



# Eureka Springs

Monthly Report | June 2023





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[June 2022 Report:](#)

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



ZARTICO

# Visitor Insights







## Visitor Insights | Summary

- 36.3% of observed visitors, based on Zartico data, stayed overnight in June, trending slightly down from the rest of 2023 thus far.
- In June, 89.2% of visitors came from out of state, trending up for 2023.
- Kansas City, MO market continued to be the #1 visitor market in June. These visitors also the most likely to stay overnight. Dallas, TX saw a large jump in June up to the #2 visitor market. Tulsa, Oklahoma City, Little Rock, and Springfield, MO rounded out the top markets. All are target markets for Paradise media for this year.
- For in-market spending, Food continues to lead the way, followed by Accomodations and Retail. A reminder these are credit card swipes while in-market. This is on par with trends so far in 2023 and holding steady with 2022 numbers.
- The average visitor spend in June decreased from \$185 to \$161 when compared to June 2022. These numbers change and shift frequently throughout the year.
- When looking at HHI of visitors, Dallas and Chicago visitors are most likely to have a HHI of \$81K+, while Joplin, MO/Pittsburg, KS and Little Rock DMA visitors are most likely to have a HHI of \$21K - \$60K. The Paradise team will continue to evaluate this data when planning for the Fall/Winter media campaign.

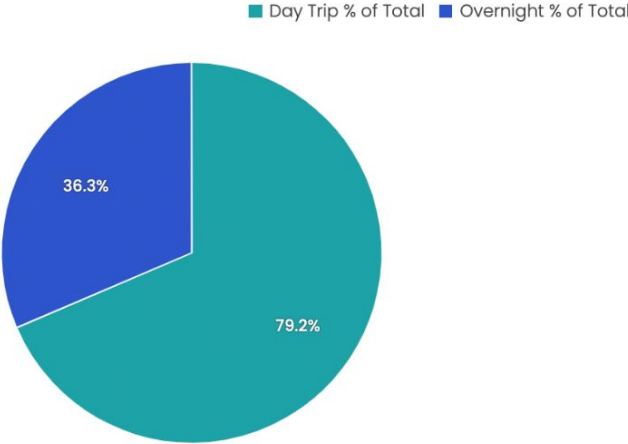


# Visitor Insights | Zartico

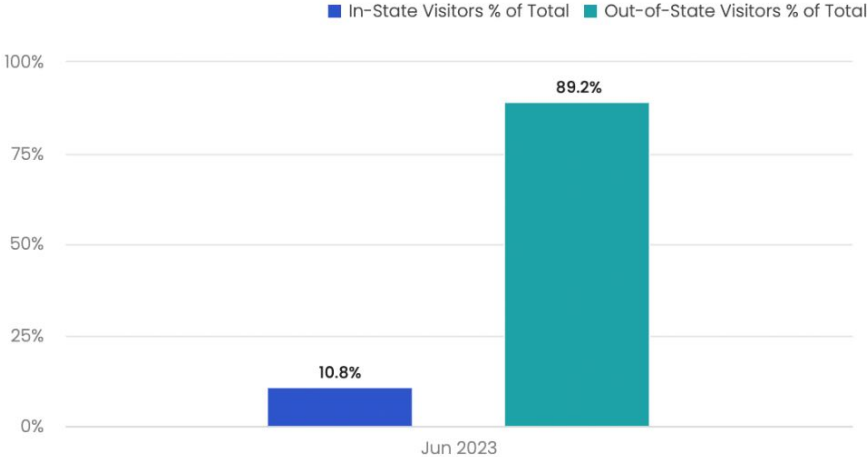
## Where are visitors to your destination coming from?

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.

