

WORKSHOP

An integrated brand
engagement engine

Annual Campaign Report
January 1 - December 31, 2025
Prepared For:





Executive Summary

In 2025, the Great Northern Catskills of Greene County saw significant growth in tourism engagement through a strategic, multichannel marketing approach. The focus of 2025 included leveraging the **#RealCatskills** and **“Be Here”** campaigns, optimizing content strategies, and refining digital targeting to drive greater audience impact.

Key Highlights

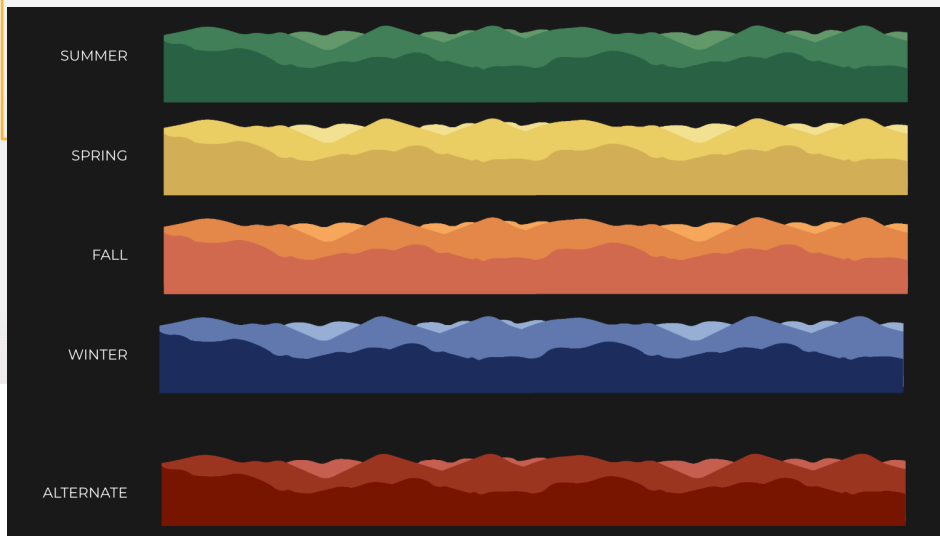
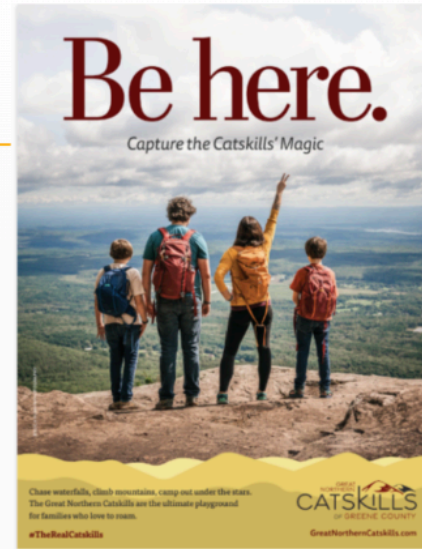
- Paid Media: Delivered millions of impressions across paid social, TikTok, Connected TV, and search, with CTRs up to 5x industry benchmarks.
- Social Media: Generated 3.3M impressions, 328K engagements, and 1.9M video views, with video leading performance across platforms.
- Influencer Marketing: Produced high intent engagement, including a 579% increase in saves and shares, signaling strong travel consideration.
- Public Relations: Secured 89 top-tier media placements with 3.2B total annual reach, including national lifestyle and travel outlets.
- Email Marketing: Achieved 40% open rates, nearly double industry standards, and drove increased website traffic and subscriber growth.
- Website & SEO: Organic search remained the top traffic driver (56% of visits) despite industry-wide declines driven by AI and zero click search behavior.

Be Here

CREATIVE CONCEPTING

ADVERTISING & MARKETING

- Our creative campaign, **Be Here**, positions Greene County as the place to be, using immersive, in-the-moment visuals that invite people to picture themselves experiencing our music, culture, and vibrant towns.
- This campaign is carried across all advertising efforts to ensure a cohesive, unified brand presence.



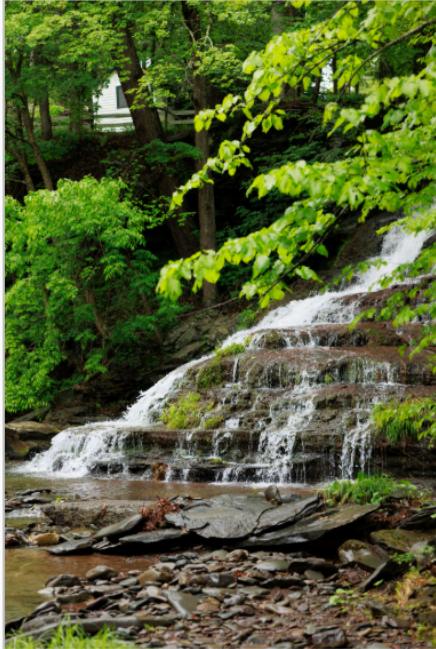
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Photo and Video Capture



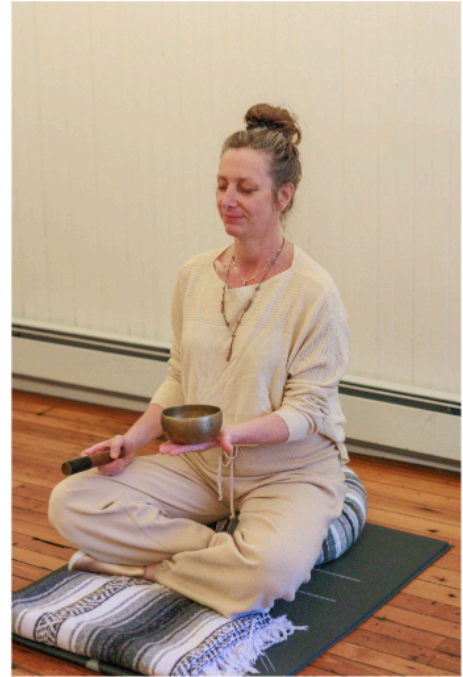
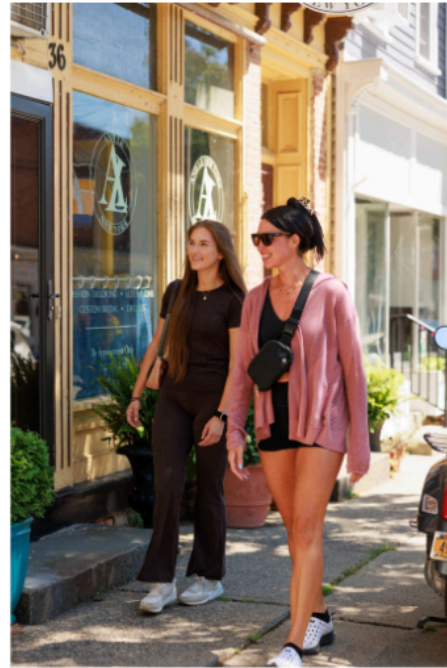
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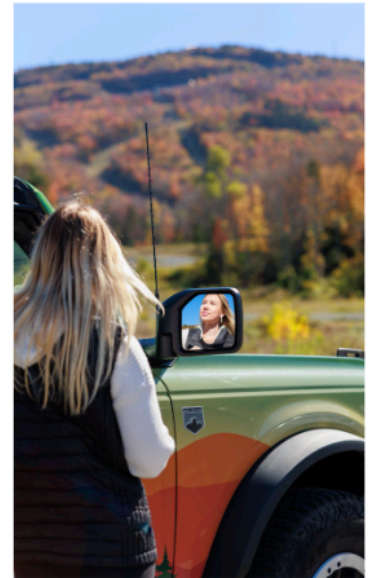
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Photo and Video Capture



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Photo and Video Capture



Public Relations



Public Relations - Overview

The Great Northern Catskills reaped substantive, top-level travel media coverage in 2025. Working hand in hand with I Love NY's new PR agency and Greene County Tourism, Workshop's PR outreach in tandem with visibility gained through its integrated marketing efforts has contributed to another year of strong national and international placements in the media.

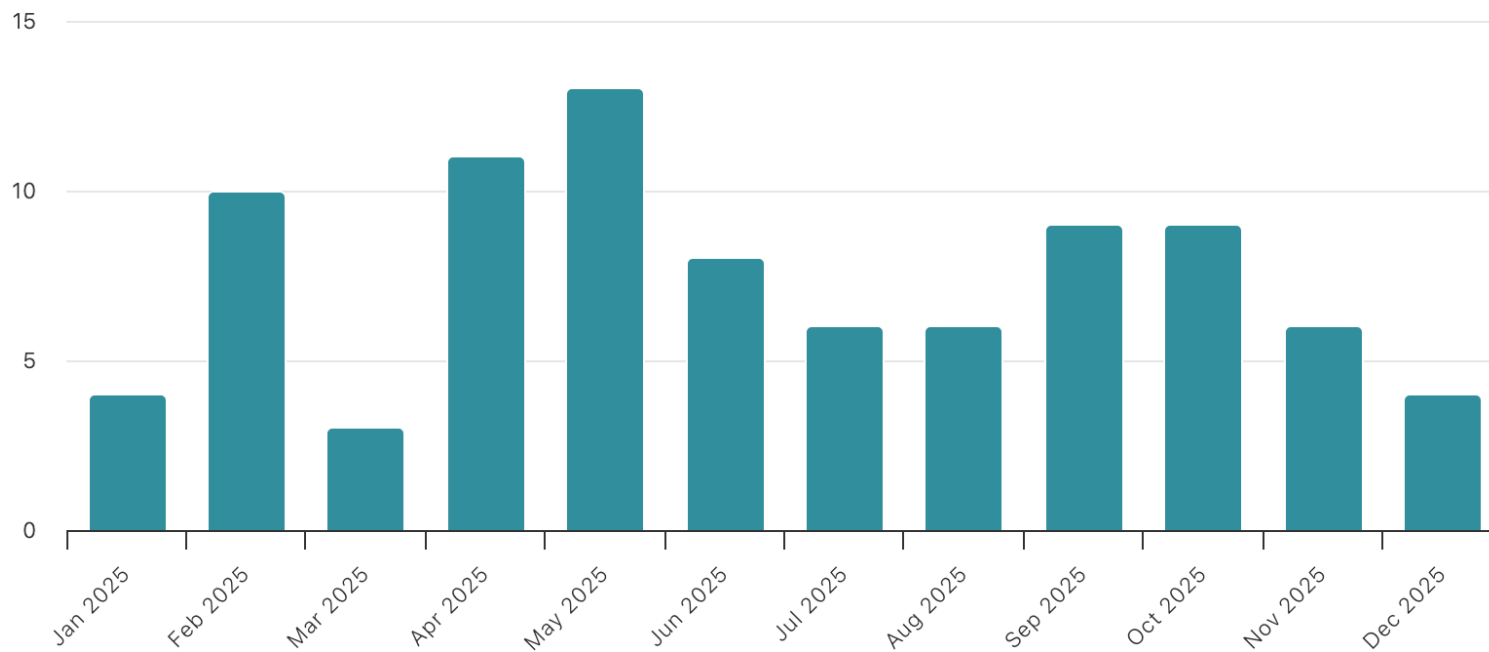
89
Articles ⓘ
(89 unique)

36.34M
Average UVM
Insights by similarweb

3.2B
Total UVM
Insights by similarweb

Articles ⓘ

Export ▾



Public Relations

Top-Tier Media Outlets Earned Great Northern Catskills · 2025

Representative national, luxury, and culture outlets



Outlet selection reflects a cross-section of high-visibility earned media placements in 2025.

Public Relations

2025 Media Coverage by Theme

Outdoor Adventure & Nature (~20-25 stories)

Skiing, hiking, waterfalls, foliage, adaptive recreation

Travel + Leisure · New York Post · Matador Network · AAA · Yahoo

Lodging, Design & Hospitality (~20-22 stories)

Boutique hotels, renovations, luxury and design-forward stays

Vogue · Esquire · Condé Nast Traveler · Forbes · Architectural Digest

Food & Drink (~12-15 stories)

Restaurants, chefs, culinary scenes

Bloomberg · The Infatuation · Chronogram · Times Union

Arts, Culture & Events (~10-12 stories)

Festivals, exhibitions, music, comedy

The New York Times · Cool Hunting · Surface · Chronogram

Towns & Placemaking (~12-15 stories)

Small towns, Main Streets, local identity

Travel + Leisure · Islands · InsideHook · Fodor's

Travel Trends & Lifestyle (~8-10 stories)

Pet-friendly travel, quiet getaways

Parade · Brides · Town & Country · Yahoo

Themes overlap; ranges reflect primary story focus.

TRAVEL+ LEISURE

This Charming Catskills Ski Town Is Almost Unrecognizable—Here's What's New

In New York's Catskill Mountains, a humble ski town is reinvented as a chic retreat.

By [Jess Feldman](#) | Published on November 16, 2025



A trail map at the Windham Mountain Club.
Credit: Jessica Olin

VOGUE

9 Stylish Summer Weekend Getaways From NYC

BY ELISE TAYLOR
April 17, 2025

The Forest-Bathing Foray: Catskill, New York



Photo: Jody Rogac / Courtesy of Pizale

Public Relations

What 2025 Media Coverage Indicates About the Great Northern Catskills

Year-Round Destination

Coverage reinforces four-season travel across winter, spring, summer, and fall.

Travel + Leisure · New York Post · Matador Network

Design-Forward Identity

Media positions the region as contemporary and style-aware.

Vogue · Esquire · Condé Nast Traveler

Culture & Culinary Are Core

Arts, food, and events appear alongside outdoor coverage.

The New York Times · Bloomberg · The Infatuation

Distinct Town Identities

Individual communities receive specific recognition.

Travel + Leisure · Islands · InsideHook

Aligned With Travel Behavior

Coverage reflects current travel trends and preferences.

Parade · Brides · Town & Country

Earned media reflects growing clarity, credibility, and national relevance.

The New York Times

Art to See on Day Trips From New York City This Spring

Exhibitions and discoveries await in New Jersey, the Hudson Valley and the Catskills, and on the East End of Long Island.



Thomas Cole Museum, once the home of the painter who inspired the Hudson River School of landscapes, is under two hours by train from New York City. On exhibition is works by his daughter, "Emily Cole: Ceramics, Flora & Contemporary Responses." Zo and



The Henson

A Catskills inn that's fit for the state.

By CNN



Email Marketing



Email Marketing - Overview

Our 2025 strategy continues to focus not just on growing our contact list, but on cultivating a database of highly engaged individuals who have a genuine interest in the Great Northern Catskills. We aim to create a lasting impact with our subscribers - one that goes beyond the inbox and inspires ongoing travel to Greene County.

Building on the success of our graphical campaigns in 2023, we've refined and elevated our newsletter experience with a design-forward template that guides readers through content with clarity and visual appeal. This thoughtful approach gives the Great Northern Catskills a continued competitive edge.

As always, we remain committed to engaging our audience in a way that feels both human and helpful.

