Presented to

EUREKA SPRINGS



September 2024

EVENTS

Bikes, Blues, & BBQ AU OF EUTZEKA SPTZINGS September 19th-22nd, 2024



Where did visitors come from? This year

Origin DMA	% Total Visitation \downarrow	% Overnight Stays	Avg LOS (Days)	Sample Size
Little Rock-Pine Bluff, AR	22%	72%	0.8	577
Tulsa, OK	20%	71%	0.9	522
Springfield, MO	15%	69%	0.8	379
Kansas City, MO	14%	81%	1.1	354
Oklahoma City, OK	7%	77%	1.2	183
Joplin, MO-Pittsburg, KS	7%	78%	0.9	173
Ft. Smith-Fayetteville-Springdale-Rogers, AR	6%	71%	0.8	150
Dallas-Ft. Worth, TX	5%	80%	1.1	127
Wichita-Hutchinson, KS Plus	2%	68%	1.2	65
Shreveport, LA	2%	67%	0.7	46
St. Louis, MO	1%	76%	1.1	37

- → Visitors from Little Rock, Tulsa, and Springfield tended to stay around 1 night and accounted for about ¾ of visitors during BB&BBQ weekend.
- → OKC and KCMO had the strongest LOS of the top 5 origin markets.

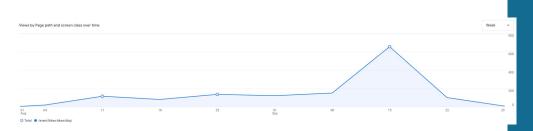
Where did visitors come from? Last year

Origin DMA	% Total Visitation \downarrow	% Overnight Stays	Avg LOS (Days)	Sample Size
Little Rock-Pine Bluff, AR	26%	83%	1.2	537
Tulsa, OK	17%	75%	1.2	351
Kansas City, MO	14%	87%	1.5	283
Springfield, MO	11%	78%	1.1	228
Oklahoma City, OK	8%	81%	1.4	165
Joplin, MO-Pittsburg, KS	6%	76%	1.1	118
Dallas-Ft. Worth, TX	6%	77%	1.1	117
Ft. Smith-Fayetteville-Springdale-Rogers, AR	6%	75%	1.0	115
St. Louis, MO	3%	73%	1.3	64
Wichita-Hutchinson, KS Plus	3%	63%	1.1	57
Shreveport, LA	2%	85%	1.1	41

→ In 2024 we saw more visitors from Tulsa as their market share was higher – however we saw a lesser share of overnight stays across each market from 2023 to 2024. This trend is consistent with longer LOS in 2023 vs 2024.



- → The website brought 1,103 Users between August 1 September 30, 2024.
- → Most website visitors came from Dallas, Chicago, OKC, Kansas City, and local traffic.
- → Visitation to the webpage peaked a week prior to the event.

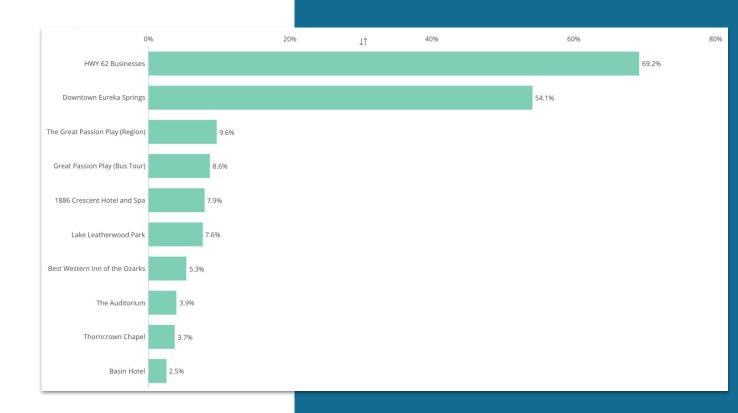


City ▼ ×	↓ <u>Views</u>	Active users	Views per active user
	1,393 0.4% of total	1,103 0.93% of total	1.26 Avg -56.68%
Dallas	186	151	1.23
(not set)	151	127	1.19
Chicago	113	99	1.14
Oklahoma City	63	51	1.24
Kansas City	52	42	1.24
Eureka Springs	45	28	1.61
St. Louis	42	36	1.17
Denver	29	22	1.32
Little Rock	24	22	1.09
Springfield	24	10	2.40



Where did visitors during BB&BBQ go?

- During the weekend, most visitors were either showing up at the HWY 62 Businesses or were seen in Downtown.
- The top lodging accommodation was the Best Western Inn of the Ozarks.



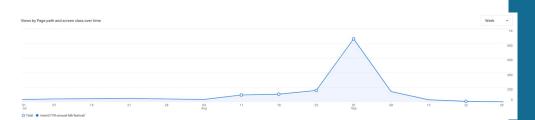
Annual Folk Festival ALL OF FUTZEKA SPTZINGS September 5th-8th, 2024

Origin DMA	% Total Visitation ↓	% Overnight Stays	Avg LOS (Days)	Sample Size
Little Rock-Pine Bluff, AR	24%	78%	0.9	525
Tulsa, OK	20%	76%	1.0	430
Kansas City, MO	12%	82%	1.0	267
Springfield, MO	12%	71%	0.9	266
Oklahoma City, OK	8%	84%	1.0	185
Ft. Smith-Fayetteville-Springdale-Rogers, AR	7%	75%	1.0	146
Joplin, MO-Pittsburg, KS	5%	76%	0.9	118
Dallas-Ft. Worth, TX	4%	81%	1.0	95
St. Louis, MO	3%	80%	1.0	64
Wichita-Hutchinson, KS Plus	3%	73%	0.9	60
Shreveport, LA	2%	80%	0.6	44

- → Visitors from Little Rock, Tulsa, and KCMO are the top 3 visiting DMAs.
- → Of the top visiting DMAs, OKC produces the greatest share of overnight visitors.
- → LOS hovers around 1 day for all origin markets.



- → The website brought 1,222 Users between July 1 September 30, 2024.
- → Most website visitors came from Dallas, Chicago, Kansas City, OKC, and local traffic.
- → Users to this page peaked during the week of the event.



City ▼ ×	↓ Views	Active users	Views per active user
	1,629 0.3% of total	1,222 0.64% of total	1.33 Avg -53.39%
Dallas	228	172	1.33
(not set)	227	182	1.25
Chicago	113	91	1.24
Kansas City	96	71	1.35
Oklahoma City	82	60	1.37
Eureka Springs	53	37	1.43
Fayetteville	38	28	1.36
Pittsburgh	31	21	1.48
Denver	26	20	1.30
Little Rock	25	21	1.19

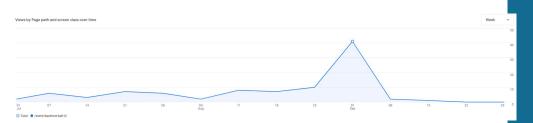
Barefoot Ball THE AUDITOTZIUM September 5th, 2024

Point of Interest	Origin DMA	Visitation Share $\;\;\downarrow\;$	Avg LOS (Days)	Sample Size
The Auditorium	Kansas City, MO	27%	3.9	3
The Auditorium	Memphis, TN	18%	2.3	2
The Auditorium	Springfield, MO	9%	0.4	1
The Auditorium	Indianapolis, IN	9%	1.8	1
The Auditorium	Quincy, IL-Hannibal, MO-Keokuk, IA	9%	0.2	1
The Auditorium	Tulsa, OK	9%	3.0	1
The Auditorium	Oklahoma City, OK	9%	3.8	1
The Auditorium	Denver, CO	9%	2.2	1

→ Sample Size too low...



- → The website brought 75 Users between July 1 September 30, 2024.
- → Most website visitors came from Dallas, Chicago and locally. Grand Paririe and McKinney are in the DFW metro area, showcasing reach to that market for this event.
- → Users to this page peaked during the week of the event.



City ▼ ×	↓ Views	Active users	Views per active user
	95	75	1.27
	0.02% of total	0.04% of total	Avg -55.71%
Dallas	13	11	1.18
Chicago	11	10	1.10
(not set)	9	7	1.29
Eureka Springs	9	4	2.25
Kansas City	5	3	1.67
Memphis	5	4	1.25
Fort Smith	2	1	2.00
Grand Prairie	2	1	2.00
Joplin	2	2	1.00
McKinney	2	2	1.00

Ozark Mountain Daredevils THE AUDITOTZIUM September 6th, 2024

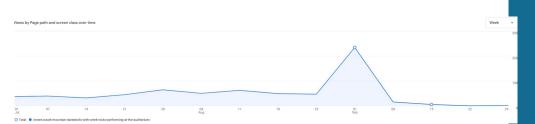
Point of Interest	Origin DMA	Visitation Share ↓	Avg LOS (Days)	Sample Size
The Auditorium	Kansas City, MO	26%	3.1	5
The Auditorium	Tulsa, OK	16%	1.3	3
The Auditorium	St. Joseph, MO	11%	7.0	2
The Auditorium	Springfield, MO	11%	0.9	2
The Auditorium	Oklahoma City, OK	11%	2.3	2
The Auditorium	Dallas-Ft. Worth, TX	5%	1.3	1
The Auditorium	Joplin, MO-Pittsburg, KS	5%	1.7	1
The Auditorium	St. Louis, MO	5%	1.8	1
The Auditorium	Little Rock-Pine Bluff, AR	5%	0.9	1
The Auditorium	Memphis, TN	5%	1.7	1

→ Sample Size too low...

→ However, we did see greater volume of Qualified Arrivals for this event than the Barefoot Ball.



- → The website brought 444 Users between July 1 September 30, 2024.
- → Most website visitors came from Dallas, Chicago, OKC, and local traffic.
- → Users to this page peaked during the week of the event.



