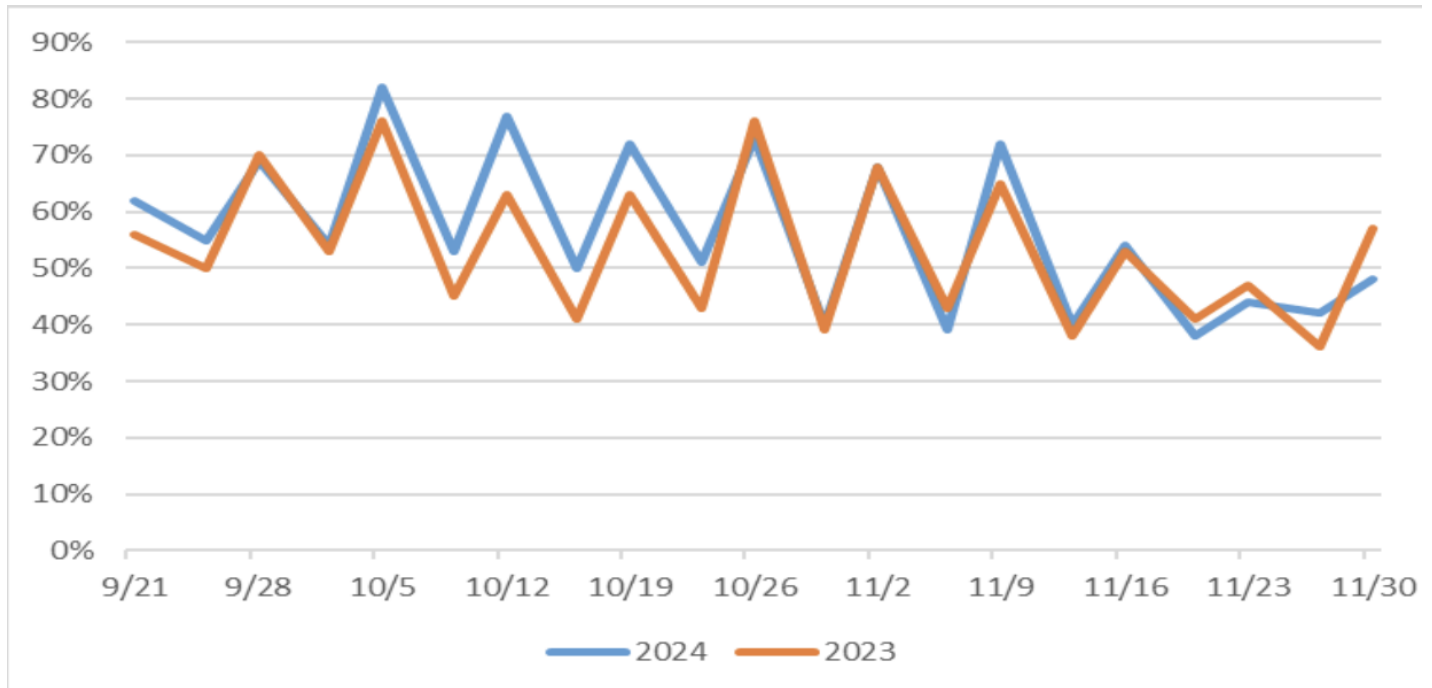




FY 2025 Second Quarter Marketing Report October 1 – December 31, 2024

Hotel Occupancy in Sussex County



Weekly Call-Arounds:

Wednesday Mean Average Occupancy.....46.2% **↑ 3.3% from Last Year**
 Saturday Mean Average Occupancy.....66.5% **↑ 3.5% from Last Year**

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

	Current Month - November 2024 vs November 2023											
	Occ %		ADR		RevPAR		Percent Change from November 2023					
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	50.5	49.8	126.96	120.65	64.14	60.11	1.4	5.2	6.7	9.5	2.6	4.1
New Castle County, DE	59.1	58.9	130.08	128.74	76.86	75.86	0.3	1.0	1.3	1.3	-0.0	0.3
Kent County, DE	49.8	47.2	123.80	126.08	61.70	59.51	5.6	-1.8	3.7	3.7	0.0	5.6
Outer Banks, NC+	44.2	40.2	118.85	111.00	52.53	44.60	10.0	7.1	17.8	18.3	0.4	10.5
Jersey Shore+	41.0	46.7	121.74	121.82	49.88	56.91	-12.3	-0.1	-12.3	-13.6	-1.4	-13.5
Ocean City MD+	36.0	33.4	106.39	100.35	38.34	33.57	7.7	6.0	14.2	15.0	0.7	8.5
Virginia Beach	50.4	47.4	116.47	113.30	58.70	53.72	6.3	2.8	9.3	9.3	0.0	6.3

