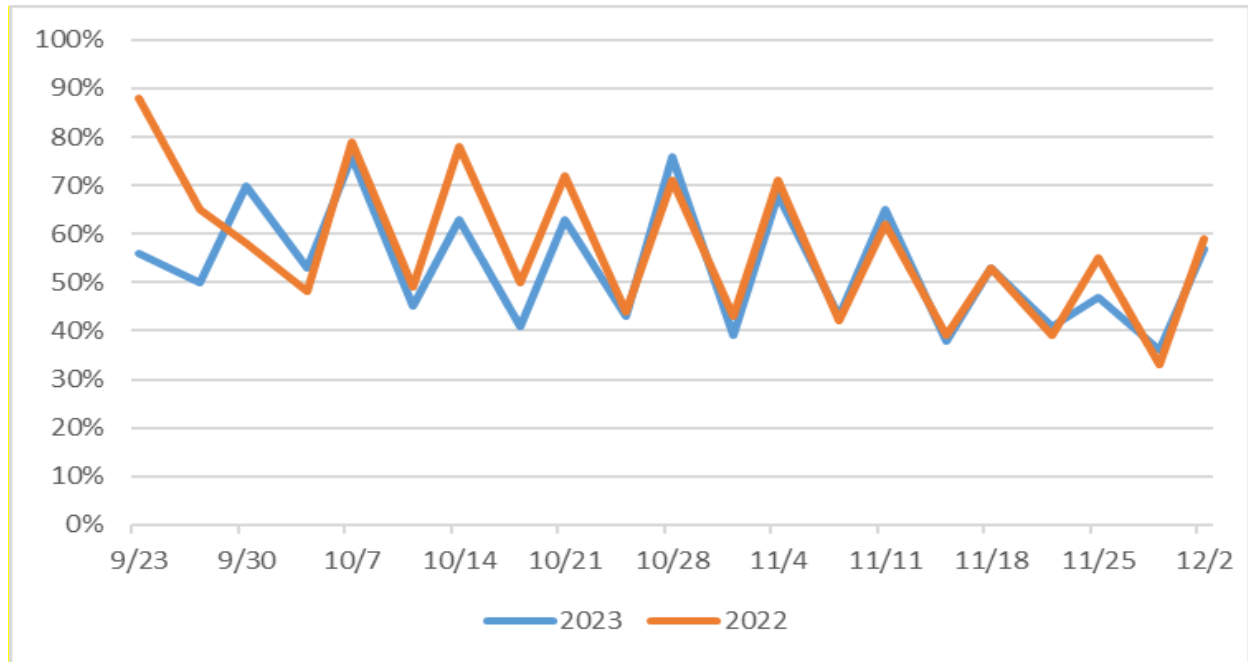




FY 2024 Second Quarter Marketing Report October 1 – December 31, 2023

Hotel Occupancy in Sussex County



Weekly Call-Arounds:

Wednesday Mean Average Occupancy.....42.9% ↓ **2.3% from Last Year**
 Saturday Mean Average Occupancy.....63% ↓ **4.7% from Last Year**

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

Current Month - November 2023 vs November 2022												
	Occ %		ADR		RevPAR		Percent Change from November 2022					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	50.2	49.0	121.80	116.09	61.17	56.83	2.6	4.9	7.6	8.9	1.2	3.8
New Castle County, DE	59.0	56.3	127.94	128.01	75.44	72.02	4.8	-0.1	4.7	6.8	1.9	6.8
Kent County, DE	47.2	47.6	126.35	126.94	59.65	60.48	-0.9	-0.5	-1.4	1.8	3.3	2.3
Outer Banks, NC+	40.2	47.4	110.88	114.71	44.54	54.36	-15.2	-3.3	-18.1	-16.3	2.1	-13.5
Jersey Shore+	46.8	43.3	121.36	119.08	56.75	51.59	7.9	1.9	10.0	9.4	-0.5	7.4
Ocean City MD+	33.4	32.7	100.47	100.30	33.57	32.75	2.3	0.2	2.5	2.9	0.4	2.7
Virginia Beach	47.4	49.7	113.27	111.92	53.70	55.61	-4.6	1.2	-3.4	-1.7	1.8	-2.8

