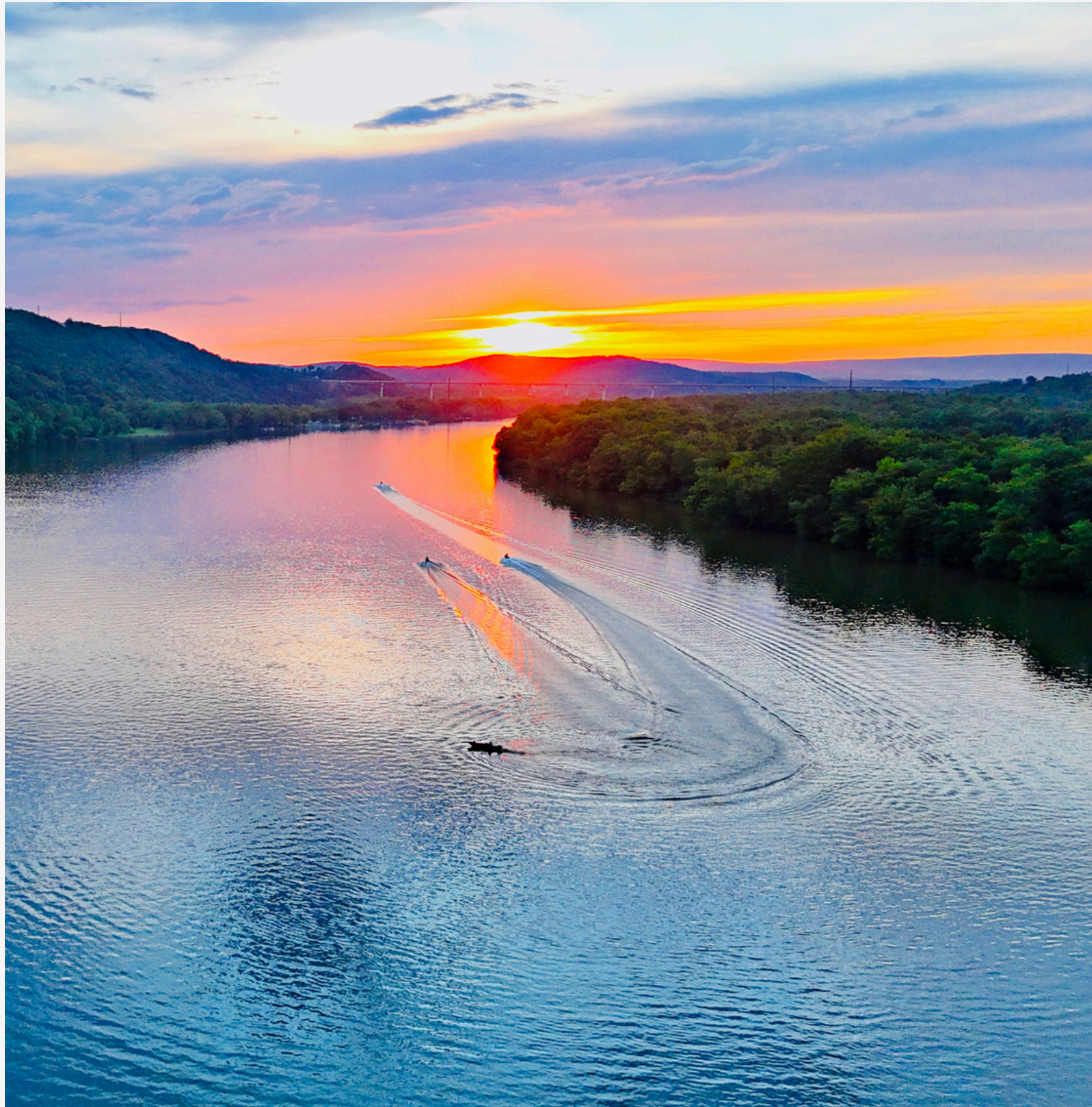




SUSQUEHANNA RIVER VALLEY
VISITORS BUREAU

STRATEGIC MARKETING PLAN 2026-27

SRVVB MISSION

- Stimulate economic development by promoting the Susquehanna River Valley as a desirable tourist destination
- Provide information and services to visitors and area residents
- Advance the image of hospitality in the region
- Facilitate the development of tourism resources
- Educate business leaders and members
- Connect consumers of all types to member businesses

The professional team at the Susquehanna River Valley Visitors Bureau fulfills our mission through a strategic marketing plan that blends outreach to potential visitors and promotion to local consumers with experience development across the three-county region.





SUSQUEHANNA RIVER VALLEY
VISITORS BUREAU

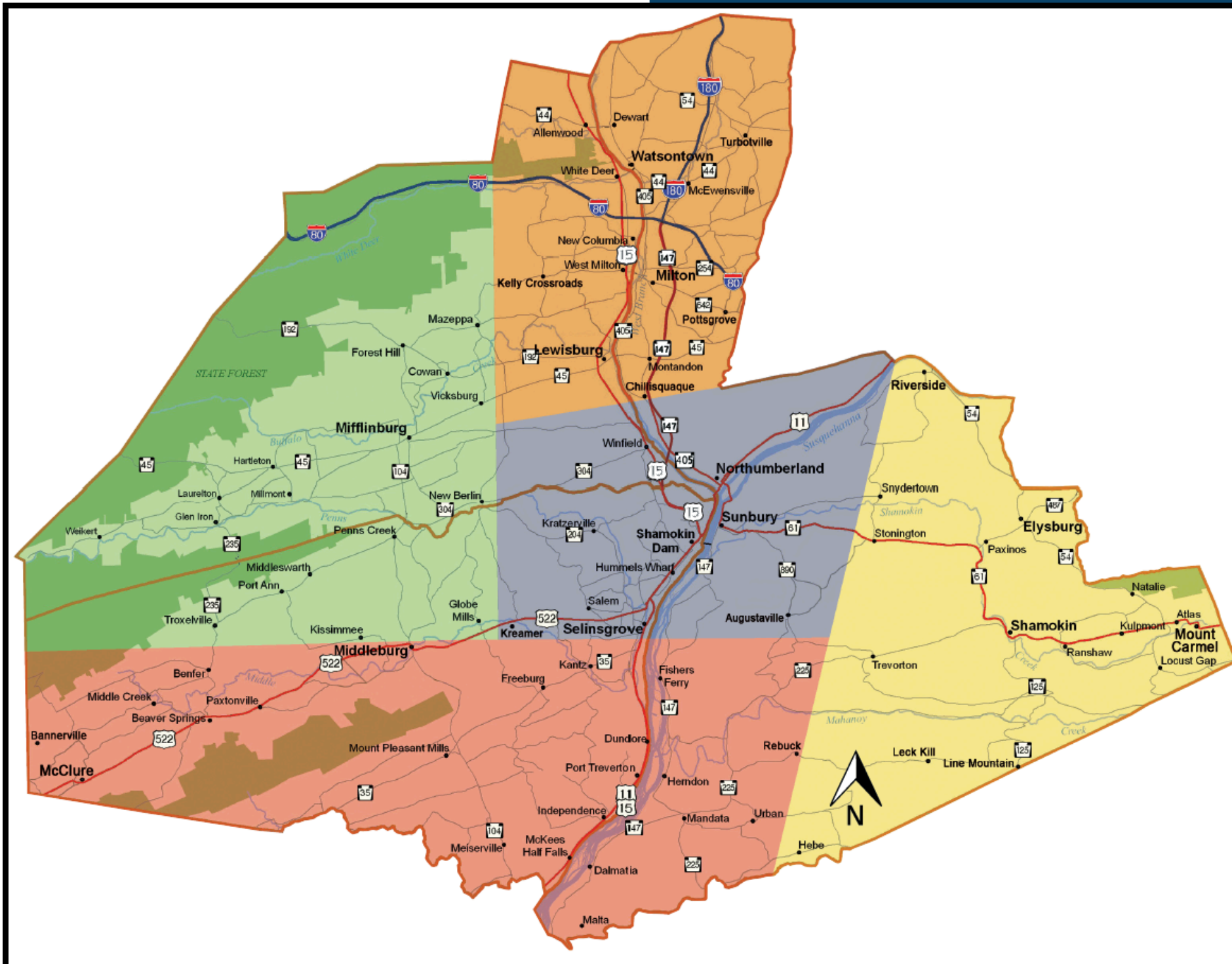
Central PA's

SUSQUEHANNA RIVER VALLEY REGION

Northumberland County

Snyder County

Union County



VISITOR SPENDING IN THE SRV

According to an annual study commissioned by the PA State Tourism Office and conducted by Tourism Economics, visitor spending added \$469.5 million to the economy of the three-county region in 2024. The study looks at business sales, jobs, income and taxes across five sectors – Entertainment, Food & Beverage, Retail, Lodging and Transportation.

2023

Northumberland County \$ 142.4m
Snyder County \$ 121.7m
Union County \$ 189.2m

Total \$453.3 Million

2024

Northumberland County \$ 150.3m
Snyder County \$ 130.8m
Union County \$ 188.4m

Total \$469.5 Million

SRV TARGET AUDIENCE

We have identified the following audiences as those having the greatest potential impact in our region:

Backyard Tourists

174,000+
Residents/
Small Business Champions



50-Mile Radius

3.6 million residents
Includes urban areas in
Pennsylvania



300-Mile Radius

72.4 million residents
Includes Mid-Atlantic
States



The SRV experience resonates most deeply with the following:

Outdoor Recreation Enthusiasts – Beautiful SRV landscapes and abundant opportunities attract this visitor

Family Travelers – The SRV hosts a multitude of unique, high-quality attractions and events

Budget-Conscious Explorers – Central PA is identified as a budget-friendly travel option

Neighboring Communities – The SRV is easy to access through a variety of connecting routes and highways

Arts and Culture Connoisseurs – This traveler is inspired by art and history offerings, as well as, quality restaurants, wineries and breweries

Audiences have been identified based on anecdotal evidence, social engagement and traffic to VisitCentralPA.org

SRV TARGET AUDIENCE

What Google Analytics (GA4) Tells Us*

☐	Age ▾	+	↓ Active users
☐	Total		290,016 100% of total
	1 unknown		218,531 (75.35%)
☒	2 55-64		16,745 (5.77%)
☐	3 35-44		16,023 (5.52%)
☐	4 45-54		14,560 (5.02%)
☐	5 65+		13,151 (4.53%)
☐	6 25-34		10,989 (3.79%)
☐	7 18-24		3,334 (1.15%)

