



FY22-23 | Q3 UPDATE

JANUARY 1 - MARCH 31, 2023

DEPARTMENT UPDATES

IN THIS REPORT

Q3 is a unique stop on the calendar for our team! On one hand, the journey to realizing our Fiscal Year 22-23 goals is nearly complete. On the other, we are celebrating the very beginning of a 2023 calendar year and a fresh look at the upcoming travel season. Q3 at once brings the 22-23 fiscal plan into focus while also laying the groundwork for a strong 2023.

The following FY 22-23 Q3 (January 1 - March 31) report includes highlights from:

- Marketing
- Communications & Content
- Experience Development
- Sales
- Partnership
- Hershey Harrisburg Sports & Events Authority

COMMUNITY ENGAGEMENT

SPONSORSHIPS & EVENT APPEARANCES

Event: Great American Outdoor Show

When: February

Attendance: 170,000+

Engagement: VHH sponsorship

Event: Harrisburg Ice & Fire Festival

When: March 4

Attendance: 10,000+

Engagement: VHH sponsorship

Event: Maple Sugar Festival

When: March 5

Attendance: 1,500

Engagement: VHH Sponsorship (VHH Staff onsite to promote the Hershey Harrisburg Chocolate & More Sweet Treat Trail and other other Trails & Experiences.



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MARKETING

CAMPAIGNS

Leprechauns & Lagers

What: Google Display Ads
Where: HLLY (Harrisburg, Lancaster, Lebanon, York)
When: February 16 - March 27
Clicks: 72,400
Impressions: 12.7 Million

What: Out of Home (Interstate Billboards)
Where: HLLY (Harrisburg, Lancaster, Lebanon, York)
When: February 16 - March 27
Impressions: 6 Million

Visit PA Enewsletter

What: March Dedicated Send
List Size: 160,746
Clicks: 2,617

Great American Outdoor Show

What: Google Search
Where: All locations (no search restrictions)
When: January 16 - February 11
Clicks: 62,956
Impressions: 162K

Edible New Jersey (Print Publication)

What: Full Page Ad
Subject: Brew Barons/Trails & Experiences
Where: New Jersey (+digital reach)
When: March 2023
Readership: 35,000

PA Farm Show Event Guide

What: Full Page Ad
When: January 2023
Distribution: Free to all attendees

WEBSITE & CONTENT DEVELOPMENT

User Generated Content

Added 30+ User Generated Content (UGC) galleries to various content pages. These galleries allow us to highlight photos and videos shared to VHH by visitors to our region.

TOP WEBSITE LANDING PAGES (ORGANIC)

- Events
- Events - Great American Outdoor Show
- Hersheypark
- Homepage
- Events - PA Farm Show

TOP REGIONAL MARKETS (ORGANIC AUDIENCE)

- Philadelphia
- New York City
- Harrisburg/Lanc/Leb/York
- Washington, DC
- Boston

WEBSITE SESSIONS | **276,860**

WEBSITE USERS | **208,240**

GETAWAY GUIDE

TRAVEL GUIDES DISTRIBUTED | **9,694**

TOP 5 STATES | PA, NY, OH, NJ, MD



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COMMUNICATIONS & CONTENT

PUBLIC RELATIONS

(RELEASE) -- Leprechauns & Lagers: VHH launches a seasonal bonus tour on the Brew Barons Craft Beer Trail.

Media Exposure

- Earned Media - Fox 43 TV: Brew Barons Leprechauns & Lagers Hits AM News
- Earned Media - Fox 43 TV: Brew Barons Leprechauns & Lagers Digital Story
- Earned Media - ABC 27 TV: Black History Month Spotlight featuring The Black Travel Experience
- Added Value Media Content - Edible Jersey Destination Guide

Meetings & Presentations

- Delivered an Economic Impact and Overall Tourism presentation (w/Experience Development) to Leadership Harrisburg's Executive Leadership Program attendees
- Attended Dauphin County State of the County Address

PAID SOCIAL MEDIA

Promoting various seasonally-appropriate content pieces and/or Trails & Experiences.

