



**FY 2022 Third Quarter Marketing Report
January 1 – March 31, 2022**

Hotel Occupancy in Sussex County



Weekly Call-Arounds:

Wednesday Mean Average Occupancy.....35.4% ↑ **5.6% from Last Year**
 Saturday Mean Average Occupancy.....51.1% ↑ **9.8% from Last Year**

Smith Travel Report

	December	January	February
2022		35.9%	42.7%
2021	43.5%	38.4%	42.7%
2020	34.3%	34%	45.8%

↑ **2.2% from Last Year**

PAT Revenue

Q3 2022 Q3 2021

\$146,222 \$89,484 ↑ 63% from Last Year

Marketing Expense Breakdown

Q3 FY 22 Q3 FY 21

	Other,	Website /	Subscriptions,	Other,	
					\$726 Website /
Subscriptions,	Design,		Mktg		\$18,331
\$5,792	\$1,765		Design, \$1,765		E-Mktg, \$1,694
	Awards				
	Luncheon,		Printing, \$1,000		
	\$1,710		\$913		
	E-Mktg,	Advertising,	\$702		
	\$1,604	\$14,790			
Mktg				Advertising,	

Insights to Winter Campaign

1/17-2/28/22

Accommodations

- The ad brought in 365,932 impressions and 4,884 clicks.
- The CTR came in above the benchmark of 0.90%, at 1.33%, and saw the highest CTR overall. • There was moderate engagement on the site with 3,714 sessions, and users spent about 25 seconds clicking on 1.3 pages/session
- These ads saw great social engagement with 499 post reactions, 35 comments, 55 post saves, and 23 post shares.

Pet Friendly

- This ad brought in the most impressions (456,235) and the most clicks (5,127) overall. • The CTR came in above the benchmark (1.12%)

- These ads produced the most post reactions (865) and the most post saves (100) overall.
- 4,145 users engaged with the ads and stayed on the site for an average of 20 seconds after clicking through from the ads

Culinary/Beer/Wine Tourism

- The newsfeed ad brought in 454,909 impressions and 2,801 clicks.
- These ads produced 1,560 sessions and visitors spent 20 seconds on the site.
- Social engagement produced 489 reactions, 9 comments, 24 post saves, and 36 post shares.

	Impressions	Clicks	CTR	Sessions
Accommodations	365,932	4,884	1.33%	3,714
Pet Friendly	456,235	5,127	1.12%	4,145
Culinary	454,909	2,801	0.62	1,560
<u>Totals</u>	<u>1,277,076</u>	<u>12,812</u>	<u>1.00%</u>	<u>9,419</u>

Glossary

Impressions: The number of times the ad was shown.

Clicks: The number of times a user clicks on an ad.

Click-through rate (CTR): The ratio of users who clicked on an ad to the total number of users who saw the ad. This is calculated as (clicks/impressions) x 100.

Sessions (also called visits): The number of visits to your website. This metric can count visitors who visit more than once.

Organic search results are the Web page listings that most closely match the user's search query based on relevance. Also called "natural" search results, ranking high in the organic results is what SEO is all about.

Top Five Landing Pages

January 2022	February 2022	March 2022
1. Where to Stay (Accommodations)	1. Blog post – 5 Great Ways to Relax and Renew with a Road Trip to Southern Delaware	1. Home Page
2. Home Page	2. Pet Friendly	2. Pet Friendly
3. Pet Friendly	3. Food & Drink	3. Blog post – 5 Great Ways to Relax and Renew with a Road Trip to Southern Delaware
4. DE Beach Cams	4. Home Page	4. Southern Delaware Tourism Photo Contest
5. Southern Delaware Tourism Photo Contest	5. Event: Fire & Ice Festival	5. Food & Drink

Top 10 Referring Websites (January 1 – March 31, 2022)

1. Facebook.com
2. SDT eScapes Newsletter (emailstyles.com)
3. VisitDelaware.com (DTO)
4. Instagram (Visitsouthdel.start.page)
5. Sussexcounty.gov
6. PhotoContestInsider.com
7. DeepBranchCampground.com
8. BuzztheBeach.com
9. TheWildest.com (pet site)
10. DelmarvaBirding.com

Our Top 10 Referring Websites are the websites which the most traffic to our website is generated from.

Public Relations

This quarter's SDT publicity value is **\$98,462+**, and partner media value this quarter is over **\$816,000+**. This quarter we assisted multiple writers and responded to (or referred to partners) a variety of media queries.

Additional initiatives this quarter included monthly eScapes newsletters and our quarterly Connections partner newsletter. We created and distributed two press releases this quarter, including our annual What's New in Southern Delaware in 20XX, that generated a terrific media response. The second release was

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announcing the winners of our 2022 SDT Photo Contest, which wrapped up on March 11. We were able to use the Crowdriff platform in conjunction with our photo contest and it worked beautifully and provided terrific time savings. During the upcoming quarter, we're looking forward to implementing interactive photo galleries on several pages of our website via Crowdriff.

We've also revved up our work with Baltz and Co. on our Culinary Coast™ promotion. There are lots of exciting things in the works, including a Culinary Coast pop up event in NYC in June. There has also been a great deal of media interest resulting from the spring Culinary Coast press release Baltz and Co. sent out in March.

The SDT team also hosted a well-received partner webinar in March which was attended by 47 tourism partners, and covered a packed agenda including information about our various initiatives, free and low cost ways to work with SDT including marketing and advertising co-op opportunities, and much more.

We have begun the training necessary to make the best use of the Muck Rack PR platform which we recently joined, and are looking forward to taking advantage of all it has to offer during the new quarter.

Social Media

Over the past quarter, SDT added 372 Facebook fans which now number 11,338 and over 12,500 follow our

page. Our @VisitSouthDel Instagram now has 4,964 followers, and our Instagram focusing on the Culinary Coast scene, @CraveSouthDel, continues to increase in following, having added over 100 followers this quarter for a current total of 859. Engagement numbers continue to be good and improving across all social media platforms.

Social media and website initiatives this quarter continued to focus on compiling, creating, and sharing content, blog posts and videos highlighting events, our Bike and Stay program, our Paddle and Stay program, outdoor attractions, disseminating our eScapes newsletters, and sharing appropriate partner content regarding events and offerings.