

## MARKETING

### ADVERTISING

The third quarter is the lightest quarter for media spend. The February campaign was a display-only campaign with the theme of "Curing Cabin Fever." The March campaign included display and video promoting family-friendly activities in Hershey.

#### Marketing Campaign

TOTAL CAMPAIGN IMPRESSIONS | **40,324,534**

VIDEO VIEWS | **635,478**

CLICKS | **21,947**

CLICK THROUGH RATE | **.05%**

COST PER CLICK | **\$1.34**

#### WEBSITE

SESSIONS | **145,665**

USERS | **124,844**

TIME ON SITE | **1:24**

PAGES PER SESSION | **2.1**

#### TOP FIVE REGIONAL MARKETS

HLLY  
Philadelphia  
New York  
Washington D.C.  
Wilkes-Barre/Scranton

#### VISITOR SERVICES

TRAVEL GUIDES DISTRIBUTED | **53,135**

WELCOME BAGS DISTRIBUTED | **700**

#### Search Engine Marketing

IMPRESSIONS | **236,119**

CLICKS | **3,652**

CLICK THROUGH RATE | **1.55%**

COST PER CLICK | **\$0.67**

#### CONSUMER EMAILS

AVERAGE LIST SIZE | **16,767**

OPEN RATE | **29.03%**

CLICK THROUGH RATE | **25.93%**

#### CONTENT DEVELOPMENT

PHOTO AND VIDEO SHOOTS | **6**

#### ENGAGEMENT & SOCIAL METRICS

##### FACEBOOK

POSTS | **62**

ENGAGEMENTS | **35,051**

FOLLOWERS | **45,798**

##### INSTAGRAM

POSTS | **43**

ENGAGEMENTS | **2,386**

FOLLOWERS | **3,392**

## SALES

### M&C, GROUP, INTERNATIONAL MARKETS

TOTAL ROOM NIGHTS BOOKED | **32,424**  
ROOM NIGHT LEADS DISTRIBUTED | **28,402**  
TRADE SHOWS ATTENDED | **10**  
SITE VISITS/FAM TOURS HOSTED | **9**  
TOP PRODUCING MARKET SEGMENT  
(ROOM NIGHTS BOOKED) | **Meetings & Conventions**

### HIGHLIGHTS

- Get A Kiss Valentine's Day sponsorship at RTO West
- Student Tour Operator sales mission to VA and NC
- Conducted Group Tour 101 at Learn Over Lunch
- Conducted wedding planner focus group meeting
- Met with Miles Partnership on sales initiatives

## PUBLIC RELATIONS

PRESS RELEASES | **7**  
FAMS: MEDIA HOSTED | **3**  
TOTAL EARNED MEDIA CLIPS | **63**  
TOTAL CIRCULATION | **335,121,003**  
EARNED MEDIA VALUE | **\$1,620,184**

## PARTNERSHIP

NEW PARTNERS | **17**  
WEBSITE AD REVENUE | **\$1,510.50**  
TOTAL EVENTS HOSTED | **2**  
TOTAL EVENT ATTENDANCE | **50**

## HERSHEY HARRISBURG SPORTS & EVENTS AUTHORITY

### SALES ACTIVITY

TOTAL ROOM NIGHTS BOOKED | **24,238**  
ROOM NIGHT LEADS DISTRIBUTED | **28,980**  
TRADE SHOWS ATTENDED | **1**  
SITE VISITS | **3**

### UNDER CONSIDERATION

EVENTS | **10**  
ECONOMIC IMPACT | **\$3.98 Million**

### HAPPENINGS

- Attended Esports Day at the PA Capitol with Harrisburg University and Whitaker Center for Science and the Arts.
- Hosted National Association of Collegiate Esports (NACE) on-site visit of the region.
- Submitted bid with Harrisburg Senators to host PA State Athletic Conference Baseball Championship at FNB Field 2020-22.