

Update for August 2024

Economic Development Committee

July was full of events throughout the Sullivan Catskills, with the Wurtsboro Founders Day Street Fair and Mural Festival, the Grand Opening of the Shops in Narrowsburg, the Callicoon Country Fair, and of course multiple fireworks displays throughout the Sullivan Catskills. Another Borscht Marker Dedication was held in Hurleyville. SCVA hosted Matthew Charlton, UK journalist with The Independent this month who was doing a story on all things Woodstock and if the spirit is still alive. Matthew was given an extensive tour of the Sullivan Catskills. Two influencers visited us in July, womenwhobrunch at Callicoon Hills and ourhuddybuddy who is a down syndrome child and mom writes about their travels. They visited Legoland and the Kartrite, Buck Brook and Arthur's Acres Animal Sanctuary.

FAST FACTS

According to the recently released data, 2022 traveler spending in Sullivan County reached a record high of \$892 million a 25.8 % increase over 2021's \$710 million in traveler spending. Since 2019 visitor expenditures increased 154.4 %. Were it not for tourism-generated state and local taxes, the average household in the county would have to pay an additional \$3,370 to maintain the same level of government revenue, already hard hit by the pandemic.

This boost has brought about a myriad of economic benefits, including increased employment opportunities and support for local businesses. In 2022, total tourism-generated employment registered 4,701 jobs, 16.3% of all jobs, according to Tourism Economics.

SCVA Activities for July

- **Met with Rocky Pinciotti to update the romance map and add more places.**
- **Discussion and next step for the Geocaching on the Dove Trail**
- **Sullivan Catskill Barbeque recap and plans for next year**
- **Hosted NYSEG for residents to ask questions on the new Smart Meters being installed throughout the County**
- **Holiday Mountain update**
- **Beyond the Big Apple program through Miles Partnership for advertising**
- **Coordinate Media writers and influencers for month of July**
- **Further discussion on the TV program, The Balancing Act promoting the Sullivan Catskills for fall and early winter**
- **Assisting several art and cultural venues with funding and marketing for the year.**
- **Launched summer TV campaign**
- **Discussion with Seminary Hill on a new initiative**
- **Planning for NYSAC Meeting in September**
- **Met with Catskill Pride**
- **Margaritaville Content Shoot**
- **Wurtsboro Music in the Park and Founder's Day**
- **In the Woods Garden Party**
- **Prom Content Shoot**
- **Virtual Mixology discussion with Brian Facquet**
- **Beautiful Content Shoot**

Meetings

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

- NY Family Life Print ads, Editorial, Eblasts
- Happenings Magazine – August Print Ad
- The Mountains Summer Print ad
- Travel, Taste, and Tour Fall Print Ad and Editorial
- USA Today Race in America Print Ad
- River Reporter Upper Delaware Summer Magazine Ad
- Road Runner Magazine Fall Print Ad
- Grahamsville Giant Pumpkin Party Print Ad
- Chronogram August Print Ad
- Fairfield After Dark Flyer, Digital Ads, Eblast
- Global Heroes Fall Print Ad and Editorial
- Group Tour August Print Ad
- Catskill Mountain Magazine July Print and Advertorial

• Editorials (International publications)

- Traveler-Voted top 100 places to visit in the world for 2024
- Sydney Morning Herald-Featured in “For your next trip to New York, add a weekend in the country too”

• In Progress:

- AARP Fall Print and Editorial
- SP Partnership Ads for In the Know Magazine and Annual Meeting Journal
- SC Democrat Catskills Confidential Ads – August – December
- Hoy en Sullivan Print ads – July– December
- SC Democrat Summer, Fall Catskills Delaware Magazine Print ads
- Group Tour Magazine August Print Ad

- Group Tour Magazine November Advertorial
- Edible NJ – Fall 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
- Fairfield After Dark Print, Digital and Eblast for Fall, Winter and Spring
- Brew Trail Map/Logo
- Update Dove Trail Map

