



# Eureka Springs

Monthly Report | August 2023



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[August 2022 Report:](#)

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



ZARTICO

# Visitor Insights





## Visitor Insights\* | Summary

- Based on observed visitors from Zartico data, the top origin markets shifted from July, with Kansas City, MO #1, Tulsa, OK #2, and Springfield, MO #3. All are target markets for Paradise media for this year.
- Overnight visitation data from the Top 10 Visitor DMAs showed an increase in overnight stays month over month. Kansas City, MO and Tulsa, OK continue to be the most likely to stay overnight.
- Of observed data, the average visitor spend in **August increased from \$187 to \$301** when compared to August 2022. It should be noted that August 2023 spending data showcased an unusually high spend in the accommodation category that may be attributed to several visitors in market with high spend at accommodations, causing the overall averages to become disproportionate.
- 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 POIs have remained relatively the same MoM, with the Crescent Hotel remaining #1 and Eureka Springs City Auditorium and Nelson's/Slane Tavern/The Grotto Wood Fired Grill and Wine Cave rising to #2 and #3 respectively.

\*Disclaimer: Data observed through Zartico is a sample size, which fluctuates on a monthly basis. Data should not be extrapolated to make assumptions about all visitors.

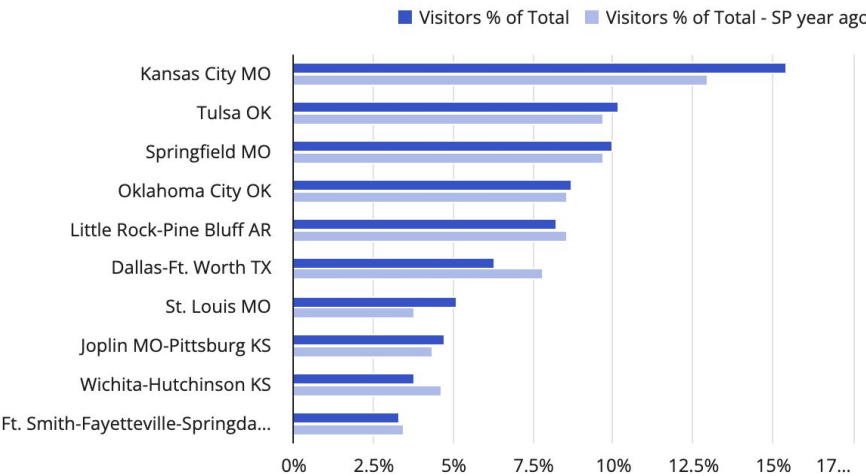


**ZARTICO**

August 2023

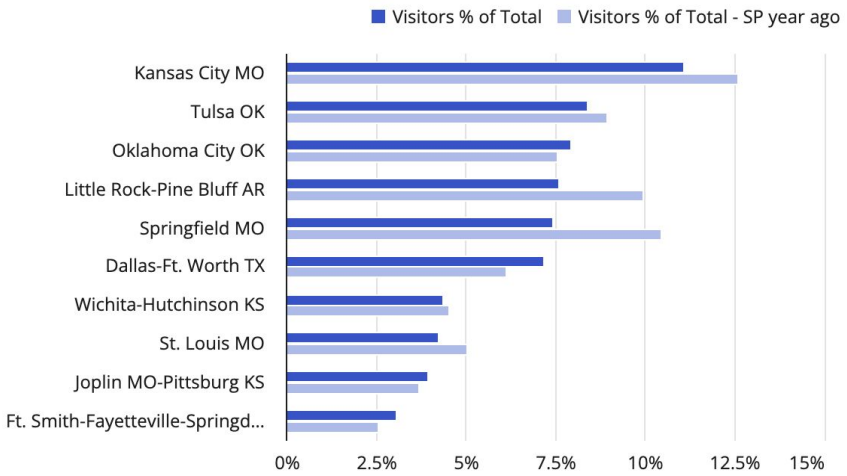
# Visitor Insights | Zartico

Top Origin Markets



August 2023

Top Origin Markets

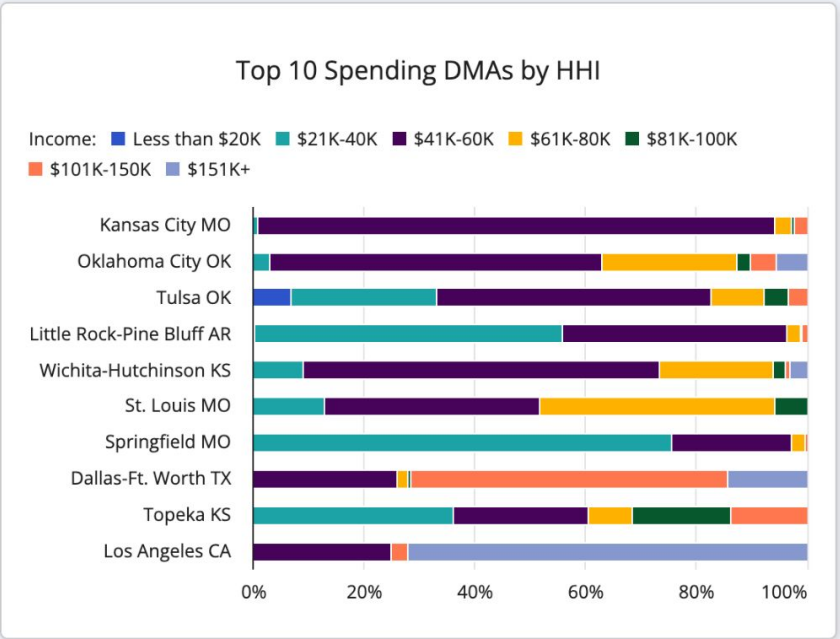
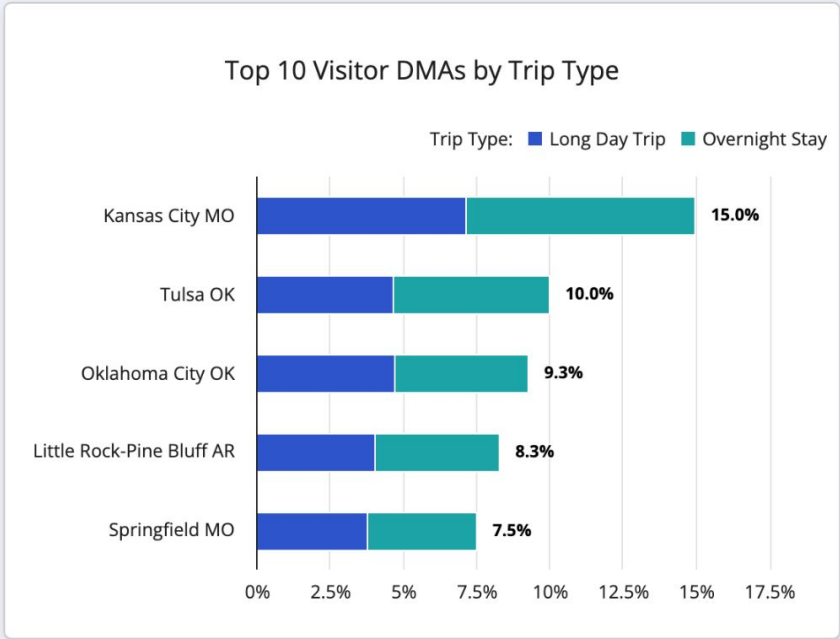


