

Update for June 2024

Economic Development Committee

May was our busiest month yet, and what a month it was! Catskill Cuisine turned out to be a smashing success, despite the tricky weather forecast. Saturday brought perfect weather, and everyone who came enjoyed the wider variety of chefs and local food choices. Friday's golf outing might have been a bit wet, but it didn't dampen the spirits. Everyone had a fantastic time playing the new Monster and savoring a delicious dinner inspired by Scott Conant.

Saturday night was nothing short of spectacular, with Scott Conant and Marcus Samuelsson dazzling the crowd with their fun and fabulous dishes. Sunday's Mother's Day brunch was equally delightful, with Anne Burrell and Melba Wilson entertaining the guests with their charm and delectable food.

We're already buzzing with ideas for next year's Catskill Cuisine, considering new venues and dates to make it even better!

Next up was the Sullivan Catskills Annual Literature Exchange and Barbeque. We couldn't have asked for a better day! Nearly 200 businesses joined in the literature swap and barbeque, all in celebration of National Tourism Week.

We wrapped up the month with another Borscht Belt marker dedication and Memorial Day festivities, proudly honoring our heroes.

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 May

- **Shad Fest**
- **Sullivan Catskill Barbeque continues planning for June with several teams signed up to compete**
- **Drag Me to the Catskills weekend in June**
- **Met with a developer interested in camping project**
- **Interview with Mid-Hudson News**
- **Coordinate Media writers and influencers for Catskill Cuisine and month of May**

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- **Tour of Monticello Motor Club to discuss their teen camp and new offerings**
- **Investigating several new advertising initiatives**
- **Discussing TV program, The Balancing Act promoting the Sullivan Catskills for fall and early winter**
- **Assisting several art and cultural venues with funding and marketing for the year.**
- **Working on summer TV campaign**

Meetings

- Regional Catskill Association Tourism Promotion Agency Meeting
- Sullivan O&W Rail Trail Alliance Meeting
- SCVA Marketing Meeting
- Barbeque Meeting
- NYS DMO 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.
- 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
- In House Social media is seeing fantastic gains
- **Print and Digital Ads and Advertorials**
 - USA Today National Parks Edition
 - Chronogram June Print ad
 - Edible NJ Print Ad
 - Summer Digital ads for Google, Mid-Hudson News & Today Media
 - Catskill-Delaware Summer Print Ad
 - Philly Magazine Roadtrip July Print Ad
 - Mid-Atlantic Events Magazine Print Ad
 - River Reporter Hello Summer Print Ad
 - New York Family Magazine Print Ad
 - Travel Taste and Tour Print Ad and Advertorial Copy
 - Weekend of Chamber Music Journal Ad
 - Forestburgh Playhouse Playbill Print Ad
 - Meetings and Conventions Magazine Print Ad and Advertorial Copy
 - USA Today Hunting and Fishing Edition Print Ad
 - Happenings Magazine July Print Ad
 - Catskill Delaware Spring Print Ad
 - Gay City News Print and Digital Ad
 - USA Today Travel Guide Summer Print Ad

In Progress:

- Catskill Barbeque Marketing Assets
- Concept Development, Talent Hiring, Location Scouting for Summer 2024 TV Ad
- Happenings Magazine August Print and Advertorial Copy
- Catskill Mountain Magazine July Print ad and Advertorial Copy
- ROVA Magazine – August Print Ad
- SC Democrat Catskills Confidential Ads – June – December
- Hoy en Sullivan Print ads – July– December
- SC Democrat Summer, Fall Catskills Delaware Magazine Print ads
- Group Tour Magazine August Print Ad
- Group Tour Magazine November Advertorial
- Chronogram June Ad
- Edible NJ – May, August, and October ads
- Passport Magazine June ad
- Chronogram Fall/Winter Ad
- Visit Vortex Fall Ad
- Visit Vortex Winer Ad
- Brew Trail Map/Logo
- Outdoor Art Trail Logo/name
- Update Dove Trail Map

Catskill Cuisine 2024

To date in 2024, **Catskill Cuisine has received over 1.5 billion impressions (an ad value equivalency of over \$14M).**

In addition to robust regional coverage ranging from Eater NY to Hudson Valley Mag, we also secured back-to-back stories in both Forbes and Forbes Travel Guide to promote the event the week leading into the festival. The Celebrity Chefs were utilized for Q&As with two different editors on staff and the resulting coverage was widely syndicated throughout the regional drive market to build buzz and ticket sale interest leading into the weekend of the event.

