



FY 2027 Marketing Plan

I. Advertising

A. Goals:

1. **Revenue Generation:**
Generate \$500,000 in Sussex County accommodations bookings by creating four seasonal advertising campaigns while researching additional opportunities in feeder markets and target lifestyle groups.
2. **Website Traffic:**
Generate 300,000 unique visits to VisitSouthernDelaware.com.
3. **Partnership Development:**
Create five co-op opportunities for SDT Partners and Applicant Chambers of Commerce.
4. **Group Bookings:** Generate 10 \$300 for 30 SDT Rebate Redemptions

B. Measurement:

Each advertising vehicle's return on investment (ROI) will be assessed using the following key performance indicators (KPIs):

1. **Hotel & Vacation Rental Metrics:**
 - o Hotel and vacation rental searches and bookings via Zartigo
 - o Revenue generated from hotel and vacation rental bookings.
2. **Advertising Performance Metrics:**
 - o **eCPM:** Cost per thousand impressions.
 - o **eCPC:** Cost per click.
 - o **CTR:** Click-through rate.
 - o **CPA:** Cost per action.
3. **Visitor Engagement:**
 - o Number of SDT Visitor Guides requested quarterly.
 - o Unique viewers reached via Google Analytics.
 - o Ad vendor reports on impressions, completed views, etc.
4. **Campaign-Specific Tracking:**
 - o Create sub-accounts for each advertising campaign to measure ROI and ROO (Return on Objective) per season.
5. **Group Meetings, Retreats and Functions:**
 - o Number of SDT \$300 for 30 Room Nights Rebates redeemed.

C. Campaigns (Content & Messaging)

1. **Come to the Culinary Coast™, Life Tastes Better Here**– Highlight Sussex County’s food adventures and dining scene.
 2. **Life is Less Taxing Here** – Emphasize tax-free shopping in Sussex County.
 3. **Life is More Good Natured Here** – Showcase outdoor activities and attractions.
 4. **Life is More Inspired Here** – Feature performing and visual arts in Sussex County.
 5. **Life is Timeless Here** – Highlight the rich cultural history and historic sites.
 6. **Life is Better With Paws in the Sand** – Focus on pet-friendly activities and accommodations.
 7. **Recharge in a Nearby Faraway Place** – Promote tax-free, stress-free meetings and retreats.
 8. **USA / DE 250 Celebration**- Promote and support America’s 250 Anniversary through calendar year 2026 and highlight Sussex County Stories.
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D. Designated Market Areas (DMAs)

1. **Maryland:** Howard, Montgomery, Prince George's, Anne Arundel Counties, Baltimore Metro
 2. **Delaware:** New Castle County
 3. **Pennsylvania:** Pittsburgh, Erie, Philadelphia Metro, Harrisburg Metro, Lancaster, Chester, Bucks, and Montgomery Counties
 4. **New Jersey:** Mt. Laurel, Cherry Hill, Cape May
 5. **Washington DC Metro**
 6. **Virginia:** Arlington, Springfield, Fairfax, Loudon, and Prince William Counties
 7. **New York:** NYC Metro and Long Island
 8. **Ohio:** Cincinnati and Columbus
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E. Demographics

- **Target Audience:**
 - Age 25+ with the financial means to travel.
 - Interests: Travel, beaches, outdoor activities, culinary experiences, history, culture, shopping.
 - Primarily affluent, middle-aged families and couples, active and prosperous.
- **Primary Targets:**
 - Middle-aged, ethnically diverse suburban families and couples with upscale incomes.
 - Established couples in their peak earning years, living in suburban homes.

F. Advertising Outlets

Outlet	Distribution/Reach	Designated Market Area (DMA)
Comcast	542,716 impressions	Philadelphia, Erie, Southeastern PA, NY, DC, NJ, OH, MD
Compass Family Tarvel	575K readership, 2.6 million imp	DC, KY, NC, OH, PA, SC, VA, WV
Baltimore Magazine	Print 2.5Mil, Dig-2.2 mil	Baltimore, MD and surrounding areas
Bethesda Magazine	95K	Montgomery Co. MD, Upper NW DC
USA Today Magazine	Digital 100mil/day	DE, PA, VA, NJ, NY, CT, DC, VE, WV, MA, MD
Ferryvision	227,195 viewers	CMLF Travelers, Philadelphia, New Castle Airport,
Philadelphia Magazine	405,000	77% PA, 16% NJ
Southern Living	354,600 (Mid-Atlantic)	NY, NJ, PA, MD, VA, DC, DE
Mid Atlantic Events	19,928 Digital	DE, MA, NJ, PA, VA, DC
Newsday	Daily print-437K, Dig Monthly-880K	Long Island and Queens, NY
Paid Digital social media	2.4 million impressions	MD, DE, PA, NJ, VA, OH, DC, NY

