
ANNUAL REPORT
FISCAL YEAR 2025-26
Sports Events HERSHEY & HARRISBURG
Visit HERSHEY & HARRISBURG
Explore HBG

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Dear Valued Partners and Friends in Tourism,

Thank you for your continued support of tourism in the Hershey Harrisburg Region. It's a privilege to work every day in an industry that's built on saying, "Welcome!" We are proud to share highlights from a fiscal year where our hallmark themes have been organizational growth, embracing new strategies, and a commitment to deepening collaborative relationships.

ORGANIZATIONAL GROWTH

With various positions opening in FY24-25, we reimagined the organizational structure to capitalize on team strengths, better align with new initiatives, and maintain fiscal responsibility. Beyond new faces, new roles add increased support and collaboration across departments and open more opportunities to engage with partners and visitors. We welcomed Strategic Support Specialist Corinne Flemming, Manager of Event Strategies & Marketing Projects Cortney Ranck-Cameron, and Social Media Manager Kayla Sherry. Together, we are moving forward with purpose to provide the best possible destination marketing campaigns, programming, and collaborations.

EMBRACING NEW STRATEGIES

With a consistently changing landscape for how visitors search for and plan getaways, discoverability is crucial. VHH identified the best platform and strategy partner to help us build a website and online experience that meets the demands of AI trends as well as human search. The new website is expected to launch in early 2027.

DEEPENING COLLABORATIVE RELATIONSHIPS

Later in this report, you'll see a Community Vitality Wheel. It's a visual reminder that the work we do is all connected to the overall health of our community. While our core mission is destination marketing for Dauphin County, we understand that a critical strategy to achieve lasting success is embracing our role as a convener, uniting community leaders around a shared understanding of tourism's impact.

The progress of VHH, Hershey Harrisburg Sports & Events Authority, and ExploreHBG is not possible without the support of the VHH Board of Directors and the collaborative strength of our partners, neighbors, and community leaders.

Your partnership, insights, and dedication to the visitor experience made this year's progress possible, and it will shape what we build together next.

With gratitude,



Sharon S. Myers
PRESIDENT & CEO
Visit Hershey & Harrisburg



Janet Rozzi
VHH BOARD CHAIR

Staff, Board of Directors, Elected Officials

VISIT HERSHEY & HARRISBURG

Sharon S. Myers
President & CEO

Jason Brown
Director of Marketing

Audrey Bialas
Director of Sales

Allison Rohrbaugh
Senior Director, Communications & Content Strategy

Steve Cruz
Director of Strategic Partnerships

Jason Meckes
Experience Development Director

Jenny McConnell
Sales Manager

Heather Novack
Senior Strategic Support Specialist

Corinne Flemming
Strategic Support Specialist

Kayla Sherry
Social Media Manager

HERSHEY HARRISBURG SPORTS AND EVENTS AUTHORITY

Danielle Vincenti
Executive Director

Cortney Ranck-Cameron
Manager of Event Strategies & Marketing Projects

EXPLOREHBG

Syeda Tayyeba
Director of Marketing & Communications

VHH BOARD OF DIRECTORS

Janet Rozzi, Chair
IHG

Michelle McKeown, Vice Chair
Dauphin County Parks & Recreation

Kara Luzik Canale, Treasurer
Harrisburg Regional Chamber & CREDC

Jensine Ruscito, Secretary
Tröegs Independent Brewing

Clinton M. Cullison, Immediate Past Chair
Greenlee Partners, LLC

Jamie Berger
C&J Catering

Jenny Brown
Hollywood Casino at Penn National Racecourse

Lynn Day
The Vineyard & Brewery at Hershey

Matthew Kido
Hilton Harrisburg

Brewer Lister
Hershey Entertainment & Resorts Company

Michael Reynoldson
Hershey Entertainment & Resorts Company

Faniel Yemane
Harrisburg Young Professionals

DAUPHIN COUNTY COMMISSIONERS

Justin Douglas
Mike Pries,
George P. Hartwick, III

CITY OF HARRISBURG

Mayor Wanda Williams

PA STATE SENATORS

Patty Kim
Greg Rothman

PA STATE REPRESENTATIVES

Justin C. Fleming
Joe Kerwin
Dave Madsen
Thomas L. Mehaffie III
Perry Stambaugh

Who We Are

Visit Hershey & Harrisburg (VHH) is the official non-profit partnership-based Destination Marketing Organization serving Dauphin County. Visit Hershey & Harrisburg is responsible for developing and executing comprehensive sales, marketing, and communication programs to compete for leisure, business, group, and sporting event travel market segments among leading and national destinations. VHH divisions include Hershey Harrisburg Sports & Events Authority and ExploreHBG.

MISSION STATEMENT

The mission of Visit Hershey & Harrisburg is to generate economic growth and stability through the marketing and promotion of travel to the Hershey Harrisburg region and to coalesce, develop, and expand its hospitality industry, products, and workforce.

VISION

Visit Hershey & Harrisburg will adhere to the highest standards of conduct for a professional destination management agency while inspiring local leaders to invigorate a dynamic visitor-centered, year-round destination.

