

FY 2026 QTR 1 Media Coverage Report

August 1st 2024 to October 8th 2025

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ARTICLES	TOTAL ENGAGEMENT	AVG. ENGAGEMENT	JOURNALIST SHARES
36	1,254	34	29
JOURNALIST REACH	UVM	TOTAL AVE	FACEBOOK ENGAGEMENT 
4,749,248	74,872,843	\$692,573.78	1,152
Insights by  similarweb			

ARTICLES

Historical lecture series at Fort Miles to continue Oct. 18

- Coastal Point | Sept. 30, 2025

The Fort Miles Historical Association (FMHA) announced this week its historical lecture series for the 2025-2026 season. This year, the FMHA will focus primarily on topics related to the post-World War II era. Christopher Bright, professor of history at Georgetown University, will kick off the series on Oct. 18 with a review of continental defense systems in the Eisenhower years.

SIMILARWEB UVM 	JOURNALIST SHARES	JOURNALIST REACH	TOTAL ENGAGEMENT
23,156	0	0	0
FACEBOOK 	SENTIMENT	CAMPAIGN	CATEGORY
0	Positive	SDT	History & Heritage
MEDIA STRATEGY	PLACEMENT TYPE	PRODUCTS MENTIONED	AVE
Press Release	Feature	Historic Sites	\$214.19
TOTAL VISITS 			
33,727			

Tourism marketing pros to convene in Dover in fall 2026

Cape Gazette | Sept. 15, 2025

Visit Central Delaware recently announced its selection as host destination for the 2026 Media Marketplace. Welcoming more than 100 travel journalists and tourism professionals, the annual signature event of the Mid-Atlantic Tourism and Public Relations Alliance will meet from Tuesday to Thursday, Sept. 22 to 24, 2026, at Bally’s Dover Casino Resort in Dover.

SIMILARWEB UVM 	JOURNALIST SHARES	JOURNALIST REACH	TOTAL ENGAGEMENT
176,264	0	0	0
FACEBOOK 	SENTIMENT	CAMPAIGN	CATEGORY
0	Positive	SDT	SDT Office
MEDIA STRATEGY	PLACEMENT TYPE	PRODUCTS MENTIONED	AVE
Press Release	Feature	SDT Office	\$1,630.44
TOTAL VISITS 			
452,249			

Nominations open for Southern Delaware Tourism Awards

Coastal Point | Sept. 11, 2025

Tourism is a \$2.7 billion (and growing) industry in Sussex County. In fact, more than 23,000 jobs in the county are tourism-related. Tourism revenue is estimated to save each Delaware household more than \$1,600 in taxes each year.

SIMILARWEB UVM 	JOURNALIST SHARES	JOURNALIST REACH	TOTAL ENGAGEMENT
23,156	0	0	39
FACEBOOK 	SENTIMENT	CAMPAIGN	CATEGORY
39	Positive	SDT	SDT Office
MEDIA STRATEGY	PLACEMENT TYPE	PRODUCTS MENTIONED	AVE
Press Release	Feature	Partners, SDT Office	\$214.19
TOTAL VISITS 			
33,727			

Southern Delaware Tourism Awards nominations due Nov. 7

Cape Gazette | Sept. 7, 2025

Tourism is a nearly \$3 billion industry in Sussex County, and more than 23,000 jobs in the area are tourism-related. Tourism revenue saves each Delaware household more than \$1,600 in taxes each year. This is due, in large part, to the county’s fortunate geographical location and its beautiful five-star beaches.

SIMILARWEB UVM 	JOURNALIST SHARES	JOURNALIST REACH	TOTAL ENGAGEMENT
176,264	0	0	0
FACEBOOK 	SENTIMENT	CAMPAIGN	CATEGORY
0	Positive	SDT	SDT Office
MEDIA STRATEGY	PLACEMENT TYPE	PRODUCTS MENTIONED	AVE
Press Release	Feature	Partners, SDT Office	\$1,630.44
TOTAL VISITS 			
452,249			

Southern Delaware Tourism spotlights arts and history this Fall

Sussex County Post | Sept. 5, 2025

DOVER - Southern Delaware Tourism partnered with Sussex County arts, entertainment, history and heritage tourism interests to promote new online catalogues, Arts Around Our Towns ...