Current Month - October 2024 vs October 2023												
	Occ %		ADR		RevPAR		Percent Change from October 2023					
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	57.4	55.1	145.09	142.01	83.25	78.24	4.1	2.2	6.4	6.7	0.3	4.4
New Castle County, DE	69.4	64.7	140.07	141.47	97.20	91.59	7.2	-1.0	6.1	4.3	-1.7	5.3
Kent County, DE	50.3	52.8	116.11	128.12	58.46	67.66	-4.7	-9.4	-13.6	-13.6	0.0	-4.7
Outer Banks, NC+	59.0	59.6	140.92	136.48	83.08	81.41	-1.2	3.3	2.0	2.5	0.4	-0.7
Jersey Shore+	46.1	46.6	141.87	134.70	65.36	62.79	-1.2	5.3	4.1	3.1	-0.9	-2.1
Ocean City MD+	45.6	46.6	142.37	133.32	64.96	62.17	-2.1	6.8	4.5	5.1	0.5	-1.6
Virginia Beach	56.8	57.6	131.39	128.20	74.60	73.82	-1.4	2.5	1.1	2.0	0.9	-0.5

Current Month - September 2024 vs September 2023												
	Occ %		ADR		RevPAR		Percent Change from September 2023					
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	60.3	62.2	164.87	167.95	99.45	104.50	-3.1	-1.8	-4.8	-4.5	0.3	-2.7
New Castle County, DE	64.6	62.6	139.90	130.79	90.32	81.83	3.2	7.0	10.4	10.5	0.1	3.3
Kent County, DE	48.9	53.0	114.66	127.23	56.03	67.47	-7.9	-9.9	-17.0	-17.0	0.0	-7.9
Outer Banks, NC+	61.1	64.6	163.80	175.16	100.00	113.19	-5.5	-6.5	-11.7	-11.3	0.4	-5.1
Jersey Shore+	53.4	54.4	151.16	161.64	80.73	87.97	-1.9	-6.5	-8.2	-8.9	-0.7	-2.6
Ocean City MD+	60.2	63.4	184.28	193.24	110.85	122.61	-5.2	-4.6	-9.6	-9.6	-0.0	-5.2
Virginia Beach	66.3	66.2	154.27	164.54	102.33	108.90	0.2	-6.2	-6.0	-5.2	0.9	1.1

