

## INTRODUCTION & DEPARTMENT UPDATES

### INTRODUCTION

Our team worked throughout Q2 to develop the 2023 Visit Hershey Harrisburg Getaway Guide. The guide is designed to inspire travel to Dauphin County in any season to take advantage of our world-class attractions, delicious menus, convenient accommodations, outdoor spaces, interactive trails & mobile passports, diversity in arts & culture, and special events. Guests can request a free copy and view the guide online.

[2023 Visit Hershey & Harrisburg Getaway Guide](#)





# FY22-23 | Q2 UPDATE

OCTOBER 1 - DECEMBER 31, 2022

## MARKETING

### CAMPAIGNS

#### Fall Outer Markets

What: Google Ads  
Where: Baltimore, Philly, DC, Pittsburgh  
When: September 19 - October 31  
Clicks: 38,197  
Impressions: 3.2 Million

What: Programmatic  
Where: Baltimore, Philly, DC, Pittsburgh  
When: September 19 - October 16  
Clicks: 17,291  
Impressions: 20.4 Million

What: Billboard & Transit  
Where: Philly, DC/Northern VA  
When: September 18 - October 30  
Impressions: 8.7 Million (Philly Billboards)  
Impressions: 8.4 Million (DC/Northern VA Transit - Metro)  
Impressions: 6.9 Million (Philly Transit - Rail)

#### Harvest & Hops (Brew Barons Fall Promo)

What: Google Ads  
Where: HLLY (Harrisburg, Lancaster, Lebanon, York)  
When: October 7 - November 27  
Clicks: 32,259  
Impressions: 4.4 Million

#### VHH Gift Guide

What: Billboard  
Where: Harrisburg & Lancaster  
When: November 21 - December 25  
Impressions: 8.1 Million

### WEBSITE & CONTENT DEVELOPMENT

#### Photo & Video Shoots at the following locations:

Fall Aerial (Various Locations)  
Hershey Gardens (Pumpkin Palooza)

#### TOP FIVE WEBSITE LANDING PAGES

Events  
Homepage  
Hersheypark  
Events - Hersheypark Christmas Candy Lane  
Seasons - Fall

WEBSITE SESSIONS | **204,374**  
WEBSITE USERS | **160,912**

### GETAWAY GUIDE

TRAVEL GUIDES DISTRIBUTED | **1,232**

### CONSUMER EMAILS

AVERAGE LIST SIZE | **21,004**



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## COMMUNICATIONS & CONTENT

### PUBLIC RELATIONS

(RELEASE) -- [Harvest & Hops](#): VHH launches its 2nd seasonal promotional tour on the Brew Barons Craft Beer Trail.

#### Media Exposure

- Earned Media - Fox 43 TV: Brew Barons Harvest & Hops Live Hits AM News
- Earned Media - Fox 43 TV: Brew Barons Harvest & Hops [Digital Story](#)
- Paid Media Content - Susquehanna Style Magazine: Brew Barons Harvest & Hops Full Page Print Placement
- Added Value Media Content - Susquehanna Style Magazine Digital Listing: [6 Spots for Fall Sippin'](#)

#### Travel Media Hosted

- Constance Jones | Fodor's Philadelphia Travel Guide - Facilitated visits to various Hershey locations to update the Hershey section of the guide.
- Paulette Isoldi | Bus Tours Magazine - Facilitated visits to various group-friendly locations for a story themed around places to visit along Interstate 81.

#### Meetings & Trade Shows

- Attended MATPRA (Mid-Atlantic Public Relations Alliance) in State College - DMO & travel writer connections
- Attended Travel Unity Summit Northeast in Auburn, NY - Diversity, Equity, & Inclusion conference

### TRAVEL GUIDE

Edits and final reviews for the 2023 Visit Hershey & Harrisburg Getaway Guide.

### CONTENT CREATION & UPDATES

Q2 CONTENT REVIEW | 10+ content pages updated | Prep winter seasonal changeover

### ORGANIC SOCIAL MEDIA

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

ORGANIC IMPRESSIONS | **177K+**

### EMAIL COMMUNICATIONS

PARTNERSHIP EMAILS | **12**

CONSUMER EMAILS | **2**

## 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 | **1,601**  
NEW USERS | **626**  
PRIZES EARNED | **122**  
TOP CHECK-IN LOCATIONS

- 1) Ever Grain
- 2) Mellow Mink
- 3) Englewood/Rubber Soul/Lovedraft's/Pizza Boy

#### HARVEST & HOPS

Brew Barons Bonus Tour: Special edition seasonal passport offering an exclusive prize to re-engage current users and encourage new sign-ups.

