



## News Release

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# Who are the TOP20 Clients for the Hershey Harrisburg Regional Visitors Bureau in 2016?

Annual List ranks them by Attendance & Economic Impact

**Bureau's top meeting, event, and sports clients attract 400,000 people and generate \$142 million for the local economy.**

Harrisburg, PA (August 11, 2016) – Local tourism officials today issued a comprehensive report on the impact of the Hershey Harrisburg Regional Visitors Bureau's **Top20 Clients for 2016**.

Today's report includes both new business secured for 2016 and annual or long-term clients retained by the bureau. The list, which reflects only a portion of the overall business generated by the official Destination Marketing Organization (DMO) for Dauphin and Perry counties, reveals the largest public events, tradeshow, conferences and sporting events in 2016 will attract more than 400,000 visitors and generate \$142 million for the regional economy.

In addition to general attendance and economic impact numbers, the report includes additional data on the number of jobs each event supports, which HHRVB is able to calculate using and [Event Impact Calculator](#) program developed by Destination Marketing Association International ([DMAI](#)) and Tourism Economics, an Oxford Economics company.

The program which the bureau began using when it was first introduced in 2014, 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 including the federal, state and local taxes, and the number of local jobs supported by each event.

"Tourism is a major economic engine that so often goes unnoticed by local residents because it is hiding in plain sight," said Mary Smith, President & CEO of HHRVB. "While calculating tourism's value to a local economy can be complicated or involve complex tools, it is important for us as tourism leaders to educate our community on the impact this business has on our area."

According to Smith, the latest Tourism Economic Impact Report issued by the Pennsylvania Tourism Office earlier this year says the local tourism industry overall supports 27,000 jobs and provides \$1 billion in wages. Tourism spending in Dauphin County reached \$2.36 billion, generating \$254 million in state and local tax revenue and \$262 million in federal taxes, and once again ranked the Hershey Harrisburg Region fourth among 49 destination marketing areas in Pennsylvania.

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## MEDIA INTERVIEWS

Mary Smith, President & CEO of the Hershey Harrisburg Regional Visitors Bureau is available for media interviews regarding the contents of this news release. Please try to make interview requests at least 12-hours in advance. The bureau will make every effort to accommodate all interview requests. Contact [Rick@HersheyHarrisburg.org](mailto:Rick@HersheyHarrisburg.org) or cell 717.884.3328.

## ABOUT THE HERSHEY HARRISBURG REGIONAL VISITORS BUREAU

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The HHRVB is the official non-profit partnership-based Destination Marketing Organization (DMO) leading economic growth for Pennsylvania's Hershey & Harrisburg Region through destination marketing and tourism development. The organization, accredited by Destination Marketing Association International ([DMAI](#)) since 2010, is committed to actively marketing the tourism assets in Dauphin & Perry County to business and leisure travelers both domestic & international. The bureau also leads regional sales efforts to attract meeting & event organizers, sporting event producers, and group tour leaders. For more information go to [VisitHersheyHarrisburg.org](http://VisitHersheyHarrisburg.org) or call 877-727-8573. Media can use #HHRVB and #HHRVB4Media when tagging stories and social media posts related to the region.

# REPORT

## TOP20 CLIENTS 2016

### Hershey Harrisburg Regional Visitors Bureau

Issued Thursday, August 11, 2016

#### 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](mailto:Rick@HersheyHarrisburg.org) or 717-884-3328.

#### ABOUT THIS 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.

**The following Client List is arranged in chronological order of event date. Each event includes it's ranking order for Economic Impact and Attendance.**

#### **PIAA Wrestling - [Link](#)**

Includes both PIAA Team & Individual Wrestling Tournaments  
Giant Center, Hershey, PA  
Estimated Attendance: 19,000 (Team) + 20,000 (Individual) = 39,000 Attendance  
Jobs Supported: 150 (Team) + 248 (Individual) = 398 Jobs  
Estimated Economic Impact: \$525,000 (Team) + \$918,182 (Individual) = \$1.4 million  
Ranking: Attendance Economic Impact

