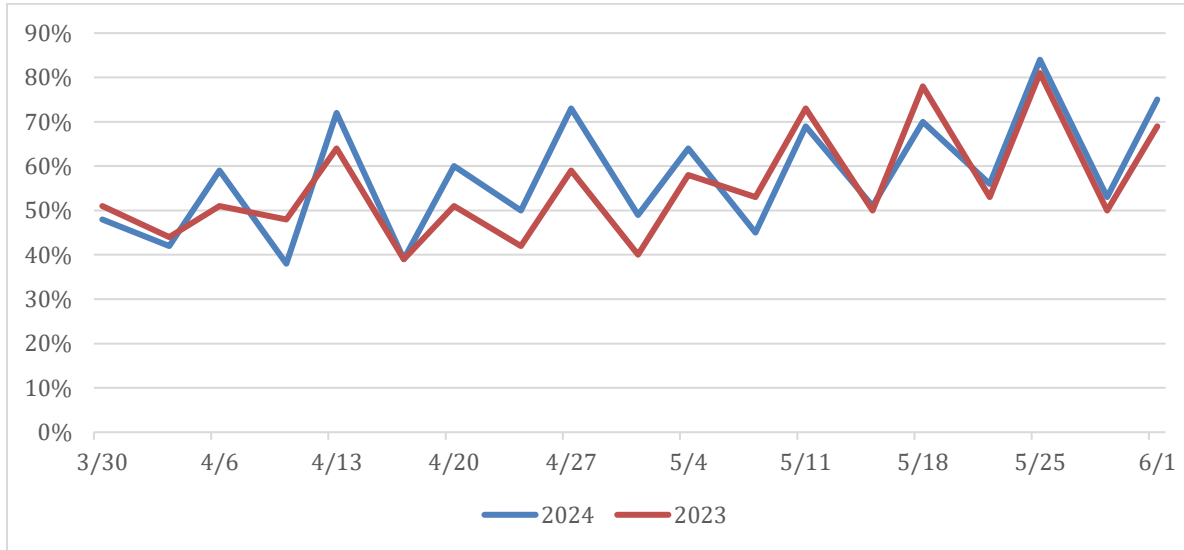




## FY 2024 Fourth Quarter Marketing Report April 1 – June 30, 2024

### Hotel Occupancy in Sussex County



#### Weekly Call-Arounds:

Wednesday Mean Average Occupancy.....47%    **↑ .5% from Last Year**  
 Saturday Mean Average Occupancy.....67.4%    **↑ 4% from Last Year**

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

| Current Month - May 2024 vs May 2023 |       |      |        |        |        |        |                              |      |        |          |            |           |
|--------------------------------------|-------|------|--------|--------|--------|--------|------------------------------|------|--------|----------|------------|-----------|
|                                      | Occ % |      | ADR    |        | RevPAR |        | Percent Change from May 2023 |      |        |          |            |           |
|                                      | 2024  | 2023 | 2024   | 2023   | 2024   | 2023   | Occ                          | ADR  | RevPAR | Room Rev | Room Avail | Room Sold |
| Sussex County, DE                    | 58.7  | 57.5 | 162.36 | 156.21 | 95.32  | 89.79  | 2.1                          | 3.9  | 6.2    | 7.8      | 1.5        | 3.7       |
| New Castle County, DE                | 66.1  | 64.1 | 144.54 | 139.91 | 95.61  | 89.66  | 3.2                          | 3.3  | 6.6    | 6.1      | -0.5       | 2.7       |
| Kent County, DE                      | 53.6  | 53.9 | 129.61 | 128.07 | 69.44  | 68.99  | -0.5                         | 1.2  | 0.7    | 3.9      | 3.3        | 2.7       |
| Outer Banks, NC+                     | 63.4  | 63.0 | 169.37 | 176.05 | 107.32 | 110.83 | 0.7                          | -3.8 | -3.2   | -0.9     | 2.3        | 3.0       |
| Jersey Shore+                        | 55.7  | 53.2 | 143.51 | 145.32 | 79.87  | 77.30  | 4.6                          | -1.2 | 3.3    | 2.7      | -0.6       | 4.0       |
| Ocean City MD+                       | 49.4  | 51.1 | 155.74 | 155.00 | 76.94  | 79.28  | -3.4                         | 0.5  | -2.9   | -3.0     | -0.0       | -3.4      |
| Virginia Beach                       | 65.9  | 62.9 | 163.10 | 160.22 | 107.52 | 100.72 | 4.9                          | 1.8  | 6.8    | 7.8      | 1.0        | 5.9       |

