

Update for September 2024

Economic Development Committee

August continued to see record number of visitors and activity to the Sullivan Catskills. SCVA hosted several travel writers and influencers promoting our assets and breweries. In addition to the influx of visitors, the Sullivan Catskills benefited from ongoing community engagement initiatives aimed at fostering local pride and tourism growth. SCVA supported several events that showcased the unique cultural heritage and natural beauty of the area. These initiatives not only supported local businesses but also provided visitors with an authentic taste of what the Catskills have to offer. As we move into the fall season, SCVA is excited to harness the momentum generated over the summer and continue promoting the diverse attractions within our Catskills.

New York State engaged Longwood International to conduct a demographic study of the State which included the Catskill Region. This study is a valuable tool to utilize as SCVA plans 2025 marketing.

Also released this week is the 2023 NYS Economic Impact of Visitors conducted by Tourism Economics. Governor Kathy Hochul announced that New York welcomed a record-setting 306.3 million visitors in 2023, while also setting new historic highs for direct visitor spending and total economic impact associated with the state's tourism industry. Visitors to New York State contributed to a record-high \$88 billion in direct spending, and supported a historic \$137 billion in total economic impact across the state.

HERE ARE THE SULLIVAN CATSKILLS LATEST FAST FACTS

According to the recently released data, 2023 traveler spending in the Sullivan Catskills reached another record high of \$969 million an 8.6 % increase over 2022's traveler spending. Tourism-generated state tax of \$53 million and local taxes of \$550 million, saving the average household in the county an additional \$3,481 to maintain the same level of government revenue.

The growth of tourism has brought about a myriad of economic benefits, including increased employment opportunities and support for local businesses. In 2023, total tourism-generated employment registered 4,908 jobs, \$289 million in tourism generated income.

SCVA Activities for August

- Met with Rocky Pinciotti to update the romance map and add more places.
- Discussion and next step for the Geocaching on the Dove Trail
- Hosted NYSEG
- Beyond the Big Apple program through Miles Partnership for advertising
- Coordinate Media writers and influencers for month of August and September
- Further discussion on TV program, The Balancing Act promoting the Sullivan Catskills for fall and early winter
- Planning for NYSAC Meeting in September
- Planning for 2025 Travel Guide
- Revealed Dove #77, Butternut Campsite

Meetings

- Regional Catskill Association Tourism Promotion Agency Meeting
- Sullivan O&W Rail Trail Alliance Meeting
- SCVA Marketing Meeting
- NYS DMO Meeting

Social Media & E-News

- Continue to utilize videos produced by 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
- In House Social media is seeing fantastic gains

• Print and Digital Ads and Advertorials

- AARP Fall Print and Editorial
- Catskill Confidential August
- Hoy En Sullivan August
- Edible NJ Fall
- Visit Vortex Fall
- Fairfield After Dark Fall Assets
- Hartford Courant Travel Guide Ad
- Meetings Ad for SC Partnership In the Know Quarterly Fall Magazine
- Chronogram September
- Scenic Byways

• In Progress:

- SP Partnership Ads for In the Know Magazine and Annual Meeting Journal
- SC Democrat Catskills Confidential Ads – Sept – December
- Hoy en Sullivan Print ads – Sept– December
- SC Democrat Summer, Fall Catskills Delaware Magazine Print ads
- Group Tour Magazine August Print Ad
- Group Tour Magazine November Advertorial
- Mid-Atlantic Events Magazine – Sept/Oct Print ad
- Chronogram Fall/Winter Ad
- Visit Vortex Fall Ad
- Visit Vortex Winter Ad
- USA Today Hispanic Heritage Month Print Ad
- USA Today Modern Woman Print Ad
- USA Today – Winter Travel Guide Print Ad
- Mass Republican Fall Print ads & Eblast
- Origin Magazine Fall Print As & Editorial
- Catskill Mountain Magazine Print Ads and Editorial – Sept-Dec
- Edible NJ Holiday Print Ad
- Brew Trail Map/Logo
- Update Dove Trail Map
- 2025 Travel Guide
- Fall 2024 TV Ad

