

## Where We Started. Where We're Going.

We'll start by getting to know your destination and aligning on key goals for our partnership.

#### Success from 2024.

#### **Creative & Messaging**

- → "Free To Be" campaign development + launch
- → Strong foundation for continued campaign and brand evolution
- → Increased knowledge of destination + value props

#### **Media & Public Relations**

- → \$1.5M in gross booking revenue as reported by Expedia
- → Strong foundational tactics identified to drive continued success moving into 2025
- → 18 media placements | \$1.4M+ AVE

#### **Stakeholder & Community Engagement**

- → Created reporting one-sheet for high level look at performance for CAPC
- → In-Market 8 times in 2024
  - ♦ Including 2 video shoots
- → Taylor joined the October CAPC Meeting for 2024 Recap

#### Plans for 2025.

#### **Growth Mindset**

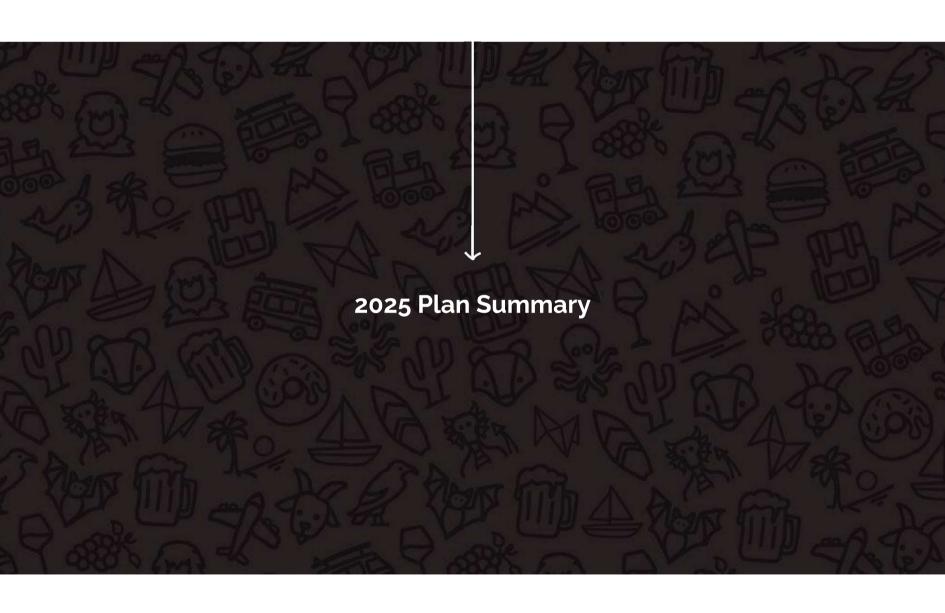
- → Emerging Markets
- → What worked well, what didn't
- → Leaning into measurable KPI's (Conversions, Bookings)

#### **Investing in the Future of Eureka Tourism**

- → User Experience & Website Navigation
- → CAPC Resources & Efficiency

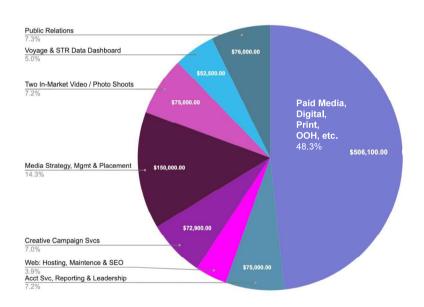
#### "Free to Be" Creative Evolution

- → Honing brand persona and messaging
- → Embracing "bold whimsy" for creative impact
- → Highlighting photo and video assets collected in 2024

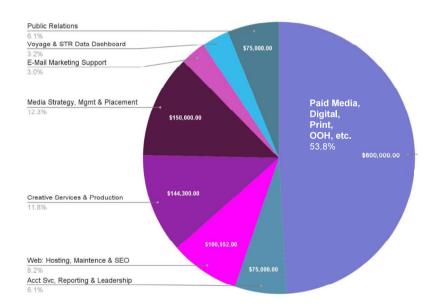


### 2024 Plan Breakout vs. 2025 Recommendations

### 2024 Investment Breakout \$1,047,000 Budget



#### 2025 Investment Breakout \$1,221,452 Budget



## 2025 Summary of Changes Compared to Prior Year

#### **Key Changes**

#### **Increased Media Presence: Paid & Owned**

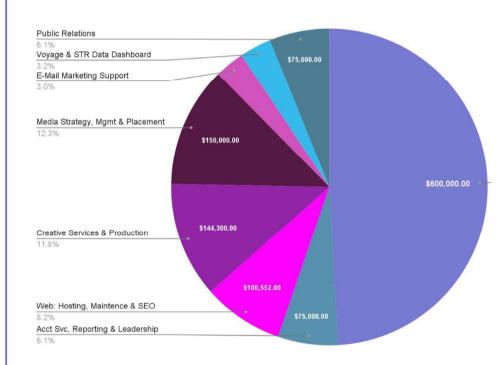
- → Foundational, Regional & Group Tours
- → E-Mail Marketing for Events

