

# PARADISE



**Monthly Report:** October 2021

**Client:** Eureka Springs

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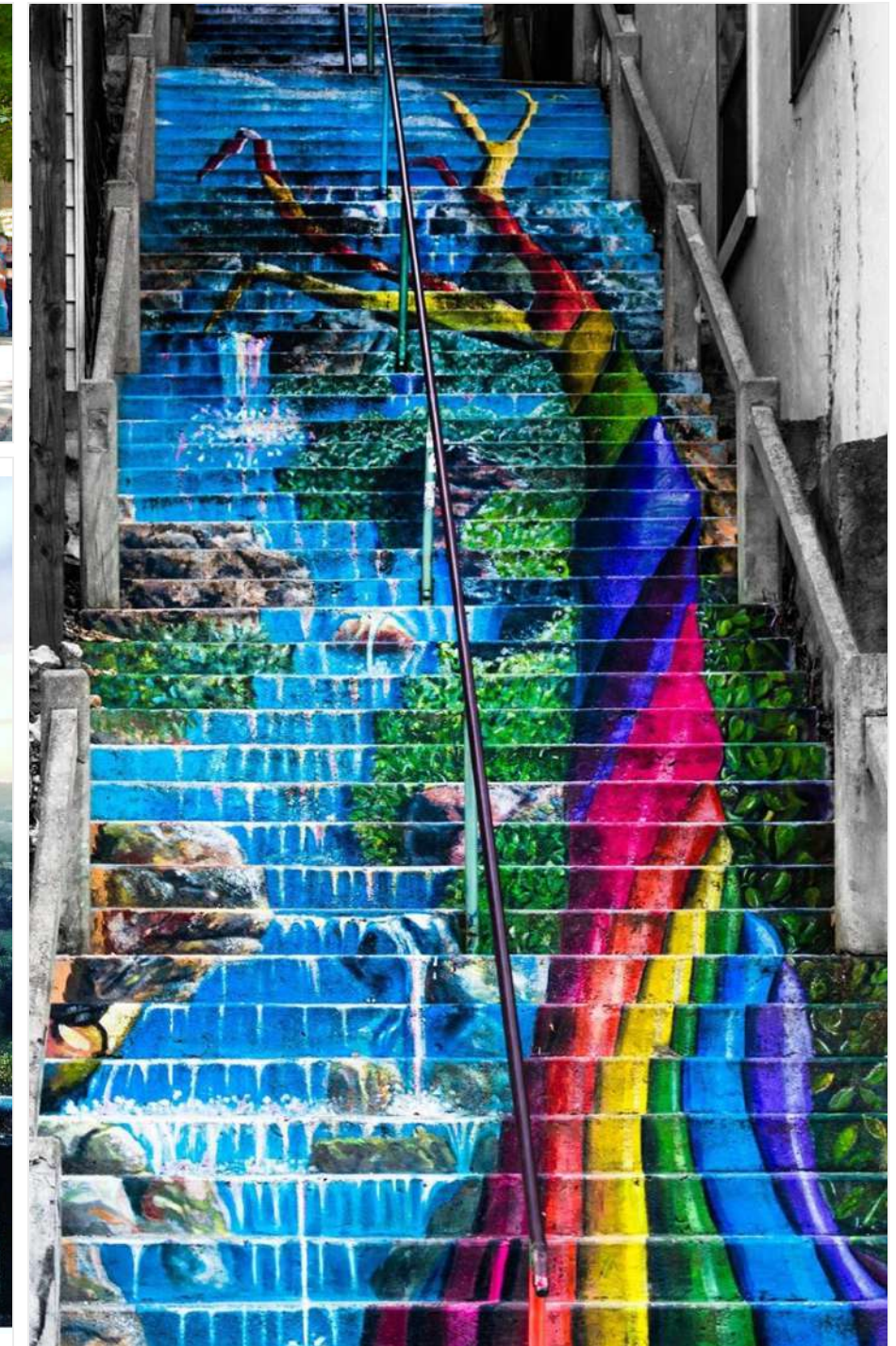
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\*Note: Eureka Springs Data Depot reports were set up in mid-May. Therefore, some of the data sets included in this report only reflect since that time.

# Advertising & Marketing Services

## October 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.
- Completed planning and aided Creative in executing in-destination Brand Photo/Video Shoot (#1).
- Continued planning in-destination Brand Photo/Video Shoot #2 for November 13-16
- Developed and deployed two new blogs for the month of October (*Ghost Tours* and *Scenic Drives*) – the blogs are live on the website and have been promoted through social media.
- Provided boilerplate COVID-19 response statements for planned events.
- Facilitated the CAPC's subscription renewal of UGC content platform CrowdRiff.
- Monitored the Datafy dashboards, as well as reviewed monthly Digital Intelligence needs with CAPC staff.
- Attended the 10/13 CAPC Workshop in person (Agency Group Director Sarah Galen and Agency Account Manager Evan Hay) and virtually, presenting an update report.
- Attended the 10/27 CAPC Meeting in person (Agency SVP, Client Services Rudy Webb and VP, Digital Marketing Nicole Brownell) and virtually, presenting an update report.
- 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

October Summary

The Q3/Q4 Campaign had over 970K impressions for October 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 0.17%. This is above and beyond the industry CTR benchmark of 0.08% overall.

As for the video completion rate, the campaign averaged over 91% 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 (Oct 1 - 31) ▾

91.8%

TOTAL MEDIA SPEND

Last Month (Oct 1 - 31) ▾

\$ 30.5k

TOTAL IMPRESSIONS

Last Month (Oct 1 - 31) ▾

970.7k

TOTAL CLICKS

Last Month (Oct 1 - 31) ▾

1,035

## Social Media Services October Summary

NOTE FROM NOV 9 4:03 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 November 2021 content calendar to be shared across social media platforms.
- Supported CAPC staff in social crisis management.

NOTE FROM NOV 9 4:03 PM

FB Post Engagement: 9748

NOTE FROM NOV 9 4:06 PM

FB Post  
Reach:  
123592

NOTE FROM NOV 9 4:06 PM

Hailed as "The Most Haunted Hotel in America," the 1886 Crescent Hotel & Spa offers year-round haunted tours, chilling shows, ghost stories and thrilling events for any age. From believers to skeptics, there is something for anyone to enjoy during their visit.

The Crescent Ghost Tour guides, dressed in period garb, are natural storytellers — and they have plenty to tell. 🕸️ They'll walk you through the halls, stopping at some of the more haunted rooms — like 419, where the spirit of Theodora has been known to tidy up—but only if she likes the guest staying there. You can also opt for the extended tour, where the hotel's senior guides take you on a longer trek and explore the devious criminal mind of one Norman Baker. Who is Norman Baker? Oh...you'll find out soon enough. 🕸️

A little too normal for the paranormal? That's ok! The Crescent Hotel has a slew of fall activities for guests to enjoy. Catch a movie on the lawn, a local music show, and more! Click here to learn more 📌 <https://crescent-hotel.com/blog/fall-at-the-crescent-hotel/>

Click the link here to learn more about some of Eureka's more well-known haunts 📌 <https://www.eukekasprings.org/eureka-springs-ghost-tours/>



Eureka Springs, Arkansas  
October 18, 2021 8:00 PM(UTC-04:00)

Sitting atop over 100 tons of native stone and colored flagstone, the Thorncrown Chapel rises 48 feet into the Ozark sky. The magnificent wooden structure contains 425 windows and over 6,000 square feet of glass. The words at the entrance of Thorncrown Chapel encapsulate E Fay Jones and his architecture best: "Please Come In And Sit Awhile, Just As You Are."

