

# Eureka Springs

Monthly Report | March 2023





# Table of Contents

- Sales Tax Collection By Month
- Visitor Insights
- Advertising & Marketing Summary
- Public Relations Summary + Metrics
- Paid Media Summary + Metrics
- Organic Social Media + Metrics
- Website Summary + Metrics
- Looking Ahead - Planning Timeline

[March 2022 Report:](#)

[www.visiteurekasprings.com/partners/capc-partner-resources/](http://www.visiteurekasprings.com/partners/capc-partner-resources/)

# 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	\$119,876
Mar	\$158,110
Apr	TBD
May	TBD
Jun	TBD
Jul	TBD
Aug	TBD
Sep	TBD
Oct	TBD
Nov	TBD
Dec	TBD

Summary YoY To Date	
2022	\$337,467 for Jan - March
2023	\$405,487 for Jan - March
% +/-	+20.14% YoY



## Highlights

- The collections for March 2023 were exceptional.
- The best March sales tax collections in 10 years.
- On track for April 2023 sales tax collections to also set a new remittance record.
-



## Highlights

- Our renewed focus on social media (both paid and organic) is producing results \*Amy Grant Concert, live music at Basin Spring Park, St. Patrick's Day, etc...)
- Important that we continue to provide internally produced social media posts and Paradise produced social media support to make sure we are targeting both in-market and out-of-market audiences.
- The Paradise & CAPC developed a strong and very productive partnership over the last few months and proof is in the results so far.



# Visitor Insights



## Visitor Insights - Summary

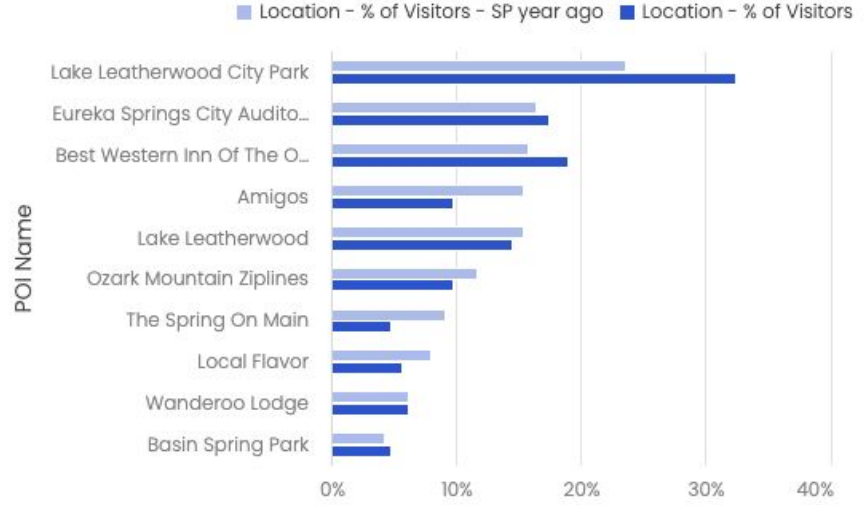
- **Visitor volume** in March was slightly **below volume** when compared to **March 2022**.
- **64%** of observed visitors stayed overnight and **80%** came from out of state.
- **The Springfield, MO market was of note** as it held the **#1 top visitor market** from February and had the highest percentage of overnight stays. Springfield is a top target market for Paradise media for this year.
- **Day trip visitors made up 63% of visits in March, a 75% increase from March 2022.**
- **The average visitor spend in March increased from \$107 to \$129** when compared to March of 2022.
- When taking a deeper look into visitor spending data, **retail and food were the top categories for visitor spend in March 2023**. Retail also saw a **\$22 increase in average spend per visitor** when compared to the previous year.

# Visitor Insights - Zartico

Visitor Flow - YOY - Daily

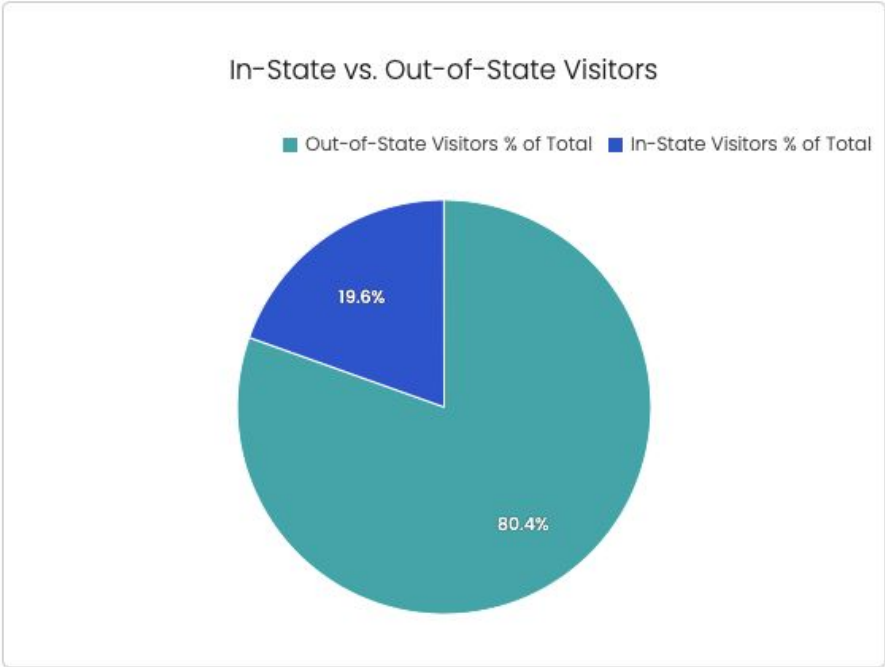
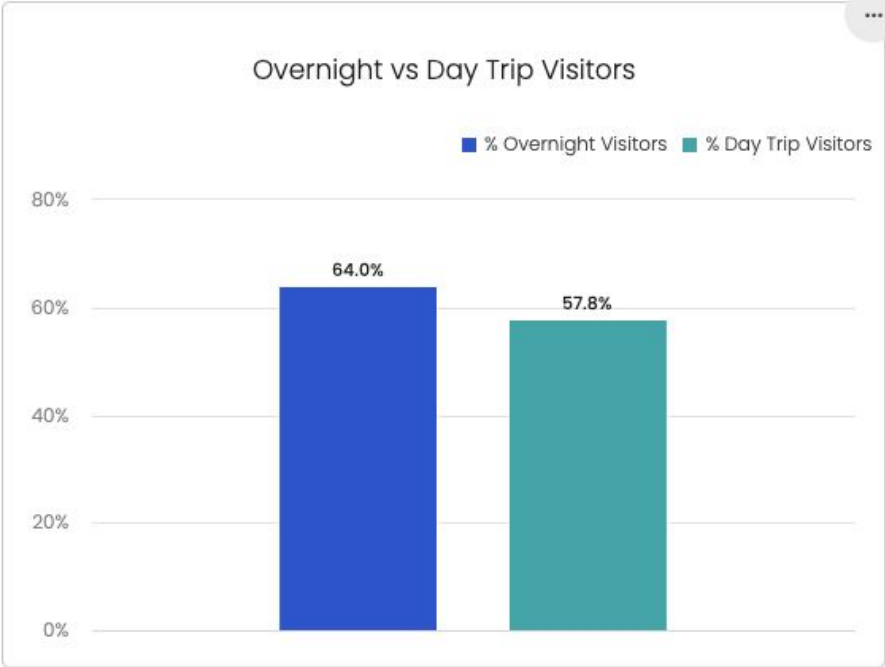


