



Sullivan County
Economic Development Committee
Meeting Agenda - Final

100 North Street
Monticello, NY 12701

Chair Terry Blosser-Bernardo
Vice Chair Luis Alvarez
Committee Member Brian McPhillips
Committee Member Catherine Scott
Committee Member Joe Perrello

Thursday, April 9, 2026

9:30 AM

Government Center

Call To Order and Pledge of Allegiance

Roll Call

Comments:

Reports:

1. Division of Community Resources [ID-8273](#)
Workforce Development
Monthly Report
April 2026
Attachments: [Community Resources Workforce Report April 2026](#)
2. IDA Report Waiting for Jen Flad [ID-8265](#)
Attachments: [IDA Activity Report March 2026](#)
3. Sullivan Catskills Visitors Association [ID-8298](#)
Attachments: [Economic Development Article PACKET](#)
[Economic Development PACKET 04.09.26 pdf](#)

4. Partnership for Economic Development

Chamber of Commerce

Discussion:

Public Comment

Resolutions: None

Adjourn



Sullivan County
Legislative Memorandum

100 North Street
Monticello, NY 12701

File #: ID-8273

Agenda Date: 4/9/2026

Agenda #: 1.

Division of Community Resources Monthly Report

Workforce Development

April 2026

Workforce Development

- Planning is underway for the Summer Youth Employment Program (SYEP). Outreach to previous worksites has begun. Policies are being reviewed and updated. Launching the program fully is dependent on the passage of the State budget.
- The Center for Workforce Development (CWD) is supporting SUNY Sullivan in their efforts to hire an instructor for the Construction trades class.
- The upcoming Certified Nursing Assistant (CNA) class is scheduled for April 6, 2026. Recruitment is underway.
- The Outreach Strategic Plan that CWD is working on with Bold Gold Media continues to move forward working on WIOA Youth and NYSCION categories for new branding for rack cards, radio advertising, geotargeted displays, YouTube content, along with social media content. The Outreach Plan will continue through October 2026.
- The NYS Systems Change and Inclusive Opportunities Network (NYSCION) update:
 - ✓ As of February 28, 2026, the CWD has receive an additional \$99,910 in funding from NYSDOL/OMH to sustain and grow services and supports through 2026.
 - ✓ The round table and sustainability group quarterly meetings have begun and redefined goals and objectives for 2026.
 - ✓ The program has been given approval for full financial sponsorship for the 2026 Workforce Summit. The tentative date is s October 7, 2026.
 - ✓ The Disability Resource Coordinator (DRC) sits on three Sullivan County Task Force pillars, SALT, Single Point of Access (SPOA), Sullivan County Treatment Court, National Navigator Exchange, and the NYS Coalition to prevent addiction and support recovery in

with the expected seasonal slowdown. We logged 1,576 website events, reflecting active interaction with the site’s features. Overall, social media engagement is balanced between new and returning users, and the short session lengths indicate quick, purposeful visits.

Job Seekers

- There were 561 participants that came to the Career Center for services in February, a year over year increase of 17%.

Labor Market Information

There is no 2026 labor market data available on Sullivan County.

Some interesting data:

NYS Median Weekly Earnings and Unemployment Rates (25 years and over) by Educational Attainment, 2025		
Level of Education	Unemployment Rate	Median Weekly Earnings
All Workers	3.5%	\$1,350
Less than High School or High School Diploma/GED	4.5%	\$880
Some College or Associate Degree	3.4%	\$1,096
Bachelor's Degree	3.4%	\$1,690
Master's Degree or Higher	2.2%	\$1,980

*Note: Median weekly earnings are for full-time wage and salary workers aged 25 and over.

Unemployment rates are for all individuals aged 25 and over.

*October 2025 Current Population Survey (CPS) data is unavailable due to the federal government shutdown. Estimates will utilize an 11-month average instead of the standard 12-month average. Caution is recommended when comparing these estimates to prior years' 12-month averages.

Source: Current Population Survey

CAREERS IN STEM

SCIENCE, TECHNOLOGY, ENGINEERING, & MATH



Department
of Labor

DO YOU WANT TO MAKE THE WORLD A BETTER PLACE TO LIVE?

If you are concerned about changes in the environment, creating better medicines and building new gadgets to make everyday life easier, consider a Science, Technology, Engineering and Math (STEM) education. A STEM education can give you the tools to help solve some of today's most perplexing problems.

DO YOU WONDER WHAT PUTS THE THRILL IN A ROLLER COASTER?

It takes both design and engineering skills to develop a thrill ride. If you are curious about how things work and are a creative and original thinker, a STEM career could be for you.

DO YOU IMAGINE SOLVING CRIMES USING THE LATEST TECHNOLOGY?

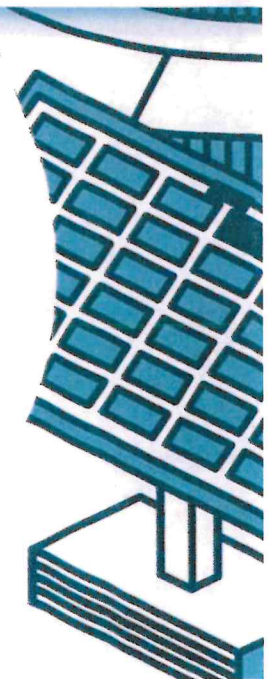
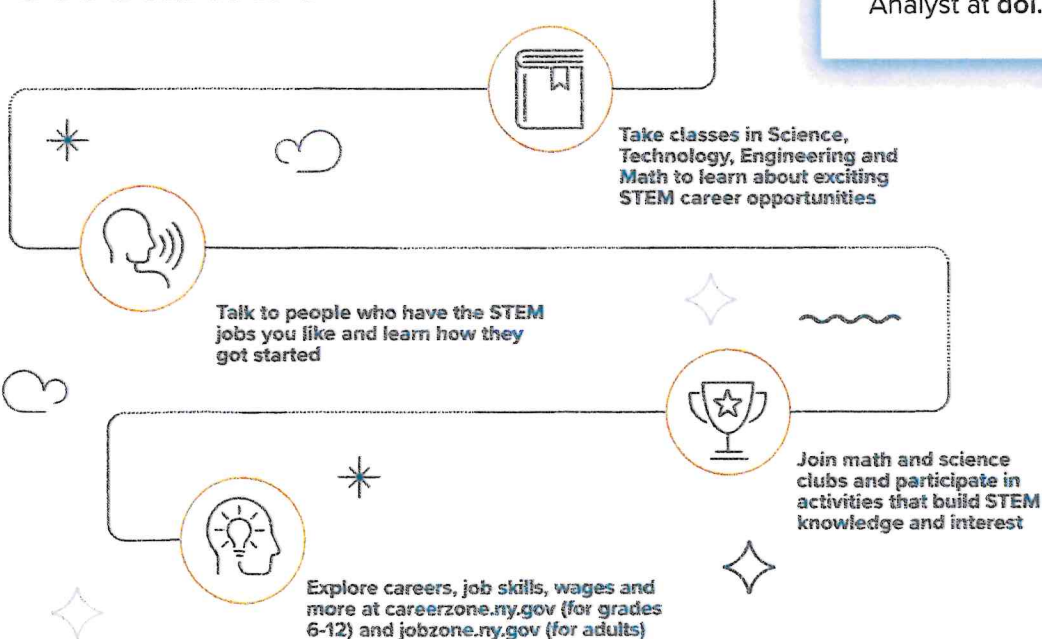
You could be a Forensic Science Technician in your local area or travel the world tracking the latest infectious disease. Professionals in STEM careers protect and serve people around the world.



There are over 240 STEM occupations with new ones created every year. You can find more STEM occupations at oneline.org/find/stem

For more information about STEM occupations in your region contact your local Labor Market Analyst at dol.ny.gov/labor-market-analysts

Get Started



The median wage of Hudson Valley Region STEM occupations is \$88,900 a year, which is 57 percent higher than the median annual wage of \$56,630 for all workers in the region.

STEM CAREERS: HUDSON VALLEY

OCCUPATION	MEDIAN ANNUAL WAGE*
AUTOMOTIVE SERVICE TECHNICIANS AND MECHANICS	\$57,565
COMPUTER AND INFORMATION RESEARCH SCIENTISTS	\$211,375
COMPUTER NETWORK ARCHITECTS	\$136,686
COMPUTER SCIENCE TEACHERS, POSTSECONDARY	\$85,100
DATA SCIENTISTS	\$120,834
DENTAL HYGIENISTS	\$101,137
DIAGNOSTIC MEDICAL SONOGRAPHERS	\$103,531
DIETITIANS AND NUTRITIONISTS	\$82,116
ELECTRICAL POWER-LINE INSTALLERS AND REPAIRERS	\$112,588
FAMILY MEDICINE PHYSICIANS	\$215,807
INFORMATION SECURITY ANALYSTS	\$120,685
MATHEMATICAL SCIENCE TEACHERS, POSTSECONDARY	\$82,432
MEDICAL APPLIANCE TECHNICIANS	\$59,015
MEDICAL EQUIPMENT REPAIRERS	\$67,963
NETWORK AND COMPUTER SYSTEMS ADMINISTRATORS	\$105,547
NURSE PRACTITIONERS	\$155,747
NURSING INSTRUCTORS AND TEACHERS, POSTSECONDARY	\$78,999
OPTICIANS, DISPENSING	\$64,101
PHARMACY TECHNICIANS	\$40,311
RADIOLOGIC TECHNOLOGISTS	\$96,344
RESPIRATORY THERAPISTS	\$107,906
SOFTWARE DEVELOPERS	\$142,547
SURGICAL TECHNOLOGISTS	\$80,287
URBAN AND REGIONAL PLANNERS	\$103,776
WEB DEVELOPERS	\$67,961

*Half the workers were paid wages above and half were paid wages below this value



Sullivan County

Legislative Memorandum

100 North Street
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File #: ID-8265

Agenda Date: 4/9/2026

Agenda #: 2.

ACTIVITY REPORT –MARCH 2026
COUNTY OF SULLIVAN INDUSTRIAL DEVELOPMENT AGENCY (IDA),
SULLIVAN COUNTY FUNDING CORPORATION (SCFC), THE SULLIVAN
COUNTY INFRASTRUCTURE LOCAL DEVELOPMENT CORPORATION
(TSCILDC), SULLIVAN COUNTY RESORT FACILITIES LOCAL
DEVELOPMENT CORPORATION (SCRFLDC)

April 3, 2026

During February IDA closed on two projects: **JAM TWO, LLC and International Contractors Corp.**, an expansion of an existing roofing contractor shop and metal roof panel fabrication plant in the Town of Bethel; and **Catskill Veterinary Services, PLLC and Catskill Vet. Properties LLC**, a new veterinary hospital in the Town of Thompson.

The IDA Board meeting scheduled for March 9 was cancelled. Special meetings of the IDA, SCFC, TSCILDC, and SCRFLDC Boards were held on Tuesday, March 31. At those meetings the Boards reviewed and approved each agency's audited financial statements and Public Authorities Reporting Information System (PARIS) reports. Staff has filed the reports with the New York State Authorities Budget Office and local and state officials in accordance with the General Municipal Law and Public Authorities Law.

At its March 31 meeting, the IDA Board also authorized the first quarter 2026 payment to the **Partnership for Economic Development**; authorized an extension of the sales tax exemption period for the **North Branch Cider Mill LLC and Homestead LLC** project (North Branch Cider Mill in the Town of Callicoon); and consented to a transfer of ownership interest in the **Theowins, LLC, Catskill Brewery, LLC, and Global Natural Foods, Inc.** project (Catskill Brewery in the Town of Rockland).

IDA staff members are currently reviewing three applications for assistance. Two relate to proposed tourism projects and one relates to a proposed community distributed generation solar electricity project.

The next regular meeting of the IDA Board is scheduled for Monday, April 13.

##



Sullivan County

Legislative Memorandum

100 North Street
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File #: ID-8298

Agenda Date: 4/9/2026

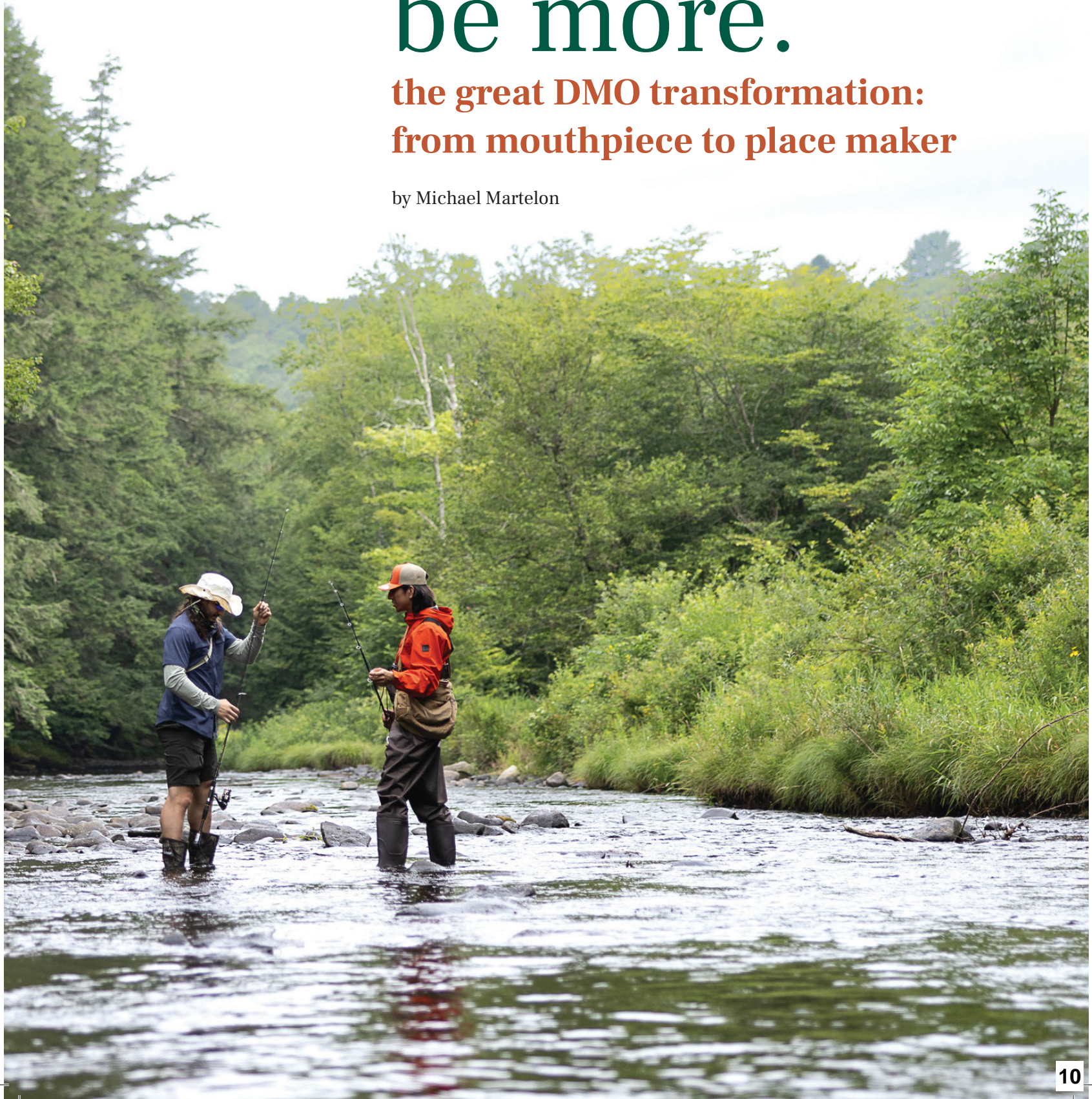
Agenda #: 3.



be more.

**the great DMO transformation:
from mouthpiece to place maker**

by Michael Martelon





Long before tourism became an industry filled with dashboards, attribution models, and marketing automation platforms, it was something much simpler.

A place had a story.

Someone told it well enough that people decided, “I should check that out.”

In many ways, the origins of American tourism can be traced to places like Sullivan County, New York. As early as the nineteenth century, travelers from New York City boarded trains bound for the mountains of the Catskills in search of something city life couldn't offer: clean air, trout streams, and the restorative power of nature. What began as a landscape of mountain houses, fishing

continued



lodges, and rural boarding houses gradually evolved into something much larger. By the early twentieth century the region had grown into a vast constellation of hotels and bungalow colonies, and among them legendary properties like Grossinger's Catskill Resort Hotel helped transform the Catskills into one of the country's earliest tourism economies.

Over time the region became known for a particular brand of summer freedom that city life couldn't provide, each generation discovering its own version of the Catskills. Visitors didn't arrive because of sophisticated marketing campaigns.

They came because of stories,
passed from traveler to
traveler, family to family.



Long before anyone coined the term “destination marketing organization,” places like Sullivan County were already doing something essential: sharing themselves with the world. Over time however, the act of sharing evolved into something more formal.



the era of promotion?

In the latter half of the twentieth century, communities across the United States began creating formal tourism promotion organizations.

These groups, often funded through hotel occupancy taxes, were tasked with a clear mission: **bring visitors to town.**

The formula was straightforward. Produce a visitor guide. Attend travel shows. Place advertising in magazines. Invite journalists. Court meeting planners. Tell the story of the place as widely as possible.

Organizations across the country formed professional networks to support the work. Groups like Destinations International helped codify best practices and elevate tourism marketing into a recognized profession.



For decades the system worked. Tourism bureaus acted as the central storytellers of a destination, translating local culture and landscapes into something that could travel beyond the region itself.

In places like Sullivan County, tourism promotion helped sustain a legacy that stretched back generations. The Catskills' reputation as a getaway from urban life remained powerful long after the golden age of resort hotels had faded. But as tourism promotion matured, something else began to form around it.



the industry around the industry

Over time, destination marketing developed its own ecosystem. Consultants offered strategic planning. Vendors sold advertising platforms. Conferences and speaking circuits emerged to share ideas and showcase “best practices.”

Measurement became an important part of the picture as well. Firms like Dean Runyan Associates, Longwoods International, and Tourism Economics created models designed to estimate tourism’s economic impact, calculating visitor spending, employment effects, and tax generation.

These studies helped articulate tourism’s **value in numbers** rather than anecdotes.

A destination could now say, with confidence, that visitors generated millions, or billions of dollars in economic activity.



Yet even as the numbers grew more sophisticated, the underlying approach remained rooted in the same idea: **promotion drives visitation.**

Even with that data, the state of Colorado is famous for being the ultimate case study for what happens when destination marketing disappears. In 1993, Colorado lawmakers allowed the tax funding the state's tourism office to expire, eliminating the

program despite clear warnings from tourism economists and industry leaders. The promotion budget dropped from \$12 million to zero, making Colorado the only state without a tourism marketing program. In only 24 months, the state lost about 30% of its domestic tourism market share, and tourism spending fell by an estimated \$1-2 billion annually, yes that's BILLION. Colorado plummeted from 1st to 17th among U.S. summer destinations. The state ultimately reinstated the Colorado Tourism Office in 2000, but it took nearly a decade to rebuild the lost market share.





when **discovery** moved online

Then the internet arrived and rewrote the rules. Digital technology fundamentally changed how people choose where to travel. Search engines became the starting point for trip planning. Platforms like Google and Tripadvisor placed vast libraries of travel information at a traveler's fingertips. Soon social media, from Facebook and Instagram to YouTube and TikTok, turned everyday travelers into storytellers, sharing their own experiences with global audiences.

Destinations no longer controlled the narrative in the same way. Visitors were discovering places through reviews, videos, social posts, and personal recommendations shared across the internet.



For tourism organizations, adaptation meant moving quickly into the digital world, building websites, creating social channels, optimizing for search.

But even in this emerging environment, many organizations still operated with a familiar mindset: reach as many potential travelers as possible and persuade them to visit. The internet however, had introduced something far more valuable than reach.

It introduced data.



& the **emergence** of destination intelligence

Every digital interaction leaves behind a trail of information. Website visits reveal what travelers are curious about. Newsletter subscriptions signal deeper interest. Content engagement shows which stories resonate and which fall flat. For the first time, destinations could observe traveler behavior directly rather than relying solely on surveys or macroeconomic models.

Some organizations began building first-party data ecosystems, collecting and analyzing the signals generated by their own audiences. Instead of broadcasting messages outward, they started learning from the people already leaning in.

This shift changes the nature of the work. The destination marketing organization becomes

continued

something more than a marketing shop. It begins to resemble an intelligence hub, translating audience insight into better storytelling and more relevant experiences.

Part of that intelligence must also come from the destination's core tourism economy itself. In New York for example, tourism performance is often measured through tax reporting that may not be fully available until March or April of the following year. By the time those numbers arrive, the season they describe is already long past.

A next-generation destination organization can close that gap by working directly with lodging partners to develop voluntary, anonymized reporting of key accommodation indicators such as occupancy, average daily rate, booking pace, and forward reservations.

**For participating operators,
the benefit is simple:
meaningful benchmarking
and visibility into broader
market trends.**



For the destination, the result is something far more valuable: a timely and defensible view of how the visitor economy is actually performing. Combined with digital audience insight, this creates a far clearer picture of the destination in motion.

In a place like Sullivan County, the implications are significant. A region with such a deep tourism heritage has an enormous reservoir of stories about its landscapes, its cultural history, its food, its music, and the generations of travelers who have passed through.

Understanding which of those stories resonate emotively with modern travelers becomes a powerful advantage. Just as destinations began learning to work with data, another transformation arrived.





the age of AI discovery

A new layer of technology is reshaping how travelers find information. Large language models, systems such as ChatGPT, Google Gemini, and Perplexity AI, increasingly answer travel questions directly. Instead of sifting through dozens of links, travelers ask a simple question and receive a synthesized response. “Where should I spend a weekend in the Catskills?” The answer depends on the information those systems can find and understand.

In this environment, the most valuable resource a destination can create is deep, authentic knowledge about itself:

stories, guides, and insights that help both humans and machines understand what makes a place unique.



Promotion becomes less about persuasion and more about presence within the information ecosystem. The destinations that thrive in this environment will not necessarily be the ones shouting the loudest. They will be the ones contributing the richest, most reliable and relatable stories.





stop selling. start sharing.

For places with long tourism traditions, this shift can feel strangely familiar. In the early days of the Catskills, the region didn't rely on marketing automation or algorithmic targeting. People came because someone they trusted shared an experience worth having. In that sense, the future of destination marketing may look a lot like its past. You just "feel different" here.

The economic case for tourism promotion is straightforward: when awareness increases, visitation increases and with it, local tax revenue. But the deeper question for destinations today is not whether promotion matters, but how promotion must evolve in a digital world where attention itself has become the most competitive resource.

The next generation DMO will still promote a place, but promotion will no longer be the center of the work. Instead, the organization will act as the steward of the destination's story and knowledge, building audiences, gathering insight, and ensuring that the richness of the place is visible in a rapidly evolving digital landscape.

That stewardship can take many forms. Imagine creating **mobile visitor centers**, experience hubs that travel throughout Sullivan County, the Catskills and beyond, appearing at festivals, trailheads, lakes, and community gatherings.

Part photo opportunity, part storytelling platform, and part connectivity hub, it could provide visitors and residents alike with simple satellite-enabled Wi-Fi access, curated local guides, and an easy way to stay connected with the destination long after their visit ends.

Each interaction becomes more than a moment of service. It becomes part of an ongoing conversation and helping the destination understand its audience while inviting people to share their own experience of the place.

For a region like Sullivan County, NY whose tourism legacy legitimately helped shape American leisure travel, the opportunity is particularly compelling. The mountains, lakes, rivers and cultural history that once drew trainloads of "short-term locals" still hold their power.





