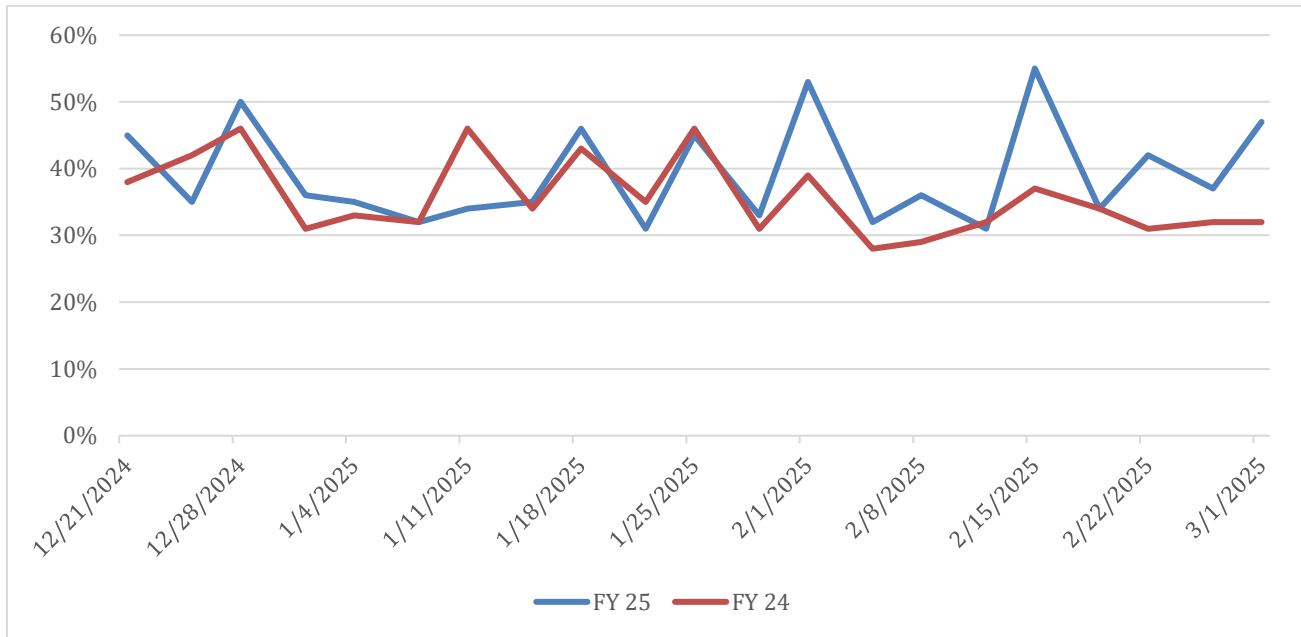




FY 2025 Third Quarter Marketing Report January 1 – March 31, 2025

Hotel Occupancy in Sussex County



Weekly Call-Arounds:

Wednesday Mean Average Occupancy.....33.8% **↑ 0.4% from Last Year**
 Saturday Mean Average Occupancy.....46.2% **↑ 7.0% from Last Year**

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

Current Month - February 2025 vs February 2024												
	Occ %		ADR		RevPAR		Percent Change from February 2024					
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	42.2	45.8	110.67	109.92	46.70	50.33	-7.8	0.7	-7.2	-2.2	5.4	-2.8
New Castle County, DE	54.5	57.5	117.19	122.15	63.88	70.21	-5.2	-4.1	-9.0	-9.2	-0.1	-5.3
Kent County, DE	46.0	43.6	99.18	106.55	45.62	46.44	5.5	-6.9	-1.8	-1.8	0.0	5.5
Outer Banks, NC+	38.5	42.0	102.05	102.41	39.30	42.98	-8.2	-0.4	-8.6	-8.1	0.5	-7.8
Jersey Shore+	44.4	49.5	115.78	119.31	51.46	59.01	-10.1	-3.0	-12.8	-13.0	-0.3	-10.4
Ocean City MD+	30.5	31.8	104.72	108.08	31.93	34.39	-4.2	-3.1	-7.2	-8.2	-1.1	-5.2
Virginia Beach	46.5	50.0	112.47	113.53	52.33	56.73	-6.9	-0.9	-7.8	-7.7	0.0	-6.9

