

FY25 QTR 2 Media Coverage Report

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COVERAGE REPORT

ARTICLES	TOTAL ENGAGEMENT	AVG. ENGAGEMENT	JOURNALIST SHARES
34	743	21	0
JOURNALIST REACH	UVM	TOTAL AVE	
0	28,086,854	\$259,803.39	
	Insights by  similarweb		

Off-season Reasons

By Amy Watson-Bish

<https://outandaboutnow.com/off-season-reasons/>

MEDIA OUTLET	Out and About
PUBLISHED	Dec. 26, 2024, midnight
SIMILARWEB UVM 	3,300
AUDIENCE	
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	0
SENTIMENT	Positive
SCOPE	Local
CAMPAIGN	SDT
CATEGORY	Activities, Arts and Entertainment, Culinary Coast, Festivals, Outdoor, Shopping
MEDIA STRATEGY	SDT Photos, SDT Provided Content
PLACEMENT TYPE	Roundup
PRODUCTS MENTIONED	Arts & Entertainment, Attractions, Culinary Coast, Festivals, Outdoor Recreation, Shops

AVE	\$30.52
TOTAL VISITS	

SDT Ambassador Training Program receives award

<https://www.capegazette.com/article/sdt-ambassador-training-program-receives-award/285097>

Thinkific, the course platform supporting Learn Tourism, which Southern Delaware Tourism partnered with to create its Tourism Ambassador Program, announced SDT has won the 2024 Customer Support Award category in the organization’s Learning Excellence Awards.

MEDIA OUTLET	Cape Gazette
PUBLISHED	Dec. 24, 2024, midnight
SIMILARWEB UVM 	132,840
AUDIENCE	
JOURNALIST SHARES	
JOURNALIST REACH	
TOTAL ENGAGEMENT	
SENTIMENT	Positive
SCOPE	Local
CAMPAIGN	SDT
CATEGORY	SDT Office
MEDIA STRATEGY	Press Release
PLACEMENT TYPE	Feature
PRODUCTS MENTIONED	SDT Office
AVE	\$1,228.77
TOTAL VISITS	

Southern Delaware Tourism’s Ambassador program wins award

By Brian Gilliland

<https://baytodaynews.com/stories/southern-delaware-tourisms-ambassador-program-win-award,209307>

MEDIA OUTLET	Sussex County Post
PUBLISHED	Dec. 24, 2024, midnight
SIMILARWEB UVM 	32,771
AUDIENCE	20,500
JOURNALIST SHARES	0
JOURNALIST	0



REACH	
TOTAL ENGAGEMENT	0
SENTIMENT	Positive
SCOPE	Local
CAMPAIGN	SDT
CATEGORY	SDT Office
MEDIA STRATEGY	Press Release
PLACEMENT TYPE	Feature
PRODUCTS MENTIONED	SDT Office
AVE	\$303.13
TOTAL VISITS	

Delaware Tourism Office Announces \$10M Awarded to State Sports Facilities

By Sam Russo

[https://www.wboc.com/news/delaware-tourism-office-announces-10m-awarded-to-state-sports-facilities/...](https://www.wboc.com/news/delaware-tourism-office-announces-10m-awarded-to-state-sports-facilities/)

DELAWARE - The Delaware Tourism Office announced the latest round of sports tourism capital investment fund awardees. The state allocated \$10 million across 5 sports facilities. The Delaware Tourism Office announced it has awarded \$10 million through the Sports Tourism Capital Investment Fund to five sports facilities across Delaware.

MEDIA OUTLET	WBOC-TV (Salisbury, MD)
PUBLISHED	Dec. 22, 2024, midnight
SIMILARWEB UVM 	218,536
AUDIENCE	
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	21
SENTIMENT	Positive
SCOPE	Local
CAMPAIGN	SDT
CATEGORY	SDT Office
MEDIA STRATEGY	Earned
PLACEMENT TYPE	Feature
PRODUCTS MENTIONED	Outdoor Recreation, Partners

AVE	\$2,021.46
TOTAL VISITS	

Southern Delaware Tourism wins 2024 customer support award

https://www.coasttv.com/news/southern-delaware-tourism-wins-2024-customer-support-award/article_7c0...

