



FY 2026 Marketing Plan

I. Advertising

A. Goals:

1. **Revenue Generation:**
Generate \$500,000 in Sussex County accommodations bookings by creating four seasonal advertising campaigns while researching additional opportunities in feeder markets and target lifestyle groups.
2. **Website Traffic:**
Generate 250,000 unique visits to VisitSouthernDelaware.com.
3. **Partnership Development:**
Create five co-op opportunities for SDT Partners and Applicant Chambers of Commerce.

B. Measurement:

Each advertising vehicle's return on investment (ROI) will be assessed using the following key performance indicators (KPIs):

1. **Hotel & Vacation Rental Metrics:**
 - Hotel and vacation rental searches and bookings via Adara (or other third-party companies).
 - Revenue generated from hotel and vacation rental bookings.
2. **Advertising Performance Metrics:**
 - **eCPM:** Cost per thousand impressions.
 - **eCPC:** Cost per click.
 - **CTR:** Click-through rate.
 - **CPA:** Cost per action.
3. **Visitor Engagement:**
 - Number of SDT Visitor Guides requested quarterly.
 - Unique viewers reached via Google Analytics.
 - Ad vendor reports on impressions, completed views, etc.
4. **Campaign-Specific Tracking:**
 - Create sub-accounts for each advertising campaign to measure ROI and ROO (Return on Objective) per season
5. **Meetings & Retreats:**
 - Number of SDT \$300 for 30 Room Nights Rebates redeemed

C. Campaigns (Content & Messaging)

1. **Come to the Culinary Coast™ , Life Tastes Better Here**– Highlight Sussex County’s food adventures and dining scene.
 2. **Life is Less Taxing Here** – Emphasize tax-free shopping in Sussex County.
 3. **Life is More Good Natured Here** – Showcase outdoor activities and attractions.
 4. **Life is More Inspired Here** – Feature performing and visual arts in Sussex County.
 5. **Life is Timeless Here** – Highlight the rich cultural history and historic sites.
 6. **Life is Better With Paws in the Sand** – Focus on pet-friendly activities and accommodations.
 7. **Recharge in a Nearby Faraway Place** – Promote tax-free, stress-free meetings and retreats.
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D. Designated Market Areas (DMAs)

1. **Maryland:** Howard, Montgomery, Prince George's, Anne Arundel Counties, Baltimore Metro
 2. **Delaware:** New Castle County
 3. **Pennsylvania:** Pittsburgh, Erie, Philadelphia Metro, Harrisburg Metro, Lancaster, Chester, Bucks, Delaware and Montgomery Counties
 4. **New Jersey:** Mt. Laurel, Cherry Hill and Cape May
 5. **Washington DC Metro**
 6. **Virginia:** Arlington, Springfield, Fairfax, Loudon, and Prince William Counties
 7. **New York:** NYC Metro and Long Island
 8. **Ohio:** Cincinnati and Columbus
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E. Demographics

- **Target Audience:**
 - Age 25+ with the financial means to travel.
 - Interests: Travel, beaches, outdoor activities, culinary experiences, history, culture, shopping.
 - Primarily affluent, middle-aged families and couples, active and prosperous.
 - LGBTQ
- **Primary Targets:**
 - Middle-aged, ethnically diverse suburban families and couples with upscale incomes.
 - Established couples in their peak earning years, living in suburban homes.

F. Advertising Outlets

Outlet	Distribution/Reach	Designated Market Area (DMA)
Effectv	542,716 impressions	Philadelphia, Erie, Southeastern PA, NY, DC, NJ, OH, MD
Compass Family Tarvel	575K readership, 2.6 million imp	DC, KY, NC, OH, PA, SC, VA, WV
Baltimore Magazine	Print 2.5Mil, Dig-2.2 mil	Baltimore, MD and surrounding areas
USA Today Magazine	Digital 100mil/day	DE, PA,VA, NJ,NY, CT, DC,VE,WV, MA, MD
Ferryvision	227,195 viewers	CMLF Travelers, Philadelphia, New Castle Airport,
Philly Magazine	405,000	77% PA, 16% NJ
Southern Living	354,600 (Mid-Atlantic)	NY, NJ, PA, MD, VA, DC, DE
Mid Atlantic Events	19,928 Digital	DE, MA, NJ, PA, VA, DC
Newsday	Daily print-437K, Dig Monthly-880K	Long Island and Queens, NY
Paid Digital social media	2.4 million impressions	MD, DE, PA, NJ, VA, OH, DC, NY