Overnight vs. Day Trip - Pie Chart



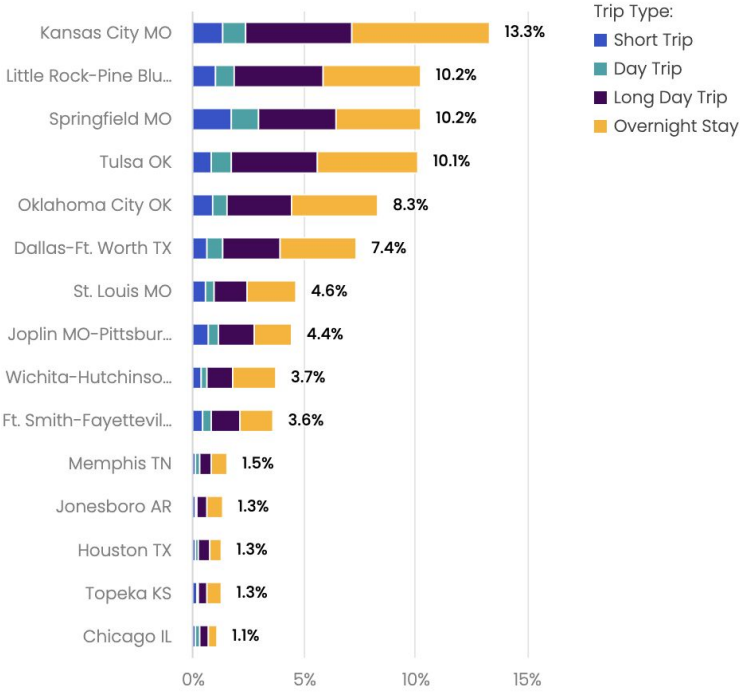
In State v Out of State Visitors





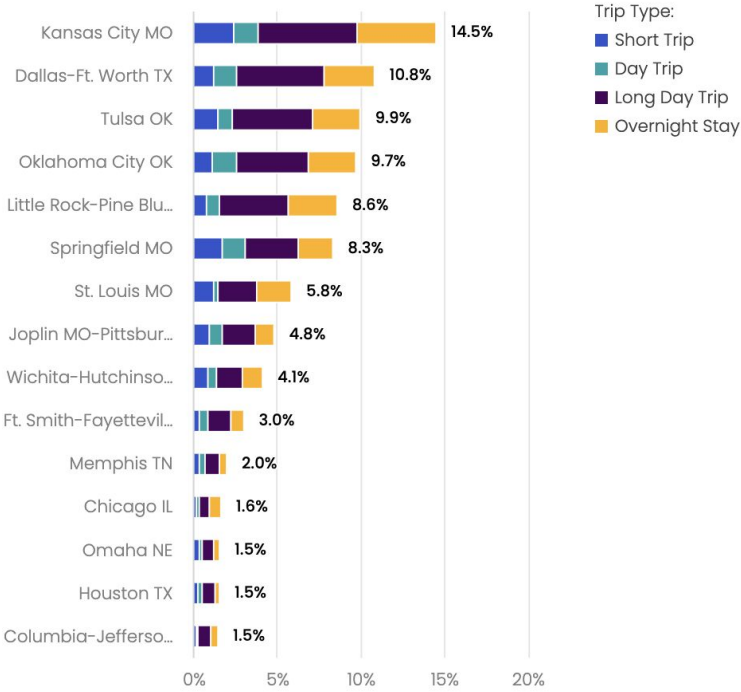
# Visitor Insights | Zartico

Visitation by DMA & Trip Type



January - May 2023

Visitation by DMA & Trip Type

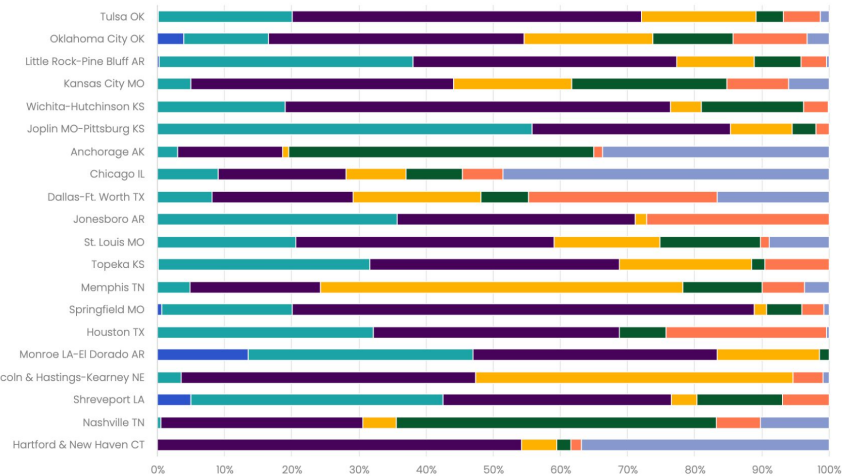


June 2023



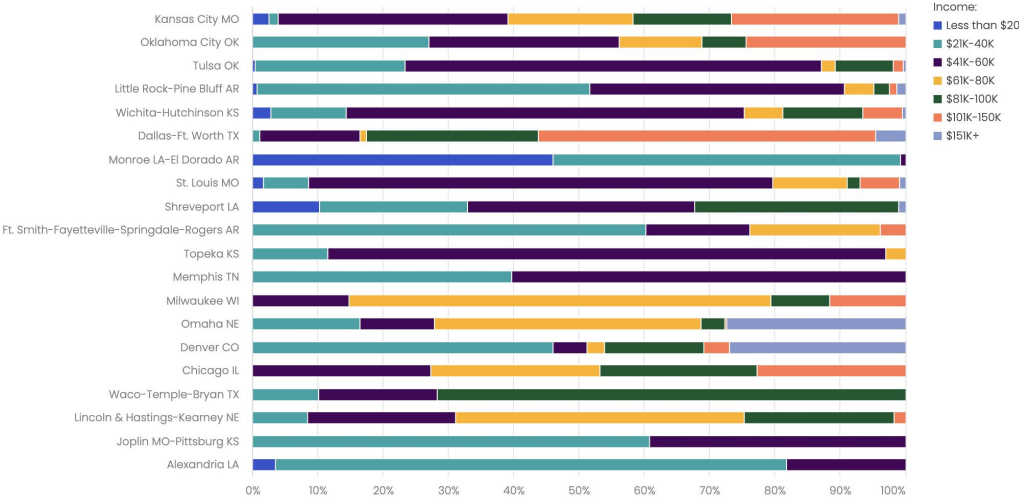
# Visitor Insights | Zartico

Top 20 Spending DMAs by HHI



January - May 2023

Top 20 Spending DMAs by HHI



June 2023



# 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 last 12 months compared to the previous year. Avg. Visitor Spending will not appear for a Month where there are 10 or less cardholders based on the filters selected. Tip: Click into a month to see the YOY change in Avg. Visitor Spending by Category. LY = Last Year, TY = This Year.

Avg. Visitor Spending by Month YOY



# Monthly Report

A street scene in a historic town, likely Eureka, California. The central focus is a tall, ornate brick building with a corner turret. The building features red brickwork, stone accents, and arched windows. A sign for 'EUREKA & DISTRICTS' is visible on the right side of the building. The street is lined with other historic buildings, some with awnings and signs. People are walking on the sidewalks, and a motorcycle is visible in the distance. The sky is blue with light clouds.



# 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	\$163,943
May	\$193,392
Jun	TBD
Jul	TBD
Aug	TBD
Sep	TBD
Oct	TBD
Nov	TBD
Dec	TBD

Summary YoY To Date	
2023	\$762,823 for Jan. - May
2022	\$655,564 for Jan. - May
+/- %	+16% YoY



## Advertising & Marketing | Summary

- Ongoing launches for the Summer media campaign, including securing placements with media vendors, creative asset development, and ad trafficking.
- Presented the Bikes Blues & BBQ media campaign for client consideration.
- Presented the 2023 Influencer campaign outline. Began vetting influencers for consideration based on initial client feedback.
- Continued planning and strategy for the Fall/Winter campaign.
- Facilitation and development of estimates for creative jobs, as needed, an ongoing process.
- Completed new online tax form.
- Analysis (through Zartico data) of several potential target market areas in LA and MS.
- Attended monthly Zartico meeting.
- Provided ongoing web maintenance support for CAPC staff.
- 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.
- Developed and sent monthly report for review.





## Public Relations | *Summary*

- Continued proactive outreach to publications, keeping seasonality and affordable travel at forefront of messaging
- Pitched outdoor activities, Summer travel, and road trip destinations
- Responded to media queries for Father's Day, Summer family travel, biking and charming southern towns
- Crafted "Hidden Gem" roundup pitch
- Crafted "unique and unbelievable" pitch
- Vetted incoming media requests
- Positioning Eureka Springs as a must visit, family friendly destination that will provide days of fun, outdoor adventure, amazing food and unique shopping
- Updated Fall planning; identifying pitch topics for late Summer and Fall travel, events, etc. that highlight destination partners

# Public Relations | Metrics



## Eureka Springs, Arkansas

**Population:** 2,397

Tucked away in Arkansas's Ozark Mountains (it's an easy drive from Kansas City, St. Louis, and Tulsa), the tiny town is full of so many juxtapositions that they start to blur together: Churches and Christian bookstores line one street, while New Age crystal shops and self-proclaimed **haunted hotels** line the other. Passing bikers dressed in camouflage and leather throw back drinks at bars adorned with rainbow Pride flags. Busy Victorian homes and B&Bs hug the sides of cliffs, the views from which will make you feel like you're miles away from civilization. It's that "can't quite pin it down" quality—not to mention incredible views of the Ozarks—that makes us love this tiny town so much.



## FUN FALL LEAF-PEEPING FAMILY VACATION IDEAS

AUTUMN FOLIAGE ADVENTURES ACROSS THE US, FROM NEW HAMPSHIRE TO NAPA VALLEY

June 21, 2023 | 10 min read

### 8. ARKANSAS - Scenic Byway 7

For those looking to experience some of Arkansas's best natural beauty, Arkansas Scenic Byway 7 is a great place to explore. Located in north central Arkansas, Byway 7 is one of the longest byways in the United States and provides travelers with breathtaking mountain views and plenty of fun activities to take part in.

