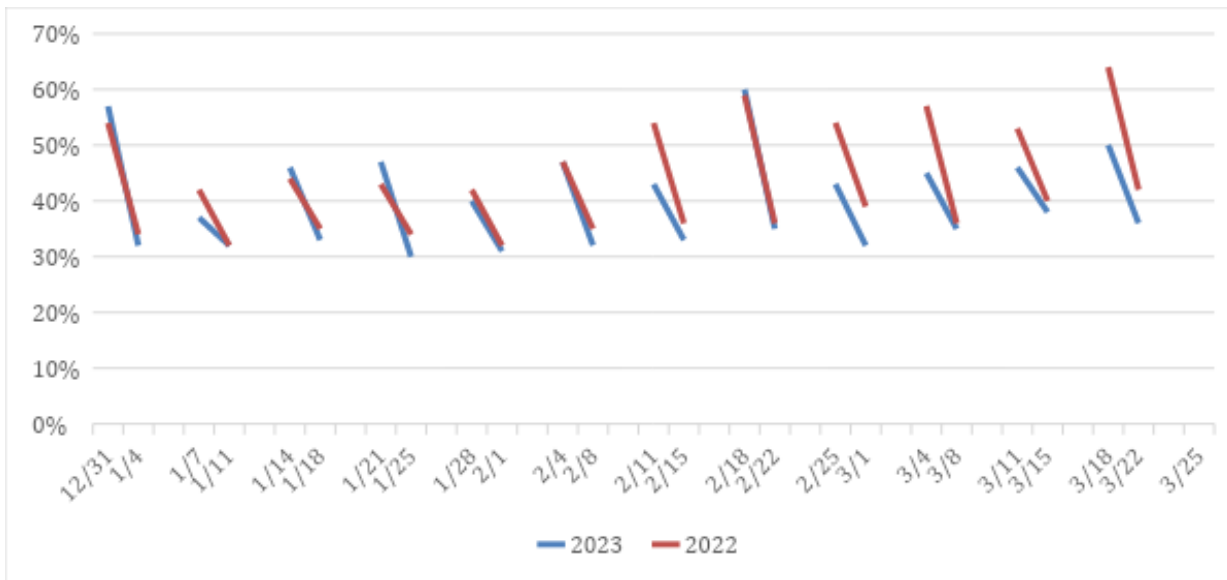




FY 2023 Third Quarter Marketing Report January 1 – March 31, 2023

Hotel Occupancy in Sussex County



Weekly Call-Arounds:

Saturday Mean Average Occupancy.....47.1% ↓ **4.8% from Last Year**
 Wednesday Mean Average Occupancy.....33.3% ↓ **2.6% from Last Year**

STR Data – Multiple Set Destination Report for Delaware Counties and SDT Competitive Locations

Current Month - February 2023 vs February 2022												
	Occ %		ADR		RevPAR		Percent Change from February 2022					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	46.2	44.8	104.60	101.17	48.28	45.32	3.0	3.4	6.5	8.9	2.2	5.3
New Castle County, DE	56.0	54.7	119.78	107.10	67.11	58.58	2.4	11.8	14.6	18.9	3.8	6.4
Kent County, DE	45.7	50.9	104.53	100.03	47.77	50.91	-10.2	4.5	-6.2	-6.2	0.0	-10.2
Outer Banks, NC+	48.1	42.0	104.46	103.27	50.20	43.42	14.3	1.1	15.6	10.9	-4.1	9.6
Jersey Shore+	43.2	38.7	116.69	115.84	50.45	44.88	11.6	0.7	12.4	13.1	0.6	12.3
Ocean City MD+	36.1	34.4	109.41	103.29	39.54	35.53	5.1	5.9	11.3	5.5	-5.2	-0.4
Virginia Beach	49.1	47.3	110.64	105.29	54.34	49.77	3.9	5.1	9.2	15.0	5.3	9.4

