

Update for September 2024

Economic Development Committee

September begins the start of Fall and the colors in certain areas are looking great. September was a big month, full of excitement as the Sullivan Catskills hosted the NYSAC Fall Conference with over 800 attendees. Attendees commented on how welcomed they felt and plan to revisit with their families. SCVA also attended the NYSTIA Fall Conference in Saratoga and received the Innovative Strategies for Promoting New Markets, “Catskill Cuisine”. It was an honor to be recognized by our peers in the NYS tourism industry.

HERE ARE THE SULLIVAN CATSKILLS LATEST FAST FACTS

According to the recently released data, 2023 traveler spending in the Sullivan Catskills reached another record high of \$969 million an 8.6 % increase over 2022’s traveler spending. Tourism-generated state tax of \$53 million and local taxes of \$50 million, saving the average household in the county an additional \$3,481 to maintain the same level of government revenue.

The growth of tourism has brought about a myriad of economic benefits, including increased employment opportunities and support for local businesses. In 2023, total tourism-generated employment registered 4,908 jobs, \$289 million in tourism generated income.

SCVA Activities for September

- **Met with Rocky Pinciotti to update the romance map and add more places.**
- **Geocaching on the Dove Trail is underway**
- **Beyond the Big Apple program through Miles Partnership for advertising**
- **Coordinate Media writers and influencers for month of September and October**
- **Further discussion on TV program, The Balancing Act promoting the Sullivan Catskills for fall and early winter**
- **Hosted NYSAC Meeting**
- **Planning for 2025 Travel Guide**
- **Content shoots at new Grizzly Bagel and Hilly Acres Farm Fest**
- **Tour Operator B2B in White Plains**

Meetings

- Regional Catskill Association Tourism Promotion Agency Meeting
- Sullivan O&W Rail Trail Alliance Meeting
- SCVA Marketing Meeting
- NYS DMO Meeting
- NYSTIA Meeting and Conference

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.

- In House social media is seeing fantastic gains
- Influencer visits and engagement.

Print and Digital Ads and Advertorials Completed and Released:

- NYSAC Print ads and Welcome Signage
- SP Partnership Ads for In the Know Magazine and Annual Meeting Journal
- Fall Digital Ads for Google, Social Media, MidHudsonNews.com
- SC Democrat Catskills Confidential: Sept & Oct
- Hoy en Sullivan Print ads – Sept&Oct
- SC Democrat Fall Catskills Delaware Magazine Print ad
- Group Tour Magazine Nov Print Ad
- Group Tour Magazine Nov Advertorial
- Mid-Atlantic Events Mag – Sept/Oct Print ad
- Chronogram Fall/Winter Ad
- Visit Vortex Fall Ad
- Visit Vortex Winter Ad
- USA Today Hispanic Heritage Month Print Ad
- USA Today Modern Woman Print Ad
- USA Today – Winter Travel Guide Print Ad
- Mass Republican Fall Print ads & Eblast
- Origin Magazine Fall Print As & Editorial
- Catskill Mountain Magazine Print Ads and Editorial – Sept & Oct
- Digital ads for DiscoverUpstateNY.com
- New York Family Dec Print and Digital Creative
- Jeff Journal Print Ad – Go App Download
- Today Media -Fall ads

In Progress:

- 2025 Travel Guide
- 2024 Annual Report & Collateral Materials
- SC Democrat Catskills Confidential Ads – Nov– Dec
- Hoy en Sullivan Print ads – Nov– December
- Chronogram Fall/Winter Ad
- Catskill Mountain Magazine Print Ads and Editorial – Nov-Dec
- Edible NJ Holiday Print Ad
- Brew Trail Map/Logo
- Update Dove Trail Map
- 2025 Travel Guide
- Fall 2024 TV Ad
- Chronogram Print ads Nov-Jan 2025 Print ads
- NYSTIA/ROVA print and Digital Ads Dec-Jan
- Catskill Mountain Magazine – Nov-Dec Print and Advertorial
- Brand USA Global Inspiration Campaign
- Fairfield After Dark Winter Campaign

PAID SOCIAL



META PAID SOCIAL

- In September, we served 210,082 impressions (an increase of +15% YOY), 3,438 link clicks, and a 1.64% link CTR.

