



Update for July 2023

Economic Development Committee

June continued to be a busy month with requests from all over the nation and visitors coming to enjoy the outdoors, attractions, and Pride Month. SCVA attended and hosted a dinner at the annual TAP Dance travel conference, held for the first time in Rochester, NY from June 11-13, bringing over 115 tourism professionals to Rochester to learn about our beautiful region and connect them with other industry leaders to build their businesses. The SCVA's strategic marketing initiatives are reaching new markets outside of the traditional Metro NY, NJ, PA, and CT markets. SCVA is responding to a fast-growing national and international interest.

FAST FACTS

Digital Ads 5/15 - 6/15

Google Ads

- 389,023 impressions
- Search Campaign has an 8.34% CTR (Clickthrough rate) - industry standard is 4.4%
- Average CPC (Cost-per-click) is \$1.05 - Industry Standard is \$1.53
- 3,059 website clicks

Facebook Ads

- 180,643 impressions
- Facebook Campaign has a 4.38% CTR – industry standard is .90%
- Average CPC is .34 – industry standard is .63.
- 7,915 Website clicks

Facebook Organic

- 539,792 Impressions
- Average engagement rate of 6.67% - industry standard is .19%
- Top 3 posts:
 - The Borscht Belt Historical Marker Project
 - Cochection Pump House
 - The Livingston Manor Chamber of Commerce

Instagram Organic

- 140,286 post impressions
- 44,813 story impressions
- Average engagement rate of 14.24% - industry standard is .91%
- Top 3 Reels:
 - Catskill Cuisine Recap
 - 9,391 Plays
 - 378 Likes
 - 18 Comments
 - 105 Shares
 - 21 Saves
 - Festival of the Founding Fish
 - 5,058 Plays
 - 115 Likes
 - 3 Comments
 - 39 Shares
 - 4 Saves
 - Oh, the Places You'll go.
 - 3,620 Plays
 - 103 Likes
 - 4 Comments
 - 9 Shares
 - 6 Saves
- Top 3 Posts:
 - Cohecton Pump House
 - Time Warp Records Callicoon
 - Monticello Bagel Bakery

Highlights:

- **Hosted the 2nd Quarter meeting of the New York State Destination Marketing Organization at the Kartrite Resort.**
- **Attended I Love NY Summer Media Night in NYC to meet with over 60 travel writers and influencers.**
- **Attended ESSAE conference in Albany to meet with 55 NYS meeting planners.**
- **Attended Tap Dance in Rochester meeting with 40 Tourism professionals.**
- **Preparation for Fall Press Trip—expected up to 6 travel writers from prestigious publications.**
- **4 Dove unveilings at Arthur's Acres, Animal Hospital of Sullivan County, Rent My Escape, and Sullivan County Dramatic Workshop.**
- **Met with Frederick, the owner of the new Bar Veloce in Narrowsburg to discuss membership and partnership opportunities.**
- **Attended 1st year Anniversary ribbon cutting at the new Hampton Inn in Monticello. Immediately afterwards scheduled a meeting to discuss membership benefits and their essential role in the Sullivan Catskills travel and tourism industry.**
- **Attended "Grand Opening" ribbon cutting at Decant in Hurleyville.**

- Summer OTT and cable commercials are running from mid-June through September with a focus on outdoor activities, hiking and biking, fly fishing, farm to table, concerts, and attractions.
- Host the County DMV the last Tuesdays of each month. This service optimizes the visitor center's community space.
- Coach USA has started the summer run stopping at major destination points in the County (i.e., Kartrite, Resorts World Catskills, and Villa Roma).
- New Website Update: framing is almost complete and will be ready for our visitors very soon.
- Continue working with a videographer/storyteller/tour guide to build our video library.
- Finishing touches on new romance map of the Sullivan Catskills and excited to unveil listing of our over 600 members.
- Collaborating with members on the Catskill Film Commission website and is moving along nicely.
- Continued discussion on innovative marketing initiatives grants through NYS and sharing the process with members who may qualify.
- Collaborating with communities and local organizations to collaborate teams and promote their events.