ARTICLES

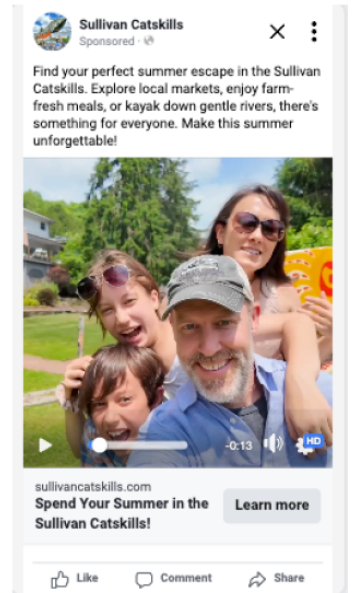
August 1, 2024	WRRV	<u>Sullivan County's Long-Forgotten Connection to the Hudson River</u>	Editors	Online	TBD	300,399	2,779
August 2, 2024	WPDH-FM (Poukeepsie, NY)	<u>Sullivan County's Long-Forgotten Connection to the Hudson River</u>	Editors	Online	TBD	242,411	2,242
August 2, 2024	WRRV	<u>Sullivan County's Long-Forgotten Connection to the Hudson River in New York</u>	Editors	Online	TBD	300,399	2,779
August 6, 2024	ILoveNY	<u>Sullivan Catskills Visitors Association Announces Exciting Lineup of Events from August 6-11, 2024</u>	Editors	Online	TBD	656,923	6,077
August 9, 2024	Mommy Poppins	<u>14 Family-Friendly Weekend Getaways near NYC</u>	Sonia Gonzalez	Online	Core Creative	962,964	8,907
August 13, 2024	ILoveNY	<u>Sullivan Catskills Visitors Association Announces Exciting Lineup of Events from August 13-19</u>	Editors	Online	TBD	656,923	6,077
August 14, 2024	The Washington Post	<u>The enduring legacy of Borscht Belt bungalows</u>	Devorah Lev-Tov	Online	TBD	46,562,948	430,707
August 14, 2024	Yahoo!	<u>The enduring legacy of Borscht Belt bungalows</u>	Devorah Lev-Tov	Online	TBD	3,700,000,000	34,225,000
August 15, 2024	The Times Herald-Record	<u>1969 Woodstock festival matters</u>	Stephen Israel	Online	TBD	205,247	1,899
August 15, 2024	Hudson Valley Magazine	<u>14 Hudson Valley Breweries With Outdoor Seating for Sunny Days</u>	Joni Sweet and Kayla Sexton	Online	Core Creative	118,234	1,094
August 21, 2024	Newsday	<u>Bungalow Colonies in the Catskills are Making a Comeback</u>	Devorah Lev-Tov	Online	Core Creative	1,303,080	12,053
August 23, 2024	The Independent, UK	<u>Woodstock at 55: How much hippy spirit is left in upstate New York? The Independent</u>	Matt Charlton	Online	SCVA	The Independent online attracts a monthly UK audience of 21 Million, has 63.2 Million global browsers and is featured in 12 countries.	
August 23, 2024	The Toronto Star	<u>https://www.thestar.com/life/travel/does-the-love-live-on-i-travelled-to-woodstock-s-sacred-grounds-on-the-eve/article_ed06f510-53ee-11ef-a075-8ba448a05861.html</u>	Matt Charlton	Online	SCVA	5.46M monthly uniques, placing it as Canada's highest-circulation newspaper	

PAID SOCIAL



META PAID SOCIAL

- In July, we saw 296,363 impressions (an increase of +24% YOY), 1,834 link clicks, and 55,428 post engagements.
- **Top Ad**
 - Summer Ad V1, generated 176,988 impressions and 1,116 link clicks.
 - Summer Ad V2, generated 88,798 impressions and 493 link clicks.



Google Ads



- Over 7,266 clicks (+193% YOY) were recorded from our Google campaigns in July with an average cost per click of \$0.48 far exceeding industry standards.
- The display campaign alone generated 505,708 impressions (51% increase YOY) and 6,697 clicks (361% YOY) with an average CPC of \$0.11.
- Performance continues to improve across the board compared to the previous year due to our optimizations.



