



Explore
Schuylkill
Community Report

2022-2023



103 E. Union Street, Rear
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 | Hon. Joanne Stehr 57 Park Lane Hegins, PA 17938 (570) 653-2018 | Hon. Jamie Barton 202 East Broad Street Tamaqua, PA 18252 (570) 668-1240 | Hon. Tim Twardzick 128 S. Lehigh Ave. Frackville, PA 17931 (570)794-4039 | Hon. Dane Watro One West Centre Street Mahanoy, PA 17948 (570) 453-1344 |
|---|---|---|---|--|

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, Joan Goodman, 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,

Sixty years!! For sixty years we've been your designated destination marketing 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 demanding 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, careful cost cutting, and maximizing resources. We look toward the 2023-24 fiscal year conservatively with the certainty that our destination will continue developing.

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 thankful 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 throughout the region, 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,



Regina M. Gargano

Board of Directors.



Jerry Enders
President
Jerry's Classic Cars &
Collectibles Museum



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



Austin Hornberger
Smokey Hollow
Winery



Troy Jochems
Hope Hill
Lavender Farm



Stephanie Premich
Mud & Maker



John Ross
Tamaqua Station
Restaurant



William Willard
Schuylkill County
Airport



David Williams
Schuylkill County
Historical Society &
Valley View Park

Not pictured:
Mick Stefanek, Fighters Heaven

Senior Advisory Board



Robert Carl
Schuylkill Chamber
of Commerce



Joan Goodman
Kaier Mansion
Bed & Breakfast



Noreen O'Boyle
Holiday Inn
Express

Staff



Regina Gargano
Chief Executive Officer



Vanessa Gerhard
Chief Administrative
Officer



Keri Johnson
Chief Communications
& Media Officer

Community Investments.

In these challenging 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 to evolve for many more. Schuylkill County is successful because we all work so well in collaboration and partnership.

- **2023 Visitors Guide**– a \$40,000 tourism industry marketing investment designed to drive customers to our members and promote the community as an amenities-rich outdoor recreation destination at minimal cost to members. We create & print 100,000 copies of the Schuylkill County Adventure Guide & market the guide electronically, via our website, and 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.
- **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 accommodations, transportation and travel services, food and beverage services, retail, recreation, and entertainment organizations, events, and members of Explore Schuylkill in good standing for marketing campaigns, marketing projects and event marketing. Awards ranged from \$250 to \$3500.
- **Explore Schuylkill Craft Beverage Trail App & Trail Expansion**- designed to drive visitation to and build awareness of each of its member locations by featuring this successful and growing segment of tourism. Trail currently consists of ten wineries, two distilleries, and seven breweries. The trail is expanding while growing members, developing incentives, driving customers, and creating virtual events and destinations themes.
- **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 50 different local attractions, events, and experiences which present viewers with an intriguing glimpse of a destination that is truly an American Original. We utilize the videos to market the county to attract tourists and feature messaging that leads audiences to higher engagement in a compelling and powerful way.
- **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 Thing to do in Schuylkill County, Top 10 Things for Kids to do in Schuylkill County, 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, and marketing support 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/TAC/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, Customizable Historical Walking Tours of Pottsville & John O’Hara’s Gibbsville, Schuylkill River Sojourn, Valley View Park, Celebrate Schuylkill Holiday Spirit, Oktoberfest, Lithuanian Days Festival, and many more.
- **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 47 Schuylkill county organizations, which accounts for 14 % of their features while they cover 14 counties in the NEPA region.
- **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 while supporting multiple platforms of marketing content that resonates across the tourism industry.
- **Increased industry membership and partnerships for our members**

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.

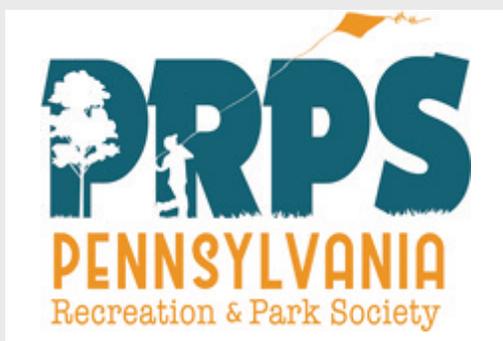
We are grateful for your partnership.

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

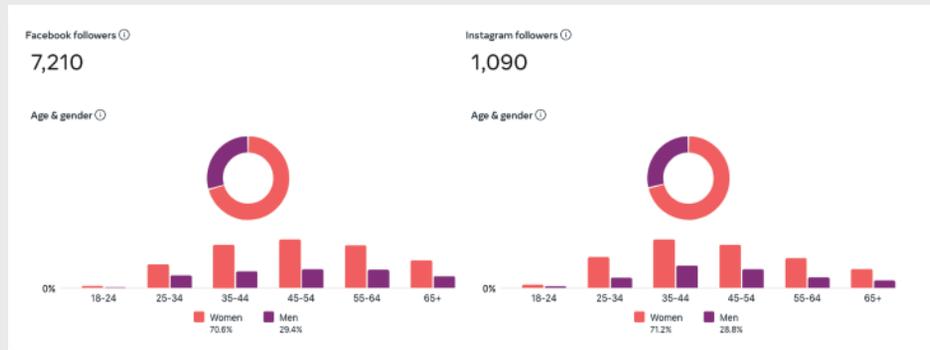
Professional Affiliations.

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.