PAT Revenue

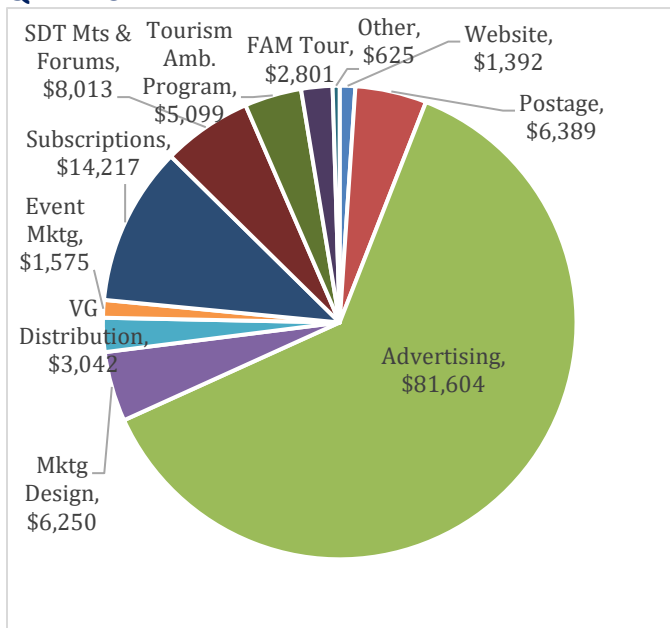
Q2 2025
\$539,313

Q2 2024
\$515,670

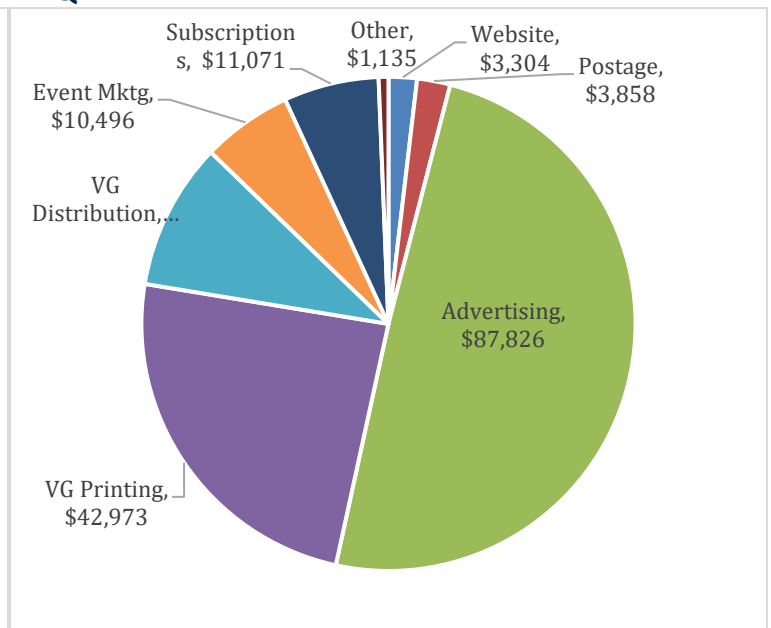
↑4.59% from Last Year

Marketing Expense Breakdown

Q2 FY 25



Q2 FY 24



Advertising Results

Adara Digital Tracking Report Q2-25 vs Q2-24

Oct-Dec Q2 - 24 - Q2- 25	Impressions	Uniques	Hotel Searches	Hotel Bookings
Miles/ Display/Native /Paid Social	1,423,428	378,626	1,153	38
	2,492,523	115,703	1,202	76
Effectv	289,707	23,148	4	1
Paid Facebook Newsfeed & promoted posts *	805	737	1	0
	4,332	1,650	13	1
SDT Hotel Page Clicks	5,430	3,679	18	1
	6,232	4,948	25	-
Baltimore Magazine	2,387	581	-	-
Military Times	499,504	85,833	29	3

Fall Advertising. (October-December 2024)

SDT implemented display, programmatic, social media, print, email, and TV/streaming advertising among the following outlets:

Mid Atlantic Events, Effectv, Compass Family Travel Magazine, Northern Virginia Magazine, Military Times, Baltimore Magazine, Forever Media Streaming, Facebook, Preservation Magazine, AAA World, and Philadelphia Magazine.

The markets included the following counties:

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

Fall Sample Ads:

Life tastes *better* here.™

Southern Delaware
Beaches are just the beginning™

Fresh seafood. Farm-to-table ingredients. Local breweries, distilleries, and scenic views. 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 *inspired* here.

VisitSouthernDelaware.com

Southern Delaware
Beaches are just the beginning™

Coastal Defense Stories Come Alive at Fort Miles Museum

Life is *timeless* here.

Southern Delaware
Beaches are just the beginning™

Life tastes *better* here.™

Visit The CULINARY COAST™

Life is *less boring* here.

Southern Delaware
Beaches are just the beginning™

Beautiful beaches. Fresh dining along our Culinary Coast™. Fun-free shopping at downtown boutiques and outlet centers. That's only the beginning of your next getaway in always charming Southern Delaware.
VisitSouthernDelaware.com

Southern Delaware Tourism Sponsored · 11

Indulge in the flavors of Southern Delaware with delicious seasonal dishes and fresh local harvests. Come taste for yourself!

<https://visitdelaware.com/>
Explore the Culinary Coast™.

Learn more

Southern Delaware Tourism Sponsored · 11

Experience fall outdoors in Southern Delaware with scenic walks, stop an and enjoy sunbathing. Join us!

<https://visitdelaware.com/>
Life is more good-natured here.

Learn more

Southern Delaware Tourism Sponsored · 11

Enjoy fall in Southern Delaware with arts, entertainment and more! Visit our events calendar to plan your perfect itinerary.

<https://visitdelaware.com/>
Life is more inspired here.

Learn more

visitdelaware Sponsored

Learn more

visitdelaware
Life tastes better here™
Experience incredible coastal flavors, pristine b...

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Learn more

visitdelaware
Explore the Culinary Coast™
Experience incredible coastal flavors, pristine b...

Southern Delaware
Beaches are just the beginning™

Life is more *good-natured* here.

