

Yuengling Yuengling's TRADITIONAL LAGER AMERICA'S OLDEST



Explore
Schuylkill

Community Report

2021-2022



One Progress Circle
Suite 100
Pottsville, PA 17901
570-622-7700
www.schuylkill.org



Special Thanks.

Our deepest appreciation and thanks to our legislature's public investment in the tourism industry.

We are grateful for tourism's hotel tax revenue designation as it allows us to invest in economic development with tourists' dollars, not local dollars. Tourism pays for itself and as careful stewards, we enjoy the privilege of providing partner services, increasing visitation and diversified economic investment, and marketing Schuylkill County by telling her stories to the outside world.

State Legislators

Senator David Argall
100 North Centre Street
Pottsville, PA 17901
(570) 621-3400
Fax: (570) 622-6629

Hon. Joe Kerwin
15 E. Main Street
PO Box 95
Schuylkill Haven, PA 17972
(570) 385-8235

Hon. Jerry Knowles
202 E. Broad Street
Tamaqua, PA 18252
(570) 668-1240
Fax: (570) 952-3374

Hon. Tim Twardzick
128 S Lehigh Ave
Frackville PA 17931
(570)794-4039
Fax: (570) 874-5201

County Commissioners

Barron L Hetherington, Chairman
George F. Halcovage Jr., Commissioner
Gary J. Hess, Commissioner
401 N. Second St. Pottsville, PA 17901
(570) 622-5570
Fax: (570) 628-1210

County Treasurer

Linda Yeich
401 N. Second St. Pottsville, PA 17901
(570) 622-5570
Fax: (570) 628-1210

Partners & Supporters

Senior Advisory Board Members Robert Carl, David Crouse, Jerry Enders, Joan Goodman, Patrick McKinney, and Noreen O'Boyle

1874 Tamaqua Railroad Station
18 North Railroad St., Tamaqua, PA, 18252

Senator James J. Rhoades Municipal Center Building
39 West Centre Street, Mahanoy City, PA 17948

Locust Lake State Park, Tuscarora State Park, Swatara State Park, Sweet Arrow Lake County Park, Schuylkill Conservation District, Weiser State Forest, Schuylkill River Greenways, Schuylkill County Conservancy, Schuylkill County Sportsmen's Association, SEDCO, Tamaqua Area Community Partnership.

City of Pottsville, Boroughs of Ashland, Auburn, Coaldale, Cressona, Deer Lake, Frackville, Gilberton, Girardville, Gordon, Landingville, Mahanoy City, McAdoo, Mechanicsville, Middleport, Minersville, Mount Carbon, New Philadelphia, New Ringgold, Orwigsburg, Palo Alto, Pine Grove, Port Carbon, Port Clinton, Ringtown, Schuylkill Haven, Shenandoah, Saint Clair, Tamaqua, Tower City, Tremont, and the Townships of Barry, Blythe, Branch, Butler, Cass, Delano, East Brunswick, East Norwegian, East Union, Eldred, Foster, Frailey, Hegins, Hubley, Kline, Mahanoy, New Castle, North Manheim, North Union, Norwegian, Pine Grove, Porter, Reilly, Rush, Ryan, Schuylkill, South Manheim, Tremont, Union, Upper Mahantongo, Walker, Washington, Wayne, West Brunswick, West Mahanoy, West Penn.

Greeting.

Dear Schuylkill County Tourism Partner,

Fifty-nine years ago we became your designated tourism promotion agency working to bring visitors and their dollars to Schuylkill County. Over that time, the tourism industry continues to change and so do we, but one thing remains the same: we're telling our community's stories, and people love them!

As we close another challenging year on the books, we know the only constant is change. Global economic changes and conditions continue to affect the tourism industry. Explore Schuylkill has weathered storms thus far via prudent emergency reserves accrued over time by our responsible stewardship of funding. We look toward the 2022-23 fiscal year conservatively with the certainty that our destination will prevail.

We feel good about how our destination continues to grow. Tremendous change also brings innovation, opportunity, and growth potential, and we welcome it all. We are grateful for a dedicated team of employees and a dedicated board of directors who will work alongside our community partners to keep growing Schuylkill County's tourism industry.

