



Eureka Springs

Monthly Report | July 2023

PARADISE | 2023



Table of Contents

- Visitor Insights
- Sales Tax Collection By Month
- Advertising & Marketing Summary
- Public Relations Summary + Metrics
- Media Partner Analytics
- Paid Media Summary + Metrics
- Website Summary + Metrics
- Next Steps + Planning Timeline

[July 2022 Report:](#)

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



ZARTICO

Visitor Insights



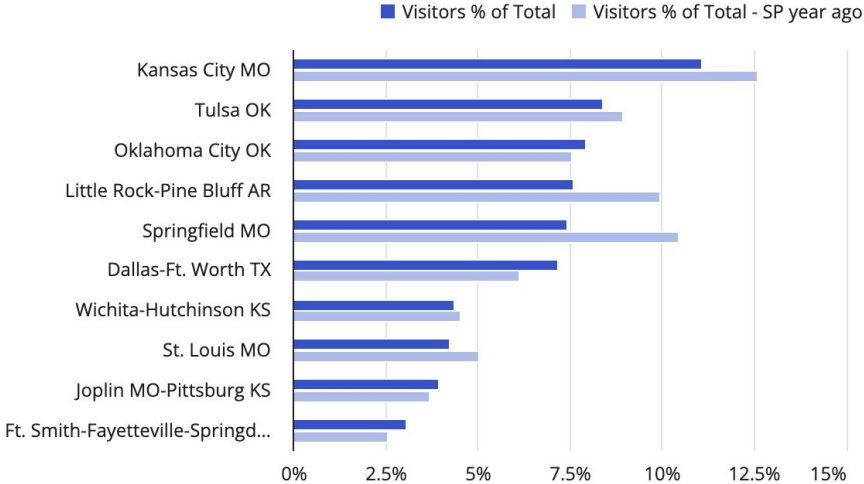


Visitor Insights | Summary

- Based on observed visitors, top origin markets shifted from June based on Zartico data, with Kansas City, MO remaining as #1 and Dallas-Ft. Worth, TX dropping to #6, replaced by Tulsa, OK as #2. All are target markets for Paradise media for this year.
- Overnight and day trip visitor data did not change month over month. Kansas City, MO and Tulsa, OK visitors were the most likely to stay overnight.
- For in-market spending, accommodation spending has decreased YoY while outdoor recreation and attractions spending have both increased YoY. A reminder this only includes credit card swipes while in market (no cash transactions or pre-paid accommodations data is captured).
- Of observed data, the average visitor spend in July decreased from \$179 to \$154 when compared to July 2023. These numbers change and shift frequently throughout the year.
- When looking at visitor spending based on each origin market, Kansas, MO is #1 for top spend, followed by Tulsa, OK; Oklahoma City, OK; and Little Rock - Pine Bluff, AR. While Springfield, MO is in the top 5 for origin markets, it has the lowest percentage of visitor spending.
- Top points of interest have remained relatively the same MoM.

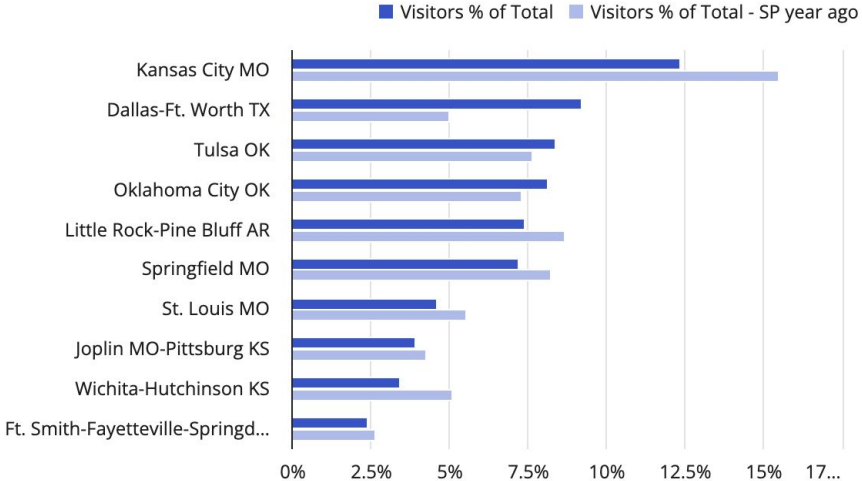
Visitor Insights | Zartico

Top Origin Markets



July 2023

Top Origin Markets



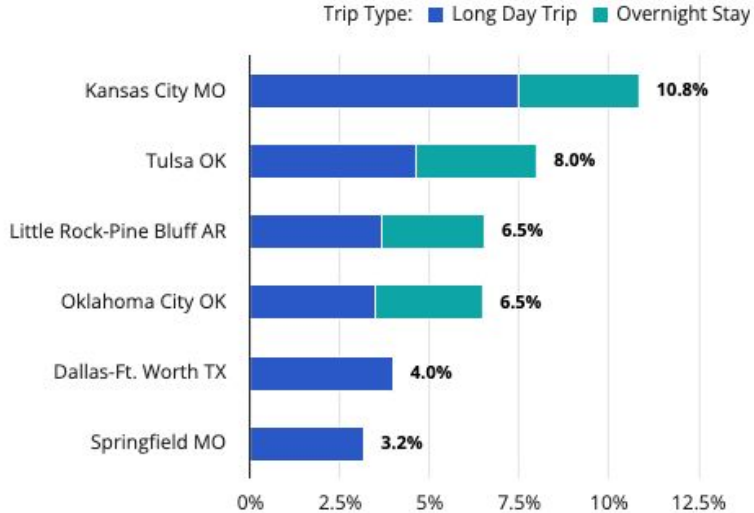
June 2023

Visitor Insights | Zartico

Where are visitors to your destination coming from?