Content: Leprechauns & Lagers
Where: HLLY (Harrisburg, Lancaster, Lebanon, York)
When: February 19 - March 26
Link Clicks: 5,877

PAID IMPRESSIONS | **942K+**

ORGANIC SOCIAL MEDIA

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

ORGANIC IMPRESSIONS | **193K+**

CONTENT CREATION & UPDATES

Q3 CONTENT REVIEW | 10+ content pages updated | Prep spring seasonal changeover

EMAIL COMMUNICATIONS

CONSUMER EMAILS | **6**
AVERAGE LIST SIZE | **21,683**
PARTNER MENTIONS | **18**

PARTNERSHIP EMAILS | **9**

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 | **3,834**
NEW USERS | **829**
PRIZES EARNED | **478**
TOP CHECK-IN LOCATIONS

- 1) Troegs
- 2) Iron Hill
- 3) Rubber Soul/Ever Grain

LEPRECHAUNS & LAGERS

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

CHECK-INS | **5,862**
NEW USERS | **1,510**
PRIZES EARNED | **522**
TOP CHECK-IN LOCATIONS

- 1) Ever Grain
- 2) Troegs
- 3) Rubber Soul

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 | **37**
CHECK-INS | **125**
PRIZES EARNED | **3**
TOP CHECK-IN LOCATIONS

- 1) Harrisburg
- 2) Mothra
- 3) Three-Eyed Doe

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 | **128**
CHECK-INS | **99**
PRIZES EARNED | **12**
TOP CHECK-IN LOCATIONS

- 1) Duck Donuts
- 2) Chocolate World
- 3) Desserts Etc.

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 | **2,933**

TOP CATEGORIES >> TOP PAGES

- 1) Hiking >> Hawk Rock
- 2) Kayaking >> Swatara Creek - Boathouse Run
- 3) Fishing >> Clark's Creek

SALES

M&C, GROUP, INTERNATIONAL MARKETS

TOTAL ROOM NIGHTS BOOKED | **11,109**
ROOM NIGHT LEADS DISTRIBUTED | **23,946**
TRADE SHOWS ATTENDED | **8**
SITE VISITS/FAM TOURS HOSTED | **0**

TRADE SHOWS ATTENDED

- ABA
- IITA
- Destinations International Convention Sales Summit
- Tri State Camp Conference (Keystone Crossroads)
- PA Bus Association Marketplace
- NTA Contact
- PA Bar Assoc. Conference of County Leadership
- PASAE Connections Conference

HIGHLIGHTS

Sales Marketing

- Potomac MPI E-newsletter Advertising
- PA Bar Association – Conference of County Leadership Conference Program
- PASAE Connections Conference Program
- Brand USA Northeast Road Trip Pennsylvania – insert
- 12-week digital newsletter campaign - Group Tour Magazine (Keystone Crossroads)
- 4-week social media campaign - Group Tour Magazine (Keystone Crossroads)
- Tours Limited 2023 Tour Catalog co-op advertisement with Hershey's Chocolate World
- NTA Contact Conference Program

FORECASTS & TRENDS

Domestic Group Tour Market Trends

- Seniors are projected to take 2 billion trips annually by 2050. As Baby Boomers and Generation Xers continue to retire, a larger portion of the overall population will have time to travel.
- Citing rising travel costs, tour operators are seeking value adds like attendee gifts, complimentary entertainment, passenger VIP recognition, waived resort fees or a "bus box" with fun facts, contests, and prizes.

Business Travel Forecasts & Trends

- 71% of planners perceive in-person events to be more valuable now versus pre-pandemic.
- Planners are noting response time from properties and continuing compression/finding hotel availability are their top pain points.

