

Presented to

EUREKA SPRINGS



MADDEN

AGENCY PRESENTATION / YEAR TO DATE SUMMARY: OCTOBER 23, 2024

THE STUFF YOU'RE GOING TO HEAR ABOUT

WE'RE READY TO GO!

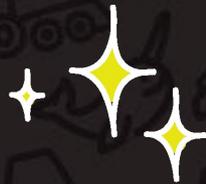
→ **2024 Strategy**

→ **Creative Evolution**

→ **Media Performance**

→ **Website, Analytics & SEO**

→ **Public Relations**



A Quick Recap

(WHAT WE'VE BEEN UP TO AND WHERE WE'VE BEEN)

AUDIENCE TARGETING

These are the audiences researched across the Core and Growth Origin Markets identified by Madden.

FAMILY TRAVELER

Travelers who have taken a leisure vacation in the past 12 months, plan travel around the family, and have children under 18 in the house.

ARTS & CULTURE TRAVELER

Travelers who have taken a leisure vacation in the past 12 months and visit art museums, theater, and other cultural events.

ENTERTAINMENT TRAVELER

Travelers who have taken a leisure vacation in the past 12 months and who have identified themselves as someone who enjoys going out to entertainment spots, happy hours, bars, wineries, etc.

OUTDOOR ADVENTURE TRAVELER

Travelers who have taken a leisure vacation in the past 12 months and who have identified their hobbies to include golfing, fishing, biking, hiking, camping, and other outdoor activities.

MOTORCYCLE TRAVELER

Travelers who have taken a leisure vacation in the past 12 months and who have looked at motorcycle content online in the past two months.

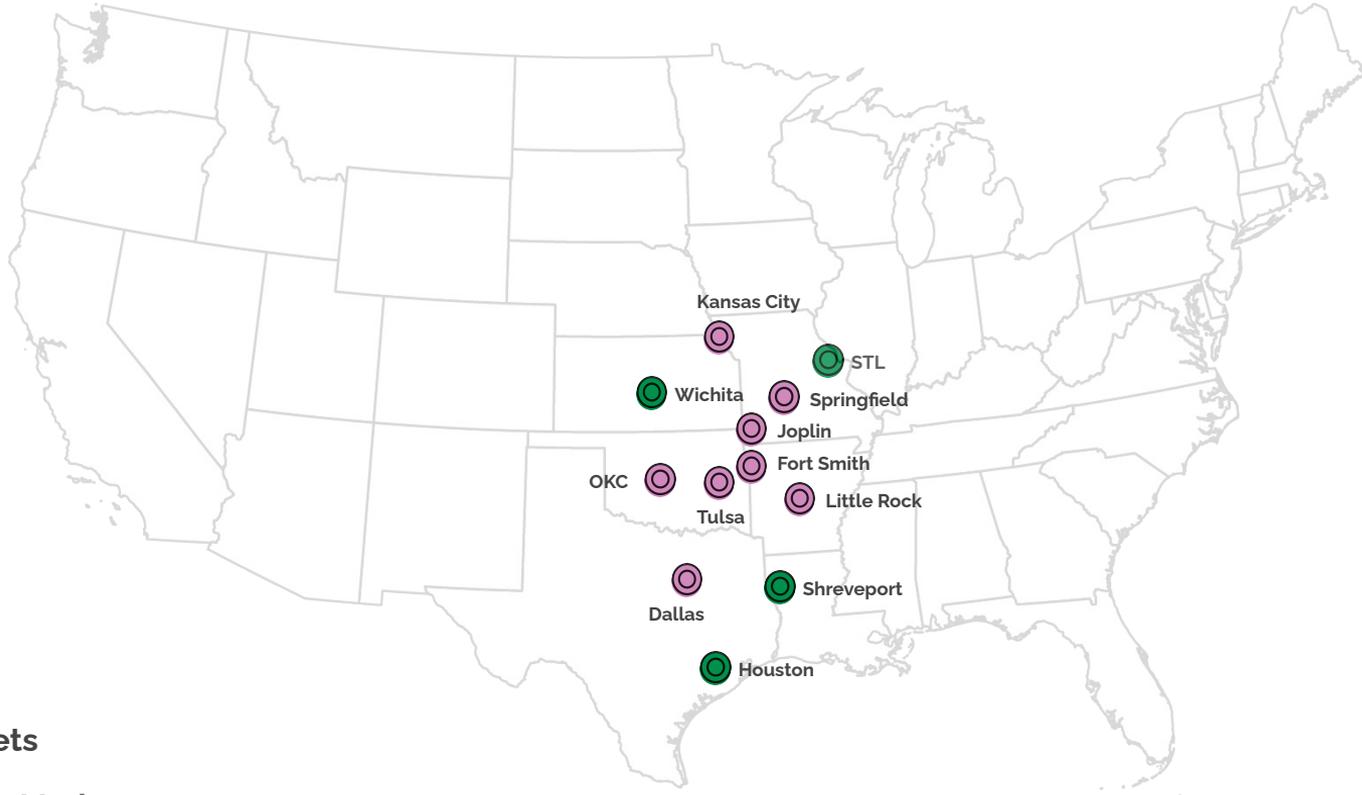
WEDDING PLANNING TRAVELER

Travelers who have taken a leisure vacation in the past 12 months and who have been actively looking at wedding content online in the past two months.

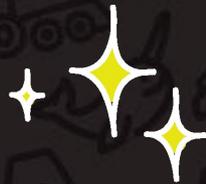
ROMANTIC GETAWAY TRAVELER

Travelers who have taken a leisure vacation in the past 12 months and whose purpose of the trip was to have a romantic getaway.

GEOGRAPHIC TARGETING ACROSS PAID MEDIA EFFORTS

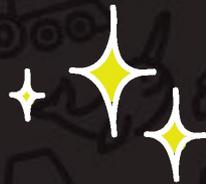


-  Core Markets
-  Key Growth Markets



What Have We Been Up To?

(A LOOK AT Q1-Q3)



Creative Evolution

Early 2024 Creative Pivot



New Campaign Preparations



Madden Media Immersion Trip in March 2024

- Account Strategy, Public Relations, Content Strategy
- 18 Locations
- "Storytellers" Breakfast



BRAND STRATEGY WORKSHOP: KEY QUESTIONS ASKED

What is it we're selling?