Great Northern Catskills of Greene County

Email Sends

162,521

+33,174 vs. previous 365 days

Website Visits

5,820

+11.6% vs. previous 365 days

Unsubscribe Rate

.2%

-.3% vs. previous 365 days

Open Rate

40.0%

+1.2% vs. previous 365 days

Click Rate

2.0%

+0% vs. previous 365 days

Bounce Rate

1.9%

+.5% vs. previous 365 days

Travel and Tourism Industry Standards:

Open Rate

32.2%

Click Rate

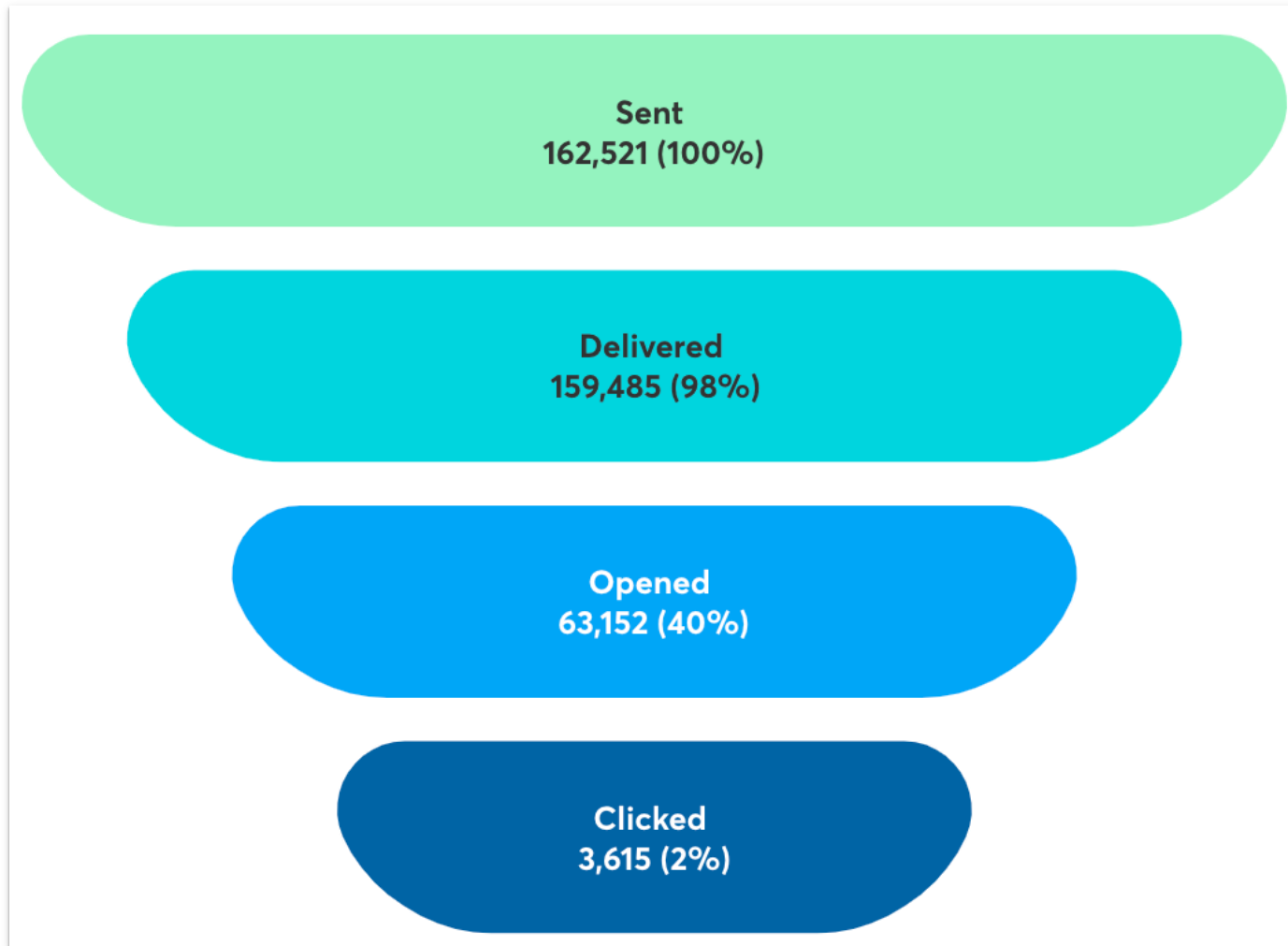
1.2%

Bounce Rate

7.2%



Email Marketing - Funnel



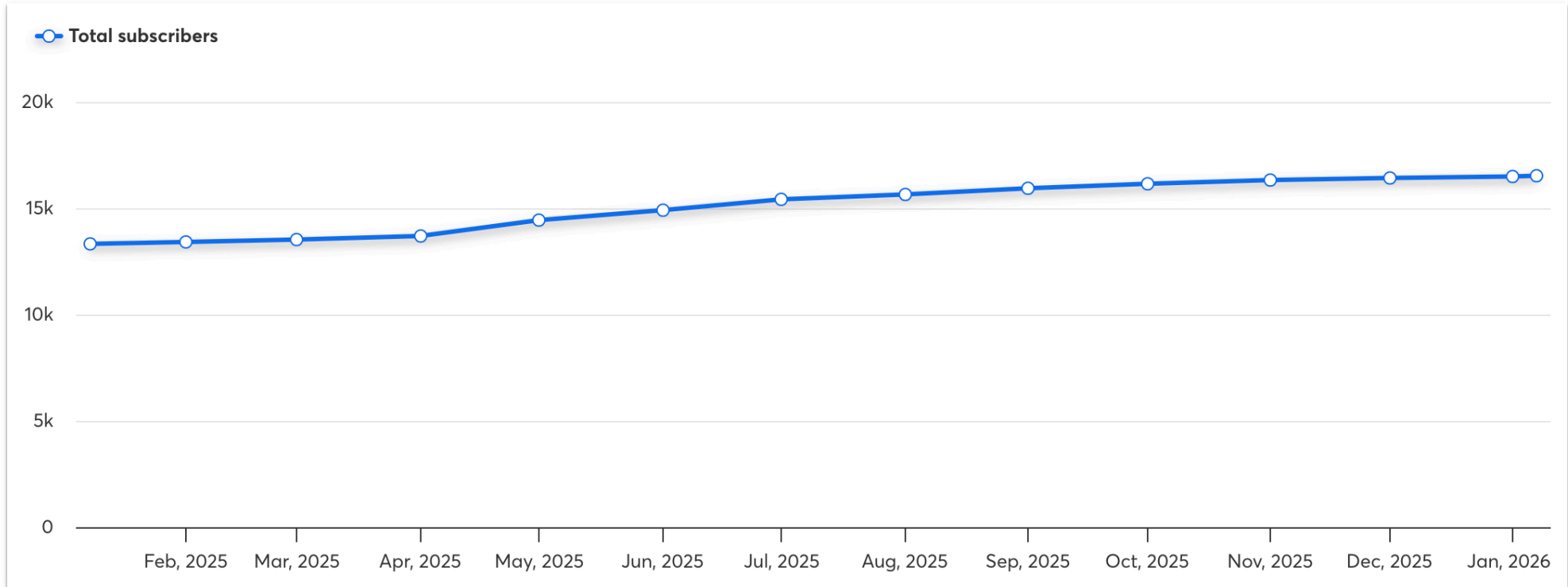
This funnel shows how emails progress from being sent to generating engagement.

1. Sent represents the total number of emails deployed in the campaign.
2. Delivered shows how many of those emails successfully reached subscriber inboxes. The high delivery rate indicates strong list hygiene, a healthy sender reputation, and a qualified audience.
3. Opened reflects how many recipients engaged with the subject line and sender, providing insight into relevance and timing.
4. Clicked captures subscribers who took action within the email, signaling deeper engagement and intent.

Overall, the funnel highlights strong performance at the top, with delivery confirming list quality and establishing a solid foundation for downstream engagement metrics.



Email Marketing - Contact Growth



The creation of the lead form pop-up on your website has been crucial in the organic growth of our email marketing efforts. In the last 12 months, your contact database of now 19,114 contacts has acquired more than 3,500 new subscribers - with 66% coming from our website, 31% coming from lead generation initiative ran by the Paid Media team, 3% coming from the giveaway campaign.

Email Marketing - Giveaways



Festival season is calling and we're giving away **4 FREE tickets** to one of our faves: the **Rip Van Winkle Wine, Brew & Beverage Festival!** ☐

Think: sunny spring vibes, local craft drinks, tasty bites, and live music—all with Catskills views on deck. It's the kind of day you don't want to miss.

Want in? All you have to do is **sign up for our monthly newsletter:** ↓

First name

Last name

* Email

Sign Up



We're giving away **2 full festival passes** to the legendary **Grey Fox Bluegrass Festival** - one of the nation's largest and longest-running beer festivals!

That's right: you and a friend could be dancing under the stars, front and center, at one of the most iconic bluegrass festivals in the country. Set on the scenic fields of **Walsh Farm in Oak Hill, NY**, **Grey Fox** returns **July 17-21** for five days of music, magic, and unforgettable summer vibes.

So dust off your boots, call your festival buddy, and get ready to make some memories in the **#GreatNorthernCatskills**.

Want in? All you have to do is **sign up for our monthly newsletter:** ↓

First name

Last name

* Email

Sign Up



We're giving away **4 FREE VIP tickets** to the **Tap New York Craft Beer Festival** - one of the nation's largest and longest-running beer festivals!

Happening **June 28-29** at the scenic **Blackthorne Resort** in East Durham, NY, this two-day celebration is packed with endless craft beverage samples, mouthwatering eats (yes, including corn dogs), live country music, lawn games, and more.

Get ready for an unforgettable weekend in the Catskills.

Want in? All you have to do is **sign up for our monthly newsletter:** ↓

First name

Last name

* Email

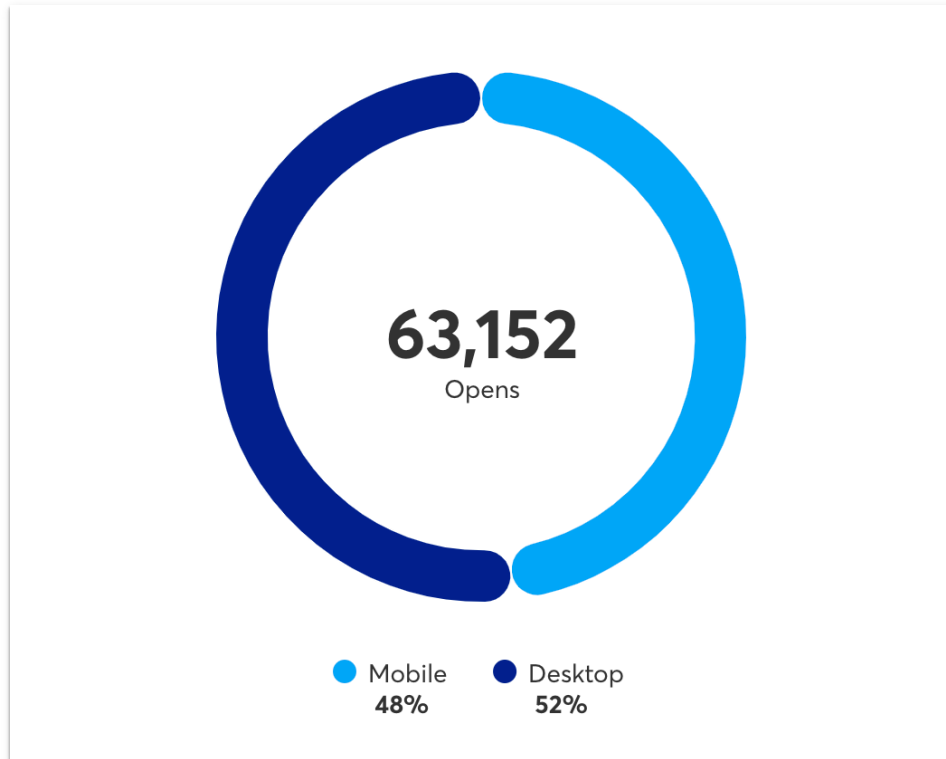
Sign Up

To support the organic growth of our email marketing program, we launched an ongoing giveaway series designed to attract engaged, high-intent audiences. Through the five giveaways we've managed so far this year, we've welcomed 159 new, loyal subscribers to our list. These campaigns not only expanded our reach, but also helped us build a more invested community - one that's actively choosing to stay connected.

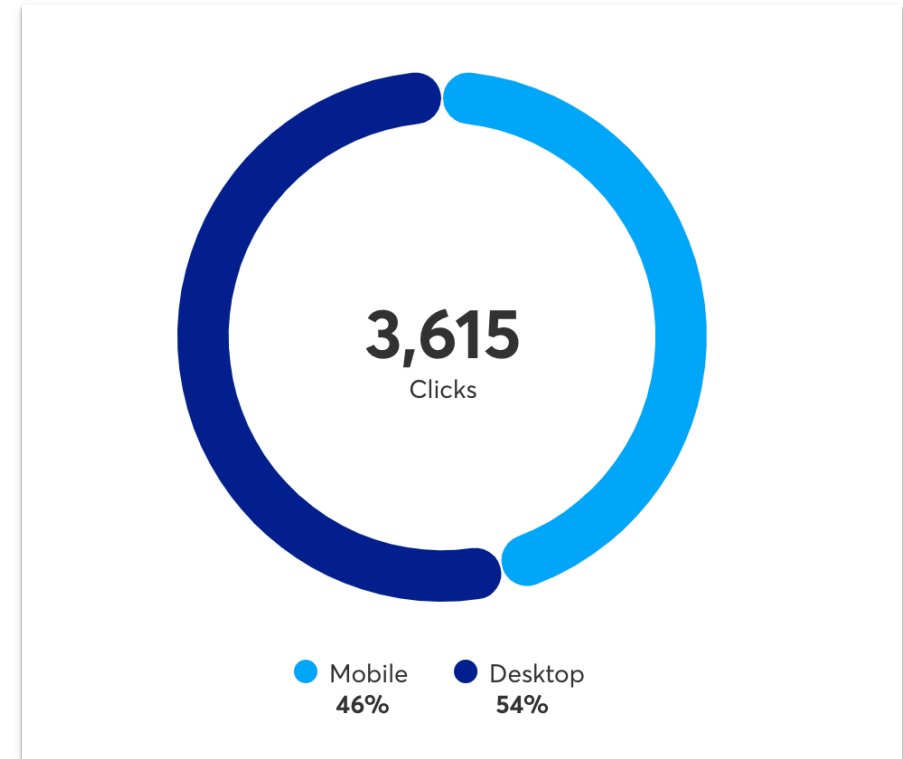


Email Marketing - User Behavior

Opens



Clicks



**Graphs are based off data from Great Northern Catskills 2025 email marketing sends*

Key Takeaways:

1. Mobile clicks are up almost 8% from last year while overall clicks are up nearly 55%.
2. The split between desktop opens and mobile opens has stayed nearly the same year over year with mobile slowly ticking up.
3. Desktop still reigns for the Great Northern Catskills email marketing but mobile is creeping up.



Email Marketing - Campaigns

#1 September
Open Rate: 43%

#2 August
Open Rate: 41%

#2 November
Open Rate: 41%

AN AUTUMN WONDERLAND
Our mountain communities are transforming in shades of apricot and amber with all the best cozy activities to accompany them. From scenic hikes to apple picking, there's no better time to explore.

HORSEBACK ADVENTURES
Saddle up for an unforgettable adventure. Trot over scenic mountain trails, meander through the tall grass, and feel at one with the beauty of the Great Northern Catskills.

UPCOMING EVENTS
Find bustling Main Streets, seasonal fare, kid-friendly crafts, and a full lineup of fun-filled fall festivities.

- Coxsackie Riverside Festival - 09/20
- Oktoberfest at Hunter Mountain Resort - 09/27
- Catskills Comedy Festival - 10/17

THE BRONCK HOUSE
Built over 360 years ago, The Bronck House holds the title of the oldest surviving home in Upstate New York! Tour the preserved rooms and centuries-old barns to get a real taste of early Dutch colonial life.

Share your experience using #GreatNorthernCatskills and #TheRealCatskills on social media.

WELCOME TO OUR NEW VISITOR CENTER
Whether you're here for a hike, a weekend getaway, or just passing through, stop by for free travel guides, local maps, and expert tips to make the most of your visit. The door is always open!

SUNFLOWER & SANGRIA FEST
Catch the last rays of summer at the Sunflower and Sangria Fest at Meadowbrook Farm. From 08/15 - 08/17, stroll through fields of vibrant sunflowers, sip seasonal sangria, and take in the beauty of the Catskills in full bloom.

UPCOMING EVENTS
Whether you're craving live music, cultural fests, or classic car nostalgia, Greene County has something for everyone this month. Here's what's happening:

- Rats Nest Run-In - Aug. 14-17
- Palenstock - Aug. 16
- East Durham Feis - Aug. 31

TOP MOUNTAIN TOWNS
Greene County's natural beauty draws you in - but it's the mountain towns that make you want to stay. Wander through picture-perfect main streets, browse locally owned shops, and discover art, theater, and food scenes full of personality.

Share your experience using #GreatNorthernCatskills and #TheRealCatskills on social media.

FIND YOUR FIRESIDE ESCAPE
Picture boutique inns with roaring fireplaces, glamping tents wrapped in twinkle lights, and cabins that smell faintly of pine and coffee. The Catskills make cozy feel like an art form.

INFLUENCER'S GUIDE TO GREENE COUNTY
A weekend in the Catskills, done right. Our recent visitors took flight with Nutmeg Soaring, chased waterfalls, and uncovered hidden gems that you'll want on your own itinerary.

BAKERIES THAT WARM THE HEART
When the air turns crisp, the scent of fresh bread and cinnamon fills the Catskills. Step inside our local bakeries for a warm drink, a sweet bite, and that small-town comfort you've been craving.

WINTER'S ON ITS WAY
The Catskills in winter are pure magic: quiet trails, glowing inns, and snow-dusted towns that feel like postcards come to life. We'll see you when you get here!

Share your experience using #GreatNorthernCatskills and #TheRealCatskills on social media.

