



A Decade in Review

Over the past decade, our organization, the Sullivan Catskills Visitors Association (SCVA) has made a significant impact on tourism growth in the County and the region. Some of the key areas of growth are:

Milestones	Page
Overview	2
Google Analytics--Website	3
Social Media	4
ENews	6
Branding	6
Membership	7
Numbers- Oxford Study	7

2019 Accomplishments

2019 was a significant year. For two decades we worked with our partners to develop a premier world-class destination—and now we are reaping the rewards for our tenacity, commitment and focused planning. We expect this growth to only increase in 2020 and beyond.

2019 SCVA Accomplishments	Page
Dove Trail	10
Niche Trails	14
Awards & Recognitions	15
Travel Guide	16
Trade Shows	16
Governors Challenge	16
Media Exposure	17
1969 Woodstock Festival	18

2020 and Beyond- Next Steps

Page 19

Overview

We have experienced steady increases in the programmatic areas outlined in this review. Gaining exposure has spearheaded the Sullivan Catskills into one of the fastest growing counties in New York State, leading the way for sustainable development, increased tourism spending and local sales tax—all creating a foundation for a viable future.

Our Strategy for Success:

We are always changing, keeping our programming fresh and innovative. We will work with progressive design teams, PR firms and local, regional, state, national and international partners to strategically build our brand while expanding our profile and reach. We stay ahead by identifying key trends then creating inventive ways to market and develop programming that keep visitors and locals engaged, spend more money and stay longer in our communities.

We also have key Board Members who are experienced in the areas of outdoor adventure, lodging, restaurants, attractions and economic development. They are the strong force behind all our efforts guiding us and setting standards to elevate us as one of the leading Destination Management Organizations in New York.

Our President/CEO is integral to the vitality of our organization. Roberta Byron-Lockwood is widely respected in the tourism industry. Her background is stellar. She brings a rich history of tourism experience and is responsible for marketing, promoting and selling the Sullivan Catskills to the world.

Prior to her tenure at the SCVA, Ms. Byron-Lockwood was the Regional Tourism Director for Central New York, Assistant Deputy Commissioner of Marketing & Advertising for Empire State Development and Tourism Director for “I Love New York.” She was selected as a delegate from New York State at the only White House Tourism Conference under President Bill Clinton, served on the Governor’s Tourism Advisory Board under two governors, is a founder of the New York State Tourism Promotion Agency Council, and hosted 2 Governor’s Catskill Challenges.

Ms. Byron-Lockwood earned a Master’s Degree in Business Administration and Public Administration from SUNY Plattsburgh. Currently, she serves as President of REAP, Rural Economic Area Partnership; Scenic Wild Delaware River; Executive Board Member, Sullivan County Chamber of Commerce; Sullivan County Partnership for Economic Development; New York State Tourism Industry Coalition; and, SUNY Sullivan Curriculum Advisory Board.

A dedicated member of the community, serving as past Chair of WSUL/WVOS Heart-a-Thon, Boys & Girls Club of Sullivan and Orange Counties and Sullivan County Renaissance. Ms. Byron-Lockwood has received over 40 awards in leadership, marketing, and tourism development. These awards include I Love NY Individual Achievement, NYSTIA Excellence in Tourism (3), the SUNY Sullivan Women Who Make a Difference, the Sullivan County Partnership Distinguished Service Award and the 2018 Woman of Distinction Award from State Senator John Bonacic.

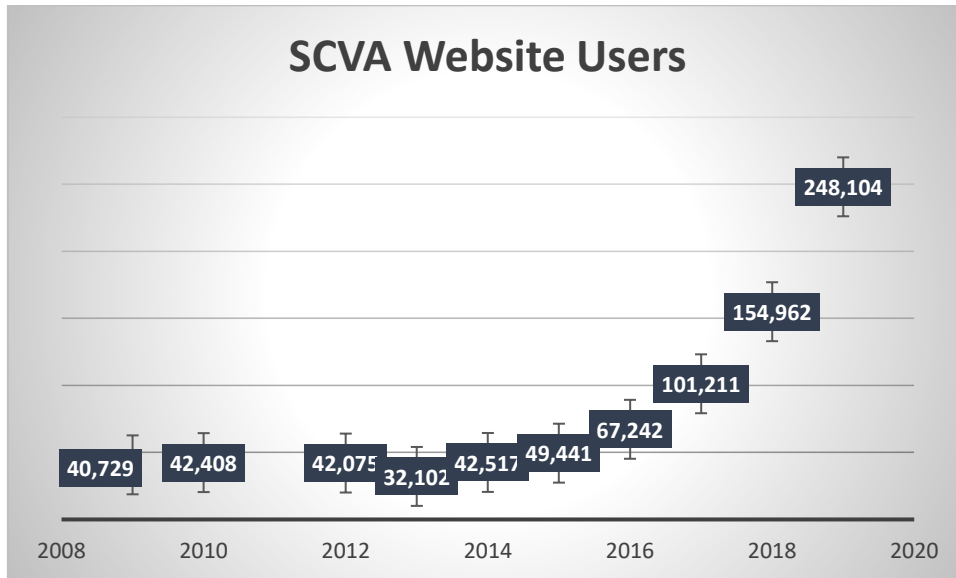
SCVA’s Key Partners

County Legislature
Sullivan County Partnership
Catskills Tourism Region
New York State Tourism Industry Association (NYSTIA)
New Destinations of New York State
New York State Destination Management Organizations
I Love New York USA, Germany, UK/ Ireland, Australia & China
Brand USA

Destination International

Google Analytics--Website

Since 2009, we experienced a 509% growth in website users. This is attributed to our increased digital, print advertisement and TV commercials. The chart below demonstrates our enhanced efforts correlation with the growth of SCVA website users.

