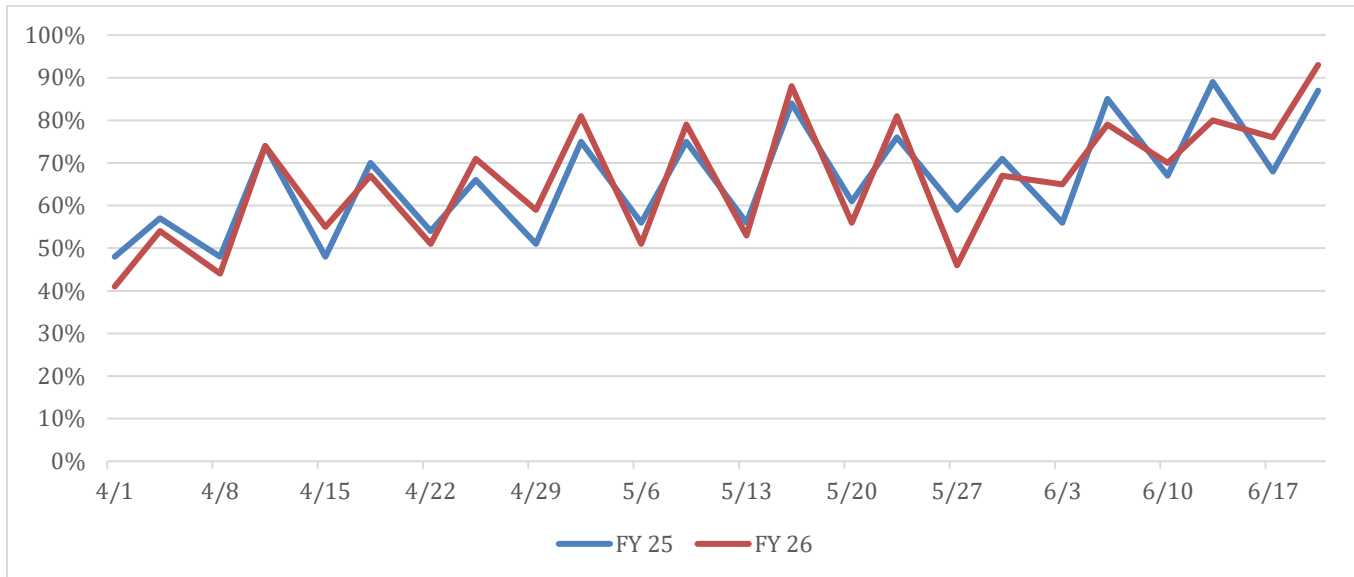




FY 2026 Fourth Quarter Marketing Report April 1 – June 30, 2026

Hotel Occupancy in Sussex County



Weekly Call-Arounds:

Wednesday Mean Average Occupancy..... 52% ↓ **3.6% from Last Year**
 Saturday Mean Average Occupancy..... 75.8% ↓ **0.4% from Last Year**

