



Beavers Bend *Cabin Country*

Jan. - June 2025
6 Month Campaign Reporting & Recap

EXECUTIVE SUMMARY

6 Month Report

50,570,311	386,370	100,424	3,319
Impressions	Site Users	Site Conversions	App Users
84,533	724,699	4,627,791	812
Social Audience	Social Engagements	Video Views	App Downloads

TAX REVENUE

<i>MONTH</i>	2020-2021	2020 % Change	2021-2022	2021 % Change	2022-2023	2022 % Change	2023-2024	2023 % Change	2024-2025	2024 % Change
July	\$284,997.94	74.38%	\$403,546.61	41.60%	\$374,437.12	-7.21%	\$392,547.58	4.84%	\$431,311.11	9.87%
August	\$314,140.86	95.89%	\$395,047.92	25.76%	\$414,086.06	4.82%	\$429,777.77	3.79%	\$482,077.28	12.17%
September	\$334,866.16	155.46%	\$327,624.14	-2.16%	\$274,765.94	-16.13%	\$262,938.01	-4.30%	\$319,145.36	21.38%
October	\$245,051.51	123.76%	\$264,042.08	7.75%	\$264,202.37	0.06%	\$279,291.98	5.71%	\$317,180.40	13.57%
November	\$266,686.89	110.84%	\$295,806.80	10.92%	\$362,694.94	22.61%	\$361,883.67	-0.22%	\$379,912.65	4.98%
December	\$312,480.40	117.74%	\$328,096.69	5.00%	\$275,328.39	-16.08%	\$377,970.56	37.28%	\$412,648.98	9.17%
January	\$225,788.11	70.75%	\$297,223.71	31.64%	\$341,477.59	14.89%	\$342,109.19	0.18%	\$387,359.23	13.23%
February	\$238,192.37	129.84%	\$254,124.81	6.69%	\$244,177.41	-3.91%	\$270,047.20	10.59%	\$296,854.06	9.93%
March	\$191,000.54	84.82%	\$233,737.35	22.38%	\$230,707.53	-1.30%	\$258,570.53	12.08%	\$214,979.32	-16.86%
April	\$332,094.79	115.00%	\$342,513.08	3.14%	\$325,462.65	-4.98%	\$434,254.90	33.43%	\$417,143.25	-3.94%
May	\$241,662.59	98.55%	\$256,219.83	6.02%	\$246,328.37	-3.86%	\$313,770.51	27.38%	\$270,810.47	-13.69%
June	\$291,259.67	14.31%	\$287,776.39	-1.20%	\$254,407.24	-11.60%	\$307,517.36	20.88%	\$327,364.63	6.45%
TOTAL	\$3,278,221.83	92.32%	\$3,685,759.41	12.43%	\$3,608,075.61	-2.11%	\$4,030,679.26	11.71%	\$4,256,786.74	5.61%

DATAFY

Visitation Overview

Datafy Visitation for this time period was **up YoY** from 2023 (**10%**) and 2024 (**16%**) for total trips to the county in 2025.

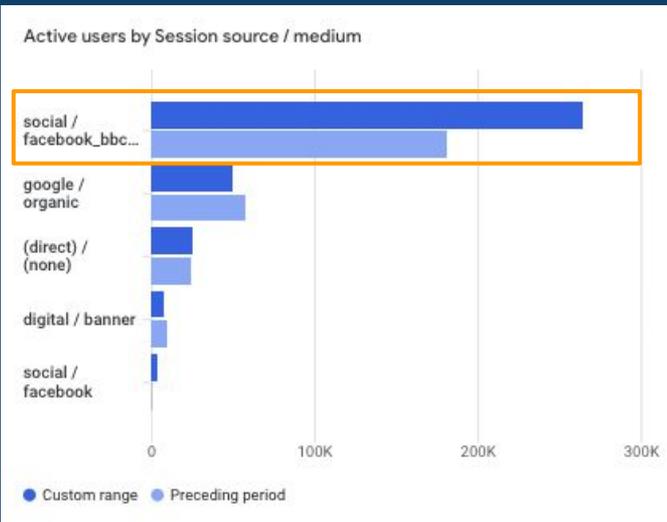
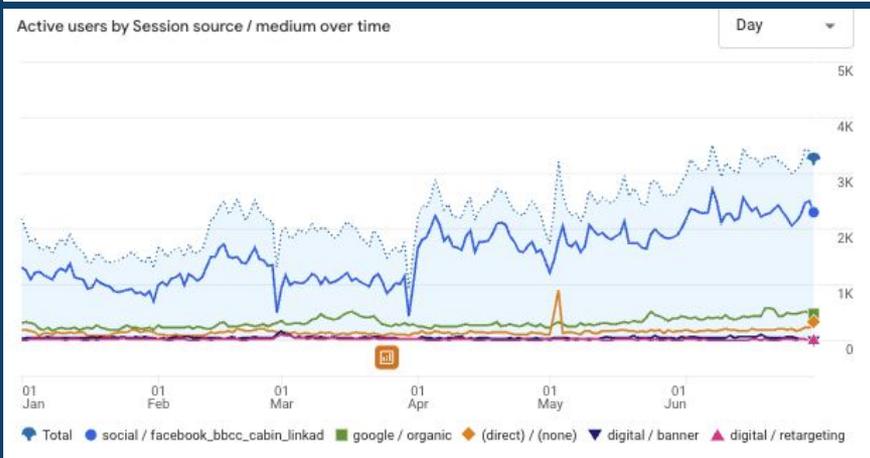
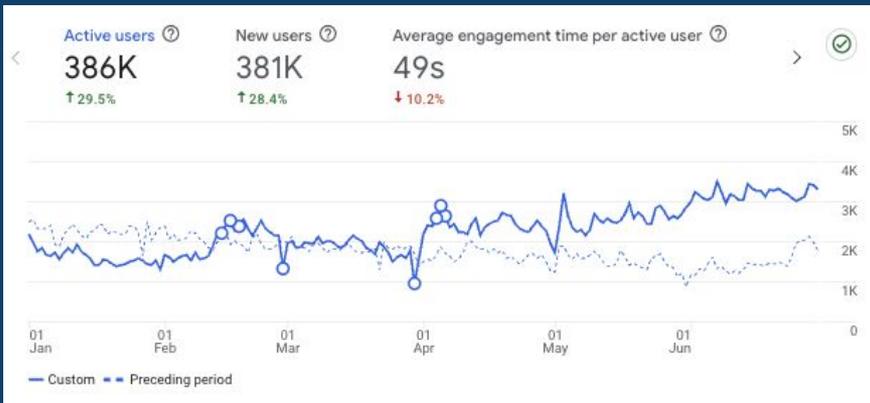
March YoY consistently drives the highest visitation across these 6 months.

