

Update for March 2024

Economic Development Committee

It is hard to believe that two months of 2024 have already flown by. In those two months, SCVA distributed thousands of guides to the traveling public via requests, at travel shows or at one of our many bulk distribution centers. Along with the unveiling of the new and improved web site and the Catskills GO app, travelers are showing major interest in vacationing in the Sullivan Catskills with all of the natural beauty and unlimited accommodations and restaurants.

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 February

- **2024 Travel Guide is being distributed to the travel plaza and information center in New York, PA, CT as well as locally and at recent Travel and trade shows. Over 25,000 copies have been distributed in 2024 so far**
- **Planning and execution of New Website design to be unveiled March 5th**
- **New Dove Location unveiled in the Town Of Thompson**
- **Planning for March 9th Marketplace at Liberty Square Mall**
- **The new Catskills Go app has been downloaded over 500 times.**
- **Participation in planning and execution of 2024 Heart-A-Thon**
- **Geocaching set for Spring**
- **The new transportation service NYC Limo VIP is working with SCVA businesses and contemplating moving a fleet of vehicles to the Sullivan Catskills.**
- **Catskill Cuisine Planning continues-event will expand to 3 days.**
- **Sullivan Catskill Barbeque planning under way for June with a sanctioned event through Kansas City Barbeque Society.**
- **Planning for PRIDE event for Father's Day weekend**
- **Planning and Collaboration with NYSHTA for Legislative Breakfast March 9th at Resorts World Catskills**
- **Trade and Travel Shows; including 3 golf, 1 fishing and 1 trade**

Meetings

- Regional Catskill Association Tourism Promotion Agency Meeting
- Sullivan O&W Rail Trail Alliance Meeting
- D&H anniversary meeting
- Accessibility Tours Meeting
- SCVA Marketing 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
- Social media engagement has increased over 2023 at an incredible rate due to new strategies aimed at increasing organic traffic and maximizing efficacy of current algorithms- many increases have been over 1000% from 2023.

AD PLACEMENTS AND CREATIVE

- Bi-weekly Zoom meetings with SCVA, Awestruck, and Core Creative
- Writing and designing weekly Consumer E-Blast every Monday for Wednesday release
- Completed creative review and recommendations on the new SullivanCatskills.com Website
- Completed Save the Date social media and website creative assets for Catskill Cuisine (attached)
- Creative Assets for March 9 Spring Market Place
- Updated Canal Anniversary Logo
- Updated [Catskill-Cuisine.com](https://www.catskill-cuisine.com) (with Save the Date Pitch)

- **Print and Digital Ads and Advertorials Completed and Released:**
 - Catskill Delaware Spring Magazine Ad
 - Travel Taste & Tour Spring Ad and Editorial
 - Valley Table Spring Magazine Ad
 - Edible NJ Spring Ad
 - Chronogram March Print Ad
 - Visit Vortex Spring Ad
 - Byways Magazine February Ad

- **In Progress:**
 - Catskill Cuisine Sponsorship Deck Update
 - Catskill Cuisine Creative Assets for Catskill Cuisine Golf Tournament
 - Concept Development and Storyboarding for :30 Spring 2024 TV Ad Campaign with :15 cutdowns for social media
 - Travel Guide Report
 - Series of New Pullup Banners for use at Trade Shows and Press Events
 - SC Democrat Catskills Confidential Ads – March – December
 - Hoy En Sullivan Print ads – March – December
 - SC Democrat Summer, Fall Catskills Delaware Magazine Print ads
 - Mass Republican Spring Advertising Assets (eblast, print ads)
 - Brew Trail Map/Logo
 - Outdoor Art Trail Logo/name