G. Advertising Budget (By Season)

Summer 2025	JUL-SEP	Fall 2025	OCT-DEC	Winter 2026	JAN-MAR	Spring 2026	APR-JUN
Print		Print		Print		Print	
Little League Senior Softball WS	750	Slam Dunk to the Beach Progra	250	Delaware Beach Book	500		
Total Print	750	Total Print	250	Total Print	500	Total Print	0
Digital		Digital		Digital		Digital	
Paid Social - Miles Media	10,000	Paid Social - Miles Media	20,000	Paid Social - Miles Med	16,000	Paid Social - Miles Media	20,000
Programmatic (Display & Native	15,000	Programmatic (Display & Nativ	15,000	Programmatic (Display	10,000	Programmatic (Display &	15,000
Social Boosts	500	Social Boosts	2500	Social Boosts	500	Social Boosts	500
Total Digital	25,500	Total Digital	37,500	Total Digital	26,500	Total Digital	35,500
Digital/ Print Combo		Digital/ Print Combo		Digital/ Print Combo		Digital/ Print Combo	
Mid Atlantic Events	3,000	Philadelphia Mag	3,250	Compass Magazine	3,750	Miles Coop Spring	10,000
Southern Living Coop(sept)	4,000	Mid Atlantic Events	3,000	Mid Atlantic Events	3,000	Mid Atlantic Events	3,000
Baltimore Mag	5,000	Miles Coop Fall	10,000	Newsday (Aug-Sept)	4,000	USA Today	3,000
Total Digital/Print Combo	12,000	Total Digital/Print Combo	16,250	Total Digital/Print Com	10,750	Total Digital/Print Combo	16,000
Streaming/Video		Streaming/Video		Streaming/Video		Streaming/Video	
EffecTV	10,000	EffecTV	17,500	EffecTV	16,000	EffecTV	21,000
Effectv coops	0	Effectv coops	0	Effectv Coops	0	Effectv coops	0
						Ferryvision coops	10,500
Total video	10,000	Total video	17,500	Total video	16,000	Total video	31,500
Total Summer	\$48,250	Total Fall	\$71,500	Total Winter	\$53,750	Total Spring	\$83,000
						Total	256,500
						Annual	
				Print		\$1,500	
				Digital		125,000	
				Digital/Print Combo		55,000	
				Streaming/Video		75,000	
				Total Ad Spend		\$256,500	

H. Asset Development

Design Budget	\$25,000
Social Video Content Creation (CrowdRiff Content Creator)	\$22,500
Total	\$47,500

II. Public Relations

Goal:

Generate \$3.5 million in earned media value by hosting and assisting travel journalists.

Key Activities:

1. **Press Releases:** Distribute at least 8 press releases.
2. **Culinary Coast™ Promotion:**
 - Secure 25 Culinary Coast™ articles in major outlets.
 - Collaborate with Baltz & Co. and SDT culinary partners.
3. **Press & Event Attendance:**
 - Attend Mid-Atlantic Travel Public Relations Alliance (MATPRA) Meetings
 - Contribute tourism columns and op-eds to local/state publications.
 - FAM Tour(s)
4. **Content Creation:**
 - Freelance blogs.

Budget

Muck Rack Subscription	\$6,353
FAM Tours	\$3,000
Travel Writer / Influencer Outreach/Reimbursements	
	\$2,500
Total	\$11,853

III. Visitor Guide Printing & Distribution

- **Updates:** Revise and print 50,000 copies of the SDT Visitor Guide.
- **Distribution:** Manage distribution across travel centers in Pennsylvania and Maryland.
- **Fulfillment:** Handle guide requests via SDT's website.

Budget:

Printing	\$50,000
Distribution	\$35,000
Total	\$85,000

IV. Event Marketing

Goal:

Generate 50 qualified B to B contacts for meetings and retreats and increase awareness of Southern Delaware's travel offerings.

Activities:

1. Partner with GWCVB and DTO at the PCMA event in Philadelphia (January 2026).

Budget: \$5,000

V. SDT SouthDel Sidekick App

1. Expand hotel and local business participation in Bike & Stay and Paddle & Stay promotions.
2. Add more "Super Deals" with county partners.
3. Increase On-Stay participation to 35+ Sussex County hotels.

VI. SDT County Tourism Ambassador Program

- **Goals:**

1. Promote to county tourism businesses and local communities.
2. Establish 15 ambassador rewards from tourism partners (exclusive to certified ambassadors).
3. Certify 100+ ambassadors.

Budget

Learn Tourism Platform Subscription	\$5,000
Ambassador T-Shirts & Rewards	\$2,000
Total	\$7,000

VII. Marketing Sub-Committees

- **Meeting Frequency:** Two to four times per year.
- **Set a minimum of 2 goals per sub-committee**
- **Niche Categories:**
 1. Hotel Committee
 2. History-Heritage Committee
 3. Arts & Entertainment Committee
 4. Culinary Coast™ Committee (Monthly)
 5. Agritourism Committee