

## Update for March 2023

### Economic Development Committee

The SCVA is continuously and strategically seeking advanced marketing initiatives that reach new markets and creatively reintroduces our brand to existing markets. As spring is upon us and fishing and outdoor activities are being promoted, **May, brings major events to the Sullivan Catskills. Catskill Cuisine a first-time food festival is selling out for May 13<sup>th</sup>.** Following that we will once again host Tap NY and the Shad Festival. SCVA is exposing our local produce and spirits to new consumers driving new traveler dollars to our Sullivan Catskills. SCVA will aggressively and innovatively compete in the tourism marketplace to ensure that our destination is at the forefront of the traveler's mind.



### FAST FACTS FOR MARCH

- Over 50,000 of the 2023 Sullivan Catskills Travel Guides distributed through bulk outlets and individual requests.
- Facebook followers have reached over 54K with average engagement rate of 4.8% (industry standard .19%)
- Instagram followers have over 22.5K, 11% increase with engagement rate of 2.6% (Industry standard .62%)
- Influencer Program has increased impressions, followers, and profile visits to Instagram exponentially.
- Google analytics show over 82,000 page views since the first of the year.

### Highlights:

- Restaurant Week Kick-off Press event held at Catskill Fly Fishing Center
- Member Meet-Up at Callicoon Hills Conover Club-60 members attending with a waiting list.
- Spring OTT and cable commercials have started and will continue through May with a focus on hiking and biking, fly fishing and other outdoor activities.
- Host the County DMV the last Tuesdays of each month. This service optimizes the visitor centers community space.
- Spring Restaurant Week is in full swing with participating restaurants stating their numbers are up. 17 members are participating. With assistance from the SCVA, participating restaurants pay a fraction of the marketing costs.
- Discussions with Coach USA and participating stops will be ready for the summer run again stopping at major points in the County.
- New Website Update: framing is almost complete and will be ready for our spring visitors.
- New Website for [Catskill Cuisine – Catskill Cuisine \(catskill-cuisine.com\)](http://catskill-cuisine.com)
- Continue working with a videographer/storyteller/tour guide to build our video library.
- Final touches on new romance map of the Sullivan Catskills and excited to unveil listing our over 600 members.
- Continue work on redeveloping Beyond the Big Apple marketing initiative for international travelers. New developments will be ready for this year's IPW and new emerging markets seeking upstate NY experiences. America As You Like it and other international tour operators have purchased this itinerary.
- Collaborating with members on the Catskill Film Commission web site and is moving along nicely.
- 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.

### Meetings

- New York State Destination Marketing Organization Meeting and Albany advocacy meeting
- Regional Catskill Association Tourism Promotion Agency Meeting
- Sullivan O&W Rail Trail Alliance Meeting
- SCVA Marketing Meeting
- Social Educational Seminar for members
- New York State Director of Sales and Destination Marketing Organization meetings

#### **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**

Guiding paid advertising across print and digital advertising placements, SullivanCatskills.com and collateral material.

- **Work performed:**
  - Bi-weekly Zoom meetings with SCVA, Awestruck, and Core Creative
  - Writing and designing weekly Consumer E-Blast every Monday for Wednesday release
  - **Final Edit and Distribution to on-air cable and OTT Vendors of Spring TV ad:**
    - **DOWNLOAD LINK:**  
<https://www.dropbox.com/scl/fo/ha6xo24ym5w3etsahvr7h/h?dl=0&rlkey=aff73h5tmonpqrh0wb83bvrX>
  - Catskill Cuisine Creative Assets:
    - Logo Design
    - Sponsorship Dec
    - 3 versions of a Landing Page
    - Billboards (teasers, general promotion, individual chefs)
    - Social Post Graphics
    - Digital ad
    - Graphics for Bethel Woods Event Gallery
    - Concept Development including script and storyboard for TV ad
  - Website Home Page Updates for Spring (including Restaurant Week and Catskill Cuisine)
- **Print and Digital Ads and Advertorials Completed and Released:**
  - Happenings April Print Ad
  - NY Life Spring Print Ad
  - USA Today Summer Travel Guide Ad
  - USA Today GO Escape NE
  - Valley Table Eblast
  - Chronogram April Digital Ads
  - Edible Manhattan Print Ad
  - Chronogram April Print Ad
- **In Progress:**
  - Catskill Cuisine TV ad
  - May and June Chronogram Print ads
  - Mass Republican Q1 ad Q2 print, editorial and digital ads
  - VisitorFun.com Map Ad
  - Print ads for ByWays Magazine for April, June, October, December and (February 2024)
  - USA Today Ads: Pride Month, National Parks, Hunt and Fish Guide, Winter, Modern Woman
  - Catskills Confidential Ads May-November
  - SC Democrat, Summer, Fall, Winter, Hunting Ads
  - SC Chamber of Commerce Ad – Back Page (member pitch)





We have nearly two dozen suppliers and event planners eager to plan and flawlessly execute your wedding.

