



# FY22-23 | Q1 UPDATE

JULY 1 - SEPTEMBER 30, 2022

## INTRODUCTION & DEPARTMENT UPDATES

### INTRODUCTION

We enter FY 22-23 with all signs pointing to a year where tourism's positive impact on Dauphin County's economy reaches (or SURPASSES) 2019 levels. VHH will follow a Business Plan designed to maximize destination marketing efforts across all departments by leveraging insights gained through careful research, Partner feedback, industry trends, analytics, and real-time adjustments to visitor needs and expectations.

View the full VHH FY 22-23 Business Plan any time. [Business Plan PDF](#)





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## MARKETING

### CAMPAIGNS

#### Adventure Trail

What: Programmatic Display & Video  
Where: HLLY (HBG, Lanc, Leb, York)  
When: July 6 - August 17  
Clicks: 3,937  
Impressions: 3.47 Million

What: Google Ads Display  
Where: HLLY  
When: July 6 - August 17  
Clicks: 8,914  
Impressions: 1.56 Million

What: Social Video  
Where: HLLY  
When: July 6 - August 17  
Clicks: 5,842  
Impressions: 489K

#### Fall Campaign

What: Programmatic Display  
Where: PHL, DC, BAL, PIT  
When: September 6 - October 16  
Clicks: 8,186  
Impressions: 8.9 Million

What: Google Ads Display  
Where: PHL, DC, BAL, PIT  
When: September 6 - October 16  
Clicks: 21,407  
Impressions: 1.8 million

### WEBSITE & CONTENT DEVELOPMENT

#### Photo & Video Shoots (10) at the following locations:

Chocolate World (Latino Tourism)  
City Island (Latino Tourism)  
Dauphin County CulturalFest  
The Millworks  
Harrisburg Senators

Hidden Still Spirits  
Stumpy's Hatchet House  
Cassel Vineyard  
Lake Tobias  
Hersheypark

#### TOP FIVE WEBSITE LANDING PAGES

America's Largest RV Show  
Events  
Homepage/Index  
Things To Do - Family Fun  
Things To Do

WEBSITE SESSIONS | **204,522**  
WEBSITE USERS | **167,915**

### TRAVEL GUIDE

TRAVEL GUIDES DISTRIBUTED | **6,403**

### CONSUMER EMAILS

AVERAGE LIST SIZE | **20,540**



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## COMMUNICATIONS & CONTENT

### PUBLIC RELATIONS

(RELEASE) -- Latino Tourism Initiative: A new collaborative outreach program designed to inspire Latino travelers to choose Dauphin County as their next getaway destination.

(OP-ED) -- Hispanic Heritage Month - Celebrating Latino Tourism in PA: VHH supported efforts to publish an Op-Ed highlighting the impact of Latino buying power and the importance of diversity, equity, and inclusion in tourism initiatives.

Media Exposure - Let's Visit PA w/ Sandy Fenton: Featuring Mary Smith (VHH), Quinn Bryner (Hershey Entertainment & Resorts), Michelle McKeown (Dauphin County Parks & Rec).

Media Exposure - Latino Tourism Initiative: More than 14 media clips from print & online sources generated positive coverage of the newest program in the VHH Trails & Experiences & Cultural Guide initiative.

Total Local TV Audience: 85,163 (Earned Media Impact = \$14,264)

Total Online News Audience: 261,536 (Earned Media Impact = \$11,279)

#### Meetings & Trade Shows

- Attended VisitPA Media Days in Brooklyn NY - DMO & travel writer connections
- Attended Content Marketing World in Cleveland, OH - Content best practices, inspiration, trends

### TRAVEL GUIDE

Developed copy for the 2023 Visit Hershey & Harrisburg Getaway Guide.

### CONTENT CREATION & UPDATES

Q1 CONTENT REVIEW | 10+ blogs and/or content pages updated | Fall seasonal changeover

#### COPY DEVELOPMENT (NEW WEBSITE PAGES OR SECTIONS)

The Latino Tourism Initiative (Leisure)

### ORGANIC SOCIAL MEDIA

Highlighting events, locations, trails & experiences, seasonal content, and user generated content.

ORGANIC REACH | **122K+**

### EMAIL COMMUNICATIONS

PARTNERSHIP EMAILS | **13**

CONSUMER EMAILS | **1 (Fall 22)**

## 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 30+ local craft brewery or tasting room locations. Guests win prizes as they reach mobile check-in milestones.

CHECK-INS | **1,789**

NEW USERS | **412**

PRIZES EARNED | **115**

##### TOP 3 CHECK-IN LOCATIONS

- 1) Wolf Brewing Co.
- 2) Ever Grain
- 3) Grateful Goat

#### 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 | **37,878**

##### TOP CATEGORIES >> TOP PAGES

- 1) Hiking >> Hawk Rock
- 2) Kayaking >> Swatara Creek Boathouse Run
- 3) Biking >> Stony Valley Rail Trail

#### MURALS & MORE - A WALK OF ART

An audio mobile passport featuring two suggested routes through Harrisburg to experience murals, art, and architecture. Guests earn an art-themed prize by accumulating check-ins.

