

Eureka Springs

Monthly Report | January 2023





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

Visitor Insights



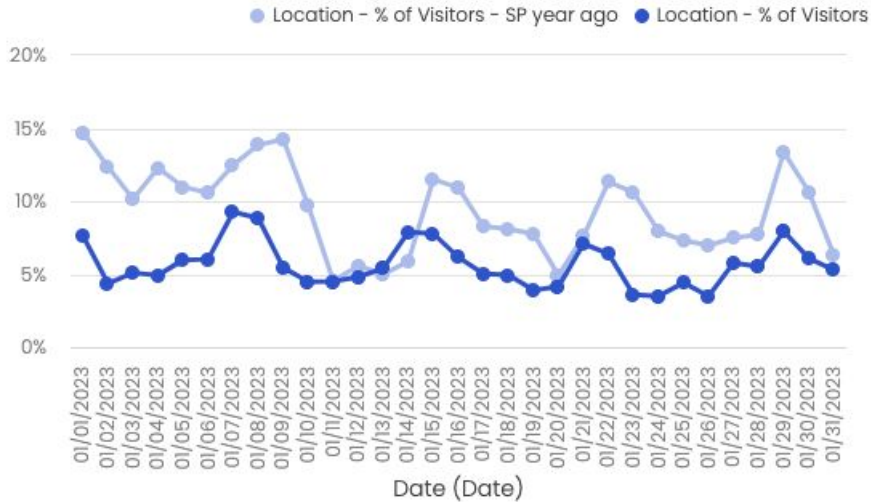


Visitor Insights - Summary

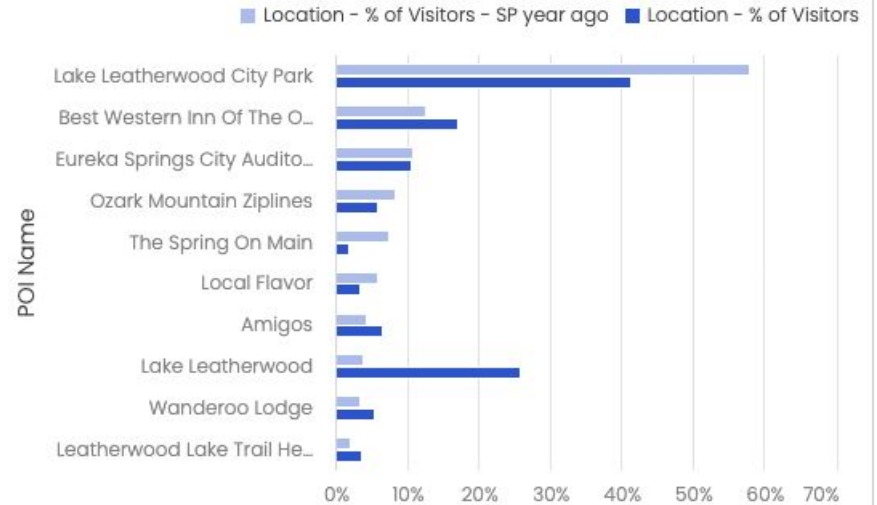
- **Visitor volume** in January started under par from the previous year then trended upward reaching slightly **below volume YoY from 2021**.
- **69% of observed visitors stayed overnight and 79% came from out of state.**
- **The Springfield, MO market was of note as it reached the #1 top visitor market**, up 2 spots from the previous month.
- The Lake Leatherwood POI was of note as it had the highest % of visitors compared to January of the year before (26%).
- **The top 5 places visited in January** align with the same top POIs from the last several months:
 - Lake Leatherwood City Park** (39% in-state, 35% out-of-state)
 - The Aud** (18% in-state, 12% out-of-state)
 - Lake Leatherwood** (17% in-state, 19% out-of-state)
 - Best Western Inn of The Ozarks** (13% in-state, 22% out-of-state)
 - Ozark Mountain Ziplines** (10% in-state, 7% 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



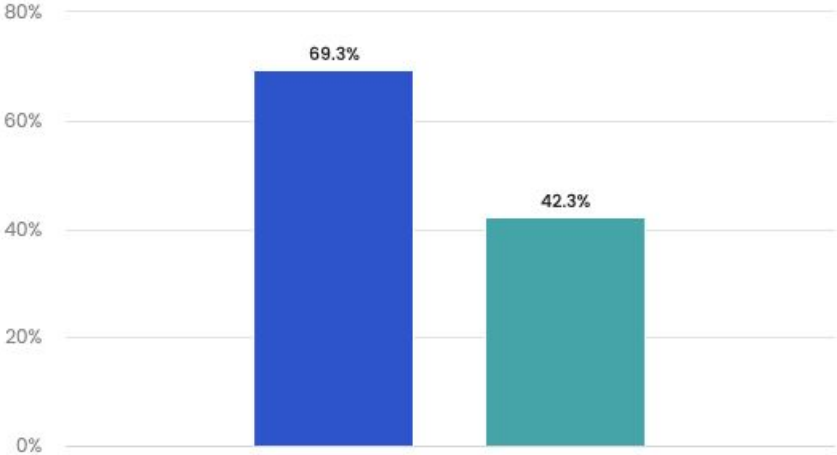
Top 10 POIs YOY



Visitor Insights - Zartico

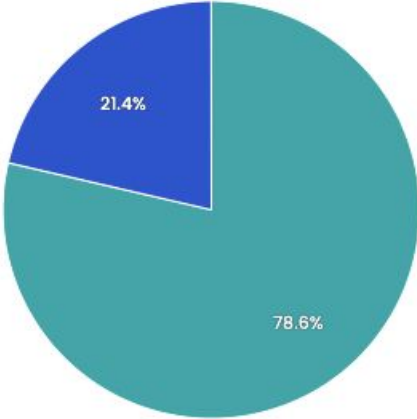
Overnight vs Day Trip Visitors

■ % Overnight Visitors ■ % Day Trip Visitors

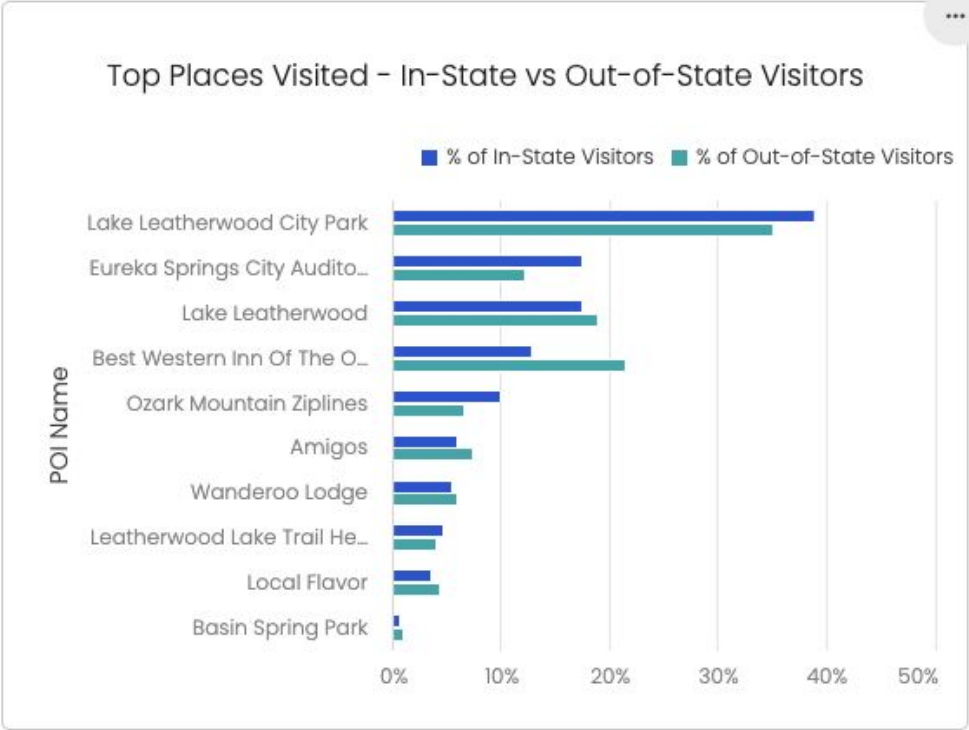


In-State vs. Out-of-State Visitors

■ Out-of-State Visitors % of Total ■ In-State Visitors % of Total



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
Dec	\$136,127

'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

Summary YTD	
2021	\$1,868,099 through December
2022	\$2,081,326 through December
% +/-	+11.41% YoY



Advertising & Marketing - Summary

- Ongoing planning for CY2023 including contract, budget, and ongoing planning for Spring media campaign
- Ongoing efforts for the new website, including:
 - Sprints 4-8:
 - Partners, Weddings & Groups, Media, Food & Drink, Plan Your Trip
 - Additional scope added for migration of the following content:
 - Events calendar, blogs, business listings
- Continued post-production efforts around the November 2022 photo and video shoot
- Attended CPAC Meetings (virtually)
- Conducted two round of onboarding meetings with the new commissioner

Advertising & Marketing - Summary Cont.

- 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 winter travel, outdoor activities, 2023 travel, Mardi Gras festivities, Valentine's Day, Spring Break, and summer destination
- Responded to media queries for best honeymoon destinations for 2023, summer family getaways, 2023 travel
- Liaised with Kristina Light (KC Parent), Cristina Hazar (Atlanta and Southbound Magazines), Catherine Smith (USA Today), Dixie Witchvoid (Influencer), Kim Reiner (Oh My Omaha)
- 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 2023 travel, Spring Break and Summer highlighting partners in destination
