

Presented to

VISIT

EUREKA SPRINGS

NOVEMBER CAMPAIGN PERFORMANCE



AGENDA ITEMS

- Media Performance & Site Analytics
- FY25 Planning

CAMPAIGN UPDATES

- Deck of all ad creative coming soon!

EUREKA SPRINGS ACTION ITEMS:

- Nothing right now!

MADDEN ACTION ITEMS:

- Website Updates

NEXT MEETING & THINGS TO KNOW:

- ✓ SEO Update, December 19
- ✓ PR Check In, January 8
- ✓ CAPC Meeting, January 22



Media Performance



Key Takeaways

- **Media**
 - Google campaigns maintained strong performance in November. Both the SEM Leisure and Near Me campaigns experienced MoM increases in CTR, while Google Remarketing remained steady.
 - All three Meta campaigns saw improved CTR compared to October. The Kansas City-targeted campaign also delivered a notable increase in clicks following the optimizations we implemented.
 - Year-to-date, Expedia has generated 5,313 room nights booked and over \$2 million in gross booking revenue.
 - Google Display + Mobilefuse campaigns concluded in November.
- **Website Analytics:**
 - November saw less traffic than October, but 2024 is still outperforming 2023.
 - The homepage and /events/ pages are the top two for November 2024 seeing significant growth in Users YoY.
 - Paid and Organic traffic are growing significantly YoY.
 - Dallas remains the top city in both Paid and Organic traffic, we see KCMO higher on the paid side compared to organic. Chicago, OKC and New York round out the top 5 visiting paid cities.

Media Performance

Branded Impressions
42,070,798

Branded Clicks
702,350

SEM	SEM "Near Me"	Google Display	Google Remarketing	Meta Prospecting	Meta Remarketing	Meta Prosp - Kansas City	Expedia	Epsilon	Mobilefuse	Azira (CTV)
128,069 Clicks	32,418 Clicks	254,264 Clicks	188,993 Clicks	57,510 Clicks	23,587 Clicks	3,641 Clicks	4,174 Clicks	5,904 Clicks	3,165 Clicks	625 Clicks
499,709 Impressions	156,280 Impressions	12,639,991 Impressions	7,888,488 Impressions	4,371,251 Impressions	1,903,621 Impressions	535,231 Impressions	2,760,642 Impressions	5,556,174 Impressions	4,345,565 Impressions	1,413,846 Impressions
25.63% CTR	20.74% CTR	2.01% CTR	2.40% CTR	1.32% CTR	1.24% CTR	0.68% CTR	0.15% CTR	0.11% CTR	0.07% CTR	0.04% CTR
\$0.29 CPC	\$0.42 CPC	\$1.57 CPM	\$1.78 CPM	\$0.31 CPC	\$0.70 CPC	\$0.61 CPC	5,313 Room Nights	\$9.00 CPM	\$9 CPM	\$30 CPM
		<i>Campaign Ended 11/30</i>					\$2M Gross Bookings \$	10:1 ROI	642 Engagements	<i>Campaign Ended 11/24</i>
KPI Clicks	Clicks	Impressions	Impressions	Clicks	Clicks	Clicks	Impressions	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		0.47% CTR	0.47% CTR	0.06% CTR



Site Performance Insights



Site Traffic - November 2024

CHANNEL	USERS	Y/Y
Paid Search	17,107	+311%
Organic Search	12,119	+20%
Paid Social	5,809	n/a
Direct	5,228	+0.3%
Display	2,526	+24%
Referral	784	-53%
Paid Video	746	n/a
Organic Social	708	-92%

INSIGHTS

- **Paid & Organic Search:** These two channels contribute the most traffic to the website, with Paid Search continuing to see incredible growth YoY.
- **Paid Social** is bringing about half as many users as SEO and a little more than Direct traffic, this channel also overtook Direct in November when it was shortly behind in October 2024.
- **Direct** traffic is consistent YoY in November.
- **November 2024** brought in about a third less traffic than October 2024.

