



Update for September 2023

Economic Development Committee

August experienced a tremendous number of visitors enjoying a full line up of concerts at Bethel Woods and Forestburgh Playhouse with hit plays and cabaret. Outdoor activities continued to peak with hiking and river adventures. Of course, lodging and restaurants were packed and events including the Bagel Fest saw increased numbers.

SCVA continues to expand its marketing by attending the Connect Marketplace where appointments were conducted with meeting planners both domestic and international, promoting our venues for conferences, meetings, events, and retreats. SCVA is also gearing up for Restaurant Week and the Fall promotions. A new Fall ad is being produced to air on network and OTT.

FAST FACTS

Digital Ads 7/15 - 8/15

Google Ads

- 519,291 impressions
- Search Campaign has a 9.70% CTR - industry standard is 4.4%
- Average CPC is \$1.11 - Industry Standard is \$1.53
- 2,815 website clicks

Facebook Ads

- 241,456 impressions
- Facebook Campaign has a 3.73% CTR – industry standard is .90%
- Average CPC is \$0.18 – industry standard is .63
- 9,004 Website clicks

Facebook Organic

- 517,987 Impressions

- Average engagement rate of 9.28% - industry standard is .19%
- Top 3 posts:
 - The Bagel Festival Announcement
 - The Borscht Belt Historical Marker Project
 - The Bagel Festival

Instagram Organic

- 112,111 account impressions
- 36,857 post impressions
- 48,969 story impressions
- Average engagement rate of 7.62% - industry standard is .91%
- Top 3 Reels:
 - Sullivan Catskills Views
 - 5,757 Plays
 - 218 Likes
 - 4 Comments
 - 22 Shares
 - 17 Saves
 - Junction Roscoe – Bill Hader
 - 3,986 Plays
 - 77 Likes
 - 6 Shares
 - 3 Saves
 - Spruce Home Goods
 - 2,216 Plays
 - 30 Likes
 - 5 Comments
 - 2 Shares
- Top 3 Posts:
 - Cocheton Pump House
 - Antrim Streamside Wedding
 - Heron Restaurant – Mac & Cheese

OTT Results (7/15 – 8/15)

- Impressions: 215,093
- Completion Rate: 97.35%
- Website Conversions: 1,597

SCVA Media Placements

- **Print and Digital Ads and Advertorials**

- Hoy en Sullivan July Print ad
- Catskills Confidential July Print ad
- Food and Travel Magazine Print ad and editorial
- Visit Vortex Fall Ad
- Happenings Magazine – August ad
- Roadrunner Magazine – Fall ad
- Giant Pumpkin Party Ad
- USA Today Winter Ad
- ROVA – Banner and editorial
- Valley Table August Digital ads
- Passport Ad
- Mountains Media ad
- Edible Magazine (metro NY region)
- Edible NJ ad and listing
- Today Media Instagram Experiential Ad

- **In Progress:**

- 2024 Ad Campaign Creative
- Fall 2023 TV ad Concept(s)
- 2024 Travel Guide
- Print ads for Byways Magazine for October, December and (February 2024)
- SC Democrat, Winter, Hunting Ads
- Chronogram September-December Ads
- Hoy En Sullivan Monthly Ads – September-December
- Travel, Taste and Tour Fall Print Ad and Editorial Copy
- Food & Travel Magazine – Fall Print ad and Editorial.
- Monthly Digital ads for social media, Mid-Hudson News, Valley Table
- Mass Republican Fall Campaign (Print, Eblast, Digital ads, editorial)

Meetings

- Regional Catskill Association Tourism Promotion Agency Meeting
- Sullivan O&W Rail Trail Alliance Meeting
- SCVA Marketing Meeting
- Meeting with Wurtsboro on event
- 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:

- 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

TOURISM BY THE NUMBERS 2022

VISITOR SPENDING: \$710 MILLION

TOURISM LABOR: 16% ALL JOBS \$235 MILLION IN LABOR INCOME

LOCAL TAXES GENERATED \$43.2 MILLION

SAVINGS PER HOUSEHOLD: \$2,943

For every Dollar invested in tourism there is a 40:1 Return on Investment



VIDEO IMPRESSIONS

215,093
IMPRESSIONS

CTV COMPLETION RATE

97.35%
COMPLETION RATE

Conversion Attribution

June 22 - August 12
Website Conversions:
1,597

OTT

Q1 : January - March 2023

Connected TV Impressions: 601,372

Completion Rate: 97.48%

Display Impressions: 515,658

Click Performance: 701

Q2 : April - June 2023

Connected TV Impressions: 604,071

Completion Rate: 98.27%

Display Impressions: 531,200

Click Performance: 701

PAID DIGITAL



Q1 : January - March 2023

Google Ads Impressions: 438,141
Website Clicks: 5,868
Search Campaign CTR*: 10.46%
CPC**: \$1.00

Q2 : April - June 2023

Google Ads Impressions: 638,178
Website Clicks: 7,042
Search Campaign CTR*: 8.3%
CPC**: \$1.25

*Average CTR Industry standard is 4.4%

**CPC Industry standard is \$1.53

PAID SOCIAL



Q1 : January - March 2023

Meta Ads Impressions: 379,541
Clicks: 13,796
Link Clicks: 8,416
CTR*: 3.63%
CPC**: \$0.20

Q2 : April - June 2023

Meta Ads Impressions: 517,504
Clicks: 20,542
Link Clicks: 12,583
CTR*: 3.97%
CPC**: \$0.23

*Average CTR Industry standard is 0.90%

**CPC Industry standard is \$0.63

Travel Stories

Total Impressions to Date: 6,216,952,917

Total Ad Equivalency to Date: \$57,485,421

July 26, 2023	92.7 / 96.9 WRRV	Top 4 Things To Do In Wurtsboro, NY	Editors	Online	TBD	238,600	2,207
July 28, 2023	Forbes	Stay, Splash, And Nosh At Blue Fox Motel—A Catskills Locale With Way More Than A Room	Kristin L. Wolf	Online	TBD	66,000,000	610,500
August 1, 2023	92.7 / 96.9 WRRV	NY's Largest Indoor Water Park Makes a Splash in Sullivan County	Editors	Online	TBD	218,100	2,017
August 2, 2023	Hudson Valley Post	The Kartrite Resort is NY's Largest Indoor Water Park	Editors	Online	TBD	1,600,000	14,800
August 4, 2023	Hudson Valley Post	New York's Most Sought-After Tee Time Tees Off in the Catskills	Editors	Online	TBD	1,600,000	14,800
August 4, 2023	Playbill	Emily Skinner, Lesli Margherita, Alan H. Green, More Set for Reading of New Musical Stage Mother	Andrew Gans	Online	TBD	2,600,000	24,050
August 9, 2023	River Reporter	A healthy step forward	Katerina Plescia	Online	TBD	43,700	404
August 17, 2023	Spectrum News	Such a Woodstock move': Man who never left after 1969 festival immortalized in felt figures	John Camera	Online	TBD	1,200,000	11,100
August 17, 2023	Hudson Valley Post	New Historical Marker Unveiled in the Hudson Valley	Editors	Online	TBD	1,600,000	14,800
August 18, 2023	Fox News	Labor Day Weekend 2023: Relaxing Destinations to Book For A Vacation	Perri Blumberg	Online	Core Creative	1,700,000,000	15,725,000
August 18, 2023	Fox Wilmington	Labor Day Weekend 2023: Relaxing Destinations to Book For A Vacation	Perri Blumberg	Online	Core Creative	29,600	274

August 18, 2023	Vigour Times	Book a Relaxing Vacation at These Destinations for Labor Day Weekend 2023	Perri Blumberg	Online	Core Creative	70,200	649
August 18, 2023	Wall Street PR	Labor Day Weekend 2023: Relaxing destinations to book a vacation	Perri Blumberg	Online	Core Creative	2,500	23
August 18, 2023	Trend Fool	Labor Day Weekend 2023: Relaxing destinations to book a vacation	Perri Blumberg	Online	Core Creative	9,400	87
August 18, 2023	Ground News	Labor Day Weekend 2023: Relaxing destinations to book a vacation	Perri Blumberg	Online	Core Creative	4,400,000	40,700
August 18, 2023	Hoboken Girl	Weekend Getaway Guide to Narrowsburg, New York	Jennifer Tripucka	Online	TBD	240,700	2,226
August 19, 2023	Forbes	New Catskill Historical Trail Rekindles Glory Days Of The Borscht Belt	Irene Levine	Online	TBD	66,000,000	610,500