SUSSEX COUNTY Del. – Southern Delaware Tourism has earned the 2024 Customer Support Award in Thinkific™’s Learning Excellence Awards for its innovative Tourism Ambassador Program. The program, created in partnership with Thinkific™, trains local hospitality workers to provide better visitor services. Launched in spring 2024, it has already graduated nearly 50 ambassadors. The program has been praised for its success and will be featured in Thinkific™’s annual publication, The Book of Thinkific Plus.

MEDIA OUTLET	WRDE-TV (Lewes, DE)
PUBLISHED	Dec. 21, 2024, midnight
SIMILARWEB UVM	
AUDIENCE	
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	0
SENTIMENT	Positive
SCOPE	Local
CAMPAIGN	SDT
CATEGORY	SDT Office
MEDIA STRATEGY	Press Release
PLACEMENT TYPE	Feature
PRODUCTS MENTIONED	SDT Office
AVE	
TOTAL VISITS	

Southern Delaware Tourism 2025 photo contest opens Jan. 1

<https://www.capegazette.com/article/southern-delaware-tourism-2025-photo-contest-opens-jan-1/285095>

To celebrate Southern Delaware and keep it top of mind throughout the winter with visitors planning 2025 travel, Southern Delaware Tourism is launching its ninth annual photo contest. Both locals and visitors are invited and encouraged to enter. Entries will be accepted from midnight, Wednesday, Jan. 1, through 5 p.m., Friday, March 7. Winners will be announced Friday, March 21.

MEDIA OUTLET	Cape Gazette
PUBLISHED	Dec. 21, 2024, midnight
SIMILARWEB UVM	132,840 
AUDIENCE	
JOURNALIST SHARES	0
JOURNALIST	0

REACH	
TOTAL ENGAGEMENT	2
SENTIMENT	Positive
SCOPE	Local
CAMPAIGN	SDT
CATEGORY	SDT Office
MEDIA STRATEGY	Press Release
PLACEMENT TYPE	Feature
PRODUCTS MENTIONED	Partners, SDT Office
AVE	\$1,228.77
TOTAL VISITS	

5 sports complexes share \$10M in second round of Sports Tourism Fund grants

By Jarek Rutz

<https://delawarelive.com/5-sports-complexes-share-10m-in-second-round-of-sports-tourism-fund-grants/>

Five sports facilities in the First State will share \$10 million to make upgrades as part of the second round of grant allocations made by the newly formed Delaware Sports Tourism Capital Investment Fund.

MEDIA OUTLET	Delaware Live
PUBLISHED	Dec. 20, 2024, midnight
SIMILARWEB UVM 	13,429
AUDIENCE	
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	6
SENTIMENT	Positive
SCOPE	Local
CAMPAIGN	SDT
CATEGORY	Outdoor
MEDIA STRATEGY	Earned
PLACEMENT TYPE	Feature
PRODUCTS MENTIONED	Outdoor Recreation, Partners

AVE	\$124.22
TOTAL VISITS	

Tourism awards honor those who make Sussex special

By Ellen McIntyre

<https://www.capegazette.com/article/tourism-awards-honor-those-who-make-sussex-special/285081>

Southern Delaware Tourism announced the winners of this year’s Southern Delaware Tourism Awards at its annual awards luncheon Dec. 13 at the Lighthouse Cove Event Center at Hyatt Place Dewey Beach. “This year’s voting was extremely close,” said SDT Executive Director Scott Thomas.

