1 - 30) ▾



### AUDIENCE OVERVIEW

Last Month (Nov 1 - 30) ▾

Metrics	Last Month	Δ
Users	48,571	▼ 27%
Sessions	61,925	▼ 28%
% New Sessions	75.83%	▲ 1%
Pages / Sessions	2.82	▼ 9%
Avg Session Duration	2m 5s	▼ 15%
Bounce Rate	59.75%	▲ 6%
Pageviews	174.7k	▼ 34%

### USERS BY REGION

Last Month (Nov 1 - 30) ▾

Metrics	Last Month	Δ
Arkansas	9,159	▼ 26%
Texas	8,671	▼ 29%
Missouri	6,981	▼ 33%
Oklahoma	6,029	▼ 30%
Kansas	3,389	▼ 29%
Illinois	2,292	▼ 29%
Tennessee	1,376	▼ 30%
Colorado	1,281	▼ 26%
Louisiana	920	▼ 19%
California	877	▼ 18%
Florida	711	▼ 16%
District of Columbia	535	▼ 49%
Virginia	516	▼ 49%

### TOP PAGES BY PAGEVIEWS

Last Month (Nov 1 - 30) ▾

Metrics	Last Month	Δ
/	20,789	▼ 31%
/attractions/	12,399	▼ 36%
/things-to-do/	9,538	▼ 30%
/10-things-to-do-in-eureka-springs-you-dont-want-to-miss/	5,492	▼ 43%
/dining/	4,320	▼ 31%
/attractions/shops-galleries/	4,171	▼ 25%
/dining/looking-out-from/	2,065	▼ 10%

### BOUNCE RATE

Last Month (Nov 1 - 30) ▾

**59.75%** ▲ 6%

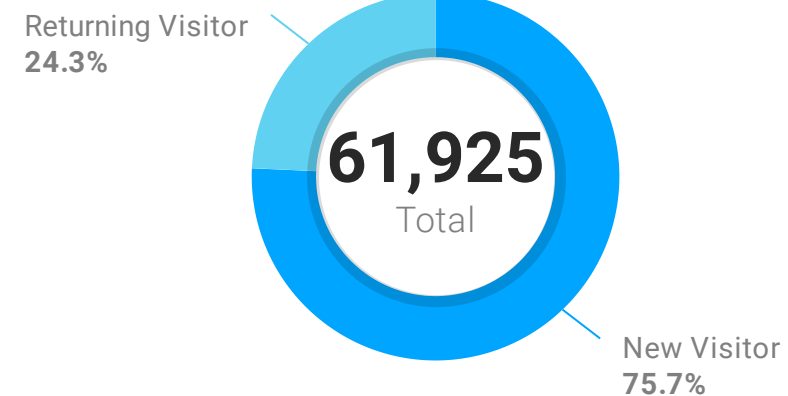
Comparison period: 56.53%



Bounce Rate (QB)  Compare period

### SESSIONS BY NEW VS RETURNING

Last Month (Nov 1 - 30) ▾



# National Public Relations Services

## November Summary

### PR Activities and Outreach

- Continued proactive outreach to top-tier national publications, keeping seasonality and safe travel at forefront of messaging.
- HARO outreach: Where to go glamping in America for 2022, Hallmark Christmas towns.
- Pitched autumn adventure, Hallmark Christmas towns, Holiday events, and winter travel to national media.
- Liaised with Mark Williams (*Thrillist*), Melody Pittman (*Wherever I May Roam*, *TravelAwaits*, *Traveling Mom*), Rob Jones (*Family Vacationer Podcast*).
- Vetted incoming media requests on an ongoing basis.
- Created Media Visit Summary Request template.
- Coordinated Melody Pittman's individual media visit (November 27-29).
- Created templates to serve as a roadmap for future media visit processes.
- Met with the state tourism office to discuss Eureka Springs PR outreach and future alignment opportunities.
- Continued to promote Eureka Springs within target drive markets and national airlift markets, focusing on short-lead opportunities in the shoulder season.
- 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 Mardi Gras, Valentine's Day, midweek travel and what's new for 2022.
- Participated in bi-weekly PR calls.



## Muck Rack Clips

November Summary

### November 2021 Publicity (based on Muck Rack clips)

- Estimated Impressions: 2,318,376,792
- Estimated Media Value: \$21,444,985.28

### January 2021 - November 2021 Publicity (based on Muck Rack clips)

- Estimated Impressions: 4,953,632,267
- Estimated Media Value: \$45,751,412.26



Thrillist • Mark Williams

US | Nov 2 • 3:02 PM

### 5 Hot LGBTQIA+ Destinations To Escape To This Holiday Season

**Eureka Springs'** colorful (and sometimes dark) history. Take an Underground Walking Tour or ghost tour at the famously haunted **Crescent Hotel**