What is the product / category or the 'units' of sale?
What do we know?

What is the assignment? What are we building?
Output/Deliverables?

Why are we doing it?

What do we want to have happen (that's measurable)?

Who are we talking to?

What do they currently think?

What's the one thing we need to tell them? In 7 words or less?

Why should they believe us?

What's the emotion we're trying to evoke?

What do we want them to feel as a result of seeing the communication? How do we want them to feel in our destination?

What is our personality?

In just a few words, define our attitude?

Where will the work run?

What's the optimal media environment?

How will the channels amplify the message?



Curiosity in action

Lorem ipsum dolor sit am,
adipiscing elit, sed do eiusmod
tempor incididunt ut labore
et dolore magna aliqua.

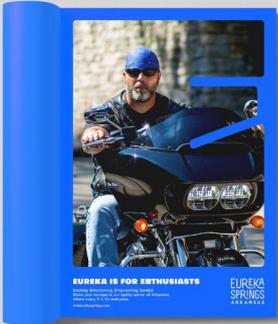


Lorem ipsum dolor



EUREKA IS FOR ENLIGHTENING

Discover the hidden gems of Eureka Springs, Arkansas. From scenic views to delicious food, there's something for everyone in this charming town.



EUREKA IS FOR ENTHUSIASTS

Experience the thrill of Eureka Springs, Arkansas. Whether you're a motorcycle enthusiast or just looking for a fun day out, this town has it all.



EUREKA IS FOR EXCITING

Enjoy the vibrant atmosphere of Eureka Springs, Arkansas. From live music to colorful costumes, this town is full of excitement.



That Eureka. Moment



When you finally find it,
that "Spring"
in your steps.



THIS HAT OR THAT



TRY ON
EUREKA



VisitEurekaSprings.com

OUR NORTH STAR

Capturing the spirit of Eureka Springs, AR, in a single sentiment is a tall order. After all, we're describing a fiercely unique destination with the essence of an oasis. One that stands with a warm, open-armed welcome to all walks of life, providing everyone from outdoor adventurers to artists to motorcycle enthusiasts with the perfect way to indulge in their niche. One with something distinctly personal to offer every visitor: *freedom*.



“
WHETHER YOU
WANT TO BE
YOURSELF, THE
BEST VERSION
OF YOURSELF, OR
SOMEONE ELSE
ENTIRELY, **EUREKA
SPRINGS IS**

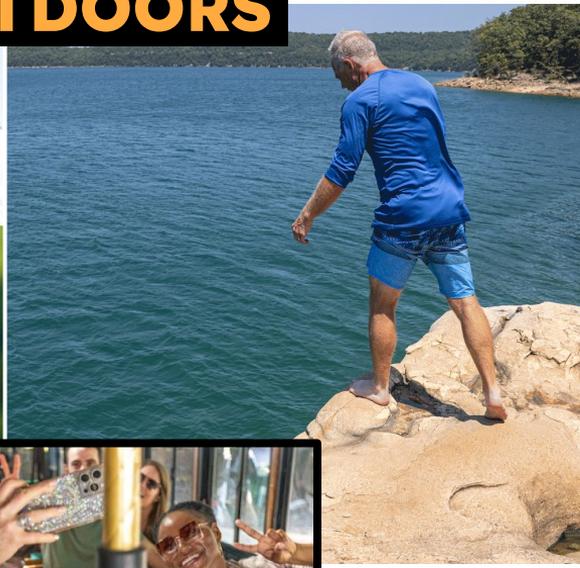
where you're
free to be
”

CAPTURING
"ONLY IN EUREKA"
EXPERIENCES" &
EXPRESSIONS

OUTDOORS

COUPLES

LEISURE



CAPTURING
"ONLY IN EUREKA"
EXPERIENCES" &
EXPRESSIONS

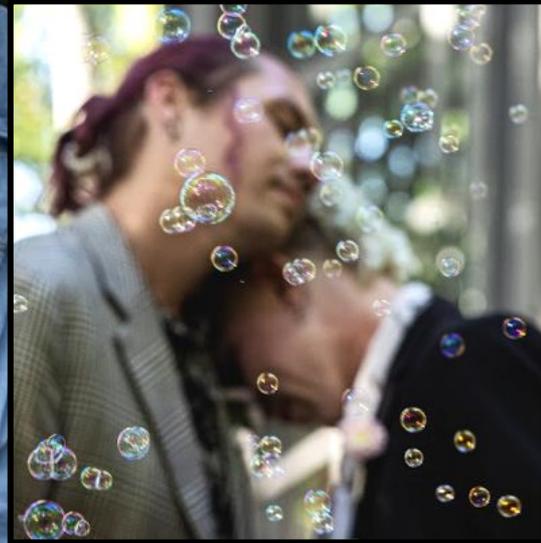
JULY PHOTO & VIDEO SHOOT



BEHIND
THE SCENES

CAPTURING
"ONLY IN EUREKA"
EXPERIENCES" &
EXPRESSIONS

JULY PHOTO & VIDEO SHOOT



**THE MAGICAL
MOMENTS**



CAPTURING
"ONLY IN EUREKA"
EXPERIENCES" &
EXPRESSIONS

JULY PHOTO & VIDEO SHOOT



:30 OUTDOORS



:15 OUTDOORS



:15 COUPLES



Our North Star: **Free To Be**

Capturing the spirit of Eureka Springs in a single sentiment is a tall order. After all, we're describing a fiercely unique destination with the essence of an oasis. One that stands with a warm, open-armed welcome to all walks of life, providing everyone from outdoor adventurers to artists to motorcycle enthusiasts with the perfect way to indulge in their niche. One with something distinctly personal to offer every visitor: **freedom**.

Free to Be is more than a campaign concept; it is an overarching descriptor that gets right to the heart of what folks will experience when visiting. It moves seamlessly through pillars and demographics, allowing it to be utilized in print and digital media and serving as the cornerstone of a video series showcasing Eureka's finest. Whether you want to be yourself, the best version of yourself, or someone else entirely, Eureka Springs is where you're free to be.

ALWAYS OUR GUIDE!



Our October Shoot:

While the exceptional beauty of Eureka Springs has long been established, **our October video shoot gives us the opportunity to feature a direct, visual contrast between the individual allure of the changing seasons.**

As an extension of our July shoot, October will not only allow us to fill in pillar gaps for a cohesive video campaign but will also—with a bit of help from nature's autumn hues—showcase a more complete example of *The Seeker's* experience in Eureka Springs.

