

Presented to

VISIT

EUREKA SPRINGS

MAY CAMPAIGN PERFORMANCE





Media Performance



Key Takeaways

- **Media**

- We launched the Meta Whitelisting campaign in May featuring influencer Adventures in Mom Life – Jana, and it delivered outstanding results. The campaign generated over 25k clicks in just one month with an impressive 3.20% CTR. Engagement was also strong, with more than 2k reactions, 801 shares, 142 comments, and 1,161 saves—suggesting that users are actively bookmarking the content for future travel planning to Eureka Springs!
- Expedia continued its strong performance in May, driving over \$282K in revenue for the month and surpassing \$1 million in gross booking revenue to date for the overall campaign.
- The Trolley ad group is gaining traction across both the General Leisure and Near-Me SEM campaigns this month. In the General Leisure campaign, it drove 1,228 clicks, a 40% increase MoM, with a strong 33% CTR. The Near-Me campaign also saw notable growth, with clicks more than doubling to 106 (up 107% MoM) and a solid 26.77% CTR.

- **Website Analytics:**

- Paid Social saw a significant spike in traffic with nearly 300% more Users coming via that Channel in May 2025 vs May 2024. This was primarily due to the Meta Prospecting campaign.
- Paid Search (SEM) continues to generate the most website Users.
- The Events page saw great YoY growth in traffic and Engagement Rate.
- Where to Stay ranks higher among Organic traffic versus Paid Traffic, showcasing that Organic Users may be more likely to book their stay than Paid Users.
- Memphis is seeing notable YoY growth from Paid Channels, while OKC is seeing strong growth from the Organic side of things. Chicago is a stable source of traffic from both paid and organic.

Branded Impressions

18,697,975

Branded Clicks

334,803

Media Performance

SEM	SEM "Near Me"	Google Demand Gen	Meta Prospecting	Meta Remarketing	Azira CTV	Azira Display	Reddit	Expedia	Tiki	Epsilon	Meta- Whitelisting
68,450 Clicks	16,023 Clicks	128,883 Clicks	25,045 Clicks	14,662 Clicks	1,299 Clicks	21,200 Clicks	4,808 Clicks	943 Clicks	25,384 Clicks	3,000 Clicks	25,106 Clicks
316,380 Impressions	77,571 Impressions	7,296,915 Impressions	1,881,689 Impressions	1,661,662 Impressions	547,587 Impressions	691,133 Impressions	1,177,772 Impressions	1,189,858 Impressions	266,887 Impressions	2,805,961 Impressions	784,559 Impressions
21.64% CTR	20.66% CTR	1.70% CTR	1.33% CTR	0.88% CTR	0.23% CTR	3.06% CTR	0.40% CTR	30.5 ROAS	9.51% CTR	0.11% CTR	3.20% CTR
\$0.27 CPC	\$0.40 CPC	\$0.08 CPC	\$0.35 CPC	\$0.53 CPC	\$40 CPM	\$16.25 CPM	\$1.56 CPC	\$1M Gross Booking \$\$	\$1.31 CPC	\$9 CPM	\$0.13 CPC
								2,743 Room Nights			
KPI	Clicks	Clicks	Clicks	Clicks	Clicks	Impressions	Impressions	Clicks	Clicks	Impressions	Clicks
Benchmark	9.59% CTR	9.59% CTR	1.81% CTR	1.76% CTR	1.92% CTR	0.09% CTR	0.44% CTR	0.41% CTR	6-8% CTR	0.10% CTR	1.76% CTR



Site Performance Insights



Site Traffic - May 2025

CHANNEL	USERS	Y/Y
Paid Search	30,250	+37.3%
Paid Social	21,787	+298.5%
Organic Search	19,715	-4.1%
Display	12,813	+27.6%
Direct	6,907	+5%
Cross-Network	4,560	n/a
Referral	1,221	-44%
Unassigned	722	+173.5%

INSIGHTS

- **Paid Search:** SEM continues to generate the most users to the site and has increased significantly from May of 2024.
- **Paid Social** saw a huge increase this month and was the second leading driver in site traffic with over 21k users, bringing in 298% more traffic YoY.
- **Organic Search (SEO)** saw a dip in growth YoY, in line with trends we're seeing, but continues to be a healthy channel for the site.
- **Cross-Network** and **Direct** channels continue to generate a strong user base.

