

Visit
HERSHEY &
HARRISBURG

Fiscal Report

FY 2018-2019



A MESSAGE FROM VISIT HERSHEY & HARRISBURG LEADERSHIP

On behalf of Visit Hershey & Harrisburg (VHH) and its Board of Directors, we are pleased to share the positive results of fiscal year 2018-2019. Over the past year, VHH achieved our goals and realized significant accomplishments, which are detailed in the pages that follow.

STRATEGIC VISION

With a successful FY 18-19 in our rearview, we're always looking ahead to the future. This year, VHH kicked off our five-year strategic plan, focused on the progressive growth of the travel industry within Dauphin County. A healthy travel sector improves the local economy for the benefit of all citizens. Our region sees an impressive \$2.46 billion in economic impact as a direct result of our thriving tourism industry.

VHH is committed to facilitating a sustainable total destination experience for travelers in all segments (leisure, group, business, sports, and events). Through the execution of our strategic vision, VHH will:

- Foster, facilitate, and encourage the growth, development, and sustainability of the destination.
- Maintain high visitor occupancy while not exceeding the destination's carrying capacity.
- Focus on the visitor and resident experiences as being one-in-the-same.
- Work with local and state governments and economic development entities to improve and ease the mobility of visitors and residents alike within Dauphin County.
- Conduct ongoing research to identify visitor satisfaction with current travel industry assets and the need for any improvements or expansion of facilities and experiences.
- Increase destination appeal as a year-round destination with emphasis on the shoulder and off-seasons, indoor (rainy days), and evening activities.
- Monitor destination trends to ensure the Hershey Harrisburg Region remains competitive as a destination.

VHH recognizes the importance of the support you provide as valued Partners and local stakeholders of our organization. Our destination continues to grow in popularity, and as we evolve the way we market our destination, we are proud and humbled to have such an engaged and energized community by our side.

Yours in Tourism,



Randy Whitaker, Board Chair



Mary Smith, President & CEO

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FISCAL YEAR 18-19

OPERATING FINANCIALS

REVENUE

Hotel Room Tax	\$2,390,822
Grants	\$1,160,000
Partnership/Co-op Marketing	\$248,339
Events	\$77,650
Miscellaneous	\$6,995
Total Support & Revenue	\$3,883,806

EXPENSES

Marketing/Public Relations	\$1,495,027
Sales/Partnership/Services	\$742,418
Management & Operations	\$657,098
Community Relations	\$494,881
Sports & Events Authority	\$494,156
Total Expenses	\$3,883,580

