

Visit
HERSHEY &
HARRISBURG

2015-2016 FISCAL REPORT



MESSAGE FROM HHRVB CHAIRMAN & PRESIDENT



David Black
Board Chair



Mary Smith
President/CEO

It has been an exciting year for the region's tourism industry with a wealth of accomplishments for the bureau. Our goals were drafted from the Strategic Plan and Partner Input, and our results were bound by the common threads of effective planning and focused execution. Let's take a look at *What's New*, *What Keeps Us Going*, and *What Keeps Us Growing*.

This year we developed the Hershey Harrisburg Sports & Events Authority, which launched in July 2016. Expanded sales and client services under the bureau's new division will allow us to remain highly competitive in what has become our most lucrative sales market segments.

The Marketing Assistance and Billboard Co-Op programs, launched in late 2015, provided active Partners with financial and logistical support for projects that extended our branding or amplified our messaging.

We also created a new online advertising program that provides Partners with affordable options for advertising directly on VisitHersheyHarrisburg.org.

We must not overlook the core disciplines within our organization that allow us to fulfill our mission of leading economic growth for the region through destination marketing and tourism development.

Sales initiatives exceeded annual goals and increased total room nights booked by 22 percent and generated new business opportunities worth 190,000 room nights. To further develop our most lucrative international markets, we contracted with a sales and marketing representative in the United Kingdom and we launched a cooperative marketing program with the top producing international receptive operators.

Our seasonal advertising campaigns again generated impressive results with 72 million impressions from digital, outdoor and TV that conveyed a strong destination brand message in key geographic markets.

Nationally, the region was featured in more than 153 print and online articles, creating 240 million impressions with an estimated Earned Media Value of \$1 million. Locally, the bureau continued to work with media outlets to develop feature stories and editorials promoting the importance of tourism in the region. The bureau also hosted 14 media visits and met with more than 100 travel writers at industry conferences.

We have continued to increase Partnership with 59 new businesses joining this year, while maintaining our commitment to popular Partner services. We hosted 25 networking events and professional development programs like Partner Road Trip and Travel Packaging Workshop.

For a regional tourism destination like ours to record positive results year after year is no small achievement. Today as destinations compete globally for tourism dollars, this bureau manages to successfully market our region through an efficient and effective mix of sales, marketing, public relations and partnership initiatives. So as we celebrate another year of positive growth, we must also acknowledge those most critical to our ongoing successes including local leaders and loyal Partners. Through their unwavering commitment and financial support, we will continue to grow our tourism industry and increase its positive impact on our economy.

Warm regards,

A handwritten signature in black ink that reads "David Black".

David Black
Board Chair

A handwritten signature in black ink that reads "Mary E. Smith".

Mary Smith
President/CEO

WHO WE ARE

The Hershey Harrisburg Regional Visitors Bureau is the official non-profit partnership-based Destination Marketing Organization (DMO) serving Dauphin and Perry Counties.

WHAT WE DO

Our team is responsible for developing and executing comprehensive sales, marketing and communication strategies to compete for leisure, meetings and conventions, group, sports and events and international travel market segments.

OUR MISSION

The mission of the Hershey Harrisburg Regional Visitors Bureau (HHRVB) is to generate economic growth and stability for Dauphin and Perry Counties through the marketing and promotion of the Hershey Harrisburg Region as a competitive meeting, corporate and leisure destination, and to coalesce, develop and expand its hospitality industry, products and workforce.

HOW WE ARE FUNDED

We receive funding from portions of the Dauphin County Hotel Tax and annual dues from approximately 300 Partners. Additional funding is contributed in partnership with state, county and municipal organizations.