Sports Events HERSHEY & HARRISBURG

Visit HERSHEY & HARRISBURG

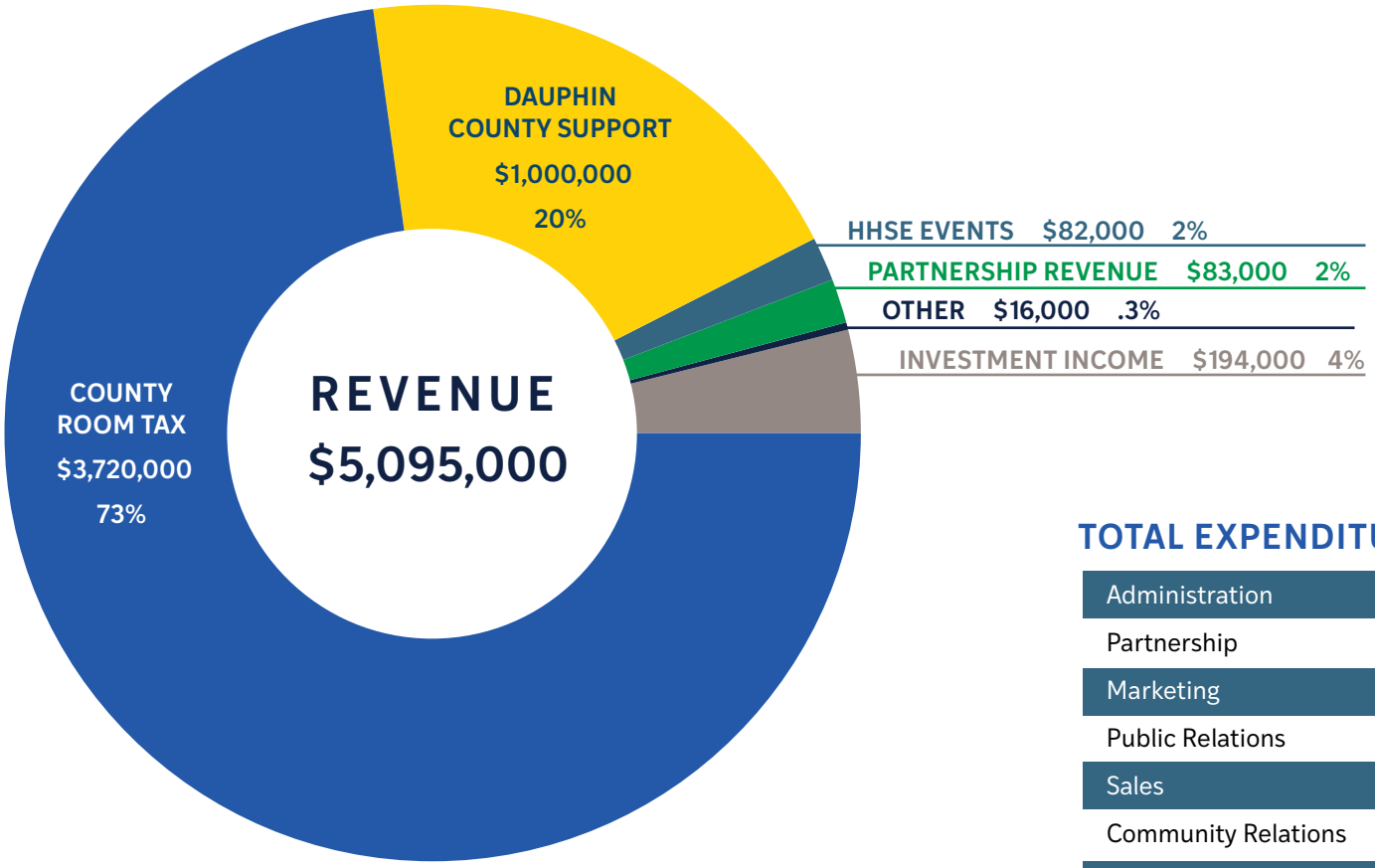
Explore HBG



VHH Financial Information for the Year Ended June 30, 2026



ASSETS $2,584,000 | **LIABILITIES** $499,000



TOTAL EXPENDITURES $5,009,000

Administration	$1,976,000	39%
Partnership	$21,000	.4%
Marketing	$1,298,000	26%
Public Relations	$82,000	2%
Sales	$162,000	3%
Community Relations	$421,000	8%
HHSE	$224,000	4%
Experience Development	$74,000	1%
ExploreHBG	$751,000	15%

Community Vitality Wheel

It all starts with a visit. The work of a Destination Marketing Organization goes far beyond filling hotel rooms and venue seats. Destination Marketing plays a key role in a community's ability to grow and thrive as a destination where people want to visit, live, work and play.

THE WORK OF A DESTINATION ORGANIZATION

1. VISIT

If you built a place where people want to visit, then you have built a place where people want to live.

2. LIVE

And if you built a place where people want to live, then you have built a place where people want to work.



4. INVEST

And if you built a place where business and residents will invest, then you have built a place where people will want to visit.

3. WORK

And if you built a place where people want to work, then you have built a place where business and residents will invest.

DESTINATIONS INTERNATIONAL

Economics of Tourism

DAUPHIN COUNTY GENERATED

$4.51 Billion
IN TOTAL ECONOMIC IMPACT

27,709
JOBS SUPPORTED

$287 Million
GENERATED IN STATE AND LOCAL TAXES

$2.81 Billion
DIRECT VISITORS SPEND

Dauphin County Direct Spending

- Lodging: $377M
- Food & Beverage: $568.9M
- Recreation: $756.4M
- Retail: $408M
- Transportation: $704M

Methodology Note: Total Economic Impact includes Direct Impact (purchases made by visitors in retail, lodging, transportation, and dining) + Indirect Impact (goods and services purchased by travel businesses that affect the supply chain) + Induced Impact (employee wages generated by the visitor economy are spent in the local economy.)

View the full Economic Impact Report for Travel and Tourism in Pennsylvania.

Source: 2025 Tourism Economics Report for Visit PA

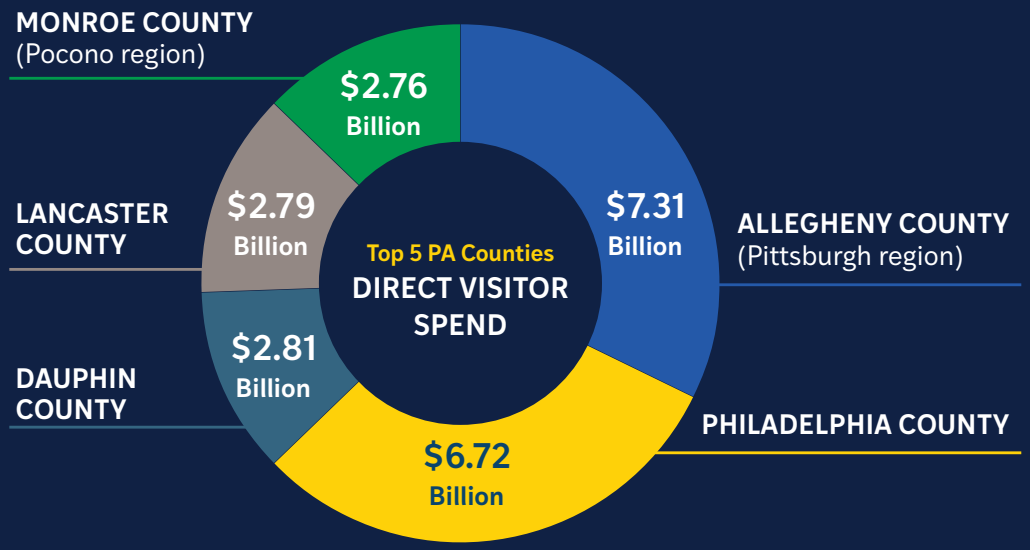
The annual Economic Impact of Travel Report for Pennsylvania is produced for the Commonwealth and its 67 counties by Tourism Economics.

