Visit HERSHEY & HARRISBURG FY25-26 | Q4 Update

APRIL 1 - JUNE 30, 2026

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.

Brew & Views | April 11 -- Duncannon/Appalachian Trail
Activation: VHH Trails & Experiences sponsorship

PA Flavor | April 25 -- PA Farm Show Complex & Expo Center
Activation: VHH, Brew Barons on site.

Farm City Days | May 6-7 -- PA Farm Show Complex & Expo Center

City of Harrisburg ArtsFest | May 23-25 -- Riverfront Park
Activation: VHH & ExploreHBG sponsorships

PRLA Taste of the State Reception | June 1 -- PA State Capitol
Activation: VHH sponsorship, featuring signage and an appearance by the Brew Baron

Proudly PA | June 13 -- Fort Hunter
Activation: VHH onsite sponsorship.

Shakespeare in the Park | June -- Reservoir Park
Activation: ExploreHBG sponsorship

HHSE Events | May 6-7 -- PA Farm Show Complex & Expo Center
See HHSE section for a list of events hosted

Visit HERSHEY & HARRISBURG FY25-26 | Q4 Update

APRIL 1 - JUNE 30, 2026

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
Spring Campaign	Meta	PHL, NY, DC, BALT, WB-S	5.4 - 6.30	169.2K	9.5 Million
Spring Campaign	OOH	PHL, NY, DC, BALT, WB-S	5.4 - 6.30	NA	74.5 Million
Spring Campaign	Streaming TV	PHL, NY, DC, BALT	5.25 - 6.30	NA	5.9 Million
Spring Campaign	Linear TV	Phillies, Orioles, WNEP News	5.25 - 6.30	NA	3.1 Million
FIFA Initiative	OOH	PHL	6.1 - 6.30	NA	24.2 Million

WEBSITE

ACTIVE USERS | **292,783**
SESSIONS | **340,245**
VIEWS PER SESSION | **1.3**

ENGAGED SESSIONS | **123,487**
AVG. ENGAGEMENT PER SESSION | **0m 21 sec**
ENGAGEMENT RATE | **36.3%**

TOP WEBSITE LANDING PAGES (ORGANIC)

Events | Air Dot Show
Events | Index
Things to Do | Family Fun | City Island
Home Page

TOP REGIONAL MARKETS (ORGANIC AUDIENCE)

Philadelphia
New York
Baltimore
Washington D.C.
Harrisburg

GETAWAY GUIDE

TRAVEL GUIDES DISTRIBUTED | **2,781**
TOP 5 STATES | **PA, NY, NJ, OH, MD, VA**

Visit HERSHEY & HARRISBURG FY25-26 | Q4 Update

APRIL 1 - JUNE 30, 2026

COMMUNICATIONS & CONTENT

PUBLIC RELATIONS

Earned Media

- Harrisburg Arts District Summer Relaunch: VHH hosted a press event at the Art Association of Harrisburg to announce the expansion ofthe Harrisburg Arts District and new audio tours.

  >> Clip Report

- Good Morning Washington: VHH joined neighhbors in Cumberland, York, and Lancaster counties to host Good Morning Washington for a region spring/summer road trip series.

  >> Clip Report

Education & Conferences

- Social Media Collective | Philadelphia (networking and education sessions)

CONTENT CREATION | WRITING PROJECTS

Content Pages | Nightlife in HBG, Boneshire Brew Works, Air DOT Show & Mecum Event pages, Mother's Day & Father's Day blogs

ORGANIC SOCIAL MEDIA

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

ORGANIC VIEWS (All platforms) | **729.7K+**

EMAIL COMMUNICATIONS

CONSUMER EMAILS | **2** PARTNERSHIP EMAILS | **10**
AVG. CONSUMER LIST SIZE | **28,365**

COLLABORATOR SOCIAL MEDIA

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

CREATORS HOSTED | **3**
COLLABORATOR POSTS (IG FEED) | **2**
COLLABORATOR VIEWS (IG FEED) | **29.3K+**

The Hungie Couple: Highlighting Trails & Experiences App

Tiffany Oden & Tory Mather: Highlighting outdoor adventure (content will post Q1 26-27)