| Current Month - April 2024 vs April 2023 |       |      |        |        |        |        |                                |       |        |          |            |           |
|------------------------------------------|-------|------|--------|--------|--------|--------|--------------------------------|-------|--------|----------|------------|-----------|
|                                          | Occ % |      | ADR    |        | RevPAR |        | Percent Change from April 2023 |       |        |          |            |           |
|                                          | 2024  | 2023 | 2024   | 2023   | 2024   | 2023   | Occ                            | ADR   | RevPAR | Room Rev | Room Avail | Room Sold |
| Sussex County, DE                        | 56.3  | 57.4 | 133.87 | 133.16 | 75.32  | 76.49  | -2.1                           | 0.5   | -1.5   | -2.3     | -0.8       | -2.8      |
| New Castle County, DE                    | 69.2  | 66.5 | 132.00 | 129.47 | 91.30  | 86.07  | 4.0                            | 2.0   | 6.1    | 7.2      | 1.1        | 5.1       |
| Kent County, DE                          | 54.5  | 55.0 | 145.45 | 143.52 | 79.30  | 79.00  | -0.9                           | 1.3   | 0.4    | 3.7      | 3.3        | 2.3       |
| Outer Banks, NC+                         | 53.5  | 63.2 | 137.66 | 153.54 | 73.66  | 97.02  | -15.3                          | -10.3 | -24.1  | -22.8    | 1.7        | -13.9     |
| Jersey Shore+                            | 49.2  | 49.2 | 129.43 | 126.15 | 63.65  | 62.04  | -0.0                           | 2.6   | 2.6    | 1.8      | -0.8       | -0.8      |
| Ocean City MD+                           | 39.6  | 48.3 | 112.76 | 119.69 | 44.64  | 57.77  | -18.0                          | -5.8  | -22.7  | -21.7    | 1.4        | -16.8     |
| Virginia Beach                           | 62.2  | 64.5 | 136.54 | 156.33 | 84.94  | 100.86 | -3.6                           | -12.7 | -15.8  | -14.9    | 1.0        | -2.6      |

