

WORKSHOP

An integrated brand
engagement engine

End-of-Year Report
January 1 - December 31, 2020

Prepared For:





Executive Summary

It is no secret that 2020 was a challenging year for all, and it was especially tough for the tourism industry. Even through these difficult circumstances, the Great Northern Catskills saw success from marketing efforts and encouraged safe travel to the region. During the onset of COVID-19 in early 2020, instead of turning off "the lights", we pivoted our strategy and continued to engage with our audience when they needed it most. We focused on supporting the local community, and as the COVID landscape began to improve, we were able to shift focus to promoting safe, socially-distanced, driving-distance travel to the county. Looking ahead, we are optimistic that travel will only continue to improve. This report will break down the success of our 2020 strategies that we plan to build upon this year. Here are some highlights:

- During the summer/fall travel season, GNC website received more traffic to the website than the "normal" 2019 travel season
- Earned more than 50 PR Placements
- Over 2k sessions to the website brought in by email efforts
- We increased Instagram following 135% in 2020 from 2019 (Passing 10k and now have Swipe-Up feature!)
- Paid Facebook delivered 18.3 million impressions in 2020
- Worked with 3 Influencers and obtained more fall photography, as well as "wide open spaces" photography that we can use in 2021.

Throughout this report we will discuss these highlights in greater detail, along with all other results of 2020.

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Traffic Summary

1,078,503

880,694
Sessions
▲ 197,809

2.2

2.1
Pages / Session
▲ 0.1

823,735

688,438
Users
▲ 135,297

76.8%

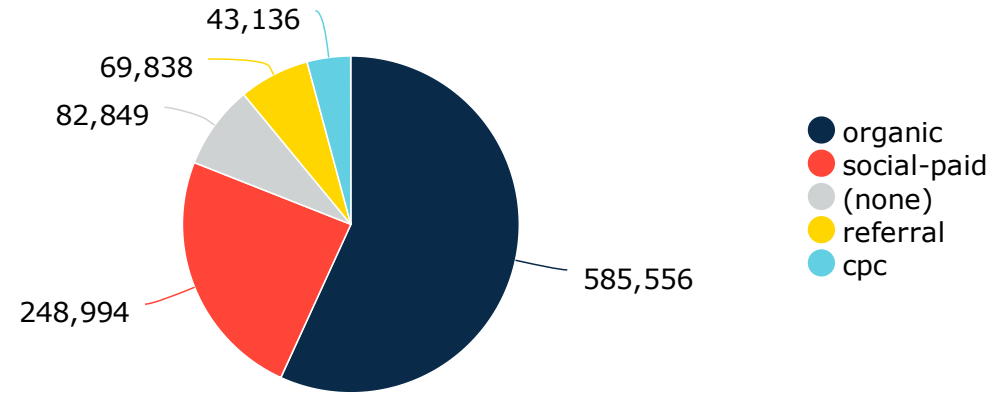
78.0%
% New Sessions
▼ -1.2%

60.2%

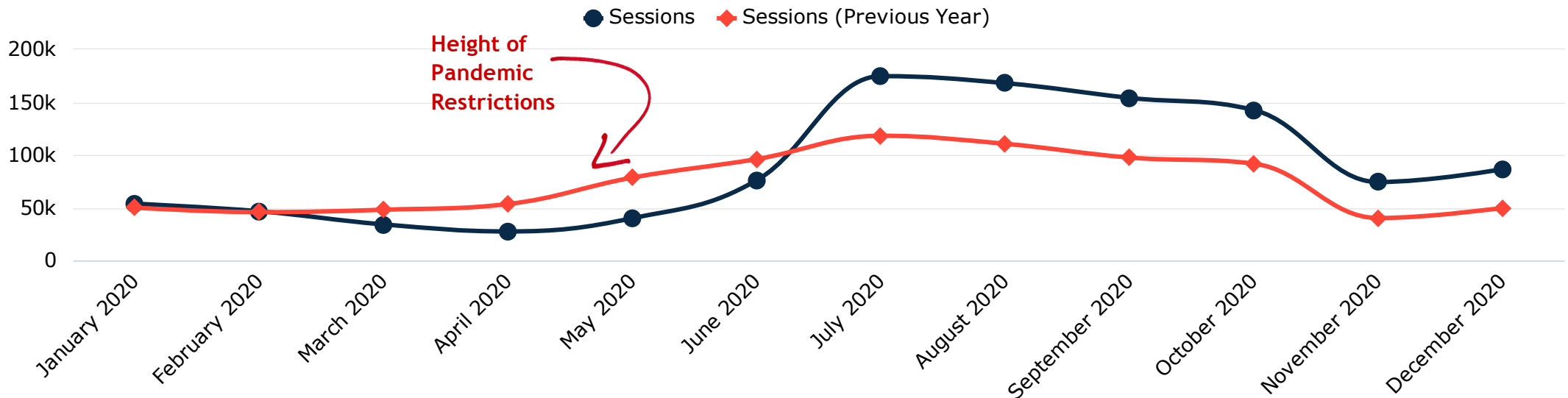
62.0%
Bounce Rate
▼ -1.8%

2,390,163

1,861,477
Pageviews
▲ 528,686

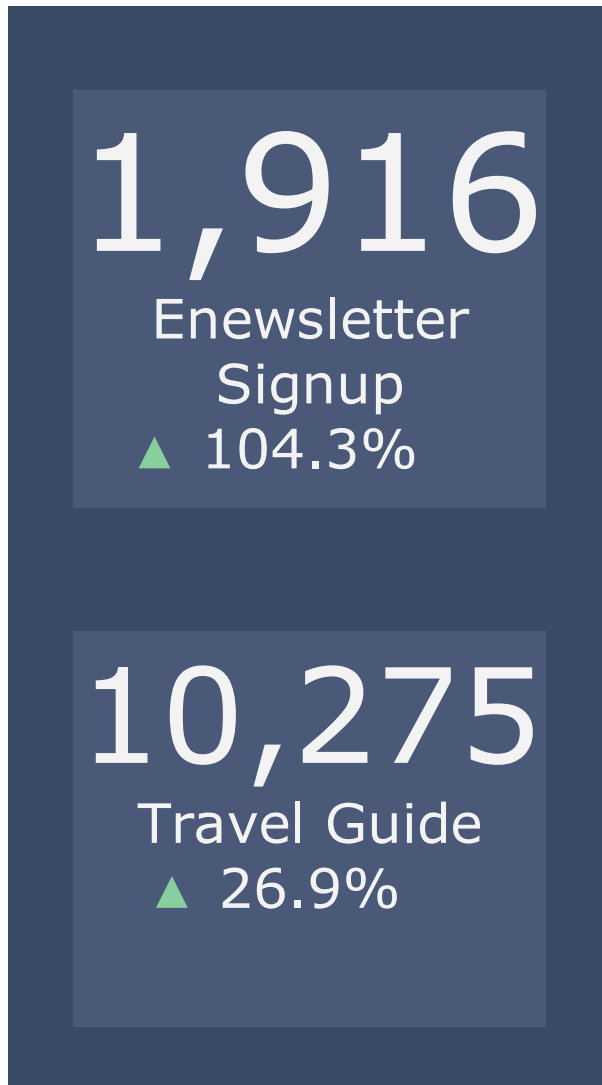


Device Type	Sessions	Bounce Rate
Mobile Devices	735,221	64.5%
Computers	294,939	49.2%
Tablets	48,711	61.7%

