

Annual Report

Fiscal Year 2024-25



*Sports
Events*

**HERSHEY &
HARRISBURG**

Visit

**HERSHEY &
HARRISBURG**

Explore

HBG



Table of Contents

- 3** A Message from Leadership
- 4** Board of Directors, Staff, Elected Officials
- 5** Who We Are
- 6** Financials
- 7** 2024 Economic Impact Report
- 8** Community Support
- 9** Strategic Partnership
- 10** Destination Sales, Sports & Events
- 13** Marketing & Communications
- 17** Experience Development
- 19** Special Projects
- 20** Data Tools
- 24** Trade Shows & Special Events Attended

Dear Valued Partner,

On behalf of Visit Hershey & Harrisburg (VHH) and VHH Board Chair Clint Cullison, we want to thank you for your continued support during what has been both a transitional and growth-filled fiscal year. The successes we have achieved as an organization are the direct result of your partnership and commitment to our shared mission.

As you will see in the following report, FY24-25 was a year of significant accomplishments:

- Meetings & Convention Sales, Group Tour, and Sports Tourism all created a strong and steady presence, bringing valuable business to our region while growing visibility to many who had previously been unaware of our assets.
- Experience Development efforts engaged residents and visitors alike through robust participation in a variety of trails programs.
- Marketing efforts increased awareness of our destination despite an ever-changing marketing landscape.
- Communications efforts demonstrated professionalism and resilience when faced with difficult challenges, reflecting the true spirit of VHH.
- ExploreHBG has become the go-to tourism resource for the Harrisburg community's event and entertainment questions.
- Strategic Partnership efforts kept you engaged and aware of the value of tourism for Dauphin and Perry counties.

We are both mindful of and energized by emerging challenges such as the rapid evolution of AI. Our team embraces the opportunity to learn, adapt, and pivot toward success in this new environment.

The progress of VHH, Hershey Harrisburg Sports & Events Authority, and ExploreHBG is not possible without the steadfast support of the VHH Board of Directors and the collaborative strength of our partners, members, and elected officials.

Thank you for your partnership, confidence, and belief in our mission. Together, we will continue to showcase the Hershey Harrisburg Region as a welcoming, vibrant, and inspiring destination.

With gratitude,



A stylized white signature of Sharon S. Myers on a dark blue background.

Sharon S. Myers
PRESIDENT & CEO
Visit Hershey & Harrisburg



A stylized white signature of Clinton M. Cullison on a dark blue background.

Clinton M. Cullison
BOARD CHAIR

Staff, Board of Directors, Elected Officials

VISIT HERSHEY & HARRISBURG

Sharon S. Myers
President & CEO

Jason Brown
Director of Marketing

Audrey Bialas
Director of Sales

Allison Rohrbaugh
Director of Communications & Content

Steve Cruz
Director of Strategic Partnerships

Jason Meckes
Experience Development Director

Jenny McConnell
Sales Manager

Heather Novack
Manager Digital Marketing & Tech

Corinne Flemming
Strategic Support Specialist

HERSHEY HARRISBURG SPORTS AND EVENTS AUTHORITY

Gregg Cook
Executive Director

Cortney Ranck-Cameron
Manager of Event Strategies & Marketing Projects

Danielle Vincenti
HHSE Director of Business Development

EXPLOREHBG

Syeda Tayyeba
Director of Marketing & Communications

VHH BOARD OF DIRECTORS

Clinton M. Cullison, Chair
Greenlee Partners, LLC

Janet Rozzi, Vice Chair
IHG

Michelle McKeown, Treasurer
Dauphin County Parks & Recreation

Kara Luzik Canale, Secretary
Harrisburg Regional Chamber & CREDC

Lisa Stokes, Immediate Past Chair
BRP Entertainment

David Baker
City of Harrisburg

Jamie Berger
C&J Catering

Lynn Day
The Vineyard & Brewery at Hershey

Matthew Kido
Hilton Harrisburg

Brewer Lister
Hershey Entertainment & Resorts Company

Michael Reynoldson
Hershey Entertainment & Resorts Company

Jensine Ruscito
Tröegs Independent Brewing

Faniel Yemane
HYP

DAUPHIN COUNTY COMMISSIONERS
Justin Douglas, Mike Pries, and George P. Hartwick, III

CITY OF HARRISBURG
Mayor Wanda Williams

PERRY COUNTY COMMISSIONERS
Frank Campbell, Brenda L. Watson, Bill Lyons

PA STATE SENATORS
Patty Kim, Greg Rothman

PA STATE REPRESENTATIVES
Nathan Davidson, Justin C. Fleming, Joe Kerwin,
Dave Madsen, Thomas L. Mehaffie III, Perry Stambaugh



Who We Are

Visit Hershey & Harrisburg (VHH) is the official non-profit partnership-based Destination Marketing Organization serving Dauphin and Perry Counties. Visit Hershey & Harrisburg is responsible for developing and executing comprehensive sales, marketing, and communication programs to compete for leisure, business, group, and sporting event travel market segments among leading and national destinations. VHH divisions include Hershey Harrisburg Sports & Events Authority and ExploreHBG.



MISSION STATEMENT

The mission of Visit Hershey & Harrisburg is to generate economic growth and stability through the marketing and promotion of travel to the Hershey Harrisburg region and to coalesce, develop, and expand its hospitality industry, products, and workforce.