CORE CREATIVE

Dec 2023 / Jan 2024							
*Ran in fall/found in Jan '24	MAXIM	Luxury Hotels Are Going Green with Unique Garden Experiences	Chris Wilson	Online	Core Creative	772,801	7,148
12/27/2023	ELLE	24 Wellness Experiences to Book in 2024	Todd Plummer	Online	Core Creative	162,000,000	1,498,500
01/07/2024	The Travel	10 Charming Small Towns In New York's Catskills	Noah Staats	Online	TBD	2,091,076	19,342
1/10/2024	Hudson Valley Magazine	Blue Fox Motel Is a Countryside Oasis in Narrowsburg	Sabrina Sucato	Online	TBD	118,234	1,094
1/11/2024	Sullivan County Democrat	A new dove lands at the Domes	Vincent Kurzrock	Online	TBD	13,103	121
1/13/2024	Fox News	From Florida to Washington, brand new hotels in America to check out in 2024	Perri Ormont Blumberg	Online	Core Creative	1,700,000,000	15,725,000
1/14/2024	NY Post	From Florida to Washington, brand new hotels across the nation to check out in 2024	Perri Ormont Blumberg	Online	Core Creative	177,000,000	1,637,250
1/17/2024	River Reporter	A new dove on the trail	Editors	Online	TBD	51,508	476
1/22/2024	Travel + Leisure	This Gorgeous All-inclusive Resort in New York's Catskills Just Added 3 Tree Houses — With 20-foot Ceilings, a Private Deck, and Fire Pits	Devorah Lev-Tov	Online	TBD	16,400,000	151,700
1/23/2024	Forbes	Bethel Woods Center CEO Eric Frances On Camping, Glamping And Woodstock At 55	Jim Ryan	Online	Bethel/Rosen Group	81,472,794	753,623
1/26/2024	Sullivan County Democrat	Original Woodstock venue opens upscale campground	Editors	Online	Bethel/Rosen Group	15,179	140
1/31/2024	Travel + Leisure	You Can Camp on the Legendary Woodstock Festival Grounds in Upstate New York for the First Time	Rachel Chang	Online	Bethel/Rosen Group	16,400,000	151,700
1/31/2024	Robb Report	These Luxurious New Treehouses in N.Y. Afford Breathtaking Views of the Catskills	Demetrius Simms	Online	TBD	3,334,879	30,848

CORE CREATIVE

February 6, 2024	Frommers	Camping at Woodstock Festival Site Now an Option —Minus the Mud and Bad Acid (We Hope)	Zac Thompson	Online	Bethel/Rosen Group	1,069,367	9,892
February 7, 2024	The Knot	The 11 Best Sites for Glamping in New York	Beth Ann Mayer	Online	TBD	15,698,145	145,208
February 8, 2024	Hudson Valley	Bethel Woods Center for the Arts Launches Upscale Camping Experience	Kayla Sexton	Online	Bethel/Rosen Group	127,864	1,183
February 11, 2024	WorldAtlas	9 Picturesque New York Small Towns for a Weekend Retreat	Editors	Online	TBD	5,133,887	47,488
February 16, 2024	Conde Nast Traveler	The Best New Wellness Retreats Around The World for 2024	Jen Murphy	Online	Core Creative	5,934,969	54,898
February 19, 2024	Hudson Valley Post	NY's Largest Indoor Water Park Lives in the Sullivan Catskills	Editors	Online	TBD	810,346	7,496
February 19, 2024	WRRV	New York's Largest Indoor Water Park Lives in the Sullivan Catskills	Editors	Online	TBD	300,399	2,779
February 19, 2024	G1057.com	https://q1057.com/ixp/706/p/in-touch-kartrite-resort/	Editors	Online	TBD	155,550	1,439
February 20, 2024	Sullivan County Democrat	98.3 WSUL 46th Heart -A-Thon raises over \$80K	Vincent Kurzrock	Online	TBD	15,179	140

[Full Updated Monthly PR Report Here](#)

SCVA MOBILE APP- Overall Usage

Nov 27, 2023 - Feb 25, 2024 Lourdesa ▾

<p>Total Users</p> <p>16,367</p> <p><small>0% From Aug 28 - Nov 28</small></p>	<p>Avg Session Duration</p> <p>2m 41s</p> <p><small>0% From Aug 28 - Nov 28</small></p>	<p>Total Sessions</p> <p>16,632</p> <p><small>0% From Aug 28 - Nov 28</small></p>	<p>Pageviews</p> <p>18,703</p> <p><small>0% From Aug 28 - Nov 28</small></p>	<p>iOS Downloads</p> <p>338</p> <p><small>+ 6660% From Aug 28 - Nov 28</small></p>	<p>Android Downloads</p> <p>100</p> <p><small>+ 3233% From Aug 28 - Nov 28</small></p>
--	---	---	--	--	--