Top 10 POIs YOY

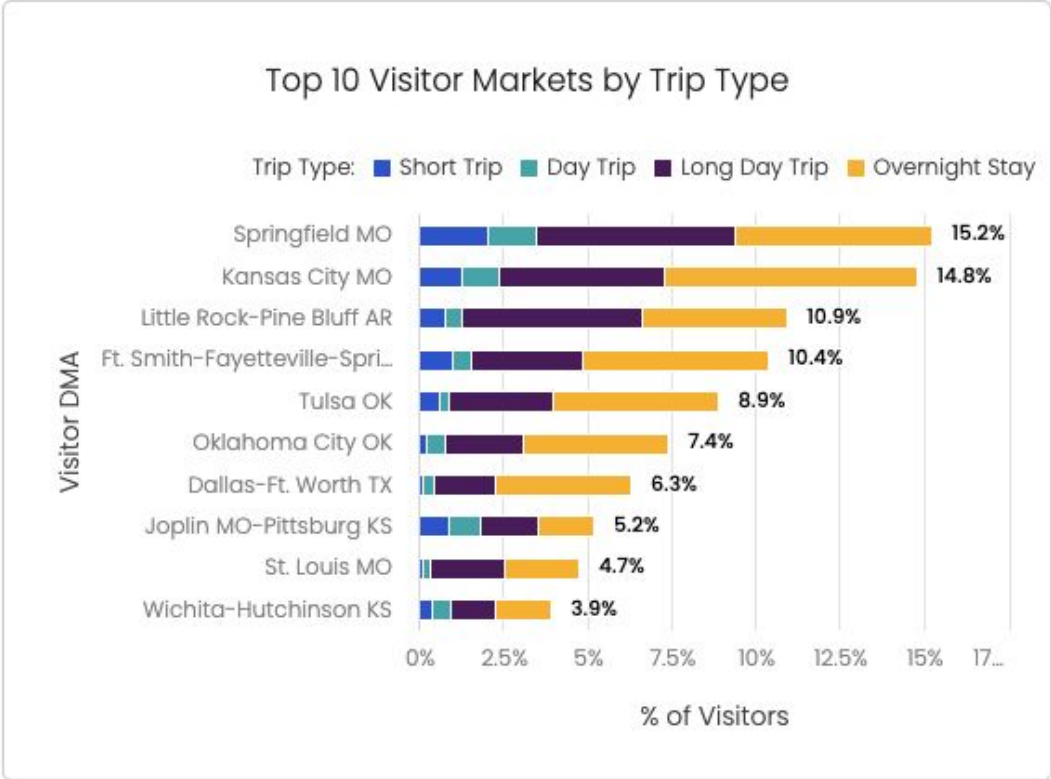




# Visitor Insights - Zartico



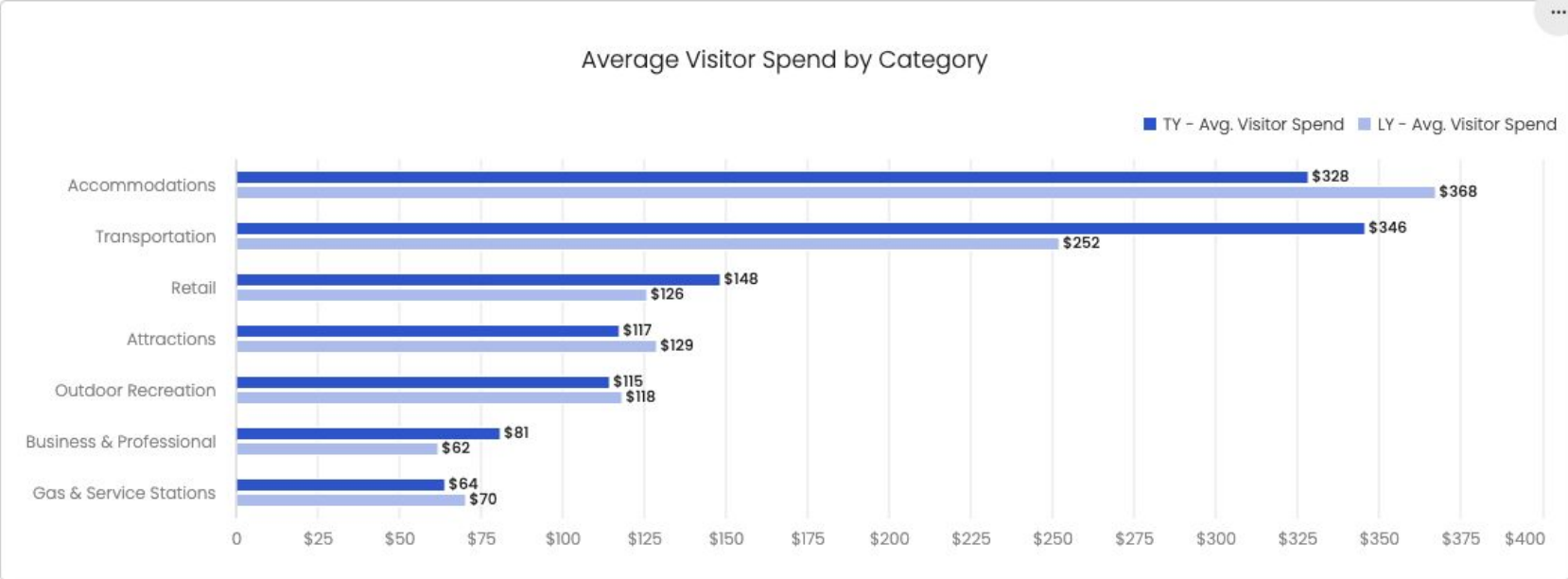
# Visitor Insights - Zartico



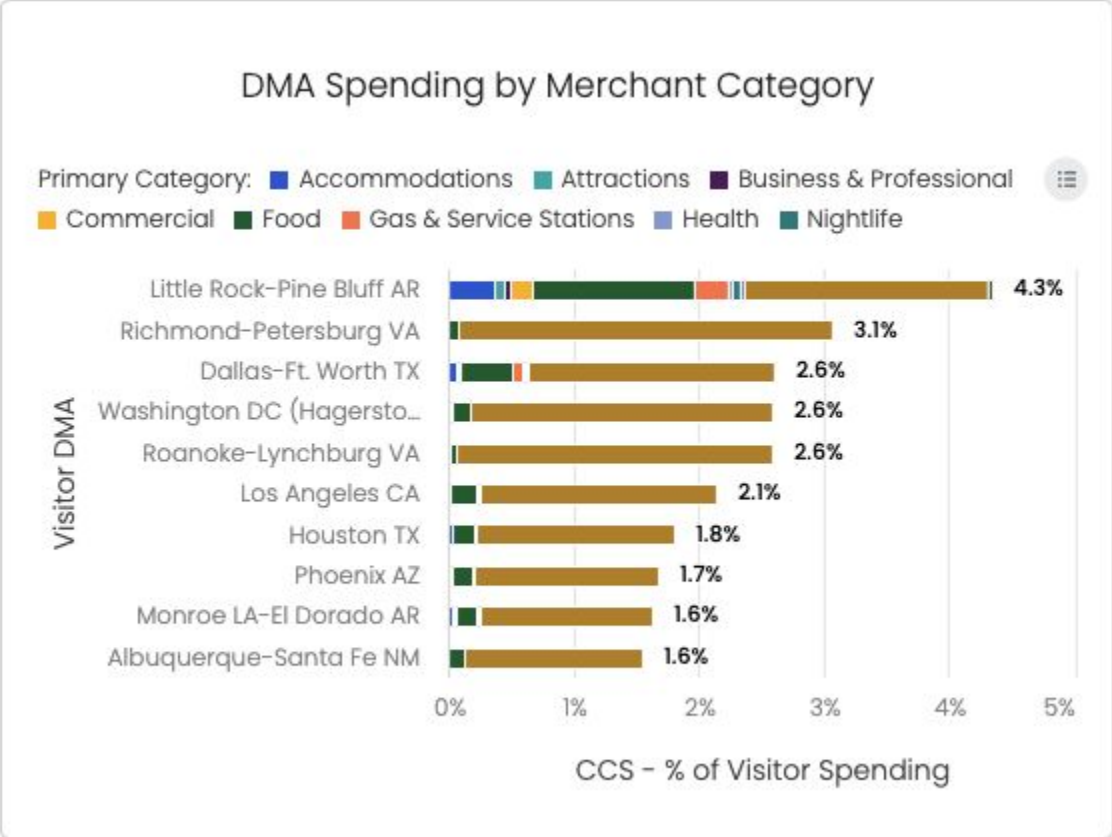
# Visitor Insights - Zartico

## How does average visitor spending by category compare to the previous year?

Source: Affinity. Note: This data does not include online transactions. Therefore the Accommodations category would not include short-term rentals where the card is not swiped in-market. The Transportation category includes rental cars/RVs, taxi/limo services, cruise ships, airports and travel agencies & tour operations. Tip: Click into a Category to see what merchant categories visitors are spending on within that Category.



# Visitor Insights - Zartico



# Visitor Insights - Zartico

## How does your destination's average visitor spending compare to last year?

Source: Affinity. Note: This insight is not configured to the Date Range filter above and will instead always show the current year compared to the previous year.  
Tip: Click into a month to see the YOY change in Avg. Visitor Spending by Category. LY = Last Year, TY = This Year.



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 has several vehicles, including a red car and several motorcycles, traveling along it. In the background, rolling hills and more forest are visible under a soft, hazy sky. The text "Monthly Report" is centered over the middle of the image in a large, white, sans-serif font.

# Monthly Report



# Advertising & Marketing - Summary

- Finalized media and creative estimates for fulfillment of the Spring media campaign.
- Facilitated creative approvals of Spring media creative with CAPC staff.
- Worked with media vendors to launch Spring campaign.
  - Including campaign setup and trafficking creative.
- Began planning for CY23 Summer & Fall/Winter campaigns.
- New website launched 3/20.
