

COMMUNITY ENGAGEMENT

SPONSORSHIPS & EVENT APPEARANCES

Visit Hershey & Harrisburg, Hershey Harrisburg Sports & Events Authority, And Explore HBG proudly support various special events in the region. These strategic sponsorships allow our team to interact with the community and guests to gain important first-hand insights into the guest and event experience, as well as provide an opportunity for us to promote more aspects of the destination.

Senstoberfest | [October 12 -- FNB Field -- Attendance: 1,100](#)

Activation: VHH onsite sponsor table highlighting the Brew Barons Beer Trail and Trails & Experiences. The Brew Baron mascot was onhand.

Wiconisco Classic | [October 12 -- Wiconisco Creek Park -- Attendance: 80](#)

Activation: VHH sponsorship with logo on event materials, social media.

Hispanic Heritage Celebration | [October 12 -- National Civil War Museum -- Attendance: 200](#)

Activation: VHH sponsorship with logo on event materials.

NIRCA XC National Championships | [November 7-8 -- Parkview XC, Hershey -- Attendance: 4,000](#)

Activation: HHSE sponsorship. Hershey Bar "trophies."

Autos & Ales | [November 6 -- AACAA Museum -- Attendance: 800](#)

Activation: VHH onsite sponsorship with Brew Barons mascot.

Brewers of PA Networking Event | [November 3 -- Midtown Cinema -- Attendance: 80](#)

Activation: VHH onsite sponsorship with information table and logo on event materials.

HHA Candlelight Tour | [Harrisburg](#)

Activation: ExploreHBG sponsorship with logo on event materials.

Harrisburg NYE Celebration | [Harrisburg](#)

Activation: Explore HBG sponsorship with logo on event materials.

MARKETING

CAMPAIGNS

Market & Delivery Key: BALT (Baltimore), PHL, (Philadelphia), NY (New York), PIT (Pittsburgh), DC (Washington, DC), WB-S (Wilkes Barre-Scranton), RDG (Reading), ALL (Allentown), HLLY (Harrisburg, Lebanon, Lancaster, York), PA (Pennsylvania)

Campaign	What	Where	When	Clicks	Impressions	Views
Fall	Google Display	PHL, RDG, ALL, NY, BALT, WBS	9.22 - 11.16	151.9K	6.7 Million	
Fall	Meta	PHL, RDG, ALL, NY, BALT, WBS	9.22 - 11.16	79.1K	6.8 Million	
Atlas Obscura	Meta + Onsite	National	10.13 - 1.31	18.9K	5.6 Million	
PA Christmas + Gift Show	Search	HLLY, PHL, Balt, WBS	11.19 - 12.7	8.9K	48.5K	

WEBSITE

ACTIVE USERS | **294,218**
 SESSIONS | **344,768**
 VIEWS PER SESSION | **1.35**

ENGAGED SESSIONS | **145,498**
 AVG. ENGAGEMENT PER SESSION | **0m 22 sec**
 ENGAGEMENT RATE | **42.2%**

TOP WEBSITE LANDING PAGES (ORGANIC)

Events | Index
 Things to Do | Seasons | Fall
 Things to Do | Family Fun | Hersheypark
 Things to Do | Events | PA Farm Show

TOP REGIONAL MARKETS (ORGANIC AUDIENCE)

Philadelphia
 New York
 Harrisburg
 Hershey
 Mechanicsburg

GETAWAY GUIDE

TRAVEL GUIDES DISTRIBUTED | **1,270**
 TOP 5 STATES | **PA, NY, OH, NJ, VA**

COMMUNICATIONS & CONTENT

PUBLIC RELATIONS

Hosted Content Collaborators & Writers

- Creator: @gotlost.onpurpose explored the PA State Capitol, fall hiking, and winter activities
- Creator: @brittaroundtown explored the PA National Horse Show, Midtown Scholar Book Festival, and fall activities

Earned Media

- ABC 27 Daybreak: Farm Show interview with Sharon
- YouTube: [Visit Hershey & Harrisburg Conversation with the PA Fish and Boat Commission](#)
- WHBG-TV 20: Harrisburg Ice & Fire Press Event
- Release: [VHH Welcomes Young Asian Diplomats to Region](#)

CONTENT CREATION | WRITING PROJECTS

VHH Annual Report | FY24-25 organizational review

ORGANIC SOCIAL MEDIA

VHH posts (+ organic collabs) highlighting events, locations, trails & experiences, seasonal content, and user generated content.