BY THE NUMBERS

TOURISM WORKS
IN DAUPHIN COUNTY



INCOME

\$690 Million



STATE & LOCAL TAXES GENERATED

\$152 Million



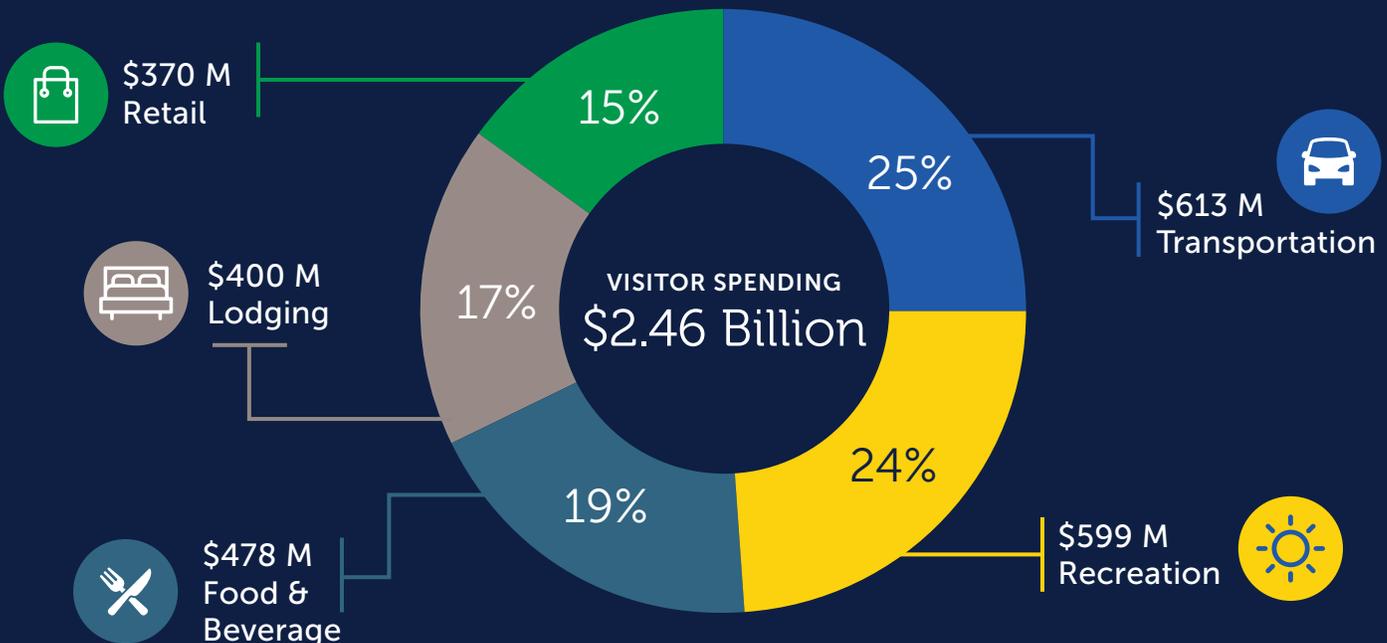
FEDERAL TAXES GENERATED

\$140 Million



JOBS SUPPORTED

19,368



*Source: 2017 Economic Impact of Tourism in Pennsylvania Report

MARKETING

Through a variety of marketing strategies and channels, the Hershey Harrisburg Region is actively marketed throughout the year, with digital as our primary medium. In addition to major campaigns executed in spring and fall, we maintained a strong presence in our markets through continuity and social media campaigns.

WEBSITE STATS Total Sessions: 907,868



Strong focus on optimizing mobile user experience



Organic web traffic accounts for 57% of our overall sessions.



Events are one of the primary drivers of organic traffic.



Average Session Duration
1:21



Users
702,491



Pages Per Session
1.96

TOP MARKETS

Philadelphia	19.7%
HLLY	18.5%
New York	17.4%
Washington D.C.	12.3%
Pittsburgh	3.7%