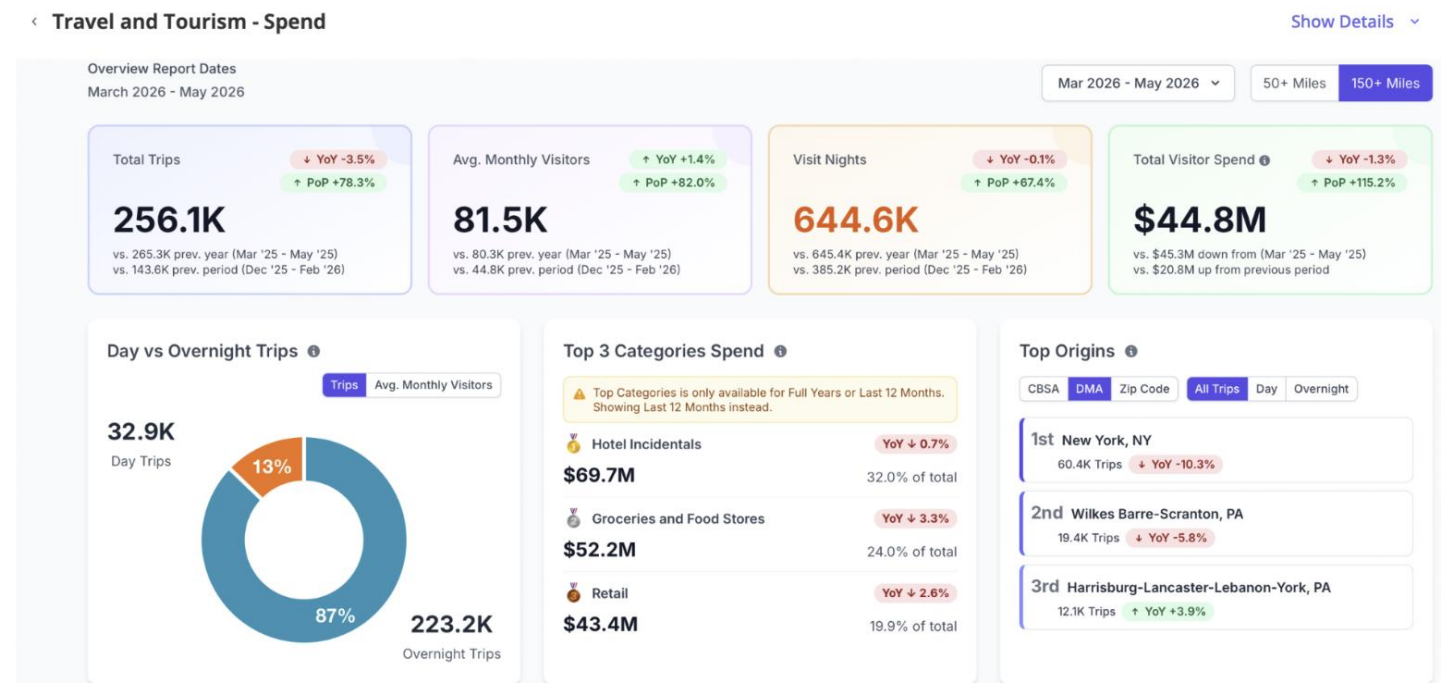
STR Data – Multiple Set Destination Report for Delaware Counties and SDT Competitive Locations

Current Month - May 2026 vs May 2025												
	Occ %		ADR		RevPAR		Percent Change from May 2025					
	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	58.7	57.4	160.22	158.27	94.01	90.77	2.3	1.2	3.6	1.7	-1.8	0.5
New Castle County, DE	68.8	65.2	150.91	142.05	103.77	92.66	5.4	6.2	12.0	14.3	2.0	7.6
Kent County, DE	59.0	54.6	144.60	118.83	85.26	64.93	7.9	21.7	31.3	30.8	-0.4	7.5
Outer Banks, NC+	62.8	63.3	184.86	176.67	116.04	111.81	-0.8	4.6	3.8	2.5	-1.3	-2.1
Jersey Shore+	55.2	52.8	145.63	145.89	80.36	77.10	4.4	-0.2	4.2	2.7	-1.5	2.9
Ocean City MD+	46.6	51.5	148.24	177.93	69.11	91.56	-9.4	-16.7	-24.5	-25.2	-0.9	-10.3
Virginia Beach	69.0	67.8	170.73	168.52	117.73	114.26	1.7	1.3	3.0	4.1	1.1	2.8