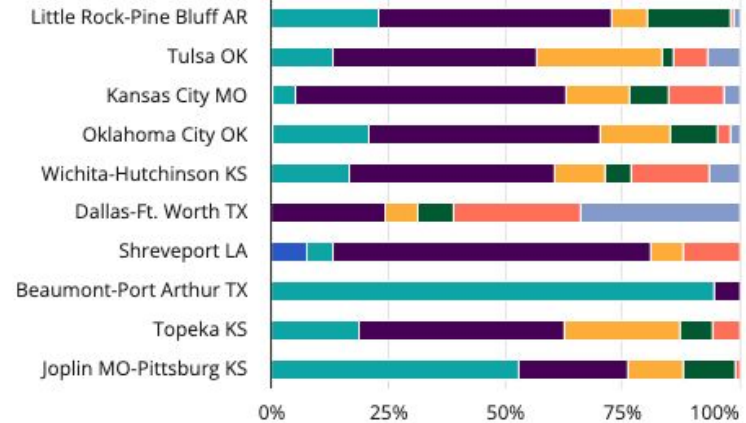
Source: Near, Affinity. Note: Day Trips = Between 2-8 hours spent in your destination. Overnight Trips = 8+ hours spent in your destination and observed the next day in your destination. The total percentages can exceed 100% as visitors can stay multiple days during their trip.

Top 10 Visitor DMAs by Trip Type



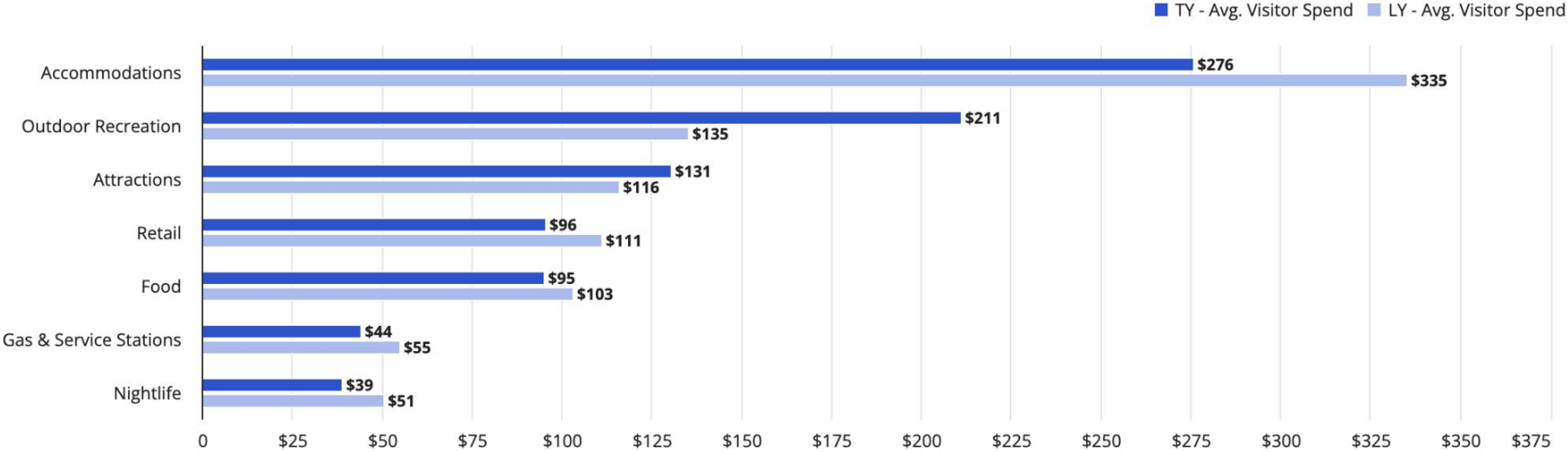
Top 10 Spending DMAs by HHI

Income: ■ Less than \$20K ■ \$21K-40K ■ \$41K-60K ■ \$61K-80K
■ \$81K-100K ■ \$101K-150K ■ \$151K+