	2023	2024	2025
Total Trips	495,359	469,341	543,020
Visitor Days	2,081,533	2,194,581	2,364,995
Avg Length of Stay	4.5 Days	4.9 Days	4.6 Days



WEB TRAFFIC

Overview



For the last 6 months, we've had **over 300k users** to the site. Up nearly 30% from the preceding period.

The top traffic source remains Social, with cabin ads driving most traffic.

The average engagement time on the site sat at just **under 1 minute**.

WEB TRAFFIC

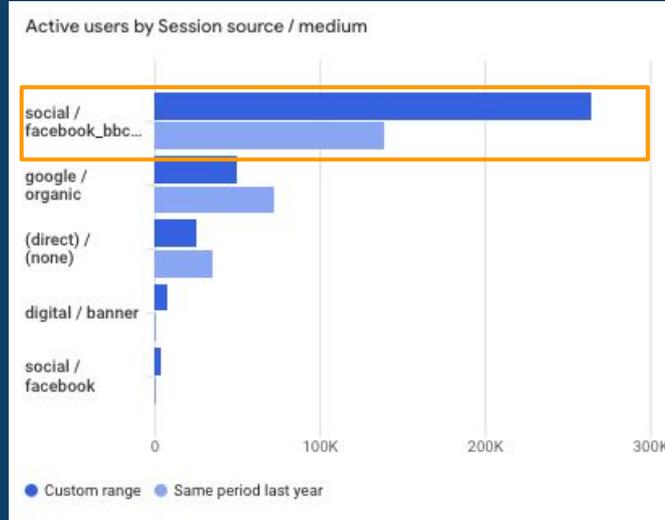
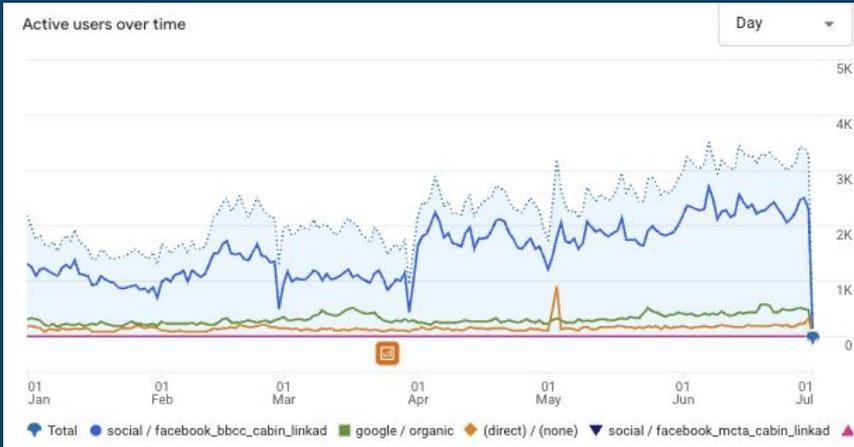
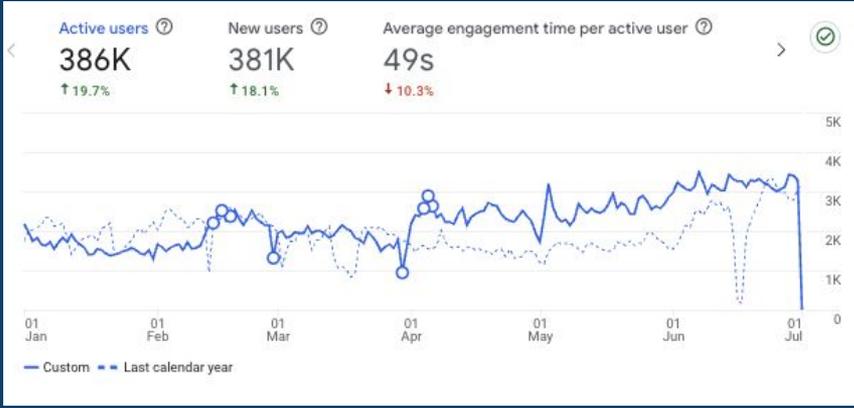
Pages

Page path and screen class +	Comparison	Views ↓	Active users	Bounce rate	Average engagement time per active user	Event count All events ↓	Key events All events ↓
SHOW ALL ROWS							
All Users		1,218,290 vs. 912,928 ↑ 33.45%	386,370 vs. 298,451 ↑ 29.46%	51% vs. 45.25% ↑ 12.69%	49s vs. 55s ↓ -10.18%	3,332,724 vs. 2,509,821 ↑ 32.79%	100,469.00 vs. 52,130.00 ↑ 92.73%
Properties pages		268,892 vs. 207,065 ↑ 29.86%	112,755 vs. 88,373 ↑ 27.59%	10.26% vs. 9.64% ↑ 6.43%	1m 08s vs. 1m 05s ↑ 4.85%	738,043 vs. 559,478 ↑ 31.92%	87,101.00 vs. 45,243.00 ↑ 92.52%
Eat Pages		17,727 vs. 13,555 ↑ 30.78%	12,984 vs. 9,073 ↑ 43.11%	9.23% vs. 12.01% ↓ -23.1%	37s vs. 44s ↓ -15.15%	47,406 vs. 35,382 ↑ 33.98%	3,232.00 vs. 949.00 ↑ 240.57%
Directory Pages		77,174 vs. 92,736 ↓ -16.78%	37,109 vs. 43,974 ↓ -15.61%	26.61% vs. 31.31% ↓ -15%	38s vs. 39s ↓ -2.3%	233,268 vs. 273,002 ↓ -14.55%	173.00 vs. 226.00 ↓ -23.45%
Shop Pages		3,162 vs. 3,463 ↓ -8.69%	2,433 vs. 2,682 ↓ -9.28%	12.61% vs. 15.48% ↓ -18.52%	30s vs. 31s ↓ -5.6%	8,191 vs. 8,845 ↓ -7.39%	28.00 vs. 16.00 ↑ 75%
Activity Pages		46,664 vs. 54,969 ↓ -15.11%	17,820 vs. 21,184 ↓ -15.88%	16.39% vs. 18.55% ↓ -11.63%	51s vs. 53s ↓ -3.15%	129,011 vs. 153,588 ↓ -16%	52.00 vs. 54.00 ↓ -3.7%

