



Eureka Springs

Monthly Report | April 2023



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[April 2022 Report:](#)

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Visitor Insights



Visitor Insights - Summary

- **77.2% of observed visitors stayed overnight**, slightly higher than observed so far in 2023 and **79.6% came from out of state**, consistent with rates so far in 2023.
- **Kansas City, MO surpassed the Springfield, MO market for the first time since February as the #1 visitor market in April.** It also had the highest percentage of overnight stays. Kansas City is a top target market for Paradise media for this year.
- **The Ft. Smith/Fayetteville/Springdale/Rogers, AR DMA continues to alternate month-to-month with the Little Rock DMA to be the top in-state visitor market.**
- When compared to April 2022, visitor spend increased YoY for Accommodations and Retail while decreasing for Outdoor Recreation and Attractions.
- **The average visitor spend in April increased from \$170 to \$172 when compared to April 2022, up from \$129** when compared to March 2023.
- Top POIs in April saw Lake Leatherwood continue to be the top POI, followed in order by the Crescent Hotel, Best Western Inn of the Ozarks, Basin Park Hotel, The Aud, and Nelson's/Slane Tavern/Grotto Wood Fired Grill.

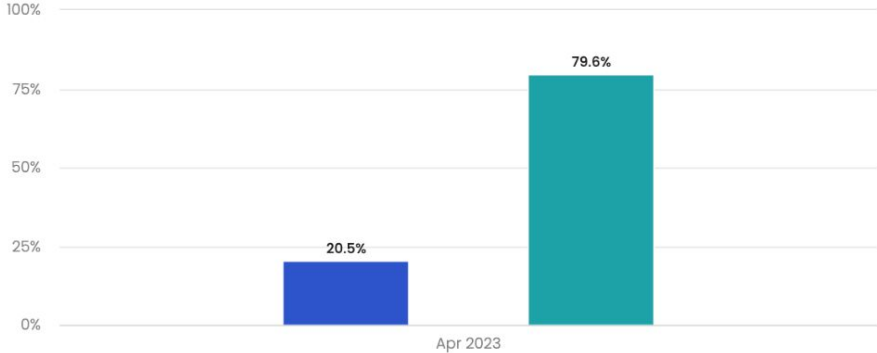
Visitor Insights - Zartico

Where are visitors to your destination coming from?

Source: Near, Affinity. Note: Day Trips = Between 2-8 hours spent in your destination. Overnight Trips = 8+ hours spent in your destination and observed the next day in your destination. The total percentages can exceed 100% as visitors can stay multiple days during their trip.

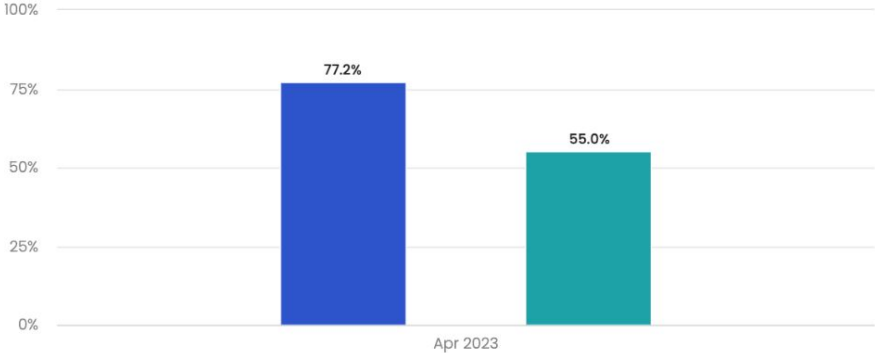
In-State vs. Out-of-State Visitors

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



Overnight vs. Day Trip Visitors

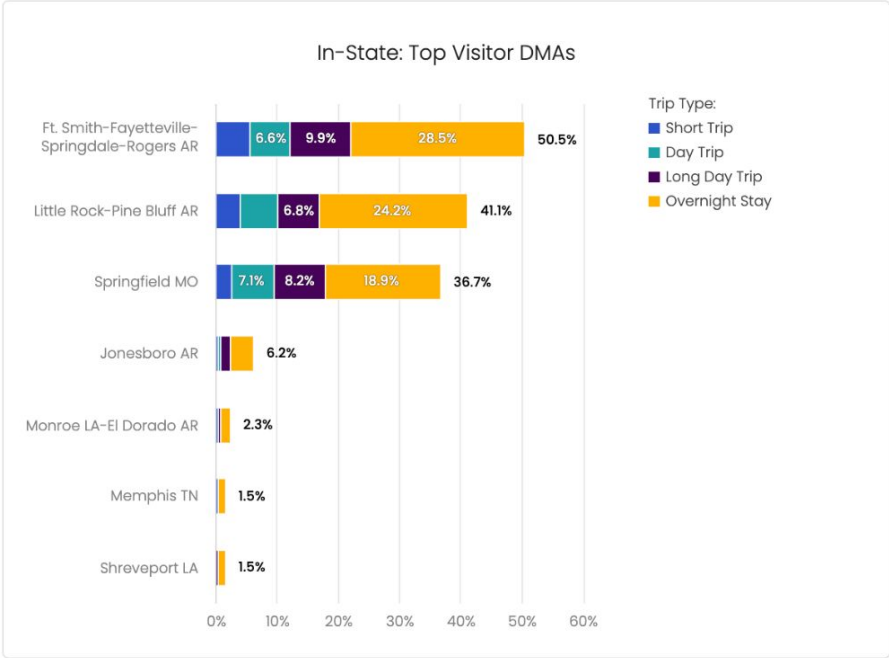
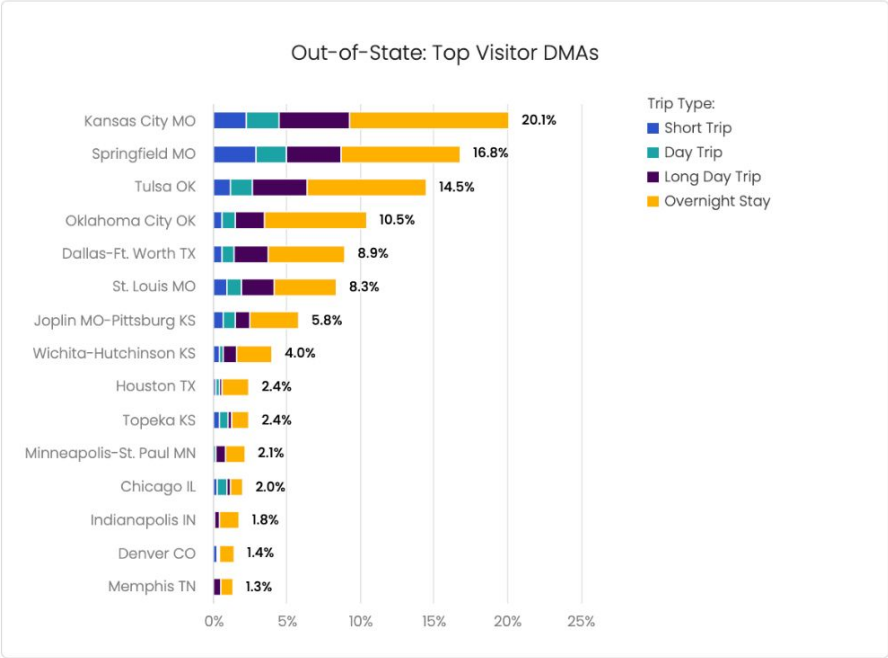
■ Overnight % of Total ■ Day Trip % of Total



