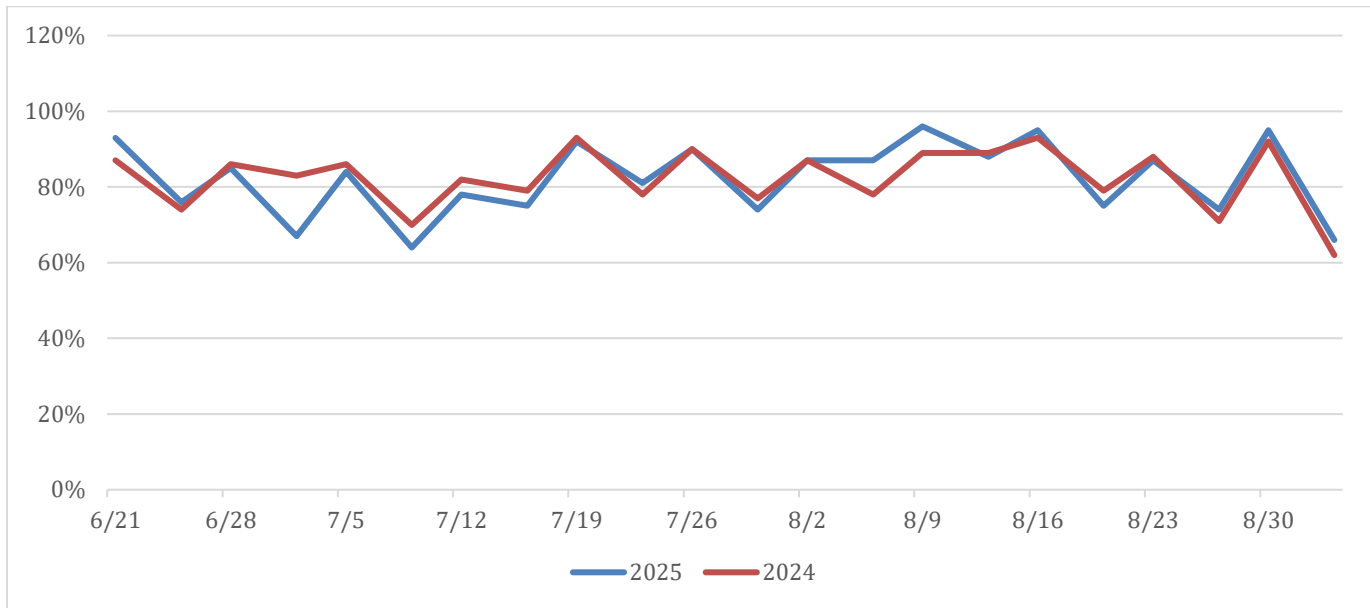




FY 2026 First Quarter Marketing Report July 1 – September 30, 2025

Hotel Occupancy in Sussex County



Weekly Call-Arounds:

Wednesday Mean Average Occupancy.....75.1% ↓ 1.3% from Last Year
 Saturday Mean Average Occupancy.....89.3% ↑ 0.8% from Last Year

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

Current Month - August 2025 vs August 2024												
	Occ %		ADR		RevPAR		Percent Change from August 2024					
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	75.5	78.1	236.87	236.71	178.93	184.99	-3.3	0.1	-3.3	-2.0	1.3	-2.0
New Castle County, DE	60.5	67.7	129.04	132.97	78.06	89.98	-10.6	-3.0	-13.3	-14.1	-0.9	-11.4
Kent County, DE	59.7	64.9	128.89	156.50	76.97	101.62	-8.0	-17.6	-24.3	-24.5	-0.4	-8.4
Outer Banks, NC+	68.0	65.4	219.43	209.41	149.27	136.87	4.1	4.8	9.1	3.2	-5.4	-1.5
Jersey Shore+	69.1	69.0	180.69	176.37	124.90	121.71	0.2	2.5	2.6	1.9	-0.7	-0.6
Ocean City MD+	78.6	77.8	279.34	281.53	219.50	219.04	1.0	-0.8	0.2	0.5	0.2	1.2
Virginia Beach	78.3	77.4	222.35	211.44	174.07	163.76	1.1	5.2	6.3	5.7	-0.6	0.5

