

# WORKSHOP

## Greene County Tourism

Tourism Advisory Committee 2024 Annual Report



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# WORKSHOP

## Experience & Excellence

*2024 New York State  
Tourism Excellence  
Award*



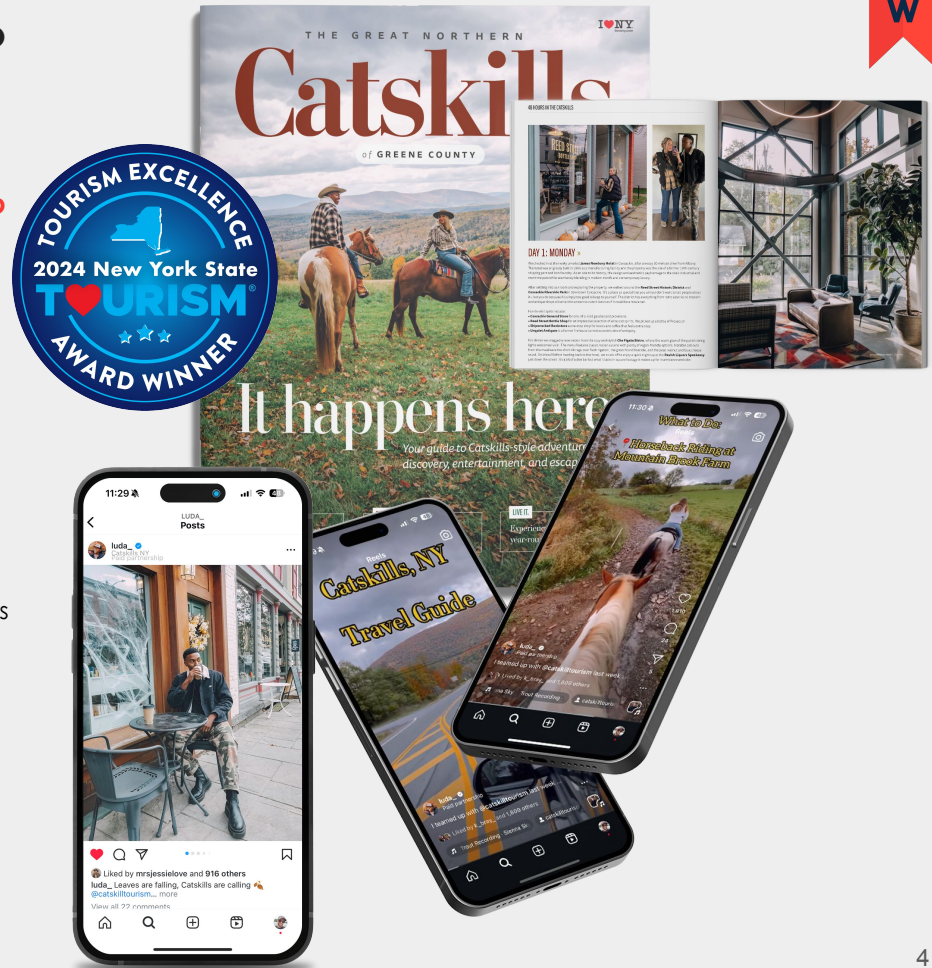
# Find Your Catskills: Inspiring Diverse Creators to Discover the Great Northern Catskills

Winner of the 2024 New York State Tourism Award for Excellence in Tourism Marketing: Innovations & Strategies to Address New/Unique/Changing Markets

"Find Your Catskills" set out to present The Great Northern Catskills as a place for our partner creators to have "it" in their way on their unique getaway. We left the "it" undefined to leave room for the creators to interpret whatever it is that "it" meant to them. Our objectives were straightforward:

- Position Greene County as the home base for any type of adventure. This is a place for outdoor enthusiasts, creators, foodies, families and friends.
- Work with key ambassadors to show new audiences what makes Greene County the crown jewel of the Catskills and a destination worth visiting for the first time.

2023 represented a bold step forward. One that pushed the Great Northern Catskills not just to deepen relationships with traditional visitors to the region, but to build new relationships that represent The Great Northern Catskills' commitment to evolving as a destination for years to come.



# Creative Concepting



# Great Northern Catskills of Greene County

## Advertising & Marketing

“It Happens Here” is a dynamic brand campaign launched in 2023 and extended into 2024 for Greene County Tourism. The campaign highlights Greene County as the ultimate destination for vibrant music, culture, bustling downtowns and main streets, and unforgettable new experiences—where life truly comes alive.