OTT - CTV & DSP



CTV Impressions: 338,387
CTV Completion Rate: 98.85%
 Web Conversions: 640

TOP Zip Codes:

- 10305
- 18360
- 11413
- 10306

Display Impressions: 253,754
 Clicks: 218



Date period
 07/01/2024 - 07/31/2024
 Duration: 31 days



Impressions
512,733



Clicks
7,266



Average CPC
\$0.48



Cost
\$3,502.68



Ctr
1.42%

Campaign conversions

Name	Impressions ▲	Clicks	Average cpc	Ctr
Smart Display	505,708	6,697	\$0.11	1.32%
Catskills Vacation	7,025	569	\$4.91	8.10%

Website Performance

Session default channel grouping	Sessions ▲	New users	Total users
Direct	8,355	6,381	6,622
Organic Search	6,835	5,027	5,351
Organic Social	3,705	3,332	3,400
Referral	3,566	2,847	2,987
Organic Video	322	211	247
Unassigned	69	263	314
Paid Search	61	54	56
Organic Shopping	45	45	45
Summary	23,210	18,161	18,771



07/01/2024 - 07/31/2024

Campaign Performance - Search

Keyword text	Impressions ▲	Clicks	Ctr	Average cpc
lodging catskills ny	2,000	134	6.70%	\$6.20
catskill resorts	1,454	109	7.50%	\$8.17
catskills getaway	971	69	7.11%	\$4.08
catskills cabins	858	88	10.26%	\$2.11
catskills rentals	836	83	9.93%	\$2.99
new york mountain resorts	358	22	6.15%	\$10.61



07/01/2024 - 07/31/2024



Total spent
\$2,057.18



Link clicks
1,834



Impressions
296,363



Reach
118,192



Post Reactions
1,659



Post Comments
27



Frequency
2.51



CPC (cost per link click)
\$1.12

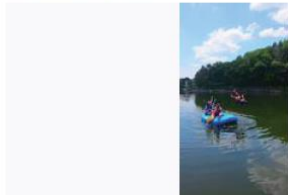


CTR (link click-through rate)
0.62%

Top Placement

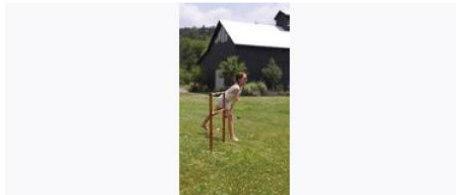
Publisher Platform	Total spent	Impressions	Reach	CTR (link click-throu...	CTR (all)	Post Com...	Website Purchases
Facebook	\$1,724.23	282,604	113,610	0.56%	1.93%	27	0
Audience network	\$302.96	11,222	3,268	1.84%	1.80%	0	0
Instagram	\$29.34	1,989	1,666	1.36%	2.41%	0	0
Messenger	\$0.65	548	548	0.91%	0.91%	0	0

Top Performing Ads



Ad Name: Summer Ad V1
Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$1,151.38	176,988	0.63%	1,116



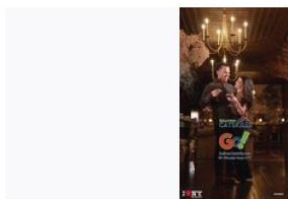
Ad Name: Summer Ad V2
Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$656.90	88,798	0.56%	493



Ad Name: Spring Ad V1 - Stays Focus
Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$195.45	27,130	0.68%	184



Ad Name: Spring Ad V1 - F&B Focus
Campaign Name: Traffic Campaign


Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$53.45	3,447	1.19%	41

07/01/2024 - 07/31/2024




Account impressions 101,046	Static In-Feed Post Impressions 21,769	Stories Impressions 32,800
Followers 27,515	New followers 553	Engagement rate 13.88%
Engagement 3,819	Website clicks 361	Reach 79,634

Top Performing Posts



Message: 🎉 Big news for The Sullivan Catskills...
@theshopsatnarrowsburg are now open! Adding even more great places ...

Impressions	Reach	Likes
4,671	4,173	298



Message: ✈️ Great news for our backyard airport! New York Stewart has
added another route 🌊 @breezeairways is now offering direct flights to...