Current Month - October 2023 vs October 2022												
	Occ %		ADR		RevPAR		Percent Change from October 2022					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	55.7	56.4	141.94	145.88	79.12	82.33	-1.2	-2.7	-3.9	-1.0	3.0	1.7
New Castle County, DE	64.7	64.0	141.47	138.77	91.59	88.75	1.2	1.9	3.2	5.2	1.9	3.2
Kent County, DE	52.8	52.5	128.35	136.13	67.80	71.45	0.6	-5.7	-5.1	-2.0	3.3	3.9
Outer Banks, NC+	59.4	58.5	142.02	141.36	84.38	82.68	1.6	0.5	2.1	4.1	2.0	3.6
Jersey Shore+	46.7	48.7	134.02	134.57	62.63	65.47	-3.9	-0.4	-4.3	-3.5	0.8	-3.1
Ocean City MD+	46.6	46.7	133.30	127.92	62.15	59.74	-0.2	4.2	4.0	4.3	0.3	0.1
Virginia Beach	57.6	56.4	128.17	126.01	73.80	71.02	2.2	1.7	3.9	5.8	1.9	4.1

Current Month - September 2023 vs September 2022												
	Occ %		ADR		RevPAR		Percent Change from September 2022					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	62.3	67.3	166.88	173.32	103.99	116.63	-7.4	-3.7	-10.8	-8.2	3.0	-4.6
New Castle County, DE	62.6	63.3	130.79	133.37	81.83	84.39	-1.1	-1.9	-3.0	-3.0	0.0	-1.1
Kent County, DE	53.1	58.5	127.38	157.23	67.59	91.95	-9.3	-19.0	-26.5	-24.1	3.3	-6.3
Outer Banks, NC+	64.6	67.3	174.07	178.73	112.42	120.24	-4.0	-2.6	-6.5	-7.3	-0.8	-4.8
Jersey Shore+	54.6	55.3	161.09	148.51	87.89	82.10	-1.3	8.5	7.1	7.8	0.7	-0.7
Ocean City MD+	63.4	63.8	193.31	183.55	122.64	117.11	-0.6	5.3	4.7	4.6	-0.1	-0.7
Virginia Beach	66.3	66.7	164.34	161.53	109.01	107.70	-0.5	1.7	1.2	3.7	2.4	1.9

PAT Revenue

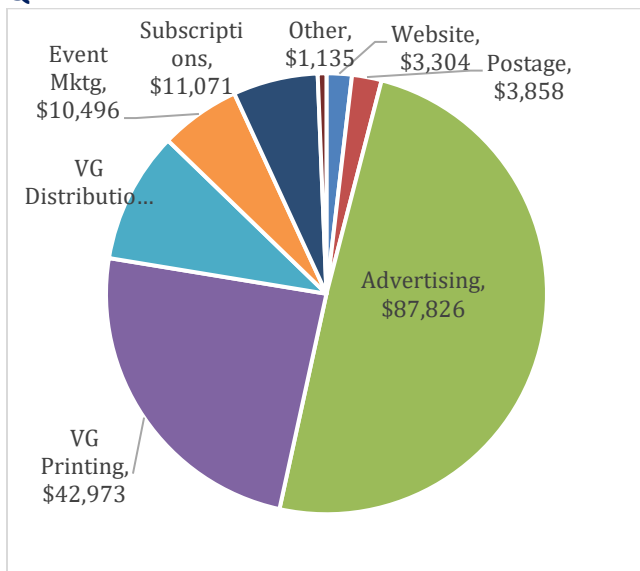
Q2 2024
\$515,670

Q2 2023
\$667,853

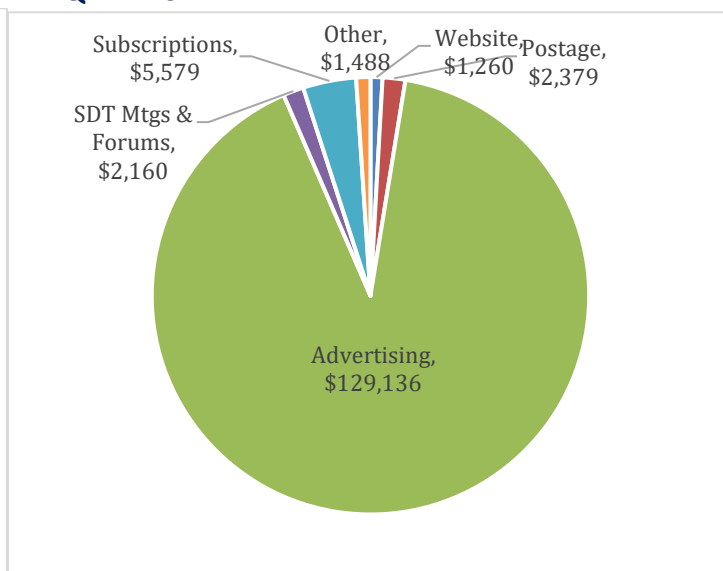
↓ 22.79% from Last Year

Marketing Expense Breakdown

Q2 FY 24



Q2 FY 23



Advertising Results

Adara Digital Tracking Report October, November, December 2023				
	Impressions	Uniques	Hotel Searches	Hotel Bookings
Miles/Display/Native/Paid Social	1,423,428	378,626	1153	38
Forever Media Streaming	232,646	3,928	0	0
Facebook	805	737	1	0
Click Trackers	5,430	3,679	18	1
Effectv	Unreported			

- Vendor for Effectv is running N/C, makes goods January-February

Winter 2024 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, Metro Kids , Facebook, and Instagram.