City ▼ X	↓ Views	Active	Views per active user
	680	444	1.53
	0.12% of total	0.23% of total	Avg -46.45%
(not set)	73	50	1.46
Dallas	63	48	1.31
Chicago	45	35	1.29
Oklahoma City	43	27	1.59
Eureka Springs	40	28	1.43
St. Louis	30	17	1.76
Kansas City	26	19	1.37
Springfield	18	15	1.20
Denver	16	12	1.33
Fayetteville	13	12	1.08

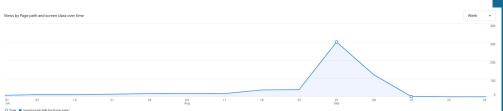


Point of Interest	Origin DMA	Visitation Share	Avg LOS (Days)	Sample Size
Downtown Eureka Springs	Little Rock-Pine Bluff, AR	15%	1.3	81
Downtown Eureka Springs	Tulsa, OK	14%	1.4	75
Downtown Eureka Springs	Kansas City, MO	13%	1.6	67
Downtown Eureka Springs	Oklahoma City, OK	8%	1.9	40
Downtown Eureka Springs	Springfield, MO	7%	1.0	39
Downtown Eureka Springs	Ft. Smith-Fayetteville-Springdale-Rogers, AR	6%	1.4	31
Downtown Eureka Springs	Dallas-Ft. Worth, TX	6%	2.2	29
Downtown Eureka Springs	Joplin, MO-Pittsburg, KS	4%	1.0	21
Downtown Eureka Springs	St. Louis, MO	3%	1.6	15
Downtown Eureka Springs	Wichita-Hutchinson, KS Plus	3%	1,1	14

- → Roughly the same share of visitors come from Little Rock, Tulsa, and KCMO.
- → OKC and DFW visitors tend to stay in-market the longest.



- → The website brought 492 Users between July 1 September 30, 2024.
- → Most website visitors came from Dallas, Chicago, KCMO, OKC and local traffic.
- → Users to this page peaked during the week of the event.
- → Denver and Pittsburgh are interesting cities to see in the top 10 of website traffic to this webpage.



City ▼ >	✓ <u>Views</u>	Active users	Views per active user
	600 0.11% of total	492 0.26% of total	1.22 Avg -57.36%
Dallas	82	67	1.22
(not set)	61	50	1.22
Chicago	45	40	1.13
Kansas City	40	31	1.29
Oklahoma City	24	21	1.14
Eureka Springs	23	15	1.53
Little Rock	16	13	1.23
St. Louis	14	12	1.17
Denver	13	9	1.44
Pittsburgh	11	10	1.10

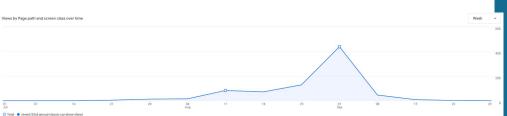


Point of Interest	Origin DMA	Visitation Share	Avg LOS (Days)	Sample Size
Downtown Eureka Springs	Little Rock-Pine Bluff, AR	16%	1.2	57
Downtown Eureka Springs	Tulsa, OK	15%	1.4	53
Downtown Eureka Springs	Kansas City, MO	11%	1.5	39
Downtown Eureka Springs	Oklahoma City, OK	8%	1.8	28
Downtown Eureka Springs	Springfield, MO	7%	0.8	25
Downtown Eureka Springs	Ft. Smith-Fayetteville-Springdale-Rogers, AR	6%	1.4	21
Downtown Eureka Springs	Dallas-Ft. Worth, TX	6%	2.2	20
Downtown Eureka Springs	Joplin, MO-Pittsburg, KS	4%	1.2	15
Downtown Eureka Springs	Wichita-Hutchinson, KS Plus	3%	1.0	10
Downtown Eureka Springs	St. Louis, MO	3%	1.8	9

- → Roughly the same share of visitors come from Little Rock, Tulsa, and KCMO.
- → OKC and DFW visitors tend to stay in-market the longest.



- → The website brought 577 Users between July 1 -September 30, 2024.
- → Most website visitors came from Dallas, Chicago, OKC and local traffic.
- → Users from KCMO were less engaged with this event than others during the month of September.



City ▼ ×	↓ Views	Active users	Views per active user
	811 0.15% of total	577 0.3% of total	1.41 Avg -50.86%
Dallas	127	92	1.38
(not set)	75	58	1.29
Chicago	71	52	1.37
Oklahoma City	40	33	1.21
Eureka Springs	30	21	1.43
Little Rock	28	14	2.00
Fayetteville	26	15	1.73
Kansas City	24	21	1.14
Denver	18	10	1.80
Pittsburgh	18	12	1.50

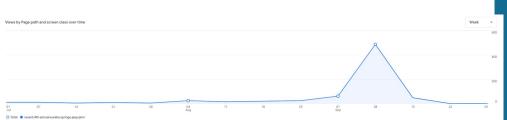
Jeep Jam PASSION PLAY September 12th-15th, 2024

Point of Interest	Origin DMA	Visitation Share	Avg LOS (Days)	Sample Size
The Great Passion Play (Region)	Little Rock-Pine Bluff, AR	20%	1.3	47
The Great Passion Play (Region)	Tulsa, OK	9%	1.5	21
The Great Passion Play (Region)	Dallas-Ft. Worth, TX	8%	3.3	18
The Great Passion Play (Region)	Oklahoma City, OK	7%	2.2	16
The Great Passion Play (Region)	Springfield, MO	6%	1.3	13
The Great Passion Play (Region)	Kansas City, MO	5%	1.5	12
The Great Passion Play (Region)	St. Louis, MO	5%	4.1	11
The Great Passion Play (Region)	Ft. Smith-Fayetteville-Springdale-Rogers, AR	4%	1.7	10
The Great Passion Play (Region)	Jonesboro, AR	3%	1.0	8
The Great Passion Play (Region)	Columbia-Jefferson City, MO	2%	1.4	5

- → Sample size is low.
- → Half as many visitors from Tulsa were seen at this event compared to Little Rock-Pine Bluff, AR.
- → The visitors from DFW stayed over 3 days on average.



- → The website brought 553 Users between July 1 September 30, 2024.
- → Most website visitors came from Dallas, Chicago, OKC, KCMO and local traffic.
- → Denver and Pittsburgh continue to show up for events in the month of September.



City ▼ ×	↓ <u>Views</u>	Active users	Views per active user
	711 0.13% of total	553 0.29% of total	1.29 Avg -55.05%
Dallas	126	99	1.27
(not set)	69	52	1.33
Chicago	48	37	1.30
Oklahoma City	39	31	1.26
Kansas City	34	28	1.21
Eureka Springs	29	22	1.32
Denver	20	18	1.11
Little Rock	18	17	1.06
St. Louis	13	8	1.63
Pittsburgh	12	9	1.33

Slinging Jeep Weekend ALL OF FUTZEKA SPTZINGS September 12th-15th, 2024

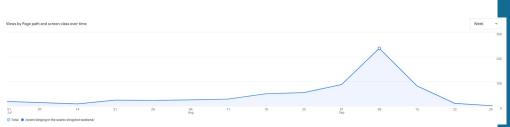


Origin DMA	% Total Visitation ↓	% Overnight Stays	Avg LOS (Days)	Sample Size
Little Rock-Pine Bluff, AR	24%	80%	0.9	613
Tulsa, OK	20%	80%	1.0	500
Springfield, MO	14%	72%	0.9	340
Kansas City, MO	13%	82%	0.9	319
Oklahoma City, OK	10%	79%	1.1	244
Ft. Smith-Fayetteville-Springdale-Rogers, AR	5%	80%	0.9	130
Joplin, MO-Pittsburg, KS	5%	80%	0.8	122
Dallas-Ft. Worth, TX	4%	80%	1.1	98
Wichita-Hutchinson, KS Plus	2%	80%	1.3	49
St. Louis, MO	2%	75%	1.1	48
Shreveport, LA	2%	78%	1.0	40

- → Top DMAs are Little Rock-Pine Bluff, Tulsa, Springfield, KCMO and OKC.
- → LOS hovers around one day. Springfield MO visitors were less likely to stay overnight compared to the other top visiting DMAs.



- → The website brought 480 Users between July 1 -September 30, 2024.
- → Most website visitors came from Dallas, KCMO, Chicago, and OKC.
- → Denver, Memphis, and Jacksonville saw some traffic. One particular Jacksonville user viewed the page 16 times.



City ▼ ×	↓ <u>Views</u>	Active users	Views per active user
	660 0.12% of total	480 0.25% of total	1.38 Avg -51.93%
(not set)	82	49	1.67
Dallas	66	57	1.16
Kansas City	37	29	1.28
Chicago	31	27	1.15
Oklahoma City	25	20	1.25
Denver	21	14	1.50
Memphis	19	8	2.38
Jacksonville	16	1	16.00
St. Louis	14	11	1.27
Eureka Springs	13	10	1.30

Oktoberfest **DOWNTOWN**September 28th, 2024

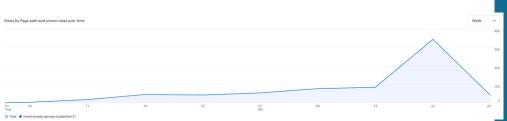


Point of Interest	Origin DMA	Visitation Share	Avg LOS (Days)	Sample Size
Downtown Eureka Springs	Tulsa, OK	17%	1.1	76
Downtown Eureka Springs	Little Rock-Pine Bluff, AR	16%	1.1	72
Downtown Eureka Springs	Oklahoma City, OK	11%	2.2	51
Downtown Eureka Springs	Kansas City, MO	8%	1.5	35
Downtown Eureka Springs	Springfield, MO	8%	1.1	35
Downtown Eureka Springs	Dallas-Ft. Worth, TX	6%	2.4	28
Downtown Eureka Springs	Ft. Smith-Fayetteville-Springdale-Rogers, AR	6%	1.2	27
Downtown Eureka Springs	Joplin, MO-Pittsburg, KS	6%	1.1	26
Downtown Eureka Springs	St. Louis, MO	3%	1.8	16
Downtown Eureka Springs	Sherman, TX-Ada, OK	2%	1.8	11

- → We saw more visitors from Tulsa than Little Rock for Oktoberfest.
- → OKC visitors are staying over 2 days on average while we see that Tulsa, LR, and Springfield MO are staying about 1 day.