Eureka Springs is an excellent base for your adventure. The two rivers and three lakes surrounding the city are perfect for autumn fishing, kayaking, boating, hiking, and biking. Nearby caves and caverns, like Onyx Cave and Cosmic Cavern, are perfect for exploring. Or experience the exhilarating thrill of a zip line canopy tour in the heart of the beautiful Ozark Mountains.

The 1886 Crescent Hotel and Spa in Eureka Springs is perfect in the fall. This 126-year-old hotel is perched on the Ozark Mountains and has become known as America's most haunted hotel. You can even go on a nighty ghost hunt.

From Eureka Springs, head east about 40 miles to Harrison to pick up Byway 7. Jasper, 20 miles south, is a good turnaround point if you're in it for a leisurely ride, where you'll also find the Grand Canyon of the Ozarks. Round trip from Eureka Springs is about 120 miles.

(Source: Muck Rack)

## June 2023 Publicity

- Estimated Impressions: 1,481,950,200
- Estimated Media Value: \$13,708,039.39

## January 2023 - June 2023 Publicity

- Estimated Impressions: 5,034,663,189
- Estimated Media Value: \$46,570,634.59



America's Most Underrated Attractions by State: Arkansas - Eureka Springs



10 Unique Travel Destinations USA: Hidden Gems for Women Over 50



11 Towns in Southern US Have the Best Main Streets



20 Best Lake Towns in the US



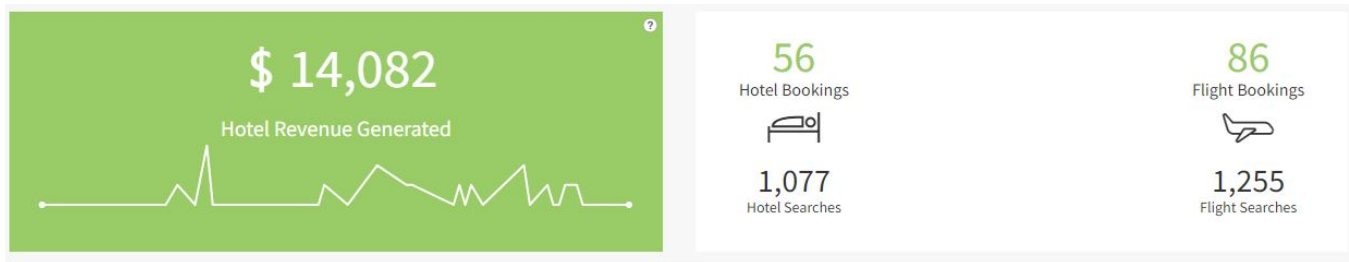
A first-person perspective shot from a colorful kayak on a river. The kayaker is wearing a brown cap and a dark shirt. The kayak is decorated with vibrant colors like blue, pink, and green. The water is a clear, greenish-blue. In the background, there's a lush green forested hillside under a blue sky with scattered white clouds. Another kayaker is visible further down the river.

# Media Partner Analytics

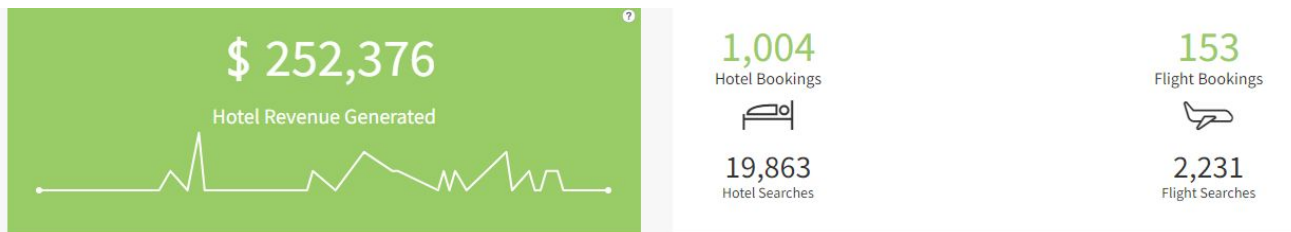
# Adara Impact | *Economic Insights*

Below is the hotel revenue shown in Impact from those exposed to paid advertising. Note this is only hotel and does not include vacation rental revenue. This slide and the following Adara Impact slides show rolling totals starting with paid media launching in mid-March. For this reporting, this represents the Spring and Summer Campaigns.

## 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.

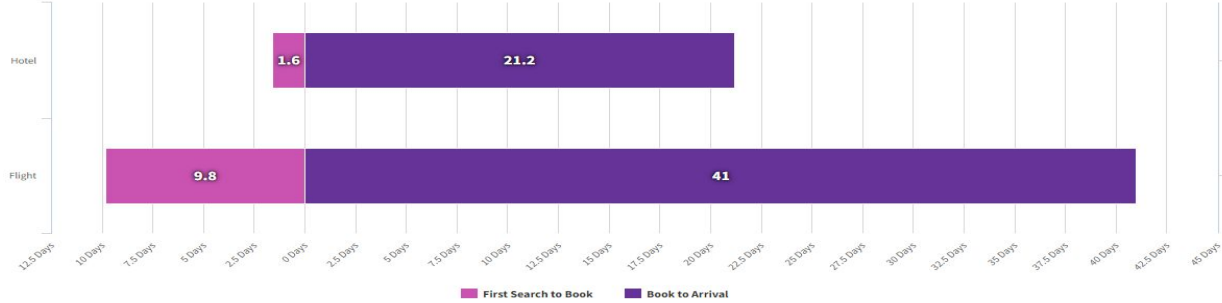


# Adara Impact | Book/Search Window

31,654

Total Trackable Website Visits

Trip Planning Window ?



Trip Planning Window ?



- As we continue to look at year-to-date, the book to arrival in destination window has shortened, with the average time travelers are booking prior to arrival is now just 3 weeks.
- The search to booking window for flights has remained consistent at approx 10 days.
- Travelers booking of flight to arrival in destination has shortened, now at 41 days.


# 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	17.7
Little Rock	16.5
Tulsa	13.9
Oklahoma City	10.1
Springfield	7.6
Memphis	5.1
Ft Smith	3.8
Jackson	3.8
Los Angeles	3.8
Denver	2.5

Top Origin Markets - Flight Bookers

	
Market	Percentage of Travelers
Chicago	15.5
Denver	10.0
Las Vegas	6.4
Houston	4.5
Santa Ana	3.6
Boston	2.7
Seattle	2.7
Dallas-Fort Worth	2.7
Traverse City	2.7
Newark	2.7

An aerial photograph of a wooden canoe with two people paddling through a pond. The water is dark and filled with numerous green lily pads. The canoe is positioned in the lower-left quadrant of the frame, moving towards the center. 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 Summer Campaign began mid-May and continued in market in June. It will be live through 9/10. Vendors running included Paid Search (Google), Facebook/Instagram, Expedia, Adara, DigDev, Mobilefuse, Spotify and Undertone.