SIMILARWEB UVM 	JOURNALIST SHARES	JOURNALIST REACH	TOTAL ENGAGEMENT
24,059	0	0	0
FACEBOOK 	SENTIMENT	CAMPAIGN	CATEGORY
0	Positive	SDT	Arts & Entertainment, History & Heritage
MEDIA STRATEGY	PLACEMENT TYPE	PRODUCTS MENTIONED	AVE
Press Release	Feature	Arts & Entertainment, Historic Sites	\$222.55
			TOTAL VISITS 
			37,091

Japanese WWII surrender commemorated at Ft. Miles

Cape Gazette | Sept. 4, 2025

“Let us pray that peace be now restored to the world, and that God will preserve it always.” Those are the words of Gen. Douglas MacArthur Sept. 2, 1945, the day the Japanese signed the unconditional surrender ending World War II. Brig. Gen. Elliott Workman, U.S. Army retired, read the entire MacArthur speech at the Fort Miles Historical Association’s ninth annual VJ Day ceremony Sept. 2.

SIMILARWEB UVM 	JOURNALIST SHARES	JOURNALIST REACH	TOTAL ENGAGEMENT
176,264	0	0	62
FACEBOOK 	SENTIMENT	CAMPAIGN	CATEGORY
62	Positive	SDT	History & Heritage
MEDIA STRATEGY	PLACEMENT TYPE	PRODUCTS MENTIONED	AVE
Press Release	Feature	Historic Sites, Partners	\$1,630.44
TOTAL VISITS 			
452,249			

Small-Town Pride: 40 LGBTQ-Welcoming Destinations Beyond the Big Cities

Pride Journeys | By Joey Amato | Sept. 3, 2025

Joey Amato2 minutes ago22 min readAcross the country, tucked between rolling hills, coastal shores, and wide-open plains, small towns and cities are embracing the LGBTQ community with open arms. While major cities often dominate the conversation around queer travel, these charming destinations prove that acceptance and celebration can thrive on a smaller scale.

SIMILARWEB UVM 	JOURNALIST SHARES	JOURNALIST REACH	TOTAL ENGAGEMENT
1,448	0	0	478
FACEBOOK 	SENTIMENT	CAMPAIGN	CATEGORY
478	Positive	SDT	All
MEDIA STRATEGY	PLACEMENT TYPE	PRODUCTS MENTIONED	AVE
SDT Provided Content	Feature	—	\$13.39
TOTAL VISITS 			
2,986			

Full of Beans

Delaware Beach Life | By Pam George | Sept. 1, 2025

SIMILARWEB UVM 	JOURNALIST SHARES	JOURNALIST REACH	TOTAL ENGAGEMENT
—	0	0	0
FACEBOOK 	SENTIMENT	CAMPAIGN	CATEGORY
0	Positive	SDT	Culinary Coast
MEDIA STRATEGY	PLACEMENT TYPE	PRODUCTS MENTIONED	AVE
Branded Column	Feature	Culinary Coast, Partners	—
			TOTAL VISITS 
			—

Tourism Board Installs New Officers

Morning Star Business Report | Sept. 1, 2025

SIMILARWEB UVM 	JOURNALIST SHARES	JOURNALIST REACH	TOTAL ENGAGEMENT
—	0	0	0
FACEBOOK 	SENTIMENT	CAMPAIGN	CATEGORY
0	Positive	SDT	SDT Office
MEDIA STRATEGY	PLACEMENT TYPE	PRODUCTS MENTIONED	AVE
Press Release, SDT Column	Feature	SDT Office	—
			TOTAL VISITS 
			—

Fort Miles to mark 80th anniversary of the Japanese surrender ending WWII

Coastal Point | Aug. 19, 2025

On Tuesday Sept. 2 at 10 a.m., the Fort Miles Historical Association (FMHA) will conduct its ninth Victory over Japan commemoration ceremony outside the Fort Miles Museum under the shadow of its U.S.S. Missouri gun display. This annual ceremony at Fort Miles, in Cape Henlopen State Park, celebrates the official end to World War II and honors the 774 Delaware members of the Armed Forces and Merchant Marines who died while serving their country during that war.

