



Eureka Springs

Monthly Report | May 2023



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[May 2022 Report:](#)

www.visiteurekasprings.com/partners/capc-partner-resources/



ZARTICO

Visitor Insights





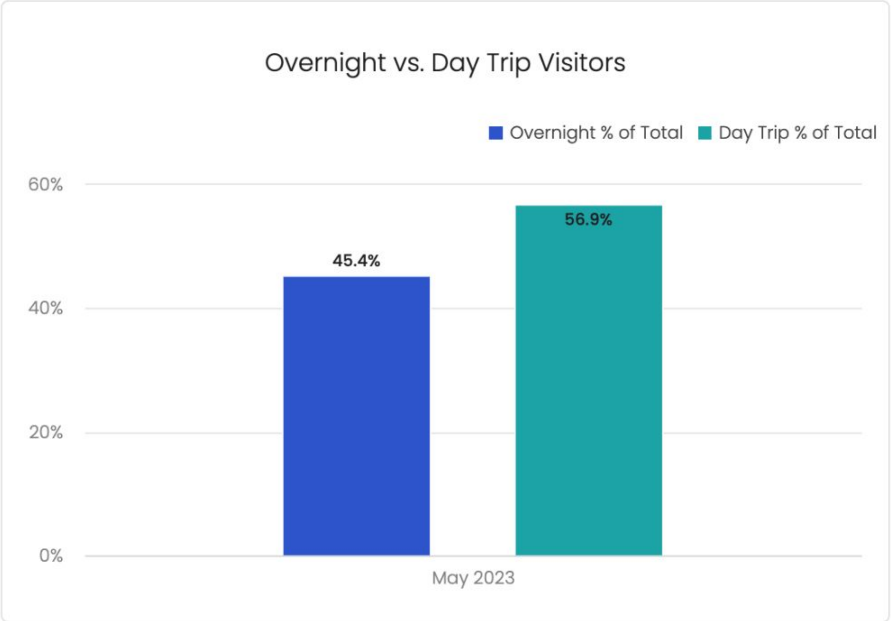
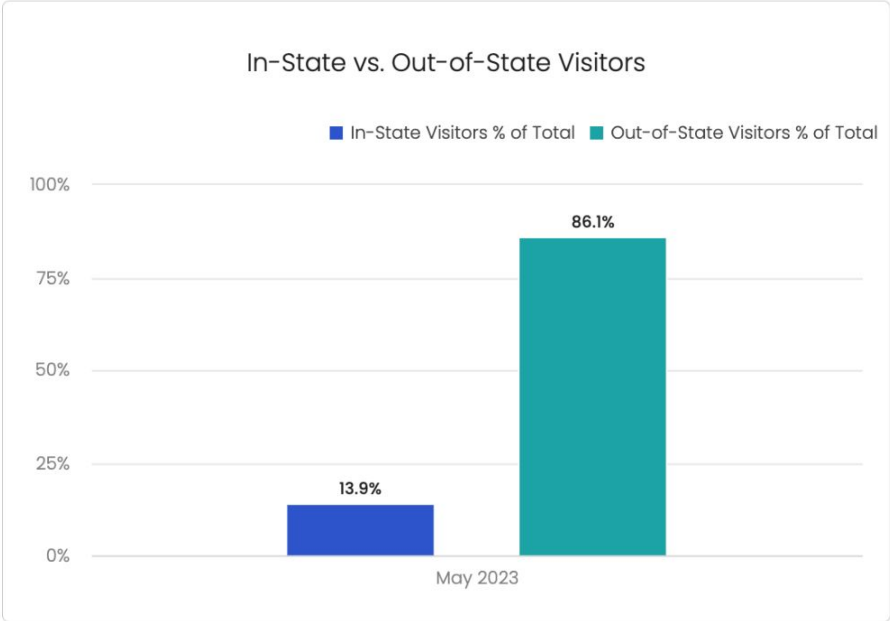
Visitor Insights - Summary

- 45.4% of observed visitors stayed overnight in May, on par with trends so far in January - April 2023 but trending down over May 2022.
- In May, 86.1% of visitors came from out of state, consistent with rates so far in 2023.
- Kansas City, MO market continued to be the #1 visitor market in May. These visitors also the most likely to stay overnight. Springfield, MO was the #2 visitor market, trending up from January - April 2023. Both markets are top target markets for Paradise media for this year.
- For in-market spending, Food continues to lead the way, followed by Accommodations 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 May decreased from \$167 to \$159 when compared to May 2022, and decreased from \$172 when compared to April 2023.
- May saw the Crescent Hotel remain the top visitor POI, followed in order by the Basin Park Hotel, Best Western Inn of the Ozarks, and Nelson's/Slone Tavern/The Grotto Wood-Fired Grill and Wine Cave, and Eureka Charcuterie/Eureka Daily Roast/Soap Shop and Body Shop.