• Top Ads

- Wedding Venue Ad, generated 119,365 impressions and 2,028 link clicks.
- Summer Ad V1, generated 30,969 impressions and 606 link clicks.

Top Performing Ads

Ad Name: Wedding Venue Ad Campaign Name: Traffic Campaign	Ad Name: Summer Ad V1 Campaign Name: Traffic Campaign	Ad Name: Sullivan Catskills GO Campaign Campaign Name: Sullivan Catskills GO Campaign
Amount spent: \$888.50	Amount spent: \$452.25	Amount spent: \$128.92
Impressions: 119,365	Impressions: 30,969	Impressions: 27,264
CTR (link click-through rate): 1.70%	CTR (link click-through rate): 1.96%	CTR (link click-through rate): 1.35%
Link clicks: 2,028	Link clicks: 606	Link clicks: 369

Google Ads



- Over 5,554 clicks (+179% YoY) were recorded from our Google campaigns in September with an average cost per click of \$0.71 exceeding industry standards.
- The display campaign generated 435,013 impressions (31% increase YOY) and 4,904 clicks (293% YOY) with an average CPC of \$0.12.
- The App install campaign served 6,550 impressions, 184 clicks. and a 2.81% CTR.



OTT - CTV & DSP



CTV Impressions: 338,375

CTV Completion Rate: 98.39%

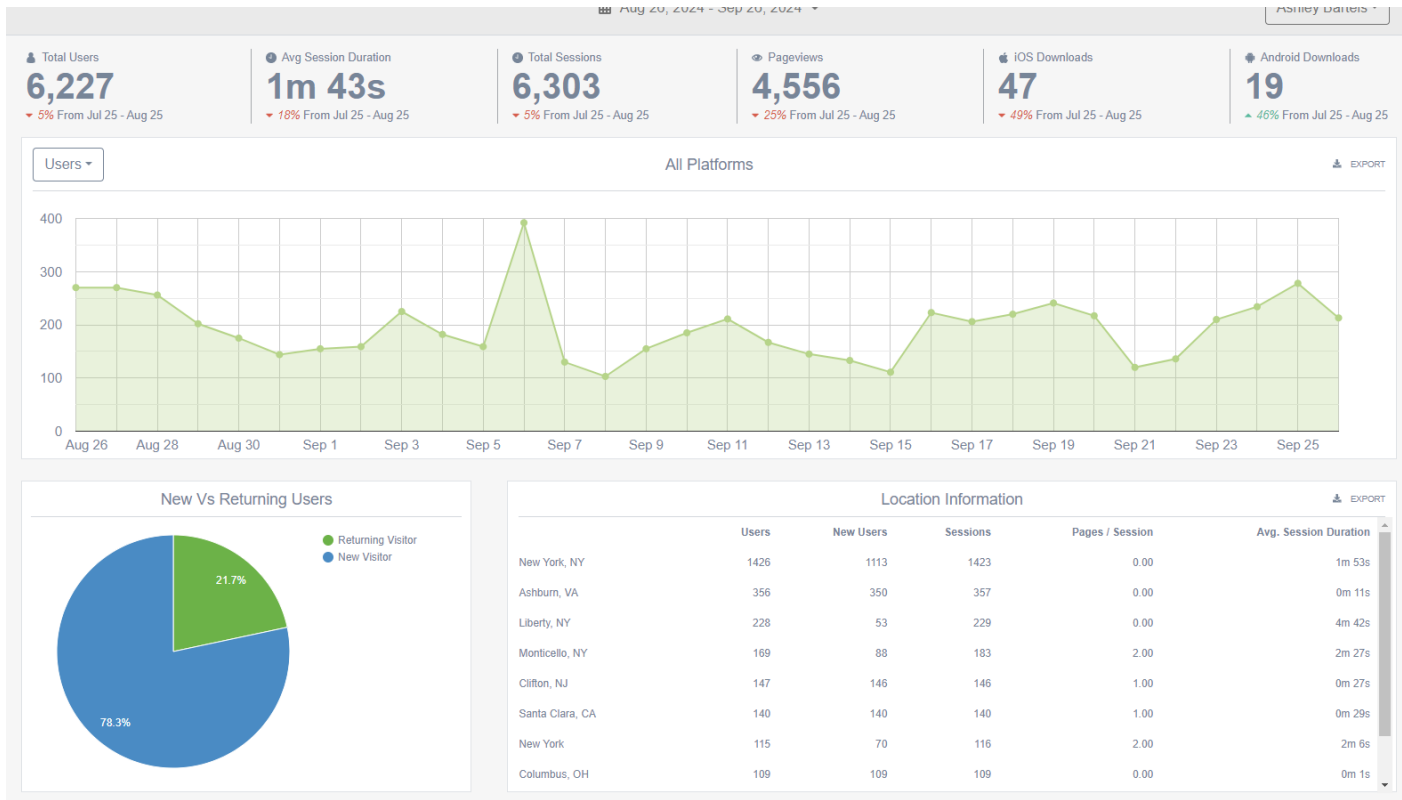
Web Conversions: 549

TOP Zip Codes:

- 11236 Brooklyn, NY
- 18017 Bethlehem, PA
- 18104 Allentown, PA
- 11434 Jamaica, NY

Display Impressions: 253,754

Clicks: 203





Impressions
447,019

Clicks
5,554

Average CPC
\$0.71

Cost
\$3,924.92

