

WORKSHOP

Greene County Tourism

Tourism Advisory Committee 2023 Annual Report



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Creative Concepting

Great Northern Catskills of Greene County

Advertising & Marketing

“It Happens Here” is a brand campaign crafted at the start of 2023 for Greene County Tourism. “It happens here” emphasizes that Greene county is the singular destination—to be alive for music, culture, colorful downtowns/main streets, new experiences, and life.



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

THE GREAT
NORTHERN
CATSKILLS
OF GREENE COUNTY

GreatNorthernCatskills.com



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

[#FindYourCatskills](#)

CÀ
Great!



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



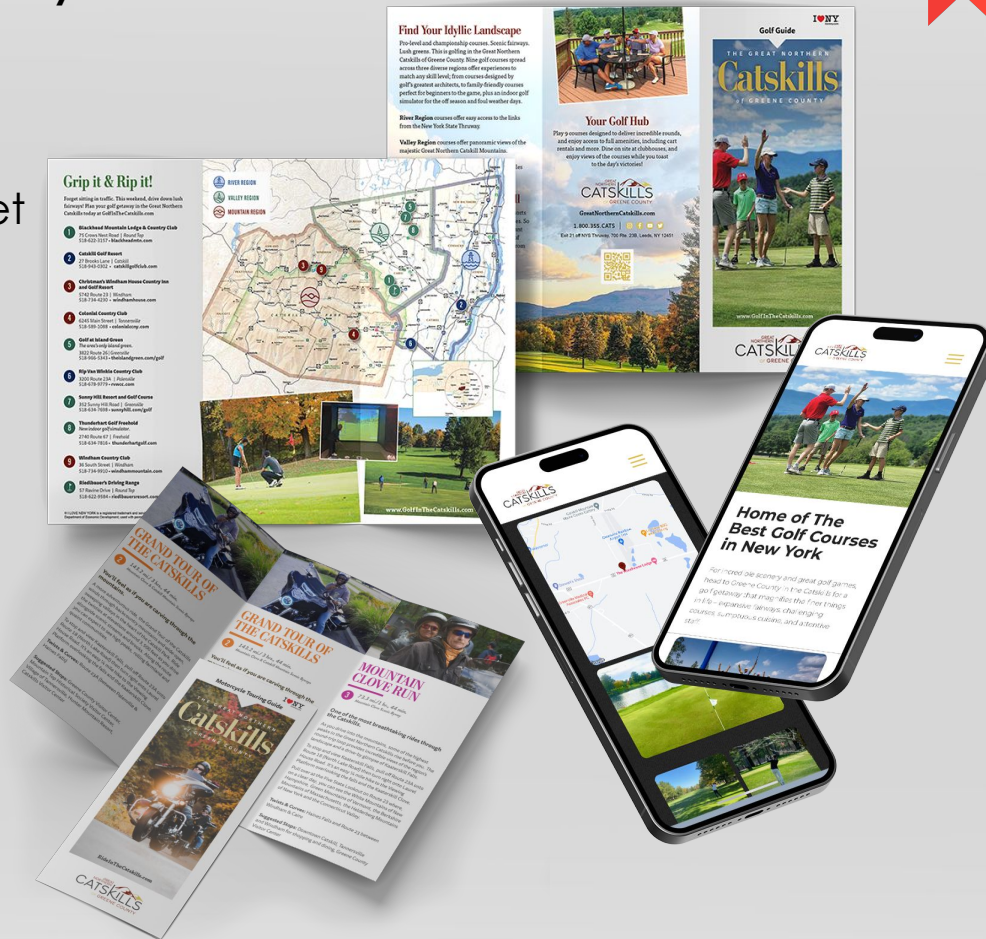
THE GREAT
NORTHERN
CATSKILLS
OF GREENE COUNTY

GreatNorthernCatskills.com

Great Northern Catskills of Greene County

Family of Brochure Maps & Guides

In 2023, we designed a consistent set of 6 different print brochures for Greene County Tourism by creating a unified visual identity and maintaining standardized specifications.