Visitor Insights - Zartico

Where are your visitors coming from?

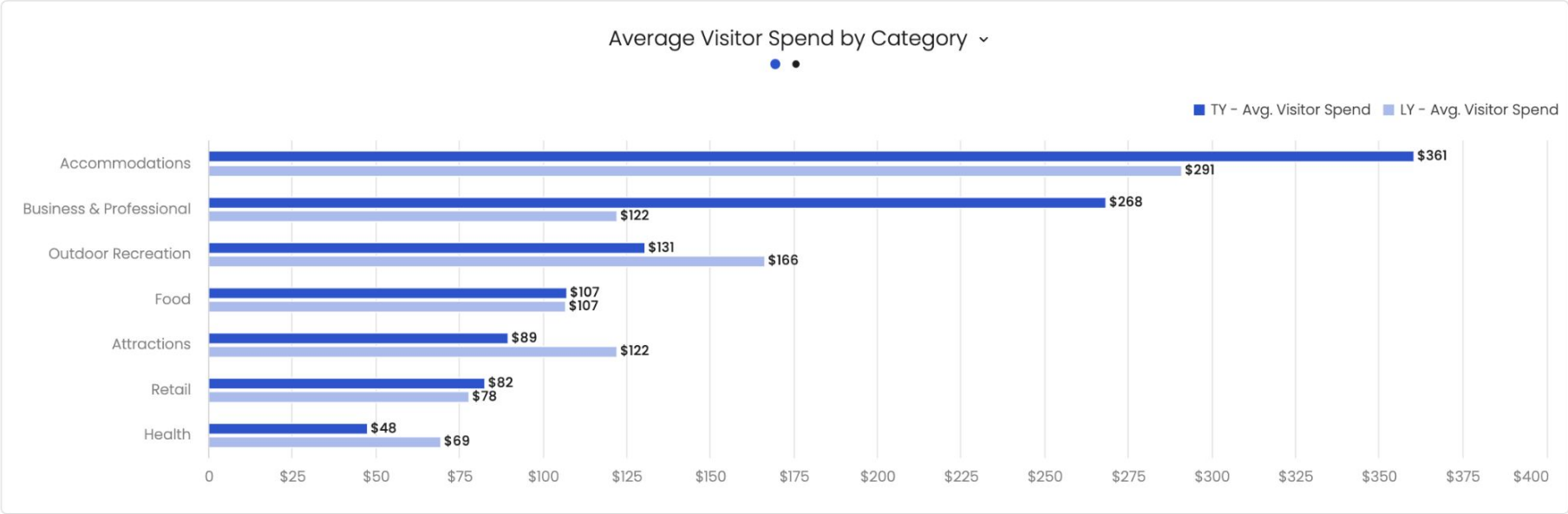
Source: Near. Note: Visitors are defined as those traveling outside 30 miles of their known home or work location to your destination. Short Trip = 2-4 hours observed in your destination. Day Trip = 4-8 hours. Long Day Trip = +8 hours. Overnight Stay = +8 hours and observed the next day in your destination



Visitor Insights - Zartico

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

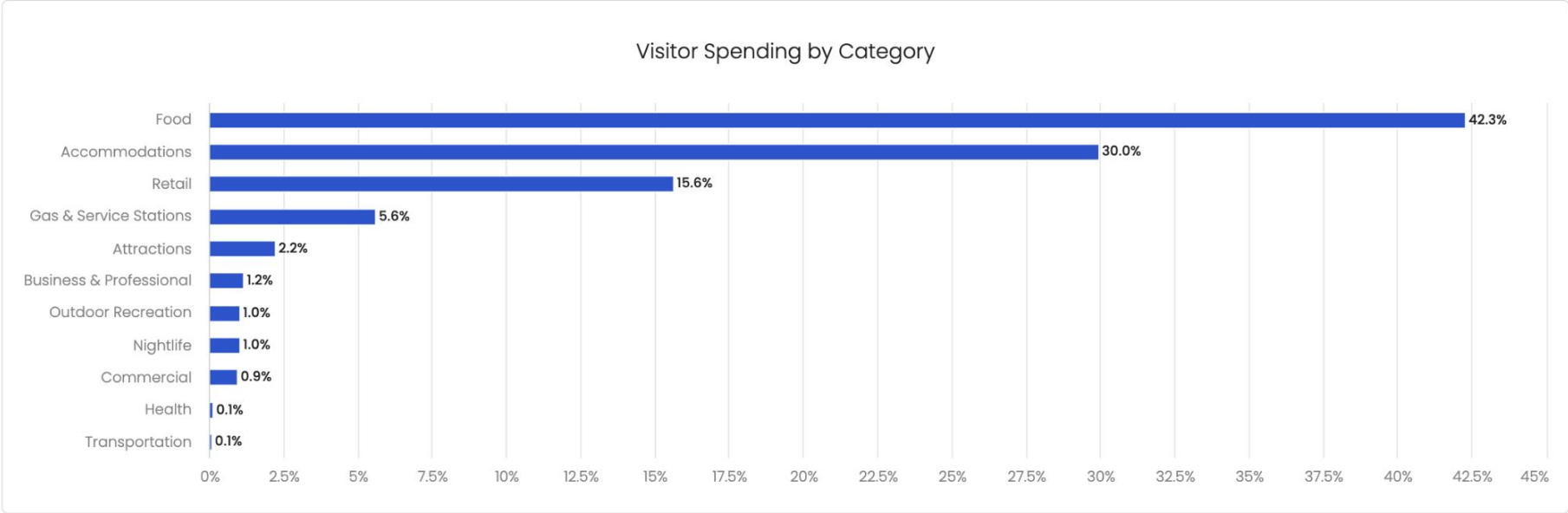
Source: Affinity. Note: This data does not include online transactions. Therefore the Accommodations category would not include short-term rentals where the card is not swiped in-market. The Transportation category includes rental cars/RVs, taxi/limo services, cruise ships, airports and travel agencies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