Meetings

- New York State Destination Marketing Organization at the Kartrite
- Regional Catskill Association Tourism Promotion Agency Meeting
- Sullivan O&W Rail Trail Alliance Meeting
- SCVA Marketing Meeting
- Social Media Educational Seminar for members
- New York State Director of Sales meeting
- TAP—a national organization for tour operators—met with 40 tour operators.
- Essae, Albany. Met with over 50 meeting planners.

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

Travel Stories

Total Impressions to Date: 1,061,035,617

Total Ad Equivalency to Date: \$9,793,186

May 26, 2023	Sullivan County Democrat	<u>SCVA celebrates successful month</u>	Editors	Online	TBD	22,000	204
May 28, 2023	Macaroni KID	<u>Catskill Cuisine 1st Annual Festival at Bethel Woods! Macaroni KID Northwest Bergen</u>	Elise Posniack	Online	Core Creative	858,000	7,937
June 5, 2023	Travel + Leisure	<u>This New Glamping Retreat in New York's Catskills Has 5 Restored Vintage Campers and Wants to Make the Outdoors More Inclusive</u>	Kristine Hansen	Online	Core Creative	16,400,000	151,700
June 8, 2023	Vogue	<u>How I Discovered Fly Fishing Is More Relaxing Than a Massage</u>	Devorah Lev-Tov	Online	Core Creative	19,600,000	181,300
June 8, 2023	Mid-Hudson News	<u>Sullivan Catskills Dove Trail grows</u>	Editors	Online	TBD	474,000	4,385
June 11, 2023	Star Advertiser	<u>The Call of the Catskills</u>	Amy Thomas	Online	TBD	2,700,000	24,975
June 11, 2023	WRRV	<u>A Piece of The Modern West in Washingtonville New York</u>	Paty Quin	Online	TBD	330,000	3,053
June 11, 2023	Hudson Valley Post	<u>A Piece of The Modern West in Washingtonville New York</u>	Paty Quin	Online	TBD	1,900,000	17,575
June 17, 2023	River Reporter	<u>Hampton Inn Monticello celebrates one-year anniversary</u>	Editors	Online	TBD	43,700	404
June 21, 2023	Untapped	<u>6 Charming Catskill Towns for a Summer Getaway from NYC</u>	Rebecca Olshan	Online	TBD	551,400	5,100

Top Performing Posts

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Message: Enjoy delicious food and treats under the stars at Cocheton Pump House! 🍷 🍴 You won't find an experience like this anywhere else...

Impressions	Reach	Likes
6,612	6,359	456



Message: Get ready to rock with Time Warp Records Calicoon! 🎵 🎸 With their amazing selection of music records, you won't want to miss out on...

Impressions	Reach	Likes
3,801	3,642	132



Message: Start your day off at Monticello Bagel Bakery with one of their delicious bagels and some freshly-brewed coffee - there's nothing better...

Impressions	Reach	Likes
3,229	3,036	155



Message: Escape to a world of peace and relaxation at Kadampa Meditation Center New York in the Catskills! 🌿 🧘 Their Buddhist...

Impressions	Reach	Likes
3,174	2,980	82



Message: Milkweed Oat Milk Gelato is a humble oat milk gelato camper right outside The Kaatskeller in Livingston Manor. 🍦 They're local,...

Impressions	Reach	Likes
2,665	2,494	122



Message: When you stay at Kenoza Hall, make a SPLASH in their outdoor swimming pool! 🏊 ☀️ Summer is right around the corner - let's make it ...

Impressions	Reach	Likes
2,521	2,363	65



Message: The Heron Restaurant is reopening on June 17! Try their homemade Gravlax recipes available in 3 tasty forms to tantalize your...