Current Month - January 2023 vs January 2022												
	Occ %		ADR		RevPAR		Percent Change from January 2022					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	39.2	37.4	101.21	92.99	39.71	34.75	5.0	8.8	14.3	20.2	5.2	10.4
New Castle County, DE	47.5	43.0	113.26	97.77	53.76	42.07	10.3	15.8	27.8	32.7	3.8	14.5
Kent County, DE	38.8	40.7	101.60	95.09	39.38	38.72	-4.8	6.8	1.7	1.7	0.0	-4.8
Outer Banks, NC+	38.4	29.8	96.82	95.62	37.17	28.52	28.7	1.3	30.3	25.2	-4.0	23.6
Jersey Shore+	37.8	31.2	112.87	106.48	42.63	33.24	21.0	6.0	28.3	29.0	0.6	21.7
Ocean City MD+	26.7	23.2	91.71	87.52	24.51	20.32	15.1	4.8	20.6	20.5	-0.1	15.0
Virginia Beach	39.1	35.2	102.26	94.26	40.01	33.17	11.2	8.5	20.6	25.4	4.0	15.6

Current Month - December 2022 vs December 2021												
	Occ %		ADR		RevPAR		Percent Change from December 2021					
	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	40.5	43.2	103.97	103.07	42.14	44.55	-6.2	0.9	-5.4	-2.6	3.0	-3.5
New Castle County, DE	48.4	49.7	116.70	108.60	56.51	54.03	-2.7	7.5	4.6	8.6	3.8	1.1
Kent County, DE	38.0	42.0	102.81	95.39	39.10	40.11	-9.6	7.8	-2.5	-2.5	0.0	-9.6
Outer Banks, NC+	33.4	31.0	100.91	103.98	33.71	32.28	7.6	-2.9	4.4	0.7	-3.6	3.7
Jersey Shore+	42.6	35.7	114.40	111.17	48.78	39.71	19.4	2.9	22.9	23.8	0.8	20.3
Ocean City MD+	31.0	31.1	111.81	97.85	34.71	30.43	-0.2	14.3	14.1	12.9	-1.0	-1.2
Virginia Beach	41.6	44.1	104.73	100.27	43.55	44.19	-5.6	4.5	-1.4	1.8	3.3	-2.5