Organic Social Media

W

Organic Social Media - Overview

3.3M

Impressions/Video Views

328.2K

Engagements

6.5K

Audience Growth

Instagram

- + 1.47M Impressions
- + 56.3K Engagements
- + 7,573 Shares + Saves
- + 2622 Audience Growth

Facebook

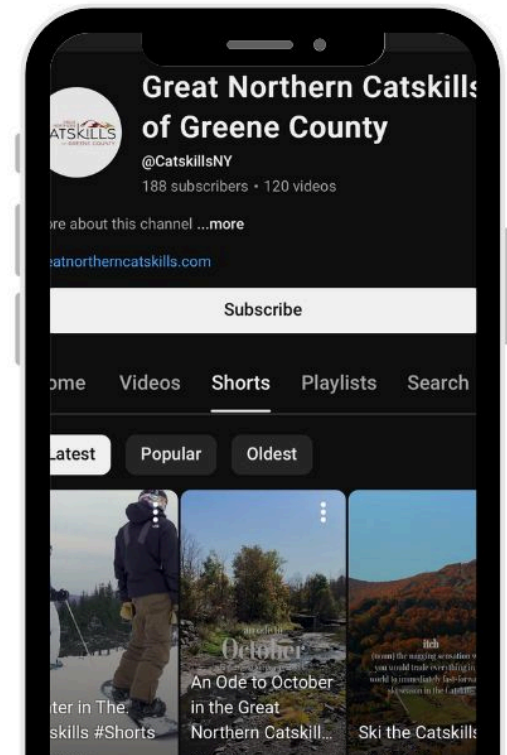
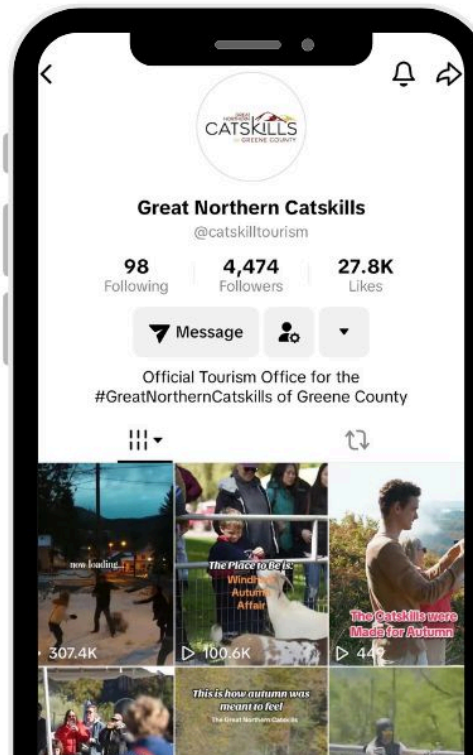
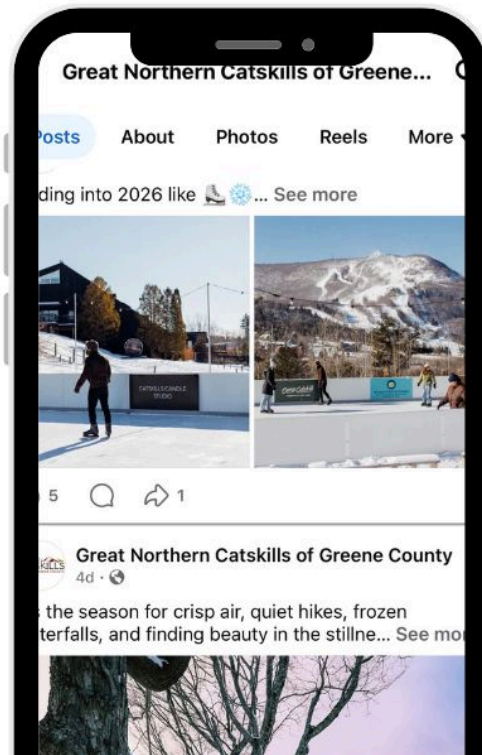
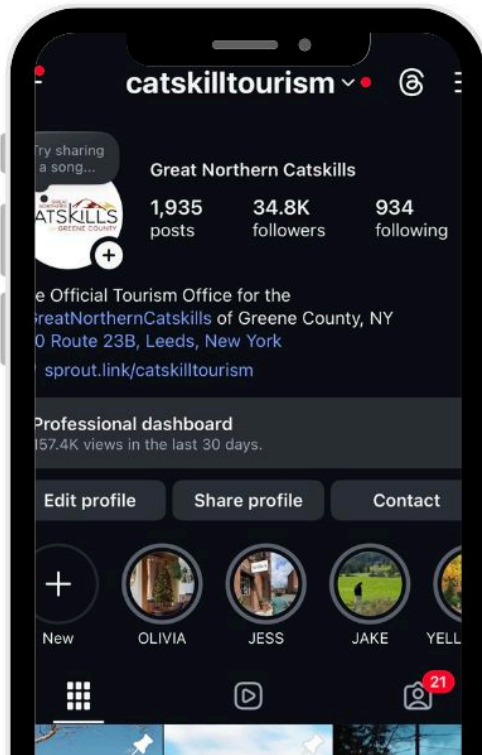
- + 1.5M Impressions
- + 258K Engagements
- + 1,834 Shares
- + 2,961 Audience Growth

TikTok

- + 318.4K Impressions
- + 13.6K Engagements
- + 869 Audience Growth

YouTube

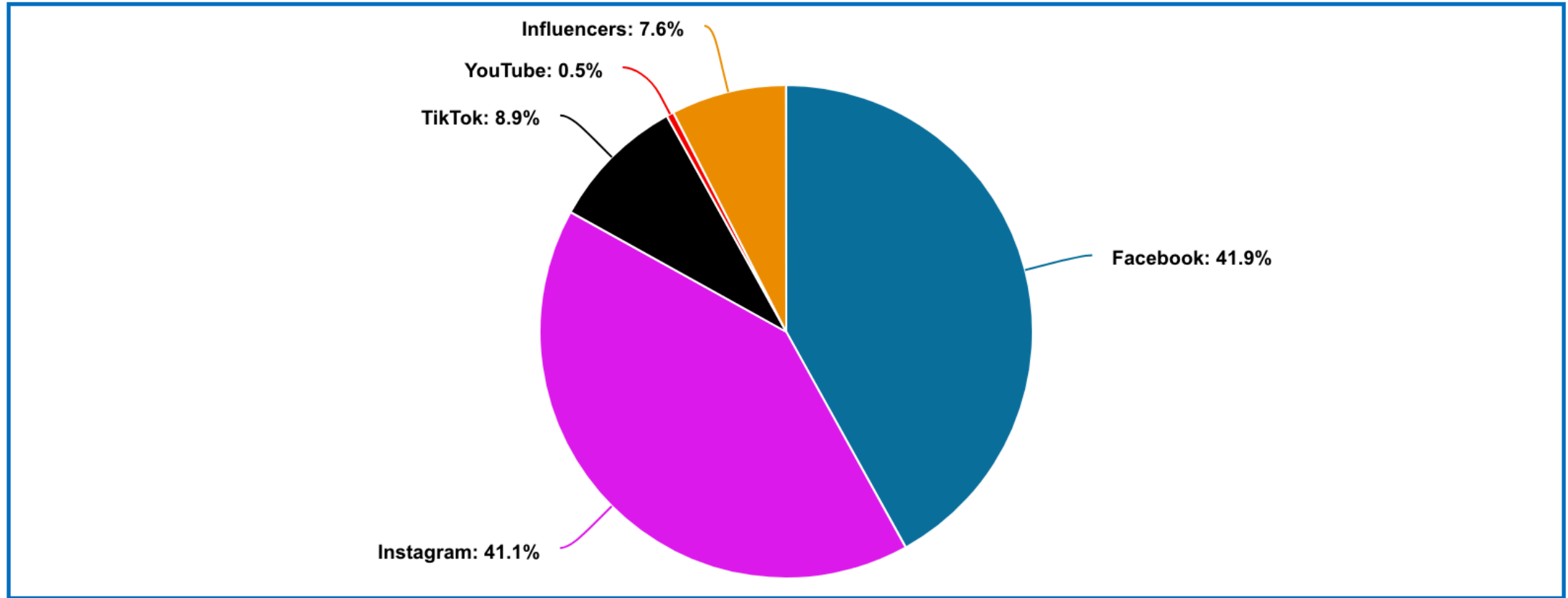
- + 17K Impressions (views)
- + 294 Engagements
- + 41 Audience Growth





Organic Social Media - Combined

Combined Social Media Reach (share of impressions)



Facebook Instagram TikTok YouTube Influencers

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Organic Social Media - Video

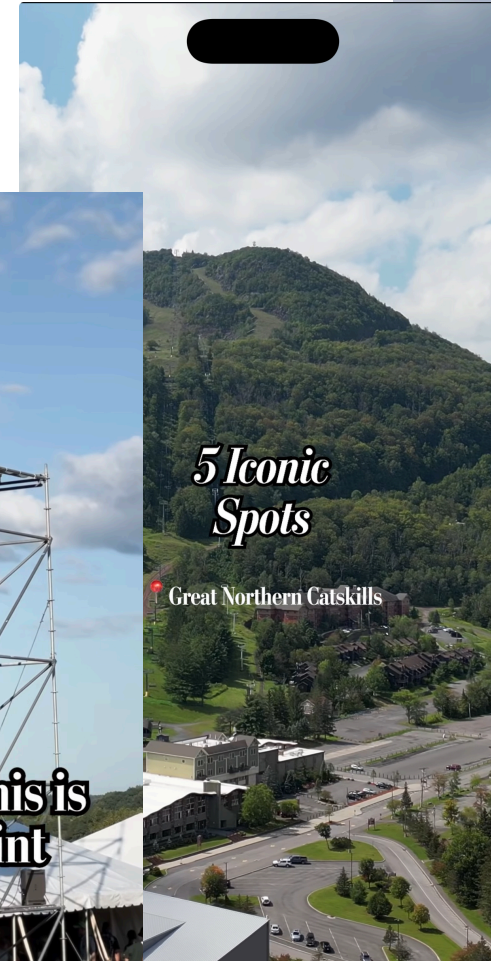
1.891M

Video Views

Our objectives for your video strategy are simple and clear for 2025: (1) continue ramping up video around boosted capture, (2) earn more viewership on those videos and (3) create a more engaged tourism audience with video. We are winning by each metric.

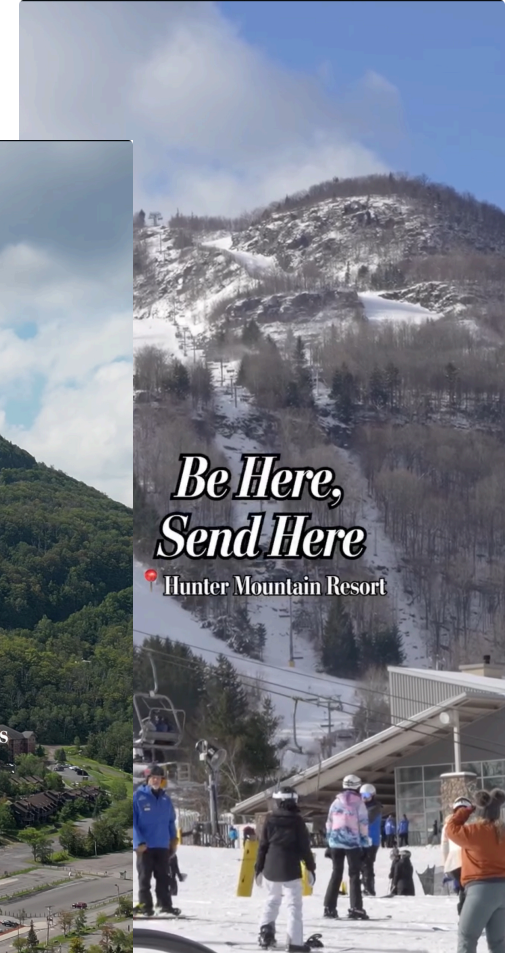


**almost forgot this is
the whole point**



**5 Iconic
Spots**

Great Northern Catskills



**Be Here,
Send Here**

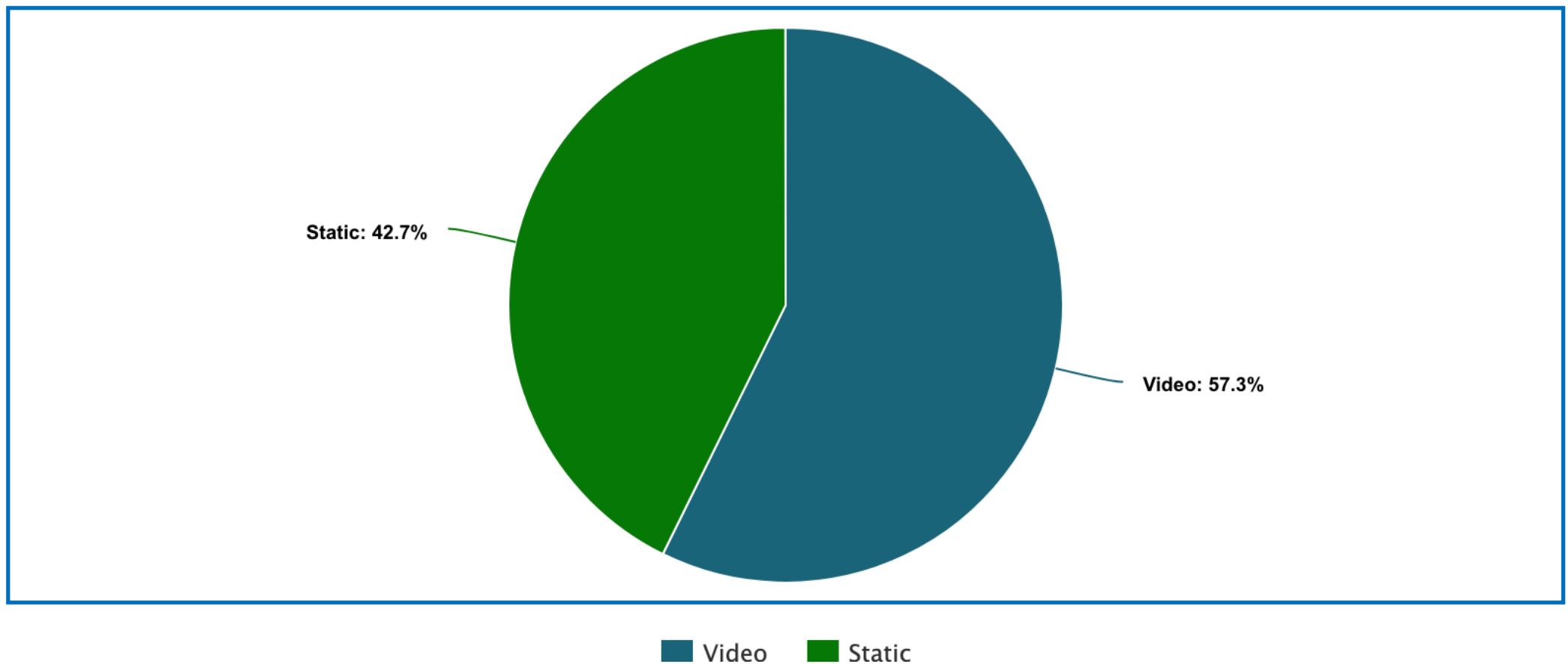
Hunter Mountain Resort

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Organic Social Media - Video

Social video content is King in the Great Northern Catskills

Social Video Views vs. Static Impressions (2025)






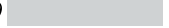


















Organic Social Media - Top Facebook Posts

Picture	Post	Post ... ▾	Post Engage...
	<p>There's a magic about the Great Northern Catskills that you can feel when you slow down to a stroll ✨</p> <p>📍 Hunter, NY</p>	102,937	6,920
	<p>We'd say these are the five spots you have to visit in the Great Northern Catskills—but there are so many more you need to see 👁️</p> <p>🔗 Tap to discover iconic spots and trip ideas for all seasons in #TheRealCatskills 👉 https://bit.ly/3Y8S0AG</p>	68,711	1,884
	<p>Ring in New Year's Eve at Windham Mountain Club with one of our favorite mountain traditions 🥂🌐✨🎆</p> <p>Watch skiers light up the slopes during the Torchlight Parade, followed by a fireworks display. all easily viewed from The Patio and The Lodge. Add live music all day long, and you have a celebration that feels festive from start to finish.</p> <p>📍 Windham Mountain Club #GreatNorthernCatskills</p>	55,101	2,982
	<p>The Windham Path is a peaceful, two-mile trail winding through meadows, woodlands, and wide-open Catskills views. With its flat gravel surface and covered bridge crossing the Batavia Kill, it's a perfect escape for walkers, bikers, families, and slow-down seekers.</p> <p>Ready to roam? Let's go.</p> <p>📍 Windham Mountain Path 📷: @golightlyink_cards #GreatNorthernCatskills</p>	38,999	1,477
	<p>Tucked into Catskill's historic Main Street, Hemlock isn't just a bar - it's a vibe.</p>	38,787	2,350

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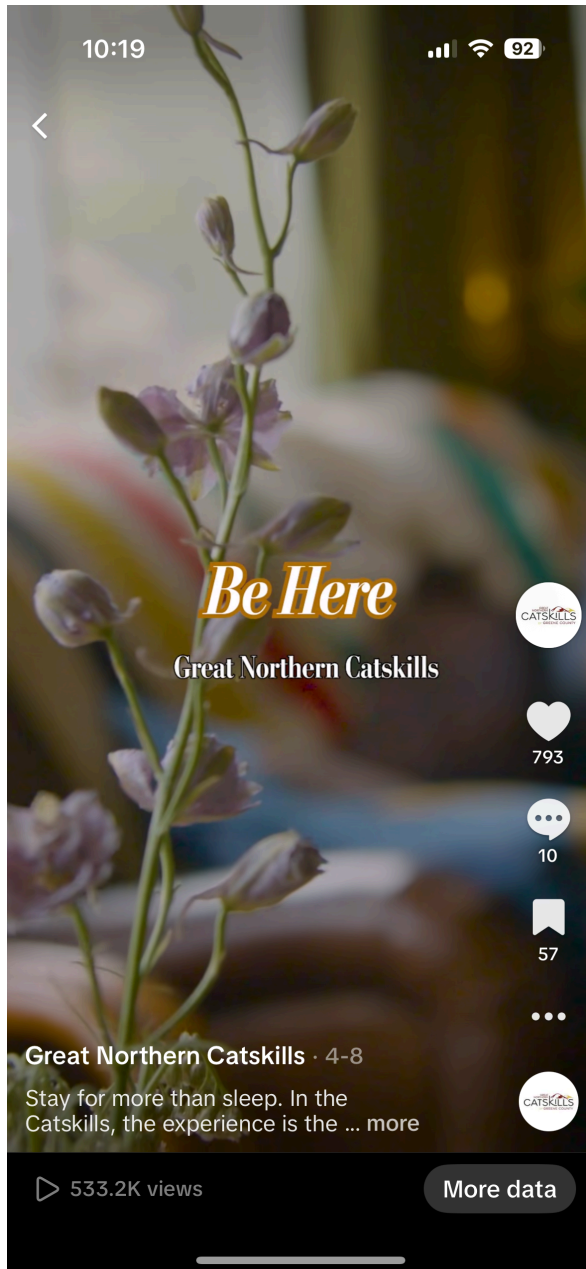
Organic Social Media - Top Instagram Posts

