



Eureka Springs

Monthly Report | February 2023

PARADISE | 2023



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[February 2022 Report](https://capc.biz/latest-reports/): capc.biz/latest-reports/



Visitor Insights



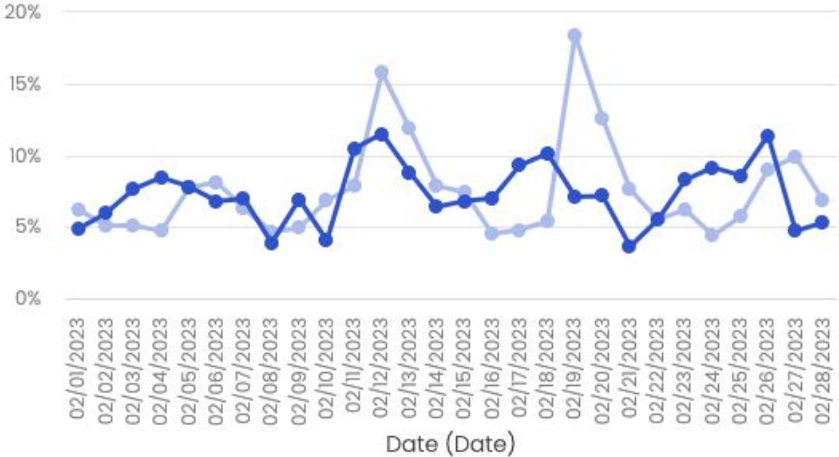
Visitor Insights - Summary

- **Visitor volume** in February started trending up from the previous year then trended down reaching slightly **below volume YoY from 2022**.
- **71% of observed visitors stayed overnight and 73% came from out of state.**
- **The Springfield, MO market was of note as it maintained the #1 top visitor market** from the previous month.
- The Lake Leatherwood City Park POI was of note as it had the highest % of visitors compared to February of 2022 (21%).
- **The top 5 places visited in February** align with the same top POIs from the last several months:
 - Lake Leatherwood City Park** (40% in-state, 37% out-of-state)
 - Lake Leatherwood** (22% in-state, 19% out-of-state)
 - Best Western Inn of The Ozarks** (18% in-state, 16% out-of-state)
 - The Aud** (9% in-state, 12% out-of-state)
 - Amigos** (8% in-state, 12% out-of-state)*Above numbers represent the percentage of total visitors to Eureka Springs who went to each respective POI.*