@ryan.lips



^^\*IG Post Engagement: 1827

NOTE FROM NOV 9 4:04 PM

^^\* IG Post  
Reach: 17120

NOTE FROM OCT 2 12:02 AM

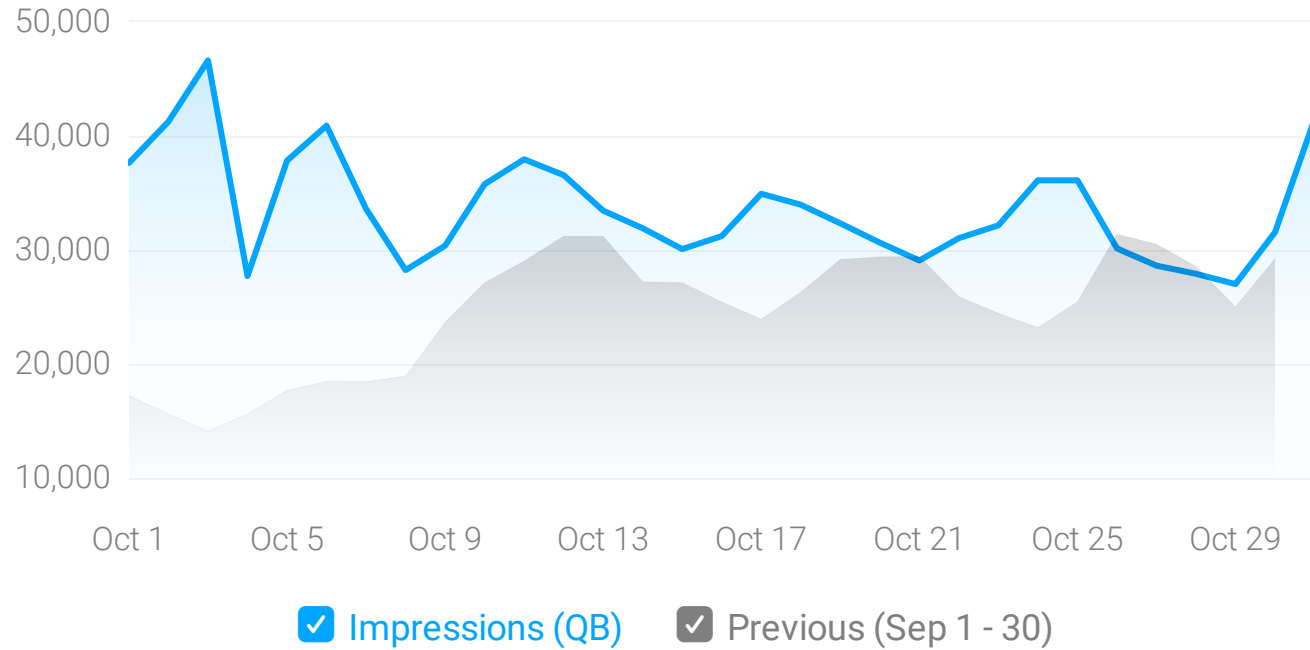
### IMPRESSIONS

Last Month (Oct 1 - 31) ▾

# 1.04M

▲ 41%

Comparison period: 0.74M



### CAMPAIGNS OVERVIEW

Last Month (Oct 1 - 31) ▾

#	NAME	SPEND	IMPRESSIO...
1	ESP 0634 FY21 Q3/Q4 Evergreen Engagement (23848146839910596)	-	369.9k
2	ESP 0629 FY21 Local Campaign Traffic (23847998953060596)	-	247.2k
3	ESP 0634 FY21 Q3/Q4 Evergreen Traffic (23848287206830596)	-	234.6k
4	ESP 0629 FY21 Local Campaign Engagement (23847910186870596)	-	192.8k

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

This month saw increases in most KPI's:

- 1.04 million Impressions, a 41% increase over September. This can be attributed to the Traffic phase of the Q3/Q4 Campaign having a full month of run time.
- 246,900 Post Engagements, a 25% increase over September.
- 10,241 Clicks, an 11% increase over September. Although we saw an overall increase in Clicks, both the Local and Q3/Q4 Campaigns saw decreases in CTRs. The Local Campaign saw an 18% decrease, seeing a 1.79% CTR, while the Q3/Q4 Campaign saw a 70% decrease to 1.22%. These CTRs are still above the travel industry CTR benchmark of 0.9% on Facebook. Agency will look to improve on this metric in the upcoming month.

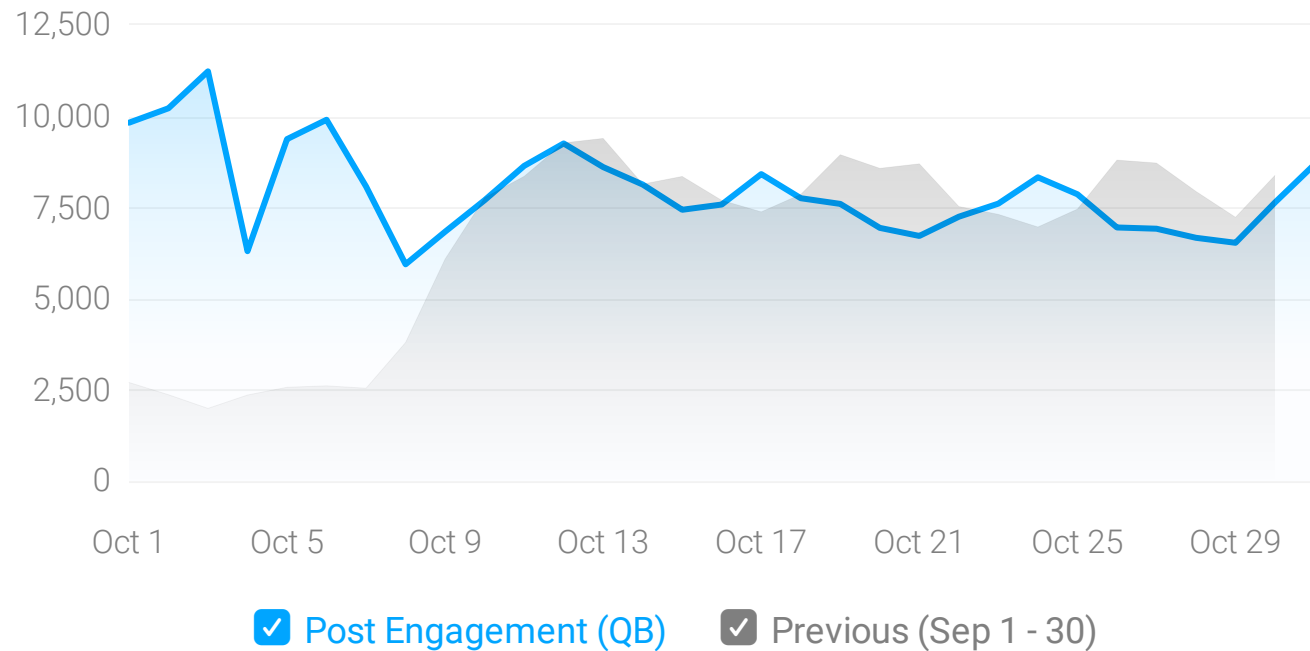
### POST ENGAGEMENT

Last Month (Oct 1 - 31) ▾

# 246.9k

▲ 25%

Comparison period: 197.8k



### CTR BY CAMPAIGN

Last Month (Oct 1 - 31) ▾

Metrics	Last Month	Δ
ESP 0629 FY21 Local Campaign Traffic (23847998953060596)	1.79%	▼ 18%
ESP 0634 FY21 Q3/Q4 Evergreen Traffic (23848287206830596)	1.22%	▼ 70%
ESP 0629 FY21 Local Campaign Engagement (23847910186870596)	0.70%	▼ 21%
ESP 0634 FY21 Q3/Q4 Evergreen Engagement (23848146839910596)	0.44%	▼ 29%

### CLICK OVERVIEW

Last Month (Oct 1 - 31) ▾

# 10,241 Clicks      \$0.44 CPC

▲ 11%

Comparison period: 9,247

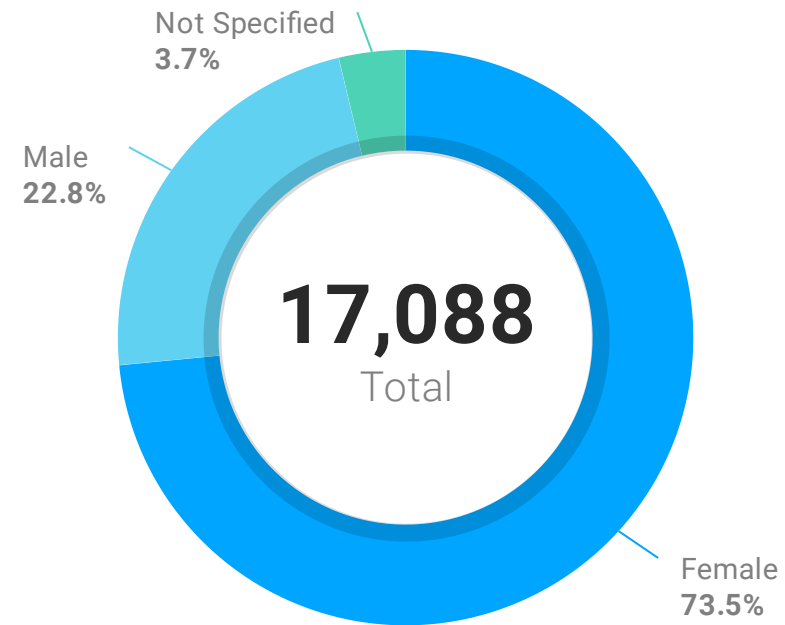
### FOLLOWERS BY CITY

Last Month (Oct 1 - 31) ▾

Metrics	Last Month	Δ
Fayetteville, Arkansas	647	▲ 5%
Oklahoma City, Oklahoma	560	▼ 1%
Little Rock, Arkansas	516	▼ 2%
Tulsa, Oklahoma	512	▼ 6%
Bentonville, Arkansas	412	▲ 3%
Rogers, Arkansas	404	0%
Eureka Springs, Arkansas	367	▼ 3%

### FOLLOWERS BY GENDER

Last Month (Oct 1 - 31) ▾



### INSTAGRAM ENGAGEMENT

Last Month (Oct 1 - 31) ▾

17,091

▲ 25%

Comparison period: 13,726

### INSTAGRAM REACH

Last Month (Oct 1 - 31) ▾

213.6k

▲ 22%

Comparison period: 174.5k

Instagram saw increases across the board. Agency believes this was due to the implementation of the organic/paid social media strategy.

We did see a decrease in video views, however. Agency believes this is due to there being less video in the content mix.

The top engaged post was a post about Thorncrown Chapel.

