

## MARKETING

### ADVERTISING

The Spring Campaign ran from **April 17 – June 25** in the NY/northern NJ, Washington, D.C., Philadelphia/southern NJ, Baltimore, Pittsburgh, Wilkes-Barre/Scranton, and Johnstown/Altoona markets. In June we added three additional markets: Boston/Manchester, Cleveland/Akron, and Hartford/New Haven. This digital campaign included video and display ads. Our priority was to reach as many unique potential visitors within our primary (Women 25-44) and secondary (Adults 25-54) demographics. The campaign reached **42.8 million** unique people and served **119 million** impressions. Our :30 video spots had a total play rate of 57.38%. Overall the campaign had a .10% click through rate and generated more than **114,000** clicks to our website. The creative focused on three messages: family, couples, and outdoor enthusiast. Each message performed equally with regards to click through rate. Washington, D.C., Philadelphia, Baltimore, and Pittsburgh had the highest click through rate while Boston and Johnstown/Altoona had the lowest. Our video spots achieved the higher click through rate, but the display ads produced more clicks due to the much higher volume of delivery.

### CONSUMER EMAILS

LIST SIZE | **13,695**

SENDS | **3**

OPEN RATE | **30%**

CLICK-THROUGH RATE | **16.9%**

\*Click-through rate based on open rate.

### SOCIAL MEDIA



#### FACEBOOK

FOLLOWERS | **27,137**

POSTS | **10**

VIDEO VIEWS | **809**



#### BLOG

POSTS | **14**

VIDEO VIEWS | **271**

### WEBSITE

[www.VisitHersheyHarrisburg.org](http://www.VisitHersheyHarrisburg.org)

SESSIONS | **192,629**

USERS | **155,055**

TIME ON SITE | **1:25**

PAGES PER SESSION | **1.98**

TOP FIVE MARKETS

COUNTRY	REGION
Canada	New York City
India	HLLY DMA
United Kingdom	Philadelphia
Brazil	Washington, D.C.
Russia	Boston, MA

### DIGITAL MARKETING

WEBSITE CLICKS | **114,267**

REACH/IMPRESSIONS | **119 million**

### CONTENT DEVELOPMENT

PHOTO/VIDEO SHOOTS | **27**

NEW VIDEOS PRODUCED | **7**

### VISITOR SERVICES

TRAVEL GUIDES DISTRIBUTED | **27,770**

VISITOR TELEPHONE CALLS | **669**



#### YOU TUBE

NEW UPLOADED VIDEOS | **23**

VIDEO VIEWS | **5,561**



#### INSTAGRAM

POSTS | **10**

ENGAGEMENTS | **544**

FOLLOWERS | **2,510**

## SALES

### M&C, GROUP, INTERNATIONAL MARKETS

TOTAL ROOM NIGHTS BOOKED | **24,357**  
ROOM NIGHT LEADS DISTRIBUTED | **26,622**  
TRADE SHOWS ATTENDED | **10**  
SITE VISITS/FAM TOURS HOSTED | **20**  
TOP PRODUCING MARKET SEGMENT  
(ROOM NIGHTS BOOKED) | **Meetings & Convention**

### EMAIL STATISTICS

#### GROUP TOUR EMAIL

LIST SIZE | **2,426**  
SENDS | **0**

#### MEETINGS & CONVENTIONS EMAIL

LIST SIZE | **2,701**  
SENDS | **1**  
OPEN RATE | **25%**  
CLICK-THROUGH RATE\* | **13.06%**

## PUBLIC RELATIONS

RELEASES & PITCHES | **11**  
FAM TOURS | **3**  
MEDIA HOSTED | **4**  
TOTAL EARNED MEDIA PLACEMENTS | **16**  
TOTAL IMPRESSIONS | **5.3 million**  
EARNED MEDIA VALUE | **\$81,000**

## PARTNERSHIP

NEW PARTNERS | **10**  
ADS & CO-OP REVENUE | **\$26,637**  
TOTAL EVENTS HOSTED | **7**  
TOTAL EVENT ATTENDANCE | **180**

## HERSHEY HARRISBURG SPORTS & EVENTS AUTHORITY

### SALES ACTIVITY

TOTAL ROOM NIGHTS BOOKED | **32,325**  
ROOM NIGHTS LEADS DISTRIBUTED | **14,294**  
TRADE SHOWS ATTENDED | **1**  
SITE VISITS | **2**  
RFP'S SUBMITTED | **N/A**  
EVENTS UNDER CONSIDERATION | **32**  
ECONOMIC IMPACT OF EVENTS UNDER  
CONSIDERATION | **\$26.9 million (estimated)**

### EMAIL STATISTICS

#### SPORTS EMAIL

LIST SIZE | **814**  
SENDS | **2**

OPEN RATE | **23.2%**  
CLICK-THROUGH RATE\* | **17.6%**

#### EVENTS EMAIL

LIST SIZE | **2,159**  
SENDS | **1**

OPEN RATE | **24.5%**  
CLICK-THROUGH RATE\* | **16.9%**

\*Click-through rate based on open rate