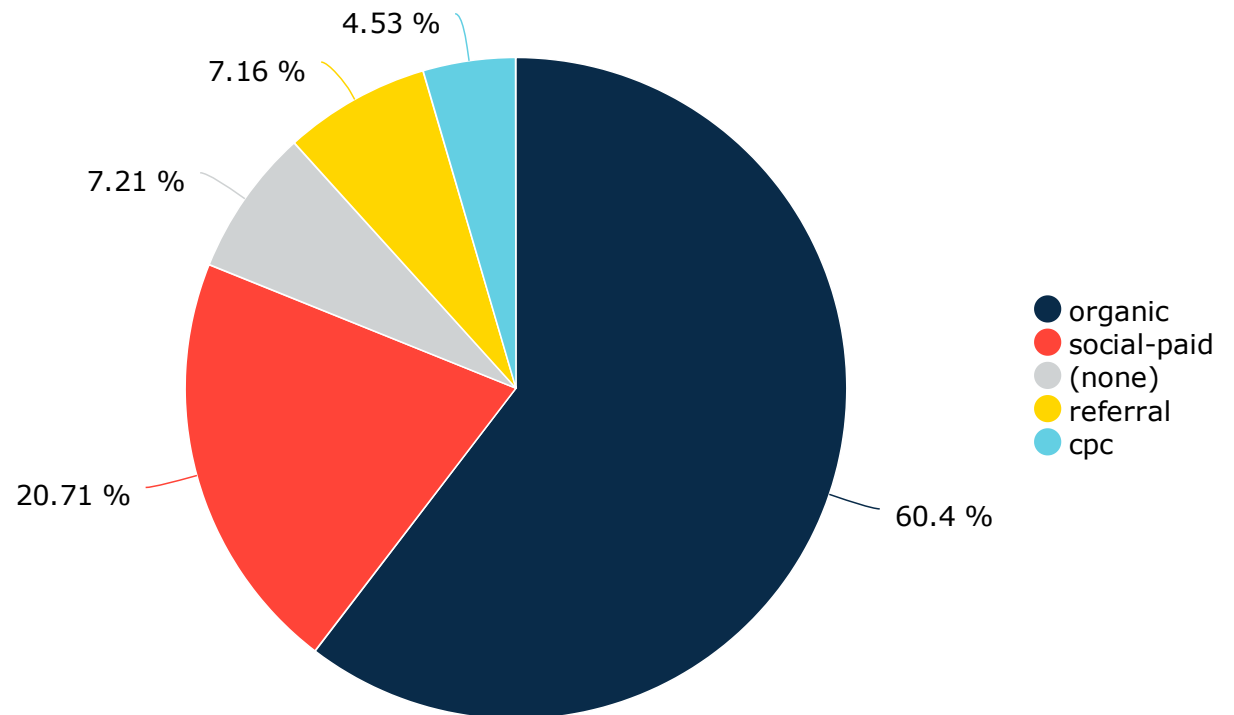


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Goals



TRAVEL GUIDE UNIQUE VIEWS BY MEDIUM

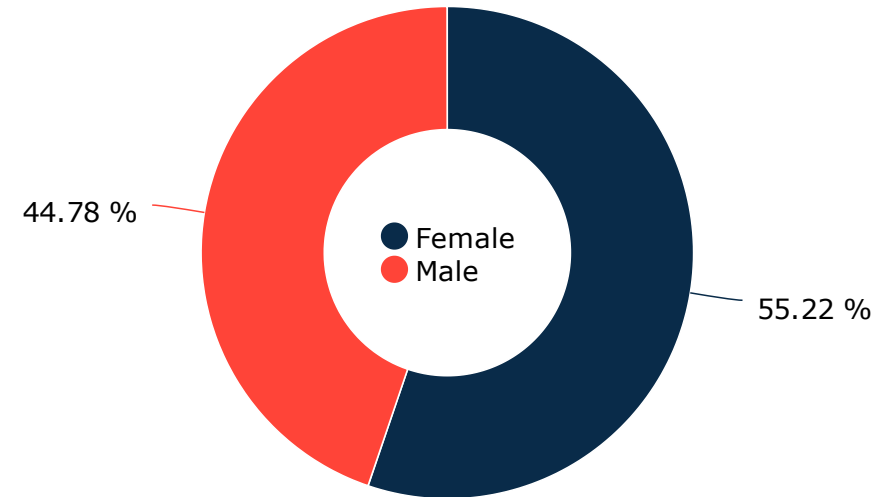




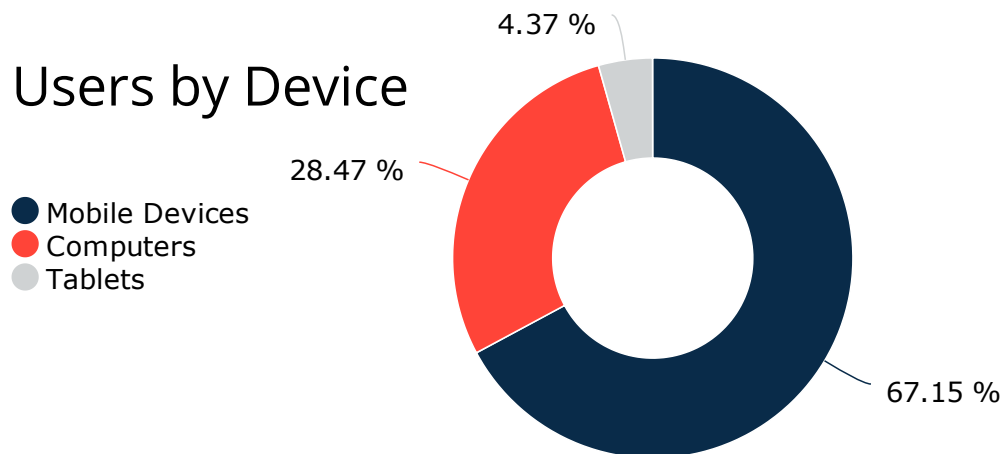
Demographics

City	Sessions	% New	Bounce	Avg. Session
New York	298,899	75.4%	59.1%	1:50
Newark	14,516	73.5%	63.4%	1:35
Albany	13,682	76.3%	61.4%	1:33
Philadelphia	11,580	78.4%	60.7%	1:49
Jersey City	10,779	73.6%	53.3%	2:11
Windham	10,342	60.9%	55.0%	2:15
Catskill	8,544	64.1%	55.4%	1:50
Boston	7,348	76.3%	60.5%	1:42
Washington	7,093	80.7%	63.9%	1:29
Saratoga Springs	6,751	71.5%	61.3%	1:51

Users by Gender



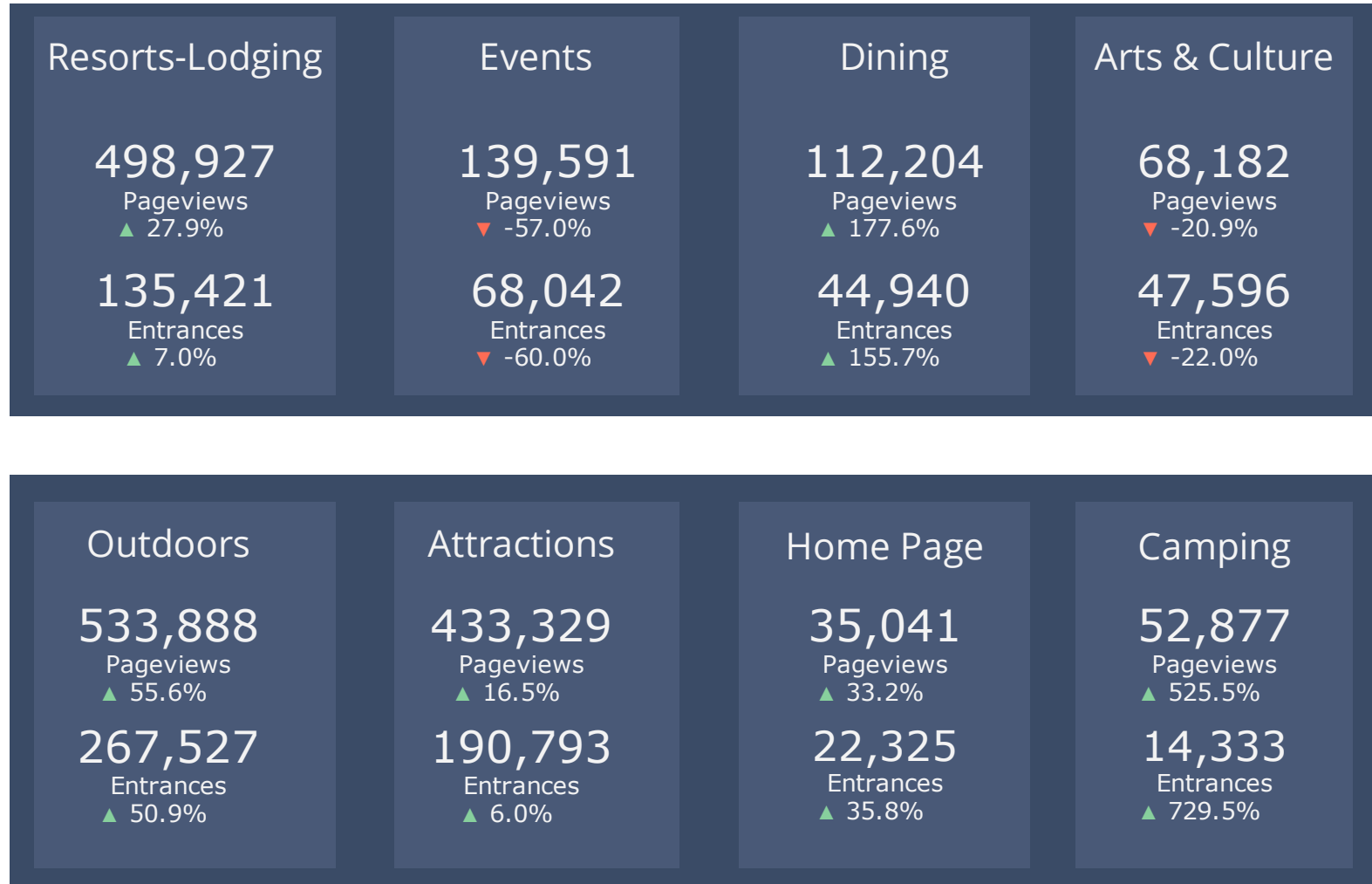
Users by Device



Age	Sessions	% New	Avg. Session
25-34	90,474	75.5%	1:58
55-64	65,138	73.1%	1:35
45-54	64,189	74.7%	1:38
35-44	61,475	76.1%	1:41
65+	48,872	73.7%	1:39
18-24	37,566	77.6%	2:00



Content Categories





Content Actions

*Events were excluded from this page due to lack of events happening because of the pandemic.