**It happens here.** Feel it. Breathe it. Live it.

Turn the Hudson-Atbens lighthouse into your North Star. Feel the thrill of summer's setting sun and the chill of a night spent on the mountain. Embrace your forever wild side by exploring the uncharted hidden gems, spirited main streets, and unique events that await in The Great Northern Catskills this summer... **#FindYourCatskills**

**north green CATSKILLS OF GREENE COUNTY**  
GreatNorthernCatskills.com

**It happens here.** Feel it. Breathe it. Live it.

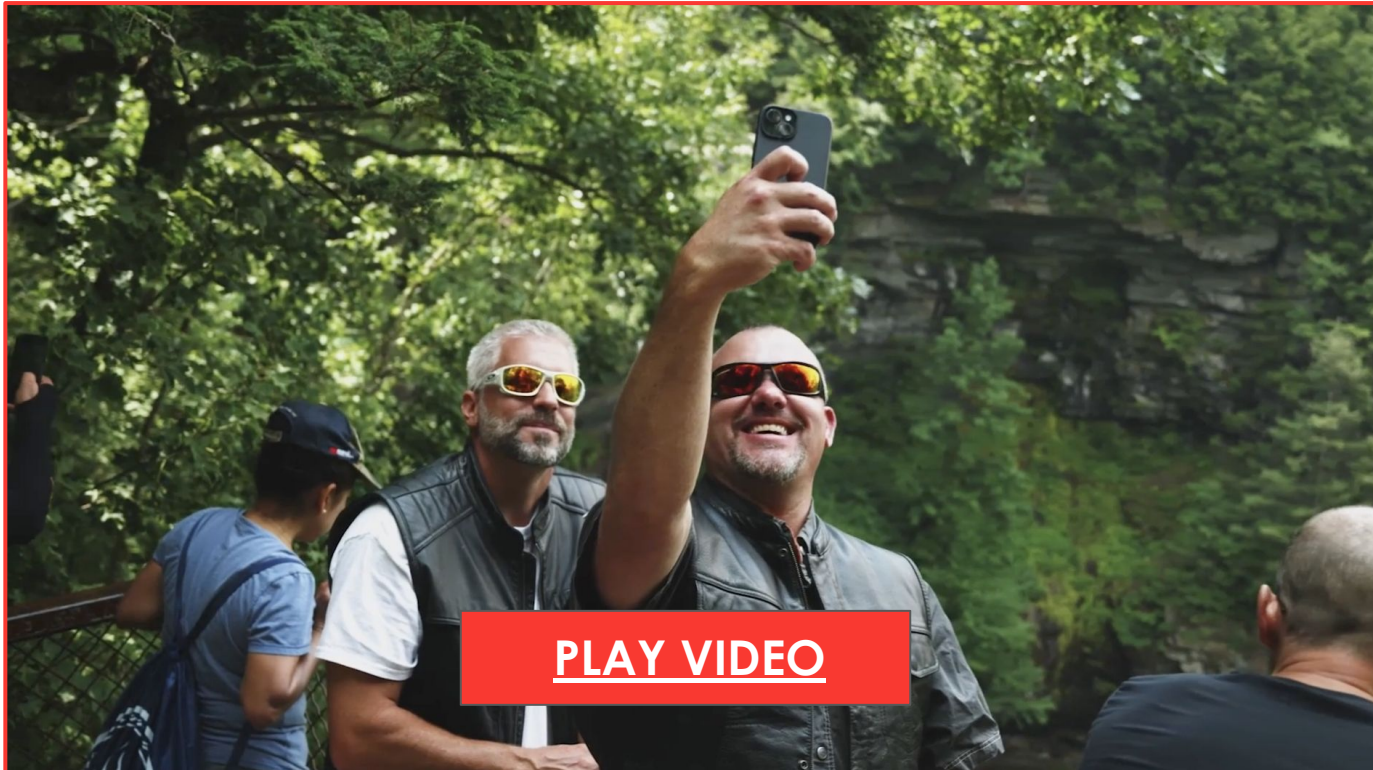
Here, adventure purrs like a well-oiled machine. Start your engine and set out on an exploration like no other.  
**#FindYourCatskills**

**It happens here.** Feel it. Breathe it. Live it.

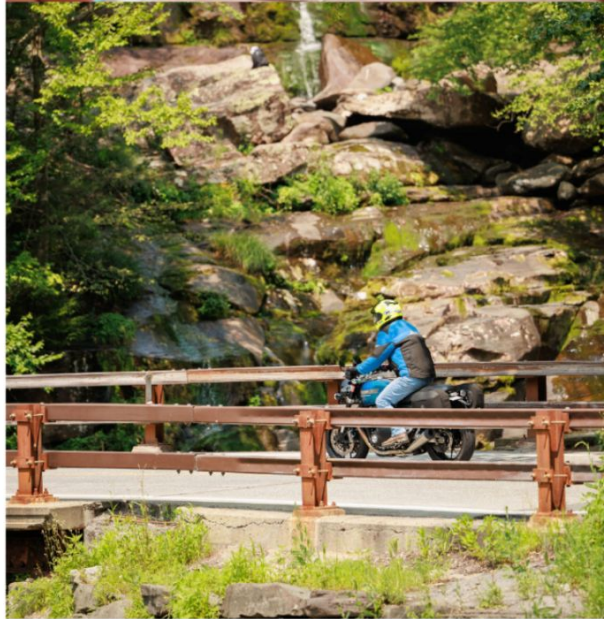
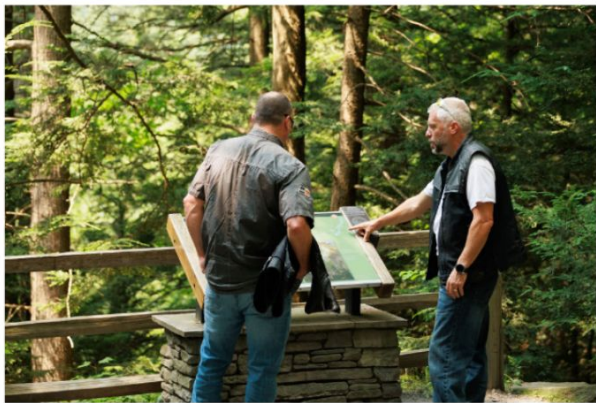
Reconnect with riverside campfires, spirited main streets, and one-of-a-kind events. Chill happens here. Thrill happens here. It all happens here... **#FindYourCatskills**

