



Eureka Springs

Monthly Report | October 2023



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[October 2022 Report:](#)

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ZARTICO

Visitor Insights





Visitor Insights* | Summary

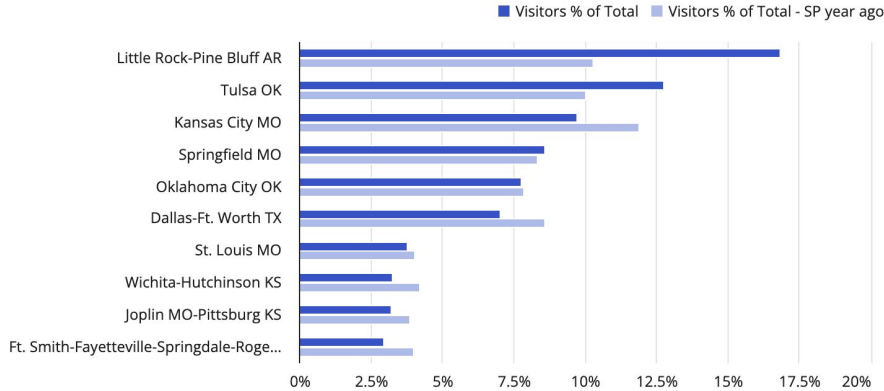
- Based on observed visitors from Zartico data, the top origin markets shifted for October with Little Rock - Pine Bluff, AR rising #1 followed by Tulsa, OK remaining as #2 and Kansas City OK dropping to #3. Springfield remained at #4 and Oklahoma City, OK rose to #5.
- The overall share of overnight visitors for the month was 65.1%, slightly under but staying on par with September. Out of state visitation decreased MoM as well.
- Top 5 Market Areas based on total visitor spending (% of total) for October are Little Rock - Pine Bluff, AR; Tulsa, OK; Kansas City, MO; Springfield, MO and Oklahoma City, OK. Of those, Oklahoma, OK and Kansas City, MO show the highest average visitor spend.
- Top POIs shifted slightly MoM, with the Eureka Springs City Auditorium rising to #1, followed by the Crescent Hotel at #2 and Nelson's/Slane Tavern/The Grotto Wood Fired Grill and Wine Cave #3. Christopher's and Magpie made their first appearance in the top 5 as #4 and #5, 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.*



