



**FY 2027 First Quarter Marketing Report
July 1 – September 30, 2026**

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

Current Month - August 2026 vs August 2025												
	Occ %		ADR		RevPAR		Percent Change from August 2025					
	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	74.6	75.2	239.79	235.71	178.95	177.22	-0.7	1.7	1.0	-1.2	-2.2	-2.9
New Castle County, DE	65.2	60.5	130.24	129.06	84.98	78.12	7.8	0.9	8.8	8.8	-0.0	7.8
Kent County, DE	61.6	59.7	125.03	128.91	76.97	76.98	3.1	-3.0	-0.0	-0.0	0.0	3.1
Outer Banks, NC+	67.0	68.4	223.08	221.76	149.51	151.66	-2.0	0.6	-1.4	4.3	5.8	3.7
Jersey Shore+	71.1	69.3	174.19	180.96	123.79	125.37	2.6	-3.7	-1.3	-2.4	-1.2	1.4
Ocean City MD+	76.5	79.9	277.10	279.89	211.97	223.71	-4.3	-1.0	-5.2	-6.5	-1.3	-5.6
Virginia Beach	78.7	78.3	221.57	222.35	174.46	174.06	0.6	-0.4	0.2	0.4	0.1	0.7

Current Month - July 2026 vs July 2025												
	Occ %		ADR		RevPAR		Percent Change from July 2025					
	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	77.5	74.9	256.80	242.30	198.90	181.52	3.4	6.0	9.6	7.2	-2.2	1.1
New Castle County, DE	65.0	64.6	136.33	137.76	88.64	89.05	0.6	-1.0	-0.5	3.4	3.9	4.5
Kent County, DE	64.8	62.1	140.34	164.84	90.87	102.30	4.3	-14.9	-11.2	-11.5	-0.4	4.0
Outer Banks, NC+	70.6	72.6	255.19	239.59	180.18	173.92	-2.7	6.5	3.6	9.7	5.8	3.0
Jersey Shore+	72.7	70.6	177.64	180.51	129.10	127.40	3.0	-1.6	1.3	0.4	-0.9	2.0
Ocean City MD+	80.2	79.2	294.63	287.70	236.43	227.91	1.3	2.4	3.7	2.3	-1.3	-0.1
Virginia Beach	82.1	78.7	247.32	237.21	202.98	186.63	4.3	4.3	8.8	8.9	0.1	4.4

Current Month - June 2026 vs June 2025												
	Occ %		ADR		RevPAR		Percent Change from June 2025					
	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	71.2	69.2	214.89	205.97	153.04	142.44	3.0	4.3	7.4	5.1	-2.2	0.7
New Castle County, DE	68.8	67.5	155.12	149.17	106.71	100.74	1.9	4.0	5.9	10.0	3.9	5.8
Kent County, DE	60.6	59.8	156.54	156.83	94.92	93.86	1.3	-0.2	1.1	0.8	-0.4	0.9
Outer Banks, NC+	71.3	71.1	232.27	216.05	165.67	153.51	0.4	7.5	7.9	6.6	-1.3	-0.9
Jersey Shore+	64.3	62.6	159.02	157.61	102.20	98.68	2.7	0.9	3.6	2.4	-1.2	1.5
Ocean City MD+	71.0	70.9	236.33	229.88	167.73	162.89	0.2	2.8	3.0	1.6	-1.3	-1.2
Virginia Beach	77.3	78.9	214.48	215.06	165.89	169.60	-1.9	-0.3	-2.2	-1.1	1.1	-0.9