Top Pages Site - November 2024

Page path	Views ▾	% Δ	Engagement rate	% Δ
/	36,599	45.5% ↑	48.03%	-19.1% ↓
/events/	12,602	87.9% ↑	67.49%	-18.8% ↓
/category/things-to-do/	5,331	-18.5% ↓	79.45%	-11.6% ↓
/category/food-drink/	2,797	20.8% ↑	76.05%	-11.8% ↓
/category/things-to-do/attractions/	1,577	-74.6% ↓	86.82%	-5.3% ↓
/plan-your-trip/christmas/christmas-in-eureka-springs/	1,170	-59.2% ↓	83.22%	150.3% ↑
/top-september-events-copy-copy/	1,048	-	93.92%	-
/category/where-to-stay/	1,008	53.0% ↑	89%	0.3% ↑
/plan-your-trip/	978	-36.7% ↓	92.59%	132.6% ↑
/category/things-to-do/outdoor-activities/	954	-59.3% ↓	92.39%	-2.3% ↓

Top Paid Media Traffic Pages - November 2024

Page path	Views ▼	% Δ	Engagement rate	% Δ
/	153,554	1,737.2% ↑	42.42%	4.2% ↑
/events/	67,505	401.7% ↑	45.79%	-27.8% ↓
/category/things-to-do/	39,631	29.8% ↑	84.98%	-1.2% ↓
/category/things-to-do/attractions/	20,669	-22.9% ↓	91.44%	85.3% ↑
/category/food-drink/	11,556	179.1% ↑	74.35%	51.7% ↑
/category/things-to-do/outdoor-activities/	9,342	-3.1% ↓	94.7%	161.4% ↑
/category/things-to-do/shops-galleries/	4,681	20.8% ↑	92.26%	139.7% ↑
/category/where-to-stay/	3,774	115.0% ↑	89.2%	31.7% ↑
/category/things-to-do/nightlife/	3,506	-4.0% ↓	94.48%	137.0% ↑

Top Organic Search Traffic Pages - November 2024

Page path	Views ▾	% Δ	Engagement rate	% Δ
/	52,060	43.9% ↑	82.47%	1.5% ↑
/events/	23,888	76.6% ↑	85.5%	27.3% ↑
/category/things-to-do/	18,887	88.2% ↑	89.09%	11.4% ↑
/category/things-to-do/attractions/	15,145	24.6% ↑	89.02%	18.3% ↑
/category/things-to-do/outdoor-activities/	7,811	45.9% ↑	93.74%	29.8% ↑
/category/food-drink/	5,822	0.9% ↑	91.55%	41.3% ↑
/category/things-to-do/shops-galleries/	5,003	53.8% ↑	89.17%	27.7% ↑
/category/where-to-stay/	3,542	67.8% ↑	97.37%	41.9% ↑
/curiously-perfect-gifts/	3,463	332.3% ↑	79.19%	16.6% ↑
/plan-your-trip/	3,225	87.6% ↑	93.67%	53.8% ↑

Top 10 Cities: Paid/Organic Split - November 2024

PAID TRAFFIC

City	+	↓ Active users	New users	Engaged sessions
Total		25,699 100% of total	24,760 100% of total	13,819 100% of total
1 Dallas		4,011	3,699	2,201
2 (not set)		2,829	2,592	1,449
3 Kansas City		1,483	1,393	775
4 Chicago		1,454	1,337	992
5 Oklahoma City		1,063	960	741
6 New York		550	538	151
7 Little Rock		373	347	257
8 Denver		352	319	211
9 Minneapolis		345	277	240
10 Los Angeles		305	279	127

ORGANIC TRAFFIC

City	+	↓ Active users	New users	Engaged sessions
Total		12,618 100% of total	11,805 100% of total	11,564 100% of total
1 Dallas		1,785	1,549	1,560
2 (not set)		1,272	1,082	1,063
3 Chicago		853	743	739
4 Oklahoma City		674	568	567
5 Kansas City		498	433	443
6 Eureka Springs		319	211	343
7 Little Rock		235	210	189
8 Minneapolis		217	155	184
9 Fayetteville		198	178	178
10 St. Louis		180	160	160