Current Month - July 2025 vs July 2024												
	Occ %		ADR		RevPAR		Percent Change from July 2024					
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	75.5	75.0	243.57	243.98	183.78	182.94	0.6	-0.2	0.5	1.4	0.9	1.6
New Castle County, DE	64.9	63.3	137.79	130.86	89.37	82.79	2.5	5.3	7.9	5.2	-2.6	-0.1
Kent County, DE	62.1	61.1	164.75	166.83	102.24	101.93	1.6	-1.2	0.3	0.3	0.0	1.6
Outer Banks, NC+	72.1	69.9	237.17	231.92	170.89	162.19	3.0	2.3	5.4	-0.3	-5.4	-2.5
Jersey Shore+	70.5	70.9	180.21	175.62	126.99	124.60	-0.7	2.6	1.9	0.8	-1.1	-1.7
Ocean City MD+	78.1	76.5	286.49	287.49	223.80	220.05	2.1	-0.3	1.7	2.0	0.2	2.3
Virginia Beach	79.0	78.3	236.10	233.51	186.54	182.91	0.9	1.1	2.0	2.0	-0.0	0.9

Current Month - June 2025 vs June 2024												
	Occ %		ADR		RevPAR		Percent Change from June 2024					
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	69.5	70.5	207.12	207.91	143.86	146.50	-1.4	-0.4	-1.8	-0.9	0.9	-0.5
New Castle County, DE	67.7	67.0	149.07	145.25	100.89	97.34	1.0	2.6	3.6	1.0	-2.6	-1.6
Kent County, DE	59.8	60.2	156.80	171.58	93.84	103.32	-0.6	-8.6	-9.2	-9.2	0.0	-0.6
Outer Banks, NC+	70.6	65.5	213.83	215.67	150.92	141.32	7.7	-0.9	6.8	4.6	-2.0	5.5
Jersey Shore+	62.4	65.0	157.45	161.80	98.32	105.20	-4.0	-2.7	-6.5	-7.5	-1.1	-5.0
Ocean City MD+	70.3	70.2	228.97	225.58	160.90	158.38	0.1	1.5	1.6	1.8	0.2	0.3
Virginia Beach	78.8	80.3	215.13	213.23	169.56	171.23	-1.9	0.9	-1.0	-1.0	-0.1	-1.9

