

## Update for June 2023

### Economic Development Committee

The SCVA is continuing its efforts on building travel experiences in the “shoulder seasons” expanding the Sullivan Catskills into a 4-season destination. May was extremely busy. The SCVA extended the traditional Memorial Day (opening of summer) by two weeks. Starting with Catskill Cuisine tied to Mother’s Day, the weekend saw additional visitors to our accommodations, rivers, attractions, and restaurants. Following the next week is the second year of TAP NY festival at Bethel Woods and the Festival of the Founding Fish along the river corridor. These three events will pump in an additional \$1 million in visitor spending. The SCVA’s strategic marketing initiatives are reaching new markets outside of the traditional Metro NY, NJ, PA, and CN markets. SCVA is responding to a fast-growing national and international interest.



### Catskill Cuisine 2023

Visitors: 1,600

Visitor Reach: Connecticut, Massachusetts, Hudson Valley,  
NYC-5 boroughs, Albany, Central New York, Northern  
New Jersey & Pennsylvania & North Carolina

## FAST FACTS FOR MAY

### Digital Ads 4/15 - 5/15

#### Google Ads

- 144,186 impressions
- Search Campaign has a 7.28% CTR - industry standard is 4.4%
- Average CPC is \$1.66 - Industry Standard is \$1.53
- 1,871 website clicks

#### Facebook Ads

- 249,371 impressions
- Facebook Campaign has a 3.25% CTR – industry standard is .90%
- Average CPC is .44 – industry standard is .63
- 8,100 Website clicks

#### Facebook Organic

- 446,262 Impressions
- Average engagement rate of 8.10% - industry standard is .19%
- Top 3 posts:
  - SUNY Kite Festival
  - Discover the beauty of the Sullivan Catskills
  - We love Narrowsburg!

#### Instagram Organic

- 155,037 post impressions
- 11,808 story impressions
- Average engagement rate of 8.38% - industry standard is .91%
- Top 3 Reels:
  - Catskill Cuisine (1)
    - 9,798 Plays
    - 64 Likes
    - 8 Comments
    - 30 Shares
    - 5 Saves
  - Catskill Cuisine (2)
    - 8,564 Plays
    - 39 Shares
    - 4 Saves
  - Chef Saul
    - 7,816 Plays
    - 99 Likes
    - 11 Comments
    - 69 Shares
    - 3 Saves

- Top 3 Posts:
  - Lander's River Opening Day
  - Narrowsburg Union Dove
  - Summer Guide 2023

#### Highlights:

- **Brochure Exchange at Sullivan Catskills Visitor Center for member networking**
- **Co-Host with Ciliberto in the Morning**
- **Hosted 6 social media influencers & 3 travel writers for Catskill Cuisine**
- **Meetings with Chefs for final logistics**
- **Meetings with Bethel Woods, PR Houses and Creative for Catskill Cuisine**
- **Hosted Brian Cano a Paranormal Trail Representative for the Haunted Trails of NYS at Burn Brae Mansion**
- **NYS Director of Sales Spring Event with NYS Meeting Planners in Albany and Saratoga**
- **Livingston Manor Wayfinding Sign Unveiling**
- **US Travel Association IPW Conference in San Antonio bringing international travel to the US.**
- **First installation of the Borscht Belt Historical Marker in Monticello**
- **Spring OTT and cable commercials are running and will continue through May with a focus on hiking and biking, fly fishing and other outdoor activities. To Date: Over 1.5 million impressions and largest amount of impression in zip code Manhattan**
- **Host the County DMV the last Tuesdays of each month. This service optimizes the visitor center's community space.**
- **Coach USA will start the summer run in June stopping at major points in the County.**
- **New Website Update: framing is almost complete and will be ready for our spring visitors.**
- **Continue working with a videographer/storyteller/tour guide to build our video library.**
- **Final touches on new romance map of the Sullivan Catskills and excited to unveil listing our over 600 members.**
- **Collaborating with members on the Catskill Film Commission web site and is moving along nicely.**
- **Continued discussion on innovative marketing initiatives grants through NYS and sharing the process with members who may qualify.**
- **Working with several communities to team and promote their events.**
- **Unveiling of new Doves on the Dove Trail**