Visitor Insights - Zartico

What are your visitors spending money on in your destination?

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

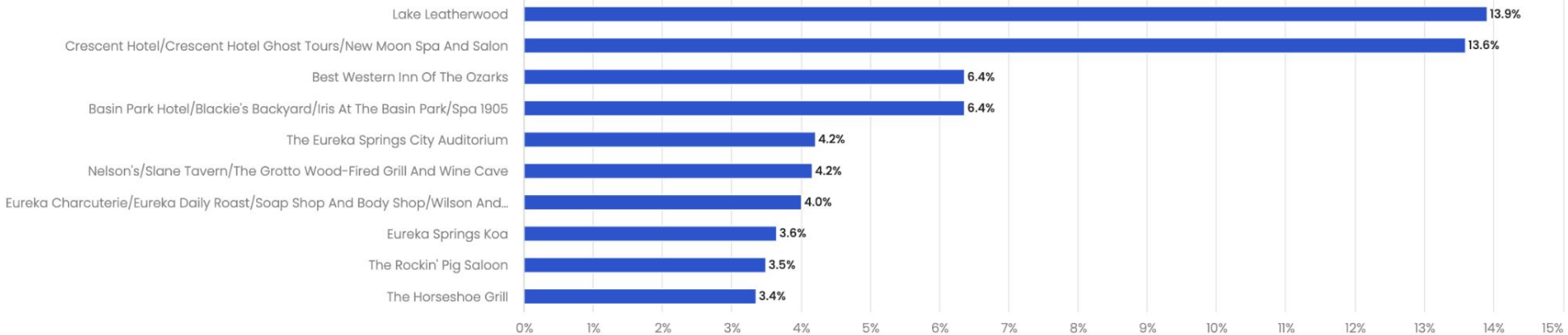
How does your destination's average visitor spending compare to last year?

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.



Visitor Insights - Zartico

Top 10 Points Of Interest



An aerial photograph of a dense forest with a winding road. The trees are in various shades of green and yellow, suggesting an autumn setting. The road curves through the forest, and several vehicles are visible on it. The text "Monthly Report" is overlaid in the center in a large, white, sans-serif font.

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	\$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 - Mar
2023	\$405,486 for Jan - Mar
+/- %	+20% YoY



Advertising & Marketing - Summary

- Launched all remaining paid media for the Spring campaign, including campaign setup and trafficking creative.
- Continued planning for CY23 Summer & Fall/Winter campaigns.
- Continued to work with client on website refinement and additions.
- Provided ongoing web maintenance support for CAPC staff.
- Facilitated WordPress training with client.
- Developed new monthly invoicing process, to begin in May.
- Facilitated 2022 Folk Festival photo and video transfer of assets.
- Attended CAPC 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 current and future strategic plans.
- Communicated and completed various social media requests from CAPC as needed, an ongoing process.
- 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 one year away from 2024 Eclipse.
- Liaised with Dennis Heinze (AAA Explorer), Fran Morley (Convention South), Carolanne Roberts (Southern Living).
- Shared information with ConventionSouth regarding the destination as a meetings and convention location.
- 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)

April 2023 Publicity

- Estimated Impressions: 439,087,436
- Estimated Media Value: \$4,061,558.80

January 2023 - April 2023 Publicity

- Estimated Impressions: 2,314,787,522
- Estimated Media Value: \$21,411,784.65



8 Coolest Small Towns In Arkansas For A Summer Vacation

Eureka Springs



Historic downtown Eureka Springs, Arkansas. Image credit: Rachael Martin via Shutterstock

Eureka Springs is a town like no other, with a unique blend of natural beauty and quirky charm that makes it a must-visit destination. Nestled in the Ozarks and surrounded by lush forests, winding rivers, and sparkling lakes, the town provides a breathtaking backdrop for visitors to explore. However, it is not just the natural beauty that draws visitors to Eureka Springs. There is also the eclectic mix of shops and boutiques that line the town's winding streets. From funky vintage clothing stores to artisanal craft shops, there is something for everyone to discover. Visitors can spend hours exploring the town's quirky shops, chatting with local artists and craftspeople, and discovering one-of-a-kind treasures. Eureka Springs is a gem of the South, where visitors can immerse themselves in an undeniably unique culture while surrounded by the majesty of the Ozarks Mountains.



Wanderlust: These 10 Little-Known Towns In The US Will Make Your Spring Unforgettable



Downtown streets of historic Eureka Springs, Arkansas

Located in the heart of the Ozark Mountains, Eureka Springs is a truly unique little town that oozes charm and has plenty of activities for visitors. The town is filled with a variety of shops, galleries, and restaurants, all of which are surrounded by lush forests and lush greenery. Springtime in Eureka Springs also offers plenty of outdoor activities, with plenty of beautiful hikes to take in Ozark National Forest for the adventurous.

- Expert tip: Try the local Eureka Springs Ale for an authentic taste of Arkansas.



Travel of Path

TOWN&COUNTRY

GOOD HOUSEKEEPING

The Best Small Town to Visit in Every State for a Charming Weekend

Eureka Springs, Arkansas



With Victorian homes flanking the winding mountainside streets, this secluded city is brimming with historic flair. In fact, its entire downtown area is on the National Register of Historic Places. Outdoor activities abound at Beaver Lake, where you'll find water sports, camping, fishing, and mountain biking.

