



News Release

For Immediate Release ~ May 1, 2015

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Bureau releases local tourism industry economic profile sheet in celebration of the 32nd Annual National Travel & Tourism Week

Harrisburg, PA – The Hershey Harrisburg Regional Visitors Bureau (HHRVB) today released the latest Regional Tourism Economic Impact Profile Sheet with the latest economic impact research and statistics related to tourism for both Pennsylvania and the Hershey Harrisburg Region.

The bureau will be making a number of exciting announcements in celebration of the 32nd Annual National Travel & Tourism Week that begins on May 2 and runs through May 10, 2015. [National Travel & Tourism Week](#), led by the U.S. Travel Association, serves to educate local residents, political leaders, and community stakeholders on the importance of sustaining and supporting a local tourism industry.

DATE	EVENT	NAME/DESCRIPTON
Saturday, May 2	Press Event 9 am	Paddle for PA Tourism Boat Launch PA Association of Travel & Tourism (PATT) Press conference at Riverfront Campground 9 Newport Road, Duncannon, PA 17020 Media Contact: Matt Price – 814.577.7714
Monday, May 4	Tourism Summit	PA Statewide Travel & Tourism Conference begins PA Association of Travel & Tourism (PATT) Hilton Harrisburg Media Contact: Rob Fulton – 717.433.6813
Tuesday, May 5	Proclamation 8 am	Dauphin County Commissioners will read a proclamation during a breakfast at the PATT Conference naming May 2-10, 2015 as National Tourism Day in Dauphin County. Media Contact: Amy Harinath – 717.943.6260
	Economic Report	A new Economic Impact Report on the Top 25 events in the region associated with the visitors bureau will be issued by HHRVB.
Wednesday, May 6	Web Site Launch	HHRVB will release details of the region’s new official travel & tourism web site that will be launched that day.
Thursday, May 7	New Video Debut	A new destination promotion video for the region will be released by the HHRVB.

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MEDIA INTERVIEWS: HHRVB President Mary Smith will be available throughout the week for media interviews regarding National Tourism Week and the economic benefits of a healthy local tourism industry. Due to her busy schedule as an active member of the PA Association of Travel & Tourism (PATT) Executive Committee which is holding its annual statewide tourism summit this week at the Hilton in Harrisburg; please try to make any interview requests at least 24-hours in advance. HHRVB will make every effort to accommodate all interview requests. Contact Rick@HersheyHarrisburg.org or cell 717.884.3328.

About the Hershey Harrisburg Regional Visitors Bureau (HHRVB)

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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; meeting & convention planners; sporting event producers; and group tour leaders. For more information go to VisitHersheyHarrisburg.org, or call 877-727-8573.



Tourism's Local Economic Impact

2015

Leading economic growth for the region through destination marketing and tourism development.

Top 4 Regions for Visitor Spending in PA

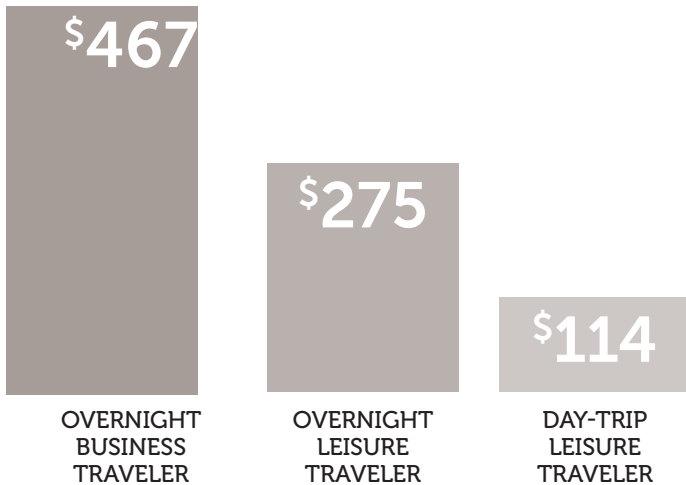
Destination Marketing Spending

The Hershey Harrisburg Region (HHR) ranks fourth among 49 Destination Marketing Areas in Pennsylvania for total visitor spending.

