



FY23-24 | Q4 UPDATE

APRIL 1 - JUNE 30, 2024

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.

PA Flavor | April 20 -- PA Farm Show Complex & Expo Center -- Attendance: 1,440
Activation: VHH Sponsorship supporting Trails & Experiences via onsite promotional table.

Dauphin County Wetlands Festival | April 27 -- Wildwood Park -- Attendance: 1,000
Activation: VHH Sponsorship supporting the Adventure Trail via A-frame signage.

Perfect Game Spring Qualifier | April 19-21 -- Various Baseball Fields -- Attendance: 2,000
Activation: HHSE sponsorship.

MADE Hoops Spring Circuit | May 11-12 -- PA Farm Show Complex & Expo Center -- Attendance 4,000
Activation: HHSE sponsorship

Harrisburg Artsfest | Memorial Day Weekend -- Riverfront Park -- Attendance: 50,000
Activation 1: VHH Sponsorship featuring Trails & Experiences and emphasizing the Harrisburg Arts District.
Activation 2: ExploreHBG sponsorship with branded totes and sticker promo items.

Harrisburg Stampede Game | June 1 -- Location: PA Farm Show Complex -- Attendance: 500+
Activation: VHH sponsorship invited Partners to set up vendor booths to interact with fans before and during the game.

JuneteenthHBG - Our teams supported YPOC's JuneteenthHBG event in several ways. VHH was an official event sponsor in addition to supporting Dauphin County's vendor space at this year's Jubilee with travel guides and getaway information. ExploreHBG attended the Black Performance Arts Mashup at Narcisse Theatre.

HU Presents Summer Concert Series | June 21 & 23 -- Riverfront Park -- Attendance: 3K+
Activation: VHH sponsorship highlights the Brew Barons Beer Trail with signage, custom email blasts, and branded koozies distributed at each concert.

Perfect Game Baseball Summer Super Qualifier | June 25-27 -- Various Fields -- Attendance 500
Activation: HHSE sponsorship

PG Mid-Atlantic Independence Showcase | June 28-July 1 -- Various Fields -- Attendance 1,300
Activation: HHSE sponsorship



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MARKETING

CAMPAIGNS

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

Campaign	What	Where	When	Clicks	Impressions	Views
Spring Summer	Google Display	PHL, NY, DC, BALT, WB-S	5.6 - 6.30	82,523	45.5M	--
Spring Summer	The Trade Desk (Video)	PHL, NY, DC, BALT, WB-S	5.6 - 6.30	43,576	--	16.1M
Spring Summer	Social (Meta Video)	PHL, NY, DC, BALT, WB-S	5.6 - 6.30	150,331	--	15.7M
Harrisburg Arts District	The Trade Desk (Display)	HLLY	5.20 - 6.23	2,252	1.1M	--
Harrisburg Arts District	Google Display	HLLY	5.20 - 6.23	3,723	966.7K	--
Harrisburg Arts District	The Trade Desk (Video)	HLLY	5.20 - 6.23	2,694	--	406.8K
Harrisburg Arts District	Social (Meta Video)	HLLY	5.20 - 6.23	9,590	--	653K
Baltimore Overnights	The Trade Desk (Display)	Baltimore	5.27 - 6.30	336	975K	--
Baltimore Overnights	The Trade Desk (Video)	Baltimore	5.27 - 6.30	1,323	--	581K
Baltimore Overnights	Social (Meta Images)	Baltimore	5.27 - 6.30	12,013	1M	--

WEBSITE

ACTIVE USERS | **386,772**
SESSIONS | **470,020**
VIEWS PER SESSION | **1.46**

ENGAGED SESSIONS | **200,342**
AVG. ENGAGEMENT PER SESSION | **0m 28 sec**
ENGAGEMENT RATE | **42.6%**

TOP WEBSITE LANDING PAGES (ORGANIC)

Events | Index
Homepage
Things To Do | Index
Plan a Trip FAQ
Family Things to Do - Free Things to Do

TOP REGIONAL MARKETS (ORGANIC AUDIENCE)

New York City
Philadelphia
Ashburn (D.C. area)
Harrisburg
Hershey

GETAWAY GUIDE

TRAVEL GUIDES DISTRIBUTED | **7,392**
TOP 5 STATES | PA, NY, OH, MD, NJ



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COMMUNICATIONS & CONTENT

PUBLIC RELATIONS

HOSTED MEDIA

- Charlene Scott: Roadrunner Journeys (Blog: [Finding History in Hershey & Harrisburg](#))

