

TRENDS & DEPARTMENT UPDATES

TOURISM INDUSTRY TRENDS

Domestic Leisure Travel Trends

- More than one-quarter of travelers plan to spend significantly more this summer compared to 2019 travel budgets, due to higher prices as well as accumulated savings.
- 60% of Americans plan to travel this summer, up from 50% last year, despite record high gas prices.
- As of early June, more than six in 10 (62%) American travelers say that travel will be a high budget priority over the next three months.

(Source: Deloitte, May 2022)

- Two-thirds of American travelers now say rising gas prices will impact their decision to travel in the next six months.
- Although less than 10% plan on cancelling trips, close to 40% are choosing destinations closer to home, reducing the number of trips and another third are reducing spending on other purchases.

(Source: Longwoods International, June 2022)

Business Travel Trends

- Business travel spending continues to lag far behind leisure but has improved significantly in recent months.
- Domestic business travel spending is expected to grow (in inflation-adjusted terms) from 74% of 2019 levels in 2022 to 91% in 2023 and 95% in 2025.
- A lingering adjustment period from virtual to in-person meetings and events—such as the continuation of hybrid conferences—can be expected to decelerate the speed of the recovery.

Key factors that will help drive the business travel recovery include:

- Solid business investment intentions (projected to grow 5.3% in 2022), implying companies remain optimistic about the corporate outlook
- The return to the office coupled with easing restrictions
- Return of in-person conferences and events
- An increase in new job hires

(Source: US Travel Association, July 2022)

MARKETING

CAMPAIGNS

Spring Campaign

What: Digital Display
Where: PHL, NY, DC, PIT, BAL
When: April 25 - June 5
Clicks: 133,661
Impressions: 159 million

What: Digital Video
Where: PHL, NY, DC, PIT, BAL
When: May 2 - June 5
Clicks: 15,404
Video Views: 10.7 million

What: Billboard
Where: PHL
When: May 2 - June 26
Impressions: 15.1 million

Murals & More - A Walk of Art

What: Digital Video Programmatic
Where: HLLY
When: April 29 - May 26
Clicks: 1,152
Video Views: 1.04 million

What: Social Video
Where: HLLY
When: April 29 - May 26
Clicks: 1,177
Video Views: 191K

What: Billboard
Where: HBG (4), LANC (1), YORK (1)
When: April 29 - May 26
Impressions: 3.1 million

Chocolate & More Sweet Treat Trail

What: Digital Programmatic
Where: HLLY
When: April 4 - May 1
Clicks: 1,987
Video Views: 1.1 million

What: Social Video
Where: HLLY
When: April 4 - May 1
Clicks: 2,407
Video Views: 309K

What: Billboard
Where: HBG (4), LANC (1), YORK (1)
When: April 4 to May 1
Impressions: 3.1 million

Brew Barons Beer Trail

What: Digital Programmatic
Where: HLLY
When: April 4 - May 1
Clicks: 2,149
Video Views: 1.2 million

What: Social Video
Where: HLLY
When: April 4 - May 1
Clicks: 1,483
Video Views: 273K

What: Billboard
Where: HBG (4), LANC (1), YORK (1)
When: April 4 - May 1
Impressions: 3.1 million

MARKETING CONTINUED

WEBSITE

TOP FOUR REGIONAL MARKETS

New York
Philadelphia
HLLY
DC

TOP FIVE LANDING PAGES

Things to Do - Family Fun
Things to Do - Grown up Fun
Outdoor Adventure
Homepage
Events

