

Update for October 2024

Economic Development Committee

The crisp air added a refreshing touch to October, making each gathering invigorating. Festivals celebrating the harvest season brought communities together, offering a delightful mix of traditions and cuisines. Pumpkin patches and corn mazes provided families with endless entertainment, while craft fairs showcased the talents and creativity of local artisans. The vibrant hues of red, orange, and yellow leaves created picturesque scenes, perfect for leisurely walks or invigorating hikes. Peace, Love, and Pumpkins along with Rocky Horror at the Forestburgh Playhouse entertained visitors through out the month.

HERE ARE THE SULLIVAN CATSKILLS LATEST FAST FACTS

According to the recently released data, 2023 traveler spending in the Sullivan Catskills reached another record high of \$969 million an 8.6 % increase over 2022's traveler spending. Tourism-generated state tax of \$53 million and local taxes of \$50 million, saving the average household in the county an additional \$3,481 to maintain the same level of government revenue.

The growth of tourism has brought about a myriad of economic benefits, including increased employment opportunities and support for local businesses. In 2023, total tourism-generated employment registered 4,908 jobs, \$289 million in tourism generated income.

SCVA Activities for September

- **Finish updates on the romance map and add more places and will be available at our annual meeting**
- **Brand USA content shoot for international promotion**
- **Geocaching on the Dove Trail is underway**
- **Filming for the Balancing Act that will air in winter promoting the Sullivan Catskills**
- **Beyond the Big Apple program through Miles Partnership for advertising**
- **Coordinate Media writers and influencers for the month of October**
- **Planning for 2025 Travel Guide**
- **Tour Operator B2B in White Plains**

Meetings

- Regional Catskill Association Tourism Promotion Agency Meeting
- Sullivan O&W Rail Trail Alliance Meeting
- SCVA Marketing Meeting
- NYS DMO Meeting
- NYSTIA 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.

- In House Social media is seeing fantastic gains

Print and Digital Ads and Advertorials Completed

- SC Democrat Catskills Confidential: Sept & Oct
- Fall Digital Ads for Google, Social Media, MidHudsonNews.com
- Hoy en Sullivan Print ads – Sept&Oct
- SC Democrat Fall Catskills Delaware Magazine Print ad
- Group Tour Magazine Nov Print Ad
- Group Tour Magazine Nov Advertorial
- Mid-Atlantic Events Mag – Sept/Oct Print 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
- Mass Republican Fall Print ads & Eblast
- Origin Magazine Fall Print As & Editorial
- Catskill Mountain Magazine Print Ads and Editorial – Sept & Oct
- Digital ads for DiscoverUpstateNY.com
- New York Family Dec Print and Digital Creative
- Jeff Journal Print Ad – Go App Download
- Today Media -Fall ads

In Progress:

- 2025 Travel Guide
- 2024 Annual Report & Collateral Materials
- SC Democrat Catskills Confidential Ads – Nov– Dec
- Hoy en Sullivan Print ads – Nov– December
- Chronogram Fall/Winter Ad
- Catskill Mountain Magazine Print Ads and Editorial – Nov-Dec
- Edible NJ Holiday Print Ad
- Brew Trail Map/Logo
- Update Dove Trail Map
- 2025 Travel Guide
- Fall 2024 TV Ad
- Chronogram Print ads Nov-Jan 2025 Print ads
- NYSTIA/ROVA print and Digital Ads Dec-Jan
- Catskill Mountain Magazine – Nov-Dec Print and Advertorial
- Brand USA Global Inspiration Campaign
- Fairfield After Dark Winter Campaign

Notable Analytics, MTD 10/1 – 10/22

- Google Ads Analytics: October MTD metrics vs LY
 - Impressions: 376,980 **+101% LY**
 - Clicks: **+219% LY** at 4,194 clicks to the website
 - CTR: 1.11% **+58% LY**
- Website Acquisition:
 - Total users to the site have increased this month **27% YoY**
 - We're also seeing an increase in new users YoY by **29% to the site (14,000 new users)**

Paid Social: October MTD metrics 10/1 – 10/22

- We've served 162,700 impressions
- serving a little over 87,230 individuals (reach)
- Link clicks: 4,018 **+90% compared to LY**
- Increase in post reactions by **58%** and an increase in comments on paid ads by **900%** - engagement increasing across social platforms on both paid and organic efforts.