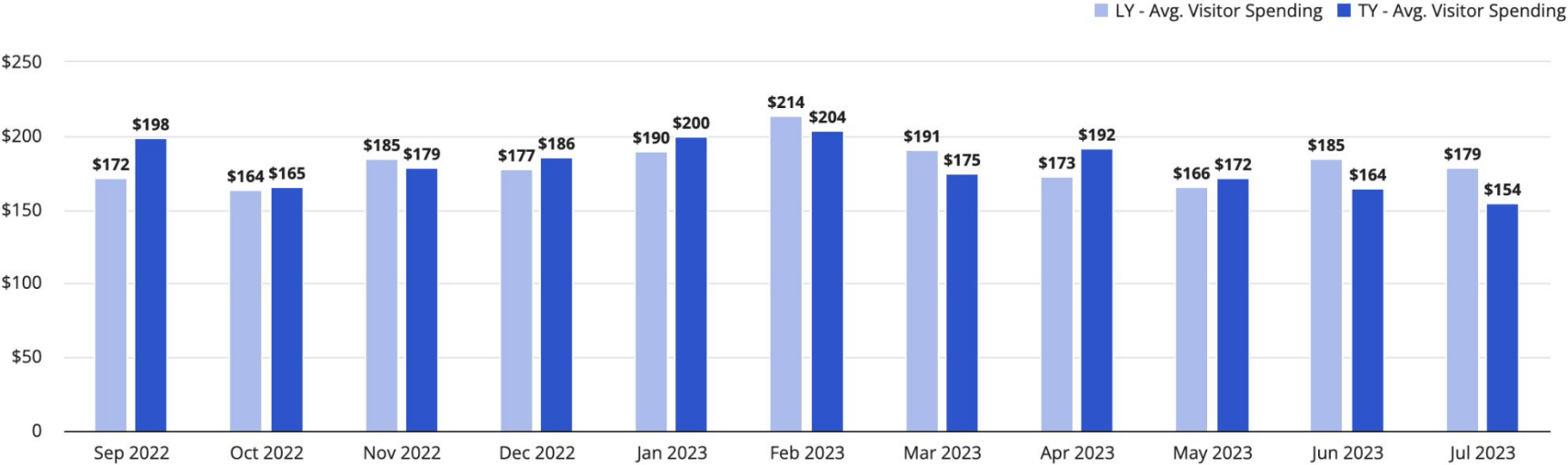
Visitor Insights | Zartico

Average Visitor Spend by Category



Visitor Insights | Zartico

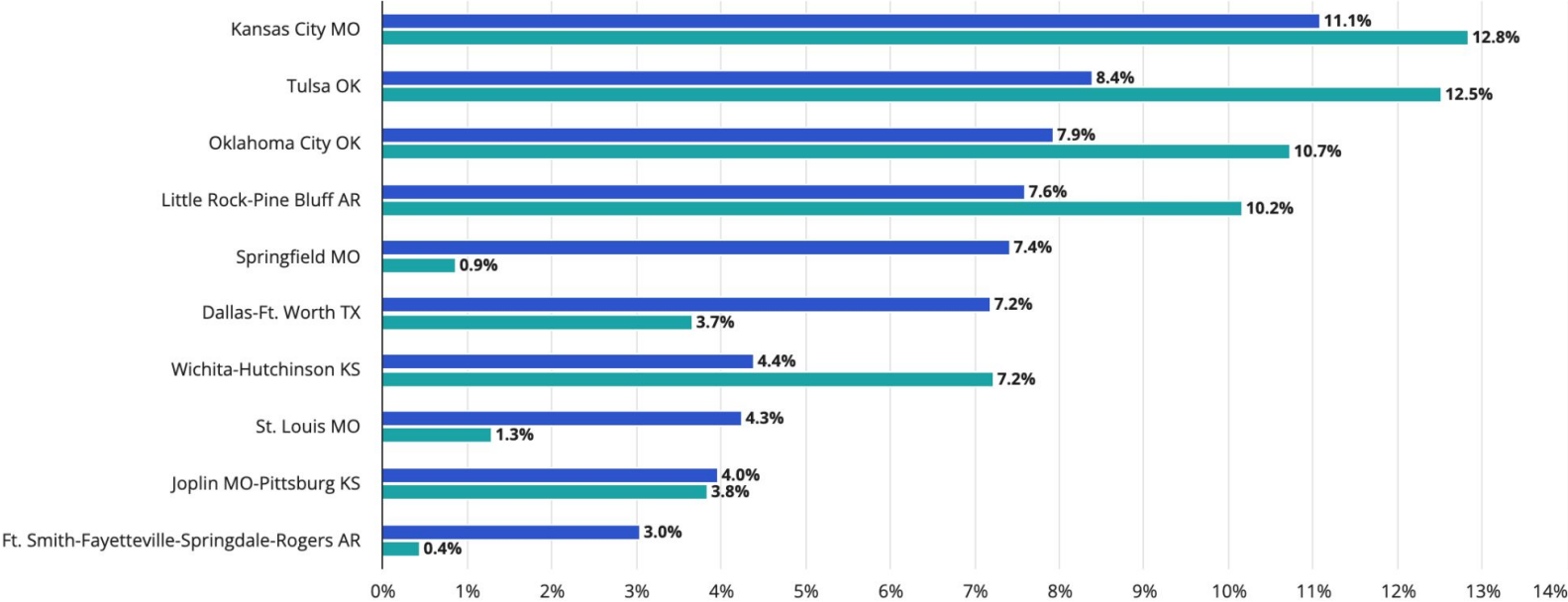
Avg. Visitor Spending by Month YOY



Visitor Insights | Zartico

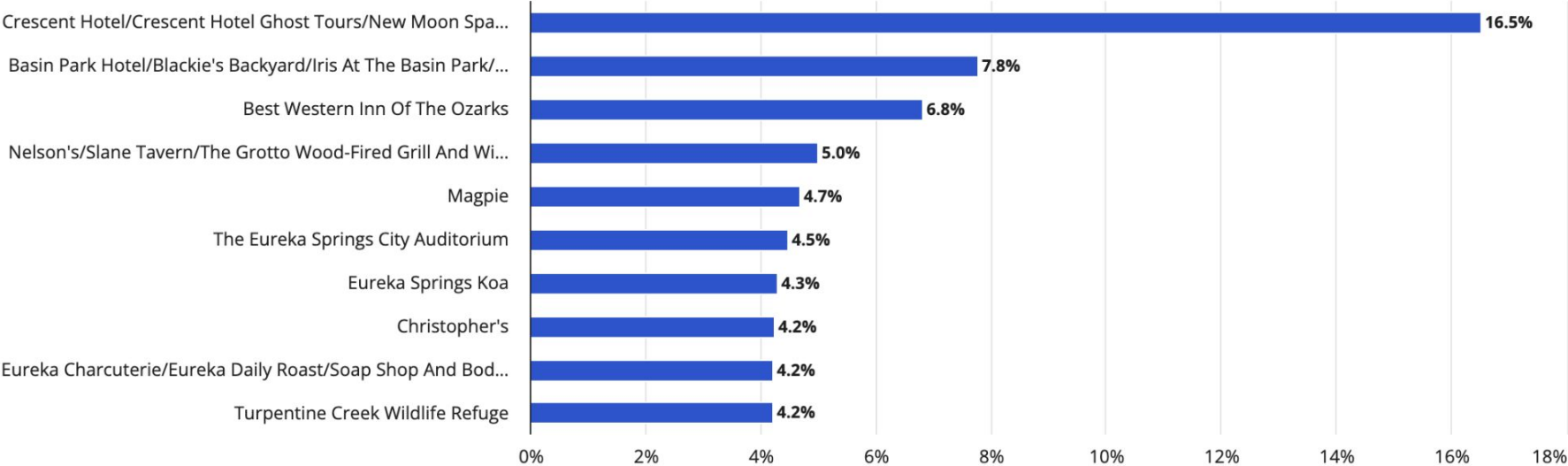
Top 10 Origin Markets - % Visitation & % Visitor Spend

Visitors % of Total Visitor Spending % of Total



Visitor Insights | Zartico

Top 10 Points Of Interest



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	\$163,943
May	\$193,392
Jun	\$200,756
Jul	TBD
Aug	TBD
Sep	TBD
Oct	TBD
Nov	TBD
Dec	TBD

Summary YoY To Date	
2023	\$963,578 for Jan. - Jun.
2022	\$837,581 for Jan. - Jun.
+/- %	+15% YoY



Advertising & Marketing | Summary

- Ongoing monitoring and optimization of Summer media campaign including creative asset development and ad trafficking.
- Finalized planning for Bikes, Blues & BBQ media placements.
- Presented the comprehensive 2023 Influencer campaign plan and began in-market coordination with selected influencers.
- Presented the Fall/Holiday campaign media strategy and plan for client consideration.
- Facilitation and development of estimates for creative jobs as needed, an ongoing process.
- Assisted with additional edits to the new online tax forms and wedding pages.
- Attended monthly Zartico meeting and ongoing facilitation of custom visualizations, the first to focus on The Great Passion Play.
- Provided ongoing web maintenance support for CAPC staff.
- 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 19 Fun and Frugal Fall Getaway Ideas.
- Distributed “Hidden Gem” roundup pitch.
- Drafted and distributed Global Sleep Under the Stars Night 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 Fall travel, events, etc. that highlight destination partners.
- Pitched haunted vacations and tours.