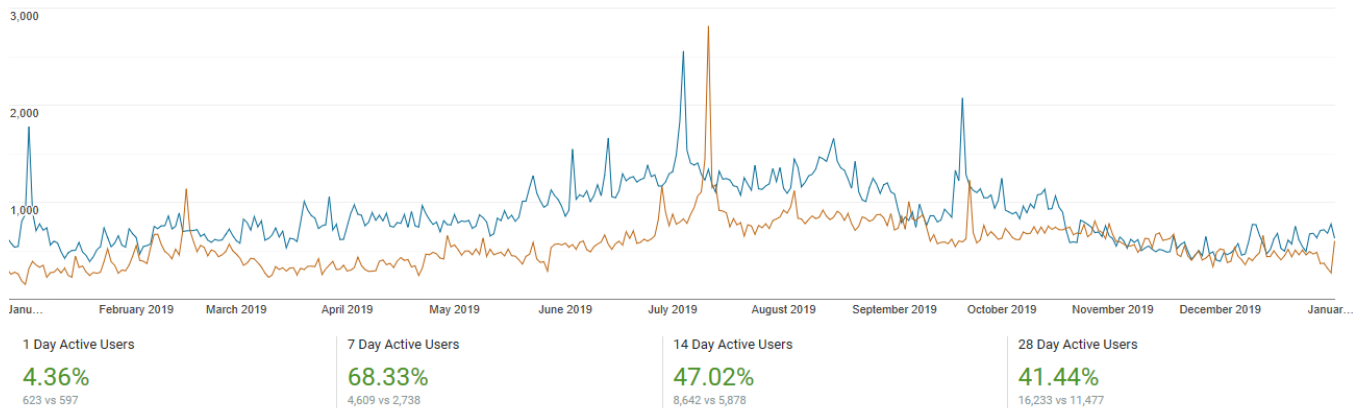


As of December 31st, 2019 our website www.sullivancatskills.com received 650K page views for the year. We also continue to rank high on Google. The following spike in website users for 2019 also correlates to the increase of advertisements—providing a micro look into our ROI for advertisements.

Advertisement Examples



The orange line is 2018 website visitors compared to the blue line which is 2019 website visitors—demonstrating a detailed look that our increased marketing efforts are working. Spikes correlate to specific advertising campaigns.



More and more, website users are utilizing their smart phones to access information on the Internet. We are continuously updating our website content to ensure it is user friendly for all forms of access. The following chart demonstrates that we are keeping up with the trends and creating ease of access for users-- 62% of those who visit our website use mobile devices.

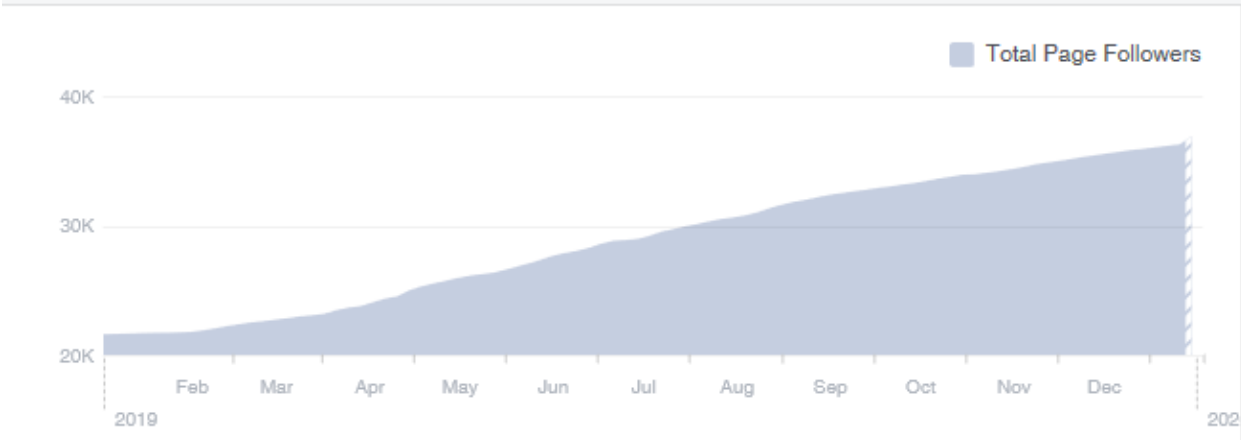


Social Media

The SCVA’s social media is where we stand out above the rest. We are growing our numbers organically to sustainable growth and interest in our destination. Our social following (Facebook, Twitter and Instagram) has grown from 25K in 2018 to 51K in 2019—a **52% increase**. We continue to have the highest social following in the Catskill/Hudson Region. As indicated in the annual report we have had 5000+ social posts and stories published with over 3 million people reached (with 6 million impressions). We keep our posts and stories inspiring, by ensuring we are aware of new events in the Sullivan Catskills and by also providing fresh photos and pictures to keep the viewers engaged. The platform where we have motivated the most viewers is Facebook. In early 2019, we had just over 20k followers. At the end of 2019, we reached 36,895 followers on FB alone. Our total number of followers overall makes the us, the SCVA, a tourism industry influencer. Being a tourism influencer

especially in the tourism industry is profound. Defined by the industry...**“an influencer is one that shares content that inspires, entertains, informs, and connects with its followers. They have a direct line with their audience.”** It has taken hard work and dedication to achieve this level of success. Our team response time to visitor inquiries on social media is less than one hour. Our content is always new and creative. This direct line of communication and fresh content empowers us to generate social conversations, drive engagement, and ultimately, set trends with our viewers.