These Are The Top 6 Places To Witness The Total Solar Eclipse Next Year

4. Northwest Arkansas

Northwest Arkansas is known for its natural beauty – it is the Natural State, after all.

A cozy cabin tucked away in the Ozark Mountains would be a perfect place for a peaceful getaway, as would one of the many campsites located throughout.

The quaint and charming towns of Hot Springs and Eureka Springs are also great options, although it would be best to book any of these locations as soon as possible.

Campsites are already being booked for the event, and small towns in the area are currently looking for ways to accommodate the influx of people.

The image shows a large, modern building with a complex, dark metal lattice structure. The building is surrounded by lush green trees, and the overall atmosphere is bright and natural. The text "Media Partner Analytics" is overlaid in the center of the image in a large, white, sans-serif font.

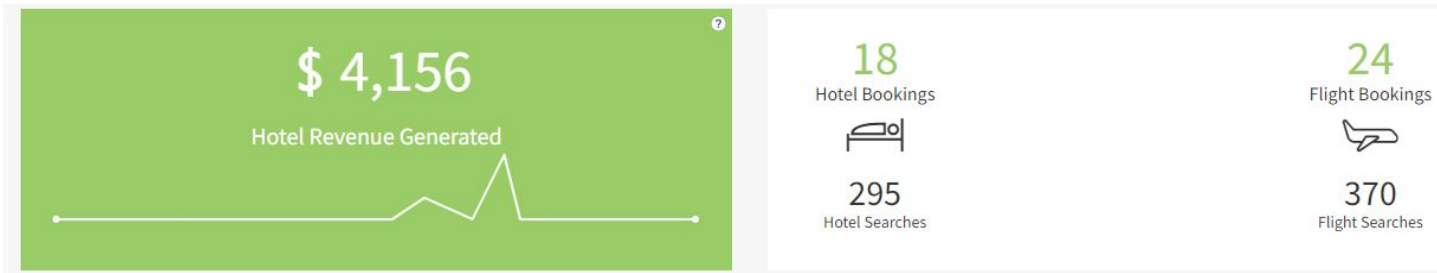
Media Partner Analytics

Adara Impact - Economic Insights

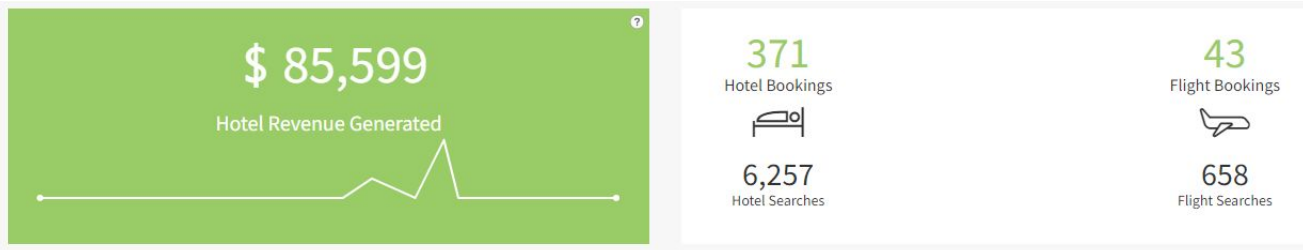
Below is the hotel revenue shown in Impact from those exposed to the advertising. Note this is only hotel and does not include vacation rental revenue.

This slide shows rolling totals starting with Impact and paid media launching in mid-March. For this reporting, this represents approximately 6 weeks of the Spring Campaign.

Observed Data - Cumulative YTD



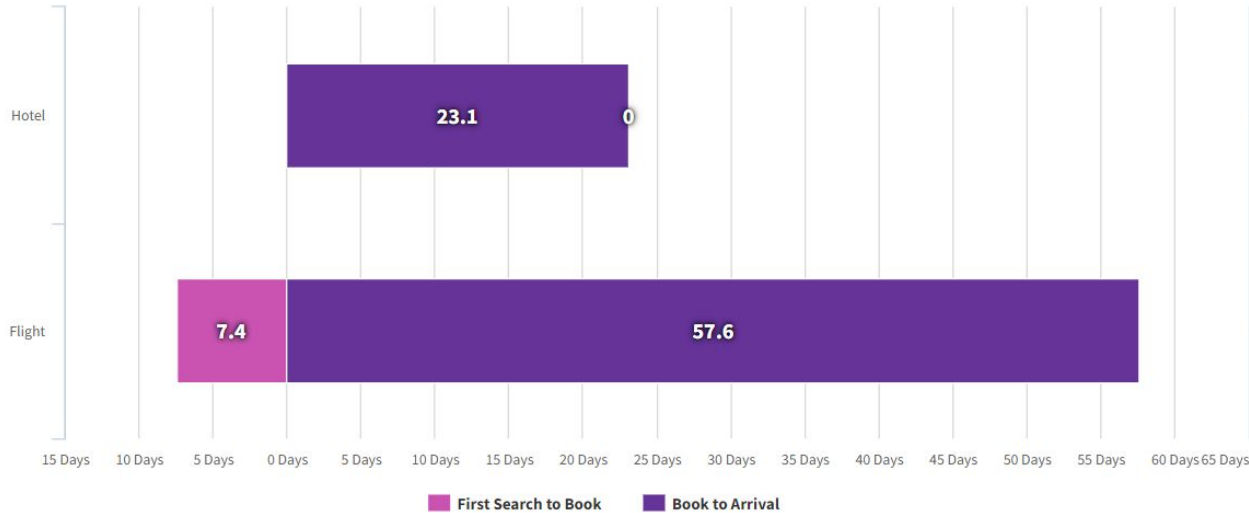
Enriched Data - Cumulative YTD



NOTE: Hotel Revenue can show both Observed (direct Adara partner data from those exposed to advertising) and **Enriched Data**, which uses IMPACT Plus methodology that takes Adara's travel partner data and calculates it to include STR Census and Occupancy data to give a more complete market visibility.

Adara Impact - Book/Search Window

Trip Planning Window ?



- Travelers searched for less than a week for hotels before booking.
- They booked their hotel 23.1 days before their travel dates
- For flights, travelers to Eureka Springs searched 7.4 days before they booked their flight.
- Travelers booked their flights almost 2 months (57.6 days) prior to arriving in the destination.