WEBSITE SESSIONS | **302,958**
WEBSITE USERS | **259,457**

TRAVEL GUIDE

TRAVEL GUIDES DISTRIBUTED | **4,522**

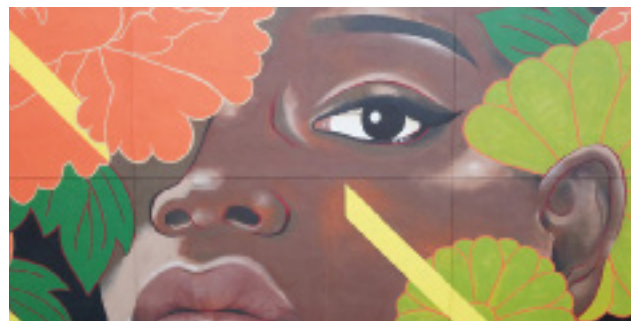
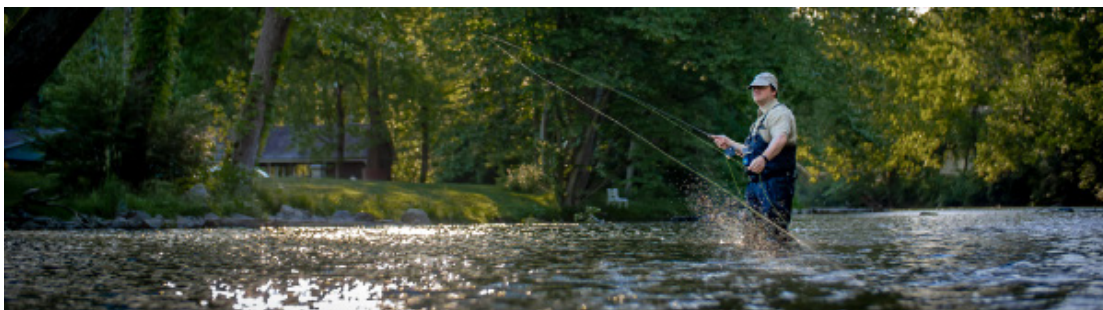
CONSUMER EMAILS

AVERAGE LIST SIZE | **20,056**

CONTENT DEVELOPMENT

Executed five (5) photography and video shoots to gather content for highlighting:

- Murals
- Hiking
- Mountain Biking
- Fishing
- Highpoint Mansion





FY21-22 | Q4 UPDATE

APRIL 1 - JUNE 30, 2022

COMMUNICATIONS & CONTENT

PUBLIC RELATIONS

(RELEASE) -- [Murals & More – A Walk of Art](#): “Murals & More” is a free mobile passport with audio-guided tours of two suggested routes in Harrisburg that highlight a variety of murals, monuments, and art.

(RELEASE) -- [VHH Opposition to PennDOT P3 Tolling Initiative](#): VHH joined local PA chambers, economic development entities, statewide business organizations, business leaders, affected community leaders, and citizens in urging PennDOT to reconsider its P3 Major Bridge Tolling Initiative, which - if implemented - would levy tolls on nine (9) bridges across the state in need of major repairs or replacement. (Note: A PA court subsequently ruled that P3 could not move forward.)

Media Exposure

Pennsylvania Wines Podcast - [Pair your winery trip with these fun attractions and experiences.](#)

World Affairs Council Podcast: [VHH Interview featuring Trails & Experiences](#)

Murals & More: [ABC 27 Feature Story](#)

Murals & More: City of Harrisburg ArtsFest Press Event

Murals & More: [The Burg Feature Story](#)

Murals & More: [Fox 43 Feature Story](#)

The Black Travel Experience: [CBS 21 Feature Story: Juneteenth & Things to do in the City](#)

Trade Shows & Meetings

Attended MATPRA (Mid-Atlantic Tourism Public Relations Assoc.) quarterly meeting in Dewey Beach, DE.

EMAIL COMMUNICATIONS

PARTNERSHIP EMAILS | **5**

CONSUMER EMAILS | **3**

ORGANIC SOCIAL MEDIA

VHH promotes Partner locations, events, and experiences through organic (unpaid) social media posts.

ORGANIC REACH | **140K+**

EXPERIENCE DEVELOPMENT

OVERVIEW

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 | **2,232**

PRIZES EARNED | **237**

TOP 3 CHECK-IN LOCATIONS

- 1) Rubber Soul Brewing Co.
- 2) Ever Grain
- 3) Wolf's Brewing

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.

WEB PAGE VIEWS | **13,935**

TOP CATEGORIES >> TOP PAGES

- 1) Hiking >> Hawk Rock
- 2) Kayaking >> Swatara - Boathouse Run
- 3) Fishing >> Stony Creek

MURALS & MORE - A WALK OF ART

Murals & More is a audio tour of murals, monuments, and, well, more! Guests check in with a free mobile passport and receive an art-inspired prize.

SIGN-UPS | **4,107**

PRIZES EARNED | **15**

TOP 3 CHECK-IN LOCATIONS

- 1) Stop 1 - Harrisburg
- 2) Stop 6 - Wonder
- 3) Stop 5 - Ampersand / Stop 7 - PA Agriculture

CHOCOLATE & MORE SWEET TREAT TRAIL

A new mobile version replaces the original paper BINGO version of the experience. Guests check in with a digital PIN after making a qualified purchase at a participating sweet spot.

