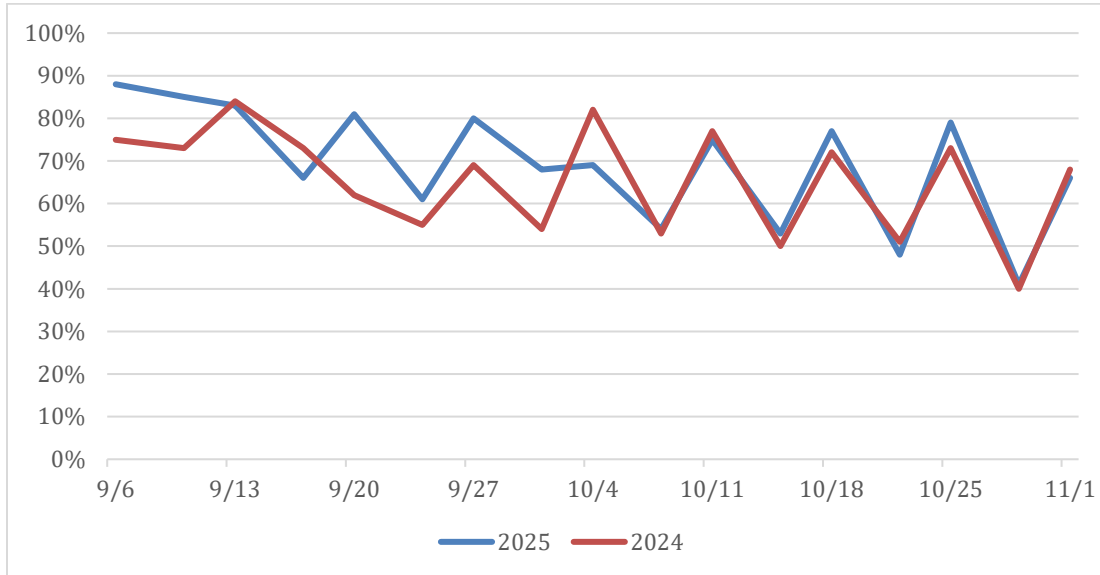




FY 2026 Second Quarter Marketing Report October 1 – December 31, 2025

Hotel Occupancy in Sussex County



Weekly Call-Arounds:

Wednesday Mean Average Occupancy.....59.5 % ↑ 3.37 % from Last Year

Saturday Mean Average Occupancy.....77.55 % ↑ 4.0 % from Last Year

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

Current Month - November 2025 vs November 2024												
	Occ %		ADR		RevPAR		Percent Change from November 2024					
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	49.6	50.5	122.70	126.71	60.87	63.96	-1.7	-3.2	-4.8	-3.0	1.9	0.2
New Castle County, DE	58.1	58.7	128.01	130.08	74.43	76.37	-1.0	-1.6	-2.6	-1.7	0.9	-0.1
Kent County, DE	49.6	49.8	121.32	123.80	60.12	61.70	-0.6	-2.0	-2.6	-2.9	-0.4	-0.9
Outer Banks, NC+	41.5	44.3	120.77	114.41	50.06	50.67	-6.4	5.6	-1.2	-6.7	-5.6	-11.6
Jersey Shore+	46.2	43.8	127.30	119.78	58.82	52.49	5.4	6.3	12.0	11.9	-0.1	5.3
Ocean City MD+	34.2	35.9	102.99	105.61	35.24	37.89	-4.6	-2.5	-7.0	-6.0	1.0	-3.7
Virginia Beach	50.3	50.4	115.80	116.36	58.25	58.65	-0.2	-0.5	-0.7	-0.9	-0.2	-0.4

Current Month - October 2025 vs October 2024												
	Occ %		ADR		RevPAR		Percent Change from October 2024					
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	54.0	57.4	142.63	145.03	77.01	83.20	-5.9	-1.7	-7.4	-6.2	1.4	-4.6
New Castle County, DE	64.9	69.0	141.66	140.06	91.93	96.59	-5.9	1.1	-4.8	-5.7	-0.9	-6.8
Kent County, DE	51.3	50.3	120.92	116.11	62.09	58.46	2.0	4.1	6.2	5.8	-0.4	1.6
Outer Banks, NC+	55.6	59.0	159.46	140.84	88.73	83.08	-5.7	13.2	6.8	1.1	-5.4	-10.7
Jersey Shore+	47.6	47.4	140.53	138.60	66.85	65.74	0.3	1.4	1.7	1.2	-0.5	-0.2
Ocean City MD+	46.1	45.7	148.87	142.77	68.58	65.22	0.8	4.3	5.2	4.6	-0.6	0.3
Virginia Beach	59.1	56.8	132.05	131.27	78.08	74.52	4.2	0.6	4.8	4.2	-0.6	3.6

