

Update for May 2024

Economic Development Committee

April kicked off Trout Fishing and SCVA was there at Junction Pool and Livingston Manor, Catskill Fly Fishing Center and Museum. Later attended the Two Headed Trout dinner. The total eclipse happened and SCVA Visitor Center handed out glasses for the event. SCVA continued planning for Catskill Cuisine and Drag Me to the Catskills as well as the Catskill Barbeque. Attended DVAA Arts Summit and presented the opportunities for the art and cultural community. Toured with ESD and Planning. SCVA met with Film Producer Josh Caldwell to discuss several projects for 2024. Attended a Virtual Job Fair.

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 April

- **Restaurant Week**
- **Catskill Barbeque web design unveiled.**
- **Ribbon Cutting at Lorenzo's Bistro**
- **Catskill Cuisine Planning continues**
- **Sullivan Catskill Barbeque planning under way for June**
- **Dove Reveal Thalmann's**
- **Select Traveler Trade Show**
- **Dove Reveal Arnold House**
- **Spring Commercial Production including a Catskill Cuisine commercial**
- **Opening Day in Trout Town, USA**
- **Mary Dette's Celebration of Life**
- **O&W Walking Tour Scouting**
- **Arnold House 10 year anniversary**
- **Bold Gold opening at Liberty Theater**
- **Platinum Leaf Grand Opening**
- **Meeting with Carvertise Marketing**
- **Meeting with Placer.AI**
- **Met with a developer interested in camping project**
- **Earth Girl Dove Reveal**

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
- Mona Creative and Catskill Provisions
- Barbeque Meeting and observe a competition in NJ
- NYS DMO Sales 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 Completed and Released:**
 - Hoy en Sullivan April Ad
 - USA Today Summer Guide Ad
 - USA Today Pride Month Ad
 - Chronogram May Ad
 - Travel Taste and Tour Summer Print Ad
 - Northeast Meetings Ad
 - CTM Media Map Ad
 - **In Progress:**
 - Catskill Barbeque Marketing Assets
 - Logo for Drag Me to the Catskills Weekend
 - Series of New Pullup Banners for use at Trade Shows and Press Events
 - SC Democrat Catskills Confidential Ads – May – 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

Core Creative April Board Update

Run Date	Publication	Article Title	Journalist	Coverage Medium	Ownership	Impressions	Ad Value
30-Mar-24	Chronogram	Hudson Valley Restaurant Week Returns April 8-21	Editors	Online	TBD	40,059	371
2-Apr-24	Purewow	20 Awesome Places to Go Glamping Near New York City	Dan Koday	Online	Core Creative	6,700,000	61,975
4-Apr-24	WRRV	Newest Monument Memorializing Woodstock 1969 Arrives In Sullivan County, NY	Editors	Online	TBD	300,399	2,779
10-Apr-24	World Atlas	World Atlas names 11 of New York's most offbeat towns. See the list	Victoria E. Freile	Online	TBD	5,133,887	47,488
10-Apr-24	Democrat and Chronicle	World Atlas names 11 of New York's most offbeat towns. See the list	Victoria E. Freile	Online	TBD	1,151,508	10,651
10-Apr-24	Yahoo! Life	World Atlas names 11 of New York's most offbeat towns. See the list	Victoria E. Freile	Online	TBD	427,922,376	3,958,282
16-Apr-24	Passport Magazine	The Second Annual "Catskill Cuisine" Festival	Editors	Online	Core Creative	164,000	1,517
16-Apr-24	The River Reporter	Sullivan Catskills to hold second annual Catskill Cuisine festival	Editors	Online	TBD	51,508	476
16-Apr-24	Sullivan County Democrat	SCVA promotes Hudson Valley Restaurant Week -	Derek Kirk	Online	TBD	13,103	121
18-Apr-24	Mid Hudson News	Bethel Woods set to kick off 2024 season	Editors	Online	TBD	238,822	2,209
19-Apr-24	Mens Journal	The 11 Best Hotel Openings Around the Globe for Adventure Seekers	Perri Blumberg	Online	Core Creative	7,300,000	67,525
19-Apr-24	Yahoo!	The 11 Best Hotel Openings Around the Globe for Adventure Seekers	Perri Blumberg	Online	Core Creative	3,700,000,000	34,225,000

