

## EXECUTIVE MESSAGE

### HIGHLIGHTING SUCCESS & POWERING AHEAD

The final quarter of the VHH Fiscal Year 2024-25 marked the first quarter of my time as President & CEO. To say I am excited about the road ahead does not do justice for what I believe this team of tourism professionals can accomplish. In just a few short months, I've been inspired by the meetings with partners, elected officials, and community stakeholders. Our goals align well; tell our region's amazing tourism story and provide the tools for success.

With Q4 wrapped, we will begin production on the FY24-25 Annual Report and plan the agenda for an Annual Meeting to be held this fall. I look forward to highlighting a successful year of the collective efforts of Visit Hershey & Harrisburg, Hershey Harrisburg Sports & Events Authority, and ExploreHBG, and I'm excited to look ahead for what I know will be successes to come.

For a snapshot of our roadmap to success in FY2025-26, you can review the [Business Plan](#).

Thank you to everyone in the tourism industry who makes the Hershey Harrisburg Region the best destination to live, work, and play.



Together in Tourism,

A handwritten signature in black ink, reading "Sharon S. Myers".

Sharon S. Myers  
President & CEO

## 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.

#### **PA Flavor** | April 26 -- PA Farm Show Complex & Expo Center

Activation: VHH sponsorship featuring the Brew Barons Beer Trail.

#### **Dauphin County Wetlands Festival** | April 26 -- Wildwood Park

Activation: VHH sponsorship featuring promotions for destination activities and Trails & Experiences.

#### **Farm City Days** | May 7-8 -- PA Farm Show Complex & Expo Center

Activation: VHH, HHSE, ExploreHBG staff supported the event by volunteering with student group registration and wayfinding.

#### **National Travel & Tourism Week** | May 5-11 -- Regionally

Activation: VHH sponsored a series of local billboards and a print placement in The Burg highlighting the power of tourism in Dauphin County.

#### **City of Harrisburg Artsfest** | May 24-26 -- Riverfront Park

Activations: VHH sponsorship featuring signage and social promotions destination activities and Trails & Experiences. ExploreHBG sponsorship featuring free coloring books.

#### **PRLA Taste of the State Reception** | June 2 -- PA State Capitol

Activations: VHH sponsorship featuring signage and an appearance by the Brew Baron for the kickoff mix & mingle event of the PRLA Public Affairs Conference & Legislative Day.

#### **Proudly PA** | June 14 -- Fort Hunter

Activation: VHH sponsorship featuring promotions for destination activities and Trails & Experiences.

**HHSE Events** | See HHSE section for list of events hosted including the Air.Show Central PA, Perfect Game Baseball tournaments, and more.

## 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) VCR (Video CompletionRate), \*(Campaign continues beyond the quarterly data period.)

Campaign	What	Where	When	Clicks/Other	Impressions
Spring Outer Market	Online Video Trade Desk	PHL, DC, BALT, WB-S	5.5 - 6.29	25K	9.8M
Spring Outer Market	Google Display Network	PHL, DC, BALT, WB-S	5.5 - 6.29*	148K	19.9M
Spring Outer Market	Retail Media Network	PHL, DC, BALT, WB-S	5.5 - 6.29	4.2K	3.7M
Spring Outer Market	Paid Social (Facebook/IG)	PHL, DC, BALT, WB-S	5.20 - 6.30*	75K	8.2M
Spring Outer Market	OTT - Streaming TV	BALT	6.10 - 6.30*	VCR: 98.1%	1.2M
Spring Outer Market	Paid Social (TikTok)	PHL, DC, BALT, WB-S	6.6 - 6.30*	14K	2.9M
Spring Brew Barons	PMAX	HLLY	4.15 - 5.28	7.9K	357K
Spring Brew Barons	Paid Social (Facebook/IG)	HLLY	4.14 - 5.29	3.1K	401K

### WEBSITE

ACTIVE USERS | **420,508**  
SESSIONS | **484,572**  
VIEWS PER SESSION | **1.45**

ENGAGED SESSIONS | **193,409**  
AVG. ENGAGEMENT PER SESSION | **24 sec**  
ENGAGEMENT RATE | **39.9%**

#### TOP WEBSITE LANDING PAGES (ORGANIC)

Events | Air.Show  
Events | Index  
Things to Do | Free Things to Do  
Thing to Do | Family Fun | City Island