SIMILARWEB UVM 	JOURNALIST SHARES	JOURNALIST REACH	TOTAL ENGAGEMENT
23,156	0	0	23
FACEBOOK 	SENTIMENT	CAMPAIGN	CATEGORY
23	Positive	SDT	History & Heritage
MEDIA STRATEGY	PLACEMENT TYPE	PRODUCTS MENTIONED	AVE
Press Release	Feature	Historic Sites, Partners	\$214.19
TOTAL VISITS 			
33,727			

How to Plan a Perfect Weekend Getaway to Rehoboth, Delaware

 Eater DC | By Claudia Rosenbaum | Aug. 15, 2025

This family-friendly beach town is filled with top notch restaurants, great shopping, local breweries, lively happy hours, serene nature bike trails, a real Funland, and so much more. Rehoboth is only a three-hour drive from downtown D.C., but after crossing the Chesapeake Bay bridge, driving the country roads past corn fields and fruit stands, it feels like a world apart.

SIMILARWEB UVM 	JOURNALIST SHARES	JOURNALIST REACH	TOTAL ENGAGEMENT
218,016	0	0	76
FACEBOOK 	SENTIMENT	CAMPAIGN	CATEGORY
74	Positive	BALTZ	All, Culinary Coast
MEDIA STRATEGY	PLACEMENT TYPE	PRODUCTS MENTIONED	AVE
Earned	Feature	Accommodations, Attractions, Culinary Coast, Outdoor Recreation	\$2,016.65
			TOTAL VISITS 
			407,511

These East Coast Beach Towns Are Even Better in the Fall

Condé Nast Traveler | By Jessica Sulima | Aug. 15, 2025

Ask anyone who grew up on the East End of Long Island or the Jersey Shore, and they'll tell you the best time to hit the beach is actually in September, right at the onset of shoulder season—when the weather gets a bit milder, the crowds flee, and the pace of life mellows down.

SIMILARWEB UVM 	JOURNALIST SHARES	JOURNALIST REACH	TOTAL ENGAGEMENT
2,866,554	0	0	64
FACEBOOK 	SENTIMENT	CAMPAIGN	CATEGORY
56	Positive	BALTZ	All
MEDIA STRATEGY	PLACEMENT TYPE	PRODUCTS MENTIONED	AVE
Earned	Feature	Accommodations, Attractions, Culinary Coast, Festivals	\$26,515.62
			TOTAL VISITS 
			4,185,356

50 States, 50 Desserts: America's Favorite Sweet Treats

Condé Nast Traveler | By Julekha Dash | Aug. 7, 2025

It's no easy feat to pinpoint the most iconic desserts in the US.

SIMILARWEB UVM 	JOURNALIST SHARES	JOURNALIST REACH	TOTAL ENGAGEMENT
2,866,554	3	10,577	306
FACEBOOK 	SENTIMENT	CAMPAIGN	CATEGORY
241	Positive	SDT	Culinary Coast
MEDIA STRATEGY	PLACEMENT TYPE	PRODUCTS MENTIONED	AVE
Writer Assist	Feature	Culinary Coast	\$26,515.62
TOTAL VISITS 			
4,185,356			

SDT Spotlights Art and History this Fall

Morning Star Business Report | By Tina Coleman | Aug. 1, 2025

SIMILARWEB UVM 	JOURNALIST SHARES	JOURNALIST REACH	TOTAL ENGAGEMENT
—	0	0	0
FACEBOOK 	SENTIMENT	CAMPAIGN	CATEGORY
0	Positive	SDT	Arts & Entertainment, History & Heritage
MEDIA STRATEGY	PLACEMENT TYPE	PRODUCTS MENTIONED	AVE
SDT Column	Feature	Arts & Entertainment, Historic Sites	—
			TOTAL VISITS 
			—

Betting on Bivalves

Delaware Beach Life | By Pam George | Aug. 1, 2025

SIMILARWEB UVM 	JOURNALIST SHARES	JOURNALIST REACH	TOTAL ENGAGEMENT
—	0	0	0
FACEBOOK 	SENTIMENT	CAMPAIGN	CATEGORY
0	Positive	SDT	Culinary Coast
MEDIA STRATEGY	PLACEMENT TYPE	PRODUCTS MENTIONED	AVE
Branded Column	Feature	Culinary Coast, Partners	—
			TOTAL VISITS 
			—

Cool Things to Do August 1-3

WRDE-TV (Lewes, DE) | By Kristina DeRobertis | Aug. 1, 2025

DELMARVA- There’s still plenty of time to soak up summer! Here’s a fresh batch of cool things to do: Oyster Week Returns to Southern DelawareInland Bays Oyster Week is back from Sunday, August 3 through Thursday, August 7. The event highlights locally grown oysters and the people behind sustainable aquaculture in Delaware’s Inland Bays. In addition to tastings at restaurants and events across the coast, the week aims to educate visitors about clean water and healthy bay ecosystems.