Our goal is to capture the richness of this time of year in the deeper shades of reds and golds, the shadows of more haunting adventures, and the uninhibited freedom that is the cornerstone of Eureka's allure.

This footage will beautifully complement our existing sun-soaked summer captures.



where you're *free to be*

ings. AR, in a single sentiment is a tall order. ly unique destination with the essence of an n, open-armed welcome to all walks of life, adventurers to artists to motorcycle to indulge in their niche. One with something visitor: *freedom*.

is an overarching descriptor that gets right to the heart of what unites us through pillars and demographics, allowing it to be the cornerstone of a voice series showcasing Eureka's finest, son of yourself, or someone else entirely.



free to be
expressive



EXAMPLE: *free to be*
boundless

FOR ADVENTURE - Free to be
and
adventurous
happily
quest
adventures

NOTE:
There may be overlap with some of those words plus "boundless" - i.e. "boundless" which can easily overlap to a connection with "adventure" to act.

"Free to be yourself" is also applicable for brand cohesion where applicable. As it ties into the voice and the overall concept.

NOTES:
The font for "where you're" and the adjective for "adventurous" is Outfit, and should always be white and the weight should be "light".

The lock-ups should never cover the subjects, and the frame should always be placed around the main subject of the image.

LOCK-UP TEMPLATES ASSETS AVAILABLE HERE

FREE TO BE | MESSAGES

OUR AUDIENCE PERSONA
The Seeker

A deep thinker who has wondered about their place in the world and is interested in meeting others from different walks of life to help further expand their worldview.

The Seeker is curious and soulful, in search of travel that's rich with authentic, meaningful experiences, preferring destinations that are unapologetically themselves and proud of who they are.

Uninhibited throughout their visit, The Seeker remains open to take it all in. "What does this show me?" "What does this mean to me?" "How does this make me feel?"

A respectful traveler, uninterested in flash or facade, The Seeker is eager to meet the memories a destination holds and be inspired to make their own.

FREE TO BE | LOCK-UPS

FREE TO BE LOCK-UP USAGE

GENERIC LOCK-UP (NO ADJECTIVE/FEELING)
To be used across the advertisement is not targeting a specific place.

FILLER LOCK-UP (ADJECTIVE/FEELING)
To be used when the advertising different places.

FRAME OPTIONS
To be used when using the lock-ups above. This is to be used in advertisements as a frame around the main subject/person in the photograph. The square should always be placed on top.

*Please use the frame on the far left with the opening centered on the right side as the primary frame to maintain consistency across all advertising materials.

where you're
free to be

where you're
free to be
adventurous

BCDEFGHIJKLMNOP
abcde fghijklmnop
1234567890

FREE TO BE | MESSAGES

OVERARCHING COPY GUIDANCE

VOICE
Speak from a position of confident authority on the destination. There is no need for fluff, simply get to the heart of the matter by stating what is and letting the image drive it home. Keep the verbiage warm, friendly, and familiar with a touch of ES signature eccentricity.

COMBINATION
In this visually-driven campaign, imagery will provide ample inspiration for copy to echo the emotional essence of the subject at hand. Focus on the imagery and do not make the copy so long that it overwhelms or seems superfluous. Aim to be copy directly to the image.

LENGTH
Keep it brief and concise. Under normal circumstances, strive to keep all text to a maximum of one sentence or two short sentences.

where you're
free to be

When copy space is tight, feel free to let the tagline and let it speak for itself. Free to Be is encapsulating.

If you're low on space but want to spice it up, "Free to be X" is another great option, selecting a powerful adjective that ties into the pillar.

FREE TO BE | FONTS

TYPOGRAPHY

Ramal
Regular

Aa
BCDEFGHIJKLMNOP
abcde fghijklmnop
1234567890

Outfit
regular/ bold

Aa
BCDEFGHIJKLMNOP
abcde fghijklmnop
1234567890

GENERIC LOCK-UP
where you're
free to be

PILLAR LOCK-UP
free to be
adventurous

USAGE GUIDELINES
Ramal and Outfit are the official fonts for the Free to Be campaign. When creating the lock-up assets, examples, and ads, the font, Outfit, should be used for "where you're" in the generic lock-up as well as the adjective/feeling word (such as "adventurous") for the pillar-focused lock-up. Ramal should be used for the "free to be" portion of the lock-up. It is also allowed as an angle. To ensure the fonts are used cohesively, please refer to this file as a template when creating the Free to Be lock-ups.

FREE TO BE | LOGOS

EUREKA SPRINGS LOGO USAGE

PRIMARY LOGO
The white, transparent outline Eureka Springs logo should be the primary logo in all Free to Be ads. It should be placed at the bottom center or bottom right of all ads when possible.

SECONDARY LOGO
The black, transparent outline Eureka Springs logo should only be used when the image background is too light for the white primary logo to be visible.

EUREKA SPRINGS ARKANSAS

LOGO FILES ARE AVAILABLE HERE

EUREKA SPRINGS ARKANSAS

FREE TO BE | COLORS

FREE TO BE COLOR PALETTE

PRIMARY
To be used primarily for the Free to Be frame lock-up.

SECONDARY
To be used as accent colors for campaign materials. See Slides 8 & 9 for examples.

ORANGE
PMS 1515 C
RGB: 245, 160, 47
CMYK: 0, 45, 95, 0
#FFA04A

PURPLE
PMS 1515 C
RGB: 147, 53, 141
CMYK: 50, 94, 5, 9
#9330D0

GREEN
PMS 177 C
RGB: 120, 193, 4
CMYK: 50, 100, 100, 4
#79904A

BLUE
PMS 199 C
RGB: 0, 160, 233
CMYK: 100, 0, 0, 0
#00A0FF





OUR AUDIENCE PERSONA

"The Seeker"

A **deep thinker** who has wondered about their place in the world and is interested in meeting others from **different walks of life** to help further expand their worldview.

The Seeker is **curious and soulful**, in search of travel that's rich with **authentic, meaningful** experiences, preferring destinations that are **unapologetically** themselves and **proud** of who they are.

Uninhibited throughout their visit, The Seeker remains open to take it all in:

"What does this show me?" "What does this mean to me?"

"How does this make me feel?"