- → The website brought 562 Users between July 1 September 30, 2024.
- → Most website visitors came from Dallas, Chicago, KCMO and OKC.
- → Denver and regional cities round out the top 10.



City • ×	↓ <u>Views</u>	Active users	Views per active user
	704 0.2% of total	562 0.48% of total	1.25 Avg -57.03%
Dallas	98	78	1.26
(not set)	83	73	1.14
Chicago	60	48	1.25
Kansas City	36	28	1.29
Oklahoma City	24	17	1.41
Denver	20	18	1.11
Fayetteville	16	15	1.07
St. Louis	15	13	1.15
Eureka Springs	14	10	1.40
Little Rock	13	11	1.18

August 2024

EVENTS

Summer Diversity Weekend ALL OF FUTZEKA SPTZINGS AUGUST IND-4TH, 1014

Origin DMA	Visitation Share	Avg LOS (Days)	Sample Size
Tulsa, OK	17.7%	0.7	315
Little Rock-Pine Bluff, AR	17.4%	0.7	310
Kansas City, MO	12.2%	0.8	217
Springfield, MO	11.1%	0.7	197
Joplin, MO-Pittsburg, KS	5.4%	0.8	97
Oklahoma City, OK	5.4%	0.7	96
Ft. Smith-Fayetteville-Springdale-Rogers, AR	4.9%	0.7	88
Jonesboro, AR	3.6%	0.7	65
Dallas-Ft. Worth, TX	2.8%	0.7	49
Wichita-Hutchinson, KS Plus	2.5%	0.7	44

- → Visitors to Eureka during Summer Diversity Weekend primarily came from the Tulsa, OK and Little Rock-Pine Bluff, AR DMAs.
- → Visitors tended to visit for a day trip for this weekend.



- → The website brought 308 Users between Apr 1 August 31st, 2024.
- → Most website visitors came from Dallas, Chicago, KC, Fayetteville, and OKC.

City - X	↓ Views	Active users	Views per active user
	308	243	1.27
	0.03% of total	0.08% of total	Avg -56.5%
Dallas	48	33	1.45
(not set)	24	21	1.14
Chicago	20	17	1.18
Kansas City	14	13	1.08
Fayetteville	13	12	1.08
Oklahoma City	11	10	1.10
Little Rock	10	7	1.43
Denver	6	3	2.00
Eureka Springs	6	5	1.20
Springfield	6	4	1.50

Eureka's Jazz Weekend ALL OF FUTZEKA SPTZINGS AUGUST 9TH-11TH, 2014

Origin DMA	Visitation Share	Avg LOS (Days)	Sample Size
Tulsa, OK	21.0%	0.9	404
Little Rock-Pine Bluff, AR	19.4%	0.9	374
Kansas City, MO	11.3%	1.0	217
Springfield, MO	8.8%	1.0	169
Oklahoma City, OK	5.7%	0.9	109
Ft. Smith-Fayetteville-Springdale-Rogers, AR	5.4%	0.8	103
Joplin, MO-Pittsburg, KS	5.1%	0.8	98
Jonesboro, AR	2.8%	0.9	53
Wichita-Hutchinson, KS Plus	2.7%	1.0	51
Dallas-Ft. Worth, TX	2.6%	0.9	50

→ Visitors this weekend are coming from similar markets, but we see greater volume from Tulsa and Little Rock – indicating that Jazz Weekend brings in more visitors than Summer Diversity.



- → The website brought 1,475 Users between Apr 1 August 31st, 2024.
- → Most website visitors came from Dallas, Chicago, OKC, Fayetteville, and Kansas City.

City • ×	↓ Views	Active	Views per active user
	1,475 0.16% of total	987 0.3% of total	1.49 Avg -48.71%
Dallas	226	171	1.32
(not set)	154	110	1.40
Chicago	123	69	1.78
Oklahoma City	95	48	1.98
Fayetteville	74	49	1.51
Kansas City	68	49	1.39
Eureka Springs	55	34	1.62
Bentonville	33	29	1.14
Little Rock	33	23	1.43
Denver	24	14	1.71

VW & German Car Weekend ALL OF FUTZEKA SPTZINGS AUGUST 13TZD-14TH, 1014

Origin DMA	Visitation Share	Avg LOS (Days)	Sample Size
Little Rock-Pine Bluff, AR	16.2%	0.6	207
Tulsa, OK	13.6%	0.7	174
Springfield, MO	12.2%	0.5	156
Kansas City, MO	10.7%	0.7	137
Oklahoma City, OK	7.8%	0.6	99
Joplin, MO-Pittsburg, KS	5.1%	0.5	65
Ft. Smith-Fayetteville-Springdale-Rogers, AR	4.8%	0.6	61
Dallas-Ft. Worth, TX	4.5%	0.6	58
St. Louis, MO	2.3%	0.6	30
Wichita-Hutchinson, KS Plus	2.0%	0.5	25

- → Visitors primarily came from regional DMAs, we see less volume than Summer Diversity Weekend and Jazz Weekend.
- → LOS indicates that these visitors are day trippers.



- → The website brought 348 Users between Apr 1 August 31st, 2024.
- → Most website visitors came from Dallas, Chicago, OKC, Kansas City, and Fayetteville.

City • ×	↓ Views	Active users	Views per active user
	348 0.04% of total	274 0.08% of total	1.27 Avg -56.41%
Dallas	60	49	1.22
(not set)	33	24	1.38
Chicago	26	20	1.30
Oklahoma City	19	17	1.12
Kansas City	16	13	1.23
Fayetteville	13	11	1.18
St. Louis	9	8	1.13
Denver	8	3	2.67
Eureka Springs	5	5	1.00
Memphis	5	4	1.25





Origin DMA	Visitation Share	Avg LOS (Days)	Sample Size
Springfield, MO	37%	2.5	409
Ft. Smith-Fayetteville-Springdale-Rogers, AR	19%	0.7	211
Little Rock-Pine Bluff, AR	8%	1.0	91
Tulsa, OK	6%	1.1	69
Kansas City, MO	6%	1.4	62
Oklahoma City, OK	4%	1.5	46
Joplin, MO-Pittsburg, KS	3%	0.8	31
Dallas-Ft. Worth, TX	3%	2.8	30
Wichita-Hutchinson, KS Plus	2%	2.2	18
St. Louis, MO	1%	1.6	13

- → Most visitors came from within the Springfield and Fayetteville DMAs indicating more local/nearby visitation for the parade in Downtown ES.
- → If a visitor went to Downtown on 8/24 and came from the Springfield, MO DMA they tended to stay 2.5 days in-market.

July 2024 EVENTS

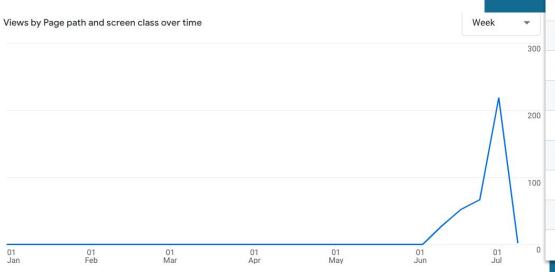
Blues Party DOWNTOWN EUTZEKA SPTZINGS

POI Name	Origin DMA	Visitation Share	Sample Size	Avg LOS (Days)
Basin Spring Park and Stage	Little Rock-Pine Bluff, AR	50%	2	1.1
Basin Spring Park and Stage	Tampa-St. Petersburg (Sarasota), FL	25%	1	1.0
Basin Spring Park and Stage	Springfield, MO	25%	1	2.2

→ SAMPLE SIZE TOO SMALL...



- → The website brought 297 Users between Jan 1 June 4th, 2024.
- → Peaks in Sessions came in the days leading up to the event and during the day-of.
- → Most website visitors came from Dallas, OKC, Chicago, Eureka, and Kansas City.



	City ▼ X	↓ Views	Users	Views per user
		367	297	1.24
		0.04% of total	0.09% of total	Avg -61.32%
		0.04% 01 total	0.09% OI total	Avg -01.32%
	Dallas	66	54	1.22
	(not set)	28	26	1.08
	Oklahoma City	28	19	1.47
0	Okianoma City	20	19	1.47
	Chicago	27	22	1.23
	3 -			
	Eureka Springs	19	13	1.46
5				
	Kansas City	16	14	1.14
ŀ				
	Fayetteville	10	7	1.43
5	Hauston	-	2	1.67
	Houston	5	3	1.67
	Bellevue	4	2	2.00
	Delicrac	_	2	2.00
5	Little Rock	4	4	1.00
,				

Jamboreeka LAKE LEATHETZWOOD PATZK

POI Name	Origin DMA	Visitation Share	Sample Size	Avg LOS (Days)
Lake Leatherwood Park	Oklahoma City, OK	25%	5	6.5
Lake Leatherwood Park	Kansas City, MO	20%	4	1.5
Lake Leatherwood Park	Ft. Smith-Fayetteville-Springdale-Rogers, AR	15%	3	2.5
Lake Leatherwood Park	Tulsa, OK	5%	1	1.7
Lake Leatherwood Park	Little Rock-Pine Bluff, AR	5%	1	0.5
Lake Leatherwood Park	Springfield, MO	5%	1	2.0
Lake Leatherwood Park	South Bend-Elkhart, IN	5%	1	9.9
Lake Leatherwood Park	Baton Rouge, LA	5%	1	13.2
Lake Leatherwood Park	Monroe, LA-El Dorado, AR	5%	1	10.2
Lake Leatherwood Park	Wichita-Hutchinson, KS Plus	5%	1	0.6
Lake Leatherwood Park	Dallas-Ft. Worth, TX	5%	1	8.6

→ SAMPLE SIZE TOO SMALL...



