



# Explore Schuylkill

Community Report

2024–2025



103 E. Union Street, Rear  
Pottsville, PA 17901

570-622-7700  
[www.schuylkill.org](http://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. 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 rest of the 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 City, PA 17948 1-833-933-3679
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## County Commissioners

Lawrence J. Padura Jr., Chairman  
Barron L. Hetherington, 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

1874 Tamaqua Railroad Station  
18 North Railroad Street, Tamaqua, PA, 18252

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

Frog Hollow Nature Area, Locust Lake State Park, Tuscarora State Park,  
Swatara State Park, Sweet Arrow Lake County Park,

Downtown Shenandoah Inc., Schuylkill Conservation District, Weiser State Forest, Schuylkill River Greenways,  
Schuylkill County Conservancy, Schuylkill County Sportsmen's Association, SEDCO, South Schuylkill Unified,  
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,

Explore Schuylkill has been your designated destination marketing organization, bringing visitors and their dollars to Schuylkill County for sixty-two years. 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!

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

Schuylkill County continues to be a convenient outdoor recreation destination located within 3 hours drive of 25% of the national population. We provide 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, high quality dining, and lush mountains afford us the ability to offer the authentic travel experience visitors crave.

While telling our stories to the outdoor enthusiast and heritage tourist markets, we continue to intrigue people about Schuylkill County – both here and from a distance. Accommodation occupancies continue to 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 community's 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 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,

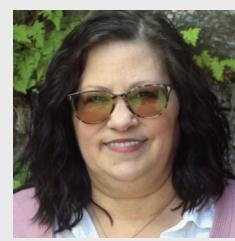


Regina M. Gargano

# Board of Directors.



**Jerry Enders**  
President  
Jerry's Classic Cars &  
Collectibles Museum



**Hellen Kocur**  
Vice President  
Holiday Inn  
Express & Suites



**Tammy Jandrasitz-Bodey**  
Secretary/Treasurer  
Hawk Mountain Sanctuary



**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



**Mel Ross**  
Tamaqua Station  
Restaurant



**William Willard**  
Schuylkill County  
Airport

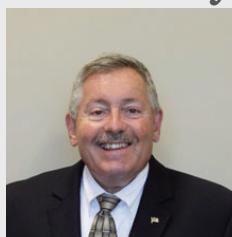


**David Williams**  
Schuylkill County  
Historical Society &  
Valley View Park



**Frank Zukas**  
SEDCO

## Associate Advisory Board



**Robert S. Carl, Jr.**  
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 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 to evolve for many more as we evolve our destination. Schuylkill County is successful because everyone works so well in collaboration and partnership.

1-This year has been an unprecedeted year of community investments. Explore Schuylkill has directly invested over \$149,000 in communities throughout Schuylkill County. This amount reflects project and event sponsorship dollars. Explore Schuylkill partners with communities investing countless hours of work, in-kind resources, and referrals as well as those sponsorship dollars as true partners do.

2-Explore Schuylkill has contributed over \$50,000 directly to our tourism partners marketing budgets via our marketing mini grant. The grant is a true partnership with our members. We invest directly in their marketing budgets, assisting them in reaching markets and goals they set for their businesses.

3-Asset and resource development, investment, and sharing.

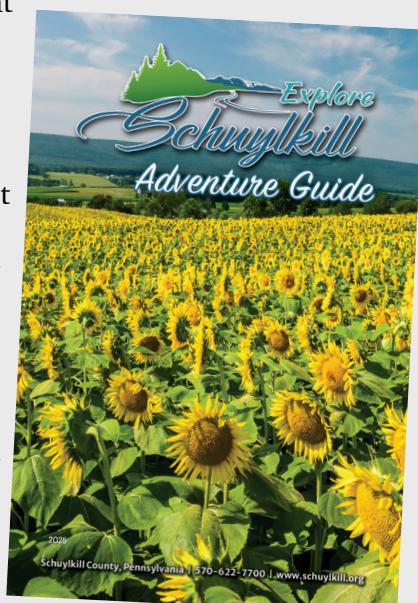
Supporting our members in the tourism community in every way possible for mutual benefit and goals without additional cost and always for free, no co-opted. Explore Schuylkill has partnered with Alfredo Mercuri. Alfredo's credits include: Inside the NFL, HGTV, Paramount+, ESPN, National Geographic, Fox Sports, Discovery, Travel, TLC, E, Food Network, and many more. We are bringing the very best for this important work. In this year alone, Alfredo has done 15 different Schuylkill County videos featuring 30 of our member attractions.

4-Premier community revitalization partners investing money and supporting resources with Pottsville Area Development Corporation, South Schuylkill Unified, Tamaqua Area Community Partnership, Downtown Shenandoah Inc., and many more by providing assistance and resources. We have directly supported municipalities engaged in community and economic redevelopment working in collaboration with municipalities, consultants, local leadership, community redevelopment plans, and much more because vibrant communities with engaged citizens attract more visitors and strengthen the local tourism economy.

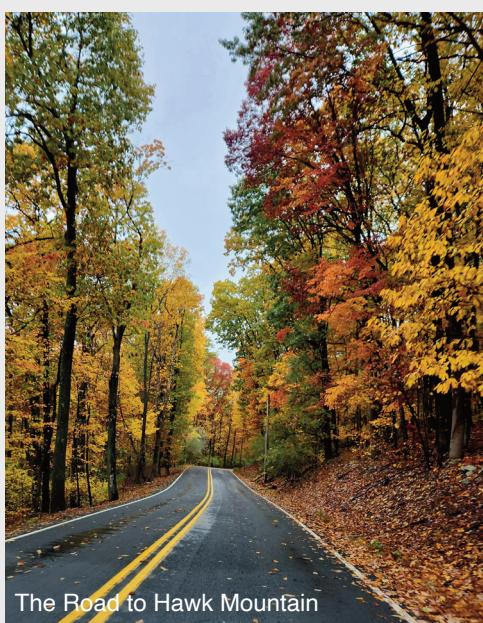
5-2025 Adventure Guide- a \$40,000+ tourism industry marketing investment designed to drive customers to our members and promote the community as an amenities-rich outdoor recreation destination at minimal cost to members. We create & print 100,000 copies of the Schuylkill County Adventure Guide and market the guide electronically, via our website, VisitPA, & social media.

