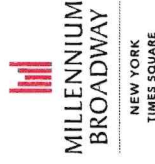
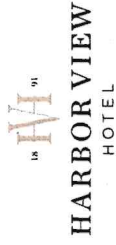




Michael Martelon
President & CEO



INTERNAL

the back of the house

ART &

SCIENCE

THE

ARTICULATIONS

OPERATIONS

TOOLS & TEAM

EXTERNAL

the front of the house

RATIONAL &

EMOTIONAL

DMO

LOGIC &

PASSION

COMMUNITY
& CONSUMERS

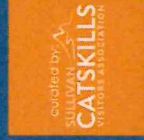
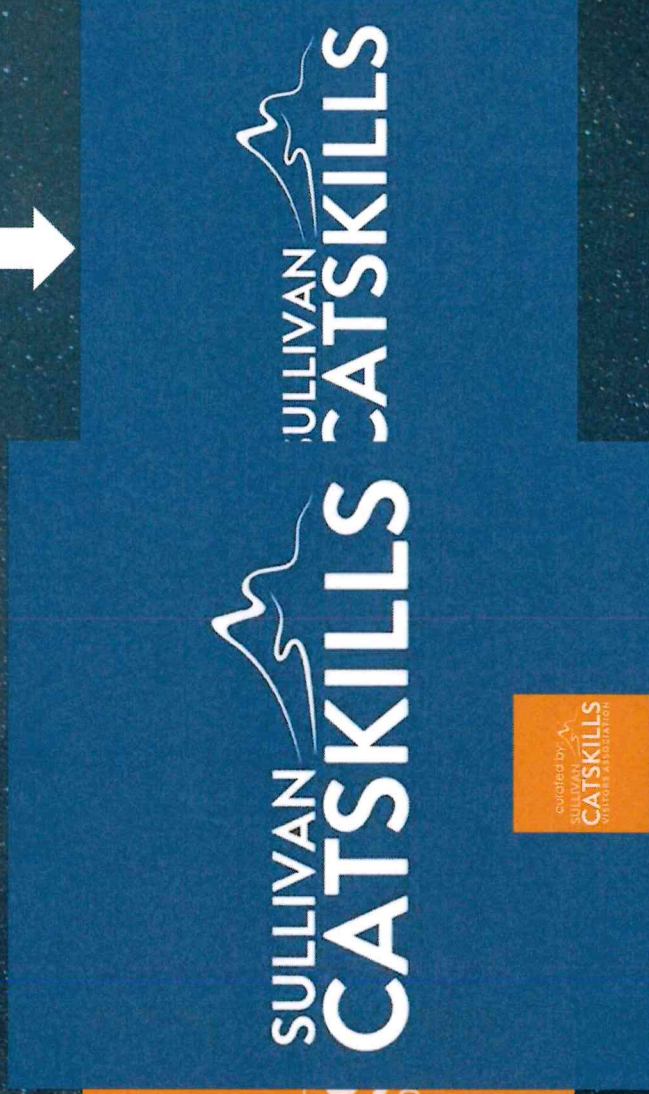
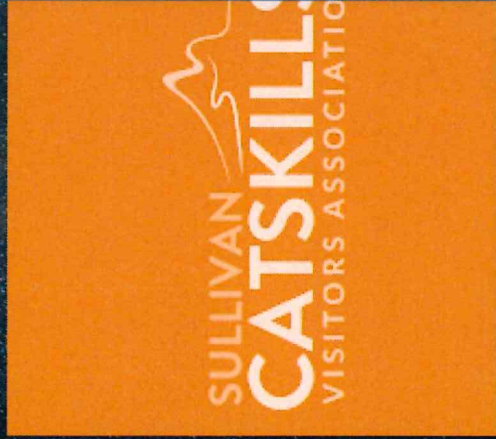
THE BRAND

~~INTERNAL~~

~~EXTERNAL~~

COMMUNITY

CONSUMERS



ART

MARKETING STRATEGY

SCIENCE

THE FIVE ERAS OF SULLIVAN CATSKILLS TOURISM

The First Golden Age (1820s–1910s):

The Rise of Romantic Nature Tourism

- The Hudson River School of painters (Thomas Cole, Frederic Edwin Church) romanticized the Catskills.
- The rise of steamboat travel, making the Catskills more accessible to wealthy travelers.
- The era's focus was on luxury high-society recreation.

➤ The Hudson River School of painters (Thomas Cole, Frederic Edwin Church) romanticized the Catskills.

The Modern Renaissance (2000s–Present):

The Rise of Luxury, Wellness, and Boutique Tourism

- A new generation of travelers—seeking authenticity, sustainability, and boutique luxury—rediscovering Catskills.
- The Hudson Valley became a hub for farm-to-table dining, craft beverage tourism, and upscale rural retreats.
- Investments in Bethel Woods Center for the Arts and new luxury properties has led to a tourism revival.

➤ The Catskills became a haven for Jewish vacationers in response to the rise of antisemitism in Europe.

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➤ The Catskills became a haven for Jewish vacationers in response to the rise of antisemitism in Europe.

Counterculture/Outdoor

Woodstock to the Adventurer's Playground

- The 1969 Woodstock Festival in Bethel reshaped the area's identity, making it a counterculture icon.
- The decline of the Borscht Belt gave rise to a new generation of travelers: hikers, nature lovers, and artists.
- The region saw a mix of hippie communes, ski tourism, and small-scale lodging replacing the large resorts.

➤ The remnants of the counterculture movement transitioned into early boutique tourism.

➤ Small business owners began repurposing abandoned resorts into boutique inns, craft breweries, and artist spaces.

➤ The Catskills started attracting early adopters of farm-to-table dining, slow travel, and sustainable tourism.

The Borscht Belt Boom (1920s–1960s):

The Catskills as America's Jewish Riviera

➤ The Catskills became a haven for Jewish vacationers in response to the rise of antisemitism in Europe.

➤ The Catskills became a haven for Jewish vacationers in response to the rise of antisemitism in Europe.

➤ The Catskills became a haven for Jewish vacationers in response to the rise of antisemitism in Europe.

The New Catskills (1990's–2000s):

Foundations of a New Catskills

➤ The remnants of the counterculture movement transitioned into early boutique tourism.

➤ Small business owners began repurposing abandoned resorts into boutique inns, craft breweries, and artist spaces.

➤ The Catskills started attracting early adopters of farm-to-table dining, slow travel, and sustainable tourism.

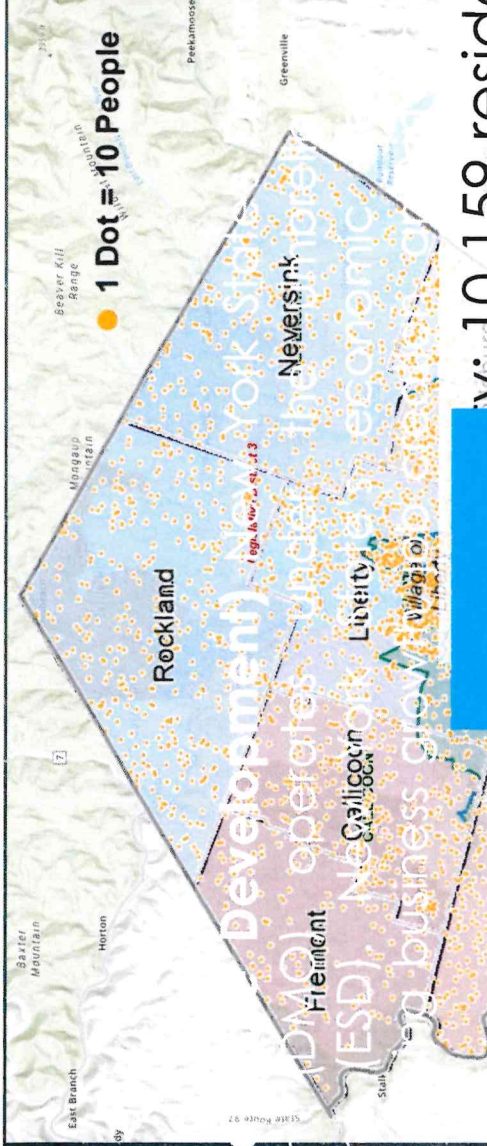
ESD (Empire State Development)
Organization
Development
focused on
state.



Advancing Travel Insights Globally

organization
through colla

NYSHTA (New York State Hospitality Trade Association)
pronounced
lodging assoc
hospitality ar



Population: 10,150 residents



DESTINATIONS
INTERNATIONAL

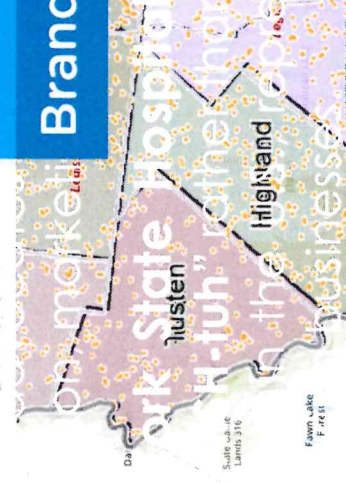
tourism industry

Brand USA
Pompton: 16,550 residents

5. Monticello: 7,221 residents

3. Mamakating: 12,085 residents

U.S. Census Bureau
American Community Survey
2019 5-year Estimates





WEALTH & WELL BEING INDEX

THE SIX E'S STRENGTHENS COMMUNITIES ECONOMY – Long-term economic growth – vitality/investments. EMPLOYMENT – Quality of jobs and opportunities. ENVIRONMENT – Sustainability, regeneration, interaction and protection.

PROTECTS NATURE

- ENGAGEMENT** – How residents experience visitors and the benefits of human interaction.
- EXPERIENCE** – What does it actually feel like to be a visitor to Sullivan County.

Next-Gen DMO Data Stack

Core Data Silos

AI-Powered Marketing

- This is where science meets art. AI should be able to:
 - Identify the “Known & Willing” Traveler – Based on past behavior, likelihood to book.
 - Predict the Best Message & Channel – AI determines what emotional triggers work.
 - Deliver Personalization at Scale – Not just “Visit Sullivan Catskills,” but “Your perfect self-care fall escape, Eric.”
 - Measure & Optimize – Automated campaign adjustments in real-time.