SIMILARWEB UVM 	JOURNALIST SHARES	JOURNALIST REACH	TOTAL ENGAGEMENT
80,397	0	0	0
FACEBOOK 	SENTIMENT	CAMPAIGN	CATEGORY
0	Positive	SDT	Culinary Coast
MEDIA STRATEGY	PLACEMENT TYPE	PRODUCTS MENTIONED	AVE
Press Release	TV	Culinary Coast	\$743.67
TOTAL VISITS 			
112,468			

Southern Delaware Tourism board installs new officers

Cape Gazette Cape Gazette | Aug. 1, 2025

At its July meeting, Southern Delaware Tourism’s board of directors installed Scott Anthony as chair and Fred Thompson as co-chair, each for two-year terms. A longtime Delaware business leader and community advocate, Anthony is the owner of Coastal Marketing, doing business as Money Mailer of Delaware and Celebration Marketing. The companies are dedicated to helping local businesses grow through direct mail and strategic advertising.

SIMILARWEB UVM 	JOURNALIST SHARES	JOURNALIST REACH	TOTAL ENGAGEMENT
176,264	0	0	0
FACEBOOK 	SENTIMENT	CAMPAIGN	CATEGORY
0	Positive	SDT	SDT Office
MEDIA STRATEGY	PLACEMENT TYPE	PRODUCTS MENTIONED	AVE
Press Release	Feature	SDT Office	\$1,630.44
TOTAL VISITS 			
452,249			

Inland Bays Oyster Week returns to resort areas Aug. 3-8

Sussex County Post | Aug. 1, 2025

LEWES - The coastal area will celebrate oysters from the inland bays - a southern Delaware delicacy - Aug. 3-8 during the second annual Inland Bays Oyster Week. The event is organized and sponsored by Delaware Sea Grant at the University of Delaware and Southern Delaware Tourism. It will feature boat and kayak excursions, a seminar and an oyster hatchery tour, as well as an art workshop and numerous social activities, including "Meet the Grower" happy hours.

SIMILARWEB UVM 	JOURNALIST SHARES	JOURNALIST REACH	TOTAL ENGAGEMENT
24,059	0	0	2
FACEBOOK 	SENTIMENT	CAMPAIGN	CATEGORY
2	Positive	SDT	Culinary Coast
MEDIA STRATEGY	PLACEMENT TYPE	PRODUCTS MENTIONED	AVE
Press Release	Feature	Culinary Coast	\$222.55
TOTAL VISITS 			
37,091			

Tourist season success mixes with slight decline

 Delaware Business Times | By Jennifer Antonik | July 31, 2025

REHOBOTH BEACH – Tourism numbers in Delaware are slightly down for the season, but industry leaders say that it’s by no means a slow summer at beaches in the First State. Occupancy rates published by the Rehoboth Beach-Dewey Beach Chamber of Commerce highlight a 2% decrease in weekend stays this year dated from Memorial Day to the Fourth of July weekend compared to last year, along with a 2.7% decrease in Wednesday stays.

SIMILARWEB UVM 	JOURNALIST SHARES	JOURNALIST REACH	TOTAL ENGAGEMENT
22,380	0	0	9
FACEBOOK 	SENTIMENT	CAMPAIGN	CATEGORY
9	Positive	SDT	SDT Office
MEDIA STRATEGY	PLACEMENT TYPE	PRODUCTS MENTIONED	AVE
Interview	Feature	Partners, SDT Office	\$207.02
TOTAL VISITS 			
41,318			