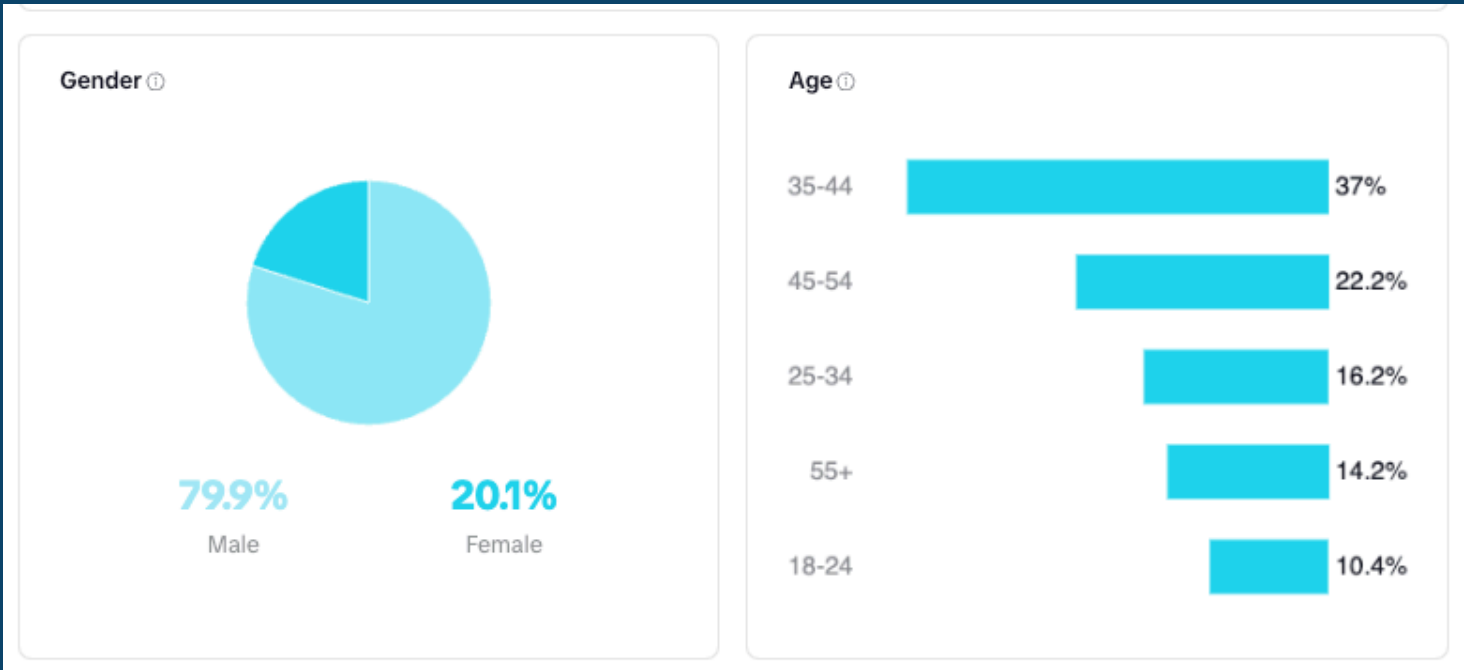
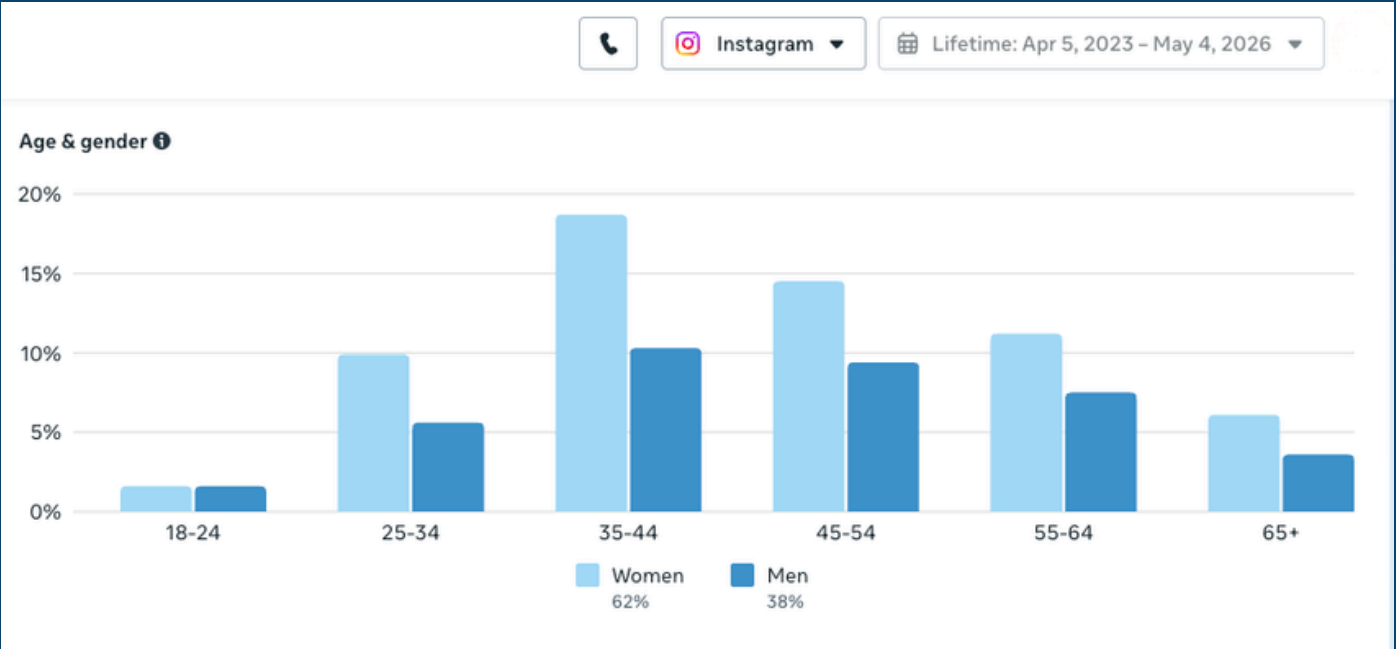
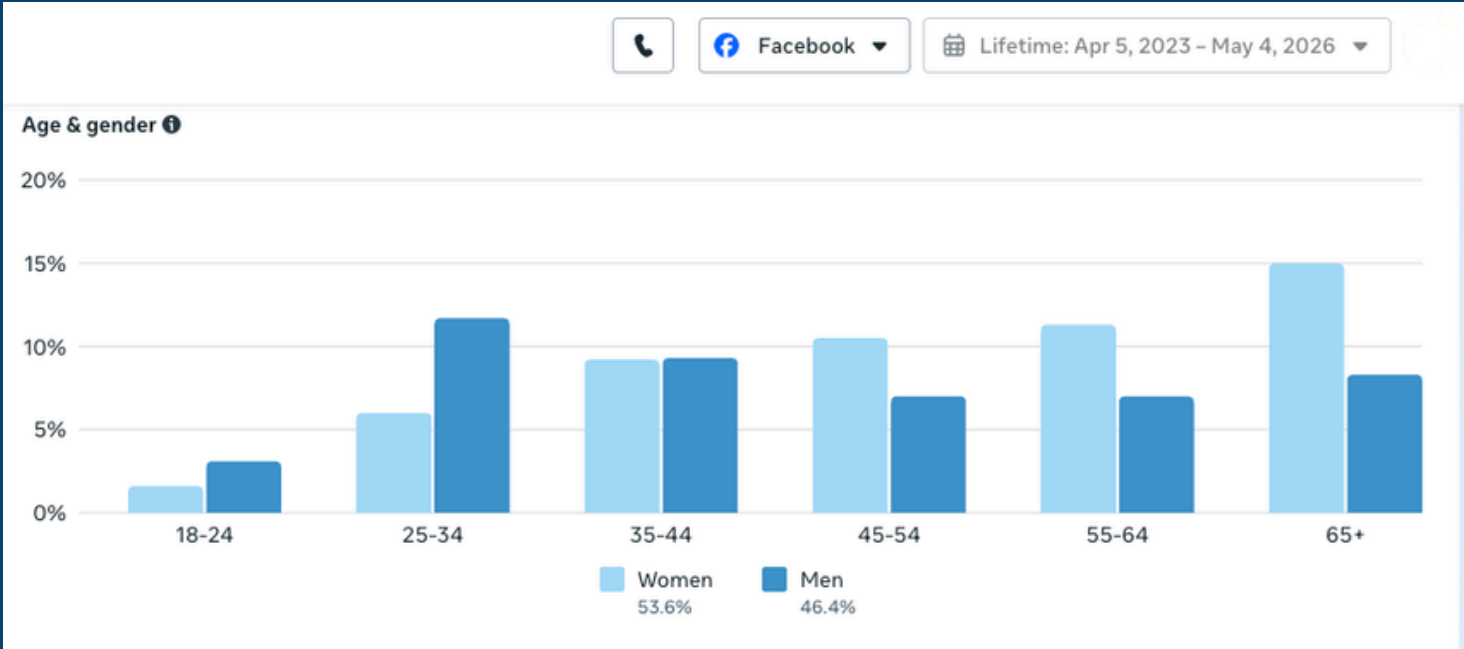
75.35% of users are age unknown
(GA4 consent gap)

	Region ▾	+	↓ Active users
	Total		290,016 100% of total
1	Pennsylvania		125,938 (43.42%)
2	New York		27,630 (9.53%)
3	New Jersey		14,370 (4.95%)
4	Virginia		13,541 (4.67%)
5	Maryland		11,621 (4.01%)

*analytics from 1/1/25 – 12/31/25

SRV TARGET AUDIENCE

What Social Media Tells Us



Viewer age	Views	
	Female	Male
Total	43.7%	56.3%
13–17 years	16.2%	27.4%
18–24 years	3.8%	4.1%
25–34 years	11.3%	10.3%
35–44 years	7.2%	6.8%
45–54 years	1.5%	2.3%
55–64 years	1.3%	2.5%
65+ years	2.4%	3.0%

