

Eureka Springs

Monthly Report | December 2022





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[December 2021 Report](https://capc.biz/latest-reports/): capc.biz/latest-reports/

Visitor Insights





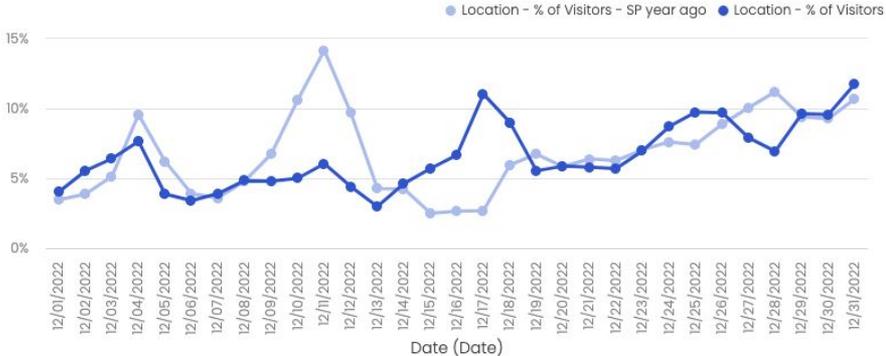
Visitor Insights - Summary

- **Visitor volume** started under par from the previous year then trended upward reaching slightly **above volume YoY from 2021**.
- **64% of observed visitors stayed overnight and 78% came from out of state.**
- The Springfield, MO market was of note as it continues to be the #3 top visitor market just behind Little Rock but only by .2%.
- The Kansas City, MO DMA had the highest share of out-of-state visitor spending for December (32.7%), while the Little Rock DMA had the highest for in-state visitors (62.7%).
- **The top 5 places visited in December were:**
 - Lake Leatherwood City Park** (52% in-state, 55% out-of-state)
 - Lake Leatherwood** (23% in-state, 34% out-of-state)
 - Best Western Inn of The Ozarks** (17% in-state, 15% out-of-state)
 - The Aud** (15% in-state, 10% out-of-state)
 - Ozark Mountain Ziplines** (6% in-state, 6% out-of-state)

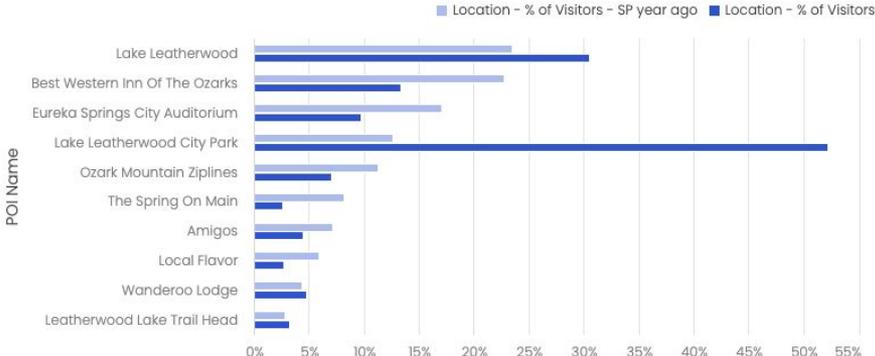
Above numbers represent the percentage of total visitors to Eureka Springs who went to each respective POI.