Media	Caption	Reach	Like Count	Comments Cou...
	<p>Shimmering creeks, secret swimming holes, and sun-dappled rocks. This is summer in the #GreatNorthernCatskills. No pool required.</p> <p>Wade in, float on, feel free.</p> <p>📍 East Durham, New York 📷: @upstater @sierraelizabeth.flach #GreatNorthernCatskills</p>	17,375 	766 	19 
	<p>The Windham Path is a peaceful, two-mile trail winding through meadows, woodlands, and wide-open Catskills views. With its flat gravel surface and covered bridge crossing the Batavia Kill, it's a perfect escape for walkers, bikers, families, and slow-down seekers.</p> <p>Ready to roam? Let's go.</p> <p>📍 Windham Mountain Path 📷: @golightlyink_cards #GreatNorthernCatskills</p>	6,385 	671 	25 
	<p>Friendly reminder that in one short month, the #GreatNorthernCatskills will look like this 🍁☕️🌟🧸</p> <p>📍 Durham, New York 📷: @easternimagephoto</p>	4,324 	557 	9 
	<p>Winding roads dusted with snow, towering pine trees, and memories etched on 35mm 📷🌟</p> <p>📍 Tannersville, New York 📷: @mikecelery #GreatNorthernCatskills</p>	4,203 	490 	9 
	<p>Greene County painted in pink and purple hues - Even winter nights up in the #GreatNorthernCatskills can make you feel all warm and fuzzy when the mountains light up like this. 💜</p> <p>📍 Tannersville, NY</p>	3,920 	467 	7 

Organic Social Media - Top TikTok Posts

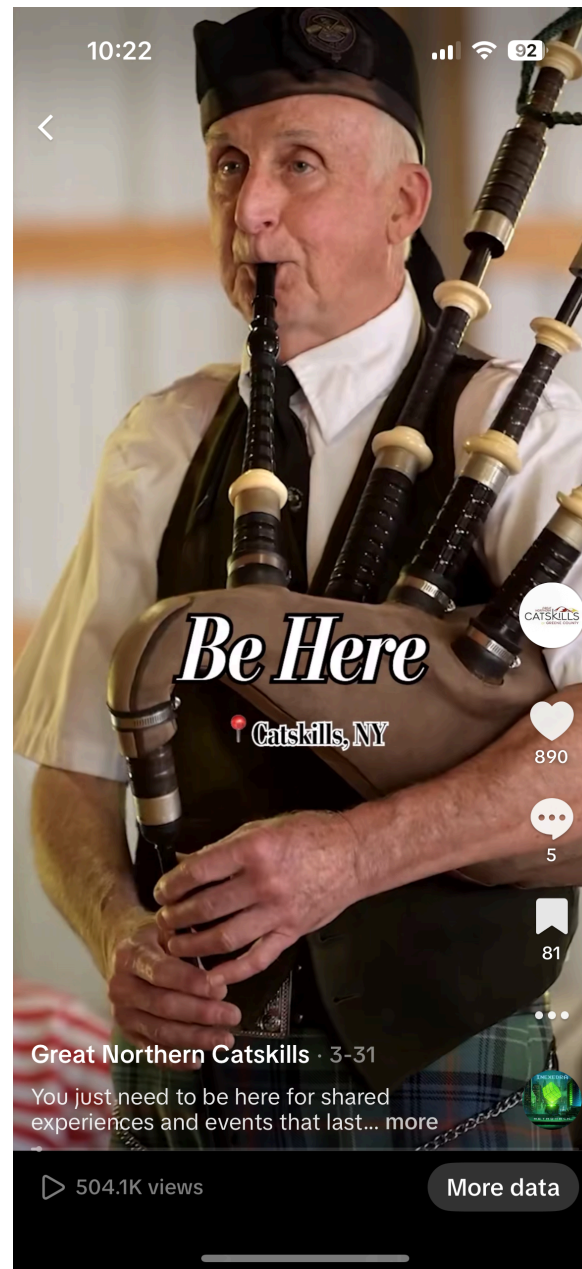
#1

Total Impressions: 553.2K



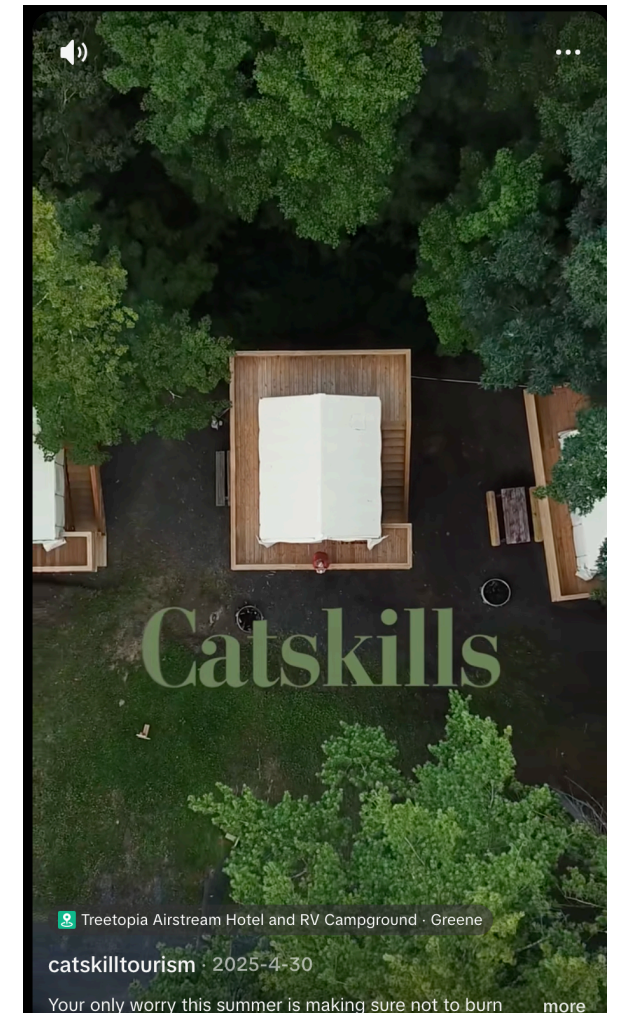
#2

Total Impressions: 504.1K



#3

Total Impressions: 486.7



5 Big Social Takeaways

1. Vision Boards + *Utility* = Engagement Magnet

Aspirational visuals performed best when anchored by specific recommendations. Top-performing “mood board” posts combined dreamy imagery with tangible value.

2. Foliage, Waterfalls & Mountain Vistas are the Catskills at their Best

No matter the micro-trends, the Great Northern Catskills always lead on their merits. Epic nature & spatial content remains the top organic share driver.

3. Culture Keeps Regional Users Buzzing

Posts tied to community traditions overperformed on comments, shares and reach, relative to proportion of content mix.

4. Itinerary Content Converts Bulk Saves to High Reach

Posts that helped people imagine or structure their trip: “5 Iconic Spots,” itinerary-style roundups, seasonal trip guides with clever editorial hooks; earned some of the highest save rates of the year.

5. Niche & *Hyper-Local* Features Build Credibility

Winter sports and adventure clips generate high shares relative to top-line reach, leveraging seasonal excitement to drive advocacy.

3 Strategic Priorities

1. Design Every Post for Saves & Shares Amplification

Lead with themes that we know followers will want to save for later or send to friends, tracking this as the baseline for content engagement.

2. Package Content to Travel Beyond Your Feed

Use clean visual overlays, bold headlines, and self-contained carousels or Reels so posts can be easily reposted, embedded in Stories, and still make sense without captions.

3. Turn Striking Visuals into Snackable Editorials

Curate the best user content and striking visuals, reframe it with your brand's voice, and release it as authoritative, guide-style features making them natural weekly "amplifier" moments.

Influencer Marketing



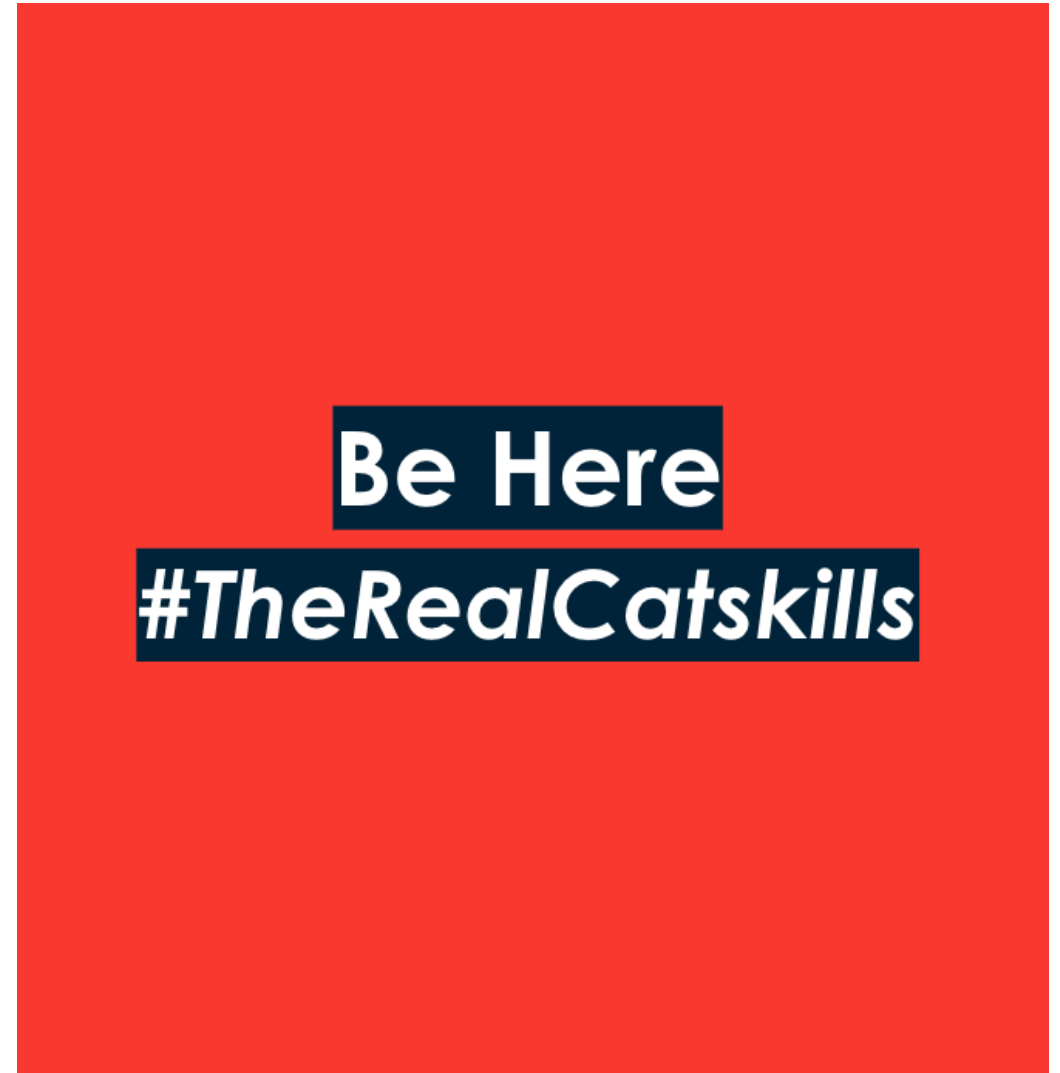
Influencer Marketing - 2025 Strategy

Overall Goals:

- Expand your brand
- Strengthen community ties
- Generate authentic content that resonates
- Develop content for diversified audiences in a way that represents present-day society

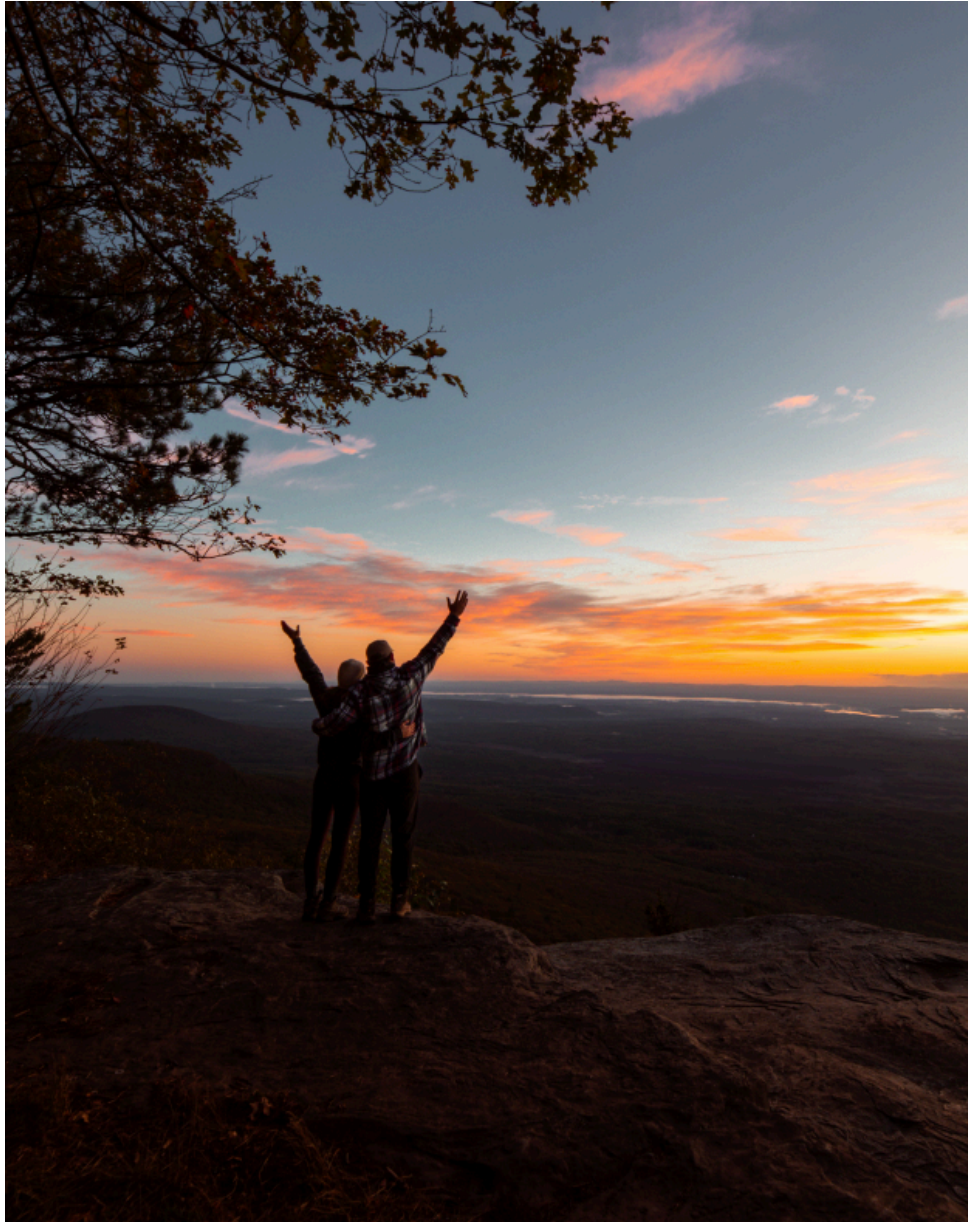
Activation Objectives:

- Cultivate relationships with local businesses and community partners
- Position Greene County as the home base for any type of traveller
- A place for outdoor enthusiasts, foodies, families and friends.
- Show our audience what makes Greene County the crown jewel of the Catskills





Influencer Marketing - 2025 Strategy



Audience Overview:

Top Locations per Google Analytics -

- New York City
- Boston
- New York's Hudson Valley
- Philadelphia

Top Ages per Google Analytics -

- 25 to 34
- 45 to 65

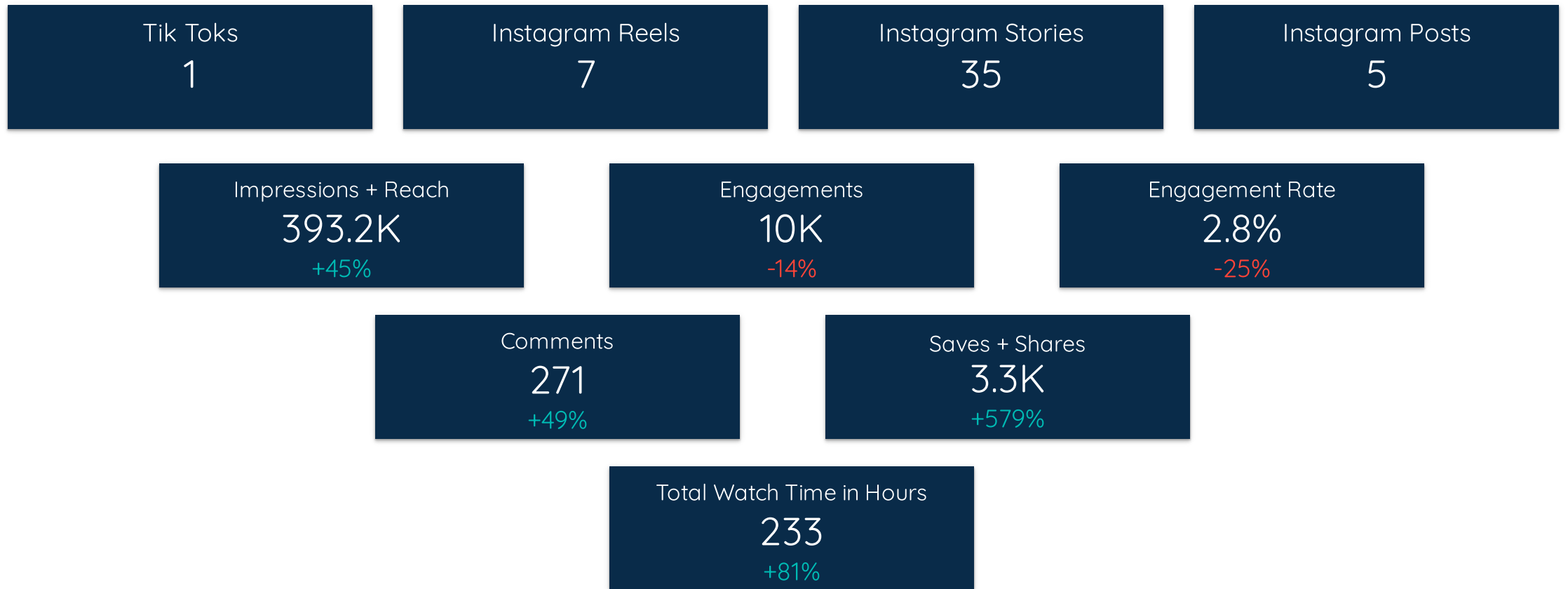
Influencer Personas:

- Influencer Partnership
- Outdoors Aficionado
- Trend Setting
- Family Oriented



Influencer Marketing - Overview

Our influencer marketing strategy seeks to position the Great Northern Catskills as a year-round destination by showcasing authentic, experience-driven travel through trusted creator voices. A successful influencer activation extends the reach of your brand, engages new audiences, and stimulates organic conversations with their digital communities around your brand. The following KPIs reflect how our efforts tracked against our activation goals.