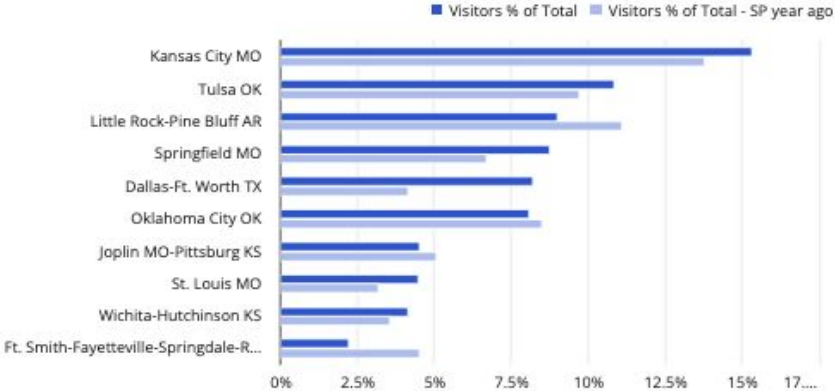
Visitor Insights | Zartico

Top Origin Markets



October 2023

Top Origin Markets



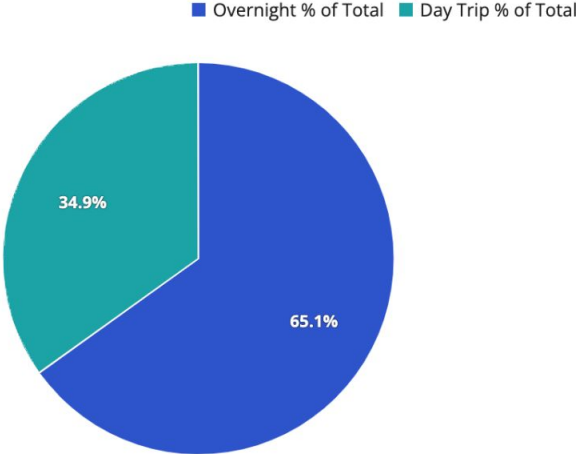
September 2023

Visitor Insights | Zartico

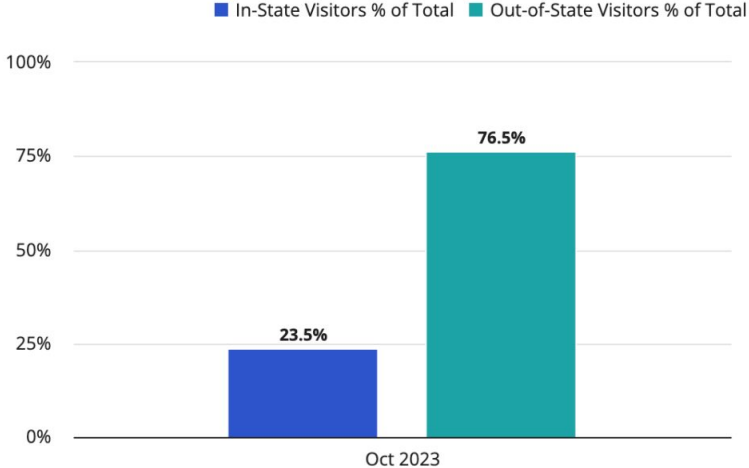
Where are visitors to your destination coming from?