Visit HERSHEY & HARRISBURG FY25-26 | Q4 Update

APRIL 1 - JUNE 30, 2026

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 | **1,109**
NEW USERS | **242**
PRIZES EARNED | **24**

TOP CHECK-IN LOCATIONS

Troegs, Ever Grain, Rubber Soul, Boneshire Brew Works, 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

TOTAL PAGE VIEWS | **12,434**

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 | **154**
USERS | **712**
SESSIONS | **757**
APP PAGE VIEWS | **8,472**

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. In Q4, we launched interactice passports for the Sweet Treat Trail and Outdoor Adventure.

DOWNLOADS | **253**
USERS | **767**
SESSIONS | **945**
PRIZES CLAIMED | **13**

Visit HERSHEY & HARRISBURG FY25-26 | Q4 Update

APRIL 1 - JUNE 30, 2026

SALES

M&C, GROUP, INTERNATIONAL MARKETS

TOTAL ROOM NIGHTS BOOKED | **23,428**
ROOM NIGHT LEADS DISTRIBUTED | **29,750**
TRADE SHOWS ATTENDE | **4**
SITE/FAM TOURS HOSTED | **6**

SALES & MARKETING

- Chocolate activation with HCW at IPW registration including nearly 1000 uploads from the photo booth and social media.
- PA Reception at IPW (300 international buyers and media)
- PA Press Breakfast at IPW
- Coverage in Mid Atlantic Events Magazine May/June Issue
  - 2-Page Ad – pages 72-73
  - Editorial – pages 70-74
- Hershey, Gettysburg and Lancaster offer a 48-hour detour from Philadelphia | t2ONLINE (PR in India)

TRADE EVENTS

- PA Domestic Sales Mission
- PA RTO Event
- IPW
- Connect Spring Marketplace – Corporate
- DC Meeting Planner Luncheon
- Meeting Planners International
  - Middle PA (April Education & Networking Event, Board Retreat, Annual Awards Celebration
  - Potomac Chapter (May Education & Networking Event)
- PASAE May Professional Development
- CSPI AI Academy

SITE TOURS & HOSTED EVENTS

Site Tours/FAMS: Patriot Tours

PARTNERSHIP

EDUCATION, EVENTS, & PROGRAMMING

Expert Panel - What's Driving Business Now in the Meetings, Tour, and Sports Events Markets
(May 28 | 3Hilton Harrisburg)
A panel discussion to talk about trends and best practices across the meetings, tour, and sports events markets.
Speakers Included:
Jennifer Grassel, PIAA Senior Director of Member School Services & Sport
Sharon West, President, Brunswick Tours, Inc.
Jamie Byrnes, Senior Event Planning Analyst with Highmark Health
and best practices in maximizing RFP and Service Requests.

CSPI Sales Academy - Summer Sales Summt featuring practical ways to leverage the power of AI
(June 15-17 | Online)
"AI super user" Susan Frew shared ways to integrate technology into daily operations. Susan introduced ways that AI can drive efficiency, encouraged attendees to embrace change in a rapidly evolving AI environment, and offered real-world applications that empower teams to lead with confidence.inside look into Marketing & Communications tips, trends, A.I., and best practices for 41 attendees.

PARTNER RENEWALS, PROSPECTS & ADDITIONS

Prospects

- Made 185 Partner visits and prospect contacts

New Partners Added

- Patchwork Pumpkin Farm
- Microtel Hotel
- Urban Churn
- Hershey Region AACA
- The Residence Inn
- Mt Gretna Summer Concerts
- Mercato Mio Restaurant
- Rubber Soul Taproom
- Cahoots Taproom and Arcade
- PJ Whelihan's