A **respectful traveler, uninterested in flash or facade**, The Seeker is eager to meet the memories a destination holds and be inspired to make their own.





 **Eureka Springs, Arkansas**  

Chiefs Kingdom deserves a unique retreat. Find what sets you free in Eureka Springs.



visiteurekasprings.com 

From Game Day to a Getaway



Attractions  Outdoor 

 **Learn more**
Go to visiteurekasprings.com 



Given all of Patrick Mahomes' improvisational magic

it might seem like the secret to the Kansas City Chiefs' success is like a backyard stump-of-two-hand touch: Give the ball to

Such preparation matters, but it doesn't change the fact that every NFL season is idiosyncratic, with its own challenges and issues to overcome. For the defending world champions, two hard-luck facing them in 2023 were deflation and complacency. Winning two Super Bowls in four seasons turned Mahomes, tight end Travis Kelce, and even coach Andy Reid into sought-after commercial celebrities. And when Kelce started dating the biggest superstar in the world—pop singer Taylor Swift—even more eyes turned to watch Kansas City every week.

The season did not begin on a promising note. The Chiefs lost their opener to the rising Detroit Lions 21-20. Six straight Kansas City victories followed—and Swift began showing up in games beginning on Week 3. The added attention could have become unwelcome, but Mahomes defused the situation by saying the presence of Swift (and her Swiftie fans) in the stands was “just part of Chiefs Kingdom now.”

By Week 8, though, Kansas City needed to buckle down to save the 2023 Chiefs Kingdom from crumbling. A 24-9 loss at

...erability is an intergenerational secret of his career for Chiefs is a rematch. With the use of video—an apparent plus at the time—Chiefs eventually

Let's Go TO KC!
EUREKA SPRINGS!
(AFTER THE GAME, OF COURSE)
EUREKA SPRINGS ARKANSAS

Plan your play-by-play stay:
VisitEurekaSprings.com





free to be
lost in the moment

EUREKA SPRINGS ARKANSAS

VisitEurekaSprings.com



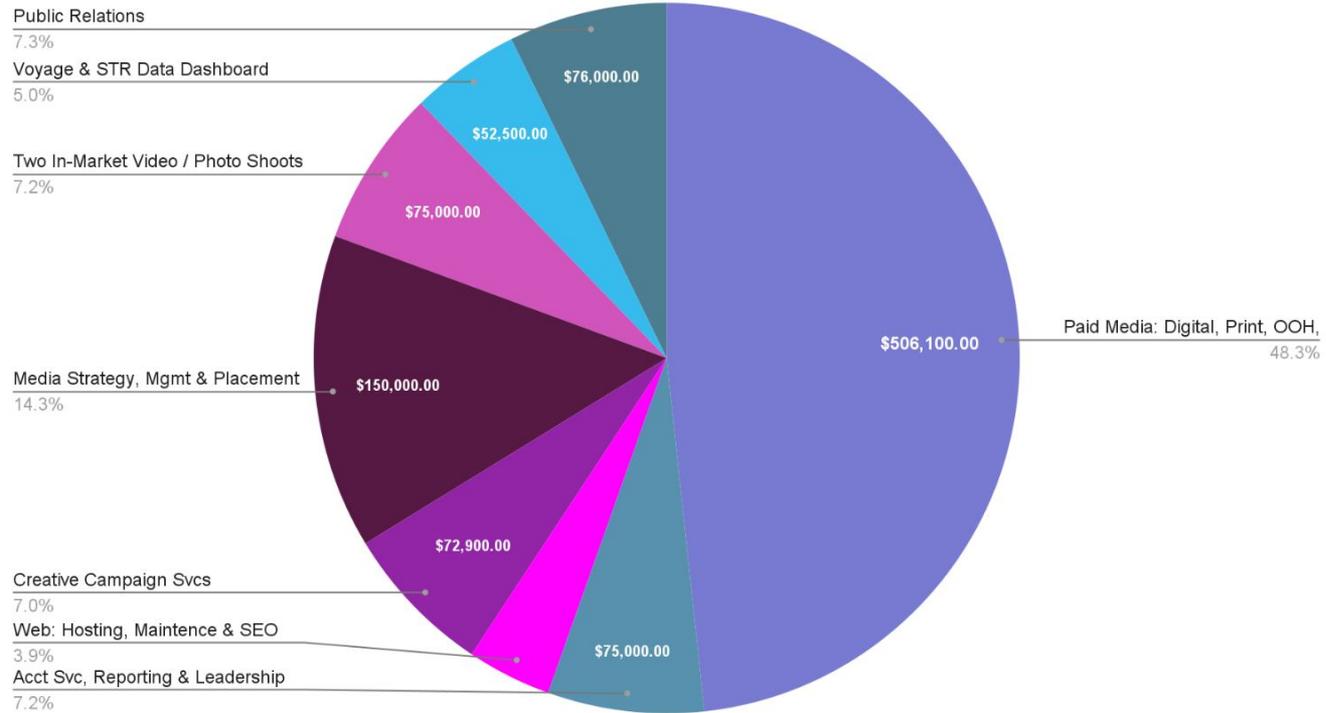
free to be
FRIGHTENED

EUREKA SPRINGS ARKANSAS

VisitEurekaSprings.com

2024 Eureka Springs Agency Plan Investment Breakout

2024 Investment Breakout | \$1,047,500 Budget



Your fabulous top performers.

→ **10,626** Clicks

→ **1.10%** CTR



Eureka Springs, Arkansas Sponsored · X · ⋮

Unique, quirky, and wonderfully weird, Eureka Springs, Arkansas, has a booming art scene, incredible history, and natural beauty with a touch of magic. Explore the whimsy for yourself.

EUREKA SPRINGS ARKANSAS

visiteurekasprings.com
Curious About Eureka Springs? [Learn more](#)

Like Comment Share

Run dates: 3/4/24-5/31/24

→ **68,315** Clicks

→ **7.75%** CTR



CURIOUS YET?

[PLAN YOUR TRIP](#)

EUREKA SPRINGS ARKANSAS

Run dates: 6/1/24-8/1/24

→ **42,740** Clicks

→ **36.24%** CTR



Sponsored

[Visit Eureka Springs](#)
 www.visiteurekasprings.com/things-to-do

Discover Historical Landmarks - Family Fun in Eureka Springs

You Can Never Run Low on Activities to Enjoy in Eureka Springs, Arkansas. Come & Explore the Signature Attractions That Top Any Explorer's List When Visiting Here.