Resorts-Lodging	Outdoors	Dining	Attractions	Arts & Culture
<div>34,406 Visit Website ▲ 14,166</div> <div>331 Email Business ▲ 115</div> <div>31,810 Book Now ▲ 21,715</div> <div>227 View Events ▼ -203</div> <div>3,266 View Packages ▼ -2,006</div>	<div>19,805 Visit Website ▲ 7,991</div> <div>613 Email Business ▲ 240</div> <div>75 Book Now ▲ 51</div> <div>452 View Events ▲ 77</div> <div>571 View Packages ▼ -546</div>	<div>3,231 Visit Website ▲ 473</div> <div>54 Email Business ▲ 28</div> <div>4 View Events ▼ -80</div> <div>0 View Packages ▼ -80</div> <div></div>	<div>22,078 Visit Website ▲ 6,315</div> <div>362 Email Business ▲ 157</div> <div>277 Book Now ▼ -24</div> <div>98 View Events ▼ -110</div> <div>260 View Packages ▼ -3,483</div>	<div>1,945 Visit Website ▼ -390</div> <div>59 Email Business ▼ -3</div> <div>151 View Events ▼ -380</div> <div></div> <div></div>
<u>Top Book Now Clicks</u> A Tiny House Resort Eastwind Hotel & Bar Gather Greene A Stream Side Cottage Cuomo's Cove	<u>Top Website Clicks</u> Kaaterskill Falls Devil's Tombstone Pratt Rock North-South Lake Hannacroix Creek Preserve	<u>Top Website Clicks</u> Gracie's Luncheonette Prospect at Scribner's Christman's Windham House Trotwood Basement Bistro	<u>Top Website Clicks</u> Hunter Mt Zipline Hunter Mt Scenic Skyride Farm Tours @ Hull-O Farms North-South Lake State Campground	<u>Top Website Clicks</u> Mahayana Temple Pratt Rock Thomas Cole Lumberyard Center St. John the Baptist

Seasonal Pages

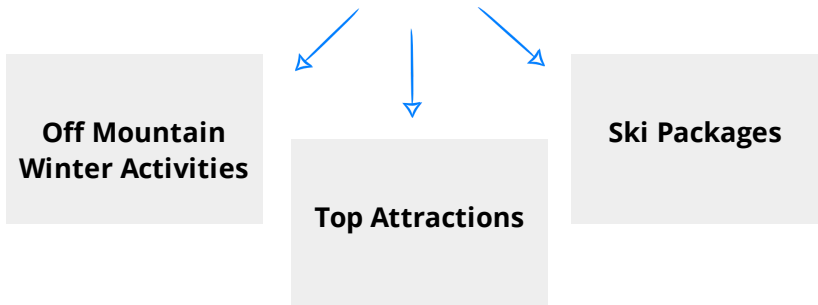
Winter Vacations

31,841
Pageviews
▲ 18,126

21,473
Entrances
▲ 13,593

632
Organic Entrances
▼ -402

Top three pages visited next



Fall Vacations

53,715
Pageviews
▲ 31,236

27,394
Entrances
▲ 18,164

20,917
Organic Entrances
▲ 15,746

Top three pages visited next



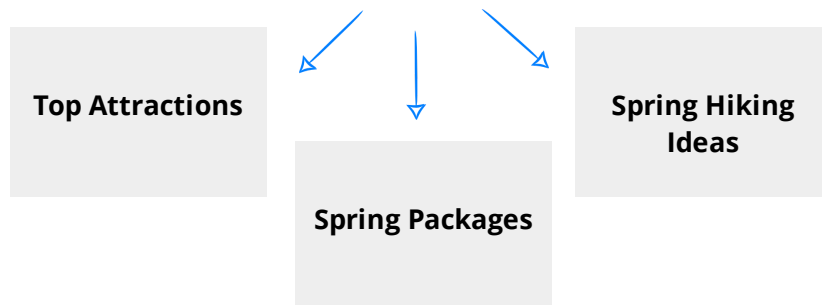
Spring Vacations

2,384
Pageviews
▼ -18

578
Entrances
▲ 239

195
Organic Entrances
▼ -76

Top three pages visited next



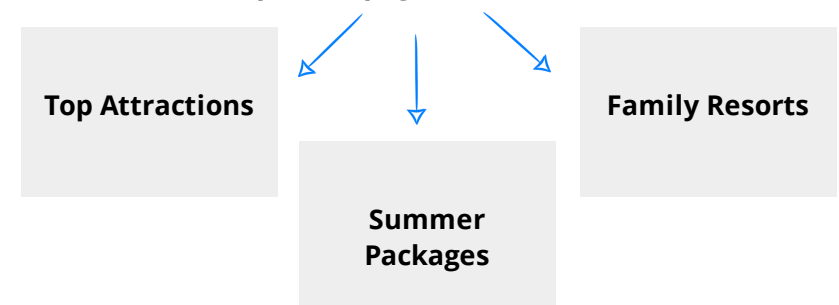
Summer Vacations

12,965
Pageviews
▼ -6,641

1,397
Entrances
▼ -3,487

1,027
Organic Entrances
▼ -294

Top three pages visited next





What's Open in Summer 2020 Page

The pandemic caused a lot of businesses to close or alter their operations. As a way to inform locals and visitors of what was open during the summer of 2020, a new page was created for the website that answered that exact question.

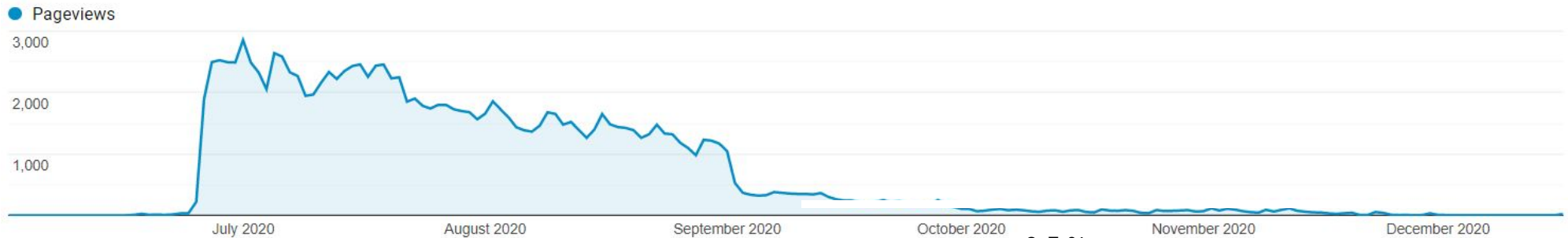
The page was optimized for search and promoted via social, media, and PR.

135,649
Pageviews

1:05
Avg. Time on Page

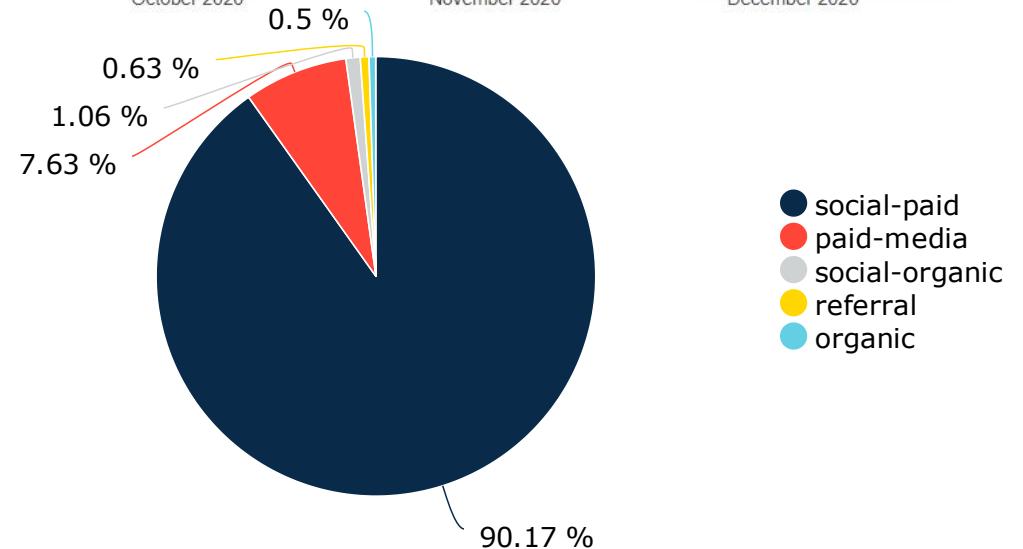
116,938
Entrances

64.2%
Bounce Rate



Top Next Visited Pages

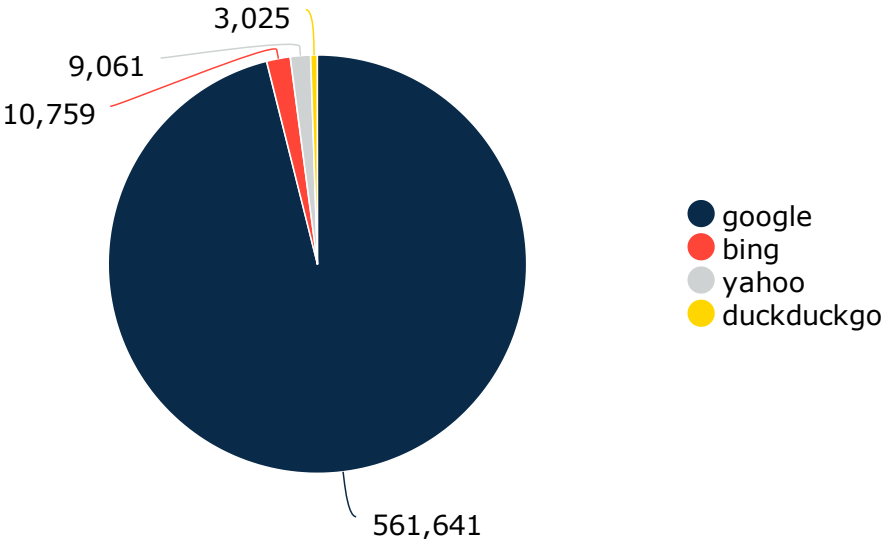
- Resorts & Lodging
- Eastwind Hotel & Bar
- Motorcycling
- Top Catskills Towns
- Outdoors
- Devil's Tombstone State Campground
- Family Resorts
- Glen Falls House
- Glamping
- Homepage
- Mountain Bike Trails
- Campgrounds