Performance to date suggests the influencer program is highly effective. Our influencers' efforts were successful in not just in connecting the Great Northern Catskills, but in deepening their affinity with the destination. When looking closer at engagements, we saw that our influencer's audiences commented, saved and shared these posts at a higher level than years past. When paired with a bump of organic followers surrounding the activations, these results indicate consideration of Greene County as a destination.



Influencer Marketing - Campaign 1

Jake Musser x Glen Falls House

Deliverables:

- 1 Tik Tok
- 1 Instagram Post
- 1 Instagram Story Series

Results:

- 113K Combined Reach + Plays
- 1.7K Total Engagements
- 3.1% Engagement Rate
- 30 Comments + Replies
- 88 Shares + Saves
- 29 Hr 38 Min Total Watch Time





Influencer Marketing - Campaign 2

And North x Greene County

Deliverables:

- 2 Instagram Reels
- 1 Instagram Post
- 1 Instagram Story Series
- 1 Written Blog

Results:

- 18.6K Combined Reach + Plays
- 276 Total Engagements
- .75% Engagement Rate
- 27 Comments + Replies
- 35 Shares + Saves
- 5 Hr 12 Min Total Watch Time





Influencer Marketing - Campaign 3

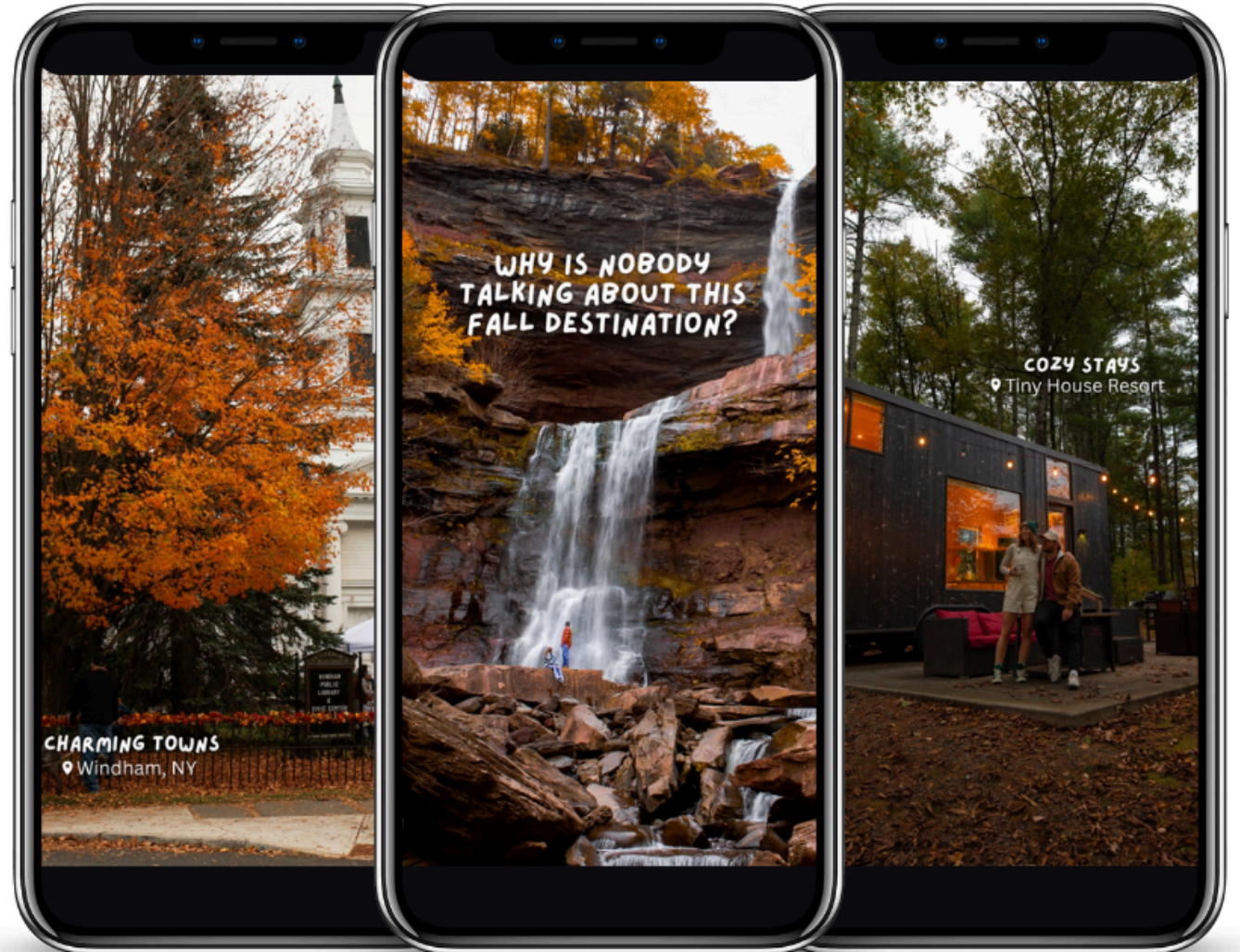
Dave and Jocie x Greene County

Deliverables:

- 1 Instagram Reel
- 1 Instagram Post
- 1 Instagram Story Series

Results:

- 116K Combined Reach + Plays
- 5.5K Total Engagements
- 7.2% Engagement Rate
- 150 Comments + Replies
- 2.4K Shares + Saves
- 133 Hr 13 Sec Total Watch Time





Influencer Marketing - Campaign 4

Upstater x Greene County

Deliverables:

- 1 Instagram Post
- 2 Instagram Reels
- 1 Instagram Story Series

Results:

- 75K Combined Reach + Plays
- 1.4K Total Engagements
- 3.7% Engagement Rate
- 37 Comments + Replies
- 424 Shares + Saves
- 31 Hr 46 Min Total Watch Time





Influencer Marketing - Campaign 5

Upstater 2 x Greene County

Deliverables:

- 1 Instagram Post
- 2 Instagram Reels
- 1 Instagram Story Series

Results:

- 70.6K Combined Reach + Plays
- 1.3K Total Engagements
- 3.6% Engagement Rate
- 27 Comments + Replies
- 274 Shares + Saves
- 34 Hr 33 Min Total Watch Time



All Traffic Channels + Search Engine Optimization



Web Traffic Overview: Users and Sessions

In 2025, we saw 829K Sessions from 614K Total Users across all referral channels. The industry average loss in web traffic is between 20-45%, due to increased information consumption via LLMs and AI Search Engine results resulting in "zero click searches."

GOOGLE GA4 DATA FROM JANUARY 1- DECEMBER 31, 2025 (Compared to 2024)



- 56% of all traffic came to the site by Organic Search, with Paid Social Media (Shown as Organic) second at 15%.
- Direct Traffic sent 14% of referrals, with Google Paid driving around 7% of traffic. ChatGPT came in at #6 for referral traffic with 4% of all Referrals.
- Behavior metrics still suggest an opportunity to increase content "stickiness" through additional real time content and features or guides.
- Below, we have broken down the top traffic sources by Default Channel Group compared to 2024.
- Most of the traffic loss from Organic can be attributed to people getting their information directly within Google or from AI LLM Prompts, especially the drop off in traffic for Kaaterskill Falls and Rip Van Winkle. Paid Search and Direct both saw slight YOY climbs.

GA4 DATA FROM JANUARY 1- DECEMBER 31, 2025 (Compared to 2024)

	First user default channel group	Total users ▾	% Δ	New users	% Δ	Sessions	% Δ	Average session duration	% Δ
1.	Organic Search	345,143	-20.0% ↓	347,118	-19.0% ↓	483,784	-12.6% ↓	00:02:38	-1.4% ↓
2.	Organic Social	89,988	-54.4% ↓	89,517	-54.7% ↓	105,000	-52.1% ↓	00:00:26	-43.9% ↓
3.	Direct	89,152	3.0% ↑	88,824	5.1% ↑	108,325	-2.5% ↓	00:01:36	-17.9% ↓
4.	Paid Search	41,797	1.3% ↑	41,670	1.2% ↑	53,313	3.1% ↑	00:03:16	3.2% ↑
5.	Referral	26,480	-10.5% ↓	25,990	-11.5% ↓	35,746	-4.1% ↓	00:03:12	14.1% ↑
6.	Paid Other	18,936	-15.0% ↓	18,861	-15.3% ↓	21,555	-12.3% ↓	00:01:01	44.9% ↑
7.	Email	3,885	5.0% ↑	3,832	1.6% ↑	5,618	14.4% ↑	00:02:52	13.7% ↑
8.	Unassigned	3,757	99.0% ↑	3,743	98.8% ↑	4,718	84.1% ↑	00:01:57	-22.6% ↓
9.	Paid Social	921	144.3% ↑	920	143.4% ↑	1,055	159.2% ↑	00:00:20	154.7% ↑
10.	Cross-net-work	578	-	579	-	780	-	00:03:52	-
11.	Organic Video	46	-60.0% ↓	46	-59.6% ↓	49	-62.6% ↓	00:01:06	10.4% ↑
12.	Display	14	-51.7% ↓	14	-51.7% ↓	14	-61.1% ↓	00:00:06	-88.9% ↓
13.	Organic Shopping	9	-	9	-	9	-	00:00:11	-



SEO - Organic Traffic Overview

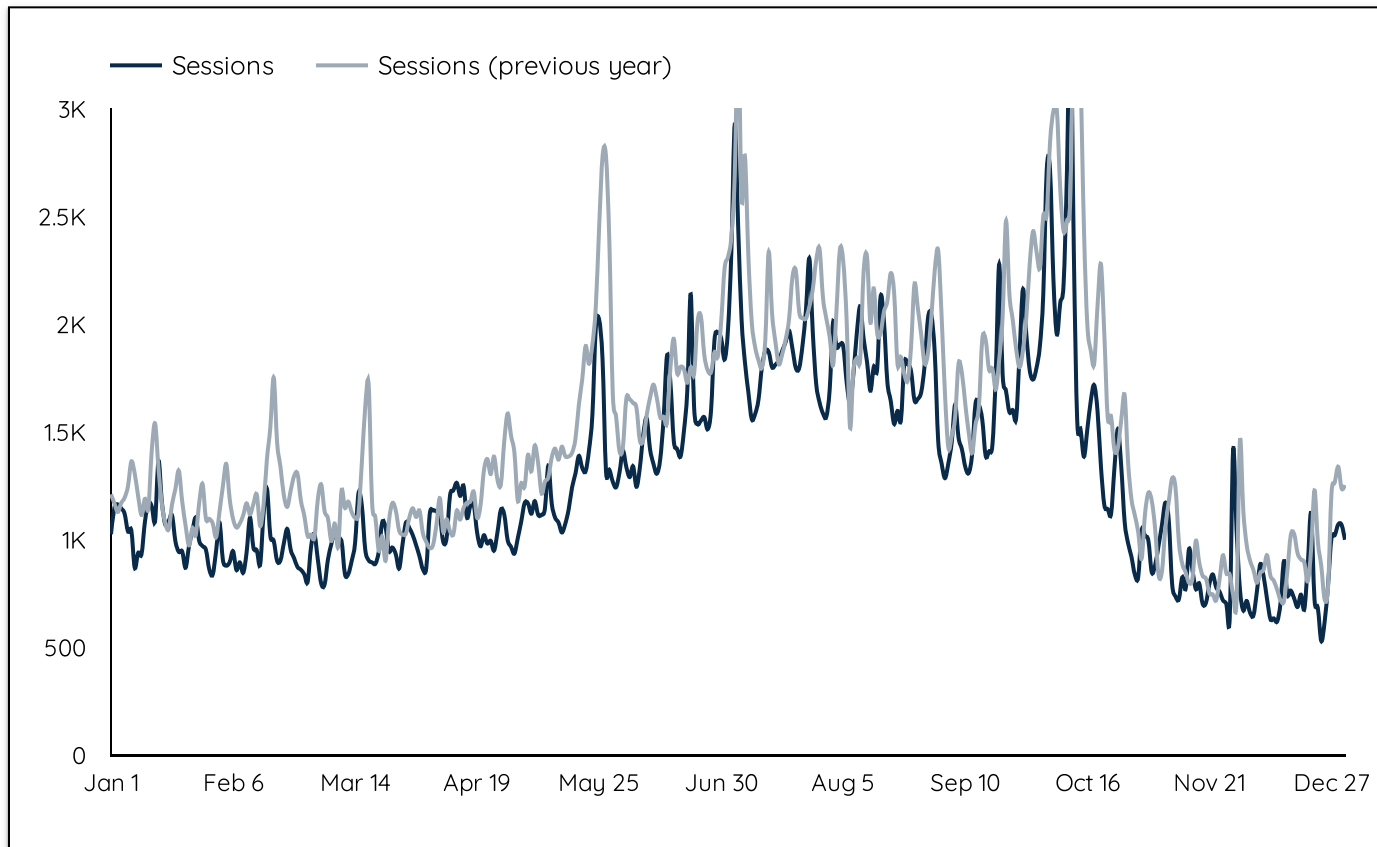
GA4 DATA FROM JANUARY 1 TO DECEMBER 31, 2025, COMPARED TO 2024:

Total users 345,143 -20.0%	New users 347,118 -19.0%	Sessions 483,784 -12.6%	Engagement rate 61.39% -3.5%	Average session duration 00:02:38 -1.4%
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- Although down YOY, Organic Search still sent 56% of the total visitors to the site in 2025, with an average session duration of over two and a half minutes, and an Engagement rate of 61.39%, down from an average of 62.5% in 2024.
- All metrics are down YOY, further supporting to repeated recommendations to add more new content to increase rankings, AI-positions and website engagement.
- The top Landing Page for Organic is **Kaaterskill Falls**, along with the Top Attractions page not far behind, continuing a strong rebound after that page lost traffic in 2024. Events and Glamping also had well over 11K users as Landing Pages in 2025.

TOP ORGANIC SEARCH LANDING PAGES:

GA4 DATA FROM JANUARY 1 TO DECEMBER 31, 2025 vs 2024:



	Landing page	Total users	New users	Sessions
1.	/outdoors/kaaterskill-falls	26,462	24,969	31,425
2...	/attractions/top-attractions	22,899	21,097	25,953
3...	/events	15,647	13,053	17,978
4...	/camping/glamping	11,553	11,035	12,430
5...	/tannersville-ny	7,752	7,191	8,933
6...	/catskill-ny	7,376	6,880	8,052
7.	/arts-culture/rip-van-winkle	6,575	6,485	7,364
8...	/catskills-fall-foliage	6,728	6,229	7,570
9...	/attractions/hunter-mountain-scenic-skyride	6,724	6,021	7,751
1...	/windham-ny	6,133	5,595	6,656



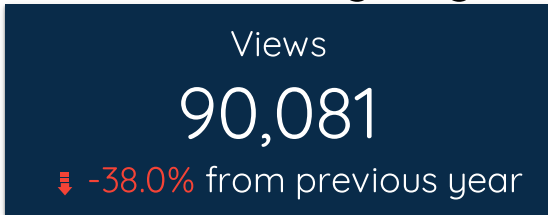
Content Categories

Below, we have collected total Views across categories for 2025, and compared to 2024 for trending discussion.