## **SULLIVAN CATSKILLS** **Go marry!**

### **Pledge your love, then throw a party.**

We'll make it extraordinary— large or small, formal or casual, traditional or contemporary. Say "I do," high on a hillside. Celebrate in a restored 19th-century barn, on the banks of a famous fly-fishing river, or in a grand ballroom. The food is farm fresh. The cocktails are handcrafted. Your love is forever.



**SullivanCatskills.com 1.800.882.CATS**  
This institution is an equal opportunity provider and employer.



**SULLIVAN  
CATSKILLS**  
**Go savor!**  
It's Restaurant Week! Who's hungry?  
Our Catskill-icious food and beverage scene is overflowing with goodness.

**MARCH 20 - APRIL 2**  
Farm-fresh, 3-course lunches, and dinners  
\$29.95 - \$44.95

Bernie's Holiday Restaurant • Billy's Derby • Blue Fox Motel  
Catskill Provisions • Cullaro • Conover Club • Koneara Hall  
Lulus • Piccolo Pizzeria • Scrimmy Hill Orchard & Ciderery  
Tavern on Main • The Arnold House • The Cabin • The DeBruce  
The Homestead Restaurant • Lounge • The Pickled Owl  
Western Inn & Supper Club

**CATSKILL  
CUISINE**  
SULLIVAN CATSKILLS MAY 12 & 13

A two-day foodie affair with local and celebrity chefs and farm-fresh seasonal ingredients at Bethel Woods Center for the Arts.

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**Go savor!**

Since and Kristen Hurlow Foster, Foster Supply Hospitality of the DeBruce, Arnold House Tavern, and Koneara Hall are a 2023 James Beard Foundation Semi-Finalist for Outstanding Restaurateur.

**Happy Trails, Bon Appetite, Cheers!**  
Visit the legendary Sullivan Catskills. Tour the Dove Trail—a tribute to the 1969 Woodstock festival. Sip on the Good Taste Craft Beverage Trail. Meander through dozens of hiking trails. When it's time to dine, imaginative chefs and creative mixologists rule the foodie scene.

**FULL-SERVICE RESORTS • BOUTIQUE INNS • VACATION RENTALS • RAMP FORAGING • GOLF**

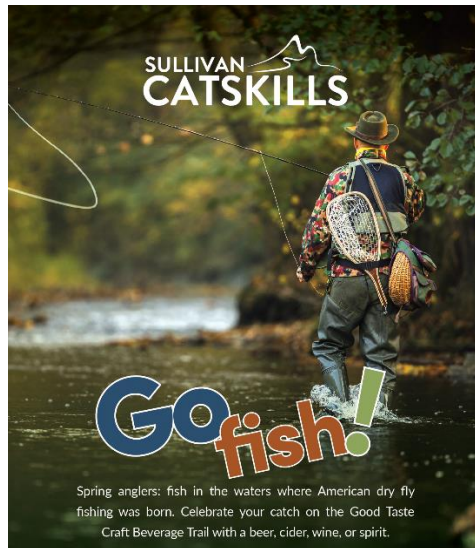
**CATSKILL  
CUISINE**  
SULLIVAN CATSKILLS MAY 12 & 13

A two-day foodie affair with local and celebrity chefs and farm-fresh seasonal ingredients.

**TAP**  
MAY 21 & 22

A two-day beer festival showcasing hand-crafted NY state beers and live music featuring The Wallers, Blues Traveler, and others.

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**CATSKILL  
CUISINE**  
SULLIVAN CATSKILLS MAY 12 & 13

**More Spring fun!** A two-day foodie affair with local and celebrity chefs and farm-fresh seasonal ingredients at Bethel Woods Center for the Arts.

Golf • Hiking • Hunting • River Trips and more



[SullivanCatskills.com](http://SullivanCatskills.com)

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Download  
our APP



Happy Trails and Bon Appetit! There's a whole lot of both in New York's Sullivan Catskills. Ploot down the Delaware River, tour the Dove Trail—a tribute to the 1969 Woodstock festival, meander through dozens of hiking trails, and fish in the waters where American dry fly fishing was born. Then it's time to dine. Our imaginative chefs and creative mixologists rule the foodie scene.

**Come experience it:**

**CATSKILL CUISINE**

MAY 12-13

BETHEL WOODS CENTER FOR THE ARTS

A two-day foodie affair with local and celebrity chefs and farm-fresh seasonal ingredients.