Visitor Insights - Zartico

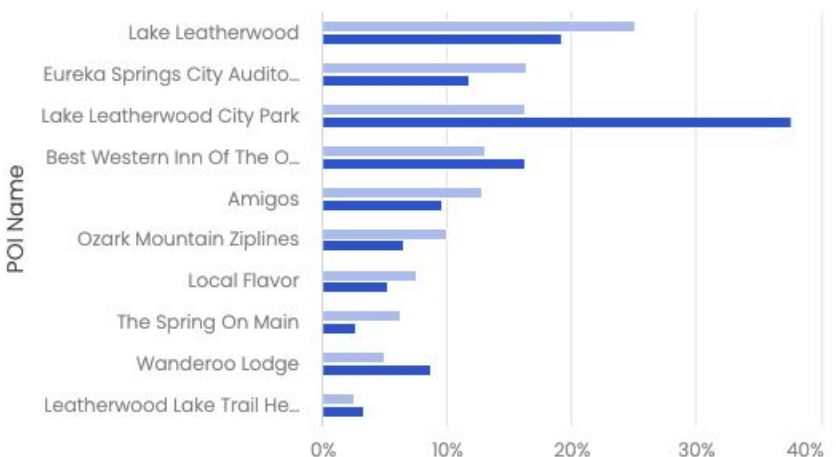
Visitor Flow - YOY - Daily

Location - % of Visitors - SP year ago Location - % of Visitors



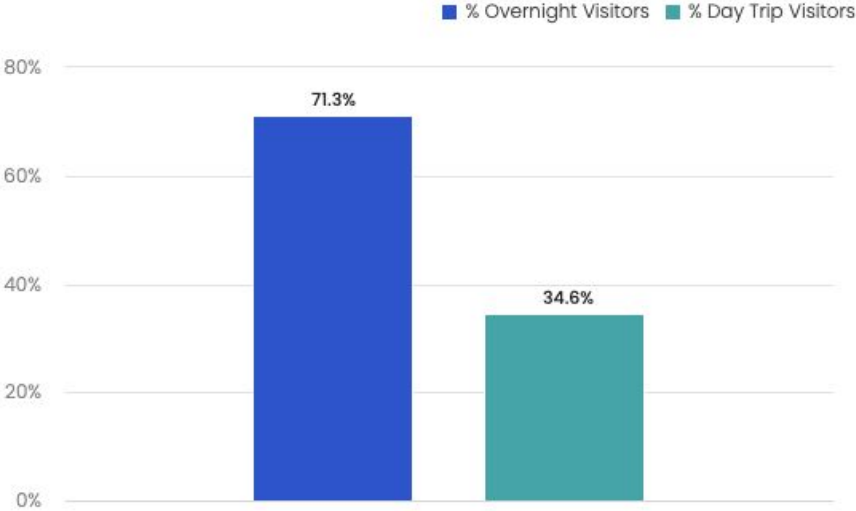
Top 10 POIs YOY

Location - % of Visitors - SP year ago Location - % of Visitors

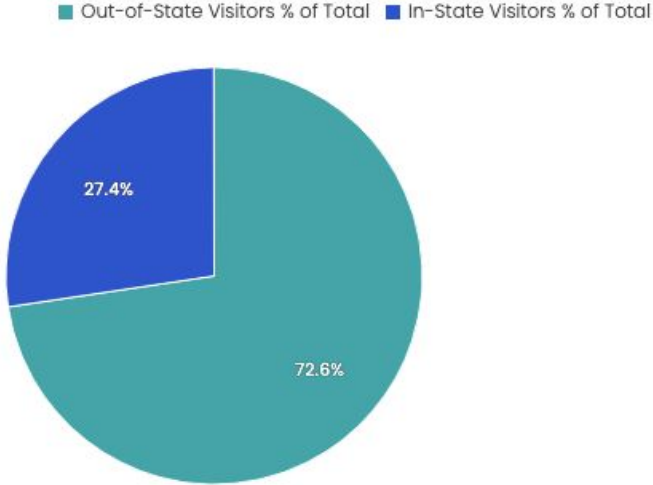


Visitor Insights - Zartico

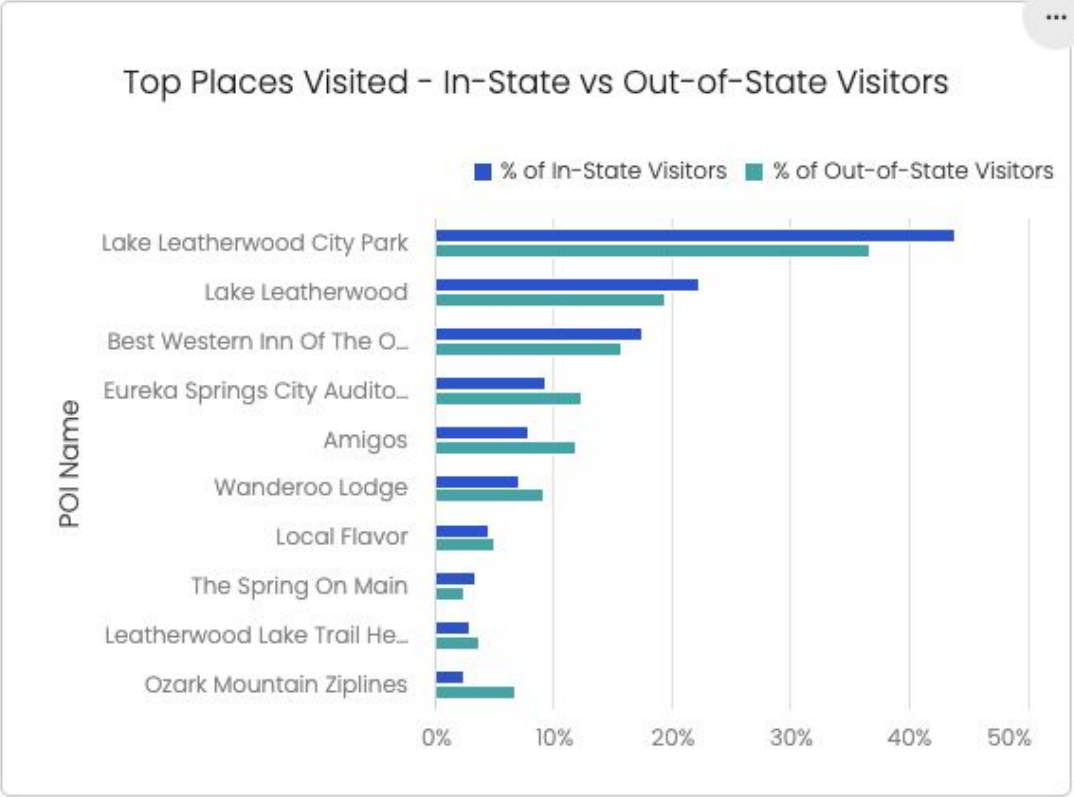
Overnight vs Day Trip Visitors



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, suggesting a late summer or early autumn setting. The road is a two-lane highway with a white center line. In the distance, a small cluster of buildings is visible on a hillside. The overall scene is peaceful and scenic.

Monthly Report

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

'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
Dec	\$174,146

'23 Fiscal Year	
Jan	\$127,500
Feb	TBD
Mar	TBD
Apr	TBD
May	TBD
Jun	TBD
Jul	TBD
Aug	TBD
Sep	TBD
Oct	TBD
Nov	TBD
Dec	TBD

Summary YoY To Date	
2022	\$144,507 in January
2023	\$127,500 in January
% +/-	-11.77% YoY



Advertising & Marketing - Summary

- Ongoing planning for CY 2023 including contract, budget, and ongoing planning for Spring Media Campaign.
- Website:
 - Client provided comments on R1 of website
 - Agency started requested creative/content revisions
 - Client provided updated business listings
- Continued post-production efforts around the November 2022 photo and video shoot.
- Attended CPAC Meetings (virtually).
- Conducted two rounds of onboarding meetings with new Commissioner.
- Provided ongoing web maintenance support for CAPC staff.
- 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.
- 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 affordable travel at forefront of messaging.