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

NOTE FROM NOV 10 8:47 PM

### FOLLOWER OVERVIEW

Last Month (Oct 1 - 31) ▾

292

New Followers

▲ 32%

Comparison period: 221

24,128

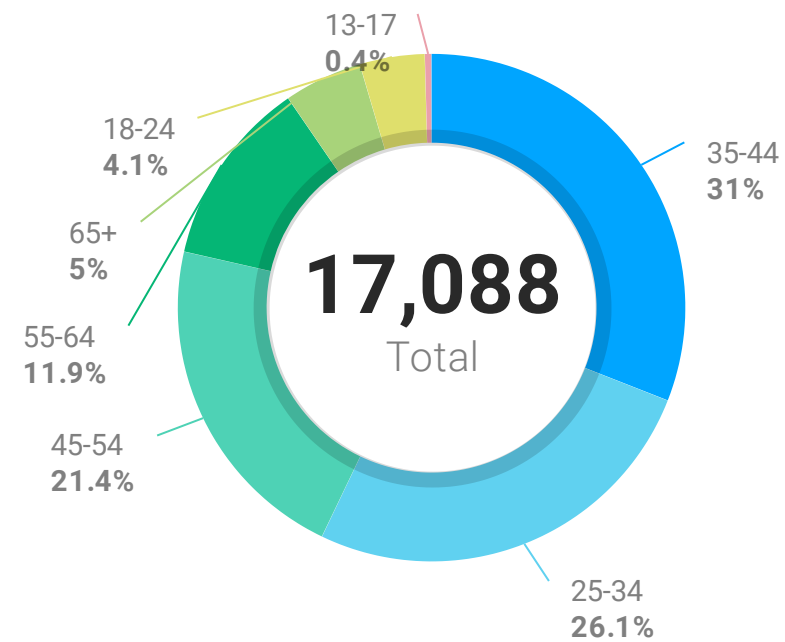
Total Followers

▲ 1%

Comparison period: 23,836

### FOLLOWERS BY AGE GROUP

Last Month (Oct 1 - 31) ▾



### INSTAGRAM IMPRESSIONS

Last Month (Oct 1 - 31) ▾

221.2k

▲ 18%

Comparison period: 187.4k

### TOP POSTS BY LIKES

Last Month (Oct 1 - 31) ▾

Metrics	Last Month	Δ
Shades of fall ... (11/06/2020 02:18:51)	2,521	0%
Snow day! ** #EurekaSprings #Arkansas #VisitArkansas #ExploreArkansas #ExploreNWA #ARStory...	2,429	0%
Eureka Springs is open for business! Have you had a great experience with one of our restaurants, shops, lodgin...	2,147	0%
Hard to be blue with views like this! 😊 ... (04/28/2021 01:00:43)	2,058	0%
...	1,880	...

### INSTAGRAM VIDEO VIEWS

Last Month (Oct 1 - 31) ▾

1,564

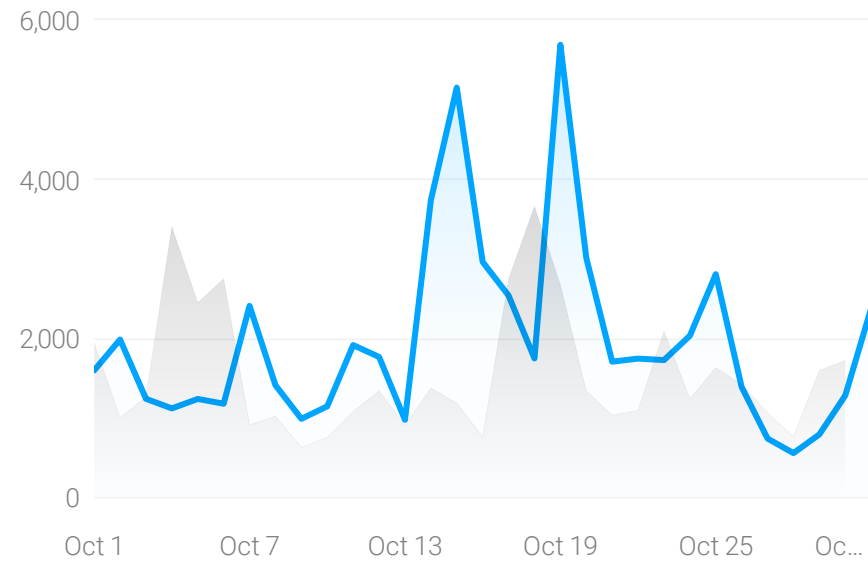
▼ 89%

Comparison period: 14,025

### PAGE ENGAGEMENTS

Last Month (Oct 1 - 31) ▾

**60,714** ▲ 30%  
Comparison period: 46,582



Page Engagements  Compare period

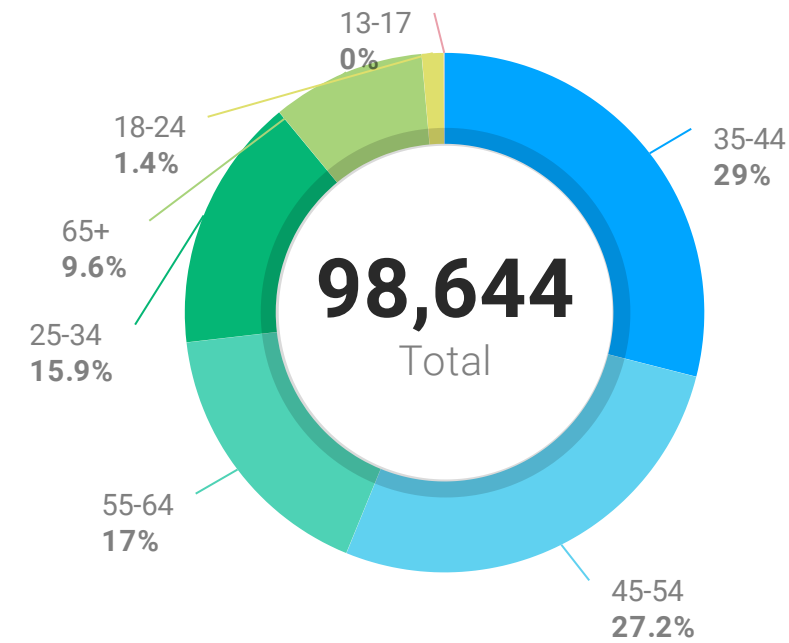
### PAGE SUMMARY

Last Month (Oct 1 - 31) ▾

Metric	Last Month	Δ
New Page Likes	887	▼ 20%
Total Page Likes	98,547	▲ 1%
Comments	3,608	▲ 142%
Shares	2,489	▲ 67%
Video views	244.9k	▲ 20%

### FOLLOWERS BY AGE GROUPS

All Time ▾



Facebook saw increases in total followers, engagements, reach, impressions and video views. Agency believes this is due to incorporating press coverage and blogs into the content mix, as well as event content.

The top engaged post was a post about the Crescent Hotel.

For the month of November, 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 NOV 10 8:49 PM

### ORGANIC POST REACH

Last Month (Oct 1 - 31) ▾

**523.1k** ▲ 47%  
Comparison period: 355.5k



Post Reach - Organic  Compare period

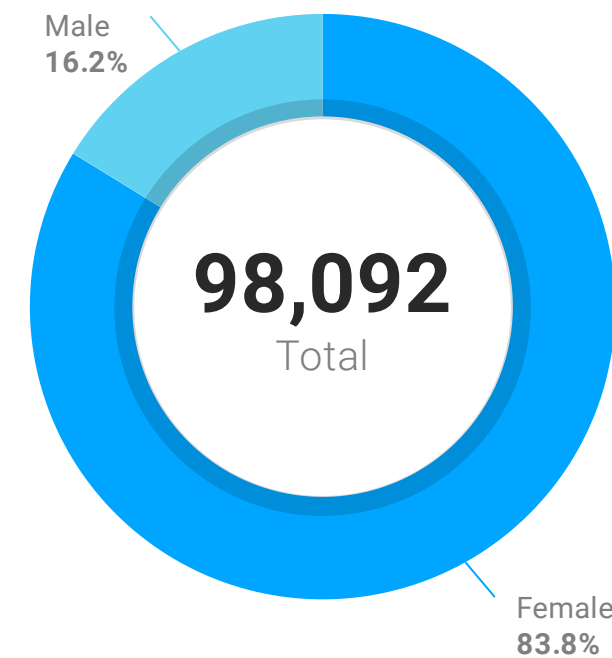
### POST ENGAGED USERS BY POST

Last Month (Oct 1 - 31) ▾

Post	Last Month	Δ
Hailed as "The Most Haunted Hotel in America," the 1886 Crescent (2021-10-14)	9,748	
Sitting atop over 100 tons of native stone and colored flagstone, (2021-10-19)	8,146	
Oh hey, there fall. Nice to see ya. 🍂 (2021-10-15)	2,444	
Eureka Springs is home to haunted hotels, haunting theatrical (2021-10-07)	1,700	
Ever since its opening in 1905, tales of the paranormal have (2021-10-12)	1,608	

### FOLLOWERS BY GENDER

All Time ▾



### FOLLOWERS BY CITY

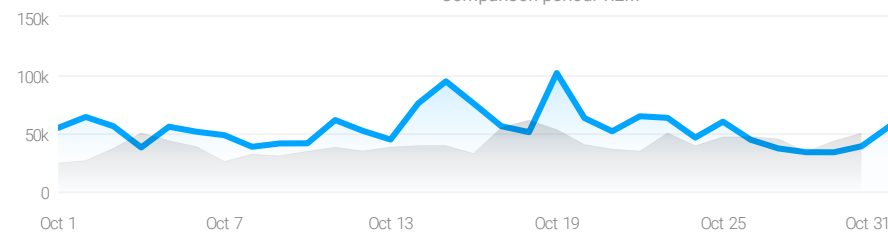
All Time ▾

Metric	All Time
Tulsa, OK	3,688
Springfield, MO	2,083
Oklahoma City, OK	2,061
Fayetteville, AR	1,698
Little Rock, AR	1,510
Broken Arrow, OK	1,487

