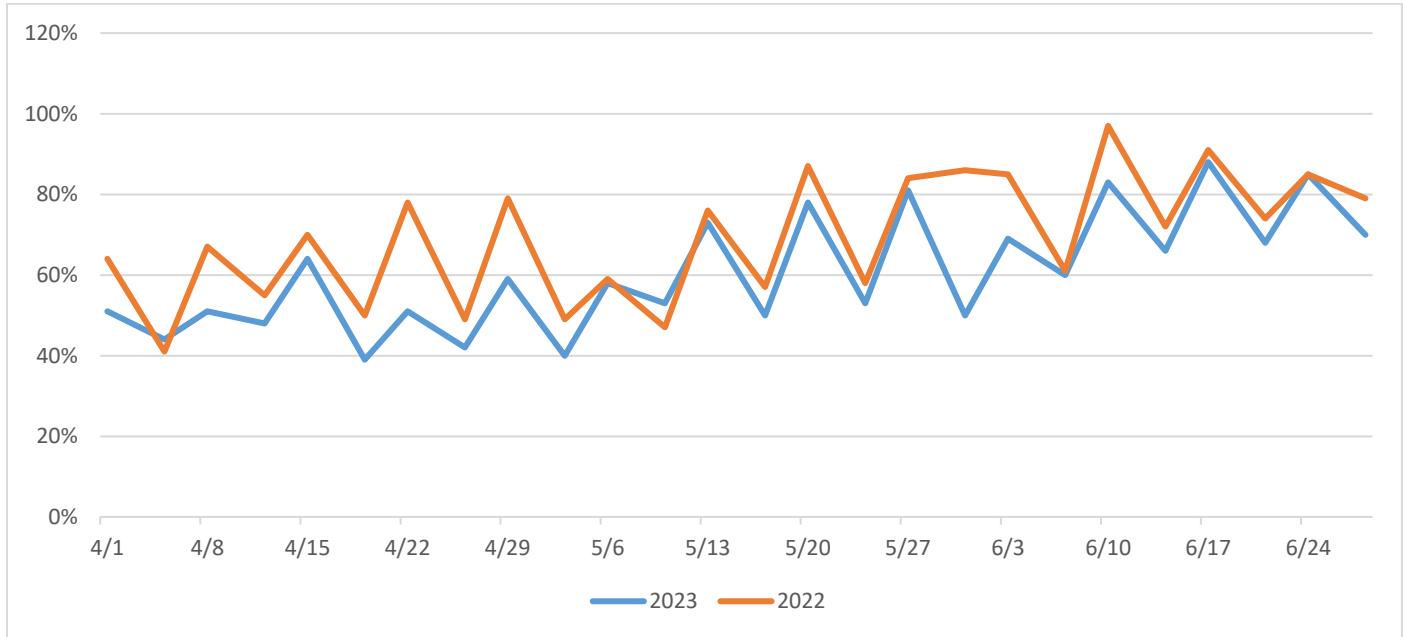




FY 2023 Fourth Quarter Marketing Report April 1 – June 30, 2023

Hotel Occupancy in Sussex County



Weekly Call-Arounds:

Wednesday Mean Average Occupancy.....50.2% ↓ 9.3% from Last Year
 Saturday Mean Average Occupancy.....68.5% ↓ 10.1% from Last Year

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

Current Month - June 2023 vs June 2022												
	Occ %		ADR		RevPAR		Percent Change from June 2022					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	67.7	72.0	202.20	205.96	136.94	148.23	-5.9	-1.8	-7.6	-6.0	1.7	-4.3
New Castle County, DE	64.4	66.9	144.10	132.06	92.78	88.28	-3.7	9.1	5.1	10.9	5.5	1.7
Kent County, DE	61.9	62.7	158.21	157.89	97.97	99.05	-1.3	0.2	-1.1	-1.1	0.0	-1.3
Outer Banks, NC+	71.4	73.8	214.41	221.66	153.12	163.52	-3.2	-3.3	-6.4	-6.6	-0.3	-3.4
Jersey Shore+	61.5	60.9	156.06	158.16	95.94	96.38	0.9	-1.3	-0.5	0.1	0.5	1.4
Ocean City MD+	67.4	69.2	232.35	239.66	156.54	165.81	-2.6	-3.1	-5.6	-5.7	-0.1	-2.7
Virginia Beach	74.2	75.4	210.17	206.13	156.04	155.40	-1.5	2.0	0.4	2.9	2.5	0.9

