



FY23-24 | Q1 UPDATE

JULY 1 - SEPTEMBER 30, 2023

COMMUNITY ENGAGEMENT

SPONSORSHIPS & EVENT APPEARANCES

Visit Hershey & Harrisburg and Hershey Harrisburg Sports & Events Authority 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 our destination.

Event: Hershey Brew Fest (The Englewood/Englewood Brewing)

When: July

Attendance: 500+

Engagement: VHH sponsorship | Onsite table, information & signage for Trails & Experiences

Event: Marquee Hoops Hershey Jumpoff (PA Farm Show Complex & Expo Center)

When: July

Attendance: 9,000+

Engagement: HHSE sponsorship | Onsite support & Getaway Guide distribution

Event: Dauphin County Cultural Festival (Riverfront Park)

When: August

Attendance: 5,500+

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

Event: HU Summer Concert Series (Riverfront Park)

When: August

Attendance: 3,000+

Engagement: VHH sponsorship | Brew Barons branded coozie giveaway, beer trail signage, HU enewsletter

Event: City of Harrisburg Kipona (Riverfront Park, City Island)

When: September

Attendance: 70,000+

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

Event: Dauphin County Jazz & Wine Festival (Fort Hunter Park)

When: September

Attendance: 3,000+

Engagement: VHH sponsorship | Information & signage for Trails & Experiences, onsite table

Event: Harrisburg Art Association Gallery Walk (Harrisburg)

When: September

Attendance: 1,000+

Engagement: VHH sponsorship | promoting Murals & More - A Walk of Art



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MARKETING

CAMPAIGNS

Fall Outer Market

What: Digital Display

Where: Philly, New York, Baltimore, Pittsburgh, and Wilkes-Barre Scranton DMAs

When: September 19 - October 22

Clicks: 10,869

Impressions: 6.8 Million

What: Social

Where: Philly, New York, Baltimore, Pittsburgh, and Wilkes-Barre Scranton DMAs

When: September 19 - October 22

Clicks: 27,954

Views: 2.8 Million

WEBSITE

Analytics Update

Due to a change in the way Google collects and processes website data, our data tracking reports and related terms have been updated to reflect the change from Google Universal Analytics to the new Google Analytics 4 structure. The glossary below is an overview for some of the items VHH will be tracking.

Active Users: The number of people who engaged with our site.

Session: Initiates when a user either opens our site in the foreground or views a page or screen and no session is currently active (e.g. their previous session has timed out.)

Engaged Session: A session that lasts longer than 10 seconds, has a conversion event, or has at least 2 page views or screen views.

Engagement Rate: The percentage of engaged sessions on our website.

ACTIVE USERS | **221,729**

SESSIONS | **289,641**

ENGAGED SESSIONS | **181,167**

AVG. ENGAGEMENT PER SESSION | **0m 51sec**

ENGAGEMENT RATE | **62.5%**

VIEWS PER SESSION | **1.66**

TOP WEBSITE LANDING PAGES (ORGANIC)

Events | Index
Family Fun | Hersheypark
Homepage
Plan a Trip | FAQ
Things to Do | Index

TOP REGIONAL MARKETS (ORGANIC AUDIENCE)

Philadelphia
New York City
Ashburn
Harrisburg
Hershey

GETAWAY GUIDE

TRAVEL GUIDES DISTRIBUTED | **4,210**

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



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COMMUNICATIONS & CONTENT

PUBLIC RELATIONS

EARNED MEDIA

- Kidsburg (Digital) - [Your sweet weekend getaway guide to Harrisburg and Hershey](#)
- RM World Travel (Radio/Digital) - [Destination Spotlight](#)
- Outside Magazine - The 15 Happiest Towns in America



HOSTED MEDIA

- Bill on the Road Solo Travel Journalist
Visit highlights: State Capital Bucket List and additional regional attractions.

CONTENT CREATION & UPDATES

Q1 CONTENT REVIEW | 10+ content pages updated | Prepped fall seasonal changeover

GETAWAY GUIDE | Developed Phase 1 copy for the 2024 Getaway Guide

PAID SOCIAL MEDIA

Promoting various seasonally-appropriate content pieces.

Content: Cool Cocktails Page

Where: HLLY (HBG, Lanc, Leb, York)

When: August 14 - August 28

Link Clicks: 2,049

Impressions: 224,513

ORGANIC SOCIAL MEDIA

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

ORGANIC IMPRESSIONS | **274K+**

COLLABORATOR SOCIAL MEDIA

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

COLLABORATORS HOSTED | **3**

COLLABORATOR REELS POSTED (IG) | **9**

COLLABORATOR IMPRESSIONS (IG) | **51K+**

EMAIL COMMUNICATIONS

CONSUMER EMAILS | **3**
AVG. CONSUMER LIST SIZE | **22,957**

PARTNERSHIP EMAILS | **17**

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 | **1,176**

NEW USERS | **186**

PRIZES EARNED | **155**

TOP CHECK-IN LOCATIONS

- 1) Ever Grain Brewing
- 2) Iron Hill
- 3) Troegs

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 | **96**

CHECK-INS | **479**

PRIZES EARNED | **15**

TOP CHECK-IN LOCATIONS

- 1) Harrisburg Mural
- 2) Transformation
- 3) Mothra

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

WEB PAGE VIEWS | **2,249**

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 | **165**

CHECK-INS | **159**

PRIZES EARNED | **20**

TOP CHECK-IN LOCATIONS

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

SALES

M&C, GROUP, INTERNATIONAL MARKETS

TOTAL ROOM NIGHTS BOOKED | **6,068**
ROOM NIGHT LEADS DISTRIBUTED | **24,794**
TRADE SHOWS ATTENDED | **4**
SITE VISITS/FAM TOURS HOSTED | **3**