Tactics included display banners, native ads, digital audio, eblast and retargeting banners, and streaming TV.

### Performance Highlights:

- Total Impressions: 1,805,004
- Total Clicks: 35,267
- CTR: 1.95%
- Total Video Views: 189,522
- VCR: 83.81%

### Top performing media partners for June:

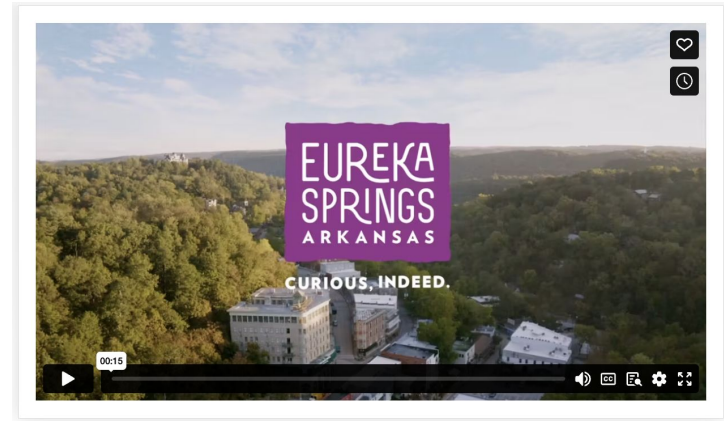
- DigDev: retargeting banners served to those who had previously received an eblast, with a 0.39% CTR.

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

# Paid Media | Summary Cont.

## Top Creative Set(s):

- Top performing display ad this month was a Concerts/Events banner driving 526 clicks to the site and a CTR of .39%
- Additionally, the :15 video performed slightly better stronger than the :30, with a 99% VCR



<https://vimeopro.com/paradiseagency/esp-0613-15-video-development>

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

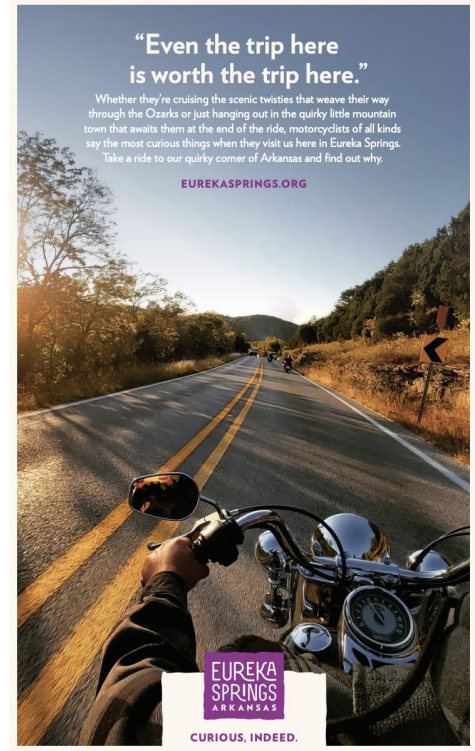
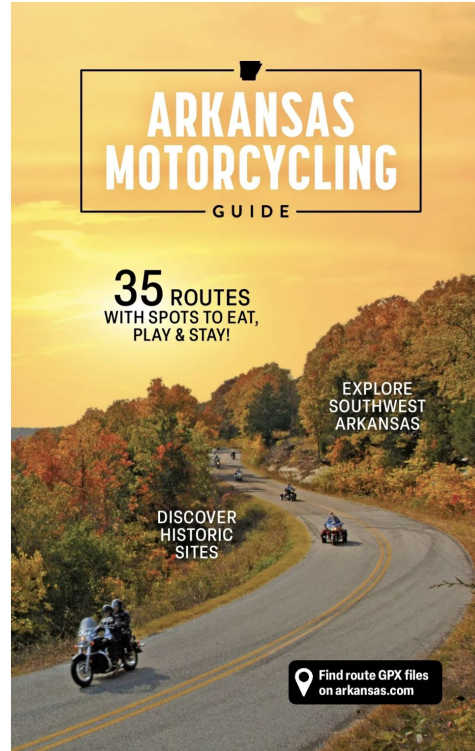
# Paid Media | Arkansas Motorcycle Guide

The annual Arkansas Motorcycle Guide is produced by the state of Arkansas with trip routes and suggestions, events, deals, travel tips and anything else you might need to plan a motorcycle trip in Arkansas.

Eureka Springs was featured with a Full Page print ad opposite of Table of Contents in the 2023/2024 edition. 150,000 printed copies are distributed as well as a digital edition..

The digital edition can be found here:

<https://arkansas.mydigitalpublication.com/publication/?m=59413&i=788631&p=1&ver=html5>



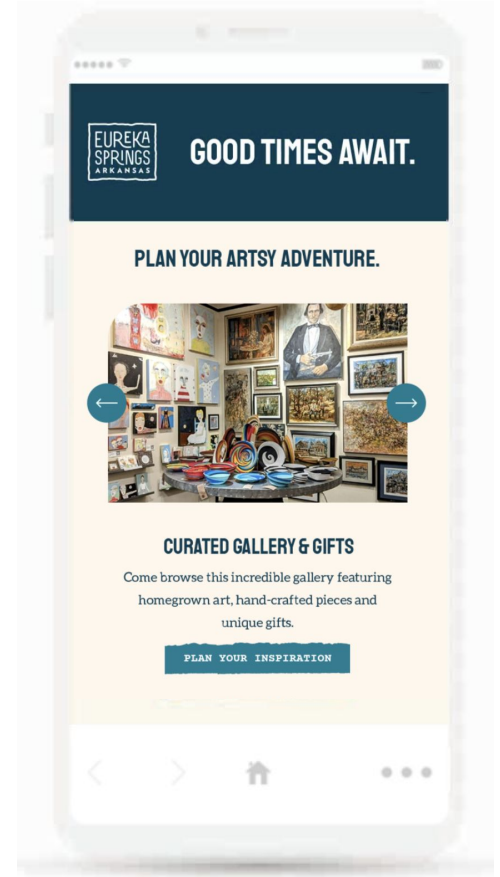
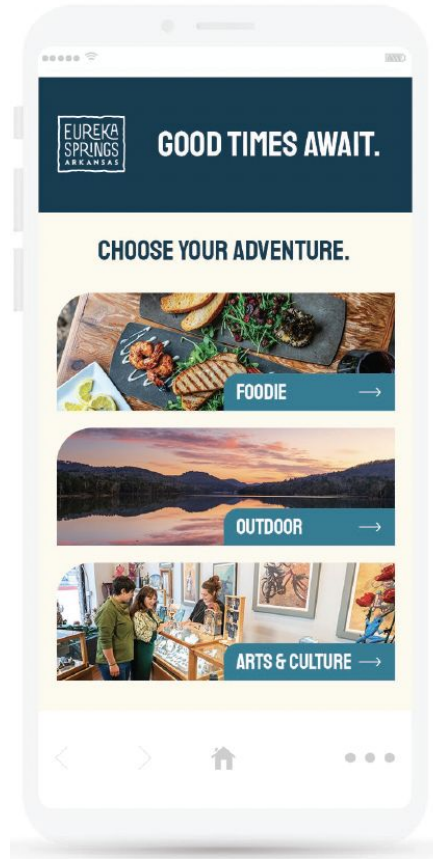


## Paid Media | *Undertone*

The Undertone campaign launched in June with innovative, interactive Rich Media ads which allow users to ‘choose their own adventure’ specific to foodies, outdoorsy individuals or art lovers. This is a unique opportunity to showcase Eureka Springs in an out-of-the box way.