Current Month - September 2025 vs September 2024												
	Occ %		ADR		RevPAR		Percent Change from September 2024					
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	59.7	60.3	153.64	164.80	91.70	99.37	-1.0	-6.8	-7.7	-6.5	1.3	0.3
New Castle County, DE	60.8	64.1	127.53	139.90	77.54	89.72	-5.2	-8.8	-13.6	-14.4	-0.9	-6.1
Kent County, DE	52.0	48.9	110.55	114.66	57.49	56.03	6.4	-3.6	2.6	2.2	-0.4	6.0
Outer Banks, NC+	61.4	61.1	168.16	163.63	103.26	99.92	0.6	2.8	3.3	-2.2	-5.4	-4.8
Jersey Shore+	50.6	54.1	149.00	150.94	75.37	81.72	-6.6	-1.3	-7.8	-8.5	-0.7	-7.3
Ocean City MD+	59.5	59.9	181.61	184.92	108.13	110.78	-0.6	-1.8	-2.4	-2.1	0.2	-0.4
Virginia Beach	64.4	66.3	153.54	154.22	98.94	102.31	-2.9	-0.4	-3.3	-3.8	-0.6	-3.4

PAT Revenue

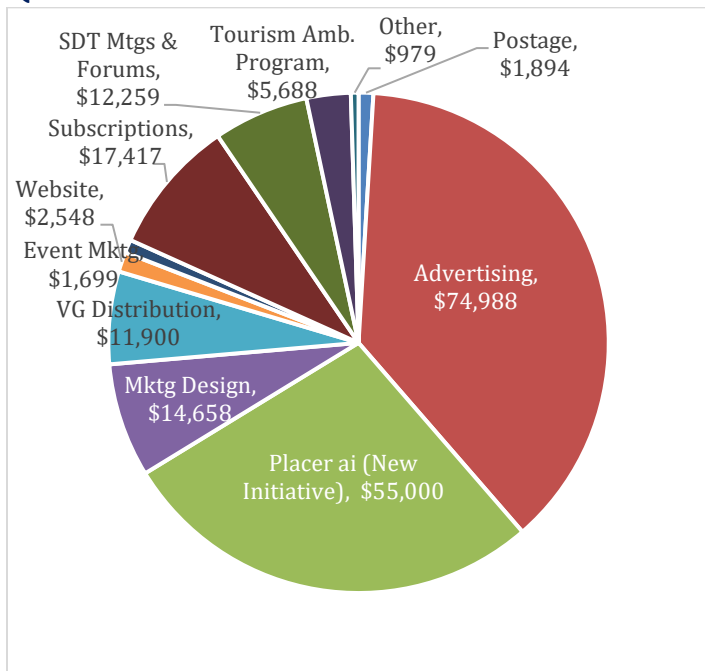
Q2 2026
\$900,014

Q2 2025
\$539,313