Our printed guide is distributed on turnpikes & rest areas including Dauphin, Cumberland, Susquehanna, Luzerne, Lehigh, Chester, Centre, Pike, Bucks, Philadelphia Metro, Columbia, Montour, and more. It is also distributed at PA Welcome Centers including PA Welcome Center at Dutch Country PA/MD, PA Welcome Center at Lehigh Valley PA/NJ, and PA Welcome Center at Endless Mountains PA/NY. Its distribution also includes NJ, NY, and MD/VA.

The benefits we provide and the investments we make matter, and no one else does what we do. We have that honor, and we appreciate it . We make sure that funding directly supports the community every day.

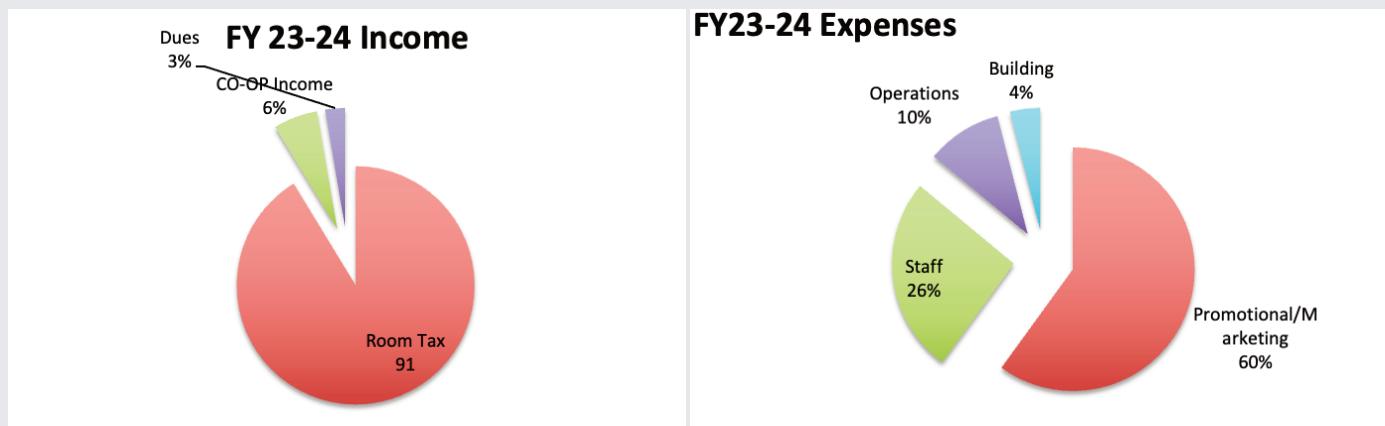


# Member Connections.





# Performance.



## Travel Economy Impacts

YEAR	Total Travel Demand	Employment	Labor Income	State & Local Taxes	Federal Taxes
2024	247.4	1441	57.6	12.2	13.8
2023	253.7	1453	56.8	12.2	13.6
2022	\$270.80	1638	\$97.70	\$23.50	\$24.40
2021	\$222.90	1339	\$49.10	\$11.40	\$12.80
*2020	\$187.60	1157	\$40.90	\$9.70	\$11.30
2019	\$222.10	1504	\$48.20	\$11.90	\$11
2018	\$216.50	1498	\$45.80	\$11.30	\$10.20
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

\*\*2020 Reflects Pandemic's Impact

\*\*Source PADCED, Office of Tourism

\*\*\*All dollar amounts in millions

# Insights.

Marketing Report  
July 1, 2024 - June 30, 2025

SCHUYLKILL.ORG

## WEBSITE ANALYTICS

### VISITOR TOTALS

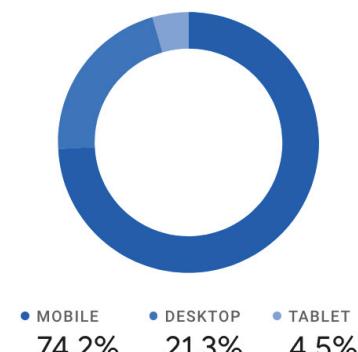
NEW USERS	RETURNING USERS	VIEWS	AVERAGE VISIT DURATION
67K	3.9K	127K	25 seconds

#### POPULAR PAGES

Homepage	70K
Things to Do	7K
Lodging	4.8K
Adventure Guide	4.1K
Events	3.9K
Attractions	3.3K

#### USER ACQUISITION

Display	22.9K
Organic Social	12.4K
Organic Search	10.8K
Paid Social	9.6K
Direct	7.3K
Referral	1.5K



#### USER AGE

35-44	Female	59.8%
25-34	Male	40.2%
45-54		
55-64		
65+		
18-24		

#### USER GENDER

#### TOP VISITORS

COUNTRY
United States
France
India
Canada
Ireland
United Kingdom

#### TOP VISITORS

##### CITY

New York
Philadelphia
Pottsville
Ashburn
Newark
North Bergen

## EXPLORE SCHUYLKILL SOCIAL MEDIA ANALYTICS



# 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.



Pennsylvania  
Restaurant & Lodging  
Association



PENNSYLVANIA  
BUS ASSOCIATION  
Serving the motorcoach industry since 1923



# 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





2024–2025