July 2023

# Visitor Insights | Zartico

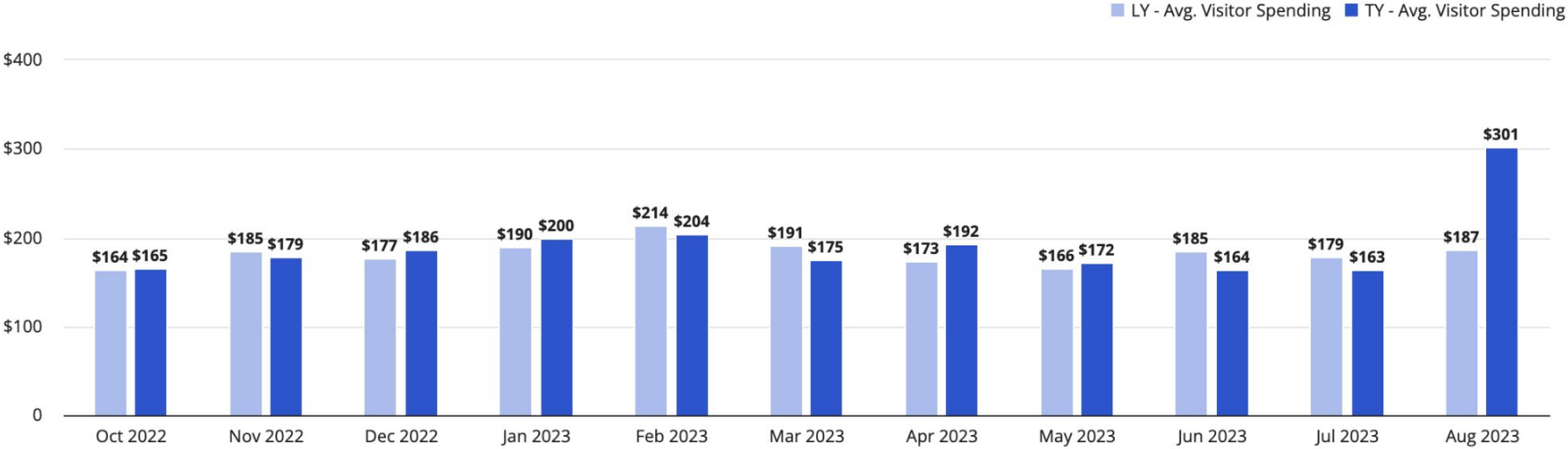
## Where are visitors to your destination coming from?

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.