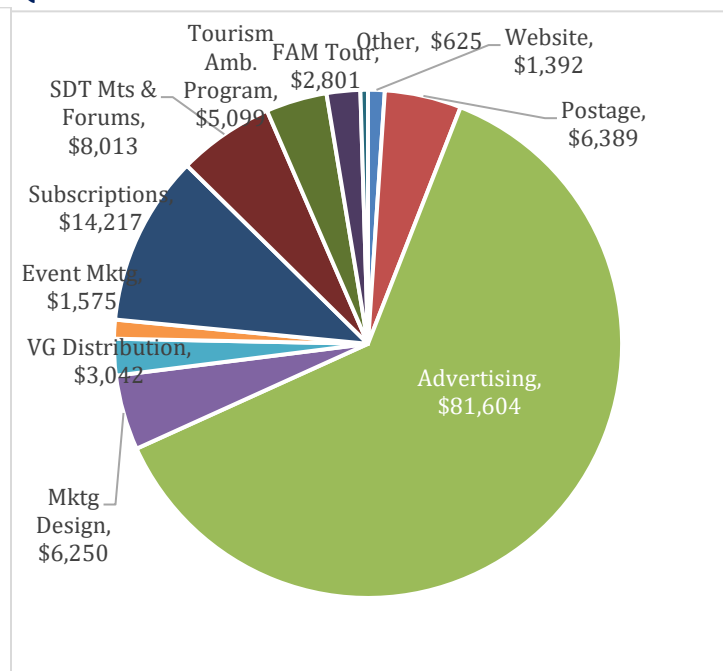
↑66.88% from Last Year

Marketing Expense Breakdown

Q2 FY 26



Q2 FY 25



Advertising Results

Adara Digital Tracking Report

Oct-Dec 2026(Q2-26) vs

Oct-Dec 2025(Q2-25)

Oct-Dec Q2 26 - Q2 25	Impressions	Uniques	Hotel Searches	Hotel Bookings
Miles/ Display/Native /Paid Social	2,792,149	299,666	564	28
	2,492,523	115,703	1,202	76
Paid Facebook Newsfeed & promoted posts	7,232	2,383	2	0
	4,332	1,650	13	1
SDT Hotel Page Clicks	6,078	4,076	21	1
	6,232	4,948	25	0

Fall Advertising. (October-December 2025)

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

Mid Atlantic Events, Comcast, Great Vacation Getaways, Facebook, Southern Living, and Good Housekeeping (NYC/Columbus, OH)

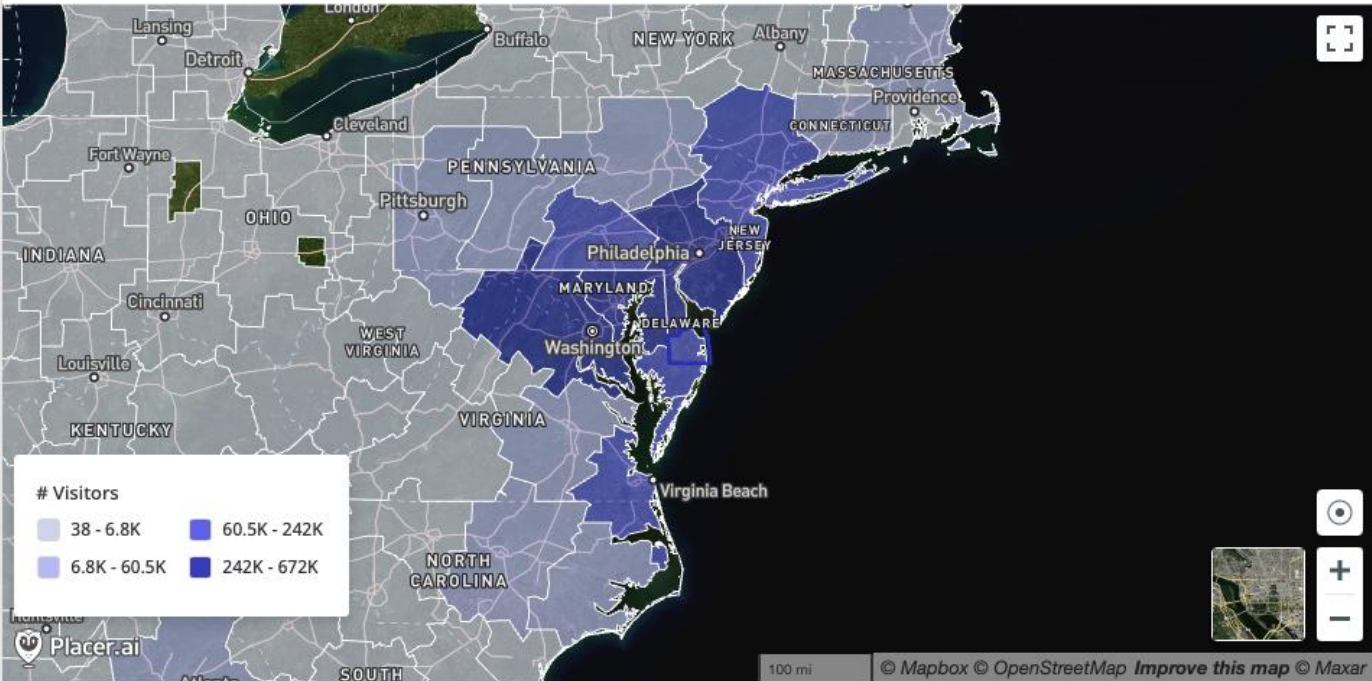
The markets include MD - Howard, Montgomery/Anne Arundel counties.