PAT Revenue

Q1 2026

\$1,130,198

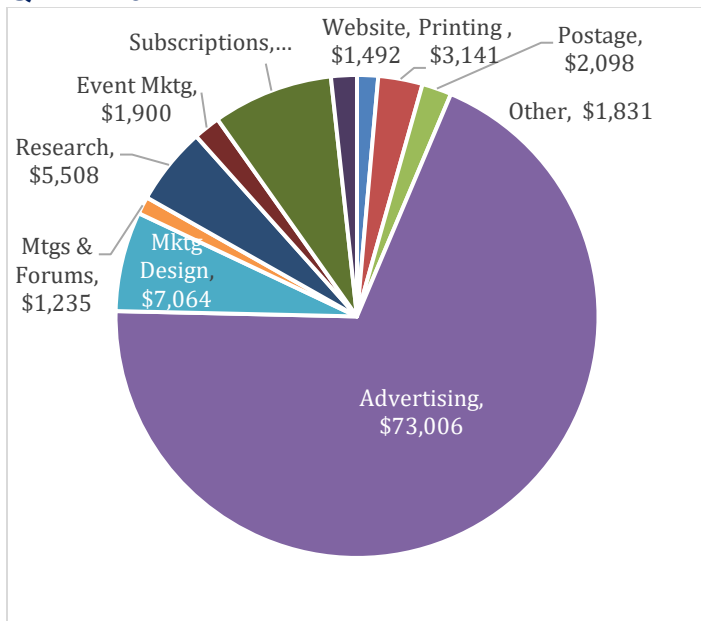
Q1 2025

\$618,611

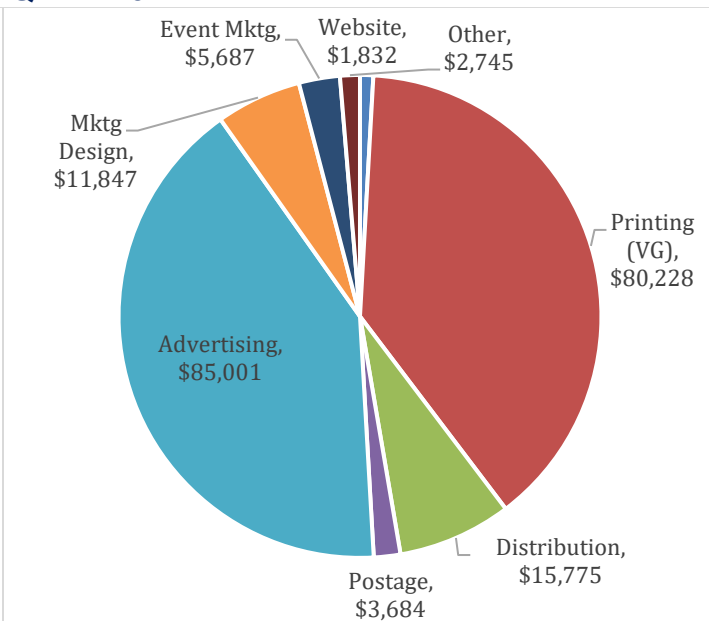
↑82.7% from Last Year

Marketing Expense Breakdown

Q1 FY 26



Q1 FY 25



Advertising Results

Adara Digital Tracking Report
Jul-Sept 2026(Q1-26) vs
Jul-Sept 2025(Q1-25)

Jul - Sept Q126 - Q125	Impressions	Uniques	Hotel Searches	Hotel Bookings
Miles/ Display/Native /Paid Social	1,914,053	262,730	11,296	644
	2,502,300	403,374	2,251	108
Paid Facebook Newsfeed & promoted posts	7,800	1,584	229	16
	22,975	15,677	22	0
SDT Hotel Page Clicks	6,959	4,439	489	16
	11,819	8,416	188	5

Summer Advertising. (July – September 2025)

SDT implemented display, programmatic, social media, print, email, and TV/streaming advertising among the following outlets:
Mid Atlantic Events, Comcast, Great Vacation Getaways Magazine, Southern Living, Facebook, Good Housekeeping (NYC/Columbus, OH).

Fall Advertising. (October – December 2025)

SDT implemented /implementing display, programmatic, social media, print, email, and TV/streaming advertising among the following outlets:
Mid Atlantic Events, Comcast, Great Vacation Getaways Magazine, Southern Living, Facebook, Philadelphia Magazine.

The DMA markets for both seasons include:

- DE - New Castle Co
- MD - Howard, Montgomery/Anne Arundel counties.
- 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

FY26 Summer Campaign Creative Ads **Programmatic Display Ad Units**



Social Static Units



Good Housekeeping Magazine Print Ad



Life is less *taxing* here.

ARE
IN
A
99
R \$15
\$20
ALE

Southern Delaware
Beaches are just the beginning™

Relax on the beach. Dine along the Culinary Coast™. Shop the finest in charming historic shops and vintage boutiques and more than 120 outlet stores. You'll find savings, unique goods at downtown boutiques, galleries, and specialty shops — and collections from the biggest brand names at our outlet centers. Explore the relaxing shoreline and enjoy your next overnight treat. The best part? Shopping here is always fun too. That's your Southern Delaware getaway mood!

 VisitSouthernDelaware.com 

Philadelphia Magazine Ad



Life is more *good-natured* here.

Southern Delaware
Beaches are just the beginning™

Padding adventures. Scenic coastal views. Fresh seasonal flavors along our Culinary Coast™. Miles and miles of serene waterways. That's just the start of your next unforgettable getaway in always charming Southern Delaware.

VisitSouthernDelaware.com



FY26 Fall Campaign Creative Ads

FY26

Fall Paid Media Campaign Creative

Examples of Paid Media Creative Assets For:

- Social (Instagram/Facebook)
- Programmatic Media (Animated and Static Display Ads)
- Print (Magazines such as Arlington Magazine, Newsday Magazine, Newsday Magazine, etc.)

Programmatic Display Ad Units

Southern Delaware
Beaches are just the beginning™

Life is more *good-natured* here.

