

Update for April 2022

Economic Development Committee

SCVA continues to distribute to bulk locations and individual travel requests collected to date. The Sullivan Catskill GO app has been downloaded and continues to grow its user base while our team adds updates and changes for visitors to utilize and have an effortless way to access our website when planning and upon arrival.

The draft of the strategic plan was presented to the Board this month and preliminary indications from the study shows an extraordinarily strong presence of the Sullivan Catskills to the traveling public. Visitors that visited the Sullivan Catskills in recent years gave the destination a 4.5 out of 5 in satisfaction. Compared to other destinations this was a strong indication of satisfaction.

The TV and OTT campaign for spring and summer will start the end of April.

Highlights:

- Working with I Love NY on an International FAM tour.
- Two more podcasts have been produced and then these are streamed a commercial on the radio.
- A final report at the end of April from Young Strategies
- Video production continues for commercials, social media, and video library
- Our new PR team toured the Sullivan Catskills preparing for pitches to the media
- Continue to work on the Catskill Cuisine promotion and seek funding sources for this multi day event.
- Renewed the IDNYC program for 2022
- Continue preparation and planning for TAP New York
- Created recent blog posts on our website with Hudson Valley Happenings and Eat Your World.
- Working with several communities to team and promote their events

Meetings

- Presented to the Town of Fallsburg and discussed ways in which we can help promote the town and events to the traveling public.
- Met with Hurleyville and Livingston Manor business groups
- Sullivan O&W Rail Trail Alliance Meeting
- Attending NYSTIA Conference this month where Roberta will be a presenter
- Regional Work Play Tourism Group to align and work together with the region to include an Agri-tourism committee for the Mid-Hudson/Catskills region

