

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. Consumers need to see an advertised product 3-5 times before they “buy”. Tourism is very competitive as destinations throughout the country seek new consumers to drive traveler dollars to their hometowns. However, the SCVA team aggressively and innovatively is competing in their marketplace to ensure that our destination is at the forefront of the traveler’s mind.

FAST FACTS FOR FEBRUARY

- **Over 40,000 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 2.6% (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 52,000 page views since the first of the year.**

Highlights:

- **SCVA sponsored the 45th WSUL Heart-A-Thon and helped raise a record breaking \$105k.**
- **Received the final report for the Destination Optimization through Google conducted by our partner Miles Partnership. See addendum report for updates.**
- **SCVA hosted a Catskills Legislative Reception with New York State Hospitality and Tourism Association-90 businesses attended to discuss local and state Hospitality issues. Congressman Marc Molinaro and Assemblywoman Aileen Gunther addressed the attendees.**
- **SCVA staff presented at and sponsored the Sullivan Chamber Breakfast at Hurleyville Arts Center, with up to 70 Chamber businesses in attendance.**
- **American Bus Association Marketplace in Detroit meeting with over 70 tour operators from across the nation.**
- **Host the County DMV the last Tuesdays of each month. This service optimizes the visitor centers community space.**
- **Planning for Spring Restaurant Week, March 20-April 4-17 members are participating. With assistance from the SCVA, participating restaurants pay a fraction of the marketing costs.**
- **Discussions with Coach USA to start the summer run again stopping at major points in the County.**

- **Attended Empire Golf Show in Albany**
- **New Website Update: framing is almost complete and will be ready for our spring visitors.**
- **Spring OTT and cable commercials will start in March with a focus on hiking and biking, fly fishing and other outdoor activities.**
- **Continue working with a videographer/storyteller/tour guide to build our video library.**
- **Conducted additional workshop with Alon Marketing. Met international and domestic travel buyers to build itineraries that will capture additional mid-week and shoulder season business. 30 member businesses attended and SCVA team connected with 20 tour operators.**
- **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.**
- **SCVA continues preparations to launch the Catskill Cuisine program for Spring 2023. We secured top celebrity chefs to do cooking demonstrations and meet & greet.**
- **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

- REAP Meeting
- New York State Destination Marketing Organization Meeting and Albany advocacy meeting
- Regional Catskill Association Tourism Promotion Agency Meeting
- Short-Term Rental Pilot Program virtual workshop
- Sullivan O&W Rail Trail Alliance Meeting
- SCVA Marketing Meeting
- Social Educational Seminar for members
- Member educational workshops & onboarding sessions
- 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: 2022 Social Highlights and Google Optimization Report

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

ORGANIC SOCIAL STATISTICS

FACEBOOK

- New page likes – 7,428 vs 3,778 in 2021 **an increase of 96%**
- Engaged Users– 175,591 vs 107,807 in 2021 **an increase of 62%**
- Average Engagement rate of 2.6% – **Industry Standard for Facebook is .19%**
- Page Clicks – 204,853 vs. 107,515 in 2021 **an increase of 90%**
- Impressions – 5,211,569 vs 4,239,878 in 2021 **an increase of 22%**

INSTAGRAM

- Overall account engagements – 35,574 vs 24,987 in 2021 – **20% increase**
- Average Engagement Rate of 2.2% – **Industry standard for Instagram is .62%**
- Total followers on Instagram – 22,134 vs 19,975 in 2021 – **11% increase**
- Instagram Story Reach – 79,954 vs 17,250 in 2021– **363% increase**
- Instagram Story Impressions – 81,159 vs 17,379 in 2021 – **366% increase**

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INFLUENCER PROGRAM HIGHLIGHTS