Top Performing Ads



Ad Name: Catskill Cuisine
Campaign Name: Traffic Campaign

Amount spent	Impressions	Clicks (all)	Purchases
\$1,298.58	203,709	5,588	4



Ad Name: Catskill Cuisine V2
Campaign Name: Traffic Campaign

Amount spent	Impressions	Clicks (all)	Purchases
\$74.15	11,173	278	0



Ad Name: Romance Giveaway
Campaign Name: Traffic Campaign - SCVA Romance Giveaway

Amount spent	Impressions	Clicks (all)	Purchases
\$166.70	17,346	1,303	1



Ad Name: Romance Giveaway - version 2
Campaign Name: Traffic Campaign - SCVA Romance Giveaway

Amount spent	Impressions	Clicks (all)	Purchases
\$27.47	2,742	219	0



Ad Name: SCVA Spring Ad - V1
Campaign Name: Traffic Campaign

Amount spent	Impressions	Clicks (all)	Purchases
\$1,356.93	111,800	4,146	3



Ad Name: Winter Ad - V2
Campaign Name: Traffic Campaign

Amount spent	Impressions	Clicks (all)	Purchases
\$1,935.44	286,864	10,580	6

01/01/2023 - 05/16/2023

Top Performing Posts



Message: It might be cold outdoors, but enjoy a comfortable 84 degrees all year round at The Karite Resort and Indoor Waterpark! 🌴 🌊

Impressions	Reach	Likes
5,707	5,365	102



Message: You're in for a Pollinator Spirits treat! This Bonfire + honey rye whiskey includes oat creamer, chocolate liqueur & a toasted marshmallow...

Impressions	Reach	Likes
4,696	4,374	161



Message: The Chatwal Lodge - The Catskills is your perfect cozy getaway located in White Lake, NY. 🌲 🏡 : @thecatwalodge . . #catskills...

Impressions	Reach	Likes
4,095	3,745	139



Message: Calling all foodies! 🍴 Spend a day on the ground of the legendary 1969 Woodstock Festival and immerse yourself in gourmet...

Impressions	Reach	Likes
3,391	3,126	103



Message: Come home to a cozy fireplace at Amber Lake Chalet ❄️ 🏡 Their honey log cabin makes for the dreamiest winter getaway in the...

Impressions	Reach	Likes
3,317	2,984	91



Message: Bagels are the perfect breakfast, lunch, or dinner choice. If you're a bagel lover, you'll want to stop into Monticello Bagel Bakery 🥯...

Impressions	Reach	Likes
3,283	3,032	125



Message: Treat yourself to a relaxing night in with your friends and order from The Kaatskeller's pizza menu. 🍕 🍷 : @thekaatskeller ...

Impressions	Reach	Likes
3,019	2,896	116



Message: Nothing beats sunset views from The Pinnacle Lodge in Narrowsburg 🌅 🏡 . . #catskills #mysullivancatskills #sullivancountyny...

Impressions	Reach	Likes
2,920	2,678	144



Message: Looking for a cozy getaway? Blue Fox Motel has got you covered this winter. ❄️ 🏡 : @bluefoxmotel . . #sullivancatskills...

Impressions	Reach	Likes
2,816	2,601	80



Message: Book Now, Unlock \$250! When you book three nights at a Red Cottage property between now and April 30th, you'll unlock \$250 towards...

Impressions	Reach	Likes
2,741	2,501	62



Message: When you're on the go and looking for a quick, delicious snack, Proper to Go has you covered. 🍱 ... #catskills #mysullivancatskills...

Impressions	Reach	Likes
2,719	2,616	83



Message: It's time to add some sparkle to your life! All That Glitters is Old has everything you need to make your collection shine. 🎵 ... #catskills...

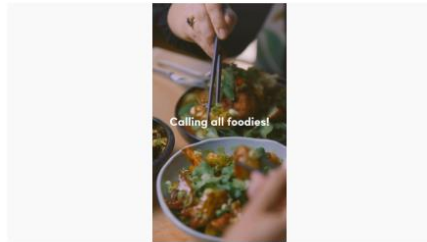
Impressions	Reach	Likes
2,632	2,431	71

Top Performing Reels



Message: Calling all foodies! 🍱 🌟 The @catskill_cuisine Festival on May 13th, 2023! Spend a day on the grounds of the legendary 1969 Woodstoc...

