

INTRODUCTION

VHH DEPARTMENT UPDATES | TOURISM INDUSTRY TRENDS

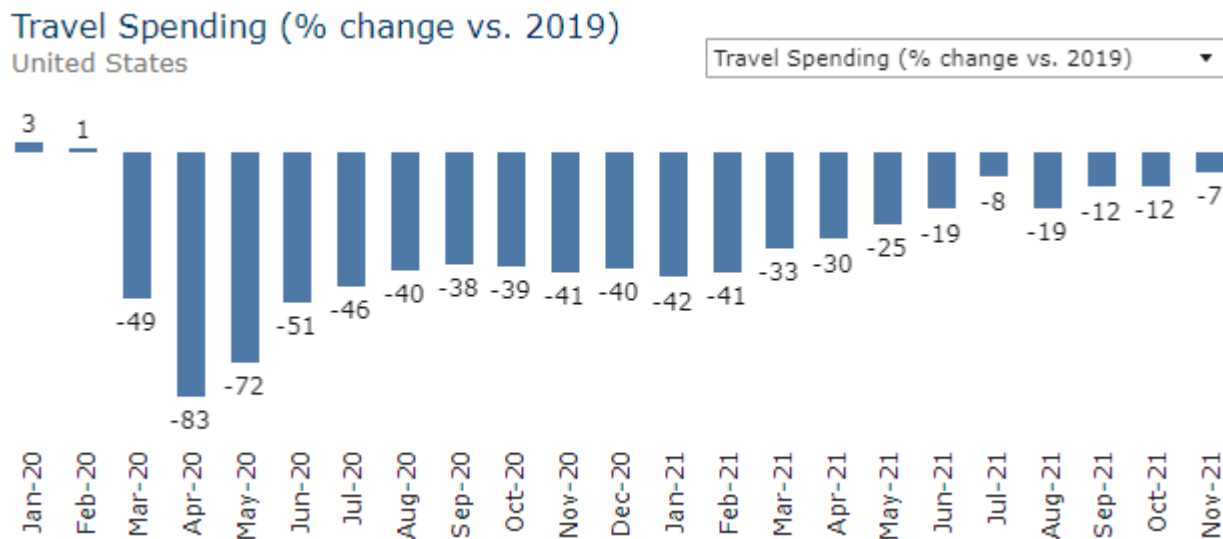
Throughout the varied stages of the pandemic, VHH staff maintained marketing and communications efforts and sales outreach designed to keep our destination top of mind for leisure travelers and decision makers in Meetings & Conventions, Group Tour, and Sports & Events markets.

VHH also worked to keep our Partners and community stakeholders informed of industry trends, forecasts, grant opportunities, and related information via regular communications. To provide a snapshot of where industry insights stood in mid-November 2021 (closing out a 2nd pandemic year but prior to Omicron’s influence), we’ve included a series of visuals reflecting collaborative industry research efforts to analyze travel trends and consumer sentiments.

In summary, the Fall 2021 report published by U.S. Travel Association projects pre-pandemic levels of domestic leisure travel in 2022, a partial recovery for domestic business travel in 2022 with full recovery coming in 2024, and a slower recovery for International Inbound Travel that’s not expected to reach pre-pandemic levels until 2024 or 2025.

INDUSTRY RESEARCH (1 of 3)

IMPACT SUMMARY: TRAVEL SPENDING



Source: Tourism Economics

INDUSTRY RESEARCH (2 of 3)

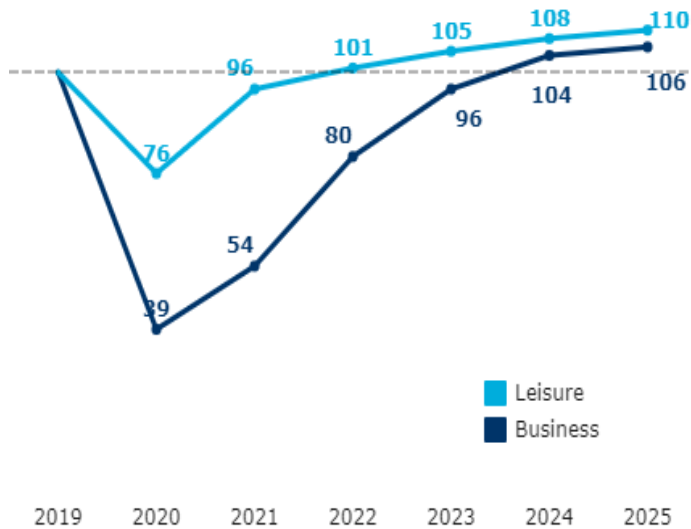
TRAVEL RECOVERY INDICATORS: SEGMENTS RELATIVE TO 2019

	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21
Auto Trips (Arrivalist)	-23%	-18%	-21%	-16%	-3%	-2%	-8%	2%	-16%	1%	3%	-8%
Air Passengers (TSA)	-62%	-60%	-57%	-48%	-41%	-33%	-26%	-20%	-23%	-24%	-21%	-16%
Overseas Arrivals (NTTO)	-88%	-87%	-91%	-87%	-87%	-81%	-77%	-78%	-76%	-79%	-78%	-57%
Hotel Demand (STR)	-34%	-29%	-27%	-20%	-15%	-13%	-9%	-4%	-10%	-7%	-7%	-5%
Short-term Rental Demand (AIRDNA)	-26%	-17%	-8%	-7%	0%	8%	7%	3%	-2%	4%	12%	15%