VISION

Visit Hershey & Harrisburg will adhere to the highest standards of conduct for a professional destination management agency while inspiring local leaders to invigorate a dynamic visitor-centered, year-round destination.



**HERSHEY &
HARRISBURG**

Visit

**HERSHEY &
HARRISBURG**

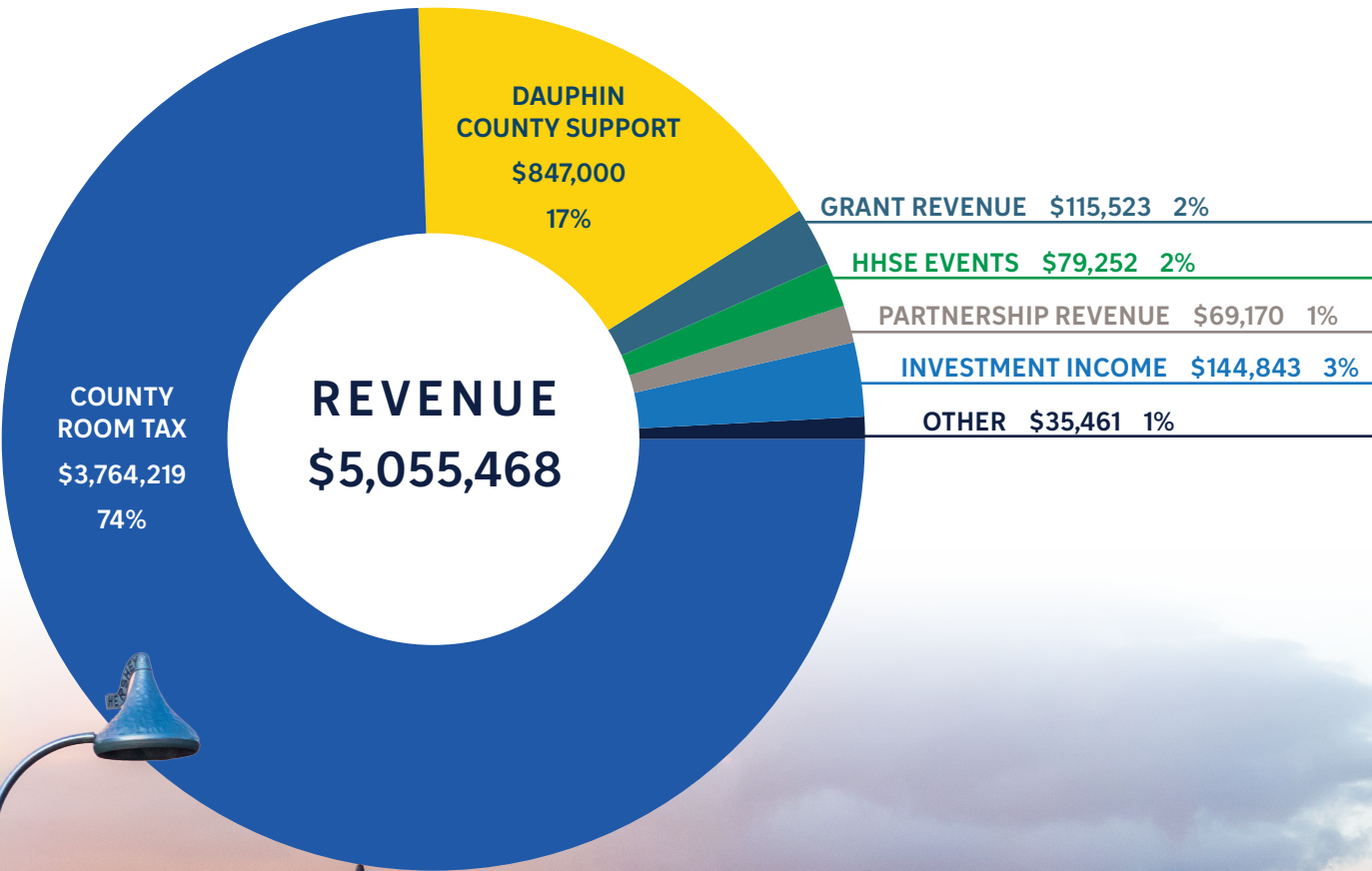
Explore

H B G

VHH Financial Information for the Year Ended June 30, 2025

ASSETS \$1,507,000

LIABILITIES \$1,000



TOTAL EXPENDITURES \$4,800,000		
Administration	\$854,000	18%
Partnership	\$131,000	3%
Marketing	\$1,357,000	28%
Public Relations	\$163,000	3%
Sales	\$371,000	8%
Community Relations	\$531,000	11%
HHSE	\$537,000	11%
Experience Development	\$168,000	4%
ExploreHBG	\$688,000	14%

Economics of Tourism

DAUPHIN COUNTY GENERATED

\$4.37 Billion
IN TOTAL ECONOMIC IMPACT

27,570
JOBS SUPPORTED

\$288.7 Million
GENERATED IN
STATE AND LOCAL TAXES

\$2.73 Billion
DIRECT VISITORS SPEND

PERRY COUNTY GENERATED

\$82.9 Million
IN TOTAL ECONOMIC IMPACT

770
JOBS SUPPORTED

\$4.4 Million
GENERATED IN
STATE AND LOCAL TAXES

The annual Economic Impact of Travel Report for Pennsylvania is produced for the Commonwealth and its 67 counties by Tourism Economics.