  - Agency working with client on refinements and additions.
  - Provided ongoing web maintenance support for CAPC staff.
- Attended CPAC Meetings (virtually).
- Conducted weekly status meetings with CAPC staff.
- Continued to conduct meetings with various media vendors for current and upcoming media campaigns, an ongoing process.
- Continued to monitor and review media usage and traveler behavior trends to apply to future strategic plans.
- Communicated and completed various social media requests from CAPC as needed.
- Developed and sent monthly reports for review.



## Public Relations - Summary

- Continued proactive outreach to top-tier national publications, keeping seasonality and affordable travel at forefront of messaging.
- Pitched outdoor activities, Summer travel, and Earth-related holidays.
- Drafted material for 2024 Eclipse “One Year Away” pitch.
- Responded to media queries for Summer Family Destinations, Best Memorial Day Fishing Locations in the U.S.
- Liaised with Sarah Tidwell (Trips to Discover), and Wendy Pramik (AAA Explorer).
- Gathered information for writer regarding historical aspects of Eureka Springs to assist with editor pitch.
- Vetted incoming media requests on an ongoing basis.
- Continued to position and pitch Eureka Springs as an "open-air hidden gem," aligning with travelers' desires for spacious, safe destinations.
- Continued to develop pitch material for upcoming Summer travel, highlighting partners in destination.



# Public Relations - Metrics

(Source: Muck Rack)

## March 2023 Publicity

- Estimated Impressions: 1,355,383,227
- Estimated Media Value: \$12,537,294.87

## January 2023 - March 2023 Publicity

- Estimated Impressions: 1,875,700,086
- Estimated Media Value: \$17,350,225.85



### The Ultimate List Of Underrated Travel Destinations: 43 Must-Visits For 2023

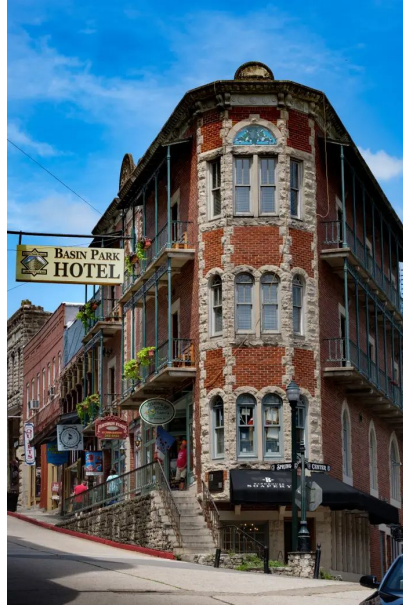
16. Eureka Springs, Arkansas: For Spooky Enthusiasts and Artsy Explorers