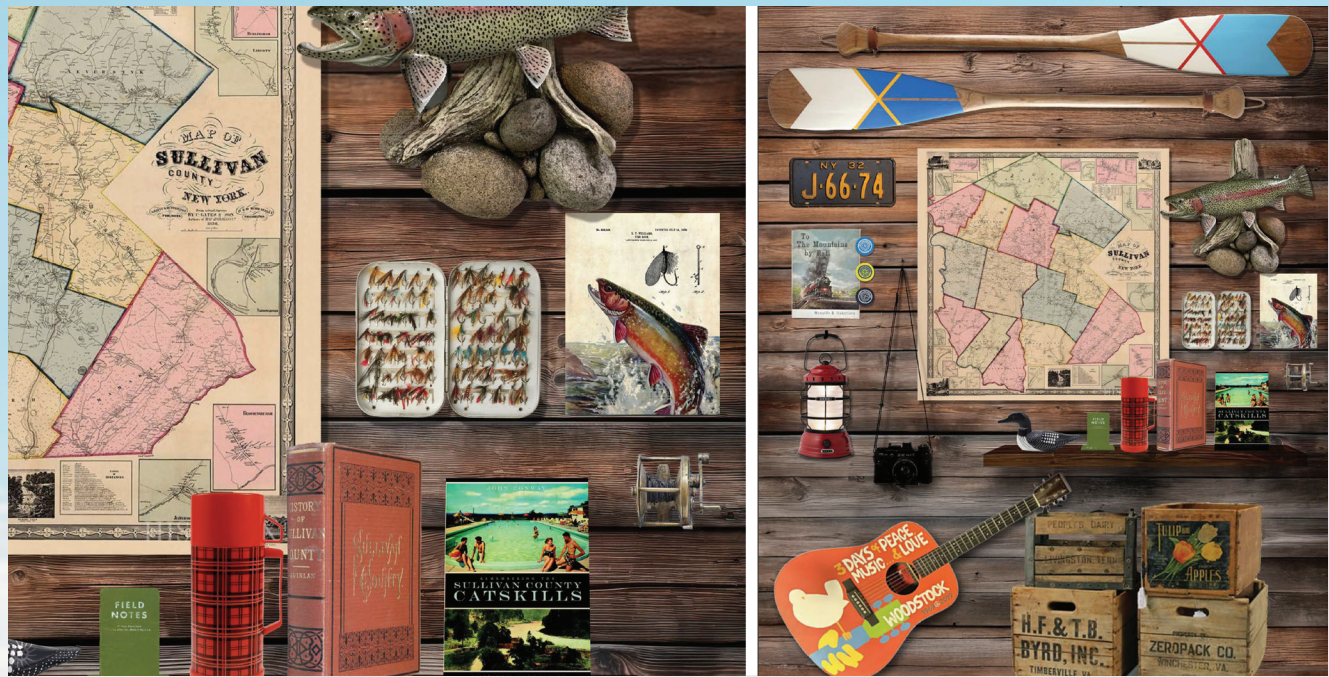
what changes is how those **stories** travel.

In the end, the evolution of destination marketing may come down to a simple shift in philosophy, one that feels especially appropriate for a place built on generations of hospitality; and, something I've been preaching for close to a decade now,

**“Stop all the hard selling
and start **authentically**
sharing.”**

Be more of a place maker, rather than a pushy pitch person. By connecting emotively with your audiences, you avoid becoming simply another transaction. Welcome to the new world. Where the modern DMO can do, and be more – for the community, for the visitor and for the industry.





**Sullivan
Catskills**
NEW YORK



SullivanCatskills.com



Economic Development Committee
9 April 2026

REPORTING

Reporting (legacy model) *noun* | \ ri-'pör-tiŋ \

(1.) the act of compiling and presenting a summary of **activities, tactics, and outputs** over a given period (2.) a descriptive account of actions taken, including events, placements, and initiatives (3) documentation of effort, often absent measurement of impact on demand, economic performance, or return

Reporting (modern model) *noun* | \ ri-'pör-tiŋ \

(1.) the **systematic analysis of a destination's economic performance** using data on demand, visitor behavior, and market dynamics (2.) the interpretation of signals that influence occupancy, visitation, and tax generation (3.) incorporating decision-making tools that inform strategy, optimizes investment, and strengthens competitive position

REPORTING

from activity to accountability

Legacy Model

List of ads, events, meetings
Repeated “fast facts”
Impressions & clicks
80+ events promoted
Dozens of ads placed across publications
Travel shows attended
No connection outcomes

Modern Model

Economic Intelligence
Demand trends (trips, visitor days)
Yield (ADR)
Occupancy
Visitor mix (in-state vs out-of-state)
Length of stay
Economic impact + tax implications

REPORTING

what the 2025 data is telling us

- (1.) Average spend per trip is down
- (2.) Total spend is down
- (3.) Total trips are down
- (4.) Average length of stay is flat at 2.8
- (5.) Guest check-ins are down
- (6.) Average booking window is down

*So, if activity & events are up and performance is down...
then activity is not the strategy.*

REPORTING

from activity to accountability

What We Share (public)

- Performance metrics
- Economic impact
- Trends and insights

Transparency

What We Protect (strategic)

- Media strategy
- Targeting & timing
- Campaign execution

Discipline

*Transparency doesn't mean giving away your
playbook to the competition.*



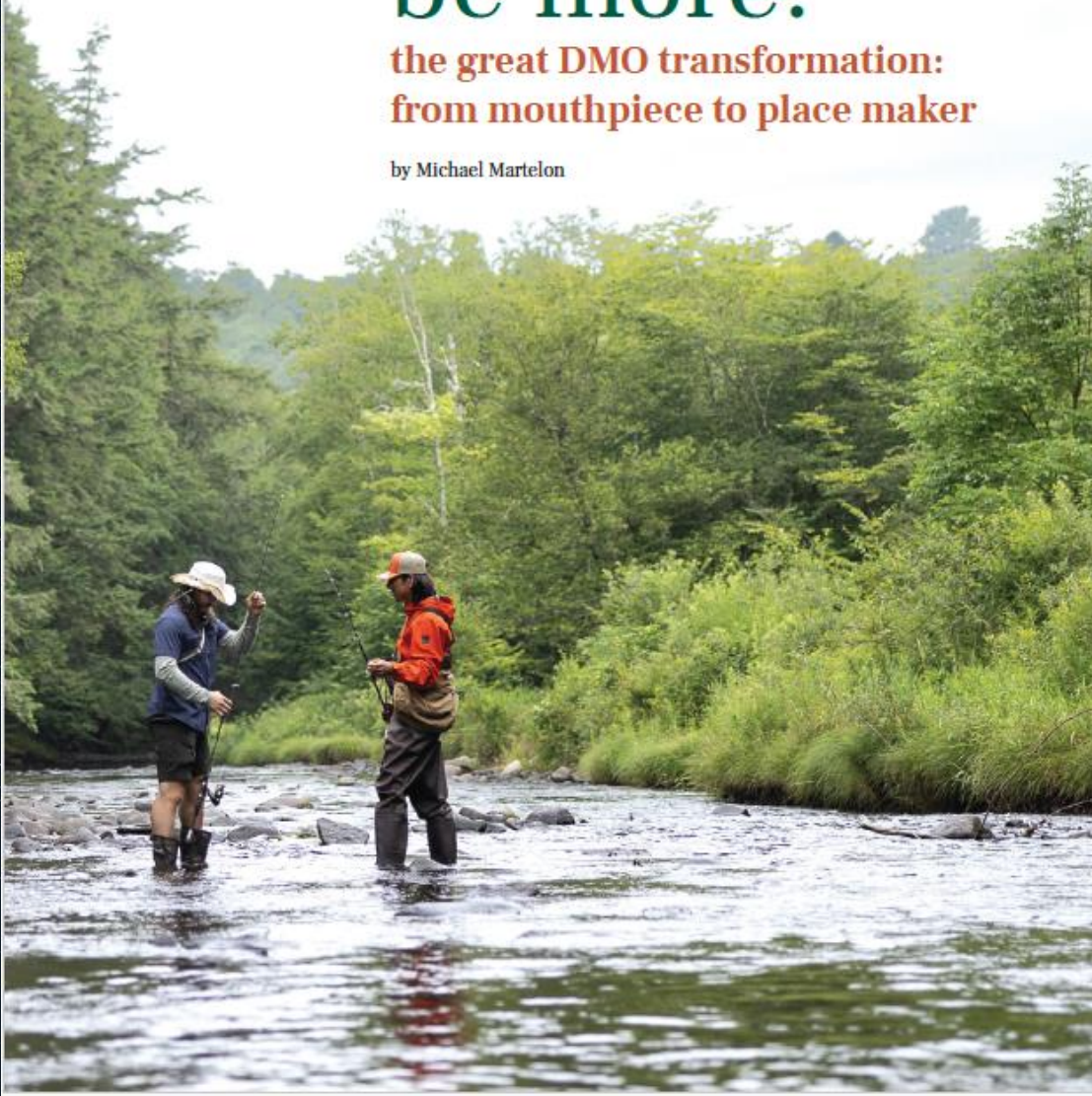
THE GREAT RESET



be more.

the great DMO transformation:
from mouthpiece to place maker

by Michael Martelon



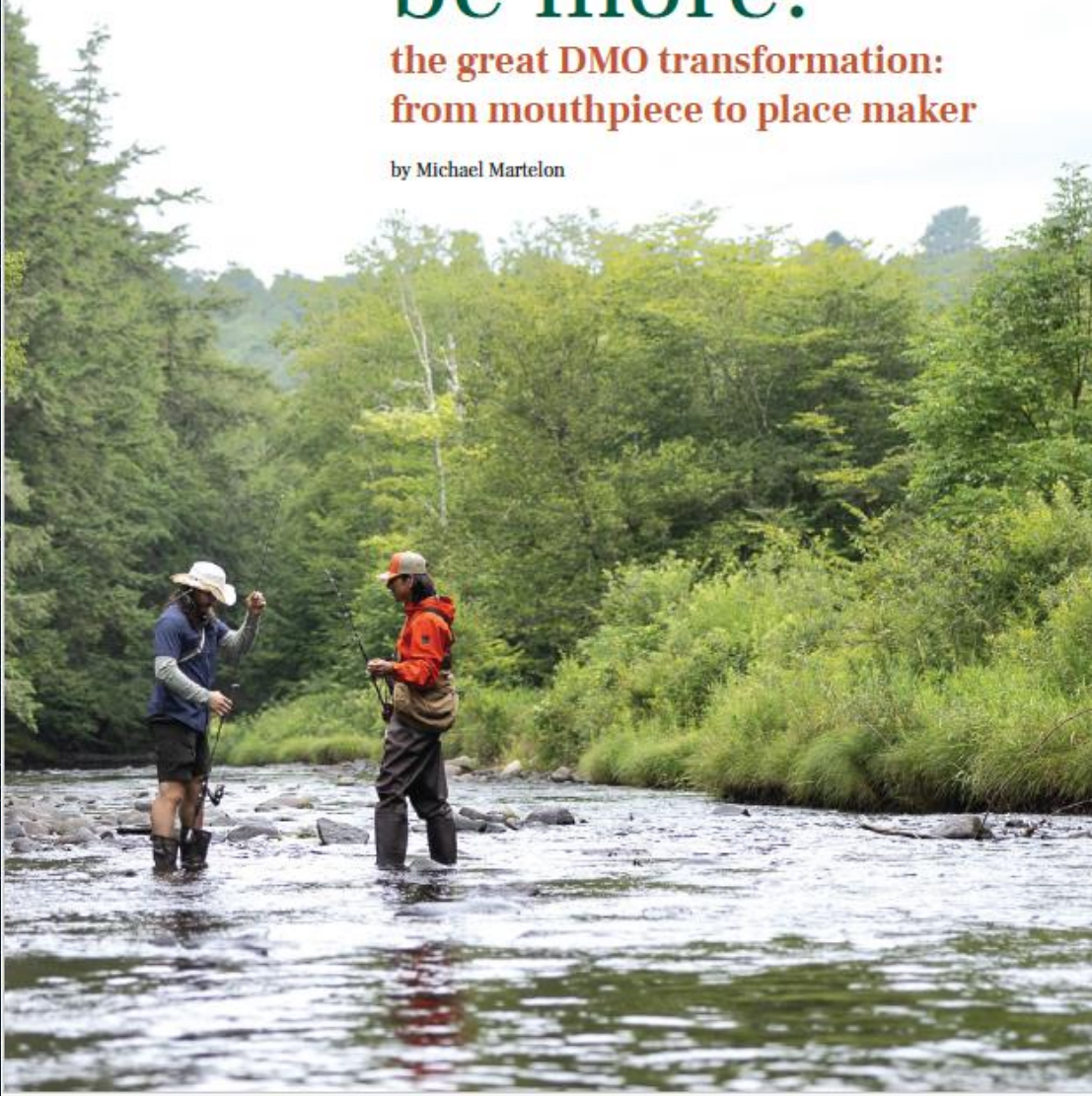
*Everything we've believed about
destination marketing is
already outdated –
most just haven't realized it yet.*



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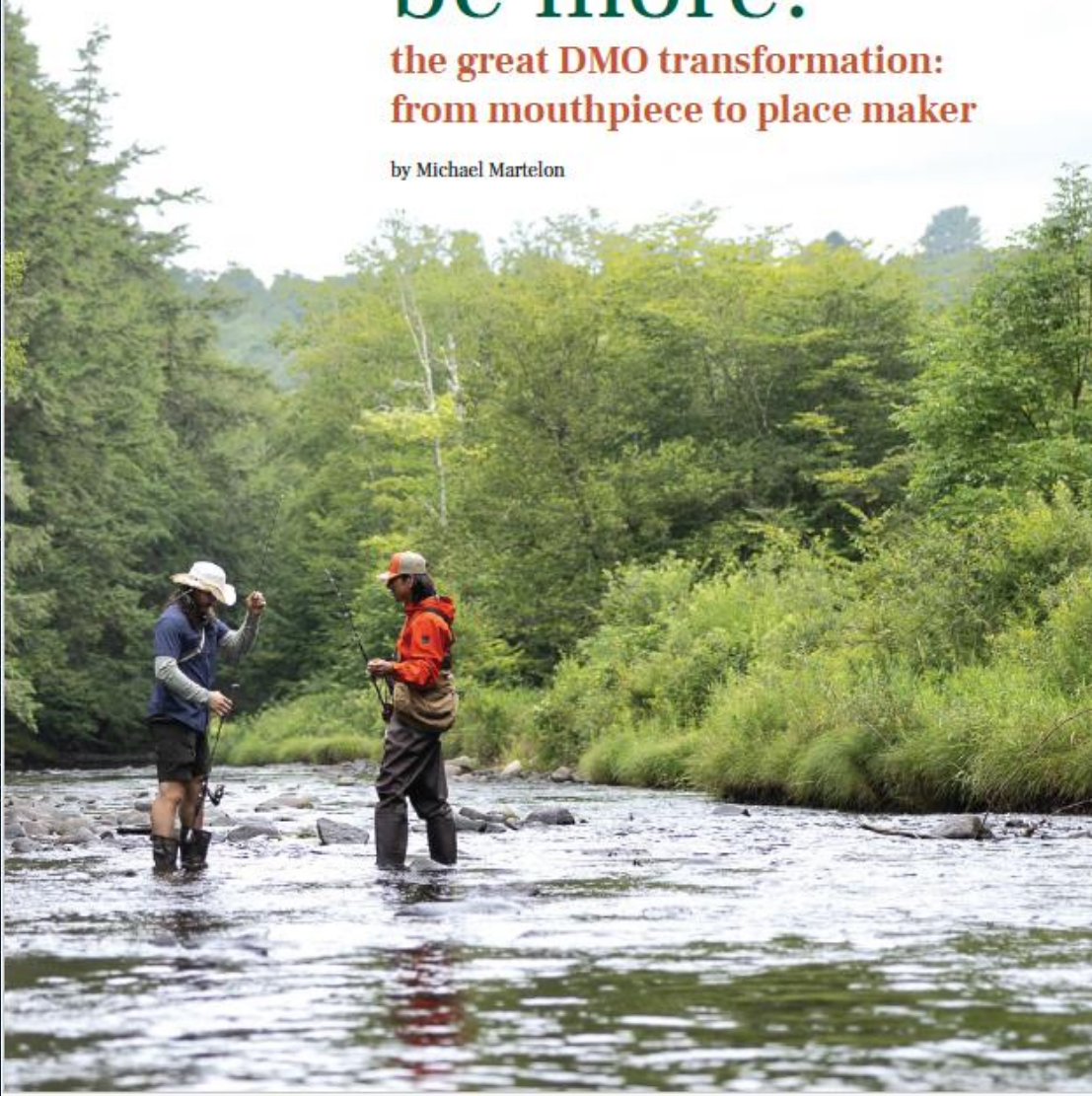
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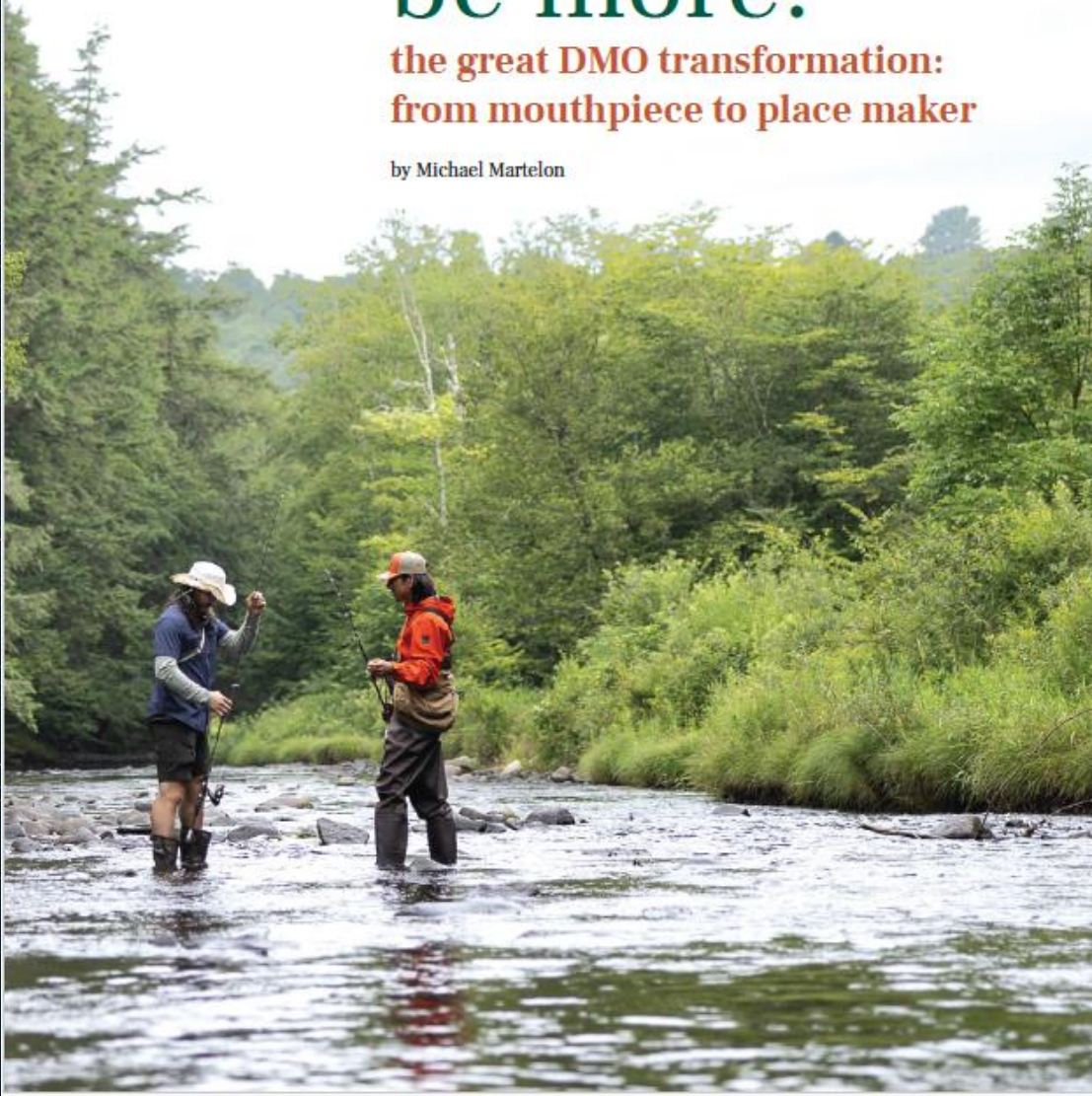
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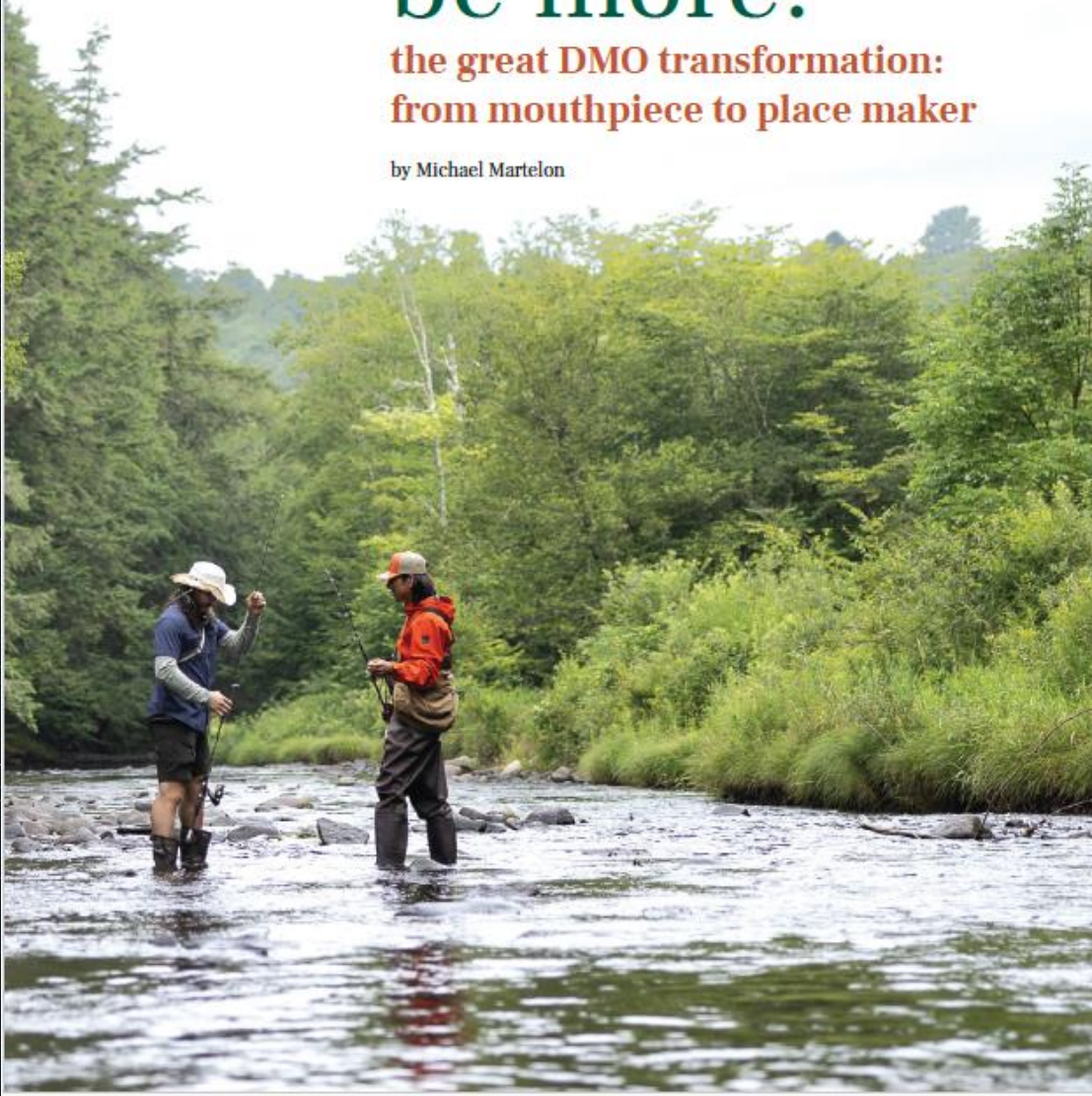
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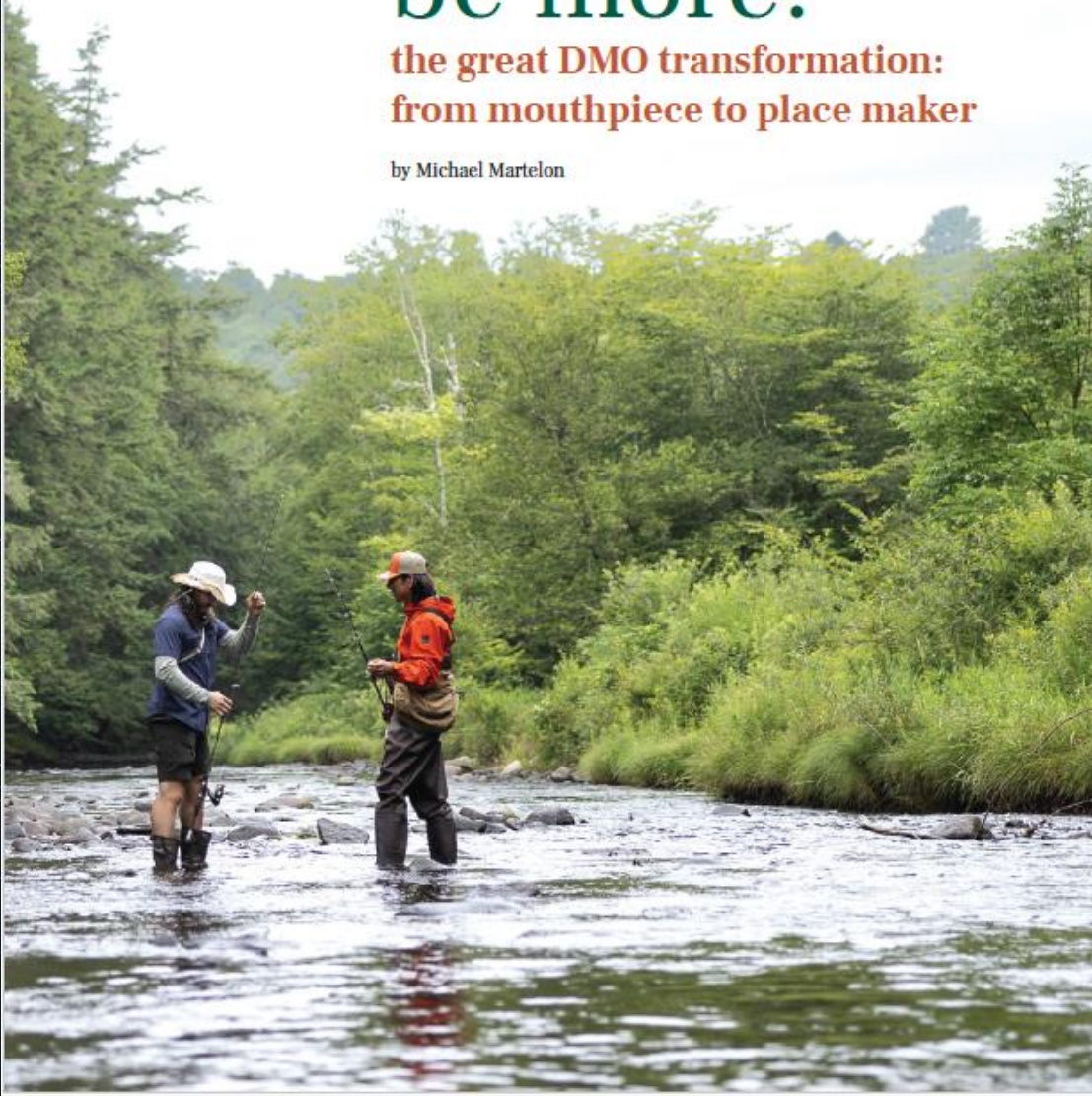
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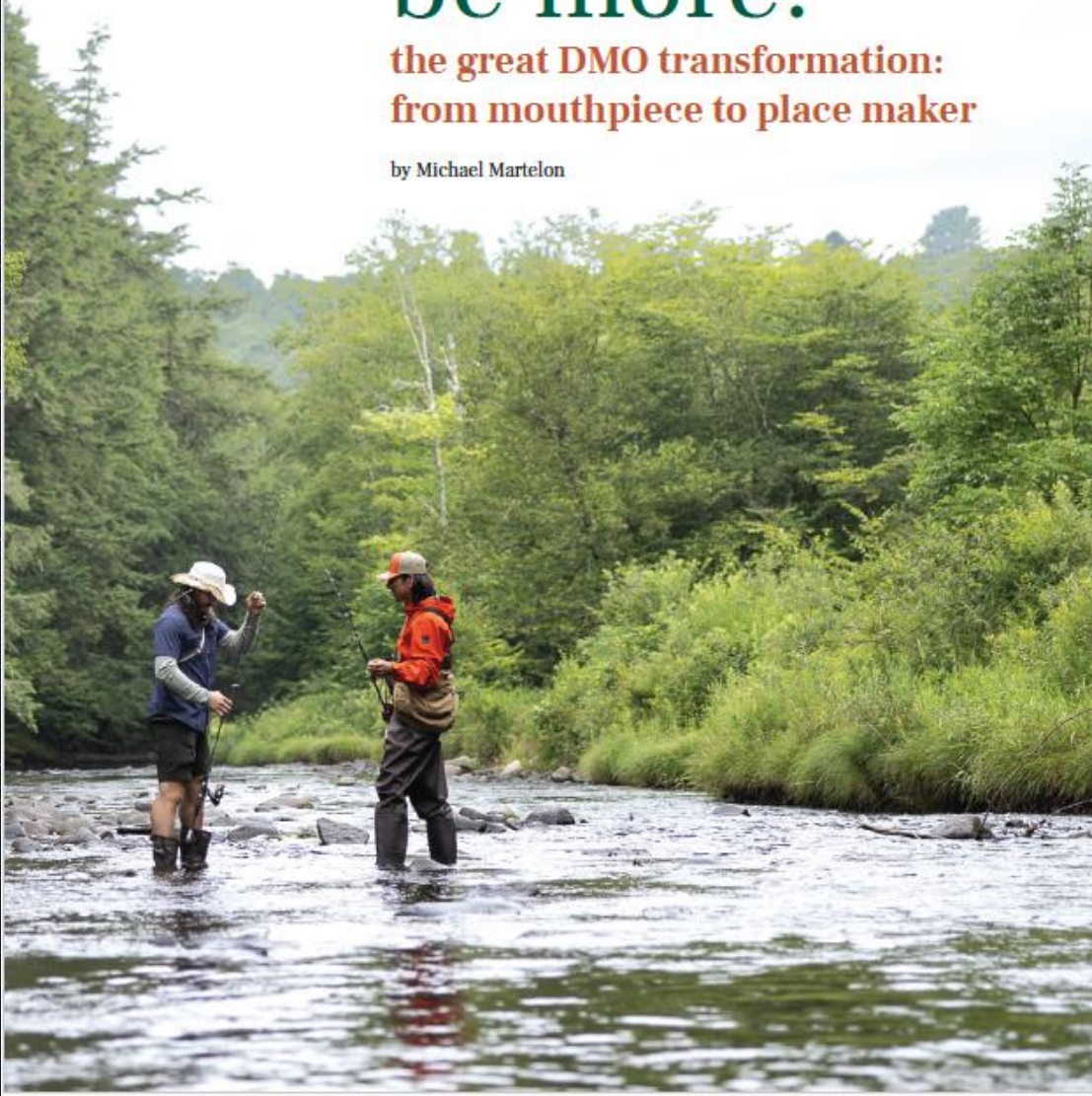
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REPORTING



