



Eureka Springs

Monthly Report | November 2023

PARADISE | 2023



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[November 2022 Report:](#)

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



ZARTICO

Visitor Insights





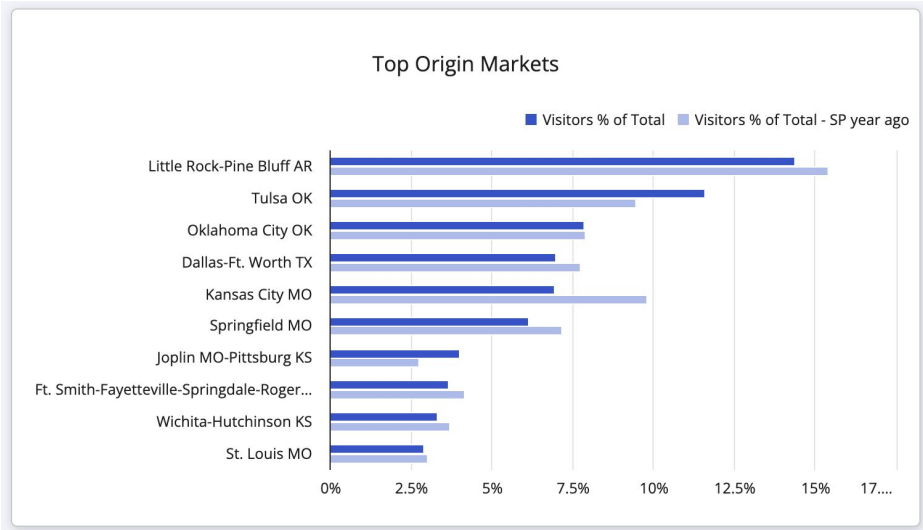
Visitor Insights* | Summary

- Based on observed visitors from Zartico data, the top origin markets shifted for November with Little Rock - Pine Bluff, AR continuing #1 followed by Tulsa, OK remaining as #2 and Oklahoma City rising to #3, Dallas-Ft. Worth, TX rising to #4, and Kansas City, OK dropping to #5.
- The overall share of overnight visitors for the month was 37.8%, slightly under YoY. Out of state visitation stayed on par YoY and increased slightly compared to October.
- Top 5 Market Areas based on total visitor spending (% of total) for October are Oklahoma City, OK; Little Rock - Pine Bluff, AR; Tulsa, OK; Kansas City, MO; Springfield, MO and Wichita-Hutchinson, KS.
- Top POIs shifted slightly MoM, with the Eureka Springs City Auditorium remaining as #1, followed by the Turpentine Creek Wildlife Refuge rising to #2, Nelson's/Slane Tavern/The Grotto Wood Fired Grill and Wine Cave remaining at #3. Christopher's remaining at #4, and Missy's White Rabbit/Sugar And Spite rising to #5.

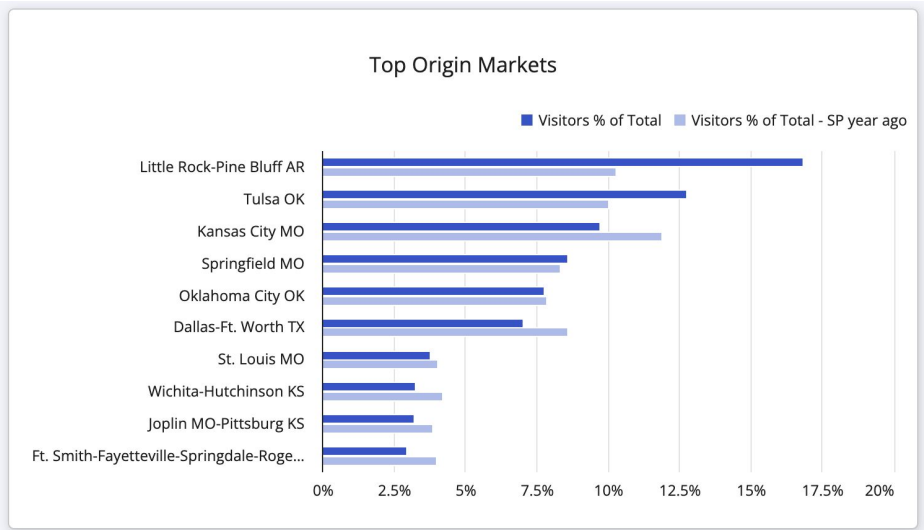
**Disclaimer: Data observed through Zartico is a sample size, which fluctuates on a monthly basis. Data should not be extrapolated to make assumptions about all visitors.*