FY 15-16 Operating Financials

SOURCES OF REVENUE

HOTEL ROOM TAX	\$ 2,239,875	71.0%
GRANTS	\$ 674,291	21.0%
PARTNERSHIP/CO-OP	\$ 209,823	6.8%
CONVENTION SERVICES	\$ 24,133	1.0%
MISCELLANEOUS	\$ 5,993	0.2%
TOTAL SUPPORT & REVENUE	\$ 3,154,115	

SOURCES OF EXPENSES

MARKETING & COMMUNICATIONS	\$ 1,698,064	52.0%
SALES & EVENT SERVICES	\$ 821,352	25.0%
PARTNERSHIP & COMMUNITY RELATIONS	\$ 255,656	8.0%
MANAGEMENT & OPERATIONS	\$ 519,353	15.0%
TOTAL EXPENSES	\$ 3,294,425	



The HHRVB would like to thank the Dauphin County Commissioners for their continued financial support of the tourism industry.

Jeff Haste, Chairman
Mike Pries, Vice Chairman
George P. Hartwick, III, Secretary

CRUNCH THE TOURISM NUMBERS



Leading economic growth for the region through destination marketing and tourism development

VISITOR SPENDING (Billions)

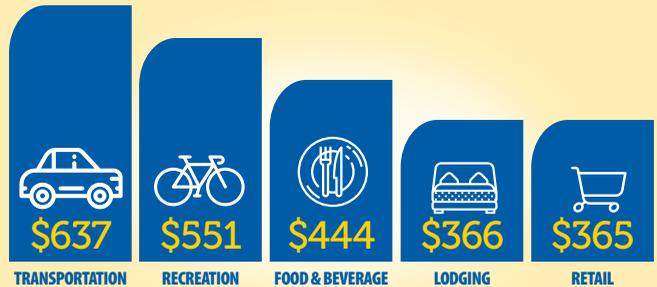
Ranked 4th among 49 Destination Marketing Areas in PA



PHILADELPHIA	\$5.69
PITTSBURGH	\$5.67
POCONO MOUNTAINS	\$2.98
HERSHEY HARRISBURG	\$2.36
LANCASTER	\$1.92

SPENDING by CATEGORY

in the Hershey Harrisburg Region (Millions)



EMPLOYMENT

in the Hershey Harrisburg Region



26,930
JOBS

\$1.05 Billion
INCOME

TAX REVENUE from TOURISM

in the Hershey Harrisburg Region



STATE & LOCAL \$254 MILLION
FEDERAL \$262 MILLION

VISITOR SPENDING - 5-YEAR TREND

for the Hershey Harrisburg Region (Billions)



DOMESTIC SPENDING TRENDS BY TRIP TYPE

Estimated spending per person per day



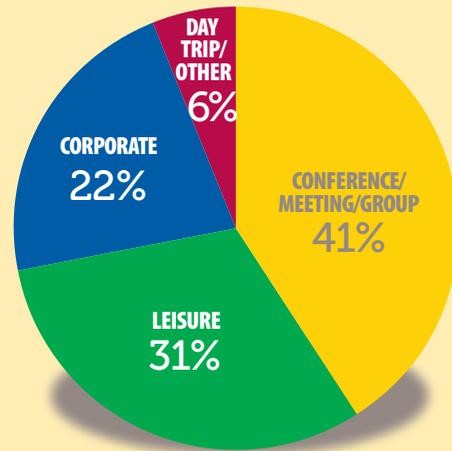
SOURCE: 2014 Economic Impact of Tourism in Pennsylvania Report issued May 2016 by Tourism Economics (An Oxford Economics Company)

TOP LEISURE FEEDER MARKETS



SOURCE: Young Strategies 2009 Lodging Survey

MARKET SEGMENTS



SOURCE: Young Strategies 2009 Lodging Survey

TOURISM by the NUMBERS



Hotels in Region

81



Overnight Guests Annually

5.66 Million



Hotel Rooms in Region

8,276



Visitors Annually (Overnight & Daily)