G. Advertising Budget:

Summer 2026	JUL-SEP	Fall 2026	OCT-DEC	Winter 2027	JAN-MAR	Spring 2027	AP-JUN
Print		Print		Print		Print	
Little League Senior Softball WS	750	Cape Gazette	750	Delaware Beach Book	500		
DE Beach Life	780	DE Beach Life	780	DE Beach Life	780	DE Beach Life	780
Total Print	1,530	Total Print	1530	Total Print	1,280	Total Print	780
Digital		Digital		Digital		Digital	
Paid Social - Miles Media	10,000	Paid Social - Miles Media	20,500	Paid Social - Miles Med	25,000	Paid Social - Miles Media	21,000
Programmatic (Display & Native	15,000	Programmatic (Display & Nativ	16,000	Programmatic (Display	18,000	Programmatic (Display &	20,000
Social Boosts	500	Social Boosts	500	Social Boosts	500	Social Boosts	500
Total Digital	25,500	Total Digital	37,000	Total Digital	43,500	Total Digital	41,500
Digital/ Print Combo		Digital/ Print Combo		Digital/ Print Combo		Digital/ Print Combo	
Mid Atlantic Events	3,000	Pittsburgh Mag	5,000	Compass Magazine	3,900	Miles Coop Spring	8,000
Edible Philly	5,000	Mid Atlantic Events	3,000	Mid Atlantic Events	3,000	Mid Atlantic Events	3,000
Philly Magazine	5,500	Miles Coop Fall	8,000	Baltimore Magazine	3,000	Newsday	4,000
Bethesda Magazine	4,100	Southern Living Coop(sept)	4,000				
Total Digital/Print Combo	17,600	Total Digital/Print Combo	20,000	Total Digital/Print Com	9,900	Total Digital/Print Combo	15,000
Streaming/Video		Streaming/Video		Streaming/Video		Streaming/Video	
Comcast	10,000	Comcast	17,000	Comcast	17,000	Comcast	17,000
Ferryvision Extended	4,700	TV coops	1,000	TV Coops	1,000	Ferryvision coops	17,200
Total video	14,700	Total video	18,000	Total video	18,000	Total video	34,200
Total Summer	\$59,330	Total Fall	\$76,530	Total Winter	\$72,680	Total Spring	\$91,480
						Total	300,020

H. Asset Development

Design Budget	\$35,000
Video / Photography	\$ 7,500
Total	\$42,500

II. Public Relations

A. Goals

1. Generate \$2 million in earned media value by hosting and assisting travel journalists.
2. Plan and administer 2026 MATPRA Marketplace Pre-FAM Tour for vetted travel journalist
3. Plan and administer Sussex County-based FAM trips for 2026 MATPRA Marketplace

B. Key Activities:

1. **Press Releases:** Distribute at least 8 press releases.
2. **Culinary Coast™ Promotion:**
 - Secure 25 Culinary Coast™ articles in major outlets.
 - Collaborate with Baltz & Co. and SDT culinary partners.
3. **Press & Event Attendance:**
 - 2026 MATPRA Marketplace and Regional Meetings
 - Contribute tourism columns and op-eds to local/state publications.
4. **Content Creation:**
 - Freelance blogs.

C. Budget:

Muck Rack Subscription	\$7,200
FAM Tours	\$5,000
Travel Writer / Influencer Outreach/Reimbursements	
	\$2,500
Total	\$14,700

III. Social Media

Goal #1: Increase destination awareness for Southern Delaware

Use social media to strengthen awareness of Southern Delaware as a year-round travel destination, with emphasis on beaches, small towns, outdoor recreation, events, culinary experiences, arts, culture, and attractions throughout Sussex County.

Activities:

Continue prioritizing Reels and carousel content, creator-generated assets, destination storytelling, and town-specific travel inspiration across social media channels.

Measurements:

Reach, impressions, Reel views, and follower growth

Goal 2: Improve engagement and trip-planning inspiration

Create content that encourages users to save, share, comment, click, and use VisitSouthernDelaware.com as a planning resource.

Activities:

Develop posts that highlight events, itineraries, blogs, outdoor activities, dining, lodging, shopping, and seasonal travel ideas. Use clear calls to action that direct users to the website.

Measurements:

Engagements, saves, shares, comments, link clicks, website traffic from social media, and performance of relevant posts.

Goal 3: Support tourism partners and local events

Use social media to increase visibility for tourism partners, events, attractions, restaurants, small businesses, and community experiences across Southern Delaware.

Activities:

Share partner updates, promote events, feature creator content from partner locations, tag relevant businesses, and use social platforms to showcase the variety of visitor experiences available throughout Sussex County.

Measurements:

Partner/event post reach, engagement, shares, link clicks, event-related website traffic, partner tags, and performance of content connected to specific towns, events, or businesses.

Budget:

Social Video Content Creation (CrowdRiff Content Creator)	\$22,500

IV. Visitor Guide Printing & Distribution

- **Updates:** Revise and print 50,000 copies of the SDT Visitor Guide.
- **Distribution:** Manage distribution across travel centers in Pennsylvania, Maryland, New Jersey and Delaware.
- **Fulfillment:** Handle guide requests via SDT’s website and media publications.

Budget:

Printing	\$40,000
Distribution	\$35,000
Total	\$75,000

V. Event Marketing

Goal:

Generate 50 qualified B to B contacts for meetings and retreats and increase awareness of Southern Delaware’s group offerings.

Activities: TBD

Budget: \$15,000

VI. SDT SouthDel Sidekick App

1. Expand hotel and local business participation in Bike & Stay and Paddle & Stay promotions.
 2. Add more “Super Deals” with county partners.
 3. Increase On-Stay participation to 35+ Sussex County hotels.
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VII. SDT County Tourism Ambassador Program

- **Goals:**

1. Promote to county tourism businesses and local communities.
2. Establish 10 ambassador rewards from tourism partners (exclusive to certified ambassadors).
3. Certify 100+ ambassadors.

Budget

Learn Tourism Platform Subscription	\$5,000
Ambassador T-Shirts & Rewards	\$5,000
Total	\$10,000
