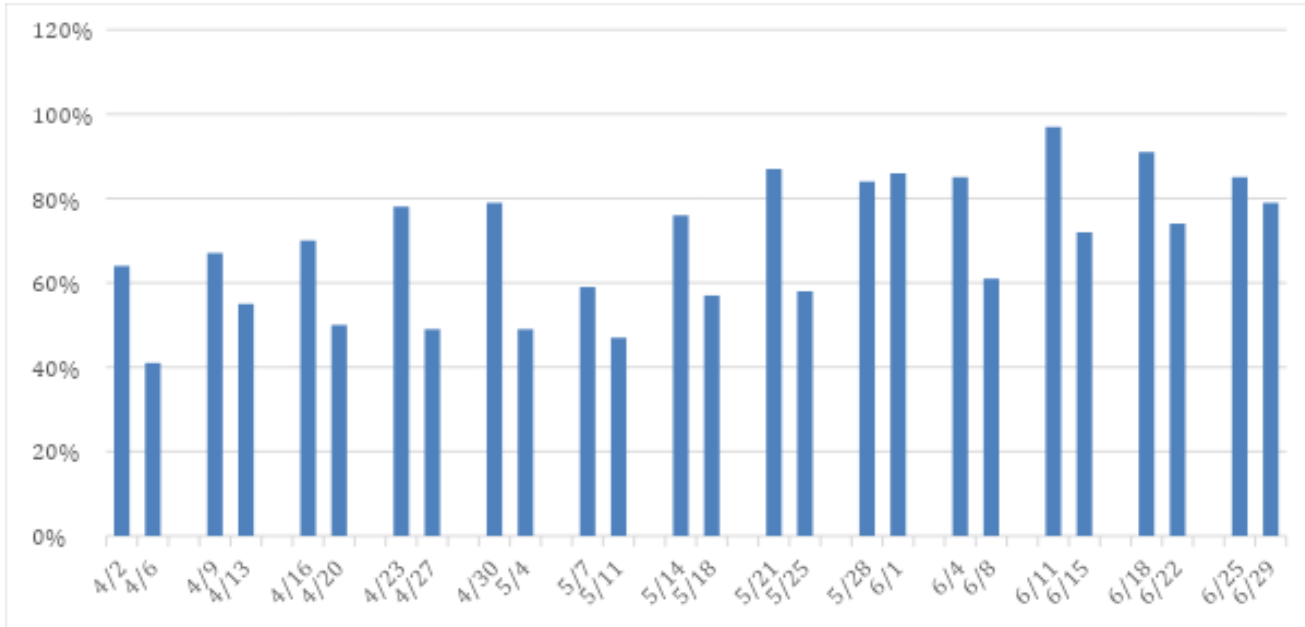




FY 2022 Fourth Quarter Marketing Report April 1 – June 30, 2022

Hotel Occupancy in Sussex County



Weekly Call-Arounds:

Wednesday Mean Average Occupancy.....59.8% ↑ **1.7% from Last Year**
 Saturday Mean Average Occupancy.....78.6% ↑ **5.8% from Last Year**

STR Data – Sussex County Monthly Hotel Occupancy

	March	April	May
2022	55.7%	61.2%	59.8%
2021	53.9%	59.7%	62.5%
2020	38%	31.1%	33.9%