- 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

Visitor Origins
Oct 1 - Dec 31, 2025



Visitor Origins



DMA	Visitors (% of Total)
Philadelphia Pennsylvania	672K (31.3%)
Baltimore Maryland	361K (16.8%)
Washington, DC (Hagrstwn) Virginia	254K (11.8%)
Salisbury Maryland	192K (8.9%)
New York New York	169K (7.9%)
Harrisburg-Lncstr-Leb-York Pennsylvania	108K (5%)

Fall 2025 – FY 26 AD Campaign Creative Examples

Carousel Ads

 **Southern Delaware Tourism**
Sponsored ·  ... X

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



Life tastes better here™. [Learn more](#)



Life is more inspired here. [Learn more](#)



Life is more good-natured here. [Learn more](#)

Static Ads

 **Southern Delaware Tourism**
Sponsored ·  ... X

Enjoy fall in Southern Delaware with arts, entertainment and more! Visit our events calendar to plan your perfect itinerary.



visitsoutherndelaware.com
Life is more inspired here. [Learn more](#)

 **Southern Delaware Tourism**
Sponsored ·  ... X **Southern Delaware Tourism**
Sponsored ·  ... X

Banner Ads



Beaches are just the beginning™



Life is more *inspired* here. [PLAN YOUR TRIP](#)



Beaches are just the beginning™



Life is more *good-natured* here. [PLAN YOUR TRIP](#)

Paid Media Performances (Oct-Dec)

Insights into the Q2 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

Paid Media Performances (Oct-Dec)

Adara and Sojern are collecting booking data from different booking partners and can safely be counted and summed separately.

Display

SOUTHERN DELAWARE TOURISM PAID MEDIA PERFORMANCE - FY26 Q2 [OCTOBER - DECEMBER] PROGRAMMATIC [DISPLAY]

Sojern[October-December]									
Ad Type	Spend	Impressions	eCPM	Clicks	CTR	eCPC	Total Conversions	CPA	Conversion Rate
Display	\$15,902.61	2,650,435	\$6.00	661	0.02%	\$24.06	2,842	\$5.60	0.11%
Added Value Display	\$0.00	143,613	\$0.00	35	0.02%	\$0.00	179	\$0.00	0.12%
Totals	\$15,902.61	2,794,048	\$6.00	696	0.02%	\$24.06	3,021	\$5.60	0.12%
Additional Sojern KPIs [August-November Only]- We don't get December data until later in January									
Confirmed Hotel		Economic			Avg. Lead				
Confirmed Travelers	Night Stays	Activities	Impact	ROAS	Time				
Activities = Flight Searches, Flights booked, Hotel Searches, Hotel Bookings, Car Rental Searches, Car									

META – Paid Social

PAID MEDIA PERFORMANCE - FY26 Q2 [OCTOBER- DECEMBER]										
SOCIAL [META]										
Creative	Spend	Impressions	Landing Page Views	C/LPV (Benchmark is \$0.70)	Link Clicks	Link CTR (Industry Benchmark is 1%)	Engagement Rate	Most Engaged	Top Cities (Link Clicks)	Top Three Performing Ads
Fall Campaign (10/1 - 10/31)	\$4,499.78	389,054	23,196	\$0.19	26,334	6.77%	13.80%	Adults 65+ made up 55% of link clicks Women most	New York New Jersey Pennsylvania Ohio	Fall Carousel Images Fall Static Inspire Image (Life is More Inspired Here Messaging) Fall Static Culinary Image (Life Tastes Better

Key Takeaways: FY26 Q2 Meta Performance

- Both the Fall and Winter campaigns significantly outperformed industry benchmarks, achieving strong engagement rates of 13.8% (Fall) and 15% (Winter), well above the 2% benchmark.
- Click-through rates also exceeded the 2% industry benchmark for both campaigns, with Fall delivering a 6.7% CTR and Winter achieving a 4.57% CTR.
- Combined performance across both campaigns resulted in 72,633 total clicks and 64,790 landing page views, indicating strong user interest beyond the initial click.
- Cost efficiency was a key success factor, as cost per landing page view (CLPV) for both campaigns came in below the \$0.70 industry benchmark.
- The majority of both campaign traffic was driven by audiences in New York, New Jersey, Pennsylvania, Ohio, and Maryland.
- Top-performing Fall creatives included the Fall Carousel, Fall Static Inspire image, and Fall Static Culinary image.
- Top-performing Winter creatives were the Winter Static Inspire image, Winter Carousel image, and Winter Static Shopping image.

