



FY24-25 | Q1 UPDATE

JULY 1 - SEPTEMBER 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 the destination.

July 4th Food Truck Festival | July 4 -- Riverfront Park -- Attendance: 70,000

Activation: VHH sponsorship highlighting Harrisburg Arts District. ExploreHBG was the event's official marketing sponsor.

Perfect Game Baseball PA World Series | July 9-11 -- Various Fields -- Attendance: 700

Activation: HHSE sponsored tournament.

MADE Hoops Live Period Tournament | July 10-14 -- PA Farm Show Complex -- Attendance: 9,000

Activation: HHSE sponsored the tournament and provided wrapped chocolate bars for the NCAA College Coaches in attendance for scouting.

Professional Bowlers Association Greater Hershey Open | July 12-14 -- ABC Lanes -- Attendance: 500

Activation: HHSE sponsored the event and awarded the winner a giant Hershey Bar "Trophy."

Perfect Game Baseball Select Championships | July 19-22 -- Various Fields -- Attendance: 2,000

Activation: HHSE sponsored tournament

Dauphin County Brewfest | July 20 -- Fort Hunter -- Attendance: 1,200

Activation: VHH sponsorship with onsite sponsor table featuring the Brew Barons Beer Trail.

HU Presents Summer Concert Series | July 25 & 28 -- Riverfront Park -- Attendance: 3,000 (each)

Activation: VHH sponsorship highlights the Brew Barons Beer Trail with signage, custom email blasts, and branded koozie distributed at each concert.

Dauphin County Cultural Fest | August 17 -- Riverfront Park -- Attendance: 5,500

Activation: VHH sponsorship with signage highlighting Trails & Experiences.

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(>> continued >>)

City of Harrisburg Kipona Festival | August 31 - September 2 -- Attendance: 70,000

Activation: VHH sponsorship with signage and social media featuring Trails & Experiences. ExploreHBG sponsorship featuring signage and giveaways at the info table.

Dauphin County Jazz & Wine Festival | September 7-8 -- Fort Hunter -- Attendance: 1,500

Activation: VHH sponsorship with onsite table featuring Trails & Experiences and destination information.

Harrisburg Gallery Walk | September 8 -- Harrisburg -- Attendance: 500

Activation: VHH sponsorship featuring logos and links to the Harrisburg Arts District Trails & Experiences initiative.

Hershey Brew Fest | September 8 -- Englewood -- Attendance: 300

Activation: VHH sponsorship with onsite table featuring giveaways and Brew Barons Beer Trail and destination information.

Celebrate Wildwood | September 21 -- Wildwood Lake -- Attendance: 500

Activation: VHH sponsorship with signage highlighting VHH Trails & Experiences.



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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
Brew Barons (State Grant)	Programmatic Video	PHL, DC, BALT,	7.15 - 8.25	5.2K		772,758
Brew Barons (State Grant)	Display	PHL, DC, BALT	7.15 - 8.25	27.3K	2.3M	--
Brew Barons (State Grant)	Search	PHL, DC, BALT	7.15 - 8.25	840	19.4K	--
Brew Barons (State Grant)	Social Media (FB/IG)	PHL, DC, BALT	7.15 - 8.25	13.2K	1.1M	--
RV Show	Search	Universal	8.14 - 9.14	50.9K	823.2K	--

WEBSITE

ACTIVE USERS | **328,764**
SESSIONS | **394,520**
VIEWS PER SESSION | **1.66**

ENGAGED SESSIONS | **204,266**
AVG. ENGAGEMENT PER SESSION | **0m 39 sec**
ENGAGEMENT RATE | **51.8%**

TOP WEBSITE LANDING PAGES (ORGANIC)

Events | Index
RV Show
Family Fun | Hersheypark
Things To Do | Index
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 | **3,208**
TOP 5 STATES | PA, NY, OH, NJ, MD



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COMMUNICATIONS & CONTENT

PUBLIC RELATIONS

HOSTED CONTENT COLLABORATORS

- WildPreciousNow (Collab project with Visit PA: Hershey & Harrisburg Itineraries)

MEDIA EVENTS

- Harrisburg Arts District Mobile App Launch (at Susquehanna Art Museum)

EARNED MEDIA

- TheBurg (Print & Digital): [Creative Path - The new Harrisburg Arts District crafts an inspired walk](#)
- PennLive: [Find out what's happening in the Harrisburg arts scene with this new app](#)
- Fox43 TV: [Travel Smart Series | Leaders Unveil Harrisburg Arts District App](#)

EDUCATION & CONFERENCES

- MATPRA Media Marketplace (Mid-Atlantic Tourism Public Relations Alliance)

CONTENT CREATION | WRITING PROJECTS

GETAWAY GUIDE | Developed copy for the 2025 edition

NEW WEBSITE CONTENT | Milton Hershey History, Car Destination, Fall Campaign Landing Page

ORGANIC SOCIAL MEDIA

VHH posts (+ organic collabs) highlighting events, locations, trails & experiences, seasonal content, and user generated content.

ORGANIC IMPRESSIONS (All platforms) | **355K+**

COLLABORATOR SOCIAL MEDIA

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

CREATORS HOTTED | **2**

COLLABORATOR POSTS (IG FEED) | **5**

COLLABORATOR IMPRESSIONS (IG FEED) | **26.8K+**

EMAIL COMMUNICATIONS

CONSUMER EMAILS | **3** PARTNERSHIP EMAILS | **14**
AVG. CONSUMER LIST SIZE | **25,875**

BIG 26 BASEBALL | BUDDY PROGRAM

Led registration, communications, and on-site operations for the 2024 Big 26 Baseball Classic Buddy Program featuring a player picnic and game. Produced Buddy Game video for stadium screening.