Immerse yourself in the haunted history, vibrant arts scene, and breathtaking nature of Eureka Springs, a charming small town with a Halloweentown twist. Read the full article by Nicholson Ogiwie, as told to Buzzy, here - John S Stewart / Getty Images/Stockphoto  
© Provided by BuzzFeed

# BuzzFeed

Eureka Springs, Arkansas:  
Where Halloweentown Comes  
To Life



# WorldAtlas

The 7 Most Picturesque Small Towns In  
Arkansas

## Eureka Springs



Historic downtown Eureka Springs, AR, with boutique shops and famous buildings, via Rachael Martin / Shutterstock.com

Nestled in the heart of the Ozark Mountains, [Eureka Springs](#) is a Victorian-era town renowned for its natural springs and breathtaking beauty. The town's centerpiece, Lake Leatherwood City Park, spans over 1,600 acres and is surrounded by lush forests, picturesque trails, and an idyllic lake perfect for boating, fishing, and even wildlife watching. The park is also home to the historic Lake Leatherwood Dam, an impressive stone structure built in the 1940s by the Civilian Conservation Corps. While in Eureka Springs, be sure to explore the winding paths along the banks of the crystal-clear White River for a serene and unforgettable experience. This charming town also offers numerous art galleries, delightful shops, and cozy eateries, enhancing the allure of this enchanting destination nestled amid nature's splendor.

An aerial photograph of a wooden canoe with two people inside, navigating a pond densely populated with green lily pads. The water is dark, and the lily pads are scattered across the surface, creating a textured pattern. The canoe is positioned in the lower-left quadrant of the frame, moving towards the center. The text 'Paid Media Results' is overlaid in the center of the image in a large, white, sans-serif font.

# Paid Media Results



## Paid Media - Summary

The **Spring Campaign** continued in market with Paid Social boosted posts, along with additional media partners launching on 3/20.

Please see next slide for more details on media vendors running and campaign dates.

### Performance Highlights:

- Total Impressions: 835,253
- Total Clicks: 2,942
- CTR: 0.35%
  - *More than 3x industry benchmark of 0.08%*
- Total Video Views: 138,177
- VCR: 85%
  - *Above the industry benchmark of 70%*

*Industry benchmarks: CTR for display banners - 0.08-0.10%,  
Native - 0.25%, Video VCR 70%*

# Paid Media - Summary Cont.

Overview assets + target markets running during March for vendors:

- **Expedia** (Campaign Dates 3/20 - 4/30)
  - Display running for Spring Campaign
- **Facebook/Instagram** (Campaign Dates 2/20 - 4/16)
  - Boosted posts running for Spring Campaign
- **Google** (Campaign Dates 3/20 - 4/30)
  - Paid Search running for Spring Campaign
- **MobileFuse** (Campaign Dates 3/20 - 4/30)
  - Display banners running for Spring Campaign and Value Messaging
- **Strategus** (Campaign Dates 3/20 - 4/30)
  - Video and display banners running for Spring Campaign
- **VRBO** (Campaign Dates 3/20 - 4/30)
  - Display banners running for Spring Campaign

## Top performing Media Partners in March:

### In Click-Through Rate:

- Mobilefuse: 0.71% CTR

### In Video Completion Rate:

- Strategus: 85% VCR

**All partners performing well above expected benchmarks!**

*Industry benchmarks: CTR for display banners - 0.08-0.10%, Native - 0.25%, Video VCR 70%*

# Paid Media - Expedia/VRBO

From those exposed to Expedia and VRBO advertising in the month of March:



## POS Summary

POS Name	Attr. Ad Spend \$	Impressions	Clicks	CTR	View thru \$	Click thru \$	Gross Bkg \$	ROAS
VRBO United States	\$3,842	109,766	196	0.18%	\$63	\$0	\$0K	0.0
Expedia US	\$2,540	90,555	76	0.08%	\$5,768	\$0	\$6K	2.3
Grand Total	\$6,382	200,321	272	0.14%	\$5,831	\$0	\$6K	0.9

- Media CTR at 0.14% CTR (*above benchmark of 0.08%*)
- 44 room nights were booked
- \$5,800 in gross bookings were generated
- Advertising for March delivered a 0.09 ROAS (Return On Ad Spend)
  - **Campaign launched on 3/20. Results are expected to increase as the campaign matures.**

# Paid Media - Expedia/VRBO

Sample ads.

**Vrbo** Get the app Trip Boards Log in Sign up Help Feedback USD (\$) EN List your Property

Where Fayetteville, AR, United States of A... Check-in 06/18/23 Check-out 06/24/23 Guests 4

Fayetteville, AR (XNA-Northwest Arkansas Regional) 300+ properties Sort

Need flexibility? We've got you. Some places let you cancel for free closer to your check-in date. Check the property's policy for details.

**Premier Host**  
 Only 14 Minutes to the University of Arkansas! Country Living in Town!  
 Sleeps 6 - 3 bedrooms - 4 beds  
 Exceptional 9/5  
 \$132/night  
 \$5.0 (116 reviews)

**Premier Host**  
 Beautiful 3 Bedroom & 2 Bath/Clean & Sleek  
 Sleeps: 6  
 Exceptional 5.0

United States of America - Arkansas - Bentonville  
**Beautiful 3 Bedroom, 2.5 Bath/Sleeps 6**  
 \$163/night  
 \$5.0 (170 reviews)

Even our downtown is a work of art. CURIOUS, INDEED.

One place. Many ways to take the plunge. CURIOUS, INDEED.

One place. Many ways to take the plunge. CURIOUS, INDEED.

**Expedia** More travel English List your property Support Trs Login

English Fayetteville, AR, United States of Amer... From Jul 23 - Jul 26 To 1 travelers, 1 room

See how we pick our recommended properties

Save an average of 15% on thousands of hotels when you're signed in

Search by property name  
 e.g. Marriott

Filter by  
 Regular Rates  
 Pool  
 All-Inclusive Resort  
 Breakfast included  
 Pet-friendly  
 Hotel

Price per night  
 \$120+

Guest rating  
 Any  
 Wonderful 3+  
 Very good 4+  
 Good 7+

Star rating  
 1★  
 2★  
 3★  
 4★  
 5★

Payment type  
 Fully refundable  
 Reserve now, pay later

Property type  
 All-inclusive resorts

**Holiday Inn Express Hotel & Suites Bentonville, an IHG Hotel**  
 8.6/10 Excellent (530 reviews)  
 \$159/night  
 \$1,082 total  
 Includes taxes & fees

**Hilton Garden Inn Bentonville Rogers**  
 8.4/10 Very Good (179 reviews)  
 \$142/night  
 \$1,008 total  
 Includes taxes & fees

**Wingate by Wyndham Bentonville AR**  
 8.4/10 Very Good (1,003 reviews)  
 \$87/night  
 \$714 total  
 Includes taxes & fees