Compared to the preceding period, **Properties and Eat page types saw increases** in views and active users in this period compared to the preceding period. We also saw decreases in the bounce rate, which speaks to the value of traffic landing on these pages, excluding Properties pages which saw an increase (also valuable traffic signal).

WEB TRAFFIC

Overview



Compared to the same period in 2024, we saw a nearly 20% increase active users.

Similar stories are seen YoY for web traffic with social cabin ads driving the most traffic.

WEB TRAFFIC: CONVERSIONS

Conversions	Jan. 1 - June 30, 2025		Preceding Period July 1 - Dec. 31, 2024			Year Over Year Jan. 1 - June 30, 2024		
	Conversions	Total Users	Conversions	Percent Change	Total Users	Conversions	Percent Change	Total Users
Totals	100,424	55,859	52,061	92.9%	29,999	77,583	29.4%	44,122
check_availability	86,476	48,755	43,997	96.5%	25,860	70,459	22.7%	39,978
add_to_favorites	5,725	2,059	4,483	27.7%	2,045	5,781	-0.97%	3,057
start_your_search	8,223	5,045	3,581	129.6%	2,094	1,343	512.3%	1,087

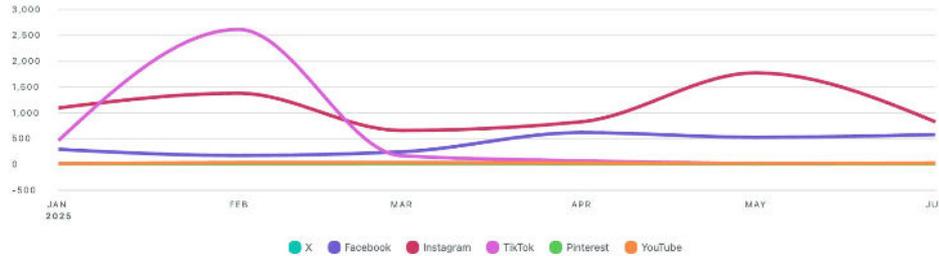
We saw **increases** in conversions compared to the preceding period (**up 93%**) and the same time period of 2024 (**up 30%**) this time period.

SOCIAL MEDIA AUDIENCE

JANUARY - JUNE

Audience Growth

See how your audience grew during the selected time period.



Audience Metrics

	Totals	% Change
Audience	84,533	↗ 20.1%
Net Audience Growth	12,264	↗ 64.6%
X Net Follower Growth	19	↗ 258.3%
Facebook Net Follower Growth	2,367	↗ 16.8%
Instagram Net Follower Growth	6,495	↗ 23%
TikTok Net Follower Growth	3,279	↗ 2,115.5%
Pinterest Net Follower Growth	10	↘ 16.7%
YouTube Net Subscriber Growth	94	—

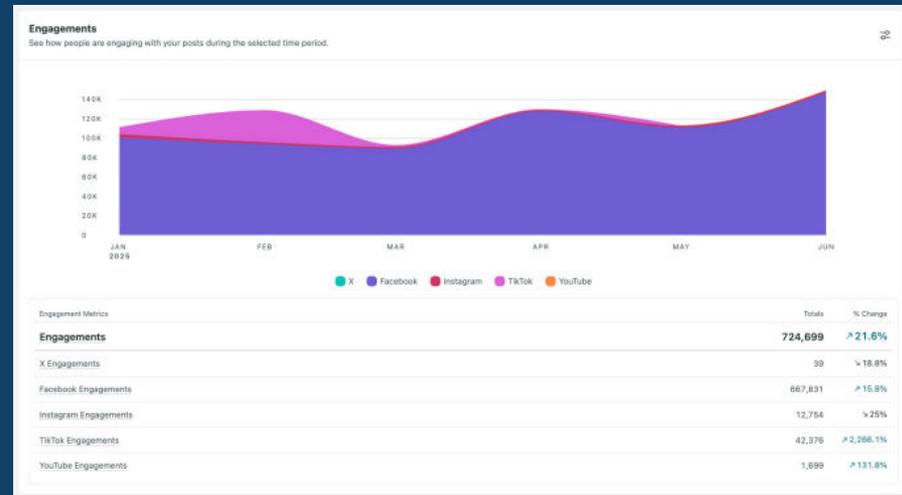
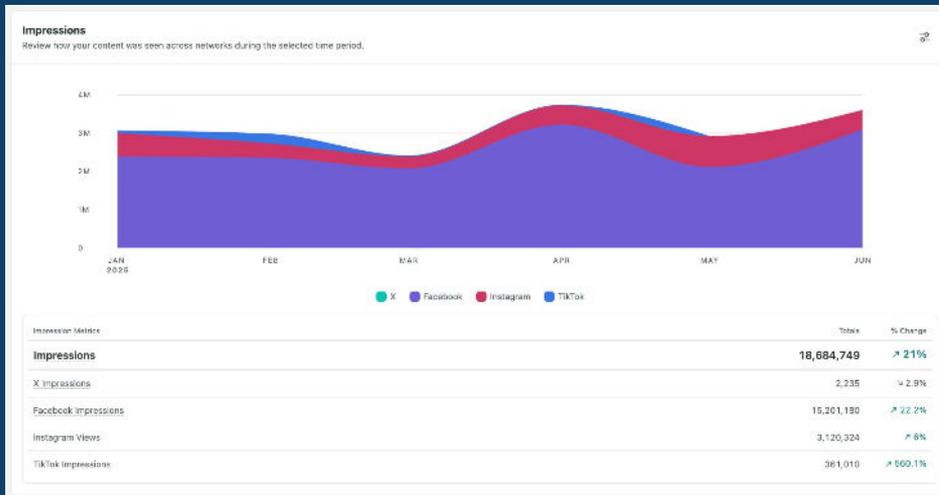
The first half of 2025 brought major growth, our total audience is **up 20%**, with over 12,000 new followers added, bringing us to 84,533 overall. TikTok led the charge with a massive 2,115% increase, while Instagram (+23%) and Facebook (+16.8%) also saw steady gains.