[Plan Your Trip](#) [Food And Drink](#) [Outdoor Adventure](#)

Run dates: 1/16/24-9/30/24

YTD Digital Performance

Jan - Sept 2024

IMPRESSIVE
RIGHT? →

11M+
Branded
Impressions

568,733
Clicks

SEM LEISURE	SEM "NEAR ME"	GOOGLE DISPLAY	GOOGLE REMARKETING	META PROSPECTING	META REMARKETING
106,780 Clicks	27,058 Clicks	214,479 Clicks	143,285 Clicks	46,709 Clicks	18,504 Clicks
400,994 Impressions	125,573 Impressions	10,207,647 Impressions	6,046,334 Impressions	3,539,670 Impressions	1,483,210 Impressions
26.63% CTR	21.55% CTR	2.10% CTR	2.37% CTR	1.32% CTR	1.25% CTR
\$0.30 Avg CPC	\$0.43 Avg CPC	\$1.66 Avg CPM	\$1.89 Avg CPM	\$0.30 Avg CPC	\$0.69 Avg CPC
83,333 Click Goal	21,538 Click Goal	11,628,000 Impr. Goal	6,329,000 Impr. Goal	47,619 Click Goal	33,962 Click Goal
175% Pacing to Overall Goal	172% Pacing to Overall Goal	125% Pacing to Overall Goal	109% Pacing to Overall Goal	139% Pacing to Overall Goal	78% Pacing to Overall Goal
Avg CTR: 7.41%	Avg CTR: 7.41%	Avg CTR: 2.02%	Avg CTR: 3.67%	Avg CTR 1.66%	Avg CTR 1.68%

YTD Digital Performance

Continued

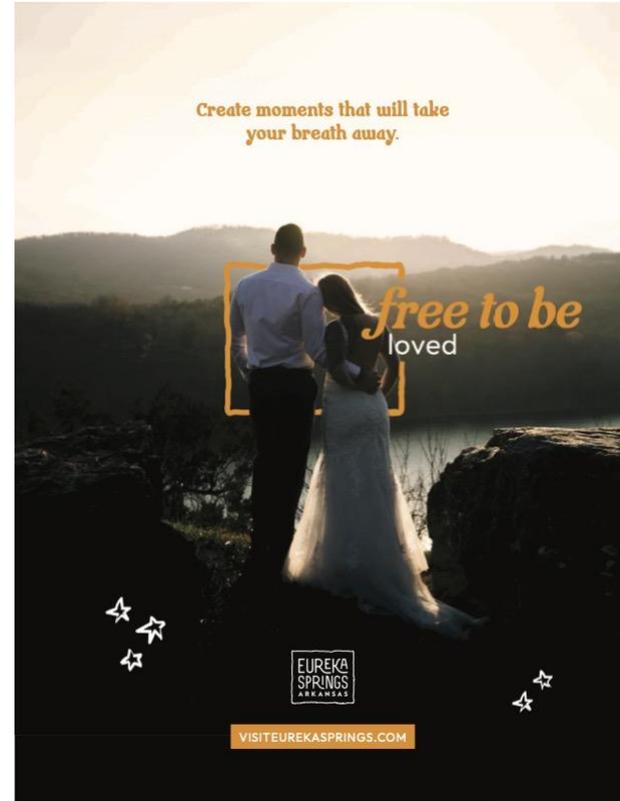
IMPRESSIVE
RIGHT? →

34M+
Branded
Impressions

579,369
Clicks

EXPEDIA	EPSILON	MOBILEFUSE	AZIRA (CTV)	INK	ARKANSAS IG TAKEOVER
3,230 Clicks	5,904 Clicks	2,464 Clicks	320 Clicks	10,236 Clicks	400 Clicks
2,024,975 Impressions	5,556,174 Impressions	3,860,800 Impressions	787,197 Impressions	17,460 Impressions	210,677 Impressions
0.16% CTR	0.11% CTR	0.06% CTR	0.04% CTR	58% CTR	0.19% CTR
\$1.5M Gross Booking \$	\$9.00 Avg CPM	\$6.06 Avg CPM	\$30 Avg CPM	10,000 Impr. Goal	115,839 Reach
3,833,000 Impr Goal	5,555,555 Impr. Goal	3,571,000 Impr. Goal	1,667,000 Impr. Goal	CAMPAIGN COMPLETE	\$1.55 Avg CPC
100% Pacing to Overall Goal	CAMPAIGN COMPLETE	100% Pacing to Overall Goal	100% Pacing to Overall Goal		CAMPAIGN COMPLETE
	Avg CTR: 0.10%	Avg CTR: 0.59%	Avg CTR: 0.13%		

2024 PUBLICATIONS: THE KNOT



2024 PUBLICATIONS: OUTSIDE MAGAZINE

EUREKA!

Looking for the ultimate outdoor playground? As you trail around the mountains, wonder swirls around each curve and your heart is captivated by the Eureka scenes. Discover architectural wonders, divine dining, and zany events pulling you into the personality of Eureka Springs, Arkansas.

VISITEUREKASPRINGS.COM

EUREKA SPRINGS ARKANSAS

CURIOUS YET?

EUREKA!

No matter which direction you travel from downtown Eureka, you'll be able to immerse yourself in the serene colors of nature. The deep greens, the luscious blues and extraordinary yellow sunsets, all proclaim: "I found it. Eureka!"

VISITEUREKASPRINGS.COM

EUREKA SPRINGS ARKANSAS

DMO Tourism Industry Benchmarks

PERFORMANCE TACTIC	YOUR CTR	MADDEN BENCHMARK CTR	DIFFERENCE	YOUR COST	MADDEN BENCHMARK COST	DIFFERENCE
SEM LEISURE	26.63%	7.41%	19.55%	\$0.30	\$0.48 CPC	\$0.18
SEM NEAR ME	21.55%	7.41%	15.16%	\$0.43	\$0.48 CPC	\$0.05
GOOGLE DISPLAY	2.10%	2.02%	0.08%	\$1.66	\$1.38 CPM	\$0.28
GOOGLE REMARKETING	2.37%	3.67%	1.3%	\$1.89	\$1.32 CPM	\$0.57
META PROSPECTING (CTS)	1.32%	1.66%	0.34%	\$0.30	\$0.27 CPC	\$0.03
META REMARKETING	1.25%	1.68%	0.43%	\$0.69	\$0.29 CPC	\$0.40
MOBILEFUSE	16.75% EER*	5% EER*	11.75%	\$6.06	\$10.67 CPM	\$4.61
AZIRA (CTV)	0.04%	0.13%	0.09%	\$30	\$30 CPM	FLAT

*Expandable engagement rate for rich media expandable ad.