#### Meetings

- **New York State Destination Marketing Organization By-Laws Committee**
- **Regional Catskill Association Tourism Promotion Agency Meeting**
- **Sullivan O&W Rail Trail Alliance Meeting**
- **SCVA Marketing Meeting**
- **Social Educational Seminar for members**

- Collaborative DMO luncheon & Dinner for 40 meeting planners-held in the Capital Region
- New York State Director of Sales and Destination Marketing Organization 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

#### **TOURISM BY THE NUMBERS 2022**

**VISITOR SPENDING: \$710 MILLION**

**TOURISM LABOR: 16% ALL JOBS \$235 MILLION IN LABOR INCOME**

**LOCAL TAXES GENERATED \$43.2 MILLION**

**SAVINGS PER HOUSEHOLD: \$2,943**

**For every Dollar invested in tourism there is a 40:1 Return on Investment**

## COMMENTS FROM CATSKILL CUISINE

This event was AMAZING! My mom and I had the best time for Mother's Day. We would definitely come again! Meeting Marcus Samuelsson was also a dream come true!! 😊

My friend and I trekked from Manhattan Saturday armed with our Gastro passes and had a great time. The upkeep of the venue was immaculate and very impressive. We're looking forward to next year!

First off, I want to say you guys did an amazing job with everything for the 1st year. My wife and I got the super VIP package. The access to the celebrity chef was amazing. I do have a suggestion or two if you guys have again next year. We were allowed in an hour earlier than general admitted but between the celebrity chefs' demos, trying their recipes out, which was outstanding, and getting to the meet n great area it left no time to see the rest of the areas like local vendors, book signing, local restaurants etc. My suggestion would be to let VIP/Super VIPs in at 10, giving all of us time to see all that was offered. Maybe have book signing and merch available to us too. Again, you guys did an amazing job for being the first and we will definitely be back next year with just a few ideas to give us a complete experience. Thank you.

What an absolutely gorgeous day to celebrate the [@catskill\\_cuisine](#) food festival! The weather was perfect, the sun was shining, and the wind was blowing just right. I sampled so many different unique and delicious foods from some of the best chefs in Sullivan County. This one-of-a-kind immersive food festival is definitely for the foodie in all of us. With chef led cooking demonstrations, book signing, and an abundance of food tasting, this is a top foodie destination! And I can't wait to come back next year!

### Verified

Attention New Yorkers and foodies! People always ask where to stay and what to do in the Catskills area. I just went to a day-long festival [@catskill\\_cuisine](#) at [@bethelwoodscenter](#), which showcases some of the areas best restaurants, hotels, shops and more. From celebrity chef book signings and demonstrations, to live music and delicious tastings, here are some businesses you need to check out and visit [@sullivancatskills](#) for more information!

1. [@callicoonhills](#) made a great hunters pie and is a cozy resort located in Callicoon Center, NY.
2. [@buckbrookalpacas](#) offers alpaca walks, tours and farm experiences! A great place for children and animal lovers!
3. [@kartriteresort](#) did a live food demonstration, their property features a resort and indoor waterpark!
4. Live performance from Dan Brother Band!
5. Amazing taco from [@la\\_belle\\_farm](#) [@bellabellagourmet](#) !
6. Trout crudo from [@seminaryhillny](#) , they make some of the best cider I've ever had and their property is beautiful!
7. Wild Boar Pibil from [@fossilfarms](#) ! They had a food truck at the event serving the highest quality meat!
8. [@do\\_good\\_spirits](#) is a distillery located in Roscoe, NY! Their spirits are top of the line, but my favorite tasting was their strawberry liqueur 😊.
9. Salami from [@lasalumina](#) was so good 😊
10. More businesses that are worth checking out (click tagged accounts on photo for more info).

