

Update for October 2022

Economic Development Committee

The Fall commercials are up and running on OTT, network TV, and social media. You can see the ad on the website at www.sullivancatskills.com The inaugural flight from Australia/New Zealand to JFK happened in September. This will be a non-stop flight bringing visitors to NYS. SCVA met with the representatives and hosted the I Love NY representative for a FAM. The high-end FAM from Latin America went very well and SCVA is sending packages for them to sell to their clients.

Highlights:

- Working with USA Today to publish additional ads in National Parks and Hunting publications. Planning on additional ads in Today Modern Woman and the LGBTQ in June.
- Our 10 new Doves are finally being molded and should arrive soon.
- Conducting Workshops with Alon Marketing for education and activation in the domestic and international markets for groups and individual travelers.
- Planning a digital passport through Bandwango.
- Continued planning with HV magazine for promotion of Restaurant Week in November with a Press event during the Big Sip at Bethel Woods. There are 17-20 Sullivan Catskills restaurants participating in Restaurant Week.
- Putting final touches on the new romance map of the Sullivan Catskills--coloring process will begin soon.
- Epsilon marketing program is outperforming averages on our targeted marketing efforts with them.
- Working on redeveloping Beyond the Big Apple itinerary initiative for international interest.
- Adding additional experts to assist with the Catskill Film Commission web site.
- SCVA continues preparations to launch the Catskill Cuisine program.
- 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.
- Started discussions on the 2023 Travel Guide.
- Preparing for an extensive trade and travel show presence in October.

Meetings

- Sullivan O&W Rail Trail Alliance Meeting
- SCVA Marketing Meeting
- Met with representative of Governor Hochul's staff.

Social Media & E-News

- SCVA hosted several writers and influencers this month with many generated stories and Instagram posts.
- Welcomed 8 Latin International tour operators to showcase our county. Working with a NYC DMC to begin selling travel packages to the Sullivan Catskills as a result.
- Met with Australian and New Zealand tour operators to introduce them to the Sullivan Catskills. They arrived on the Direct New Zealand Flight to JFK. Hosted the ILNY Australian Rep at the Eldred Preserve. The result will be to build packages to sell to the Australian and New Zealand Traveler.
- 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. Social media platforms continue to grow.

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.
- **Digital Reports attached**

AWESTRUCK



Date period
08/12/2022 - 09/12/2022
Duration: 32 days

facebook



Total Page likes
52,626



New page likes
736



Comments
229



Impressions
471,705



Clicks
17,949



Page clicks
17,949



Page views
2,146



Shares
139



Engaged users
14,358

Instagram



Followers
21,752



New followers
175

Website click funnel



● Impressions 144,068 (0.00%)
● Reach 70,456 (0.00%)
● Engagement Issue
● Website clicks 254 (0.00%)

08/12/2022 - 09/12/2022



Reach
70,456



Impressions
144,068



Engagement rate
7.04%



Profile visits
2,385

Audience gender distribution

Followers / Gender

● Female 9,873 (49.57%)
● Male 5,460 (27.41%)
● Unknown 4,585 (23.02%)



08/12/2022 - 09/12/2022

Clicks by type

Website clicks	254
Email contacts	1
Get directions clicks	64
Phone call clicks	1
Text message clicks	0

Content Performance



Message: Dinner with a view at The Heron. 🌅: @theheronny . . #mysullivancatskills #sullivancountyny #sullivancountycatskills #catskill..

Impressions	Engagement
3,609	182



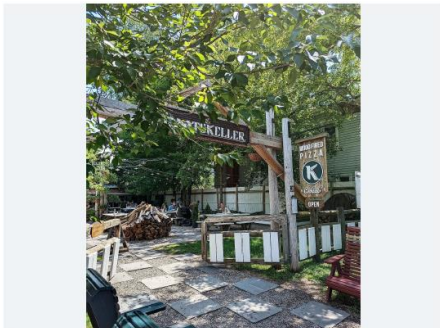
Message: Summer at The Kaatskeller! Open Sunday's 12-7:30pm all summer long. 🍕: @k1food . . #mysullivancatskills #sullivancountyny...

Impressions	Engagement
2,306	106



Message: Just "hanging" out at the Mountaindale Yoga Studio. 🧘: @mountaindaleyoga . . #mysullivancatskills #sullivancountyny...