17,970

Total Trackable Website Visits

Adara Impact - Top Markets

Top markets for Hotels and Flights from those exposed to the advertising YTD are shown below.

Top Origin Markets - Hotel Bookers

	
Market	Percentage of Travelers
Kansas City	44.4
Little Rock	16.7
Springfield	11.1
Tulsa	11.1
Denver	5.6
Topeka	5.6
Washington	5.6

Top Origin Markets - Flight Bookers

	
Market	Percentage of Travelers
Chicago	8.3
Denver	8.3
Eugene	8.3
Huntsville	8.3
Minneapolis	8.3
Newark	8.3
Ontario	8.3
Reykjavik	8.3
San Antonio	8.3
Seattle	8.3

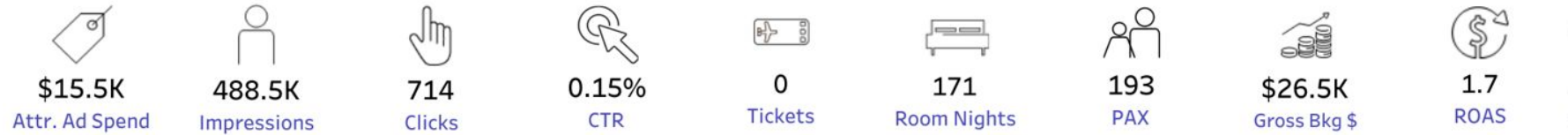
Adara Impact - Top Media Partners

Top Media Partners in March who drove Searches, Booking, and Revenue are listed below.

Pixel Group Name	Bookings	Searches	Total Estimated Room Nights	Total Revenue
ESP -FY23 Spring - Adara	8	80	18	\$ 1,883.94
ESP - FY23 Always On - Paid Search	4	65	10	\$ 1,172.73
ESP - FY23 Spring - Digdev	3	1	9	\$ 956.79
ESP - FY23 Spring - Strategus	3	69	7	\$ 744.17
Total / Average	13	207	29	\$ 3,218.08

Paid Media - Expedia/VRBO

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



POS Summary

POS Name	Attr. Ad Spend \$	Impressions	Clicks	CTR	View thru \$	Click thru \$	Gross Bkg \$	ROAS
VRBO United States	\$9,154	261,530	479	0.18%	\$713	\$0	\$1K	0.1
Expedia US	\$6,333	226,966	235	0.10%	\$25,792	\$0	\$26K	4.1
Grand Total	\$15,486	488,496	714	0.15%	\$26,505	\$0	\$27K	1.7

- Media CTR at 0.15% CTR (*above benchmark of 0.08%*)
- 171 room nights were booked
- \$26,500 in gross bookings were generated
- Advertising for April delivered a 1.7 ROAS (Return On Ad Spend)

Paid Media - Adara

Adara's ad campaign launched in April and will continue through mid-May.

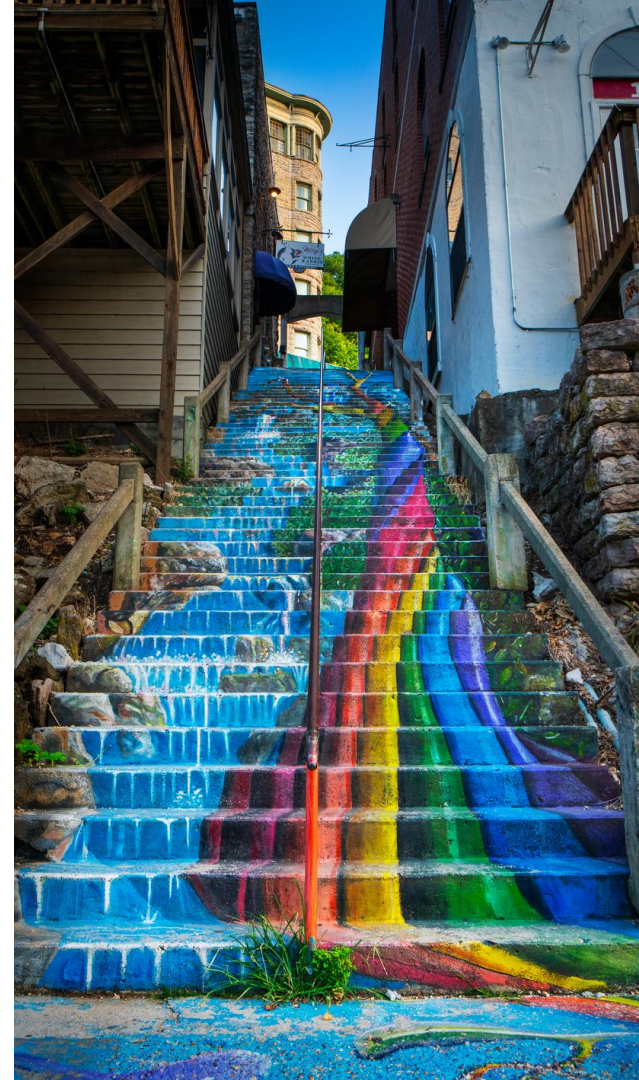
Impressions: 1,626,715

Clicks to Site: 2,014

CTR: 0.12% (above industry average of 0.08%-0.10%)

From those exposed to Adara ads in April (\$12,714 in ad spend):

- Number of hotel searches: 122
- Number of hotel bookings: 11
- Number of flight searches: 317
- Number of flight bookings: 21
- Average Length of Hotel Stay: 2 nights
- Average days from booking to arriving in destination (booking window): 22
- Average daily rate: \$114
- Hotel Revenue: \$25,916



An aerial photograph of a wooden canoe with two people on a pond. The water is dark and filled with numerous green lily pads. The canoe is positioned in the center-left of the frame, moving towards the right. The text "Paid Media Results" is overlaid in white, bold, sans-serif font across the middle of the image.

Paid Media Results



Paid Media - Summary

The Spring Campaign continued in market with all vendors running, including paid search (Google), Facebook/Instagram, Expedia and VRBO, display banners, digital audio, eblast and retargeting banners, and streaming TV.

