

Presented to

VISIT

EUREKA SPRINGS

DECEMBER CAMPAIGN PERFORMANCE





Media Performance



Key Takeaways

- **Media**
 - Both SEM campaigns, along with Google Remarketing, experienced significant increases in CTR compared to November, with remarketing achieving the highest boost at +38%.
 - All three Meta campaigns saw slight declines in clicks and CTR MoM as they concluded, wrapping up 2024. Despite this, their overall performance remained strong.
 - To close out 2024, Expedia generated 5,592 room nights booked and over \$2.1 million in gross booking revenue.

- **Website Analytics:**
 - Volume to the website is continuing its trend of outpacing 2023.
 - December saw the new page for the NYE Water Drop rank 3rd overall in terms of website Users.
 - Views of the Events page grew by over 600% YoY.
 - Dallas continues to provide the most website traffic.
 - Minneapolis and Atlanta are breaking within the top 10 for Organic and Paid traffic, respectively.

Media Performance

Branded Impressions
43,764,847

Branded Clicks
739,540

SEM	SEM "Near Me"	Google Display	Google Remarketing	Meta Prospecting	Meta Remarketing	Meta Prosp - Kansas City	Expedia	Epsilon	Mobilefuse	Azira (CTV)	
137,326 Clicks	33,974 Clicks	255,473 Clicks	206,107 Clicks	61,812 Clicks	25,563 Clicks	4,959 Clicks	4,449 Clicks	5,904 Clicks	3,165 Clicks	808 Clicks	
540,506 Impressions	163,412 Impressions	12,683,762 Impressions	8,369,695 Impressions	4,724,328 Impressions	2,052,411 Impressions	684,738 Impressions	2,974,874 Impressions	5,556,174 Impressions	4,345,565 Impressions	1,669,388 Impressions	
25.41% CTR	20.79% CTR	2.01% CTR	2.46% CTR	1.31% CTR	1.25% CTR	0.72% CTR	0.15% CTR	0.11% CTR	0.07% CTR	0.05% CTR	
\$0.29 CPC	\$0.41 CPC	\$1.57 CPM	\$1.79 CPM	\$0.32 CPC	\$0.70 CPC	\$0.63 CPC	5,592 Room Nights	\$9.00 CPM	\$9 CPM	\$30 CPM	
							\$2.1M Gross Bookings \$	10:1 ROI	642 Engagements		
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	0.06% CTR



Site Performance Insights



Site Traffic - December 2024

CHANNEL	USERS	Y/Y
Paid Search	13,365	+503%
Organic Search	11,859	+35%
Direct	6,133	+63%
Paid Social	4,457	n/a
Referral	2,447	+108%
Organic Social	856	-82%
Display	751	-40%
Unassigned	171	-85%

INSIGHTS

- **Paid & Organic Search:** These two channels contribute the most traffic to the website, with Paid Search continuing to see incredible growth YoY. SEO produces the highest Engagement Rate (71%) out of all channels.
- **Direct** traffic overtook Paid Social in December compared to November.
- **Paid Social** continues to bring in traffic to the website and the Engagement Rate (41%) is stronger than typical Paid Social Engagement Rates.
- **Referral** traffic grew in December compared to both November 2024 and December 2023, despite seeing decreased Engagement YoY.

Top Pages Site - December 2024

Page path	Views ▼	% ▲	Engagement rate	% ▲
/	26,714	74.9% ↑	51.54%	-15.1% ↓
/events/	10,674	137.7% ↑	80.23%	-3.9% ↓
/new-years-eve-water-drop/	6,460	-	37.39%	-
/category/things-to-do/	5,474	43.0% ↑	80.66%	-7.6% ↓
/category/food-drink/	2,656	79.1% ↑	76.27%	-14.1% ↓
/event/holiday-hangout-at-top-of-the-crest/	1,739	-	93.97%	-
/category/things-to-do/attractions/	1,622	-51.5% ↓	90.53%	-0.8% ↓
/top-holiday-events-in-eureka-springs/	1,441	157.3% ↑	90.16%	0.0% ↑
/plan-your-trip/christmas/christmas-in-eureka-springs/	1,290	-58.3% ↓	82.51%	77.4% ↑
/events/category/the-aud/	1,169	-6.8% ↓	80.02%	3.4% ↑

INSIGHTS

- The /events/ pages continues to see significant YoY growth and a strong Engagement Rate of 80%.
- Holiday Hangout, Attractions, and Top Holiday Events all produced a +90% Engagement Rate.
- Holiday Events in Eureka grw by 157% in volume YoY and the Engagement Rate remained consistent, which is rare!

