



# FY22-23 | Q4 UPDATE

APRIL 1 - JUNE 30, 2023

## COMMUNITY ENGAGEMENT

### SPONSORSHIPS & EVENT APPEARANCES

Visit Hershey & Harrisburg and Hershey Harrisburg Sports & Events Authority are proud to 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 our destination.

Event: PA Flavor (PA Farm Show Complex & Expo Center)

When: April

Attendance: 1,000+

Engagement: VHH sponsorship | Onsite promotion of Trails & Experiences

Event: Harrisburg ArtsFest

When: Memorial Day Weekend

Attendance: 60,000+

Engagement: VHH sponsorship | Information and signage for Trails & Experiences

Event: Juneteenth Jubilee (Harrisburg)

When: June

Attendance: 3,000+

Engagement: VHH sponsorship | Information and signage for Trails & Experiences

Event: Marquee Hoops Basketball Spring Clash (PA Farm Show Complex & Expo Center)

When: May

Attendance: 12,000+

Engagement: HHSE sponsorship | onsite distribution of Getaway Guides

Event: 2023 Big 33 Football Classic

When: May

Attendance: 6,000+

Engagement: HHSE sponsorship

Event: OneHockey Hershey

When: June

Attendance: 2,500+

Engagement: HHSE sponsorship



# FY22-23 | Q4 UPDATE

APRIL 1 - JUNE 30, 2023

## MARKETING

### CAMPAIGNS

#### Spring/Summer Destination Campaign

What: Digital Display  
Where: NY, Philly, DC, Baltimore, Pittsburgh, and Wilkes-Barre Scranton DMAs  
When: April 24 – June 18  
Clicks: 56,239  
Impressions: 34.5 Million

What: Digital Video  
Where: NY, Philly, DC, Baltimore, Pittsburgh, and Wilkes-Barre Scranton DMAs  
When: April 24 – June 18  
Clicks: 81,581  
Views: 14.2 Million

What: Billboards  
Where: NY, Philly, Baltimore, Pittsburgh  
When: April 24 – June 18  
Impressions: 68.4 Million

What: Social Media (Facebook & Instagram)  
Where: NY, Philly, DC, Baltimore, Pittsburgh, and Wilkes-Barre Scranton DMAs  
When: May 5 – June 18  
Clicks: 144,657  
Impressions: 14.3 Million

What: Transit Digital Boards  
Where: Philly, NY, DC, Northern VA  
When: April 24 – June 18  
Number of Boards: 425  
Impressions: 34.5 Million

**Local Billboard Campaign** (HLLY only | April-May)  
What: Adventure Trail  
Impressions: 4,089,154  
What: Murals & More  
Impressions: 12,267,462  
What: Chocolate & More Sweet Treat Trail  
Impressions: 2,044,577

### WEBSITE & CONTENT DEVELOPMENT

#### User Generated Content

Added and updated multiple User Generated Content (UGC) galleries to various content pages. Gathered content at 7 locations to produce a "Cool Cocktails" short form video series releasing in July.

#### TOP WEBSITE LANDING PAGES (ORGANIC)

Events  
Hersheypark  
Homepage  
Things To Do  
City Island

#### TOP REGIONAL MARKETS (ORGANIC AUDIENCE)

Harrisburg/Lanc/Leb/York  
Philadelphia  
New York City  
Washington, DC  
Baltimore

WEBSITE SESSIONS | **417,764**  
WEBSITE USERS | **345,118**

### GETAWAY GUIDE

TRAVEL GUIDES DISTRIBUTED | **5,223**  
TOP 5 STATES | PA, NY, OH, NJ, MD



# FY22-23 | Q4 UPDATE

APRIL 1 - JUNE 30, 2023

## COMMUNICATIONS & CONTENT

### PUBLIC RELATIONS

- Added Value Media Content - [Destination Highlight](#) in Mid-Atlantic Events Magazine May/June issue. (This content opportunity was paired with a 1/4 page M&C ad.)