PLAN YOUR TRIP

Native & Display

SOUTHERN DELAWARE TOURISM PAID MEDIA PERFORMANCE - FY25 Q2 [OCTOBER - DECEMBER] PROGRAMMATIC [DISPLAY]								
Sojern [October-December]								
Ad Type	Spend	Impressions	eCPM	Clicks	CTR (NEW Industry Benchmark 0.05%)	eCPC	Total Conversions	CPA
Display	\$13,235.78	2,205,963	\$6.00	647	0.03%	\$20.46	2,433	\$5.44
Added Value Display	\$0.00	119,572	\$0.00	37	0.03%	\$0.00	825	\$0.00
Totals	\$13,235.78	2,325,535	\$5.69	684	0.03%	\$19.35	3,258	\$4.06
Additional Sojern KPIs [August-November Only]- We don't get December data until later in January								
Confirmed Travelers	Confirmed Hotel Room Nights	Activities	Economic Impact	ROAS	Avg. Lead Time			
215	403	1,903	\$48,375.00	2.98:1	28.39 Days			
Activities = Flight Searches, Flights booked, Hotel Searches, Hotel Bookings, Car Rental Searches, Car Rental Bookings through Sojern's data partnerships								

Definitions: **eCPM**: Effective Cost per Million, **CTR**: Click Through Rates, **eCPC**: Effective Cost per Click, **CPA**: Cost per Acquisition

Southern Delaware Tourism

Effectv Streaming Campaign Summary

September 30 – November 24, 2024

Area	Target	Impression Goal	Impressions Served	% of Impression Goal	Completed Views	Completed Views %
Philadelphia	Booming with Confidence Flourishing Families	176,016	176,215	100.11%	159,443	90.48%
New York	Booming with Confidence Flourishing Families	117,344	117,551	100.18%	102,726	87.39%
HLLY	Booming with Confidence Flourishing Families	88,008	88,211	100.23%	84,704	96.02%
BWI	Booming with Confidence Flourishing Families	44,004	44,105	100.23%	42,646	96.69%
DC	Booming with Confidence Flourishing Families	117,334	117,555	100.18%	109,113	92.82%
Total		542,716	543,637	100.17%	498,632	91.72%

Effectv 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
- 80% of our campaign was delivered on Big Screen Smart/Connected TV’s and 20% of our campaign was delivered on an Adara trackable device. The Big Screen Smart Tv’s are currently not trackable with Adara’s technology. The Effectv Data team is talking with Adara to develop a solution to this problem, so that better tracking of hotel bookings can be tracked on the currently nontrackable devices.
- The top 2 networks/apps were Samsung TV Plus and Tubi Tv

Streaming Audio



Place	Impressions
Philadelphia, Pennsylvania	31,726
Washington, District of Colu...	26,836
Alexandria, Virginia	4,216
Silver Spring, Maryland	4,035
Lancaster, Pennsylvania	4,007
Paterson, New Jersey	3,602
Arlington, Virginia	3,156
Wilmington, Delaware	2,730
Reston, Virginia	2,573
Trenton, New Jersey	2,421

OVERVIEW

Impressions:	266,760
Completions:	240,959 90.33%

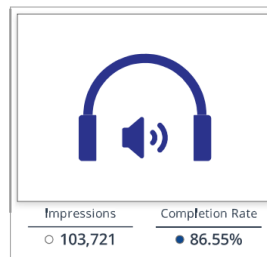
Website Attributions: 213

TOP PLACEMENTS

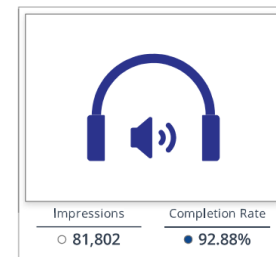
Placement	Completion Rate
com.apple.podcasts	99.81%
accuradio.com	99.76%
sonos.com	99.96%
iheart.com	99.15%
com.clearchannel.iheartr...	98.24%
lamusica.com	98.04%
com.cbsradio.cbsradiopl...	99.22%
iHeartRadio - Music & Ra...	98.18%
985thesportshub.com	99.75%
andhrajyothy.com	75.30%

TOP CREATIVE

SDT Streaming Outdoor 2024



SDT Culinary Streaming 2024



September 18, 2024 - November 19, 2024

Southern Delaware Tourism | SDT Streaming 2024-Streaming Audio

Top Five Landing Pages on SDT's Website

October 2024	November 2024	December 2024
1. Recreation arts & entertainment	1. Shopping	1. Shopping
2. Events (Page)	2. Recreation arts & entertainment	2. Recreation
3. Festivals	3. Food & Drink	3. Events
4. Outdoor Adventures	4. Meetings & Retreats	4. Outdoor Adventures
5. Food & Drink	5. Spas & Retreats	5. SDT Photo Contest

