

Update for February 2024

Economic Development Committee

January was a busy month for Sullivan Catskills. The 2024 Sullivan Catskills Travel Guide has arrived and is slated to be distributed at the upcoming Travel and Adventure Show, Javits Center, NYC. As part of our efforts to promote the region, we attended various events such as the American Bus Association Marketplace and the Outdoor Adventure Show. These events provided great networking opportunities with motorcoach companies and outdoor enthusiasts, allowing us to showcase the assets and experiences that Sullivan Catskills has to offer.

One highlight of January was the unveiling of a new Dove at the Catskill Domes. This event brought attention to ongoing interest of the SCVA Dove trail which is considered as one of our many unique attractions in Sullivan Catskills. In addition, our team has been busy developing content from local businesses to strengthen our social and digital presence, providing even more exposure for the region—the results are outstanding as we are gaining more interest, engagement, and followers on all of our social media platforms. In addition, we are launching our new website which will allow the SCVA to have more of an interactive web presence that will attract more visitors. But it's not just visitors we are attracting. Our work has also caught the attention of movie producers looking for film locations.

FAST FACTS

According to the recently released data, 2022 traveler spending in Sullivan County reached a record high of \$892 million a 25.8 % increase over 2021's \$710 million in traveler spending. Since 2019 visitor expenditures increased 154.4 %. Were it not for tourism-generated state and local taxes, the average household in the county would have to pay an additional \$3,370 to maintain the same level of government revenue, already hard hit by the pandemic.

This boost has brought about a myriad of economic benefits, including increased employment opportunities and support for local businesses. In 2022, total tourism-generated employment registered 4,701 jobs, 16.3% of all jobs, according to Tourism Economics.

SCVA Activities for January

- **2024 Travel Guide is being distributed to the travel plaza and information center in New York, PA, CN and MS in time for interested consumers to make decisions for 2024.**
- **Web design unveiled.**
- **The new Catskills Go app has been downloaded 224 times.**
- **Heart-A-Thon meeting**
- **Geocaching set for Spring**
- **The new transportation service NYC Limo VIP is working with SCVA businesses and contemplating moving a fleet of vehicles to the Sullivan Catskills.**
- **Catskill Cuisine Planning continues-event will expand to 3 days.**
- **Sullivan Catskill Barbeque planning under way for June with a sanctioned event through Kansa City Barbeques Society.**

Ads and Placements for 1st quarter of 2024

- 2024 Google Display ads (for placement by Awestruck, MidHudsonNews.com, and Today Media)
- SC Democrat Ad: What to do in 2024
- Group Tour Magazine Editorial – February 2024 Issue
- AAA Print ad
- NY Lifestyle Magazine – January 2024 Issue
- AARP Magazine – February/March 2024 Issue
- Meetings and Conventions Eblast
- Meetings and Conventions Print ad
- Callicoon Movie Theater Onscreen Ad
- Byways Magazine – Group Tour Ad
- Visit Vortex Wedding Ad – Spring 2024 Issue
- Northeast Meetings Print Ad
- Chronogram Print Ad – January 2024 Issue
- Campgrounds of NY 2024 Print Ad
- Brand USA (Canada and UK Editorial for 2024)
- Mountains Media Print ad
- NYS DMO Tabletop Design promoting Sullivan Catskills
- Stewart Airport Billboards

