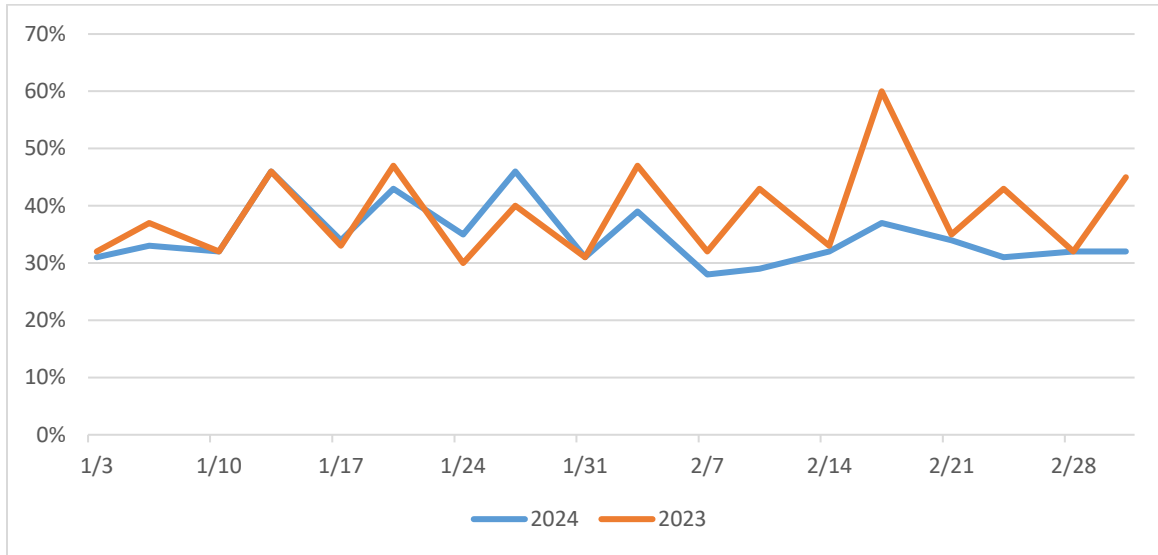




FY 2024 Third Quarter Marketing Report January 1 – March 31, 2024



Weekly Call-Arounds:

Wednesday Mean Average Occupancy.....33.1% ↓ **0.6% from Last Year**
 Saturday Mean Average Occupancy..... 38.2% ↓ **3.8% from Last Year**

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

Current Month - February 2024 vs February 2023												
	Occ %		ADR		RevPAR		Percent Change from February 2023					
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	45.7	46.1	109.79	104.65	50.20	48.27	-0.9	4.9	4.0	0.4	-3.4	-4.3
New Castle County, DE	57.5	56.1	122.16	120.09	70.21	67.36	2.5	1.7	4.2	5.4	1.1	3.6
Kent County, DE	43.6	45.9	106.72	104.39	46.55	47.94	-5.0	2.2	-2.9	0.3	3.3	-1.9
Outer Banks, NC+	42.0	48.0	102.84	104.71	43.17	50.31	-12.6	-1.8	-14.2	-8.7	6.4	-7.0
Jersey Shore+	49.4	43.2	119.41	116.96	58.97	50.50	14.4	2.1	16.8	15.6	-1.0	13.2
Ocean City MD+	31.7	32.6	108.00	105.92	34.22	34.55	-2.9	2.0	-1.0	-0.4	0.6	-2.3
Virginia Beach	49.9	49.1	113.62	110.71	56.74	54.35	1.7	2.6	4.4	5.0	0.6	2.3

Current Month - January 2024 vs January 2023												
	Occ %		ADR		RevPAR		Percent Change from January 2023					
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	39.6	39.2	105.46	100.63	41.77	39.47	1.0	4.8	5.8	5.0	-0.8	0.2
New Castle County, DE	50.3	47.5	117.77	113.52	59.28	53.93	6.0	3.7	9.9	12.6	2.4	8.5
Kent County, DE	37.5	38.8	101.91	101.53	38.24	39.35	-3.2	0.4	-2.8	0.3	3.3	-0.0
Outer Banks, NC+	33.2	37.9	95.03	95.76	31.52	36.34	-12.6	-0.8	-13.3	-10.4	3.3	-9.8
Jersey Shore+	44.2	37.7	114.86	112.68	50.71	42.52	17.0	1.9	19.3	18.8	-0.4	16.6
Ocean City MD+	24.3	26.8	91.39	91.45	22.21	24.54	-9.4	-0.1	-9.5	-9.3	0.2	-9.3
Virginia Beach	40.1	39.0	102.37	102.52	41.04	39.95	2.9	-0.1	2.7	4.6	1.8	4.8

