

# Eureka Springs Arkansas

## Campaign Performance Review

279303 Eureka Springs Recovery Campaign 2020

October 1, 2020 to October 31, 2020

Report Retrieval Date: November 05, 2020

## Campaign Summary For Eureka Springs Arkansas

**Campaign Name:** Eureka Springs Recovery Campaign 2020



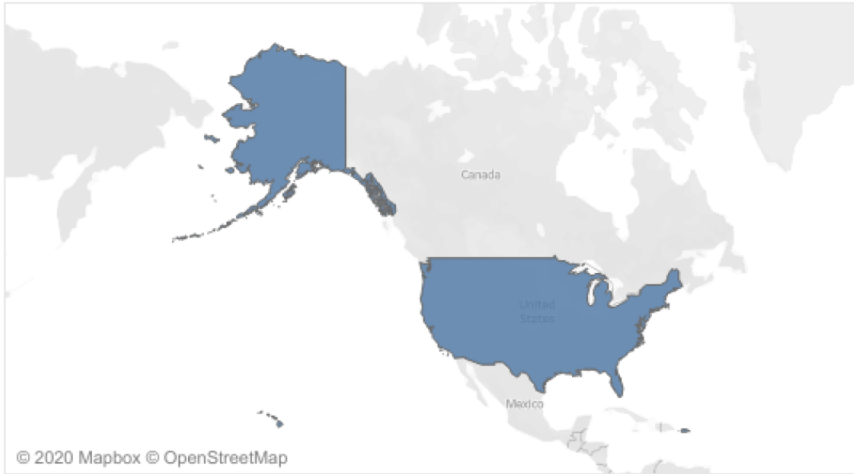
**\$30.0K**

Total Budget



**Jul-01-2020 to Nov-15-2020**

Campaign Period



### Point of Sale Summary

CheapTickets, Expedia US, Hotels.com US, Hotwire, Orbitz, Travelocity US



**Report Period: October 1, 2020 to October 31, 2020**

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## Performance Summary For Eureka Springs Arkansas



\$7.1K

Attr. Ad Spend



585.7K

Impressions



372

Clicks



0.06%

CTR



0

Tickets



205

Room Nights



274

PAX



27.1K

Gross Bkg \$



3.8

ROAS

### POS Summary

POS Name	Attr. Ad Spend \$	Impressions	Clicks	CTR	Gross Bkg \$	ROAS
Expedia Brands Portfolio US	\$3,810	165,661	229	0.14%	\$4K	1.1
Expedia US	\$3,261	420,029	143	0.03%	\$23K	7.0
Grand Total	\$7,071	585,690	372	0.06%	\$27K	3.8



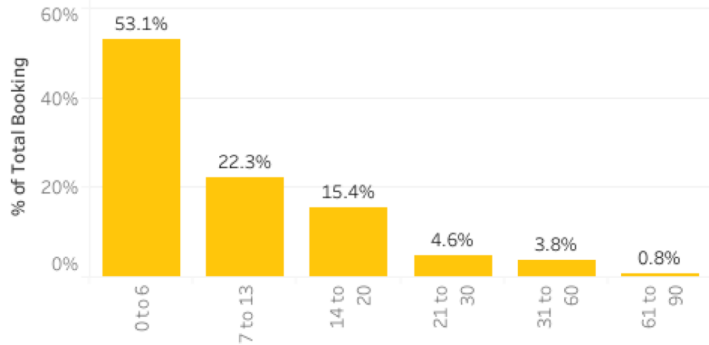
This page provides conversion data for Display Ads served through DFP and PassportAds Display. The ROAS calculation incorporates only Attributable Ad Spend, which represents spend for conversion measurable products including CPM Display, Takeovers and PassportAds

