



EUREKA SPRINGS CAPC YEAR IN REVIEW 2020

Paradise Advertising and Marketing from St. Petersburg Florida, has been vital as we navigated through the uncharted waters of 2020. Paradise is our agency of record, the first experience with an agency relationship who has strategically integrated all aspects of our marketing approach for the destination. Paradise develops our strategic out-of-market marketing multi-channel campaigns. They were also responsible for evolving the Eureka Springs brand, Curious Indeed and bringing our new identity to life through a cohesive omnichannel marketing approach.

Prior to the COVID-19 crisis, Eureka Springs was projecting increases in restaurant and tax collections. In fact, Eureka Springs' tax collections increased in March, while the majority of other destinations were drastically down.

Under the current direction and leadership, the immediate response to pivot the strategic marketing approach in time of crisis was crucial in mitigating additional loss of tax collection during the pandemic.

YOY tax collections have been on the rise since 2006. 2020 was an unprecedented year, while YOY tax collections are projected to be approximately down 15.8% or - \$239,257.

However, Eureka Springs has its strongest Fall season in recent years. For the year in review, see below:

Total 2020 Collections: \$1,272,466

Quarterly Tax Collection :

- ○ 1st Quarter Up 19.2%
- ○ 2nd Quarter Down 62.3%
- ○ 3rd Quarter Down 12.7%
- ○ 4th Quarter Up 5.2%

Collections Compared to Budget : Up \$161,648 or 14.6%

Collections Compared to 2019: Down \$239,257 or 15.8

The 2020 campaigns launched in February - December. Campaigns included digital display, video, native, paid search, and paid social.

- Evergreen Campaign (Feb-Nov)
- Soft Messaging Campaign in response to COVID-19 (Apr-Jun)
- Relaunch Campaign (Jun-Dec)

We introduced a new marketing tactic this year by utilizing radio influencers. This was a radio endorsement campaign in three top drive markets – Little Rock, Kansas City, and Oklahoma City. Endorsers included Bobby Bones and Ed Walker. This form of marketing was well received by listeners and the three months of fall travel during the campaign promotion reflected spikes in visitation.

As a result, the 2020 campaigns generated just over 19 million impressions, with an overall clickthrough rate of .93%, banners with a .14% CTR (industry benchmark = .08% CTR), native with a .30% (matching industry benchmark), and an overall video completion rate of over 85% (industry benchmark = 70%). These performance metrics are important because they confirm we are delivering the right message to the right people at the right time.

Expedia campaigns were implemented during the Relaunch Campaign which generated the following results:

- \$166.4K in gross bookings
- 3.7, return on ad spend
- 1,284 booked room nights

This media tactic was successful amid the pandemic crisis to generate revenue as a direct tourism impact through increased tax collections and economic impact into the local businesses throughout Eureka Springs.

EurekaSprings.org Website Stats: Users are up 23% over 2019, Facebook Page Reach is up 32%, Instagram Reach is up 177%

We've continued using Smith Travel Research reports showing daily occupancy and revenue rates.

Developed and continued advertising relationship within state level- Arkansas Travel, Cycling and Motorcycle guides.

Developed a consumer sentiment survey for the CAPC email database.

Utilized local photographer, Ed Robinson for all creative asset development for current campaign: Curious, Indeed .