### Performance Highlights:

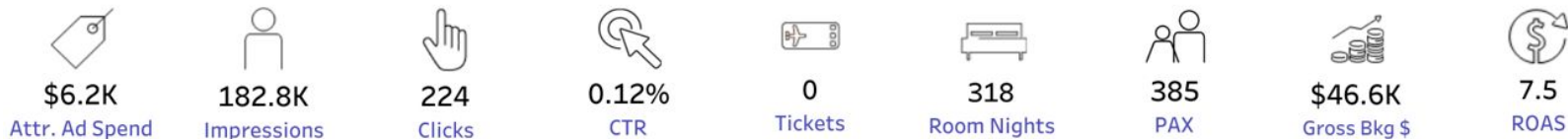
- Total Impressions: 310,912
- Total Clicks: 6851
- CTR: 2.20%
- Engagement Rate: 13.10%



Users can select one of three options from the decision tree.

# Paid Media | Expedia

From those exposed to Expedia, VRBO and Hotels.com advertising in the month of June:



## POS Summary

POS Name	Attr. Ad Spend \$	Impressions	Clicks	CTR	View thru \$	Click thru \$	Gross Bkg \$	ROAS
Hotels.com US	\$3,237	93,123	105	0.11%	\$44,876	\$251	\$45K	13.9
VRBO United States	\$1,819	59,141	94	0.16%	\$420	\$0	\$0K	0.2
Expedia US	\$1,160	30,514	25	0.08%	\$1,063	\$0	\$1K	0.9
Grand Total	\$6,215	182,778	224	0.12%	\$46,359	\$251	\$47K	7.5

- Media CTR at 0.12% CTR (*above benchmark of 0.08%*)
- 318 room nights were booked
- \$46,359 in gross bookings were generated
- Advertising for June delivered a 7.5 ROAS (Return On Ad Spend)

## Paid Media | Adara

Adara's Spring Campaign ended in mid-May, and the Summer Campaign began in June. Following are the results strictly from those exposed to the ads that ran in the Adara media buy (native, video, and display).

Impressions: 1,112,378

Clicks to Site: 742

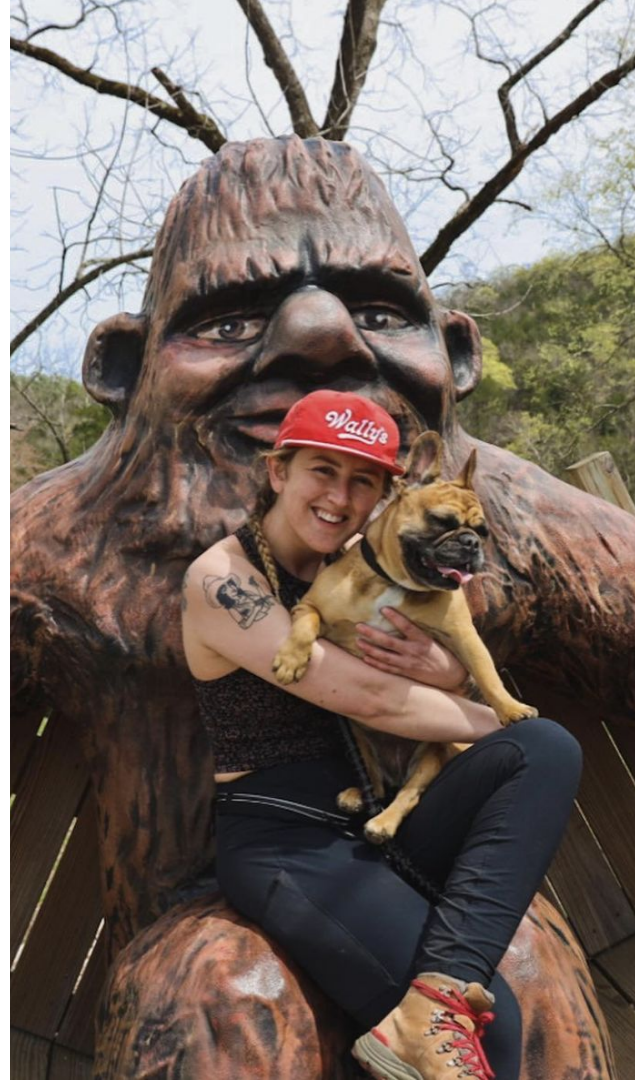
CTR: 0.7%

From those exposed to Adara ads in June (\$4345 in ad spend):

- Number of hotel searches: 249
- Number of hotel bookings: 14\*
- Number of flight searches: 313
- Number of flight bookings: 17\*
- Average Length of Hotel Stay: 2 nights
- Average days from booking to arriving in destination (booking window): 4.5
- Average daily rate: \$173.84\*\*

\*Hotel and flight bookings in **June show 210% increase from May** (from 10 total to 31).

\*\*ADR also increased from \$114 to \$174.





# Paid Social | Facebook/Instagram

In June, the Mid-Atlantic Women's Motorcycle Rally geofence campaign ran from 6/15 to 6/17 with a focus on traffic to the website and destination awareness for those attending the motorcycle rally.

The Summer Campaign also launched in mid-June (after a brief pause from the Spring Campaign which wrapped 5/14) and focused on general brand awareness with tactics of Traffic and Awareness. There was an increase in CTR to 2.01%, well above in industry benchmark.

## June Results:

- Impressions: 456,770
  - 15% decrease over May
- Post Engagement: 5,127
  - 6% increase over May
- Clicks: 9,181
  - 7% decrease over May
- CTR: 2.01%
  - 9% increase over May
  - Industry benchmark = 0.9%

## Top Performing Creative:

The image shows two side-by-side Facebook ad creatives for Eureka Springs, Arkansas. Both ads are sponsored and include a 'Learn more' button. The left ad has a headline: 'From hotels conveniently located near fun attractions to serene retreats nestled in nature, you'll find your ideal home away from home. Discover the best places to stay in Eureka Springs!' and a 'Where to Stay' button. The right ad has a headline: 'Embrace the thrill of exploration in Eureka Springs, where adventure is always on the itinerary.' and a 'Learn more' button. Below the creatives are two boxes: 'Awareness Impressions:' and 'Traffic Clicks: 5,480'.

