

Update for December 2022

Economic Development Committee

SCVA has been busy this month establishing our goals and targets for 2023. The 2023 Travel Guide is in its final proofing stage and will be ready in January. Most of our hosts have picked up their doves for 2022 and many can't wait to unveil. Eagle Valley Realty in Narrowsburg is the first to unveil the 61st DOVE last Tuesday.

Highlights:

- New winter ads are being developed and logged in for airing through February
- Working with a videographer/storyteller/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 that we will be using for marketing and promotional purposes
- Conducting third workshop with Alon Marketing educating our businesses on how to work with the international and domestic travel markets.
- SCVA Catskills Restaurant Week wrapped up and waiting for figures to determine success although the promotion will give these restaurants additional customers through the winter
- Final touches on new romance map of the Sullivan Catskills and excited to unveil
- Continue work on redeveloping Beyond the Big Apple marketing initiative for international travelers. New developments will be ready for next year's IPW
- Collaborating with members on the Catskill Film Commission web site and is moving along nicely
- SCVA continues preparations to launch the Catskill Cuisine program
- 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
- Updating web site and Sullivan Catskill GO! App

Meetings

- Sullivan O&W Rail Trail Alliance Meeting
- SCVA Marketing Meeting
- REAP 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. Instagram followers have reached 22,100 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.

NOTE: The Sullivan Catskills Annual Meeting and Party will be on December 7, 2022, 5:30pm-8:30pm. Join the fun and excitement and learn what is happening at the Association.

See attached

Recent Data on marketing efforts from Jan-Nov 2022

- 217,534 total website users
- Google Search campaigns yielded a Cost Per Click 55% below the industry average
- 67% increase in the total number of clicks to the website compared to 2021
- 53,172 Total Facebook Page Likes
- 4,404,377 Facebook Page Impressions
- 6,908 New Facebook Page likes this year
- 2,612 Facebook content shares
- 147,404 Engaged Users
- 23,175 Facebook Ad Clicks
- 1.45% Facebook ad CTR
- 22,036 Total Followers on Instagram
- 2,061 New Followers in 2022
- 1,168,407 Instagram Impressions
- 1,497 Clicks to the Website from Instagram
- 65,216 Impressions on Instagram Stories
- 22,345 Engagements on Instagram Stories

SULLIVAN CATSKILLS RECENT ARTICLES TO DATE

989,067,817 IMPRESSIONS

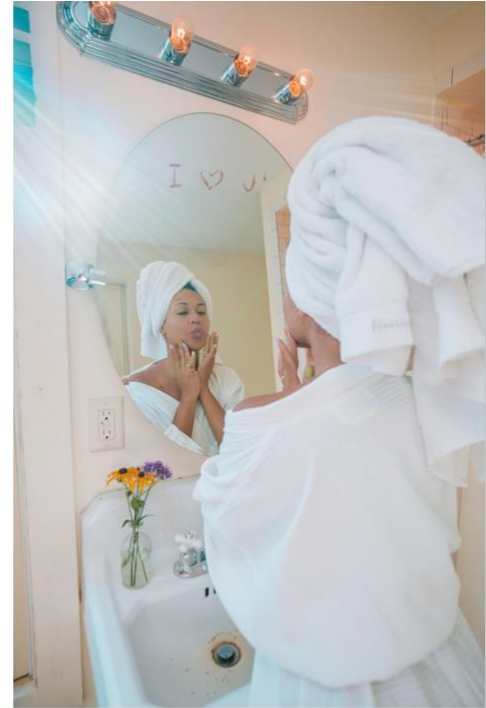
\$9,148,877 AD VALUE



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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