- Provided guidance on USA Today 10Best voting
- Participated in bi-weekly social media and PR calls

Public Relations - Metrics

(Source: Muck Rack)

January 2023 Publicity

- Estimated Impressions: 479,592,890
- Estimated Media Value: \$4,436,234.25

January 2023 - January 2023 Publicity

- Estimated Impressions: 8,264,139,815
- Estimated Media Value: \$76,746,698.5

The Pioneer Woman

20 Most Romantic Places Across America to Spend Valentine's Day



KEMWASONCCORAM.COM / GETTY IMAGES



Eureka Springs, Arkansas

With lush natural beauty, hidden caves, sparkling springs, and an eclectic downtown, this small secluded city in the Ozark Mountains has an abundance of attractions for you and your honey to check out. Take a scenic drive, get pampered at one of the many spas, look on in awe at the architecture of Thorncrowne Chapel, then delight in the boutiques, art galleries, and dining spots around town.

PLAN YOUR TRIP

BESTLIFE

The 10 Best Small U.S. Towns You Need to Visit If You're Over 60

4 | Eureka Springs, Arkansas



Located in the Ozarks, **Eureka Springs** offers quite the combination of interests and attractions older visitors will love.

"My family really loves Eureka Springs," says travel writer **Jen Billock**. "It's small, has charming architecture, and a lot of **antique shops** and small boutiques."

Thanks to its small size, you can stroll the streets of downtown Eureka Springs checking out those shops, boutiques, and architecture. Or you can sit back and relax, touring the town on one of the Eureka Springs Tram Tours. When looking for a place to stay, consider the **1886 Crescent Hotel**, complete with its own restaurants, spa, and ghosts.