Top Paid Media Traffic Pages - December 2024

Page path	Views ▼	% Δ	Engagement rate	% Δ
/	15,131	5,787.5% ↑	37.49%	-40.9% ↓
/events/	5,941	621.9% ↑	76.68%	-0.6% ↓
/category/things-to-do/	4,000	187.6% ↑	79.99%	-8.2% ↓
/category/food-drink/	1,560	563.8% ↑	80.56%	-2.6% ↓
/new-years-eve-water-drop/	1,396	-	64.38%	-
/event/holiday-hangout-at-top-of-the-crest/	833	-	96.19%	-
/top-holiday-events-in-eureka-springs/	738	472.1% ↑	92.15%	3.3% ↑
/category/things-to-do/attractions/	695	-28.6% ↓	91.36%	2.4% ↑
/plan-your-trip/trolley-services/	479	-	77.4%	-

INSIGHTS

- The top 4 pages are seeing significant growth YoY despite a decrease in engagement.
- Overall the Engagement Rate in the 80% range for events and category pages resonates well and shows that the paid audience is engaging with content after arriving at the site.

Top Organic Search Traffic Pages - December 2024

Page path	Views ▼	% Δ	Engagement rate	% Δ
/	6,475	30.1% ↑	84.22%	-2.8% ↓
/events/	3,369	48.7% ↑	86.28%	-1.2% ↓
/category/things-to-do/	1,196	-44.6% ↓	80.95%	-8.0% ↓
/plan-your-trip/christmas/christmas-in-eureka-springs/	1,039	83.6% ↑	81.66%	-6.6% ↓
/category/things-to-do/attractions/	767	-57.2% ↓	91.71%	-2.2% ↓
/events/category/the-aud/	687	-9.5% ↓	84.38%	3.4% ↑
/things-to-do/	667	-	97.49%	-
/category/food-drink/	627	-21.4% ↓	93.93%	4.3% ↑
/new-years-eve-water-drop/	572	-	68.38%	-

INSIGHTS

- The homepage and events page grew YoY in terms of Pageviews, while the things-to-do page saw a decrease of about 45%.
 - This is likely due to that traffic coming in via paid channels.
- Engagement of organic traffic is healthy, but is slightly decreasing YoY.

Top 10 Cities: Paid/Organic Split - December 2024

PAID TRAFFIC

City	Total users ▼	% ▲
Dallas	2,311	365.0% †
(not set)	1,685	148.2% †
Chicago	1,356	387.8% †
Kansas City	1,033	1,144.6% †
Oklahoma City	777	793.1% †
New York	588	2,840.0% †
Little Rock	346	540.7% †
Atlanta	266	1,464.7% †

ORGANIC TRAFFIC

City	Total users ▼	% ▲
Dallas	1,639	75.3% †
(not set)	1,119	56.5% †
Chicago	1,065	107.2% †
Oklahoma City	498	46.9% †
Kansas City	465	19.2% †
Eureka Springs	240	15.4% †
Little Rock	227	-13.4% †
Fayetteville	203	37.2% †
Minneapolis	186	287.5% †

INSIGHTS

- Dallas and Chicago are the top cities for both Paid and Organic traffic, both seeing significant growth YoY.
- OKC and KCMO swap spots between the two channels.
- Regional traffic from Eureka, Little Rock, and Fayetteville are more prominent in organic traffic than paid.
- NYC and Atlanta are growing significantly YoY.
- Minneapolis is seeing organic traffic grow YoY, this may be a market to learn more about.



Influencer Visit



@KANSASCITYKAREN + EUREKA SPRINGS

In Market: December 5-8, 2024

Deliverables:

- [Daily Stories](#)
- 2 Instagram Reels
 - [1st Reel](#)
 - [2nd Reel](#)
- [1 Instagram Post](#)

Organic Metrics:

- 15 posts (3 in-feed)
- 161,374 Impressions
- 5,898 Engagements
- 136,712 Reach
- 1,100,832 Potential Reach
- 2.0% Engagement Rate
- **1,848 Saves**
- \$8,223.29 Total Media Value



Karen //
[@kansascitykaren](#)