Economic Impact in Pennsylvania

In 2024, Pennsylvania's overall tourism industry generated:

- \$83.9 Billion in total economic impact
- Supported 514,261 jobs
- Contributed \$5 Billion in state and local taxes



Pennsylvania welcomed 201.6 million visitors.

Methodology Note: Total Economic Impact includes Direct Impact (purchases made by visitors in retail, lodging, transportation, and dining) + Indirect Impact (goods and services purchased by travel businesses that affect the supply chain) + Induced Impact (employee wages generated by the visitor economy are spent in the local economy.)

View the full Economic Impact Report for Travel and Tourism in Pennsylvania.

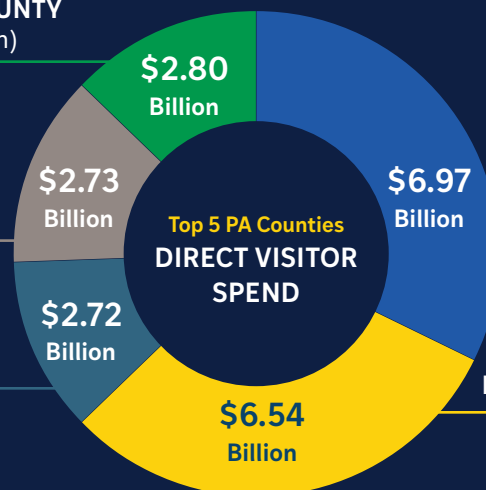
MONROE COUNTY (Pocono region)

DAUPHIN COUNTY

LANCASTER COUNTY

ALLEGHENY COUNTY (Pittsburgh region)

PHILADELPHIA COUNTY



Collaboration & Community Sponsorships

Visit Hershey & Harrisburg, Hershey Harrisburg Sports & Events Authority, and ExploreHBG are proud to support a variety of community events that showcase diversity, creativity, and the competitive spirit across the Hershey Harrisburg Region. While these events are critical for both local community wellness and as entertainment options for visitors, they are also excellent ways for our teams to highlight tourism initiatives. Support of community events also allows our team to interact with local neighbors and visitors alike to help us better understand what experiences and opportunities are most helpful to them as they travel.

Community support is a way for VHH to highlight various Trails & Experience initiatives. Visibility and promotion of the Harrisburg Arts District is a benefit of our support for City of Harrisburg events

like ArtsFest and Kipona. The Brew Barons Beer Trail is promoted during events like the DC Live Summer Concert Series in Harrisburg's Riverfront Park, Dauphin County Brewfest at Fort Hunter, and Senstoberfest. Hershey Harrisburg Sports & Events Authority's visibility at large events drives awareness among guests and event operators that our region is invested in their experience. ExploreHBG's support of community events drives awareness of our commitment to highlighting the Capital City's wealth of history, culture, entertainment, and events.

We're appreciative of the opportunity to engage with successful community events that help to shape the Hershey Harrisburg Region not only as a vibrant place to live and play for its residents, but also as a diverse and vibrant destination for visitors looking for entertainment experiences.



Strategic Partnership



463
TOTAL BUSINESSES
SUPPORTED

Includes investing partners and businesses featured in Trails & Experience programming.

8
TOTAL EVENTS
HOSTED

Includes Learn Over Lunch, Partners on the Road Museum Tour, Mingle & Jingle, Partners on the Road Hershey, Mecum Behind the Scenes Tour, and Brew Barons Beer Trail special events.

VHH WELCOMED THE ADDITION OF THE FOLLOWING NEW PARTNERS IN FY24-25

Anderson Audio
Appalachian Kayak
Avid Hotel
Candlewood Suites – Port View Drive
Capital City Music Hall
C&J Catering
Comfort Inn and Suites Harrisburg Hershey
Crowne Plaza
El Sol Mexican Restaurant
Karma Entertainment Complex
Middletown and Hummelstown Railroad
One Love Yoga
PA Entertainment Group

PA Recreational Vehicle and Camping Association
Pennsylvania National Horse Show
Price 4 Limo
Romano's
Ross Productions
Sawyer's
Sleep Inn and Suites Harrisburg
Spark by Hilton Hershey
StayAPT Suites Harrisburg-Hershey
Tanger Outlets
The Inn at Westwynd Farm
The Pride of The Susquehanna Riverboat
Yokl Tours

Destination Sales Overview

154,852
TOTAL ROOM
NIGHTS BOOKED

229,458
TOTAL LEAD ROOM
NIGHTS DISTRIBUTED

25
TOTAL TRADE
SHOWS ATTENDED

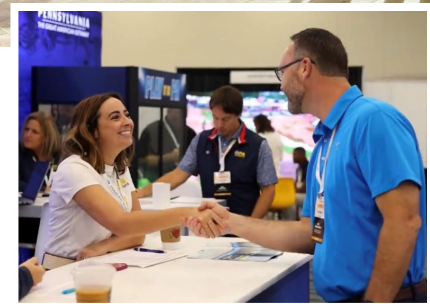
81
TOTAL SITE VISITS, FAM
TOURS, CLIENT EVENTS