Economic Impact in Pennsylvania

In 2025, Pennsylvania's overall tourism industry generated:

- $87.2 Billion in total economic impact
- supported 521,021 jobs
- contributed $5.2 Billion in state and local taxes.

Pennsylvania welcomed 206.2 Million visitors.



FY25-26 Hotel Tax Distribution

Visit Hershey & Harrisburg is funded primarily through a portion of revenues from the Dauphin County Hotel Tax. Collections from the 5% tax on gross room revenues are distributed via the county across several entities for the purpose of promoting tourism.

	Dauphin County Development Corp	Derry Twp. Industrial Authority	City of Harrisburg	DCEDC for Tourist Promotion	Visitor's Bureau for City of Harrisburg	Visitor's Bureau for Dauphin County	TOTAL
JUL '25	$381,811	$823,742	$152,701	$76,350	$96,429	$385,719	**$1,916,752**
AUG '25	$388,472	$838,029	$155,365	$77,683	$98,084	$392,335	**$1,949,968**
SEPT '25	$229,011	$495,179	$91,581	$45,790	$58,215	$232,862	**$1,152,638**
OCT '25	$297,264	$645,760	$118,850	$59,425	$76,594	$306,378	**$1,504,271**
NOV '25	$233,052	$504,008	$93,196	$46,598	$59,274	$237,096	**$1,173,224**
DEC '25	$249,497	$541,479	$99,756	$49,878	$64,111	$256,442	**$1,261,163**
JAN '26	$120,069	$277,241	$47,869	$23,934	$36,567	$146,268	**$651,948**
FEB '26	$132,099	$304,398	$52,670	$26,335	$40,018	$160,072	**$715,592**
MAR '26	$158,496	$347,036	$63,346	$31,673	$41,775	$167,099	**$809,425**
APR '26	$185,417	$401,771	$74,141	$37,070	$47,426	$189,703	**$935,528**
MAY '26	$186,858	$407,929	$74,692	$37,346	$48,836	$195,344	**$951,005**
JUN '26	$241,442	$527,247	$96,509	$48,255	$63,155	$252,619	**$1,229,227**
TOTAL	**$2,803,488**	**$6,113,819**	**$1,120,676**	**$560,337**	**$730,484**	**$2,921,937**	**$14,250,741**
	20%	**43%**	**8%**	**4%**	**5%**	**20%**	

Collaboration & Community Sponsorships

Visit Hershey & Harrisburg, Hershey Harrisburg Sports & Events Authority, and ExploreHBG are proud to support a variety of community events that showcase diversity, creativity, and the competitive spirit across the Hershey Harrisburg Region. While these events are critical for both local community wellness and as entertainment options for visitors, they are also excellent ways for our teams to highlight tourism initiatives. Support of community events also allows our team to interact with local neighbors and visitors alike to help us better understand what experiences and opportunities are most helpful to them as they travel.

Across FY25-26, our team has paired sponsorships with volunteer hours at events like Farm City Days at the PA Farm Show Complex & Expo Center or the Special Olympics Pennsylvania Softball Championships. We've proudly sponsored the City of Harrisburg's community festivals, SoMa Block Parties, and other events that connect locals and guests across the city. You may have seen our Brew Baron at events like Dauphin County Brewfest at Fort Hunter, PA Flavor, Senstoberfest, or Autos & Ales. We stand with our friends across the industry at Harrisburg Regional Chamber & CREDC and Pennsylvania Restaurant & Lodging Association to support opportunities to learn, grow, and collaborate.

We're appreciative of the opportunity to engage with successful community events that help to shape the Hershey Harrisburg Region not only as a vibrant place to live and play for its residents, but also as a diverse and vibrant destination for visitors looking for entertainment experiences.









Strategic Partnership





93%
PARTNER RETENTION

458
TOTAL BUSINESSES SUPPORTED

Includes investing partners and businesses featured in Trails & Experience programming.

7
TOTAL EVENTS HOSTED

Includes Mecum VIP Tour, Annual Meeting at King Mansion, VHH Marketing & Communications 101 at Chocolate World, Partner Portal Training, Learn Over Lunch Speed Networking at the AACA Museum, Expert Panel Q&A Event at Hilton Harrisburg, CSPI Sales Academy AI zoom sessions

VHH welcomed the addition of the following new partners in FY25-26

JPL
Cahoots Taproom and Arcade
Country Inn and Suites by Radisson
Hershey Region AACA
Hotel Hanna
Hummelstown Print House
Mercato Mio Restaurant
Microtel Hotel
Mt Gretna Summer Concerts
Patchwork Pumpkin Farm
Penn Harris Hotel
PJ Whelihan's
Premiere 1 Limousine
Residence Inn Harrisburg North
Rubber Soul Taproom
Seltzer's Smokehouse
Star Express Limousine
Stumpy's Hatchet House
The Englewood
The Residence Inn
Travel Champs
Unique Chauffeured Services
Urban Churn
Wolf Bus

Destination Sales Overview

188,527
TOTAL ROOM NIGHTS BOOKED

263,438
TOTAL LEAD ROOM NIGHTS DISTRIBUTED

23
TOTAL TRADE SHOWS ATTENDED

55
TOTAL SITE VISITS, FAM TOURS, CLIENT EVENTS



MEETINGS, CONVENTIONS, GROUP TOUR AND GLOBAL OUTREACH

- Room Nights Booked: 68,254
- Lead Room Nights Distributed: 77,344
- Trade Shows Attended: 14
- Client FAM Tours Hosted: 12
- Client Events Attended and Hosted: 34

