

Update for April 2023

Economic Development Committee

The Sullivan Catskills Visitors Association is **strategically focusing on bringing new visitor dollars** and investment into Sullivan County by (not limited to) the following key efforts:

- **Promoting local events** to existing and new markets
- Working the **Meetings & Conference Markets** through advertising, outreach and attending trade shows to promote the Sullivan Catskills as a place to hold their events.
- Partnering with **domestic and international tour operators to include Sullivan County in their saleable travel packages.**
- Attending **consumer and travel trade shows** to promote the Sullivan Catskills to new travelers
- **Collaborating with Short line bus to promote Sullivan County to NYC residents.**
- Engaging existing **and new advertising and marketing markets** to promote Sullivan Catskills.

For the past few months, the SCVA has been collaborating with Bethel Woods on Catskill Cuisine, Saturday, May 13. The event will celebrate our local farmers and businesses through this celebrity driven event. Food network chefs will use regional products, produce and meats to create their culinary masterpieces. Local chefs and vendors will also participate.

For the p



FAST FACTS FOR APRIL

➤ **Google Ads:** 293,991 impressions; Search Campaign has a 7.77% CTR - industry standard is 4.4%; Average CPC is .52 - Industry Standard is \$1.53; 5,903 website clicks

➤ **Facebook Ads:** 97,914 impressions; Facebook Campaign has a 4.11% CTR – industry standard is .90% Average CPC is .85 – industry standard is .63 (while our average CPC is higher than industry standard, our CTR is MUCH higher

than industry standard, which lets us know that while we're spending a little bit more per click, we're still seeing a high conversion rate and quality clicks) ; 4,024 Website clicks

➤ **Facebook Organic:** 542,319 Impressions; Average engagement rate of 4.2% - industry standard is .19%
Top 3 posts: Decant Wine & Spirits; All That Glitters is Old; Member Meet Up Recap

➤ **Instagram Organic:** 190,939 post impressions; 80,112 story impressions; Average engagement rate of 1.3% - industry standard is .91%

➤ **Top 3 Reels:**

Arnold House Reel

- 154 likes
- 17 shares
- 4,159 plays
- 16 saves

Kaatskeller Reel

- 136 likes
- 21 shares
- 4,338 plays
- 15 saves

Chef Saul

- 86 likes
- 59 shares
- 5,199 plays
- 3 saves

➤ **Top 3 Posts:**

Catskill Cuisine

Narrowsburg Union Dove

Lander's Opening Day

Highlights:

- Spring OTT and cable commercials are running and will continue through May with a focus on hiking and biking, fly fishing and other outdoor activities. To Date: Over 1 million impressions and largest amount of impression in zip code Manhattan
- Host the County DMV the last Tuesdays of each month. This service optimizes the visitor centers community space.
- Discussions continue with Coach USA and participating stops will be ready for the summer run again stopping at major points in the County.
- New Website Update: framing is almost complete and will be ready for our spring visitors.
- New Website for [Catskill Cuisine – Catskill Cuisine \(catskill-cuisine.com\)](http://catskill-cuisine.com)
- Continue working with a videographer/storyteller/tour guide to build our video library.
- Final touches on new romance map of the Sullivan Catskills and excited to unveil listing our over 600 members.
- Collaborating with members on the Catskill Film Commission web site and is moving along nicely.

- Continued discussion on innovative marketing initiatives grants through NYS and sharing the process with members who may qualify.
- Working with several communities to team and promote their events.

Meetings

- New York State Destination Marketing Organization By-Laws Committee
- Regional Catskill Association Tourism Promotion Agency Meeting
- Sullivan O&W Rail Trail Alliance Meeting
- SCVA Marketing Meeting
- Social Educational Seminar for members
- New York State Director of Sales and Destination Marketing Organization meeting

Social Media & E-News

- Continue to utilize videos produced with our members to create short vignettes and Tik Tok placements to use on our social channels. Tik Tok and Instagram reels are seeing a lot of likes and comments.
- SCVA continues to work with our social media group Awestruck and Fisher Mears Associates to create and implement targeted marketing to the drive traffic within two hundred miles of the Sullivan Catskills

PR Outreach:

- Working with ILNY PR Firm, Core Creative, and Awestruck Agency to continue with story ideas for social media influencers and renowned writers now and in the future.