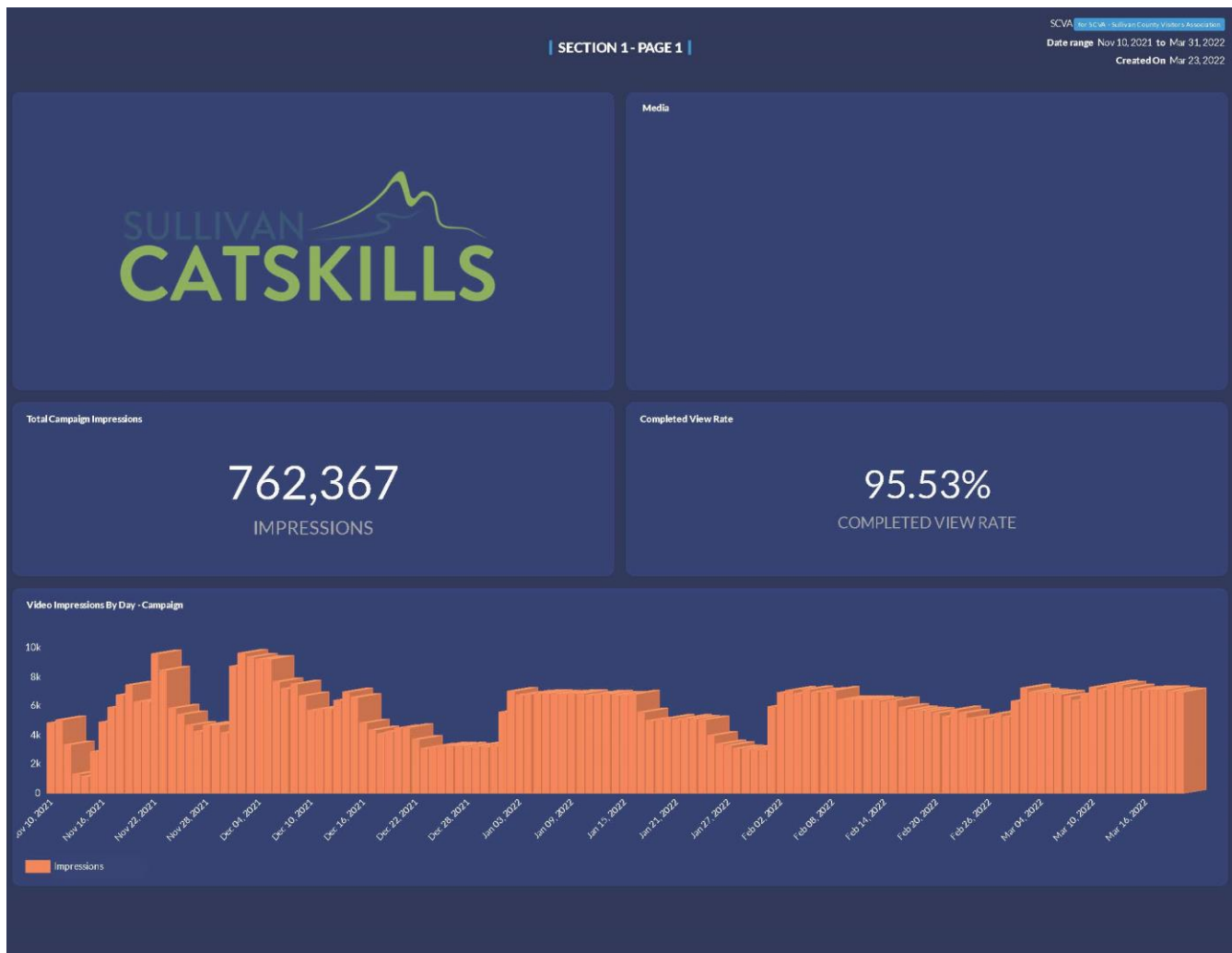
Social Media & E-News

- Instagram has passed the 20,000 followers mark exceeding our goal along with other social channels
- Continue to utilize videos produced with our members to create short vignettes and Tik Tok placements to use on our social channels.
- Creative and uplifting niche activities for families
- 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. Instagram followers have reached 20,300 and Face book is 51,400

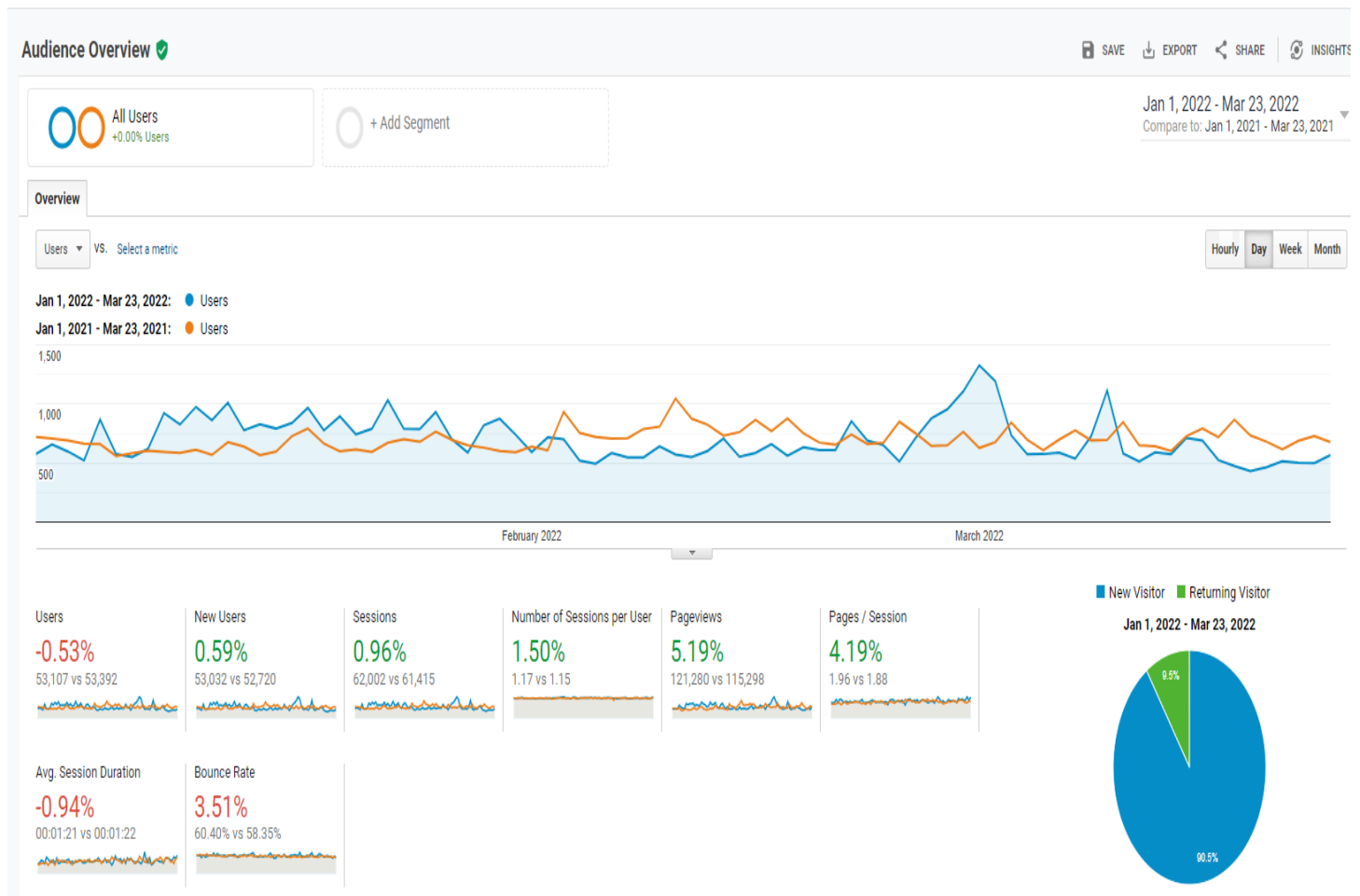
PR Outreach: SCVA is collaborating with another firm to produce stories from influencers and writers.