Consumer Emails

List Size: Approx. 20,000
Sends: 13
Open Rate: 30%
Click-Through Rate: 28.7%



Video Content

New Videos Produced: 20
Total Video Views: 29 Million



Facebook

Followers: 47,095
Posts: 267
Post Engagements: 19,166



Instagram

Followers: 3,597
Posts: 197
Post Engagements: 10,450

CAMPAIGN EXECUTION



Late Summer
July through
mid-September



Fall
Mid-September
through
mid-November



Holiday
Mid-November
through December



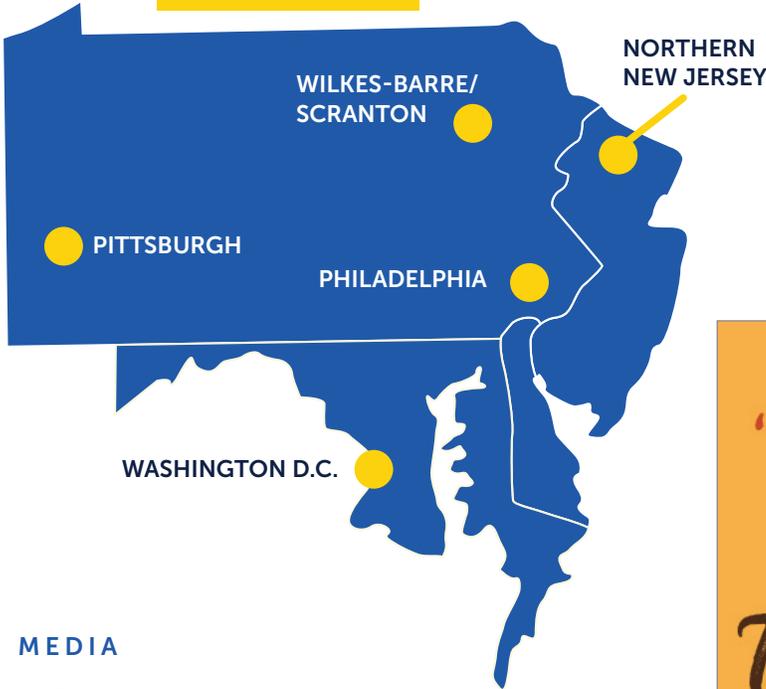
Winter
January through
March



Springtime &
Early Summer
April through June

2018 FALL CAMPAIGN

MARKETS



MEDIA

- Digital video
- Animated banner ads

SEGMENTS

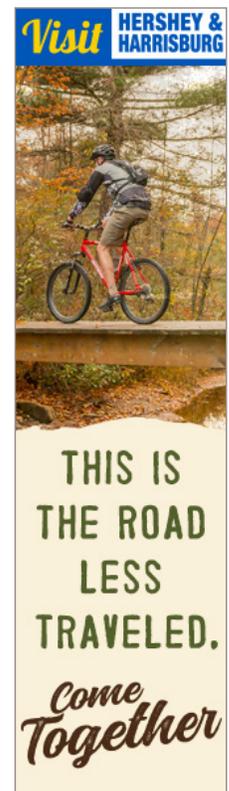
- Families
- Adults

MESSAGE

- "Come Together" umbrella campaign concept
- Broad headlines paired with fall photos

IMPRESSIONS

- 31 Million total impressions
- 11 Million video views
- 134,000 clicks



2019 SPRING/SUMMER CAMPAIGN

MEDIA

- Digital video
- Animated banner ads
- Out-of-home

SEGMENTS

- Families
- Adults

MESSAGE

- A less/more comparison: Regular life vs. life while visiting Hershey and Harrisburg.

IMPRESSIONS

- 34 Million total digital impressions
- 14 Million video views
- 36,225 Clicks
- 12 Million out-of-home impressions

ANIMATED BANNER AD



OUT-OF-HOME



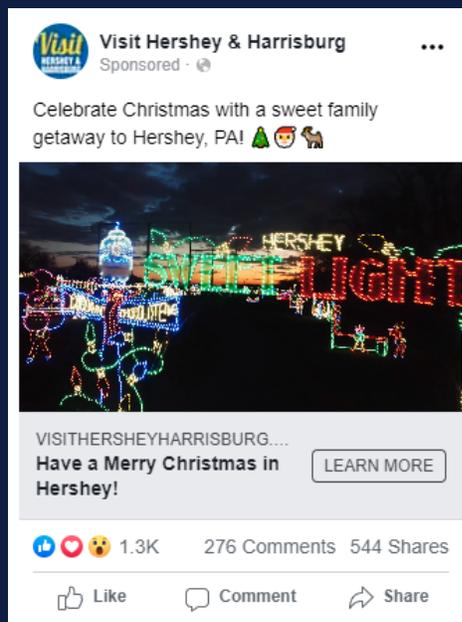
2018/2019 CONTINUITY CAMPAIGNS

In addition to our primary ad campaigns, we maintained a strong presence in our markets through focused-topic continuity campaigns and social media advertising.

	CONTINUITY CAMPAIGNS	SOCIAL MEDIA CAMPAIGNS
Sample Messages Include	Outdoor adventure, fall getaways, nightlife, and late summer family fun	Christmas in Hershey, Pennsylvania Farm Show, chocolate, and camping.
Number of Campaigns	6	46
Impressions	51.9 Million	4.3 Million
Video Views	11.3 Million	86,026
Clicks	90,227	64,791

* The targeted audiences and markets are established per campaign based on subject matter. All continuity campaigns are targeted within our primary and secondary DMAs.

ANIMATED BANNER ADS



SALES

The FY 18-19 Sales efforts focused on maximizing resources and opportunities, with strategic participation in events and programs with the greatest potential for success. This strategy yielded positive results with all market segments achieving sales goals. The Sales website was relaunched with content and architectural upgrades resulting in a more robust and user-friendly online experience.

SEGMENTS PRESENTED:



Meetings & Conventions



Military



Religious



Tour & Travel



International



TOTAL ROOM NIGHTS BOOKED
94,375

M & C	57,603
International	24,077
Tour & Travel*	11,248
Military	1,245
Religious	202



MARKET SEGMENT	LEADS DISTRIBUTED	ROOM NIGHT LEADS DISTRIBUTED	TRADE SHOWS ATTENDED	SITE VISIT & FAM	CLIENT EVENTS
M & C	186	115,411	14	8	8
Military	20	2,903	0	9	0
Religious	12	5,233	2	1	0
Tour & Travel*	49	3,135	6	5	2
International	16	11,787	6	8	5
Total	283	138,469	28	31	15

*includes student & reunion



VHH participated in a Sales Mission to China resulting in engagement with more than 100 travel professionals.