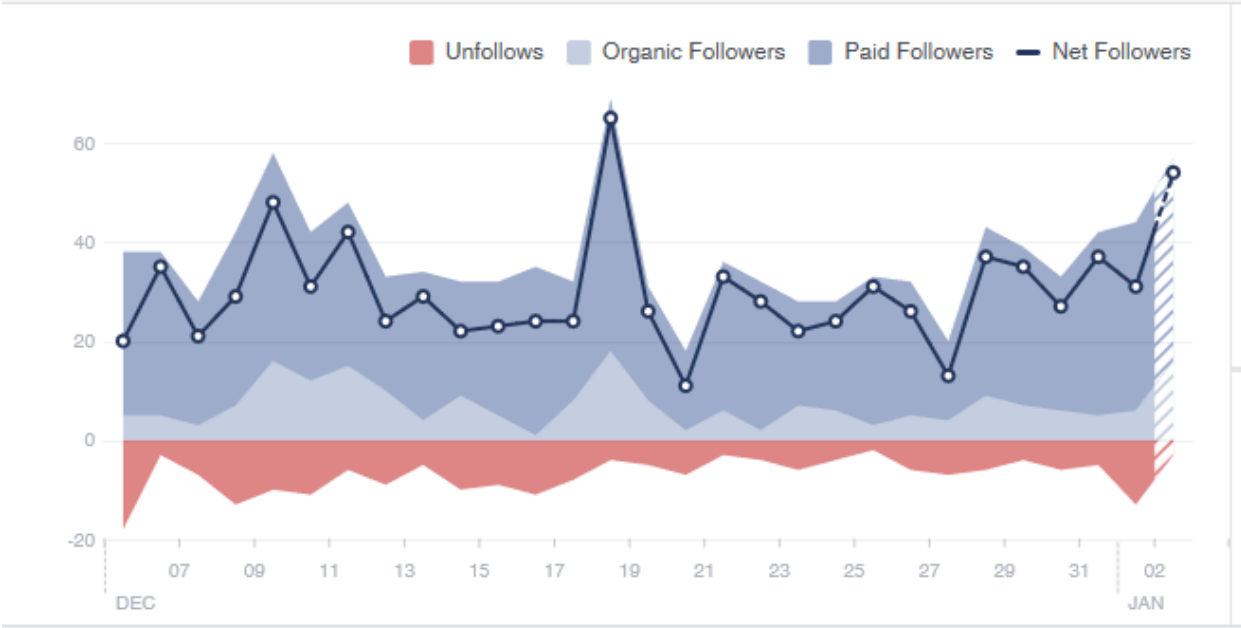
Total Page Followers as of Today: 36,895



Part of our strategy is to push our content through Facebook paid advertisement that expands our reach. The following chart shows the ROI on our investment. Our paid advertisement draws in new audiences bringing further awareness to the Sullivan Catskills.

Net Followers

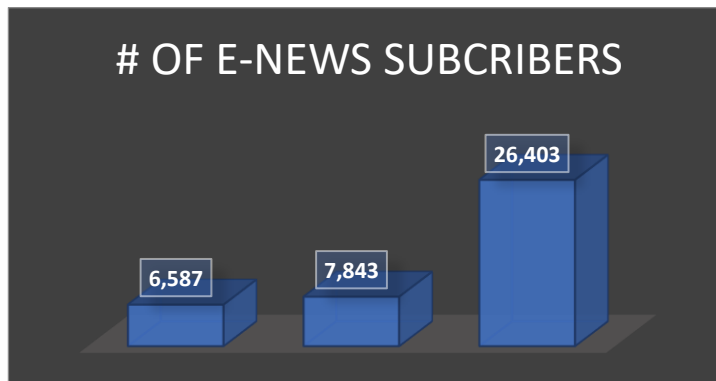
Net followers shows the number of new followers minus the number of unfollows.



ENews

One way to get information out to consumers is through one-on-one marketing. One of our strongest forms of promotion is through our electronic newsletter (ENEWS). Weekly, we send out information on new events and happenings in the Sullivan Catskills. This form of communication has proven to be a great success!

As a result of providing quality information, we experienced a significant increase in ENews subscribers. Subscribers have more than **tripled since May of 2018 from 7,843 to 26,403 in Dec. 2019.**



Branding

In 2018, we revamped our branding from being known for almost two decades as the Sullivan County Visitors Association to the Sullivan Catskills Visitors Association. Our website, marketing materials and publications now refers to Sullivan County as the Sullivan Catskills. The Catskills name is recognized throughout the world...written about in literature, told in folklore and known as the birthplace where many of our famed comedians got their start and as American's first vacationland. We are rich in history and have a legacy that deserves to be recognized. Changing a brand can be difficult, but because of what we represent and the efforts of our PR team and staff, in less than two years **New York State Tourism Industry leaders and partners, Bold Gold Media and the Sullivan Democrat** now refer to us as the Sullivan Catskills.



