

GETAWAY GUIDE

ANNUAL PUBLICATIONS

Getaway Guide: Our team worked throughout Q2 to develop the 2024 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 printed version and the guide is also viewable online.

Annual Report: Each fall, we produce, print, and distribute the Annual Report during the Partnership Breakfast Meeting. The report covers a wide range of VHH projects, insights, and achievements, from the prior fiscal year.

[2024 Visit Hershey & Harrisburg Getaway Guide](#)



[FY22-23 VHH Annual Report](#)





FY23-24 | Q2 UPDATE

OCTOBER 1 - DECEMBER 31, 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: Senstoberfest

When: October 14, 2023

Attendance: 5,000

Engagement: VHH Sponsorship - onsite table, logo tasting glasses, and materials promoting the Brew Barons Beer Trail

Event: Harrisburg Candlelight Tour

When: December 10, 2023

Attendance: 1,200

Engagement: VHH Sponsorship - materials promoting Murals & More - A Walk of Art

Event: City of Harrisburg Holiday Parade

When: November 18, 2023

Attendance: 5,000

Engagement: VHH Sponsorship - onsite signage, online promotion of Trails & Experiences

Event: City of Harrisburg New Year's Eve

When: December 31, 2023

Attendance: 4,000

Engagement: VHH Sponsorship - onsite signage, online promotion of Trails & Experiences



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MARKETING

CAMPAIGNS

Market & Delivery Key: *BALT (Baltimore), PHL (Philadelphia), NY (New York), PIT (Pittsburgh), WB-S (Wilkes Barre-Scranton), HLLY (Harrisburg, Lebanon, Lancaster, York), PA (Pennsylvania) TTD (The Trade Desk)*

Fall Outer Market

What: Programmatic Display (TTD)
Where: NY, PHL, BALT, PIT, WB-S
When: Sept. 11 - Oct. 22
Clicks: 17,848
Impressions: 11.1 Million

What: Social (Facebook/Instagram)
Where: NY, PHL, BALT, PIT, WB-S
When: Sept. 20 - Oct. 22
Clicks: 66,876
Views: 7.1 Million

Farm Show Search

What: Search Campaign
Where: PA
When: Dec. 17-31
Clicks: 13,480
Impressions: 27,350

Arts District

What: Programmatic Display (TTD)
Where: HLLY
When: Oct. - Nov. 5
Clicks: 2,441
Impressions: 1.9 Million

What: Social (Facebook/Instagram)
Where: HLLY
When: Oct. - Nov. 5
Clicks: 8,422
Views: 1.5 Million

What: Static Billboards
Where: Harrisburg & York
When: Sept. - Nov.

What: The Burg (Ad, Email Blast) +
Midtown Cinema (Pre-roll)
Where: Harrisburg
When: Oct. - Dec.

Harvest & Hops

What: Social (Facebook/Instagram)
Where: HLLY
When: Oct. - Nov.
Clicks: 7,344
Impressions: 1.3 Million

What: Google Display Network
Where: HLLY
When: Oct. - Nov.
Clicks: 18,250
Impressions: 4.3 Million

What: Programmatic Display (TTD)
Where: HLLY
When: Oct. - Nov.
Clicks: 1,044
Impressions: 1 Million

WEBSITE

ACTIVE USERS | **188,906**
SESSIONS | **235,706**
VIEWS PER SESSION | **1.58**

ENGAGED SESSIONS | **124,584**
AVG. ENGAGEMENT PER SESSION | **0m 37sec**
ENGAGEMENT RATE | **52.9%**

TOP WEBSITE LANDING PAGES (ORGANIC)

Events | Index
Family Fun | Hersheypark
Homepage
Things To Do | Index
Seasons | Fall

TOP REGIONAL MARKETS (ORGANIC AUDIENCE)

Philadelphia
New York City
D.C. Metro
Harrisburg
Hershey

GETAWAY GUIDE

TRAVEL GUIDES DISTRIBUTED | **1,671**
TOP 5 STATES | PA, NY, MD, OH, NJ



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COMMUNICATIONS & CONTENT

PUBLIC RELATIONS

EARNED MEDIA

- Philadelphia Inquirer - Interviewed for DMO Perspective: "Pennsylvania has the top 5 places in U.S. News' latest ranking of America's '100 Best Places to Retire' "
- Let's Visit PA w/Sandy Fenton - WHP 580: Recorded two (2) episodes with Visit PA's Michael Chapelony covering holiday themes, live music, PA Capitol Tours, outdoor activities, and more.