Impressions	Reach	Likes
3,729	3,549	187




Message: 📅 Save the date! For the 144th annual Grahamsville Little
World's Fair. The best fair in The Catskills! Learn more at the Link in our...

Impressions	Reach	Likes
3,621	3,510	87



Message: We hope you had a great 4th of July! Celebrate with us this
weekend and enjoy parades, fireworks and more all throughout the...

Impressions	Reach	Likes
3,542	2,980	169



Message: Wow Narrowsburg! 🌈 On your next visit to the Catskills, explore
this awesome riverside community. Save this post for a list of places to...

Impressions	Reach	Likes
2,604	2,408	248



Message: ☀️ Wurtsboro's Founders Day Fair was a hit! Sunny skies, smiling
faces, and that small-town charm we love. From homemade pies to local...

Impressions	Reach	Likes
1,803	1,524	78

07/01/2024 - 07/31/2024

Top Performing Reels



Message: 🌟 Now playing! Jimmy Buffett's Escape to Margaritaville at @fbplayhouse! Featuring a supremely talented cast at one of the most...

Plays	Likes	Saved	Shares	Comments
8,125	171	12	62	18



Message: Musical Lovers! 🎵 Catch "Prom" the Musical NOW PLAYING at the Forestburgh Playhouse! Don't miss this fantastic performance runnin...

Plays	Likes	Saved	Shares	Comments
7,729	112	7	67	3



Message: 🎶 The 90th season of The Callicoon Center Band is officially underway! See ya at the river in Callicoon Center Wednesdays from 8-9p...

Plays	Likes	Saved	Shares	Comments
6,449	290	37	118	7

07/01/2024 - 07/31/2024

facebook



All posts engagement rate (reactions + comments)
4.79%



Impressions
611,310



Reach
220,783



Post engagements
24,833



New page likes
52



Page views
3,939



Paid reach
119,089

Page Clicks



Page clicks
19,741

Total Page Likes as of Today



Total page likes
53,882



Page posts impressions
518,251



07/01/2024 - 07/31/2024



07/01/2024 - 07/31/2024

Top Performing Posts



Message: 🇺🇸 Celebrate July 4th in The Sullivan Catskills! Enjoy events throughout the community including parades, fireworks and more taking...

Impressions	Clicks	Engagement
16,806	14,381	14,549



Message: 🇺🇸 It's going to be another great weekend in The Sullivan Catskills! Enjoy the Country Fair this Saturday in Callicoon followed by...

Impressions	Clicks	Engagement
7,821	11,922	11,992



Message: Take a look! There is so much going on this weekend in The Sullivan Catskills, a little something for everyone!

Impressions	Clicks	Engagement
2,619	8,849	8,906



Message: Great news for our backyard airport! We're excited to report that New York Stewart has added another route ✈️ Breeze Airways is now...

Impressions	Clicks	Engagement
64,565	3,454	3,965



Message: We hope you had a great 4th of July and continue to celebrate with us this weekend! Enjoy parades, fireworks and more all throughout...

Impressions	Clicks	Engagement
6,255	2,204	2,357



Message: ☀️ Wurtsboro's Founders Day Fair was a hit! Sunny skies, smiling faces, and that small-town charm we love. From homemade pies to local...

Impressions	Clicks	Engagement
6,673	2,021	2,090

FB ACCOUNT INSIGHTS

NOTES

- ORGANIC WAS ON PAR WITH PAID THIS MONTH, A BIG WIN!
- FANS REALLY ENGAGE WITH POSTS ABOUT HAPPENINGS, ESPECIALLY AROUND HOLIDAYS
- STILL VERY HI INTEREST IN STEWART



CONTENT INTERACTIONS

July 2023

Content Interactions 2,802
reactions, saves, comments, shares and replies
1,992 Followers
810 Non Followers
Post engagements 3,678
Engagement Rate 7.5%

July 2024

Content Interactions 5,402 **+92%**
reactions, saves, comments, shares and replies
2,281 Followers **+14%**
3,121 Non Followers **+285%**
Post engagements 24,833 **+575%**
Engagement Rate 11% **+46%**

