

CREATIVE CONCEPT

"Journey To Greater"

No one could have predicted the journey we've been on, or the roads we've all had to take. But the journey to better and brighter days isn't ahead of us, it has already begun. We've returned to simple pleasures, a campfire with friends, a road trip to new places, a walk in the woods, and we cherish these experiences in ways we never could before. Whatever comes next, these simple but deeply meaningful experiences will continue to speak to the heart of our adventurous souls. We are explorers returning to the world. And, as always, it is not just about the destination, but the journey. Journey to Greater. The Great Northern Catskills.

Goal:

general awareness with pointed messaging, COVID agnostic, and Safe travel

Tone:

Aspirational, Nostalgic, Compassionate, Forward-Thinking

Tactics:

Video, Print, Paid & Organic Social.



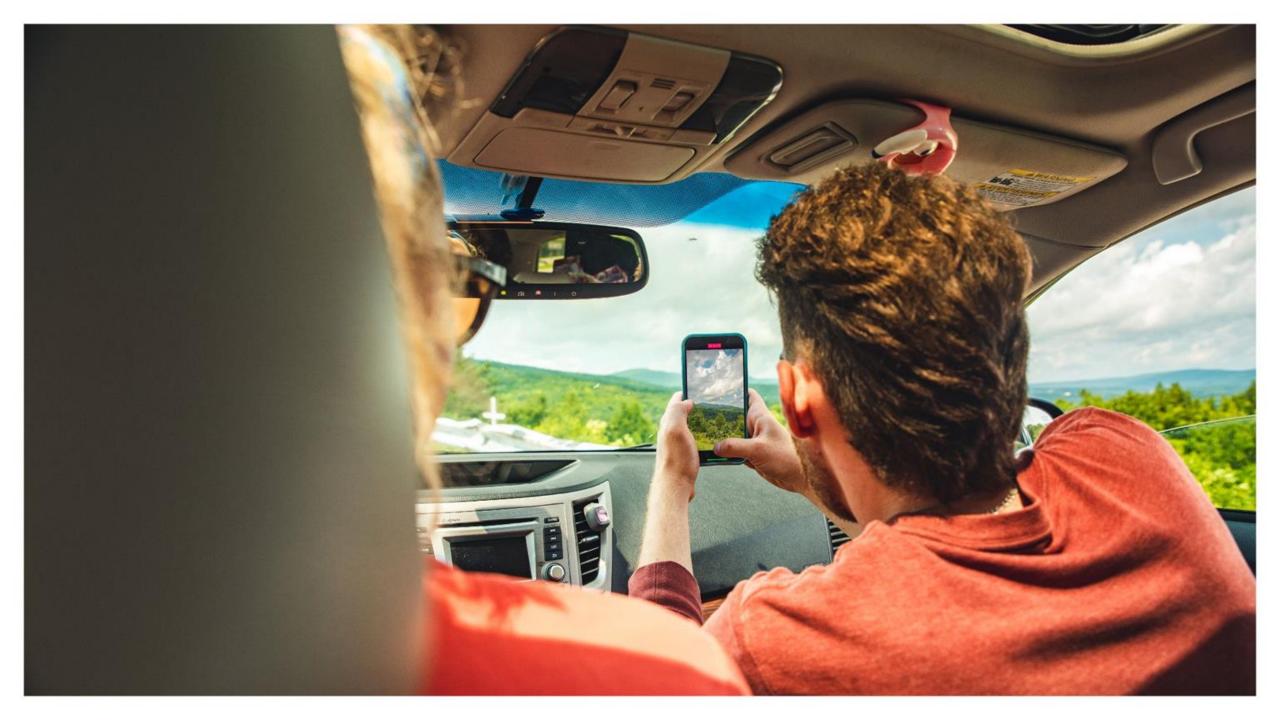
JOURNEY TO GREATER

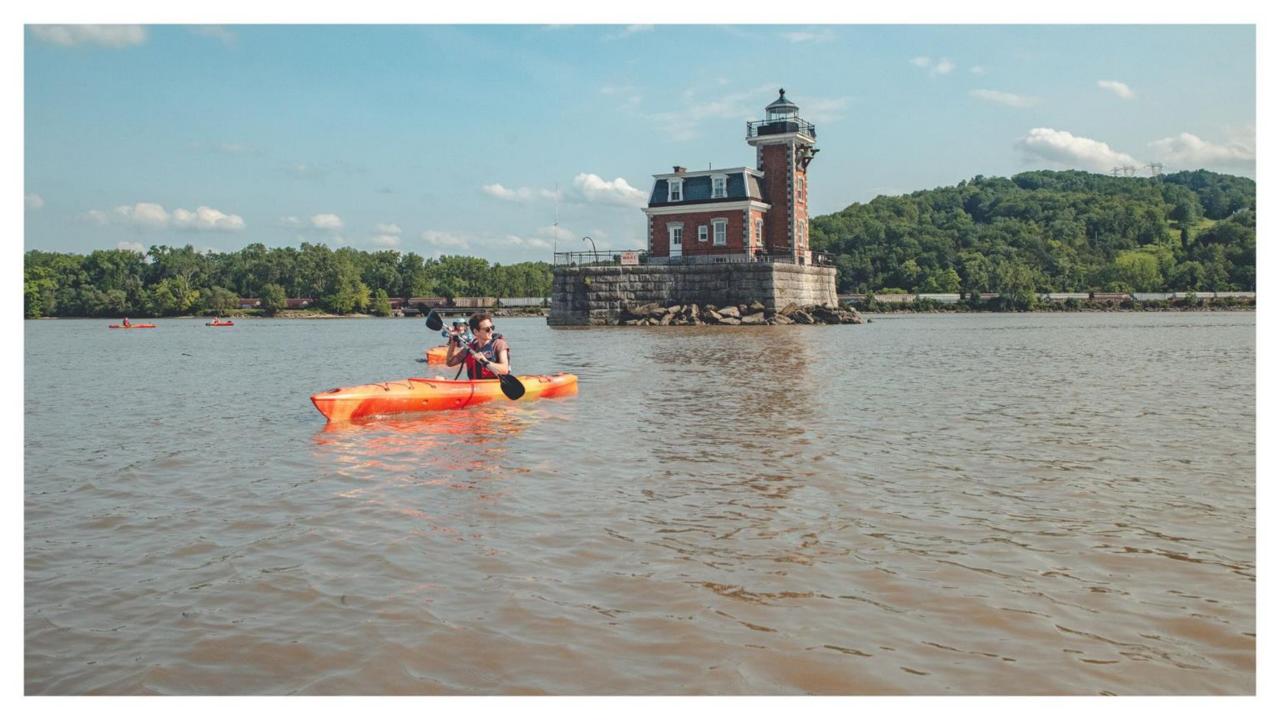
Greene county is perfectly positioned for the road trip traveler, with a great offering of outdoor recreation experiences. We want to highlight those experiences and just as importantly, showcase the beautiful landscapes you're able to enjoy them in.