## PAT Revenue

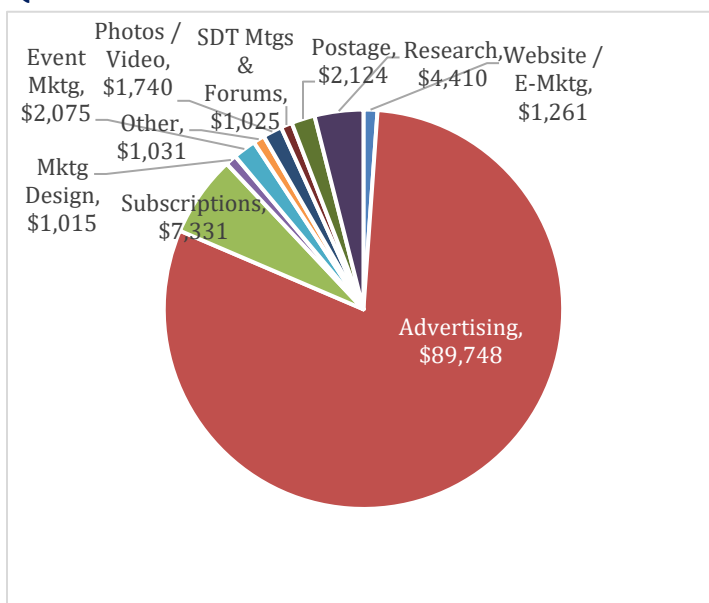
**Q4 2024**  
\$172,759

**Q4 2023**  
\$164,498

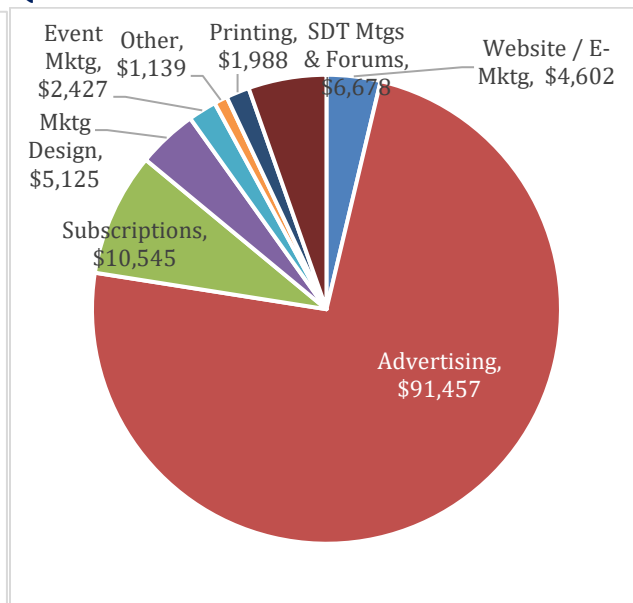
↑ 5% from Last Year

## Marketing Expense Breakdown

### Q4 FY 24



### Q4 FY 23



## Advertising Results

### Adara Digital Tracking Report

Apr-June 2024(FY24) vs

Apr-June 2023(FY23)

| Apr-June<br>FY 23 - FY 24                        | Impressions | Uniques | Hotel<br>Searches | Hotel<br>Bookings |
|--------------------------------------------------|-------------|---------|-------------------|-------------------|
| Miles/<br>Display/Native                         | 5,215,351   | 586,094 | 645               | 40                |
| /Paid Social                                     | 2,563,601   | 609,462 | 3,060             | 95                |
| Effectv                                          | 411,262     | 22,091  | 95                | 2                 |
|                                                  | 737,441     | 98,134  | 94                | 1                 |
| Paid Facebook<br>Newsfeed &<br>promoted<br>posts | 2080        | 1,027   | 11                | 0                 |
|                                                  | 5,454       | 2,986   | 5                 | 0                 |
| Click Trackers                                   | 5,182       | 4,172   | 90                | 2                 |
|                                                  | 7,666       | 5,035   | 136               | 3                 |
| Northern VA<br>Magazine<br>(May)                 | 586,094     | 22,091  | 93                | 2                 |
|                                                  | 609,462     | 98,134  | 226               | 10                |

### Summer Advertising. (July-September 2024)

SDT will be implementing display, programmatic, social media, print, email, and TV/streaming advertising among the following outlets: Mid Atlantic Events, Effectv, Compass Magazine, Arlington Magazine, Newsday (LI), Facebook, Preservation Magazine, AAA World, and Southern Living,

- 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

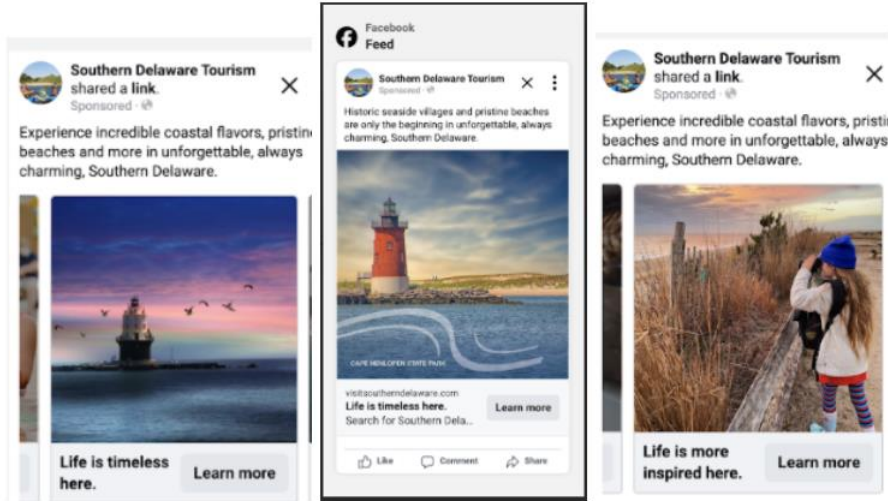
**Sample ADs:**



*Southern Delaware*  
Beaches are just the beginning™

Life tastes *better* here.