Schuylkill County continues to be a convenient outdoor recreation destination providing a fun, uplifting experience to a variety of people. It's a place where historic town escapes couple beautifully with woodland adventures. Our rural location, rich history, unique attractions, handcrafted beverages, exquisite foods, and lush mountains afford us the ability to offer the authentic travel experience visitors crave.

While telling our stories to the heritage tourist and outdoor enthusiast market, we continue to intrigue people about Schuylkill County – both here and from a distance. We've watched hotel occupancies grow. Our robust social media strategy enjoys an increasing following as we continue to invest in high emotion storytelling and imagery through video and content that resonates with eager travelers. Our promotions continue to move the needle in our favor. More visitors –and their dollars– continue to find their way to our many attractions and events, restaurants, and lodging facilities.

Thanks to the work of our dedicated Board of Directors, Senior Advisory Board, and industry partners, we continue to grow, make larger financial investments in our destination, and create a larger impact as one component of our county's comprehensive economic development plan. We continue to move forward telling Schuylkill County's stories and competing as a unique Pennsylvania destination, and are excited to be in partnership with you.

Sincerely,

A handwritten signature in black ink, reading "Regina M. Gargano". The signature is written in a cursive, flowing style.

Regina M. Gargano

Board of Directors.



Chastity Moran
President
Pioneer Tunnel
Coal Mine



Hellen Kocur
Vice President
Holiday Inn
Express



Mandy Fitzpatrick
Secretary/Treasurer
Schuylkill County's
VISION



Debbie Altobelli
Yuengling Brewery
Museum & Gift Shop



Samantha Chivinski
Schuylkill Chamber
of Commerce



Allyson Chryst
Maid's Quarters Bed,
Breakfast & Tearoom



Sandy Hess
Hess Catering



Troy Jochems
Hope Hill
Lavender Farm



Holly Konkus
Stone Mountain
Wine Cellars



Stephanie Premich
Mud & Maker



John Ross
Tamaqua Station
Restaurant

Not pictured:
William Willard, Schuylkill County Airport
David Williams, Schuylkill County Historical Society
& Valley View Park

Senior Advisory Board



Robert Carl
Schuylkill Chamber
of Commerce



David Crouse
3C's Family
Restaurant



Jerry Enders
Jerry's Classic Cars &
Collectibles Museum



Joan Goodman
Kaier Mansion
Bed & Breakfast



Patrick McKinney
Schuylkill
Conservation District



Noreen O'Boyle
Holiday Inn
Express

Staff



Regina Gargano
Executive Director



Vanessa Gerhard
Administrative
Coordinator



Keri Johnson
Communications
Coordinator

Community Investments.

In these difficult and uncertain times, we are fortunate to continue making a number of community investments with our members in Schuylkill County and around our region of East Central Pennsylvania. Many of these investments are ongoing in nature, have been occurring for many years, and will hopefully continue for many more. Schuylkill County is successful because we all work so well in collaboration and partnership.

