

## Update for January 2024

### Economic Development Committee

As we move forward into 2024, we are aggressively marketing the Sullivan Catskills to attract travelers from all over the world. This includes targeting regional, national, and international audiences. The main goal of the SCVA is to showcase the many assets that can be found in this beautiful region under the brand name "Sullivan Catskills."

With the current uncertainties surrounding our social and economic climates, it is important for the Sullivan Catskills to be prepared to continue promoting itself as an affordable and easily accessible destination. This means staying ahead of any potential challenges and finding innovative ways to attract visitors.

One strategy being implemented by the SCVA is expanding into the shoulder season, which refers to the periods just before and after peak tourism times. This opens up opportunities to target niche travel markets, such as weddings, life events, and romantic getaways. By offering unique experiences during these quieter times, the Sullivan Catskills can attract a diverse range of travelers.

Additionally, the SCVA is actively pursuing the convention and meeting market. This includes providing incentives for shoulder and mid-week meetings and corporate events. One exciting event that will be returning to the Sullivan Catskills in September is NYSAC (New York State Association of Counties). This conference brings together leaders from all 62 counties in New York and provides an excellent opportunity for the Sullivan Catskills to showcase its assets and attract future visitors.

The SCVA's efforts to market the Sullivan Catskills as a top travel destination will continue to evolve and adapt to the changing landscape. By staying proactive and innovative, we can ensure that the Sullivan Catskills remains a desirable and accessible getaway for all types of travelers

#### 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 December-The SCVA is/has**

- **Producing a 2024 Travel Guide -will distribute end of January for travel show season.**
- **Developing a new Website-launch will be 3<sup>rd</sup> week in January.**
- **Enhancing the New Catskills downloadable phone “Go” app design—with advanced features and visitor track tools.**
- **Participated in Heart-A-Thon meeting**
- **Strategizing for a Geocaching program set for Spring**
- **Working with a new transportation service from NYC**
- **Begun planning Catskill Cuisine2**

#### **Ads and Placements for last quarter of 2023**

- Google Display ads
- Visit Vortex Winter Ad
- Edible NJ Holiday ads
- 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
- NY Lifestyle Magazine Holiday Print Ad
- 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).

### Digital Ads 10/15 – 11/15

#### Google Ads

371,821 impressions  
Search Campaign has a 10.48% CTR - industry standard is 4.4%  
Average CPC is \$1.04- Industry Standard is \$1.53  
3,036 website clicks

#### Facebook Ads

222,288 impressions  
Facebook Campaign has a 1.24% CTR – industry standard is .90%  
Average CPC is \$0.47– industry standard is .63  
2755 Website clicks

#### Facebook Organic

401,722 Impressions  
16,450 Post Engagements  
3,132 pageviews

- Top 3 posts:
  - Outstanding Tourism Executive of the year Award - Roberta
  - Fall scenic photo by Jerry Cohen
  - Hemlock Drone post

#### Instagram Organic

79,888 account impressions  
17,490 post impressions  
33,609 story impressions  
Average engagement rate of 4.25% - industry standard is .91%  
131 Website Clicks

- Top 3 Reels:
  - Peace, Love & Lights
    - 3,856 Plays
    - 99 Likes
    - 6 Comments
    - 12 Shares
    - 5 Saves
  - Small Business Saturday w/ @westerncallicoon
    - 11,902 Plays
    - 766 Likes
    - 184 Shares
    - 100 Saves

- 8 Comments
- Thank you @theupstateupdates for sharing..
  - 4,228 Plays
  - 273 Likes
  - 16 Shares
  - 14 comments
  - 2 saves
- Top 3 Posts:
  - Kartrite resort
  - “I do” Villaroma resort
  - Savory Delights at The Laundrette

**OTT Results (10/15 – 11/15)**

- Impressions: 258,765
- Completion Rate: 98.13%
- Website Conversions: 9,800 (June 22 – November 27 Attribution window)

**Companion Display Ads:**

- Impressions: 179,683
- Clicks: 199

Recent stories

[Luxury Hotels Are Going Green With Unique Garden Experiences - Maxim](#)

11/26/2023	Travel + Leisure	<a href="#">This Cozy Resort in Upstate New York Feels Like an All-season Adult Camp — With Mountain Views, 'Goat Therapy,' and Bonfires</a>	Samantha Falewée	Online	TBD	16,400,000	151,700	
11/28/2023	Travel + Leisure	<a href="#">Best Travel Tuesday Deals 2023</a>	Dan Koday	Online	TBD	16,400,000	151,700	
12/5/2023	River	<a href="#">Sullivan Catskills to</a>	Editors	Online	TBD	43,700	404	