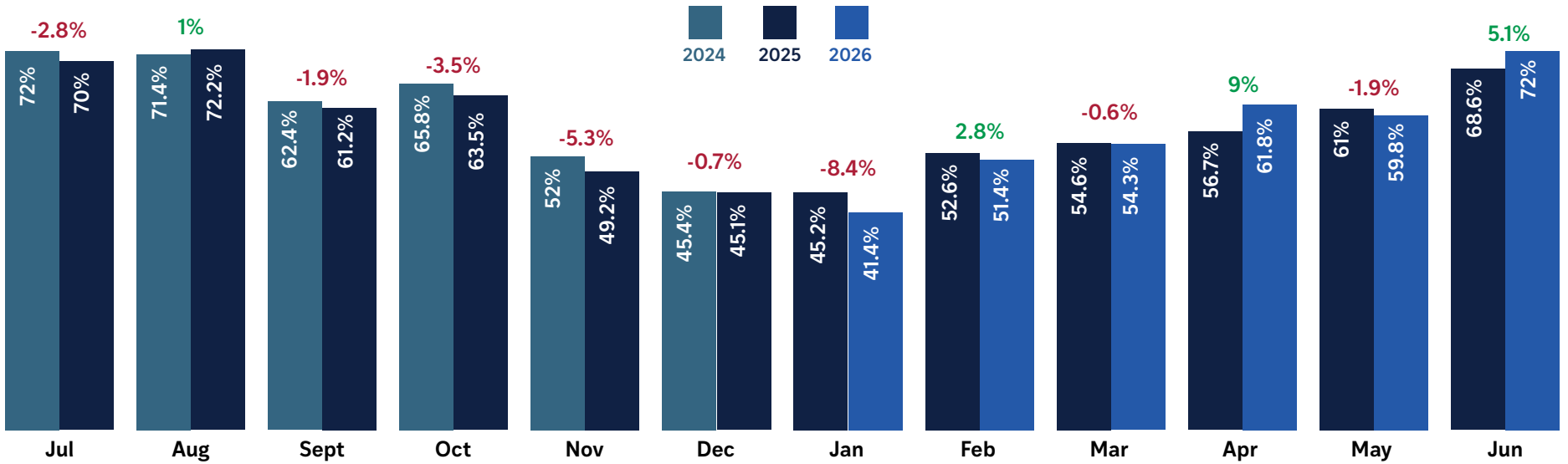
SPORTS & EVENTS

- Room Nights Booked: 120,273
- Lead Room Nights Leads Distributed: 186,094
- Trade Shows Attended: 9
- Site Visits Hosted: 9

INDUSTRY BENCHMARKS

CoStar Group™ is a leading provider of performance benchmarking and comparative analytics to the hotel industry. The chart below shows the region's occupancy rates for FY25-26.

OCCUPANCY



TOP NEW SPORTS & SPECIAL EVENTS HOSTED IN FY25-26

- Big 22 Girls Soccer All-Star Game
  $35,000
- National Club Baseball Association Chesapeake Regional Playoffs
  $185,000
- Special Olympics PA Speed Skating Competition
  $98,000
- Prep Baseball Report PA State Games Trials
  $325,000
- PA Interscholastic Cycling League State Championship
  $1,200,000
- Special Olympics PA State Softball Championships
  $1,400,000
- National Hockey5s Chocolate Cup
  $2,100,000
- Alpha Hockey Thanksgiving Tournament
  $1,400,000
- Defender Hockey Chocolate Meltdown Tournament
  $1,100,000
- Defender Hockey Keystone Summer Showdown
  $1,100,000

Total Economic Impact: $8,943,000
Total Attendance: 20,760

NEW EVENTS SECURED IN FY25-26

Obstacle Sports Expo | *July 2026*
$8,500,000

Perfect Game Mid Atlantic All-State Games | *August 2026*
$396,186

MADE Hoops East Warmup/Mania Tournament | *April 2027*
$7,300,000

Center Court Events Volleyball Tournament | *May 2027*
$2,600,000

MCDA Chocolate Challenge Super Nationals | *2027*
$2,500,000

Total Projected Economic Impact: $21,296,186

Total Projected Attendance: 35,125





BIG 26 BASEBALL CLASSIC

HHSE hosted the annual Big 26 Baseball Classic July 31, August 3, 2025 at FNB Field. The summer event features high school all-stars from Pennsylvania and Maryland and is attended by college and pro baseball scouts. The event also features the Buddy Program, including a series of events pairing athletes with special needs with Big 26 players. Special thanks to the PA Farm Show Complex for serving as an emergency rain location for our Buddy Game on short notice!

RESULT

PA won the 2025 series 2 games to 1, and leads the all-time series with 8 event wins to Maryland's 4.

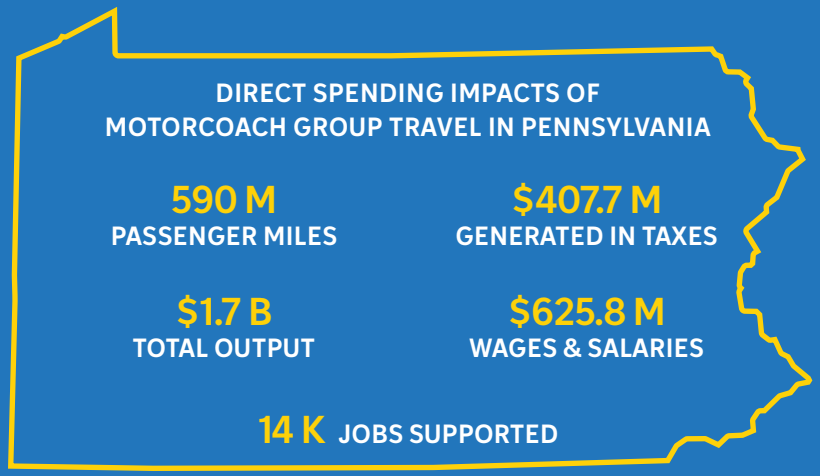
TABLE FOR 20

The group tour and sports & events markets bring a steady influx of large parties to our hotels, restaurants, and attractions. Our location, iconic experiences, and historic sites make our destination leading candidate to take advantage of travel demands and hosting opportunities for these markets. The data below highlights national, state, and local impacts for two powerful sales markets.

MOTORCOACH INDUSTRY IMPACT

Pennsylvania
RANKS 7TH IN THE COUNTRY
for impact from motorcoach travel

Dauphin County
RANKS 9TH
out of Pennsylvania's 67 counties



Impacts in Dauphin County

$55,171,703
TOTAL OUTPUT

$12,823,301
TOTAL TAXES

$20,617,147
TOTAL WAGES AND SALARIES

441
TOTAL JOBS

SPORTS TOURISM

In the first-ever unified analysis of both participatory and spectator sports tourism in the United States, Pennsylvania ranked fourth in the nation for both sports segments. See how sports tourism fuels economic impact across the nation.

Participatory Sports Tourism

$149.1 B
TOTAL ECONOMIC IMPACT

$60.1 B
DIRECT SPENDING NATIONWIDE

880,540
JOBS SUPPORTED

$11.3 B
STATE & LOCAL TAX REVENUE

227.6 M
TOTAL SPORTS TRAVELERS

80.4 M
ROOM NIGHTS GENERATED

Spectator Sports Tourism

$125.4 B
TOTAL ECONOMIC IMPACT

$51.1 B
DIRECT VISITOR SPENDING

730,193
JOBS SUPPORTED

$9.2 B
STATE & LOCAL TAX REVENUE

111.4 M
NON-LOCAL ATTENDEES

43.9 M
ROOM NIGHTS GENERATED

Marketing & Communications

While the annual report is full of data for the year's deliverables, we want to take a moment to provide a narrative for a fiscal year marked by intentional research, a shift in strategies, and a strengthening of staff assets.