**north green CATSKILLS OF GREENE COUNTY**  
GreatNorthernCatskills.com

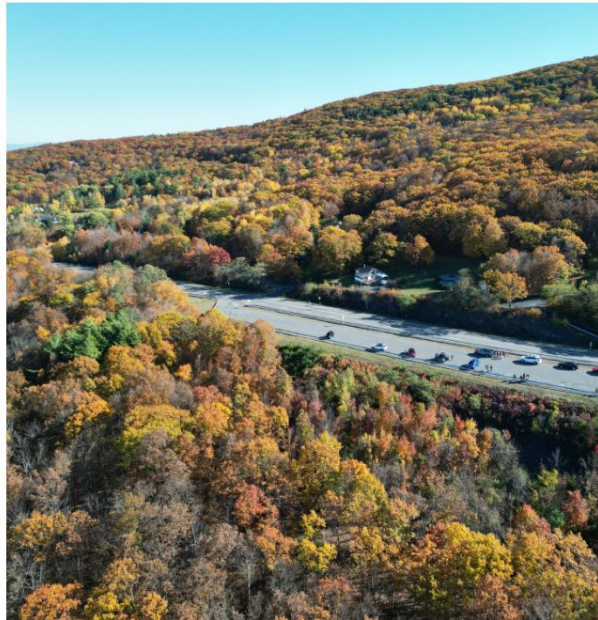
## “It Happens Here” Photo & Video Shoot Selects











# Creative Direction and Design

Art creates questions. Design provides answers.

We tailor our creative to enhance a destination's unique personality and to appeal to its target audiences' niche interests and motivations. We can develop creative campaigns utilizing our skilled photo and video team, client-provided assets, and user-generated content.

With each project our team collaborates closely with your business to deliver creative collateral that not only looks stellar but also accomplishes your metric goals.

The result of thumb-stopping creative? An increase in social media followers, engagement, website hits, and, ultimately, increased visitor traffic to your destination.



# Catskills

of GREENE COUNTY

## Be here.

*Capture the Catskills' Magic*



Your Guide to a Real Catskills-Style Adventure.

# A 4-Day Itinerary for Adventurous Families

Meet @wechoseadventures, an adventurous family of five from Baltimore, MD. Known for their epic road trips and love for the great outdoors, they recently spent four unforgettable days exploring the Great Northern Catskills of Greene County. Follow along as they bring their trip to life!



Great Northern Catskills of Greene County - Travel Guide

PHOTOS: JESSICA HUMAN PHOTOGRAPHY



ARTIST FALLS

"THE CATSKILLS REGION IN NEW YORK IS ONE OF OUR FAVORITE PLACES TO VISIT ALL YEAR ROUND. ESPECIALLY PERFECT FOR OUTDOOR-LOVING FAMILIES. THINK ENDLESS MOUNTAIN VIEWS, CASCADING WATERFALLS, AND A WHOLE LOT OF ADVENTURE PACKED INTO OVER 700,000 ACRES OF WILDERNESS. IT'S THE BEST DESTINATION FOR FAMILIES CRAVING A MIX OF RELAXATION AND EXCITEMENT IN THE GREAT OUTDOORS. TIME TO PACK YOUR BAGS AND GET READY FOR A CATSKILLS MOUNTAIN ESCAPE!"

-Jessica Human, travel photographer, mother and homeschooler

## DAY 1

Once we arrived at **Winter Clove Inn**, we felt as though we had stepped into a postcard of Catskills beauty. The charming, family-owned resort is set on 300 acres of private land and has been welcoming guests since 1838, making it one of the oldest continuously operating inns in the Catskills.

Immediately after checking in we went to explore the property! We tried our hand at pickleball, shuffleboard, and tennis before rallying the boys and taking a hike up to **Artist Falls**—a stunning 25-foot waterfall just a short jaunt from the inn. Years of natural erosion have carved a beautiful basin at its base, and the Alfred Clark Covered Bridge perches right above, offering a picture-perfect view.

As the sun set, we headed back to wash up before settling in for dinner at the resort, followed by live local music and an outdoor barbecue. This place was making all my classic Catskills resort dreams come true!



greatnortherncatskills.com 9

# Sip, Savor, & Celebrate

at the **TAP NEW YORK** Craft Brew Festival

Every year the **Great Northern Catskills** pulse with live music, roll with laughter and provide four-seasons of reasons to visit and return! Mark your calendar.

**Reserve your tickets. Book your stay!**

Raise your glass on June 28 and 29, 2025 at the TAP New York Craft Brew Festival, returning to the Great Northern Catskills of Greene County this year! TAP New York is one of the largest and longest running craft brew festivals in the country. Enjoy live music, games, and the camaraderie of fellow craft brew lovers.