Domestic Travel and Tourism Report

Sussex (County) ^(m) show market

Watch Tutorial

Time Period: Last 3 Months - Home Distance: 150+ Miles



PAT Revenue

Q1 2027

\$1,459,878

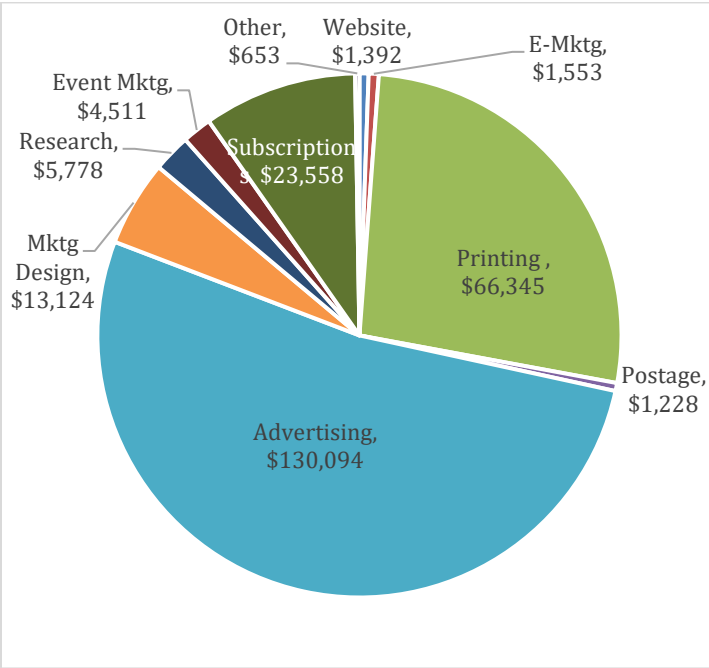
Q1 2026

\$1,130,198

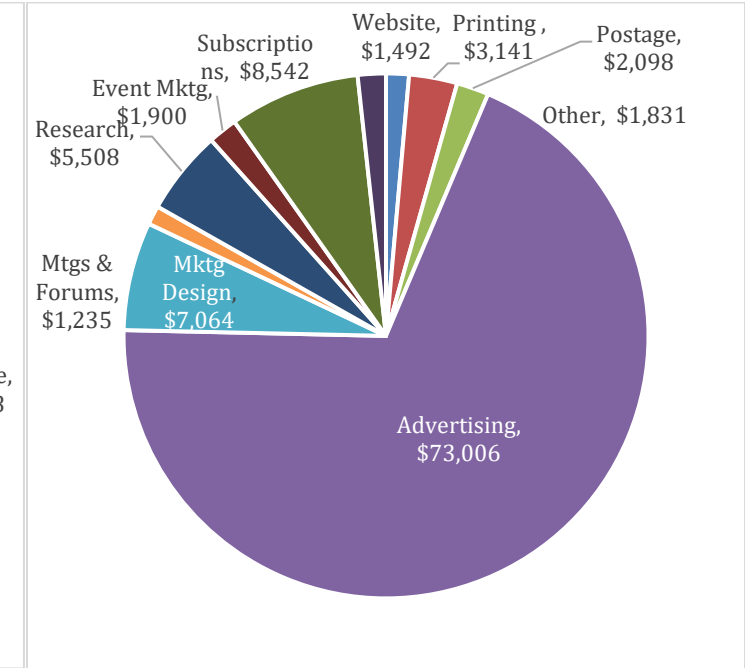
↑29.17% from Last Year

Marketing Expense Breakdown

Q1 FY 27



Q1 FY 26



Advertising

SDT implemented display, programmatic, social media, print, email, and TV/streaming advertising that included the following outlets:

- Mid Atlantic Events Magazine
- Comcast streaming
- Edible Philly Magazine
- Bethesda Magazine.

The markets include:

- MD - Howard, Montgomery and Anne Arundel counties.
- DE-New Castle County
- PA - Lancaster, Delaware, Chester, Bucks and Montgomery Counties plus Philadelphia
- NJ- Mt Laurel, Cherry Hill and Cape May counties
- Washington DC
- VA - Arlington, Springfield, Fairfax, Loudon, and Prince William Counties
- NY- NYC 5 boroughs and Long Island

Social Static Units

**Southern Delaware Tourism**
Ad · 🌐

Immerse yourself in Mid-Atlantic beauty and coastal charm in Southern Delaware.



Escape the Ordinary

[Learn more](#)

**Southern Delaware Tourism**
Ad · 🌐

Hike, bike, paddle, and adventure your way, surrounded by fall color in Southern Delaware.



Endless Outdoor Fun

[Learn more](#)

**Southern Delaware Tourism**
Ad · 🌐

Dig into locally sourced, award-winning cuisine along Southern Delaware's legendary Culinary Coast™.



Culinary Coast™ Dining

[Learn more](#)

Social Carousel Units



AdGenuity Native Carousel

Copy: Explore Southern Delaware this fall, where coastal charm meets local culinary delights.



Southern Delaware
Beaches are just the beginning™

Life tastes better here.

Ready for a culinary adventure? The world-class chefs and award-winning restaurants of the Culinary Coast™ use the freshest seafood and locally sourced ingredients to craft an unrivaled foodie experience along the pristine beaches of Southern Delaware.

