

## TRENDS & DEPARTMENT UPDATES

### TOURISM INDUSTRY TRENDS

**Overview:** Gas prices drive leisure traveler sentiment, while business travel looks to rebound to levels similar to pre-pandemic norms.

#### Leisure Travel Trends *(\*Source: Longwoods International)*

- 65% of American travelers now say rising gas prices will either impact or greatly impact their decision to travel in the next six months.
- Of the ways travelers are adjusting their travels due to rising gas prices, more travelers are planning to reduce spending in the areas of retail and food and beverage. The biggest areas of change: reducing the number of trips planned and choosing destinations closer to home.
- Only 6% indicate that they are cancelling trips and 6% indicate they are choosing not to travel at all, and almost one in five (18%) still indicate that rising gas prices are not impacting their travel plans.

#### Business Travel Trends *(\*Source: JDPower Survey of Business Travelers)*

- Business travelers expect to resume traveling at a similar frequency as pre-pandemic, averaging about 1.6 trips per month (compared to 1.7 pre-pandemic).
- Nearly one-quarter (24%) of business travelers plan to take more trips to attend conferences/conventions/tradeshows than they did pre-pandemic and 28% expect to travel more to visit customers and suppliers, while 17% and 13% expect to travel less for both purposes, respectively.



# FY21-22 | Q3 UPDATE

JANUARY 1 - MARCH 31, 2022

## MARKETING

### CAMPAIGNS

#### Chocolate & More Sweet Treat Trail

What: Co-Op Programmatic Digital Display w/Visit PA  
Where: HLLY (Harrisburg, Lancaster, Lebanon, York)  
When: January & February  
Clicks: 1,627 >> Impressions: 1.26 million

What: Facebook Campaign  
Where: HLLY & Philly DMAs  
When: January & February  
Clicks: 4,053 >> Impressions: 415K

What: Google Ads - Cost Per Click Display Campaign  
Where: HLLY & Philly DMAs  
When: Jan 19 - Feb 14  
Clicks: 4,976 >> Impressions: 951K

#### Leprechauns & Lagers (Seasonal Brew Barons Promo)

What: Facebook and Instagram Campaign  
Where: HLLY & Philly DMAs  
When: February 17 - March 23  
Clicks: 7,545 >> Impressions: 264K

What: Google Ads - Cost Per Click Display Campaign  
Where: HLLY DMA  
When: February 17 - March 23  
Clicks: 14,700 >> Impressions: 2.8 million

### WEBSITE & CONTENT DEVELOPMENT

#### The Black Travel Experience (Interviews)

VHH produced three unique videos featuring Good Brotha's Book Cafe.

<https://youtu.be/DPCiepoLUUU>  
<https://youtu.be/mwxtDzXlgJs>  
[https://youtu.be/YJ\\_Rq7fmUS8](https://youtu.be/YJ_Rq7fmUS8)

#### Trails (30-second spots)

VHH captured video and photos at 10+ partner or local destinations to produce 3 new videos.

[Chocolate & More Sweet Treat Trail Murals & More - A Walk of Art](#)  
[Brew Barons Beer Trail](#)

#### TOP FOUR REGIONAL MARKETS

HLLY  
Philadelphia  
DC  
New York

#### TOP FIVE LANDING PAGES

Leprechauns & Lagers  
Homepage  
Great American Outdoor Show  
Sweet Treat Trail  
Events

WEBSITE SESSIONS | **146,825**

WEBSITE USERS | **117,537**

### TRAVEL GUIDE

TRAVEL GUIDES DISTRIBUTED | **6,688**

### CONSUMER EMAILS

AVERAGE LIST SIZE | **19,256**



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## COMMUNICATIONS & CONTENT

### PUBLIC RELATIONS

(RELEASE) -- [The Black Travel Experience \(TBTE\)](#): Launched in February 2022 as part of the VHH Experience Development Program, TBTE connects Black travelers to businesses, experiences, landmarks, and stories that highlight the region's diversity and notable, culturally-significant moments in history.

(RELEASE) -- [VHH Career Connections](#): A first-of-its kind event to bring college students, recent graduates, educators, and Hospitality & Tourism industry professionals together to discuss careers in tourism.

Media Exposure - The Black Travel Experience  
The Burg: [Feature Article](#) & Podcast (January 28, 2022)  
Fox 43 TV News: [Feature News Story](#) (February 6, 2022)

Misc: Re-established membership in the Mid-Atlantic Tourism Public Relations Alliance

### EMAIL COMMUNICATIONS

PARTNERSHIP EMAILS | **9**

CONSUMER EMAILS | **3**

### CONTENT CREATION & UPDATES

Q3 CONTENT REVIEW | **20+ blogs and/or content pages updated** | **Spring seasonal changeover**

COPY DEVELOPMENT (NEW WEBSITE PAGES OR SECTIONS)

The Black Travel Experience (Leisure)  
Leprechauns & Lagers (Leisure)  
Career Connections (Sales)

### ORGANIC SOCIAL MEDIA

VHH began the initial phases of re-establishing a social media presence on Facebook, Instagram, & Twitter.

ORGANIC REACH | **150K+**

## EXPERIENCE DEVELOPMENT

### OVERVIEW

VHH's series of experiences package tourism assets in a way that's easily accessible to a variety of specific audiences such as craft beer enthusiasts, outdoor adventurers, art & history buffs, etc.

#### BREW BARONS BEER TRAIL

A mobile passport featuring 25+ local craft brewery or tasting room locations. Guests win prizes as they reach mobile check-in milestones.