↑ **.2% from Last Year**

PAT Revenue

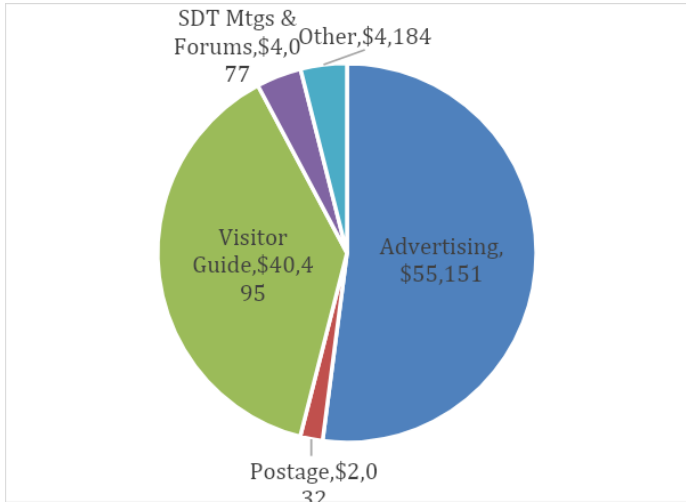
Q4 2022
\$178,137

Q4 2021
\$148,399

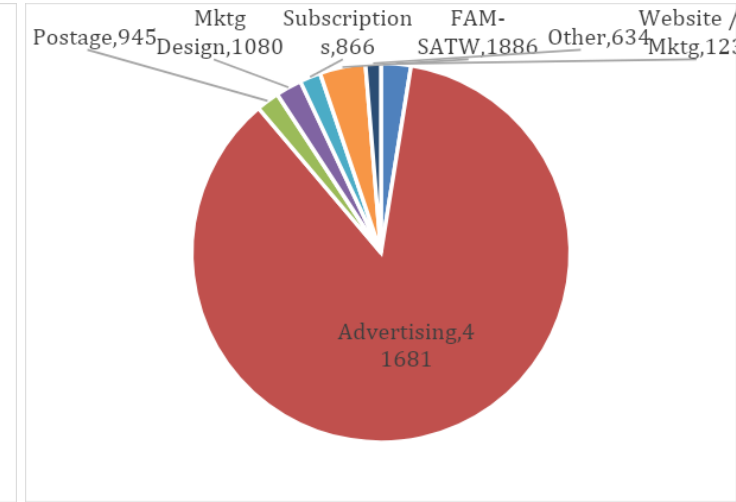
↑ **20% from Last Year**

Marketing Expense Breakdown

Q4 FY 22



Q4 FY 21



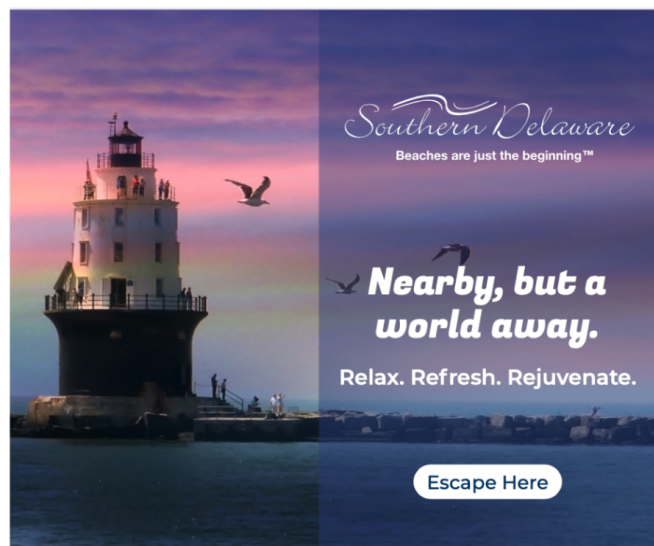
Relax, Refresh,
Rejuvenate

Spring 2022


*Southern
Delaware*
T O U R I S M

Southern Delaware Spring Digital Campaign

- April-June 2022. (Coop May 2022)
- Coop partners; Lewes, Rehoboth-Dewey & Georgetown Chambers
- Ad Type: Online Banners
- Tracking
 - Google Analytics
 - Adara
 - Agency reporting
- Markets:
 - Philly, Harrisburg, Pittsburgh, NYC, Richmond, Wilkes Barre/Scranton, and Washington DC





Social Media Paid Campaign

- May 9-June 19, 2022
- Ad Type: Facebook newsfeed & promoted posts
- Categories
 - Accommodations
 - Culinary
 - Pet Friendly
 - Outdoors
 - Farmers Markets
- Tracking:
 - Google Analytics
 - Adara
 - Agency reporting
- Markets:
 - Washington D.C., Baltimore, MD, Philadelphia, PA, Philly Philly, NYC.