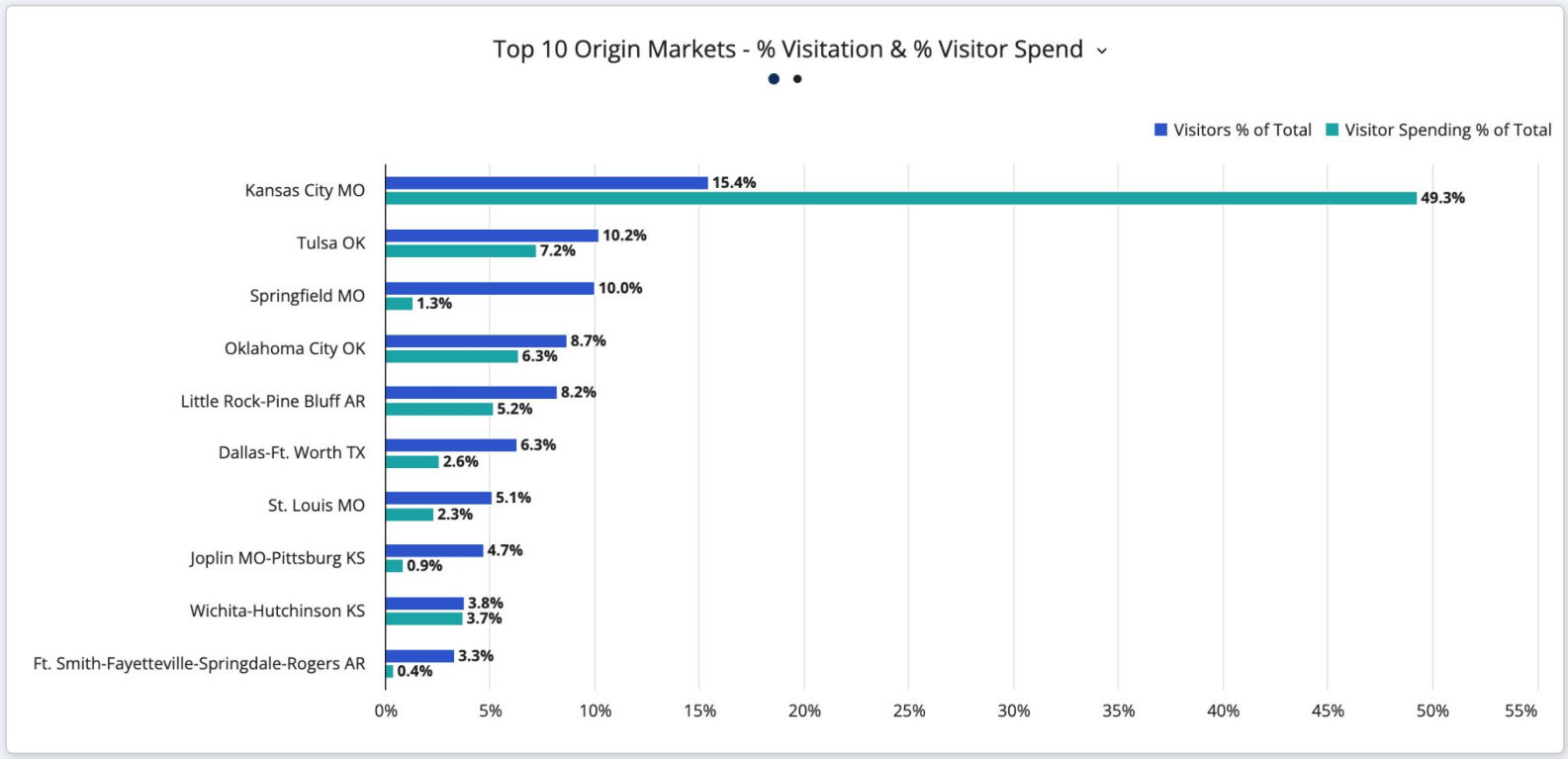


# Visitor Insights | Zartico

Avg. Visitor Spending by Month YOY

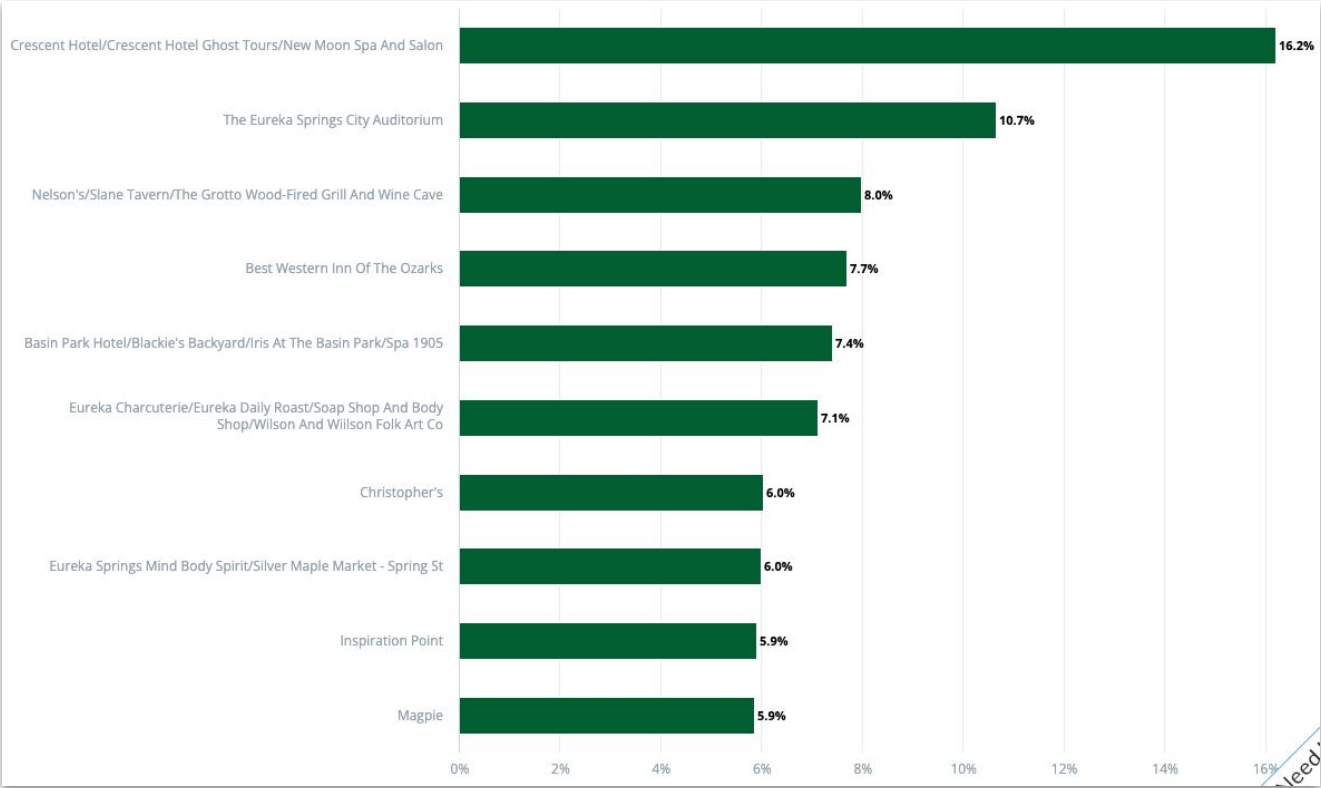


# Visitor Insights | Zartico





# Visitor Insights | Zartico



# 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	\$189,938*
Aug	TBD
Sep	TBD
Oct	TBD
Nov	TBD
Dec	TBD

Summary YoY To Date	
2023	\$1,153,519 for Jan. - Jul.
2022	\$1,051,205 for Jan. - Jul.
+/- %	+9% YoY

*\*Note: Full amount for July will be updated at a later date due to delinquent payments.*



# Advertising & Marketing | Summary

- Finalized the Fall/Holiday Campaign media plan, set to launch 9/18.
- Ongoing monitoring and optimization of Summer media campaign, set to end 9/10.
- Provided YoY comparison report for April - July 2022 vs 2023 at the request of the CAPC.
- Continued planning for the 2023 Influencer campaign.
- Coordinated the first in-market influencer visit for 9/1-9/4.
  - Including itinerary, contract negotiations, and securing lodging.
- Facilitation and development of estimates for creative jobs as needed, an ongoing process.
- Assisted with additional edits to the online tax forms.
- Attended monthly Zartico meeting and ongoing facilitation of custom visualizations, along with the presentation of the Great Passion Play analysis.
- Provided ongoing web maintenance support for CAPC staff.
- Conducted weekly status meetings with CAPC staff.
- Attended CAPC meetings and presented the monthly report (virtually).
- 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: Fall travel, haunted month and travel, historic hotels, outdoor adventure, and events in Eureka Springs.
- Responded to media queries for: Fall getaways, haunted hotels and resorts, and romantic travel.
- Distributed “Hidden Gem” roundup pitch.
- Distributed “Underrated Fall Travel” pitch.
- Followed up on “Global Sleep Under the Stars Night” pitch.
- Liaised with National Geographic and Southern Living - provided images for upcoming coverage.