[#nycgetaway](#) [#catskills](#) [#bethelwoods](#) [#catskillcuisine](#) [#foodie](#) [#newyork](#) [#newyorker](#) [#hudsonvalley](#) [#foodreview](#)

[forthrightcyder](#)

1st event of the 2023 season is a wrap! Phew 😊 after a [#sullivancatskills](#) winter hibernating & fermenting we are sore from the long day but our hearts and stomach are full from today's [@catskill\\_cuisine](#) festival hosted at the historic [@bethelwoodscenter](#)

We arrived with 12 cases and left with 2 😞 For Forthright being a small batch producer, that means a lot ☐

We sampled Bossfight & Excelsior and dang - Excelsior was a hit!

We're down to four 4pks of Excel Should we throw them up on the online shop for local pick up? 😊 Next batch won't be out until mid-July (and that's if we hustle lol)!

It's been a bumpy 2 years, this small W today was really needed - thanks to everyone we met today 😊 😊

## Over The Top commercials

### CTV

**195,991 Total Impressions**  
**98.48% Completed View Rate**

### Companion Display

**162,372 Impressions**  
**172 Direct Clicks**  
**0.11% Click Through Rate**

## Catskill Cuisine x Baked by Melissa

2023



### Recipe TikTok/Reel



- 
**bethelwoodcenter** we are so excited for you to share this with our guests during Catskill Cuisine :)  
 1w 1 like Reply  
 — Hide replies
- 
**tailspinchrissy** @bethelwoodcenter bought the tickets just so my son could meet Melissa. The Junior Foodie tix were perfect  
 1w Reply ...
- 
**Melissa**  
 I will travel all the way to the Catskills to eat a salad you've made! Omg you need to open up fun little spots called Melissa's Sweets and Salads!!  
 5-4 3 Reply
- 
**Baked by Melissa** • Creator  
 5-4 2 Reply
- 
**Deb**  
 Ohhh I need to get there! I'm only like 50 min away & it's my fave place ever! Would love to meet you...that looks delicious 🍴 #eatlocalfirst 🍴  
 5-4 3 Reply
- 
**Baked by Melissa** • Creator  
 5-4 1 Reply

**Total Reach: 290K**

#### TikTok Metrics

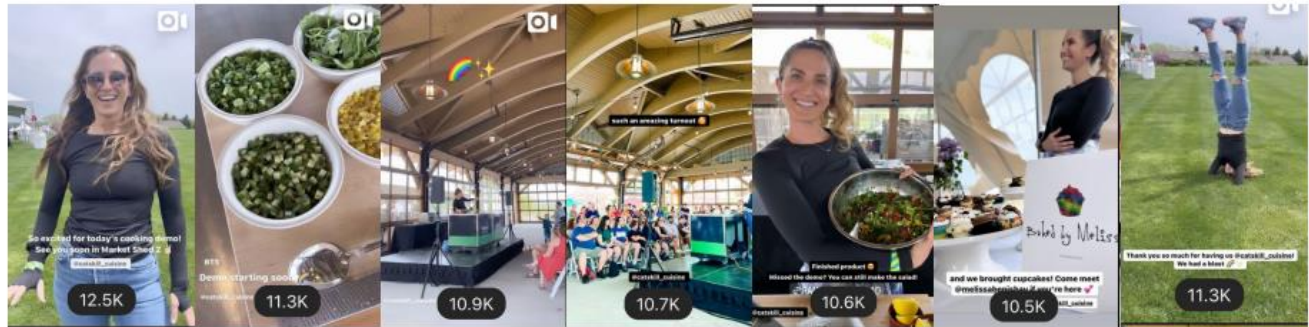
Engagement: 9.02%  
 Reach: 136K  
 Plays: 154K  
 Likes: 11.8K  
 Shares: 332

#### Instagram Metrics

Engagement: 7.22%  
 Reach: 154K  
 Plays: 163.7K  
 Likes: 6.8K  
 Saves: 3.4K  
 Shares: 829



## IG Story Overview



7 Story Frames Posted During Event

Total Impressions: 76,781

Total Sticker Taps @catskill\_cuisine: 284