- Pitched outdoor activities, Mardi Gras festivities, Valentine's Day, Spring Break, and Summer destination.
- Responded to media queries for 5 best summer USA LGBTQIA+ weekend getaways, Family Spring Break Getaways, Female solo nature travel, Best Spring Fishing Locations in the US, 21 Spring Break Travel Ideas for 2023.
- Liaised with Dennis Heinze (AAA Explorer), Kim Reiner (Oh My Omaha), Kristina Light (KC Parent), Annie O'Sullivan (Redbook), Martha M. Everett (ConventionSouth).
- Assisted with crafting responses to social media and blog post comments.
- 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 upcoming Summer travel, highlighting partners in destination.

Public Relations - Metrics

(Source: Muck Rack)

February 2023 Publicity

- Estimated Impressions: 40,723,969
- Estimated Media Value: \$376,696.73

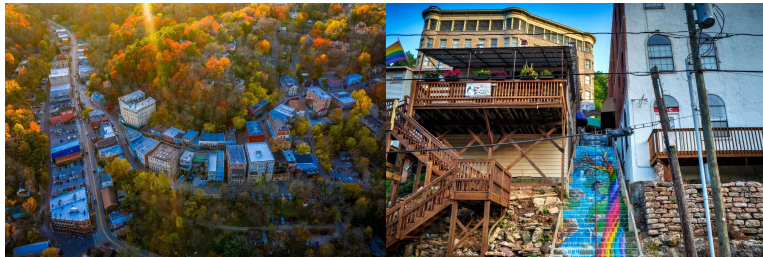
January 2023 - February 2023 Publicity

- Estimated Impressions: 520,316,859
- Estimated Media Value: \$4,812,930.98

InsideHook

Eureka Springs Is the Funkiest Town in the Ozarks

It's like a haunted rainbow oasis on the Bible Belt



13 Most Charming Small Towns In The American South

Eureka Springs, Arkansas



A man playing a guitar in the downtown area of Eureka Springs, Arkansas. Editorial credit: shutter / Shutterstock.com

The wistful town of **Eureka Springs** is an alluring hotspot within Southern Mountains in northwestern Arkansas. Explore the charming city center with Victorian flair flanked by winding mountainside streets and the entire downtown area listed on the National Register of Historic Places. The Historic District captivates architects with a wealth of impeccable Victorian buildings and historic hotels; sight the wood and glass Thorncrowne Chapel in the nearby hills.

