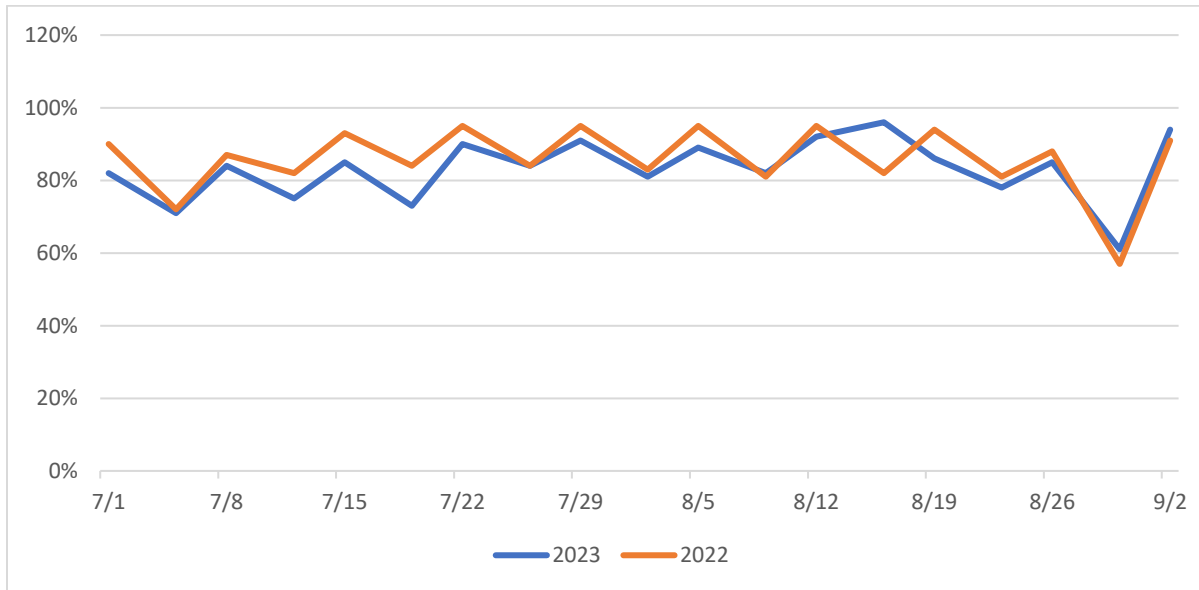




FY 2024 First Quarter Marketing Report July 1 – September 30, 2023

Hotel Occupancy in Sussex County



Weekly Call-Arounds:

Wednesday Mean Average Occupancy.....70.1% ↓ 8.3% from Last Year
 Saturday Mean Average Occupancy.....87.8% ↓ 4.5% from Last Year

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

Current Month - August 2023 vs August 2022												
	Occ %		ADR		RevPAR		Percent Change from August 2022					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	74.1	77.5	226.25	238.25	167.67	184.64	-4.4	-5.0	-9.2	-6.5	3.0	-1.5
New Castle County, DE	62.1	64.8	129.14	136.79	80.25	88.64	-4.1	-5.6	-9.5	-7.8	1.8	-2.4
Kent County, DE	57.2	63.0	140.77	151.66	80.51	95.53	-9.2	-7.2	-15.7	-13.0	3.3	-6.3
Outer Banks, NC+	70.8	70.4	216.11	227.69	153.05	160.36	0.6	-5.1	-4.6	-5.3	-0.8	-0.3
Jersey Shore+	69.0	70.2	165.42	180.65	114.14	126.90	-1.8	-8.4	-10.1	-9.6	0.6	-1.2
Ocean City MD+	76.9	77.9	285.49	285.59	219.58	222.56	-1.3	-0.0	-1.3	-1.5	-0.1	-1.4
Virginia Beach	73.6	76.6	217.34	217.30	160.07	166.49	-3.9	0.0	-3.9	-1.5	2.4	-1.6