Report Period: October 1, 2020 to October 31, 2020

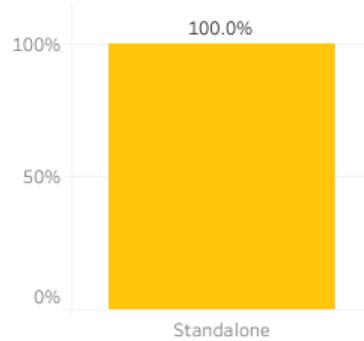
# Conversion Insights For Eureka Springs Arkansas



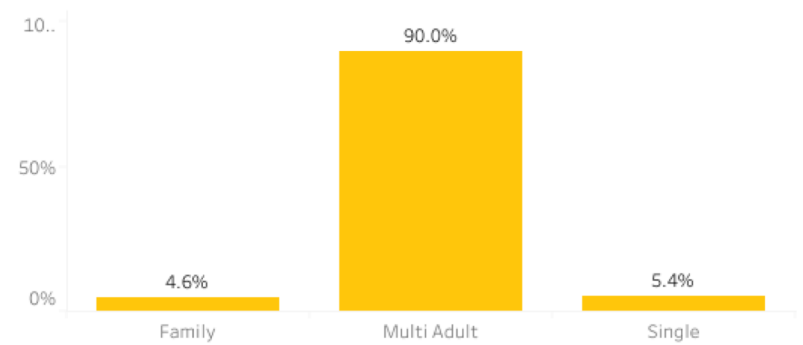
Travel Window (Days)



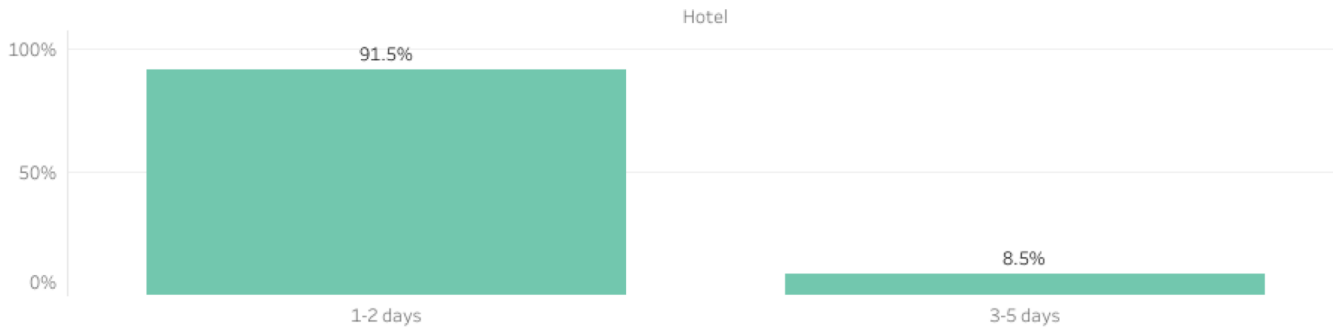
Package or Standalone



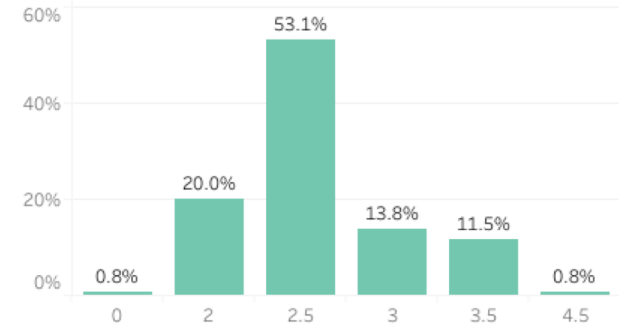
Person Count



Trip Duration (Days)



Hotel Star Rating



» \* Includes Bookings Resulting from On-site DFP and PassportAds Conversions only