This two-day premier event celebrates the best of New York's craft brewing scene with a fantastic lineup of breweries showcasing their finest creations.

From hoppy IPAs and smooth lagers to unique seasonal brews, there's something to delight every beer enthusiast. Tickets cover entry and access to continuous 4 oz. samples from a choice of nearly 200 craft beers plus unlimited food samples.

This year's event will take place on the grounds of **Blackthorne Resort** in East Durham. Attendees are encouraged to stay overnight at the resort's lodging and campsites. Whether you're a seasoned aficionado or new to the craft beer world, TAP New York promises an unforgettable weekend of flavor and fun.

**Don't miss it!**



## SPRING

↓ Tulip Walk at Meadowbrook Farm Catskills, Leeds April



→ 18th Annual Rip Van Winkle Wine, Brew & Beverage Festival, Historic Catskill Point, Catskill May



↑ 48th Annual East Durham Irish Festival Michael J. Quill Irish Cultural & Sports Centre, East Durham May



← 3rd Annual Concert in the Catskills Historic Catskill Point, Catskill June



← Round Top Bavarian Summer Fest Redoubt's Resort, Round Top June

## SUMMER

↓ Weekly Summer Concert Series: Free summer concerts at Riverfront Park in Athens, Dutchman's Landing in Catskill, Cossackie Riverside Park, Veterans Memorial Park in Greenville, and The Notch at the Colonial Country Club in Tannersville.



→ Catskill Irish Arts Week Various Locations throughout East Durham July

→ Sunflower and Sangria Festival Meadowbrook Farm Catskills Leeds August

← Grey Fox Bluegrass Festival Walsh Farm, Oak Hill July



← 18th Annual "Tour of the Catskills" Pro-Am Bicycle Road Race Village of Tannersville August

↑ Rats Nest Run-In Blackthorne Resort, East Durham August



← Greene County Youth Fair Angelo Conna Park Cairo July

# Search Engine Optimization

# Search Engine Optimization

*The Results*

**+41%**

SEO Users Entering Site on Home, Hiking, or Family Resorts Page.

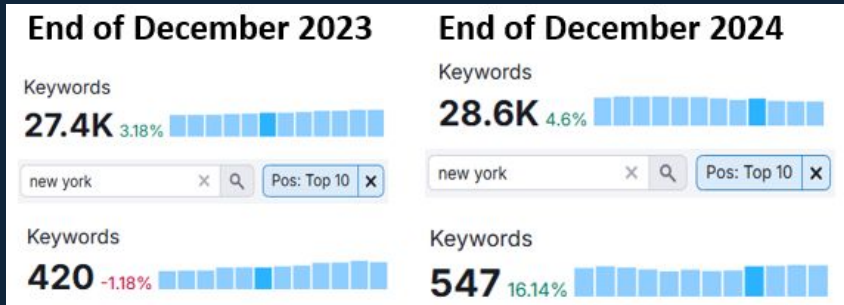
**53%**

Of ALL TRAFFIC Comes via SEO

SEO sent more visitors to our travel-intent pages in 2024, lowering volume Vs. 2023 for Rip Van Winkle while “flat” for Kaaterskill Falls, and also growing for Hunter Mountain Skyride, “Top Towns” and our Town pages throughout the region.

Top pages	↓ Clicks	Impressions
<a href="https://www.greatnortherncatskills.com/outdoors/kaaterskill-falls">https://www.greatnortherncatskills.com/outdoors/kaaterskill-falls</a>	37,794	911,904
<a href="https://www.greatnortherncatskills.com/attractions/top-attractions">https://www.greatnortherncatskills.com/attractions/top-attractions</a>	30,365	1,436,670
<a href="https://www.greatnortherncatskills.com/attractions/hunter-mountain-scenic-skyride">https://www.greatnortherncatskills.com/attractions/hunter-mountain-scenic-skyride</a>	15,131	577,041
<a href="https://www.greatnortherncatskills.com/arts-culture/rip-van-winkle">https://www.greatnortherncatskills.com/arts-culture/rip-van-winkle</a>	11,101	1,507,695
<a href="https://www.greatnortherncatskills.com/catskill-ny">https://www.greatnortherncatskills.com/catskill-ny</a>	9,549	461,130
<a href="https://www.greatnortherncatskills.com/outdoors/hiking">https://www.greatnortherncatskills.com/outdoors/hiking</a>	9,389	554,836
<a href="https://www.greatnortherncatskills.com/catskills-fall-foliage">https://www.greatnortherncatskills.com/catskills-fall-foliage</a>	9,250	422,105
<a href="https://www.greatnortherncatskills.com/">https://www.greatnortherncatskills.com/</a>	9,127	1,286,550
<a href="https://www.greatnortherncatskills.com/resorts-lodging/family-resorts">https://www.greatnortherncatskills.com/resorts-lodging/family-resorts</a>	8,914	777,851
<a href="https://www.greatnortherncatskills.com/tannersville-ny">https://www.greatnortherncatskills.com/tannersville-ny</a>	8,357	169,316