Current Month - December 2023 vs December 2022												
	Occ %		ADR		RevPAR		Percent Change from December 2022					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	42.9	43.0	110.59	106.38	47.40	45.75	-0.3	4.0	3.6	4.9	1.3	0.9
New Castle County, DE	48.7	48.5	116.92	117.12	56.90	56.76	0.4	-0.2	0.2	2.2	1.9	2.3
Kent County, DE	38.2	40.8	102.70	107.37	39.23	43.85	-6.5	-4.4	-10.5	-7.6	3.3	-3.4
Outer Banks, NC+	35.6	37.4	100.09	100.93	35.62	37.70	-4.7	-0.8	-5.5	-2.7	2.9	-1.9
Jersey Shore+	42.1	38.4	117.10	117.94	49.29	45.30	9.6	-0.7	8.8	8.5	-0.3	9.3
Ocean City MD+	33.1	32.0	105.23	113.25	34.88	36.28	3.5	-7.1	-3.9	-3.5	0.4	3.9
Virginia Beach	41.7	42.4	109.43	107.06	45.64	45.42	-1.7	2.2	0.5	2.4	1.8	0.1

PAT Revenue

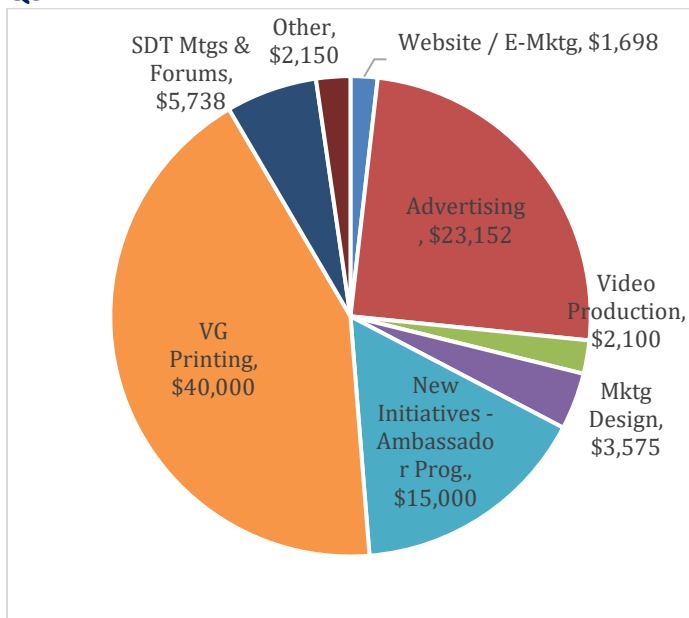
Q3 2024
\$110,320

Q3 2023
\$137,699

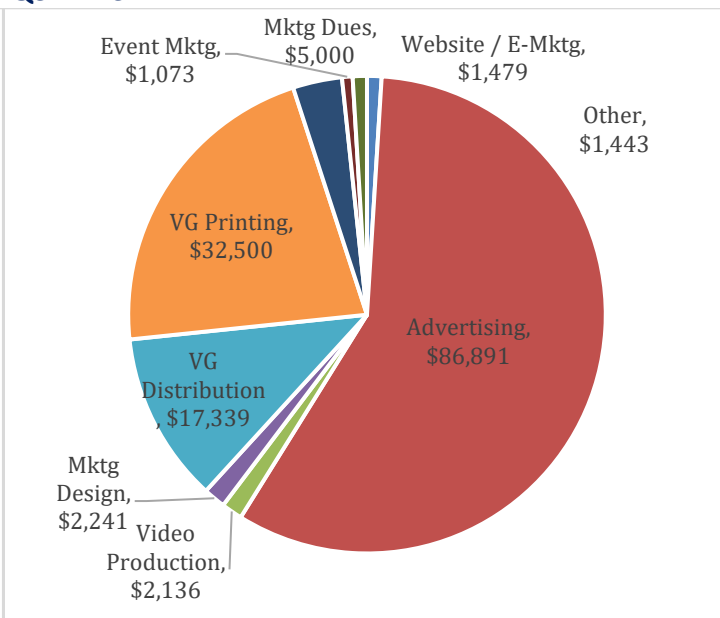
↓ 19.88% from Last Year

Marketing Expense Breakdown

Q3 FY 24



Q3 FY 23



Advertising Results