Report Period: October 1, 2020 to October 31, 2020

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Line Item Name	Line Start Date	LI_EndDate	Attr. Ad Spend \$	Impressions	Clicks	CTR	Gross Bkg \$	ROAS
004:1657883:Expedia Brands Portfolio (USA)160x600EBP Hotels*Right 1	Sep 21, 2020	Nov 15, 2020	\$3,810	166K	229	0.14%	\$4K	1.1
005:1656404:Expedia.com (USA)532x299, 680x320ROSSearchNative Tiles 1, 2, 3 + Native Tile Sho	Sep 21, 2020	Nov 15, 2020	\$2,150	358K	113	0.03%	\$7K	3.5
006:1656407:Expedia.com (USA)160x600HotelsInfosite/DetailsRight Middle	Sep 21, 2020	Nov 15, 2020	\$1,112	62K	30	0.05%	\$15K	13.8
<b>Grand Total</b>			<b>\$7,071</b>	<b>586K</b>	<b>372</b>	<b>0.06%</b>	<b>\$27K</b>	<b>3.8</b>

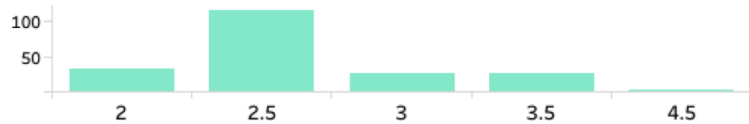
## Enhanced Conversion Insight: Tickets

Market

IO Number: 279303

October 1, 2020 to October 31, 2021

### Star Rating (Room Nights)



### Top 5 Hotels

Gross Bookings \$USD

Best Western Eureka Inn	\$4,216
The Crescent Hotel and Spa	\$3,090
Best Western Inn of the Ozarks	\$2,687
Basin Park Hotel and Spa	\$2,093
Land O Nod Inn	\$1,140

Room Nights

Best Western Eureka Inn	31
Best Western Inn of the Ozarks	21
The Crescent Hotel and Spa	13
Basin Park Hotel and Spa	12
The Trails Inn	10

### All Hotels and Vacation Rental Properties

		ADR	Room Nights	Total \$	LOS - Weight..
Best Western Eureka Inn	Hotel	\$136	31	\$4,216	2
The Crescent Hotel and Spa	Hotel	\$238	13	\$3,090	2
Best Western Inn of the Ozarks	Hotel	\$128	21	\$2,687	2
Basin Park Hotel and Spa	Hotel	\$174	12	\$2,093	1
Land O Nod Inn	Hotel	\$127	9	\$1,140	2
Super 8 by Wyndham Eureka Springs	Hotel	\$126	9	\$1,136	2
Heart of the Hills Inn	Hotel	\$168	6	\$1,010	2
Quality Inn Eureka Springs	Hotel	\$134	7	\$937	1
Swiss Village Inn	Hotel	\$109	8	\$871	1
The Trails Inn	Hotel	\$78	10	\$784	1
The Lodge	Hotel	\$92	8	\$739	2
All Seasons Inn	Hotel	\$308	2	\$616	2
Beautiful Setting, Amazing Sunsets, Specta..	Hotel	\$202	3	\$606	3
Red Bud Manor	Hotel	\$193	3	\$580	1
Wanderoo Lodge	Hotel	\$114	5	\$569	3
Stonegate Lodge	Hotel	\$91	6	\$548	1
Motel 62	Hotel	\$105	5	\$527	1
Express Inn	Hotel	\$87	6	\$520	1
Days Inn by Wyndham Eureka Springs	Hotel	\$123	4	\$492	2
Angel at Rose Hall	Hotel	\$229	2	\$458	2
Evening Shade Inn	Hotel	\$204	2	\$409	2
The Country Inn of Eureka Springs	Hotel	\$101	4	\$403	2
Ozarka Lodge	Hotel	\$90	4	\$361	1
Bavarian Inn Lodge & Restaurant	Hotel	\$119	3	\$356	2
The Regency Inn	Hotel	\$109	3	\$328	1
Wagner Inn	Hotel	\$81	4	\$325	1
Pointe West Resort Motel	Hotel	\$106	3	\$319	2
Travelers Inn and Lodge	Hotel	\$98	3	\$294	2
Ozark Swiss Inn	Hotel	\$69	3	\$207	2