### POST IMPRESSIONS

Last Month (Oct 1 - 31) ▾

**1.69M** ▲ 41%  
Comparison period: 1.2M



Post Impressions  Compare period

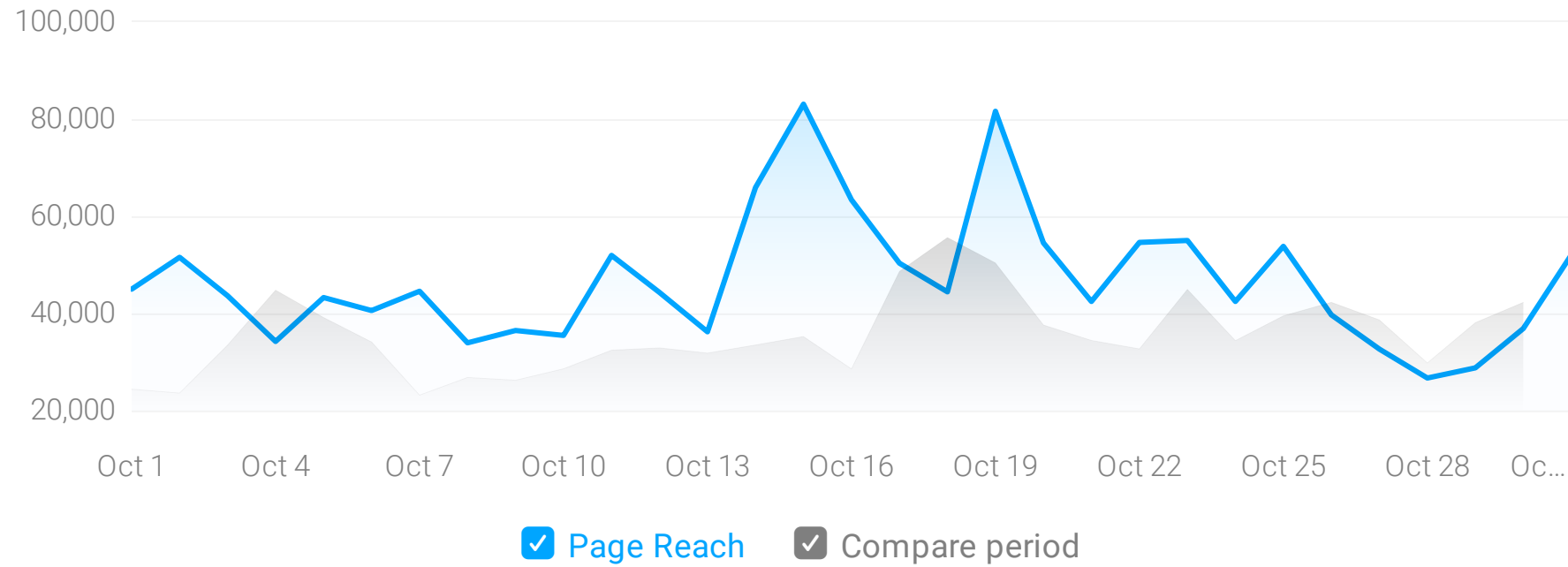
PAGE REACH

Last Month (Oct 1 - 31) ▾

1.45M

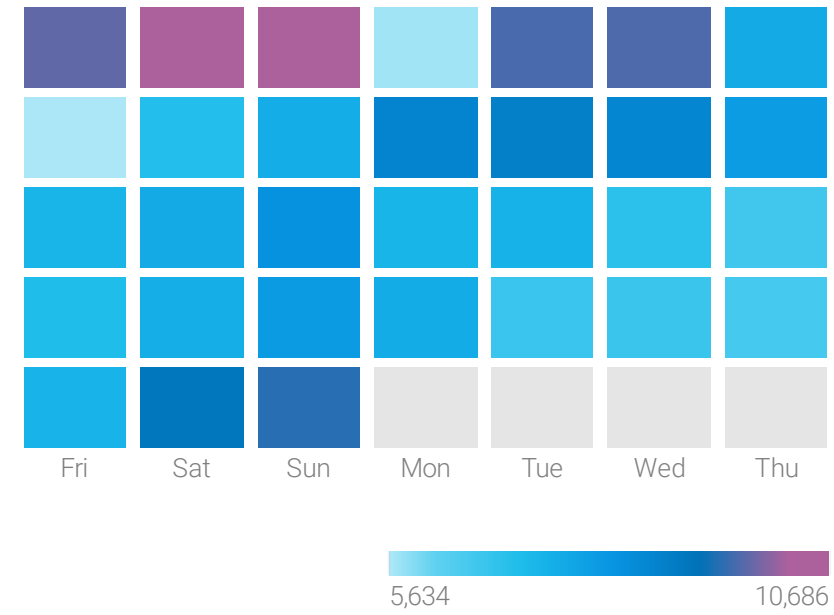
▲ 36%

Comparison period: 1.07M



WHEN ARE PEOPLE WATCHING OUR VIDEOS?

Last Month (Oct 1 - 31) ▾



POST VIDEO VIEWS BY PUBLISH D...

Last Month (Oct 1 - 31) ▾

Metrics	Last Month Δ
Traffic jam over by Beaver Dam Site Park. ✨👤: victoryof_the_people (2021-10-29)	1,859
Nothing quite like taking a ride through the fall foliage of (2021-10-30)	1,732
We are just FOUR weeks away from the 74th Annual Original Ozark (2021-10-13)	0
Hailed as "The Most Haunted Hotel in America," the 1886 Crescent (2021-10-14)	0
Oh hey, there fall. Nice to see ya. 🌲 (2021-10-15)	0
Okay, Beaver Dam....now you are just fishing for compliments. 🌲 (2021-10-16)	0
The bee holds the key. They say a piece of magic lies beyond (2021-10-19)	0
Sitting atop over 100 tons of	0

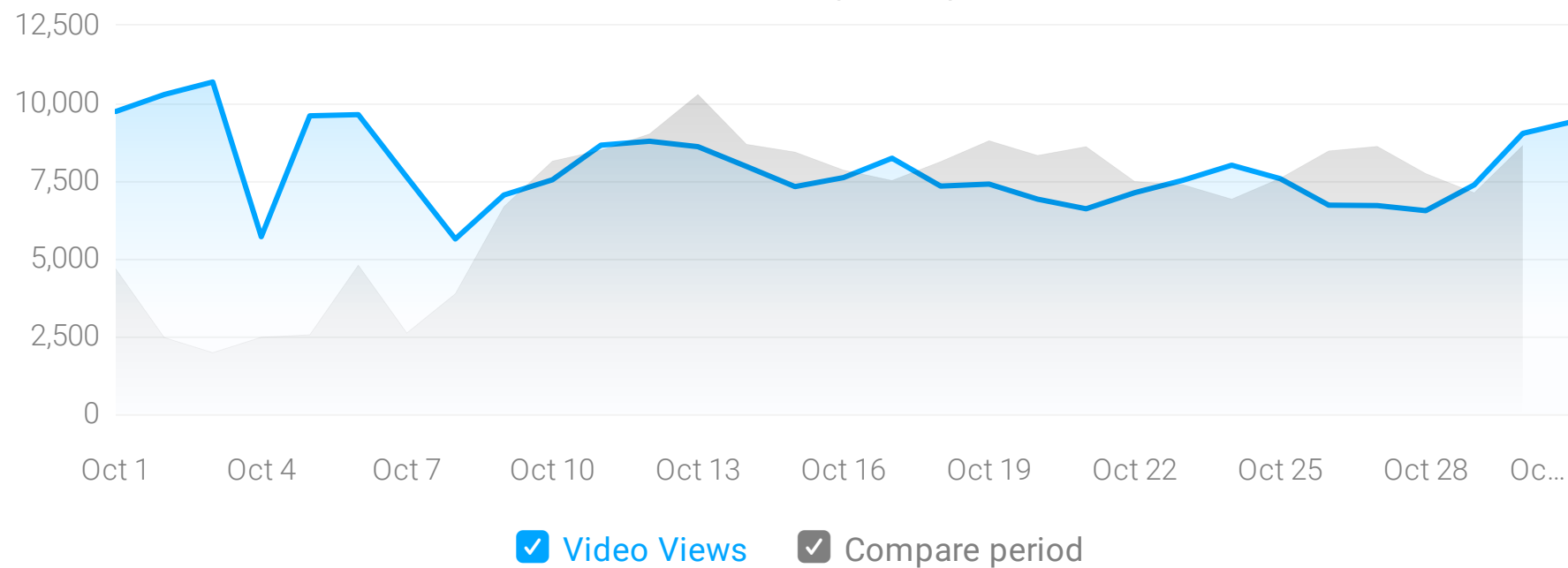
VIDEO VIEWS

Last Month (Oct 1 - 31) ▾

244.9k

▲ 20%

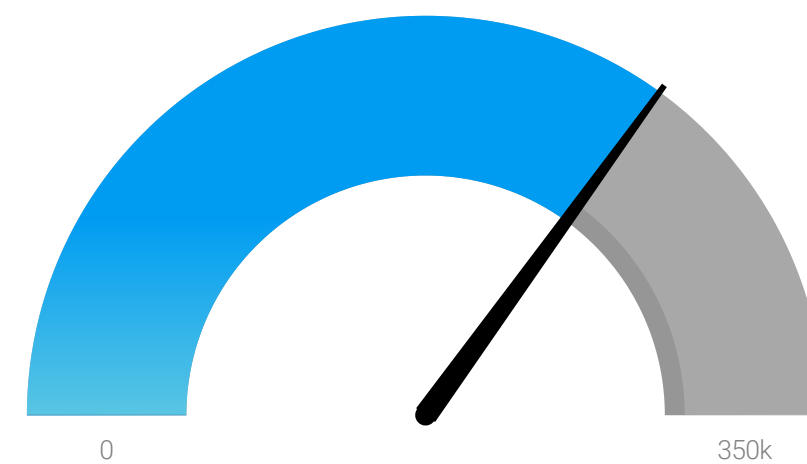
Comparison period: 204.3k



HOW MANY PEOPLE WATCHED OUR VI...