FULL-SERVICE RESORTS • BOUTIQUE INNS • VACATION RENTALS • MAPLE SUGARING • RAMP FORAGING • GOLF



**SULLIVAN  
CATSKILLS**

[SullivanCatskills.com](http://SullivanCatskills.com)

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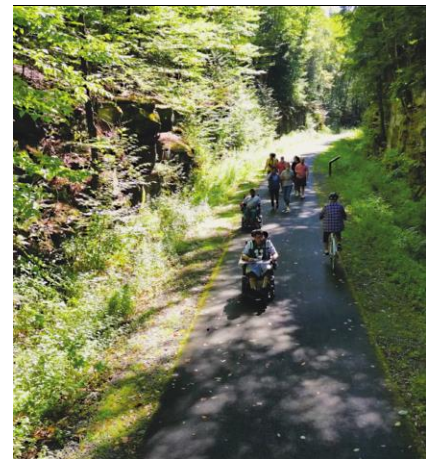




## Wet your whistle and bring your appetite to New York's Sullivan Catskills

**S**pring may be the time of plans and projects, but in New York's Sullivan Catskills, it's the time to feast. The first annual Catskills Cuisine happens on Mother's Day Weekend, May 12-13. This two-day food and beverage festival will celebrate the area's heritage with locally sourced provisions prepared by celebrity and local chefs. It will be held at Bethel Woods Center for the Arts—the historic site of the 1969 Woodstock Music and Art Fair.

This area, just 90 minutes from Manhattan, has been a popular getaway destination since the early 19th century when it built a legendary reputation for hospitality that still exists. Today, across nearly 1,000 square miles, there are full-service resorts, charming inns, and abundant outdoor pursuits. The area is full of modern-day makers and artisans and exudes a low-key vibe and small-town charm.



