



Eureka Springs

Monthly Report | September 2023



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[September 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 only slightly for September with Kansas City, MO #1, Tulsa, OK #2 (same as August), and Little Rock, AR moving up to #3. Springfield shifted down to #4 and Dallas, TX moved into the top 5.
- The overall share of overnight visitors increased from 58.5% in August to 68.7% in September; whereas day trip visitation decreased from 41.4% to 31.5% showing a fairly significant shift to more overnight trips.
- Of observed visitor data, 66.9% of visitors stayed overnight in September, an increase of 8% from August which showed 58.5% of visitors stayed overnight.
- Top 5 Market Areas based on total visitor spending (% of total) for September are Kansas City, MO; Oklahoma City, OK, Wichita, KS; Tulsa, OK and Little Rock, AR. Of those, Wichita, KS and Oklahoma, OK show the highest average visitor spend.
- Top POIs have remained relatively the same MoM, with the Crescent Hotel remaining #1 and Eureka Springs City Auditorium at #2. Eureka Charcuterie rose to #3, with the Best Western Inn of the Ozarks and Nelson's/Slane Tavern/The Grotto Wood Fired Grill and Wine Cave rounding out the top 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.



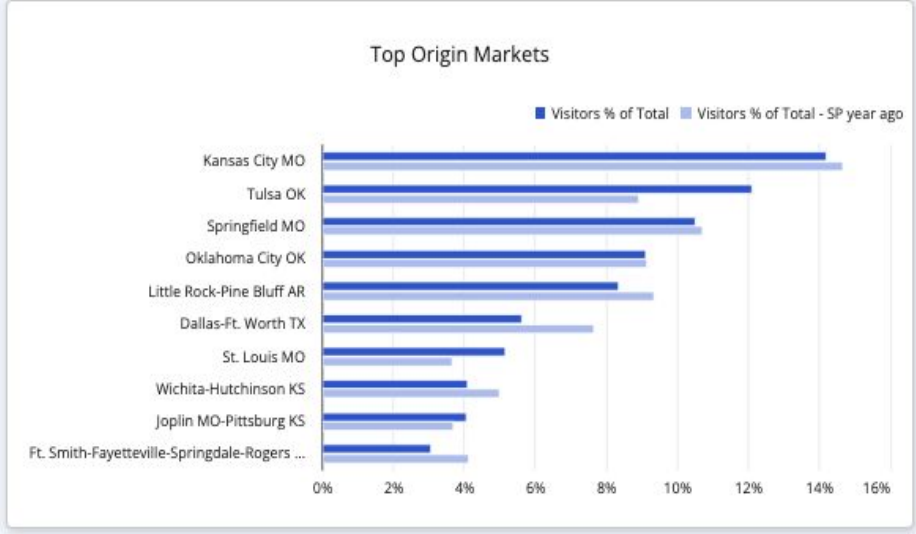
ZARTICO

September 2023

Visitor Insights | Zartico



September 2023



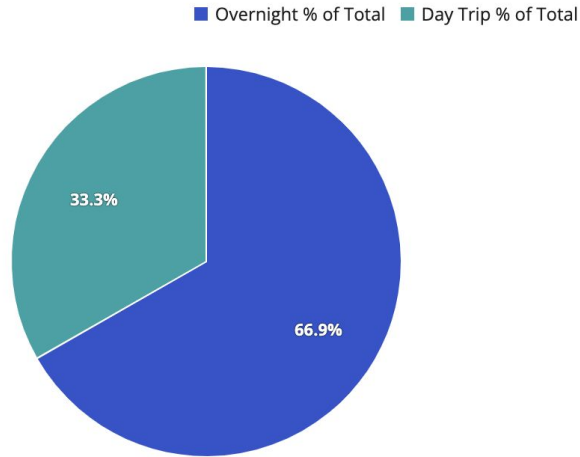
August 2023

Visitor Insights | Zartico

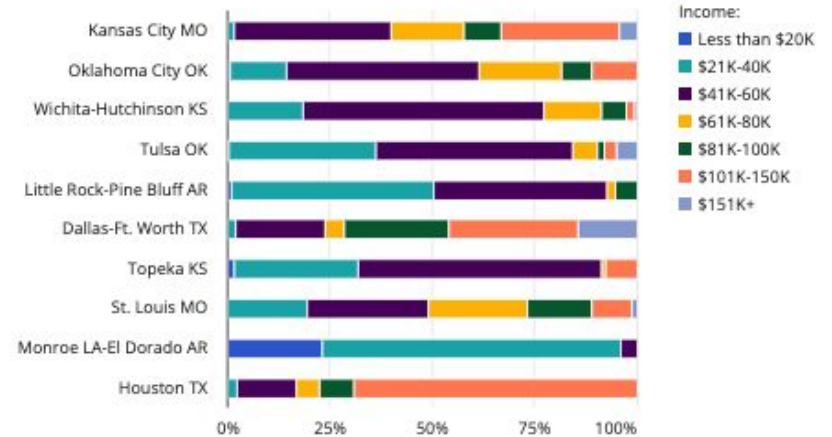
Where are visitors to your destination coming from?