Current Month - April 2026 vs April 2025												
	Occ %		ADR		RevPAR		Percent Change from April 2025					
	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	52.0	51.8	130.28	129.10	67.75	66.91	0.3	0.9	1.3	-0.6	-1.8	-1.5
New Castle County, DE	61.8	60.2	125.01	126.54	77.28	76.18	2.7	-1.2	1.5	3.6	2.1	4.8
Kent County, DE	53.5	50.9	118.42	119.84	63.32	61.03	5.0	-1.2	3.8	3.4	-0.4	4.6
Outer Banks, NC+	62.7	63.5	154.03	142.69	96.57	90.63	-1.3	7.9	6.6	3.1	-3.3	-4.5
Jersey Shore+	50.7	47.0	125.57	123.36	63.64	58.01	7.8	1.8	9.7	8.4	-1.2	6.5
Ocean City MD+	40.5	40.5	116.49	115.29	47.17	46.70	-0.0	1.0	1.0	1.6	0.6	0.5
Virginia Beach	66.1	64.2	144.73	143.02	95.67	91.87	2.9	1.2	4.1	5.2	1.1	4.0

Current Month - March 2026 vs March 2025												
	Occ %		ADR		RevPAR		Percent Change from March 2025					
	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	46.1	46.4	115.03	113.82	52.98	52.87	-0.8	1.1	0.2	0.6	0.4	-0.5
New Castle County, DE	61.4	58.7	121.80	119.88	74.84	70.35	4.7	1.6	6.4	9.1	2.5	7.4
Kent County, DE	56.4	49.0	109.77	106.15	61.86	52.04	14.9	3.4	18.9	18.4	-0.4	14.5
Outer Banks, NC+	54.0	52.8	123.44	117.18	66.62	61.93	2.1	5.3	7.6	3.6	-3.7	-1.6
Jersey Shore+	51.4	47.9	120.81	118.62	62.05	56.84	7.2	1.8	9.2	7.8	-1.3	5.8
Ocean City MD+	34.8	32.7	119.32	115.51	41.48	37.75	6.3	3.3	9.9	8.0	-1.7	4.6
Virginia Beach	63.2	58.0	138.59	133.97	87.65	77.71	9.0	3.5	12.8	14.0	1.1	10.2