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

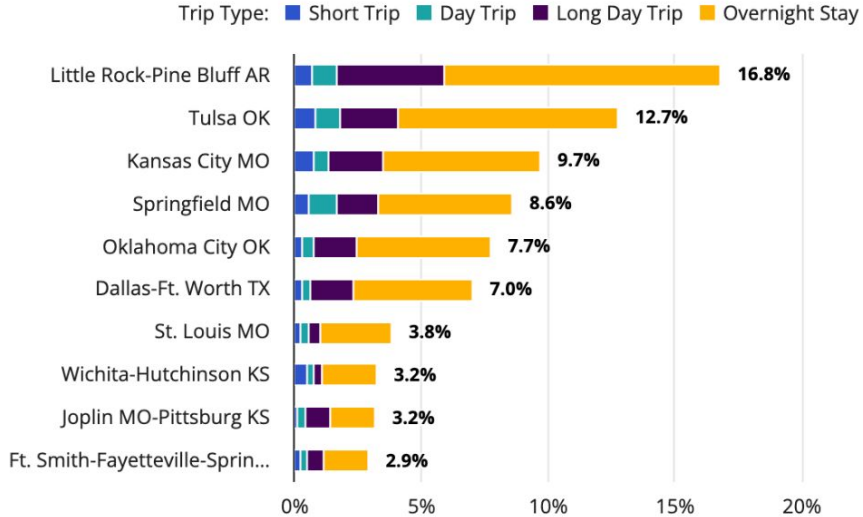


In State v Out of State Visitors

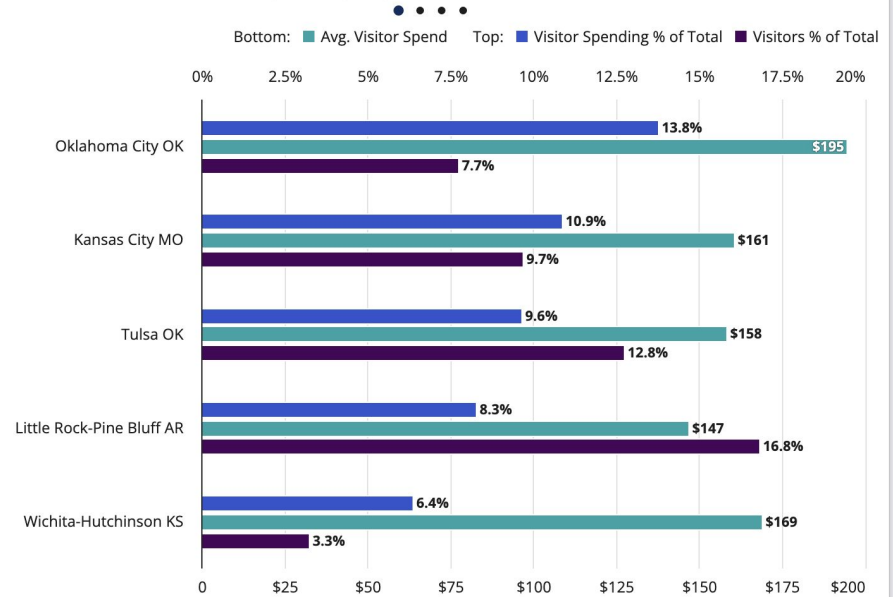


Visitor Insights | Zartico

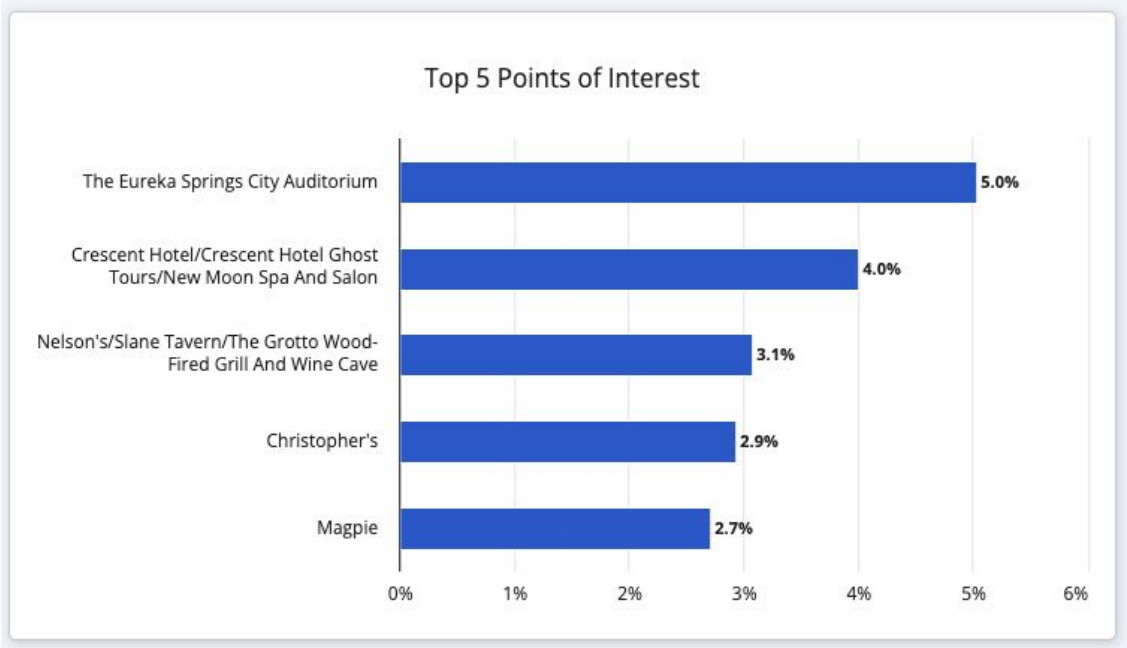
Top 10 Visitor DMAs by Trip Type



Visitor Spending Top 5 Market Areas vs Visitation



Visitor Insights | Zartico



Monthly Report





Advertising & Marketing | Summary

- Ongoing fulfillment of Fall/Holiday Campaign creative. The campaign launched on 9/18 and is set to run through December.
- Coordinated the second Influencer visit for BrittanyRoseBlog, who was in market 10/14 - 10/17.
- Continued planning for the 2023 Influencer campaign.
 - 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.



Public Relations | *Summary*

- Continued proactive outreach to publications, keeping seasonality and affordable travel at forefront of messaging.
- Pitched: Fall and winter travel, haunted month and 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: Fall and winter getaways, haunted hotels and resorts, and romantic travel.
- Distributed “Hidden Gem” roundup pitch.
- Distributed “Underrated Winter Travel” pitch.
- Followed up on “Global Sleep Under the Stars Night” pitch.
- Liaised with Forbes for haunted destination coverage.