#### TOP REGIONAL MARKETS (ORGANIC AUDIENCE )

Philadelphia  
New York City  
Harrisburg  
Hershey  
Ashburn

### GETAWAY GUIDE

TRAVEL GUIDES DISTRIBUTED | **4,872**  
TOP 5 STATES | **PA, NY, OH, MD, NJ**

## COMMUNICATIONS & CONTENT

### PUBLIC RELATIONS

#### Hosted Content Collaborators

- BrittAroundTown (2 days, 1 night | Highlighting Brew Barons 5th Anniversary)
- Beyondbmore (3 days 2 nights | Highlighting Hershey Activities)
- ToryTalksTrails (2 days 1 night | Highlighting Outdoor Activities: Ned Smith , Hershey Gardens)
- TheGlobalGhanaGirl (3 days 2 nights | Highlighting Hershey History, Food, and Shopping)

#### Events, Education & Conferences

- Hosted Brew Barons 5th Anniversary Kick-Off -- Baron V First Taste Events (3x)
- MATPRA Quarterly Meeting | Clearfield
- VisitPA PR Event | NYC

#### Press Releases

- [Cheers to 5 Years | Brew Barons Beer Trail Anniversary](#)
- [The Economy of Tourism in Dauphin County](#)
- [Baron V Summer Collab Series](#)
- [Visit Hershey & Harrisburg Receives \\$1 Million Dauphin County Tourism Grant](#)

### ORGANIC SOCIAL MEDIA

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

ORGANIC IMPRESSIONS (All platforms) | **468K+**

### PAID SOCIAL MEDIA - CONTENT PUSH

Separate from larger Marketing Campaigns, VHH periodically invests in shorter, paid pushes for unique content.

BREW BARONS BREWERY PROFILES (8)  
Impressions (Facebook, IG, TikTok) | **2.3M**  
Clicks | **22.4K**

MIDTOWN HARRISBURG  
Impressions (Facebook, IG, TikTok) | **468.8K**  
Clicks | **4.7K**

### COLLABORATOR SOCIAL MEDIA

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

CREATORS HOSTED | **4**

COLLABORATOR POSTS (IG FEED) | **14**

COLLABORATOR IMPRESSIONS (IG FEED) | **75K+**

### EMAIL COMMUNICATIONS

CONSUMER EMAILS | **3** PARTNERSHIP EMAILS | **14**  
AVG. CONSUMER LIST SIZE | **28,035**

## 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 | **2,009**

NEW USERS | **656**

PRIZES EARNED | **185**

#### TOP CHECK-IN LOCATIONS

Wolf, Troegs, Ever Grain, Zeroday Taproom, Rotunda Brew Pub

Cheers to 5 Years!

Q4 was full of special events and appearances by the Brew Baron as we continue to celebrate the Brew Barons Beer Trail 5th Anniversary.

Highlights

Kick-off Event w/Brewers, Partners & Media | Troegs Baron V Summer Craft Beer Collab "First Taste" events (3x).

### 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 | Clark's Creek
- 4) Kayaking | Swatara Creek

INDEX PAGE VIEWS | **1,771**

TOTAL PAGE VIEWS | **9,382**

### 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. \*This trail will transition to content only.

SIGN UPS | **62**

CHECK-INS | **16**

PRIZES EARNED | **7**

#### TOP CHECK-IN LOCATIONS

Duck Donuts, Desserts. Etc., Grove's Brittle Works, Urban Churn Mechanicsburg

### 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 | **202**

TOTAL USERS | **822**

SESSIONS | **2,658**

APP PAGE VIEWS | **11,168**

## SALES

### M&C, GROUP, INTERNATIONAL MARKETS

TOTAL ROOM NIGHTS BOOKED | **11,058**

ROOM NIGHT LEADS DISTRIBUTED | **52,525**

TRADE SHOWS & MISSIONS ATTENDED | **6**

CLIENT EVENTS HOSTED/ATTENDED | **5**

SITE/FAM TOURS HOSTED | **5**

### SALES & MARKETING

- Keystone Crossroads RTO Steps to Success Virtual Training
- HERSHEY'S KISSES Tasting Station activation with Chocolate World at IPW Registration
- VisitPA Reception at IPW with multiple DMOs and state office
- Discover USA Educational Seminars: B2B Training educates travel agents
- From Q3: Brand USA shared metrics from its [UGC social media campaign](#) in India  
Total Impressions = 100.8M