Current Month - January 2025 vs January 2024												
	Occ %		ADR		RevPAR		Percent Change from January 2024					
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	35.3	39.5	106.55	104.80	37.63	41.35	-10.5	1.7	-9.0	-6.4	2.9	-7.9
New Castle County, DE	46.8	50.1	113.35	118.73	53.07	59.54	-6.6	-4.5	-10.9	-10.6	0.3	-6.4
Kent County, DE	39.4	37.5	97.35	101.74	38.39	38.17	5.1	-4.3	0.6	0.6	0.0	5.1
Outer Banks, NC+	33.0	33.2	93.85	94.57	31.02	31.42	-0.5	-0.8	-1.3	-0.8	0.5	-0.0
Jersey Shore+	39.9	43.9	112.39	114.83	44.85	50.37	-9.0	-2.1	-11.0	-12.2	-1.4	-10.3
Ocean City MD+	24.5	24.4	89.45	91.06	21.93	22.18	0.7	-1.8	-1.1	0.1	1.3	1.9
Virginia Beach	39.5	40.1	106.85	102.36	42.20	41.04	-1.5	4.4	2.8	2.9	0.0	-1.5

Current Month - December 2024 vs December 2023												
	Occ %		ADR		RevPAR		Percent Change from December 2023					
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	42.0	42.6	115.76	109.35	48.64	46.62	-1.4	5.9	4.3	7.3	2.8	1.3
New Castle County, DE	51.9	48.5	119.81	117.78	62.18	57.13	7.0	1.7	8.8	8.8	-0.0	7.0
Kent County, DE	39.8	38.2	97.60	102.52	38.87	39.18	4.2	-4.8	-0.8	-0.8	0.0	4.2
Outer Banks, NC+	34.9	35.6	98.07	99.68	34.21	35.49	-2.0	-1.6	-3.6	-3.2	0.5	-1.6
Jersey Shore+	36.2	41.9	119.13	117.69	43.11	49.32	-13.7	1.2	-12.6	-14.1	-1.7	-15.1
Ocean City MD+	31.9	33.2	99.70	104.91	31.76	34.82	-4.0	-5.0	-8.8	-9.2	-0.5	-4.5
Virginia Beach	42.0	41.7	109.29	109.47	45.86	45.66	0.6	-0.2	0.4	0.5	0.0	0.6