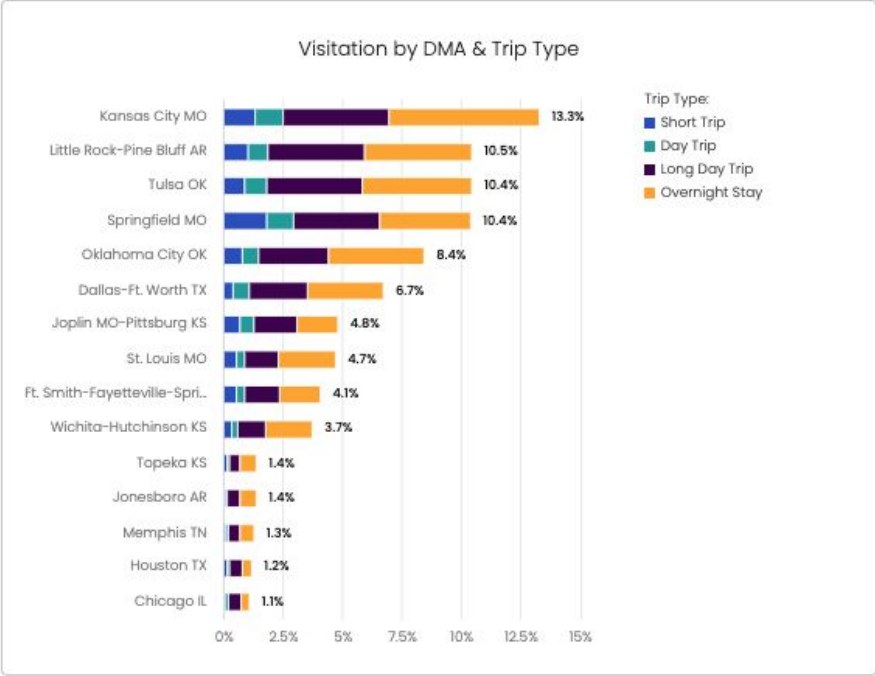
Visitor Insights - Zartico

Where are visitors to your destination coming from?

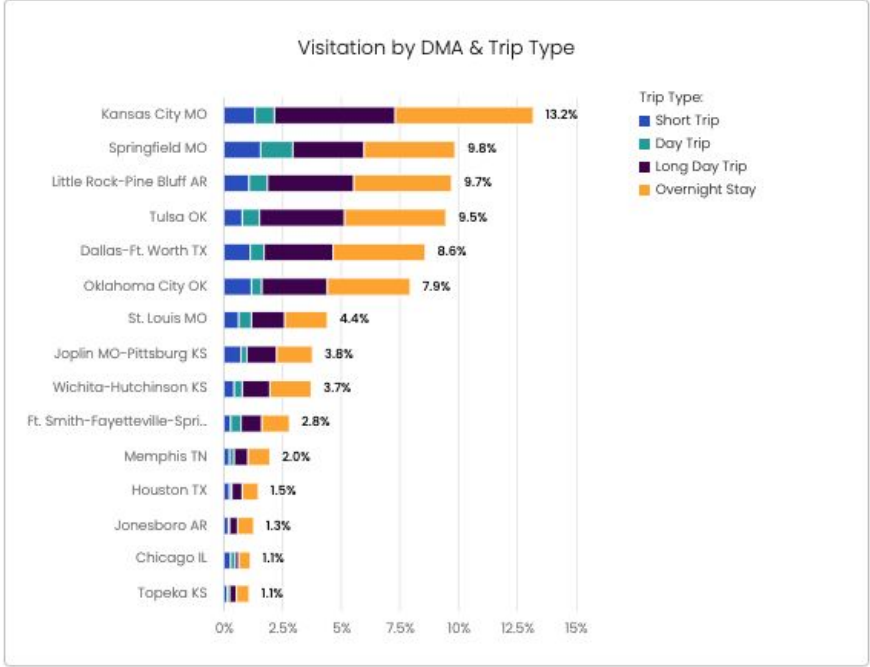
Source: Near, Affinity. Note: Day Trips = Between 2-8 hours spent in your destination. Overnight Trips = 8+ hours spent in your destination and observed the next day in your destination. The total percentages can exceed 100% as visitors can stay multiple days during their trip.