MEDIA OUTLET	Cape Gazette
PUBLISHED	Dec. 20, 2024, midnight
SIMILARWEB UVM 	132,840
AUDIENCE	
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	0
SENTIMENT	Positive
SCOPE	Local
CAMPAIGN	SDT
CATEGORY	SDT Office
MEDIA STRATEGY	Earned
PLACEMENT TYPE	Feature
PRODUCTS MENTIONED	Partners, SDT Office
AVE	\$1,228.77
TOTAL VISITS	

Five sports facilities split \$10 million thanks to Sports Tourism Capital Investment Fund awards

By Rachel Suga

<https://www.wdel.com/news/five-sports-facilities-split-10-million-thanks-to-sports-tourism-capital-...>

The Delaware Tourism Office has announced Sports Tourism Capital Investment Fund awards. A panel decided who would receive extra funds in the highly competitive application process, including the co-chairs of the Joint Capital Improvement Committee, Sen. Jack Walsh and Rep. Debra Heffernan, and representatives of the Delaware Tourism Office, the Greater Wilmington Convention and Visitors Bureau, Kent County Tourism, and Southern Delaware Tourism. “This was a very competitive application process.

MEDIA OUTLET	WDEL-FM (Wilmington, DE)
PUBLISHED	Dec. 20, 2024, midnight
SIMILARWEB UVM 	111,569
AUDIENCE	
JOURNALIST SHARES	0

JOURNALIST REACH	0
TOTAL ENGAGEMENT	0
SENTIMENT	Positive
SCOPE	Local
CAMPAIGN	SDT
CATEGORY	SDT Office
MEDIA STRATEGY	Earned
PLACEMENT TYPE	Feature
PRODUCTS MENTIONED	Outdoor Recreation, Partners
AVE	\$1,032.01
TOTAL VISITS	

Southern Delaware Tourism presents awards

By Kerin Magill

https://www.coastalpoint.com/news/business/southern-delaware-tourism-presents-awards/article_22829a...

Southern Delaware Tourism honored local businesspeople and organizations last week with its annual Tourism Awards. Top awards this year went to four organizations — a local environmental center, a new seafood festival, a running event and a longtime philanthropist.

MEDIA OUTLET	Coastal Point
PUBLISHED	Dec. 19, 2024, midnight
SIMILARWEB UVM 	13,639
AUDIENCE	
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	28
SENTIMENT	Positive
SCOPE	Local
CAMPAIGN	SDT
CATEGORY	SDT Office
MEDIA STRATEGY	Earned
PLACEMENT TYPE	Feature
PRODUCTS MENTIONED	SDT Office

AVE	\$126.16
TOTAL VISITS	

Southern Delaware Tourism announces 2025 Photo Contest

https://www.coastalpoint.com/lifestyle/arts_entertainment/southern-delaware-tourism-announces-2025-...

To celebrate Southern Delaware and to keep it top of mind throughout the winter with visitors planning 2025 travel, Southern Delaware Tourism is launching its 9th Annual Southern Delaware Tourism Photo Contest. Both locals and visitors are being invited and encouraged to enter. Entries will be accepted beginning at midnight on Jan. 1, 2025, through 5 p.m. on March 7, 2025, and winners will be announced Friday, March 21, 2025.

MEDIA OUTLET	Coastal Point
PUBLISHED	Dec. 19, 2024, midnight
SIMILARWEB UVM 	13,639
AUDIENCE	
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	6
SENTIMENT	Positive
SCOPE	Local
CAMPAIGN	SDT
CATEGORY	SDT Office
MEDIA STRATEGY	Earned
PLACEMENT TYPE	Feature
PRODUCTS MENTIONED	Partners, SDT Office
AVE	\$126.16
TOTAL VISITS	

Southern Delaware Tourism announces 2025 Photo Contest

<https://www.newsbreak.com/news/3723373437932-southern-delaware-tourism-announces-2025-photo-contest>

MEDIA OUTLET	NewsBreak
PUBLISHED	Dec. 19, 2024, midnight
SIMILARWEB UVM 	12,295,027
AUDIENCE	
JOURNALIST SHARES	0
JOURNALIST REACH	0

TOTAL ENGAGEMENT	0
SENTIMENT	Positive
SCOPE	International
CAMPAIGN	SDT
CATEGORY	SDT Office
MEDIA STRATEGY	Press Release
PLACEMENT TYPE	Feature
PRODUCTS MENTIONED	Partners, SDT Office
AVE	\$113,729.00
TOTAL VISITS	