While out and about, hike through the marvelous Turpentine Creek Wildlife Refuge on an excellent outdoor venture with various species sightings. Head to the beautiful Beaver Lake on a warm summer's day and enjoy waterside recreation along the banks, like boating, camping, fishing, and mountain biking.



6 Best Romantic Getaways In Eureka Springs, Arkansas



The AAA Four Diamond, Adults-Only B&B In Arkansas Where You Can Enjoy Some Much-Needed Peace And Quiet





Paid Media - Summary

No paid media was running for the month of February.

- Analyzed Paid Media strategy for the Spring Break 2023 campaign.
- Planned and developed tactics for the Spring Break Campaign in relation to the strategy.
- Managed and negotiated budgets with vendors.
- Requested a proposal from vendors based on campaign criteria.
- Reviewed vendor proposals and customized flowchart.
- Worked cross-functionally to build a presentation for client review.
- Held several internal meetings for each part of the planning process.
- Presented the Spring Break media campaign to client.
- Worked with internal teams to create estimates for approvals.

Paid Social (Facebook/Instagram) - Summary

In late February, a Boosted Posts media buy launched as part of the Spring Campaign. The campaign ran with the objective of driving Awareness/Engagement.

In March, further paid social ads as part of the Spring Campaign will launch.

Results:

- Impressions: 436,725
- Post Engagement: 39,987
- Clicks: 774
- CTR: 0.77%
- *Benchmark = 0.9% CTR*

Top Performing Boosted Post Ad:





Social Media (Organic) - Summary

- For February, 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
 - Reporting
- Completed the March 2023 content calendar to be shared across social media platforms.
- Updated Social Partner Tracking sheet to keep track of partner mentions each month.

Social Media (Organic) - Facebook

YR Numbers Represent 2021-2023 Growth

NEW FANS	IMPRESSIONS	ORGANIC REACH	ORGANIC ENGAGEMENT	AWARENESS
+240	1,934,405	588,245	43,971	1,235
<hr/>				
TOTAL FANS	TOTAL ORGANIC PAGE IMPRESSIONS	TOTAL ORGANIC REACH	TOTAL ORGANIC ENGAGEMENT	AWARENESS
106,619	29,619,827	8,491,699	959,563	17,704

Key Insights:

- Compared to last month, there was...
 - An increase (.2%) in followers
 - An increase (248%) in reach
 - An increase (.6%) in engagement
 - An increase (216%) in awareness
 - A decrease (10%) in impressions

In February, there were increases in followers, reach, engagement and awareness. This is due to the content mix incorporating UGC of iconic imagery of the destination. There was a small decrease in impressions, as there were two videos posted in January but only one video posted in February. The decrease is also most likely due to the platform prioritizing dynamic content. Moving forward, the social team recommends both teams working together to incorporate created and curated video content to this platform.

Social Media (Organic) - Instagram

YR Numbers Represent 2021-2023 Growth

NEW FANS	IMPRESSIONS	ORGANIC REACH	ORGANIC ENGAGEMENT	Video Views
+307	127,044	102,786	15,539	15,974
TOTAL FANS	TOTAL ORGANIC PAGE IMPRESSIONS	TOTAL ORGANIC REACH	TOTAL ORGANIC ENGAGEMENT	Video Views
28,418	3,048,309	2,741,819	252,492	1,027,126

Key Insights:

Compared to last month there was...

- An increase (.4%) in followers
- An increase (18%) in reach
- An increase (32%) in impressions
- An increase (28%) in engagement
- An increase(15%) in awareness
- A decrease (66%) in video views

For February, there was an increase in followers, reach, impressions, engagement and awareness. This can be attributed to having a consistent flow of content. This is also due to the launch of a boosted paid social campaign. There was a decrease in video views due to the availability in sourced UGC. For future months, the social team would recommend focusing on creating more opportunities for dynamic and collaborative content. The social team will also continue to source UGC that performs well on this platform.

