



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

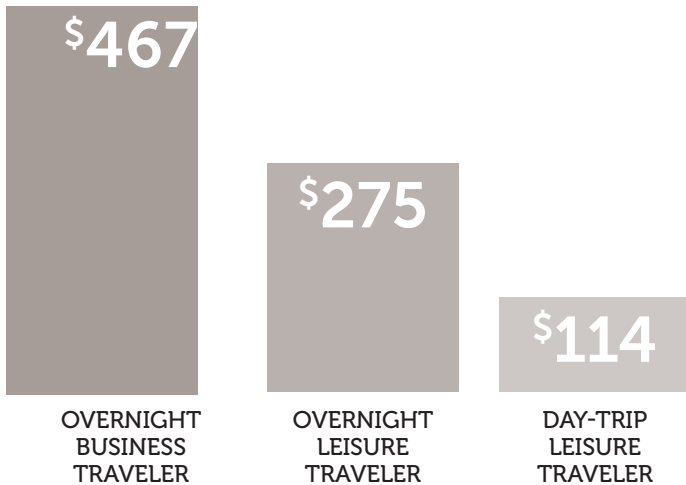
Destination Marketing Spending

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

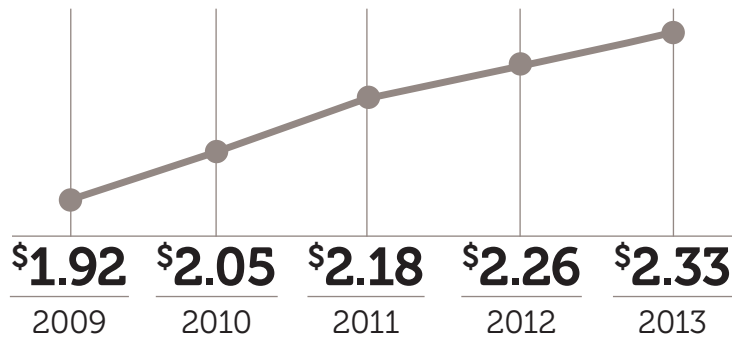


Visitor Spending in Millions by Category



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