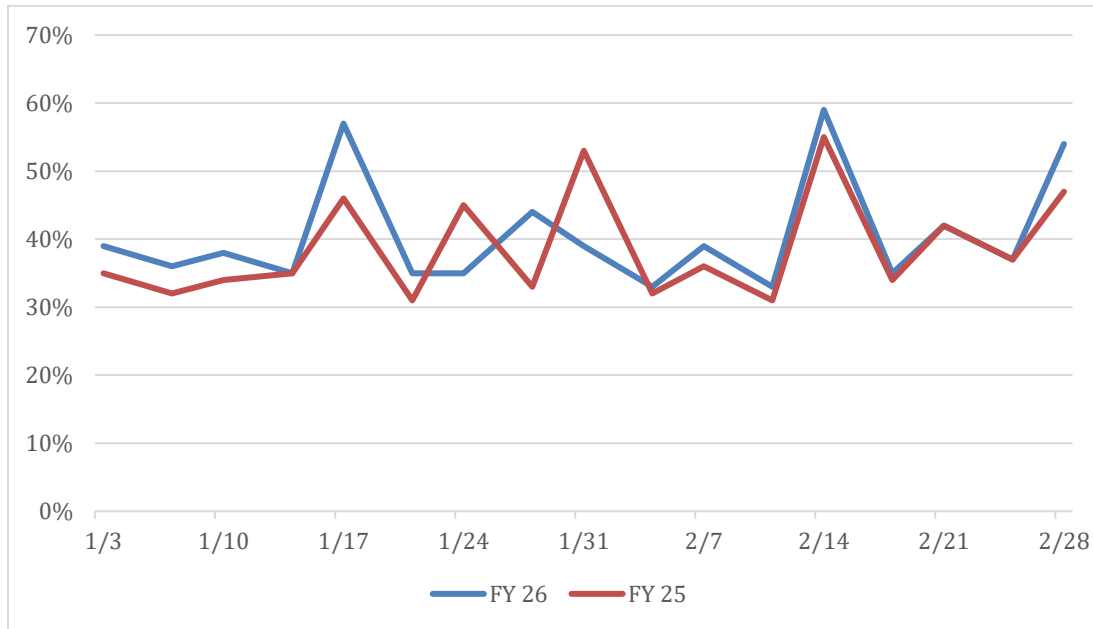




FY 2026 Third Quarter Marketing Report January 1 – March 31, 2026

Hotel Occupancy in Sussex County



Weekly Call-Arounds:

Wednesday Mean Average Occupancy.....36% **↑ 2.90% from Last Year**
 Saturday Mean Average Occupancy.....45.22% **↑ 1.56% from Last Year**

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

Current Month - February 2026 vs February 2025												
	Occ %		ADR		RevPAR		Percent Change from February 2025					
	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	44.6	42.2	110.50	110.42	49.30	46.57	5.8	0.1	5.8	3.1	-2.6	3.0
New Castle County, DE	56.7	54.3	119.36	117.18	67.62	63.66	4.3	1.9	6.2	5.8	-0.4	3.8
Kent County, DE	48.7	46.0	96.89	99.18	47.21	45.62	5.9	-2.3	3.5	3.1	-0.4	5.5
Outer Banks, NC+	39.5	38.7	107.78	102.32	42.62	39.61	2.2	5.3	7.6	0.5	-6.6	-4.6
Jersey Shore+	47.1	43.4	124.19	120.32	58.52	52.23	8.5	3.2	12.0	10.5	-1.3	7.1
Ocean City MD+	29.3	28.4	114.51	107.71	33.52	30.55	3.2	6.3	9.7	10.2	0.4	3.7
Virginia Beach	52.6	46.6	118.48	112.23	62.34	52.30	12.9	5.6	19.2	20.2	0.8	13.8