Visitor Insights - Zartico



January - April 2023

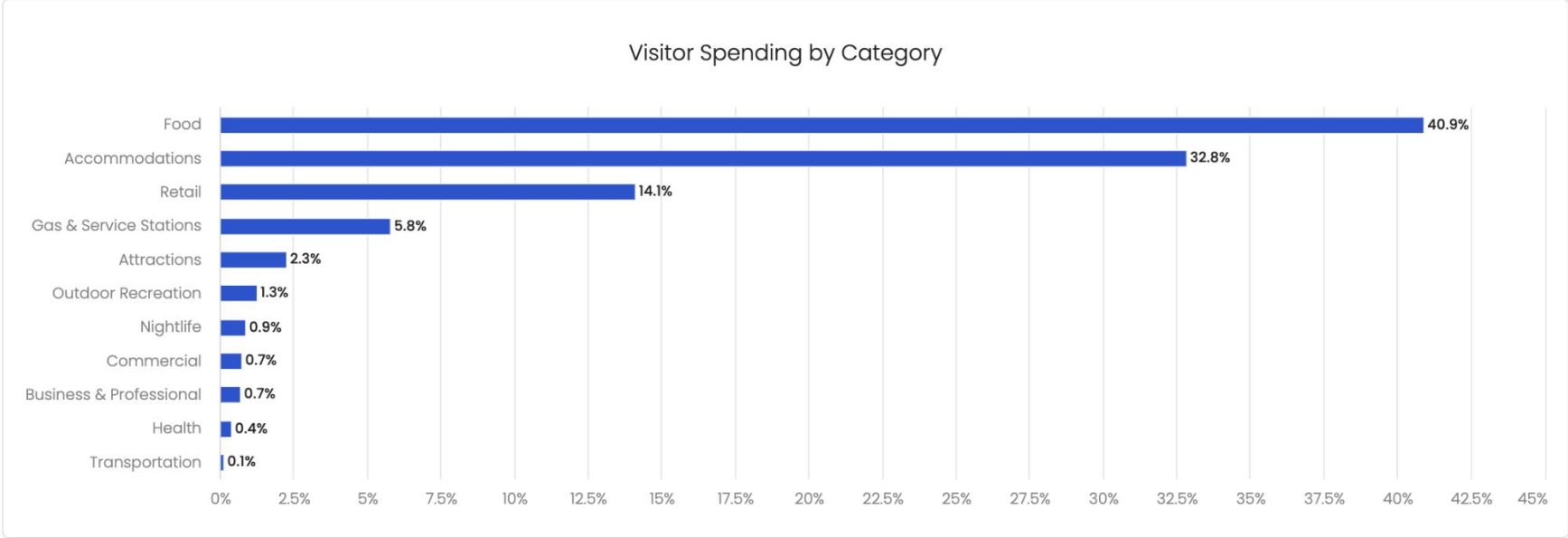


May 2023

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

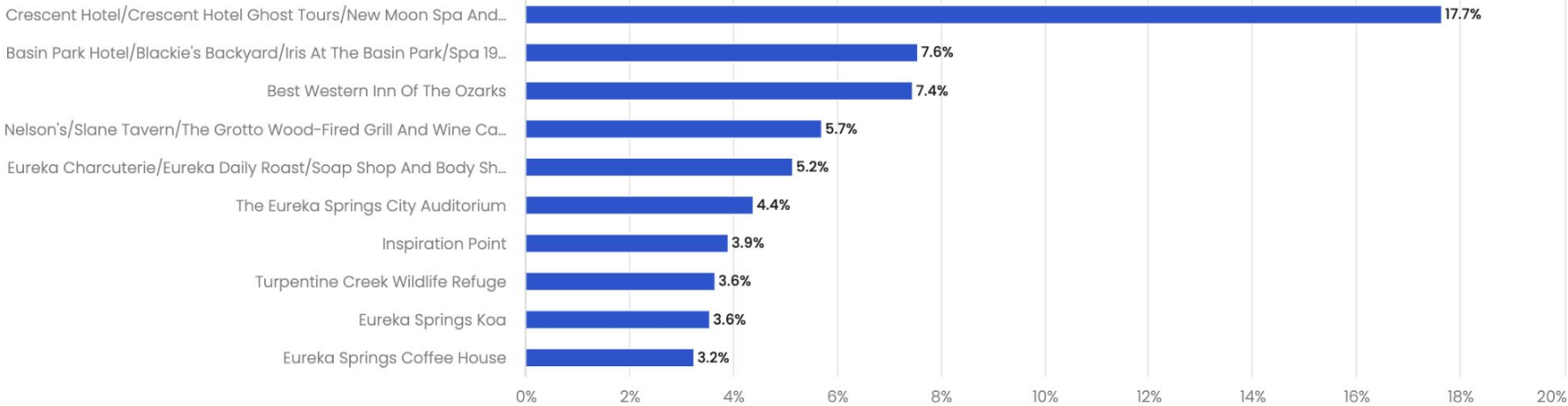
How does your destination's average visitor spending compare to last year?

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



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 balconies. 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	TBD
Jun	TBD
Jul	TBD
Aug	TBD
Sep	TBD
Oct	TBD
Nov	TBD
Dec	TBD

Summary YoY To Date	
2022	\$493,641 for Jan. - Apr.
2023	\$569,429 for Jan. - Apr.
+/- %	+15% YoY



Advertising & Marketing - Summary

- Continued monitoring and optimizing the Spring media campaign, which concluded on 5/14.
- Launched the Summer media campaign, including securing placements with media vendors, creative asset development, and ad trafficking. This campaign launched on 5/23 with more vendor launches set for June.
- Continued planning and strategy for the Fall/Winter campaign.
- Provided monthly Social Media Calendar for June. Please see social media reporting slides for more detailed reporting.
- Provided ongoing web maintenance support for CAPC staff.
- Began new monthly invoicing process.
- 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 publications, keeping seasonality and affordable travel at forefront of messaging.
- Pitched outdoor activities, Summer travel, and road trip destinations.
- Responded to media queries for Best Places in the Ozarks.
- Liaised with Chere Coen (a writer for various outlets including AAA Southern Explorer and Louisiana Life magazine).
- 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)