Organic Summary

ORGANIC SOURCES



TOP GOOGLE SEARCH QUERIES (BY CLICKS)

Keywords	Clicks	Impressions	CTR
kaaterskill falls	31,302	346,506	9.0%
rip van winkle	18,719	880,018	2.1%
catskills resorts	5,482	78,795	7.0%
hunter mountain zipline	5,342	23,733	22.5%
catskills	4,547	684,986	0.7%
things to do in the catskills	4,526	13,722	33.0%
tannersville ny	3,731	53,563	7.0%
things to do in catskill ny	3,051	9,233	33.0%
catskills resort	2,524	32,786	7.7%

585,556
492,646
Sessions
▲ 92,910

1,422,477
1,170,670
Pageviews
▲ 251,807

474,347
401,582
Users
▲ 72,765

2.4
2.4
Pages / Session
▲ 0.1

55.4%
55.5%
Bounce Rate
▼ -0.2%

2:08
1:59
Avg. Session Duration
▲ 0:08

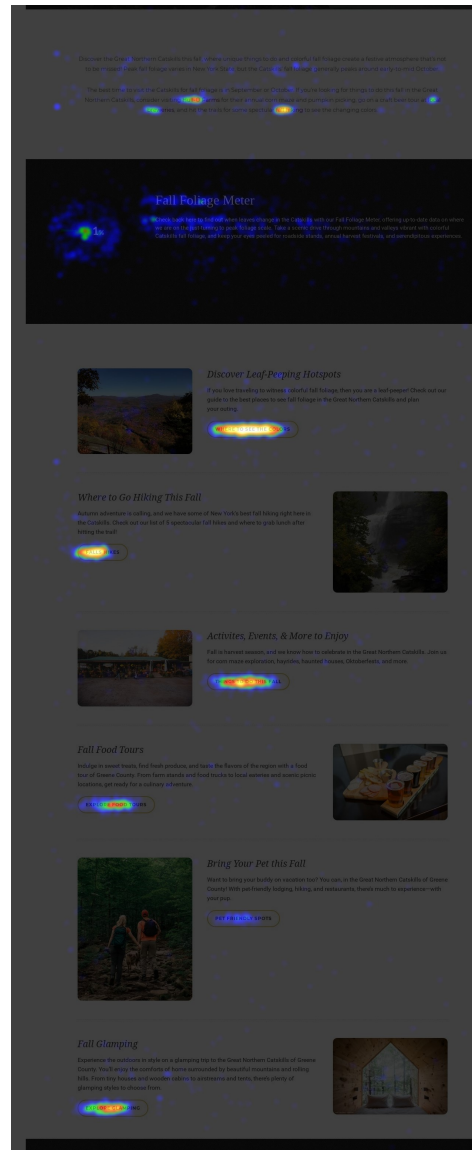
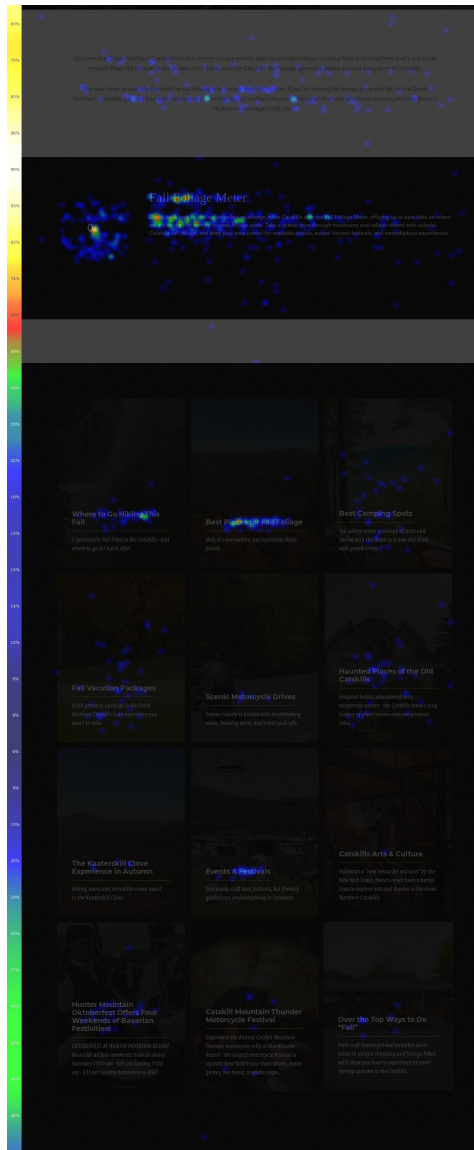


Fall Page Redesign and Optimization

2019

vs.

2020



After reviewing heatmap click tracking from 2019, it was determined that a page redesign was needed for the Fall Trip Ideas page in order to have a more engaging experience for the audiences being pushed towards this page. You can see from the 2019 heatmap screenshot that there were very few clicks on the page elements, meaning it was not being seen as very useful to users.

So, a page redesign with different panel types was established for the seasonal page and from the 2020 heatmap screenshot, it is very clear that users were much more engaged with the content being presented to them.

There was a substantial decrease in bounce rate on the Fall Trip Ideas page after these changes were made, further indicating that the redesign was successful.

After seeing the success of these efforts, the Winter Trip Ideas page was also redesigned in a similar manner, and the Spring & Summer pages will follow in 2021.

20,917
Organic Entrances
▲ 304.5%

44.4%
Bounce Rate
▼ -10.7%



Public Relations - Overview



From January to December 2020, we initially focused on the Greatest-Of-All-Time theme established in 2019 then, due to COVID-19, we switched our focus to **how to travel safely to the region** once travel restrictions were lifted.

Some of the topics we featured include:

- Outdoor exploration
- Glamping
- Fall foliage activities and adventures
- Off-mountain winter activities

In our outreach during the pandemic, we developed relevant topics that featured safety precautions and need-to-know information about local businesses while positioning the Great Northern Catskills of Greene County as a **top travel destination when the time was right**. We developed a survey in May to gain insights on the future travel plans of potential visitors, allowing us to create topics that aligned with what is of interest to consumers.

In an effort to **reduce overcrowding** at Kaaterskill Falls and Fawn's Leap Falls, we **sent a press release** about record crowds, illegal parking, and unsafe driving conditions to local and regional media members. The information in the release was featured by the **Times Union, News 10, WAMC, and The Daily Freeman**.

We **coordinated six media visits** with Brianne Miers from A Traveling Life, Jennifer Coleman from Coleman Concierge, Lauren McGill from NY to Anywhere, Renee Lynn from Getting Fit Fab, Rachel Kapur from Urban Milan, and Jimmy Im from Passport Magazine. In addition, we corresponded with several other media members about **potential future media visits**, including Kerri Gristina from Raising Three Savvy Ladies, Kate Walsh from Hudson Valley Magazine, Peter Johansen from the Ottawa Citizen, and freelancer Katherine Parker-Magyar.

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Public Relations - Sessions

Throughout 2020, we earned more than 50 media placements in top tier, regional, and online publications. We reached out to more than 200 targeted media members on both proactive and reactive opportunities. We focused on reactive opportunities more when travel was not encouraged during the beginning of the pandemic.

Referrals from the top 20 placements for GreatNorthernCatskills.com resulted in **5,187 sessions** for January–December 2020. The top five referrers were Curbed, Fathom Away, Only in Your State, Travel + Leisure, and Thrillist.

FATHOM

BUSINESS
INSIDER


TRAVEL
AWAITS

 RED TRICYCLE

Hudson Valley
MAGAZINE

PASSPORT
TRAVEL • CULTURE • STYLE • ADVENTURE • ROMANCE!

Topics of interest from 2020:

- Road trips
- Destinations near NYC
- Outdoor activities, such as hiking and paddling
- Glamping, unique stays
- Seasonal farm experiences

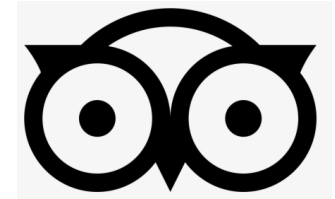
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Public Relations - Placement Quotes

PureWow

"The 22 Coziest Winter Weekend Getaways from NYC"

"Last year, as soon as temperatures started to drop into hibernation territory, you hopped on a plane to the nearest tropical destination. This year? Not so much. But don't despair: These 22 charming winter weekend getaways from NYC—all within a few hours' drive of the city—might make a winter believer out of you."