Placer ai Dashboard



PAT Revenue

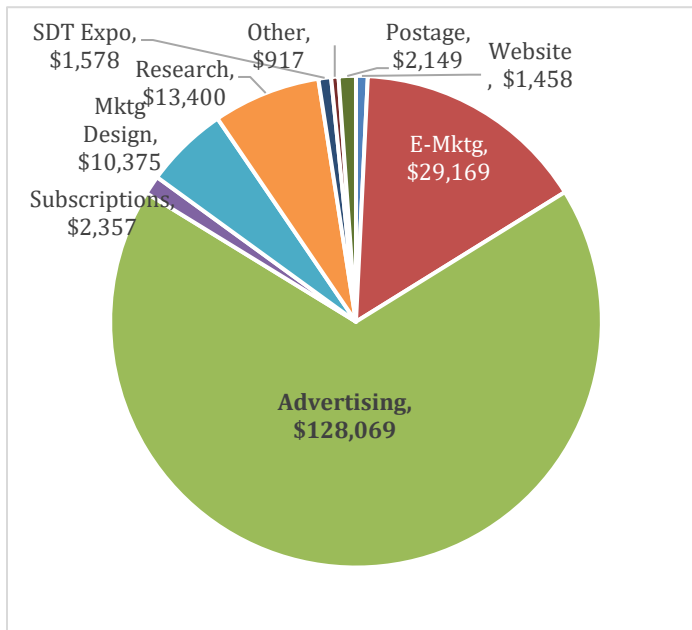
Q4 2026
\$299,453

Q4 2025
\$318,553

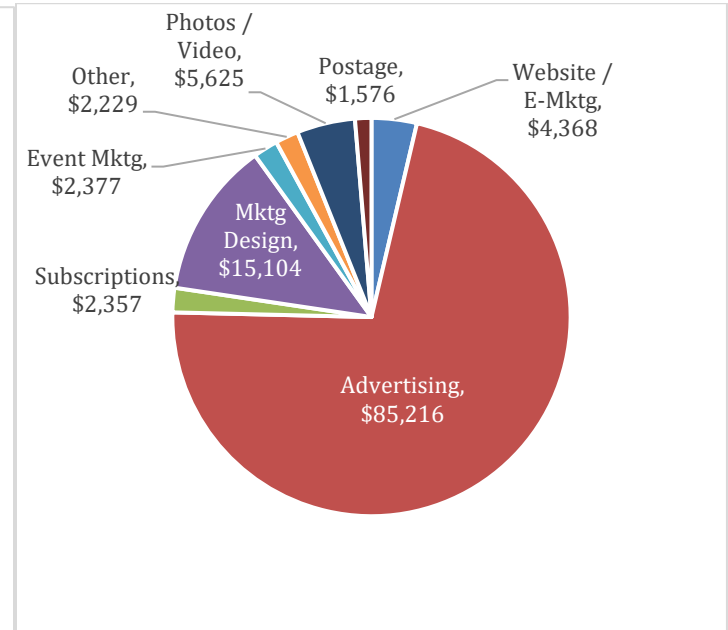
↓6% from Last Year

Marketing Expense Breakdown

Q4 FY 26



Q4 FY 25



Advertising Results

Spring Advertising. (April-June 2026)

SDT implemented display, programmatic, social media, print, email, and TV/streaming advertising among the following outlets: Mid Atlantic Events, Comcast streaming, Pittsburgh Magazine, Bethesda Magazine, Good Housekeeping/Woman's Day regional, Facebook, Edible Philly, and Forever Media streaming.

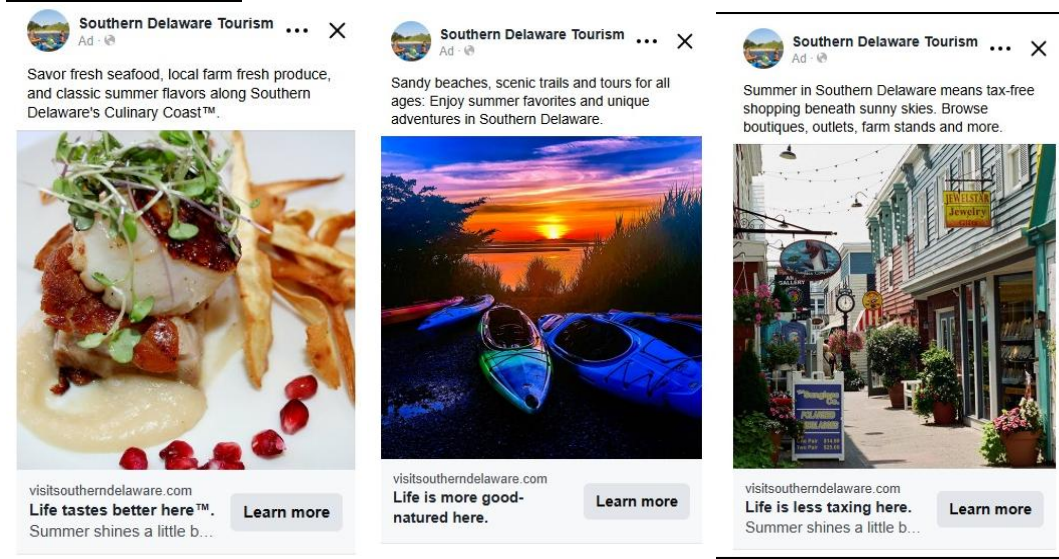
The markets include:

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

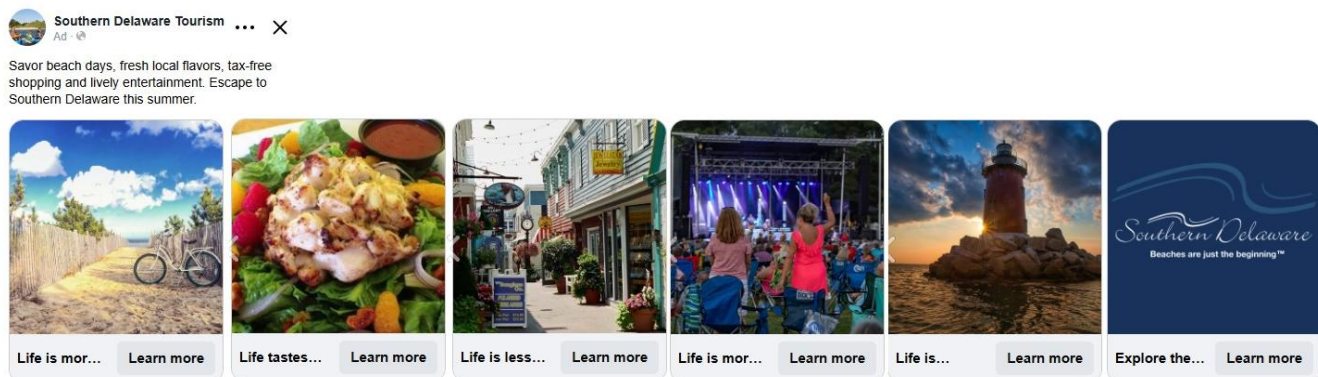
Programmatic Display Ad Units



Social Static Units



Social Carousel Units



America 250

 Southern Delaware Tourism ... X

250 years of American history and Southern Delaware lived every chapter. Come see where it all happened.



History Runs Deep
250 years of ...
[Learn more](#)



Not Your Boring
Paddle pirate ...
[Learn more](#)



Small Towns, Big
Discoveries ...
[Learn more](#)



Step Inside the
Must-see mu...
[Learn more](#)



Stranger Than Fiction
Our history in...
[Learn more](#)



Recreation Hist
[Learn more](#)

 Like  Comment  Share

Philadelphia Magazine



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



Paid Media Performance (April – June)

Insights into the Q4 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 - FY26 Q4 [APRIL - JUNE]								
DIGITAL MEDIA								
Digital Media								
Ad Type	Spend	Impressions	eCPM	Clicks	CTR	eCPC	Total Conversions	Conversion Rate
Sojern Display	\$12,924.84	2,255,302	\$5.73	577	0.03%	\$22.40	3,368	0.15%
Ad+genuity Native Carousel	\$10,000.00	1,589,764	\$6.29	2,038	0.13%	\$4.91	1,098	0.07%
Ad+genuity CTV	\$20,000.02	782,995	\$25.54	10	-%	-	123	0.02%
Totals	\$42,924.86	4,628,061	\$9.27	2,625	0.06%	\$16.35	4,589	0.10%
Additional Sojern Impact Data [August 2025-June 2026]								
Confirmed Travelers	Confirmed Hotel Night Stays	Activities	Economic Impact	ROAS	Avg. Lead Time			
1,959	3,004	1,595	\$440,775.00	\$8.09 : 1	3.4 Days			
Activities = Flight Searches, Flights booked, Hotel Searches, Hotel Bookings, Car Rental Searches, Car Rental Bookings through Sojern's data								

META – Paid Social

SOUTHERN DELAWARE TOURISM PAID MEDIA PERFORMANCE - FY26 Q4 [APRIL- JUNE] SOCIAL [META]										
Creative	Spend	Impressions	Landing Page Views	C/CPV (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
Spring Campaign (4/1 - 4/15)	\$2,201.87	205,792	11,465	\$0.19	12,734	6.19%	9.76%	Adults 65+ made up 59% of link clicks Men were most engaged	New York Philadelphia Washington D.C. Baltimore Columbus	Life is Less Taxing Here Image Spring Carousel Life Tastes Better Here Image
Summer Campaign (4/15 - 6/30)	\$17,230.86	1,993,403	88,683	\$0.19	97,952	4.91%	9.49%	Adults 65+ made up 51% of link clicks Women were more engaged	New York Philadelphia Washington D.C. Baltimore Harrisburg	Taxing Image Summer Carousel Taste Image
America 250 Campaign (5/27 - 6/30)	\$3,999.65	1,867,432	1,544	\$2.59	2,427	0.13%	0.33%	Adults 65+ made up 31% of link clicks Men were most engaged	New York Philadelphia Washington D.C. Baltimore Harrisburg	America 250 Carousel
Total	\$23,432.38	4,066,627	101,692	\$0.99	113,113	3.74%	6.53%	Adults 65+ made up 55% of all link clicks Women were most engaged overall	New York Philadelphia Washington D.C. Baltimore Harrisburg	

