

# PARADISE



**Monthly Report:** September 2021

**Client:** Eureka Springs

**Table of Contents:**

- Advertising and Marketing Services
- Media Overview
- Social Media Services
- Facebook Ads
- Instagram Business
- Facebook Pages
- Facebook Video
- Instagram Top Performing Posts
- Twitter
- Twitter Top Performing Posts
- Facebook Organic Performing Post
- Website
- National Public Relations Services
- Meltwater Summary
- Datafy Intelligence Report
- STR Report
- Tax Collections Report

\*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

- Monitored results for the ongoing the FY21 Q3/Q4 Marketing Campaign.
- Continued to develop and place future assets for the FY21 Regional and Q3/Q4 Marketing Campaign media buys, including new Paid Search image extensions.
- Completed concept revisions, solidified October dates, and began planning specifics for Brand Production Shoot #1.
- Continued planning for Brand Production Shoot #2.
- Developed and deployed two new blogs for the month of September (*Trip Worthy Fall Events* and *Art In Public Places*) – the blogs are live on the website and have been promoted through social media.
- Prepared boilerplate COVID-19 response statements for planned events.
- Held initial planning discussions for the Eureka Springs Arts Council Digital Passport Concept and Bandwango Platform discussion.
- Monitored Datafy dashboards, as well as reviewed monthly Digital Intelligence needs with CAPC staff.
- Virtually attended the 9/8 CAPC Workshop and 9/22 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

### September Summary

The Q3/Q4 campaign had a 4.4x increase in impressions with over 920k for September via SeeSource (banners, native, and video), TripAdvisor (conquest targeting), and Expedia (bookings).

We had a 0.13% CTR, Expedia having 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 90% 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

Sep 1 - Sep 30, 2021 (rolling) ▾

90.27%

TOTAL MEDIA SPEND

Sep 1 - Sep 30, 2021 (rolling) ▾

\$ 34.6k

TOTAL IMPRESSIONS

Sep 1 - Sep 30, 2021 (rolling) ▾

920.3k

TOTAL CLICKS

Sep 1 - Sep 30, 2021 (rolling) ▾

1,193



## Social Media Services

### September Summary

- 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 October 2021 content calendar to be shared across social media platforms.
- Supported CAPC staff in social crisis management.

FB Post Engagement: 4655

NOTE FROM NOV 9 4:02 PM

FB Post

Reach: 46796



Eureka Springs, Arkansas

September 4, 2021 8:03 PM(UTC-04:00)



Love nature but not the whole "camping" thing? Well, Iris Hill Glamping might be just the place for you. Each luxury pod sleeps 1-2 adults, but Iris Hill can accommodate six adults when booking a group. Each pod has AC/Heat, TVs, free WIFI, microwave, mini-fridge, and a coffee pot.

📷 lizbogart76

Learn more here 🖱️ <https://irishillglamping.com/>



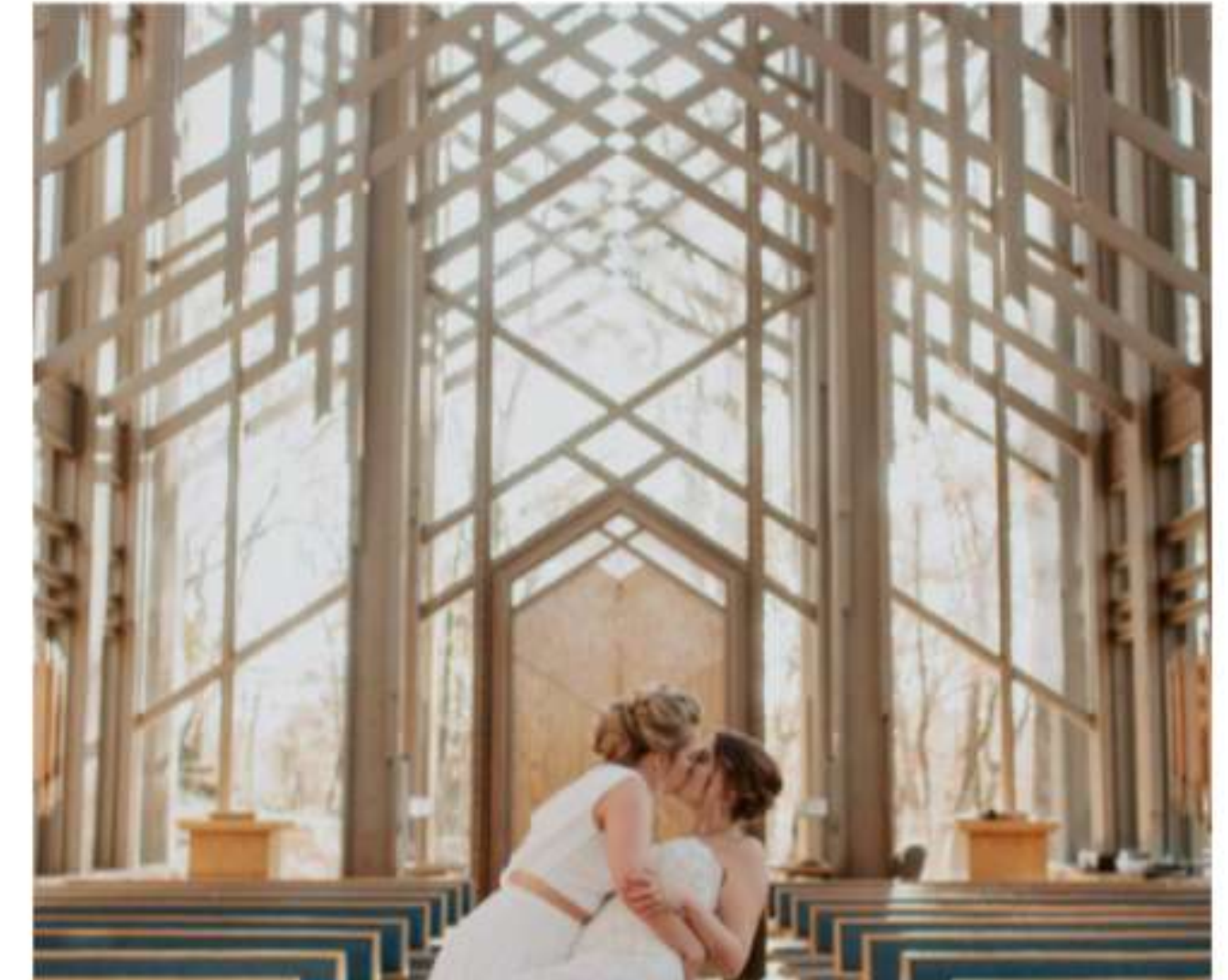
👍👍👍 654 - Like

💬 113 Comments

Because of @thorncrownchapel floor-to-ceiling windows, the chapel seems to glow from the inside out during certain times of the day. How magical is that?! ✨

