

Update for August 2022

Economic Development Committee

The 2022 season continues with a strong comeback from the pandemic. SCVA and its partner businesses hosted 18 national editors and writers from Macaroni Kids. The stories about their wonderful time here are already being published through social media and print. The expansive season at Bethel Woods and events happening throughout the county are keeping our accommodations and restaurants busy. Arundel Kids will be visiting Villa Roma soon. Matador Network just ran a story on Bachelorette Party Destinations in the USA, shout outs to Bethel Woods, Landers, and YO1, and will be returning for more content for best spa vacations. We have two interns from Workforce working with us for the summer and the extra hands have been well appreciated.

Highlights:

- SCVA hosted a member meet up with our marketing teams and members to learn of productive cost-effective marketing by utilizing the SCVA tool- box. Approximately 100 members came.
- SCVA and our new dove host for 2022 are anxiously waiting their arrival. Supply chain difficulties have affected the company doing the molds as well.
- Collaborating with an artist to create a new romance map of the Sullivan Catskills and final drafts are being created continuing the tradition of the old Catskills maps
- Epsilon marketing program has been activated and waiting for the first month's statistics.
- Working on redeveloping Beyond the Big Apple initiative for international interest
- Initiating the first "Wally Life" episode with Troy Byström
- Collaborating with members on the Catskill Film Commission web site
- SCVA continues preparations to launch the Catskill Cuisine program
- Two more podcasts have been produced and streamed on Facebook and You Tube and as a commercial on Bold Gold.
- The SCVA Board received the final report from Young Strategies
- Two new summer commercials are now streaming and on TV. The spring streaming to date had over 541,315 impressions, 97.44% completed view rate and viewed from NY Metro, New Jersey, Connecticut, and Pennsylvania.
- Continued discussion on innovative marketing initiatives grants through NYS and sharing the process with members who may qualify
- Created recent blog posts on our website with Hudson Valley Happenings and Eat Your World.
- Working with several communities to team and promote their events
- Attended the Monticello Health Fair
- Met with Chamber to secure advertising for Bagel Fest
- Foundation Board utilized our conference Center for their meeting

Meetings

- Sullivan O&W Rail Trail Alliance Meeting
- SCVA Marketing Meeting
- NYS DMO Meeting in Ithaca
- Attended Neversink Planning Board Meeting on the Keriland proposal
- Attended Center for Discovery and ESD event on the new Children Specialty Hospital
- Attended Ribbon Cutting for the new WJFF station
- Zoom call with I Love NY and New Zealand representative to plan for the direct flight from Auckland to JFK in September. SCVA will host travel agents and writer from New Zealand and Australia during their stay in NYS.

