

Update for May 2022

Economic Development Committee

The 2022 season is looking to be a very active year. Inquiries are up and media stories continue to promote the Sullivan Catskills.

Highlights:

- Attended Trail Town Conference
- Held our Annual Literature Exchange and Tailgate Barbeque
- The International FAM trip was successful. Ed and Shane arrived on Easter Sunday and thanks to our member partners, they had an enjoyable time and a lot to write about. We thank the Eldred Preserve, Bethel Woods, Catskill Brewery, Catskill Provisions and Seminary Hill for hosting them.
- Attended the Dream Destinations Travel Show
- Attended the Makers Market and Garden Party at the Arnold House
- Two more podcasts have been produced and streamed as a commercial on the radio.
- The SCVA Board is looking forward to the final report from Young Strategies
- Two new commercials are streaming and to date have over 153,000 impressions and viewed from NY Metro, New Jersey, Connecticut, and Pennsylvania.
- Our new PR team toured the Sullivan Catskills preparing for pitches to the media
- Continue to work on the Catskill Cuisine promotion and seek funding sources for this multi day event.
- Continue preparation and planning for TAP New York
- Created recent blog posts on our website with Hudson Valley Happenings and Eat Your World.
- Working with several communities to team and promote their events

Meetings

- Sullivan O&W Rail Trail Alliance Meeting
- Attending NYSTIA Conference this month where Roberta was a presenter
- Regional Work Play Tourism Group to align and work together with the region to include an Agri-tourism committee for the Mid-Hudson/Catskills region

