

Update for April 2025

Economic Development Committee

The 2025 Sullivan Catskills Travel Guide is already being asked for in astonishing numbers. Available in print and digitally it is being distributed through individual request, major bulk distribution centers and at travel and trade shows. It's debut was at the Adventure and Travel Show held at the Javits but will be traveling to several more outdoor shows and golf shows in and around the tri-state area.

February had over 80 events that SCVA assisted promoting. King of the Ice and Rotary Ice Carnival where we had ice. SCVA also hosted the NYSTHA Catskill Legislative Reception coinciding with the Heart-A- Thon.

March continued to be busy with more member events. SCVA is planning for the 2025 season with more commercials, print and digital media, social ads and PR stories.

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 2025

- **Sullivan Catskills Dove Trail Geo Tour has already had Geocachers complete the trail.**
- **Spring Restaurant Week is coming**
- **Beyond the Big Apple program through Miles Partnership for advertising**
- **Continue hosting Media writers and influencers**
- **Working with Johnson Consulting about feasibility of a Conference Center**
- **Working with A21 on Catskill Cuisine**
- **Planning for Catskill Barbeque 2025**

Meetings

- Regional Catskill Association Tourism Promotion Agency Meeting
- Sullivan O&W Rail Trail Alliance Meeting
- SCVA Marketing 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. Instagram reels are seeing a lot of likes and comments.

- In House Social media continues to see fantastic gains

January – March New Member Report

Business name	Type of business	Location
Beaverwood Farm	See & Do: Agriculture	Swan Lake
Covert Creek Outfitting	See & Do: Activities, Nature & Hiking	White Lake
Knit One Needlepoint Too	Shopping: Local product & specialty market	Monticello
NBT Investment Services	Tourism Supporter	Newburgh
Rise Again Retreats	See & Do: Wellness	Hurleyville
The Gedney House	Stay with us: Vacation rental	Kenoza Lake
What's Poppin' Kettle Korn	Shopping: Local product & specialty market	Grahamsville
Community Foundation of Orange and Sullivan	Tourism Supporter	Montgomery & Bridgeville

Print and Digital Ads and Advertorials Completed and Released:

- Adventure Outdoors
- Byways Magazine Feb Ad
- Catskills Confidential March ad
- Catskill Mountain Magazine April Ad
- Chronogram April Ad
- Chronogram Q1 Digital Ads
- Philly Magazine March ad and editorial
- Roadrunner Magazine Spring Print Ad
- Fairfield After Dark Spring Ads/Collateral
- Rova Great Outdoors Print Ad
- Catskill Delaware Magazine Spring Ad
- Mountains Media Spring Ad
- Edible NJ Print Ad and Listing
- Edible Manhattan Group Spring Ad
- Group Tour Digital Ads
- USA Today Summer Travel Guide Ads
- Fairfield After Dark Spring Ad
- USA Today Escape NE/MW Ads
- TAP Group Travel
- SC Democrat Restaurant Week Ad
- [Meetings & Events Editorial](#)
- Golf Flyer Update

In Progress:

- Brand USA Global Inspiration Campaign
- Fairfield After Dark Spring 2025 Campaign
- Catskill Mountain Magazine Print Ads – March – May
- Catskill Confidential and Hoy en Sullivan Monthly ads
- Philly Magazine – March Print ad
- New Banners for 2025
- Roadrunner Magazine Spring Print ad
- Chronogram Monthly Print & Digital Sponsorship ads
- Mass Republican Digital Ads
- Mass Republican Spring/Summer Print assets
- Today Media Digital Ads
- Antiques Trail Map Update (digital only version)