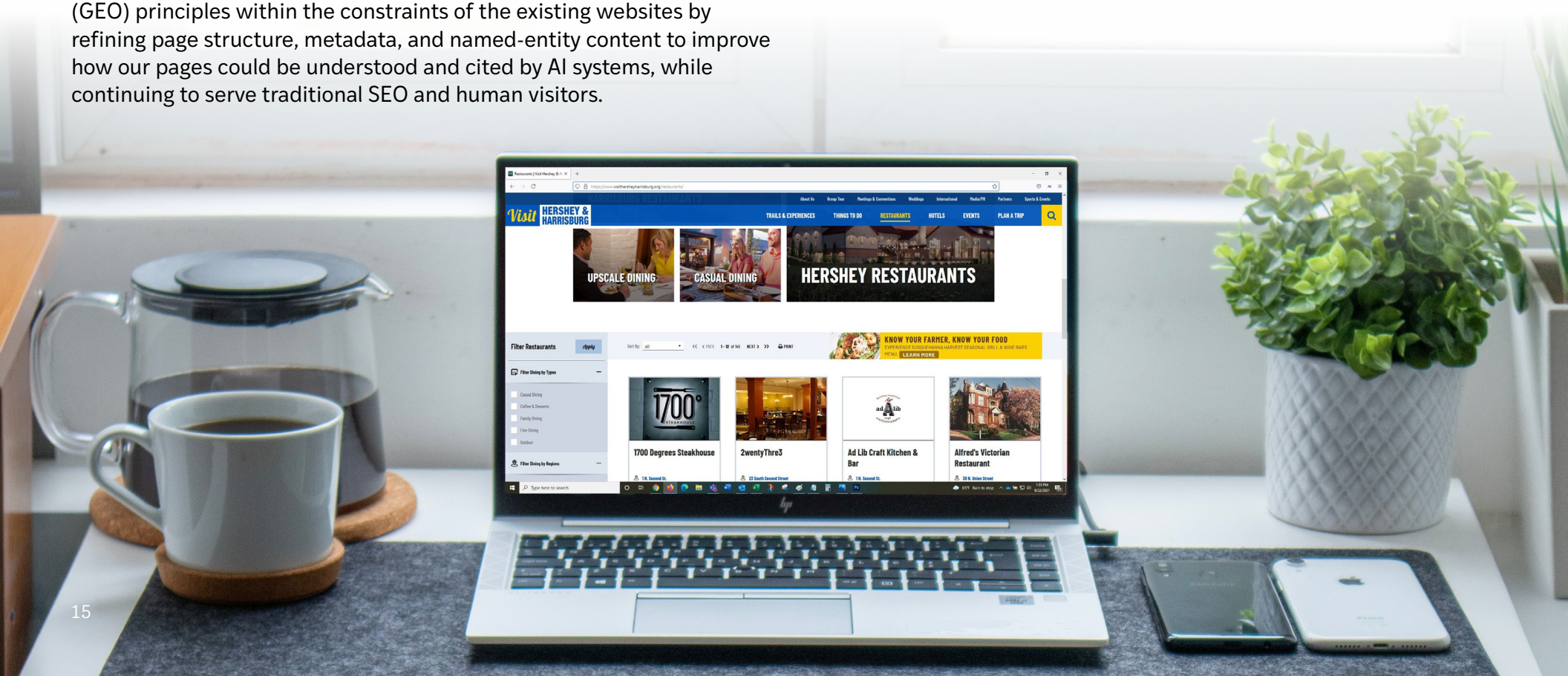
BEHIND THE DATA: A Changing Search Landscape

Challenge: A steady decline in click-through traffic from organic search as Google's AI Overviews and other large language model (LLM)-based search tools were increasingly answering travel queries directly.

Action: Our team focused on research into how AI-driven search surfaces and cites content, and where our existing site architecture, technical structure, and content strategy fell short of what these systems reward.

Near Term Solutions: The team applied Generative Engine Optimization (GEO) principles within the constraints of the existing websites by refining page structure, metadata, and named-entity content to improve how our pages could be understood and cited by AI systems, while continuing to serve traditional SEO and human visitors.

Long Term Solutions: VHH issued an RFP to find a website vendor best suited to deliver a platform for this new search landscape. Tempest, utilizing Craft CMS, will lead a comprehensive redesign of visithersheyharrisburg.org that will consolidate our collective web presence (including explorehbg.com and hhsportsandevents.com) onto a single, GEO-first platform designed to strengthen our visibility and citability across both traditional search engines and the AI-driven tools increasingly shaping how travelers plan their trips.



SHIFTING STRATEGIES: Paid Media Approach

Challenge: AI Overviews and LLM-based search tools reduced traffic across the broad network of publisher websites where our digital display ads were traditionally served.

Action: VHH shifted a portion of campaign spend away from digital display and into Out of Home (billboard and transit advertising) a paid media space that remained unaffected by the AI search disruption. The team also increased investment in streaming video.

This recalibrated media mix included linear TV buys in the Philadelphia and Baltimore markets timed to Phillies and Orioles game broadcasts, along with news programming in the Wilkes-Barre/Scranton DMA.

CREATIVE SOLUTIONS: Social Media & Content Collection

Challenge: Emerging search trends elevate the role of social media as a trip planning tool.

Action: Organic social media strategies focused on delivering content more consistently and with more itinerary-like examples that inspire interactions and build trust. Our team continued to invest in content collaborations with a variety of creators who showcase our region with fresh eyes and ideas.

Challenge: Effective social media requires a strong mix of visual assets.

Action: Our in-house creative team captures campaign-level assets via ground and air (drone) videography and photography. The addition of a new VHH Social Media Manager position strengthens content across all divisions with cross-collaboration efforts.



MARKETING CAMPAIGNS

VHH executed destination marketing campaigns ranging from robust spring and fall campaigns highlighting the region's wealth of experiences to supporting content campaigns for events and experiences. ExploreHBG launched inspirational fall, winter, spring, and summer campaigns highlighting gems across the Capital City along with mini campaigns to support local cultural events.

145.M+
TOTAL IMPRESSIONS DELIVERED

1M+
TOTAL CLICKS GENERATED

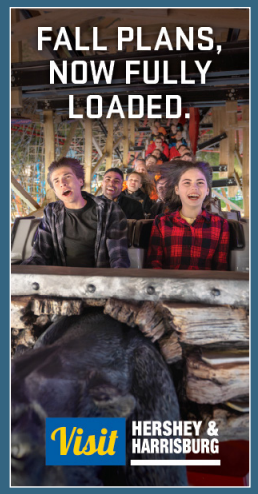
Paid efforts were active across more than 300 of the fiscal year, delivering steady brand awareness and travel inspiration to key audiences.