Popular Searches

Item Title ▾	Views ▾
Hemlock Neversink	217
The Kartrite Resort & Indoor Waterpark	141
Resorts World Catskills	139
Villa Roma Resort & Conference Center	138
Callicoon Hills	81
Roscoe Mountain Club	67
The Eldred Preserve	61
Legoland New York Resort	47
French Woods Farmhouse	45
Honor's Haven Retreat & Conference	39
The Chatwal Lodge	34
YO1 Wellness Center	34
Villa Roma Resort & Conference Center	28
Wild Roots Farm	23
StayBettr: Lakefront Haven Home	21

SCVA Travel And Trade Show Update

Trade Shows

2022-Feb 2024

- ▶ 13 Travel Trade Exposure to up to 50,000 buyers. Meetings or direct connections to over 500 buyers
- ▶ 7 Consumer Shows: Exposure to up to 100,000 visitors

Strategy

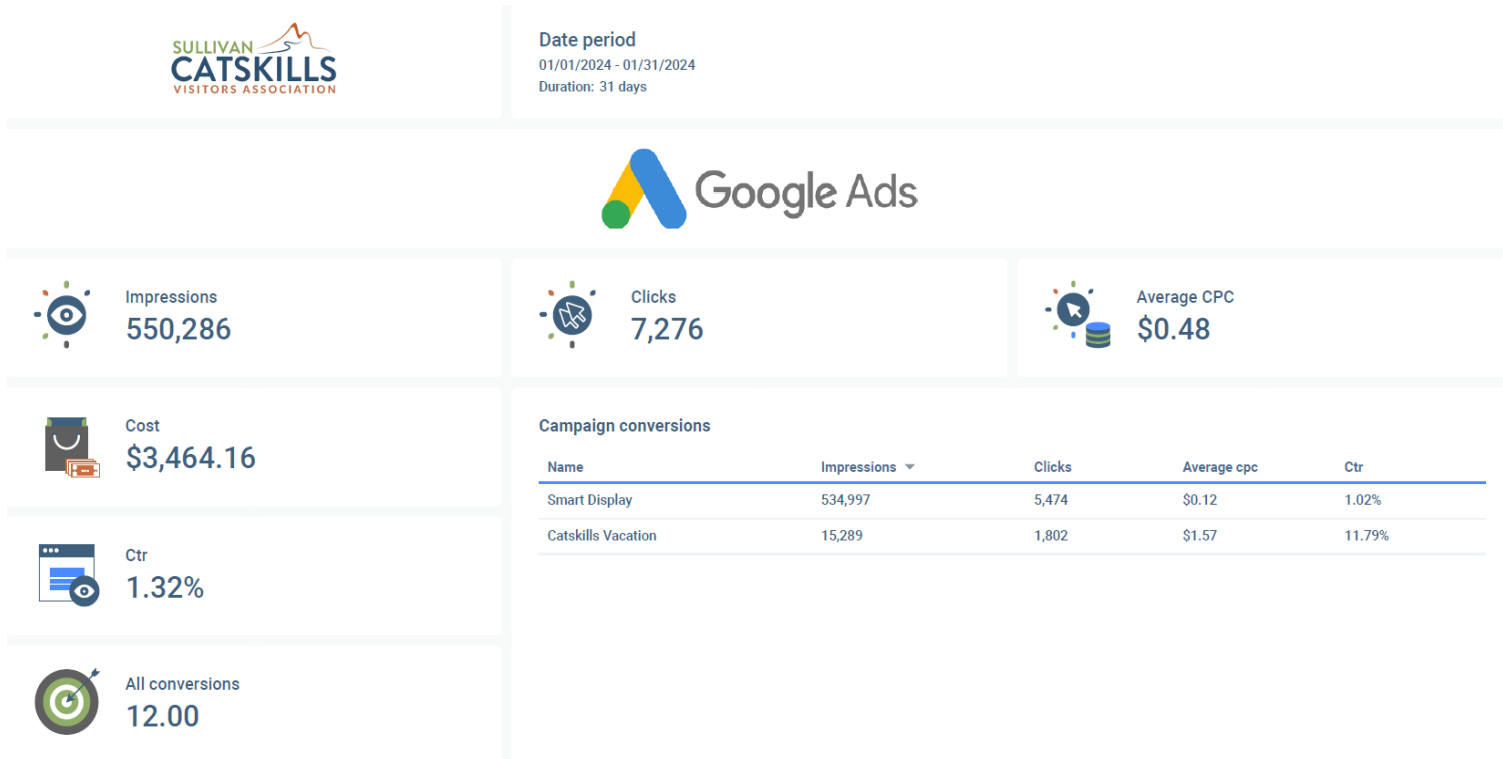
2024 to 2025

Travel Trade

- ▶ Solidify relationships
- ▶ Identify shows with best ROI and Product Interest

Consumer

- ▶ Attend niche shows that align with the Sullivan Catskills offerings-and demonstrates significant ROI and #of attendees

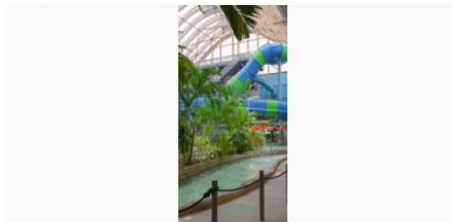


Website Performance

Session default channel grouping	Sessions ▾	New users	Total users
Organic Social	7,219	6,624	6,712
Organic Search	7,214	5,564	5,717
Direct	4,911	4,162	4,214
Display	2,313	1,536	1,634
Paid Search	1,910	1,556	1,572
Email	895	759	794
