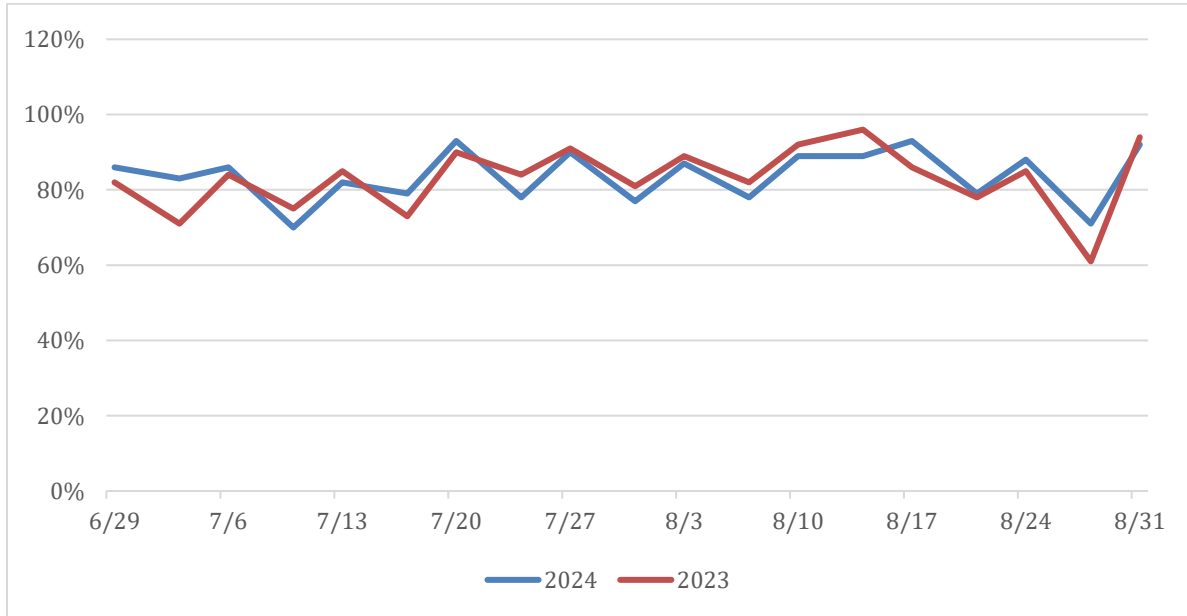




FY 2025 First Quarter Marketing Report July 1 – September 30, 2024

Hotel Occupancy in Sussex County



Weekly Call-Arounds:

Wednesday Mean Average Occupancy.....78.2% **↑ .4% from Last Year**
 Saturday Mean Average Occupancy.....88.6% **↑ .8% from Last Year**

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

Current Month - August 2024 vs August 2023												
	Occ %		ADR		RevPAR		Percent Change from August 2023					
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	78.1	74.4	236.42	227.96	184.68	169.65	5.0	3.7	8.9	9.2	0.3	5.3
New Castle County, DE	68.1	62.1	132.98	129.14	90.56	80.25	9.6	3.0	12.9	13.0	0.1	9.7
Kent County, DE	65.0	57.2	156.69	140.78	101.79	80.51	13.6	11.3	26.4	26.4	0.0	13.6
Outer Banks, NC+	65.3	70.8	209.73	216.71	137.05	153.52	-7.8	-3.2	-10.7	-10.3	0.4	-7.4
Jersey Shore+	68.0	69.2	177.34	166.84	120.57	115.51	-1.8	6.3	4.4	3.8	-0.6	-2.4
Ocean City MD+	77.8	76.9	281.70	285.47	219.25	219.62	1.2	-1.3	-0.2	-0.2	-0.0	1.1
Virginia Beach	77.4	73.6	211.47	217.12	163.73	159.87	5.1	-2.6	2.4	3.3	0.9	6.1