Top Pages Site - May 2025

Page path	Views ▼	% ▲	Engagement rate	% ▲
/	82,047	54.3% ↑	48.21%	0.8% ↑
/events/	18,893	65.1% ↑	80.43%	9.1% ↑
/category/things-to-do/	9,373	-39.2% ↓	81.29%	-8.0% ↓
/category/things-to-do/attractions/	7,221	-48.6% ↓	41.82%	-54.1% ↓
/category/things-to-do/arts-culture/	4,974	210.3% ↑	27.38%	-71.1% ↓
/category/where-to-stay/	3,119	84.9% ↑	89.22%	-5.0% ↓
/category/food-drink/	3,095	-31.4% ↓	77.35%	-6.3% ↓
/things-to-do/	2,676	-	94.03%	-
/category/things-to-do/outdoor-activities/	2,267	-61.9% ↓	92.86%	0.3% ↑
/event/eureka-springs-pride-festival/	2,143	0.0% ↑	67.73%	25.9% ↑
/plan-your-trip/trolley-services/	1,834	-	78.04%	-
/top-events-in-june-in-eureka-springs-ar/	1,657	-	91.97%	-
/events/category/the-aud/	1,633	32.2% ↑	86.09%	4.6% ↑
/plan-your-trip/	1,622	25.7% ↑	91.37%	-3.9% ↓
/top-things-to-do/	1,499	-	77.8%	-
/13-must-post-instagrammable-spots-in-eureka-springs/	1,460	39.4% ↑	81.14%	1.9% ↑

INSIGHTS

- The homepage saw an increase in traffic (+54.3%) and a slight increase in engagement rate.
- Events saw 65.1% growth in users AND an increased engagement rate of 9%.
- /things-to-do/ page stayed consistent as the page with the strongest engagement rate.
- /event/eureka-springs-pride-festival saw an increase in engagement of over 25% YoY

Top Paid Media Traffic Pages - May 2025

Page path	Views ▼	% Δ	Engagement rate	% Δ
/	65,107	79.2% ↑	44.15%	16.6% ↑
/events/	10,515	51.7% ↑	77.6%	15.2% ↑
/category/things-to-do/	7,162	-24.0% ↓	81.87%	-8.3% ↓
/category/things-to-do/attractions/	5,400	-33.2% ↓	27.86%	-69.5% ↓
/category/things-to-do/arts-culture/	4,371	477.4% ↑	20.16%	-79.0% ↓
/category/food-drink/	1,744	0.5% ↑	76.29%	-4.8% ↓
/plan-your-trip/trolley-services/	1,589	-	76.97%	-
/top-things-to-do/	1,103	-	79.15%	-
/category/where-to-stay/	1,078	20.3% ↑	86.53%	-6.6% ↓

INSIGHTS

- The homepage continues to see strong YoY growth in site traffic from Paid Channels.
- This month saw an increased engagement rate YoY for the homepage and events pages.
- Engagement Rate is strongest among the /category/things-to-do/ and /events/ pages.

Top Organic Search Traffic Pages - May 2025

Page path	Views ▾	% Δ	Engagement rate	% Δ
/	9,586	12.3% ↑	83.49%	-4.6% ↓
/events/	6,548	138.5% ↑	85.24%	-5.2% ↓
/category/things-to-do/	2,046	-59.7% ↓	82.04%	-7.1% ↓
/category/where-to-stay/	1,891	220.0% ↑	92.08%	-5.7% ↓
/event/eureka-springs-pride-festival/	1,863	8.3% ↑	67.4%	25.5% ↑
/things-to-do/	1,812	-	95.3%	-
/category/things-to-do/attractions/	1,562	-65.4% ↓	91.59%	0.2% ↑
/category/things-to-do/outdoor-activities/	1,247	-37.3% ↓	93.98%	-1.4% ↓
/events/category/the-aud/	1,060	62.1% ↑	85.89%	1.3% ↑
/category/food-drink/	932	-44.6% ↓	95.03%	4.6% ↑

INSIGHTS

- The homepage is seeing the most traffic, with a 12% YoY growth in May.
- Events is seeing a significant jump in traffic YoY.
- Engagement Rate is strongest among the Where to Stay, Attractions, Outdoor Activities, and Food/Drink pages.