Performance Highlights:

- Total Impressions: 4,700,076
- Total Clicks: 12,584
- CTR: 0.27%
- Total Video Views: 565,184
- VCR: 75%

Top performing media partners for April for the Spring Campaign

- DigDev, with retargeting banners served to those who had previously received an eblast with a 0.59% CTR.
- MobileFuse, with mobile and native ads targeting those users whose devices have been to parks, kayaking, biking, hiking, and breweries with a 0.46% CTR.

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

Paid Media - Summary

Top Creative Set(s):

- This month, with an extremely strong 2.49% CTR, the top creative was Curious Downtown Painting 300x600.
- The second top performing creative with another extremely strong CTR of 2.33% was Curious Family Cabin - 300x600.



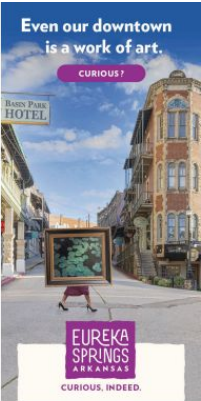
300X600
FRAME 1



300X600
FRAME 2



300X600
FRAME 3



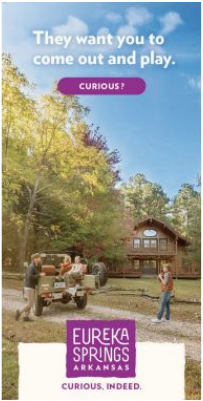
300X600
STATIC



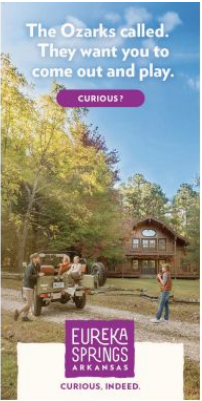
300X600
FRAME 1



300X600
FRAME 2



300X600
FRAME 3



300X600
STATIC

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

Paid Social - Facebook/Instagram

The Boosted Posts media buy came to an end on 4/16 and ran as part of the Spring Campaign with the objective of driving Awareness/Engagement to get a broad reach and large number of impressions, as well as driving engagement i.e., people liking, commenting, or sharing posts.

In April, additional paid social ads as part of the Spring Campaign were launched and will continue to run through 5/14. With the addition of these ads, along with additional budget and optimizations, there were steady increases across impressions, clicks, and CTR.

April Results:

- Impressions: 1,978,781
- Post Engagement: 63,875
- Clicks: 32,271
- CTR: 1.63%
 - *Industry benchmark = 0.9%*

Top Performing Traffic Ad:



The image shows a Facebook advertisement for Eureka Springs, Arkansas. At the top, it says 'Eureka Springs, Arkansas' with a verified badge and 'Sponsored'. Below that is the text: 'From dinner in a cave to dinner on an old-time train, plan an unforgettable family vacation.' The main image shows a woman and a child looking at a cave formation. At the bottom, it says 'visiteurekasprings.com', 'A one-of-a-kind family trip', and 'Start making memories' with a 'Learn more' button.

Traffic
Link Clicks: 19,011

Paid Media - Google Paid Search

As part of the Spring Campaign, the Paid Search campaign on Google continued through the month of April. This campaign has an the objective of reaching people with interest in Eureka Springs and travel to drive engagement and interest. Please see the next slide for more detailed information on ad groups and keywords.

April Results:

- Impressions: 18,684
- Total Clicks: 4,022
- Avg. CTR: 21.53%
 - *Industry benchmark = 4%*
- Avg. CPC: \$0.57
 - *Industry benchmark = \$1.54*

Top Performing 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"/>	<input checked="" type="radio"/>	Ad group	Status	Ad group type	Impr.	CTR	Cost	↓ Clicks
<input type="checkbox"/>	<input checked="" type="radio"/>	things to do	Eligible	Standard	5,259	28.62%	\$740.05	1,505
<input type="checkbox"/>	<input checked="" type="radio"/>	events	Eligible	Standard	7,144	19.95%	\$807.73	1,425
<input type="checkbox"/>	<input checked="" type="radio"/>	visit	Eligible	Standard	6,100	17.43%	\$708.00	1,063

Top Performing Keywords:

1. Eureka Springs events
2. Fun things to do in Eureka Springs
3. Places to visit in Eureka Springs
4. Things to do in Eureka Springs
5. Arkansas events
6. Upcoming events in Eureka Springs
7. Visit Eureka Springs
8. Arkansas places to visit

A scenic landscape view of a lake surrounded by green trees and a rocky cliff in the foreground, with the text "Organic Social Media Results" overlaid in white. The scene is framed by lush green foliage in the foreground, with a clear blue sky and distant hills in the background.

Organic Social Media Results



Social Media (Organic) - Summary

- For April, 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 May 2023 content calendar to be shared across social media platforms.

Social Media (Organic) - Facebook

YR Numbers Represent 2021-2023 Growth

NEW FANS	IMPRESSIONS	ORGANIC REACH	ORGANIC ENGAGEMENT	AWARENESS
+498	1,720,955	205,000	61,033	689
<hr/>				
TOTAL FANS	TOTAL ORGANIC PAGE IMPRESSIONS	TOTAL ORGANIC REACH	TOTAL ORGANIC ENGAGEMENT	AWARENESS
10,282	33,094,877	12,353,321	1,064,864	18,558

Key Insights:

- Compared to last month, there was a...
 - 5% increase in followers
 - 109% increase in reach
 - 37% increase in engagement
 - 100% increase in awareness
 - 2% decrease in impressions
 - Engagement Rate: 1.7%

In April, there was an increase in followers, reach, engagement and awareness. This was due to a multitude of things, such as the time of year along with an increase of content frequency and the paid social campaign. The increase in engagement was also due to the increase in content frequency and the addition of localized content. The increase in followers was due to engagement tactics from both a paid and organic perspective.

There was also a decrease in impressions in April. It is recommended that the team continues to balance the content mix with localized and non localized content to help improve this metric. In addition, it is recommended that the team continues to include a variety of content placements including LIVE, static, dynamic content and video. Through continued collaboration with the CAPC team, organic social and paid social team, these metrics will continue to grow.