**Hurleyville Rail Trail**

## Facebook Pages - Sullivan Catskills

February 15th 2023 - March 15th 2023

### Overview

Key performance metrics

Impressions

272333

Engagement Rate

4.8%

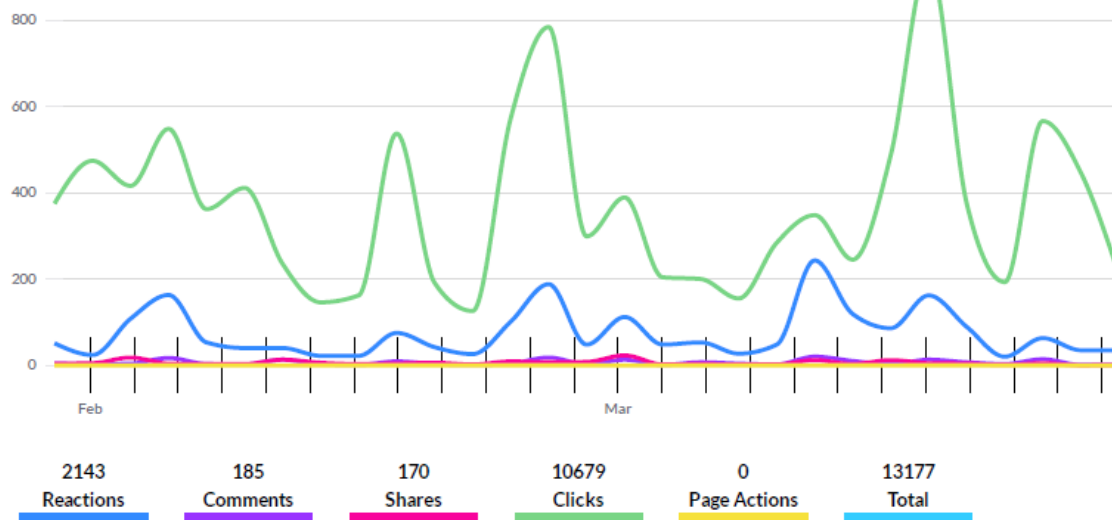
Total Engagement

13177

Change in Page Likes

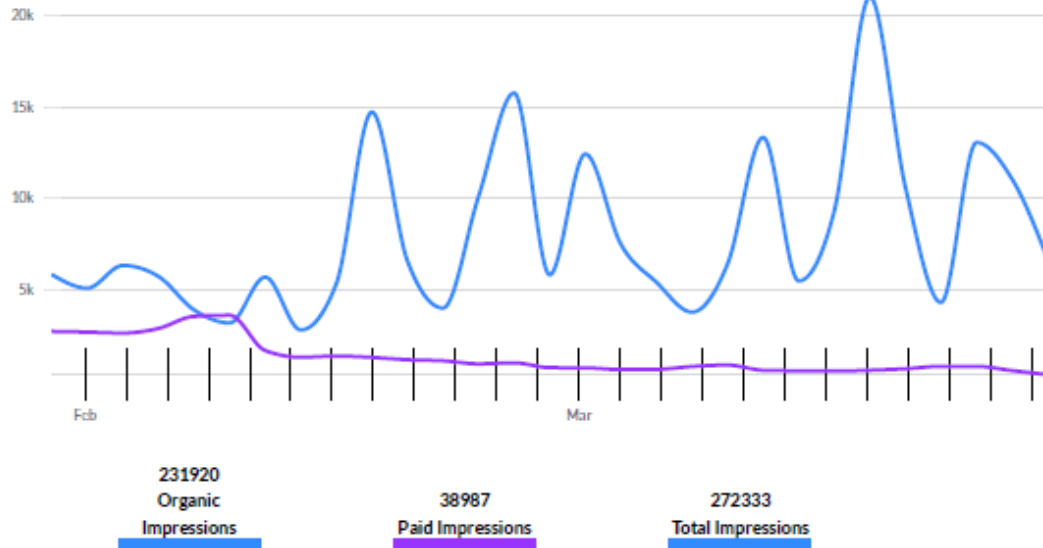
9

### Page Engagements

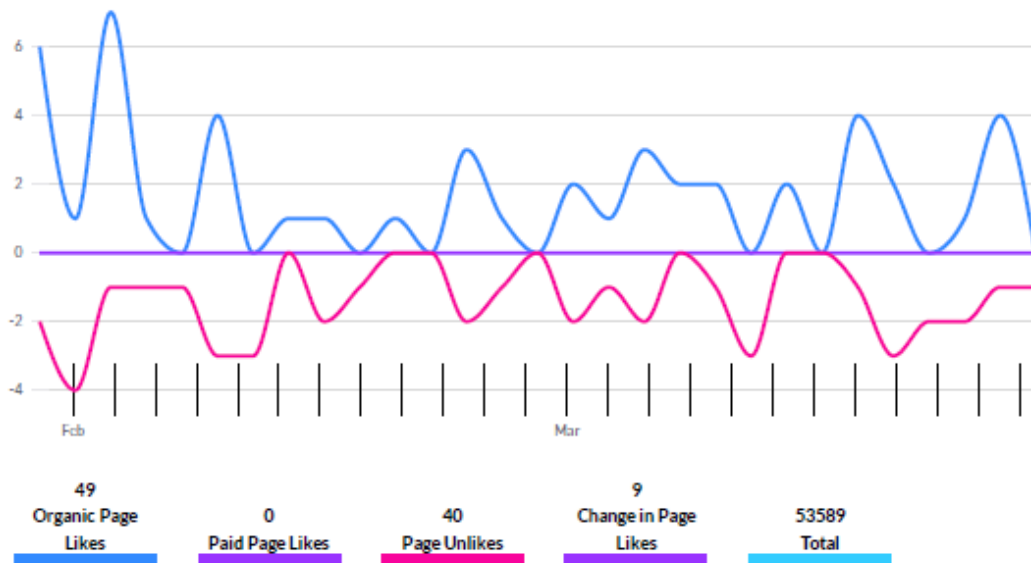




## Page Impressions



## Page Likes



## Post Performance

**Sullivan Catskills**  
Feb 27, 2023 2:59 PM

The Chatwal Lodge - The Catskills is your perfect cozy getaway located



Clicks	Reactions	Comments	Shares
1096	227	30	18
Reach	Impressions		
13549	13700		

**Sullivan Catskills**  
Mar 9, 2023 3:08 PM

We kicked off Hudson Valley/Catskills Restaurant Week



Clicks	Reactions	Comments	Shares
1133	87	4	16
Reach	Impressions		
13218	17591		

**Sullivan Catskills**  
Mar 10, 2023 1:16 PM



**CATSKILL CUISINE**  
A Food Festival at the Pinnacle Lodge in Narrowsburg

Clicks	Reactions	Comments	Shares
591	145	12	28
Reach	Impressions		
12360	12528		

**Sullivan Catskills**  
Mar 7, 2023 10:00 AM

Soaring high in the Sullivan Catskills. 🦅 @jerry.cohen on IG



Clicks	Reactions	Comments	Shares
264	338	24	19
Reach	Impressions		
10634	10916		

**Sullivan Catskills**  
Mar 13, 2023 12:33 PM



**CATSKILL CUISINE**  
A Food Festival at the Pinnacle Lodge in Narrowsburg

Clicks	Reactions	Comments	Shares
358	49	3	10
Reach	Impressions		
7694	7787		

**Sullivan Catskills**  
Feb 17, 2023 2:38 PM