Southern Delaware tourism opens photo contest Jan. 1

By Brian Gilliland

<https://baytobaynews.com/stories/southern-delaware-tourism-opens-photo-contest-jan-1,208831>

MEDIA OUTLET	Sussex County Post
PUBLISHED	Dec. 18, 2024, midnight
SIMILARWEB UVM 	32,771
AUDIENCE	20,500
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	0
SENTIMENT	Positive
SCOPE	Local
CAMPAIGN	SDT
CATEGORY	SDT Office
MEDIA STRATEGY	Press Release
PLACEMENT TYPE	Feature
PRODUCTS MENTIONED	Partners, SDT Office
AVE	\$303.13

TOTAL VISITS



SDT’s ambassador training program wins customer support award

<https://www.coastalpoint.com/news/business/sdt-s-ambassador-training-program-wins-customer-support-...>

Thinkific — the course platform supporting Learn Tourism, which Southern Delaware Tourism (SDT) partnered with to create its Tourism Ambassador Program — announced recently that SDT has won the 2024 Customer Support Award category in the organization’s Learning Excellence Awards. Thinkific is designed to allow people and businesses to create and market online courses, communities and other digital products.

MEDIA OUTLET	Coastal Point
PUBLISHED	Dec. 17, 2024, 5:38 p.m.
SIMILARWEB UVM	13,639
AUDIENCE	
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	0
SENTIMENT	Positive
SCOPE	Local
CAMPAIGN	
CATEGORY	
MEDIA STRATEGY	
PLACEMENT TYPE	
PRODUCTS MENTIONED	
AVE	\$126.16
TOTAL VISITS	

Southern Delaware Tourism Awards winners announced

<https://www.coastalpoint.com/news/business/southern-delaware-tourism-awards-winners-announced/artic...>

Five winners from among a nominee list of events, attractions, organizations and individuals were chosen recently by an impartial panel to receive 2024 Southern Delaware Tourism Awards. The awards were presented on Dec. 13 at the annual Southern Delaware Tourism Awards Luncheon, held at The Lighthouse Cove Event Center in Dewey Beach. Tourism is a \$2.7 billion (and growing) industry in Sussex County. In fact, nearly 24,000 jobs in Sussex County are tourism-related.

MEDIA OUTLET	Coastal Point
PUBLISHED	Dec. 17, 2024, midnight
SIMILARWEB UVM	13,639
AUDIENCE	
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL	25

ENGAGEMENT	
SENTIMENT	Positive
SCOPE	Local
CAMPAIGN	SDT
CATEGORY	SDT Office
MEDIA STRATEGY	Press Release
PLACEMENT TYPE	Feature
PRODUCTS MENTIONED	Partners, SDT Office
AVE	\$126.16
TOTAL VISITS	

Southern Delaware Tourism Ambassador Training Program

By Terry Rogers

<https://milfordlive.com/southern-delaware-tourism-ambassador-training-program/>

With tourism growing in the Milford area, there is a need to draw tourists to areas like the Riverwalk, Goat Island and other attractions in the city. Many partners and their front line employees have completed the Southern Delaware Tourism Ambassador training that can help promote the area as a place for tourists. ,“There is no question that tourism is vital to Sussex County,” said Communications Manager for Southern Delaware Tourism said.

MEDIA OUTLET	Milford Live
PUBLISHED	Dec. 16, 2024, midnight
SIMILARWEB UVM 	9,769
AUDIENCE	
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	0
SENTIMENT	Positive
SCOPE	Local
CAMPAIGN	SDT
CATEGORY	SDT Office
MEDIA STRATEGY	Press Release
PLACEMENT TYPE	Feature
PRODUCTS MENTIONED	SDT Office
AVE	\$90.36
TOTAL VISITS	

Winners of the 2024 Southern Delaware Tourism Awards Announced

<https://hoyendelaware.com/winners-of-the-2024-southern-delaware-tourism-awards-announced/>

Source: Southern Delaware TourismFive winners from among a nominee list of events, attractions, organizations, and individuals have been chosen by an impartial panel to receive the 2024 Southern Delaware Tourism Awards. The awards were presented on December 13th at the Annual Southern Delaware Tourism Awards Luncheon held at The Lighthouse Cove Event Center in Dewey Beach, DE. Tourism is a \$2.7+ billion (and growing!) industry in Sussex County.