Ctr
1.24%

Campaign conversions

Name	Impressions	Clicks	Average cpc	Ctr
Smart Display	435,013	4,904	\$0.12	1.13%
Search App Campaign	6,550	184	\$2.22	2.81%
Catskills Vacation	5,450	466	\$6.27	8.55%

Website Performance

Session default channel grouping	Sessions	New users	Total users
Direct	6,706	5,431	5,597
Organic Search	4,147	3,016	3,213
Referral	3,893	3,399	3,487
Organic Social	3,873	3,538	3,616
Organic Video	280	182	215
Paid Search	121	102	109
Unassigned	45	0	45
Organic Shopping	5	5	5
Summary	19,179	15,673	16,239

Campaign Performance - Search

Keyword text	Impressions	Clicks	Ctr	Average cpc
lodging catskills ny	3,417	282	8.25%	\$7.08
what to do in the catskills	1,142	59	5.17%	\$4.17
catskills rentals	471	35	7.43%	\$2.52
catskills cabins	445	45	10.11%	\$3.65
catskills getaway	307	26	8.47%	\$2.71
catskill resorts	302	19	6.29%	\$5.66



Total spent \$1,998.99	Link clicks 3,438	Impressions 210,082
Reach 135,836	Post Reactions 189	Post Comments 16
Frequency 1.55	CPC (cost per link click) \$0.58	CTR (link click-through rate) 1.64%

Top Placement

Publisher Platform	Total spent	Impressions	Reach	CTR (link click-throu...	CTR (all)	Post Com...	Website Purchases
Facebook	\$1,748.12	194,654	127,238	1.50%	2.45%	15	12
Instagram	\$118.21	8,003	5,529	3.32%	4.46%	1	0
Audience network	\$132.25	7,160	3,484	3.52%	3.49%	0	0
Messenger	\$0.42	265	265	1.89%	2.26%	0	0
Unknown	\$0.00	0	0	0.00%	0.00%	0	0

