

Update for November 2023

Economic Development Committee

SCVA was busy planning for the fall and winter season with targeted advertising in the New York Metro area promoting all our assets.

- **Peace, Love, and Pumpkins**
- **Hudson Valley/Catskills Restaurant Week started October 30-November 12.**
- **Peace, Love, and Lights**
- **Dance of the Lights in Wurtsboro**
- **Dickens on the Delaware**
- **Romantic Get-A-Ways**

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 October

- **Meeting with Meeting and Incentives Event Coordinator**
- **Hudson Valley/Catskills Restaurant Week Press Event Kick-off at Bethel Woods**
- **NorthStar Destination Meeting Market with Planners**
- **Hosted BANY at the Villa Roma**
- **Attended Tour Operator Marketplace**
- **Web design with Mid-Hudson Web**
- **New Catskills Go app design**
- **Heart-A-Thon meeting**
- **NYC International Travel Show**

Familiarization & Press Trips Hosted

- Trotta Tourism-one of the fastest growing Latin receptive operators in the United States. They sell tourism to US destinations including group travel, Fly-drive, weddings and meetings. They work with Mexico and Latin America.
- Megan McNulty, social media influencer with 33k Instagram followers visited from Oct 6-8
- Lauren Wire, Finn Partners and Marisel Salizar food influencer and writer Sept 28-30

Ads and Placements for last quarter of 2023

- Google Display ads
- Visit Vortex Winter Ad
- Chronogram November ad
- Community Foundation Journal Ad
- Edible NJ Holiday ads
- Meeting and Conventions Magazine Ad and Editorial – November issue
- Catskill Delaware Magazine Fall Ad
- Catskill Confidential Holiday Ad
- Travel, Taste and Tour Magazine – Print Ad and Editorial
- ROVA December-January Print Ad
- Brand USA 2024
- Global Heroes – January 2024 Print ad and Editorial
- November Digital Banner ads for Awestruck Placement
- Valley Table November Digital Ads and October Eblast
- NY Lifestyle Magazine Holiday Print Ad
- Sullivan Chamber Pride Journal Ad
- Food & Travel Magazine – Fall Print ad and Editorial
- Digital ads for Social Media, Mid-Hudson News, Valley Table
- Mass Republican Fall Campaign
- **Fall TV Ad Campaign**

Below are our metrics for October (9/15 – 10/15).

Digital Ads 9/15 – 10/15

Google Ads

- 235,517 impressions
- Search Campaign has a 10.60% CTR - industry standard is 4.4%
- Average CPC is \$1.09- Industry Standard is \$1.53
- 1,854 website clicks

Facebook Ads

- 246,718 impressions
- Facebook Campaign has a 1.97% CTR – industry standard is .90%
- Average CPC is \$0.48– industry standard is .63

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- 3,407 Website clicks

Facebook Organic

- 382,717 Impressions
- Average engagement rate of 13.35% - industry standard is .19%
- Top 3 posts:
 - Mary and Rich Brady from Portsmouth, NH
 - Kaatskeller wood fired pizza
 - Allen and Linda Eckers Dove Trail

Instagram Organic

- 101,143 account impressions
- 18,481 post impressions
- 53,204 story impressions
- Average engagement rate of 3.55% - industry standard is .91%
- 182 Website Clicks
- Top 3 Reels:
 - Happy 1st Day of Fall
 - 2,680 Plays
 - 115 Likes
 - 1 Comment
 - 6 Shares
 - 2 Saves
 - Fall Restaurant Week Announcement
 - 2,629 Plays
 - 59 Likes
 - 14 Shares
 - 3 Saves
 - 2 Comments
 - Mountaindale Yoga
 - 2,615 Plays
 - 35 Likes
 - 3 Comments
 - 5 Shares
 - 3 Saves
 - 2 comments
- Top 3 Posts:
 - Kaatskeller Wood fired Pizza
 - Catskill Brewery
 - Rocky Horror picture show – Forestburgh Playhouse

OTT Results (9/15 – 10/15)

- Impressions: 161,723
- Completion Rate: 98.37%

- Website Conversions: 7,657

Monthly PR Report

September 27, 2023	Hudson Valley Magazine	Halloween Events for Spooktacular Fun in the Hudson Valley	RAPHAEL BERETTA, SABRINA SUCATO, MATT MOMENT AND KAIT WATERMAN	Online	193,300	1,788
October 1, 2023	CHCH Live	Tips to Get Set, Go! on an Affordable Fall Getaway	Heather Greenwood-Davis	Broadcast/Online	604,744	5,594
October 2, 2023	Mid Hudson News	Sullivan County experiences 'remarkable surge' in tourism spending	Editors	Online	474,000	4,385
October 2, 2023	New York Lifestyles	Fall Foliage 2023	Patricia Canole	Online	13,540	125
October 4, 2023	USA Today	Take a Holiday Road Trip: 10 Friendsgiving Ideas for a Great Getaway	Jenny Peters	Online	150,300,000	1,390,275
October 4, 2023	Westchester Magazine	A Monster Golf Course Returns to the Catskills	Dave Donelson	Online	137,461	
October 4, 2023	Mid Hudson News	Sullivan Catskills Visitors Association's CEO Roberta Byron-Lockwood Named Outstanding Tourism Executive of the Year	Editors	Online	474,000	4,385
October 6, 2023	Newbreak	4 Of The Coziest Winter Towns In The US Are In New	Brett Alan	Online	11,678,280	108,024