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

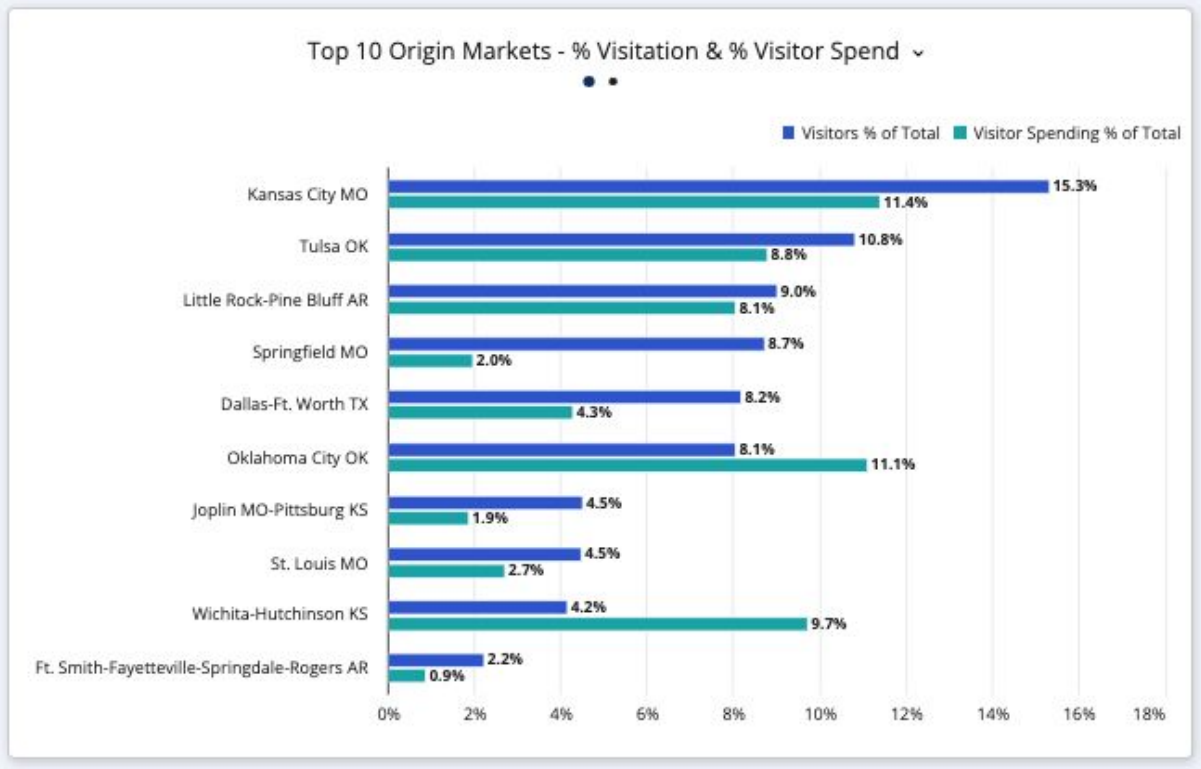


Top 10 Spending DMAs by HHI

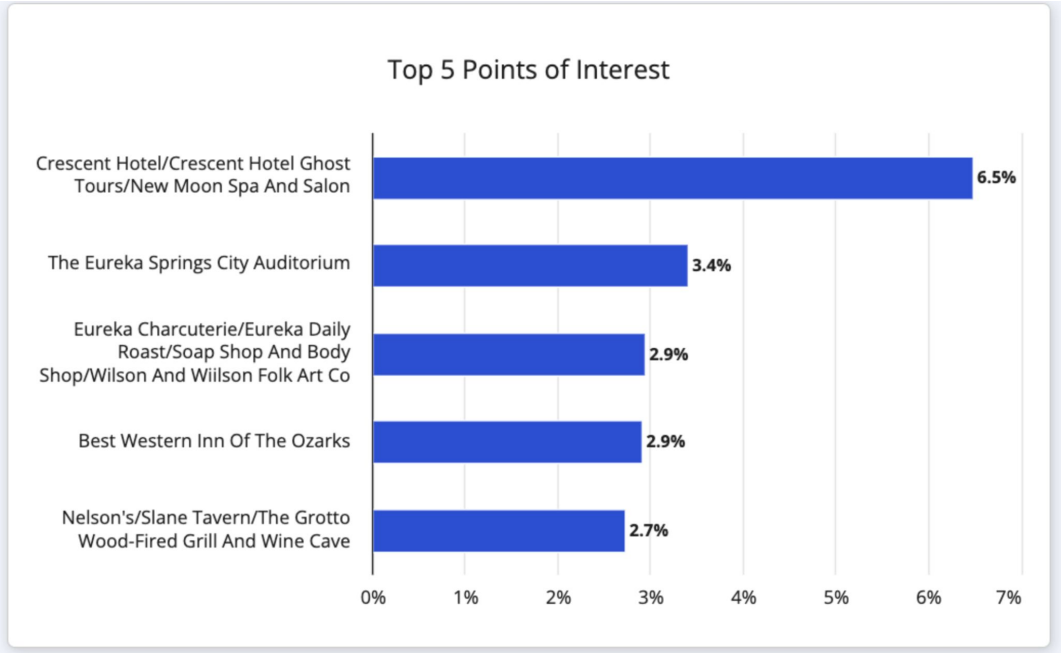


**Note: Agency is fact checking previous month's DMA specific visitation habits regarding overnight stays and day trips.*

Visitor Insights | Zartico



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.
- The summer media campaign ended on 9/10, a wrap up report will be provided once all data has been collected.
- Coordinated the first influencer visit, DallasPartyof2, who were in market 9/1 - 9/4.
- 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.
- 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 - provided images for upcoming coverage.

Public Relations | Metrics

AFAR

TRAVEL INSPIRATION > WHERE TO TRAVEL NEXT > WHERE TO GO IN FALL

By Ashlea Halpern
• September 22, 2023

The Most Charming U.S. Small Towns to Visit This Fall

From Alaska to Vermont, these lesser-known destinations are the perfect places to explore in autumn.



The whole of downtown Eureka Springs is listed on the National Register of Historic Places. Photo by rjones/Shutterstock

Eureka Springs, Arkansas

This 2,091-resident town has been on the radar of conservative Christians for half a century. Its two biggest attractions—a 67-foot-tall *Christ of the Ozarks* statue, modeled after Rio de Janeiro's *Christ the Redeemer*, and

September 2023 Publicity

- Estimated Impressions: 29,808,834,106
- Estimated Media Value: \$2,257,317.15

January 2023 - September 2023 Publicity

- Estimated Impressions: 36.36B
- Estimated Media Value: \$342.14M

Metrics Source: Muck Rack

Additional Media Highlights

Aol.

The Most Haunted Hotels to Book This October If You're Really, Really Brave

y!life

9 Haunted Hotels in the US

NEWSBREAK

Nature's Gem: Thorncrown Chapel in Eureka Springs

ONLY IN YOUR STATE

The 7 Best Fall Festivals In Arkansas For 2023 Will Put You In The Autumnal Spirit