Core Data Silos for a Next-Gen DMO Data Stack

1. Lodging & Accommodations Data

- Occupancy (OCC%) – Measure of demand
- Average Daily Rate (ADR) – Revenue per occupied room
- Revenue Per Available Room (RevPAR) – Health of the lodging sector
- Booking Windows – How far in advance people are booking
- Booking Origins – Where visitors are coming from (geo-tracking)
- Short-Term Rentals vs. Hotels vs. Camping – STRs (Airbnb, VRBO) vs. traditional accommodations and camping
- Length of Stay (LOS) – Average stay duration
- Cancellations & No-Show Rates – Helps gauge booking confidence

Core Data Silos for a Next-Gen DMO Data Stack

2. Tax & Revenue Data

- Lodging Tax Revenue – Broken down by segment (hotels, B&Bs, campgrounds, STRs)
- Sales Tax Revenue by Sector – Lodging, dining, retail, experiences, attractions
- Restaurant & Bar Sales Data – A proxy for visitor spend
- Activity & Attraction Revenue – Tickets, rentals, experiences

Core Data Silos *for a* Next-Gen DMO Data Stack

3. **Economic & Employment Data**

- Census Employment Data – To track hospitality/tourism and community job trends
- Wage Growth by Sector – Indicator of economic health
- Job Postings & Openings – Measures labor shortages

Core Data Silos *for a* Next-Gen DMO Data Stack

4. Marketing, Social Engagement & Website Analytics

- Website Traffic & Behavior – Page views, time on site, conversion
- Search Engine Performance – Organic traffic, PPC effectiveness
- Social Media Performance – Engagement, shares, sentiment
- Campaign Attribution – Which channels drive bookings?
- Email Open & Click Rates – Effectiveness of direct marketing

Core Data Silos *for a* Next-Gen DMO Data Stack

5. Predictive Demand Data

- Booking Trends – Forward-looking demand indicator
- Mobile Location Data – Where visitors actually go
- Attraction, Event & Festival Ticket Sales – Future visitor demand
- Weather & Climate Impact – Seasonal travel predictors
- Competitor Destination Pricing & Trends – Benchmark against other destinations

Core Data Silos *for a* Next-Gen DMO Data Stack

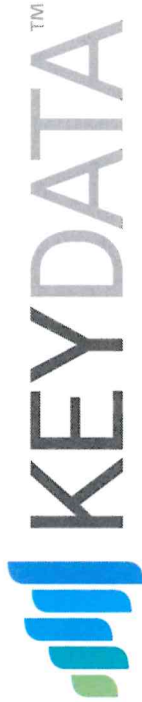
6. Visitor Profile & Sentiment Analysis

- Survey & Feedback Data – Post-visit and in-destination
- Social Listening & Sentiment Analysis – What are people saying?
- First-Party CRM Data – Who visited, when, and what they did
- AI-Driven Persona Development – Identify and segmentation
- Repeat Visitor Rates – Loyalty indicator