Public Relations | Metrics



15 of America's best small towns and cities

By Joe Yogerst, CNN

Published 8:59 AM EDT, Fri July 21, 2023



(CNN) — The vast majority of Americans may live in big cities (more than 70%, according to the 2020 census), but there's an enduring affection for small towns and cities.

A lot of that nostalgia is stoked by popular culture. From fictional cinematic stars like Amity Island ("Jaws") and Bedford Falls ("It's a Wonderful Life") to TV towns like Hawkins ("Stranger Things") and Twin Peaks, small-town life looms large on the small and silver screens.

Eureka Springs, Arkansas

People have been traveling to this Ozark town since Victorian times to soak in its healing waters, breathe its invigorating mountain air, and dive into its artsy vibe.

Alternative lifestyles have long been welcome in a city that hosts three Diversity Weekends and a rollicking Mardi Gras festival each year. The countryside surrounding [Eureka Springs](#) offers plenty of scope for hiking, biking, boating and whitewater sports, and [The Aud](#) hosts top-shelf music acts.

Population: 2,100

Where to stay: [1886 Crescent Hotel & Spa](#) or [Basin Park Hotel](#)

(Source: Muck Rack)

June 2023 Publicity

- Estimated Impressions: 794,328,811
- Estimated Media Value: \$7,347,541.52

January 2023 - July 2023 Publicity

- Estimated Impressions: 5,828,992,000
- Estimated Media Value: \$53,918,176.11



50 Bucket List US Romantic Getaways To Take Before You Die



18 Best Hikes in Arkansas: The Top-Rated Hiking Trails to Visit in 2023



8 Best Small Towns To Visit In The Southern United States



10 Best Cheap Cabin Rentals In Eureka Springs, Arkansas

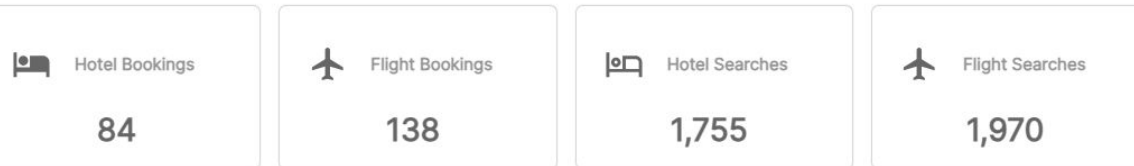
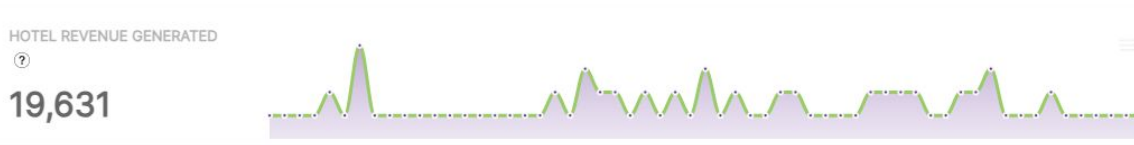
A first-person perspective shot from a colorful kayak on a river. The kayak is decorated with splashes of blue, green, and pink. The person in the kayak is wearing a brown baseball cap and a dark grey long-sleeved shirt. They are holding a red paddle. The river is surrounded by lush green trees and a rocky, layered hillside. In the distance, another kayaker is visible on the water. The sky is blue with scattered white clouds.

Media Partner Analytics

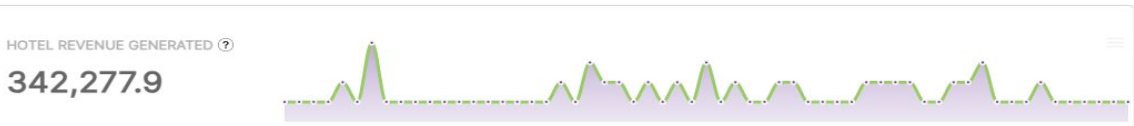
Adara Impact | *Economic Insights*

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

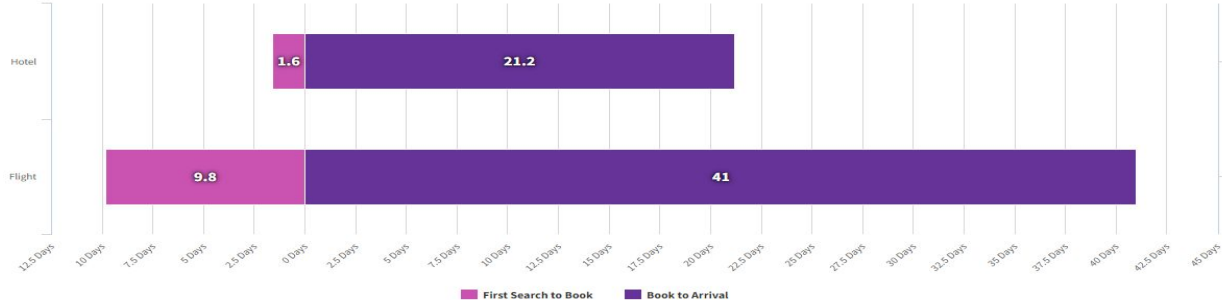


NOTE: Hotel Revenue can show both Observed (direct Adara partner data from those exposed to advertising) and **Enriched Data**, which uses IMPACT Plus methodology that takes Adara's travel partner data and calculates it to include STR Census and Occupancy data to give a more complete market visibility.