Social Media (Organic) - Instagram

YR Numbers Represent 2021-2023 Growth

NEW FANS	IMPRESSIONS	ORGANIC REACH	ORGANIC ENGAGEMENT	Video Views
+403	42,725	73,242	6,121	38,324
TOTAL FANS	TOTAL ORGANIC PAGE IMPRESSIONS	TOTAL ORGANIC REACH	TOTAL ORGANIC ENGAGEMENT	Video Views
28,767	3,072,235	2,764,426	255,515	1,027,126

Key Insights:

Compared to last month there was a...

- 0.7% increase in followers
- 100% increase in reach
- 78% decrease in impressions
- 80% increase in engagement
- 11% increase in awareness
- 100% increase in video views
- Engagement Rate: 3.1%

In April, there was an increase in followers, reach, engagement, awareness, and video views. This was due to an increase in postings. Due to the large increases over a short period of time, it is recommended that some of the placement frequencies are spread out. For example, posting top performing content types on top performing days versus same placement multiple times a week. This will allow for a large amount of awareness to be later retargeted with a higher variety of content. Additionally, it is recommended that the team look at series established and also spread those out from a frequency and placement perspective.

There was a decrease in impressions, most likely due to the variety of postings. When one placement and content goal is utilized, the audiences are limited, resulting in a lower amount of new users viewing content.

Social Media (Organic) - Twitter

YR Numbers Represent 2021-2023 Growth

NEW FANS	IMPRESSIONS	ENGAGEMENT
-12	731	18
<hr/>		
TOTAL FANS	TOTAL ORGANIC PAGE IMPRESSIONS	TOTAL ENGAGEMENT
5,230	163,034	25,490

Key Insights:

- Compared to last month there was a...
 - 80% decrease in impressions
 - 65% decrease in engagement

In April, there was a decrease in impressions, followers, and engagement. With the recent changes of Twitter, many users have shifted away from the platform and have less trust. It is suggested that the team continue to focus on more visual platforms, such as Instagram and Facebook. However, it is also recommended that the team maintain the Twitter platform in case of a Meta shut down.

Social Media (Organic) - Facebook Top Posts



Apr 10, 2023

Thorncrown Chapel is a sight for sore eyes! 🤩 Hidden in the Ozark forest...

Reach	60,168
Engaged users	3,555
Clicks	557
Other clicks	1,103
<u>Engagement rate per reach</u>	5.9%
<u>Engagement rate per impression</u>	5.9%



Apr 8, 2023

We know Eureka Springs is known for its ✨magical✨ healing waters but t...

Reach	39,547
Engaged users	1,430
Clicks	188
Other clicks	568
<u>Engagement rate per reach</u>	3.6%
<u>Engagement rate per impression</u>	3.5%

Social Media (Organic) - Instagram Top Posts



Apr 24, 2023

Looking for the perfect place for a Spring adventure? Put on your hikin...

Reach	15,629
Comments	30
Likes	1,200
Saves	248
<u>Engagement</u>	1,712
<u>Engagement rate per reach</u>	11%



Apr 14, 2023

Spring has sprung here in Eureka Springs! 🌸🌿

Reach	12,962
Comments	27
Likes	1,321
Saves	39
<u>Engagement</u>	1,511
<u>Engagement rate per reach</u>	11.7%
<u>Engagement rate per impression</u>	0%

Social Media (Organic) - Twitter Top Posts



Apr 10, 2023

Did you know #EurekaSprings has a "pet wash"? 🐶🛁 Barking Pines is...

❤️ Likes 6

🔄 Retweets 0

📊 Engagement 6



Apr 7, 2023

Sunshine + Fresh air = Just what the doctor prescribed! 🦶☀️🌲...

❤️ Likes 3

🔄 Retweets 1

📊 Engagement 4

A large, multi-story stone building with a complex roofline featuring several gables and dormers. The building has numerous windows and several prominent red brick chimneys. In the foreground, a white gazebo with a dark shingled roof and a lattice-patterned base stands on a green lawn. The scene is set against a blue sky with scattered white clouds. The word "Website" is overlaid in large white text across the center of the image.

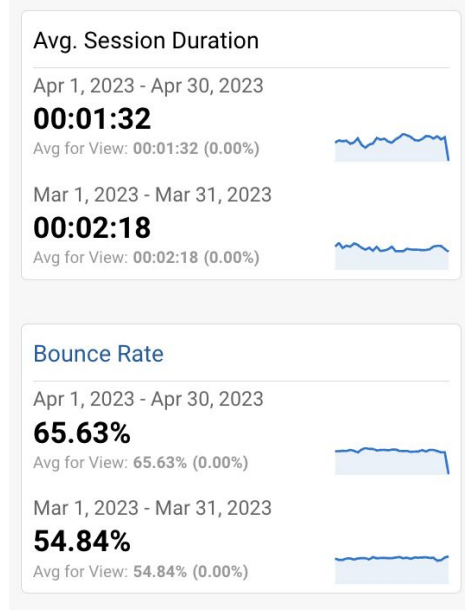
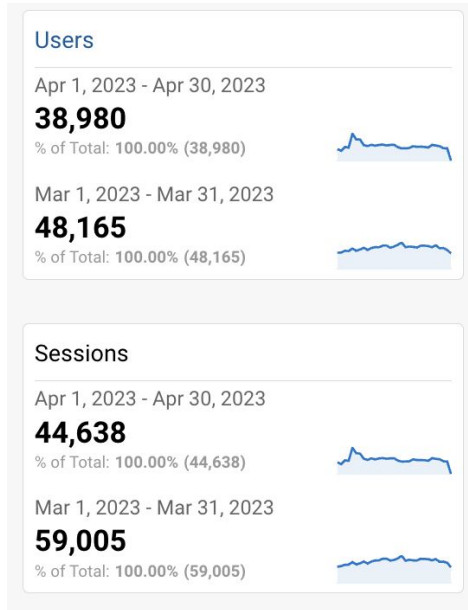
Website



Website Summary

- The number of users normalized from March to April after the launch both of the new website and the Spring paid media campaign in March.
- There was also an increase in Bounce Rate (65.63% vs. 54.84% in March) and decrease in Average Session Duration (2:18 vs. 1:32 in March).
- There was an increase in New Users (86.8% vs. 79.5% in March), a positive indicator.
- Traffic source for the website saw the biggest shift over March, with more diversified sessions by channel, lead by direct traffic (23.1%) and social (21.8%).
- The most viewed pages in April (excluding the homepage) were Things To Do, Events (which saw a large jump over previous months), Outdoor, Attractions, and Arts & Culture.
- Top states for visitation to the website were Missouri, Oklahoma, Texas, and Arkansas, all of which are reflective of target markets for Paradise paid media. An anomaly was California coming in at #6 with a 208% increase over March.