PAID SOCIAL



META PAID SOCIAL

- In March, we saw 274,720 impressions (an increase of +177% YOY), 2,912 link clicks (+38% YOY), and 16,065 post engagements.
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- Our top ad: Winter V1 Updated - Catskills indoor and outdoor activities, generating 186,429 impressions and 2,009 link clicks.
- Catskill Cuisine Event Boost Stats:
 - Event responses: 694
 - Cost per result: \$0.22



Google Ads



GOOGLE

- Over 6,500 clicks (+161% YOY) were recorded from our Google campaigns in March with an average cost per click of \$0.53 far exceeding industry standards.
- The display campaign alone generated over 548,860 impressions (92% increase YOY) and 5,303 clicks (233% YOY) with an average CPC of \$0.12.
- We are seeing a performance improvement across the board compared to the previous year due to our segmented targeted ad groups this trend has continued in March.

OTT - CTV & DSP



CTV Impressions: 342,028

CTV Completion Rate: 98.33%

January 1 - April 6: 6,8332

Display Impressions: 258,724

Clicks: 235

TOP Zip Codes:

- 11207
- 11226
- 11234
- 18360



Impressions
559,794

Clicks
6,526

Average CPC
\$0.53

Cost
\$3,434.97

Campaign conversions

Name	Impressions	Clicks	Average cpc	Ctr
Smart Display	548,860	5,303	\$0.12	0.97%
Catskills Vacation	10,934	1,223	\$2.30	11.19%

Ctr
1.17%

All conversions
53.00

Website Performance

Session default channel grouping	Sessions	New users	Total users
Direct	1,515	1,294	1,309
Organic Social	1,037	956	1,006
Referral	991	950	962
Organic Search	795	623	675
Paid Search	390	335	355
Display	313	141	226
Email	15	1	7
Unassigned	10	156	160
Organic Video	7	5	7
Summary	4,982	4,463	4,694

03/01/2024 - 03/31/2024

Campaign Performance - Search

Keyword text	Impressions	Clicks	Ctr	Average cpc
lodging catskills ny	4,321	391	9.05%	\$2.30
catskill resorts	3,026	337	11.14%	\$2.28
catskills rentals	1,656	275	16.61%	\$2.34
catskills cabins	850	120	14.12%	\$2.26
catskills getaway	666	58	8.71%	\$2.28
catskills lake	178	17	9.55%	\$2.29



Total spent \$1,967.99	Link clicks 3,822	Impressions 319,765
Reach 156,580	Post Reactions 419	Post Comments 19
Frequency 2.04	CPC (cost per link click) \$0.51	CTR (link click-through rate) 1.20%

Top Placement

Publisher Platform	Total spent	Impressions	Reach	CTR (link click-thro...	CTR (all)	Post Comme... ▼	Website Purchase...
Facebook	\$1,720.02	297,735	142,535	1.19%	2.03%	17	0
Instagram	\$207.12	20,697	14,909	0.97%	1.46%	2	0
Audience network	\$40.84	1,328	576	5.95%	5.80%	0	0
Messenger	\$0.01	5	0	0.00%	0.00%	0	0

Top Performing Ads



Ad Name: Winter Ad V1 Updated
Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$1,080.00	186,429	1.08%	2,009



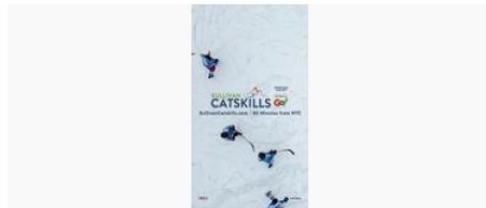
Ad Name: Catskills Cuisine Ticket Sales Ad
Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$405.39	46,272	0.91%	423



Ad Name: Catskills Cuisine Event Boost
Campaign Name: Catskills Cuisine Event Boost

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$149.96	45,045	2.02%	910



Ad Name: Winter Ad V2 Updated
Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$332.64	42,019	1.14%	480



