

ECONOMIC IMPACT

TOURISM ECONOMICS REPORT

The latest Tourism Economics Report prepared for VisitPA shows the powerful impact of tourism for Dauphin County in 2023. Tourism continues to drive positive economic impact and add to the overall community wellness of our region.



Leading economic growth for the region through destination marketing and tourism development.

\$80.8 BILLION

PA'S TOTAL ECONOMIC IMPACT

Tourism is a powerful economic driver for Pennsylvania and its 67 counties.

Dauphin County – home to the state's beautiful capital city, iconic attractions in Hershey, and refreshing outdoor experiences - showed continued growth in all measured categories.

DOMESTIC SPENDING BY TRIP TYPE (PER DAY)

Day Trip → \$146

Overnight Traveler → \$421



Source: 2023 Tourism Economics Report prepared for VisitPA

Tourism in Dauphin County

\$4.1 BILLION
TOTAL ECONOMIC IMPACT

\$276.3 Million
STATE & LOCAL TAXES

27,068
JOBS SUPPORTED

\$2.56 Billion
DIRECT VISITOR SPEND

Direct Visitor Spending in Dauphin County ranks in the Top 5 Destination Marketing regions in PA.

DIRECT SPENDING BY CATEGORY IN THE HERSHEY HARRISBURG REGION (MILLIONS)

-  RECREATION - \$674
-  TRANSPORTATION - \$629
-  FOOD & BEVERAGE - \$514
-  RETAIL - \$382
-  LODGING - \$362

COMMUNITY ENGAGEMENT

SPONSORSHIPS & EVENT APPEARANCES

Visit Hershey & Harrisburg, Hershey Harrisburg Sports & Events Authority, and ExploreHBG 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.

PA Farm Show | January 4-11 -- PA Farm Show Complex & Expo Center -- Attendance: 500,000

Activation: VHH event sponsorship with signage promoting the overall destination plus Trails & Experiences. VHH executed a paid social media campaign promoting the event.

U.S. Figure Skating Eastern Synchronized Skating Championships

January 24-26 -- GIANT Center -- Attendance: 8,500

Activation: HHSE sponsorship and volunteer support

Harrisburg Ice & Fire Festival | March 1 -- Harrisburg -- Attendance: 3,000

Activation: VHH event sponsorship with themed ice sculptures, signage and social promoting Trails & Experiences. ExploreHBG marketing sponsorship with themed ice sculpture, signage and social promoting things to do in the city.

PIAA Wrestling Championships | March 6-8 - GIANT Center -- Attendance: 36,000

Activation: HHSE sponsorship

Harrisburg St Patrick's Day Parade | March 15 -- Downtown Harrisburg -- Attendance: 7,500

Activation: Brew Barons Beer Trail sponsorship featuring the new Brew Baron mascot.

PA Junior Wrestling | March 21-23 -- PA Farm Show Complex & Expo Center -- Attendance: 7,000

Activation: HHSE sponsorship

Dauphin County State of the County Address | March 25 -- Hilton Harrisburg -- Attendance: 300

Activation: VHH sponsorship with destination signage.

PIAA Basketball Championships | March 27-29 -- GIANT Center -- Attendance: 17,600

Activation: HHSE sponsorship

MARKETING

CAMPAIGNS

Campaign Planning: Q3 campaign efforts included planning for robust spring/summer campaign designed to inspire travel to our region from target markets. Executions will run Q4 and Q1 FY25-26.

WEBSITE

ACTIVE USERS | **169,898**
SESSIONS | **221,373**
VIEWS PER SESSION | **1.66**

ENGAGED SESSIONS | **144,167**
AVG. ENGAGEMENT PER SESSION | **48 sec**
ENGAGEMENT RATE | **65.1%**

TOP WEBSITE LANDING PAGES (ORGANIC)

Events | Index
Events | PA Farm Show
Events | Great American Outdoor Show
Events | Air Dot Show

TOP REGIONAL MARKETS (ORGANIC AUDIENCE)

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

GETAWAY GUIDE

TRAVEL GUIDES DISTRIBUTED | **9,186**
TOP 5 STATES | **PA, NJ, NY, MD, FL, VA**

COMMUNICATIONS & CONTENT

PUBLIC RELATIONS

Education & Conferences

- DCI Professional Development Day Presentations with Visit PA | NYC

CONTENT CREATION

Business Profile | Coda Rouge Restaurant - longform content page published for Black History Month.

Craft Brewery Profiles | The Millworks, Lindgren Craft Brewery - longform content pages published in support of the ongoing Cheers to 5 Years Brew Barons Beer Trail 5th anniversary promotions.

ORGANIC SOCIAL MEDIA

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

ORGANIC IMPRESSIONS (All platforms) | **325K+**

PAID SOCIAL MEDIA

Local (HLLY market) promotions to support content pages.