We officially **crossed the 80K mark** - a big milestone as we head into the second half of the fiscal year!

Moving forward, we'll keep the momentum going by reaching new audiences, keeping things fresh for our current followers, and continuing to highlight seasonal and experiential content that resonates with our audience.

SOCIAL MEDIA IMPRESSIONS & ENGAGEMENT

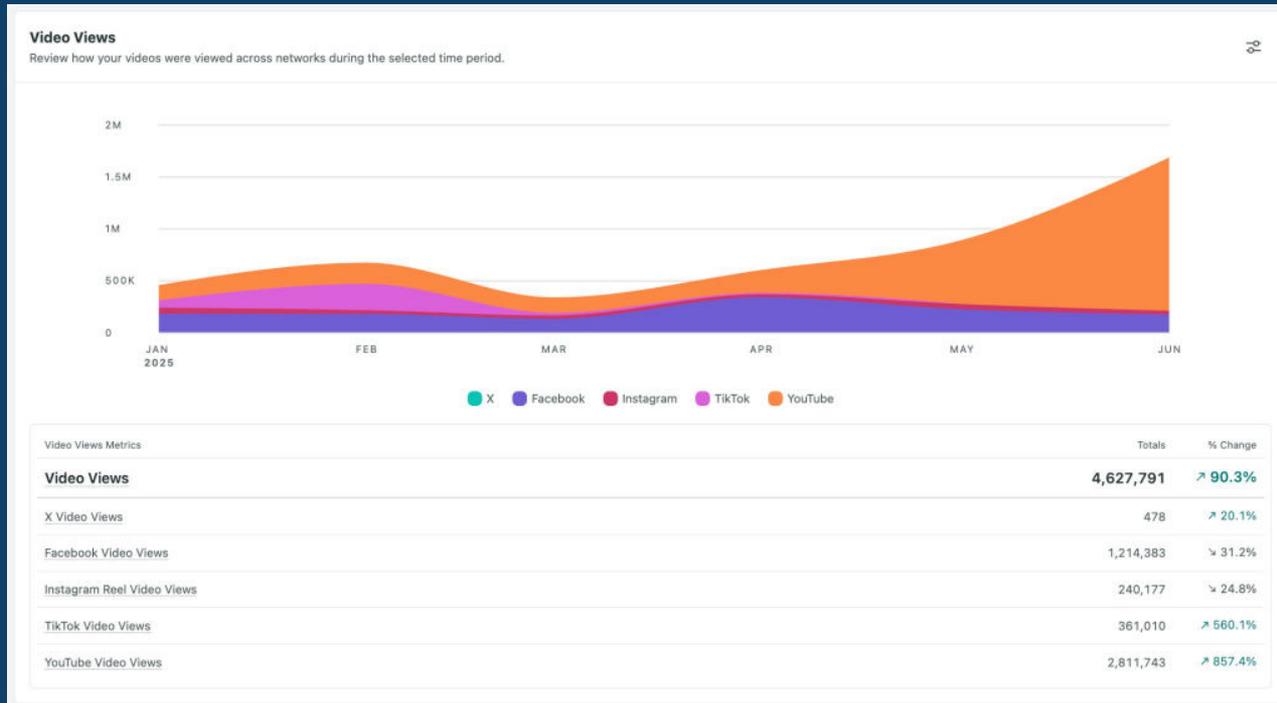
JANUARY - JUNE



We had a strong first six months, with **impressions up 21%** and **engagements climbing 22%**! Facebook continues to lead in overall impressions, while TikTok saw a massive spike in engagement — up over 2,200%. It's exciting to see content gaining traction across platforms, and we'll keep that momentum going with strategies focused on reach, engagement, and continued growth!

SOCIAL MEDIA VIDEO VIEWS

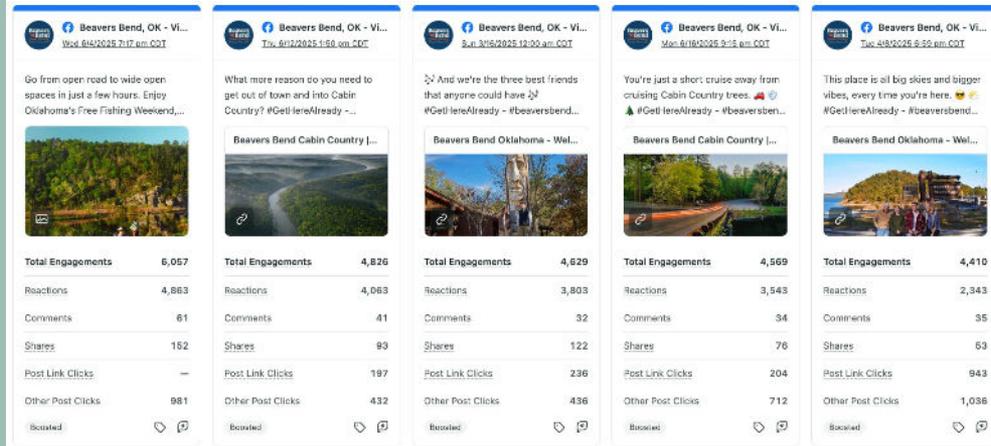
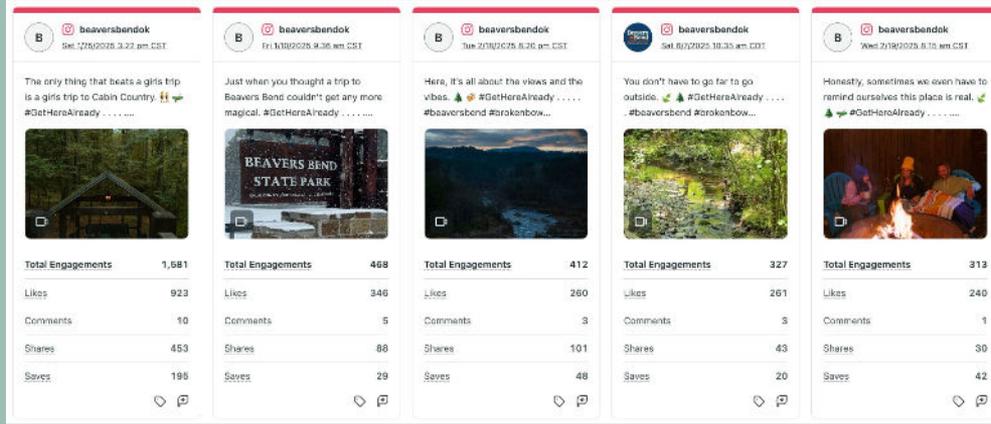
JANUARY - JUNE