Attachments: Advertising and social marketing highlights

TOURISM BY THE NUMBERS 2022

VISITOR SPENDING: \$710 MILLION

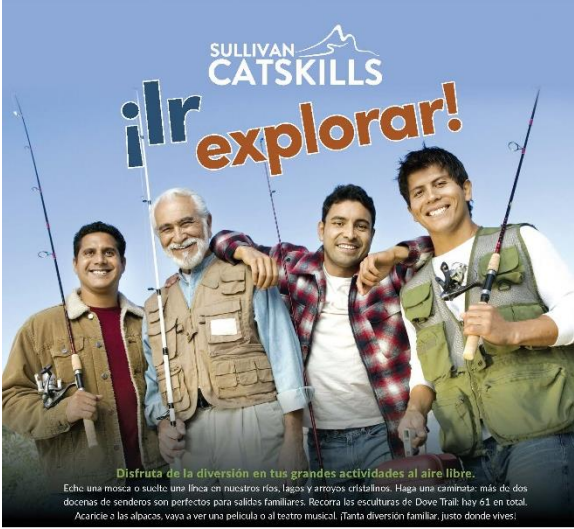
TOURISM LABOR: 16% ALL JOBS \$235 MILLION IN LABOR INCOME

LOCAL TAXES GENERATED \$43.2 MILLION

SAVINGS PER HOUSEHOLD: \$2,943

For every Dollar invested in tourism there is a 40:1 Return on Investment

SAMPLES OF ADS



**SULLIVAN
CATSKILLS**
¡Ir a explorar!

Disfruta de la diversión en tus grandes actividades al aire libre.
Eche una mosca o suelte una línea en nuestros ríos, lagos y arroyos cristalinos. Haga una caminata: más de dos docenas de senderos son perfectos para salidas familiares. Recorra las esculturas de Dove Trail: hay 61 en total. Acércate a las alpacas, vaya a ver una película o al teatro musical. ¡Tanta diversión familiar, justo donde vives!

SULLIVAN CATSKILLS GO!

SullivanCatskills.com
1.800.882.CATS

This institution is an equal opportunity provider and employer.

¿TIENES UN NEGOCIO BASADO EN EL TURISMO?
Únase a la Sullivan Catskills Visitors Association
Te ayudaremos a promocionar tu empresa y atraer a la gente a su puerta.
Sullivan Catskills Visitors Association
15 Sullivan Avenue, Liberty, NY 12754
Horario Del Centro De Visitantes: 9 AM - 5 PM, MON - FRI



Presented by
Resorts World
CATSKILLS

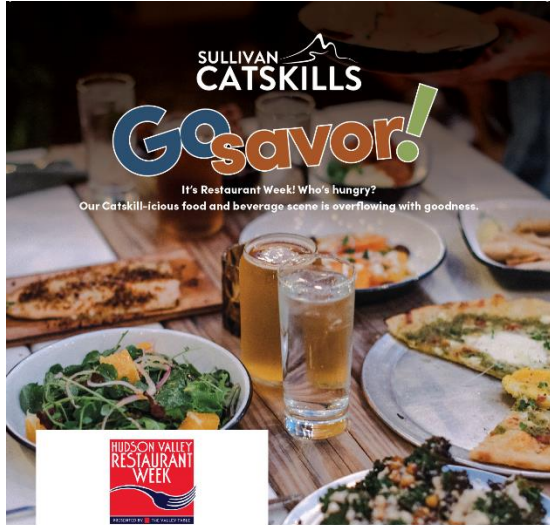
**Calling
All Foodies!**

celebrity chefs • cooking demos • tastings
shopping • music & more

catskill-cuisine.com

CATSKILL
CUISINE
SULLIVAN CATSKILLS MAY 13

A food festival at
Bethel Woods
CENTER FOR THE ARTS
SITE OF THE 1969 WOODSTOCK FESTIVAL



**SULLIVAN
CATSKILLS**
Go Savor!

It's Restaurant Week! Who's hungry?
Our Catskill-icious food and beverage scene is overflowing with goodness.