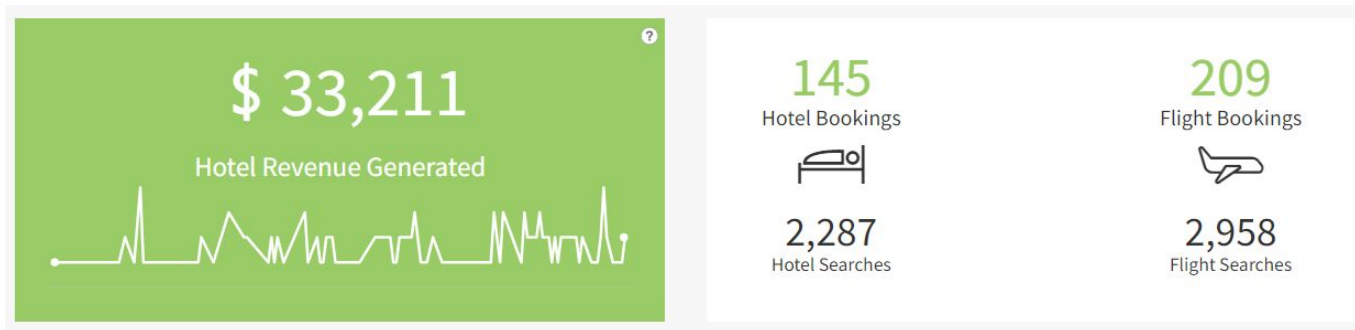
A first-person perspective shot from a colorful kayak on a river. The kayak is decorated with splashes of blue, green, and pink. The person in the kayak is wearing a brown baseball cap and a dark grey long-sleeved shirt. They are holding a red paddle. The river is surrounded by lush green trees and a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

Media Partner Analytics

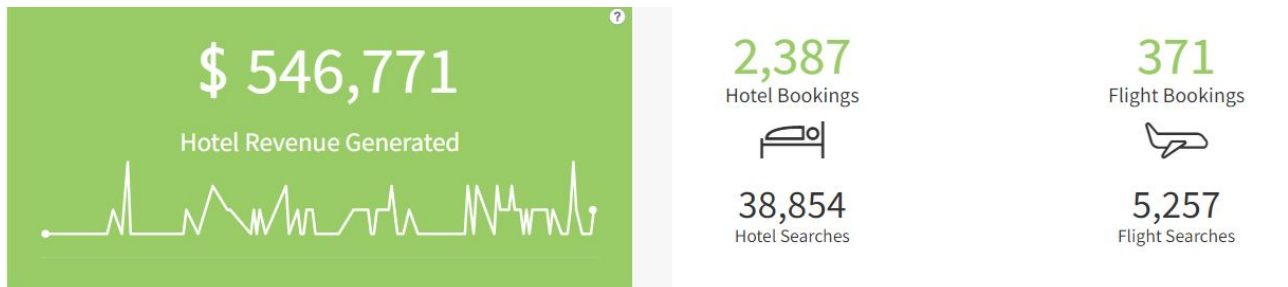
Adara Impact | *Economic Insights*

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



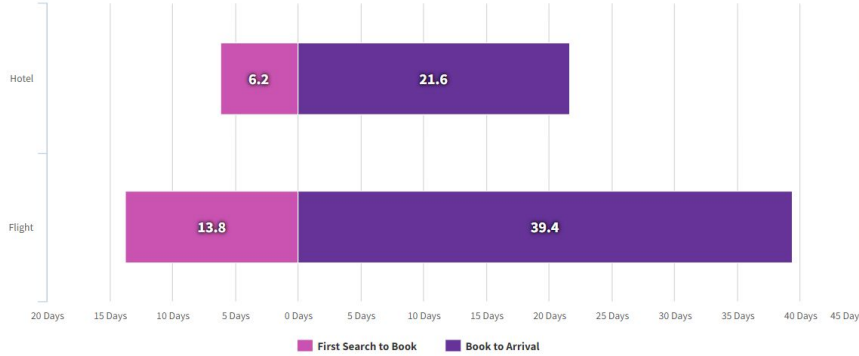
NOTE: Hotel Revenue can show both Observed (direct Adara partner data from those exposed to advertising) and **Enriched Data**, which uses IMPACT Plus methodology that takes Adara's travel partner data and calculates it to include STR Census and Occupancy data to give a more complete market visibility.