Last Month (Oct 1 - 31) ▾

244.9k





Imp: 19642

NOTE FROM NOV 9 4:37 PM

Reach: 19220

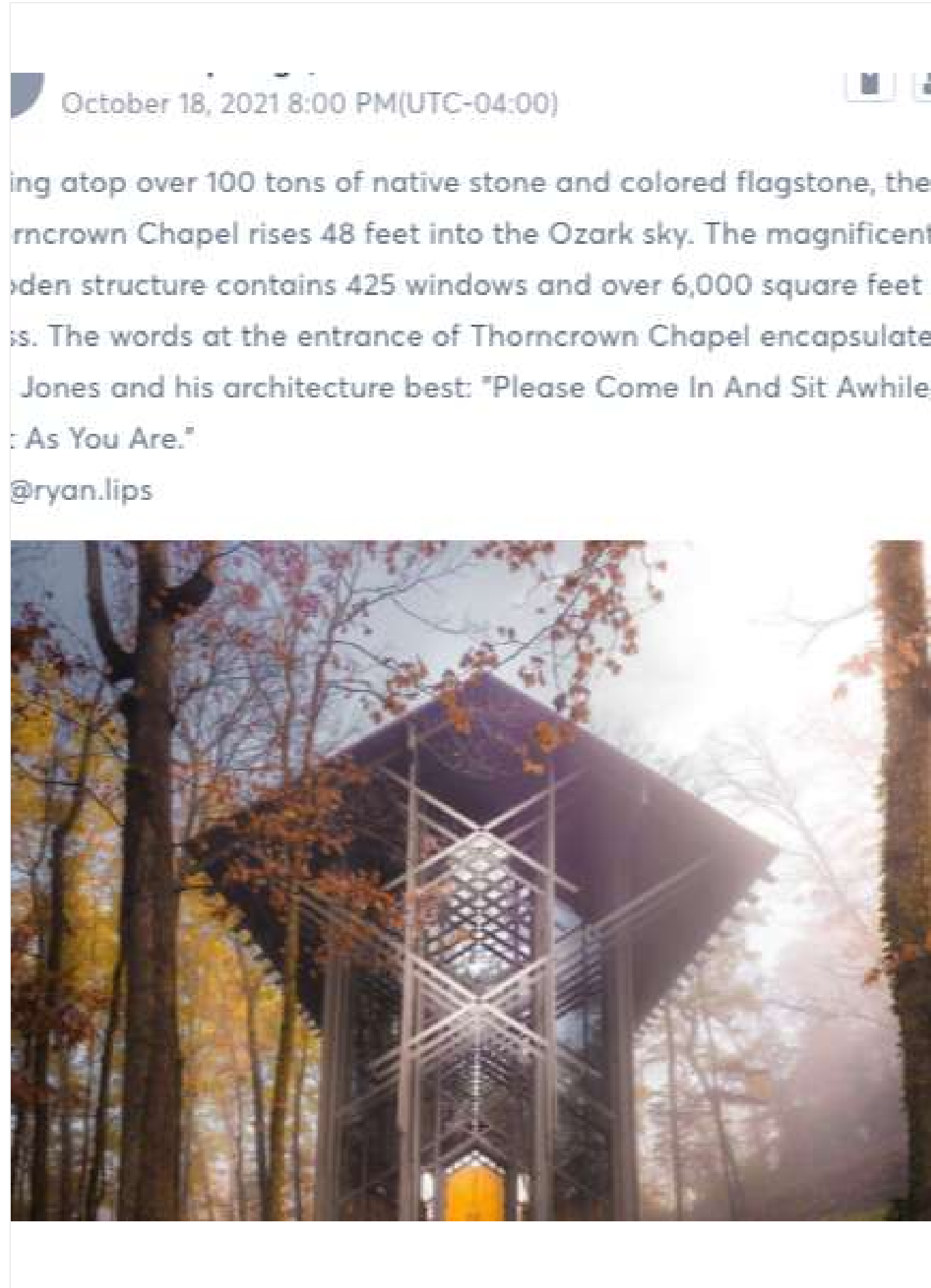
NOTE FROM NOV 9 4:37 PM

Eng: 1827

NOTE FROM NOV 9 4:37 PM

Profile Visits:  
91

NOTE FROM SEP 13 10:25  
PM



Eng: 1824

NOTE FROM NOV 9 4:38 PM

Profile Visits:  
155

NOTE FROM SEP 13 10:26  
PM

Reach: 17351

NOTE FROM NOV 9 4:38 PM

Imp: 18028

NOTE FROM NOV 9 4:39 PM



TWITTER IMPRESSIONS

Last Month (Oct 1 - 31) ▾

13,600

▼ 3%

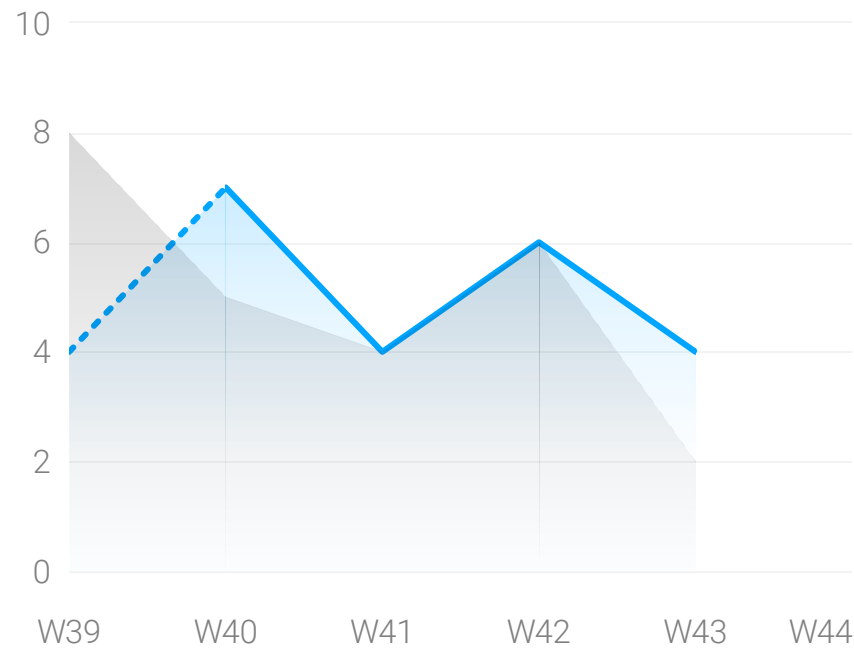
Comparison period: 14,000

TWEETS

Last Month (Oct 1 - 31) ▾

25 0%

Comparison period: 25



Tweets  Previous (Sep 1 - 30)

NET NEW & TOTAL FOLLOWERS

Last Month (Oct 1 - 31) ▾

27 5,194

Net New Followers

▲ 69%

Comparison period: 16

Total Followers

▲ 1%

Comparison period: 5,167

FOLLOWS TO FOLLOWERS RATIO

Last Month (Oct 1 - 31) ▾

10.8%

▲ 1%

Comparison period: 10.8%

RECENT TWEETS BY LIKES

Last Month (Oct 1 - 31) ▾

Tweet	Last Month Δ
"Please Come In And Sit Awhile, Just As You Are." Sitting ... (10/26/2021 21:00:26)	16
Oh hey, there fall. Nice to see ya. 🌲 #EurekaSprings ... (10/11/2021 15:01:39)	16
Find a road, pick a direction, and you're guaranteed ... (10/25/2021 19:00:43)	13
Even our roads got all dressed up for the holiday. ... (10/23/2021 22:00:11)	10
You'll always learn something new when you take a #EurekaSprings ... (10/14/2021 19:01:30)	8

RECENT TWEETS BY RETWEETS

Last Month (Oct 1 - 31) ▾

Tweet	Last Month Δ
Oh hey, there fall. Nice to see ya. 🌲 #EurekaSprings ... (10/11/2021 15:01:39)	4
Here in #EurekaSprings, we embrace our paranormal neighbors ... (10/05/2021 22:00:43)	3
Find a road, pick a direction, and you're guaranteed ... (10/25/2021 19:00:43)	3
Nothing quite like taking a ride through the fall foliage ... (10/18/2021 19:00:51)	2
Let the lights guide you home. ✨ Extra points if ... (10/20/2021 01:00:03)	2

Twitter experienced a small decrease in impressions during the month of October.