Nothing beats sunset views from The Pinnacle Lodge in Narrowsburg



Clicks	Reactions	Comments	Shares
150	211	22	8
Reach	Impressions		
5787	5805		

**Sullivan Catskills**  
Mar 6, 2023 12:39 PM

Bethel Woods Center for the Arts and The CATBIRD Music festival



**CATBIRD**  
A Music Festival at the Pinnacle Lodge in Narrowsburg

Clicks	Reactions	Comments	Shares
223	57	7	14
Reach	Impressions		
5385	5385		

**Sullivan Catskills**  
Mar 2, 2023 12:00 PM

Calling all foodies! 🍴 Spend a day on the ground of the legendary 1969

**CATSKILL CUISINE**  
SATURDAY, MAY 13  
A Food Festival at Bethel Woods Center for the Arts



Clicks	Reactions	Comments	Shares
176	83	2	22
Reach	Impressions		
8306	8399		

**Sullivan Catskills**  
Feb 24, 2023 10:24 AM



Clicks	Reactions	Comments	Shares
218	19	1	0
Reach	Impressions		
3792	3792		

**Sullivan Catskills**  
Mar 1, 2023 4:05 PM

A Murder Mystery Dinner at The Eldred Preserve Dinner | Show |



Clicks	Reactions	Comments	Shares
160	15	0	10
Reach		Impressions	
4694		4737	

**Sullivan Catskills**  
Mar 7, 2023 4:53 PM

So many SMILES at Hurleyville General Store, stop in and say hello



Clicks	Reactions	Comments	Shares
146	33	2	0
Reach		Impressions	
2980		3015	

**Sullivan Catskills**  
Feb 21, 2023 12:23 PM

Beat the Winter Blues at Fly Fest! Catskill Fly Fishing Center and



Clicks	Reactions	Comments	Shares
102	45	13	18
Reach		Impressions	
5458		5688	

**Sullivan Catskills**  
Mar 2, 2023 9:54 AM

ADULT ED: WHEEL-THROWN POTTERY Wednesday, March 8.