Ad Name: Spring Marketplace Event Boost
Campaign Name: Spring Marketplace Event Boost

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$0.00	0	0.00%	0

<p>Account impressions 85,050</p>	<p>Static In-Feed Post Impressions 27,183</p>	<p>Stories Impressions 19,988</p>
<p>Followers 25,088</p>	<p>New followers 101</p>	<p>Engagement rate 8.71%</p>
<p>Engagement 2,184</p>	<p>Website clicks 53</p>	<p>Reach 66,687</p>

Top Performing Posts



Message: ✈️ Big travel news from Stewart International Airport @breezeairways is now offering non-stop flights to Orlando & Charleston...

Impressions	Reach	Likes
9,085	7,628	374



Message: 🍴 Attention foodies! Tix **ON SALE NOW** for Catskill Cuisine at our **LINK IN BIO!** Join us for a food-filled weekend featuring experience...

Impressions	Reach	Likes
6,471	5,491	145



Message: Save this post & make sure to check out the new Dove sculpture and the rest of the Dove Trail next time you're visiting the Sullivan...

Impressions	Reach	Likes
3,417	3,050	207



Message: Such a beautiful sunset tonight in The Catskills! It was the perfect night to go for a drive in the mountains. Send this to the person...

Impressions	Reach	Likes
2,566	2,190	325



Message: We had a great turnout for our Spring Marketplace at the Liberty Mall yesterday! Over 50 vendors participated in this event. We even had a...

Impressions	Reach	Likes
2,406	2,036	127



Message: 🍁 Did you know maple syrup farms celebrate the end of the season? We had a fun time at Diehl's Farmstead in Callicoon, learning ho...

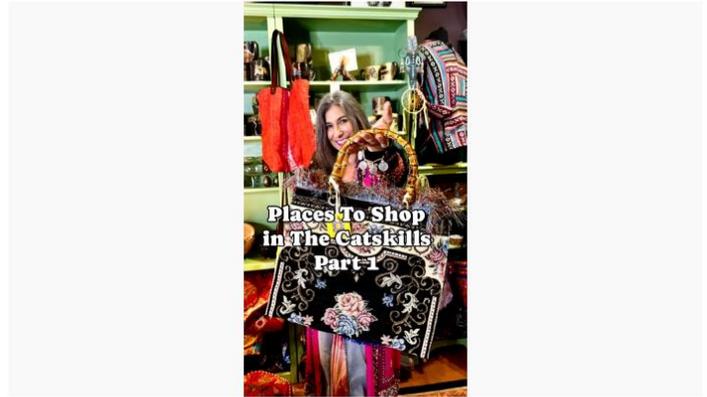
Impressions	Reach	Likes
2,262	1,941	91

Top Performing Reels



Message: We had a great St. Patricks Day weekend in The Catskills! Share this post with your peeps & join us next year for a festive weekend getaway with your family and friends 🍀 🍀 The annual St. Pats parade in Jeffersonville...

Plays	Likes	Saved	Shares	Comments
3,332	135	8	58	17



Message: Calling all shopping enthusiasts! Save this post & check out the Funky Hippy Chic Boutique on your next trip to the Catskills 🍷 This curated shop is a must-visit spot for vintage looks and unique finds! Shop the curated...

Plays	Likes	Saved	Shares	Comments
2,012	78	16	30	19

facebook

All posts engagement rate (reactions + com... 7.81%	Impressions 725,846	Reach 248,832
Post engagements 49,319	New page likes 78	Page views 5,180
Paid reach 145,810	Page Clicks 43,436	Total Page Likes as of Today 53,850
Page posts impressions 631,642	03/01/2024 - 03/31/2024	

Top Performing Posts



Message: We had a great turnout for our Spring Marketplace at the Liberty Mall yesterday! Over 50 vendors participated in this event. We even had a...

Impressions	Clicks	Engagement
18,410	26,010	26,315



Message: What a fantastic St. Patrick's Day parade in Jeffersonville! Perfect spring weather, huge turnout, and so much fun celebrating...