**HUDSON VALLEY
RESTAURANT
WEEK**
MARCH 20 - APRIL 2

Farm-fresh, 3-course lunches, and dinners
\$29.95 - \$44.95


Bernie's Holiday Restaurant • Bibby's Derby • Blue Fox Motel
Catskill Provisions • Cello • Conover Club • Konaera Hall
Lotus • Piccolo Fascio • Seminary Hill Orchard & Cider
Tavern on Main • The Arnold House • The Cabin • The Delancey
The Homestead Restaurant • Lounge • The Wickel Owl
Western Inn & Supper Club

**CATSKILL
CUISINE**
SULLIVAN CATSKILLS MAY 18 & 19

A two-day foodie affair with local and celebrity
chefs and farm-fresh seasonal ingredients at
Bethel Woods Center for the Arts.

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Go Savor!

Since and Kirsten Harlow Farber, Foster Supply Hospitality of the Delancey, Arnold House Tavern, and Seminary Hall are a 2013 James Beard Foundation Semi-Finalist for Outstanding Restaurant.

Happy Trails, Bon Appetite, Cheers!
Visit the legendary Sullivan Catskills. Tour the Dove Trail—a tribute to the 1969 Woodstock festival. Sip on the Good Taste Craft Beverage Trail. Meander through dozens of hiking trails. When it's time to dine, imaginative chefs and creative mixologists rule the foodie scene.

FULL-SERVICE RESORTS • BOUTIQUE INNS • VACATION RENTALS • RAMP FORAGING • GOLF

**CATSKILL
CUISINE**
SULLIVAN CATSKILLS MAY 18 & 19

MAY 12 & 13
A two-day foodie affair with local and celebrity chefs and farm-fresh seasonal ingredients.

TAP
MAY 21 & 22

A two-day beer festival showcasing hand-crafted NY state beers and live music featuring The Wallers, Blues Traveler, and others.

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Download our APP



Go camping!

Starry nights and s'mores are waiting for you in the great big outdoors of our Sullivan Catskills. Bring your own rig. Pitch your own tent. Or sleep in a Inchohouse, a cabin or a Conestoga Wagon. It's all here waiting for you and a great way to unplug and reconnect with family and friends.

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Download our APP

**SULLIVAN
CATSKILLS**
Go play!

This spring, the beer is flowing, the fish are spawning, and pride is high in our Sullivan Catskills.

Join in on the good times.

TAP NEW YORK MAY 21 & 22 BETHEL WOODS Showcasing hand-crafted NYS beers and live music featuring, The Wallers, Blues Traveler, and others.	FESTIVAL OF THE FOUNDING FISH MAY 20-28 A week of food, fish, history, music, and more along the scenic Upper Delaware River corridor.	COUNTDOWN TO CATSKILLS PRIDE MONTH GATHERING May 28 • 3-8PM CATSKILL PROVISIONS
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RIVER TRIPS • GOLF • HIKING • DOVE TRAIL • FISHING

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**SULLIVAN
CATSKILLS**

Go fish!

Spring anglers: fish in the waters where American dry fly fishing was born. Celebrate your catch on the Good Taste Craft Beverage Trail with a beer, cider, wine, or spirit.

CATSKILL CUISINE
SULLIVAN CATSKILLS MAY 12 & 13

More Spring fun! A two-day foodie affair with local and celebrity chefs and farm-fresh seasonal ingredients at Bethel Woods Center for the Arts.

Golf • Hiking • Hunting • River Trips and more

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Go savor!

Happy Trails and Bon Appetit! There's a whole lot of both in New York's Sullivan Catskills. Ploot down the Delaware River, tour the Dove Trail—a tribute to the 1969 Woodstock festival, meander through dozens of hiking trails, and fish in the waters where American dry fly fishing was born. Then it's time to dine. Our imaginative chefs and creative mixologists rule the foodie scene.

Come experience it:
CATSKILL CUISINE
MAY 12-13
BETHEL WOODS CENTER FOR THE ARTS
A two-day foodie affair with local and celebrity chefs and farm-fresh seasonal ingredients.