❤️: @ay\_ay\_rin

📷: @bjmatthews09



^^\*IG Post Engagement: 2005

NOTE FROM NOV 9 4:03 PM

^^\* IG Post

Reach: 18353

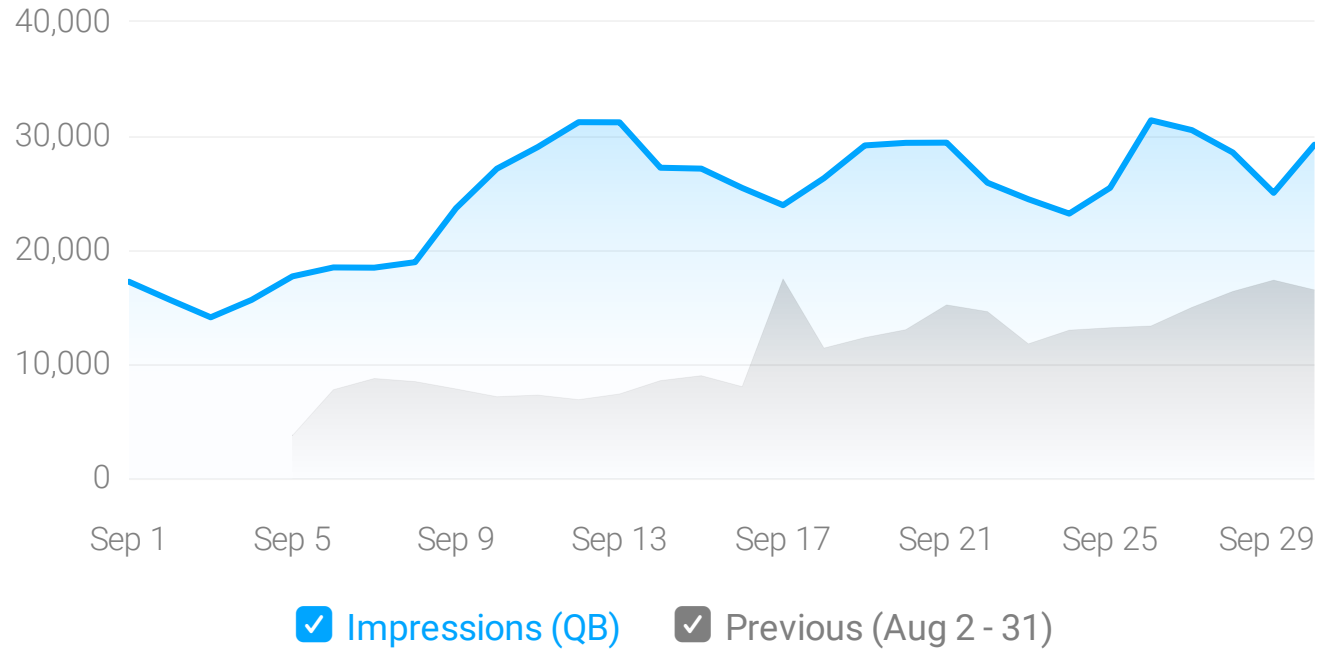
NOTE FROM NOV 9 4:03 PM

### IMPRESSIONS

Sep 1 - Sep 30, 2021 (rolling) ▾

**740.2k** ▲ 154%

Comparison period: 291.3k



### CAMPAIGNS OVERVIEW

Sep 1 - Sep 30, 2021 (rolling) ▾

#	NAME	SPEND	IMPRESSIO...
1	ESP 0634 FY21 Q3/Q4 Evergreen Engagement (23848146839910596)	-	<b>293.6k</b>
2	ESP 0629 FY21 Local Campaign Traffic (23847998953060596)	-	<b>259.5k</b>
3	ESP 0629 FY21 Local Campaign Engagement (23847910186870596)	-	<b>183.9k</b>
4	ESP 0634 FY21 Q3/Q4 Evergreen Traffic (23848287206830596)	-	<b>3,204</b>

In September, Facebook/Instagram paid social continued the Local Campaign and launched the Q3/Q4 Evergreen Campaign

This month saw increases in metrics due to the inclusion of the Q3/Q4 campaign and also the Local campaign having the full month to run:

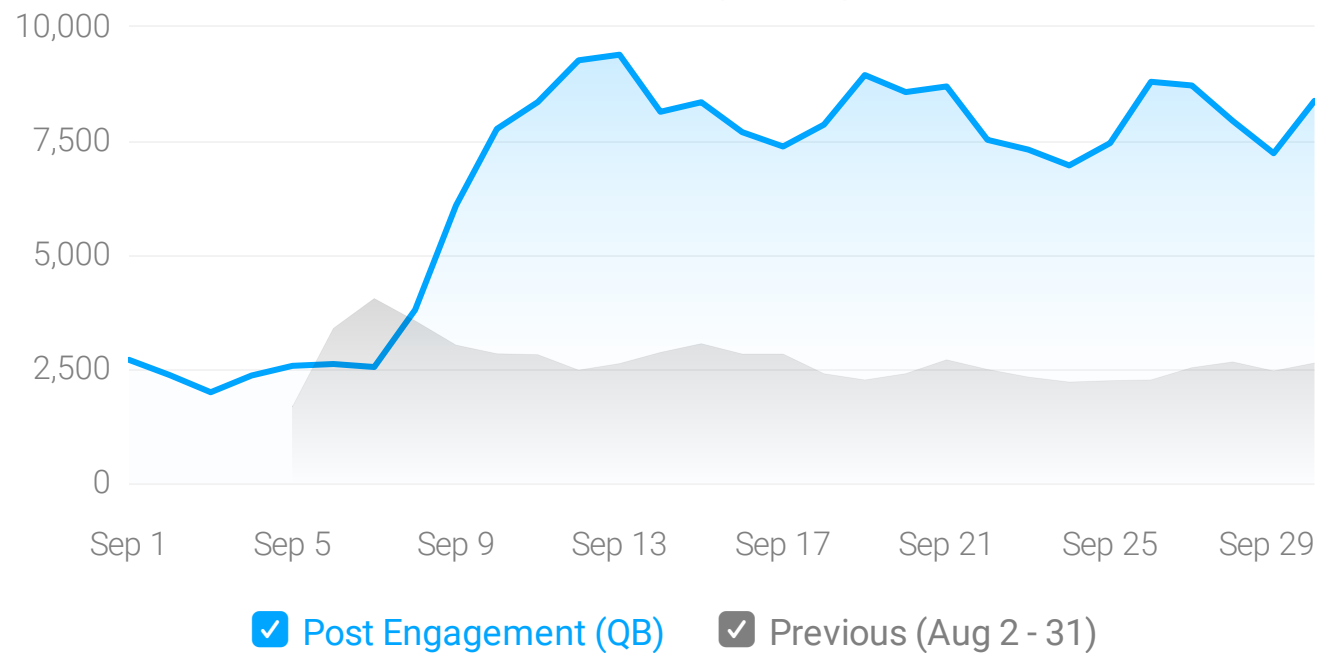
- 740.2k Impressions, a 154% increase over August.
- 197.8k Post Engagements, a 184% increase over August.
- 9,247 Clicks, an 90% increase over August. This increase in Clicks resulted in a 2.18% CTR when retargeting engaged users in the Local campaign, while the Q3/Q4 campaign saw a strong 4.09% CTR. These CTRs are above the travel industry CTR benchmark of 0.9% on Facebook.

### POST ENGAGEMENT

Sep 1 - Sep 30, 2021 (rolling) ▾

**197.8k** ▲ 184%

Comparison period: 69.6k



### CTR BY CAMPAIGN

Sep 1 - Sep 30, 2021 (rolling) ▾

Metrics	30 Days rolling	Δ
ESP 0634 FY21 Q3/Q4 Evergreen Traffic (23848287206830596)	<b>4.09%</b>	
ESP 0629 FY21 Local Campaign Traffic (23847998953060596)	<b>2.18%</b>	▼ 1%
ESP 0629 FY21 Local Campaign Engagement (23847910186870596)	<b>0.89%</b>	▼ 35%
ESP 0634 FY21 Q3/Q4 Evergreen Engagement (23848146839910596)	<b>0.62%</b>	

### CLICK OVERVIEW

Sep 1 - Sep 30, 2021 (rolling) ▾

**9,247** **\$ 0.43**

Clicks

▲ 90%

Comparison period: 4,872

CPC

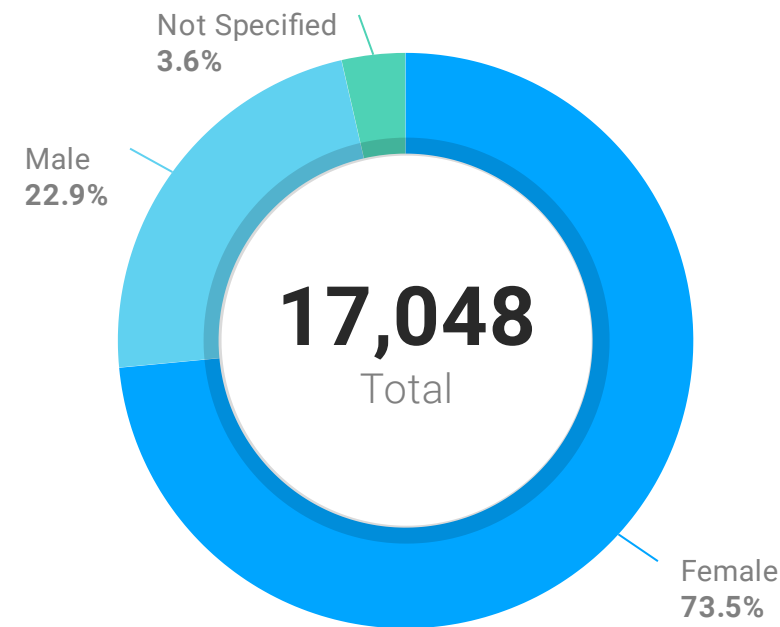
### FOLLOWERS BY CITY

Sep 1 - Sep 30, 2021 (rolling) ▾

Metrics	30 Days rolling	Δ
Fayetteville, Arkansas	617	▲ 1%
Oklahoma City, Oklahoma	563	▲ 9%
Tulsa, Oklahoma	545	▲ 2%
Little Rock, Arkansas	528	▼ 2%
Rogers, Arkansas	406	▲ 1%
Bentonville, Arkansas	400	▲ 1%
Eureka Springs, Arkansas	377	▲ 1%

### FOLLOWERS BY GENDER

Sep 1 - Sep 30, 2021 (rolling) ▾



### INSTAGRAM ENGAGEMENT

Sep 1 - Sep 30, 2021 (rolling) ▾

13,726

### INSTAGRAM REACH

Sep 1 - Sep 30, 2021 (rolling) ▾

174.5k

Instagram saw increases across the board. Reach increased 14%, impressions increase 18%, video views increased 38%, and engagement increased by 21%. Agency believes this was due to the implementation of the organic/paid social media strategy.

The top engaged post was a post about a wedding in Thorncrown Chapel.