Run Date	Publication	Article Title	Journalist	Coverage		Impression		Ad Value
				Medium	Ownership	s		
Jan 2025								
January 11, 2025	Robb Report	The 50 Most Hotly Anticipated Luxury Hotels Openings for 2025	Christopher Cameron & Mark Ellwood	Online	Core Creative	3,334,879	30,848	
January 22, 2025	WRRV-FM (Poughkeepsie, NY)	New Sullivan County, NY Eatery Opens In Fun, Retro Bus	Editors	Online	TBD	300,399		
January 26, 2025	WPDH-FM (Poughkeepsie, NY)	New Sullivan County, NY Eatery Opens In Fun, Retro Bus	Editors	Online	TBD	432,715	4,003	
February 2025								
February 2, 2025	Hudson Valley Post	New Sullivan County, NY Eatery Opens In Fun, Retro Bus	Editors	Online	TBD	406,043		
February 5, 2025	Forbes	Northeast Ski Areas Buck The Trend By Offering Reasonable Rates	Roger Sands	Online	Core Creative	169,000,000	1,563,250	
February 11, 2025	Sullivan County Democrat	Geocaching Adventure Comes to the Sullivan Catskills Dove Trail	Editors	Online	TBD	7,682		
February 17, 2025	Newsday	Road trip: February break getaways for families in NYS and beyond	Scott Vogel	Online	Core Creative	1,333,307		
February 27, 2025	Hudson Valley Magazine	Seminary Hill Celebrates Four Years in the Sullivan Catskills	Kayla Sexton	Online	TBD	45,025	416	
March 2025								
March 5, 2025	River Reporter	Roberta Byron-Lockwood: job well done	Jonatan Charles Fox	Online	TBD	18,469		
March 12, 2025	Bloomberg	The Eight Top Upstate New York Hotels to Escape to This Summer	Kat Odell	Online	Core Creative	19,100,000	175,675	

BLOG POSTS: JAN 20TH-MARCH 24TH



- Spring Burn Ban in Effect: Protect Our Catskills Communities
- Spring in the Catskills: Your Perfect Spring Break Destination
- Town & Country, A Historic Establishment in Liberty
- Save the Date: Sullivan Catskills' Annual Brochure Swap – May 5th
- Save the Date: Celebrate the 200th Anniversary of the D&H Canal in Wurtsboro!
- Trout Season Opening Day & Spring Events in the Sullivan Catskills
- Legends of the LPGA Charity Event Comes to the Sullivan Catskills
- Get Ready to Savor the Sweetness of NYS Maple Weekend!
- Get Your Green On: St. Patrick's Day Events in the Sullivan Catskills
- Embark on a Geocaching Adventure Along the Sullivan Catskills Dove Trail
- [Celebrating Women-Owned & Women-Led Businesses in the Sullivan Catskills](#)
 - [2,505 views](#)
- [Savor the Flavors of the Sullivan Catskills During Hudson Valley Restaurant Week](#)
 - [2,566 views](#)
- The 47th Annual 98.3 WSUL Heart-A-Thon: A Community United for Heart Health
- NYSHTA Legislative Networking Breakfast at Resorts World Catskills
- [Winter's Not Over Yet: Keep the Fun Going in the Sullivan Catskills](#)
 - [1,837 views](#)
- SCVA Presents Check to SALT from Silent Auction Proceeds
- Winter Adventures at Villa Roma: Skiing for Everyone!
- Enjoy Year-Round Golf In The Sullivan Catskills
- Celebrating Black History Month in the Sullivan Catskills
- Celebrate Lunar New Year in the Sullivan Catskills
- Discover the Sullivan Catskills with the 2025 Travel Guide
- Spend Your Valentine's Day in the Sullivan Catskills
- Touchdown in the Sullivan Catskills: Where to Celebrate the Super Bowl on February 9th
- Dr. King's Final Interview: A Historic Moment in The Sullivan Catskills
- 47th Annual WSUL Heart-A-Thon Returns to Support Cardiovascular Health
- The Sullivan Catskills Join Relief Efforts for Los Angeles Wildfire Support
- From Presidential Boots to Bagels: The Legacy of Roscoe's Little Store

PRESS RELEASES

- NYSHTA Legislative Breakfast
- Geocaching Adventure Come to the Sullivan Catskills
- Tickets for Legends of the LPGA Golf Celebrity Charity Event

MEDIA ADVISORY

- Save the Date: 200th Anniversary of the D&H Canal
- Save the Date: SCVA Brochure Swap