"The Weekender: The Catskills"

"Here's the first thing to know: The Catskills is a huge region, stretching across thousands of acres and multiple counties. In future episodes of The Weekender, we will certainly revisit some of these parts, but for this weekend's trip, we're focusing on the Great Northern Catskills. That's Greene County, to be exact, which surrounds the previously overlooked Hudson River town of Catskill."



"The 14 Coolest Things to Do in the Catskills"

"If you learned anything from a certain coming-of-age movie, besides not putting Baby in a corner, you know that the Catskills are a scenic, accessible escape from NYC, especially during COVID, when we'll take advantage of any opportunity to get out of our small living quarters."

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Email Marketing - Overview

- Developed and sent 10 email marketing messages from January 2020 - December 2020
- March's events email was not sent due to COVID-19 event cancellations
- Included Greatest-Of-All-Time messaging until COVID-19, then included safety precautions, business information, and where to travel once it's safe
- Average **open rate**: 19.41% (with the partner email); Without partner email: 16.98%
- October's partner survey on Winter Updates in Greene County had the **highest open rate at 41.9%**, above May's survey email about future travel at 19.3%, and just above April's email about takeout, delivery, and curbside options at 19.1%
- This increase is because the partner survey was sent to approximately 215 well-known recipients (partners) instead of approximately 11,000 recipients
- Average **click-to-open** rate (with partner email): 12.8%; Without partner email: 11.03%
- October's partner survey email was the highest performing mailing based on **click-to-open rate** with 28.2%, followed by May's survey on future travel with 18.9%, and August's town spotlight email on Round Top with 13.9%
- Average send list: 11,465 recipients
- Delivery rate: 96.8%
- Bounce rate: 3.2%
- Opt-out rate: .56%



Email Marketing - Trending Content

Trending content

Your highest performing mailings based on click rate



100

Recipient threshold



Great Northern Catskills October Partners Survey

Thursday, October 29, 2020 | 204 recipients

42%

open rate

85 people opened

↑25% higher than average

28%

click-to-open rate

↑17% higher than average

12%

click rate

24 people clicked

↑10% higher than average



Great Northern Catskills May Survey

Tuesday, May 26, 2020 | 11,703 recipients

19%

open rate

2,258 people opened

↑2% higher than average

19%

click-to-open rate

↑7% higher than average

4%

click rate

426 people clicked

↑2% higher than average

2,444 sessions on
GreatNorthernCatskills.com
from Emma emails.

The July email about
exploring the towns was the
top session producer with
743 sessions and the June
email about reopening was
the second-highest with 493
sessions.



Email Marketing - Trending Content

Trending subject lines

Your highest performing subject lines based on open rate



Recipient threshold

[Great Northern Catskills October Partners Survey](#)

Thursday, October 29, 2020 | **204** recipients

85

People opened

42%

Open rate

↑ 25%

Difference from average

[Great Northern Catskills May Survey](#)

Tuesday, May 26, 2020 | **11,703** recipients

2,258

People opened

19%

Open rate

↑ 2%

Difference from average

[GNC April - Restaurant Takeout Options](#)

Thursday, April 9, 2020 | **11,128** recipients

2,125

People opened

19%

Open rate

↑ 2%

Difference from average

1. Survey: Winter Updates in Greene County
2. Future Travel in the Great Northern Catskills of Greene County
3. Takeout, Delivery, and Curbside Options



Email Marketing - Link Clicks

Top 5 links based on unique clicks:

1. *Link name:* Take our survey - **404 unique clicks**
 - Part of the May survey email about future travel
 - Linked to Survey Monkey survey
2. *Link name:* Learn More - **235 unique clicks**
 - Part of the April email about takeout options
 - Linked to takeout and delivery page on GreatNorthernCatskills.com
3. *Link name:* Hudson River Skywalk - **181 unique clicks**
 - Part of the July email about exploring the towns of Greene County
 - Linked to the Hudson River Skywalk page on GreatNorthernCatskills.com
4. *Link name:* A Tiny House Resort - **172 unique clicks**
 - Part of the July email about exploring the towns of Greene County
 - Linked to A Tiny House Resort's page on GreatNorthernCatskills.com
5. *Link name:* Visit Round Top - **132 unique clicks**
 - Part of the August town spotlight email on Round Top
 - Linked to the Round Top page on GreatNorthernCatskills.com



Email Marketing - Growth

Growth Overview: January 1, 2020–December 30, 2020

Note: One Greene County PR report is included in these metrics.

Growth Overview

[Get latest total](#)

3,291

Net Members

17,015

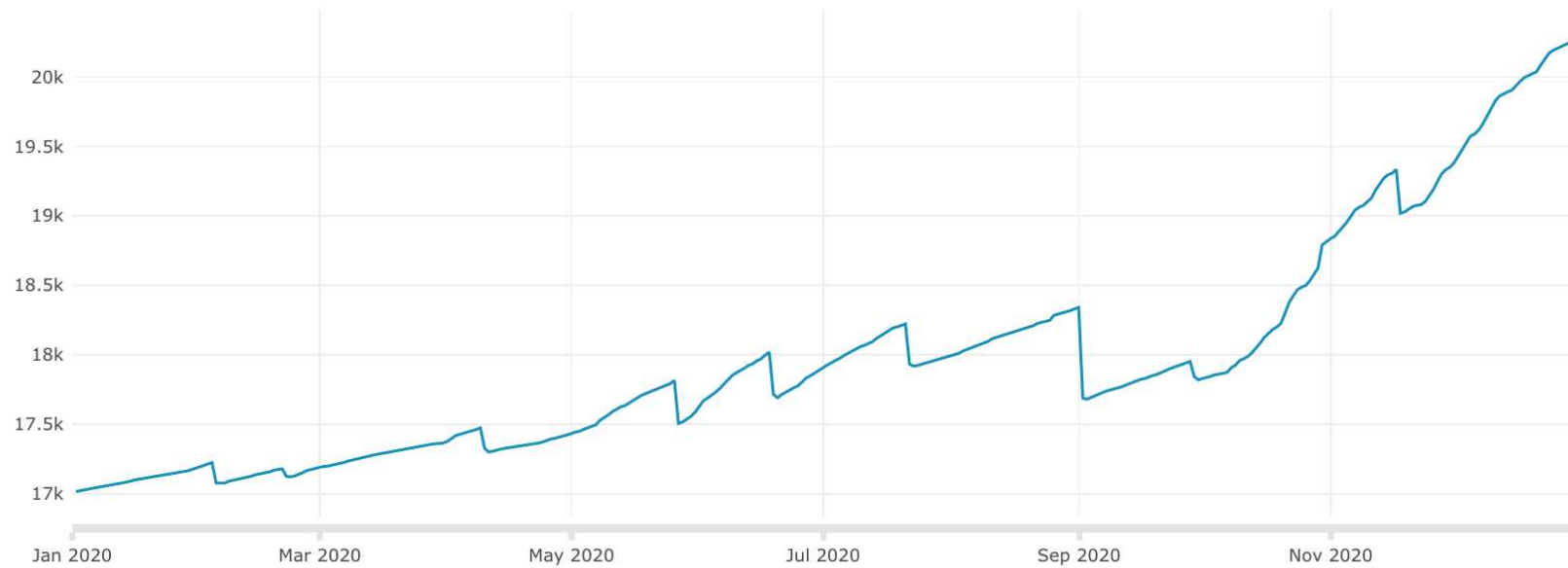
Beginning Subscriber Count

20,306

End Subscriber Count

16.21%

Growth Rate





Organic Social Media

Why We Added View Views to Combined Engagements

When 2020 kicked off, video was not a large part of the Great Northern Catskills organic social strategy. Crowdriff and COVID-19 changed this:

- **UGC Videos:** Crowdriff's filtering options gave us the ability to find and collect UGC video efficiently and download those videos without degrading quality.
- **Produced Video** (Moments of Zen, Little Things Greater 10 Second Cuts, Mountain/River/Valleys (MRV), and Hijack the Feed (HTF - IG only).
- For both platforms there was a 50%/50% split between UGC videos and produced videos. Video ended up accounting for **3.9% of Facebook posts** and **6.5% of Instagram posts** sent in 2020.
- As video distribution has changed on each platform and more auto-play/scroll features have been introduced our team has been monitoring how users consume and engage with video differently.
 - **Facebook:** Users are likely to view or like a video on Facebook but we see fewer comments, shares, and clicks.
 - **Instagram:** Users are likely to view or share a video on Instagram but we see fewer comments, likes, and saves.
 - Because videos receive fewer of our normal core engagement metrics, it doesn't mean that they aren't being engaged with, ***they are just being engaged with differently.***

Based on this information we decided to include video views as one of our combined metrics for both platforms for the 2020 Annual Report.



Organic Social Media

Combined Performance

Our 2020 strategy focused on continuing to improve the overall awareness and consideration of The Great Northern Catskills as a Catskills travel destination 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, including the new inclusion of video views in our combined engagement metrics. We have continued to place specific attention on Instagram and have invested in Crowdriff and Instagram Stories for a second year. Despite COVID-19 our Instagram metrics are up and our audience is continuing to grow.

	Followers	Posts Sent	Engagements	Engage. Rate	Web Traffic	Video Views	Videos Sent
2020	40,120	524	151,942	7.16%	8,484	60,655	53
2019	27,432	477	40,597	4.20%	7,172	0	0
% YoY	47%	9.85%	274.27%	70.55%	18.29%	N/a	N/a

- Combined **9.85%** increase in posts sent in 2020, more on Instagram and less on Facebook.
- Audience growth, engagements, and engagement rate improvements show that we were able to stay connected with our audience and relevant during an unusual year.