MEETINGS, CONVENTIONS, GROUP TOUR AND GLOBAL OUTREACH

- Room Nights Booked: 43,493
- Lead Room Nights Distributed: 81,013
- Trade Shows Attended: 15
- Client FAM Tours Hosted: 32
- Client Events Attended and Hosted: 35

SPORTS & EVENTS

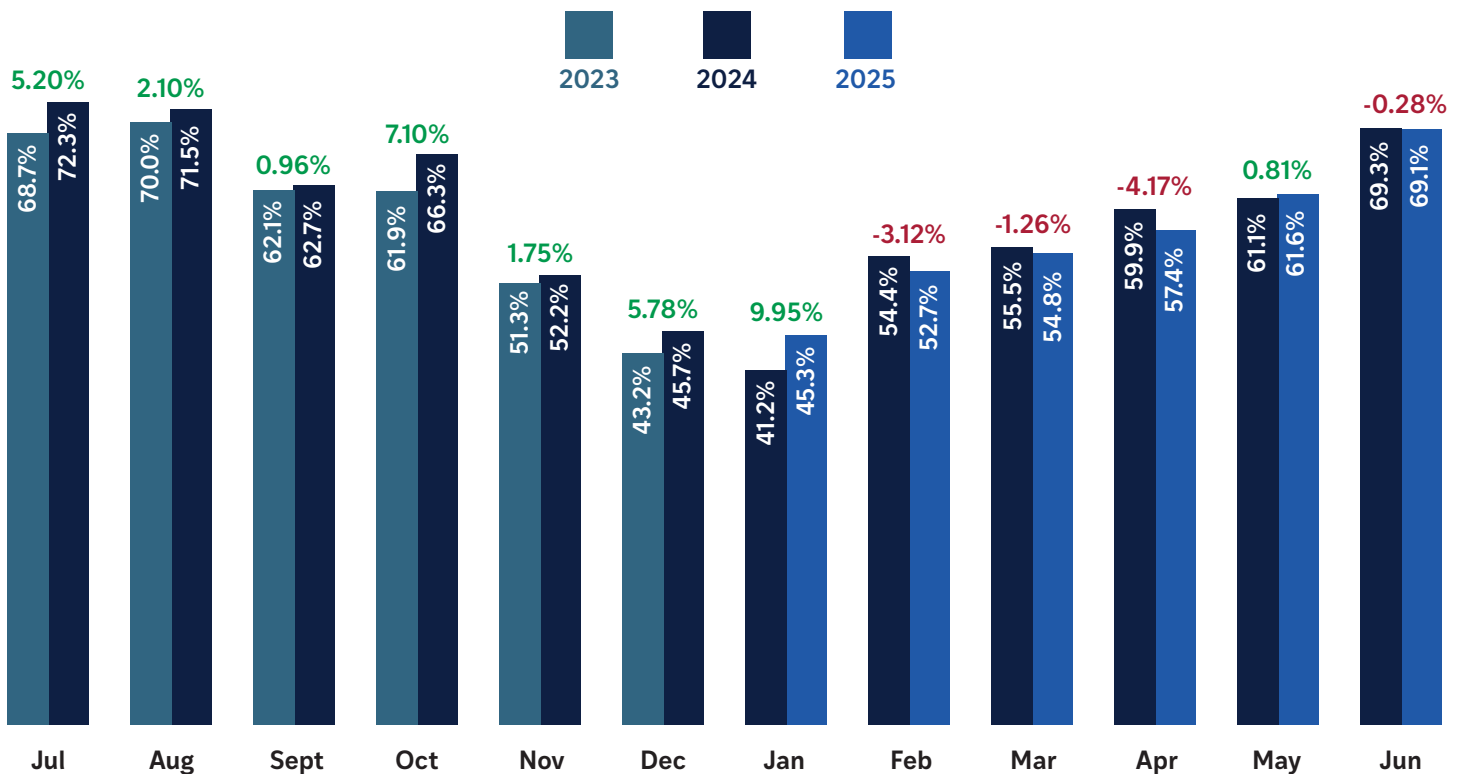
- Room Nights Booked: 111,359
- Lead Room Nights Leads Distributed: 148,445
- Trade Shows Attended: 10
- Site Visits Hosted: 14



INDUSTRY BENCHMARKS

CoStar Group™ is a leading provider of performance benchmarking and comparative analytics to the hotel industry. The chart below shows the region's occupancy rates for FY24-25.

OCCUPANCY





TOP NEW SPORTS & SPECIAL EVENTS HOSTED IN FY24-25

- Professional Bowlers Association Greater Hershey Open
- NIRCA XC National Championships
- MCDA Cheer and Dance Hershey Christmas Classic
- USFS Eastern Synchro Skating Sectionals
- National Girls Hockey League Futures Championship
- PA Junior Wrestling Youth Championships
- Pennsylvania State USBC Women's Championship
- National Gymnastics Association Regional Zone Championships
- Air Dot Show Central PA featuring the Blue Angels

Total Economic Impact: \$11.2 million

Total Attendance: 74,500

NEW EVENTS SECURED IN FY24-25

National Hockey5s Chocolate Cup
July 2025

Special Olympics Pennsylvania Softball State Championships
August 2025

Legends Lacrosse Tournament
October 2025

PA Interscholastic Cycling League State Championships
October 2025

Alpha Hockey Thanksgiving Tournament
November 2025

**Total Projected
Economic Impact: \$3.96 million
Total Projected Attendance: 42,000**



BIG 26 BASEBALL CLASSIC

HHSE hosted the annual Big 26 Baseball Classic July 25-28, 2024 at FNB Field. The summer event features high school all-stars from Pennsylvania and Maryland and is attended by college and pro baseball scouts. The event also features the Buddy Program, including a series of events pairing athletes with special needs with Big 26 players.



