

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.



SUMMER



SPRING



FALL



WINTER



ALTERNATE



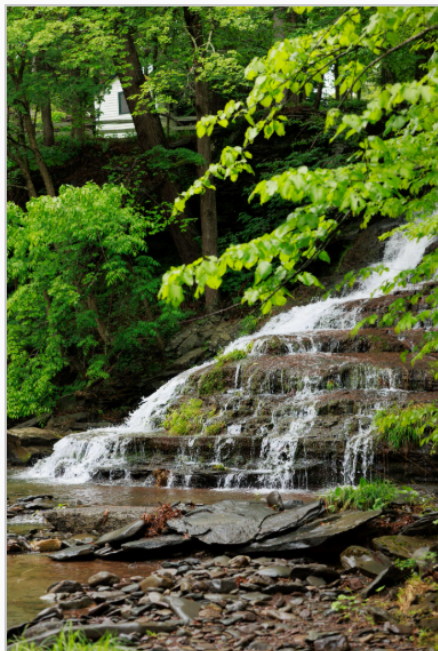
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Photo and Video Capture



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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.

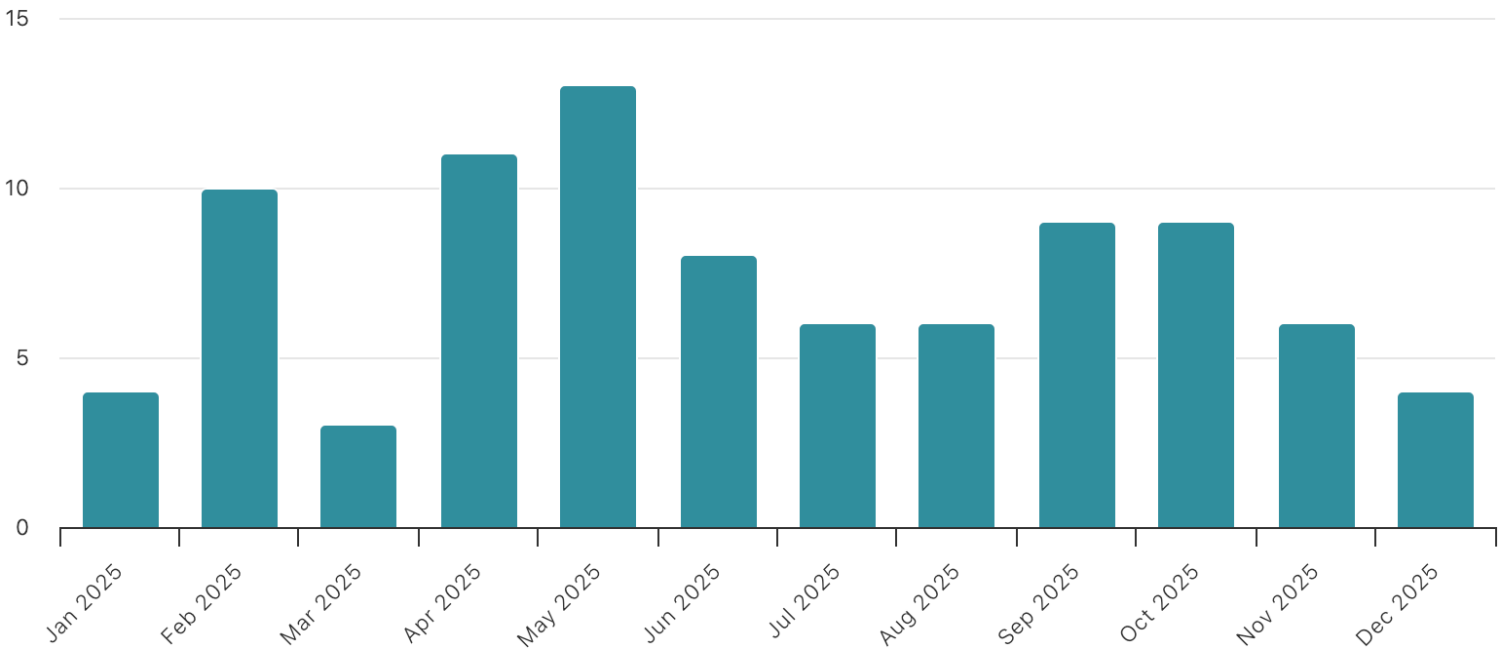
89
Articles ⓘ
(89 unique)

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

The New York Times

TRAVEL+
LEISURE

Condé Nast
Traveler

VOGUE

Bloomberg

Esquire

Forbes

AD

ARCHITECTURAL DIGEST

TOWN&COUNTRY

INFATUATION

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



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

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 Placule

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 hot for the state.
★ 4.5 out of 5



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.

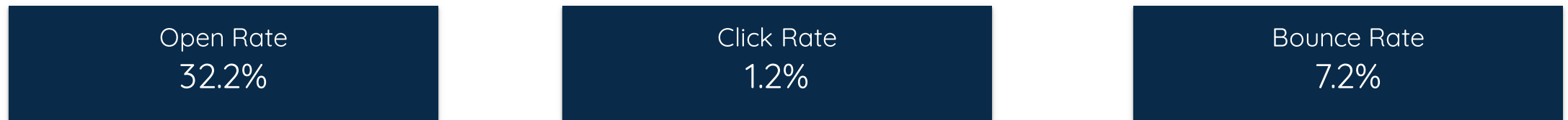
Building on the success of our graphical campaigns in 2023, we've refined and elevated our newsletter experience with a design-forward template that guides readers through content with clarity and visual appeal. This thoughtful approach gives the Great Northern Catskills a continued competitive edge.

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

Great Northern Catskills of Greene County

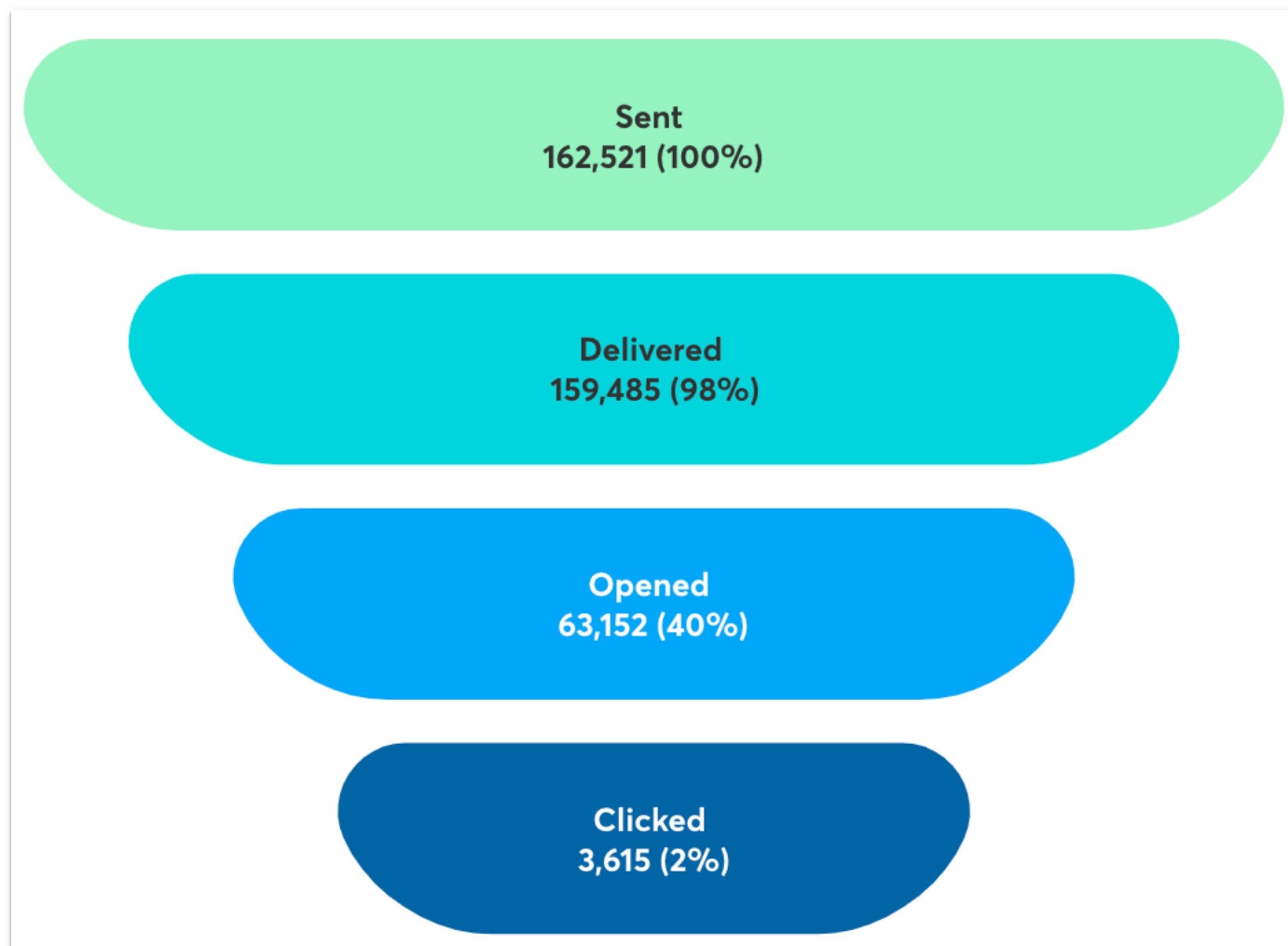


Travel and Tourism Industry Standards:





Email Marketing - Funnel



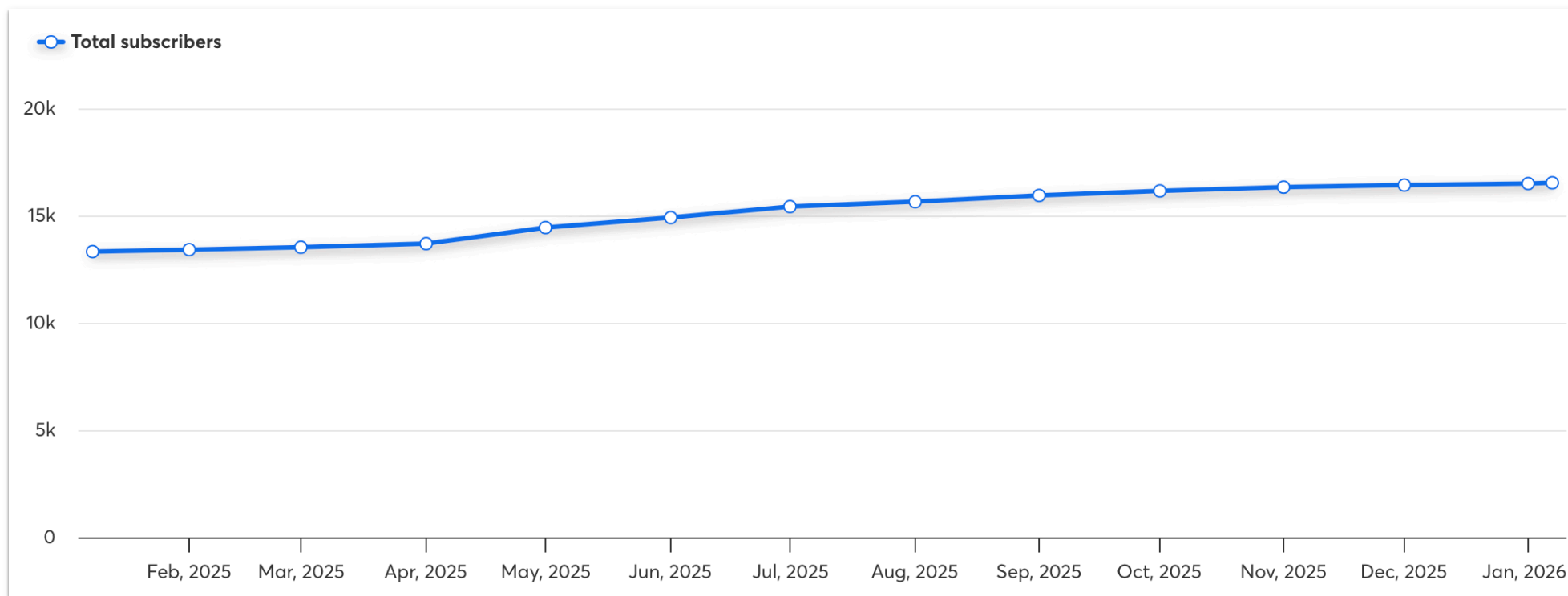
This funnel shows how emails progress from being sent to generating engagement.

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 Brew 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

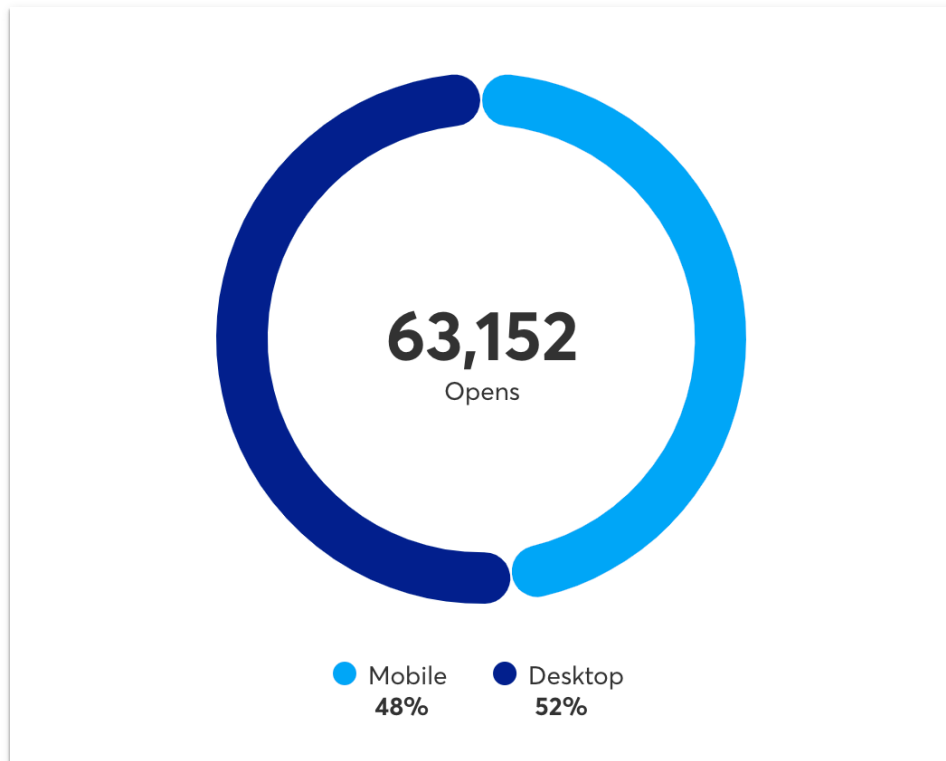
Sign Up

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.

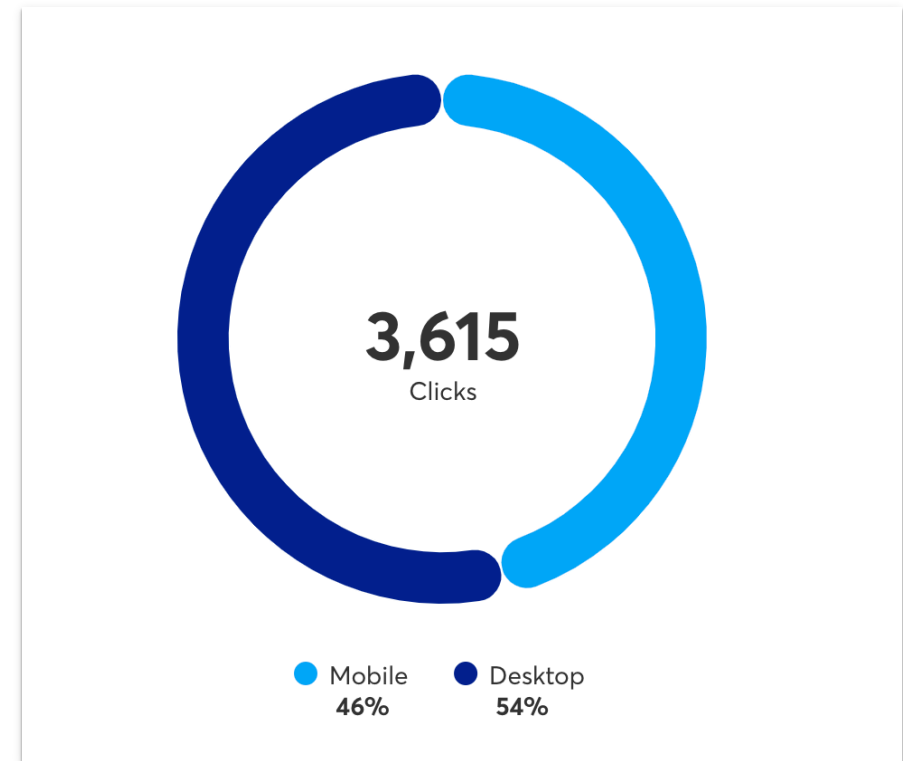


Email Marketing - User Behavior

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.

#1 September

Open Rate: 43%



CATSKILLS
Great Outdoors

Top Attractions Great Outdoors Upcoming Events

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.

PEAK FALL FUN

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.

RIDE THE CATSKILLS

UPCOMING EVENTS

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

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

IT'S FESTIVAL SEASON

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.

STEP BACK IN TIME

Share your experience using #GreatNorthernCatskills and #TheRealCatskills on [social media](#)

Instagram Facebook Twitter YouTube

#2 August

Open Rate: 41%



CATSKILLS
Great Outdoors

Top Attractions Great Outdoors Upcoming Events

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!

EXPLORE MORE

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.

PICTURE PERFECT FUN

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

TURN UP THE VOLUME

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.

HIT THE ROAD

Share your experience using #GreatNorthernCatskills and #TheRealCatskills on [social media](#)

Instagram Facebook Twitter YouTube

#2 November

Open Rate: 41%



CATSKILLS
Great Outdoors

Top Attractions Great Outdoors Upcoming Events

FIND YOUR FIRESIDE ESCAPE

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

SEE COZY STAYS

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.

WATCH THE VIDEO

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.

HIT THE SWEET SPOTS

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!

PLAN YOUR VISIT

Share your experience using #GreatNorthernCatskills and #TheRealCatskills on [social media](#)

Instagram Facebook Twitter YouTube

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

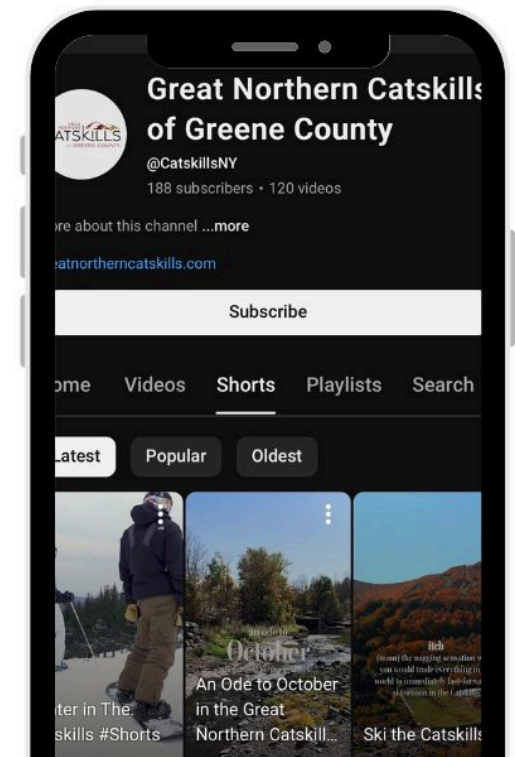
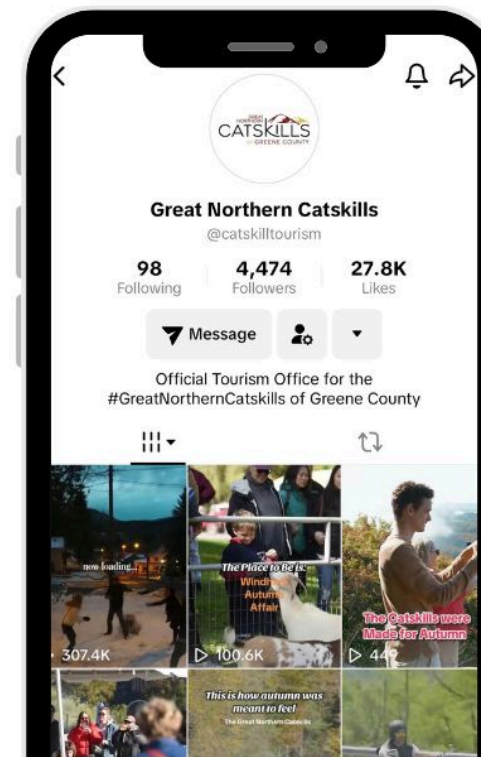
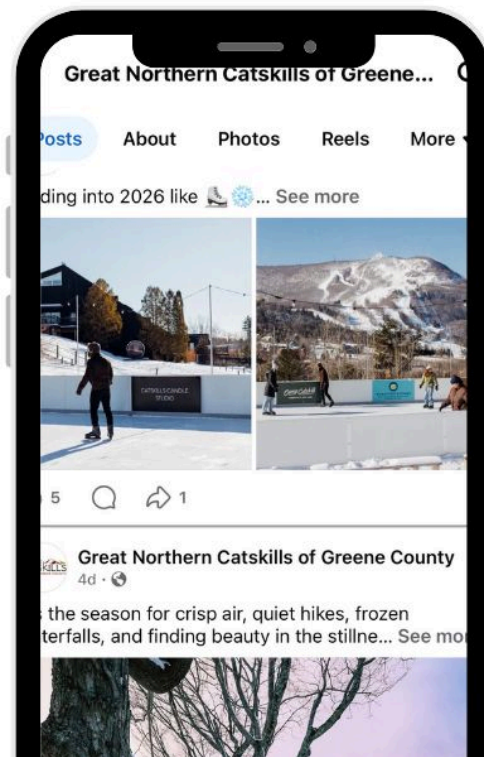
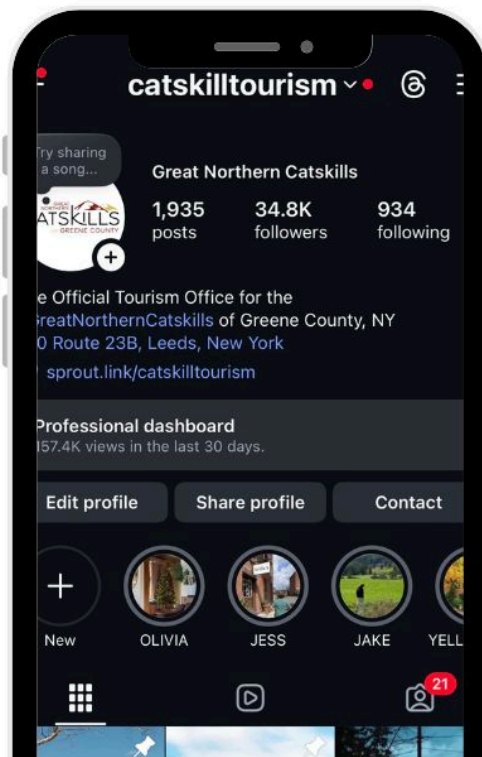
- + 1.5M Impressions
- + 258K Engagements
- + 1,834 Shares
- + 2,961 Audience Growth