May 2023 Publicity

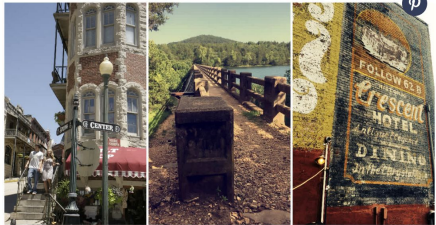
- Estimated Impressions: 1,237,925,467
- Estimated Media Value: \$11,450,810.55

January 2023 - May 2023 Publicity

- Estimated Impressions: 3,552,712,989
- Estimated Media Value: \$32,862,595.20



15 Vacation Destinations For Families Who Love The Mountains



3. Eureka Springs, Arkansas

Eureka Springs, Arkansas, is located in the heart of the Ozark Mountains and boasts that it is "your extraordinary escape," so how could you not want to visit this quaint mountain town? From visiting the Turpentine Creek Wildlife Refuge and going on paranormal tours (spooky!) to canoeing and checking out the North Arkansas Railway, there will never be a dull moment for your family in Eureka Springs!

TRAVEL CURATOR WORTH TRAVELING FOR

35 OF THE BEST AND COOLEST SMALL TOWNS IN THE US

EUREKA SPRINGS, ARKANSAS

Discover the charming Ozark Mountains town of Eureka Springs, Arkansas. Known for its natural springs, the historic downtown area is also worth a visit to see the well-preserved Victorian buildings that line the streets.



15 Fun Things to Do in Arkansas with Kids

12. Turpentine Creek Wildlife Refuge in Eureka Springs

Turpentine Creek Wildlife Refuge provides lifetime refuge for abused and neglected big cats, with an emphasis on tigers, lions, leopards and cougars. Several tour options are available via their website, from affordable general admission to behind-the-scenes tours that include breakfast. It's one of the [best things to do in Eureka Springs](#).

There are also [luxury campsites](#) and [bungalows](#) on the property for a truly unique lodging experience in the Ozark Mountains.



The 15 Most Romantic Small Towns Across the United States



PHOTO: RACHAEL MARTIN/SHUTTERSTOCK

5 OF 15

Expect the Unexpected in Eureka Springs

WHERE: Eureka Springs, Arkansas

The rural South might not be the first thing that pops into the minds of LGBTQ couples when the discussion of queer-friendly destinations comes up, but this tiny hamlet in Arkansas prides itself on being a safe haven. From a picturesque walk through the [Blue Spring Heritage Center](#) to a visit with exotic rescued animals at [Turpentine Creek Wildlife Refuge](#), to art galleries and wine tasting, and more, there's something for every couple in the Ozarks.



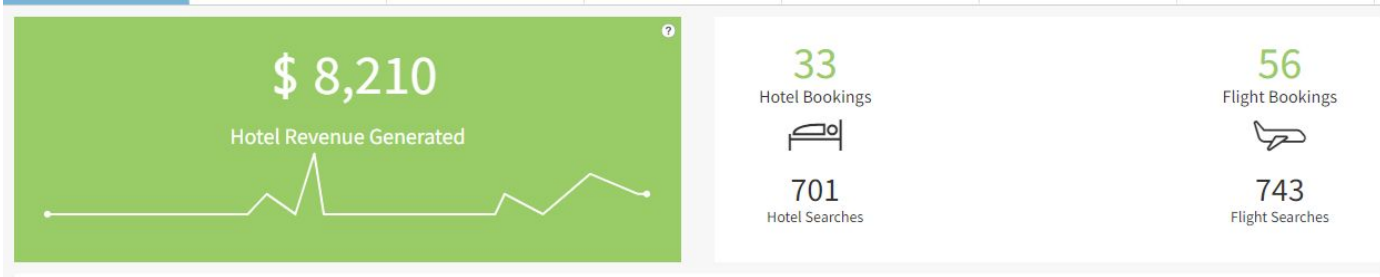
Media Partner Analytics

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 the Spring Campaign.