### CONTENT CREATION & UPDATES

Q4 CONTENT REVIEW | 10+ content pages updated | Prepped summer seasonal changeover

CONTENT COLLABORATION | Developed a Content Collaborator program to work with regional and/or local content creators for specific assignments including reel development and content collection.

### PAID SOCIAL MEDIA

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

Content: Murals & More  
Where: HLLY (HBG, Lanc, Leb, York), Philly, DC, Balt.  
When: April 26 - May 30  
Link Clicks: 11,885  
Impressions: 1,334,100

Content: 25+ Things To Do On Chocolate Ave.  
Where: HLLY (HBG, Lanc, Leb, York), Philly, Balt, DC  
When: April 24 - May 10  
Link Clicks: 23,529  
Impressions: 1,544,324

PAID IMPRESSIONS | **3.5 Million+**

Content: Harrisburg City Island  
Where: HLLY (HBG, Lanc, Leb, York), Wilkes Barre  
When: May 16 - May 28  
Link Clicks: 7,336  
Impressions: 651,019

### ORGANIC SOCIAL MEDIA

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

ORGANIC IMPRESSIONS | **260K+**

### COLLABORATOR SOCIAL MEDIA

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

COLLABORATORS HOTED | **4**  
COLLABORATOR REELS POSTED | **12**  
COLLABORATOR IMPRESSIONS | **778K+**

### EMAIL COMMUNICATIONS

CONSUMER EMAILS | **3**  
AVERAGE LIST SIZE | **22,688**  
PARTNER MENTIONS | **23**

PARTNERSHIP EMAILS | **13**

## 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 | **1,801**

NEW USERS | **214**

PRIZES EARNED | **196**

TOP CHECK-IN LOCATIONS

---

- 1) Wild Rabbit Pies & Pints
- 2) Iron Hill / Troegs
- 3) Ever Grain Brewing

#### 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 | **373**

CHECK-INS | **715**

PRIZES EARNED | **39**

TOP CHECK-IN LOCATIONS

---

- 1) Ampersand
- 2) Harrisburg Mural
- 3) Bioforms

#### 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 >> Clark's Creek
- 3) Kayaking >> Swatara Creek - Boathouse Run

WEB PAGE VIEWS | **3,115**

#### 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 | **317**

CHECK-INS | **118**

PRIZES EARNED | **14**

TOP CHECK-IN LOCATIONS

---

- 1) Cherry Blossom Creamery
- 2) Cubby's Ice Cream
- 3) Urban Churn

## SALES

### M&C, GROUP, INTERNATIONAL MARKETS

TOTAL ROOM NIGHTS BOOKED | **4,606**  
ROOM NIGHT LEADS DISTRIBUTED | **16,419**  
TRADE SHOWS ATTENDED | **11**  
SITE VISITS/FAM TOURS HOSTED | **2**

### HIGHLIGHTS

#### Sales Marketing

- Hershey's Candy Bar sponsorship at IPW Registration
- Pennsylvania Reception at IPW
- Mid-Atlantic Events Magazine May/June issue (1/4 page ad and article feature)
- Hosted Partner Sales Meeting with HHSE
- Updated Sales Profile Sheets

### FORECASTS & TRENDS

#### Domestic Group Tour Market Trends

- Elevated hotel rates with limited supply, local supplier staffing challenges, and driver shortages continue.
- Booking patterns continue to be erratic.
- Group size remains smaller than pre-pandemic but has leveled out and is predicted to (slowly) increase in '24.

#### Business Travel Forecasts & Trends

- Rescheduling the backlog of events from the pandemic continues with short lead times. 40% of bookings occur in the current year.
- Increase in meeting space demand shifts the power to meeting suppliers
- Planners look to second and third-tier destinations, as well as unique venues and unconventional options to help compensate for continued cost increases with F&B and A/V.
- 97% of travel managers say cost savings and flexible rates remain a top priority, with DEI considerations rising.

#### International Forecast & Trends

- Total outbound travel from India is expected to surpass pre-pandemic levels by 2025. Pennsylvania is one of the top ten states that will account for 72% of total Indian travel to USA.
- International visitors spent more than \$17.3 billion on travel to, and tourism-related activities within, the United States. This is an increase of nearly 26 percent compared to April 2022.
- China has dropped inbound quarantine mandates and resumed outbound group travel, fear about safety outside China is hindering arrivals back to the U.S.