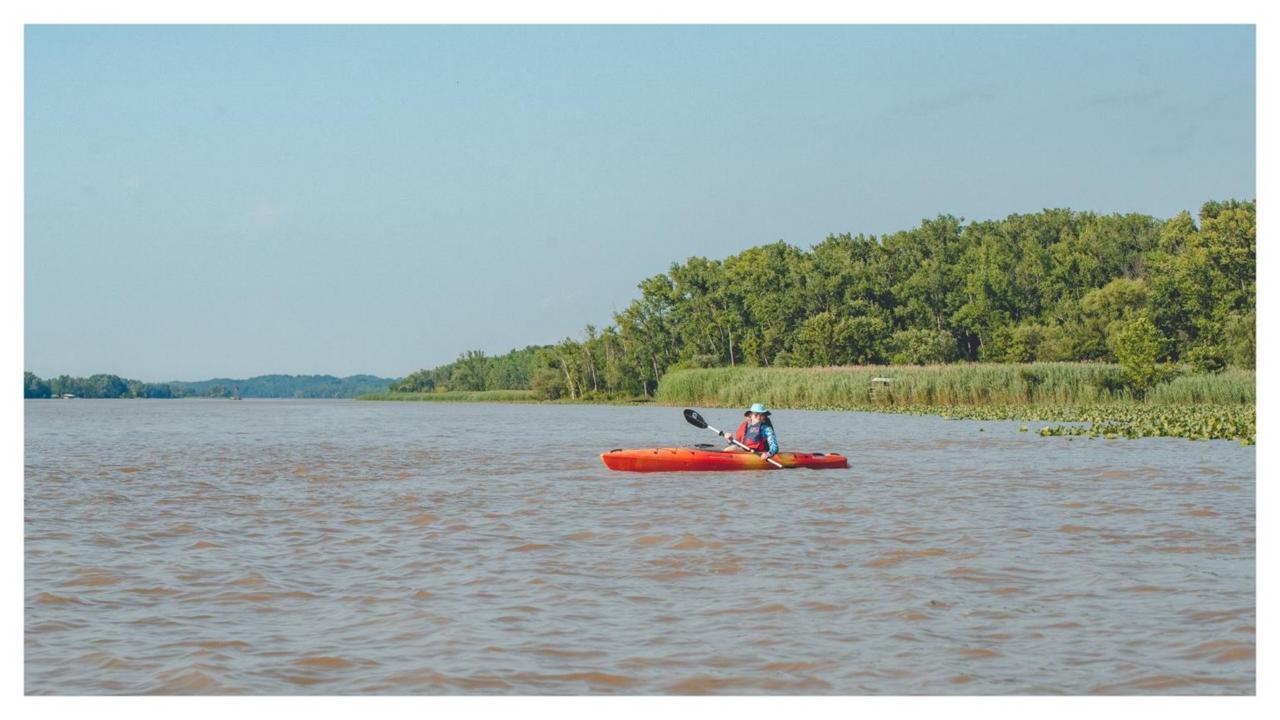


















Tactics

- Paid Media & Print Collateral
- Social Media
- Public Relations
- Email Marketing
- Influencer Marketing
- SEO

Kaaterskill Falls Campaign

Journey to Greater - Experience the Safe Outdoors

PR

- Developed and sent a press release with information on alternative hiking locations, safety precautions, and updated regulations to prevent overcrowding at Kaaterskill Falls
 - Release was picked up by several outlets, featuring the information and interviews with Heather Bagshaw

Email

 Included information about the parking and trail regulations at Kaaterskill Falls in the May e-newsletter

Kaaterskill Falls Campaign Continued

Journey to Greater - Experience the Safe Outdoors

Website Content

- Updated the safety and parking information on the Kaaterskill Falls page
- Updated the waterfall hikes page to include information about crowdedness

Social Media

- Developed and utilized #KeepCatskillsClean and #KeepCatskillsBeautiful on social media
- Also, utilized #LeaveNoTrace
- Created Waterfall Hike Wednesday to show alternative waterfall hike options other than Kaaterskill Falls

Kaaterskill Falls Campaign Continued

Journey to Greater - Experience the Safe Outdoors

Influencer Marketing

- Partnered with @kb.hikes to showcase waterfall and non-waterfall hikes throughout Greene County
- @kb.hikes emphasized the #LeaveNoTrace Principles

Paid Media

- Utilized Kaaterskill Falls and Fawn's Leap ad groups in Google Ads to promote safety messaging and rank with a paid ad for branded searches
- Promoted waterfall hikes for Google Ads for nonbranded waterfall searches
- Featured alternative waterfall hikes through NYup print ad, advertorial, and digital ads, as well as a NY Family and Westchester Family print ad

Paid Media

Paid media efforts in 2021 have centered around the Journey to Greater campaign.