Observed Data - Cumulative YTD



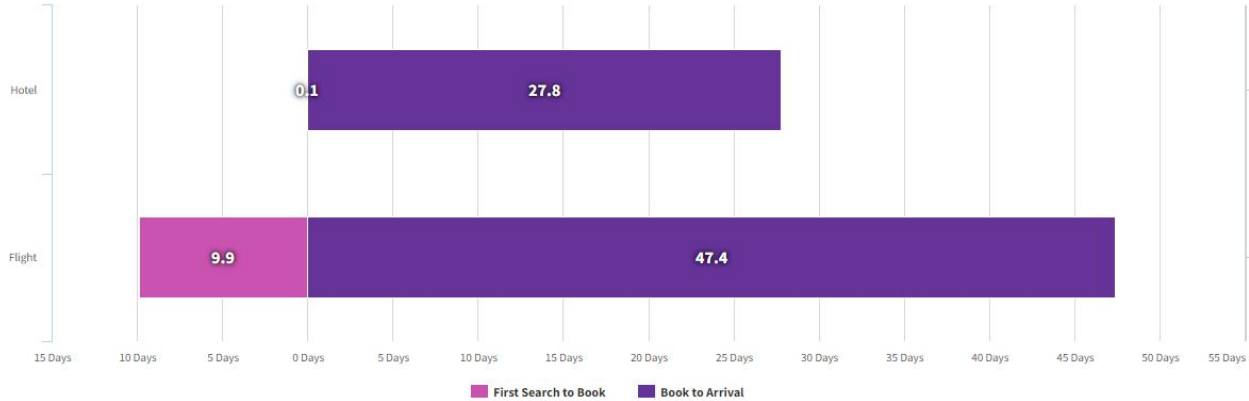
Enriched Data - Cumulative YTD



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 27.8 days before their travel dates
- Travelers to Eureka Springs searched 9.9 days before they booked their flight.
- Travelers booked their flights (47.4 days) prior to arriving in the destination.

24,616

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	26.3
Little Rock	15.8
Tulsa	13.2
Springfield	10.5
Denver	5.3
Oklahoma City	5.3
St Louis	5.3
Topeka	5.3
Milwaukee	2.6
Philadelphia	2.6

Top Origin Markets - Flight Bookers

Market	Percentage of Travelers
Denver	14.3
Chicago	7.1
Houston	5.4
Las Vegas	5.4
Newark	5.4
Seattle	3.6
New York	3.6
Sacramento	3.6
San Francisco	1.8
Santa Ana	1.8

Paid Media - Adara

Adara's ad campaign launched in April and continued through mid-May, wrapping with other Spring media on 5/14.

Impressions: 1,112,378

Clicks to Site: 742

CTR: 0.7%

From those exposed to Adara ads in May (\$8,925 in ad spend):

- Number of hotel searches: 149
- Number of hotel bookings: 3
- Number of flight searches: 151
- Number of flight bookings: 7
- Average Length of Hotel Stay: 2 nights
- Average days from booking to arriving in destination (booking window): 41
- Average daily rate: \$114



An aerial photograph of a wooden canoe with two people paddling through a pond. The water is dark, and the surface is covered 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 the center of the image in a large, white, sans-serif font.

Paid Media Results



Paid Media - Summary

The Spring Campaign continued in market and concluded on 5/14. Vendors running included Paid I'm Search (Google), Facebook/Instagram, Spotify, Adara, DigDev, Mobilefuse, and Strategus. Tactics included display banners, native ads, digital audio, eblast and retargeting banners, and streaming TV.

Performance Highlights:

- Total Impressions: 1,214,507
- Total Clicks: 11,446
- CTR: 0.94%
- Total Video Views: 166,627
- VCR: 80%

Top performing media partners for May:

- DigDev: retargeting banners served to those who had previously received an eblast, with a 0.44% 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 2.47% CTR, the top creative was the Downtown 300x600
- The top-performing native ad with a strong CTR of 1.12% was a kayaking/outdoor native ad



300X600
FRAME 1



300X600
FRAME 2



300X600
FRAME 3



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

Paid Social - Facebook/Instagram

In May, the Spring Campaign paid ads ended on 5/14, and generated a high CTR at 1.84%. There were decreases in impressions, post engagement, and clicks due to the campaign running for only a short period of time and with less spend during the final month. The Summer Campaign for Facebook and Instagram will launch in June.

May Results:

- Impressions: 536,762
- Post Engagement: 4,850
- Clicks: 9,852
- CTR: 1.84%
 - *Industry benchmark = 0.9%*

Top Performing Traffic Ad:



The image shows a Facebook advertisement for Eureka Springs, Arkansas. At the top, the Eureka Springs logo is on the left, followed by the name 'Eureka Springs, Arkansas' with a verified badge, three dots, and a close icon. Below this, it says 'Sponsored' with a small icon. The main text of the ad reads: 'From dinner in a cave to dinner on an old-time train, plan an unforgettable family vacation.' The central image shows a woman and a child looking at a cave formation. At the bottom, the URL 'visiteurekasprings.com' is on the left, followed by the headline 'A one-of-a-kind family trip' and the subtext 'Start making memories'. A 'Learn more' button is on the right.

Traffic
Link Clicks: 6,578

Paid Media - Google Paid Search

The Google Paid Search portion of the Spring Campaign came to an end on 5/14. This campaign had the objective of reaching people with interest in both Eureka Springs and travel, with the goal to drive engagement and interest. The final week of the campaign, with increased budget, saw a phenomenal CTR of 34% which pushed the average CTR to well above the industry benchmark. Please see the next slide for more detailed information on ad groups and keywords.

May Results:

- Impressions: 4,036
- Total Clicks: 1,108
- Avg. CTR: 25.87%
 - *Industry benchmark = 4%*
- Avg. CPC: \$0.39
 - *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	Impr.	CTR	Avg. CPC	Cost	↓ Clicks
<input type="checkbox"/>	<input checked="" type="radio"/>	things to do	4,241	33.22%	\$0.39	\$554.02	1,409
<input type="checkbox"/>	<input checked="" type="radio"/>	events	3,682	18.88%	\$0.36	\$250.97	695
<input type="checkbox"/>	<input checked="" type="radio"/>	visit	1,044	20.69%	\$0.42	\$91.16	216

Top Performing Keywords:

1. Fun things to do in Eureka Springs
2. Things to do in Eureka Springs
3. Eureka Springs Events
4. Arkansas Events
5. Visit Eureka Springs
6. Eureka Springs Attractions
7. What to do in Eureka Springs
8. Places to visit in Eureka Springs

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.