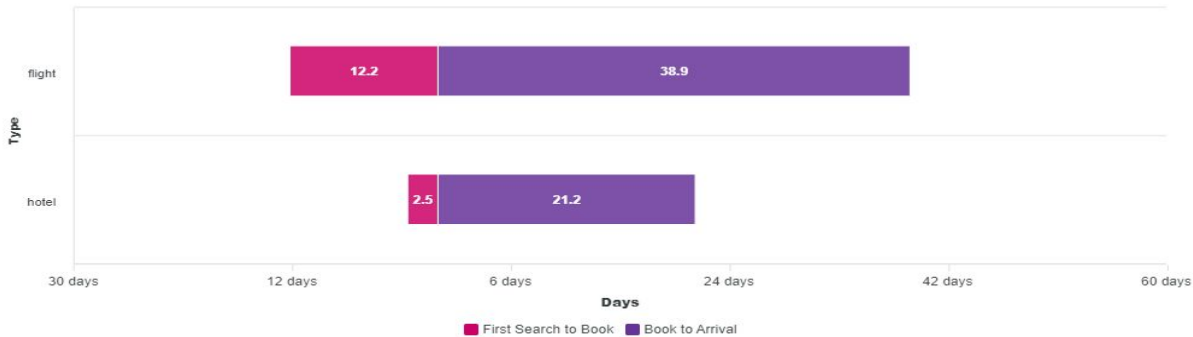
Adara Impact | Book/Search Window

31,654
Total Trackable Website Visits

Trip Planning Window



Trip Planning Window

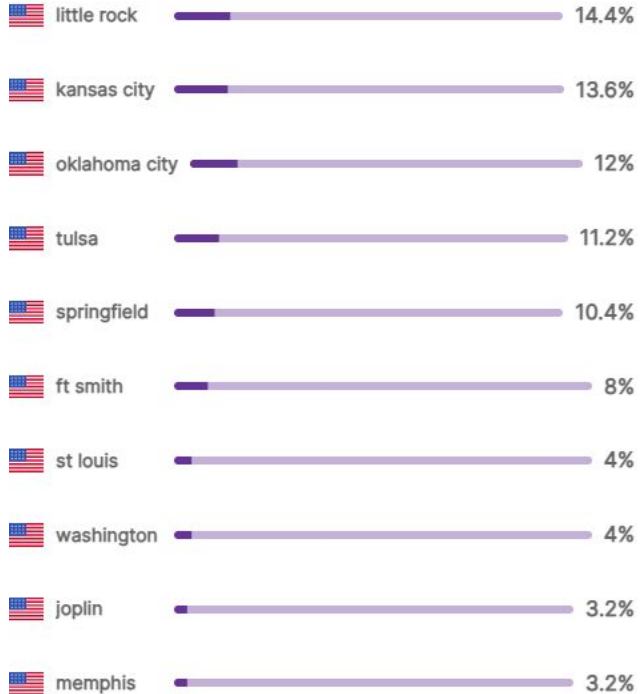


- Year-to-date, the book to arrival in destination window has shortened, with the average time travelers are booking prior to arrival is now just 3 weeks.
- The search to booking window for flights has remained consistent at approx 10-12 days.
- Travelers booking of flight to arrival in destination has shortened, now at 38 days.

Adara Impact | Top Markets

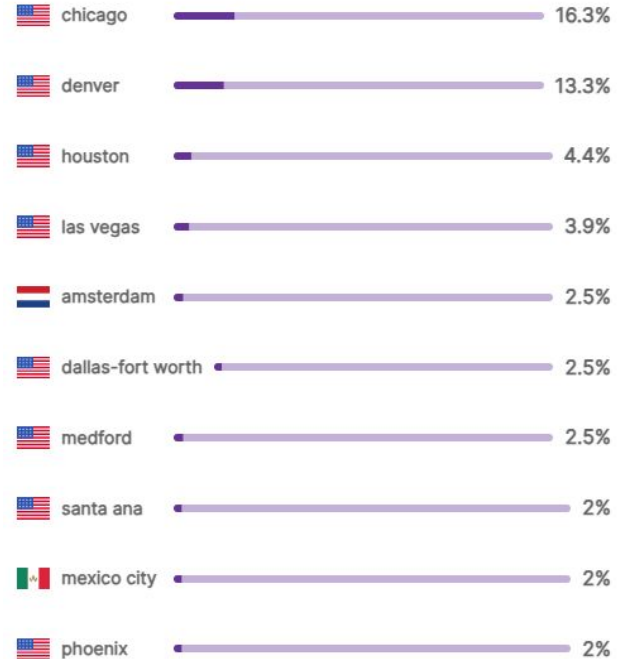
Top markets for Hotels and Flights from those exposed to the advertising YTD are shown below.

Top Origin Markets HOTEL 🏠 FLIGHT ✈️



Top Origin Markets

HOTEL 🏠 FLIGHT ✈️



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 lower-left quadrant of the frame. The text 'Paid Media Results' is overlaid in the center in a large, white, sans-serif font.

Paid Media Results



Paid Media | Summary

The Summer Campaign began mid-May and continued in market in July. 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: 2,511,991
- Total Clicks: 22,194
- CTR: 0.88%
- Total Video Views: 249,073
- VCR: 88.53%

Top performing media partners for June:

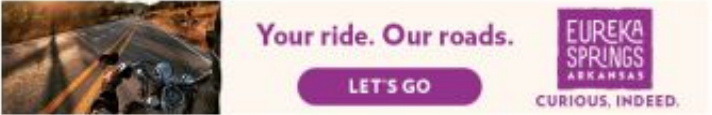
- Undertone: rich media ads with a 2.32% CTR

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 MobileFuse Motorcycle display banner driving 411 clicks to the site and a CTR of 0.29%.
- Additionally, the Canoe & Downtown creatives were the next best performing creative, each with a 0.10% CTR