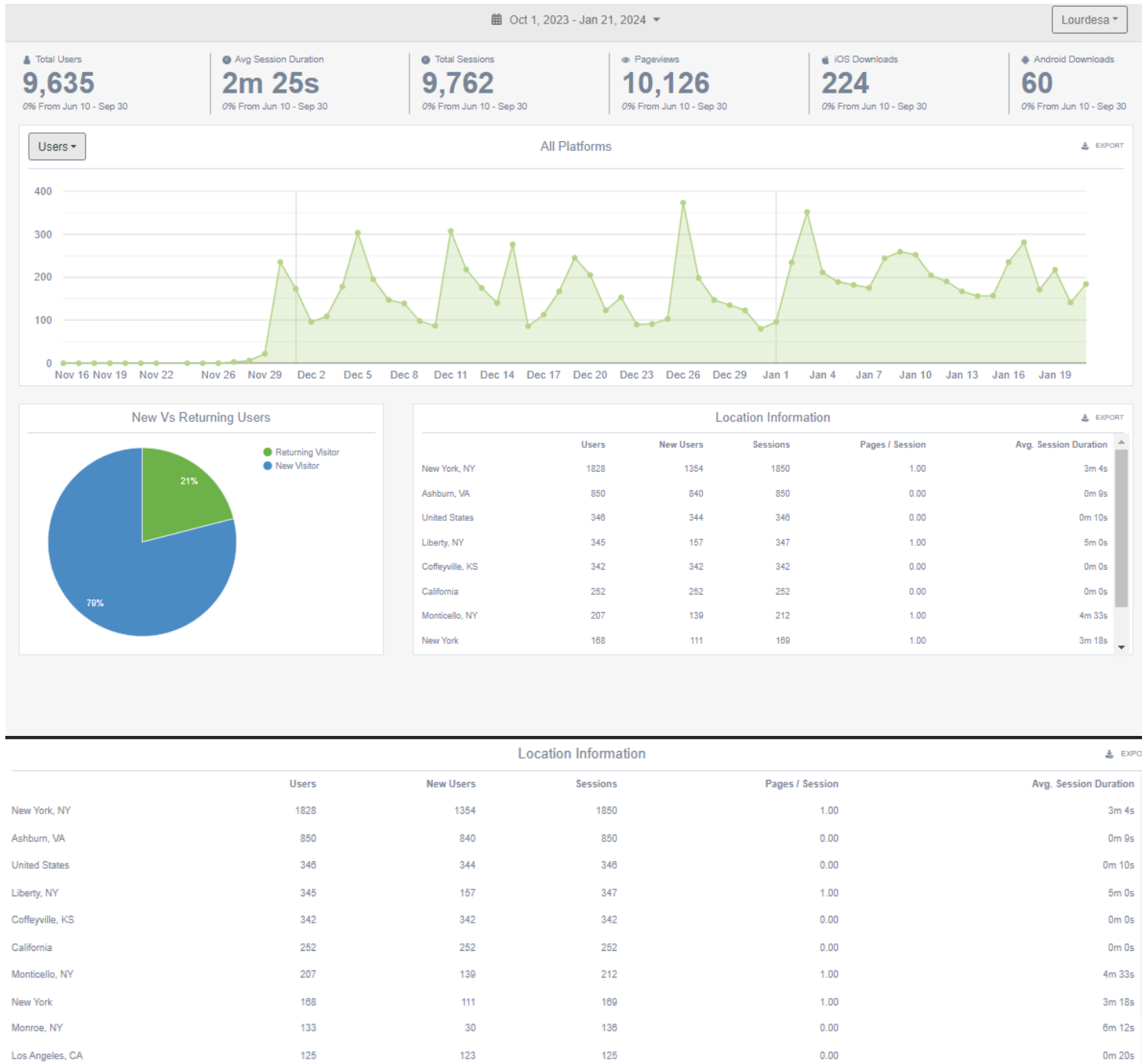
Meetings

- Regional Catskill Association Tourism Promotion Agency Meeting
- Sullivan O&W Rail Trail Alliance Meeting
- D&H anniversary meeting
- Accessibility Tours Meeting
- SCVA Marketing 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

Catskill Go App results since launch.