REIMAGINING A BRAND

(in months, not years)

TRANSFORMED THE TOURISM ENGINE

Built a Unified Brand System (Foundation for Growth)

- Created a distinctive destination identity anchored in a flexible storytelling system
- Replaced generic tourism visuals with a recognizable, scalable brand platform
- Establishing a single narrative across **100+ communities**

Rebuilt the Digital & Visitor Experience

- Launched a fully reimagined website blending storytelling + trip planning
- Integrated real-time booking + curated visitor pathways (Stay / Play / Taste / Plan)
- Turned the website into a conversion engine, not just an information hub

Introduced AI-Powered Trip Planning

- Developed “Dream” — personalized itineraries built from local content
- Fully integrated into the destination website and visitor journey
- Shifted planning from static browsing to dynamic, personalized experiences

Reimagined Destination Storytelling

- Transformed the visitor guide into a premium editorial magazine (“here”)
- Replaced listings with cultural storytelling, local voices, and immersive features
- Elevated the destination from “place to visit” to “place to feel” (emotive vs. rational)

Launched: Scalable Marketing Ecosystem

- Integrated brand, advertising, editorial, digital, and AI into one system
- Created a flexible campaign framework that evolves without losing identity
- Eliminated siloed efforts in favor of a connected traveler journey

Initiated: Tech-Stack / CRM Architecture

- Designed and deployed a unified data and CRM ecosystem to centralize visitor, partner, and stakeholder data
- Established scalable architecture to support personalization, automation, and future AI applications
- Reduced platform redundancy and costs while increasing operational efficiency and reporting clarity

A Complete Rebuild

of the Sullivan Catskills Tourism Platform

- A New Destination Brand Identity & Scalable Brand System
- A Fully Reimagined Website + Booking & Planning Platform
- An AI-Powered Trip Planning Experience (“Dream”)
- A Premium Editorial Destination Magazine (“here”)
- A Cohesive Brand Image Campaign (Emotional Positioning)
- A Scalable Tactical Campaign System (Always-On Marketing Engine)
- A tech-stack CRM architecture for the foundation of future communications
- A Fully Integrated Marketing Ecosystem Connecting All of the Above
- New Digital Tools: KeyData, Datafy, Critical Mention, BILL, Ripe, Submittable ...



AT THE SHOW

GOLF – FISHING – OUTDOOR SHOWS



October 2025

2025 Fall Dream Destinations 10/19 Springfield MA

January 2026

Fly Fishing Show – Edison NJ 1/23 - 1/25

Garden State RV & Camping Show – Newington CT 1/16 - 1/18. **CANCELLED**

February

NE RV Show - Suffern NY 2/13 - 2/16

Empire Outdoorsman Show - Suffern, NY 2/20 - 2/22

March

North East Golf Show - Foxboro MA 3/13 - 3/15

Fly Fishing Show – Lancaster PA 3/14 - 3/15

Connecticut Golf Show – Hartford, CT 3/27 - 3/29

CONSUMER ACTIVATION



Philadelphia Flower Show - Philadelphia, PA

Brooklyn Pride/Comic Con/Park Ave Fest - NYC

Lower Hudson Valley - Northeast RV - Suffern, NY

Boston Marathon/Jazz Fest/Seafood Fest - Boston, MA

Jones Beach Air Show – Long Island - Jones Beach, NY

Balloon Fest/Air5how - New Jersey or DC

Hudson Valley Wine and Food Fest - Rhinebeck, NY

New York Air Show - Orange County Airport

Equine Allaire Festival - Columbus, Ohio



INK

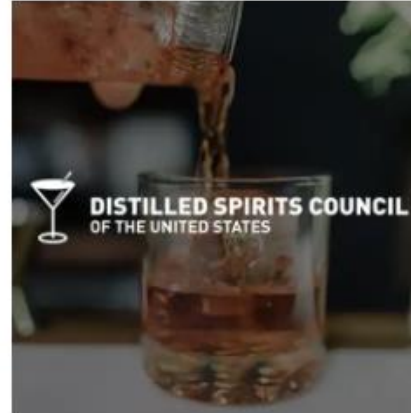
Sullivan Catskills In The News



March 13, 2026

One Night in Vipp's First U.S. Guesthouse – a Monolithic Upstate New York Cabin

[Read More](#)



March 10, 2026

Distilled Spirits Council Honors Industry Leaders at 2026 Annual Conference Awards

[Read More](#)



March 10, 2026

We Asked 8 Travel Editors Their Favorite Weekend Getaways From NYC

[Read More](#)



March 10, 2026

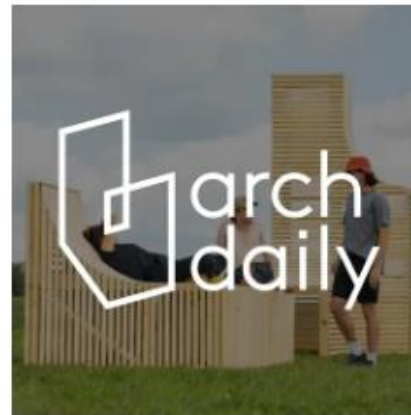
Rachel Ray's Staple Gin is a savory New York-made spirit

[Read More](#)



March 5, 2026

32 Best Airbnbs in Upstate New York



March 5, 2026

BuildFest Introduces "Acts of Construction"



March 4, 2026

SNL comedian to perform at Resorts World Catskill



March 2, 2026

Planning a Date Night Upstate?

Sullivan Catskills In The News



March 2, 2026

**Hudson Valley Selected Gallery Guide
2026**

[Read More](#)



March 2, 2026

This Might Look Like Wyoming...

[Read More](#)



February 25, 2026

**New York Cideries To Pour At Second
Annual Catskills Cider Fest**

[Read More](#)



January 28, 2026

**The Best Boutique Hotels In Upstate New
York**

[Read More](#)



January 9, 2026

**Nestled In The Catskills Is New York's
Charming Hamlet With Scenic Lake Views
And Peaceful Camping**



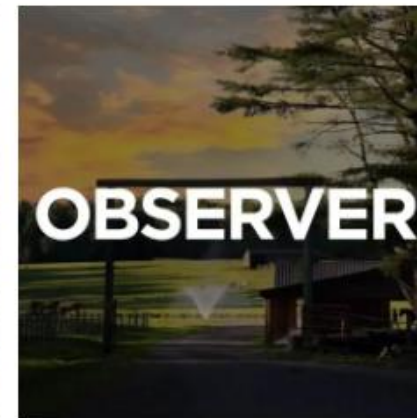
January 9, 2026

11 Easygoing Small Towns in New York



January 9, 2026

**These American Destinations Are Packed
With '70s Retro Vibes And Nostalgic Fun**



January 9, 2026

**The 10 Most Remarkable U.S. Hotel
Openings of 2025**

Sullivan Catskills In The News



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December Escapes Are In! + Cyber Monday

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A Visit to North Branch Cider Mill — Western Catskills

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8 Whimsical Towns to Visit in Upstate New York

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Top 13 Best Scenic Byways In New York For An Unforgettable Road Trip

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Romantic cabin escapes across the US that bring the cozy vibes



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10 Little-Known Towns In New York
Constructi



December 12, 2025

16 Festive Drive-Thru Christmas Lights in NY and NJ (Plus, a Few You Can See on Foot)



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The Best Hotels in the Hudson Valley, New York

Sullivan Catskills In The News



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These Upstate New York Spas and Retreats Are a Refuge for Rest and Renewal

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7 Charming Small Towns in the Catskills—With Retro Diners, Wood-fired Hot Tubs, and New York's Most Beautiful Waterfall

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18 sensational light displays from all over New York to see this winter

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These 13 stunning Upstate NY movie theaters have been running since the silent film era

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Our Favorite Weekend Getaway Destinations In the U.S.



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Sullivan County dedicates new terminal at county airport



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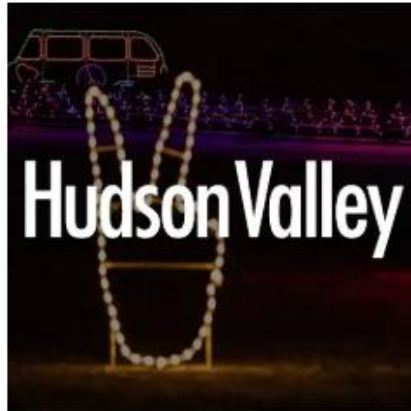
This Hotel With a Cidery Was Made for Fall Getaways



December 12, 2025

The Best Catskills Hotels and Homes Embody Upstate Coziness

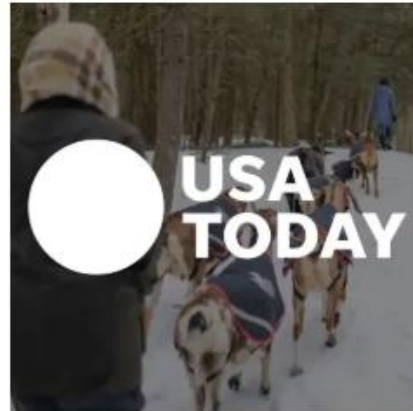
Sullivan Catskills In The News



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Where to See the Brightest Holiday Lights in the Hudson Valley

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This adults-only hotel is opening its doors to families over the holidays

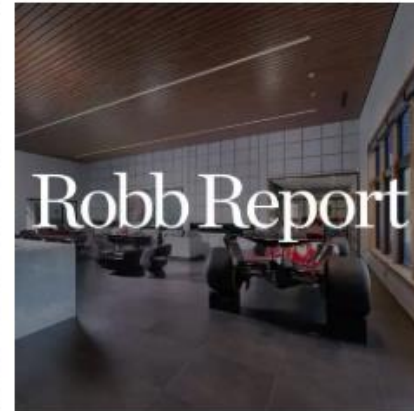
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Catskills Escapes + On the Road in the Southwest

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This \$8 Million Car Lover's Home in Upstate New York Comes With Access to a 4-Mile Racetrack

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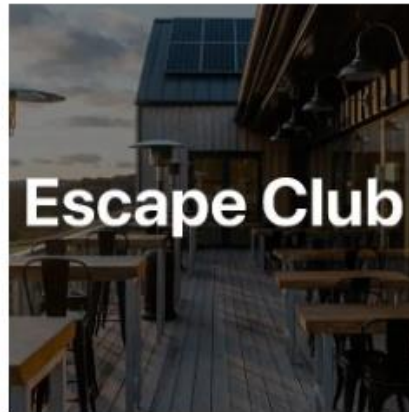
December 12, 2025

Where to eat Thanksgiving dinner in NYC



December 12, 2025

The Most Charming—And Recharging—Weekend Getaways from New York City



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November Escapes Are Here!



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11 Cutest Small Towns In New York

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48 Hours in Livingston Manor

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Pet-Friendly Getaways in the Catskills + Hudson Valley

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This Martha Stewart-Approved Destination Was Just Named the No. 1 Leaf-Peeping Hotspot of 2025

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September Promos Are In!

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6 Dreamy Wellness Retreats For The Ultimate Reset



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8 Best Towns In New York For A Two-Day Recharge



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I Swapped NYC Subway Delays for Saddles at This New Catskills Ranch



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The 8 Most Scenic Breweries in the U.S.

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October Escapes Are Here!

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10 Exhibitions to See in Upstate New York This October

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Inns, Lodges, and Boutique B&Bs—These Are the Best Hotels in the Catskills

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TASTE: Sullivan Catskills Food & Wine Returns This Fall

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Scare tactics: How to have a ghoulish good time during New York's spooky season