Resorts-Lodging



RL as Landing Page



Events



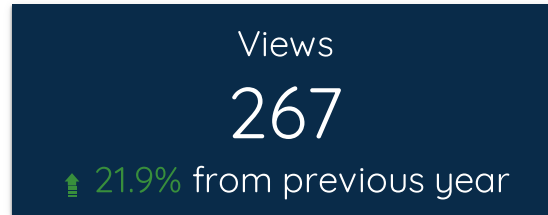
Events as Landing Page



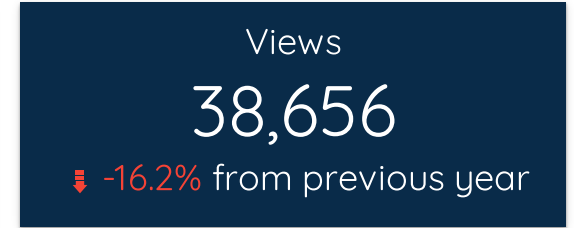
Dining



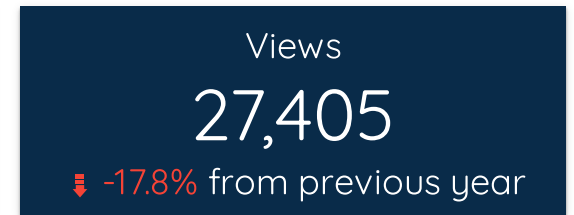
Dining as Landing Page



Arts & Culture



A&C as Landing Page



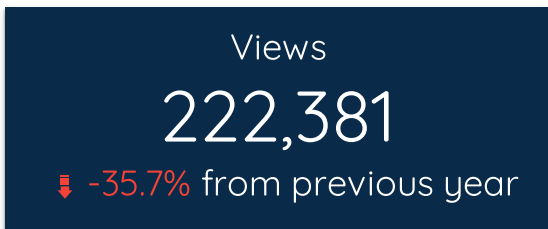
-Year-Over-Year LLM + Google Maps driven losses in Overall Views were felt across all categories. Our one "winner" YOY was the events category, which has overtaken Outdoors.

- As for Landing Pages, Events was also number one in visitor entries, with a 20% gain YOY.

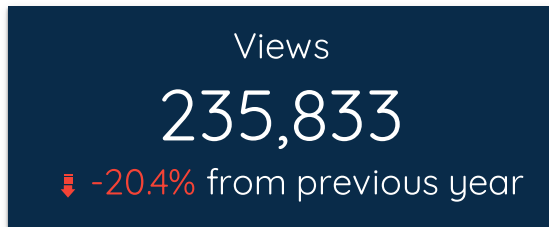
Outdoors



Outdoors as Landing Page



Attractions



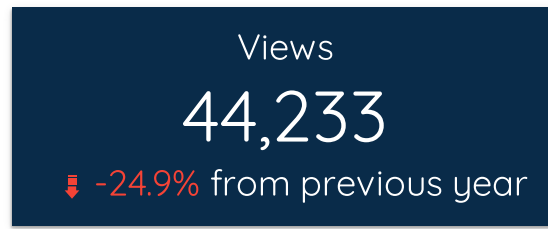
Attractions as Landing Page



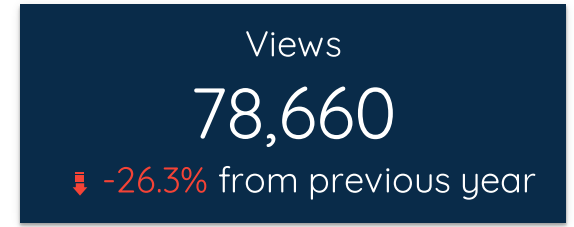
Homepage



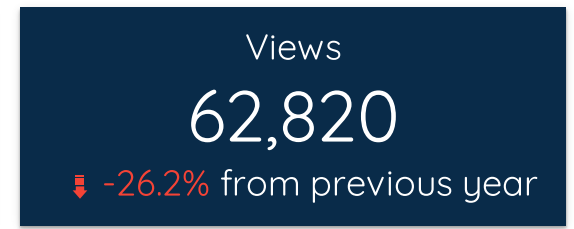
Home Page as Landing



Camping



Camping as Landing Page





All Channels: Audience Insights

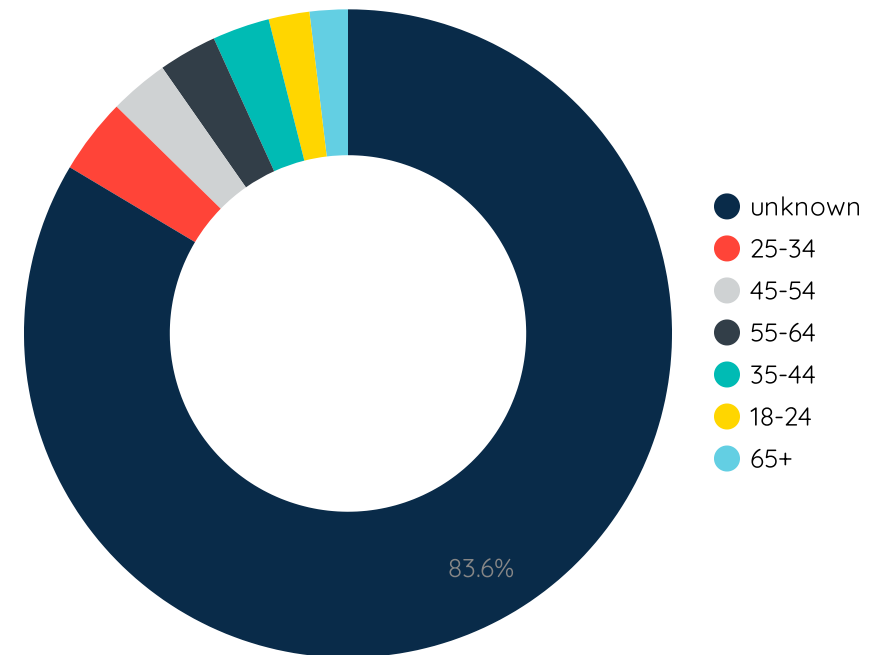
Top Cities by Sessions

	City	New users	Total users	Sessions ▾
1.	New York	97,508	107,445	131,091
2.	(not set)	55,316	62,665	70,957
3.	Boston	12,581	14,320	17,153
4.	Albany	12,089	13,615	16,224
5.	Syracuse	8,219	9,848	11,976
6.	Catskill	6,946	7,921	11,679
7.	Philadelphia	7,413	8,183	9,488
8.	Cairo	4,013	4,849	6,204
9.	Ashburn	4,897	5,479	5,988
10.	Greenville	3,606	4,592	5,610
11.	Newark	3,383	3,944	4,459
12.	Saratoga Springs	3,016	3,705	4,281
13.	Windham	2,469	2,969	3,895
14.	Kingston	2,740	2,934	3,593
15.	Saugerties	2,488	2,851	3,571

NYC continues to be #1, with Boston and Albany ahead of Philadelphia. For the entire year, **Canada no longer has any cities in the Top-15.**

**Note the (not set) traffic should be split evenly across other cities; also the "Ashburn" traffic represents people using Spectrum or other internet providers routing traffic through the old AOL data centers in VA.*

Sessions by Age



From the sample reported, 25-34 is the top-reported age range, but with a nearly equal amount of reported visitors in the 45-54 range. In 2023 and 2024, 35-44 was the top age range, and has fallen to 4th.

Paid Media



Paid Media - Overview

2025 performed very well for paid media tactics:

The Connected TV campaign, served 451,853 impressions with 1,442 website visits. Audio advertising delivered 1,145,465 impressions with an 97% completion rate and 2,370 website visits. New this year, Digital Out of Home served 622,786 impressions.

Overall, our standard paid social campaign delivered over 3.4 million impressions served, over 182,000 clicks, 2,003 email signups, and a CTR of 5.34% which is 493% above the Meta Ads Travel & Hospitality benchmark CTR of 0.90%. The top campaign was General Events by clicks and engagements. Additionally, we boosted several reels this year resulting in 1.2 million engagements. TikTok advertising delivered over 4.2 million impressions and strong engagement.

Native advertising has been utilized for seasonal and wedding campaigns. The CTR for all campaigns was 0.64% which is 113% above the native CTR benchmark of 0.30%.

The retargeting campaign targeted users who have visited the website and/or completed viewing or listening to a Connected TV or audio ad. The CTR from retargeting was 133% above the benchmark.

Google Ads delivered over 414,000 impressions and 53,587 clicks with a CTR 176% above the Google Ads Travel & Hospitality benchmark. Attractions and Outdoor were the top performing campaigns.

We contracted several digital direct placements with various vendors and publishers this year with the main goal of promoting events and seasonal travel. Placements included e-newsletter sponsorships with Chronogram, banner ads with Discover Upstate NY, banner ads & e-newsletter ads/sponsorships with Hudson Valley Magazine, various digital sponsorships for Hudson Valley Restaurant Week, and e-newsletter sponsorships & banner ads with NY By Rail.

Print ad placements included RoadRUNNER (spring & fall), NY By Rail, Hudson Valley Magazine (May & September), Hudson Valley Restaurant Week, Hudson Valley Wine, NY Family (+7 more Families), Chronogram, and Jersey's Best Magazine. All print ad design aligned with the Own the Catskills campaign theme.



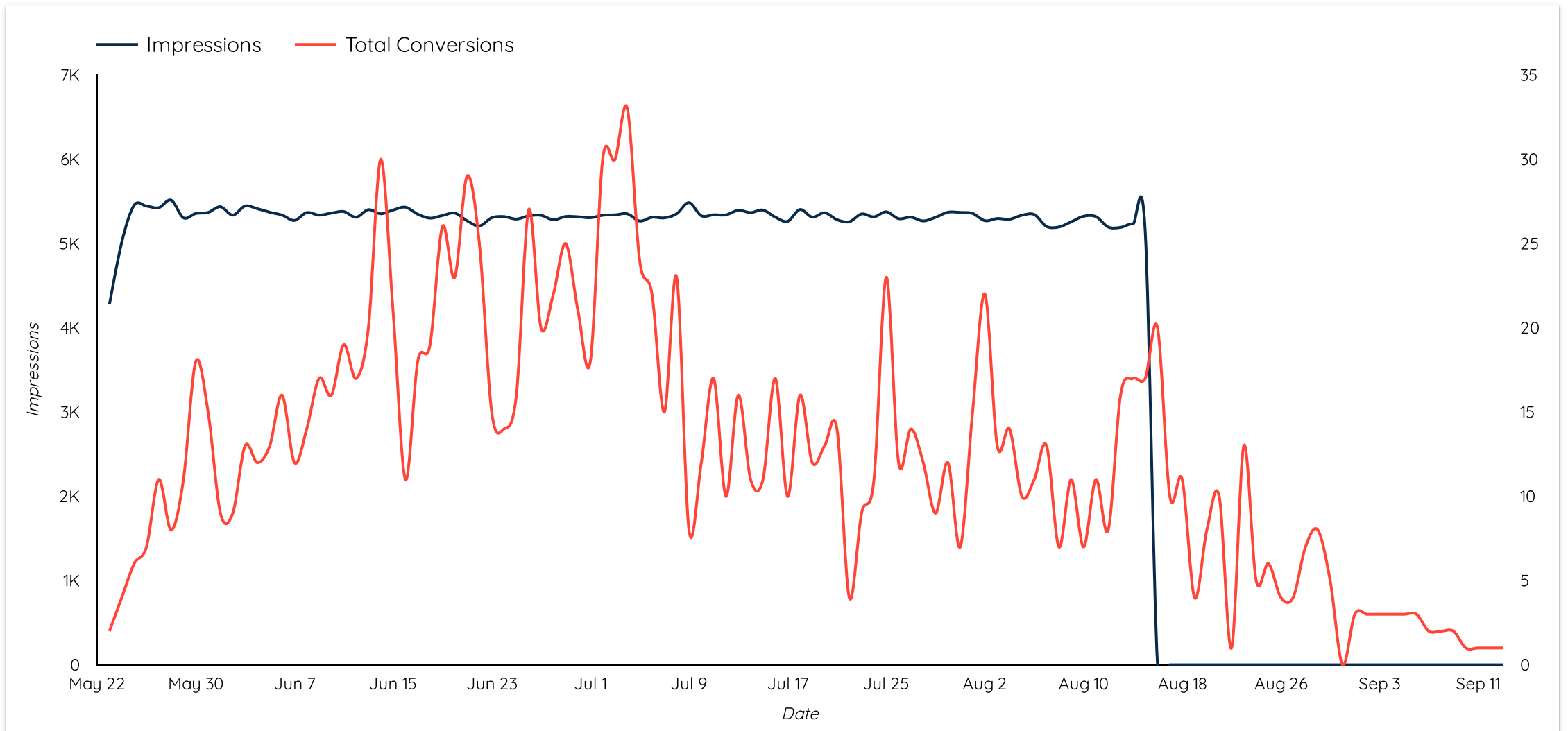
Paid Media - Connected TV

Target audiences focused travel interests being the primary target. Connected TV has been used to generate brand awareness by reaching users on TV streaming devices. We are now able to measure "website visits" from users who were served a Connected TV ad and track them as under Total Conversions.

Impressions
451,853

Video Completion Rate
99.17%

Total Conversions
1,442





Paid Media - Audio Advertising

Target audiences were focused on travel interests as the primary target. Audio advertising has been used to generate brand awareness through serving an engaging audio spot to users on music and podcast streaming channels. Total Conversions measures website visits following audio ad impression.

Audio Scripts:

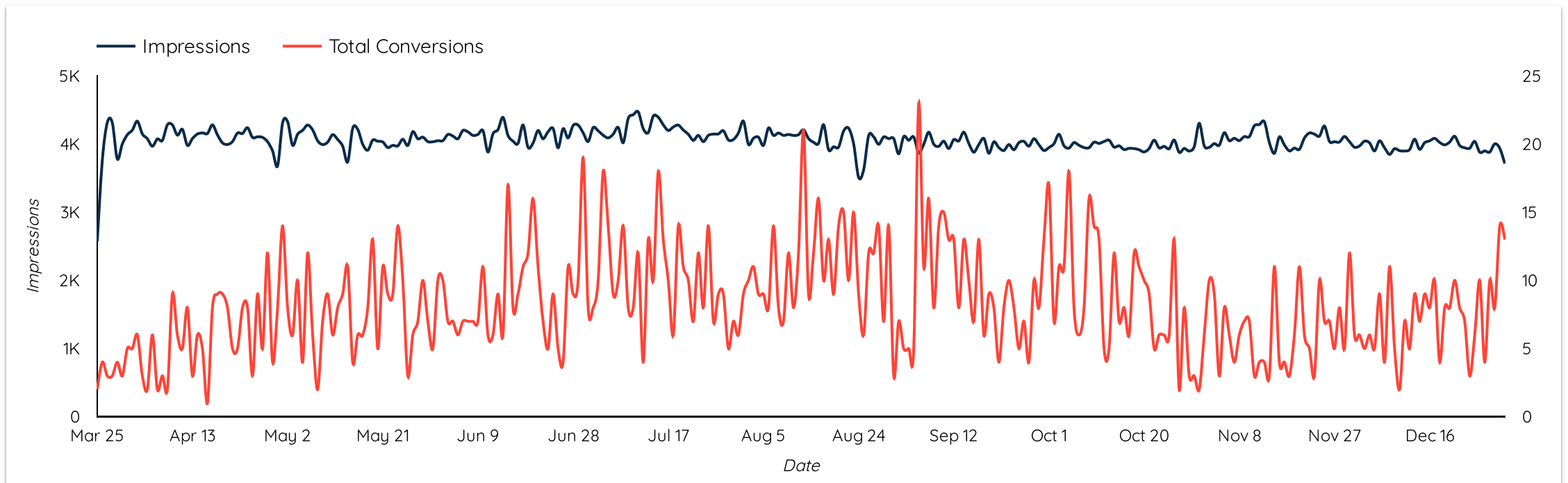
:30 - *Beyond towering skylines and rolling farmland, the Great Northern Catskills of Greene County rise from the shores of the Hudson River. Be here— where adventure meets serenity, from heart-pounding thrills to peaceful starry nights. Our towns are alive with shopping, dining, and unforgettable experiences. Your next great memory starts here at Great Northern Catskills of Greene County. Plan the first of many visits at great northern catskills dot com.*

:15 - *The Great Northern Catskills of Greene County is where adventure meets serenity, from heart-pounding thrills to peaceful starry nights. Your next great memory starts here. Plan your visit at great northern catskills dot com.*

Impressions
1,145,465

Audio Completion Rate
97.1%

Total Conversions
2,370



W

Paid Media - Digital Out of Home

Digital Out of Home is new this year and is an awareness focused tactic. These ads are served in a variety of out of home locations such as: airports, buses, train stations, gas stations, billboards, bus shelters, urban panel, movie theaters, malls, gyms, and more. This tactic is not as trackable, but is a great way to affordably take advantage of digital out of home inventory for additional awareness in key locations.