Current Month - January 2026 vs January 2025												
	Occ %		ADR		RevPAR		Percent Change from January 2025					
	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	36.0	35.3	105.67	106.32	38.02	37.54	1.9	-0.6	1.3	0.8	-0.5	1.4
New Castle County, DE	48.0	46.7	110.00	113.35	52.85	52.89	3.0	-3.0	-0.1	0.8	0.9	3.9
Kent County, DE	43.4	39.4	98.45	97.35	42.71	38.39	10.0	1.1	11.3	10.8	-0.4	9.6
Outer Banks, NC+	31.9	33.2	97.76	94.18	31.18	31.30	-4.1	3.8	-0.4	-6.9	-6.5	-10.3
Jersey Shore+	40.8	39.9	116.17	112.39	47.39	44.87	2.2	3.4	5.6	4.9	-0.6	1.5
Ocean City MD+	24.5	23.1	97.03	90.50	23.75	20.89	6.0	7.2	13.6	14.2	0.5	6.5
Virginia Beach	39.8	39.5	103.96	106.68	41.38	42.18	0.7	-2.5	-1.9	-2.4	-0.6	0.1

Current Month - December 2025 vs December 2024												
	Occ %		ADR		RevPAR		Percent Change from December 2024					
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	44.0	42.0	114.84	115.50	50.53	48.49	4.8	-0.6	4.2	6.3	2.0	7.0
New Castle County, DE	51.6	51.6	114.07	119.80	58.85	61.79	0.0	-4.8	-4.8	-3.9	0.9	0.9
Kent County, DE	42.0	40.0	95.87	97.94	40.22	39.18	4.9	-2.1	2.7	2.3	-0.4	4.5
Outer Banks, NC+	34.9	35.0	101.81	98.70	35.56	34.58	-0.3	3.2	2.9	-3.3	-6.0	-6.3
Jersey Shore+	40.9	38.6	121.85	118.43	49.85	45.76	5.9	2.9	8.9	8.9	-0.0	5.8
Ocean City MD+	28.3	30.9	96.64	100.96	27.34	31.15	-8.3	-4.3	-12.2	-13.2	-1.1	-9.4
Virginia Beach	45.5	42.0	110.20	109.17	50.11	45.83	8.3	1.0	9.3	8.1	-1.1	7.1