December 12, 2025

15 Fall Foliage Getaways from NYC



December 12, 2025

Autumn's Arrival! Foliage, Cabins, and a Mountaintop Cottage for Rent



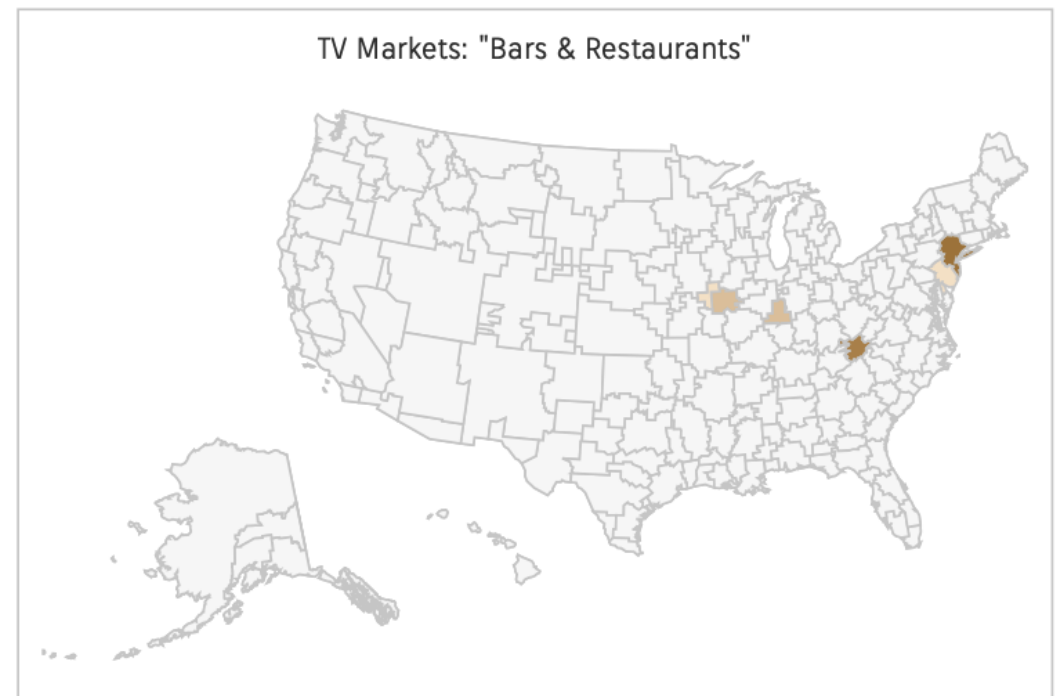
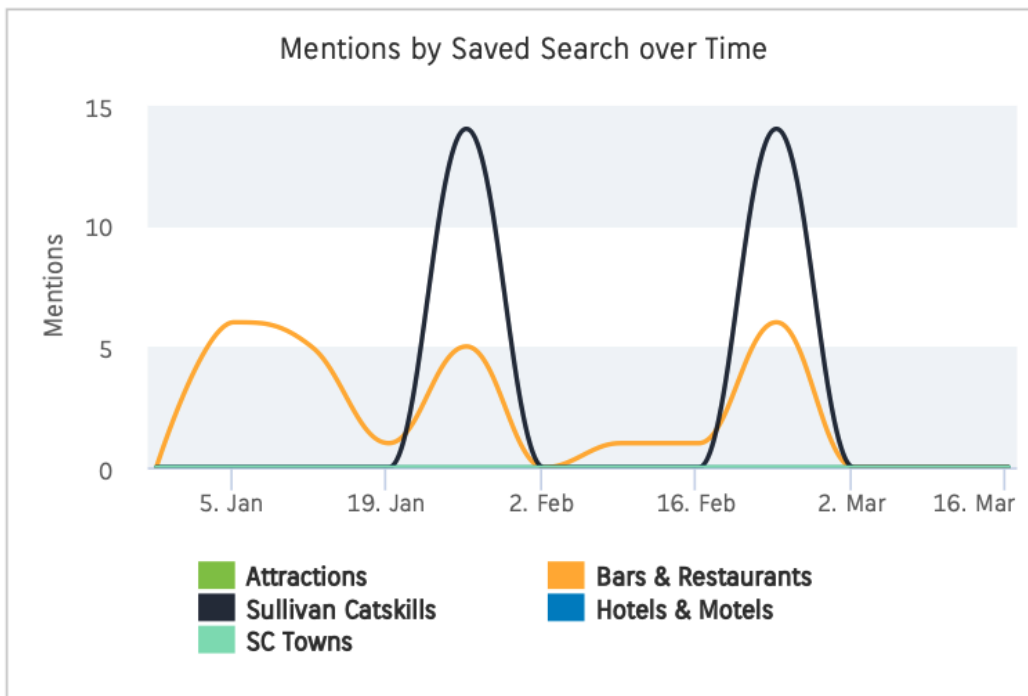
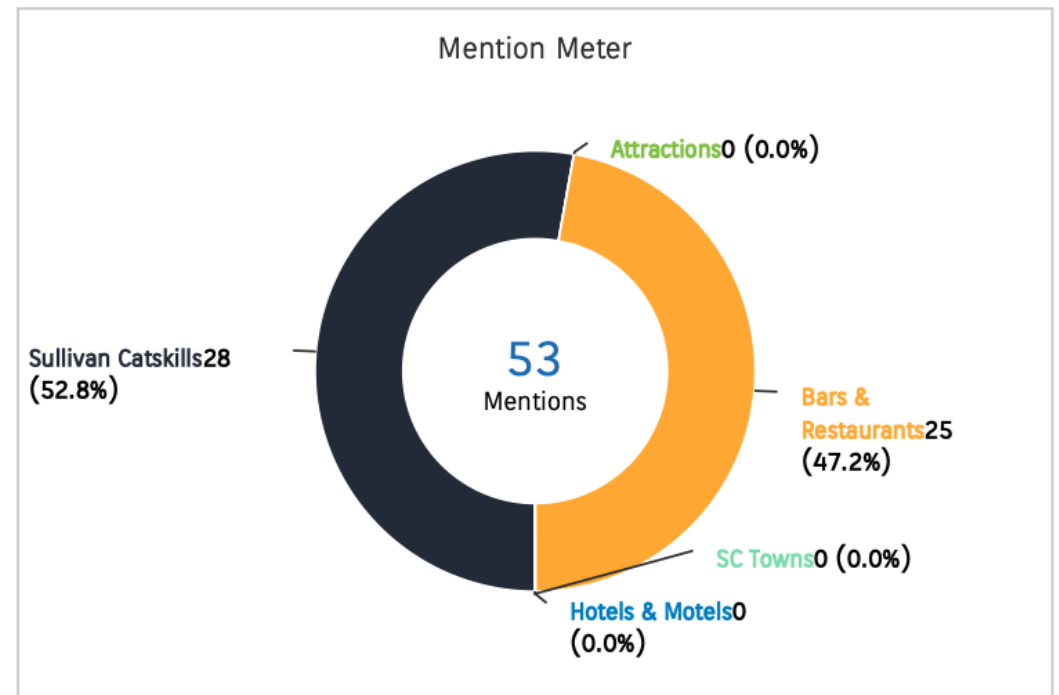
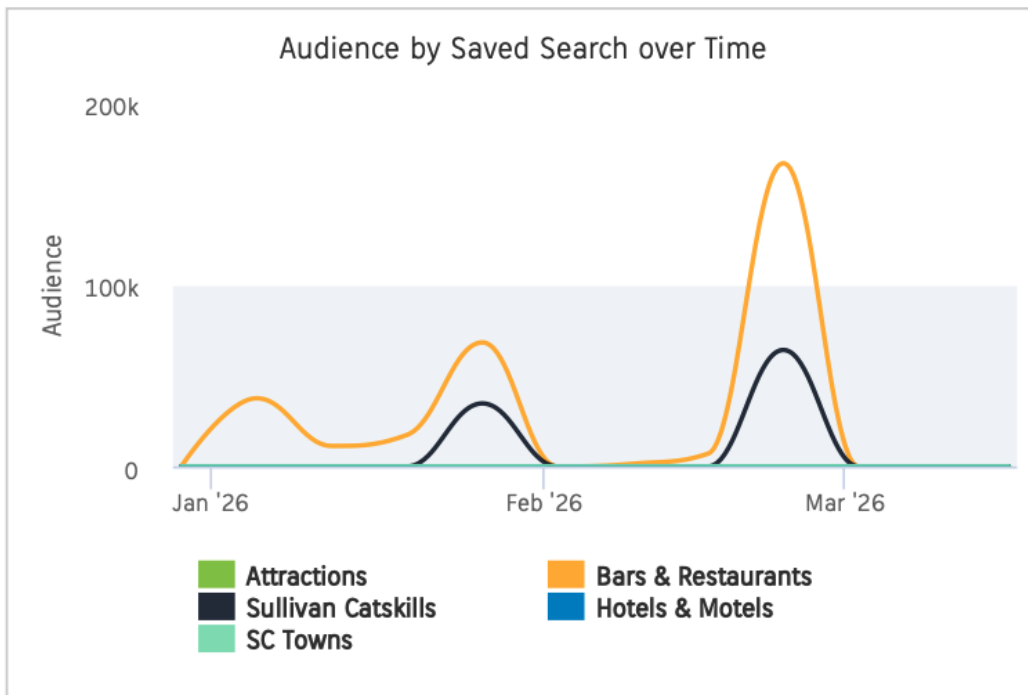
December 12, 2025

Taste Sullivan Catskills Food and Wine Is a Can't-Miss Fall Festival



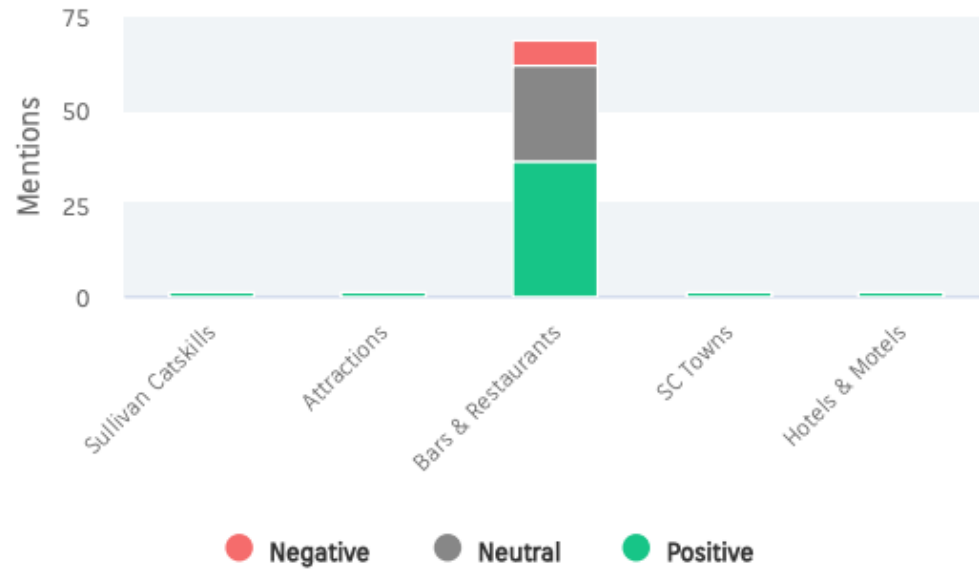
DIGITAL TOOLS



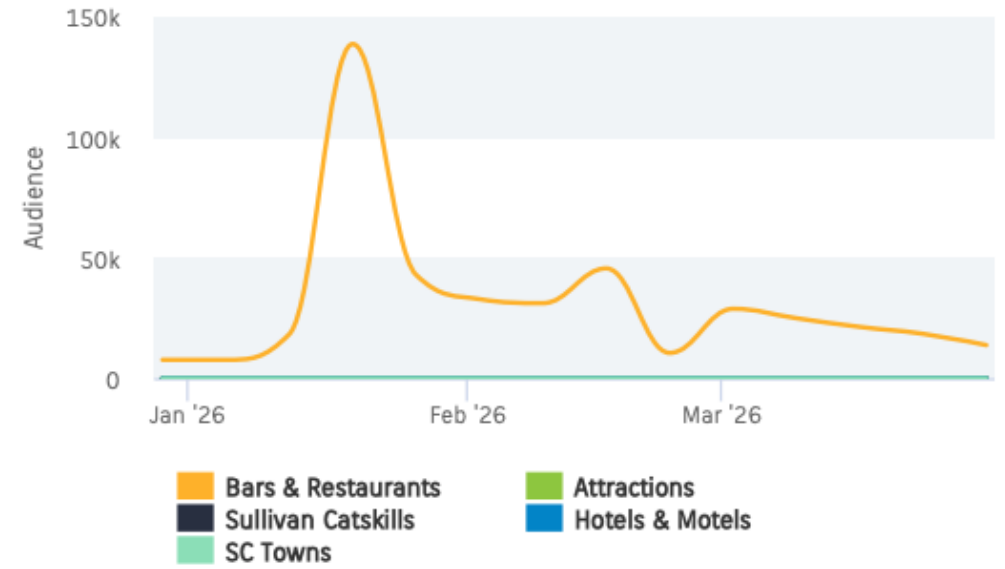




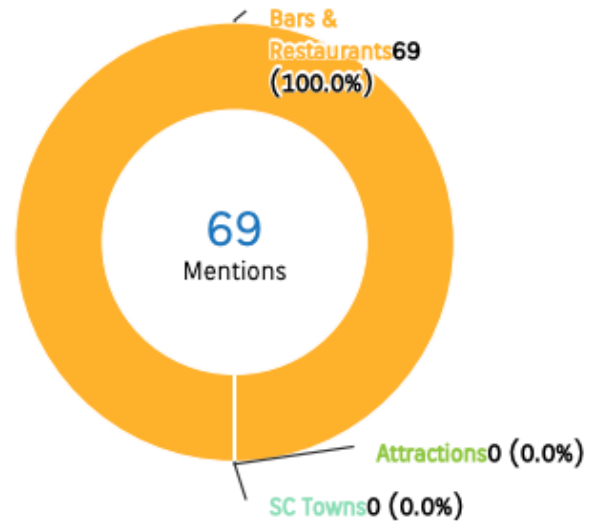
Sentiment of Mentions by Saved Search



Audience by Saved Search over Time



Mention Meter



Radio Markets: "Bars & Restaurants"





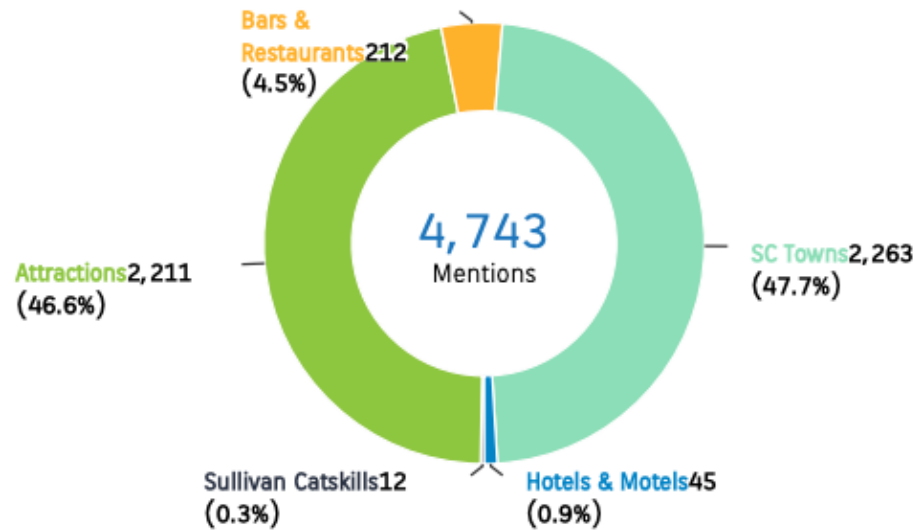
Sentiment of Mentions by Saved Search



Audience by Saved Search over Time



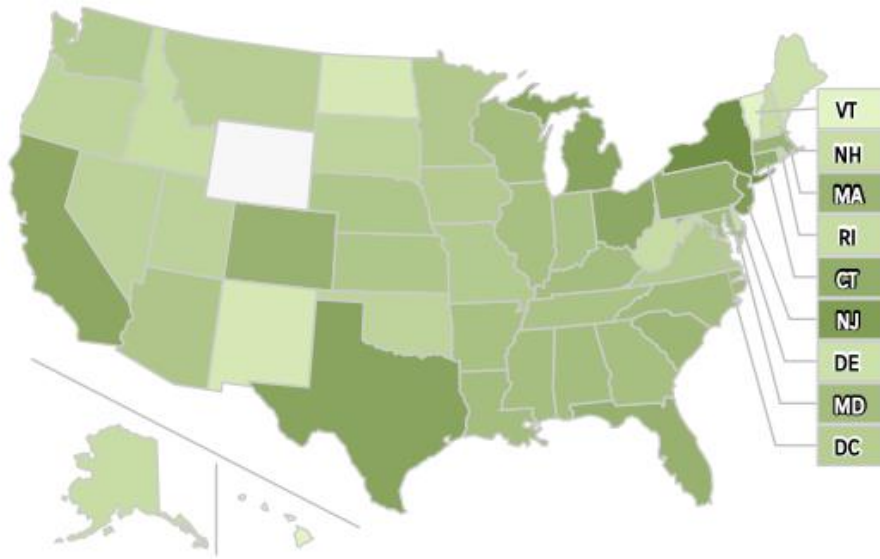
Mention Meter



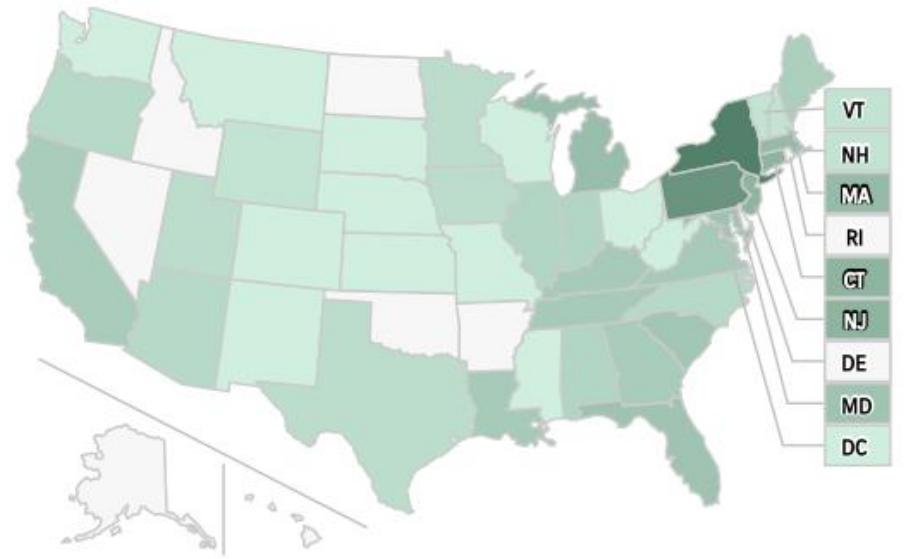
Mentions by Saved Search over Time



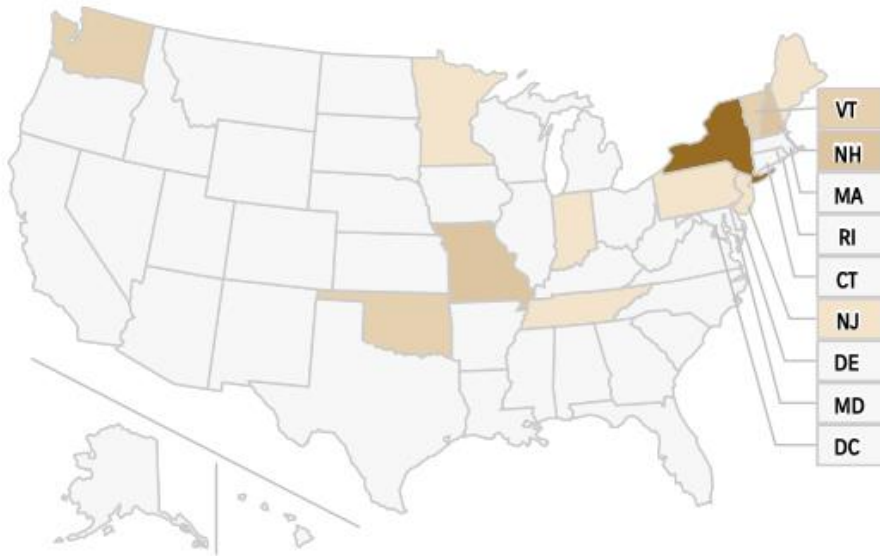
'Attractions' Mentions by State



'SC Towns' Mentions by State

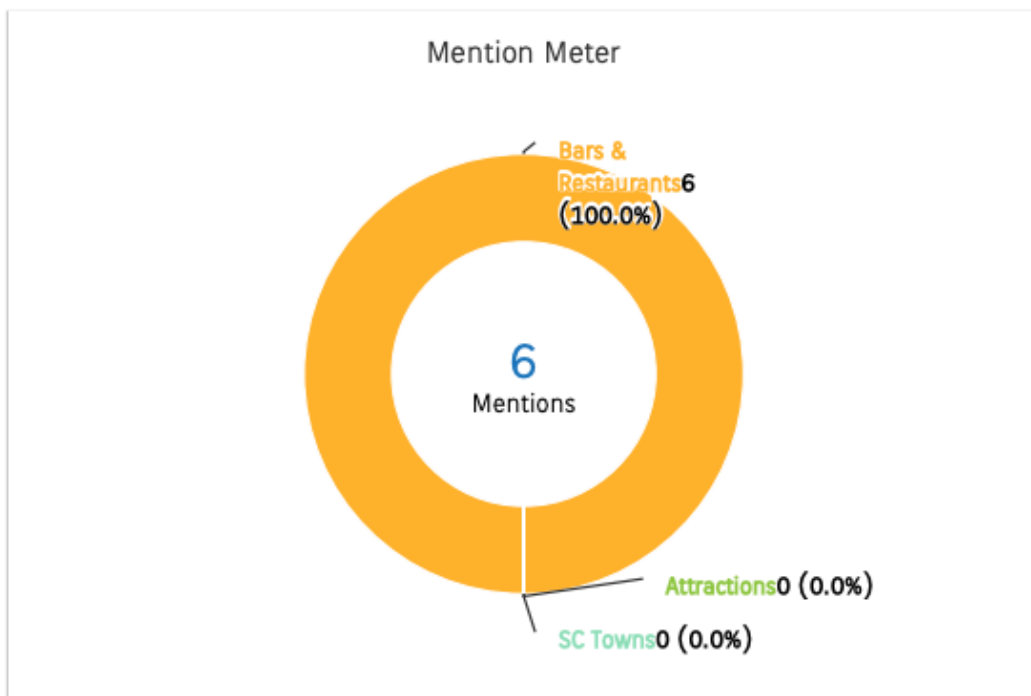
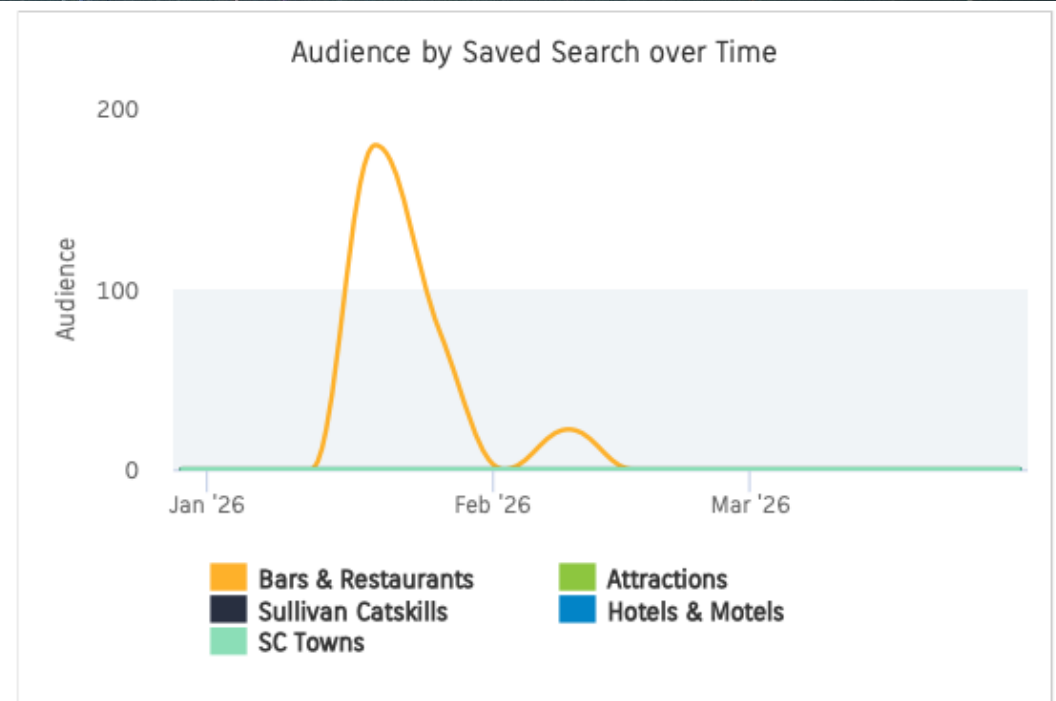
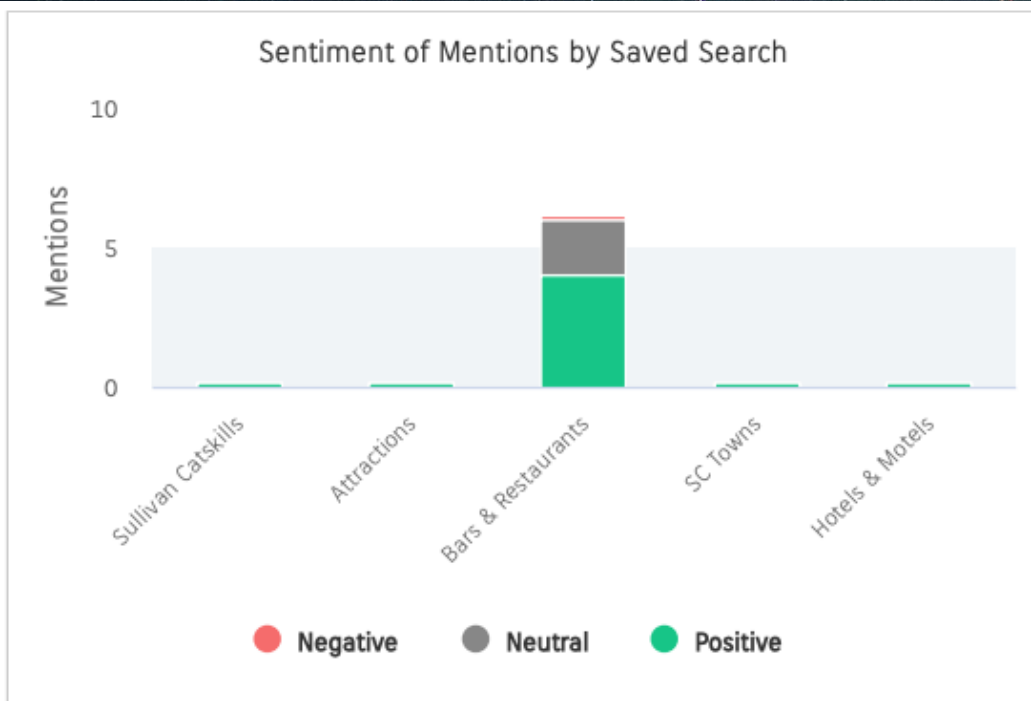