Awareness  
Impressions:

Traffic  
Clicks: 5,480

# Paid Media | Google Paid Search

The Google Paid Search Summer Campaign has the objective of reaching people with interest in both Eureka Springs and travel, with the goal to drive engagement and interest. For the couple weeks that this campaign ran in June, we saw a strong click-through rate of 22%! Well over the industry benchmark of 4%.

## June Results:

- Impressions: 29,615
- Total Clicks: 6,514
- Avg. CTR: 22.00%
  - *Industry benchmark = 4%*
- Avg. CPC: \$0.20
  - *Industry benchmark = \$1.54*

## Top Performing Ad:



The screenshot shows a Google Ad for 'visiteurekasprings.com'. The ad features a blue header with the text 'Eureka Springs Arkansas | Explore Hidden Gems | Things to do'. Below the header is a paragraph of text: 'There's as little or as much as you would like to do in our quirky corner of Arkansas. Check out everything there is to do in naturally beautiful Eureka...'. To the right of the text is a photograph of two people on mountain bikes in a wooded area with autumn foliage.

visiteurekasprings.com  
www.visiteurekasprings.com/

**Eureka Springs Arkansas | Explore Hidden Gems | Things to do**

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



# Paid Media | Google Paid Search

<input type="checkbox"/> ● Ad group	Ad group type	Cost	Impr.	↓ Clicks	CTR	Avg. CPC
<input type="checkbox"/> ● Things to do	Standard	\$497.57	14,384	4,034	28.05%	\$0.12
<input type="checkbox"/> ● Events	Standard	\$179.41	7,135	1,633	22.89%	\$0.11
<input type="checkbox"/> ● Visit	Standard	\$165.48	3,391	515	15.19%	\$0.32
<input type="checkbox"/> ● Where to stay	Standard	\$428.23	3,268	225	6.88%	\$1.90
<input type="checkbox"/> ● Food & Drink	Standard	\$11.48	1,437	107	7.45%	\$0.11

## Top Performing Keywords:

1. Fun things to do in Eureka Springs
2. Things to do in Eureka Springs
3. Eureka Springs calendar
4. Events in Eureka Springs
5. What to do in Eureka Springs
6. Eureka Springs events
7. Eureka Springs tourism
8. Eureka Springs attractions



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 June, 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 July 2023 content calendar to be shared across social media platforms.

# Social Media (Organic) | Facebook

YR Numbers Represent 10/2021-2023 Growth

NEW FANS	IMPRESSIONS	ORGANIC REACH	ORGANIC ENGAGEMENT	AWARENESS
+278	1,248,140	308,000	31,253	693
TOTAL FANS GAINED	TOTAL ORGANIC PAGE IMPRESSIONS	TOTAL ORGANIC REACH	TOTAL ORGANIC ENGAGEMENT	AWARENESS
10,831	34343017	12,661,321	1,096,117	20,463

## Key Insights:

- Compared to last month, there was a...
  - 0.3% increase in followers
  - 25% decrease in reach
  - 57% decrease in engagement
  - 43% decrease in awareness
  - 1.7% increase in impressions
  - Engagement Rate: 1.8% (industry average 0.9%)

In June, there was an increase in followers and impressions. This is due to the content mix of curated and created content along with the incorporation of localized content.

There was also a decrease in engagement, awareness and reach. Looking closer at the analytics, this is most likely due to a pause in paid social.



# Social Media (Organic) | Instagram

YR Numbers Represent 2021-2023 Growth

NEW FANS	IMPRESSIONS	ORGANIC REACH	ORGANIC ENGAGEMENT	Video Views
+407	145,216	100,000	7,107	68,951
<hr/>				
TOTAL FANS	TOTAL ORGANIC PAGE IMPRESSIONS	TOTAL ORGANIC REACH	TOTAL ORGANIC ENGAGEMENT	Video Views
29,395	3,472,855	3,128,897	260,342	1,252,308

## Key Insights:

Compared to last month there was a...

- 0.7% increase in followers
- 31% decrease in reach
- 39% decrease in impressions
- 44% decrease in engagement
- 21% decrease in awareness
- 52% decrease in video views
- Engagement Rate: 4.9% (industry average 0.9%)

In June, there was an increase in followers. There were also decreases in reach, impressions, engagement, awareness and video views. This is due to a multitude of things. The geo-location of this audience is shifting to be more local. The team would recommend that localized content is paired with other retargeting efforts to help ensure the audience remains primarily out-of-destination.

Additionally, the team would recommend incorporating more reel placements scheduled to be paired with other placements that can be organically utilized as well as utilized by paid strategy.

# Social Media (Organic) | Twitter

YR Numbers Represent 2021-2023 Growth

NEW FANS	IMPRESSIONS	ENGAGEMENT
-8	1,086	89
<hr/>		
TOTAL FANS	TOTAL ORGANIC PAGE IMPRESSIONS	TOTAL ENGAGEMENT
5,221	165,045	25,490

## Key Insights:

- Compared to last month there was a...
  - 5% decrease in impressions
  - 35% decrease in engagement

In June, there were decreases in impressions and engagement. This is likely due to the new updates on the platform and usage limitations imposed by the platform.

# Top Posts for Out-Of-Market Audiences

Note: This content aims to target users that are in the general awareness phase. Therefore, these posts are either focused on particular niche audiences or provide an overview of a particular topic to drive interest in the destination.

## Facebook



urekasprings Founded by a talented young entrepreneur, 3colossalcupcakesandcones is a true haven for dessert enthusiasts. 🍰🍩 Pr ... see more  
Jun 26 at 05:00 PM

Placement: UGC Carousel  
Organic Reach: 7254  
Engagement: 474



urekasprings Our town is buzzing with excitement as a variety of credible summer events are around the corner! 🎪 From art fes - see more

Placement: Created Carousel  
Organic Reach: 5452  
Engagement: 452

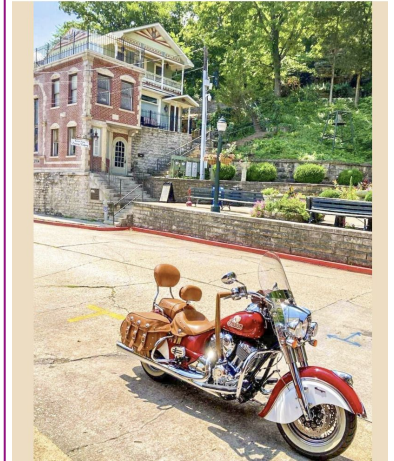
## Instagram

Eureka Springs, Arkansas  
Jun 5 at 07:00 PM  
The sun is shining, the birds are singing, and Basin Park is alive with music! 🎵 Here are the upcoming performances 🎪  
June 9 @ 6:00 pm - 8:00 pm Music In the Park: Brave Combo  
June 10 @ 4:00 pm - 6:00 pm Music In the Park: Jesse Dean  
June 24 @ 2:00 pm - 4:00 pm Music In the Park: 96 Miles ... see more



Placement: Single In-Feed Image  
Organic Reach: 49,904  
Engagement: 1,408

conquering some of Arkansas's most scenic roads, reward yourself with a well-deserved pit stop in Eureka Springs! 🍷🍷



Placement: Single In-Feed Image  
Organic Reach: 36790  
Engagement: 958



# Top Posts for Localized Audiences

*Note: This content aims to target users who are in the destination or planning to be in the destination soon. This content is generally more focused on a particular partner or experience.*

## Instagram

*Note: While Reels are shown to both Facebook and Instagram audiences, metrics are pulled in for Instagram. Therefore, these metrics are a combination of Facebook and Instagram*



*Placement: Timely Reel  
Organic Reach: 11379  
Engagement: 1090*



*Placement: Timely Reel  
Organic Reach: 10638  
Engagement: 895*

## Facebook

 Eureka Springs, Arkansas  
Jun 2 at 05:34 PM  
and so the Blues Party begins!!  
  