SRVVB MARKETING OBJECTIVES



Drive Visitor Awareness



Inspire Trip Planning



Grow Overnight Stays



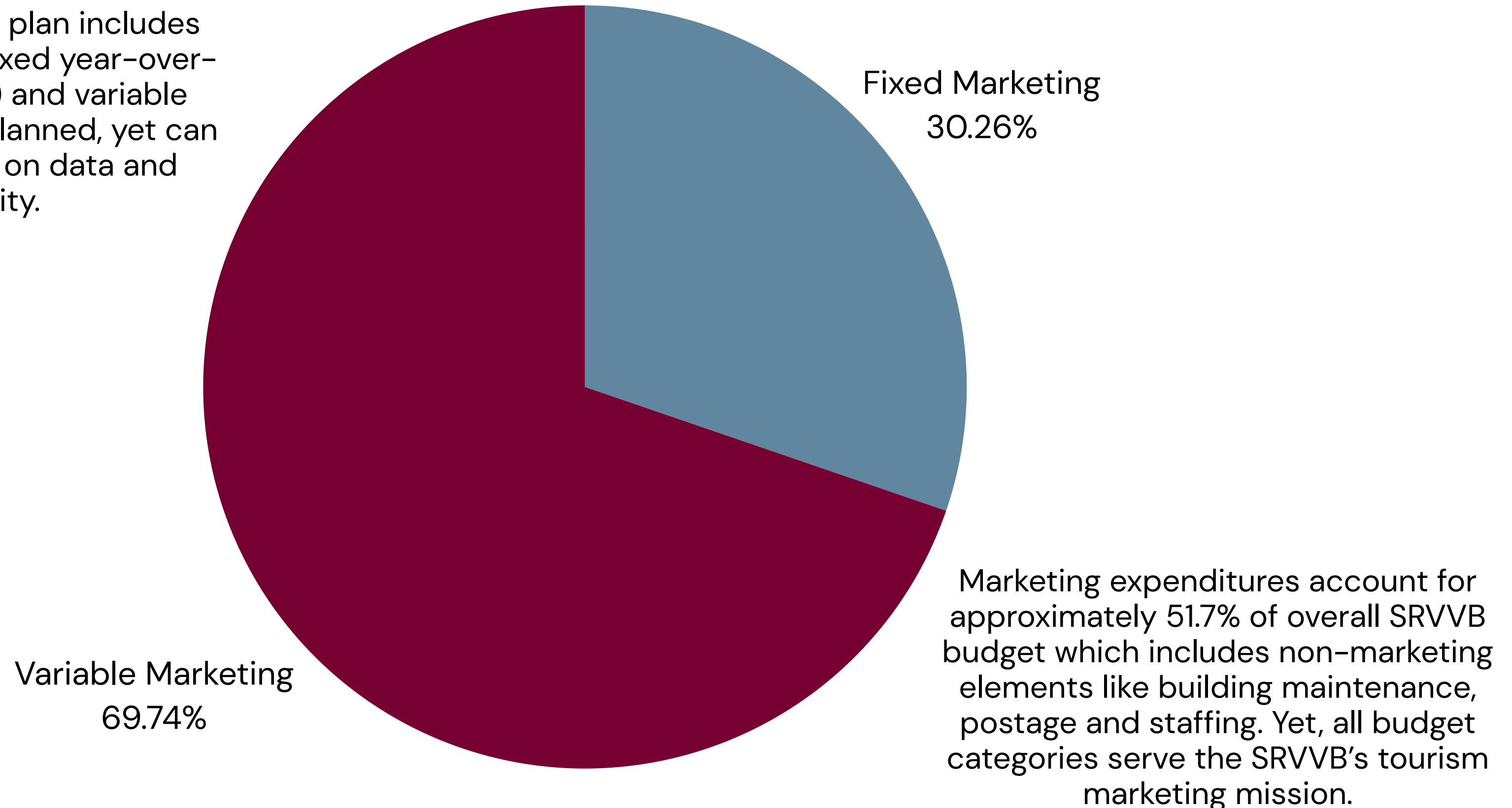
Promote Signature
Experiences



Support & Elevate
Member Businesses

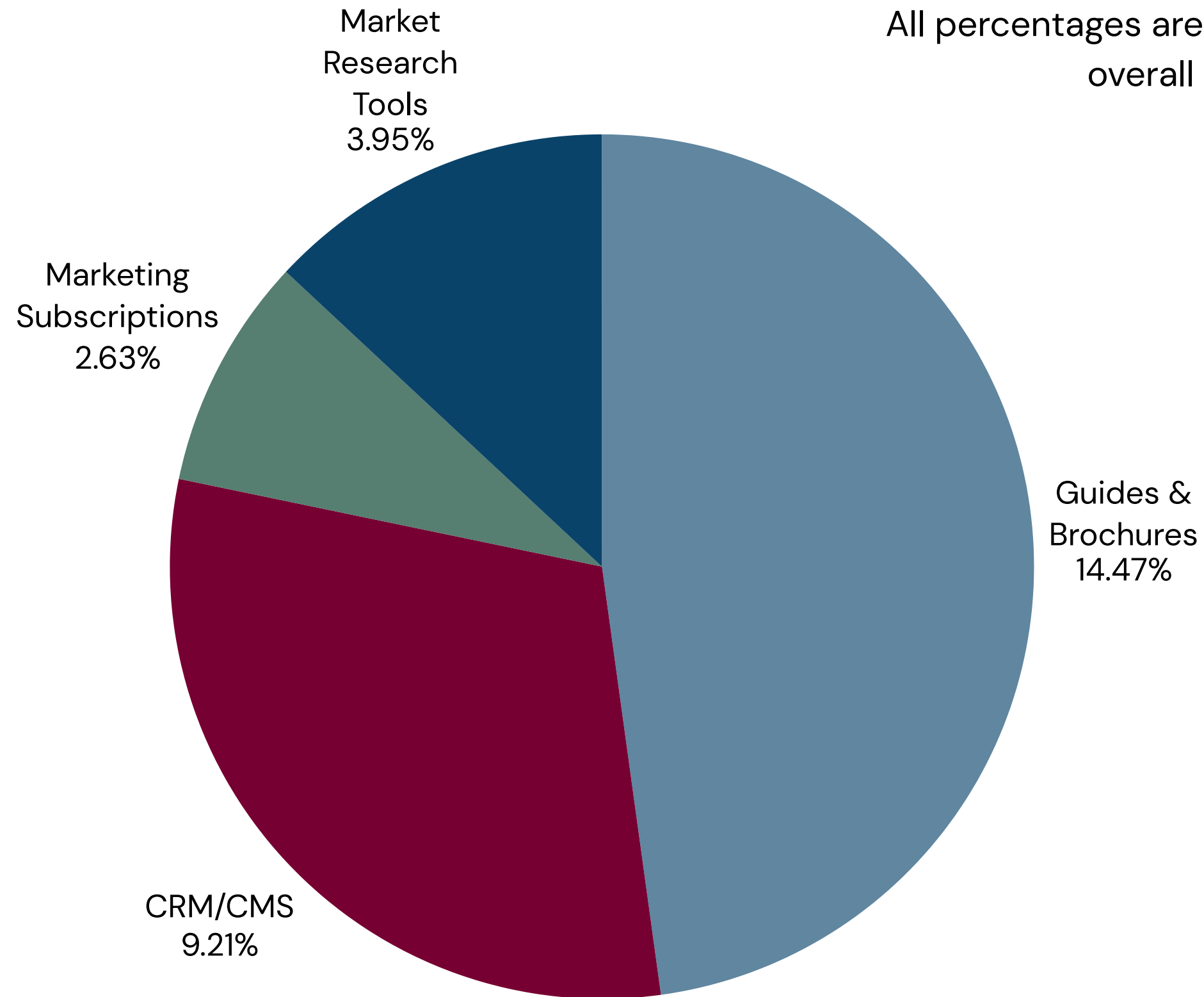
2026-27 MARKETING BUDGET

The 26/27 marketing plan includes expenses which are fixed year-over-year (i.e. CRM/CMS) and variable expenses which are planned, yet can change depending on data and opportunity.



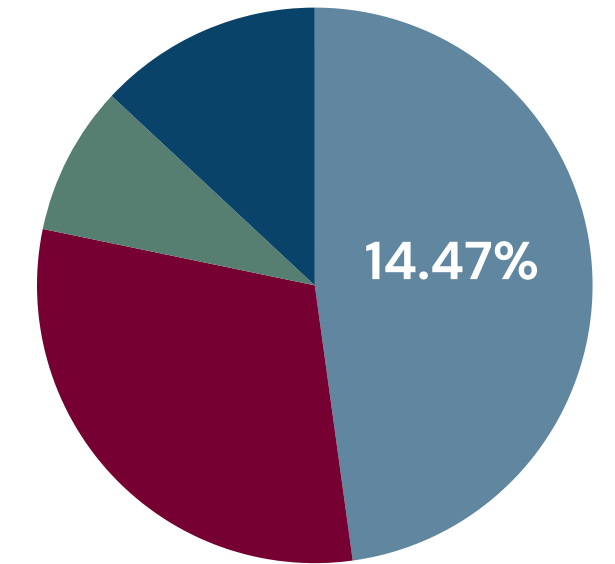
FIXED MARKETING

All percentages are shown as a percentage of the overall Marketing Budget.



FIXED MARKETING

Guides & Brochures



In the past two years, the SRVVB team has reviewed the performance of our printed literature and have adjusted quantities accordingly. In 26/27, we plan to print 40,000 Official Guides, as well as, the Covered Bridges Brochure and the Fishing Guide.

All printed guides are also available as online interactive guides.

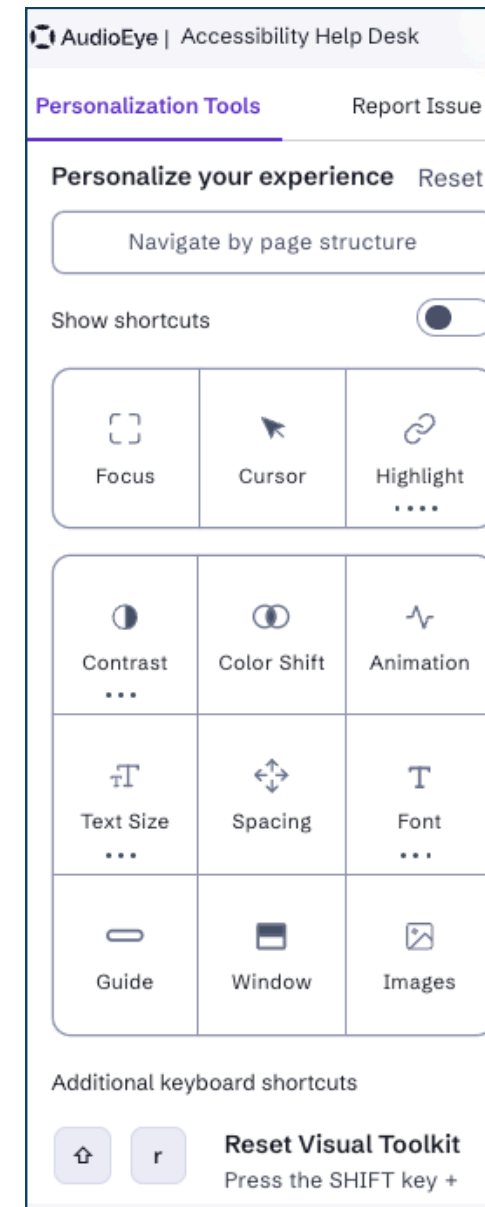
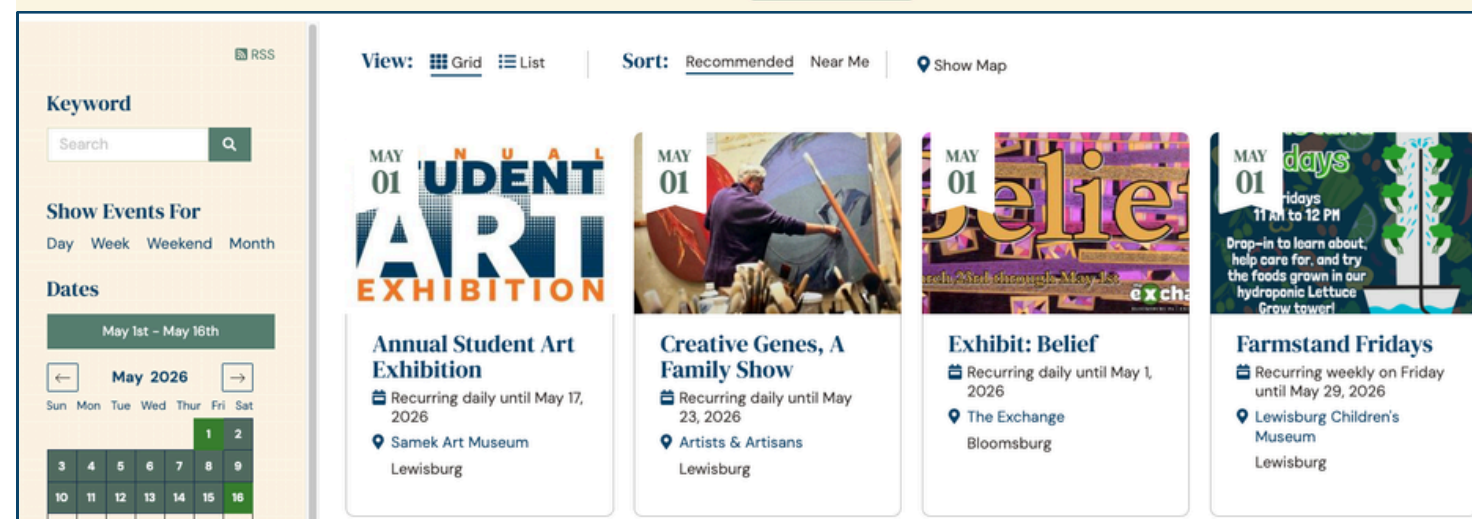
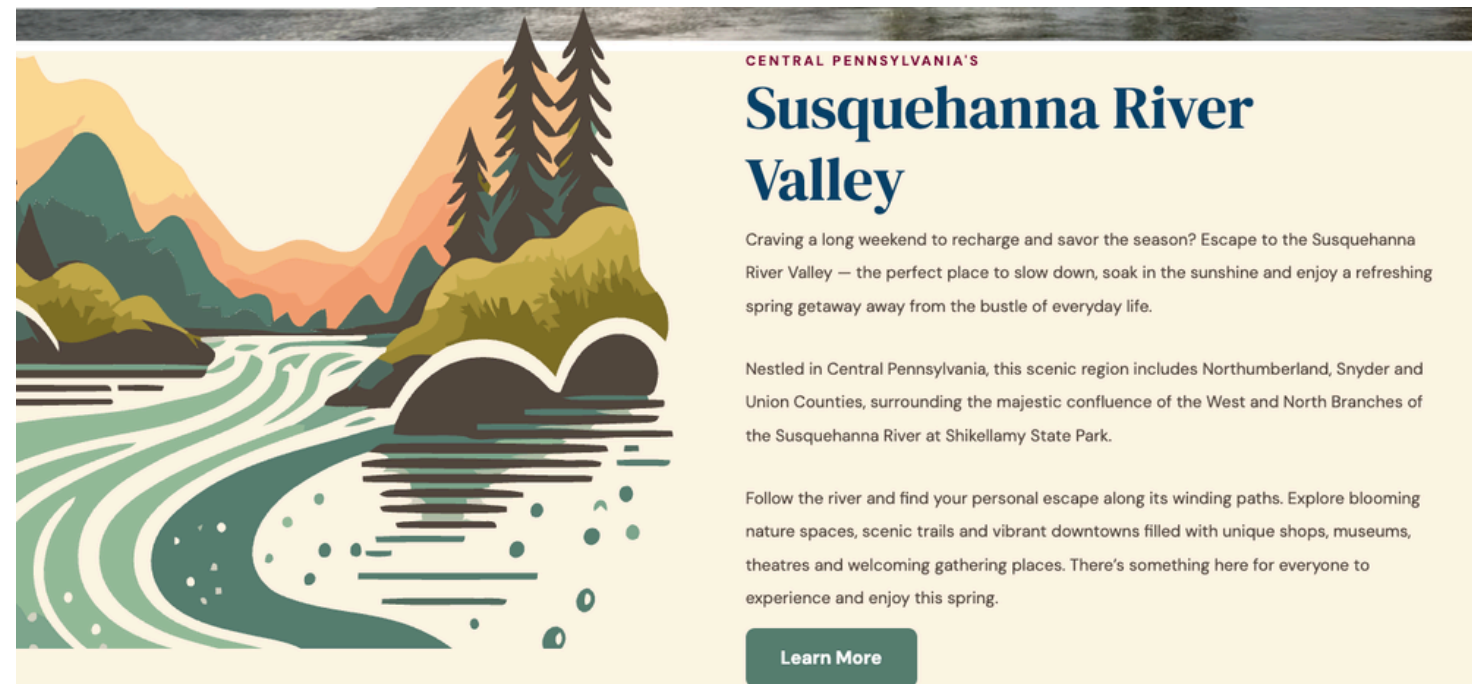
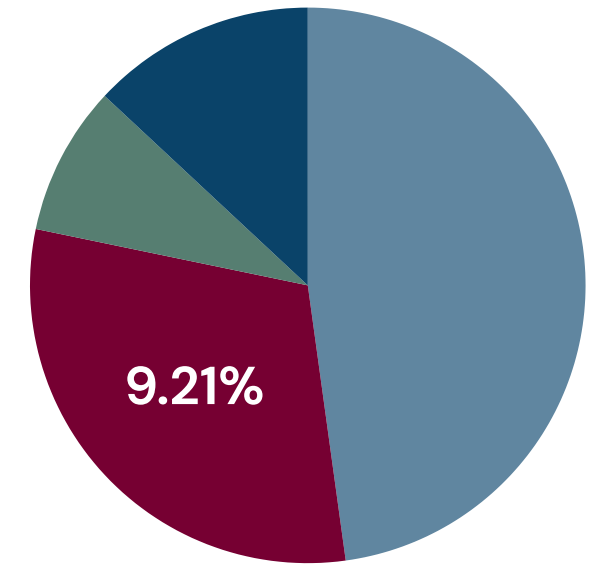
This budget category includes flipping book software and purchased distribution services at Mid-Atlantic camping shows.