Impressions
622,786

Be here.
Capture the Catskills' Magic

GREAT NORTHERN
CATSKILLS
OF GREENE COUNTY

#TheRealCatskills
GreatNorthernCatskills.com

Be here.
Capture the Catskills' Magic

GREAT NORTHERN
CATSKILLS
OF GREENE COUNTY

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GreatNorthernCatskills.com

Be here.
Capture the Catskills' Magic

GREAT NORTHERN
CATSKILLS
OF GREENE COUNTY

#TheRealCatskills
GreatNorthernCatskills.com



Paid Media - Paid Social

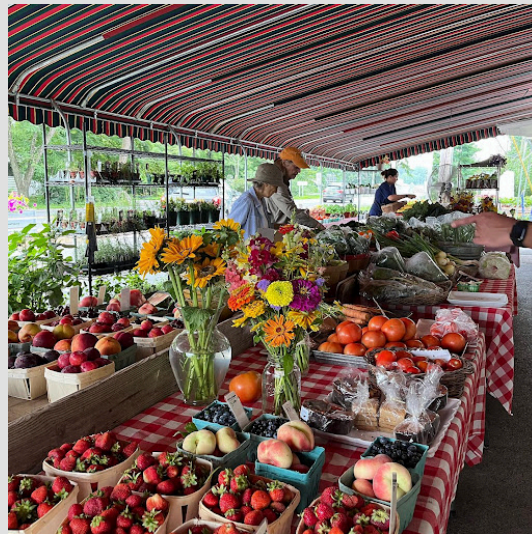
Overall, paid social continued to deliver outstanding engagement. We delivered over 3.4 million impressions and 182,790 clicks with a CTR of 5.34% which is 493% above the Meta Ads Travel & Hospitality benchmark CTR of 0.90%.

Impressions 3,422,229	Clicks (All) 182,790	CTR (All) 5.34%	Post Engagement 114,210	Leads 2,003
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Top Ads



From live music to parades, sunflowers to steins—celebrate it all. 🎵🌻 Be here for the moments. Own the Catskills.



Own your taste of the Catskills. 🍓 From sweet berries to artisan soaps, the bounty is awaits at our farmers markets.

📷: @deebahanie



🍁 Small-town charm meets big-time fun! Don't miss the Windham Autumn Affair. Your fall escape starts here.



Make memories in the Catskills! From outdoor adventures to cozy stays, find the perfect family getaway. 🏡

📷: @scottallengetsaround



Paid Media - Paid Social Campaigns

Campaign Name	Impressions	Clicks (All) ▾	CTR (All)	Post Engagement
MED-0688 Greene - General Events 2025	408,847	24,122	5.9%	19,337
MED-0688 Greene - Email List Lead Generation 2025	232,921	16,176	6.94%	8,575
MED-0688 Greene - Farmers Market 2025	152,519	12,375	8.11%	11,213
MED-0688 Greene - Windham Autumn Affair 2025	102,974	10,570	10.26%	3,543
MED-0688 Greene - Sunflower & Sangria Festival 2025	112,461	10,297	9.16%	4,600
MED-0688 Greene - Dining & Beverage 2025	246,849	10,183	4.13%	5,462
MED-0688 Greene - Family Resorts 2025	159,239	10,141	6.37%	5,136
MED-0688 Greene - Catskill Mountain Thunder 2025	94,621	8,761	9.26%	5,661
MED-0688 Greene - East Durham Irish Festival 2025	71,416	7,939	11.12%	5,296
MED-0688 Greene - Downhill Skiing 2025	366,554	7,775	2.12%	4,044
MED-0688 Greene - Concert in the Catskills 2025	78,114	7,733	9.9%	3,886
MED-0688 Greene - Motorcycling 2025	136,657	6,964	5.1%	5,387
MED-0688 Greene - Golf 2025	140,124	6,939	4.95%	5,722
MED-0688 Greene - Weddings 2025	263,888	6,820	2.58%	5,362
MED-0688 Greene - Catskill Comedy Festival 2025	95,198	6,741	7.08%	2,010
MED-0688 Greene - Experiential Stays 2025	121,966	6,568	5.39%	4,943
MED-0688 Greene - Grey Fox 2025	97,437	6,065	6.22%	3,108
MED-0688 Greene - Mountain Biking 2025	184,731	4,898	2.65%	3,953
MED-0688 Greene - Greene County Youth Fair 2025	99,629	4,731	4.75%	2,026
MED-0688 Greene - Hiking 2025	148,412	3,777	2.54%	3,089
MED-0688 Greene - TAP NY 2025	107,672	3,215	2.99%	1,857

The top campaign by clicks and engagement was the General Events campaign. Some other notable top performers were the Email Lead Generation and individual events campaigns with very high CTRs. All campaigns performed about the CTR benchmark of 0.90% and all audience targeting was campaign-specific with travel interests as the primary target.

W

Paid Media - Paid Social Reels

Based on previous years' success boosting reels, we implemented a larger strategy to incorporate reels for most major campaign themes. This allows us to expand the reach of organic social and better align the paid and organic efforts. The goal of boosted reels is on-post engagement, rather than clicks to the website.

Impressions
2,469,620

Clicks (All)
30,511

CTR (All)
1.24%

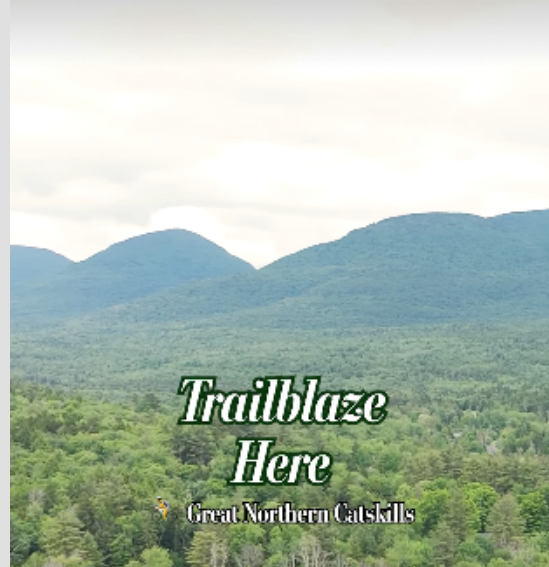
Post Engagement
1,269,799

Top Ads



We'd say these are the five spots you have to visit in the Great Northern Catskills—but there are so many more you need to see 🗺️

🔗 Tap our link in bio to discover iconic spots and trip ideas for all seasons in #TheRealCatskills



You don't just come to the Great Northern Catskills for adventures—you come here to live on a higher gear 🚴 #TheRealCatskills

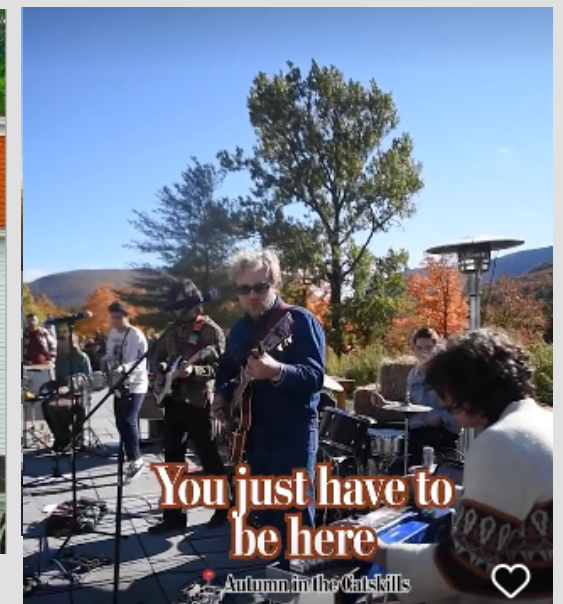


The Great Northern Catskills—where family memories are made 🌟🏡

From cozy cabin stays to action-packed outdoor fun, the Catskills' beloved family resorts are where adventure meets relaxation for all ages 🗨️

Tap our #LinkInBio to plan your perfect family getaway today ✅

📍 Winter Clove Inn



Autumn moments always feel too short but when you're enjoying them with community, they last forever in your memories 🍁

Tap our LINK IN BIO to check out the can't-miss festivals and events happening in the Catskills this fall 📅



Paid Media - Paid Social Reels Campaigns

Campaign Name	Impressions	Clicks (All)	CTR (All)	Post Engagement ▾
MED-0688 Greene - Top Attractions 2025 (Reel)	363,004	6,515	1.79%	183,400
MED-0688 Greene - General Events 2025 (Reel)	324,798	3,572	1.10%	178,242
MED-0688 Greene - Glamping 2025 (Reels)	227,878	1,070	0.47%	104,132
MED-0688 Greene - Mountain Biking 2025 (Reels)	196,560	3,249	1.65%	103,893
MED-0688 Greene - Family Resorts 2025 (Reel)	170,429	3,480	2.04%	92,226
MED-0688 Greene - Windham Autumn Affair (Reel)	111,547	1,107	0.99%	72,005
MED-0688 Greene - Catskill Mountain Thunder 2025 (Reels)	116,320	2,150	1.85%	68,793
MED-0688 Greene - Hiking 2025 (Reel)	141,712	828	0.58%	66,597
MED-0688 Greene - Motorcycling 2025 (Reels)	132,565	940	0.71%	64,150
MED-0688 Greene - Golf 2025 (Reels)	131,326	681	0.52%	60,226
MED-0688 Greene - Grey Fox 2025 (Reels)	88,009	1,422	1.62%	56,489
MED-0688 Greene - East Durham Irish Festival 2025 (Reel)	96,558	2,091	2.17%	45,290
MED-0688 Greene - Experiential Stays 2025 (Reels)	75,106	528	0.70%	43,037
MED-0688 Greene - Concert in the Catskills 2025 (Reel)	81,632	1,496	1.83%	38,189
MED-0688 Greene - Downhill Skiing 2025 (Reel)	87,501	322	0.37%	35,809
MED-0688 Greene - Weddings 2025 (Reels)	57,499	316	0.55%	28,764
MED-0688 Greene - Sunflower & Sangria Festival 2025 (Reels)	67,176	744	1.11%	28,557

The top campaign by engagement was the Top Attractions reel. We see high engagement across the board from all reel campaigns. Notably, the Family Resorts and East Durham Irish Festival reels had high CTRs on top of engagement.



Paid Media - Paid TikTok

We developed and boosted TikToks to align organic and paid efforts, like we did with Meta. This has proven very successful and allowed us to reach new and target audiences across the highly consumed TikTok platform.



Ad Group Name	Impressions	Clicks	CTR	Likes	Comments	Paid Shares	Profile Visits	Follows
Experiential Stays 2025	675,128	863	0.13%	987	17	22	647	112
Summer General Events	566,541	895	0.16%	1,082	8	4	239	82
Glamping	518,521	1,637	0.32%	1,082	18	67	1,896	167
Top Attractions	452,177	1,852	0.41%	3,686	8	33	593	245
Golf	265,793	264	0.1%	231	4	6	116	36
Hiking 2025	265,186	245	0.09%	251	3	4	107	19
Downhill Skiing & Snowboarding	244,786	614	0.25%	731	7	1	620	15
Mountain Biking 202	234,141	288	0.12%	439	9	3	93	35
Family Resorts	200,873	449	0.22%	715	14	12	83	67
Motorcycling 2025	181,736	232	0.13%	231	2	4	94	17
Sunflower & Sangria	139,569	177	0.13%	483	0	1	41	8
Catskill Mountain Thunder	118,300	155	0.13%	136	0	3	28	12
Concert in the Catskills	115,122	408	0.35%	326	4	9	189	50
East Durham Irish Festival	112,355	196	0.17%	237	3	6	24	18
Windham Autumn Affair	97,750	165	0.17%	203	1	5	67	16
Grey Fox	90,184	192	0.21%	272	1	4	30	35



Paid Media - Native Advertising

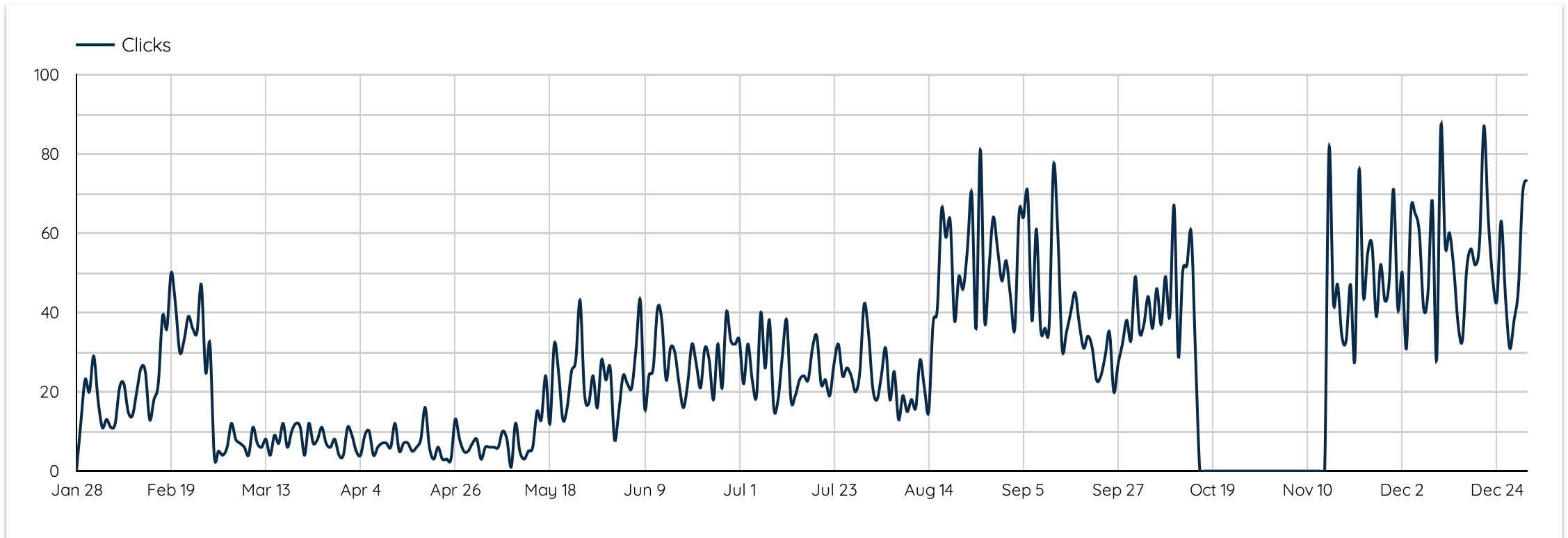
Target audiences were campaign specific with travel interests being the primary target. Native advertising has been utilized for our seasonal and wedding campaigns The overall CTR of 0.64% is 113% above the native advertising benchmark of 0.30%.

Impressions
1,370,582

Clicks
8,807

CTR
0.64%

Campaign	Impressions	Clicks	CTR
MED-0688 Greene - Fall 2025 Native	385,561	2,743	0.71%
MED-0688 Greene - Summer 2025 Native	394,783	2,231	0.57%
MED-0688 Greene - Winter 2025 Native	328,711	1,987	0.60%
MED-0688 Greene - Weddings 2025 Native	261,527	1,846	0.71%





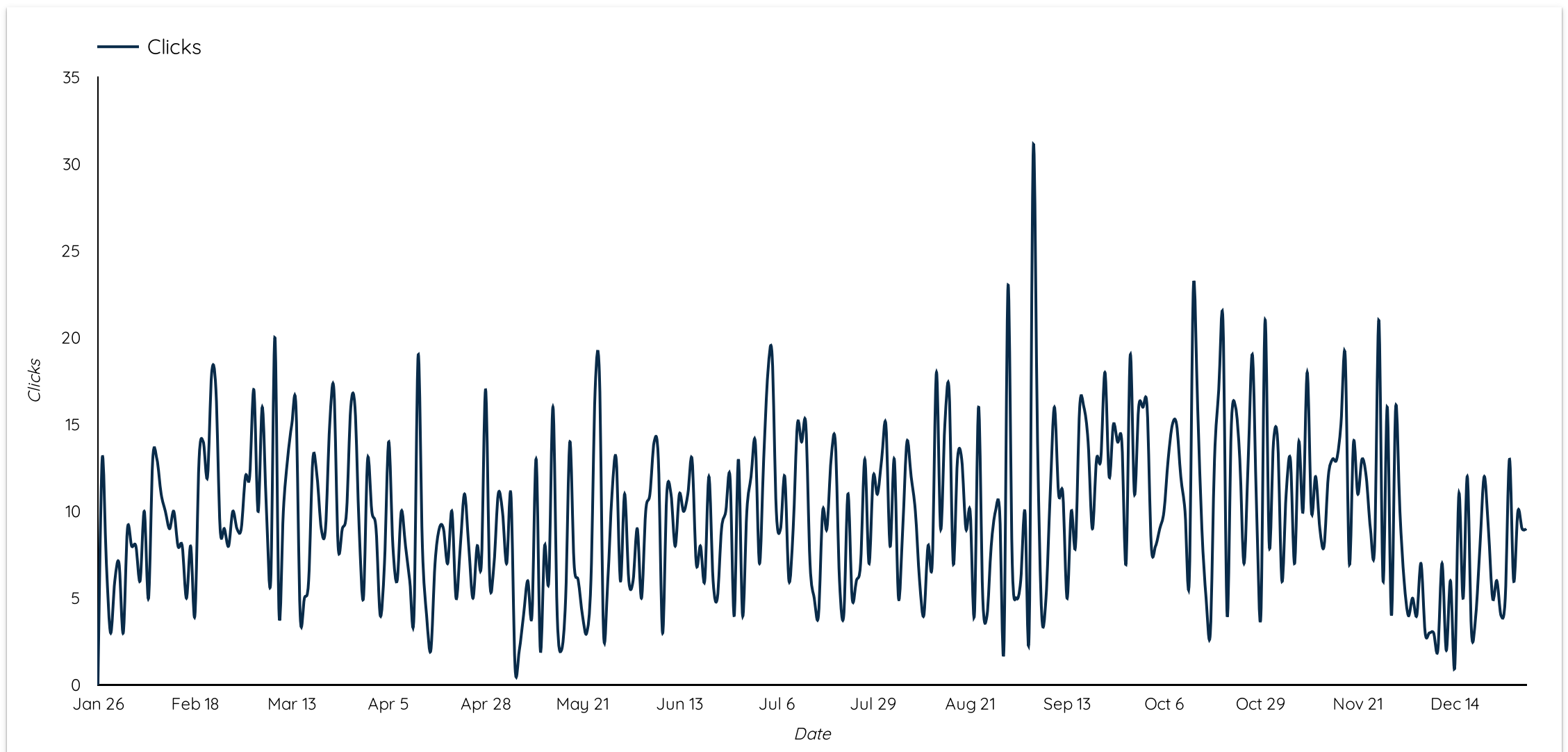
Paid Media - Retargeting

The retargeting campaign audience includes previous website visitors as well as users who have completed a Connected TV or audio advertisement. During this reporting period, we have seen a CTR that is 133% above the benchmark of 0.15%.