PAT Revenue

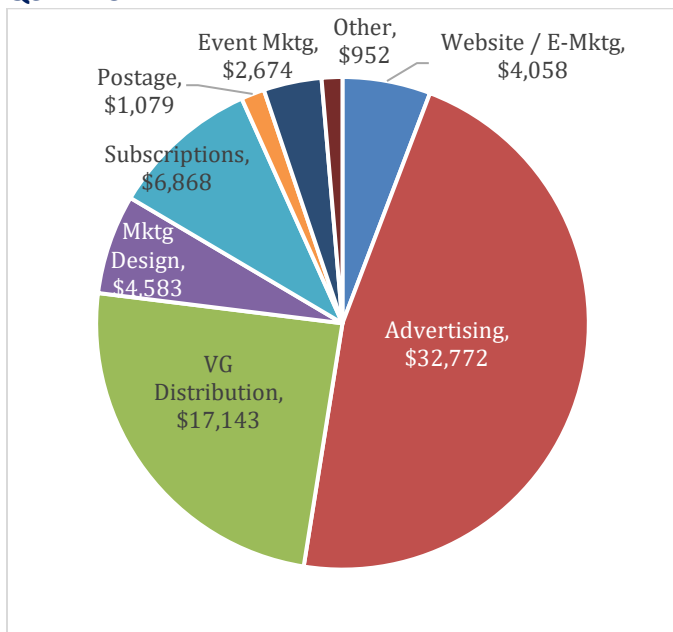
Q3 2025
\$130,537

Q3 2024
\$110,320

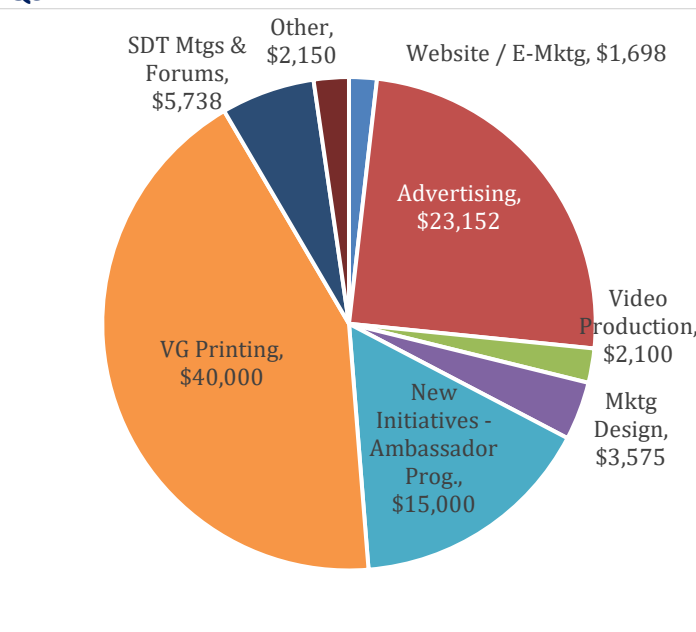
↑18.3% from Last Year

Marketing Expense Breakdown

Q3 FY 25



Q3 FY 24



Advertising Results

Adara Digital Tracking Report

Jan-Mar 2025(Q3-25) vs

Jan-Mar 2024(Q3-24)

Jan-Mar Q3 - 25 - Q3- 24	Impressions	Uniques	Hotel Searches	Hotel Bookings
Miles/ Display/Native /Paid Social	2,115,875	145,573	1,696	130
	823,624	296,230	518	32
Effectv	Adara no longer tracks CTV Placements			
	291,904	21,534	15	1
Paid Facebook Newsfeed & promoted posts	4,864	1,485	3	0
	739	342	0	0
SDT Hotel Page Clicks	6,361	3,655	32	0
	6,557	4,289	80	1
Bethesda Magazine	51,238	6,437	77	1

Winter Advertising. (January – March 2025)

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

Mid Atlantic Events, Effectv, Compass Family Travel Magazine, Bethesda Magazine, Facebook, and Pride Journeys.

The markets included:

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

Winter 2025 – FY 26 AD Campaign Creative Examples

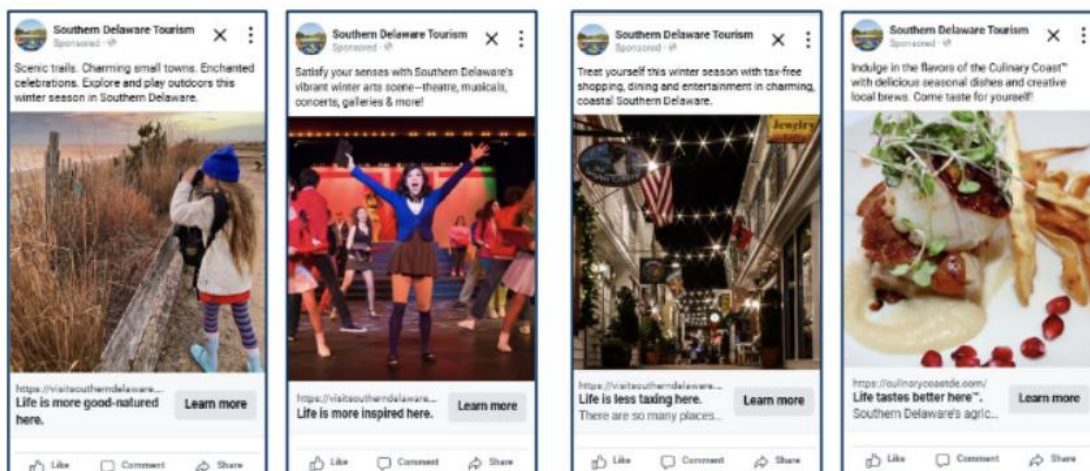
Programmatic

Display Ad Units



Social

Static Units



Social

Carousel Unit



Paid Media Performances (Jan-Mar)

Adara and Sojern are collecting booking data from different booking partners and can safely be counted and summed separately.

Display

SOUTHERN DELAWARE TOURISM PAID MEDIA PERFORMANCE - FY25 Q3 [JANUARY - MARCH] PROGRAMMATIC [DISPLAY]								
Sojern [January-March]								
Ad Type	Spend	Impressions	eCPM	Clicks	CTR (NEW Industry Benchmark 0.05%)	eCPC	Total Conversions	CPA
Display	\$11,217.00	1,933,821	\$5.80	1,522	0.08%	\$7.37	4,155	\$2.70
Totals	\$11,217.00	1,933,821	\$5.80	1,522	0.08%	\$7.37	4,155	\$2.70
Additional Sojern KPIs								
Confirmed Travelers	Confirmed Hotel Room Nights	Activities	Economic Impact	ROAS	Avg. Lead Time			
272	518	330	\$61,200.00	5.46:1	36.97			
Activities = Flight Searches, Flights booked, Hotel Searches, Hotel Bookings, Car Rental Searches, Car Rental Bookings through Sojern's data partnerships								

Adara and Sojern are collecting booking data from different booking partners and are mutually exclusive.
(130 + 518) = **648 confirmed hotel room nights.**

META – Paid Social

SOUTHERN DELAWARE TOURISM PAID MEDIA PERFORMANCE - FY25 Q3 [JANUARY - MARCH] 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)	Top Performing Ads
Spring (February - March)	\$8,470.74	1,076,338	16,976	\$0.50	19,815	1.84%	10.33%	Adults 45+ made up 80% of link clicks Women most engaged	New York (9,043) Philadelphia (6,502) Washington, DC (2,571)	Spring A&E image, Spring Outdoor image, & Spring Carousel
Winter (January)	\$2,499.85	432,549	8,152	\$0.31	9,631	2.23%	6%	Adults 45+ made up 85% of link clicks Women most engaged	Philadelphia (3,579) New York (3,507) Washington, DC (1,174)	Winter Shopping image, Winter Carousel & A&E image
Total	\$10,970.59	1,508,887	25,128	\$0.44	29,446	1.95%	9.33%	Adults 45+ made up 81% of link clicks Women most engaged	New York (12,550) Philadelphia (9,631) Washington, DC (3,745)	Spring A&E image, Spring Outdoor image, & Winter Shopping image

