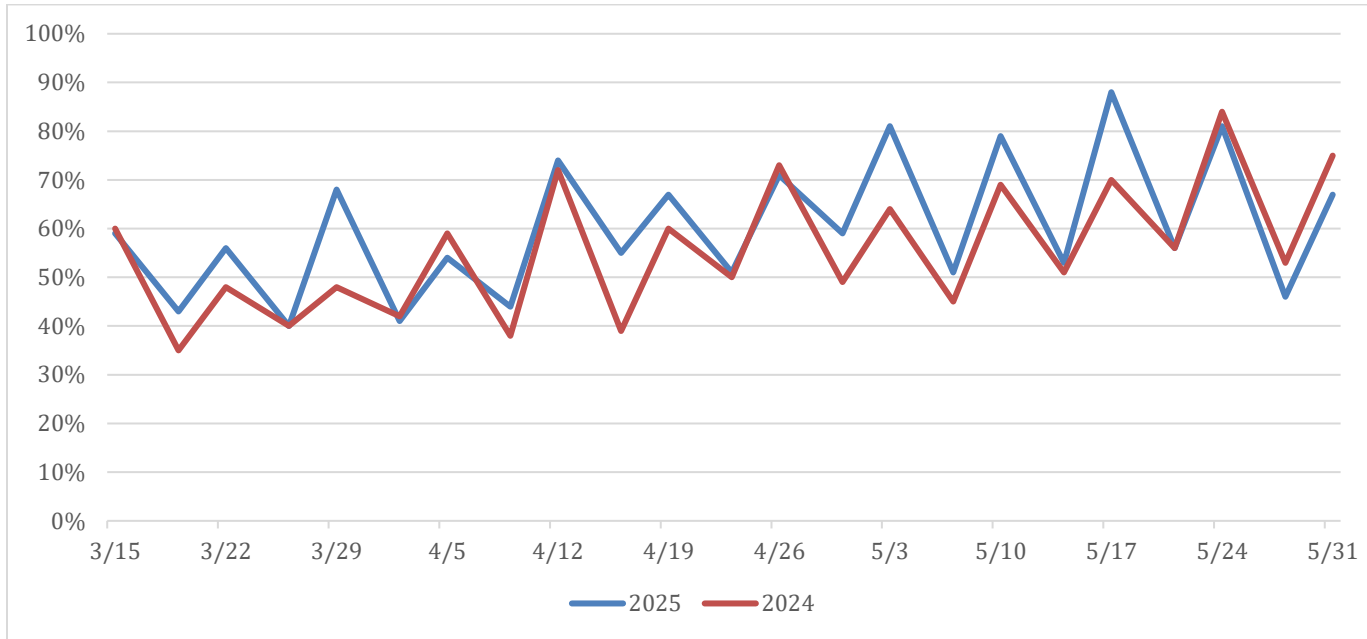




FY 2025 Fourth Quarter Marketing Report April 1 – June 30, 2025

Hotel Occupancy in Sussex County



Weekly Call-Arounds:

Wednesday Mean Average Occupancy.....49.0% ↑ 3.7% from Last Year

Saturday Mean Average Occupancy.....70.4% ↑ 5.2% from Last Year

STR Data – Multiple Set Destination Report for Delaware Counties and SDT Competitive Locations

	Current Month - May 2025 vs May 2024											
	Occ %		ADR		RevPAR		Percent Change from May 2024					
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	57.5	58.7	158.36	162.54	91.00	95.45	-2.2	-2.6	-4.7	-3.1	1.7	-0.5
New Castle County, DE	65.3	66.1	141.94	144.56	92.76	95.61	-1.2	-1.8	-3.0	-5.9	-3.0	-4.2
Kent County, DE	54.6	53.5	118.83	129.44	64.93	69.29	2.1	-8.2	-6.3	-6.3	0.0	2.1
Outer Banks, NC+	63.1	63.4	174.72	169.20	110.17	107.24	-0.5	3.3	2.7	1.1	-1.6	-2.1
Jersey Shore+	52.7	55.3	145.73	143.19	76.84	79.18	-4.7	1.8	-3.0	-3.6	-0.7	-5.3
Ocean City MD+	51.7	49.3	175.17	155.38	90.64	76.67	4.9	12.7	18.2	18.5	0.2	5.1
Virginia Beach	67.8	65.9	168.70	163.10	114.35	107.52	2.8	3.4	6.4	6.3	-0.1	2.8