PLAN YOUR TRIP

Southern Delaware
Beaches are just the beginning™

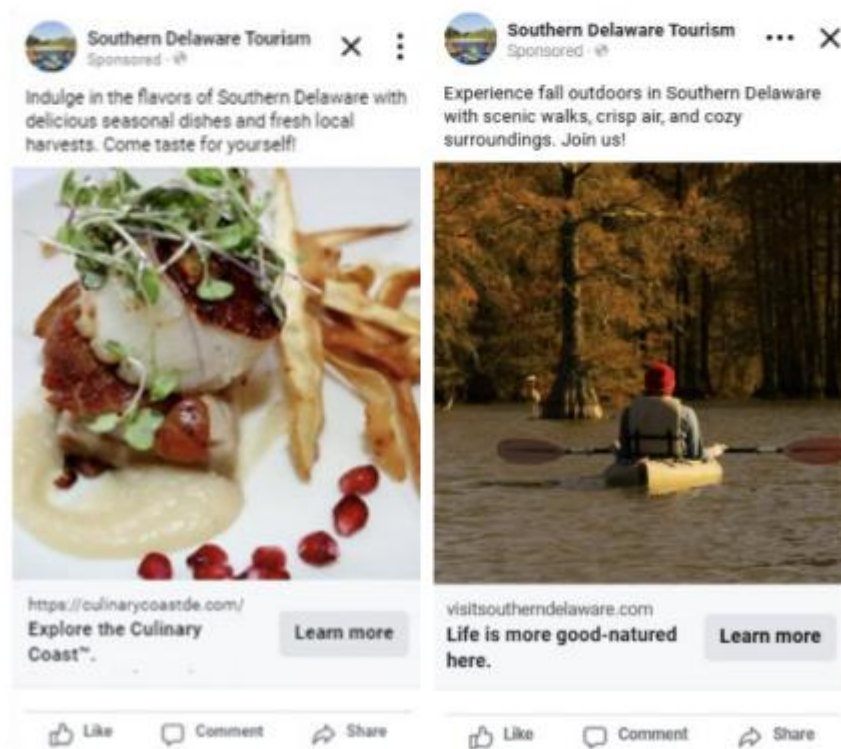
Life is more *inspired* here.

PLAN YOUR TRIP

Social Carousel Unit



Social Static Units



Paid Media Performances (July -Sept)

Insights into the Q1 2026 Social and Digital Campaigns Definitions:

eCPM-Effective Cost per Million

CTR- Click Through Rates (clicks/impressions)

eCPC- Effective Cost per Click

CLPV - Cost/landing page view

Avg Lead time is in Days

ROAS - Return On Ad Spend

Meta

SOUTHERN DELAWARE TOURISM PAID MEDIA PERFORMANCE - FY26 Q1 [JULY- SEPTEMBER] 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 Three Performing Ads
Summer Campaign (7/1 - 7/31)	\$4,499.30	345,472	22,171	\$0.20	25,286	4.01%	4.28%	Adults 65+ made up 55% of link clicks Women most engaged	New York (11,610) Philadelphia (6,666) Washington DC (2,560)	Summer Static Shopping Image (Life is Less Taxing Here) Summer Carousel (Combined Campaign Messaging) Static Culinary Image (Life Tastes Better Here)
Fall Campaign (8/1 - 9/30)	\$8,999.81	1,043,840	32,715	\$0.28	39,145	3.75%	6.16%	Adults 65+ made up 55% of link clicks Women most engaged	New York (17,277) Philadelphia (8,386) Washington, DC (5,184)	Fall Static Inspire Image (Life is More Inspired Here) Fall Static Culinary image (Life Tastes Better Here) Fall Static Outdoors Image (Life is More Good Natured Here)
Total	\$13,499.11	1,389,312	54,886	\$0.25	64,431	4.64%	5.45%	Adults 65+ made up 55% of link clicks Women most engaged	New York (28,887) Philadelphia (15,052) Washington, DC (7,744)	Shopping, Culinary, Outdoors, Inspire and Carousel

Key Takeaways:

FY26 Q1 Meta campaign performance was strong with:

- An above industry click-through rate (CTR) of 4.64% compared with the industry benchmark of 1%.
- A great engagement rate of 5.45% compared with the industry benchmark of 2%.
- Over 54,886 landing page views with over 64,431 link clicks.
- An efficient cost per click (CPLPV) of \$0.25, below the industry benchmark.

The majority of our traffic comes from New York, Philadelphia, and Washington DC. Our most engaged demographics are adults over 65, primarily women.

Our top creatives this quarter were the fall (Life is more inspired here) image and summer (Life is less taxing here) image.

