

## Local businesses become collateral damage in 2013 Eastern Sports & Outdoor Show controversial decision & postponement

**Event slated for February 2-10 in Harrisburg, Pennsylvania was officially postponed today by event producer Reed Exhibitions, costing local economy \$80 million in lost revenue.**

**Harrisburg, PA (January 24, 2013)** - The producers of the Eastern Sports and Outdoor Show, a longstanding tradition at the Pennsylvania Farm Show Complex & Expo Center in Harrisburg, Pennsylvania dating back to 1951, announced today that the event was being postponed due to the controversy surrounding its decision to limit the sale or display of modern sporting rifles at the event, according to a [statement](#) posted on the show's website on January 24, 2013.

Tourism Officials at the Hershey Harrisburg Regional Visitors Bureau ([HHRVB](#)) estimate the postponement of the state's largest outdoor sports show means \$44 million in direct spending from vendors and attendees and \$80 million in lost revenue for the local economy. The 22 hotels offering special room rate agreements for show vendors and attendees say the event accounted for approximately 12,000 room-nights over a 10-day period in a traditionally slow tourism season for a region that welcomes 10 million visitors annually.

Tourism officials claim the estimated loss is conservative, factoring in only the direct and indirect spending for the 1,000 vendors and anticipated 250,000 attendees.

"Reported numbers do not account for lost revenue at the event complex from parking, food and beverage, and service and rental fees," said Mary Smith, president of HHRVB.

The bureau did not have details on the lost revenue at the complex but Smith said it would be in the millions considering the scale of this event compared to other shows they have secured for the complex. The estimates also do not account for lost revenue from the 5 percent hotel tax collected by Dauphin County.

Officials are not commenting on the producer's postponement decision, nor are they aware at this time what Reed Exhibitions plans are for rescheduling.

"Our relationship with Reed Exhibitions has continued to strengthen and grow over the years and we are hopeful that the show will return," said Sharon Altland, director of sales for HHRVB. "This is the largest privately produced show at the complex considering the PA Farm Show is a state organized event. Those two traditional events have become pillars of our January and February tourism business with many local businesses relying on them to make their first quarter numbers."

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### **About the Hershey Harrisburg Regional Visitors Bureau (HHRVB)**



The Hershey Harrisburg Regional Visitors Bureau (HHRVB) is the official non-profit partnership-based Destination Marketing Organization (DMO) serving Pennsylvania's Dauphin and Perry counties. This Destination Marketing Association International ([DMAI](#)) accredited organization is committed to actively marketing the region locally, domestically, and internationally to leisure and business travelers, event organizers, sporting event producers and group tour leaders in order to stimulate the local economy and support tourism-related jobs. For more info go to [VisitHersheyHarrisburg.org](http://VisitHersheyHarrisburg.org), or call 877-727-8573.

# SIDEBAR

## FAQ

**Days of show:** 10 (February 2-10, 2013)  
**Vendors:** 1,000  
**Attendees:** 250,000  
**Number of Hotels:** 22 hotels were contracted with room blocks for this event.  
**Room-Nights:** 12,000 room-nights (estimated)  
**Direct Spending:** \$44 million on lodging and food only by vendors and attendees.  
**Economic Impact:** \$80 million in direct & indirect spending by vendors and attendees only.

**Q: How long has this show been in our region?**

A: 62 years, started in 1951. It was not originally produced by Reed.

**Q: What does this show mean to the region?**

A: This show is so significant from an economic impact standpoint because it runs 10 days and it is held in the region's shoulder winter season when hotels need the business.

**Q: How is the \$80 million a conservative estimate?**

A: It is a conservative estimate because it does not factor in venue revenue from parking, food & beverage, service and rental fees. The estimate also does not include the lost room tax revenue collected by Dauphin County or the lost revenue at Harrisburg International Airport.

**Q: What are the names of the 22 hotels that were contracted for this event?**

A: Available upon request.

**Q: What is the population of Dauphin County, PA?**

A: 268,000 people live in Dauphin County.

**Q: How many people visit the Hershey Harrisburg Region annually?**

A: The region welcomes approximately 10 million visitors annually. That is a 20-1 ratio of tourists to residents in the county.

## Media Contacts

### **Hershey Harrisburg Regional Visitors Bureau**

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### **PA Farm Show Complex & Expo Center**

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### **Reed Exhibitions**

For media inquiries only – not for vendors or attendees

[ESSMedia@rlmnet.com](mailto:ESSMedia@rlmnet.com)

Main: (888) 276-6860

*NOTE: If they need to speak to Reed because they are vendors - they should have their salespersons name and contact info.*

### **Staybridge Suites Harrisburg-Hershey** (Hotel located next to the Farm Show Complex)

Janet Rozzi, Director of Sales

920 Wildwood Park Drive, Harrisburg, PA 17110

Hotel: 717.233.3304, ext. 152

“Although we are sad to hear the news of the Eastern Sports & Outdoor Show's postponement, we fully understand that they did so in the best interest of their customers. As a hotel, they represent a large economic impact as one of the 3 highest revenue shows for us, of the many shows and events held at the PA Farm Show Complex throughout the year; exhibitors stay 10 or more nights with us while we are their home away from home, and they become like family. The vendors and attendees are terrific guests, the show is a perfect fit for our area, and we look forward to hosting everyone when the show is rescheduled. Because of the local economic impact this show has, it would be very beneficial to restaurants, hotels and many small business owners if it were rescheduled sometime during 2013.” – Rozzi

### **Sheraton Harrisburg Hershey** (Host Hotel – HQ for the event)

Tom Dickert, General Manager

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