Articles

Run Date	Publication	Article Title	Journalist	Coverage Medium	Ownership		
June 20, 2024	Broadway World	Fourth Annual IN THE WORKS~IN THE WOODS Festival to Take Place at Forestburgh Playhouse in September	Chloe Rabinowitz	Online	TBD	1,705,111	15,772
June 21, 2024	NY Post	Family Fun Section: Local Freshwater Oases	Perri Blumberg	Print	Core Creative	515,000	4,764
June 21, 2024	NY Post	Family Fun Section: Upstate Frame of Mind	Perri Blumberg	Print	Core Creative	515,000	4,764
June 25, 2024	Travel + Leisure	12 Up-and-coming Destinations Around the World for LGBTQ+ Travelers	Dan Koday	Online	Core Creative	59,000,000	545,750
June 26, 2024	ILoveNY	MEDIA ADVISORY: 76th Dove	Editorial Team	Online	TBD	656,923	6,077

		Unveiling on the Sullivan Catskills Legacy Trail					
June 27, 2024	The Boston Globe	A new tour in Boston, an upstate New York escape, and a portable jump starter for summer travels	Kari Bodnarchuk	Online	Antrim/Eleven Six PR	4,059,566	37,551
July/August 2024	New York Lifestyles	Hemlock Neversink - Getting Close to Nature in the Catskills	Jeff & Stephanie Sylva	Print	Core Creative	20,000	185
July 1, 2024	New York Lifestyles	Hemlock Neversink - Getting Close to Nature in the Catskills	Jeff & Stephanie Sylva	Online	Core Creative	7,665	71
July 2, 2024	The New York Times	You Won't Be Roughing It at These Outdoor Resorts	Stephanie Rosenbloom	Online	Rosen Group/Bethel	141,747,003	1,311,160
July 3, 2024	NY Post	The Catskills are calling — here's where to stay, eat and play	Perri Blumberg	Online	Core Creative	144,000,000	1,332,000
July 7, 2024	Conde Nast Traveler	Where to Eat, Stay, and Play in New York's Catskills.	Jessica Chapel	Online	Core Creative	8,700,000	80,475
July 8, 2024	VN Explorer	There to Eat, Stay, and Play in New	Jessica Chapel	Online	Core Creative	37,636	348

		York's Catskills					
July 11, 2024	Dossier	Country Strong	T. Cole Rachel	Newsletter	Core Creative	25,000	231
July 12, 2024	Sullivan County Democrat	The Forestburgh Playhouse Presents: The Prom!	Editors	Online	TBD	13,103	121
July 16, 2024	WTMM-FM (Schenectady, NY)	Stewart International Airport Adds Direct Flights To Popular Vacation Destination	Editors	Online	TBD	52,649	487
July 16, 2024	WKXP-FM (Poughkeepsie, NY)	Stewart International Airport Adds Direct Flights To Popular Vacation Destination	Editors	Online	TBD	360,745	3,337

LAURA BRAY ORGANIC SOCIAL MEDIA & INFLUENCER CAMPAIGN IMPACT

JUNE INFLUENCER VISIT

<p>IMPRESSIONS FROM LAURA BRAY VISIT Projected Impressions: 449,951</p> <p>Cost Per Thousand: \$4.4 Industry Avg \$12.5 181% Below Avg</p> <p>Cost Per Impression \$0.004 Industry Avg \$0.13 2,824% Below Avg</p>	<p>REACH OF LAURA BRAY CONTENT Reach: 445,685</p> <p>Cost Per Reach \$0.04 Industry Avg \$0.7 155% Below Avg</p>	<p>ENGAGEMENT Engagements 54,846</p> <p>Cost Per Engagement \$0.04 Industry Avg \$0.56 144% Below Avg</p>	<p>GROWTH Instagram: +229 followers</p>
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AUGUST INFLUENCER VISIT PROJECTIONS & TENTATIVE DATES