### TRADE SHOWS ATTENDED

- ABA
- NTA Contact
- IPW
- Bulgarian Travel Webinar
- MPI NJ Meets Conference
- MPI Potomac ReConEX
- MPI Leadership Summit
- HelmsBriscoe ABC Partner Fair
- VHH Hosted Philadelphia Planner Event (36 planners and 6 partners attended)
- MPI Middle PA New Member Mixer
- MPI Potomac May Education/Networking Event
- MPI Middle PA Board Retreat

## PARTNERSHIP

### EDUCATION & EVENTS

#### **Partners on the Road - FAM Tour & Networking | April**

- What: Hosted 25 Partners and visited 8 Partner locations in the Hershey area to highlight renovations and new additions
- Where: Various locations

#### **Partner Sales Update | May**

- What: Hosted an event at the VHH office for Sales Level Partners and gave news and notes about how to best take advantage of our Sales Package Partner benefit level
- Where: VHH offices

#### **Partner Appreciation Event | June**

- What: Hosted 40 Partners at a Harrisburg Senators baseball game for a Partner appreciation event and celebration of Gregg Cook's 20th work Anniversary with VHH and HHSE
- Where: FNB Field

#### **PRLA Meeting**

- What: Attended the meeting themed: "2023 Hot List! Hospitality Trends: Curating a Contemporary Cocktail, Culinary & Company Culture"
- Where: The Englewood

### PARTNER PROSPECTS AND ADDITIONS

#### **Highlights**

- Met with 60 Partner prospects
- Developed a new Partner Profile sheet for prospective partners

#### **New Partners Added**

- Pennsylvania Music Hall of Fame
- Harrisburg Beach Club
- Fresh Market at Hershey
- Tri County Regional Planning Commission (Susquecycle)
- Springhill Suites Hershey
- Hampton Inn and Suites Hershey Near the Park

## HERSHEY HARRISBURG SPORTS & EVENTS AUTHORITY

### SALES ACTIVITY

TOTAL ROOM NIGHTS BOOKED | **10,180**  
ROOM NIGHT LEADS DISTRIBUTED | **19,625**  
TRADE SHOWS ATTENDED | **2**

SITE VISITS | **3**

### EVENTS UNDER CONSIDERATION

EVENTS | **3**  
EXPECTED ECONOMIC IMPACT | **\$3.6 Million**

### MARKETING & PR

- Media Coverage of Pickleball Challenge: PennLive and ABC 27.

### DEPARTMENT ACTIVITY

- Conducted second interviews and hired position of HHSE Events & Marketing Manager
- Attended SportsETA Symposium and ConnectSports Spring Marketplace
- Participated in Partnership on the Road event and partnership meeting
- Hosted Pickleball Challenge event at Country Club of Harrisburg. (2 NFL alums participated as guest players.)
- Hosted meeting with PA State Tourism Office, on behalf of PA Sports
- Participated with Big 33 sponsorship activation at Team PA check-in
- Met with Mecum Auctions to discuss planning for this year's event
- Attended Apex Marketing event at Spooky Nook Sports
- Met with PIAA to discuss future championship bids

### BIG 26 BASEBALL CLASSIC

- Conducted PA and Maryland tryouts and finalized rosters for both teams
- Secured agreements with Penn State Harrisburg and Harrisburg Senators
- Ongoing social media efforts in advance of the event
- Confirmed staffing needs for the event
- Opened registrations for the Buddy Program
- Confirmed in-kind sponsorship with Gatorade
- Secured new sponsorship with OSS

### EVENTS HOSTED

- Artisan Guitar Show
- Fox Resto Chocolate Fox Car Show
- Marquee Hoops Basketball Tournament
- Big 33 Football Classic
- OneHockey Hershey
- Hershey Soccer Memorial Day Challenge
- ThinkLax Summer Genesis
- USJN Basketball
- Perfect Game Baseball (4 events)

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