Key Takeaways: FY26 Q4 Meta Performance

Key Takeaways: The Prospecting campaign delivered strong results in Q4, generating a total of 100,148 landing page views at a cost of \$0.19 per LPV.

Performance improved significantly quarter-over-quarter, with landing page views up 26% and CTR increasing 10%.

Both the Spring and Summer creatives contributed to this improvement, each maintaining CPLPV below the \$0.70 benchmark and CTR above the 1% threshold.

The America 250 campaign was optimized to generate awareness and reached over 796K users at a CPM of \$2.14, which is well below the benchmark of \$10.

Streaming Results

Southern Delaware Tourism – 2Q 2026

Impressions by Audience

Audience	# of Imps
Adults 35+	534,202
Flourishing Families	501,140
Total	1,035,342

Number of Unique Households & Frequency

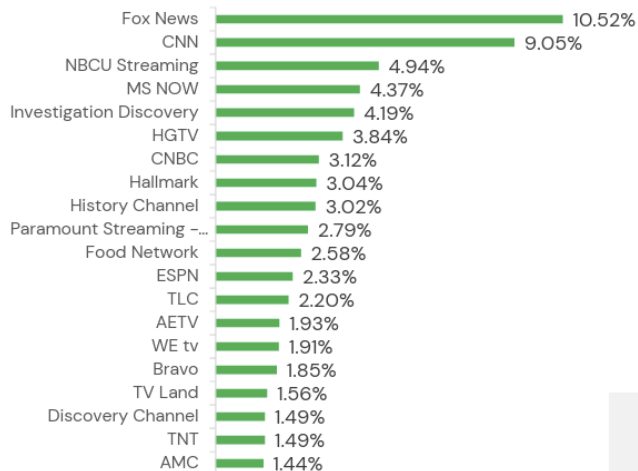
Campaign	# of Unique HH	Frequency	Completed Views	Completed Views %
Harrisburg-Lancaster-Lebanon-York	23,650	3.9	92,235	97.3%
Philadelphia	78,954	3.8	300,025	96.28%
Washington DC	53,173	3.4	180,788	94.87%
New York	69,599	3.7	257,516	95.89%
Baltimore	47,504	3.5	166,264	96.14%

Ad Completion by Market

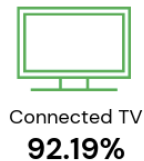
Streaming Results

Southern Delaware Tourism – 2Q 2026

Content Brand List Top 20



Delivery by Platform



Streaming takeaway:

- Over 98% of your audience is seeing your ads on "The Big Screen."

- Flourishing Families – "Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles" Ages 36-45

Top Five Landing Pages on SDT's Website

April 2026	May 2026	June 2026
1. Seasons- Summer Page	1. Seasons - Summer Page	1. Seasons – Summer Page
2. Seasons- Spring Page	2. Groups/Meetings Page	2. History
3. Events	3. Events	3. Events
4. Pet Friendly	4. Plan Activities for your crew	4. Pet Friendly
5. Dining	5. Pet Friendly	5. Farmers Market

Top 10 Referring Websites

1. Instagram.com	6. Chatgpt.com
2. Facebook.com	7. Eluniversal.com.mx
3. Pittsburghmagazine.com	8. Bethesdamagazine.com
4. Bringfido.com	9. Sussexcountyde.gov
5. Twitter.com	10. flipboard.com

Reader Response/Leads

<i>Publications</i>	Q4 2026	Q4 2025
SDT Website Visitor Guide Orders	127	154
Southern Living	454	1348
Great Getaways	277	465
Compass Family Vacations	538	N/A

Public Relations

This quarter's SDT media coverage value is reported as \$724,600 with more than 84 million unique visits per month to the publications cited in the report. This report includes two articles that are from prior quarters which were just brought to our attention.