TRADE SHOWS ATTENDED

- C-Vent Connect
- PCMA Education Day & Trade Show
- SYTA (Student & Youth Travel Association)
- Receptive Tour Operator (RTO) Sales Mission with PA Tourism (Orlando/Atlanta)

HIGHLIGHTS

Sales Marketing

- Secured the ABA Board Meeting for Fall 2024. This event will be held at the Hotel Hershey. Our destination was selected out of 150 proposals from across North America!
- C-Vent Competitive Market Ad
- Completed Meetings & Conventions Sales Video #1
- Completed Brand USA International Video
- Hershey Bar Wrappers for promotion of 2025 PA Greenways & Trailways Summit

FORECASTS & TRENDS

Domestic Group Tour Market Trends

- Elevated hotel rates with limited supply, local supplier staffing challenges, and perceived safety issues continue to impact bookings.
- Booking windows remain tight.
- Group size remains smaller than pre-pandemic but has leveled out with predicted increases in 2024.

Business Travel Forecasts & Trends

- Costs & budgets are planners' biggest concerns but overall, planners' outlook remains optimistic.
- Business travelers are also more frequently blending business and personal travel than they did in 2019, with 42% adding additional leisure days to their business trips.
- The crush to book new events less than one-year out appears to be moderating.
- Planners are choosing leisure destinations more frequently, perhaps even more over metro centers.
- Event planners are refocusing on prioritizing health and wellness activities.
- The trend for increased focus on sustainability and DEI &A efforts in the meetings and events industry continues.

International Forecast & Trends

- For the first time since March, overseas travel to the U.S. experienced a recovery boost: increasing from 73% recovered in June to 78% in July (vs 2019).
- Among top 25 markets, the most recovered was India (114%). Indian arrivals to the USA will surpass 2019 arrival figures in 2023. Pennsylvania is one of the top ten states that will account for 72% of total Indian travel to USA.
- AAA reports domestic bookings are up 4% while international are up 44%.

PARTNERSHIP

EDUCATION, EVENTS, & PROGRAMMING

Workforce Development

- Coordinated with PRLA's new Workforce Development Specialist (Andrea Trubiano) and Director of Education (Hope Sterner) in the creation of a Workforce Training and Financial Aid Pilot Program. Official rollout will be in October with the goal of helping our Partners attract and retain talent by:
 - Connecting Partners and their staff to a variety of unique workforce training opportunities.
 - Offering cost sharing opportunities to VHH Partners to encourage and support participation.

VHH Saving Pass

- Rolled out the VHH Savings Pass benefit for Partners to submit their offers on our website. The program is a free, mobile-exclusive Savings Passport designed to bring more visitors, sports teams, eventgoers, and business meeting attendees to our Partner's doors.

Events

- Hosted two Partner Portal training sessions
- Mecum Block Party (w/HHSE) - canceled due to storm damage
- Partners on the Road - canceled due to limited Partner attendee availability

PARTNER PROSPECTS AND ADDITIONS

Highlights

- Met with 53 Partner prospects

New Partners Added

- Simply Turkey & More
- Inn of the Dove
- PA House of Representatives Archives
- Inn at Chocolate Avenue
- Carriage Stop Bed and Breakfast



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HERSHEY HARRISBURG SPORTS & EVENTS AUTHORITY

SALES ACTIVITY

TOTAL ROOM NIGHTS BOOKED | **32,205**
ROOM NIGHT LEADS DISTRIBUTED | **42,145**
TRADE SHOWS ATTENDED | **2**

SITE VISITS | **3**

EVENTS UNDER CONSIDERATION

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

MARKETING & PR

- Planned MECUM Block Party (canceled due to storm damage)
- Participated in development of PA Sports 20th Anniversary branding for 2024
- Updated websites for HHSE and Big 26
- Increased activity on all social media channels

DEPARTMENT ACTIVITY

- Attended 2023 Esports Summit in Toronto | July 12-14 | 16 appts. w/qualified esports events rights holders
- Attended PA Sports Tourism Summit in Lehigh Valley | July 25-27 | Membership meeting, site tours, networking
- Attended NCAA Bid Symposium in Indianapolis | August 29 | NCAA will award 88 championships for '26-28
- Attended State of the City luncheon
- Met with all three Dauphin County Commissioners to provide updates
- Participated in DEI planning kickoff meeting with MMGY

BIG 26 BASEBALL CLASSIC

- Hosted 2023 Big 26 Baseball Classic & Buddy Game
Series Venue: FNB Field
Player Housing: Penn State Harrisburg
Recruiting: 30+ college coaches & scouts in attendance
Results: Maryland defeats Pennsylvania 2 games to 1

EVENTS HOSTED

- 2023 Big 26 Baseball Classic (HHSE-Owned Event)
- Marquee Hoops Hershey Jumpoff
- Hogan's Hershey Lacrosse Tournament
- MECUM Auctions
- Firecracker Sweet Spot Baseball Showcase
- PIEA ESPORTS Combine
- YMCA UPMC Harrisburg Half Marathon & 10K
- YMCA Troegs Hopdash

TOTAL ECONOMIC IMPACT | **\$ 20.5 Million**