Let's take a deep dive.

BIG WINS

General Leisure & Near-Me SEM Campaigns:

By implementing general leisure and near-me campaigns this year, we've significantly enhanced our ability to engage users actively searching in and around Eureka Springs. These campaigns have become the leading drivers of traffic to your website, with Paid Search seeing a 404% increase in users jumping from 30,173 to 154,923 this year, and a 264% increase in engaged sessions with 108k this year compared to the same period in 2023. These efforts are effectively reaching users interested in all things Eureka Springs—whether it's an out-of-state traveler planning their next trip or a local looking for a weekend event.

TOP PERFORMING

Display:

This year, your responsive display ads delivered standout performance, generating nearly 80k clicks and an impressive CTR of 2.25%. These ads accounted for 78% of total impressions and 83% of total clicks in your prospecting and responsive campaign. By allowing us to tailor messages more effectively, these ads are clearly resonating with your target audiences, as demonstrated by their strong engagement and performance.

WHAT'S WORKING

Core Media + Innovative Tactics:

This year, our core strategies in paid search and Meta remain strong, while we're seeing a growing user presence on emerging platforms like Ink, Mobilefuse, and Expedia. This trend is evident in your analytics, where key metrics such as total users, sessions, engaged sessions, and engagement rate have all increased compared to the same period in 2023.

Additionally, placements in print media and OOH billboards are boosting brand awareness and keeping your destination top of mind for viewers.

OPPORTUNITIES

Driving Conversions on Your Site:

We've demonstrated our ability to drive valuable, engaged users to your website through various media tactics. Now, let's shift our focus to converting those users. Let's revisit your Google Analytics goals and review how they align with conversions in Google Ads.

Google Analytics Breakdown

KEY SITE METRICS

Total users

473,960

↑ 40.9%

Sessions

607,791

↑ 44.6%

Engaged sessions

343,714

↑ 54.3%

Average session duration

00:03:28

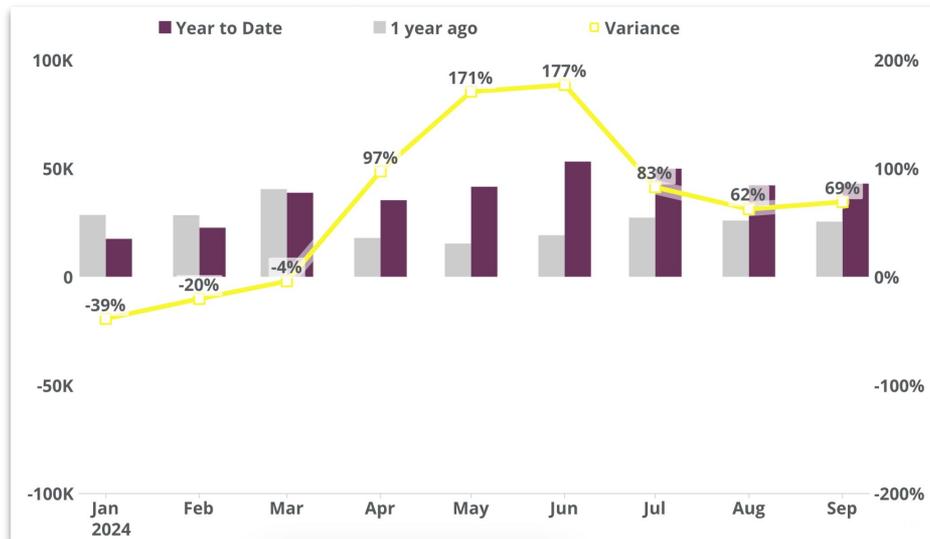
↑ 20.5%

Engagement rate

56.55%

↑ 6.7%

Engaged Sessions, by Month (YoY)



Insights:

- Overall, volume and engagement to the site are seeing growth YoY.
- The months of May and June saw the strongest growth in Engaged Sessions YoY.
- Considering Madden began its marketing efforts in early 2024, we expected there to be some ramp up time.
 - Early 2024 slightly underperformed, but as we made our way into Spring/Summer we saw the site really take off.
- An average session duration of 3 minutes, 28 seconds is healthy and showcases that users are diving into the site.

Source: Google Analytics 4: Jan 1 - Sep 30, 2024

Visitation & Website Performance Index

(DMA-Level)