FIXED MARKETING

Customer Relationship Management (CRM)/ Content Management System (CMS) Platform

The CRM/CMS platform maintains the member, distribution partner and customer inquiry databases while integrating information into the website. This drives the request and calendar forms, customizable page development, search engine optimization, ADA toolbox and CRM/CMS integration.



Expenses include:

- Member business and visitor database
- Online forms for calendar submissions and brochure requests
- Web page editor
- Search Engine Optimization
- ADA tools for compliance and welcome

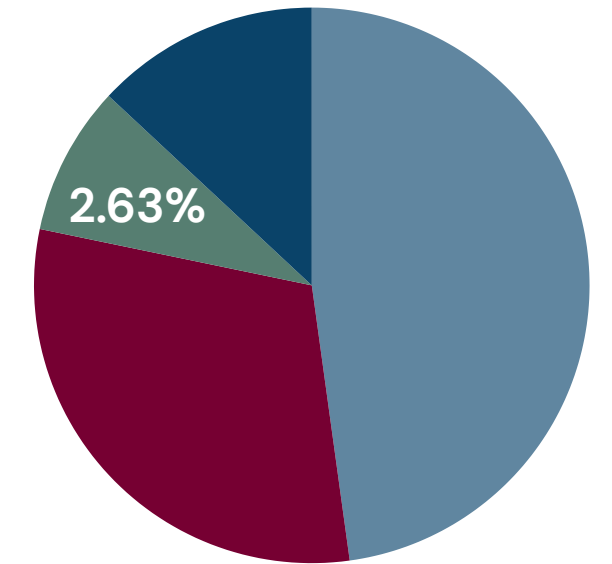
Brochure Selection
Please select the brochures you would like to receive by mail:

- ☐ 2026 Visitor Guide
- ☐ Covered Bridges
- ☐ Fishing Guide
- ☐ Homegrown in the Valleys Guide
- ☐ Kid-Friendly Fun
- ☐ Outdoor Recreation Guide
- ☐ Sips of the Susquehanna
- ☐ SRV Gravel Adventure Field Guide

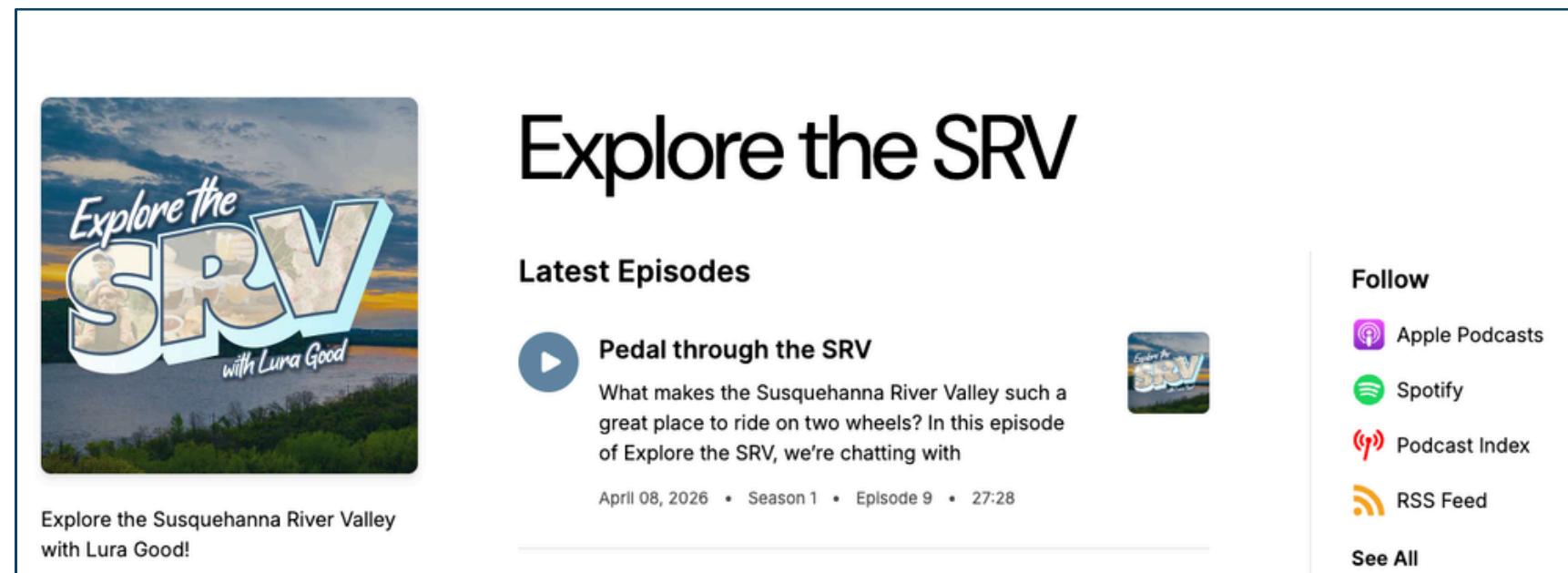
Contact Information
First Name*:
Last Name*:

FIXED MARKETING

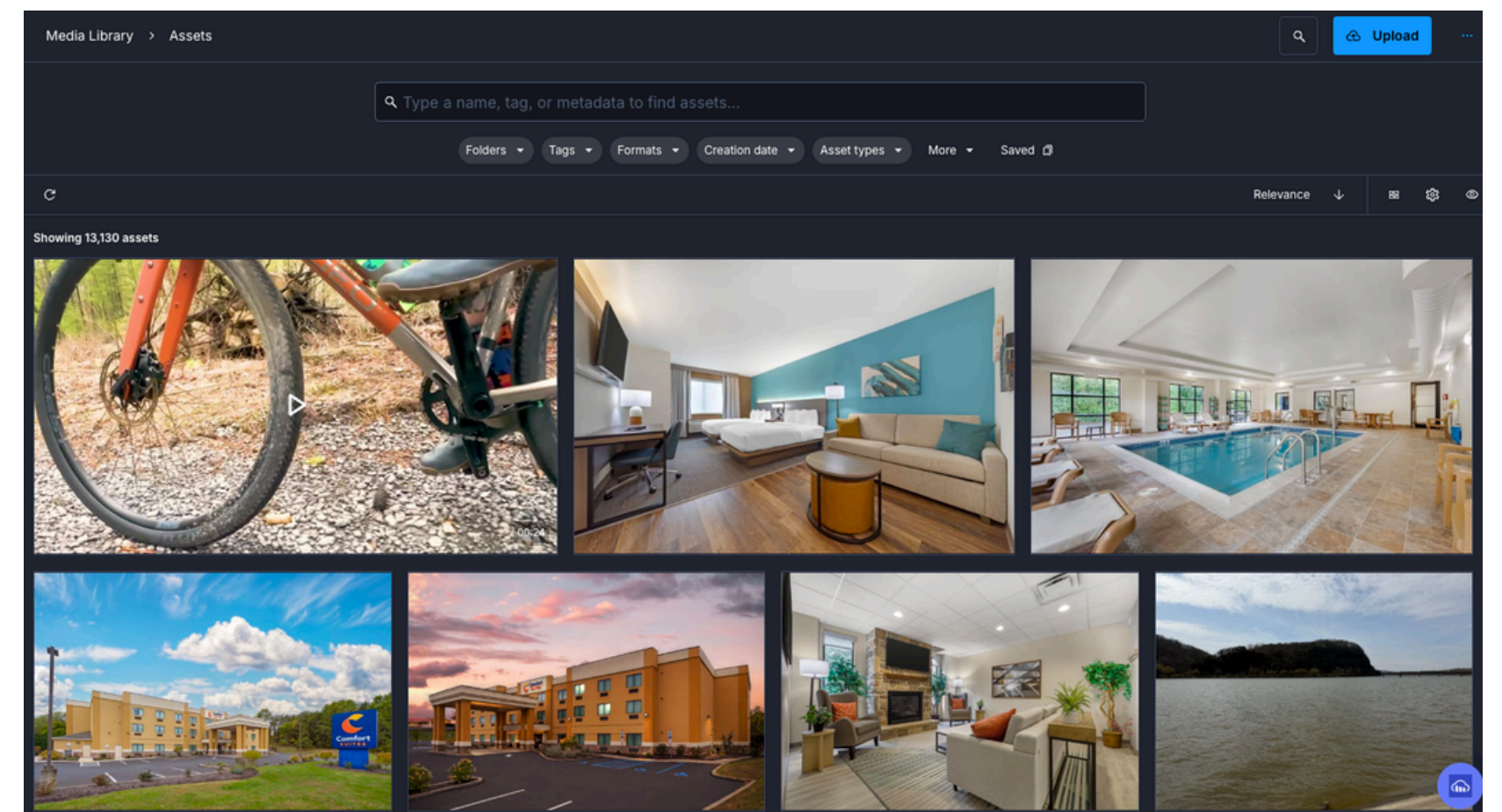
Marketing Subscriptions



MailChimp and Yodel- email blasts and event calendar



BuzzSprout Podcast Publisher



Cloudinary Digital Asset Management System

FIXED MARKETING

Market Research Tools

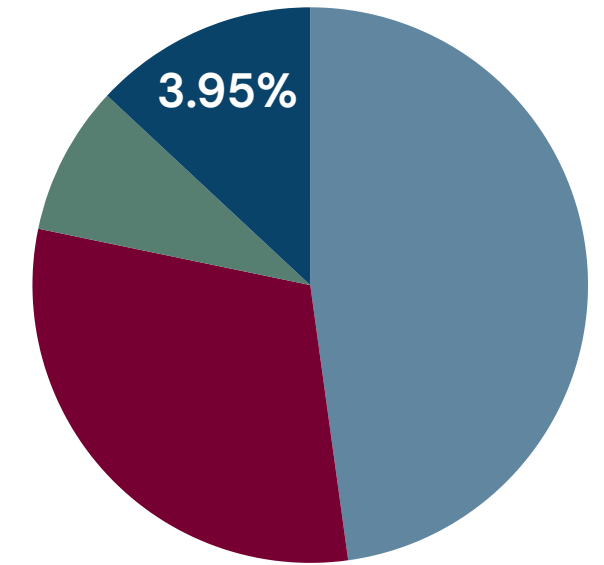
As a professional destination marketing organization, the Susquehanna River Valley Visitors Bureau utilizes performance and traveler data to inform marketing decisions. Some of this data is generated by social media engagements and by website visits. Data of this type is logged and tracked month-over-month and year-over-year.

Free traveler data is gathered from the PA State Visitors Bureau and from anecdotal evidence provided by local hoteliers.

The SRVVB team is researching other tourism data research tools to supplement free and internally gathered data. This tool will give us greater insights into the travelers to our region.

