



Update for October 2023

Economic Development Committee

SEPTEMBER's tourism news demonstrated the SCVA's marketing strategies are providing a strong ROI for its ongoing efforts:

1. *Tourism Oxford Studies, Tourism Economics* report, **under the direction of New York State Tourism and Governor Hulchul**, showed that the Sullivan Catskills had the largest tourism growth in the 10 counties of the Mid-Hudson and Catskill from 2021 to 2022.

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.

2. Robert Byron-Lockwood, CEO/President of the Sullivan Catskills Visitors Association won the prestigious **2023 New York State Executive of the Year award, from the New York State Hospitality & Tourism Association.**

FAST FACTS

Familiarization & Press Trips Hosted

- Trotta Tourism-one of the fastest growing Latin receptive operators in the United States. They sell tourism to US destinations including group travel, Fly-drive, weddings and meetings. They work with Mexico and Latin America.
- Briana Brevard, social media influencer with 21k Instagram followers visited from Sept 1-3
- Lauren Wire, Finn Partners and Marisel Salizar and food influencer and writer Sept 28-30



Work performed:

- Bi-weekly Zoom meetings with Fisher Mears, Awestruck, and Core Creative
- Writing and designing weekly Consumer E-Blast every Monday for Wednesday release
- Preparing for Catskill Cuisine
- Annual Board Meeting
- Restaurant Week preparation and press event
- Prepping for Bus Association of New York State
- Working on new website for SCVA and Film Commission
- Mailing out Travel Guides
- TV Fall Commercial

• In Progress:

- 2024 Ad Campaign Creative
- Fall 2023 TV ad Concept(s)
- 2024 Travel Guide
- Print ads for Byways Magazine for October, December and (February 2024)
- SC Democrat, Winter, Hunting Ads
- Chronogram September-December Ads
- Hoy En Sullivan Monthly Ads – September-December
- Travel, Taste and Tour Fall Print Ad and Editorial Copy
- 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)
- Template Designs for B2B Info Gathering Profiles for Influencers, Travel Writers, Tour Operators
- Brew Trail Map/Logo
- Outdoor Art Trail Logo/name
- Bandana Design

SOCIAL MEDIA AND DIGITAL PLATFORMS-See more in appendix for detailed findings

Digital Ads 8/15 – 9/15

Google Ads

- 575,651 impressions
- Search Campaign has a 10.90% CTR - industry standard is 4.4%
- Average CPC is \$1.02 - Industry Standard is \$1.53
- 3,054 website clicks

Facebook Ads

- 204,786 impressions
- Facebook Campaign has a 3.26% CTR – industry standard is .90%
- Average CPC is \$0.39 – industry standard is .63
- 7,098 Website clicks

Facebook Organic

- 414,719 Impressions
- Average engagement rate of 8.04% - industry standard is .19%
- Top 3 posts:
 - Monster Golf Club Ribbon Cutting Ceremony
 - Kadampa Mediation Center NY Dove Announcement
 - Sullivan Catskills Dove Trail Completion – Congratulating Chantel

Instagram Organic

- 89,517 account impressions
- 29,942 post impressions
- 45,566 story impressions
- Average engagement rate of 5.25% - industry standard is .91%
- Top 3 Reels:
 - Lands River Trips
 - 3,456 Plays
 - 89 Likes
 - 1 Comments
 - 7 Shares
 - 2 Saves
 - Mountaindale Yoga
 - 2,542 Plays
 - 33 Likes
 - 5 Shares
 - 3 Saves
 - 2 Comments
 - Western Callicoon
 - 1,814 Plays
 - 36 Likes
 - 3 Comments
- Top 3 Posts:
 - Hazel Road Bridge
 - NACL Theatre
 - Rent My Escape.com

OTT Results (8/15 – 9/15)