Attracting International visitors is a crucial segment of our Sales mix. Since 2013, China has been the #1 International market in Visa spending.



NEW MARKET SEGMENT

Weddings

After evaluating its viability and potential economic impact, the Weddings market has been added to our Sales mix. This segment has the potential to drive incremental room nights, as well as revenue to attractions, restaurants, and event venues.



PUBLIC RELATIONS + EARNED MEDIA

This year, we initiated a new program entitled "Media Days" which is designed to accommodate larger numbers of media visits over a designated period of days. This new approach effectively streamlined our process for lodging and coordination with our participating Partner locations. The result was nearly an 80% increase in the number of journalists hosted compared to the previous fiscal year.

Press Releases	32
Media Hosted	59
Media Trade Shows	3
Media Appointments	90

EARNED MEDIA RESULTS

TOTAL MEDIA CLIPS CAPTURED:



TOTAL CIRCULATION

2.28 Billion

EARNED MEDIA VALUE

\$3.8 Million

ARTICLE TYPES



TOPICS

Destination	68%
Events	12%
Local	9%
Industry	5%
Other	4%
Organizational	2%

TOP MARKETS FOR MEDIA COVERAGE

- Local: 33%
- PA (non-local): 22%
- National: 19%
- New York: 10%
- Maryland: 7%
- Washington D.C.: 2%



AREAS OF INTEREST

Harrisburg	22%
Family	22%
Hershey	17%
Outdoor/Active	16%
Food/Dining	9%
Couples/Singles	9%
Holidays	5%





PARTNERSHIP

The VHH Partnership department actively pursued new tourism Partners, while providing valuable support to existing Partners via networking and educational events. To best support Partner business objectives, a new menu of Partnership options was developed and executed. Additionally, a new Destination Partnership Program was unveiled to showcase the unique offerings available in our lesser-known towns and neighborhoods. **Destination Hummelstown successfully launched with 17 businesses participating, including six new VHH Partners.**



Total Businesses Supported	508
Investing Partners	324
Events Hosted	14
Event Attendance	792

MARKETING ASSISTANCE PROGRAM



APPROVED APPLICATIONS
4



PARTNERS SUPPORTED
11



FINANCIAL COMMITMENT FROM VHH
\$9,757

VISITERSHEYHARRISBURG.ORG WEBSITE ADVERTISING

Participating Partners	10
Total Impressions	1.63 Million
Click-Through Rate (CTR)	.48%



HERSHEY HARRISBURG SPORTS & EVENTS AUTHORITY

67,808

Total Room
Nights Booked

58,880

Room Night
Leads Distributed

10

Trade Shows
Attended

7

Site Visits
Hosted



Top 10 Events

(SECURED, HOSTED, SPONSORED, OR SUPPORTED BY HHSE)

1. Great American Outdoor Show
2. Pennsylvania National Horse Show
3. PIAA State Championships*
4. Mecum Auto Auctions
5. USJN Hershey Showcase (Girls Basketball)
6. KRVA Boys Atlantic Northeast Tournament
7. Standardbred Horse Show
8. Hogan's Hershey Lacrosse
9. Reflections Synchronized Skating Invitational
10. KRVA Girls Open & Club Championships

*PIAA State Championships includes Boys/Girls Tennis, Boys/Girls Soccer, Boys/Girls Cross Country, Football, Basketball, Team & Individual Wrestling & Competitive Spirit

TOP 10 EVENTS

ATTENDANCE

363,000 VISITORS

ECONOMIC IMPACT

\$123 MILLION

NEW EVENTS

- USA Gymnastics Region 7 Congress
- HUE Festival
- Big 26 Baseball Classic®
- Fondo Cycling Circuit USA

New Events Attendance

8,750 Visitors

New Events Economic Impact

\$2.5 Million

Marketing & PR

In conjunction with PA Sports, HHSE placed a two-page spread in the 2019 PA Sports Planning Guide. PA Sports received 500 copies of the stand-alone state guide to distribute in addition to its inclusion in the overall guide. HHSE participated in the first ever Pennsylvania Esports Advocacy Day Rally at the PA Capitol, hosting a trade table and meeting with lawmakers to highlight our region’s status as industry leader and the potential for continued growth in the local esports arena.

Crisis Plan

Using Visit Hershey & Harrisburg’s document as a guide, HHSE developed a Crisis Communications plan specific to the Sports & Events department and industry. HHSE also developed an in-depth, event-specific Crisis Communications plan addendum for the Big 26 Baseball Classic®.