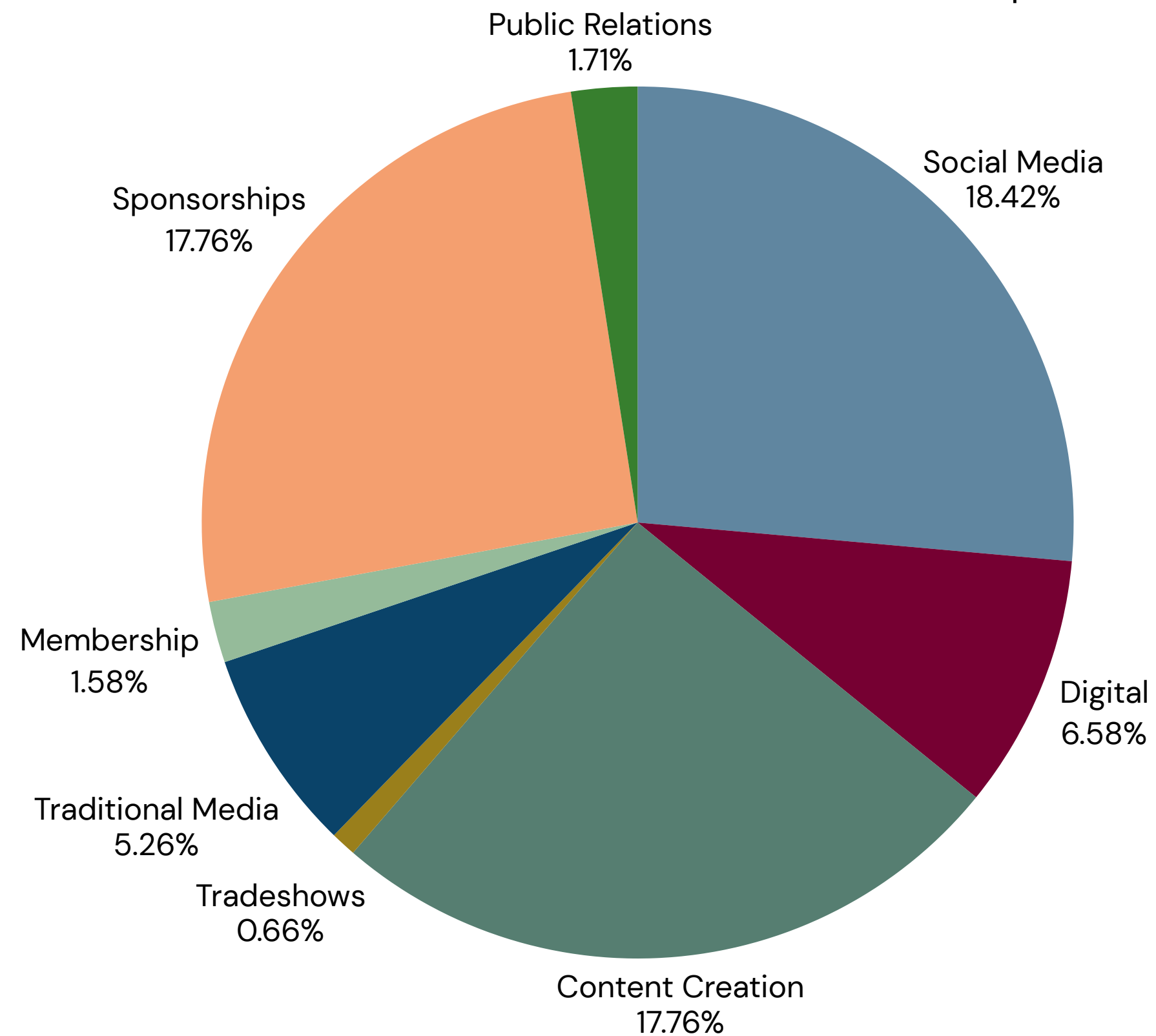
The platform we choose will replace Placer.ai in our marketing budget. Increasing privacy laws concerning cellular data bring Placer content into question.

We are currently assessing ROIs for the various tools on the market and will provide information about our ultimate choice and the applications of that choice once it has been established.



VARIABLE MARKETING

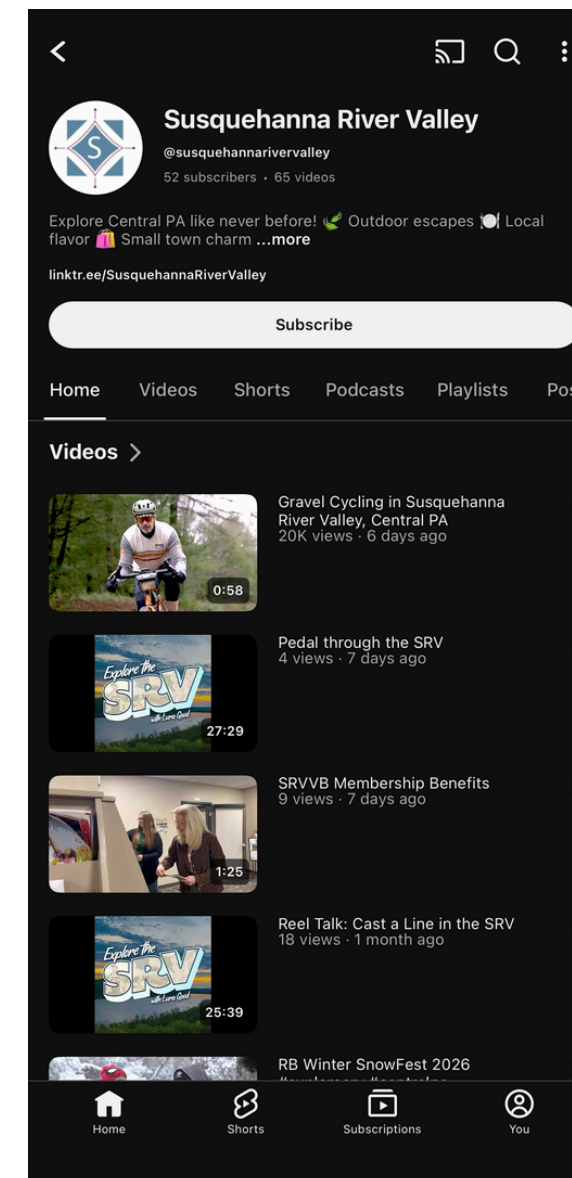
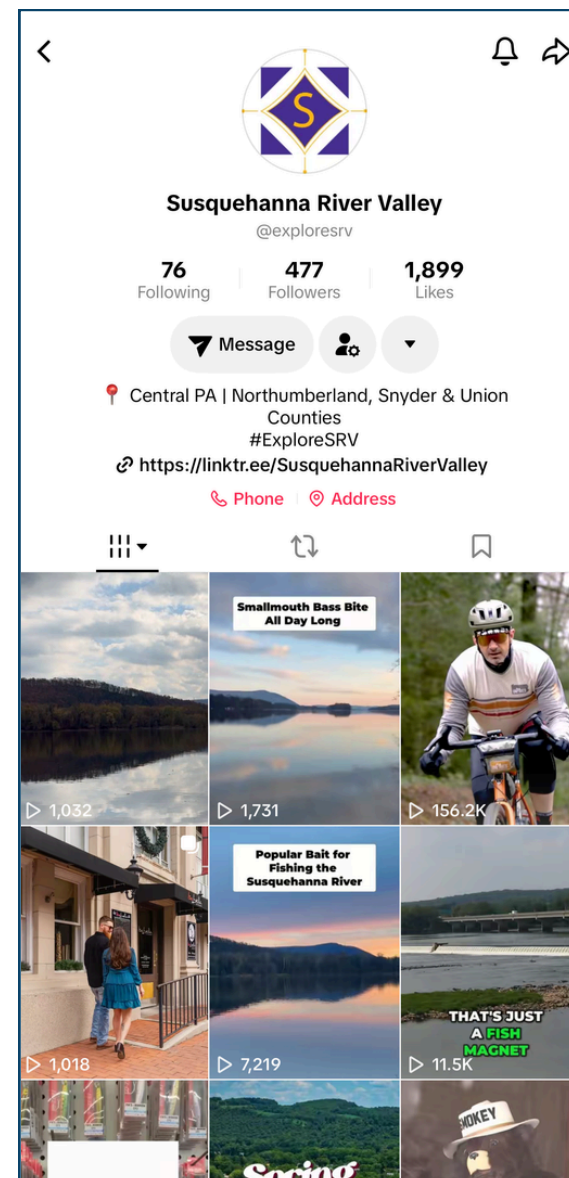
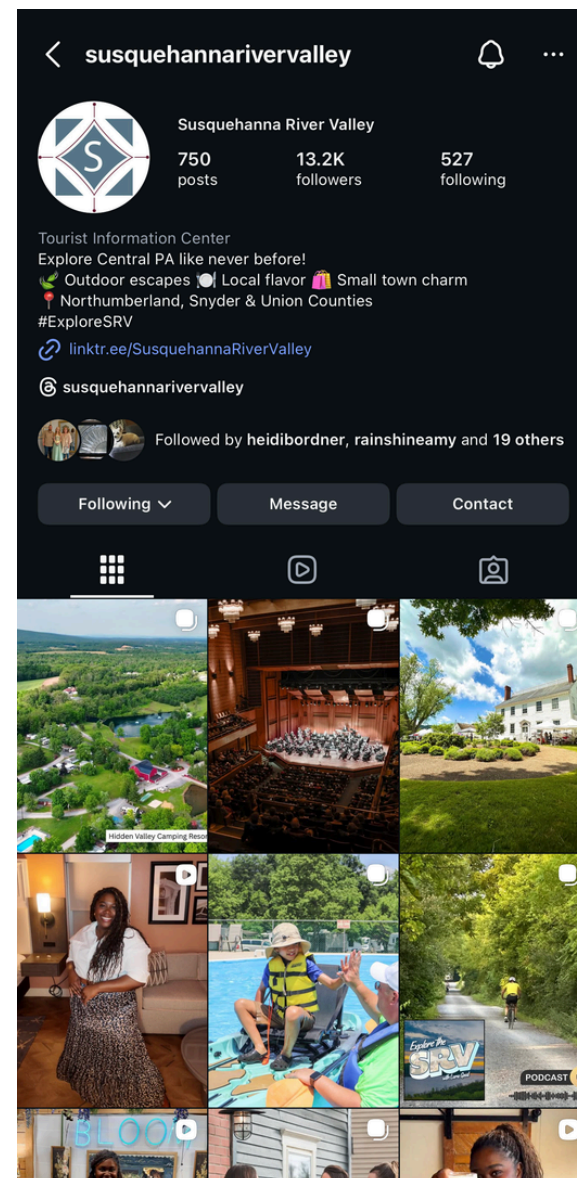
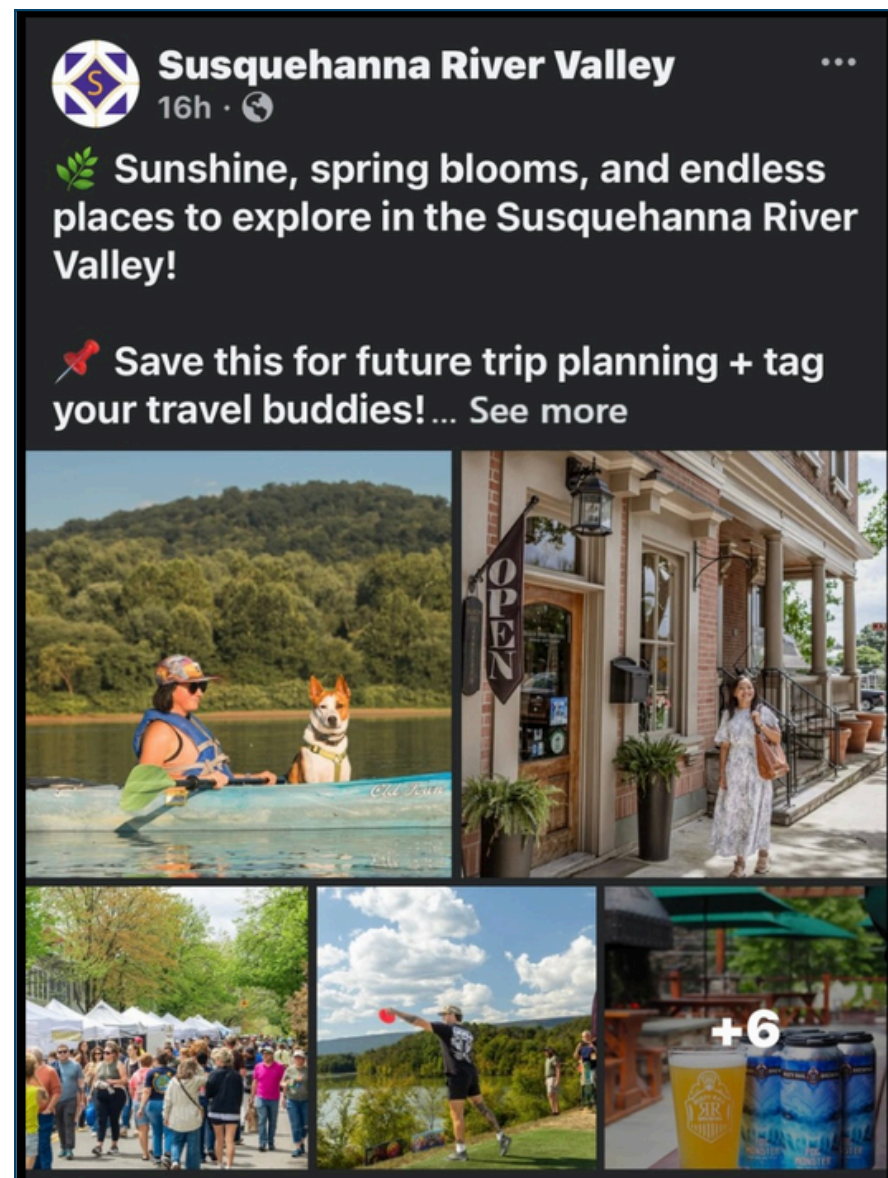
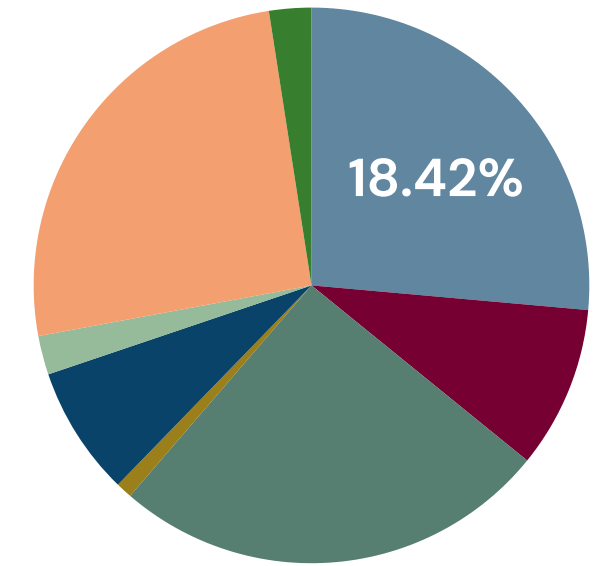
All percentages are shown as a percentage of the overall Marketing Budget.