	Reporter	<a href="#">publish 2024 Travel Guide</a>						
12/5/2023	Thrillist	<a href="#">The Best Places in the U.S. to Visit in January</a>	Perri Blumberg	Online	Core Creative	6,200,000	57,350	
12/8/2023	Thrillist	<a href="#">Ski Resorts for Beginners in the U.S.</a>	Perri Blumberg	Online	Core Creative	6,200,000	57,350	
12/9/2023	Staten Island Advocate	<a href="#">NY Gov. Hochul signs new law to develop more food and beverage trails in NYS: View the full list</a>	Editors	Online	TBD	1,612,517	14,916	
12/9/2023	Delectious Food	<a href="#">New York Governor Hochul signs new law to develop more food and drink trails in New York State</a>	Editors	Online	TBD	7,502	69	
12/10/2023	Mid Hudson News	<a href="#">Sullivan Visitors Association bestows tourism excellence awards</a>	Editors	Online	TBD	474,000	4,385	
12/12/2023	Sullivan County Democrat	<a href="#">Propulsors of tourism industry honored</a>	Derek Kirk	Online	TBD	22,000	204	
12/13/2023	The River Reporter	<a href="#">Hello in there</a>	Jonathan Charles Fox	Online	TBD	43,700	404	
12/20/2023	The River Reporter	<a href="#">Lakes and rivers, shops and fun</a>	Annemarie Schuetz	Online	TBD	43,700	404	

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 \(dropbox.com\)](#)

**Me-Time to Make Your Soul Happy**

- Charming Inns
- Catskill-icious Food
- Full-Service Spas
- Outdoor Adventure

**SULLIVAN CATSKILLS**  
SullivanCatskills.com  
1.800.882.CATS  
This institution is an equal opportunity provider and employer.

**¡Ir jugar!**

La diversión invernal en el lugar donde vives 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.

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¿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.

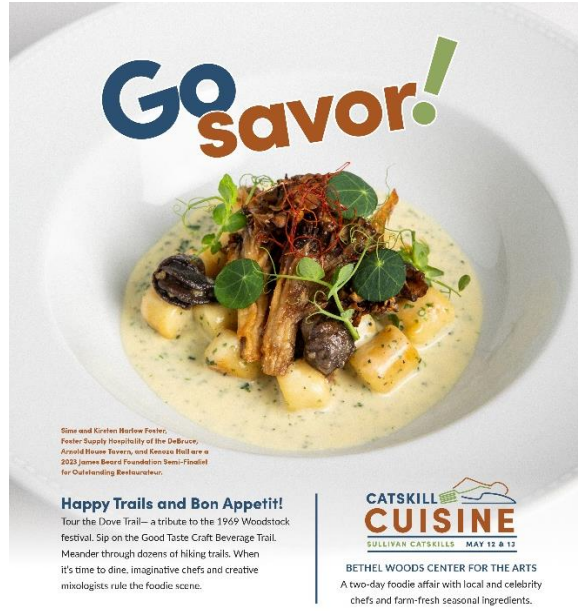


There's nothing better than biking the beautiful countryside of the Sullivan Catskills. Tour through every square mile (997) over winding roads and savor our low-key small-town vibes.

Sullivan Catskills Dove Trail • Good Taste Craft Beverage Trail  
Catskill-icious Cuisine • Boutique Inns

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Since and Kristen Harlow Feste; Felice Supply Hospitality of the Debraux; Arnold House Tavern, and Geneva Hall are a 2023 James Beard Foundation Semi-Finalist for Outstanding Restaurateur.

**Happy Trails and Bon Appetit!**  
Tour the Dove Trail—a tribute to the 1969 Woodstock festival. Sip on the Good Taste Craft Beverage Trail. Meander through dozens of hiking trails. When it's time to dine, imaginative chefs and creative mixologists rule the foodie scene.

**CATSKILL CUISINE**  
SULLIVAN CATSKILLS MAY 12 & 13

BETHEL WOODS CENTER FOR THE ARTS  
A two-day foodie affair with local and celebrity chefs and farm-fresh seasonal ingredients.

FULL-SERVICE RESORTS • BOUTIQUE INNS • VACATION RENTALS • MAPLE SUGARING • RAMP FORAGING • GOLF



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