#### **Improving Website Functionality**

- → Technical Rebuild + 2 Sprints
- → Templates for CAPC Team Efficiency

#### **Video & Photo Shoot**

- → Instead of 2 per year, one photo shoot
- → Preparations for Winter Shoot



# **2025 Agency Services Pie Chart**

#### **Investment Breakout**

Public Relations \$75,000

Voyage & Data Services \$39,600

Creative Services & Production \$144,300

Web Hosting, Maintenance & SEO \$45,160

Web Dev & Technical Migration \$55,392

Account Mgmt, Svc & Reporting \$75,000

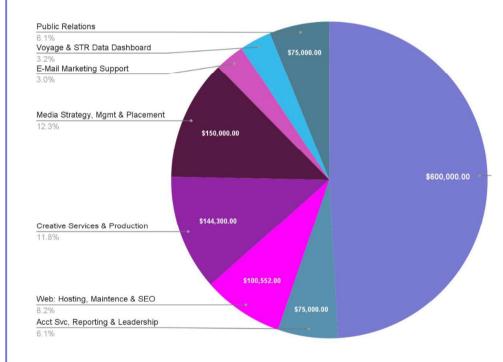
Media Strategy, Mgmt

& Placement \$150,000

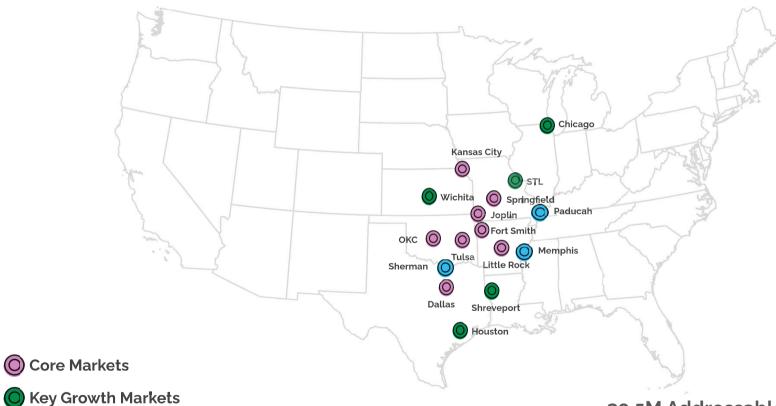
Paid Media (Pass-Thru Cost) \$600,000

**Email Marketing Support,** 

Management & Reporting \$37,000



### **GEOGRAPHIC TARGETING ACROSS PAID MEDIA EFFORTS**

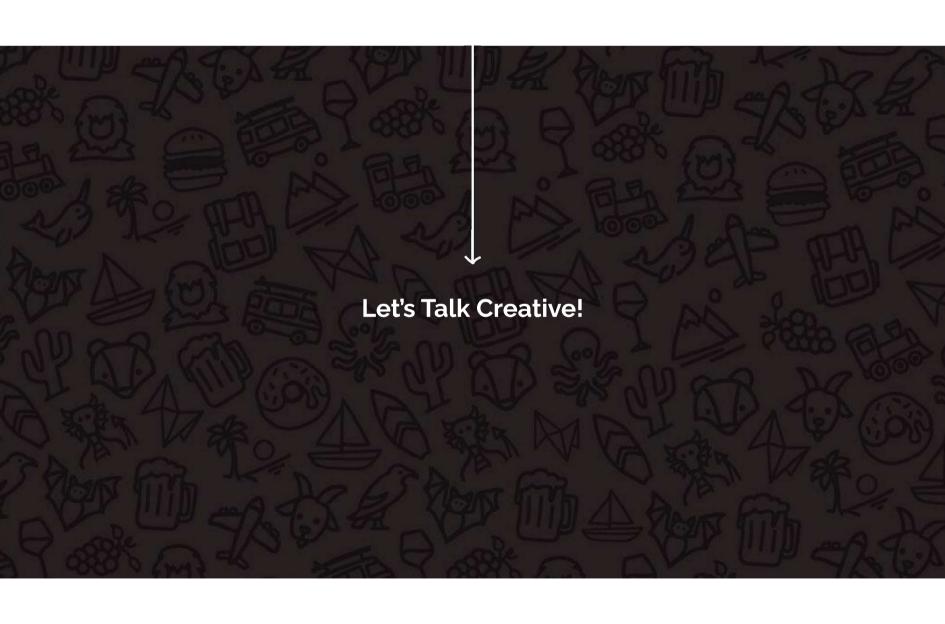


**Key Growth Markets** 

Emerging Markets

39.5M Addressable Audience

Adults ages 25-65+ Source: Resonate



### **Creative Evolution**

#### **Short-Term**

#### Fall Photo & Video Shoot Final Touches

- → Creation of edited photo asset library
- → Script development for :60 + :30 "hero" spots
- → Delivery of remaining videos

#### **Preparing for Spring 2025**

- → Alignment on use of existing brand components (colors, icons)
- → Partnership with media to increasingly consider how performance metrics can inform creative and brand strategy

#### "Free to Be" Evolution

- → Brand Character + Tone of Voice
- → Brand Guidelines by Placement
- → Evolution of Campaign Visuals

#### **Long-Term**

#### Filling for Current Asset "Gaps"

- → Weddings
- → Mountain Biking
- → Meetings & Conventions
- → Winter Holidays

#### 2025 Photo & Video Shoot

- → Seasonal Gaps
- → Photo Shoot in 2025
- → Winter 2026 preparations through 2025

#### **Repurposing UGC**

→ Influencers' whitelisted content in campaigns





Eureka Springs		CREATIVE NEEDS & PRODUCTION TIMELINE													
		WINTER	SPRING			SUMMER				FALL			HOLIDAY		
		GENERAL LEISURE	GENERAL LEISURE, CORE EVENTS SPRING BREAK		GENERAL LEISURE, CORE EVENTS	GENERAL LEISURE, CORE EVENTS, MOUNTAIN BIKING			GL, CORE EVENTS, ADULT TRAVEL	GENERAL LEISURE, CORE EVENTS, MOUNTAIN BIKING			HOLIDAY		
	JANUARY	<b>FEBRUARY</b>	MARCH	APRIL	MAY	JUNE JULY		<b>AUGUST</b>	SEPTEMBER OCTOBER NO		NOVEMBER 1-14	NOVEMBER 15-30	DECEMBER		