**Wingate by Wyndham Bentonville AR**  
 8.6/10 Excellent (548 reviews)  
 \$87/night  
 \$714 total  
 Includes taxes & fees

Roundtrip 4 travelers Economy Any airline More options  
 Leaving from Washington, DC (IAD-Washington... Departing Jul 23  
 Returning to Fayetteville, AR (XNA-Northwest Ar... Returning Jul 29

Filter by  
 Stops  
 1 Stop (22)  
 2+ Stops (6)

Airlines  
 United (0)  
 American Airlines (0)  
 Delta (0)

Travel and baggage  
 Seat choice included  
 Carry-on bag included  
 No cancel fee  
 No change fee

Departure time in Washington  
 Morning (3:00am - 5:59am)  
 All-day (6:00am - 9:59am)  
 Evening (10:00pm - 11:59pm)

Choose departing flight Choose returning flight Review your trip

Flexible dates Complete prices for nearby dates

Prices displayed include taxes and may change based on availability. You can review any additional fees before checkout. Prices are not final and you can purchase your tickets.

6:05am - 9:14am  
 4h 1m (stop)  
 3am in Atlanta (ATL)  
 \$481  
 Roundtrip per traveler

9:15am - 9:13pm  
 12h 56m (2 stops)  
 12h 40m in Charlotte (CLT) - 2h 26m in New York (LGA)  
 \$518  
 Roundtrip per traveler

9:15am - 9:13pm  
 12h 56m (2 stops)  
 12h 40m in Charlotte (CLT) - 2h 26m in New York (LGA)  
 \$518  
 Roundtrip per traveler

One place. Many ways to take the plunge. CURIOUS, INDEED.

Travel smarter and grab a

# Paid Social - Facebook/Instagram

The Boosted Posts media buy launched on 2/20 and continued through March as part of the **Spring Campaign**. The campaign ran with the objective of driving Awareness/Engagement to get a broad reach and large number of impressions, as well as driving engagement (people liking, commenting or sharing).

In April, additional paid social ads as part of the **Spring Campaign** will launch.

## March Results:

- Impressions: 1,451,436
- Post Engagement: 123,698
- Clicks: 8,478
- CTR: 0.58%
  - *Industry benchmark = 0.9%*

## Top Performing Boosted Ad:

Eureka Springs, Arkansas ...

Sponsored ·

Looking for live music and drinks? Head down to The Wanderoo!

...See more

eurekasprings.org  
Eureka Springs Arkansas [Learn more](#)

# Paid Media - Google Paid Search

As part of the **Spring Campaign**, the Paid Search campaign on Google launched 3/20 with the objective of reaching people with interest in Eureka Springs and travel to drive engagement and interest.

## March Results:

- Impressions: 5,261
- Total Clicks: 1,551
- Avg. CTR: 29.48%
  - *Industry benchmark = 4%*
- Avg. CPC: \$0.53
  - *Industry benchmark = \$1.54*

## Top Performing Spring Ad:

Places to visit in Eureka | Eureka Springs  
Arkansas | Curious, Indeed

Check out everything there is to do in naturally beautiful Eureka Springs. There's as little or as much as you would like to do in our quirky corner of...





# Paid Media - Google Paid Search

<input type="checkbox"/> ● Ad group	Status	Ad group type	Impr.	CTR	Cost	↓ <a href="#">Clicks</a>
<input type="checkbox"/> ● visit	Eligible	Standard	3,429	35.37%	\$640.20	1,213
<input type="checkbox"/> ● events	Eligible	Standard	1,500	18.27%	\$145.04	274

## Top Performing Keywords:

1. Places to visit in Eureka Springs
2. Eureka Springs events
3. Visit Eureka Springs
4. Arkansas events
5. Arkansas places to visit
6. Eureka Springs attractions
7. Events in Eureka Springs
8. Eureka Springs April

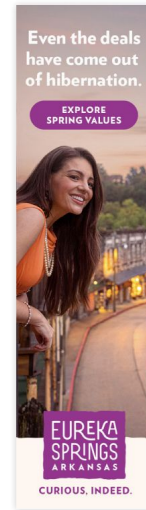
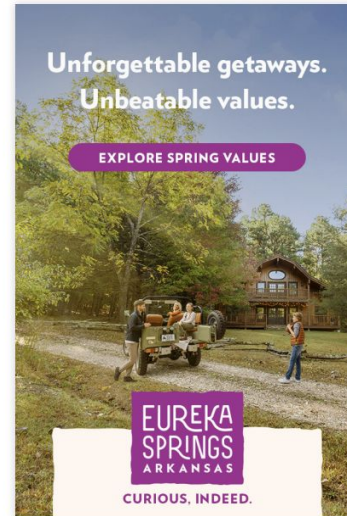
# Paid Media - MobileFuse

MobileFuse launched on 3/20 serving both native and banner ads and reaching users whose mobile devices have been to state parks and participated in adventures such as kayaking, biking, hiking, local breweries, and local wineries. Or spent money shopping at stores like REI and Bass Pro Shops. App Affinity was included to target users who have nature, adventure, outdoor, eco-friendly or culinary apps on their mobile devices.

## March Results:

- Total Impressions Served: 240,288
- Total Clicks: 2,437
- CTR: 0.71%
  - *Well above industry benchmark of 0.08%*

Sample ads.



160X600

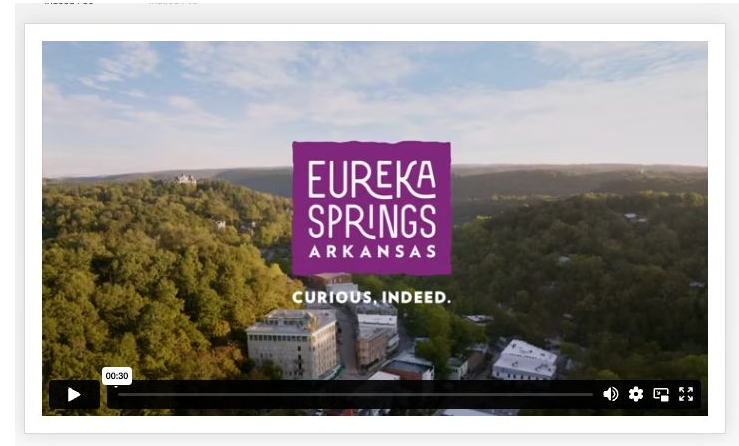


# Paid Media - Strategies

There are three elements in this sequential targeting campaign: TV (streaming) commercials, digital video/pre-roll, and display banners. Strategus, a streaming partner, delivers :15 and :30 TV commercials to target audiences across any device (Smart TV screens, laptop or phone). Then the same audience who saw the commercials are retargeted with online pre-roll video and banner ads. Lastly, those who have visited Eureka Springs' website will be retargeted with more streaming, online video, or display banners.

