

Update for July 2022

Economic Development Committee

The 2022 season is looking to be a highly active year. June was remarkably busy with SCVA attending two trade shows, IPW promoting to the international buyers and the Travel Ability Summit learning about sustainability and accessibility for visitors looking for these qualities in a destination. Opening several new markets including print, digital and TV. Inquiries are up and media stories continue to promote the Sullivan Catskills.

Highlights:

- SCVA is hosting a member meet up with our marketing teams and members to learn of productive cost-effective marketing by utilizing the SCVA tool box
- Our Dove Trail is expanding to ten more doves and now has a dove mascot to attend various unveiling and events.
- Attended Kauneonga Lake new business grand openings
- Working with an artist to create a new romance map of the Sullivan Catskills
- Attended the inaugural flight of Play Air into NY Stewart
- Attended a Director of Sales reception to meet with over forty meeting planners from NYS
- Attended the Rhulen Rock Hill Run and Ramble
- Mid-Hudson CFA Virtual Information Session (co-hosted)
- Preparations to launch the Catskill Cuisine program
- Preparations to launch Sullivan Catskills Restaurant weeks
- Two more podcasts have been produced and streamed as a commercial on the radio.
- The SCVA Board received the final report from Young Strategies
- Two new summer commercials are being prepared for streaming and TV. The spring streaming to date had over 541,315 impressions, 97.44% completed view rate and viewed from NY Metro, New Jersey, Connecticut, and Pennsylvania.
- Discussion on new marketing initiatives grants through NYS and sharing the process with members who may qualify
- Met with Sullivan Renaissance and Liberty mall owner to discuss creating an outdoor space in the vacant area between the two buildings
- 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
- SCVA Marketing Meeting
- Meeting with new attraction The Assembly opening in Monticello
- 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
- NYS Destination Marketing Organizations quarterly meeting
- Hosted a Sullivan Catskills Member Meet Up

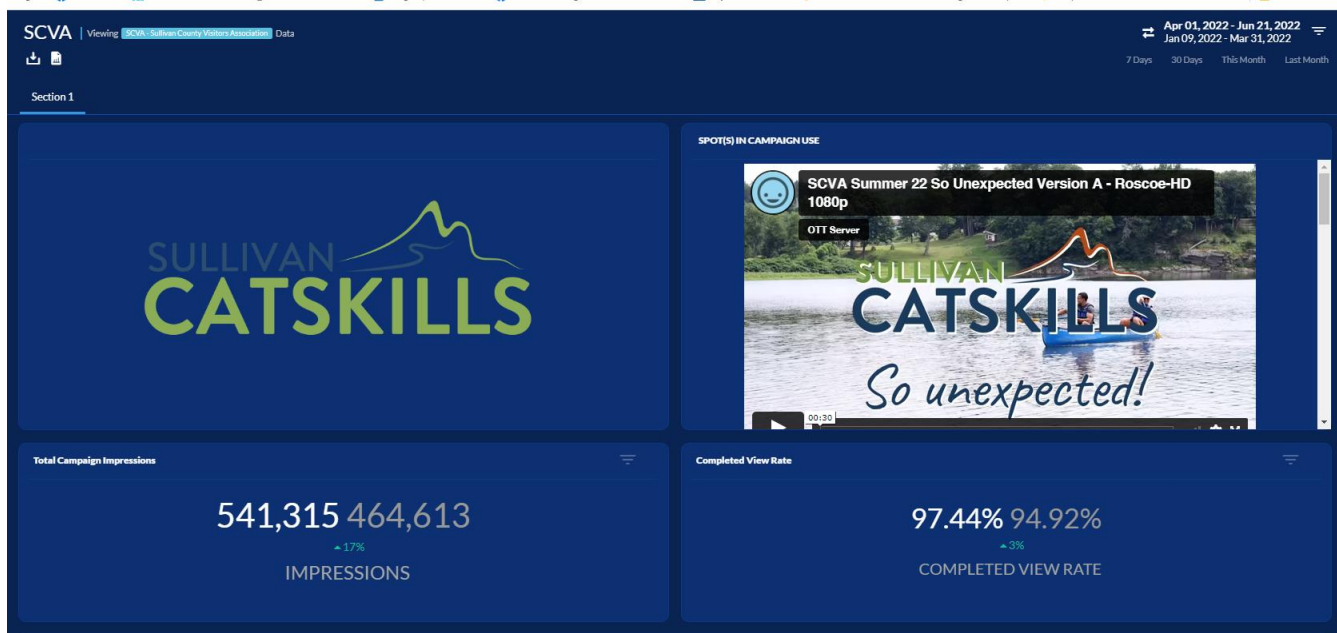
Social Media & E-News

- Continue to utilize videos produced with our members to create short vignettes and Tik Tok placements to use on our social channels.
- 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