Referral	820	642	693
Unassigned	94	3	92
Organic Video	3	2	3
Summary	25,379	20,848	21,335

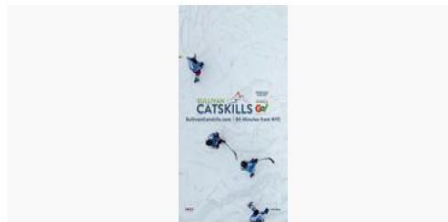
01/01/2024 - 01/31/2024

Top Performing Ads



Ad Name: Winter Ad V1 Updated
Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$1,297.76	284,348	1.70%	4,826



Ad Name: Winter Ad V2 Updated
Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$337.57	71,254	1.71%	1,219



Ad Name: Winter Ad V1 2
Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$137.49	35,917	1.56%	561



Ad Name: Winter Ad V2
Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$142.66	34,392	1.72%	593



Ad Name: Workout Reel Boost
Campaign Name: Workout Reel Boost

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$50.00	10,524	0.03%	3

01/01/2024 - 01/31/2024

Instagram

<p>Account impressions 111,386</p>	<p>Static In-Feed Post Impressions 18,525</p>	<p>Stories Impressions 49,298</p>
<p>Followers 24,727</p>	<p>New followers 198</p>	<p>Engagement rate 9.61%</p>
<p>Engagement 2,377</p>	<p>Website clicks 110</p>	<p>Reach 60,416</p>

Top Performing Reels



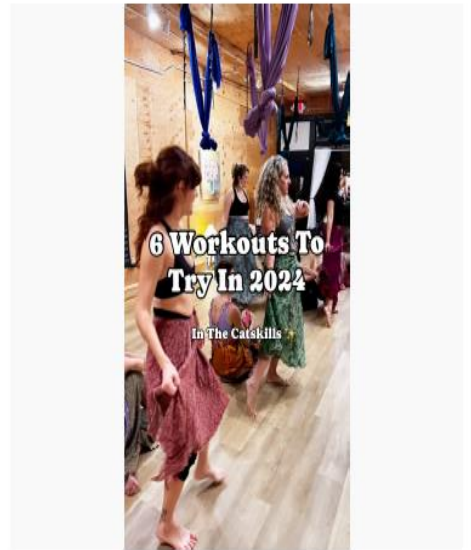
Message: Craving Catskills charm? Look no further than the North Branch Inn, a cozy retreat nestled just 2 hours from NYC in North Branch, NY. Ne...