Search Engine Optimization

Search Engine Optimization

The Results

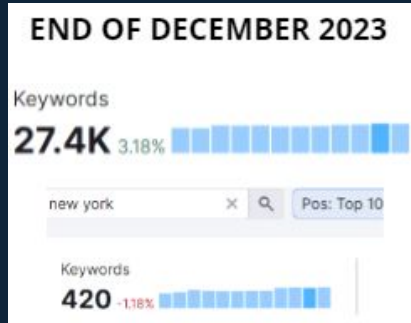
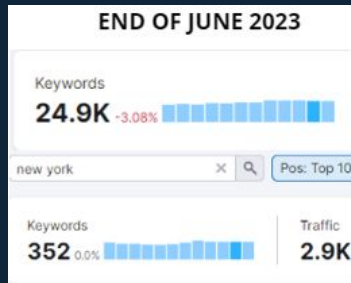
27,400

Total Number Of
Keyword Phrases
Ranked in Google

55%

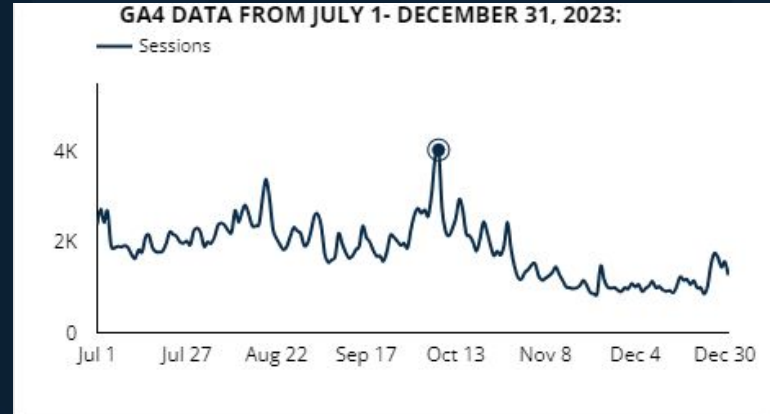
Of ALL TRAFFIC Comes
via Organic Search

Continued Climb In Total Number Of Search Terms and those with “New York” on First Page of Google:



Although we had a slight drop in Reported volume YOY, SEO has maintained its position as the lead traffic source for Greene County. Google Local is now measured separately, which also contributes to the loss in credited users.

We continue to see a traffic spike from Fall Foliage and started the winter traffic climb in early December.





Public Relations

Public Relations - Recent Successes

Exs. of recent clips + common p.r. acquisition media brands

The New York Times

At 6 Catskills Resorts: Retro Design, Modern Comfort and Games, Lots of Games

Lodgings in this bucolic region north of New York City are targeting a new generation of visitors with organized “experiences,” nostalgic style elements and serious cocktails.



The Week Ender



The Catskills



No. 70
Jun 2023




Mountain Winner: Catskill Mountains, New York

The Catskills and their namesake park—comprising about 700,000 acres of forested peaks, narrow valleys, and countless streams just 100 miles from Manhattan—are steeped in history. They’re also

VERANDA

37 of the Best Dog-Friendly Luxury Hotels in the U.S.

Rebecca R. Norris
August 8, 2023 · 12 min read




37 Dog-Friendly Luxury Hotels Justify Chemistry — Getty Images

The New York Times

Type All Day, Toast All Night: The Rise of Remote-Work Weddings

Weekend nuptials are stretching out well into the workweek as guests with hybrid schedules pack their laptops and stick around for a few extra days.

Share full article · 42



Some couples choose to make a weekend destination out of their ceremony. Such weddings have long been a boon to hotels and resorts, many of which also added work spaces and upgraded their Wi-Fi to [cater to remote workers](#) during the pandemic. Now the two trends are converging.

At [Camptown](#), a 50-room hotel that opened this year in Leeds, N.Y., at the foot of the [Catskill](#) Mountains, wedding-related stays have been getting longer, said Stephen Wendell, chief executive of Mountain Shore Properties, which owns the hotel. When guests realize they can work from the lodge, which offers high-speed internet, work spaces and a pantry of snacks available to buy on the honor system, he said, “They start thinking about relaxing and getting into wedding mode and extending their bookings.”

Public Relations - 2023 Successes (cont.)

Exs. of p.r. acquisition media brands

Outside

I ♥ NY

TRAVEL+
LEISURE



THE WALL STREET JOURNAL.



