

Presented to

VISIT

EUREKA SPRINGS

OCTOBER CAMPAIGN PERFORMANCE





Media Performance



Media Performance

Branded Impressions
39,188,660

Branded Clicks
665,329

SEM	SEM "Near Me"	Google Display	Google Remarketing	Meta Prospecting	Meta Remarketing	Meta Prosp - Kansas City	Expedia	Epsilon	Mobilefuse	Azira (CTV)
125,481 Clicks	30,886 Clicks	242,088 Clicks	173,873 Clicks	55,226 Clicks	22,379 Clicks	2,330 Clicks	3,777 Clicks	5,904 Clicks	2,936 Clicks	449 Clicks
489,279 Impressions	148,859 Impressions	11,985,729 Impressions	7,347,703 Impressions	4,189,470 Impressions	1,802,332 Impressions	395,373 Impressions	2,434,975 Impressions	5,556,174 Impressions	3,962,970 Impressions	875,796 Impressions
25.65% CTR	20.75% CTR	2.02% CTR	2.37% CTR	1.32% CTR	1.24% CTR	0.59% CTR	0.16% CTR	0.11% CTR	0.07% CTR	0.05% CTR
\$0.30 CPC	\$0.43 CPC	\$1.58 CPM	\$0.08 CPM	\$0.31 CPC	\$0.70 CPC	\$0.57 CPC	4,921 Room Nights	\$9.00 CPM	\$9 CPM	\$30 CPM
							\$1.8M Gross Bookings \$	10:1 ROI	608 Engagements	
KPI	Clicks	Clicks	Impressions	Impressions	Clicks	Clicks	Clicks	Impressions	Impressions	Impressions
Benchmark	8.40% CTR	8.40% CTR	1.06% CTR	0.83% CTR	1.59% CTR	1.72% CTR	1.59% CTR	0.10% CTR	0.47% CTR	0.06% CTR



Site Performance Insights



Site Traffic - October 2024

CHANNEL	USERS	Y/Y
Paid Search	23,403	+335%
Organic Search	20,332	+44%
Direct	7,437	-7%
Paid Social	6,164	n/a
Display	4,360	+49%
Referral	1,211	-15%
Organic Social	1,164	-91%
Paid Video	1,022	n/a

INSIGHTS

- **Paid & Organic Search:** Both channels continue to lead User Acquisition to the site, both growing sizable YoY.
- **Direct** traffic takes the 3rd spot and is slightly underperforming YoY. This is likely due to previously Direct traffic coming in through other channels like SEM and SEO.
- **Paid Social** is bringing in similar amount to Direct traffic showcasing that these efforts are performing consistently between each other.
- **Referral, Organic Social, and Paid Video** are all bringing in just over 1K users.

Top Pages Site - October 2024

Page path	Total users ▾	% Δ	Views	% Δ	Views per user	% Δ
/	31,503	81.6% ↑	46,134	72.1% ↑	1.49	-4.5% ↓
/events/	19,059	147.5% ↑	27,787	159.1% ↑	1.47	5.0% ↑
/category/things-to-do/	7,308	35.7% ↑	11,479	16.3% ↑	1.57	-14.3% ↓
/category/things-to-do/attractions/	3,601	-24.4% ↓	5,405	-47.0% ↓	1.51	-29.6% ↓
/category/food-drink/	3,150	80.5% ↑	5,398	55.0% ↑	1.73	-13.6% ↓
/category/things-to-do/outdoor-activities/	2,195	-11.9% ↓	2,989	-20.4% ↓	1.37	-9.4% ↓
/top-september-events-copy/	1,808	-	3,075	-	1.7	-
/plan-your-trip/	1,536	-55.9% ↓	1,922	-57.5% ↓	1.25	-3.9% ↓
/category/things-to-do/shops-galleries/	1,502	11.3% ↑	2,072	-8.1% ↓	1.38	-17.2% ↓
/event/war-eagle-craft-fair-2/	1,462	-	1,776	-	1.22	-