2009-2017



2018 to present

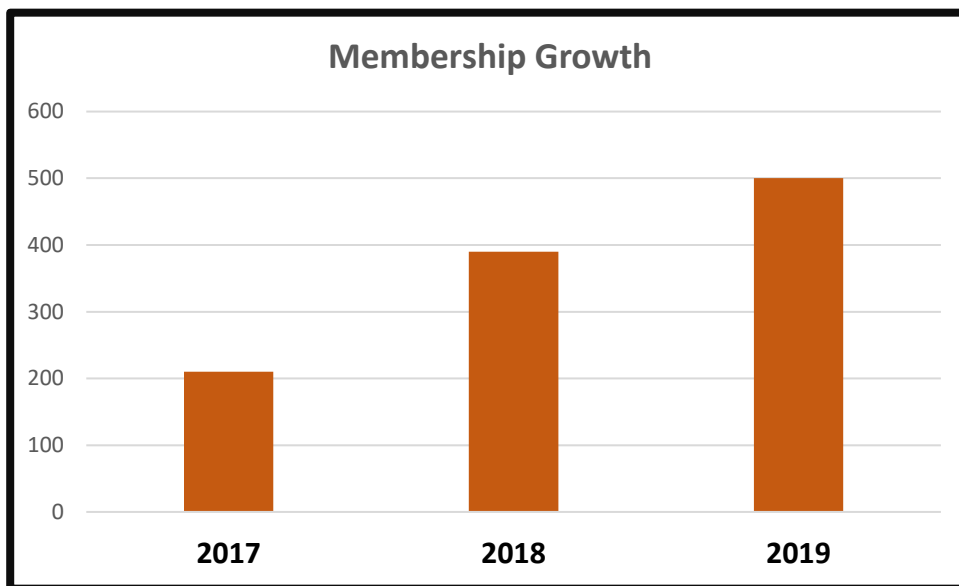
Membership

Our member business, organizations and municipalities are our foundation. Whatever we do, we always have their best interests in mind. For this reason, we are one of the most inexpensive memberships in the industry but provide some of the most comprehensive offerings that elevate our member businesses to a global audience.

FREE Membership Benefits

- event listings in weekly ENews
- website page
- social media promotion
- educational classes
- access to consumer trade shows
- display of materials in our visitor center
- tickets to annual event and brochure exchange
- Travel Guide listing
- A listing on the SCVA website **and much more...**

As a result of providing a sound marketing/promotional program to our members, our membership has increased from 210 in 2017 to 500 in 2019—a 138% increase.



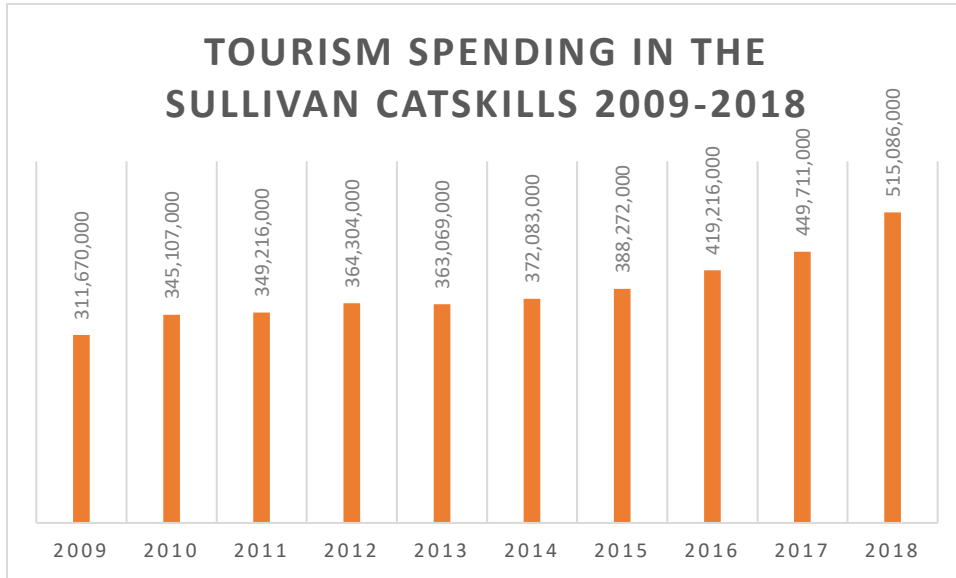
The Numbers—Oxford Study

The Sullivan Catskills is experiencing a renaissance. The saying “build it and they will come” is only a romantic idea coined from the Hollywood movie “Field of Dreams”. Those in the tourism industry know that competition for the traveler is fierce. Social Media, the Internet, air travel, all-inclusive resorts and cruises have taken a significant part of the market sending travelers to places they would never dream of visiting. Moreover, developing a tourism destination takes years. For a destination to be popular, it must have amazing experiences, authenticity and products and services that are like no other. With this said, a destination must produce quality experiences, or they will lose out—from lodging, to attractions and restaurants...all must stand out to beat their competition. The Sullivan