Scan code or go to
VisitSouthernDelaware.com

Life is more good-natured here.

Southern Delaware
Beaches are just the beginning™

Plan a coastal getaway, where you'll find state park adventures, sandy beaches and miles of scenic waterways. Summer shines a little brighter in always charming Southern Delaware.

VisitSouthernDelaware.com/summer



Southern Delaware
Beaches are just the beginning™

Life is more *good-natured* here.

Get outside and enjoy the changing colors and fall temps with sunny beach days, paddling adventures and hiking excursions surrounded by gorgeous coastal scenery in Southern Delaware.

Scan the code or go to
VisitSouthernDelaware.com



Southern Delaware
Beaches are just the beginning™

Life is more
good-natured here.

PLAN YOUR TRIP

Paid Media Performance

Insights into the Q1 2026 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

Avg Lead time is in Days

ROAS - Return On Ad Spend

Display

SOUTHERN DELAWARE TOURISM PAID MEDIA PERFORMANCE - FY27 Q1 [JULY - SEPT] DIGITAL MEDIA

Digital Media								
Ad Type	Spend	Impressions	eCPM	Clicks	CTR	eCPC	Total Conversions	Conversion Rate
Ad+genuity Native Carousel	\$5,242.98	758,364	\$11.26	867	0.11%	\$9.85	317	0.07%
Totals	\$5,242.98	758,364	\$11.26	867	0.11%	\$9.85	317	0.07%

META – Paid Social

SOUTHERN DELAWARE TOURISM PAID MEDIA PERFORMANCE - FY27 Q1 [JULY-SEPT] SOCIAL [META]										
Creative	Spend	Impressions	Landing Page Views	C/LPV (Benchmark is \$0.70)	Link Clicks	Link CTR (Industry Benchmark is 1%)	Engagement Rate (Industry Benchmark is 2%)	Most Engaged	Top Cities (Link Clicks)	Top Performing Ads
Fall Social Campaign 8/1 - 9/30)	\$3,998.76	500,415	25,671	\$0.16	30,662	6.13%	11.90%	Adults 65+ made up 72% of link clicks Men were most engaged	Philadelphia New York Washington D.C. Baltimore Harrisburg-Lancaster	Life is More Inspired Here Static Image Fall Carousel Life is Timeless Here Static Image
Total	\$3,998.76	500,415	25,671	\$0.16	30,662	6.13%	11.90%	Adults 65+ made up 72% of link clicks Men were most engaged	Philadelphia New York Washington D.C. Baltimore Harrisburg-Lancaster	Life is More Inspired Here Static Image Fall Carousel Life is Timeless Here Static Image

Key Takeaways: FY27 Q1 Meta Performance

Every metric beat benchmark by a wide margin:

Cost per landing page view was \$0.16 against a \$0.70 benchmark, about 77% cheaper

Link CTR was 6.13% against a 1% benchmark, roughly 6x

Engagement rate was 11.90% against a 2% benchmark, nearly 6x the benchmark

About 84% of link clicks turned into landing page views (25,671 of 30,662) which is a healthy ratio and indicates strong engagement with the ads

Comcast Advertising

Streaming Results

Southern Delaware Tourism – 3Q 2026

Impressions by Audience

Audience	# of Imps
Adults 35+	165,289
Flourishing Families	165,289
Total	336,073

Number of Unique Households & Frequency

Campaign	# of Unique HH	Frequency	Completed Views	Completed Views %
Harrisburg-Lancaster-Lebanon-York	10,402	3.1	32,246	96.52%
Philadelphia	33,518	2.9	98,782	97.47%
Washington DC	23,116	2.8	64,724	96.11%
New York	30,051	2.7	81,137	96.68%
Baltimore	18,495	3.2	59,184	97.89%

Ad Completion by Market

Streaming Results

Southern Delaware Tourism – 3Q 2026

Content Brand List Top 20



Delivery by Platform



Connected TV
89.43%



Set Top Box
8.35%



Desktop
0.86%



Mobile/Tablet
1.26%

Streaming takeaway:

- Over 97% of your audience is seeing your ads on "The Big Screen."

Zartico Insights into SDT's Summer Advertising (To date)

Key Campaign Insights

An estimated 6,110 visitors and 2,114 hotel room nights were influenced by the campaign, generating \$1.48M in visitor spend and \$677K in hotel revenue.