Organic Social Media Results



Social Media (Organic) - Summary

- For May, 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 June 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
+323	990,257	412,000	75,922	1,212
<hr/>				
TOTAL FANS GAINED	TOTAL ORGANIC PAGE IMPRESSIONS	TOTAL ORGANIC REACH	TOTAL ORGANIC ENGAGEMENT	AWARENESS
10,605	33,094,877	12,353,321	1,064,864	19,770

Key Insights:

- Compared to last month, there was a...
 - 0.3% increase in followers
 - 100% increase in reach
 - 37% increase in engagement
 - 75% increase in awareness
 - 40% decrease in impressions
 - Engagement Rate: 4.4% (industry average 0.9%)

In May, there was an increase in followers, reach, engagement, and awareness. This was due to a multitude of things including event promotion, relevant holiday features, and content related to target audiences.

There was also a decrease in impressions in May. Looking closer at the analytics, organic impressions saw a smaller decrease than paid. Therefore, the decrease of impressions are due to the paid social campaign wrapping mid-month. The team would recommend incorporating organic content into paid social where possible to continue to grow metrics.

Social Media (Organic) - Instagram

YR Numbers Represent 2021-2023 Growth

NEW FANS	IMPRESSIONS	ORGANIC REACH	ORGANIC ENGAGEMENT	Video Views
+618	212,679	191,229	15137	117907
<hr/>				
TOTAL FANS	TOTAL ORGANIC PAGE IMPRESSIONS	TOTAL ORGANIC REACH	TOTAL ORGANIC ENGAGEMENT	Video Views
29,189	3,327,639	3,028,897	253,235	1,183,357

Key Insights:

Compared to last month there was a...

- 0.7% increase in followers
- 100% increase in reach
- 30% increase in impressions
- 20% increase in engagement
- 80% increase in awareness
- 100% increase in video views
- Engagement Rate: 5.1% (industry average 0.9%)

In May, there was an increase in followers, reach, impressions, engagement, awareness, and video views. This was due to an increase in dynamic and reel placements. We would recommend pairing these placements as awareness and retargeting tactics for certain audiences in the future.

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, we 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

-9

IMPRESSIONS

2,011

ENGAGEMENT

127

TOTAL FANS

5,221

TOTAL ORGANIC PAGE
IMPRESSIONS

165,045

TOTAL ENGAGEMENT

25,490

Key Insights:

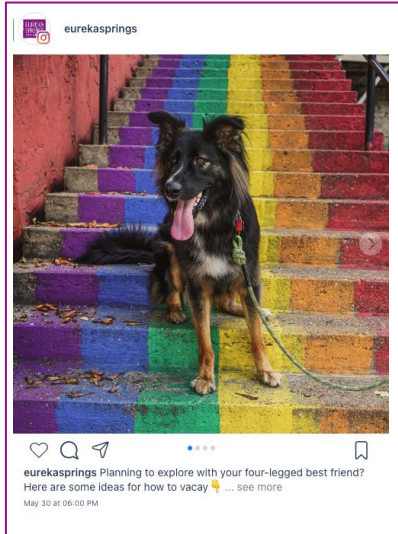
- Compared to last month there was a...
 - 100% increase in impressions
 - 30% increase in engagement

In May, there was an increase in impressions and engagement but a decrease in followers. This is most likely due to further changes in the platform from a user behavior perspective. While the posted content is continuing to engage and draw awareness, the platform is changing in the way its users interact with it. 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.

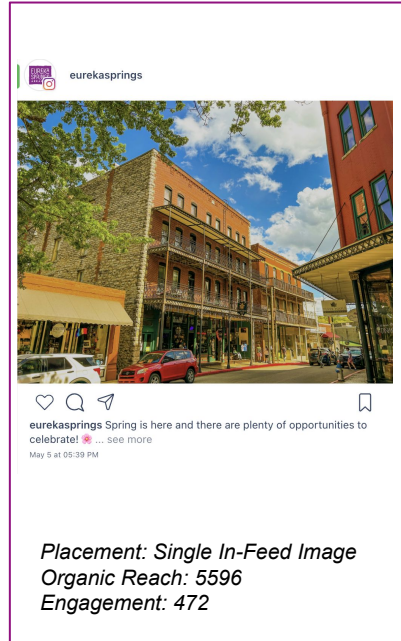
Top Posts for Out-Of-Market Audiences

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.