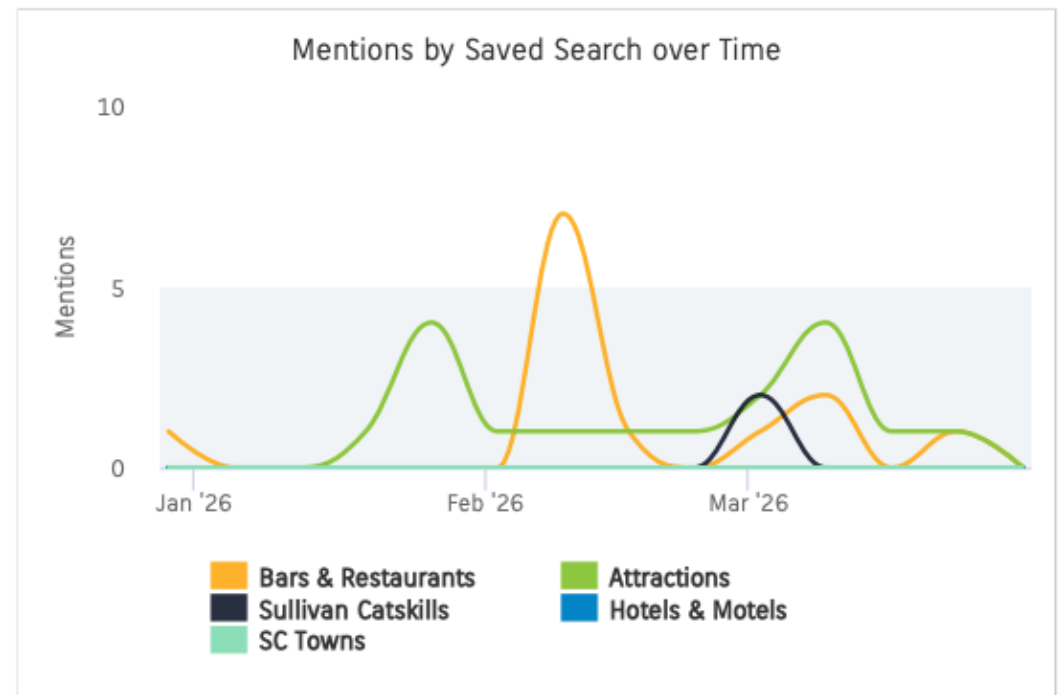
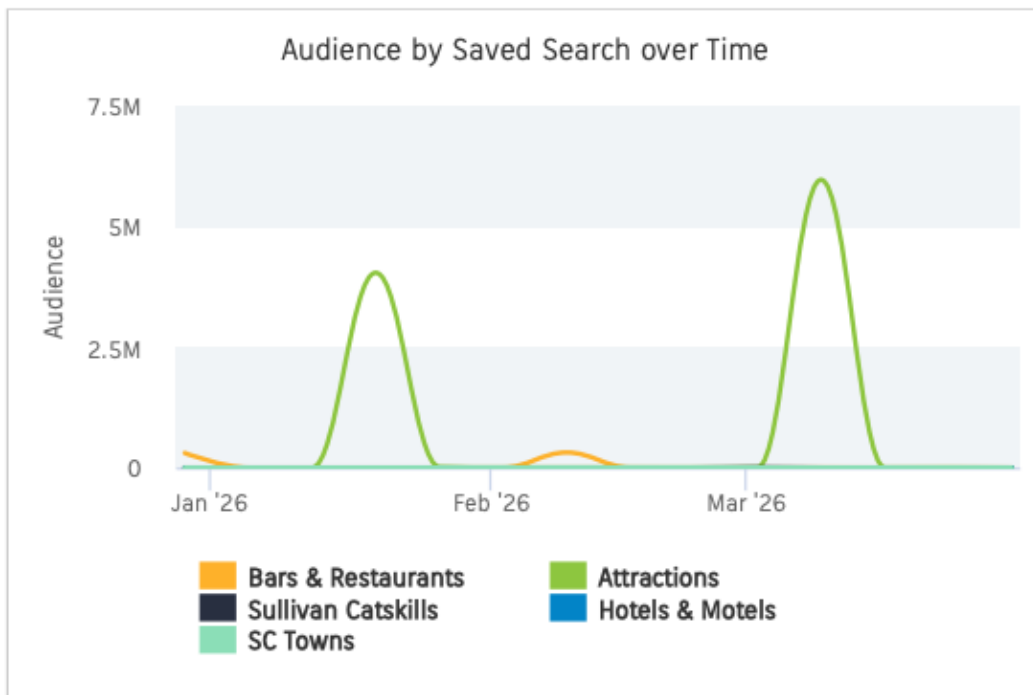
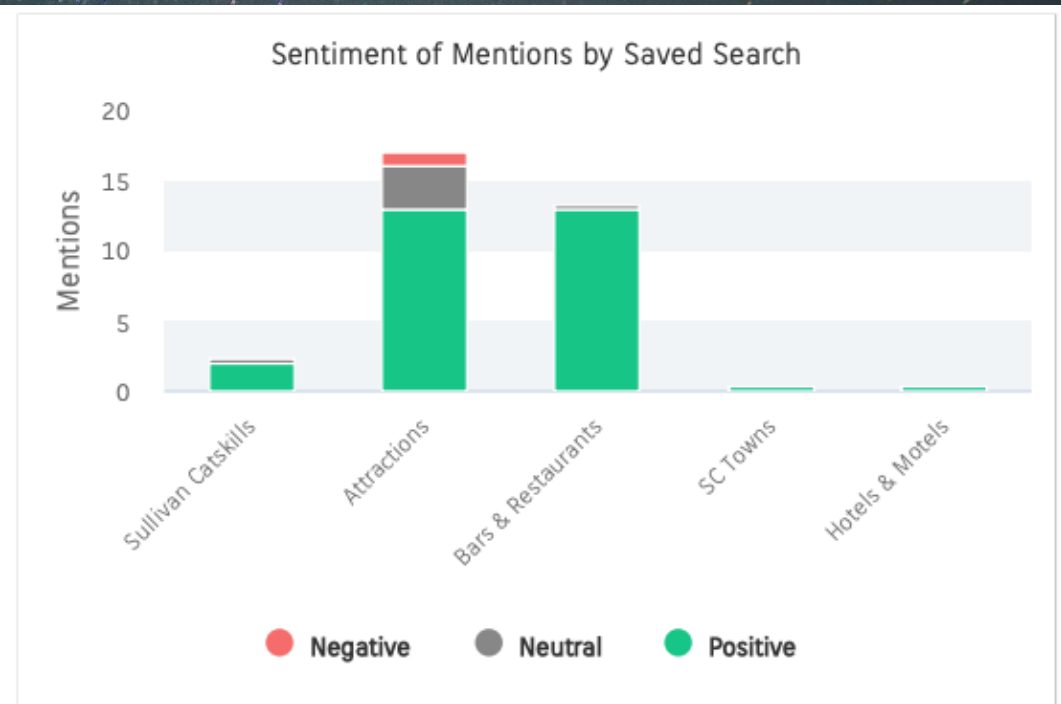
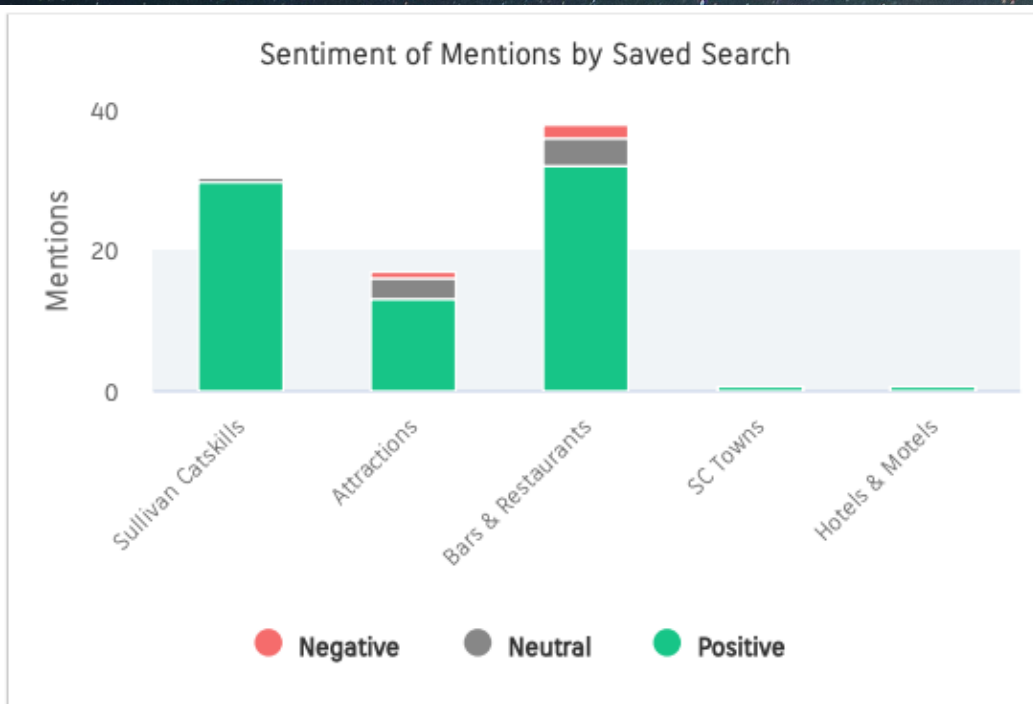
'Bars & Restaurants' Mentions by State



'Sullivan Catskills' Mentions by State









Publicity Value

Media Types

TV (139 Mentions) ▾

Radio (286 Mentions) ▾

Online + Print (6.269k Mentions) ▾

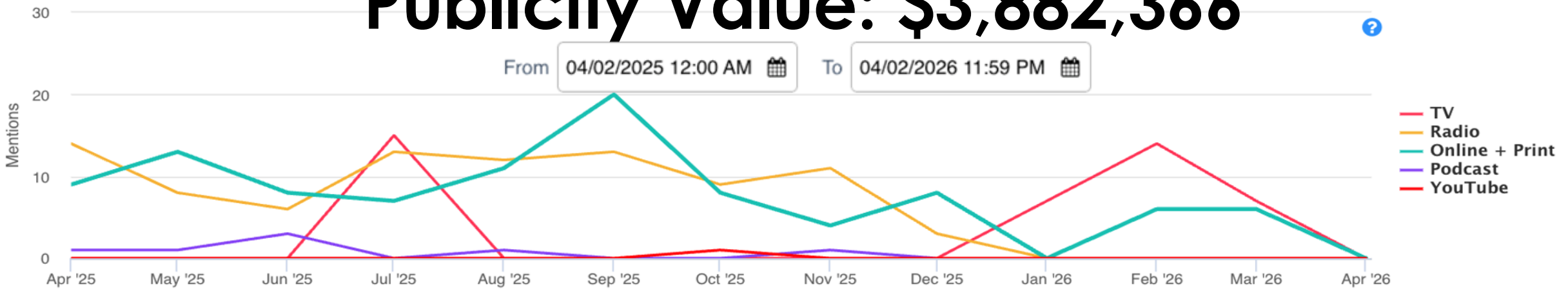
Podcasts (61 Mentions) ▾



Date Range

Past Year ▾

Mentions: 237
Audience: 621,256,700
Publicity Value: \$3,882,366



Media Types

TV (139 Mentions) ▾

Radio (286 Mentions) ▾

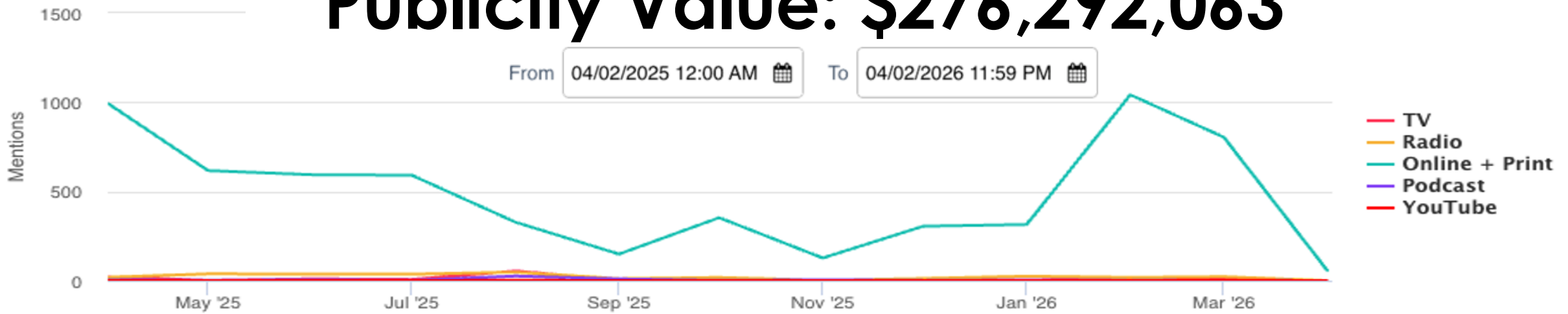
Online + Print (6.269k Mentions) ▾

Podcasts (61 Mentions) ▾



Date Range
Past Year ▾

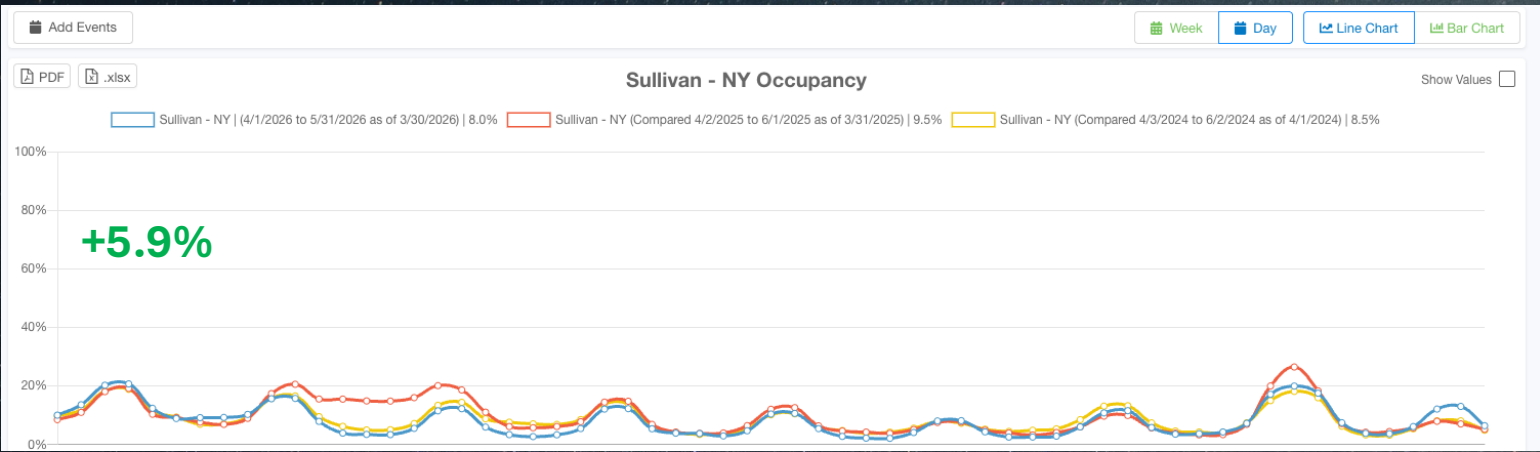
Mentions: 6,761
Audience: 27,188,326,789
Publicity Value: \$276,292,063