CHECK-INS | **2,668**  
NEW USERS | **892**  
PRIZES EARNED | **157**  
TOP CHECK-IN LOCATIONS

- 1) Ever Grain
- 2) Troegs
- 3) Mellow Mink

#### 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 | **32**  
CHECK-INS | **14**  
PRIZES EARNED | **3**  
TOP CHECK-IN LOCATIONS

- 1) Harrisburg
- 2) Brick Art Deco/PA Capitol

#### 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 | **63**  
CHECK-INS | **104**  
PRIZES EARNED | **12**  
TOP CHECK-IN LOCATIONS

- 1) Duck Donuts
- 2) Desserts Etc.
- 3) Au bon Lieu

#### 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.

WEB PAGE VIEWS | **5,979**

#### TOP CATEGORIES >> TOP PAGES

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

## SALES

### M&C, GROUP, INTERNATIONAL MARKETS

TOTAL ROOM NIGHTS BOOKED | **2,339**  
ROOM NIGHT LEADS DISTRIBUTED | **26,014**  
TRADE SHOWS ATTENDED | **6**  
SITE VISITS/FAM TOURS HOSTED | **4**

### TRADE SHOWS ATTENDED

- PMPI Middle PA Overnight Retreat
- Connect DC
- Accent East with Keystone Crossroads
- NTA
- Small Meetings Market
- Destination Northeast

## HIGHLIGHTS

### Meetings & Events

- Hosted holiday Mingle & Jingle event for 25 planners and 14 partner attendees (Location: King Mansion)

### Sales Marketing

- Potomac MPI E-newsletter
- National Chocolate Day: Mailed Hershey's chocolate bars to select cliets and prospects
- 4-page insert with Keystone Crossroads in Leisure Group Magazine

## FORECASTS & TRENDS

### Domestic Group Tour Market Trends

- Tour operations and most motorcoach operations are predicted to return to 2019 levels in 2023.
- Economic anxiety and the desire to tighten the purse strings continues to inhibit maximum growth.

### Business Travel Forecasts & Trends

- Domestic business travel, while slightly downgraded for 2023, remains on track for a full volume recovery in 2024. Inflation-adjusted spending, however, is not expected to recover within the range of the forecast due to cost containment efforts among many companies.
- Virtual and hybrid meetings will increase in the next three years.
- Booking windows continue to be shortened relative to pre-pandemic times with most booking 6-12 months in advance.

### International Forecast & Trends

- Lengthy Visa wait times, a global economic slowdown, a strong dollar, and reduced airline capacity and travel restrictions in Asian markets continue to hinder a full recovery of international travel to the U.S.
- Forecasts for both visitations and spending has been downgraded, but the timeline for a full recovery in visitations remains 2025.



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### PARTNERSHIP

#### HIGHLIGHTS

- Conducted in-person meetings with a variety of VHH Partners & Partner Prospects for introductions and discussions about ways we can work together in 2023.
- Facilitated 2023 Partnership Renewal Process including program adjustments, outreach to current Partners and prospects, and invoicing.
- Developed framework for a 2023 Partnership Events Calendar.

#### EDUCATION & EVENTS

##### **Annual Partnership Meeting**

- Venue: Hershey Country Club
- VHH Board Chair Lisa Stokes and VHH President & CEO Mary Smith reviewed highlights of the VHH [FY 21-22 Annual Report](#).
- Keynote Speaker Norman Bristol Colon, Chief Diversity Officer of the PA Department of Community and Economic Development, offered an extensive Diversity, Equity, & Inclusion presentation.

##### **Sales & HHSE Meeting & Networking**

- Venue: VHH/Harrisburg Chamber Offices
- VHH Sales & HHSE staff updated Partners on business outreach efforts, trade show attendance, etc.

##### **VHH Savings Pass Webinar**

- Venue: Online
- VHH Partnership & Experience Development led an overview of a proposed VHH Savings Pass Program.



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## HERSHEY HARRISBURG SPORTS & EVENTS AUTHORITY

### SALES ACTIVITY

TOTAL ROOM NIGHTS BOOKED | **28,291**  
ROOM NIGHT LEADS DISTRIBUTED | **30,287**  
TRADE SHOWS ATTENDED | **2**

SITE VISITS | **4**

### EVENTS HOSTED

- PA National Horse Show
- PIAA Girls Tennis Championships
- PIAA Cross Country Championships
- OneHockey Hershey Tournament
- KRVA Rust Bucket Tournament

TOTAL ECONOMIC IMPACT | **\$ 13.9 Million**

### EVENTS UNDER CONSIDERATION

EVENTS | **6**  
EXPECTED ECONOMIC IMPACT | **\$14 Million**

### MARKETING, PR & EVENT SUPPORT

- Sports Events Magazine December '22 Issue: 1/2 Page Ad, 1/2 Page Advertorial
- SportsEvents Magazine December '22 Issue: Sports Planner Profile Listing

### INDUSTRY NOTES

- Attended TEAMS 2022 Conference, the largest annual sports travel/tourism show (In partnership with PA Sports, we conducted 60 appointments with qualified sports events rights holders.)
- Attended SportsETA 4S Summit
- Met with Lebanon Valley College Athletics staff and toured LVC facilities
- Advanced conversations with City of Harrisburg regarding Harrisburg's MEI score
- Met with PA DCED to establish guidelines for State Sports Marketing Fund
- Attended PA Sports Fall Meeting
- Attended VHH Annual Meeting
- Participated in VHH Partnership sales meeting