

Presented to

VISIT

EUREKA SPRINGS

FEBRUARY CAMPAIGN PERFORMANCE



AGENDA ITEMS

- Campaign Reporting
- Media Recommendations
- Immersion Trip

EUREKA SPRINGS ACTION ITEMS:

- Domain Access for Previous Site
- QBR Scheduling

MADDEN ACTION ITEMS:

- Voyage / Key Data (Short Term Rental) Launch
- Planning for Photo & Video Shoot

UNEXT MEETING & THINGS TO KNOW:

- ✓ Voyage Training: Mar 26, 2 PM
- ✓ CAPC Mtg: Mar 27
- ✓ Immersion Trip: Mar 27 - Mar 29



Media Performance



Media Performance

SEM	SEM "Near Me"
14,349 clicks	3,315 clicks
55,959 Impressions	16,810 Impressions
25.64% CTR	19.72% CTR
\$0.28 CPC	\$0.42 CPC
<i>Clicks</i>	<i>Clicks</i>

FY24 Performance

Branded Impressions

72,769

Branded Clicks

17,664

TACTICS COMING SOON

- Ink: In-Flight Wifi - Launching April 1
- Epsilon - Launching May 1
- MobileFuse - Launching May 1



Site Performance Insights

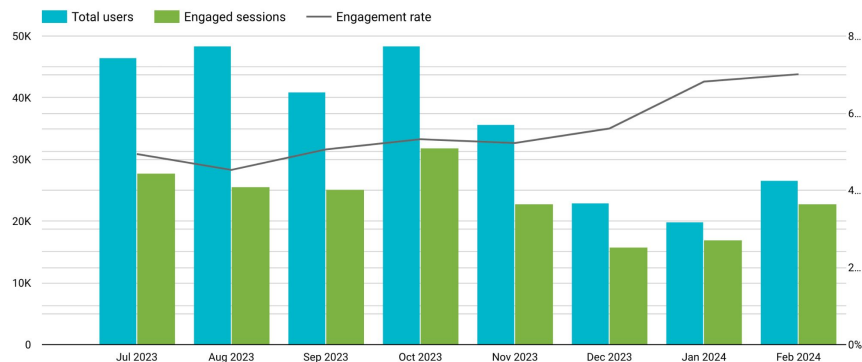


Site Traffic - February 2024

CHANNEL	USERS	Y/Y
Organic Search	11,156	-52%
Paid Search	7,370	+246k%
Direct	5,228	-7%
Referral	2,234	+87%
Organic Social	723	-67%
Unassigned	114	-2%
Display	49	-30%
Paid Social	7	-50%

INSIGHTS

- Overall, we are seeing reduced site traffic in February 2024 compared to February 2023, except in Paid Search and Referral Traffic.
- SEO (Organic Search) continues to be the leading source of traffic.



Top Pages Site - February 2024

Landing page	↓ Sessions	Users	New users	Average engagement time per session
	32,585 100% of total	26,422 100% of total	25,728 100% of total	1m 29s Avg 0%
1 /	12,624	11,834	11,464	1m 27s
2 /category/things-to-do	5,245	4,938	4,752	2m 18s
3 /events	2,752	2,448	2,226	1m 28s
4 (not set)	1,171	857	0	4s
5 /top-9-things-that-make-eureka-springs-curious-indeed	1,132	967	909	1m 56s
6 /events/category/the-aud	957	765	695	1m 13s
7 /category/things-to-do/attractions	793	615	441	1m 58s
8 /category/food-drink	577	485	387	1m 34s
9 /7-great-hangouts-in-the-gayest-small-town-in-america	519	460	440	1m 01s
10 /36-hours-in-eureka-springs-how-to-make-the-most-of-them	465	374	329	1m 58s

INSIGHTS

- Things-To-Do:
 - +59% M/M
 - 0% Y/Y
- Events:
 - +82% M/M
 - +988% Y/Y
- Top 9 Things:
 - +67% M/M
 - +432% Y/Y
- Home
 - -19% Y/Y
 - +31% M/M
- Food & Drink:
 - +8% M/M
 - +19K% Y/Y

Top Paid Media Traffic Pages - February 2024

Page path and screen class ▼ +	↓ <u>Views</u>	<u>Users</u>	<u>Views per user</u>
	34,126 100% of total	7,377 100% of total	4.63 Avg 0%
/category/things-to-do/	5,166	2,955	1.75
/category/things-to-do/attractions/	4,344	2,103	2.07
/	3,872	2,357	1.64
/events/	3,121	2,341	1.33
/category/things-to-do/outdoor-activities/	1,518	1,007	1.51
/category/food-drink/	1,058	538	1.97
/category/things-to-do/shops-galleries/	792	516	1.53
/category/things-to-do/nightlife/	700	514	1.36
/category/where-to-stay/hotels-motels/	455	253	1.80
/category/things-to-do/spas-massage/	443	291	1.52

INSIGHTS

- Things-To-Do continues to be the leader of volume from paid traffic.
- The Attractions page continues to have a strong Views per User
 - A good amount of repeat site visitation leads us to conclude these visitors will turn into true visitors.
- We can see the Paid User is diving deeper into the category subpages, which suggests they are interested in diving into the different things Eureka Springs has to offer outside of the initial landing page.