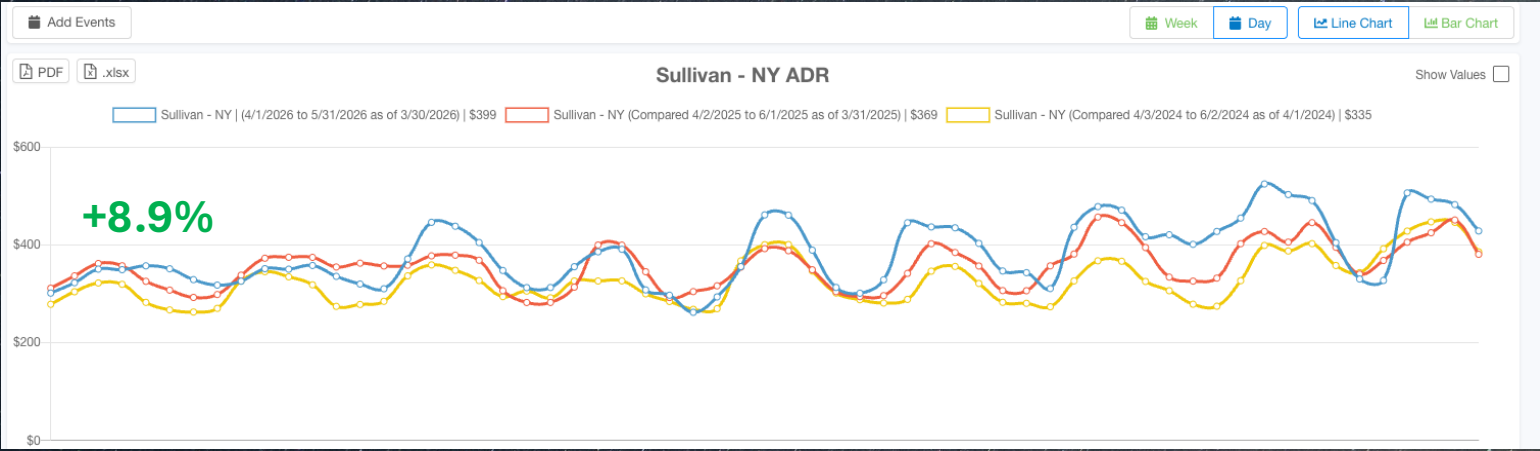


KEYDATA™
DASHBOARD

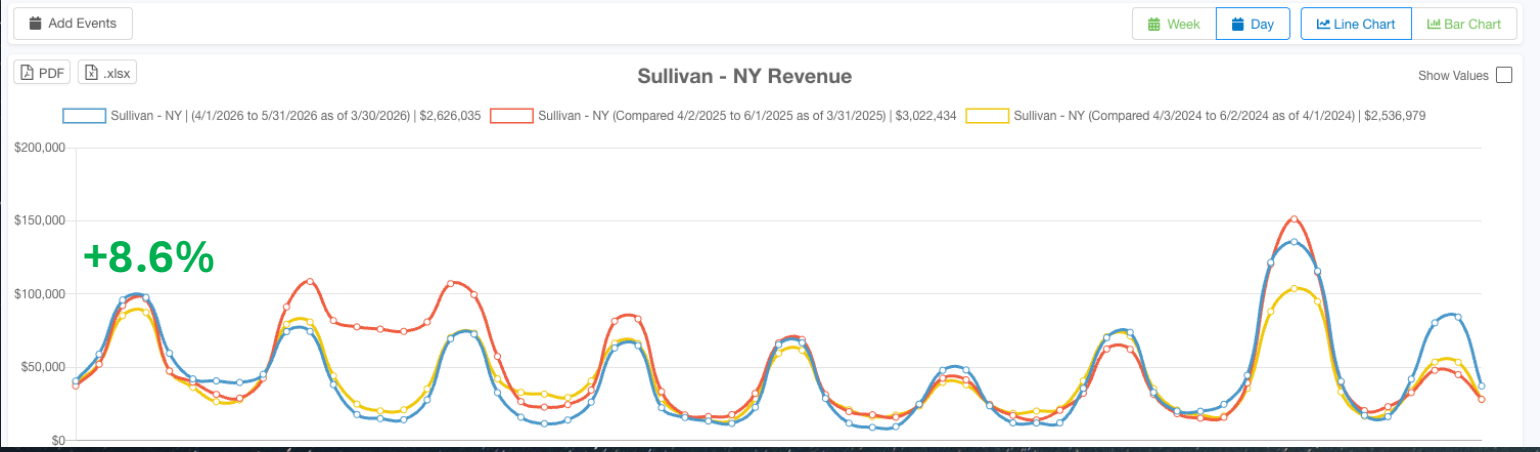
JANUARY 2026



↑ OCCUPANCY
13.6% vs 12.8%

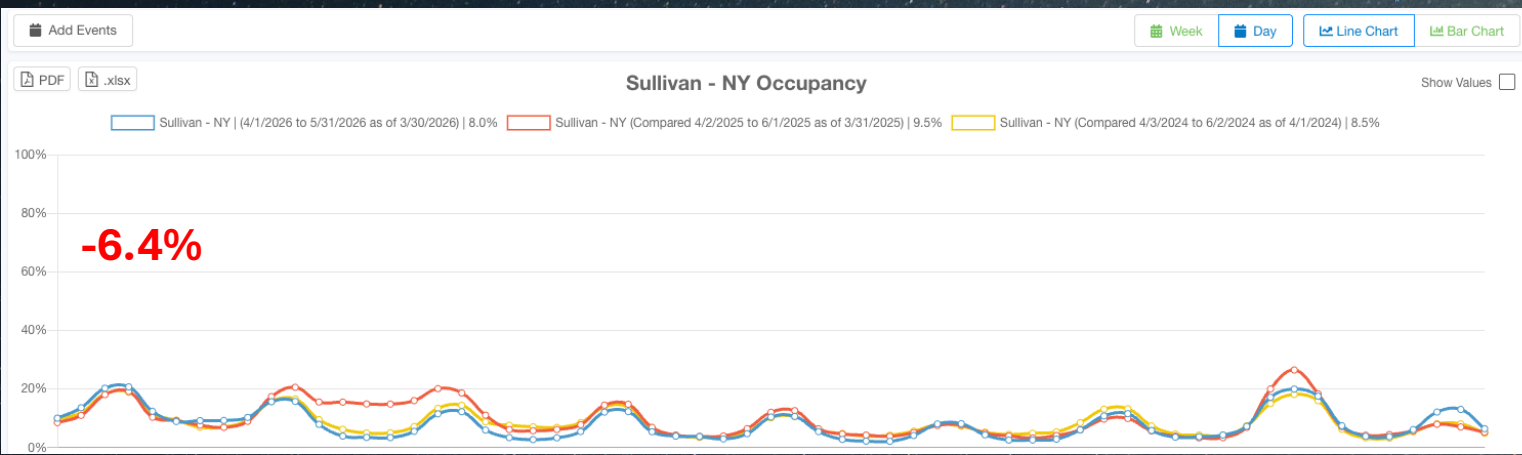


↑ ADR
AVERAGE DAILY RATE
\$384 vs \$350

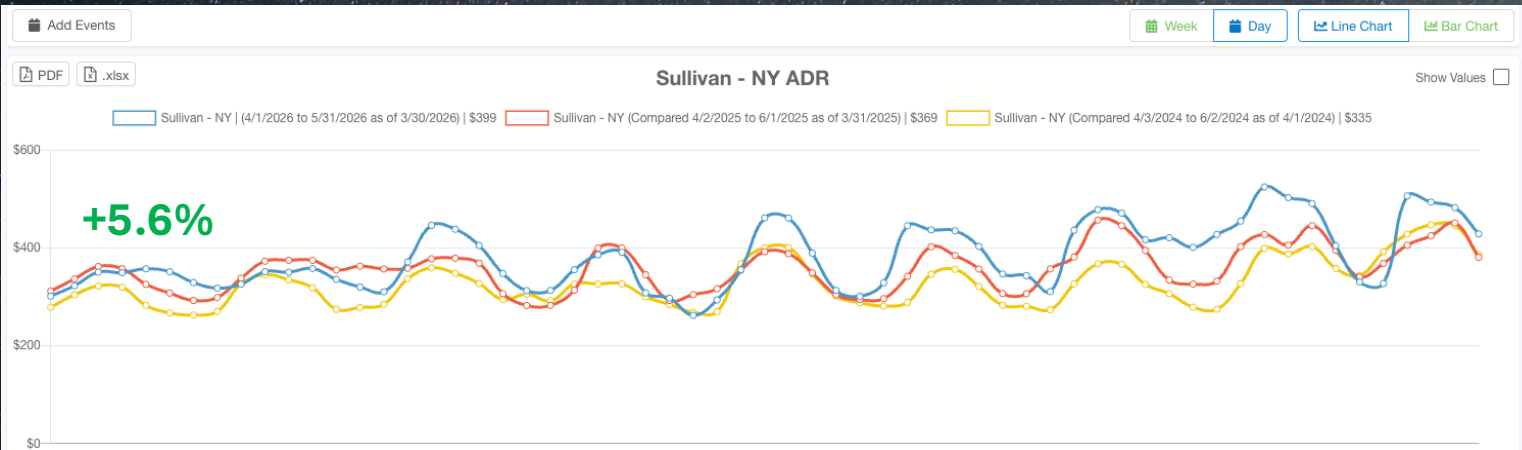


↑ REVENUE
\$2,160,331 vs \$1,975,215

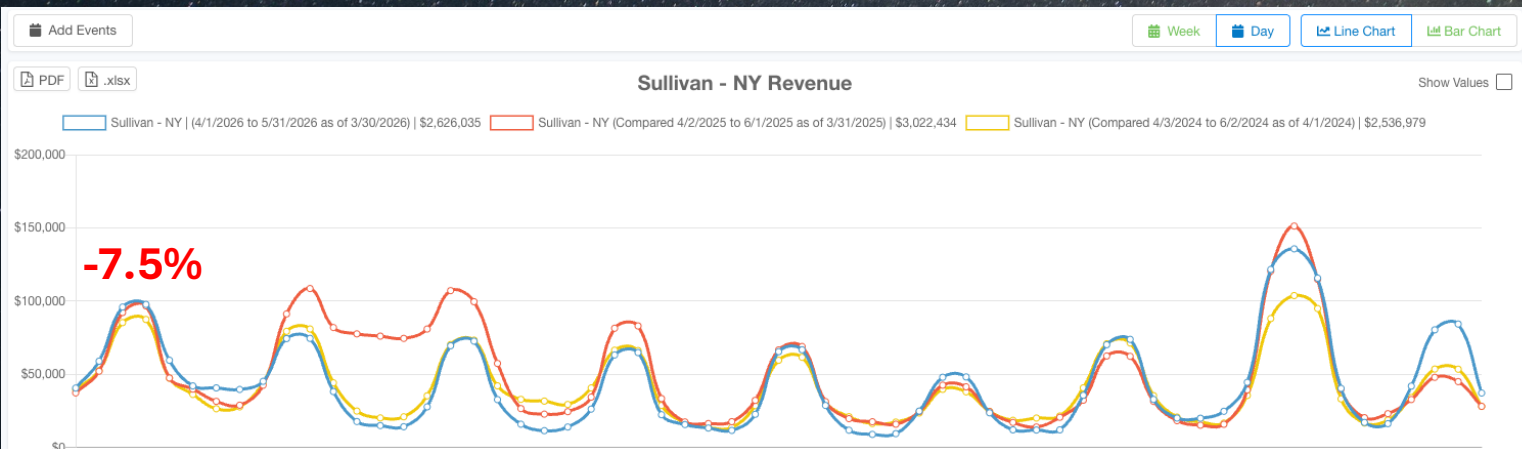
FEBRUARY 2026



 **OCCUPANCY**
15.6% vs 16.6%

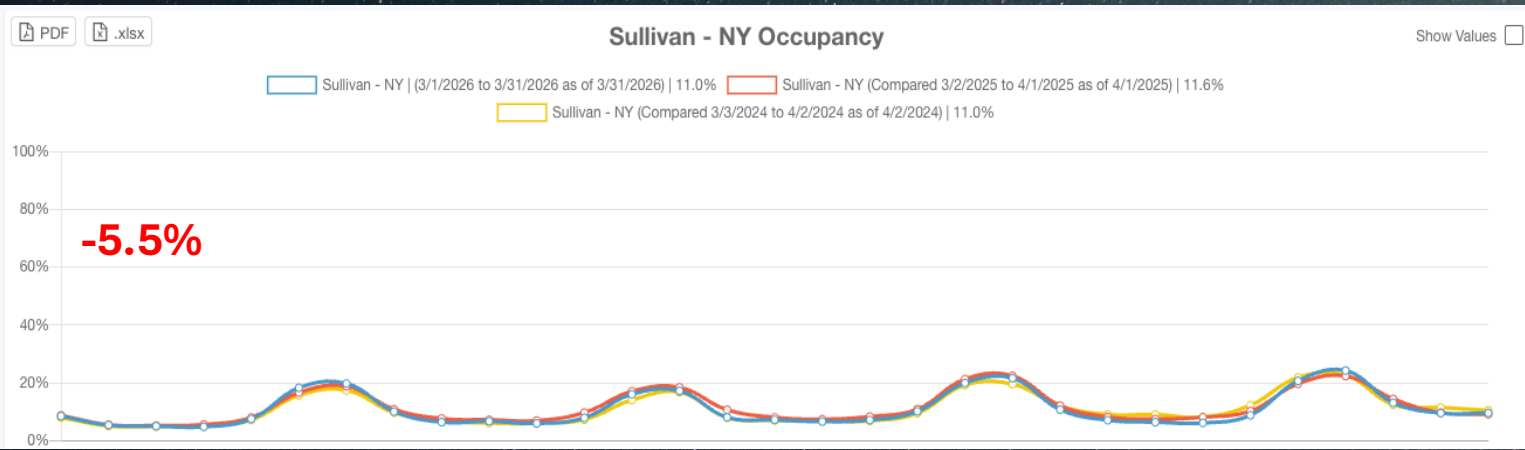


 **ADR**
AVERAGE DAILY RATE
\$377 vs \$356

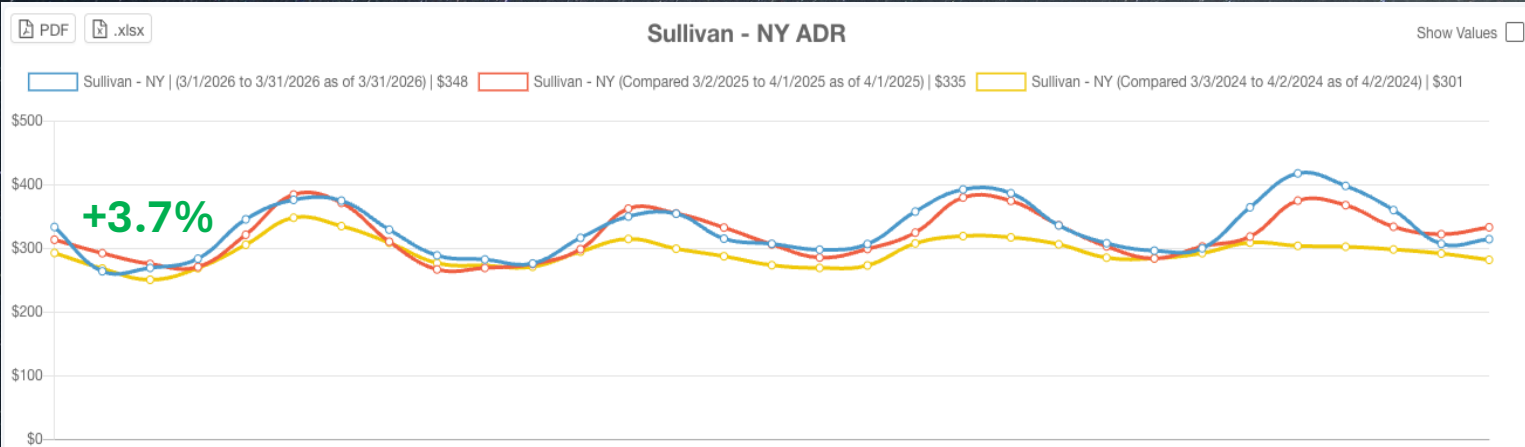


 **REVENUE**
\$2,172,756 vs \$2,335,226

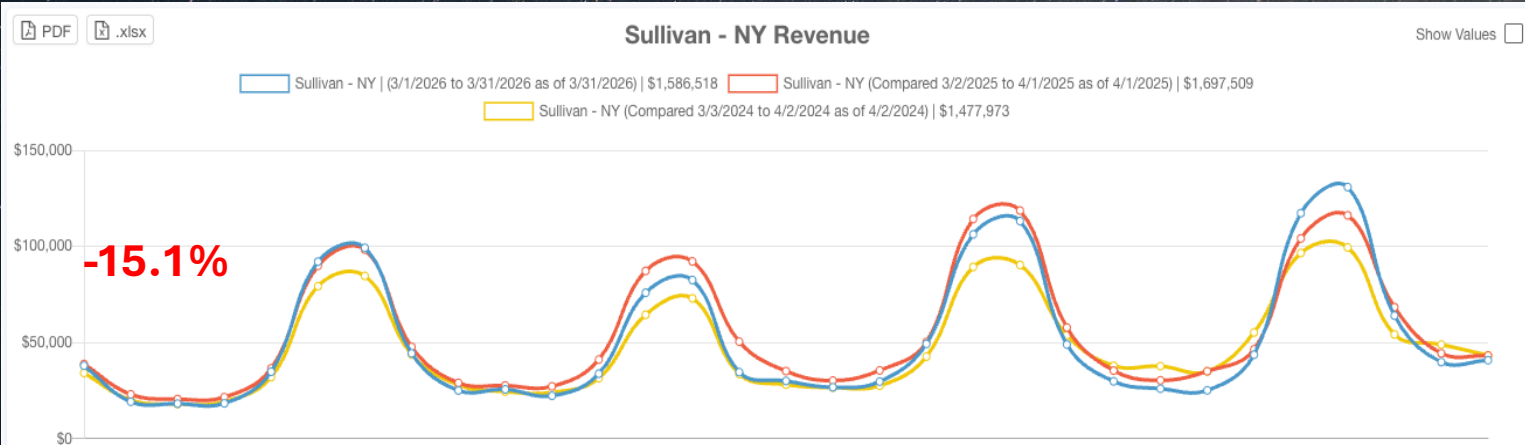
MARCH 2026



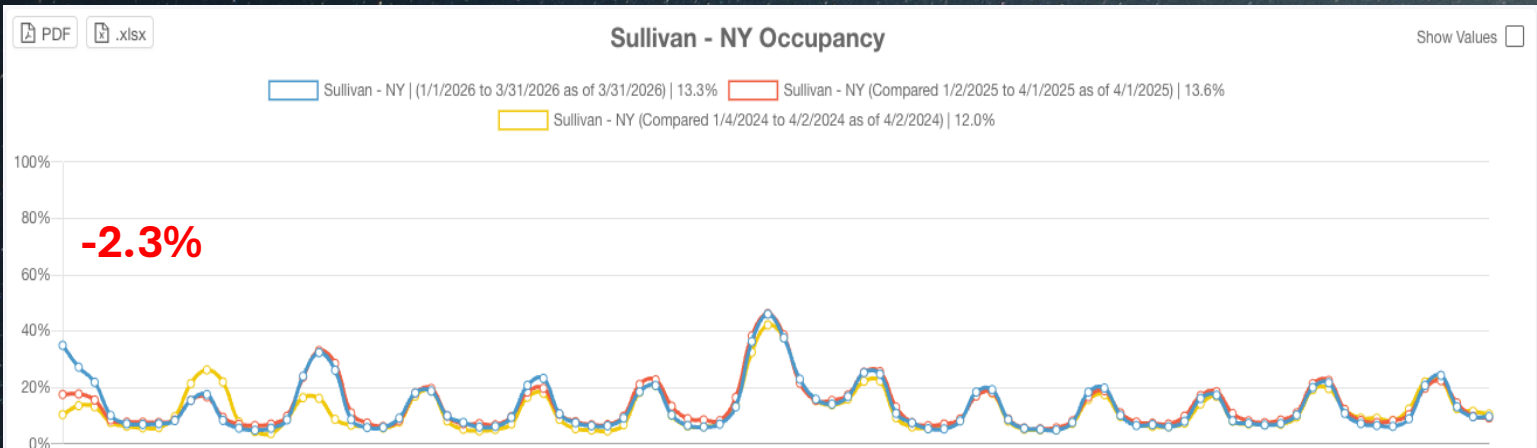
↓ OCCUPANCY
11.0% vs 11.6%



↑ ADR
AVERAGE DAILY RATE
\$348 vs \$335

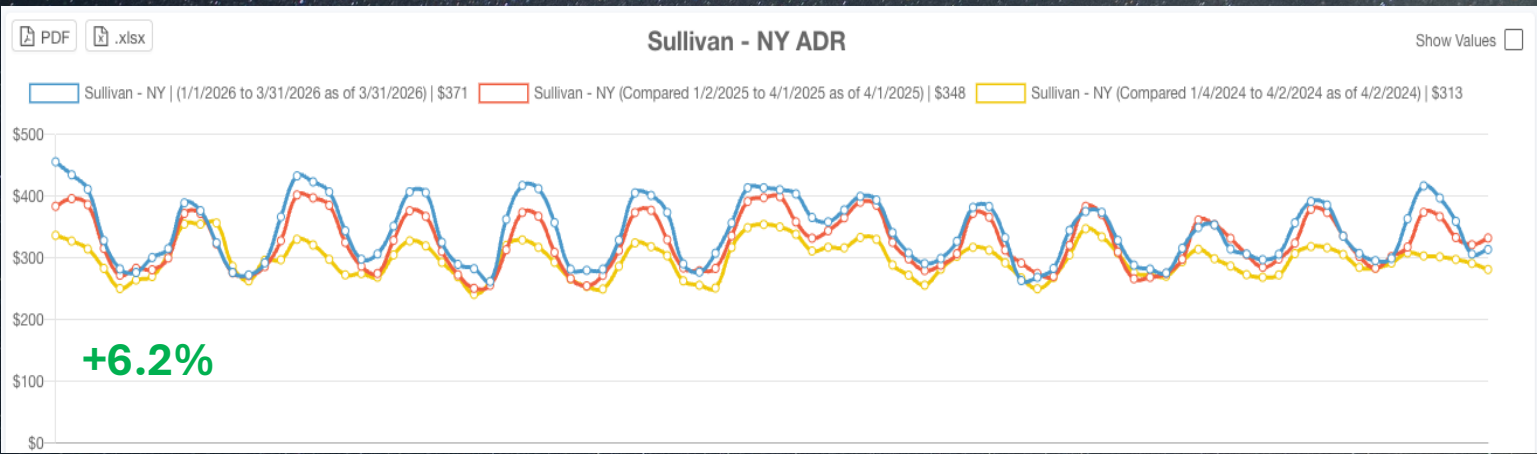


↓ REVENUE
\$2,626,035 vs \$3,022,434

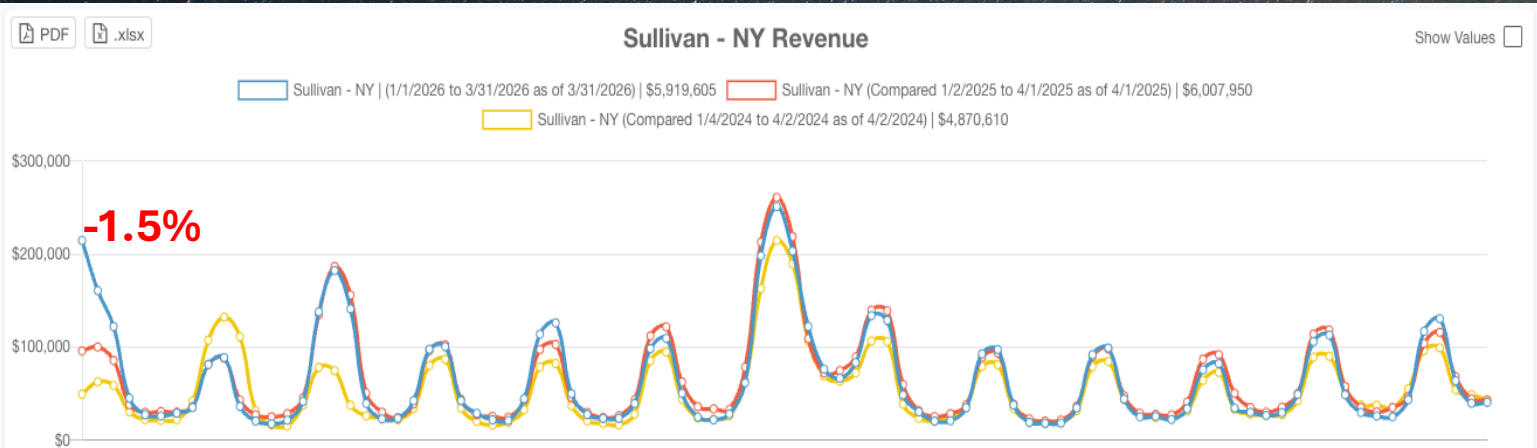


JAN. - MARCH 2026

OCCUPANCY
13.3% vs 13.6%

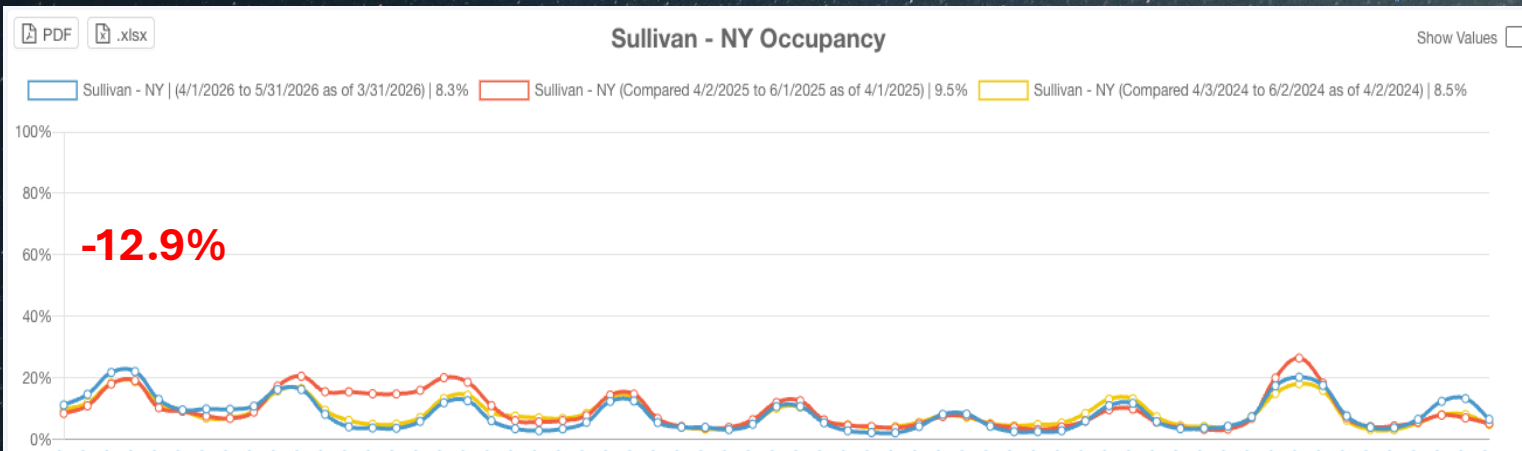


ADR
AVERAGE DAILY RATE
\$371 vs \$348

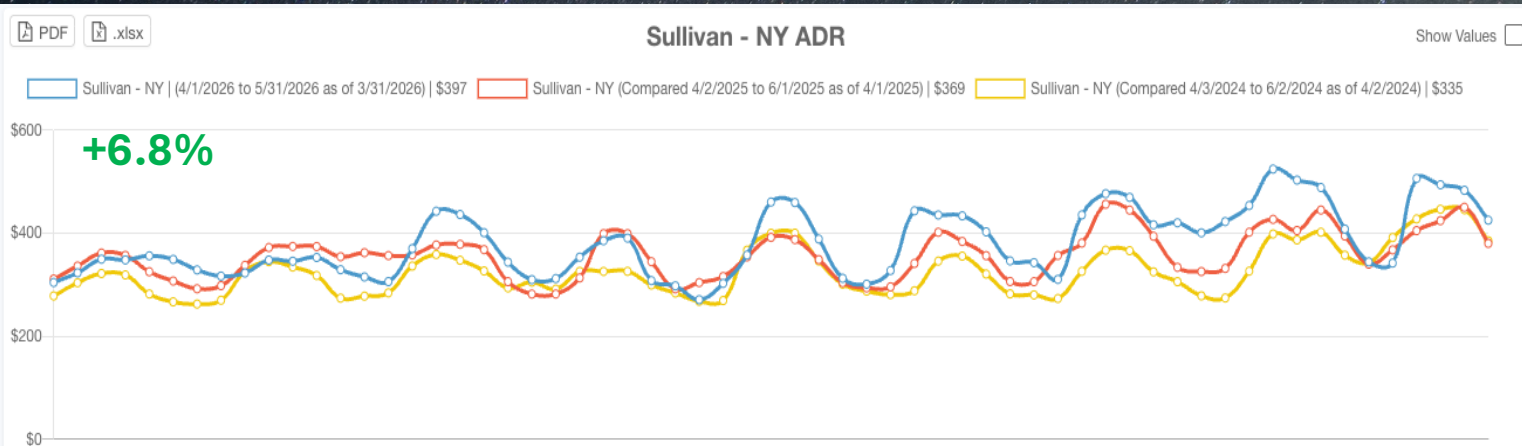


REVENUE
\$5,919,605 vs \$6,007,950

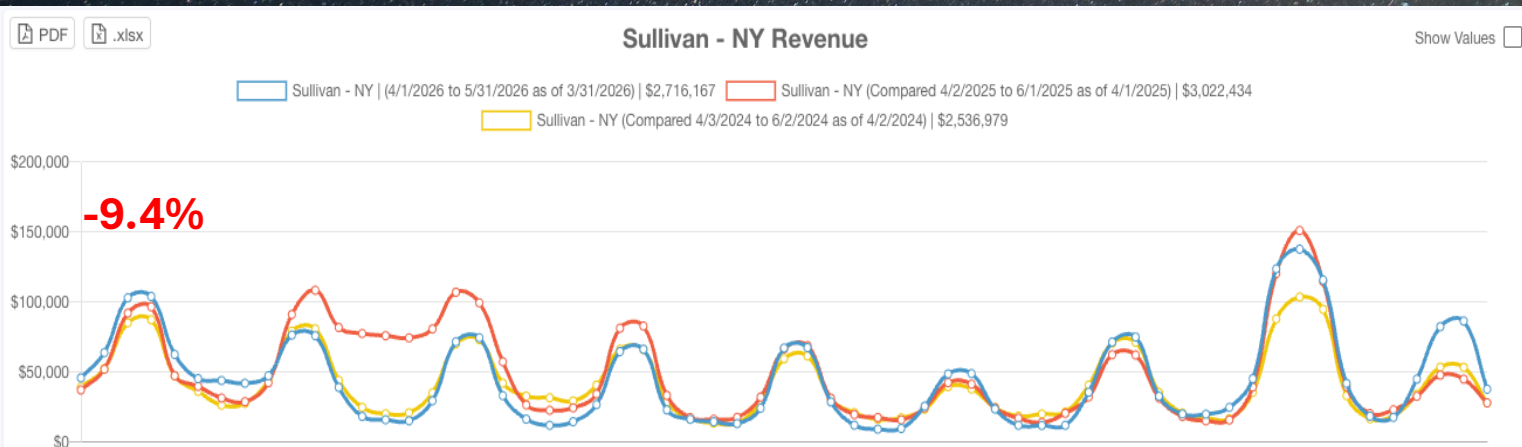
APRIL-MAY 2026



 **OCCUPANCY**
8.5% vs 9.6%

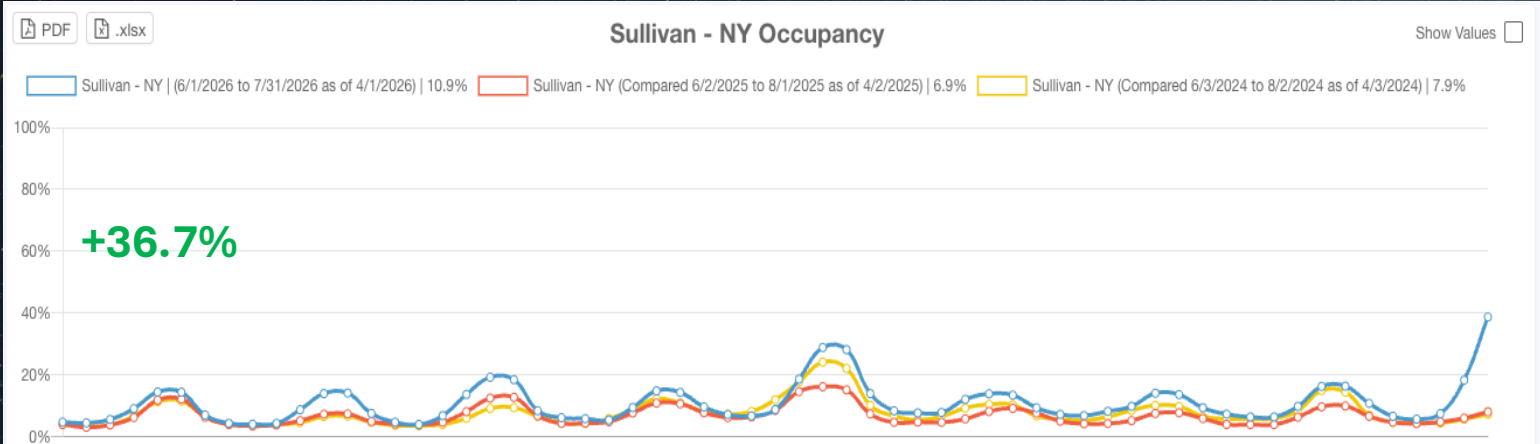


 **ADR**
AVERAGE DAILY RATE
\$396 vs \$369

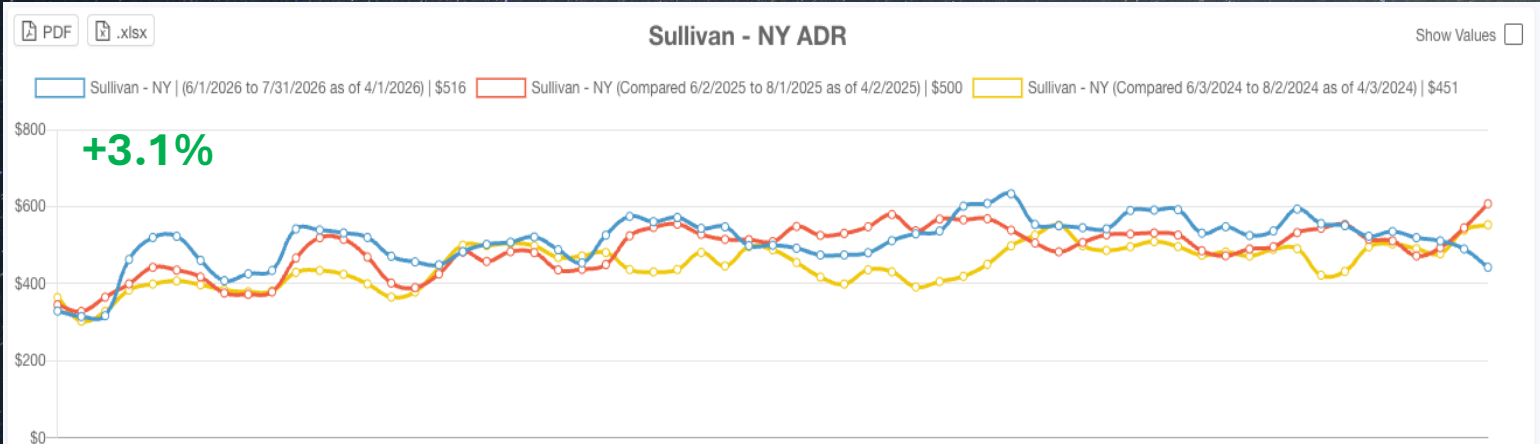


 **REVENUE**
\$2,736,267 vs \$2,994,278

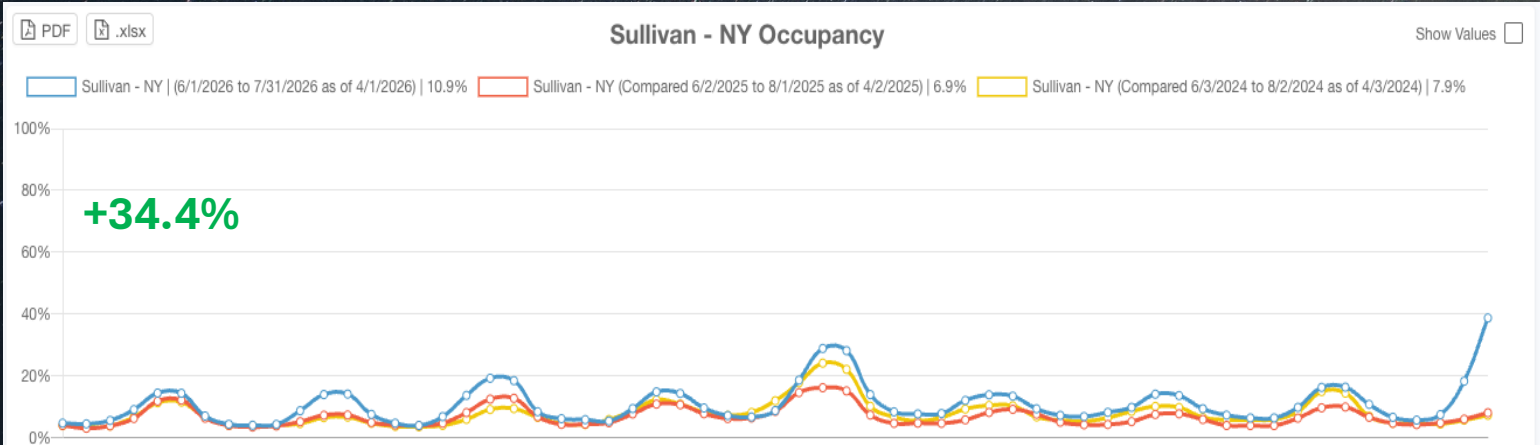
JUNE - JULY 2026



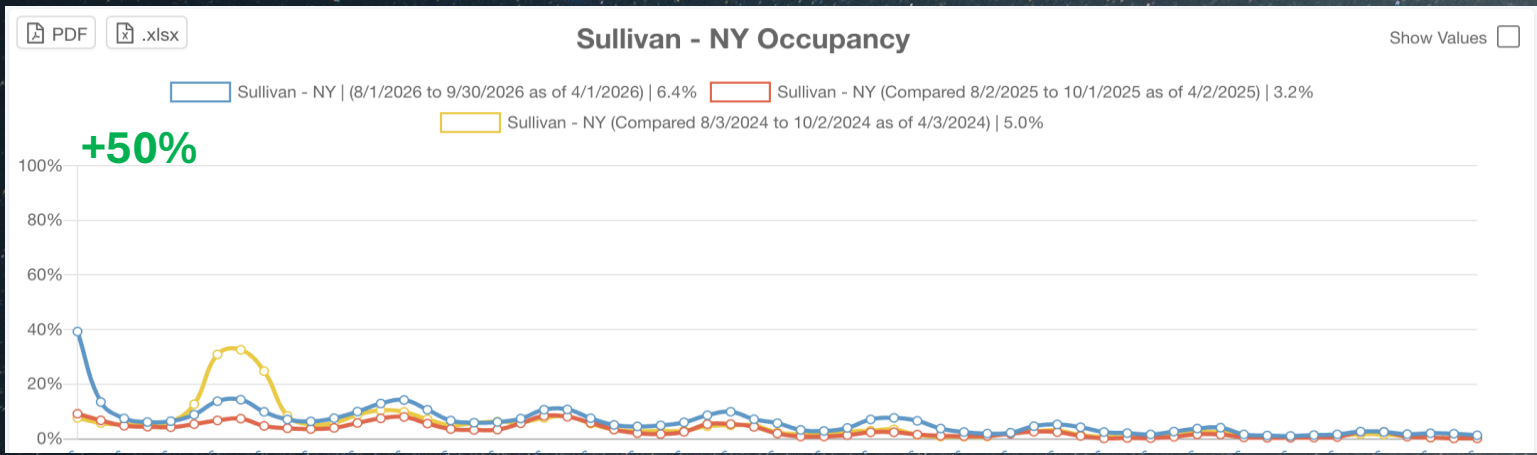
↑ OCCUPANCY
10.9% vs 6.9%



↑ ADR
AVERAGE DAILY RATE
\$516 vs \$500

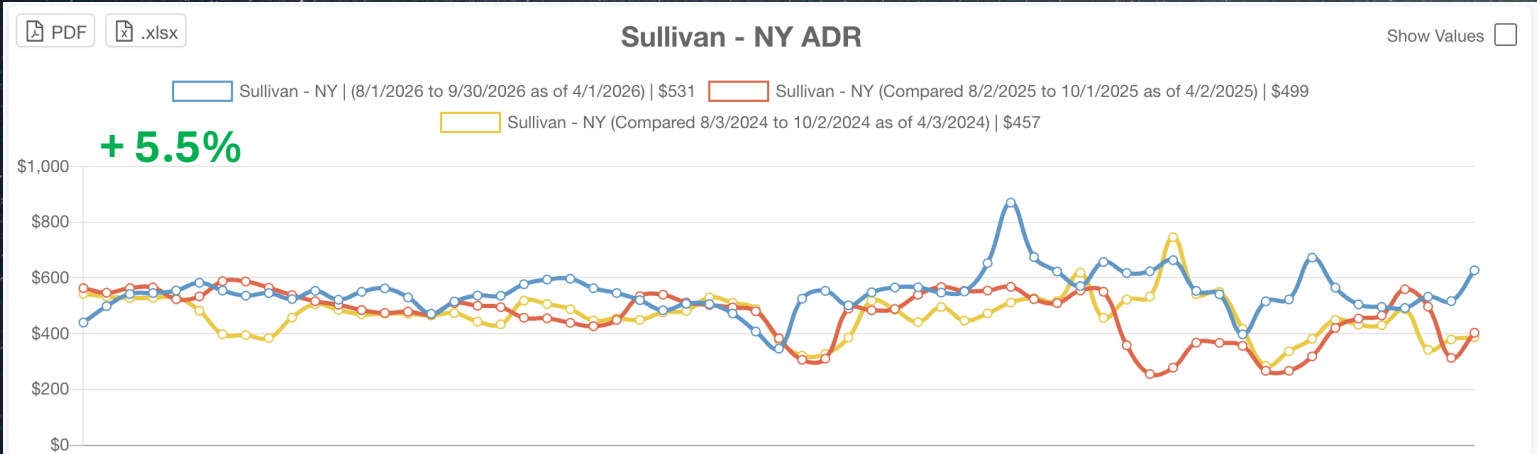


↑ REVENUE
\$4,550,476 vs \$2,983,611

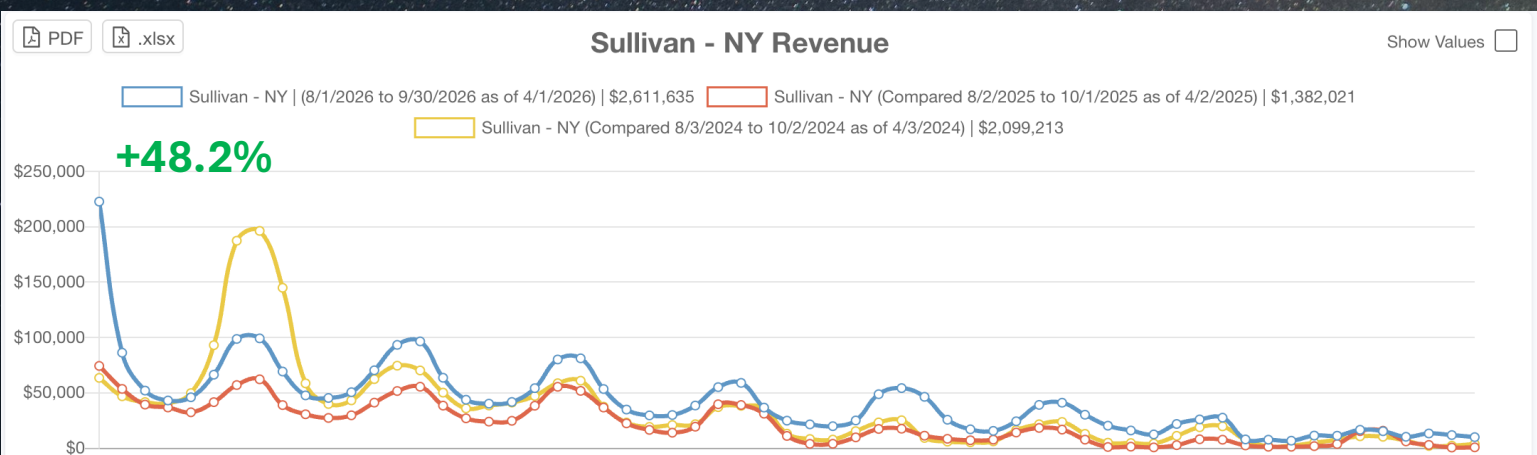


AUG. – SEPT. 2026

↑ OCCUPANCY
6.4% vs 3.2%

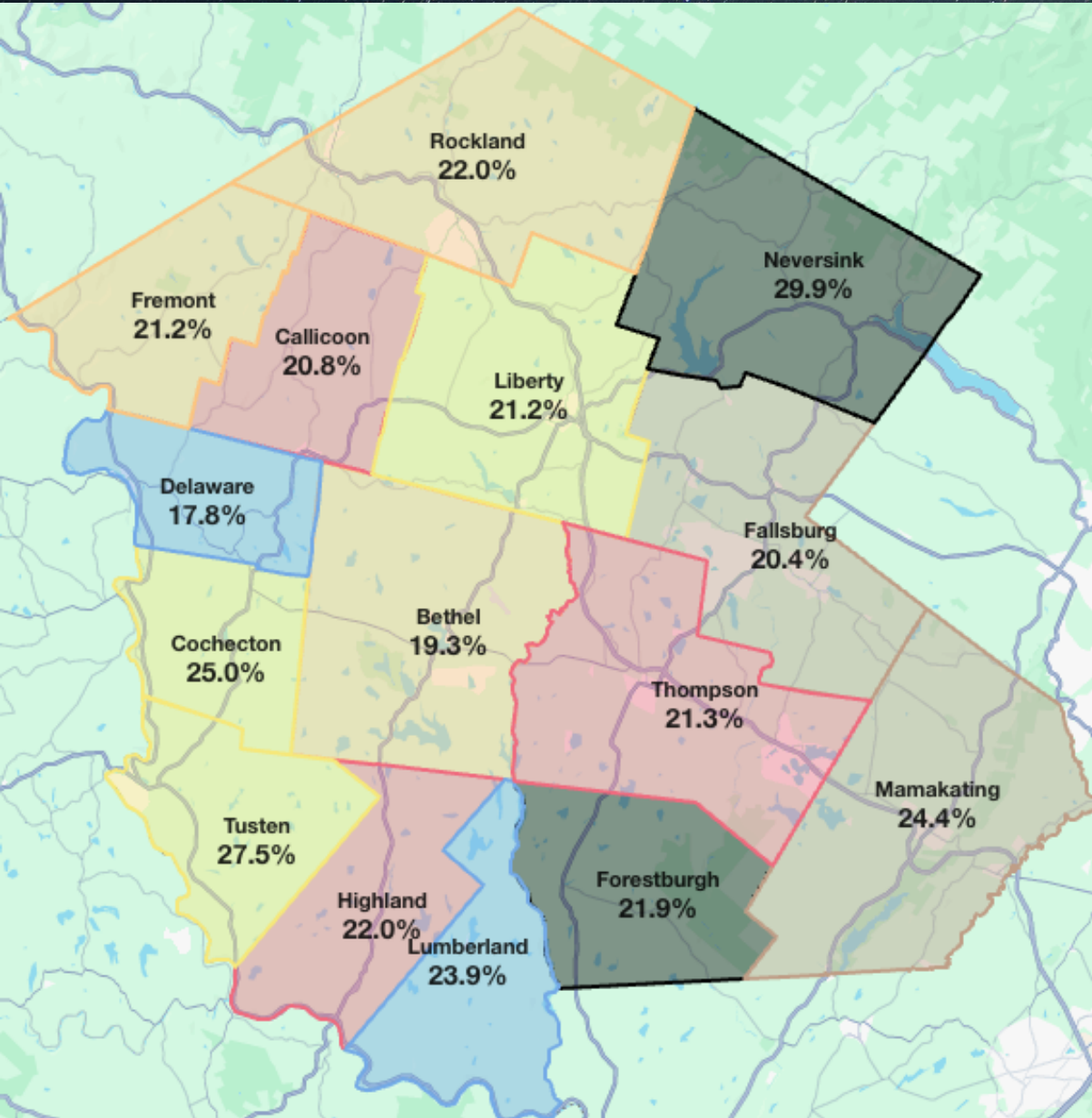


↑ ADR
AVERAGE DAILY RATE