10 Million



Room-Nights Sold Annually

1.88 Million



Ratio of Visitors to Residents

20:1

SOURCE: STR® Dec 2015

INTERNATIONAL VISITOR SPENDING TOP 5 FOR 2015



SOURCE: Visa Vue®

TOP 20 CLIENT EVENTS for 2016 FOR HERSHEY HARRISBURG REGIONAL VISITORS BUREAU



400,000 VISITORS



\$142 MILLION ECONOMIC IMPACT

SOURCE: The Hershey Harrisburg Regional Visitors Bureau

ABOUT the HERSHEY HARRISBURG REGIONAL VISITORS BUREAU



HHRVB is the accredited non-profit partnership-based Destination Marketing Organization serving Dauphin & Perry Counties in Pennsylvania. HHRVB is responsible for developing and executing comprehensive sales, marketing and communications programs to attract visitors within the leisure, business, group, sports, and events market segments. For more information, go to VisitHersheyHarrisburg.org or call 877-727-8573.

Content Development

One of our primary objectives is to continually increase the collection and distribution of high quality photo and video assets. This investment has, and will continue to, contribute to the creation and sharing of experiential stories of the Hershey Harrisburg Region via website and marketing campaigns.

Campaigns

Fall

Timeline: 9/28 - 11/1

Markets: Philadelphia, Washington, D.C., North/Central NJ, Long Island

Media: Out of Home (Billboard) & Digital

Spend: \$150,079

Total Impressions: 20.3 million

Total Clicks: 20,000

Holiday

Timeline: 11/30 - 12/27

Markets: Philadelphia, Washington, D.C., New Jersey, Long Island

Media: Digital Display & Search

Spend: \$41,600

Total Impressions: 10.3 million

Total Clicks: 6,700

Spring

Timeline: 4/1 - 5/30

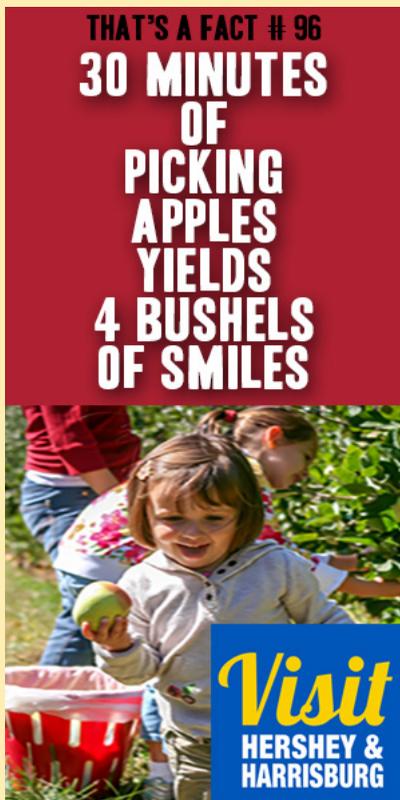
Markets: Philadelphia, Washington, D.C., North/Central NJ, Long Island

Media: TV (Philadelphia), Digital Display, Online Video, Digital Rich Media (mobile)

Spend: \$531,539

Total Impressions: 41.5 million

Total Clicks: 89,000



Online Stats

WEBSITE STATS

SESSIONS: 610,046

PAGE VIEWS: 1.5 MILLION

SESSION DURATION: 2:06

MOBILE SESSIONS: 365,580

EMAIL STATS

New templates were designed for all email segments, including Consumer, Sales, Partnership and PR.

	Partner	Sports	Tour & Travel	Meetings & Conventions	Consumer
Audience List Size	683	671	3,792	5,439	15,451
Open Rate	33%	22%	19%	17%	27%

Social



FACEBOOK

Facebook total impressions: 4,501,935
 Facebook total spend: \$11,135.85
 Total Posts: 217



TWITTER

Tweets: 296
Twitter profile views: 6,986
 Twitter links clicked: 810



YOUTUBE + FACEBOOK

Video views: 35,672



INSTAGRAM

Instagram total posts: 147
Instagram followers: 1,972 Lifetime Total
 1,372 - FY Follower Growth



BLOG

Total blog posts: 43
Blog views: 23,446

Print Projects

TRAVEL GUIDE

375,000 printed and ready for distribution prior to Jan. 1 and the annual PA Farm Show.