Visitor Insights - Zartico

Visitor Flow - YOY - Daily

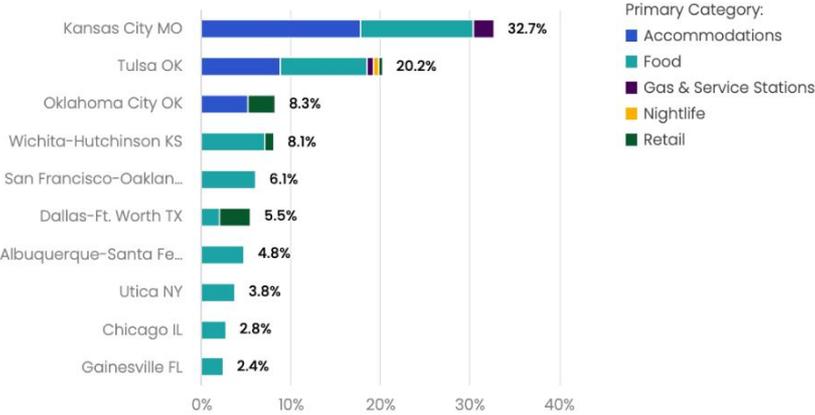


Top 10 POIs YOY

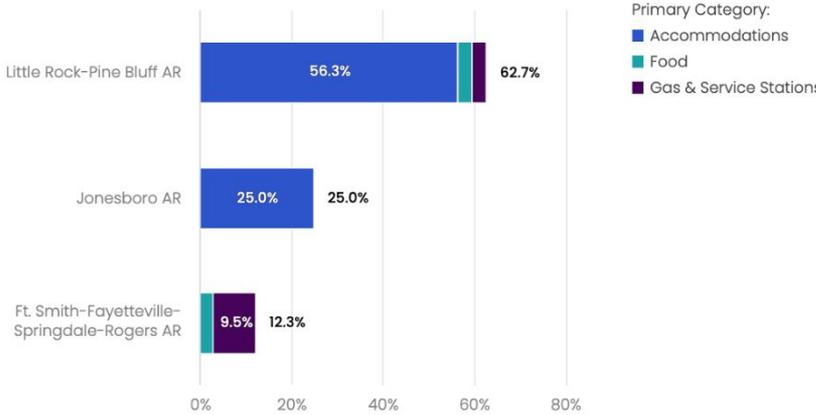


Visitor Insights - Zartico

Out-of-State: Visitor DMA Spending by Category

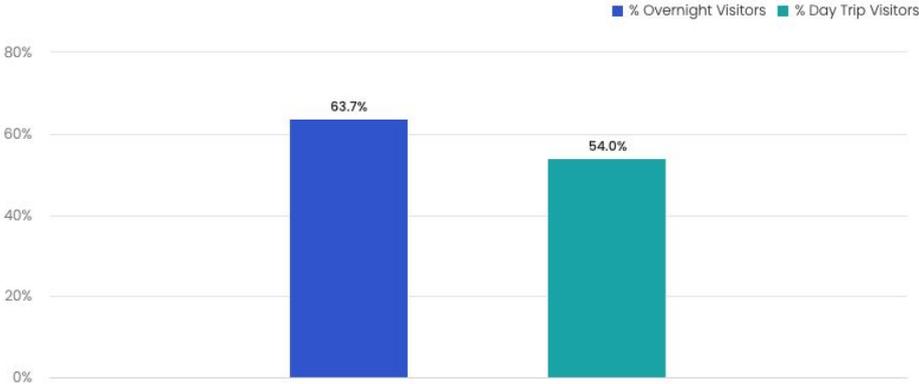


In-State: Visitor DMA Visitor Spending by Category

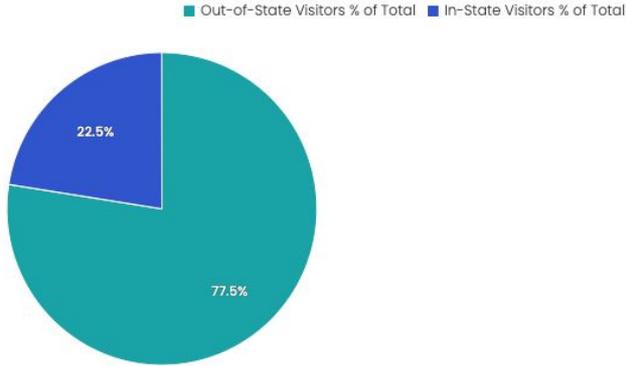


Visitor Insights - Zartico

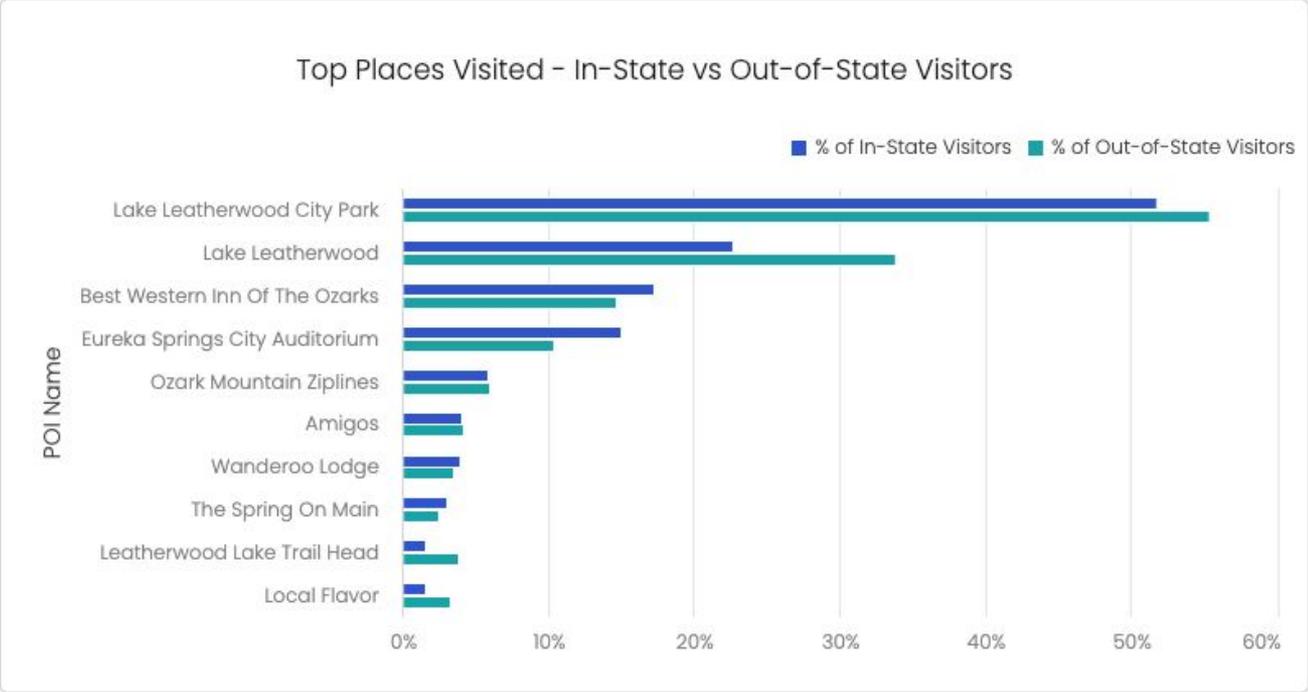
Overnight vs Day Trip Visitors



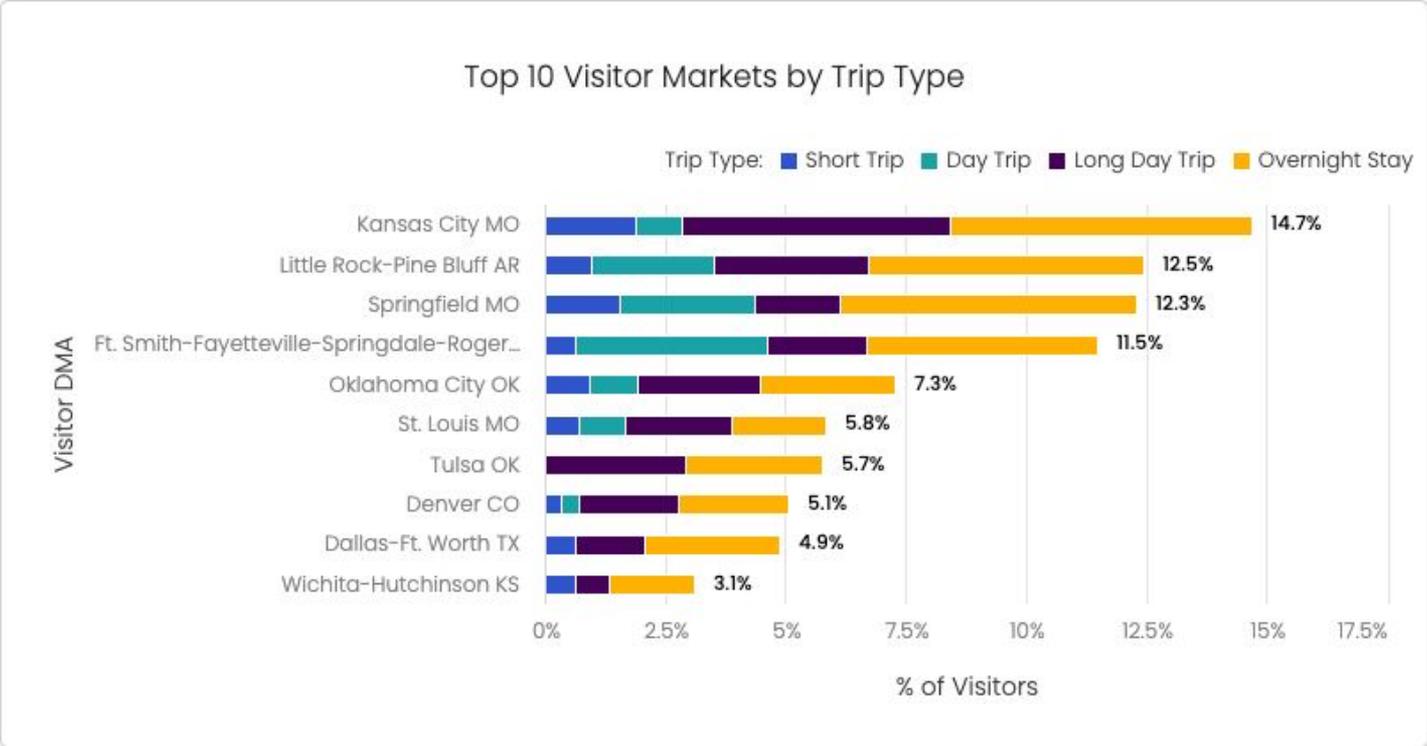
In-State vs. Out-of-State Visitors



Visitor Insights - Zartico



Visitor Insights - Zartico



An aerial photograph of a winding asphalt road that curves through a vast, dense forest. The trees are in various shades of green and yellow, suggesting an autumn setting. The road has several vehicles, including a red car and several motorcycles. In the background, rolling hills and a few buildings are visible under a soft, hazy sky. The text "Monthly Report" is centered over the road in a large, white, sans-serif font.

Monthly Report

Sales Tax Collections By Month (Food & Bev + Lodging)

'21 Fiscal Year	
Jan	\$83,466
Feb	\$66,003
Mar	\$70,803
Apr	\$144,290
May	\$154,094
Jun	\$182,740
Jul	\$208,229
Aug	\$231,454
Sep	\$180,849
Oct	\$180,984
Nov	\$229,060

'22 Fiscal Year	
Jan	\$144,507
Feb	\$94,192
Mar	\$98,768
Apr	\$156,174
May	\$161,922
Jun	\$182,018
Jul	\$213,624
Aug	\$212,783
Sep	\$182,897
Oct	\$202,435
Nov	\$258,140

Summary YTD	
2021	\$1,731,972 through November
2022	\$1,907,460 through November
% +/-	+10.31% YoY

Note: December data not available at time of reporting.



Advertising & Marketing - Summary

- Monitored and optimized the Always On media campaign, which concluded mid-December
- Vetted media opportunities in preparation for CY23 planning, an ongoing process
- Ongoing efforts for Sprint 2 for the new website, set to launch in 2023 including:
 - Events pages layout design and approval
 - Things to do pages layout design and approval
- Ongoing support around the implementation and launch of the Zartico data intelligence platform
- Post-production efforts around the November 2022 photo and video shoot
- Finalized supplemental QR Code Collateral design and facilitated vendors for printing and production
- Continued planning and assistance for the business photography co-op, which will take place in 2023
- Facilitated end of FY invoicing, backup, support and wrap up for CY2023
- Attended meetings and facilitated onboarding with new commissioner
- Ongoing planning for CY2023 including contract and budget

Advertising & Marketing - Summary Cont.