← Undo

Out c



2K

of Unique Visitors



1K

SYMPHONY

Jan 2019

Feb 2019

Mar 2019

Apr 2019

May 2019

Jun 2019

Jul 2019

Aug 2019

Sep 2019

Oct 2019

Nov 2019

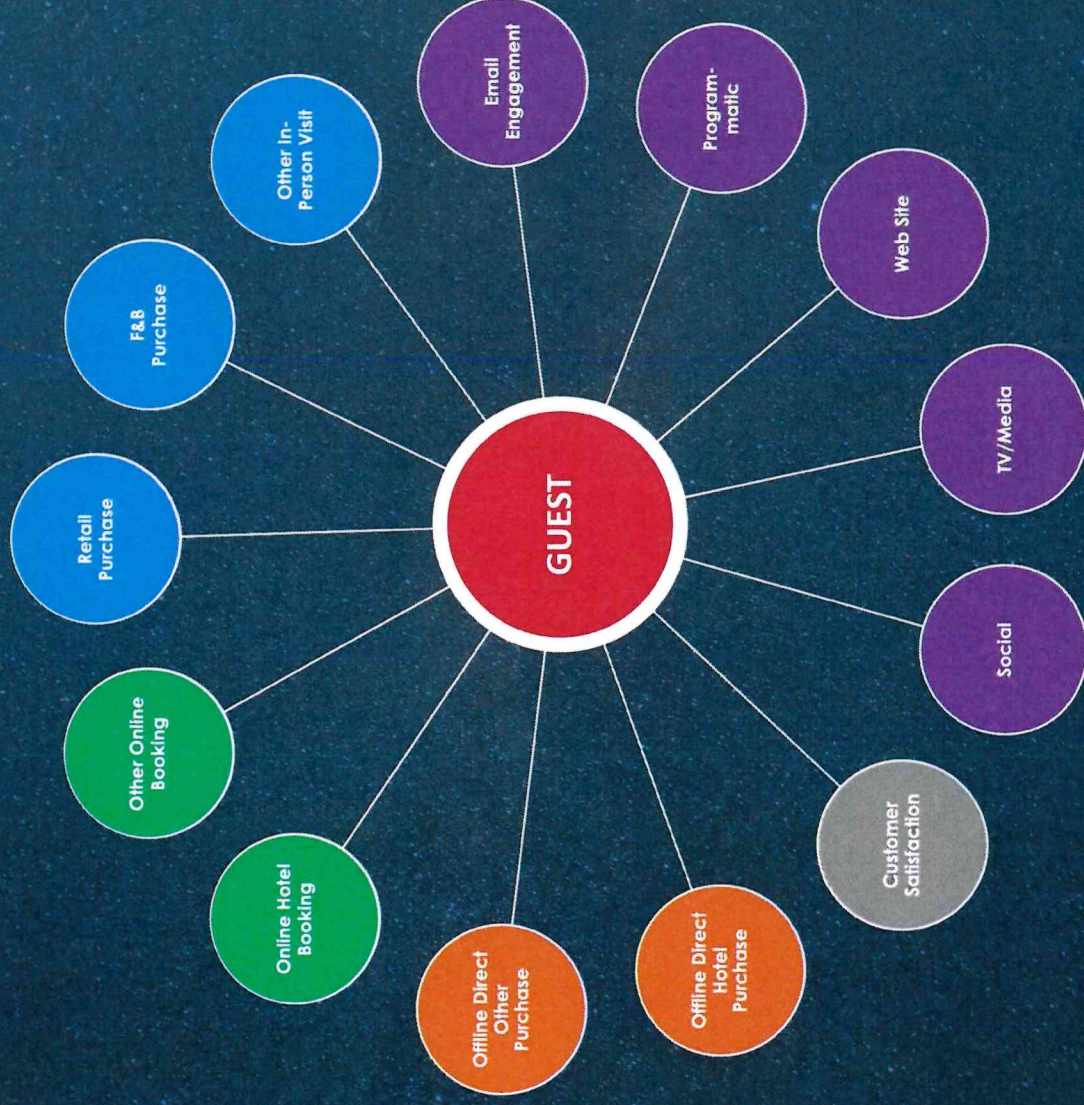
Dec 2

0K

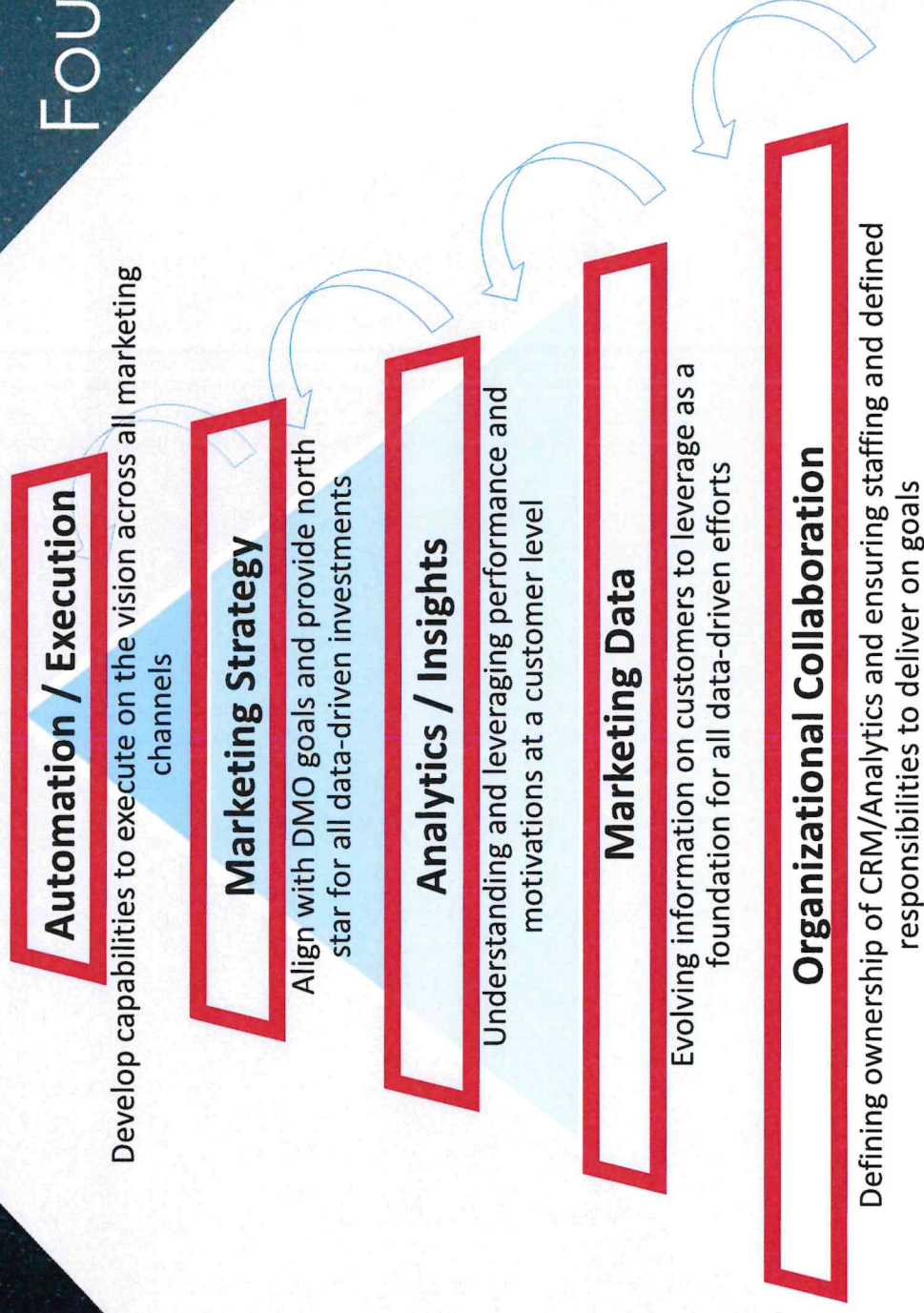
FULL-FUNNEL MARKETING

*A seamless, integrated experience
across all touchpoints*

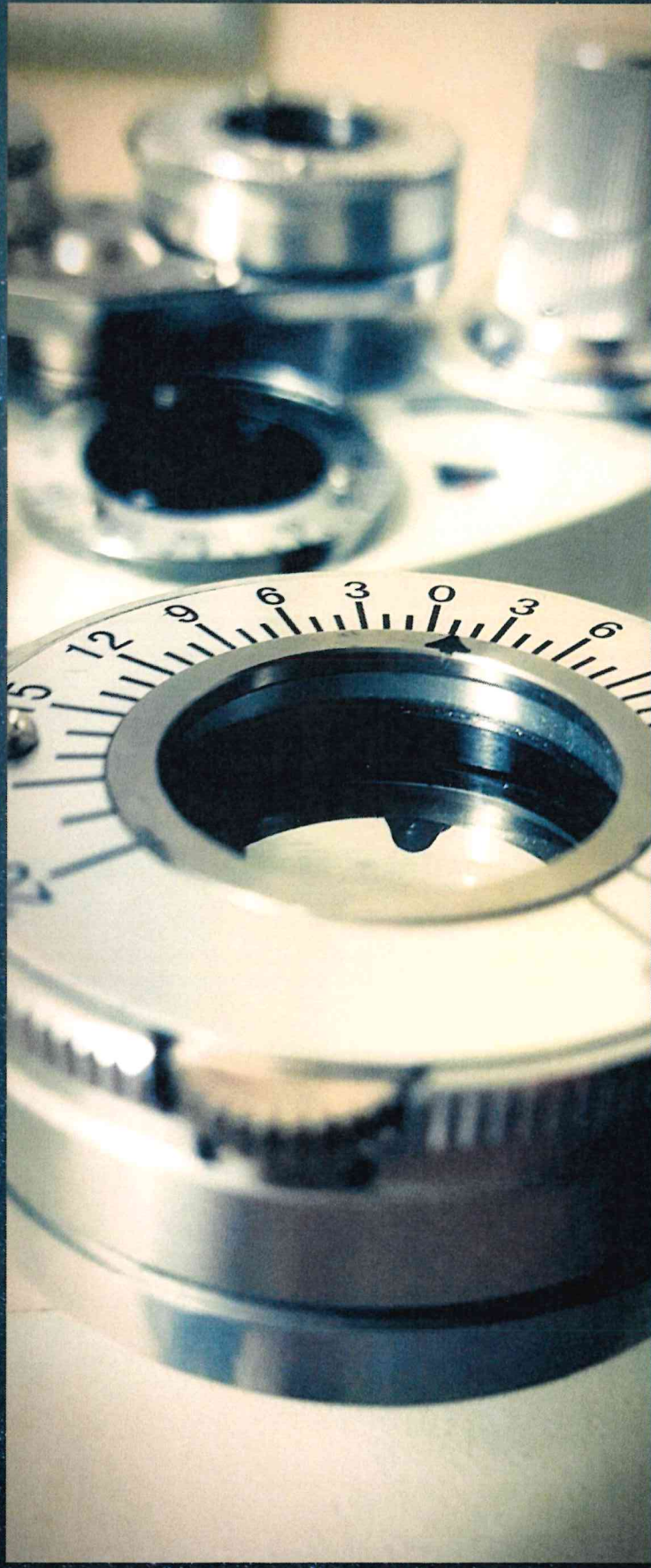
1. **Top of Funnel (TOFU)** – Awareness & Discovery: **attract** attention & generate brand awareness.
2. **Middle of Funnel (MOFU)** – Consideration & Engagement: **nurture** them by providing valuable information that causes action
3. **Bottom of Funnel (BOFU)** – Conversion & Retention: **close** the sale and ensuring a great post-purchase experience



Foundational Building Blocks



KEY DATA DASHBOARD



Total listings

2,658

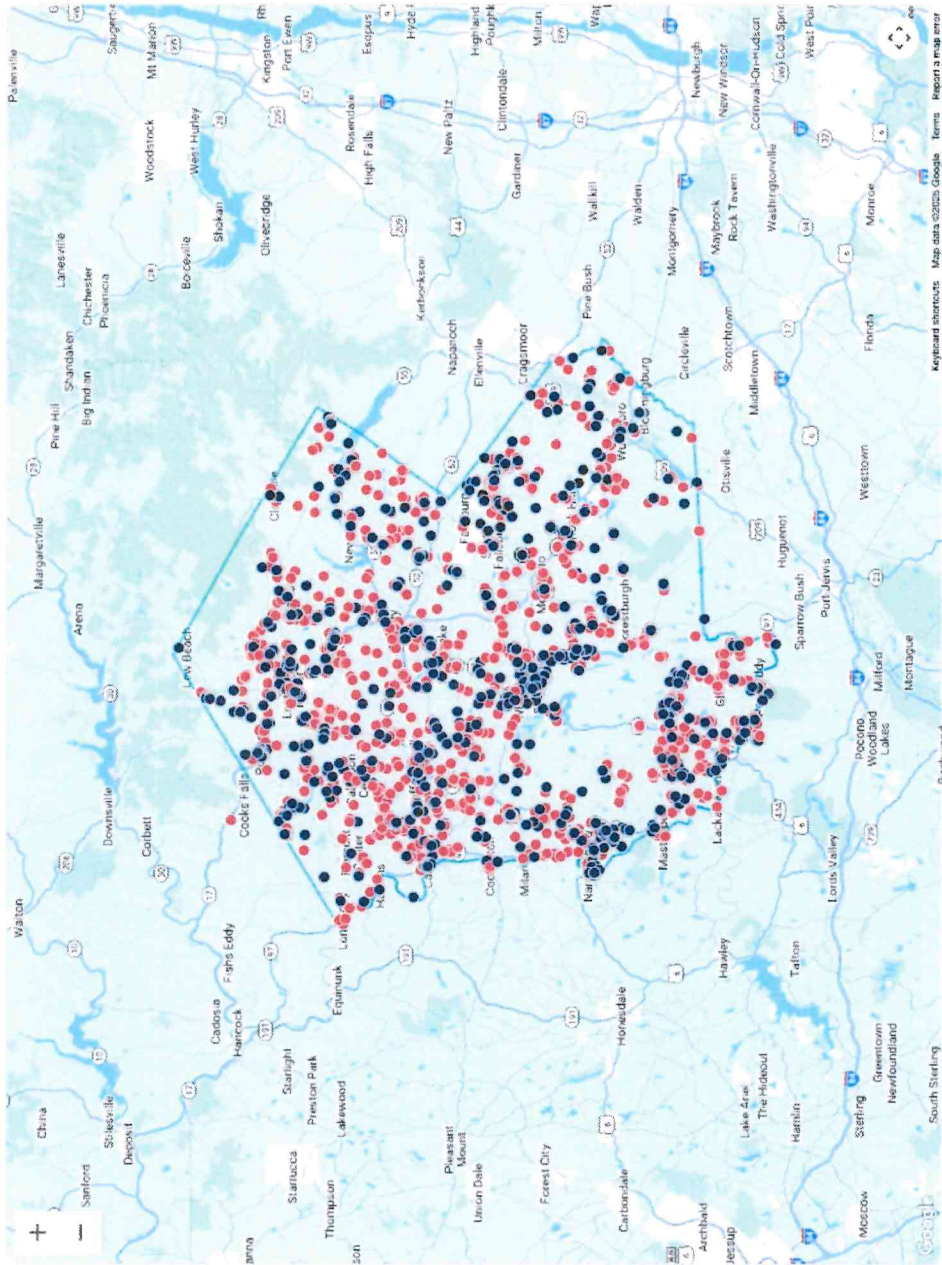
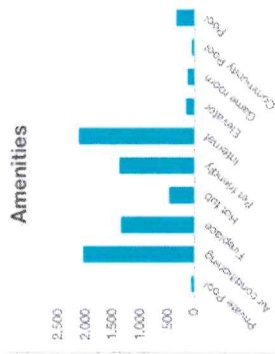
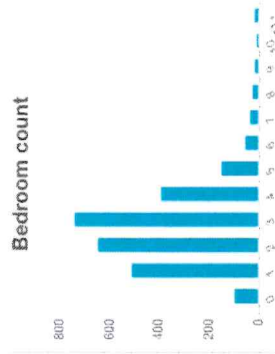
Total sleeps

16,893

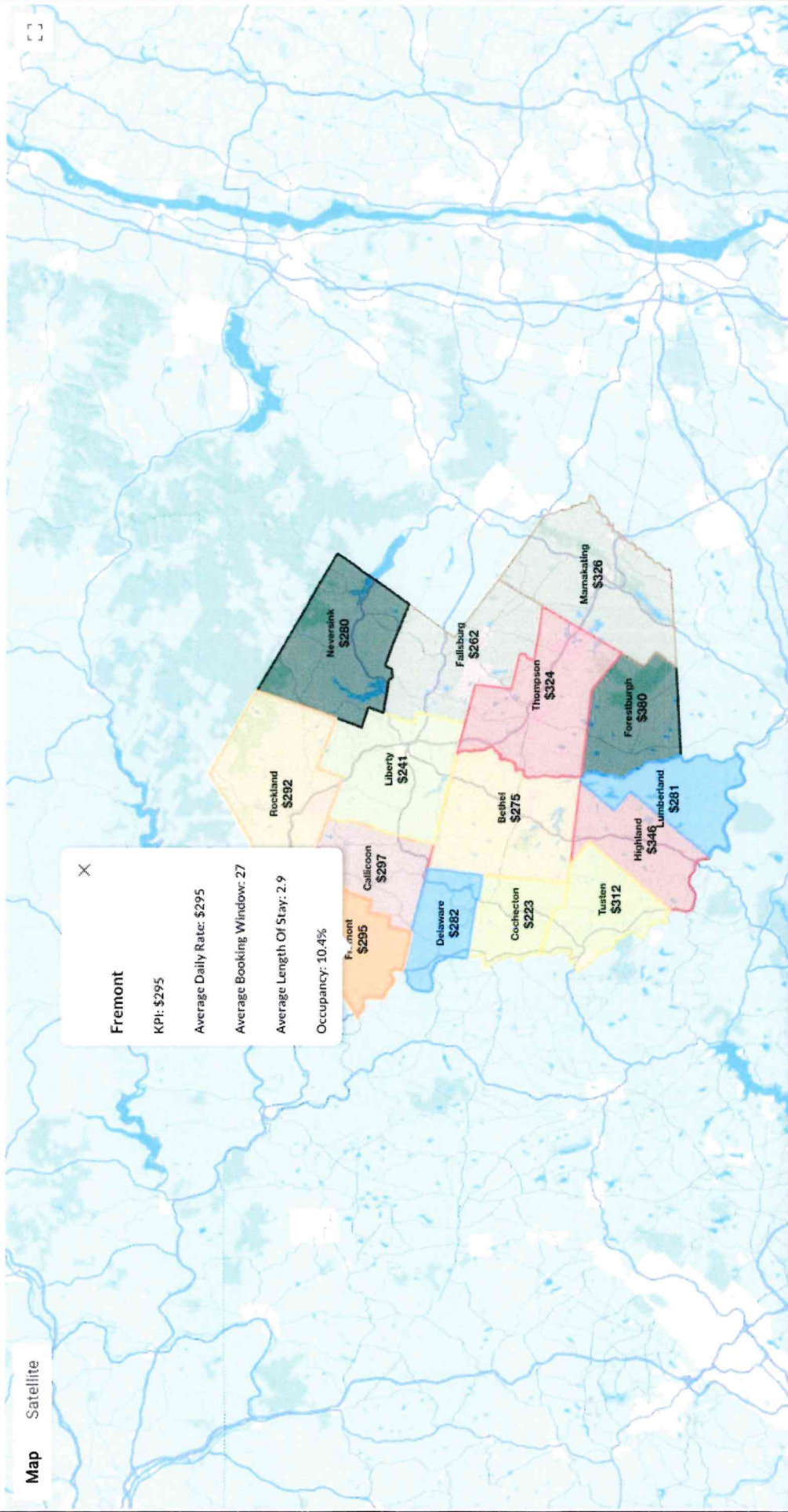
Rental channel

1,970 (74%)
Airbnb

688 (26%)
Vrbo



Map Satellite



Market Snapshot

17,000,000

Show Values

ADR

\$318

+14%

\$278

-3%

15.2%

Occupancy

15.6%

RevPAR

\$48

+11%

\$43

Revenue

\$2.3M

+2%

\$2.3M

Avg. Length of Stay

3.0

+1%

3.0

47

+8%

7.5K

+11%

8.4K

Avg. Booking Window

44

Guest Nights

35.9K

+13%

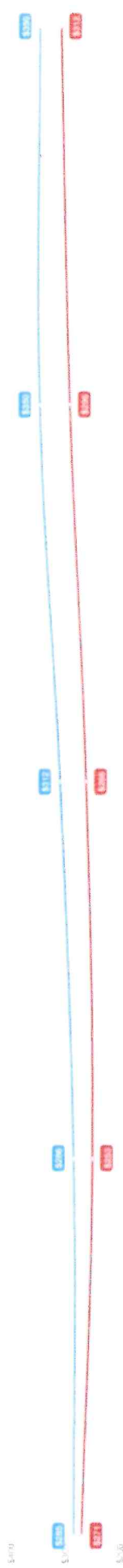
4.1K

Nights Available

2024

ADR

1/1/2025 to 3/31/2025 as of 3/1/2025 \$318 1/1/2024 to 3/31/2024 as of 3/1/2024 \$278