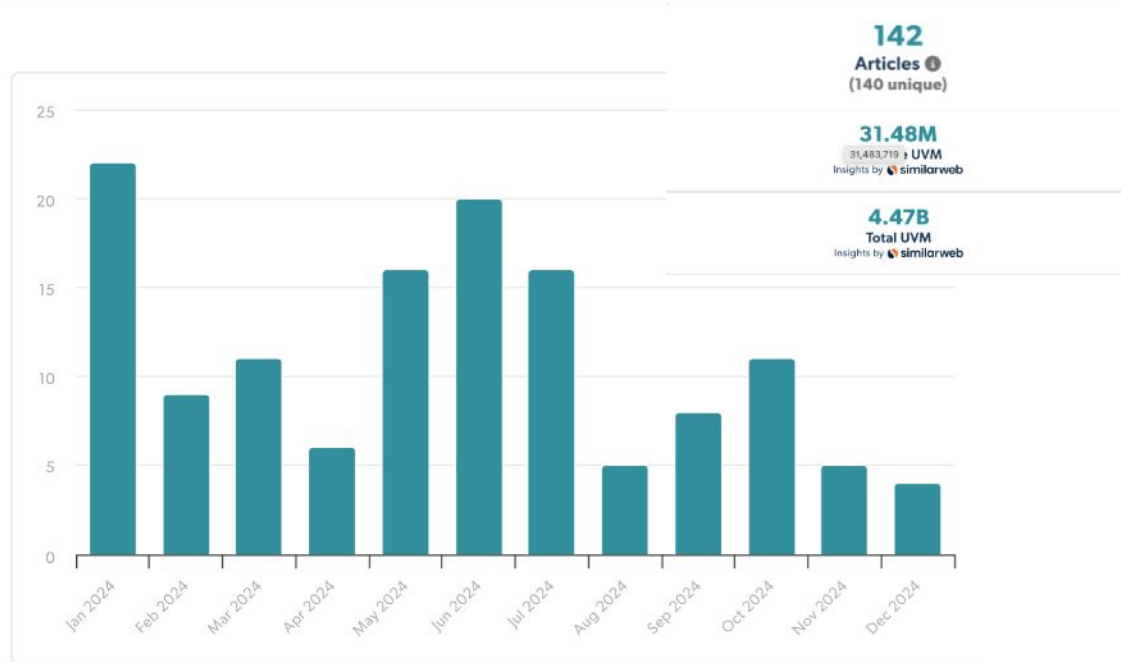
Ongoing Climb In Total Number Of Search Terms Ranked (Now nearly 30K) and those with “New York” in the search on First Page of Google:





# Public Relations

The Great Northern Catskills continues to earn considerable media attention in the travel and tourism realm with an identified 133 articles identified in 2024 as focusing on or mentioning assets and attractions located in Greene County.

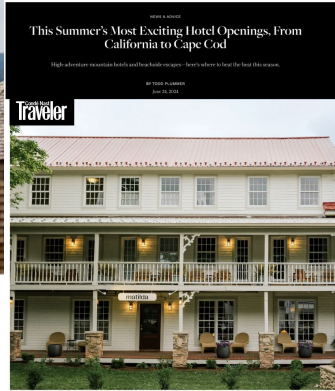
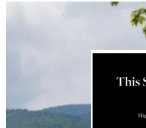


# NEW YORK POST

READ THE LATEST ON **Page Six**

TRAVEL

## From Florida to Washington, brand new hotels across the nation to check out in 2024



The Matilda restaurant at the Henson. *The Henson*

### The Henson—Catskills, New York

**Where it's located:** If you've heard of Hensonville—a once-sleepy hamlet with 292 permanent residents and zero stoplights—it's probably thanks to chef Jeremiah Stone and Fabian von Hauske, the duo behind popular downtown NYC restaurants Contra and Wildfire. The duo opened an upscale pantry and provisions store Paracasa here in 2022, a hunchonette next door called Day June in 2023, and have now opened The Henson, a sixteen-room boutique hotel.

Parade

NEWS ENTERTAINMENT FOOD PETS SHOPPING HEALTHY HC

HOME TRAVEL

## 19 Fall Foliage Trips To Plan For Leaf-Peeping Season

Where to go in the U.S. to see fall colors near you this autumn.  
WILL MCCANNON / GETTY IMAGES



TRAVEL BEST OF THE WORLD NATIONAL GEOGRAPHIC

## 20 of the coolest travel adventures for 2024

From a horseback safari in Kenya to river rafting in West Virginia, here's our ranked list of the top travel experiences right now.

By National Geographic Staff  
January 30, 2024



FOX NEWS

### CAMPING IN COMFORT

RPT: 34% OF NEW CAMPERS OPT FOR "GLAMPING"

DELIVER SETTING SALES

DOW 39,815.24 +8.47

LAST TRADES 128.36 +0.64 APPLE (AAPL) 192.38 +1.34 EQUITY +0.02%

"If you're going to travel to see some fall colors, I highly recommend it. It is stunning up here."

"This is the Catskills New York, there is Belleayre Ski Resort, Hunter Mountain and Windham...."

GA4 data showed a spike in visitors to Greene Tourism's glamping webpage in late May.