Creative Tactical Appendix



GOOGLE SEM

Campaign Report - December 1, 2024 - December 31, 2024

Full FY24 Performance
as of 1/09/2025

Primary KPI - Clicks 137,326
Impressions 540,506
CTR 25.41%
Avg CPC \$0.29

CLICKS 9,576
IMPRESSIONS 42,125
CTR 22.73% BENCHMARK: 8.40%
AVG CPC \$0.24

TOP PERFORMERS

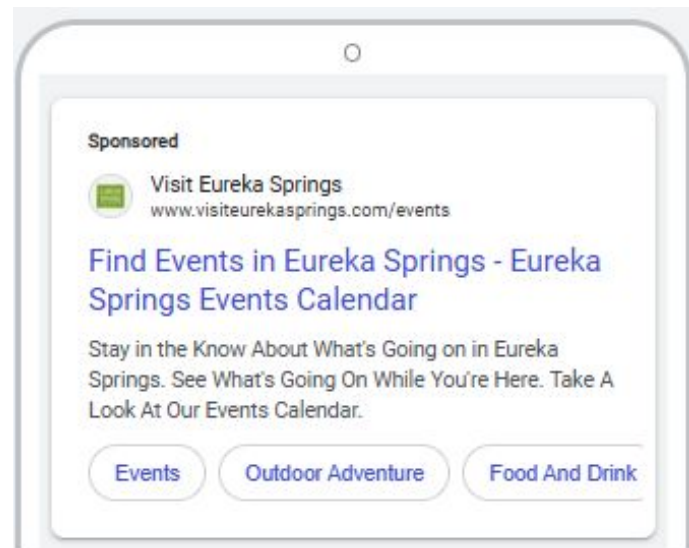
Ad Groups: Events, Things to Do

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

Audience: Females 45-54

Geos: Springfield, Ft. Smith-Fayetteville-Springdale-Rogers, Little Rock-Pine Bluff, & Tulsa DMAs

*The Trolley ad group saw good performance in December, with 421 clicks and a CTR of 35.83%!



GOOGLE SEM - "Near Me"

Campaign Report - December 1, 2024 - December 31, 2024

Full FY24 Performance
as of 1/09/2025

Primary KPI - Clicks 33,974
Impressions 163,412
CTR 20.79%
Avg CPC \$0.41

CLICKS 1,741

IMPRESSIONS 7,992

CTR 21.78% BENCHMARK: 8.40%

AVG CPC \$0.29

TOP PERFORMERS

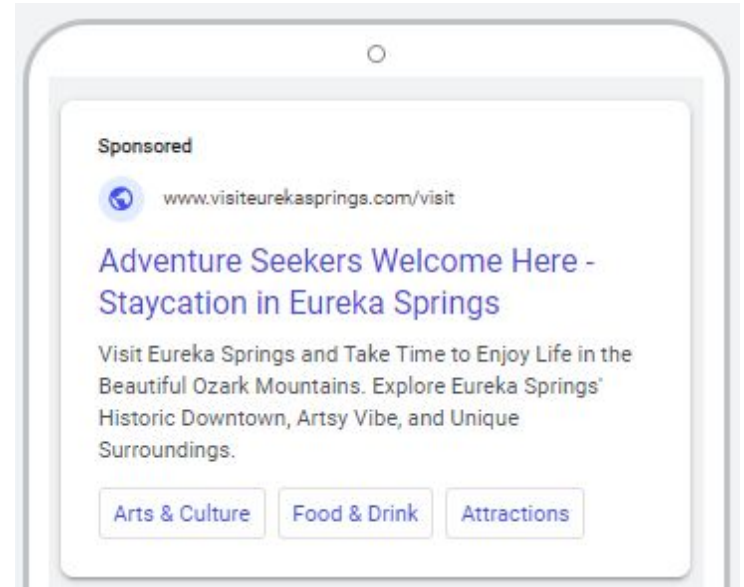
Ad Groups: Visit Eureka Springs, Events

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

Audience: Females 55-64

Geos: Eureka Springs, Fayetteville, Branson Township

*The Trolley ad group saw good performance in December, with 47 clicks and a CTR of 31.54%!