ONLY IN YOUR STATE

Few People Know One Of The Nicest Restaurants In America Is Hiding In Small-Town Arkansas

Recognized by TripAdvisor as a top Date Night Restaurant in America, Le Stick Nouveau is a fine dining eatery exuding sophistication. Located below the New Orleans Hotel in historic Eureka Springs, this elegant eatery boasts the most incredible multi course dining experience. This small town restaurant in Arkansas is the nicest in the state and arguably in America. Be prepared to immerse into a sensory and euphoric dining journey.

Food is art, and Le Stick Nouveau is creating masterpieces every day. The fine dining restaurant is located in the heart of historic Eureka Springs.





Paid Media - Summary

No paid media was running for the month of January.

- Vetted media opportunities in preparation for CY23 planning, an ongoing process
- Created the flowchart shell as groundwork for CY23 Paid Media plan
- Reviewed CY22 strategy and flowchart to gain a better understanding of Eureka Springs and previous media buys, including vendors and creative analysis
- Contributed towards Paid Media portion for the End of Year 2022 report
- Examined Expedia report pertaining to 2022 data, including outlook for 2023, for input into target markets for 2023 planning
- Ongoing analysis of Zartico intelligence data to help inform strategic planning for CY23



Social Media (Organic) - Summary

- For January, 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 February 2023 content calendar to be shared across social media platforms
- Created a 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
+259	2,151,347	168,988	43,703	391
<hr/>				
TOTAL FANS	TOTAL ORGANIC PAGE IMPRESSIONS	TOTAL ORGANIC REACH	TOTAL ORGANIC ENGAGEMENT	AWARENESS
106,414	27,685,422	11,462,076	915,592	16,469

Key Insights:

- Compared to last month...
 - We saw an increase (.3%) in followers
 - We saw an increase (70%) in impressions
 - We saw an increase (24%) in engagement
- Compared to last month...
 - We saw a decrease in (40%) reach
 - We saw a decrease in (44%) awareness

In January, there were increases in followers, impressions and engagement. This is due to the content mix incorporating UGC of iconic imagery of the destination. There were similar decreases in reach and awareness. The reach decrease is most likely due to not having consistent video content. The decrease in awareness is most likely due to the comparative high-season of the holidays. Awareness is brand mentions and shares and the January time frame will show as skewed as compared to December which was filled with events. 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
+330	96,053	86,910	12,111	47,910
<hr/>				
TOTAL FANS	TOTAL ORGANIC PAGE IMPRESSIONS	TOTAL ORGANIC REACH	TOTAL ORGANIC ENGAGEMENT	Video Views
28,318	2,921,265	2,639,033	236,953	1,011,152

Key Insights:

Compared to last month...

- Increase (.2%) in followers

Compared to last month...

- Decrease in (76%) reach
- Decrease in (73%) impressions
- Decrease in (81%) video views
- Decrease in (73%) engagement
- Decrease in (83%) awareness

For January there was an increase in followers. There were decreases in reach, impressions, video views, engagement, and awareness. Similar to other platforms, this is due to having an inconsistent flow of video content. The team also utilized influencers during the months of November and December to promote Fall and Winter activities and interests which brought more engagement and awareness to the account. 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

-1

IMPRESSIONS

6,020

ENGAGEMENT

364

TOTAL FANS

5,264

TOTAL ORGANIC PAGE
IMPRESSIONS

149,895

TOTAL ENGAGEMENT

23,932

Key Insights:

- Compared to last month...
 - Decrease in (0%) followers
 - Decrease in (45%) impressions
 - Decrease in (73%) in engagement

During the month of January, there were decreases in followers, impressions, and engagement. This month saw a better content mix than the month prior however the posts in December performed better because of the timeliness and seasonality of each posts. In January the top performing posts were informative or event related. 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. The platform is also going through significant changes in ownership which has resulted in some political challenges and there is a shift within an audience where people are leaving the platform. However it is important to diversify your platforms and audiences so between different usages and different ownership.