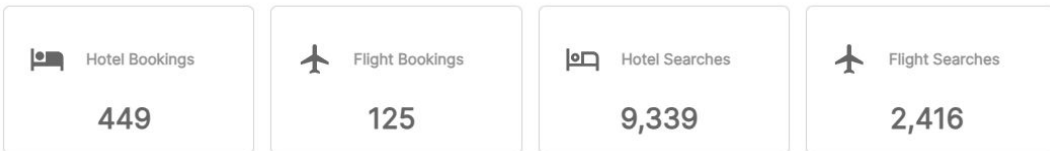
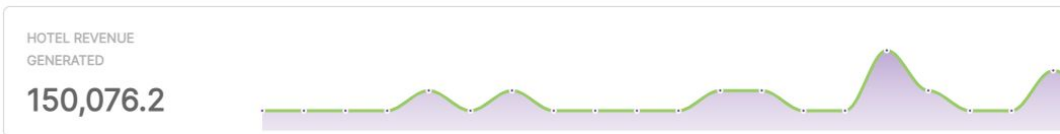
A first-person perspective shot from a colorful kayak on a river. The kayak is decorated with splashes of blue, green, and pink. The person in the kayak is wearing a brown baseball cap and a dark grey long-sleeved shirt. They are holding a red paddle. The river is surrounded by lush green trees and a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

Media Partner Analytics

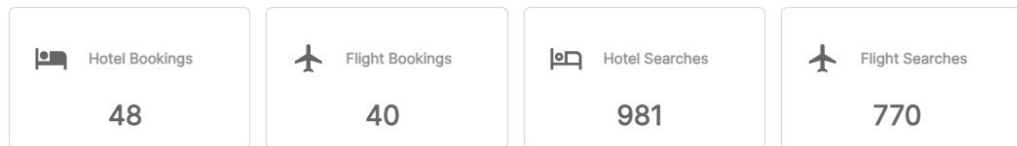
Adara Impact | *Economic Insights*

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, Summer and Fall Campaigns.

Observed Data - Cumulative YTD



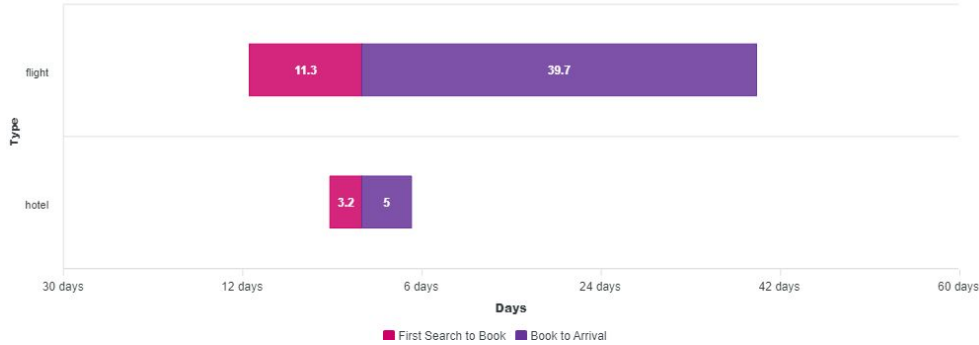
Enriched Data - Cumulative YTD



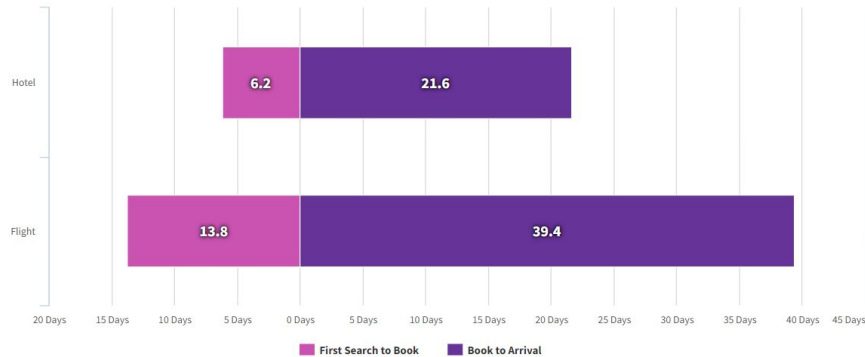
NOTE: Hotel Revenue can show both Observed (direct Adara partner data from those exposed to advertising) and **Enriched Data**, which uses IMPACT Plus methodology that takes Adara's travel partner data and calculates it to include STR Census and Occupancy data to give a more complete market visibility.

