

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.

PA Farm Show | January 15-17 -- PA Farm Show Complex & Expo Center -- Attendance: 21,000+

Activation: VHH signage throughout arena and on social media replays.

First Frontier Rodeo Circuit Finals | January 15-17 -- PA Farm Show Complex & Expo Center -- Attendance: 21,000+

Activation: VHH signage throughout arena and on social media replays.

America250PA Perry County Kickoff | January 21 -- Perry County -- Attendance: 30+

Activation: VHH log., event attendance

America250PA Dauphin County Kickoff | January 22 -- Dauphin County Courthouse -- Attendance: 60+

Activation: VHH logo, event attendance

Dauphin County Maple Sugar Festival | March 1 -- Fort Hunter -- Attendance: 1,500+

Activation: VHH Trails & Experiences onsite table.

CREDC B.A.S.H. | March 18 -- National Civil War Museum -- Attendance: 200+

Activation: VHH signage, welcome address.

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
Farm Show Event	Search	Pennsylvania	12.30 - 1.16	112.2K	244.2K	
Great American Outdoor Show Event	Search	US and Canada	1.30 - 2.23	76.8K	130.3K	

WEBSITE

ACTIVE USERS | **280,380**
SESSIONS | **379,342**
VIEWS PER SESSION | **1.42**

ENGAGED SESSIONS | **222,091**
AVG. ENGAGEMENT PER SESSION | **0m 39 sec**
ENGAGEMENT RATE | **58.5.2%**

TOP WEBSITE LANDING PAGES (ORGANIC)

Events | Farm Show
Events | Index
Events | Great American Outdoor Show
Things to Do | Family Fun

TOP REGIONAL MARKETS (ORGANIC AUDIENCE)

Philadelphia
New York
Harrisburg
Pittsburgh

GETAWAY GUIDE

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

COMMUNICATIONS & CONTENT

PUBLIC RELATIONS

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
- PennLive: [More and more restaurants serve Hershey tourists and townies: 'Where the action is'](#)

Education & Conferences

- Destinations International Marketing & Communications Summit | Cleveland, OH

CONTENT CREATION | WRITING PROJECTS

Local Profile Page Copy | (6) >> Ryan Unger (CREDC & Chamber), Amy Zeigler (Hershey Story & Gardens), Michael Yatsko (photographer), Michael Lindgren (Lindgren Craft Brewery), George and Nelson Fernandez (Karma)

ORGANIC SOCIAL MEDIA

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

ORGANIC VIEWS (All platforms) | **906.3K+**

COLLABORATOR SOCIAL MEDIA

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

CREATORS HOSTED | **1**

COLLABORATOR POSTS (IG FEED) | **1**

COLLABORATOR VIEWS (IG FEED) | **8,278**

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 | **1,453**

NEW USERS | **344**

PRIZES EARNED | **36**

TOP CHECK-IN LOCATIONS

Ever Grain, Troegs, YAH Brew, Wild Rabbit, Wolf 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) Fishing | Yellow Breeches
- 3) Biking | Stony Valley Rail Trail
- 4) Kayaking | Swatara Creek

INDEX PAGE VIEWS | **296**

TOTAL PAGE VIEWS | **6,102**

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 | **43**

NEW USERS | **622**

SESSIONS | **728**

APP PAGE VIEWS | **5,086**

TRAILS & EXPERIENCES

A new platform built for various passports. In Q3, the app was used specifically to create a digital version of the AgExplorer Program for the Farm Show.

DOWNLOADS | **354**

NEW USERS | **822**

SALES

M&C, GROUP, INTERNATIONAL MARKETS

TOTAL ROOM NIGHTS BOOKED | **13,995**
ROOM NIGHT LEADS DISTRIBUTED | **17,432**
TRADE SHOWS ATTENDEE | **5**
SITE/FAM TOURS HOSTED | **5**

SALES & MARKETING

- PA Tour Operator Dinner and Reception at ABA (PA Tourism – co-sponsor)
- Launched Discover Destinations PA 8 Night Itinerary.
- Sartha Keystone Crossroads India Newsletter

TRADE EVENTS

- ABA (American Bus Association)
- Brand USA India Travel Week
- IITA (International Inbound Travel Association)
- Sartha - Keystone Crossroads India Agent Webinar Training
- PA Group Tour Spring Sales Mission (Heartland States)
- PHL CVB Global Tourism Update
- Connect North Marketplace
- MPI Middle PA Events (x3)
- PASAE Connections Conference

SITE TOURS & HOSTED EVENTS

Site Tours/FAMS: Christian Tours, Church of the Brethren, Great Lakes USA Rep, US Navy Week, Chesapeake Gateways

PARTNERSHIP

EDUCATION, EVENTS, & PROGRAMMING

Partner Portal Training Event (January 21 | 3211 N. Front St, Chamber Board Room)

New and returning Partners reviewed important portal functions like editing VHH website listings, submitting events, and best practices in maximizing RFP and Service Requests.