ARTICLES PUBLISHED IN THE DEMOCRAT

- Business Edge February 2025
- Catskill Confidential February 2025
- Tourism at Work March 2025

WEEKLY NEWSLETTERS

- Fridays: Member to Member
 - Highlighting all member events occurring for the next month, community information and member press releases
 - Now highlighting members who have joined in the past month in a new section on the newsletter

RADIO TALK

- Wednesdays
 - Weekly spot discussing upcoming events on Thunder 102 & 104.5
- Fridays
 - Weekly spot discussing upcoming events on Ciliberto and Friends



Date period
02/01/2025 - 02/28/2025
Duration: 28 days



Impressions
702,083

Clicks
4,737

Average CPC
\$0.74

Cost
\$3,492.89

Campaign conversions

Name	Impressions	Clicks	Average cpc	Ctr
Smart Display	693,521	4,304	\$0.14	0.62%
Catskills Vacation	8,562	433	\$6.71	5.06%

Ctr
0.67%

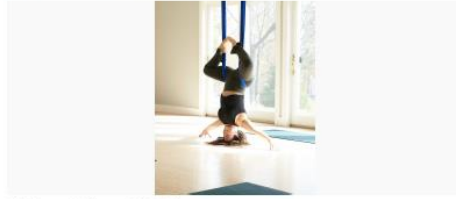


Total spent \$2,010.66	Link clicks 8,357	Impressions 422,108
Reach 199,019	Post Reactions 414	Post Comments 7
Frequency 2.12	CPC (cost per link click) \$0.24	CTR (link click-through rate) 1.98%

Top Placement

Publisher Platform	Total spent	Impressions	Reach	CTR (link click-throu...	CTR (all)	Post Com...	Website Purchases
Facebook	\$1,871.65	403,358	186,936	1.91%	3.32%	7	2
Audience network	\$1.91	247	64	1.21%	1.21%	0	0
Instagram	\$137.10	18,503	13,394	3.45%	4.60%	0	0
Unknown	\$0.00	0	0	0.00%	0.00%	0	0

Top Performing Ads



Ad Name: Wellness 2025 Ad
Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$1,328.03	278,173	1.93%	5,382



Ad Name: Skiing 2025 Ad
Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$551.02	100,351	2.28%	2,286



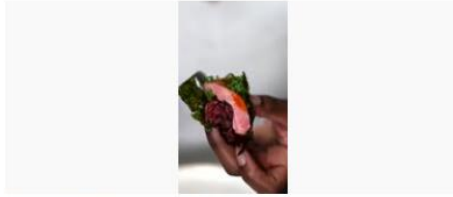
Ad Name: Heart-A-Thon Boost
Campaign Name: Heart-A-Thon Boost

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$50.00	27,442	0.05%	15



Ad Name: Restaurant Week Ad
Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$67.28	10,529	5.75%	605



Ad Name: SCVA Winter 24 Ad B
Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$14.33	5,613	1.23%	69

02/01/2025 - 02/28/2025

<p>Account impressions 75,513</p>	<p>Static In-Feed Post Impressions 27,095</p>	<p>Stories Impressions 23,069</p>
<p>Followers 29,192</p>	<p>New followers 279</p>	<p>Engagement rate 3.89%</p>
<p>Engagement 1,135</p>	<p>Website clicks 0</p>	<p>Reach 60,995</p>

Top Performing Posts



Message: 🌨️ Have a great weekend and find something fun to do in The Sullivan Catskills 📍 🏔️ Winter Fest at @roscoemountainclub Tomorrow ...

Impressions	Reach	Likes
8,096	6,799	261



Message: 🌟 Looking for a fun winter activity? Bring your crew to @themonstergolfclub for an afternoon at the Top Golf Swing Suites at Th...

Impressions	Reach	Likes
3,765	3,063	80



Message: 🌨️ It's always the perfect time to learn to ski in The Catskills! Plan an affordable ski trip to @villaromaresort and learn the best winter...

Impressions	Reach	Likes
3,437	2,859	115



Message: It's officially the weekend! Take a look at what is going on around The Sullivan Catskills 📍 🏔️ Explore Beer Mountain at...