Current Month - April 2025 vs April 2024												
	Occ %		ADR		RevPAR		Percent Change from April 2024					
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	52.0	56.3	129.44	133.97	67.31	75.38	-7.6	-3.4	-10.7	-7.0	4.1	-3.8
New Castle County, DE	60.3	69.2	126.44	132.00	76.19	91.30	-12.9	-4.2	-16.6	-19.1	-3.0	-15.5
Kent County, DE	50.9	54.5	119.84	145.11	61.03	79.06	-6.5	-17.4	-22.8	-22.8	0.0	-6.5
Outer Banks, NC+	63.4	53.5	140.89	137.85	89.37	73.76	18.5	2.2	21.2	21.6	0.4	19.0
Jersey Shore+	46.9	48.9	123.18	129.04	57.78	63.15	-4.2	-4.5	-8.5	-8.9	-0.4	-4.6
Ocean City MD+	42.3	39.8	114.89	112.84	48.63	44.94	6.3	1.8	8.2	8.3	0.1	6.4
Virginia Beach	64.2	62.2	143.22	136.54	91.94	84.94	3.2	4.9	8.2	8.2	-0.0	3.1

Current Month - March 2025 vs March 2024												
	Occ %		ADR		RevPAR		Percent Change from March 2024					
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	46.5	49.3	114.28	116.94	53.12	57.69	-5.8	-2.3	-7.9	-4.9	3.3	-2.7
New Castle County, DE	58.8	62.6	119.76	119.73	70.45	74.95	-6.0	0.0	-6.0	-8.8	-3.0	-8.9
Kent County, DE	49.0	47.1	106.15	115.49	52.04	54.34	4.2	-8.1	-4.2	-4.2	0.0	4.2
Outer Banks, NC+	52.5	54.8	116.57	117.61	61.23	64.41	-4.1	-0.9	-4.9	-4.5	0.4	-3.7
Jersey Shore+	48.8	52.8	114.37	117.19	55.75	61.83	-7.6	-2.4	-9.8	-10.3	-0.5	-8.1
Ocean City MD+	34.4	38.4	112.68	115.41	38.80	44.37	-10.4	-2.4	-12.5	-12.1	0.5	-10.0
Virginia Beach	57.9	58.6	134.14	129.19	77.73	75.67	-1.1	3.8	2.7	2.7	-0.0	-1.1