- → The website brought 1,066 Users between Jan 1 July 13th, 2024.
- → Peaks in Sessions came in the days leading up to the event and during the day-of.
- → Most website visitors came from Dallas, OKC, Chicago, Eureka, and Kansas City.

Views by Pag	ge path and scree	n class over time				Week	•	(n
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01 Jan	01 Feb	01 Mar	01 Apr	01 May	01 Jun	01 Jul		

City → ×	↓ Views	Users	Views per user
	1,427	1,066	1.34
	AND THE PROPERTY OF THE PARTY O		21 (2200,000,000,000)
	0.14% of total	0.33% of total	Avg -58.09%
Dallas	224	164	1.37
(not set)	134	119	1.13
Oklahoma City	90	62	1.45
Chicago	77	69	1.12
Eureka Springs	69	44	1.57
Kansas City	69	52	1.33
Fayetteville	36	23	1.57
* * * * * * * * * * * * * * * * * * *			100 0 100000
St. Louis	22	15	1.47
			(67 d 50 MC)
San Jose	19	19	1.00
Little Rock	16	16	1.00
Little Rook	10	10	1.00

June 2024

EVENTS

Blues Party DOWNTOWN EUTZEKA SPTZINGS

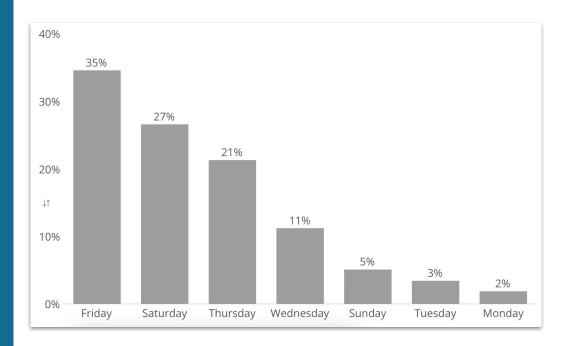
Origin DMA	Visitation Share	Sample Size	Avg LOS (Days)
Little Rock-Pine Bluff, AR	17%	164	1.2
Tulsa, OK	15%	146	1.2
Kansas City, MO	9%	88	1.4
Springfield, MO	9%	83	1.4
Oklahoma City, OK	9%	82	2.7
Ft. Smith-Fayetteville-Springdale-Rogers, AR	6%	60	1.7
Dallas-Ft. Worth, TX	5%	46	3.8
Joplin, MO-Pittsburg, KS	3%	30	1.2

- → Qualified Arrivals mostly come from Little Rock & Tulsa DMAs.
- → KCMO, Springfield MO and OKC are all relatively even in visitor share, but OKC visitors stay much longer.
- → DFW is seeing strongest LOS, staying nearly 4 days, on average.



Arrival Day

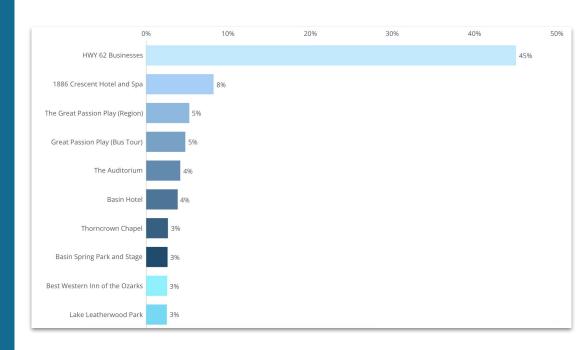
When did visitors arrive in-market?





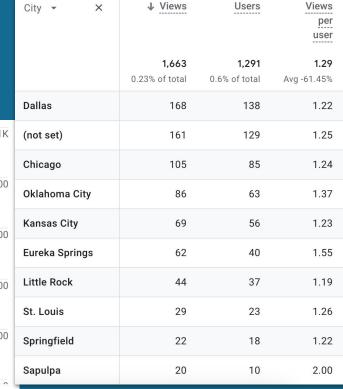
Cross-Visitation

Where else did visitors go if they were observed in Downtown Eureka Springs on May 31st - June 2nd, 2024?





- → The website brought 1,291 Users between Jan 1 June 4th, 2024.
- → Peaks in Sessions came in the days leading up to the event and during the day-of.
- → Most website visitors came from Dallas, Chicago, OKC, and Kansas City.



					1K
					800
					600
					400
					200
01 Jan	01 Feb	01 Mar	01 Apr	01 May	· · · · · · · · · · · · · · · · · · ·

lan Moore THE AUDITORIUM

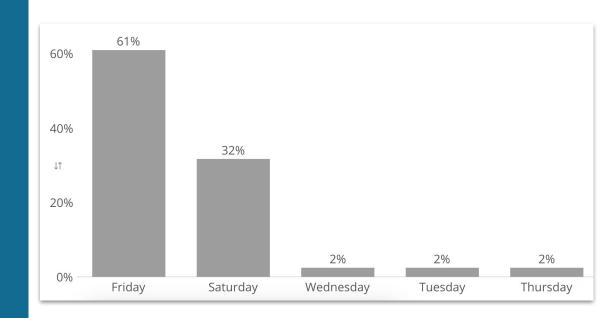


Origin DMA	Visitation Share	Sample Size	Avg LOS (Days)
Little Rock-Pine Bluff, AR	20%	8	1.8
Tulsa, OK	20%	8	1.5
Ft. Smith-Fayetteville-Springdale-Rogers, AR	10%	4	1.0
Joplin, MO-Pittsburg, KS	10%	4	1.4
Springfield, MO	5%	2	1.3
Oklahoma City, OK	5%	2	4.7
Monroe, LA-El Dorado, AR	2%	1	1.0
Columbia-Jefferson City, MO	2%	1	0.8

- → Sample Size low.
- → What we can learn here is that this event brought more regional visitation.
- → Most out-of-state visitors came from Oklahoma followed by Missouri and Kansas.

Arrival Day

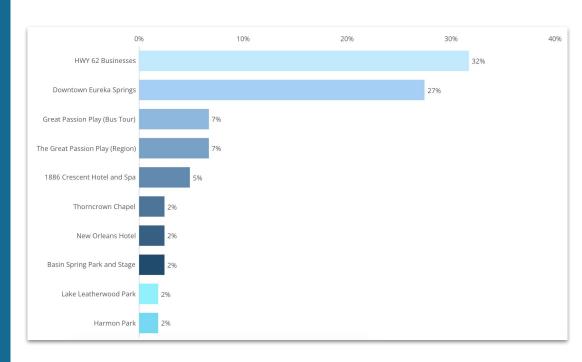
When did visitors arrive in-market?





Cross-Visitation

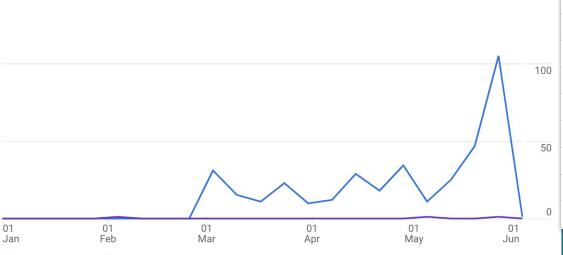
Where else did visitors go if they were observed in The Auditorium on June 1st?





- → The website brought 233 Users between Jan 1 June 2nd, 2024.
- → Interest began in March 2024 and was steady until mid-May when Pageviews spiked during the weeks leading up to the event.
- → Most website visitors came from Eureka Springs, Dallas, OKC, STLMO, and Chicago.

/event/ian-moore/ / event/ian-moore-and-the-shotgunbillys/



City ▼ X	↓ Views	Users	Views per user
	375	233	1.61
	0.05% of total	0.11% of total	Avg -51.99%
	0.00% 01 (0.01	0.11.0 01 total	7.1.g 01.77.0
(not set)	56	35	1.60
Eureka Springs	54	22	2.45
Dallas	38	29	1.31
Oklahoma City	19	13	1.46
St. Louis	12	8	1.50
Chicago	11	9	1.22
Muskogee	9	2	4.50
Bentonville	8	3	2.67
Kansas City	8	7	1.14
Little Rock	6	6	1.00

150

Plein Air Festival EUTZEKA SPTZINGS, AR

Origin DMA	Visitation Share	% Overnight Stays	Avg LOS (Days)
Little Rock-Pine Bluff, AR	19%	72%	1.0
Tulsa, OK	14%	73%	1.0
Springfield, MO	11%	75%	1.1
Kansas City, MO	10%	83%	1.1
Ft. Smith-Fayetteville-Springdale-Rogers, AR	9%	81%	1.1
Oklahoma City, OK	5%	79%	1.3
Joplin, MO-Pittsburg, KS	4%	80%	1.0
Jonesboro, AR	4%	73%	1.2
Dallas-Ft. Worth, TX	3%	82%	1.3
St. Louis, MO	2%	89%	1.3
Wichita-Hutchinson, KS Plus	2%	76%	1.2
Memphis, TN	1%	90%	1.0
Columbia-Jefferson City, MO	1%	70%	0.7
Shreveport, LA	1%	82%	1.8
Tyler-Longview(Lufkin & Nacogdoches), TX	1%	85%	1.3

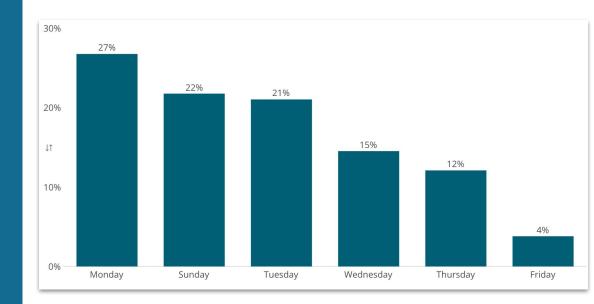
- → Qualified Arrivals mostly come from Little Rock & Tulsa DMAs.
- → STLMO and Memphis, TN generated the highest Overnight-% while Shreveport visitors stayed the longest.