GROUP TOUR PLANNER

400 printed as a reference for group tour leaders as they put together trips to the Hershey Harrisburg Region.

MEETING PLANNER

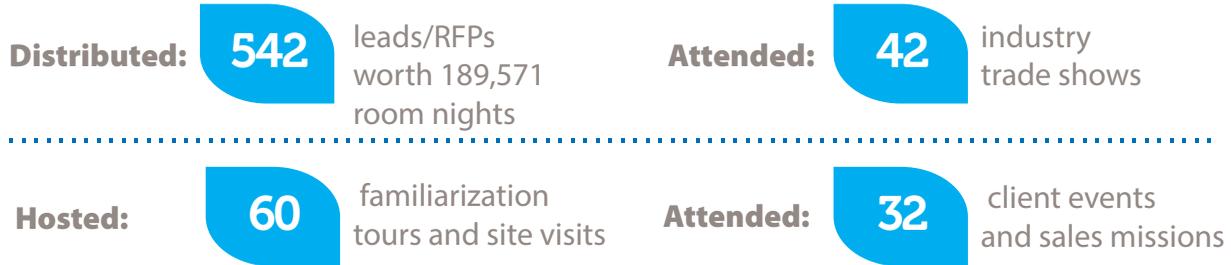
200 printed plus loaded onto branded Visit Hershey Harrisburg flash drives. Provided to meeting planners to assess best options for their event by looking at space, hotel rooms and attractions to keep attendees engaged and busy while they're visiting the Hershey Harrisburg Region.