Shell Yeah: Celebrating Art, Oysters, and Local Music

thecapecurrent.com | July 31, 2025

SIMILARWEB UVM 	JOURNALIST SHARES	JOURNALIST REACH	TOTAL ENGAGEMENT
—	0	0	0
FACEBOOK 	SENTIMENT	CAMPAIGN	CATEGORY
0	Positive	SDT	Culinary Coast
MEDIA STRATEGY	PLACEMENT TYPE	PRODUCTS MENTIONED	AVE
Press Release	Feature	Culinary Coast	—
TOTAL VISITS 			
—			

Soundbite Sunday to kick off Oyster Week

- Coastal Point | July 31, 2025

Inland Bays Oyster Week 2025 (IBOW25) will launch with a flavorful celebration as Soundbite Sunday takes center stage at the West Side Creative Market. Set for the opening weekend of IBOW25, from 2 to 7 p.m. on Aug. 3, Soundbite Sunday is set to offer a vibrant fusion of culinary creativity, imaginative artists and genre-bending live music, aimed at creating an unforgettable experience for locals and visitors alike. The event is free to attend.

SIMILARWEB UVM 	JOURNALIST SHARES	JOURNALIST REACH	TOTAL ENGAGEMENT
23,156	0	0	2
FACEBOOK 	SENTIMENT	CAMPAIGN	CATEGORY
2	Positive	SDT	Culinary Coast
MEDIA STRATEGY	PLACEMENT TYPE	PRODUCTS MENTIONED	AVE
Press Release	Feature	Culinary Coast	\$214.19
TOTAL VISITS 			
33,727			

Southern Delaware Tourism board installs new officers

Sussex County Post | July 29, 2025

SIMILARWEB UVM 	JOURNALIST SHARES	JOURNALIST REACH	TOTAL ENGAGEMENT
24,059	0	0	0
FACEBOOK 	SENTIMENT	CAMPAIGN	CATEGORY
0	Positive	SDT	SDT Office
MEDIA STRATEGY	PLACEMENT TYPE	PRODUCTS MENTIONED	AVE
Press Release	Feature	SDT Office	\$222.55
TOTAL VISITS 			
37,091			

Southern Delaware Tourism to highlight fall art and history offerings

Cape Gazette Cape Gazette | July 28, 2025

Southern Delaware Tourism is collaborating with local arts and entertainment and history and heritage tourism partners to promote Arts Around Our Towns and Fall for History, a three-month celebration of Sussex County’s vibrant arts and history offerings, to take place this September, October and November.

SIMILARWEB UVM 	JOURNALIST SHARES	JOURNALIST REACH	TOTAL ENGAGEMENT
176,264	0	0	0
FACEBOOK 	SENTIMENT	CAMPAIGN	CATEGORY
0	Positive	SDT	Arts & Entertainment, History & Heritage
MEDIA STRATEGY	PLACEMENT TYPE	PRODUCTS MENTIONED	AVE
Press Release	Feature	Arts & Entertainment, Historic Sites	\$1,630.44
TOTAL VISITS 			452,249

Southern Delaware Tourism to highlight fall art and history offerings

WWSX | July 27, 2025

SIMILARWEB UVM 	JOURNALIST SHARES	JOURNALIST REACH	TOTAL ENGAGEMENT
920	0	0	0
FACEBOOK 	SENTIMENT	CAMPAIGN	CATEGORY
0	Positive	SDT	Arts & Entertainment, History & Heritage
MEDIA STRATEGY	PLACEMENT TYPE	PRODUCTS MENTIONED	AVE
Press Release	Radio	Arts & Entertainment, Historic Sites	\$8.51
			TOTAL VISITS 
			1,999

Soundbite Sunday kicks off oyster week events Aug. 3

 Cape Gazette | July 27, 2025

Inland Bays Oyster Week 2025 will kick off with Soundbite Sunday from 2 to 7 p.m., Sunday, Aug. 3, at West Side Creative Market, 19826 Central St., Rehoboth Beach. The free-admission event will include a vibrant fusion of culinary creativity, imaginative artists and genre-bending live music. All ages are welcome.