\$528 vs \$499



↑ REVENUE
\$2,669,919 vs \$1,382,021

2025



	OCC	ADR	REVENUE
Bethel	19.3%	\$362	\$5,336,425
Tusten	27.5%	\$415	\$4,275,082
Rockland	22.0%	\$423	\$4,116,924
Thompson	21.3%	\$429	\$3,740,285
Fallsburg	20.4%	\$374	\$3,272,321
Liberty	21.2%	\$389	\$3,230,736
Callicoon	20.8%	\$416	\$3,186,047
Lumberland	23.9%	\$383	\$2,920,146
Highland	22.0%	\$423	\$2,918,445
Neversink	29.9%	\$359	\$2,091,263
Delaware	17.8%	\$355	\$2,056,579
Mamakating	24.4%	\$379	\$1,946,699
Fremont	21.2%	\$389	\$1,498,108
Cochecton	25.0%	\$265	\$1,481,993
Forestburgh	21.9%	\$473	\$695,537 ⁷⁷

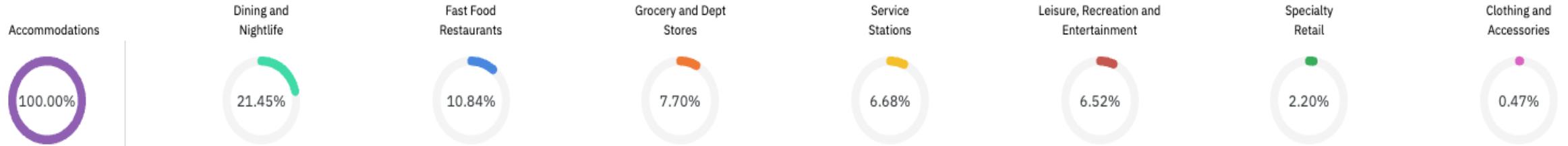
The logo for DATAFY is centered on a white rectangular background. It features a stylized 'D' icon on the left, composed of a purple-to-blue gradient with a light blue horizontal bar. To the right of the icon, the word 'DATAFY' is written in a bold, sans-serif font. The letters 'DATA' are in a purple-to-blue gradient, while 'FY' is in a solid light blue color.

DATAFY

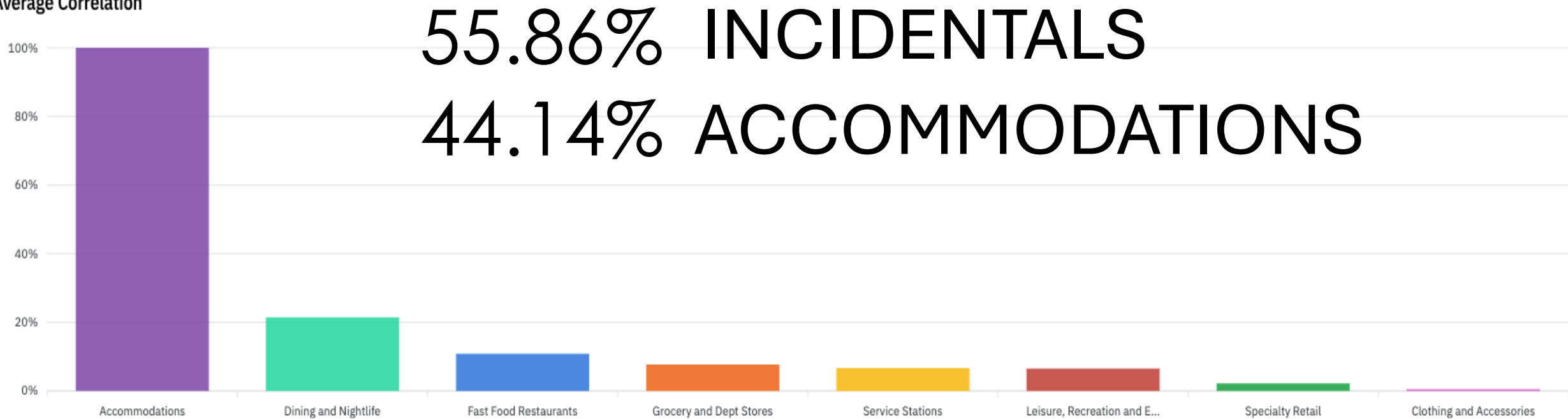
VISITOR SPENDING 2025

DESTINATION

Average Correlation



Average Correlation



55.86% INCIDENTALS
44.14% ACCOMMODATIONS

VISITOR SPENDING 2025

MONTICELLO

Average Correlation

Accommodations



Dining and Nightlife



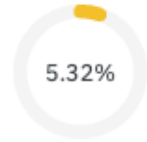
Fast Food Restaurants



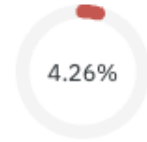
Leisure, Recreation and Entertainment



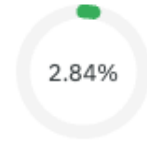
Grocery and Dept Stores



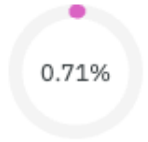
Specialty Retail



Service Stations

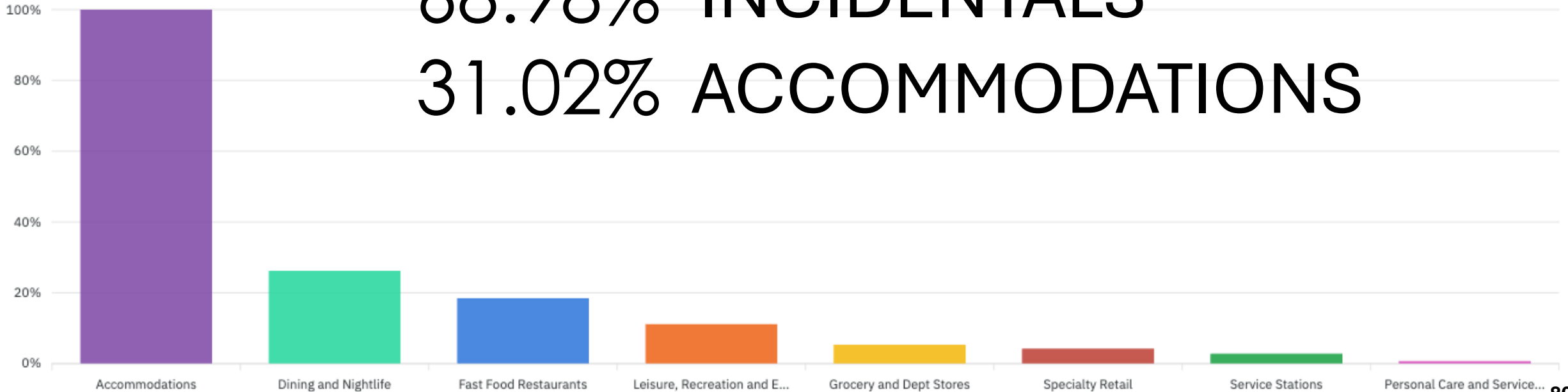


Personal Care and Services



Average Correlation

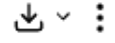
68.98% INCIDENTALS
31.02% ACCOMMODATIONS