POINTS OF INTEREST

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Item Title	Conversion Rate									EXPORT
	Views	Click to Call	Website Click	Map It Click	Liked	Share Clicked	Adds to Plan	Add Ratio		
Hemlock Neversink	118	0	53	5	0	1	7	5.93		
Resorts World Catskills	81	0	32	3	0	0	3	3.70		
Villa Roma Resort & Conference Center	77	0	30	3	0	1	5	6.46		
The Kartrite Resort & Indoor Waterpark	76	1	35	1	0	0	1	1.32		
Roscoe Mountain Club	50	1	10	1	0	0	2	4.00		
Callicoon Hills	46	1	14	3	0	0	2	4.35		
The Eldred Preserve	33	2	9	0	0	0	0	0.00		
Honor's Haven Retreat & Conference	29	0	5	0	0	0	0	0.00		
French Woods Farmhouse	28	0	8	0	0	0	0	0.00		
YO1 Wellness Center	26	0	7	1	0	2	0	0.00		
Legoland New York Resort	24	0	3	1	0	0	1	4.17		
The Chatwal Lodge	20	0	5	0	0	0	0	0.00		
Red Bird House	16	0	6	0	0	0	0	0.00		
Villa Roma Resort & Conference Center	15	0	4	0	0	0	0	0.00		
Ragtime Clothing Exchange	13	2	3	2	0	0	1	7.69		
StayBetr: Lake Haven Cottage	12	1	3	0	0	0	0	0.00		
Hurleyville General Store	11	0	5	1	0	0	0	0.00		
Burn Brae Mansion	11	0	5	0	0	0	0	0.00		
Dynamic Cuts Barbershop	11	1	0	2	0	1	1	9.09		
Serene Home in the Catskills Woods	10	0	4	0	0	0	0	0.00		
River's Rest	10	0	3	1	0	0	0	0.00		
Buck Brook Alpacas	10	0	4	1	0	0	2	20.00		
52 & Vine Wine & Spirits	10	1	1	2	0	0	2	20.00		
StayBetr: Lakefront Haven Home	9	0	3	0	0	0	0	0.00		
The DeBruce	9	0	3	1	0	0	0	0.00		

Digital Ads 12/15 – 1/15

Google Ads

- 449,950 impressions
- Search Campaign has a 12.13% CTR - industry standard is 4.4%
- Average CPC is \$.057- Industry Standard is \$1.53
- 5,715 website clicks

Facebook Ads

- 296,135 impressions
- Facebook Campaign has a 2.04% CTR – industry standard is .90%
- Average CPC is \$0.29– industry standard is .63
- 6,037 Link clicks

Facebook Organic

- 472,426 Impressions
- 19,348 Post Engagements
- 5,458 pageviews
- Top 3 posts:
 - Annual Meeting Recap
 - Winter in the Catskills: Main Street, Narrowsburg
 - Seminary Hill

Instagram Organic

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- 82,460 account impressions
- 16,684 Static post impressions
- 36,437 story impressions
- Average engagement rate of 9.03% - industry standard is .91%
- 97 Website Clicks
- Top 3 Reels:
 - North Branch Inn
 - 6,974 Plays
 - 383 Likes
 - 19 Comments
 - 51 Shares
 - 34 Saves
 - Upstate Updates
 - 3,746 Plays
 - 302 Likes
 - 16 Shares
 - 2 Saves
 - 14 Comments
 - 6 workouts in the Catskills
 - 3,653 Plays
 - 108 Likes
 - 29 Shares
 - 14 comments
 - 14 saves
- Top 3 Posts:
 - Lower Main Street, Narrowsburg
 - Rail Trails – Winter Hikes
 - Ride2Survive Sullivan County

OTT Results (12/15 – 1/15)

- Impressions: 255,558
- Completion Rate: 95.09%
- Website Conversions: 1,930 (Jan 1 – Jan 21 Attribution window)

Companion Display Ads:

- Impressions: 212,125
- Clicks: 242

Google has now given us the ability to discard the stringent requirement of designating a specific ad coverage area. Instead, we can target by intent, online behavior, and interest in the Catskills region.

In essence, we have designated the Catskills area as our target of interest, allowing Google AI to present the ads to as many people in the country as possible who have demonstrated intent or interest. This expansion enables us to reach a broader audience within the same budget as before. To illustrate, the old way of targeting was comparable to a nuclear bomb—covering a specific radius and nothing more. Now, we can precisely target thousands of locations.