Data Source: Airbnb

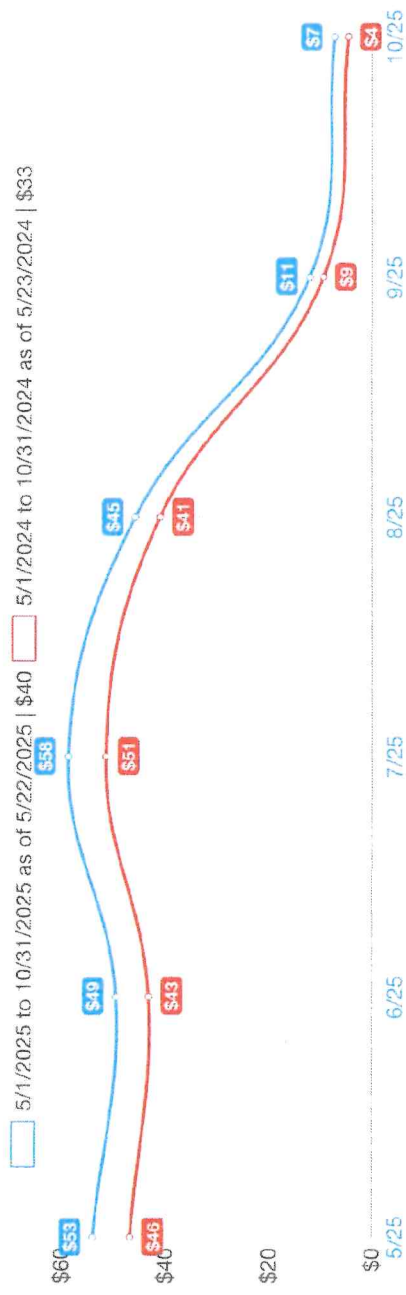
2024

Occupancy

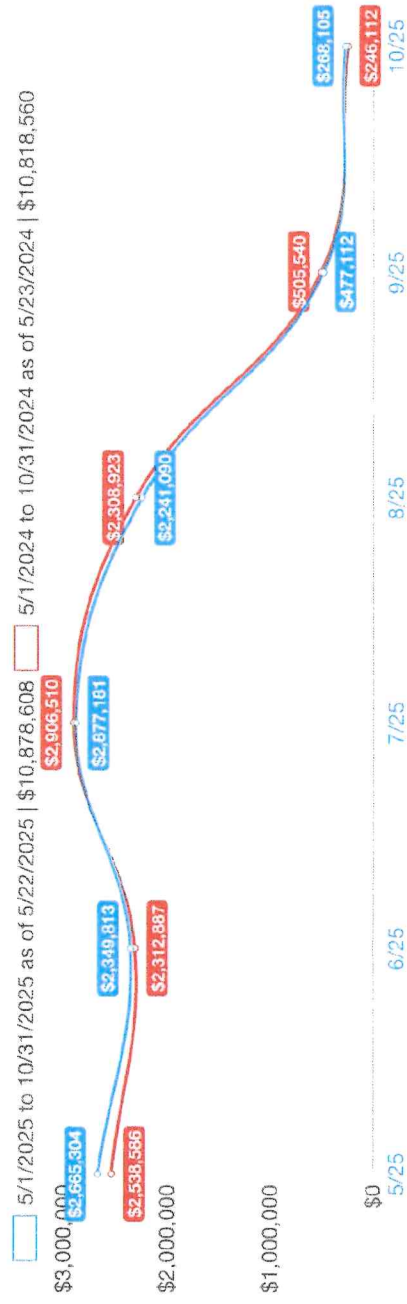
1/1/2025 to 3/31/2025 as of 3/1/2025 15.2% 1/1/2024 to 3/31/2024 as of 3/1/2024 15.6%



RevPAR



Revenue



Copyright Key Data, LLC 2025
 Created: 5/22/25 13:05 PM
 Market(s): Sullivan - NY
 Filter(s): none

Sullivan - NY Occupancy

 Primary  Compare

1-3-20

3-1-20

5-1-20

7-1-20

9-1-20

11-1-20



Avg. Booking Window

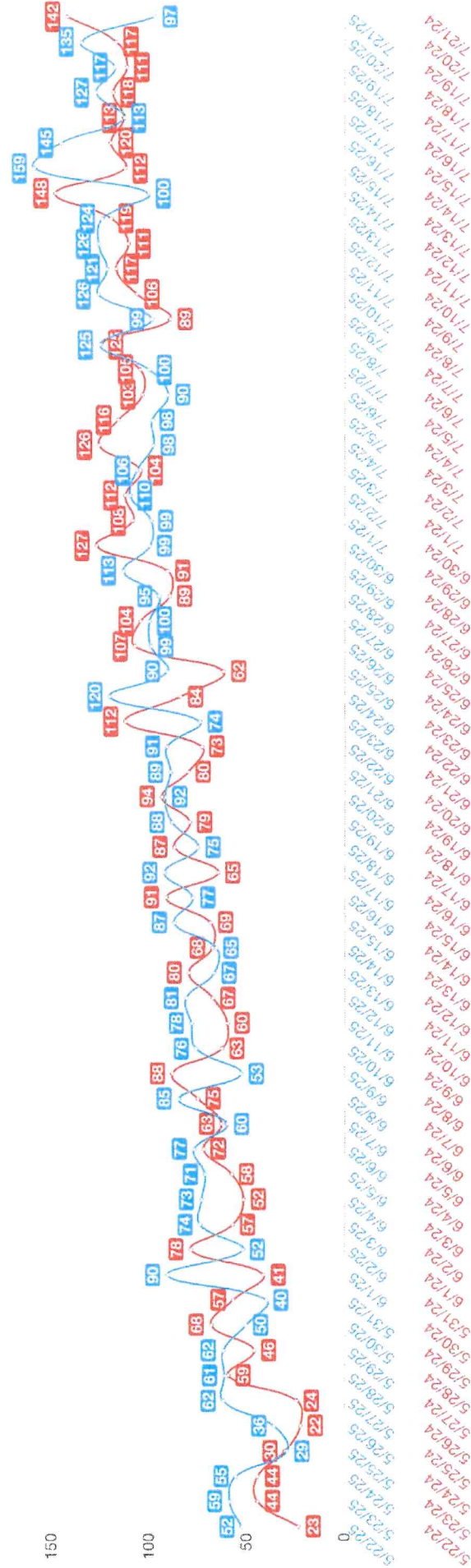
☐ 5/22/2025 to 7/21/2025 as of 5/22/2025 | 83
 ☐ 5/22/2024 to 7/21/2024 as of 5/23/2024 | 80

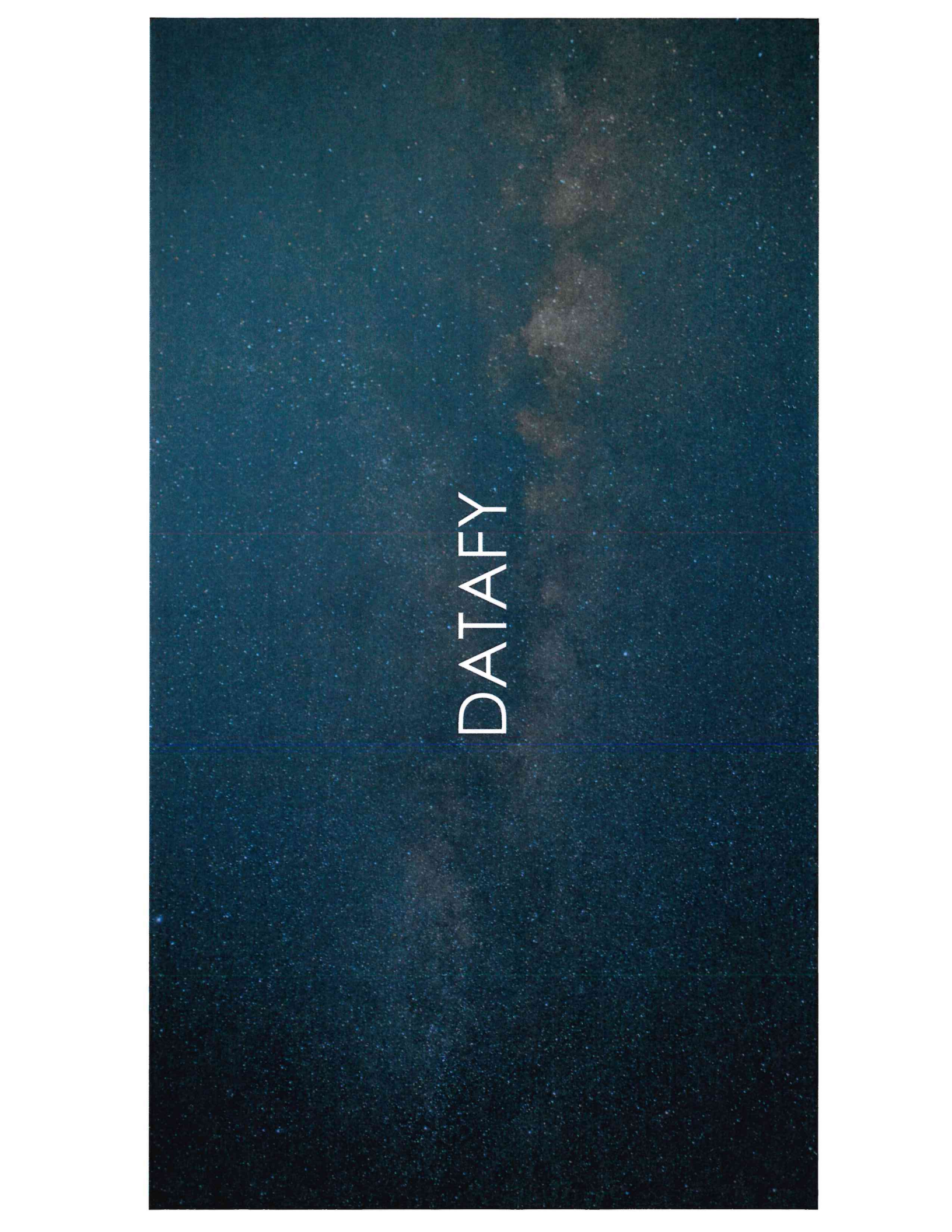
200

150

100

50





DATAFY

Datafy Big Data Analytics

Geolocation

- Over 150M active monthly users
- Understand visitors physical behavior and movement