Networking

- Attended USA Boxing Eastern Elite & Regional Open Championship in Chattanooga, TN, which led to a bid and a site visit by USA Boxing’s Junior Olympics event organizers.
- Attended PA Sports Sales Mission in Colorado Springs in conjunction with PA Sports, meeting with 16 different national governing bodies and hosting a client event for key national governing body staff members.

THE BIG 26 BASEBALL CLASSIC®

The Big 26 Baseball Classic®, HHSE’s first owned event, relaunched to positive reviews in July 2018. The HHSE team worked throughout FY 18-19 to turn lessons from Year 1 into bigger successes. Player tryout registrations more than doubled, while sponsorships and apparel deals with national brands like SUBWAY® and Marucci Sports had two-fold advantages; they eased budget demands and increased the event’s overall experience for both players and fans.



	2018	2019
Ticket Revenue	\$7,239	\$10,549
Challenger Athletes	43	43
Player Tryouts	76	143
College Scouts	35	36

SPONSORSHIP	
5 Cash Sponsors & 6 New In-Kind Sponsors	
2018	2019
\$17,000	\$21,500



Board of Directors

Randy Whitaker, Chairman
Harrisburg Senators Baseball

George Connor, Vice Chairman
Dauphin County Office of Community & Economic Development

Lisa Stokes, Treasurer
BRP Entertainment

Clinton M. Cullison, Secretary
Greenlee Partners, LLC

David Black, Immediate Past Chair
Harrisburg Regional Chamber & CREDC

Peter J. Chiccarine, CHA
Best Western Premier, the Central Hotel

Lynn Day
The Vineyard & Brewery at Hershey

Phil Guarino
Fenicci's of Hershey Restaurant

Barry Kidd
Fairfield Inn & Suites-Harrisburg/Hershey

Brewer Lister
Hershey Entertainment & Resorts Company

Megan Roby
City of Harrisburg

Janet Rozzi
Staybridge Suites Harrisburg-Hershey

2019 Accolades

Best Attractions for Car Enthusiasts - Mecum Auctions (#2) + AACA Museum in Hershey (#5)
USA TODAY 10Best Readers' Choice Award

Best Executive Retreat - The Hotel Hershey®
Smart Meetings

Best Theme Parks in U.S. - Hersheypark® (#12)
Travel + Leisure magazine

Top 5 Best Brewery Tours in America - Tröegs Independent Brewing (#4)
USA TODAY 10Best Readers' Choice Award

Top Food Cities in U.S. by State - Hershey, PA
Yelp

Top 30 PA Blogs to Follow - ExploreHBG
Feedspot

2018 Accolades

5 Best Minor League Sports Cities in the Country - Hershey, PA
Livability.com

Best Historic Resort - The Hotel Hershey®
Historic Hotels of America, Historic Hotels Worldwide