Visitor Insights | Zartico



November 2023



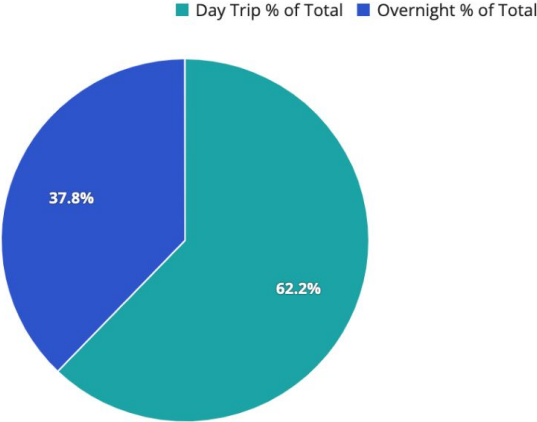
October 2023

Visitor Insights | Zartico

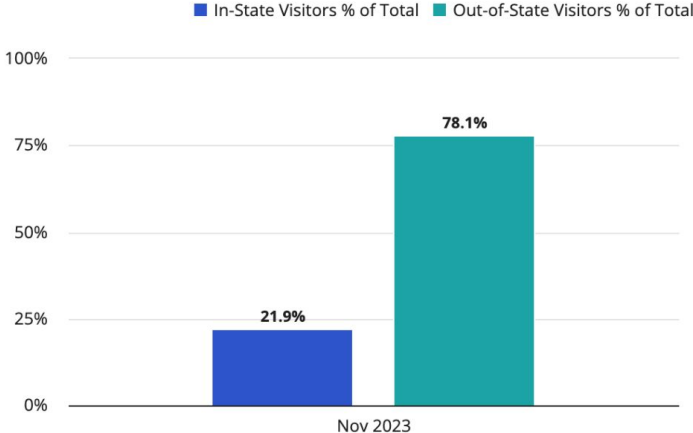
Where are visitors to your destination coming from?

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.