Social Media (Organic) - Facebook Top Posts



Eureka Springs, Arkansas is at Beaver Bridge

Jan 9 at 06:00 PM

Head north of Eureka Springs on Highway 187 and you'll find the little Golden Bridge. 📍 🌟

Built in 1949 by the Pioneer Construction Company, it is the only suspension bridge open to traffic in Arkansas!

Have you ever driven over it?



Organic Reach
36,751

Paid Reach
0

Engaged Users
2,022

Video Views
n/a

Clicks
1,193



Eureka Springs, Arkansas is at Eureka Springs, Arkansas

Jan 27 at 05:00 PM

Cheers to 365 new chances to explore #EurekaSprings! 🌟

📍: giannarenata, briley_chris, _madisonmiller, ar_trail_slager



Organic Reach
18,319

Paid Reach
0

Engaged Users
1,698

Video Views
n/a

Clicks
1,653

Social Media (Organic) - Instagram Top Posts



Reach
14,208

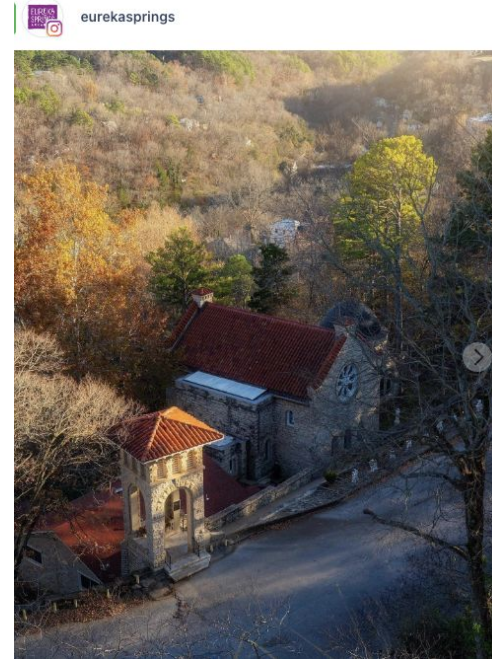
Engaged Users
1,392

Likes + Saves
1,280

Comments
26

Video Views
15,016

📍 eureka springs Downtown Eureka Springs is straight out of a movie!
👍👍👍 see more
Jan 11 at 05:19 PM



Reach
8547

Engaged Users
1101

Likes + Saves
1,082

Comments
19

Video Views
n/a

Social Media (Organic) - Twitter Top Posts



Eureka Springs @Eureka_Springs • 05 Jan

Head north of #EurekaSprings on Highway 187 and you'll find the little Golden Bridge. 🌟 ✨

Built in 1949 by the Pioneer Construction Company, it is the only suspension bridge open to traffic in Arkansas!

Have you ever driven over it?



Impressions
1,810

Engaged Users
75

Likes
27

Retweets
4

Replies
6



Eureka Springs @Eureka_Springs • 12 Jan

Cheers to 365 new chances to explore #EurekaSprings! ✨

👤: giannarenata, briley_chris, _madisonmiller, ar_trail_slager



Impressions
298

Engaged Users
16

Likes
7

Retweets
1

Replies
0



Website Summary

- The number of users increased from December to January, a surprising trend as there was no paid media running during the month of January.
- There was a **decrease in bounce rate** (down to 54.5% from 59.89% the previous month). There was also a slight uptick in Pages / Session and % New Sessions over November.
- Avg. Session Duration increased to 2:23 in January from 1:50 in December.
- **Organic search was the primary driver for website visitation in January**, 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 January.
- Other than the homepage and logistics and planning, **accommodations-related content made up the most viewed content** on the site in January, surpassing events content.
- **Top states for visitation to the website were** Texas, Arkansas, Missouri, Illinois, and Oklahoma respectively which are reflective of the top states from the last several months.