ORGANIC VIEWS (All platforms) | **615K+**

COLLABORATOR SOCIAL MEDIA

Hosting/contracting regional and/or local creators to cover Partner locations or experiences.

CREATORS HOSTED | **2**

COLLABORATOR POSTS (IG FEED) | **19**

COLLABORATOR VIEWS (IG FEED) | **83,035**

EMAIL COMMUNICATIONS

CONSUMER EMAILS | **2** PARTNERSHIP EMAILS | **14**

AVG. CONSUMER LIST SIZE | **28,530**

EXPERIENCE DEVELOPMENT

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 | **1,167**

NEW USERS | **148**

PRIZES EARNED | **155**

TOP CHECK-IN LOCATIONS

Ever Grain, Al's of Hampden, YAH Brew, Rubber Soul, Englewood Brewing

ADVENTURE TRAIL

An extensive guide featuring trails, parks, waterways, and attractions suited for adventurers of all ages. This trail does not have a check-in mechanism.

TOP CATEGORIES | TOP PAGES

- 1) Hiking | Hawk Rock
- 2) Kayaking | Swatara Creek
- 3) Biking | Stony Valley Rail Trail
- 4) Fishing | Yellow Breeches

INDEX PAGE VIEWS | **894**

TOTAL PAGE VIEWS | **8,235**

HARRISBURG ARTS DISTRICT

A mobile resource designed to help visitors explore the Harrisburg Arts District. The app includes an itinerary feature, audio mural trail, and more.

DOWNLOADS | **35**

NEW USERS | **1,768**

SESSIONS | **2,956**

APP PAGE VIEWS | **4,929**

SALES

M&C, GROUP, INTERNATIONAL MARKETS

TOTAL ROOM NIGHTS BOOKED | **17,065**
ROOM NIGHT LEADS DISTRIBUTED | **19,837**
TRADE SHOWS ATTENDEE | **0**
SITE/FAM TOURS HOSTED | **1**

SALES & MARKETING

- Full page ad in 2026 Tours Limited
- Full page ad 2026 Topaz Tours catalog (co-op with Chocolate World)
- Brand USA/PA Optimized Audience Campaigns

TRADE EVENTS

- National Chocolate Day Planner Event at Hershey Lodge
- Atlanta Sales Mission (Discover Destinations team training & Worldwide Buyer Webiner, Tours Limited team training
- MPI Middle PA events (x4)
- MPI Middle PA Summer Mixer
- PASAE Education Committee

SITE TOURS & HOSTED EVENTS

Site Tours/FAMS: Discover Destinations MICE site tour | Chocolate World

PARTNERSHIP

EDUCATION, EVENTS, & PROGRAMMING

VHH Annual Meeting (October 21 | Historic King Mansion)

The program highlighted activities and insights from our FY2024-25 destination marketing efforts. Our team welcomes 73 guests, many of whom also toured the mansion's sprawling layout.

Marketing & Communications Partner Event (November 18 | Hershey's Chocolate World)

VHH Director of Marketing Jason Brown and Director of Communications & Content Allison Rohrbaugh presented an inside look into Marketing & Communications tips, trends, A.I., and best practices for 41 attendees.

