

ANNUAL PUBLICATIONS

2025 GETAWAY GUIDE

Our team worked throughout Q2 to develop the 2025 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. This year's guide has expanded content with cover-to-cover upgrades. It's a must-have planning guide to save, display, and enjoy throughout the year.

Guests can [request a free printed version and the guide is also viewable online](#).



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.

Senstoberfest | October 12 -- FNB Field -- Attendance: 2,000

Activation: Brew Barons Beer Trail sponsorship with onsite promotional table

NIRCA Cross Country Championships | November 9 -- Hershey Parkview Course -- Attendance: 3,000

Activation: HHSE event sponsorship with Hershey Bar “trophies”

City of Harrisburg Holiday Parade | November 23 -- Downtown Harrisburg

Activation: VHH Parade Sponsorship with signage and social promoting Trails & Experiences | Explore HBG Marketing Sponsorship

Historic Harrisburg Candellight Tour | December 8 -- Harrisburg -- Attendance: 500

Activation: Harrisburg Arts District sponsorship with signage

MCDA Cheer Hershey Christmas Classic | December 14 -- Hershey Lodge -- Attendance: 2,000

Activation: HHSE sponsorship with onsite promotional video

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
HBG Arts District	Display	HLLY	10.21 - 11.24	20K	4.1M
HBG Arts District	META (Facebook/Instagram)	HLLY	10.21 - 11.24	12.9K	2.1M
HBG Arts District	Print & Email Blast (The Burg)	HLLY	11.1	--	--
Fall Outer Market	Online Video Trade Desk	PHL, BALT, WB-S	9.23 - 10.17	4.3K	1.4M
Fall Outer Market	Online Video (YouTube)	PHL, BALT, WB-S	10.19 - 11.2	462	1M
Fall Outer Market	Google Display Network	PHL, BALT, WB-S	9.25 - 11.1	20.5K	2.3M
Fall Outer Market	META (Facebook/Instagram)	PHL, BALT, WB-S	9.25 - 11.1	32K	3.4M

WEBSITE

ACTIVE USERS | **194,287**
 SESSIONS | **235,861**
 VIEWS PER SESSION | **1.66**

ENGAGED SESSIONS | **137,423**
 AVG. ENGAGEMENT PER SESSION | **36 sec**
 ENGAGEMENT RATE | **58.3%**

TOP WEBSITE LANDING PAGES (ORGANIC)

Events | Index
 Family Fun | Hersheypark
 Homepage
 Events | Harrisburg Events Festivals

TOP REGIONAL MARKETS (ORGANIC AUDIENCE)

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

GETAWAY GUIDE

TRAVEL GUIDES DISTRIBUTED | **1,162**
 TOP 5 STATES | **PA, NY, OH, MD, SC, VA**

COMMUNICATIONS & CONTENT

PUBLIC RELATIONS

Hosted Content Collaborators

- BrittAroundTown (2 days, 1 night | Highlighting Harrisburg Arts District, Dinner & A Show, Holiday Shopping)
- Beyondbmore (2 days 1 night | Highlighting Harrisburg Arts District, Nightlife, Museums, Dining)

Education & Conferences

- Content Marketing World | San Diego, CA

CONTENT CREATION | WRITING PROJECTS

Getaway Guide | Finalized copy for the 2025 edition

Harrisburg Itinerary | 3-day itinerary for VisitPA (website feature and December enewsletter)

ORGANIC SOCIAL MEDIA

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

ORGANIC IMPRESSIONS (All platforms) | **125K+**

COLLABORATOR SOCIAL MEDIA

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

CREATORS HOSTED | **2**

COLLABORATOR POSTS (IG FEED) | **8**

COLLABORATOR IMPRESSIONS (IG FEED) | **36K+**

EMAIL COMMUNICATIONS

CONSUMER EMAILS | **3** PARTNERSHIP EMAILS | **15**

AVG. CONSUMER LIST SIZE | **27,176**

EXPERIENCE DEVELOPMENT

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 | **950**
NEW USERS | **144**
PRIZES EARNED | **160**

TOP CHECK-IN LOCATIONS

YAH Brew, Shy Bear @ Fresh Market, Wolf, Ever Grain, Troegs

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 | Stony Valley Rail Trail
- 3) Fishing | Yellow Breeches
- 4) Kayaking | Susquehanna River Adventure

INDEX PAGE VIEWS | **1,280**

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.