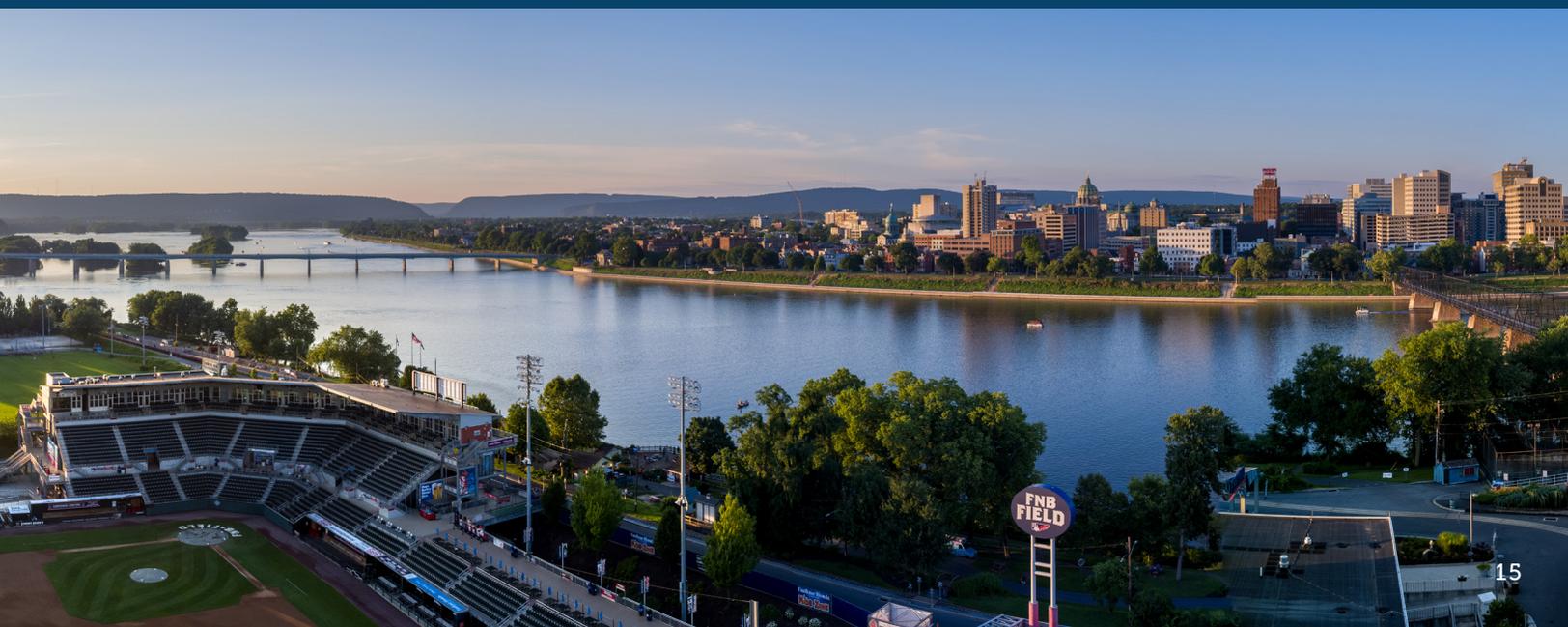
25 Best Family Weekend Getaways with Kids (Northeast Region) - Hershey, PA
TripAdvisor.com

Best Visitors Bureau in PA (Population under 300,000) - Visit Hershey & Harrisburg
Pennsylvania Meetings + Events Magazine Readers' Choice

Associations & Organizations

VHH actively participates with these associations and organizations:

- Amateur Athletic Union (AAU)
- American Bus Association (ABA)
- American Society of Association Executives (ASAE)
- Association of Meeting Professionals (AMPs)
- Christian Meetings and Conventions Association (CMCA)
- Connect Specialty
- Destinations International
- Greater Philadelphia Professional Convention Management Association (GPPCMA)
- Hospitality Sales and Marketing Association International (HSMIA)
- International Association Exhibition Executives (IAEE)
- Keystone Regional Volleyball Association (KRVA)
- Maryland Motorcoach Association (MMA)
- Meeting Professionals International (MPI)
- Meeting Professionals International Mid PA (MPIMP)
- Meeting Professionals International Philadelphia (MPIPhiladelphia)
- Meeting Professionals International Pittsburgh (MPIPittsburgh)
- Meeting Professionals International Potomac (MPIPotomac)
- Mid-Atlantic Travel PR Alliance (MATPRA)
- Military Reunion Network (MRN)
- National Association of Consumer Shows (NACS)
- National Collegiate Athletic Association (NCAA)
- National Tour Association (NTA)
- North Carolina Motorcoach Association (NCMA)
- Ontario Motor Coach Association (OMCA)
- PA E-Sports Coalition
- PA Outdoor Writers Association (POWA)
- PA Restaurant and Lodging Association (PRLA)
- Pennsylvania Bus Association (PBA)
- Pennsylvania Interscholastic Athletic Association (PIAA)
- Pennsylvania Society of Association Executives (PASAE)
- PA Sports (Statewide Sport Marketing Alliance)
- Philadelphia Area Meeting Professionals International (PAMPI)
- Professional Convention Management Association (PCMA)
- Professional Services Marketing Association (PSMA)
- Public Relations Society of America (PRSA)
- Religious Conference Management Association (RCMA)
- Sports ETA
- Student & Youth Travel Association (SYTA)
- Travel Events and Management in Sports (TEAMS)
- U.S. Travel Association (USTA)
- Virginia Motorcoach Association (VMA)
- Your Military Reunion Connection (YMRC)



WHO WE ARE

Visit Hershey & Harrisburg is the official non-profit partnership-based Destination Marketing Organization serving Dauphin County. 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.

OUR MISSION

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.

Visit

**HERSHEY &
HARRISBURG**

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VisitHersheyHarrisburg.org