Visit HERSHEY & HARRISBURG

130.8M+
IMPRESSIONS DELIVERED

894K+
CLICKS GENERATED

TARGET MARKETS: New York, New Jersey, Philadelphia, Washington, D.C., Baltimore, Wilkes Barre-Scranton, Reading, Allentown, and local (Harrisburg, Lancaster, Lebanon, York)









Destination Campaigns (Fall & Spring), America's Largest RV Show, Atlas Obscura, PA Christmas + Gift Show, Pennsylvania Farm Show, Great American Outdoor Show, FIFA World Cup OOH Philly Initiative

Explore HBG

14.1M+
IMPRESSIONS DELIVERED

260.5K+
CLICKS GENERATED

TARGET MARKETS:
Local (Harrisburg, Lancaster, Lebanon, York)







CAMPAIGNS:
Fall, Winter, Spring, Summer, Bakeries & Cafes, Black History Month, Shop Local

DIGITAL MARKETING & PUBLIC RELATIONS

WEBSITE METRICS

	VisitHersheyHarrisburg.org	ExploreHBG.com	HHSportsAndEvents.com
Active Users	1,126,827 (+1.32% YOY)	283,325 (+25%)	24K (+84.6% YoY)
Organic Sessions	470,910 (-13.97%)	82,108 (-35%)	12.1K (+11.2 YoY)
Top website sections:	Things to Do, PA Farm Show (Event), Great American Outdoor Show, Events Index, Fall Fanatics (Campaign Landing Page)	Homepage, Events Index, Restaurants & Nightlife, Winter, Spring	Calendar of Events, PA Farm Show Complex & Expo Center, KRVA Lucky Charm Classic

EARNED MEDIA OVERVIEW

85+
CLIPS

2.1 M
ESTIMATED AUDIENCE

$93k
ESTIMATED PUBLICITY

Media Monitoring Service: Critical Mention

MONTHLY CONSUMER E-NEWSLETTER METRICS

VHH			ExploreHBG		
10	28,347	2%	12	1.2K	5%
SENT	AVERAGE MONTHLY SUBSCRIBERS	CLICK RATE	SENT	AVERAGE MONTHLY SUBSCRIBERS	CLICK RATE







SOCIAL MEDIA MARKETING

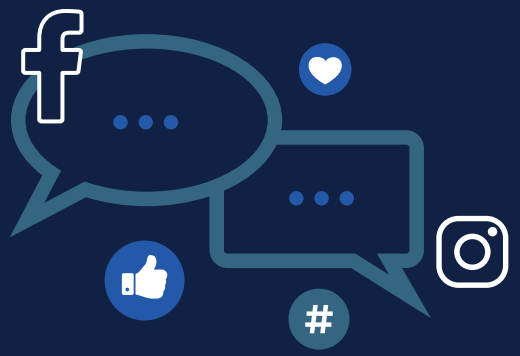
ORGANIC SOCIAL MEDIA METRICS

5.1M
TOTAL ORGANIC POST VIEWS
(Facebook, Instagram, TikTok, LinkedIn)

2.8M+
VHH TOTAL ORGANIC VIEWS

2.2M+
EXPLORE HBG TOTAL ORGANIC VIEWS

192.8K+
HHSE TOTAL ORGANIC VIEWS



	Visit Hershey & Harrisburg	ExploreHBG	HHSE
Facebook Views	1.3M+ → up 186%	1.2M+ → up 285%	142.6K+ views → up 1,719%
Facebook Followers	57.1 → up 3.8%	10,800 → up 21%	1,362 → up 23%
Instagram Views	1M → up 202%	603K+ → up 83%	50.2K+ → up 537%
Instagram Followers	13.9K → up 17.7%	7,300 → up 25.8%	636 → up 29%
TikTok Views	109K → up 65.8%	477.2K+ → up 430.2%	N/A
TikTok Followers	2.3K → up 4.5%	4K+ → up 300%	N/A
LinkedIn Views	63K → up 250%	N/A	N/A







CONTENT CREATOR METRICS

Content collaborations offer unique visitor perspectives of our destination region and help to maximize content reach to target audiences.

8 COLLABORATORS HOSTED

69 POSTS (Facebook, Instagram, TikTok)

511K+ CONTENT VIEWS

3 BLOGS PRODUCED

VISIT HERSHEY & HARRISBURG



@waywardblog
HBG Arts District, Coffee in HBG, Chocolate in Hershey, PA



@travelsfillsyoursoul
A Day in Hershey, HBG Arts District, PA State Capitol



@gotlost.onpurpose
(2 visits) 24 Hours in Harrisburg, 48 Hours in Hershey, PA Capitol, Fall Hikes, Hershey Holidays



@thehungiecouple
Dauphin County Brewfest, Trails & Experiences App (x2)



@brittaroundtown
(2 visits) Fall Activities in Hershey & Harrisburg, PA Horse Show, Rodeo

EXPLOREHBG



@katayah
Family-friendly Kipona Activities



@thehungiecouple
Happy Hour in Harrisburg



@hannalyter
Holiday Gift Guide



@rachelleviews
Bike Share Program and Weekend Fun

Trails & Experiences

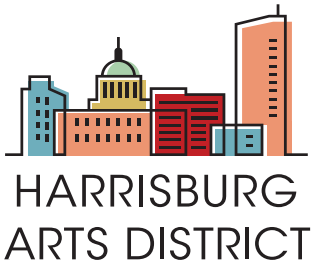


The free mobile app features 25+ local craft brewery and tasting room locations. Guests win prizes as they reach mobile check-in milestones.

App Users	18,905
App Sessions	28,795
App Downloads	713
New Visitors	1,479
Returning Visitors	17,426
Check-ins	2,547
Prizes earned	548

TOP CHECK-INS

- Ever Grain Brewing Co.
- Tröegs Independent Brewing
- Rubber Soul Brewing Co.
- Wolf Brewing Co.
- Boneshire Brew Works



The free mobile app is an interactive tool for building and sharing itineraries centered around arts and culture in the Capital City.

App Users	5,381
App Sessions	8,778
App Downloads	604
New Visitors	818
Returning Visitors	4,563



Implemented in January 2026 as a flexible collection of experiences to cover single events like the PA Farm Show Ag Explorers program or sets of interests like outdoor experiences and sweet treats, the app allows users to check in across multiple experiences.