AWESTRUCK



Date period
05/15/2022 - 06/15/2022
Duration: 32 days

facebook

Total Page likes
50,812

New page likes
727

Post organic & unique impressions
211,485

Unique post clicks
6,345

Post engaged users
7,670

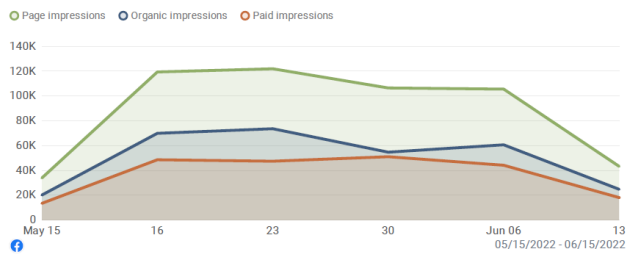
Page clicks
18,878

Page views
2,732

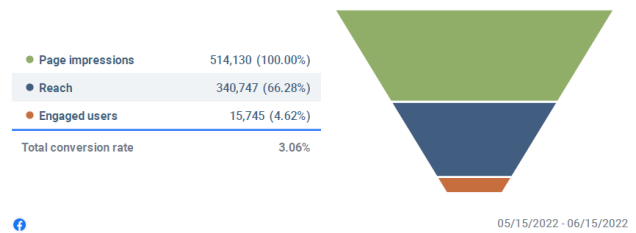
Post engagement rate
0.75%

Reach
340,747

Page Impressions over Time



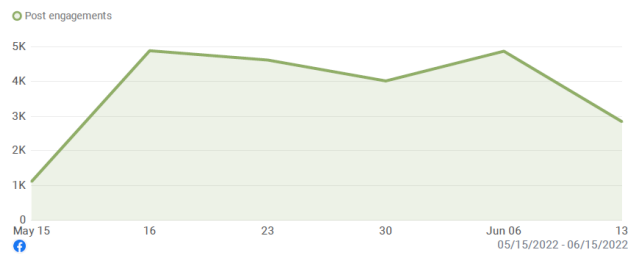
Engagement Funnel



Top Demographics by Unique Page Impressions

Age, Gender	Page impressions (unique)
Female 45-54	50,318
Female 35-44	48,955
Female 55-64	44,541
Male 35-44	37,960
Male 45-54	34,205
Female 65+	31,019

Post Engagements over Time



Post Insights



Message: The Town of Bethel celebrated the grand opening and ribbon cutting of two new businesses in Kauneonga Lake- Mason Jar Specialty...

Post impressions	Post clicks
8,614	458



Message: A Centuries-Old 'Floating Farmhouse' Lists for \$2.9M in the Sullivan Catskills! The 3,400-square-foot home in Eldred, New York...

Post impressions	Post clicks
8,000	654



Message: Check out which town in Sullivan County is featured! <https://www.worldatlas.com/cities/9-most-charming-small-towns-in-ne...>

Post impressions	Post clicks
7,408	892



Message: <https://www.timesunion.com/hudsonvalley/culture/article/deep-water-literary-festival-narrowsburg-17217704.rbg>

Post impressions	Post clicks
5,285	164



Message: "In Kauneonga Lake, a hamlet in the artsy town of Bethel (famous as the site of Woodstock), you'll find flower-filled gardens..."

Post impressions	Post clicks
5,271	337



Message: We celebrate our partners over in Orange County and welcome travelers to our Sullivan Catskills!

Post impressions	Post clicks
5,165	224



Message:

Post impressions	Post clicks
5,285	164



Message: <https://www.travelandleisure.com/hotels-resorts/hotel-openings/kenoza-hall-catskills-hotel-new-bungelows>

Post impressions	Post clicks
5,271	337



Message: The first ever Sullivan County Music Festival was held at the Tango Cafe at Hurleyville Performing Arts Centre on Saturday! Check out...