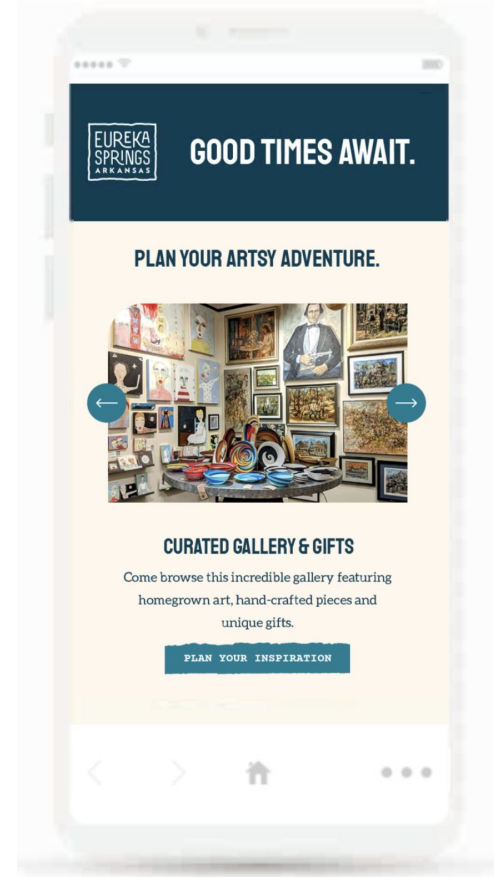
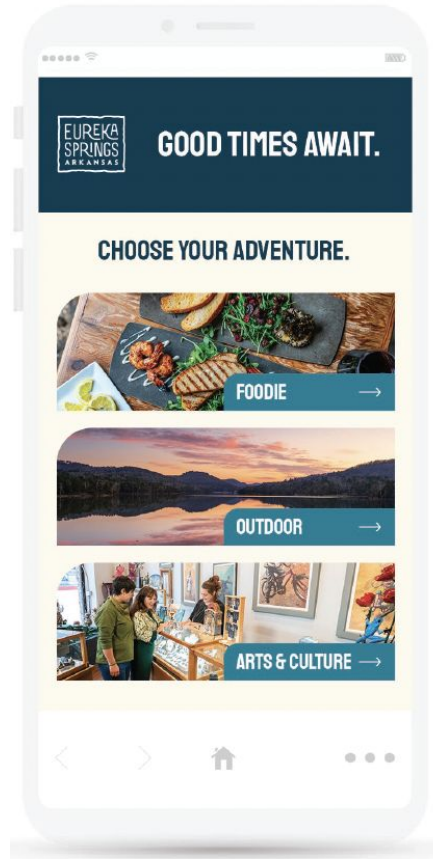
Industry benchmarks: CTR for display banners - 0.08-0.10%, Native - 0.25%, Video VCR 70%

Paid Media | *Undertone*

The Undertone campaign continued in July with interactive Rich Media ads that allow users to ‘choose their 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.

July Performance Highlights:

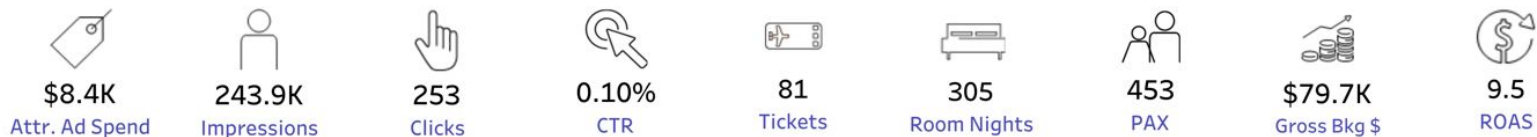
- Total Impressions: 842,546
- Total Clicks: 19,505
- CTR: 2.32%
- Engagement Rate: 11.78%



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 July:



POS Summary

POS Name	Attr. Ad Spend \$	Impressions	Clicks	CTR	View thru \$	Click thru \$	Gross Bkg \$	ROAS
Hotels.com US	\$4,887	139,992	151	0.11%	\$50,487	\$231	\$51K	10.4
VRBO United States	\$1,845	59,977	58	0.10%	\$741	\$0	\$1K	0.4
Expedia US	\$1,668	43,896	44	0.10%	\$28,222	\$0	\$28K	16.9
Grand Total	\$8,400	243,865	253	0.10%	\$79,449	\$231	\$80K	9.5

- Media CTR at 0.10% CTR (*above benchmark of 0.08%*)
- 305 room nights were booked
- \$79,949 in gross bookings were generated
- Advertising for June delivered a 9.5 ROAS (Return On Ad Spend)

Paid Media | Adara

Adara's Summer Campaign continued in July. The following are the results strictly from those exposed to the ads that ran in the Adara media buy (native, video, and display).

Impressions: 715,806

Clicks to Site: 564

CTR: 0.8%

From those exposed to Adara ads in July (\$9,822 in ad spend):

- Number of hotel searches: 949
- Number of hotel bookings: 29
- Number of flight searches: 509
- Number of flight bookings: 29
- Average Length of Hotel Stay: 3 nights
- Average daily rate: \$277
 - **An increase from \$174 in June to \$277 in July!**



Paid Social | Facebook/Instagram

In July, the Meta Campaign ramped up in spend with both awareness and traffic objectives. Impression volume increased 163% MoM while spend increased by only 37%. Click volume also rose 112% MoM with the addition of the traffic campaign whose goal is to drive more qualified users to the website.

July Results:

- Impressions: 1,201,396
 - 163% increase over June
- Post Engagement: 2,287
 - 55% decrease over June
- Clicks: 19,455
 - 112% increase over June
- CTR: 1.62%
 - 19% decrease over June
 - 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 'Sponsored' label and a close button (X). 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 features two images: a treehouse and a wooden building. Below the images are buttons for 'Where to Stay' and 'Learn more'. The right ad has a headline: 'Embrace the thrill of exploration in Eureka Springs, where adventure is always on the itinerary.' and features a large image of a rainbow slide. Below the image is a 'Learn more' button. At the bottom of the right ad, there is a link 'visiteurekasprings.com' and the text 'Explore Eureka Springs! In Eureka Springs, our hist...'. Below each ad is a box containing performance metrics.

Awareness
Impressions:
470,200

Traffic
Clicks: 10,496


Paid Media | Google Paid Search

The Google Paid Search Campaign has the objective of reaching people with interest in both Eureka Springs and travel, with the goal to drive engagement and interest. There was a strong click-through rate of 23.09%, well over the industry benchmark of 4%.