HOSTED CONTENT COLLABORATORS

- Tory Talks Trails (Social Posts + Blogs: [Outdoor Itinerary](#), [Hawk Rock](#), [Best Hikes Near Harrisburg](#))
- Pennsylvania Junkie (Social Posts featuring Solo Travel)
- The Global Ghana Girl (Social Posts + Blog: [The Perfect Weekend Getaway in Harrisburg, PA](#))
- Hunter Hulbert (Social Posts + Blog: [A Sweet Guide to Hershey, PA](#))

CONTENT CREATION | WRITING PROJECTS

WEBSITE (UPDATED CONTENT) | Mother's Day Blog, Spring seasonal changeover, Baltimore Overnights landing page

VISIT PA | Submitted longform itinerary for The Great American Getaway Guide to Hershey, PA

PHOTO CONTEST | Launched & managed VHH Spring Photo Contest, distributed prizes in 5 categories.

PRESS EVENT | City of Harrisburg Food Truck Festival (Participated in media event to highlight Harrisburg Arts District.)

ARTS DISTRICT APP | Recorded updated mural audio

PAID SOCIAL MEDIA

Promoting various seasonally-appropriate content pieces, experiences, or events.

Spring Content (Rainy Day, Photo Contest)

What: Facebook, Instagram, TikTok || Where: HLLY (HBG, Lanc, Leb, York), Wilkes-Barre, Balt. || When: April-May

Clicks: 4,435

Impressions: 795,511

ORGANIC SOCIAL MEDIA

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

ORGANIC IMPRESSIONS (All platforms) | **256K+**

COLLABORATOR SOCIAL MEDIA

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

COLLABORATOR POSTS (IG FEED) | **10**

COLLABORATOR IMPRESSIONS (IG FEED) | **299K+**

EMAIL COMMUNICATIONS

CONSUMER EMAILS | **3** PARTNERSHIP EMAILS | **13**

AVG. CONSUMER LIST SIZE | **24,602**

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 25+ local craft brewery or tasting room locations. Guests win prizes as they reach mobile check-in milestones.

CHECK-INS | **1,238**
NEW USERS | **166**
PRIZES EARNED | **125**
TOP CHECK-IN LOCATIONS

YAH Brew, Boneshire Brew Works, Ever Grain

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
- 3) Fishing >> Clark's Creek

INDEX PAGE VIEWS | **1,284**

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 | **76**
CHECK-INS | **81**
PRIZES EARNED | **3**
TOP CHECK-IN LOCATIONS

Mothra, Peace, Eye on 3rd, Harrisburg, Nyeusi Gallery

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 | **221**
CHECK-INS | **118**
PRIZES EARNED | **18**
TOP CHECK-IN LOCATIONS

Cherry Blossom Creamery, Hershey Story Museum

SAVINGS PASS

Launched in Q3, The Hershey Harrisburg Savings Pass is a mobile passport featuring deals and savings at 20+ Partner locations and experiences.

SIGN UPS | **323**
REDEMPTIONS | **52**
TOP REDEMPTION LOCATIONS

Hershey Gardens, Hershey Story Museum, AACA Antique Auto Museum



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SALES

M&C, GROUP, INTERNATIONAL MARKETS

TOTAL ROOM NIGHTS BOOKED | **10,587**
ROOM NIGHT LEADS DISTRIBUTED | **12,918**
TRADE SHOWS ATTENDED | **14**

SALES & MARKETING

- Keystone Crossroads Bus Wrap, Video Shoot (Chocolate World + Hersheypark), and Ad (Leisure Group Travel)
- IPW: S'mores activation and PA reception

TRADE EVENTS & SITE TOURS

Connect Diversity	MPI Middle PA	PA Tourism UK/Ireland Sales Mission
C-VENT Connect	NACADA Site Tour	Philadelphia Meeting Planners
Destinations Intl. Sales & Services	PASAE	Red Angus Cattle Association Site Tour
Intl. Assoc. of Structural Movers	PA Domestic Sales Mission	Sartha (India) Site Tour
IPW (U.S. Travel Association)	PA RTO Event	

FORECASTS & TRENDS

Domestic Group Tour Market Trends

- Student & Youth travel not only recovered in 2023, it surpassed 2019 volume and a moderate 1% increase is expected for 2024 with more pronounced interest in out-of-country travel (45% increase) predicted according to the 2023 Student Travel Business Barometer.
- Inflation is starting to impact length of stay for group tours with less overnights to bring costs down.