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

NOTE FROM NOV 9 5:16 PM

### FOLLOWER OVERVIEW

Sep 1 - Sep 30, 2021 (rolling) ▾

221

New Followers

▼ 35%

Comparison period: 342

23,836

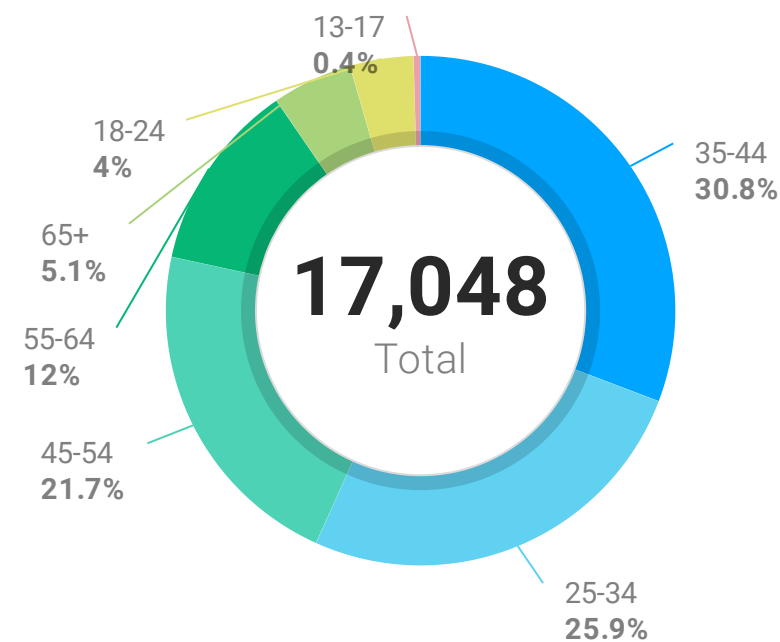
Total Followers

▲ 1%

Comparison period: 23,615

### FOLLOWERS BY AGE GROUP

Sep 1 - Sep 30, 2021 (rolling) ▾



### INSTAGRAM IMPRESSIONS

Sep 1 - Sep 30, 2021 (rolling) ▾

187.4k

### INSTAGRAM VIDEO VIEWS

Sep 1 - Sep 30, 2021 (rolling) ▾

14,025

### TOP POSTS BY LIKES

Sep 1 - Sep 30, 2021 (rolling) ▾

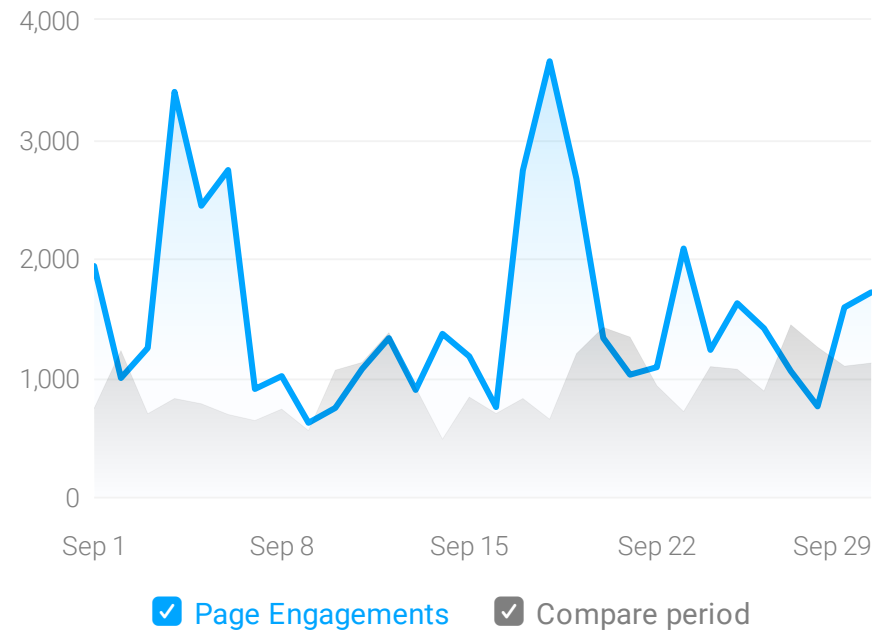
Metrics	30 Days rolling	Δ
Shades of fall ... (11/06/2020 02:18:51)	2,521	0%
Snow day! ❄️ #EurekaSprings #Arkansas #VisitArkansas #ExploreArkansas #ExploreNWA #ARStory #wonderfu...	2,428	0%
Eureka Springs is open for business! Have you had a great experience with one of our restaurants, shops, lodging ...	2,147	0%
Hard to be blue with views like this! 😊 ... (04/28/2021 01:00:43)	2,057	0%
Because of @thorncrownchapel floor-to-	1,860	



### PAGE ENGAGEMENTS

Sep 1 - Sep 30, 2021 (rolling)

**46,582** ▲ 64%  
Comparison period: 28,400



Page Engagements  Compare period

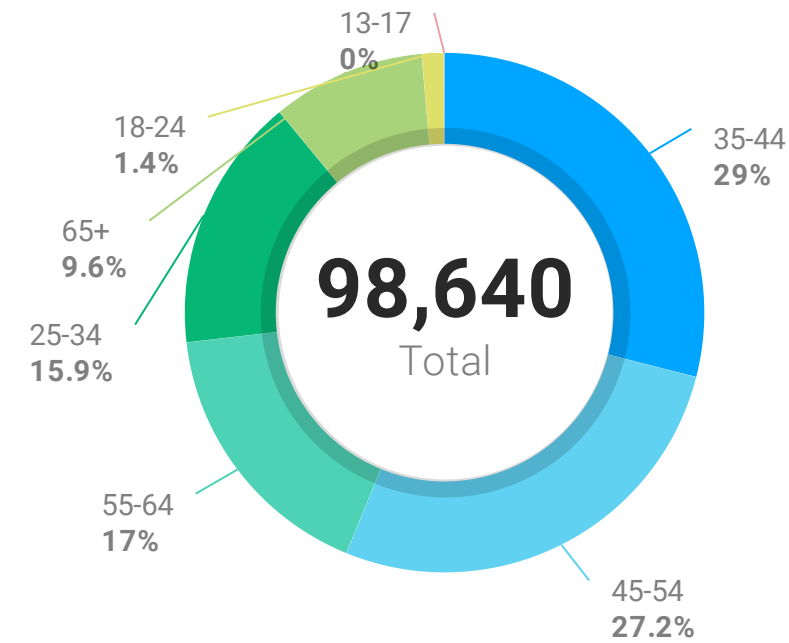
### PAGE SUMMARY

Sep 1 - Sep 30, 2021 (rolling)

Metric	30 Days rolling	Δ
New Page Likes	1,105	▲ 59%
Total Page Likes	97,915	▲ 1%
Comments	1,493	▲ 109%
Shares	1,488	▲ 111%
Video views	204.3k	▲ 180%

### FOLLOWERS BY AGE GROUPS

All Time



Facebook saw increases in total followers, post reach, impressions, engagements, 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 a glamping resort.

For the month of October, 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 9 5:17 PM

### ORGANIC POST REACH

Sep 1 - Sep 30, 2021 (rolling)

**355.5k** ▲ 65%  
Comparison period: 216.1k



Post Reach - Organic  Compare period

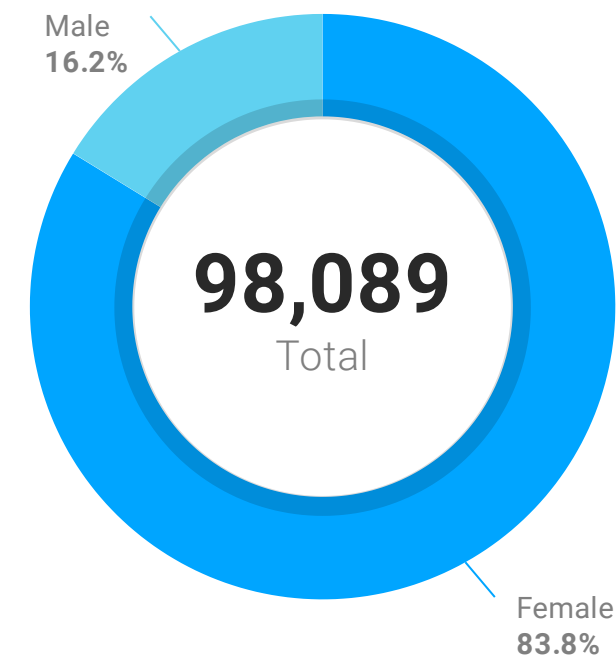
### POST ENGAGED USERS BY POST

Sep 1 - Sep 30, 2021 (rolling)

Post	30 Days rolling
Love nature but not the whole "camping" thing? Well, Iris Hill (2021-09-05)	4,655
Need to get some fresh air? Take a walk through the Blue Spring (2021-09-17)	4,180
Did you know that the streets of our Historic Downtown, the entirety (2021-09-29)	2,379
Can you imagine waking up to this view? Escape to Arsenic and (2021-09-19)	2,068
We know you aren't going to believe us	1,812