PAT Revenue

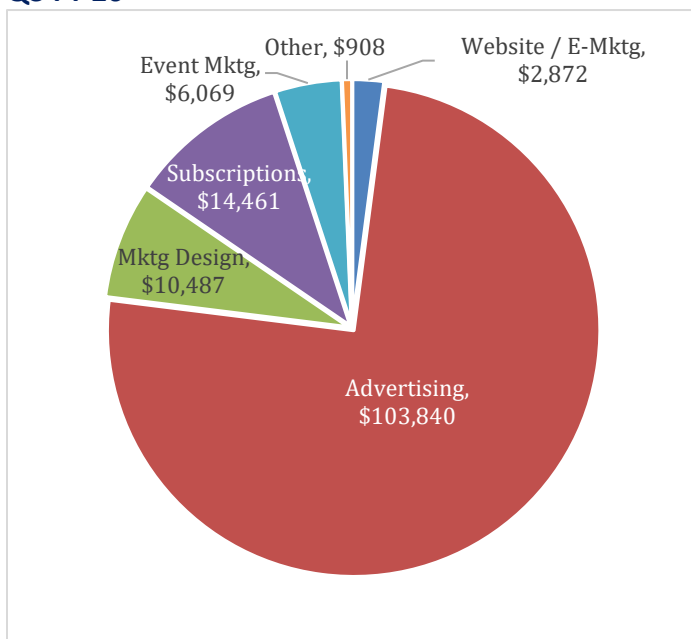
Q3 2026
\$200,927

Q3 2025
\$130,537

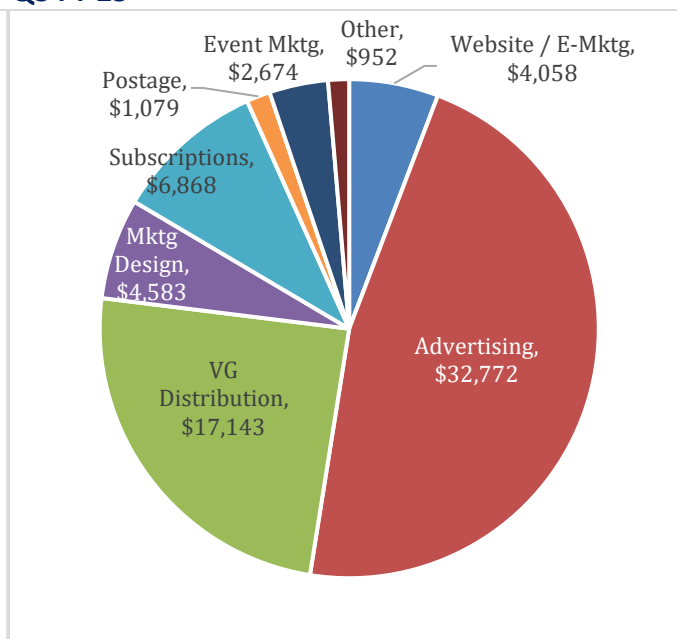
↑53.9% from Last Year

Marketing Expense Breakdown

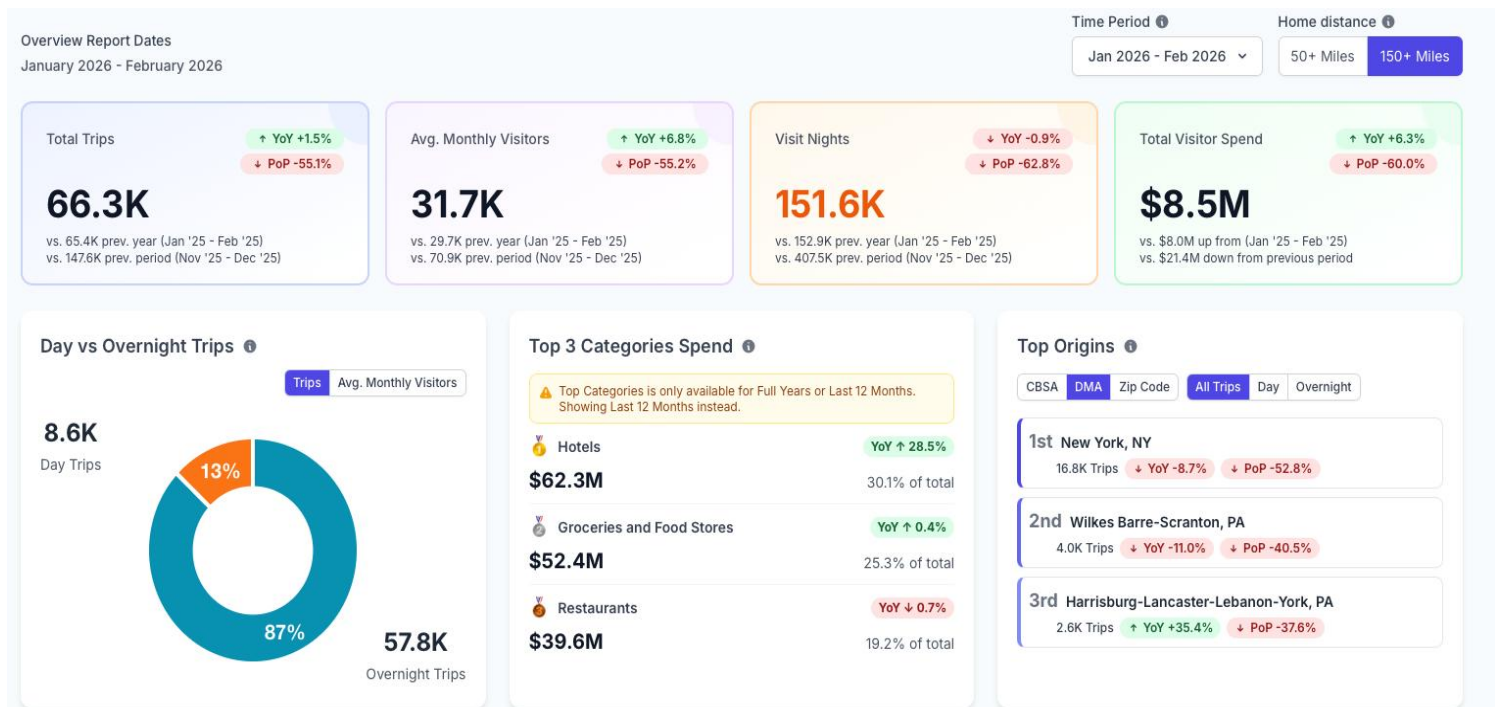
Q3 FY 26



Q3 FY 25



Placer ai Dashboard



Winter Advertising. (January-March 2026)