VARIABLE MARKETING

Social Media Marketing

Socials are coordinated by SRVVB staff and include organic posts, boosted content and managed ad campaigns designed to engage new and loyal audiences, drive them to the website to learn more and maximize consumer awareness of the destination.



26/27 Planned Cadence

- 4-7 Posts/week
 - Member Business News
 - Upcoming Events
 - Niche Interests
 - Outdoor Opportunities
 - Attractions
- 3-4 Ad Campaigns/month
 - Seasonal Favorites
 - Holiday Happenings

SOCIALS AT A GLANCE



VisitCentralPA.org

Most Visited Pages: Event Calendar & Plan Your Trip



Facebook.com/SusquehannaRiverValley

44+ K Followers (up from 36 K in 2024)



Instagram.com/SusquehannaRiverValley

13.2+ K Followers (up from 3.5 K in 2024)



YouTube.com/@SusquehannaRiverValley

109+ K Video Views in 2026



TikTok.com/@ExploreSRV

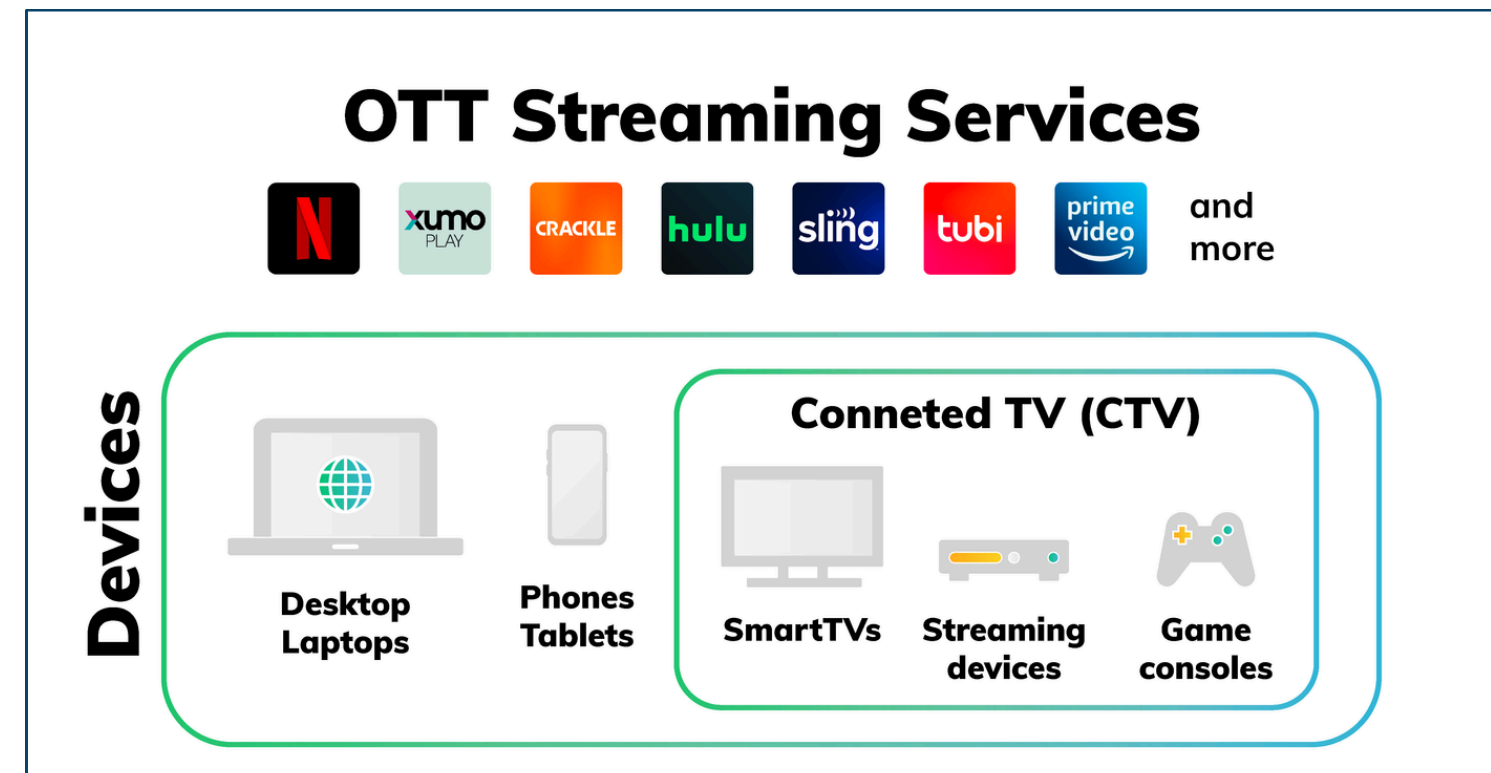
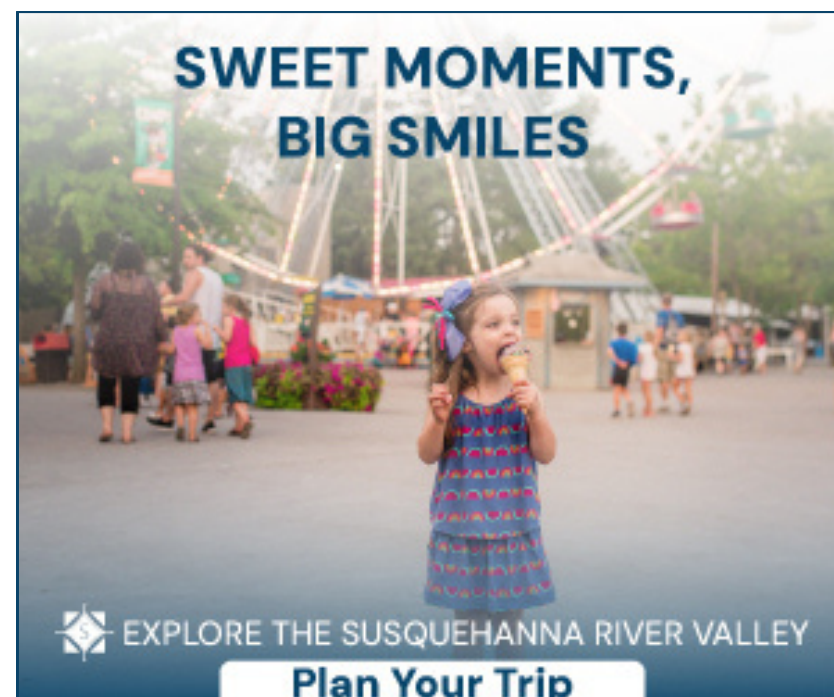
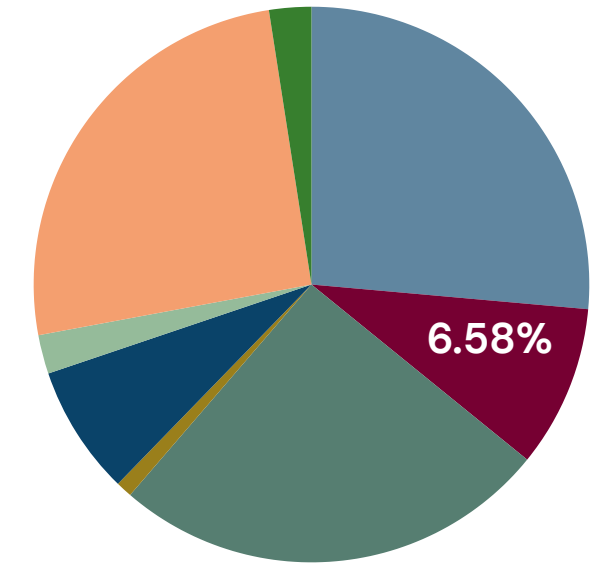
725+ K Video Views in 2026

#ExploreSRV



VARIABLE MARKETING

Digital Marketing



Ads are designed to engage new audiences and drive more traffic to the website to learn more about everything there is to do in the Susquehanna River Valley. Digital campaigns are sent to optimal demographic groups and event audiences; these audiences are retargeted when appropriate.

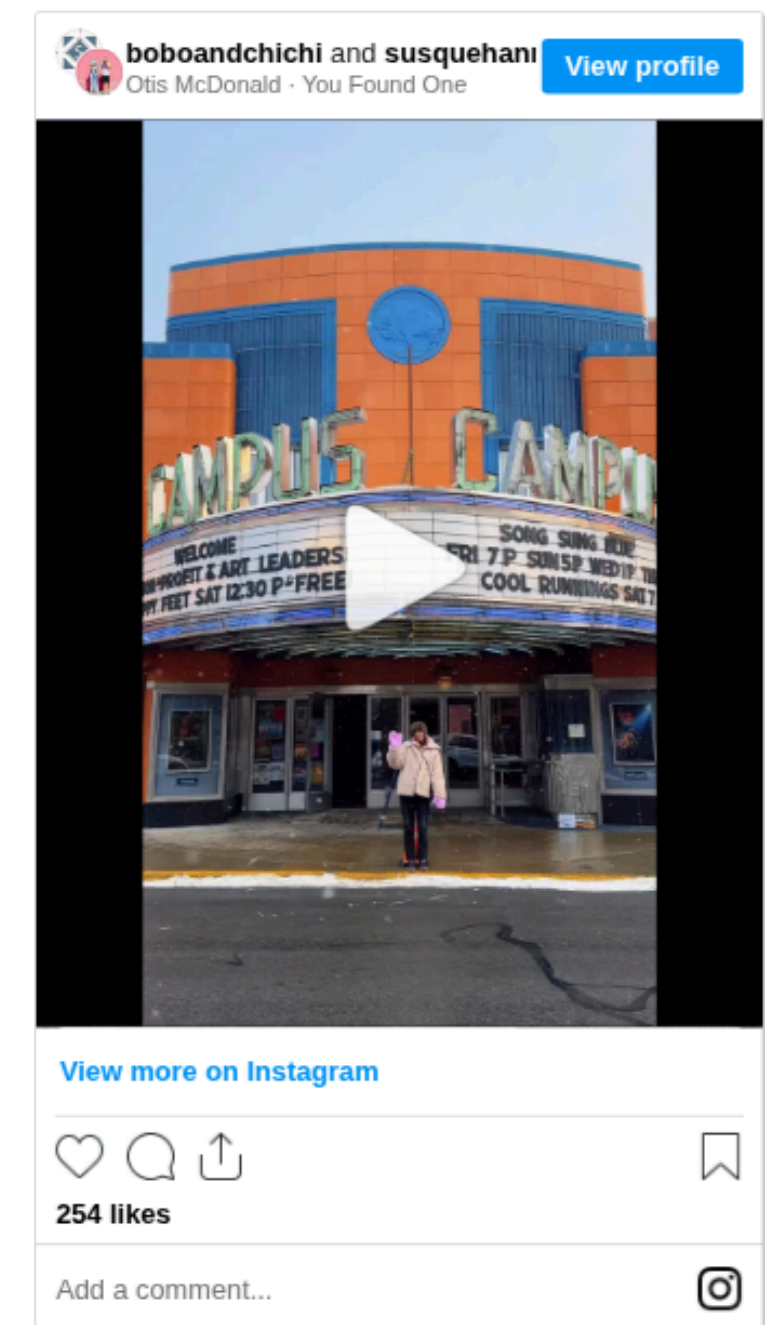
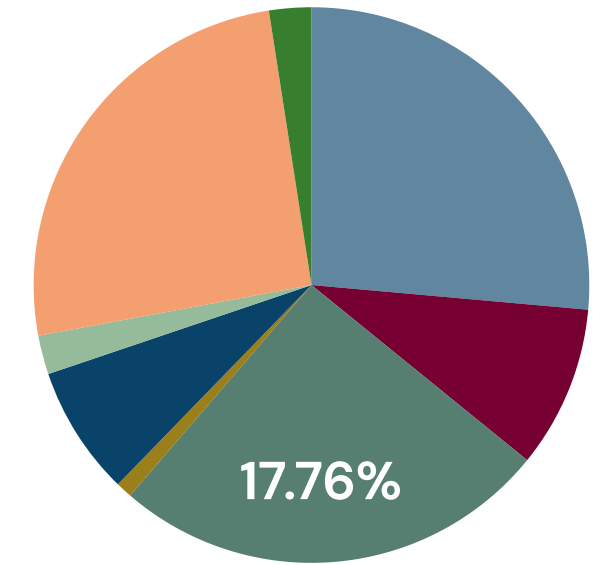
The 26/27 Marketing Plan includes 6 targeted campaigns plus monthly Google ads.