Video views saw major growth in the first half of 2025, **up 90% overall** with nearly 5 million views! YouTube led the way with an 857% increase, followed by big gains on TikTok (+560%). Short-form video remains a key driver across platforms.

ALL STAR PERFORMERS

JANUARY - JUNE



On Instagram, our best performing posts were all about beautiful views, unique cabin stays, and exciting activities, right in line with what we expected for such a visual platform. Reels continued to be the top format, pulling in the most engagement.

On Facebook, linked static posts that highlighted the area's beauty and drove to the website performed best.

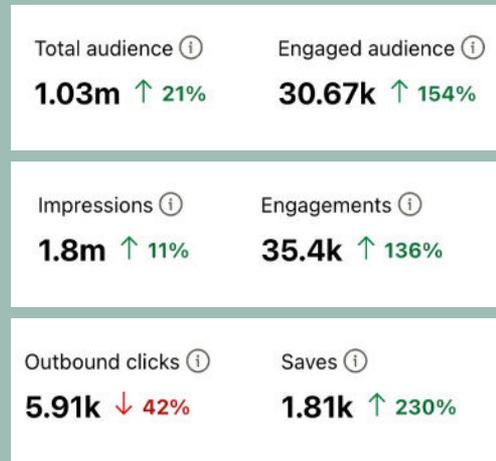
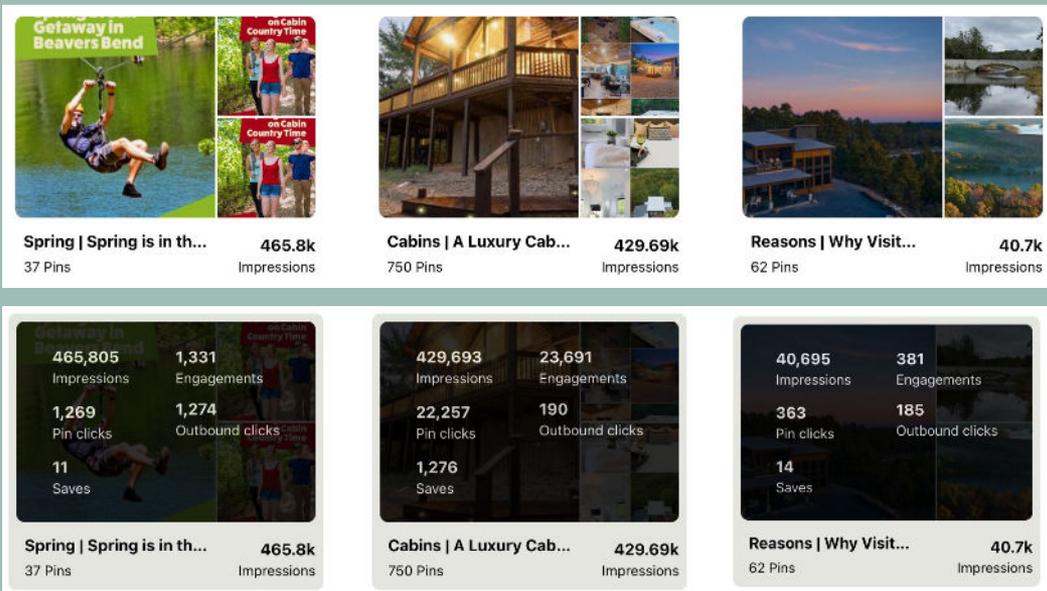
We'll keep using engaging hooks to grab attention and continue leaning into trending and seasonal audios to make our content more shareable and engaging.

ALL STAR PERFORMERS

JANUARY - JUNE

Pinterest had a great first half of 2025, with growth across almost every metric. **Total audience was up 21%**, and our engaged audience saw a huge jump, up 154%! Impressions and engagements also climbed, **up 11% and 136%** respectively.

Saves were a major highlight, up 230%, showing strong interest and future planning behavior. Top boards continued to be seasonal and cabin-focused, a great sign that our audience is looking for inspiration for trip planning. We'll keep leaning into that kind of content moving forward.



PAID SOCIAL PERFORMANCE TOTALS

JANUARY - JUNE

18,727,378

Impressions

306,710

Landing Page
Views

663,410

Clicks

2,427,477

Engagements

\$0.28

Cost Per Click

AD PERFORMANCE - FACEBOOK

JANUARY - JUNE

Beavers Bend, OK - Visit Cabin Country Sponsored

Start brushing up on your campfire stories because nothing beats getting toasty in Cabin Country. 🍷🔥🌲 ...See more



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Ashleigh D... 2.7K 21 comments 37 shares

Like Comment Share

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Every picture out here looks like a post card and we're okay with that. 📸🌲🏡 #GetHereAlready ...See more



beaversbendcabincountry.com
Beavers Bend Oklahoma - Welcome to Cabin Country [Learn more](#)

Ashleigh D... 34 comments 91 shares

Like Comment Share

Beavers Bend, OK - Visit Cabin Country Sponsored

You'll fall for Cabin Country hook, line and sinker. 🎣🌲 #GetHereAlready ...See more