PLAYER TESTIMONIAL

The Big 26 Classic was one of my highlights of my summer! Everything from customizing your locker and washing your uniform is provided which made it feel like a big-league experience. The Buddy Program was the best thing I have ever done. The Buddy Game has really changed my perspective of baseball and how much you can impact someone else's life just by being the person you are.

RYLAND YINGER | NORTHERN YORK HIGH SCHOOL
TEAM PA 2024



UNITED STATES MOTORCOACH INDUSTRY IMPACT

Pennsylvania

RANKS 7TH IN THE COUNTRY

for economic impact from
motorcoach travel

Congressional District 10

RANKS 2ND IN THE STATE

(covering all of Dauphin County and
portions of York and Cumberland)



PENNSYLVANIA



\$3,691,741,605
TOTAL OUTPUT

\$670,630,419
TOTAL TAXES

\$1,276,601,125
TOTAL WAGES AND SALARIES

24,190
TOTAL JOBS

IMPACTS BY CONGRESSIONAL DISTRICT PA 10



\$281,064,982
TOTAL OUTPUT

\$98,924,681
TOTAL WAGES AND SALARIES



\$50,121,293
TOTAL TAXES



1,862
TOTAL JOBS

Marketing & Communications

VHH executed 10 destination marketing campaigns ranging from robust spring and fall campaigns highlighting the region's wealth of experiences to supporting content campaigns and local awareness campaigns designed to reinforce the power of tourism in Dauphin County. ExploreHBG launched inspirational fall, winter, spring, and summer campaigns highlighting gems across the Capital City along with mini campaigns to support local cultural events.

145.7M+
TOTAL IMPRESSIONS
DELIVERED

1M+
TOTAL CLICKS
GENERATED

Paid efforts were active
across **240 DAYS** of the
fiscal year, delivering steady
brand awareness and travel
inspiration to key audiences.



Marketing & Communications continued



CAMPAIGNS:

Fall & Spring Destination,
Brew Barons Beer Trail, Brew Barons
5th Anniversary, America's Largest
RV Show, Harrisburg Arts District,
Pennsylvania Farm Show,
National Travel & Tourism Week,
Midtown Harrisburg

128.3M+
IMPRESSIONS
DELIVERED

634.8K+
CLICKS GENERATED



TARGET MARKETS: New York, New Jersey, Philadelphia,
Washington, D.C., Baltimore, Northern Virginia, Allentown, Reading,
and local (Harrisburg, Lancaster, Lebanon, York)



CAMPAIGNS:

Fall, Winter, Spring, Summer,
July Concert Series, Black
History Month, Juneteenth

17.4M+
IMPRESSIONS
DELIVERED

396.2K+
CLICKS GENERATED



TARGET MARKETS: Local (Harrisburg, Lancaster, Lebanon, York)



DIGITAL & SOCIAL MEDIA MARKETING

WEBSITE METRICS

VisitHersheyHarrisburg.org

ExploreHBG.com

Active Users 1.2M (+4.9% YoY)

226K (+7.83%)

Organic Sessions 550K (+5.1% YoY)

128K

Top website sections:
 Things to Do: Family Fun,
 Things to Do: Grown-Up Getaways,
 Farm Show: Event Listing

Top website sections:
 Homepage, Events, Spring



MONTHLY CONSUMER E-NEWSLETTER METRICS

VHH

12
SENT27K
AVERAGE MONTHLY
SUBSCRIBERS1.8%
CLICK
RATE

ExploreHBG

12
SENT1.1K
AVERAGE MONTHLY
SUBSCRIBERS6.1%
CLICK
RATE

ORGANIC SOCIAL MEDIA METRICS

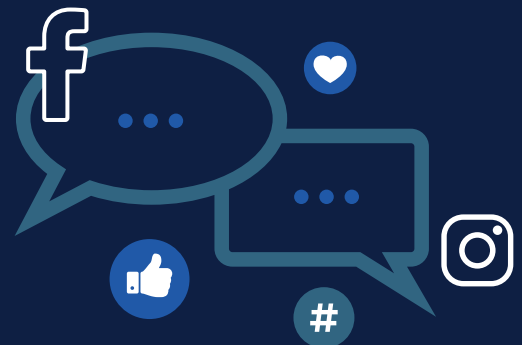
2.2M

TOTAL ORGANIC
POST VIEWS

(Facebook, Instagram, TikTok)



1.5M+

VHH TOTAL
ORGANIC POST VIEWS728K+
EXPLORE HBG
POST VIEWS

Visit Hershey & Harrisburg

ExploreHBG

Facebook Views 456K → down 32%

311K+

Facebook Followers 55K+ → up 1.4%

8.9K → up 14%

Instagram Views 1M → up 202%

327K → up 82%

Instagram Followers 11.8K → up 23%

5.8K → up 34%

TikTok Views 66K → up 48%

90K → up 3%

TikTok Followers 2K → up 424%

1K+ → up 139%

LinkedIn Views *VHH newly relaunched 18K

N/A

CONTENT CREATOR METRICS

Content collaborations offer unique visitor perspectives of our destination region and help to maximize content reach to target audiences.