- Met with CAPC staff to continue on-going marketing development
- Provided ongoing web maintenance support for CAPC staff
- Communicated daily with CAPC staff for day-to-day account management and project updates
- Continued to conduct meetings with various media vendors for current and upcoming media campaigns
- Continued to monitor and review media usage and traveler behavior trends to apply to future strategic plans
- Communicated and completed various website and social media requests from stakeholders, CAPC staff and CAPC Commissioners as needed
- Processed monthly billing, including budget management
- Continued billing and invoicing support
- Conducted regular bi-weekly check-ins with CAPC staff and addressed any questions/concerns
- Conducted monthly 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





Public Relations - Summary

- Continued proactive outreach to top-tier national publications, keeping seasonality and safe travel at forefront of messaging
- Pitched Winter travel, outdoor activities, Christmas festivities, 2023 travel, Spring Break
- Responded to media queries for recommendations for 2023 destinations to visit, Spring Break destinations
- Liaised with Diana Lambdin Meyer (AAA Southern Traveler), Kristina Light (KC Parent)
- Assisted with crafting responses to social media and blog post comments
- Attended desk sides with journalists, forming relationships to secure future Eureka Springs coverage
- Vetted incoming media requests on an ongoing basis
- 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 2023 travel, Valentine's Day and Spring Break, highlighting partners in destination
- Participated in bi-weekly social media and PR calls

Public Relations - Metrics

(Source: Muck Rack)

December 2022 Publicity

- Estimated Impressions: 650,715,201
- Estimated Media Value: \$6,019,115.62

January 2022 - December 2022 Publicity

- Estimated Impressions: 7,784,546,925
- Estimated Media Value: \$72,310,464.25



Arkansas Just
Wouldn't Be The
Same Without
These 7
Charming Small
Towns



Parade

51 of the Cutest Christmas
Towns That Are Filled With
Extra Holiday Magic



31 Best Day Trips From
Kansas City — Places
Nearby!



MATADOR
network

This Beautiful Road
Trip Through the
Ozarks Will Take You
To Places Netflix
Never Showed You



23 Small Towns in the
USA We Love
(To Visit in 2023)



Paid Media - Summary

The **Regional/Local** and **Always On** campaigns both wrapped up mid-December to align with end of FY needs for the CAPC. Full campaign reporting will be provided in an Annual Report, to be delivered at the beginning of 2023.