## March Results:

- Total Impressions Served: 239,682
- Total Clicks: 377
- CTR: 0.16%
  - *Above industry benchmark of 0.08%*



<https://vimeopro.com/paradiseagency/esp-0051-fy-21-brand-shoot-curious-indeed-video-edits>



## Social Media (Organic) - Summary

- For March, the annual content strategy was implemented 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 April 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
+282	1754095	98000	44,268	165
<hr/>				
TOTAL FANS	TOTAL ORGANIC PAGE IMPRESSIONS	TOTAL ORGANIC REACH	TOTAL ORGANIC ENGAGEMENT	AWARENESS
106856	31,373,922	12,148,321	1,003,831	17,869

## Key Insights:

- Compared to last month, there was...
  - (0.22%) increase in followers
  - (83%) decrease in reach
  - (0.68%) increase in engagement
  - (86%) decrease in awareness
  - (9%) decrease in impressions

In March, there was an increase in both followers and engagement. This was due to the paid social campaign and the existing content mix on the page. There were also decreases in reach, awareness, and impressions. This was due to the delay in the approval of calendars. The social team has rescheduled all overflow content from the March calendar to April.

# Social Media (Organic) - Instagram

YR Numbers Represent 2021-2023 Growth

NEW FANS <b>+368</b>	IMPRESSIONS <b>23,926</b>	ORGANIC REACH <b>22,607</b>	ORGANIC ENGAGEMENT <b>3023</b>	Video Views <b>0</b>
TOTAL FANS <b>28,568</b>	TOTAL ORGANIC PAGE IMPRESSIONS <b>3,072,235</b>	TOTAL ORGANIC REACH <b>2,764,426</b>	TOTAL ORGANIC ENGAGEMENT <b>255,515</b>	Video Views <b>1,027,126</b>

## Key Insights:

Compared to last month there was...

- (0.5%) increase in followers
- (78%) decrease in reach
- (81%) decrease in impressions
- (80%) decrease in engagement
- (72%) decrease in awareness
- (100%) decrease in video views

In March, there was an increase in followers. There were also decreases in reach, impressions, engagement, awareness, and video views. This was most likely due to the consistency of posting. There was a delay in the approval of calendars, and therefore a delay in the scheduling of calendars. The social team has rescheduled all overflow content from the March calendar to April.

# Social Media (Organic) - Twitter

YR Numbers Represent 2021-2023 Growth

NEW FANS

-24

IMPRESSIONS

2308

ENGAGEMENT

285

---

TOTAL FANS

5,242

TOTAL ORGANIC PAGE  
IMPRESSIONS

162303

TOTAL ENGAGEMENT

25108

## Key Insights:

- Compared to last month there was ...
  - (77%) decrease in impressions
  - (64%) decrease in engagement

In March, there were decreases in impressions and engagement. This was due to the consistency of posting. There was a delay in the approval of calendars, and therefore a delay in the scheduling of calendars. The social team has rescheduled all overflow content from the March calendar to April.

# Social Media (Organic) - Facebook Top Posts

 **Eureka Springs, Arkansas** is at **The Farm - Campground...**  
Mar 25 at 09:00 PM

Hey Eurekaans! Set your calendars: Deadhead Productions presents SPACEBERRY 2023 🍓🍷🎸🎵🌲

Join us May 11 – 13th, 2023 for 3 nights of music, camping, and food & craft vendors.

🌲 Camp under the stars at the Farm Campground & Events. You'll be surrounded by 160 acres of national forest, Beaver Lake, Table Rock Lake, and the White River all within 5 miles of the venue. ... [see more](#)



 Like     Comment     Share


**Organic Reach**  
28,763

**Paid Reach**  
0

**Engaged Users**  
1718

**Video Views**  
n/a

**Clicks**  
1,580


 **Eureka Springs, Arkansas** is in **Eureka Springs, AR** ...  
Published by Agorapulse · March 22 at 10:01 PM · 🌐

Spring Break in the Ozarks? We think "YES" 🌲🍷🎸

How will you spend your trip? 🗣️ Here are some ideas:

- 🗣️ Explore our Historic Downtown
- 🚴 Shred through miles of biking trails
- 🚣 Paddling through our magical waterways

📍: pastel.chi, asprinkleofcourtney, 4barkansas



**Organic Reach**  
10,669

**Paid Reach**  
0

**Engaged Users**  
782

**Video Views**  
n/a

**Clicks**  
611



# Social Media (Organic) - Instagram Top Posts

 eureka springs



**Reach**  
11,612

**Engaged Users**  
1,242

**Likes + Saves**  
1,225

**Comments**  
17

**Video Views**  
n/a

eureka springs Well, I would-ja look at that. It's the largest spring in Northwest Arkansas! 🌟 a.k.a. Blue Spring Heritage Center ... see more

Mar 4 at 11:30 AM







**Reach**  
6,600

**Engaged Users**  
738

**Likes + Saves**  
725

**Comments**  
13

**Video Views**  
n/a

eureka springs Our views are just as ✨magical✨ as our waters! Don't you agree? 🌟 ... see more

Mar 27 at 09:00 PM

# Social Media (Organic) - Twitter Top Posts



**Eureka Springs** @Eureka\_Springs • 30 Mar

Patiently waiting for spring weather to arrive. There's no better feeling than hiking Lake Leatherwood on a sunny day! ☀️ #EurekaSprings

With over 25 miles of trails, you're guaranteed to spend the whole day enjoying the outdoors!

👤: shamus\_okingsley



**Impressions**

631

**Engaged Users**

7

**Likes**

4

**Retweets**

0

**Replies**

0



**Eureka Springs** @Eureka\_Springs • 31 Mar

For over 30 years, Turpentine Creek Wildlife Refuge has rescued over 500 animals from private owners, roadside zoos, and situations of abuse and neglect. This is a must-see destination in #EurekaSprings. 🐾🐾🐾

Learn more ➡️ [bit.ly/3YTeVOO...](https://bit.ly/3YTeVOO...)