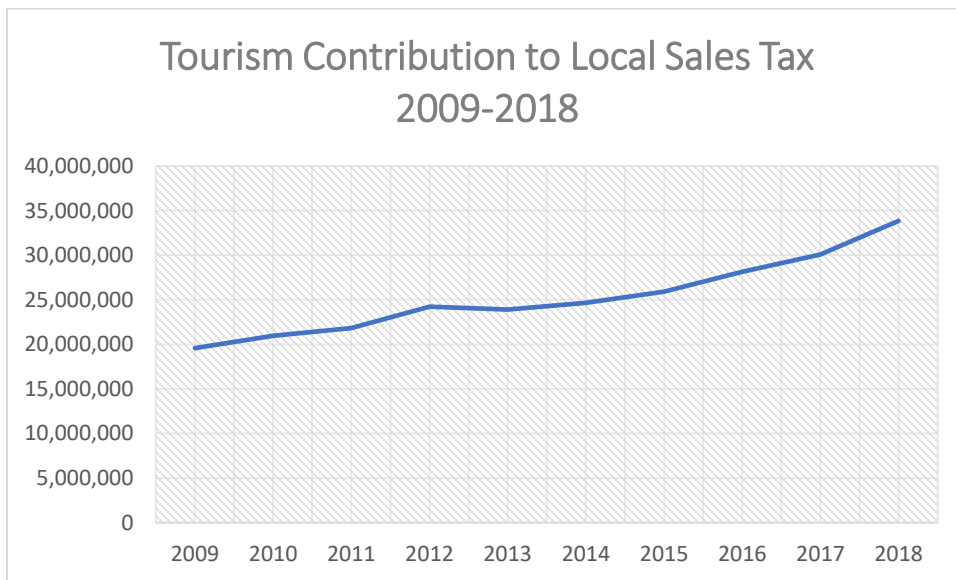
Catskills is reemerging as a world class destination warranting attention and tourism economic growth, because its experiences are superior and unique, from farm to table cuisine, award winning craft beverages, National Park River, famed fishing rivers to its prized resorts, inns and B&Bs.

Sullivan Catskills 2018 *Oxford Study* numbers indicated that tourism generated \$515 million in traveler spending (the highest in over a decade) resulting in:

- 14.5% increase in traveler spending from 2017—largest increase in New York State
- \$35 million in local sales tax -creating a **35 to 1 ROI**. *For every dollar spent by the SCVA, the County receives \$35 in return.* the highest growth of local sales tax (12.5%) largest increase in New York State.

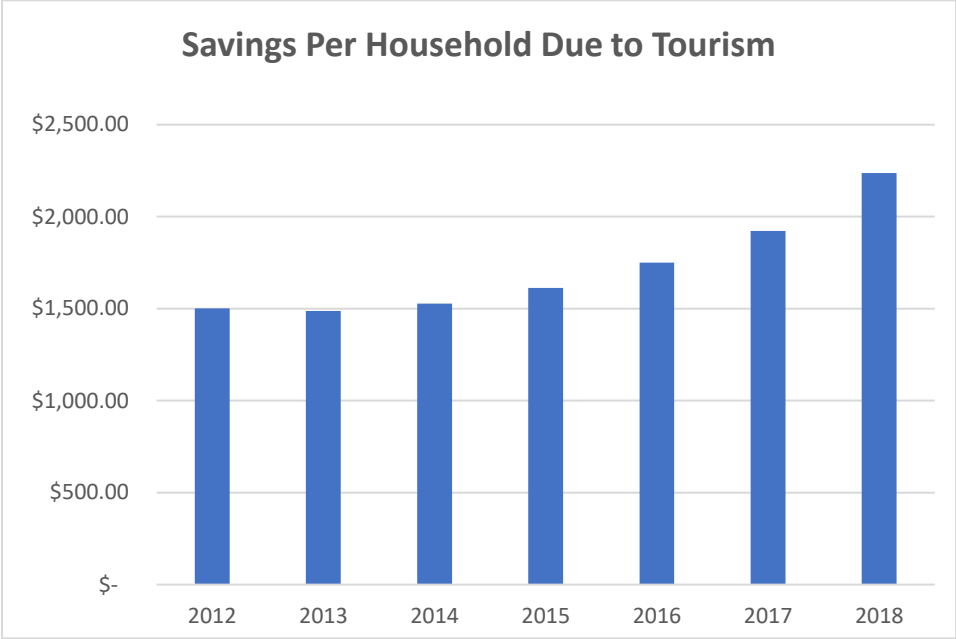


Visitor Spending	
Year	Impact \$
2009	311,670,000
2010	345,107,000
2011	349,216,000
2012	364,304,000
2013	363,069,000
2014	372,083,000
2015	388,272,000
2016	419,216,000
2017	449,711,000
2018	515,086,000