Adara Impact | *Book/Search Window*

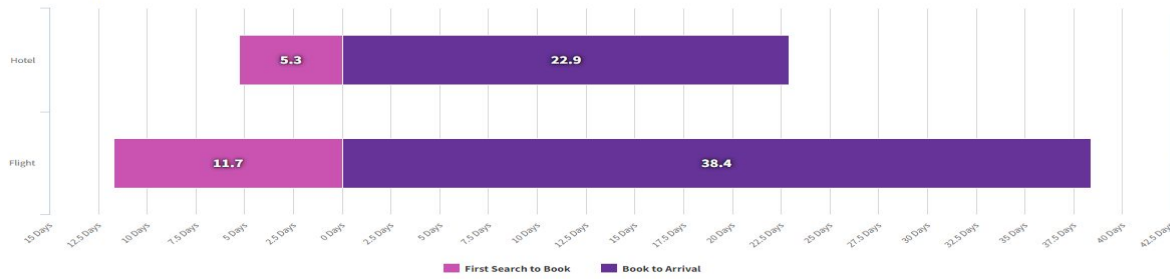
8,780

Total Clicks

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 10-13 days.
- Time period of travelers booking a flight to arrival in destination has shortened, now at 39 days.

Adara Impact | Top Markets

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

	
Market	Percentage of Travelers
Little Rock	13.9
Tulsa	13.4
Kansas City	11.0
Ft Smith	10.5
Springfield	9.1
Oklahoma City	8.6
St Louis	4.3
Dallas-Ft Worth	4.3
Joplin	2.9
Washington	2.4

	
Market	Percentage of Travelers
Chicago	17.4
Denver	10.4
Houston	5.7
Las Vegas	3.5
Minneapolis	3.2
Orlando	1.9
Amsterdam	1.9
Medford	1.9
Boston	1.6
Dallas-Fort Worth	1.6

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 right. 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 Summer Campaign began mid-May and ended on 9/10. Vendors included Paid Search (Google), Facebook/Instagram, Expedia, Adara, DigDev, MobileFuse, and Spotify. A wrap up report will be provided once all data has been collected.

The Fall campaign kicked off 9/18, with additional media launching through October. Tactics include display banners, native ads, digital audio, eblast and retargeting banners, and streaming TV.

September Performance Highlights:

- Total Impressions: 1,600,960
- Total Clicks: 8,681
- CTR: 0.54%
- Total Video Views: 61,053
- VCR: 93.77%

Top performing media partners for September:

- Undertone: rich media ads with a 2.45% CTR

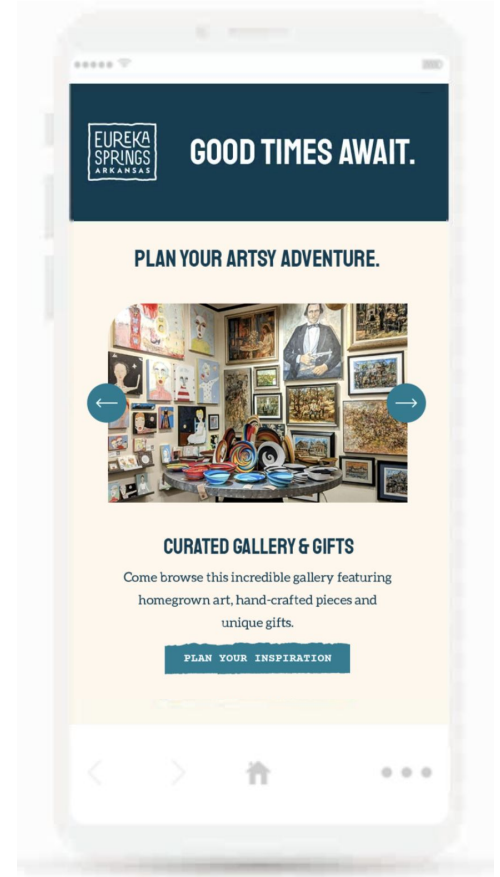
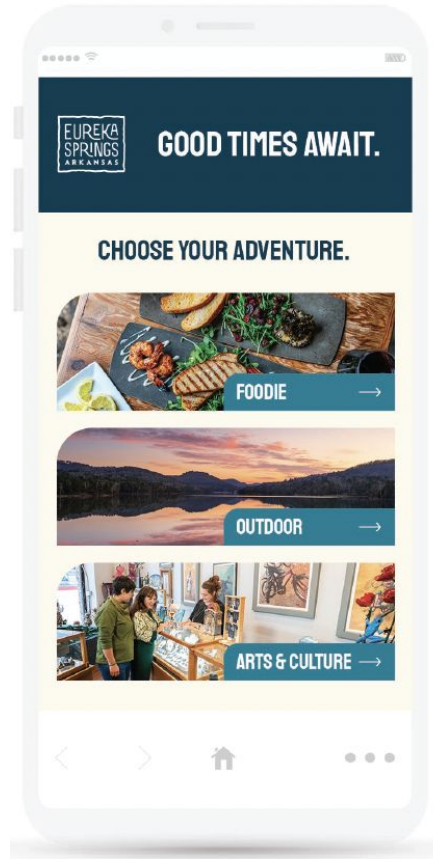
Industry benchmarks: CTR for display banners - 0.08-0.10%, Native - 0.25%, Video VCR 70%

Paid Media | *Undertone*

The Undertone campaign ended on 9/10 and included 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.