- Impressions: 211,748
- Completion Rate: 98.43%
- Website Conversions: 6,284

PRINT AND DIGITAL ADVERTISEMENTS AND ADVERTORIALS

September 1, 2023	Men's Journal	The 15 Best Catskills Hotels for an Upstate New York Vacation
September 1, 2023	Yahoo!	The 15 Best Catskills Hotels for an Upstate New York Vacation
September 2, 2023	House Beautiful	10 Top Glamping Destinations for a Luxurious Outdoor Getaway
September 3, 2023	New York Post	Entrepreneurs are heading to Catskills small towns to find big success
September 3, 2023	New York Post	Entrepreneurs are heading to Catskills small towns to find big success
September 6, 2023	Family Vacationist	12 best mountain towns in the US to see fall foliage
September 6, 2023	USA Today	12 best mountain towns in the US to see fall foliage
September 7, 2023	MSN	12 best mountain towns in the US to see fall foliage
September 7, 2023	VN Explorer	12 best mountain towns in the US to see fall foliage
September 11, 2023	101.5 WPDH	6 Unique Things To Look Out For At Hudson Valley Food Festivals
September 11, 2023	92.7 / 96.9 WRRV	6 Unique Things To Look Out For At Hudson Valley Food Festivals
September 12, 2023	Hotels Above Par	These Are the Best Places to Travel in the USA This Fall
September 12, 2023	Golfweek	Rees Jones-renovated Monster Golf Club reopens in Catskill Mountains of New York
September 14, 2023	Time Out	The Best Fall Foliage Tours in the U.S.
September 15, 2023	Hudson Valley Post	More Progress at a Ski Slope Being Rebuilt in Sullivan County, NY
September 15, 2023	Newsbreak	More Progress at a Ski Slope Being Rebuilt in Sullivan County New York
September 15, 2023	97.7 / 97.9 The Wolf	More Progress at a Ski Slope Being Rebuilt in Sullivan County New York
September 15, 2023	CTV News Winnipeg	Four-Day Weekend Trips
September 15, 2023	CTV News Saskatoon	Four-Day Weekend Trips
September 20, 2023	Global Journeys with Jill Dutton	From Bees to Spirits: Unveiling the Magic of Distillation with Claire Marin in New York's Sullivan Catskills

September 26, 2023	Sullivan County Democrat	Sullivan Catskills celebrates surge in tourism spending
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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

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
- BANY Conference at Villa Roma 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

AWESTRUCK

Date period
08/15/2023 - 09/15/2023
Duration: 32 days

Impressions
575,651

Clicks
3,054

Average CPC
\$1.02

Cost
\$3,112.22

Campaign conversions

Name	Impressions	Clicks	Average cpc	Ctr
Smart Display	567,106	2,123	\$0.73	0.37%
Catskills Vacation	8,545	931	\$1.67	10.90%

Ctr
0.53%

Website Performance

Session default channel grouping	Sessions	New users	Total users
Referral	6,719	5,631	5,755
Organic Search	6,510	4,862	5,098
Direct	5,134	4,201	4,291
Organic Social	3,691	2,995	3,211
Paid Search	1,754	1,434	1,486
Display	1,664	1,339	1,426
Email	937	762	809
Unassigned	92	0	92
Organic Video	5	2	4
Summary	26,507	21,227	21,668

08/15/2023 - 09/15/2023



Total spent \$1,597.57	Link clicks 4,060	Impressions 204,786
Reach 66,946	Post Reactions 347	Post Comments 12
Frequency 3.06	CPC (cost per link click) \$0.39	CTR (link click-through rate) 1.98%

Top Placement

Publisher Platform	Total spent	Impressions	Reach	CTR (link click-through)	CTR (all)	Post Comments	Website Purchases
Facebook	\$1,263.47	183,377	62,034	1.60%	3.26%	12	1
Audience network	\$319.39	20,408	6,560	5.39%	5.38%	0	0
Instagram	\$14.71	1,001	624	2.50%	3.10%	0	0



