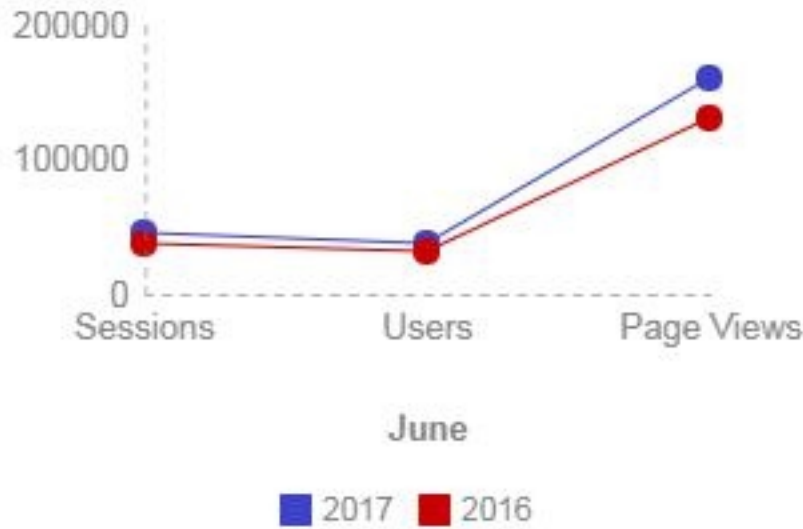


Eureka Springs CAPC July 2017 Report

Website Metrics



Facebook Highlights



Likes (current): 67,227
 New Likes in June: 709
 Reach of Page Posts: 241,561
 Impressions: 451,822
 Engagement: 14,849



Public Relations Stores Carried Around the United States

Public Relations Stories PR Value June 2017
 Total Value \$611,000

1000 total mentions

Total Reach:
 98.77 Million

Top 10 Referrals

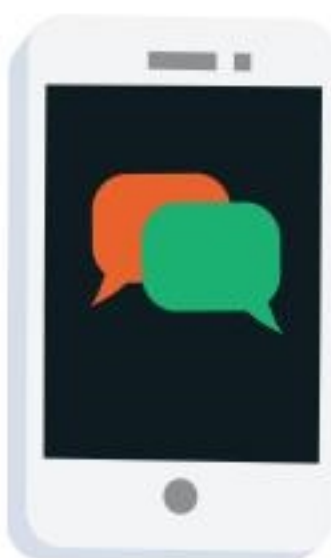
1. NorthwestArkansas.org
2. Facebook Mobile
3. MSN.com
4. ATT.net
5. Im.Facebook.com (link shim)
6. historiccottages.com
7. cristobeltravel.com
8. Facebook.com
9. crystalbridges.org
10. thetreehouses.com

Top 10 Pages Visited

1. Front Page
2. Activities/Things to Do
3. Events
4. Activities/Things to Do/Page 2
5. Activities/Things to Do/Page 3
6. Accommodations/Cabins & Cottages
7. Activities/Things to Do/ Page 4
8. Dining
9. Activities/Things to Do/ Page 5
10. Accommodations/ Hotels & Motels

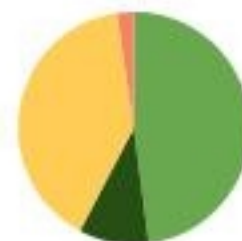
Out of Area Geos

1. Dallas-Ft. Worth TX
2. Oklahoma City
3. Chicago
4. St. Louis
5. Kansas City
6. Tulsa
7. Fayetteville
8. Bentonville
9. Memphis
10. Springfield



Mobile Sessions

60% of visitors are on mobile/tablet



Apple iPhone (47.93%) Apple iPad (9.75%)
 Samsung (39.99%) Other (2.34%)

Media Insights for July 2017



Television Markets Reached:

Fayetteville/Ft. Smith, Dallas, Joplin/Pittsburg, KS, Springfield/Branson, Kansas City, Oklahoma City, Tulsa, State Wide Arkansas via AETN, St. Louis



Regional Print:

2017 Arkansas Tour Guide, 2017 Arkansas Motorcycle Guide, Eureka Springs Motorcycle Guide, Arkansas Democrat-Gazette, The Gayly, Celebrate Magazine, AY Magazine, Celebrate Magazine, D Magazine, Wires and Wood, Hills and Hollows



Billboard Markets Reached

Walton/102 Bentonville
Broken Arrow Expressway--Tulsa



Radio

KESA Eureka Springs
Magic 107.9KUAF



Global Internet (Not Including Social Media)

Monthly
Niche Target 75,000 Impressions

Event Focus June -150,000 Impressions

YouTube May :Summer Fun-- 2,500 Impressions
Mobile Geo-Fencing 180,000 Impressions
NWADG.com 100,000 Impressions