PARTNER RENEWALS, PROSPECTS & ADDITIONS

Prospects

- Met with 35 Partner prospects

New Partners Added

- JPL
- Seltzer's Smokehouse
- The Inn at Westwynd Farm
- Residence Inn Harrisburg North

HERSHEY HARRISBURG SPORTS & EVENTS AUTHORITY

SALES ACTIVITY

TOTAL ROOM NIGHTS BOOKED | **8,670**
ROOM NIGHT LEADS DISTRIBUTED | **16,535**
TRADE SHOWS ATTENDED | **1**
SITE VISITS | **3**

EVENTS HOSTED

- PA National Horse Show
 - PA Interscholastic Cycling League State Championship
 - Defender Hockey Columbus Day Invitational
 - Atlantic Hockey Federation 10U-13U Showcase
 - PIAA Girls Singles/Doubles & Team Tennis Championships
 - PIAA Cross Country Championships
 - NIRCA Cross Country Championships
 - YMCA Enders Harrisburg Marathon
 - Alpha Hockey Bardown in Chcolatetown
 - Spirit Unlimited Harrisburg Challenge
 - Tier 1 Hockey Federation Showcase
 - AAU Rust Bucket Volleyball Tournament
- TOTAL ECONOMIC IMPACT | **\$22.2 Million**

DEPARTMENT ACTIVITY HIGHLIGHTS

Site Visits

- Ultimate Ninja Athlete Assoc., USA Ninja, Federation of Intl. Ninja Athletics | PA Farm Show, hotels
- HHSE team | Hilton Garden Inn Harrisburg East
- HHSE team | Harrisburg University, Whitaker Center

Trade Shows & Industry Meetings

- TEAMS Conference | Columbus, OH
- Meeting: Women in Sports Tourism Collective
- Meetings: SportsETA Mentoring Committee, SportsETA State Associations Leaders
- Meeting: Cheif Exeutives for Sport (HHSE is now a member)

MARKETING & COMMUNICATIONS

- HHSE Website Views: 11.6K | HHSE Social Media Views: 47.5K
- Release: Clip: "A Sweet Spot for Runners: Thousands Race Through thr Hershey Harrisburg Region this November"
- Release: "Where Holiday Spirit Meets Sweet Competition: Inside the Hershey Christmas Classic"
- Release: Big 26 Date Announcement
- Event Landing Pages: YMCS Troegs Hop Dash, YMCA Marathon, NIRCA

BIG 26 BASEBALL

- Big 26 Website Views: 722 | Big 26 Social Media Views: 249K

EXPLORE HBG

MARKETING CAMPAIGNS

Campaign	What	Where	When	Clicks	Impressions	Views
Fall	Display & Search	HLLY	9.15 - 11.21	29K	1 Million	
Fall	OTT	HLLY	9.15 - 11.21	41.7K	1 Million	
Fall	Meta	HLLY	9.15 - 11.21	11.2K	347K	
Bakeries in Harrisburg	Meta	HLLY		2.9K	85.3K	

WEBSITE

ACTIVE USERS | **55,343**

SESSIONS | **67,718**

VIEWS | **119,771**

VIEWS PER SESSION | **1.7**

AVG. ENGAGEMENT PER SESSION | **0m 34 sec**

CONTENT CREATION | WRITING PROJECTS

New Blogs | Leef Peeping in Harrisburg, Harrisburg Bakeries to Try, Holiday Events, Holiday Gift Guide, Winter Bucket List

ORGANIC SOCIAL MEDIA

ExploreHBG posts (+ organic collabs) highlighting events, locations, trails & experiences, seasonal content, and user generated content.

ORGANIC VIEWS (All platforms) | **220K+**

COLLABORATOR SOCIAL MEDIA

Hosting/contracting regional and/or local creators to cover Partner locations or experiences.

CREATORS HOSTED | **1**

COLLABORATOR POSTS (IG FEED) | **3**

COLLABORATOR VIEWS (IG FEED) | **20K+**

EMAIL COMMUNICATIONS

EXPLORE HBG MONTHLY EMAIL | **3**

AVG. CONSUMER LIST SIZE | **1,101**