### FOLLOWERS BY GENDER

All Time



### FOLLOWERS BY CITY

All Time

Metric	All Time
Tulsa, OK	3,696
Springfield, MO	2,076
Oklahoma City, OK	2,063
Fayetteville, AR	1,698
Little Rock, AR	1,510
Broken Arrow, OK	1,488



### PAGE REACH

Sep 1 - Sep 30, 2021 (rolling)

# 1.07M

▲ 91%

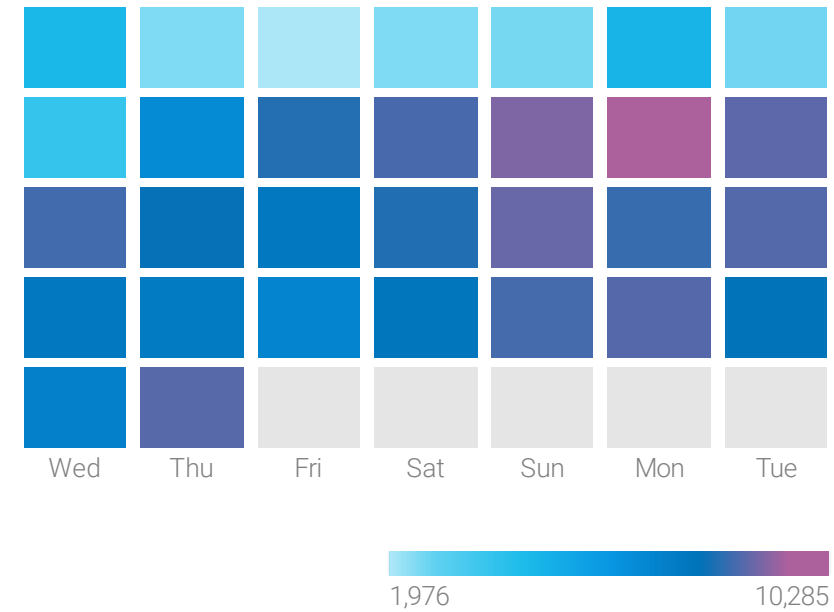
Comparison period: 0.56M



Page Reach  Compare period

### WHEN ARE PEOPLE WATCHING OUR VIDEOS?

Sep 1 - Sep 30, 2021 (rolling)



### POST VIDEO VIEWS BY PUBLISH D...

Sep 1 - Sep 30, 2021 (rolling)

Metrics 30 Days rolling Δ

The Summer Music Series is happening in Basin Park right now! (2021-09-06) **2,894**

What a view! No wonder this spot is called Inspiration Point. (2021-09-02) **2,806**

Ready to take your adventure to new heights? Join our friends (2021-09-13) **1,570**

Ready for some toe-tapping, knee-slapping, head-bobbing tunes? (2021-09-13) **1,565**

There are two types of people in this world. Those who said "that's (2021-09-09) **1,032**

Witches fireplace? Friendly Dragon? Makes you wonder what other (2021-09-30) **0**

The weather cools off, the leaves turn brilliant colors — and (2021-09-14) **0**

### VIDEO VIEWS

Sep 1 - Sep 30, 2021 (rolling)

# 204.3k

▲ 180%

Comparison period: 72.9k

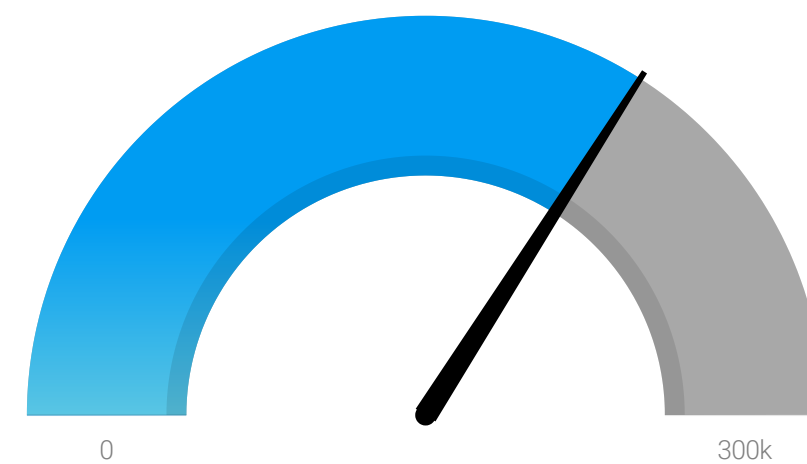


Video Views  Compare period

### HOW MANY PEOPLE WATCHED OUR VI...

Sep 1 - Sep 30, 2021 (rolling)

# 204.3k





Imp: 19339

NOTE FROM NOV 9 4:35 PM

Reach: 18353

NOTE FROM NOV 9 4:35 PM

Eng: 2005

NOTE FROM NOV 9 4:35 PM

Profile Visits:  
195

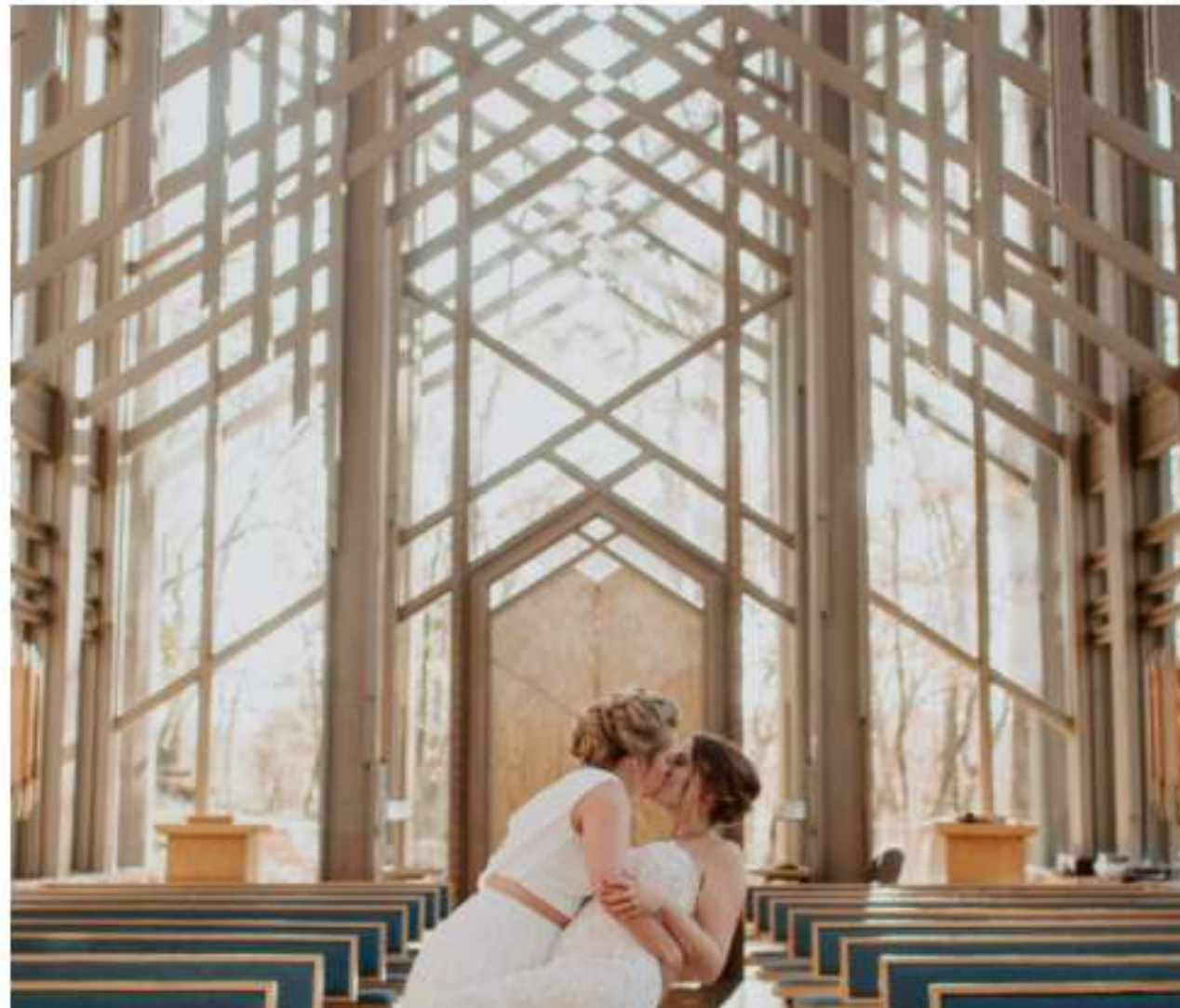
NOTE FROM NOV 9 4:35 PM

 **Eureka Springs, Arkansas is in Thorncrown ...**  
September 24, 2021 5:02 PM(UTC-04:00)  

Because of @thorncrownchapel floor-to-ceiling windows, the chapel seems to glow from the inside out during certain times of the day. How magical is that?! ✨