Current Month - May 2023 vs May 2022												
	Occ %		ADR		RevPAR		Percent Change from May 2022					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	57.9	59.5	155.81	160.06	90.17	95.31	-2.8	-2.7	-5.4	-3.7	1.8	-1.1
New Castle County, DE	64.0	64.7	139.75	133.20	89.45	86.18	-1.1	4.9	3.8	9.5	5.5	4.4
Kent County, DE	53.9	57.0	128.08	134.53	68.99	76.65	-5.5	-4.8	-10.0	-10.0	0.0	-5.5
Outer Banks, NC+	62.8	61.4	174.23	181.30	109.47	111.39	2.3	-3.9	-1.7	-4.6	-2.9	-0.7
Jersey Shore+	53.1	50.2	144.68	148.84	76.83	74.74	5.8	-2.8	2.8	2.9	0.1	5.9
Ocean City MD+	51.1	51.9	156.02	159.47	79.73	82.80	-1.6	-2.2	-3.7	-3.8	-0.1	-1.7
Virginia Beach	62.9	65.2	160.47	162.09	100.93	105.70	-3.5	-1.0	-4.5	-2.1	2.6	-1.1

Current Month - April 2023 vs April 2022												
	Occ %		ADR		RevPAR		Percent Change from April 2022					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Sussex County, DE	58.1	59.7	133.25	135.27	77.48	80.79	-2.6	-1.5	-4.1	-2.3	1.9	-0.8
New Castle County, DE	66.4	67.1	129.30	120.75	85.84	81.06	-1.1	7.1	5.9	10.0	3.9	2.8
Kent County, DE	55.0	59.2	143.25	133.57	78.79	79.06	-7.1	7.2	-0.3	-0.3	0.0	-7.1
Outer Banks, NC+	63.1	64.6	151.81	153.94	95.73	99.45	-2.4	-1.4	-3.7	-6.5	-2.9	-5.2
Jersey Shore+	49.3	49.8	125.88	131.07	62.01	65.33	-1.2	-4.0	-5.1	-5.1	-0.0	-1.2
Ocean City MD+	48.3	49.9	119.85	123.31	57.90	61.53	-3.2	-2.8	-5.9	-7.9	-2.2	-5.3
Virginia Beach	64.6	64.0	156.66	143.97	101.21	92.15	0.9	8.8	9.8	12.7	2.6	3.5