👤: j\_richtercaptures



**Impressions**

211

**Engaged Users**

6

**Likes**

3

**Retweets**

0

**Replies**

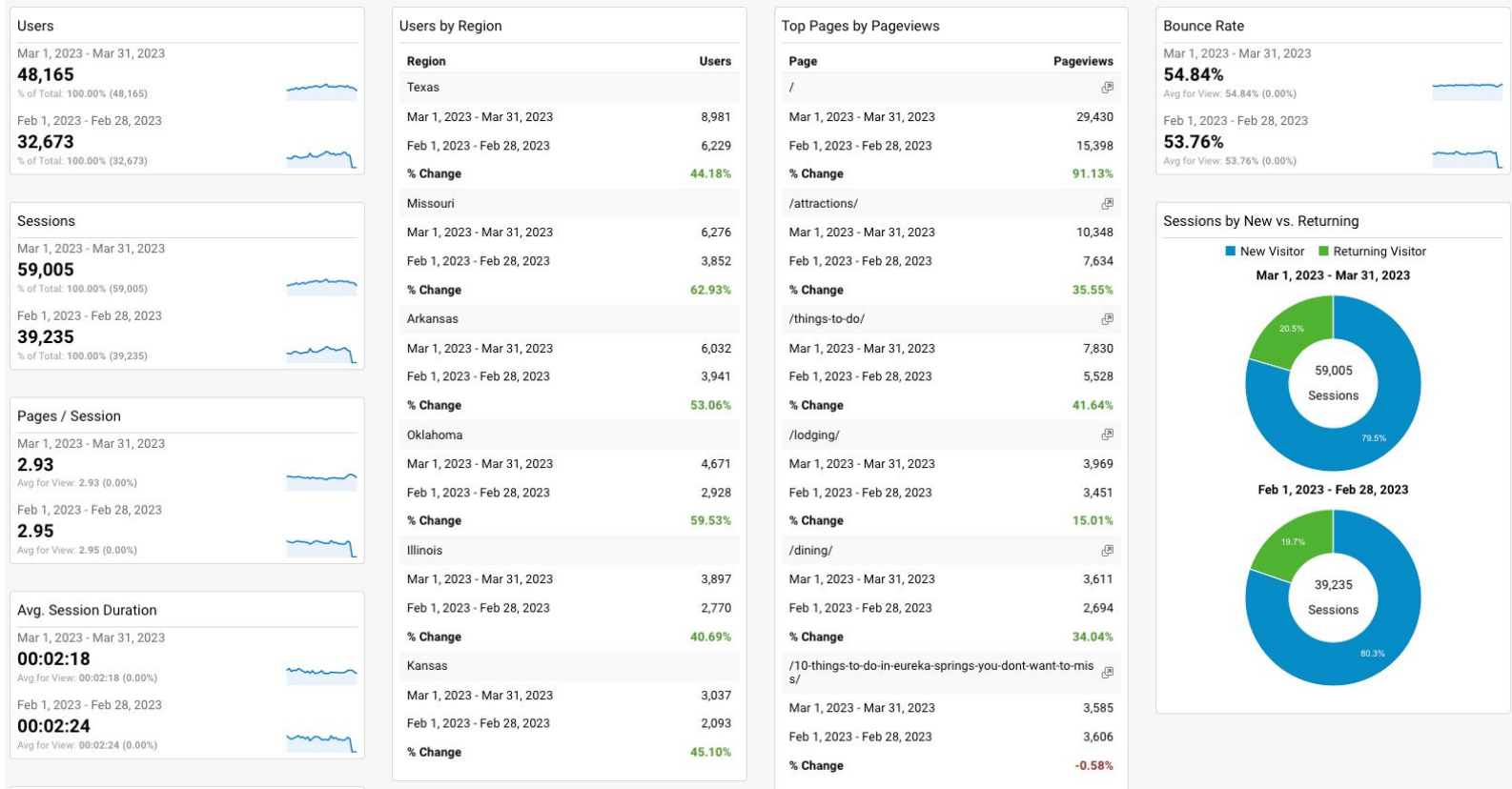
0



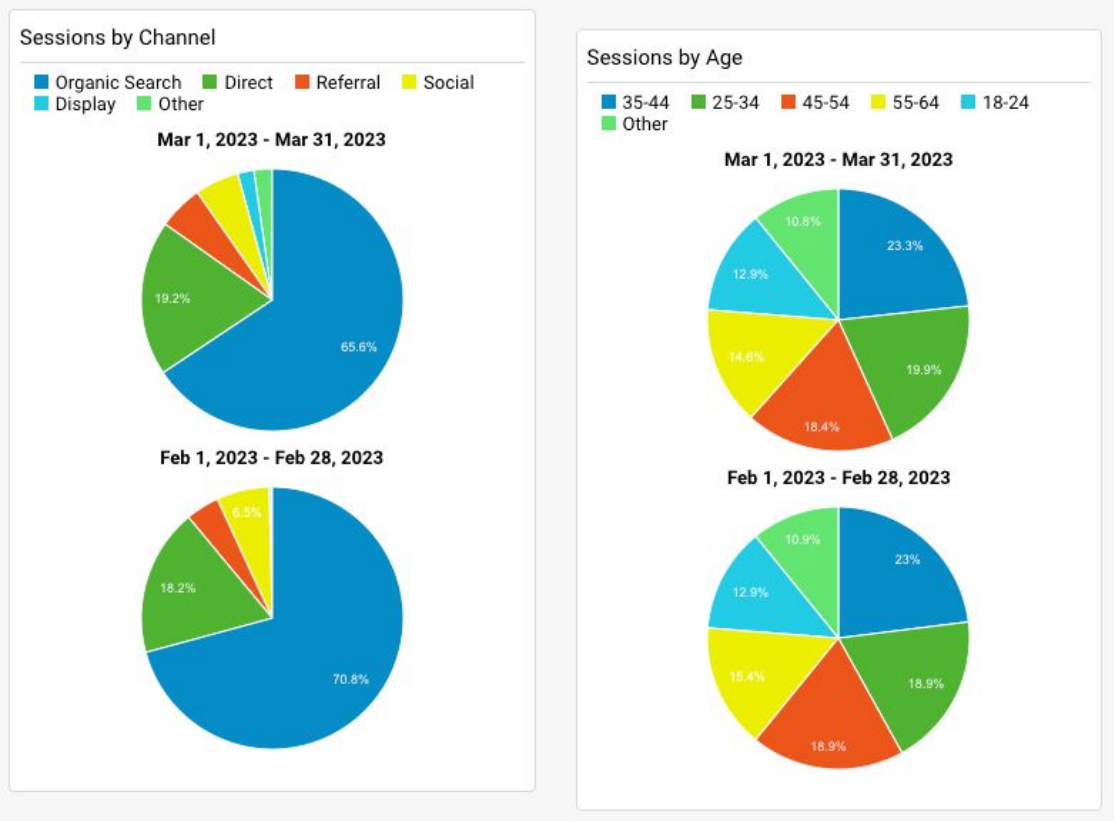
## Website Summary

- The number of users increased from February to March with the launch of the new website on 3/23 and launch of the **Spring** paid media campaign on 3/20.
- There was a slight **increase in bounce rate** (up to 54.84% from 53.76% the previous month). There was also a slight decreases in Pages / Session and % New Sessions over February (down to 2.93 from 2.95).
- **Organic search was the primary driver for website visitation in March**, followed by direct traffic and social media respectively.
- The most viewed pages in March (excluding the homepage) continue to be Attractions, Things To Do, Lodging, Dining, and Events Calendar.
- **Top states for visitation to the website were** Texas, Missouri, Arkansas, 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 moving forward.