CHECK-INS | **2,741**

PRIZES EARNED | **236**

##### TOP 3 CHECK-IN LOCATIONS

- 1) Mellow Mink
- 2) LoveDraft's Brewing Co.
- 3) Ever Grain

#### LEPRECHAUNS & LAGERS (Seasonal Promo)

A Brew Barons seasonally-themed event designed to re-engage current users and attract new guests.

CHECK-INS | **4,107**

PRIZES EARNED | **337**

##### TOP 3 CHECK-IN LOCATIONS

- 1) Troegs
- 2) Ever Grain
- 3) Rubber Soul

#### ADVENTURE TRAIL

An extensive guide featuring trails, parks, waterways, and attractions suited for outdoor (and a few indoor!) adventurers of all ages. This trail does not have a "check-in" mechanism.

WEB PAGE VIEWS | **6,635**

##### TOP CATEGORIES >> TOP PAGES

- 1) Hiking >> Hawk Rock
- 2) Fishing >> Clark's Creek
- 3) Biking >> Stony Valley Rail Trail

#### CHOCOLATE & MORE SWEET TREAT TRAIL

A new mobile version replaces the original paper BINGO version of the experience. Guests check in with a digital PIN after making a qualified purchase at a participating sweet spot.

SIGN UPS | **489**

PRIZES EARNED | **11**

##### TOP 3 CHECK-IN LOCATIONS

- 1) Nittany Scoops
- 2) The Sweeterie
- 3) Little Essie Mae's

### COMING SOON

Murals & More (A Walk of Art)

Launch April 2022: A free, mobile app-based audio tour featuring murals, monuments, and art along two suggested routes through Harrisburg. Guests qualify for an art-themed prize after 14 check-ins.

## SALES

### M&C, GROUP, INTERNATIONAL MARKETS

TOTAL ROOM NIGHTS BOOKED | **3,348**  
ROOM NIGHT LEADS DISTRIBUTED | **15,951**  
TRADE SHOWS ATTENDED | **2**  
SITE VISITS/FAM TOURS HOSTED | **2**

### HIGHLIGHTS

- To address the hiring and job vacancy challenges facing the Hospitality and Tourism industry, Visit Hershey & Harrisburg partnered with the Temple University School of Sport, Tourism and Hospitality Management to facilitate a day of education and networking to highlight the benefits and opportunities that come with careers in tourism-related fields. VHH Career Connections Day took place at the PA Farm Show Complex & Expo Center on March 16, 2022 – almost two years to the day after businesses in the Hershey Harrisburg Region and across the world began to close due to the Pandemic.
- More than 50 students and faculty from Temple connected with more than 25 VHH partner businesses including Hershey Entertainment & Resorts, Hershey's Chocolate World, Harrisburg Senators, Hilton Harrisburg, Cocoa Kayaks, The Vineyard & Brewery at Hershey, Dauphin County Parks & Recreation, Adventure Sports, Staybridge Suites Harrisburg Hershey, and more.

### FORECASTS & TRENDS

- Meeting planners are currently planning with short lead time.
- Venues are booked due to demand, creating a backlog for interested clients.
- With the "Great Resignation" affecting both planners and suppliers, venues are struggling to keep up with the limited staff to execute a top meetings experience.
- Trends coming out of the pandemic include the desire for outdoor or natural space, with enough air and space for everyone to interact with ease, as well as a solidified focus on health and safety.
- The forecast for international arrivals to the U.S. projects that 52 million people will visit the United States in 2022 (up 144% from 2021) and 68 million will visit in 2023 (up 30% over 2022).
- High fuel prices and driver shortages are hindering a full return in the group tour/motorcoach market, but pent-up demand is indicating a strong desire to travel.



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## HERSHEY HARRISBURG SPORTS & EVENTS AUTHORITY

### SALES ACTIVITY

TOTAL ROOM NIGHTS BOOKED | **24,400**  
ROOM NIGHT LEADS DISTRIBUTED | **19,895**

TRADE SHOWS ATTENDED | **0**

SITE VISITS | **2**

### EVENTS UNDER CONSIDERATION

EVENTS | **3**  
EXPECTED ECONOMIC IMPACT | **\$1.3 Million**

### EVENTS HOSTED

- Great American Outdoor Show
- PIAA Team Wrestling Championships
- PIAA Individual Wrestling Championships
- PIAA Basketball Championships
- KRVA Champions Cup

TOTAL ECONOMIC IMPACT | **\$ 84.5 Million**

### MARKETING, PR & EVENT SUPPORT

- Full page print ads in the [February](#) (Page 7) & [March](#) (Page 59) editions of SportsEvents Magazine
- Skyscraper digital ads for Sports Destination Enewsletters
- Featured Editorial Content: [Spotlight Article](#), March edition of SportsEvents Magazine (Pages 58)
- Featured Editorial Content: Who's Who in Leadership, February edition Sports Destination Management
- Coordinated Will Call support staff for the 2022 Great American Outdoor Show

### INDUSTRY NOTES

- Announced 12-year sports tourism industry veteran Danielle Vincenti as HHSE Director of Business Development.
- Continued active participation in PA Sports statewide sports coalition and PRLA Tourism Coalition
- While individual sports were able to adapt more easily during the height of the pandemic, team sport participation is on the rise.
- Regional events continue to gain traction to help reduce costs and travel time. Convenience matters.
- Destinations have become more involved in fitness opportunities for all, in order to build key infrastructure for youth and help sustain a healthy community.