- **Rachael Austin**
 - SCVA Instagram **Impressions increased by 98%, reach increased by 72%, and engagement increased by 122%** due to Rachael's content
- **Katie Burak**
 - Her reel **reached 57,000+ accounts**, profile visits to the SCVA Instagram page **increased by 68%**
- **Ammoray Morcano**
 - Her reel reached 118,000+ accounts, 226 followers gained, **profile visits increased by 260%**
- **Vicki Rutwind**
 - Her content drove 111 new followers, **50,000+ accounts reached** during Vicki's visit and posting period
- **Aimee Kelly**
 - Her static post reach over 8,000+ accounts, her content drove over 75+ new followers, **65,000 impressions to the SCVA Instagram** page during her stay and posting period

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DIGITAL HIGHLIGHTS - FACEBOOK ADS

Overall users to the website from social channels is up **10% YOY**

Users ?	New Users ?	Sessions ?
9.94%  80,609 vs 73,321	11.92%  78,309 vs 69,970	11.69%  94,033 vs 84,193

SOCIAL ADS:

- AD spend up 108% YOY
- CTR up 32%
- Clicks up 395%
- Impressions up 273%

RESULTS BY CAMPAIGN

Campaign	Results
Awestruck Engagement Campaign Post Eng...	17,882 Post Engagements
Traffic Campaign	10,537 ⁽²⁾ Landing Page Vie...
Page Like Campaign	5,265 Page Likes
Contest Traffic Campaign - SCVA	956 Link clicks

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DIGITAL HIGHLIGHTS - GOOGLE ADS

SEARCH:

- Impressions **up 59% at 2.63M**
- Clicks **up 56% at 65.4k**
- CPC down 7% at an average of .54 - **Industry standard is \$1.63**
- CTR at an average of 8% - **Industry average is 3%**
- Traffic to the website from paid search **up 37% YOY**

DISPLAY:

- Impressions up 137%
- Clicks up 74%
- CPC down 8%

Data is 1/1/2022-1/31/2023 vs STLY

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OTT 2022 RECAP

Top 10 Zip Codes served

- 11226 (Brooklyn)
- 11207 (Brooklyn)
- 11236 (Brooklyn)
- 11234 (Brooklyn)
- 06606 (Bridgeport)
- 10456 (Bronx)
- 06511 (New Haven CT)
- 11212 (Brooklyn)
- 10312 (Staten Island)
- 11221 (Brooklyn)

Premier Content Samples

- National Geographic
- Comedy Central
- CBS News
- Paramount
- ESPN
- NFL Network
- HGTV
- Fox
- Peacock
- Hulu
- HBO Max

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OTT 2022 RECAP

OTT (Cross Device)

2,328,589 impressions served
Completed View Rate 97.7%

**DIRECT TRAFFIC TO THE SITE IS UP
22.2% - WHICH CAN BE CORRELATED
TO OTT ADVERTISING**

CTV (SMART TV Specific)

1,941,889 impressions served
Completed View Rate 97.03%

(direct) / (none)	
Jan 1, 2022 - Dec 31, 2022	70,730 (26.55%)
Jan 1, 2021 - Dec 31, 2021	57,879 (20.88%)
% Change	22.20%

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SULLIVAN CATSKILLS

**Destination Optimization
Sullivan Catskills Results**

Prepared for Sullivan Catskills Visitors Association

FEBRUARY 2023

New York State TOURISM Industry Association

"This project is supported by a grant awarded to NYSTIA by New York State's Empire State Development and the I LOVE NY Division of Tourism under Governor Kathy Hochul's Regional Economic Development Council Initiative"

miles PARTNERSHIP

Why **DESTINATION OPTIMIZATION?**

The purpose of Destination Optimization is to
expand the role of DMOs to organically
influence more touch points
across major travel-planning platforms.



Program Results



Top Photo: Albella Restaurant

Total Photo Contributions: 235

Total Photo Views: 1,357,221

Results Summary

- Sullivan Catskills is a **Level 5 Local Guide** with **288 contributions**.
- Miles **matched 515 businesses and attractions** to Google Business listings during our original audit.
 - There were over 218 missing data points from incomplete listings. Our team researched missing data, then suggested listing edits. We have re-audited these listings since *missing data activation*.
 - There was an **8% increase in the number of complete listings**. **Completeness** for listings within the market has improved from **69% to 77% percent**.
 - There was a **7% decrease in unverified listings**; Listings for the market have gone up to **74% verified** from 73%.
 - Since the original audit, we've found **two new listings**.