Clicks	Reactions	Comments	Shares
107	21	7	7
Reach		Impressions	
4957		5135	

**Sullivan Catskills**  
Feb 17, 2023 10:06 AM

Today is the day- the @45th Annual 98.3 WSUL Heart-A-Thon at the



Clicks	Reactions	Comments	Shares
115	11	0	1
Reach		Impressions	
863		900	

**Sullivan Catskills**  
Feb 28, 2023 2:42 PM



Clicks	Reactions	Comments	Shares
108	17	0	0
Reach		Impressions	
1029		1081	

**Sullivan Catskills**  
Feb 24, 2023 10:05 AM



Clicks	Reactions	Comments	Shares
75	25	2	15
Reach		Impressions	
4434		4440	

**Sullivan Catskills**  
Feb 28, 2023 11:07 AM

Looks cozy ❄️🔥🔥



Clicks	Reactions	Comments	Shares
83	26	2	1
Reach		Impressions	
2719		2786	

**Sullivan Catskills**  
Mar 3, 2023 2:38 PM

On Saturday, March 4th, at 2 PM, Delaware Valley Arts Alliance



Clicks	Reactions	Comments	Shares
65	19	4	2
Reach		Impressions	
2809		2869	

# Instagram Business - Sullivan Catskills

February 15th 2023 - March 15th 2023

## Overview

Key performance metrics

Impressions

132076

Engagement Rate

1.6%

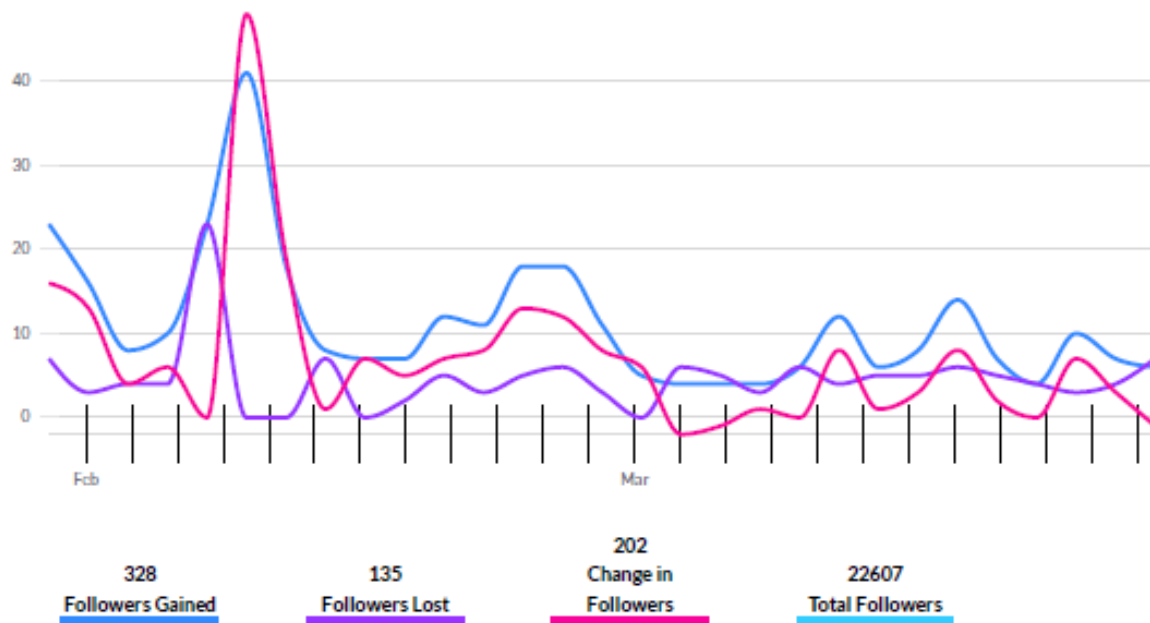
Story Impressions

53035

Change in Followers

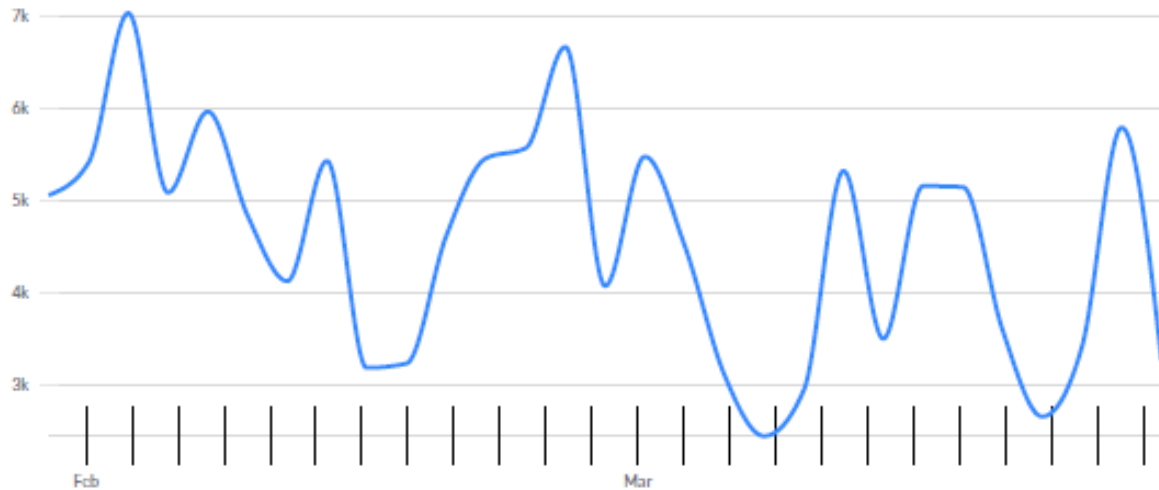
202

## Net Follower Growth Graph is in the Pacific Time (PT) time zone



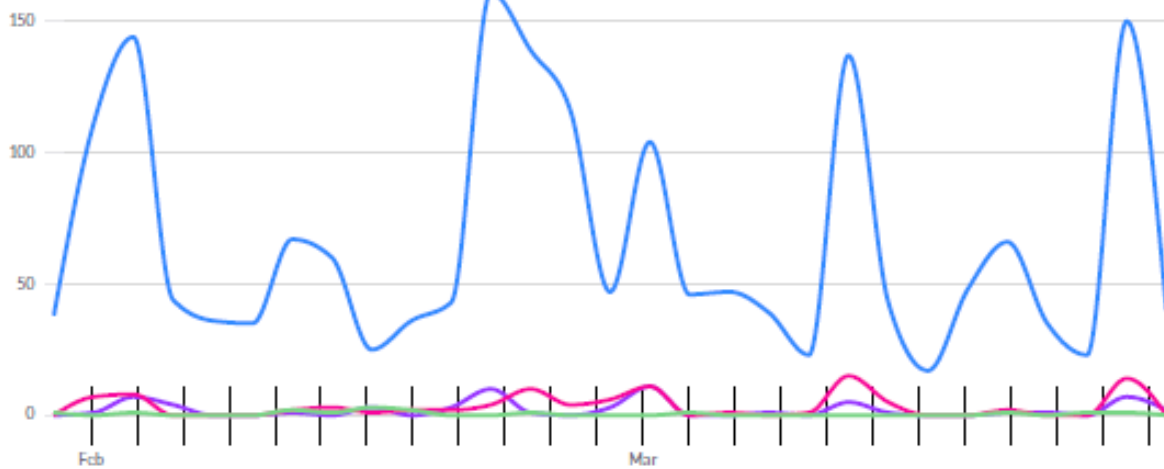


## Impressions



**132076**  
**Impressions**

## Engagements



**1920**  
**Likes**

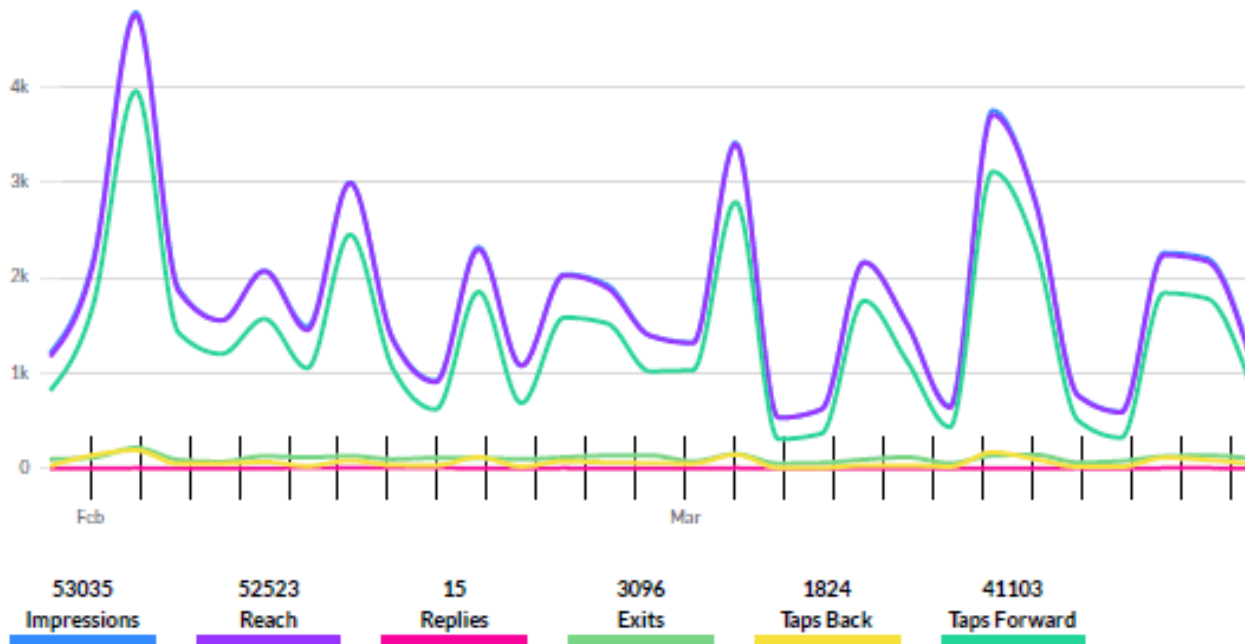
**62**  
**Comments**

**98**  
**Saves**

**15**  
**Story Replies**


**2095**  
**Total**

## Stories Performance



## Top Stories


**Sullivan Catskills**  
Feb 26, 2023 3:54 PM



Media Unavailable:  
We couldn't collect the media from this story, most likely because it was reshared content from another Instagram user's account.