MELIS PAPILA (@THEGIRLWITHBEER)
BEER INFLUENCER, PLANNING TO HAVE HER EXPLORE THE BEVERAGE TRAIL

Projected Impressions: 200,000

Projected Cost: \$2,000 + local transportation

Projected Cost Per Thousand Impressions: \$10.0

Projected Cost Per Impressions: \$0.10

Tentative Date for Visit: August 3rd-5th

BRITTNY MCKIBBEN (@DARLINGTRAVELSBLOG)
TRAVEL INFLUENCER WHO HIGHLIGHTS WEEKEND GETAWAYS AND TRAVEL ITINS

Projected Impressions: 500,000

Projected Cost: \$3,000

Projected Cost Per Thousand Impressions: \$6.1

Projected Cost Per Impressions: \$.006

Tentative Date for Visit: August 23rd-25th

TOTAL INFLUENCER SPEND
\$5,000

SEPTEMBER INFLUENCER VISIT PROJECTIONS & TENTATIVE DATES

SUDIPA
(@TRAVELWITHSUDIPA)
FAMILY INFLUENCER WHO SHARES FUN GETAWAYS IN SMALL TOWNS
Projected Impressions: 376,000
Projected Cost: \$3,000
Projected Cost Per Thousand Impressions: \$8.0
Projected Cost Per Impressions: \$.008
Tentative Date for Visit: September 13th-15th

CARLY GIUMENTO
(@CARLYMARIE_TRAVELWITHME)
TRAVEL INFLUENCER FOCUSED IN NY STATE SHARING UNIQUE GETAWAYS AND HIDDEN GEMS
Projected Impressions: 33,000
Projected Cost: \$1,200
Projected Cost Per Thousand Impressions: \$48.0
Projected Cost Per Impressions: \$.036
Tentative Date for Visit: September 27th-29th

TOTAL INFLUENCER SPEND
\$4,200

PAID SOCIAL



META PAID SOCIAL

- In June, we saw 381,412 impressions (an increase of +138% YOY), 3,692 link clicks, and 806 event responses.
- **Top Ad**
 - Spring Ad - Stays Focused, generated 274,947 impressions and 1,957 link clicks.
- **Drag Me to the Catskills Event Boost:**
 - Link Clicks: 358
 - Event responses: 107
 - Cost per result: \$0.61



Google Ads



- Over 6,900 clicks (+138% YOY) were recorded from our Google campaigns in June with an average cost per click of \$0.51 far exceeding industry standards.
- The display campaign alone generated 423,160 impressions (46% increase YOY) and 5,393 clicks (155% YOY) with an average CPC of \$0.12.
- Performance continues to improve across the board compared to the previous year due to our optimizations.



OTT - CTV & DSP



CTV Impressions: 338,365
CTV Completion Rate: 98.91%

Display Impressions: 253,760
Clicks: 200

TOP Zip Codes:

- 11236
- 19401
- 19464
- 11434



FB ACCOUNT INSIGHTS

NOTES

- POSTED LESS IN JUNE DUE TO PLANNING BBQ EVENT
- WE SAW AN INCREASE IN REACH ESPECIALLY TO NON FOLLOWERS
- OUR NUMBERS ARE STILL SOLID AND WE ARE RAMPING UP TO CAPTURE CONTENT FOR THE REST OF THE SUMMER SEASON

CONTENT INTERACTIONS

June 2023

Content Interactions 6,183
reactions, saves, comments, shares and replies
Post engagements 41,437
Engagement Rate 7.5%

June 2024

Content Interactions 5,457
reactions, saves, comments, shares and replies
Post engagements 29,909
Engagement Rate 5.5%

REACH

June 2023

Accounts Reached 173,846
68,543 Paid
108,699 Organic
25,397 Followers
147,847 Non-Followers
Impressions 563,511
Profile Visits 3,917

June 2024

Accounts Reached 217,998 **+25%**
164,338 Paid **+139%**
59,225 Organic
17,796 Followers
201,3813 Non-Followers **+36%**
Impressions 609,184 **+8%**
Profile Visits 5,210 **+33%**

GROWTH

June 2023

Total Followers 53,645
Net follows 70

June 2024

Total Followers 56,020 **+4.43%**
Net follows 78 **+11%**

FB POST INSIGHTS



Top performing June 2024



Accounts Reached 11,605
Impressions 15,785
The total # of times our post was on screen
Post Interactions 106
79 Likes
18 Shares
1 Saves
12 Comments
Engagement Rate 1%
A strong engagement rate typically ranges from 1% to 5% depending on industry