Top Performing Ads

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Instagram

<p>Account impressions 94,988</p>	<p>Static In-Feed Post Impressions 35,331</p>	<p>Stories Impressions 33,850</p>
<p>Followers 28,005</p>	<p>New followers 288</p>	<p>Engagement rate 9.75%</p>
<p>Engagement 2,731</p>	<p>Website clicks 369</p>	<p>Reach 74,925</p>

Top Performing Posts



Message: 🍁🍁 FALL GIVEAWAY! 🍁🍁 Win the ultimate autumn escape to the Sullivan Catskills! Click the link in our bio for a chance to win the...

Impressions	Reach	Likes
6,457	5,814	248



Message: Looking for something fun to do? Another great weekend in the Sullivan Catskills is here! Enjoy the fall weather at one of our great local...

Impressions	Reach	Likes
5,188	4,307	172



Message: 🌞 The weather is going to be beautiful this weekend in The Catskills! There is a ton to do, so get out and enjoy the sunshine 🌞🌞 T...

Impressions	Reach	Likes
4,494	3,521	186



Message: 🌞 The weather is looking pretty good this weekend! Here are some things to do in The Sullivan Catskills 🌲🚒 95th Fireman's Parade i...

Impressions	Reach	Likes
3,757	3,067	188



Message: 🌞 The weather is looking great with sunny skies and highs in the mid-60s this weekend! Luckily, we have tons going on in The Sullivan...

Impressions	Reach	Likes
3,322	2,765	156



Message: 🇵🇷 We are excited to celebrate Hispanic Heritage Month in the Sullivan Catskills! Home to a vibrant Hispanic community that contribute...

Impressions	Reach	Likes
2,988	2,507	147

Top Performing Reels



Message: 🍷 There is a new French Bistro in Narrowsburg! Make plans to enjoy @lacigognery on your next visit to The Catskills 🍴🌲 Enjoy authentic Alsatian flavors while taking in breathtaking views of the Delaware River ➡️...

Plays	Likes	Saved	Shares	Comments
4,995	391	41	194	24



Message: ☀️ Plan a fun vacation in The Catskills! At the @villaromaresort in Callicoon NY, enjoy never ending activities and delicious food every day that you are on property. A cruise on land! 🚤 All fun and no worries. Book a...

Plays	Likes	Saved	Shares	Comments
3,543	78	10	33	1

facebook



Impressions
517,044



Reach
282,740



New page likes
39



Post engagements
18,587



Page posts impressions
332,566



Page views
2,907



All posts engagement rate (reactions + comments)
5.59%



Started following
101



Followers
56,049



Total page likes
53,833



09/01/2024 - 09/30/2024



Top Performing Posts



Message: It's going to be another beautiful weekend in The Sullivan Catskills! Take a look at what is going on :)

Impressions	Clicks	Engagement
2,504	4,548	4,585



Message: ☀️ The weather is looking great with sunny skies and highs in the mid-60s this weekend! What are you planning to do? Let us know in L...

Impressions	Clicks	Engagement
2,547	4,162	4,203



Message: 🍷 Oktoberfest at Roscoe Mountain Club was a blast! Beer lovers 🍷 Make plans to continue the celebration this weekend at Big Ed...

Impressions	Clicks	Engagement
5,615	2,860	2,897



Message: Another great weekend in the Sullivan Catskills is here! Get out & enjoy the beautiful fall weather at one of our great local businesses 🍁...

Impressions	Clicks	Engagement
3,274	2,625	2,650



Message: We are always proud to celebrate Sullivan County Firefighters! Congratulations to all the winners at the 95th Annual Sullivan County...

Impressions	Clicks	Engagement
7,476	1,933	2,076



Message: Fall is officially here! Check out some pics from from the Liberty Fall Festival at Walnut Mountain Park over the weekend 🍁

Impressions	Clicks	Engagement
6,689	1,828	1,886