08/15/2023 - 09/15/2023





08/15/2023 - 09/15/2023

Top Performing Ads



Ad Name: Summer Campaign_v1_2023
 Campaign Name: Traffic Campaign

Amount spent	Impressions	Clicks (all)	Purchases
\$936.06	122,718	4,482	1



Ad Name: Summer Campaign_V2_2023
 Campaign Name: Traffic Campaign

Amount spent	Impressions	Clicks (all)	Purchases
\$661.51	82,068	2,616	0

Instagram

Impressions
89,517

Impressions
29,942

Impressions
45,566

Followers
24,082

New followers
84

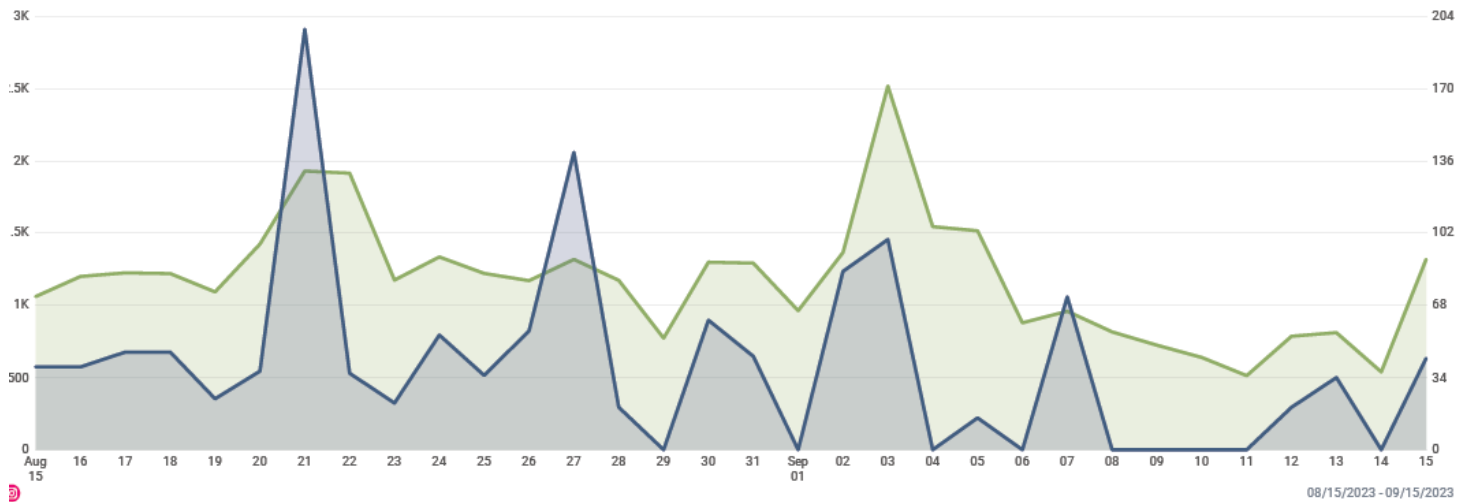
Engagement rate
5.25%

Engagement
1,264

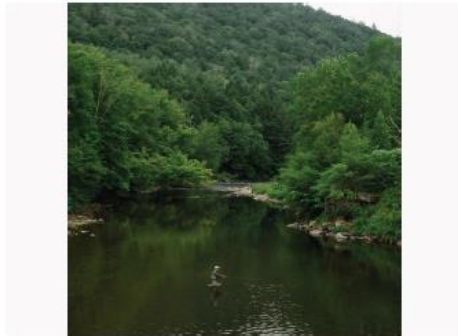
Website clicks
65

Reach / Engagement

Reach Engagement



Top Performing Posts



Message: Whether you're an experienced angler or just starting out, this spot is a fishing paradise waiting to be explored. 🎣📍 Hazel Road Bridge...

Impressions	Reach	Likes
3,080	2,780	184



Message: Strike Anywhere Performance Ensemble: An Evening of Soundpaintings at NAACL Theatre. NAACL stalwarts will remember Strike...

Impressions	Reach	Likes
2,280	2,190	41



Message: Escape to paradise with Rent My Escape! 🦋🏡 Looking for a vacation home in the Catskills? Look no further! . . #catskillsny...