PAT Revenue

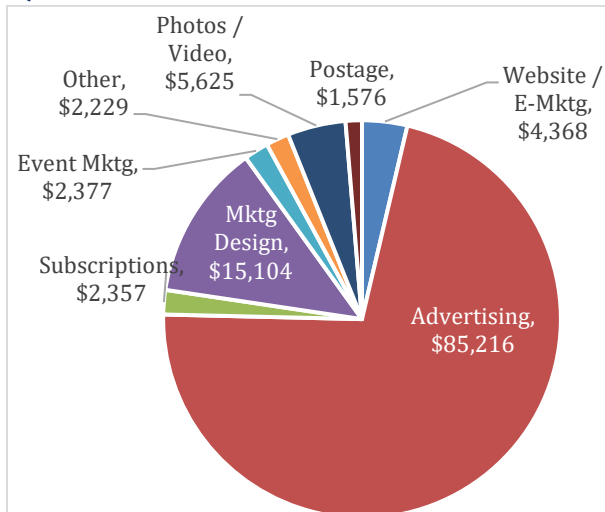
Q4 2025
\$318,553

Q4 2024
\$172,759

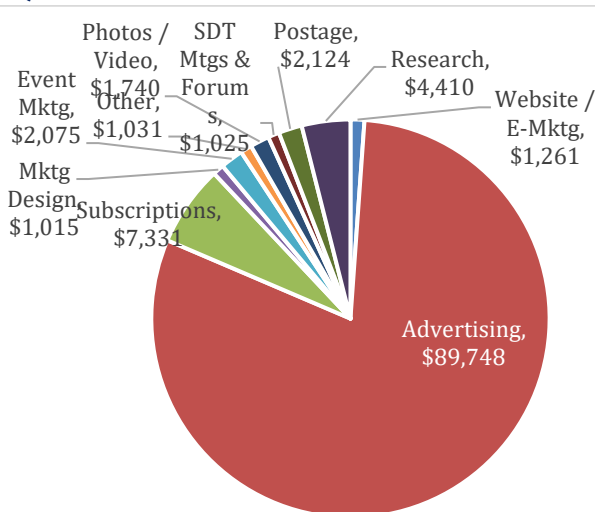
↑84.4% from Last Year

Marketing Expense Breakdown

Q4 FY 25



Q4 FY 24



Advertising Results

Adara Digital Tracking Report
Apr-Jun 2025(Q4-25) vs
Apr-Jun 2024(Q4-24)

Apr-June Q4 25 - Q4 24	Impressions	Uniques	Hotel Searches	Hotel Bookings
Miles/ Display/Native /Paid Social	3,318,113	397,708	50,988	3,194
	2,563,601	609,462	74,873	2,501
PD FB Post	9,352	1,913	7	0
	5,454	2,986	5	0
Click Trackers	7,507	4,921	32	2
	7,666	5,035	136	3
Newsday	512,414	57,378	27	1

Spring Advertising. (April – June 2025)

SDT implemented display, programmatic, social media, print, email, and TV/streaming advertising among the following outlets: Mid-Atlantic Events, Comcast, USA Today, Southern Living, Newsday, Facebook, and Pride Journeys.

The markets include:

- MD - Howard, Montgomery/Anne Arundel counties.
- DE- New Castle Co
- PA - Lancaster, Delaware & Chester, Bucks, Montgomery Co, Philadelphia
- NJ- Mt Laurel & Cherry Hill
- Washington DC
- OH- Columbus, Cincinnati
- VA - Arlington Springfield, Fairfax, Loudon, and Prince William Co
- NY- NYC 5 boroughs and Long Island

Spring – FY 25 AD Campaign
Creative Examples

Southern Living



Life tastes *better* here.™

Southern Delaware
Beaches are just the beginning™



Fresh seafood. Farm-to-table ingredients. Local breweries, distilleries, and scenic wineries. Indulge in the rich culinary heritage of the Culinary Coast™. From local oysters and farm fresh produce to hand crafted spirits, your next culinary getaway promises unforgettable flavors and experiences in always charming Southern Delaware.

CulinaryCoastDE.com



Southern Delaware
Beaches are just the beginning™

Life is more
good-natured here.

PLAN YOUR TRIP

USA Today



Life is more
good-natured here.



Southern Delaware
Beaches are just the beginning™

Kayaking adventures. Scenic coastal views. Fresh seasonal flavors. Miles and miles of serene waterways. That's just the start of your next unforgettable family getaway in always charming Southern Delaware.

VisitSouthernDelaware.com

Paid Media Performances (Apr-Jun)

Insights into the Q4 2025 Social and Digital Campaigns
Definitions:

eCPM-Effective Cost per Million

CTR- Click Through Rates (clicks/impressions)

eCPC- Effective Cost per Click

CLPV - Cost/landing page view

Avg Lead time is in Days

ROAS - Return On Ad Spend

Display

SOUTHERN DELAWARE TOURISM PAID MEDIA PERFORMANCE - FY25 Q4 [APRIL- JUNE] PROGRAMMATIC [DISPLAY]							
Sojern							
Ad Type	Spend	Impressions	eCPM	Clicks	CTR	eCPC	Total Conversions
Display	\$16,110.73	2,834,731	\$5.68	1,338	0.05%	\$12.04	2,304
Additional Sojern KPIs							
Confirmed Travelers	Confirmed Hotel	Activities	Economic Impact	ROAS	Avg. Lead Time		
400	765	376	\$97,875.00	6.08:1	24.68		
Activities = Flight Searches, Flights booked, Hotel Searches, Hotel Bookings, Car Rental Searches, Car Rental Bookings through Sojern's							