Digital	Type of Ad														
Google Demand Gen	Single Image Ads (x1 for ad group) Video		Swap Live Feb 1			Swap Live May 1				Swap Live Sept 1			Swap Live Nov 15		
Epsilon	Banners	_			Live Apr 1										
Expedia	Banner Landing Page Native Marquee Card (Image, Copy)			Live Mar 1											
Azira Display	Banners			Live Mar 1						Live Sept 1					
Meta Prospecting	Single Image Ads (x1 for ad group)		Swap Live Feb 15			Swap Live May 1				Swap Live Sept 1			Swap Live Nov 15		
Meta Remarketing	Single Image Ads (x1 for ad group)		Swap Live Feb 15			Swap Live May 1				Swap Live Sept 1			Swap Live Nov 15		
Clicktripz	Branded Panel		With Vendor	Live Mar 1											
Reddit				Live Mar 1						Live Sept 1					
Print															
Arkansas Bride	Full Page Print Ad			Due Mar 7											
AY Magazine	Full Page Print Ad		Due Feb 12						Due Aug 13						
417 Magazine	Full Page Print Ad Advertorial Global Directory Listing (Images) Digital Gallery		Due Feb 23					Due July 26							
Kansas City Magazine	Two Page Spread Print Ad Day Drive Travel Piece		Due Feb 7						Due Aug 8			Due Nov 7			
405 Magazine	Full Page Print Ad		Due Feb 12		Due Apr 14										

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Madden   FY25 Media Calendar														
Month	Jan'25	Feb	March	April	Мау	Jun	July	Aug	Sep	Oct	Nov	Dec		
Foundational Media Tactics														
Google SEM														
Google Demand Gen														
Epsilon Data-Driven Display														
Expedia														
Azira CTV														
Azira Display														
Meta Prospecting + Remarketing														
Influencers														
	Regional Partnerships													
Regional Magazines (AR Bride, AY Magazine, 417 Magazine, Kansas City Magazine, 405 Magazine)			AY KC	417 405		AR Bride 405			AY 417 KC			AR Bride KC		
Arkansas State Guide Custom Emails														
Billboards: Kansas City & Northwest Arkansas	Northwest AR - Year Round									KC - Fall/Football Season				



#### Madden | FY25 Media Calendar

Month	Jan'25	Feb	March	April	Мау	Jun	July	Aug	Sep	Oct	Nov	Dec
Innovative Tactics												
ClickTripz												
Reddit												
iHeart Radio Podcasts												

\*Public Relation Efforts, and Website Optimizations are not included in the plan timeline, but will be supported throughout the year.