REACH

July 2023

Accounts Reached 126,299
80,297 Paid
49,915 Organic
18,103 Followers
110,432 Non- Followers
Impressions 164,893
Profile Visits 776

July 2024

Accounts Reached 220,783 **+74%**
104,723 Paid **+30%**
104,723 Organic **+109%**
17,601 Followers
200,350 Non- Followers **+81%**
Impressions 611,310 **+270**
Profile Visits 4,000 **+415%**

GROWTH

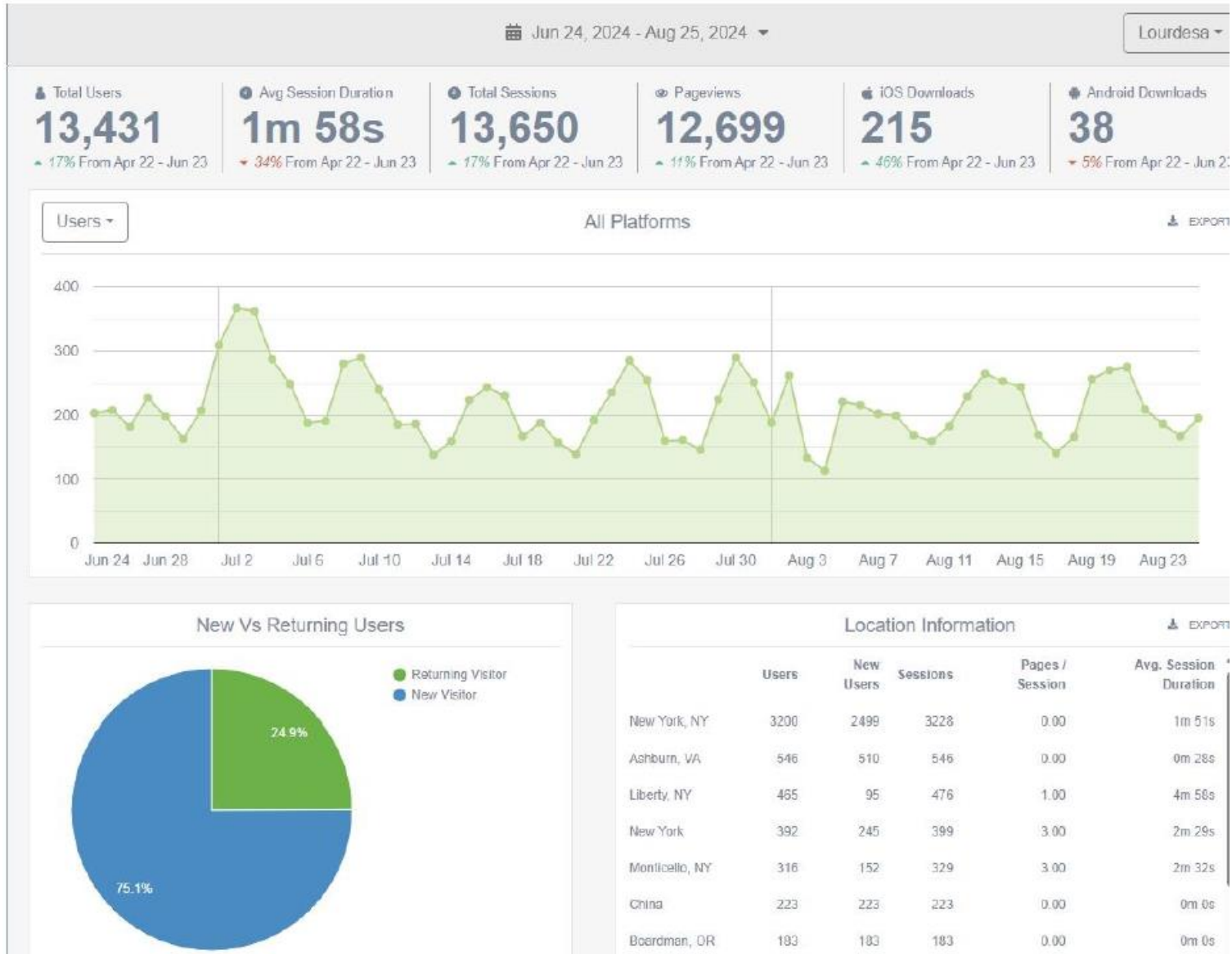
July 2023

Total Followers 53,881
Net follows 15

July 2024

Total Followers 56, 076 **+4.43%**
Net follows 56 **+274%**

SCVA Overall Mobile App Usage



SCVA Mobile App Top Searches

Jun 24, 2024 - Aug 25, 2024

Lourdesa

Total Users

13,431

▲ 17% From Apr 22 - Jun 23

Avg Session Duration

1m 58s

▼ 34% From Apr 22 - Jun 23

Total Sessions

13,650

▲ 17% From Apr 22 - Jun 23

Pageviews

12,699

▲ 11% From Apr 22 - Jun 23

iOS Downloads

215

▲ 46% From Apr 22 - Jun 23

Android Downloads

38

▼ 5% From Apr 22 - Jun 23

All Items

Views

All Platforms

EXPORT



Conversion Rate

EXPORT

Item Title	Views	Click to Call	Website Click	Map it Click	Liked	Share Clicked	Adds to Plan	Add Ratio
Calicoon Hills	57	0	26	1	0	0	1	1.75
Roscoe Mountain Club	50	0	9	0	0	0	0	0.00
The Kartite Resort & Indoor Waterpark	49	2	8	0	0	0	3	6.12
Resorts World Catskills	44	0	16	1	0	0	0	0.00
Liberty 4th of July Parade/Fireworks	41	0	0	7	0	1	4	9.76
YO1 Wellness Center	38	0	15	2	0	0	1	2.63
The Eldred Preserve	34	0	7	0	0	1	0	0.00

PUBLIC RELATIONS: JULY

BLOG POSTS

16 Blogs Posts in July

Top Viewed:

- Properties with Pools
 - 396 reads
- Grahamsville Little World's Fair
 - 381 reads
- A Guide to Camping at Bethel Woods
 - 272 reads