SIMILARWEB UVM 	JOURNALIST SHARES	JOURNALIST REACH	TOTAL ENGAGEMENT
176,264	0	0	6
FACEBOOK 	SENTIMENT	CAMPAIGN	CATEGORY
6	Positive	SDT	Culinary Coast
MEDIA STRATEGY	PLACEMENT TYPE	PRODUCTS MENTIONED	AVE
Press Release	Feature	Culinary Coast	\$1,630.44
			TOTAL VISITS 
			452,249

Southern Delaware's Inland Bays Oyster Week

The List Are You On It | By Nycci Nellis | July 21, 2025

August 03,2025 – August 03,2025 all-day Multiple Locations Multiple Locations Southern Delaware’s Inland Bays Oyster Week returns August 3–7,, bringing five days of chef pop-ups, reef kayak tours, oyster hatchery visits, and dockside tastings to the Culinary Coast™. Hosted by Southern Delaware Tourism, this immersive celebration highlights how regenerative oyster farming is restoring local waters, supporting marine life, and transforming Delaware’s coastal culture.

SIMILARWEB UVM 	JOURNALIST SHARES	JOURNALIST REACH	TOTAL ENGAGEMENT
2,962	0	0	0
FACEBOOK 	SENTIMENT	CAMPAIGN	CATEGORY
0	Positive	BALTZ	Culinary Coast
MEDIA STRATEGY	PLACEMENT TYPE	PRODUCTS MENTIONED	AVE
Earned	Feature	Culinary Coast	\$27.40
TOTAL VISITS 			
5,421			

50 States in 50 Days

ESPN ESPN | July 20, 2025

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SIMILARWEB UVM 	JOURNALIST SHARES	JOURNALIST REACH	TOTAL ENGAGEMENT
67,022,011	26	4,738,671	26
FACEBOOK 	SENTIMENT	CAMPAIGN	CATEGORY
0	Positive	SDT	All
MEDIA STRATEGY	PLACEMENT TYPE	PRODUCTS MENTIONED	AVE
Earned, SDT Provided Content	TV	Attractions	\$619,953.60
TOTAL VISITS 			
444,596,258			

Southern Delaware Tourism Celebrates Arts and History This Fall with New Seasonal Promotions

Pride Journeys | By Joey Amato | July 17, 2025

Joey Amato11 minutes ago2 min readSouthern Delaware Tourism (SDT) is inviting visitors to dive into the rich cultural landscape of Sussex County this fall with two new initiatives: Arts Around Our Towns and Fall for History. These seasonal campaigns will run from September through November, spotlighting the region’s dynamic arts scene and captivating historical attractions.

SIMILARWEB UVM 	JOURNALIST SHARES	JOURNALIST REACH	TOTAL ENGAGEMENT
1,448	0	0	0
FACEBOOK 	SENTIMENT	CAMPAIGN	CATEGORY
0	Positive	SDT	Arts & Entertainment, History & Heritage
MEDIA STRATEGY	PLACEMENT TYPE	PRODUCTS MENTIONED	AVE
Press Release	Feature	Arts & Entertainment, Historic Sites	\$13.39
			TOTAL VISITS 
			2,986

Top Chef of the Culinary Coast Tableside set for Sept. 23

Coastal Point | July 15, 2025

A fall food event will aim to help homebound seniors, friends and neighbors. The 11th Annual Top Chef of the Culinary Coast event will benefit Meals on Wheels Lewes-Rehoboth. This year’s event will be entirely different, organizers noted, as ticketholders will be able to choose which chef will cook a custom four-course dinner at an intimate table of 10.

SIMILARWEB UVM 	JOURNALIST SHARES	JOURNALIST REACH	TOTAL ENGAGEMENT
23,156	0	0	13
FACEBOOK 	SENTIMENT	CAMPAIGN	CATEGORY
13	Positive	SDT	Culinary Coast
MEDIA STRATEGY	PLACEMENT TYPE	PRODUCTS MENTIONED	AVE
Press Release	Feature	Culinary Coast	\$214.19
			TOTAL VISITS 
			33,727

Inland Bays Oyster Week offers variety of activities Aug. 3-7

Cape Gazette | July 6, 2025

The Cape Region will celebrate locally grown Inland Bays oysters, a Southern Delaware delicacy, with events set from Sunday, Aug. 3 through Thursday, Aug. 7.

