

Update for October 2022

Economic Development Committee

SCVA held its Board Retreat on October 12th to establish our goals and targets for 2023 and develop a budget for 2023. Presentations were made by our partner support agencies and goals are being met for 2022, therefore, making new goals to reach for 2023 exciting and amazing. The 2022 crop of doves have finally arrived and are being distribute to their new hosts for painting. Hope to reveal them in November.

Highlights:

- **Fall commercials will be airing through November**
- **New winter ads are being developed and logged in for airing through February**
- **Working with a videographer/story teller/tour guide that has been working with other tourism agencies across the State. He has already produced some exceptional drone footage for SCVA with the Fall colors**
- **Third workshop with Alon Marketing for education and activation in the domestic and international markets for groups and individual travelers. We have had a successful amount of interest in this opportunity.**
- **SCVA Catskills Restaurant Week press conference was a huge success held at Bethel Woods during the Big Sip.**
- **Putting final touches on new romance map of the Sullivan Catskills and will start coloring process. Today's version of the old Catskill Land posters.**
- **Working on redeveloping Beyond the Big Apple initiative for international interest with area DMO Associations.**
- **Collaborating with members on the Catskill Film Commission for planning purposes and web site creation.**
- **SCVA continues preparations to launch the Catskill Cuisine program**
- **The SCVA Board received the final report from Young Strategies and will start to apply goals and priorities.**
- **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**
- **Continue work on the 2023 Travel Guide**
- **Updating web site and Sullivan Catskill GO app.**

Meetings

- Sullivan O&W Rail Trail Alliance Meeting
- SCVA Marketing Meeting
- Destination East Meeting Planner Conference
- Travel Show Springfield MA
- BANY Annual Meeting
- International Travel Show at the Javits
- Meeting Planners Meet Up in Washington DC

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 23,300 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.

See attached

PUBLIC RELATIONS 2022

TO DATE

989,067,817 IMPRESSIONS

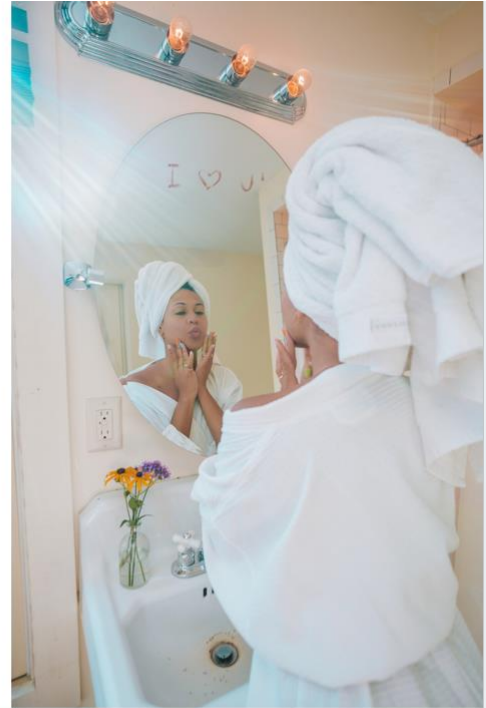
\$9,148,877 AD VALUE



INFLUENCER PROGRAM

June-September 2022

- Since the program launched, we've had 7 influencer stays with 5 more scheduled for this year, including a 3 influencer girls weekend at the end of October!
- Overall, we had over 50 influencers express interest in our program over the last few months - this is a HUGE number and this will only continue to grow with more member participation.



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INFLUENCER PROGRAM HIGHLIGHTS

- **Rachael Austin**
 - SCVA Instagram Impressions increased by 98%, reach increased by 72%, and engagement increased by 122% due to Rachael's content
- **Katie Burak**
 - Her reel reached 57,000+ accounts, profile visits to the SCVA Instagram page increased by 68%
- **Ammoray Morcano**
 - Her reel reached 118,000+ accounts, 226 followers gained, profile visits increased by 260%
- **Vicki Rutwind**
 - Her content drove 111 new followers, 50,000+ accounts reached during Vicki's visit and posting period
- **Aimee Kelly**
 - Her static post reach over 8,000+ accounts, her content drove over 75+ new followers, 65,000 impressions to the SCVA Instagram page during her stay and posting period