DOWNLOADS | **358** SESSIONS | **1,502**
TOTAL USERS | **932** APP PAGE VIEWS | **11,254**

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 | **82**
CHECK-INS | **24**
PRIZES EARNED | **4**

TOP CHECK-IN LOCATIONS

Hershey Story, Taylor Chip, Chill Ice Creamery, Vegetable Hunter @ Fresh Market

SAVINGS PASS

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

SIGN UPS | **124**
REDEMPTIONS | **19**

TOP REDEMPTION LOCATIONS

Hershey Story Museum, Antique Auto Museum, Adventure Sports/Hershey Gardens/Midstate Distillery

SALES

M&C, GROUP, INTERNATIONAL MARKETS

TOTAL ROOM NIGHTS BOOKED | **6,732**
ROOM NIGHT LEADS DISTRIBUTED | **3,591**
TRADE SHOWS ATTENDED | **12**
SITE/FAM TOURS HOSTED | **4**

SALES & MARKETING

- Tours Limited co-op with Chocolate World | Full page catalog ad, website banner
- [America Unlimited Best of PA 17 Day Fly Drive Microsite \(Germany\)](#) | Co-op featuring 2-night itinerary
- 1/2 page ad in Tours Limited 2025 Global Brochure
- PASAE Holiday Event Guide | 1/4 page ad

TRADE EVENTS

- National Chocolate Day Association Planner Blitz
- NYC RTO Sales Calls
- National Tour Association
- MPI Middle PA October Education & Networking
- MPI Middle PA Communications Committee Retreat
- PASAE – Meeting Planner & Supplier Roundtable
- Destination East
- MPI Middle PA Board of Directors Retreat
- Connect DC
- PASAE Holiday Event
- MPI Middle PA Holiday Education & Networking Event

SITE TOURS & HOSTED EVENTS

Site Tours/FAMS: World Strides, Get Your Guide, Allied T-Pro, Outstanding Farmers of America

VHH Annual Mingle & Jingle

- VHH hosted holiday networking and craft activities at Susquehanna Art Museum in Harrisburg

PARTNERSHIP

EDUCATION, EVENTS, & PROGRAMMING

Events

PRLA Career Showcase: A one-day Hospitality Career Exploration Workshop to help central Pennsylvania students explore the 'World of Career Possibilities' in the hospitality industry. VHH exhibited with Partners Best Western Premiere and Hershey Entertainment & Resorts.

PARTNER PROSPECTS & ADDITIONS

Prospects

- Met with 35 Partner prospects
- Began 2025 renewal process

New VHH Partners Added

- Candlewood Suites – Port View Drives
- C&J Catering
- El Sol Mexican Restaurant
- Karma Entertainment Complex
- Price 4 Limo

HERSHEY HARRISBURG SPORTS & EVENTS AUTHORITY

SALES ACTIVITY

TOTAL ROOM NIGHTS BOOKED | **9,640**

ROOM NIGHT LEADS DISTRIBUTED | **29,000**

TRADE SHOWS ATTENDED | **2**

SITE VISITS | **1**

EVENTS UNDER CONSIDERATION

EVENTS | **3**

EXPECTED ECONOMIC IMPACT | **\$900K**

EVENTS HOSTED

- YMCA Hop Dash 5K
- Hershey Columbus Day Hockey Tournament
- PA National Horse Show
- PIAA Girls Singles/Doubles/Team Tennis Championships
- PIAA Cross Country Championships
- NIRCA Cross Country National Championships
- YMCA Enders Harrisburg Marathon
- Hershey Thanksgiving Hockey Tournament
- AAU Volleyball Rust Bucket Tournament
- Tier I Hockey Federation Tournament
- MCDA Cheer Hershey Christmas Classic
- Hershey Christmas Hockey Tournament

TOTAL ECONOMIC IMPACT | **\$ 16.6 Million**

MARKETING, PR, & OUTREACH

- Press Release: [Hershey Harrisburg Ranks #3 Among Top Minor League Markets in the U.S.](#)
- Press Push: Hershey To Host U.S. Figure Skating Eastern Sectional Synchronized Skating Championships
- Social Media: HHSE platforms collectively reached 2K+ accounts and gained 9 new followers
- Assisted NIRCA Cross Country organizers through marketing and volunteer recruitment
- Attended Air Dot Show press event (HIA | Memorial Day 2025)

DEPARTMENT ACTIVITY

Business Development

- Hosted: Female Athlete News
- Presentation: USA Hockey Veterans Event Division

Trade Shows & Industry Meetings

- SportsETA 4S Summit | Chattanooga, TN
- The Sports Relationship Conference | Wichita, KS
- SportsETA Meetings | Remote
 - Women's Committee, State Association Leaders
- Compete Sports Diversity Roundtable | Remote
 - Growth in Women's Sports