# Organic Social Media

# 2.25M

Impressions/Video Views

# 114.9K

Engagements

# 7.8K

Audience Growth

### Instagram

- + 748.8K Impressions
- + 69.1K Engagements
- + 3,198 Audience Growth

### Facebook

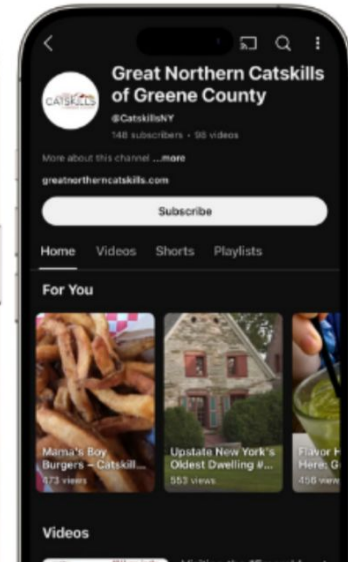
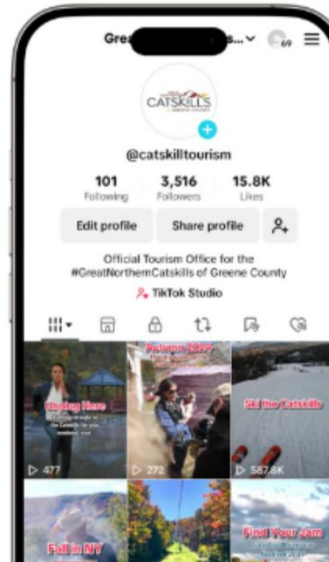
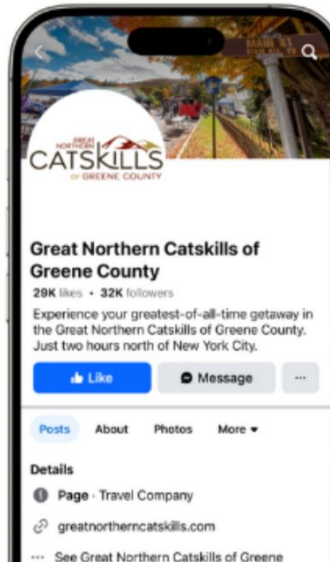
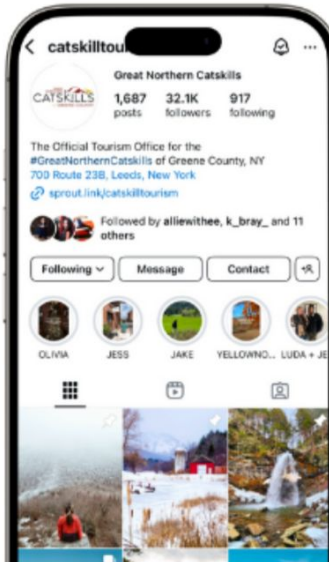
- + 1M Impressions
- + 32.3K Impressions
- + 2,708 Audience Growth

### TikTok

- + 497K Impressions
- + 13.1K Engagements
- + 1,892 Audience Growth

### YouTube

- + 4,865 Impressions
- + 324 Engagements
- + 37 Audience Growth



# 734,482

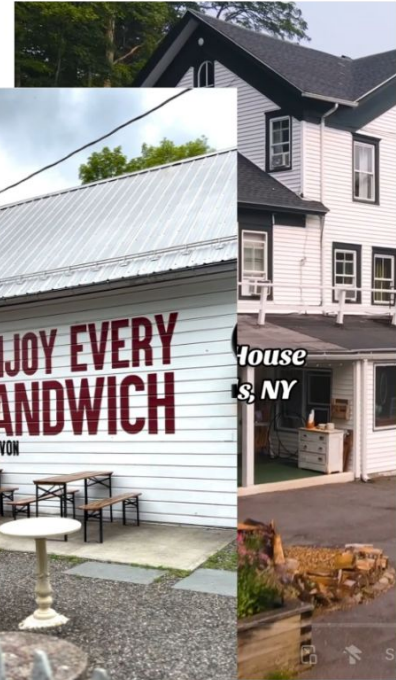
Video Views

# 2,433

Total Hours

Our objectives for your video strategy are simple and clear for 2024: (1) share more videos on social, (2) earn more viewership on those videos and (3) create a more engaged tourism audience with video. We are winning by each metric.


With these focal points and TikTok becoming a larger part of our platform mix, our ability to make video central to your social brand grows with each day.





# Four Seasons of Connection

# Moments of Buzz


 **longstoryshortny** love this spot ❤️  
8w Reply


 **juliaslocal** One of the most beautiful spots in our area. We ❤️ @atherien\_upstate & its talented owner @stephenellwood

 Top fan  
**Karen Hulse**  
I've done that hike and climb up the mountain to the Tower and then climbed the tower steps. I remember looking out into the valleys and caught view of an eagle calling out as it flew and cruised through the valley.... can only be described as a spiritual experience.