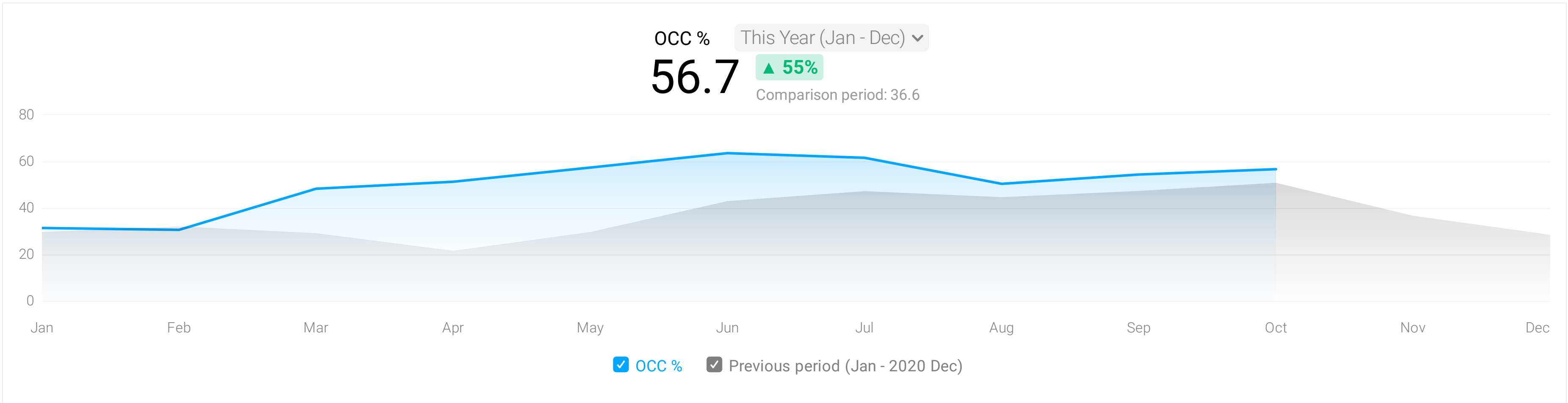
MSN Autos • Hadley Mendelsohn , Kara Ladd , Brie Dyas

US | Nov 24 • 3:46 PM

### The Most Beautiful Small Towns In Every State

. Expand your hobby space with these projects » Arkansas: **Eureka Springs** To live in **Eureka Springs** is to be surrounded by natural beauty 24-







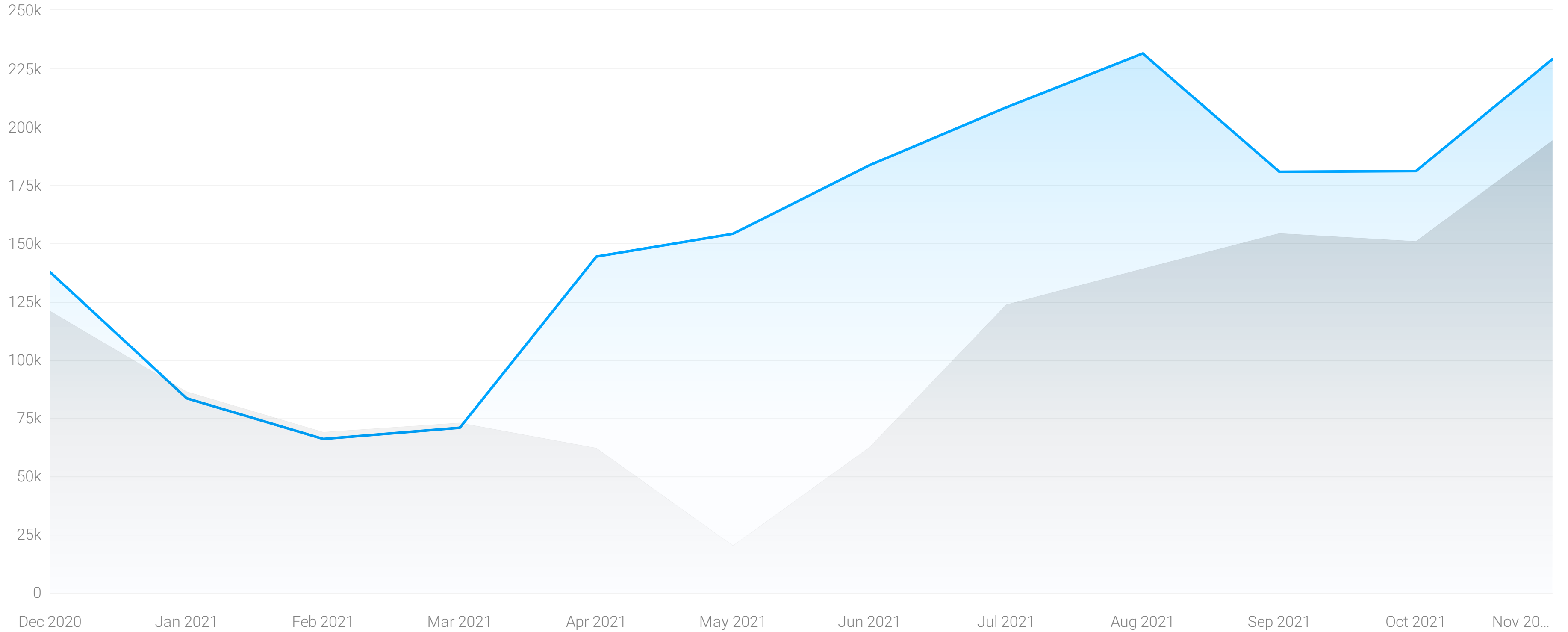
TOURISM TAX COLLECTED

Last 12 months (2020 Dec - 2021 Nov) ▾

229.1k

▲ 18%

Comparison period: 194.1k



Tourism Tax Collected

Previous period (2019 Dec - 2020 Nov)