MEDIA OUTLET	HOY en Delaware
PUBLISHED	Dec. 16, 2024, midnight
SIMILARWEB UVM 	1,081
AUDIENCE	
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	0
SENTIMENT	Positive
SCOPE	Hispanic/ Latine, Local
CAMPAIGN	SDT
CATEGORY	SDT Office
MEDIA STRATEGY	Press Release
PLACEMENT TYPE	Feature
PRODUCTS MENTIONED	Partners, SDT Office
AVE	\$10.00
TOTAL VISITS 	

Southern Delaware Tourism announces 2024 award winners

<https://www.newsbreak.com/news/3714759106003-southern-delaware-tourism-announces-2024-award-winners>

MEDIA OUTLET	NewsBreak
PUBLISHED	Dec. 14, 2024, midnight
SIMILARWEB UVM 	12,295,027
AUDIENCE	
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	0
SENTIMENT	Positive

SCOPE	International
CAMPAIGN	SDT
CATEGORY	SDT Office
MEDIA STRATEGY	Press Release
PLACEMENT TYPE	Feature
PRODUCTS MENTIONED	Partners, SDT Office
AVE	\$113,729.00
TOTAL VISITS	

2024 Southern Delaware Tourism Awards winners announced

By Amanda Flynn

https://www.coasttv.com/news/2024-southern-delaware-tourism-awards-winners-announced/article_b34583...

DEWEY BEACH, Del. - Five winners were recognized at the 2024 Southern Delaware Tourism Awards, held December 13 at The Lighthouse Cove Event Center. According to Southern Delaware Tourism, the awards honor contributions to Sussex County’s tourism industry, which generates over \$2.7 billion annually and supports nearly 24,000 jobs. Winners were named in five categories including Best New Event, Best Event, Best Attraction, Philanthropic Award, and Tourism Legacy Award.

MEDIA OUTLET	WRDE-TV (Lewes, DE)
PUBLISHED	Dec. 13, 2024, midnight
SIMILARWEB UVM	
AUDIENCE	
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	0
SENTIMENT	Positive
SCOPE	Local
CAMPAIGN	SDT
CATEGORY	SDT Office
MEDIA STRATEGY	Press Release
PLACEMENT TYPE	Feature
PRODUCTS MENTIONED	Partners, SDT Office
AVE	
TOTAL VISITS	

Southern Delaware Tourism announces 2024 award winners

<https://delawarebusinesstimes.com/news-briefs/southern-delaware-tourism-announces-2024-award-winner...>

Five winners from among a nominee list of events, attractions, organizations, and individuals have been chosen by an impartial panel to receive the The 2024 Southern Delaware Tourism Awards winners highlights the First State’s seafood feativial, recreation, preservation, small businesses and elected officials. “This year’s voting was extremely close.

MEDIA OUTLET	Delaware Business Times
PUBLISHED	Dec. 13, 2024, midnight
SIMILARWEB UVM 	27,335
AUDIENCE	6,579
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	1
SENTIMENT	Positive
SCOPE	Local, Trade/B2B
CAMPAIGN	SDT
CATEGORY	SDT Office
MEDIA STRATEGY	Press Release
PLACEMENT TYPE	Feature
PRODUCTS MENTIONED	Partners, SDT Office
AVE	\$252.85
TOTAL VISITS 	

Southern Delaware Tourism celebrates 2024 awards

By Brian Gilliland

<https://baytobaynews.com/salisbury/stories/southern-delaware-tourism-celebrates-2024-awards,208479>

MEDIA OUTLET	Sussex County Post
PUBLISHED	Dec. 13, 2024, midnight
SIMILARWEB UVM 	32,771
AUDIENCE	20,500
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	0

SENTIMENT	Positive
SCOPE	Local
CAMPAIGN	SDT
CATEGORY	SDT Office
MEDIA STRATEGY	Press Release
PLACEMENT TYPE	Feature
PRODUCTS MENTIONED	Partners, SDT Office
AVE	\$303.13
TOTAL VISITS	

Sussex County to consider tax on short-term rentals

By Jacob Owens

https://www.delawarebusinessnow.com/news/spotlight_delaware/sussex-county-to-consider-tax-on-short-...