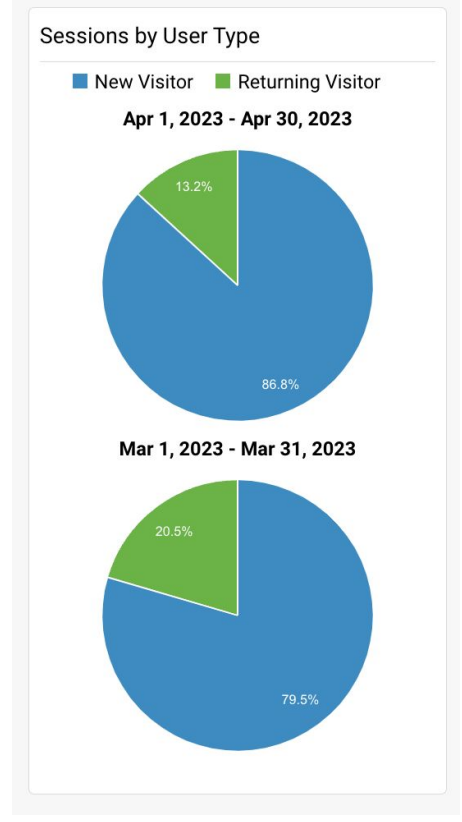
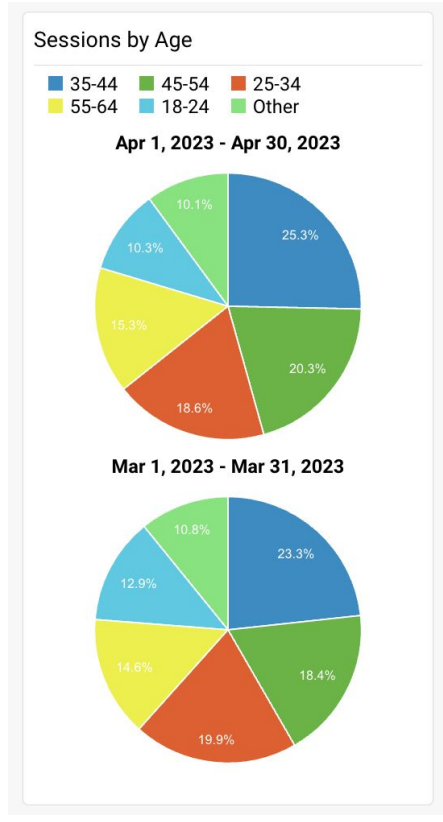
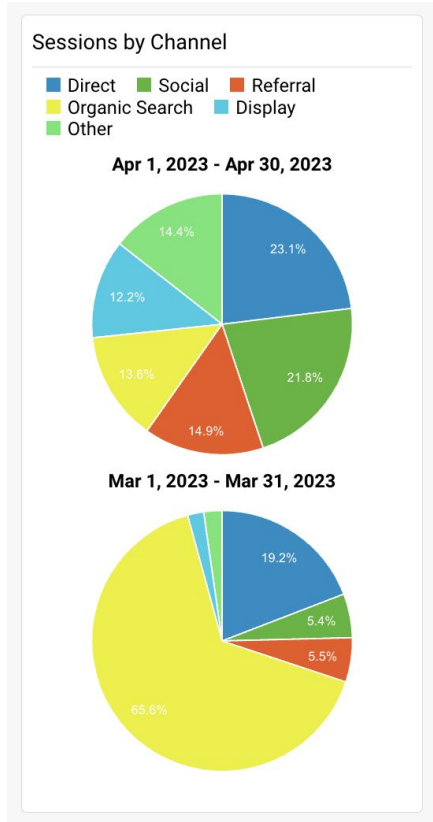
Website - Google Analytics



Users by Region

Region	Users
Missouri	
Apr 1, 2023 - Apr 30, 2023	6,216
Mar 1, 2023 - Mar 31, 2023	6,276
% Change	-0.96%
Oklahoma	
Apr 1, 2023 - Apr 30, 2023	5,686
Mar 1, 2023 - Mar 31, 2023	4,671
% Change	21.73%
Texas	
Apr 1, 2023 - Apr 30, 2023	4,566
Mar 1, 2023 - Mar 31, 2023	8,981
% Change	-49.16%
Arkansas	
Apr 1, 2023 - Apr 30, 2023	4,203
Mar 1, 2023 - Mar 31, 2023	6,032
% Change	-30.32%
Kansas	
Apr 1, 2023 - Apr 30, 2023	2,516
Mar 1, 2023 - Mar 31, 2023	3,037
% Change	-17.16%
California	
Apr 1, 2023 - Apr 30, 2023	2,340
Mar 1, 2023 - Mar 31, 2023	758
% Change	208.71%

Website - Google Analytics



Website - Zartico

Page Url	GA - Pageviews ▼
https://visiteurekasprings.com/	35,655
https://visiteurekasprings.com/category/things-to-do/	7,554
https://visiteurekasprings.com/events/	4,778
https://visiteurekasprings.com/category/things-to-do/outdoor-activities/	4,180
https://visiteurekasprings.com/category/things-to-do/attractions/	3,505
https://visiteurekasprings.com/category/things-to-do/arts-culture/	2,423
https://visiteurekasprings.com/category/things-to-do/attractions/page/2/	1,859
https://visiteurekasprings.com/category/where-to-stay/	1,566
https://visiteurekasprings.com/category/food-drink/	1,555
https://visiteurekasprings.com/category/things-to-do/attractions/page/3/	1,365
https://visiteurekasprings.com/events/category/the-aud/	1,302
https://visiteurekasprings.com/event/melissa-etheridge-the-auditorium/	1,154

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:**
 - Agency to begin working on fulfillment of Summer media campaign.
 - Fall/Winter media campaign presented on 4/24.
- **Website Development:**
 - Agency to continue to provide support with listing updates and refinements.
- **Intelligence & Data:**
 - Continued planning and implementation for Zartico, intelligence platform.





THANK YOU

PARADISE | 2023