Tactics

- Paid Social
- Programmatic Display
- Retargeting
- Native Advertising
- Paid Search
- Direct Digital Placements
- Print

Paid Media Performance

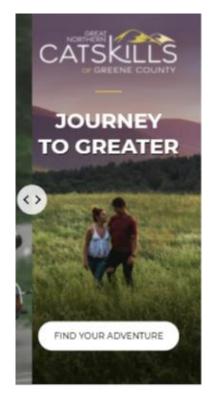
- Paid social served over 4.7 million impressions, over 257,000 clicks, and a CTR of 2.68% which is 198% above the benchmark.
- Programmatic display performed 200% above average and retargeting performed just below the industry benchmark. Both of these campaigns used interactive HTML5 banners which provide the user with engagement opportunities beyond clicks.
- Native advertising has been incorporated for seasonal campaigns with a CTR of 0.18% which is slightly below average

Paid Media Performance

- Paid search served over 4.7 million impressions, over 257,000 clicks. The Attractions and Outdoors campaigns have been the top performers.
- The direct digital placements have included NY
 By Rail email blasts and banner ads, NY Family and
 Westchester Family advertorial and boosted
 Facebook post, Pink Bike banner ads, and
 RoadRUNNER banner ads.
- Print ads include placements in Hudson Valley
 Magazine, Hudson Valley Wine Magazine, NY Family,
 Westchester Family, and RoadRUNNER.

Paid Media - Interactive Banner Ads (Display & Retargeting)



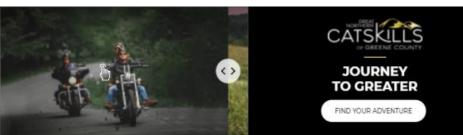








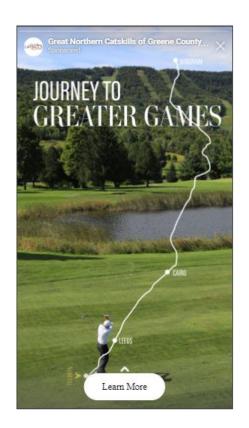






Paid Media - Paid Social & Native Advertising

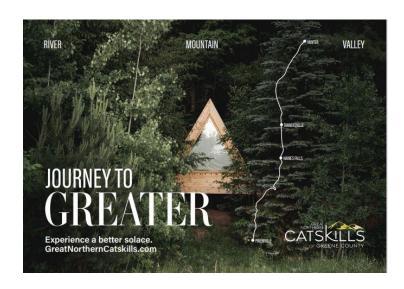








Paid Media - Print Ads









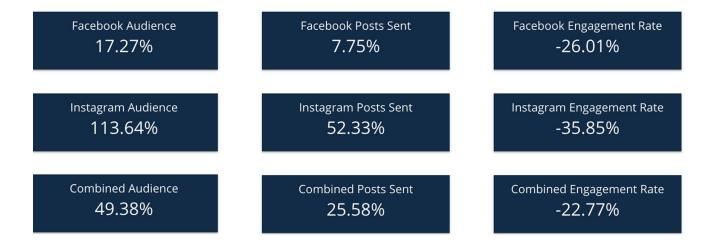


Social Media

Overview

- Our 2021 strategy focuses on continuing to improve overall awareness and consideration of The Great Northern Catskills as a Catskills travel destination and advocacy around the brand.
- Social media KPI's were assigned to these goals and our strategy was refined around tactics to achieve them. We have continued to place specific attention on Instagram using our investment in Crowdriff, along with proactive community engagement, use of stories and using visuals and copy to direct traffic to the website.
- Our social strategy has also supported efforts around Kaaterskill Falls messaging. Specifically seen through an organic social series titled "Waterfall Hike Wednesdays" to run on Instagram and Facebook to encourage visitation to alternative/less crowded waterfall hikes.

