



Update for August 2023

Economic Development Committee

Even with the rain, July continued to be above average for requests for information and visitor inquiries from all over the nation to enjoy the outdoors, attractions, and lodging. **This month, SCVA is hosting and esteemed travel writer, Ute Junker, from Australia. She writes for the Australia Financial Review and other top publications that are equivalent to the NY Times and Wallstreet Journal.** The SCVA 's strategic marketing initiatives are reaching new markets outside of the traditional Metro NY, NJ, PA, and CN markets. SCVA is responding to a fast-growing national and international interest.

FAST FACTS

Digital Ads 6/15 - 7/15

Google Ads

- 231,691 impressions
- Search Campaign has a 9.94% CTR - industry standard is 4.4%
- Average CPC is \$1.15 - Industry Standard is \$1.53
- 2,553 website clicks

Facebook Ads

- 205,289 impressions
- Facebook Campaign has a 4.49% CTR – industry standard is .90%
- Average CPC is \$0.18 – industry standard is .63
- 9,209 Website clicks

Facebook Organic

- 533,553 Impressions
- Average engagement rate of 7.53% - industry standard is .19%
- Top 3 posts:
 - Perched on a Hill
 - Dove Unveiling at Animal Hospital of Sullivan County
 - 1 Year anniversary at Hampton Inn, Monticello NY

Instagram Organic

- 131,727 post impressions
- 59,006 story impressions
- Average engagement rate of 9.97% - industry standard is .91%
- Top 3 Reels:
 - These Views..
 - 5,395 Plays
 - 205 Likes
 - 3 Comments
 - 21 Shares
 - 13 Saves
 - Lunch Vlog: Roscoe Beer Co,
 - 4,559 Plays
 - 142 Likes
 - 2 Comments
 - 27 Shares
 - 6 Saves
 - Let's Cook!
 - 2847 Plays
 - 39 Likes
 - 1 Comment
 - 9 Shares
- Top 3 Posts:
 - Bethel Woods Giveaway
 - Main Street Farm
 - The Hound Books

Highlights:

- Bi-weekly Zoom meetings with SCVA, Awestruck, and Core Creative, Fisher Mears
- Weekly Consumer E-Blast
- New Art Work for Coach Bus Wrap
- Updated Website for Summer
- Summer Promotional TV ads on air through Sept To view, [click](#) here:
 - SCVA SUMMER 23 – version 1-New TV Output for FisherMears.mov
 - SCVA SUMMER 23 – version 2-New TV Output for FisherMears.mov
- **Print and Digital Ads and Advertorials Completed and Released:**
 - Hoy en Sullivan July Print ad
 - Catskills Confidential July Print ad
 - Foot and Travel Magazine Print ad and editorial

- Visit Vortex Fall Ad
- Happenings Magazine – August ad
- Roadrunner Magazine – Fall ad
- Giant Pumpkin Party Ad
- USA Today Winter Ad
- ROVA – Banner and editorial
- Valley Table July Digital ads

- **In Progress:**

- Print ads for ByWays Magazine for October, December and (February 2024)
- USA Today Ad: Modern Woman
- SC Democrat, Winter, Hunting Ads
- Chronogram August-December Ads
- Hoy En Sullivan Monthly Ads – August-December
- Travel, Taste and Tour Fall Print Ad and Editorial Copy
- Happenings Magazine August Print Ad
- Roadrunner Magazine – Fall Print Ad
- Food & Travel Magazine – Fall Print ad and Editorial
- Monthly Digital ads for Social Media, Mid-Hudson News, Valley Table
- Mass Republican Fall Campaign (Print, Eblast, Digital ads, editorial)
- Group Tour Magazine Ad
- Concept Development for Fall TV Ad
- 2024 Travel Guide Cover Designs
- Template Designs for B2B Info Gathering Profiles for Influencers, Travel Writers, Tour Operators
- Updating Pitch Deck and Sponsorship Deck for Catskill Cuisine 2024