We also successfully utilized the festival as a call-to-action to bring high-profile journalists into the destination to explore the Sullivan Catskills and inspire destination-driven story ideas. We designed individualized itineraries to propel multiple members forward and inspire several storylines.

Resulting Upcoming Coverage/High Interest:

- **Conde Nast Traveler** - a digital recommendation piece re: the Catskills, including a review on the Eldred Preserve *resulting from the inaugural Catskill Cuisine festival*)
- **Dossier** - Editor at large exploring several angles for this new online/print magazine with heavyweights from the former editorial team of Departures
- **AARP** - Reviewing angles with her editor
- **Westchester Family** - covering

Furthermore, as a result of visits secured for this year's festival, we are also exploring other potential angles with Forbes, Travel + Leisure, among others. We also secured high interest for Catskill Cuisine 2025 with the Third Hour of TODAY/Hoda & Jenna, among other interest for next year's event.

Run Date Publication Article Title Journalist Coverage Medium Ownership

April 2024							
April 24, 2024	Valley Table	Catskill Cuisine Is an All-Star Food Fest at Bethel Woods	Sabrina Sucato	Online	Core Creative	57,000	527
April 24, 2024	Times Union	https://www.timesunion.com/hudsonvalley/food/article/moonburger-debuts-third-location-poughkeepsie-19411848.php	Maria M. Silva	Online	Core Creative	1,476,363	13,656
April 24, 2024	Family Travel Forum	Game Of Chance: East Coast Casino Resorts Welcome Families	Kyle McCarthy	Online	Core Creative	65,000	601
April 24, 2024	MSN Travel	Game Of Chance: East Coast Casino Resorts Welcome Families	Kyle McCarthy	Online	Core Creative	2,000,000	18,500,000
April 25, 2024	ILoveNY	Where to Celebrate Mother's Day in New York State	Editors	Online	TBD	656,923	6,077
April 30, 2024	Brit & Co.	5 Wellness Retreats to Escape To In 2024	Cynthia Drake	Online	Core Creative	175,000,000	1,618,750
April 30, 2024	Hudson Valley Magazine	An Insider's Guide to May Events in the Hudson Valley	Kayla Sexton	Online	Core Creative	158,822	1,469
May 2024							
May 2, 2024	Trazee Travel	What to Expect at This Year's Catskill Cuisine Fest	Holly Riddle	Online	Core Creative	50,160	464
May 4, 2024	Chronogram	This Week's Top Hudson Valley Event	Editors	Online	TBD	40,059	371
May 7, 2024	Appetito	New Restaurants, a Catskills Fest, and More NYC Italian Food News	Richard Martin	Online	Core Creative	41,800	387

May 8, 2024	Forbes	Andrew Zimmern's Favorite Food City Will Surprise You	Jennifer Kester	Online	Core Creative	444,000,000	4,107,000
May 8, 2024	Forbes	Chef Marcus Samuelsson Dishes On Food Festivals And Family Travel	DeMarco Williams	Online	Core Creative	444,000,000	4,107,000
May 8, 2024	Forbes Travel Guide	Andrew Zimmern's Favorite Food City Will Surprise You	Jennifer Kester	Online	Core Creative	444,000,000	4,107,000
May 8, 2024	Eater NY	AM Intel	Emma Orlow	Online	Core Creative	2,900,000	26,825
May 10, 2024	Vogue	Best Day Trips from NYC	Nicole Kliest	Online	Salt PR	14,868,747	137,536
May 10, 2024	WRRV-FM (Poughkeepsie, NY)	Exciting Catskill Cuisine At Bethel Woods This Weekend	Editors	Online	Core Creative	300,399	2,779
May 10, 2024	The River Reporter	Bethel Woods Beckons Campers Back to the Garden	Editors	Online	TBD	13,967	129
May 10, 2024	Syracuse.com	TV star and celebrity chef Andrew Zimmern reveals his favorite restaurants in the Catskills	Jennifer Kester	Online	Core Creative	2,599,834	24,048
May 10, 2024	WKXP-FM (Poughkeepsie, NY)	Three Unusual Events That You Will Want To Attend In May - Hudson Valley Country	Editors	Online	Core Creative	360,745	3,337
May 10, 2024	Mid Hudson News	Catskill Cuisine Festival returns this weekend (VIDEO) - Mid Hudson News	Editors	Online	Core Creative	238,822	2,209
May 10, 2024	New York Upstate	TV star and celebrity chef Andrew Zimmern reveals his favorite restaurants in the Catskills	Jennifer Kester	Online	Core Creative	656,596	6,074
May 10, 2024	Hot 91.1	TV star and celebrity chef Andrew Zimmern reveals his favorite restaurants in the Catskills	Jennifer Kester	Online	Core Creative	10,013	93
May 10, 2024	ILOVE NY	"Drag Me to The Catskills" Set to Celebrate Pride Month and the Art of Drag May 09, 2024	Editors	Online	TBD	656,923	6,077