Overview of assets + target markets running for digital vendors:

- **Google** (4/7 - 12/18)
 - Search ads running for Outdoor and Culinary
- **Facebook/Instagram** (4/4 - 12/18)
 - Display running for Outdoor, Culinary and Arts+Culture
- **iHeart Radio** (10/24 - 12/18)
 - :30 brand spot and endorsement spots running for Road Trip promotion with Bo Dalton on KMAG 99.1

Paid Media (Google Paid Search) - Summary

In the month of December, the **Always On** campaign finished its flight with the objective of reaching people with interests in Eureka Springs and travel to drive engagement and show interest.

Always On December Results:

- Impressions: 155,741
- Total Clicks: 3,247
- Avg. CTR: 2.08%
- Avg. CPC: \$0.80

Top Performing Always On Ad:

Ad · www.eurekasprings.org/

Eureka Springs Weddings | Eureka Springs Arkansas | Curious, Indeed

Eureka Springs is a one-of-a-kind destination to pledge your love. For an unforgettable and extraordinary event, say “I do” and let us do the rest! Plan...



Paid Social (Facebook/Instagram) - Summary

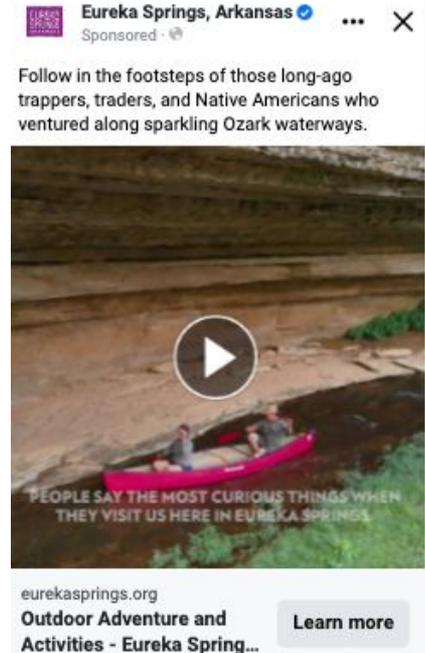
In the month of December, the **Regional/Local** campaign ended mid-month. The campaign ran with the objective of driving Awareness/Engagement.

With a significant budget decrease (85% decrease), as the Always On campaign ended in November, results saw decreases across the board from November.

Results:

- Impressions: 230,938
 - 91% decrease over November
- Post Engagement: 109,570
 - 90% decrease over November
- Clicks: 733
 - 97% decrease over November
- CTR: 0.69%
 - 33% decrease over November
 - *0.9% CTR = benchmark

Top Performing Regional/Local Ad:



Eureka Springs, Arkansas Sponsored

Follow in the footsteps of those long-ago trappers, traders, and Native Americans who ventured along sparkling Ozark waterways.

PEOPLE SAY THE MOST CURIOUS THINGS WHEN THEY VISIT US HERE IN EUREKA SPRINGS

eurekasprings.org
Outdoor Adventure and Activities - Eureka Spring... [Learn more](#)



Social Media (Organic) - Summary

- For December, agency implemented the annual content strategy across all social media platforms
- Conducted day-to-day operations, including but not limited to content creation, content curation, community management, social listening, optimization, and reporting/analysis, etc.
- Completed the January 2023 content calendar to be shared across social media platforms
- Worked with influencers and content creators to create content to be shared across all platforms.
- Created a Social Partner Tracking sheet to keep track of partner mentions each month.

Social Media (Organic) - Facebook

YR Numbers Represent 2021-2022 Growth

NEW FANS	IMPRESSIONS	ORGANIC REACH	ORGANIC ENGAGEMENT	AWARENESS
+149	1,265,293	279,936	35,363	701
<hr/>				
TOTAL FANS	TOTAL ORGANIC PAGE IMPRESSIONS	TOTAL ORGANIC REACH	TOTAL ORGANIC ENGAGEMENT	AWARENESS
106,133	25,534,075	11,293,088	871,889	16,078

Key Insights:

- Compared to last month...
 - We saw an increase (.1%) in followers
 - We saw an increase (10%) in awareness
- Compared to last month...
 - We saw a decrease in (67%) engagement
 - We saw a decrease in (7%) reach
 - We saw a decrease in (31%) impressions

In December, there were increases in followers and awareness. This is due to posting seasonal content as well as active listening and community management. There were decreases in engagement, reach, and impressions. This is due to no posts being boosted by paid social in December. Typically when posts are boosted it is reached by more users which increases all of metrics. This can also be due to the end of the Regional/Local paid social campaign in the middle of the month. Anytime there is a change in paid placements, metrics are swayed. For future months the social team will continue work with the PR team and the client team to include timely content into our mix.

Social Media (Organic) - Instagram

YR Numbers Represent 2021-2022 Growth

NEW FANS +343	IMPRESSIONS 359,336	ORGANIC REACH 367,967	ORGANIC ENGAGEMENT 45,312	Video Views 252,353
TOTAL FANS 28,249	TOTAL ORGANIC PAGE IMPRESSIONS 2,825,212	TOTAL ORGANIC REACH 2,552,123	TOTAL ORGANIC ENGAGEMENT 224,842	Video Views 963,242

Key Insights:

Compared to last month...

- Increase (.6%) in followers
- Increase (95%) in reach
- Increase (75%) in impressions
- Increase (139%) in video views
- Increase (208%) in engagement
- Increase (91%) in awareness

For December there were increases in all metrics. The highest increase was in engagement. This can be attributed to posting more dynamic content, timely content and collaborations. This month the client collaborated with @thejeffrose, @arkietravels and @jessrossshikes which increased the account's overall audience reach. The top posts for this month were two collaborations with @arkietravels which performed well with the audience. For future months, the social team would recommend focusing on creating more opportunities for dynamic and collaborative content.