AD SETS | **1 (The Millworks)**

LANDING PAGE VIEWS | **1,762**

AD VIEWS (IMPRESSIONS) | **81,799**

EMAIL COMMUNICATIONS

CONSUMER EMAILS | **3** PARTNERSHIP EMAILS | **10**

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 | **1,552**

NEW USERS | **337**

PRIZES EARNED | **103**

TOP CHECK-IN LOCATIONS

YAH Brew, Troegs, Ever Grain, Wolf, Rotunda

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 | **115**

CHECK-INS | **33**

PRIZES EARNED | **9**

TOP CHECK-IN LOCATIONS

Desserts, Etc., Taylor Chip, Duck Donuts

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) Fishing | Yellow Breeches
- 3) Biking | Capital Area Greenbelt
- 4) Kayaking | Susquehanna River

INDEX PAGE VIEWS | **962**

ALL PAGE VIEWS | **6,534**

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 | **81**

TOTAL USERS | **615**

SESSIONS | **1,841**

APP PAGE VIEWS | **7,362**

SALES

M&C, GROUP, INTERNATIONAL MARKETS

TOTAL ROOM NIGHTS BOOKED | **17,382**

ROOM NIGHT LEADS DISTRIBUTED | **17,783**

TRADE SHOWS ATTENDED | **3**

SITE/FAM TOURS HOSTED | **18**

SALES & MARKETING

- Tours Limited co-op with Chocolate World | Full page catalog ad, website banner
- Brand USA: curated short form video with PA co-op for 4-week India campaign.

TRADE EVENTS

- ABA (American Bus Association)
- PASAE Connections Conference
- IITA (International Inbound Travel Association)
- Brand USA India Sales Mission
- TravStarz (India) Agent Training (45 agents)
- Brand USA Tour Operator Training (New Dehli, India)
- MPI Middle PA (Monthly Education & Networking, Winter Mixer, Annual Fundraiser)

SITE TOURS, FAMS & HOSTED EVENTS

ABA Post FAM Tour (15 tour companies with with Keystone Crossroads): Art Henry's Tours & Receptive, Inside Out Tours, Jane's Journeys, Tripod Vacations, Carol's VIP Adventures, Holidays Vacations, Heritage Tours, Traveling Cheesehead Productions, Affordable Travel, Birona Aswad Tour & Travel, Ready Travel & Logistics, Wade Tours, Jen's Travel Journeys, Boomer Tours, Significant Living Travel & Tours

Plus: Heritage Tours Site Tour, Global Tour Connection Site Tour, Noelle Carroll (Ireland) FAM

Hosted: ABA events - PA Dine Around (Longwood Gardens), PA Happy Hour on ABA Marketplace Floor, PA Reception

PARTNERSHIP

EDUCATION, EVENTS, & PROGRAMMING

Events

PACE Forum (Partnership and Community Engagement) - Cincinnati, OH | February 18-20

The DMO (Destination Marketing Organization) forum allows for the exchange of ideas and knowledge with colleagues who are facing the same day-to-day challenges and responsibilities. Topics include Membership/Partner Sales, Services, CRM, Events, Advertising Sales, Publications, Programming, and Internal Processes.

PA Partnership Roundtable | Lancaster, PA | March 26-28

A gathering of DMO Partnership managers and directors from around the State of PA coming together to discuss industry trends and issues specific to PA DMOs.

Learn Over Lunch Speed Networking | Best Western Premier Central Hotel & Conference Center | February 26

A fun, interactive workshop connecting VHH Partner businesses through a speed networking format to find ways to team up, develop tourism packages, and cross-promote one another.

PARTNER PROSPECTS & ADDITIONS

Prospects

- Made 48 Partner prospect site visits
- Completed 2025 Partnership renewals

New VHH Partners Added

- Capital City Music Hall
- Comfort Inn and Suites Harrisburg and Hershey
- Crowne Plaza
- Romano's
- Sawyer's
- Spark by Hilton Hershey
- Tanger Outlets
- Yokl Food Tours

HERSHEY HARRISBURG SPORTS & EVENTS AUTHORITY

SALES ACTIVITY

TOTAL ROOM NIGHTS BOOKED | **22,357**

ROOM NIGHT LEADS DISTRIBUTED | **60,088**

TRADE SHOWS ATTENDED | **4**

SITE VISITS | **3**

EVENTS HOSTED

- US Figure Skating Eastern Sectional Synchronized Skating Championships
- Great American Outdoor Show
- Hershey President's Day Hockey Tournament
- National Girls Hockey League Futures Championship
- SuperSeries Hockey President's Day Showcase
- MCDA Chocolatetown Cheer & Dance
- PIAA Wrestling Championships
- KRVA Lucky Charm Classic
- Hershey St Patty's Day Tournament
- Dancers Inc Harrisburg Regional
- PA Field Hockey Senior Cup
- KRVA Champions Cup
- PA Junior Wrestling Championships
- PIAA Basketball Championships

TOTAL ECONOMIC IMPACT | **\$ 83.9 Million**

MARKETING, PR, & OUTREACH

- Organic Social Media: HHSE platforms collectively reached 3K+ accounts and gained 26 new followers
- Organic Social Media: Big 26 platforms collectively reached 55K+ accounts and gained 113 new followers
- Paid Social Media: Big 26 PA & MD tryout promotions
- Event Landing Pages: US Figure Skating, MCDA, PA Junior Wrestling

DEPARTMENT ACTIVITY

Business Development

- Special Olympics Pennsylvania (Site Tour), USA Gymnastics (Site Tour). Pennsylvania Interscholastic Cycling League (Prospect meeting), City Mountain Bike (Presentation)

Trade Shows & Industry Meetings

- TEAMS Europe | London
- American Baseball Coaches Convention & Perfect Game VIP Reception | National Harbor, MD
- Sports Express Conference | San Juan, PR
- SportsETA Mentoring Committee & Chief Executive Summit
- PA Sports Winter Membership Meeting, Executive Committee planning meeting
- Women in Sports Collective Forum
- PA State Athletics Commission (local meeting)