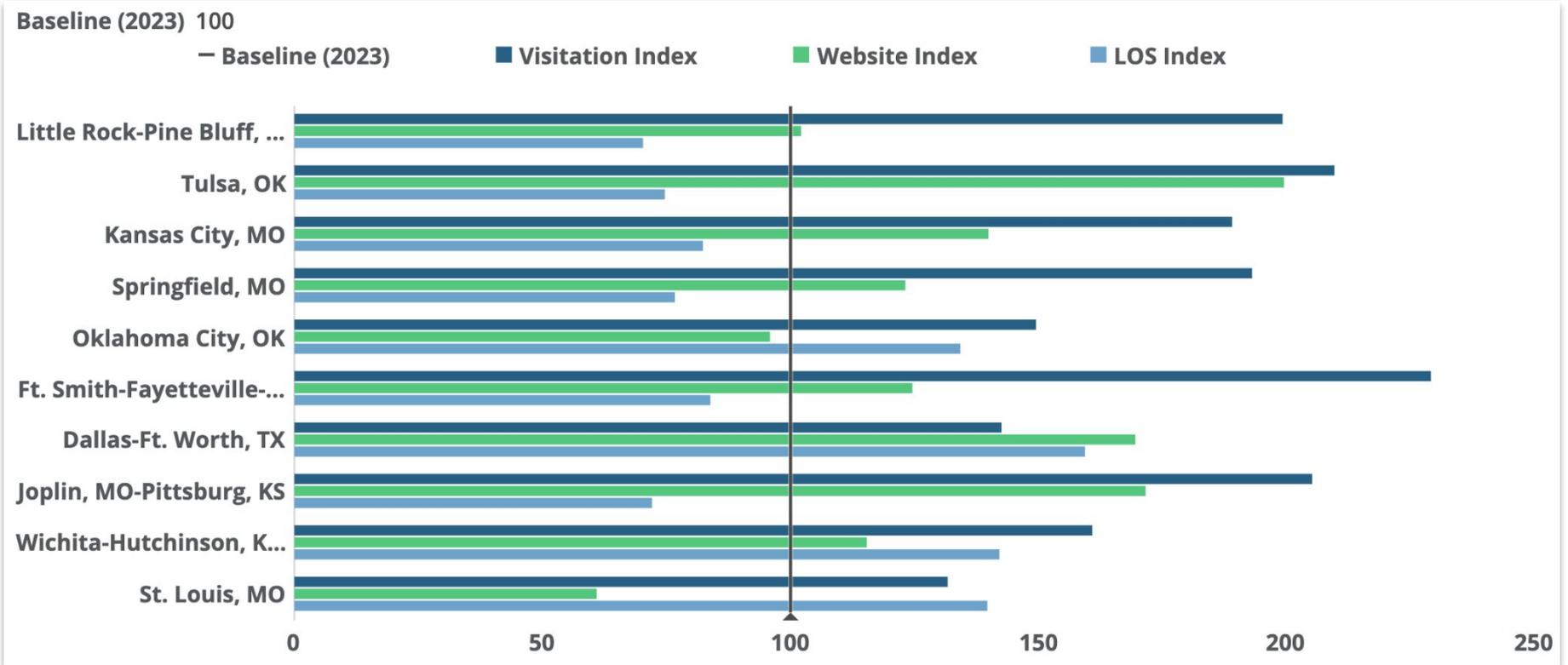


Chart is sorted by descending # of 2024 visitors.

Sources: Azira & Google Analytics 4

Date Range: 1/1/2024 - 9/30/2024 vs. 1/1/2023 - 9/30/2023



Search Engine Optimization

SEO YTD 2024 Updates

Calibrating Pages for Users & Bots

- **Despite a decrease from 2022 numbers**, 2023 is seeing a recovery and continuing to increase in clicks, impressions, and average positions. In addition to Madden's regular monthly optimizations, we've worked on the following:
- **Redirects from Old Domain to New:** In Spring 2024, Madden implemented page-level redirects from eureka Springs.org to visiteureka Springs.com, which allowed for capturing lost backlinks and directing keywords toward the pages that needed them most.
- **Assisting Content Strategy.** Madden also performed a keyword GAP analysis to identify topic opportunities for the blog, as well as looking at new ways to optimize the "Things to Do" page and the "Events" page.
- **In Progress: Inlink Optimizations.** Due to current layout constraints, some blogs have the opportunity to receive more inlinks through a designated "blog" page. We're in the process of getting an SEO-friendly version ready.

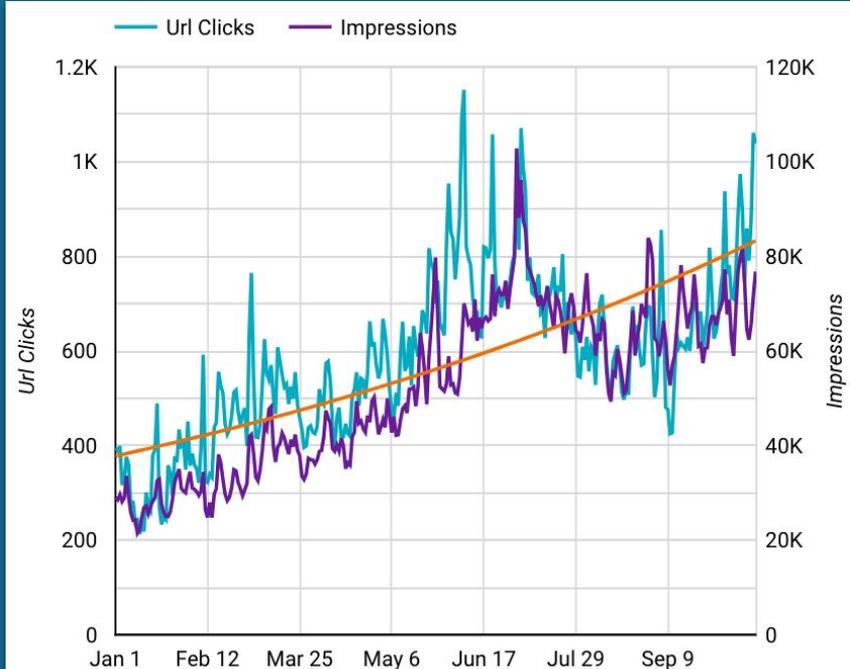
URL Clicks

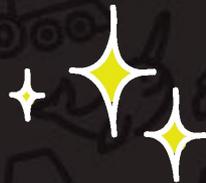
166K

URL Impressions

4.9M

Avg. CTR

3.4%



Website Updates

Web Sprints

What We've Done So Far:

- Calendar Integration
- Template Clean Up
- Page Speed Increase
- General Maintenance

More to Do!

- Meetings & Conventions
 - ◆ Create a mini hub on the website for group travel planners.
 - ◆ A sales tool for Jana
- Promoting The Aud
 - ◆ Creating a microsite within the current website
 - ◆ Sharing the history
 - ◆ Increasing ticket sales



Public Relations

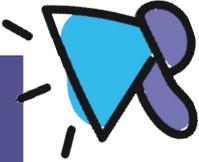


Public Relations: Secured Earned Media

So far in 2024, Madden Media focused in on our core pitching angles to produce high-level coverage for Eureka Springs. Madden identified **95 pieces of coverage**, with Madden assisting for **18** of those placements.

Year-to-Date Madden-Generated

Placements:	Readership:	AVE:	Social Shares:
18	155.3M	\$1,436,766.10	5,788



Beat The Game Day Crowds With Getaways That Are Close To Your Favorite College Towns

Avoid the gridiron gridlock and opt for these alternative towns for getting some rest before and after cheering on your favorite team.

By Nicole Letts | Published on August 3, 2024

Southern Living

In This Article
 Instead Of Athens, Stay In Madison
 Instead Of Auburn, Stay In LaGrange
 Instead Of Oxford, Stay In Tupelo

Lovely Lavender Fields To Check Out The 2024 Bloom

Brittany Anas Contributor

I cover travel, specializing in adventure and the great outdoors.