Program Review

Photo Performance

Miles has continued adding image content through the Sullivan Catskills Local Guide Account.

To date, there are **235 photo contributions** total and over **one million image views**.

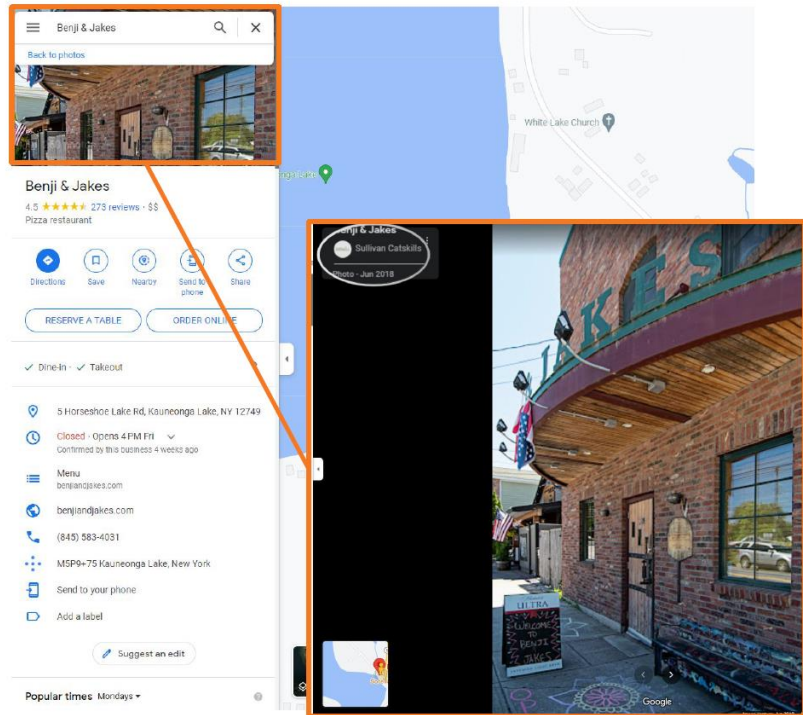
The most popular has gained **717,321 views** since mid-October.

Program Review

Photo Performance UGC to Cover Image

Benji & Jakes is a great example of how your images can become highly visible within Google's products. The image seen here has surfaced as the cover photo for the listing.

Continue adding image assets to business listings and "general photos" to Google Maps.