❤️: @ay\_ay\_rin

📷: @bjmatthews09



Eng: 1833

NOTE FROM NOV 9 4:35 PM

Profile Visits:  
161

NOTE FROM NOV 9 4:36 PM

Reach: 17131

NOTE FROM NOV 9 4:36 PM

Imp: 20394

NOTE FROM NOV 9 4:36 PM

We know you aren't going to believe us when we say one of the most romantic spots for date night is in a cave but, just stay with us. ✨

When you visit the @grottoeureka , you will be transported to another world! Not only by the intimate atmosphere but by the seasonal dishes Chef Slane has crafted. The menu is centered around the rich, natural flavors of wood and earth, brought to life by the restaurant's wood-fired grill. Just to sweeten the pot, The Grotto offers one of the area's most unique settings. It's located in one of the historic buildings of our downtown that has been built into the rock, and even has a natural spring running through the restaurant. ✨

Learn more or make your reservation here 📍 @grottoeureka



TWITTER IMPRESSIONS

Sep 1 - Sep 30, 2021 (rolling) ▾

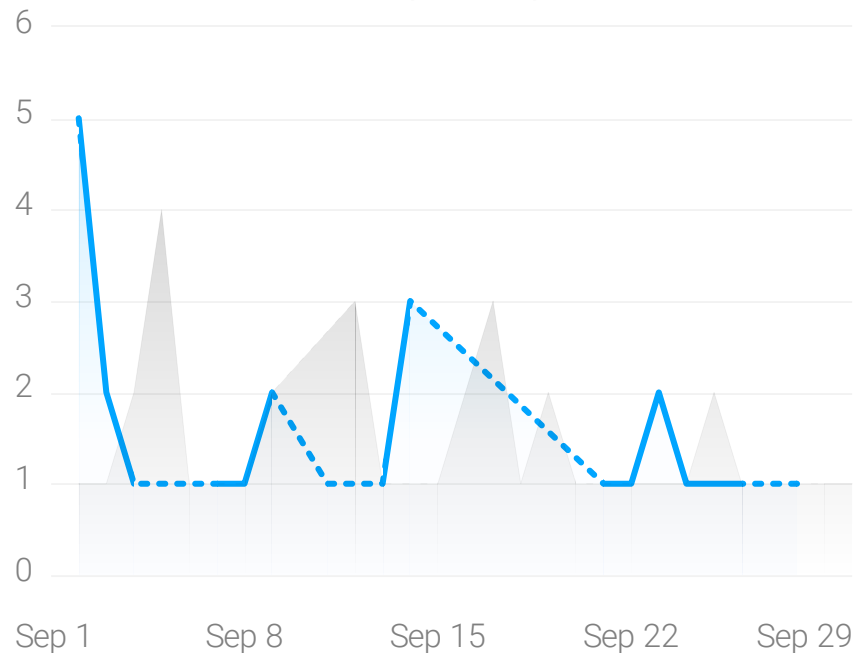
14,000

TWEETS

Sep 1 - Sep 30, 2021 (rolling) ▾

25 ▼ 26%

Comparison period: 34



Tweets  Previous (Aug 2 - 31)

NET NEW & TOTAL FOLLOWERS

Sep 1 - Sep 30, 2021 (rolling) ▾

16 5,167

Net New Followers

Total Followers

▲ 100%

0%

Comparison period: 8

Comparison period: 5,151

FOLLOWS TO FOLLOWERS RATIO

Sep 1 - Sep 30, 2021 (rolling) ▾

10.8%

▲ 1%

Comparison period: 10.7%

RECENT TWEETS BY LIKES

Sep 1 - Sep 30, 2021 (rolling) ▾

Tweet	30 Days rolling Δ
We think that our town is pure gold, so it only makes ... (09/26/2021 20:00:41)	64
When you visit the #GrottoSprings, you'll notice the ... (09/21/2021 15:03:41)	14
Within a town of 2,000 people, there is over 300 artist ... (09/02/2021 14:43:54)	10
We could use a change of scenery. Happy #FirstDayofFall! ... (09/22/2021 14:06:07)	9
Because of #ThornCrownChapel 's floor-to-ceiling windows ... (09/25/2021 10:00:30)	9

RECENT TWEETS BY RETWEETS

Sep 1 - Sep 30, 2021 (rolling) ▾

Tweet	30 Days rolling Δ
We think that our town is pure gold, so it only makes ... (09/26/2021 20:00:41)	9
People may say that magic isn't real. Well, we would ... (09/04/2021 16:01:13)	2
The perfect end to #LaborDayWeekend. We hope everyone's ... (09/07/2021 00:00:04)	2
Whether you are planning to spend the long weekend ... (09/03/2021 14:02:11)	1
Love nature but not the whole "camping" thing?	1

Twitter experienced a small decrease in impressions. Agency believes this is due to there being less media coverage this month.

The top engaged post was a post about the Rainbow Stairs.

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

NOTE FROM NOV 9 5:24 PM



Eng: 30

Impression:  
598

Retweets: 9

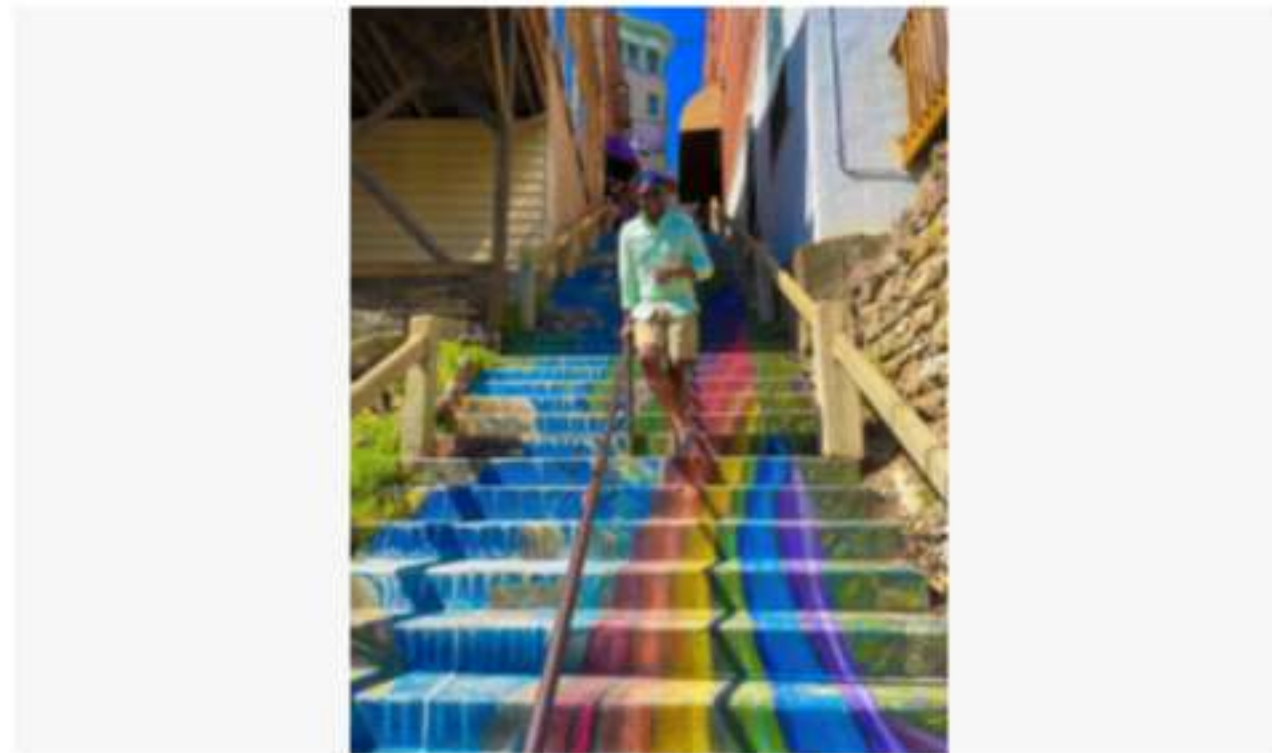
NOTE FROM NOV 9 4:32 PM

Likes: 64

NOTE FROM NOV 9 4:32 PM

 **Eureka Springs**  
September 26, 2021 4:00 PM(UTC-04:00)   

We think that our town is pure gold, so it only makes sense that we have rainbow steps. 🌈  
 tavareskjones #EurekaSprings



♡ 64 · Like 🔄 9 · Retweet

Imp: 807

NOTE FROM NOV 9 5:23 PM

Eng: 37

NOTE FROM NOV 9 4:33 PM

Likes: 14

NOTE FROM NOV 9 4:34 PM

Retweets:1

NOTE FROM NOV 9 4:34 PM

 **Eureka Springs**  
September 21, 2021 11:03 AM(UTC-04:00)   

When you visit the #GrottoSprings, you'll notice the words "Estro Perpetus" emblazoned above the entrance to the Grotto Spring. In Latin, this means "let it be perpetual" and declared the prevailing belief that the healing waters would flow forth forever. 🌿💧