- 2022 Visitors Guide – a \$40,000 tourism industry marketing investment designed to drive customers to our members and promote the community. We create & print 100,000 copies of the Schuylkill County Adventure Guide & market the guide electronically via our website, & social media. Our printed guide is distributed on turnpikes & rest areas including Dauphin, Cumberland, Susquehanna, Luzerne, Lehigh, Chester, Centre, Pike, Bucks, Philadelphia, Columbia, Montour & more. It is also distributed at PA Welcome Centers including PA Welcome Center at Dutch Country PA/MD, PA Welcome Center at the Lehigh Valley PA/NJ, and PA Welcome Center at Endless Mountains PA/NY.
- Optimized Website - accurately conveys our brand's message while offering our target audience an exceptional and engaging user experience by utilizing responsive design, increased online interaction, social media and video integration, and visitor statistics, metrics, and tracking.
- Tourism Marketing Mini Grant - designed to support marketing, promotional, and publicity initiatives that result in increased tourism and overnight stays within Schuylkill County for qualifying tourism businesses and organizations in Schuylkill County. Grants were awarded to any qualifying tourism industry entity in Schuylkill County including accommodations, transportation and travel services, food and beverage services, retail, recreation, and entertainment organizations, events, and members in good standing for marketing campaigns, marketing projects, and event marketing. Awards ranged from \$250 to \$3500.
- Customizable Historical Walking Tours of Pottsville & John O'Hara's Gibbsville. Expansion of cool Road Trips and Trails itineraries designed with timeliness and flexibility.
- Continued development of relationships with media influencers to increase media reach and coverage. One such example is since developing our relationship with Discover NEPA in 2018, they have covered and video featured 30 Schuylkill County organizations, which accounts for 10% of their features while they cover 14 counties in the NEPA region.
- Ever-growing Craft Beverage Trail - designed to drive visitation and build awareness of each of its member locations by featuring this successful and growing segment of tourism. Trail currently consists of twelve wineries, three distilleries, and seven breweries. The trail is expanding while growing members, developing incentives, driving customers, and creating virtual events and destinations themes.
- Evolve Schuylkill County's brand building value and showcasing destination authenticity. Explore Schuylkill, where your woodland escape and historic town adventures come together naturally serves multiple themes and partners and fosters mutually beneficial, cohesive evergreen work across the community.
- Continuous Expansion Video Library - Continuing to expand and create short new videos designed specifically for marketing and socials to add to our current series of over 36 different local attractions, events, and experiences which present viewers with an intriguing glimpse of a destination that is truly an American Original.
- Continuous Digital Way-finding System Enhancement – Continuous expansion including scan to mobile access to this system is designed to increase visitor spend, provide member connectivity, and move people and revenue around Schuylkill County. Additionally, the system assists in gathering crucial visitor data such as zip code, most searched categories of interest, number of visitors to a location, and other critical data.
- Evergreen content designed to resonate including Top 10 lists Schuylkill New Year's Resolution List, 5 Reasons to Visit Schuylkill County, The Schuylkill Foodie List, Local Shopping, To-do, and more.
- Continuation of numerous event sponsorships, co-ops, funding opportunities, marketing support, and assistance to organizations throughout the county & region. This includes but is not limited to: Girardville Saint Patrick's Day Parade, Schuylkill Haven Island Park, Sweet Arrow Lake County Park, Hawk Mountain, Schuylkill County Wine Festival, Schuylkill County Historical Society, DSI, TACP/TCAC/Tamaqua Chamber, Block of Art, Yuengling Light Lager Jogger, Spooky Schuylkill 5k, Yuengling Stars & Stripes Celebration, Walk In Art Center, Schuylkill County Fair, Regional Folk Art Center, Schuylkill River Sojourn, Valley View Park, Celebrate Schuylkill Holiday Spirit Oktoberfest, Lithuanian Days Festival, and many more.

Membership.

Members are the heart and soul of Explore Schuylkill! After all, they comprise Schuylkill County's tourism product; therefore, they are the reason we exist. We can't showcase Schuylkill County's tourism product and tell our story if there's nothing to showcase and no story to tell.

We are grateful for your partnership.