META – Paid Social

SOUTHERN DELAWARE TOURISM PAID MEDIA PERFORMANCE - FY25 Q4 [APRIL- JUNE] SOCIAL [META]									
Creative	Spend	Impressions	Landing Page Views	C/LPV (Benchmark is \$0.70)	Link Clicks	Link CTR (Industry Benchmark is 1%)	Engagement Rate (Industry Benchmark is 2%)	Most Engaged	Top Cities (Link Clicks)
Summer (5/1 - 6/30)	\$9,568.21	1,416,552	46,387	\$0.21	53,432	3.77%	4.15%	Adults 65+ made up 48% of link clicks Women most engaged	Philadelphia (20,124) New York (18,009) Washington DC (5,487)
Spring (4/1 - 4/30)	\$4,657.44	356,072	9,121	\$0.51	11,456	1.98%	4.43%	Adults 65+ made up 48% of link clicks Women most engaged	New York (5,084) Philadelphia (2,952) Washington, DC (1,490)
Total	\$14,225.65	1,995,682	55,508	\$0.26	64,888	3.25%	4.23%	Adults 65+ made up 48% of link clicks Women most engaged	New York (23,093) Philadelphia (23,076) Washington, DC (6,977)

Partner Co-op

SOUTHERN DELAWARE TOURISM PAID MEDIA PERFORMANCE - FY25 Q4 [APRIL- JUNE] Sojern Native Partner Regional Co-Op [April 15 - May 15]									
Partner Name	Spend*	Impressions	Clicks	CTR (Click-Through Rate)	eCPC (Cost Per Click)	Total Conversions	Booked Hotel Night Stays	Average Length of Stay	Est. Economic Impact of Online Bookings
Bethany-Fenwick	\$2,414.62	380,696	385	10.11%	\$8.94	33	18	2.6	\$2,856.00
Georgetown Chamber	\$2,413.81	378,547	1,281	0.34%	\$2.93	94	4	2	\$1,904.00
Lewes	\$2,664.82	418,722	1,399	0.33%	\$3.05	140	55	1.9	\$18,088.00
Rehoboth	\$2,663.53	418,195	1,300	0.31%	\$3.12	98	116	2.4	\$38,556.00
Western Sussex Chamber	\$2,413.95	379,169	1,069	0.28%	3.16%	140	6	2	\$3,332.00
Total	\$12,570.73	1,975,329	5,434	0.28%	\$2.31	505	199	2	\$64,736.00

Ferryvision Coop List

- Lewes Chamber of Commerce
- Botanic Gardens
- Bethany Blues
- The Beacon Inn
- The Coast Rehoboth Beach
- Rehoboth-Dewey Chamber of Commerce
- Georgetown Chamber of Commerce
- Tanger Outlets
- Active Adults'
- The Cambria
- Boardwalk Plaza
- Visit Rehoboth
- Wilgus
- Cape Water Taxi
- Lewes Cycle

Streaming results

Southern Delaware Tourism

Impressions by audience

Booming with Confidence	295,272
Flourishing Families	327,273
Suburban Style	328,485
Total	951,030

Number of unique households & frequency

Baltimore	20,388	3.2
Harrisburg-Lancaster-Lebanon-York	24,054	5.4
New York	50,603	3.9
Ohio/Erie	39,845	6.1
Philadelphia	51,930	3.2
Pittsburgh	19,932	4.1
Washington DC	25,173	2.6

Source: Comcast Internal Data, Southern Delaware Tourism, 1/1/21-6/29/21. Represents all impressions delivered.
Note: "Households Reached" represents the total households where streaming impressions were delivered regardless of selected audience target and cable/internet service provider.