Impressions	Clicks	Engagement
17,394	13,866	14,192



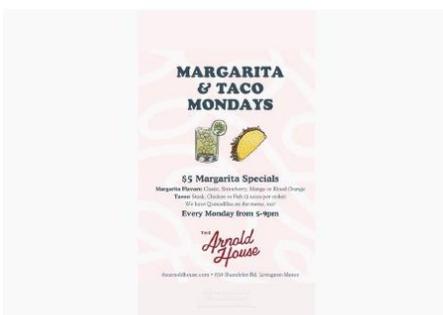
Message: We had the pleasure of unveiling another Dove today! Local artist Kim Simons created a beautiful, groovy Dove located at Prestige...

Impressions	Clicks	Engagement
23,746	9,558	10,572



Message: Spring is almost here! It's time to explore & check out some of these events we have going on this week in The Sullivan Catskills! 🍀 An...

Impressions	Clicks	Engagement
7,028	9,875	9,935



Message: In the mood for tacos or your favorite Mexican dish? Look no further than these local business! This evening, you can enjoy tacos & \$5...

Impressions	Clicks	Engagement
8,305	5,465	5,538



Message: 🛫 More exciting news in the world of Aviation, Breeze Airways has added an additional route out of Stewart International Airport! They...

Impressions	Clicks	Engagement
89,124	4,078	5,360

FB POST INSIGHTS



Top performing Mar 2024

Accounts Reached 85,236 +324%
Post Impressions 89,241 +308%
Interactions 985 +504%
632 Reactions
104 Shares
248 Comments
Engagements 5,483 +58%
includes reactions, comments, shares and clicks
Engagement Rate 6.4% (Engagements/Reach)
A strong engagement rate typically ranges from 1% to 5% depending on industry

Viral

Top performing Mar 2024

Accounts Reached 22,042 +63%
Post Impressions 23,836 +32%
Interactions 346 +449%
298 Reactions
26 Shares
28 Comments
Engagements 10,615 +743%
includes reactions, comments, shares and clicks
Engagement Rate 48.15% (Engagements/Reach) +416%
A strong engagement rate typically ranges from 1% to 5% depending on industry

Top performing Mar 2023

Accounts Reached 20,106
Post Impressions 21,866
Interactions 163
136 Reactions
20 Shares
13 Comments
Total Engagement 3,470
includes reactions, comments, shares and clicks
Engagement Rate 17% (Engagements/Reach)
A strong engagement rate typically ranges from 1% to 5% depending on industry

Top performing Feb 2023

Accounts Reached 13,452
Post Impressions 17,997
Interactions 63
47 Reactions
16 Shares
0 Comments
Engagements 1,259
includes reactions, comments, shares and clicks
Engagement Rate 9.3% (Engagements/Reach)
A strong engagement rate typically ranges from 1% to 5% depending on industry

FB ACCOUNT INSIGHTS



CONTENT INTERACTIONS

Mar 2023
Content Interactions 3,200
reactions, saves, comments, shares and replies
Link Clicks 3,600
Post engagements 19,266

Mar 2024
Content Interactions 6,000 **+87.5%**
reactions, saves, comments, shares and replies
Link Clicks 4,400 **+22%**
Post engagements 49,319 **+156%**

REACH

Mar 2023
Accounts Reached 92,700
33,476 Paid
59,224 Organic
Impressions 449,332
66,758 Paid
382,574 Organic
Profile Visits 3,150

Mar 2024
Accounts Reached 248,832 **+168%**
145,810 Paid **+335%**
121,427 Organic **+105%**
Impressions 725,846 **+61%**
297,735 Paid **+346%**
428,111 Organic **+11.9%**
Profile Visits 5,180 **+120%**

GROWTH

Mar 2023
Overall followers 88
Follows 102
Unfollows 14

Mar 2024
Overall followers 147 **+67%**
Follows 185 **+81%**
Unfollows 38

IG POST INSIGHTS



Top performing Mar 2024

Accounts Reached 7,841 +85%
470 Non Followers +30%
7,371 Followers +107%

Impressions 9,118 +23.55%
The total # of times our post was on screen

Post Interactions 653 +226%
375 Likes
187 Shares
50 Saves
41 Comments

Engagement Rate 8.32% +77%
A strong engagement rate typically ranges from 1% to 5% depending on industry