Top performing June 2024



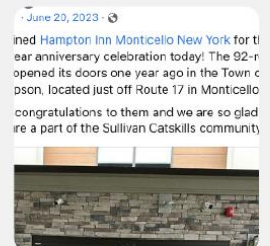
Accounts Reached 8,490
Impressions 8,704
The total # of times our post was on screen
Post Interactions 76
49 Likes
12 Shares
2 Saves
13 Comments
Engagement Rate 1%
A strong engagement rate typically ranges from 1% to 5% depending on industry

Top performing June 2023



Accounts Reached 22,032
Impressions 22,829
The total # of times our post was on screen
Post Interactions 241
181 Likes
26 Shares
13 Saves
21 Comments
Engagement Rate 1%
A strong engagement rate typically ranges from 1% to 5% depending on industry

Top performing June 2023



Accounts Reached 17,250
Impressions 18,410
The total # of times our post was on screen
Post Interactions 117
100 Likes
6 Shares
0 Saves
11 Comments
Engagement Rate .7%
A strong engagement rate typically ranges from 1% to 5% depending on industry

IG ACCOUNT INSIGHTS

NOTES

- STEADY RESULTS WITH INSTAGRAM THIS MONTH
- WITH THE SUCCESS OF THE INFLUENCER CAMPAIGN & COLABS, OUR REACH FAR OUT PERFORMED 2023
- WE ARE WORKING ON FURTHER DEVELOPING THE INFLUENCER PROGRAM



ENGAGEMENT

June 2023
Content Interactions 2,721
Website 228
Engagement rate (Interactions+clicks/followers) 11.50%

June 2024
Content Interactions 1,200
Website Clicks 352
Engagement rate (Interactions+clicks/followers) 8.72%

Influencers June 2024
Content Interactions 74,846

TOTALS June 2024
Content Interactions 76,046
Engagement Rate 11%

CP influencer Engagemet
\$0.03 per engagement
Industry Avg \$0.56

REACH

June 2023
Accounts Reached 55,963
369 Paid
55,594 Organic
Impressions 122,000
Story Impressions 59,241

Influencers June 2023
Reach 6,700

TOTALS June 2023
Reach 62,66

June 2024
Accounts Reached 78,267 **+39.85%**
46,544 Not including colab posts
6,817 Paid
71,450 Organic **+28.52%**
39,727 Organic not including colab posts
Impressions 108,175
55,256 Not including colab posts
Story Impressions 23,833

Influencers June 2024
Reach 649,951+ **+9,700**
Impressions 677,451+

TOTALS June 2024
Reach 692,229+ **+1,004%**
Impressions 705,207+

CP Thousand Influencer Impressions
\$3.10, Industry Average \$12.50

CP Influencer Reach
\$.003, Industry Avg \$0.7

GROWTH

June 2023
Overall Followers 23,656
Net Follows 368

June 2024
Overall followers 26,962 **+13%**
Net Follows 760 **+64.67%**

TOTAL INFLUENCER SPEND
\$2,000

IG POST INSIGHTS



Top performing June 2024



Accounts Reached 31,723+24%

Impressions 52,919+57%
The total # of times our post was on screen

Post Interactions 3,301+62.96%

1,572 Likes
737 Shares
977 Saves
15 Comments

Profile Activity 14 (increase from 0)
Visits
100 Follows

Engagement Rate 10% +55%
A strong engagement rate typically ranges from 1% to 5% depending on industry

Top performing June 2024



Accounts Reached 11,399

Impressions 11,959
The total # of times our post was on screen

Post Interactions 561 +39.58%

438 Likes
103 Shares
12 Saves
8 Comments

Profile Activity 4 +1,300%

4 Follows

Engagement Rate 5% +100%

A strong engagement rate typically ranges from 1% to 5% depending on industry

Top performing June 2023



Accounts Reached 6,823

Impressions/Plays 7,284

Post Interactions 571

459 Likes
71 Shares
39 Saves
2 Comments

Profile Activity 0
0 Visits
0 Follows

Engagement Rate 8.3%

A strong engagement rate typically ranges from 1% to 5% depending on industry

Top performing June 2023



Accounts Reached 4,399

Impressions/Plays 4,524

Post Interactions 20

10 Likes
1 Shares
2 Saves
1 Comments

Profile Activity 0

Engagement Rate .5%

A strong engagement rate typically ranges from 1% to 5% depending on industry

IG STORY INSIGHTS



Top performing
June 2024

So many great things to do this week including @thetroubadour!