Impressions	Engagement
3,485	93



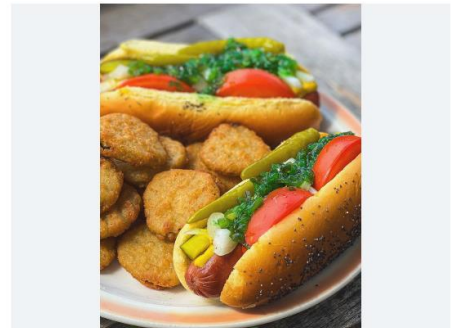
Message: Sunny days in the garden! 🌞: @thekaatskeller . . #mysullivancatskills #sullivancountyny #sullivancountycatskills #catskill..

Impressions	Engagement
1,813	84



Message: Dishes are lookin' good at Little North | Kitchen + Market. 🍗: @littlenorthcatskills . . #mysullivancatskills #sullivancountyny...

Impressions	Engagement
2,047	84



Message: Have you tried The Junction's Chicago Dogs? 🌭: @thejunctionroscoe . . #mysullivancatskills #sullivancountyny...

Impressions	Engagement
2,644	81



Message: TGIF grab your friends and head to Roscoe Beer Company! ☺☺ : @roscoebeercompany . . #mysullivancatskills #sullivancountyny...

Impressions	Engagement
1,508	81



Message: Cozy up on Main Street Farm's back patio by the Willowemoc! ☺☺ : @mainstfarm . . #mysullivancatskills #sullivancountyny...

Impressions	Engagement
1,614	64



Message: Aerial Yoga is available at Mountindale Yoga & Wellness! ☺☺ : @mountindaleyoga . . #mysullivancatskills #sullivancountyny...

Impressions	Engagement
2,164	57



Message: Get harvest-driven cider delivered to your doorstep with a cider subscription from Seminary Hill! ☺☺ : @seminaryhillny

Impressions	Engagement
1,399	55



Message: Try a refreshing Hibiscus G&T at Catskill Provisions Distillery! ☺☺ : @catskillprovisionsny . . #mysullivancatskills #sullivancountyny...

Impressions	Engagement
1,410	51



Message: United we stand. . . #mysullivancatskills #sullivancountyny #sullivancountycatskills #catskills #catskillmountains #getoutside...

Impressions	Engagement
950	51



Message: The Arnold House outdoor firepit is calling your name! ☺☺ : @thearnoldhouse . . #mysullivancatskills #sullivancountyny...

Impressions	Engagement
1,325	50



Message: Just a bunch of party animals at Upward Brewing Co. ☺☺☺ : @upward.brewing . . #mysullivancatskills #sullivancountyny...

Impressions	Engagement
1,045	39



Message: We love this a Lattel☺☺ : @thekitchentablecafe33 . . #mysullivancatskills #sullivancountyny #sullivancountycatskills #catskill...

Impressions	Engagement
2,694	39

Additional Notes Time frame is August 13th – September 13th.

Instagram:

- Engagement: 2,984 (up 9.5% from prior month)
- Reach: 27,195 (up 15.3% from prior month)
- Impressions: 130,075 (up 0.6% from prior month)
- Followers: 322 New Followers (down 67.4% from prior month)

Facebook:

- Engagement: 17,550 (down 19% from prior month)
- Page Visits: 2,146 (down 14.4% from prior month)
- Likes: 741 (up 14.9% from prior month)
- Reach: 157,893 (down 5.1% from prior month)

TikTok:

- Views: 1,207 (up 26.79%)
- Likes: 44 Likes (up 83.33%)
- Shares: 5 Shares (up 66.67%)
- Profile Views: 31 (up 24%)
- Followers: 7 New Followers
 - Following trending sounds and videos in general seem to gain a lot more traction than previous videos.
 - Focus more on trending sounds / videos in the upcoming months.

PAID SOCIAL & DIGITAL / WEBSITE INFO

- Facebook is phasing out the effectiveness of “page like campaigns”, so we would like to move those pages like campaign dollars over into the traffic campaign starting in the new year.
- A general note on referral traffic- our top 3 referral traffic sources are:
 - Visitthecatskills.com
 - Facebook
 - Bethelwoods.com
- 139 website visits came from the linktree which is on our Instagram bio. When we type “see link in bio on posts” that’s where we are driving traffic- this is actually a very high number to see based on the number of steps someone needs to take to get there on Instagram.