Overnight vs. Day Trip - Pie Chart

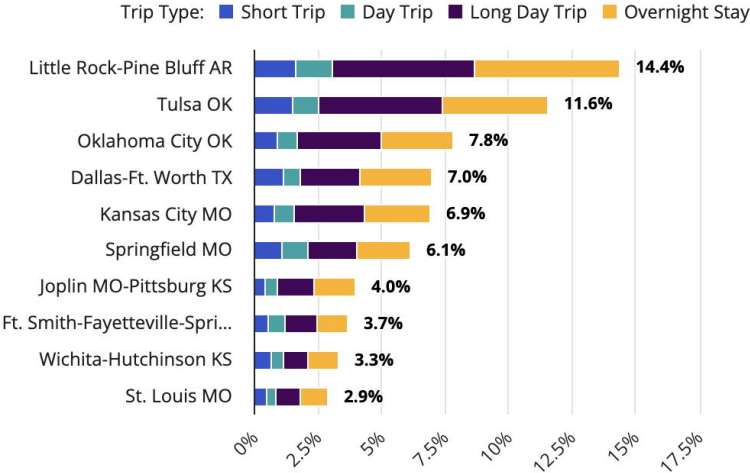


In State v Out of State Visitors

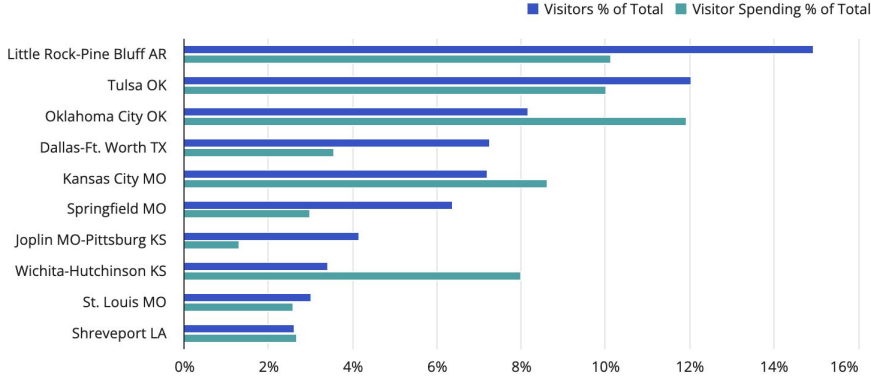


Visitor Insights | Zartico

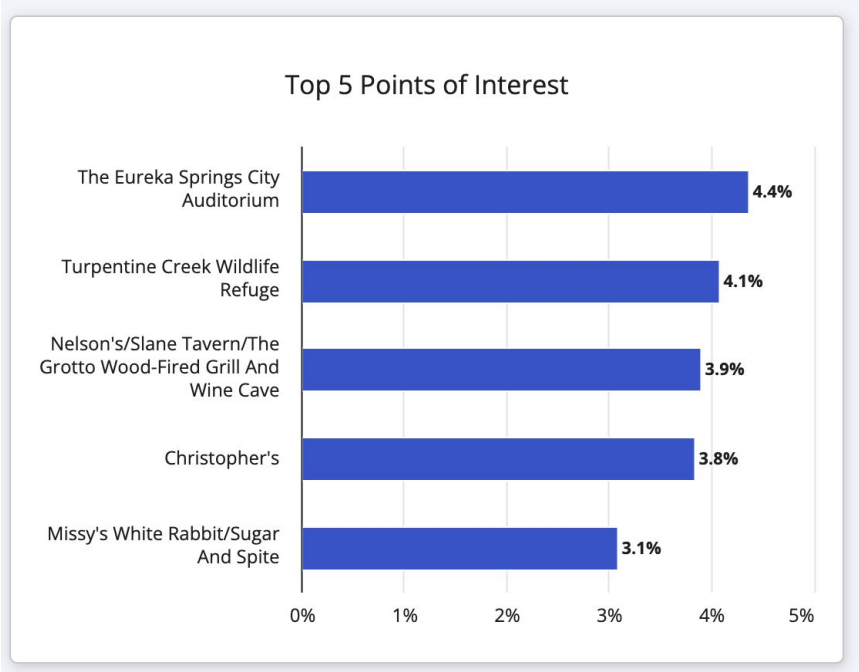
Top 10 Visitor DMAs by Trip Type



Top 10 Origin Markets by Visitation with their Spend



Visitor Insights | Zartico



Monthly Report





Advertising & Marketing | *Summary*

- Continued fulfillment of the Fall/Holiday Campaign creative, set to run through the end of December.
- Coordinated additional Holiday Influencer Planning.
 - Including outreach, contract negotiation, and lodging needs.
- Facilitation and development of estimates for creative jobs as needed, an ongoing process.
- 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.



Image: [Go Near Far Blog](#)

Public Relations | *Summary*

- Continued proactive outreach to publications, keeping seasonality and affordable travel at forefront of messaging
- Pitched: Fall and winter travel, historic hotels, outdoor adventure, and events in Eureka Springs
- Pitched Eureka Springs as a top holiday and Christmas destination
- Pitched the Crescent Hotel as a top haunted destination
- Responded to media queries for: Winter getaways, romantic travel, best places to celebrate the holiday season
- Distributed “2024 is the year to explore” roundup pitch
- Distributed “Underrated Winter Travel” pitch
- Followed up on “Global Sleep Under the Stars Night” pitch
- Pitched Eureka Springs as a top destination for new year traveling

Public Relations | Metrics

9 Examples of Organic Architecture, From a Basilica in Barcelona to a Train Station in Stockholm



Unsplash

Thorncrown Chapel (Eureka Springs, Arkansas)

Reaching 48 feet into the sky, Thorncrown Chapel in Arkansas is as tall as some of the trees that surround it. Designed by E. Fay Jones, who studied under Frank Lloyd Wright, the impressive structure contains over 6,000-square-feet worth of glass. In 1981, the building won Design of the Year from the American Institute of Architects.

October and November 2023 Publicity

- Estimated Impressions: 538,936,130
- Estimated Media Value: \$5,284,331.17

NOTE: Due to a technical error on the reporting platform last month, we are including metrics for the months of October and November 2023 in this month's report.

January 2023 - November 2023 Publicity

- Estimated Impressions: 11,723,245,440
- Estimated Media Value: \$108,780,805.38

Metrics Source: Muck Rack

Additional Media Highlights

Aol.

Best 'Main Street' Shopping Districts in All 50 States

thrillist

Slow Travel Will Be Big in 2024, Here's Where to Do It

ELLE DECOR

The Best Winery in Every State

House Beautiful

30 Charming Towns for the Perfect Fall Getaway

AD
ARCHITECTURAL DIGEST

9 Stunning Examples of Organic Architecture

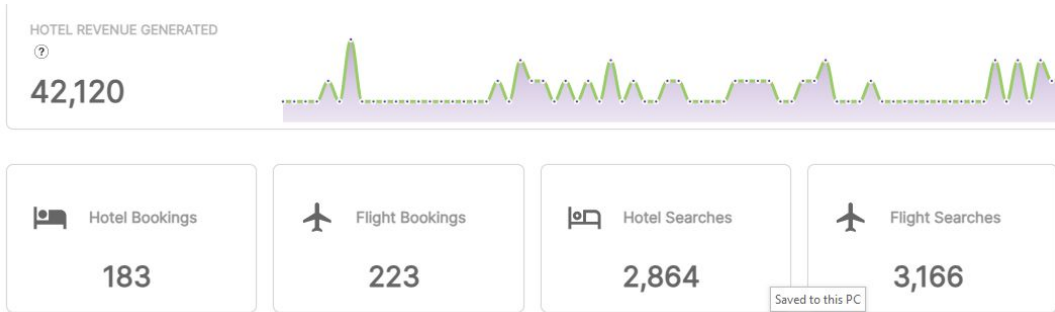
A scenic river flows through a lush green forest. The water is a vibrant turquoise color, reflecting the surrounding greenery. On the left bank, a stone wall follows the curve of the river. On the right bank, a wooden bridge with a railing spans across the river. The trees are dense and vibrant green, with some taller trees visible in the background. The sky is blue with scattered white clouds. The text "Media Partner Analytics" is overlaid in the center of the image in a large, white, sans-serif font.