Impressions	Reach	Likes
1,983	1,850	33



Message: Get your river adventure in NOW - October 9th is Lander's River Trips last day for the 2023 Season! 🍂 View the best fall foliage on the...

Impressions	Reach	Likes
1,690	1,554	82



Message: There's no place we'd rather be than Villa Roma Resort & Conference Center! 🌟🍷 With their delicious cuisine, fun amenities, and...

Impressions	Reach	Likes
1,669	1,510	34



Message: Have your cake and eat it too at Jeffersonville Bake Shop! 🍰🍓🍓 @jvillebakeshop . . #catskills #mysullivancatskills #sullivancountyny...

Impressions	Reach	Likes
1,598	1,442	65



Message: Head to The Creek House Grill for delicious Sunday Brunch from 11:00AM - 4:00PM! 🍳🥓🍳 Be sure to call to make a reservation 📞...

Impressions	Reach	Likes
1,586	1,478	60



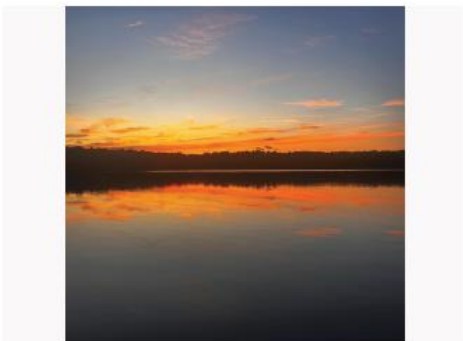
Message: Start your morning right with The Heron Restaurant's mouthwatering Savory Breakfast Sandwich! Indulge in the perfectly grilled...

Impressions	Reach	Likes
1,573	1,434	54



Message: 🎸 Live Music at Western Inn 🎸 From country to jazz, to blues - their calendar has something for everyone! 📅: @westerncalicoon...

Impressions	Reach	Likes
1,540	1,432	31



Message: Sunday vibes are best spent enjoying the breathtaking sunsets in Livingston Manor, NY! 🌅🍷📍: @manorliving... #iloverny #upstateny...

Impressions	Reach	Likes
1,519	1,434	130



Message: NACL Theatre presents "United States v. Gupta" on Friday, September 22nd at 7:30PM. United States v. Gupta is a musical tragedy tha...

Impressions	Reach	Likes
1,491	1,392	15



Message: Catskills Curated celebrates the rich talent of artisans in the Upper Delaware Region, including the captivating Catskills and beyond! 📍...

Impressions	Reach	Likes
1,371	1,243	44

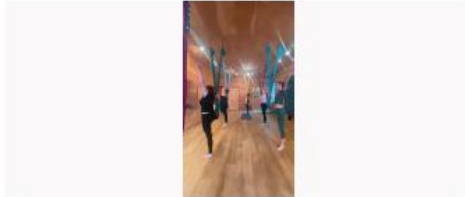


Top Performing Reels



Message: Book your next river trip with @landerriver01! 🏞️ . . #catskillsny #sullivancatskills #sullivancounty #ny #catskills #dovetrail #localbusiness

Plays	Likes	Saved	Shares	Comments
3,456	89	2	7	1



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

Plays	Likes	Saved	Shares	Comments
2,542	33	3	5	2



Message: Cheers to endless memories and good times at @westerncalicoon 🍷🍷 . . #catskills #mysullivancatskills_

Plays	Likes	Saved	Shares	Comments
1,814	36	0	0	3

facebook



Engaged users
14,049



New page likes
64



Page posts impressions
414,719



Post engagements
19,257



Reach
112,917



Page views
3,561



Engaged user rate
8.04%

Top Performing Posts



Message: Photos from Sullivan Catskills's post

Impressions	Clicks	Engagement
4,768	821	948



Message: Photos from Sullivan Catskills's post

Impressions	Clicks	Engagement
6,196	584	725



Message: Congratulations Chantel for completing the Sullivan Catskills Dove Trail! She and her mom visited all 68 doves, including the recently added on...

Impressions	Clicks	Engagement
8,908	361	605