Top 10 Referring Websites

1. Baltimoremagazine.com	6. culinarycoastde.com
2. Visitdelaware.com	7. delawareonline.com
3. bringfido.com	8.wdel.com
4. Sussexcountyde.gov	9. secretsoftheeasternshore.com
5. delawaretoday.com	10. northernvirginiamag.com

Reader Response/Leads

<i>Publications</i>	Q2 2025	Q2 2024
Compass Family Travel	404	235
SDT Website Visitor Guide Orders	67	109
Southern Living	812	992
Great Vaca Getaways	312	Did not advertise

Public Relations

This quarter's SDT media coverage value is \$259,803.39 with over 28,086,854 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 Creators Syndicate, Student Travel Pro, Out & About. Additionally:

- We assisted with building and arranging itineraries for writers brought in by Baltz, our Culinary Coast agency.
- Our Ambassador Training Program was awarded the Customer Support Award in Thinkific's Learning Excellence Awards.

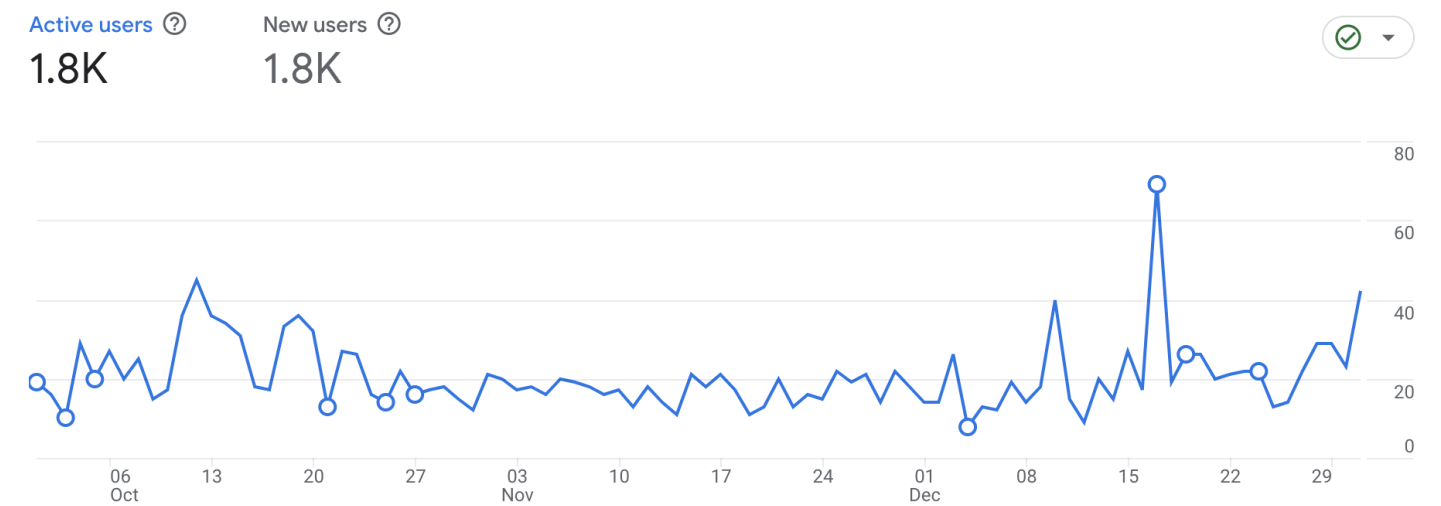
Additional initiatives this quarter included monthly eScapes newsletters and our quarterly Connections partner newsletter. Press releases we distributed this quarter included announcements of our annual Photo Contest, our SDT Awards announcement, announcement about our Ambassador Program’s award, the Tidewater Park dedication, and programs at Fort Miles.

We’ve continued working closely with Baltz on our Culinary Coast™ promotion.

Social Media

Social Media Platform	Total Followers	New Followers (This Quarter)	Reach (This Quarter)	Additional Metrics
SDT’s Facebook	20,232	132	271,400	N/A
@VisitSouthDel IG	7,133	291	64,920	N/A
@CulinaryCoastDE IG	1,209	59	N/A	N/A

SDT SouthDel SideKick Mobile App



This quarter's graph shows us that we had an active user base for Southdel Sidekick of 1.8k users, while lower than last quarter's we are currently in talks with D3 about new ways on getting more businesses and hotels to get involved on the app with our new point of contact there, Jennifer Evans. Further updates on this include 2 hotels in the queue waiting to be added to our Southdel Sidekick platform.