PAT Revenue

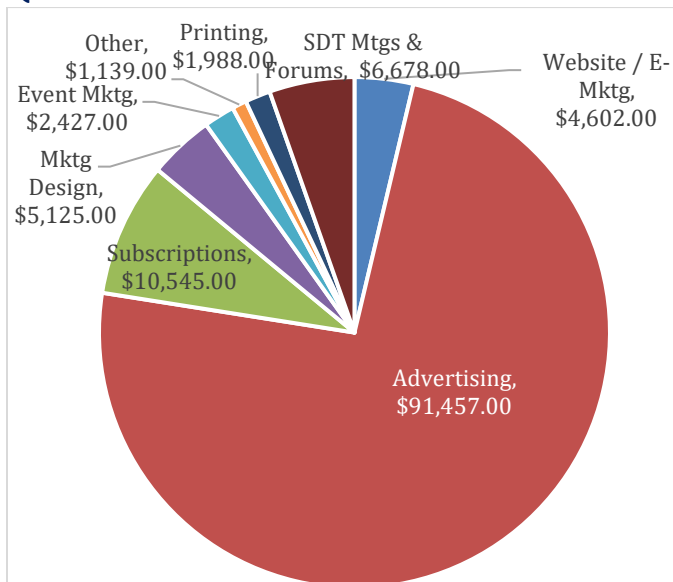
Q4 2023
\$164,498

Q4 2022
\$178,137

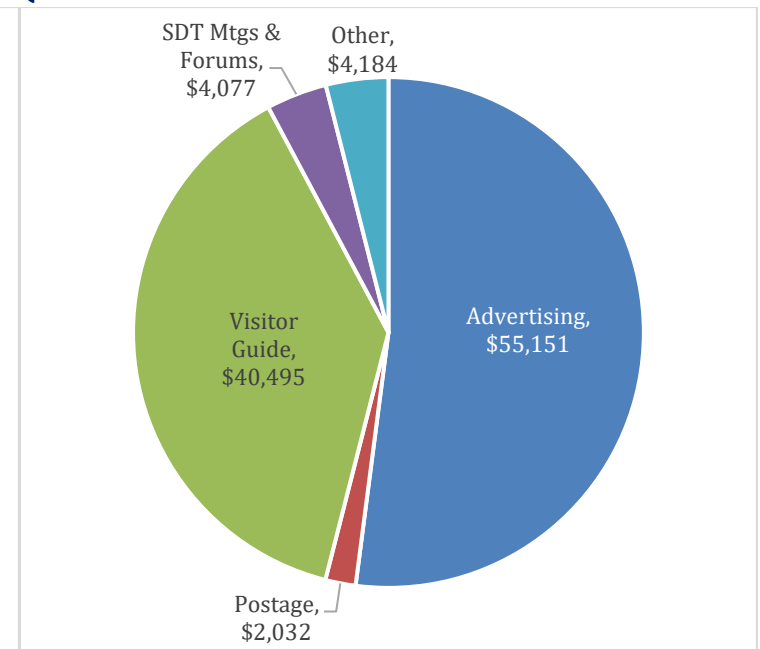
↓ 7.6% from Last Year

Marketing Expense Breakdown

Q4 FY 23



Q4 FY 22



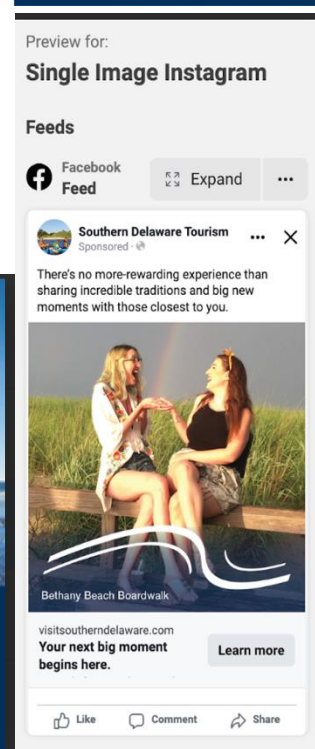
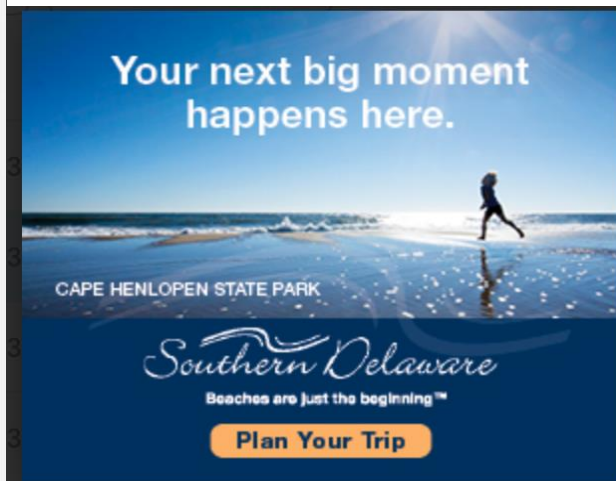
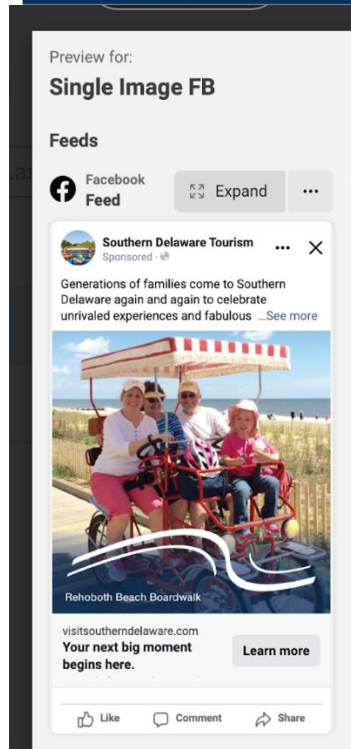
Advertising Results