FULL-SERVICE RESORTS • BOUTIQUE INNS • VACATION RENTALS • MAPLE SUGARING • RAMP FORAGING • GOLF

**SULLIVAN
CATSKILLS**
SullivanCatskills.com 1.800.882.CATS

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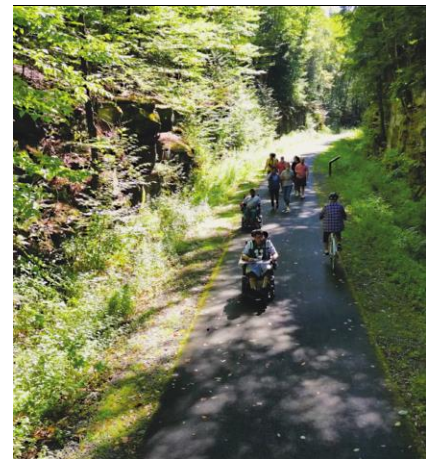
Download our APP



Wet your whistle and bring your appetite to New York's Sullivan Catskills

Spring may be the time of plans and projects, but in New York's Sullivan Catskills, it's the time to feast. The first annual Catskills Cuisine happens on Mother's Day Weekend, May 12-13. This two-day food and beverage festival will celebrate the area's heritage with locally sourced provisions prepared by celebrity and local chefs. It will be held at Bethel Woods Center for the Arts—the historic site of the 1969 Woodstock Music and Art Fair.

This area, just 90 minutes from Manhattan, has been a popular getaway destination since the early 19th century when it built a legendary reputation for hospitality that still exists. Today, across nearly 1,000 square miles, there are full-service resorts, charming inns, and abundant outdoor pursuits. The area is full of modern-day makers and artisans and exudes a low-key vibe and small-town charm.



Hurleyville Rail Trail

Post Performance

Sullivan Catskills
Feb 27, 2023 2:59 PM

The Chatwal Lodge - The Catskills is your perfect cozy getaway located



Clicks	Reactions	Comments	Shares
1096	227	30	18
Reach	Impressions		
13549	13700		

Sullivan Catskills
Mar 9, 2023 3:08 PM

We kicked off Hudson Valley/Catskills Restaurant Week



Clicks	Reactions	Comments	Shares
1133	87	4	16
Reach	Impressions		
13218	17591		

Sullivan Catskills
Mar 10, 2023 1:16 PM



Clicks	Reactions	Comments	Shares
591	145	12	28
Reach	Impressions		
12960	12528		

Sullivan Catskills
Mar 7, 2023 10:00 AM

Soaring high in the Sullivan Catskills 🦅 @jerry.cohen on IG



Clicks	Reactions	Comments	Shares
264	338	24	19
Reach	Impressions		
10634	10916		

Sullivan Catskills
Mar 13, 2023 12:33 PM



Clicks	Reactions	Comments	Shares
358	49	3	10
Reach	Impressions		
7694	7787		

Sullivan Catskills
Feb 17, 2023 2:38 PM

Nothing beats sunset views from The Pinnacle Lodge in Narrowsburg



Clicks	Reactions	Comments	Shares
190	211	22	8
Reach	Impressions		
5787	5805		

Sullivan Catskills
Mar 6, 2023 12:39 PM

Bethel Woods Center for the Arts and The CATBIRD Music festival



Clicks	Reactions	Comments	Shares
223	57	7	14
Reach	Impressions		
5385	5385		

Sullivan Catskills
Mar 2, 2023 12:00 PM

Calling all foodies! 🍴 Spend a day on the ground of the legendary 1969

CATSKILL CUISINE
SATURDAY, MAY 13
A Food Festival at Bethel Woods Center for the Arts



Clicks	Reactions	Comments	Shares
176	83	2	22
Reach	Impressions		
8306	8399		

Sullivan Catskills
Feb 24, 2023 10:24 AM



Clicks	Reactions	Comments	Shares
218	19	1	0
Reach	Impressions		
3792	3792		

Sullivan Catskills
Mar 1, 2023 4:05 PM

A Murder Mystery Dinner at The Eldred Preserve Dinner | Show |



Clicks	Reactions	Comments	Shares
160	15	0	10
Reach		Impressions	
4694		4737	

Sullivan Catskills
Mar 7, 2023 4:53 PM

So many SMILES at Hurleyville General Store, stop in and say hello



Clicks	Reactions	Comments	Shares
146	33	2	0
Reach		Impressions	
2980		3015	

Sullivan Catskills
Feb 21, 2023 12:23 PM

Beat the Winter Blues at Fly Fest! Catskill Fly Fishing Center and



Clicks	Reactions	Comments	Shares
102	45	13	18
Reach		Impressions	
5458		5688	

Sullivan Catskills
Mar 2, 2023 9:54 AM

ADULT ED: WHEEL-THROWN POTTERY Wednesday, March 8.