# Public Relations | Metrics

**yahoo!life** House Beautiful **Aol.**

## You Need to Visit These Adorable U.S. Main Streets

Perri O. Blumberg, Rose Marie Walano

August 7, 2023 · 18 min read



### Main Street in Eureka Springs, Arkansas

Nestled in the Ozark Mountains, Eureka Springs instantly transports you to another time—a time when Victorian buildings were the norm and a relaxing vacation included a dip in a natural hot spring. While the perfectly preserved architecture on Main Street is a big draw, we can't have you go without also visiting the [Thorncrowne Chapel](#), E. Fay Jones's incredible modern chapel in the woods, featuring more than 6,000 square feet of glass. It's free to enter and breathtaking to behold.

[BOOK NOW](#)



JeremyMasonMcGraw.com - Getty Images

## August 2023 Publicity

- Estimated Impressions: 794,328,811
- Estimated Media Value: \$5,939,247.02

## January 2023 - August 2023 Publicity

- Estimated Impressions: 6,471,072,758
- Estimated Media Value: \$59,857,423.13

*Metrics Source: Muck Rack*

## Additional Media Highlights



**From Spanish Treasures To Waterfalls, These 10 Arkansas Caves Guarantee A Worthwhile Visit**



**The Best Small Town Getaway In Arkansas: Best Things To Do In Eureka Springs**



**Art Lovers: These Are The Best Small Art Towns In The U.S.**

**Southern Living**

**The Best Things To Do In Eureka Springs, Arkansas**

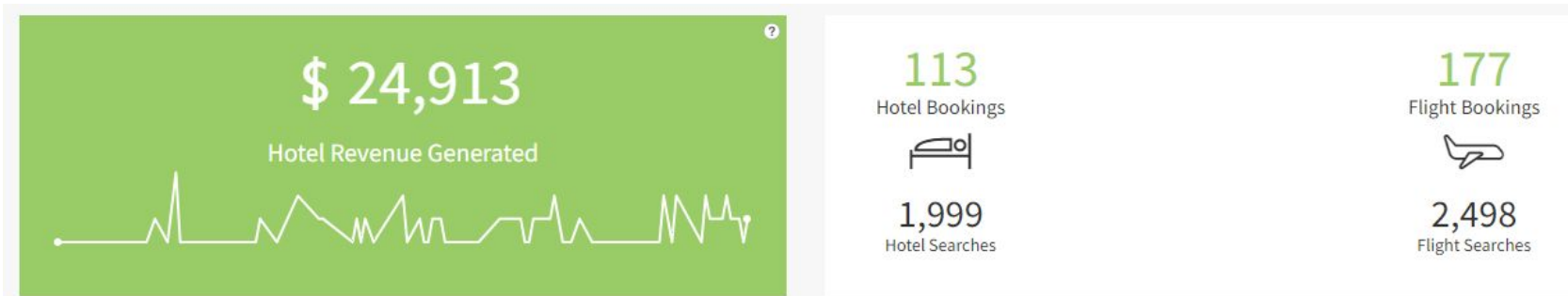
A first-person perspective shot from a colorful kayak on a river. The kayaker is wearing a brown cap and a dark shirt. The kayak is decorated with vibrant colors like blue, pink, and green. The water is a clear, greenish-blue. In the background, there's a lush green forested hillside under a blue sky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

# Media Partner Analytics

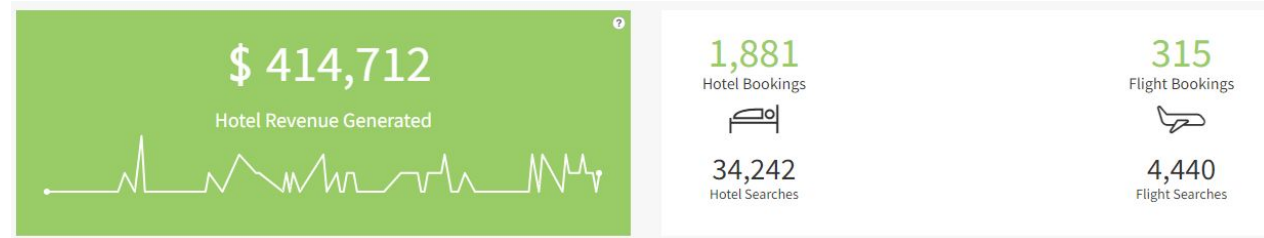
# Adara Impact | *Economic Insights*

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



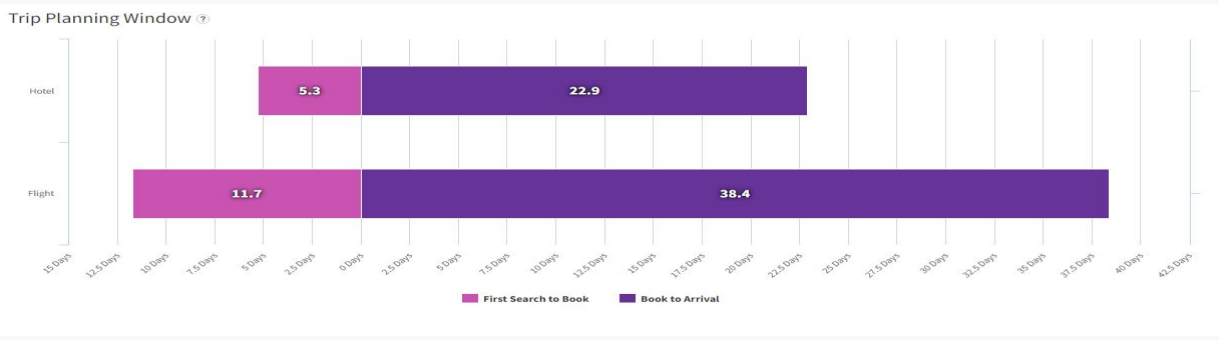
**NOTE:** Hotel Revenue can show both Observed (direct Adara partner data from those exposed to advertising) and **Enriched Data**, which uses IMPACT Plus methodology that takes Adara's travel partner data and calculates it to include STR Census and Occupancy data to give a more complete market visibility.