#### **RETURN EVENT**

*Rankings*  
Attendance: 2  
Econ Impact: 16

#### **Great American Outdoor Show (GAOS) - [Link](#)**

February 6-14, 2016 – 3rd Annual  
PA Farm Show Complex & Expo Center, Harrisburg, PA  
Noteworthy: 2016 marked the 65<sup>th</sup> year for this traditional outdoor show in Harrisburg, PA.  
Estimated Attendance: 178,500 (includes 1,200 exhibitors)  
Jobs Supported: 7,929  
Amusement Tax to City of Harrisburg: \$180,000  
Estimated Economic Impact: \$75 million

#### **RETURN EVENT**

*Rankings*  
Attendance: 1  
Econ Impact: 1

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

February 12 - 14, 2016  
Giant Center, Hershey, PA  
Estimated Attendance: 3,000  
Jobs Supported: 758  
Estimated Economic Impact: \$2.4 million

#### **RETURN EVENT**

*Rankings*  
Attendance: 14  
Econ Impact: 11

#### **Keystone Regional Volleyball (KRVA) - Boys' Atlantic NE Tournament - [Link](#)**

Annually for 3-Years – 2015, 2016, 2017 (*Feb. 27 – 28, 2016*)  
PA Farm Show Complex & Expo Center, Harrisburg, PA  
Noteworthy: New Event in 2015  
Estimated Attendance: 5,000 including 156 teams  
Jobs Supported: 984  
Estimated Economic Impact: \$1.68 million annually /// \$5 million total for the 3-year deal.

#### **RETURN EVENT**

*Rankings*  
Attendance: 12  
Econ Impact: 14

#### **LEGO® Kidsfest 2016 – [Link](#)**

April 8-10, 2016  
PA Farm Show Complex & Expo Center, Harrisburg, PA  
Noteworthy: Record-setting time for ticket sales (SOLD OUT) for production company.  
Estimated Attendance: 26,400  
Jobs Supported: 2,868  
Estimated Economic Impact: \$7.14 million

#### **NEW EVENT**

*Rankings*  
Attendance: 3  
Econ Impact: 4

#### **Keystone Regional Volleyball (KRVA) - Girls Open & Club Championships – [Link](#)**

April 29 – May 1, 2016  
PA Farm Show Complex & Expo Center, Harrisburg, PA  
Estimated Attendance: 7,800 (includes 200 teams)  
Jobs Supported: 1,141  
Estimated Economic Impact: \$1.5 million

#### **RETURN EVENT**

*Rankings*  
Attendance: 10  
Econ Impact: 15

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

Annually – May (*May 13-14, 2016*)  
PA Farm Show Complex & Expo Center, Harrisburg, PA  
Noteworthy: 30<sup>th</sup> CHAP Convention in 2016  
Estimated Attendance: 6,000 (includes 150+ vendors)  
Jobs Supported: 546  
Estimated Economic Impact: \$2.2 million

#### **RETURN EVENT**

*Rankings*  
Attendance: 11  
Econ Impact: 13

# Continued- Economic Impact of Major Events

## **FIRE EXPO - [Link](#)**

Annually – May (*May 20-22, 2016 – 43rd Annual*)  
PA Farm Show Complex & Expo Center, Harrisburg, PA  
Noteworthy: 2018 will mark this event's 45<sup>th</sup> Anniversary  
Estimated Attendance: 16,500  
Jobs Supported: 1,567  
Estimated Economic Impact: \$4.5 million

## **RETURN EVENT**

*Rankings*  
Attendance: 6  
Econ Impact: 5

## **American Junior Golf Association (AJGA) - Preview at Dauphin Highlands – [Link](#)**

June 3 – 5, 2016  
Dauphin Highlands Golf Course, Harrisburg, PA  
Noteworthy: New Event in 2016  
Estimated Attendance: 1,500  
Jobs Supported: 339  
Estimated Economic Impact: \$750,000

## **NEW EVENT**

*Rankings*  
Attendance: 18  
Econ Impact: 20

## **The Color Run™ – [Link](#)**

June 4-5, 2016 – *3<sup>rd</sup> Annual*  
Giant Center, Hershey, PA  
Noteworthy: New Event in 2014  
Estimated Attendance: 25,000  
Jobs Supported: 1,605  
Estimated Economic Impact: \$1.2 million