Fodor's Travel



MSN



TimeOut



il to Workshop's PR Director after providing travel tips on behalf of a destination client

*"This is great, thank you so much! **I wish you could help me with all my WeekEnders!** Let me spend some time with this and I'll get back to you if I have questions. I'd also love to have you look at the final for fact-checking, if that's ok! Thanks again!"*

-Laura Begley Bloom, Tripadvisor WeekENDER columnist

Organic Social Media

Organic Social Media Year in Review

2.4M

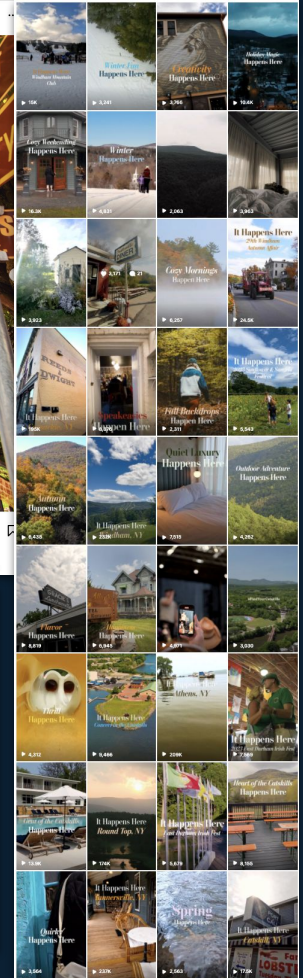
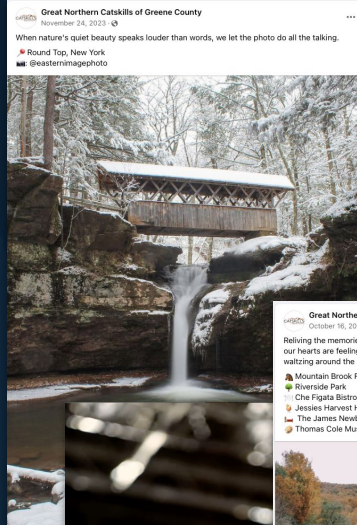
Times seen on users' feeds
(YT, IG, TT, FB)

+9.2%

128k

User interactions
(YT, IG, TT, FB)

+40.9%





ceroush 38w

I miss that view ❤️

1 like Reply ...



eatatmaudes 16w

Oh man. What a beautiful sight.

2 likes Reply



Great Northern Catskills · **Creator**

Autumn is beautiful Kenough for us 🍂

2023-8-21 1 Reply



message2urudy 29w

THE best place to stop for lunch.



mcalpine.real.estate 11w

So happy to see this! This IS the #1 bakery in the Catskills!

1 like Reply



Helen Tierney

A Christmas card. Awesome photo

9w Like Reply



Marian Moyer

Ohhhh soooo beautiful. Love covered bridges and a small waterfall. Couldn't ask for more.

9w Like Reply



mcgraths

Great Promotion for East Durham NY

1-19 0 Reply



The Traveling Ginger 🍌🌴

Windham and Hunter are beautiful in the fall too!

2023-8-13 1 Reply



Joyce Bertodatto

I miss these beautiful mts. A home away from home. 70 yrs of summers.

God's country 🌸

22w Like Reply



Y Not You Media

ohhh love it



Tracy Mullins
Breath Taking



Organic Social Media - Vertical Video Adoption

Building Video-Centric Social Strategies

It's not that people don't care about the movies anymore. They just want to consume stories differently. Our 2023 strategy focused on honing in on extending our 2022 successes with high quality content into the "It Happens Here" campaign theme.

At **272 hours of total watch time**, that would be like if we had one person watch **Oppenheimer 91 times** OR **143 Barbies** in one year. For imagination's sake, if we treated each video view as a ticket sale, your movie would rank in the **global box office's top 150 films** this year.