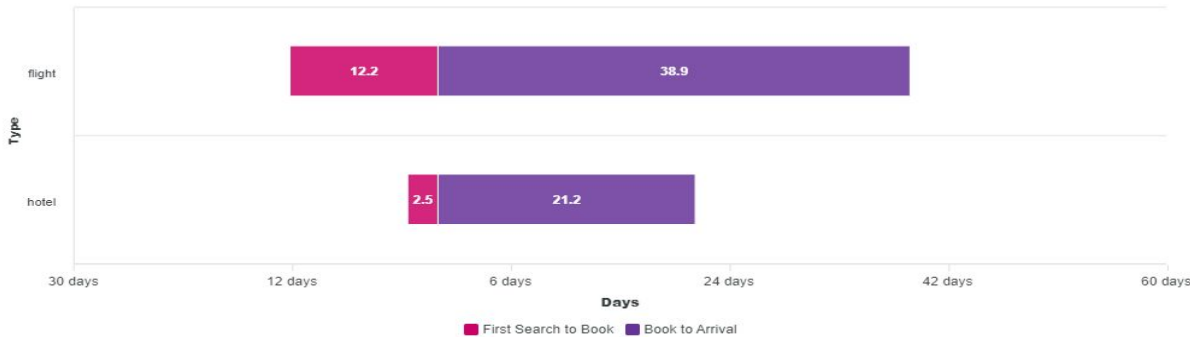
# Adara Impact | Book/Search Window

46,409

Total Trackable Website Visits



Trip Planning Window

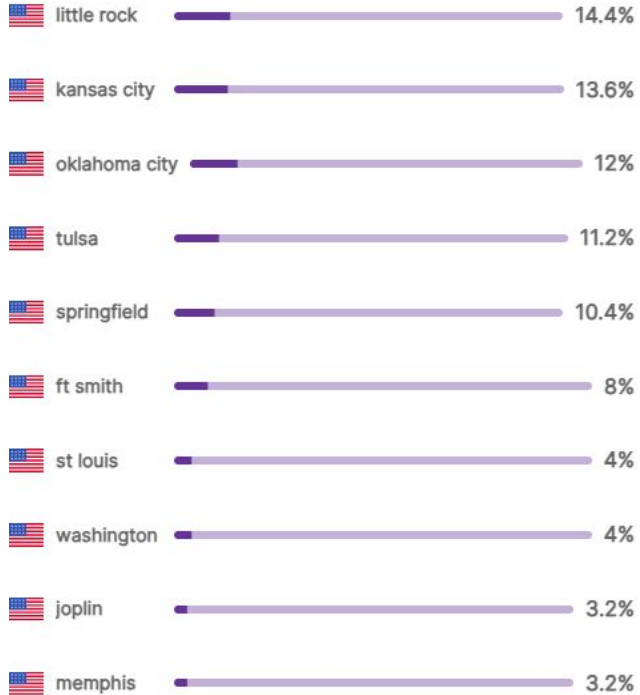


- Year-to-date, the book to arrival in destination window has shortened, with the average time travelers are booking prior to arrival is now just 3 weeks.
- The search to booking window for flights has remained consistent at approx 10-12 days.
- Time period of travelers booking a flight to arrival in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

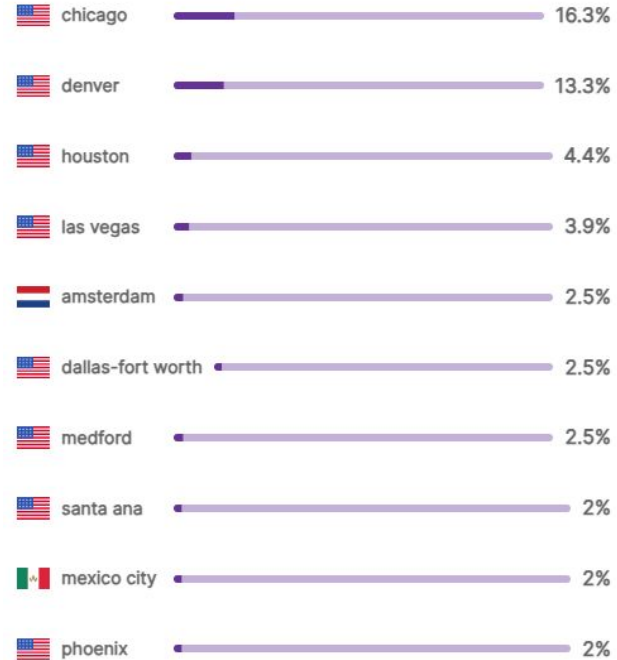
# Adara Impact | Top Markets

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

Top Origin Markets



Top Origin Markets



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 Summer Campaign began mid-May and continued in market during the month of August. 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: 2,631,605
- Total Clicks: 23,361
- CTR: 0.89%
- Total Video Views: 170,784
- VCR: 82.55%

### Top performing media partners for June:

- Undertone: rich media ads with a 2.45% CTR

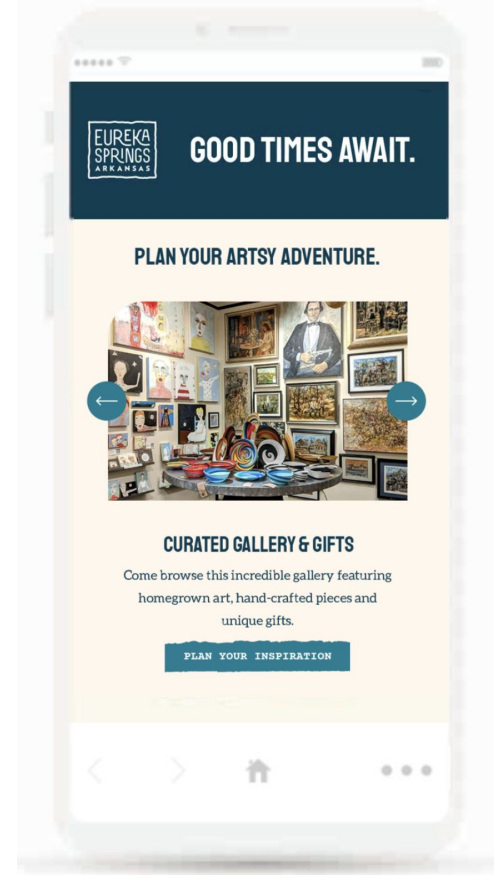
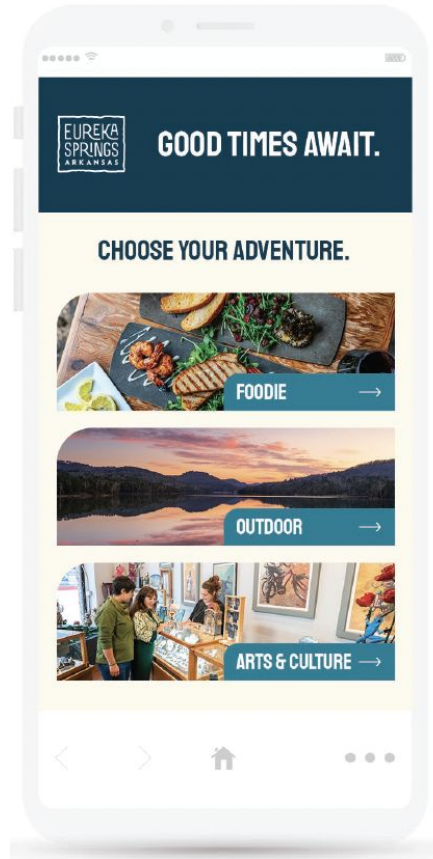
*Industry benchmarks: CTR for display banners - 0.08-0.10%, Native - 0.25%, Video VCR 70%*

# Paid Media | *Undertone*

The Undertone campaign continued in August 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.