September Performance Highlights:

- Total Impressions: 254,847
- Total Clicks: 6,219
- CTR: 2.45%
- Engagement Rate: 11.73%



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 September (campaign ended September 10):



POS Summary

Display POS Name	Attr. Ad Spend \$	Impressions	Clicks	CTR	View thru \$	Click thru \$	Gross Bkg \$	VR Nights	ROAS
Expedia US	\$404	10,638	13	0.12%	\$7,895	\$0	\$8K	0	19.5
Hotels.com US	\$1,179	33,532	39	0.12%	\$19,626	\$13	\$20K	0	16.7
VRBO United States	\$389	12,641	11	0.09%	\$344	\$0	\$0K	0	0.9
Grand Total	\$1,973	56,811	63	0.11%	\$27,864	\$13	\$28K	0	14.1

- Media CTR at 0.11% CTR (*above benchmark of 0.08%*)
- 123 room nights were booked
- \$27.9K in gross bookings were generated
- Advertising for September delivered a 14.1 ROAS (Return On Ad Spend)

Paid Social | Facebook/Instagram

In September, the Summer campaign ended on 9/10 and two additional campaigns were launched. The Fall/Holiday Campaign, along with the Motorcycle Events Campaign went live mid-September.

With the addition of these two campaigns, there was significant growth across post engagements, clicks and a 62% increase for CTR this month. The media team will continue to optimize these campaigns. Ads will be updated in the coming months with Holiday creative.

September Results:

- Impressions: 1,053,692
 - 8% decrease over August
- Post Engagement: 16,444
 - 76% increase over August
- Clicks: 22,607
 - 49% increase over August
- CTR: 2.15%
 - 62% increase over August
 - Industry benchmark = 0.9%

Top Performing Creative:



The image shows a Facebook sponsored post from Eureka Springs, Arkansas. The post includes a header with the location name and a 'Sponsored' label. The main text reads: 'Park your bike and explore Eureka Springs: where thrilling rides meet unique adventures. Plan your ride!'. Below the text is a photograph of several motorcycles parked in a lot in front of a building. At the bottom of the post, there is a link to 'visiteurekasprings.com', the text 'Ride, Explore, Repeat Visit Eureka Springs', and a 'Learn more' button.

Awareness & Traffic
Impressions: 245,316
Clicks: 5,214

Paid Media | Google Paid Search

In the month of September the Summer Campaign ended on 9/10 and the Fall/Holiday CY23 campaign launched on 9/18.

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 has so far had a strong click-through rate of 24.28%, well over the industry benchmark of 4%.

September Results:

- Impressions: 34,812
- Total Clicks: 6,958
- Avg. CTR: 19.99%
 - *Industry benchmark = 4%*
- Avg. CPC: \$0.28
 - *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	Ad group type	Cost	Impr.	↓ Clicks	CTR	Avg. CPC
<input type="checkbox"/> ● Things to do	Standard	\$534.67	5,837	1,984	33.99%	\$0.27
<input type="checkbox"/> ● Events	Standard	\$192.60	3,798	859	22.62%	\$0.22
<input type="checkbox"/> ● Visit	Standard	\$67.43	1,852	221	11.93%	\$0.31
<input type="checkbox"/> ● Food & Drink	Standard	\$26.00	977	77	7.88%	\$0.34
<input type="checkbox"/> ● Fall	Standard	\$17.26	507	63	12.43%	\$0.27
<input type="checkbox"/> ● Where to stay	Standard	\$20.04	380	38	10.00%	\$0.53

Top Performing Keywords:

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

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 scene is set outdoors with trees and a blue sky in the background. The building features arched windows with stained glass and a stone wall with several white statues. The word 'Website' is centered in the image in a large, white, sans-serif font.