Media Partner Analytics

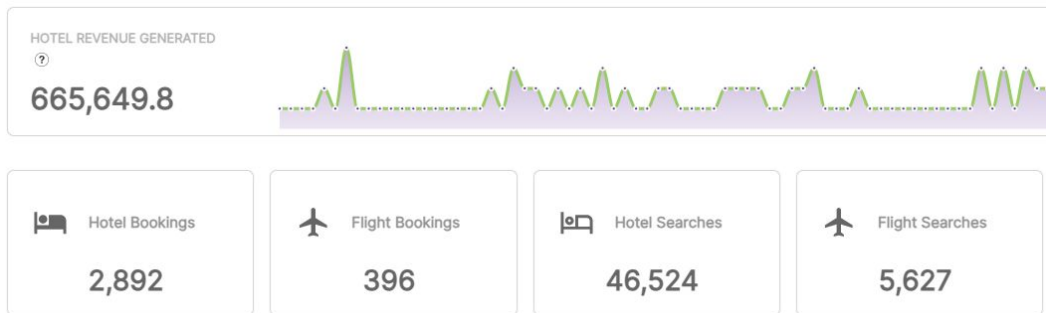
Adara Impact | *Economic Insights*

Below is the hotel revenue shown in Impact from those exposed to 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, Summer and Fall Campaigns.

Observed Data - Cumulative YTD



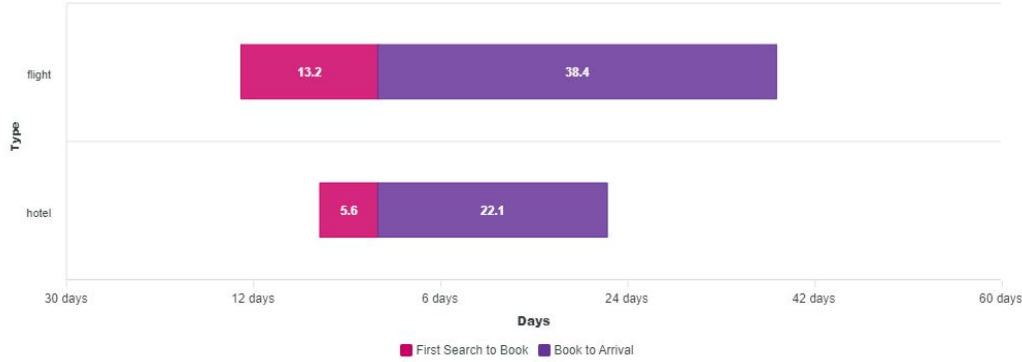
Enriched Data - Cumulative YTD



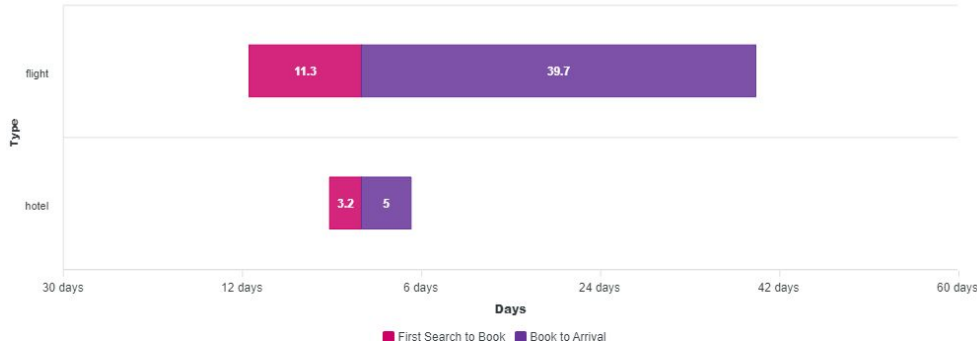
NOTE: Hotel Revenue can show both Observed (direct Adara partner data from those exposed to advertising) and **Enriched Data**, which uses IMPACT Plus methodology that takes Adara's travel partner data and calculates it to include STR Census and Occupancy data to give a more complete market visibility.