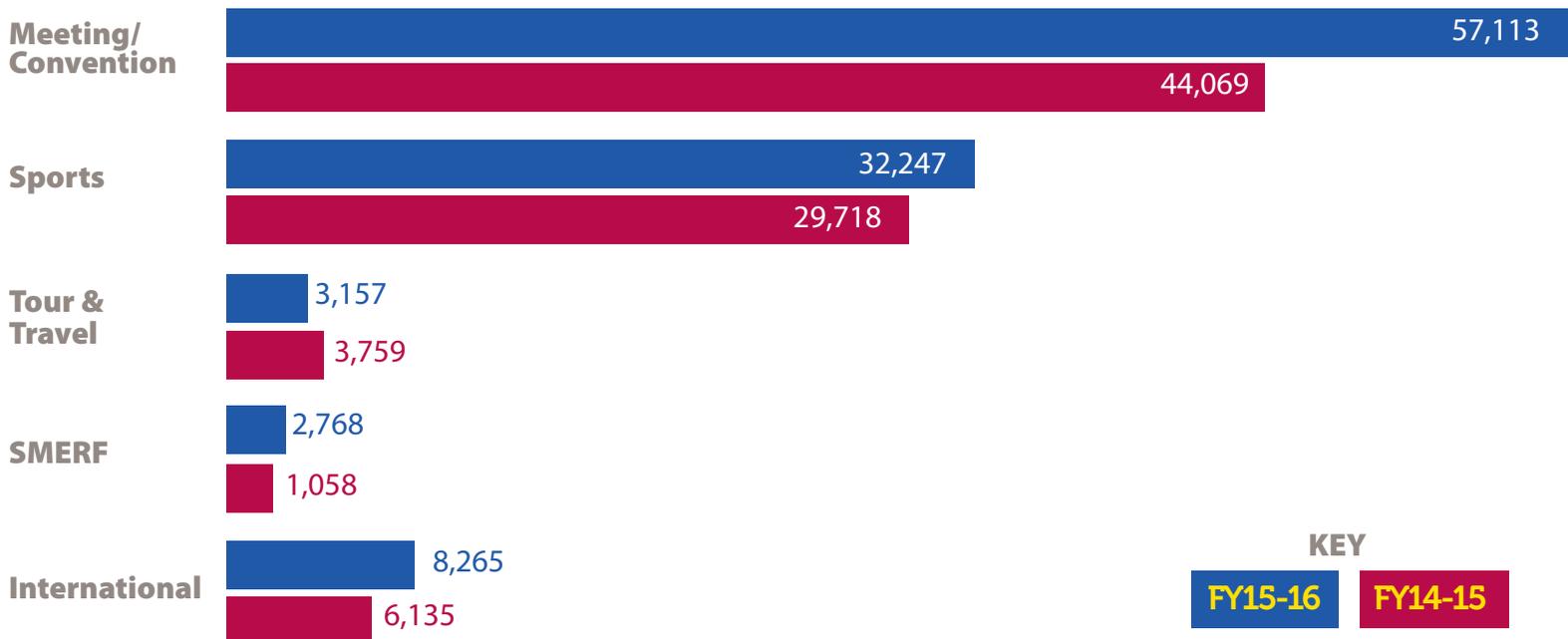
SALES ACHIEVEMENTS

The sales team exceeded sales goals for room nights booked!

Booked 103,550 room nights (22% increase over FY 14-15)



Market Segments Year-Over-Year Comparison Room Nights



NEW INTERNATIONAL INITIATIVES

HHRVB contracted with Greg Evans Consultancy to represent the Hershey Harrisburg Region to the UK and Ireland market through consumer shows, tour operator direct sales and public relations efforts.

HHRVB launched co-op marketing programs with key top producing international receptive operators to include tour guide training, online and print co-op advertising, social media promotion and marketing support.

Our destination received a wide range of positive earned media coverage this year from print and online publications, including the ever-expanding blogosphere of family and travel sites. The following results reflect a portion of overall domestic and international coverage for the Hershey Harrisburg Region.

EARNED MEDIA VALUE: \$1.1 MILLION

Press Releases
Pitches Issued:

36

Press
Conferences:

4

Editorials/
Advertorials

4

Media FAMs
Hosted:

14

Articles on
Destination:

153

Publications
Represented
on FAMs:

26

Circulation:

80
million

Media Tradeshows
Attended:

3

Impressions:

240
million

Media Meetings/
Pitches:

105

Accolades

2016

Best Places to Live

Harrisburg, PA (#25 of 100)
U.S. News & World Report

Best Summer Beers For Men

Zeroday Brewing Company:
Mango Hab(anero) Pale Ale
Men's Health

Pastry Chef of the Year

Chef Cher Harris, *Hershey® Resorts*
American Culinary Federation

Top 12 Hotel Spas in Northeast U.S.

The Spa At The Hotel Hershey®
The Huffington Post

15 Best Amusement Parks in the World

Hersheypark®
Fodor's Travel

Most Unique Foodie Experience in PA

Hershey's Chocolate World Attraction
Food Tripping by Huffington Post & Zagat

Top Beer Venues in the World

Tröegs Brewery (#11)
UnTappd

Top 9 Indoor Sports Facilities in U.S.

Spooky Nook
SPG Sports Planning Guide

2015

10 Best Restaurant Towns In PA

Hershey (#5) & Harrisburg (#6)
OnlyInYourState.com

Best Beer Hubs for Brewery-Bound Travelers

Hershey, PA (#12)
BeerAliens.com

10 Best Food Factory Tours

Hershey's Chocolate World Attraction (#4)
10Best USA TODAY's Readers' Choice Award

Best Amusement Parks for Families

Hersheypark® (#4 of 10)
Family Vacation Critic (TripAdvisor's
Family Travel Site)

Dauphin County Room Tax

Increase in Total 5% Tax Collected

6.03%

STR Report Statistics

Total Revenue
Collected

4.8%

Demand up

1.6%

Occupancy

62.2%

60.9%

2.1%

ADR

\$125.05

\$121.26

3.1%

RevPAR

\$77.78

\$73.83

5.3%

KEY

FY15-16

FY14-15

PARTNER PROGRAMS

Increase of Revenue



Partnership Events



Monthly partner events were featured at new or unique locations and provided a forum for collaboration and education between our partners.