GOOGLE REMARKETING

Campaign Report - December 1, 2024 - December 31, 2024

Full FY24 Performance
as of 1/09/2025

Primary KPI - Impressions 12,683,762
Clicks 255,473
CTR 2.01%
Avg CPM \$1.57

CLICKS 18,461

IMPRESSIONS 538,880

CTR 3.43% BENCHMARK 1.06%

AVG CPM \$1.82

TOP PERFORMERS

Ads: Core Events - 300x600

Geos: New York NY, Los Angeles CA, Chicago IL, Boston MA-Manchester NH, & Dallas-Ft. Worth TX DMAs

Audiences: In-Market: Air Travel, In-Market: Corporate Event Planning, In-Market: Concert & Music Festival Tickets



META PROSPECTING

Campaign Report - December 1, 2024 - December 31, 2024

Full FY24 Performance
as of 1/09/2025

Primary KPI - Clicks 61,812
Impressions 4,724,328
CTR 1.31%
Avg CPC \$0.32

CLICKS 4,495
IMPRESSIONS 372,158
CTR 1.21% BENCHMARK: 1.59%
AVG CPC \$0.48

TOP PERFORMERS

Ad: Core Events - Winter (1200x1200)

Region with Highest clicks: Dallas-Ft. Worth DMA

Placement: Mobile Facebook Feeds





Engagements:

Comments: 26

Post Reactions: 705

Saves: 17

Shares: 27

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 - December 1, 2024 - December 31, 2024

CLICKS 2,000
IMPRESSIONS 156,286
CTR 1.28% BENCHMARK: 1.72%
AVG CPC \$0.77

TOP PERFORMERS

Ad: Core Events - Winter (1200x1200)

Region with Highest clicks: Kansas City DMA

Placement: Mobile Facebook Feeds

Engagements:

Comments: 24

Post Reactions: 216

Saves: 6

Shares: 9

Full FY24 Performance
as of 1/09/2025

Primary KPI - Clicks 25,563
Impressions 2,052,411
CTR 1.25%
Avg CPC \$0.70

 **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](#)



META PROSPECTING - KANSAS CITY

Campaign Report - December 1, 2024 - December 31, 2024

Full FY24 Performance
as of 1/09/2025

Primary KPI - Clicks 4,959
Impressions 684,738
CTR 0.72%
Avg CPC \$0.63

CLICKS 1,475
IMPRESSIONS 164,455
CTR 0.90% BENCHMARK: 1.59%
AVG CPC \$0.69

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: 168

Saves: 5

Shares: 5

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)

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

Like Comment Share

EXPEDIA

Campaign Report - December 1, 2024 - December 31, 2024

Full FY24 Performance
as of 01/09/2025

Primary KPI - Impressions 2,974,874
Clicks 4,449
CTR 0.15%



\$6.8K

Attr. Ad Spend



214.2K

Impressions



275

Clicks



0.13%

CTR



338

Tickets



279

Room Nights



667

PAX



\$184.8K

Gross Bkg \$



27.2

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	\$4,137	118,544	161	0.14%	\$181,800	\$82	\$182K	332	272	0	44.0
VRBO	\$2,667	95,688	114	0.12%	\$2,907	\$0	\$3K	7	7	0	1.1
Grand Total	\$6,804	214,232	275	0.13%	\$184,707	\$82	\$185K	338	279	0	27.2

EXPEDIA

Campaign Report - December 1, 2024 - December 31, 2024

Full FY24 Performance
as of 1/09/2025

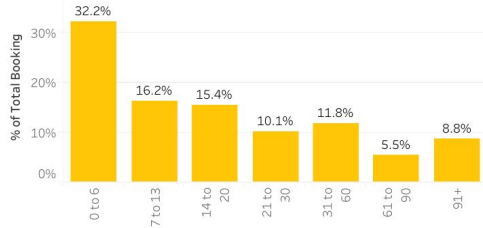
Primary KPI - Impressions 2,974,874
Clicks 4,449
CTR 0.15%



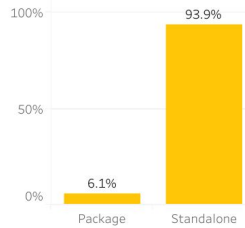
Conversion Insights For Eureka Springs Arkansas



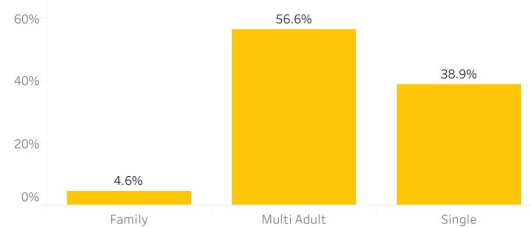
Travel Window (Days)