Top Paid Media Traffic Pages - October 2024

Page path	Total users ▼	% Δ	Views	% Δ	Views per user	% Δ
/	19,905	3,506.0% ↑	26,686	2,992.2% ↑	1.37	-15.6% ↓
/events/	13,033	498.9% ↑	18,052	532.7% ↑	1.41	6.1% ↑
/category/things-to-do/	3,920	41.2% ↑	6,425	26.6% ↑	1.65	-10.3% ↓
/category/food-drink/	1,736	560.1% ↑	3,028	530.8% ↑	1.77	-3.4% ↓
/category/things-to-do/attractions/	1,477	-25.4% ↓	2,266	-45.9% ↓	1.54	-27.1% ↓
/top-september-events-copy/	868	-	1,446	-	1.67	-
/category/things-to-do/outdoor-activities/	794	-11.9% ↓	1,034	-25.7% ↓	1.31	-15.3% ↓
/plan-your-trip/	631	2,904.8% ↑	784	3,036.0% ↑	1.25	4.7% ↑
/category/where-to-stay/	523	468.5% ↑	724	389.2% ↑	1.38	-14.9% ↓
/category/things-to-do/shops-galleries/	509	35.0% ↑	713	14.6% ↑	1.4	-15.1% ↓

Top Organic Search Traffic Pages - October 2024

Page path	Total users ▾	% Δ	Views	% Δ	Views per user	% Δ
/	6,620	6.6% ↑	11,646	16.7% ↑	1.8	10.6% ↑
/events/	4,409	45.9% ↑	6,910	58.9% ↑	1.58	9.4% ↑
/category/things-to-do/	2,771	26.6% ↑	4,007	2.9% ↑	1.45	-18.8% ↓
/category/things-to-do/attractions/	1,737	-15.2% ↓	2,517	-41.6% ↓	1.46	-30.8% ↓
/category/things-to-do/outdoor-activities/	1,108	-5.0% ↓	1,538	-10.3% ↓	1.39	-5.6% ↓
/category/food-drink/	939	12.3% ↑	1,437	-13.7% ↓	1.53	-23.3% ↓
/event/war-eagle-craft-fair-2/	907	-	1,093	-	1.21	-
/event/eureka-springs-zombie-crawl-2/	850	-	1,071	-	1.29	-
/category/things-to-do/shops-galleries/	785	31.5% ↑	1,032	5.2% ↑	1.32	-19.9% ↓
/plan-your-trip/	624	83.5% ↑	782	90.3% ↑	1.26	3.9% ↑

Top 10 Cities: Paid/Organic Split - October 2024

PAID TRAFFIC

City ▾ +	↓ Active users	New users	Engaged sessions
Total	34,586 100% of total	34,035 100% of total	18,910 100% of total
Dallas	6,373	5,975	3,301
(not set)	4,178	3,853	2,001
Chicago	2,084	1,900	1,389
Kansas City	1,667	1,535	1,002
Oklahoma City	1,222	1,104	855
New York	658	632	156
Little Rock	538	504	358
Atlanta	424	391	213
Denver	401	351	280
St. Louis	384	333	284

ORGANIC TRAFFIC

City ▾ +	↓ Active users	New users	Engaged sessions
Total	22,018 100% of total	20,492 100% of total	20,051 100% of total
Dallas	3,185	2,738	2,697
(not set)	2,169	1,833	1,799
Chicago	1,448	1,241	1,294
Kansas City	1,012	897	867
Oklahoma City	1,004	853	797
Eureka Springs	451	312	499
Little Rock	415	378	347
St. Louis	377	341	323
Denver	334	294	254
Miami	330	265	252