Adara Digital Tracking Report
Jan-March 2024(FY24) vs
Jan-March 2023(FY23)

Jan- March FY 23 - FY 24	Impressions	Uniques	Hotel Searches	Hotel Bookings
Miles/ Display/Native /Paid Social	2,081,264	589,416	2,132	47
	823,624	296,230	518	32
Effectv	228,500	22,199	38	2
	291,904	21,534	15	1
Paid Facebook Newsfeed & promoted posts	445	410	0	0
	739	342	0	0
Click Trackers	4,925	3,136	45	1
	6,557	4,289	80	1

Spring Advertising

SDT will be implementing display, programmatic, social media, print, email, and TV/streaming advertising among the following outlets:

Mid Atlantic Events, Effectv, Compass Magazine, Northern Virginia, Magazine, Facebook, USA Today, 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

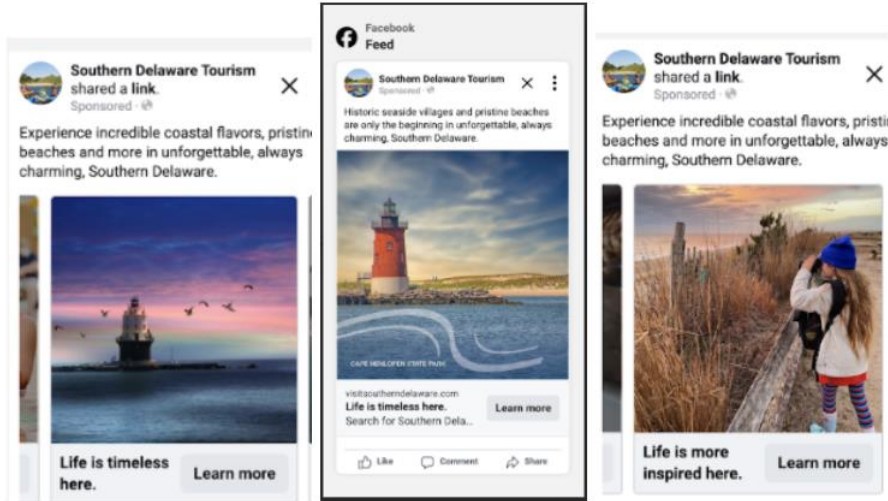
Sample ADs:



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



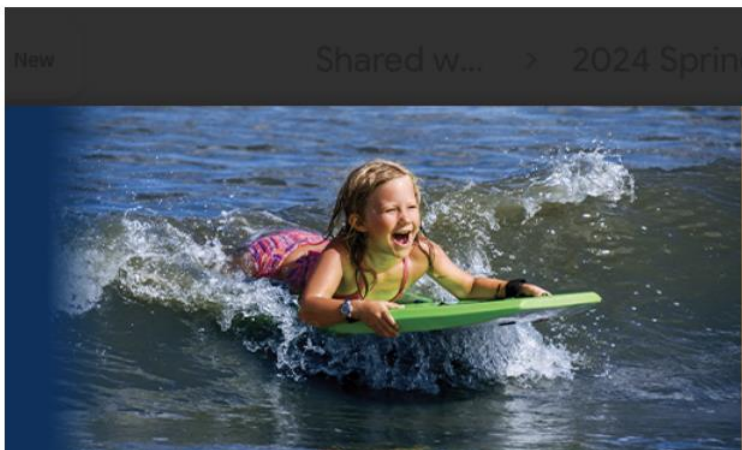
Southern Delaware
Beaches are just the beginning™

Life is *less taxing* here.