Influencer stats

- Rachael Austin
 - SCVA Instagram Impressions increased by 98%, reach increased by 72%, and engagement increased by 122% due to Rachael's content
- Katie Burak
 - Her reel reached 57,000+ accounts, profile visits to the SCVA Instagram page increased by 68%
- Ammoray Morcano
 - Her reel reached 118,000+ accounts, 226 followers gained to the SCVA Instagram account, profile visits increased by 260%
- Vicki Rutwind
 - Her content drove 111 new followers to the SCVA Instagram, 50,000+ accounts reached during Vicki's visit and posting period
- Aimee Kelly
 - Her static post reach over 8,000+ accounts, her content drove over 75+ new followers to the SCVA Instagram page, 65,000 impressions to the SCVA Instagram page during her stay and posting period

This data is 1/1/2022-9/15/2022 vs same time last year in 2021

Organic Facebook:

- New page likes – 6,325 vs 3,183 in 2021 an increase of 98%
- Engaged Users- 118,253 vs 81,377 in 2021 an increase of 45%
- Page Clicks – 136,573 vs.79,492 an increase of 71%
- Impressions – 3,648,728 vs 3,247,818 in 2021 an increase of 12%

Facebook ads:

- Link Clicks – 17,828 vs 3,809 in 2021 an increase of 368% - this is largely due to increasing the budget and moving dollars from BING over to Google & Facebook, as well as focusing on video content for ads
- Click Thru Rate – 1.40% vs 1.09% in 2021 – a 28% increase
- Ad Impressions – 1,274,757 vs 349,998 in 2021- a 264% increase

Instagram:

- Overall engagements (this is a combination of likes, shares, story engagement, post engagement, messages, story interactions, clicking get directions, clicking to the website, etc) – 19,574 account engagements vs 14,987 in 2021
- Total followers – 21,765 vs 19,276 in 2021 – a 10% increase
- Instagram Story Impressions – 53,028 vs 6,452 in 2021 a 700% increase

Google Ads:

- Impressions – 1,856,814 vs 899,583 in 2021 – a 106% increase
- Clicks – 45,851 vs 30,795 in 2021 – a 45% increase
- CPC - .52 vs .54 in 2021

August 2022		
August 1, 2022	Luxe Interiors & Design	Take it Easy
August 3, 2022	Macaroni KID Brooklyn NW	5 kid-friendly destinations and activities in nearby Sullivan
August 3, 2022	Macaroni KID Cleveland East	A Family Fun Destination Within Driving Distance of Clev
August 3, 2022	Macaroni KID North Huntingdon & Uniontown	6 Reasons the Sullivan Catskills Needs to be Your Next
August 3, 2022	Macaroni KID Shelbyville, IN	Sullivan Catskills is the Mini-Vacay We Need — Can't-M
August 3, 2022	Macaroni KID Harrisburg	Five Must Do Activities In Sullivan Catskills
August 3, 2022	Field & Stream	The Best Trout Towns in the U.S.
August 4, 2022	Macaroni KID West Morris	Put a Trip to Bethel Woods Center for the Arts on Your E
August 4, 2022	Macaroni KID, Clifton-Montclair	6 Reasons to Visit Sullivan Catskills in Rain, Snow or Su
August 4, 2022	Macaroni KID Johnstown - Laurel Highlands - Altoona	Finding Adventure in the Sullivan Catskills
August 4, 2022	Macaroni KID Erie	5 Reasons To Visit The Sullivan Catskills
August 4, 2022	Macaroni KID Pittsburgh City	Taking a Trip Down the Delaware

August 5, 2022	Macaroni KID Bowie, Crofton & Odenton	5 Things You Should Know About Vacationing in the Sullivan Catskills
August 5, 2022	Macaroni KID Gig Harbor	5 Reasons to Book a Vacation to Sullivan Catskills, N.Y.
August 7, 2022	Macaroni KID South Hills	Peace, Love, and Bethel Woods
August 9, 2022	Fodors Travel	Best Spots for a Classic American River Float
August 10, 2022	Thrillist NY	The Best Things to Do in the Hudson Valley and Catskills
August 11, 2022	Macaroni KID Fredericksburg	Family Fun & Adventures Await at Villa Roma Resort & Catskills
August 11, 2022	USA Today: 10 Best	10 of the best wellness resorts in the Northeast
August 15, 2022	Broadway World	IN THE WORKS ~ IN THE WOODS Second Annual New York Catskills September
August 16, 2022	Macaroni KID (National)	What Our Publishers Are Saying About N.Y.'s Sullivan Catskills