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

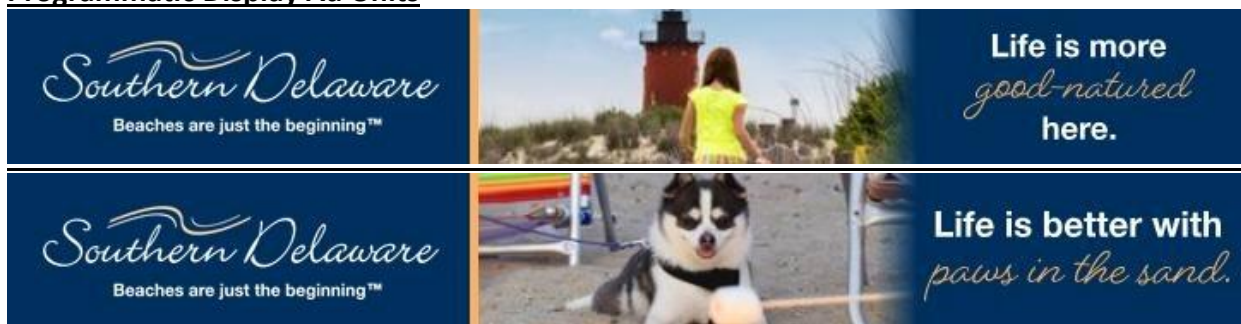
Mid Atlantic Events Magazine, Comcast Streaming, Great Vacation Getaways, Facebook, Newsday, Forever Media, Washington Blade, Baltimore Magazine and Northern Virginia Magazine

The markets include:

- DE -New Castle County
- MD - Howard, Montgomery and Anne Arundel counties
- PA – Philadelphia plus Lancaster, Delaware, Chester, Bucks and Montgomery Counties.
- 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

FY26 Spring Campaign Creatives

Programmatic Display Ad Units



Social Static Units



Sponsored · 

Spring is for sandy paws! Connect with your best friend while exploring our pet-friendly beaches, boardwalks and trails.



visitsoutherndelaware.com
Life is better with paws in the sand.

[Learn more](#)

 Like  Comment  Share



Sponsored · 

From award-winning restaurants and farmers markets to boardwalk favorites, savor the Culinary Coast™ this Spring.



visitsoutherndelaware.com
Life tastes better here™.
Spring is great no matte...

[Learn more](#)

 Like  Comment  Share



Sponsored · 

Paddling, hiking, cycling, fishing, wildlife viewing — choose your own adventure in Southern Delaware this spring.



visitsoutherndelaware.com
Life is more good-natured here.

[Learn more](#)

 Like  Comment  Share

Social Carousel Units



Sponsored · 

This spring, discover charming beach towns, tax-free shopping, and Culinary Coast™ dining in pet-friendly Southern Delaware.



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



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



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



Life is less taxing here. [Learn more](#)



Life is better with paws i... [Learn more](#)



Explore the Culinary... [Learn more](#)

 Like  Comment  Share

Northern Virginia Magazine

Life is more good-natured here.



Southern Delaware
Beaches are just the beginning™

Looking for some adventure? Discover miles of bike paths in one of the nation's most bike-friendly states. Grab a surfboard or hop on a Jet Ski and hit the waves. Paddle along scenic waterways or lounge on 26 miles of beaches. Learn about local wildlife at a nature education center. Find your next escape in Southern Delaware.

VisitSouthernDelaware.com/Spring



Philadelphia Magazine

Life tastes better here.



Southern Delaware
Beaches are just the beginning™

Treat Your Taste buds to the Culinary Coast™

With world-class chefs, the freshest seafood, locally sourced ingredients, and an array of gourmet cooking classes and experiences, the Culinary Coast™ is a Mid-Atlantic haven for foodies. Plan your Southern Delaware culinary tour at [CulinaryCoastDE.com](#).