## August Performance Highlights:

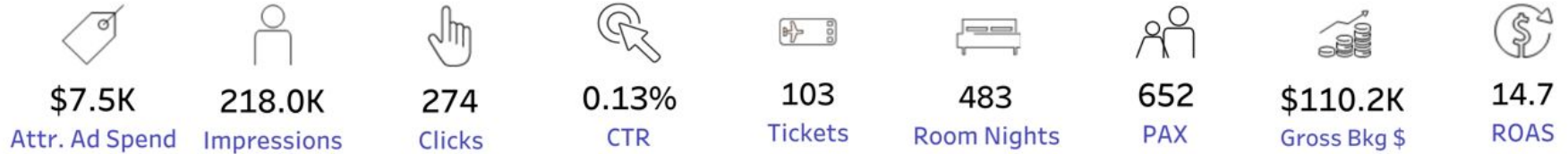
- Total Impressions: 817,971
- Total Clicks: 20,005
- CTR: 2.45%
- Engagement Rate: 11.63%



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 August:



- Media CTR at 0.13% CTR (*above benchmark of 0.08%*)
- 483 room nights were booked
- \$110K in gross bookings were generated
- Advertising for August delivered a 14.7 ROAS (Return On Ad Spend)

# Paid Social | Facebook/Instagram

August was the second straight month at an increased spend level due to allowances with budget. Impressions were consistent MoM, however post engagement saw a large spike (up 309%). This indicates that the increased spend level improved the brand recognition for Eureka Springs, resulting in more engagement. The team will look to improve click volume going into September by prioritizing creative that is driving significant click volume. Ads will be updated in the coming months with Fall and Holiday creative.

## August Results:

- Impressions: 1,143,637
  - 5% decrease over July
- Post Engagement: 9,361
  - 309% increase over July
- Clicks: 15,224
  - 21% decrease over July
- CTR: 1.33%
  - 18% decrease over July
  - Industry benchmark = 0.9%

## Top Performing Creative:

The image shows two side-by-side screenshots of Facebook sponsored posts for Eureka Springs, Arkansas. The left post features a wooden treehouse and a 'Where to Stay' button. The right post features a colorful rainbow slide and a 'Learn more' button.

**Awareness**  
Impressions:  
466,647

**Traffic**  
Clicks: 6,444

# 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. For the month of August, there was a strong click-through rate of 20.36%, well over the industry benchmark of 4%. Ad groups and imagery will be updated in the coming months with Fall and Holiday creative.

## August Results:

- Impressions: 47,105
- Total Clicks: 9,592
- Avg. CTR: 20.36%
  - *Industry benchmark = 4%*
- Avg. CPC: \$0.22
  - *Industry benchmark = \$1.54*

## Top Performing Ad:

 [visiteurekasprings.com](https://visiteurekasprings.com)  
[www.visiteurekasprings.com/](https://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	\$787.40	19,824	5,824	29.38%	\$0.14
<input type="checkbox"/> ● Events	Standard	\$247.55	8,485	2,006	23.64%	\$0.12
<input type="checkbox"/> ● Visit	Standard	\$292.50	5,664	734	12.96%	\$0.40
<input type="checkbox"/> ● Where to stay	Standard	\$647.42	5,627	520	9.24%	\$1.25
<input type="checkbox"/> ● Food & Drink	Standard	\$48.94	2,888	306	10.60%	\$0.16
<input type="checkbox"/> ● Bikes Blues & BBQ	Standard	\$47.56	4,617	202	4.38%	\$0.24

## 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 restaurants
8. Eureka Springs tourism

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

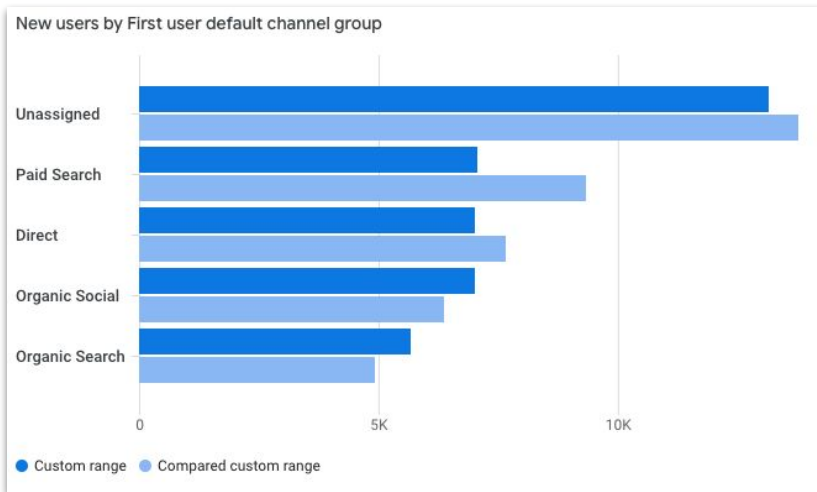


## Website | Summary

- The number of users increased 2.7% in August over July, along with an increase in new users by 2.6%.
- Traffic source for the website saw a shift MoM with more diversified sessions by channel, a larger percentage from Paid Search and Direct, but with increases MoM from Organic Social and Search.
- Paid media performed very well in the month of August, with the Undertone campaign, Paid Search, and DigDev e-blasts listed as three of the top sources of traffic for new users to the website.
- The majority of users continue to be ages 35 - 54 years old.
- Top states for visitation to the website shifted slightly over previous months with Texas staying #1 at 13% and Oklahoma rising to #2, followed by Missouri, Illinois, and Arkansas. Dallas was the top city for website visitation.
- In August, about half of the pages with the highest engagement rates came from Paid Search Traffic, while the other half came from Organic Search. Lodging pages had the highest engagement rates, followed by Activity pages, indicating that consumers are using the website for overnight trip planning.
- Of note was that the Cabins and Cottages lodging page continued to have a high engagement rate, similar to July, indicating that consumers are continuing to use the website for accommodations planning.