*The
Results*

475.7k

Total Vertical Video Views
(YT, IG, TT, FB)

11 Days

Total Watch Time by Hours
(YT, IG, TT, FB)





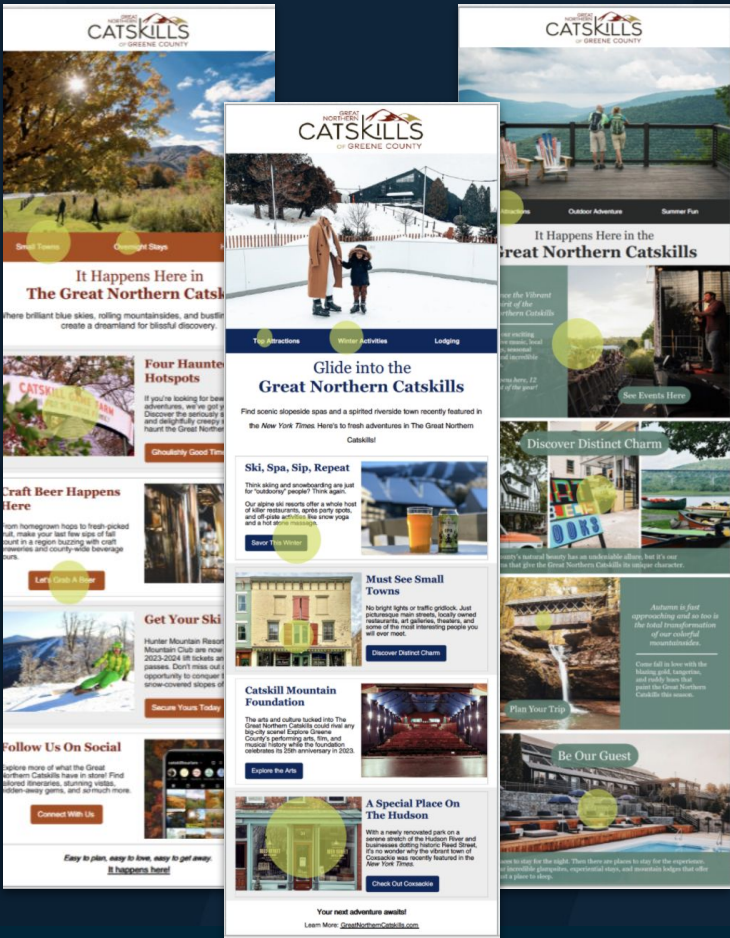
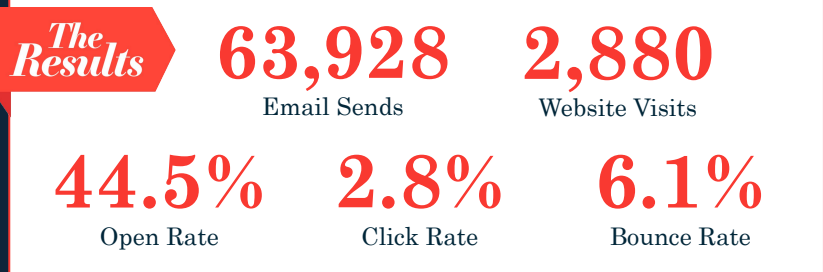
Email Marketing

Email Marketing

Noteworthy Performance

Our high level goal in 2023 is to offer "human and helpful" information to our subscribers in order to help us not only stay at the top of their inbox, but at the top of their mind.

In addition, we honed in on growing our contact list and engaging with a wider audience and set a strategy to to ensure such.





Paid Media

Paid Media

Noteworthy Performance

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

Connected TV and Audio Advertising (non-clickable tactics) generated over **4,800 website visits** from users who were served an ad impression. Audio Advertising is a new tactic for Greene County this year.

Paid Social excelled with over **48,000 engagements**. New to our strategy this year was boosting organic social's monthly town reels.

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

All paid media tactics generated **271,751 website sessions** with a 38% engagement rate. This is over 27% of all website traffic.

QR code scans generated **1,674 website sessions** with a **45% engagement rate**.

Paid Media

Top Ads (Paid Social)

Great Northern Catskills of Greene County
Sponsored · 🌐

Goodbye tents & sleeping bags, hello luxury!
Experience the Catskills from the comfort of your airstream or A-frame cabin.

👤 Andrew Pinnella



greatnorterncatskills.com
Catskills Glamping
Find your sweet escape

Learn more

Great Northern Catskills of Greene County
Sponsored · 🌐

There's a whole world waiting to be explored.
Escape from hectic city life and unwind in the Great Northern Catskills.

👤 Andrew Pinnella



greatnorterncatskills.com
Catskills Top Hikes

Learn more

Great Northern Catskills of Greene County
Sponsored · 🌐

Mountainside music. Seasonal celebrations.
One-of-a-kind events. Come experience what makes our region so unique.