 :thundercat\_77



♡ 14 · Like 🔄 1 · Retweet

Top Performing Facebook Post

Organic Reach: 47312


NOTE FROM NOV 9 4:30 PM

Engaged Users 4655

NOTE FROM NOV 9 4:30 PM

Post Clicks 1145

NOTE FROM NOV 9 4:30 PM

 **Eureka Springs, Arkansas** September 4, 2021 8:03 PM(UTC-04:00)   

Love nature but not the whole "camping" thing? Well, Iris Hill Glamping might be just the place for you. Each luxury pod sleeps 1-2 adults, but Iris Hill can accommodate six adults when booking a group. Each pod has AC/Heat, TVs, free WIFI, microwave, mini-fridge, and a coffee pot.

 lizbogart76

Learn more here  <https://irishillglamping.com/>



Organic Reach: 55660

NOTE FROM NOV 9 4:30 PM

Engaged Users: 4219

NOTE FROM NOV 9 4:31 PM

Post Clicks: 2353

NOTE FROM NOV 9 4:31 PM

 **Eureka Springs, Arkansas** September 17, 2021 5:02 PM(UTC-04:00)   

Need to get some fresh air? Take a walk through the Blue Spring Heritage Center ! Home to the famous Blue Spring, visitors can stroll the trails, check out the beautiful gardens and even learn a little history. 🥰💧🌹🌿

Fun Fact: The lagoon overflows into the White River, replenishing the area with some of the purest water in the region. 💧



### SESSIONS

Sep 1 - Sep 30, 2021 (rolling)

**86,530** ▲ 12%

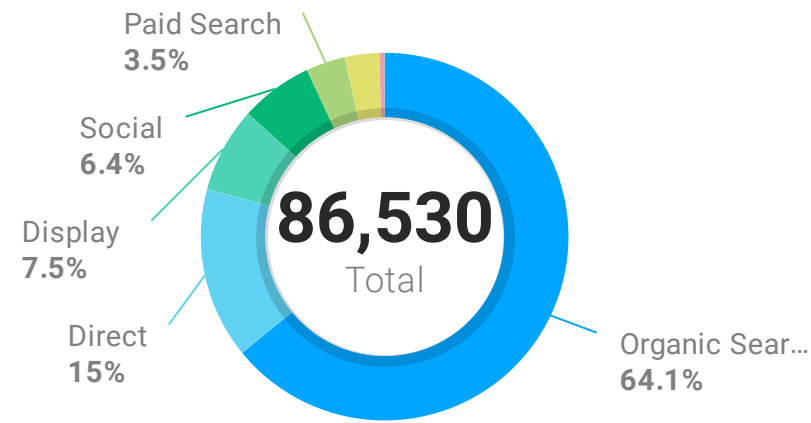
Comparison period: 76,963



Sessions  Compare period

### SESSIONS BY CHANNEL

Sep 1 - Sep 30, 2021 (rolling)



**86,530**  
Total

### AUDIENCE OVERVIEW

Sep 1 - Sep 30, 2021 (rolling)

Metrics	30 Days rolling	Δ
Users	68,410	▲ 13%
Sessions	86,530	▲ 12%
% New Sessions	76.59%	▲ 1%
Pages / Sessions	3.32	▲ 2%
Avg Session Duration	2m 32s	▼ 2%
Bounce Rate	55.41%	▼ 1%
Pageviews	287.2k	▲ 15%

### USERS BY REGION

Sep 1 - Sep 30, 2021 (rolling)

Metrics	30 Days rolling	Δ
Texas	11,999	▲ 15%
Arkansas	11,168	▲ 17%
Missouri	11,132	▲ 18%
Oklahoma	8,264	▲ 22%
Kansas	5,094	▲ 7%
Illinois	3,108	▲ 11%
Tennessee	1,821	▲ 21%
North Carolina	1,755	▲ 5%
Virginia	1,624	▼ 26%
Colorado	1,376	▲ 2%
Louisiana	1,145	▲ 22%
Maryland	1,097	▲ 30%
California	1,095	▲ 15%

### TOP PAGES BY PAGEVIEWS

Sep 1 - Sep 30, 2021 (rolling)

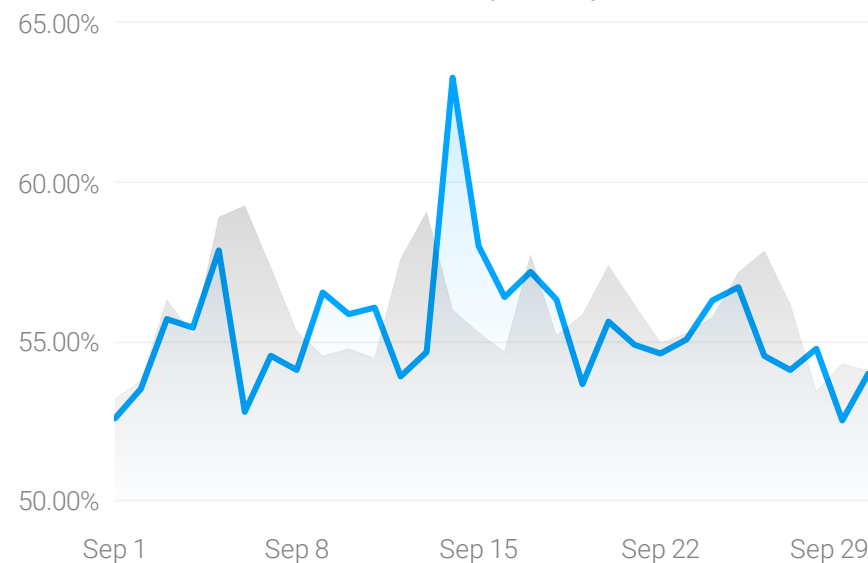
Metrics	30 Days rolling	Δ
/	27,643	▲ 2%
/attractions/	21,251	▲ 17%
/things-to-do/	19,817	▲ 81%
/10-things-to-do-in-eureka-springs-you-dont-want-to-miss/	9,144	▲ 4%
/covid-19-updates-for-eureka-springs/	7,901	▼ 20%
/lodging/cabins-cottages/	7,505	▲ 4%

### BOUNCE RATE

Sep 1 - Sep 30, 2021 (rolling)

**55.41%** ▼ 1%

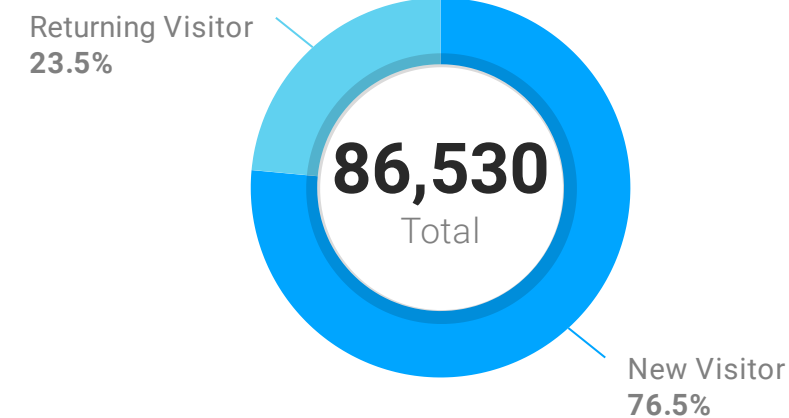
Comparison period: 55.90%



Bounce Rate (QB)  Compare period

### SESSIONS BY NEW VS RETURNING

Sep 1 - Sep 30, 2021 (rolling)