Adara Impact | *Book/Search Window*

Trip Planning Window



Trip Planning Window



Total Clicks

75,647

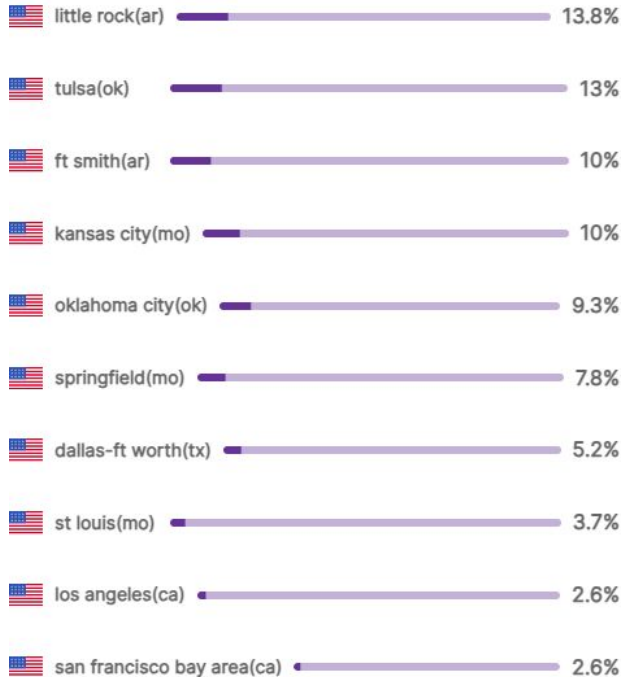
- Year-to-date, the book to arrival in destination window has shortened, with the average time travelers are booking prior to arrival is now 22 days.
- The search to booking window for flights has remained consistent at approx 10-13 days.
- Time period of travelers booking a flight to arrival in destination has remained the same at 38 days.

Adara Impact | Top Markets

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

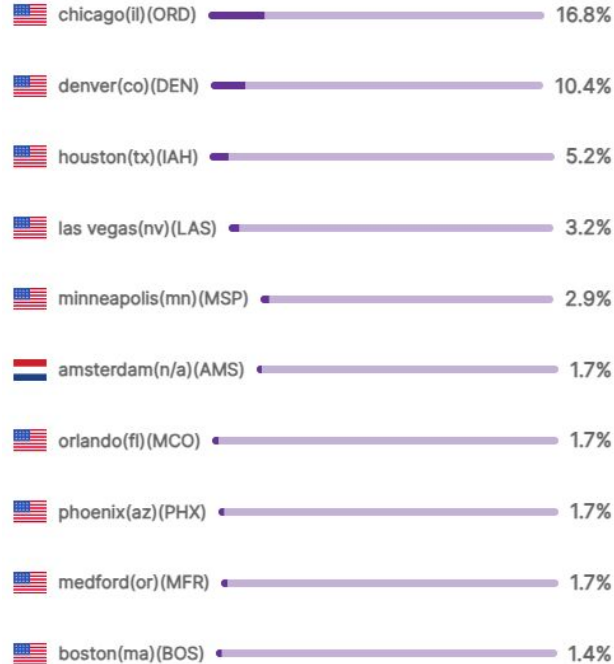
Top Origin Markets

HOTEL  FLIGHT 



Top Origin Markets

HOTEL  FLIGHT 



An aerial photograph of a wooden canoe with two people inside, navigating a pond densely populated with green lily pads. The water is dark, and the lily pads are scattered across the surface, creating a textured pattern. 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 Fall campaign ended in late November, with tactics including display banners, native ads, eblast and retargeting banners, and streaming TV.

The Holiday Campaign launched 11/20 with Spotify, YouTube and display.

November Performance Highlights:

- Total Impressions: 953,332
- Total Clicks: 4,953
- CTR: 0.52%
- Total Video Views: 178,734
- VCR: 94.29%

Top performing media partners for November:

- MediaOne: display and native ads with a 1.10% CTR (14X above industry benchmark)
- DigDev: banner ads with a 0.22% CTR

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

Paid Social | Facebook/Instagram


In November, the Fall/Holiday Campaign continued to run. With 46% less budget this month, there were decreases across most metrics. However, there was a 10% increase in CTR at 2.95%, which is a significant increase over the industry benchmark of 0.9%.

The media team will continue to optimize these campaigns. The Holiday creative will continue to run through mid-December.

November Results:

- Impressions: 535,437
 - 46% decrease over October
- Post Engagement: 11,824
 - 54% decrease over October
- Clicks: 15,770
 - 41% decrease over October
- CTR: 2.95%
 - 10% increase over October
 - Industry benchmark = 0.9%

Top Performing Creative:



Eureka Springs, Arkansas Sponsored · 🌐

Explore a charming Victorian town filled with Holiday cheer and decked with lights.

Victorian Christmas
Visit Eureka S...

Magica Momen
Visit Eu...