Plays	Likes	Saved	Shares	Comments
7,379	397	35	52	22



Message: Brunch lovers! Beat the winters blues and head to The Catskills for a delicious brunch! Spend the night at one of the charming properties...

Plays	Likes	Saved	Shares	Comments
5,407	161	52	77	30



Message: Try these 6 workouts next time you're in the Catskills! All great options for a healthy kick of to 2024 & throughout the year as you look fo...

Plays	Likes	Saved	Shares	Comments
3,997	111	15	29	14

01/01/2024 - 01/31/2024

facebook

Engaged users 19,180	Impressions 623,415	Reach 207,780
Post engagements 25,240	New page likes 137	Page views 7,146
Paid reach 166,560	Page clicks 21,645	Total Page likes 53,775
Page posts impressions 573,245		

A

PAID SOCIAL



META PAID SOCIAL

- In January, we saw over 436,430 impressions (an increase of +286% MoM), 7,202 link clicks (+66% MoM), and 839 post reactions.
- Our top ad : Winter VI - Catskills indoor and outdoor activities, generating 284,348 impressions and 4,826 link clicks.
- The first account Reel boost analytics:
 - Impressions : 10,524
 - Link Clicks: 3

Google Ads



GOOGLE

- Over 7,200 clicks (+97% MoM) were recorded from our Google campaigns in January with an average click-through rate of 11.79% in Search far exceeding industry standards.
- The display campaign alone generated over 534,000 impressions (102% increase MoM) and 5,400 clicks (+131% MoM) with an average CPC of \$0.12

OTT - CTV & DSP



CTV:

- Impressions: 336,917
- Completion rate: 97.38%
- Website Conversions: 2,981

DSP:

- Impressions: 256,328
- Clicks: 281

Top Regions:

- NY
- PA
- CT
- NJ

FB ACCOUNT INSIGHTS

Numbers are showing a great upward trend! Organic & Paid are both performing well and we are seeing huge increases in impressions & profile visits.



CONTENT INTERACTIONS

Jan 2023

Content Interactions 2,800
reactions, saves, comments, shares and replies
Link Clicks 5,600
Engaged Users 12,915
Post engagements 17,688

Jan 2024

Content Interactions 3,600 **+28.57%**
reactions, saves, comments, shares and replies
Link Clicks 7,724 **+37.93%**
Engaged Users 19,180 **+48.52%**
Post engagements 25,240 **+42.71%**

REACH

Jan 2023

Accounts Reached 119,165
88,367 Paid
30,798 Organic
Impressions 12,244
Profile Visits 1,935

Jan 2024

Accounts Reached 207,780 **+74.37%**
166,560 Paid **+88.53%**
55,233 Organic **+79.35%**
Impressions 623,415 **+4,992.63%**
Profile Visits 7,146 **+269.23%**

GROWTH

Jan 2023

Overall followers 51
Follows 88
Unfollows 37

Jan 2024

Overall followers 164 **+38%**
Follows 191 **+117.05%**
Unfollows 27 **-27.03%**

IG ACCOUNT INSIGHTS YEAR OVER YEAR

Numbers are showing a great upward trend, if we continue on this path we will see further growth in the account and engagement.