TikTok

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

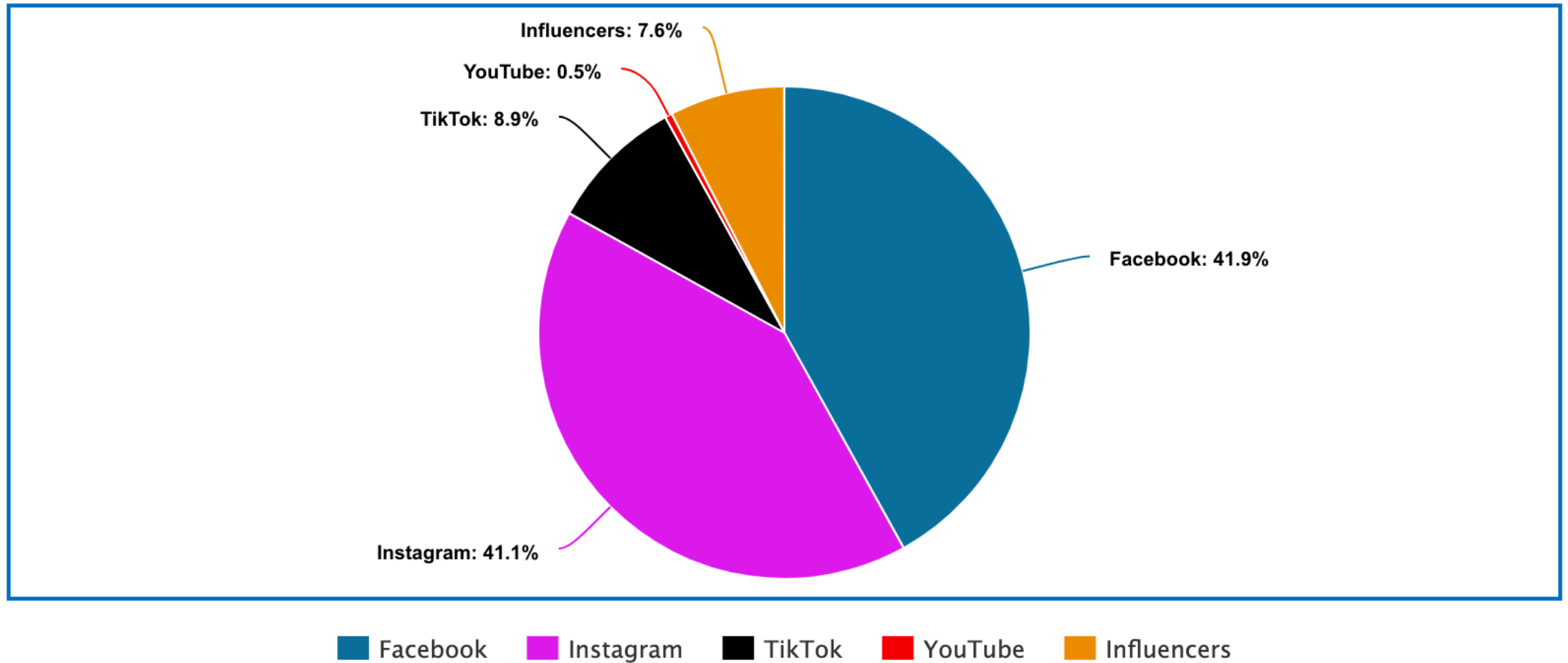
YouTube

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



Organic Social Media - Combined

Combined Social Media Reach (share of impressions)



W

Organic Social Media - Video

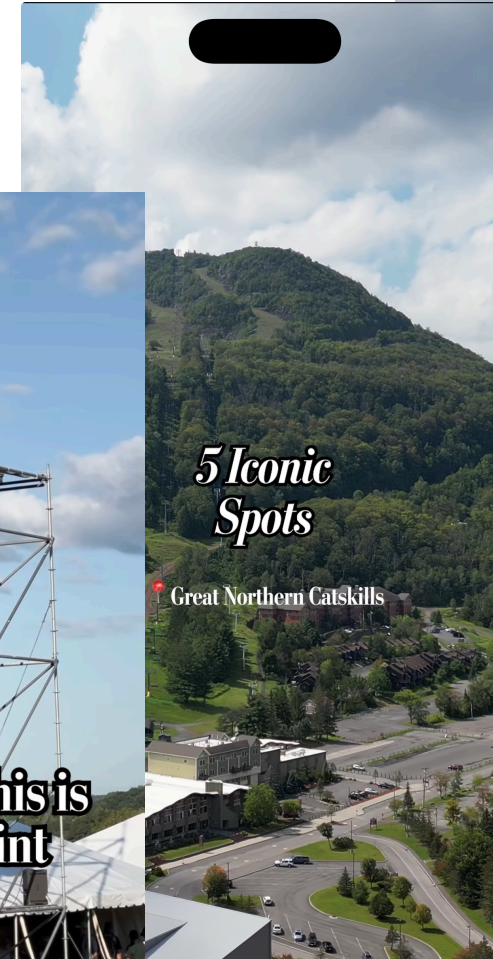
1.891M

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**

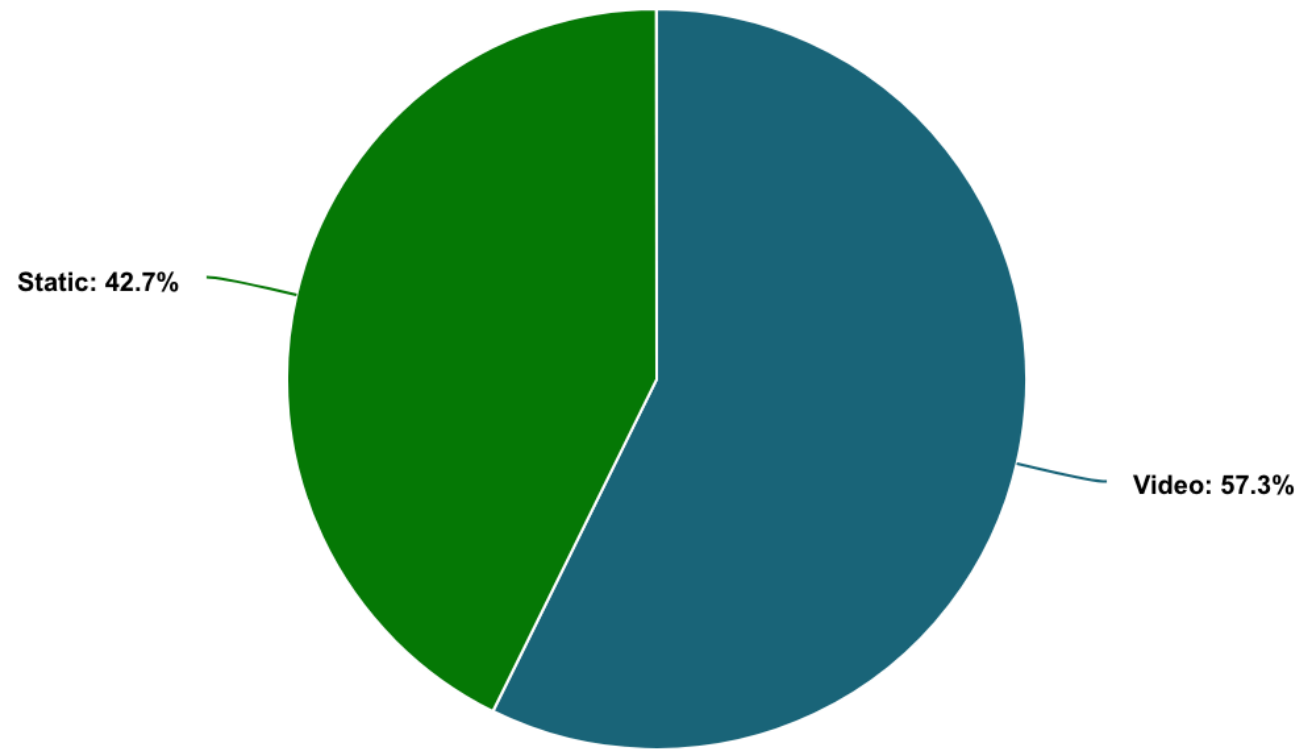
Great Northern Catskills



***Be Here,
Send Here***
Hunter Mountain Resort

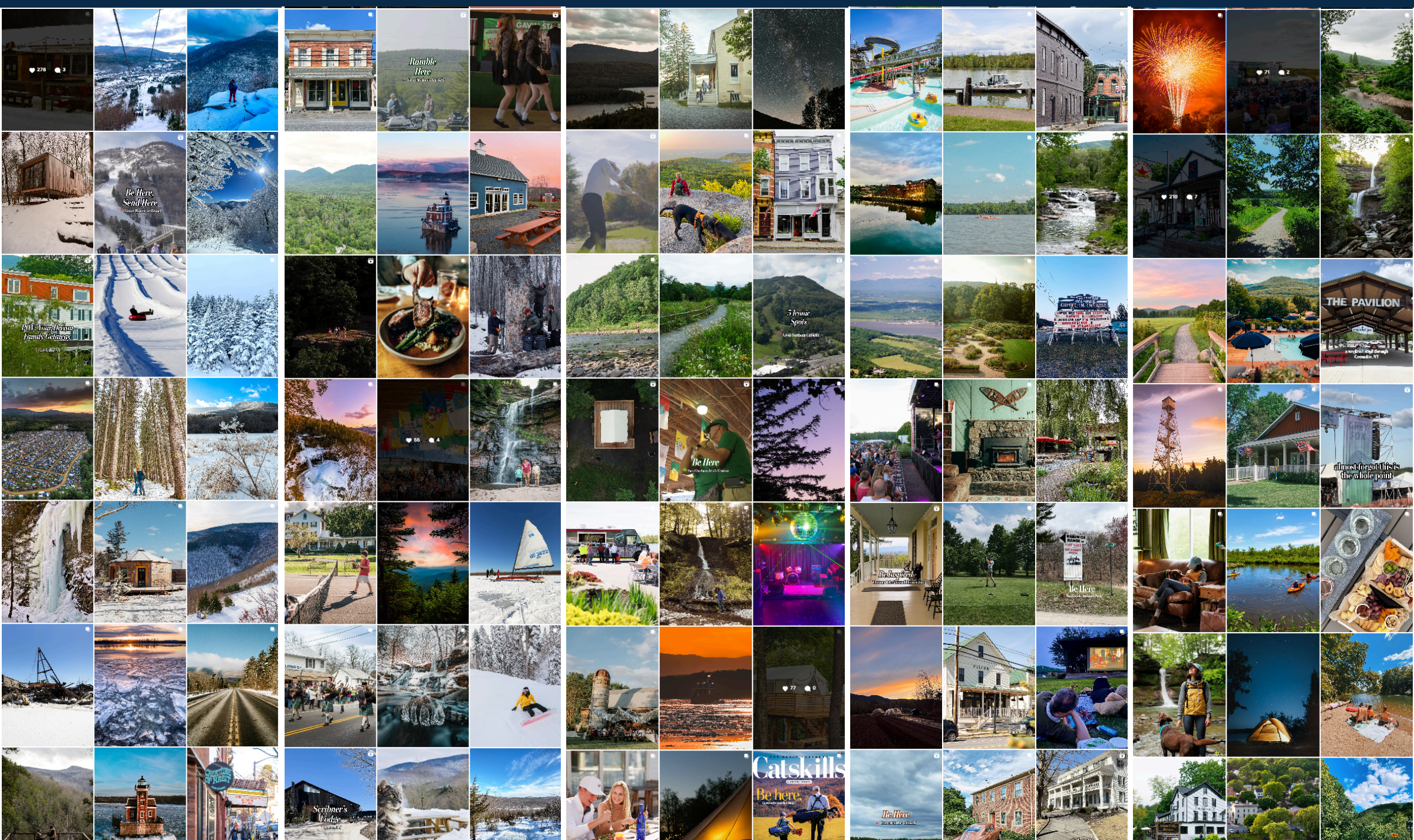
Social video content is King in the Great Northern Catskills

Social Video Views vs. Static Impressions (2025)



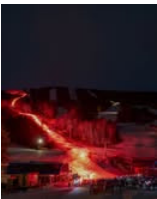
■ Video ■ Static

Pictures are worth a million words





Organic Social Media - Top Facebook Posts

Picture	Post	Post ... ▾	Post Engage...
	There's a magic about the Great Northern Catskills that you can feel when you slow down to a stroll ✨ 📍 Hunter, NY	102,937	6,920
	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 to discover iconic spots and trip ideas for all seasons in #TheRealCatskills 👉 https://bit.ly/3Y8S0AG	68,711	1,884
	Ring in New Year's Eve at Windham Mountain Club with one of our favorite mountain traditions 🥂🌟🎆 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. 📍 Windham Mountain Club #GreatNorthernCatskills	55,101	2,982
	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. Ready to roam? Let's go. 📍 Windham Mountain Path 📷: @golightlyink_cards #GreatNorthernCatskills	38,999	1,477
	Tucked into Catskill's historic Main Street, Hemlock isn't just a bar - it's a vibe.	38,787	2,350



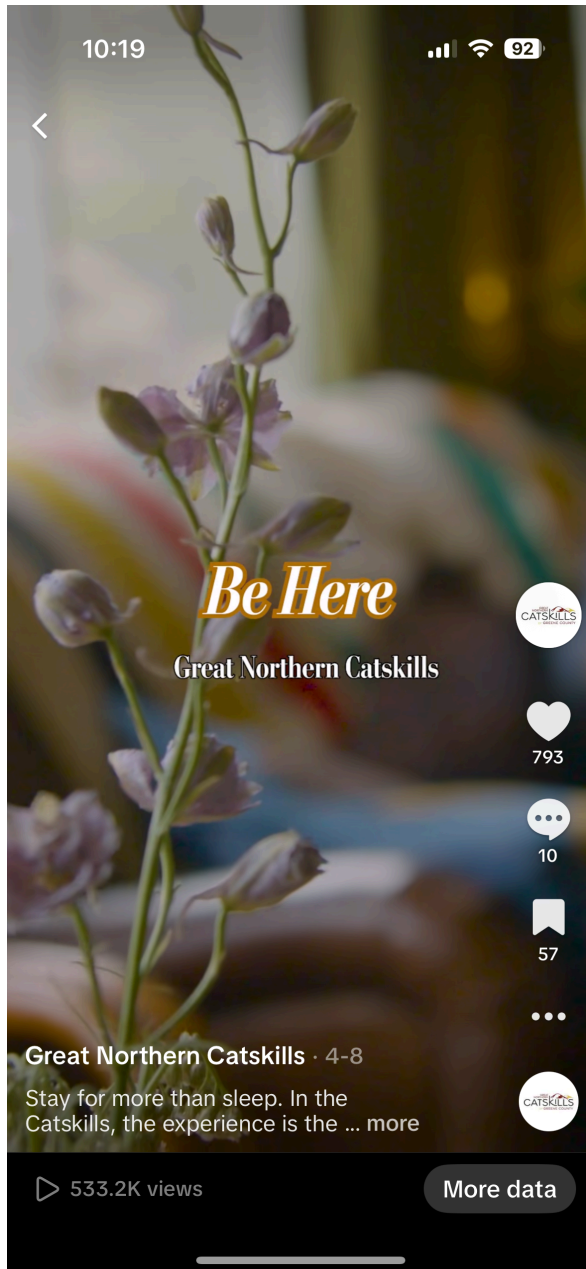
Organic Social Media - Top Instagram Posts

Media	Caption	Reach	Like Count ▾	Comments Cou...
	Shimmering creeks, secret swimming holes, and sun-dappled rocks. This is summer in the #GreatNorthernCatskills. No pool required. Wade in, float on, feel free. 📍 East Durham, New York 📷: @upstater @sierraelizabeth.flach #GreatNorthernCatskills	17,375 	766 	19 
	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. Ready to roam? Let's go. 📍 Windham Mountain Path 📷: @golightlyink_cards #GreatNorthernCatskills	6,385 	671 	25 
	Friendly reminder that in one short month, the #GreatNorthernCatskills will look like this 🍁☕️🌟🧸 📍 Durham, New York 📷: @easternimagephoto	4,324 	557 	9 
	Winding roads dusted with snow, towering pine trees, and memories etched on 35mm 📷🌟 📍 Tannersville, New York 📷: @mikecelery #GreatNorthernCatskills	4,203 	490 	9 
	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. 💜 📍 Tannersville, NY	3,920 	467 	7 

Organic Social Media - Top TikTok Posts

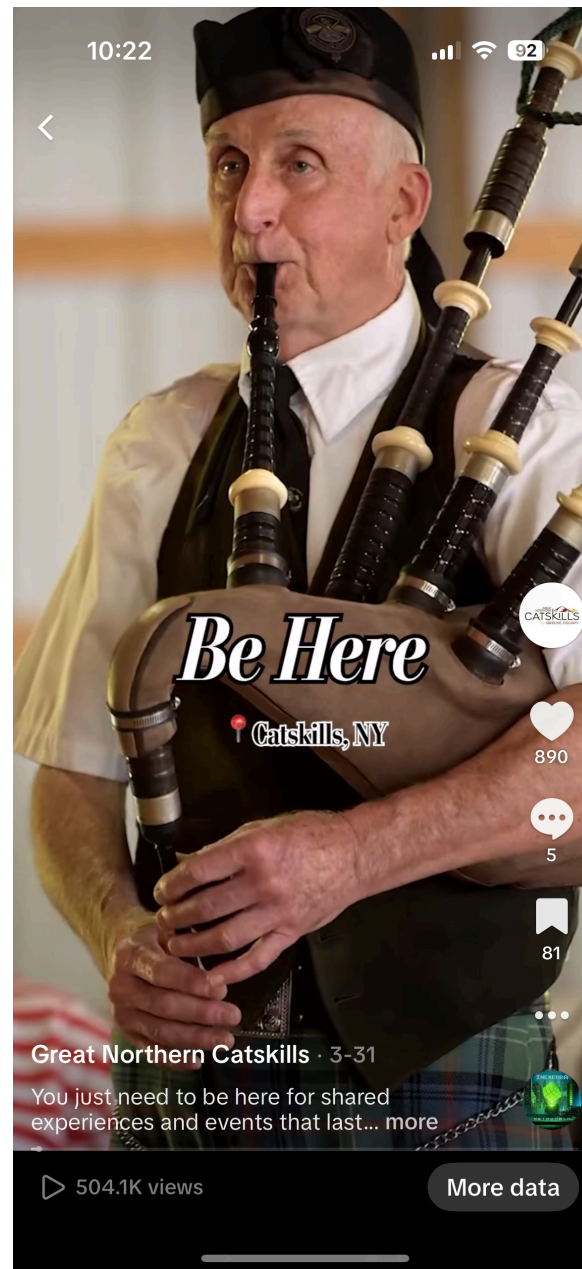
#1

Total Impressions: 553.2K



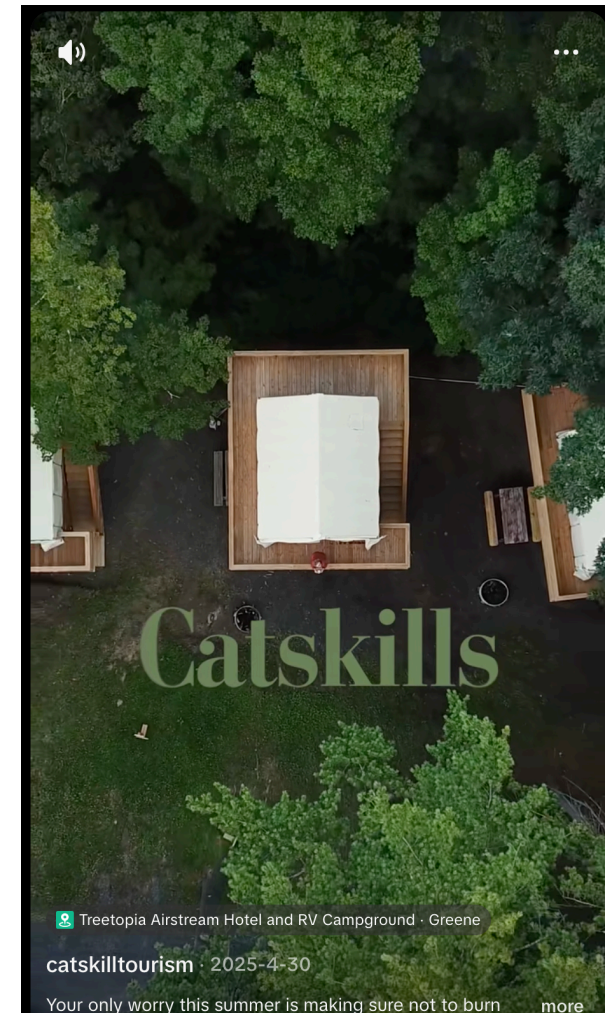
#2

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:

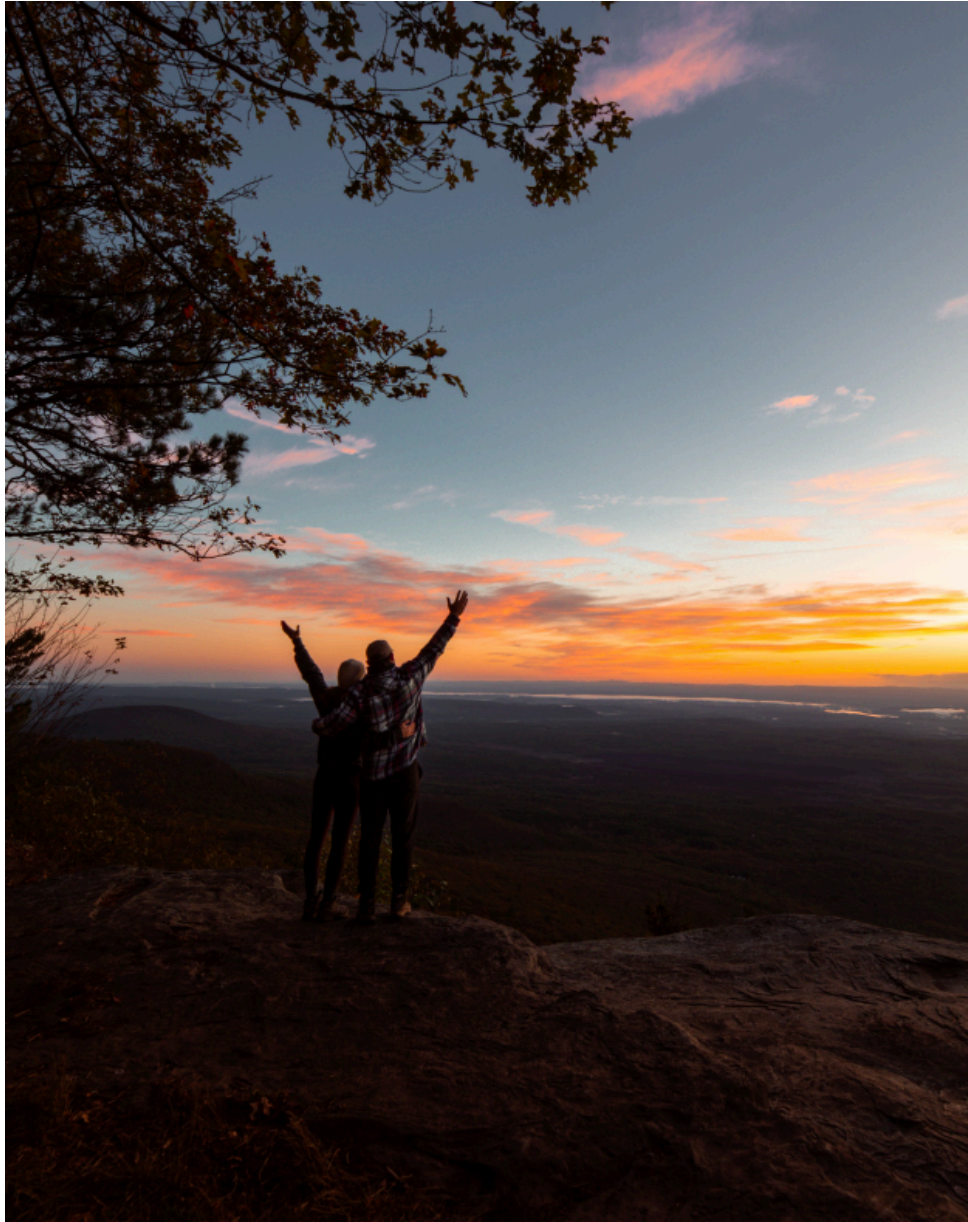
- Cultivate relationships with local businesses and community partners
- Position Greene County as the home base for any type of traveller
- A place for outdoor enthusiasts, foodies, families and friends.
- Show our audience what makes Greene County the crown jewel of the Catskills

Be Here

#TheRealCatskills



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.

Tik Toks
1

Instagram Reels
7

Instagram Stories
35

Instagram Posts
5

Impressions + Reach
393.2K
+45%

Engagements
10K
-14%

Engagement Rate
2.8%
-25%

Comments
271
+49%

Saves + Shares
3.3K
+579%

Total Watch Time in Hours
233
+81%

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

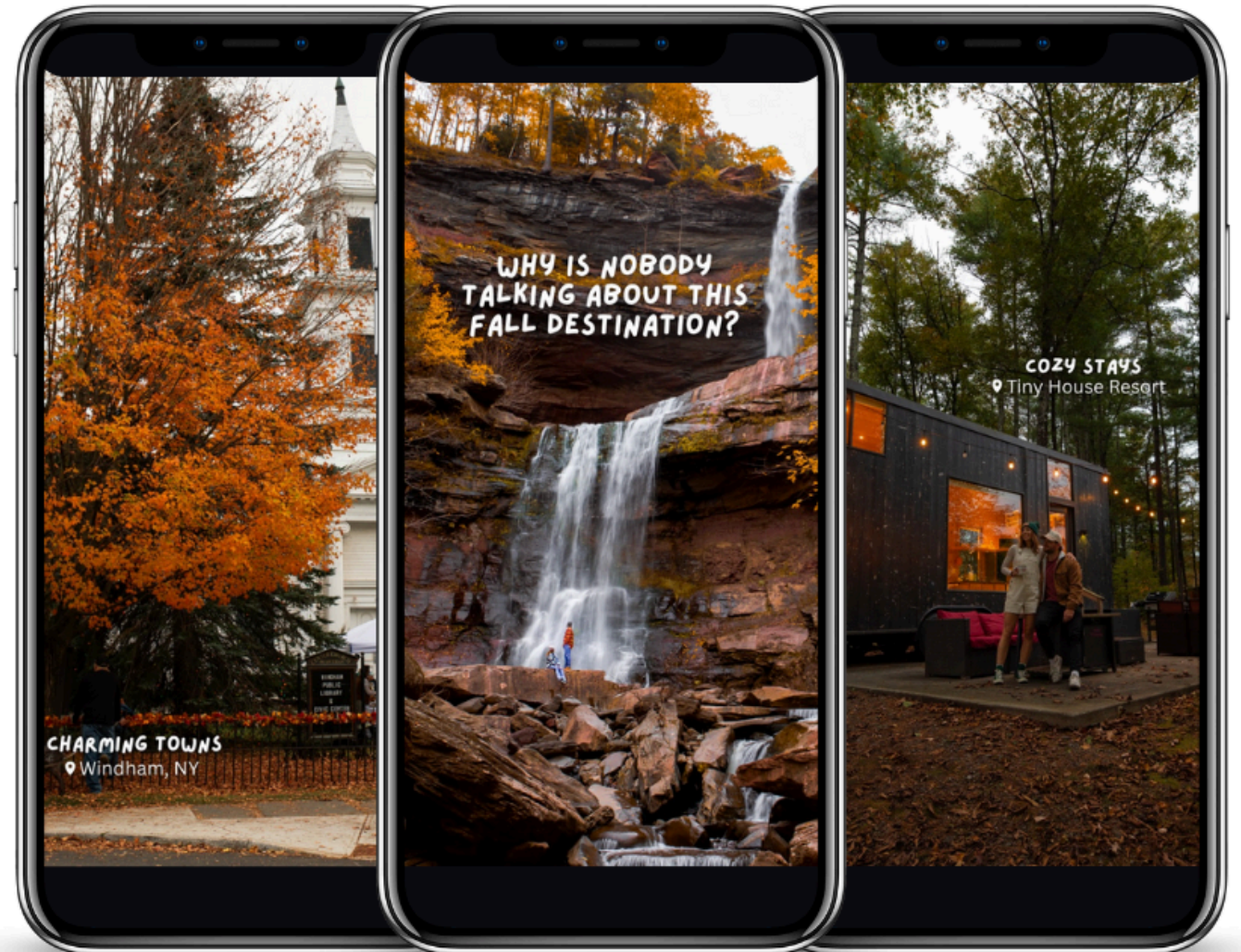
Dave and Jocie x Greene County

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)

Total users 614,737 ↓ -24.5%	New users 621,123 ↓ -23.3%	Sessions 829,284 ↓ -19.3%	Engagement rate 51.48% ↑ 0.4%	Average session duration 00:02:13 ↑ 4.5%
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- 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

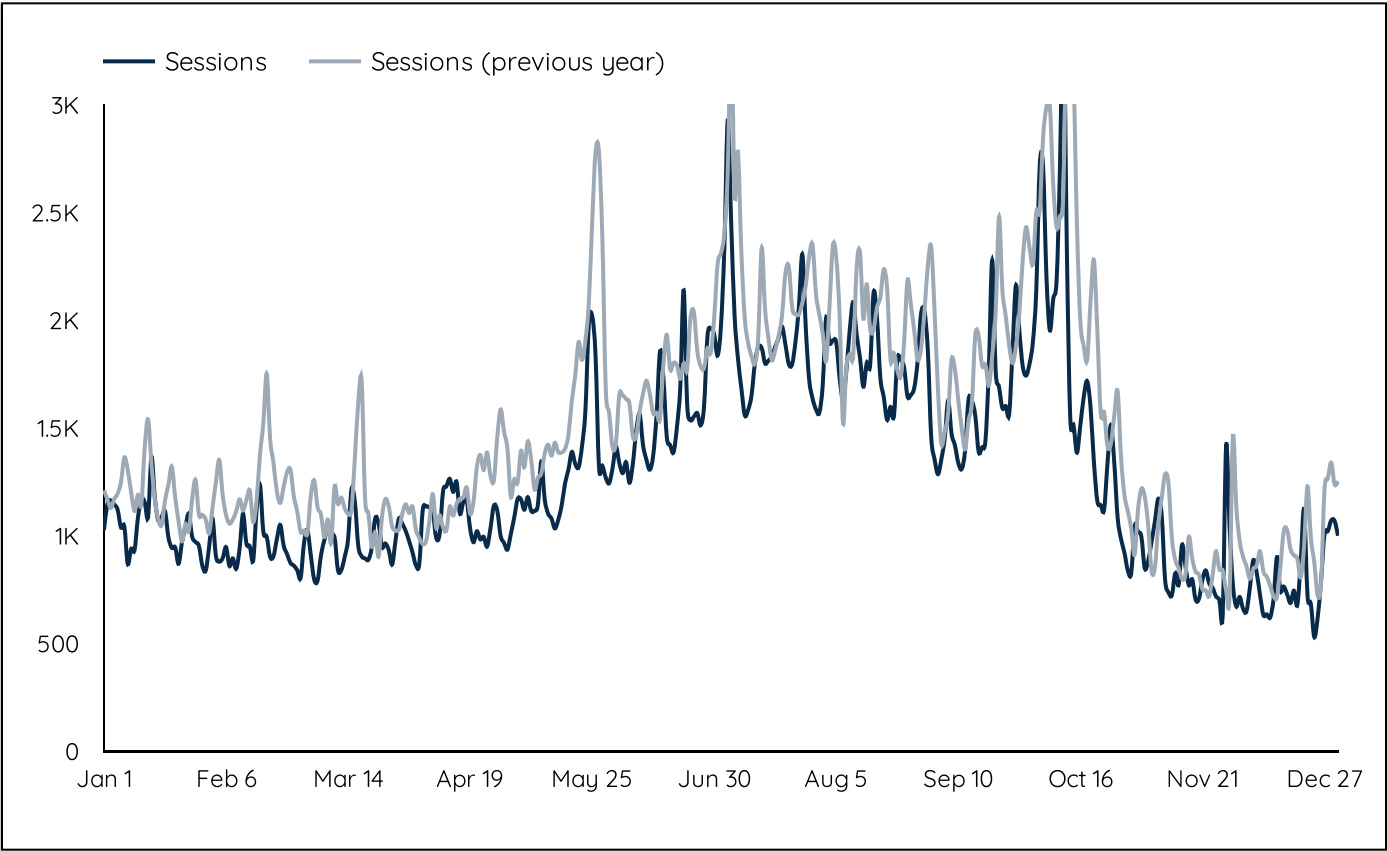
00:02:38

↓ -1.4%

- 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

Views

163,807

↓ -31.3% from previous year

Events

Views

322,028

↑ 16.6% from previous year

Dining

Views

77,199

↓ -8.4% from previous year

Arts & Culture

Views

38,656

↓ -16.2% from previous year

RL as Landing Page

Views

90,081

↓ -38.0% from previous year

Events as Landing Page

Views

271,151

↑ 19.8% from previous year

Dining as Landing Page

Views

267

↑ 21.9% from previous year

A&C as Landing Page

Views

27,405

↓ -17.8% from previous year

-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

Views

273,943

↓ -32.8% from previous year

Attractions

Views

235,833

↓ -20.4% from previous year

Homepage

Views

50,286

↓ -24.9% from previous year

Camping

Views

78,660

↓ -26.3% from previous year

Outdoors as Landing Page

Views

222,381

↓ -35.7% from previous year

Attractions as Landing Page

Views

174,964

↓ -19.2% from previous year

Home Page as Landing

Views

44,233

↓ -24.9% from previous year

Camping as Landing Page

Views

62,820

↓ -26.2% from previous year



All Channels: Audience Insights

Top Cities by Sessions

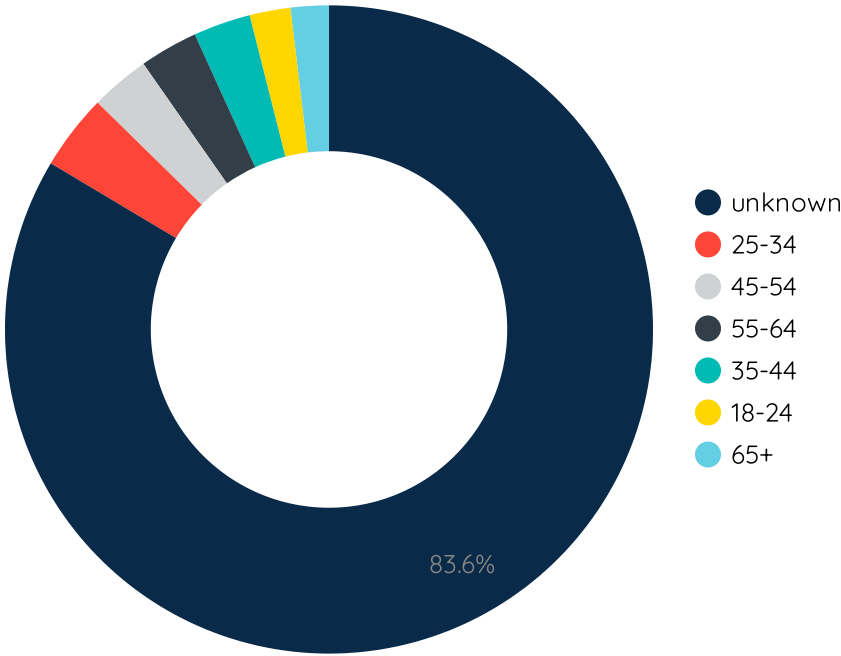
	City	New users	Total users	Sessions ▾
1.	New York	97,508	107,445	131,091
2.	(not set)	55,316	62,665	70,957
3.	Boston	12,581	14,320	17,153
4.	Albany	12,089	13,615	16,224
5.	Syracuse	8,219	9,848	11,976
6.	Catskill	6,946	7,921	11,679
7.	Philadelphia	7,413	8,183	9,488
8.	Cairo	4,013	4,849	6,204
9.	Ashburn	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

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.

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



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

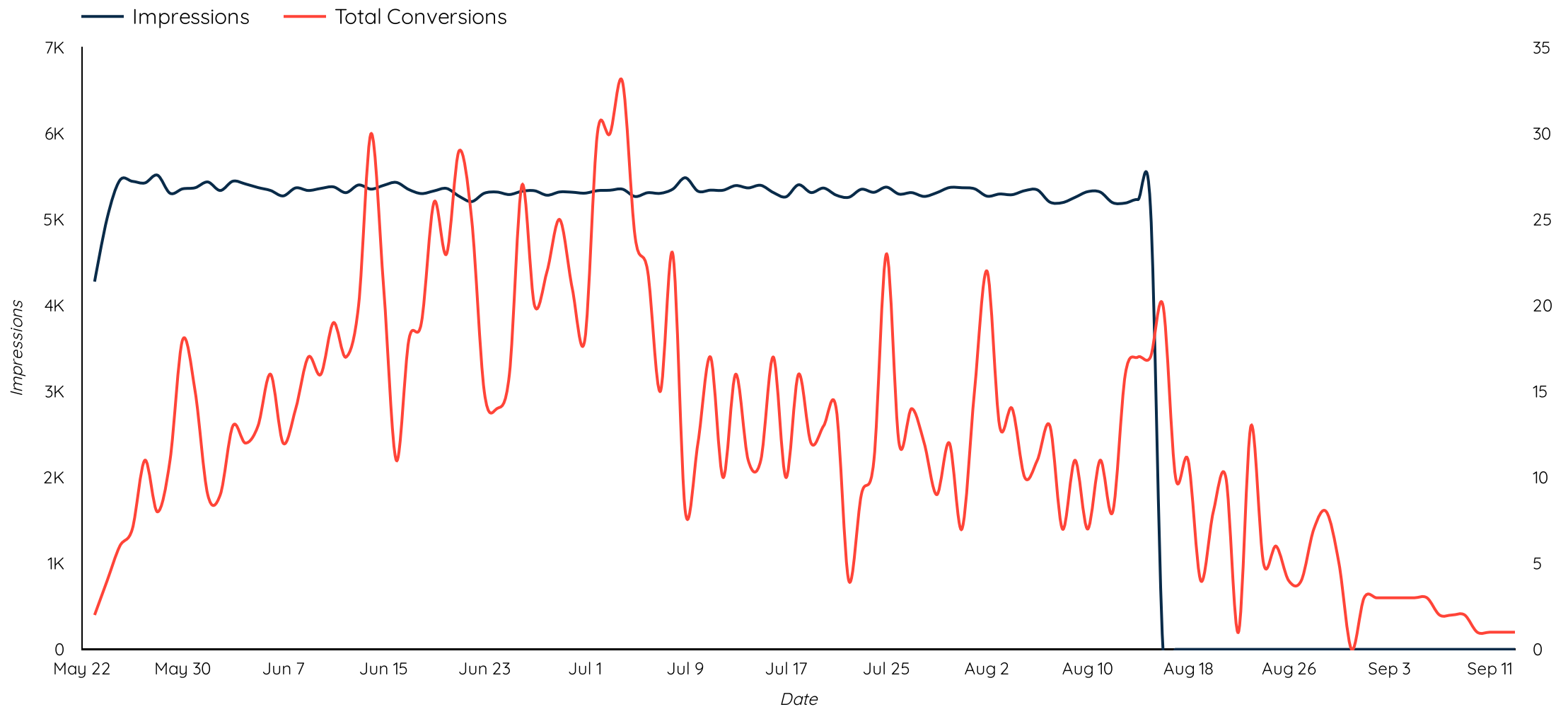
451,853

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:

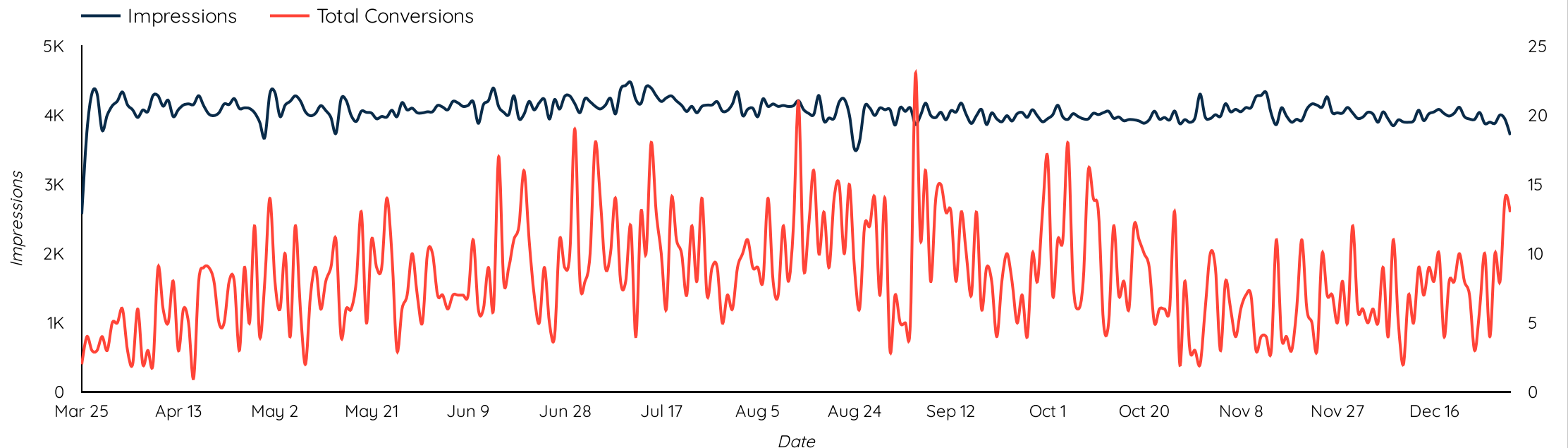
:30 - *Beyond towering skylines and rolling farmland, the Great Northern Catskills of Greene County rise from the shores of the Hudson River. Be here— where adventure meets serenity, from heart-pounding thrills to peaceful starry nights. Our towns are alive with shopping, dining, and unforgettable experiences. 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