👤 Todd Michalek



greatnorterncatskills.com
See Upcoming Events

Learn more

It Happens Here
Tannersville, NY

Great Northern Catskills of Green...
Sponsored

What if a fairy tale town were

Learn more

It Happens Here
Catskill, NY

Great Northern Catskills of Green...
Sponsored

us at the spot where

Learn more

Ever wonder what lies at the end of the rainbow? 🌈 ... office

Learn more

Paid Media

Top Ads (Native Advertising)

Sponsored By greatnortherncatskills.com



Summer Guide to Greene County: Kayaking, Camping & More

From mountainside pools to late-night ice cream runs, quintessential summer fun is here and heating up!

Sponsored By greatnortherncatskills.com



It Happens Here in the Great Northern Catskills

Discover small-town gems or trek along breathtaking mountain trails - Catskill summers are all about adventure!

Sponsored By greatnortherncatskills.com



The Emerald Isle That isn't an Ocean Away

Lose yourself in East Durham's green hills & Irish heritage in the heart of the Catskills. Photo credit: @newyorksherpa

Sponsored By greatnortherncatskills.com

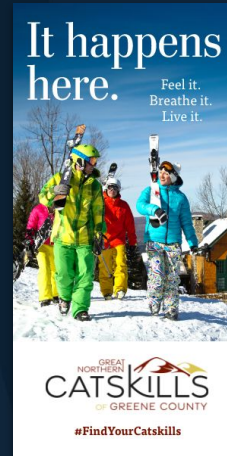
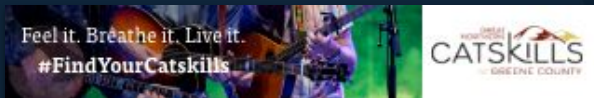


Check Out Our Ultimate Guide To Autumn!

With breathtaking fall views and famously known foliage, this is a season of Greene County that you don't want to miss.

Paid Media

Top Ads (Retargeting)



Paid Media

Print Ads



It happens here.

Feel it.
Breathe it.
Live it.

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

GREAT NORTHERN
CATSKILLS
OF GREENE COUNTY

GreatNorthernCatskills.com



It happens here.

Feel it.
Breathe it.
Live it.

Witness the Great Northern Catskills come to life before your eyes. With riverfront festivals, unique summer celebrations, and one-of-a-kind events, there's no shortage of buzzworthy happenings. The only challenge will be penciling them all into your calendar. [#FindYourCatskills](#)

GREAT NORTHERN
CATSKILLS
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Reconnect with riverside campfires, spirited main streets, and one-of-a-kind events. Chill happens here. Thrill happens here. It all happens here... [#FindYourCatskills](#)

GREAT NORTHERN
CATSKILLS
OF GREENE COUNTY

GreatNorthernCatskills.com



It happens here.

Feel it.
Breathe it.
Live it.

A cool whisk of autumn air rolls through the valley and the region's famous foliage transforms in shades of copper and crimson. From an abundance of you-pick-pumpkin-patches to a calendar full of family-friendly festivals, there's no better place to be this fall than in the Great Northern Catskills. Your next great journey is just on the horizon. [#FindYourCatskills](#)

