



News Release

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Economic Impact Report for Events in Dauphin County released by Hershey Harrisburg Regional Visitors Bureau

Special Tourism Week Report reveals bureau-booked business is responsible for over 1 million visitors and contributes \$275 million annually to the local economy.

Harrisburg, PA – Local tourism officials today issued a comprehensive report on the economic impact of the **Top 25 Events** held in Dauphin County in 2015 that are associated with the Hershey Harrisburg Regional Visitors Bureau (HHRVB). The report, which includes both new business secured for 2015 and the annual or long-term clients who the bureau is responsible for initially recruiting and/or retaining, was released following an official proclamation by Dauphin County Commissioners naming this week as [National Tourism Week](#) in Dauphin County during the second day of the [PA Travel & Tourism Statewide Summit](#) held annually at the Hilton Harrisburg,

The report which evaluated only the Top 25 events associated with the official Destination Marketing Organization for Dauphin and Perry counties revealed that the bureau's sales efforts and client services will be responsible for drawing over **1 million visitors** to the region and contributing approximately **\$275 million** into the local economy in 2015.

In addition to general attendance and economic impact numbers, the report includes additional data on the number of jobs each event supports, thanks to the newest industry standard [Event Impact Calculator](#) program the bureau began using in 2014. The program, developed by Destination Marketing Association International ([DMAI](#)) and Tourism Economics, an Oxford Economics company, allows HHRVB to use localized tax rates and ten additional personalized data sources to calculate a variety of statistical information beyond the overall direct and indirect economic impact of a particular client event or show.

According to HHRVB president Mary Smith, in addition to the bureau generating the traditional reports on the direct and indirect spending by vendors and attendees, the new program now allows the bureau to accurately calculate the number of jobs supported by each event and project the federal, state and local taxes for that particular event.

"Tourism is a major economic engine, but the industry so often goes unnoticed because it is hiding in plain sight, especially in this region," said Smith. "Tourism's influence on an economy can be complex. This new calculator is simply helping us to develop a more multidimensional picture of tourism at the local level, which makes it more tangible."

The Pennsylvania Farm Show, celebrating 100-years in 2016, claimed the top ranking in both the Attendance and Economic Impact categories, followed by the *Great American Outdoor Show*. Other events that appeared within the Top 10 ranks in both categories included: the *PA Christmas & Gift Show*; *Pennsylvania Horse World Expo*; *Mecum Auto Auctions*; *FIRE EXPO*; *Keystone International Livestock Expo*; and the *Pennsylvania National Horse Show*.

The bureau will continue to roll out announcements this week in celebration of the 32nd Annual National Travel & Tourism Week that began on May 2 and ends 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. Upcoming announcements & special events for the week include the launch of the region's new official travel & tourism web site and on Thursday the bureau will debut the new promotional destination video featuring all new images and spectacular aerial footage.

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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.

REPORT

Economic Impact of Major Events 2015 Hershey Harrisburg Region

Issued Tuesday, May 5, 2015

SOURCE:

The official source of the results in this report must be attributed to The Hershey Harrisburg Regional Visitors Bureau (HHRVB). HHRVB is a non-profit partnership-based Destination Marketing Organization (DMO) accredited by Destination Marketing Association International ([DMAI](#)) officially serving Pennsylvania's Dauphin and Perry counties. The 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. Any questions regarding the information provided within this report should be directed to Rick Dunlap, Public Relations Director at Rick@HersheyHarrisburg.org or 717-884-3328.

COLOR KEY:

Red HHRVB is responsible for booking this event.
Green HHRVB assists event producer with promotion and/or production.
Black HHRVB assists on a limited basis for this event.

Listed in chronological order.

Pennsylvania Farm Show - [Link](#)

January 10 – 17, 2015 – 99th Annual

PA Farm Show Complex & Expo Center, Harrisburg, PA

Noteworthy: 100th Annual – January 9-16, 2016

Estimated Attendance: Over 600,000 (includes 300 exhibitors)

Jobs Supported: 18,032

Estimated Economic Impact: \$95 million

PIAA Team Wrestling - [Link](#)

February 5 - 7, 2015

Giant Center, Hershey, PA

Estimated Attendance: 8,732

Jobs Supported: 177

Estimated Economic Impact: \$300,000

Great American Outdoor Show - [Link](#)

February 7-15, 2015 - 2nd Annual

PA Farm Show Complex & Expo Center, Harrisburg, PA

Noteworthy: 2016 will mark the 65th year for this traditional outdoor show in Harrisburg, PA.