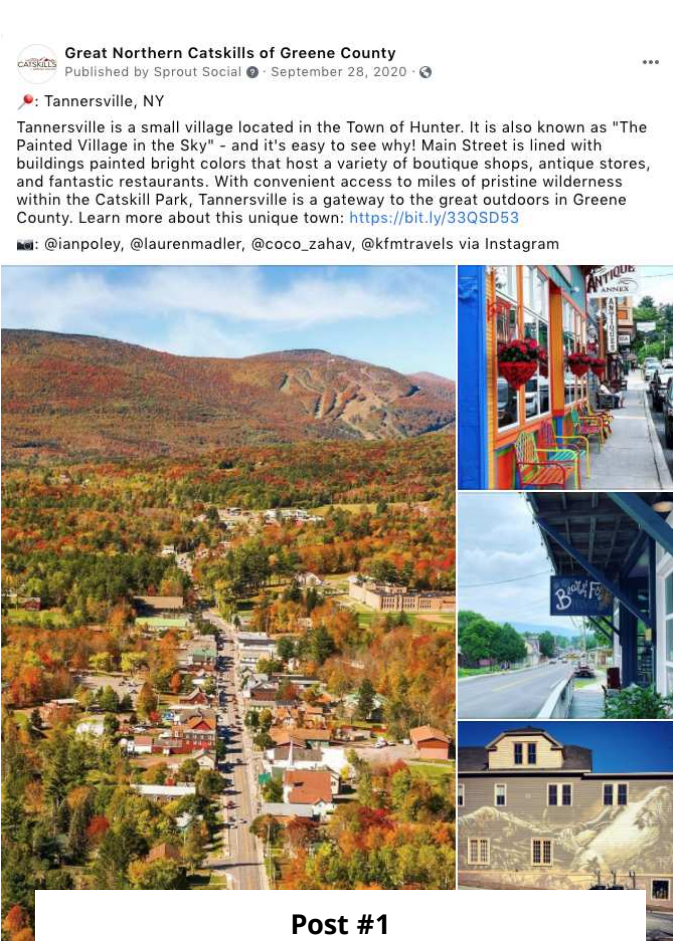
Organic Social Media

Facebook Performance

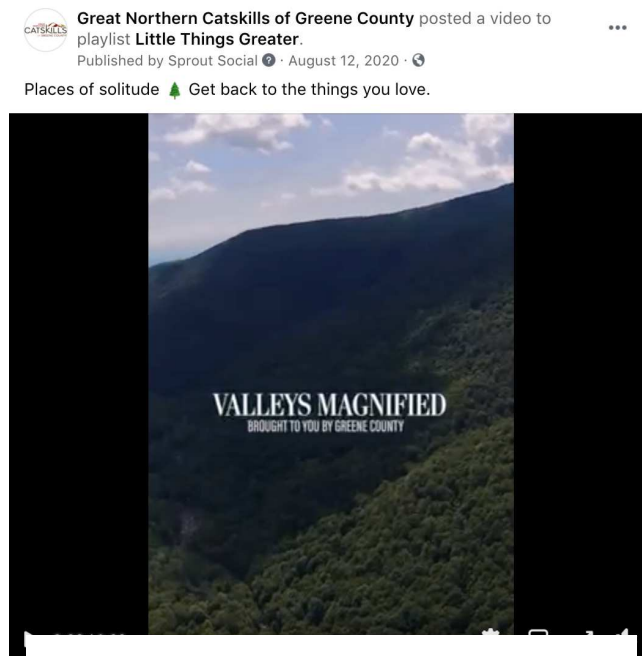
	Followers	Posts Sent	Engagements	Engage. Rate	Web Traffic	Video Views	Videos Sent
2020	22,262	284	26,314	4.61%	5,234	13,074	22
2019	19,680	317	13,678	3.07%	6,477	0	0
% YoY	13.12%	-10.41%	92.38%	50.14%	-19.19%	N/a	N/a

- In 2020 we sent fewer posts on Facebook and saw improvements in quality engagements across the board signaling that we were better at providing our audience content they were interested in engaging with.
- We believe we can also attribute lower link clicks this year to more photo-based posts being sent that didn't always include a link and the number of videos sent this year vs. the zero sent in 2019
- Almost all top performers include videos.
 - *As the campaign was running it was decided that some of the LTG videos would not run because of overcrowding issues in parts of the county. Hijack the feed videos were designed specifically for Instagram so they did not run on Facebook.*

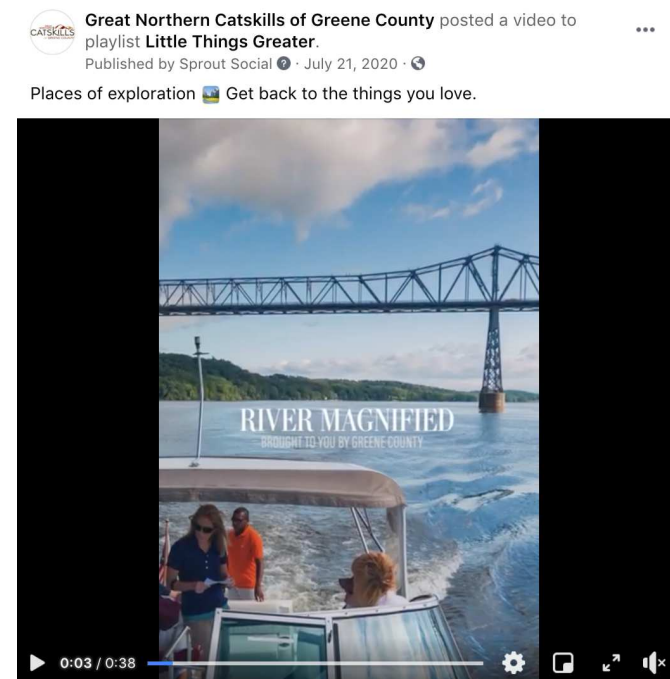
W Organic Social Media - Top Facebook Posts



Post #1
Tannersville Guide/ UGC Carousel
Total Engagements: 1,591



Post #2
MRV Videos: Valleys
Total Engagements: 1,063



Post #3
MRV Videos: Rivers
Total Engagements: 1,012



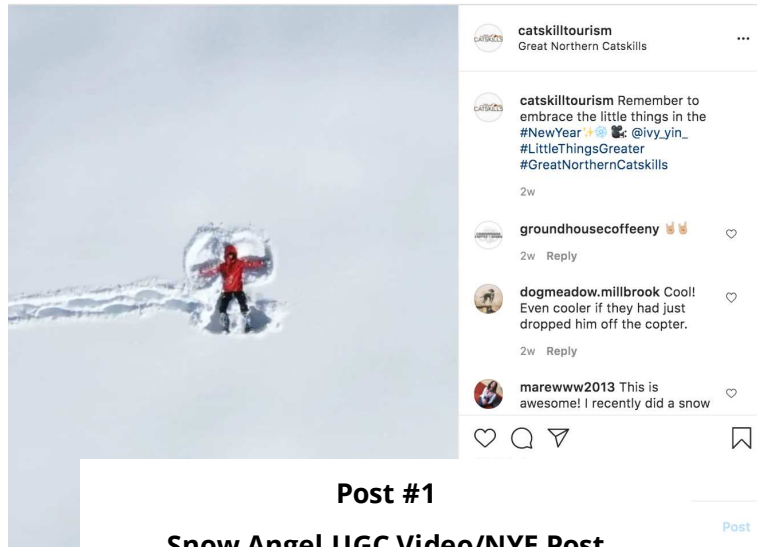
Organic Social Media

Instagram Performance

	Followers	Posts Sent	Engagements	Engage. Rate	Web Traffic	Video Views	Videos Sent
2020	17,858	240	125,628	8.09%	3,250	47,581	31
2019	7,615	160	26,919	6.68%	695	0	0
% YoY	134.51%	50%	366.69%	21.16%	367.63%	N/a	N/a

- We sent 50% more posts on Instagram in 2020 to align with our goal to focus on expanding that audience and because of increased content availability with Crowdriff. When reviewing engagement metrics we see increases we can attribute to the increase in audience, number of posts sent, type of posts sent, and content of the post.
- We do see that our audience prefers the UGC videos to produced videos. We believe this is related to Instagram users showing more interest in “authentic content” vs. produced. We can confirm the authentic content interests when we review some of the top performing static carousels that show multiple views of a location or activity. This allows a user to see more of what they might really experience vs. where we are directing their view in a produced piece.
 - *As the campaign was running it was decided that some of the LTG videos would not run because of overcrowding issues in parts of the county. One of the final moments of zen videos (hiking to waterfall lunch) also did not make it out for this reason.*
- There is a noticeable preference for fall and summer content compared to other seasons.
- Improvements in website traffic from Instagram signal improvements in audience trust. This is unique because website clicks on Instagram are not a natural user behavior.