July Results:

- Impressions: 55,066
- Total Clicks: 12,717
- Avg. CTR: 23.09%
 - *Industry benchmark = 4%*
- Avg. CPC: \$0.16
 - *Industry benchmark = \$1.54*

Top Performing Ad:



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

● Ad group	Cost	Impr.	↓ Clicks	CTR	Avg. CPC
● Things to do	\$956.53	29,007	8,573	29.55%	\$0.11
● Events	\$268.43	10,171	2,343	23.04%	\$0.11
● Visit	\$289.48	7,230	972	13.44%	\$0.30
● Food & Drink	\$51.70	4,081	443	10.86%	\$0.12
● Where to stay	\$501.09	4,577	386	8.43%	\$1.30

Top Performing Keywords:

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

A photograph of a stone building with a red tiled roof and a stone wall with statues, with the word "Website" overlaid in white text. The building features arched windows with stained glass. The wall is made of dark grey stone blocks and has several white statues of figures and crosses. The background shows a grassy hill with trees and a blue sky with clouds.

Website



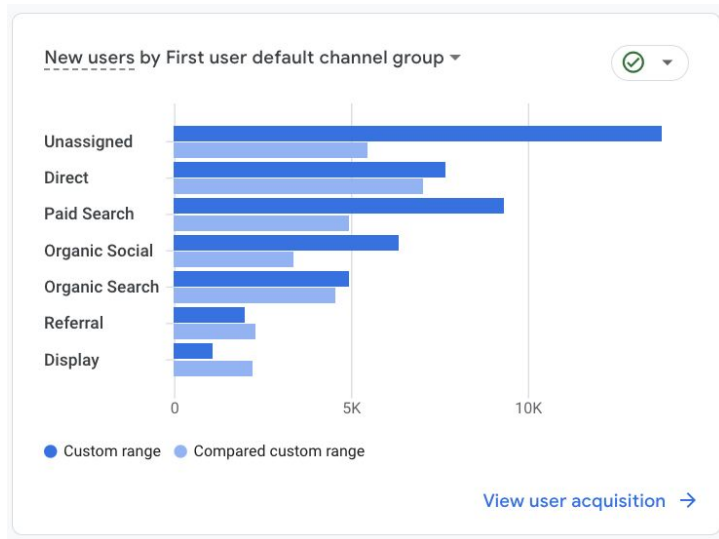
Website | Summary

- The number of users increased 47.32% in July over June, a great increase.
- Traffic source for the website saw a shift for the third month in a row with more diversified sessions by channel, a larger percentage from Paid Search and Organic Social, but with Direct and Organic Search holding steady, a good sign of stability for the site.
- The majority of users are age 35 - 54 years old.
- Top states for visitation to the website were consistent over previous months with Texas becoming #1 at 16%; Texas, Arkansas, Missouri, Oklahoma, and Illinois respectively. Dallas was the top city for website visitation.
- As with June, more than half of the pages with the highest engagement rates in July came from Paid Search Traffic. The Aud page continues to have high engagement rates as well as other Events pages, indicating that consumers are using the website for event information and planning.
- Of note was also the appearance of the Cabins and Cottages lodging page with high engagement rates and pageviews in July.

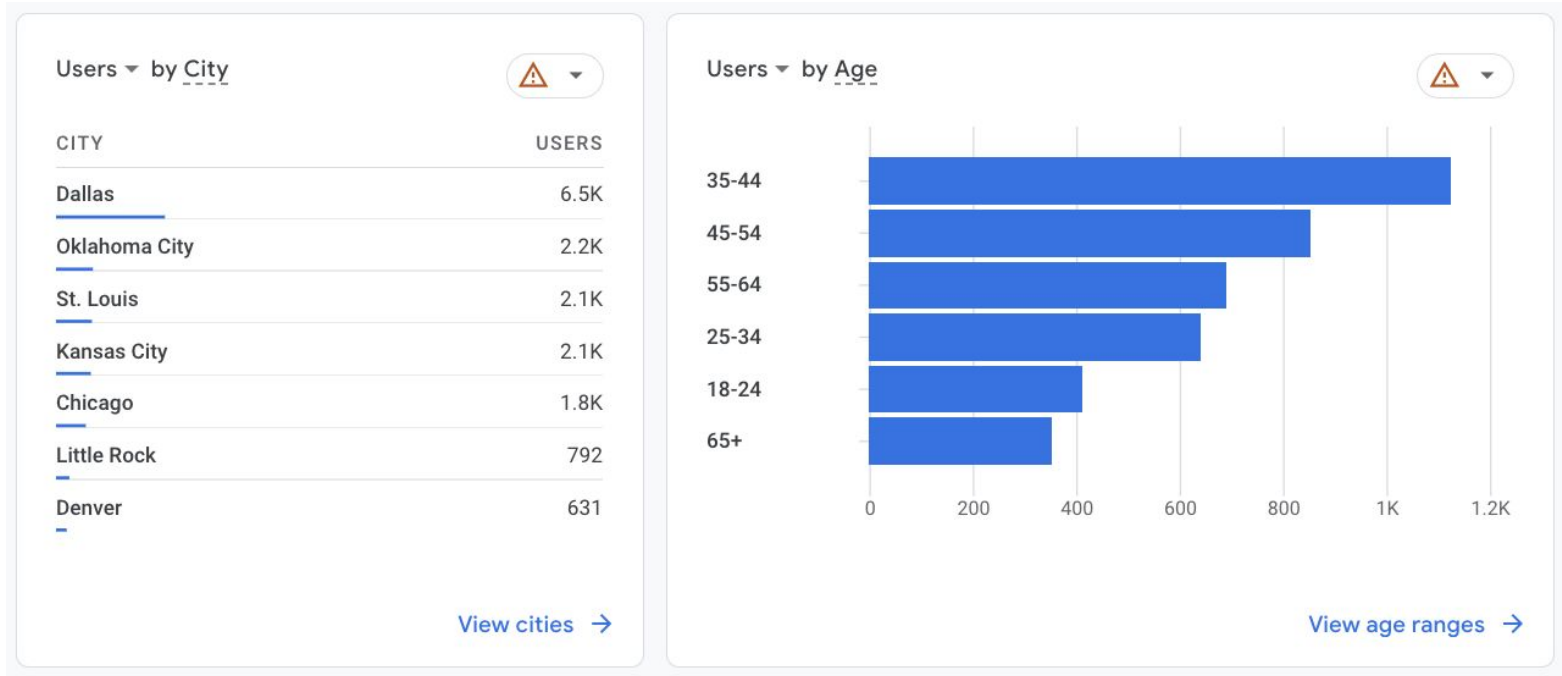
Website | Google Analytics

<u>↓ Users</u>	<u>New users</u>	<u>Engaged sessions</u>	<u>Engagement rate</u>	<u>Engaged sessions per user</u>	<u>Average engagement time</u>	<u>Event count</u> All events ▾
46,119 vs. 31,306 ↑ 47.32%	44,847 vs. 30,138 ↑ 48.81%	27,052 vs. 19,248 ↑ 40.54%	48.68% vs. 51.29% ↓ -5.08%	0.59 vs. 0.61 ↓ -4.6%	1m 23s vs. 94.42 ↓ -12.04%	416,201 vs. 316,408 ↑ 31.54%