Website



Website | Summary

- Overall site traffic decreased in September, likely attributable to the Summer paid media campaign ending 9/10. However, we saw notable increases in Average Session duration (+7.5%), Engagement Rate (+11.5%), and a decrease in Bounce Rate (-9.3%), which is in line with a shift from paid to organic traffic.
- Traffic source for the website saw fairly significant increases in Organic Search and Organic Social over August; while Paid Search traffic decreased due to the Summer campaign ending and Fall campaign launching mid-month (9/18).
- The majority of users continue to be ages 35 - 54 years old.
- Texas remained the top state for website visitation, with Arkansas and Missouri rising up to #2 and #3. Oklahoma and Illinois rounded out the Top 5.
- Top trafficked pages include the homepage and pillar landing pages Things to Do, Plan Your Trip with key standouts being the Autumn Adventures - Eureka Springs and Top 10 Fall Events in Eureka Springs pages. For events, the 2023 Witches Escape took the top spot indicating a thematic shift towards autumnal content.
- Of the Top 20 trafficked pages, those with the highest engagement rates included Things to Do content (especially Outdoor activities), the Events landing page, Where to Stay content (Cabins), and the Food & Drink landing page.

Website | Google Analytics

Views
120,012
↓ -9.2%

Sessions
49,953
↓ -11.3%

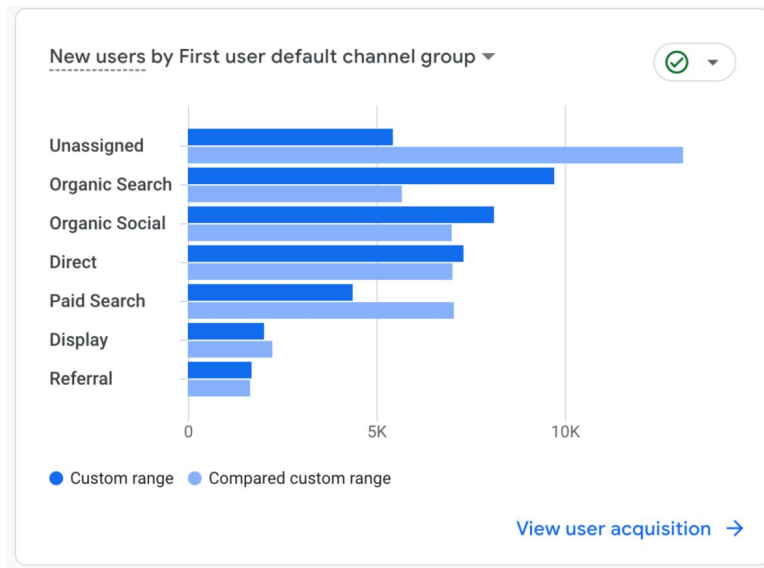
Active users
40,629
↓ -14.8%

Bounce rate
50.0%
↓ -9.3%

Average session duration
02:37
↑ 7.5%

Engagement rate
50.0%
↑ 11.5%

Compared to Previous Period



New users by First user source / medium

FIRST USER SOURCE / ME...	NEW USERS
undertone / native	4.3K ↓ 66.7%
(direct) / (none)	7.3K ↑ 4.3%
google / organic	9K ↑ 88.2%
google / cpc	4.4K ↓ 38.2%
m.facebook.com / referral	5.3K ↓ 7.3%
digdev / email	718 ↓ 71.6%
l.facebook.com / referral	1.9K ↑ 170.9%

