

Update for December 2023

Economic Development Committee

The winter season is upon us and SCVA plans to be ready with targeted advertising in the New York Metro area promoting all our assets. Hemlock is open and with the cold weather expect Holiday Mountain with limited skiing. Reports from our properties on activity during October and November were better than last year with robust bookings. December is starting to fill as well.

Promotion for winter:

- **Peace, Love, and Lights**
- **Dance of the Lights in Wurtsboro**
- **Dickens on the Delaware**
- **Romantic Get-A-Ways**

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 November

- **Final edits on 2024 Travel Guide**
- **Web design with Mid-Hudson Web is ready for January unveiling.**
- **New Catskills Go app design moving forward.**
- **Heart-A-Thon meeting**
- **Geocaching set for Spring**
- **Working with a new transportation service from NYC**
- **Catskill Cuisine Planning**

Ads and Placements for last quarter of 2023

- Google Display ads
- Visit Vortex Winter Ad
- Chronogram November ad
- Community Foundation Journal Ad
- Edible NJ Holiday ads
- Meeting and Conventions Magazine Ad and Editorial – November issue
- Catskill Delaware Magazine Fall Ad
- Catskill Confidential Holiday Ad
- Travel, Taste and Tour Magazine – Print Ad and Editorial
- ROVA December-January Print Ad
- Brand USA 2024
- Global Heroes – January 2024 Print ad and Editorial
- November Digital Banner ads for Awestruck Placement
- Valley Table November Digital Ads and October Eblast
- NY Lifestyle Magazine Holiday Print Ad
- Food & Travel Magazine – Fall Print ad and Editorial
- Digital ads for Social Media, Mid-Hudson News, Valley Table
- Winter TV commercial

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 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

Below are our metrics for October (9/15 – 10/15).

AWESTRUCK



Date period
09/15/2023 - 10/15/2023
Duration: 31 days



Impressions
235,217

Clicks
1,854

Average CPC
\$1.59

Cost
\$2,941.82

Campaign conversions

Name	Impressions	Clicks	Average cpc	Ctr
Smart Display	229,228	1,219	\$1.25	0.53%
Catskills Vacation	5,989	635	\$2.24	10.60%

Ctr
0.79%

Website Performance

Session default channel grouping	Sessions	New users	Total users
Organic Search	4,840	3,709	3,887
Direct	4,321	3,676	3,774
Referral	3,870	3,151	3,249
Organic Social	2,747	2,287	2,414
Display	1,422	1,176	1,275
Paid Search	893	704	720
Email	732	580	623
Unassigned	40	2	40
Organic Video	2	1	2
Summary	18,868	15,287	15,623

09/15/2023 - 10/15/2023



Total spent \$1,647.99	Link clicks 3,407	Impressions 246,718
Reach 109,309	Post Reactions 272	Post Comments 4
Frequency 2.26	CPC (cost per link click) \$0.48	CTR (link click-through rate) 1.38%

Top Placement

Publisher Platform	Total spent	Impressions	Reach	CTR (link click-through)	CTR (all)	Post Comments	Website Purchases
Facebook	\$1,367.45	229,097	103,650	1.12%	1.97%	4	1
Audience network	\$195.87	10,215	3,293	6.68%	6.61%	0	0
Instagram	\$84.66	7,406	4,252	2.05%	2.39%	0	0