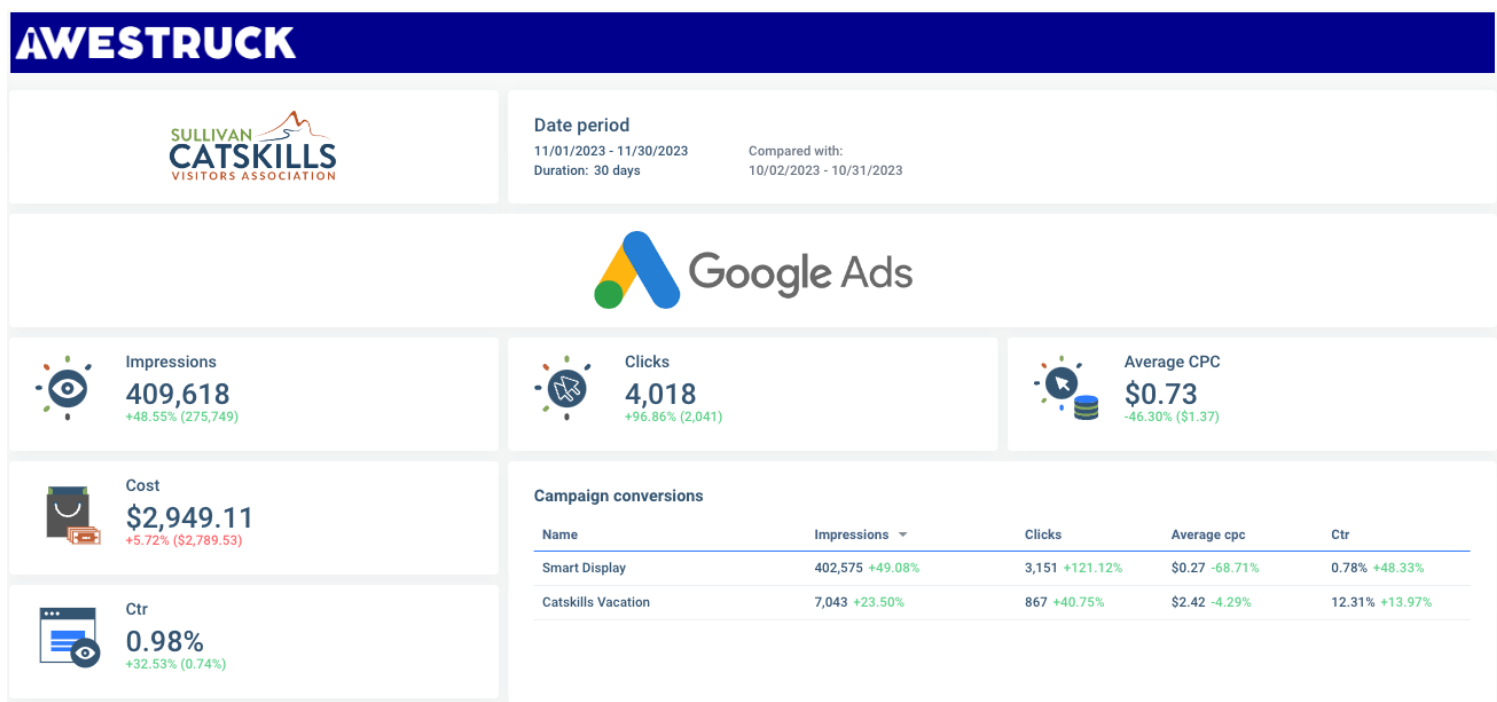
Since implementing this optimization change in the account, we have witnessed a significant improvement in engagement and successfully expanded our advertising reach to anyone in the country with relevant interest in the Catskills region.

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Below is a dashboard comparison of November to October. While sustaining the pace of these positive increases may be challenging, these results demonstrate the effectiveness of the strategic change in our targeting.

- Clicks have nearly doubled.
- Cost per click has decreased by 46%, allowing our advertising budget to work more efficiently.
- Impressions are up by 48%, indicating that more ads are being shown to more precise targets.

Evidenced by this screen shot:



This can be further evidenced by examining the display and paid search traffic arriving at the website based on their originating city. The impressive engagement rates on the ad illustrate that it is more relevant to these users than what we had previously observed with traditional geo-zone targeting.