(Spotlight Delaware is a community-powered, collaborative, nonprofit newsroom covering the First State. Learn more at spotlightdelaware.org). Sussex County is the latest jurisdiction to address the growth of short-term rentals in the state, proposing to extend its lodging tax to the homes listed on major websites like Airbnb and VRBO.

MEDIA OUTLET	Delaware Business Now
PUBLISHED	Dec. 8, 2024, midnight
SIMILARWEB UVM 	11,321
AUDIENCE	
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	53
SENTIMENT	Neutral
SCOPE	Local
CAMPAIGN	SDT
CATEGORY	Accommodatio ns
MEDIA STRATEGY	Earned
PLACEMENT TYPE	Feature
PRODUCTS MENTIONED	SDT Office
AVE	\$104.72
TOTAL VISITS	

Sussex Wine Country

By Pam George

https://www.dropbox.com/scl/fi/12sx2rmjmoqhekzhd3v9w/DBL-Winter-2024-Sussex-Wine-Country-Merged-PDF...

MEDIA OUTLET	Delaware Beach Life
PUBLISHED	Dec. 1, 2024, midnight
SIMILARWEB UVM	
AUDIENCE	
JOURNALIST SHARES	
JOURNALIST REACH	
TOTAL ENGAGEMENT	
SENTIMENT	Positive
SCOPE	
CAMPAIGN	SDT
CATEGORY	Culinary Coast
MEDIA STRATEGY	Branded Column
PLACEMENT TYPE	Feature
PRODUCTS MENTIONED	Culinary Coast, Partners
AVE	
TOTAL VISITS	

Keeping up-to-date online with Tourism in Southern Delaware Tourism

By Tina Coleman

https://www.dropbox.com/scl/fi/rfsz6wioltdmp7bg75oep/Business-Report-December-2024-Keeping-up-to-da...

MEDIA OUTLET	Morningstar Business Report
PUBLISHED	Dec. 1, 2024, midnight
SIMILARWEB UVM	
AUDIENCE	
JOURNALIST SHARES	
JOURNALIST REACH	
TOTAL ENGAGEMENT	
SENTIMENT	Positive

SCOPE	
CAMPAIGN	SDT
CATEGORY	SDT Office
MEDIA STRATEGY	SDT Column
PLACEMENT TYPE	Feature
PRODUCTS MENTIONED	SDT Office
AVE	
TOTAL VISITS	
	

Southern Delaware’s Culinary Scene Thrives

By Julie Suman

<https://fwtmagazine.com/southern-delawares-culinary-scene-thrives/>

Travelers know Southern Delaware for its beach towns: Rehoboth, Lewes, and Bethany, offering sun and sand and bracing Atlantic waves. But during a recent visit, my friends and I ventured from the beach and discovered a farming community raising heritage pork, growing culinary lavender, and producing small-batch hand-harvested flaky sea salt. The agricultural environment in Southern Delaware lends itself to serious cheffing and farm-to-table meals using Sussex County ingredients.

MEDIA OUTLET	FWT Magazine
PUBLISHED	Nov. 15, 2024, midnight
SIMILARWEB UVM 	2,464
AUDIENCE	4,000
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	55
SENTIMENT	Positive
SCOPE	Consumer, International
CAMPAIGN	SDT
CATEGORY	Culinary Coast
MEDIA STRATEGY	Earned
PLACEMENT TYPE	Feature
PRODUCTS MENTIONED	Culinary Coast, Partners
AVE	\$22.79
TOTAL VISITS	
	

The Rick Jensen Show

https://www.dropbox.com/scl/fi/rhyueie07w8sqatqbjmwm/
November-6-2024-WDEL-jensen-gray-thomas-vetera...