Current Month - July 2024 vs July 2023												
	Occ %		ADR		RevPAR		Percent Change from July 2023					
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	75.0	77.0	243.66	244.45	182.63	188.23	-2.7	-0.3	-3.0	-2.7	0.3	-2.4
New Castle County, DE	63.3	62.5	130.87	137.81	82.79	86.16	1.2	-5.0	-3.9	-4.8	-1.0	0.2
Kent County, DE	61.1	63.3	167.07	168.56	102.11	106.62	-3.4	-0.9	-4.2	-1.1	3.3	-0.2
Outer Banks, NC+	69.5	75.6	218.68	241.14	151.97	182.30	-8.1	-9.3	-16.6	-16.3	0.4	-7.7
Jersey Shore+	71.0	72.7	176.06	170.39	125.04	123.92	-2.3	3.3	0.9	0.4	-0.5	-2.8
Ocean City MD+	76.7	78.6	288.35	299.20	221.16	235.27	-2.5	-3.6	-6.0	-6.0	-0.0	-2.5
Virginia Beach	78.3	79.8	233.46	239.46	182.87	191.17	-1.9	-2.5	-4.3	-3.5	0.8	-1.1

Current Month - June 2024 vs June 2023												
	Occ %		ADR		RevPAR		Percent Change from June 2023					
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	70.4	67.9	207.69	202.84	146.28	137.67	3.8	2.4	6.3	7.9	1.6	5.4
New Castle County, DE	67.0	64.4	145.25	144.23	97.34	92.91	4.0	0.7	4.8	3.8	-1.0	3.0
Kent County, DE	60.3	61.9	171.83	158.21	103.55	97.97	-2.7	8.6	5.7	9.1	3.3	0.5
Outer Banks, NC+	65.5	71.5	216.00	215.39	141.48	153.91	-8.3	0.3	-8.1	-7.7	0.4	-7.9
Jersey Shore+	65.4	62.2	162.63	156.57	106.32	97.34	5.2	3.9	9.2	8.8	-0.4	4.7
Ocean City MD+	70.1	67.3	224.93	232.05	157.57	156.20	4.1	-3.1	0.9	0.9	-0.0	4.1
Virginia Beach	80.3	74.2	213.23	209.80	171.23	155.69	8.2	1.6	10.0	9.9	-0.1	8.1