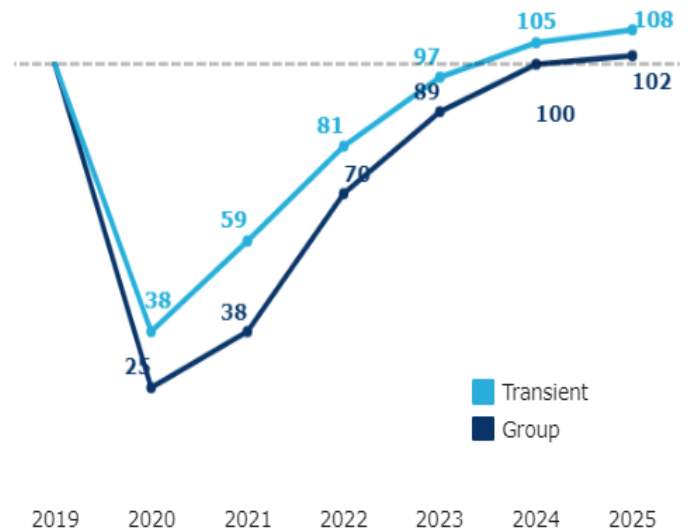
Source: Tourism Economics

DOMESTIC TRAVEL FORECASTS

Domestic Leisure vs. Business Travel Volume
Forecasted recovery, relative to 2019 (index, 2019=100)



Domestic Business Travel Volume by Segment
Forecasted recovery, relative to 2019 (index, 2019=100)



Source: Tourism Economics

INDUSTRY RESEARCH (3 of 3)

TRAVEL SENTIMENT

Consumer Travel Sentiment



Source: Longwoods International

HOTEL SUMMARY

	U.S. Hotel Summary YOY %change		Dauphin County Hotel Summary YOY %change	
	2020	2021	2020	2021
Occupancy	-33.3%	30.1%	-45.6%	49.9%
ADR <i>(Average Daily Rate)</i>	21.2%	19.6%	-22.7%	29.1%
RevPAR <i>(Revenue Per Available Room)</i>	-47.4%	55.5%	-57.9%	93.5%
Demand	-35.9%	36.7%	-45.3%	52.4%

Source: STR



FY21-22 | 6-MONTH UPDATE

JULY 1 - DECEMBER 31, 2021

MARKETING

CAMPAIGNS

Fall Display Campaign: The campaign, running between September 23 and October 24 in the Philadelphia, Washington, D.C., Baltimore, and Wilkes Barre-Scranton markets, included messaging targeted to Adults and Families and drove traffic to a Fall landing page. The campaign totaled 6.65 million Impressions.

Brew Barons Search: From October 31 to November 26, we invested in a Google Search Campaign to help connect people searching for “Beer Trails” (or similar keywords) with our Brew Barons Beer Trail product.

WEBSITE & CONTENT DEVELOPMENT

With the bulk of our marketing efforts driving traffic to VisitHersheyHarrisburg.org, considerable time and attention is spent on maintaining and updating its content to maximize SEO impact. We collected new photo and video assets for Sales pieces and Experience Development projects such as the updated Sweet Treat Trail, The Black Travel Experience, and a Mural Trail.

TOP FIVE REGIONAL MARKETS

Philadelphia
HLLY
DC
New York
Baltimore

WEBSITE SESSIONS | **406,057**

WEBSITE USERS | **321,885**

NEW OR UPDATED WEB PAGES | **144**

PHOTO & VIDEO SHOOTS | **20 locations**

CONSUMER EMAILS

AVERAGE LIST SIZE | **18,271**

VHH sent monthly emails to an engaged consumer database. Messaging focused on seasonally appropriate experiences and confirmed events.

TRAVEL GUIDE

The 2022 Travel Guide was reimagined as an inspirational piece designed to spark year-round interest in the wide variety of attractions and experiences in Hershey & Harrisburg. Featuring a cultivated set of seasonal and niche-inspired destination overviews, the new Guide was created throughout Fall 2021 and distributed in January 2022.

EXPERIENCE DEVELOPMENT

OVERVIEW

In late 2019, we introduced a new initiative to develop a series of tourism experiences. These 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 check in via the mobile passport when they visit a new location. They are eligible for themed prizes after accumulating check-ins on a tiered structure. The trail has generated an estimated \$200K in local economic impact since its launch in July 2020.