Philadelphia	\$5.59 Billion
Pittsburgh	\$5.57 Billion
Pocono Mountains	\$2.97 Billion
Hershey Harrisburg	\$2.33 Billion
Lancaster	\$1.85 Billion

Domestic Spending Trends by Trip Type 2013

Estimated spending per person per day

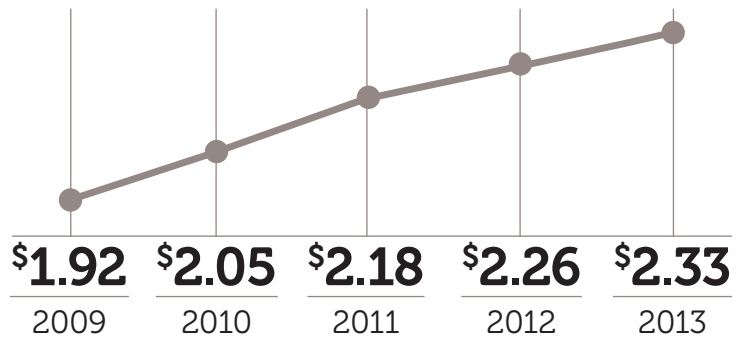


Visitor Spending in Millions by Category



Visitor Spending in Billions (Five Year Trend)

Visitor demand continued its upward trend in the region with a record year in visitor spending in 2013.



Employment from Tourism

Jobs — **27,013**

Income — **\$1.03 Billion**

Tax Revenue Generated by Tourism

State & Local — **\$252 Million**

Federal — **\$256 Million**



Top Leisure Feeder Markets

- New York
- Philadelphia
- New Jersey
- Pittsburgh
- Baltimore
- Washington D.C.

Top International Markets

- Canada
- China
- Puerto Rico
- Mexico
- United Kingdom

Top 25 Events

The region's TOP 25 events associated with the HHRVB accounted for over 1 million visitors with an economic impact of \$275 million in 2015.

Source: VisaVue® Top International Consumer Spending 2014

Market Segments

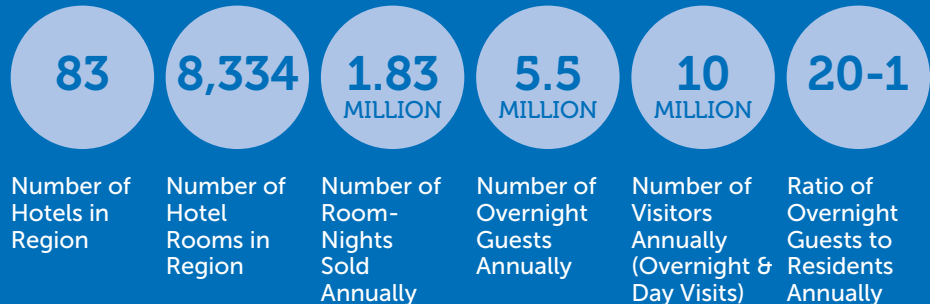
41%
Conference/Meeting/Group

31%
Leisure

22%
Corporate

6%
Day Trip/
Other

Tourism by the Numbers



About The Hershey Harrisburg Region

The Hershey Harrisburg Regional Visitors Bureau (HHRVB) is the official non-profit partnership-based Destination Marketing Organization (DMO) serving Dauphin and Perry Counties in Pennsylvania. HHRVB is responsible for developing and executing comprehensive sales, marketing and communications programs to compete for leisure, business, group, and sporting event travel market segments among leading regional and national destinations. HHRVB is accredited by Destination Marketing Association International. For more information go to VisitHersheyHarrisburg.org, or call 877-727-8573.

Source: Young Strategies 2009 Lodging Survey