Adara Digital Tracking Report

Campaign/Run Dates – April, May, June 2023

	Impressions	Uniques	Hotel Searches	Hotel Bookings
AAA World	1,375,564	6507	12	0
Paid Facebook newsfeed & promoted posts	2,080	1,027	11	0
Effectv	737,441	98,134	94	1
Edible Philly	9,784	2,915	1	0
Military Times	280,457	59,865	36	1
Northern Virginia Magazine (May)	132,231	33,738	93	2
Miles Coop (May)	1,337,921	562,380	706	27
Miles Programmatic / Paid Social Media	5,215,351	5,006,094	645	40
Accommodations Click Trackers on SDT's Website	5,182	4,172	90	2

Sample ADs:



Insights into the Spring 2023 Social and Digital Campaigns

Glossary

eCPM-Effective Cost per Million

CTR- Click Through Rates (clicks/impressions)

eCPC- Effective Cost per Click

CLPV – Cost/landing page view

April 2023

<u>NATIVE</u>	<u>DISPLAY</u>	<u>META (FB & IG)</u>
Spend: \$ 5,917.51	Spend: \$4,377.37	Landing Page Views: 9,563
Impressions: 1,050,600	Impressions: 736,753	C/LPV: \$.67
eCPM: \$5.63	eCPM: \$5.94	CTR was 1.92%
Clicks: 2,002	Clicks: 1,899	*
CTR: 0.19%	CTR: 0.26%	
eCPC: \$2.96	eCPC: \$2.31	

* Women 55+ accounted for 50% of the Landing Page Views

Top Cities for Link Clicks:

New York (4,817)

Philadelphia (4,516)

Washington (2,487)

The top performing ad was the Carousel ad

May 2023

<u>NATIVE</u>	<u>DISPLAY</u>	<u>META (FB & IG)</u>
Spend: \$ 6,210.80	Spend: \$4,550.42	Landing Page Views: 8,304
Impressions: 1,167,250	Impressions: 735,144	C/LPV: \$.75
eCPM: \$5.32	eCPM: \$6.19	CTR was 2.67%
Clicks: 2,366	Clicks: 2,016	*
CTR: 0.20%	CTR: 0.27%	
eCPC: \$2.63	eCPC: \$2.26	

* Women 65+ accounted for 52% of the Landing Page Views

Top Cities for Link Clicks:

New York (4,932)

Philadelphia (3,384)

Washington (2,215)

The top performing ad was the Single Image ad on Facebook.

Engagement rate: 1.49% [Benchmark is between 1%-2%]

June 2023

<u>NATIVE</u>	<u>DISPLAY</u>	<u>META (FB & IG)</u>
Spend: \$ 4,807.02	Spend: \$3,390.31	Landing Page Views: 8,056
Impressions: 975,934	Impressions: 575,786	C/LPV: \$.80
eCPM: \$4.93	eCPM: \$5.89	CTR was 2.43%
Clicks: 3,163	Clicks: 1,530	*
CTR: 0.32%	CTR: 0.27%	
eCPC: \$1.52	eCPC: \$2.22	

* Women 55+ accounted for 48% of the Landing Page Views

Top Cities for Link Clicks:

New York (4,775)