AAA World Co-Op

May-June 2022

- Ad Type:
 - "Extra Mile" email newsletter web banner ads
- Tracking:
 - Google Analytics
 - Adara
 - Reader response
- Partners
 - Cape May Lewes Ferry
 - Delaware Botanic Gardens
 - Antique Alley
- Markets:
 - Mid Atlantic

Effectv (Commercials on Streaming)



May-June 2022

Ad Type: 30 second TV Spot/streaming

- Messages - Stay
Sip & Saver
Splash
- Tracking: Google Analytics
 - Adara
 - Effectv reporting
 - Google Analytics
- Markets:
 - D.C, NY, NJ, Philly, Baltimore, Hilly Philly

USA Today Travel Guide

June 2022

Ad Type: Online Banners/Print

- Message "Nearby, but a world away"
- Tracking: Google Analytics
 - Google Analytics
- Markets:
 - Northeast
 - 10 million emails
 - 100,000 print



Effectv Partner Coop

Partners

Race4Warriors
Delmarva Discovery Tours
History Book Festival
Milton Chamber of Commerce

May-June 2022

Ad Type: 30 second TV Spot/streaming

Messages

- 12 second partner messages inserted into one of the following SDT ads:
- Stay/Sip/Splash

Tracking: Google Analytics

- Adara
- Effectv reporting
- Google Analytics

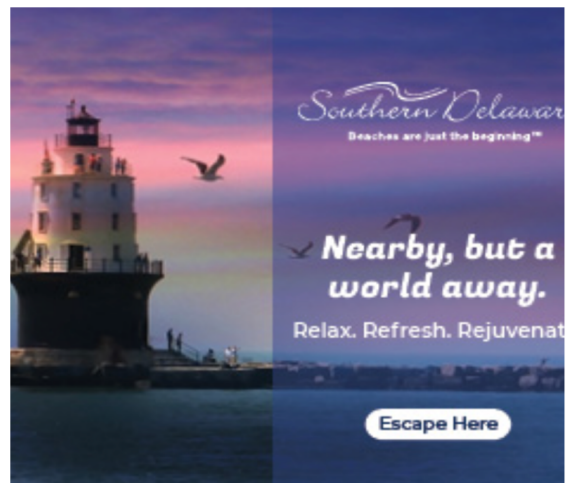
Markets:

As requested by partner. 3 of each as chosen from:

NY, Philly, D.C, Baltimore, Hilly Philly

Recreation News

- April-May 2022
- Ad Type: Online Banners, email, print
- Messages
- Markets
 - Washington, D.C.
- Tracking:
 - Vendor reporting
 - Data collection



Partners

Beach Time Distilling
Delmarva Discovery Tours
Antique Alley
Clear Space Theatre
Bethany Beach Books
Georgetown Chamber
Big Fish Group
Freeman Arts Pavillion
Delaware Botanic Gardens
Delaware State Parks
Fort Miles Museum
Active Adults Realty
Mispillion River Brewing
Pig & Publican Restaurant

Ferry Vision Partner Coop

May 15- September 15, 2022

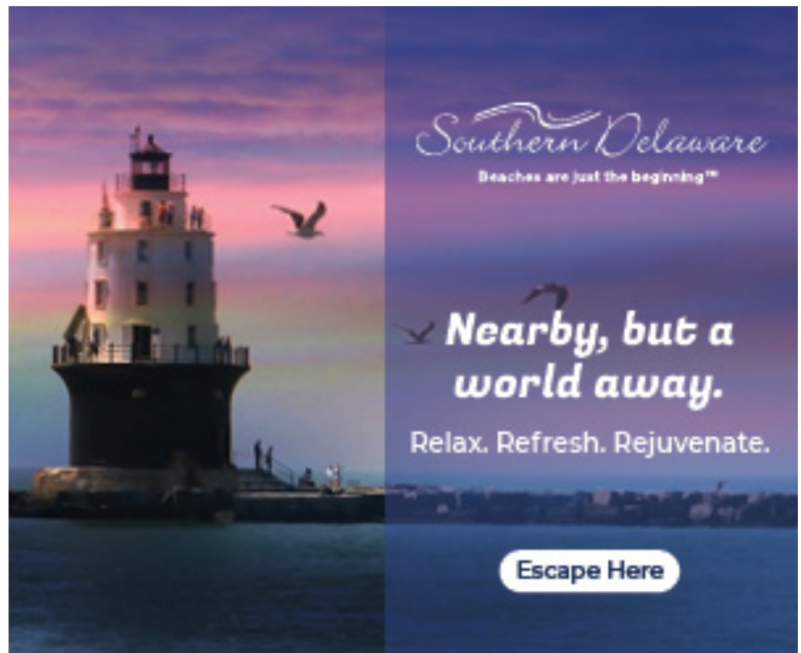
Ad Type: 15 second video campaign played on Cape May Lewes ferries and in terminals, in the New Castle airport, and on the [Phillyvision](#) streaming channel