Social Media (Organic) - Twitter

YR Numbers Represent 2021-2022 Growth

NEW FANS

-4

IMPRESSIONS

11,000

ENGAGEMENT

1,367

TOTAL FANS

5,265

TOTAL ORGANIC PAGE
IMPRESSIONS

143,875

TOTAL ENGAGEMENT

23,932

Key Insights:

- Compared to last month...
 - Increase (60%) in impressions
 - Increase (41%) in engagement
- Compared to last month...
 - Decrease in (0.1%) followers

During the month of December, there were increases in engagement and impressions. This is due to posting more timely content. Our top performing posts were downtown Christmas lights both including seasonal copy. There was also a decrease in followers. This is due to recent platform changes. Moving forward, the social team will evaluate this platform and may be making recommendations to change focus.

Social Media (Organic) - Facebook Top Posts



Eureka Springs, Arkansas is at Eureka Springs, Arkansas

Dec 24 at 12:30 PM

'Twas the night before Christmas in Eureka Springs... Merry Christmas (Eve) to all, and to all a good-night! 🎄🎁 We hope you're having a warm and happy holiday!

👤: coffee_girl



Organic Reach

66,457

Paid Reach

0

Engaged Users

3,854

Video Views

n/a

Clicks

1,495



Eureka Springs, Arkansas is at Eureka Springs, Arkansas

Dec 7 at 10:00 PM

Eureka Springs in the wintertime is one carol away from a Christmas album. 🎄🎵

What song comes to mind when you stroll downtown? 🤔 We'll go first 🎵It's the most wonderful time of the year🎵

👤: lindahenderson



Organic Reach

40,082

Paid Reach

0

Engaged Users

2,525

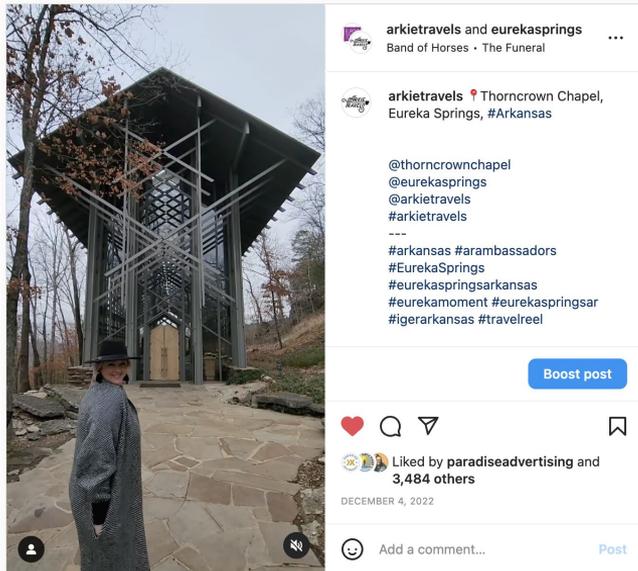
Video Views

n/a

Clicks

1,179

Social Media (Organic) - Instagram Top Posts



Reach
48,664

Engaged Users
4,190

Likes + Saves
3,743

Comments
55

Video Views
50,381



Reach
49,858

Engaged Users
3,860

Likes + Saves
3,076

Comments
50

Video Views
51,599

Social Media (Organic) - Twitter Top Posts



Eureka Springs @Eureka_Springs · 24 Dec

'Twas the night before Christmas in #EurekaSprings. 🎄🎁
Merry Christmas (Eve) to all, and to all a good-night!
☕: coffee_girl



Impressions

2,132

Engaged Users

96

Likes

36

Retweets

7

Replies

1



Eureka Springs @Eureka_Springs · 22 Dec

♪Oh, the weather outside is frightful ♪ Well, not frightful enough to keep us from exploring our favorite little downtown #EurekaSprings! 🌟
👤: wanderingwithawarrior