VARIABLE MARKETING

Content Creation

Created content helps the SRVVB team tell the story about the amazing attractions, amenities and events in the region. This category includes costs associated with blog and podcast creation, photography and videography; it also includes contracts with travel writers and influencers.



26/27 Plan Includes:

- 24 new blogs
- 12 new podcast episodes
- 12 photoshoots
- 6 video projects
- 6 influencer collaborations

VARIABLE MARKETING

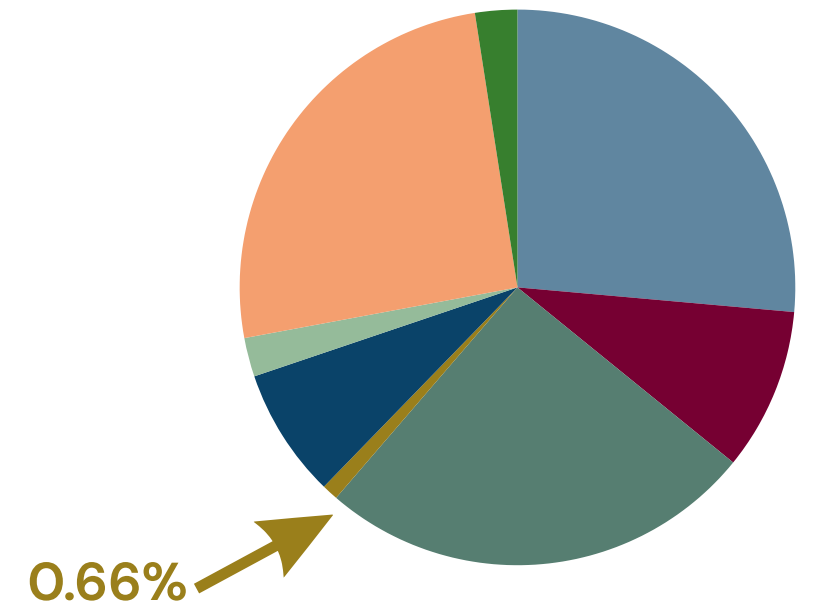
Tradeshows



The PA Family Travel Fair allows us to showcase the region and member businesses to PA audiences.



Our staff networks with and pitches the SRV region to travel writers and social influencers at the MATPRA Media Marketplace.



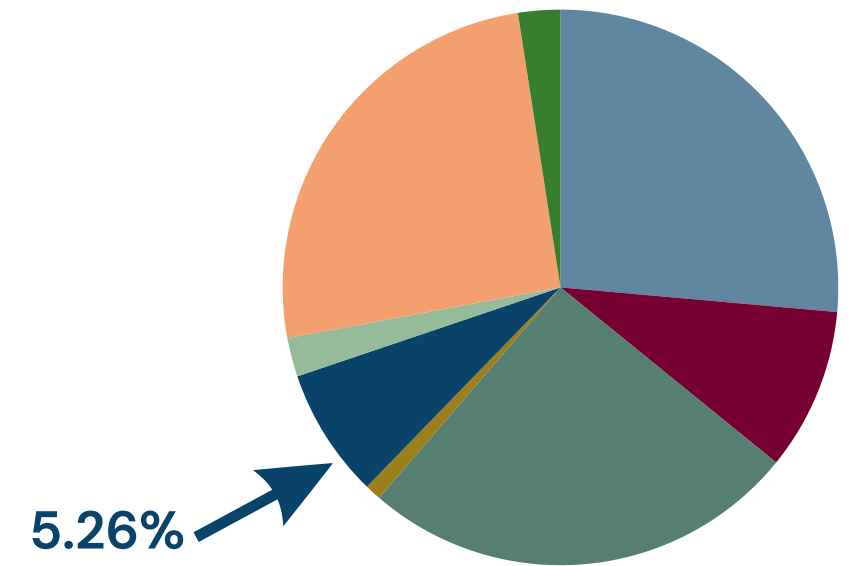
VARIABLE MARKETING

Traditional Media Marketing

Print, radio, TV and billboard ads are directed to local audiences to promote member businesses and local experiences.

They are also directed to target audiences in Pennsylvania and the Mid-Atlantic.

All ads encourage audiences to click through to the website to learn more. This engagement is tracked and helps to inform future marketing campaigns.



EXPLORE
The River Valley

- ✓ Outdoor Recreation
- ✓ Art & History
- ✓ Award-Winning Attractions

Plan your visit to the SRV!

 **SUSQUEHANNA RIVER VALLEY**
VisitCentralPA.org  

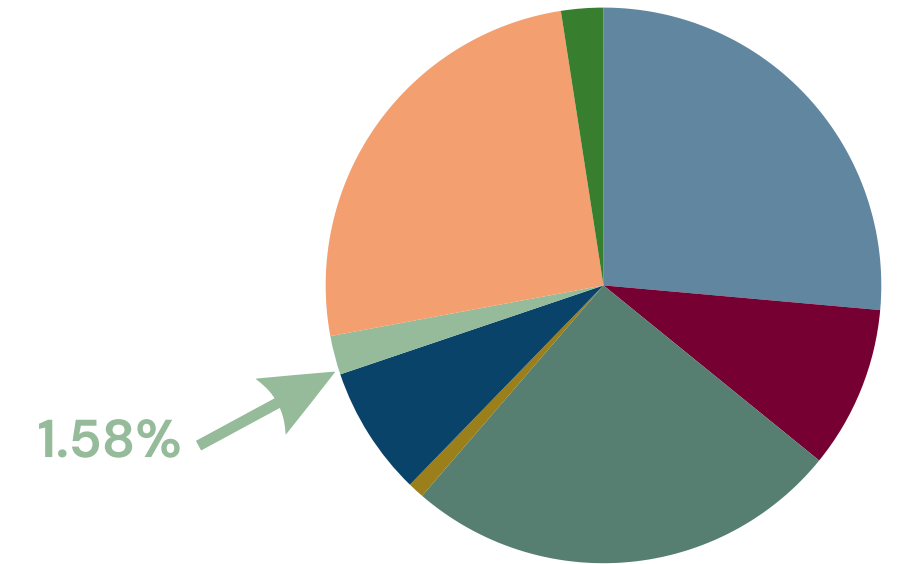
A vertical collage of three images on the right side of the advertisement: the top image shows two people hiking; the middle image is a close-up of a tiger's face; the bottom image shows a roller coaster car.

VARIABLE MARKETING

Membership

Membership Events promote the region and the member businesses to new local audiences each year. Residents are encouraged to support their local businesses and explore their region. Events falling within this marketing category build community, connection and regional pride.

- Annual Member Meeting
- LSV Tourism Program Day
- Backyard Tourism Week
- PIAA Swimming Promotion
- Elected Officials Luncheon
- Presentations to Local Groups



Backyard Tourism Week



Leadership Susquehanna Valley

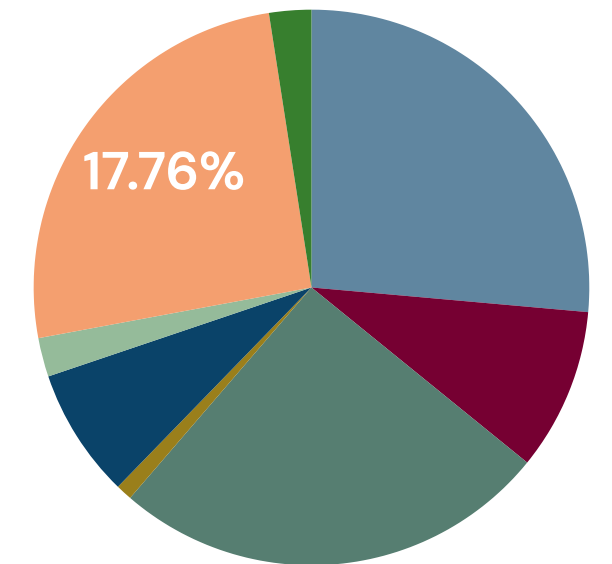


Elected Officials Luncheon

VARIABLE MARKETING

Sponsorships

Event Sponsorships support experience building within the region by helping local events grow and by attracting new event producers to the area.



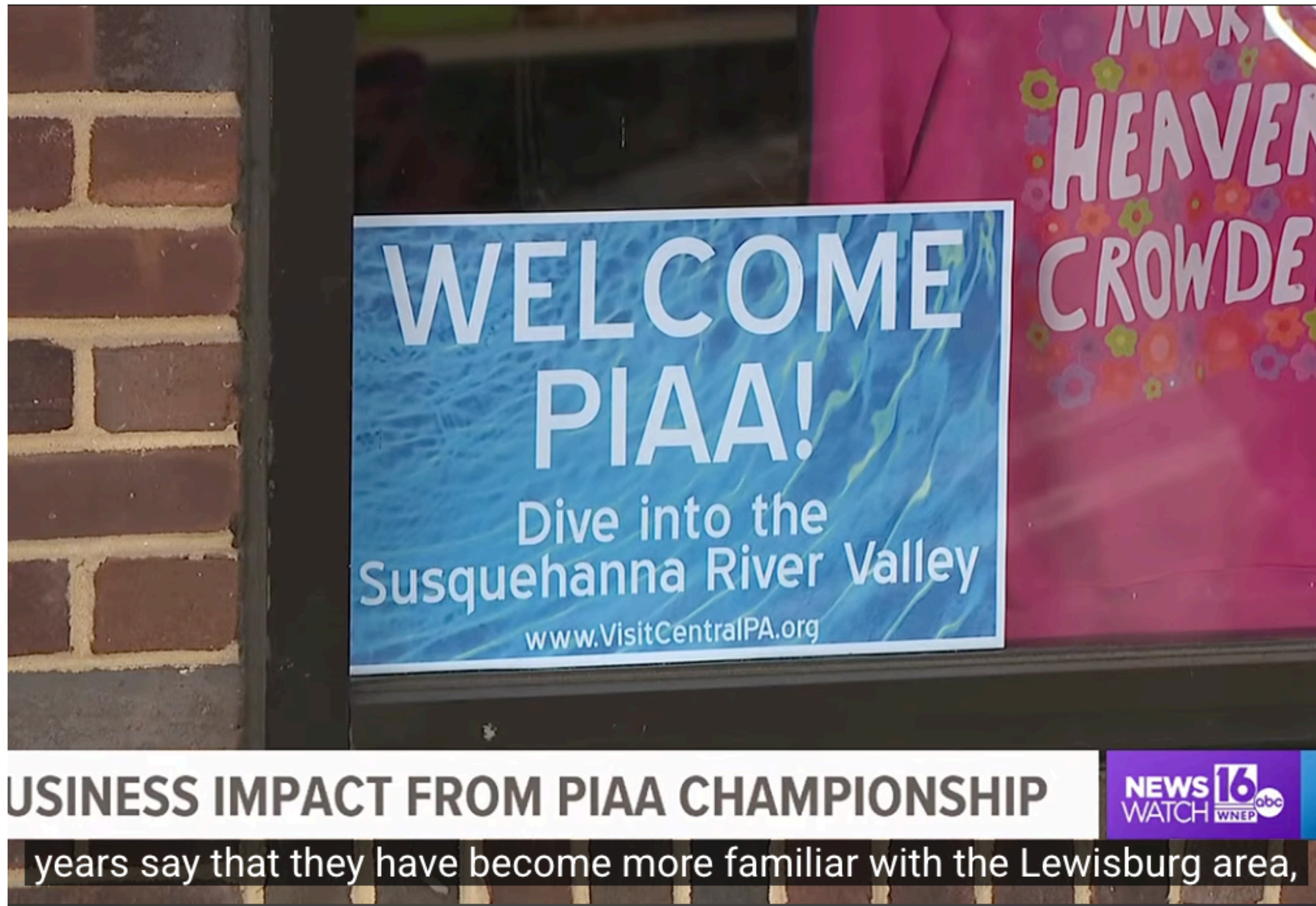
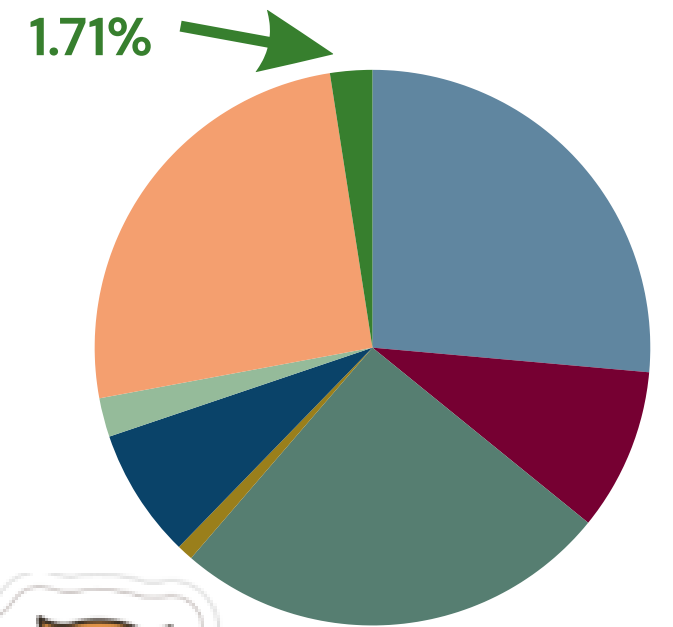
The 26/27 marketing plan allows for sponsorship of 25–35 events.