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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 | **920**

NEW USERS | **179**

PRIZES EARNED | **103**

TOP CHECK-IN LOCATIONS

YAH Brew, Ever Grain, Rubber Soul, Boneshire, Englewood

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 | **205**

CHECK-INS | **108**

PRIZES EARNED | **14**

TOP CHECK-IN LOCATIONS

Cubby's Ice Cream, Duck Donuts, Chocolate World

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 >> Yellow Breeches
- 4) Biking >> Stony Valley Rail Trail

INDEX PAGE VIEWS | **1,280**

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 | **363**

REDEMPTIONS | **47**

TOP REDEMPTION LOCATIONS

Hershey Gardens, Hershey Story Museum, AACA

HARRISBURG ARTS DISTRICT

A mobile resource designed to help visitors explore the Harrisburg Arts District. The app includes an itinerary feature, audio mural trail, and more. Q1 represents the launch of this experience.

DOWNLOADS | **119**

NEW USERS | **932**

SESSIONS | **1,002**

APP PAGE VIEWS | **11, 254**



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SALES

M&C, GROUP, INTERNATIONAL MARKETS

TOTAL ROOM NIGHTS BOOKED | **8,321**
ROOM NIGHT LEADS DISTRIBUTED | **7,114**
TRADE SHOWS ATTENDED | **13**
SITE/FAM TOURS HOSTED | **5**

SALES & MARKETING

- C-Vent Competitive Market Ad
- Keystone Crossroads Group Tour market video
- 1/2 page ad in Tours Limited 2025 Global Brochure

TRADE EVENTS

- PCMA Education Day & Trade Show
- PASAE Summer Social
- MPI Middle PA Membership Appreciation Event
- MPI Middle PA Summer Mixer
- PASAE Meeting Planner & Supplier Roundtable
- MPI Middle PA September Education & Networking Event
- PASAE Taste of Success Luncheon
- SYTA (Student & Youth Travel Association) – Keystone Crossroads hosted buyer lunch
- Brand USA 'Discover USA' Educational Seminar 2024 -B2B training program for the India Travel Trade (Ahmedabad July 23 – 70 agents, Bengaluru August 6 – 50 agents, Chennai August 7 – 70 agents)
- Travstarz Agent Training with DC and NYC

SITE TOURS & HOSTED EVENTS

- Site Tours/FAMS: Discover Destinations Global Team, Joyce Meyers Ministries, NY DECA, Harmony Inc., HelmsBriscoe – Kimberly Jones
- ABA Board of Directors Meeting (ABA selected our region out of 150+ destination applicants.)
 - Attendees conducted organizational meetings
 - VHH hosted evening networking activities at Devon Seafood + Steak, AACCA Museum, Hotel Hershey



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PARTNERSHIP

EDUCATION, EVENTS, & PROGRAMMING

Partner Events

- Museums of Dauphin County Partner Road Trip (September 19 | Multiple Locations) - Partner Road Trips offer attendees the opportunity to network and learn more about tourism assets in Dauphin County. The more we all know about what's new and available, the better we can work together to pass that knowledge to visitors.

Attendees visited the National Civil War Museum, America's Transportation Experience/AACA Museum Inc., The Hershey Story, the PA State Capitol Building, and the PA State Museum.

PARTNER PROSPECTS & ADDITIONS

Prospects

- Met with 40 Partner prospects

New Partners Added

- Bollywood Indian Fusion
- Comfort Suites Hummelstown
- Lisa's Cafe
- The Inn on Church Road
- XL Live



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HERSHEY HARRISBURG SPORTS & EVENTS AUTHORITY

SALES ACTIVITY

TOTAL ROOM NIGHTS BOOKED | **32,205**
ROOM NIGHT LEADS DISTRIBUTED | **28,712**
TRADE SHOWS ATTENDED | **2**
SITE VISITS | **3**

EVENTS UNDER CONSIDERATION

EVENTS | **3**
EXPECTED ECONOMIC IMPACT | **\$1.5 Million**

EVENTS HOSTED

- MADE Hoops Basketball Live Period Sessions I & II
- Professional Bowlers Assoc. Greater Hershey Open
- Hogan's Lacrosse Hershey Tournament
- BIG 26 Baseball Classic (HHSE owned event)
- Perfect Game Baseball Super25 PA Super Qualifier
- Mecum Auctions Harrisburg
- Firecracker Baseball Sweet Spot Showcase Classic
- YMCA UPMC Harrisburg Half Marathon & 10K
- America's Largest RV Show
- HUE Invitational

TOTAL ECONOMIC IMPACT | **\$ 18 Million**

MARKETING, PR, & OUTREACH

- Press Release: [NIRCA Cross Country Championships Set to Thrill in Hershey, PA](#)
- Social Media: HHSE platforms collectively reached 4,000 accounts and gained 26 new followers.

DEPARTMENT ACTIVITY

Site Visits

- Site Visit: Hosted Syndicate Crown (Cross Fit) for visits to PA Farm Show Complex & GIANT Center.
- Site Visit: Hosted US Figure Skating for pre-event visit.

Trade Shows & Industry Meetings

- TEAMS Conference | Anaheim, CA
- PA Sports Tourism Summit | York, PA
- SportsETA Committee Meetings (Remote)
Women's Committee, Mentoring Committee,
Small Mid-Market Committee
- PA Sports presentation to DCED Deputy Secretary of Tourism Anne Ryan

Partner Events

- MECUM Block Party | Partners heard from Mecum staff and browsed the show floor ahead of the public opening.

BIG 26 BASEBALL

- Big 26 Baseball Classic: Hosted the annual Pennsylvania vs. Maryland high school all-star event and special needs Buddy Game at PSU HBG and FNB Field.
- Big 26 Social Media: 19.2K accounts reached across platforms | 141 new followers