Arrival Day

When did visitors arrive in-market?

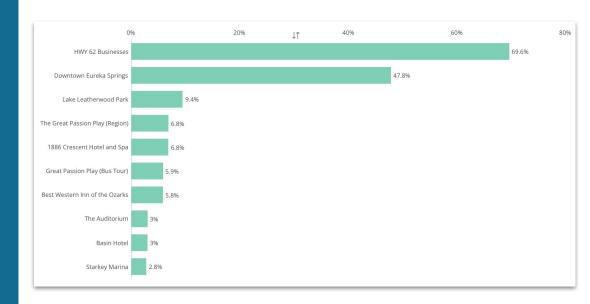
Note, we focused on visitors that Arrived on 6/2/24 or later and Departed on 6/7/24 or earlier.





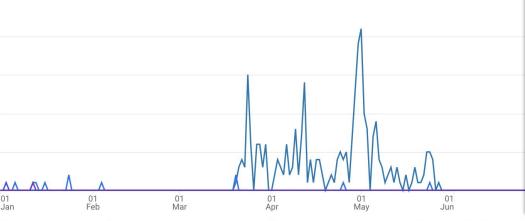
POI Visitation

Where else did visitors go if they were observed in Downtown from June 6th-9th, 2024?





- → The website brought 211 Users between Jan 1 June 10th, 2024.
- → Interest began in later March and stayed fairly consistent until the time of the event.
- → Compared to other events on the website, this event generated significantly less site traffic.
 - Let's investigate further.



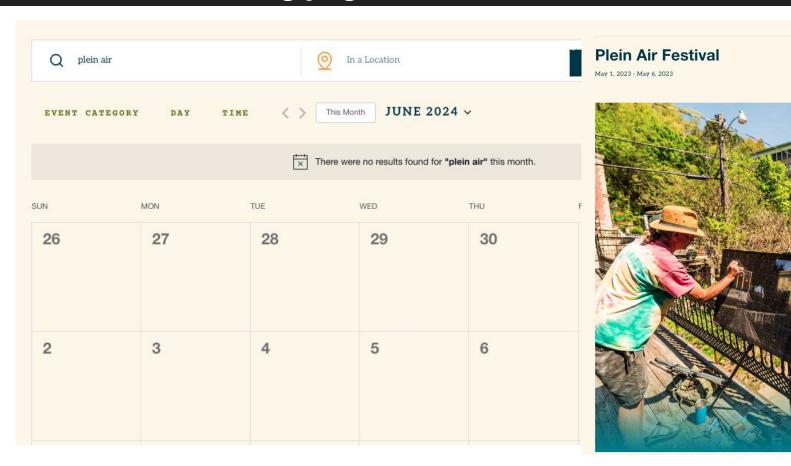
City → ×	↓ Views	Users	Views per user
	295 0.03% of total	211 0.07% of total	1.40 Avg -56.87%
(not set)	35	22	1.59
Dallas	28	25	1.12
Eureka Springs	19	10	1.90
Oklahoma City	14	8	1.75
Springdale	12	4	3.00
Olathe	10	2	5.00
Chicago	9	9	1.00
Kansas City	9	8	1.13
Greenbrier	7	1	7.00
Little Rock	7	6	1.17

🌒 /event/plein-air-festival/ 🌑 /event/eureka-springs-plein-air-festival/ 🌑 /event/plein-air-painters-of-eureka-springs-papes/2023-09-30/ 🌑





Is there a missing page?



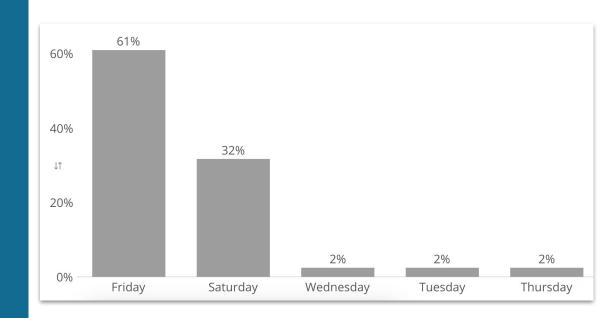
Pride Festival DOWNTOWN EUTZEKA SPTZINGS

Origin DMA	Visitation Share	Sample Size	Avg LOS (Days)
Little Rock-Pine Bluff, AR	17%	107	1.4
Tulsa, OK	16%	96	1.3
Oklahoma City, OK	9%	53	2.6
Kansas City, MO	7%	45	1.5
Ft. Smith-Fayetteville-Springdale-Rogers, AR	7%	44	1.8
Springfield, MO	7%	42	1.1
Dallas-Ft. Worth, TX	5%	28	3.9
Joplin, MO-Pittsburg, KS	4%	24	1.4
Memphis, TN	3%	17	3.1
St. Louis, MO	3%	16	2.5
Jonesboro, AR	2%	15	1.2
Wichita-Hutchinson, KS Plus	2%	13	3.0

- → Qualified Arrivals mostly come from Little Rock & Tulsa DMAs.
- → Memphis and STLMO make their way up the list and stay a healthy amount of time in-market.
- → DFW visitors are staying longest, confirming they are an engaged visitor segment irrespective of event.

Arrival Day

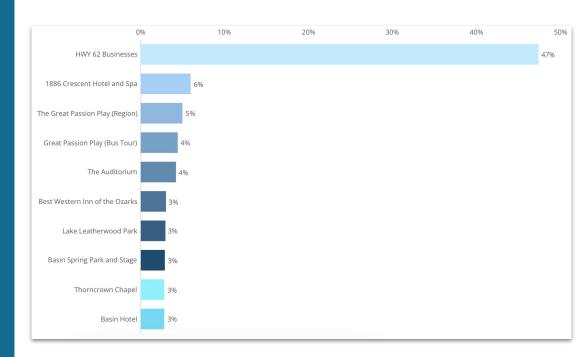
When did visitors arrive in-market?





Cross-Visitation

Where else did visitors go if they were observed in Downtown from June 6th-9th, 2024?





- → The website brought 3,786 Users between Jan 1 June 10th, 2024.
- → Interest began in early April 2024, plateaued in May, then spiked in late May / early June.
- → Most website visitors came from Dallas, Chicago, OKC, KCMO.

 Notable cities that popped into the Top 15 are Denver, Bentonville, and Tulsa, OK. NYC ranked 16th in Pageviews & Users.



City → ×	↓ Views	Users	Views per user
	6,576	3,786	1.74
	0.86% of total	1.64% of total	Avg -47.46%
Dallas	769	500	1.54
(not set)	649	418	1.55
Chicago	503	341	1.48
Oklahoma City	344	190	1.81
Kansas City	274	188	1.46
Little Rock	217	125	1.74
Fayetteville	165	108	1.53
Eureka Springs	135	84	1.61
St. Louis	115	81	1.42
Denver	87	57	1.53
Springfield	81	58	1.40
Bentonville	78	52	1.50
Tulsa	72	46	1.57
Fort Smith	55	34	1.62
Rogers	54	41	1.32

Mopar Weekend TUTZPENTINE CIZEEK

Where did visitors come from?

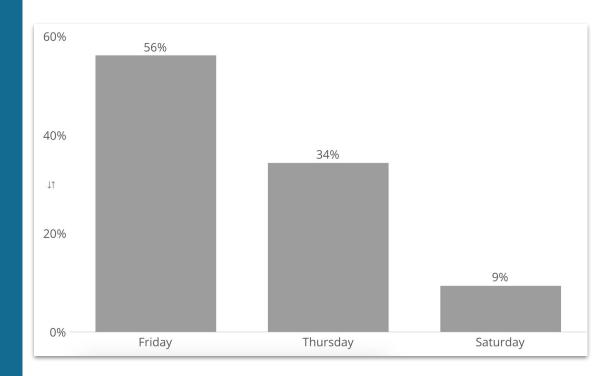
Origin DMA	Visitation Share	Sample Size	Avg LOS (Days)
Little Rock-Pine Bluff, AR	22%	7	1.3
Kansas City, MO	19%	6	0.8
Springfield, MO	13%	4	1.5
Shreveport, LA	9%	3	2.0
Tulsa, OK	6%	2	0.6
Oklahoma City, OK	6%	2	4.4

→ Sample Size Low...

→ The notable insight we can draw from this event is the inclusion of Shreveport, LA within the top visiting DMAs.