Messages

- Varies by partner

Northern Virginia Magazine Great Escapes

- May 2022
- Ad Type: Online Banner/Print
- Markets
 - Northern VA suburbs
- Tracking:
 - Adara
 - Google



Adara digital tracking report
Campaign Dates – April, May, June 2022

	Impressions	Uniques	Hotel Searches	Hotel Bookings
AAA World	3,432,328	179,039	65	1
Paid Facebook newsfeed & promoted posts	20,661	19,579	46	1
Northern VA Magazine	213,457	50,283	447	10
Effectv	313,134	117,082	493	17
Paid Display & Native	11,754,175	2,121,138	6,604	255
Accommodations Click Trackers	17,492	1,750	171	3

Insights into Spring 2022 Social/Digital Campaigns

Display & Native

April-May-June 2022

Display ad units

Impressions	9,669,203
Average CPM	\$3.32
CTR	.10%

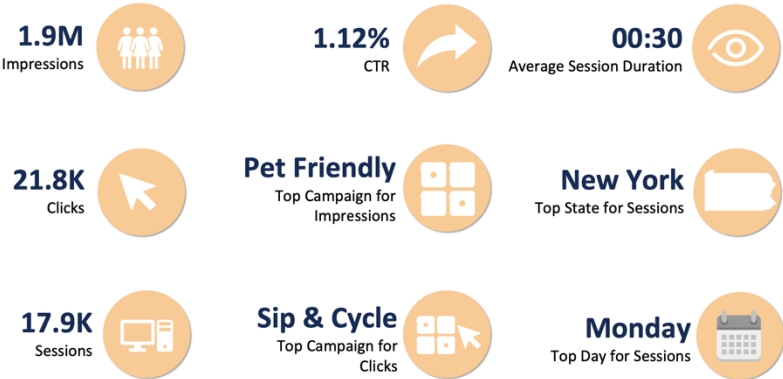
Native Ad Units

Impressions	5,710,895
Average CPM	\$4.69
CTR	.12%

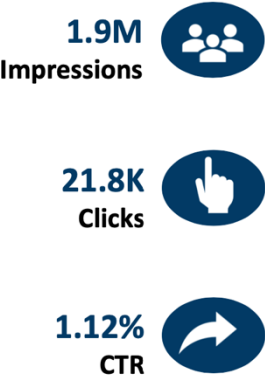
(Good CTR industry standard says anything between 0.5%-1% will put you in the good range. Our display and native CTR continues to be above industry standards)

(CPM = Cost Per Thousand)

Paid display and native advertising is utilized to create a greater top of mind and brand awareness for the advertiser.