CONTENT CREATION | WRITING PROJECTS

Q2 WEBSITE CONTENT REVIEW | 10+ content pages updated | Prepped holiday seasonal changeover

CROWDRIFT | Updated official Terms & Conditions to support User Generated Content growth

GETAWAY GUIDE | Finalized copy for the 2024 Getaway Guide

GRANT WRITING | Developed Letter of Interest for PA Council on the Arts' Creative Communities Grant

MEI PRESS EVENT | Supported HHSE with development of press release for Harrisburg's 100+ MEI score

PAID SOCIAL MEDIA

Promoting various seasonally-appropriate content pieces or events.

Content: Farm Show Country Concert

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

When: Dec. 12 - Jan. 7

Link Clicks: 7,156

Impressions: 1,016,960

ORGANIC SOCIAL MEDIA

VHH posts highlighting events, locations, trails & experiences, seasonal content, and user generated content.

ORGANIC IMPRESSIONS | **255K+**

COLLABORATOR SOCIAL MEDIA

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

COLLABORATORS HOSTED | **4**

COLLABORATOR POSTS (IG) | **15**

COLLABORATOR IMPRESSIONS (IG) | **279K+**

EMAIL COMMUNICATIONS

CONSUMER EMAILS | **3**
AVG. CONSUMER LIST SIZE | **24,420**

PARTNERSHIP EMAILS | **18**

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 | **1,333**

NEW USERS | **189**

PRIZES EARNED | **105**

TOP CHECK-IN LOCATIONS

- 1) YAH Brew
- 2) The Bearded Goat
- 3) Iron Hill

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 | **2,806**

NEW USERS | **880**

PRIZES EARNED | **234**

TOP CHECK-IN LOCATIONS

- 1) Troegs
- 2) YAH Brew
- 3) Iron Hill

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) Biking >> Capital Area Greenbelt
- 3) Fishing >> Yellow Breeches

WEB PAGE VIEWS | **76**

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 | **50**

CHECK-INS | **100**

PRIZES EARNED | **15**

TOP CHECK-IN LOCATIONS

- 1) Mothra
- 2) Faces Toward the Sun
- 3) Raffia/Ampersand

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 | **72**

PRIZES EARNED | **20**

TOP CHECK-IN LOCATIONS

- 1) Bentley's Bakery
- 2) Alvaro Pastry Shop
- 3) Honey Bee's Cafe

SALES

M&C, GROUP, INTERNATIONAL MARKETS

TOTAL ROOM NIGHTS BOOKED | **16,652**
ROOM NIGHT LEADS DISTRIBUTED | **10,665**
TRADE SHOWS ATTENDED | **7**
SITE VISITS/FAM TOURS HOSTED | **2**

TRADE SHOWS ATTENDED

- Germany Sales Mission (PA Tourism)
- Domestic Tour Operator Sales Mission (PA/NJ)
- NTA
- Accent East (Keystone Crossroads)
- Destination East
- Connect DC
- VHH Annual Mingle & Jingle

HIGHLIGHTS

Sales Marketing

- Sponsorship: Sweet Suite at NTA (make your own s'mores bar)
- Ad: Full page in Tours Limited 2024 catalog and banner ad on website (co-op with Chocolate World)
- Content: One-page itinerary feature in Group Tour Magazine

FORECASTS & TRENDS

Domestic Group Tour Market Trends

- 75% of NTA Tour Operators reported they will finish 2023 the same or better than 2019.
- Elevated hotel rates with limited supply, local supplier staffing challenges, and perceived safety issues continue to impact.
- Group size continues to increase.