# **Media Strategy Overview**

#### Flexible, Yet Balanced Plan

#### **Foundational**

- → 53% of Overall Paid Media Plan for Strong Reach/Frequency in Key Markets
- → Always On Meta + Google SEM with Seasonal Swaps
- → Travel Endemic, Influencers + OTT/CTV

#### Regional

- → Just under 30% of Overall Paid Media
- → Leaning into Niche Regional Audiences:
  - Razorbacks, Bride
- → Highly Engaged Drive Market Audiences

#### **Innovative**

- → AI Integrated Solutions
- → Niche National Audiences for Consideration
- → New platforms with trusted, loyal audiences

#### 2025 Opportunities

#### **Meetings & Groups**

- → Group Travel Pubs
- → American Bus Association
- → Currently less than 5% of overall Paid Media plan

#### **Year-Round High Impact**

- → Strategic Billboard Placement through 2025
- → Continued Presence around Arrowhead
- → Regional Print Publications

#### **Opportunity Fund**

- → Flexibility as opportunities arise
- → Key event promotion



### **Innovative Media Tactics**

### Clicktripz

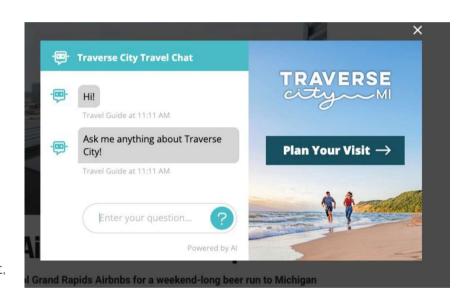
#### **STRATEGY**

- As we dive into the world of AI, ClickTripz has a unique AI chatbot option (CHIME) that allows consumers to interact with a fly-in widget that is AI powered and can answer questions in real time about Eureka Springs. All answers will link back to the Eureka Springs website for and can easily be tracked via referral in GA4.
- ClickTripz is also focused on clicks to the destination's website - this is an excellent tool to support individuals that are in the consideration phase of the planning journey.

#### **TARGETING**

- ClickTripz publisher network is focused on endemic, editorial content with partners including Fodors, Time Out, Spirit and USA Today 10 Best, Creative units are launched against qualified users as they enter and exit the travel publishers.
- Geo and content targeting relevant to Eureka Springs.

Est. Deliverable 33.333 Clicks



### **Innovative Media Tactics**

#### Est. Deliverable

21,127 Clicks

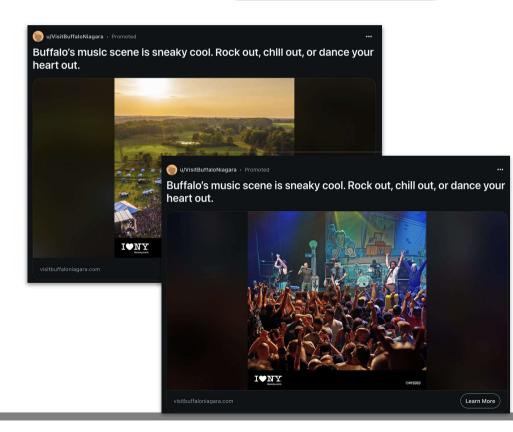
### Reddit

#### **STRATEGY**

- Utilize this popular social network to place image and text ads against content relative to the outdoor offerings in Eureka Springs with a focus on mountain biking and hiking.
- Campaign will run in both the spring and fall to support shoulder seasons.

#### **TARGETING**

- Content focused on sub-Reddit's focused on cycling, mountain biking, hiking, best hiking trails, Eureka Springs, Northwest Arkansas, Arkansas.
- Geo-targeting focused on core and growth markets.



### **Innovative Media Tactics**

#### iHeartMedia Podcast Network

#### **STRATEGY**

 Leverage iHeart's large podcast network to connect with millennial travelers who lean on podcasts for travel inspiration.

#### **TARGETING**

- Psychographic targeting groups developed by iHeart:
  - NEST: Reaches an audience that over-indexes vs. A35-54 / Suburban / Kids in HH / HHI \$100K+ / Travel Intender
  - PROGRESSIVE: Reaches an audience that over-indexes vs. A25-54 / Parents / Affluent
  - THRIVER: Reaches an audience that over-indexes vs.
    W18-49 / Moms / Values Experiences
- Geo-targeting focused on core and growth markets.