Top Cities: Paid/Organic Split - May 2025

PAID TRAFFIC

City	Total users ▾	% Δ
(not set)	4,891	-21.3% ↓
Chicago	4,451	160.4% ↑
Dallas	4,424	7.7% ↑
Oklahoma City	3,695	272.5% ↑
Houston	3,552	347.4% ↑
Kansas City	3,351	95.7% ↑
St. Louis	1,178	102.1% ↑
Memphis	1,155	617.4% ↑

ORGANIC TRAFFIC

City	Total users ▾	% Δ
(not set)	1,140	-20.8% ↓
Oklahoma City	1,066	58.9% ↑
Kansas City	950	18.9% ↑
Dallas	901	-48.5% ↓
Chicago	720	-40.1% ↓
Fayetteville	340	39.3% ↑
St. Louis	332	-13.1% ↓
Little Rock	326	-12.6% ↓
Eureka Springs	306	4.1% ↑

INSIGHTS

- OKC remained in the top spot in Organic Traffic in May 2025, though the top four remained close in total users
- We saw significant YoY growth in paid traffic from all our top cities, with St Louis and Memphis markets moving into top cities



Email Marketing



Email Marketing

Campaign Report - May



Open Rate
38.7%

+4% YoY

Industry Average 20%
2025 Goal: 35%

Overall CTR
2.9%

+0.5% YoY

Industry Average 2.3%
2025 Goal: 2.5%

Overall CTOR
7.5%

~ YoY

2025 Goal: 8%

Email Marketing

Campaign Report - May

May Email Metrics

In May we began segmented deployments to active and inactive subscribers to get a further understanding of the audience group. **Overall, performance metrics rose both YoY and MoM.** Across both the segmented deployments, we observed:

Segment	Deliveries	Opens	Clicks	Open Rate	CTR
Active	6,460	4,727	1,527	73.2%	4.8%
Inactive	8,588	1,093	448	12.7%	1.5%

In April, our primary focus was on establishing deliverability to ensure inbox placement, monitoring bounce rates, and building sender reputation. With that foundational work set (but not over), we've shifted into full-volume monthly deployments and are now tracking engagement trends more closely.

While early engagement during the IP warming phase showed strong performance from event-driven content, **May's full-volume deployment revealed a shift to *Explore & Experience* content outperforming events across the board.** Top links included Nightlife, Arts & Culture, Ghost Tours, and Outdoor Adventure Activities, signaling clear audience interest in destination storytelling.

Even with this content shift from previous email themes, we're not seeing a loss in engagement, overall clicks increased in May, suggesting that the introduction of more diverse content options is resonating. It's early, but the initial signals are encouraging.



Welcome to Our Creative Collective

Inspiration is our heartbeat, with vibrant art spilling from the canvas through the streets. Resident artists, soul-moving tunes that keep the volume cranked, and legendary live performances at The Aud set the creative scene against the historic charm of downtown.

[FIND YOUR FREE](#)



free to be spirited

Book a ghost tour to take stirring strolls through historic sites, hear eerie local legends, and meet any lingering past residents.

[ENJOY OUR SHADOWS](#)



free to be awake

From after-dark eats to historic hotel bars and craft breweries to groovy music venues, Eureka has something



Creative Tactical Appendix



GOOGLE SEM

Campaign Report - May 1, 2025 - May 31, 2025

Full FY25 Performance
as of 6/1/2025

Primary KPI - Clicks 68,450
Impressions 316,380
CTR 21.64%
Avg CPC \$0.27

CLICKS 13,695

IMPRESSIONS 65,433

CTR 20.93% BENCHMARK: 9.59%

AVG CPC \$0.24

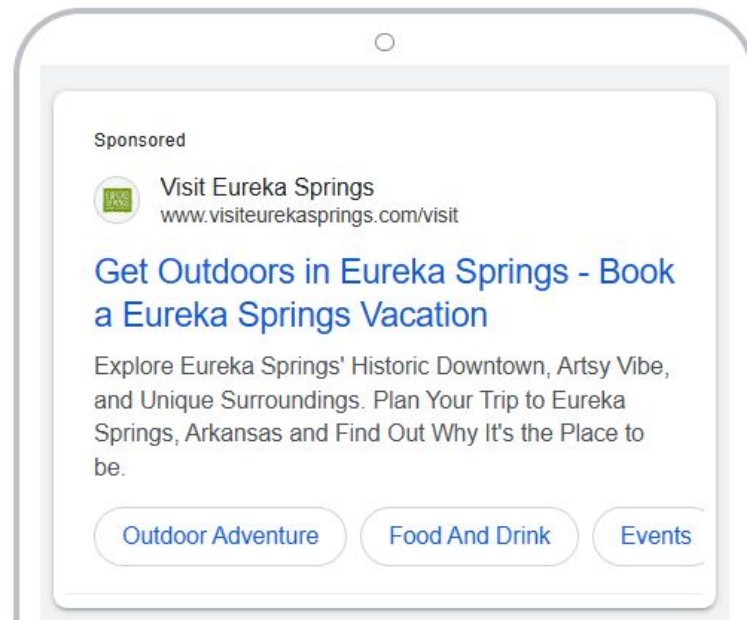
TOP PERFORMERS

Ad Groups: Visit Eureka Springs, Events, Things to Do

Keywords: eureka springs calendar of events, eureka springs arkansas, what is there to do in eureka springs, Things to do in Eureka Springs, eureka springs trolley