Current Month - July 2023 vs July 2022												
	Occ %		ADR		RevPAR		Percent Change from July 2022					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	76.7	78.9	242.90	248.78	186.28	196.27	-2.8	-2.4	-5.1	-2.2	3.0	0.1
New Castle County, DE	62.5	66.9	137.81	136.67	86.16	91.45	-6.6	0.8	-5.8	-3.1	2.9	-3.9
Kent County, DE	63.3	65.5	168.56	169.65	106.71	111.20	-3.4	-0.6	-4.0	-4.0	0.0	-3.4
Outer Banks, NC+	75.6	75.1	240.58	251.61	181.90	189.02	0.6	-4.4	-3.8	-4.6	-0.8	-0.2
Jersey Shore+	72.6	74.6	168.90	194.37	122.70	145.06	-2.7	-13.1	-15.4	-14.9	0.6	-2.1
Ocean City MD+	78.7	78.2	299.67	301.28	235.80	235.65	0.6	-0.5	0.1	-0.1	-0.1	0.5
Virginia Beach	79.9	82.6	239.90	239.41	191.59	197.75	-3.3	0.2	-3.1	-0.7	2.5	-0.9

PAT Revenue

Q1 2024

\$599,335

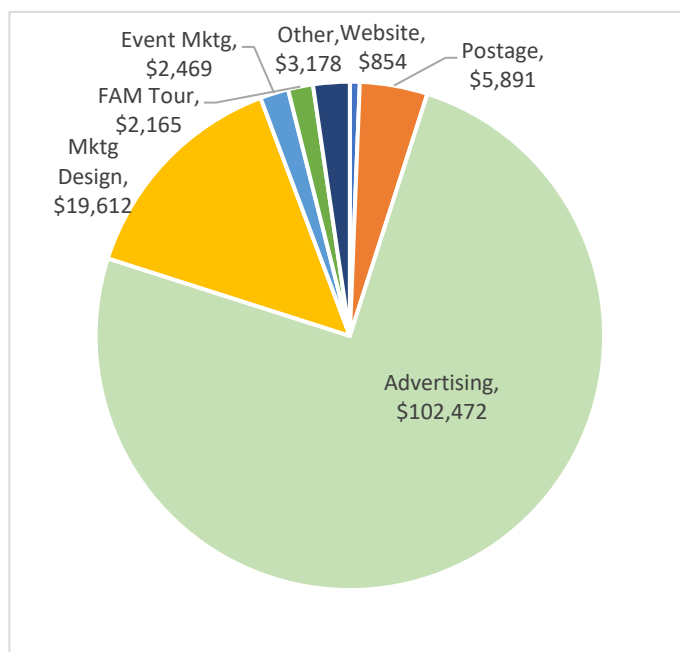
Q1 2023

\$658,934

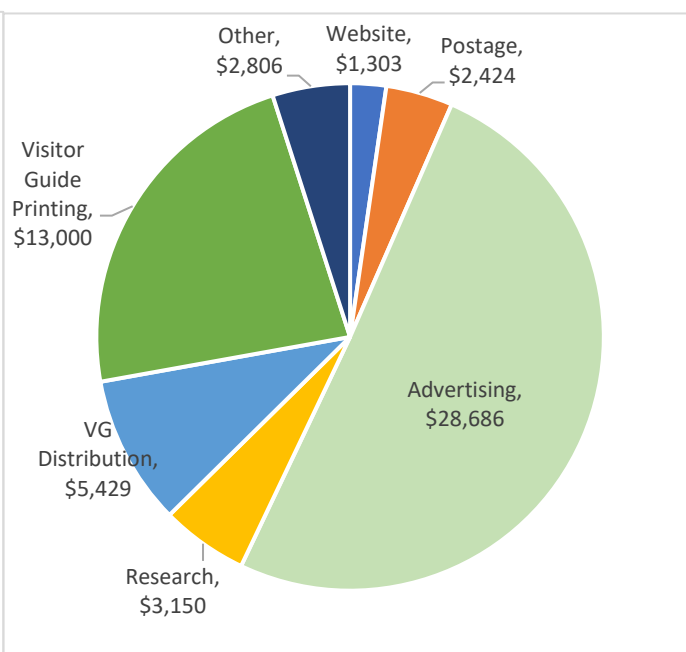
↓ 9% from Last Year

Marketing Expense Breakdown

Q1 FY 24



Q1 FY 23



Advertising Results

Adara Digital Tracking Report July, August, September 2023				
	Impressions	Uniques	Hotel Searches	Hotel Bookings
AAA	1,806,281	9,689	103	2
Paid Facebook newsfeed & promoted posts	1,637	944	6	4
Effectv	16,581,493	177,365	329	9
Edible Philly	11,988	2,947	3	0
Northern VA (Sept only)	174,176	40,000	37	5
Miles Programmatic / Paid Social Media	2,512,291	654,535	2,555	61
Accommodations Click Trackers on SDT's Website	6,409	5,070	148	3