PLAN YOUR TRIP

TAX FREE

New Shared w... > 2024 Spring ... > Dis... ✓ ☰ ⓘ

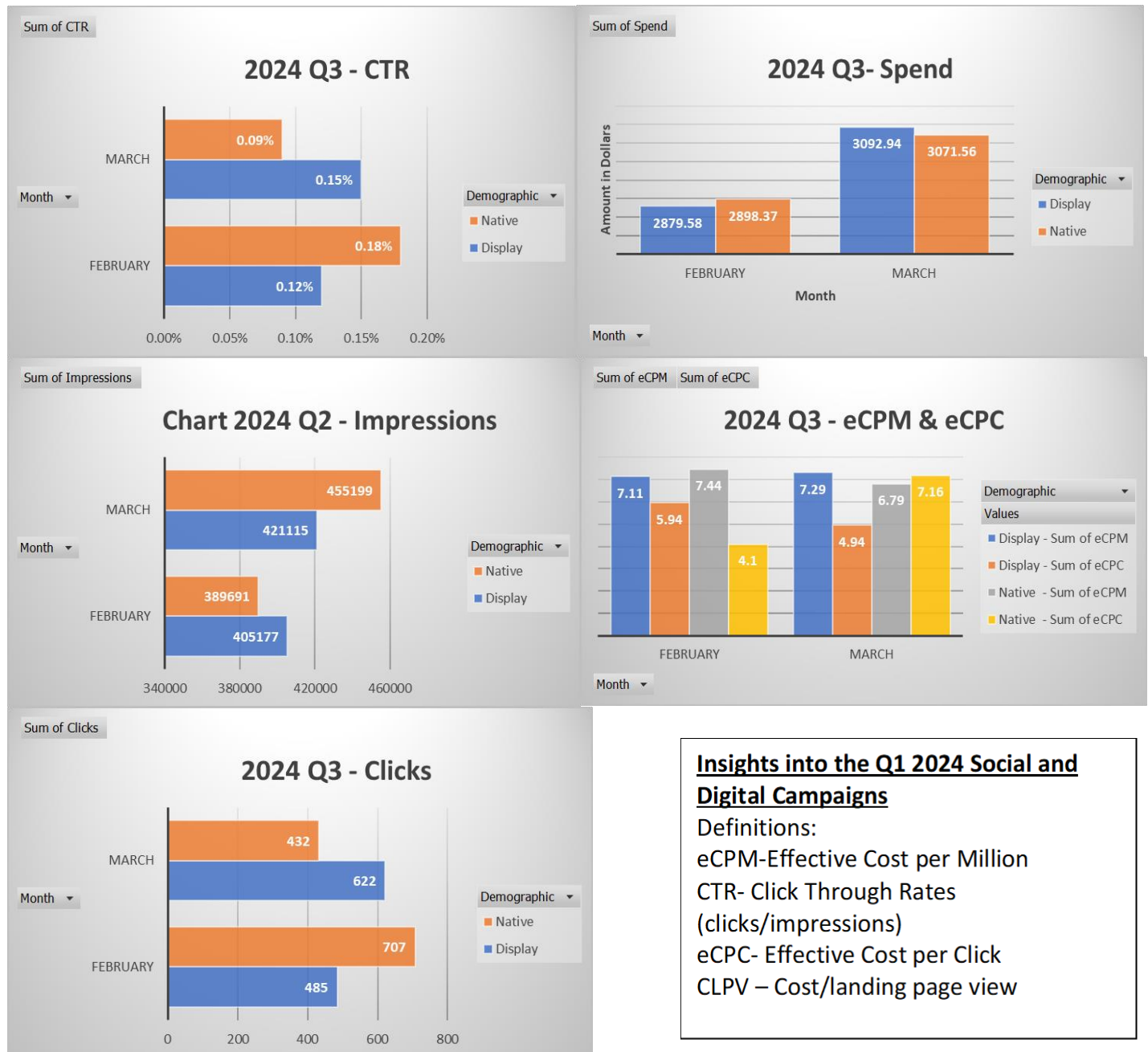


Southern Delaware
Beaches are just the beginning™

Life is more *good-natured* here.