Impressions	Replies	Reach
781	0	779
Taps Forward	Taps Back	Exit
462	11	69

**Sullivan Catskills**  
Mar 5, 2023 10:00 AM



WELCOME NEW MEMBER  
**SYNCHRONICITY GALLERY**

Impressions	Replies	Reach
618	0	618
Taps Forward	Taps Back	Exit
364	5	57

**Sullivan Catskills**  
Mar 12, 2023 10:00 AM

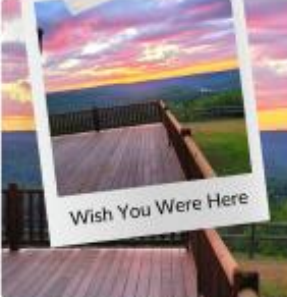
**CUISINE**  
SATURDAY, MAY 13  
A Food Festival at  
Bethel Woods Center for the Arts



Celebrity Chef  
Cooking  
Demonstrations  
Shopping, Music  
& More!

Impressions	Replies	Reach
596	0	587
Taps Forward	Taps Back	Exit
322	17	75


**Sullivan Catskills**  
Mar 4, 2023 10:00 AM



Wish You Were Here

Impressions	Replies	Reach
529	0	529
Taps Forward	Taps Back	Exit
306	5	50


**Sullivan Catskills**  
Feb 19, 2023 9:55 AM



Media Unavailable:  
We couldn't collect the media from this story, most likely because it was reshared content from another Instagram user's account.

Impressions	Replies	Reach
483	0	480
Taps Forward	Taps Back	Exit
311	8	30

**Sullivan Catskills**  
Feb 18, 2023 12:24 PM



Media Unavailable:  
We couldn't collect the media from this story, most likely because it was reshared content from another Instagram user's account.

Impressions	Replies	Reach
455	0	450
Taps Forward	Taps Back	Exit
268	5	24


**Sullivan Catskills**  
Feb 25, 2023 10:00 AM



Wish You Were Here

Impressions	Replies	Reach
452	0	452
Taps Forward	Taps Back	Exit
269	11	33

**Sullivan Catskills**  
Mar 1, 2023 3:08 PM



Media Unavailable:  
We couldn't collect the media from this story, most likely because it was reshared content from another Instagram user's account.