High-Efficiency Markets

Philadelphia and Harrisburg-Lancaster-Lebanon-York turned attention into trips at 0.84% and 0.88%, nearly double the 0.46% campaign average. New York held 41% of impressions but converted at 0.12%, which points to room to shift weight toward the markets already responding.

Avg. View-to-Visit Window

Visitors took an average of 32 days to travel after first seeing the campaign. Nearly 3 in 10 arrived within a week, while 43% visited more than 30 days later. That long runway suggests summer messaging works best when it reaches planners early.

Conversion Rate

Overall conversion reached 0.46%, led by Sojern at 0.49% and Ad+Genuity at 0.36%. The Rehoboth Beach and Dewey Beach and Bethany and Fenwick creatives led at 0.93%, giving the team a clear signal on which stories to carry into the next campaign.

Dates: 2026-05-27 - 2026-08-06

Campaign Summary



Estimated Ad-Exposed Visitors

6,110



Avg. View-to-Visit Window

32 days



Conversion Rate

0.46%

Dates: 2026-05-27 - 2026-08-06

Economic Impact Summary

6,110 Est. Ad-exposed Visitors	\$55.44 Average Daily Spend	\$1,478,141 Est. Ad Exposed Visitor Spending
2,114 Est. Hotel Nights	\$676,554 Est. Hotel Revenue	

Dates: 2026-05-27 - 2026-08-06

Creative Performance

Creative	Conversion Rate	View-to-Visit Window
Rehoboth_Beach_and_Dewey_Beach	0.93%	55 days
Bethany_Fenwick_CoC	0.93%	56 days
Lewes_Chamber_of_Commerce	0.87%	58 days
Western_Sussex_Chamber	0.76%	57 days

Dates: 2026-05-27 - 2026-08-06

Top Five Landing Pages on SDT's Website

July 2026	August 2026	September 2026
1. Events	1. Events	1. Seasons – Fall Page
2. Meetings-Conferences Page	2. Pet Friendly	2. Events
3. Pet Friendly	3. Meetings-Conferences Page	3. Nature and Beach Cams Page
4. Nature and Beach Cams Page	4. Dining	4. Pet Friendly
5. Dining	5. Rehoboth Beach Page	5. Dining

Top 10 Referring Websites

1. Facebook.com	6. Sussexcountyde.gov
2. Chatgpt.com	7. capegazette.com
3. Bringfido.com	8. deepbranchcampground.com
4. Adgenuity.com	9. culinarycoastde.com
5. Twitter.com	10. admiralonbaltimore.com

Reader Response/Leads

<i>Publications</i>	Q1 2027	Q1 2026
SDT Website Visitor Guide Orders	90	207
Southern Living	423	785
Great Vacation Getaways	255	280
Compass Family Travel	247	N/A

Public Relations

SDT Participated at the 2026 Mid-Atlantic Travel Public Relations Alliance (MATPRA) Marketplace 9/22-24 in Dover and hosted a Pre-FAM Tour for 10 travel journalists. Some immediate coverage includes the following:

- [Find It Frederick](#)
- [Brown-Eyed Flower Child Influencer Reel](#)
- [Family Travels on a Budget](#)

In addition, please view SDT's Culinary Coast Media Report provided by Baltz and Co. posted in the SDT Boardroom Portal.

Social Media

Social Media Platform	Total Followers	New Followers (This Quarter)	Reach (This Quarter)
SDT's Facebook	26,864	292	815,486
VisitSouthDel IG	10,347	293	211,800
CulinaryCoastDE IG	1,370	5	1.801

This quarter, our social media efforts focused on collaboration, most notably with Visit Delaware, to reach a broader statewide audience. We also partnered with content creators met through the Mid-Atlantic Travel Public Relations Alliance (MATPRA), several of whom attended our pre-FAM tour for the MATPRA Marketplace held in Dover. Many expressed interest in experiencing a "coastal Christmas" in our small towns, and we plan to continue these creator collaborations into the holiday season.

SouthDel SideKick

From July 1 through September 30, SouthDel Sidekick reached 3.3K active users, more than doubling last quarter's 1.5K. After a sharp spike in late July, activity grew steadily from mid-August through September, showing visitors are increasingly using the platform for quick access to Southern Delaware events, dining, things to do, and travel resources.

SDT Tourism Ambassador Program

Our Tourism Ambassador program continues to grow and has now reached 366 ambassadors.