PLAN YOUR TRIP

Native & Display



PAID SOCIAL (META = INSTAGRAM/FACEBOOK)

January: Landing Page Views: 15,090 C/LPV: \$0.13 CTR: 7.05% Most engaged gender: Women 45+ Top Cities for Link Clicks: Philadelphia (8,356) New York (2,716) Baltimore (1,824) The top performing ad was the Single Image ad in Fire & Ice. Engagement rate: 9.04%	February: Landing Page Views: 8,302 C/LPV: \$0.39 CTR: 2.36% Most engaged gender: Women 65+ Top Cities for Link Clicks: Philadelphia (3,034) New York (2,927) Washington D.C (1,026) The top performing ad was the Spring Carousel & Lighthouse (FB and IG) Engagement rate: 19.10%	March: Landing Page Views: 5,380 C/LPV: \$0.74 CTR: 2.01% Most engaged gender: 68% Adults 55+ Top Cities for Link Clicks: Philadelphia (3,226) New York (4,374) Washington D.C (1,466) The top performing ad was the Spring Carousel (FB) "Play" Video (FB) Engagement rate: 12.92%
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Effectv Insights

Southern Delaware Tourism

Effectv Streaming Campaign Summary

January 24 – March 24

Area	Target	Impression Goal	Impressions Served	% of Impression Goal	Completed Views	Completed Views %
Philadelphia	Booming with Confidence Flourishing Families Outdoor Enthusiast	164,668	161,418	98.03%	139,470	86.40%
New York	Booming with Confidence Flourishing Families Outdoor Enthusiast	75,496	73,783	97.73%	58,204	78.89%
HLLY	Booming with Confidence Flourishing Families Outdoor Enthusiast	60,394	58,410	96.71%	53,602	91.77%
BWI	Booming with Confidence Flourishing Families Outdoor Enthusiast	60,394	58,642	97.10%	52,908	90.22%
DC	Booming with Confidence Flourishing Families Outdoor Enthusiast	112,533	110,681	98.35%	97,576	88.16%
Total		473,485	462,934	97.77%	401,760	86.79%

- 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

Since winter has been cold and wet in most of the geography that was targeted, viewership on streaming devices increased again since the fall campaign. Time spent at home could be a contributing factor to our impressions being viewed on a big screen/smart tv increasing to 73%. Pluto and Samsung TV Plus were the top 2 networks/apps. Therefore, leaving only 26.44 % of Impressions being delivered on a device that our tracking pixel can be placed on. The number of viewers watching our commercial all the way through has increased slightly from the fall campaign to 8.6 out of 10.

Top Five Landing Pages on SDT's Website

January 2024	February 2024	March 2024
1. Events (Page)	1. Events (Page)	1. Events (Page)
2. Festivals (Page)	2. Culinary Coast	2. Culinary Coast
3. Culinary Coast	3. Festivals (Page)	3. Festivals (Page)
4. Meetings & Retreats Page	4. Where to Stay (Page)	4. SouthDel Trail Mix Blog
5. 2024 Photo Contest	5. Meetings & Retreats Page	5. Where to stay (Page)

Top 10 Referring Websites

1. Urlumbrella.com	6. visitdelaware.com
2. Newsbreakapp.com	7. Deepbranchcampground.com
3. SDT Weekly Hotel Alert	8. Culinarycoastde.com
4. Photocontestinsider.com	9. buzzthebeach.com
5. Sussexcountyde.gov.com	10. cmlf.com

Reader Response/Leads

<i>Publications</i>	Q3 2024	Q3 2023
Compass Family Travel	0	299
AAA	Did not advertise	25
SDT Website Visitor Guide Orders	211	174
Southern Living	460	Did not advertise
Great Getaways	39	Did not advertise

Public Relations

This quarter's SDT media coverage value is over \$177,900 with over 19 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 DelawareLive, AARP, Lonely Planet, Delaware Today, Out & About, Mid Atlantic Events, Pride Journeys, and several others.