1,428 ENDS THIS WEEK!

Accounts Reached 1,760 +180%

Impressions 1,925 +181%

Story Interactions 134 +3,700%

- 11 Likes
- 1 Reply
- 0 Link Clicks
- 110 Sticker Taps
- 11 Profile Visits
- 1 Follow
- 0 LIB Tap

Engagement Rate 7.6% +1.043%

A strong engagement rate typically ranges from 1% to 5% depending on industry

Top performing
June 2024

Visit the Catskills!

78°F

1,303

Accounts Reached 1,290 +180%

Impressions 1,366 +181%

Story Interactions 62 +3,700%

- 6 Likes
- 0 Reply
- 26 Link Clicks
- 26 Sticker Taps
- 4 Profile Visits
- 0 Follow
- 0 LIB Tap

Engagement Rate 4.8% (increase from 0)

A strong engagement rate typically ranges from 1% to 5% depending on industry

Lowest performing
June 2024

Check out the best places to shop in The Catskills!

1,337

Accounts Reached 336 +166%

Impressions 339 +166%

Story Interactions 10 (increase from 0)

- 7 Likes
- 0 Reply
- 0 Share
- 0 Link Clicks
- 0 Sticker Taps
- 0 Profile Visits

Engagement Rate 2.9% (increase from 0)

A strong engagement rate typically ranges from 1% to 5% depending on industry

Top performing
June 2023

No Preview Available

Accounts Reached 638

Impressions 638

Story Interactions 7

- 6 Likes
- 1 Reply
- 0 Share
- 0 Link Clicks
- 0 Sticker Taps
- 0 Profile Visits

Engagement Rate 1.13%

A strong engagement rate typically ranges from 1% to 5% depending on industry

Top performing
June 2023

No Preview Available

Accounts Reached 433

Impressions 438

Story Interactions 4

- 4 Likes
- 0 Reply
- 0 Share
- 0 Link Clicks
- 0 Sticker Taps
- 0 Profile Visits

Engagement Rate 0%

A strong engagement rate typically ranges from 1% to 5% depending on industry

Lowest performing
June 2023

No Preview Available

Accounts Reached 136

Impressions 136

Story Interactions 3

- 1 Likes
- 0 Share
- 0 Link Clicks
- 2 Sticker Taps
- 0 Profile Visits

Engagement Rate 0%

A strong engagement rate typically ranges from 1% to 5% depending on industry

JUNE DEMOGRAPHIC INFO



TOP LOCATIONS IG

Cities
New York 21.9%
Rockland 1%
Local 2.6%

Countries
United States 93%
UK .5%
Canada .5%

FB

Cities
New York 11.5%
Monticello 1.6%
Liberty 1.2%

Countries
United States 99.9%
Puerto Rico .2%
Canada .1%

AGE RANGE IG

35-44 Years Old 33.5%
45-54 Years Old 23.7%
25-34 Years Old 17.6%

FB

45-54 Years Old 26%
55-64 Years Old 26%
65+ Years Old 23%

GENDER IG

Women 66.3%
Men 33.6%

FB

Women 66.3%
Men 33.6%

Date period
06/01/2024 - 06/30/2024
Duration: 30 days



Impressions
441,869

Clicks
6,926

Average CPC
\$0.51

Cost
\$3,543.67

Campaign conversions

Name	Impressions	Clicks	Average cpc	Ctr
Smart Display	423,160	5,393	\$0.12	1.27%
Catskills Vacation	18,709	1,533	\$1.88	8.19%