Visit The **CULINARY COAST™**



Southern Delaware Tourism shared a link. Sponsored

Experience incredible coastal flavors, pristine beaches and more in unforgettable, always charming, Southern Delaware.

Life is timeless here. Learn more

Facebook Feed

Southern Delaware Tourism shared a link. Sponsored

Historic seaside villages and pristine beaches are only the beginning in unforgettable, always charming, Southern Delaware.

Life is timeless here. Learn more

Southern Delaware Tourism shared a link. Sponsored

Experience incredible coastal flavors, pristine beaches and more in unforgettable, always charming, Southern Delaware.

Life is more inspired here. Learn more



*Southern Delaware*  
Beaches are just the beginning™

Life is *less taxing* here.

PLAN YOUR TRIP

**TAX FREE**

New Shared w... 2024 Spring ... Dis...



*Southern Delaware*  
Beaches are just the beginning™

Life is more *good-natured* here.

PLAN YOUR TRIP

## Native & Display

| SOUTHERN DELAWARE<br>April-June 2024 Performance<br>Paid Programmatic, Social & SEM |             |             |                                  |                                                                     |                 |                                     |                   |
|-------------------------------------------------------------------------------------|-------------|-------------|----------------------------------|---------------------------------------------------------------------|-----------------|-------------------------------------|-------------------|
| PROGRAMMATIC                                                                        |             |             |                                  |                                                                     |                 |                                     |                   |
| Ad Type                                                                             | Spend       | Impressions | eCPM                             | Clicks                                                              | CTR**           | eCPC                                | Total Conversions |
| Display                                                                             | \$8,649.48  | 1,360,806   | \$6.36                           | 1,412                                                               | 0.10%           | \$6.13                              | 9,566             |
| Native                                                                              | \$8,652.08  | 1,240,659   | \$6.97                           | 1,552                                                               | 0.13%           | \$5.57                              | 5,162             |
| Totals                                                                              | \$17,301.56 | 2,601,465   | \$6.38                           | 2,964                                                               | 0.12%           | \$5.27                              | 14,728            |
| SOCIAL (META)                                                                       |             |             |                                  |                                                                     |                 |                                     |                   |
| Landing Page Views                                                                  | C/LPV       | CTR***      | Most Engaged                     | Top Cities (Link Clicks)                                            | Engagement Rate | Top Performing Ads                  | Link Clicks       |
| 22,350                                                                              | \$0.54      | 2.02%       | Adults 55+<br>Women most engaged | Philadelphia (16,421)<br>New York (7,286)<br>Washington, DC (3,684) | 36.32%          | Play Video (FB),<br>Stay Video (IG) | 28,029            |
| Search Engine Marketing (SEM)                                                       |             |             |                                  |                                                                     |                 |                                     |                   |
| Campaign                                                                            | Cost        | Impressions | Clicks                           | CTR****                                                             | Avg. CPC****    |                                     |                   |
| S. Delaware - Brand                                                                 | \$1,453.55  | 88,218      | 4,323                            | 4.90%                                                               | \$0.34          |                                     |                   |
| S. Delaware - Things to                                                             | \$1,567.21  | 79,866      | 4,120                            | 5.16%                                                               | \$0.38          |                                     |                   |
| S. Delaware - Meetings &                                                            | \$989.44    | 15,327      | 1,270                            | 8.29%                                                               | \$0.78          |                                     |                   |
| Totals                                                                              | \$4,010.20  | 183,411     | 9,713                            | 5.30%                                                               | \$0.41          |                                     |                   |
| **Display Industry CTR Benchmark: 0.8-0.10%                                         |             |             |                                  |                                                                     |                 |                                     |                   |
| **Native Industry CTR Benchmark: 0.8-0.10%                                          |             |             |                                  |                                                                     |                 |                                     |                   |
| ***Social Industry benchmark: CTR 0.9%                                              |             |             |                                  |                                                                     |                 |                                     |                   |
| ****SEM Industry Benchmarks: 4.68% CTR and \$1.52 CPC                               |             |             |                                  |                                                                     |                 |                                     |                   |