App Users	1,607
App Sessions	2,061
App Downloads	610
Check-ins	283
Prizes earned	26



An extensive web-based guide featuring trails, parks, waterways, and attractions to customize outdoor adventures.

TOP CATEGORIES AND LOCATIONS

1. Hiking | Hawk Rock
2. Fishing | Yellow Breeches
3. Biking | Stony Valley Rail Trail
4. Kayaking | Swatara Creek
5. Bird Watching

ADVENTURE TRAIL COLLECTIVE PAGES

25,482 Website Users	42,674 PageViews



Launched in June 2026 in collaboration with Dauphin County Parks & Recreation, this pass featured historic locations and educational experiences to commemorate America's 250th anniversary.

In its limited crossover for FY25-26 data, 132 users signed up for the app in June 2026.

Special Projects & Ongoing Initiatives

DOWNTOWN REVITALIZATION EFFORTS

As community leaders work together to revitalize the capital city, our team reminds locals and visitors alike that there are countless gems to discover NOW. Understanding that the arts play an important role in showcasing a community's flavor, culture, and creativity, VHH launched new visitor resources for the Harrisburg Arts District. A new audio tour features monuments in Riverfront Park, and an expanded map includes more venues to connect visitor experiences across city neighborhoods and the riverfront.

A bus wrap campaign for 8 buses with routes in the Harrisburg Transit Metro, East Shore, Harrisburg Metro, West Shore, and Cumberland areas featured the ExploreHBG logo and the city's diverse events.



DOCUMENTARY: The Story of Art in America

Set to stream in spring 2027, an episode of The Story of Art in America focused on public art will feature Harrisburg-area artists and spaces that help to make the Capital City a unique place to explore. Pre-production efforts in FY25-26 included concept calls, artist outreach, and scheduling for a series of conversations with the artists and a behind-the-scenes look at their studios and projects. Showcasing the artists in turn showcases the city that inspires them. We look forward to celebrating the release next year.

DOCUMENTARY: All Access with Andy Garcia

The Pennsylvania Farm Show Complex & Expo Center is both an event center and a community gathering place. VHH hosted a documentary crew for an episode of All Access with Andy Garcia that uncovers all that goes into event planning for the huge complex and the role it plays as a critical economic driver. Episodes will begin to air on public television stations in October 2026.

REGIONAL COLLABORATION

Visitors don't look for county lines. They look for thoughtful itineraries and tips on ways to make the most of their travel. Strong partnerships and shared investments with neighboring DMOs offer value for both the destinations and our guests.

VHH partnered with DMOs in Cumberland, Lancaster, and York counties to host Good Morning Washington (ABC7) for a Travel Spotlight series inspiring spring and summer travel. Each destination received a solo feature plus an all-destination roundup. The campaign logged more than 1.2 million impressions in an important drive market.

Keystone Crossroads is a collaborative sales marketing effort between VHH, Discover Lancaster, and Destination Gettysburg promoting group travel. Our three iconic destinations share common themes for visitors interested in American history, culture, and food.

HAPPY BIRTHDAY, AMERICA

America's 250th birthday celebration led to unique advertising opportunities. VHH partnered with Visit PA to invest in Brand USA's "America the Beautiful" campaign. Our region had a dedicated landing page on visittheusa.com, with a corresponding ad campaign across the United Kingdom.

Stateside, VHH invested in the Philadelphia market with a "So Close" campaign. For international guests or long-distance domestic travelers visiting for major sports events or the national holiday, the Hershey Harrisburg Region is "So Close" to Philly and an easy add-on. For Philly locals who might want to escape the crowds, the Hershey Harrisburg is "So Close" to visit for a weekend away.



CLIENT SUPPORT

The work of our team to support special events goes beyond the bid. The implementation of a new post-event report template for highlighted special events allows us to share an overview of organizational support. It's an opportunity to remind both long-standing organizers and new clients that we are a resource for added promotion, data analysis, on-site collaborations, asset collection, and more.

