

Eureka Springs CAPC

September 2017 Report

Website Metrics



Facebook Highlights



Likes (current): 68,924
 New Likes in September: 762
 Reach of Page Posts: 435,294
 Impressions, 617,413
 Engagement: 17,885



Public Relations Stores Carried Around the United States

Public Relations Stories PR Value
 September 2017
 Total Value \$415,000

864 total mentions

Total Reach:
 122.79 Million

Top 10 Referrals

1. Facebook Mobile
2. NorthwestArkansas.org
3. Arkansas.com
4. Facebook.com
5. LFacebook.com
6. MSN.com
7. TheTreehouses.com
8. Lm.Facebook.com
9. SouthernLiving.com
10. duckduckgo.com

Top 10 Pages Visited

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

Out of Area Geos

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



Mobile Sessions

64% of visitors are on mobile/tablet



Apple iPhone (45.90%) Apple iPad (12.48%)
 Samsung (23.24%) Other (18.38%)

Media Insights for September 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, D Magazine, Wires and
Wood, Hills and Hollows

Billboard Markets Reached

Walton/102 Bentonville
● Broken Arrow Expressway--Tulsa



Radio

KESA Eureka Springs
Magic 107.9 KUAF



Global Internet (Not Including Social Media)

Monthly
Niche Target 75,000 Impressions

Event Focus September -150,000 Impressions

YouTube September-- 2,500 Impressions
Mobile Geo-Fencing 100,000 Impressions

70th Ozark Folk Festival
Festival Headliner
Live in The Auctions
Friday, November 3rd
Lucinda Williams
NOVEMBER 3-5
INFO: OZARKFOLKFESTIVAL.COM TICKETS: THEAUD.ORG

THROUGHOUT OCTOBER EUREKA SPRINGS IS THE
HALLOWEEN CITY
THEHALLOWEENCITY.COM

Girlfriend Getaways Dining
Shopping Spas
MADE IN EUREKA SPRINGS ARKANSAS Nightlife
BOB'S