Business Travel Forecasts & Trends

- As many business travelers opt to maximize their time on the road by incorporating opportunities for work, family, friends, and leisure, blended travel has boosted demand for extended stay hotels.
- With 77% of new construction limited-service properties, a lack of new meeting space falls behind demand.
- The perceived value of face-to-face events remains high, indicating events are delivering on expectations.
- Increasing costs and elevated fees continue to impact planners.
- It is difficult to predict attendance numbers. Most are surpassing past attendance numbers however many registrations are coming at the last minute which leads to supplier difficulties such as catering, A/V needs, etc.
- Average number of room nights for meetings may slip as planners shorten stays to offset rising costs.

International Forecast & Trends

- Overseas arrivals to the U.S. improved to its highest level in September to 16% below 2019 levels.
- India became the 2nd largest overseas traveler market in August with nearly 1.2 million visitors. Pennsylvania is one of the top ten states that will account for 72% of total Indian travel to USA.
- Pennsylvania outperformed national arrivals the entire summer and in August was as much as 10% higher. PA's top markets are UK, Germany, France and India.



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PARTNERSHIP

EDUCATION, EVENTS, & PROGRAMMING

Partner Events

- VHH Annual Meeting (Hershey Country Club)
- Partner Portal Training Session (VHH offices)
- VHH and PRLA Workforce Development Program Webinar (Online)
- Partner Update Meeting: Presentations by Sales, HHSE, Partnership (VHH offices)

Meetings

- Hummelstown Business Association (Rubber Soul Brewery)
- PRLA Central Chapter Holiday Social (JDK Group)

Communications

- Renewal letters sent to all Partners for 2024 renewals

PARTNER PROSPECTS & ADDITIONS

Prospects

- Met with 40 Partner prospects

New Partners Added

- Ramada Inn and Suites Harrisburg/Hershey Area
- Harrisburg Stampede
- Country Inn and Suites Union Deposit
- WoodSpring Suites
- SPLAT Family Art Studio



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HERSHEY HARRISBURG SPORTS & EVENTS AUTHORITY

SALES ACTIVITY

TOTAL ROOM NIGHTS BOOKED | **17,475**
ROOM NIGHT LEADS DISTRIBUTED | **19,775**
TRADE SHOWS ATTENDED | **3**

SITE VISITS | **2**

EVENTS UNDER CONSIDERATION

EVENTS | **3**
EXPECTED ECONOMIC IMPACT | **\$4 Million**

EVENTS HOSTED

- Hershey Jr. Bears Columbus Day Tournament
- PIAA Championships (Girls Team & Individual Tennis, & Boys & Girls Cross Country)
- PA National Horse Show
- Alpha Hockey Bar Down in Chocolatetown
- KRVA Rust Bucket Tournament
- Hershey Jr. Bears Christmas Tournament

TOTAL ECONOMIC IMPACT | **\$ 17.1 Million**

MARKETING & PR

- Worked on PA Sports 20th Anniversary planning committee.
- Refreshed aesthetics of HHSportsandEvents.com.
- Completed SportsETA Media Landscape online educational track (Certification program for Events Mgr.)
- Provided servicing for two hockey events.
- Met with several partners to discuss notification of large events coming to town.

DEPARTMENT ACTIVITY

- Met with Penn State Harrisburg softball coach to explore options for future Big 26 Softball Classic.
- Attended TEAMS 2023 with PA Sports; met with 36 events rights holders.
- Attended SportsETA 4S Summit.
- Attended CONNECT Women in Sports Forum; hosted hospitality for 5 rights holders.
- Participated in Dauphin County Commissioners Annual Golf Outing.
- Participated in City of Harrisburg press event to announce Harrisburg's 100+ MEI score.
- Met with HIA officials regarding 2025 Air Show.

BIG 26 BASEBALL CLASSIC

- Event prep: Updated Big26.com website and forms for 2024 event.