Est. Deliverable 5M+ Impressions











# Regional + Niche Partnerships

#### **STRATEGY**

 Focus in on local partnerships in drive markets to leverage digital and traditional placements to build brand awareness and consideration during shoulder seasons.

#### **TARGETING**

- Leverage partnerships that offer reach into top drive markets including but not limited to:
  - o 417 Magazine Springfield, MO
  - AY Magazine Little Rock (all Arkansas circulation)
  - Kansas City Magazine Kansas City, MO
  - Oklahoma Magazine Tulsa (all Oklahoma circulation)
  - Razorback Football Partnership
  - o Arkansas Bride













# 2025 Regional Partnership - AY Magazine



#### LITTLE ROCK, AR

In order to increase your exposure through print in the Little Rock area in 2025, we recommend taking advantage of full-page print placements in AY Magazine, Arkansas' largest magazine.

The publication has a monthly viewership of over 161k readers. Their readers skew female at 64%, with 90% of their readers falling in the 35-74 age range, and 77% falling the \$75-200k HHI range.

AY Magazine readers are travel-minded, with over 78k planning a vacation or trip within the next 12 months. To serve this audience, each issue features a 'Bucket List Visits' section.

Circulation per issue: 35k

We recommend investing on the following buy with AY Magazine:

 Full Page Ads in the March and September issues -\$2,995

Total Investment; \$5,990

### 2025 Regional Partnership - AY Magazine (addt'l option)



#### LITTLE ROCK, AR

AY Magazine is excited to present a unique opportunity called 'AR Gems' featuring Heather Baker, President and Publisher of AY Media Group. Heather will travel to Eureka Springs and experience all that your destination has to offer. Following her visit, she will produce an extensive feature—a minimum of two pages—spotlighting the best of Eureka Springs.

This exclusive opportunity includes:

- A feature of at least 2 pages in AY About You's monthly print publication, with the option for additional coverage at Heather's discretion.
- Prominent coverage in AY About You's digital issue.
- Inclusion in AY About You's digital newsletter.
- Targeted promotion through posts on Heather Baker's personal social media platforms as well as AY About You's official social media pages.

This is a fantastic chance to showcase Eureka Springs to a broad and engaged audience!

Total Investment for 2 pages; \$4,995

# 2025 Regional Partnership - 417 Magazine



#### SPRINGFIELD, MO

In order to increase your exposure through print in the Springfield, MO area in 2025, we recommend taking advantage of placements in 417 Magazine.

The publication has an audience of over 110k print readers. 68% of their readers are planning a weekend trip next year, and a large percentage of their readers plan to visit Northwest Arkansas in 2025.

417 Magazine features a series twice a year titled "Let's Go". This series invites the active, affluent readers of 417 Magazine to your regional travel destination. This feature includes advertorial that runs in both the print issue and within their regional travel spotlight on 417mag.com, along with a display ad to run during that month.

Circulation per issue: 20k

We recommend investing on the following buy with 417 Magazine:

- Full Page ad in the April issue "Let's Go" series \$4,250
- Full Page ad in the September issue "Let's Go" series \$4,250

Total Investment; \$8,500

# 2025 Regional Partnership - Kansas City Magazine



#### KANSAS CITY, MO

In order to increase your exposure through print in the Kansas City, MO area in 2025, we recommend taking advantage of full-page print placements in the Kansas City Magazine, which features compelling, local content.

The publication has a monthly viewership of over 112k readers. Their readers skew female at 64%, with 74% of their readers falling in the 35-64 age range, and 57% of their readers falling in the 25-54 age range. Their readers also have an average household income of over \$158k.

Circulation per issue: 25k

We recommend investing on the following buy with Kansas City Magazine:

- Two-Page Spreads in the following issues:
  - March "Wineries & Travel" Issue
  - September "Arts" Issue
  - December "Music Scene" Issue

Total Investment; \$12,375

# 2025 Regional Partnership - 405 Magazine



#### OKLAHOMA CITY, OK

In order to increase your exposure through print in the Oklahoma City area in 2025, we recommend taking advantage of full-page print placements in 405 Magazine, central Oklahoma's definitive city and lifestyle magazine.

The publication has a monthly reach of 137k, with a circulation of 17,856. Their readers skew female at 61%, with the average 405 Magazine reader's household income at \$185k+.