VISITOR SPENDING 2025

LIBERTY

Average Correlation



Accommodations



Fast Food Restaurants



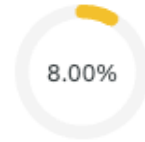
Service Stations



Dining and Nightlife



Grocery and Dept Stores

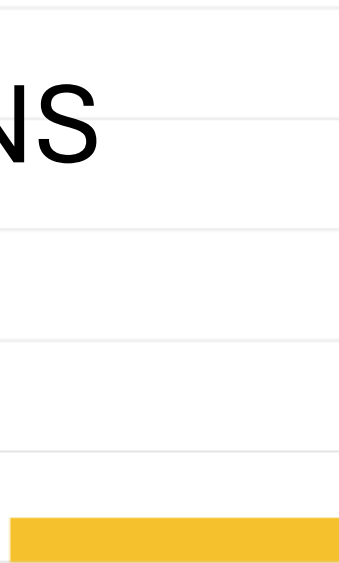
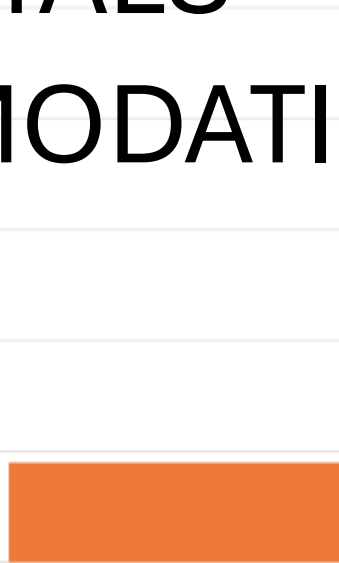
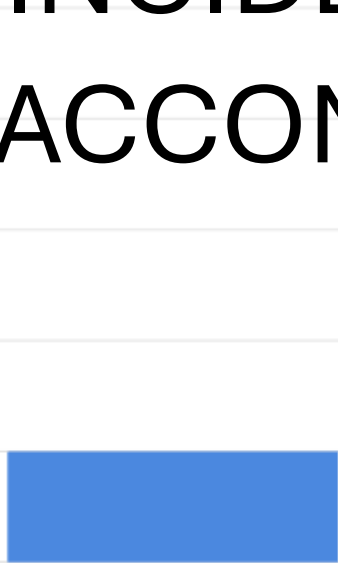
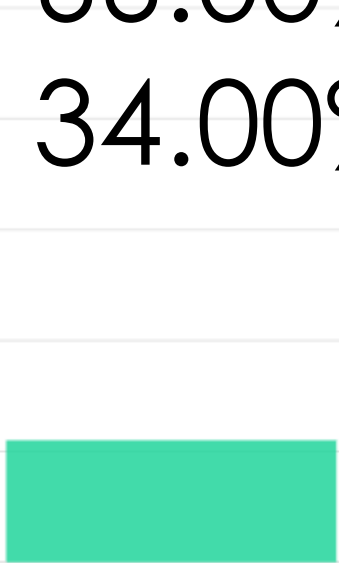
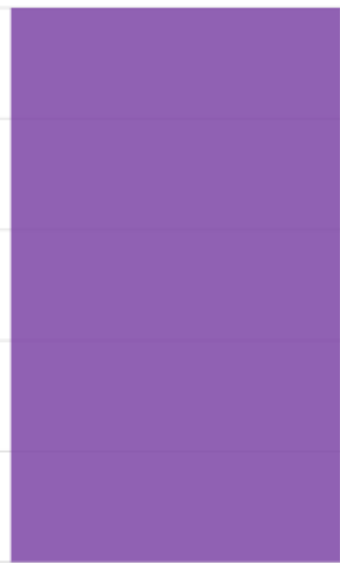


Average Correlation



66.00% INCIDENTALS
34.00% ACCOMMODATIONS

100%
80%
60%
40%
20%
0%



Accommodations

Fast Food Restaurants

Service Stations

Dining and Nightlife

Grocery and Dept Stores

VISITOR SPENDING 2025

ROSCOE

Average Correlation



Accommodations



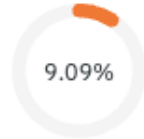
Dining and Nightlife



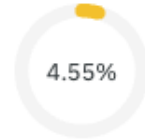
Service Stations



Grocery and Dept Stores



Specialty Retail



Average Correlation



59.09% INCIDENTALS
40.91% ACCOMMODATIONS

100%
80%
60%
40%
20%
0%



Accommodations



Dining and Nightlife



Service Stations



Grocery and Dept Stores



Specialty Retail

		% of Trips	% of Revenue	T2R Variance
▸ <input checked="" type="checkbox"/> Barryville, NY		33.19%	37.99%	4.80%
▸ <input checked="" type="checkbox"/> Bethel, NY		12.99%	10.21%	-2.78%
▸ <input checked="" type="checkbox"/> Bloomingburg, NY		4.40%	7.55%	3.15%
▸ <input checked="" type="checkbox"/> Burlingham, NY		9.96%	5.34%	-4.62%
▸ <input checked="" type="checkbox"/> Callicoon Center, NY		2.87%	3.60%	0.73%
▸ <input checked="" type="checkbox"/> Callicoon, NY		3.68%	3.17%	-0.51%
▸ <input checked="" type="checkbox"/> Claryville, NY		5.17%	3.05%	-2.12%
▸ <input checked="" type="checkbox"/> Cochecton, NY		5.81%	2.61%	-3.20%
▸ <input checked="" type="checkbox"/> Eldred, NY		3.12%	2.39%	-0.73%
▸ <input checked="" type="checkbox"/> Fallsburg, NY		3.48%	2.25%	-1.23%
▸ <input checked="" type="checkbox"/> Ferndale, NY		1.29%	2.10%	0.80%
▸ <input checked="" type="checkbox"/> Forestburgh, NY		3.51%	1.84%	-1.67%
▸ <input checked="" type="checkbox"/> Fremont Center, NY		2.21%	1.53%	-0.68%
▸ <input checked="" type="checkbox"/> Glen Spey, NY		2.36%	1.50%	-0.86%
▸ <input checked="" type="checkbox"/> Glen Wild, NY		2.89%	1.38%	-1.51%
▸ <input checked="" type="checkbox"/> Grahamsville, NY		1.96%	1.35%	-0.61%
▸ <input checked="" type="checkbox"/> Hankins, NY				
▸ <input checked="" type="checkbox"/> Harris, NY				
▸ <input checked="" type="checkbox"/> Highland Lake, NY				

Submittable 

Sullivan County Tourism Grant Program

Brought to you by Sullivan County & the Sullivan County Visitors Association

Sullivan County Tourism Grant Program 2026

Ends on Tue, Apr 14, 2026 11:59 PM

Technical Questions?

Check out the [Submitter Resource Center](#) or contact [Submittable Customer Support](#).

Applying on behalf of:

SULLIVAN COUNTY VISITORS ASSOCIATION

UEI: TAZNKWTXJBC9



Address: 100 SULLIVAN AVE, STE 2, FERNDALE, NY 12734, USA

[Change organization](#)

[Learn how to manage organization details](#)

Powered by SAM.gov © 2026 [SAM.gov](#)

Is the applicant in Sullivan County? (required)

Yes

No

Is the event or project taking place in Sullivan County? (required)

Yes

No

[Next](#)

Drafts may be visible to the administrators of this program.

Grant Program Guide

Everything you need to know about SCVA Tourism Grants, from eligibility to success metrics

How the SCVA Tourism Grant Program Works

The SCVA Tourism Grant Program represents a strategic reinvestment of lodging tax revenues collected throughout Sullivan County. Every dollar in our grant fund comes directly from visitors who stay overnight in our hotels, B&Bs, vacation rentals, and campgrounds - making this a true tourism-to-tourism investment cycle.

Our Investment Philosophy

We believe in measurable, sustainable tourism development. Rather than supporting one-time events or projects without lasting impact, we prioritize initiatives that build Sullivan County's reputation as a destination, create repeat visitation, and generate economic benefits for local businesses and communities.

Why We Require Reporting

Post-grant reporting isn't just paperwork - it's how we prove the value of tourism investment to our county partners, identify successful strategies to replicate, and continuously improve our funding approach. Your success stories become tools for securing future tourism funding.

As a general guideline, grant participation should not exceed approximately 20% of the total project cost.

Application Timeline

Understanding exactly what we fund in each category and how projects are evaluated

Roomnight-Focused Grants

The largest funding category because it directly aligns with our lodging tax revenue source. These grants must demonstrate clear overnight visitation impact.

Eligible Uses:

- Lodging-linked promotions or packages
- Event-driven campaigns with proven visitor draw
- Tech incentives for lodging data sharing
- Digital led ads with regional hospitality partners

Evaluation Criteria:

- Projected roomnight generation
- Strength of booking window and length-of-stay goals
- Inclusion of lodging partners
- Disposed methods for data capture and analysis

Reporting Requirements:

- Visitor zip-code data
- Hotel or lodging partner metrics
- Key Data Dashboard exports (or equivalent lodging-impact reporting)



SCVA Grant Program

Sullivan County Grant Program

Transform Sullivan County's tourism landscape with strategic grant funding

APPLY NOW

LEARN MORE

Four Strategic Funding Categories

Roomnight-Focused Grants

Drive overnight visitation through strategic lodging partnerships and marketing campaigns.

- Lodging-linked promotions
- Event-driven visitor campaigns
- Digital ad co-ops

Arts & Culture Enhancement

Amplify Sullivan County's arts scene to attract cultural travelers and off-season visitors.

- Visitor-focused exhibitions
- Artist residencies
- Multi-day arts festivals

Village, Hamlet & Micro-Brand Grants

Help local communities develop unique, visitor-facing identities and storytelling.

- Brand development
- Interpretive signage
- Walking tours & maps
- Local history projects

Events & Festivals Support

Seed, scale, or sustain high-quality events that increase visitor interest and extend stays.

- Production support
- Event marketing
- Logistics upgrades
- Safety improvements



Sullivan County Tourism Grant Program

Brought to you by Sullivan County & the Sullivan County Visitors Association

Welcome!

Please apply for **Sullivan County Tourism Grant Program 2026** below.

- **Due Date:** April 14, 2026
- **Review Period:** April 14 – May 11, 2026
- **Awards Announced:** May 15, 2026
- **Funds Distributed:** June 2026
- **Reports Due:** Within 60 days post-project

Tips on using Submittable:

- You will need to create a free Submittable account or sign in with Google or Facebook credentials to submit to these forms.
- You can [save a draft](#) of your work if you would like to finish filling out the form at a later date. There is an autosave feature, but you can also manually save your draft by clicking the button at the bottom of the form.
- Submittable works best on Google Chrome, Firefox, and Safari. Internet Explorer is not supported. Please make sure you are using a supported browser.
- We will follow up with you about your submission by email. Please be sure to [safelist](#) notification emails from Submittable and check the email you used to sign up for your Submittable Account regularly.

Technical Questions?

Check out the [Submitter Resource Center](#) or contact [Submittable Customer Support](#).

Sullivan County Tourism Grant Program 2026

Ends on Tue, Apr 14, 2026 11:59 PM

[Guidelines](#) ▾

Submit

SULLIVAN COUNTY VISITORS ASSOCIATION

UEI: TAZNKWTXJBC9 | Ferndale, NY

Organization details

Powered by [SAM.gov](#) ⓘ Last Profile Update: Monday, September 15, 2025

Organization Legal Name SULLIVAN COUNTY VISITORS ASSOCIATION	UEI Status Active	Cage Code 6NED7
Address 100 Sullivan Ave Ste 2 Ferndale, NY 12734 USA	Organization Type Non-Profit Organization, Business or Organization	Purpose of Registration Federal Assistance Awards
Tax or Governing Entity ID UEI: TAZNKWTXJBC9	State and Country of Incorporation NEW YORK UNITED STATES	Registration Expiration Date Jul 29, 2026 12:00 AM
	Excluded False	

Custom organization details ⓘ Hide empty data fields

No details to display. You can [visit the Custom Fields page to add and manage custom fields](#) for all organizations, then return to the Organization Record dashboard to add custom details.

[Edit custom fields](#)

Submissions

1

- New --
- In progress 1
- Accepted --
- Completed --
- Declined --
- Withdrawn --

[View all submissions](#)

Submitters









1

Sarah Halpern
Last login 03/24/2026
[1 submission](#)

Forms [View Your Site](#)

Initial Forms
Eligibility Forms
Request Forms
Internal Forms
Additional Forms
Reference Forms
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Pre-Award Last saved on Mar 13, 2026 11:52 AM	 
Initial Review Last saved on Mar 13, 2026 11:28 AM	 
Committee Application Review Form Last saved on Mar 13, 2026 11:22 AM	 
Declination Notes Last saved on Feb 27, 2026 11:50 AM	 

Smarter Forms
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[Get Started](#) [Not Now](#)

Notes

Add a note

Myself ⓘ

Add

Limit: 1000 characters



← Back to List < 1 of 66 > Ramp Fest New Initial Review Info Assign Label More

EVENTS & FESTIVALS LEGACY GRANTS

Project: Sullivan County Tourism Grant Program 2026

Submitted March 24, 2026

Submitter Profile

Shawn Lang
shawn@thefarmhouseproject.com

Eligibility Form

SCVA Tourism Grant Program Eligibility
Submitted on March 24, 2026

Initial Form: SCVA Tourism Grant Program Application

Ramp Fest
Submitted on March 24, 2026

Activity | Review | Messages | Awards

Type a note ...

Assigned Team Add

all | notes | assignments | ratings | labels

Tue, Mar 24, 2026 9:59 AM
Moved to **Initial Review** automatically

VIEWABLE BY SUBMITTER
Tue, Mar 24, 2026 9:59 AM
Automated submission response sent to **Shawn Lang**

Response:
(VIEWABLE BY SUBMITTER)
Dear Shawn Lang,
Your Sullivan County Tourism Grant submission, Ramp Fest, has been received!
To view your completed submission, visit [your Submittable account](#).
If you have any questions, please email grants@sullivancatskills.com
Thank you!
Sullivan Catskills Visitors Association

VIEWABLE BY SUBMITTER
Tue, Mar 24, 2026 9:59 AM
Submitted by **Shawn Lang**

Submittable Submissions Projects Forms Organizations Reports Funds More View Your Site

Dashboard

Projects: Sullivan County Tourism Grant Program 2026 (4 submissions) | Date Range: 02/22/2026 - 03/24/2026

Submissions
2

Submissions Over Time
Click and drag in the plot area to zoom in

Submissions By Label

Label	Percentage
50% Catalyst Grants	50%
50% Arts & Culture	50%
50% Legacy Grants	50%
50% Events & Festivals	50%

Submissions By Status

New: 100.0%

Submittable Submissions Projects Forms Organizations Reports Funds More View Your Site

Funds

All Funds | Transactions

\$153,797.00 Available
\$300,000.00 Total

\$146,203.00 Awarded
-- Paid

SCVA Tourism Grant 2025
\$146,203.00 Total Fund

-- Available ● \$146,203.00 Awarded -- Paid
moved \$3,797 to SCVA Tourism Grant 2026

SCVA Tourism Grant 2026
\$153,797.00 Total Fund

● \$153,797.00 Available ● -- Awarded ● -- Paid



here

Travel Magazine Media Kit

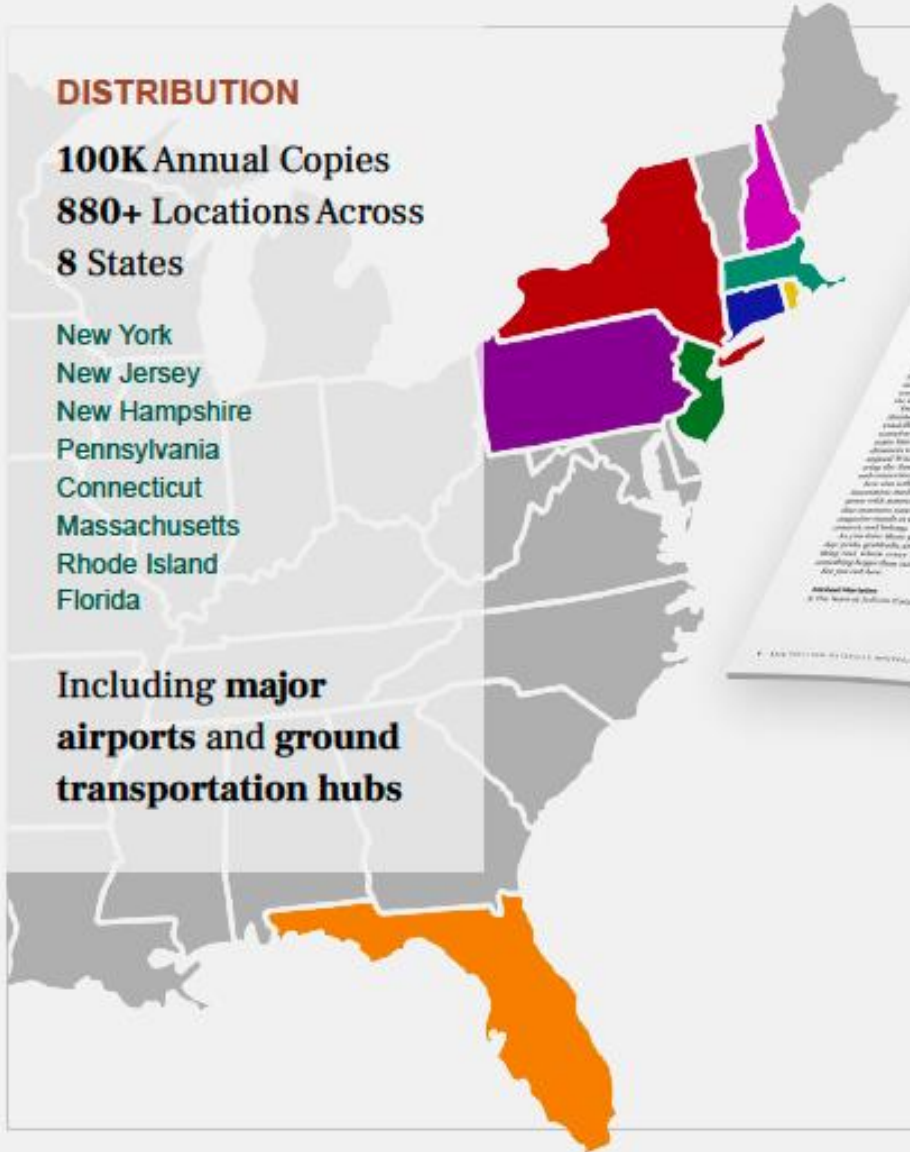
TO RESERVE AD SPACE CONTACT:
todd@ediblemanhattangroup.com or (845) 303-9466

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CLICK TO VIEW THE VOL. 1
DIGITAL EDITION



FREE BUSINESS LISTINGS

DESTINATION GUIDE

<https://sullivancatskills.com/travel-guide-submission/>

Travel Guide Listing Eligibility & Requirements

This form is **only open to businesses physically located in Sullivan County.**

The deadline to be considered for inclusion is 4/24/26.

To be included in the **Summer/Fall 2026 and the Winter/Spring 2026 Sullivan Catskills Travel Guide**, you **must complete and submit this form** by the stated deadline. Submission of this form is required for consideration.

Important: If your business was included in a previous Travel Guide, it **WILL NOT automatically appear** in the upcoming edition. **All businesses—new and returning—must submit this form** to be considered.

You will receive email updates from the Sullivan Catskills Visitors Association, including news, events, and travel stories. You can unsubscribe anytime. [Click here to see our \[Privacy Policy\]](#)

BUSINESS DIRECTORY

<https://sullivancatskills.com/business-submit/>

Submit a Business

Sullivan County businesses and nonprofits are invited to be included in our Business Directory. All entries are reviewed by the Sullivan Catskills Visitor Association before appearing on the site. Please allow up to 14 days for the approval process.

Business Name *

Address Line 1 *

Address Line 2

City *

Zip Code (NY only) *

Web Site

Business Phone



YOY WEBSITE Q1 ANALYSIS

AWARNESS & LOYALTY SURGING

TOTAL SESSIONS

 **17.9%**
74,080

TOTAL USERS

 **25.4%**
65,146

DIRECT

**Largest channel
by volume**
32,000

ORGANIC

 **110.8%**
13,222

We didn't just grow traffic – we expanded the market and strengthened the brand at the same time.

DECISION-STAGE DOMINANCE

MOBILE ORGANIC SESSIONS

↑ 142.2%
9,000

DESKTOP ORGANIC SESSIONS

↑ 76.7%
4,600

US Organic Sessions

↑ 80.3%
15,724

BOUNCE RATE

↑ 13.4%

We're not just getting found – we're getting chosen, in real time, on devices that drive decisions.

HOMEPAGE



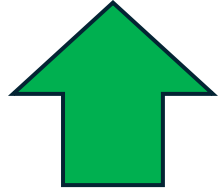
Stay

Play

Taste

Dream

Plan



232.5%

Every road leads to a story, every smile feels unscripted & every moment reminds you why you came.

[Start Your Story](#)



CONTENT EXPANSION

INDEXED PAGES

↑ 45%

LANDING PAGES

↑ 60%

EVENT CONTENT

↑ 80.3%

MULTIMEDIA INTEGRATION

↑ 40%

We didn't just add content – we multiplied how people find us.

CONTENT EXPANSION

PUBLISHED POSTS

↑ 70%

ARTICLE LENGTH

↑ 65%

CATEGORY TOPICS

↑ 50%

INTERNAL BLOG LINKING

↑ 60%

We stopped publishing posts and started capturing intent.

CONTENT EXPANSION

Themed Guides & Itineraries

Weekend itineraries, seasonal adventure guides, family-friendly trip ideas, romantic getaway planning, and outdoor recreation breakdowns now create a stronger path from inspiration to booking. Internal links connect attractions, lodging, and booking pages throughout, while keyword-rich headings strengthen organic visibility.

Dream AI – Personalized Trip Planning

A major innovation, the new Dream AI tool brings personalized trip planning to the site through custom recommendations, activity-based filtering, dynamic itinerary generation, integrated local business links, and real-time planning support — shifting the site from a passive content experience to an interactive, personalized planning platform.

Redesigned Stay Section

The Stay section now delivers richer, more structured lodging content with clearer categories for boutique hotels, resorts and spas, vacation rentals, bed and breakfasts, and campgrounds and glamping — helping visitors quickly find accommodations that match their travel style and budget.

We didn't just inspire trips – we made them easier to take.

REPORTING

Before:

- Limited content
- Fragmented planning
- Missed search demand
- Passive website

Today:

- Full search visibility
- Connected planning ecosystem
- Demand captured across all stages
- Active Conversion platform

We didn't just improve performance – we changed how demand is created and captured.

THE SHORT STORY

Content Expansion



More ways to be found

Blog + SEO



Capture intent at scale

Organic + Direct Growth



Demand is real and growing

Homepage + Pages



Traffic lands where it matters

Trip Planning Tools



Visitors turn into travelers

We didn't just build a better website – we built a system that creates, captures, and converts demand.

Thank you.

”Travel is fatal to prejudice, bigotry, and narrow-mindedness, and many of our people need it sorely on these accounts. Broad, wholesome, charitable views of men and things cannot be acquired by vegetating in one little corner of the earth all one's lifetime.”

– Mark Twain