## **RETURN EVENT**

*Rankings*  
Attendance: 4  
Econ Impact: 17

## **AAU Mid-Atlantic District Qualifier Track & Field Championship – [Link](#)**

June 11-12, 2016  
Bishop McDevitt High School, Harrisburg, PA  
Noteworthy: Last hosted in 2014  
Estimated Attendance: 2,500  
Jobs Supported: 358  
Estimated Economic Impact: \$1.2 million

## **NEW EVENT**

*Rankings*  
Attendance: 16  
Econ Impact: 18

## **National Scholastic Club Lacrosse Association (NSCLA) – Showcase & National Cup**

Includes separate Showcase event & National Cup event on same weekend.  
June 17-19, 2016  
Lebanon Valley College in Annville, PA and Lower Dauphin Middle School in Hummelstown, PA  
Noteworthy: Showcase was a New Event in 2015 & the National Cup was added in 2016.  
Estimated Attendance: 15,000 participants + spectators  
Jobs Supported: 1,919  
Estimated Economic Impact: \$4.2 million

## **EXPANDED EVENT**

*Rankings*  
Attendance: 8  
Econ Impact: 7

## **Blue Knights International Law Enforcement Motorcycle Club Convention 2016 – [Link](#)**

June 19 - 23, 2016  
Harrisburg & Hershey  
Noteworthy: New Event for HH Region in 2016 (42<sup>nd</sup> Annual Event for Club)  
Estimated Attendance: 2,000  
Jobs Supported: 661  
Estimated Economic Impact: \$2.7 million

## **NEW EVENT**

*Rankings*  
Attendance: 17  
Econ Impact: 10

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

Annually – June (*June 25 – 28, 2016 - 15<sup>th</sup> Annual*)  
PA Farm Show Complex & Expo Center, Harrisburg, PA  
Noteworthy: 15<sup>th</sup> Anniversary in 2016.  
Estimated Attendance: 8,200 including 250(+) teams  
Jobs Supported: 972  
Estimated Economic Impact \$3.5 million

## **RETURN EVENT**

*Rankings*  
Attendance: 9  
Econ Impact: 9

## **USA Track & Field (USATF) – Hershey National Youth Outdoor Championships – [Link](#)**

June 28 - July 3, 2016  
Millersville University in Millersville, PA  
Noteworthy: New Event in 2016  
Estimated Attendance: 900  
Jobs Supported: 1,725  
Estimated Economic Impact \$3.75 million

## **NEW EVENT**

*Rankings*  
Attendance: 19  
Econ Impact: 8

## **The American Legion Department Convention – [Link](#)**

Annually for 3-Years - 2015, 2016, 2017 (*July 14 – 17, 2016*)  
Hilton Harrisburg (including Crowne Plaza and Radisson), Harrisburg, PA  
Noteworthy: New Event in 2015 with 3-year commitment.  
Estimated Attendance: 800  
Jobs Supported: 381  
Estimated Economic Impact \$1 million /// \$3 million total for the 3-year deal.

## **RETURN EVENT**

*Rankings*  
Attendance: 20  
Econ Impact: 19

## **Mecum Auto Auction – [Link](#)**

July 21 – 24, 2016 – *3<sup>rd</sup> Annual*  
PA Farm Show Complex & Expo Center, Harrisburg, PA  
Noteworthy: Car Auction was New Event in 2014; Classic Tractors Auction began in 2015  
Estimated Attendance: 22,000  
Jobs Supported: 2,030  
Estimated Economic Impact \$8.3 million\*  
*Impact number excludes sales tax collected for cars sold to PA residents.*

## **RETURN EVENT**

*Rankings*  
Attendance: 5  
Econ Impact: 3

# Continued- Economic Impact of Major Events

## **Pennsylvania National Horse Show - [Link](#)**

Annually – October (Oct. 13 - 22, 2016)  
PA Farm Show Complex & Expo Center, Harrisburg, PA  
Noteworthy: *70 Years of Excellence* in 2016  
Estimated Attendance: (10,000 attendees + 4,400 participants) = 15,000  
Jobs Supported: 1,665  
Estimated Economic Impact: \$12 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 demographic s of those who attend equine events.*

## **RETURN EVENT**

*Rankings*  
Attendance: 7  
Econ Impact: 2

## **Standardbred Horse Sale - [Link](#)**

Annually – November (Nov. 7-12, 2016)  
PA Farm Show Complex & Expo Center, Harrisburg, PA  
Noteworthy:  
Estimated Attendance: 5,000  
Jobs Supported: 709  
Estimated Economic Impact: \$4.5 million