Creative Tactical Appendix



GOOGLE SEM

Campaign Report - November 1, 2024 - November 30, 2024

Full FY24 Performance
as of 12/04/2024

Primary KPI - Clicks 128,069
Impressions 499,709
CTR 25.63%
Avg CPC \$0.29

CLICKS 7,462
IMPRESSIONS 33,363
CTR 22.37% BENCHMARK: 8.40%
AVG CPC \$0.33

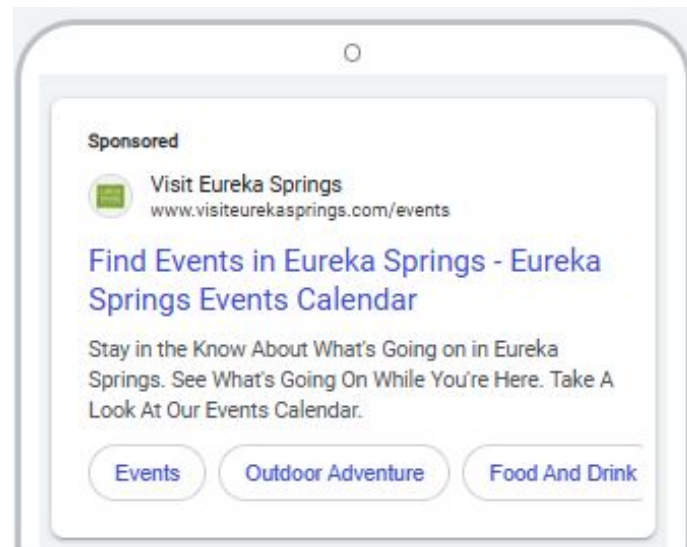
TOP PERFORMERS

Ad Groups: Events, Visit Eureka Springs

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

Audience: Females 45-54

Geos: Springfield, Kansas City, & Little Rock-Pine Bluff DMAs



GOOGLE SEM - "Near Me"

Campaign Report - November 1, 2024 - November 30, 2024

Full FY24 Performance
as of 12/04/2024

Primary KPI - Clicks 32,418
Impressions 156,280
CTR 20.74%
Avg CPC \$0.42

CLICKS 2,147

IMPRESSIONS 11,467

CTR 18.72% BENCHMARK: 8.40%

AVG CPC \$0.35

TOP PERFORMERS

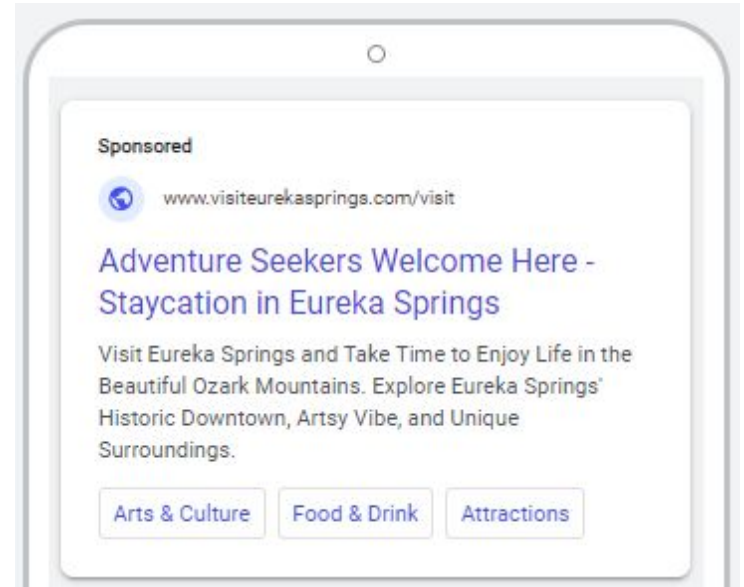
Ad Groups: Visit Eureka Springs, Events

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

Audience: Females 55-64

Geos: Eureka Springs, Fayetteville, Branson Township

*The Trolley ad group saw good performance in November, with 86 clicks and a CTR of 25.25%!