International Forecast & Trends

- The National Travel and Tourism Office projects that inbound travel will fully recover to pre-pandemic levels in 2025. This is consistent with U.S. Travel's fall 2022 forecast.
- Purchases of travel and tourism-related goods and services by international visitors traveling in the United States totaled \$7.9 billion in January 2023 (compared to \$3.7 billion in January 2022), an increase of 114 percent when compared to the previous year. (Pre-pandemic travel receipts totaled \$11.5 billion in Jan. '19.)

PARTNERSHIP

HIGHLIGHTS

- Finalized VHH Partnership renewals and/or first-time agreements for a total of 183 active Partners in 2023
- Attended PRLA Central Chapter March Meeting at Hidden Still and Stumpy's Hatchet House
- Attended the PA Destination Marketing Organization (DMO) Roundtable Event in Butler County
- Developed itinerary for April's "Partner Road Trip," set to feature several Partners and iconic locations in and around downtown Hershey

EDUCATION & EVENTS

Learn Over Lunch Speed Networking

- When: February (Valentine's Day!)
- Venue: Hershey Lodge
- 40 Partners connected for 1:1 updates about their business or organization.

Partner Portal Training

- When: March
- Venue: VHH Office
- VHH staff updated attendees on best practices for utilizing the Partner Portal, an exclusive Partner tool that allows Partners to participate in the management of their account information, listing descriptions and images, leisure events, sales leads and more.

ADVERTISING OPPORTUNITIES

VHH began Partner outreach for advertising opportunities including the Marketing Assistance Program and the updated Billboard Marketing Co-Op Program in Q3. These programs are designed to help Partners get their message to audiences in affordable and efficient ways.

- In Q3, VHH awarded one (1) Marketing Assistance Grant.

Find the details for both programs [HERE](#).



FY22-23 | Q2 UPDATE

JANUARY 1 - MARCH 31, 2023

HERSHEY HARRISBURG SPORTS & EVENTS AUTHORITY

SALES ACTIVITY

TOTAL ROOM NIGHTS BOOKED | **31,460**
ROOM NIGHT LEADS DISTRIBUTED | **27,066**
TRADE SHOWS ATTENDED | **1**

SITE VISITS | **2**

EVENTS UNDER CONSIDERATION

EVENTS | **4**
EXPECTED ECONOMIC IMPACT | **\$6.6 Million**

EVENTS HOSTED

- Reflections Synchro Skating Invitational
- PIAA Championships: Competitive Spirit, Team Wrestling, Individual Wrestling, Boys and Girls Basketball
- Great American Outdoor Show
- KRVA Lucky Charm Classic & Champions Cup

TOTAL ECONOMIC IMPACT | **\$79.7 Million**

MARKETING & PR

- Destination Feature in the Sports Planning Guide [March 2023 Newsletter](#)

MEETINGS & EVENTS

- Meetings with Big 33, YMCA running events, Esports Combine event, Milton Hershey Athletics
- Attended Sports Express in January and met with 27 events rights holders
- Participated in L.O.L. Partnership event to explore opportunities for our partners to support sporting events
- Attended PA Sports Winter Meeting
- Attended Esports Mixer at Central Penn College
- Presentation to the Chairman of Pennsylvania Chapter of USA Wrestling
- Participated in PRLA Tourism Coalition meeting
- Attended Big 33 Team PA announcement at State Capitol
- Held first round interviews for Events & Marketing Manager position
- Attended Dauphin County Commissioners "State of the County" dinner event

BIG 26 BASEBALL CLASSIC

- Opened tryout registrations for Pennsylvania and Maryland
- Held March tryout for Maryland at Baltimore Urban Baseball Association indoor facility, our first effort in getting involved in an urban organization
- Renewed annual partnership with Marucci as the official Big 26 uniform and equipment provider
- Confirmed Penn State Harrisburg for May's PA East tryout and July's player housing and scouted combine
- Event promotion: Ongoing social media and email marketing