Estimated Attendance: 175,000 (includes 1,200 exhibitors)

Jobs Supported: 7,929

Estimated Economic Impact: \$73 million

2015 Reflections Synchronized Skating Invitational - [Link](#)

February 13 - 15, 2015

Giant Center, Hershey, PA

Estimated Attendance: 3,564

Jobs Supported: 758

Estimated Economic Impact: \$1.3 million

Pennsylvania Garden Expo - [Link](#)

Annually – February (Feb. 27 – March 1, 2015)

PA Farm Show Complex & Expo Center, Harrisburg, PA

Noteworthy: No show in 2009 due to economy. Returned in 2010.

Estimated Attendance: 8,000

Jobs Supported: 856

Estimated Economic Impact: \$2 million

Keystone Regional Volleyball Boys Zonal Championships – New in 2015 - [Link](#)

Annually for 3-Years – 2015, 2016, 2017 (Feb. 28 – March 1, 2015)

PA Farm Show Complex & Expo Center, Harrisburg, PA

Noteworthy: New in 2015

Estimated Attendance: 5,000 including 156 teams

Jobs Supported: 893

Estimated Economic Impact: \$1.65 million /// \$5 million total for the 3-year deal.

PA Junior Wrestling Junior High State Championship Tournament – New in 2015 – [Link](#)

Feb. 28 – March 1, 2015

Hershey Park Arena, Hershey, PA

Noteworthy: New in 2015

Estimated Attendance: 3,500

Jobs Supported: 483

Estimated Economic Impact per year: \$630,000 / \$1 million

Pennsylvania Horse World Expo - [Link](#)

Annually – March (*Mar. 3 – 8, 2015 – 13th Annual*)
PA Farm Show Complex & Expo Center, Harrisburg, PA
Estimated Attendance: 20,000 (includes 300 exhibitors)
Jobs Supported: 1,017
Estimated Economic Impact: \$5.2 million

PA Home Show - [Link](#)

Annually – February/March (*Mar. 19 – 22, 2015 – 41st Annual*)
PA Farm Show Complex & Expo Center, Harrisburg, PA
Estimated Attendance: 10,000 attendees + 350 exhibitors
Jobs Supported: 743
Estimated Economic Impact: \$2.8 million

PA State Bowling Association (PSBA) Championship - [Link](#)

April 11 – June 21, 2015 (*11 weekends*) - *76th Annual*
ABC Lanes East in Harrisburg, PA & ABC West in Mechanicsburg, PA
Noteworthy: This is a one-time event in this area but is the organization's 76th Annual Event.
Estimated Attendance: 10,000 (includes 1,500 teams x 5 bowlers + attendees)
Estimated Economic Impact: \$1.5 million

Keystone Regional Volleyball Girls Zonal Championships – [Link](#)

May 1 – 3, 2015
PA Farm Show Complex & Expo Center, Harrisburg, PA
Estimated Attendance: 7,800 (includes 200 teams)
Jobs Supported: 1,141
Estimated Economic Impact: \$2.2 million

Christian Homeschool Association of Pennsylvania (CHAP) - [Link](#)

Annually – May (*May 8 & 9, 2015*)
PA Farm Show Complex & Expo Center, Harrisburg, PA
Estimated Attendance: 10,000 (includes 150+ vendors)
Jobs Supported: 1,141
Estimated Economic Impact: \$2.2 million

FIRE EXPO - [Link](#)

Annually – May (*May 13 - 18, 2015 – 42nd Annual*)
PA Farm Show Complex & Expo Center, Harrisburg, PA
Estimated Attendance: 18,000
Jobs Supported: 2,457
Estimated Economic Impact: \$5.7 million

The Color Run – [Link](#)

May 30, 2015 – *2nd Annual*
Giant Center, Hershey, PA
Noteworthy: New in 2014
Estimated Attendance: 25,000
Jobs Supported: 1,605
Estimated Economic Impact: \$2.5 million

NSCLA – National Scholastic Club Lacrosse Association Select Showcase - [Link](#)

June 19 - 21, 2015
Lebanon Valley College, Harrisburg, PA
Estimated Attendance: 3,000 attendees
Estimated Economic Impact: \$1.8 million