Q display

First user defa... channel group		City	↓ New users	Engaged sessions	Engagement rate	Engaged sessions per user
			957 8.15% of total	347 5.38% of total	28.23% Avg -33.21%	0.36 Avg -32.68%
1	Display	New York	221	75	27.68%	0.33
2	Display	(not set)	150	28	16.28%	0.18
3	Display	Catskill	34	32	51.61%	0.91
4	Display	Hudson	32	22	42.31%	0.67
5	Display	Saugerties	29	26	48.15%	0.87
6	Display	Pembroke Pines	28	0	0%	0.00
7	Display	Cairo	22	16	44.44%	0.76
8	Display	Livingston	18	14	48.28%	0.78
9	Display	Hampton	17	2	11.76%	0.12
10	Display	Ashburn	11	1	8.33%	0.09

11	Display	Ravena	11	6	50%	0.55
12	Display	Covington	7	1	14.29%	0.14
13	Display	Newark	7	2	25%	0.25
14	Display	Syracuse	7	0	0%	0.00
15	Display	Greenville	6	2	25%	0.33
16	Display	Albany	5	9	64.29%	1.29
17	Display	Buffalo	5	6	46.15%	0.67
18	Display	Kingston	5	4	57.14%	0.80
19	Display	Toronto	5	0	0%	0.00
20	Display	Fostoria	4	0	0%	0.00
21	Display	Monticello	4	2	28.57%	0.40
22	Display	Aiken	3	1	33.33%	0.33
23	Display	Allentown	3	0	0%	0.00
24	Display	Atlanta	3	1	33.33%	0.33
25	Display	Boston	3	0	0%	0.00
26	Display	Fort Mill	3	0	0%	0.00
27	Display	Huntington	3	0	0%	0.00
28	Display	Petersburg	3	0	0%	0.00
29	Display	Philadelphia	3	4	44.44%	0.80

Q paid search

	First user defa... channel group	City	New users 926 7.89% of total	Engaged sessions 278 4.31% of total	Engagement rate 22.88% Avg -45.87%	Engaged sessions per user 0.30 Avg -44.02%
1	Paid Search	New York	307	112	26.6%	0.34
2	Paid Search	(not set)	32	11	28.21%	0.31
3	Paid Search	Ashburn	19	4	14.81%	0.18
4	Paid Search	Saugerties	19	4	18.18%	0.21
5	Paid Search	Boston	16	1	5.56%	0.06
6	Paid Search	Hudson	14	2	12.5%	0.13
7	Paid Search	Philadelphia	14	4	20%	0.29
8	Paid Search	Catskill	10	1	5.26%	0.10
9	Paid Search	Dallas	8	5	50%	0.56
10	Paid Search	Greenville	8	2	18.18%	0.22

11	Paid Search	Petersburg	8	2	18.18%	0.22
12	Paid Search	McConnellsville	7	3	33.33%	0.33
13	Paid Search	Philmont	7	0	0%	0.00
14	Paid Search	Cairo	6	0	0%	0.00
15	Paid Search	Livingston	6	2	28.57%	0.33
16	Paid Search	Coxsackie	5	0	0%	0.00
17	Paid Search	Ocala	5	2	28.57%	0.29
18	Paid Search	Slippery Rock	5	1	14.29%	0.17
19	Paid Search	Windham	5	0	0%	0.00
20	Paid Search	Atlanta	4	1	20%	0.20
21	Paid Search	Georgetown	4	0	0%	0.00
22	Paid Search	Key West	4	2	50%	0.50
23	Paid Search	Louisville	4	1	25%	0.33
24	Paid Search	Sanford	4	1	25%	0.25
25	Paid Search	Bangor	3	0	0%	0.00
26	Paid Search	Bridgewater	3	1	25%	0.33
27	Paid Search	Brookhaven	3	1	33.33%	0.33
28	Paid Search	Chesaning	3	1	25%	0.25
29	Paid Search	Decatur	3	0	0%	0.00

In summary, we are now reaching a significantly larger audience, specifically individuals that Google has identified as relevant to our message and advertising. Our reach has expanded dramatically, and we haven't sacrificed any share of voice in the process. We have recently observed more inquiries from other geographical areas outside our traditional ad coverage zone. We suspect this trend will persist and intensify. As time goes on, we'll also be able to identify opportunity zones and implement bid adjustments for those cities, thereby amplifying our voice in those areas.

