

MARKETING

WEBSITE

www.VisitHersheyHarrisburg.org

SESSIONS | **97,459**

USERS | **82,624**

TIME ON SITE | **2:02**

PAGES PER SESSION | **2.39**

TOP FIVE MARKETS

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

DIGITAL MARKETING

WEBSITE CLICKS | **2,515**

REACH/IMPRESSIONS | **1.58 million**

CONSUMER EMAILS

LIST SIZE | **12,953**

SENDS | **3**

OPEN RATE | **31.6%**

CLICK-THROUGH RATE | **17.26%**

*Click-through rate based on open rate.

ADVERTISING

From March 19 - April 2, we ran a digital video marketing campaign that featured Craft Beer in our region. There were nearly 1.6 million views of the video and 2,515 ad clicks, which gave us a click through rate of .16%. The markets we targeted for this campaign were Philadelphia, New York, Washington, D.C., Pittsburgh, Wilkes-Barre/Scranton, and Johnstown/Altoona DMA's. This was the first programmatic campaign which was entirely planned, bought, and executed completely in-house.

SOCIAL MEDIA



FACEBOOK

FOLLOWERS | **26,811**

POSTS | **45**

VIDEO VIEWS | **11,871**



BLOG

POSTS | **8**

VIDEO VIEWS | **38**



YOU TUBE

NEW UPLOADED VIDEOS | **8**

VIDEO VIEWS | **1,842**



INSTAGRAM

POSTS | **23**

ENGAGEMENTS | **1,207**

FOLLOWERS | **2,382**

CONTENT DEVELOPMENT

PHOTO/VIDEO SHOOTS | **12**

NEW VIDEOS PRODUCED | **7**

VISITOR SERVICES

TRAVEL GUIDES DISTRIBUTED | **73,820**

VISITOR TELEPHONE CALLS | **269**

SALES

M&C, GROUP, INTERNATIONAL MARKETS

TOTAL ROOM NIGHTS BOOKED | **27,798**

ROOM NIGHT LEADS DISTRIBUTED | **43,558**

TRADE SHOWS ATTENDED | **10**

SITE VISITS/FAM TOURS HOSTED | **9**

TOP PRODUCING MARKET SEGMENT
(ROOM NIGHTS BOOKED) | **International**

EMAIL STATISTICS

GROUP TOUR EMAIL

LIST SIZE | **2,354**

SENDS | **1**

OPEN RATE | **39%**

CLICK-THROUGH RATE* | **.92%**

MEETINGS & CONVENTIONS EMAIL

LIST SIZE | **5,193**

SENDS | **1**

OPEN RATE | **33%**

CLICK-THROUGH RATE* | **12.7%**

PUBLIC RELATIONS

RELEASES & PITCHES | **8**

FAM TOURS | **0**

MEDIA HOSTED | **0**

TOTAL EARNED MEDIA PLACEMENTS | **30**

TOTAL IMPRESSIONS | **20.6 million**

EARNED MEDIA VALUE | **\$150,000**

PARTNERSHIP

NEW PARTNERS | **14**

ADS & CO-OP REVENUE | **\$3,999.14**

TOTAL EVENTS HOSTED | **4**

TOTAL EVENT ATTENDANCE | **223**

HERSHEY HARRISBURG SPORTS & EVENTS AUTHORITY

SALES ACTIVITY

TOTAL ROOM NIGHTS BOOKED | **16,150**

ROOM NIGHTS LEADS DISTRIBUTED | **40,331**

TRADE SHOWS ATTENDED | **1**

SITE VISITS | **1**

RFP'S SUBMITTED | **N/A**

EMAIL STATISTICS

SPORTS EMAIL

LIST SIZE | **783**

SENDS | **2**

OPEN RATE | **22.5%**

CLICK-THROUGH RATE* | **15.8%**

EVENTS EMAIL

LIST SIZE | **5,198**

SENDS | **1**

OPEN RATE | **25.3%**

CLICK-THROUGH RATE* | **7.6%**