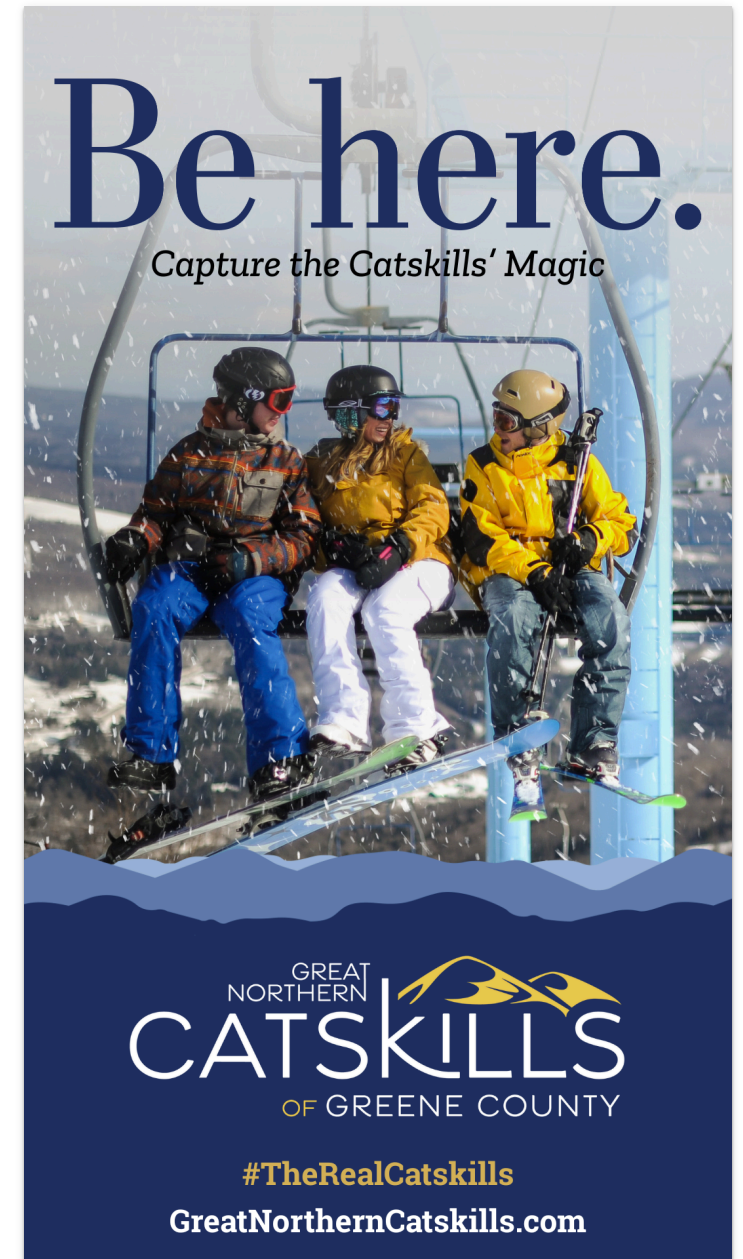


W

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





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%

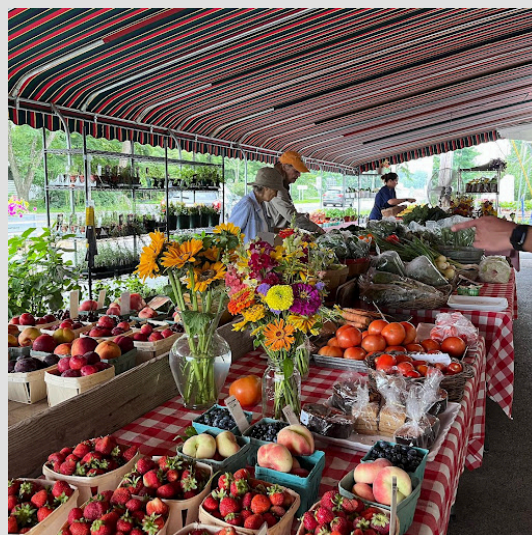
Post Engagement
114,210

Leads
2,003

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.

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

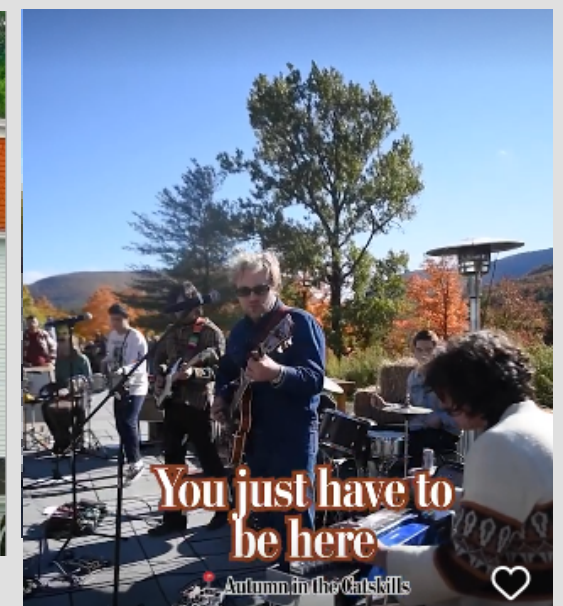


The Great Northern Catskills--where family memories are made 🌟🏡

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

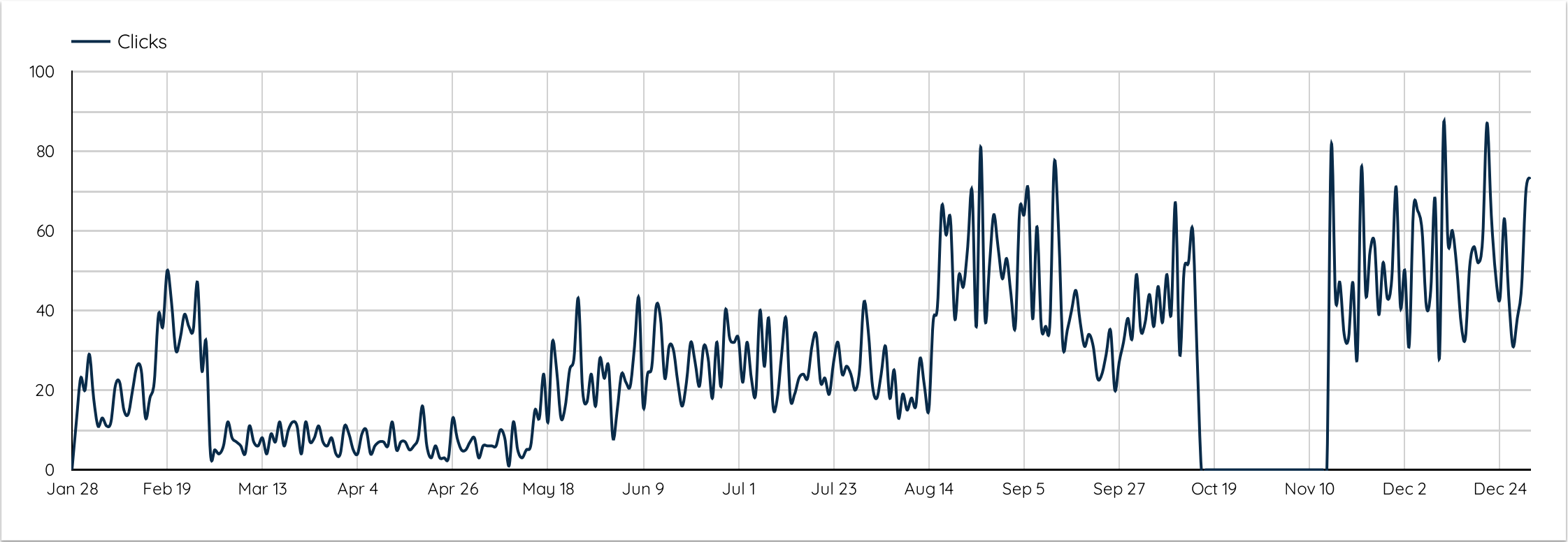
Clicks

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%





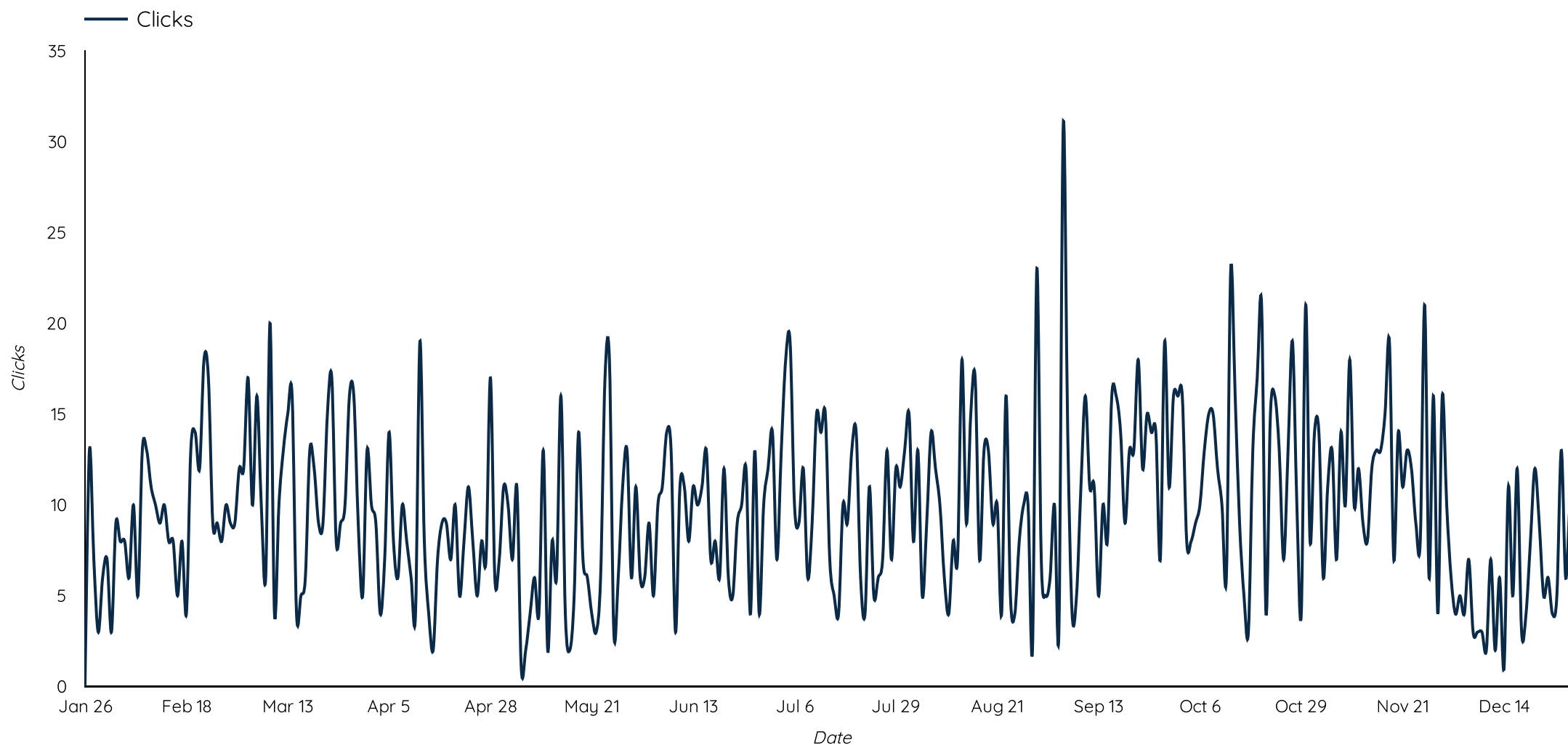
Paid Media - Retargeting

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%



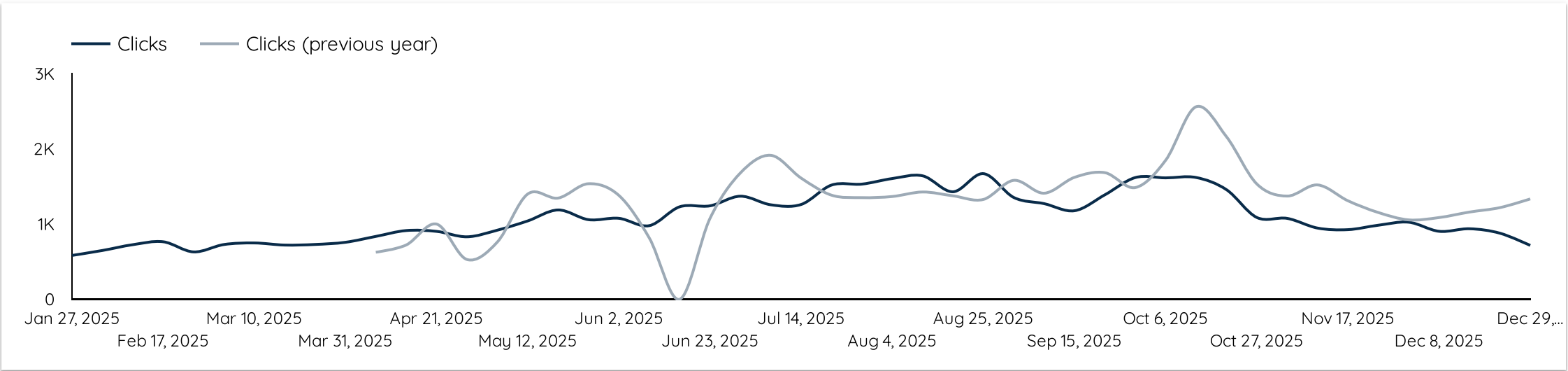


Paid Media - Paid Search

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	Clicks	CTR	CPC	Conversions	Conv. rate
414,861	53,587	12.92%	\$0.44	4,097.46	7.6%
↓ -8.2%	↑ 3.5%	↑ 12.7%	↓ -24.5%	↑ 4.9%	↑ 1.4%

	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%)

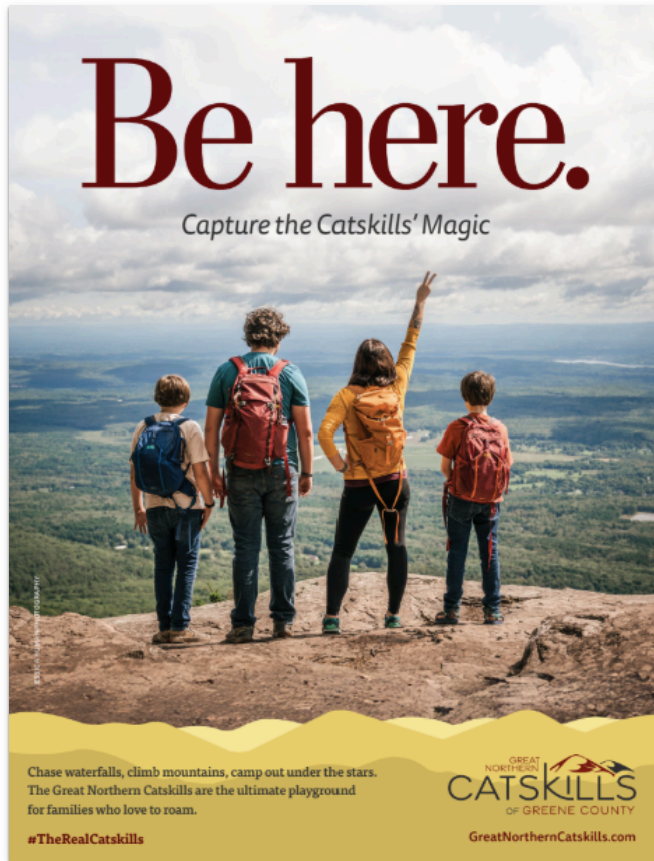
Hudson Valley Magazine - During this reporting period, we had a variety of banner ads and two e-newsletter ads.

- 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

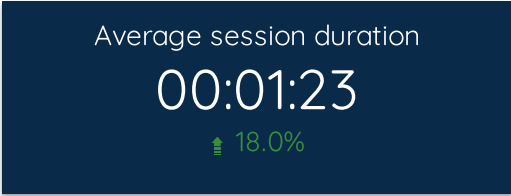
Listed below are the print ad buys from 2025. We have placed print ads for RoadRUNNER (spring & fall), Hudson Valley Magazine (May & September), Hudson Valley Restaurant Week, Hudson Valley Wine, NY Family +7 more Families, Chronogram (June), and Jersey's Best Magazine. Pictured below are examples of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





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.

2025 Year End Report

Marketing Programs

The logo for KathodeRay Media Inc. is located in the bottom left corner. It consists of a dark red rectangular box with a thin white border. Inside the box, the word "KathodeRay" is written in a white, sans-serif font, with "Kathode" and "Ray" on the same line. Below "KathodeRay", the words "MEDIA INC." are written in a smaller, white, sans-serif font.

KathodeRay
MEDIA INC.

Social Media Advertising

[illegible]

Website Traffic Social Media Following Email Lists

Unique Visits												
881,520	78,485	74,673	81,204	78,819	63,844	63,812	67,726	75,116	71,840	69,743	78,099	78,159
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
BuyInGreene.com	28,029	25,441	31,029	29,667	27,164	25,029	27,339	30,799	28,763	31,007	36,007	35,099
InvestInGreene.com	8,968	9,462	7,312	5,996	6,822	5,931	5,712	5,311	4,997	5,102	4,109	3,995
GreeneCountyEDC.com	4,397	3,671	3,869	3,710	3,763	3,407	3,606	2,994	3,521	2,077	2,096	2,074
GreeneCountryNY.gov	37,091	36,099	38,994	39,446	26,095	29,445	31,069	36,012	34,559	31,557	35,887	36,991

Followers	20,172
BIG Facebook	12,000
BIG Instagram	2,230
EDC Facebook	1,300
EDC Instagram	1,342
Greene Government Facebook	3,300

Subscribers	20,607
Positively Greene	2,364
GC Businesses	781
Consumers	3,897
Prospectives	13,278
News Releases	287

2024

Economic Impact of Visitors to New York

Catskills Focus



CONTENTS

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Introduction

Visitors are integral to New York's economy, generating significant financial benefits for residents and local businesses. Visitor activity also produces substantial tax revenue which supports government services.

Credible measurements of the visitor economy are designed to inform policy decisions that foster the sector's development.

To quantify the significance of New York's visitor economy, Tourism Economics developed a comprehensive analysis of visitor spending and its total economic impact on businesses, employment, personal income, and taxes. At a high level, our approach includes the following stages:

- Compilation of visitor statistics
- Compilation of industry data
- Compilation of government data
- Analysis of visitor spending by category
- Economic impact modeling

Methodology

Methodology Overview

Measuring the visitor economy begins with a comprehensive demand side analysis. A visitor is defined as someone who stayed overnight or traveled more than 50 miles to the destination.

The study area is defined as the state of New York.

Visitor survey data provide estimates on the volume of visitors by type and their spending in specific categories (e.g. lodging, restaurants, retail, recreation and entertainment, transportation). These estimates are strengthened through an analysis of industry-specific data sets on the lodging industry, aviation, and sectoral-level business sales. Government data, including taxes by type as well as employment and personal income by industry are used to supplement and confirm demand-side visitor spending calculations.

The primary source of the employment and wage data is the Regional Economic Information System (REIS), maintained by the Bureau of Economic Analysis (BEA). This is more comprehensive than Bureau of Labor Statistics (BLS QCEW) data because sole-proprietors do not require unemployment insurance and are not counted in the QCEW data.

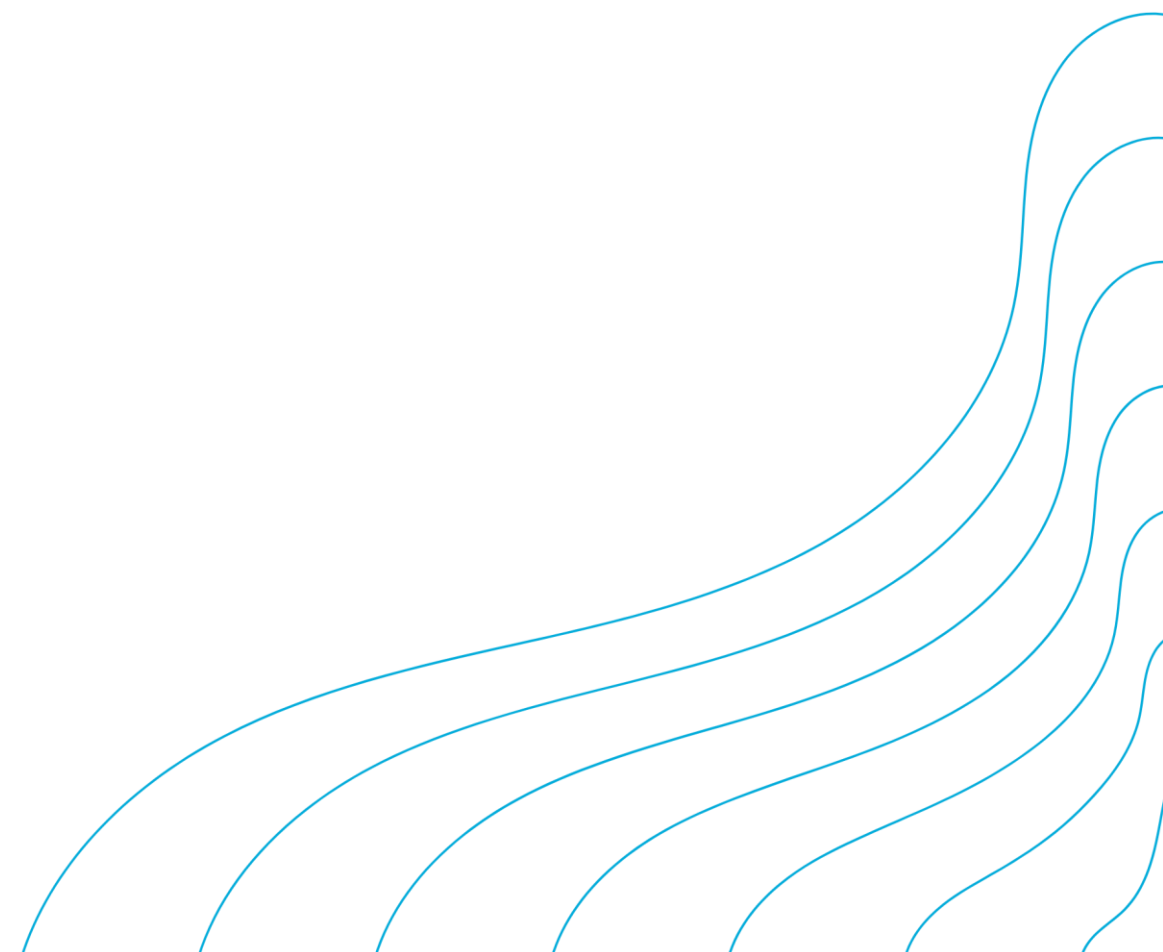
The complete set of data inputs is provided below.