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Ashleigh D... 12 comments 51 shares

Like Comment Share

Beavers Bend, OK - Visit Cabin Country Sponsored

You don't have to be a Great Lake to be a great lake. 🌊 #GetHereAlready ...See more



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Beavers Bend Oklahoma - Welcome to Cabin Country [Learn more](#)

Ashleigh D... 35 comments 61 shares

Like Comment Share

Beavers Bend, OK - Visit Cabin Country Sponsored

That's a mighty fine lookin' skyline. 🏡🌲🌅 #GetHereAlready ...See more



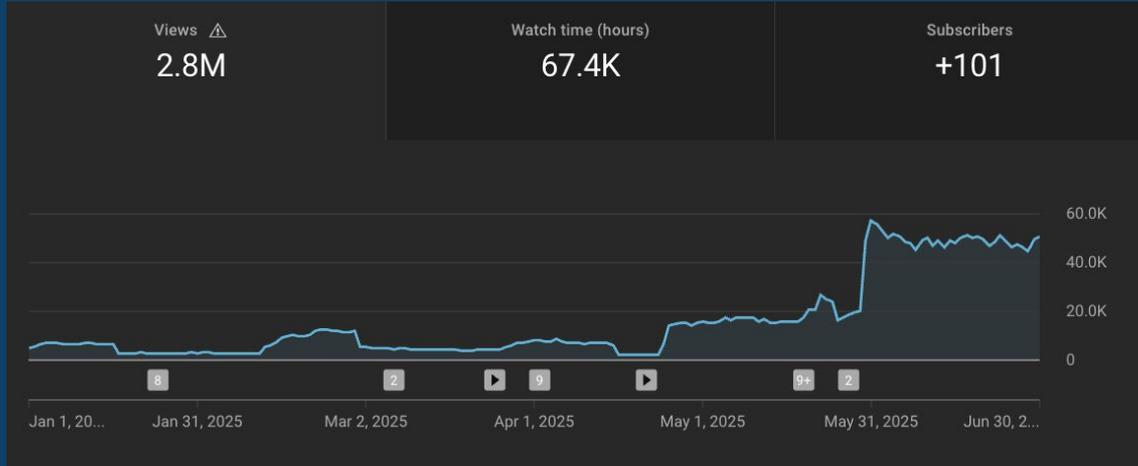
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Beavers Bend Oklahoma - Welcome to Cabin Country [Learn more](#)

1.9K 17 comments 23 shares

Like Comment Share

YOUTUBE PERFORMANCE

JANUARY - JUNE



Youtube had a strong 6 months – we reached 2.8 million views, more than 67K watch time and over 100 new subscribers! We saw a significant increase in May along with an increase in ad spend on this platform. Our top performer was Top Things To Do In Summer, bringing in almost half a million views. Youtube Shorts also had a solid showing, making up almost half of our top 10 videos for this time period.

Your top content in this period

Content	Average view duration	Views
1  Top Things to Do in Beavers Bend in the Summer Apr 26, 2022	1:59 (85.7%)	475,067
2  A Beavers Bend Roadtrip May 29, 2025	0:14 (100.8%)	457,443
3  Summer Weekends in Beavers Bend May 20, 2025	0:12 (95.3%)	451,509
4  Beavers Bend Scavenger Hunt We sent him on a spring scavenger hunt in Cabin Country Mar 25, 2025	3:18 (68.5%)	315,236
5  Large Group Cabin in Beavers Bend Cabin Country Jan 24, 2025	2:17 (78.6%)	262,973
6  Things to do in Beavers Bend this Winter Nov 29, 2023	2:33 (77.2%)	231,646
7  Meet the Locals: Galey 259 Apr 21, 2025	1:50 (83.7%)	214,650
8  Make Core Memories in Beavers Bend Apr 2, 2025	0:10 (93.0%)	175,141
9  Cozy Cabins in Beavers Bend Cabin Country Dec 10, 2024	2:10 (75.5%)	55,021
10  Summer Mood Board in Cabin Country May 20, 2025	0:14 (95.5%)	31,298

QUANTCAST

1/1 - 6/30

Digital Display has consistently performed well. Month over month, clicks and impressions were high - with the CTR consistently over the national average of .08%. June has been the best performing month while April was on a downward trend.

Month	Impressions	Clicks	CTR%	CPC\$
Jan	2,306,935	2319	0.10%	\$ 4.30
Feb	2,214,578	2411	0.11%	\$ 4.09
Mar	2,259,602	2582	0.11%	\$ 3.83
Apr	2,183,112	1965	0.09%	\$ 5.00
May	2,096,115	2277	0.11%	\$ 4.30
Jun	2,051,670	2515	0.12%	\$ 3.82
Grand Total	13,112,012	14069	0.11%	\$ 4.19

Digital Display

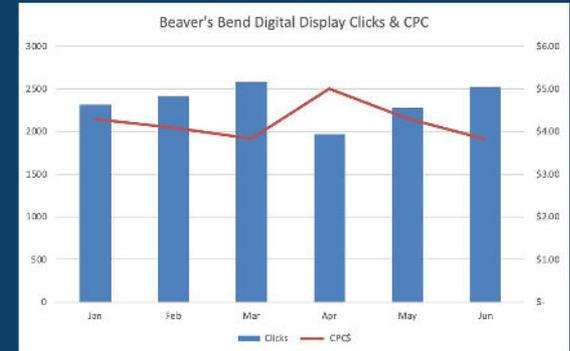
TOTAL IMPRESSIONS

13,112,012

TOTAL CLICKS

14,069

CPC
\$4.19



Q1 MEDIA YOUTUBE ADS

I/I - 6/30

Campaign	Impr.	Viewable rate
YouTube - Video - :06 Bumpers - DFW	1,969,677	97.67%
YouTube - Video - :06 Bumpers - OKC	381,489	98.10%
YouTube - Video - :06 Bumpers - Shreveport	378,219	97.78%
YouTube - Video - :06 Bumpers - Tyler	354,324	96.71%
YouTube - Video - Non-Skippable :15s - DFW	2,814,267	98.44%
YouTube - Video - Non-Skippable :15s - OKC	558,329	98.71%
YouTube - Video - Non-Skippable :15s - Shreveport	546,479	98.81%
YouTube - Video - Non-Skippable :15s - Tyler	209,158	98.49%
	7,211,942	98.14%