Social Media (Organic) - Twitter

YR Numbers Represent 2021-2023 Growth

NEW FANS	IMPRESSIONS	ENGAGEMENT
2	10,100	812
<hr/>		
TOTAL FANS	TOTAL ORGANIC PAGE IMPRESSIONS	TOTAL ENGAGEMENT
5,266	159,995	25,108

Key Insights:

- Compared to last month there was ...
 - An increase (68%) in impressions
 - An increase (123%) in engagement

During the month of February, there were increases in followers, impressions, and engagement. This is due to an increase in the output on content. February also saw a good content mix due to the usage of the annual content calendar and the top performing posts were informative. Moving forward, the social team will work with the PR team to create more timely posts as well as continue to create copy that is informative.

Social Media (Organic) - Facebook Top Posts



Eureka Springs, Arkansas

Feb 4 at 07:00 PM

SPOTTED: The largest spring in Northwest Arkansas! 🤗 a.k.a. [Blue Spring Heritage Center](#) .

This beautiful botanical garden is 33 acres of native plants, woodlands, meadows, and hillsides. Not to mention it's a historical landmark!

Blue Spring Heritage Center will reopen to the public on March 15th. Set your calendars! ... [see more](#)



Organic Reach
172,293

Paid Reach
0

Engaged Users
8,721

Video Views
n/a

Clicks
4,722



Eureka Springs, Arkansas is at Eureka Springs, Arkansas

Feb 3 at 04:00 PM

You know they're a keeper when the Valentine's Day gift is a trip to Eureka Springs! 🤗👍

👤: mauri.defee



Organic Reach
38,579

Paid Reach
0

Engaged Users
5,961

Video Views
n/a

Clicks
6,315

Social Media (Organic) - Instagram Top Posts

 eurekastrings



Reach
11,550

Engaged Users
1,192

Likes + Saves
1,172

Comments
20

Video Views
n/a

 eurekastrings



Reach
10,751

Engaged Users
1,018

Likes + Saves
1,004

Comments
14

Video Views
n/a

Social Media (Organic) - Twitter Top Posts



Eureka Springs @Eureka_Springs · 01 Feb

February is the month for spreading love 🥰🥰 and we'll definitely get to that (once we're done partying)!

We have a full calendar of events thanks to the #EurekaSprings Mardi Gras Krewe as well as our local business partners. Here's a list of events happening this month 📅:



Impressions

776

Engaged Users

29

Likes

13

Retweets

5

Replies

1



Eureka Springs @Eureka_Springs · 07 Feb

Let's play a game! Where can you find this beautiful room in #EurekaSprings? 🤔

We'll give you three clues:

- Newlyweds dance the night away in here
- It's been in Eureka Springs since 1905
- If you get tired there are plenty of rooms to lay your head here