VISIT HERSHEY & HARRISBURG



@brittaroundtown

Brew Barons 5th, Dinner and a Show in Harrisburg, more



@theglobalghanagirl

Hershey History, Hershey Best Eats, Hummelstown Itinerary



@torytalkstrails

Outdoor Spring Adventures in Hershey



@briankoliver

Harrisburg Arts District, Hershey Highlights



@alexeatstoomuch

Concert & Activities in Hershey, PA



@wildpreciousnow

Capital City Gems, Hershey Highlights (VHH collab with VisitPA)

EXPLOREHBG



@scrantonmom

A Weekend in Harrisburg, Artsfest

7
COLLABORATORS
HOSTED

64
POSTS
(Facebook, Instagram, TikTok)

346K+
CONTENT
VIEWS

5
BLOGS
PRODUCED

Trails & Experiences



BREW BARONS BEER TRAIL

The free mobile app features 25+ local craft brewery and tasting room locations. Guests win prizes as they reach mobile check-in milestones. The Beer Trail celebrated its 5th anniversary in 2025.

App Users	15,931
App Sessions	28,992
App Downloads	1,285
New Visitors	2,167
Returning Visitors	13,764
Check-ins	5,814
Prizes earned	1,187

TOP CHECK-INS

- Tröegs Independent Brewing
- Ever Grain Brewing Co.
- YAH Brew Co.
- Rubber Soul Brewing Co.
- Boneshire Brew Works



HARRISBURG ARTS DISTRICT

The free mobile app is an interactive tool for building and sharing itineraries centered around arts and culture in the Capital City.

App Users	3,301
App Sessions	7,033
App Downloads	1,175
New Visitors	1,222
Returning Visitors	2,079





HERSHEY & HARRISBURG

Chocolate & More

Sweet Treat Trail

CHOCOLATE & MORE SWEET TREAT TRAIL

The Sweet Treat Trail showcases 27 participating sweet spots. Guests check-in with a digital PIN after making a qualified purchase at any of these locations.

	'24-'25	Since Launch
Sign-ups	635	2,921
Check-ins	421	1,715
Prizes earned	48	163

- TOP CHECK-INS**
- Desserts, Etc.
 - The Hershey Story Museum
 - Cherry Blossom Creamery
 - Chocolates by Tina Marie
 - HERSHEY's Chocolate World



ADVENTURE TRAIL

An extensive web-based guide featuring trails, parks, waterways, and attractions to customize outdoor adventures.

TOP CATEGORIES AND LOCATIONS (2024-2025)

1. Hiking | Hawk Rock
2. Fishing | Yellow Breeches
3. Kayaking | Swatara Creek
4. Biking | Stony Valley Rail Trail
5. Bird Watching

ADVENTURE TRAIL COLLECTIVE PAGES (2024-2025)

27,798
USERS

50,169
VIEWS



Milestones & Special Projects



CHEERS TO 5 YEARS

The Brew Barons Beer Trail kicked off its 5th Anniversary celebration in February 2025. Preparation began much earlier, with cross-department efforts for exciting initiatives throughout FY24-25 including:

- Anniversary branding & prize updates
- Design & introduction of the Brew Baron mascot
- Mascot appearances & event sponsorships (10+)
- Baron V craft beer collab series (3 recipes, 10 participating breweries)
- “First Taste” collab events (3x)
- “Cheers to 5 Years” marketing campaign
- Brewery spotlight videos w/ad campaigns (8x)

HBG COLOR THE BURG COLORING BOOK

ExploreHBG launched the HBG Color the Burg Coloring Book featuring original illustrations, fun facts, and QR codes linking to websites for iconic Harrisburg attractions. More than 1,500 copies have been distributed at special events.



VHH SALES TEAM HOSTS ABA BOARD OF DIRECTORS FALL MEETINGS

Selected out of more than 150 destination proposals, Hershey, PA served as host location for the American Bus Association's fall board events in September, 2024. The VHH Sales team worked with Partners across Hershey to host 60+ tour operators and board members from across the nation.