Top Organic Search Traffic Pages - February 2024

Page path and screen class ▾	+	↓ Views	Users	Views per user
		44,030 100% of total	11,156 100% of total	3.95 Avg 0%
/		6,172	4,014	1.54
/category/things-to-do/		4,369	2,690	1.62
/category/things-to-do/attractions/		3,006	1,624	1.85
/events/		2,227	1,594	1.40
/top-9-things-that-make-eureka-springs-curious-indeed/		1,784	1,106	1.61
/category/things-to-do/outdoor-activities/		1,502	1,031	1.46
/category/food-drink/		1,385	752	1.84
/category/things-to-do/shops-galleries/		1,072	690	1.55
/events/category/the-aud/		1,013	568	1.78
/category/where-to-stay/hotels-motels/		804	434	1.85

INSIGHTS

- **Homepage**
 - +24% M/M ; -40% Y/Y
- **Things To Do**
 - +53% M/M ; +218K Y/Y
- **Attractions**
 - +45% M/M ; +13K Y/Y
- **Events**
 - +21% M/M ; +405% Y/Y
- **Top-9-Things...**
 - +70% M/M ; +1.2K% Y/Y
- **Outdoor-activities**
 - +59% M/M ; +1.9K Y/Y

Top 10 Cities: Paid/Organic Split - February 2024

PAID TRAFFIC

City ▼ +	↓ <u>Users</u>	<u>New users</u>	<u>Engaged sessions</u>
	7,377 100% of total	7,034 100% of total	7,116 100% of total
Dallas	937	820	838
(not set)	704	573	637
Chicago	550	480	511
Kansas City	363	334	351
Oklahoma City	264	229	243
St. Louis	165	150	148
Little Rock	124	114	116
Springfield	116	104	112
Denver	80	69	73
Fayetteville	80	69	67

ORGANIC TRAFFIC

City ▼ +	↓ <u>Users</u>	<u>New users</u>	<u>Engaged sessions</u>
	11,156 100% of total	10,671 100% of total	10,501 100% of total
Dallas	1,027	914	880
(not set)	940	816	839
Chicago	578	515	519
Kansas City	472	419	443
Oklahoma City	357	313	302
St. Louis	197	170	178
Little Rock	190	174	172
Fayetteville	166	151	150
New York	156	125	135
Eureka Springs	132	93	155



Creative Tactical Appendix



GOOGLE SEM

Campaign Report - February 1, 2024 - February 29, 2024

Full FY24 Performance
as of 03/08/2024

Primary KPI - Clicks 14,349
Impressions 55,959
CTR 25.64%
Avg CPC \$0.28

CLICKS 7,429
IMPRESSIONS 27,898
CTR 26.63% BENCHMARK: 4.68%
AVG CPC \$0.24

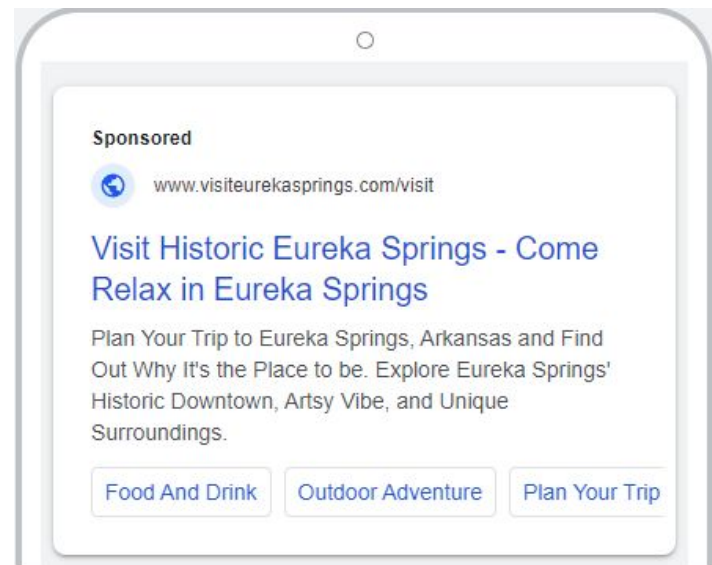
TOP PERFORMERS

Ad Groups: Things to Do, Visit Eureka Springs

Keywords: things to do in Eureka Springs, eureka springs event calendar, eureka springs, best restaurants in eureka springs, restaurants near me, hiking trails near me