Business Travel Forecasts & Trends

- Despite tighter budgets, events are leading the way in marketing spend to have in-person connections and experiences to both engage customers and inspire employees.
- A hybrid work economy is driving the resurgence of "experience economy" both personally and professionally, with people looking for in-person experiences that make a lasting impression.
- The rise of Tier 2 & 3 cities for events continues as events look to offset rising costs and give attendees a sense of safety.
- Artificial Intelligence is more accessible than ever and organizations, including planners, are working to see how it fits within the planning process and event execution.

International Forecast & Trends

- Overseas arrivals to the U.S. increased 12.6% in March compared to 2023. Arrivals have increased for 36 consecutive months.
- The top overseas source markets for US arrivals were UK, Germany, and Japan.
- Dauphin County continues to see increases in international visa spending for the first quarter of 2024. March 11% increase from 2023 and 49% increase from 2022.

PARTNERSHIP

EDUCATION, EVENTS, & PROGRAMMING

Partner Events

- Sales Partner Update (April 17 | VHH offices) - Sales leads Partners heard updates from Partnership, Sales, HHSE highlighting metrics from recent events and details on upcoming events.
- Midtown Escape Trail (May 16 | Various partner locations) - Partners enjoyed an interactive adventure in Harrisburg's Historic Midtown neighborhood. Escape Trails combine the best parts of a scavenger hunt, city tour, and escape games to create a unique, fun, and exciting adventure. They searched for clues, deciphered puzzles, and answered questions to engage in the local history, and connect with colleagues.
- National Travel & Tourism Week Welcome Event (May 22 | Hershey's Chocolate World) - In celebration of National Travel & Tourism week and the industry's role in powering national economies, communities, and connections we welcomed guests near the entrance to Chocolate World with characters and promotional materials.
- VHH Day at the Harrisburg Stampede (June 1 | PA Farm Show Complex & Expo Center) - Through this first-time collaboration between VHH and the Stampede, seven VHH Partners set up vendor tables to showcase their businesses to the Stampede fans at their last home game of the season.

PARTNER PROSPECTS & ADDITIONS

Prospects

- Met with 45 Partner prospects

New Partners Added

- Best Western Grantville Hershey
- Imaginary Friends Puppet Theater
- Manor on Front
- Music at Gretna
- Simply Turkey & More



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HERSHEY HARRISBURG SPORTS & EVENTS AUTHORITY

SALES ACTIVITY

TOTAL ROOM NIGHTS BOOKED | **43,595**
ROOM NIGHT LEADS DISTRIBUTED | **33,240**
TRADE SHOWS ATTENDED | **4**
SITE VISITS | **3**

EVENTS UNDER CONSIDERATION

EVENTS | **2**
EXPECTED ECONOMIC IMPACT | **\$2 Million**

EVENTS HOSTED

- MADE Hoops Basketball
- Americheer Hershey Nationals
- PIAA Boys Tennis Championships
- Perfect Game Baseball Tournaments (4)
- OneHockey Hershey Girls Tournament
- Defender Hockey Hershey Summer Sizzler
- Thinklax Summer Genesis & Origins

TOTAL ECONOMIC IMPACT | **\$18.5 Million**

MARKETING, PR, & OUTREACH

- Press Release: [US Figure Skating Eastern Sectional Synchro Skating Championships](#)
- Press Release: [PBA Greater Hershey Open](#)
- Social Media: HHSE platforms collectively reached 3,100 accounts and gained 30 new followers.
- Podcast: HHSE featured in SportsETA Symposium Session: [SEEN Saturday Series](#)
- Networking: Met with Female Athletic News

DEPARTMENT ACTIVITY

Planning & Client Connections

- 2025 Air Show planning meeting with Partners & Hotels (HIA)
- MMA/Boxing Event - Met with DCED and PA State Athletic Commission
- PIAA Board of Directors Meeting - Announcement of Winter Sports Championships Bids

Professional Development

- Danielle & Tyler attended SportsETA Symposium

Industry Meetings

- SportsETA Mentoring Committee Meeting

BIG 26 BASEBALL & BIG 20 SOFTBALL

- Big 26 Tryouts: Hosted PA tryouts (1 of 1) and Maryland tryouts (2 of 2).
- Big 26 Social Media: Cumulative pages impressions up 129% at 65,000 accounts reached | 160 new followers
- Big 20 Softball (In Development): Met with PSU HBG Softball Coach