Meetings

- 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 meeting

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

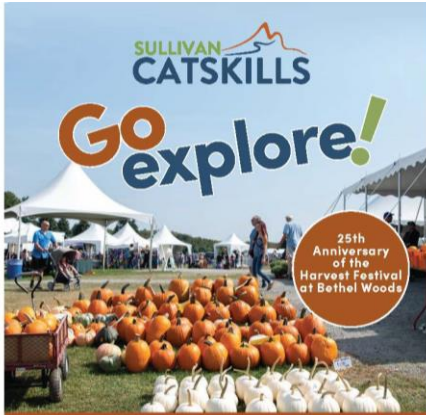
SAVINGS PER HOUSEHOLD: \$2,943

For every Dollar invested in tourism there is a 40:1 Return on Investment

Travel Stories

Total Impressions to Date: 4,371,100,117
Total Ad Equivalency to Date: \$40,411,282

June 28, 2023	Passport	Amazing Places to Hike in Upstate New York	Editors	TBD	41,200	381
July 5, 2023	PureWow	19 Summer Weekend Getaways from NYC That You Should Book ASAP	Sheena Foster	TBD	7,500,000	69,375
July 6, 2023	Yahoo!	19 Summer Weekend Getaways from NYC That You Should Book ASAP	Sheena Foster	TBD	3,300,000,000	30,525,000
July 6, 2023	River Reporter	A 4-H livestock auction, a penny social and more	Jenn Powell	TBD	43,700	404
July 6, 2023	River Reporter	ShadFest supported	Editors	TBD	43,700	404
July 7, 2023	Sullivan County Democrat	Forestburgh Playhouse announces cast of Matilda the musical	Editors	TBD	22,000	204
July 11, 2023	Drift Magazine	Enjoy the Sounds of Summer in New York	Editors	TBD	113,900	1,054
July 12, 2023	Global Journey's Podcast	Unearthing the Flavors of the Sullivan Catskills with Bob Eckert – Global Journeys with Jill Dutton.	Jill Dutton	Core Creative		0
July 12, 2023	Global Journey's With Jill Dutton	An Insider's Look at the Sullivan Catskills: Foraging, New York Wheat, and the Flavors of the Region	Jill Dutton	Core Creative		0
July 14, 2023	InsideHook	Chasing Trout in the Catskill Mountains	Robert Annis	Core Creative/Finn	2,300,000	21,275

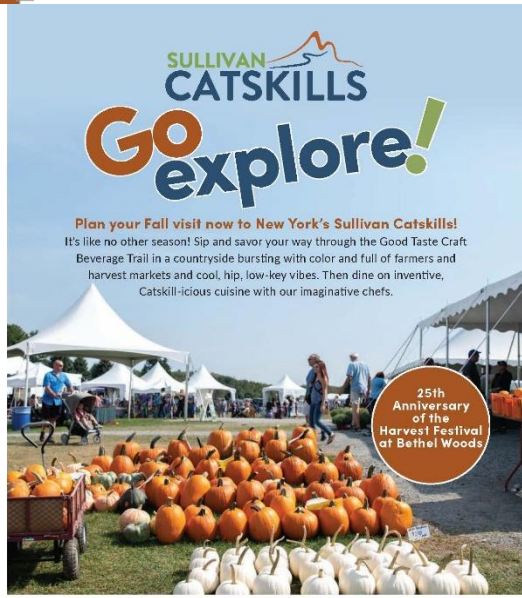


Fall in New York's legendary Sullivan Catskills is like no other season.

Sip and savor your way through The Good Taste Craft Beverage Trail in a countryside bursting with color and full of farmers and harvest markets and cool, hip, low-key vibes. Then dine on inventive, Catskill-icious cuisine with our imaginative chefs.

25th Anniversary of the Harvest Festival at Bethel Woods

- | | |
|---|---|
| SEPT 23:
THE HONEY BEE FESTIVAL
Narrowsburg | OCT 7 & 8:
THE BIG SIP WINE & SPIRITS FESTIVAL
Bethel Woods Center for the Arts |
| OCT WEEKENDS:
THE ROCKY HORROR PICTURE SHOW LIVE!
Forestburgh Playhouse | OCT 13-29:
PEACE, LOVE & PUMPKINS
Bethel Woods Center for the Arts |



SULLIVAN CATSKILLS
Go explore!

Plan your Fall visit now to New York's Sullivan Catskills!
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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

Reels and videos

<https://www.instagram.com/p/CupYVOcJm1F/>

<https://www.instagram.com/p/CvDRKKiNW33/>