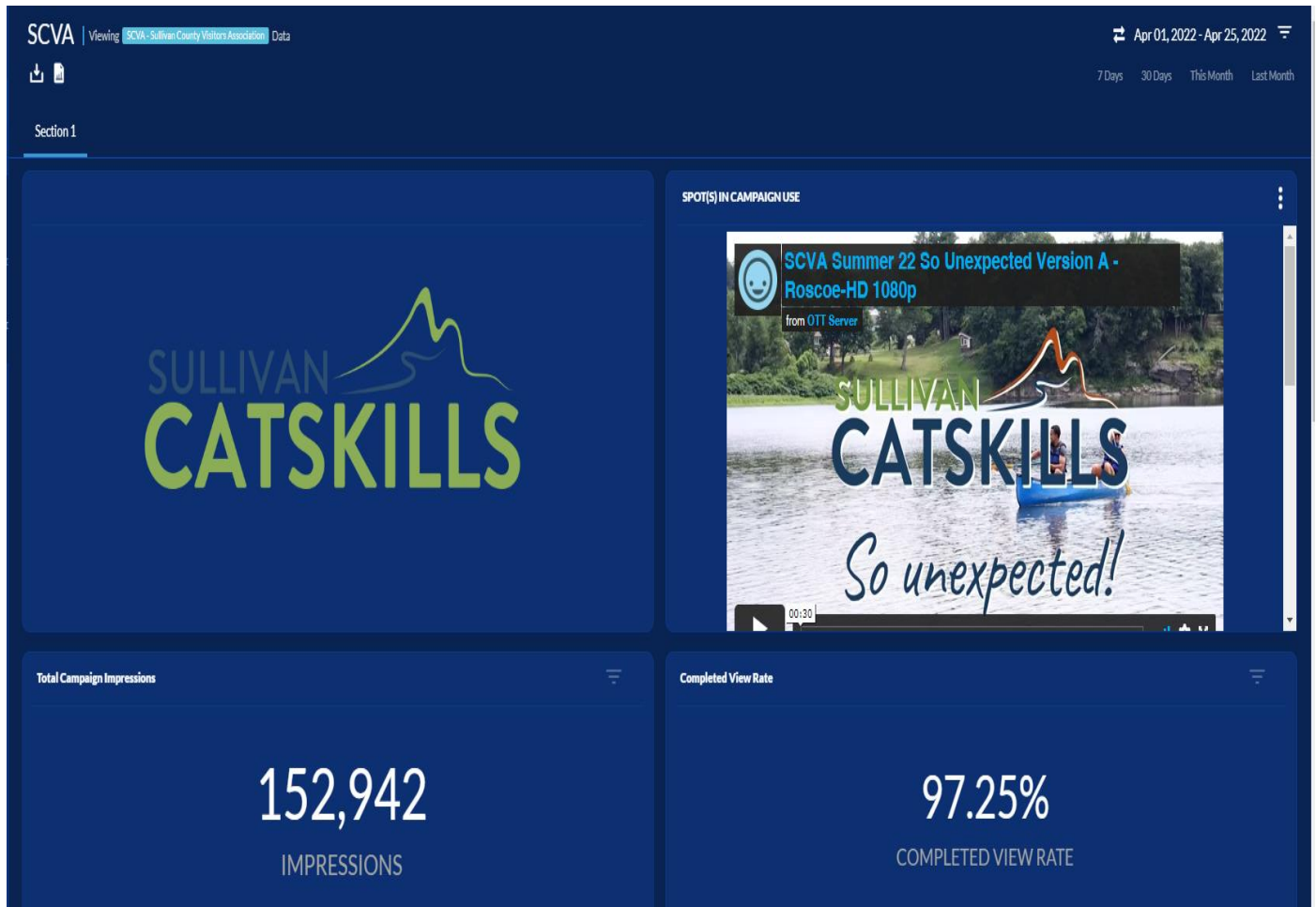
Social Media & E-News

- Continue to utilize videos produced with our members to create short vignettes and Tik Tok placements to use on our social channels.
- Creative and uplifting niche activities for families
- 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. Instagram followers have reached 20,300 and Facebook is 51,400

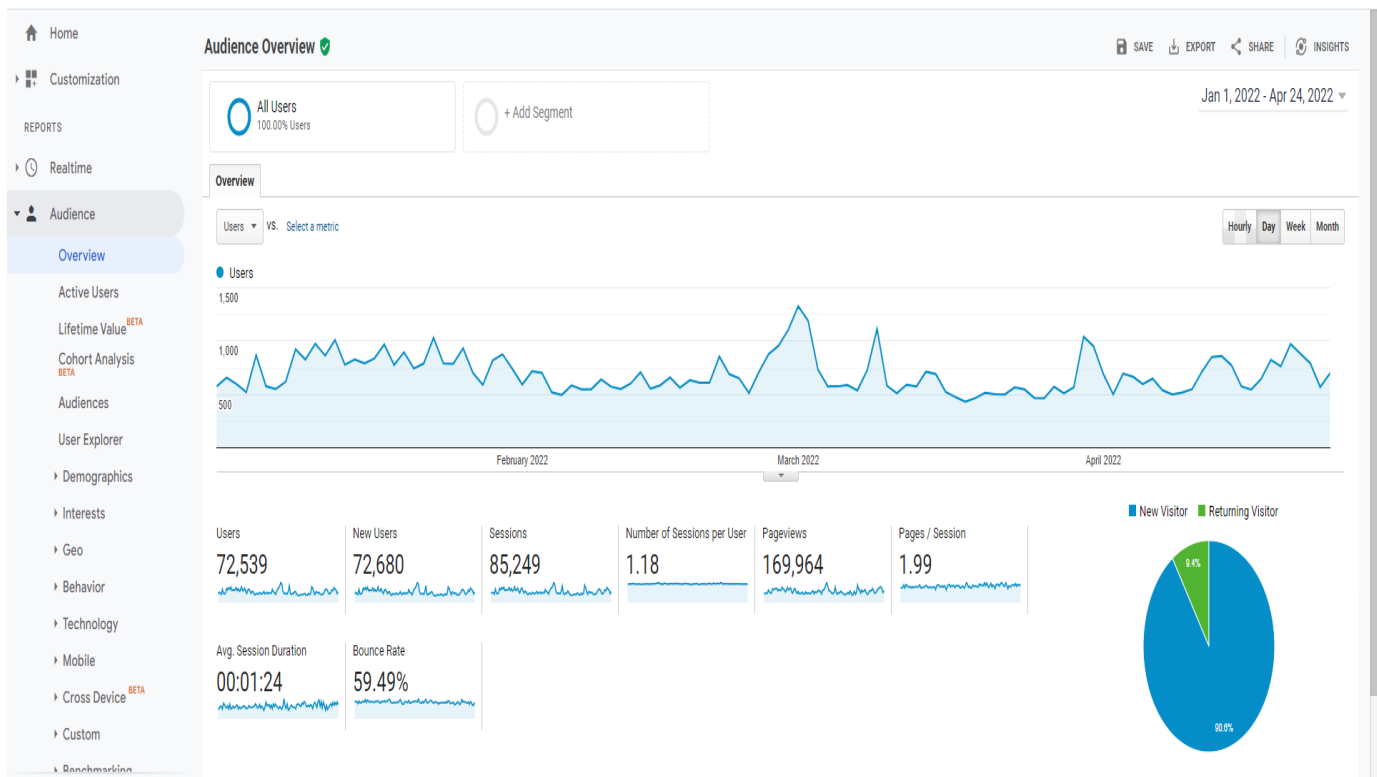
PR Outreach:

- 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.
- Webinars and conference calls with industry experts to discuss strategies on reopening through the phases.
- **Digital Reports attached**

RECENT OTT NUMBERS



GOOGLE ANALYTICS FOR 2022



Date period

01/01/2022 - 04/20/2022
Duration: 110 days

Compared with:
01/01/2021 - 04/20/2021

facebook



Total Page likes
49,697
+9.56% (45,360)



New page likes
3,175
+122.96% (1,424)



Post organic & unique impressions
792,276
+10.78% (715,190)



Unique post clicks
21,229
+27.05% (16,709)



Post engaged users
28,619
+9.61% (26,110)



Page clicks
41,242
+45.96% (28,255)



Page views
8,929
+56.70% (5,698)



Post engagement rate
0.86%
-31.68% (1.26%)



Reach
683,653
+30.42% (524,189)



Message: The Catskills is featured in Forbes 22 best places to travel in the US! "The Catskills is stunning. It has waterfalls, forests, and the lot, and..."

Post impressions

11,538

Post clicks

662



Message: 1st day of Trout Season here in the Sullivan Catskills!

Post impressions

9,790

Post clicks

780



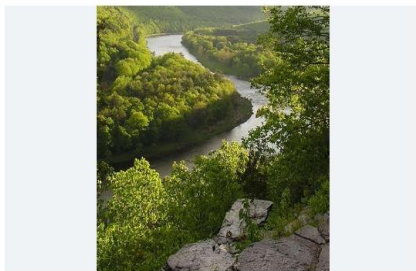
Message: Even on a foggy day, Catskills are still picture perfect! : @wadamczakphoto on IG

Post impressions

9,562

Post clicks

179



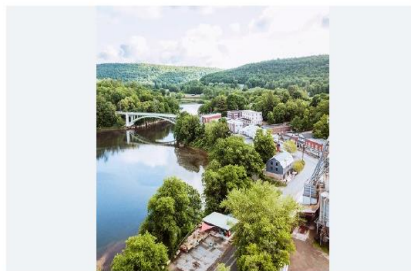
Message: The Best Small Towns in the Catskills for Hiking, Boutique Hotels, and Breweries <https://fal.cn/3mIPV>

Post impressions

8,829

Post clicks

873



Message: Who loves Narrowsburg? 🌲 #sullivancatskills #sullivancountyny #narrowsburgny #travel #visit #countryliving...

Post impressions

8,033

Post clicks

634



Message: Do you know where this is?

Post impressions

7,788

Post clicks

1,105

<https://www.travelandleisure.com/trip-ideas/yoga-wellness/best-wellness-retreats-us>

<https://hudsonvalleycountry.com/sullivan-catskill-doves-hudson-valley-ny/>

<https://www.travelandleisure.com/trip-ideas/yoga-wellness/best-wellness-retreats-us?fbclid=IwAR3FrXwd5Vkr3FImylzf2wEvs2qoghLvc4DZsUXaiCNAALjCtix7E93u-Ko>

https://www.timesunion.com/hudsonvalley/travel/article/Hot-pool-new-Catskills-hotel-Bethel-17026236.php?IPID=Times-Union-travel-spotlight&fbclid=IwAR28luS0FE5cPii_z5gfaNmhKegYwgImLydI1PJOW0RrPrt9sTsUDEfLLa8#photo-22232413

<https://travelcurator.com/were-dreaming-of-a-sleep-themed-vacation/?fbclid=IwAR0JM7-iAA3ja0m2FLT62UO9pK4JoYpALFAs3ykhe8ZlrfhuJpOUQMOPiUy>

<https://www.luxurytravelmagazine.com/news-articles/escape-the-city-at-the-chatwal-lodge-in-new-yorks-catskills>

<https://www.10best.com/interests/hotels-resorts/11-new-hotels-around-world-book-2022/>

Videos and TikTok

https://www.tiktok.com/@sullivancatskills/video/7077567662204816686?is_copy_url=1&is_from_webapp=v1

https://www.tiktok.com/@sullivancatskills/video/7076084451385560366?is_copy_url=1&is_from_webapp=v1