MEDIA OUTLET	WDEL
PUBLISHED	Nov. 6, 2024, midnight
SIMILARWEB UVM	
AUDIENCE	
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	0
SENTIMENT	Positive
SCOPE	
CAMPAIGN	SDT
CATEGORY	Accommodatio ns, History & Heritage
MEDIA STRATEGY	Interview
PLACEMENT TYPE	Radio/TV
PRODUCTS MENTIONED	Accommodatio ns, Historic Sites, Partners
AVE	
TOTAL VISITS	

Autumn Adventures in Rehoboth Beach, Delaware

By Mary Farah, Julie Suman, Nancy Monson

https://fwtmagazine.com/autumn-adventures-in-rehoboth-beach-delaware/

Rehoboth Beach is a summer playland—but it’s even better in the fall, when the crowds wane and the weather is still lovely (and on occasion, even beachy). The parking meters have been turned off and won’t be turned back on until May. The sidewalks are manageable. Plus, most businesses remain open, says Christine Hastings, vice president of the Jolly Trolley, which runs a seasonal shuttle between Rehoboth Beach and neighboring Dewey Beach, as well as year-round tours and charters.

MEDIA OUTLET	FWT Magazine
PUBLISHED	Oct. 25, 2024, midnight
SIMILARWEB UVM	2,464 
AUDIENCE	4,000
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	26

SENTIMENT	Positive
SCOPE	Consumer, International
CAMPAIGN	SDT
CATEGORY	All
MEDIA STRATEGY	Earned
PLACEMENT TYPE	Feature
PRODUCTS MENTIONED	Accommodations, Attractions, Culinary Coast, Partners, Shops, Tours
AVE	\$22.79
TOTAL VISITS	

Gluten-free in Rehoboth Beach

By Mary Farah

<https://www.alongcomesmaryblog.com/gluten-free-in-rehoboth-beach/>

Gluten-free in Rehoboth Beach I’ve been on some fantastic trips these past two months. In between Virginia and New York City (more on that soon), I had a beautiful visit to the Delaware Beaches. It was my first time in the state and I think staying in Rehoboth Beach spoiled me. Between my hotel and the food, Delaware took my heart. Speaking of food, Rehoboth Beach and its surrounding cities have great gluten-free options.

MEDIA OUTLET	Along Comes Mary
PUBLISHED	Oct. 24, 2024, midnight
SIMILARWEB UVM 	2,266
AUDIENCE	
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	27
SENTIMENT	Positive
SCOPE	National
CAMPAIGN	SDT
CATEGORY	Culinary Coast
MEDIA STRATEGY	Earned
PLACEMENT TYPE	Feature
PRODUCTS MENTIONED	Culinary Coast

	AVE	\$20.96
	TOTAL VISITS	

Good Eats in the Off Season at Rehoboth Beach

By Candyce Stapen

<https://greatfamilyvacations.com/good-eats-in-the-off-season-at-rehoboth-beach/>

MEDIA OUTLET	greatfamilyvacations.com
PUBLISHED	Oct. 20, 2024, midnight
SIMILARWEB UVM	
AUDIENCE	
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	0
SENTIMENT	Positive
SCOPE	
CAMPAIGN	SDT
CATEGORY	Culinary Coast
MEDIA STRATEGY	Earned
PLACEMENT TYPE	Feature
PRODUCTS MENTIONED	Accommodations, Culinary Coast
AVE	
TOTAL VISITS	

Good Eats in the Off-Season at Rehoboth Beach, by Travel Writers

By Candyce H. Stapen

<https://www.creators.com/read/travel-and-adventure/10/24/good-eats-in-the-off-season-at-rehoboth-be...>

By Candyce H. StapenA bounty of good food awaits at the Delaware shore, a popular year-round escape for Washingtonians and other Mid-Atlantic residents, and the off-season proved to be one of the best times for a seaside culinary journey to the Rehoboth Beach region. The lack of crowds made getting table reservations easy, and the reduced price of lodging enabled my husband and me to fatten our food

MEDIA OUTLET	Creators
PUBLISHED	Oct. 19, 2024, midnight
SIMILARWEB UVM	145,045 
AUDIENCE	
JOURNALIST SHARES	0

budget. As we ate our way through delectable plates, "beach food" took on a whole new meaning.