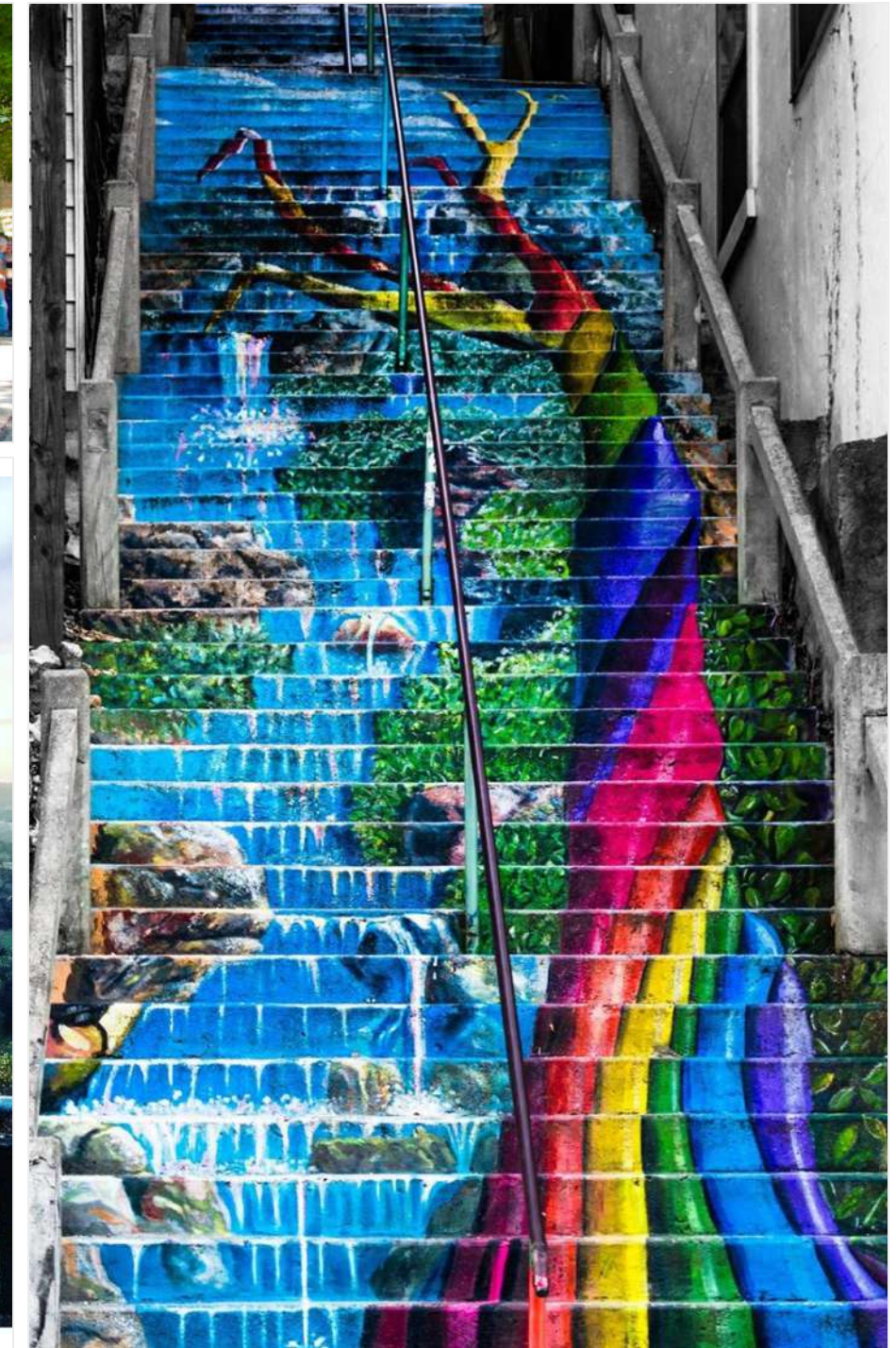
**86,530**  
Total

# National Public Relations Services

## September Summary

### PR Activities and Outreach

- Continued proactive outreach to top-tier national publications, keeping seasonality and safe travel at forefront of messaging.
- HARO outreach: best trolley rides in the world, best haunted destinations in the U.S., best places to see leaves change colors, best destinations/hotels for October visits, farm-to-table restaurants, crowd-free fall foliage destinations, once in a lifetime meals, halloween travel destinations
- Pitched fall activities, senior travel and unique accommodations in Eureka Springs to national media to encourage group and weekday travel
- Provided images for “crowd-free fall foliage destinations” query
- Distributed press release announcing Madison Dawson as Director of Tourism
- Liaised with Tracey Minkin (Southern Living), Karon Warren (DeSoto Magazine)
- Submitted PRSA Prestige Awards entry
- Vetted incoming media requests on an ongoing basis
- Created COVID-19 messaging in response to events held in Eureka Springs
- 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 holiday season, historical architecture, unique culinary offerings, romantic midweek travel and human interest stories from the locals this fall/winter
- Participated in bi-weekly PR calls.



## Meltwater Clips

### September Summary

#### September 2021 Publicity (based on Meltwater clips)

- Estimated Impressions: 411,154,188
- Estimated Media Value: \$3,803,176.17

#### January 2021 - September 2021 Publicity (based on Meltwater clips)

- Estimated Impressions: 2,446,455,898
- Estimated Media Value: \$22,629,717.80

World Atlas • Jason Shvili  
US | Sep 28 • 12:06 AM

#### Eureka Springs, Arkansas

Hotels **Eureka Springs** is home to three historic hotels: the **Crescent Hotel**, the Baskin Park Hotel, and the Hotel Allred. The **Crescent Hotel**



Lonely Planet • Maya Stanton  
US | Sep 15 • 11:04 AM

#### These 11 small-town getaways are perfect for fall

Hotel. Ghost hunters may want to consider booking in at 1886 **Crescent Hotel** & Spa, a landmark property dubbed America's Most Haunted



## Datafy Intelligence

### September Report

#### Top Insights

- Unique visitors to destination from 50+ miles out look more in line with pre-pandemic visitation overall.
- Looking YoY at the month of September, we are noticing significant drops in visitation across both hotels & Parks/Trails/Outdoor clusters for some of the top markets driving traffic to the destination as opposed to September 2020.
- Part of this would be due to the high volume of visitors getting outside last year and potentially September 2021 numbers are normalizing.
- We would like to discuss opportunities to re-engage past travelers, identify potential similar audiences, and inspire visitation.
- Top 5 markets include Kansas City, Tulsa, Oklahoma City, Little Rock, and Dallas/Fort Worth.
- We would like to look at the top 5-10 markets as opportunities to increase traffic.





# Device Demographics

## 9/1 - 9/27

**In/Out of State**

(All)

**Distance**

50  4,041

**Date Range**

01 Sep 21  27 Sep 21

**Detail** **Cluster** **POI**

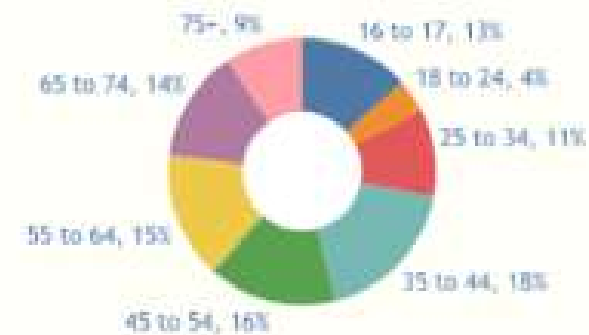
Cluster (All) (All)

**Prevalent Demographic Group:**  
 Age: Gen X (35-44) Income: 100-150K Education: HS or Less Household: 3-5 People  
 (Under 18 group is not considered)

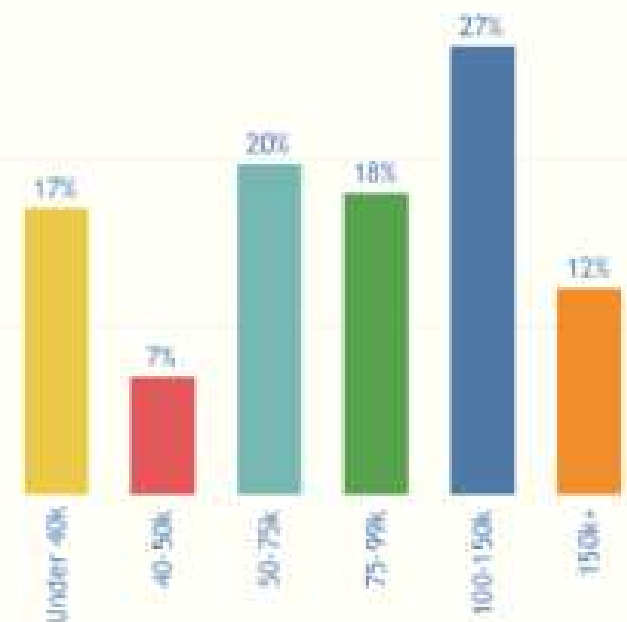
Demographics

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
Little Rock-Pine Bluff	20.0%	48%	2%	45%	5%	12%	5%	14%	22%	15%	14%	12%	6%	18%	8%	17%	16%	30%	11%	45%	45%	10%	0%
Tulsa	12.6%	42%	2%	50%	5%	15%	3%	13%	17%	15%	15%	8%	13%	16%	2%	11%	28%	28%	15%	32%	61%	7%	0%
Kansas City	10.7%	37%	1%	53%	9%	18%	5%	9%	16%	16%	18%	10%	8%	8%	7%	18%	12%	36%	19%	25%	65%	5%	4%
Springfield, MO	10.0%	57%	1%	34%	6%	14%	2%	12%	21%	17%	12%	13%	9%	22%	12%	27%	22%	15%	2%	46%	44%	6%	3%
Oklahoma City	6.9%	58%	1%	37%	4%	15%	4%	7%	14%	14%	16%	24%	7%	23%	3%	29%	12%	21%	12%	58%	35%	5%	2%
Ft. Smith-Fay Sprng...	6.7%	60%	1%	33%	2%	13%	7%	7%	22%	14%	18%	8%	13%	11%	10%	25%	19%	33%	3%	37%	51%	12%	0%
Joplin-Pittsburg	5.3%	60%	1%	35%	4%	15%	7%	11%	14%	20%	12%	12%	8%	29%	20%	24%	14%	12%	2%	36%	57%	7%	0%
Dallas-Ft. Worth	4.3%	45%	4%	44%	6%	6%	1%	19%	16%	25%	13%	15%	6%	9%	0%	20%	12%	29%	30%	58%	32%	10%	0%
St. Louis	3.2%	47%	3%	45%	5%	17%	3%	3%	13%	11%	25%	21%	7%	9%	6%	25%	13%	22%	25%	42%	39%	19%	0%
Columbia-Jefferson ...	2.5%	43%	2%	53%	2%	7%	5%	17%	6%	17%	25%	16%	8%	2%	0%	46%	25%	21%	0%	49%	41%	10%	0%
Wichita-Hutchinson ...	2.1%	45%	3%	49%	3%	15%	5%	3%	19%	23%	14%	15%	6%	14%	0%	24%	13%	35%	14%	24%	61%	15%	0%