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

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

NOTE FROM NOV 10 8:51 PM



Eng: 62

NOTE FROM NOV 9 4:40 PM

Impression:  
841

NOTE FROM NOV 9 4:40 PM

Retweets: 4

NOTE FROM NOV 9 4:40 PM

Likes: 11

NOTE FROM SEP 13 10:27 PM



**Eureka Springs**

October 11, 2021 11:01 AM(UTC-04:00)



Oh hey, there fall. Nice to see ya. 🍁 #EurekaSprings #FallFoliage



16 · Like 4 · Retweet

Imp: 890

NOTE FROM NOV 16 5:44 PM

Eng: 59

NOTE FROM NOV 9 4:41 PM

Likes: 16

NOTE FROM NOV 9 4:41 PM

Retweets:2

NOTE FROM SEP 13 10:28 PM



**Eureka Springs**

October 26, 2021 5:00 PM(UTC-04:00)



"Please Come In And Sit Awhile, Just As You Are." Sitting atop over 100 tons of native stone and colored flagstone, the #ThornCrownChapel rises 48 feet into the sky. The structure contains 425 windows and over 6k square feet of glass. #EurekaSprings

ryan\_lips



16 · Like 2 · Retweet



Top Performing Facebook Post

Organic Reach: 123592

NOTE FROM NOV 9 4:42 PM

Engaged Users 9748

NOTE FROM NOV 9 4:42 PM

Post Clicks 6707

NOTE FROM NOV 9 4:42 PM

The Crescent Ghost Tour guides, dressed in period garb, are natural storytellers — and they have plenty to tell. 🧟 They'll walk you through the halls, stopping at some of the more haunted rooms — like 419, where the spirit of Theodora has been known to tidy up—but only if she likes the guest staying there. You can also opt for the extended tour, where the hotel's senior guides take you on a longer trek and explore the devious criminal mind of one Norman Baker. Who is Norman Baker, oh...you'll find out soon enough. 👁️

A little too normal for the paranormal? That's ok! The Crescent Hotel has a slew of fall activities for guests to enjoy. Catch a movie on the lawn, a local music show, and more! Click here to learn more 🖱️ <https://crescent-hotel.com/blog/fall-at-the-crescent-hotel/>

Click the link here to learn more about some of Eureka's more well-known haunts 🖱️ <https://www.eurekasprings.org/eureka-springs-ghost-tours/>



Organic Reach: 21648

NOTE FROM SEP 13 10:30 PM

Engaged Users: 8146

NOTE FROM NOV 9 4:43 PM

Post Clicks: 3412

NOTE FROM NOV 9 4:43 PM



### Eureka Springs, Arkansas

October 19, 2021 3:04 PM(UTC-04:00)



Sitting atop over 100 tons of native stone and colored flagstone, the Thorncrown Chapel rises 48 feet into the Ozark sky. The magnificent wooden structure contains 425 windows and over 6,000 square feet of glass. The words at the entrance of Thorncrown Chapel encapsulate E Fay Jones and his humble architecture best: "Please Come In And Sit Awhile, Just As You Are."

👤ryan\_lips



### SESSIONS

Oct 1 - Oct 31, 2021

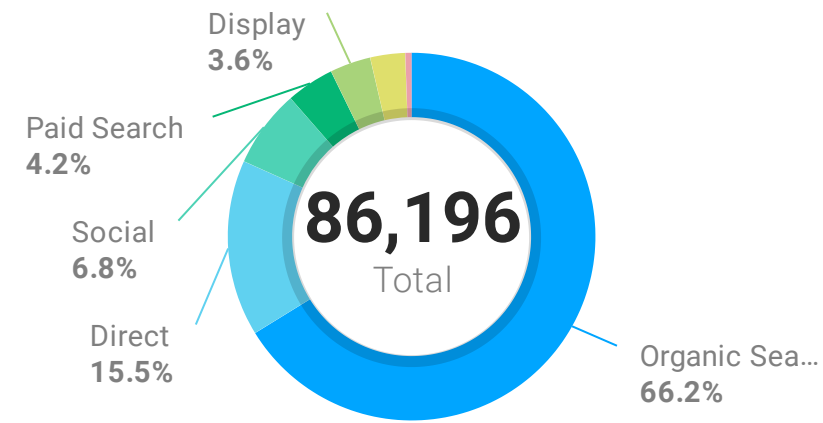
**86,196** ▼ 4%

Comparison period: 89,346



### SESSIONS BY CHANNEL

Oct 1 - Oct 31, 2021



### AUDIENCE OVERVIEW

Oct 1 - Oct 31, 2021

Metrics	2021-10-01-2021-10-31	Δ
Users	66,868	<span style="color: red;">▼ 5%</span>
Sessions	86,196	<span style="color: red;">▼ 4%</span>
% New Sessions	74.87%	<span style="color: red;">▼ 2%</span>
Pages / Sessions	3.09	<span style="color: red;">▼ 7%</span>
Avg Session Duration	2m 26s	<span style="color: red;">▼ 4%</span>
Bounce Rate	56.53%	<span style="color: green;">▲ 2%</span>
Pageviews	266.2k	<span style="color: red;">▼ 10%</span>

### USERS BY REGION

Oct 1 - Oct 31, 2021

Metrics	2021-10-01-2021-10-31	Δ
Arkansas	12,305	<span style="color: green;">▲ 7%</span>
Texas	12,259	<span style="color: red;">▼ 1%</span>
Missouri	10,488	<span style="color: red;">▼ 9%</span>
Oklahoma	8,565	<span style="color: green;">▲ 1%</span>
Kansas	4,752	<span style="color: red;">▼ 9%</span>
Illinois	3,232	<span style="color: green;">▲ 1%</span>
Tennessee	1,971	<span style="color: green;">▲ 5%</span>
Colorado	1,728	<span style="color: green;">▲ 22%</span>
Louisiana	1,131	<span style="color: red;">▼ 3%</span>
California	1,073	<span style="color: red;">▼ 6%</span>
District of Columbia	1,042	<span style="color: green;">▲ 8%</span>
Virginia	1,003	<span style="color: red;">▼ 41%</span>

### TOP PAGES BY PAGEVIEWS

Oct 1 - Oct 31, 2021

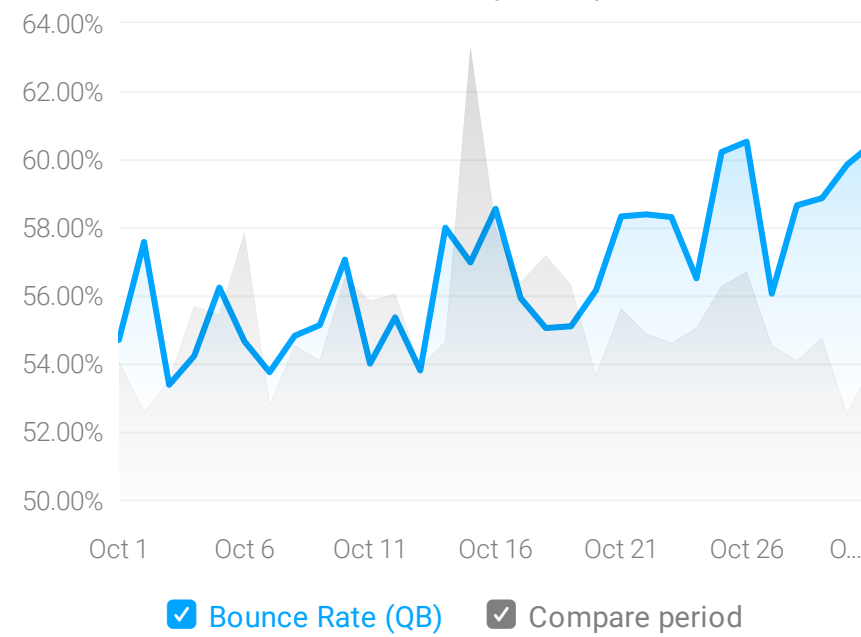
Metrics	2021-10-01-2021-10-31	Δ
/	29,999	<span style="color: green;">▲ 5%</span>
/attractions/	19,271	<span style="color: red;">▼ 12%</span>
/things-to-do/	13,708	<span style="color: red;">▼ 33%</span>
/10-things-to-do-in-eureka-springs-you-dont-want-to-miss/	9,684	<span style="color: green;">▲ 3%</span>
/lodging/cabins-cottages/	6,930	<span style="color: red;">▼ 11%</span>
/dining/	6,286	<span style="color: red;">▼ 11%</span>