Impressions

861

Engaged Users

67

Likes

33

Retweets

6

Replies

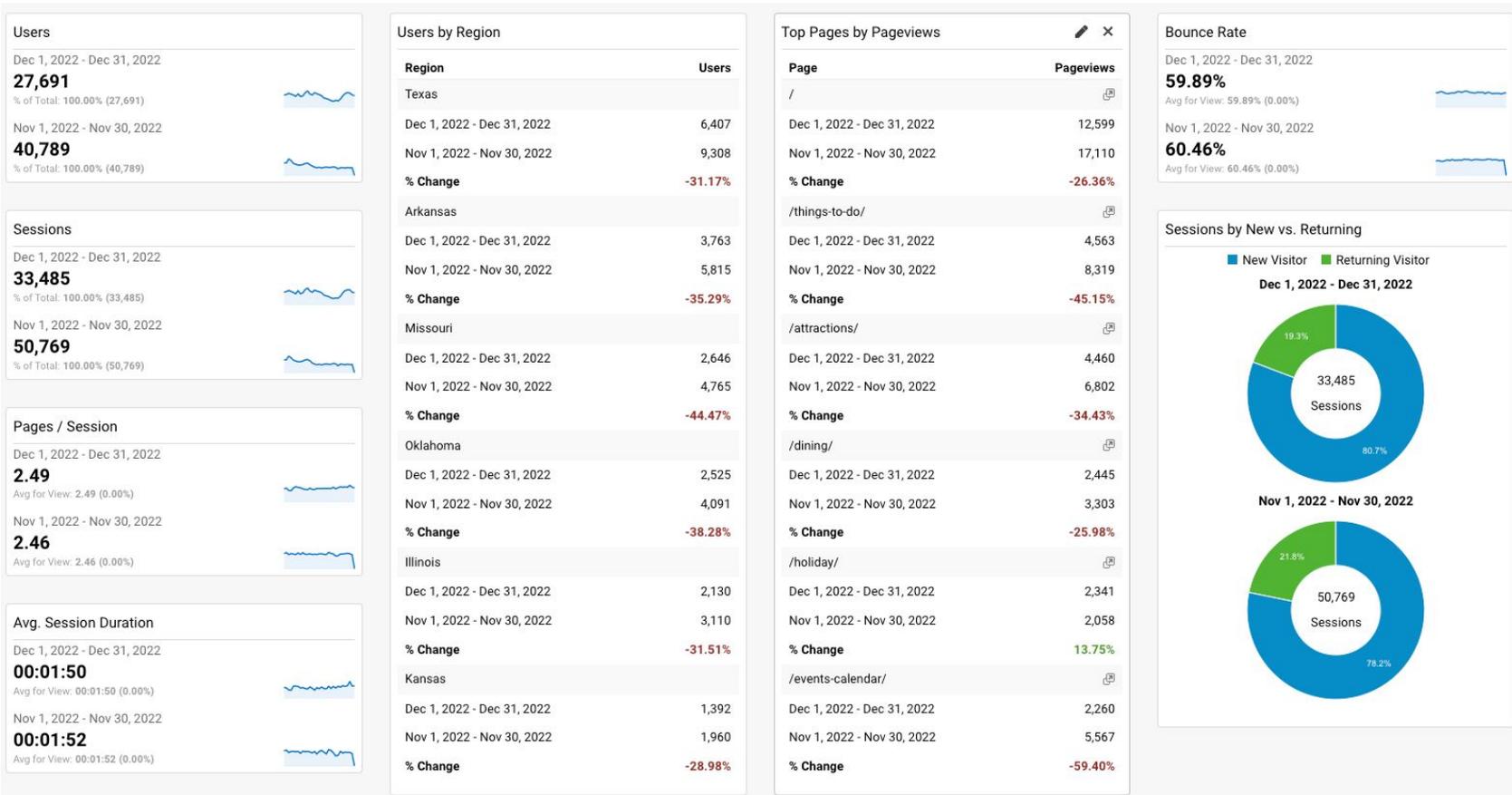
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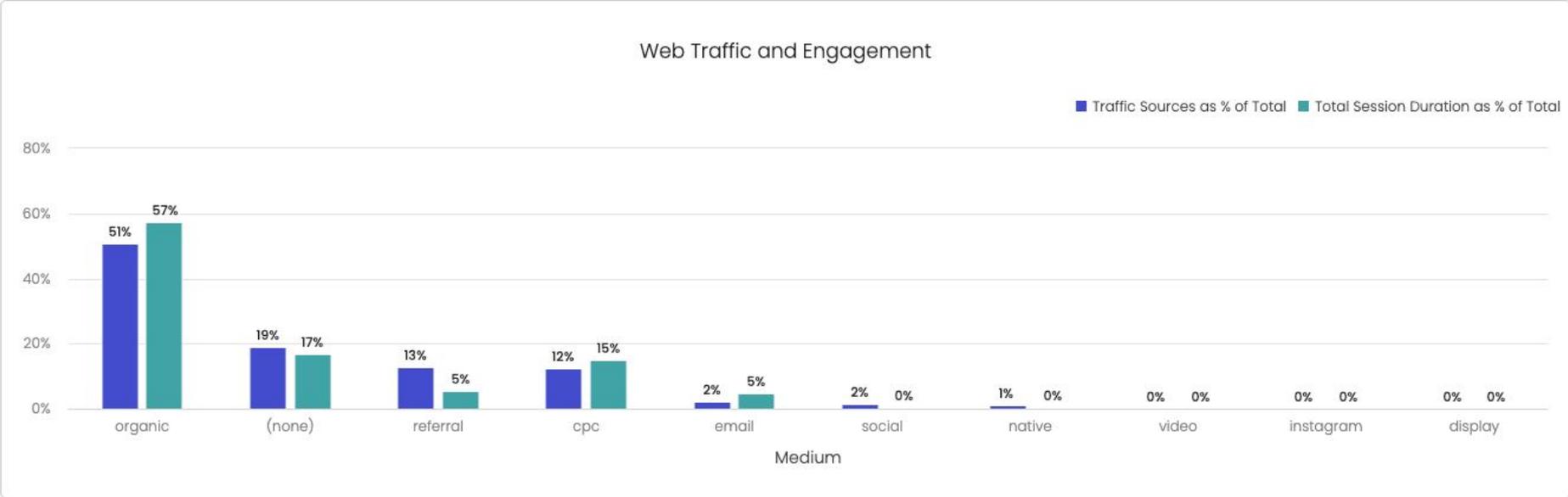
Website Summary

- The number of users decreased from December to November, which is to be expected with only a few paid media placements running.
- There was a **decrease in bounce rate** (down to 59.89% from 60.46% the previous month). There was also a slight uptick in Pages / Session and % New Sessions over November.
- Avg. Session Duration remained steady (within :02 of November levels)
- **Organic search was the primary driver for website visitation in December**, followed by direct traffic and paid search respectively. Again, this is to be expected as there were only a few paid media placements running until mid-month.
- Other than the homepage and logistics and planning, **events-related content made up the most viewed content** on the site in December, followed by outdoor recreation and accommodations content.
- **Top states for visitation to the website were** Texas, Arkansas, Missouri, Oklahoma, and Illinois, respectively.