Streaming Results

Southern Delaware Tourism – 4Q 2025

Impressions by Audience

Audience	# of Imps
Adults 35+	40,740
Flourishing Families	350,353
Suburban Style	102,943
Total	494,036

Number of Unique Households & Frequency

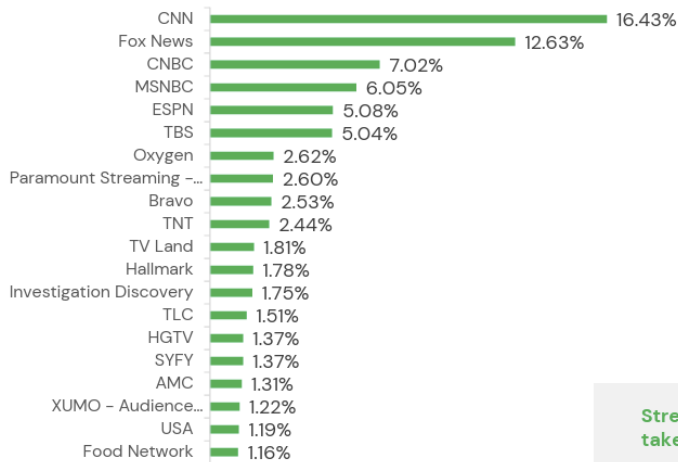
Campaign	# of Unique HH	Frequency	Completed Views	Completed Views %
Harrisburg-Lancaster-Lebanon-York	6,302	2.1	13,120	97.11%
Philadelphia	84,432	2.0	163,464	96.82%
Washington DC	48,810	3.2	149,134	96.45%
New York	53,292	2.9	151,542	96.60%

Ad Completion by Market

Streaming Results

Southern Delaware Tourism – 4Q 2025

Content Brand List Top 20



Delivery by Platform



Connected TV
61.81%



Set Top Box
1.94%



Desktop
8.86%



Mobile/Tablet
27.39%

Streaming takeaway:

- Over 63% of your audience is seeing your ads on "The Big Screen."
- Roughly 37% of your campaign was delivered on an Adara trackable device.

Effectv Insights

- Flourishing Families – "Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles" Ages 36-45
- Suburban Style – "Middle-aged, ethnically-mixed suburban families and couple earning upscale incomes. Ages 45-60

Top Five Landing Pages on SDT's Website

October 2025	November 2025	December 2025
1. Arts & Entertainment	1. Arts & Entertainment	1. Arts & Entertainment
2. Outdoor adventure	2. Shopping	2. Events
3. Events	3. Events	3. Shopping
4. Nature & Beach Cams	4. Outdoor Adventure	4. Food & Drink
5. Festival	5. Holiday Happenings	5. Photo Contest

Top 10 Referring Websites

1. Facebook.com	6. sussexcounty.gov
2. Instagram.com	7. bringfido.com
3. Twitter.com	8. deepbranchcampground.com
4. Chatgpt.com	9. Secretsoftheeasternshore.com
5. Visitdelaware.com	10. Culinarycoastde.com

Reader Response/Leads

<i>Publications</i>	Q2 2026	Q2 2025
SDT Website Visitor Guide Orders	31	67
Southern Living	822	812
Great Vacation Getaways	42	312

Public Relations

This quarter's SDT media coverage value exceeded \$57,000 with nearly 6,200,000 unique visits per month to the publications cited in the report.

Additionally, as part of our Culinary Coast™ campaign, Baltz set up an influencer visit that resulted in the following social media coverage:

Dedicated Instagram highlight with 26 stories: <https://www.instagram.com/stories/highlights/18050029409411106/>

Instagram Post 1: <https://www.instagram.com/p/DR91oTJDqrR/>

Instagram Post 2: <https://www.instagram.com/p/DSBZD5xgNxH/>

Instagram Post 3: <https://www.instagram.com/p/DSGyOkaDDap/>

Instagram Post 4: <https://www.instagram.com/p/DSQxF5VgA6A/>

This visit highlighted the following businesses: Dogfish Inn; Chesapeake & Maine; The Station on Kings; Lewes Oyster House; Maritime Museum; Fish On; Nectar Café; Matt's Fish Camp.