Sponsorship requests will be evaluated by perceived community value/need, equitable distribution throughout the 3-county region and willingness of event producers to market the Susquehanna River Valley experience through their planned event promotions.

VARIABLE MARKETING

Public Relations

The SRVVB works to promote itself as an information resource for both the visitor and the resident; ultimately connecting consumers to area businesses.



RECENT SEASONAL MARKETING

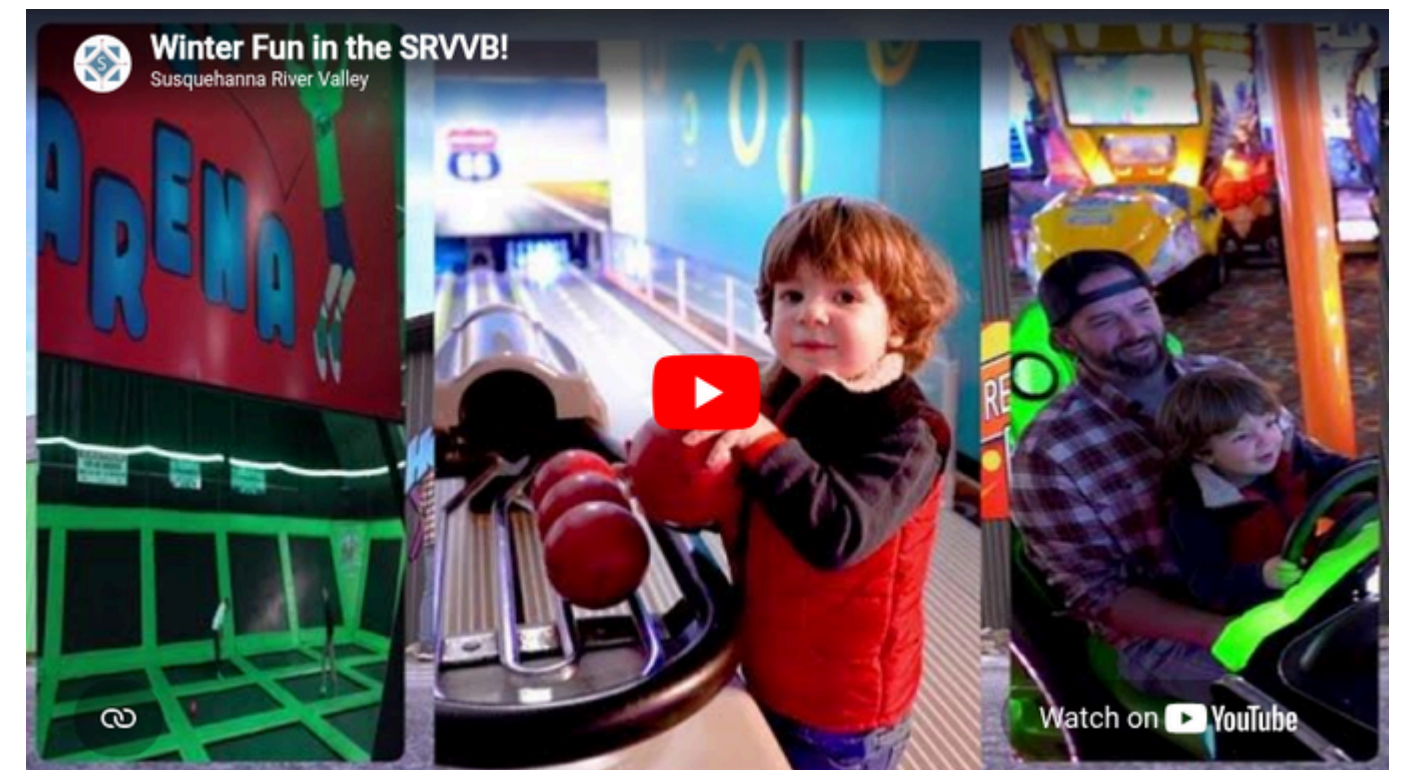


The SRVVB promotes the Susquehanna River Valley as a desirable destination for every season.

These 25/26 videos highlight the ongoing efforts of the SRVVB to support this promotion.

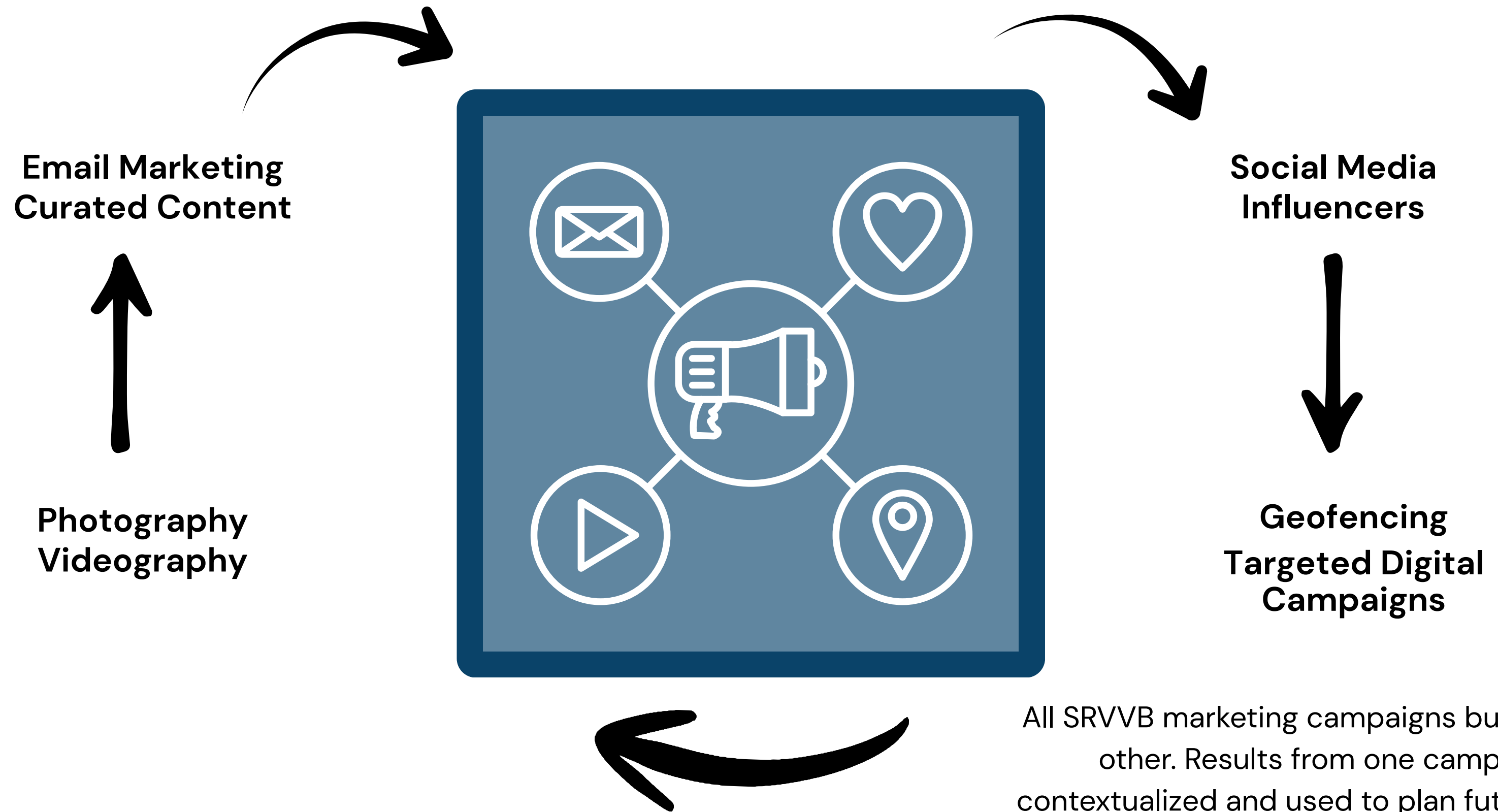


The 26/27 plan builds on content created in the 25/26 fiscal year – pushing it out at appropriate times while continuing to build both photo and video libraries.



WORKING TOGETHER

Building Brand Awareness



2026/2027 SEASONAL MESSAGING

Messaging for the 26/27 year will fluctuate between specific seasonal stories and year-round promotions.

Summer (July–Aug 2026)

- Attractions
- River and Paddling
- Fairs/Festivals
- Fireworks

Fall (September – October 2026)

- Fall Foilage
- Hiking and Cycling
- Fairs/Festivals
- Corn Mazes and Fall Activities

Holiday (November – December 2026)

- Holiday Shopping
- Holiday Events
- Venues and Holiday Hours

Winter (January – March 2027)

- Cabin Fever Getaways – lodging and dining
- Indoor Attractions
- Winter Landscapes

Spring (April–June 2027)

- Outdoor Recreation
- Fishing
- Opening Dates of Attractions

Year–Round Messaging

- Antiques and Shopping
- Food and Drink
- Performance and Visual Arts
- Historical Sites and Museums
- Downtowns

TRACKING SUCCESS

How we measure, interpret and build on campaign data

 What We Track	 How We Measure	 How We Build On It
• Reach, impressions and click-through rates (CTR) by channel • Engagement: clicks, likes, shares and comments • Email opens and click-through rates • Website traffic, bounce rate and session depth • Ad spend vs. performance • Local visibility: searches, calls and directions	• Google Analytics (GA4) and Customer Relationship Management (CRM) pipeline • UTM parameters on links • A/B testing and result scoring • Monthly cross-channel reporting • KPIs aligned to campaign and marketing goals	• Optimize creative based on engagement and CTR data • Refine audience targeting using conversion insights • Apply insights to future campaign planning • Bi-monthly internal marketing strategy reviews Everything we track feeds directly into how we optimize and plan future campaigns.

2026/2027 GOALS

Maintain Website Traffic	Maintain Social Media Reach
• Grow website traffic to 80,000/views month ◦ Continue cleanup of website content and improving user navigation/experience. ◦ Tighten search terms with Google PPC campaign to improve quality leads to our website. ▪ Website average 70,268 views/month (July 2025–March 2026)	• Grow social media reach to 420,000/month ◦ Continue targeting efforts to ensure that our content is reaching the right audience. ◦ Social media average reach 383,355 people/month (July 2025–March 2026)

Increase Overall Engagement to a Half Million/month



SUSQUEHANNA RIVER VALLEY
VISITORS BUREAU



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