Recent stories

Dec 2023 / Jan 2024						
*Ran in fall/found in Jan '24	MAXIM	<u>Luxury Hotels Are Going Green with Unique Garden Experiences</u>	Chris Wilson	Online	Core Creative	772,801
12/27/2023	ELLE	<u>24 Wellness Experiences to Book in 2024</u>	Todd Plummer	Online	Core Creative	162,000,000
01/07/2024	The Travel	<u>10 Charming Small Towns In New York's Catskills</u>	Noah Staats	Online	TBD	2,091,076
1/10/2024	Hudson Valley Magazine	<u>Blue Fox Motel Is a Countryside Oasis in Narrowsburg</u>	Sabrina Sucato	Online	TBD	118,234
1/11/2024	Sullivan County Democrat	<u>A new dove lands at the Domes</u>	Vincent Kurzrock	Online	TBD	13,103
1/13/2024	Fox News	<u>From Florida to Washington, brand new hotels in America to check out in 2024</u>	Perri Ormont Blumberg	Online	Core Creative	1,700,000,000
1/14/2024	NY Post	<u>From Florida to Washington, brand new hotels across the nation to check out in 2024</u>	Perri Ormont Blumberg	Online	Core Creative	177,000,000
1/17/2024	River Reporter	<u>A new dove on the trail</u>	Editors	Online	TBD	51,508
1/22/2024	Travel + Leisure	<u>This Gorgeous All-inclusive Resort in New York's Catskills Just Added 3 Tree Houses — With 20-foot Ceilings, a Private Deck, and Fire Pits</u>	Devorah Lev-Tov	Online	TBD	16,400,000

Social Media Ads

[Version 1 horizontal](#)

[Version 2 vertical](#)

TV Ads

[SCVA Winter 23 Version A-New TV output for Fishermears.MP4 \(dropbox.com\)](#)

[SCVA Winter 23 Version B-New TV output for Fishermears.MP4 \(dropbox.com\)](#)



Go! explore.

Our small towns are filled with big winter experiences. Our Catskill-icious food and drink is perfect for small or big appetites. Ski the trails. Float in shallow waters or ride an epic wave. Put a little down and win big. Stay in an intimate inn, or a big suite.

There's more winter fun.
Eagle Watching • Snowshoeing
Ice Fishing • Dove Trail
Good Taste Beverage Trail

Book your stay | Download our app
 

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Go! camping

Come stay in our great big outdoors—with or without walls—in a luxury tent, an RV, cabin, or even a Canastota wagon. By day, explore our charming small towns. At night, toast s'mores and marvel how our dark skies reveal the stars and planets above.

*Mini vacays... Longer stays, or anything in between
— we're just a short trip away.*

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¡Ir jugar!

La diversión invernal en el lugar donde vive está llena del encanto de un pueblo pequeño y de grandes experiencias. Ponte un par de raquetas de nieve y recorre los senderos. ¡Tenemos docenas! La pesca y el patinaje sobre hielo son divertidos para todos. ¡Tenemos 164 lagos y concursos también!

¿Hambriento? Nuestros chefs y panaderos sirven la comida reconfortante invernal más deliciosa de Catskill.



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¿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.

Go! chill



Winter renewal starts here. Restore your soul. Find your peace. Nourish your body. We have wellness resorts with health-conscious restaurants, fitness centers, yoga and pilates studios, and massage therapists. Downhill skiing, ice fishing, and snowshoeing are invigorating, and beautiful. Or wander our small towns for award-winning craft beverages, acclaimed restaurants, and unique wares from local makers.

Need snacks... Longer trips, or something in between — we're just a short trip away.

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SAVE THE DATES: CATSKILL CUISINE FOOD FESTIVAL: MAY 10-12, BETHEL WOODS