



adworkshop.

Campaign Final Report
January 1 - December 31, 2018

Prepared For:





Executive Summary

2018 was a successful year for Greene County Tourism. We saw a continued increase in website traffic, above average CTR's for paid media campaigns, and plenty of attention from PR and influencer marketing efforts. Moving towards 2019 we see opportunities to expand on our efforts and maximize new ideas we implemented this year.

Highlights

Organic Search and Website Traffic

Following the launch of the new website on May 23, 2018, we didn't see a dip in traffic as expected. From January 1 - December 31, 2018 we are up nearly 30% in organic search traffic year-over-year and 11% in overall sessions. Given the changes in the Google SERPs and algorithm, these are incredibly positive results

Social Media

Even with the change in Facebook's algorithm that prioritized family and friends over branded content, our Facebook page grew its fanbase 43% this year and delivered 23% more impressions than in 2017. Additionally, we grew our Instagram followers by 64%.

Public Relations and Influencer Marketing

In 2018 we captured attention from top publications such as The New York Times, Thrillist, Men's Journal and POWDER magazine that gave us a potential reach of over 130 million people. We also heavily utilized influencer marketing to highlight the beauty and adventure that the Great Northern Catskills have to offer. This also help supply our PR and Social teams with content and imagery.

Paid Media

In 2018 we invested more of our dollars into channels such as social media that provided higher clicks to our website. This strategy aided heavily in our 11% increase in website traffic. Additionally, we were improve our performance by informing our strategy with data provided by facebook, our ad platforms, and Google Analytics.



Traffic Summary

808,775

Sessions
▲ 11.60%

614,231

Users
▲ 12.08%

1,712,304

Pageviews
▲ 6.02%

2.12

Pages / Session
▼ -5.00%

1:32

Avg. Session Duration
▼ -5.34%

61.35%

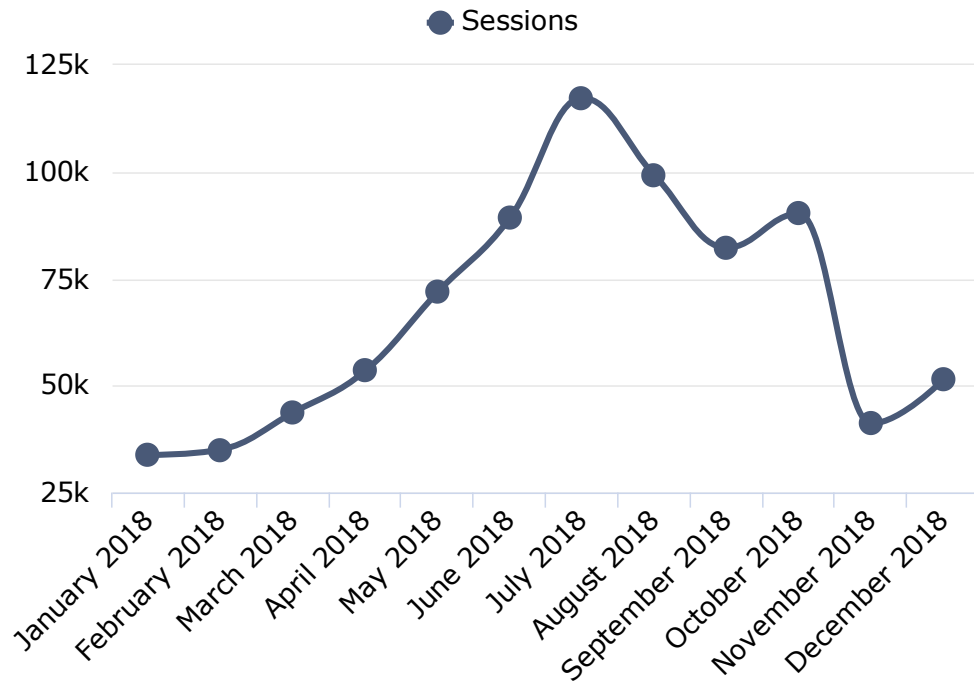
Bounce Rate
▲ 7.78%

75.91%

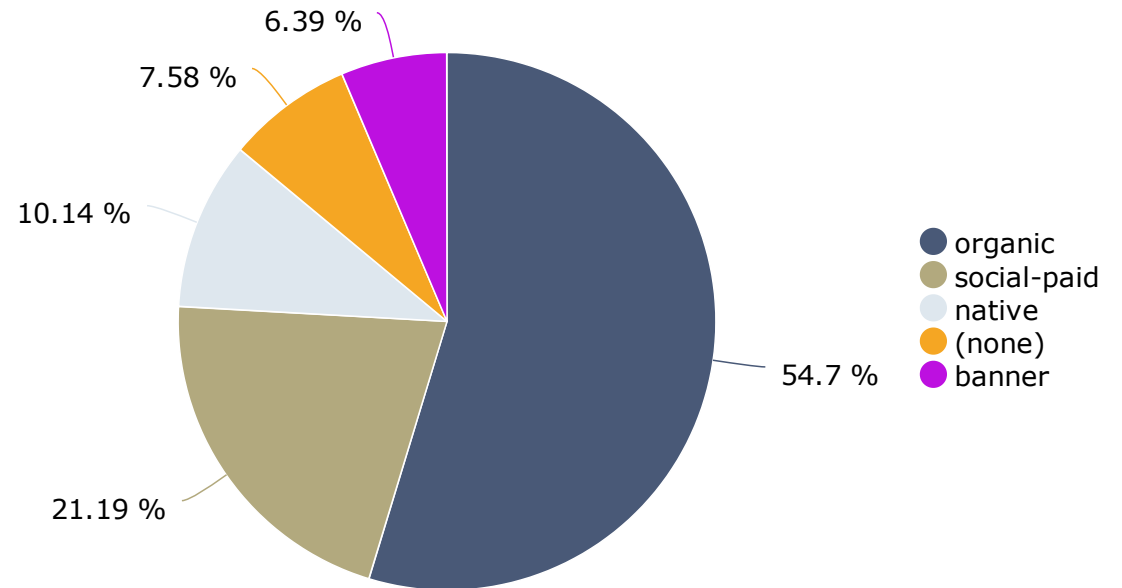
% New Sessions
▲ 1.16%

Device Type	Sessions
Mobile Devices	503,923 ▲ 81,813
Computers	232,114 ▲ 1,347
Tablets	72,738 ▲ 909
Total	808,775 ▲ 84,069

SESSIONS



MEDIUMS





Content Types

Resorts-Lodging 20.0% Total Traffic

343,097

Pageviews
▲ 11.23%

114,744

Entrances
▲ 30.01%

Events 18.9% Total Traffic

322,705

Pageviews
▲ 11.27%

156,520

Entrances
▲ 28.41%

Outdoors 17.2% Total Traffic

294,360

Pageviews
▼ -7.72%

151,062

Entrances
▼ -9.11%

Dining 1.6% Total Traffic

27,638

Pageviews
▲ 64.63%

9,883

Entrances
▲ 62.34%

Attractions 19.9% Total Traffic

340,399

Pageviews
▲ 1.62%

157,772

Entrances
▲ 7.68%

Arts & Culture 3.9% Total Traffic

66,330

Pageviews
▲ 53.84%

42,303

Entrances
▲ 136.04%

- The above chart is comprised of the core pages as defined by the top tier navigation and accounts for 83.5% of overall pageviews. These pages tend to be more planning based and often contain listing data.
- The new website launched May 23, 2018. The above numbers combine pre and post-launch numbers.
- Though the navigation and URL structure is very similar to the pre-launch architecture, some changes were made that impacted overall numbers. These included (but were not limited to):
 - Camping was moved from lodging to outdoors.
 - Dining was moved from attractions to its own tier one. Though the URL for the main dining page didn't change (/dining), additional pages were added as tier twos. Year-over-year numbers represent the entire category post-launch compared to the main dining page pre-launch.
 - The arts and culture sub-pages (tier 3's) were simplified into fewer pages.
 - Condos and retreats were removed from the navigation. This content was integrated into other existing pages or converted to native content.
 - Fishing and golf tournament pages were integrated into core golf and fishing pages.

Home Page 2.0% Total Traffic

34,524

Pageviews
▼ -20.77%

23,274

Entrances
▼ -21.94%



Content Actions

Resorts-Lodging	Events	Outdoors	Dining	Attractions	Arts & Culture
12,260 Visit Website	13,898 Visit Website	8,592 Visit Website	1,959 Visit Website	10,486 Visit Website	1,594 Visit Website
170 Email Business	261 Email Business	199 Email Business	11 Email Business	115 Email Business	52 Email Business
4,228 Book Now	2,192 Buy Now	13 Book Now	41 View Events	84 View Events	412 View Events
244 View Events		281 View Events			
987 View Packages		872 View Packages			

When the new website was launched, additional tracking was rolled out to better understand engagement with listings within specific sections of the website. The above numbers represent May 23 - Dec 31, 2018.

Total Book Now: 5,562 (up from 3,647 in 2017)

Total Buy Now: 4,224 (up from 2,695 in 2017)



Trip Ideas

Trip Ideas and associated content for seasonal pages continue to be added to the website resulting in additional ways for users to find relevant content outside the core pages listed above. These pages often are not defined by a specific URL categorization (such as lodging, attractions, events, etc.), are more dreaming and story-telling based, and do not contain listing data.

Top 5 Trip Ideas Pageviews

- Spring Hiking Ideas - 23,131
- Explore Kaaterskill Clove This Fall - 14,770
- Off-Mountain Activities for Winter Fun in the Catskills - 14,096
- Unique Experiences - 13,678
- Best Camping Spots - 13,162

Top 5 Trip Ideas Entrances

- Spring Hiking Ideas - 17,941
- Explore Kaaterskill Clove This Fall - 12,785
- Unique Experiences - 11,996
- Off-Mountain Activities for Winter Fun in the Catskills - 10,305
- Best Camping Spots - 9,088

Seasonal Pages

The seasonal "campaign" pages were added to the navigation on the new website in an attempt to bring them more attention and to increase their authority within the search engines. All statistics below are comprised of the entire reporting period.

Due to many of these pages initially being created during this time period in 2017, comparisons are not available.

Winter Vacations	Spring Vacations	Fall Vacations	Summer Vacations
13,112 Pageviews	1,122 Pageviews	14,871 Pageviews	7,206 Pageviews
8,427 Entrances	204 Entrances	8,418 Entrances	972 Entrances
1,022 Organic Entrances	124 Organic Entrances	6,563 Organic Entrances	741 Organic Entrances



December 4th Traffic Spike

On December 4, 2018, the industry reported a minor Google algorithm update. While this update was not officially confirmed by Google, we clearly saw a fairly significant positive impact.

This algorithm update was perfectly timed with the launch of Season 2 of "The Marvelous Mrs. Maisel" on December 5th.

While it could be assumed that this spike was solely related to "Maisel," the traffic increase has yet to fall as of January 27nd. This indicates a longer-term impact, likely due to the algorithm update.

Jan 1, 2018 - Dec 31, 2018: ● Users

Jan 1, 2017 - Dec 31, 2017: ● Users

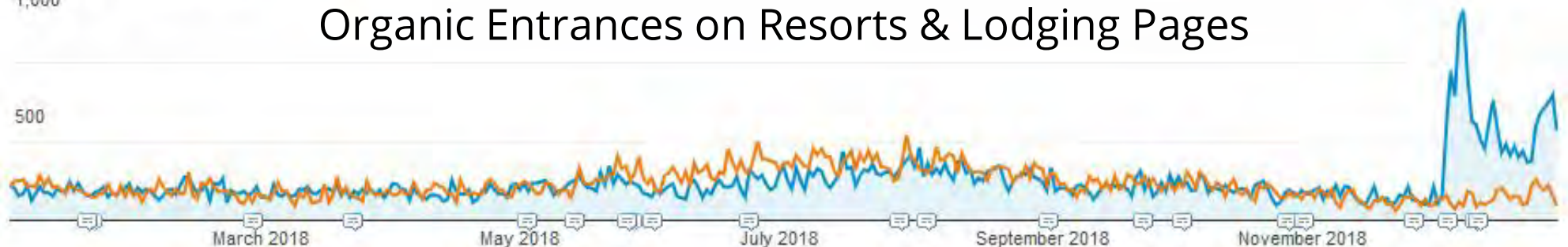
4,000



Jan 1, 2018 - Dec 31, 2018: ● Sessions

Jan 1, 2017 - Dec 31, 2017: ● Sessions

1,000





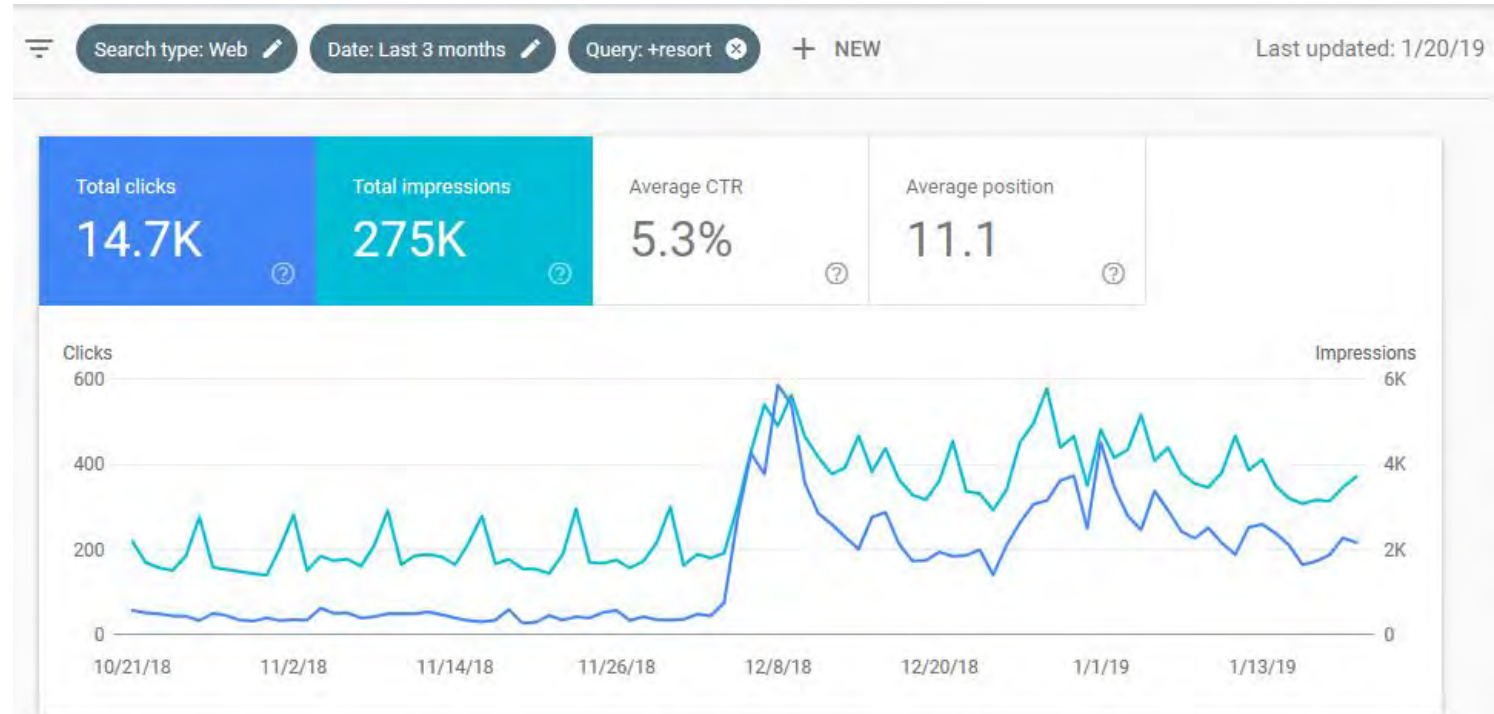
December 4th Traffic Spike

Google Search Console Data (Right)

Represents the number of impressions in Google and clicks on your website from Google for any query that includes a "resort" phrase or variation. It is clear that both impressions and clicks had a significant increase on December 4th.

Visit the Catskill Referrals (Below)

While we saw significant increases from Google on "resort" based pages, we also saw an increase in the number of referrals from visitthecatskills.com to greatnortherncatskills.com. The majority of these entrances entered the site on the vacation packages page.



Jan 1, 2018 - Dec 31, 2018: ● Users

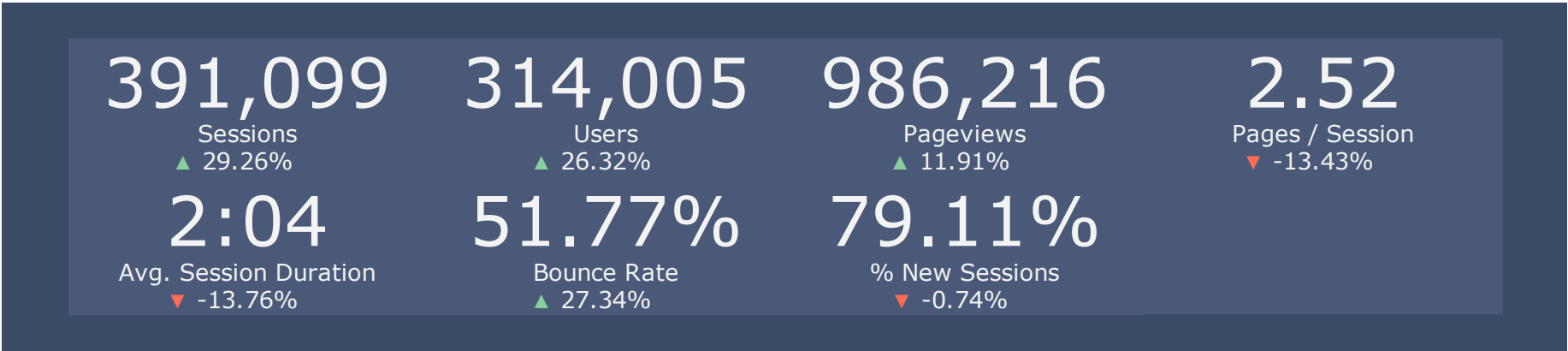
Jan 1, 2017 - Dec 31, 2017: ● Users



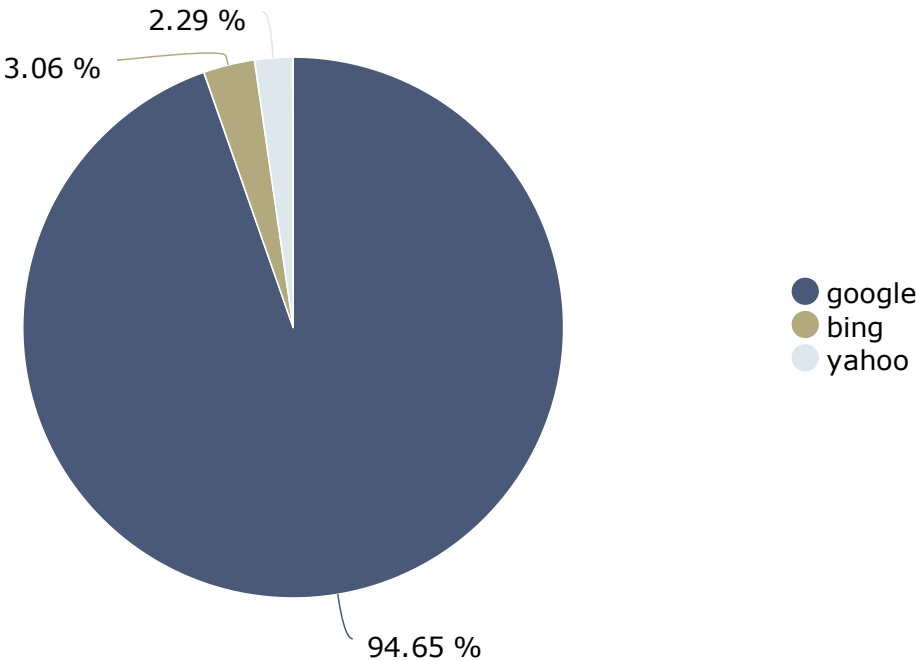
Visit the Catskills Referrals



Organic Summary



ORGANIC SOURCES



Source	Entrances
google	367,746 ▲ 30.71%
bing	11,904 ▲ 24.58%
yahoo	8,896 ▲ 80.12%



Mobile Organic Summary

All of the charts below reflect only mobile data

- While many of the Google queries and entrance pages are specific topics (Zipline, TOC, Kaaterskill Falls), the majority of these visits are from within a days drive to Greene County, possibly indicating a travel planning phase.
- 83% of mobile visits are new visitors to the website. It important to note that it is possible initial research was conducted on a desktop prior to a new visit on mobile.
- While the top 8 queries in Google do not mention lodging, this continues to be an important topic to organic searches. It is worth noting that when the phrase "Catskills, NY" is searched, the Resorts & Lodging page ranks highly, likely impacting entrances to this page.

ORGANIC LANDING PAGES

Landing Page	Entrances
/attractions/new-york-zipline-adventure-tours-h...	17,151
/attractions/top-attractions	16,555
/resorts-lodging	11,523
/attractions	10,070
/events/taste-country-music-festival-hunter-mo...	8,540
/resorts-lodging/family-resorts	7,956
/events	7,310
/outdoors/kaaterskill-falls	6,321

ORGANIC SESSIONS BY CITY

City	Sessions
New York	52,800
Albany	7,007
Boston	5,475
Philadelphia	3,249
(not set)	3,215
Saratoga Springs	2,904
Jersey City	2,877
Syracuse	2,816

GOOGLE QUERIES

Keywords	Clicks	Impressions
catskills	1,599	183,881
hunter mountain	1,777	174,371
rip van winkle	1,235	156,797
kaaterskill falls	1,478	93,051
catskill mountains	1,172	57,046
catskills ny	1,342	50,027
zoom flume	74	43,554
windham mountain	63	35,115



Desktop Organic Summary

All of the charts below reflect only desktop data

- While many of the Google queries and entrance pages are similar to mobiles, the sessions seem to have a higher number of local visits. This possibly indicates that you have a strong local following who utilizes your website as a resource.
- 89% of desktop visits are new visitors to the website.
- When comparing desktop queries to mobile queries, there are strong overlaps. In the past, it was common to see much more travel planning on desktop and more specific queries from mobile. It is clear that users are starting to use these devices much more interchangeably for all purposes.

ORGANIC LANDING PAGES

Landing Page	Entrances
/attractions/top-attractions	12,628
/attractions	12,308
/attractions/new-york-zipline-adventure-tours-h...	11,227
/resorts-lodging	8,981
/events	8,064
/resorts-lodging/family-resorts	7,009
/outdoors/kaaterskill-falls	3,714
/arts-culture/rip-van-winkle	3,264

ORGANIC SESSIONS BY CITY

City	Sessions
New York	37,611
(not set)	2,742
Albany	2,468
Catskill	2,054
Hudson	1,825
Jersey City	1,428
Philadelphia	1,269
Kingston	1,197

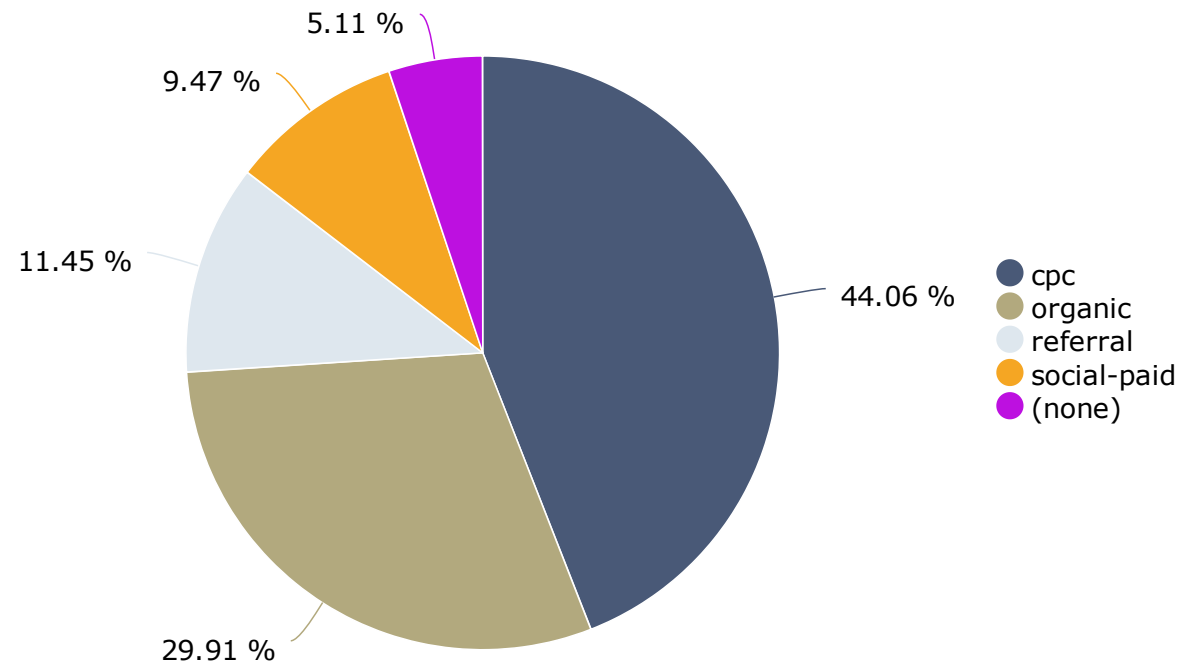
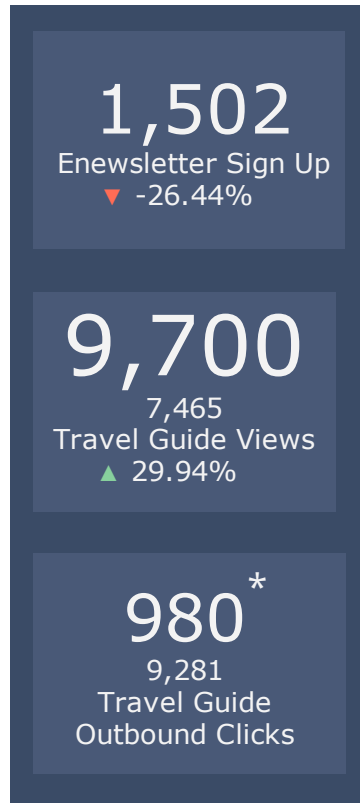
GOOGLE QUERIES

Keywords	Clicks	Impressions
rip van winkle	1,023	107,598
hunter mountain	1,049	103,361
catskills	1,386	102,867
kaaterskill falls	1,068	44,381
catskill mountains	1,136	43,461
catskills ny	1,686	33,406
windham mountain	37	27,400
hudson river school	24	18,993



Goals

TRAVEL GUIDE UNIQUE VIEWS BY MEDIUM



Newsletter Sign-Ups - Prior to the new website, newsletter sign-ups had to be tracked using event tracking due to the way the form submitted. This was then used to generate goal tracking. Newsletter sign-ups are now tracked using a destination URL, taking one additional step out of the tracking metric. Due to this, it is possible that year-over-year data is not apples to apples.

Travel Guides - On March 17, 2017 the Travel Guide page was updated to an embed as opposed to an outbound click to Issuu. Sidebar promotions across the website remained outbound clicks until approximately March 28, 2018.

Travel Guide Views represent all unique pageviews on the Travel Guide page year-over-year.

*Travel Guide Outbound Clicks combine all outbound clicks from the Travel Guide page prior to the March update with all outbound clicks from sidebar promotions across the site until March 28, 2018. Year-over-year comparisons for this category are very inaccurate, however, all numbers were included to best represent interactions with this goal.



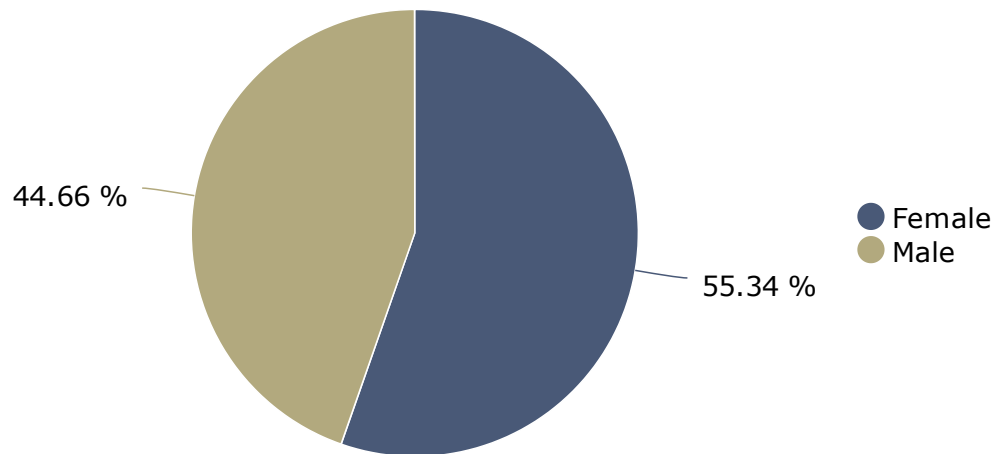
Demographics

Age	Sessions	% New Sessions	Avg. Session
25-34	78,418	75.84%	1:50
55-64	66,247	70.70%	1:35
35-44	65,538	75.00%	1:43
45-54	64,287	73.04%	1:37
65+	36,407	71.05%	1:34
18-24	24,217	77.76%	1:49

- Google uses a sample set of data for demographic reporting with the intent to protect the privacy of its users. The age chart represents 42.1% of overall sessions and the gender chart represents 41.8% of sessions. Due to fluctuations in this sampling, year-over-year data is not included.
- Though Canada is the country sending the second highest number of sessions, this still accounted for only 0.97% of sessions.
- All but one of the top 10 traffic sources* saw increases in users**: NYC (6.8%), Albany (38.8%), Boston (14.2%), Newark (11.4%), Philadelphia (3.9%), Catskill (68.4%), Jersey City (8.4%), Washington (13.3%), Saratoga Springs (45.4%), Hudson (-27.8)

*users lacking city attribution were excluded from the top 10 list.

**In the 2018 bi-annual report users were mis-labeled as sessions in the written portion of the report.

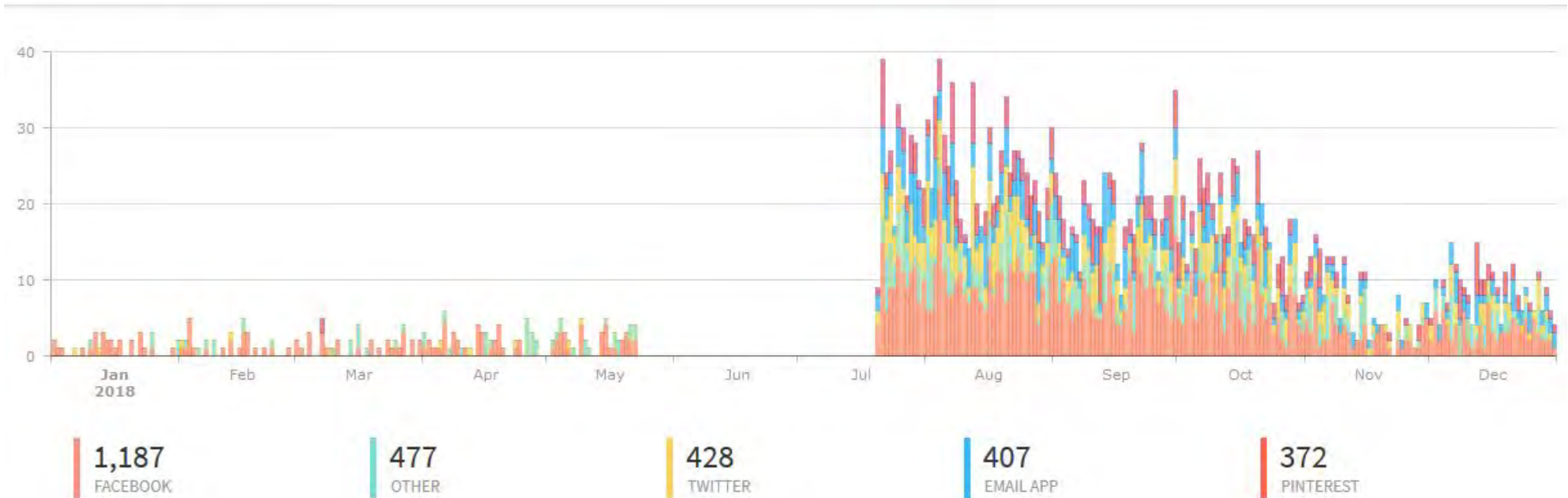


City	Users	% New	Bounce Rate	Avg. Session
New York	170,357	73.41%	64.94%	1:26
Albany	14,289	72.60%	59.89%	1:26
Boston	8,921	72.15%	59.11%	1:33
Newark	8,083	74.81%	69.17%	1:13
Philadelphia	7,790	74.54%	62.11%	1:26
Catskill	7,662	63.40%	63.98%	1:53
Jersey City	7,076	75.87%	59.00%	1:35
Washington	6,000	76.87%	61.66%	1:27
Saratoga Springs	5,645	71.11%	61.65%	1:17
Hudson	5,133	63.87%	54.03%	1:49



AddThis Sharing

Shares Activity



Top Shared Content:

- Motorcycling (page)
- Oktoberfest (event)
- Arts, Theater & Culture (page)
- Explore Kaaterskill Clove this Fall (trip idea)
- Events (page)
- Top Attractions (page)

Top Clickbacks:

- Mountain Bike Trails (page)
- Unique Experiences (Trip Idea)
- NY Zipline Adventure Tours (Listing)
- Annual Harvest Festival (Event)
- All Inclusive Family Resorts (page)
- Catskills Beverage Trail (page)
- Explore the Kaaterskill Clove this Fall (Trip Idea)

Notes:

- Sharing was removed from the site after launch on May 23, 2018 and readded on July 20, 2018
- Implementation was changed from at the bottom of the body to a sticky sidebar promo. It is believed this had a great impact on the number of shares.

a.

Public Relations

THRILLIST

• Top Placements



REFINERY29

Men's Journal

The
New York
Times



Outside



**TRAVEL+
LEISURE**

LEDEVOIR



Forbes

powder
THE SKIER'S MAGAZINE

BUSTLE



Public Relations

By the Numbers - Top Placements

1. **POWDER Magazine**, "Forever Wild"
2. **Thrillist**, "The Most Scenic Drives to NYC's Best Autumn Camping Spots..."
3. **Conde Nast Traveler**, "10 Beautiful Spots to See Fall Foliage in NYS"
4. **New York Times**, "Flipping for Dance in the Catskills"
5. **US News**, "Best Day Trips From NYC, #2 - The Catskills"
6. **Bustle**, "The Marvelous Mrs. Maisel Getaway..."
7. **Outside Online**, "The Insider Guide to North America's Best Ski Towns"
8. **She Knows**, "Affordable Summer Wellness Retreats..."
9. **Refinery 29**, "5 Awesome Ski Trips You Can Take Without Leaving the Country"
10. **Le Devoir**, "Nature's Spirit and Homecoming in the Catskills"
11. **MSN Travel**, "10 Beautiful Spots to See Fall Foliage in NYS"
12. **Forbes**, "New Eastwind Hotel Lends Scandi Vibes to Catskills"
13. **Men's Journal**, "The 7 Most Epic Bike Trails in America"
14. **Time Out**, "The Best Summer Getaways from NYC"
15. **Travel + Leisure**, "This New Catskills Hotel Has Chic Glamping..."

= 130 Million Potential Reach



Public Relations

By the Numbers - Top Website Referrals

1. Escape Brooklyn
2. Hudson Valley Magazine
3. Curbed
4. New York Upstate
5. Thrillist
6. NJ.com
7. BuzzFeed
8. New York Post
9. LeMonde
10. Fathom Away
11. Outside Online
12. Hudson Valley Parent
13. offMetro
14. Slate
15. USA Today

=

2,323 Sessions



Public Relations: Media Visits

- Media Visits + Relationships

- Tiffany Leigh, American Way, January
- Glenn Garner, IntoMore.com
- Tanner Garrity, InsideHook.com, January
- PopSugar.com, January
- Victor Fiorillo, Philly Mag, June
- Nicole Pensiero, NJ.com, August

"The Catskills are NYC's Answer to the Alps - Just 10 Hours Closer." - Tanner Garrity, Inside Hook

"There's no better way to recharge your batteries than with a picturesque Catskill weekend, before braving the remainder of another brutal New York City winter." Glenn Garner, Into More

Eastwind FAM Tour, August

- Electrify Magazine, Amanda Ho
- Meredith Lepore, Freelance
- Jacqueline Zenere, Modern Luxury
- Shari Gab, Inside Hook
- Ashley Nelson, Hudson Bleeker
- Aubrey Page, Huffington Post
- Jane Mulkerrins, The Telegraph UK, December

"The historic Circle W Market is a frozen-in-time, charmingly retro market (originally opened in 1908, it fell into disrepair and was closed for many years before reopening in 2009 with a gift shop, market and café). "
Nicole Pensiero, NJ.com



Public Relations

What the Media are interested in...

- Performing Arts
- Destination Guides
- Relocating from the City
- Outdoor Experiences
- Fall Foliage
- City Escapes
- Wellness Retreats
- The Revival of the Catskills
- Unique Places to Stay
- Weekend Getaways from NYC

The New York Times

FATH★M



REFINERY29

Men's Journal



InsideHook



BROOKLYN BASED

PASSPORT

TRAVEL • CULTURE • STYLE • ADVENTURE • ROMANCE!



Email Marketing

The following outlines data collected from Adworkshop's Email Marketing efforts on behalf of Greene County for the months of January - December of 2018. Only consumer-targeted emails are included in this analysis. Not included is the single email targeted toward tourism businesses in the region: *Ways to Stay Connected to Greene County*.

Total Emails Sent: 12

Top Three Mailings:

- Happy Holidays in the Catskills - November - 9.1 Mailing Score
- Fall Highlights in the Great Northern Catskills - September - 8.8 Mailing Score
- Fall Fun and Foliage is Coming - August - 8.4 Mailing Score

Averages

- Mailing Score: 7.61
- Received: 98%
- Bounced: 1.23%
- Opens: 20.85%

Web sessions resulting from email marketing sends totaled **2,441** for 2018, **51% increase YOY** from 2017.



636 Clicks on Lodging!

229 Clicks on Events!

109 Clicks on Ski & Stay Packages!

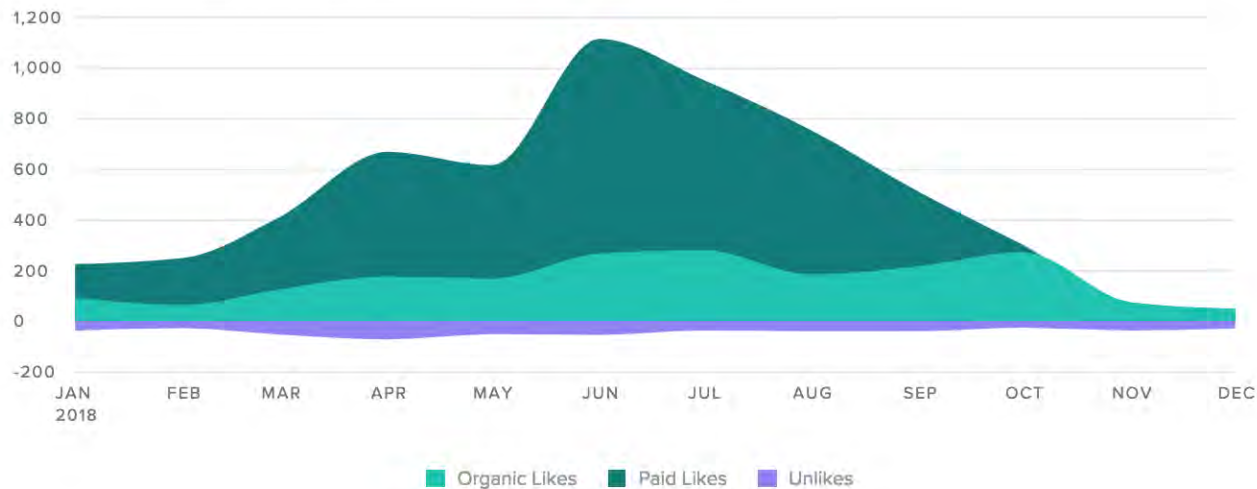


Organic Social - Facebook

Adworkshop partnered with Sprout Social in October 2018, because of this new partnership you may see new charts throughout this report and future reports that we hope are more comprehensive of all marketing efforts being run through the social media platforms, in some instances, this includes paid efforts where they impact organic performance like following, reach and impressions.

Facebook Audience Growth

LIKES BREAKDOWN, BY MONTH



Audience Growth Metrics

Totals

Total Fans	18,235
Paid Likes	3,952
Organic Likes	1,953
Unlikes	517
Net Likes	5,388

Total fans increased by

43.2%

since previous date range



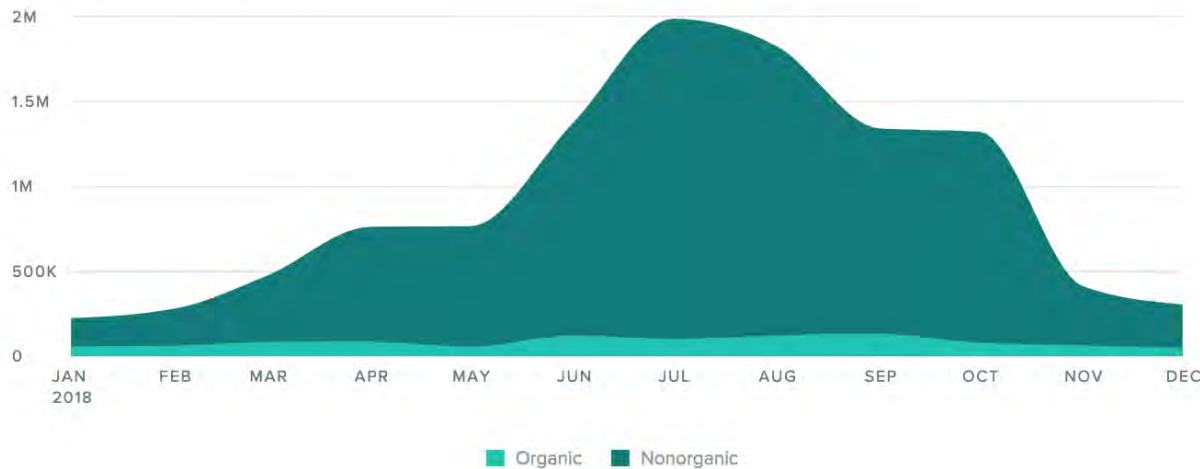
Organic Social - Facebook

Facebook Reach and Impressions

We have worked hard to maintain average post reach, Page reach and overall impressions after a Facebook algorithm update which has prioritized Friends and Family posts in the News Feed over Page posts. Facebook openly stated that Pages should expect decreases in reach. We have increased frequency slightly and have paid close attention to audience interaction with posts to provide the not only the most interesting content possible but content that is of value to their lives.

Facebook Impressions

PAGE IMPRESSIONS, BY MONTH



Impressions Metrics	Totals
Organic Impressions	988,182
Nonorganic Impressions	10,055,964
Total Impressions	11,044,146
Average Daily Users Reached	26,532.9

Total Impressions increased by

▲ 23.7%

since previous date range

Organic Impressions: The number of times any organic content associated with your Page was seen in News Feed, ticker or on visits to your Page. This includes Viral Impressions, the number of times organic content entered a person's screen because their friend interacted with your Page or Post.

Nonorganic Impressions: The number of time any content associated with your Page was seen in News Feed, ticker, or on visits to your Page. This includes impressions that are not attributed to Organic Impressions or Viral Impressions such as Paid Impressions.

Total Impressions: The number of times any content associated with your Page was seen in News Feed, ticker or visits to your Page. These account for both people who have liked your Page and those who have not.

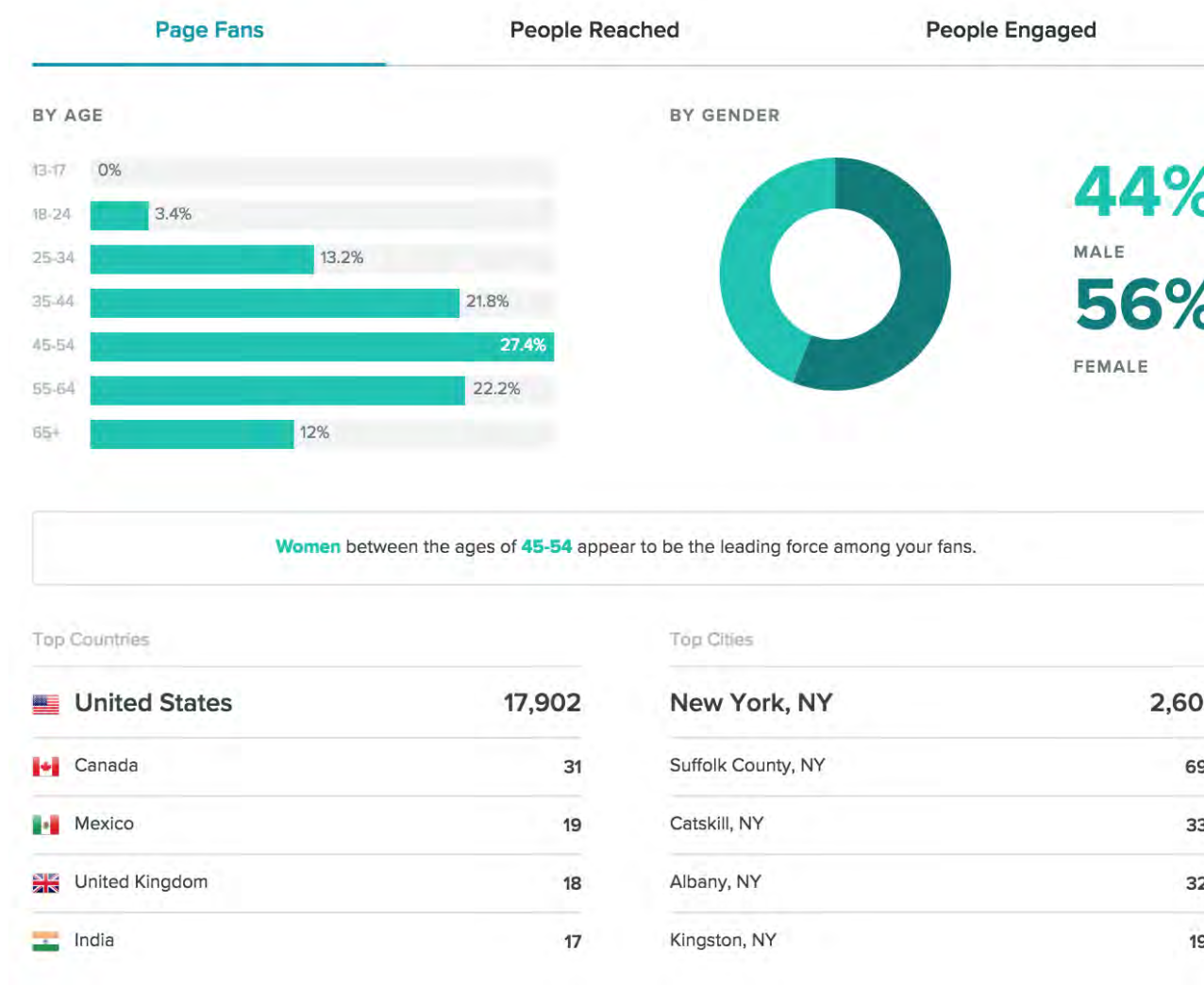
Average Daily Users Reached: The average number of users per day that were served any content associated with your Page via the News Feed, ticker or visits to your Page.



Organic Social - Facebook

Page Fans

The Great Northern Catskills Facebook fan base has held consistent since we last reported with a majority of the audience identifying as females between the ages of 45-54, followed by females 55-64 and females 35-44. These groups are consistent with platform averages and are aligned with our secondary and tertiary audiences were identified by the team in August.

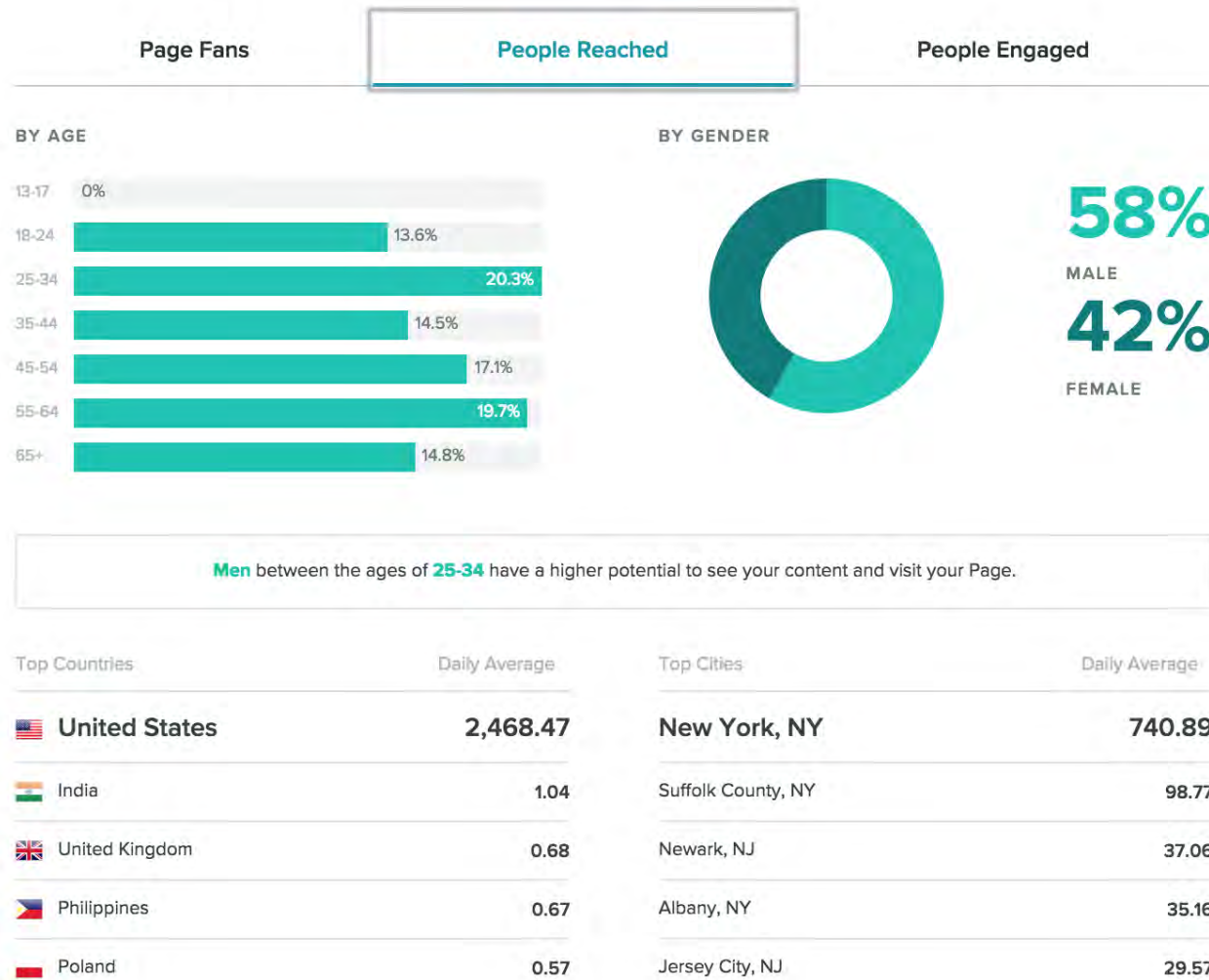




Organic Social - Facebook

People Reached

We do reach a significantly larger, younger male audience with our posts* compared to our fan base and this group matches the primary audience the team identified in August. This group is closely followed by our tertiary age group, 55-64. Our posts also reach locations further than our fan base.



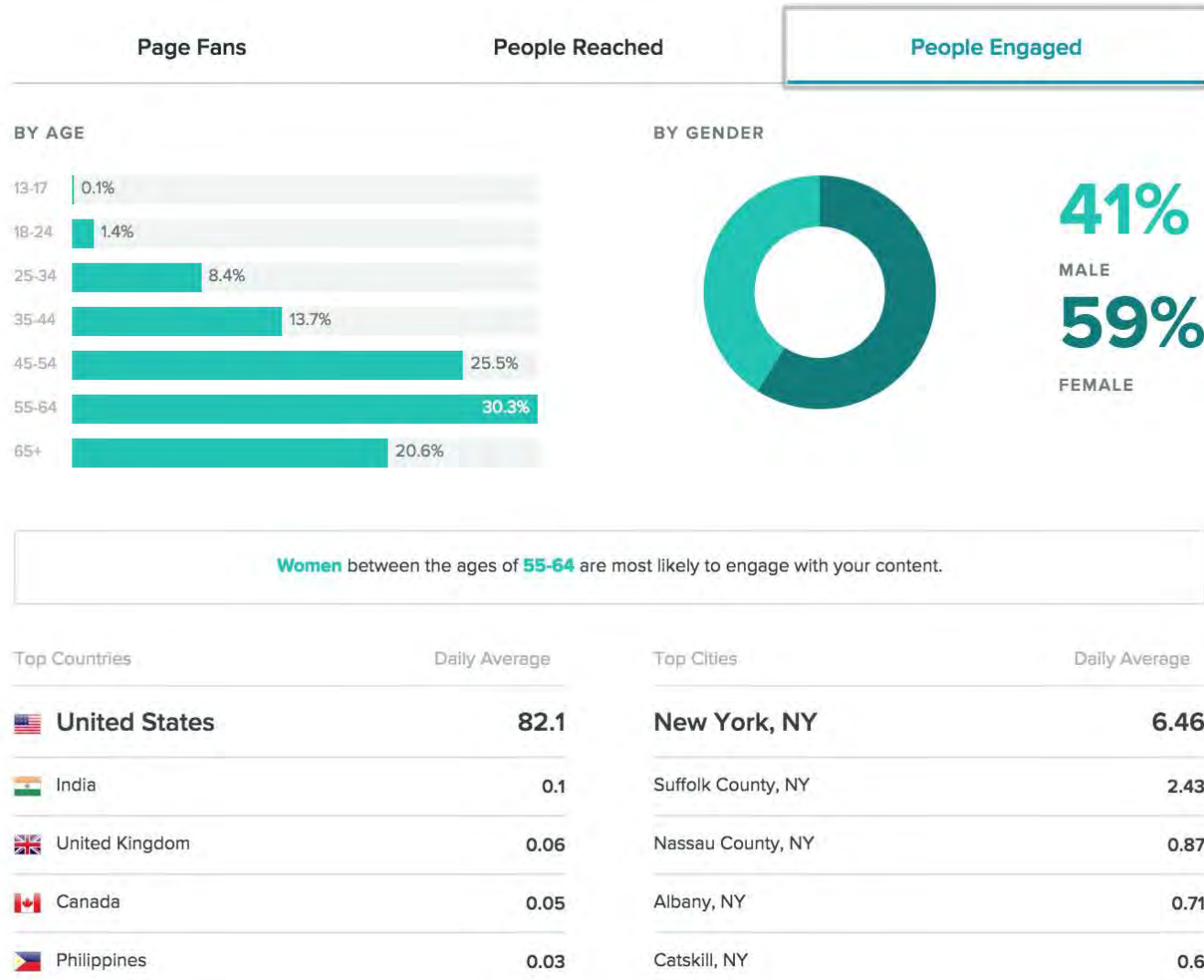
* - Both paid and organic posts influence our people reached.



Organic Social - Facebook

People Engaged

Compared to the people we reach, women between the ages of 55-64 are the most likely to engage with our content, followed by the 45-55 age group. This tells us that our content isn't as interesting to our primary audience on Facebook however this is consistent with platform trends and the type of content we push.










Organic Social - Facebook

Top Performing Posts

Our top performing posts indicate that our audience is most interested in openings or updates in services or attractions, events, editorial style, and listicle type articles.

Post	Reactions	Comments	Engagement	Reach
<p>Great Northern Catskills of Greene County</p> <p>Greene County Restaurant Week is a week away! Enjoy prix fixe menus for one special price! (excludes beverage, tax & tip) - Two-Course Lunch \$10 or \$15* - Three-Course Dinner \$15 or \$25* See a list of participating restaurants here: http://bit.ly/2DZoBNk</p> 	258	107	9.1%	13,016
(Post) March 29, 2018 12:35 pm				
<p>Great Northern Catskills of Greene County</p> <p>An exciting update for a Great Northern Catskills favorite!</p>  <p>Catskill Game Farm: Upstate couple to open an inn at former destination</p>	357	52	8.9%	10,745
(Post) By Olivia W November 17, 2018 2:52 pm				
<p>Great Northern Catskills of Greene County</p> <p>Attention snow fans: Check out the exciting updates coming to Hunter Mountain from Forbes!</p>  <p>Biggest Ski Resort Expansion in 15 Years Hits East Coast</p>	91	4	8%	5,165
(Post) August 13, 2018 7:41 pm				
<p>Great Northern Catskills of Greene County</p> <p>NEW to Greene County: The Eastwind Hotel & Bar! Check out what Travel + Leisure had to say about this former 1920's bunkhouse that is being transformed into a boutique hotel that will include glamping options, a super chic bar, and easy access to your favorite Catskill activities in Windham, NY!</p>  <p>This New Catskills Hotel Has Chic Glamping Cabins, an Oversized Hot Tub, and Majestic Mountain Views</p>	160	17	14.9%	5,152
(Post) March 21, 2018 2:55 pm				
<p>Great Northern Catskills of Greene County</p> <p>This awesome guide from Curbed NY includes some great Greene County suggestions! Plan your escape now.</p>  <p>A guide to the small towns of Hudson Valley and the Catskills</p>	38	2	4.9%	3,612
(Post) July 02, 2018 2:55 pm				

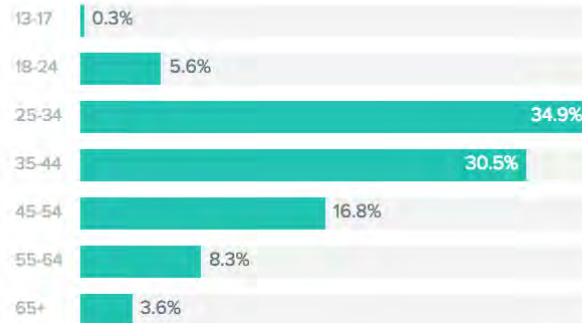


Organic Social - Instagram

Instagram Followers

We kicked off 2018 with 1,928 Instagram followers and grew our community to 3,178 followers at 64%. Following platform trends and aligning with our primary audience, women between the ages of 25-34 are the leading force among our fans followed by the 35-44 age group which aligns with our secondary audience. Instagram is our biggest opportunity to reach and engage with our primary audience in 2019.

BY AGE



BY GENDER



40%

MALE

60%

FEMALE

Women between the ages of 25-34 appear to be the leading force among your fans.

Top Countries

 United States	3,011
 United Kingdom	16
 Canada	14
 Germany	8
 Australia	7

Top Cities

New York, New York	844
Suffolk County, New York	80
Catskill, New York	74
Albany, New York	58
Kingston, New York	45

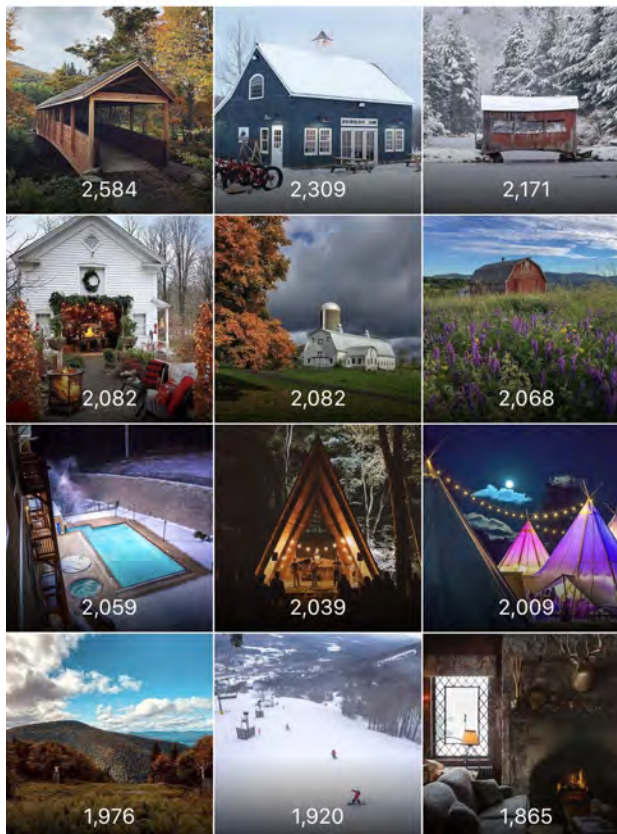


Organic Social - Instagram

Top Performing Posts

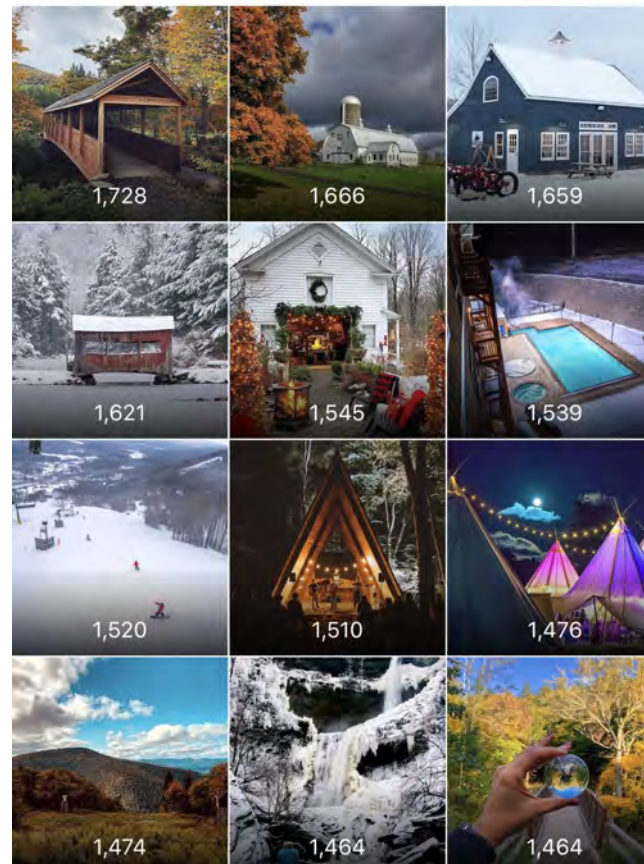
Broken out by Impressions, Reach and Engagement. While landscapes do appear to get the most engagement we are hoping to incorporate more interactive content this year and more content with people in it while maintaining a clean aesthetic.