TOTAL FOR 2024 TO DATE

FACEBOOK HIT 1,647,727 IMPRESSIONS UP FROM 705,386 IN 2023

INSTAGRAM REACHED 701,740 IMPRESSIONS UP FROM 522,612 IN 2023

GO APP



September 2024 PR Report

Run Date	Publication	Article Title	Journalist	Coverage Medium	Ownership	Impressions	Ad Value
22-Aug-24	The River Reporter	Theatre for all at In the Works ~ In the Woods	Editors	Online	TBD	51,508	476
28-Aug-20	Thrillist	10 Underrated Weekend Getaways Near NYC You Can Get to Without a Car	Izzy Baskette & Lauren Mattison	Online	TBD	8,142,768	75,321
31-Aug-24	Forbes	The Catskills Have Cachet—Here's Where To Stay This Fall	Jennifer Leigh Parker	Online	TBD	81,472,794	753,623
Sep-24	Robb Report	High Country	Irene Opezzo	Print	Core Creative	109,605	1,014
Fall 2024	Bal Harbour	Happy Valley	Mark Ellwood	Print	Core Creative	100,000	925
1-Sep-24	Chronogram	Sullivan County: Quiet Transformation	Melissa Esposito	Online	Core Creative	54,823	507
2-Sep-24	Purewow	The 34 Coziest Winter Weekend Getaways from NYC	Dan Koday	Online	Core Creative	6,700,000	61,975
2-Sep-24	Yahoo!	The 34 Coziest Winter Weekend Getaways from NYC	Dan Koday	Online	Core Creative	3,700,000,000	34,225,000
4-Sep-24	Love NY	New Data from Tourism Economics Reflects Tourism Thriving in the Sullivan Catskills	Editors	Online	TBD	656,923	6,077
4-Sep-24	ILoveNY	New Data from Tourism Economics Reflects Tourism Thriving in the Sullivan Catskills	Editors	Online	TBD	656,923	6,077
6-Sep-24	Mid Hudson News	Sullivan County to explore viability of conference center	Todd Bender	Online	TBD	238,822	2,209
9-Sep-24	WRRV-FM (Poughkeepsie, NY)	Roadside Attraction Scavenger Hunt Through Sullivan County, NY	Editors	Online	TBD	300,399	2,779
9-Sep-24	Sullivan Country Democrat	Harvest Festival Returns to Bethel Woods Center for the Arts for 26th Year	Editors	Online	TBD	13,103	121
10-Sep-24	City Pulse	An insider's look at the flavors of New York's Sullivan Catskills City Pulse	Jill Dutton	Online	Core Creative	27,697	256
14-Sep-24	Hudson Valley Post	Roadside Attraction Scavenger Hunt Through Sullivan County, NY	Editors	Online	TBD	238,822	2,209
16-Sep-24	WPDH	Discover Family-Friendly Fall Fun At New York Orchards And Farms	Ryan Roberts	Online	TBD	373,412	3,454
22-Sep-24	ILoveNY	Find Fall Family Fun at These 16 New York State Farms	Editors	Online	TBD	656,923	6,077
23-Sep-24	Travel + Leisure	This Upstate New York Hotel Is Set at a Working Cider Mill — and It Just Got a Michelin Key	Jessica Vadillo	Online	TBD	16,400,000	151,700
25-Sep-24	InsideHook	The Best Boozy Beverage Trails (That You Don't Know About)	Katheleen Wilcox	Online	TBD	1,157,110	10,703
25-Sep-24	PureWow	Ride a Pink Cog Train up a Mountain in This Quaint New Hampshire Town	Kate Loweth	Online	Core Creative	6,700,000	61,975
25-Sep-24	Sullivan County Democrat	A Single Bite Annual Golf Tournament winners	Editors	Online	TBD	13,103	121

PAID SOCIAL



META PAID SOCIAL

- In September, we served 210,082 impressions (an increase of +15% YOY), 3,438 link clicks, and a 1.64% link CTR.
- **Top Ads**
 - Wedding Venue Ad, generated 119,365 impressions and 2,028 link clicks.
 - Summer Ad V1, generated 30,969 impressions and 606 link clicks.

Top Performing Ads

Ad Name	Amount spent	Impressions	CTR (link click-through rate)	Link clicks
Ad Name: Wedding Venue Ad Campaign Name: Traffic Campaign	\$888.50	119,365	1.70%	2,028
Ad Name: Summer Ad V1 Campaign Name: Traffic Campaign	\$452.25	30,969	1.96%	606
Ad Name: Sullivan Catskills GO Campaign Campaign Name: Sullivan Catskills GO Campaign	\$128.92	27,264	1.35%	369



Google Ads



- Over 5,554 clicks (+179% YoY) were recorded from our Google campaigns in September with an average cost per click of \$0.71 exceeding industry standards.
- The display campaign generated 435,013 impressions (31% increase YOY) and 4,904 clicks (293% YOY) with an average CPC of \$0.12.
- The App install campaign served 6,550 impressions, 184 clicks. and a 2.81% CTR.