### BOUNCE RATE

Oct 1 - Oct 31, 2021

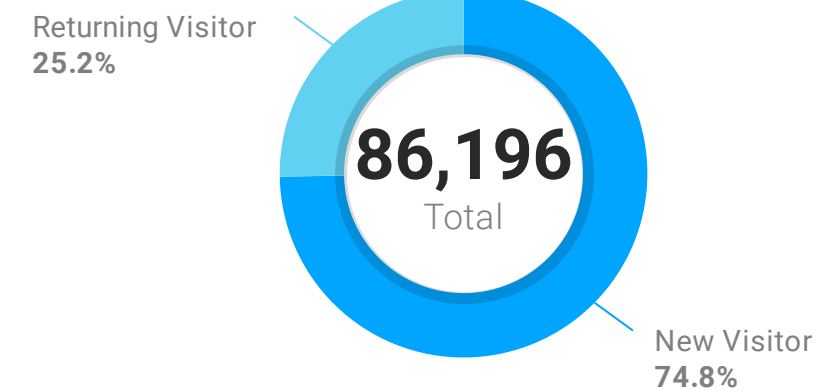
**56.53%** ▲ 2%

Comparison period: 55.37%



### SESSIONS BY NEW VS RETURNING

Oct 1 - Oct 31, 2021



## National Public Relations Services

### October Summary

#### PR Activities and Outreach

- Continued proactive outreach to top-tier national publications, keeping seasonality and safe travel at forefront of messaging.
- HARO outreach: Spookiest Halloween experiences, best Halloween hotel packages, amazing vacation ideas for families with teens, best foodie cities.
- Pitched “Four reasons Eureka Springs, AR is the ultimate spooktacular destination this Halloween,” “spirited Eureka Springs” and autumn adventure to national media.
- Liaised with Susan Katzman (*Sweet Leisure*), Robin Smith (*TravelAwaits*), and Karon Warren (*DeSoto Magazine*)
- Vetted incoming media requests on an ongoing basis.
- Created messaging in response to Marshall Tucker Band cancellation.
- Continued to promote Eureka Springs within target drive markets and national airlift markets.
- 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 upcoming holiday season, historical architecture, winter travel, unique culinary offerings, and midweek travel this fall/winter.
- Participated in bi-weekly PR calls.



## Muck Rack Clips

### October Summary

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

- Estimated Impressions: 188,799,577
- Estimated Media Value: \$1,676,709.18

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

- Estimated Impressions: 2,635,255,475
- Estimated Media Value: \$24,306,426.98



Cosmopolitan US • Kristy Alpert  
US | Oct 29 • 7:18 AM

#### I Stayed at the World's Most Haunted Hotels, and Maybe Now I Believe

we had arrived in fall, when the leaves transform the entire town of **Eureka Springs** into a fall dreamscape. The hotel opened in 1886 as “



TravelAwaits  
US | Oct 15 • 1:08 PM

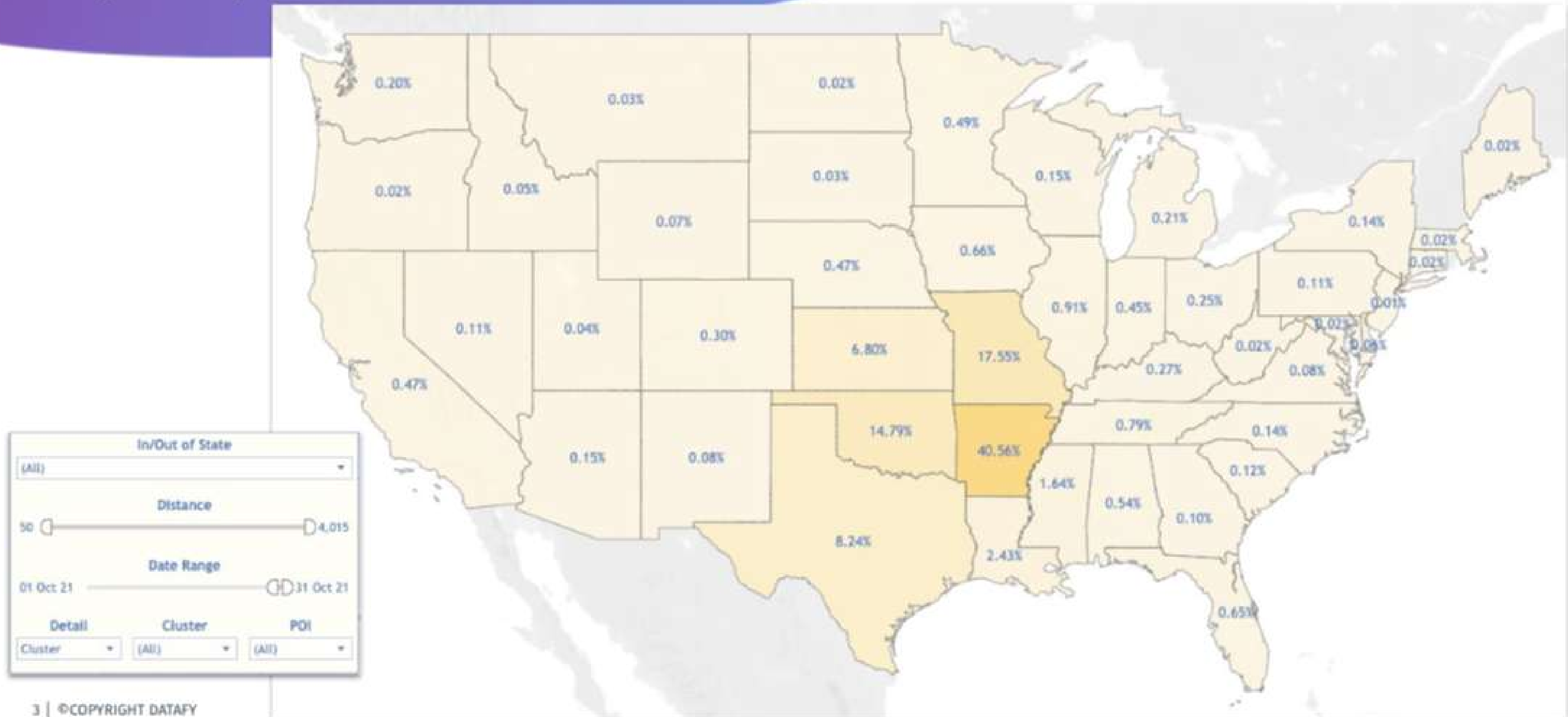
#### 5 Fantastic Day Trips From Branson

the paranormal, **Eureka Springs** has plenty of opportunities for you to investigate the spooky side of things. The **Crescent Hotel** is said to



# VISITOR BY STATE

10/1 - 10/31



3 | ©COPYRIGHT DATAFY



# TOP POIs October YoY

## 2018 - 2021 Trends

Looking closer at YoY Trends in October 2018 - 2021 for both Hotels and Parks/Trails/Outdoor Rec

	Hotels				Parks/Trails/Outdoor Recreation				Attractions			
	2018	2019	2020	2021	2018	2019	2020	2021	2018	2019	2020	2021
Little Rock-Pine Bluff	8,086	9,080	10,232	8,614	3,691	3,617	7,006	3,929	3,427	3,819	5,540	4,147
Tulsa	6,811	8,322	8,630	7,080	3,474	4,456	6,367	3,629	2,256	3,230	3,966	3,129
Kansas City	4,695	6,508	6,565	5,090	2,836	4,128	5,121	3,340	1,994	3,573	3,309	2,754
Oklahoma City	5,040	5,526	5,099	4,360	2,408	2,599	4,089	2,475	2,156	2,684	3,165	2,265
Springfield- MO	4,601	4,785	5,491	4,451	2,120	2,037	3,033	2,116	1,442	1,678	2,584	1,958
Dallas-Ft. Worth	3,898	4,718	5,925	3,337	1,971	2,106	4,600	2,098	2,384	2,953	4,204	2,683
Ft. Smith-Fay-Sprngdl-Rgrs	2,225	3,327	2,508	2,356	1,031	1,430	1,758	1,305	681	1,161	1,771	1,258
Joplin-Pittsburg	1,704	2,762	2,599	1,895	947	1,474	2,103	1,207	484	706	1,151	735
St. Louis	2,038	2,398	2,643	2,286	810	1,114	1,795	1,154	972	1,395	1,573	1,336
Wichita-Hutchinson Plus	1,512	1,680	1,596	1,459	934	1,055	1,563	998	582	480	976	773
Houston	1,343	1,141	1,736	1,069	323	979	1,243	518	915	1,185	1,639	942
Memphis	1,016	1,074	1,369	883	354	320	883	538	686	802	972	948
Shreveport	682	890	1,391	834	265	354	832	433	499	760	1,708	583
Jonesboro	669	974	826	1,345	144	205	647	549	370	619	560	1,009
Topeka	819	809	865	886	334	545	506	600	242	278	456	275
Columbia-Jefferson Cty	740	630	935	579	143	462	492	402	361	323	417	589
Sherman-Ada	612	547	612	558	245	469	485	327	372	382	513	341
Monroe-El Dorado	487	593	717	385	246	327	449	269	149	536	611	364
Austin	346	473	696	280	191	318	685	225	196	350	479	267
Tyler-Longview-Lfkn&Hc..	584	424	453	266	147	80	300	229	177	187	510	435
Minneapolis-St. Paul	292	331	543	259	194	286	353	290	206	239	352	195
Des Moines-Ames	423	323	527	301	194	75	473	207	207	124	524	148
Paducah-Cape Girard-Ha..	253	540	304	511	150	263	177	148	144	406	398	434
Denver	496	284	251	82	163	387	328	120	225	258	221	130
San Antonio	285	474	438	212	142	140	327	95	246	171	434	183
Omaha	283	385	305	289	275	260	251	172	201	195	212	123