Paid Media Performances (Jan-Mar)

Insights into the Q3

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 Q3 [JANUARY - MARCH]

PROGRAMMATIC [DISPLAY]

Sojern								
Ad Type	Spend	Impressions	eCPM	Clicks	CTR	eCPC	Total Conversions	Conversion Rate
Display	\$14,827.15	2,471,192	\$6.00	712	0.03%	\$20.82	2,577	0.10%
Added Value Display	\$0.00	133,194	\$0.00	81	0.06%	\$0.00	200	0.15%
Totals	\$14,827.15	2,604,386	\$6.00	793	0.02%	\$24.06	2,777	0.12%
Additional Sojern KPIs [January-March]- Data not available until May								
Confirmed Travelers	Confirmed Hotel Night Stays	Activities	Economic Impact	ROAS	Avg. Lead Time			
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 Q3 [JANUARY - MARCH] 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 Three Performing Ads
Winter Campaign (1/1 - 1/16)	\$2,759.22	510,886	16,837	\$0.16	24,895	4.87%	6.71%	Adults 65+ made up 55% of link clicks Men most engaged	New York New Jersey Pennsylvania Ohio Maryland	Winter Static Inspire image (Life is More Inspired Here) Winter Carousel Images Winter Static Shopping image (Life Is Less Taxing Here)
Spring Campaign (1/20 - 3/31)	\$10,798.75	1,372,862	55,549	\$0.19	62,055	4.52%	4.84%	Adults 65+ made up 55% of link clicks Men most engaged	New York New Jersey Pennsylvania Ohio Maryland	Spring Static Shopping (Life is Less Taxing Here) Spring Carousel Images Spring Static Culinary (Life Tastes Better Here)
Total	\$13,557.97	1,883,748	72,386	\$0.25	86,950	4.64%	5.35%	Adults 65+ made up 55% of link clicks Men most engaged	New York New Jersey Pennsylvania Ohio Maryland	Shopping, Culinary, Inspire and Carousel

Key Takeaways: FY26 Q3 Meta Performance

Key Takeaways:

Southern Delaware Tourism's Meta campaigns delivered strong results across Q3, with a combined spend of **\$13,557.97** generating **1.8M** impressions, **86,950** link clicks, and **72,386** landing page views. The overall cost per landing page view of **\$0.25** significantly outperformed the **\$0.70** industry benchmark. Both Link CTR

(4.64%) and Engagement Rate (5.35%) far exceeded benchmarks of 1% and 2% respectively, indicating highly resonant creative and strong audience targeting.

Winter Campaign (1/1–1/16): Despite a shorter flight period and lower spend (\$2,759.22), the Winter campaign punched above its weight, **achieving the highest CTR (4.87%) and Engagement Rate (6.71%) of the quarter, with a C/LPV of just \$0.16**. Top performers included the Life is More Inspired Here static and the Winter Carousel, suggesting lifestyle and aspiration-led messaging resonated strongly with a primed winter travel audience.

Spring Campaign (1/20–3/31): The Spring campaign accounted for the majority of Q3 investment (\$10,798.75) and volume, driving 55,549 landing page views and 62,055 link clicks at an efficient \$0.19 C/LPV. Shopping and culinary-themed creative (Life is Less Taxing Here, Life Tastes Better Here) were top performers, reflecting strong intent signals around value and experience.

FY 26 Ad Spend By Campaign through first 3 Quarters

3:44 PM
04/06/26
Cash Basis

Southern Delaware Tourism, Inc. Profit & Loss by Class July 2025 through March 2026

	A) Come to the Culinary Coast	B) Life is Less Taxing Here	C) Lifes More Good Natured Here	D) Life is More Inspired Here	E) Life is Timeless Here	F) Lifes Better w/ Paws in Sand	G) Recharge Nearby/Faraway Place	Unclassified	TOTAL
Expense									
8004 · Advertising									
8100 · Print Advertising	0.00	760.00	0.00	0.00	0.00	0.00	0.00	1,721.22	2,481.22
8105 · TV/Web Streaming	12,569.83	20,392.71	14,492.88	3,416.66	2,307.72	0.00	4,166.68	18,793.22	76,139.70
8106 · Online/Print Combo	12,060.25	0.00	17,612.25	1,333.34	0.00	424.24	3,000.00	18,000.00	52,430.08
8107 · Digital Advertising	14,123.77	12,010.05	8,585.42	36,078.98	1,110.28	2,136.28	0.00	46,737.74	120,782.52
Total 8004 · Advertising	38,753.85	33,162.76	40,690.55	40,828.98	3,418.00	2,560.52	7,166.68	85,252.18	251,833.52