Creative Tactical Appendix



GOOGLE SEM

Campaign Report - October 1, 2024 - October 31, 2024

Full FY24 Performance
as of 11/10/2024

Primary KPI - Clicks 125,481
Impressions 489,279
CTR 25.65%
Avg CPC \$0.30

CLICKS 13,501

IMPRESSIONS 63,783

CTR 21.17% BENCHMARK: 8.40%

AVG CPC \$0.28

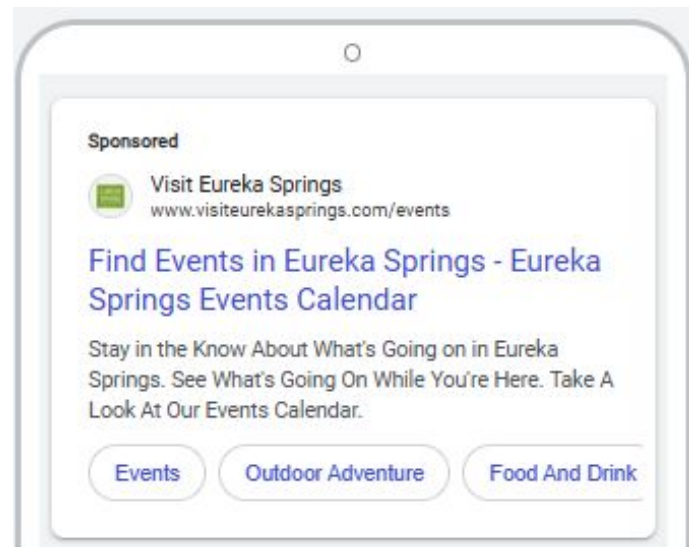
TOP PERFORMERS

Ad Groups: Events, Visit Eureka Springs

Keywords: eureka springs calendar of events, city of eureka springs, what is there to do in eureka springs

Audience: Females 55-64

Geos: Little Rock-Pine Bluff AR, Oklahoma City OK, Jonesboro AR



GOOGLE SEM - "Near Me"

Campaign Report - October 1, 2024 - October 31, 2024

Full FY24 Performance
as of 11/10/2024

Primary KPI - Clicks 30,886
Impressions 148,859
CTR 20.75%
Avg CPC \$0.43

CLICKS 3,028
IMPRESSIONS 18,380
CTR 16.47% BENCHMARK: 8.40%
AVG CPC \$0.34

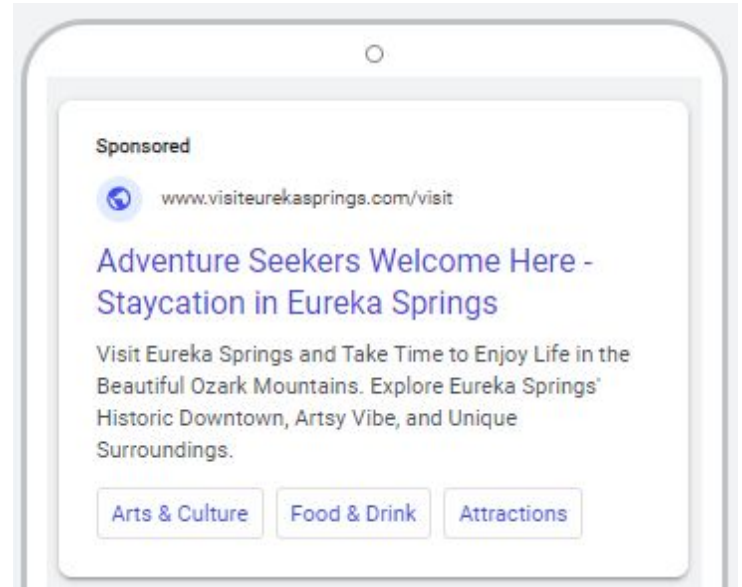
TOP PERFORMERS

Ad Groups: Visit Eureka Springs, Events

Keywords: eureka springs event calendar, eureka springs, things to do in Eureka Springs, events near me

Audience: Females 55-64

Geos: Dallas TX, Kansas City KS, Chicago IL



GOOGLE DISPLAY

Campaign Report - October 1, 2024 - October 31, 2024

Full FY24 Performance
as of 11/10/2024

Primary KPI - Impressions 11,985,729
Clicks 242,088
CTR 2.02%
Avg CPM \$1.58

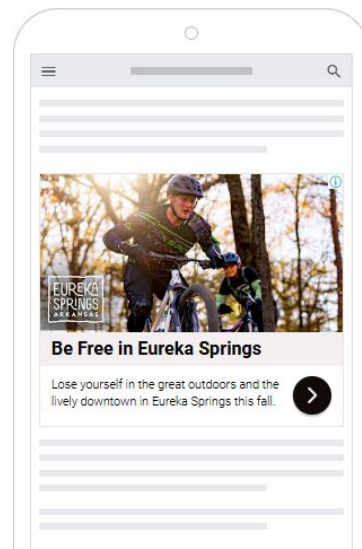
CLICKS 19,365
IMPRESSIONS 1,234,297
CTR 1.57% BENCHMARK 1.06%
AVG CPM \$0.08