Audience: Females 55-64

DMAs: Springfield MO, Kansas City MO, Little Rock-Pine Bluff AR



GOOGLE SEM - "Near Me"

Campaign Report - May 1, 2025 - May 31, 2025

Full FY25 Performance
as of 6/1/2025

Primary KPI - Clicks 16,023
Impressions 77,571
CTR 20.66%
Avg CPC \$0.40

CLICKS 3,767

IMPRESSIONS 18,852

CTR 19.98% BENCHMARK: 9.59%

AVG CPC \$0.32

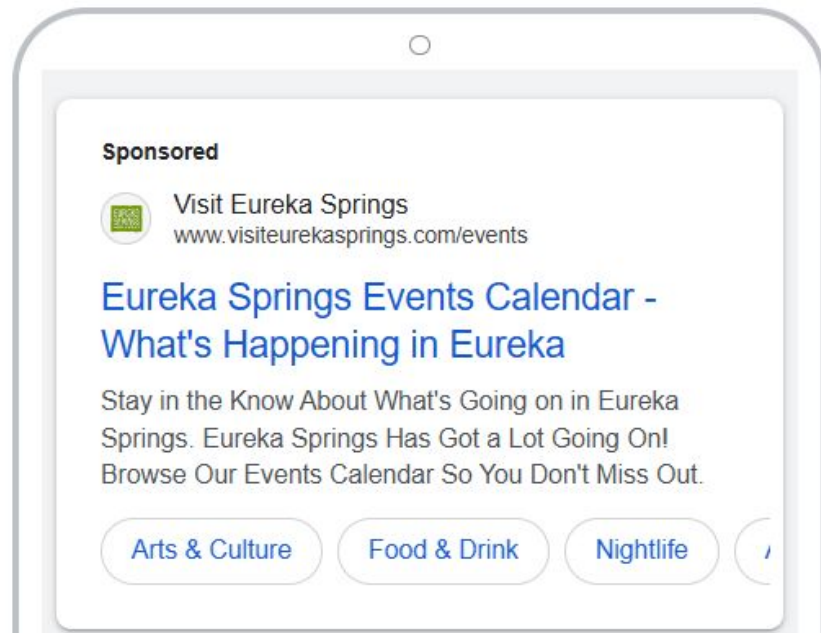
TOP PERFORMERS

Ad Groups: Events, Things to Do, Visit Eureka Springs

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

Audience: Females 55-64

DMAs: Springfield MO, Ft. Smith AR, Joplin MO-Pittsburg KS



GOOGLE DEMAND GEN

Campaign Report - May 1, 2025 - May 31, 2025

Full FY25 Performance
as of 6/1/2025

Primary KPI - Clicks 128,883
Impressions 7,296,915
CTR 1.70%
Avg CPC \$0.08

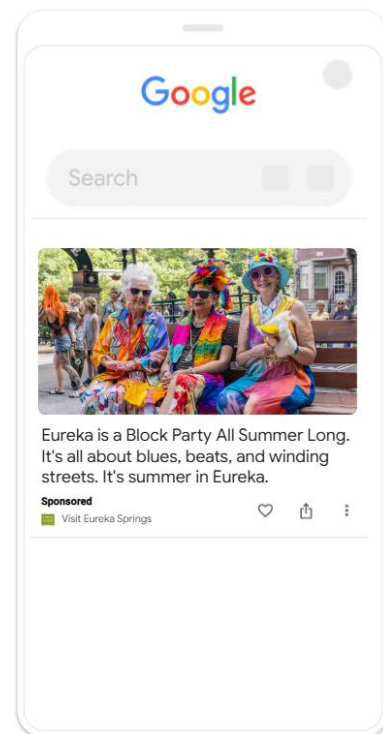
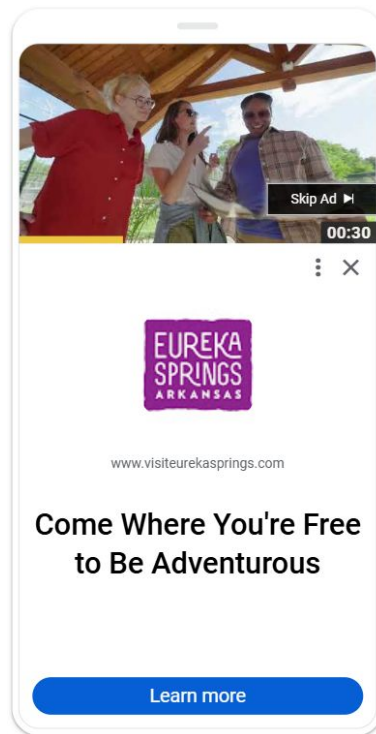
CLICKS 36,919
IMPRESSIONS 1,092,523
CTR 3.38% BENCHMARK: 1.81%
AVG CPC \$0.08