GREAT NORTHERN
CATSKILLS
OF GREENE COUNTY

GreatNorthernCatskills.com



Influencer Marketing

Influencer Activation Content

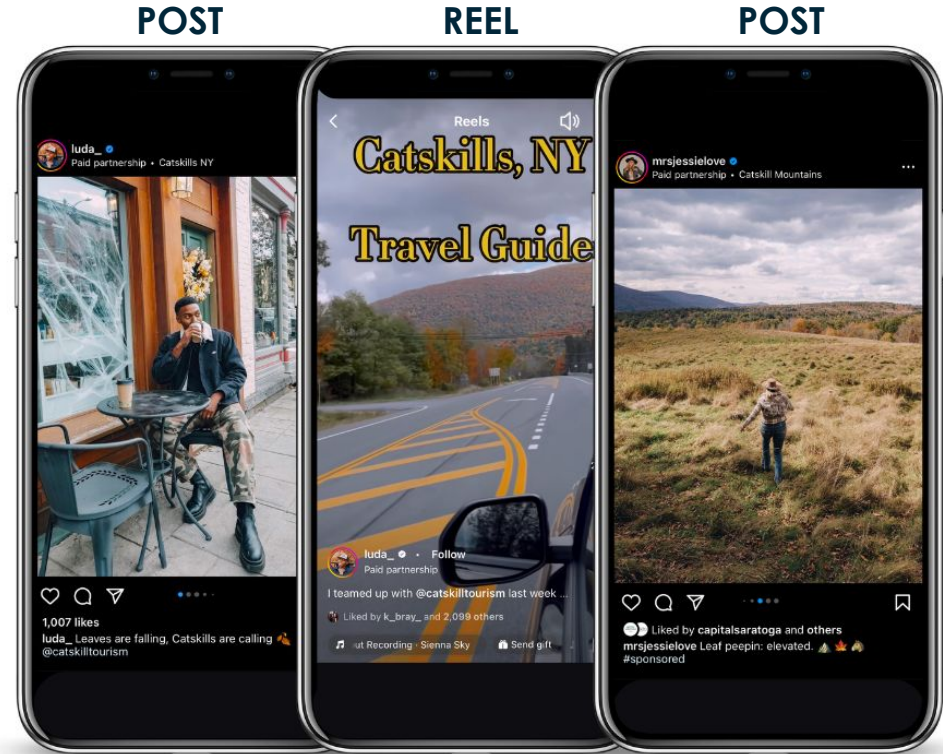
Luda Weigand + Jess Love x Greene County

Deliverables:

- + 2 Instagram Story Series
- + 2 Instagram Posts
- + 2 Vertical Video (IG + TikTok)
- + Robust Image Library

Results:

- + **85K+** Combined Reach + Plays
- + **3.1K+** Total Engagements
- + **87** Comments + Replies
- + **29** Saves + Shares



Community Buzz



petitemarienc Love all these places ❤️❤️

2w 1 like Reply



lady.mainna2015 9w
Breakfast at the end looks yummy



ryanstylesnyc 🌟👍👍👍

2w 1 like Reply



moorehisstyle 🌟 12w
This looks like the perfect trip 🍂



yazzydabrat @jjamilla2023 lets go

4w 3 likes Reply ...

— Hide replies



jjamilla2023 @yazzydabrat Let's plan!

3w 1 like Reply



jjamilla2023 11w
The Foliage looks unreal 🍂 and might
I add ...so peaceful!



thomascolesite 🍀🍀🍀 thanks for visiting!

2w 1 like Reply



ohn_mintyfresh 9w
Super cute! I love catskill 🍂



threadability 🌟 I want to get away!!!

3w 1 like Reply



allysiazotto 12w
No I NEED to go



jump_on_it15 12w
Ugh I wanna come do this!!

Influencer Activation Content

Jake Musser x Greene County

Deliverables:

- + 1 Instagram Story Series
- + 1 Instagram Post
- + 1 TikTok Video

Results:

- + **34.9K+** Combined Reach + Plays
- + **1.9K+** Total Engagements
- + **47** Comments + Replies
- + **98** Saves + Shares

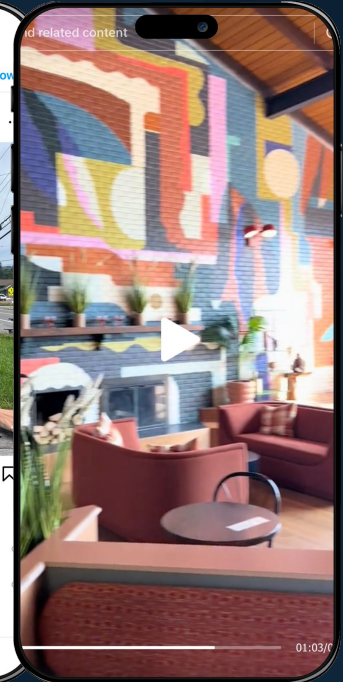
STORY



POST



TIKTOK



Community Buzz



georgeblair 5 stars

7w 1 like Reply



mterryfish Oh my goodness! Windham Mountain is the only place I have ever been skiing. One of my college friends was from Long Island and her family had a place there. We

7w 3 likes Reply



albergoallegria This room is the view 🤩

7w 1 like Reply ...