Chamber Co-ops with Miles Media

SOUTHERN DELAWARE TOURISM PAID MEDIA PERFORMANCE - FY26 Q1 [JULY- SEPTEMBER] Sojern Native Partner Regional Co-Op [September 1 - September 30]				
Partner Name	Impressions	Clicks	CTR (Click-Through Rate)	Total Conversions
Bethany-Fenwick	391,561	622	0.16%	29
Georgetown Chamber	391,770	569	0.15%	113
Lewes	392,357	656	0.17%	88
Rehoboth	390,715	606	0.16%	22
Western Sussex Chamber	392,871	703	0.18%	22
Total	1,959,274	3,156	0.16%	274

Comcast Streaming

Streaming Results

Southern Delaware Tourism – 3Q 2025

Impressions by Audience

Audience	# of Imps
Adults 35+	53,771
Flourishing Families	200,030
Suburban Style	66,717
Total	320,518

Number of Unique Households & Frequency

Campaign	# of Unique HH	Frequency	Completed Views	Completed Views %
Harrisburg-Lancaster-Lebanon-York	12,500	2.1	26,161	97.46%
Philadelphia	80,002	1.8	142,213	96.73%
Washington DC	57,801	2.5	142,024	96.85%

Ad Completion by Market

Streaming Results

Southern Delaware Tourism – 3Q 2025

Content Brand List Top 20



Delivery by Platform



Streaming takeaway:

- Over 96% of your audience is seeing your ads on "The Big Screen."
- Roughly 4% of your campaign was delivered on an Adara trackable device.

Comcast Insights

- Flourishing Families – "Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles" Ages 36-45
- Suburban Style – "Middle-aged, ethnically-mixed suburban families and couple earning upscale incomes. Ages 45-60

Top Five Landing Pages on SDT's Website

July 2025	August 2025	September 2025
1. Shopping	1. Arts & Entertainment	1. Arts & Entertainment
2. Events	2. Outdoor Adventure	2. Outdoor Adventure
3. Pet Friendly	3. Events	3. Events
4. Festivals	4. Nature and Beach Cam	4. Pet Friendly
5. Outdoor Adventures	5. Pet Friendly	5. Festivals

Top 10 Referring Websites

1. Facebook.com	6. visitdelaware.com
2. Instagram.com	7. sussexcountyde.gov
3. Twitter.com	8.mooringsatlewes.com
4. bringfido.com	9. deepbranchcampground.com
5. chatgpt.com	10. culinarycoastde.com

Reader Response/Leads

<i>Publications</i>	Q1 2026	Q1 2025
SDT Website Visitor Guide Orders	62	207
Southern Living	903	785
Great Vacation Getaways	132	280

Public Relations

This quarter's SDT media coverage value exceeded \$692,000 with nearly 75 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 included several freelance writers and publications including Delaware Public Media, Salad Bowl America, Delaware Beach Life, ExploreWithSofi, and Pride Journeys.

Additional initiatives this quarter included monthly eScapes newsletters and our quarterly Connections partner newsletter. The press releases we distributed this quarter include releases for the 2nd Annual Inland Bays Oyster Week, Top Chef of the Culinary Coast, SDT Board Officers Changeover, two releases for Fort Miles events, Announcement of SDT Awards Nominations, and MATPRA Media Marketplace to be held in Central Delaware in 2026.

Social Media

Social Media Platform	Total Followers	New Followers (This Quarter)	Reach (This Quarter)
SDT's Facebook	22,518	723	2,121,453
@VisitSouthDel IG	8,600	200	302,397
@CulinaryCoastDE IG	1,308	19	5,035