GOOGLE DISPLAY

Campaign Report - November 1, 2024 - November 30, 2024

Full FY24 Performance
as of 12/04/2024

Primary KPI - Impressions 12,639,991
Clicks 254,264
CTR 2.01%
Avg CPM \$1.57

CLICKS 20,418
IMPRESSIONS 1,197,601
CTR 1.70% BENCHMARK 1.06%
AVG CPM \$1.24

TOP PERFORMERS

Ads: Core Events - 300x600

Geos: Dallas-Ft. Worth, Fort Smith, Joplin MO-Pittsburg KS, & Kansas City MO DMAs

Audiences: Travel Hotels & Accommodations, Events This Weekend Near Me, Food & Dining



GOOGLE DISPLAY REMARKETING

Campaign Report - November 1, 2024 - November 30, 2024

Full FY24 Performance
as of 12/04/2024

Primary KPI - Impressions 7,888,488
Clicks 188,993
CTR 2.40%
Avg CPM \$1.78

CLICKS 19,864
IMPRESSIONS 802,407
CTR 2.48% BENCHMARK: 0.83%
AVG CPM \$1.56

TOP PERFORMERS

Ads: Events (300x600)

Geos: New York NY, Los Angeles CA, San Francisco DMAs

Audiences: Males 18-24



META PROSPECTING

Campaign Report - November 1, 2024 - November 30, 2024

Full FY24 Performance
as of 12/04/2024

Primary KPI - Clicks 57,510
Impressions 4,371,251
CTR 1.32%
Avg CPC \$0.31

CLICKS 5,150
IMPRESSIONS 389,623
CTR 1.32% BENCHMARK: 1.59%
AVG CPC \$0.38

TOP PERFORMERS

Ad: Core Events - Winter (1200x1200)

Region with Highest clicks: Ft. Smith-Fay-Sprngdl-Rgrs DMA

Placement: Mobile Facebook Feeds

Engagements:

Comments: 49

Post Reactions: 1,046

Saves: 14

Shares: 87

 Eureka Springs, Arkansas   
Sponsored · 

Parades, live shows, Christmas carols, and twinkling lights? Even Santa knows Eureka is the perfect holiday getaway.



visiteurekasprings.com
Free to Be Festive
Make Merry Memories

[Learn more](#)

 Like  Comment  Share

META REMARKETING

Campaign Report - November 1, 2024 - November 30, 2024

Full FY24 Performance
as of 12/04/2024

Primary KPI - Clicks 23,587
Impressions 1,903,621
CTR 1.24%
Avg CPC \$0.70

CLICKS 2,543
IMPRESSIONS 198,492
CTR 1.28% BENCHMARK: 1.72%
AVG CPC \$0.70

TOP PERFORMERS

Ad: Core Events - Winter (1200x1200)

Region with Highest clicks: Little Rock-Pine Bluff DMA

Placement: Mobile Facebook Feeds

Engagements:

Comments: 19

Post Reactions: 338

Saves: 10

Shares: 20

 Eureka Springs, Arkansas  
Sponsored · 

Parades, live shows, Christmas carols, and twinkling lights? Even Santa knows Eureka is the perfect holiday getaway.



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Make Merry Memories [Learn more](#)

 Like  Comment  Share

META PROSPECTING - KANSAS CITY

Campaign Report - November 1, 2024 - November 30, 2024

Full FY24 Performance
as of 12/04/2024

Primary KPI - Clicks 3,641
Impressions 535,231
CTR 0.68%
Avg CPC \$0.61

CLICKS 1,818
IMPRESSIONS 199,852
CTR 0.91% BENCHMARK: 1.59%
AVG CPC \$0.65

TOP PERFORMERS

Ad: General - Let's Go to KC!