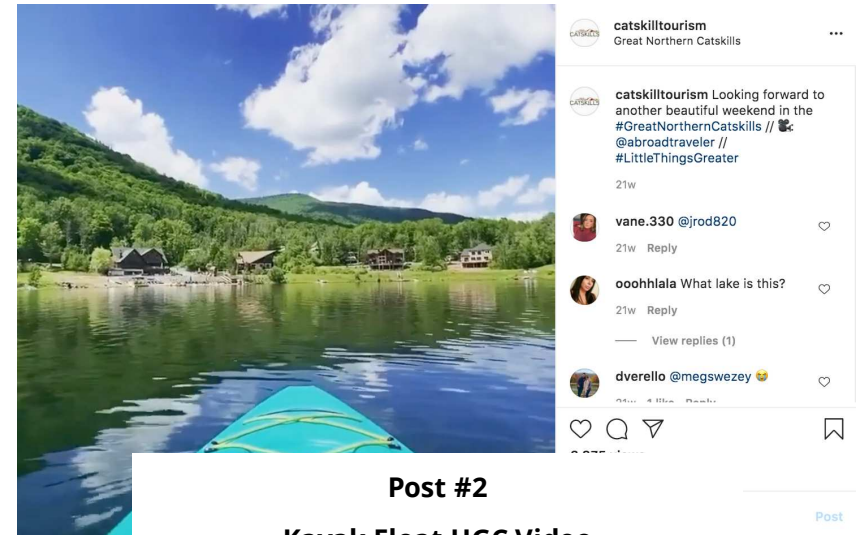
W Organic Social Media - Top Instagram Posts



Post #1

Snow Angel UGC Video/NYE Post

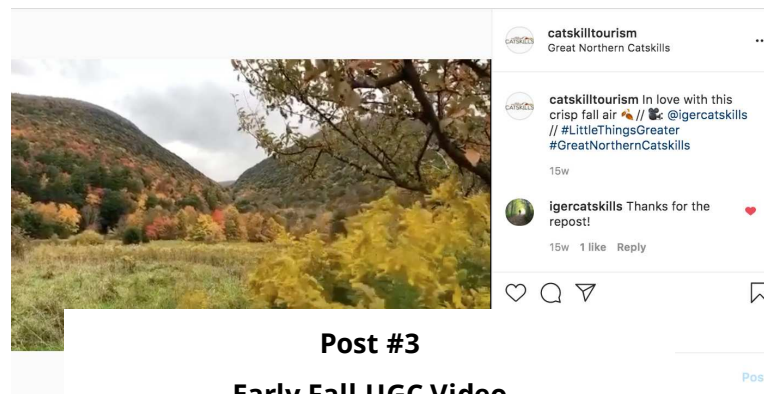
Total Engagements: 9,079



Post #2

Kayak Float UGC Video

Total Engagements: 4,439



Post #3

Early Fall UGC Video

Total Engagements: 2,802



Organic Social Media

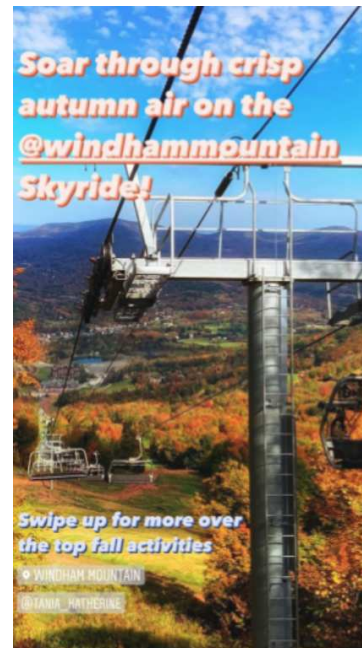
Instagram Story Performance

	Stories Sent	Avg. Unique Views	Avg. Completion Rate	Avg. Exit Rate	% of Followers Viewing	Swipe Ups/Web Clicks
2020	6	902	75.73%	13.01%	7.33%	533
2019	9	520	62.88%	11.66%	11.31%	93
% YoY	-33.33%	73.46%	20.44%	11.58%	-35.19%	473.12%

- Completion rate and average unique views improved year over year.
- We were able to reach 10,000 followers in June which unlocked our Swipe Up feature for Instagram Stories, this feature contributed to a 437% increase in website traffic from stories YoY. The Swipe Up feature is a more natural user behavior than asking users to leave the story and click the link in bio.
- We sent fewer stories in 2020 compared to 2019 explaining the decrease in total views.
- We believe the decreases in Average Exit Rate and Average % of Followers Viewing are related to more swipe up opportunities being provided and the overall increase in our audience. The Instagram algorithm for stories pushes stories you view most to the front of your feed so it is likely that with fewer stories being sent, new followers were not served our stories as often.
- We do see improvements to average unique views showing us that more users on average were viewing our stories compared to last year.

W Organic Social Media - IGS Top Performers

1. **All Things Fall** - Showed a series of fall activities to help users plan their fall adventure in the Great Northern Catskills
2. **Small Towns** - Pulled together our UGC carousel guide posts in one place to allow users to view them at once and to swipe up to the full guides on the websites.
3. **Traveler Favorites Questions** - Asked users vague travel questions to learn more about their interests so we could use that information to develop new content and optimize existing content.



All Things Fall Story Sample Frames



Media Summary

Overall, 2020 performed very well for media tactics:

- Facebook continues to deliver outstanding engagement. With over 18.3 million impressions served and over 488,000 clicks, the CTR of 2.66% is 196% above the benchmark average for travel and hospitality campaigns of 0.90%. Top performing campaigns include: Packages & Activities, Motorcycling, and Local Showcase.
- Though we did not pursue native advertising during the second half of 2020, we still had successful performance during the first-half of the year as well as the one campaign for winter. The CTR for all campaigns is 0.32% which is 7% above the benchmark average of 0.30%.
- Both video tactics performed well. Connected TV has generated nearly 375,000 impressions. Pre-roll had a CTR of 0.13% which is below the benchmark of 0.20%. But we saw a high video completion rate of 74%.



Media Summary Continued

- The programmatic display campaign performed very well this year. We only ran banner ads from the Moments campaign during the second half of the year. The CTR for overall performance was 229% above the industry benchmark average of 0.07%.
- Google Ads delivered over 702,000 impressions and 39,199 clicks during 2020. Outdoor and Attractions were the top performing campaigns. Events was typically the most popular campaign but was paused due to COVID-19.
- Retargeting performed 93% better than the 0.15% CTR benchmark average.



Programmatic Display

The programmatic display 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.

Campaign Name	Impressions	Clicks	CTR
Winter Sports (Jan. - Mar.)	333,456	1,374	0.41%
Local Showcase	257,934	832	0.32%
Moments	3,700,134	7,721	0.21%

All programmatic display campaigns were very successful this year. Winter Sports (Jan. - Mar.) and Local Showcase ran prior to the COVID-19 shutdown. The Moments display campaign began in June and ran through the end of the year. All campaigns were well above the display benchmark CTR of 0.07%.



Connected TV & Pre-roll

Connected TV:

The Connected TV campaign began running in June and continued through the summer. The main goal of Connected TV is reach. Most spots are not clickable or skip-able so we typically see low CTRs and high completion rates.

- Impressions: 374,988
- Clicks: 28
- CTR: 0.01%
- Completion Rate: 98.41%

Pre-roll:

Both pre-roll campaigns have CTRs that are below the video CTR benchmark of 0.20%. We are not concerned by this performance because both video campaigns have a high completion rate around 74%. The goal of video campaigns is completions so we are pleased to see a high completion rate.

Campaign Name	Impressions	Clicks	CTR	Completion Rate
Mountain Biking	187,612	305	0.16%	73.95%
Hiking	312,649	369	0.12%	74.72%



Facebook

Campaign Name	Impressions	Clicks	CTR	Engagement
Packages & Activities	1,885,343	91,324	4.84%	7,979
Motorcycling	3,090,108	81,815	2.65%	16,076
Local Showcase	2,177,534	62,967	2.89%	4,994
Camping	1,308,221	44,447	3.40%	4,985
Hiking	1,578,201	32,721	2.07%	7,177
Mountain Biking	1,984,090	32,246	1.63%	3,632
Catskills Winter	532,722	28,051	5.27%	4,382
Top Attractions	514,265	19,724	3.84%	1,913
Ski Trips	499,234	17,416	3.49%	2,641
Golf	1,172,239	17,140	1.46%	1,231
General & Family Resorts	1,229,503	15,242	1.24%	712
Winter Activities (Nov. - Dec.)	833,368	13,506	1.62%	1,300
Winter Hikes	422,613	9,998	2.37%	2,487
Take Out & Delivery	170,014	8,073	4.75%	1,180
General Events	293,731	4,761	1.62%	383
Winter Sports (Jan. - Mar.)	483,492	4,384	0.91%	721
Performing Arts	110,981	3,365	3.03%	396
Weddings	32,561	657	2.02%	57
Tap NY	24,235	499	2.06%	97

Overall, Facebook continues to deliver outstanding engagement. With over 18.3 million impressions served and over 488,000 clicks, the CTR of 2.66% is 196% above the benchmark average for travel and hospitality campaigns of 0.90%.



Native Advertising

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.

Campaign Name	Impressions	Clicks	CTR
Ski Trip Planning	665,950	2,541	0.38%
Local Showcase	265,478	990	0.37%
Winter Sports (Jan. - Mar.)	333,334	829	0.25%
General Events	223,543	690	0.31%
Packages & Activities	172,461	495	0.29%
Performing Arts	98,479	248	0.25%
Tap NY	45,807	81	0.18%
Family & General Resorts	17,113	33	0.19%
Golf	2,980	6	0.20%
Mountain Biking	1,657	4	0.24%
Hiking	2,730	3	0.11%

The Ski Trip Planning campaign was the only native advertising campaign we ran during the second half of the year. By realigning our strategy and running true native content, the Ski Trip Planning campaign performed very well.