		York				
October 6, 2023	q1057.com	5 Of The Coziest Winter Towns In The US Are In New York	Brett Alan	Online	125,179	1,158
October 6, 2023	WBLK.com	5 Of The Coziest Winter Towns In The US Are In New York	Brett Alan	Online	203,764	1,885
October 8, 2023	Mid Hudson News	"The Big Sip" returns to Bethel Woods	Editors	Online	474,000	4,385
October 10, 2023	River Reporter	Roberta Byron-Lockwood named outstanding tourism exec	Editors	Online	43,700	404
October 12, 2023	Conde Nast Traveler	23 Christmas Vacation Ideas for 2023	Judy Koutsky & Matt Ortile	Online	4,486,574	41,501
October 14, 2023	Fox News	10 best fall ghost tours for spine-tingling fun in America	Perri Blumberg	Online	1,700,000,000	15,725,000
October 17, 2023	Conde Nast Traveler	The Most Exciting Fall Hotel Openings of 2023, From Oregon to Mexico City	Todd Plummer	Online	4,486,574	41,501
October 19, 2023	Chronogram Magazine	Hudson Valley & Catskills Tourism is Booming Post-Pandemic	Anne Pyburn Craig	Online	118,100	1,092
October 20, 2023	Sullivan County Democrat	Forestburgh Playhouse announces 2024 mainstage season	Editors	Online	22,000	
October 24, 2023	Thrillist	Grab Your BFFs: These 8 Epic Fall Mountain Towns Await	Perri Blumberg	Online	6,200,000	57,350
October 24, 2023	WWD	Inside Hemlock, Foster Supply Hospitality's New Upstate Retreat	Kristen Tauer	Online	1,897,634	17,553

Sullivan Catskills Visitors Association & Core Creative *PR By the Numbers*

March - October 2022

989,067,817

Impressions

\$9,148,877

Ad Value Equivalency

January - September 2023

2,457,442,922

Impressions

\$22,731,347

Ad Value Equivalency

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
- BANY Conference at Villa Roma 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:

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- 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.

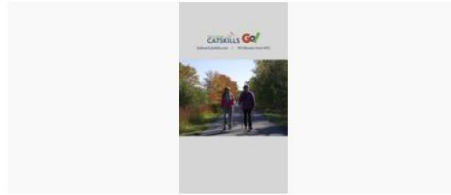
Attachments: Advertising and social marketing highlights

Top Performing Ads



Ad Name: Fall Ad
Campaign Name: Traffic Campaign

Amount spent	Impressions	Clicks (all)	Purchases
\$752.52	136,234	1,826	0



Ad Name: Fall Video Ad
Campaign Name: Traffic Campaign

Amount spent	Impressions	Clicks (all)	Purchases
\$176.03	18,624	806	1



Ad Name: Summer Campaign_v1_2023
Campaign Name: Traffic Campaign

Amount spent	Impressions	Clicks (all)	Purchases
\$466.82	66,048	1,865	0



Ad Name: Summer Campaign_V2_2023
Campaign Name: Traffic Campaign

Amount spent	Impressions	Clicks (all)	Purchases
\$252.62	25,812	866	0

Top Performing Posts



Message: Have you tried the wood-fired pizza at The Kaatskeller yet? 🍕 If not, you're missing out on a slice of heaven! 🍷 🍷 : @thekaatskeller

Impressions	Reach	Likes
2,029	1,855	92



Message: It's a spooky time at The Catskill Brewery 🍷 Try their Bark-A-Boom lager during your next visit! YUM! 🍷 : @thecatskillbrewery

Impressions	Reach	Likes
1,798	1,552	49



Message: 🎃 Calling all Rocky Horror Picture Show fans! 🎉 Join Forestburgh Playhouse every weekend as they bring the cult classic to life...

Impressions	Reach	Likes
1,625	1,516	33



Message: Eagle eyed people can view the fall foliage this week. 📸 by @jerry.cohen #sullivancatskills #catskills #catskillmountains #fall...

Impressions	Reach	Likes
1,502	1,357	76



Message: Book a stay at The Arnold House and begin your week of relaxation. 🍷 📸 : @thearnoldhouse... #catskillsny #sullivancatskills...

Impressions	Reach	Likes
1,496	1,370	39



Message: Get ready for a flavor explosion at Tango Café with their Shrimp Ceviche Passion Fruit Citrus Marinaded! 🍷🍷🍷 📸 : @tangocafehurleyvill...

Impressions	Reach	Likes
1,380	1,249	43



Message: 🎃 Peace, Love & Pumpkins 🎃 An enchanting walk-thru Halloween experience in our beautiful Sullivan Catskills at Bethel Woods...

Impressions	Reach	Likes
1,127	1,008	50



Message: Get ready for a spooooky and fun-filled weekend at @bethel_pastures_farm! 🎃 Starting in October through Columbus Day...

Impressions	Reach	Likes
1,014	928	26



Message: All That Glitters Is Old but in the best way possible! ✨🌟 Rediscover the magic of music with vintage vinyl records 🎵🎶🎧...

Impressions	Reach	Likes
1,001	925	23

Top Performing Posts



Message: This is Mary and Rich Brady from Portsmouth, NH, they stayed at the Villa Roma Resort & Conference Center for the week and found a...

Impressions	Clicks	Engagement
8,115	251	366



Message: Have you tried the wood-fired pizza at The Kaatskeller yet? 🍕 If not, you're missing out on a slice of heaven! 📸 : @thekaatskeller on IG

Impressions	Clicks	Engagement
5,097	310	363



Message: Allen and Linda Eckers from Swan Lake completed the Sullivan Catskills Dove Trail and stopped in to win their swag! They love the Dove...

Impressions	Clicks	Engagement
4,864	180	270

09/15/2023 - 10/15/2023