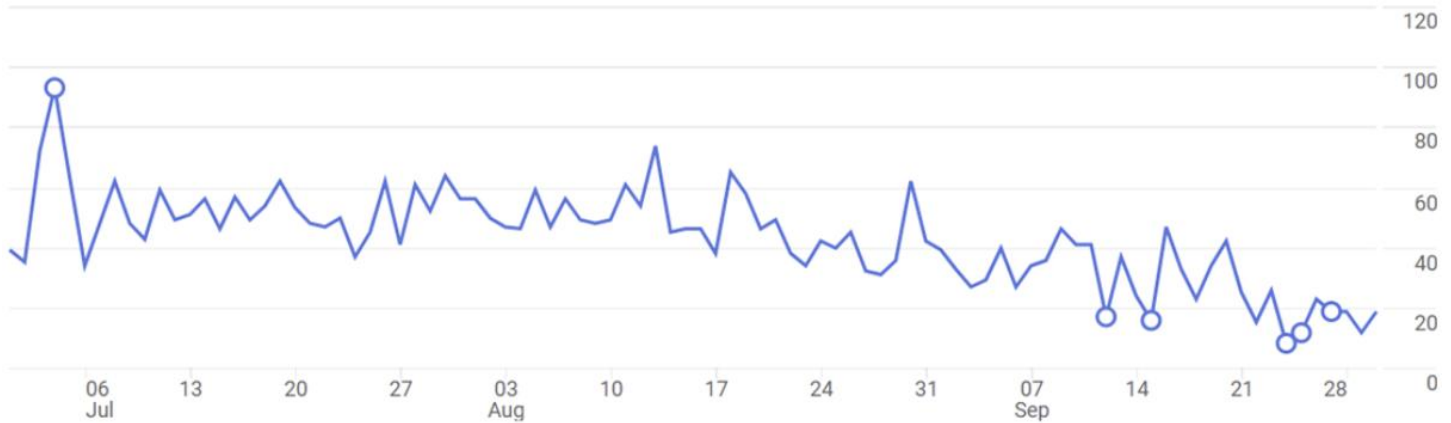
Engagement numbers continue to be good and have shown significant improvement across all social media platforms, although algorithm shifts continue to make some measurements difficult.

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.

SouthDel SideKick Mobile App

Active users ?

3.9K



Southdel Sidekick welcomed 3.9K active users this quarter, reflecting steady interest. Looking ahead, growth will continue with the new app launching on Apple and Android stores, making Southdel Sidekick even more accessible than before. This quarter we had interest from the Canalside Inn on being onboarded to the SDT's Paddle/Bike & Stay.

Tourism Ambassador

Our Tourism Ambassador program has reached 220 Ambassadors since spring of 2025. This past August, Learn Tourism provided an executive summary outlining their insights into our program's success. Here are some highlights:

Who's Taking the Course: The Southern Delaware Tourism Ambassador Program attracted a diverse group of participants, including:

- Hospitality professionals working in hotels and restaurants
- Real estate agents and relocation specialists
- Students and young professionals
- Long-time residents and newcomers with a passion for the region

Why They're Taking It: From the Welcome Survey, participants shared powerful reasons for joining the program:

- "To gain knowledge about the second-largest industry in my state."
- "To contribute to the local economy and build community."
- "I want to represent Southern Delaware well by being helpful, informed, and welcoming."
- "To grow personally and professionally in hospitality."

The common theme: a desire to promote, represent, and grow with the place they call home.

What They're Saying (Testimonials):

"It was short and sweet, yet still very informative."

"Very easy and feasible to take, and it packs a lot of info in a short amount of time."

"I thought I knew everything about Southern Delaware, but I still learned new things."

"Bite-sized and digestible. I really enjoyed the format."

"It helped me feel more confident when answering guest questions."

Ready to Represent: In the Sidekick Survey, participants demonstrated practical knowledge and readiness to serve:

- Many successfully applied what they learned to realistic tourism scenarios
- Several ambassadors downloaded or planned to use the SouthDel Sidekick App
- Responses showed increased confidence in recommending places to go, eat, and explore

Insights That Make This Program Shine: From survey responses across all stages, several key insights emerged that showcase the strength and uniqueness of the program:

- **Authentic Local Pride:** Ambassadors are not just completing a course; they are celebrating their community and elevating its story.
- **New Learning for All:** Even those who've lived in Southern Delaware their whole lives discovered new facts and perspectives.
- **Diverse Participation:** The program engaged professionals, students, and lifelong locals, creating cross-industry and cross-generational learning.
- **App Integration in Action:** Participants embraced the Sidekick App as a practical extension of the course and a real-time resource for guests.
- **Practical Confidence:** Ambassadors reported being more prepared and enthusiastic about guiding others, professionally and personally.

Conclusion: The Southern Delaware Tourism Ambassador Program is helping participants become informed, enthusiastic representatives of their region. The surveys show a shared commitment to hospitality excellence; community engagement; lifelong learning, and sharing the unique charm of Southern Delaware with pride.