# Website - Google Analytics



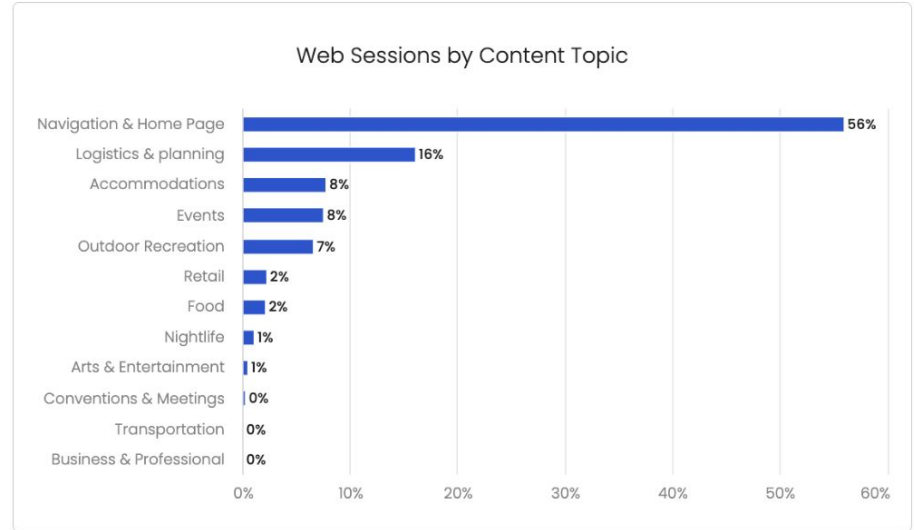
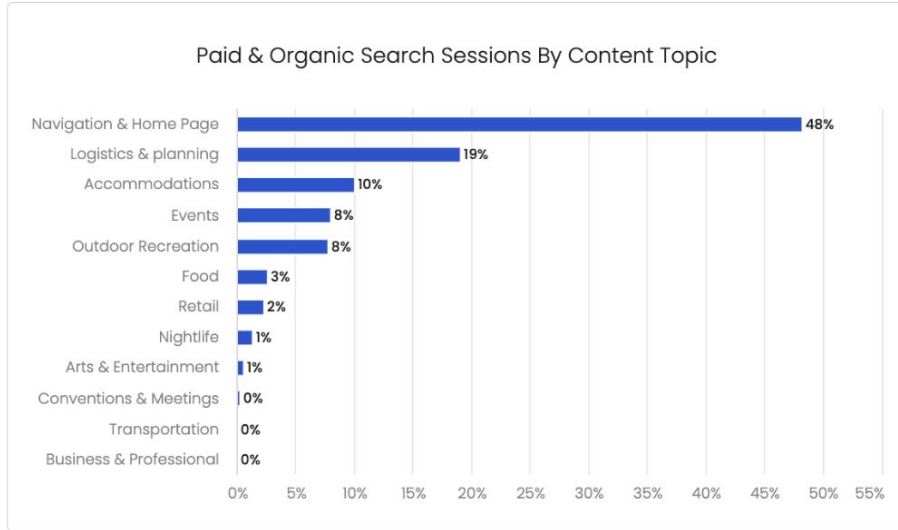
# Website - Google Analytics



# 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.



# Website - Zartico

Page Url	GA - Pageviews ▼
<a href="https://visiteurekasprings.com/">https://visiteurekasprings.com/</a>	31,630
<a href="https://visiteurekasprings.com/attractions/">https://visiteurekasprings.com/attractions/</a>	10,470
<a href="https://visiteurekasprings.com/things-to-do/">https://visiteurekasprings.com/things-to-do/</a>	7,838
<a href="https://visiteurekasprings.com/lodging/">https://visiteurekasprings.com/lodging/</a>	4,089
<a href="https://visiteurekasprings.com/dining/">https://visiteurekasprings.com/dining/</a>	3,638
<a href="https://visiteurekasprings.com/10-things-to-do-in-eureka-springs-you-dont-w...">https://visiteurekasprings.com/10-things-to-do-in-eureka-springs-you-dont-w...</a>	3,589
<a href="https://visiteurekasprings.com/events-calendar/">https://visiteurekasprings.com/events-calendar/</a>	3,438
<a href="https://visiteurekasprings.com/attractions/shops-galleries/">https://visiteurekasprings.com/attractions/shops-galleries/</a>	3,331
<a href="https://visiteurekasprings.com/lodging/cabins-cottages/">https://visiteurekasprings.com/lodging/cabins-cottages/</a>	2,762
<a href="https://visiteurekasprings.com/outdoor-adventure-and-activities/">https://visiteurekasprings.com/outdoor-adventure-and-activities/</a>	2,643
<a href="https://visiteurekasprings.com/attractions/page/2/">https://visiteurekasprings.com/attractions/page/2/</a>	2,361
<a href="https://visiteurekasprings.com/lodging/hotels-motels/">https://visiteurekasprings.com/lodging/hotels-motels/</a>	2,190
<a href="https://visiteurekasprings.com/activities-calendar/">https://visiteurekasprings.com/activities-calendar/</a>	2,103
<a href="https://visiteurekasprings.com/events/">https://visiteurekasprings.com/events/</a>	2,093
<a href="https://visiteurekasprings.com/onyx-cave-park/">https://visiteurekasprings.com/onyx-cave-park/</a>	1,950
<a href="https://visiteurekasprings.com/attractions/page/3/">https://visiteurekasprings.com/attractions/page/3/</a>	1,651
<a href="https://visiteurekasprings.com/lake-leatherwood-city-park/">https://visiteurekasprings.com/lake-leatherwood-city-park/</a>	1,637
<a href="https://visiteurekasprings.com/top-ten-spring-events/">https://visiteurekasprings.com/top-ten-spring-events/</a>	1,486

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. They are all raising their hands in the air, some making peace signs. In the background, a band is performing on a stage. A man in a light blue shirt is playing a trumpet, and another man in a white shirt is playing a guitar. An American flag is hanging on the wall behind the stage. The scene is lit with warm, ambient lighting.

# Next Steps



# Looking Ahead

- **FY23 Planning:**
  - Agency presenting media strategy for Summer & Fall/Winter 4/11
  - After revisions/approval, agency to develop media plan
  - Agency developing Summer & Fall/Winter marketing plan
- **Spring Media:**
  - Agency monitoring performance of Spring campaign
  - Agency to provide results in May
- **Website Development:**
  - Agency to train CPAC on updating the website through WordPress
  - Agency to continue to provide support with listing updates and refinements.
- **Intelligence & Data:**
  - Continued planning and implementation for the Zartico intelligence platform launch





THANK YOU

PARADISE | 2023