FY25-26 | Q4 Update

APRIL 1 - JUNE 30, 2026

HERSHEY HARRISBURG SPORTS & EVENTS AUTHORITY

SALES ACTIVITY

TOTAL ROOM NIGHTS BOOKED | **50,375**
ROOM NIGHT LEADS DISTRIBUTED | **52,710**

TRADE SHOWS ATTENDED | **4** SITE VISITS | **1**

EVENTS HOSTED

- Defender Hockey Keystone Summer Showdown
- Future Stars Baseball Events (5)
- Perfect Game Baseball Events (5)
- Defender Hockey Girls Chocolate Meltdown
- Big 22 Girls Soccer All-Star Game
- Hershey Soccer Summer Classic
- THINKLAX Summer Genesis & Origins
- Starpower National Talent Competition
- 25th Annual US Junior Nationals Girls Basketball Hershey Showcase
- Imagine National Dance Challenge Nationals
- Ultimate Club Duals Freestyle Nationals
- National Club Baseball Association Chesapeake Regional Playoffs
- PIAA Boys Singles/Doubles/Team Tennis State Championships
- Hershey Soccer Club Memorial Day Challenge
- Air Dot Show Central PA
- Sikumi Figure Skating Club 2026 Invitational
- Dance Machine Regional Championship
- YMCA Halfity Half Marathon
- Americheer Hershey Nationals

TOTAL ECONOMIC IMPACT | **$42.4 Million**

DEPARTMENT ACTIVITY HIGHLIGHTS

Trade Shows & Industry Meetings

- Sports ETA Symposium (Appointments, Education, PA Sporst hosted Rigts Holders Luncheon with 200+ rights holders)
- Sports ETA CE Summit
- Sales Mission: PA Sports Olympic Sales Mission to Colorado Springs
- Meeting: SportsETA Executive Committee
- Meeting: PA Sports Spring Meeting

-- more --

HERSHEY HARRISBURG SPORTS & EVENTS AUTHORITY (CONTINUED)

MARKETING & COMMUNICATIONS

Earned Media

- 2026 Air Dot Show -- The event returned to Harrisburg International Airport for a second year with the US Navy Blue Angels as headliners.

>> Clip Report

- HHSE Website Views: 9K | HHSE Social Media Views: 112K
- Release: "Hershey Harrisburg Region Helps Power Pennsylvania's Rise as a National Sports Tourism Leader"
- Release: "Memorial Day Weekend Events Showcase Hershey Harrisburg's Strength as a Premier Event Destination"
- Release: "Think You're a Ninja? Prove It at the World's Largest Multi-Event Ninja Competition in Harrisburg this July"
- Landing Pages Created: Berry Mountain Brawl, Star Dance Alliance (x2)

BIG 26 BASEBALL

- Big 26 Website Views: 8.9K | Big 26 Social Media Views: 484.2K
- Big 26 Team Maryland Tryouts (2nd Session)
- Big 26 Team Pennsylvania Tryouts (1 of 1)
- Release: Big 26 Tryouts (x2)
- Release: Big 26 Roster Announcements (x2)
- Clip Report

FY25-26 | Q4 Update

APRIL 1 - JUNE 30, 2026

EXPLORE HBG

MARKETING CAMPAIGNS

Campaign	What	Where	When	Clicks	Impressions
Spring	Display & Search	HLLY	4.3 - 6.25	36.3K	1.3 Million
Spring	OTT	HLLY	4.3 - 6.25	10.3K	1.1 Million
Spring	Meta	HLLY	4.3 - 6.25	16.1K	332K
Events	Meta	HLLY	End 6.23	12.7K	850K
Restaurants	Meta	HLLY	End 6.23	4K	247K
Arts & Culture	Meta	HLLY	End 6.23	1K	332K

WEBSITE

ACTIVE USERS | **85,480**
SESSIONS | **110,657**
VIEWS | **183,679**
VIEWS PER SESSION | **1.66**
AVG. ENGAGEMENT PER SESSION | **0m 36 sec**

CONTENT CREATION | WRITING PROJECTS

New Blogs | Spring & Summer Festivals, Mother's Day, Budget Friendly Experiences, Outdoor Movie Nights, World's Largest Ninja Obstacles, Summer Camps & Classes

ORGANIC SOCIAL MEDIA

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

ORGANIC VIEWS (All platforms) | **879K+**

EMAIL COMMUNICATIONS

EXPLORE HBG MONTHLY EMAIL | **3**
AVG. CONSUMER LIST SIZE | **1,239**