Website - Google Analytics



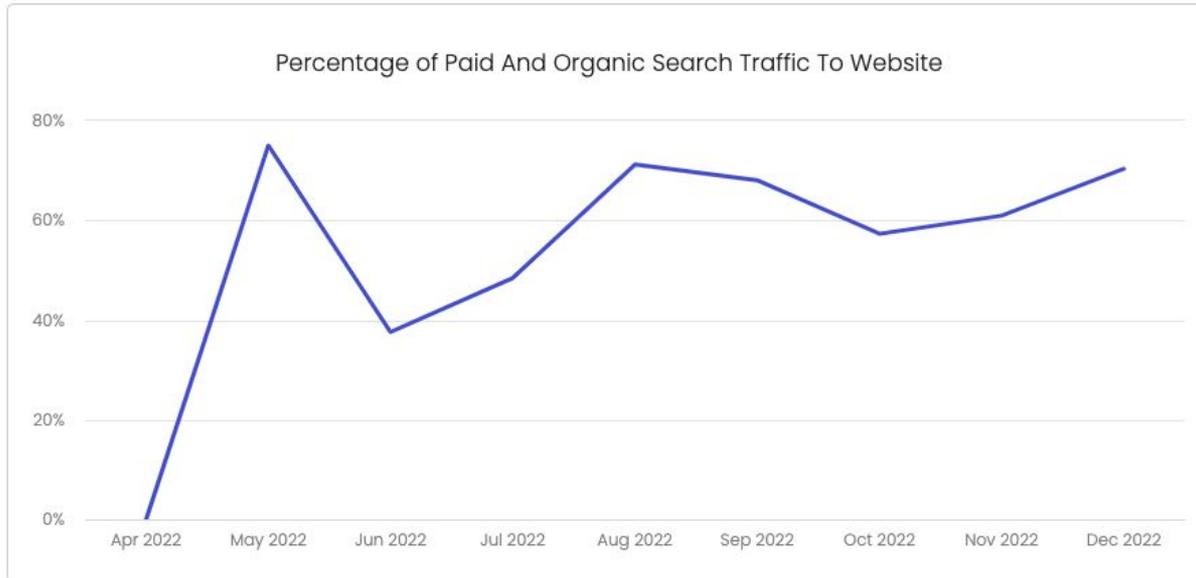
Website - Zartico



Website - Zartico

How much search traffic does your website receive?

Source: Google Analytics. Note: Paid and Organic Search Traffic is an indicator of how prominently your site appears in Search Engine rankings, like Google, and how much of your total website traffic results from search engines. Your data is benchmarked against all Zartico partners



Paid & Organic Search vs Benchmark

63.1%

-3%
Versus

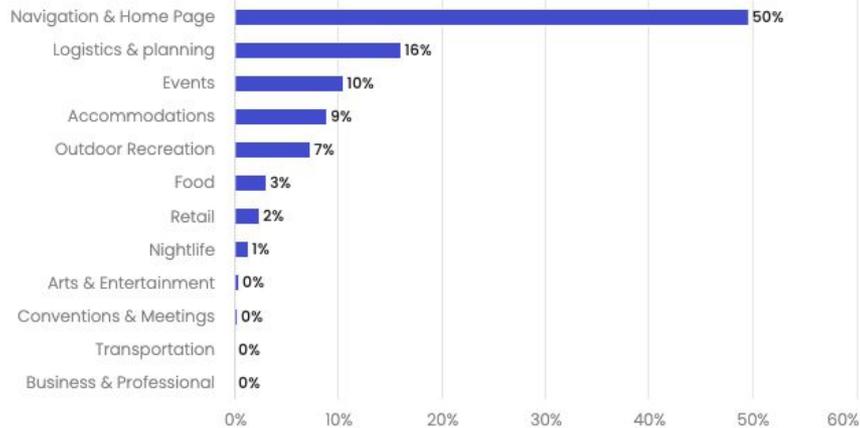
65.0%
Benchmark Paid & Organic Search

Website - Zartico

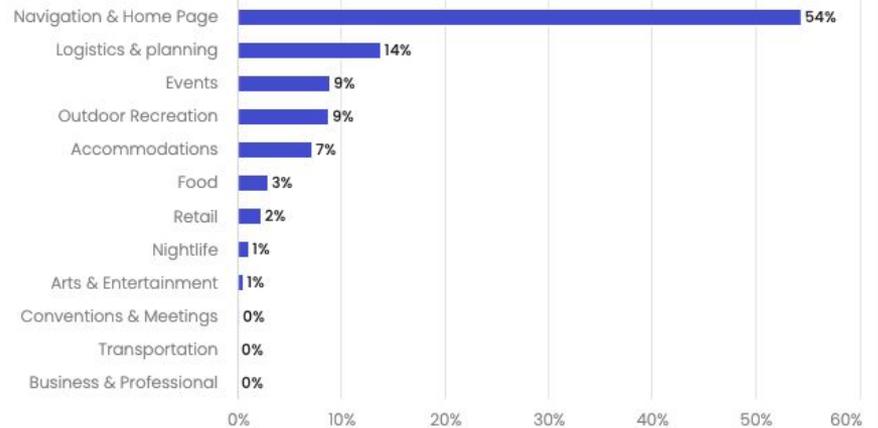
What content topics are users looking for?

Source: Google Analytics & Zartico. Note: Each page on your website is assigned a thematic grouping called a content topic. These help you identify what types of activities potential visitors are searching for as well as which types of content will perform well on your social channels, in paid content efforts and paid search. The left insight shows the content topics users are searching for and the right insight includes all traffic. Click into either chart to explore page-by-page performance for pages within a content topic.

Paid & Organic Search Sessions By Content Topic



Web Sessions by Content Topic



Content Updates & Recommendations

Produced (6) new web pieces, which will also be distributed through social media and utilized with press pitches, as needed:

- Top Spring Events in Eureka Springs
- Celebrate Valentine's Day in Eureka Springs
- Eureka Springs Mardi Gras
- Foodie Adventures with Arkie Travels
- Gift Guide with Arkie Travels
- Transportation in Eureka Springs
 - A guide to parking and public transportation

The website has been updated with these pieces, including select items added to the the homepage slider.





Content Updates - Content Creators

- During the months of November and December, agency invited three content creators to the destination to create content surrounding target niche interests. Each creator, which has an audience that is representative of our target drive-market, created collaborative Reels, Stories and Dynamic Content that was utilized in organic and paid efforts. The outcome of the creators were successful in driving awareness, engagement, reach and overall audience growth.

Content Updates - Content Creators

Jeff Rose @JeffRose

Jeff Rose is a local NWA photographer and content creator that has an audience of nature/outdoor enthusiasts. Agency partnered with Jeff to create content surrounding Fall foliage, content of which the CAPC was in need of for this year and can be used for Fall seasons to come.