Additional initiatives this quarter included monthly eScapes newsletters and our quarterly Connections partner newsletter. Press releases we distributed this quarter included those about our 8th Annual Photo Contest, What's New in Southern Delaware in 2024, Top Chef of the Culinary Coast™, and Fort Miles.

We've continued working closely with Baltz on our Culinary Coast™ promotion. Media coverage attributed to Baltz this quarter includes stories published in Time Out accounting for \$174,742 of our total media coverage value for the quarter.

Social Media

Over the past quarter, SDT's Facebook has a current net total of 16,720 likes and our follower count is a current net total of 19,100 (we've added nearly 800 this quarter.) Our Facebook page reach for the quarter was 548.3K, down from last quarter, again due to seasonality. This quarter our link clicks totaled 27,800+.

Our @VisitSouthDel Instagram has added a net 251 new followers over the last three months for a total of 6,146, and our reach was 319,000 a significant increase from 237,273 last quarter.

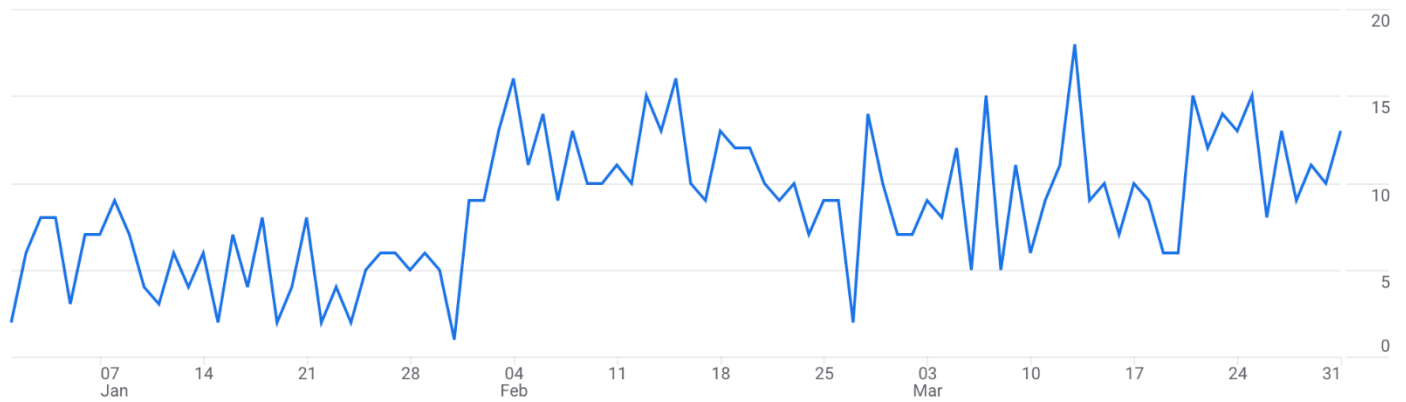
Our Instagram focusing on the Culinary Coast scene, @CulinaryCoastDE has gained 20 followers for a total of 1,141. We expect to be adding Life Tastes Better Here (video) reels to that account in the coming quarter as well.

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 in the process of producing Life Tastes Better Here videos for our website and social media involving chef interviews that should begin becoming available to us over the next few weeks.

Event Marketing

SDT Consumer Travel Show Results					
Show	Number of Contacts	Cost	Cost Per Contact	Show Duration	
2024					
Chicago Travel & Adventure	106	\$ 1,000	\$ 9.43	2 days	
New York Travel & Adventure	602	\$ 1,000	\$ 1.66	2 days	

SouthDel SideKick SDT App



Q Search...		Rows per page: 10		1-1 of 1		
Audience name +	↓ Users	New users	Sessions	Views per session	Average session duration	Total revenue
	753	744	911	2.31	1m 47s	\$0.00
	100% of total	100% of total	100% of total	Avg 0%	Avg 0%	

This graph illustrates user activity over the last quarter. As mentioned previously SouthDel Sidekick is still in recovery rebuilding its trackable users due to the GA4 transition. We are currently working to increase user activity by adding some new interested partners looking to be included on the sidekick app. We currently are working with 6 interested hotels being added to the platform, along with 2 wanting to be added to our Bike/Paddle & Stay Packages.