ENGAGEMENT

Jan 2023

Content Interactions 2,008
Link Clicks 154
Engagement rate (Interactions+clicks/followers)
9.69%

Jan 2024

Content Interactions 2,800 **+39.44%**
Link Clicks 543 **+252.60%**
Engagement rate (Interactions+clicks/followers)
13.51% **+39.42%**

REACH

Jan 2023

Accounts Reached 13,500
Impressions 111,386
Story Impressions 11,504

Jan 2024

Accounts Reached 29,100 **+115.56%**
Impressions 135,585 **+21.72%**
Story Impressions 49,298 **+328.50%**

GROWTH

Dec 1 - Dec 7

Overall Followers 22,293
New Followers 159

Jan 1 - Jan 4

Overall followers 24,727 **+10.92%**
New Followers 198 **+24.53%**

Social Media Ads

[Version 1 horizontal](#)

[Version 2 vertical](#)

TV Ads

[SCVA Winter 23 Version A-New TV output for Fishermears.MP4 \(dropbox.com\)](#)

[SCVA Winter 23 Version B-New TV output for Fishermears.MP4 \(dropbox.com\)](#)

Go! play

Good eats. Good drinks. Good times.

This spring, head to the Sullivan Catskills, where the food is plentiful, the drinks are flowing, and the fun is never-ending. Our creative chefs and mixologists rule the foodie scene. Tour the Dove Trail – it's selfie heaven. Indulge at our spas and wellness centers. Sample our maple syrup. Roll the dice at Resorts World Catskills. Make a splash at Kartrite Resort and Indoor Waterpark.

Reserve a table at The DeBruce
in Livingston Manor
—a semi-finalist for the
2024 James Beard
Foundation Restaurant
for Outstanding Restaurant.

*Mini vacays... Longer stays,
or anything in between
— we're just a short trip away.*

**SULLIVAN
CATSKILLS**

This institution is an equal opportunity provider and employer.



SullivanCatskills.com
1.800.882.CATS

PLAN YOUR VISIT NOW!

2ND ANNUAL CATSKILL CUISINE FOOD FESTIVAL: MAY 10-12

A foodie affair with celebrity and local chefs and farm-fresh seasonal ingredients at Bethel Woods Center for the Arts.

RESTAURANT WEEK: APRIL 8-21



Go! explore

**Our charming small towns
are bursting with big experiences.**

Events, food, drink, and outdoor fun are all around and perfect for groups— large and small. Visit our legendary Sullivan Catskills. We're just 90 minutes from New York City and a real crowd pleaser.

*Mini vacays... Longer stays, or
anything in between
— we're just a short trip away.*

**SULLIVAN
CATSKILLS**



SullivanCatskills.com

1.800.882.CATS

This institution is an equal opportunity provider and employer.

BOOK YOUR GROUP NOW FOR THESE FUN ACTIVITIES:

CATSKILL CUISINE
MAY 10-12

RESTAURANT WEEK
APRIL 8-21

RIVER ADVENTURES
MAY-OCTOBER

CONCERTS
BETHELWOODS

¡Ir jugar!

La diversión invernal en el lugar donde vive está llena del encanto de un pueblo pequeño y de grandes experiencias. Ponte un par de raquetas de nieve y recorre los senderos. ¡Tenemos docenas! La pesca y el patinaje sobre hielo son divertidos para todos. ¡Tenemos 164 lagos y concursos también!

¿Hambriento? Nuestros chefs y panaderos sirven la comida reconfortante invernal más deliciosa de Catskill.



SULLIVAN CATSKILLS
SullivanCatskills.com
1.800.882.CATS

¿TIENES UN NEGOCIO BASADO EN EL TURISMO?
Únase a la Sullivan Catskills Visitors Association.
Te ayudaremos a promocionar tu empresa y atraer a la gente a su puerta.

Go! chill



Winter renewal starts here. Restore your soul. Find your peace. Nourish your body. We have wellness resorts with health-conscious restaurants, fitness centers, yoga and pilates studios, and massage therapists. Downhill skiing, ice fishing, and snowshoeing are invigorating, and beautiful. Or wander our small towns for award-winning craft beverages, acclaimed restaurants, and unique wares from local makers.

Need snacks... Longer trips, or something in between — we're just a short trip away.

SULLIVAN CATSKILLS
SullivanCatskills.com
1.800.882.CATS

SULLIVAN CATSKILLS
SullivanCatskills.com
1.800.882.CATS

SAVE THE DATES: CATSKILL CUISINE FOOD FESTIVAL: MAY 10-12, BETHEL WOODS