Website - Google Analytics

Users

Jan 1, 2023 - Jan 31, 2023

32,403

% of Total: 100.00% (32,403)



Dec 1, 2022 - Dec 31, 2022

27,691

% of Total: 100.00% (27,691)



Sessions

Jan 1, 2023 - Jan 31, 2023

38,802

% of Total: 100.00% (38,802)



Dec 1, 2022 - Dec 31, 2022

33,485

% of Total: 100.00% (33,485)



Pages / Session

Jan 1, 2023 - Jan 31, 2023

2.90

Avg for View: 2.90 (0.00%)



Dec 1, 2022 - Dec 31, 2022

2.49

Avg for View: 2.49 (0.00%)



Avg. Session Duration

Jan 1, 2023 - Jan 31, 2023

00:02:23

Avg for View: 00:02:23 (0.00%)



Dec 1, 2022 - Dec 31, 2022

00:01:50

Avg for View: 00:01:50 (0.00%)



Users by Region

Region	Users
Texas	
Jan 1, 2023 - Jan 31, 2023	6,203
Dec 1, 2022 - Dec 31, 2022	6,407
% Change	-3.18%
Arkansas	
Jan 1, 2023 - Jan 31, 2023	3,719
Dec 1, 2022 - Dec 31, 2022	3,763
% Change	-1.17%
Missouri	
Jan 1, 2023 - Jan 31, 2023	3,480
Dec 1, 2022 - Dec 31, 2022	2,646
% Change	31.52%
Illinois	
Jan 1, 2023 - Jan 31, 2023	2,809
Dec 1, 2022 - Dec 31, 2022	2,130
% Change	31.88%
Oklahoma	
Jan 1, 2023 - Jan 31, 2023	2,684
Dec 1, 2022 - Dec 31, 2022	2,525
% Change	6.30%

Top Pages by Pageviews

Page	Pageviews
/	
Jan 1, 2023 - Jan 31, 2023	16,185
Dec 1, 2022 - Dec 31, 2022	12,599
% Change	28.46%
/attractions/	
Jan 1, 2023 - Jan 31, 2023	6,923
Dec 1, 2022 - Dec 31, 2022	4,460
% Change	55.22%
/things-to-do/	
Jan 1, 2023 - Jan 31, 2023	5,000
Dec 1, 2022 - Dec 31, 2022	4,563
% Change	9.58%
/10-things-to-do-in-eureka-springs-you-dont-want-to-miss/	
Jan 1, 2023 - Jan 31, 2023	3,791
Dec 1, 2022 - Dec 31, 2022	2,081
% Change	82.17%
/lodging/	
Jan 1, 2023 - Jan 31, 2023	3,413
Dec 1, 2022 - Dec 31, 2022	1,907
% Change	78.97%

Bounce Rate

Jan 1, 2023 - Jan 31, 2023

54.50%

Avg for View: 54.50% (0.00%)



Dec 1, 2022 - Dec 31, 2022

59.89%

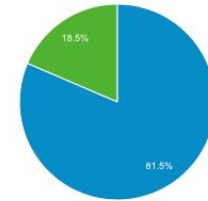
Avg for View: 59.89% (0.00%)