[View user acquisition](#) →

Website | Google Analytics

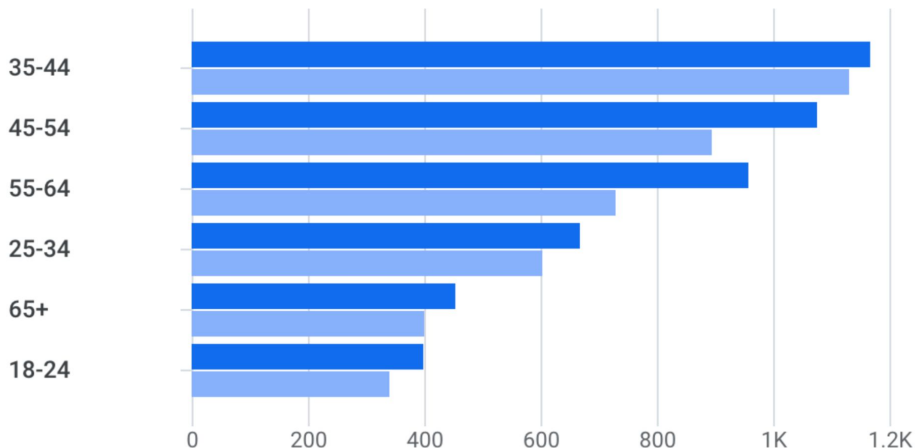
Users ▾ by City



<u>CITY</u>		<u>USERS</u>
Dallas	4.7K	↓ 24.3%
Oklahoma City	2.3K	↓ 7.1%
Kansas City	1.6K	↓ 22.2%
Chicago	1.8K	↑ 6.9%
St. Louis	1.5K	↓ 9.9%
Little Rock	992	↑ 6.9%
Denver	742	↑ 5.5%

[View cities](#) →

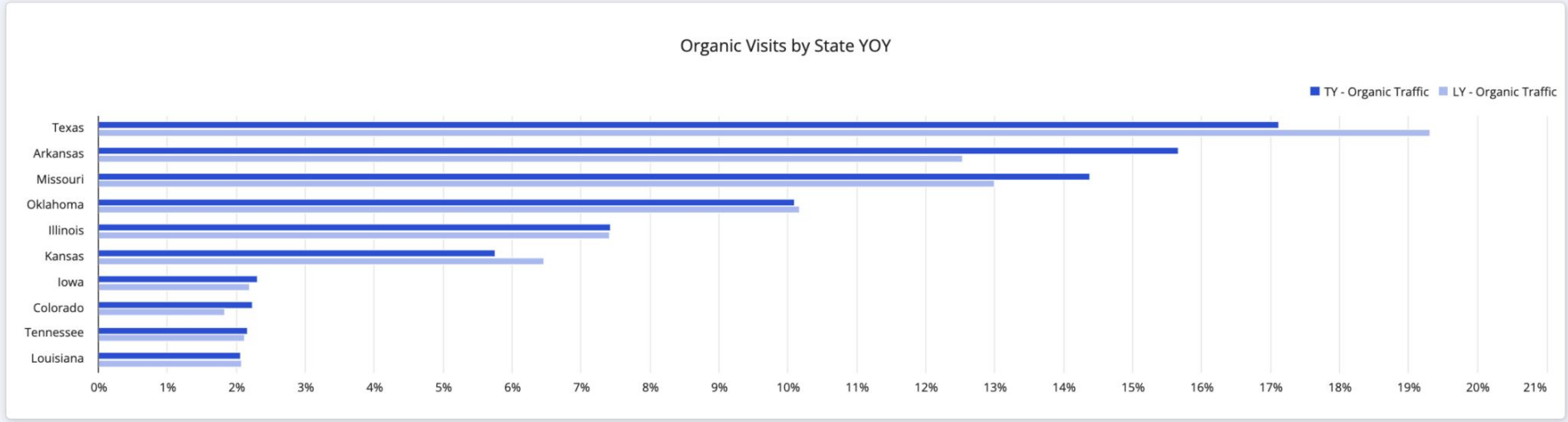
Users ▾ by Age



● Custom range ● Compared custom range

[View age ranges](#) →

Website | Zartcio



Website | Zartico

High Traffic Pages

Page Url	Views (>250) ▼
https://visiteurekasprings.com/	25.0 K
https://visiteurekasprings.com/category/things-to-do/attractions/	6.4 K
https://visiteurekasprings.com/events/	6.2 K
https://visiteurekasprings.com/category/things-to-do/	5.1 K
http://www.visiteurekasprings.com/plan-your-trip/autumn-adventures/	2.7 K
https://visiteurekasprings.com/plan-your-trip/motorcycling/	2.7 K
https://visiteurekasprings.com/category/things-to-do/outdoor-activities/	2.5 K
https://visiteurekasprings.com/category/food-drink/	2.4 K
https://visiteurekasprings.com/events/category/the-aud/?fbclid=IwAR0m9etK1oa7y6nR0Zu0Z8llxpnVPn8yCSfBmu-WobWDfv_QZ...	2.3 K
https://visiteurekasprings.com/eureka-bike-fest/	1.6 K
https://visiteurekasprings.com/plan-your-trip/	1.5 K

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