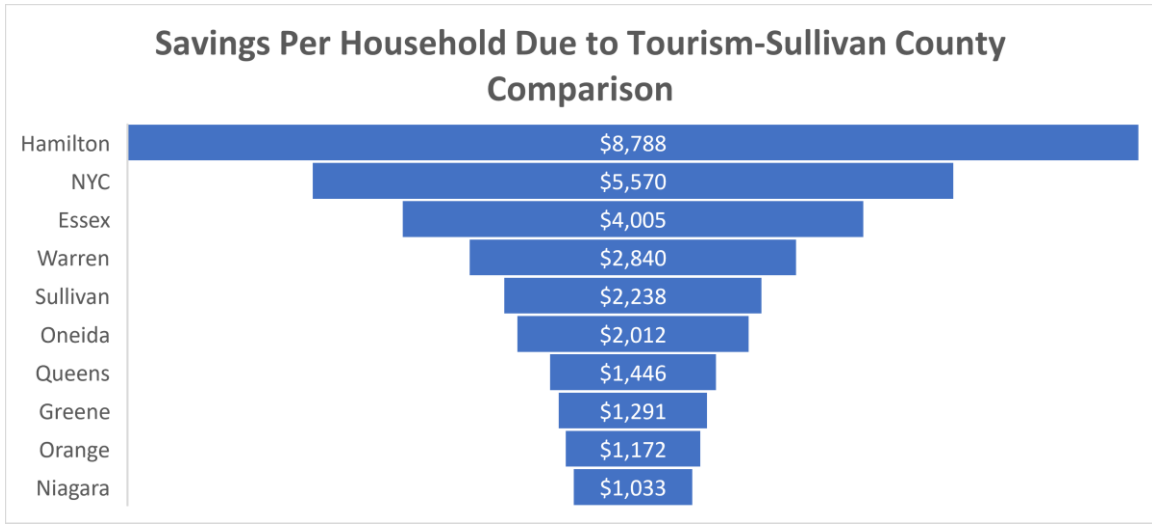


Tourism Contribution in Local Sales Tax Sullivan County	
Year	Local Tax
2009	19,573,623
2010	20,938,741
2011	21,812,000
2012	24,211,749
2013	23,898,000
2014	24,638,895
2015	25,906,869
2016	28,124,634
2017	30,072,343
2018	33,843,403

There is a tax savings of \$2,238 per household if it were not for tourism—An almost 50% increase since 2012. The Sullivan Catskills tourism growth now pushes our county up to 5th place in the state for providing the most savings to households of any destination. One can argue that the Sullivan Catskills possibly is ranked higher, as Hamilton, Essex and Warren counties' population are disproportionately low; therefore, skewing the results.



Savings Per Household Due to Tourism	
Year	Amount \$
2012	\$ 1,502.00
2013	\$ 1,488.00
2014	\$ 1,527.00
2015	\$ 1,612.00
2016	\$ 1,750.00
2017	\$ 1,922.00
2018	\$ 2,238.00



2019 Accomplishments

Dove Trail

One of the most notable tourism economic drivers of 2019 was the **Dove Trail**—opened in June 2019—it brought an unprecedented amount of success to the Sullivan Catskills Visitors Association project portfolio. Estimated economic direct & indirect impact was over **1.5 million dollars**. Dove Trail enthusiasts returned multiple times to complete the trail—along the way, they ate at local restaurants, shopped our main streets and stayed overnight. It also employed over 60 artists and landscapers, with several artists who have created their own sellable Dove merchandise and acquired additional work as a result of their association with the trail. Dove Host businesses such as Table and Tap, Buck Brook Alpacas and Canal Towne Emporium all reported that sales doubled and that 2019 was their best season. They all attributed their growth to the Dove Trail.

“Our sales doubled on Memorial Day Weekend! We went from making \$22,000 to almost \$45,000. We attribute this success to being part of the Dove Trail”Kevin McElroy, Local Table and Tap.



“We were so busy this summer. It was one of our best seasons. The Dove Trail brought more customers than the 50th Anniversary Weekend” ...Carolyn Duke, Duke Pottery.

Many of those who explored the Dove Trail continued the excitement beyond their travels throughout the County. The Sullivan ARC had a contest between their residential homes; O’Tools Harley Davison organized motorcycle Dove Tours; businesses had staff competitions to see what teams completed the trail first; groups of friends spent time together visiting and documenting each Dove visit; teachers from Long Island incorporated the trail into their curriculum; communities came together to design, install and promote their respective Doves; and multigenerational families (children, parents, grandparents and great grandparents) documented their shared experiences by taking photos and creating family Dove Trail scrapbooks.

Dove Enthusiasts...
designed their own
Christmas Cards



The Red Hat
Rubies with Attitude
Hancock, Ny

"Dove Trail Crawl"
Bethel Woods
September 2019

Thanks for the
memories!
Maribeth Lisnock
Queen of Hearts

...created their own
FB pages



Sullivan Catskills Dove Trail Friends

+ Join

Group · 130 members

Sullivan Catskills Dove Trail is an Art Tourism "scavenger hunt/road rally" to help us discover the natural beauty of our county while w...
8 posts a month



Hector's Inn Dove

✓ Liked ▾

Page · 632 like this

Roberta Byron-Lockwood and 7 other friends like this
Guess who's Dove was the very first unveiled in Sullivan County as part of the Sullivan Catskills Dove Trail? HECTOR'S INN and this...



Joanna's Dove Tour

✓ Liked ▾

Page · 192 like this

Roberta Byron-Lockwood and 2 other friends like this

Photos

See All



...Included the trail into their class curriculum.

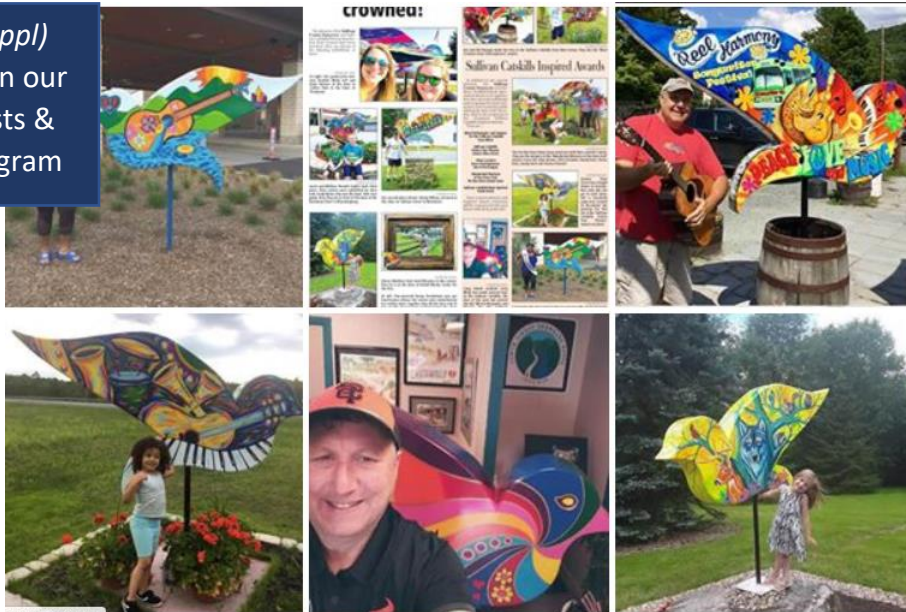


The Ferndale Dove #10
(Mayrice Berry)