Top performing Mar 2024

Accounts Reached 5,866 +36%
4,370 Non Followers +514%
1,496 Followers

Impressions 6,675 +51.96%
The total # of times our post was on screen

Post Interactions 191
140 Likes
35 Shares
6 Saves
4 Comments

Engagement Rate 3.3%
A strong engagement rate typically ranges from 1% to 5% depending on industry

Top performing Mar 2023

Accounts Reached 4,227
677 Non Followers
3,550 Followers

Impressions 4,727
The total # of times our post was on screen

Post Interactions 200
140 Likes
30 Shares
25 Saves
5 Comments

Plays 8,021

Engagement Rate 4.7%
A strong engagement rate typically ranges from 1% to 5% depending on industry

Top performing Mar 2023

Accounts Reached 4,315
711 Non Followers
3,604 Followers

Impressions 4,363
The total # of times our post was on screen

Post Interactions 201
158 Likes
18 Shares
16 Saves
9 Comments

Engagement Rate 4.6%
A strong engagement rate typically ranges from 1% to 5% depending on industry

IG STORY INSIGHTS



Top performing Mar 2024

Accounts Reached 1,779 +188%

Impressions 1,844 +198%

Story Interactions 93 +9,200%
26 Likes
2 Reply
44 Link Clicks
19 Sticker Taps
2 Profile Visit

Engagement Rate 5.2% +3,150%
A strong engagement rate typically ranges from 1% to 5% depending on industry

Top performing Mar 2024

Accounts Reached 1,166 +95%

Impressions 1,167 +95%

Story Interactions 80 +3,900%
15 Likes
4 Replies
3 Share
36 Link Clicks
17 Sticker Taps
5 Profile Visit

Engagement Rate 7% +2,021%
A strong engagement rate typically ranges from 1% to 5% depending on industry

Lowest performing Mar 2024

Accounts Reached 306 +132%

Impressions 313

Story Interactions 7 +7,000%
5 Likes
0 Share
0 Link Clicks
2 Sticker Taps
0 Profile Visit

Engagement Rate 2.3% +230%
A strong engagement rate typically ranges from 1% to 5% depending on industry

Top performing Mar 2023

Accounts Reached 616

Impressions 618

Story Interactions 1
1 Likes
0 Share
0 Link Clicks
0 Sticker Taps
0 Profile Visit

Engagement Rate .16%
A strong engagement rate typically ranges from 1% to 5% depending on industry

Top performing Mar 2023

Accounts Reached 598

Impressions 598

Story Interactions 2
2 Likes
0 Share
0 Link Clicks
0 Sticker Taps
0 Profile Visit

Engagement Rate .33%
A strong engagement rate typically ranges from 1% to 5% depending on industry

Lowest performing Mar 2023

Accounts Reached 132

Impressions 132

Story Interactions 0
0 Likes
0 Share
0 Link Clicks
0 Sticker Taps
0 Profile Visit

Engagement Rate 0%
A strong engagement rate typically ranges from 1% to 5% depending on industry

IG ACCOUNT INSIGHTS

ENGAGEMENT

Mar 2023

Content Interactions 1,689
 Link Clicks 263
 Engagement rate (Interactions+clicks/followers)
 8.6%

Mar 2024

Content Interactions 3,000 **+24%**
 Link Clicks 629 **+70%**
 Engagement rate (Interactions+clicks/followers)
 14.1% **+15%**

REACH

Mar 2023

Accounts Reached 16,400
 5,175 Paid
 11,225 Organic
 Impressions 120,838
 Story Impressions 14,771

Mar 2024 47% ads

Accounts Reached 33,400 **+79%**
 15,822 Paid **+205%**
 19,029 Organic **+69%**
 23,788 Non Followers
 9,612 Followers
 Impressions 85,050
 Story Impressions 19,988 **+259%**

GROWTH

Mar 2023

Overall Followers 22,683
 New Followers 117

Mar 2024

Overall followers 25,700 **+12%**
 New Followers 261 **+123%**