Arrival Day

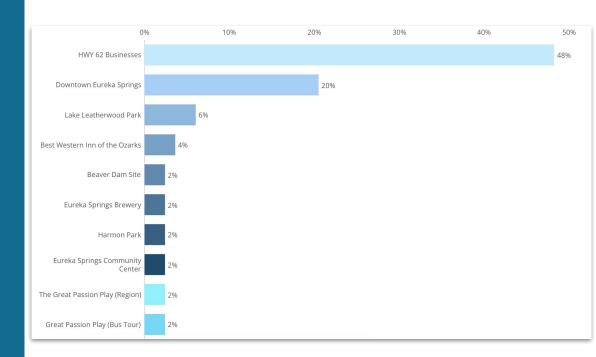
When did visitors arrive in-market?





Cross-Visitation

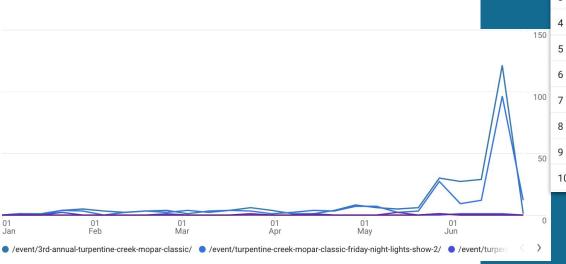
Where else did visitors go if they were observed at Turepentine Creek on June 21-22, 2024?





How did the website contribute?

- → The website brought 474 Users between Jan 1 June 23rd, 2024.
- → Interest began in mid-May 2024, plateaued for a few weeks and spiked the week of the event.
- → Most website visitors came from Dallas, Chicago, KCMO, and OKC.



City			Views	Views per user
	Totals	474	581	1.23
1	Dallas	58	67	1.16
2	(not set)	49	57	1.16
3	Chicago	41	43	1.05
4	Kansas City	25	29	1.16
5	Oklahoma City	25	30	1.2
6	Eureka Springs	19	36	1.89
7	Little Rock	16	24	1.5
8	St. Louis	13	16	1.23
9	Springfield	6	7	1.17
10	Wichita	5	6	1.2

Bob Wills' Texas Playboys THE AUDITORIUM

Where did visitors come from?

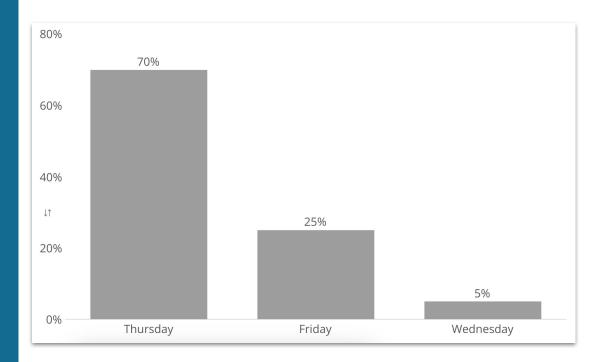
Origin DMA	Visitation Share	Sample Size	Avg LOS (Days)
Dallas-Ft. Worth, TX	35%	7	1.2
Little Rock-Pine Bluff, AR	10%	2	1.0
St. Louis, MO	10%	2	0.9
Portland, OR	5%	1	1.2
Baton Rouge, LA	5%	1	0.2
St. Joseph, MO	5%	1	2.9

- → Sample Size Low...
- → The notable insight we can draw from this event is unusual origin markets:
 - Portland, Baton Rouge, and St. Joseph MO all saw 1 qualified arrival while DFW led all origin markets.



Arrival Day

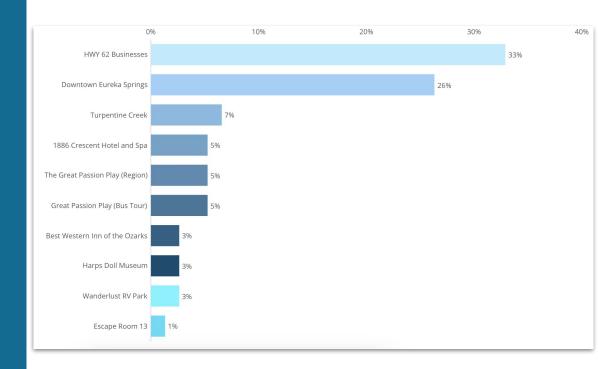
When did visitors arrive in-market?





Cross-Visitation

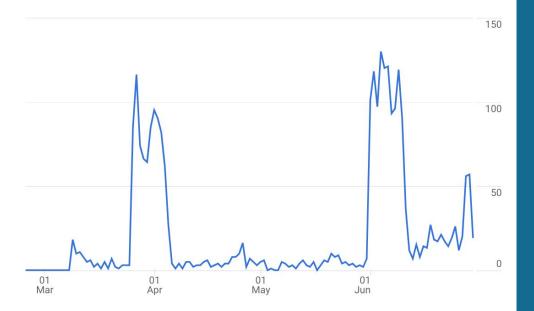
Where else did visitors go if they were observed at The Auditorium on June 28th?





How did the website contribute?

- → This page titled "30507" appears to have two distinct peaks is this page reused for multiple events?
- → Top cities are: Dallas, OKC, STLMO, Fayetteville, and Little Rock.
- → 2k users arrived at this page between Jan 1 June 30, 2024.



City ▼ ×	↓ Views	Users	Views per user
	2,685 0.29% of total	2,008 0.71% of total	1.34 Avg -58.75%
(not set)	295	230	1.28
Dallas	232	169	1.37
Oklahoma City	151	121	1.25
St. Louis	112	78	1.44
Fayetteville	98	83	1.18
Little Rock	94	64	1.47
Eureka Springs	90	58	1.55
Kansas City	80	59	1.36
Chicago	76	57	1.33
Springfield	74	58	1.28

May 2024 *EVENTS*

ARTrageous Parade EUTZEKA SPTZINGS, AR



Where did visitors come from?

- → Qualified Arrivals primarily came from the Little Rock-Pine Bluff DMA
- → Visitors from KCMO, OKC, and DFW all tended to greater than 2 days in market.
- → Tulsa contributed to 14% of visitation, but these visitors tended to be day trips.

Origin DMA	♦ Visitation Share	\$ Sample Size	Avg LOS (Days)
Little Rock-Pine Bluff, AR	18%	72	1.2
Tulsa, OK	14%	57	0.9
Springfield, MO	12%	51	0.9
Kansas City, MO	8%	32	1.9
Oklahoma City, OK	8%	32	2.0
Dallas-Ft. Worth, TX	6%	25	2.7
Joplin, MO-Pittsburg, KS	6%	23	0.9
Ft. Smith-Fayetteville-Springdale-Rogers, AR	3%	14	1.1
St. Louis, MO	3%	13	2.3
Jonesboro, AR	3%	13	0.9
Wichita-Hutchinson, KS Plus	2%	7	2.7
Tyler-Longview(Lufkin & Nacogdoches), TX	1%	6	2.4
Nashville, TN	1%	4	3.0
Topeka, KS	1%	4	2.5
Memphis, TN	1%	4	1.1
Austin, TX	1%	3	0.8
New Orleans, LA	1%	3	0.7
Monroe, LA-El Dorado, AR	1%	3	1.7
Huntsville-Decatur (Florence), AL	1%	3	3.7
St. Joseph, MO	1%	3	3.2

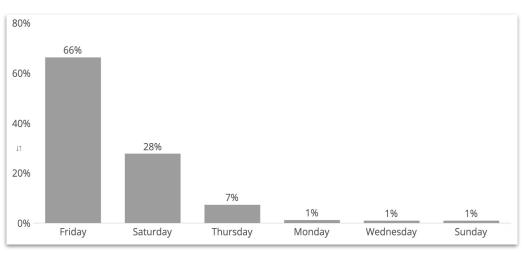


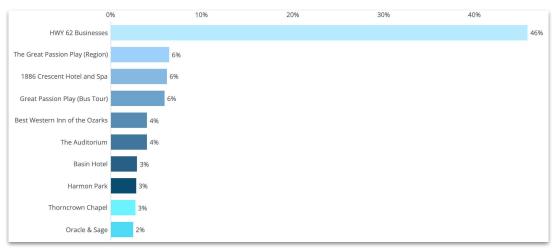
When did visitors arrive in-market?

Cross-Visitation

Where else did visitors go if they were observed in Downtown Eureka Springs on May 4th, 2024?



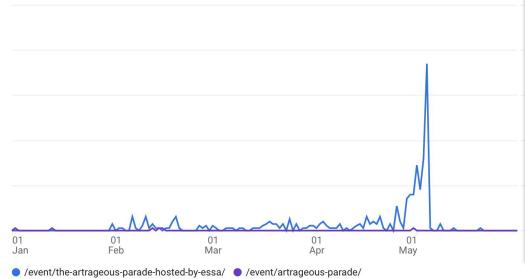






How did the website contribute?

- → The website brought 295 Users between Jan 1 May 5th, 2024..
- → Peaks in Sessions came in the days leading up to the event and during the day-of.
- → Most website visitors came from Dallas, Eureka Springs, Kansas City, and Chicago..



City ▼ X	↓ Views	Users	Views per user
	365	297	1.23
	0.05% of total	0.15% of total	Avg -63.45%
Dallas	53	41	1.29
Eureka Springs	31	14	2.21
Kansas City	22	17	1.29
(not set)	21	19	1.11
Chicago	16	16	1.00
Oklahoma City	16	14	1.14
St. Louis	15	13	1.15
Fayetteville	10	9	1.11
Denver	9	9	1.00
Springfield	9	10	0.90

Conclusions

(AKA WHAT DID WE LEATEN?)

Visitation

- → 20% of Qualified Arrivals came from the Tulsa, OK DMA. Events appear to be a driver of this market and should be further considered when highlighting certain messaging for this particular market.
- → 477 Unique Devices were classified as residents; which accounted for 54% of devices seen in Downtown.