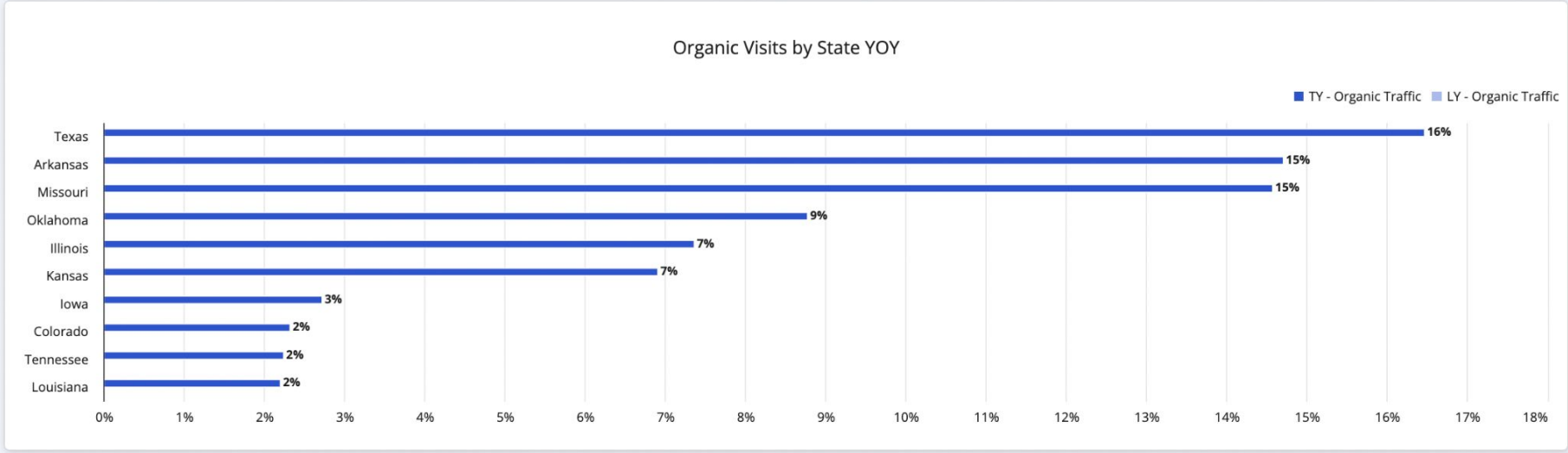
Timeframe: July 2023 vs. June 2023



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%) ▼
https://visiteurekasprings.com/category/things-to-do/	cpc	9.8 K	00:28	87.7%
https://visiteurekasprings.com/	cpc	1.6 K	00:46	80.5%
https://visiteurekasprings.com/category/where-to-stay/	cpc	516	00:35	80.3%
https://visiteurekasprings.com/	organic	4.5 K	00:30	78.7%
https://visiteurekasprings.com/category/things-to-do/nightlife/	cpc	1.2 K	03:10	77.4%
https://visiteurekasprings.com/events/category/the-aud/	organic	872	00:51	75.8%
https://visiteurekasprings.com/category/where-to-stay/cabins-cottages/	cpc	575	11:20	75.0%
https://visiteurekasprings.com/category/things-to-do/attractions/	cpc	8.6 K	04:12	74.0%
https://visiteurekasprings.com/category/things-to-do/	organic	563	01:09	70.1%
https://visiteurekasprings.com/events/category/the-aud/	referral	554	00:37	69.6%
https://visiteurekasprings.com/events/	cpc	3.2 K	01:08	68.5%

Note: sorted by highest engagement rate. Engagement rate in GA4 is defined as the percentage of engaged sessions. Engaged sessions are sessions lasting longer than 10 seconds, have a conversion event (scroll, interacting with the page, etc.), or have at least 2 pageviews.

Website | Zartico

Page Url	GA - Pageviews ▼
https://visiteurekasprings.com/	38,734
https://visiteurekasprings.com/category/things-to-do/attractions/	11,500
https://visiteurekasprings.com/category/things-to-do/	10,898
https://visiteurekasprings.com/events/	6,619
https://visiteurekasprings.com/category/things-to-do/outdoor-activities/	5,178
https://visiteurekasprings.com/category/food-drink/	3,613
https://visiteurekasprings.com/category/things-to-do/shops-galleries/	2,402
https://visiteurekasprings.com/category/where-to-stay/cabins-cottages/	1,921
https://visiteurekasprings.com/category/where-to-stay/	1,919
https://visiteurekasprings.com/events/category/the-aud/	1,764
https://visiteurekasprings.com/category/things-to-do/nightlife/	1,641
https://visiteurekasprings.com/category/where-to-stay/hotels-motels/	1,438
https://visiteurekasprings.com/category/things-to-do/outdoor-activities/springs-lake...	1,393
https://visiteurekasprings.com/category/things-to-do/arts-culture/	1,299
https://visiteurekasprings.com/category/things-to-do/spas-massage/	1,121
https://visiteurekasprings.com/category/things-to-do/outdoor-activities/adventure-...	1,066
https://visiteurekasprings.com/13-must-post-instagrammable-spots-in-eureka-sprin...	957
https://visiteurekasprings.com/plan-your-trip/	899

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/Holiday Campaign media to be placed and creative developed
 - Ongoing planning around influencers
 - Bikes, Blues & BBQ paid media to launch in August
- **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