Results:

- Reach: 49,053
- Impressions: 55,511
- Engagement: 5,226
- Video Views: 41,623



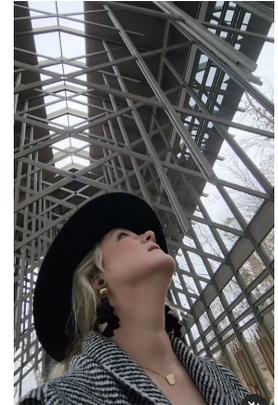
Content Updates - Content Creators

Arkie Travels @ArkieTravels

Arkie Travels is a couple creator that specialize in creating content surrounding food, retail and overall experiences in destinations. Agency partnered with Arkie to create content around the local foodie scene, Christmas in Eureka and a gift guide for the holidays. This content was used both in 2022 and will also be used in future efforts.

Results:

- Reach: 137,131
- Impressions: 127,971
- Engagement: 15,406
- Video Views: 127,971



Content Updates - Content Creators

Jessica Ross @JessRossHikes

Jessica is an adventure creator that specializes in creating content around adventure experiences. Agency partnered with Jessica to create content around an overall visit and hiking trails of Eureka. This outdoor content can and will be used year-round.

Results:

- Reach: 53,762
- Impressions: 52,593
- Engagement: 3,967
- Video Views: 36,528





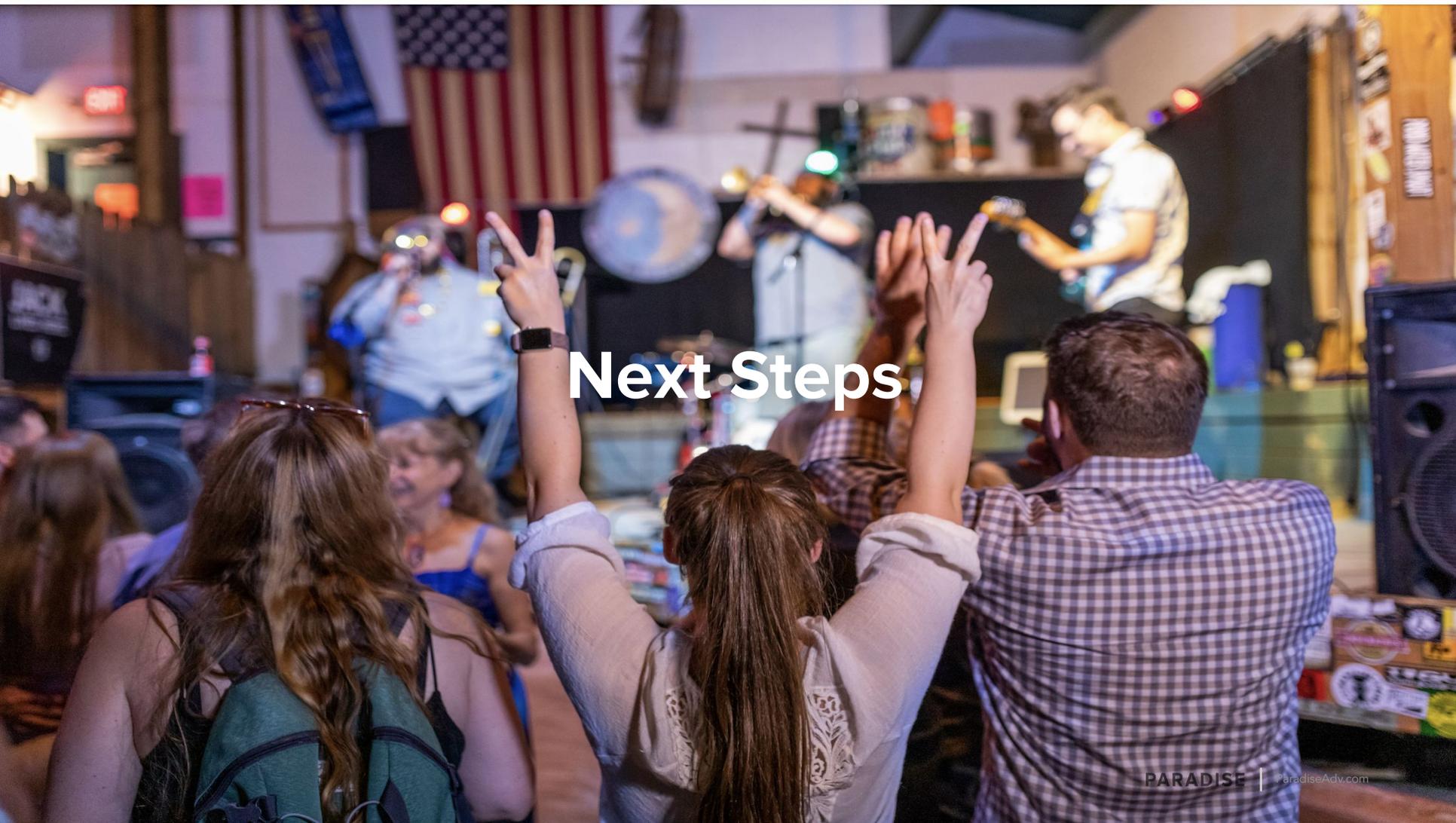
Partner Value Program

Updates:

- Presented partner survey findings, key takeaways and actionable recommendations
- Traveled to Eureka Springs and met with several industry partners and stakeholders in 1 on 1 discussions to identify additional opportunities to enhance the relationship between them and the CAPC and ways the CAPC can prove its value

Upcoming:

- Agency and client to refine the partner communications plan based on findings from the 1 on 1 discussions with partners and stakeholders
- Agency and client to potentially host roundtable discussions with partners and stakeholders as part of the planning discovery process

A photograph of a live music performance in a bar. In the foreground, the backs of several audience members are visible, including a woman with long brown hair and a green backpack, and a man in a blue and white checkered shirt. In the background, a band is performing on a stage. One musician is playing a trumpet, and another is playing a guitar. An American flag is visible on the wall behind the stage. The scene is lit with warm, ambient lighting.

Next Steps

Looking Ahead - Planning Timeline

- **FY23 Planning:** Ongoing
- **Website Development:** Continued development and launch in late January 2023
- **Intelligence & Data:** Continued planning and implementation for the Zartico intelligence platform launch





THANK YOU

PARADISE | 2022