



News Release

Rick Dunlap, Public Relations Director

Hershey Harrisburg Regional Visitors Bureau

3211 North Front Street, Suite 301-A, Harrisburg, PA 17110

Web: www.VisitHersheyHarrisburg.org

Facebook: [HersheyHarrisburg](https://www.facebook.com/HersheyHarrisburg)

Twitter: [@HHRVB4Media](https://twitter.com/HHRVB4Media) - and - [@HHRVB](https://twitter.com/HHRVB)

Email: Rick@HersheyHarrisburg.org

Cell: 717-884-3328

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Mecum Auctions releases results for their third year return to the PA Farm Show Complex in Harrisburg, PA

Total Sales of \$16.7 Million, 70% Sell-Through Rate and Standing-Room Only Audiences over the three-day auction prove positive for the world leader of collector cars and vintage motorcycles.

HARRISBURG, PA (July 26, 2016) – Tourism officials for the Hershey Harrisburg Region ([HHR](#)) were happy to receive the positive results reported today from [Mecum Auctions](#) for their third year at the PA Farm Show Complex & Expo Center ([FSC](#)) held July 21 – 23, 2016.

RELATED STORIES:

1. [Mecum Auctions returns to Harrisburg for 3rd Year - July 21-23, 2016](#)
2. [Mecum Auctions reports strong results for 2nd year in Harrisburg, PA](#)

A press release issued by Mecum Auctions reported an audience of registered bidders and spectators this year again filled the venue over the three days in Harrisburg, Pennsylvania with results of \$16.7 million in total sales and an impressive 70-percent sell-through rate. Compared to the previous year, total sales value was down \$3 million while the sell-through rate rose 3 points.

According to the press release, Mecum claims the results further validate why Harrisburg is such a great central location to properly serve the incredible enthusiasm for collector cars in the northeastern United States and cites the fact that consignments came in from 26 states for this year's auction.

See how this year's results rival Mecum's [record-breaking](#) first-time event for northeast in Harrisburg in 2014.

Tourism officials estimate the event attracted around 22,000 attendees and generated an economic impact of approximately \$8.3 million for the region. Officials also recognize the invaluable destination awareness and publicity garnered by the 18.5 hours of live and repeated auction coverage on the NBC Sports Network and the live streaming on Mecum.com.

Top 10 Sales recorded at the Mecum Harrisburg 2016 auction

Includes all individual sales reflect hammer prices

1. 1970 Ford Mustang Boss 429 Fastback (Lot S124) at \$220,000
2. 1967 Chevrolet Corvette Convertible (Lot S140) at \$160,000
3. 1967 Chevrolet Corvette Coupe (Lot F258) at \$125,000
4. 1963 Chevrolet Corvette Split Window Coupe (Lot S157.1) at \$120,000
5. 1968 Ford Shelby GT350 Fastback (Lot F132) at \$110,000
6. 2015 Ford Shelby GT350 (Lot S97) at \$110,000
7. 1970 Chevrolet Chevelle SS Convertible (Lot S112) at \$105,000
8. 1970 Chevrolet Chevelle LS6 (Lot S112.1) at \$105,000
9. 1954 Chevrolet Corvette Roadster (Lot S149) at \$102,500
10. 1973 Chevrolet Corvette Motion Manta Ray GT (Lot S119) at \$100,000

More information on an upcoming auctions or to register as a bidder, visit Mecum.com or call (262) 275-5050.

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MEDIA NOTICE

Original reports and statistics provided in this press release were supplied by Mecum Auctions Presentation Department. For more information, call (262) 275-5050.

ABOUT MECUM AUCTIONS

Nobody sells more than Mecum. Nobody. The Mecum Auction Company is the world leader of collector car, vintage and antique motorcycle, and Road Art sales, hosting auctions throughout the United States. The company has been specializing in the sale of collector cars for 28 years, now offering more than 15,000 vehicles per year and averaging more than one auction each month. Established by President Dana Mecum in 1988, Mecum Auctions remains a family-run company headquartered in Walworth, Wis. For further information, visit Mecum.com or call (262) 275-5050. Follow along with Mecum's social media news and join us on Facebook, Twitter, YouTube, Pinterest and Instagram.

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 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 or call 877-727-8573. Media can use #HHRVB and #HHRVB4Media when tagging stories and social media posts related to the region.