Plays	Likes	Saved	Shares	Comments
9,841	64	5	31	8



Message: The Catskill Cuisine festival is on May 13th, 2023! Catskill Cuisine takes inspiration from local fare, farmers, and restaurants,...

Plays	Likes	Saved	Shares	Comments
9,238	80	4	39	0



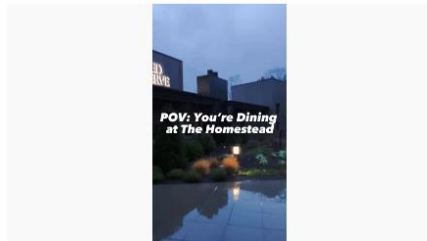
Message: Bring the whole family to @kartriteresort and treat them to a day of fun-filled activities. 🎉 ... #catskills #mysullivancatskills...

Plays	Likes	Saved	Shares	Comments
8,533	49	11	39	0



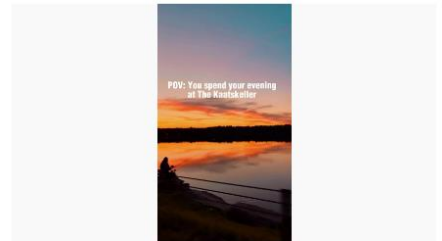
Message: Are you ready to experience some amazing cuisine? 🍳 Join @chefsaulmontiel and many other incredible chefs at Catskill Cuisine,...

Plays	Likes	Saved	Shares	Comments
8,070	100	3	69	11



Message: POV: You're dining at The Homestead Restaurant & Lounge inside of @thealdredpreserve 🍷 🍷 ... #catskills #mysullivancatskill...

Plays	Likes	Saved	Shares	Comments
5,326	142	6	22	3



Message: POV: You spend your evening at The Kaatskeller. 🌅 🍷 : @chantillysongs & @katedreamcatcher ... #catskills #mysullivancatskill...

Plays	Likes	Saved	Shares	Comments
5,229	137	15	22	5

01/01/2023 - 05/16/2023

Top Performing Posts



Message: Decant Wine & Spirits is holding a soft opening today and tomorrow from 12-6pm at 234 Main Street in Hurleyville! Stop by for a...

Impressions	Clicks	Engagement
21,853	3,067	3,456



Message: <https://www.thetravel.com/restaurants-in-the-catskills-with-a-view/#seminary-hill-orchard-amp-cidery> The Local Table and Tap The...

Impressions	Clicks	Engagement
11,398	1,575	2,113



Message: Out and about on this gorgeous Saturday? Stop in to All That Glitters is Old and score some vintage GOLD. Jeans, sneakers, dresses,...

Impressions	Clicks	Engagement
6,080	1,642	1,680

Top Performing Posts



Message: The Bagel Festival is happening in Monticello, NY on August 13th, 2023 from 9:00AM - 4:00PM! 🥯🍷🍷 Join us! For more info. 📍...

Impressions	Clicks	Engagement
18,812	1,583	1,992



Message: The Borscht Belt Historical Marker Project unveiled another historical marker today in Mountain Dale. The hamlet was home to 34...

Impressions	Clicks	Engagement
20,122	1,426	1,727



Message: Having a blast in the Sullivan Catskills at the The Bagel Festival 2023! in Monticello. The skies are blue, the sun is shining, the streets are...

Impressions	Clicks	Engagement
14,423	1,315	1,539



Plan your Fall visit now to New York's Sullivan Catskills!

It's like no other season! Sip and savor your way through the Good Taste Craft Beverage Trail in a countryside bursting with color and full of farmers and harvest markets and cool, hip, low-key vibes. Then dine on inventive, Catskill-icious cuisine with our imaginative chefs.

SEPT 23: THE HONEY BEE FESTIVAL Narrowsburg	OCT 7 & 8: THE BIG SIP WINE & SPIRITS FESTIVAL Bethel Woods Center for the Arts
OCT WEEKENDS: THE ROCKY HORROR PICTURE SHOW LIVE! Forestburgh Playhouse	OCT 13-29: PEACE, LOVE & PUMPKINS Bethel Woods Center for the Arts



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25th Anniversary of the Harvest Festival at Bethel Woods

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