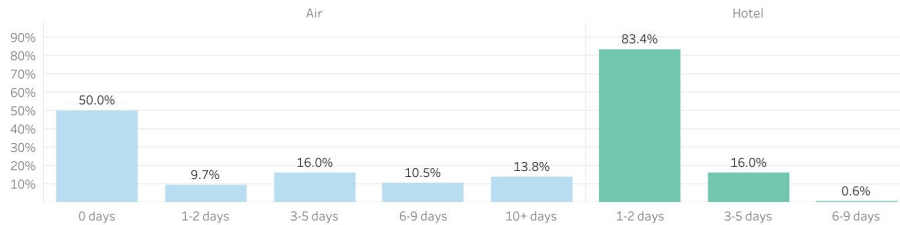
Package or Standalone



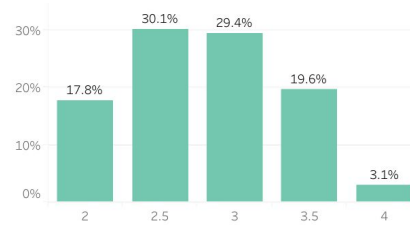
Person Count



Trip Duration (Days)



Hotel Star Rating



* Includes Bookings Resulting from On-site DFP

Report Period: December 1, 2024 to December 31, 2024

EXPEDIA

Campaign Report - December 1, 2024 - December 31, 2024

Full FY24 Performance as of 1/09/2025
 Primary KPI - Impressions 2,974,874
 Clicks 4,449
 CTR 0.15%

Q4 Eureka Springs

IO Number: 520586

December 1, 2024 to December 31, 2024

★ Star Rating (Room Nights)



Top 5 Hotels

Gross Bookings \$USD

The Crescent Hotel and Spa	\$10,841
Basin Park Hotel and Spa	\$9,399
Osage Creek Lodge	\$3,333
Beaver Lakefront Cabins - Couples Only Getaways	\$2,482
Super 8 by Wyndham Eureka Springs	\$1,749

Avg Daily Rate

Cinnamon Valley Resort	\$452
Arsenic and Old Lace B&B	\$323
The Crescent Hotel and Spa	\$301
Beaver Lakefront Cabins - Couples Only Getaways	\$276
All Seasons Treehouse Village	\$241

Room Nights

Basin Park Hotel and Spa	74
The Crescent Hotel and Spa	36
Osage Creek Lodge	34
Super 8 by Wyndham Eureka Springs	16
Eureka Springs Heritage Motel	12

All Hotels and Vacation Rental Properties

		Room Nights..	Average Dail..	Gross Bookin..	LOS - Weight..
The Crescent Hotel and Spa	Hotel	36	\$301	\$10,841	2
Basin Park Hotel and Spa	Hotel	74	\$127	\$9,399	2
Osage Creek Lodge	Hotel	34	\$98	\$3,333	2
Beaver Lakefront Cabins - Couples Only Geta..	Hotel	9	\$276	\$2,482	2
Super 8 by Wyndham Eureka Springs	Hotel	16	\$109	\$1,749	2
Arsenic and Old Lace B&B	Hotel	5	\$323	\$1,616	5
Cinnamon Valley Resort	Hotel	3	\$452	\$1,357	3
Beaver Lake Cottages	Hotel	7	\$169	\$1,184	1
Best Western Inn of the Ozarks	Hotel	9	\$130	\$1,172	2
Eureka Springs Treehouses, Hobbit Caves & C..	Hotel	5	\$233	\$1,165	3
Tall Pines Inn	Hotel	6	\$192	\$1,151	2
Hotel O Eureka Springs - Christ Of Ozark Area	Hotel	12	\$92	\$1,106	1
Eureka Springs Heritage Motel	Hotel	12	\$71	\$858	3
Log Cabin Inn	Hotel	5	\$163	\$816	2
Travelers Inn	Hotel	8	\$98	\$787	3
The Razorback Lodge	Hotel	9	\$70	\$627	2
Wanderoo Lodge	Hotel	6	\$95	\$571	1
Quality Inn Eureka Springs South	Hotel	4	\$113	\$452	1
The Trails Inn	Hotel	5	\$79	\$393	2
Table Rock Landing Resort	Hotel	2	\$190	\$380	2
Cherokee mountain log cabin resort	Hotel	2	\$172	\$343	2

AZIRA (CTV)

Campaign Report - December 1, 2024 - December 31, 2024

Full FY24 Performance
as of 1/09/2024

Primary KPI - Impressions 1,669,388
Clicks 808
CTR 0.05%

CLICKS 183

IMPRESSIONS 255,542

CTR 0.07% BENCHMARK: 0.06%

VTR 89.45%

AVG CPM \$30.00

INSIGHTS

Top performing apps:

- Plex
- Pluto TV
- Samsung TV Plus

Top states:

- Missouri
- Oklahoma
- Arkansas