Awareness & Traffic

Impressions: 518,156

Clicks: 14,969

Paid Media | Google Paid Search

The Fall/Holiday CY23 campaign continued to run through the month of November.

The Google Paid Search Campaign has the objective of reaching people with interest in both Fall and Holiday things to do in Eureka Springs and travel, with the goal to drive engagement and interest. The Fall/Holiday campaign continues to have a strong click-through rate of 20.60%, well over the industry benchmark of 4%.

November Results:

- Impressions: 37,805
- Total Clicks: 7,786
- Avg. CTR: 20.60%
 - *Industry benchmark = 4%*
- Avg. CPC: \$0.26
 - *Industry benchmark = \$1.54*

Top Performing Ad:

Sponsored



www.visiteurekasprings.com/

Things to do in Eureka Springs - Eureka Springs Arkansas

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 Springs.



[Where To Stay](#)

[Things To Do](#)

Paid Media | Google Paid Search

<input type="checkbox"/> ● Ad group ↑	e	Cost	Impr.	Clicks	CTR	Avg. CPC	Avg. cost	Interactions
<input type="checkbox"/> ● Events		\$587.18	9,136	2,200	24.08%	\$0.27	\$0.27	2,200 clicks
<input type="checkbox"/> ● Food & Drink		\$48.80	2,344	176	7.51%	\$0.28	\$0.28	176 clicks
<input type="checkbox"/> ● Holiday		\$88.69	4,492	855	19.03%	\$0.10	\$0.10	855 clicks
<input type="checkbox"/> ● Things to do		\$1,125.22	13,447	3,985	29.63%	\$0.28	\$0.28	3,985 clicks
<input type="checkbox"/> ● Visit		\$125.82	6,742	485	7.19%	\$0.26	\$0.26	485 clicks
<input type="checkbox"/> ● Where to stay		\$17.63	1,071	53	4.95%	\$0.33	\$0.33	53 clicks

Top Performing Keywords:

1. Things to do in Eureka Springs
2. Fun things to do in Eureka Springs
3. Events in Eureka Springs
4. Eureka Spring events
5. Holiday vacation
6. Eureka Springs calendar
7. What to do in Eureka Springs
8. Holiday getaway

Website





Website | *Summary*

- Overall site traffic and session duration saw decreases in November when compared to October.
- Traffic source for the website was led by Organic Search and Organic Social, followed by Direct and Paid Search.
- The majority of users shifted in November to be ages 45-64 years old.
- Texas remained the top state for website visitation, with Arkansas rising to #2 and Missouri, Oklahoma, and Illinois rounding out the Top 5.
- Top trafficked pages include the homepage and pillar landing pages Things to Do, Events, and Attractions.
- Of the Top 20 trafficked pages, those with the highest engagement rates included Things to Do content, and Events content.

Website | Google Analytics

Users

35K

↓ 26.4%

New users

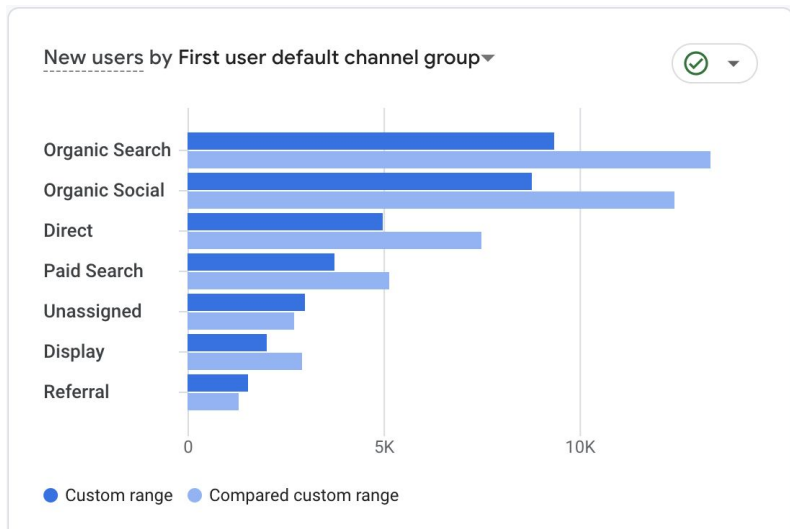
34K

↓ 25.7%

Average engagement time ?