Circulation per issue: 17k

We recommend investing on the following buy with 405 Magazine:

- Full Page Inside Front Cover Ad in the June Travel Issue
  \$5,620
- Full Page Ad in the April Arts Issue \$4,500

Total Investment; \$10,120



### **Public Relations Overview**

#### 2024 Success

#### **YTD Madden Generated**

- → 25 placements
- → 157M readership
- → \$1.45M+ ad value equivalency
- → 5,859 social shares

#### **Quarterly PR Newsletter Open Rates - HUGE!**

- → Q1 77.2%
- → Q2 66,9%
- → Q3 -76.5%
- → Q4 65.7%

#### **Publication Highlights**

- → Southern Living
- → Forbes
- → Garden & Gun
- → Midwest Living
- → Hotels Above Par

#### **Travel Writer Highlights and Visits**

- → Brian Cicioni (USA Today)
- → Matt Kirouac (Thrillist)
- → Heide Brandes (Huff Post)
- → Nicky Omohundro (Little Family Adventures)

#### 2025 Recommendation

#### **Public Relations Plan**

- → 25 hours/month pitching (going up from 15)
- → Muck Rack Reporting
- → 5 writer press trips (3 already secured!)
- → Bi-Annual Writer Newsletter
- → (NEW) Mailer Boxes to complement Writer Newsletters & Unique Approach
  - ♦ 15 Custom Mailer Boxes
  - Curated Eureka Springs experience and locally-sourced trinkets sent to each iournalist in advance
  - ♦ Inclusive of printing, assembly & mail



### Website, SEO & Data

#### **Short-Term**

#### Website

- → Continued "Free to Be" Integration
- → Hosting & Maintenance

#### **SEO**

- → Continued Technical & Content Audits
- → Monthly Optimization & Reporting

#### **Data, Voyage & Training**

- → Monthly Event Analysis
- → Continued "Voyage Map" setup & customization
- → POI Refinement

#### **Long-Term**

#### **Website Technical Migration**

- → Technical Rebuild: Migrate off Cornerstone onto Wordpress (6 month Project)
- → Content & Design Adjustments to improve UX
- → Template Builds to assist CAPC team
- → Improve load time & functionality

#### **SEO**

- → In Lockstep with Technical Rebuild & Migration
- → Google Core Update for AI Overview

#### **Data, Voyage & Training**

- → In-Market Dedicated "Voyage University"
- → Voyage GPS & Voyage ATLAS
- → Key Data Short-Term Rental Reporting
- → RESONATE Audience Intel Data



Madden's comprehensive data analytics service that helps our team navigate through their various data sources to make informed strategic decisions.





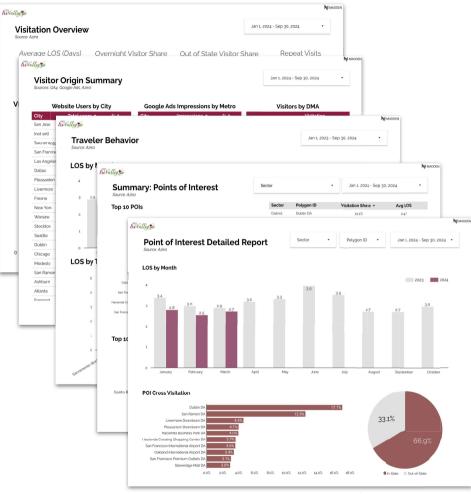




Madden works with DMOs as a strategic partner, helping you make sense of your visitation and tourism data. We show you how you're performing against Key Business Objectives and guide you on the steps to take for future growth.

The advantage of a Voyage GPS dashboard is to have a partner that provides continuous industry data evaluation and strategy based from the various destination data sources, including insights into:

- → Visitation Data
- → Lodging Data
- → Economic Data
- → Visitor Spending
- → Event Impact





Using a combination of visitation data and Resonate, Madden deep-dives into the latest in audience trends and behaviors of audience personas across various markets.

This gives you valuable insights to improve and fuel your marketing strategy, especially when it comes to paid media and creative decisions.

This leads to more intel for marketing strategy—particularly when it comes to paid media and creative.

#### Insights Include:

- Streaming Platforms
- Social Platforms
- Hours Online Per Week
- HHI Data (and other demographics)
- **Brand Affinities**
- Values Alignment
- Messaging Preference





### **Email**

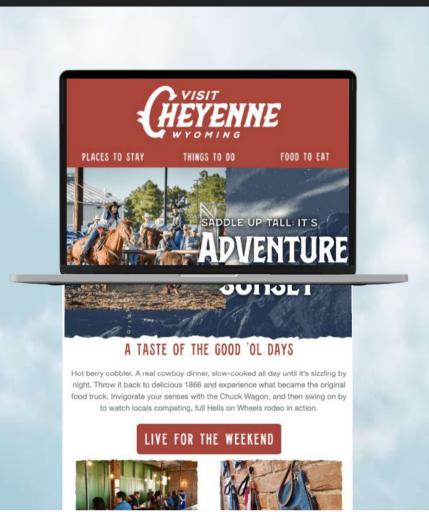
Our targeted email marketing campaigns engage subscribers with personalized content, driving visitation and brand loyalty.