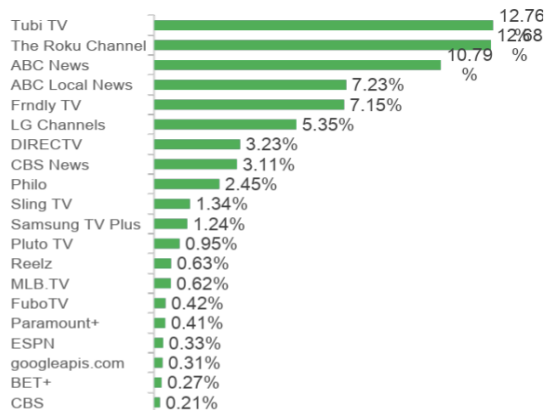
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COMCAST
ADVERTISING

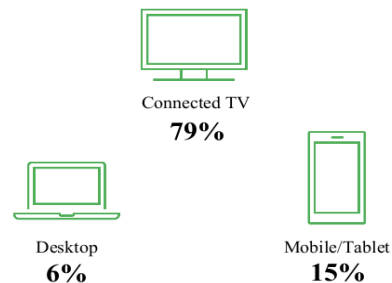
Streaming results

Southern Delaware Tourism

Content Brand List Top 20



Delivery by Platform



**Streaming
takeaway:**

- 79% of your audience is seeing your ads on "The Big Screen."
- 21% of your campaign was delivered on an Adara trackable device.

Source: Comcast Internal Data, Southern Delaware Tourism, 1/1/21-6/29/21. Represents all impressions delivered.
Note: "Households Reached" represents the total households where streaming impressions were delivered regardless of selected audience target and cable/internet service provider.

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COMCAST
ADVERTISING

Comcast Insights

- **Flourishing Families** – "Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles" Ages 36-45
- **Booming with Confidence** – "Prosperous, established couples in their peak earning years living in suburban homes" Ages 51-65
- **Suburban Style** – "Middle-aged, ethnically-mixed suburban families and couple earning upscale incomes. Ages 45-60

Top Five Landing Pages on SDT's Website

April 2025	May 2025	June 2025
1. Outdoor Adventure	1. Shopping	1. Shopping
2. Recreation arts & entertainment	2. Pet Friendly	2. Outdoor Adventure
3. Pet Friendly	3. Outdoor Adventure	3. Pet Friendly
4. Our Towns	4. Festivals	4. 4th of July Blog
5. Festivals	5. Our Towns	5. Our Towns

Top 10 Referring Websites

1. instagram.com	6. sussexcountyde.gov
2. twitter.com	7. newsday.com
3. facebook.com	8.culinarycoastde.com
4. bringfido.com	9. cmlf.com
5. chatgpt.com	10. deepbranchcampground.com

Reader Response/Leads

<i>Publications</i>	Q4 2025	Q4 2024
SDT Website Visitor Guide Orders	154	306
Southern Living	1348	982
Great Vacation Getaways	465	469

Spring Partner Expo

Southern Delaware Tourism hosted its Spring Partner Expo this quarter, drawing **74 attendees** and featuring **16 exhibitors**. The event served as a valuable opportunity for networking, collaboration, and showcasing regional tourism initiatives.

Public Relations

This quarter's SDT media coverage value exceeded \$109,000 with nearly 12 million unique visits per month to the publications cited in the report.

This quarter, we assisted multiple writers and responded to a variety of media queries. Media our office engaged with this quarter included several freelance writers and publications including ESPN, Conde Nast, Mid Atlantic Events, Good Morning America, WMDT, influencer Darla Slade, and others.

Additionally:

- We worked with regional tourism offices to create the [Cape to Cape Driving Tour](#) it's now complete, and we're waiting for D3 to get the link up on our website.