Impressions	Reach	Likes
3,430	2,704	124



Message: Celebrate Black History Month in the Sullivan Catskills! 🎨 📽️ Experience films and poetry at @hurleyvillearts 🏡 Get inspired by the art...

Impressions	Reach	Likes
2,747	2,347	151



Message: ❤️ Love is in the air in The Sullivan Catskills this Valentines Weekend! Find something fun to do with the people who matter most 📍 ...

Impressions	Reach	Likes
2,342	1,964	95

facebook

Impressions
554,243

Started following
72

New page likes
40

Post engagements
18,647

Page posts impressions
504,367

Page views
2,387

All posts engagement rate (reactions + comme
3.70%

Started following
72

Total page likes
53,755

Paid impressions
401,948

Followers
56,115

02/01/2025

Top Performing Posts



Message: ❤️ Here's what's happening around The Sullivan Catskills this Valentines Weekend! Click through and find something fun to do with the...

Impressions	Clicks	Engagement
5,537	5,636	5,679



Message: It's officially the weekend! Take a look at what is going on around The Sullivan Catskills 🌟

Impressions	Clicks	Engagement
2,155	1,763	1,794



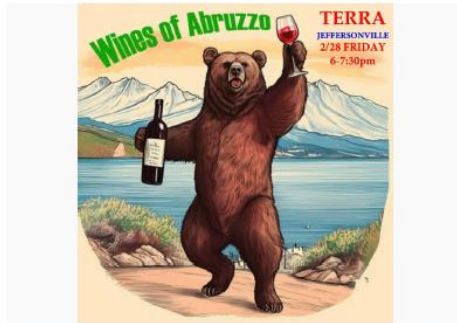
Message: 🌨️ It's always the perfect time to learn to ski! Plan an affordable ski trip to @villaromaresort and learn the best winter sport. All inclusive...

Impressions	Clicks	Engagement
10,269	1,441	1,537



Message: 🍷 Looking for a fun winter activity? Bring your crew to The Monster golf club for an afternoon at the Top Golf Swing Suites at The...

Impressions	Clicks	Engagement
8,994	1,132	1,182



Message: Have a great weekend! Click through & take a look at what is going on throughout the Sullivan Catskills 🌲 Plan a fun adventure with...

Impressions	Clicks	Engagement
3,044	1,006	1,025



Message: 🎭 Celebrate Black History Month in the Sullivan Catskills! Experience films and poetry at Hurleyville Arts, explore art at Zane Grey...

Impressions	Clicks	Engagement
4,532	530	594

02/01/2025 - 02/28/2025

PAID SOCIAL



In February, with an ad cost of \$2,010.66, we served 14% more impressions compared with the previous year, which generated 37% more link clicks compared to the same period, and a 1.98% link CTR.

Top Ads

The Wellness 2025 Ad generated 278,173 impressions and 5,382 link clicks.

The Skiing Ad generated 100,351 impressions and 2,286 link clicks.

SUMMARY

422,108
Impressions

8,357
Link Clicks

\$2,010.66
Total Cost

1.98%
CTR



Google Ads

Despite an 18% increase in impressions in February compared to the previous year, our ads saw a 29% decline in clicks while maintaining a similar cost. This shift is largely attributed to a decrease in click-through rate, which dropped from 1.13% to 0.67%, aligning with February 2025 levels. We are continuously optimizing keyword selection and campaign structure, with a key focus on lowering average CPC to enhance overall performance.

The Catskills Vacation campaign generated 433 link clicks with a 5.06% click-through rate.

The display campaign delivered 693,521 impressions and 4,304 clicks.

SUMMARY

702,083
Impressions

4,737
Link Clicks

\$3,492.89
Total Cost

0.67%
CTR

OTT - CTV & DSP



CTV Impressions: 338,349

CTV Completion Rate: 98.30%

Web Conversions: 758

TOP Zip Codes:

- 17601 Lancaster, PA
- 18301 East Stroudsburg, PA
- 18104 Allentown, PA
- 19464 Pottstown, PA

Display Impressions: 253,752

Clicks: 299