PAT Revenue

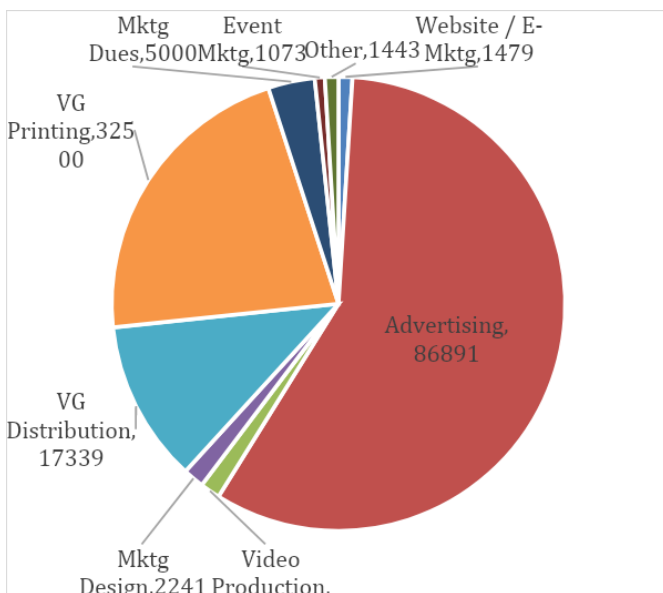
Q3 2023
\$137,699

Q3 2022
\$146,222

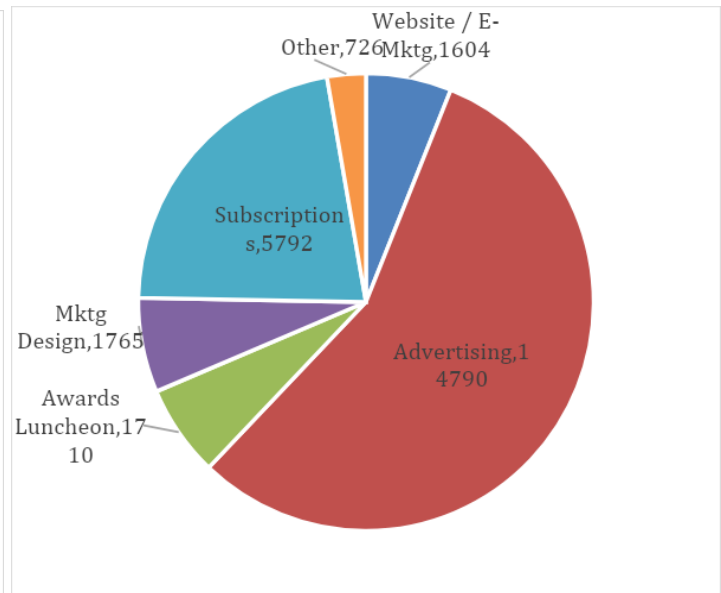
↓ 5.8% from Last Year

Marketing Expense Breakdown

Q3 FY 23



Q3 FY 22



Advertising Results

Adara Digital Tracking Report

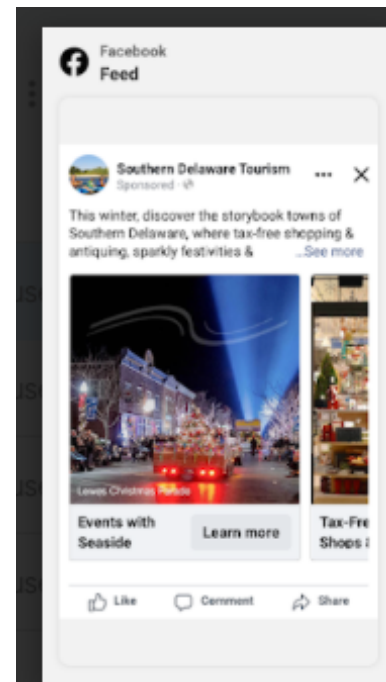
Campaign/Run Dates – January-February, March 2023

	Impression s	Unique s	Hotel Searches	Hotel Bookings
AAA World	2,744,001	14,450	45	1
Paid Facebook newsfeed & promoted posts	445	410	0	0
Effectv*	228,500	22,199	38	2
Miles Programmatic	2,081,264	589,416	2,132	47
Accommodations Click Trackers on SDT's Website	4,925	3,136	45	1

*March only



Broad Creek



Insights into the Winter and Early Spring 2023 Social and Digital Campaigns

January (ran social ads only)

META (Paid FB & Instagram Ads)

Spend.....	\$3,433.37
Landing Page Views.....	14,002
Cost per Landing Page View.....	\$.25
Clickthrough rate / clicks ÷ impressions (CTR).....	3.9%

- Top performing ad was Fire and Ice Static Image
- Top cities for link clicks
 - Philadelphia (5,931)
 - Baltimore (2,291)
 - Washington (1,829)
- Females 55+ had the most Landing Page Views

-

February (Programmatic and Meta)

-

Standard Display Ads

Spend.....	\$3,345.81
Impressions.....	773,823
Cost per mille/thousand impressions (CPM).....	\$ 4.32
Clicks.....	1,202
Clickthrough rate / clicks ÷ impressions (CTR).....	0.137%
Cost per click (CPC).....	\$2.78

Native Unit Ads

Spend.....	\$4,227.73
Impressions.....	78,453
Cost per mille/thousand impressions (CPM).....	\$6.23
Clicks.....	943
Clickthrough rate / clicks ÷ impressions (CTR).....	0.106%
Cost per click (CPC).....	\$4.48

META (Paid FB & Instagram Ads)

Spend.....	\$6,229.32
Landing Page Views.....	8,789
Cost per Landing Page View.....	\$.71
CTR.....	1.9% (above the travel industry benchmark of 1%)

- Adults 65+ accounted for 55% of the Landing Page views
- The top performing ad was the carousel ad
- The top cities for link clicks:
 - Philadelphia (4,849)
 - New York (3,863)
 - Washington DC (2,107)

March (Programmatic and Social)

-
Standard Display Ads
Spend.....\$4,056.02
Impressions.....856,118
Cost per mille/thousand impressions (CPM).....\$4.69
Clicks.....1,757
Clickthrough rate / clicks ÷ impressions.....0.17%
Cost per click (CPC).....\$2.31

Native Unit Ads
Spend.....\$5,451.96
Impressions.....803,678
Cost per mille/thousand impressions (CPM).....\$6.78
Clicks.....1,234
Clickthrough rate / clicks ÷ impressions (CTR).....0.13%
Cost per click (CPC).....\$4.42

META (Paid FB & Instagram Ads)
Spend.....\$6,500
Landing Page Views.....9,336
Cost per Landing Page View.....\$.72
CTR.....2.12% (double the industry benchmark)

- Adults 65+ accounted for 45% of the Landing Page views
- The top performing ad was the carousel ad
- The top cities for link clicks:
 - Philadelphia (5,087)
 - New York (4,306)
 - Washington DC (2,535)