PRESS RELEASES/MEDIA ALERTS

- 76th Dove Unveiling Announcement
- SCVA Grant Program Announcement
- SCVA Recieving NYSTIA's Excellence in Tourism Marketing Award
- The Shops at Narrowsburg Opening
- Callout to Members and All Tourism Businesses: Updated Travel Guide Listings Due ASAP

ARTICLES

- "Experiencing Summer Magic in the Sullivan Catskills"- The Democrat
- "Summer is always Special"- Catskills Confidential/The Democrat

Q1 & Q2 FB ACCOUNT INSIGHTS

NOTES

- FACEBOOK AUDIENCE IS VERY ENGAGED AND RESPONSIVE TO NEW CONTENT
- WE WENT VIRAL MULTIPLE TIMES OVER THE LAST 6 MONTHS
- ORGANIC IS ON PACE WITH PAID



CONTENT INTERACTIONS

Q1 & Q2 2023

Content Interactions 22,743
reactions, saves, comments, shares and replies
Link Clicks 90,046
Post engagements 138,527
Engagement Rate 57.12%

Q1 & Q2 2024

Content Interactions 35,095 **+54%**
reactions, saves, comments, shares and replies
Link Clicks 657,803 **+630%**
Post engagements 255,670 **+84%**
Engagement Rate 71.99% **+26%**

REACH

Q1 & Q2 2023

Accounts Reached 476,780
34,560 Followers
443,640 Non Followers
288,916 Paid
150,777 Organic
Impressions 2,516,109
Profile Visits 17,919

Q1 & Q2 2024

Accounts Reached 1,130,293 **+137%**
34,383 Followers
1,107,280 Non Followers **+149%**
644,230 Paid **+122%**
615,270 Organic **+308%**
Impressions 4,431,658 **+76%**
Profile Visits 35,185 **+96%**

GROWTH

Q1 & Q2 2023

Total followers 53,645
Follows 695
Unfollows 109
Net Follows 586
Growth Rate 1%

Q2 2024

Total followers 56,015 **+4.42%**
Follows 1,200 **+72%**
Unfollows 299 **+174**
Net Follows 886 **+51%**
Growth Rate 1.6% **+60%**
A good Growth Rate is 1%