Join us for a weekend-long celebration of the blues in the heart of the Ozarks from Friday, June 1st to Sunday, June 4th, as we take over with a blues party like no other!  
  
The entire town will be alive with the sound of the blues. Get your day passes today at <https://www.reserveeureka.com/attractions/bluesparty> ... see more



*Placement: Single Image  
Organic Reach: 9953  
Engagement: 402*



# Website



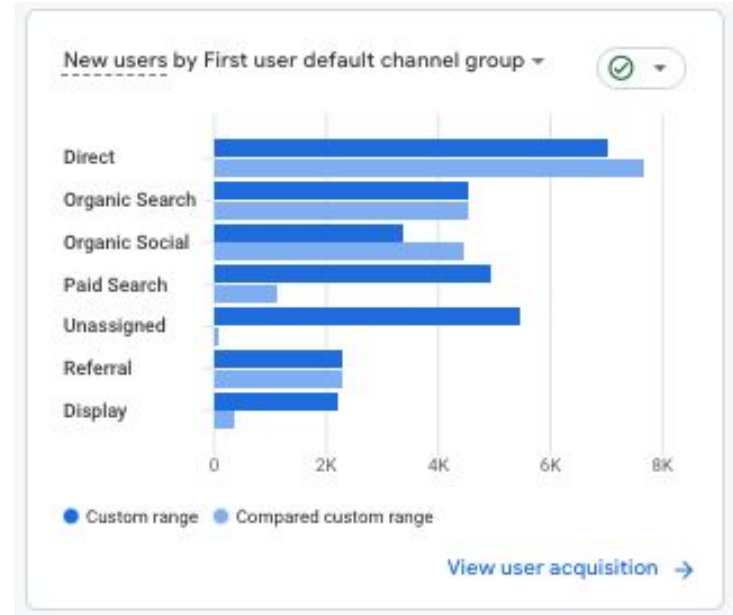
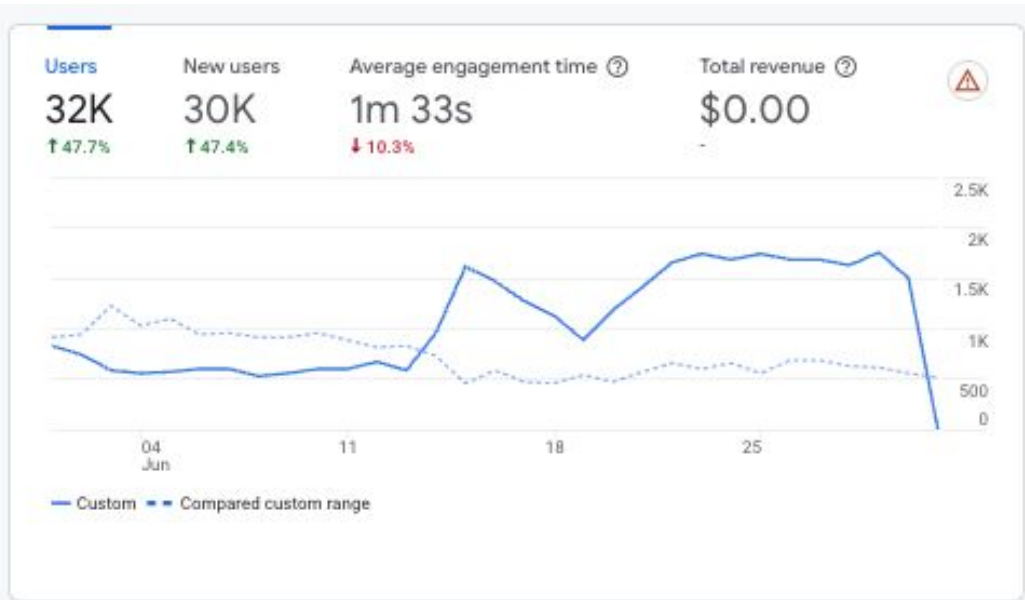


## Website | Summary

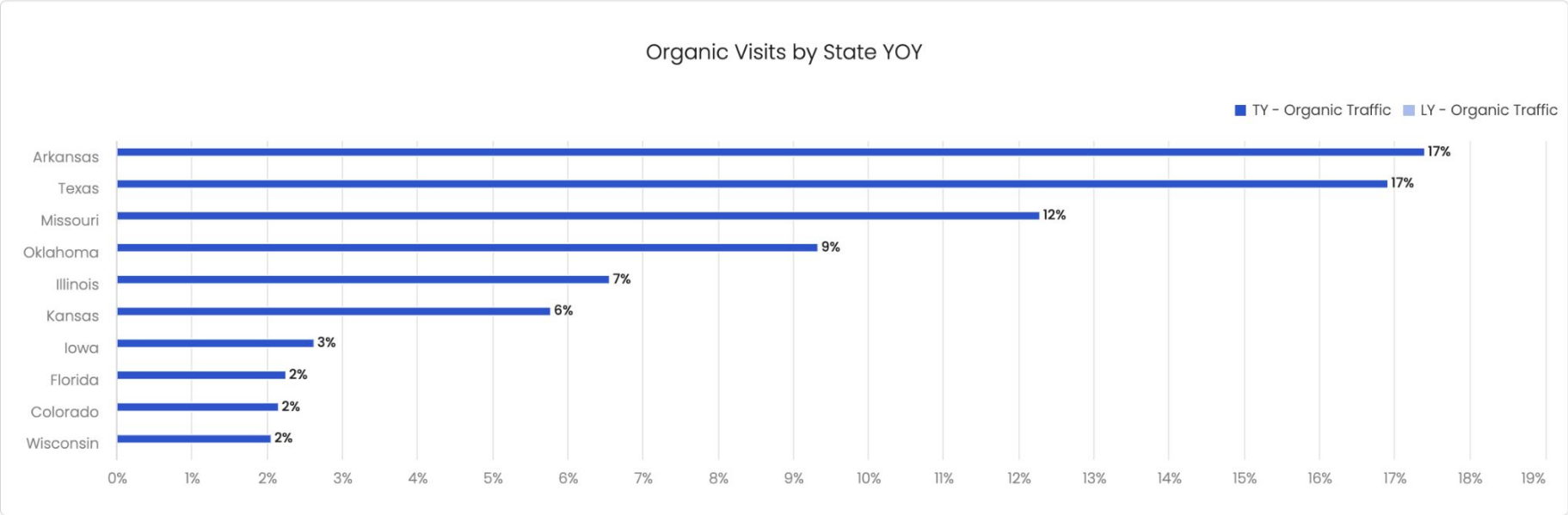
- The number of users increased 47.7% in June over May, to be expected with the Summer Paid Media Campaign launching in full-force during June.
- Traffic source for the website saw a shift (again to be expected with paid media launches) with more diversified sessions by channel, a larger percentage from Paid Search and Display, but with Organic Search holding steady, a good sign of stability for the site.
- The most viewed pages in June (excluding the homepage) were Events (the second month in a row at #1), Attractions, Things to Do, Outdoor, and Dining. This is similar to May.
- Top states for visitation to the website saw a shift from previous months: Arkansas, Texas, Missouri, Oklahoma, and Illinois respectively.
- More than half of the pages with the highest engagement rates in June came from Paid Search Traffic. The Aud page continues to have high engagement rates as well as Things To Do pages like attractions and nightlife.