Spending

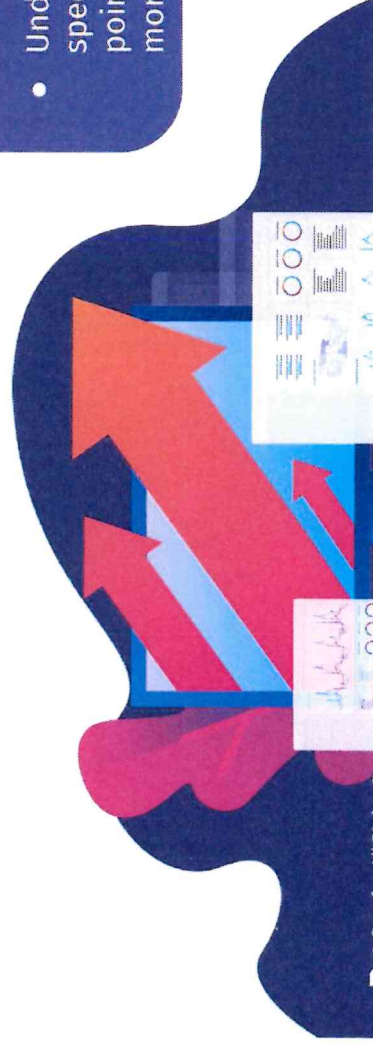
- Basic and Advanced Spending options available
- Understand origin spend and identify high-value markets

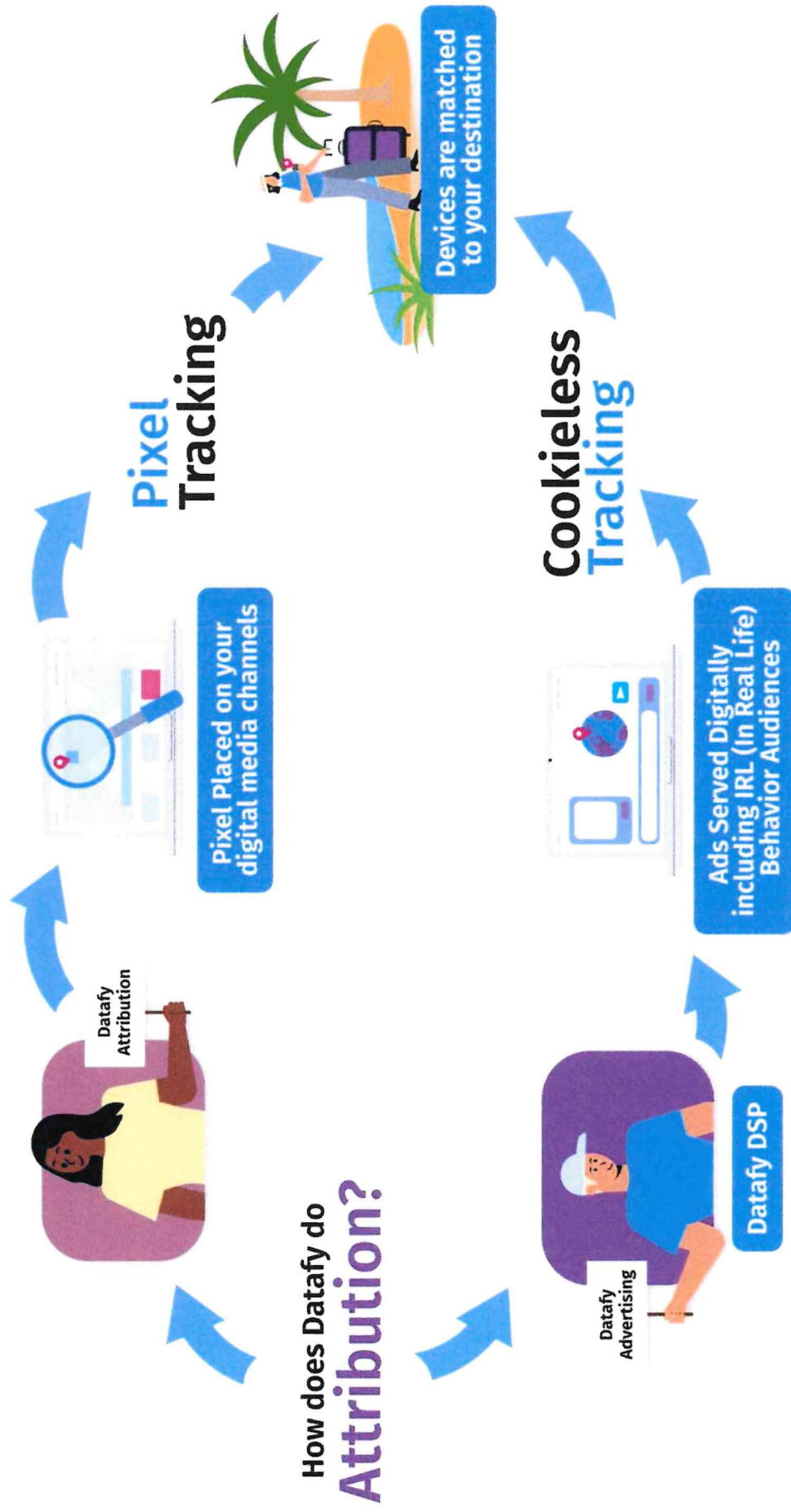
Demographics

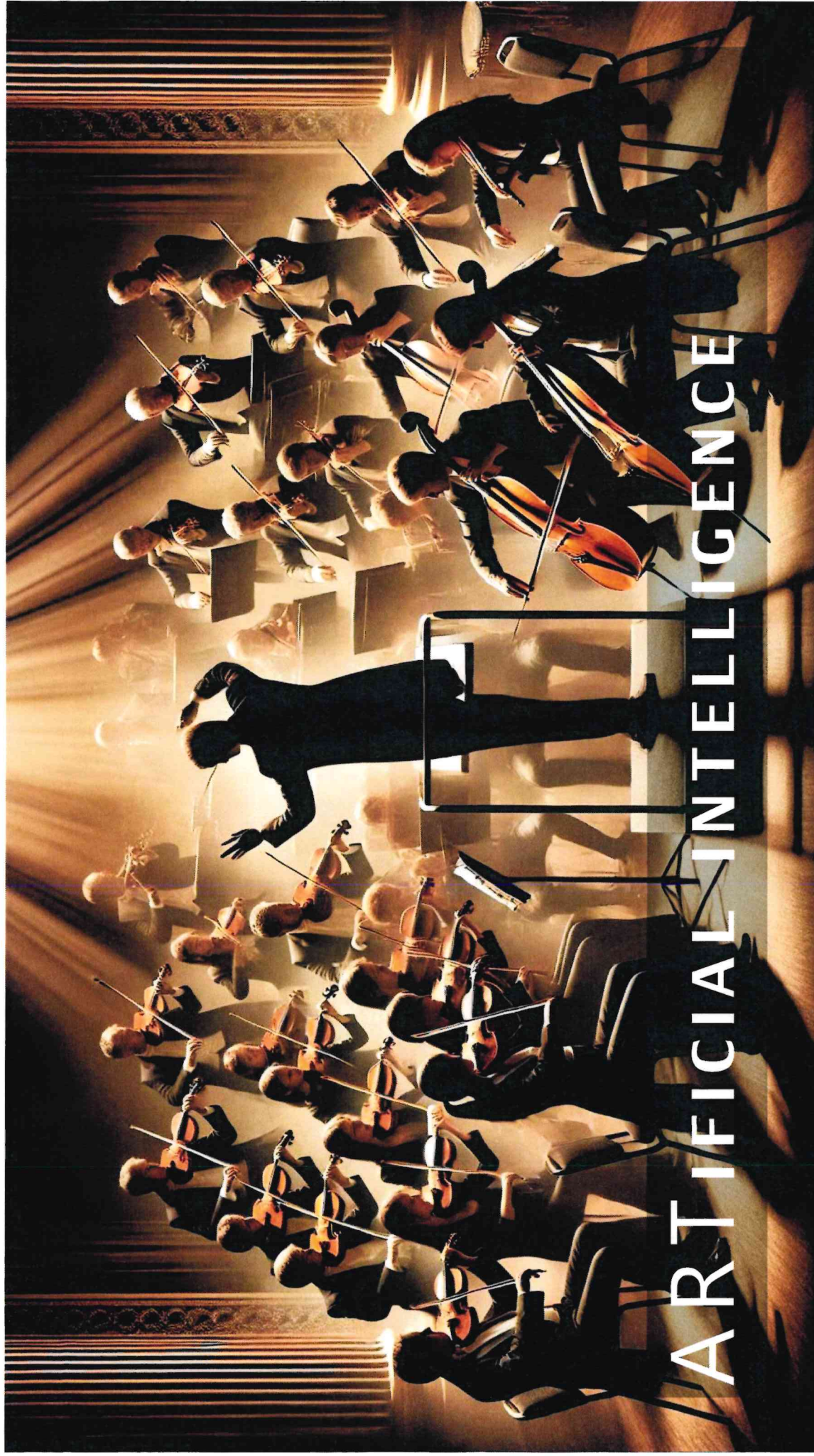
- Consumer profile matched at the household level
- Understand demographics specific to an origin market, point of interest, event and more