CHECK-INS | **2,807**

PRIZES EARNED | **255**

TOP 3 CHECK-IN LOCATIONS

- 1) Troegs Independent Brewing
- 2) Rubber Soul Brewing Co.
- 3) Tattered Flag

CHOCOLATE & MORE SWEET TREAT TRAIL

The original version of the Sweet Treat Trail utilized a printed paper BINGO card. Guests could earn stamps as they made purchases at our region's sweet spots for baked goods, ice cream, chocolate, coffee, cupcakes, and more. Players with a successful BINGO earned a prize. **An updated mobile version launched in January!*

WEB PAGE VIEWS | **4,424**

TOP 3 CHECK-IN LOCATIONS

- 1) HERSHEY'S Chocolate World
- 2) Duck Donuts
- 3) The Hershey Story Museum

ADVENTURE TRAIL

An extensive guide featuring trails, parks, waterways, and attractions suited for outdoor (and a few indoor!) adventurers of all ages. This trail does not have a "check-in" mechanism, but is designed to be a guide to all-things adventure! Throughout the pandemic, we have seen heightened interest in people looking for outdoor activities in all seasons.

WEB PAGE VIEWS | **17,820**

TOP CATEGORIES >> TOP PAGES

- 1) Hiking >> Hawk Rock
- 2) Biking >> Stony Valley Rail Trail
- 3) Kayaking >> Swatara Boathouse Run

JUST RELEASED OR COMING SOON

The Black Travel Experience (A Cultural Guide)

Launched January 2022

Sweet Treat Trail (New Mobile Passport)

Launched January 2022

Leprechauns & Lagers (Spring Promo)

Coming February 2022

Murals & More (A Walk of Art)

Coming April 2022



FY21-22 | 6-MONTH UPDATE

JULY 1 - DECEMBER 31, 2021

SALES

M&C, GROUP, INTERNATIONAL MARKETS

TOTAL ROOM NIGHTS BOOKED | **16,623**

ROOM NIGHT LEADS DISTRIBUTED | **16,059**

TRADE SHOWS ATTENDED | **4**

SITE VISITS/FAM TOURS HOSTED | **5**

SALES MARKETING

The Sales department worked with digital marketing agency Orange142 for a multi-tactic campaign targeting meeting and event planners in Pennsylvania, New Jersey, Connecticut, Virginia, Washington DC, and Maryland between April 1 and October 28, 2021. **Campaign made possible by CARES Act funding.*

TACTICS | **Native advertising, retargeting, video, email, social**

OVERALL IMPRESSIONS | **4,158,961**

HIGHLIGHTS

- Contracted with McConnell Meetings & Events to bolster meetings, conventions, and group business
- In-house update of sales marketing collateral
- Hosted a "Mingle & Jingle" holiday event at King Mansion for local meeting and event planners

FORECASTS & TRENDS

- Meeting planners are expected to favor regional events with more automobile travel and less air travel over the next 18-36 months.
- Pre-pandemic meetings business is expected to return in 2023.
- Hybrid meetings are expected to continue, but there is strong desire for face-to-face interaction.
- Domestic tour operators do not expect to return to pre-pandemic performance until 2023 or later, while anticipating reduced passenger capacity, fewer options in tour packages, and marketing their tours much closer to the departure date.
- Due to ongoing restrictions of International travel, that market is experiencing the slowest recovery.



FY21-22 | 6-MONTH UPDATE

JULY 1 - DECEMBER 31, 2021

HERSHEY HARRISBURG SPORTS & EVENTS AUTHORITY

SALES ACTIVITY

TOTAL ROOM NIGHTS BOOKED | **35,030**

ROOM NIGHT LEADS DISTRIBUTED | **12,413**

TRADE SHOWS ATTENDED | **2**

SITE VISITS | **5**

EVENTS UNDER CONSIDERATION

EVENTS | **7**

EXPECTED ECONOMIC IMPACT | **\$5 Million**

MARKETING

HHSE worked with digital marketing agency Orange142 for a 90-day spring branding campaign that bled into the first half of July 2021. This campaign targeted events decision makers and athletes in Pennsylvania, New York, Maryland, Washington D.C., and Virginia. It supported brand/destination awareness and highlighted the region's spacious and versatile venues. **Campaign made possible by CARES Act funding.*

TACTICS | **Native advertising, retargeting, video, email**

OVERALL IMPRESSIONS | **4,760,980**

INDUSTRY NOTES

- In June 2021, the reopening of the Farm Show Complex & Expo Center signaled a significant turning point in our ability to gain traction in pitching new and returning business to the venue.
- While sports tourism was not immune to the effects of the pandemic, many youth sports organizations - particularly outdoor sports - continued operations under newly established health and safety guidelines.
- Registrant travel, hotel reservations, and length of stay for sports events trended up in 2021 compared to 2020.
- Participation and event frequency for outdoor sports such as golf, fishing, canoe/kayak, etc., has spiked since 2019, becoming an increased focus for business development for many CVBs and Sports Authorities.

EVENTS HOSTED

- 2021 BIG 26 Baseball Classic (HHSE-owned event - DNP 2020 due to Covid)
- Hogan's Hershey Lacrosse
- Firecracker Sweet Spot Baseball Showcase
- Hobie Bass Open Series Event
- OneHockey Hershey Hockeyfest
- PIAA Championships (girls tennis, cross country, soccer, football)
- PIEA Esports Championships
- KRVA Rust Bucket Volleyball Challenge

TOTAL ECONOMIC IMPACT | **\$6 Million**