Impressions	Replies	Reach
434	0	433
Taps Forward	Taps Back	Exit
283	9	39

**Sullivan Catskills**  
Mar 13, 2023 10:00 AM



WELCOME NEW MEMBER  
**SPOTTED COW CAFE GRILL**

Impressions	Replies	Reach
431	0	429
Taps Forward	Taps Back	Exit
267	4	28

## Post Performance

**Sullivan Catskills**  
Feb 26, 2023 9:57 AM

You're in for a Pollinator Spirits treat! This Bonfire + honey rye



Likes	Comments	Saves
161	10	4
Engagement	Impressions	Reach
175	4526	4227

**Sullivan Catskills**  
Mar 14, 2023 4:28 PM

Us? Obsessed with The Arnold House? Yes, yes, we are. If you're in



**The Arnold House**

Likes	Comments	Saves
150	7	14
Shares	Plays	Reach
17	3975	3815

**Sullivan Catskills**  
Feb 17, 2023 2:38 PM

Nothing beats sunset views from The Pinnacle Lodge in Narrowsburg



Likes	Comments	Saves
144	7	8
Engagement	Impressions	Reach
159	2845	2598

**Sullivan Catskills**  
Mar 7, 2023 4:28 PM

POV: You spend your evening at The Kaatskeller. 🍷🍷 @chantillysongs



Likes	Comments	Saves
137	5	15
Shares	Plays	Reach
21	4151	3802

**Sullivan Catskills**  
Feb 27, 2023 2:59 PM

The Chatwal Lodge - The Catskills is your perfect cozy getaway located



Likes	Comments	Saves
139	1	10
Engagement	Impressions	Reach
150	3745	3466

**Sullivan Catskills**  
Mar 2, 2023 12:00 PM

Calling all foodies! 🍴 Spend a day on the ground of the legendary 1969

**CATSKILL CUISINE**  
SATURDAY, MAY 13  
A Food Festival at  
Bethel Woods Center for the Arts



Likes	Comments	Saves
104	11	11
Engagement	Impressions	Reach
126	3285	3045

**Sullivan Catskills**  
Feb 16, 2023 4:33 PM

Nothing better than summer in the Sullivan Catskills 🌲🍷



Likes	Comments	Saves
111	1	7
Shares	Plays	Reach
11	3090	2892

**Sullivan Catskills**  
Feb 21, 2023 4:28 PM

Let's have dinner with @byaimeekelly at Catskill



Likes	Comments	Saves
67	1	2
Shares	Plays	Reach
5	2526	2395

**Sullivan Catskills**  
Mar 11, 2023 11:06 AM

Snuggle up fireside with your loved one at Blue Quill Cabin by



Likes	Comments	Saves
66	1	2
Engagement	Impressions	Reach
69	2109	1951



**Sullivan Catskills**  
Feb 28, 2023 1:05 PM

Book Now, Unlock \$250! When you book three nights at a Red Cottage



Likes 62	Comments 0	Saves 4
Engagement 66	Impressions 2598	Reach 2389

**Sullivan Catskills**  
Feb 22, 2023 4:47 PM

Celebrate #NationalMargaritaDay at El Sombrero Restaurant Tex Mex



Likes 60	Comments 0	Saves 3
Engagement 63	Impressions 2442	Reach 2178

**Sullivan Catskills**  
Mar 1, 2023 4:28 PM


Dreaming of sunny days at Seminary Hill ☀️ @seminaryhillny...



Likes 47	Comments 2	Saves 6
Shares 8	Plays 2286	Reach 2022

**Sullivan Catskills**  
Feb 28, 2023 1:45 PM

Snow in the Sullivan Catskills ❄️



Likes 54	Comments 0	Saves 0
Shares 1	Plays 1726	Reach 1541

**Sullivan Catskills**  
Mar 8, 2023 2:38 PM

Which one of Pelkey's Tavern's specials is calling your name? 🍷 Let



Likes 43	Comments 1	Saves 5
Engagement 49	Impressions 1862	Reach 1404

**Sullivan Catskills**  
Mar 10, 2023 2:38 PM

Feed your hunger for delicious food at Annie's Ruff Cut 🍷



Likes 48	Comments 0	Saves 0
Engagement 48	Impressions 1820	Reach 1670

**Sullivan Catskills**  
Mar 4, 2023 9:54 AM

Come visit Buck Brook Alpacas, Inc. and see the alpacas. They'll take you



Likes 47	Comments 0	Saves 1
Engagement 48	Impressions 1240	Reach 1155

**Sullivan Catskills**  
Feb 25, 2023 3:30 PM

You can't go wrong with a burger and beer from The Western Inn 🍷



Likes 43	Comments 3	Saves 2
Engagement 48	Impressions 1954	Reach 1753

**Sullivan Catskills**  
Feb 18, 2023 11:11 AM

Celebrate #NationalDrinkWineDay with us today Bashakill Vineyards



Likes 44	Comments 4	Saves 0
Engagement 48	Impressions 1512	Reach 1370