TOP PERFORMERS

Ads: Responsive: Core Events, 300x600: General 'Free to Be'

Geos: Dallas-Ft. Worth TX, Kansas City MO, Oklahoma City OK, Little Rock-Pine Bluff AR DMAs

Audiences: Travel Hotels & Accommodations, In Market: Fun Activities, Upcoming Events, Events This Weekend Near Me



GOOGLE DISPLAY REMARKETING

Campaign Report - October 1, 2024 - October 31, 2024

Full FY24 Performance
as of 11/10/2024

Primary KPI - Impressions 7,347,703
Clicks 173,873
CTR 2.37%
Avg CPM \$0.08

CLICKS 24,497
IMPRESSIONS 982,074
CTR 2.49% BENCHMARK: 0.83%
AVG CPM \$0.05

TOP PERFORMERS

Ads: General (970x90), General (728x90), General (300x600)

Geos: New York NY, Los Angeles CA, Chicago IL DMAs

Audiences: Males 25-34



META PROSPECTING

Campaign Report - October 1, 2024 - October 31, 2024

CLICKS 5,458
IMPRESSIONS 422,877
CTR 1.29% BENCHMARK: 1.59%
AVG CPC \$0.38

TOP PERFORMERS

Ad: Core Events - Fall (1200x1200), General - Fall (1200x628)

Region with Highest clicks: Little Rock-Pine Bluff DMA

Placement: Mobile Facebook Feeds

Engagements:

Comments: 78

Post Reactions: 1,132

Saves: 28

Shares: 147

Full FY24 Performance
as of 11/10/2024

Primary KPI - Clicks 55,226
Impressions 4,189,470
CTR 1.32%
Avg CPC \$0.31

Eureka Springs, Arkansas Sponsored ·  

Have a blast in Eureka Springs! From parades and zombie crawls to car rallies and Folk festivals, there is something for every enthusiast.



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Find What You're Free to Be [Learn more](#)

 Like  Comment  Share

META REMARKETING

Campaign Report - October 1, 2024 - October 31, 2024

Full FY24 Performance
as of 11/10/2024

Primary KPI - Clicks 22,379
Impressions 1,802,332
CTR 1.24%
Avg CPC \$0.70

CLICKS 2,516
IMPRESSIONS 214,423
CTR 1.17% BENCHMARK: 1.72%
AVG CPC \$0.74

TOP PERFORMERS

Ad: General - Fall (1200x1200), Core Events - Fall (1200x1200)

Region with Highest clicks: Kansas City DMA

Placement: Mobile Facebook Feeds

Engagements:

Comments: 25

Post Reactions: 341

Saves: 2

Shares: 18

Eureka Springs, Arkansas

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In Eureka Springs, you and your family are free to be, free to relax, and free to explore! Create lasting memories with endless adventure.

where you're **free to be**

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You're Free to Be in Eureka Plan Your Trip [Learn more](#)

Like Comment Share

Eureka Springs, Arkansas

Sponsored

Let your creativity run wild in Eureka Springs! This mountain town is full of musicians, artists, and spunky events!

free to be artistic

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META PROSPECTING - KANSAS CITY

Campaign Report - October 1, 2024 - October 31, 2024

Full FY24 Performance
as of 11/10/2024

Primary KPI - Clicks 2,330
Impressions 395,373
CTR 0.59%
Avg CPC \$0.57

CLICKS 1,666
IMPRESSIONS 320,431
CTR 0.52% BENCHMARK: 1.59%
AVG CPC \$0.56

TOP PERFORMERS

Ad: General - Let's Go to KC!