PAT Revenue

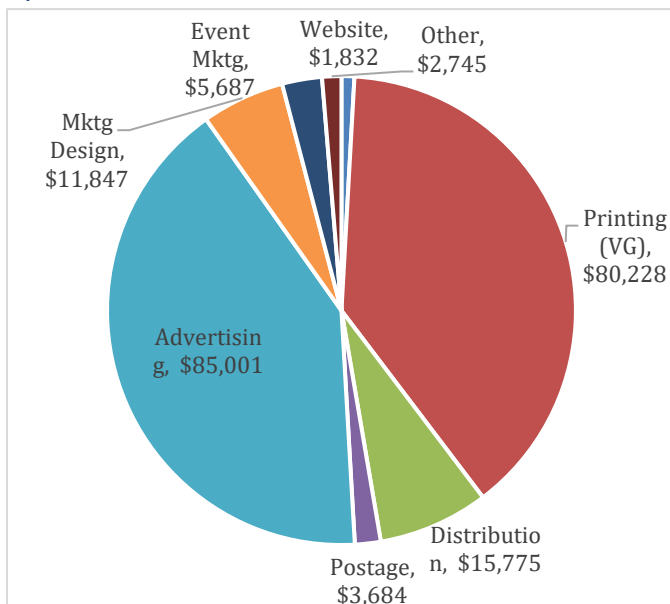
Q1 2025
\$618,611

Q1 2024
\$599,335

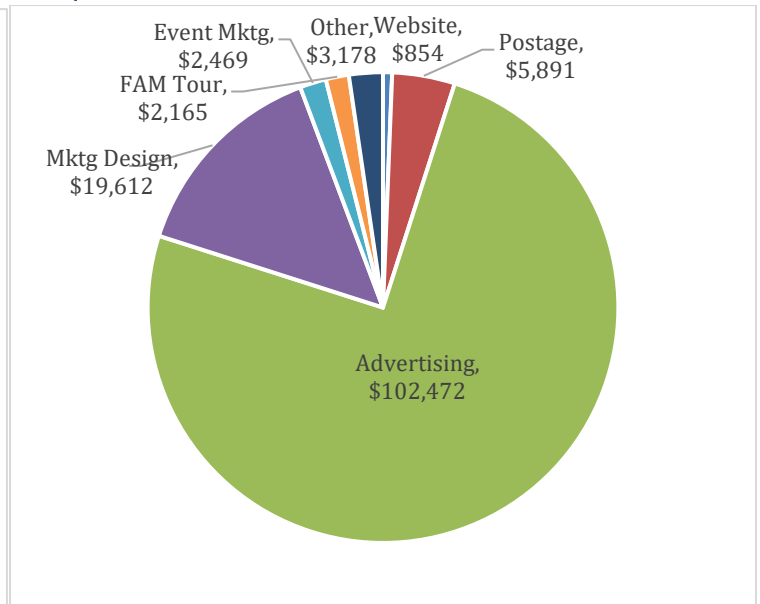
↑ 3.2% from Last Year

Marketing Expense Breakdown

Q1 FY 25



Q1 FY 24



Advertising

Adara Digital Tracking Report Jul-Sept 2024(Q1-25) vs Jul-Sept 2023(Q1-24)

Jul-Sept Q1 - 24 - Q1 - 25	Impressions	Uniques	Hotel Searches	Hotel Bookings
Miles/ Display/Native /Paid Social	2,512,291,	654,535	2,555	61
	2,502,300	403,374	2,251	108
Effectv **	16,581,493	177,365	329	9
	346,340	57,936	129	99
Paid Facebook Newsfeed & promoted posts *	1,637	944	6	4
	22,975	15,677	0	0
SDT Hotel Page Clicks	6,409	5,070	148	3
	11,819	8,416	188	5
Sojern (New) (Summer 24)	1,479,887	65,430	320	24
Military Times(New) (Sept 24)	33,501	2,734	-	-
Newsday (New) (Sept 24)	220,180	50,740	15	1

*- Facebook billed incorrectly and are working to resolve this

** - Impressions dropped from last year because they did not show up on smart TV's, which don't utilize pixel trackers, we will review moving forward

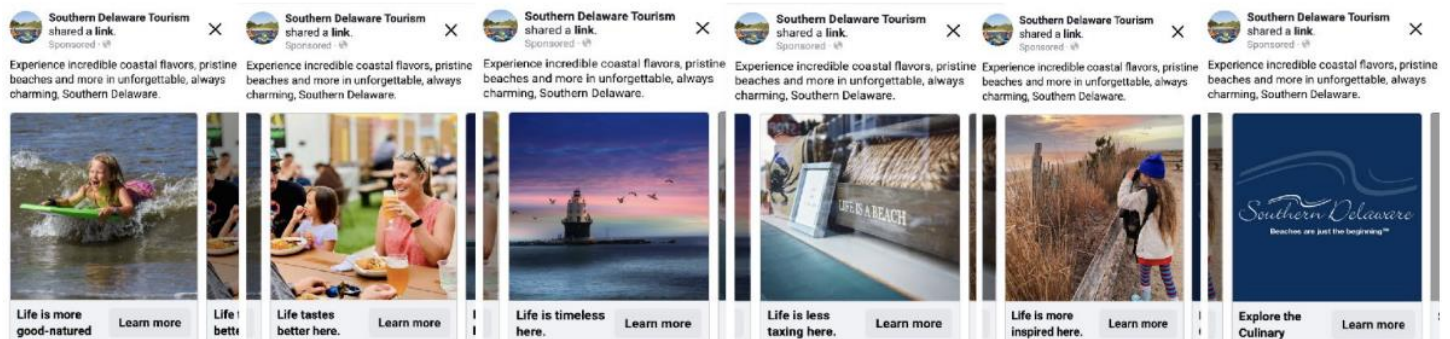
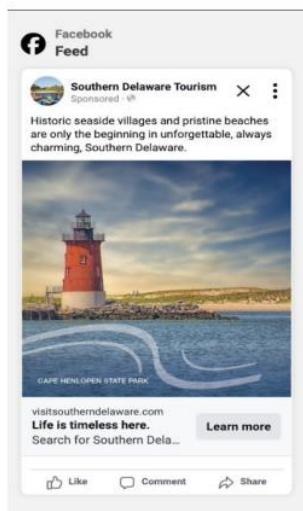
Summer Advertising (July-September 2024)

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

- 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

Summer Sample ADs:



Native & Display

SOUTHERN DELAWARE TOURISM PAID MEDIA PERFORMANCE FY25 Q1 (JULY-SEPTEMBER) PROGRAMMATIC [DISPLAY & NATIVE]								
AdGenuity [July Only]								
Ad Type	Spend	Impressions	eCPM (Cost Per Thousand Impressions)	Clicks	CTR (Click Through Rate: Industry Benchmark 0.08%-0.10%)	eCPC (Cost Per Click)	Total Conversions	CPA (Cost Per Action/Conversion)
Native	\$2,999.89	562,179	\$5.34	1026	0.18%	\$2.92	1,361	\$2.20
Display	\$2,999.98	444,590	\$6.75	855	0.19%	\$3.51	1,337	\$2.24
Totals	\$5,999.87	1,006,769	\$5.96	1,881	0.19%	\$3.19	2,698	\$2.22
*Ad+genuity is a full-service programmatic partner through whom we were placing our programmatic advertising in FY24. This is a strong partner who delivers competitive pricing with above-industry benchmark performance.								
Sojern [August-September Only]								
Ad Type	Spend	Impressions	eCPM (Cost Per Thousand Impressions)	Clicks	CTR (Click-Through Rate)	eCPC (Cost Per Click)	Total Conversions	CPA (Cost Per Action)
Display	\$7,991.74	1,331,956	\$6.00	426	0.03%	\$18.76	657	\$12.16
Added Value Display	\$0.00	63,102	\$0.00	31	0.05%	\$0.00	208	\$0.00
Totals	\$7,991.74	1,395,058	\$5.73	457	0.03%	\$17.49	865	\$9.24
*Sojern is a programmatic partner through whom we were placing our display advertising in FY25. Sojern is a Travel Marketing Platform that helps you find, attract, convert, and engage your customers throughout the travel buying journey and provides monthly economic impact reporting track the impact of advertising spend on visitation exclusive to data partners (airlines, hotel groups, etc.) Sojern works with. Note: Sojern is not optimizing towards click-through rate (CTR). Rather, they are optimizing towards bookings. Therefore, we may see a lower CTR compared to Ad+Genuity, especially in the beginning while they continue to learn and optimize as a new campaign.								
Paid Media Totals [Q1]	\$13,991.61	2,401,827	\$5.83	2,338	0.10%	\$5.98	3,563	\$3.93

Southern Delaware Tourism

Effectv Streaming Campaign Summary

July 29 – September 29, 2024

Area	Target	Impression Goal	Impressions Served	% of Impression Goal	Completed Views	Completed Views %
Philadelphia	Booming with Confidence Flourishing Families Outdoor Enthusiast	110,010	110,321	100.28%	85,817	77.79%
New York	Booming with Confidence Flourishing Families Outdoor Enthusiast	73,339	73,693	100.41%	53,923	73.23%
HLLY	Booming with Confidence Flourishing Families Outdoor Enthusiast	55,005	55,307	100.58%	44,579	80.60%
BWI	Booming with Confidence Flourishing Families Outdoor Enthusiast	55,005	55,313	100.56%	43,362	82.02%
DC	Booming with Confidence Flourishing Families Outdoor Enthusiast	73,339	73,644	100.42%	59,531	80.84%
Total		366,698	368,224	100.42%	289,217	78.54%

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
- Outdoor Enthusiasts – People who engage in outdoor activities, like biking, kayaking, golfing, birding, hiking, gardening. Anyone who loves being outside.

Though nationally the streaming viewership has continued to rise on big screen and smart tv, the SDT campaign actually delivered on 25.25% less smart TV’s than in May and June of this year, but it stayed the same from the same time in 2023.

The top 2 networks/apps were Samsung TV and the Weather Channel.

The percentage of viewers that watched the SDT ad in its entirety declined year over year 7%.

Top Five Landing Pages on SDT's Website

July 2024	August 2024	September 2024
1. Events (Page)	1. Events (Page)	1. Recreation
2. Culinary Coast	2. Festival	2. Events (Page)
3. Festivals	3. Pet Friendly	3. Outdoor Adventures
4. Meetings & Retreats Page	4. Culinary Coast	4. Pet Friendly
5. Our Towns	5. Our Towns	5. Culinary Coast

Top 10 Referring Websites

1. Facebook.com	6. cmlf.com
2. Bringfido.com	7. arlingtonmagazine.com
3. Visitdelaware.com	8. Secretsoftheeasternshore.com
4. Mooringatlewes.org	9. paper.newsday.com
5. Sussexcountyde.gov	10. paddlecoastaldelaware.com

Reader Response/Leads

<i>Publications</i>	Q1 2025	Q1 2024
Compass Family Travel	1,216	551
SDT Website Visitor Guide Orders	207	114
Southern Living	785	1,250
Great Getaways	280	Did not advertise

Public Relations

This quarter's SDT media coverage value is \$1,709,283 with 184,787,400 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 Pride Journeys and Delaware Today. Additionally:

Chris attended the MATPRA Media Marketplace in August and met with many interested writers and influencers.

