



Explore Schuylkill

Community Report

2024-2025



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. 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	Hon. Joanne Stehr	Hon. Jamie Barton	Hon. Tim Twardzick	Hon. Dane Watro
100 North Centre Street	57 Park Lane	202 East Broad Street	128 S. Lehigh Ave.	One West Centre Street
Pottsville, PA 17901	Hegins, PA 17938	Tamaqua, PA 18252	Frackville, PA 17931	Mahanoy City, PA 17948
(570) 621-3400	(570) 653-2018	(570) 668-1240	(570) 794-4039	1-833-933-3679

County Commissioners

Lawrence J. Padora 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,

A handwritten signature in black ink, reading "Regina M. Gargano". The signature is fluid and cursive, with the first name "Regina" being the most prominent part.

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



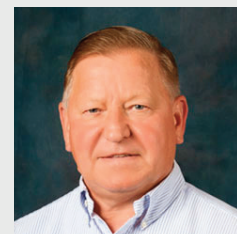
Mel Ross
Tamaqua Station
Restaurant



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 unprecedented 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.



Vintage 61 Storehouse



Lighting of the Vineyard at Benigna's Creek Winery



Smokey Hollow Winery



© B Derbes Photography



The Road to Hawk Mountain



Hope Hill Lavender Farm



Hawk Mountain Sanctuary



The Stitch - Tamaqua's Premier Performance Venue



Schuylkill County Council for the Arts



Famous Reading Outdoors



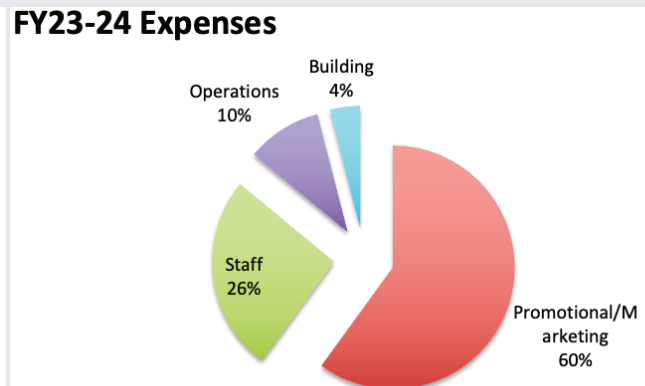
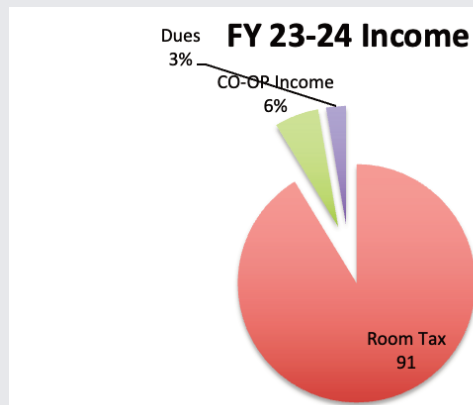
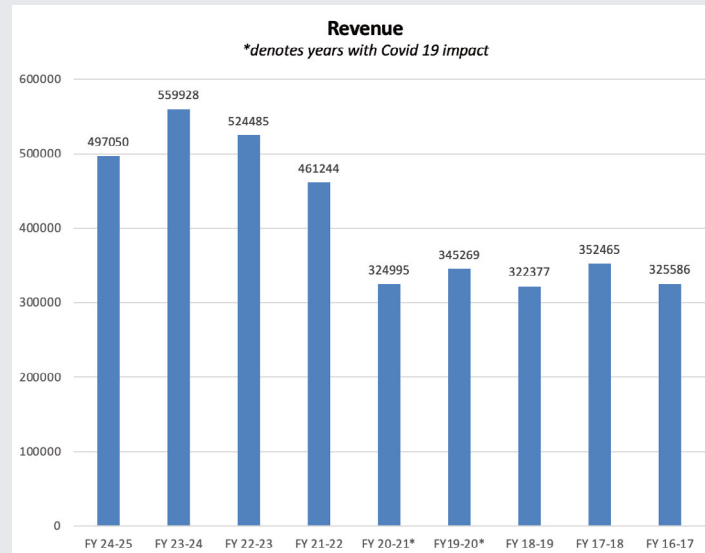
Schuylkill Stampede



An Explore Schuylkill Holiday at Pioneer Evergreen Farms



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

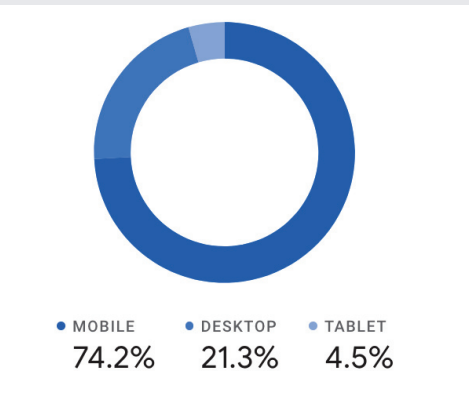
NEW USERS	RETURNING USERS	VIEWS	AVERAGE VISIT DURATION
67K	3.9K	127K	25 seconds

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
25-34
45-54
55-64
65+
18-24

USER GENDER

Female 59.8%
Male 40.2%

TOP VISITORS COUNTRY

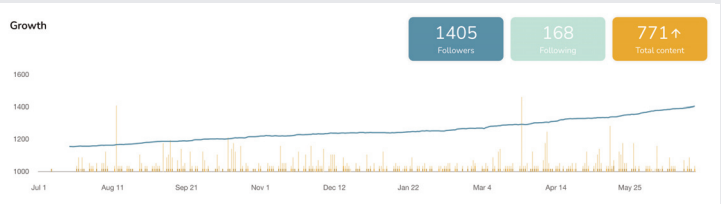
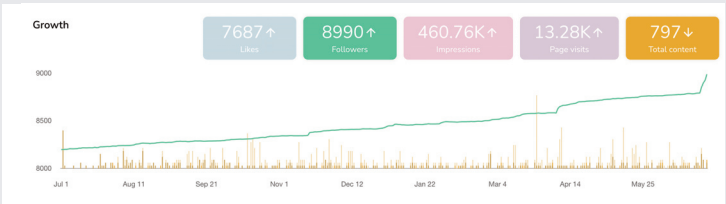
United States
France
India
Canada
Ireland
United Kingdom

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.



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.





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