Because Muck Rack's Coverage Report is not set up to measure value for social media stories, we reached out to Baltz and their calculation of the value of this coverage based on their formula is approximately \$5,800.

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.

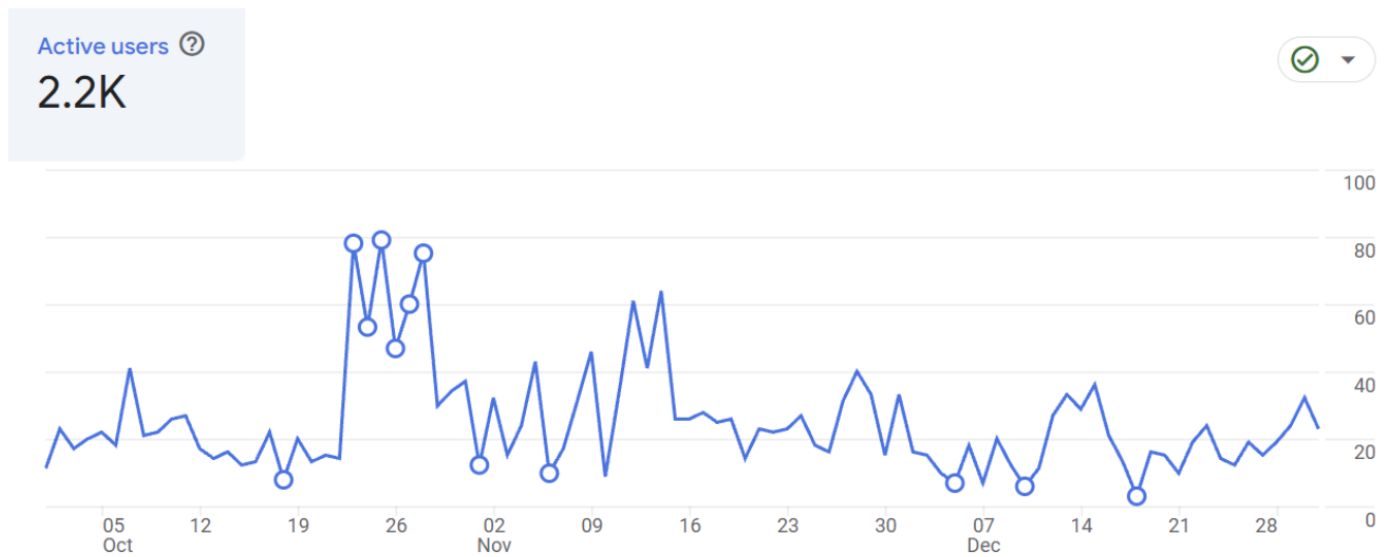
Additional activity this quarter included monthly eScapes newsletters and our quarterly Connections partner newsletter. The press releases we distributed this quarter include multiple releases for our Awards Nominations and our 10th Annual Photo Contest as well as releases announcing our SDT Award Winners.

Social Media

Social Media Platform	Total Followers	New Followers (This Quarter)	Reach (This Quarter)
SDT's Facebook	23,069	551	2.1 million
@VisitSouthDel IG	8,738	138	386,606
@CulinaryCoastDE IG	1,334	45	5,625

Social media and website initiatives this quarter continued to focus on compiling, creating, and sharing content including beginning to develop new Seasons content landing pages for our website, blog posts and videos highlighting events, our Bike and Stay program, our Paddle and Stay program, distributing our eScapes newsletters, and sharing appropriate partner content regarding events and offerings.

SouthDel SideKick



From October through December, SouthDel Sidekick maintained steady and encouraging user engagement, with a notable spike in late October and early November reflecting strong seasonal interest. While usage fluctuated through November and December, overall activity remained consistent, showing the app is being used as a reliable, ongoing resource heading into the new year.

SDT Tourism Ambassador Program

Our Tourism Ambassador program continues to grow and has now reached 225 Ambassadors.