Did you know that people painted doves all over the world. One of these doves is The Ferndale Dove by artist Kim Simons. There are 50 of them in the world. The Ferndale Dove is number #10 out of 50. I like this one the most because it has a lot of wild animals. Also, I really like panthers and one is in the center of the dove. I also like this dove is really colorful.

Damian Wasik
4-308

...(over 250 ppl) participated in our Dove Contests & Passport Program



Interest in Doves impacted our social media—150,000 people viewed our Dove Trail reveal videos



The Doves are coming...
#SullivanCatskills
39K views · April 4



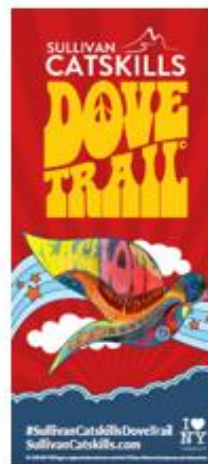
LIVE from Resorts World
Catskills
5.8K views · May 23



LIVE from Livingston Manor
#SullivanCatskillsDoveTrail
7.6K views · May 13



Sold 70 Doves during
the Holiday Season—
\$840 in sales



Distributed 20,000
Dove Brochures

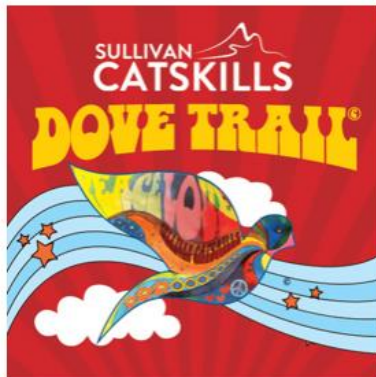


Distributed 1,000
Posters

An investment of over \$150,000 went toward Dove beautification projects in the Sullivan Catskills. This included 30 Dove installation grants from the Sullivan Renaissance and Dove Host investment in landscaping for their respective birds.



Other Niche Trails Include: Craft Beverage Trail, Arts & Culture, Fresh from the Farm, Diner Trail, Antiques, Pottery, Library, Motorcycle and Trail Keepers. All these trails were created for our niche audiences and are very popular with visitors and locals.



DOVE TRAIL MAP



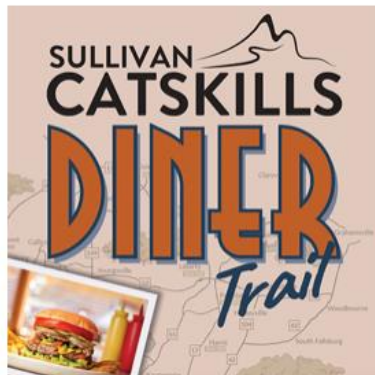
CRAFT BEVERAGE TRAIL



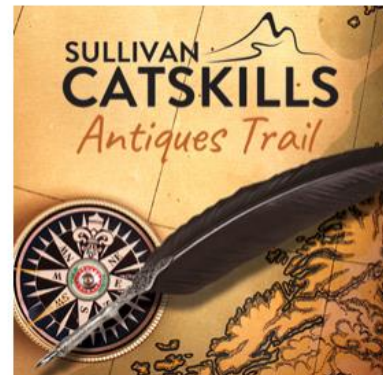
ARTS & CULTURE TRAIL



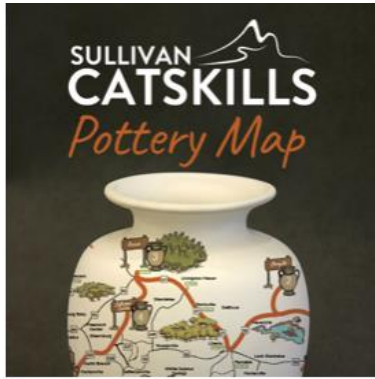
FRESH FROM THE FARM



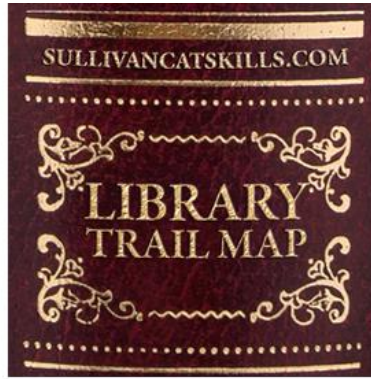
DINER TRAIL



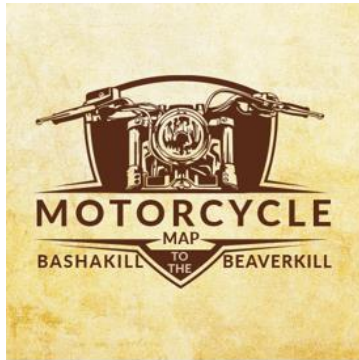
ANTIQUES TRAIL



POTTERY MAP



LIBRARY TRAIL



MOTORCYCLE TOURS



TRAILKEEPER

Awards & Recognitions

In 2019 the Sullivan Catskills was recognized by *Lonely Planet and Fodor's Travel* as premier destinations to visit. **It is important to note that, though the Catskill Region was identified as the awardee, the justification for these recognitions a significant emphasis on the Sullivan Catskills experiences, lodging, attractions and restaurants.**