SIGN UPS | **95**

CHECK-INS | **230**

PRIZES EARNED | **9**

##### TOP CHECK-IN LOCATIONS

- 1) Wonder
- 2) Mothra / Bioforms / Peace / Brick Art Deco

#### CHOCOLATE & MORE SWEET TREAT TRAIL

A mobile experience offering guests the opportunity to check in with a digital PIN after making a qualified purchase at a participating sweet spot.

SIGN UPS | **91**

PRIZES EARNED | **4**

##### TOP 3 CHECK-IN LOCATIONS

- 1) Strite's Orchards
- 2) Desserts Etc.
- 3) Little Essie Mae's

### CULTURAL GUIDES

**Latino Tourism Initiative:** Launched September 2022 - A pilot marketing collaboration with Harrisburg-based Latino Connection leaning on experiential marketing at fairs, festivals, and community events in target markets in an effort to reach the Latino traveler. The initiative includes updated marketing materials, fresh website copy, and an expanded photo & video library.

## SALES

### M&C, GROUP, INTERNATIONAL MARKETS

TOTAL ROOM NIGHTS BOOKED | **9,005**  
ROOM NIGHT LEADS DISTRIBUTED | **25,953**  
TRADE SHOWS ATTENDED | **6**  
SITE VISITS/FAM TOURS HOSTED | **2**

### TRADE SHOWS ATTENDED

- PCMA Chapter Retreat (Philadelphia area)
- Connect Association (Detroit)
- Connect Florida (Orlando)
- Connect Travel (Detroit)
- SYTA (DC)
- RTO South (Orlando)

## HIGHLIGHTS

### Collaborative

- Launched Keystone Crossroads regional sales & marketing initiative with Visit Gettysburg & Discover Lancaster

### Sales Marketing

- Potomac MPI E-newsletter
- Promotional video for Career Connections
- Competitive Market Ad on Philadelphia CVB page (Cvent) running July 1 – October 31

## FORECASTS & TRENDS

### Domestic Group Tour Market Trends

- With consumers continuing to buckle down in the economic downturn, growth is expected at a moderate pace.
- Although energy prices have fallen 25% since June, diesel remains stubbornly high, impacting the cost of motorcoach trips.

### Business Travel Forecasts & Trends

- Meeting compression from the pandemic is leading to low availability, high rates, and venues being very selective in the business they chose. Heavy seller market.
- When looking for a meeting destination/venue, planners are looking for subjects based around sustainability, diversity, equity, and inclusivity and new product in the destination.
- Business travel has remained fairly resilient as pent-up demand and rescheduling of postponed events continues to drive business.

### International Forecast & Trends

- Visitor Visa wait times continue to worsen hindering a full recovery of international travel to the U.S. (India, a key market for the Hershey & Harrisburg Region) faces an average wait time of 615 days.
- The recovery of international travel has been stalled with overseas arrivals remaining 35% below the same time in 2019.



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## HERSHEY HARRISBURG SPORTS & EVENTS AUTHORITY

### SALES ACTIVITY

TOTAL ROOM NIGHTS BOOKED | **19,822**  
ROOM NIGHT LEADS DISTRIBUTED | **26,900**  
TRADE SHOWS ATTENDED | **2**

SITE VISITS | **3**

### EVENTS UNDER CONSIDERATION

EVENTS | **4**  
EXPECTED ECONOMIC IMPACT | **\$17 Million**

### EVENTS HOSTED

- Big 26 Baseball Classic
- Hogan's Hershey LAX
- MECUM Auctions
- Firecracker Baseball Sweet Spot Showcase
- Harrisburg Half Marathon

TOTAL ECONOMIC IMPACT | **\$ 13.4 Million**

### MARKETING, PR & EVENT SUPPORT

- Digital Advertorial: Destination Spotlight - July 20, 2022 SDM Blitz e-newsletter
- Clip: ABC27 ( [Mecum Auctions Economic Impact](#) )
- Clip: Big 26 Baseball Classic - FOX43 ( Game Recap )
- Clip: Big 26 Baseball Classic - Multiple digital/print news clips featuring game recaps and player-focused articles.
- Big 26 Organic Social Media: Twitter Impressions **442K**, Facebook Reach **45K** , Instagram Reach **47K**.

### INDUSTRY NOTES

- Hosted the 2022 Big 26 Baseball Classic (HHSE-owned event) with record number of tryouts, special needs athlete Buddy Program participation, and college coaches/MLB scouts in attendance.
- Attended Sports Relationship Conference Esports Travel Summit, featuring best ratio of NGBs/event organizers to sports destination organizations in the industry.
- Hosted MECUM Auction Block Party for VHH/HHSE Partners at PA Farm Show Complex & Expo Center.
- Met with PIAA and HE&R officials regarding future state high school championships in our market.
- Attended PRLA State Tourism Coalition meeting.
- Attended PA Sports Summer Meeting.