Following the Data

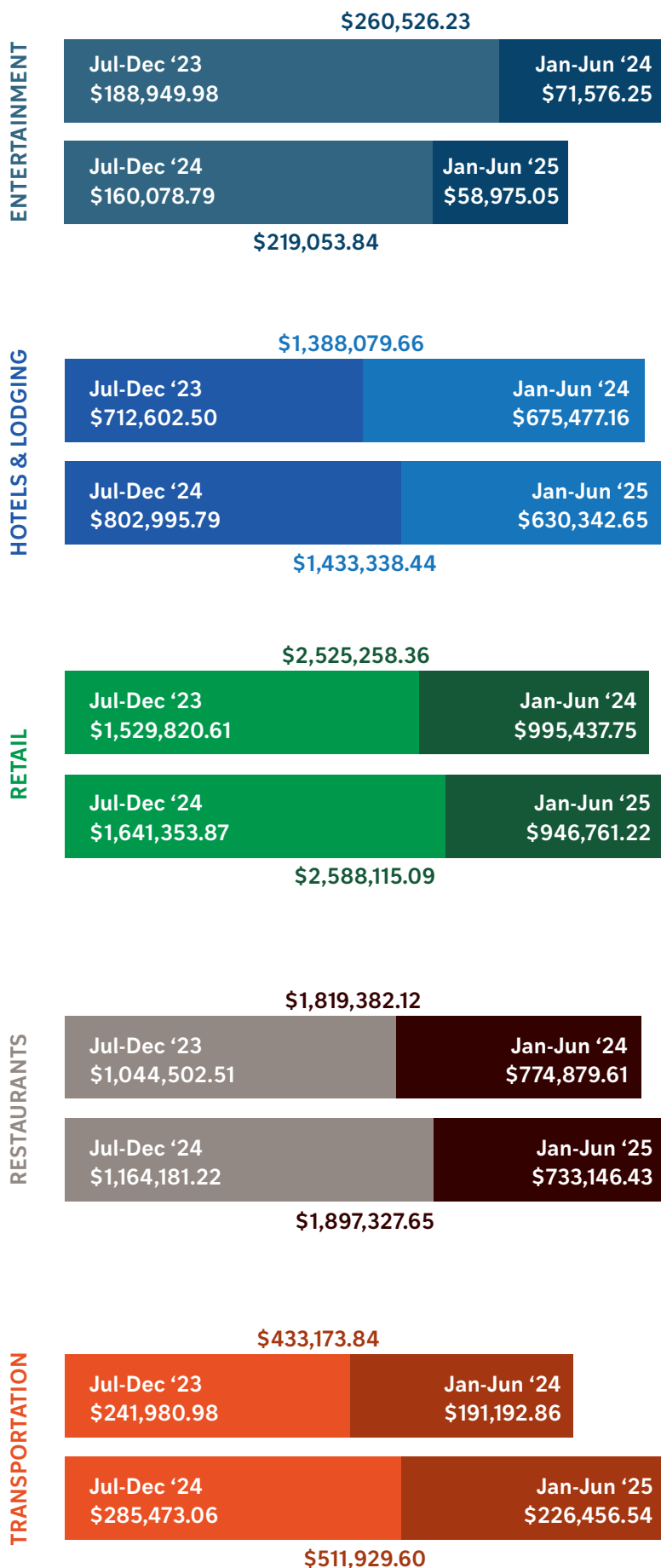
VHH invested in several tools that help us determine visitor impact and guide marketing decisions. Visa holds the largest share (37%) of credit card use worldwide. VisaVue allows us to mine transaction data to better understand what visitors are spending and where those visitors are coming from. Placer.ai is a location intelligence platform providing analytics on consumer behavior and market trends by analyzing anonymized geolocation data from mobile devices. It offers insights into foot traffic and audience demographics.

VisaVue helps to break down data to understand trends within a report. In this International & Domestic Spending Chart, we can see that while spending was up overall in FY24-25, the back half of the fiscal year was down significantly over the back half of FY23-24. That's in line with challenges across the nation associated with economic instability and an uncertainty associated with public policy.

2024 INTERNATIONAL TRAVEL SPENDING IN THE U.S. TOP TEN ORIGIN COUNTRIES

- | | |
|-----------------------|-------------------|
| 1. Canada | 6. United Kingdom |
| 2. Puerto Rico | 7. Saudi Arabia |
| 3. China | 8. India |
| 4. Dominican Republic | 9. Germany |
| 5. Mexico | 10. Ireland |

INTERNATIONAL





Following the Data continued

DOMESTIC

\$25,848,426.98

ENTERTAINMENT

Jul-Dec '23
\$15,917,000.43

Jan-Jun '24
\$9,931,426.55

Jul-Dec '24
\$13,390,022.94

Jan-Jun '25
\$8,856,253.30

\$22,246,276.24

HOTELS & LODGING

\$48,466,922.93

Jul-Dec '23
\$27,149,649.34

Jan-Jun '24
\$21,317,273.59

Jul-Dec '24
\$28,069,101.34

Jan-Jun '25
\$20,396,443.07

\$48,465,544.41

RETAIL

\$144,773,701.47

Jul-Dec '23
\$81,784,771.32

Jan-Jun '24
\$62,988,930.15

Jul-Dec '24
\$83,651,210.23

Jan-Jun '25
\$66,194,126.23

\$149,845,336.46

RESTAURANTS

\$208,594,408.13

Jul-Dec '23
\$110,916,915.18

Jan-Jun '24
\$97,677,492.95

Jul-Dec '24
\$115,447,084.53

Jan-Jun '25
\$101,316,667.16

\$216,763,751.69

TRANSPORTATION

\$20,319,723.18

Jul-Dec '23
\$9,500,144.11

Jan-Jun '24
\$10,819,579.07

Jul-Dec '24
\$13,584,136.24

Jan-Jun '25
\$12,563,376.08

\$26,147,512.32

Following the Data continued

Placer.ai helps us understand where visitors are coming from and where they go when they are here. The following information is an example of destination data pulled from a Placer.ai report.