Top Performing Ads



Ad Name: Fall Ad
Campaign Name: Traffic Campaign

Amount spent	Impressions	Clicks (all)	Purchases
\$752.52	136,234	1,826	0



Ad Name: Fall Video Ad
Campaign Name: Traffic Campaign

Amount spent	Impressions	Clicks (all)	Purchases
\$176.03	18,624	806	1



Ad Name: Summer Campaign_v1_2023
Campaign Name: Traffic Campaign

Amount spent	Impressions	Clicks (all)	Purchases
\$466.82	66,048	1,865	0



Ad Name: Summer Campaign_V2_2023
Campaign Name: Traffic Campaign

Amount spent	Impressions	Clicks (all)	Purchases
\$252.62	25,812	866	0

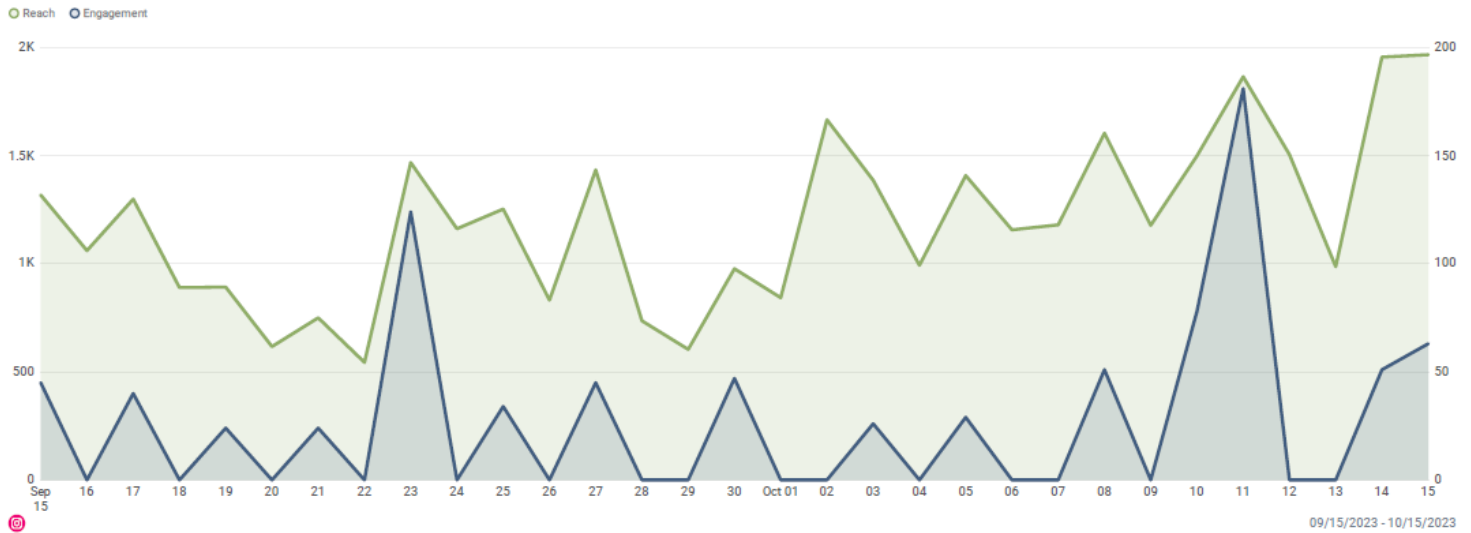
09/15/2023 - 10/15/2023



Instagram

Impressions 101,143	Impressions 18,481	Impressions 53,204
Followers 24,303	New followers 222	Engagement rate 3.55%
Engagement 862	Website clicks 182	

Reach / Engagement



Top Performing Posts



Message: Have you tried the wood-fired pizza at The Kaatskeller yet? 🍕 If not, you're missing out on a slice of heaven! 🍂 @thekaatskeller . . .

Impressions	Reach	Likes
2,029	1,855	92



Message: It's a spooky time at The Catskill Brewery 🍷 Try their Bark-A-Boom lager during your next visit! YUM 🍷 @thecatskillbrewery . . .

Impressions	Reach	Likes
1,798	1,552	49



Message: 📣 Calling all Rocky Horror Picture Show fans! 🎭 Join Foresburgh Playhouse every weekend as they bring the cult classic to life...

Impressions	Reach	Likes
1,625	1,516	33



Message: Eagle eyed people can view the fall foliage this week. 🍂 by @jerry.cohen #sullivancatskills #catskills #catskillmountains #fall...

Impressions	Reach	Likes
1,502	1,357	76



Message: Book a stay at The Arnold House and begin your week of relaxation. 🍷 @thearnoldhouse . . #catskillsony #sullivancatskills...

Impressions	Reach	Likes
1,496	1,370	39



Message: Get ready for a flavor explosion at Tango Café with their Shrimp Ceviche Passion Fruit Citrus Marinated! 🍷 🍷 @tangocafehurleyvill...

Impressions	Reach	Likes
1,380	1,249	43



Message: 🍷 Peace, Love & Pumpkins 🍷 An enchanting walk-thru Halloween experience in our beautiful Sullivan Catskills at Bethel Woods...