Post impressions	Post clicks
5,165	224

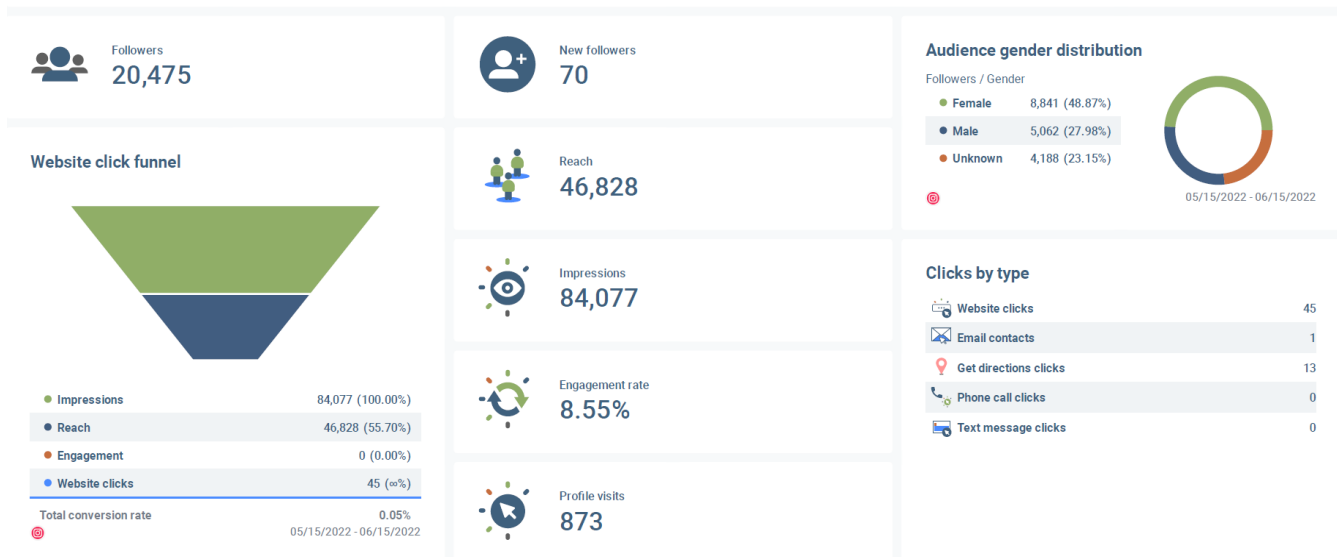
05/15/2022 - 06/15/2022

Top Ads

Ad Name	Impressions	Clicks (all)	Reach	Post Reactions	Post Comments	CPC (cost per click)	CTR (link clicks/impressions)
Summer Ad - V1	123,584	3,983	60,576	174	9	\$0.48	1.44%
Summer ad - V2	62,614	2,251	34,304	113	9	\$0.42	1.74%
Always Outdoors	14,993	802	10,980	70	2	\$0.69	1.28%
Always Outdoors	10,986	678	8,404	99	4	\$0.71	1.62%
Always Welcome	3,135	190	2,218	36	1	\$1.41	0.73%
Always Welcome	1,446	72	1,114	17	0	\$1.02	1.24%
Always Unexpected	302	7	247	2	0	\$0.00	0.00%
Always Nature	299	5	206	2	0	\$0.00	0.00%
Always Drinks	151	16	106	4	0	\$2.29	0.66%
Always Drinks	56	9	43	5	0	\$2.39	1.79%
Always Beverage	36	4	28	0	0	\$0.00	0.00%
Always Unexpected	32	2	27	0	0	\$0.00	0.00%
Always Beverage	20	2	14	1	0	\$0.44	5.00%



05/15/2022 - 06/15/2022



May 2022		
May 3, 2022	TripAdvisor	Sullivan County: High Design, Local Eats, Craft Brews
May 6, 2022	Mid Hudson News	Sullivan Catskills Visitors Association celebrates the "Future of Travel" during National Travel & Tourism Week
May 9, 2022	Vogue.com	8 Stylish Summer Weekend Getaways from NYC
May 11, 2022	RiverReporter	Introducing Shadfest
May 17, 2022	Travel + Leisure	This Inn in the Catskills as 10 Retro-Chic New Bungalows in a Wildflower Meadow
May 17, 2022	Yahoo	This Inn in the Catskills as 10 Retro-Chic New Bungalows in a Wildflower Meadow
May 17, 2022	MSN	This Inn in the Catskills as 10 Retro-Chic New Bungalows in a Wildflower Meadow
May 19, 2022	Mid Hudson News	Shad Festival Set for the Upper Delaware River
May 27, 2022	Travel + Leisure	The 15 Best U.S. Small Towns for a Summer Vacation
June 2022		
June 2022	Philadelphia Magazine	Summer Travel: A Philadelphian's Guide to Vacationing in the Sullivan Catskills
June 3, 2022	Passport Magazine	Exciting Summer Events in the Sullivan Catskills!
June 10, 2022	Travel + Leisure	This New York Town Is the Perfect Place to Buy an Affordable Lake House — and It's Just 2 Hours From NYC
June 17, 2022	River Reporter	Here, Fishy Fishy!
June 19, 2022	Passport Magazine	Summer in the Sullivan Catskills

Upcoming Press

August 2022	Robb Report	New luxe travel scene in upstate New York - including Eldred Preserve and Chatwal Lodge
TBD	HGTV	Art & Design Small Towns -- Callicoon
TBD	Food + Wine	Hotels with their own alcohols - The Kartrite/Rosce Beer Co
TBD	WJFF Radio	Summer Events in the Catskills
TBD	Forbes	Highlighting Sims and Kristen from Foster Supply
TBD	Macaroni KID	Resulting Editorial from 24 publishers & Advertising Package
July 4th weekend - TBD	Lola Mendez	Lola writes for USA Today, InsideHook, SIGNATURE Bride, The Independent, Thrillist, among others
Summer	Nicole Donnelly	Arundel Kids
Fall 2022 (exact dates TBD)	Nicole Pensiero	Nicole writes for NJ.com (12M UVM), FollowSouthJersey.com, and Best Version Media