Region with Highest clicks: Kansas City DMA

Placement: Mobile Facebook Feeds

Engagements:

Comments: 13

Post Reactions: 155

Saves: 1

Shares: 8

Eureka Springs, Arkansas

Sponsored ·

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

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

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From Game Day to a
Getaway [Learn more](#)

Like Comment Share



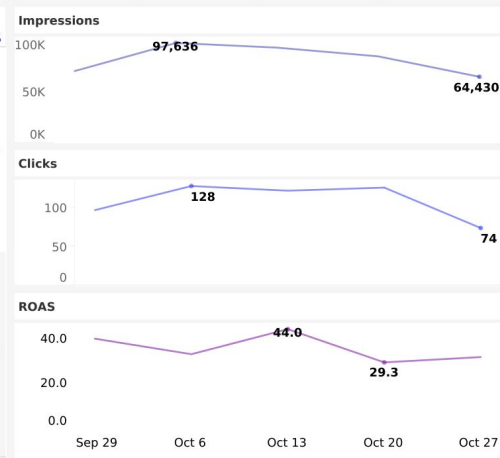
Campaign Report - October 1, 2024 - October 31, 2024

Full FY24 Performance as of 11/10/2024
Primary KPI - Impressions 2,434,975
Clicks 3,777
CTR 0.16%

Display Performance Summary - Eureka Springs Arkansas

Impressions	Clicks	CTR	Ad Spend	Room Nights	VR Nights	Air Tickets	Travelers	Car Rentals	Activity Tickets	Revenue	ROAS
410K	547	0.13%	\$13K	734	0	559	1,443	0	0	\$334K	26.0

POS Name	Impressions	Clicks	CTR	Ad Spend	Revenue	ROAS
ExpediaPlus US	217K	275	0.13%	\$7,467	\$324K	43.4
VRBO	193K	272	0.14%	\$5,381	\$9K	1.7



Reporting Period: 10/1/2024 - 10/31/2024

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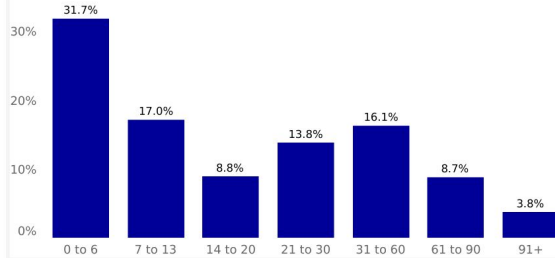


Campaign Report - October 1, 2024 - October 31, 2024

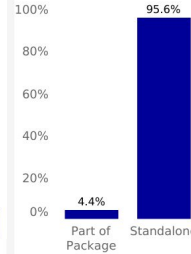
Full FY24 Performance as of 11/10/2024
Primary KPI - Impressions 2,434,975
Clicks 3,777
CTR 0.16%

Conversion Insights - Eureka Springs Arkansas

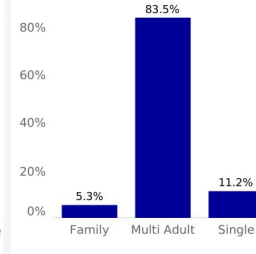
Travel Window



Package vs Standalone

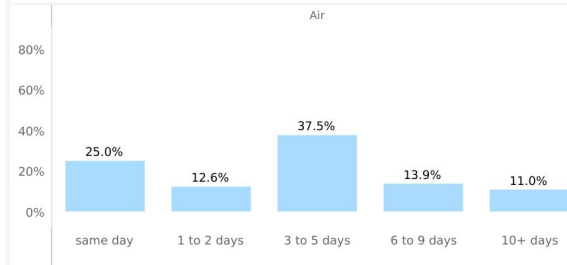


Traveler Count

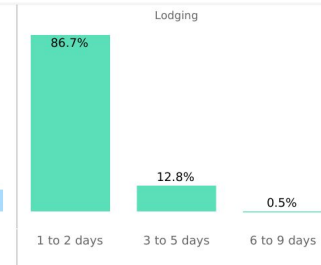


VR Listing Type

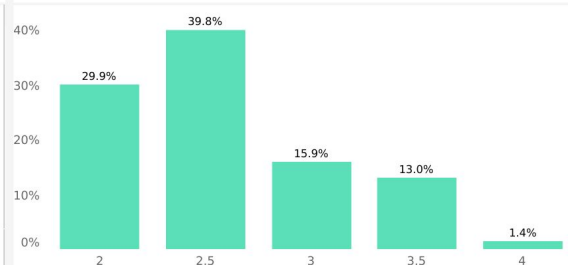
Trip Duration



Lodging



Star Rating - Hotel



Reporting Period: 10/1/2024 - 10/31/2024

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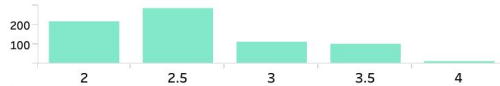
Enhanced Conversion Insight: Eureka Springs Arkansas