May 14, 2024	WTMM-FM (Scheneectady, NY)	Celebrity Chef Reveals His Top Restaurants in New York's Hudson Valley	Jennifer Kester	Online	Core Creative	24,704	229
May 17, 2024	WRRV-FM (Poughkeepsie, NY)	Wurtsboro, NY Becoming Hudson Valley's Shopping Paradise	Editors	Online	TBD	300,399	2,779
May 18, 2024	AFAR	The Best Airbnbs for Animal Lovers	Nicholas DeRenzo	Online	TBD	1,437,120	13,293
May 21, 2024	Mid-Hudson News	Sullivan County ready for summer tourism season (VIDEO)	Editors	Online	TBD	238,822	2,209
May 24, 2024	Sullivan County Democrat	Go Swap' kicks off National Tourism Week - Sullivan County Democrat	Editors	Online	TBD	13,103	121
May 27, 2024	AMNY	Enjoy a summer getaway at Antrim Streamside in the Catskills	Emily Davenport	Online	Eleven Six PR	719,345	6,654
May 27, 2024	WWD	Best Boutique Hotels in the Hudson Valley and Catskills	Kristin Tauer	Online	TBD	2,769,296	25,616

PAID SOCIAL



META PAID SOCIAL

- In April, we saw 471,689 impressions (an increase of +168% YOY), 2,912 link clicks (+9% YOY), and 396 event responses.
- Our top ad: Catskills Cuisine Ticket Sales, generated 246,870 impressions and 1,603 link clicks.
- All Catskill Cuisine Event Boost Stats:
 - Link Clicks: 198
 - Event responses: 87
 - Cost per result: \$0.51

Google Ads



GOOGLE

- Over 6,300 clicks (+198% YOY) were recorded from our Google campaigns in April with an average cost per click of \$0.56 far exceeding industry standards.
- The display campaign alone generated over 512,842 impressions (602% increase YOY) and 5,303 clicks (256% YOY) with an average CPC of \$0.12.
- We continue to see performance improvement across the board compared to the previous year due to our segmented targeted ad groups

OTT - CTV & DSP



CTV Impressions: 339,891
CTV Completion Rate: 98.44%
 April 1 - April 30: 831

TOP Zip Codes:

- 11207
- 11226
- 10467
- 18102

Display Impressions: 253,446
 Clicks: 258

Top Performing Ads



Ad Name: Catskills Cuisine Ticket Sales Ad
 Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$806.08	232,662	0.59%	1,370



Ad Name: Catskill Cuisine Tickets Sales Ad - Updated
 Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$211.53	94,979	0.37%	348



Ad Name: Catskills Cuisine Celebrity Chefs Ad
 Campaign Name: Conversions Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$429.28	48,793	1.77%	863



Ad Name: Geoffrey Zakarian Post Boost
 Campaign Name: Geoffrey Zakarian Post Boost

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$49.57	31,182	0.01%	2



Ad Name: Catskills BBQ Event Boost
 Campaign Name: Catskills BBQ Event Boost

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$57.06	19,861	2.38%	473



Ad Name: Catskills Cuisine Ticket Sales Ad
 Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$219.35	14,208	1.64%	233

04/01/2024 - 04/30/2024

Top Performing Posts



Message: We've lost a legend, folks! 🥲 This weekend the iconic, leaning home at the intersection of Route 17b and Pucky Huddle Rd. in Bethel,...