Data Sources

- **Longwoods International:** Consumer survey data, including spending and visitor profile characteristics
- **STR:** Lodging performance data, including room demand and revenue, for hotels
- **BEA/BLS:** Employment and wage data, by industry
- **US Census:** Business sales and employment by industry, and seasonal second homes inventory
- **Tourism Economics:** International arrivals data for visitors to New York



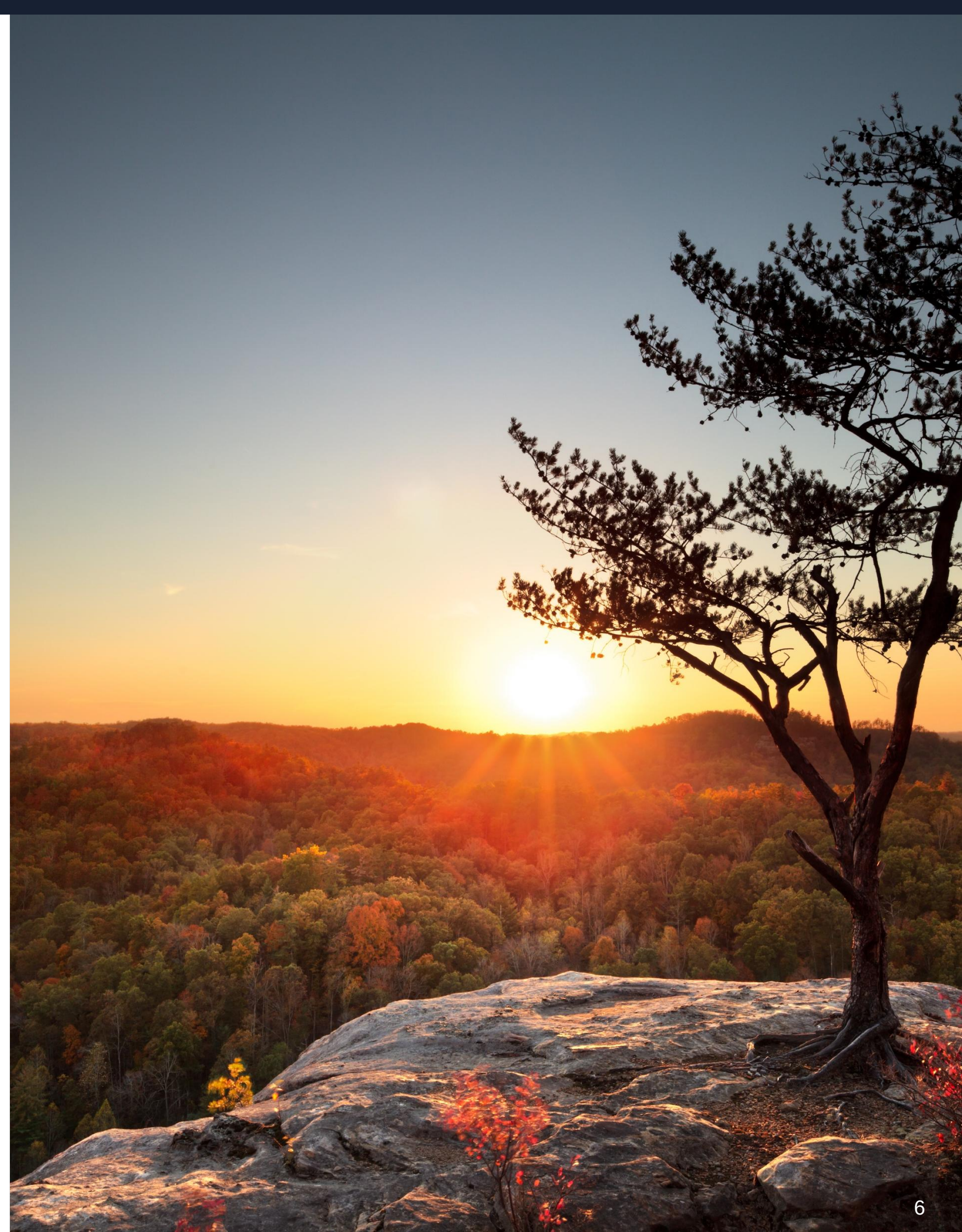
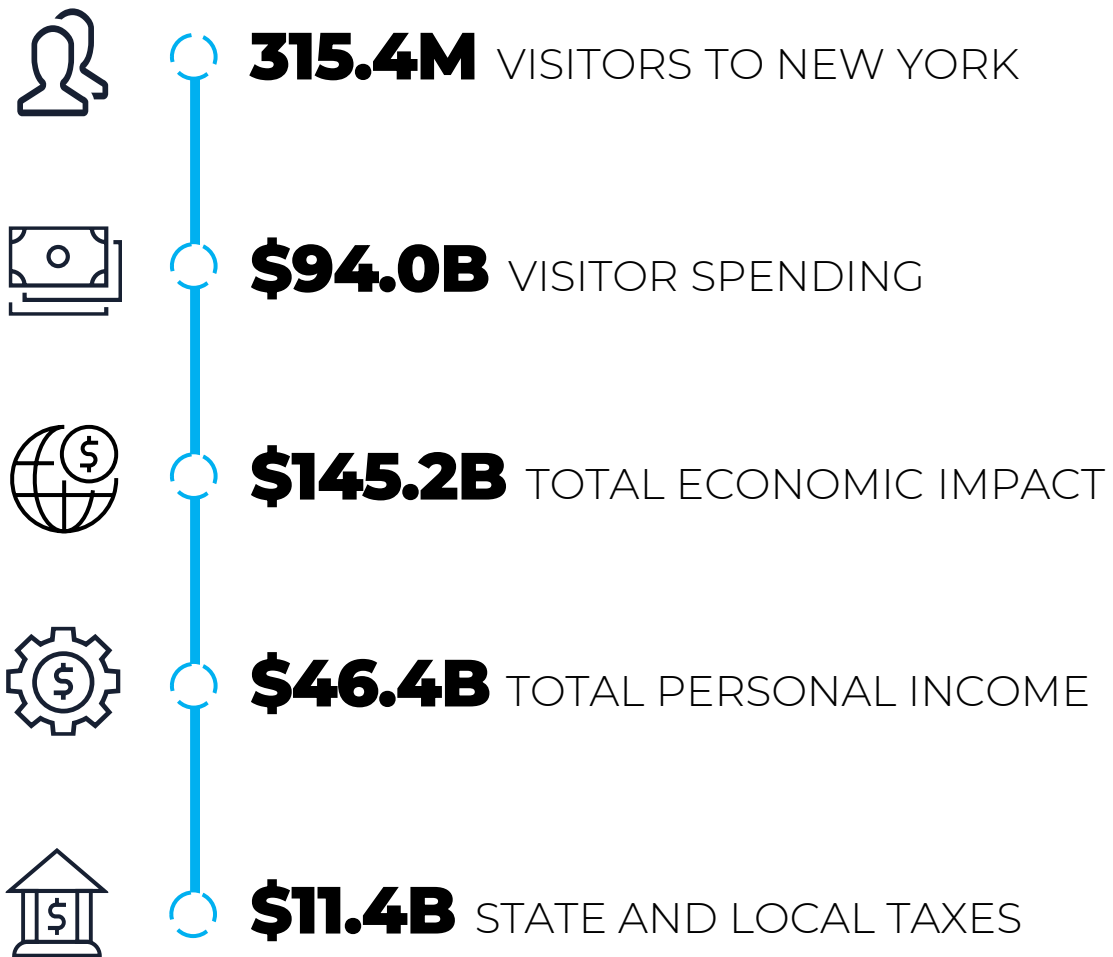
KEY FINDINGS



Key Findings

Visitors Generate Significant Economic Impact

In 2024, **315.4 million visitors** spent **\$94.0 billion** in the New York economy, increases of 3.0% and 6.7%, respectively. Visitor spending generated a total economic impact of **\$145.2 billion**.



Results in Context

The visitor economy is an economic pillar in New York. In 2024, visitor spending supported the following:



\$94.0B VISITOR SPENDING

Visitors spent \$257.5 million per day in New York, on average.



\$46.4B PERSONAL INCOME

This is the equivalent of \$6,106 per resident household, regardless of any connection to the visitor economy.

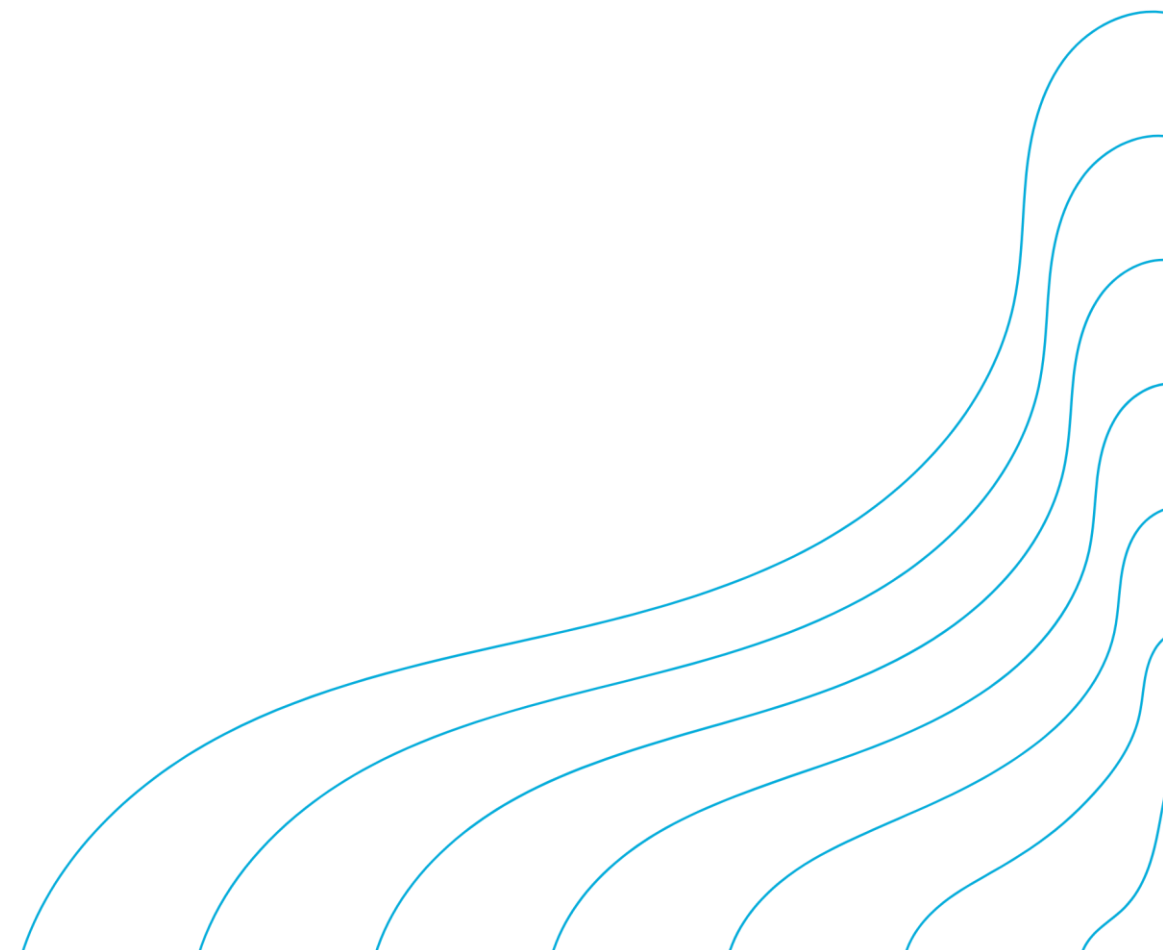


\$11.4B STATE & LOCAL TAXES

Each household in New York would need to be taxed an additional \$1,490 to replace the visitor-generated taxes received by New York state and local governments in 2024.



VISITOR VOLUME & SPENDING



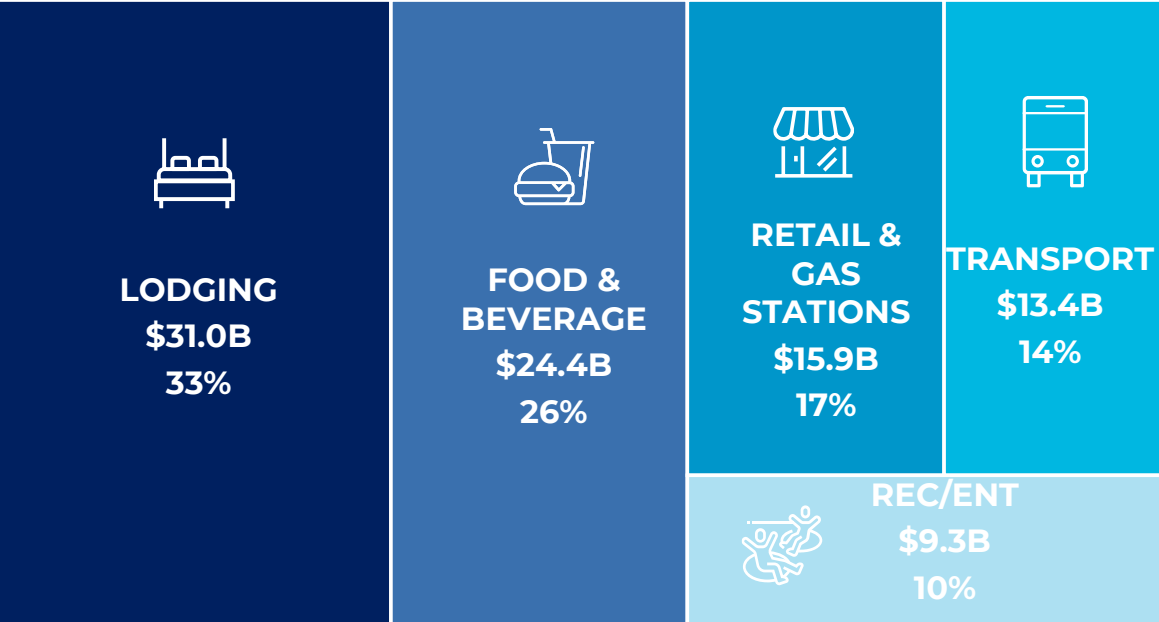
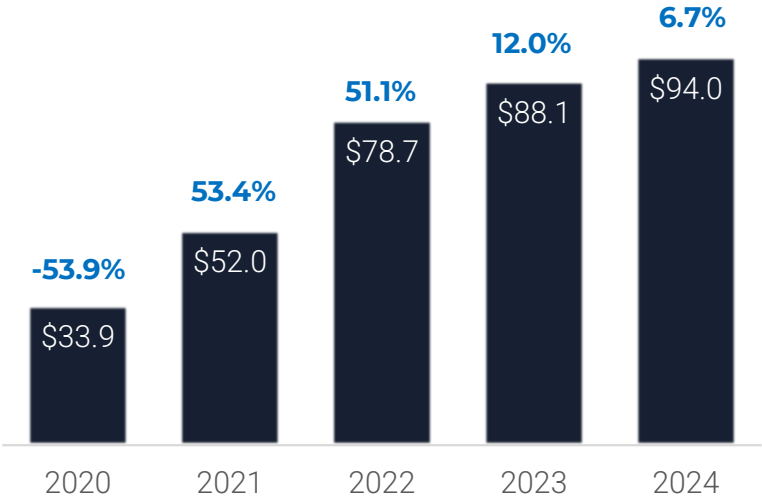
New York welcomed **315.4 million** visitors who spent **\$94.0 billion** in 2024.



Visitor Spending

Visitor spending increased 6.7% to \$94.0 billion in 2024. Of the \$94.0 billion spent, lodging, including hotels, short-term rentals, and the value of second homes, accounted for \$31.0 billion—33% of all visitor spending. Visitors spent 26% of their budget on food and beverage purchases.

New York Visitor Spending
\$ billions

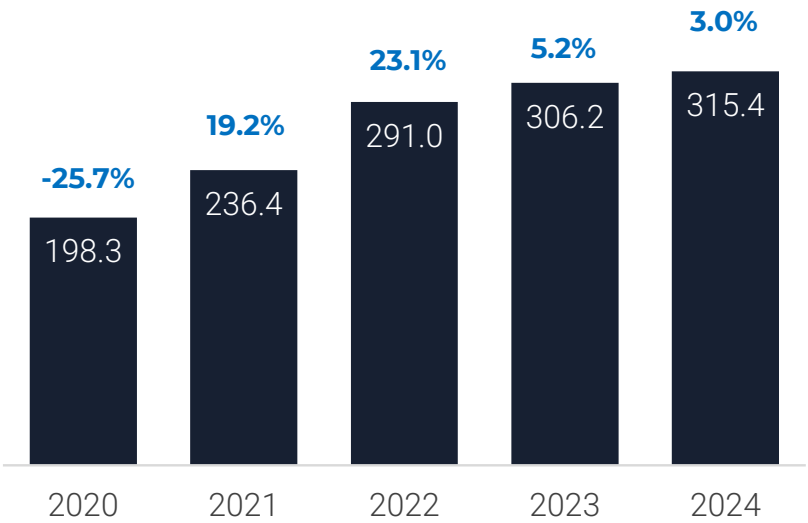


Source: Tourism Economics
Note: Lodging includes all accommodation types, and transportation includes both ground and air transportation.

Visitor Volume

In 2024, 315.4 million visitors traveled to New York, a 3.0% increase over the prior year. Both domestic and international arrivals drove growth, increasing 2.9% and 7.9%, respectively.

New York Visitor Volume
millions



Source: Tourism Economics

Visitor Volume and Spending Trends

Visitor spending increased 6.7% in 2024, a result of easing demand coupled with inflation across key spending categories.

Lodging led spending growth in 2024, increasing 8.2% year-over-year as average daily room rates registered 6.0% higher than the prior year. Growth in food and beverage purchases closely followed, increasing 7.9%.

Spending from overseas arrivals increased nearly 20% over the prior year, though this segment has not yet fully recovered to pre-pandemic levels, still registering 5.4% below spending in 2019.

New York Visitor Spending

\$ billions

	2019	2020	2021	2022	2023	2024	2024 Growth	% Compared to 2019
Total visitor spending	\$73.62	\$33.94	\$52.05	\$78.65	\$88.10	\$93.99	6.7%	27.7%
Lodging	\$21.45	\$9.54	\$15.96	\$25.35	\$28.64	\$31.00	8.2%	44.5%
Food & Beverages	\$17.88	\$9.43	\$14.22	\$20.22	\$22.60	\$24.38	7.9%	36.3%
Retail & Service Stations	\$13.24	\$6.37	\$9.54	\$14.21	\$15.19	\$15.87	4.5%	19.9%
Transportation	\$13.72	\$5.24	\$7.19	\$11.17	\$12.81	\$13.39	4.6%	-2.4%
Recreation & Entertainment	\$7.33	\$3.36	\$5.13	\$7.70	\$8.86	\$9.35	5.5%	27.5%

Source: Tourism Economics

Note: Lodging includes all accommodation types, and transportation includes both ground and air transportation.