 **Samster12**  
love this place, used to go to it all the time, it's fun, my friend loves it  
2024-11-7 ❤️ 1 Reply


 **Emily Schaubek**  
I have the best memories from this place as a child 🥰

 **puppuparup** Love this place. I make sure to visit every year when I'm there.

 **Bird**  
This looks amazing. ❤️❤️❤️  
2024-6-26 ❤️ 1 Reply

 **Great Northern Catskills · Creator**  
More charming than you can imagine 🥰  
2024-6-28 ❤️ 1 Reply

 **natchitwood** 🟩 Grateful for that magic 🌲

 **Kelly Pappas**  
Hunter is forever in my heart. And on my foot, where I have a tattoo of the mountain from Camp Loyaltown!

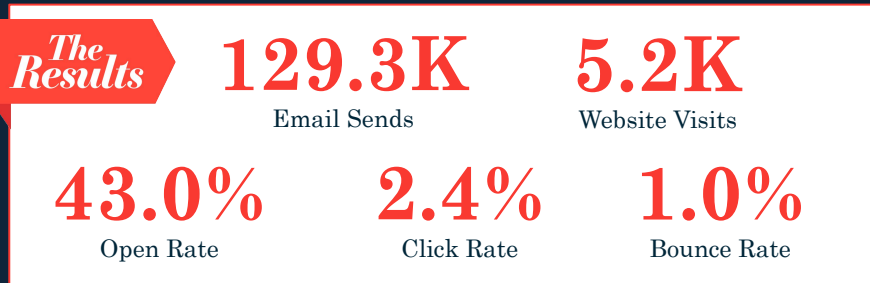
# Email Marketing

# Email Marketing

## Noteworthy Performance

Our 2024 strategy has been to not only grow our contact list but to create a database of highly engaged individuals with real interest in the Catskills. We're striving to make a meaningful impact with our subscribers that extends beyond their inbox and inspires continued travel to Greene County.

Because of the success we saw with our graphical campaigns in 2023, we've created a design savvy newsletter to guide users easily and aesthetically through the content.



# Influencer Marketing

# Jake Musser

Jake is a New York City based influencer, calling Colorado home. His personality shines through on all of his content, especially on Tik Tok. His style of influencing reminds us of the importance of word-of-mouth-marketing and the power of storytelling.

**Instagram Following:** 15.6K

**Instagram Link:** <https://www.instagram.com/mvsser/>

**Tik Tok Following:** 138.1K

**Tik Tok Link:** <https://www.tiktok.com/@mvsser? t=8XGqNVDrsw& r=1>

## Strengths

- + Connection with Gen Z'ers and Millennials
- + Highly engaged following on TikTok
- + Off the cuff personality is authentic and resonates with his audience



# Jessica Human

Jessica can be described as a free spirit and a digital nomad. This travel influencer, her husband, their three sons and their furry friend can be seen embarking on long road trips across the country and embracing the beauty of the great outdoors.

**Instagram Following:** 33.9K

**Instagram Link:** <https://www.instagram.com/wechoseadventures/>

**Blog Link:** <https://www.wechoseadventures.com/>

## Strengths

- + Family-friendly content and audience
- + Own the outdoor space
- + Really high quality photography



# Olivia Joan

Olivia Joan likes to indulge in the finer things of life, but she never turns a blind eye to the simple beauty of the outdoors. She's a chic influencer and photographer based in New York City whose been featured multiple times in publications like Architectural Digest and Vogue.

**Instagram Following:** 25.9K

**Instagram Link:** [https://www.instagram.com/olivia\\_joan/](https://www.instagram.com/olivia_joan/)

**Tik Tok Following:** 180.3K

**Tik Tok Link:** <https://www.tiktok.com/@oliviajoan18?lang=en>

## Strengths

- + Warm and approachable personality that shines
- + Strong following on Tik Tok
- + Incredible photography



# Briana and Tom Lyons

Briana and Tom are based in Glen Falls, New York and are extremely skilled at creating content that really resonates with their audience. They've created three successful social media accounts all with a uniquely different goal: @wheresthewagoneer | @theyellownote | @glenfallsliving

**Instagram Following:** 49.4K

**Instagram Link:** <https://www.instagram.com/theyellownote/>

**Blog Link:** <https://theyellownote.com/>

**Instagram Following:** 14.5K

**Instagram Link:** <https://www.instagram.com/wheresthewagoneer/>

## Strengths

- + High quality photography
- + Older couple reaches an older demographic
- + Potential Travel Guide Piece





# Paid Media

# Paid Media

## Noteworthy Performance

All digital media tactics (Connected TV, Audio Advertising, Paid Social, Native Advertising, Retargeting, and Paid Search) outperformed completion rate and CTR benchmarks.

Connected TV and Audio Advertising (non-clickable tactics) generated over **4,800 website visits** from users who were served an ad impression.

Paid Social excelled with over **2.5 million engagements**. Our strategy includes boosting relevant reels each month and seasonally.

We incorporated direct placements featuring additional print opportunities and packages as well as digital sponsorships in the form of email sponsorships/ads, website content, and banner ads.

All paid media tactics generated **293,011 website sessions** with a 34% engagement rate. This is 29% of all website traffic.

QR code scans generated **871 website sessions** with a **48% engagement rate** which is strong on-site engagement.


# Paid Media

## Top Ads (Paid Social)

Great Northern Catskills of Greene County  
Sponsored · 🌐

Take a walk in the wild this summer 🌲 From secret swimming holes to secluded coves, you never know what you might discover.