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ORGANIC SOCIAL - FACEBOOK

Data from 1/1/2022-9/30/22 vs STLY

- New page likes - 6,514 vs 3,45 in 2021
an increase of 94%
- Engaged Users- 125,380 vs 87,201 in 2021
an increase of 44%
- Page Clicks - 136,573 vs.79,492 in 2021
an increase of 71%
- Impressions - 3,648,728 vs 3,247,818 in 2021
an increase of 12%

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TOP STATIC POST FB CONTENT IN 2022



Message: Summer nights at Brookside Manor NY 🌟🏡
@brooksidemanorny on IG

Post impressions	Post clicks
15,991	3,894



Message: 8 Catskills towns to visit on your next Upstate New York trip 🌲
<https://fal.cn/3s5Bv>

Post impressions	Post clicks
15,031	2,426



Message: This New York Town Is the Perfect Place to Buy an Affordable Lake House — and It's Just 2 Hours From NYC 🏡
<https://fal.cn/3q6VY>

Post impressions	Post clicks
9,942	2,038

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ORGANIC SOCIAL - INSTAGRAM & TIKTOK

Data from 1/1/2022-9/30/22 vs STLY

- Overall account engagements - 20,574 vs 14,987 in 2021 - **20% increase**
- Total followers on Instagram - 21,765 vs 19,276 in 2021 - **10% increase**
- Instagram Story Reach - 54,080 vs 7,874 in 2021- **586% increase**
- Instagram Story Impressions - 53,028 vs 6,452 in 2021 - **700% increase**

SCVA TikTok
August 4th - October 2nd

- Video Views: 6,431 (up **381.72%**)
- Profile Views: 64 (up **72.97%**)
- Likes: 130 (up **333.33%**)
- Comments: 12 (up **1,100%**)
- Shares: 11 (up **175%**)

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TOP STATIC POST IG CONTENT IN 2022



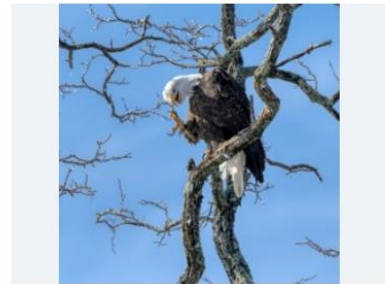
Message: The Kaatskeller is now open Wednesdays from 5-9pm! 🍷 \$20 Wednesday Bar Special: Wood-fired NY Style Cheese Pizza with a local...

Impressions	Engagement
9,702	536



Message: 32nd annual Riverfest on Main Street in Narrowsburg! This street festival features a Dog Parade, Art Poster Auction, Artisan Marke...

Impressions	Engagement
6,541	390

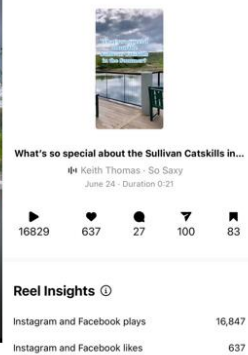
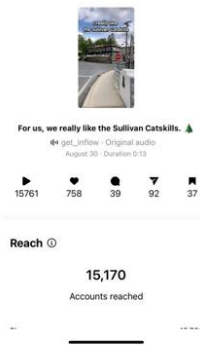
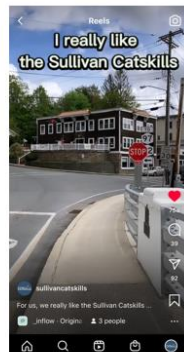
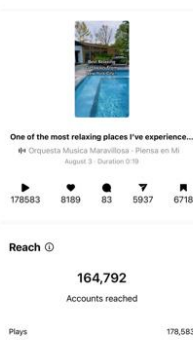
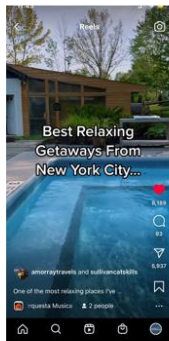


Message: Come to The Catskills; it'll take your breath away. 🗻 📸: @jerry.cohen . . #mysullivancatskills #sullivancounty...

Impressions	Engagement
7,843	374

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TOP REELS IN 2022



2/3 of our top reels from 2022 were reels made up almost entirely of member content. Our third best reel was one that an influencer who stayed collaborated with SCVA on and had incredible reach and engagement!