Impressions	Reach	Likes
15,426	13,554	1,552



Message: Did you feel the earthquake today? We just felt an aftershock!

Impressions	Reach	Likes
9,301	8,698	343



Message: Fly Fishing season is here! We celebrated opening day Monday morning, watching Jess & Jeannine, owners of...

Impressions	Reach	Likes
7,743	6,429	609



Message: Join us in welcoming Sullivan County's first Adult Use Dispensary, Platinum Leaf! On Friday, we joined the Sullivan County...

Impressions	Reach	Likes
7,568	6,092	341



Message: 🍷 New restaurant alert! @lorenzobistro is now open in The Sullivan Catskills! It was great to celebrate the contributions Lorenzo and...

Impressions	Reach	Likes
5,005	4,003	237



Message: It's opening weekend! Click the link in our bio for a full list of events happening in @livingstonmanor and @visitroscoe 🍷...

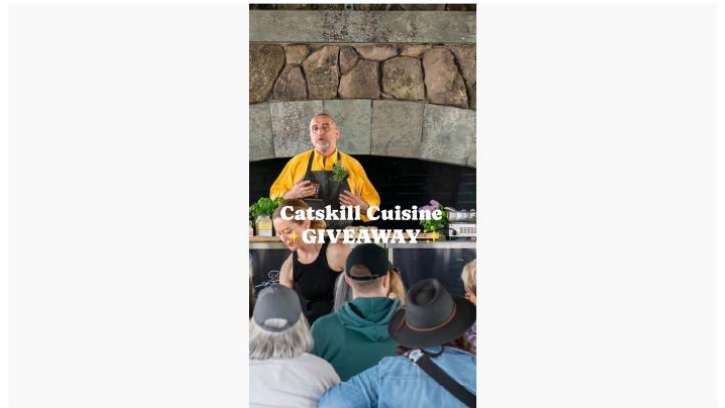
Impressions	Reach	Likes
3,552	3,041	181

Top Performing Reels



Message: Contest has ended, thanks for entering! Win a VIP weekend for 2 at @catskill_cuisine on May 11 at @bethelwoodcenter including a hotel stay at @resortsworldcatskills! To enter: follow @sullivancatskills follow...

Plays	Likes	Saved	Shares	Comments
11,527	514	39	57	645



Message: Contest has ended, thanks for entering! To win a VIP weekend for 2 at @catskill_cuisine on May 11 at @bethelwoodcenter including a hotel stay at @resortsworldcatskills! To enter: follow @sullivancatskills follow...

Plays	Likes	Saved	Shares	Comments
6,389	249	11	23	340

Top Performing Posts



Message: Join us in welcoming Sullivan County's first Adult Use Dispensary, Platinum Leaf! On Friday, we joined the Sullivan County...

Impressions	Clicks	Engagement
23,334	24,483	25,050



Message: We've lost a legend, folks! 🥺 The iconic, leaning home at the intersection of Route 17b and Pucky Huddle Rd. in Bethel, the "Halsey..."

Impressions	Clicks	Engagement
112,974	18,426	21,881



Message: Fly Fishing season is here! We celebrated opening day this morning, watching Jess & Jeannine, owners of The Catskills Coffee Lodg...

Impressions	Clicks	Engagement
21,231	12,784	13,166



Message: 🍷 Restaurant week is almost here! Check out the pics from the press event yesterday at Hurleyville Arts. It was delicious! Hit the town &...

Impressions	Clicks	Engagement
13,783	11,067	11,281



Message: We are thrilled to Welcome Lorenzo's Bistro back to The Sullivan Catskills! It was great to celebrate the contributions Lorenzo and his wife...

Impressions	Clicks	Engagement
23,691	10,397	11,107



Message: This week, we unveiled Dove #64! It is located at The Arnold House and painted by Michelle and Bradley Silver. An exciting addition to...

Impressions	Clicks	Engagement
18,204	7,872	8,458