Region with Highest clicks: Kansas City DMA

Placement: Mobile Facebook Feeds

Engagements:

Comments: 10

Post Reactions: 103

Saves: 3

Shares: 4

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

EXPEDIA

Campaign Report - November 1, 2024 - November 30, 2024

Full FY24 Performance
as of 12/04/2024

Primary KPI - Impressions 2,760,642
Clicks 4,174
CTR 0.15%



\$10.3K

Attr. Ad Spend



325.7K

Impressions



397

Clicks



0.12%

CTR



411

Tickets



392

Room Nights



921

PAX



\$217.8K

Gross Bkg \$



21.2

ROAS

POS Summary

Display POS Name	Attributable Ad Spend \$USD	Impressions	Clicks	CTR	View thru \$	Click thru \$	Total Gross Bkg \$USD	Air Tickets	Room Nights	VR Nights	ROAS
ExpediaPlus US	\$6,064	173,745	207	0.12%	\$208,197	\$0	\$208K	404	349	0	34.3
VRBO	\$4,232	151,922	190	0.13%	\$9,602	\$0	\$10K	7	43	0	2.3
Grand Total	\$10,296	325,667	397	0.12%	\$217,799	\$0	\$218K	411	392	0	21.2

EXPEDIA

Campaign Report - November 1, 2024 - November 30, 2024

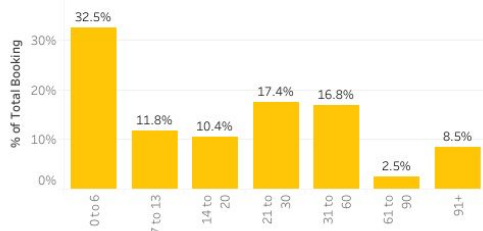
Full FY24 Performance as of 12/04/2024
Primary KPI - Impressions 2,760,642
Clicks 4,174
CTR 0.15%



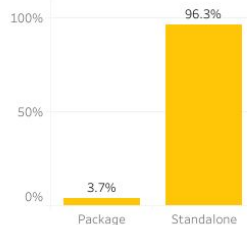
Conversion Insights For Eureka Springs Arkansas



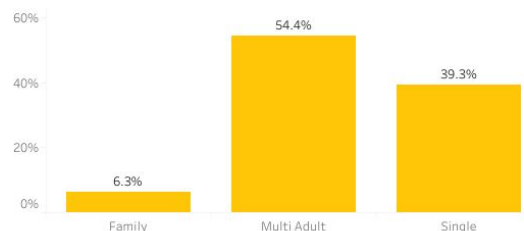
Travel Window (Days)



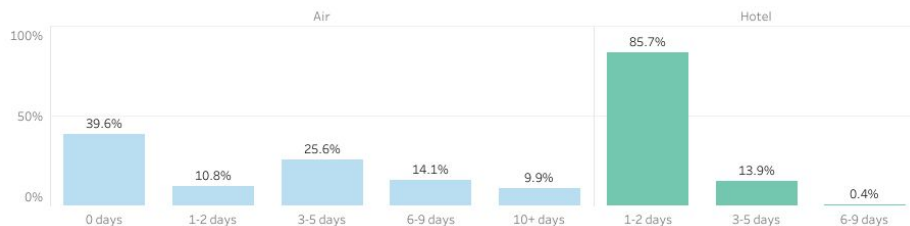
Package or Standalone



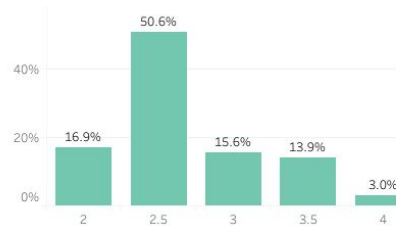
Person Count



Trip Duration (Days)



Hotel Star Rating



* Includes Bookings Resulting from On-site DFP

Report Period: November 1, 2024 to November 30, 2024

EXPEDIA

Campaign Report - November 1, 2024 - November 30, 2024

Full FY24 Performance
as of 12/04/2024

Primary KPI - Impressions 2,760,642
Clicks 4,174
CTR 0.15%



Enhanced Conversion Insight: Eureka Springs Arkansas

Q4 Eureka Springs

IO Number: 520586

November 1, 2024 to November 30, 2024

★ Star Rating (Room Nights)