JOURNALIST REACH	0
TOTAL ENGAGEMENT	1
SENTIMENT	Positive
SCOPE	International, Trade/B2B
CAMPAIGN	SDT
CATEGORY	Culinary Coast
MEDIA STRATEGY	Earned
PLACEMENT TYPE	Feature
PRODUCTS MENTIONED	Culinary Coast
AVE	\$1,341.67
TOTAL VISITS	

Scrapple adds adventure to the Culinary Coast

By Denise Clemons

<https://www.capegazette.com/article/scrapple-adds-adventure-culinary-coast/282046>

Personalised advertising and content, advertising and content measurement, audience research and services developmentStore and/or access information on a deviceYou can choose how your personal data is used.

MEDIA OUTLET	Cape Gazette
PUBLISHED	Oct. 11, 2024, midnight
SIMILARWEB UVM 	132,840
AUDIENCE	
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	37
SENTIMENT	Positive
SCOPE	Local
CAMPAIGN	SDT
CATEGORY	Culinary Coast
MEDIA STRATEGY	Earned
PLACEMENT TYPE	Feature
PRODUCTS MENTIONED	Culinary Coast

AVE	\$1,228.77
TOTAL VISITS	

Nominations open for SDT Award

By Tina Coleman

<https://www.dropbox.com/scl/fi/nuf3jldd7bg0p2sjo1qc4/Business-Report-October-2024-Nominations-Open-...>

MEDIA OUTLET	Morningstar Business Report
PUBLISHED	Oct. 1, 2024, midnight
SIMILARWEB UVM	
AUDIENCE	
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	0
SENTIMENT	Positive
SCOPE	
CAMPAIGN	SDT
CATEGORY	SDT Office
MEDIA STRATEGY	Press Release
PLACEMENT TYPE	Feature
PRODUCTS MENTIONED	SDT Office
AVE	
TOTAL VISITS	

Cruising the Mediterranean

By Pam George

<https://www.dropbox.com/scl/fi/23kk5yt29rdmbbzyscaly/October-2024-DBL-Cruising-the-Mediterranean-Me...>

MEDIA OUTLET	Delaware Beach Life
PUBLISHED	Oct. 1, 2024, midnight
SIMILARWEB UVM	
AUDIENCE	
JOURNALIST SHARES	0

JOURNALIST REACH	0
TOTAL ENGAGEMENT	0
SENTIMENT	Positive
SCOPE	
CAMPAIGN	SDT
CATEGORY	Culinary Coast
MEDIA STRATEGY	Branded Column
PLACEMENT TYPE	Feature
PRODUCTS MENTIONED	Culinary Coast, Partners
AVE	
TOTAL VISITS	

The Weirdest, Wackiest Fall Festivals Around the Country

By Vanita Salisbury

<https://www.thrillist.com/travel/nation/best-fall-festivals-in-america>

When the weather gets chilly, we get creative. Updated on 8/11/2022 at 6:00 PM Maybe it's the cooler weather, the diminishing daylight, or the fact that we've sniffed so much nutmeg and cinnamon it's infiltrated our brain. But in the fall, things tend to get weird. From Maine to California, we not only carve pumpkins into jack-o'-lanterns but we also turn them into boats and attempt to bob down rivers. We debate the existence of ghosts and sasquatches and use worms to predict the weather.

MEDIA OUTLET	Thrillist
PUBLISHED	Oct. 7, 2021, midnight
SIMILARWEB UVM 	2,263,992
AUDIENCE	
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	455
SENTIMENT	Positive
SCOPE	Consumer, National
CAMPAIGN	
CATEGORY	
MEDIA STRATEGY	
PLACEMENT TYPE	
PRODUCTS MENTIONED	

AVE

\$20,941.93

TOTAL VISITS