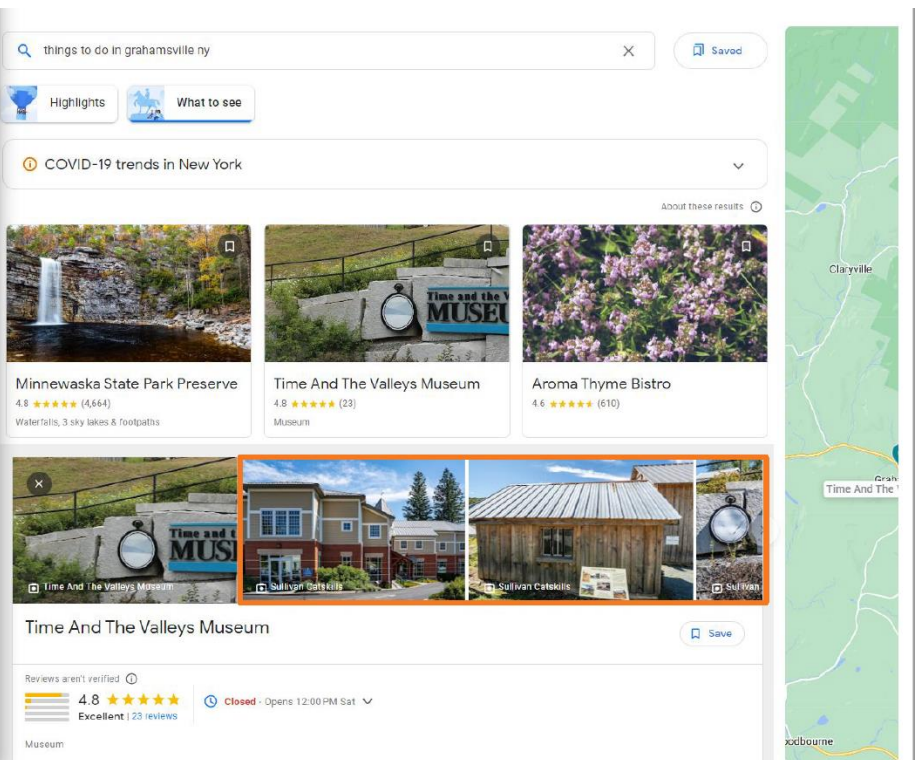


Program Review

Photo Performance Google Travel

There are other highly visible places for photos to appear within Google products.

Popular images may appear within *Google Maps* or in *Google Travel* like these photos of **Time and The Valleys Museum**.



Program Review



Cellaio
888 Resorts World Dr, Monticello, NY 12701



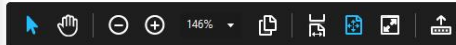
The Arnold House
839 Shandeleo Rd, Livingston Manor, NY 12758



TOP 5 PHOTOS BY VIEWS

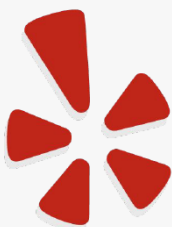
PLACE/LISTING	# OF VIEWS (February)	COVER PHOTO
Albella Restaurant	717,458	Yes
Benji & Jakes	170,577	Yes
The Arnold House	125,349	Yes
Cellaio	58,063	Yes
Beaverkill Valley Inn	48,597	Yes

Continue photo contributions with the Sullivan Catskills Local Guides account as new assets become available. Remember, you can also add



What's New

New Research Business Reviews

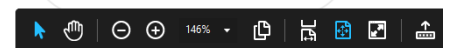
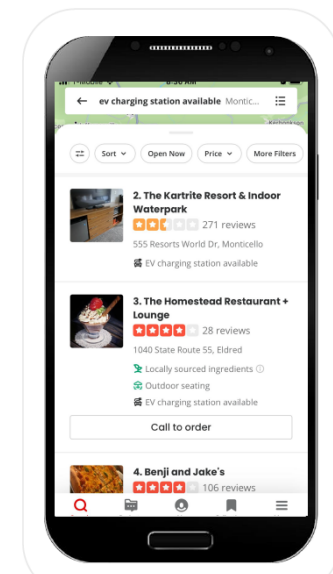


According to *Expedia Group's Q4 2022 Traveler Insights Report*, **sustainability** is a recurring theme in Travel Reviews

Popular review terms include:

- Renewable energy
- LED light bulbs
- Electric car charging
- Single-use plastics
- Recycling

Yelp must be paying attention because they have added new eco-friendly attributes like **"EV charging station available"** and **"plastic free packaging."**





2022 TELEVISION SUMMARY

Plan Parameters

Campaign Goal:

- Spread awareness of the many things to do and see throughout the Sullivan Catskills region

Target Audience & Geography

- **Target Audience:** Adults, age 25+...skew families with young children
- **Income:** \$75,000+ Household Income
- **Geography:**
Primary - New York City and surrounding areas such as Bergen County, NJ
Secondary - New York DMA



2022 Flight Dates:

- Winter: 1/3-2/20 (7 weeks)
- Spring: 4/18-6/19 (9 weeks)
- Summer: 7/11-9/11 (9 weeks)
- Fall: 9/19-10/30 (6 weeks)
- Winter: 11/28-12/31 (5 weeks)

Total of 36 weeks



Recommended Advertising Tactics:

- Local Cable
- Broadcast

ACTIVITY:

TOTAL # WEEKS 36 Weeks	TOTAL # COMMERCIALS 13,620	TOTAL IMPRESSIONS 41,085,389
AVG REACH 94%	AVG FREQUENCY 8.1X	

Cable Networks:



Local Broadcast Stations:



