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WORKSHOP

An integrated brand
engagement engine

Campaign Final Report
January 1 - June 30, 2019

Prepared For:





Executive Summary

The first half of the year was successful for Greene County Tourism's marketing efforts. We saw a continued increase in website traffic, strong growth on our social media channels and above average CTR's for paid media campaigns.

Highlights

Website and Search Marketing

From January 1 to June 30 our website traffic is up 12.5% in total sessions and 32.9% in organic sessions. This tells us that our content strategy and search strategy are working well to generate traffic from google searches and that our campaign is working well to generate interest in the area. Prior to each change in season, our search team worked to identify highly searched topics and keywords, and then our content team wrote native articles and updated pages to match those trends. One example of this is our "small town travel" pages which first appeared as a search trend, and then later appeared as a PR trend covered by top publications.

Social Media

Compared to June 30 of last year our Instagram following has more than doubled and our month-to-month KPIs for Facebook are looking very good. We attribute the growth to aligning our search/content strategy with user interests on social media along with tracking KPIs monthly. Our Instagram stories have performed very well too, allowing us to engage more with our audience and direct users to our website content hubs for more information.

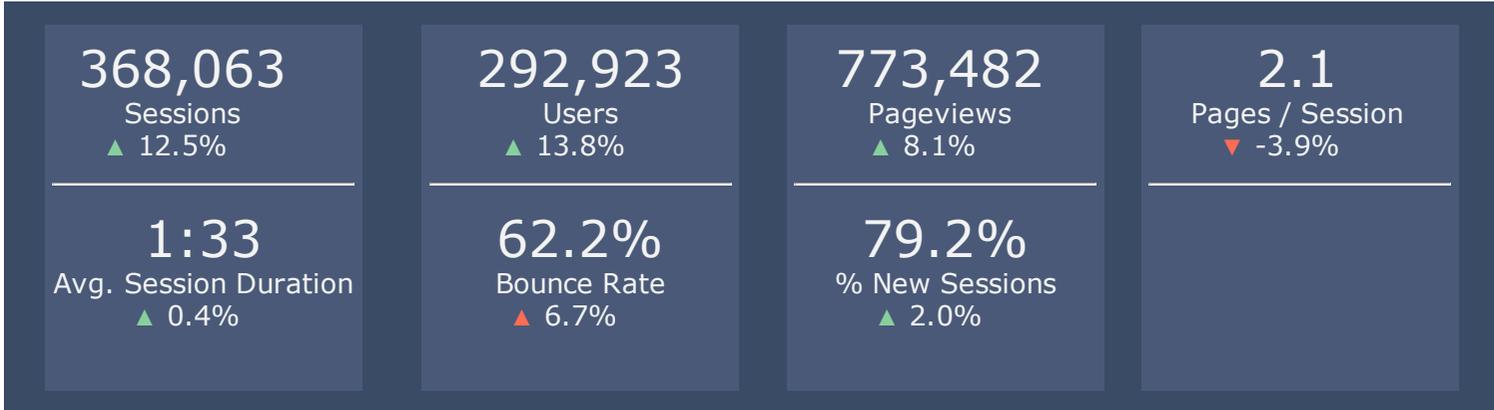
Paid Media

This year we made small adjustments to our paid media strategy to optimize what platforms we run on and when so that we can continue to increase qualified website traffic. One example of this is investing more money into paid social which has resulted in over 5.5 million impressions and 114,000 clicks to date. We are also utilizing more digital/connected tv which allows us to target our younger audience on platforms such as Roku, Apple TV and Amazon Fire Stick.

Throughout this report we'll dive deeper into the details of each tactic and identify areas of opportunity for the remainder of the year.

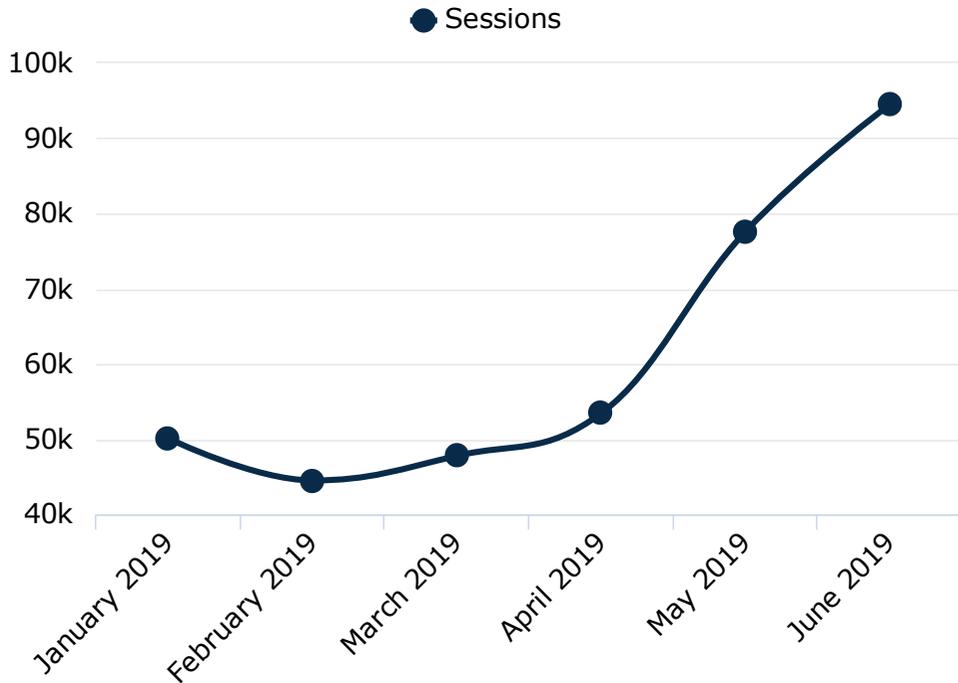


Traffic Summary

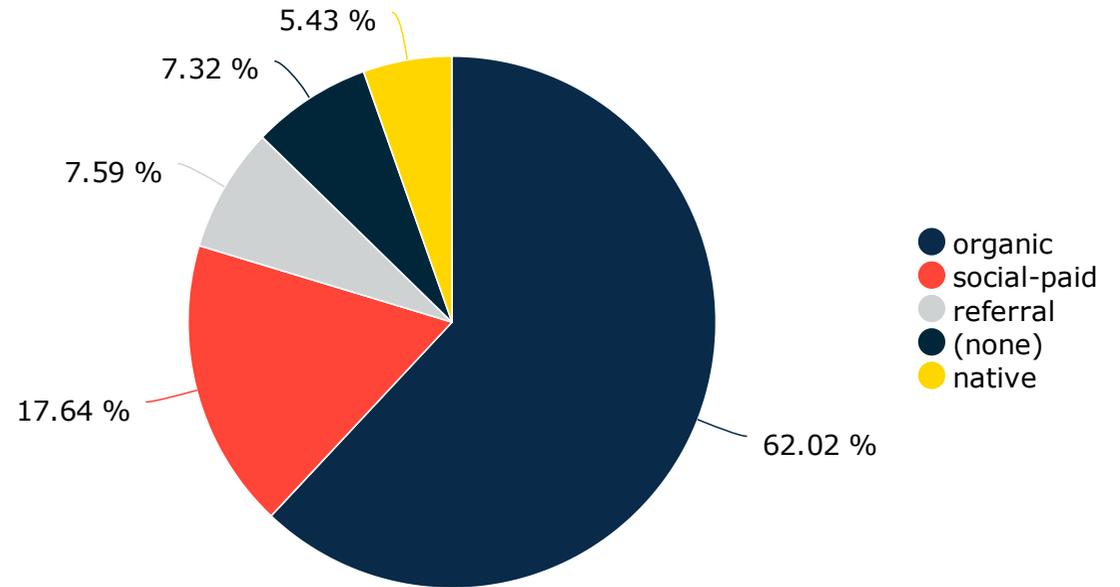


Device Type	Sessions
Mobile Devices	228,422 ▲ 34,038
Computers	106,823 ▲ 4,790
Tablets	32,818 ▲ 2,066
Total	368,063 ▲ 40,894

SESSIONS



MEDIUMS





Content Types



- The above chart is comprised of the core pages as defined by the top tier navigation and accounts for 87.2% 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

1.5% Total Traffic

11,486
Pageviews
▼ -26.7%

7,664
Entrances
▼ -23.8%



Content Actions

Resorts-Lodging	Events	Outdoors	Dining	Attractions	Arts & Culture
8,881 Visit Website	8,915 Visit Website	5,176 Visit Website	1,197 Visit Website	5,986 Visit Website	1,030 Visit Website
95 Email Business	161 Email Business	192 Email Business	14 Email Business	96 Email Business	36 Email Business
3,814 Book Now	896 Buy Now	14 Book Now		36 Book Now	
155 View Events		149 View Events	20 View Events	108 View Events	205 View Events
2,375 View Packages		873 View Packages	49 View Packages	340 View Packages	

Year-over-year comparisons are not available due to the new website launching on May 23, 2018.

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. 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 Trip Ideas Pageviews

- Off-Mountain Activities for Winter Fun in the Catskills - 8,219
- Spring Hiking Ideas - 5,657
- Best Camping Spots - 3,242
- Rip Van Winkle* - 1,957
- Catskills Wellness Retreats - 1,066

**The Rip Van Winkle 200th anniversary celebration page launched June 14, 2019. The corresponding numbers represent June 14 - June 30, 2019.*

Top Trip Ideas Entrances

- Off-Mountain Activities for Winter Fun in the Catskills - 5,440
- Spring Hiking Ideas - 3,264
- Best Camping Spots - 1,817
- Rip Van Winkle* - 1,716
- Catskills Wellness Retreats - 758

Seasonal Pages



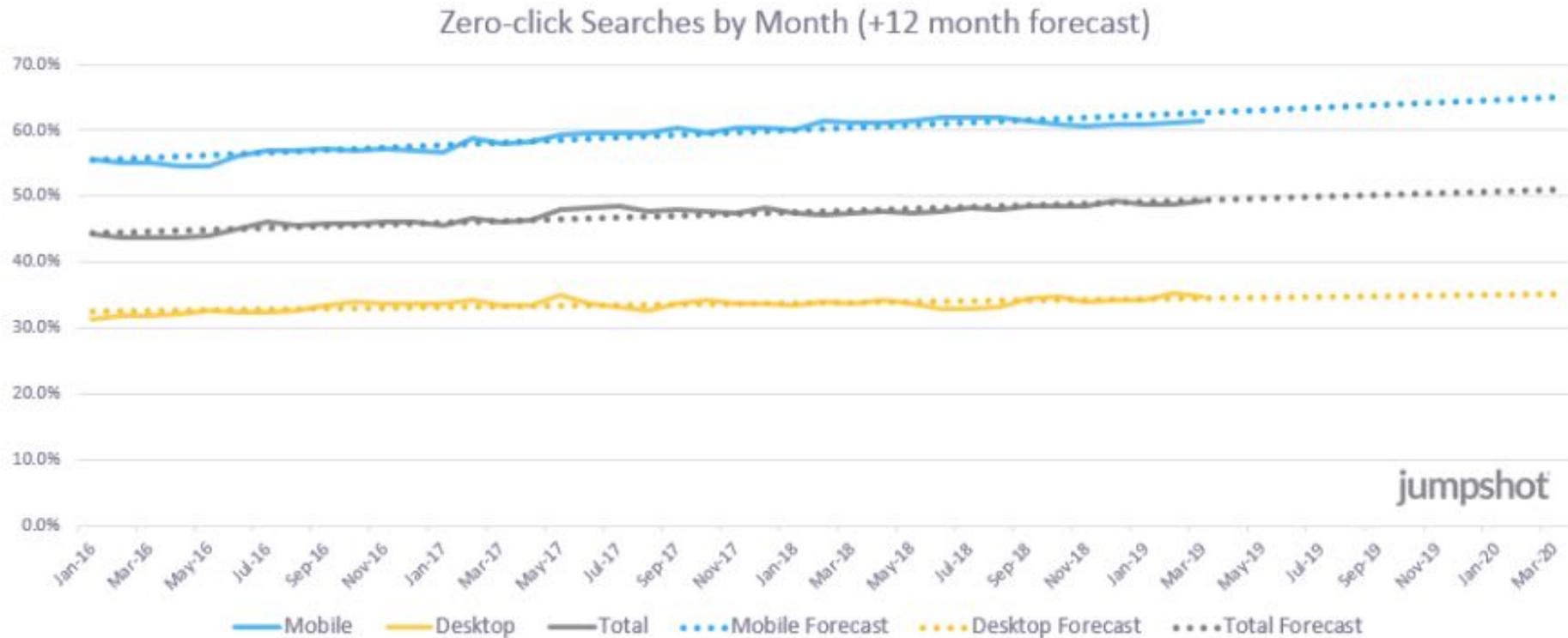
**The majority of the decrease was due to the banner that was running on destinationsofnewyorkstate.com longer than intended last year.*

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2019 Clickthrough Rates

As Google continues to capture more search traffic for themselves, data continues to be collected monitoring these trends. The chart below represents the number of Google searches that result in no clicks on any search results. Zero-click searches are much more prevalent in mobile and as mobile use continues to grow, the result is greater decreases in traffic to individual websites for industries across the board.

The Rise of Zero-Click Searches





Google Quality Ratings Guidelines

Google Quality Ratings Guidelines is a publically accessible document that provides rating criteria to the over 10,000 Google Search Quality evaluators. These evaluations create a quality database which ultimately impacts future Google quality algorithm updates.

There are currently 2 very important factors that are considered related to Google's Quality Rating Guidelines:

Your Money, Your Life (YMYL):

Directly impacts industries that could potentially influence the future happiness, health, financial stability, or safety of users. The majority of websites that are impacted YMYL are in the legal, financial, e-commerce, and health industries. However, continuing to include safety tips and references on pages that could be deemed necessary (for example Kaaterskill Falls) is becoming increasingly important for continued Google visibility.

Expertise, Authority, Trustworthiness (E-A-T):

Maintaining a strong brand reputation is essential in 2019. Similar to YMYL, adding references, building trust with your users, and only including trustworthy and reputable content is necessary to maintain a strong quality rating.

Impacting all industries, E-A-T factors take into account:

- Main Content Quality & Amount - Is the content robust and fully cover the topic in an authoritative way
- Website Information & Author - Is the author certified or trained to be speaking about the topic
- Website & Author Reputation - Are outside sources speaking highly of the website and author through written content and reviews

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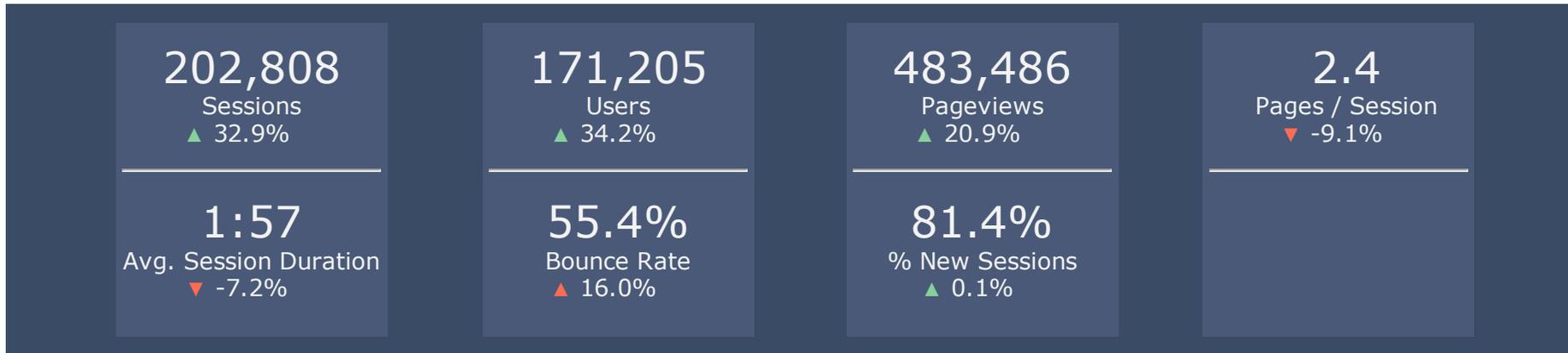
Google Updates

During the first half of 2019, Google not only released a variety of algorithm updates but they also announced a variety of bugs and indexing problems that had wide-spread impacts.

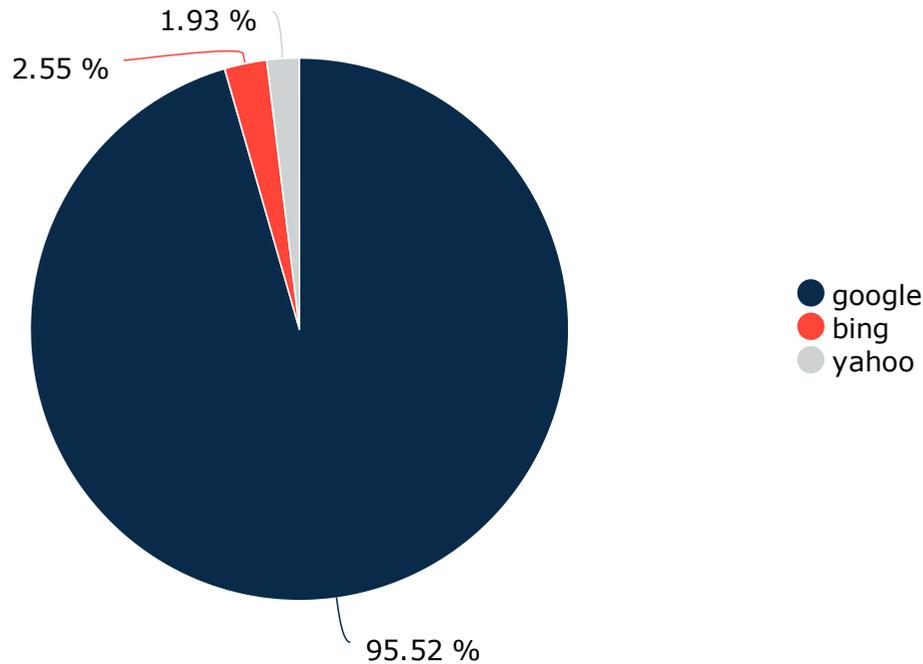
1. **Unnamed Major Update (February 6, 2019)** - Unconfirmed - There was a spike in volatility around this date, but it settled down quickly and likely signaled a targeted change in the algorithm.
2. **19-Result SERPs (March 1, 2019)** - For 1 day Google dropped in-depth articles (not a relevant feature for GNC) and displayed 19 organic results as opposed to the standard 7-10.
3. **March 2019 Core Updates (March 12, 2018)** - Confirmed - No specific details were released by Google regarding the nature of this update but industry experts attributed this to a strong YMYL update.
4. **Deindexing Bug (April 5, 2019)** - Confirmed - Google announced that many pages across their entire index were suddenly removed, resulting in traffic drops. It did not appear that GNC was impacted by this.
5. **Additional Indexing Bugs (May 23, 2019)** - Confirmed - A second indexing bug was announced by Google, however, this time Google was having a difficult time indexing new content. Again, this did not have an impact on GNC.
6. **June 2019 Core Update (June 3, 2019)** - Pre-announced - Released with very few details, initial reports discussed media sites being the most heavily impacted. It was later discovered that this update may have been a loosening of another large update from August 2018. Some indications also pointed to this being an E-A-T update.
7. **Site Diversity Update (June 6, 2019)** - Pre-announced - This was rolled out with the intention to reduce the number of situations where a single site was dominating too many organic positions and reducing visibility for competitors. While this may have had a minor impact on GNC due to its search visibility prominence, a direct impact was not observed. It is of note that most industry reports saw little to no change after this update.
8. **Reporting Bugs (entire time period)** - Confirmed - Over the past 6 months, Google reported numerous bugs related to correct numbers reporting within their tools. While Google stated that as these bugs were fixed, accurate numbers were reflected, it is still worth noting. The larger impacts were related to Google Ads and Google Search Console reporting.



Organic Summary



ORGANIC SOURCES



Source	Entrances
google	192,322 ▲ 34.4%
bing	5,139 ▲ 0.6%
yahoo	3,878 ▲ 14.7%

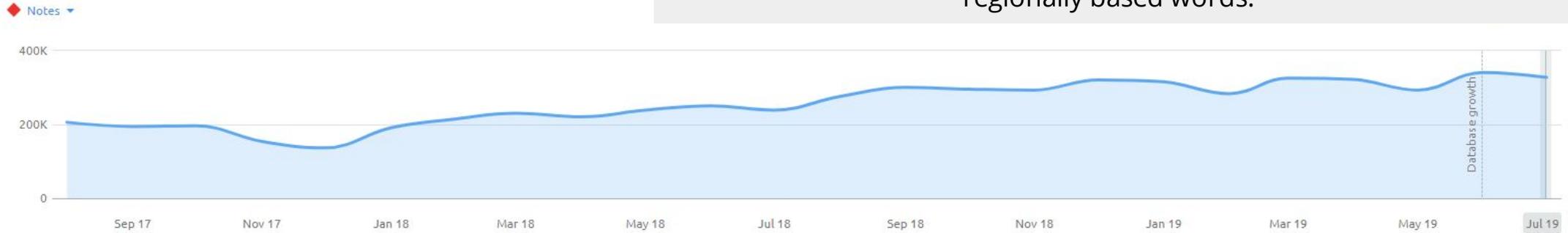
Due to changes in attribution for DuckDuckGo, year-over-year numbers are not available. However, this was the fourth highest search engine. Sessions increased 93.1% (from 334 to 645).

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I Love NY

Over the past year, there has been a clear rise in visibility for iloveny.com. This has become especially apparent in the past 6 months where they have started ranking highly within the search results for a variety of regionally based words.

Estimated Traffic Trend



Estimated top keywords by traffic to www.iloveny.com

Keyword	Pos.	Diff.	Traffic
new york	3 → 4	↓ 1	31,500
thousand islands	1 → 1	0	12,737
catskills ny	1 → 1	0	8,507
new paltz ny	1 → 1	0	6,956
i love new york	1 → 1	0	6,956

768
 Referrals from I Love NY
 ▲ 195

While referrals are increasing, much of the information users are looking for is being found directly on I Love NY so we should expect to see a decrease in organic traffic due to their prominence.

Google catskills

About 14,500,000 results (0.68 seconds)

Discover the Catskills - Official Catskills Region Website
<https://www.visitthecatskills.com/>
 Visit the Catskills in Upstate NY and escape the daily grind. Discover epic waterfalls, delectable dining, and mind-blowing events!
 Family Vacation · Lodging · Waterfalls · Activities

Catskill Mountains - Wikipedia
https://en.wikipedia.org/wiki/Catskill_Mountains
 The Catskill Mountains, also known as the Catskills, are a physiographic province of the larger Appalachian Mountains, located in southeastern New York.
 Region: Hudson Valley Counties: List: Delaware, Greene, Schoharie, ...
 Parent range: Appalachian (Allegheny Plateau) State: New York
 History of the Catskill Mountains · Catskill Mountain Park · Catskill Park

Catskills NY | Find Attractions, Events & Information - I Love NY
<https://www.iloveny.com/places-to-go/catskills/>
 Find the perfect outdoor mountain getaway in the Catskills. From hiking and music festivals to attractions and art galleries, find something for everyone!

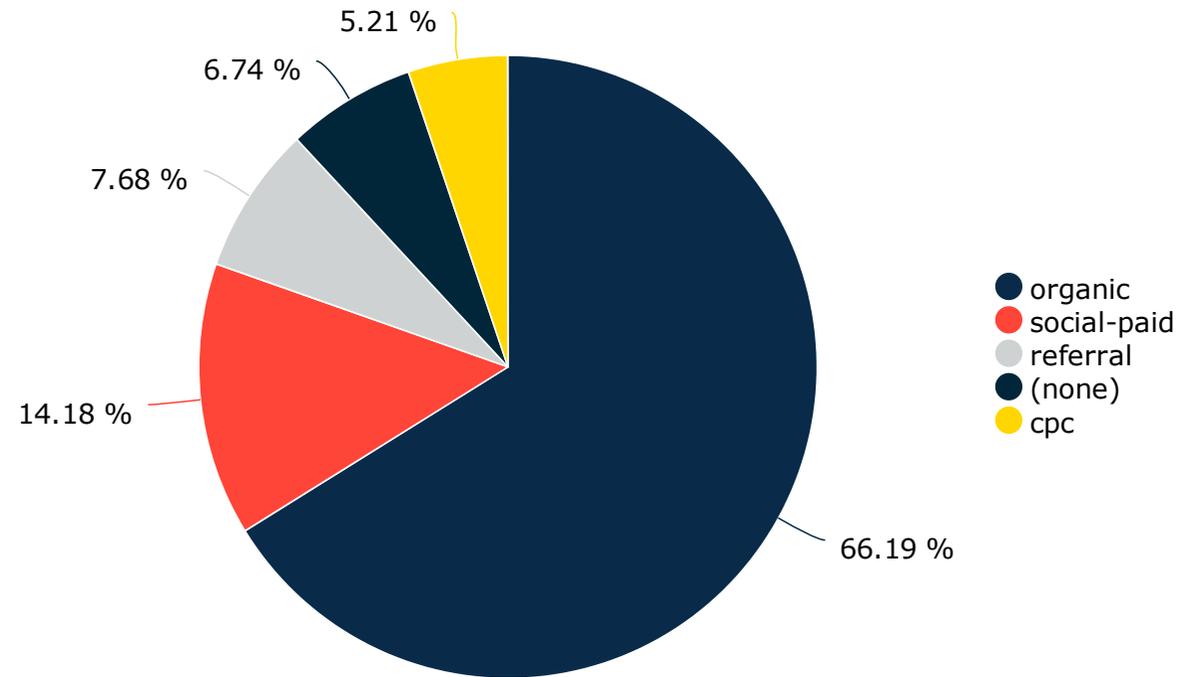
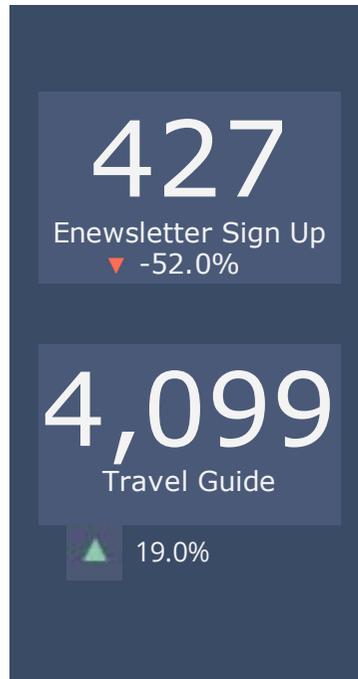
The Catskills Itinerary | Find Restaurants, Things to Do & Hotels
<https://www.iloveny.com/places-to-go/catskills/spotlight-catskills/>
 Planning a trip to the Catskills? We've laid out all the things you can't miss, including historical landmarks, colorful small towns, family fun, and more.

Ultimate List of Things to Do in the Catskill Mountains
<https://www.greatnortherncatskills.com/attractions>
 Just two hours north of New York City, the Great Northern Catskills offer family-friendly activities in the mountains and beyond. Experience the beauty of the ...



Goals

TRAVEL GUIDE UNIQUE VIEWS BY MEDIUM



Enewsletter 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. Enewsletter 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. Due to different tracking methods, year-over-year data is not apples to apples.

Comparison is based on:

2018 outbound clicks (pre-launch) + unique pageviews (full time period) = 3,444

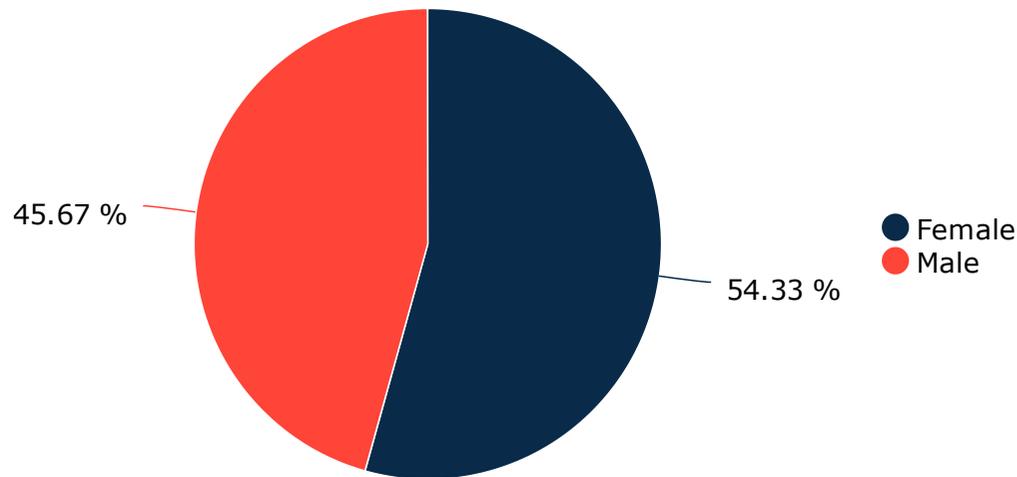
2019 unique pageviews = 4,099



Demographics

City	Sessions	% New	Bounce	Avg. Session
New York	92,537	77.2%	63.8%	1:30
Albany	7,944	76.4%	64.0%	1:24
Boston	4,406	75.9%	63.2%	1:30
Philadelphia	4,109	79.6%	64.5%	1:22
Washington	3,772	83.1%	65.3%	1:13
Catskill	3,640	65.5%	61.2%	1:43
Jersey City	3,543	80.0%	61.6%	1:26
Newark	3,392	79.6%	67.8%	1:16
Hudson	2,385	67.9%	59.4%	1:37
Syracuse	2,345	72.7%	63.2%	1:16

- Google uses a sample set of data for demographic reporting with the intent to protect the privacy of its users. The age chart represents 39.8% of overall sessions and the gender chart represents 40.0% 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 1.4% of sessions (up slightly from 2018).
- Many of the top 10 traffic sources saw increases in sessions, with the largest gain in Washington :
 - NYC (6.7%)
 - Albany (10.0%)
 - Boston (2.6%)
 - Philadelphia (14.1%)
 - Washington (47.0%)
 - Jersey City (17.6%)
 - Newark (-7.5%)
 - Catskill (-5.3%)
 - Syracuse (-7.9%)
 - Hudson (-16.3%).

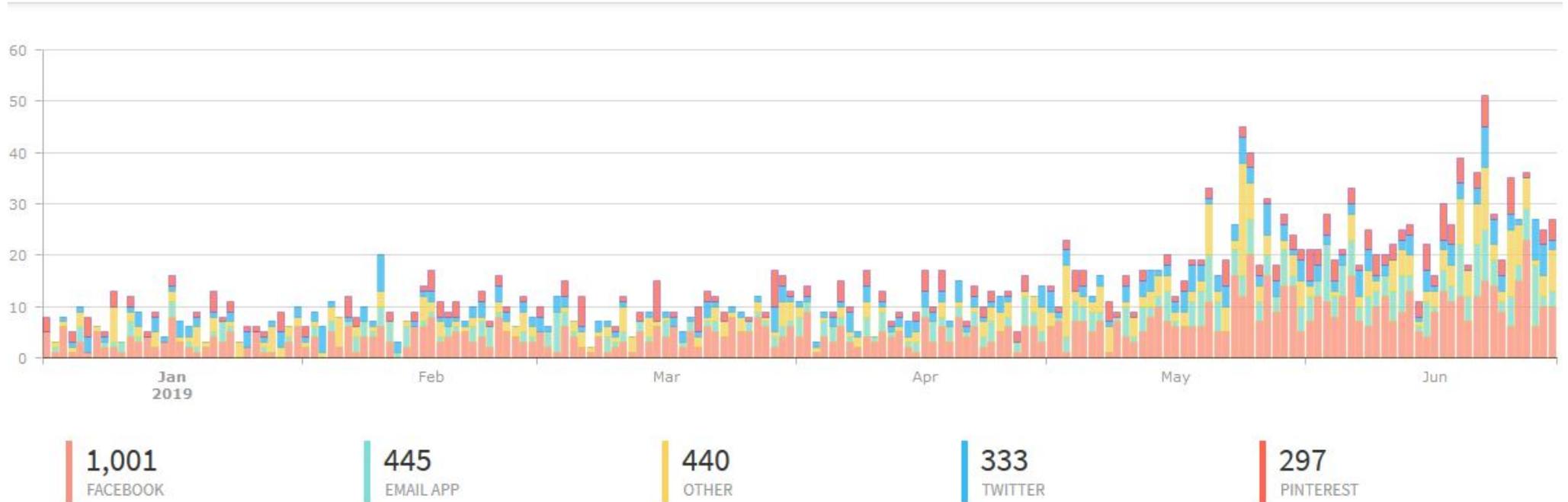


Age	Sessions	% New	Avg. Session
25-34	32,576	80.3%	1:50
55-64	29,144	75.7%	1:35
35-44	27,945	79.1%	1:43
45-54	27,663	78.5%	1:40
65+	19,285	75.8%	1:27
18-24	6,857	83.4%	1:51



AddThis Sharing

Shares Activity



Top Shared Content:

- Best Hiking Trails (Page)
- Art, Theater & Culture (Page)
- Top Attractions (Page)
- Motorcycling Touring (Page)
- Family Resorts (Page)
- NY Zipline Adventures (Listing)

Top Clickbacks:

- Motorcycling Touring (Page)
- Riedlbaurers Round Top Bavarian Fest (Event)
- Best Catskills Hiking Trails (Page)
- 38th Annual Round Top Soccer Tournament (Event)
- Attractions (Page)
- NY Zipline Adventures (Listing)

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Public Relations

From January - June 2019, we committed to providing media with the most exciting and engaging information about the Great Northern Catskills to inform their travel features and to guide editorial coverage. We have engaged with several media interested in media visits, including Eric Trow for Rider Magazine, freelancer Sherel Purcell (TripSavvy, Active City Travel, etc.), and Macaroni Kid contributor Angela Porcelli.

Our strategic direction for this year's PR campaign includes leveraging #GOAT experiences, unique town experiences, and proximity to urban areas.

In the past six months, we have garnered 45+ media placements in top tier, regional, and online publications, and engaged with more than 80 media. Our efforts have led to 755 sessions on www.GreatNorthernCatskills.com, with the potential for tens of thousands of eyes on the Great Northern Catskills brand.



W Public Relations

Top 8 referral placements for www.GreatNorthernCatskills.com resulted in 900+ **sessions** for January - June 2019.



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Public Relations

What media are interested in now:

Hidden Gems



*"See the unique site dubbed **"New York's Mount Rushmore"** on a three-mile-round-trip hike off Route 23E. Zadock Pratt, born in 1799 and founder of Prattsville, commissioned carved murals and memorials on a cliff to highlight his life. Check out the nearby Zadock Pratt Museum in a lovely building that was once Pratt's home."*

Scenic Drives

"Storytellers and artists elevated these misty hills sheathe in boreal forests to mythological status long before the region became an accessible and popular vacationland. The legendary scenes captured on canvas and recorded in fables spring to life as you follow the curvy path of this skyward drive."



Specific Town Travel



+



"But it's not the party scene it was in the seventies and eighties. More families come here now. It still has aggressive terrain, but with five new runs added this winter, over 60 percent of the mountain is now considered beginner and intermediate." - Outside, Dec. 2018

"When the inescapable buzz and energy of New York City gets to you, going Upstate might just offer the reprieve you need — boutique hotels, abundant nature walks, bike-riding tourists, and street side wine bars can all be found in Windham, a city with a Scandinavian sensibility just a two-hour drive from Manhattan (or an easy bus ride from Penn Station). A mountainous skiing region by winter, you might think of it as a cold-season destination, but the area offers something every season." - FathomAway

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Email Marketing

Summary:

- Six email marketing messages sent from January 2019-June 2019
- All six included Greatest-Of-All-Time messaging
- Average Emma Mailing Score is 8.33
- Unique Opens at 18.87%
- Clicks-to-Open at 14.57%
- Average send list at 9,035
- Clicks-to-Site 1,253 **Small Towns was highest CTR*



Summer Festivals for Everyone

Where can you see Keith Urban, Rascal Flatts, Little Big Town, and Brooks & Dunn all in one place? At the Taste of Country Music Festival at Hunter Mountain, June 7-9! One of the Catskill's premier summer festivals, country music fans flock to this three-day event each year. Camp out for the complete experience and you'll be rewarded with special concerts, great food, and craft beer from a wide variety of amazing vendors.

If you prefer banjos and stand-up basses, the Grey Fox Bluegrass Festival is for you. Held at Walsh Farm from July 18-21, Grey Fox's who's who of bluegrass line-up boasts 40 bands playing on six outdoor stages over four days. It's non-stop, family-friendly, toe-tapping fun. Combine your bluegrass experience with a visit to the Annual Catskills Irish Arts Week, held concurrently from July 14-20 in East Durham. It's a week-long celebration of Irish culture that includes live music, traditional Irish dancers, workshops, lectures, art, and more.

- Mailing Score 9.9
- Click-to-Open 16.5%
- Delivery Rate 98.5%
- Bounce Rate 1.5%
- Opt-Out Rate 0.1%

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Email Marketing

Trending content

Your highest performing mailings based on click rate



Small Town Summer in the Catskills
Friday, June 28, 2019 | 9,008 recipients

22%
open rate

2012 people opened
↑3% higher than average

22%
click-to-open rate

↑7% higher than average

5%
click rate

437 people clicked
↑2% higher than average

Trending subject lines

Your highest performing subject lines based on open rate



Small Town Summer in the Catskills
Friday, June 28, 2019 | 9,008 recipients

2012
People opened

22%
Open rate

↑3%
Difference from average

Fine Arts & Festivals in the Catskills
Thursday, May 23, 2019 | 8,942 recipients

1632
People opened

18%
Open rate

↓-1%
Difference from average

GOAT Outdoors This Spring
Tuesday, April 30, 2019 | 8,723 recipients

1601
People opened

18%
Open rate

↓-1%
Difference from average



Fine Arts & Festivals in the Catskills
Thursday, May 23, 2019 | 8,942 recipients

18%
open rate

1632 people opened
↓-1% lower than average

17%
click-to-open rate

↑2% higher than average

3%
click rate

270 people clicked
0% difference from average



GOAT Outdoors This Spring
Tuesday, April 30, 2019 | 8,723 recipients

18%
open rate

1601 people opened
↓-1% lower than average

13%
click-to-open rate

↓-2% lower than average

2%
click rate

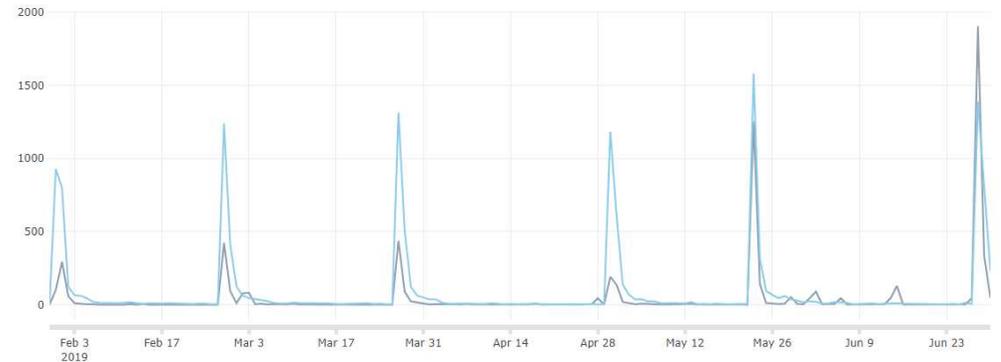
206 people clicked
↓-1% lower than average

Campaign performance trends

Showing performance data from Jan 30, 2019 to Jun 30, 2019



■ Opens ■ Clicks





Email Marketing

Detailed mailing performance

Showing performance data from Jan 30, 2019 to Jun 30, 2019

Mailing ▲	● Open Rate	● Click Rate	● CTOR	
Festivals & Fine Arts Sent on Thursday, May 23, 2019	18%	3%	11%	
GOAT Food & Drink Sent on Wednesday, March 27, 2019	18%	2%	9%	
GOAT Getaway Packages Sent on Wednesday, February 27, 2019	18%	2%	10%	
GOAT Outdoors This Spring Sent on Tuesday, April 30, 2019	18%	2%	9%	
Small Town Summer Travel Sent on Friday, June 28, 2019	22%	5%	14%	
Year of the GOAT Sent on Thursday, January 31, 2019	18%	2%	8%	

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Organic Social Media

The benchmark for organic social media is best defined month by month rather than longer periods because overtime numbers lose information making the data less helpful in informing future analysis and improvements. Annually we will be able to use this data to spot trends but traditional base measurements are not consistent to be comparable.

Our 2019 strategy focuses on improving overall awareness of The Great Northern Catskills and the advocacy around the brand. Social media KPI's were assigned to these goals and our strategy was refined around tactics to achieve those goals. Specific focus has been put on Instagram after a 2018 target audience review to reach our primary audience on a platform they are most active on. Below are high-level results across both channels.

Awareness - Increase awareness of the brand as an authority. How many people are we reaching, is the content useful, and how many new people are following us.

Instagram Audience

Average Growth Per Month

7.14%

Facebook Audience

Average Growth Per Month

0.66%

Website Clicks

Average Growth Per Month

56.79%

Instagram Daily Users Reached

Average Growth Per Month

41.60%

Facebook Daily Users Reached

Average Growth Per Month

48.95%

	June 2018	June 2019	Growth
Instagram Audience	2,284	4,610	101.84%
Facebook Audience	15,902	18,864	18.63%

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Organic Social Media

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Advocacy - Improve brand advocacy to build a positive digital community and increase audience retention. Is our content interesting and does our audience trust us?

Facebook Comments and Shares

Average Growth Per Month

61.19%

Combined Instagram Engagements

Average Growth Per Month

0.66%

Facebook Link Clicks

Average Growth Per Month

56.79%

Organic Social Media Top Instagram Posts

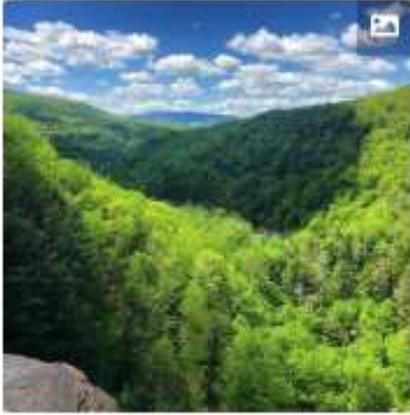
catskilltourism
Mon 6/24/2019 11:46 am PDT



Ditch your crowded train car for a midweek escape to the mountains! 🌲: @pilgrim1951 | #GreatNorthernCatskills #GreeneCounty

Total Engagements	277
Likes	263
Comments	3
Saves	11

catskilltourism
Fri 6/14/2019 9:05 am PDT



You could be here this weekend...! 🌲: @daveinthemountains | #GreatNorthernCatskills #GreeneCounty

Total Engagements	240
Likes	232
Comments	2
Saves	6

catskilltourism
Wed 1/16/2019 9:02 am PST



G R E A T views // @Mike.Dello // #GreatNorthernCatskills #GreeneCountyNY #VisitCatskills #stavandwander

Total Engagements	232
Likes	216
Comments	6
Saves	10

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Organic Social Media Top Facebook Posts

 **Great Northern Catskills of Greene County**
Published by Sprout Social [?] · May 27 · 🌐

We are honored to host Vietnam Traveling Memorial Wall this August. Check out the schedule of events now.



GREATNORTHERNCATSKILLS.COM
Vietnam Traveling Memorial Wall Comes to Greene County
The Vietnam Traveling Memorial Wall will offer the community the...

#1

Shares: 69

Link Clicks: 59

Comments: 22

 **Great Northern Catskills of Greene County**
Published by Sprout Social [?] · June 6 · 🌐

Learn more about "The Painted Village in the Sky" - Tannersville, New York!



GREATNORTHERNCATSKILLS.COM
Explore the Village of Tannersville, NY
The moment you arrive in downtown, you know you are somewhere...

#2

Shares: 56

Link Clicks: 203

Comments: 39

 **Great Northern Catskills of Greene County**
Published by Sprout Social [?] · January 17 · 🌐

Check out this Tannersville day trip suggestion from Hudson Valley Magazine!



HVMAG.COM
What to Do in Tannersville: A 24-Hour Guide to the Upstate Town

#3

Shares: 51

Link Clicks: 389

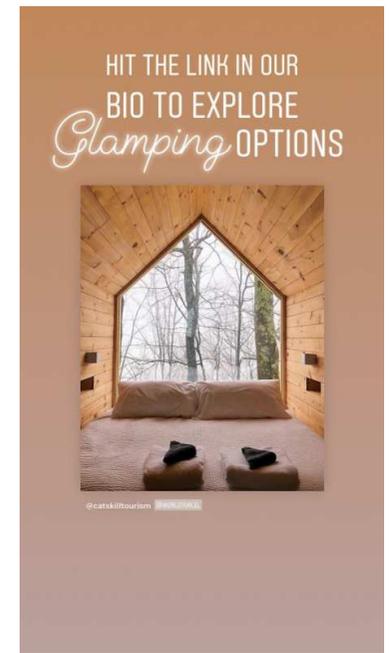
Comments: 38

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Organic Social Media Instagram Stories

Instagram Stories are being tested throughout 2019 as a tactic to reach additional users in our primary target audience with helpful trip planning information and as a way to repurpose some of the new content that is being written differently. We have sent 4 fully produced stories, and have been testing a variety of creative, frame counts, distribution timelines, and content types to see what resonates with the audience the most. Below are high-level results and select frames and results from our top-performing story so far, Camping vs. Glamping. We are still chasing 10k followers to unlock link swipe-ups, which we think will improve user experience in stories drastically.

Avg. # of Panels	Avg. Reach	Avg. Total Views	Avg. Completion Rate	Avg. Retention Rate	Avg. Exit Rate	Avg. % of Followers who Viewed	Avg. Website Clicks
11	533	4,396	57.45%	94.61%	11.18%	14.37%	13.5

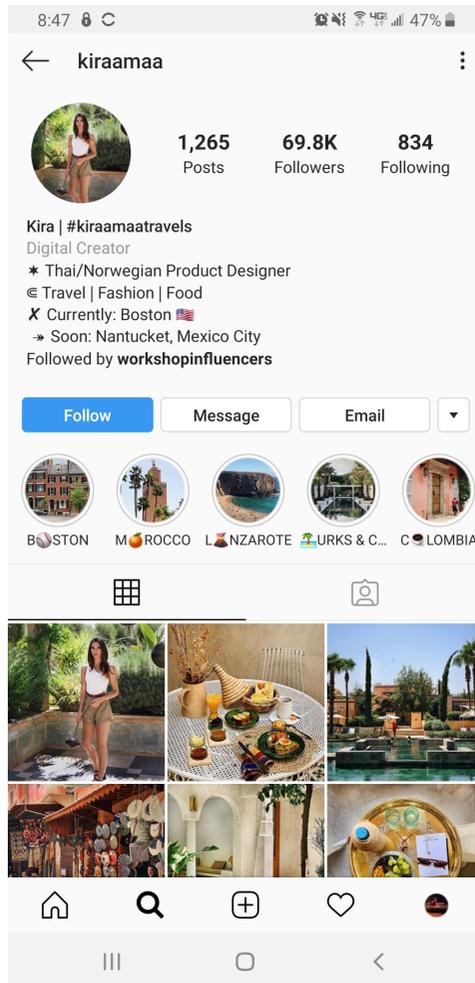


Camping Vs. Glamping included a poll, request for user tips (& responses!), and resources for users to plan their preferred outdoor lodging getaway. This story had the highest number of unique views at **689**, retention rate of **94.64%**, the highest website clicks at **30** and the highest percent of followers who viewed at **19.02%**.

W

Upcoming Influencers

Scheduling influencers from late summer-winter allows us to maximize the beauty of the Great Northern Catskills. Influencers take advantage of the heightened summer warmth, the fall colors, and the winter activities. The following influencers are scheduled for the remainder of 2019:



@kiraamaa

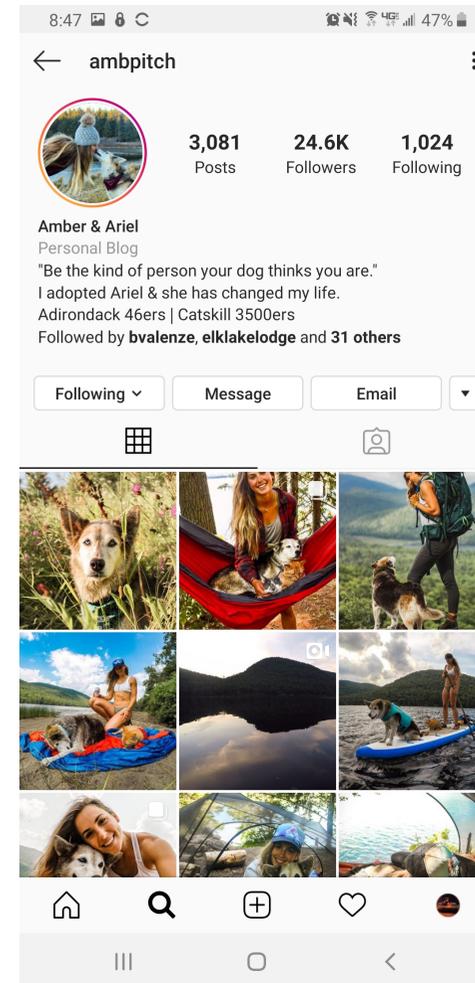
Late August (Confirming dates and lodging)

Focus: Lodging with pools

3-4 Posted images

1 Instagram story (with at least 10 frames)

1 Photo library



@ambpitch

Late September (Confirming dates and lodging)

Focus: Pet friendly lodging and adventures

4 Posted images

1 Instagram story (with at least 10 frames)

1 Photo library



Media Performance Summary

The first half of 2019 has performed very well for media tactics:

- Overall, Facebook continues to deliver outstanding engagement. With over 5.5 million impressions served and over 114,000 clicks, the CTR of 2.04% is 126% above the benchmark average for travel and hospitality campaigns of .90%. The average CPC for 2019 campaigns is currently \$0.31, which is half of the benchmark average for Facebook of \$0.63. Top performing campaigns include: Rip Van Winkle, Motorcycling, Performing Arts, Early Winter Video, & Vietnam Wall.
- Native continues to be a beneficial tactic this year. The CTR for all campaigns is .38% which is 31% above the benchmark average of .29%. Top campaigns include: Local Showcase, Hiking, Performing Arts, and Camping.

W Media Performance Summary Continued

- The programmatic display campaign is doing very well this year and top campaigns include Top Attractions, General Events, and Mountain Biking. The CTR for overall performance is currently 100% above the industry benchmark average of .05%. We will continue to optimize all campaigns for best performance.
- Google Ads has delivered over 373,000 impressions and 15,146 clicks for the first half of 2019. Events continues to be the best performing campaign with a CTR over 7% and a CPC of \$0.50. We will continue to optimize for best performing keywords and ad copy.
- Retargeting is currently performing 33% better than the .15% CTR benchmark average.



Paid Media - By Tactic



Programmatic Display

The display campaigns listed below are from January 2019 to June 2019. Target audiences were campaign specific with travel interests being the primary target. Geographical targets included: NYC DMA (NYC, Northern NJ, Long Island, Fairfield County – CT, Westchester County, and NE Philadelphia), Albany DMA, and Wilkes– Barre DMA.

PROGRAMMATIC DISPLAY

Campaign Name	Impressions	Clicks	CTR
MED-0423 - Greene County - Hiking 2019	533,278	454	0.09%
MED-0423 - Top Attractions 2019	264,511	443	0.17%
MED-0423 - Greene County - General Events 2019	310,845	421	0.14%
MED-0423 - Greene County - Mountain Biking 2019	224,703	418	0.19%
MED-0423 - Golf 2019	485,832	401	0.08%
Winter Sports - Jan-Mar 2019	499,999	317	0.06%
MED-0423 - Greene County - Local Showcase 2019	421,493	286	0.07%
MED-0423 - Greene County - Camping 2019	288,005	193	0.07%
Total	3,028,666	2,933	0.10%

The programmatic display campaign is doing very well this year and top campaigns include Top Attractions, General Events, and Mountain Biking. The CTR for overall performance is currently 100% above the industry benchmark average of .05%. We will continue to optimize all campaigns for best performance.



Facebook

FACEBOOK CAMPAIGN PERFORMANCE

Campaign Name	Impressions	Clicks	CTR	CPC	Action: Post Reactions	Action: Post Shares
MED-0423 - Greene County - Camping (Website Clicks)	159,394	2,631	1.65%	\$0.29	541	79
MED-0423 - Greene County - Early Winter VIDEO (Website Clicks)	177,975	5,494	3.09%	\$0.36	151	32
MED-0423 - Greene County - Family/General Resorts (Website Clicks)	157,021	3,515	2.24%	\$0.36	131	31
MED-0423 - Greene County - General Events (Website Clicks)	396,269	10,763	2.72%	\$0.21	1,180	335
MED-0423 - Greene County - Golf (Website Clicks)	276,644	3,330	1.20%	\$0.51	270	23
MED-0423 - Greene County - Hiking (Website Clicks)	316,630	5,647	1.78%	\$0.31	1,873	212
MED-0423 - Greene County - July 4th (Website Clicks)	224,736	4,072	1.81%	\$0.35	386	134
MED-0423 - Greene County - Local Showcase (Website Clicks)	564,217	10,234	1.81%	\$0.34	805	96
MED-0423 - Greene County - Motorcycling (Website Clicks)	147,500	5,497	3.73%	\$0.16	468	211
MED-0423 - Greene County - Mountain Biking (Website Clicks)	396,976	3,784	0.95%	\$0.44	813	81
MED-0423 - Greene County - Packages & Activities Early 2019 (Website Clicks)	395,442	7,689	1.94%	\$0.26	785	142
MED-0423 - Greene County - Performing Arts (Website Clicks)	374,116	11,823	3.16%	\$0.28	439	88
MED-0423 - Greene County - Rip Van Winkle (Website Clicks)	75,672	3,183	4.21%	\$0.17	597	174
MED-0423 - Greene County - TAP NY (Website Clicks)	272,891	8,008	2.93%	\$0.31	812	140
MED-0423 - Greene County - Top Attractions (Website Clicks)	451,722	8,808	1.95%	\$0.20	964	166
MED-0423 - Greene County - Vietnam Wall (Website Clicks)	187,063	5,668	3.03%	\$0.18	1,363	652
MED-0423 - Greene County - Weddings (Website Clicks)	641,339	10,081	1.57%	\$0.49	846	55
MED-0423 - Greene County - Winter Sports - Jan-Mar 2019	375,699	3,847	1.02%	\$0.52	796	33
Total	5,591,306	114,074	2.04%	\$0.31	13,220	2,684

Overall, Facebook continues to deliver outstanding engagement. With over 5.5 million impressions served and over 114,000 clicks, the CTR of 2.04% is 126% above the benchmark average for travel and hospitality campaigns of .90%. The average CPC for 2019 campaigns is currently \$0.31, which is half of the benchmark average for Facebook of \$0.63.

W

Native

For the first half of the year, the native tactic is showing promise. The CTR for all campaigns is .38% which is 31% above the benchmark average of .29%. Target audiences were campaign specific with travel interests being the primary target. Geographical targets included: NYC DMA (NYC, Northern NJ, Long Island, Fairfield County – CT, Westchester County, and NE Philadelphia), Albany DMA, and Wilkes- Barre DMA.



Date	Campaign	Impressions	Clicks	CTR
Jan - June	Greene County - Performing Arts 2019	910,974	3,843	0.42%
Jan - June	Greene County - Packages and Activities Early 2019	590,982	2,145	0.36%
Jan - June	Greene County - Local Showcase 2019	468,208	2,049	0.44%
Jan - June	Greene County - Winter Sports - Jan-Mar 2019	523,723	2,016	0.39%
Jan - June	MED-0423 - Greene County - TAP NY 2019	416,694	1,493	0.36%
Jan - June	MED-0423 - Greene County - Hiking 2019	340,826	1,490	0.44%
Jan - June	MED-0423 - Greene County - Resorts 2019	310,669	1,285	0.41%
Jan - June	MED-0423 - Greene County - Golfing	310,926	1,123	0.36%
Jan - June	MED-0423 - Greene County - General Events 2019	369,367	1,041	0.28%
Jan - June	MED-0423 - Greene County - Top Attractions 2019	291,942	868	0.30%
Jan - June	MED-0423 - Greene County - Camping 2019	186,568	781	0.42%
Jan - June	MED-0423 - Greene County - Motorcycling 2019	189,113	505	0.27%
Jan - June	MED-0423 - Greene County - Mountain Biking 2019	111,831	352	0.32%
TOTAL		5,021,824	18,991	0.38%



Retargeting

The retargeting campaign for the first half of 2019 acquired over 2.6 million impressions and had over 5,400 clicks. The CTR of .20% is 33% better than the benchmark average of .15%.

RETARGETING

Campaign Name	Impressions	Clicks	CTR
Greene County - 2019 Retargeting	2,673,296	5,429	0.20%
Total	2,673,296	5,429	0.20%



Google Ads

The Google Ads campaigns listed below show outcomes from January 2019 to June 2019. Target audiences included those searching for Google keywords that were campaign specific. Geographical targets included: New York, Connecticut, New Jersey, and Pennsylvania.

GOOGLE ADS

Campaign Name	Impressions	Clicks	CTR	CPC
Arts & Culture	32,520	1,382	4.25%	\$0.65
Destination Weddings	10,670	428	4.01%	\$1.70
Events	57,077	4,095	7.17%	\$0.50
North of NYC Ads	55,862	1,911	3.42%	\$0.65
Outdoors	98,055	5,476	5.58%	\$0.56
Resorts	119,483	1,854	1.55%	\$0.71
Total	373,667	15,146	4.05%	\$0.62

Google Ads Travel & Hospitality CTR Benchmark = 4.68%

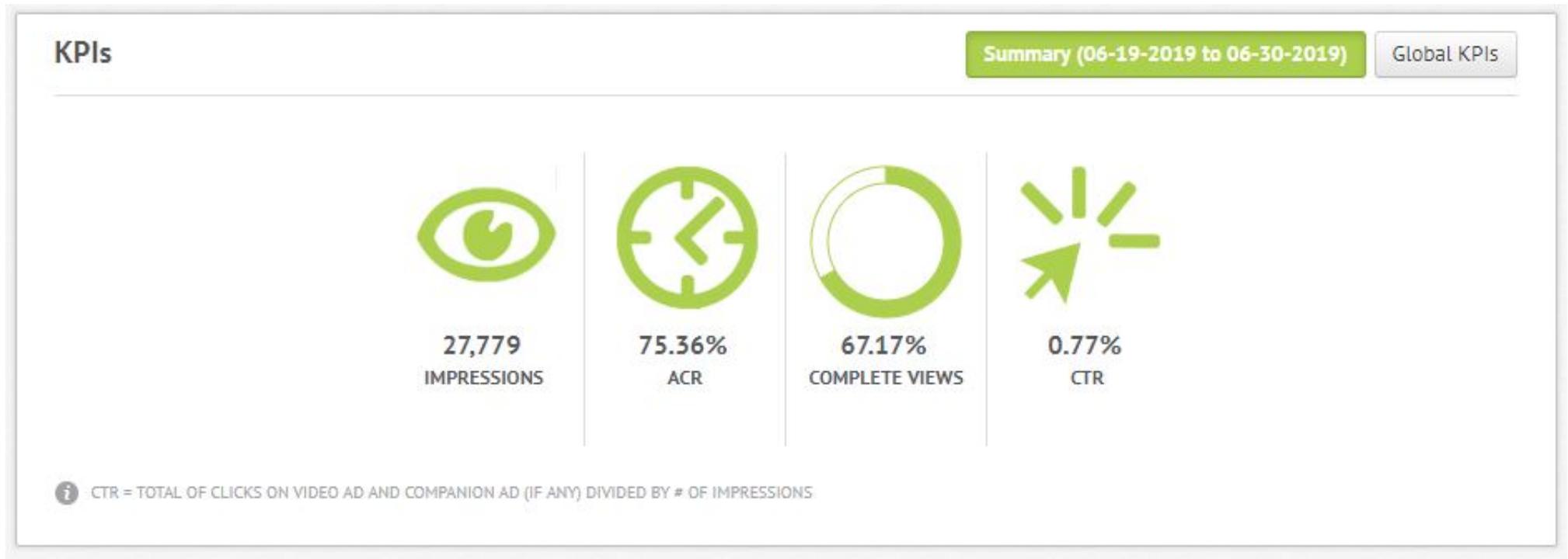
Google Ads Travel & Hospitality CPC Benchmark = \$1.53

W

Dynadmic - Digital Video

This year, we've tried a new vendor for digital video, Dynadmic. DynAdmic can target viewers in real-time based on what they're about to watch. Their software uses an AI proprietary audio recognition technology to understand what's being spoken inside the videos. Below are the results for the motorcycling campaign that started in late June.

Motorcycle Video

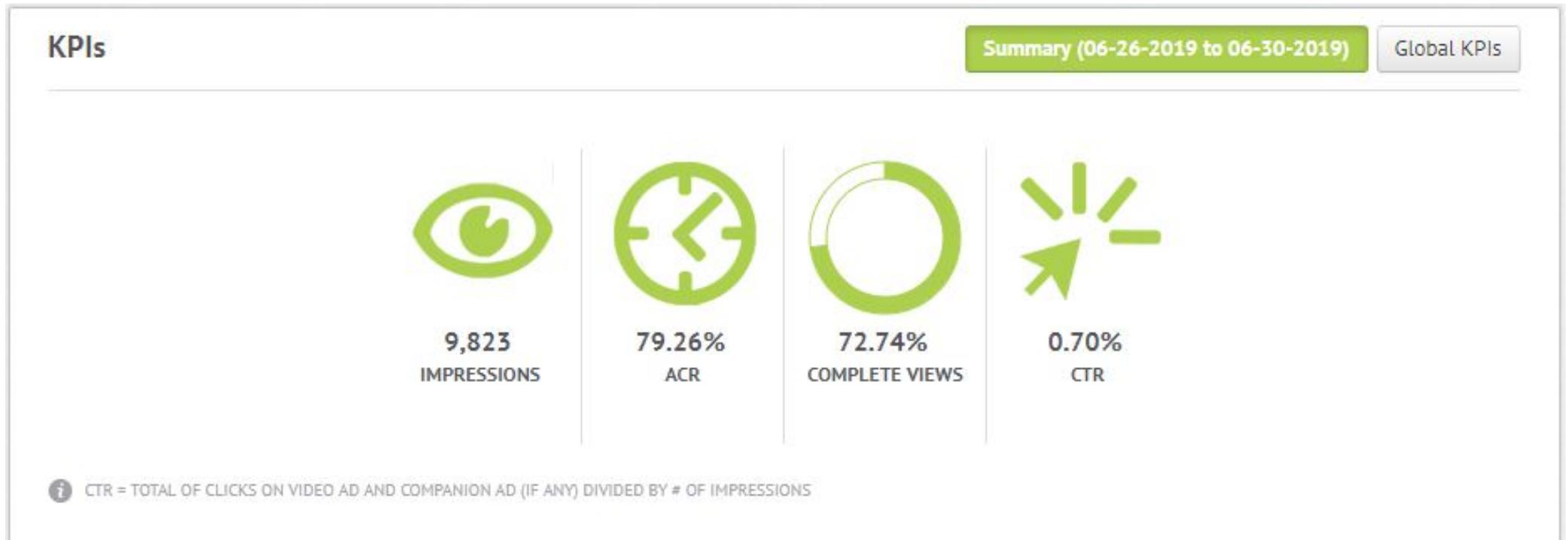


W

Dynadmic - Digital Video

DynAdmic can target viewers in real-time based on what they're about to watch. Their software uses an AI proprietary audio recognition technology to understand what's being spoken inside the videos. Below are the results for the hiking campaign video that started in late June.

Hiking Video



W

Print - Hudson Valley Magazine



Forget trimming the hedge lines,
TODAY, SOAR ON A ZIP LINE!

LET US BE YOUR ESCAPE GOAT.
Experience Your **Greatest-Of-All-Time** Vacation!

#escapegoat | GreatNorthernCatskills.com

CATSKILLS
GREENE COUNTY

The advertisement features a scenic view of a lush green valley with rolling hills and mountains in the distance under a blue sky with white clouds. Two people are seen zip-lining over the valley. The text is overlaid on the image, with a sun icon above the main headline. The background image shows a person in a red helmet and black gear zip-lining in the foreground, and another person further down the line in the background. The valley below is filled with green trees and some buildings, with blue mountains in the far distance.

The following advertisement appeared in Hudson Valley Magazine in May 2019 and June 2019.

W

Print - Dirt Rag Magazine



Forget the mountains of laundry.
**TODAY, THE REAL MOUNTAINS
ARE CALLING.**
.....

LET US BE YOUR ESCAPE GOAT.
Experience your **Greatest-Of-All-Time** Getaway!

#escapegoat | GreatNorthernCatskills.com

CATSKILLS
GREENE COUNTY

The following advertisement appeared in Dirt Rag Magazine in May 2019.

W

Print - Roadrunner Magazine



The following advertisement appeared in Roadrunner Magazine in April 2019.

W

Print - NY By Rail



Forget trimming the hedge lines,
TODAY, SOAR ON A ZIP LINE!

.....

LET US BE YOUR ESCAPE GOAT.
Experience Your **Greatest-Of-All-Time** Vacation!

#escapegoat | GreatNorthernCatskills.com

CATSKILLS
GREENE COUNTY

The advertisement features a person in a red helmet and black gear ziplining over a vast, green, forested mountain range under a bright blue sky with scattered white clouds. The text is centered and uses a mix of white and black fonts. A small sun icon is positioned above the main headline. A horizontal line of dots separates the headline from the sub-headline. The background image is framed by a thin white border.

The following advertisement appeared in NY By Rail for their 2019 issue.