### TRADE EVENTS

- PA Domestic Sales Mission (New England)
- Brand USA Canada Connect Sales Mission (Keystone Crossroads)
- DI Sales & Services Conference
- PA RTO Event
- IPW | Chicago
- C-Vent Connect
- MPI Middle PA  
\*Education & Networking, Brown Bag Luncheon, Members Appreciation, Board Retreat

### SITE TOURS & FAMS

**Site Tours/FAMS:** TravStarz, Meeting Planner FAM (4 companies)

## PARTNERSHIP

### EDUCATION, EVENTS, & PROGRAMMING

#### Events

VHH Annual Meeting: June 17 at Hershey Gardens

VHH hosted 61 Partners and special guests PA State Senator Patty Kim and Dauphin County Commissioners Mike Pries and George Hartwick. VHH highlighted the power of tourism and presented the FY25-26 Business Plan.

Partners on the Road YOKL Trolley Tour: June 25 in Hershey

VHH hosted 19 Partners and four staff on a tour of ZooAmerica, Adventure Sports, Rubber Soul Brewing, Chocolates by Tina Marie, and Toys on the Square.

### PARTNER PROSPECTS & ADDITIONS

#### Prospects

- Met with 60 Partner prospects

#### New VHH Partners Added

- Appalachian Kayak
- Avid Hotel
- Comfort Inn & Suites Harrisburg Hershey
- Middletown & Hummelstown Railroad
- One Love Yoga
- PA Recreational Vehicle and Camping Association
- Pride of the Susquehanna
- Sleep Inn & Suites Harrisburg
- StayAPT Suites Harrisburg-Hershey

## HERSHEY HARRISBURG SPORTS & EVENTS AUTHORITY

### SALES ACTIVITY

TOTAL ROOM NIGHTS BOOKED | **46,080**  
ROOM NIGHT LEADS DISTRIBUTED | **30,645**  
TRADE SHOWS ATTENDED | **2**  
SITE VISITS | **3**

### EVENTS HOSTED

- Dance Machine Regional Championships
- Artisan Guitar Show
- PA State USBC Women's Championship
- Perfect Game Spring Qualifier
- National Gymnastics Assoc. Regional Zone Championship
- Perfect Game Spring Elite Championships
- Perfect Game Super25 PA Qualifier
- PIAA Boys Tennis Championships
- Hershey Soccer Memorial Day Challenge
- Defender Hockey Hershey Summer Sizzler
- Perfect Game PA Select Championships
- Air.Show Central Pennsylvania
- Hershey Soccer Summer Classic
- THINKLAX Summer Genesis & Origins
- US Junior Nationals Hershey Showcase

TOTAL ECONOMIC IMPACT | **\$ 34.4 Million**

### MARKETING, PR, & OUTREACH

- Interview Clip: WITF Radio (The Spark) - [Blue Angels Take to the Sky over Harrisburg](#)
- Interview Clip: WGAL TV - [Air Show to be held at Harrisburg International Airport this Weekend](#)
- Press Event: Special Olympics Pennsylvania Softball Championships (Coming August 2025)

### DEPARTMENT ACTIVITY

#### Business Development & Event Support

- Site Visits: Legends Lacrosse, Hogans Lacrosse
- Presentation: Federation of International Ninja Athletics
- Planning: Special Olympics Pennsylvania Opening Ceremonies (Hersheypark)
- Planning: Air.Show Central PA

#### Big 26 Baseball Classic

- Hosted Pennsylvania and Maryland Tryouts
- Launched Buddy Program registrations

#### Trade Shows & Industry Meetings

- SportsETA Symposium | Tulsa, OK  
HHSE organized the PA Sports luncheon
- PA Sports Tourism Summit | Monroeville, PA
- VisitPA Sports Tourism Panel | Oakmont/US Open)

- SportsETA Meetings  
Mentoring Committee, State Association Leaders
- Compete Sports Diversity Network  
Growth in Women's Sports
- PRLA Tourism Coalition Meeting