## Effectv Streaming Campaign Summary

April 1, 2024 – June 9, 2024

| Area         | Target                                                                | Impression Goal | Impressions Served | % of Impression Goal | Completed Views | Completed Views % |
|--------------|-----------------------------------------------------------------------|-----------------|--------------------|----------------------|-----------------|-------------------|
| Philadelphia | Booming with Confidence<br>Flourishing Families<br>Outdoor Enthusiast | 129,426         | 129,197            | 99.82%               | 120,179         | 93.02%            |
| New York     | Booming with Confidence<br>Flourishing Families<br>Outdoor Enthusiast | 107,854         | 107,853            | 100%                 | 93,957          | 87.12%            |
| HLLY         | Booming with Confidence<br>Flourishing Families<br>Outdoor Enthusiast | 86,286          | 86,260             | 99.97%               | 82,618          | 95.78%            |
| BWI          | Booming with Confidence<br>Flourishing Families<br>Outdoor Enthusiast | 86,286          | 86,335             | 100.06%              | 81,540          | 94.45%            |
| DC           | Booming with Confidence<br>Flourishing Families<br>Outdoor Enthusiast | 107,854         | 107,898            | 100.04%              | 100,696         | 93.33%            |
| <b>Total</b> |                                                                       | <b>517,706</b>  | <b>517,543</b>     | <b>99.97%</b>        | <b>478,990</b>  | <b>92.55%</b>     |

### 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

Nationally streaming viewership has for the first time surpassed traditional broadcast and cable TV viewership. This ongoing shift of viewership will continue to drive the increase in impressions on big screen/smart tv increasing. The viewership on the big screen increased again to 83.95%. Pluto and Samsung TV were the top 2 networks/apps. This is only leaving 16.05% of impressions being delivered on a device that our tracking pixel can be placed on. The number of viewers watching our commercial in it's entirety has increased again to 9.2 out of 10 from 8.6 in the last report.

### Top Five Landing Pages on SDT's Website

| April 2024                  | May 2024                | June 2024               |
|-----------------------------|-------------------------|-------------------------|
| 1. Events (Page)            | 1. Events (Page)        | 1. Events (Page)        |
| 2. Festivals (Page)         | 2. Festival             | 2. Culinary Coast       |
| 3. Culinary Coast           | 3. Culinary Coast       | 3. Pet Friendly         |
| 4. Meetings & Retreats Page | 4. Pet Friendly         | 4. Festivals            |
| 5. Pet Friendly             | 5. Where to Stay (Page) | 5. Where to stay (Page) |

## **Top 10 Referring Websites**

|                                  |                           |
|----------------------------------|---------------------------|
| 1. bringfido.com                 | 6. Hollylakecampsites.com |
| 2. visitdelaware.com             | 7. mooringsatlewes.com    |
| 3. seacretsoftheeasternshore.com | 8. sussexcounty.de.gov    |
| 4. Deepbranchcampground.com      | 9. Thewildest.com         |
| 5. Mapquest.com                  | 10. cmlf.com              |

## **Reader Response/Leads**

| <b><i>Publications</i></b>          | Q4 2024          | Q4 2023           |
|-------------------------------------|------------------|-------------------|
| Compass Family Travel               | 1,342            | 2,614             |
| AAA                                 | Didn't Advertise | 12                |
| SDT Website Visitor<br>Guide Orders | 306              | 175               |
| Southern Living                     | 982              | 1,037             |
| Great Getaways                      | 469              | Did not advertise |

## **Public Relations**

This quarter's SDT media coverage value is over \$400,000 with over 44 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 Mid Atlantic Events, Out & About, Bethesda Magazine, AARP, Pride Journeys, Delaware Business Magazine, Delaware Today, Twin Capes Traveller, and several others.

Additional initiatives this quarter included monthly eScapes newsletters and our quarterly Connections partner newsletter. Press releases SDT distributed this quarter included an announcement of the winners in our 8th Annual Photo Contest, SDT's Tourism Ambassador Program, and several for local events. We've continued working closely with Baltz & Co. on our Culinary Coast™ promotion.