3 C's Family Restaurant	Galen Glen Vineyard & Winery	Momma Millie's Bakery	Schuylkill County Fair Association
AAA Schuylkill County	Good Intent Hose #1	Mountain Valley Golf Course	Schuylkill County Historical Society
Actors Guild of Schuylkill County	Greater Shenandoah Area	Mud And Maker	Schuylkill County's Vision
Alchemist's Cove Games & Comics	Historical Society	Murphy Jewelers Of Pottsville	Schuylkill County Wine Festival
Alvernia University Schuylkill Center	Hampton Inn at Pine Grove	No. 9 Mine & Museum	Schuylkill River Greenway Association
Annual Girardville St. Patrick's Day Parade	Hawk Mountain Sanctuary	Old White Church Preservation Committee	Schuylkill Transportation System
Anthracite Philharmonic	Hegins Valley Arts & Craft Faire	Our Haven Foundation	Schuylkill YMCA
Armstrong Valley Winery	Heisler's Cloverleaf Dairy Inc	Our Town Foundation	Scottdee's Catering
The Art of Escape	Hess Catering Inc.	Palestinian Orthodox Church	Shade Mountain Winery
Ashland Mother's Memorial	Hidden Valley Golf Course	Peace Frog Natural Foods	Smokey Hollow Winery
Ateeco Inc. - Mrs. T's Pierogies	Hillbilly Hooch	Penn State Schuylkill	Stoker's Brewing Company
Beehive Hair Salon	Hillside SPCA	Penn State Master Gardeners	The Stone House Bed & Breakfast
Berkshire Hathaway Home Service	Holiday Inn Express And Suites	Pilger Ruh Brewing	Stone Mountain Wine Cellars
Home Sale Realty	Hometown Farmers Market	Pine Lanes Bowling Center	Strike Zone Alleys
Benigna's Creek Vineyard & Winery	Hope & Coffee	Pioneer Evergreen Farms	Subway
Black Rock Brewing Company	Hope Hill Lavender Farm LLC	Pioneer Pole Buildings	Summit View Restaurant
Bowers Donuts	Hydrangea Cottage Tea & Gifts	Pioneer Tunnel Coal Mine	Susquehanna Heartland Wine Trail
Brickhouse Grill	Inn at Birch Wilds	Pottsville Business Association	Tamaqua Area Chamber of Commerce
Bright Path Brewing	Island Committee Inc	Pottsville Commission On Tourism	Tamaqua Community Art Center
Buddy's Log Cabin Family Restaurant	Jack Azz Distilling	Pottsville Diner	Tamaqua Historical Society
Bum's Rush Restaurant & Pub	Jerry's Classic Car & Collectibles Museum	Pottsville Free Public Library	Tamaqua Station Restaurant
C & C Candies And Country Store	Joan Goodman Real Estate	Pottsville Lions Club	Valley View Park Association
CACL Financial	Johannes Schwalm Historical Association Inc.	Pottsville Motor Inn	Veterans of The Vietnam War Post # 29
Camp-A-While Campground	Kaier Mansion Bed & Breakfast	Pottsville Provision Company	Villa On Bulls Head
Cellar Beast Winehouse	Ken's Tire Inc.	Pressed Coffee & Books	Vintage 61 Storehouse
Christmas Pines Campground	King Cole Winery	Pristine Green Cleaning Service	Vist Bank
City of Pottsville	Kline Brothers Auto Body Shop	R & J Transportation Inc	Vito's Coal Fire Pizza & Restaurant
Clinical Outcomes Group	Kowalonek's Kielbasy Shop	Rausch Creek Trailriders	Walk In Art Center
Comfort Inn & Suites	L & K Construction	Red Lion Cafe	Wanamaker, Kempton, & Southern Railroad
Country Inn & Suites	Catalpa Grove At Lakewood Park	Red Ridge Lake Campground	Washington Hotel
Crystal Cave	Lasting Legacy for Pottsville	Red Shale Ridge Vineyards	Werner Lumber Company
Downtown Shenandoah Inc.	Laurel Lake Campsites	Revere Brewery	Wheel Restaurant
Drasdis And Son Clothier	Lehigh Gorge Scenic Railway	Roman Delight	White Birch Golf Course
Eastern Press Quality Printing	Les Brown Festival	Republican Herald	Whitewater Rafting Adventures Inc
Evans Delivery Company	Lessie's Garden Greenhouse & Gift Shop/Avenues	Rosemount Camping Resort	Wilkes-Barre/Scranton International Airport-AVP
Fairlane Village Mall	Long Trout Winery	Schaeffer's Harley-Davidson Sales & Services	The Wooden Keg Tavern
Famous Reading Outdoors LLC	Lost Mined Brewing Company	Schuylkill Ballet Theatre	Yocko's
Fieldwood Winery LLC	Majestic Theater	Schuylkill Chamber of Commerce	Yuengling Brewery Museum & Gift Shop
Fighter's Heaven	May's Drive In	Schuylkill Choral Society	
Forget-Me-Not Florist	Mimm's Country Inn	Schuylkill County Airport	
Frackville Business & Professional Association		Schuylkill County Board of Realtors	
Friedensburg Country Restaurant		Schuylkill County Conservancy	
Gabriel Chamber Ensemble		Schuylkill Conservation District	
		Schuylkill County Council for the Arts	