Website

- → Traffic to this page was sparingly outside of the days before the event and one month prior.
- → How can we use this information to improve marketing reach for the 2025 event?

Overall

→ The event brought in a good balance of visitors and residents, interest in the website can be further utilized for 2025. Cross-visitation is fairly limited to HWY 62 Business, but we do see potential in how this particular event drives traffic throughout the city of Eureka Springs.

The Arkansas Music Works THE AUDITORIUM

Where did visitors come from?

Origin DMA	♦ Visitation Share	\$ Sample Size	Avg LOS (Days)
Little Rock-Pine Bluff, AR	25%	8	1.0
Kansas City, MO	16%	5	2.3
Oklahoma City, OK	9%	3	0.9
Dallas-Ft. Worth, TX	9%	3	1.7
Tulsa, OK	9%	3	2.4
Springfield, MO	6%	2	0.6
Ft. Smith-Fayetteville-Springdale-Rogers, AR	6%	2	1.3
Joplin, MO-Pittsburg, KS	3%	1	0.8
New Orleans, LA	3%	1	0.9
Harrisburg-Lancaster-Lebanon-York, PA	3%	1	12.6
Memphis, TN	3%	1	7.1
Topeka, KS	3%	1	9.5
Tampa-St. Petersburg (Sarasota), FL	3%	1	0.7

→ Qualified Arrivals sample size was fairly small for this particular event. Be careful when drawing conclusions.

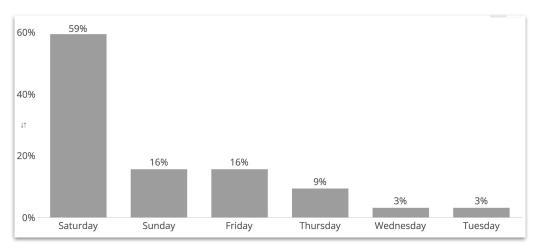


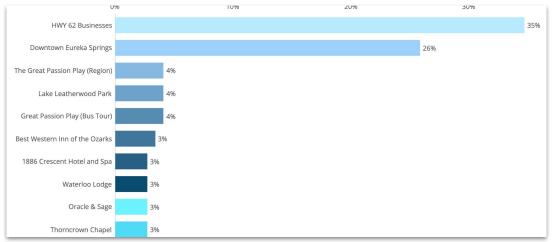
Arrival Day

When did visitors arrive in-market?

Cross-Visitation

Where else did visitors go if they were observed at The Auditorium on May 12th, 2024?

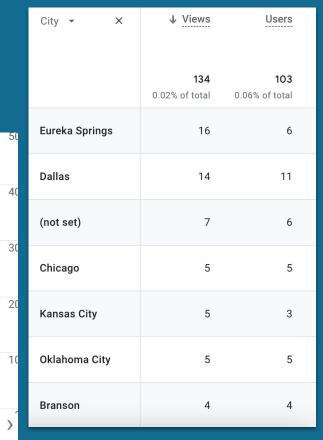






How did the website contribute?

- → The page generated 103 Users.
- → The first session for this page came on April 20th, 2024 three weeks before the event. It slowly grew, and peaked on the day of the event (May 12th, 2024).
- → Most website visitors came from Dallas, Eureka Springs, and Fayetteville.



01	01	01	01	01
Jan	Feb	Mar	Apr	May

Conclusions

(AKA WHAT DID WE LEATEN?)

Visitation

- → 20% of Qualified Arrivals came from the Tulsa, OK DMA. Events appear to be a driver of this market and should be further considered when highlighting certain messaging for this particular market.
- → 477 Unique Devices were classified as residents; which accounted for 54% of devices seen in Downtown.

Website

- → Traffic to this page was sparingly outside of the days before the event and one month prior.
- → How can we use this information to improve marketing reach for the 2025 event?

Overall

→ The event brought in a good balance of visitors and residents, interest in the website can be further utilized for 2025. Cross-visitation is fairly limited to HWY 62 Business, but we do see potential in how this particular event drives traffic throughout the city of Eureka Springs.

Sonny Landreth MOTZE INFO BELOW ...

Where did visitors come from?

♦ Origin DMA	♦ Visitation Share	\$ Sample Size	Avg LOS (Days)
Tulsa, OK	18%	3	0.9
Kansas City, MO	12%	2	0.7
Little Rock-Pine Bluff, AR	12%	2	0.4
Greensboro-High Point-Winston Salem, NC	12%	2	1.2
Oklahoma City, OK	12%	2	1.0
Ft. Smith-Fayetteville-Springdale-Rogers, AR	6%	1	0.3
Tyler-Longview(Lufkin & Nacogdoches), TX	6%	1	1.0
St. Joseph, MO	6%	1	0.3
Dallas-Ft. Worth, TX	6%	1	2.1
Austin, TX	6%	1	0.9
San Francisco-Oakland-San Jose, CA	6%	1	0.9

- → Qualified Arrivals sample was small, be mindful when drawing conclusions.
- → Greensboro-High Point-Winston Salem, NC is not usually within the top 10 a sample size of 2 does not generate enough interest to adjust marketing efforts, but it is interesting nonetheless.

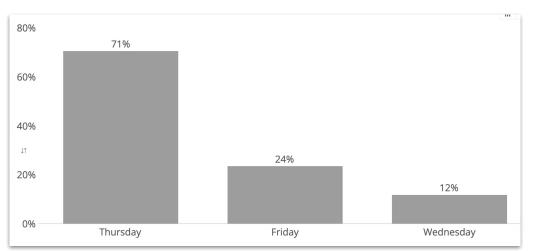
Arrival Day

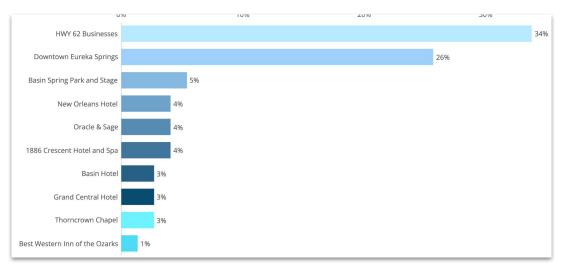
When did visitors arrive in-market?

Cross-Visitation

Where else did visitors go if they were observed at The Auditorium on May 31st, 2024?



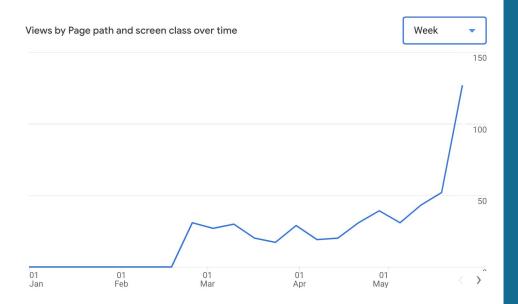






How did the website contribute?

- → The website generated 312 Users between Jan 1 Jun 1, 2024.
- → Users began viewing the page in late Feb/early March and generated stead traffic until the event occurred in the last week of May.
- → Most website visitors came from Eureka Springs, Dallas, and Oklahoma City.



City ▼ ×	↓ Views	Users	Views per user
	516 0.07% of total	312 0.15% of total	1.65 Avg -50.78%
Eureka Springs	76	21	3.62
(not set)	45	33	1.36
Dallas	44	37	1.19
Oklahoma City	28	16	1.75
Chicago	19	14	1.36
Fayetteville	16	11	1.45
Denver	12	10	1.20
Kansas City	11	6	1.83
Forsyth	8	1	8.00
Little Rock	8	5	1.60

Conclusions

(AKA WHAT DID WE LEATEN?)

Visitation

- → 20% of Qualified Arrivals came from the Tulsa, OK DMA. Events appear to be a driver of this market and should be further considered when highlighting certain messaging for this particular market.
- → 477 Unique Devices were classified as residents; which accounted for 54% of devices seen in Downtown.

Website

- → Traffic to this page was sparingly outside of the days before the event and one month prior.
- → How can we use this information to improve marketing reach for the 2025 event?

Overall

→ The event brought in a good balance of visitors and residents, interest in the website can be further utilized for 2025. Cross-visitation is fairly limited to HWY 62 Business, but we do see potential in how this particular event drives traffic throughout the city of Eureka Springs.

Bluegrass Weekend MOTZE INFO BELOW ...



Where did visitors come from?

- → Qualified Arrivals primarily came from the Little Rock and Tulsa DMAs.
- → Visitors from OKC and DFW tended to stay 3 days, on average.

♦ Origin DMA	♦ Visitation Share	\$ Sample Size	Avg LOS (Days)
Little Rock-Pine Bluff, AR	16%	120	1.1
Tulsa, OK	15%	112	1.2
Oklahoma City, OK	8%	63	2.9
Kansas City, MO	8%	61	1.5
Dallas-Ft. Worth, TX	8%	60	3.3
Springfield, MO	7%	57	1.3
Ft. Smith-Fayetteville-Springdale-Rogers, AR	5%	36	1.5
St. Louis, MO	3%	25	4.0
Wichita-Hutchinson, KS Plus	3%	20	3.5
Joplin, MO-Pittsburg, KS	3%	20	1.3
Columbia-Jefferson City, MO	2%	14	1.7
Shreveport, LA	2%	14	2.2
Memphis, TN	2%	13	1.9
Sherman, TX-Ada, OK	2%	13	3.9
Houston, TX	1%	10	2.6
Jonesboro, AR	1%	10	1.4
Monroe, LA-El Dorado, AR	1%	7	3.1
New Orleans, LA	1%	7	4.4
Tyler-Longview(Lufkin & Nacogdoches), TX	1%	7	2.7
Denver, CO	1%	6	6.2

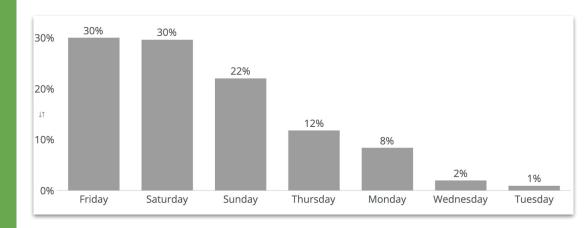


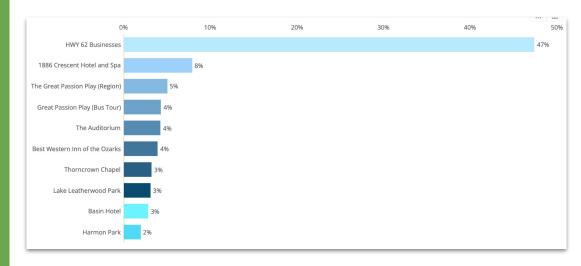
Arrival Day

When did visitors arrive in-market?

