

MARKETING

WEBSITE

www.VisitHersheyHarrisburg.org

SESSIONS | **101,275**

USERS | **84,605**

TIME ON SITE | **2:06**

PAGES PER SESSION | **2.37**

TOP FIVE MARKETS

COUNTRY	REGION
Canada	HLLY DMA
India	Philadelphia
United Kingdom	Washington, D.C.
Germany	New York City
Philippines	Wilkes-Barre/Scranton

DIGITAL MARKETING

WEBSITE CLICKS | **2,837**

REACH/IMPRESSIONS | **6.2 million**

CONSUMER EMAILS

LIST SIZE | **17,373**

SENDS | **3**

OPEN RATE | **21.33%**

CLICK-THROUGH RATE | **3.45%**

ADVERTISING

Our holiday campaign ran December 1 - 31. The campaign theme was "Tis the Season" and was executed via digital display and digital audio (Pandora). Our targets were women 25-44 and adults 25-54 in Wilkes-Barre/Scranton, Pittsburgh, Johnstown/Altoona, and Baltimore DMA's. We are evaluating the geography, messaging, and placements in comparison to other campaigns.

SOCIAL MEDIA



FACEBOOK

FOLLOWERS | **26,697**

POSTS | **48**

VIDEO VIEWS | **2,103**



BLOG

POSTS | **9**

VIDEO VIEWS | **522**



YOU TUBE

NEW UPLOADED VIDEOS | **7**

VIDEO VIEWS | **314,526**



INSTAGRAM

POSTS | **22**

ENGAGEMENTS | **746**

FOLLOWERS | **2,220**

CONTENT DEVELOPMENT

PHOTO/VIDEO SHOOTS | **15**

NEW VIDEOS PRODUCED | **6**

VISITOR SERVICES

TRAVEL GUIDES DISTRIBUTED | **24,259**

VISITOR TELEPHONE CALLS | **267**



QUARTERLY UPDATE

ISSUE DATE: JANUARY 2017 :: OCTOBER 1 - DECEMBER 31, 2016

SALES

M&C, GROUP, INTERNATIONAL MARKETS

TOTAL ROOM NIGHTS BOOKED | **5,773**
ROOM NIGHT LEADS DISTRIBUTED | **20,884**
TRADE SHOWS ATTENDED | **11**
SITE VISITS/FAM TOURS HOSTED | **12**
TOP PRODUCING MARKET SEGMENT
(ROOM NIGHTS BOOKED) | **Meetings & Conventions**

PUBLIC RELATIONS

RELEASES & PITCHES | **11**
FAM TOURS | **3**
MEDIA HOSTED | **3**
TOTAL EARNED MEDIA PLACEMENTS | **21**
TOTAL IMPRESSIONS | **107 million**
EARNED MEDIA VALUE | **\$185,000**

HERSHEY HARRISBURG SPORTS & EVENTS AUTHORITY

SALES ACTIVITY

TOTAL ROOM NIGHTS BOOKED | **5,732**
ROOM NIGHTS LEADS DISTRIBUTED | **20,541**
TRADE SHOWS ATTENDED | **2**
SITE VISITS | **2**
RFP'S SUBMITTED | **N/A**

EMAIL STATISTICS

GROUP TOUR EMAIL

LIST SIZE | **3,790**
SENDS | **1**
OPEN RATE | **16.00%**
CLICK-THROUGH RATE | **1.68%**

MEETINGS & CONVENTIONS EMAIL

LIST SIZE | **5,185**
SENDS | **1**
OPEN RATE | **17.00%**
CLICK-THROUGH RATE | **1.13%**

PARTNERSHIP

NEW PARTNERS | **11**
ADS & CO-OP REVENUE | **\$1,480**
TOTAL EVENTS HOSTED | **5**
TOTAL EVENT ATTENDANCE | **311**

EMAIL STATISTICS

SPORTS EMAIL

LIST SIZE | **697**
SENDS | **1**
OPEN RATE | **30.00%**
CLICK-THROUGH RATE | **6.40%**

EVENTS EMAIL

LIST SIZE | **5,320**
SENDS | **1**
OPEN RATE | **13.60%**
CLICK-THROUGH RATE | **1.30%**