

MARKETING

ADVERTISING

The spring campaign is the largest campaign of the year. It encompassed digital video and digital display elements in the New York, Philadelphia, Washington D.C., Baltimore, and Pittsburgh DMAs. We also utilized transit Out-Of-Home in northern VA (Washington D.C. DMA). Due to factors beyond our control, we placed our digital buy with a media agency which impacted the efficiency of the buy. The campaign theme featured a “less/more” message, contrasting the diverse tourism experiences available in our region, versus everyday life.

Marketing Campaign

TOTAL CAMPAIGN IMPRESSIONS | 38,882,932

VIDEO VIEWS | 9,105,117

CLICKS | 37,428

CLICK THROUGH RATE | .12%

COST PER CLICK | \$6.29

WEBSITE

SESSIONS | 205,292

USERS | 173,403

TIME ON SITE | 1:12

PAGES PER SESSION | 1.9

TOP FIVE REGIONAL MARKETS

New York
Philadelphia
HLLY
Washington D.C.
Pittsburgh

VISITOR SERVICES

TRAVEL GUIDES DISTRIBUTED | 26,570

WELCOME BAGS DISTRIBUTED | 1,172

Search Engine Marketing

IMPRESSIONS | 1,541,647

CLICKS | 48,522

CLICK THROUGH RATE | 3.15%

COST PER CLICK | \$0.64

CONSUMER EMAILS

AVERAGE LIST SIZE | 12,912

OPEN RATE | 36%

CLICK THROUGH RATE | 28%

CONTENT DEVELOPMENT

PHOTO AND VIDEO SHOOTS | 15

ENGAGEMENT & SOCIAL METRICS



FACEBOOK

POSTS | 69

ENGAGEMENTS | 25,190

FOLLOWERS | 47,095



INSTAGRAM

POSTS | 53

ENGAGEMENTS | 3,503

FOLLOWERS | 3,597

SALES

M&C, GROUP, INTERNATIONAL MARKETS

TOTAL ROOM NIGHTS BOOKED | 34,841

ROOM NIGHT LEADS DISTRIBUTED | 39,226

TRADE SHOWS ATTENDED | 6

SITE VISITS/FAM TOURS HOSTED | 7

TOP PRODUCING MARKET SEGMENT
(ROOM NIGHTS BOOKED) | Meetings & Conventions

HIGHLIGHTS

- Hosted Meeting Planner luncheon in Baltimore - nine partners and nine planners attended
- Expedia Lunch & Learn
- Sales websites refresh
- Reviewed sales highlights and results at Partner sales meeting
- Co-sponsor of PA reception at IPW

PUBLIC RELATIONS

PRESS RELEASES | 10

FAMS: MEDIA HOSTED | 30

TOTAL EARNED MEDIA CLIPS | 82

TOTAL CIRCULATION | 1.17 Million

EARNED MEDIA VALUE | \$230,000

PARTNERSHIP

NEW PARTNERS | 4

WEBSITE AD REVENUE | \$1,307.72

TOTAL EVENTS HOSTED | 3

TOTAL EVENT ATTENDANCE | 212

HERSHEY HARRISBURG SPORTS & EVENTS AUTHORITY

SALES ACTIVITY

TOTAL ROOM NIGHTS BOOKED | 28,930

ROOM NIGHT LEADS DISTRIBUTED | 10,870

TRADE SHOWS ATTENDED | 4

SITE VISITS | 2

UNDER CONSIDERATION

EVENTS | 13

ECONOMIC IMPACT | \$7.1 Million

HAPPENINGS

- Attended NASC Symposium and participated in PA Sports sales mission in Colorado Springs.
- Completed 2019 Top 20 Economic Impact Report: \$132.4 million impact + 26,208 jobs supported by Top 20 events hosted, recruited, or sponsored by HHSE.
- Secured partnerships with Marucci Sports and Subway for the 2019 Big 26[®] Baseball Classic.