Q4 Eureka Springs

IO Number: 520586

October 1, 2024 to October 31, 2024

★ Star Rating (Room Nights)



Top 5 Hotels

Gross Bookings \$USD

Hotel	Gross Bookings \$USD
Basin Park Hotel and Spa	\$15,154
The Crescent Hotel and Spa	\$12,286
Hotel O Eureka Springs - Christ Of Ozark Area	\$8,577
Osage Creek Lodge	\$8,193
Best Western Inn of the Ozarks	\$5,103

Avg Daily Rate

Hotel	Avg Daily Rate
All Seasons Treehouse Village	\$397
The Peabody House	\$356
Arsenic and Old Lace B&B	\$343
5 Ojo Inn Bed and Breakfast	\$314
Eureka Zen Cottages	\$310

Room Nights

Hotel	Room Nights
Basin Park Hotel and Spa	74
Hotel O Eureka Springs - Christ Of Ozark Area	64
Osage Creek Lodge	63
Travelers Inn	48
The Crescent Hotel and Spa	44

All Hotels and Vacation Rental Properties

Property Name	Hotel Type	Room Nights..	Average Dail..	Gross Bookin..	LOS - Weight..
Basin Park Hotel and Spa	Hotel	74	\$205	\$15,154	2
The Crescent Hotel and Spa	Hotel	44	\$279	\$12,286	2
Hotel O Eureka Springs - Christ Of Ozark Area	Hotel	64	\$134	\$8,577	2
Osage Creek Lodge	Hotel	63	\$130	\$8,193	1
Best Western Inn of the Ozarks	Hotel	34	\$150	\$5,103	2
Travelers Inn	Hotel	48	\$101	\$4,830	2
The Trails Inn	Hotel	36	\$119	\$4,287	2
Super 8 by Wyndham Eureka Springs	Hotel	31	\$136	\$4,215	1
The Regency Inn	Hotel	24	\$118	\$2,821	2
Eureka Springs Heritage Motel	Hotel	27	\$99	\$2,673	2
The Lodge	Hotel	28	\$93	\$2,611	1
Log Cabin Inn	Hotel	16	\$160	\$2,566	2
Wanderoo Lodge	Hotel	14	\$174	\$2,441	2
Candlewick Inn	Hotel	20	\$122	\$2,441	2
All Seasons Treehouse Village	Hotel	6	\$397	\$2,380	3
Quality Inn Eureka Springs South	Hotel	14	\$145	\$2,027	1
Eureka Zen Cottages	Hotel	6	\$310	\$1,859	3
Arsenic and Old Lace B&B	Hotel	5	\$343	\$1,713	3
The Razorback Lodge	Hotel	23	\$73	\$1,679	1
Bridgeford House Bed and Breakfast	Hotel	8	\$198	\$1,586	2
Pointe West Resort Motel	Hotel	10	\$132	\$1,318	1

MOBILEFUSE

Campaign Report - October 1, 2024 - October 31, 2024

Full FY24 Performance as of 11/10/2024
Primary KPI - Impressions 3,962,970
Clicks 2,936
CTR 0.07%

CLICKS 472
IMPRESSIONS 102,170
CTR 0.46% BENCHMARK: 0.47%
AVG CPM \$9.00

INSIGHTS

Standard banner performance:

Imprs: 102,170
Clicks: 472
CTR: 0.46%

Branson Market Days, taking place November 22-23 is the final event to be geofenced for this campaign.



AZIRA (CTV)

Campaign Report - October 1, 2024 - October 31, 2024

Full FY24 Performance
as of 11/10/2024

Primary KPI - Impressions 875,796

Clicks 449

CTR 0.05%

CLICKS 124

IMPRESSIONS 89,052

CTR 0.14% BENCHMARK: 0.06%

VTR 88.87%

AVG CPM \$30.00

INSIGHTS

Top performing apps:

- Atmosphere
- Samsung TV Plus
- Pluto TV

Top states:

- Texas
- Oklahoma
- Missouri