Fall 2023 Advertising

SDT will be implementing display, programmatic, social media, print, email, podcast, and TV/streaming advertising among the following outlets: Baltimore Magazine, Philadelphia Magazine, Military Times, Reunion Magazine, Mid Atlantic Events, Effectv, Facebook, and Instagram.

- 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
- VA - Arlington Springfield, Fairfax, Loudon, and Prince William Co
- NY- NYC 5 boroughs and Long Island

Sample ADs:

Your next big moment happens here.

CAPE HENLOPEN STATE PARK

Plan Your Trip

Southern Delaware
Beaches are just the beginning™

Card 1: Be Festive

Card 2: Eat Fresh

Card 3: Pack Your Pet

Card 4: Plan Your Trip

Southern Delaware
Beaches are just the beginning™

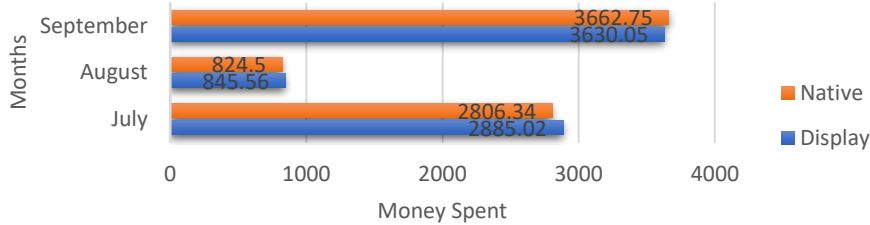
Cape Henlopen State Park

Southern Delaware
Beaches are just the beginning™

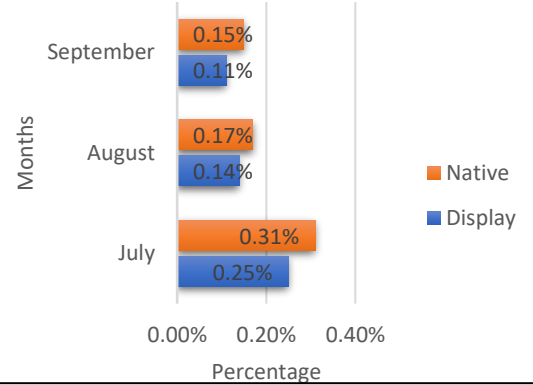
visitsoutherndelaware.com

Native & Display:

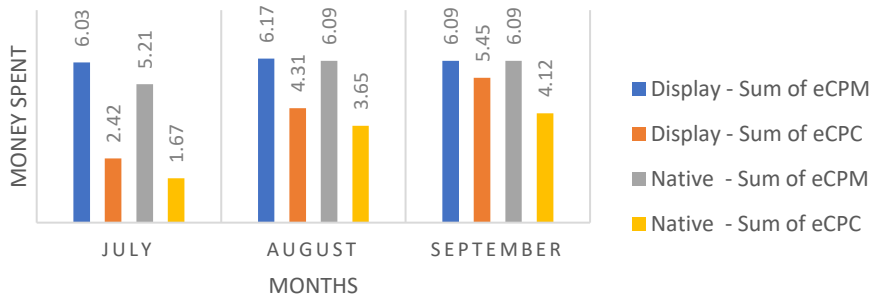
2024 Q1 - Spend



2024 Q1 - CTR



2024 Q1 - ECPM & ECPC



Insights into the Q1 2024 Social and Digital Campaigns

Definitions:

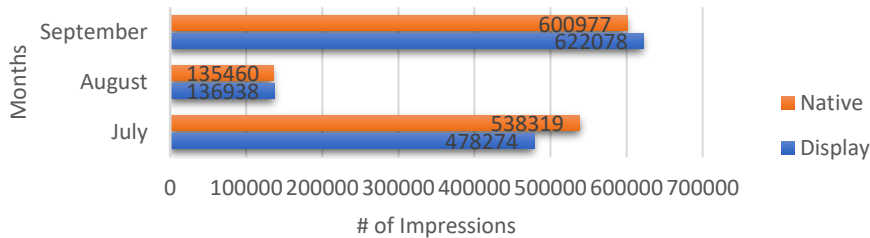
eCPM-Effective Cost per thousand impressions

CTR- Click Through Rates (clicks/impressions)

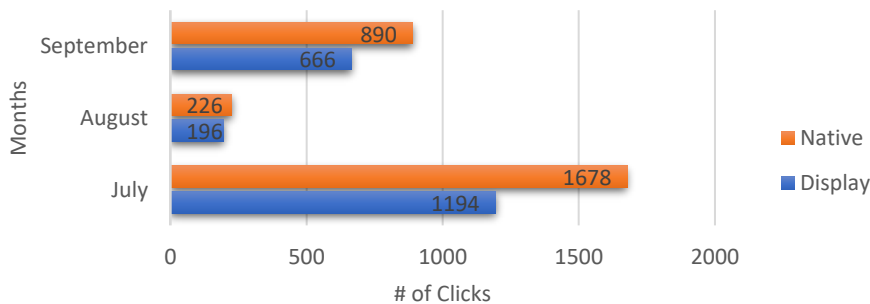
eCPC- Effective Cost per Click

CLPV – Cost/landing page view

2024 Q1 - Impressions



2024 Q1 - Clicks



PAID SOCIAL (META = INSTAGRAM/FACEBOOK)

July: Landing Page Views: 7,759 C/LPV: \$0.58 CTR: 2.17% Most engaged gender: Women 55+ Top Cities for Link Clicks: Philadelphia (3,547) New York (3,476) Washington (1,993) The top performing ad was the Single Image ad on Facebook. Engagement rate: 2.51%	August: Landing Page Views: 6,278 C/LPV: \$0.65 CTR: 2.04% Most engaged gender: Women 55+ Top Cities for Link Clicks: Philadelphia (2,902) New York (2,592) Washington (1,427) The top performing ad was the Single Image ad on IG. Engagement rate: 2.69%	September: Landing Page Views: 4,605 C/LPV: \$0.86 CTR: 1.39% Most engaged gender: Women 65+ Top Cities for Link Clicks: Philadelphia (2,113) New York (1,612) Washington (1,075) Engagement rate: 1.81%
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Effectv Insights

Southern Delaware

Effectv Streaming Campaign Summary

August & Sept 2023

Area	Target	Impression Goal	Impressions Served	% of Impression Goal	Completed Views	Completed Views %
Philadelphia	Booming with Confidence Flourishing Families	111,110	110,891	99.80%	91,515	82.53%
New York	Booming with Confidence Flourishing Families	92,592	92,586	99.99%	65,582	70.83%
HLLY	Booming with Confidence Flourishing Families	55,554	55,471	99.85%	47,847	86.26%
BWI	Booming with Confidence Flourishing Families	55,554	55,577	100.04%	47,525	85.51%
DC	Booming with Confidence Flourishing Families	55,554	55,582	100.05%	44,476	80.02%
Total		370,364	370,107	99.93%	296,945	80.23%

- 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

- Our performance is solid. Any completed view over 80% is solid audience engagement. New York is the only area that is under, so we will review this area for next year. We are looking at making some adjustments to the buy for the second half of FY24; possibly narrowing our audience and trying some new streaming products.