Adara Impact | Book/Search Window

Trip Planning Window



Trip Planning Window ?



Total Clicks

18,184

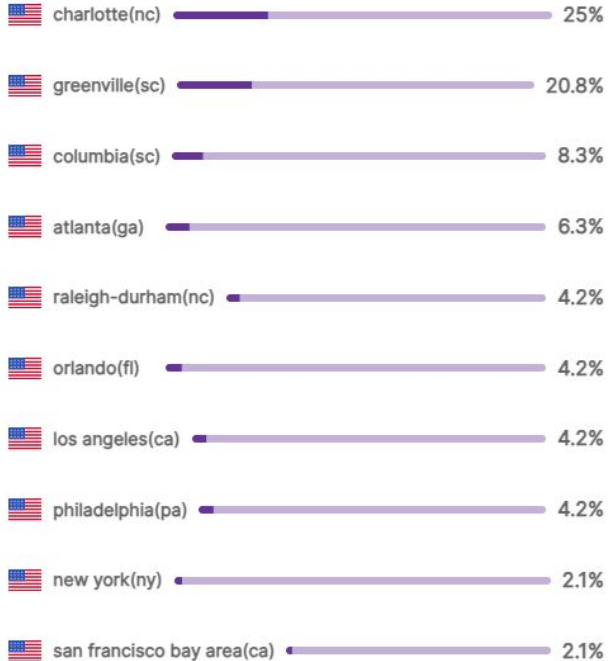
- Year-to-date, the book to arrival in destination window has shortened, with the average time travelers are booking prior to arrival is now just 5 days.
- The search to booking window for flights has remained consistent at approx 10-13 days.
- Time period of travelers booking a flight to arrival in destination has remained the same at 39 days.

Adara Impact | Top Markets

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

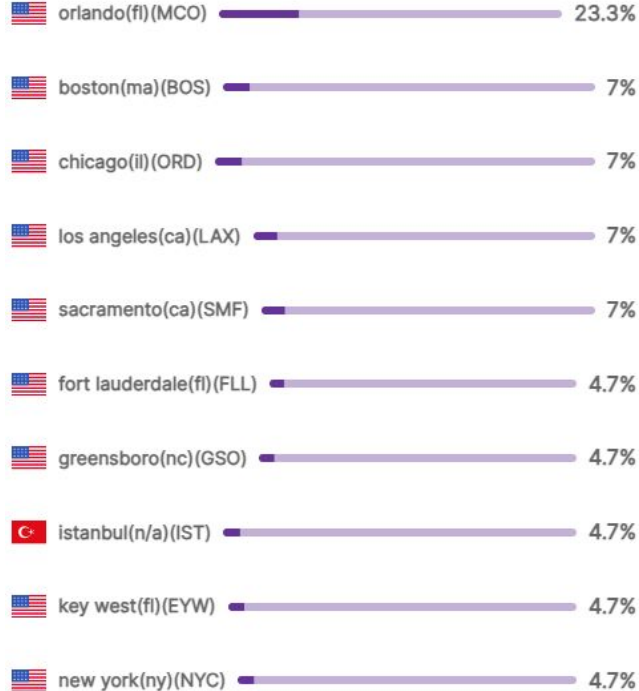
Top Origin Markets

HOTEL  FLIGHT 



Top Origin Markets

HOTEL  FLIGHT 



An aerial photograph of a wooden canoe with two people inside, navigating a pond densely populated with lily pads. The water is dark, and the lily pads are various shades of green. The text 'Paid Media Results' is overlaid in white, bold font across the center of the image.