Impressions
944,201

Clicks
3,309

CTR
0.35%



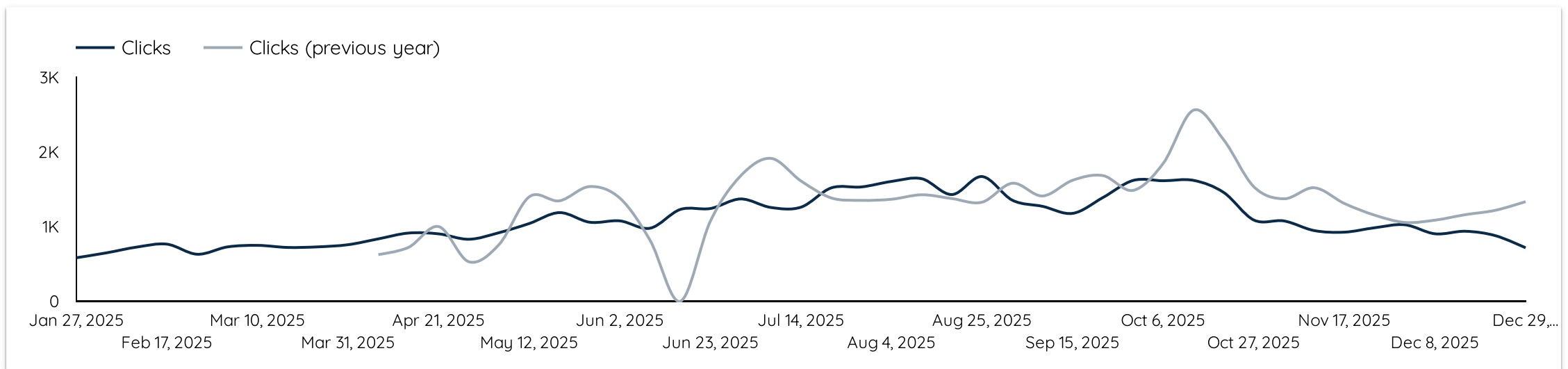


Paid Media - Paid Search

Target audiences were audiences searching for keywords and search queries related to our various campaigns and ad groups. Geographical targets included the northeastern states. Overall, the Google Ads campaign held a CTR of 12.92% which is 176% above average. The top performing campaigns were Attractions and Outdoor with the highest number of clicks. Lodging received the highest number of conversions and the Events campaign has the highest CTR. All campaigns performed well above the Google Ads Travel & Hospitality benchmark CTR (4.68%) and below the Google Ads Travel & Hospitality benchmark CPC (\$1.53).

Impressions 414,861 <small>↓ -8.2%</small>	Clicks 53,587 <small>↑ 3.5%</small>	CTR 12.92% <small>↑ 12.7%</small>	CPC \$0.44 <small>↓ -24.5%</small>	Conversions 4,097.46 <small>↑ 4.9%</small>	Conv. rate 7.6% <small>↑ 1.4%</small>
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	Campaign	Impressions	Clicks ▾	CTR	CPC	Conversions
1.	attractions	105,933	14,102	13.31%	\$0.36	289.21
2.	outdoor	115,974	12,122	10.45%	\$0.42	313.42
3.	lodging	90,688	11,009	12.14%	\$0.63	2,917.92
4.	events	54,333	10,644	19.59%	\$0.20	206.82
5.	general	26,028	3,971	15.26%	\$0.59	346.08
6.	weddings	21,905	1,739	7.94%	\$0.98	24





Paid Media - Direct Placements

Chronogram - During this reporting period, we delivered two Eat. Play. Stay. Newsletter sponsorships. All placements focused on upcoming events in Greene County.

- [5/8 E.P.S. Newsletter](#) (Rip Van Winkle Wine, Brew & Beverage Festival & East Durham Irish Festival) - delivered to 31,895 recipients resulting in 14,866 opens (open rate of 46.61%) and 139 clicks (CTR of 0.94%)
- [6/12 E.P.S. Newsletter](#) (Concert in the Catskills & TAP NY) - delivered to 31,900 recipients resulting in 15,387 opens (open rate of 48.24%) and 100 clicks on ads (CTR of 0.65%)
- [7/10 E.P.S. Newsletter](#) (Grey Fox & Youth Fair) - delivered to 31,701 recipients resulting in 15,474 opens (open rate of 48.81%) and 148 clicks on ads (CTR of 0.96%)
- [8/2 E.P.S. Newsletter](#) (Farmers Markets & Sunflower & Sangria) - delivered to 29,619 recipients resulting in 15,452 opens (open rate of 52.17%) and 195 clicks on ads (CTR of 1.26%)
- [9/4 E.P.S. Newsletter](#) (Catskill Mountain Thunder & Windham Autumn Affair) - delivered to 31,212 recipients resulting in 14,423 opens (open rate of 46.21%) and 185 clicks on ads (CTR of 1.28%)

Discover Upstate NY - During this reporting period, we ran two banner ads in featured positions on the discoverupstateny.com website. We saw 323,322 impressions, 69 ad clicks, and an additional 171 clicks to the website from DUNY.

NJ Advance Media - During this report period, we ran local site display ads on NJ.com which resulted in 546,248 impressions, 1,057 clicks, and CTR of 0.19%.

NY By Rail - During this reporting period we had three E-Newsletter sponsorships as well as web display ads.

- [5/15 E-Newsletter Sponsorship](#) - sent to 12,695 people with 4,671 opens (open rate of 36.8%), and 21 clicks (CTR of 0.45%).
- [9/11 E-Newsletter Sponsorship](#) - sent to 12,894 people with 4,792 opens (open rate of 37.2%), and 47 clicks (CTR of 0.98%).
- [11/20 E-Newsletter Sponsorship](#) - sent to 12,821 people with 4,579 opens (open rate of 35.7%), and 33 clicks (CTR of 0.72%).
- [Web Display Ads](#): 122,074 impressions, 100 clicks, CTR of 0.08%

Hudson Valley Restaurant Week - We participated in the spring HVRW with a variety of promotions/sponsorships

- [2/27 VT eNewsletter Ad](#) had 2,108 unique opens and received 1 click (CTR of 0.05%)
- [3/13 VT eNewsletter Ad](#) had 2,301 unique opens and received 7 clicks (CTR of 0.30%)
- [3/18 HV Eblast](#) - delivered to 36,447 recipients with 17,377 unique opens (unique open rate of 47.68%), and CTR of 2.04%
- [3/19 VT Eblast](#) - delivered to 4,526 recipients with 2,143 unique opens (unique open rate of 47.35%), and CTR of 5.13%
- [3/25 VT Eblast](#) - delivered to 4,523 recipients with 2,146 unique opens (unique open rate of 47.45%), and CTR of 5.00%
- [3/27 VT Eblast](#) - delivered to 4,519 recipients with 2,042 unique opens (unique open rate of 45.19%), and CTR of 4.58%
- VT Banner ads received 35,594 impressions, 10,067 hovers, and 74 clicks (CTR of 0.21%)

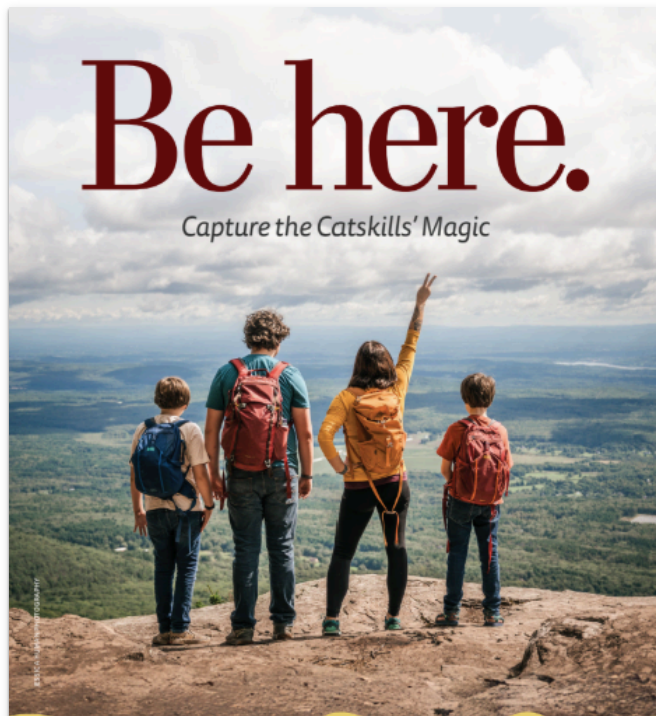
Hudson Valley Magazine - During this reporting period, we had a variety of banner ads and two e-newsletter ads.

- The logo was also placed on every page of the website and on all eNewsletters in June resulting in 652,258 views, 864 hovers, and 128 clicks (CTR of 0.02%)
- [Banner ads](#) received 103,491 impressions, 8,516 hovers, and 198 clicks (CTR of 0.19%).
- [5/13 eNewsletter](#) (East Durham Irish Festival) had 17,390 unique opens and received 35 ad clicks (CTR of 0.20%)
- [6/5 eNewsletter](#) (Tap NY) had 17,220 unique opens and received 31 ad clicks (CTR of 0.18%)
- [7/8 eNewsletter](#) (Grey Fox) had 15,932 unique opens and received 14 ad clicks (CTR of 0.09%)
- [8/6 eNewsletter](#) (Sunflower & Sangria) had 17,278 unique opens and received 30 ad clicks (CTR of 0.17%)
- [9/4 eNewsletter](#) (Windham Autumn Affair) had 16,714 unique opens and received 34 ad clicks (CTR of 0.20%)

W

Paid Media - Print

Listed below are the print ad buys from 2025. We have placed print ads for RoadRUNNER (spring & fall), Hudson Valley Magazine (May & September), Hudson Valley Restaurant Week, Hudson Valley Wine, NY Family +7 more Families, Chronogram (June), and Jersey's Best Magazine. Pictured below are examples of some print ad designs we have used during this reporting period, all aligned with the Own the Catskills campaign.



Be here.

Capture the Catskills' Magic

Chase waterfalls, climb mountains, camp out under the stars. The Great Northern Catskills are the ultimate playground for families who love to roam.

#TheRealCatskills

GREAT NORTHERN CATSKILLS OF GREENE COUNTY
GreatNorthernCatskills.com



Be here.

Capture the Catskills' Magic

Here, dining is more than a meal—it's an experience for all 5 senses. From local spots that win the hearts of travel experts to secluded mountainside taverns, every stop invites you to savor the scenery, flavors, and views that make the Great Northern Catskills unforgettable. #TheRealCatskills

GREAT NORTHERN CATSKILLS OF GREENE COUNTY
GreatNorthernCatskills.com



Be here.

Capture the Catskills' Magic

Long, sunny days and starry mountain nights. Hike through lush forests, paddle across glistening lakes, and explore charming small towns. Whether you're chasing adventure on the trails or making memories on winding country roads, the Great Northern Catskills are the perfect summer escape.

#TheRealCatskills

GREAT NORTHERN CATSKILLS OF GREENE COUNTY
GreatNorthernCatskills.com



Be here.

Capture the Catskills' Magic

Live music in the air. Fresh markets at your feet. A mountain breeze at your back. This is summer in the Great Northern Catskills.

#TheRealCatskills

GREAT NORTHERN CATSKILLS OF GREENE COUNTY
GreatNorthernCatskills.com



Be here.

Capture the Catskills' Magic

Where adventures flow like mountain streams, boutique-lined streets beg to be wandered, and every morning feels like a breath of fresh air. That's summer, the Great Northern Catskills way.

#TheRealCatskills

GREAT NORTHERN CATSKILLS OF GREENE COUNTY
GreatNorthernCatskills.com



Be here.

Where the mountains glow and the pace slows.

Winding roads framed by our famous fiery foliage. Hikes that end in jaw-dropping views and that crisp, golden air you can only find in the Great Northern Catskills. Tucked in the upper Hudson Valley, but miles away from the everyday. This is fall, the way it's meant to be.

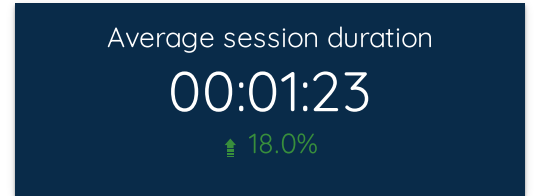
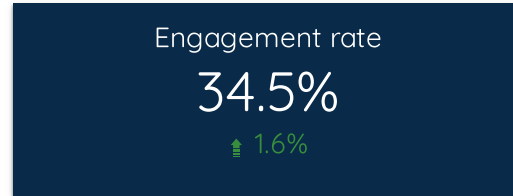
#TheRealCatskills

GREAT NORTHERN CATSKILLS OF GREENE COUNTY
GreatNorthernCatskills.com



Paid Media - On-Site Engagements

Once clicking on an ad and entering the website, we want to make sure our paid media audiences have strong on-site performance and overall website engagement. Since we have shifted our paid social strategy to include more reels, and fewer website-traffic ads, we have seen a decrease in sessions and total users YOY. Engagement rate has improved slightly and average session duration have grown since last year.



	Session source / medium	Session manual ad content	Sessions ▾	Total users	Engagement rate	Average session duration
1.	meta / social-paid	newsfeed	88,958	73,649	16.98%	00:00:24
2.	google / cpc	(not set)	52,716	44,180	71.59%	00:03:22
3.	stackadapt / paid-media	native	11,262	9,925	18.65%	00:01:07
4.	tiktok / social-paid	reel	6,414	6,250	6.72%	00:00:09
5.	meta / social-paid	reel	4,808	4,699	18.45%	00:00:27
6.	stackadapt / paid-media	retargeting	3,747	3,106	15.61%	00:00:41
7.	springfield-republican / paid-media	display	1,533	1,469	17.03%	00:00:30
8.	springfield-republican / paid-media	email	1,092	1,049	85.81%	00:02:24
9.	hv-table-restaurant-week / paid-me...	email	882	793	56.01%	00:01:29
10.	njadvancemedia / paid-media	display	764	709	19.11%	00:00:58
11.	hudson-valley-mag / paid-media	display	336	331	9.52%	00:00:14
12.	hv-table-restaurant-week / paid-me...	display	265	261	16.98%	00:00:28
13.	facebook / social-paid	newsfeed	248	216	27.42%	00:00:47



Next Steps & Recommendations

Public Relations

1. Build on top-performing 2025 coverage themes with more proactive, seasonally driven pitches.
2. Strengthen early coordination with Greene County and partners to anticipate media needs.
3. Use media monitoring insights to guide content, pitch strategy, and storytelling priorities.
4. Expand targeted outreach to category-specific lifestyle and cultural outlets

Email Marketing

1. Exclusive offers and giveaways to help grow our community and continue the success we saw in 2025.
2. Delivery is a strength and should stay that way. Continue regular list hygiene and suppression of inactive subscribers.
3. Rather than sending more emails, send smarter ones. Segment by engagement level and interest where possible.
4. With privacy changes continuing, clicks and downstream actions matter more than opens.

Organic Social Media

1. Develop a recurring content series designed for saves, shares, and planning behavior.
2. Evolve content decision making analysis away from raw engagement rate, rather utilize "effective engagement rate" that is weighted for higher value saves/shares
3. Develop annual capture calendar that more closely syncs vertical video efforts with our editorialized themes



Next Steps & Recommendations

Influencer

1. Collaborations with ambassador-style relationships for stronger audience trust. One-time influencer trips create spikes, but tourism benefits from consistency and repeat exposure.
2. Prioritize creators who excel at narrative content, not just visuals.
3. Work more closely with our Great Northern Catskills community partners.
4. Influencer content has value far beyond organic posts. Continue to repurpose content across social, web, paid, email and digital guides.

Search

1. Updated Technical SEO for LLM (AI) improvements, especially by adding custom Schemas.
2. Optimize for content based on evolving travel research and planning styles. Support seasonal content updates. Plan to create and add more page-level FAQs.
3. Further grow external links through fostering local and regional relationships.

Paid Media

1. Simplify campaign themes to better allocate budget towards broader theme efforts.
2. Continue to leverage video-first and carousel paid social ad formats to better align with engagement and user behavior.
3. Support launch of new website with strategic ad placements and landing pages.
4. Continue to support client goals through paid media opportunities. Test new tactics as relevant and opportunities arise.