Impressions	Reach	Likes
2,464	2,322	69



Message: Nothing screams 'yum!' like a delicious meal from @TangoCafeHurleyville! 🍴 📍 : @tangocafehurleyville . . #catskills...

Impressions	Reach	Likes
2,253	2,063	56



Message: Come experience the ultimate pampering session at Crystal Life Spa at Resorts World Catskills! 🧖🏻 From massages to facials and body...

Impressions	Reach	Likes
2,192	2,057	45



Message: Come see our furry friends at Buck Brook Alpacas, Inc.! Their farm is the perfect place to bring your family for a memorable day...

Impressions	Reach	Likes
2,162	2,046	81



Message: At Forestburgh Playhouse, they celebrate Pride 365 days a year! But, they are especially excited to offer programming this Spring, Summe...

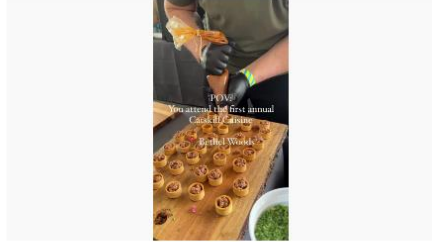
Impressions	Reach	Likes
2,040	1,917	68



Message: Rise and shine! Start your day with a delicious breakfast at Kenoz Hall. ☀️ 📍 . . #catskills #mysullivancatskills #sullivancounty...

Impressions	Reach	Likes
1,980	1,885	71

Top Performing Reels



Message: We're still daydreaming about @catskill_cuisine last Saturday! Were you with us at the first annual food festival? We want to see your...

Plays	Likes	Saved	Shares
9,402	378	21	105



Message: @upperdelawareshadfest- the Festival of the Founding Fish, returns to Narrowsburg's Fort Delaware on Saturday, May 20! In the...

Plays	Likes	Saved	Shares
5,064	115	4	39



Message: Oh the places you'll go in the Sullivan Catskills. @thekaatskeller @villaromaresort @kartriteresort

Plays	Likes	Saved	Shares
3,633	103	6	9



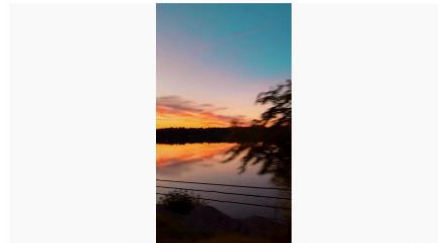
Message: Splash into adventure this Spring at @thekartrite - New York's BIGGEST Indoor Waterpark located right here in the #sullivancatskills. ...

Plays	Likes	Saved	Shares
3,032	61	3	20



Message: It's time to plan your spring getaway to the Sullivan Catskills! ... #catskills #mysullivancatskills #sullivancountyny...

Plays	Likes	Saved	Shares
1,821	52	3	8



Message: Don't call us We're busy traveling in the Sullivan Catskills @katiedreamcatcher... #catskills #mysullivancatskills...

Plays	Likes	Saved	Shares
1,269	58	0	2

05/15/2023 - 06/15/2023

Over The Top commercials

CTV

983,913 Total Impressions
98.48% Completed View Rate

Companion Display

668,643 Impressions
695 Direct Clicks
0.11% Click Through Rate

Facebook Posts

Top Performing Posts



Message: The Borscht Belt Historical Marker Project unveiled its first historical marker today at the Ethelbert B Crawford Library in Monticello...

Impressions	Clicks	Engagement
22,226	1,911	2,590



Message: Enjoy delicious food and treats under the stars at Cochection Pump House! 🍷 🍰 You won't find an experience like this anywhere else...

Impressions	Clicks	Engagement
22,651	1,313	1,598



Message: The Livingston Manor Chamber of Commerce unveiled a new way finding sign in Livingston Manor today. The new walking map is...

Impressions	Clicks	Engagement
10,480	1,204	1,333