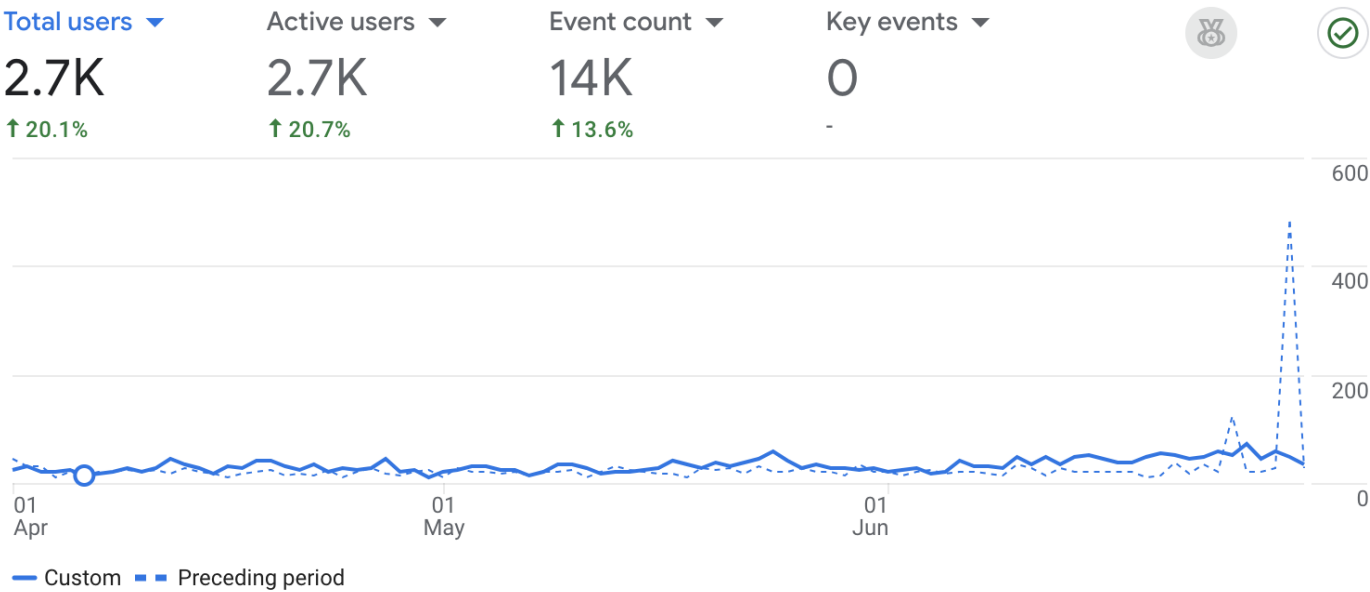
Additional initiatives this quarter included monthly eScapes newsletters and our quarterly Connections partner newsletter. Press releases we distributed this quarter included one for Inland Bays Oyster Week, Delmarva Birding Weekends, a release for our Partner Expo, and Fort Miles.

Social Media

Social Media Platform	Total Followers	New Followers (This Quarter)	Reach (This Quarter)
SDT's Facebook	21,795	1,395	2,916,000
@VisitSouthDel IG	8,400	876	244,505
@CulinaryCoastDE IG	1,289	31	3,380

SDT's Facebook has a current net total of 21,795 followers, up from 20.4K followers last quarter. Our Facebook page reach for this quarter was over 2,916,000, up nearly 65% over last quarter. Our views and interactions this quarter are up 65% and 52% respectively. Our posts this quarter have garnered over 850 shares, 6,251 reactions, and 429 comments. Our @VisitSouthDel Instagram following has increased from 7.5K to 8.4k over this quarter, and our @CulinaryCoastDE now has 1,289 followers.

SouthDel SideKick



This quarter, we saw a 20% increase in both total and active users, aligning with the seasonal uptick typically seen during the busy summer months. We're also excited to report the development of a new Super Deals one-sheet, which has already resulted in two new partnerships featured on the SouthDel Sidekick's Super Deals page. Additionally, we have two hotels, Cambria and the Country Inn, expressing interest in joining our Bike/Paddle & Stay Program.

Tourism Ambassador

Our Tourism Ambassador program launched its recertification process for ambassadors who have reached one year since certification. We now have 213 certified ambassadors, with more signing up for the course all the time. Additionally, partners have been great about stepping up to offer a great collection of Ambassador Perks to familiarize our ambassadors with local Attractions.