Impressions	Reach	Likes
1,127	1,008	50



Message: Get ready for a spooooky and fun-filled weekend at @bethel_pastures_farm! 🍷 Starting in October through Columbus Day...

Impressions	Reach	Likes
1,014	928	26



Message: All That Glitters Is Old but in the best way possible! 🍷 Rediscover the magic of music with vintage vinyl records 🍷 🍷 ...

Impressions	Reach	Likes
1,001	925	23



Message: What's your tap of choice at Roscoe Beer Company? 🍷 🍷 @roscoebeercompany . . #catskillsony #sullivancatskills #sullivancounty...

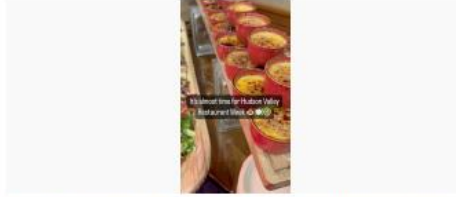
Impressions	Reach	Likes
940	878	23

Top Performing Reels



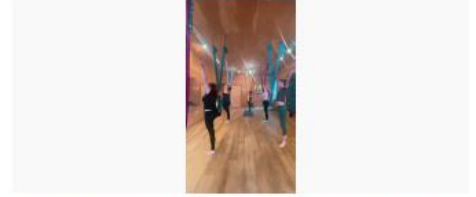
Message: Happy 1st Day of Fall! 🍂 We're so excited to embrace the autumn season and all the joy it brings. Lets make this fall one to remember! 🍁🍂...

Plays	Likes	Saved	Shares	Comments
2,680	115	2	6	1



Message: The Catskills and Hudson Valley present Fall Restaurant Week! Held: October 30-November 12 This is the perfect time to try a new...

Plays	Likes	Saved	Shares	Comments
2,629	59	3	14	2



Message: Just an average day at @mountaindaleyoga! . . #catskillsny #sullivancatskills #sullivancounty #ny #catskills #dovetrail #localbusiness

Plays	Likes	Saved	Shares	Comments
2,615	35	3	5	2



Message: Spend the day with us at @fortressbikes! 🚲 . . #catskills #mysullivancatskills #sullivancounty #sullivancountycatskills...

Plays	Likes	Saved	Shares	Comments
2,250	41	0	3	1



09/15/2023 - 10/15/2023

Top Performing Posts



Message: This is Mary and Rich Brady from Portsmouth, NH, they stayed at the Villa Roma Resort & Conference Center for the week and found a...

Impressions	Clicks	Engagement
8,115	251	366



Message: Have you tried the wood-fired pizza at The Kaatskeller yet? 🍕 If not, you're missing out on a slice of heaven! 🍷 : @thekaatskeller on IG

Impressions	Clicks	Engagement
5,097	310	363



Message: Allen and Linda Eckers from Swan Lake completed the Sullivan Catskills Dove Trail and stopped in to win their swag! They love the Dove...

Impressions	Clicks	Engagement
4,864	180	270

09/15/2023 - 10/15/2023

		The nervous driver's guide to road trips				
October 25, 2023	TripAdvisor	The nervous driver's guide to road trips	Perri Blumberg	Online	Core Creative	114,947,297
November 7, 2023 (orig ran 9/15/23)	Time Out	5 foodie weekend getaways from New York City	Kaitlyn Rosati	Online	Core Creative	31,700,000
11/8/2023	Hudson Valley Post	Kick Off Thanksgiving Morning With a Hudson Valley Turkey Trot	Editors	Online	TBD	1,900,000
11/8/2023	MidHudson News	Walk through Peace, Love & Lights with Sullivan 180	Editors	Online	TBD	474,000
11/10/2023	Thrillist	7 Fun BFF Road Trips Within 3 Hours of Philly	Perri Blumberg	Online	Core Creative	6,200,000
11/19/2023	101.5 WPDH	Escape to the Hudson Valley's Newest Retreat	Editors	Online	TBD	373,412

Sullivan Catskills Visitors Association & Core Creative *PR By the Numbers*

March - October 2022

989,067,817

Impressions

\$9,148,877

Ad Value Equivalency

January - September 2023

2,457,442,922

Impressions

\$22,731,347

Ad Value Equivalency