# Website | Google Analytics

↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events ▾
<b>47,647</b>	<b>46,352</b>	<b>25,238</b>	<b>44.87%</b>	<b>0.53</b>	<b>1m 12s</b>	<b>385,213</b>
vs. 46,356	vs. 45,153	vs. 27,172	vs. 48.39%	vs. 0.59	vs. 82.89	vs. 418,128
↑ 2.78%	↑ 2.66%	↓ -7.12%	↓ -7.27%	↓ -9.63%	↓ -12.36%	↓ -7.87%

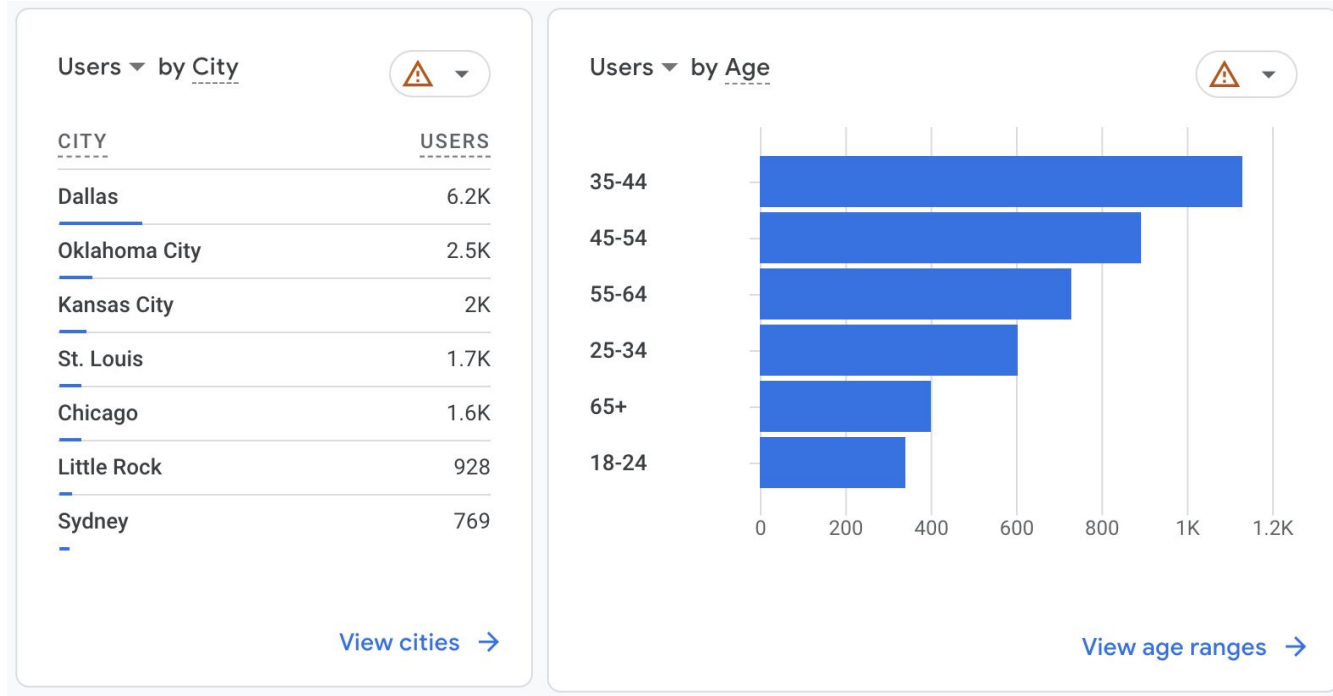


New users by First user source / medium

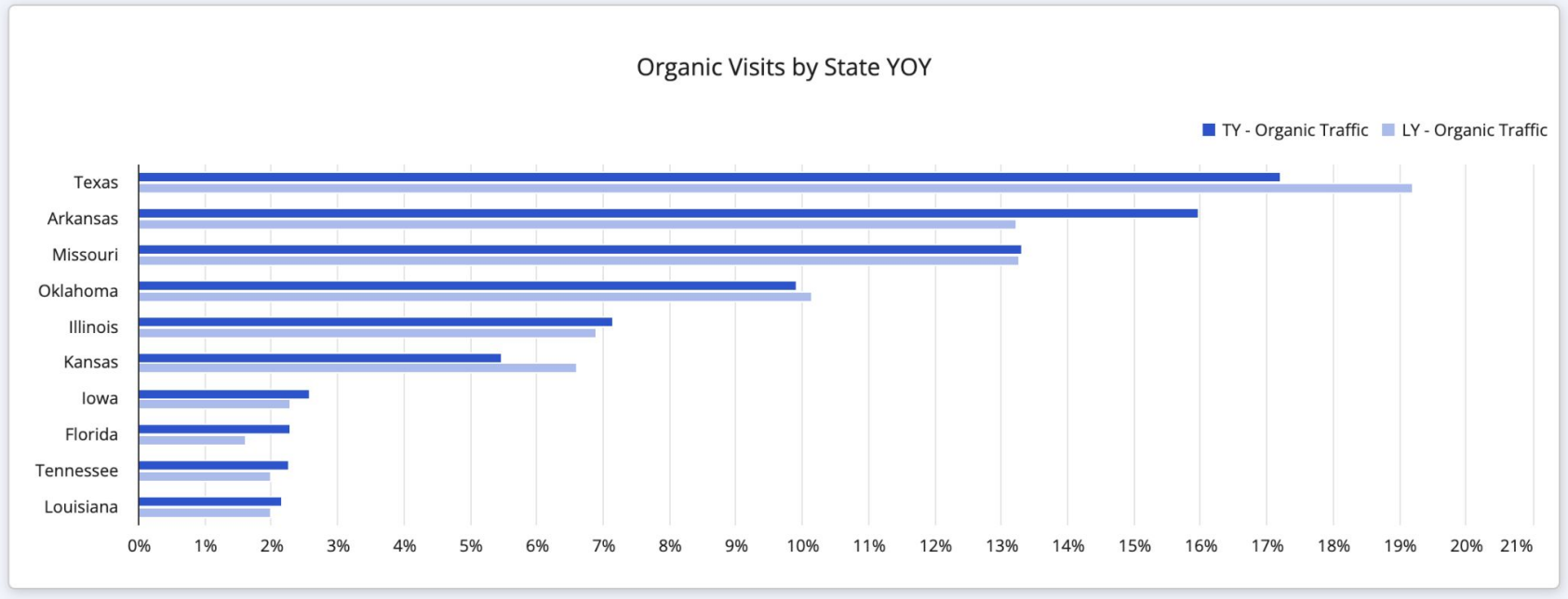
FIRST USER SOURCE / ME...	NEW USERS	% Change
<a href="#">undertone / native</a>	13K	↓ 4.9%
<a href="#">google / cpc</a>	7.1K	↓ 24.3%
<a href="#">(direct) / (none)</a>	7K	↓ 8.5%
<a href="#">m.facebook.com / referral</a>	5.8K	↑ 26.3%
<a href="#">google / organic</a>	4.8K	↑ 10.5%
<a href="#">digdev / email</a>	2.5K	↑ 10,008.0%
<a href="#">l.facebook.com / referral</a>	700	↓ 5.4%
-	-	-