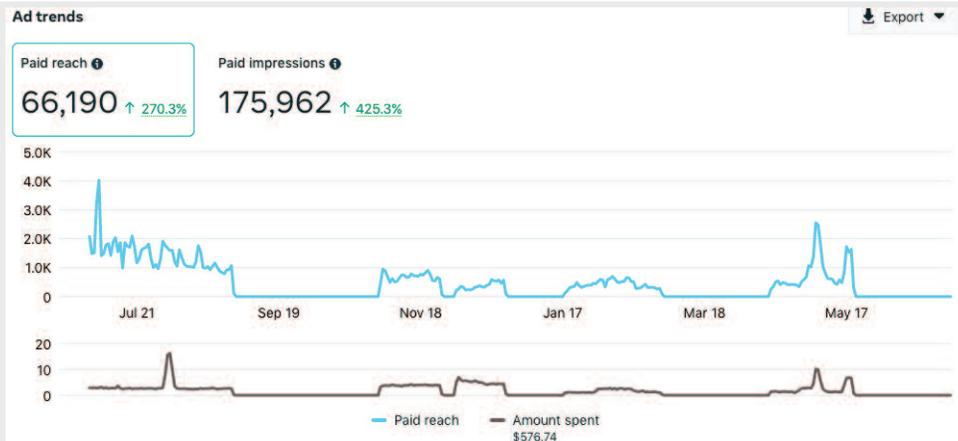
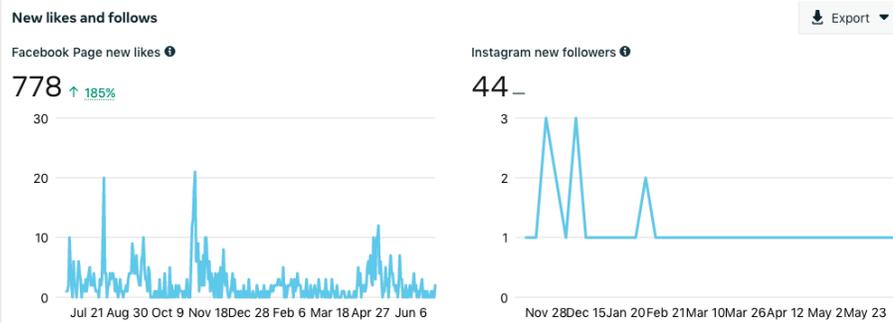
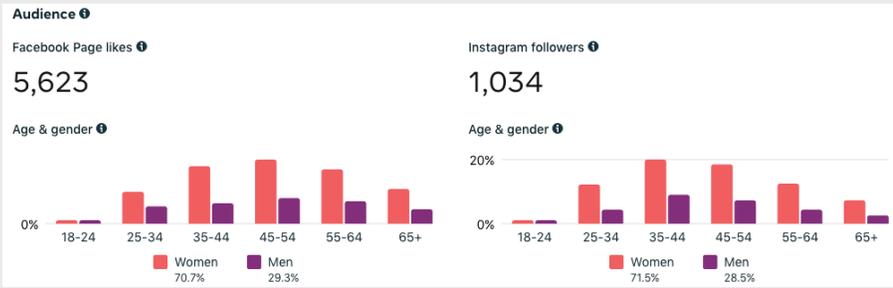
Professional Affiliations.

Explore Schuylkill realizes that our tourism industry partners need as many resources as they can possibly get in today's competitive industry environment, and that's why we subscribe to an extensive list of professional affiliations that are key components to our destination product.

We bring the benefits of these relationships to our partners and keep costs at a minimum.



Insights.