Cross-Visitation

Where else did visitors go if they were observed in Downtown Eureka Springs on March 16th, 2024?

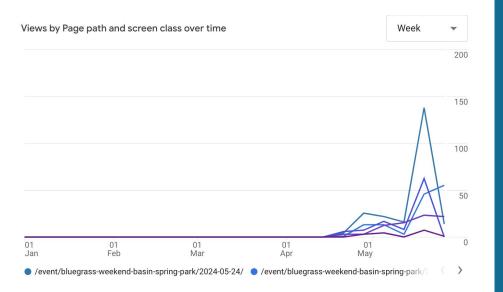






How did the website contribute?

- → The website generated 214 Sessions between Jan 1 Mar 17, 2024.
- → Peaks in Sessions came in early February and just prior to the event.
- → Most website visitors came from Dallas, Eureka Springs, and Fayetteville.



City		↓ Active users	Views	Views per user
	Totals	397	543	1.37
1	Dallas	45	53	1.18
2	Chicago	31	39	1.26
3	(not set)	28	41	1.46
4	Kansas City	17	24	1.41
5	Oklahoma City	16	21	1.31
6	Little Rock	15	23	1.53
7	St. Louis	14	21	1.5
8	Eureka Springs	8	15	1.88
9	Fayetteville	7	13	1.86
10	Tulsa	7	7	1

Conclusions

(AKA WHAT DID WE LEATEN?)

Visitation

- → 20% of Qualified Arrivals came from the Tulsa, OK DMA. Events appear to be a driver of this market and should be further considered when highlighting certain messaging for this particular market.
- → 477 Unique Devices were classified as residents; which accounted for 54% of devices seen in Downtown.

Website

- → Traffic to this page was sparingly outside of the days before the event and one month prior.
- → How can we use this information to improve marketing reach for the 2025 event?

Overall

→ The event brought in a good balance of visitors and residents, interest in the website can be further utilized for 2025. Cross-visitation is fairly limited to HWY 62 Business, but we do see potential in how this particular event drives traffic throughout the city of Eureka Springs.

Jerryberry Festival MOTZE INFO BELOW ...



Where did visitors come from?

♦ POI Name	♦ Origin DMA	♦ Visitation Share	\$ Sample Size	Avg LOS (Days)
The Farm	Springfield, MO	25%	1	1.0
The Farm	Little Rock-Pine Bluff, AR	25%	1	1.1
The Farm	Dallas-Ft. Worth, TX	25%	1	7.7
The Farm	Oklahoma City, OK	25%	1	1.3

→ SAMPLE SIZE TOO SMALL TO GENERATE INSIGHTS

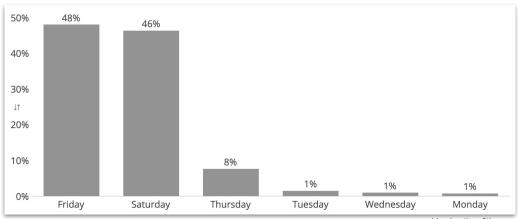


Arrival Day

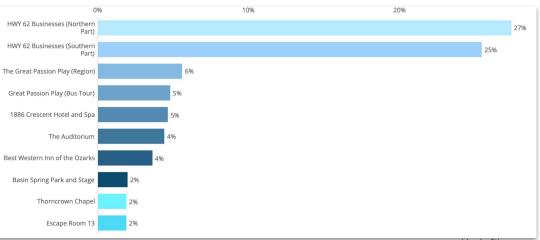
When did visitors arrive in-market?

Cross-Visitation

Where else did visitors go if they were observed in Downtown Eureka Springs on March 16th, 2024?





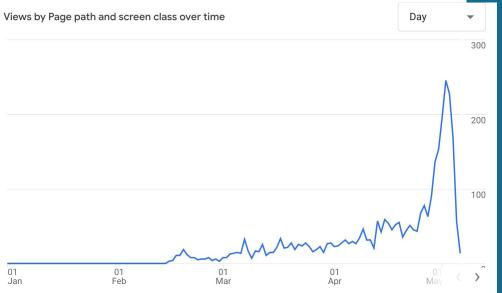


March 16th, 2024



How did the website contribute?

- → The website generated over 2k Users from January 1st -May 5th, 2024
- → Pageviews began to see users in mid-February and steadily increased until mid-April.
- → Most website visitors came from Dallas, Chicago, Kansas City, and OKC.



City			Views	Views per user
	Totals	2,089	3,136	1.5
1	Dallas	244	327	1.34
2	(not set)	162	209	1.29
3	Chicago	137	201	1.47
4	Kansas City	115	156	1.36
5	Oklahoma City	93	156	1.68
6	St. Louis	65	108	1.66
7	Little Rock	57	88	1.54
8	Fayetteville	56	114	2.04
9	Denver	45	63	1.4
10	Springfield	36	66	1.83

Conclusions

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Visitation

- → 20% of Qualified Arrivals came from the Tulsa, OK DMA. Events appear to be a driver of this market and should be further considered when highlighting certain messaging for this particular market.
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Website

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March 2024

EVENTS

St. Patrick's Day (2024) MOTZE INFO BELOW ...

Where did visitors come from?

- → Qualified Arrivals primarily came from the Tulsa, OK DMA.
- → Little Rock-Pine Bluff, AR was second in terms of visitor contribution.
- → Visitors primarily stayed 1 day in-market, aside from OKC visitors which averaged 2 days in-market.

Origin DMA	♦ Visitation Share	\$ Sample Size	Avg LOS (Days)
Tulsa, OK	20%	80	1.0
Little Rock-Pine Bluff, AR	19%	75	1.1
Springfield, MO	10%	41	0.9
Oklahoma City, OK	9%		2.2
Kansas City, MO	9%		1.3
Joplin, MO-Pittsburg, KS	5%	20	1.0
Ft. Smith-Fayetteville-Springdale-Rogers, AR	4%	15	0.9
St. Louis, MO	3%	12	3.3
Dallas-Ft. Worth, TX	3%	11	2.2
Jonesboro, AR	3%	11	1.2
Wichita-Hutchinson, KS Plus	2%	10	2.6
Sherman, TX-Ada, OK	1%	4	3.3
Memphis, TN	1%	4	4.9
New Orleans, LA	1%	3	6.4
Paducah, KY-Cape Girardeau, MO-Harrisburg, IL	1%	3	5.6
Wichita Falls, TX-Lawton, OK	1%	3	5.0
Houston, TX	1%	3	2.5
Des Moines-Ames, IA	1%	3	3.3
Columbia-Jefferson City, MO	1%	3	0.7
Shreveport, LA	1%	3	0.4

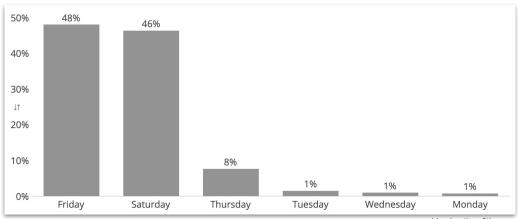


Arrival Day

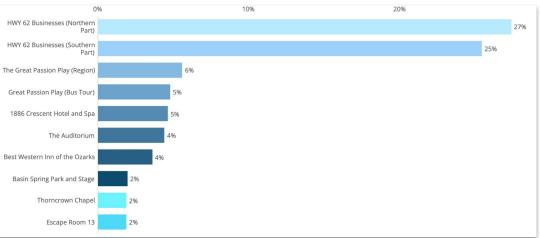
When did visitors arrive in-market?

Cross-Visitation

Where else did visitors go if they were observed in Downtown Eureka Springs on March 16th, 2024?







March 16th, 2024



New users

0.21% of total

146

17

19

12

8

Sessions

0.24% of total

214

27

24

20

11

X

City -

Dallas

(not set)

Eureka Springs

Fayetteville

Users

179

22

22

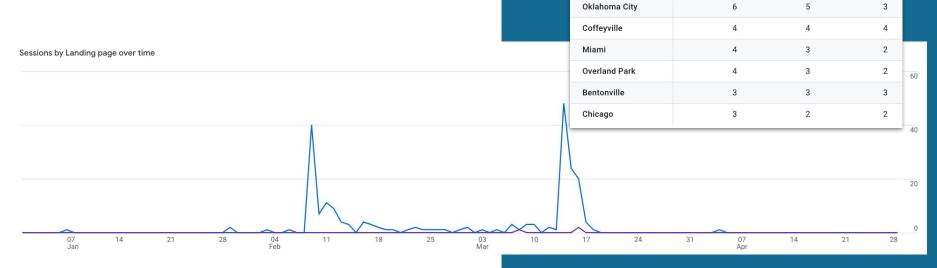
14

11

0.25% of total

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Conclusions

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