Ctr
1.57%

Website Performance

Session default channel grouping	Sessions	New users	Total users
Direct	7,550	6,049	6,344
Organic Search	5,850	4,588	4,819
Referral	2,302	1,753	1,869
Organic Social	2,228	2,108	2,147
Organic Video	451	285	336
Paid Search	63	58	58
Unassigned	56	0	53
Organic Shopping	6	6	6
Email	1	0	1
Summary	18,624	14,847	15,468

06/01/2024 - 06/30/2024

Campaign Performance - Search

Keyword text	Impressions	Clicks	Ctr	Average cpc
lodging catskills ny	6,417	634	9.88%	\$1.93
catskills rentals	2,412	324	13.43%	\$1.97
catskill resorts	1,751	193	11.02%	\$2.01
catskills cabins	989	123	12.44%	\$1.74
catskills getaway	964	100	10.37%	\$1.83
catskills lake	439	71	16.17%	\$1.92

06/01/2024 - 06/30/2024



Total spent \$2,660.20	Link clicks 3,692	Impressions 381,412
Reach 169,308	Post Reactions 2,041	Post Comments 39
Frequency 2.25	CPC (cost per link click) \$0.72	CTR (link click-through rate) 0.97%

Top Placement

Publisher Platform	Total spent	Impressions	Reach	CTR (link click-thro...	CTR (all)	Post Comme...	Website Purchase...
Facebook	\$2,079.28	366,817	162,465	0.88%	2.81%	39	0
Audience network	\$499.01	7,558	2,494	5.04%	4.90%	0	0
Instagram	\$81.56	6,817	4,892	0.98%	1.75%	0	0
Messenger	\$0.35	220	160	1.36%	1.36%	0	0

Top Performing Ads



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

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$1,719.42	274,947	0.71%	1,957



Ad Name: Catskills BBQ Event Boost 2
 Campaign Name: Catskills BBQ Event Boost

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$192.94	53,263	1.55%	826



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

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$682.91	42,048	1.31%	551



Ad Name: Drag Me to the Catskills Event Boost
 Campaign Name: Drag Me to the Catskills Event Boost

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$64.93	11,154	3.21%	358

06/01/2024 - 06/30/2024



<p>Account impressions 55,256</p>	<p>Static In-Feed Post Impressions 2,162</p>	<p>Stories Impressions 23,833</p>
<p>Followers 26,962</p>	<p>New followers 586</p>	<p>Engagement rate 3.34%</p>
<p>Engagement 900</p>	<p>Website clicks 352</p>	<p>Reach 46,544</p>

Top Performing Posts



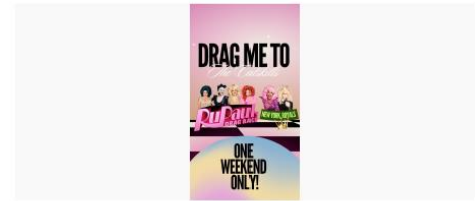
Message: 🍷 Art & Beer lovers! We just unveiled the 75th Dove at Shrewd Fox Brewery, painted by talented artist Catherine Four. This is her third...

Impressions	Reach	Likes
2,162	1,830	122



Message: Small town charm at its finest ✨ The 18th annual Livingston Manor Trout Parade 🐟🎉 Check out all the pics on our Facebook! Link L...

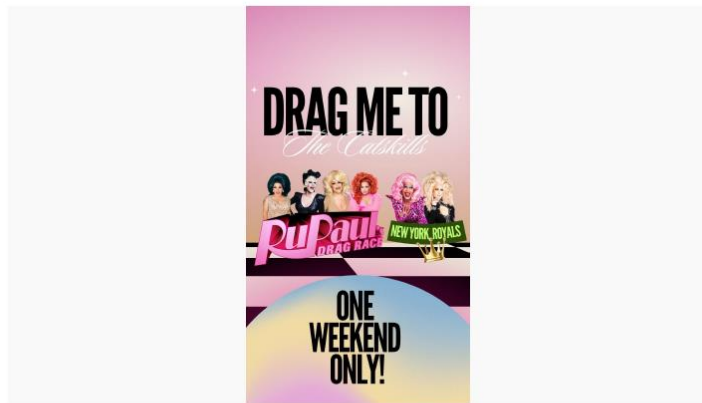
Impressions	Reach	Likes
0	2,011	136



Message: 🚗 Buckle up, Queens! Drag Me to the Catskills is NEXT weekend! 🎉🌲🏔️ From Friday, June 14th through Sunday, June 16th, yo...