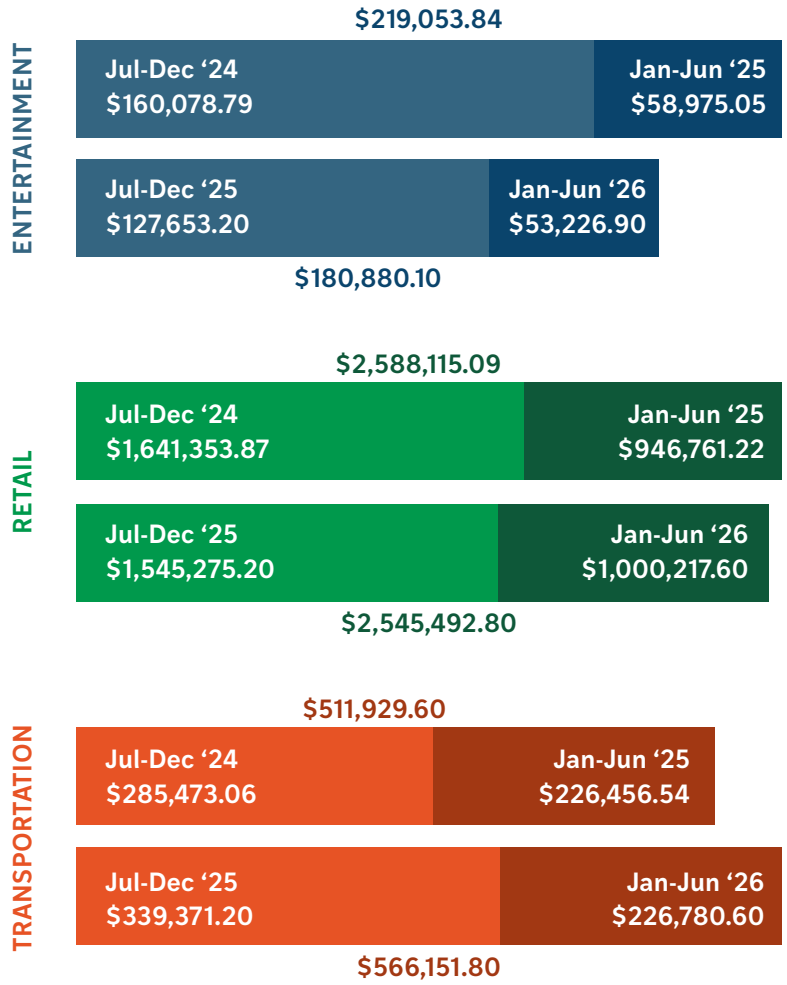
Following the Data

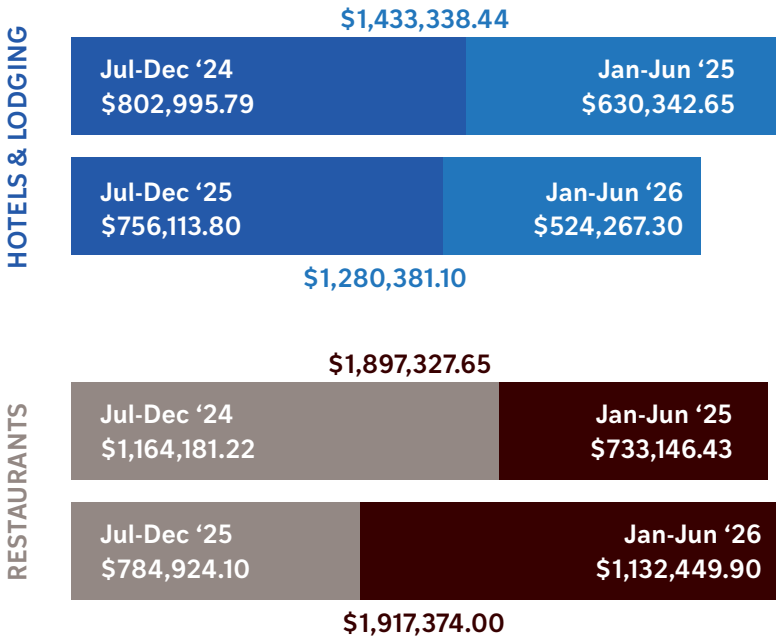
VHH invests in several tools that help us track visitor impact and guide marketing decisions. Visa holds the largest share (37%) of credit card use worldwide. VisaVue allows us to mine transaction data to better understand what visitors are spending and where those visitors are coming from.

In this International & Domestic Spending Chart, we can see that spending domestic spending within the Visa snapshot grew 3.8% over FY24-25, while International spending dipped by -.2.3%.

Within those numbers, we see that spending remains stronger in summer/fall/holiday (Q1 & Q2) vs. winter/spring (Q3 & Q4) in all categories except Restaurants & Dining and Transportation.

INTERNATIONAL





TOP 10 COUNTRIES OF ORIGIN

1. **Canada** $3 million
2. **Puerto Rico** $1.1 million
3. **China** $739K
4. **Mexico** $522.7K
5. **Dominican Republic** $522.9K
6. **United Kingdom** $434.9K
7. **India** $406.6K
8. **Saudi Arabia** $364.5K
9. **Germany** $271.4K
10. **France** $188.6K

DOMESTIC

ENTERTAINMENT

$23,943,976.80

Jul-Dec ‘24	Jan-Jun ‘25
$14,407,446.00	$9,536,530.80

Jul-Dec ‘25	Jan-Jun ‘26
$13,220,858.20	$9,964,159.60

$23,185,017.80

HOTELS & LODGING

$50,329,089.90

Jul-Dec ‘24	Jan-Jun ‘25
$29,120,034.70	$21,209,055.20

Jul-Dec ‘25	Jan-Jun ‘26
$27,954,381.90	$21,056,464.50

$49,010,846.40

RETAIL

$158,225,885.90

Jul-Dec ‘24	Jan-Jun ‘25
$86,918,483.90	$71,307,402.00

Jul-Dec ‘25	Jan-Jun ‘26
$95,171,911.00	$76,562,807.70

$171,734,718.70

RESTAURANTS

$244,195,452.70

Jul-Dec ‘24	Jan-Jun ‘25
$129,104,371.70	$115,091,081.00

Jul-Dec ‘25	Jan-Jun ‘26
$120,692,653.30	$131,154,288.60

$251,846,941.90

TRANSPORTATION

$25,426,204.50

Jul-Dec ‘24	Jan-Jun ‘25
$12,197,997.10	$13,228,207.40

Jul-Dec ‘25	Jan-Jun ‘26
$11,559,543.90	$14,098,131.60

$25,657,675.50



Trade Shows & Special Events Attended

Our team hosts site visits and attends events, conferences, and trade shows for ongoing professional development and to tout our region as the best place to play, meet, and enjoy world-class experiences. Here's where we've been throughout FY25-26.



- ABA (American Bus Association)
- Ag Progress Days
- Atlanta Sales Calls
- Brand USA Travel Week India
- Chesapeake Gateways Annual Meeting
- Christian Tours Site Visit
- Congressmen GT Thompson's listening session
- Connect Sports Marketplace
- Connect Spring Marketplace
- Content Marketing World
- CSPI AI Academy
- Dauphin County Live Concert Series
- DC Meeting Planner Luncheon
- Destination East
- Destinations International Marketing & Communications Summit
- Discover Destinations MICE FAM
- Discover Destinations Worldwide Training
- ESTO - US Travel
- FAM - Patriot Tours
- FAM - Young Asian Diplomats
- Fútbol Day @ PA Capitol
- Harrisburg Active Transportation Summit
- IITA (International Inbound Travel Association)
- International Association of Exhibitions & Events
- IPW (International Travel Trade)
- Latitude 2026
- MATPRA IMM Journalist Meetup
- MATPRA Media Marketplace + PostFAM
- MPI Middle PA (multiple events)
- National Chocolate Day Meeting Planner Event
- NCAA Bid Symposium
- Outdoor Business Alliance Summit
- Outdoor Recreation Funding Seminar
- PA Domestic Sales Mission
- PA Gravel Trails Summit 2025
- PA Greenways and Trail Summit (Conference & FAM)
- PA Group Tour Sales Mission
- PA RTO NYC
- PA Sports Olympic Sales Mission
- PACE (Partnership and Community Engagement)
- PASEA May Professional Development
- PEC Gravel Trails Summit
- Penn State Film Crew @ Hersheypark Arena
- Philadelphia Global Tourism Update
- PRLA Annual Conference
- PRLA DMO Executive Meeting
- Simpleview Summit
- Social Media Collective
- Social Media Marketing World
- South Central PA Trail Connectivity Network
- Special Olympics Softball Volunteer
- Sports ETA 4S Summit
- Sports ETA CE Summit
- Sports ETA Symposium
- Spring Training FAM
- SYTA (Student & Youth Travel)
- TEAMS Conference
- TEAMS Conference
- TEAMS Europe
- Tours Limited Staff Training
- US Travel Advisory Meeting
- Veneto Experience Lab Augusta

Visit HERSHEY & HARRISBURG

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VisitHersheyHarrisburg.org