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 including: Schell Brothers, Newsday, Delaware Today, Travel & Leisure, Northern Ireland Travel News, SheBuysTravel.com, Lonely Planet, Delaware Business Magazine, Mid Atlantic Events, and others.

Additional initiatives this quarter included monthly eScapes newsletters and our quarterly Connections partner newsletter. There were no press releases distributed this quarter. During this quarter, our Visitor Guide was updated and reprinted.

Tina participated in the Society of American Travel Writers' Virtual Marketplace in June, discussing Southern Delaware with ten writers who expressed great interest in several of our assets including Fort Miles, Delaware Botanic Gardens, our Culinary Coast, our aquaculture, birding, and next spring's horseshoe crab spawn. Some publications represented by these writers include: Sierra, Nat Geo, Travel100, Long Island Press, Potter's Travel Report, Green Living Magazine, Islands, AAA, Journey, HotelAddict.com, Travel Pulse, World Nomads, and others.

Social Media

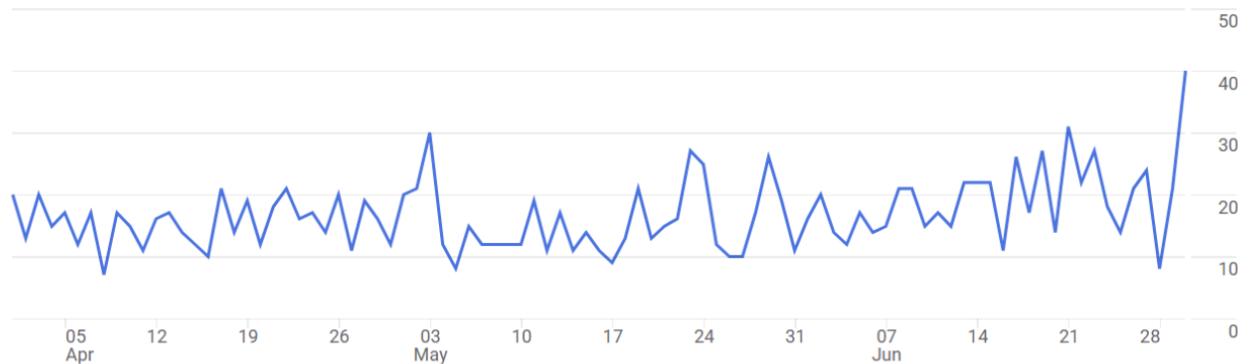
Social Media Platform	Total Followers	New Followers (This Quarter)	Reach (This Quarter)
SDT's Facebook	26,572	1,751	4.28 million
VisitSouthDel IG	10,054	882	521,333
CulinaryCoastDE IG	1,365	2	2,342

This quarter, our social media efforts focused on showcasing Southern Delaware's seasonal festivals, natural beauty, small towns, and family-friendly travel experiences as we moved into the summer season. Reels performed especially well and continued to be a valuable tool for creating engaging, platform-friendly content across both Facebook and Instagram.

SouthDel SideKick

Active users ?

1.5K



From April 1 through June 30, SouthDel Sidekick saw **1.5K active users**, with daily activity remaining fairly steady through April and May before gaining more momentum in June. Traffic increased toward the end of the quarter, including the highest spike at the close of June, suggesting growing awareness and use of the platform as visitors look for quick access to Southern Delaware events, dining, shopping, things to do, weather, and nearby travel resources.

SDT Tourism Ambassador Program

Our Tourism Ambassador program continues to grow and has now reached nearly 300 Ambassadors. Seven new ambassadors completed the program this quarter. A call for partners to offer new ambassador perks went out in our June Connections partner newsletter.