OTT - CTV & DSP



CTV Impressions: 338,375

CTV Completion Rate: 98.39%

Web Conversions: 549

Display Impressions: 253,754

Clicks: 203

TOP Zip Codes:

- 11236 Brooklyn, NY
- 18017 Bethlehem, PA
- 18104 Allentown, PA
- 11434 Jamaica, NY



Top Performing Ads



Ad Name: Wedding Venue Ad
Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$888.50	119,365	1.70%	2,028



Ad Name: Summer Ad V1
Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$452.25	30,969	1.96%	606



Ad Name: Sullivan Catskills GO Campaign
Campaign Name: Sullivan Catskills GO Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$128.92	27,264	1.35%	369



Ad Name: Summer Ad V2
Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$390.66	17,274	0.58%	100



Ad Name: SCVA x Breeze Airways Contest Ad
Campaign Name: SCVA x Breeze Airways Contest Boost

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$117.56	13,020	2.15%	280



Ad Name: Fall Offer 2 Ad
Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$13.63	1,321	2.95%	39

<p>Account impressions 94,988</p>	<p>Static In-Feed Post Impressions 35,331</p>	<p>Stories Impressions 33,850</p>
<p>Followers 28,005</p>	<p>New followers 288</p>	<p>Engagement rate 9.75%</p>
<p>Engagement 2,731</p>	<p>Website clicks 369</p>	<p>Reach 74,925</p>

Top Performing Posts



Message: 🍁🍁 FALL GIVEAWAY! 🍁🍁 Win the ultimate autumn escape to the Sullivan Catskills! Click the link in our bio for a chance to win the...

Impressions	Reach	Likes
6,457	5,814	248



Message: Looking for something fun to do? Another great weekend in the Sullivan Catskills is here! Enjoy the fall weather at one of our great local...

Impressions	Reach	Likes
5,188	4,307	172



Message: 🌈 The weather is going to be beautiful this weekend in The Catskills! There is a ton to do, so get out and enjoy the sunshine ☀️🐕 T...

Impressions	Reach	Likes
4,494	3,521	186



Message: ☀️ The weather is looking pretty good this weekend! Here are some things to do in The Sullivan Catskills 🌲🍁 95th Fireman's Parade i...

Impressions	Reach	Likes
3,757	3,067	188



Message: ☀️ The weather is looking great with sunny skies and highs in the mid-60s this weekend! Luckily, we have tons going on in The Sullivan...

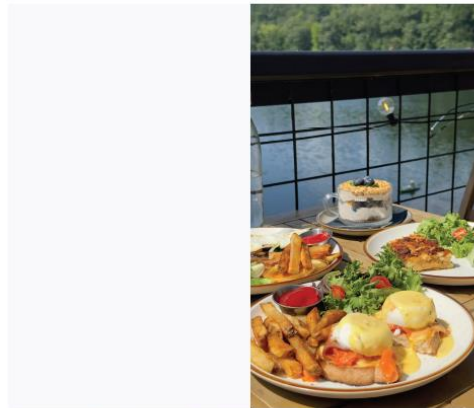
Impressions	Reach	Likes
3,322	2,765	156



Message: 🇵🇷 We are excited to celebrate Hispanic Heritage Month in the Sullivan Catskills! Home to a vibrant Hispanic community that contribute...

Impressions	Reach	Likes
2,988	2,507	147

Top Performing Reels



Message: 🍷 There is a new French Bistro in Narrowsburg! Make plans to enjoy @lacigognery on your next visit to The Catskills 🍴🍷 Enjoy authentic Alsatian flavors while taking in breathtaking views of the Delaware River 🌳🍁...

Plays	Likes	Saved	Shares	Comments
4,995	391	41	194	24



Message: ☀️ Plan a fun vacation in The Catskills! At the @villaroresort in Callicoon NY, enjoy never ending activities and delicious food every day that you are on property. A cruise on land! 🍷 All fun and no worries. Book a...

Plays	Likes	Saved	Shares	Comments
3,543	78	10	33	1

facebook

Impressions 517,044	Reach 282,740	New page likes 39
Post engagements 18,587	Page posts impressions 332,566	Page views 2,907
All posts engagement rate (reactions + comme 5.59%	Started following 101	Followers 56,049
Total page likes 53,833	<small>09/01/2024 - 09/30/2024</small>	

Top Performing Posts



Message: It's going to be another beautiful weekend in The Sullivan Catskills! Take a look at what is going on :)

Impressions	Clicks	Engagement
2,504	4,548	4,585



Message: ☀️ The weather is looking great with sunny skies and highs in the mid-60s this weekend! What are you planning to do? Let us know in t...

Impressions	Clicks	Engagement
2,547	4,162	4,203



Message: 🍷 Oktoberfest at Roscoe Mountain Club was a blast! Beer lovers 🍷 Make plans to continue the celebration this weekend at Big Ed...

Impressions	Clicks	Engagement
5,615	2,860	2,897



Message: Another great weekend in the Sullivan Catskills is here! Get out & enjoy the beautiful fall weather at one of our great local businesses 🍁...

Impressions	Clicks	Engagement
3,274	2,625	2,650



Message: We are always proud to celebrate Sullivan County Firefighters! Congratulations to all the winners at the 95th Annual Sullivan County...

Impressions	Clicks	Engagement
7,476	1,933	2,076



Message: Fall is officially here! Check out some pics from from the Liberty Fall Festival at Walnut Mountain Park over the weekend 🍁

Impressions	Clicks	Engagement
6,689	1,828	1,886