- 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.
- Webinars and conference calls with industry experts to discuss strategies on reopening through the phases.
- **Digital Reports attached**

RECENT OTT NUMBERS



GOOGLE ANALYTICS SHOWING INCREASE IN VISITOR TRAFFIC OVER LAST YEAR



AWESTRUCK



Date period

02/15/2022 - 03/15/2022
Duration: 29 days

Compared with:
01/17/2022 - 02/14/2022

facebook



Total Page likes
48,904
+1.96% (47,962)



New page likes
1,083
+15.34% (939)



Post organic & unique impressions
237,653
+16.12% (204,663)



Unique post clicks
6,354
+17.04% (5,429)



Post engaged users
8,354
+12.56% (7,422)



Page clicks
13,122
+15.17% (11,394)



Page views
3,164
+36.77% (2,280)



Post engagement rate
0.80%
-13.31% (0.92%)



Reach
202,491
+11.38% (181,794)

Post Insights



Message: The Best Small Towns in the Catskills for Hiking, Boutique Hotels, and Breweries <https://fa.l.cn/3mIPV>

Post impressions

8,789

Post clicks

873



Message: Great article on the Chatwal Lodge in Travel + Leisure! <https://www.travelandleisure.com/hotels-resorts/hotel-openings/chatw...>

Post impressions

7,471

Post clicks

1,654



Message: Mid-century scenes from Narrowsburg's Lucky Lake described as "America's First and Only Inter-racial Lake Colony."

Post impressions

6,223

Post clicks

347



Message: Contact Arthursacresanimalsanctuary@gmail.com for tour availability. Reservations will be first come first serve. Tours are also op...

Post impressions

5,768

Post clicks

102



Message: Blue Fox Motel is ready to host you on your next getaway! <https://fa.l.cn/3mwFP> : @bluefoxmotel on IG

Post impressions

5,384

Post clicks

232



Message: <https://hudsonvalleycountry.com/stay-the-night-oregon-trail-style-at-this-roscoe-ny-campsite/>

Post impressions

5,324

Post clicks

310

Recent articles



https://www.timesunion.com/hudsonvalley/travel/article/Hot-pool-new-Catskills-hotel-Bethel-17026236.php?IPID=Times-Union-travel-spotlight&fbclid=IwAR28luS0FE5cPii_z5gfaNmhKeqYwgImLydI1PJOW0RrPrt9sTsUDEfLIa8#photo-22232413

<https://travelcurator.com/were-dreaming-of-a-sleep-themed-vacation/?fbclid=IwAR0JM7-jAA3ja0m2FLT62UO9pK4JoYpALFAs3ykhe8ZlrfhuJpOUQMQPIuY>

<https://www.luxurytravelmagazine.com/news-articles/escape-the-city-at-the-chatwal-lodge-in-new-yorks-catskills>

<https://www.10best.com/interests/hotels-resorts/11-new-hotels-around-world-book-2022/>

Videos and TikTok

https://www.tiktok.com/@sullivancatskills/video/7077567662204816686?is_copy_url=1&is_from_webapp=v1

https://www.tiktok.com/@sullivancatskills/video/7076084451385560366?is_copy_url=1&is_from_webapp=v1