SIGN-UPS | **191**

PRIZES EARNED | **13**

TOP 3 CHECK-IN LOCATIONS

- 1) Desserts, Etc.,
- 2) Cubby's Ice Cream
- 3) Chocolate World / Duck Donuts / The Sweeterie

COMING SOON

Fall Brew Barons Seasonal Tour | October Launch

On the heels of a successful seasonal spring tour with Leprechauns & Lagers, plans are underway for a fall promotion to re-engage current users and attract new visitors to the Brew Barons Beer Trail.

SALES

M&C, GROUP, INTERNATIONAL MARKETS

TOTAL ROOM NIGHTS BOOKED | **2,398**
ROOM NIGHT LEADS DISTRIBUTED | **14,181**
TRADE SHOWS ATTENDED | **6**
SITE VISITS/FAM TOURS HOSTED | **2**

HIGHLIGHTS

- Trade Shows Attended
 - C-Vent Connect – Las Vegas (w/ Hershey Resorts)*
 - PASAE Connections*
 - HelmsBriscoe Annual Partner Meeting – Las Vegas*
 - PCMA Tailgate*
 - Conference Direct Annual Partner Meeting – San Francisco*
 - IPW – Orlando*
- Unique Venue Familiarization Tour in conjunction with PASAE Connections (held at Sheraton)
Six association meeting planners toured with seven VHH partners
- Regional Tour Operator FAM with Gettysburg and Lancaster
- Philly Planner Reception >> 3 Partners participated >> 30 Planners in attendance
- Pennsylvania Reception at IPW >> 200 buyers in attendance

SALES MARKETING

- Potomac MPI E-newsletter Advertising
- PASAE Connections Program Ad
- The Tour Operator Editorial - Destination Feature
Print and [web version](#)
- MidAtlantic Events Magazine [May/June Issue](#)
Ad placement
Destination Advertorial (p. 72-73)
Career Connections Recap (p. 93)

FORECASTS & TRENDS

- Last minute registrations are making it difficult not only for planners to gauge attendance, but also for suppliers to make sure they have the appropriate staffing and inventory.
- Negotiations are limited because of price increases, staffing shortages, pent-up demand to meet in person, and shorter booking windows.
- Many RFPs are outdated, and planners need to be asked if RFPs have been updated recently to account for new needs and realistic attendance numbers.
- Group rates and prices on corporate side is coming back slower than transient rates.
- Pent up demand is driving a return for international travel. International travel is also boosted by the recent decision by the U.S. to drop its Covid testing requirement.

HERSHEY HARRISBURG SPORTS & EVENTS AUTHORITY

SALES ACTIVITY

TOTAL ROOM NIGHTS BOOKED | **10,970**

ROOM NIGHT LEADS DISTRIBUTED | **7,780**

TRADE SHOWS ATTENDED | **2**

SITE VISITS | **1**

EVENTS HOSTED

- Artisan Guitar Show
- Fox Resto Chocolate Fox Car Show
- PIAA Tennis Championships
- Hershey Soccer Memorial Day Challenge
- PSFCA Big 33 Football Classic

TOTAL ECONOMIC IMPACT | **\$ 8.4 Million**

EVENTS UNDER CONSIDERATION

EVENTS | **3**

EXPECTED ECONOMIC IMPACT | **\$12 Million**

DEPARTMENT ACTIVITY

- Attended SportsETA Symposium, one of the leading conferences in the industry.
- Attended Esports Travel Summit, in an effort to attract business to newly-renovated Whitaker Center for Science and the Arts.
- Hosted site visit with MADE Hoops, one of the largest basketball event organizations in the country.
- Met with PA State Tourism Office regarding PA Sports initiatives.
- Attended Hershey Aquatics reception involving plans for new aquatics center.
- Hosted 5 tryout sessions for Big 26 (2 in MD; 3 in PA). Record tryout numbers achieved.

MARKETING & PR

- Sports Destination Marketing Magazine: [2-page Location Review \(p. 50-51\)](#)
- Clip: Big 26 Baseball Classic - [Fox 43 \(Buddy Registration\)](#)
- Clip: Big 26 Baseball Classic - [Reading Eagle \(PA Roster\)](#)
- Clip: Big 26 Baseball Classic - [The Sentinel \(PA Roster\)](#)
- Clip: Big 26 Baseball Classic - [Pennlive \(PA Roster\)](#)