Tina attended the SATW Media Marketplace (in late June, too late to report last quarter) where she had in-depth one-on-one meetings with ten freelance writers and bloggers.

SDT, in collaboration with more than a dozen tourism partners, hosted a very successful three-day Culinary Coast FAM Tour for three member/writers of the International Food and Wine Travel Writers Association in September.

SDT facilitated a visit to Delaware Botanic Gardens by renown gardening YouTuber Jim Putnam of HortTube in mid-August. Jim's YouTube channel is followed by over 240,000 viewers. He subsequently produced and posted a nearly 30-minute video of DBG which has since received more than 13,000 views.

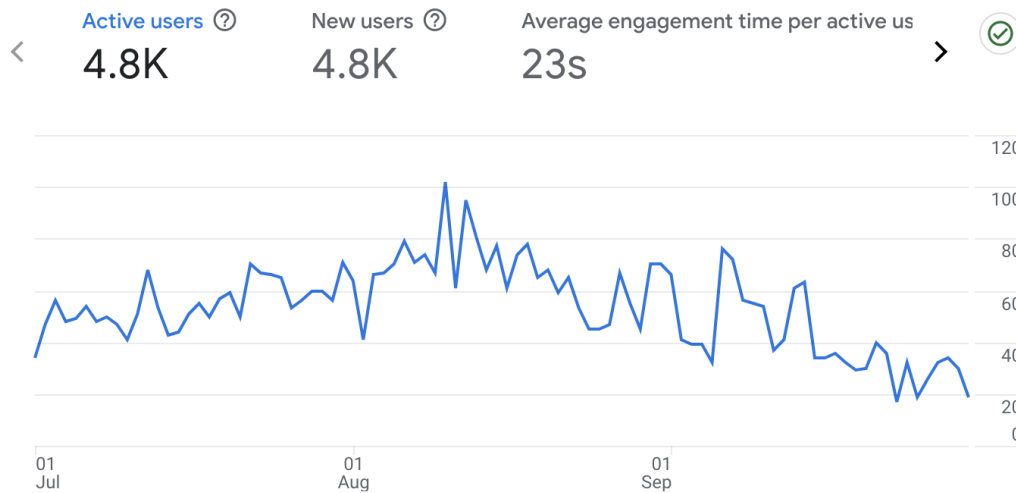
SDT arranged hosting and support for accomplished freelance writer Candyce Stapen whose piece will be available via Creators Syndicate (3M+ readers) and perhaps Epoch Times (40M+ readers) later this month. We also assisted with building and arranging itineraries for writers brought in by Baltz and Co.

Additional initiatives this quarter included monthly eScapes newsletters and our quarterly Connections partner newsletter. Press releases we distributed this quarter included announcements of our annual Fall for Our History and Arts Around Our Towns promotions, Inland Bays Oyster Week and the opening of the SDT Tourism Awards Nominations.

Social Media

Social Media Platform	Total Followers	New Followers (This Quarter)	Reach (This Quarter)	Additional Metrics
SDT's Facebook	20,100	1,200	792,000	42,700 Link Clicks
@VisitSouthDel IG	6,842	338	61,000	N/A
@CulinaryCoastDE IG	1,088	19	N/A	Adding New Reels

SDT SouthDel SideKick Mobile App



This graph demonstrates a positive trend of growth for SouthDel Sidekick over the past quarter. With 4.8K active users and 4.8K new users, the platform is showing resilience and steady growth despite the challenges of the lost data in GA4 transition. We believe this is due to the amount of businesses and hotels we continue to add to Southdel Sidekick. In pursuit of continuing this growth, we are currently in talks with 4 new hotels and 3 new businesses to be added to the platform. Among them is the Surf Club Oceanfront Hotel, The Beacon Inn, Home2Suites, Hampton Inn Rehoboth and Salted Vines Vineyards.

SDT Tourism Ambassador Program

81 people have completed this online course with 39 completing in this past quarter. SDT Tourism Ambassador T-Shirts were distributed to all of those who have received their certification.