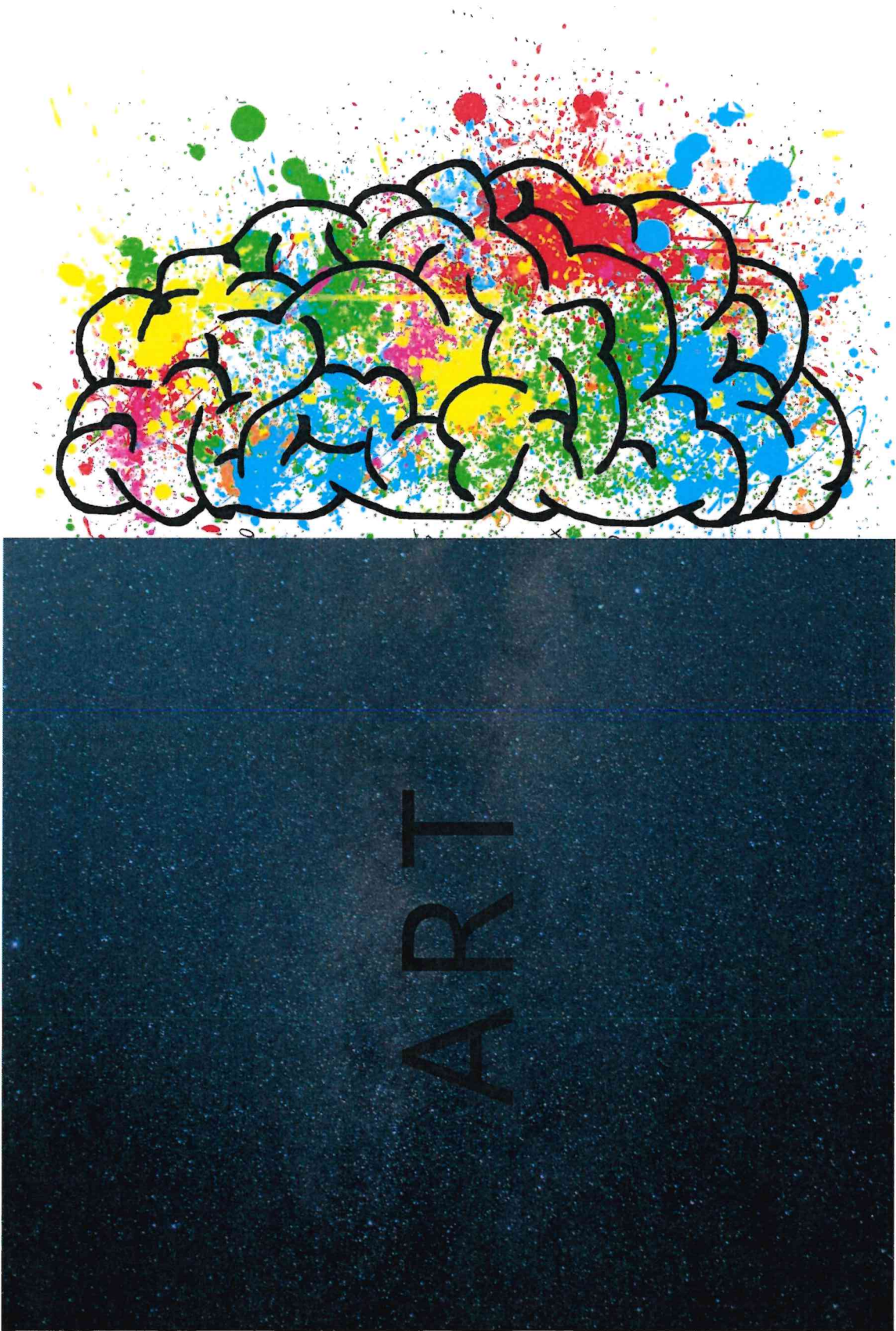
Bring Your Own Data

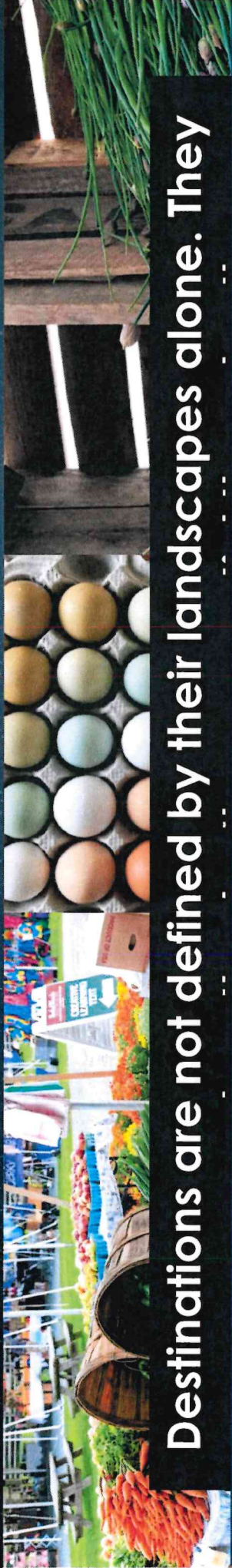
- Visualize other owned data sources (Lodging, Tax, etc.)
- Layer owned data with Geolocation or Spending data to gain insights











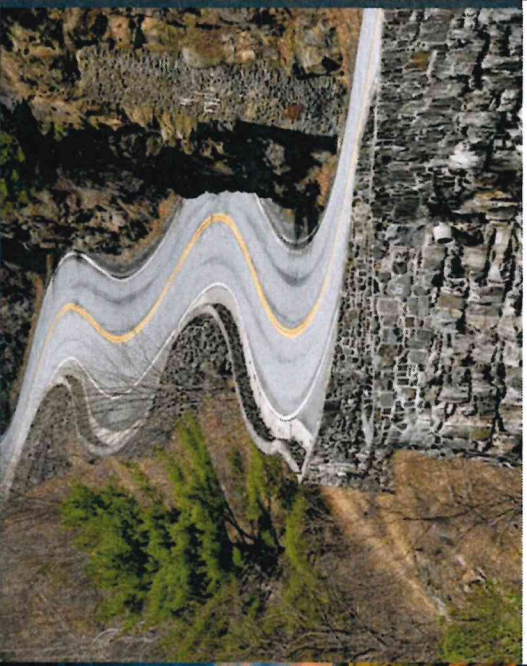
Destinations are not defined by their landscapes alone. They

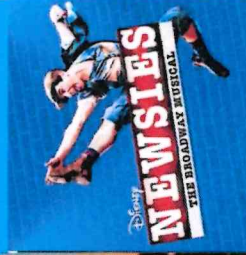
Travelers don't just book trips—they chase the ones we will begin targeting.

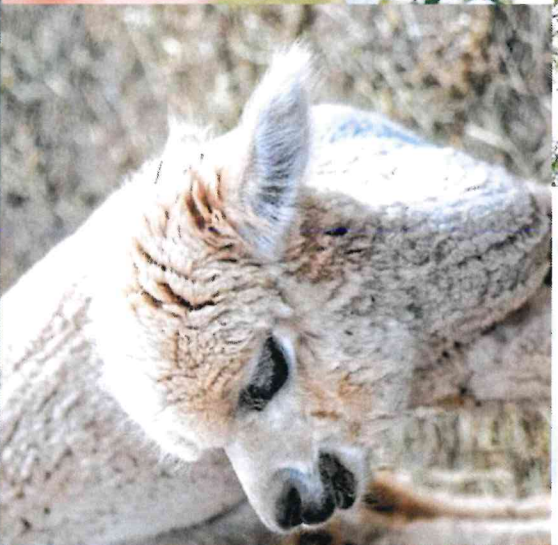
SULLIVAN CATSKILLS

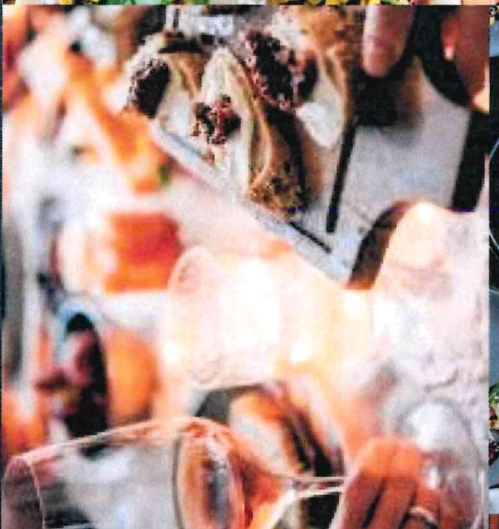
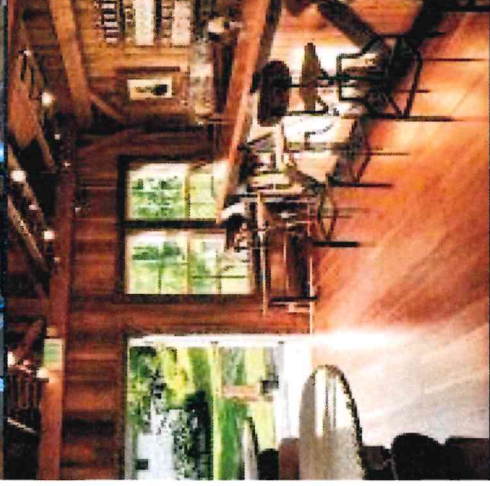
today, that same resilience is being tested in a new way.