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DIGITAL HIGHLIGHTS - FACEBOOK ADS

Overall traffic to the website from social channels is up 391% YOY

Users ? ↓	New Users ?	Sessions ?
365.78% ↑ 14,877 vs 3,194	392.21% ↑ 14,727 vs 2,992	391.58% ↑ 17,284 vs 3,516

SOCIAL ADS:

- AD spend up 108% YOY
- CTR up 32%
- Clicks up 395%
- Impressions up 273%

RESULTS BY CAMPAIGN

Campaign	Results
Awestruck Engagement Campaign Post Eng...	17,882 Post Engagements
Traffic Campaign	10,537 [2] Landing Page Vie...
Page Like Campaign	5,265 Page Likes
Contest Traffic Campaign - SCVA	956 Link clicks

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DIGITAL HIGHLIGHTS - GOOGLE ADS

SEARCH:

- Cost up 45% YOY
- Impressions up 49%
- Clicks up 53%
- CPC down 6%
- CTR currently at 8%
(industry average is 3%)
- Traffic to the website
from paid search up 37%
YOY

DISPLAY:

- Cost up 61% YOY
- Impressions up 137%
- Clicks up 74%
- CPC down 8%

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OTT 2022 RECAP

January 1st, 2022 - October 3rd, 2022

OTT (Cross Device)

1,668,996 impressions served
Completed View Rate 97.13%

CTV (SMART TV Specific)

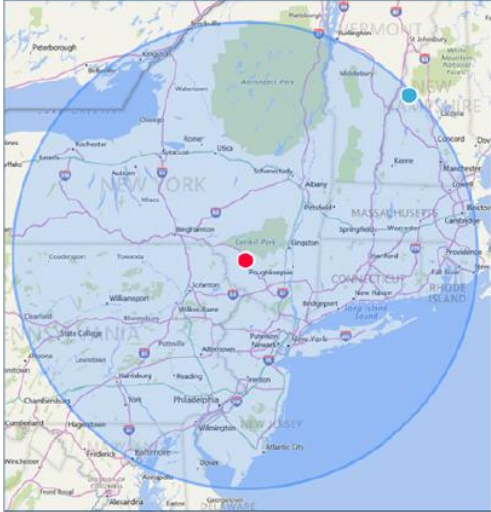
1,741,882 impressions served
Completed View Rate 97.03%

**DIRECT TRAFFIC TO THE SITE IS UP
44% - WHICH CAN BE CORRELATED
TO OTT ADVERTISING**

Users ? ↓	New Users ?	Sessions ?
36.03% ↑ 56,267 vs 41,365	34.42% ↑ 55,960 vs 41,631	44.71% ↑ 62,303 vs 43,053

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THE MARKETING CHANNELS - 200 MILE RADIUS



The Star-Ledger **The Republican.**

Newsday **YANKEE** **Better Homes & Gardens**
NEW ENGLAND'S MAGAZINE

Hudson Valley **PASSPORT** **Travel**
MAGAZINE America's #1 Gay Travel Magazine TASTE + TOUR

meredith **GLOBAL HEROES** **AAA**

Outdoors **NYS Destinations Of New York State** **AARP**

fishermears.com **fisher mears ASSOCIATES** **845.798.3636**

"SO UNEXPECTED" - 2022 ADVERTISING CAMPAIGN



Stunning Accommodations & Catskill-f-cious Cuisine

SULLIVAN CATSKILLS
So Unexpected!
90 Minutes from NYC
BOOK NOW

Unpredicted Pleasures and Chance Encounters

SULLIVAN CATSKILLS
So Unexpected!
BOOK NOW

PRINT • DIGITAL • SPONSORED CONTENT

fishermears.com **fisher mears ASSOCIATES** **845.798.3636**



“SO UNEXPECTED” – 2022 CABLE CAMPAIGN



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ANALYTICS

WINTER TV

58,834
New Users



130,000
Pageviews



91%
New Visitors

SUMMER TV

57,000
New Users



139,000
Pageviews



88%
New Visitors

FALL TV

12,082
New Users



OVER 29,000
Pageviews



88%
New Visitors

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