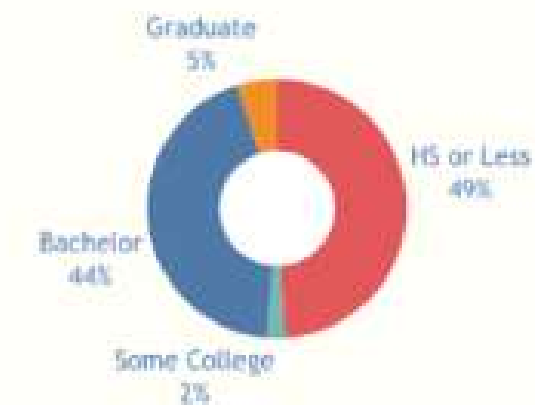
Age



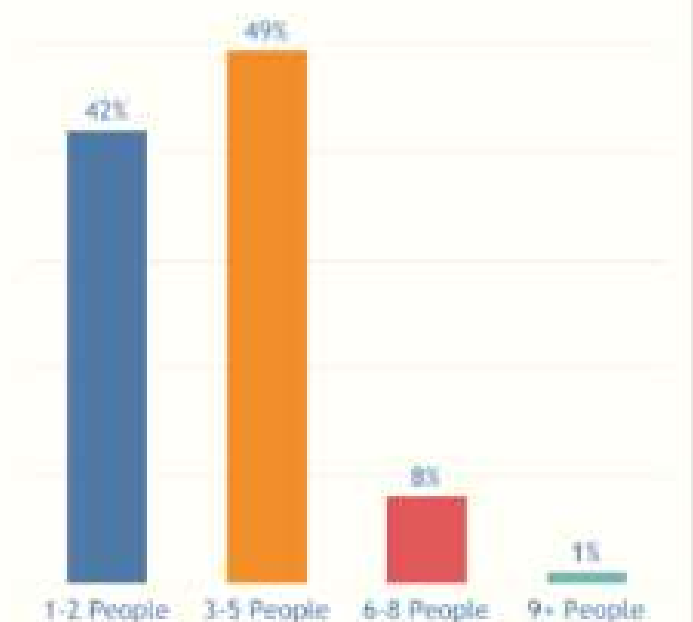
Income

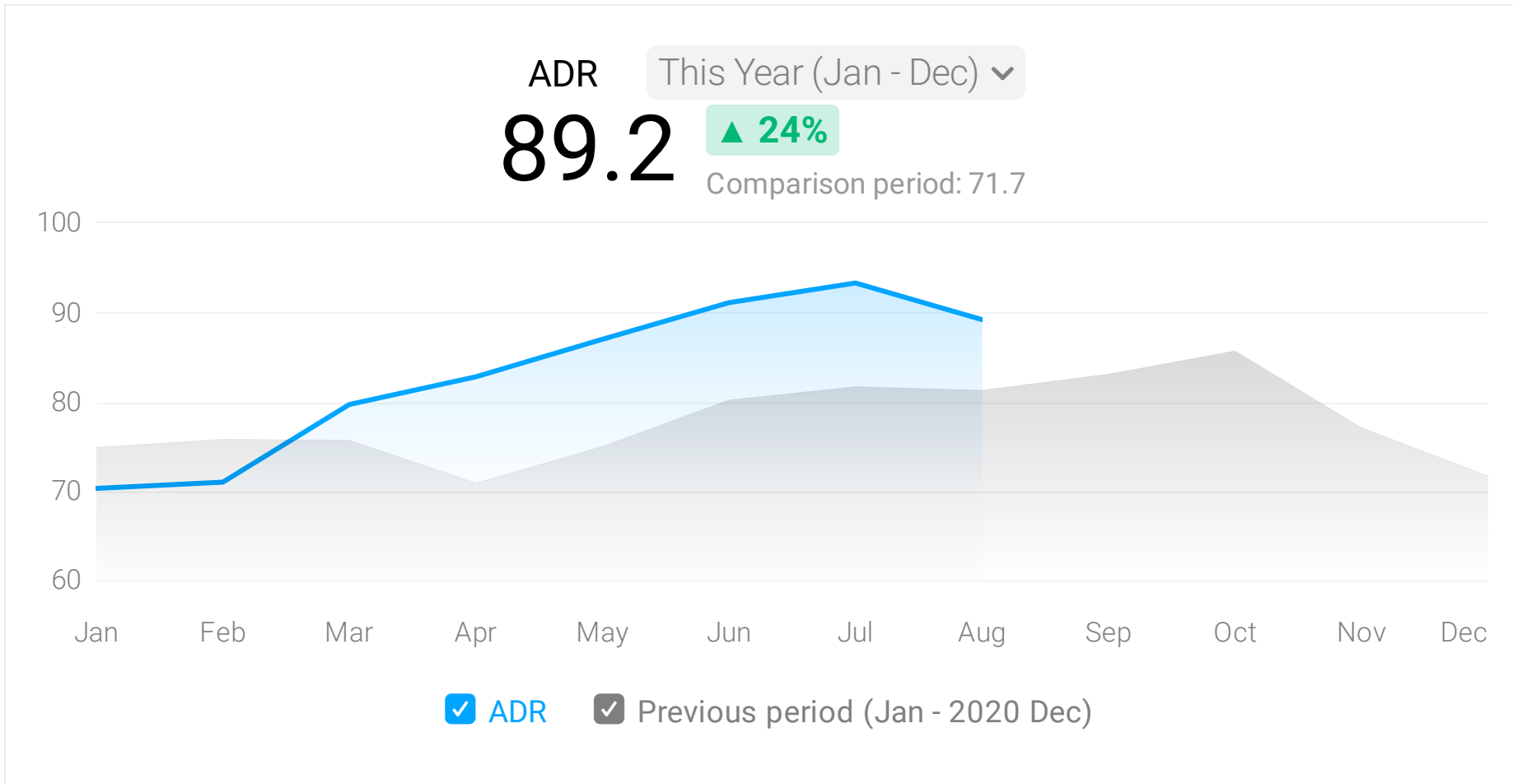
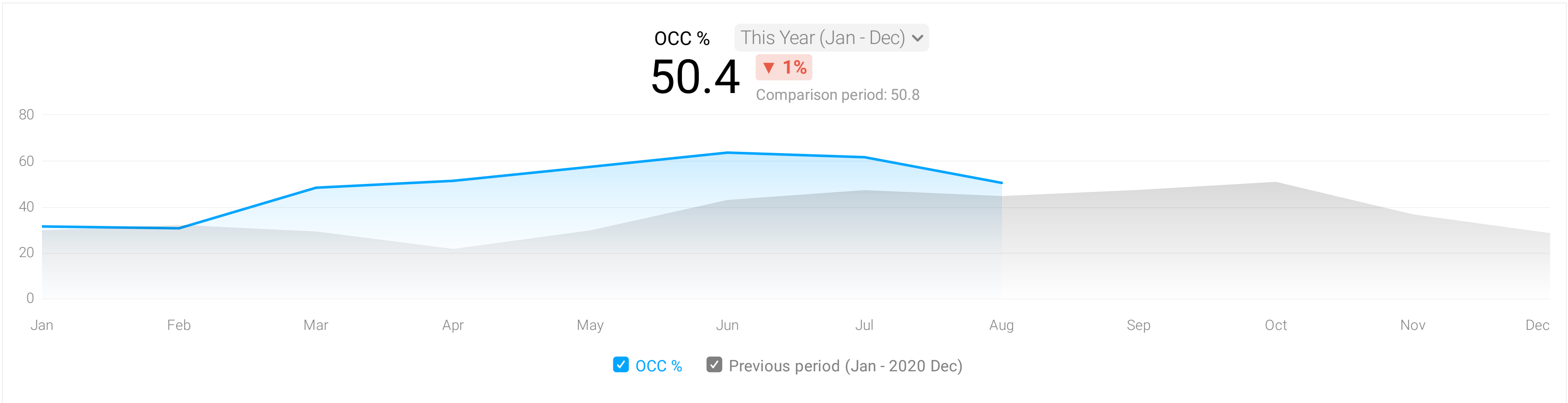


Education



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)