YouTube Ads

IMPRESSIONS

7,211,942

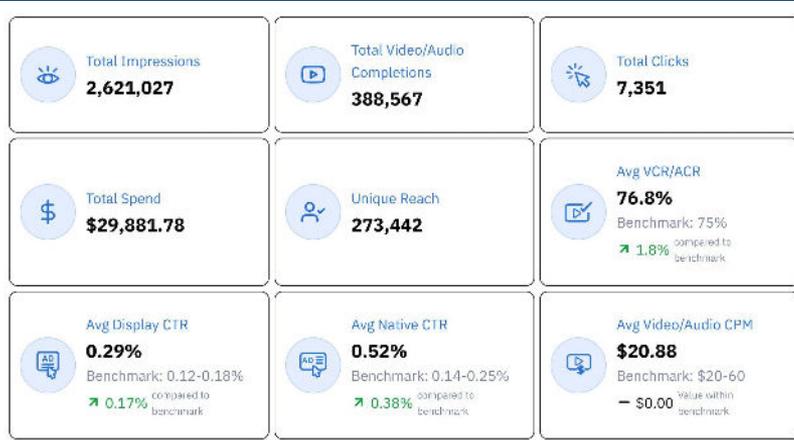
VCR

98.14%

Q1 Media took over YouTube bumper and non-skip advertising in December and performance has remained high with over 98% Video Completion Rate.

DATAFY

I/I - 6/30



Digital & Video Display

TOTAL IMPRESSIONS
2,621,027

DISPLAY CPM
\$7.80

VIDEO CPM
\$20.88

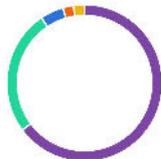
Destination

Total Trips/Visits
171,537

Total Visitor Days Observed
267,052

Est. Average Length of Visit
1.6 Days

Est. Campaign Impact
\$12,865,275



Top DMAs | **Share** | **Avg Length of Stay**

Dallas Ft. Worth	47.2%	1.5 Days
Oklahoma City	18.8%	1.7 Days
Tulsa	8.33%	1.6 Days
Sherrill-Ada	7.95%	1.6 Days
Tyler Longview-Linden/Rogel	7.73%	1.5 Days
Shreveport	5.53%	1.5 Days

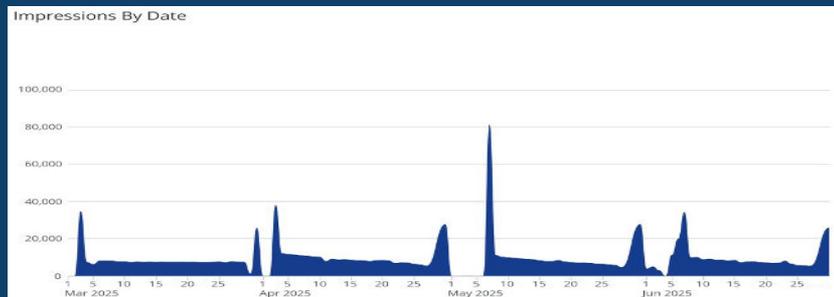
Datafy ran from January through June. During that time frame, this tactic resulted in over 171,500 total trips/visits and made an estimated **campaign impact of \$12.8 million**. It also overperformed in terms of VCR, CTR, and CPM.

HULU & PEACOCK

1/1 - 6/30

Start Date	End Date	Order Goal	Impressions	Completions	VCR	Clicks
1/1/2025	1/31/2025	238,348	246,277	242,599	98.51%	3
2/1/2025	2/28/2025	238,348	244,581	242,377	99.10%	3
3/1/2025	3/31/2025	239,437	250,564	247,872	98.93%	9
4/1/2025	4/30/2025	238,348	247,047	244,309	98.89%	4
5/1/2025	5/31/2025	238,349	247,169	244,049	98.74%	13
6/1/2025	6/30/2025	239,436	246,241	243,569	98.91%	14

Peacock



HULU

OVERALL VCR

98.85%

TOTAL IMPRESSIONS

1,481,879

PEACOCK

OVERALL VCR

99.36%

TOTAL IMPRESSIONS

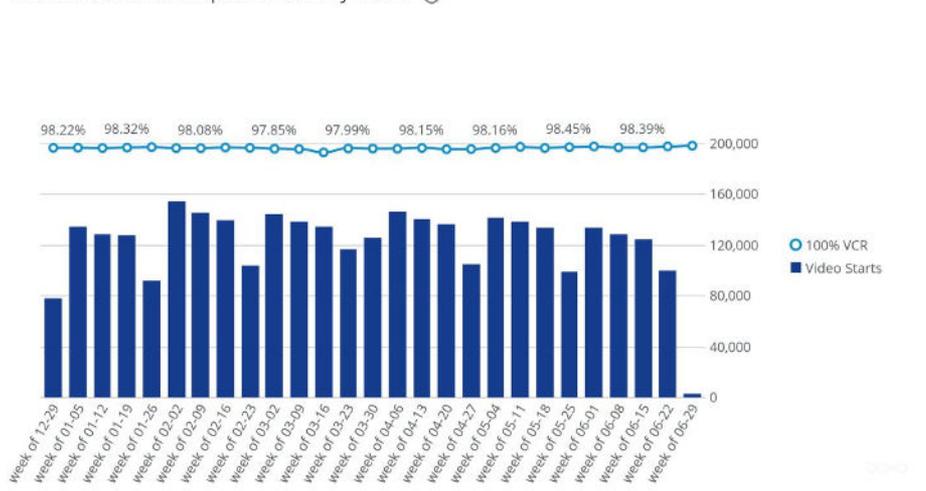
1,629,748

Hulu and Peacock both ran well during the first half of the year. VCR is very high for both of these platforms .