Clicks	Reactions	Comments	Shares
107	21	7	7
Reach		Impressions	
4957		5135	

Sullivan Catskills
Feb 17, 2023 10:06 AM

Today is the day- the @45th Annual 98.3 WSUL Heart-A-Thon at the



Clicks	Reactions	Comments	Shares
115	11	0	1
Reach		Impressions	
863		900	

Sullivan Catskills
Feb 28, 2023 2:42 PM



Clicks	Reactions	Comments	Shares
108	17	0	0
Reach		Impressions	
1029		1081	

Sullivan Catskills
Feb 24, 2023 10:05 AM



Clicks	Reactions	Comments	Shares
75	25	2	15
Reach		Impressions	
4434		4440	

Sullivan Catskills
Feb 28, 2023 11:07 AM

Looks cozy ❄️🔥🔥



Clicks	Reactions	Comments	Shares
83	26	2	1
Reach		Impressions	
2719		2786	

Sullivan Catskills
Mar 3, 2023 2:38 PM

On Saturday, March 4th, at 2 PM, Delaware Valley Arts Alliance



Clicks	Reactions	Comments	Shares
65	19	4	2
Reach		Impressions	
2609		2669	

Top Stories

Sullivan Catskills
Feb 26, 2023 3:54 PM



Media Unavailable:
We couldn't collect the
media from this story,
most likely because it
was reshared content
from another Instagram
user's account.

Impressions	Replies	Reach
781	0	779
Taps Forward	Taps Back	Exit
462	11	69

Sullivan Catskills
Mar 5, 2023 10:00 AM



WELCOME NEW MEMBER
**SYNCHRONICITY
GALLERY**

Impressions	Replies	Reach
618	0	618
Taps Forward	Taps Back	Exit
364	5	57

Sullivan Catskills
Mar 12, 2023 10:00 AM

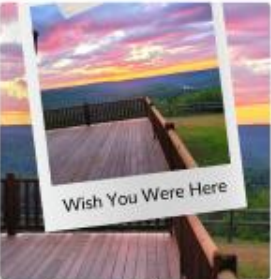
CUISINE
SATURDAY, MAY 13
A Food Festival at
Bethel Woods Center for the Arts



Catskills Club
Cooking
Demonstrations
Wine, Meet
& More!

Impressions	Replies	Reach
596	0	587
Taps Forward	Taps Back	Exit
322	17	75

Sullivan Catskills
Mar 4, 2023 10:00 AM



Wish You Were Here

Impressions	Replies	Reach
529	0	529
Taps Forward	Taps Back	Exit
306	5	50


Sullivan Catskills
Feb 19, 2023 9:55 AM



Media Unavailable:
We couldn't collect the
media from this story,
most likely because it
was reshared content
from another Instagram
user's account.

Impressions	Replies	Reach
483	0	480
Taps Forward	Taps Back	Exit
311	8	30

Sullivan Catskills
Feb 18, 2023 12:24 PM



Media Unavailable:
We couldn't collect the
media from this story,
most likely because it
was reshared content
from another Instagram
user's account.

Impressions	Replies	Reach
455	0	450
Taps Forward	Taps Back	Exit
268	5	24

Sullivan Catskills
Feb 25, 2023 10:00 AM



Wish You Were Here

Impressions	Replies	Reach
452	0	452
Taps Forward	Taps Back	Exit
269	11	33

Sullivan Catskills
Mar 1, 2023 3:08 PM



Media Unavailable:
We couldn't collect the
media from this story,
most likely because it
was reshared content
from another Instagram
user's account.