US Junior Nationals Hershey Showcase - Girls' Basketball Tournament – [Link](#)

Annually – June (*June 27 – 30, 2015 - 14th Annual*)
PA Farm Show Complex & Expo Center, Harrisburg, PA
Noteworthy: 15th Anniversary in 2016. This event has been sold out the past 7 years with over 220 teams in 2013 & 2014. This is a Division II/III/NAIA/JC college coaches viewing event that had over 60+ college coaches in attendance the last 2 years.
Estimated Attendance: 2,000 including 250(+) teams
Jobs Supported: 893
Estimated Economic Impact \$2.3 million / \$3.7 million

The American Legion Department Convention – New in 2015 – [Link](#)

Annually for 3-Years - 2015, 2016, 2017 (*July 9 – 12, 2015*)
Hilton Harrisburg (including Crowne Plaza and Radisson), Harrisburg, PA
Noteworthy: New in 2015 with 3-year commitment.
Estimated Attendance: 800
Jobs Supported: 250
Estimated Economic Impact \$1 million /// \$3 million total for the 3-year deal.

Mennonite World Conference - [Link](#)

July 21-26, 2015
PA Farm Show Complex & Expo Center, Harrisburg, PA
Noteworthy: This is a new one-time event in the region, but it's the organization's 16th Worldwide Assembly.
Estimated Attendance 8,000
Jobs Supported: 2,308
Estimated Economic Impact: \$11.6 million

Mecum Auto Auction – [Link](#)

July 30 – August 2, 2015 – 2nd Annual

PA Farm Show Complex & Expo Center, Harrisburg, PA

Noteworthy: New in 2014

Estimated Attendance: 20,000

Jobs Supported: 2,513

Estimated Economic Impact \$10.5 million

(Above impact number excludes car sales of \$21 million and any sales tax for cars sold to PA residents.)

All-American Dairy Show - [Link](#)

Annually – September (Sept. 12 – 17, 2015 – 50th Annual)

PA Farm Show Complex & Expo Center, Harrisburg, PA

Noteworthy: 50th Anniversary in 2015

Estimated Attendance: 6,000

Jobs Supported: 857

Estimated Economic Impact: \$3.9 million

Keystone International Livestock Exposition - [Link](#)

Annually – October (Sept. 26 - Oct. 4, 2015)

PA Farm Show Complex & Expo Center, Harrisburg, PA

Estimated Attendance: 18,000

Jobs Supported: 1,408

Estimated Economic Impact: \$8.9 million

Pennsylvania National Horse Show - [Link](#)

Annually – October (Oct. 8 - 19, 2015)

PA Farm Show Complex & Expo Center, Harrisburg, PA

Estimated Attendance: (10,000 attendees + 4,400 participants) = 15,000

Jobs Supported: 2,083

Estimated Economic Impact: \$13.7 million*

(Penn National estimates the economic impact at \$38.9 million based on an Equine Industry standard that calculates these shows produce a higher level of spending than other shows based on the demographics of those who attend equine events.)

Pennsylvania State 4-H Horse Show - [Link](#)

Annually – October (Oct. 23 - 25, 2015)

PA Farm Show Complex & Expo Center, Harrisburg, PA

Estimated Attendance: 2,300

Jobs Supported: 468

Estimated Economic Impact: \$1 million

Standardbred Horse Sale - [Link](#)

Annually – November (Nov. 2 - 7, 2015)

PA Farm Show Complex & Expo Center, Harrisburg, PA

Estimated Attendance: 5,000

Jobs Supported: 1,984

Estimated Economic Impact: \$8.8 million

PA Christmas & Gift Show - [Link](#)

Annually – December (Dec. 2 - 6, 2015 – 32nd Annual)

PA Farm Show Complex & Expo Center, Harrisburg, PA

Noteworthy: 32nd Anniversary in 2015

Estimated Attendance: 32,000 (includes 500 exhibitors)

Jobs Supported: 1,987

Estimated Economic Impact: \$8.8 million

###

About the DATA

The results for *Estimated Economic Impact* and *Jobs Supported* within this report have been calculated by HHRVB using the DMAI [Event Impact Calculator](#) developed for the travel & tourism industry by *Tourism Economics*, an Oxford Economics company.