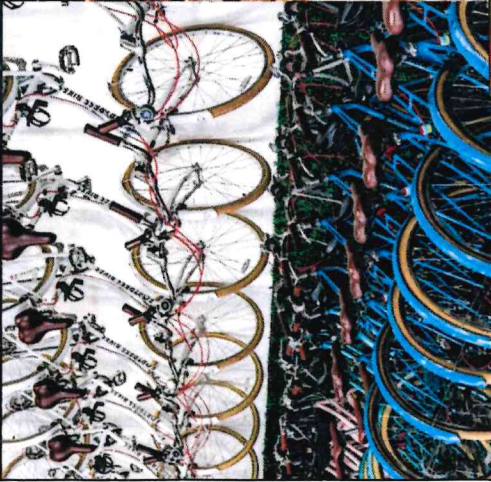


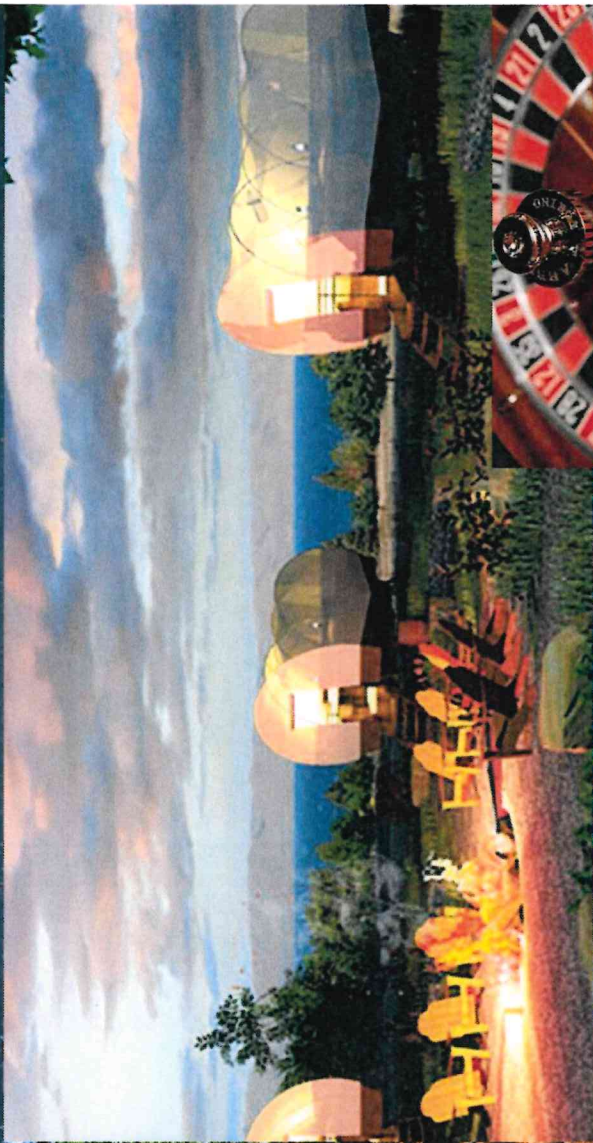


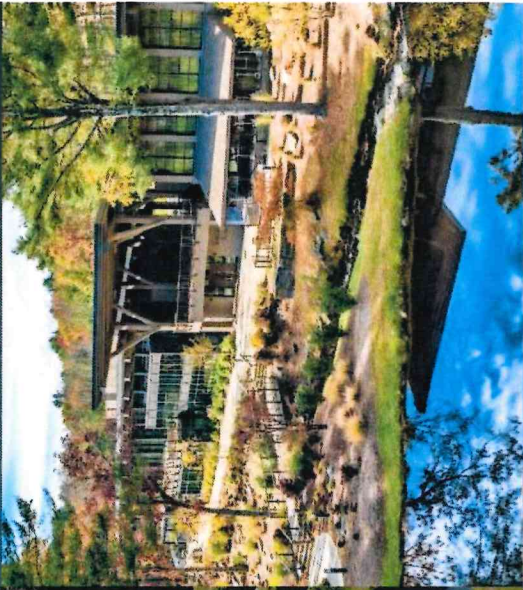


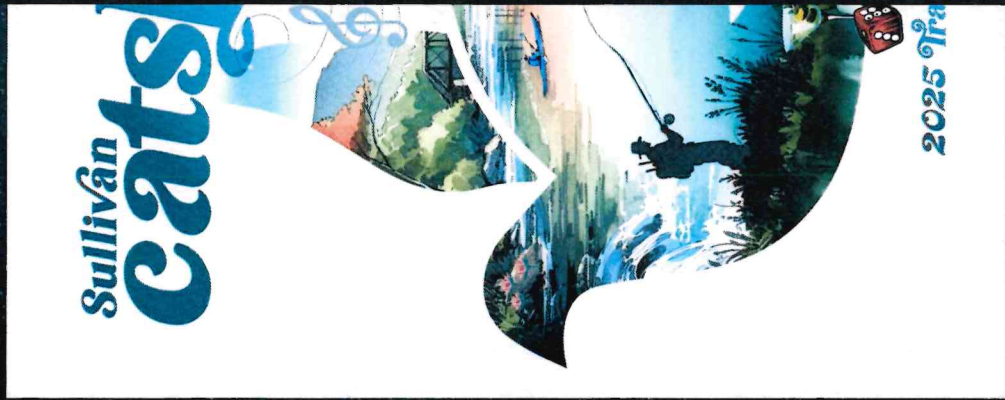












SYMMETRY

A TRAVELERS GUIDE AND LOCAL LORE

REDWOODS REVIVAL

Why 2023 is the year to visit

CALIFORNIA
SANTA CRUZ
COUNTY
VOLUME 1 2023

Best Local Foods » Surfing Fishermen » Arts for the People



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Travelers Guide and Local Lore

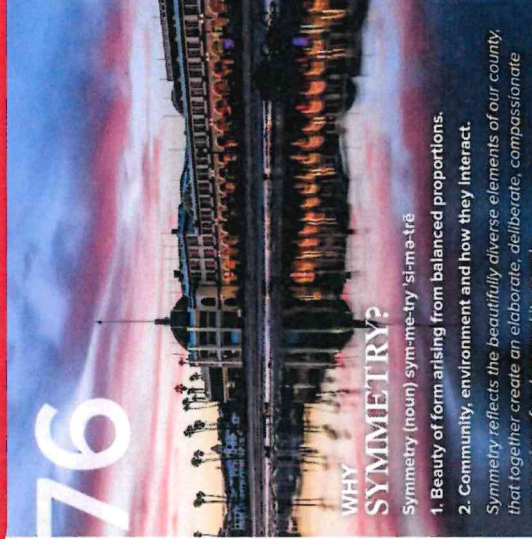
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ON THE COVER Lady of the Forest by Watsonville photographer Felix Alvaro



Essential Information

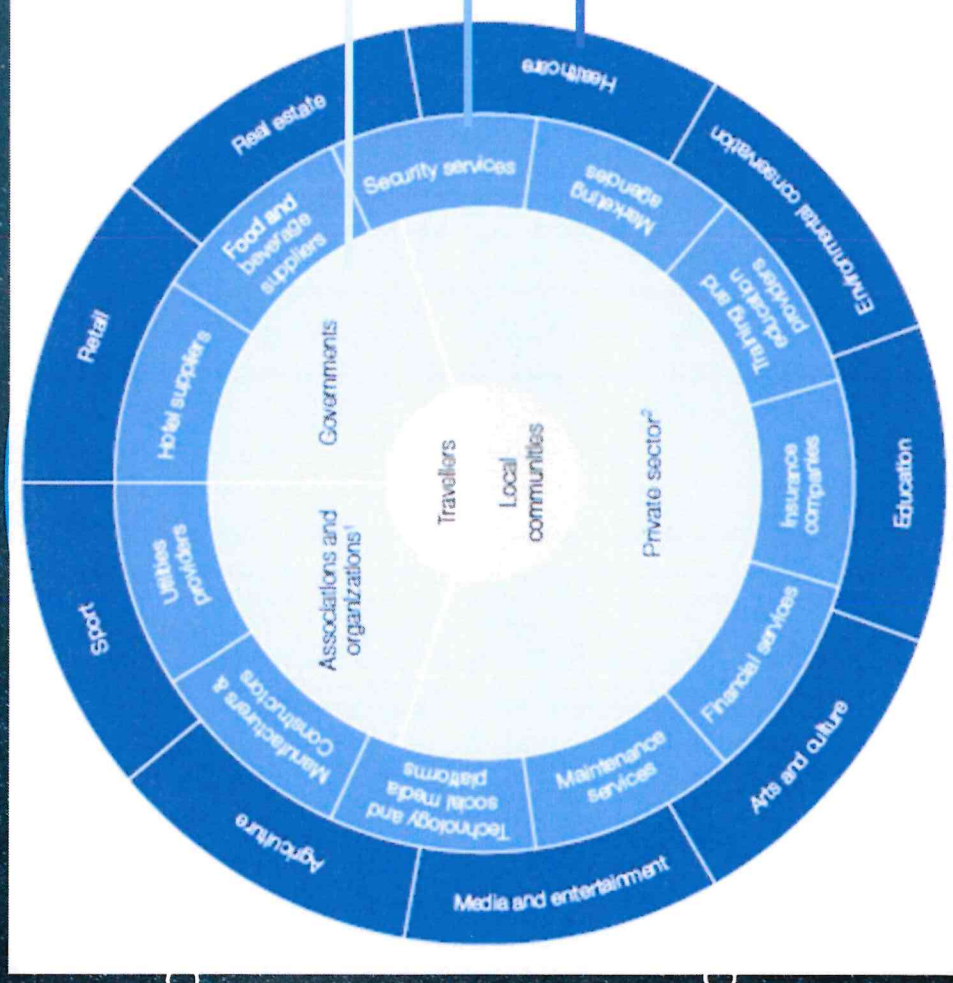
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- 96 Parting Shot



WHY SYMMETRY?

- Symmetry (noun) sym-me-try 'si-mə-trē
1. Beauty of form arising from balanced proportions.
 2. Community, environment and how they interact.
- Symmetry reflects the beautifully diverse elements of our county, that together create an elaborate, deliberate, compassionate expression of a place and its people.

PARTNERSHIPS



Establishing so
partnerships
across and
beyond the
tourism value
chain is critical

COMMUNITY BENEFITS

Economic Benefits

- ◆ Job Creation
- ◆ Business Growth
- ◆ Increased Tax Revenue
- ◆ \$X,XXX+ in HH Tax Savings
- ◆ Infrastructure Investment

Lifestyle Benefits

- ◆ Enhanced Quality of Life
- ◆ Cultural Preservation
- ◆ Public Space Development
- ◆ Event & Festival Growth
- ◆ Sustainability Initiatives

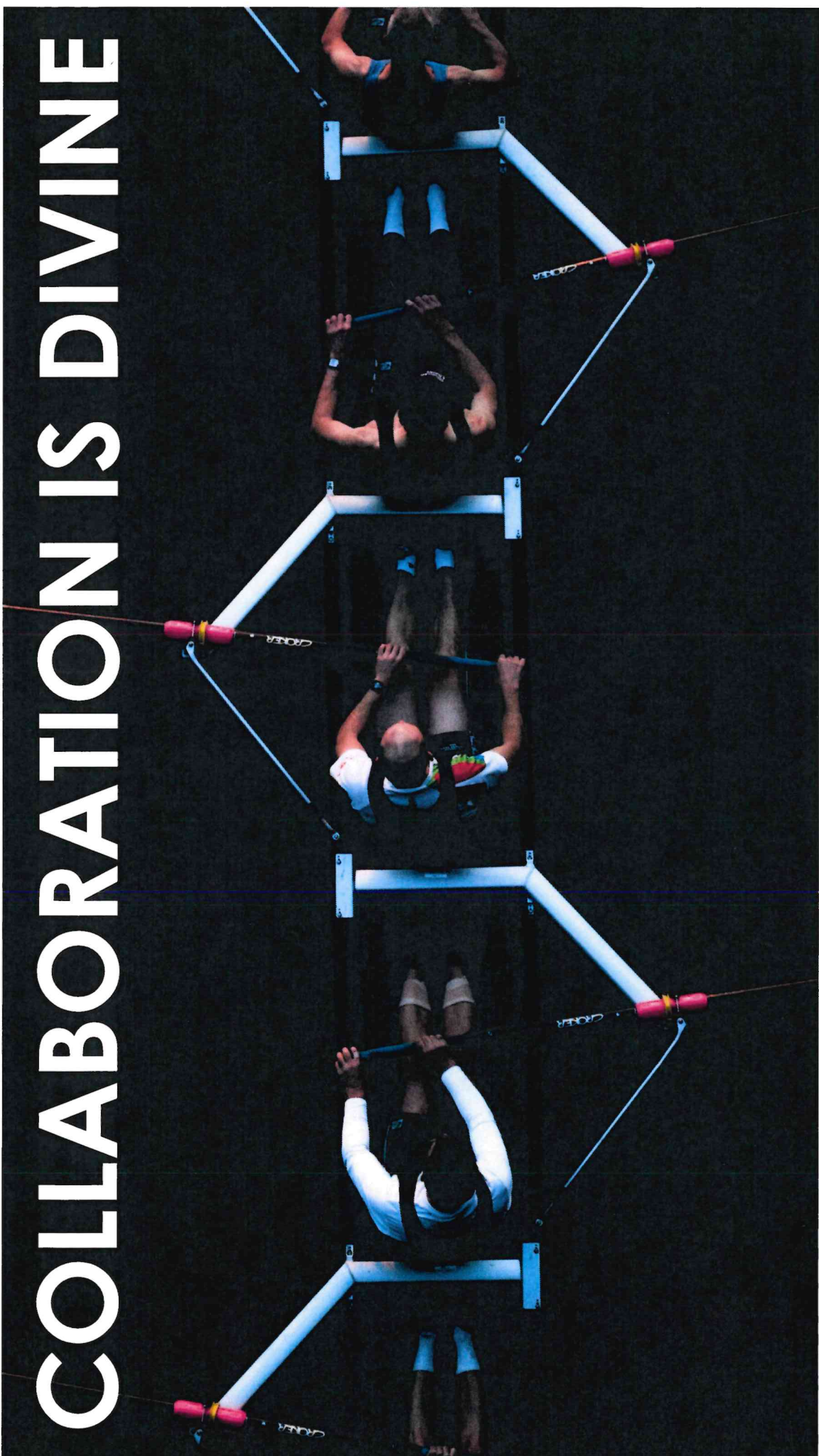
Brand Awareness

- ◆ Stronger Regional Identity
- ◆ Media Exposure
- ◆ Business Attraction
- ◆ Educational Opportunities
- ◆ Visitor Advocacy