#### Email Marketing Spotlight: Visit Cheyenne

Madden revamped Visit Cheyenne's email strategy to drive visitor engagement and amplify brand awareness. Using tailored content and strategic audience segmentation, we increased open rates and boosted click-throughs. Our data-driven approach led to a significant rise in engagement, helping Visit Cheyenne cultivate a stronger connection with travelers and convert interest into visits.







# **Email Marketing Recommendation**

#### **Overview of Services**

#### **List Curation**

- → Nurture Growth & Engagement of Current Audience
- → Hone in on Current Opt-In Efforts

#### **Email Creation**

→ Monthly Curation of Seasonally Focused Newsletters, including Design & Content Strategy

#### **Template Building & Campaign Integration**

- → Updated Template to Reflect New Brand Guidelines
- → Automation Plan Designed for Optimal Performance & Engagement

#### **How Year One Will Look**

#### **Our Approach**

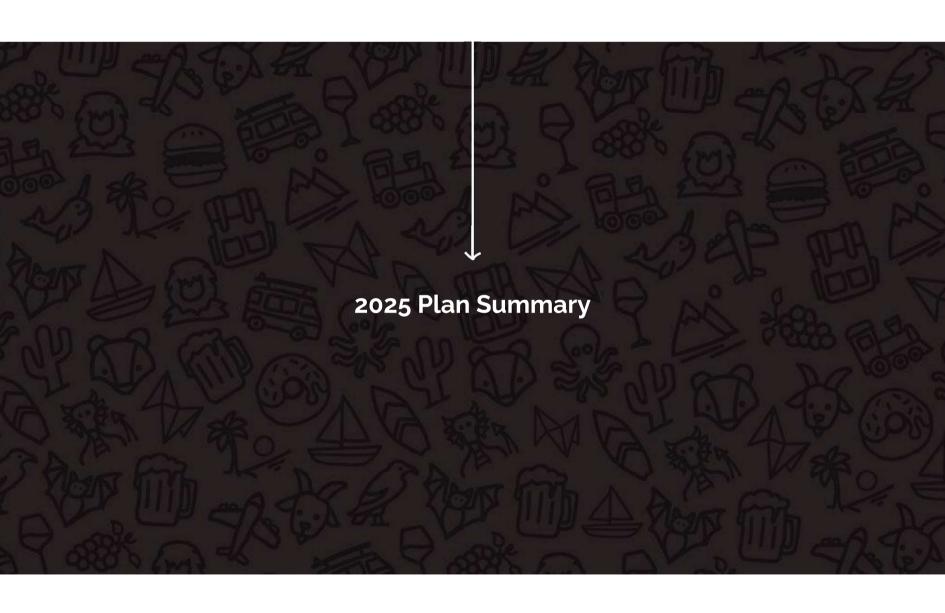
- → E-Mail Kickoff Call for Content Strategy for 2025, including Audit Results
- → Audit to evaluate current status of email tactics and data formatting
- → Assess List Nurturing Strategy & Build Protocol
- → Work with Madden Dev team to provide Opt-In Recommendations & Workflow

#### **Collaboration Opportunities**

→ Define joint efforts regarding content input, event priorities, and incremental email campaigns with shared goal of strong sender reputation

#### **Define Benchmarks**

→ Review current email campaign performance to set appropriate engagement goals including open rate, CTR, and onsite activity (GA4)



## 2025 Summary of Changes Compared to Prior Year

#### **Key Changes**

#### **Increased Media Presence: Paid & Owned**

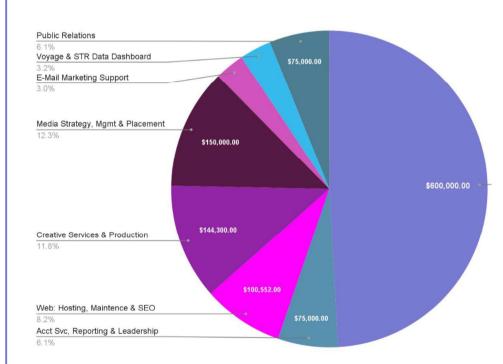
- → Foundational, Regional & Group Tours
- → E-Mail Marketing for Events