👤: lolomomzo



Impressions

1,338

Engaged Users

38

Likes

15

Retweets

0

Replies

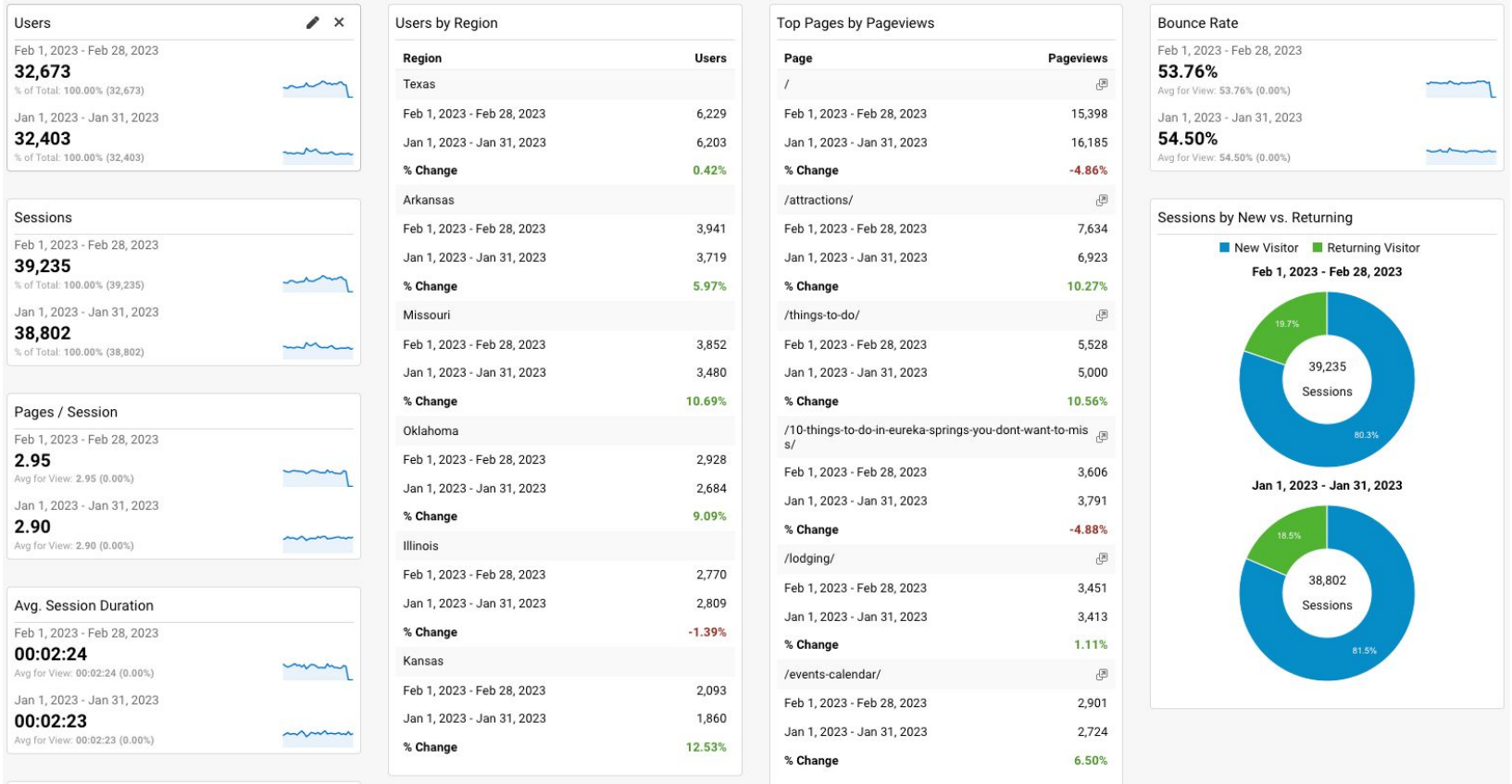
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Website Summary

- The number of users remained steady from January to February, which was to be expected with no paid media running across either month.
- There was a continued **decrease in bounce rate** (down to 53.76% from 54.5% the previous month). There was also a slight uptick in Pages / Session and % New Sessions over January (up 2.95 from 2.90).
- **Organic search was the primary driver for website visitation in February**, followed by direct traffic and social media respectively. The social media traffic is all organic as there was no paid running for the month of February.
- The most viewed pages in February (excluding the homepage) were Attractions, Things To Do, Top 10 Things Not to Miss, Lodging, and the Events Calendar pages.
- **Top states for visitation to the website were** Texas, Arkansas, Missouri, Oklahoma and Illinois respectively which are reflective of the top states from the last several months.
- The agency will be closely monitoring shifts in trends with the launch of the new website in Mid-March.