May 7, 2024, 12:21pm EDT

Forbes

Seven Southern Getaways Sitting Right on Hiking Trails

Inns, resorts, and park cabins where paths through the great outdoors are just steps away

By **TRUDY HAYWOOD SAUNDERS**
 June 25, 2024

GARDEN&GUN

Glamp With Tigers at This Wildlife Refuge in the Ozarks

ARKANSAS | WILDLIFE | EPIC STAYS

by MATADOR CREATORS JUL 5, 2024

MATADOR NETWORK

Waking up to the roar of a tiger, however, at Turpen can glamp at a safe distance in the sights, smells, and sounds

This Arkansas Town is Packed with Victorian Architecture

For fans of architectural history and, even more specifically, the Victorian era, Eureka Springs, Arkansas is a destination to put at the top of your weekend getaway bucket list.

by HEATHER BIEN
 Published on May 30, 2024

StyleBlueprint
 FOR A LIFE OF STYLE + SUBSTANCE delivered daily

Public Relations: Secured Earned Media

TravelPulse [Every State's Best March Events in 2024](#)

Readership: 251,817 AVE: \$1,423.73

TravelPulse [The Most Iconic Hotels in Every State](#)

Readership: 274,060 AVE: \$1,423.73

Southern Living [25 Affordable Family Vacations You Haven't Thought Of Before](#)

Readership: 15,823,211 AVE: \$120,751.73

Southern Living [Mark Your Calendars: These Are The 8 Longest Yard Sales In The South](#)

Readership: 15,823,211 AVE: \$120,751.73

Forbes [Lovely Lavender Fields To Check Out The 2024 Bloom](#)

Readership: 87,519,063 AVE: \$921,503.08

StyleBlueprint [Why You Need to See Eureka Springs Architecture](#)

Readership: 128,268 AVE: \$1,524.83

TravelPulse [The Most Iconic Hotels in Every State](#)

Readership: 274,060 AVE: \$1,423.73

Travel Pulse [Every State's Best June Events in 2024](#)

Readership: 274,060 AVE: \$1,423.73

Garden & Gun [Seven Southern Getaways Sitting Right on Hiking Trails](#)

Readership: 438,106 AVE: \$4,403.72

The Travel [Coolest Towns In The Ozarks For A Summer Vacation In 2024](#)

Readership: 1,952,146 AVE: \$16,824.15

Lonely Planet [The coziest small US towns to visit this fall](#)

Readership: 3,715,729 AVE: \$34,370.49

Midwest Living [Dine in a Cave, an Orchard or Even a River at These Unforgettable Ozarks Restaurants](#)

Readership: 370,722 AVE: \$3,429.18

TravelPulse [Best Fair Weather Fall Getaways](#)

Readership: 153,917 AVE: \$1,423.73

TravelPulse [Every State's Best September Events in 2024](#)

Readership: 153,917 AVE: \$1,423.73

Matador Network [Glamp with Tigers at this Wildlife Refuge in the Ozarks](#)

Readership: 813,268 AVE: \$5,077.70

Southern Living [Beat The Game Day Crowds With Getaways That Are Close To Your Favorite College Towns](#)

Readership: 13,054,241 AVE: \$120,751.73

TravelPulse [Every States Best October Events 2024](#)

Readership: 153,917 AVE: \$1,423.73

Men's Journal, [52 Fall Weekend Trip Ideas to Make You Fall in Love with Fall](#)

Readership: 8,368,827 AVE: \$77,411.65

Public Relations: Quarterly Newsletters

The Madden PR Team has written, designed and sent out three of your quarterly newsletters to our curated media list to spark interest in Eureka Springs in a variety of ways.

Q1 Newsletter: A Curious Case of Eureka Springs

→ Open Rate: 77.2%

Q2 Newsletter: Romantic Outdoor Adventure

→ Open Rate: 66.9%

Q3 Newsletter: The Festive Season

→ Open Rate: 76.5%



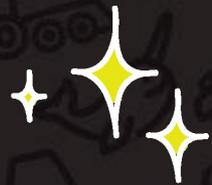
Public Relations: Press Trips

Previous Press Trips

- [Brian Cicioni](#) - *USA Today, Travel + Leisure, InsideHook, Fodor's*: **April**
- [Heide Brandes](#) - *Freelance, BBC, HuffPost, Southern Living, Cowboys & Indians, Business Insider, Travel Awaits*: **June**
- [Nicky Omohundro](#) - *Freelance and Blogger, Little Family Adventure, Outdoor Families Magazine*: **June**
- [Matt Kirouac](#) - *Thrillist, BBC, Travel + Leisure, AFAR, TripSavvy, Conde Nast*: **June**

Upcoming Press Trips

- [Trudy Haywood Saunders](#) - *Southern Living, Travel + Leisure, Thrillist*: **November**
- [Anne Rodriguez Jones](#) - *Architectural Digest, Travel + Leisure, Washington Post*: **December**
- [Erica Zazo](#) - *Backpacker, Outside, CNN Underscored, CNN*: **June Pride Weekend**



Influencers

@ADVENTURESINMOMLIF E_X EUREKA SPRINGS

In Market: May 27-29, 2024

Deliverables:

- [Instagram Stories](#)
- [1 Instagram Reel](#)
- [1 TikTok Video](#)

Metrics:

- 14 posts
- 41,045 Impressions
- 790 Engagements
- 644,600 Potential Reach
- 271 Saves
- 1.5% Instagram Engagement Rate
- 3.8% TikTok Engagement Rate
- \$2,341 Total Media Value





Looking Ahead into 2025

CONTINUING OUR MOMENTUM

FOCUS AREAS FOR 2025

Leaning into Audience Messaging for the Following:

- Weddings
- Nightlife
- Mountain Biking
- Group Travel

Paid Media Foundational Strategies for 2024:

- Foundational Digital: SEM + Google Display, Meta Prospecting + Remarketing
- Travel Endemic (Booking Sites)
- OTT/CTV
- Influencers
- Billboard Presence Year-Round



 **SPARKING IMAGINATION.** 

NURTURING  **CURIOSITY.**

  **CONNECTING PEOPLE TO ~~PLACES.~~**

EUREKA SPRINGS!