PARAMOUNT+ & LOCALITY

1/1 - 6/30

Video Starts and Completion Rate By Week 



Locality

PARAMOUNT+

OVERALL VCR

98.62%

TOTAL IMPRESSIONS

2,529,212

LOCALITY

OVERALL VCR

98.10%

TOTAL IMPRESSIONS

3,299,742

OUT OF HOME & PRINT

Travel

Beavers Bend Cabin Country
OKLAHOMA

From jaw-dropping cabins to one of the world's greatest rivers, you're going to have a pretty tough time leaving Beavers Bend Cabin Country, nestled in the heart of Oklahoma. The kids you will love you're going to come back to the nature you love. And the best part? It's just a short drive from your front door.

There's over 1,000 luxury cabins to choose from and endless activities to do once you get here. Whether you're looking to catch some rainbow trout, spot some bald eagles, or just get cozy by the fire, this place is the place for you. So book your cabin today, pack your bags, and get here already.

High-end cabins. Trips that shouldn't end.

Beavers Bend Cabin Country
Get here already.

They'll beg to come back before you even leave.

Beavers Bend Cabin Country
Get here already.

Full steam ahead from Dallas to Cabin Country
Get here already.

Beavers Bend Cabin Country

D Magazine

DFW Child

DART

	Session source / medium	Active users	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	New users	Events per session	Event count All events
<input checked="" type="checkbox"/>	Total	273 100% of total	364 100% of total	186 100% of total	51.1% Avg 0%	1m 00s Avg 0%	272 100% of total	7.79 Avg 0%	2,837 100% of total
<input checked="" type="checkbox"/>	1 print / publication	255 (93.41%)	338 (92.86%)	171 (91.94%)	50.59%	58s	254 (93.38%)	7.94	2,684 (94.61%)
<input checked="" type="checkbox"/>	2 out_of_home / dart_posters	15 (5.49%)	22 (6.04%)	13 (6.99%)	59.09%	1m 01s	15 (5.51%)	5.50	121 (4.27%)
<input checked="" type="checkbox"/>	3 out_of_home / dart_train	3 (1.1%)	3 (0.82%)	2 (1.08%)	66.67%	5m 17s	3 (1.1%)	10.67	32 (1.13%)

Email

(Jan - July 2025)

BROKEN BOW
HOCHATOWN
IDABEL

Beavers Bend
Cabin Country

FIND YOUR CABIN



Post-Holiday Recharge

The rush is over. Now's the perfect time to breathe in the crisp air, throw a log on the fire, and find your peace in Beavers Bend.

Find Your Cabin

Video
Suite Sweets: Cozy Cabins Made for Togetherness (and a Little Privacy, Too)
[Watch the Video](#)

Travel Tips
The Low-Spend Getaway: Wallet-Friendly Tips for a Trip to Beavers Bend
[Read the Blog](#)

"Get there already!!! 🍁🍁🍁🍁🍁"
@thefarmvillages

New Audio Tour: Hiking Trails
Listen now on the App.



BROKEN BOW
HOCHATOWN
IDABEL

Beavers Bend
Cabin Country

FIND YOUR CABIN



Get Your Game On

From shuffleboard to pool, poker to Pac-Man, these luxury cabins feature game rooms that'll bring out the kid – or competitor – in anyone.

Find Your Cabin

Video
You Won't Believe These One-of-a-Kind Cabins
[Watch the Video](#)

Travel Tips
Something for Everyone: Quick Tips for a Family-Friendly Trip
[Read the Blog](#)

"This place is awesome!"
@djanonimes

New on the App
Family Fun Audio Tour
Listen Now.



BROKEN BOW
HOCHATOWN
IDABEL

Beavers Bend
Cabin Country

FIND YOUR CABIN



Big Deck Energy

Science confirms it: bigger patios = bigger vibes.

Find Your Cabin

Travel Tips
A Foodie's Treat: Track Down the Best Bites in Beavers Bend
[Read the Blog](#)

Video
These One-of-a-Kind Cabins Can Only be Found in Beavers Bend
[Watch the Video](#)

"I need this type of adventure in my life! 🍷"
@classychicalashes_xcynthia

New on the App
The Ultimate Foodie Tour
Listen Now.



Insights

Key Takeaways:
Avg. Open Rate 27.1%
Avg. Clicks 1.3%

APP PERFORMANCE

Overview

Date	Downloads	Users
January	117	412
February	116	456
March	54	648
April	121	477
May	185	576
June	219	750
Totals	812	3,319

App performance for the first half of 2025 across users saw a **slight decrease (22%)** compared to the second half of 2024. Downloads also saw a slight **increase**.

The majority of users were seen in Dallas, TX and Oklahoma City as well as in-county. The most active users were those utilizing the app in Houston, TX.



Location Information | EXPORT

	Users	New Users	Sessions	Pages / Session	Avg. Session Duration
Dallas, TX	427	203	774	6.00	1m 48s
Broken Bow, OK	340	123	2313	3.00	0m 42s
Oklahoma City, OK	320	112	446	9.00	3m 13s
Oklahoma	298	89	1839	4.00	0m 45s
Fort Worth, TX	152	54	278	6.00	1m 21s
Houston, TX	81	33	97	12.00	3m 37s
Chicago, IL	59	17	77	8.00	2m 48s
Miami, FL	58	22	83	14.00	2m 33s

APP PERFORMANCE

Engagement

Conversion Rate

[EXPORT](#)

Item Title ▾	Views ▾	Click to Call ▾	Website Click ▾	Map It Click ▾	Liked ▾	Share Clicked ▾	Adds to Plan ▾	Add Ratio
Friends Trail	321	0	12	69	0	2	18	5.61
Lookout Mountain Trail	292	0	19	54	0	0	8	2.74
Cedar Bluff Trail	203	0	9	42	0	1	8	3.94
Beaver Lodge Nature Trail	197	0	7	25	0	0	6	3.05
Riverman Trail Rides and Stables	166	5	52	7	0	0	7	4.22
Beaver Creek Trail	160	0	4	19	0	0	6	3.75
Family Fun Tour	143	0	0	0	0	3	0	0.00
Forest Heritage Tree Trail	131	0	7	13	0	0	3	2.29
Pine Ridge Trail	123	0	4	14	0	0	4	3.25
South Park Trail	122	0	5	13	0	1	1	0.82

Engagement on the app reveals the top ten items were mostly trail-related content or outdoor activities.