Top Five Landing Pages on SDT's Website

July 2023	August 2023	September 2023
1. Pet Friendly	1. Pet Friendly	1. Pet Friendly
2. Events (Page)	2. Events (Page)	2. DE events - Festivals
3. Cape Henlopen State Park	3. Fall for our History	3. Events (Page)
4. Fall for our History	4. Arts Around our Town	4. Fall For our History
5. Fabulous Family Attractions (Blog)	5. Fabulous Family Attractions (Blog)	5. Arts Around our Town

Top 10 Referring Websites

1. Emailstyles.com (SDT monthly e-Scapes newsletter)	6. Mooringsatlewes.org
2. Visitdelaware.com	7. cmlf.com
3. Deepbranchcampground.com	8. Radaronline.com
4. Admiralonbaltimore.com	9. Univision.com
5. Sussexcountyde.gov.com	10. Nydailynews.com

Reader Response/Leads

<i>Publications</i>	Q1 2024	Q1 2023
Compass Family Travel	551	924
AAA	14	9
SDT Website Visitor Guide Orders	188	114
Southern Living	1,250	--

Public Relations

This quarter's SDT media coverage value is over \$908,000 with nearly 98 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 represented publications including Sass, AAA World, TravelPulse and several others.

Additional initiatives this quarter included monthly eScapes newsletters and our quarterly Connections partner newsletter. Press releases we distributed this quarter included those about our Arts Around Our Towns and Fall for Our History initiatives, the changeover in SDT leadership at the July board meeting, and our call for nominations for this year's Southern Delaware Tourism Awards.

We've continued working closely with Baltz on our Culinary Coast™ promotion. Media coverage attributed to Baltz this quarter includes stories published in NBC Washington, PureWow, Mens Journal, InsideHook, and Forbes, accounting for \$807,105 of our total media coverage value for the quarter.

Additionally, this quarter, Tina attended Crowdriff's See Conference virtually. The conference is for travel and tourism marketers and includes keynotes, workshops, and breakout sessions. Chris also attended the ESTO conference with Scott in Savannah, GA.

Tina also completed an extensive itinerary for three travel writers from the International Food and Wine Travel Writers Association (IFWTWA) who were scheduled to visit Southern Delaware from September 22 – 25. Unfortunately, due to tropical storm Ophelia the visit had to be postponed, but the same itinerary will be utilized next fall for the same three writers (and maybe more) who are very excited and all planning on attending the rescheduled FAM.

Social Media

Over the past quarter, SDT's Facebook added 326 likes for a current net total of 15,870 and 368 Facebook followers for a current net total of 17,721. Our Facebook page reach for the quarter was 787,818.

Our @VisitSouthDel Instagram has added 326 followers for a net 148 new followers over the last three months for a total of 5,771, and our reach was 332,407 a significant increase over last quarter.

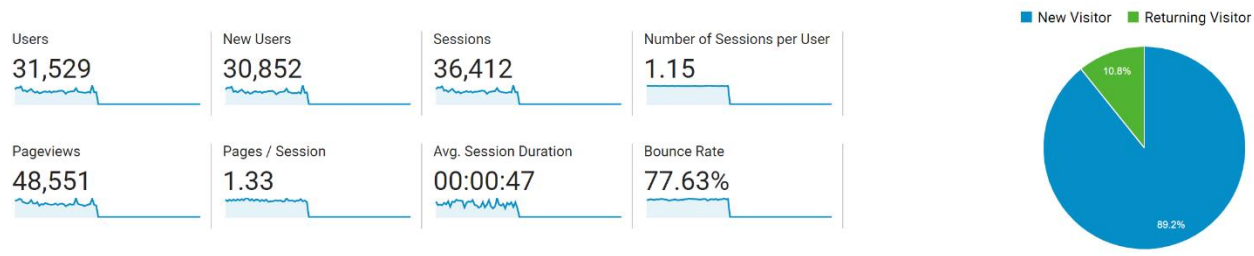
Our Instagram focusing on the Culinary Coast scene, @CulinaryCoastDE (formerly CraveSouthDel), made moderate progress this quarter adding 34 followers for a current total of 1,089.

Engagement numbers continue to be good and improving across all social media platforms, although algorithm shifts continue to make some measurements difficult.

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, disseminating our eScapes newsletters, and sharing appropriate partner content regarding events and offerings.

Chris attended the MATPRA quarterly meeting in York, PA in June and will be attending the annual MATPRA Marketplace later this month.

SouthDel SideKick



This graph illustrates user activity exclusively from July 1st to August 11th due to our transition to Google's GA4. We're actively collaborating with our partners at D3corp to ensure the smooth resumption of data collection. This quarter, we've talked to Iona Stables and to get their dashboard furthered along on the Sidekick platform.