- 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:

Static Ad (January 1 - January 31)

Primary text: (125 characters max)

Your next big moment happens in Southern Delaware, with winter festivals, Culinary Coast™ cuisine & tax-free shopping.

Headline: Family Fun at the Fire & Ice Festival



Video Copy

Primary text: (125 characters max)

Option 1: Your next big moment happens in Southern Delaware. Experience a coastal escape that feels far away from the everyday.

Option 2: See your next big moment happening in Southern Delaware. Enjoy a coastal escape that feels far away from the everyday.

Please select one of the above options.

Headline: Nearby but a World Away

CTA: Plan Your Getaway

November



Play Video

December



Savor Video

January



Stay Video

Static Ad (November 1 - December 31)

Primary text: (125 characters max)

Your next big moment happens in Southern Delaware, with holiday traditions, Culinary Coast™ cuisine & tax-free shopping.

Headline: Create Special Memories this Season.



Your next big moment happens here.

Rise above the ordinary, with our outdoor adventures, tax-free shopping and unrivaled Culinary Coast™ dining.

Southern Delaware
Beaches are just the beginning™

visitsoutherndelaware.com | 800.357.1818

Native & Display



Insights into the Q1 2024 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

PAID SOCIAL (META = INSTAGRAM/FACEBOOK)

October: Landing Page Views: 3,896 C/LPV: \$1.03 CTR: 1.06% Most engaged gender: Women 55+ Top Cities for Link Clicks: Philadelphia (1,808) New York (1,554) Washington (880) The top performing ad was the Single Image ad on Facebook. Engagement rate: 1.32%	November: Landing Page Views: 7,420 C/LPV: \$0.27 CTR: 2.02% Most engaged gender: Women 55+ Top Cities for Link Clicks: Philadelphia (4,274) New York (1,710) Baltimore (1,232) The top performing ad was the Single Image ad on IG. Engagement rate: 5.62%	December: Landing Page Views: 5,549 C/LPV: \$0.37 CTR: 5.82% Most engaged gender: Women 45+ Top Cities for Link Clicks: Philadelphia (3,150) New York (1,895) Washington D.C (924) The top performing ad was the Single Image ad
--	--	--

Effectv Insights

Southern Delaware

Effectv Streaming Campaign Summary

Oct & Nov 2023

Area	Target	Impression Goal	Impressions Served	% of Impression Goal	Completed Views	Completed Views %
Philadelphia	Booming with Confidence Flourishing Families	148,148	148,108	99.97%	127,555	86.12%
New York	Booming with Confidence Flourishing Families	111,110	111,149	100.04%	85,340	76.78%
HLLY	Booming with Confidence Flourishing Families	74,074	73,852	99.70%	65,889	89.22%
BWI	Booming with Confidence Flourishing Families	74,074	74,050	99.97%	64,884	85.51%
DC	Booming with Confidence Flourishing Families	74,074	74,141	100.09%	61,701	83.22%
Total		481,480	481,300	99.96%	405,369	84.22%

- 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

With the people back to their routine in the months of October and November, viewership of streaming networks increases. The reporting shows that with 21.62% of impressions being served on PLUTO again. The largest majority of the impressions were viewed on big screens that a pixel is unable to be tracked, but the results are strong with the other 40% being viewed on devices that pixel can be placed on. The number of viewers watching our ad all the way through has increased to 8.4 out of 10. This number increased in 2023 with the launch of a new series of commercials. We also decreased the geography to the best performing areas and kept the audience to higher income families with young children and higher income Baby Boomer generation. The SDT message was delivered on multiple platforms, via different devices to the geography and the audience most likely to visit our area.

Top Five Landing Pages on SDT's Website

October 2023	November 2023	December 2023
1. DE events - Festivals	1. Holiday Blog	1. Holiday Blog
2. Events (Page)	2. Events (Page)	2. Events (Page)
3. Fall for our History	3. DE events - Festivals	3. DE events - Festivals
4. Arts Around our Town	4. Meetings & Retreats Page	4. Fabulous Family Blog
5. Pet Friendly	5. Culinary Tour & Classes Page	5. Food/Drink Restaurant Page

Top 10 Referring Websites

1. SDT Monthy e-Scapes Newsletter	6. Bringfido.com
2. Visitdelaware.com	7.Sussexcountyde.gov.com
3.Seacretsoftheeasternshore.com	8. Radaronline.com
4. Admiralonbaltimore.com	9. Culinarycoastde.com
5. Militarytimes.com	10. Nydailynews.com

Reader Response/Leads

<i>Publications</i>	Q2 2024	Q2 2023
Compass Family Travel	235	5,365
AAA	1	15
SDT Website Visitor Guide Orders	109	139
Southern Living	992	Did not advertise

Public Relations

This quarter's SDT media coverage value is over \$1,580,000 with nearly 171 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, GoNomad, 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 SDT Awards call for nominations and winners, our 2024 Photo Contest, and our newly launched Culinary Coast™ website.