1m 09s

↓ 16.7%

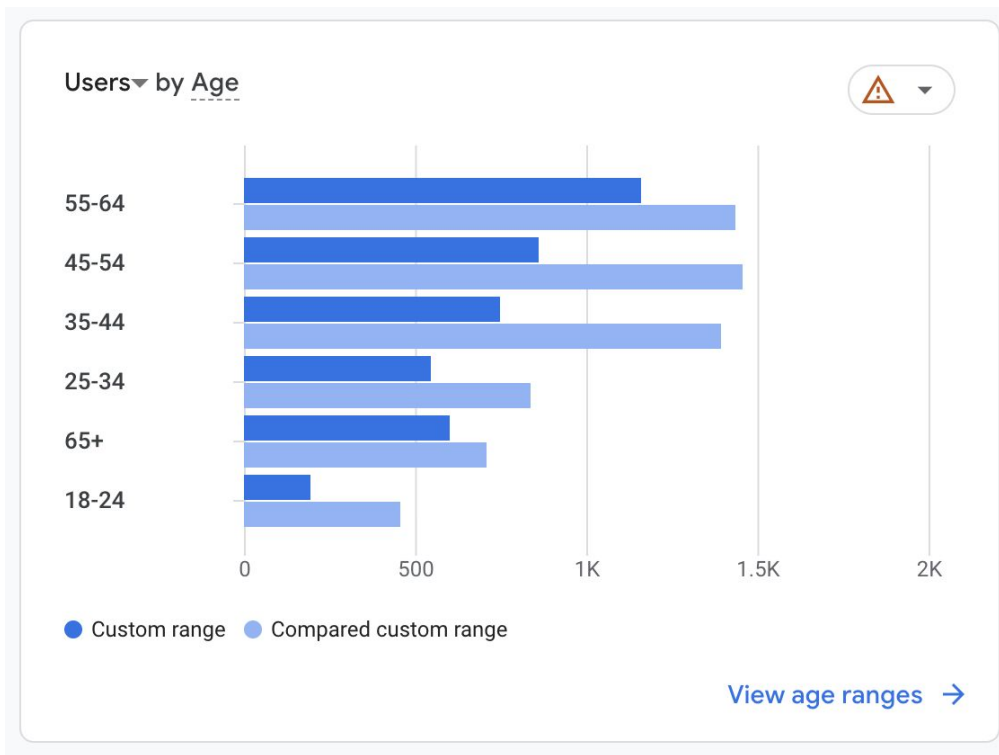
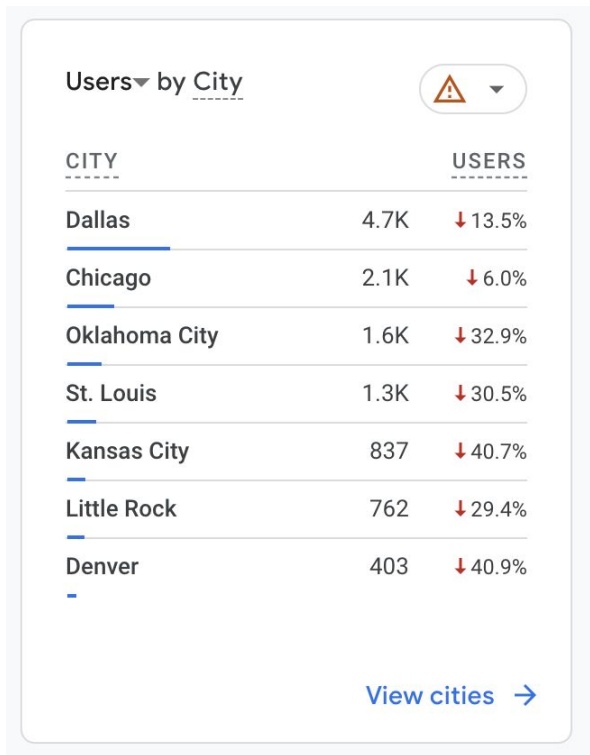