SIMILARWEB UVM 	JOURNALIST SHARES	JOURNALIST REACH	TOTAL ENGAGEMENT
176,264	0	0	0
FACEBOOK 	SENTIMENT	CAMPAIGN	CATEGORY
0	Positive	SDT	Culinary Coast
MEDIA STRATEGY	PLACEMENT TYPE	PRODUCTS MENTIONED	AVE
Press Release	Feature	Culinary Coast	\$1,630.44
TOTAL VISITS 			
452,249			

Going to the Dogs

Delaware Beach Life | By Pam George | July 1, 2025

SIMILARWEB UVM 	JOURNALIST SHARES	JOURNALIST REACH	TOTAL ENGAGEMENT
—	0	0	0
FACEBOOK 	SENTIMENT	CAMPAIGN	CATEGORY
0	Positive	SDT	Culinary Coast
MEDIA STRATEGY	PLACEMENT TYPE	PRODUCTS MENTIONED	AVE
Branded Column	Feature	Culinary Coast, Partners, Pet Friendliness	—
TOTAL VISITS 			—

Working with CVBs and DMOs

Mid Atlantic Events Magazine | July 1, 2025

SIMILARWEB UVM 	JOURNALIST SHARES	JOURNALIST REACH	TOTAL ENGAGEMENT
—	0	0	22
FACEBOOK 	SENTIMENT	CAMPAIGN	CATEGORY
22	Positive	SDT	SDT Office
MEDIA STRATEGY	PLACEMENT TYPE	PRODUCTS MENTIONED	AVE
Interview, SDT Provided Content	Roundup	SDT Office	—
TOTAL VISITS 			
—			

Riding High

 Out and About | By Mary Mitchell | June 26, 2025

SIMILARWEB UVM 	JOURNALIST SHARES	JOURNALIST REACH	TOTAL ENGAGEMENT
4,244	0	0	0
FACEBOOK 	SENTIMENT	CAMPAIGN	CATEGORY
0	Positive	SDT	Beaches
MEDIA STRATEGY	PLACEMENT TYPE	PRODUCTS MENTIONED	AVE
Writer Assist	Roundup	Attractions	\$39.26
TOTAL VISITS 			
8,236			

Crushing on Delaware

Global Traveler | By Kelly Magyarics | June 1, 2025

SIMILARWEB UVM 	JOURNALIST SHARES	JOURNALIST REACH	TOTAL ENGAGEMENT
273	0	0	0
FACEBOOK 	SENTIMENT	CAMPAIGN	CATEGORY
0	Positive	BALTZ	Culinary Coast
MEDIA STRATEGY	PLACEMENT TYPE	PRODUCTS MENTIONED	AVE
Earned	Feature	Culinary Coast	\$2.53
TOTAL VISITS 			
274			

Crushing It on the Delaware Shore

The Mix with Robert Simonson | By Robert Simonson | May 26, 2025

The world of adult beverages has its rivalries. Peru and Chile will be forever be bickering over who owns Pisco. Both Scotland and Ireland will always insist they invented whiskey. Those are ancient battles. More recently, we have the Crush Wars. The Orange Crush is an easygoing beach cocktail made of orange-flavored vodka, triple sec, lemon-lime soda and freshly squeezed orange juice, served in a pint glass over ice. It first emerged in the 1990s. And both Maryland and Delaware claim it as their own.

SIMILARWEB UVM 	JOURNALIST SHARES	JOURNALIST REACH	TOTAL ENGAGEMENT
4,470	0	0	48
FACEBOOK 	SENTIMENT	CAMPAIGN	CATEGORY
48	Positive	BALTZ	Culinary Coast
MEDIA STRATEGY	PLACEMENT TYPE	PRODUCTS MENTIONED	AVE
Earned	Feature	Culinary Coast	\$41.35
TOTAL VISITS 			
9,379			

Why Delaware's Rehoboth Beach Is the Best Beach Town for Foodies

Northern Virginia Magazine | By Erica Moody | May 20, 2025

Why Delaware’s Rehoboth Beach Is the Best Beach Town for Foodies Plan a trip to the “Culinary Coast” for fresh seafood, Asian street food, and an oyster tour.

SIMILARWEB UVM  359,361	JOURNALIST SHARES 0	JOURNALIST REACH 0	TOTAL ENGAGEMENT 78
FACEBOOK  77	SENTIMENT Positive	CAMPAIGN BALTZ	CATEGORY Culinary Coast
MEDIA STRATEGY Earned	PLACEMENT TYPE Feature	PRODUCTS MENTIONED Culinary Coast	AVE \$3,324.09
TOTAL VISITS  533,840			