## **RETURN EVENT**

*Rankings*  
Attendance: 13  
Econ Impact: 6

## **NIRCA Cross Country National Championship - [Link](#)**

*National Intercollegiate Running Club Association (NIRCA)*  
November 11-14, 2016  
Giant Center, Hershey, PA  
Noteworthy:  
Estimated Attendance: 3,000 athletes & spectators  
Jobs Supported: 621  
Estimated Economic Impact: \$2.4 million

## **RETURN EVENT**

*Rankings*  
Attendance: 15  
Econ Impact: 12

## **SIDEBAR: RANKINGS FOR TOP20 CLIENTS 2016 Hershey Harrisburg Regional Visitors Bureau**

### **LISTED BY ATTENDANCE & ECONOMIC IMPACT**

**\*NEXT PAGE\***

# **RANKINGS FOR TOP20 CLIENTS 2016**

## **Hershey Harrisburg Regional Visitors Bureau**

### **\*ATTENDANCE\***

#### **Listed in order of ATTENDANCE**

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1. Great American Outdoor Show (GAOS) – 178,500
2. PIAA Wrestling – 39,000
3. LEGO® Kidsfest 2016 – 27,500
4. The Color Run™ - 25,000
5. Mecum Auto Auction – 22,000
6. FIRE EXPO – 16,500
7. Pennsylvania National Horse Show – 15,000
8. National Scholastic Club Lacrosse Association (NSCLA) Select Showcase & National Cup – 15,000
9. US Junior Nationals (USJN) Hershey Showcase Girls' Basketball – 8,200
10. Keystone Regional Volleyball (KRVA) Girls Open & Club Championships – 7,800
11. Christian Homeschool Association of Pennsylvania (CHAP) Convention – 6,000
12. Keystone Regional Volleyball (KRVA) Boys Atlantic NE Tournament – 5,000
13. Standardbred Horse Sale – 5,000
14. Reflections Synchronized Skating Invitational – 3,000
15. National Intercollegiate Running Club Association (NIRCA) Championships – 3,000
16. AAU Mid-Atlantic District Qualifier Track & Field Championship – 2,500
17. Blue Knights International Law Enforcement Motorcycle Club Convention 2016 – 2,000
18. American Junior Golf Association (AJGA) Preview at Dauphin Highlands – 1,500
19. USA Track & Field (USATF) Hershey National Youth Outdoor Championships - 900
20. The American Legion Department Convention – 800

# **RANKINGS FOR TOP20 CLIENTS 2016**

## **Hershey Harrisburg Regional Visitors Bureau**

### **\*ECONOMIC IMPACT\***

#### **Listed in order of ECONOMIC IMPACT**

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1. Great American Outdoor Show (GAOS) – \$75 million
2. Pennsylvania National Horse Show – \$12 million
3. Mecum Auto Auction – \$8.3 million
4. LEGO® Kidsfest 2016 – \$7.14 million
5. FIRE EXPO – \$4.5 million
6. Standardbred Horse Sale – \$4.5 million
7. National Scholastic Club Lacrosse Association (NSCLA) Select Showcase & National Cup – \$4.2 million
8. USA Track & Field (USATF) Hershey National Youth Outdoor Championships - \$3.75 million
9. US Junior Nationals (USJN) Hershey Showcase Girls' Basketball – \$3.5 million
10. Blue Knights International Law Enforcement Motorcycle Club Convention 2016 – \$2.7 million
11. Reflections Synchronized Skating Invitational – \$2.4 million
12. National Intercollegiate Running Club Association (NIRCA) Championships – \$2.4 million
13. Christian Homeschool Association of Pennsylvania (CHAP) Convention – \$2.2 million
14. Keystone Regional Volleyball (KRVA) Boys Atlantic NE Tournament – \$1.68 million
15. Keystone Regional Volleyball (KRVA) Girls Open & Club Championships – \$1.5 million
16. PIAA Wrestling – \$1.44 million
17. The Color Run™ - \$1.2 million
18. AAU Mid-Atlantic District Qualifier Track & Field Championship – \$1.2 million
19. The American Legion Department Convention - \$1 million
20. American Junior Golf Association (AJGA) Preview at Dauphin Highlands – \$750,000