Retargeting

The retargeting campaign during 2020 acquired 1,453,116 impressions and had 4,230 clicks. The CTR of 0.29% is 93% better than the benchmark average of 0.15%.

Impressions:

1,453,116

Clicks:

4,230

CTR:

0.29%

We tested a new platform for retargeting in 2020 that improved performance. We will continue with this in 2021, as well.



Google Ads

The Google Ads campaigns listed below show outcomes from January 2020 to December 2020. Target audiences included those searching for Google keywords that were campaign specific. Geographical targets included: New York, Connecticut, New Jersey, and Pennsylvania.

Campaign Name	Impressions	Clicks	CTR	CPC
outdoor	232,451	11,751	5.06%	\$0.82
attractions	79,581	8,234	10.35%	\$0.48
travel	126,538	7,614	6.02%	\$0.63
lodging	189,156	7,149	3.78%	\$0.57
branded	49,894	2,251	4.51%	\$0.71
Take Out Dining	16,825	1,289	7.66%	\$1.77
events	7,992	911	11.40%	\$0.41

Google Ads Travel & Hospitality CTR Benchmark = 4.68%

Google Ads Travel & Hospitality CPC Benchmark = \$1.53



COVID-19 Media Campaigns

Take Out Dining

Google Ads

- Flight: Mar. 20 - Apr. 20, 2020
- Impressions: 16,825
- Clicks: 1,289
- CTR: 7.66% (63.7% above the Google Ads benchmark CTR of 4.68%)

Facebook

- Flight: Mar. 20 - Apr. 20, 2020
- Impressions: 170,014
- Clicks: 8,073
- CTR: 4.75% (426% above the Facebook benchmark CTR of 0.90%)
- Engagement: 1,180

Socially-Distanced Hiking

Google Ads

- Flight: Apr. 20 - May 20, 2020
- Impressions: 18,225
- Clicks: 1,585
- CTR: 8.70% (85.9% above the Google Ads benchmark CTR of 4.68%)

We ran two paid media campaigns during the early months of COVID-19. Both campaigns had a local target audience and performed very well. The Take Out Dining campaign ran on both Facebook and Google Ads, whereas the Hiking campaign only ran on Google Ads.

W

Print

Hudson Valley Magazine:



American Iron Magazine:





Influencer Marketing

When the realities of COVID-19 and its impact on travel and tourism were made clear, our team had no choice but to pivot our influencer marketing strategy in a different direction. Luckily, our team had already ideated around the perfect storyline, we just needed a few influencers to help us tell it!

#LittleThingsGreater was all about capturing the sense of wanderlust and longing we were all feeling by summer 2020. After months of being homebound, the chance to get out and explore close-to-home was enticing and intoxicating. Unfortunately, it also led to a lack of compliance with social distancing guidelines, a lack of concern for parking issues in certain areas of Greene County, and lots of questions about what was okay, and what wasn't. For us, the opportunity was in creating a multi-channel approach to combating overcrowding while still letting audiences know that Greene County was open, welcoming, and wanting of their visitation.

Workshop partnered with three Instagram photographers/influencers to help us tell the story of how the opportunities for the Little Things we were all missing were Greater in the Great Northern Catskills. #LittleThingsGreater was all about telling two stories: a story of natural beauty and opportunity to have a great time, and the story of wide open spaces that allowed a safe place for the house-weary in New York State.

Influencer Marketing



Jess' second activation results in one blog post and one Pinterest Board about her follow up experiences in the Great Northern Catskills.

She had one Instagram post and One Instagram Story with five frames.

The carousel post reached 13,729 users and garnered 16,041 impressions, and was shared 57 times. Additionally, 107 users saved her post, indicating an interest in revisiting her content.

The Story garnered 4,101 views with a retention rate of 76%, indicating strong interest in her experience at Deer Mountain Inn.

@JessOlm was given the task of kicking off the #LittleThingsGreater influencer campaign with a visit in August. Her task was to paint the picture and set the scene for a return to travel to the area.

Her first activation resulted in one blog post about her experiences, and one Instagram post and one Story with 6 frames.

The carousel post reached 12,000 users, garnered 14,000 impressions, and was shared 13 times. Additionally, 86 users saved her post indicating a keen interest in revisiting or acting on her content about Greene County.

The Story garnered 7,775 views with a completion rate of nearly 70%, indicating a high interest in Jess' in-situation content.



W

Influencer Marketing

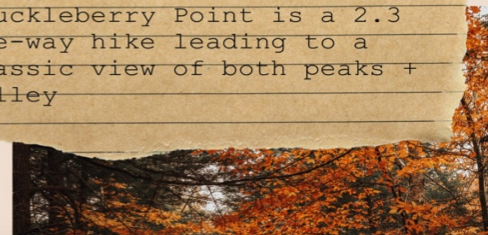


Checking In ::
Deer Mountain Inn,
Tannersville, NY



Take the trail less traveled

- Diamond Notch Falls is a quick .8 hike [and far quieter than Kaaterskill Falls]
- Huckleberry Point is a 2.3 one-way hike leading to a classic view of both peaks + valley



Influencer Marketing

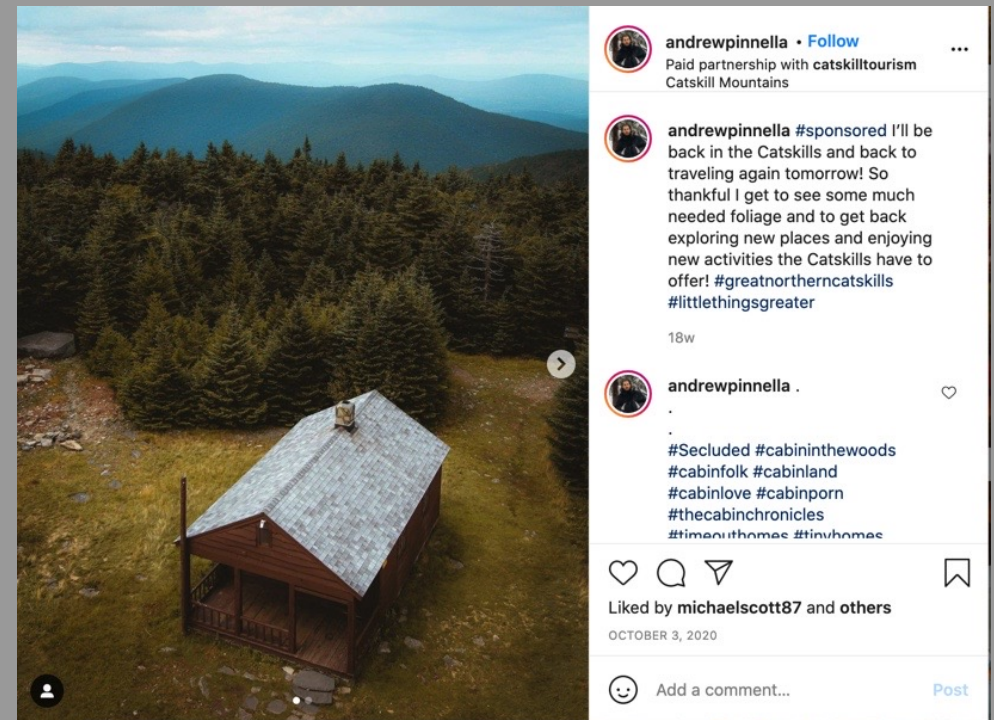


The Story garnered 1,160 views with a completion rate of 80%, indicating a high interest in Andrew's in-situation content and storytelling.

@AndrewPinella was tasked with showcasing the wild beauty of the region in autumn, capturing the landscape and a few key attractions while conveying a sense of distance and space to users.

His activation resulted in three Instagram posts and one Story with 10 frames.

The three carousel posts reached 4,295 users, garnered 4,745 impressions and was share five times. Additionally, 17 users saved Andrew's posts, indicating a desire to revisit his content.



W

Influencer Marketing



@PetiteMarieNYC

Her first activation resulted in two Instagram posts and one Story with 55 frames.

The carousel posts reached 3,661 users, garnered 4,376 impressions and was shared 11 times. Additionally, 16 users saved her post indicated a keen interest in resisting or acting on her content about Greene County.

The Story garnered 11,499 views with a completion rate of 85%, indicating a high interest in Marie's' in-situation content. She is the only influencer we worked with who also retained 100% of her audience during her activation with her story content.





Influencer Marketing

The #LittleThingsGreater Influencer campaign resulted in:

- 7 Instagram Posts

- 33,574 Total Reach
- 39,164 Impressions
- 86 Shares
- 226 Saves
- 171 Profile Visits
- 5,287 Likes
- 185 Comments
- 39 New Followers

- Two blog posts

- One Pinterest Board

- 73 Story Frames

- 25,035 Views
- 91.85% Retention Rate
- 78% Completion Rate*
- 18,403 Impressions
- 25,062 Reach
- 53 Website Clicks

**we are missing one of Jess Olm's completion rates, so this number is a cumulative of three activations, and not representative of the four total activations.*