HARRISBURG CITY VISITATION & TOURISM SNAPSHOT

OVERALL VISITATION (SINCE 2018)

- 34.2 Million total visits to downtown Harrisburg.
- 38.5% live within 5 miles.
- 39.5% live within 5–50 miles.
- 22% are tourists (50+ miles), accounting for 7.5M visits.

FY24–2025 VISITATION

- 29% of visitors are Harrisburg City residents (comparable to York's 33%).
- 9% of visitors come from nearby suburbs (<5 miles away: Camp Hill, Mechanicsburg, Lemoyne, etc.).
- Contrast: Downtown York sees 26% from nearby suburbs.

TOP DOWNTOWN DESTINATIONS

1.1M visits
HARRISBURG
UNIVERSITY OF SCIENCE
& TECHNOLOGY

Hilton Harrisburg, Strawberry Square, Crowne Plaza also rank highly.



Top restaurants: Sawyer's, Zembie's Sports Tavern, The Brick Haus, Miyako Sushi, Au Bon Lieu, Federal Taphouse (closed Jan. 2025).

STRAWBERRY SQUARE

449,187
VISITS

AVG. 60
MINUTES PER VISIT

Popular for Rite Aid (now closed), food, and small shops.

Traffic patterns:

Mon. 14.8% → peak Tues. 18.3% → Sat. 12.5% → Sun. 4.6%.

48% of visitors from Harrisburg city zip codes.

WHITAKER CENTER FOR SCIENCE AND THE ARTS

48,780
VISITS

63%
FROM >10 MILES

32%
FROM >50 MILES

Strong contributor to hotel stays and regional draw.

HILTON HARRISBURG (SINCE JULY 2020)

2.2M
VISITS

Strong overnight market from Philadelphia, Pittsburgh, NYC, Washington D.C.

Visitors patronize 300+ businesses, including downtown restaurants and regional attractions.



DOWNTOWN RECOVERY TRENDS

WORKFORCE

31,881
WORKERS IN 2019

24,716
WORKERS IN 2024
↓ 22.5%

Hybrid/remote work keeps
~7,000 fewer workers downtown

FESTIVAL ATTENDANCE

Artsfest | Memorial Day Weekend

35,600
VISITS IN 2025



49% increase
vs. 2019

Kipona | Labor Day Weekend

37,779
VISITS IN 2025



↑10.3% vs. 2024
↓3.8% vs. 2019

OUT-OF-MARKET VISITORS

1.75M
VISITORS IN 2019

875,600
VISITORS IN 2020

~1.4M
VISITORS 2022-2025
(plateau)
20% below 2019



Equates to 350,000 fewer
annual visitors compared
to pre-pandemic.



Trade Shows & Special Events Attended

Our team hosts site visits and attends events, conferences, and trade shows for ongoing professional development and to tout our region as the best place to play, meet, and enjoy world-class experiences. Here's where we've been throughout FY24-25.

- ABA Board of Directors Networking Events
- ABA Post FAM
- Allied T-Pro FAM
- American Bus Association (ABA)
- Brand USA India Sales Mission
- Brand USA/PA Tourism Meeting
- Brewers Association of PA
- Connect Canada (for Keystone Crossroads)
- Connect DC
- Content Marketing World
- C-Vent Connect
- Destination East
- Destinations International Sales Summit
- Discover Destinations Staff FAM
- Eastern Greenways & Trails Summit
- Get Your Guide FAM
- Global Tour Connection Site Tour
- Heritage Tours Site Tour
- IITA (International Inbound Travel Assn)
- IPW (U.S. Travel Association)
- Meeting Planner FAM Tour
- Meeting Planner Mingle Jingle Event
- Mid-Atlantic Public Relations Alliance Media Marketplace (MATPRA)
- MP MPI events
- National Chocolate Day Association Planner Blitz
- National Tour Association (NTA)
- Outstanding Farmers of America Site Visit
- PA Domestic Tour & Travel Sales Mission
- PA Group Tour Itinerary Planning Workshop
- PA Outdoor Recreation Association
- PA RTO Summit
- PA Sports Tourism Summit
- PA Steps to Success Training
- PA Tourism Coalition Meeting
- Partner Holiday Deliveries
- PASAE Connections Conference
- PASAE Holiday Luncheon and Annual Meeting
- PCMA Philadelphia Education & Trade Show
- Perfect Game Baseball Reception
- Philadelphia International Summit
- Philadelphia Meeting Planner Meet & Mingle
- PRLA Legislative Days
- Receptive Tour Operator Sales Calls
- Simpleview Summit
- Site Visit - USA Gymnastics
- Site Visit - Special Olympics
- Sports ETA 4S Summit
- Sports ETA Symposium
- Sports Express Conference
- Sports Partner Holiday Deliveries
- SPORTS Relationship Conference
- Sports ETA CE Summit
- Student & Youth Travel Association (SYTA)
- TEAMS Conference
- TEAMS Europe/International Sports Convention
- TraveStarz Agent Training
- US Figure Skating Site Visit of Hershey/Hbg
- VisitPA Sports Tourism Panel at US Open
- Women's Business Forum
- World Strides FAM



3211 North Front Street, Suite 301-A, Harrisburg, PA 17110 | (717) 231-7788

VisitHersheyHarrisburg.org