[View user acquisition](#) →

# Website | Google Analytics



# Website | Zartcio



# Website | Zartico

## Web Content - High Engagement Rate

Page Url	Medium	Views (>250)	Avg. Engagement Time Per Session	Engagement Rate (>5... ▾)
<a href="https://visiteurekasprings.com/category/where-to-stay/">https://visiteurekasprings.com/category/where-to-stay/</a>	organic	251	05:23	95.0%
<a href="https://visiteurekasprings.com/category/things-to-do/">https://visiteurekasprings.com/category/things-to-do/</a>	cpc	6.9 K	00:27	87.0%
<a href="https://visiteurekasprings.com/category/where-to-stay/cabins-cottages/">https://visiteurekasprings.com/category/where-to-stay/cabins-cottages/</a>	cpc	676	09:00	82.2%
<a href="https://visiteurekasprings.com/category/where-to-stay/">https://visiteurekasprings.com/category/where-to-stay/</a>	cpc	700	00:31	80.7%
<a href="https://visiteurekasprings.com/">https://visiteurekasprings.com/</a>	cpc	1.4 K	00:42	79.0%
<a href="https://visiteurekasprings.com/">https://visiteurekasprings.com/</a>	organic	4.6 K	00:29	79.0%
<a href="https://visiteurekasprings.com/category/things-to-do/attractions/">https://visiteurekasprings.com/category/things-to-do/attractions/</a>	cpc	6.9 K	04:03	75.8%
<a href="https://visiteurekasprings.com/events/category/the-aud/?fbclid=IwAR0m9etK1o...">https://visiteurekasprings.com/events/category/the-aud/?fbclid=IwAR0m9etK1o...</a>	organic	975	00:59	74.9%
<a href="https://visiteurekasprings.com/event/robert-cray-at-the-auditorium/">https://visiteurekasprings.com/event/robert-cray-at-the-auditorium/</a>	referral	261	01:18	74.4%
<a href="https://visiteurekasprings.com/category/things-to-do/">https://visiteurekasprings.com/category/things-to-do/</a>	organic	541	01:33	73.4%
<a href="https://visiteurekasprings.com/category/where-to-stay/camping/">https://visiteurekasprings.com/category/where-to-stay/camping/</a>	organic	281	05:11	70.6%

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 ▼
<a href="https://visiteurekasprings.com/">https://visiteurekasprings.com/</a>	10,429
<a href="https://visiteurekasprings.com/category/things-to-do/">https://visiteurekasprings.com/category/things-to-do/</a>	2,760
<a href="https://visiteurekasprings.com/category/things-to-do/attractions/">https://visiteurekasprings.com/category/things-to-do/attractions/</a>	2,721
<a href="https://visiteurekasprings.com/events/">https://visiteurekasprings.com/events/</a>	2,042
<a href="https://visiteurekasprings.com/category/things-to-do/outdoor-activities/">https://visiteurekasprings.com/category/things-to-do/outdoor-activities/</a>	1,511
<a href="https://visiteurekasprings.com/category/food-drink/">https://visiteurekasprings.com/category/food-drink/</a>	793
<a href="https://visiteurekasprings.com/events/category/the-aud/?fbclid=IwAR0m9etK1oa7y...">https://visiteurekasprings.com/events/category/the-aud/?fbclid=IwAR0m9etK1oa7y...</a>	668
<a href="https://visiteurekasprings.com/category/where-to-stay/">https://visiteurekasprings.com/category/where-to-stay/</a>	647
<a href="https://visiteurekasprings.com/category/things-to-do/shops-galleries/">https://visiteurekasprings.com/category/things-to-do/shops-galleries/</a>	587
<a href="https://visiteurekasprings.com/category/where-to-stay/cabins-cottages/">https://visiteurekasprings.com/category/where-to-stay/cabins-cottages/</a>	562
<a href="https://visiteurekasprings.com/category/where-to-stay/camping/">https://visiteurekasprings.com/category/where-to-stay/camping/</a>	456
<a href="https://visiteurekasprings.com/category/where-to-stay/hotels-motels/">https://visiteurekasprings.com/category/where-to-stay/hotels-motels/</a>	410
<a href="https://visiteurekasprings.com/category/things-to-do/nightlife/">https://visiteurekasprings.com/category/things-to-do/nightlife/</a>	396
<a href="https://visiteurekasprings.com/your-arts-desire-a-guide-to-public-art-in-eureka-spri...">https://visiteurekasprings.com/your-arts-desire-a-guide-to-public-art-in-eureka-spri...</a>	393
<a href="https://visiteurekasprings.com/a-tale-of-two-breweries/">https://visiteurekasprings.com/a-tale-of-two-breweries/</a>	364
<a href="https://visiteurekasprings.com/category/things-to-do/arts-culture/">https://visiteurekasprings.com/category/things-to-do/arts-culture/</a>	307
<a href="https://visiteurekasprings.com/category/things-to-do/outdoor-activities/springs-lake...">https://visiteurekasprings.com/category/things-to-do/outdoor-activities/springs-lake...</a>	278
<a href="https://visiteurekasprings.com/eureka-bike-fest/">https://visiteurekasprings.com/eureka-bike-fest/</a>	273



A photograph of a live music performance in a bar. In the foreground, the backs of several audience members are visible, including a woman with long brown hair and a green backpack, and a man in a blue and white checkered shirt. 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 visible 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.
- **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