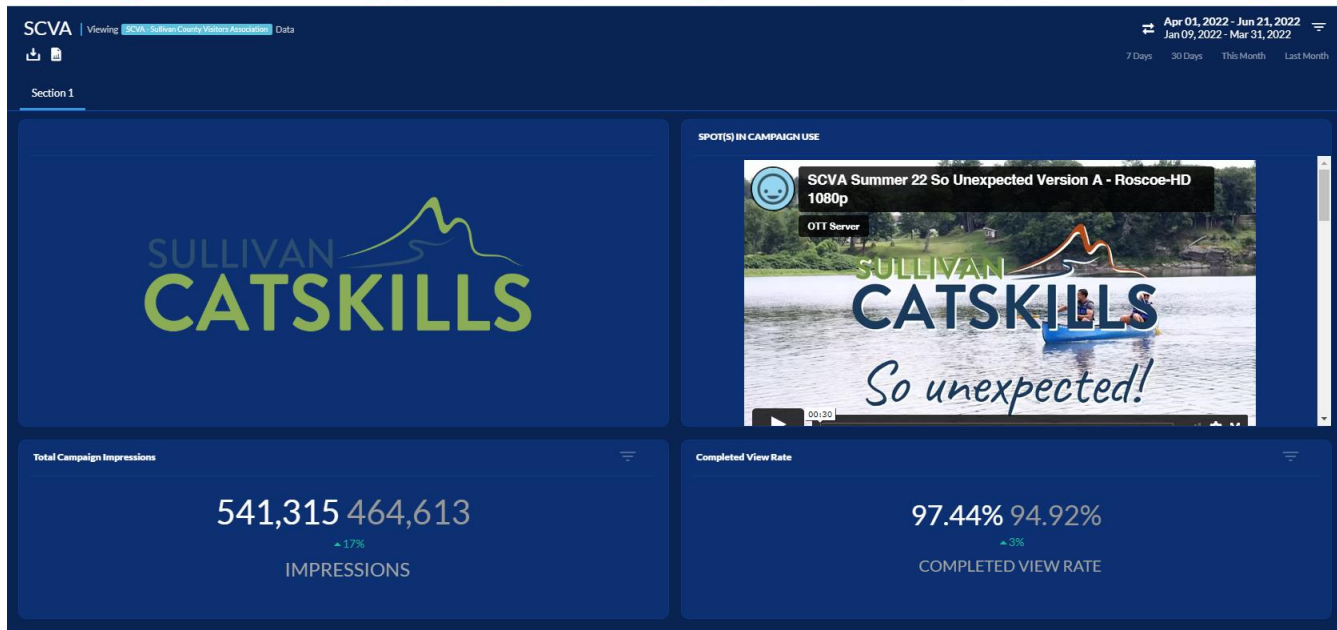
Social Media & E-News

- 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. Instagram followers have reached 20,300 and Facebook is 51,400

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.
- **Digital Reports attached**

RECENT OTT NUMBERS



HOW HAVE WE GROWN?

January 2022-June 15, 2022 vs January 2021 - June 15, 2021

SOCIAL MEDIA

- Over 4K New Facebook Followers - bringing the total to **50K**
- Average of **3.95% CTR** on Social Ads - Industry standard for Travel/ Tourism is **.90%**
- Average Instagram Engagement Rate of **66%** - Industry Standard for Travel/ Tourism is **1.85%**
- Over **10K views** on TikTok and **58K views** on Instagram Reels

DIGITAL ADS

- Average of **7.85% CTR** on Google Search Ads - Industry standard for Travel/ Tourism is **3% CTR**
- **26,964 ad clicks** - an increase of **35%** over the previous period.
- **99,850** New Users to the website
- Top Pages Visited from Ads:
 - Cottages, Cabins & Bungalows
 - Visit the Catskills
 - Stay

OTT

- **96%** Completed View Rate
- **915K** Impressions
- Top 3 Zip Codes:
 - 11226 - Brooklyn, NY
 - 11207 - NY, NY
 - 10456 - Bronx, NY
- Top 5 Sources:
 - ESPN
 - Tru TV
 - Paramount Network
 - Comedy Central
 - Nat Geo

AWESTRUCK



Date period
06/16/2022 - 07/15/2022
Duration: 30 days

facebook

Total Page likes 51,407	New page likes 393	Comments 585
Impressions 543,303	Clicks 26,747	Page clicks 26,747
Page views 2,850	Shares 234	Engaged users 21,628

facebook Ads

Link clicks 4,066	CTR (link click-through rate) 1.75%	Impressions 231,684
Reach 105,088	Post Reactions 407	Post Comments 21

Top Ads

Ad Name	Impressions	Clicks (all)	Reach	Post Reactions	Post Comments	CPC (cost per li	CTR (link click-
Summer Ad - V1	166,338	5,833	78,160	168	7	\$0.36	1.58%
Summer ad - V2	30,764	1,085	18,116	44	2	\$0.37	1.80%
SCVA Summer Contest	25,226	1,683	10,422	115	11	\$0.23	3.13%
Always Outdoors	4,009	263	3,435	27	1	\$1.16	1.20%
Always Outdoors	3,132	164	2,699	28	0	\$1.33	1.09%
Always Welcome	690	41	564	7	0	\$2.82	0.43%
Always Welcome	592	31	493	8	0	\$1.18	1.18%
Always Nature	323	13	238	5	0	\$7.31	0.31%
Always Unexpected	250	12	188	1	0	\$3.46	0.40%
Always Beverage	92	9	79	1	0	\$0.56	3.26%
Always Beverage	59	2	50	0	0	\$0.00	0.00%
Always Drinks	40	1	30	1	0	\$0.00	0.00%
Always Nature	38	1	32	1	0	\$0.00	0.00%



06/16/2022 - 07/15/2022



Followers
20,786

New followers
311

Audience gender distribution

Followers / Gender

- Female 9,187 (48.93%)
- Male 5,218 (27.79%)
- Unknown 4,372 (23.28%)

06/16/2022 - 07/15/2022

Website click funnel

Metric	Value	Percentage
Impressions	137,067	100.00%
Reach	68,011	49.62%
Engagement	0	0.00%
Website clicks	94	(=%)

Total conversion rate: 0.07%
06/16/2022 - 07/15/2022

Reach
68,011

Impressions
137,067

Engagement rate
9.71%

Profile visits
1,999

Clicks by type

Click Type	Count
Website clicks	94
Email contacts	2
Get directions clicks	26
Phone call clicks	0
Text message clicks	0

Content Performance



Message: So many people came out to celebrate @catskillpride in Callicoon, NY on Saturday! The town-wide event drew a crowd reveling in...