Jobs Supported: includes the employment supported by all event-related business sales. It includes indirect (B2B supply chain purchases) and induced (incomes spent in the local economy) business sales. This is a more complete view of the impact of an event as dollars flow through the local economy.

About the Hershey Harrisburg Regional Visitors Bureau (HHRVB)

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Economic Impact of Major Events in
the Hershey Harrisburg Region

Listed by Attendance

Event	Attendance	Economic Impact
1 Pennsylvania Farm Show	600,000	\$95,000,000
2 Great American Outdoor Show	175,000	\$73,000,000
3 PA Christmas & Gift Show	32,000	\$8,800,000
4 The Color Run	25,000	\$2,500,000
5 Pennsylvania Horse World Expo	20,000	\$5,200,000
6 Mecum Auto Auction	20,000	\$10,500,000
7 FIRE EXPO	18,000	\$5,700,000
8 Keystone International Livestock Exposition	18,000	\$8,900,000
9 Pennsylvania National Horse Show	15,000	\$13,700,000
10 PA Home Show	10,350	\$2,800,000
11 PA State Bowling Association (PSBA) Championship	10,000	\$1,500,000
12 Christian Homeschool Association of Pennsylvania (CHAP)	10,000	\$2,200,000
13 PIAA Team Wrestling	8,732	\$300,000
14 Pennsylvania Garden Expo	8,000	\$2,000,000
15 Mennonite World Conference	8,000	\$11,600,000
16 Keystone Regional Volleyball Girls Zonal Championships	7,800	\$2,200,000
17 All-American Dairy Show	6,000	\$3,900,000
18 Keystone Regional Volleyball Boys Zonal Championships	5,000	\$5,000,000
19 Standardbred Horse Sale	5,000	\$8,800,000
20 PA Junior Wrestling Junior High State Championship Tournament	3,500	\$1,000,000
21 NSCLA - National Scholastic Club Lacrosse Association	3,000	\$1,800,000
22 Pennsylvania State 4-H Horse Show	2,300	\$1,000,000
23 US Junior Nationals Hershey Showcase - Girls' Basketball Tournament	2,000	\$3,700,000
24 The American Legion Department Convention	800	\$3,000,000
25 Reflections Synchronized Skating	N/A	\$1,300,000
TOTALS	1,013,482	\$275,400,000

Economic Impact of Major Events in
the Hershey Harrisburg Region

Listed by Economic Impact

Event	Attendance	Economic Impact
1 Pennsylvania Farm Show	600,000	\$95,000,000
2 Great American Outdoor Show	175,000	\$73,000,000
3 Pennsylvania National Horse Show	15,000	\$13,700,000
4 Mennonite World Conference	8,000	\$11,600,000
5 Mecum Auto Auction	20,000	\$10,500,000
6 Keystone International Livestock Exposition	18,000	\$8,900,000
7 PA Christmas & Gift Show	32,000	\$8,800,000
8 Standardbred Horse Sale	5,000	\$8,800,000
9 FIRE EXPO	18,000	\$5,700,000
10 Pennsylvania Horse World Expo	20,000	\$5,200,000
11 Keystone Regional Volleyball Boys Zonal Championships	5,000	\$5,000,000
12 All-American Dairy Show	6,000	\$3,900,000
13 US Junior Nationals Hershey Showcase - Girls' Basketball Tournament	2,000	\$3,700,000
14 The American Legion Department Convention	800	\$3,000,000
15 PA Home Show	10,350	\$2,800,000
16 The Color Run	25,000	\$2,500,000
17 Christian Homeschool Association of Pennsylvania (CHAP)	10,000	\$2,200,000
18 Keystone Regional Volleyball Girls Zonal Championships	7,800	\$2,200,000
19 Pennsylvania Garden Expo	8,000	\$2,000,000
20 NSCLA - National Scholastic Club Lacrosse Association	3,000	\$1,800,000
21 PA State Bowling Association (PSBA) Championship	10,000	\$1,500,000
22 Reflections Synchronized Skating	N/A	\$1,300,000
23 PA Junior Wrestling Junior High State Championship Tournament	3,500	\$1,000,000
24 Pennsylvania State 4-H Horse Show	2,300	\$1,000,000
25 PIAA Team Wrestling	8,732	\$300,000
TOTALS	1,013,482	\$275,400,000