Showing All posted in the past 1 year sorted by Impressions



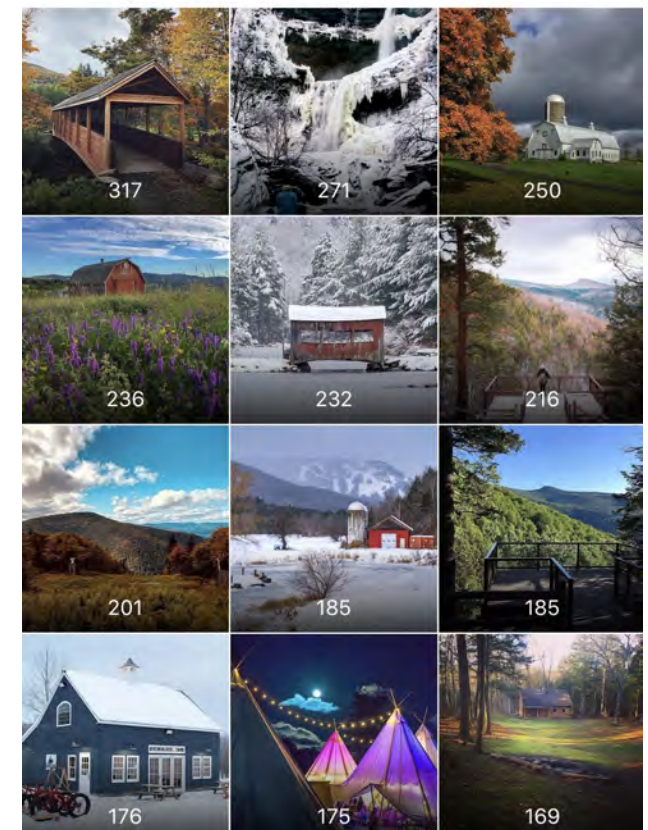
Instagram Impressions: The total number of times all of your posts have been seen.

Showing All posted in the past 1 year sorted by Reach



Instagram Reach: The number of unique accounts that have seen any of your posts.

Showing All posted in the past 1 year sorted by Engagement



Instagram Engagements: The number likes comments and saves a post has received.



Organic Social - Instagram

Top 3 Performing Posts based on Engagement



#1 - Posted on October 16

291 Likes // 11 Comments // 14 Saves



#2 - Posted on January 28

253 Likes // 9 Comments // 10 Saves



#3 - Posted on October 23

238 Likes // 6 Comments // 6 Saves



Influencer Marketing

For 2018, Adworkshop made an even bigger push toward partnering with influencers to highlight various cultural attractions, town atmospheres, and outdoor exploration. We contracted with the following influencers this year to showcase the Great Northern Catskills on Instagram, their most influential platform. In addition to influencers we also sponsored OutdoorFest Upstate, a weekend outdoor enthusiasts weekend in the Great Northern Catskills.

@andnorth



@andnorth Total: 8 Images

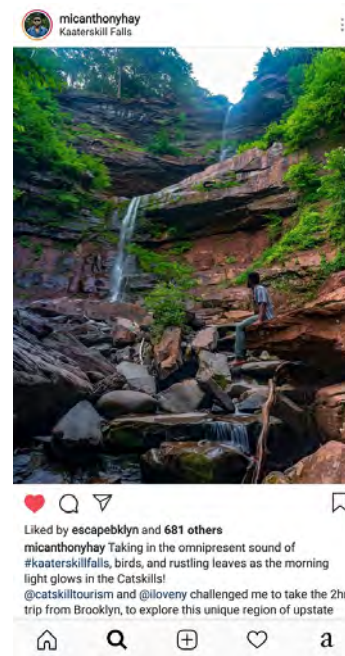
Likes: 5,855 Comments: 186

Instagram Story: 1

Additional Assets: Photo library containing 26 images



@micanthonhay



@micanthonhay Total: 2 Images & 2 videos

Likes: 1,054 Views: 1,231 Comments: 76

Instagram Story: 1

Additional Assets: 6 video clips and 30 images





Influencer Marketing

@andrewpinella



Liked by adworkshop_influencer and 181 others
andrewpinella Taking nightly strolls through @eastwindny. If you ever plan on heading upstate, check them out. Such awesome vibes and super friendly staff!



Liked by adworkshop_influencer and 248 others
andrewpinella Happy Friday! Get out and explore this weekend, you know you'll love it 😊 I'm thinking I need to take another trip upstate 🍷
View all 4 comments

Total: 20 Images & 1 Video

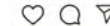
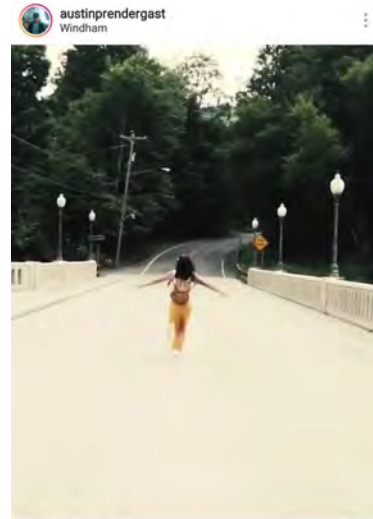
Likes: 5,813 Comments: 113

Video Views: 315

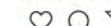
Instagram Story: 1

Additional Assets: Photo library containing 62 images

@austinprendergast



743 views · Liked by adworkshop_influencer
austinprendergast Exploring Windham town
@catskilltourism
@iloveny
#greatnotherncatskills #visitgreeneconomy #greeneconomy
#sponsored



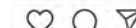
Liked by adworkshop_influencer and 516 others
austinprendergast 🌿 @catskilltourism
@iloveny
#greatnotherncatskills #visitgreeneconomy #greeneconomy
#sponsored

Total: 2 Images & 3 videos

Likes – 899 Views: 1,966 Comments: 4

Instagram Story: 1

Additional Assets: 20 video clips with full usage rights



764 views · Liked by adworkshop_influencer
austinprendergast This past weekend I went to the Catskills with my girlfriend and had such an awesome time. Hoping to be back in the mountains soon.
@catskilltourism
@iloveny
#greatnotherncatskills #visitgreeneconomy #greeneconomy
#sponsored



Influencer Marketing

In October, we utilized the budget for our fifth influencer to sponsor the Outdoorfest Upstate Campout that was held at Camp Trimount. The event was capped at 75 individuals and brought outdoor enthusiasts to the Great Northern Catskills for a weekend long celebration. Workshops were set up for participants including hiking safety, yoga, photography, fly fishing, and more. The end result was hundreds of images, social media mentions across various platforms, and multiple press articles written.



Image library with 148



77 Images tagged



21 sponsor posts

1 Instagram story archived on profile

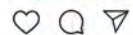


3 email blasts to network of 50k+



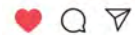
Influencer Marketing

@jessolm



Liked by catskilltourism and 2,729 others

jessolm Happy Winter Solstice! Celebrating in the brand new @gathergreene cabin community, based in Greene County, NY! #sponsored . These little Scandinavian dwellings truly came to life after a surprise snowfall, and left us all in the highest of holiday spirits. I'm sharing a tour of this place on



Liked by lizmarchbanks and 1,002 others

jessolm Tradition. This is the word I'd use to describe Greene County in New York State. The region is home to the Great Northern Catskills, and with them, @huntermountain . #sponsored I had the unique opportunity to tour the mountain



Total: 2 images and 1 story

Likes: 3,733 Comments: 79

Blog Post

Additional Assets: Photo library containing 25 images

Paid Media - By Campaign



Media Performance Summary

Overall, we feel the 2018 year for paid media has performed very well:

- Facebook has seen very positive engagement. The campaign for 2018 reached over 2,400,000 people, served over 10,200,000 impressions, and garnered over 107,000 clicks. All campaigns acquired an average CTR of 1.64%, which is 82% higher than the .90% CTR average for travel and hospitality. They also have an average of \$0.36 per click compared to the \$0.63 average. There have been 25,195 post reactions, 1,123 post comments, and over 6,000 shares. Despite not running a likes campaign, the campaigns have acquired 4,065 bonus likes (there were 2,837 likes for the whole year of 2017). Top performing campaigns include: General Resorts, B&B's/Inns/Hotels & Motels, Weddings, and Motorcycling Video.
- Native tactics performed great for the year of 2018 as well. Overall, the campaigns served over 11,500,000 impressions, acquired over 60,000 clicks and have an average CTR of 0.52%, which is 79% better than the standard native average of 0.29%. Top performing campaigns include: Beverage Trail, Golf, and Country Stores (all had a CTR over .72% each).

a Media Performance Summary Continued

- Overall, the programmatic display campaigns have served over 21,000,000 impressions, acquired over 24,000 clicks, and have a CTR of 0.11% (120% better than the .05% standard average). Top campaigns include Kaaterskill Clove, Mountain Biking, and Oktoberfest.
- Google Ads continues to have a healthy performance for Greene County. The average CTR for all 2018 campaigns was 5.43% and the average CPC was \$0.63. Campaigns for 2018 outperformed the industry benchmark CTR of 4.68% by 16% and had a CPC less than half of the industry benchmark of \$1.55 for Google Ads campaigns.
- The retargeting campaign performed just shy of the standard retargeting campaign average of .15% with a CTR of .14%.

Questions?