TOP PERFORMERS

Ad Groups: Outdoor Videos, Core Events

Audience: Males 22-34

DMAs: Houston TX, Chicago IL, Dallas-Ft. Worth TX



META PROSPECTING

Campaign Report - May 1, 2025 - May 31, 2025

Full FY25 Performance
as of 6/1/2025

Primary KPI - Clicks 25,045
Impressions 1,881,689
CTR 1.33%
Avg CPC \$0.35

CLICKS 5,386
IMPRESSIONS 371,524
CTR 1.45% BENCHMARK: 1.76%
AVG CPC \$0.31

TOP PERFORMERS

Ad: Summer Events, Summer General

DMAs: Little Rock-Pine Bluff, Kansas City, Dallas-Ft. Worth

Placement: Mobile Facebook Feeds

Engagements:

Comments: 70

Post Reactions: 1,260

Saves: 31

Shares: 59

 **Eureka Springs, Arkansas**  ... 

Sponsored · 

Stay a while in Eureka Springs and find where the rhythm takes you. Drum beats, aching blues that fill the streets, and all that jazz—tune in to the soul of the season.





[visiteurekasprings.com](https://www.visiteurekasprings.com)
For All You're Free to Be [Learn more](#)
Find Your Free

   Frank Padi... 38 comments 38 shares


 Like  Comment  Share





Instagram

 eurekastrasprings Sponsored ...



EUREKA SPRINGS ARKANSAS

[Learn more](#) 

eurekastrasprings Make this springtime a little dreamier in Eureka Springs.

META REMARKETING

Campaign Report - May 1, 2025 - May 31, 2025

CLICKS 3,051
IMPRESSIONS 263,345
CTR 1.16% BENCHMARK: 1.92%
AVG CPC \$0.51

TOP PERFORMERS

Ad: Core Events, Adult Travel

DMAs: Little Rock-Pine Bluff, Tulsa, Springfield MO

Placement: Mobile Facebook Feeds

Engagements:

Comments: 26

Post Reactions: 674

Saves: 10

Shares: 27

Full FY25 Performance
as of 6/1/2025

Primary KPI - Clicks 14,662
Impressions 1,661,662
CTR 0.88%
Avg CPC \$0.53

Eureka Springs, Arkansas Sponsored

The sound of summer has arrived in Eureka. Wander in & stay awhile, and you'll find moody blues, stirring drums, and sizzling jazz that move our streets.



EUREKA SPRINGS ARKANSAS


visiteurekasprings.com
Just a Short Drive Away **Learn more**
Find Your Free

Sissy N Le... 15 comments 11 shares

Like Comment Share

Instagram

eurekasprings Sponsored



EUREKA SPRINGS ARKANSAS

Learn more

♥ 💬 📌

eurekasprings Meet the season where history's memoir is written in brick and mortar, then painted vibrant like the future. Come see Eureka Springs.

META WHITELISTING

Campaign Report - May 1, 2025 - May 31, 2025

Full FY25 Performance
as of 6/1/2025

Primary KPI - Clicks 25,106
Impressions 784,559
CTR 3.20%
Avg CPC \$0.13

CLICKS 25,106
IMPRESSIONS 784,559
CTR 3.20% BENCHMARK: 176%
AVG CPC \$0.13

TOP PERFORMERS

Ad: Adventures in Mom Life - Jana : Video

DMAs: Kansas City, Springfield, & Ft. Smith-Fay-Springfield-Rgs DMAs

Placement: Mobile Facebook Feeds

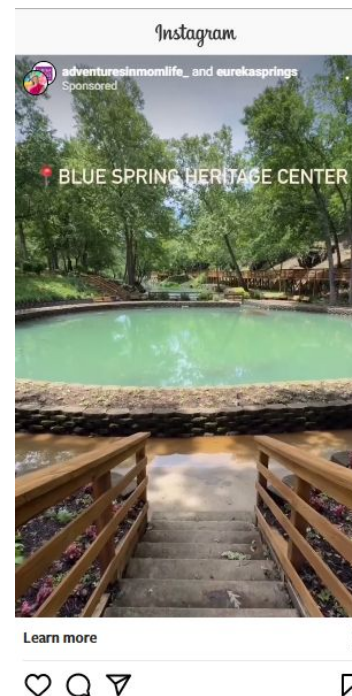
Engagements:

Comments: 142

Post Reactions: 2,619

Saves: 1,161

Shares: 801



AZIRA - CTV

Campaign Report - May 1, 2025 - May 31, 2025

Full FY25 Performance
as of 6/1/2025

Primary KPI - Impressions 547,587
Clicks 1,299
CTR 0.23%
Avg CPM \$40

CLICKS 341

IMPRESSIONS 129,988

CTR 0.26% BENCHMARK: 0.09%

AVG CPM \$40

TOP PERFORMERS

Ad: Outdoor 00:15

Geos: Texas, Missouri



AZIRA - DISPLAY REMARKETING

Campaign Report - May 1, 2025 - May 31, 2025

Full FY25 Performance
as of 6/1/2025

Primary KPI - Impressions 691,133
Clicks 21,200
CTR 3.06%
Avg CPM \$16.25

CLICKS 7,600
IMPRESSIONS 252,795
CTR 3% BENCHMARK: 0.44%
AVG CPM \$16.25

TOP PERFORMERS

Ad: 320X480 'Expressive'

Geos: Texas, Oklahoma



REDDIT

Campaign Report - May 1, 2025 - May 31, 2025

CLICKS 1,849
IMPRESSIONS 426,889
CTR 0.43% BENCHMARK: 0.41%
AVG CPC \$1.68

TOP PERFORMERS

Ad: Carousel

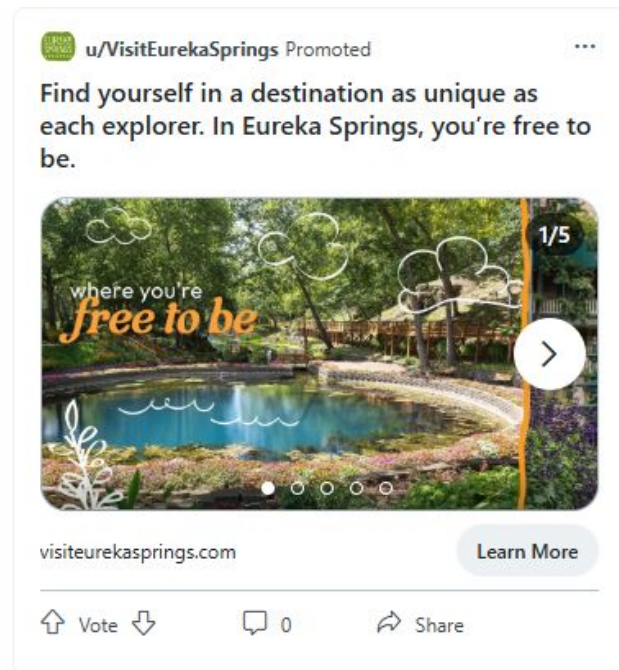
Geos: Chicago, & Dallas Ft-Worth DMAs

Reddit Community: Travel & Hiking

Gender: Women

Full FY25 Performance
as of 6/1/2025

Primary KPI - Clicks 4,808
Impressions 1,177,772
CTR 0.40%
Avg CPC \$1.56





Campaign Report - May 1, 2025 - May 31, 2025

Full FY25 Performance
as of 6/1/2025

Primary KPI - Impressions 1,189,858
Clicks 943
Gross Booking \$ \$1,085,410
ROAS 30.5

Display Performance Summary - Eureka Springs Arkansas

Impressions	Clicks	CTR	Ad Spend	Room Nights	VR Nights	Air Tickets	Travelers	Car Rentals	Activity Tickets	Revenue	ROAS
376K	298	0.08%	\$11K	801	597.3		1,668	0	0	\$282,264	25.1



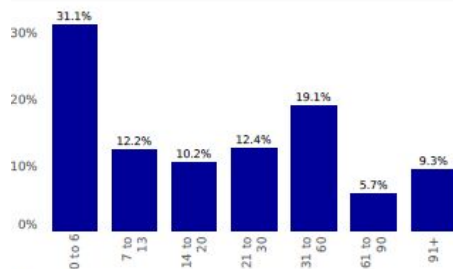
Campaign Report - May 1, 2025 - May 31, 2025