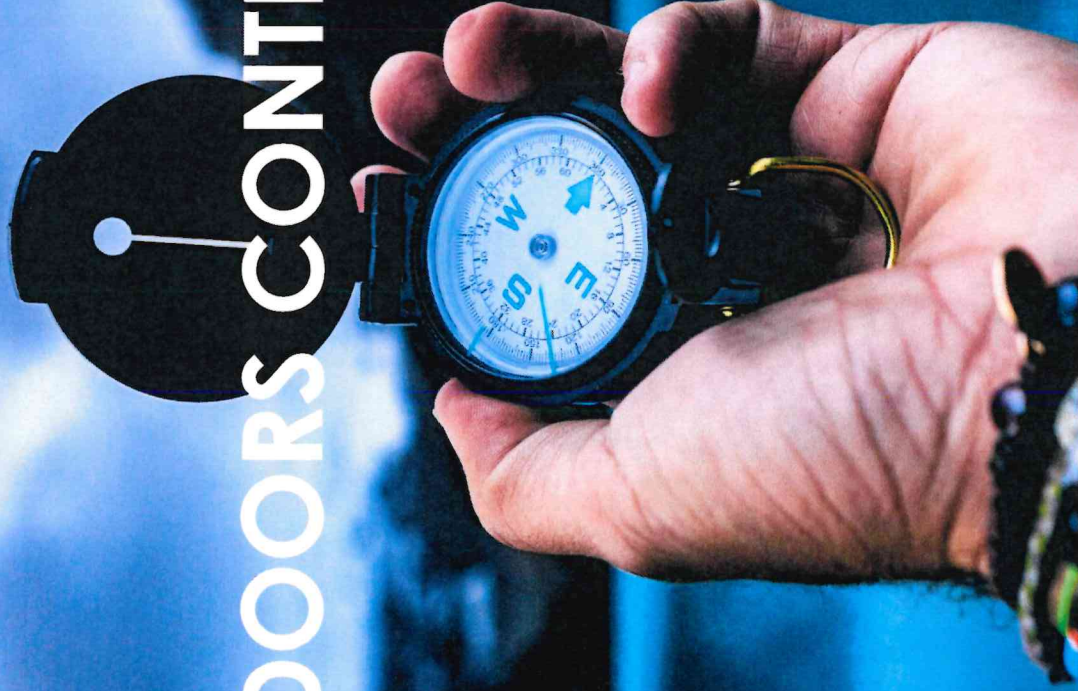
Elevating the Brand

- ◆ Professional Development
- ◆ Stakeholder Collaboration
- ◆ Crisis Management & Recovery
- ◆ Community Engagement
- ◆ Funding for Arts & Culture

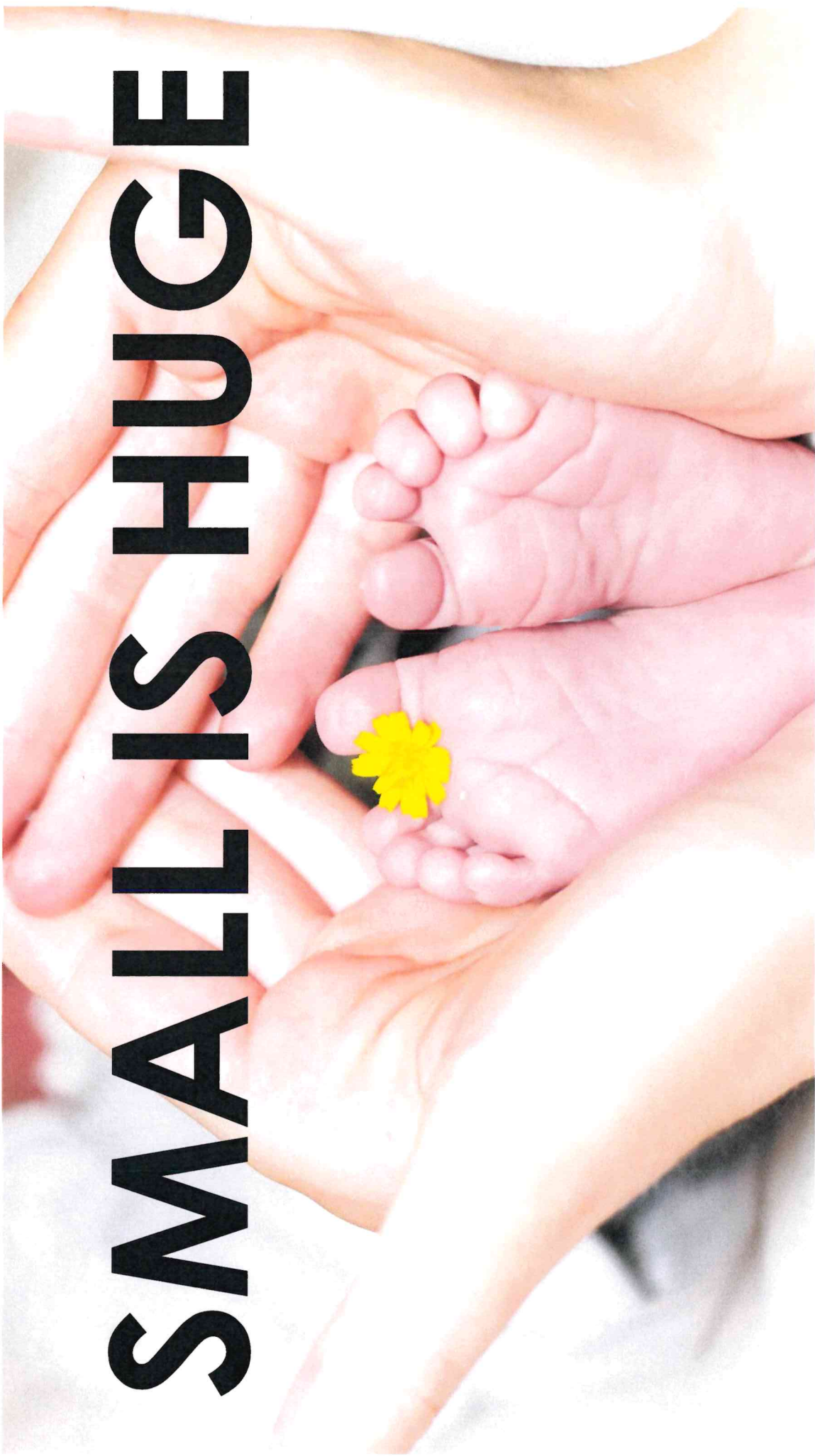
COLLABORATION IS DIVINE



THE OUTDOORS CONTINUES TO TREND



SMALL IS HUGE





CURATION IS KING



Sullivan (SCVA) 7 Handbook

FY2025-2026

Purpose

The SCVA Tourism C
tourism development
County's visitor econ
hyper-local storytellin

Guiding Principles

- Roomnights First
supporting initiat
- Equity Through S
ensure fairness, t
- Performance-Orie
mandatory.
- Scalable Investm
ensure its sustain

Total Grant Fun Category Allocat

Category
Roomnight-Fc
Arts & Culture
Hamlet & Micro-
Events & Fes

Roomnight-Focu

Purpose: To support
overnight visitation to

- Eligible Uses:
 - Lodging-link
 - Event-driven
 - Tech incentiv
 - Digital ad co-
- Evaluation Criteri
 - Forecasted rc
 - Booking wind
 - Inclusion of lc
 - Data capture
- Reporting Requir
 - Proof of lodgi
Dashboard e)

Arts & Culture

Purpose: To amplify
off-season visitors.

- Eligible Uses:
 - Exhibitions or
 - Artist residen-
 - Venue enhan
 - Arts festivals
- Evaluation Criteri
 - Visitor releva
 - Alignment wit
 - Marketing rea
 - Contribution t
- Reporting Requir
 - Attendance d
 - Tourism medi

Village, Hamlet & Micro-Brand

Purpose: To help local chambers, civic
facing identities.

- Eligible Uses:
 - Logo/brand development
 - Seasonal campaigns tied to DM
 - Interpretive signage, wayfinding,
 - Local walking tours, maps, or hit
- Evaluation Criteria:
 - Quality and consistency of brand
 - Link to DMO-wide messaging pl
 - Ability to improve visitor navigati
 - Collaboration with businesses or
- Reporting Requirements:
 - Brand/toolkit usage by local stak
 - Social/digital performance or eng

Events & Festivals Support (Up

Purpose: To seed, scale, or sustain high
extend length of stay.

- Eligible Uses:
 - Production support or vendor hir
 - Ticketing, logistics, or ADA upgr
 - Event marketing with overnight t
 - Traffic management or safety m
- Evaluation Criteria:
 - Multi-day visitor potential
 - Geographic draw (especially be)
 - Lodging integration (packages, c
 - Track record or scalability of the
- Reporting Requirements:
 - Attendance and zip code reporti
 - Visitor surveys or occupancy pai

Grant Timeline

Phase
Application
Info &
Applicati
Awards An
Funds Dis
Rep

Application Requirements

- Completed online appl
- Detailed budget with n
- Project plan and timeli
- Expected visitor impac
- Commitment to providi

Tracks and Scoring

Two Grant Tracks

- Catalyst Grants: N
- Legacy Grants: Ph
managed).

Post-Grant Accountability

- Require a one-pag
 - ✓ Lodging metric
 - ✓ Visitor-facing o
 - ✓ Learnings or m

Communication & Support

- SCVA staff will host gr
- FAQs, sample applica
- Staff is available for 1-

Scoring Rubric (Applied Across All Categories)

Criteria	Weight
Alignment with Category Goals	15%
Visitor/Lodging Impact Potential	25%
Feasibility and Budget Clarity	15%
Matching Funds	15%
Marketing/Outreach Strategy	15%
Innovation, Equity, or Underserved Area	15%

ELEVATE THE BRAND

"Travel is fatal to prejudice, bigotry, and narrow-mindedness, and many of our people need it sorely on these accounts. Broad, wholesome, charitable views of men and things cannot be acquired by vegetating in one little corner of the earth all one's lifetime."

— Mark Twain

Thank you.

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michaeltride@gmail.com
970.708.8028