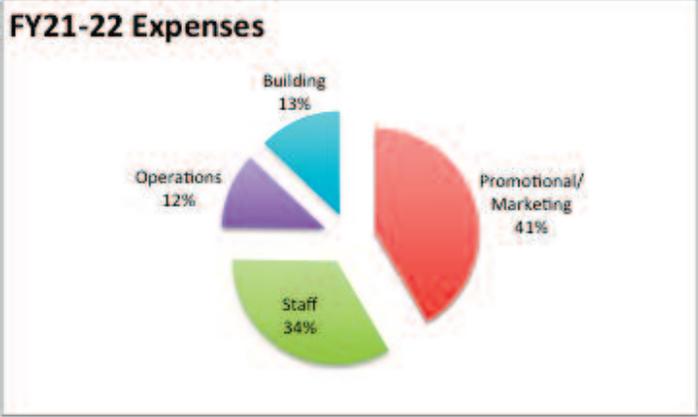
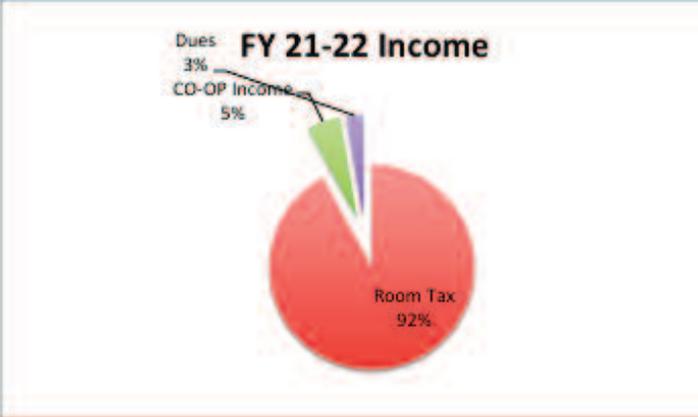
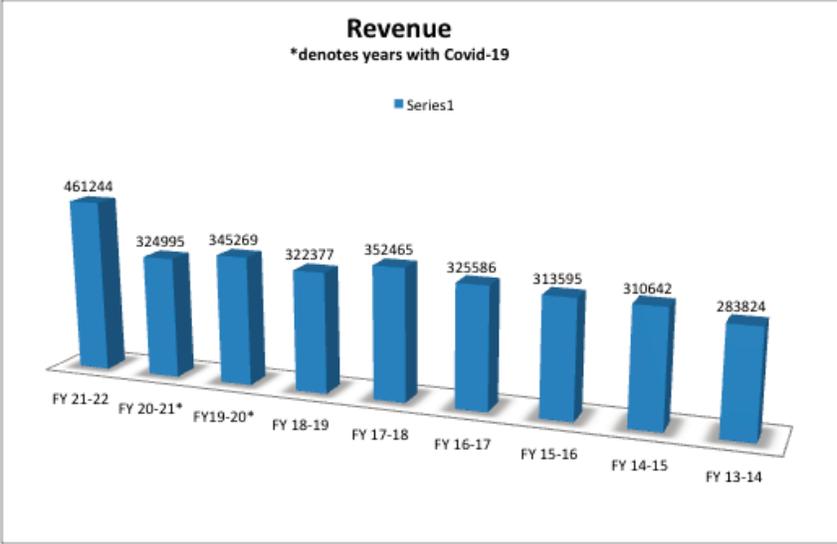
Paid reach: The number of people who saw your ads at least once. Reach is different from impressions, which may include multiple views of your ads by the same people.

Paid impressions: The number of times your ads were on screen.

Member Connections.



Performance.



Travel Economy Impacts

YEAR	Total Travel Demand	Employment	Labor Income	State & Local Taxes	Federal Taxes
*2020	187.6	1157	40.9	9.7	11.3
2019	222.1	1504	48.2	11.9	11
2018	216.5	1498	45.8	11.3	10.2
2017	\$215.90	1498	\$45.30	\$11.20	\$10.30
2016	\$215.80	1453	\$42.90	\$11.20	\$10.30
2015	\$217.40	1446	\$46.70	\$11.40	\$10.80
2014	\$209.50	1402	\$38.90	\$10.40	\$9.60
2013	\$196.40	1220	\$38.30	\$10.40	\$9
2012	\$195.70	1203	\$36.90	\$10.30	\$8.80
2011	\$176.30	1177	\$35.30	\$9.30	\$8.20
2010	\$159.20	1165	\$33.10	\$8.60	\$7.70

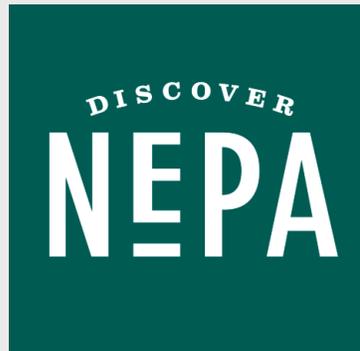
**2020 Reflects Pandemic's Impact
 **Source PADCED, Office of Tourism
 ***All dollar amounts in millions

Media Partnerships.

With tight media and ad budgets, public relations is more important than ever. It's a cost effective way of getting information about Schuylkill County out to the media, our target audiences, and our community. Social media, in particular, is extremely effective for us. However, we are fortunate to have many media partners that support the tourism industry and its economic impact in Schuylkill County. Their contribution, support, and partnership make it possible for us to continue to tell Schuylkill County's story.



Standard~Speaker





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