Fodor's Travel
GO TO PLACES 2019



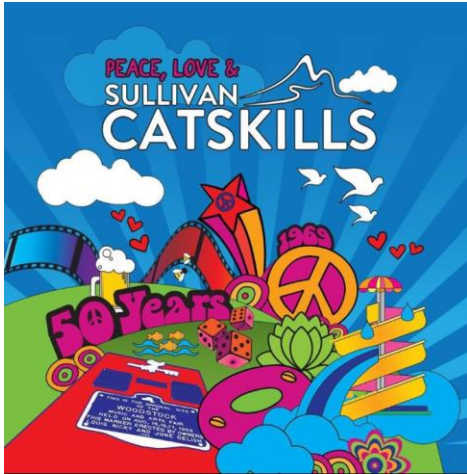
2019 TRAVEL GUIDE

HERMES GOLD
AWARD WINNER



2019 TOURISM EXCELLENCE AWARD MARKETING

Travel Guide



The SCVA distributed 100k copies of its 2019 annual travel guide exhausting its supply.

OUR GUIDES ARE DISTRIBUTED AT:

- Businesses throughout the Sullivan Catskills
- Rest Areas: Binghamton, Sloatsburg, New Baltimore & Plattekill
- Notable Consumer Shows
- RV shows
- NY Times Travel Show
- ABA Travel Trade Show
- International Powwow
- Golf Show
- Outdoor Adventure Show
- On our website (which has over 650,000 pageviews annually)
- Destinations of New York

Travel Trade & Consumer Shows

We attend along with partners up to **50** consumer and travel trade shows where we educate consumers, tour operators and media about the Sullivan Catskills. The Sullivan Catskills brand is exposed to **275,000** travel show attendees annually.



Catskill Challenge

The Governor selected the Sullivan Catskills again for the State's 2nd Governor's Catskills Challenge. **300** Tourism VIPs, media, government officials and local business members participated in athletic challenges throughout our county. The event brought statewide attention to the Sullivan Catskills through news coverage, social media and newspapers covering the story of this momentous event.



Media Exposure

Our staff works closely with media and PR firms such as (ILNY) Finn Partners and The Door to bring media attention to the Sullivan Catskills. 2019 was an exceptional year. Our promotion & advertising program brought in **over \$625 million in media impressions**-Featured in *Harper's Bazaar*, *Parents*, *Conde Nast Traveler*, *AARP*, *New York Times* and others. Our familiarization tours and press trips alone brought in **\$7 million in media exposure**. We hosted an exclusive SCVA Media Night in NYC at Taglialatella Gallery, with 105 guests in attendance; we also attended ILNY media nights and **met with over 100 travel writers, bloggers and tourism influencers**.



The Press is Talking About the Sullivan Catskills... 618,677,826 media impressions

"If you live in New York, appreciate design, really good coffee and delicious fresh food, the Catskills was made for you." - *Harper's Bazaar*

"When I think back on my childhood, some of my favorite memories take place in Sullivan County, New York." - *Parents*

"Less than two hours from New York City, the Sullivan Catskills offer easy access to fly-fishing and rafting on the Delaware River." - *Outside*

"Livingston Manor is the Catskills Newest Hotspot" - *Conde Nast Traveler*

"A lovely mountain getaway in summer, the Sullivan Catskills offer a variety of outdoor activities, art, theater, lodging, campsites, and entertainment venues." - *Travel + Leisure*

"The tiny Catskill Mountains hamlet of Roscoe, New York, is worth seeking out for its world-class trout fishing and welcoming mom-and-pop establishments like Italian eatery Northern Farmhouse Pasta." - *AFAR*

"Many New York City dwellers do not need much convincing in order to hop in a car and drive two hours north to enjoy some rest and relaxation in the Catskills. The county is home to farm-to-table restaurants, chic and cozy inns, and outdoor activities like hiking, kayaking and horseback riding" - *W Magazine*



2020 and Beyond

- We are planning to work with renowned strategist Berkely Young, Young Strategies to develop a strategic plan that will elevate the Sullivan Catskills and take us into the next decade. We will focus on how to sustain our efforts as an organization and a destination working with our members and communities to ensure that we head in the right direction.
- More television advertisement, social media, print advertisement as well as engaging social media and blogger influences is also our focus for 2020.
- New offices that will accommodate larger number of visitors and even small events is planned for Spring 2020.
- 10 more Doves are planned and new Dove Trail programming will be developed to encourage visitation to our communities and member businesses.
- Partnership with IDNYC—the City of New York. The Sullivan Catskills Visitors Association is the City's first regional partnership outside of the five boroughs. Through the partnership, cardholders can receive discounts at select businesses in Sullivan County including Kartrite Resort & Indoor Waterpark and The Sullivan Event Center.
- Fire and Ice-The SCVA wants to be known as a 4-season destination. As a result, we created TV commercials and packages to promote vacationing in the Sullivan Catskills during the winter months—from December to March.