Website - Google Analytics



Website - Google Analytics

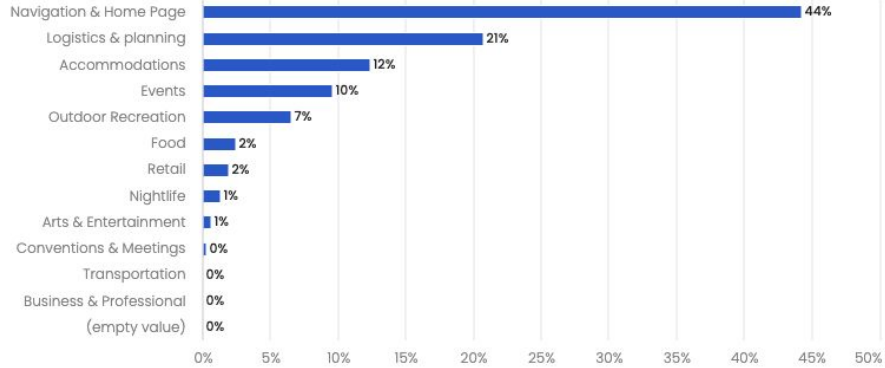


Website - Zartico

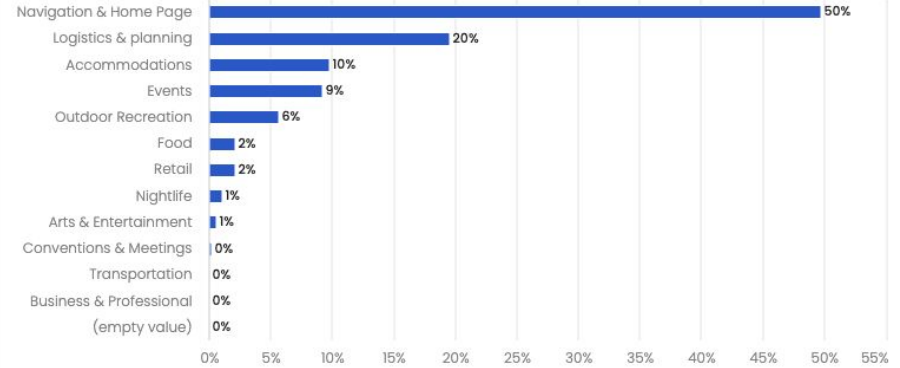
What content topics are users looking for?

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



Website - Zartico

Page Url	Sum of Pageviews ▼
https://www.eurekasprings.org/	16,233.00
https://www.eurekasprings.org/attractions/	7,704.00
https://www.eurekasprings.org/things-to-do/	5,529.00
https://www.eurekasprings.org/10-things-to-do-in-eureka-springs-you-dont-w...	3,608.00
https://www.eurekasprings.org/lodging/	3,544.00
https://www.eurekasprings.org/events-calendar/	2,956.00
https://www.eurekasprings.org/lodging/cabins-cottages/	2,841.00
https://www.eurekasprings.org/dining/	2,708.00
https://www.eurekasprings.org/attractions/shops-galleries/	2,386.00
https://www.eurekasprings.org/lodging/hotels-motels/	1,992.00
https://www.eurekasprings.org/outdoor-adventure-and-activities/	1,977.00
https://www.eurekasprings.org/attractions/page/2/	1,836.00
https://www.eurekasprings.org/activities-calendar/	1,695.00
https://www.eurekasprings.org/top-ten-spring-events/	1,325.00
https://www.eurekasprings.org/attractions/page/3/	1,284.00
https://www.eurekasprings.org/attractions/spas-massage/	1,115.00
https://www.eurekasprings.org/lodging/bed-breakfasts/	1,034.00
https://www.eurekasprings.org/onyx-cave-park/	1,027.00
https://www.eurekasprings.org/attractions/page/4/	1,004.00

A photograph of a live music performance in a bar. In the foreground, the backs of several audience members are visible, with their arms raised in the air, some making peace signs. In the background, a band is performing on a stage. One musician is playing a trumpet, another is playing a guitar, and a third is playing a saxophone. An American flag is hanging on the wall behind the stage. The scene is lit with warm, ambient lighting.

Next Steps

Looking Ahead - Planning Timeline

- **FY23 Planning:** Ongoing
 - Agency exploring in-market destination visit for April
 - Agency to schedule planning workshop
 - Agency developing Summer/Winter media and marketing strategy
- **Spring Media:**
 - Agency received signed creative and media estimates 3/10
 - Agency to execute Spring media plan
 - Includes a mix of available creative and new “value messaging” creative
- **Website Development:**
 - Agency finalizing updated business listings w/o 3/13
 - Agency to provide website for final review w/o 3/13
 - Client to provide comments or final approval w/o 3/13
- **Intelligence & Data:** Continued planning and implementation for the Zartico intelligence platform launch





THANK YOU

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