New York Visitor Spending, by Market

\$ billions

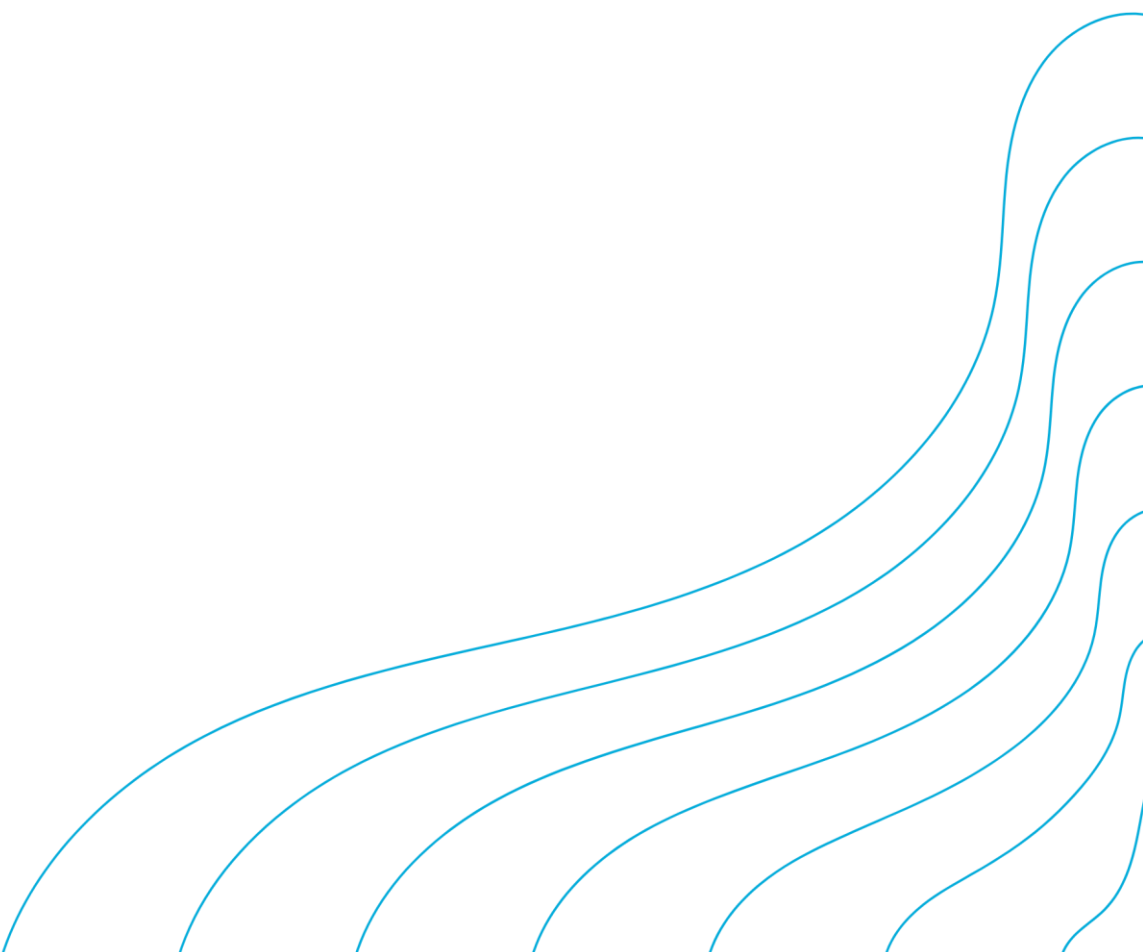
	2019	2020	2021	2022	2023	2024	2024 Growth	% Compared to 2019
Total visitor spending	\$73.62	\$33.94	\$52.05	\$78.65	\$88.10	\$93.99	6.7%	19.7%
Domestic	\$52.97	\$29.79	\$47.39	\$67.13	\$71.17	\$74.10	4.1%	39.9%
Canada	\$1.42	\$0.40	\$0.73	\$1.06	\$1.76	\$1.70	-3.5%	19.5%
Overseas	\$19.22	\$3.75	\$3.93	\$10.46	\$15.16	\$18.18	19.9%	-5.4%

Source: Tourism Economics

*2024 international spend is considered preliminary



ECONOMIC IMPACT METHODOLOGY



Economic Impact Methodology

The development of visitor economy impact modeling begins with a comprehensive demand side analysis. Visitor survey data provides estimates on the volume of visitors by type and their spending in specific industries (e.g. lodging, restaurants, retail, recreation and entertainment, transportation). These estimates are strengthened through an analysis of industry-specific data sets on the lodging industry, aviation, and sectoral-level business sales. Government data, including taxes by type, as well as employment and personal income by industry, are used to supplement and confirm demand-side visitor spending calculations.

This provides a detailed profile of visitor spending by industry, which is then connected to a local input-output (I-O) economic impact model constructed within the IMPLAN platform. This uses government (Bureau of Economic Analysis and Census) data to trace the flow of visitor through the local economy and its effects on businesses, households, and government. The model quantifies three levels of impact:

- 1. Direct impacts:** Visitor spending creates direct economic value within a defined set of sectors. This supports a proportion of spending, jobs, wages, and taxes within each sector.
- 2. Indirect impacts:** Businesses providing direct services to visitors purchase goods and services, generating additional impacts called indirect impacts or supply-chain effects.
- 3. Induced impacts:** Additional business activity is generated as employees spend incomes locally that are earned due to visitor activity. This is called the induced impact or income effect.

The model calculates these three levels of impact—direct, indirect and induced—for the following metrics:

- Spending
- Wages
- Employment
- Federal Taxes
- State Taxes
- Local Taxes

Economic Impact Model

DIRECT IMPACTS

Visitor spending



RETAIL



ENTERTAINMENT/REC



FOOD & BEVERAGE



TRANSPORTATION



LODGING

INDIRECT IMPACTS

Purchases of inputs from suppliers



SUPPLY
CHAIN
EFFECTS



B2B GOODS &
SERVICES
PURCHASED

INDUCED IMPACTS

Consumer spending out of employees' wages:



INCOME
EFFECT



HOUSEHOLD
CONSUMPTION

TOTAL IMPACTS

Direct, indirect, and induced impacts



SALES



GDP



JOBS

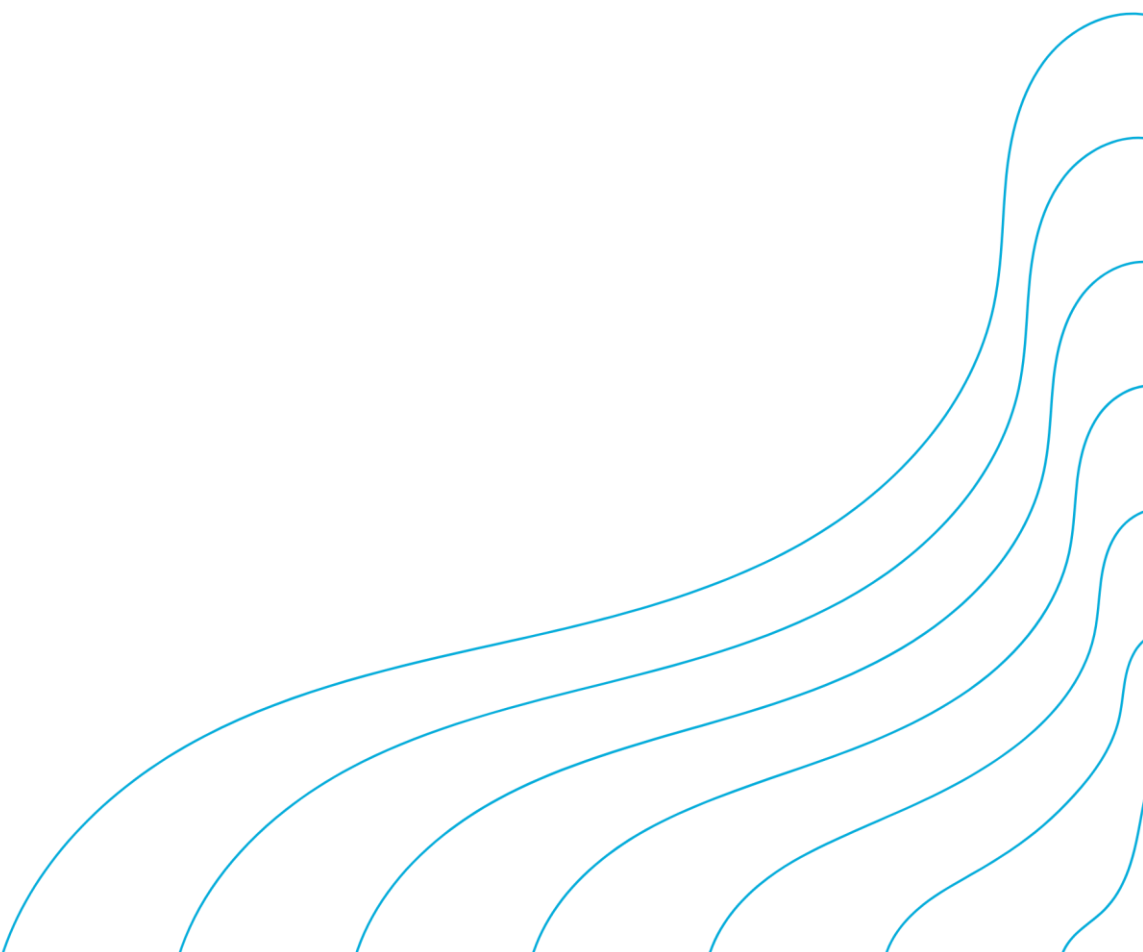


INCOME



TAXES

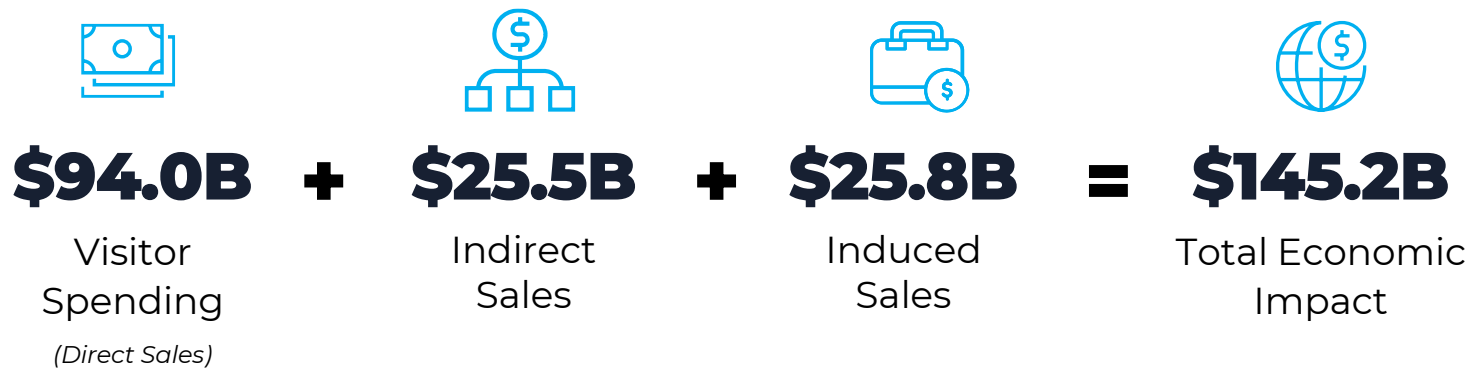
ECONOMIC IMPACT



Business Sales Impacts

Visitors spent \$94.0 billion in New York in 2024. These direct impacts generated an additional \$51.3 billion through supply chain (indirect) and income (induced) effects.

As a result, the total economic impact of visitors reached \$145.2 billion in 2024, 6.3% ahead of the prior year.



Note: Sums may not total due to rounding.

Tourism Business Sales by Industry (2024)

\$ millions

	Direct Business Sales	Indirect Business Sales	Induced Business Sales	Total Business Sales
Total, all industries	\$93,989	\$25,457	\$25,803	\$145,249
Lodging	\$27,405	\$192	\$215	\$27,813
Food & Beverage	\$24,376	\$644	\$1,234	\$26,253
Finance, Insurance and Real Estate	\$3,590	\$5,266	\$4,238	\$13,094
Retail Trade	\$8,782	\$434	\$2,635	\$11,851
Recreation and Entertainment	\$9,349	\$442	\$342	\$10,133
Business Services		\$6,907	\$1,930	\$8,837
Air Transport	\$7,814	\$55	\$69	\$7,939
Other Transport	\$5,580	\$1,666	\$570	\$7,816
Gasoline Stations	\$7,092	\$16	\$93	\$7,202
Manufacturing		\$2,409	\$2,008	\$4,417
Government		\$710	\$3,351	\$4,061
Education and Health Care		\$34	\$4,020	\$4,054
Wholesale Trade		\$1,771	\$1,666	\$3,437
Communications		\$1,967	\$1,125	\$3,091
Construction and Utilities		\$1,802	\$863	\$2,665
Personal Services		\$514	\$1,174	\$1,688
Agriculture, Fishing, Mining		\$629	\$270	\$899

Source: Tourism Economics

Visitor spending generated a total economic impact of **\$145.2 billion.**

Employment Impacts

Visitor spending supported the largest number of jobs in the food & beverage industry (240,456), followed by lodging (98,006).

Tourism Employment by Industry (2024)

jobs

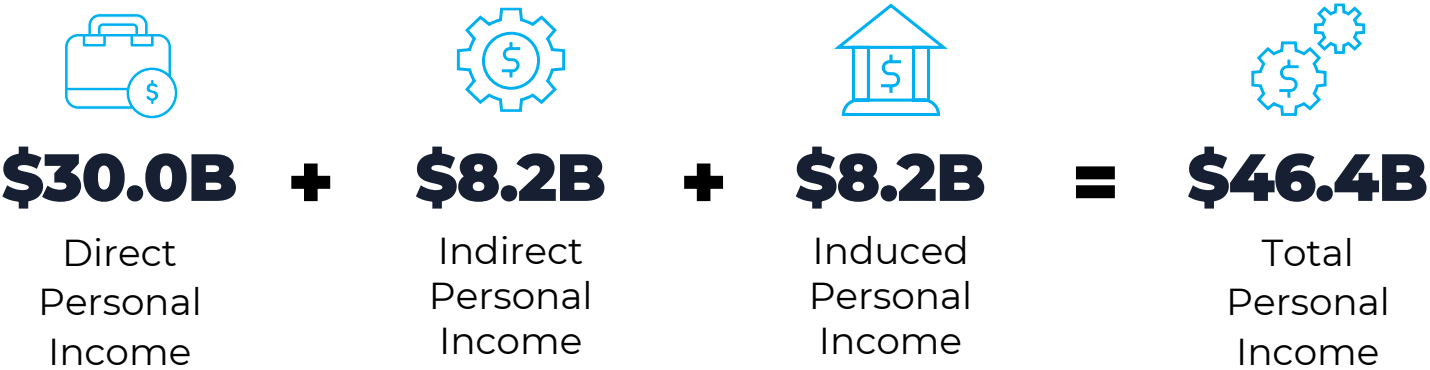
	Direct Jobs	Indirect Jobs	Induced Jobs	Total Jobs
Food & Beverage	221,770	6,225	12,461	240,456
Lodging	96,626	624	756	98,006
Recreation and Entertainment	78,027	3,911	2,854	84,792
Other Transport	60,576	11,392	3,455	75,422
Retail Trade	21,556	3,224	20,573	45,354
Business Services		29,515	9,417	38,931
Air Transport	36,226	151	209	36,586
Education and Health Care		246	30,395	30,642
Finance, Insurance and Real Estate	8,850	11,456	8,958	29,264
Personal Services		4,209	11,022	15,231
Gasoline Stations	12,497	137	769	13,403
Wholesale Trade		4,998	4,814	9,812
Manufacturing		4,875	3,613	8,488
Agriculture, Fishing, Mining		3,557	1,591	5,148
Communications		2,993	1,401	4,395
Construction and Utilities		2,730	603	3,333
Government		1,638	951	2,589

Source: Tourism Economics



Personal Income Impacts

Visitor activity generated \$30.0 billion in direct personal income in 2024. Including indirect and induced impacts, employees received \$46.4 billion in personal income. Total visitor-generated income in New York increased 6.1% in 2024.



Note: Sums may not total due to rounding.

Tourism Personal Income by Industry (2024)

\$ millions

	Direct Personal Income	Indirect Personal Income	Induced Personal Income	Total Personal Income
Total, all industries	\$30,004	\$8,199	\$8,231	\$46,434
Lodging	\$10,059	\$44	\$50	\$10,153
Food & Beverage	\$8,731	\$208	\$416	\$9,355
Air Transport	\$4,218	\$15	\$21	\$4,254
Business Services		\$2,932	\$926	\$3,858
Other Transport	\$2,296	\$946	\$264	\$3,506
Recreation and Entertainment	\$2,896	\$199	\$132	\$3,227
Finance, Insurance and Real Estate	\$429	\$1,272	\$1,239	\$2,940
Education and Health Care		\$15	\$2,253	\$2,268
Retail Trade	\$906	\$158	\$1,001	\$2,064
Wholesale Trade		\$589	\$569	\$1,157
Communications		\$552	\$261	\$814
Manufacturing		\$417	\$357	\$774
Construction and Utilities		\$450	\$189	\$639
Personal Services		\$158	\$392	\$550
Gasoline Stations	\$470	\$5	\$28	\$503
Government		\$132	\$74	\$207
Agriculture, Fishing, Mining		\$105	\$60	\$165

Source: Tourism Economics



Tax Impacts

Visitor activity generated \$23.5 billion in government revenues in 2024.

State and local taxes alone reached \$11.4 billion in 2024, with state taxes increasing 6.1% over the prior year.

Local visitor-supported taxes, sustained mainly through property taxes, neared \$6.5 billion in 2024.

Each household in New York would need to be taxed an additional \$1,490 to replace the visitor-generated taxes received by destination state and local governments in 2024.

Tax Impacts (2024)

\$ millions

	Total
Total Tax Revenues	\$23,436
Federal Taxes	\$12,029
Personal Income	\$4,327
Corporate	\$2,099
Indirect Business	\$862
Social Insurance	\$4,740
State and Local Taxes	\$11,407
Sales	\$3,492
Personal Income	\$1,871
Corporate	\$2,166
Social Insurance	\$171
Excise and Fees	\$445
Property	\$3,263

Source: Tourism Economics



The visitor economy generated **\$11.4 billion in state & local government revenue** in 2024.

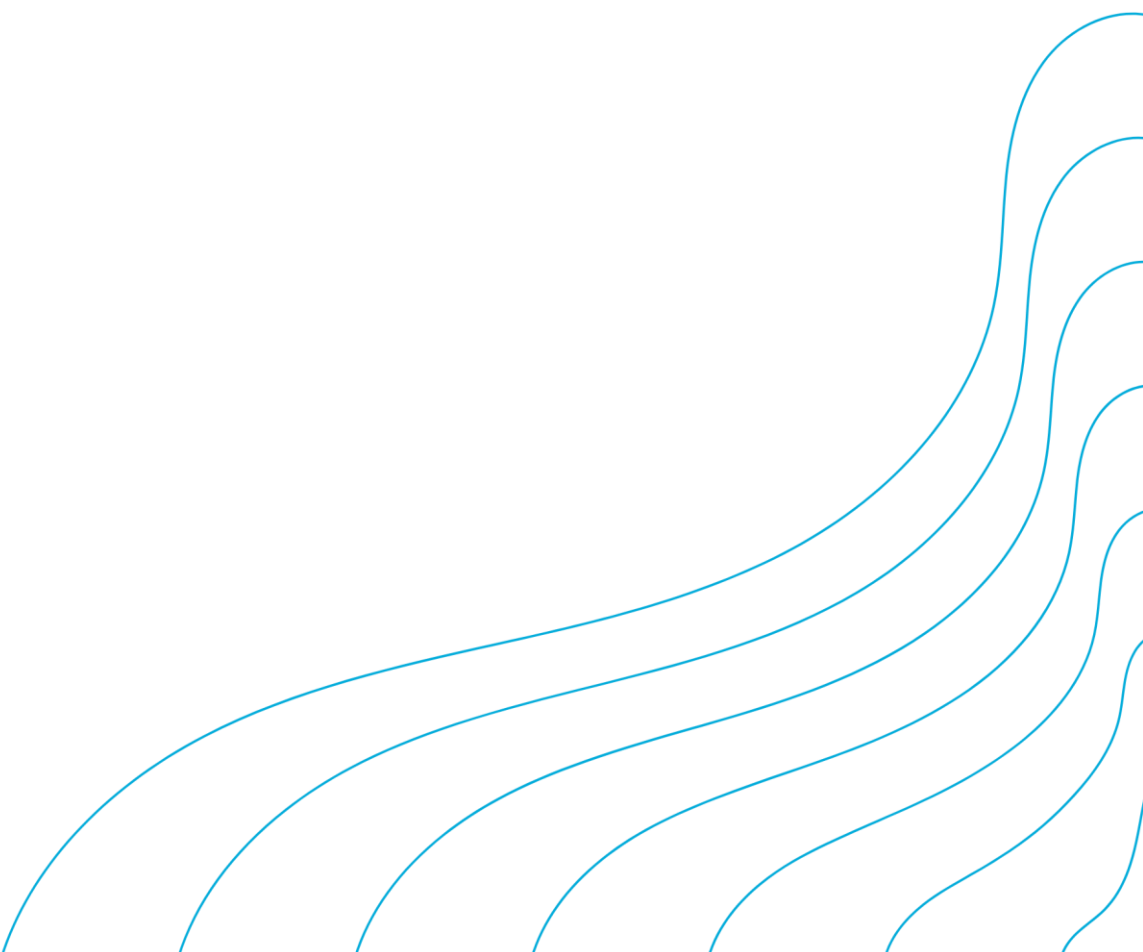
Tax Impacts (2024)

\$ millions

	2020	2021	2022	2023	2024	2024 Growth
Total State & Local Tax Revenues	\$5,862	\$7,457	\$9,796	\$10,816	\$11,407	5.5%
State Taxes	\$2,330	\$3,039	\$4,156	\$4,646	\$4,929	6.1%
Personal Income	\$894	\$1,019	\$1,271	\$1,414	\$1,499	6.1%
Corporate	\$385	\$540	\$774	\$862	\$916	6.2%
Sales	\$824	\$1,193	\$1,731	\$1,950	\$2,072	6.3%
Excise and Fees	\$123	\$168	\$233	\$259	\$271	4.6%
State Unemployment	\$104	\$119	\$146	\$161	\$171	6.1%
Local Taxes	\$3,532	\$4,417	\$5,640	\$6,170	\$6,478	5.0%
Personal Income	\$222	\$253	\$315	\$351	\$372	6.1%
Corporate	\$524	\$736	\$1,056	\$1,176	\$1,250	6.2%
Sales	\$565	\$818	\$1,186	\$1,336	\$1,420	6.3%
Property	\$2,142	\$2,503	\$2,932	\$3,141	\$3,263	3.9%
Excise and Fees	\$79	\$108	\$150	\$166	\$174	4.6%

Source: Tourism Economics

REGIONAL SUMMARY



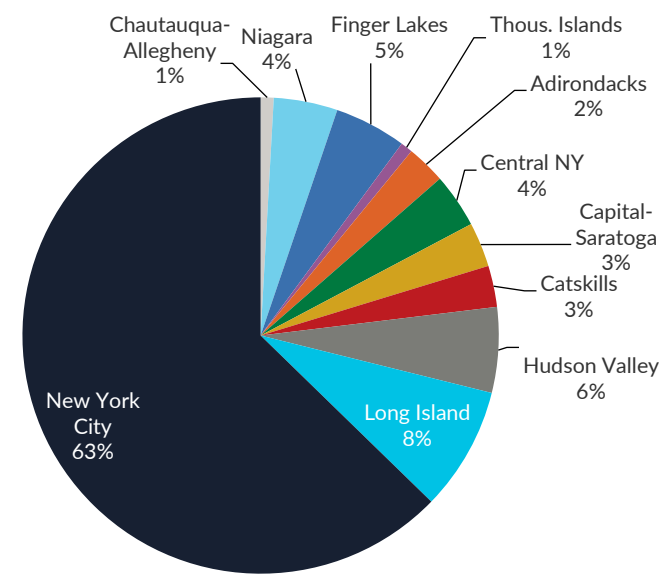
New York State is divided into **11 vacation regions.**



Visitor Spending By Region

In 2024, each region displayed gains relative to the prior year as statewide visitor spending growth moderated to 6.7%. The New York City tourism region remains the largest by visitor spending at 63% of the state total, having witnessed the biggest year-over-year increase by region (+7.9%) in 2024.