Social Media Performance



- Our efforts behind Instagram mentioned above have contributed to substantial growth: 214.9% increase in saves, 136.6% increase in comments, 146.9% increase in shares. Additionally, web traffic from Instagram increased 640.8% which indicates audience trust. This is unique because website clicks on Instagram are not a natural user behavior.
- COVID has changed our Facebook audience user behaviors compared to last year at this time, and they continue to evolve. Pre-COVID, we found our Facebook audience to be resource hungry and sending more web traffic. However we've now shifted to see significantly better engagement on photo and video based posts.

Public Relations

Overview

- Closely followed travel restrictions, COVID-19
 developments, and industry travel news. With travel
 still limited until the spring, we continued to focus
 on outdoor exploration and road trips.
- Launched the Journey to Greater campaign to show the incredible experiences in the Great Northern Catskills, and shared relevant seasonal topics, such as cozy getaways and spring road trips.
- Focused on the Kaaterskill Falls campaign and earned placements in prominent outlets across the region.
- Coordinated media visits and focused on relevant reactive and proactive opportunities.

Public Relations Performance

- Earned more than 25 media placements in top-tier, regional, and online publications. The placements featured in the publications resulted in a total of more than 70 million unique visitors per month (UVPM).
- Referrals from the top 20 placements for GreatNorthernCatskills.com resulted in 4,599 sessions for January-June 2021.
- Some of the top placements include: Northeast AAA Magazine, Travel + Leisure, Trip Savvy, Thrillist, Hudson Valley Magazine, and the Tlmes Union.

Email Marketing

- Developed and sent six emails
- Average open rate: 17.69%. May's email about food in Greene County had the highest open rate at 22.26%.
- April's email about spring road trips had the highest click-to-open rate at 10.76%.
- 1,527 sessions to GreatNorthernCatskills.com from emails. The April email had the highest number of sessions with 447.
- Average session duration: 1 minute, 45 seconds;
 Average 2.14 pages per session.
- "Find Restaurants" in the January email about Takeout Month in February had the most unique clicks with 125.

Influencer Marketing

- We partnered with @kb.hikes (Karina Benninger) in early June to highlight the exceptional hiking options in the Great Northern Catskills, focusing on the Journey to Greater experience—greater hikes, greater food, greater adventure.
- @kb.hikes followed the theme "Experience the Safe
 Outdoors" to show the ways you can explore
 outdoors safely. This theme was developed as part of
 the Kaaterskill Falls campaign. We created
 #KeepCatskillsClean and #KeepCatskillsBeautiful for
 the campaign. Karina used these hashtags, along
 with #JourneyToGreater, #LeaveNoTrace, and
 #GreatNorthernCatskills, when relevant.

Influencer Marketing

- Karina's activation resulted in six Instagram posts, five Instagram stories posted in real-time, and an image library.
- The six Instagram posts, some of which were carousel posts, reached 8,568 users (an average of 1,428 per post) and garnered 10,356 impressions (an average of 1,726 per post). Overall, the posts were shared 25 times. In addition, 25 users saved Karina's posts and many users commented on her posts with questions about hikes or indicating they'd like to hike in that respective location.
- The five Instagram stories garned 10,764 views with an average completion rate of 64.13 percent and an average retention rate of 97.02 percent.

Organic Search

In 2021, the Journey to Greater campaign has been overall successful along with strong organic search and website performance

Results

- Pageviews have increased by 484,743
- Outdoors, Attractions, Camping, an Arts & Culture pages have improved for pageviews and website entrances
- All seasonal pages have have an increased number of organic entrances
- E-newsletter signups have improved 31% and travel guide downloads have increased 163%
- Sessions, pages viewed per session, users, pageviews, and bounce rate have all improved

THANK YOU