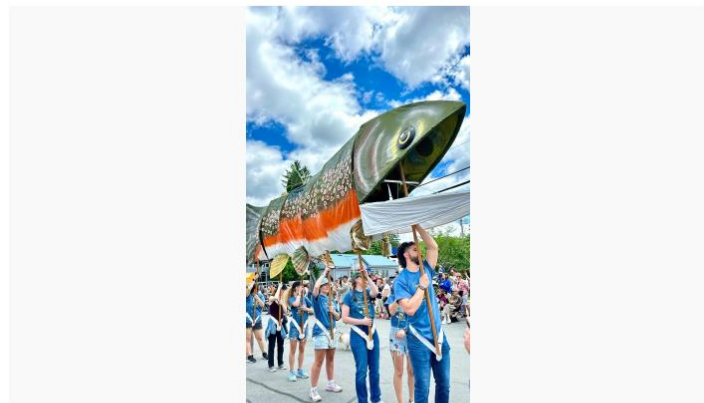
Impressions	Reach	Likes
0	10,977	438

Top Performing Reels



Message: 🚗 Buckle up, Queens! Drag Me to the Catskills is NEXT weekend! 🎉🌲🏔️ From Friday, June 14th through Sunday, June 16th, your favorite queens from RuPaul's Drag Race & NYC are taking over the mountains for...

Plays	Likes	Saved	Shares	Comments
12,831	438	12	103	8



Message: Small town charm at its finest ✨ The 18th annual Livingston Manor Trout Parade 🐟🎉 Check out all the pics on our Facebook! Link in bio Make plans to be here next year! 📅 STD June 14th, 2025 #catskills

Plays	Likes	Saved	Shares	Comments
2,550	136	3	31	4

06/01/2024 - 06/30/2024

facebook



All posts engagement rate (reactions + comme
5.50%



Impressions
609,184



Reach
217,998



Post engagements
29,909



New page likes
68



Page views
5,143



Paid reach
164,338

Page Clicks

Total Page Likes as of Today



Page posts impressions
543,882



Page clicks
24,224



Total page likes
53,875



06/01/2024 - 06/30/2024



06/01/2024 - 06/30/2024

Top Performing Posts



Message: We had such a great time at 18th annual Trout Parade yesterday in Livingston Manor! Were you there? Post a pic and tag your friends if yo...

Impressions	Clicks	Engagement
9,750	13,492	13,721



Message: It's a busy weekend all over The Sullivan Catskills! What are you up to?

Impressions	Clicks	Engagement
5,714	6,424	6,476



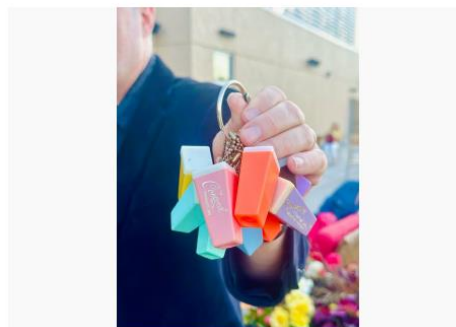
Message: The first Catskills BBQ was a Smokin' Success! Congrats to Leaning Jowler BBQ on a clean sweep in the The Kansas City Barbeque...

Impressions	Clicks	Engagement
6,481	5,175	5,254



Message: 🚗 250 Tractors paraded through Callicoon this weekend, a new record! 🏆 Thank you Delaware Youth Center for putting on such an iconi...

Impressions	Clicks	Engagement
15,614	4,311	4,583



Message: We were honored to attend the unveiling of the Borscht Belt Historical Marker at the former site of the Concord Resort Hotel and...

Impressions	Clicks	Engagement
8,666	2,470	2,613



Message: 🌟 Check out what's going on in the Sullivan Catskills this weekend! Summer is in full swing 🍷

Impressions	Clicks	Engagement
2,868	1,702	1,719