Top 5 Hotels

Gross Bookings \$USD

The Crescent Hotel and Spa	\$7,883
Osage Creek Lodge	\$7,272
Basin Park Hotel and Spa	\$7,078
Best Western Inn of the Ozarks	\$4,285
Quality Inn Eureka Springs South	\$3,042

Avg Daily Rate

All Seasons Inn	\$543
Sugar Ridge Resort	\$476
Eureka Zen Cottages	\$398
Cliff Cottage Inn - Victorian B&B and Boutique Hotel	\$368
Angel At Rose Hall	\$260

Room Nights

Osage Creek Lodge	75
Basin Park Hotel and Spa	42
Best Western Inn of the Ozarks	35
The Crescent Hotel and Spa	31
Quality Inn Eureka Springs South	25

All Hotels and Vacation Rental Properties

		Room Nights..	Average Dail..	Gross Bookin..	LOS - Weight..
The Crescent Hotel and Spa	Hotel	31	\$254	\$7,883	1
Osage Creek Lodge	Hotel	75	\$97	\$7,272	2
Basin Park Hotel and Spa	Hotel	42	\$169	\$7,078	2
Best Western Inn of the Ozarks	Hotel	35	\$122	\$4,285	2
Quality Inn Eureka Springs South	Hotel	25	\$122	\$3,042	2
Candlewick Inn	Hotel	18	\$161	\$2,906	2
Super 8 by Wyndham Eureka Springs	Hotel	20	\$111	\$2,216	2
Wanderoo Lodge	Hotel	19	\$109	\$2,080	2
Eureka Zen Cottages	Hotel	5	\$398	\$1,992	2
Beaver Lakefront Cabins - Couples Only Geta..	Hotel	8	\$235	\$1,878	2
The Razorback Lodge	Hotel	18	\$76	\$1,368	2
Eureka Sunset Cabins	Hotel	5	\$257	\$1,284	3
Beaver Lake Cottages	Hotel	6	\$190	\$1,141	2
Hotel O Eureka Springs - Christ Of Ozark Area	Hotel	11	\$103	\$1,137	2
The Trails Inn	Hotel	10	\$111	\$1,106	2
Cliff Cottage Inn - Victorian B&B and Boutique..	Hotel	3	\$368	\$1,104	2
All Seasons Inn	Hotel	2	\$543	\$1,087	2
The Lodge	Hotel	13	\$81	\$1,050	2
Sugar Ridge Resort	Hotel	2	\$476	\$952	2
Tall Pines Inn	Hotel	6	\$141	\$845	2
Land O Nod Inn	Hotel	12	\$66	\$789	2

MOBILEFUSE

Campaign Report - November 1, 2024 - November 24, 2024

Full FY24 Performance
as of 12/04/2024

Primary KPI - Impressions 4,345,565
Clicks 3,165
CTR 0.07%

CLICKS 229
IMPRESSIONS 382,595
CTR 0.06% BENCHMARK: 0.47%
AVG CPM \$9.00

INSIGHTS

Standard banner performance:

Imprs: 53,986
Clicks: 203
CTR: 0.38%

Branson Market Days performance:

Imprs: 328,609
Clicks: 26
CTR: 0.01%
Engagements: 34



AZIRA (CTV)

Campaign Report - November 1, 2024 - November 30, 2024

Full FY24 Performance
as of 12/04/2024

Primary KPI - Impressions 1,413,846
Clicks 625
CTR 0.04%

CLICKS 205

IMPRESSIONS 586,127

CTR 0.03% BENCHMARK: 0.06%

VTR 89.45%

AVG CPM \$30.00

INSIGHTS

Top performing apps:

- Samsung TV Plus
- Plex
- Pluto TV

Top states:

- Missouri
- Oklahoma
- Kansas