Full FY25 Performance
as of 6/1/2025

Primary KPI - Impressions 1,189,858
Clicks 943
Gross Booking \$ \$1,085,410
ROAS 30.5

Conversion Insights - Eureka Springs Arkansas

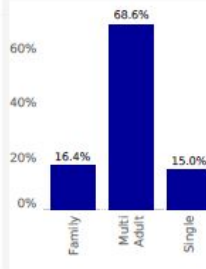
Travel Window



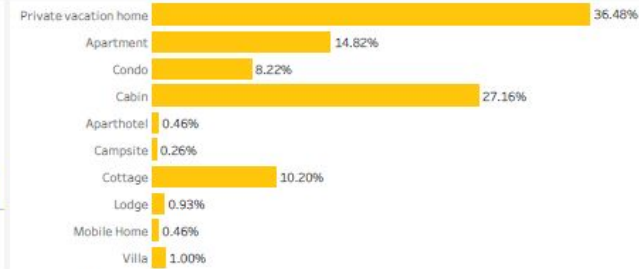
Package vs Standalone



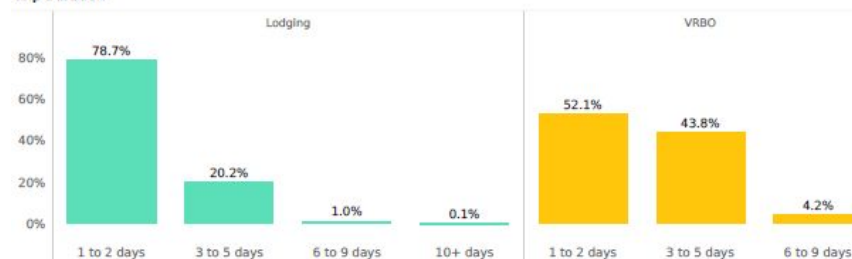
Traveler Count



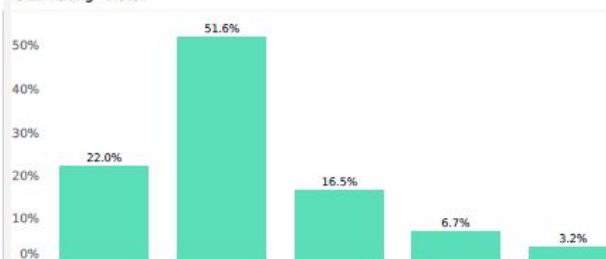
VR Listing Type



Trip Duration



Star Rating - Hotel





Campaign Report - May 1, 2025 - May 31, 2025

Full FY25 Performance
as of 6/1/2025

Primary KPI - Impressions 1,189,858
Clicks 943
Gross Booking \$ \$1,085,410
ROAS 30.5

Enhanced Conversion Insights: Eureka Springs FY 2025



Top 5 Hotels

Revenue

Osage Creek Lodge	\$15,390
Basin Park Hotel and Spa	\$10,393
Best Western Inn of the Ozarks	\$9,596
Quality Inn Eureka Springs South	\$6,927
Travelers Inn	\$5,470

Room Nights

Osage Creek Lodge	130
Best Western Inn of the Ozarks	59
Basin Park Hotel and Spa	52
Hotel O Eureka Springs - Christ Of Ozark Area	52
Travelers Inn	49

Avg Daily Rate

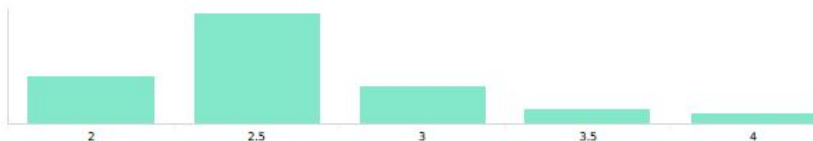
Historical LAKEFRONT Luxury 7 Bedroom - Eureka!	\$1,220
Perfect Lakefront 5BR Luxury Home-Wow Views, Fire Pl..	\$1,190
Luxury Lakefront 6 Bedroom Dream Home on Tableroc...	\$1,132
The Summit @ Beaver Lake	\$1,110
HGTV feature Main St d'town! 3 cozy units, sleeps 16 w...	\$854

Avg Length Of Stay

The Best Historic District Victorian Cottage In Eureka S..	7.0
Spacious Log Cabin w/ Fire Pit & Game Room!	7.0
The Loft at Bear Mountain with Hottub	7.0
Sunny Ridge Hideaway Forest Cabin. Eureka Springs-L...	6.0
Eclectic Upper Loft Downtown	6.0