Top Five Landing Pages on SDT's Website

January 2023	February 2023	March 2023
1. Where to Stay (Hotels)	1. Pet Friendly	1. Pet Friendly
2. SDT Photo Contest	2. SDT Photo Contest	2. SDT Photo Contest
3. Food & Drink	3. Breweries, Wineries & Distilleries	3. Cape Henlopen State Park
4. Pet Friendly	4. Nature & Beach Cams	4. Food & Drink
5. Culinary Tours, Classes & Events	5. Valentine's Day in Southern Delaware (Blog)	5. Our Towns

Top 15 Referring Websites

1. Facebook
2. SDT eScapes Newsletter
3. Instagram
4. VisitDelaware.com
5. SussexCountyDE.gov
6. PhotoContestInsider.com
7. DeepBranchCampground.com
8. Admiralonbaltimore.com
9. ArlingtonMagazine.com
10. BuzztheBeach.com
11. Lens.google.com (Google photo search)
12. WorldTravelling.com
13. LewesChamber.com
14. Msn.com
15. FoodsintheHouse.com

Reader Response/Leads

<i>Publication</i>	Q3 2023	Q3 2022
Compass Family Travel	299	326
AAA	25	19
SDT Website Visitor Guide Orders	174	144

Public Relations

This quarter's SDT publicity value is nearly \$39,000, more than twice last quarter's figure. We now have three quarters of reports using the Muck Rack platform, which, after the next quarter, will have provided us with the baseline we need for comparison for all future reporting with this new platform.

This quarter we assisted multiple writers and responded to a variety of media queries including Getaway Mavens, Pride Journeys, Essentially America, Mein Amerika, Delaware State News, News Journal, Washingtonian, Travels with Darley, Mid-Atlantic Events, Sports Events Magazine, FamilyTravelsUSA, Recreation News, and others.

Additional SDT publications this quarter included monthly eScapes newsletters and our quarterly Connections partner newsletter. We created and distributed three press releases this quarter:

1. Culinary Coast Chef release about Hari Cameron and Dru Tevas' television appearances
2. Our annual What's New in Southern Delaware in 2023 release
3. Release announcing the winners of our 2023 Photo Contest

Social Media

Social Media

Over the past quarter, SDT added 668 Facebook fans which now number 15,260 and 496 more people now follow our Facebook (total now is 16,787). Our Facebook page reach for the quarter was 1,153,567. Our @VisitSouthDel Instagram has added 219 followers over the last three months, and our reach was 55,606. Our Instagram focusing on the Culinary Coast scene, @CulinaryCoastDE, continues to grow slowly, adding only 16 followers this quarter for a current total of 1,019. This is likely due to changing algorithms. Engagement numbers continue to be good and improving across all social media platforms.

Social media and website initiatives this quarter continued to focus on compiling, creating, and sharing content, blog posts and videos highlighting events, our Bike and Stay program, our Paddle and Stay program, holiday magic in Southern Delaware, disseminating our eScapes newsletters, and sharing appropriate partner content regarding events and offerings.

Our 2023 Photo Contest ended on March 24, resulting in an additional 230 photos added to our media galleries.

Tina attended the Del Tech Social Media Conference in March.

SDT Webinars and Workshops

SDT presented a Marketing Webinar on March 14th highlighting multiple ways our county tourism partners can benefit from working with SDT. Content included travel trends, SDT co-op advertising opportunities, press inclusion and SDT's new online Marketing Toolkit for Partners. 48 partners attended and to date, SDT has confirmed 17 co-op partners for Spring and Summer 2023 advertising.

SDT presented a workshop on February 16th focusing on its SouthDel Sidekick Free Mobile App. 23 partners attended including chamber of commerce representatives and hotel representatives. Content included ways to integrate your guest offerings on the app and how your business and guests can benefit. To date, SDT has 16 hotels built-in on the app and reaching out to more as well as area businesses.

New SDT Marketing Specialist Hire – Welcome Christopher Cazares!

Morgan Lacy-Adams moved to New Jersey and her last day at SDT was March 10th. As a result, SDT has hired Chris Cazares as its new Marketing Specialist and his first day on the job was April 10th. Chris was a highly qualified candidate and hails from Seaford, DE. He achieved a Bachelor of Science in Marketing from Salisbury University with an Associates Degree in Business Administration from Delaware Technical Community College. The SDT team is excited to welcome Chris and he is off and running starting with website CMS training this past week.