

MARKETING

WEBSITE

www.VisitHersheyHarrisburg.org

SESSIONS | **137,241**

USERS | **112,847**

TIME ON SITE | **2:31**

PAGES PER SESSION | **2.64**

TOP FIVE MARKETS

COUNTRY	REGION
Canada	HLLY DMA
United Kingdom	Philadelphia
India	New York
Germany	Washington, D.C.
Philippines	Pittsburgh

DIGITAL MARKETING

WEBSITE CLICKS | **53**

REACH/IMPRESSIONS | **55,555**

CLICK-THROUGH RATE | **1.09%**

CONSUMER EMAILS

LIST SIZE | **18,226**

SENDS | **3**

OPEN RATE | **18.67%**

CLICK-THROUGH RATE | **2.91%**

ADVERTISING


Our fall advertising campaign ran from September 19 – October 29 in Philadelphia, Washington, D.C., and New York (excluding New York Metro) DMAs. The campaign was overwhelmingly video with a digital display reinforcement. Creative centered around the theme “In Hershey & Harrisburg We do Fall Better – And That’s a Fact”. There were seven different short form spots that focused on different fall experiences around our region. We received 5.6 million video views and 6.6 million impressions via digital display. Click-through rates were above industry averages and Philadelphia was the market that responded the best in this campaign.

SOCIAL MEDIA

 **FACEBOOK**
FOLLOWERS | **26,694**
POSTS | **34**

 **BLOG**
POSTS | **14**

 **YOU TUBE**
NEW UPLOADED VIDEOS | **14**
VIDEO VIEWS | **144,572**

 **INSTAGRAM**
POSTS | **15**
ENGAGEMENTS | **708**
FOLLOWERS | **2,073**

CONTENT DEVELOPMENT

PHOTO/VIDEO SHOOTS | **14**

NEW VIDEOS PRODUCED | **13**

VISITOR SERVICES

TRAVEL GUIDES DISTRIBUTED | **44,550**

VISITOR TELEPHONE CALLS | **869**

SALES

M&C, GROUP, INTERNATIONAL MARKETS

TOTAL ROOM NIGHTS BOOKED | **5,608**
ROOM NIGHT LEADS DISTRIBUTED | **8,062**
TRADE SHOWS ATTENDED | **10**
SITE VISITS/FAM TOURS HOSTED | **60**
TOP PRODUCING MARKET SEGMENT
(ROOM NIGHTS BOOKED) | **Meetings & Conventions**
VISA VUE* QUARTERLY INTERNATIONAL
CUSTOMER SPENDING | **\$2,483,233**
*Consumer international spending on Visa credit card

EMAIL STATISTICS

GROUP TOUR EMAIL
LIST SIZE | **3,830**
SENDS | **1**
OPEN RATE | **24.00%**
CLICK-THROUGH RATE | **2.08%**
MEETINGS & CONVENTIONS EMAIL
LIST SIZE | **5,371**
SENDS | **1**
OPEN RATE | **12.00%**
CLICK-THROUGH RATE | **1.31%**

PUBLIC RELATIONS

RELEASES & PITCHES | **13**
FAM TOURS | **5**
MEDIA HOSTED | **9**
TOTAL EARNED MEDIA PLACEMENTS | **16**
TOTAL IMPRESSIONS | **18 million**
EARNED MEDIA VALUE | **\$82,000**

PARTNERSHIP

NEW PARTNERS | **15**
ADS & CO-OP REVENUE | **\$4,980**
TOTAL EVENTS HOSTED | **3**
TOTAL EVENT ATTENDANCE | **278**

HERSHEY HARRISBURG SPORTS & EVENTS AUTHORITY

SALES ACTIVITY

TOTAL ROOM NIGHTS BOOKED | **3,674**
ROOM NIGHTS LEADS DISTRIBUTED | **8,774**
TRADE SHOWS ATTENDED | **3**
SITE VISITS | **2**
RFP'S SUBMITTED | **N/A**

SPORTS & EVENTS EMAIL

LIST SIZE | **N/A**
SENDS | **N/A**
OPEN RATE | **N/A**
CLICK-THROUGH RATE | **N/A**