Impressions	Engagement
5,929	369



Message: @generaljerk is now open inside @barryvillegeneral Stop by for the perfect Friday pick me up: jerk chicken, trout, plantains, and beer...

Impressions	Engagement
5,909	246



Message: The Deep Water Literary Fest took place this past weekend in Narrowsburg, NY drawing book lovers from all over the world. The festi...

Impressions	Engagement
3,077	112



Message: Love many, trust a few, and learn to paddle your own canoe! . . #mysullivancatskills #sullivancountyny #sullivancountycatskills #catskill...

Impressions	Engagement
2,493	134



Message: Bald Eagle at its nest along the Delaware River! @lemosil17 . . #mysullivancatskills #sullivancountyny...

Impressions	Engagement
1,930	165



Message: Experience Upward Brewing Company Kitchen's new menu! Try their new Ultimate Vegan Wrap! @upward.kitchen . . .

Impressions	Engagement
1,684	63



PR REPORT FROM CORE CREATIVE

June 2022						
June 2022	Philadelphia Magazine	Summer Travel: A Philadelphian's Guide to Vacationing in the Sullivan Catskills	Reagan Fletcher Stephens	Print / Online	Finn; SCVA	103,418 ; 475,488
June 3, 2022	Passport Magazine	Exciting Summer Events in the Sullivan Catskills!	Keith Langston	Online	Core Creative	28,600
June 10, 2022	Travel + Leisure	This New York Town Is the Perfect Place to Buy an Affordable Lake House — and It's Just 2 Hours From NYC	Stacey Leasca	Online	Finn; Core Creative	11,500,000
June 17, 2022	River Reporter	Here, Fishy Fishy!	Jonathan Charles Fox	Online	TBD	3,129
June 19, 2022	Passport Magazine	Summer in the Sullivan Catskills	Editors	Online	Core Creative	28,600
July 2022						
7/11/2022	Bon Appetit	Where to Eat in the Southern Catskills	Ali Frances	Online	TBD	6,900,000
7/11/2022	Yahoo	Where to Eat in the Southern Catskills	Ali Frances	Online	TBD	141,100,000
7/1/2022	New York Lifestyles	Villa Roma: Family Fun in the Catskills	Jeff & Stephanie Sylva	Online	TBD	17,200
7/12/2022	HGTV	10 Design-Oriented Small Towns	Erin Gifford	Online	Core Creative	5,460,259

SCVA - 2022 Upcoming PR Coverage					
Date	Outlet	Description of Coverage	Journalist	Result	Online/Print
August 2022	Robb Report	New luxe travel scene in upstate New York - including Eldred Preserve and Chatwal Lodge	Mark Ellwood	Confirmed	Print
TBD	Food + Wine	Hotels with their own alcohols - The Kartrite/Rosce Beer Co	Stacey Leasca	High Interest	Online
TBD	WJFF Radio	Summer Events in the Catskills	Patricio	High Interest	Radio
TBD	Forbes	Highlighting Sims and Kristen from Foster Supply	Laura Begley Bloom	Confirmed	Online
TBD	Macaroni KID	Resulting Editorial/Social from 24 publishers & Advertising Package	Multiple	Confirmed	Online
TBD	The Telegraph	New luxury hotel offerings in Upstate New York	Francesca Syz	Confirmed	Online

SCVA 2022 Media Visits			
Date of Visit	Journalist/Influencer	Outlet	Story Angle/Coverage Opportunities
July 20 - 22	Perri Blumberg	Travel + Leisure, architectural digest, Men's Health, among others	She'll be staying in a red cottage rental in Hortonville and reached out for some general ideas on things to do and see (great hiking trails, cool tourist attractions, any restaurant recs, etc.).
August - exact dates TBD	Olivia Lang	Matador Network	Olivia is working on updating a bachelorette -focused article and will be staying at Nine River and potentially Resorts World/experiencing the spa, among other opportunities
August 26-28	Nicole Donnelly	Arundel Kids	Positioning the Sullivan Catskills as a family-friendly destination; will be staying at Villa Roma
Fall 2022 (exact dates TBD)	Nicole Pensiero	Nicole writes for NJ.com (12M UVM), FollowSouthJersey.com, and Best Version Media	While Nicole cannot confirm the exact outlet ahead of time, she will be pitching a girlfriends getaway story following her experience
TBD	Bruce Northam	Thrillist, among others	Looking for trips for him to experience with his partner, Heather Mikesell who is Founder of Well Defined.