Impressions	Replies	Reach
434	0	433
Taps Forward	Taps Back	Exit
283	9	39

Sullivan Catskills
Mar 13, 2023 10:00 AM



WELCOME NEW MEMBER
**SPOTTED COW
CAFE GRILL**

Impressions	Replies	Reach
431	0	429
Taps Forward	Taps Back	Exit
267	4	28

Post Performance

Sullivan Catskills
Feb 26, 2023 9:57 AM

You're in for a Pollinator Spirits treat! This Bonfire + honey rye



Likes 161	Comments 10	Saves 4
Engagement 175	Impressions 4526	Reach 4227

Sullivan Catskills
Mar 14, 2023 4:28 PM

Us? Obsessed with The Arnold House? Yes, yes, we are. If you're in



The Arnold House

Likes 150	Comments 7	Saves 14
Shares 17	Plays 3975	Reach 3815

Sullivan Catskills
Feb 17, 2023 2:38 PM


Nothing beats sunset views from The Pinnacle Lodge in Narrowsburg



Likes 144	Comments 7	Saves 8
Engagement 159	Impressions 2845	Reach 2598

Sullivan Catskills
Mar 7, 2023 4:28 PM

POV: You spend your evening at The Kaatskeller. 🍷🍷 @chantillysongs



POV: You spend your evening at The Kaatskeller

Likes 137	Comments 5	Saves 15
Shares 21	Plays 4151	Reach 3802

Sullivan Catskills
Feb 27, 2023 2:59 PM

The Chatwal Lodge - The Catskills is your perfect cozy getaway located



Likes 139	Comments 1	Saves 10
Engagement 150	Impressions 3745	Reach 3466

Sullivan Catskills
Mar 2, 2023 12:00 PM

Calling all foodies! 🍴 Spend a day on the ground of the legendary 1969

CATSKILL CUISINE
SATURDAY, MAY 13
A Food Festival at Bethel Woods Center for the Arts



Likes 104	Comments 11	Saves 11
Engagement 126	Impressions 3285	Reach 3045

Sullivan Catskills
Feb 16, 2023 4:33 PM

Nothing better than summer in the Sullivan Catskills 🌞🍷



Likes 111	Comments 1	Saves 7
Shares 11	Plays 3090	Reach 2892

Sullivan Catskills
Feb 21, 2023 4:28 PM

Let's have dinner with @byaimeekelly at Catskills Provisions



Let's have dinner at Catskills Provisions

Likes 67	Comments 1	Saves 2
Shares 5	Plays 2526	Reach 2395

Sullivan Catskills
Mar 11, 2023 11:06 AM

Snuggle up fireside with your loved one at Blue Quill Cabin by



Likes 66	Comments 1	Saves 2
Engagement 69	Impressions 2109	Reach 1951

Sullivan Catskills
Feb 28, 2023 1:05 PM

Book Now, Unlock \$250! When you book three nights at a Red Cottage



Likes 62	Comments 0	Saves 4
Engagement 66	Impressions 2598	Reach 2389

Sullivan Catskills
Feb 22, 2023 4:47 PM

Celebrate #NationalMargaritaDay at El Sombrero Restaurant Tex Mex



Likes 60	Comments 0	Saves 3
Engagement 63	Impressions 2442	Reach 2178

Sullivan Catskills
Mar 1, 2023 4:28 PM

Dreaming of sunny days at Seminary Hill ☀️🌞 @seminaryhillny



Likes 47	Comments 3	Saves 6
Shares 8	Plays 2286	Reach 2022

Sullivan Catskills
Feb 28, 2023 1:45 PM

Snow in the Sullivan Catskills ❄️🌨️



Likes 54	Comments 0	Saves 0
Shares 1	Plays 1726	Reach 1541

Sullivan Catskills
Mar 8, 2023 2:38 PM

Which one of Pelkey's Tavern's specials is calling your name? 🍷🔥 Let



Likes 43	Comments 1	Saves 5
Engagement 49	Impressions 1862	Reach 1404

Sullivan Catskills
Mar 10, 2023 2:38 PM

Feed your hunger for delicious food at Annie's Ruff Cut 🍟🍷



Likes 48	Comments 0	Saves 0
Engagement 48	Impressions 1820	Reach 1670

Sullivan Catskills
Mar 4, 2023 9:54 AM

Come visit Buck Brook Alpacas, Inc. and see the alpacas. They'll take you



Likes 47	Comments 0	Saves 1
Engagement 48	Impressions 1240	Reach 1155

Sullivan Catskills
Feb 25, 2023 3:30 PM

You can't go wrong with a burger and beer from The Western Inn. 🍷🍔



Likes 43	Comments 3	Saves 2
Engagement 48	Impressions 1954	Reach 1753

Sullivan Catskills
Feb 18, 2023 11:11 AM

Celebrate #NationalDrinkWineDay with us today Bashakill Vineyards



Likes 44	Comments 4	Saves 0
Engagement 48	Impressions 1512	Reach 1370