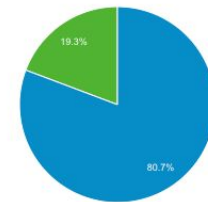
Sessions by User Type

■ New Visitor ■ Returning Visitor

Jan 1, 2023 - Jan 31, 2023



Dec 1, 2022 - Dec 31, 2022

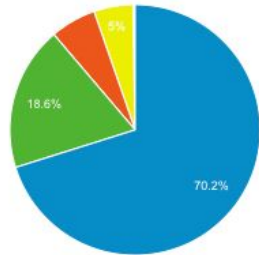


Website - Google Analytics

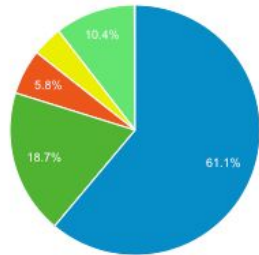
Sessions by Channel

Organic Search Direct Social Referral
Display Other

Jan 1, 2023 - Jan 31, 2023



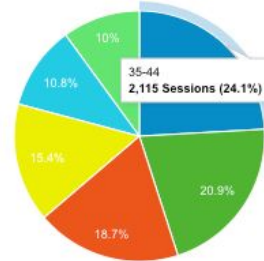
Dec 1, 2022 - Dec 31, 2022



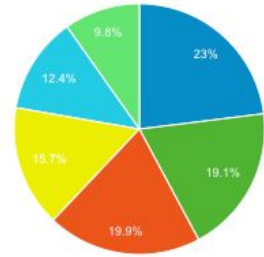
Sessions by Age

35-44 45-54 25-34 55-64 18-24
Other

Jan 1, 2023 - Jan 31, 2023



Dec 1, 2022 - Dec 31, 2022

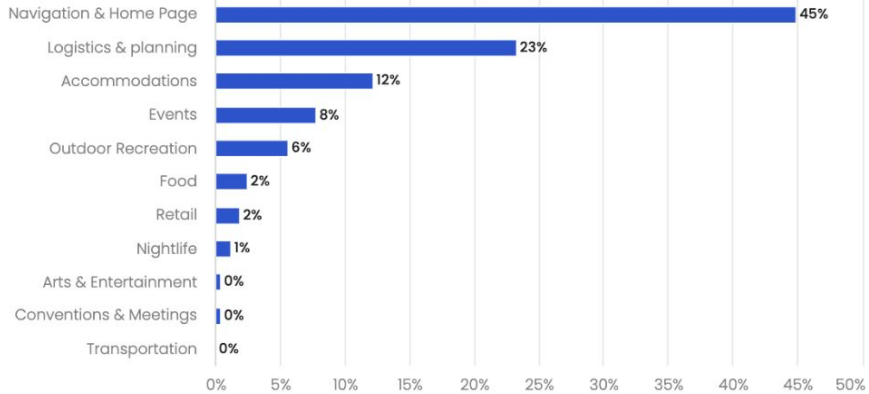


Website - Zartico

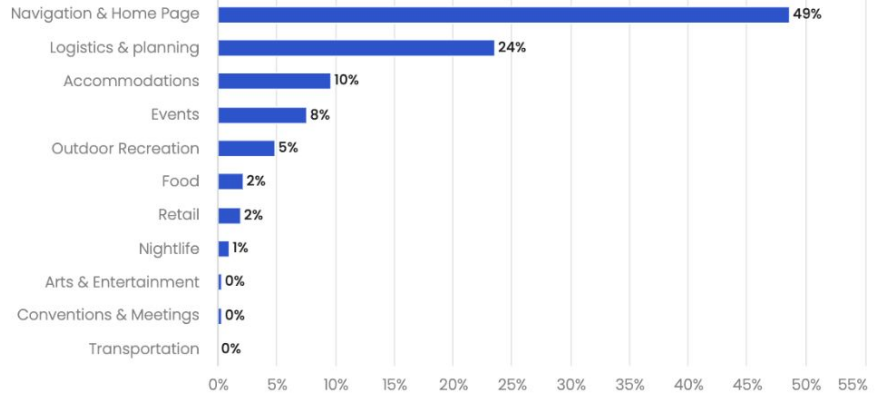
What content topics are users looking for?

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



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, 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 developing Summer - Winter media and marketing strategy
- **Spring Media:**
 - Agency to present media estimates for Spring campaign which will launch 2/20
- **Website Development:**
 - February 15 - Kick off website review
 - February 17 - Approval needed
 - February 21 - Tentative live date
 - Dependant on the level of edits requested on the 17th
- **Intelligence & Data:** Continued planning and implementation for the Zartico intelligence platform launch





THANK YOU

PARADISE | 2023