Paid Media Results



Paid Media | Summary

The Fall campaign continued in October, with additional media launching throughout the month. Tactics include display banners, native ads, eblast and retargeting banners, and streaming TV.

October Performance Highlights:

- Total Impressions: 1,284,560
- Total Clicks: 1,817
- CTR: 0.14%
- Total Video Views: 187,985
- VCR: 93.33%

Top performing media partners for October:

- 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

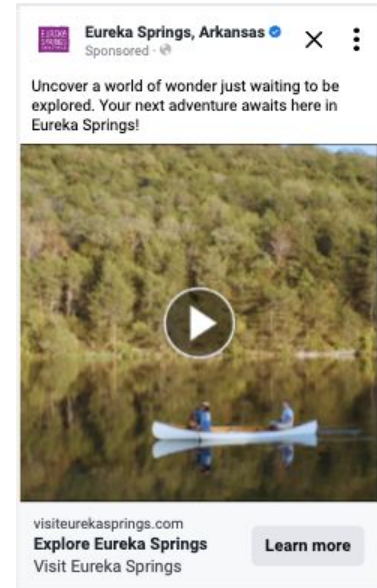
In October, the Fall/Holiday Campaign, along with the Motorcycle Events Campaign continued to run.

Even with a slighter budget this month, there was significant growth across post engagements, clicks and CTR, which is well above the industry benchmark. The media team will continue to optimize these campaigns. The Holiday creative was updated this month and will continue to run through December.

October Results:

- Impressions: 990,660
 - 6% decrease over September
- Post Engagement: 25,703
 - 56% increase over September
- Clicks: 26,571
 - 18% increase over September
- CTR: 2.68%
 - 25% increase over September
 - Industry benchmark = 0.9%

Top Performing Creative:



Awareness & Traffic
Impressions: 175,029
Clicks: 7,578

Paid Media | Google Paid Search

In the month of October the Fall/Holiday CY23 campaign continued to run.

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 23.68%, well over the industry benchmark of 4%.

October Results:

- Impressions: 44,573
- Total Clicks: 10,554
- Avg. CTR: 23.68%
 - *Industry benchmark = 4%*
- Avg. CPC: \$0.19
 - *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 ↑	Conv. rate	Ad group type	Cost	Impr.	Clicks	CTR	Avg. CPC
<input type="checkbox"/> ● Events	0.00%	Standard	\$604.64	13,054	3,483	26.68%	\$0.17
<input type="checkbox"/> ● Fall	0.00%	Standard	\$41.34	2,093	215	10.27%	\$0.19
<input type="checkbox"/> ● Food & Drink	0.00%	Standard	\$41.99	3,351	219	6.54%	\$0.19
<input type="checkbox"/> ● Holiday	0.00%	Standard	\$0.00	0	0	—	—
<input type="checkbox"/> ● Things to do	0.00%	Standard	\$1,150.68	18,586	5,861	31.53%	\$0.20
<input type="checkbox"/> ● Visit	0.00%	Standard	\$129.98	6,698	713	10.64%	\$0.18
<input type="checkbox"/> ● Where to stay	0.00%	Standard	\$13.36	791	63	7.96%	\$0.21

Top Performing Keywords:

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

Website





Website | *Summary*

- Overall site traffic increased in October by 16% MoM. There were also an increase in Average Session duration (+16.6%), Engagement Rate (+5.1%), and a decrease in Bounce Rate (-5.1%).
- Traffic source for the website saw fairly significant increases in Organic Search and Organic Social over September; while Paid Search traffic decreased and Display increased.
- The majority of users continue to be ages 35 - 54 years old.
- Texas remained the top state for website visitation, with Missouri rising to #2 and Arkansas, 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, Where to Stay content, and the Events landing page.