— View replies (1)



EI 💕🤔

Upstate ny stays up 🏠

9-25 Reply



1



Influencer Activation Content

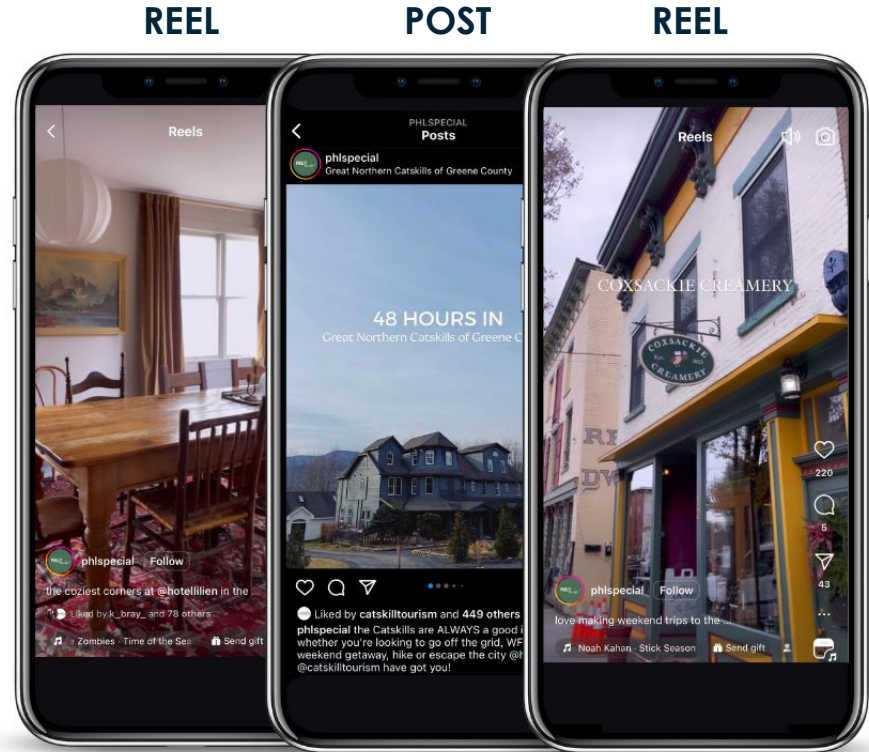
Jamie Harlan x Greene County

Deliverables:

- + 1 Instagram Story Series
- + 1 Instagram Posts
- + 3 Vertical Videos (2 IG Reels + 1 Tik Tok)
- + Image Library

Results:

- + **48.7K+** Combined Reach + Plays
- + **1.2K+** Total Engagements
- + **33** Comments + Replies
- + **481** Saves + Shares



Community Buzz



classcaltents So many great spots to check out!

3h 1 like Reply



unionchillnj That hotel looks unreal 🤩

5w 2 likes Reply ...



milliephanatic Looks heavenly 🥰🥰🥰

5w 2 likes Reply

— Hide replies



phlspecial @milliephanatic it truly was! we knew we loved the catskills before this but damn did this stay take it up a notch 🤩👍



partnerscoffee on the way 🚗☕

5w 3 likes Reply



phillydatejawns So cute 🥰

5w 2 likes Reply ...



fionastubbs05 This is so helpful. Will definitely save this ... I hope to visit the Catskills from the U.K. before too long 🙌🙌



phillyfoodandbarrs 🔥🔥🔥

3w 2 likes Reply



uncovermore @hellofellowcafe cinnamon rolls are some of the best!

4w 1 like Reply

— Hide replies



phlspecial @uncovermore soooo good!

4w 1 like Reply

Tourism Guide

Tourism Guide

We bring print and destinations to life in our approach to creating stand-apart Tourism Guides.

While many regional and county tourism-based guides consist of dense listings that can be overwhelming and, well, just not that interesting, Workshop has had tremendous success with taking a different, more experiential approach to creating tourism guides.

We create engaging visual and written content to create a stronger sense of place. The tourism or travel guide acts not only as a rich source of information for the tourist but also conveys a feeling that there is experience to be had and memories to be made—whether it's through outdoor adventure, family fun, history, unique lodging, events or a 48-hour getaway.

The work and time put into this effort pays off by being carried through our other marketing services—from paid advertising and social media to web content—and intrinsically helps to attract stronger media attention.

Flip page by page through a recent guide example.



Find a digital version of the full guide at
www.greatnortherncatskills.com/travel-guide

**Please scan QR code or visit URL to see full guide*





Thank You!