# DEVICE DEMOGRAPHICS

10/1 - 10/31

## Prevalent Demographic Group:

Age: Gen X (45-54) Income: 50-75K Education: HS or Less Household: 1-2 People

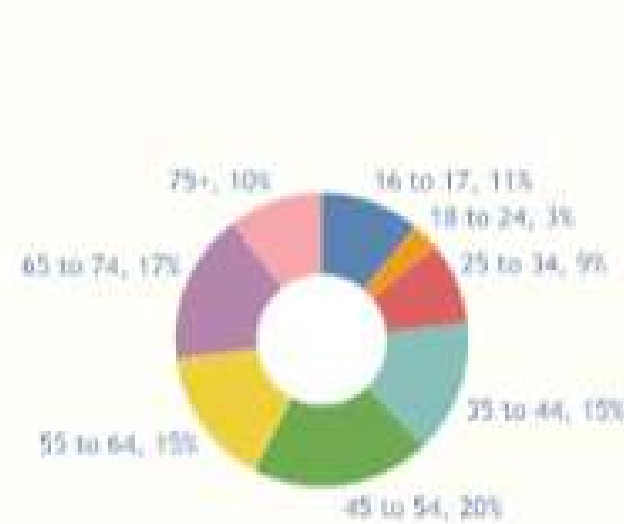
(Under 18 group is not considered)

## Demographics

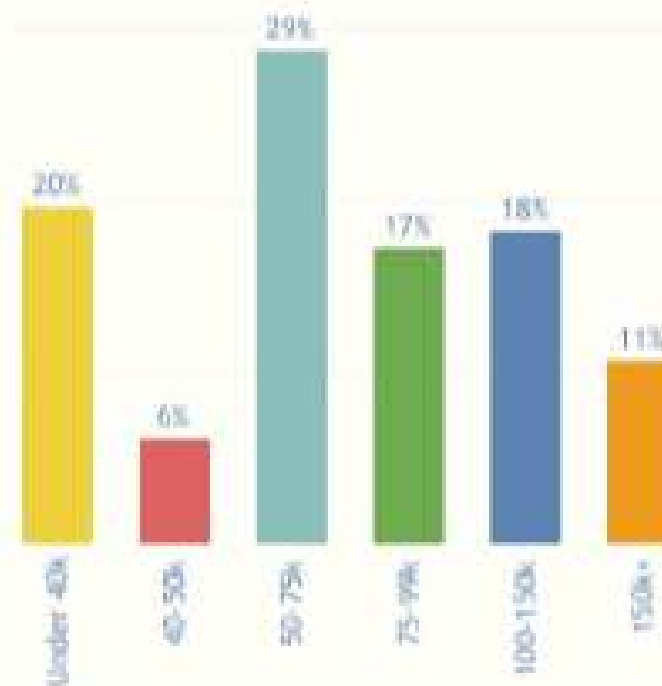
Location	Visitor %	HS or Less	Some College	Bach...	Grad...	16 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+	Under 40k	40-50k	50-75k	75-99k	100-...	150k+	1-2 People	3-5 People	6-8 People	9+ People
Springfield- MO	50.1%	61%	2%	32%	5%	8%	2%	9%	13%	23%	14%	19%	12%	25%	5%	41%	16%	10%	3%	59%	34%	6%	1%
Fl. Smith-Fay-Sprng.	12.5%	56%	1%	39%	4%	10%	4%	12%	16%	21%	13%	13%	8%	16%	8%	20%	14%	20%	23%	43%	45%	6%	0%
Little Rock-Pine Bluff	9.6%	54%	1%	41%	4%	14%	4%	8%	16%	16%	19%	16%	6%	17%	10%	17%	17%	26%	13%	37%	49%	13%	2%
Tulsa	5.6%	45%	2%	49%	4%	15%	5%	5%	20%	14%	12%	13%	10%	12%	6%	19%	19%	33%	12%	37%	53%	10%	0%
Kansas City	3.2%	40%	1%	55%	4%	12%	3%	8%	16%	11%	21%	21%	8%	5%	2%	18%	23%	33%	18%	31%	59%	9%	0%
Joplin-Pittsburg	2.5%	57%	1%	39%	3%	25%	1%	5%	18%	16%	19%	10%	7%	23%	19%	11%	15%	25%	6%	42%	51%	7%	0%
Oklahoma City	2.3%	54%	3%	39%	4%	15%	2%	4%	16%	12%	16%	15%	19%	16%	6%	13%	30%	14%	21%	52%	42%	2%	4%
St. Louis	1.8%	47%	7%	38%	7%	13%	1%	8%	21%	17%	12%	14%	13%	12%	1%	7%	31%	23%	26%	36%	60%	4%	0%
Dallas-Ft. Worth	1.7%	29%	3%	65%	2%	16%	4%	22%	16%	13%	8%	11%	10%	7%	4%	13%	14%	41%	21%	31%	59%	8%	2%
Jonesboro	1.3%	76%	1%	23%	0%	14%	0%	13%	12%	26%	11%	16%	7%	37%	7%	16%	29%	10%	1%	27%	59%	14%	0%
Wichita-Hutchinson ..	0.8%	74%	1%	23%	2%	8%	9%	9%	23%	17%	18%	10%	5%	11%	8%	32%	28%	21%	1%	54%	45%	1%	0%

In/Out of State  
  
 Distance  
 50  4,015  
 Date Range  
 01 Oct 21  31 Oct 21  
 Detail Cluster POI

### Age



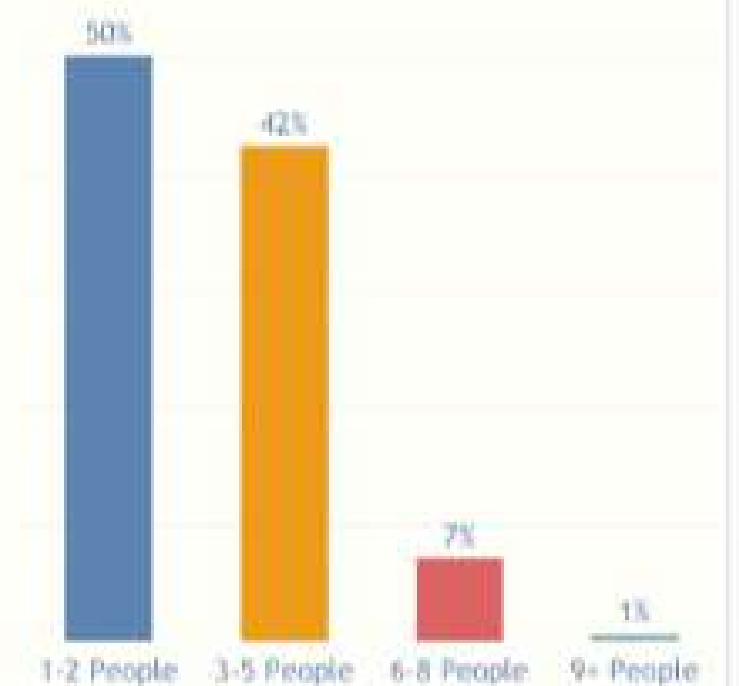
### Income

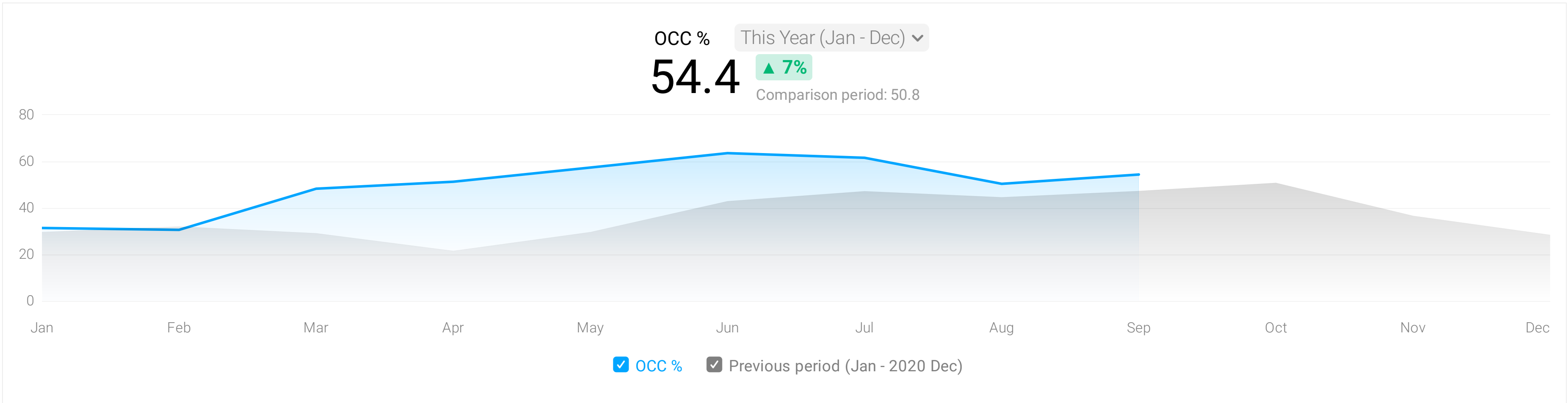


### Education



### Household Size





TOURISM TAX COLLECTED

Last 12 months (2020 Nov - 2021 Oct) ▾

\$ 180.7k

▲ 20%

Comparison period: \$ 150.8k



Tourism Tax Collected

Previous period (2019 Nov - 2020 Oct)