New users by First user default channel group

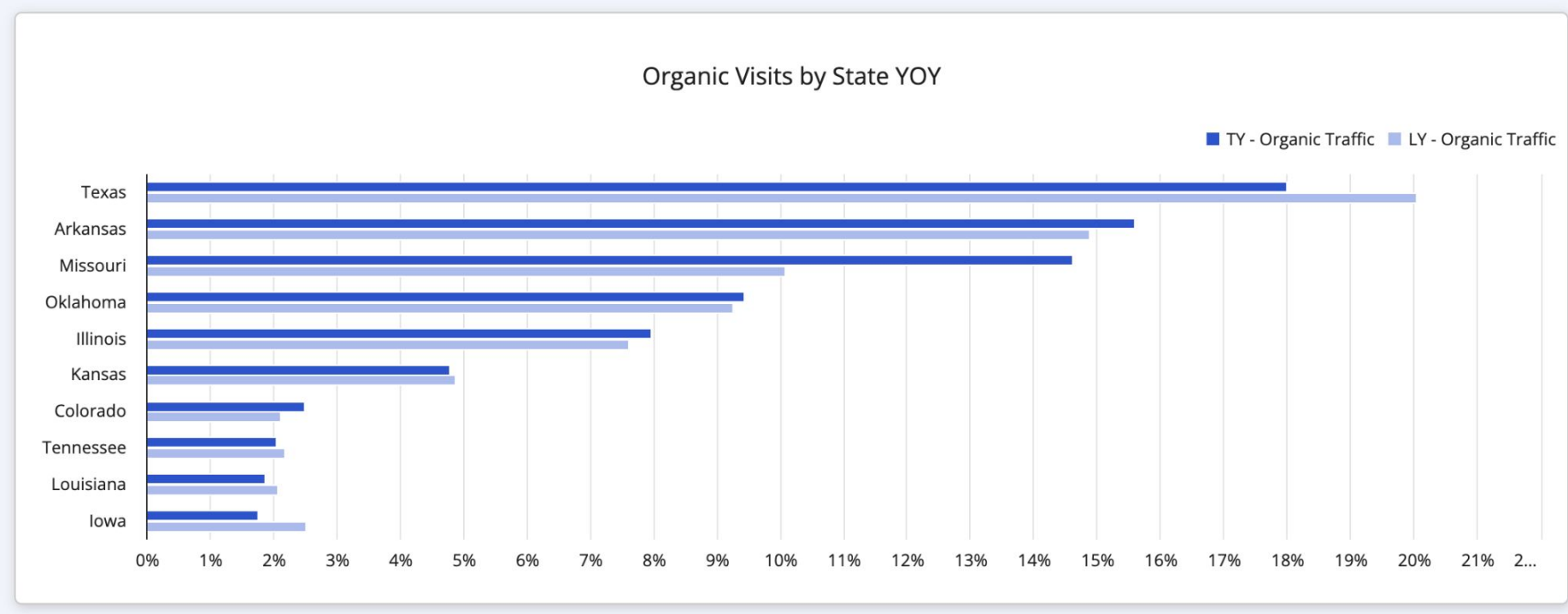
FIRST USER DEFAULT CHA...	NEW USERS
Organic Search	9.3K ↓ 29.9%
Organic Social	8.8K ↓ 29.3%
Direct	5K ↓ 33.5%
Paid Search	3.8K ↓ 26.9%
Unassigned	3K ↑ 10.5%
Display	2K ↓ 30.9%
Referral	1.5K ↑ 17.4%

[View user acquisition](#) →

Website | Google Analytics



Website | Zartcio



Website | Zartico

Page Url	Medium	Views (>... ▼)
https://visiteurekasprings.com/	organic	7.0 K
https://visiteurekasprings.com/	(none)	4.8 K
https://visiteurekasprings.com/category/things-to-do/	cpc	3.5 K
https://visiteurekasprings.com/events/	organic	2.9 K
https://visiteurekasprings.com/category/things-to-do/attractions/	organic	2.7 K
https://visiteurekasprings.com/category/things-to-do/	organic	2.6 K
https://visiteurekasprings.com/category/things-to-do/attractions/	cpc	2.6 K
https://visiteurekasprings.com/events/	cpc	1.8 K
https://visiteurekasprings.com/category/food-drink/	organic	1.2 K
https://visiteurekasprings.com/category/things-to-do/outdoor-activities/	organic	1.1 K
https://visiteurekasprings.com/events/	referral	1.0 K

Web Content - High Engagement Rate

Page Url	Medium	Views (>250)	Engagement Rate (>50%) ▼
https://visiteurekasprings.com/category/things-to-do/	cpc	3.5 K	89.4%
https://visiteurekasprings.com/category/things-to-do/	organic	2.6 K	87.1%
https://visiteurekasprings.com/	organic	7.0 K	84.2%
https://visiteurekasprings.com/	cpc	623	79.6%
https://visiteurekasprings.com/events/category/the-aud/?fbclid=IwAR0m9etK1oa7y6nR0Zu0Z8lIxpNVPn8yCSFBmu-Wo...	organic	592	76.3%
https://visiteurekasprings.com/events/category/ozark-folk-festival/?fbclid=IwAR19edaooO4Fwp_XFeeE8Q0tiVfYsq_S...	organic	432	73.5%
https://visiteurekasprings.com/events/	cpc	1.8 K	73.5%
https://visiteurekasprings.com/events/category/the-aud/?fbclid=IwAR0m9etK1oa7y6nR0Zu0Z8lIxpNVPn8yCSFBmu-Wo...	referral	314	72.6%
https://visiteurekasprings.com/category/things-to-do/outdoor-activities/adventure-activities/	organic	318	71.4%
https://visiteurekasprings.com/category/things-to-do/attractions/	cpc	2.6 K	71.2%
https://visiteurekasprings.com/category/food-drink/	cpc	350	70.7%

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.

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:**
 - Finalize the Fall/Holiday Campaign.
 - Finalize Offboarding.
- **Website Development:**
 - Agency to finalize website audits and transfer all admin needs.





THANK YOU

PARADISE | 2023