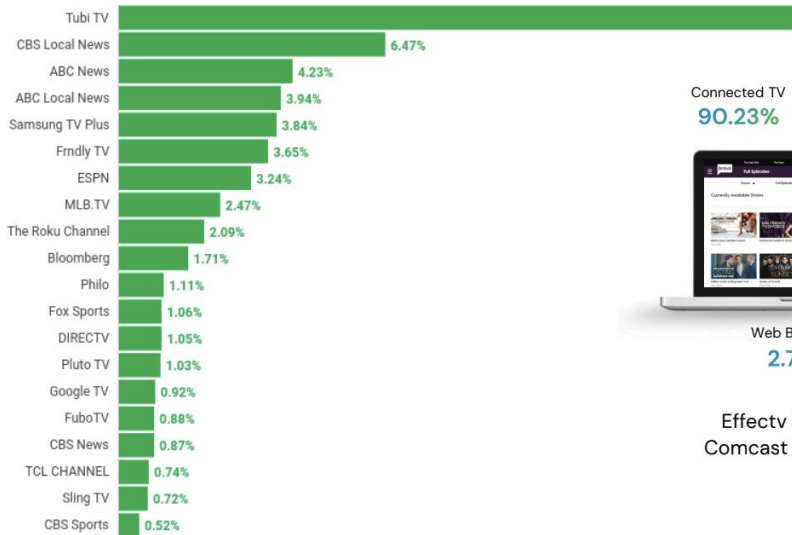
Search Engine Marketing (SEM)

SOUTHERN DELAWARE TOURISM PAID MEDIA PERFORMANCE - FY25 Q3 [JANUARY - MARCH] SEM						
Campaign	Cost	Impressions	Clicks	CTR (Industry Benchmark is 10.03%)	Avg. CPC (Industry Benchmark is \$1.63)	
Brand	\$740.25	27,317	1,699	6.22%	\$0.44	
Things to Do	\$768.40	18,314	1,588	8.67%	\$0.48	
Meetings & Retreats	\$567.68	4,530	261	5.76%	\$2.18	
Totals	\$2,076.33	50,161	3,548	7.07%	\$0.59	

Total

Effectv Streaming Content & Devices

% Impression Distribution



Impressions Delivered By Platform



Effectv Streaming extended your campaign reach beyond Comcast households, delivering **90.23%** of your impressions across the big screen!

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effectv

2

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
- Suburban Style – “Middle-aged, ethnically-mixed suburban families and couple earning upscale incomes. Ages 45-60

90% of the campaign was delivered on Big Screen Smart/Connected TV’s and 10% of the campaign was delivered on an Adara trackable device. The Big Screen Smart TVs are currently not trackable with Adara’s technology.

We are using a new technology with Effectv that starts with the April campaign that will track on Smart TVs the visits to our hotel page vs. our vacation rentals page and will help determine in the future which area (DMA) is more likely to book at a hotel rather than a vacation rental. This will allow the team to spend funds based on highest ROI.

Top Five Landing Pages on SDT's Website

January 2025	February 2025	March 2025
1. Shopping	1. Outdoor Adventures	1. Outdoor Adventure
2. Recreation arts & entertainment	2. Recreation arts & entertainment	2. Recreation arts & entertainment
3. Outdoor Adventures	3. South Del Photo Contest	3. Events
4. South Del Photo Contest	4. Pet Friendly	4. South Del Photo Contest
5. Food & Drink	5. Our Towns	5. Pet Friendly

Top 10 Referring Websites

1. Bringfido.com	6. mooringatlewes.org
2. Visitdelaware.com	7. cmlf.com
3. sussexcountyde.gov	8.coasttv.com
4. culinarycoastde.com	9. chatgpt.com
5. leweschamber.com	10. delawaretoday.com

Reader Response/Leads

<i>Publications</i>	Q3 2025	Q3 2024
SDT Website Visitor Guide Orders	103	211
Southern Living	346	460
Great Getaways	92	39

Public Relations

This quarter's SDT media coverage value exceeded \$313,000 with over 33,870,000 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 U.S. News and World Report, Mid Atlantic Events, American Dream TV, Northern Virginia Magazine, Sports Events Magazine, Philadelphia Magazine, Group Travel Leader, Pride Journeys, Twin Capes Magazine and others. Additionally:

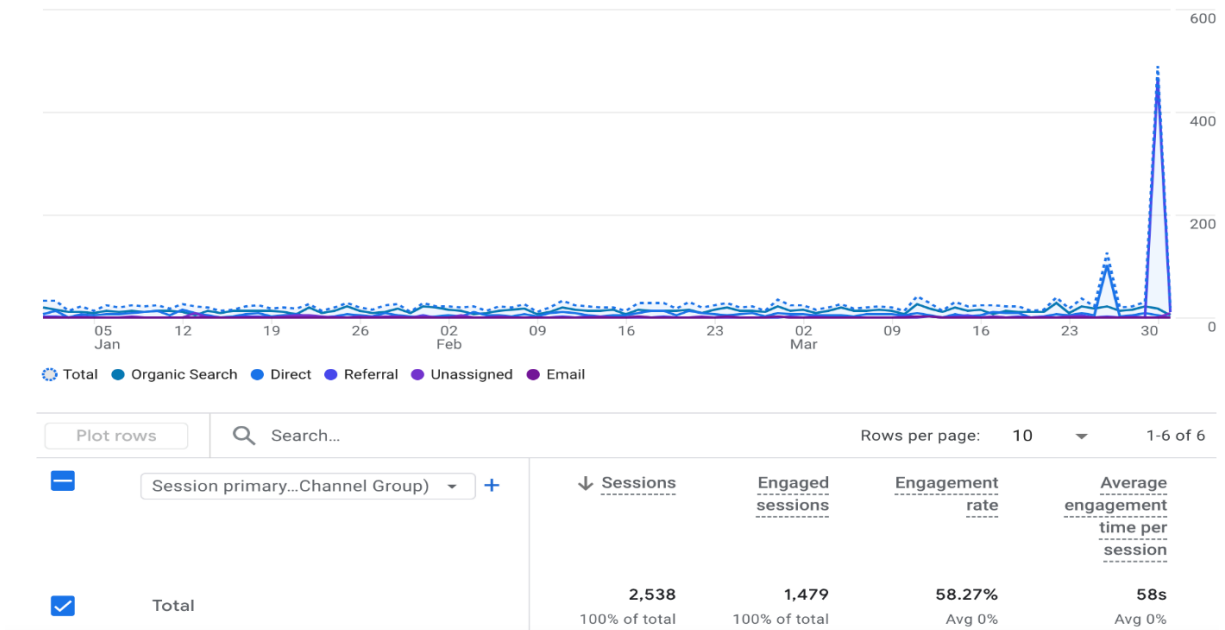
- Our 2025 Photo Contest netted us over 200 photos to add to our galleries for marketing, media requests, our website and visitor guide, etc.
- We contributed copy and photos for the Cape to Cape Scenic Driving Tour currently in development.

This quarter also included monthly eScapes newsletters and our quarterly Connections partner newsletter. Press releases we distributed this quarter included our annual What's New in Southern Delaware press release, 2025 photo contest winners' announcement, and Tourism Ambassador course enters second year press release.

Social Media

Social Media Platform	Total Followers	New Followers (This Quarter)	Reach (This Quarter)	Additional Metrics
SDT's Facebook	20,400	165	311,000	N/A
@VisitSouthDel IG	7,524	291	190,837	N/A
@CulinaryCoastDE IG	1,258	49	1,114	N/A

SouthDel SideKick



This quarters graph shows an increase in users which is coherent with the upcoming seasons being our busier months. We are excited to share that over this quarter we've been able to acquire 4 new hotels and are getting them involved with our Paddle/Bike & Stay Programs. These hotels include Staybridge Suites, Holiday Inn Express Rehoboth, Home2 Suites, and Hotel Blue. We have also been in talks with Dogfish Head on updating their deals on Southdel Sidekick for the upcoming season.

SDT Tourism Ambassador Program

Our Tourism Ambassador program more than doubled the number of certified ambassadors completing the course than we had at the beginning of the quarter. Additionally, partners stepped up and offered a great collection of Ambassador Rewards (6 in all) for this spring to familiarize our ambassadors with local attractions. We currently have 221 enrollments for the program, with 179 of those having already completed the program.