Streaming Results

Southern Delaware Tourism – 1Q 2026

Impressions by Audience

Audience	# of Imps
Adults 35+	418,033
Flourishing Families	418,025
Total	836,058

Number of Unique Households & Frequency

Campaign	# of Unique HH	Frequency	Completed Views	Completed Views %
Harrisburg-Lancaster-Lebanon-York	16,261	5.2	84,557	96.89%
Philadelphia	48,789	4.6	224,429	96.13%
Washington DC	32,523	5.2	169,119	95.94%
New York	40,654	4.8	195,139	95.26%
Baltimore	24,392	5.1	124,399	95.57

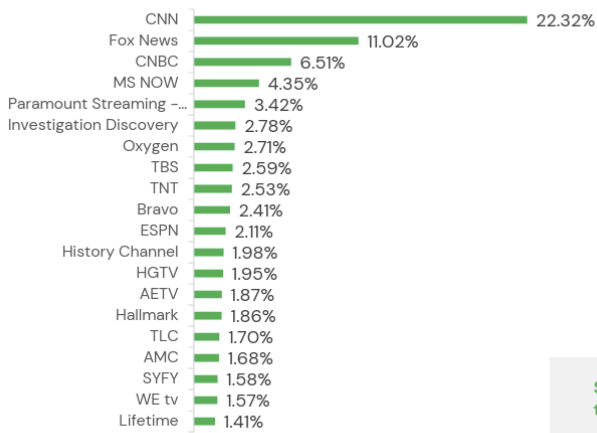
Ad Completion by Market

Source: Comcast Internal Data, Southern Delaware Tourism, 1/23/26–3/29/26. Represents all impressions delivered.
Note: "Households Reached" represents the total households where streaming impressions were delivered regardless of selected audience target and cable/internet service provider.

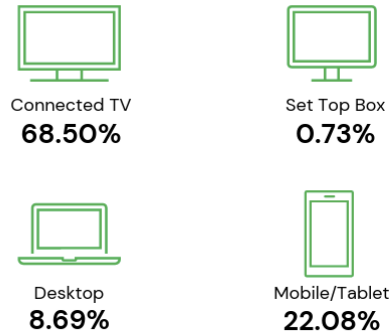
Streaming Results

Southern Delaware Tourism – 1Q 2026

Content Brand List Top 20



Delivery by Platform



Streaming takeaway:

- Over 69% of your audience is seeing your ads on "The Big Screen."
- Roughly 31% of your campaign was delivered on an Adara trackable device.

Source: Comcast Internal Data, Southern Delaware Tourism, 1/22/26-3/29/26. Represents all impressions delivered.
Note: "Households Reached" represents the total households where streaming impressions were delivered regardless of selected audience target and cable/internet service provider.

Top Five Landing Pages on SDT's Website

January 2026	February 2026	March 2026
1. Arts & Entertainment	1. Seasons - Spring Page	1. Seasons – Spring Page
2. Dining	2. Events	2. Events
3. Season - Spring Page	3. Pet Friendly	3. Pet Friendly
4. Events	4. Dining	4. Photo Contest
5. Pet Friendly	5. Valentine's Blog	5. Festival Page

Top 10 Referring Websites

1. Instagram.com	6. Baltimoremagazine.com
2. Facebook.com	7. Bringfido.com
3. Washingtonblade.com	8. Sussexcountyde.gov
4. Chatgpt.com	9. Visitdelaware.com
5. Twitter.com	10. Newsday.com

Reader Response/Leads

<i>Publications</i>	Q3 2026	Q3 2025
SDT Website Visitor Guide Orders	33	103
Southern Living	202	346
Great Vacation Getaways	65	92
Compass Family Travel	69	N/A

Public Relations

This quarter's SDT media coverage value is reported as \$458 with more than 48,000 unique visits per month to the publications cited in the report. The low MCV is a reflection of the season, the changing media landscape, and the fact that numerous publications in this particular report are not measurable via Muck Rack.