Learn Over Lunch Speed Networking (February 26 | AACA America's Transportation Experience)

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 65 Partner prospects

New Partners Added

- Royal Winery
- Penn Harris Hotel
- The Englewood
- Hotel Hanna
- Wolf Bus
- Country Inn and Suites by Radisson
- Unique Chauffeured Services

HERSHEY HARRISBURG SPORTS & EVENTS AUTHORITY

SALES ACTIVITY

TOTAL ROOM NIGHTS BOOKED | **24,310**
ROOM NIGHT LEADS DISTRIBUTED | **74,785**

TRADE SHOWS ATTENDED | **1**
SITE VISITS | **3**

EVENTS HOSTED

- International Pee Wee Cup Hockey Tournament
 - Great American Outdoor Show
 - Super Series Hockey President's Day Showcase
 - Reflections Synchronized Skating Championships
 - MCDA Chocolate Town Cheer & Dance Nationals
 - Spirit Sports Hershey Nationals
 - PIAA Individual Wrestling Championships
 - USBC PA State Youth Scratch Championships
 - Dancers Inc. Harrisburg
 - Special Olympics PA Speed Skating Competition
 - KRVA Lucky Charm Classic
 - PA Junior Wrestling Youth Championships
 - KRVA Champions Cup
 - PIAA Basketball Championships
- TOTAL ECONOMIC IMPACT | **\$79.2 Million**

DEPARTMENT ACTIVITY HIGHLIGHTS

Site Visits

- PA Golden Gloves w/Dauphin County Commissioner George Hartwick

Trade Shows & Industry Meetings

- TEAMS Europe | Birmingham, UK (Networking: Women in Sports Tourism Collective, Panelist: global sports tourism strategies.)
- Meetings: SportsETA Mentoring Committee, SportsETA Small to Mid-Market Destinations
- Meetings: PA Sports Committees - Government Affairs, Tradeshow & Events
- Client Event: HHSE, PA Destinations, Visit Clearwater hosted a Phillies Spring Training event with 15 attendees

MARKETING & COMMUNICATIONS

- HHSE Website Views: 14.8K | HHSE Social Media Views: 20.3K
- Release: "Dual Tournaments Highlight Versatility of One of Pennsylvania's Largest Multipurpose Venues"
- Release: "Ice Sports Bring Big Economic Win to HHR Over President's Day Weekend" (ABC27 + [FOX43](#))
- Release: "The Lasting Impact of Two State Finals in Hershey"
- Release: "World's Largest Multi-Event Ninja Competition Coming to Harrisburg This Summer" (ABC27 + FOX43)
- Event Landing Pages: PA Junior Wrestling, Obstacle Sports Expo, MCDA Chocolate Town Nationals, Americheer, & YMCA Halfity Half

BIG 26 BASEBALL

- Big 26 Website Views: 3,028 | Big 26 Social Media Views: 292.6K
- Big 26 Team Maryland Tryouts (1st session)

EXPLORE HBG

MARKETING CAMPAIGNS

Campaign	What	Where	When	Clicks	Impressions	Views
Winter	Display & Search	HLLY	12.12 - 2.21	30.1K	1.7 Million	
Winter	OTT	HLLY	12.12. - 2.21	7.2K	1.4 Million	
Winter	Meta	HLLY	12.12 - 2.21	19.4K	1.1 Million	
Bakeries in Harrisburg	Meta	HLLY		2.9K	85.3K	

WEBSITE

ACTIVE USERS | **62,553**

SESSIONS | **78,384**

VIEWS | **132,164**

VIEWS PER SESSION | **1.69**

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

CONTENT CREATION | WRITING PROJECTS

New Blogs | Black History Month, Valentine's Date Night Ideas, St. Patrick's Day Parade, Guide to Bike Trails

ORGANIC SOCIAL MEDIA

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

ORGANIC VIEWS (All platforms) | **802K+**

EMAIL COMMUNICATIONS

EXPLORE HBG MONTHLY EMAIL | **3**

AVG. CONSUMER LIST SIZE | **1,137**