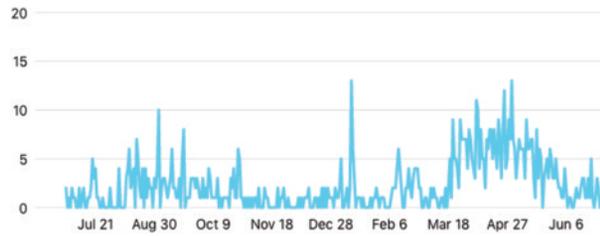
Insights.



New likes and follows

Facebook Page new likes

841 ↑ 15.8%



New Instagram followers

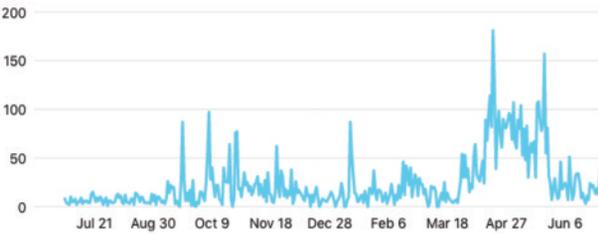
102



Page and profile visits

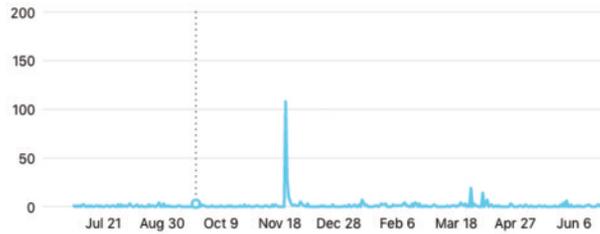
Facebook visits

8,706 ↑ 170.5%

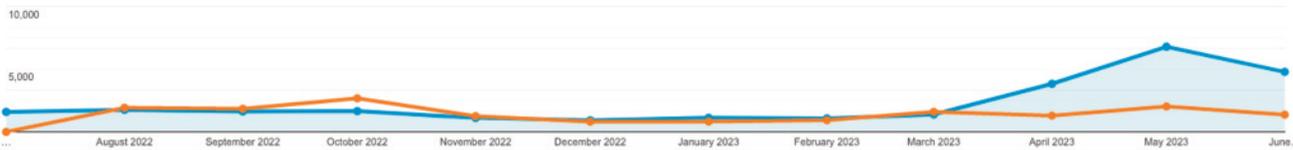


Instagram profile visits

438 ↑ 99.1%

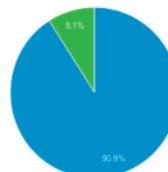


Jul 1, 2022 - Jun 30, 2023: ● Users
Jul 1, 2021 - Jun 30, 2022: ● Users

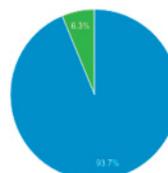


■ New Visitor ■ Returning Visitor

Jul 1, 2022 - Jun 30, 2023



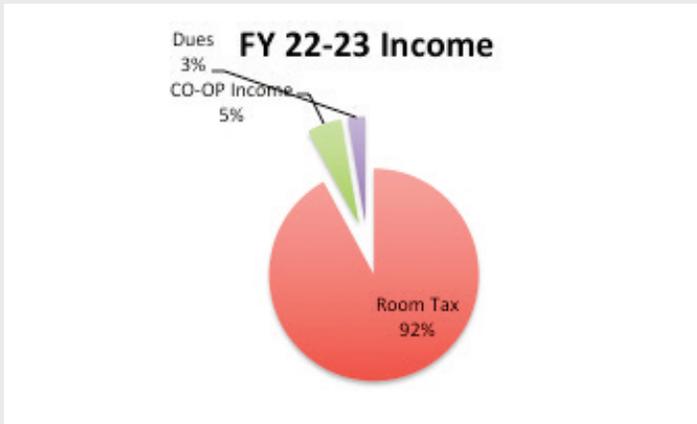
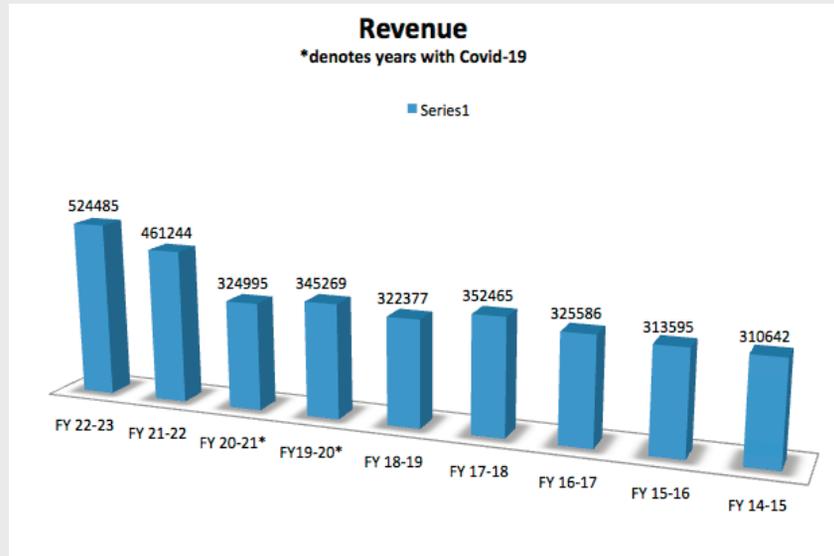
Jul 1, 2021 - Jun 30, 2022



Member Connections.



Performance.



Travel Economy Impacts

| YEAR | Total Travel Demand | Employment | Labor Income | State & Local Taxes | Federal Taxes |
|-------|---------------------|------------|--------------|---------------------|---------------|
| 2021 | 222.9 | 1339 | 49.1 | 11.4 | 12.8 |
| *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



THE MORNING CALL





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