## **Social Media**

Over the past quarter, SDT's Facebook has a current net total of 19,760 followers (we've added over 800 this quarter.) Our Facebook page reach for the quarter was 776,410, up 41.6%. This quarter our link clicks totaled 24,000+.

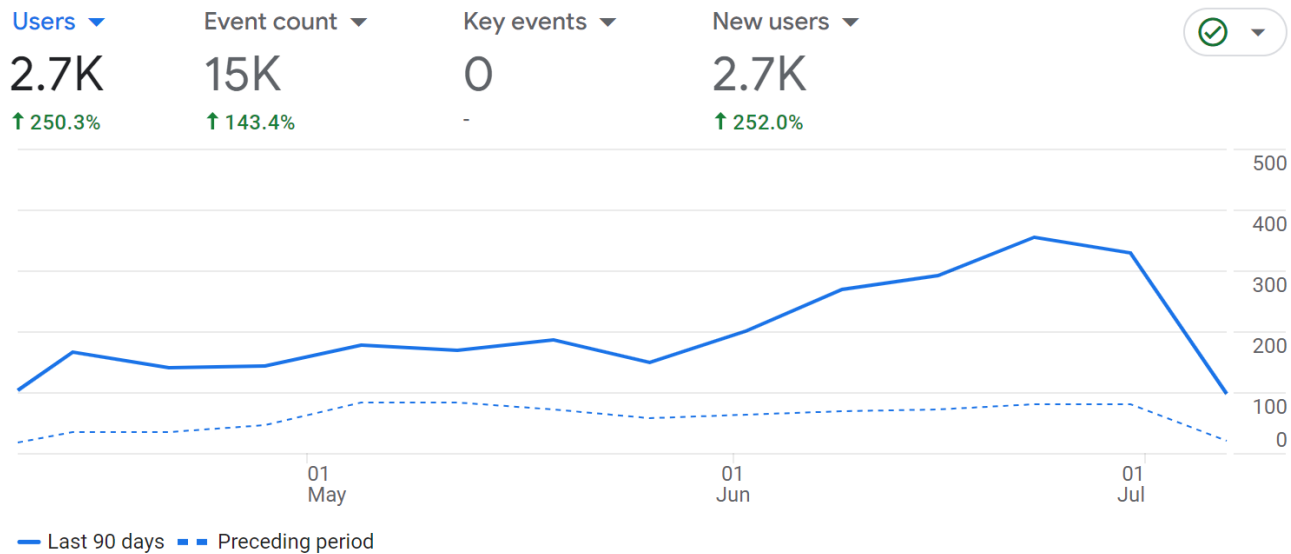
Our @VisitSouthDel Instagram has added a net 501 new followers over the last three months for a net total of 6,504, and our reach was 134,000.

Our Instagram focusing on the Culinary Coast scene, @CulinaryCoastDE has gained 28 followers for a total of 1,169. We have begun adding Life Tastes Better Here reels to that account.

Engagement numbers continue to be good and have shown significant improvement across all social

media platforms. 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. We are still in the process of producing Life Tastes Better Here videos for our website and social media involving chef interviews, and have nearly two dozen completed.

**SDT SouthDel SideKick Mobile App**



This graph illustrates user activity over the last quarter. SouthDel Sidekick is still in recovery, rebuilding its trackable users due to the GA4 transition. We are working to increase user activity by adding some new interested partners looking to be included on the sidekick app. We currently are working with 4 interested hotels being added to the platform, along with 10 new businesses wanting to be added as well.

**SDT Tourism Ambassador Program**

In June, SDT launched its first ever Tourism Ambassador Program in partnership with Tourism Academy. This free, online training course targets front-line hospitality and tourism personnel as well as community volunteers who interface with visitors to Sussex County. In just two weeks, 42 people have signed up or have completed the course. Additionally 4 businesses / attractions have expressed interest in offering “Ambassador Rewards” in addition to SDT’s Tourism Ambassador T-Shirts that will be distributed to all of those who have received their certification.