Audience: Females 45-54

Geos: Kansas City MO, Springfield, Little Rock-Pine Bluff, & Tulsa DMAs



GOOGLE SEM - "Near Me"

Campaign Report - February 1, 2024 - February 29, 2024

Full FY24 Performance
as of 03/08/2024

Primary KPI - Clicks 3,315
Impressions 16,810
CTR 19.72%
Avg CPC \$0.42

CLICKS 1,696

IMPRESSIONS 7,679

CTR 22.09% BENCHMARK: 4.68%

AVG CPC \$0.37

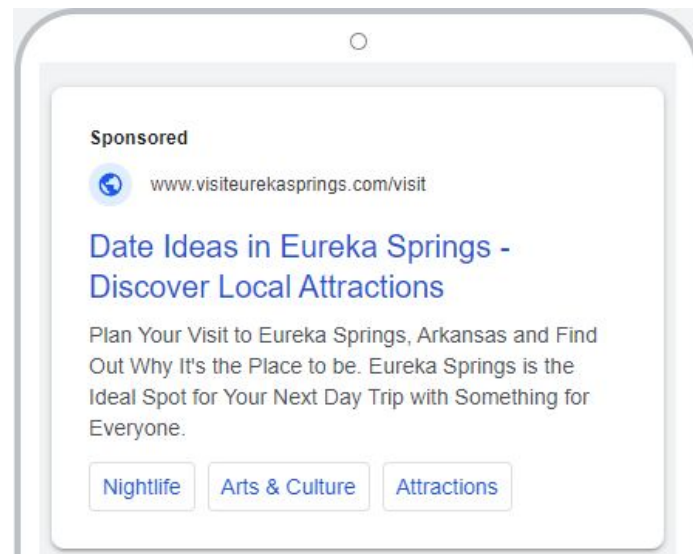
TOP PERFORMERS

Ad Groups: Visit Eureka Springs, Events

Keywords: things to do in Eureka Springs, eureka springs, eureka springs event calendar, restaurants near me, best massages near me, best restaurants in eureka springs

Audience: Females 45-54

Geos: Eureka Springs, Fayetteville, Springfield





Print Recommendation



Leisure Marketing - Niche - Outside Magazine

PRINT

WHAT IS IT

- Two full page insertions in regional edition of Outside Magazine

WHY IT WORKS

- Targets engaged, outdoor enthusiasts in in the central region of the US including AL, MS, TN, KY, MN, MO, LA, IA, AR, ND, SD, KS, NE, IN, MI, TX, OH, WI, OK, IL
- Reaches the millennial audience with a media age of 41, skews slightly higher for male readers with a 62%/38% split.
- These individuals have a higher than average HHI coming in at \$181k and they are willing to travel for the activities they love.
- Builds frequency of message with two back to back insertions -
 - May-June issue - The Gear Issue - Travel: The Best Outdoor Festivals
 - July-August issue - Come On, Get Happy - Travel: Best Beaches in the World

INVESTMENT

- \$15,000 per insertion; \$30,000 total investment

EST. DELIVERABLES
450,000 Impressions



Leisure Marketing - Niche - The Knot

PRINT

WHAT IS IT

- Two full page insertions in the full circulation of The Knot

WHY IT WORKS

- The Knot's network provides a highly engaged audience that is invested in their print publication. The four issues are considered the top resource for brides, or brides to be, as well as their friends and families as they move through their planning journey.
- They publish four issues a year - each with a circulation of 330,000.
- Two insertions will build frequency of message -
 - 2024 Volume 3 - Celebration - July
 - 2024 Volume 4 - Engagement - October

INVESTMENT

- \$5,000 per insertion; \$10,000 total investment

EST. DELIVERABLES
660,000 Impressions





Digital Opportunities



Leisure Marketing - Niche - IGLTA Travel Association

DIGITAL

WHAT IS IT

- eNewsletter and Display partnership with IGLTA - International LGBTQ+ Travel Association

WHY IT WORKS

- Introduces Eureka Springs to 11,000+ travel enthusiasts on a weekly basis going into the spring/summer season.
- Email open rate is 47% on average.
- In addition, we can retarget IGLTA email subscribers with display banners across the web to enforce our brand messaging.
- The 13 week email campaign partnered with a 3 month display retargeting effort offers a relatively low cost of entry to test creative and messaging against this audience.

INVESTMENT

- \$2,600 -email campaign (13 weeks); \$5,450 display campaign (3 months); Total Investment: \$8,050

EST. DELIVERABLES
263k+ Impressions