#### **Improving Website Functionality**

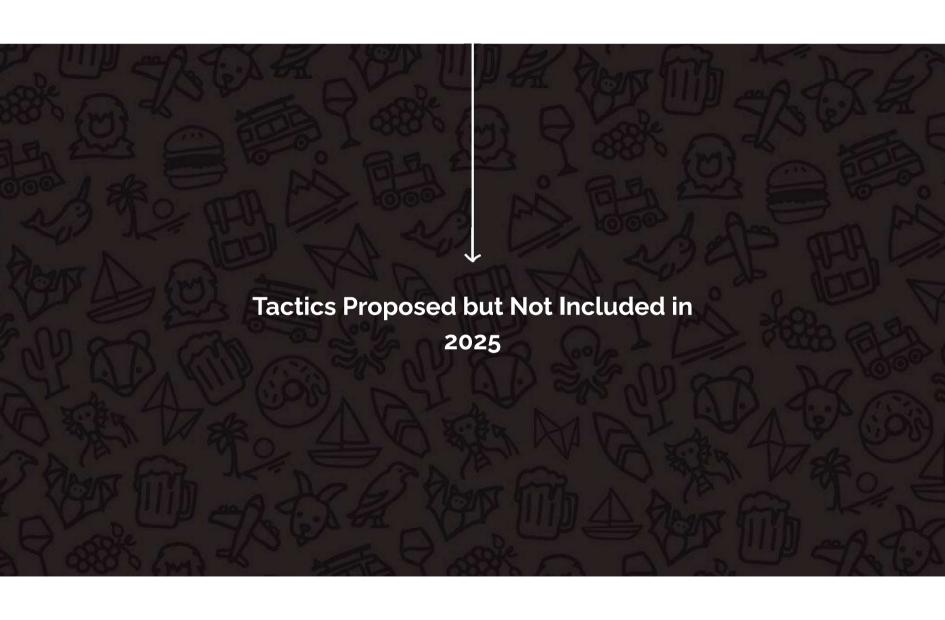
- → Technical Rebuild + 2 Sprints
- → Templates for CAPC Team Efficiency

#### **Video & Photo Shoot**

- → Instead of 2 per year, one photo shoot
- → Preparations for Winter Shoot







# Razorbacks (option 1)



#### ARKANSAS RAZORBACKS SPONSORSHIP

Join the excitement and partner with the Arkansas Razorbacks for an incredible opportunity to be a part of Hog Nation! Showcase Eureka Springs and connect with passionate fans at their 6 home football games during the 2025-26 season, with the following Sponsorship opportunity.

#### Fan Photo Feature:

- In-venue video board display during each home game featuring the Eureka Springs logo at their 76k capacity football stadium.
- Avg. attendance per game in 2024: 68k
- Weekly social media feature posted on the Arkansas Razorbacks Facebook & Twitter page,

#### **Hogtown Activation:**

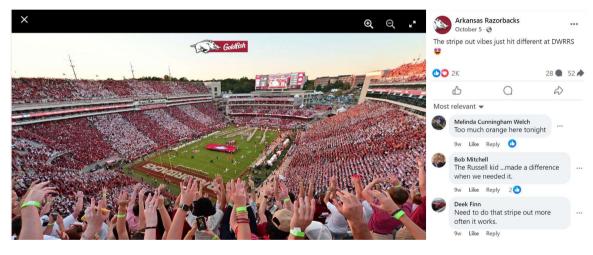
- Available for one home game of your choice.
- A great way to collect leads and engage with fans.
- Avg attendance per game: 5-7k

Total Investment; \$65,000

\$55,000 without the activation

# 2025 Regional Partnership - Arkansas Razorbacks (option 1 continued)





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Social Media Breakdown (how this post has performed in the past) The below information is based off of (10) post – Fan Photos

- 484,959 impressions
- · 32,750 engagements
- 6.75% engagement rate (3% is considered average)

# 2025 Regional Partnership - Arkansas Razorbacks (option 2)



#### ARKANSAS RAZORBACKS GEOFENCING w/ MOBILEFUSE

This is a great opportunity to target opposing teams' fans with eye-catching, tailored ads promoting stays in Eureka Springs for their upcoming game against the Razorbacks.

This strategy would involve geofencing the following stadiums prior to the team's arrival in Fayetteville:

- Notre Dame
- Texas A&M
- Auburn
- Mississippi State
- Missouri

This also includes geofencing the stadium during the six home games to reinforce your messaging and enhance your brand awareness.

Total Investment; \$40,000