Visitor Spending, by Region (2024)
percent of New York State visitor spend



Source: Tourism Economics

Visitor Spending, by Region
\$ millions

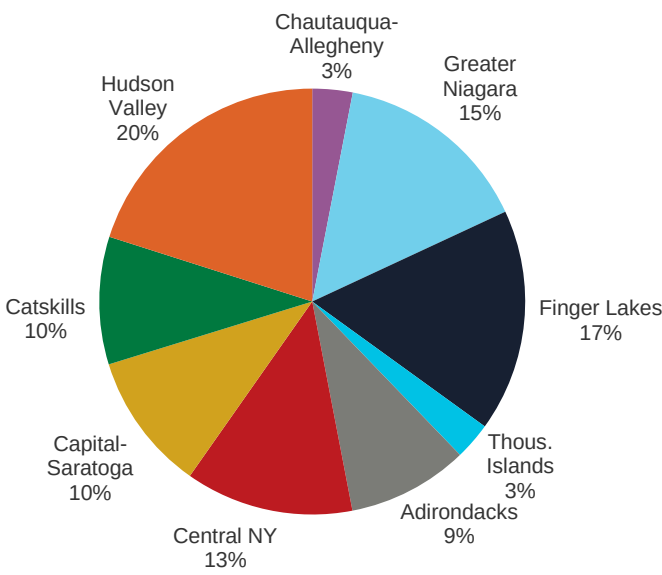
	2020	2021	2022	2023	2024	2024 Growth
State Total	\$33,941	\$52,049	\$78,654	\$88,098	\$93,989	6.7%
1. Chautauqua-Allegheny	\$439	\$666	\$746	\$792	\$829	4.7%
2. Greater Niagara	\$1,584	\$2,828	\$3,449	\$3,824	\$4,076	6.6%
3. Finger Lakes	\$2,016	\$3,275	\$4,091	\$4,492	\$4,587	2.1%
4. Thousand Islands	\$424	\$576	\$693	\$725	\$766	5.6%
5. Adirondacks	\$1,343	\$1,991	\$2,236	\$2,386	\$2,493	4.5%
6. Central New York	\$1,555	\$2,427	\$3,035	\$3,266	\$3,464	6.1%
7. Capital-Saratoga	\$1,302	\$2,013	\$2,553	\$2,793	\$2,848	2.0%
8. Catskills	\$1,181	\$1,937	\$2,296	\$2,454	\$2,628	7.1%
9. Hudson Valley	\$2,600	\$3,920	\$4,710	\$5,130	\$5,450	6.2%
10. Long Island	\$4,055	\$5,939	\$6,768	\$7,612	\$7,903	3.8%
11. New York City	\$17,442	\$26,477	\$48,077	\$54,625	\$58,945	7.9%

Source: Tourism Economics

Visitor spending across the upstate regions of New York, excluding New York City and Long Island, is more evenly distributed.

In Upstate New York, visitor spending was largest in the Hudson Valley (20%), followed by the Finger Lakes (17%) and Greater Niagara (15%).

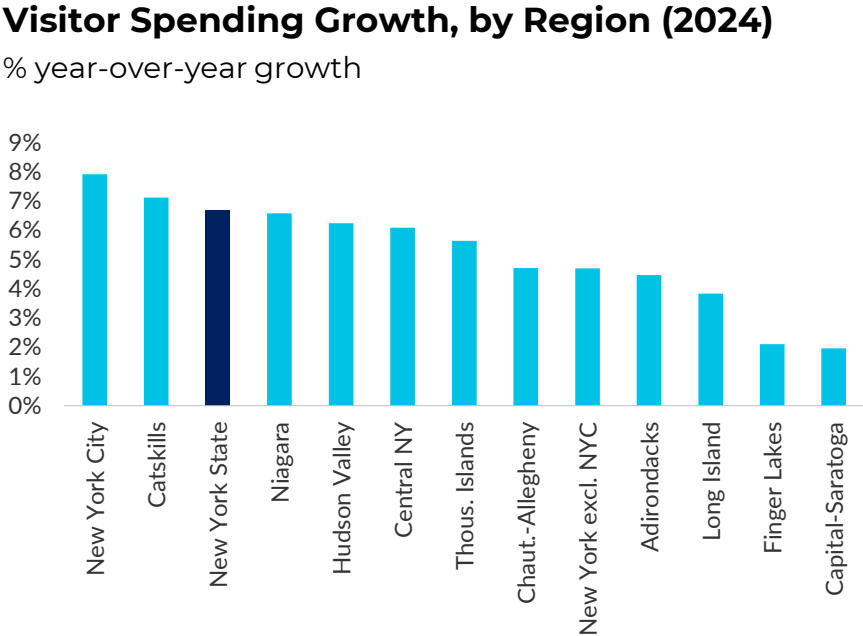
Upstate Visitor Spending, by Region (2024)
percent of Upstate New York visitor spend



Source: Tourism Economics

Visitor Spending Growth

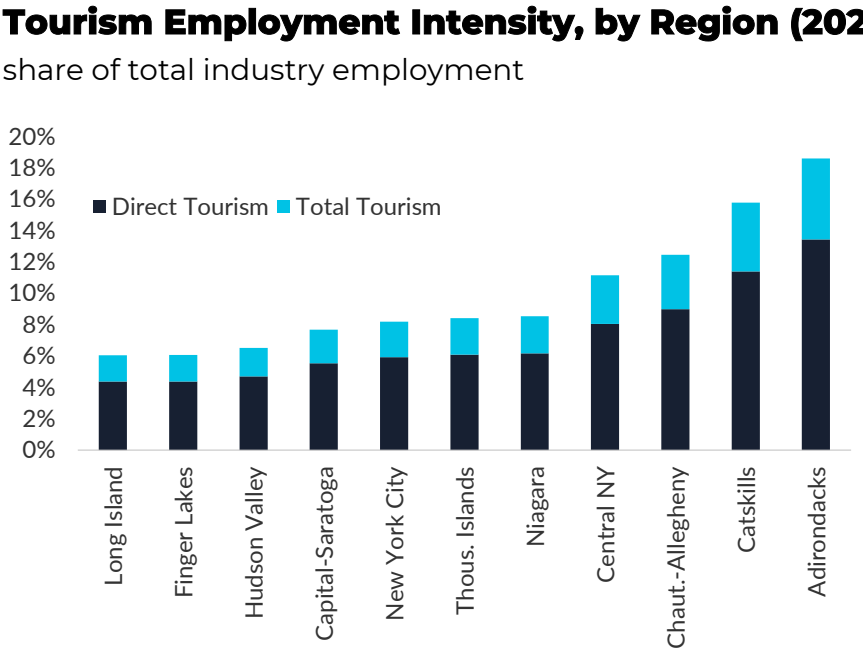
In 2024, all regions recorded positive growth versus 2023. Increases were most significant in New York City (7.9%), followed by the Catskills (7.1%).



Source: Tourism Economics

Employment Intensity

Tourism is an integral part of each region’s economy, generating from 6% to 19% of total employment. The tourism industry is a very significant contributor to the economy of the Adirondacks and Catskills, encompassing 19% and 16% of all jobs, respectively.



Source: Tourism Economics, BLS
Note: Employment intensity is the number of jobs supported by tourism as a share of all jobs within the county.

Tourism Economic Impact, by Region (2024)

\$ millions and jobs

	Direct Sales	Personal Income	Employment	Local Taxes	State Taxes
State Total	\$93,989	\$46,434	741,852	\$6,478	\$4,929
1. Chautauqua-Allegheny	\$829	\$336	10,886	\$57	\$48
2. Greater Niagara	\$4,076	\$2,028	49,174	\$231	\$199
3. Finger Lakes	\$4,587	\$2,099	55,418	\$301	\$252
4. Thousand Islands	\$766	\$309	8,956	\$49	\$40
5. Adirondacks	\$2,493	\$946	20,365	\$154	\$136
6. Central New York	\$3,464	\$1,568	31,871	\$167	\$184
7. Capital-Saratoga	\$2,848	\$1,453	35,897	\$184	\$162
8. Catskills	\$2,628	\$931	18,552	\$141	\$142
9. Hudson Valley	\$5,450	\$2,673	57,033	\$367	\$290
10. Long Island	\$7,903	\$4,107	78,418	\$523	\$421
11. New York City	\$58,945	\$29,983	375,281	\$4,304	\$3,055

Source: Tourism Economics
Note: Incomes, jobs, and taxes include direct, indirect, and induced impacts.

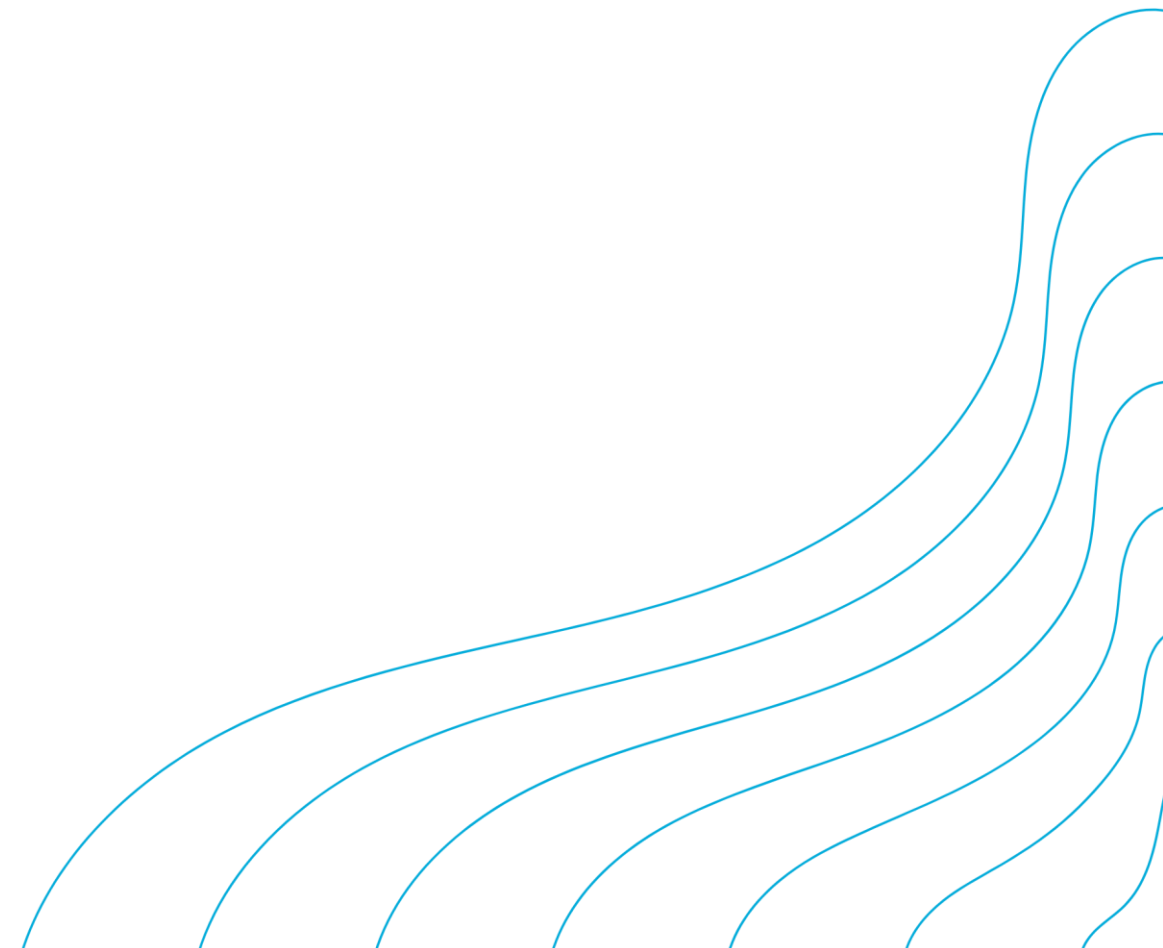
Tourism Economic Impact, by Region (2024)

regional shares

	Direct Sales	Personal Income	Employment	Local Taxes	State Taxes
State Total	100%	100%	100%	100%	100%
1. Chautauqua-Allegheny	1%	1%	1%	1%	1%
2. Greater Niagara	4%	4%	7%	4%	4%
3. Finger Lakes	5%	5%	7%	5%	5%
4. Thousand Islands	1%	1%	1%	1%	1%
5. Adirondacks	3%	2%	3%	2%	3%
6. Central New York	4%	3%	4%	3%	4%
7. Capital-Saratoga	3%	3%	5%	3%	3%
8. Catskills	3%	2%	3%	2%	3%
9. Hudson Valley	6%	6%	8%	6%	6%
10. Long Island	8%	9%	11%	8%	9%
11. New York City	63%	65%	51%	66%	62%

Source: Tourism Economics
Note: Incomes, jobs, and taxes include direct, indirect, and induced impacts.

REGIONAL DETAIL: CATSKILLS



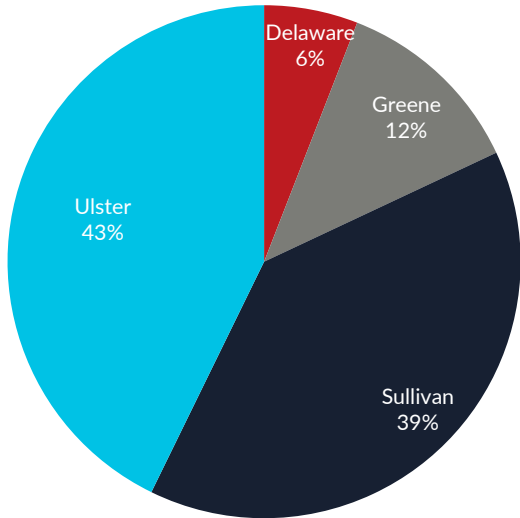
Visitors to the Catskills spent \$2.6 billion in 2024.



County Distribution

In 2024, visitor spending and tourism-related employment grew to \$2.6 billion and 18,552 jobs, respectively.

Visitor Spending, by County (2024)
percent of region visitor spend



Source: Tourism Economics

Visitor Spending

Visitor spending in the Catskills region grew 7.1% relative to the previous year. Leading overall spending growth was Ulster County which recorded 8.8% growth. Ulster County represented 43% of the region’s tourism sales in 2024, with \$1.1 billion in direct tourism spending, followed by Sullivan County at 39%.

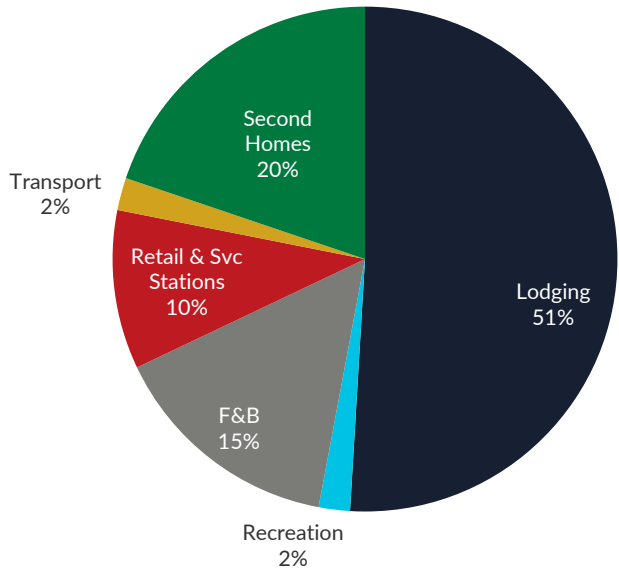
Visitor Spending, by County (2024)
\$ millions

	Lodging	Recreation	F&B	Retail & Svc Stations	Transport	Second Homes	Total
Regional Total	\$1,339.1	\$52.6	\$394.1	\$267.5	\$54.7	\$520.5	\$2,628.5
Ulster	\$625.7	\$20.9	\$234.2	\$126.8	\$39.0	\$77.3	\$1,123.9
Sullivan	\$565.5	\$14.5	\$89.1	\$99.6	\$2.9	\$259.5	\$1,031.2
Greene	\$125.0	\$14.7	\$52.3	\$31.2	\$12.1	\$82.6	\$318.0
Delaware	\$22.8	\$2.5	\$18.4	\$9.9	\$0.7	\$101.0	\$155.4

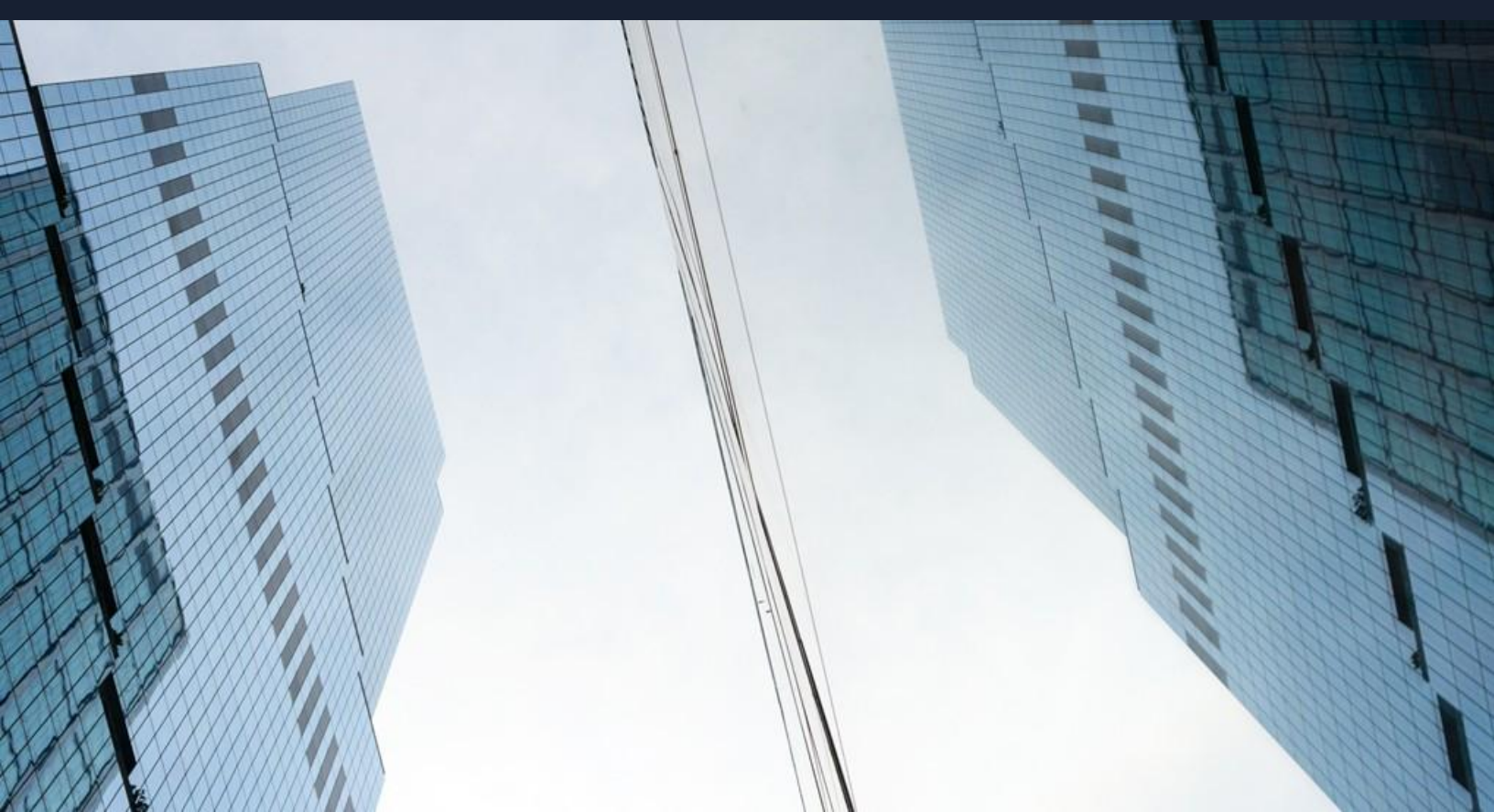
Source: Tourism Economics

Visitors spent \$2.6 billion in the Catskills region in 2024 across a diverse range of sectors. Spending on lodging and food & beverage comprised 51% and 15% of total, respectively. Seasonal second homes also generated significant economic activity in the region, tallying \$520 million (20% of total spend).

Visitor Spending, by Category (2024)
percent of region visitor spend



Source: Tourism Economics



Economic Impacts

Tourism Economic Impact, by County (2024)

\$ millions and jobs

	Direct Sales	Personal Income	Employment	Local Taxes	State Taxes
Regional Total	\$2,628.5	\$930.9	18,552	\$141.1	\$141.6
Ulster	\$1,123.9	\$461.6	8,759	\$60.2	\$58.8
Sullivan	\$1,031.2	\$304.7	5,034	\$53.2	\$56.0
Greene	\$318.0	\$115.7	3,559	\$17.5	\$18.0
Delaware	\$155.4	\$48.9	1,199	\$10.1	\$8.9

Source: Tourism Economics
Note: Incomes, jobs, and taxes include direct, indirect, and induced impacts.