We've continued working closely with Baltz on our Culinary Coast™ promotion. Media coverage attributed to Baltz this quarter includes stories published in Lonely Planet, USA Today, Forbes, and Parade, accounting for \$972,977 of our total media coverage value for the quarter.

Social Media

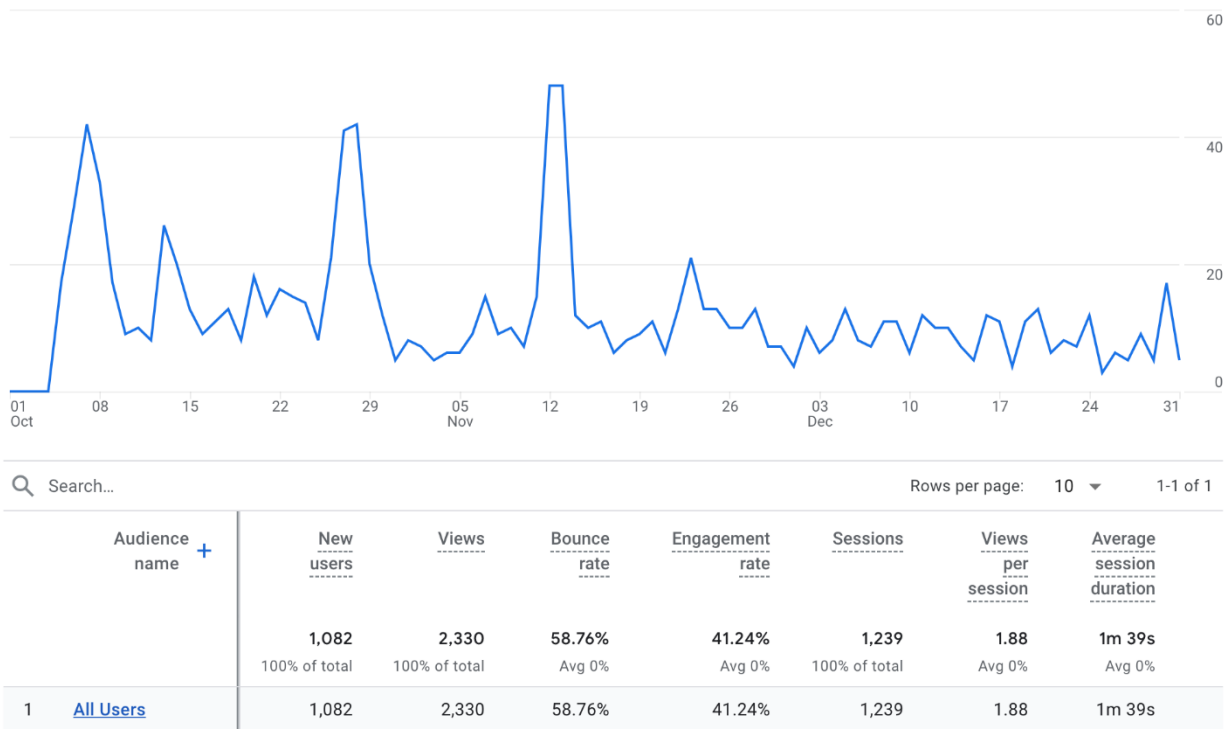
Over the past quarter, SDT's Facebook added 408 likes for a current net total of 16,000+ and our follower count is a current net total of 18,300. Our Facebook page reach for the quarter was 584.1K, down from last quarter due to seasonality. This quarter our link clicks totaled 27,000+.

Our @VisitSouthDel Instagram has added a net 124 new followers over the last three months for a total of 5,895, and our reach was 237,273, down from last quarter, again likely due to seasonality.

Our Instagram focusing on the Culinary Coast scene, @CulinaryCoastDE, appears to have lost a significant number of followers this quarter which requires further review. That said, the account still has 1,121 followers. We expect to be adding Life Tastes Better Here 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.

SouthDel SideKick



This graph illustrates user activity over the last quarter. As there was a switch from the previous google analytics software to GA4 and a brief time in which data was not being collected the number of users will have to reaccumulate, it will take time to reflect those previous numbers. In conclusion the 30,000+ Users that were cataloged before still exist, just aren't displayed on the new google analytics system.