Spring 2022
Takeaways



Top Five Landing Pages

<u>April 2022</u>	<u>May 2022</u>	<u>June 2022</u>
1. Home Page	1. Home Page	1. Home Page
2. Pet friendly	2. Pet friendly	2. Pet friendly
3. Events Calendar (Start Date 3/29/22 - End Date 4/29/22)	3. Eat and Drink (Breweries, Wineries, Distilleries)	3. Eat and Drink
4. Events Calendar - (Sun, Moon and Bridge Night 4/16/22)	4. Outdoor Adventures	4. Outdoor Activities
5. Eat and Drink	5. Eat and Drink	5. Eat and Drink (Breweries, Wineries, Distilleries)

Top 15 Referring Websites (April-June 2022)

1. Visitsouthdel.start.page (Social Media Platform Start Page)
2. Facebook
3. Flipboard.com (Social Magazine)
4. SDT eScapes Newsletter (emailstyles.com)
5. Pennlive.com (PA News)
7. Deepbranchcampground.com
8. Sussexcountyde.gov
9. Visitdelaware.com
11. Northernviriniamag.com
12. Instagram
13. Thewildest.com - Pet Friendly Website
14. CMLF.com
15. Buzzthebeach.com

Reader Response/Leads

<i>Publication</i>	<i>FY21</i>	<i>FY22</i>
Compass Family Travel	3,583	3,269
AAA	38	12
SDT Website Visitor Guide Orders	150	117

Public Relations

This quarter's SDT publicity value is \$2,518,346+. This quarter we assisted multiple writers and responded to a variety of media queries. Media our office assisted were writing for publications including Mid Atlantic Events, USA Today, Sports Events, AAA World, Old Town (Alexandria Crier), Creators Syndicate, Northern Virginia Magazine, Delaware Beach Life, Penn Live, Innovation Delaware, Readers Digest, Twin Capes Traveller, Delaware Business Times, Delaware Independent, Delaware Today, Delaware Online (News Journal), Delaware State News, and others.

Additional initiatives this quarter included monthly eScapes newsletters and our quarterly Connections partner newsletter. We created and distributed one press release this quarter, National Travel and Tourism Week 2022: Southern Delaware Tourism Celebrates the 'Future of Travel' National Travel and Tourism Week 2022 (May 1-7) spotlights the collective strength of the U.S. travel industry.

We've also revved up our work with Baltz on our Culinary Coast™ promotion. On June 21, SDT, along with its Culinary Coast partner businesses, staged a pop-up event on the plaza of NYC's famed Rockefeller Center. 22 journalists attended representing 50 national and regional media outlets.



Social Media

Over the past quarter, SDT added 1,030 Facebook fans which now number 12,368 and more than 1,300 people now follow us on Facebook (total 13,818) than did at the end of this past March. Our @VisitSouthDel Instagram has grown 142 followers to 5,106 over the last three months. Our Instagram focusing on the Culinary Coast scene, @CulinaryCoastDE (formerly CraveSouthDel), continues to increase in following, having added 128 followers this quarter for a current total of 987. Engagement numbers continue to be good and improving across all social media platforms. Social media and website initiatives this quarter continued to focus on compiling, creating, and sharing content, blog posts and videos highlighting events, our Bike and Stay program, our Paddle and Stay program, outdoor attractions, disseminating our eScapes newsletters, and sharing appropriate partner content regarding events and offerings, such as the "A River Runs Through It" tour in Milford.

SDT's SouthDel Sidekick App

Over the past quarter, SouthDel Sidekick has been working on growing its number of participating hotels, businesses, and restaurants. SouthDel Sidekick has also been advertised to consumers at area events, including the Milton Horseshoe Crab and Shorebird Festival, the Lewes Garden Tour, and the Ocean to Bay Bike Tour. SouthDel Sidekick added 14 new businesses in the last quarter as a result of our latest email campaign, 6 of which are hotels. Currently, we have 15 participating, 9 of which have complete personalized SouthDel Sidekick *OnStay dashboards and 6 that are in the process of being completed. Our Bike & Stay campaign has 38 participating businesses that includes stores and restaurants. Our Paddle & Stay campaign has 34 participating businesses.

*OnStay Dashboard: Personalized digital concierge service that matches a hotel's existing brand, encourages direct bookings, includes check in and check out capabilities along with other relevant hotel information.

<i>SouthDelSidekick</i>	October 2019 - May 2022	April 1 - June 30
Returning Users	379,112	59,489
New Users	384,443	59,628
Average Session Duration	01:08	00:59
Pageviews	704,332	103,163