Regional Growth, by County

\$ millions

Visitor Spend	2020	2021	2022	2023	2024	2024 Growth
Regional Total	\$1,180.6	\$1,936.9	\$2,295.9	\$2,453.9	\$2,628.5	7.1%
Ulster	\$489.1	\$861.9	\$978.6	\$1,032.7	\$1,123.9	8.8%
Sullivan	\$426.6	\$709.6	\$892.4	\$968.9	\$1,031.2	6.4%
Greene	\$163.7	\$236.1	\$283.2	\$304.7	\$318.0	4.4%
Delaware	\$101.1	\$129.3	\$141.6	\$147.5	\$155.4	5.4%

State Taxes	2020	2021	2022	2023	2024	2024 Growth
Regional Total	\$72.6	\$108.9	\$125.1	\$133.2	\$141.6	6.4%
Ulster	\$30.1	\$46.1	\$51.7	\$54.5	\$58.8	7.9%
Sullivan	\$26.2	\$41.4	\$49.2	\$53.1	\$56.0	5.5%
Greene	\$10.1	\$13.8	\$16.0	\$17.1	\$18.0	5.3%
Delaware	\$6.2	\$7.6	\$8.2	\$8.5	\$8.9	4.1%

Local Taxes	2020	2021	2022	2023	2024	2024 Growth
Regional Total	\$95.3	\$121.6	\$129.4	\$134.9	\$141.1	4.6%
Ulster	\$42.5	\$54.0	\$55.3	\$57.0	\$60.2	5.6%
Sullivan	\$33.6	\$43.2	\$48.0	\$51.0	\$53.2	4.5%
Greene	\$11.7	\$14.9	\$16.3	\$17.1	\$17.5	2.3%
Delaware	\$7.5	\$9.5	\$9.7	\$9.8	\$10.1	3.2%

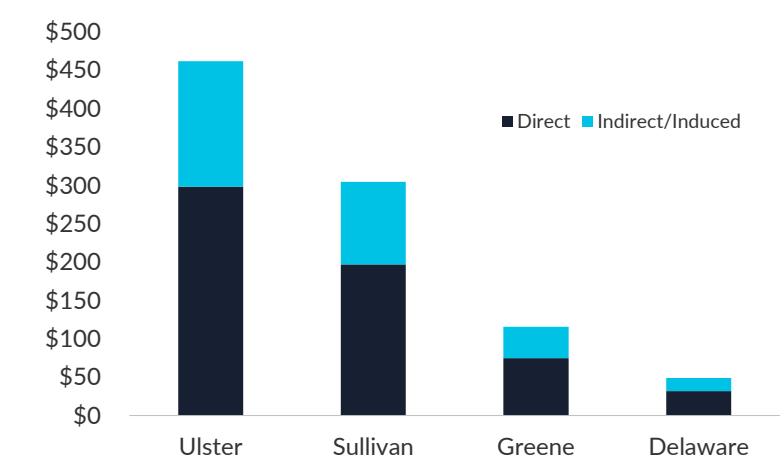
Source: Tourism Economics

Personal Income Impacts

Tourism in the Catskills region generated \$602 million in direct personal income and \$931 million including indirect and induced impacts. Total personal income, including indirect and induced impacts, was the most significant in Ulster County at \$462 million.

Personal Income, by County (2024)

\$ millions



Source: Tourism Economics

Personal Income, by County (2024)

\$ millions and share of total economy

	Direct	Total	Share (Direct)	Share (Total)
Regional Total	\$601.5	\$930.9	8.4%	12.9%
Ulster	\$298.3	\$461.6	8.3%	12.8%
Sullivan	\$196.9	\$304.7	11.1%	17.2%
Greene	\$74.7	\$115.7	8.5%	13.2%
Delaware	\$31.6	\$48.9	3.3%	5.1%

Source: Tourism Economics, BLS
 Note: The share, or income intensity, is the income supported by tourism as a share of all income generated within the county.



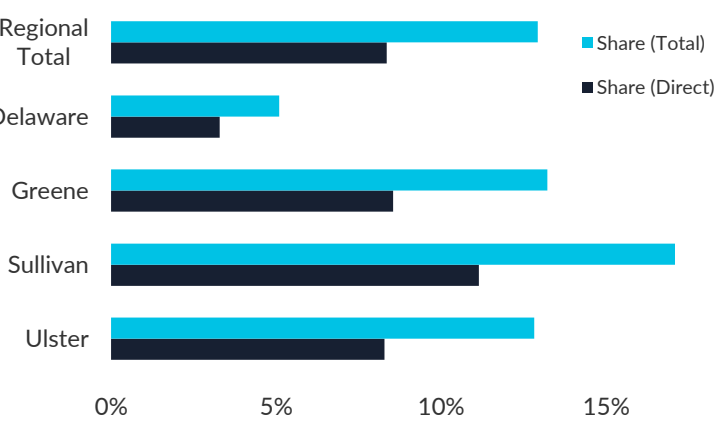
In 2024, 12.9% of all personal income in the Catskills region was generated by tourism.

The tourism industry generates a significant portion of income in Sullivan County (17.2%).

Tourism in Greene County accounted for 13.2% of all personal income.

Personal Income Intensity, by County (2024)

share of total economy



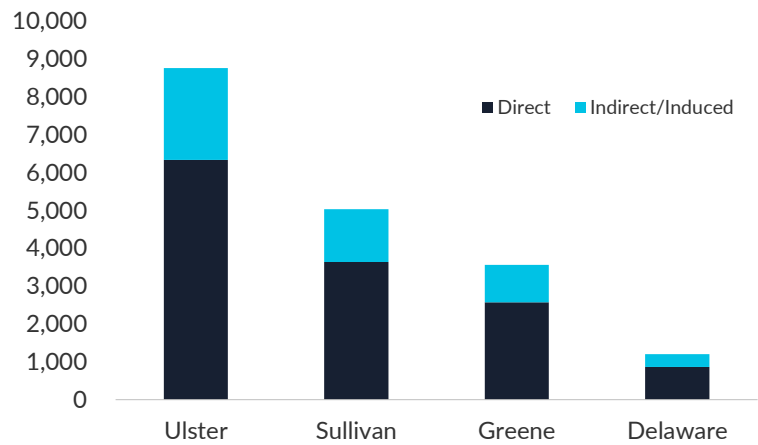
Source: Tourism Economics, BLS
 Note: Income intensity is the income supported by tourism as a share of all income generated within the county.

Employment Impacts

In 2024, total tourism-generated employment registered 18,552 jobs, 15.8% of all jobs within the region. Direct employment in tourism accounted for 11.4% of all jobs.

Employment, by County (2024)

jobs



Source: Tourism Economics

Employment, by County (2024)

jobs and share of total economy

	Direct	Total	Share (Direct)	Share (Total)
Regional Total	13,407	18,552	11.4%	15.8%
Ulster	6,330	8,759	10.8%	14.9%
Sullivan	3,638	5,034	12.0%	16.6%
Greene	2,572	3,559	18.1%	25.1%
Delaware	867	1,199	6.0%	8.4%

Source: Tourism Economics, BLS
Note: The share, or employment intensity, is the number of jobs supported by tourism as a share of all jobs within the county.

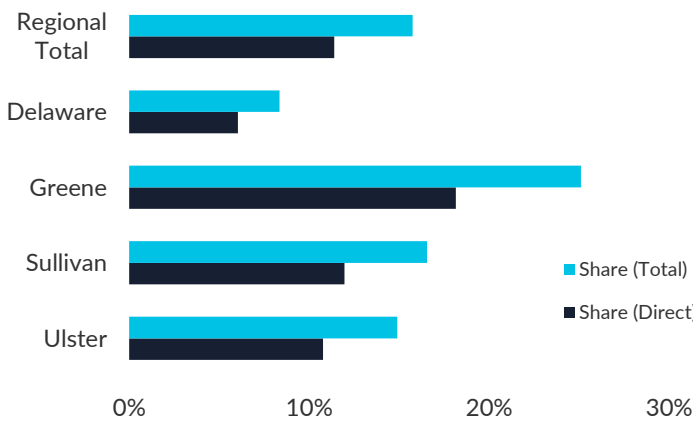


The tourism industry generates a significant portion of employment in Greene County (25.1%).

Ulster County produced the most tourism-related jobs in the Catskills region (8,759 jobs).

Employment Intensity, by County (2024)

share of total economy



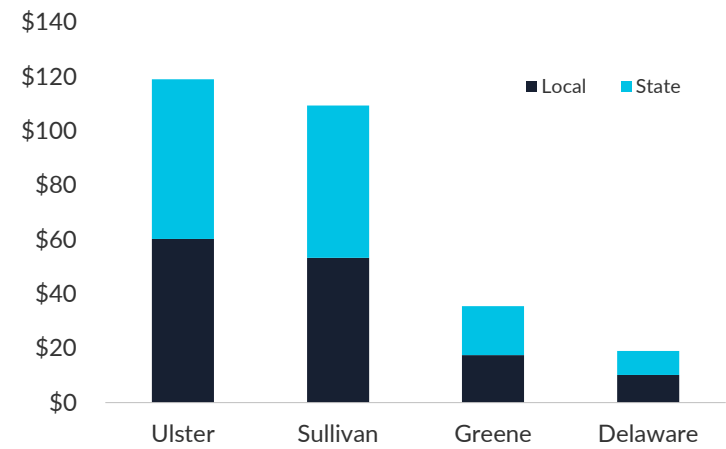
Source: Tourism Economics, BLS
Note: Employment intensity is the number of jobs supported by tourism as a share of all jobs within the county.

Tax Impacts

Tourism in the Catskills generated \$283 million in state and local taxes in 2024. Sales, property, and hotel bed taxes contributed \$141 million in local taxes. Ulster County constituted 42% of the region’s tourism tax base.

Tax Impacts, by County (2024)

\$ millions



Source: Tourism Economics

Were it not for tourism-generated state and local taxes, the average household in the region would have to pay an additional \$2,013 to maintain the same level of government revenue.

Tax Impacts, by County (2024)

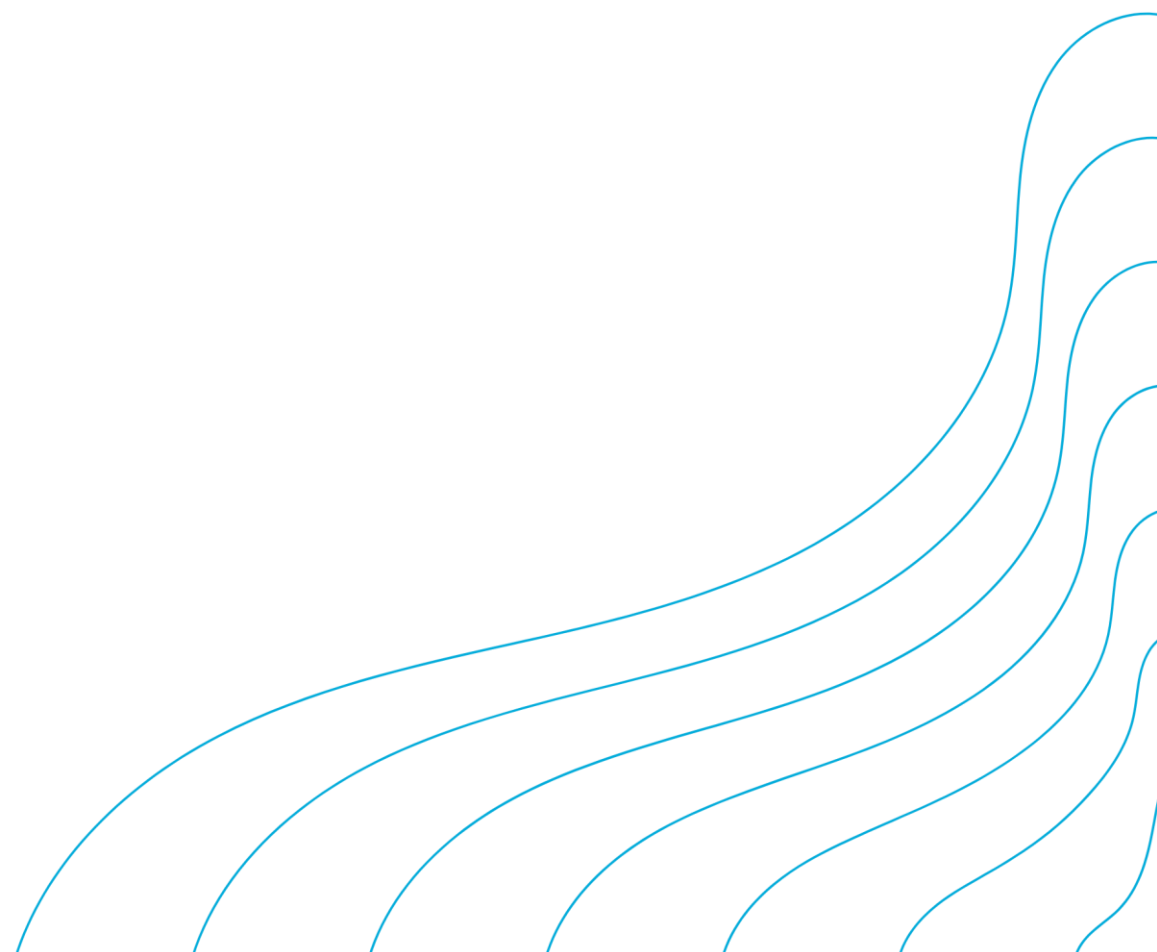
\$ millions, share of region, and \$ per household

	Local Taxes	State Taxes	Total	Regional Share	Tax Savings per Household
Regional Total	\$141.1	\$141.6	\$282.7	100.0%	\$2,013
Ulster	\$60.2	\$58.8	\$119.0	42.1%	\$1,627
Sullivan	\$53.2	\$56.0	\$109.2	38.6%	\$3,615
Greene	\$17.5	\$18.0	\$35.5	12.6%	\$1,951
Delaware	\$10.1	\$8.9	\$19.0	6.7%	\$1,004

Source: Tourism Economics



APPENDIX



Glossary

SPENDING DEFINITIONS

LODGING	All accommodation businesses, including hotels, B&Bs, campgrounds, and short-term rentals. This includes food, entertainment, and other services provided by these establishments.
FOOD & BEVERAGE	Includes all visitor spending on food & beverages, including at restaurants, bars, grocery stores and other food providers.
RECREATION	Includes visitors spending within the arts, entertainment and recreation sector.
RETAIL	Includes visitor spending in all retail sub-sectors within the local economy, excluding grocery stores.
LOCAL TRANSPORT	Ride share, taxis, limos, trains, rental cars, buses, and gasoline purchases.
AIR TRANSPORT	Where applicable, the local share of air transportation spending.
SECOND HOMES	Where applicable, spending associated with seasonal second homes for recreational use as defined by the Census Bureau.

ECONOMIC IMPACT DEFINITIONS

DIRECT IMPACT	Impacts (business sales, jobs, income, and taxes) related to businesses where visitors spend dollars (e.g. recreation, transportation, lodging).
INDIRECT IMPACT	Impacts created from the purchase of goods and services as inputs (e.g. food wholesalers, utilities, business services) into production by the directly affected sectors (i.e. business-to-business purchases).
INDUCED IMPACT	Impacts created from spending in the local economy by employees whose wages are generated either directly or indirectly by visitor activity.
EMPLOYMENT	Employment is measured by the Bureau of Economic Analysis (BEA) definition, and captures full-time and part-time jobs, which includes salary and wage employees and proprietors.
PERSONAL INCOME	Income (wages, salaries, proprietor income and benefits) supported by visitor spending.
LOCAL TAXES	City and County taxes generated by visitor spending. Includes any local sales, income, bed, usage fees, licenses and other revenue streams to local governmental authorities.
STATE TAXES	State tax revenues generated by visitor spending. Includes sales, income, corporate, usage fees and other assessments of state governments.



About the Research Team

This study was conducted by the Tourism Economics group within Oxford Economics. Tourism Economics combines an understanding of traveler dynamics with rigorous economics to answer the most important questions facing destinations, investors, and strategic planners. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, destination recovery plans, forecasting models, policy analysis, and economic impact studies.

Oxford Economics was founded in 1981 as a commercial venture with Oxford University's business college to provide economic forecasting and modeling to UK companies and financial institutions expanding abroad. Since then, we have become one of the world's foremost independent global advisory firms, providing reports, forecasts and analytical tools on 200 countries, 100 industrial sectors and over 3,000 cities. Our best-of-class global economic and industry models and analytical tools give us an unparalleled ability to forecast external market trends and assess their economic, social and business impact.

Oxford Economics is an adviser to corporate, financial and government decision-makers and thought leaders. Our worldwide client base comprises over 2,000 international organizations, including leading multinational companies and financial institutions; key government bodies and trade associations; and top universities, consultancies, and think tanks.

Oxford Economics employs more than 600 full-time staff, including 350+ professional economists and analysts. Headquartered in Oxford, England, with regional centers in London, New York, and Singapore, Oxford Economics has offices across the globe in Belfast, Chicago, Dubai, Miami, Milan, Paris, Philadelphia, San Francisco, and Washington DC.



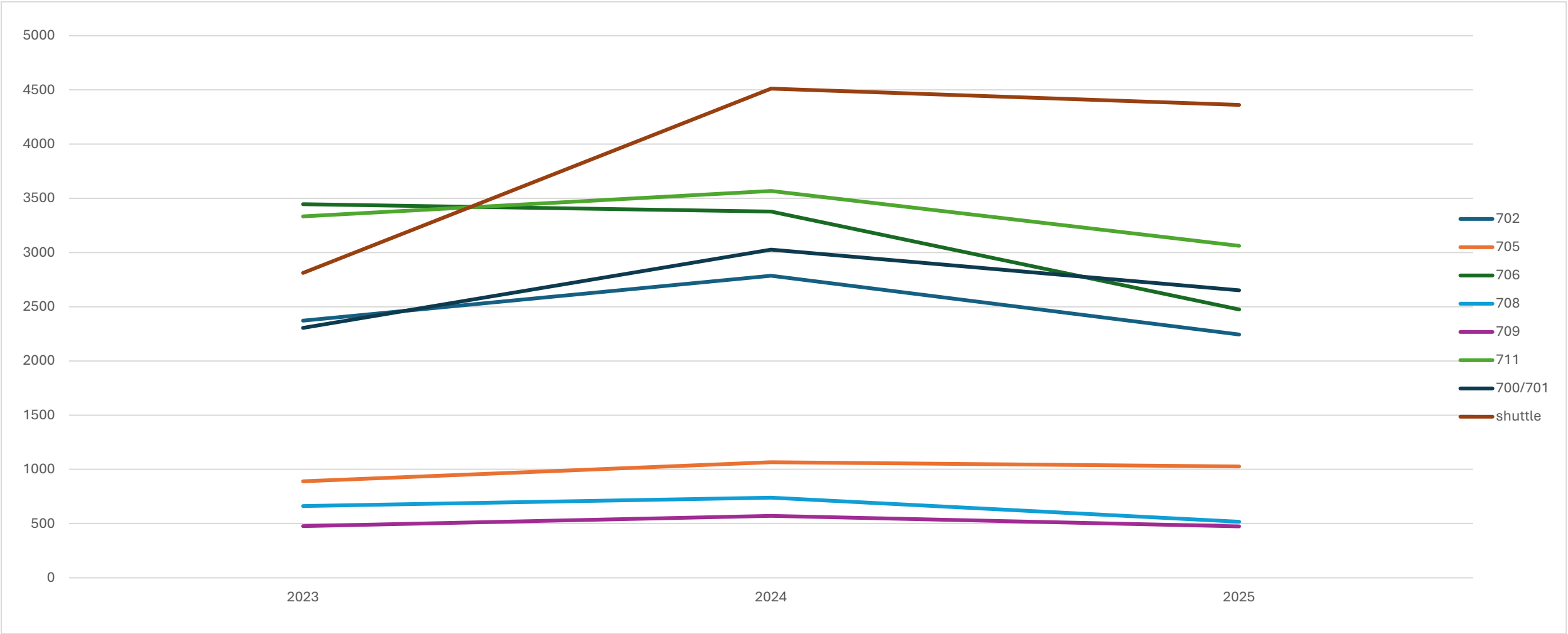
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For more information: admin@tourismeconomics.com.

Greene County Transit – Historic Ridership by Route and YoY Analysis

ROUTES	2017		2018		2019		2020		2021		2022		2023		2024		2025		Total Sum	2025 Rank	Rank (Historic)
700	398		462	16%	1,164	152%	970	-17%	844	-13%	294	-65%							4,132		
701	2,782		2,423	-13%	2,083	-14%	750	-64%	1,148	53%	613	-47%							9,799		
702	1,229		885	-28%	909	3%	219	-76%	1,143	422%	2,351	106%	2,371	1%	2,786	18%	2,244	-19%	14,137	5	4
705	1,832		1,736	-5%	1,312	-24%	330	-75%	704	113%	756	7%	890	18%	1,066	20%	1,026	-4%	9,652	6	5
706	994		1,107	11%	1,274	15%	572	-55%	830	45%	2,553	208%	3,446	35%	3,378	-2%	2,475	-27%	16,629	4	2
708	523		355	-32%	495	39%	526	6%	545	4%	521	-4%	662	27%	739	12%	517	-30%	4,883	7	7
709	138		277	101%	445	61%	389	-13%	333	-14%	458	38%	477	4%	571	20%	474	-17%	3,562	8	8
711			233		1,509	548%	1,339	-11%	1,112	-17%	2,363	113%	3,334	41%	3,568	7%	3,062	-14%	16,520	2	3
700/701											1,618		2,305	42%	3,027	31%	2,651	-12%	9,601	3	6
shuttle	3,117		4,184	34%	4,229	1%	904	-79%	794	-12%	2,190	176%	2,812	28%	4,512	60%	4,362	-3%	27,104	1	1
Grand Total	11,013		11,662	6%	13,420	15%	5,999	-55%	7,453	24%	13,717	84%	16,297	19%	19,647	21%	16,811	-14%	116,019		



*Notes: Routes 708 and 709 operate weekly (Wednesdays and Fridays, respectively) all other routes operate daily / 700 & 701 consolidated in 2022 / 711 Introduced in 2022