📍 @noreasterexposure




greatnortherncatskills.com  
Hike the Catskills

Learn more

Great Northern Catskills of Greene County  
Sponsored · 🌐

Hike the Catskill Park, explore Thomas Cole's studio, or soar among the peaks on mountain-side skyride. Adventure awaits!



greatnortherncatskills.com  
See Top Attractions

Learn more

Great Northern Catskills of Greene County  
Sponsored · 🌐

Immerse yourself in nature without sacrificing comfort. Glamping in the Great Northern Catskills is the best of both worlds.


📍 @travelancheworld



greatnortherncatskills.com  
Camp in Comfort 🏡

Learn more

Reels



Find your Everlasting Love

catskilltourism

Learn more

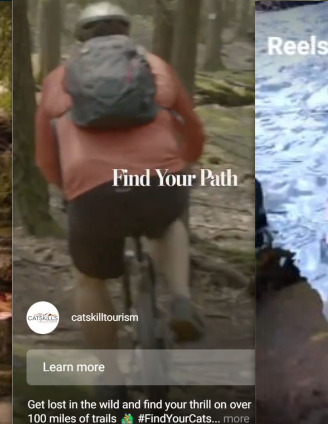
Get lost in the wild and find your thrill on over 100 miles of trails 🌲 #FindYourCats... more

👤 Sponsored 🎧 Original audio

Adventures are better together ❤️ ... more

👤 Sponsored

Reels



Find Your Path

catskilltourism

Learn more

Reels



Spring Happens Here

catskilltourism

Learn more

The sounds of babbling streams are calling you back to the #GreatNorthernCatski... more

👤 Sponsored

# Paid Media

## Top Ads (Native Advertising)

Sponsored By Great Northern Catskills



**Come Discover Prattsville, NY! It happens here.**

Stroll picturesque streets, explore stunning trails, & unwind in a charming village that feels much like a hidden gem.

Sponsored By Great Northern Catskills



**Find All This + More in The Great Northern Catskills**

Close your eyes & imagine your perfect fall paradise: Corn mazes, colorful foliage, cozy evenings, & warm hospitality.

Sponsored By Great Northern Catskills



**Never-Ending Thrills: Our Guide to Catskills' Summers**

Firefly catching, stargazing, waterfall chasing? When the sun's light hits the Catskills, all adventure breaks loose!

Sponsored By Great Northern Catskills



**Winter Magic Awaits in the Great Northern Catskills**

Explore snow-capped peaks, après-ski scenes, fantastic dining, shopping, and more. Your ultimate winter guide is here!

# Paid Media

## Top Ads (Retargeting)



Adventure.  
Anytime.  
Every Time.

It happens here.

GREAT NORTHERN  
**CATSKILLS**  
OF GREENE COUNTY

#FindYourCatskills



Adventure.  
Anytime.  
Every Time.

It happens here.

GREAT NORTHERN  
**CATSKILLS**  
OF GREENE COUNTY

#FindYourCatskills




It happens here.

Adventure.  
Anytime.  
Every Time.

GREAT NORTHERN  
**CATSKILLS**  
OF GREENE COUNTY

#FindYourCatskills



It happens here.

Adventure.  
Anytime.  
Every Time.

GREAT NORTHERN  
**CATSKILLS**  
OF GREENE COUNTY

#FindYourCatskills



It happens here.

Adventure.  
Anytime. Every Time.

#FindYourCatskills

GREAT NORTHERN  
**CATSKILLS**  
OF GREENE COUNTY

# Paid Media

## Print Ads



**It happens here.**  
Adventure.  
Anytime.  
Every Time.

Whether it's bonding over thrilling adventure, sharing laughs around the campfire, or singing along at lively events, make this summer a time to treasure forever. Come discover why the Great Northern Catskills is the ultimate family destination. #FindYourCatskills

**GREAT NORTHERN CATSKILLS OF GREENE COUNTY**  
GreatNorthernCatskills.com



**It happens here.**  
Adventure.  
Anytime.  
Every Time.

Groove at lively festivals, stroll through charming downtown markets, conquer majestic mountain peaks, or uncover hidden away swimming holes. It's no secret that the Great Northern Catskills are a summer destination like none other. Come see why we've been the epicenter of warm-weather fun for over a century. #FindYourCatskills

**GREAT NORTHERN CATSKILLS OF GREENE COUNTY**  
GreatNorthernCatskills.com



**It happens here.**  
Adventure.  
Anytime.  
Every Time.

Vibrant foliage, crisp mountain air, endless adventures. When autumn weaves its magical way through the North East, the best place to be is here in the Great Northern Catskills. #FindYourCatskills

**GREAT NORTHERN CATSKILLS OF GREENE COUNTY**  
GreatNorthernCatskills.com



**It happens here.**

150 Years Gleaming

Illuminate your sense of wonder! The Hudson-Athens Lighthouse - one of only seven remaining on the Hudson - is commemorating its 150th anniversary with year-round celebrations. #FindYourCatskills

**GREAT NORTHERN CATSKILLS OF GREENE COUNTY**  
GreatNorthernCatskills.com





# Thank You!