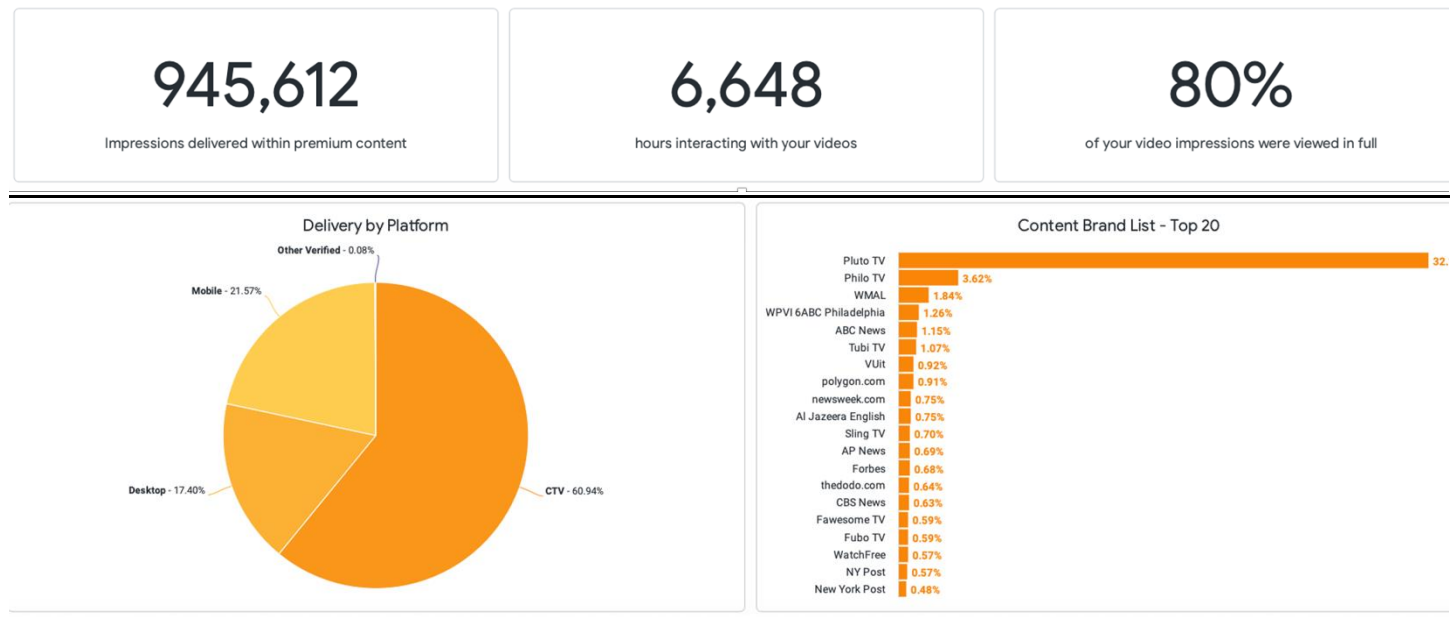
Philadelphia (3,203)

Washington (1,984)

The top performing ad was the Single Image ad on Facebook.

Engagement rate: 1.56% [Benchmark is between 1%-2%]

Streaming Commercials Results on Effectv



As we move into the spring and summer months many viewers are ‘binging’ their favorite shows and catching up on nostalgic favorites. The reporting supports that trend with a large number of impressions being served on the hottest FAST (free ad supported television) platform PLUTO. While the majority of the impressions were also viewed on big screens, it’s nice to see that viewers were streaming on mobile devices and on computers. An amazing 8 out of 10 viewers watched our commercials completely, an impressive number. Given the broad geography, unique target (outdoor enthusiast), and the mix of delivery platforms this campaign can be considered a success from an awareness standpoint. The Southern Delaware Tourism message was delivered on multiple platforms, via different devices, and to the right audience.

Top Five Landing Pages on SDT’s Website

April 2023	May 2023	June 2023
1. Pet Friendly	1. Pet Friendly	1. Pet Friendly
2. Cape Henlopen State Park	2. Cape Henlopen State Park	2. Cape Henlopen State Park
3. DE Beach Cams	3. On-The Beaten Path (Blog)	3. Fabulous Family Attractions (Blog)
4. Event – Rehoboth Beach Gumbo Crawl	4. Our Towns	4. Our Towns
5. Events – Bandstand Schedules	5. Fabulous Family Attractions (Blog)	5. DE Beach Cams

Top 10 Referring Websites

1. Facebook
2. emailstyles.com (Monthly SDT e-Scape Consumer Newsletter)
3. visitdelaware.com
4. bringfido.com
5. newsbreakapp.com
- 6.. admiralonbaltimore.com
7. tigerscroll.com
8. deepbranchcampground.com
9. nydailynews.com
10. sussexcountyde.gov

Reader Response/Leads for SDT Visitor Guides

Publication	Q4 2023	Q4 2022
Compass Family Travel	2,614	3,269
AAA	11	12
SDT Website Visitor Guide Orders	175	117
Southern Living	1,037	--

Public Relations

This quarter's SDT media coverage value is \$2,026,744. See each article in this quarter's Muck Rack Media Coverage Report. We now have four quarters of reports using the Muck Rack platform, which will provide 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. Media our office engaged with this quarter represented publications including Southern Living, Mid Atlantic Events, MSN.com, Savoteur, TimeOut.com, Parade, What the Fab Media, Bethesda Magazine, TravelPulse, TripAdvisor, Recreation News and Arlington Magazine.