Website | Google Analytics

Views
144,080
↑ 16.0%

Sessions
60,057
↑ 16.6%

Active users
47,823
↑ 13.6%

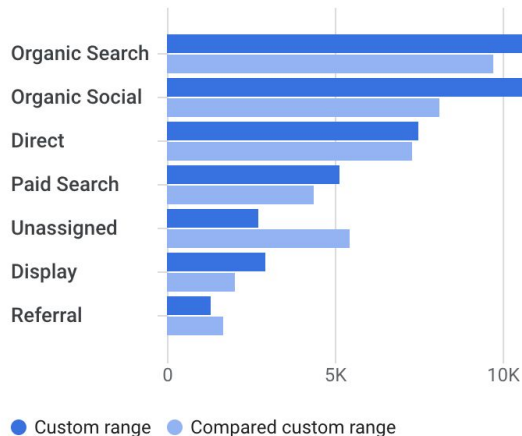
Bounce rate
47.4%
↓ -5.1%

Average session duration
02:56
↑ 11.9%

Engagement rate
52.6%
↑ 5.1%

Compared to Previous Period

New users by First user default channel group



[View user acquisition](#) →

New users by First user source / ...

FIRST USER SOURC...	NEW USERS
google / organic	13K ↑ 42.2%
(direct) / (none)	7.5K ↑ 2.6%
m.facebook.com / re...	8.2K ↑ 52.8%
google / cpc	5.1K ↑ 17.8%
l.facebook.com / ref...	2.7K ↑ 42.0%
undertone / native	1 ↓ 100.0%
MediaOne / native	2.7K ↑ 154.0%

[View user acquisition](#) →



Website | Google Analytics

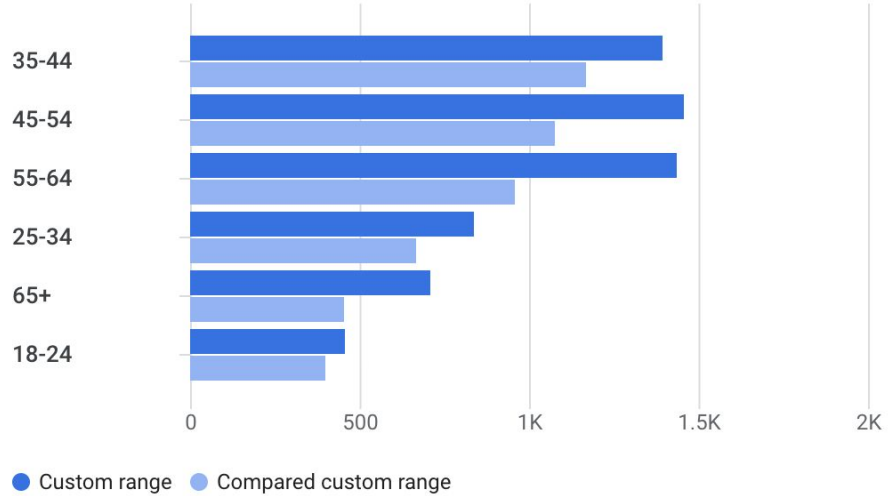
Users by City



CITY		USERS
Dallas	5.4K	↑14.6%
Oklahoma City	2.3K	↑0.8%
Chicago	2.3K	↑28.4%
St. Louis	1.9K	↑25.2%
Kansas City	1.4K	↓10.5%
Little Rock	1.1K	↑8.9%
Denver	682	↓8.1%