# Website | Google Analytics



# Website | *Google Analytics*



# Website | Google Analytics

## Web Content - High Engagement Rate

Page Url	Medium	Views (>250)	Avg. Engagement Time Per Session	Engagement Rate (>50%) ▼
<a href="https://visiteurekasprings.com/category/things-to-do/">https://visiteurekasprings.com/category/things-to-do/</a>	cpc	4.7 K	00:26	88.3%
<a href="https://visiteurekasprings.com/category/things-to-do/attractions/">https://visiteurekasprings.com/category/things-to-do/attractions/</a>	cpc	3.9 K	04:11	82.4%
<a href="https://visiteurekasprings.com/">https://visiteurekasprings.com/</a>	organic	4.8 K	00:28	80.5%
<a href="https://visiteurekasprings.com/">https://visiteurekasprings.com/</a>	cpc	1.1 K	00:49	80.3%
<a href="https://visiteurekasprings.com/category/things-to-do/attractions/page/4/">https://visiteurekasprings.com/category/things-to-do/attractions/page/4/</a>	(none)	278	24:32	80.0%
<a href="https://visiteurekasprings.com/category/where-to-stay/">https://visiteurekasprings.com/category/where-to-stay/</a>	cpc	351	00:30	79.5%
<a href="https://visiteurekasprings.com/category/things-to-do/nightlife/">https://visiteurekasprings.com/category/things-to-do/nightlife/</a>	cpc	480	03:03	78.2%
<a href="https://visiteurekasprings.com/category/things-to-do/">https://visiteurekasprings.com/category/things-to-do/</a>	organic	492	01:45	77.9%
<a href="https://visiteurekasprings.com/events/category/the-aud/">https://visiteurekasprings.com/events/category/the-aud/</a>	organic	746	00:47	77.6%
<a href="https://visiteurekasprings.com/events/category/the-aud/">https://visiteurekasprings.com/events/category/the-aud/</a>	referral	312	00:31	74.0%
<a href="https://visiteurekasprings.com/category/food-drink/">https://visiteurekasprings.com/category/food-drink/</a>	cpc	487	03:11	72.7%



# Website | Zartico

Page Url	GA - Pageviews ▼
<a href="https://visiteurekasprings.com/">https://visiteurekasprings.com/</a>	28,473
<a href="https://visiteurekasprings.com/events/">https://visiteurekasprings.com/events/</a>	6,575
<a href="https://visiteurekasprings.com/category/things-to-do/attractions/">https://visiteurekasprings.com/category/things-to-do/attractions/</a>	6,222
<a href="https://visiteurekasprings.com/category/things-to-do/">https://visiteurekasprings.com/category/things-to-do/</a>	5,752
<a href="https://visiteurekasprings.com/category/things-to-do/outdoor-activities/">https://visiteurekasprings.com/category/things-to-do/outdoor-activities/</a>	3,488
<a href="https://visiteurekasprings.com/category/food-drink/">https://visiteurekasprings.com/category/food-drink/</a>	2,669
<a href="https://visiteurekasprings.com/category/things-to-do/attractions/page/2/">https://visiteurekasprings.com/category/things-to-do/attractions/page/2/</a>	2,016
<a href="https://visiteurekasprings.com/category/things-to-do/attractions/page/3/">https://visiteurekasprings.com/category/things-to-do/attractions/page/3/</a>	1,701
<a href="https://visiteurekasprings.com/category/things-to-do/shops-galleries/">https://visiteurekasprings.com/category/things-to-do/shops-galleries/</a>	1,584
<a href="https://visiteurekasprings.com/category/things-to-do/attractions/page/4/">https://visiteurekasprings.com/category/things-to-do/attractions/page/4/</a>	1,473
<a href="https://visiteurekasprings.com/events/category/the-aud/">https://visiteurekasprings.com/events/category/the-aud/</a>	1,434
<a href="https://visiteurekasprings.com/category/where-to-stay/">https://visiteurekasprings.com/category/where-to-stay/</a>	1,348
<a href="https://visiteurekasprings.com/category/where-to-stay/cabins-cottages/">https://visiteurekasprings.com/category/where-to-stay/cabins-cottages/</a>	1,332
<a href="https://visiteurekasprings.com/category/where-to-stay/hotels-motels/">https://visiteurekasprings.com/category/where-to-stay/hotels-motels/</a>	1,240
<a href="http://www.visiteurekasprings.com/plan-your-trip/motorcycling/">http://www.visiteurekasprings.com/plan-your-trip/motorcycling/</a>	1,194
<a href="https://visiteurekasprings.com/category/things-to-do/outdoor-activities/sprin...">https://visiteurekasprings.com/category/things-to-do/outdoor-activities/sprin...</a>	1,122
<a href="https://visiteurekasprings.com/category/things-to-do/attractions/page/5/">https://visiteurekasprings.com/category/things-to-do/attractions/page/5/</a>	1,010
<a href="https://visiteurekasprings.com/category/things-to-do/arts-culture/">https://visiteurekasprings.com/category/things-to-do/arts-culture/</a>	938
<a href="https://visiteurekasprings.com/category/things-to-do/outdoor-activities/adve...">https://visiteurekasprings.com/category/things-to-do/outdoor-activities/adve...</a>	896

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:**
  - Fall/Winter media campaign plan to be presented
  - Influencers for the 2023 content creator plan to be presented
  - Ongoing planning around Bikes, Blues & BBQ
- **Website Development:**
  - Agency to continue to provide support with requests, updates, and content development as needed
- **Intelligence & Data:**
  - Continued planning, implementation, and training for Zartico intelligence platform, including monthly meetings







THANK YOU

PARADISE | 2023