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: A Taste of What We're Having, Delaware Today, Twin Capes Traveler, MidAtlantic Events, and Pride Journeys. We are working on an itinerary for a writer from Forbes who will be visiting in early June via Baltz contact.

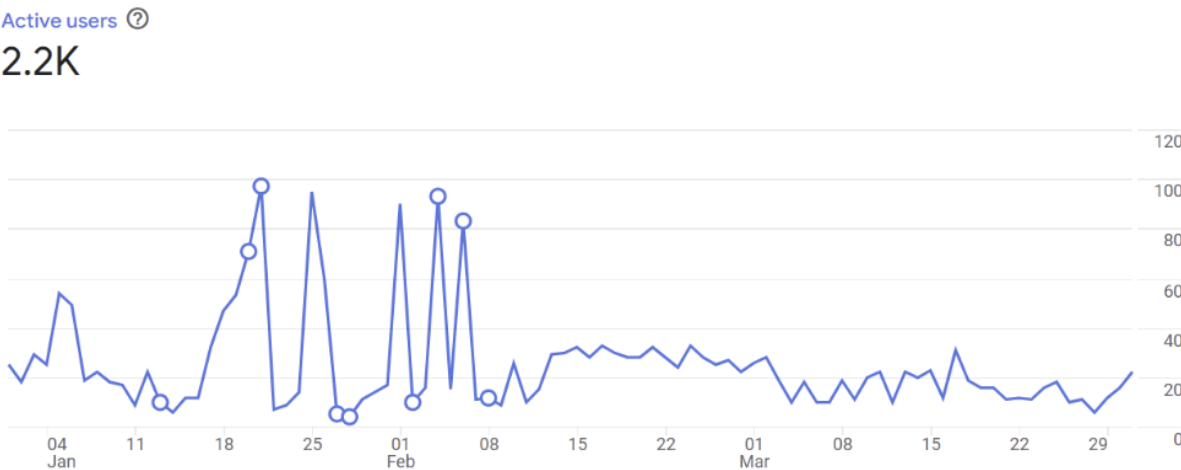
Additional initiatives this quarter included monthly eScapes newsletters and our quarterly Connections partner newsletter. The press releases we distributed this quarter include our annual What's New in Southern Delaware press release, a Photo Contest call for entries release, and the announcement of our Photo Contest winners.

Social Media

Social Media Platform	Total Followers	New Followers (This Quarter)	Reach (This Quarter)
SDT's Facebook	24,821	1,742	2.1 million
VisitSouthDel IG	9,172	511	393,858
CulinaryCoastDE IG	1,363	29	2,200

This quarter, our social media efforts focused on the successful implementation of a new content strategy centered on stronger keyword usage, expanded use of Instagram’s newer editing tools, and a shift toward Reels and carousel posts over our previous standard of single-image content. This updated approach helped create more engaging, platform-friendly content and contributed to an overall increase in reach and interactions across both our Facebook and Instagram pages.

SouthDel SideKick Mobie App



Southdel Sidekick saw 2.2K active users during this period, with especially strong spikes in late January and early February that show the app’s ability to drive high engagement at key times. After those peaks, usage remained steady through February and March, pointing to continued user interest and a solid base of recurring activity rather than just short-term traffic.

This quarters graph shows an increase in users which is coherent with the upcoming seasons being our busier months. We are excited to share that over this quarter we’ve been able to acquire 4 new hotels and are getting them involved with our Paddle/Bike & Stay Programs. These hotels include Staybridge Suites, Holiday Inn Express Rehoboth, Home2 Suites, and Hotel Blue. We have also been in talks with Dogfish Head on updating their deals on Southdel Sidekick for the upcoming season.

SDT Tourism Ambassador Program

Our Tourism Ambassador program continues to grow and has now reached 278 Ambassadors. More than 50 new ambassadors completed the program this quarter. Our tourism ambassadors were invited to attend our upcoming Partner Expo on April 15. A call for partners to offer new ambassador perks went out in our March Connections partner newsletter.