Instagram

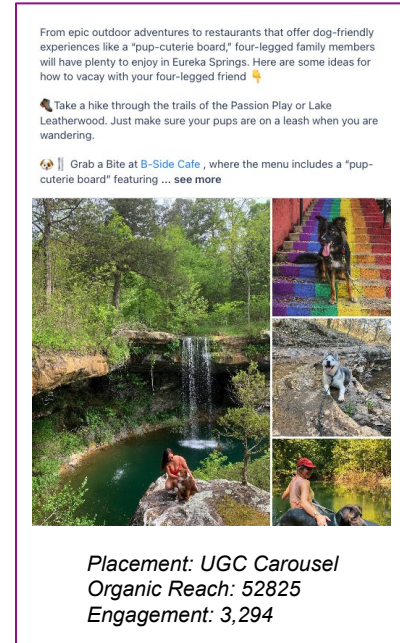


Placement: UGC Carousel
Organic Reach: 4,425
Engagement: 554



Placement: Single In-Feed Image
Organic Reach: 5596
Engagement: 472

Facebook



Placement: UGC Carousel
Organic Reach: 52825
Engagement: 3,294



Placement: Created Carousel
Organic Reach: 34539
Engagement: 1951

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 focalized 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: 10677
Engagement: 1124

Facebook

A Facebook post from Eureka Springs, Arkansas, dated May 8. The text promotes a weekend-long blues festival in the Ozarks from Friday, June 3rd to Sunday, June 4th. It mentions a blues party and a link to a reservation page. Below the text is a colorful graphic for the 'Eureka Springs Blues Party!' festival, listing various bands like Marcia Ball, Ray Wylie Hubbard, Honey Island Swamp Band, and Funk Factor. The graphic also mentions it's a BluesRock and Funk Festival 2023.

Eureka Springs, Arkansas
May 8 · 🌐

The Blues is back in Eureka Springs! Join us for a weekend-long celebration of the blues in the heart of the Ozarks from Friday, June 3rd 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. Day passes on sale now at <https://www.reserveeureka.com/attractions/bluesparty>

EUREKA SPRINGS Blues Party!
A BLUESROCK AND FUNK FESTIVAL 2023

Marcia Ball • Ray Wylie Hubbard
Honey Island Swamp Band • Funk Factor
King Cabbage Brass Band
96 Miles • Brick Fields Blues Band • Brick Fields Duo
Brody Busters One Man Band • Buddy Shute • Colt Ball
Crescent City Combo • Dillon Leggett • Earl & Them w/ Jesse Dea
Sector Anchondo • Los Roscoes • Lucas Parker Band • Jessica Pa

Placement: Single Image
Organic Reach: 11094
Paid Reach: 52848
Engagement: 3,294

A Facebook post from Eureka Springs, Arkansas, dated May 31 at 10:00 AM. The text describes a visit to Quigley's Castle, a stone building with a large garden, and mentions a special offer for children 14 and under.

Eureka Springs, Arkansas
May 31 at 10:00 AM

is the perfect time to visit Quigley's Castle, where you can stroll through the garden paths and view the perennial garden featuring rare varieties.

Children 14 and under receive free admission with a parent. #durhamphotography

A photograph of a two-story stone building with a large, well-maintained garden in the foreground. A stone path leads from the foreground towards the building. The sky is blue with some clouds.

Placement: UGC Image
Organic Reach: 44188
Engagement: 1351

An aerial photograph of a town nestled in a valley, surrounded by dense green forests. The town features several multi-story buildings, including a prominent white building with a curved facade and a red brick building. The sky is blue with scattered white clouds. The word "Website" is overlaid in large white text in the center of the image.

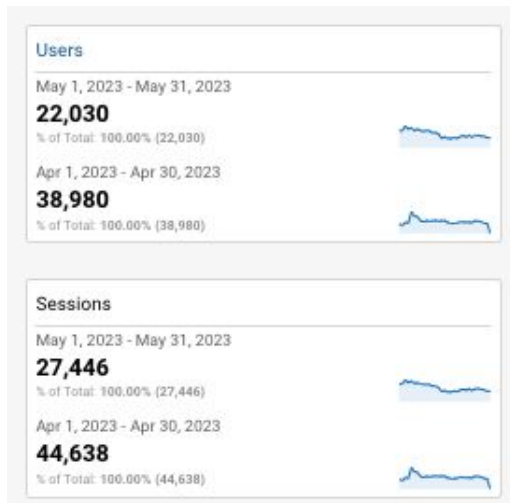
Website



Website Summary

- The number of users decreased from April to May, to be expected with the Spring Paid Media Campaign concluding mid-month. Traffic is expected to increase in June with the launch of the Summer media campaign.
- There was also an decrease in Bounce Rate (55.13% vs. 65.63% in April) and significant increase in Average Session Duration (2:19 vs. 1:32 in April).
- Traffic source for the website saw a large shift for the second month, with more diversified sessions by channel, a larger percentage from direct traffic (38.4%), and a decrease from paid media traffic, all of which is to be expected given the timing of the Spring Campaign.
- The most viewed pages in May (excluding the homepage) were Events (appearing for the first time on the new website at #1), Things To Do, Attractions, Outdoor. This slight shift from previous monthly is likely due to the upcoming Summer season and indicative of consumer interests for the warmer months.
- Top states for visitation to the website saw a shift from previous months: Texas, Oklahoma, Missouri, Arkansas, and Illinois respectively.