Additional initiatives this quarter included monthly eScapes newsletters and our quarterly Connections partner newsletter. Press releases we distributed this quarter included three for events at Fort Miles, one for Paint Laurel, and one for Heirloom Fire at Brittingham Farms. We've continued working closely with Baltz on our Culinary Coast™ promotion, including creating extensive itineraries for two visiting writers. Media coverage attributed to Baltz this quarter includes stories published in Conde Nast Travel, Eater DC, DCist, Northern Virginia Magazine, NBC Washington, and Washingtonian, accounting for \$170,581 of our total media coverage value for the quarter.

Chris attended the MATPRA quarterly meeting in York, PA in June and will be attending the annual MATPRA Marketplace later this month.

Social Media

Over the past quarter, SDT’s Facebook added 420 likes for a current total of 15,680 and 566 Facebook followers for a current total of 17,353. Our Facebook page reach for the quarter was 1,226,836.

Our @VisitSouthDel Instagram has added 217 followers for a net 48 new followers over the last three months for a total of 5,623, and our reach was 70,333.

Our Instagram focusing on the Culinary Coast scene, @CulinaryCoastDE continues to gradually grow, adding 40 followers this quarter for a current total of 1,059.

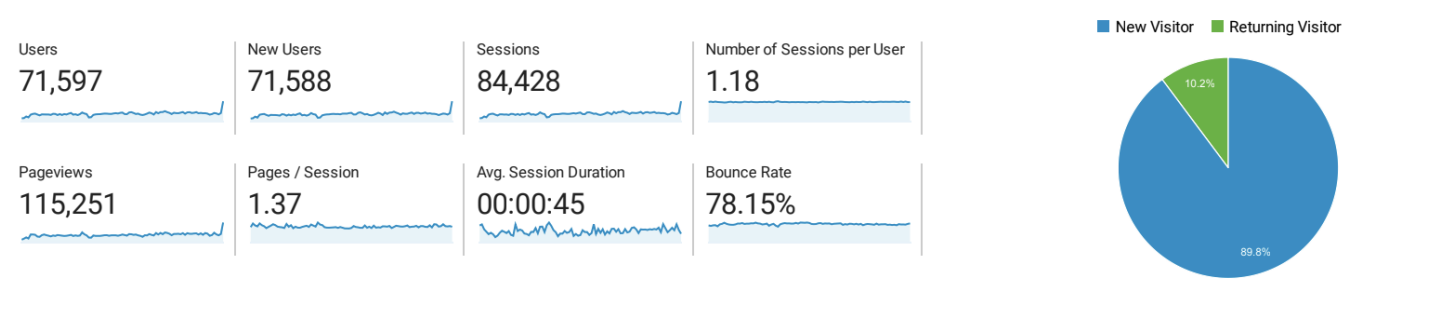
Social media and website initiatives this quarter continued to focus on compiling, creating, and sharing content, blog posts and videos highlighting events, our Bike and Stay program, our Paddle and Stay program, disseminating our eScapes newsletters, and sharing appropriate partner content regarding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

Additionally, Tina has worked with two local partners to produce and promote three blog posts for our website and social media. One is focused on shopping and dining stops along Route 16 for people traveling west to east, another on Sustainable Tourism in Sussex County, and a website devoted to helping locals and visitors learn about Southern Delaware trails and natural areas.

SDT’s SouthDel Sidekick App

Over the past quarter, SouthDel Sidekick has been working on growing its number of participating hotels, businesses, and restaurants. SouthDel Sidekick has also been advertised to consumers at area events, including the Milton Horseshoe Crab and Shorebird Festival, Delaware Super Cup Soccer Tournament and the Lewes Garden Tour.

Current user activity:



This quarter, 4 more hotels have signed up to be on the app’s On-Stay Platform: Microtel Georgetown, Microtel Milford, Microtel Rehoboth Beach, and Hotel Blue.