## All Hotels

PROPERTY NAME	Property Type	STATE/PROVIN..	CITY	ADR	Room Nights	Total \$	Avg. LOS
Best Western Eureka Inn	Hotel	AR	Eureka Springs	\$136	31	\$4,216	2
The Crescent Hotel and Spa	Hotel	AR	Eureka Springs	\$238	13	\$3,090	2
Best Western Inn of the Ozarks	Hotel	AR	Eureka Springs	\$128	21	\$2,687	2
Basin Park Hotel and Spa	Hotel	AR	Eureka Springs	\$174	12	\$2,093	1
Land O Nod Inn	Hotel	AR	Eureka Springs	\$127	9	\$1,140	2
Super 8 by Wyndham Eureka Springs	Hotel	AR	Eureka Springs	\$126	9	\$1,136	2
Heart of the Hills Inn	Hotel	AR	Eureka Springs	\$168	6	\$1,010	2
Quality Inn Eureka Springs	Hotel	AR	Eureka Springs	\$134	7	\$937	2
Swiss Village Inn	Hotel	AR	Eureka Springs	\$109	8	\$871	1
The Trails Inn	Hotel	AR	Eureka Springs	\$78	10	\$784	1
The Lodge	Hotel	AR	Eureka Springs	\$92	8	\$739	2
All Seasons Inn	Hotel	AR	Eureka Springs	\$308	2	\$616	2
Beautiful Setting, Amazing Sunsets, Spectacular Lake View, Lake...	Hotel	AR	Eureka Springs	\$202	3	\$606	3
Red Bud Manor	Hotel	AR	Eureka Springs	\$193	3	\$580	1
Wanderoo Lodge	Hotel	AR	Eureka Springs	\$114	5	\$569	3
Stonegate Lodge	Hotel	AR	Eureka Springs	\$91	6	\$548	1
Motel 62	Hotel	AR	Eureka Springs	\$105	5	\$527	1
Express Inn	Hotel	AR	Eureka Springs	\$87	6	\$520	1
Days Inn by Wyndham Eureka Springs	Hotel	AR	Eureka Springs	\$123	4	\$492	2
Angel at Rose Hall	Hotel	AR	Eureka Springs	\$229	2	\$458	2
Evening Shade Inn	Hotel	AR	Eureka Springs	\$204	2	\$409	2
The Country Inn of Eureka Springs	Hotel	AR	Eureka Springs	\$101	4	\$403	2
Ozarka Lodge	Hotel	AR	Eureka Springs	\$90	4	\$361	1
Bavarian Inn Lodge & Restaurant	Hotel	AR	Eureka Springs	\$119	3	\$356	2
The Regency Inn	Hotel	AR	Eureka Springs	\$109	3	\$328	1
Wagner Inn	Hotel	AR	Eureka Springs	\$81	4	\$325	2
Pointe West Resort Motel	Hotel	AR	Eureka Springs	\$106	3	\$319	2
Travelers Inn and Lodge	Hotel	AR	Eureka Springs	\$98	3	\$294	2
Ozark Swiss Inn	Hotel	AR	Eureka Springs	\$69	3	\$207	2
The Razorback Lodge	Hotel	AR	Eureka Springs	\$82	2	\$165	2
Country Mountain Inn	Hotel	AR	Eureka Springs	\$79	2	\$158	1
Econo Lodge	Hotel	AR	Eureka Springs	\$96	1	\$96	1
Edelweiss Inn	Hotel	AR	Eureka Springs	\$74	1	\$74	1
<b>Grand Total</b>				<b>\$132</b>	<b>205</b>	<b>\$27,112</b>	<b>2</b>