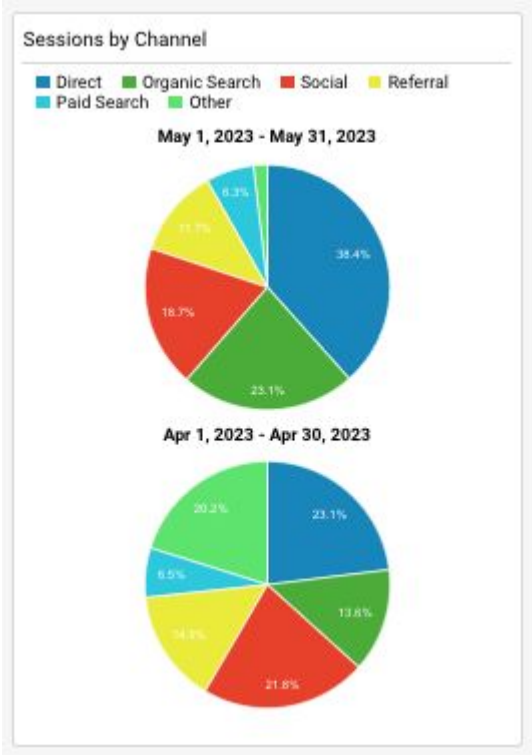
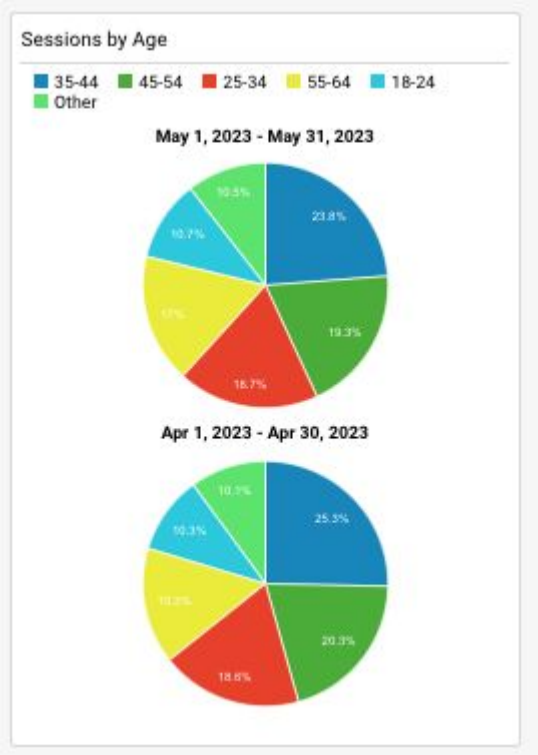
Website - Google Analytics



Users by Region

Region	Users
Texas	
May 1, 2023 - May 31, 2023	4,042
Apr 1, 2023 - Apr 30, 2023	4,566
% Change	-11.48%
Oklahoma	
May 1, 2023 - May 31, 2023	2,935
Apr 1, 2023 - Apr 30, 2023	5,686
% Change	-48.38%
Missouri	
May 1, 2023 - May 31, 2023	2,769
Apr 1, 2023 - Apr 30, 2023	6,216
% Change	-55.45%
Arkansas	
May 1, 2023 - May 31, 2023	2,768
Apr 1, 2023 - Apr 30, 2023	4,203
% Change	-34.14%
Illinois	
May 1, 2023 - May 31, 2023	1,557
Apr 1, 2023 - Apr 30, 2023	1,605
% Change	-2.99%
Kansas	
May 1, 2023 - May 31, 2023	1,394
Apr 1, 2023 - Apr 30, 2023	2,516
% Change	-44.59%

Website - Google Analytics



Website - Zartico

Page Url	GA - Pageviews ▼
https://visiteurekasprings.com/	20,228
https://visiteurekasprings.com/events/	4,956
https://visiteurekasprings.com/category/things-to-do/	4,385
https://visiteurekasprings.com/category/things-to-do/attractions/	3,085
https://visiteurekasprings.com/category/things-to-do/outdoor-activities/	2,637
https://visiteurekasprings.com/category/food-drink/	1,717
https://visiteurekasprings.com/category/things-to-do/arts-culture/	1,713
https://visiteurekasprings.com/category/things-to-do/attractions/page/2/	1,712
https://visiteurekasprings.com/events/category/the-aud/	1,420
https://visiteurekasprings.com/category/things-to-do/attractions/page/3/	1,296
https://visiteurekasprings.com/events/category/festival-of-the-arts/	1,105
https://visiteurekasprings.com/category/things-to-do/attractions/page/4/	985
https://visiteurekasprings.com/category/where-to-stay/hotels-motels/	918
https://visiteurekasprings.com/category/food-drink/page/2/	900

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 continue launch of Summer media campaign
 - Fall/Winter media campaign plan to be presented
 - Influencer/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



1905 BASIN PARK HOTEL

Balcony Bar & Restaurant

THANK YOU

PARADISE | 2023