[View cities](#) →

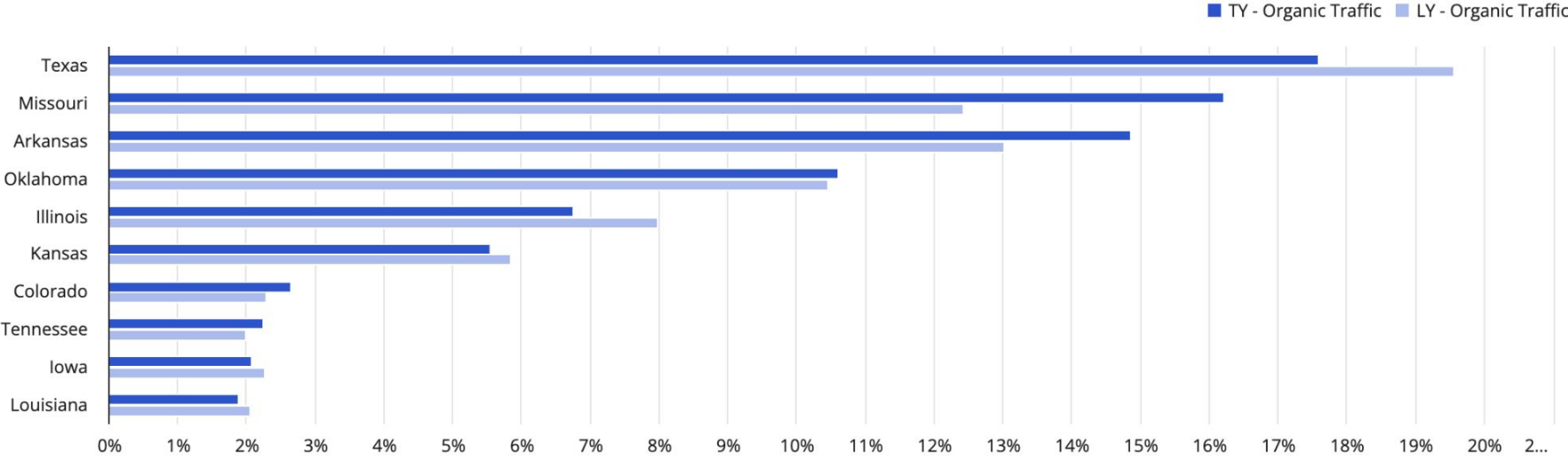
Users by Age



[View age ranges](#) →

Website | Zartcio

Organic Visits by State YOY



Web Content - High Engagement Rate

Page Url	Medium	Views (>... ▼)
https://visiteurekasprings.com/	organic	7.9 K
https://visiteurekasprings.com/	(none)	5.7 K
https://visiteurekasprings.com/category/things-to-do/	cpc	3.9 K
https://visiteurekasprings.com/events/	organic	3.4 K
https://visiteurekasprings.com/category/things-to-do/attractions/	organic	3.4 K
https://visiteurekasprings.com/category/things-to-do/attractions/	cpc	3.2 K
https://visiteurekasprings.com/	referral	3.2 K
https://visiteurekasprings.com/category/things-to-do/	organic	3.0 K
https://visiteurekasprings.com/events/	cpc	2.1 K
https://visiteurekasprings.com/category/things-to-do/outdoor-activities/	organic	1.4 K
https://visiteurekasprings.com/category/food-drink/	organic	1.3 K

Web Content - High Engagement Rate

Page Url	Medium	Views (>250)	Avg. Engagement Time Per Session	Engagement Rate (>5... ▾)
https://visiteurekasprings.com/category/things-to-do/	cpc	3.9 K	00:29	86.6%
https://visiteurekasprings.com/category/things-to-do/	organic	3.0 K	00:37	85.6%
https://visiteurekasprings.com/category/where-to-stay/	organic	446	03:29	83.0%
https://visiteurekasprings.com/	organic	7.9 K	00:26	81.5%
https://visiteurekasprings.com/	cpc	601	00:42	78.7%
https://visiteurekasprings.com/events/category/the-aud/?fbclid=IwAR0m9etK1...	organic	478	01:01	77.0%
https://visiteurekasprings.com/	referral	3.2 K	00:18	73.0%
https://visiteurekasprings.com/category/things-to-do/attractions/	cpc	3.2 K	04:12	72.9%
https://visiteurekasprings.com/four-scenic-drives-near-eureka-springs-thatll-ta...	organic	393	02:02	71.9%
https://visiteurekasprings.com/category/things-to-do/attractions/	organic	3.4 K	07:51	69.8%
https://visiteurekasprings.com/category/things-to-do/	(none)	673	00:36	68.0%

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. They are all raising their hands in the air, some making peace signs. In the background, a band is performing on a stage. A man in a light blue shirt is playing a trumpet, and another man in a white shirt is playing a guitar. An American flag is hanging on the wall behind the stage. The scene is lit with warm, ambient lighting.

Next Steps

Looking Ahead

- **Planning:**
 - Continue creative development for the Fall/Holiday Campaign.
- **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