Star Rating (Room Nights)



All Hotels and Vacation Rental Properties

	Revenue	Room Nights	Avg Daily Rate	Avg Length of St...
Osage Creek Lodge	\$15,390	130	\$118	2.0
Basin Park Hotel and Spa	\$10,393	52	\$199	1.5
Best Western Inn of the Ozarks	\$9,596	59	\$163	1.9
Quality Inn Eureka Springs South	\$6,927	47	\$146	1.8
Travelers Inn	\$5,470	49	\$113	1.8
Hotel O Eureka Springs - Christ Of Ozark Area	\$4,859	52	\$93	1.9
Table Rock Landing Resort	\$4,821	26	\$185	2.6
Beaver Lakefront Cabins - Couples Only Geta...	\$4,247	14	\$296	3.2
Convenient to Eureka, Hiking/Biking trails, Mo...	\$3,971	12	\$335	4.0
Perfect Lakefront 5BR Luxury Home-Wow Vie...	\$3,569	3	\$1,190	3.0
Luxury Lakefront 6 Bedroom Dream Home on ...	\$3,395	3	\$1,132	3.0
The Summit @ Beaver Lake	\$3,331	3	\$1,110	3.0
Beaver Lake Vacation Rental w/ Private Hot T...	\$3,166	11	\$288	2.8
Angel At Rose Hall	\$3,139	11	\$285	2.8
Super 8 by Wyndham Eureka Springs	\$3,095	27	\$115	1.5
Beaver Lake Cottages	\$2,908	12	\$236	1.6
Romantic, 1 bedroom cottage walking distanc...	\$2,907	15	\$194	5.0

TIKI

Campaign Report - May 1, 2025 - May 31, 2025

Full FY25 Performance
as of 6/1/2025

Primary KPI - Clicks 25,384
Impressions 266,887
CTR 9.51%
Avg CPC \$1.31

CLICKS 8,963

IMPRESSIONS 94,511

CTR 9.48%

AVG CPC \$1.82

Total Search Queries in May: 208

Query Type	% of Overall Questions
Nature and Outdoors - outdoor activities, natural attractions and ecological aspects including wildlife and natural environments (includes "Outdoor Adventure" bubble)	59.09%
Local Experiences - local food, nightlife and services that provide a taste of local life and culture (includes "Romance" bubble)	19.70%
Cultural and Historical Insights - exploring the cultural heritage, history and significant cultural attractions (includes "Arts & Culture" bubble)	13.64%
Activities and Recreation - recreational activities, leisure pursuits and entertainment options available (includes "ee & Do" bubble)	3.03%
Accommodations - different types of lodging options, from hotels and resorts, and what each accommodation offers	1.52%
Safety and Security - safety measures, security concerns, and advice for staying safe	1.52%
General and Social Insights - broader questions about society, culture, and general information including social norms and communication	1.52%
Geographical and Climate Information - questions about geography including climate, weather patterns and topographical details	0.00%
Financial and Economic Aspects - questions about costs, budgeting and other financial considerations relevant to traveling	0.00%
Travel and Transportation - modes and aspects of transportation to, from, and including flights and local transport	0.00%
Travel Timing - best or most appropriate times to visit including considerations about seasons and events	0.00%

EPSILON

Campaign Report - May 1, 2025 - May 31, 2025

Full FY25 Performance
as of 6/1/2025

Primary KPI - Impressions 2,805,961
Clicks 3,000
CTR 0.11%
Avg CPM \$9

CLICKS 1,506
IMPRESSIONS 1,426,644
CTR 0.11%
AVG CPM \$9.00



ON THE SHOW SHOP WELLNESS START TODAY PARENTS FOOD LIFE PODCASTS



SIGN UP / SIGN IN



What's the healthiest chocolate? The No. 1 pick, according to dietitians

Chocolate is irresistible, but is it healthy? Nutrition experts weigh in.



9 foods with more protein than an egg to keep you full as egg prices soar

Soaring egg prices and shortages may be worrying for people who are looking to eggs for their protein fix. But other foods can fill the gap, dietitians say.



9 fruits with the least sugar

Fruits lower in sugar are also often lower in calories, but still provide the fiber, vitamins, minerals and antioxidants fruit is known for.



What is the healthiest breakfast cereal? Dietitians reveal their favorites

What to look for and avoid when choosing a healthy, tasty breakfast cereal.



What is the healthiest coffee creamer? A dietitian shares her No. 1 pick

In moderation, there is room for coffee creamer in a healthy diet. Here are the 8 healthiest brands to reach for.