Cooperative Marketing Opportunities

Partners are offered the opportunity to be present at tradeshows throughout the year. Partners can attend these various events with the HHRVB sales team. The Pennsylvania Farm Show provided the chance to volunteer with our team - offered exclusively to partners. The HHRVB information booth provided partners a popular spot to distribute their own marketing materials.

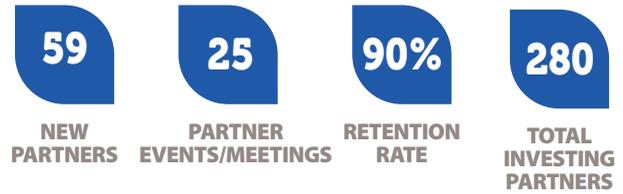


Co-Op Billboard Advertising

The Billboard Marketing Co-Op Program provides financial assistance, marketing expertise and coordination of local billboard advertising to reach a local audience. HHRVB pays 50% of the cost for eligible partners. Since the program's inception in 2015, **four** partner businesses took advantage of this program.



Partner Stats



Monthly Events

- Annual Partnership Meeting
- Partner in Tourism Platinum Awards
- Travel Package Learn Over Lunch
- "Ask the Expert" Partner Workshop
- Sales on the Road (Fall & Spring) attraction FAM tour for Partners and staff
- Business Plan Sneak Peek

Marketing Assistance Program

Launched in October of 2015, The Marketing Assistance Program provides eligible businesses an **up-to-50% match** for applicable sales, marketing and promotional efforts. In the first year, **seven** partners took advantage of this new program which helped bolster the marketing efforts of the region.



Website Advertising

This new and exciting program gives Partners the opportunity to go "beyond the listing" and reach potential customers by appearing in prime, high traffic spaces located on VisitHersheyHarrisburg.org. The advertising placements in the program offer options for small, medium and large businesses at an investment level that fits any budget and marketing goal.



Meet the Team

Mary Smith
President & CEO

Sue Kunisky
Vice President of Operations

Audrey Bialas
Director of Sales

Penny Brady
Meetings & Conventions Sales Manager

Jason Brown
Director of Marketing & Communications

Gregg Cook
Hershey Harrisburg Sports and Events Authority
Executive Director

Rick Dunlap
Director of Public Relations

Kaytlyn Hunt
Content Marketing Manager

Justin Martsolf
Director of Partnership

Kim McKelvy
Visitor & Partnership Services Manager

Heather Mowers
Digital Marketing & Technology Manager

Allison Rohrbaugh
Hershey Harrisburg Sports and Events Authority
Marketing & Communications Manager

Amy Shultz
Marketing Project Manager

Sandy Wenner
Group Tour Sales Manager

Board of Directors

David Black, Chairman
Harrisburg Regional Chamber & CREDC

Randy Whitaker, Vice Chair
Harrisburg Senators Baseball

George Connor, Treasurer
Dauphin County Department of Economic & Community Development

Betsy Hamm, Secretary
Hershey Entertainment & Resorts Company

Todd Kohr, Immediate Past Chair
Hershey's Chocolate World Attraction

Peter J. Chiccarine, CHA
Best Western Premier, the Central Hotel

Clinton M. Cullison
Greenlee Partners, LLC

Devan Drabik
City of Harrisburg

Phil Guarno
Fenicci's of Hershey Restaurant

Barry Kidd
Fairfield Inn & Suites-Harrisburg/Hershey

Lisa Stokes
BRP Entertainment

Michael Wilson
The Vineyard & Brewery at Hershey

HHRVB actively participates with these associations and organizations

- Amateur Athletic Union (AAU)
- American Bus Association (ABA)
- American Society of Association Executives (ASAE)
- Association of Meeting Professionals (AMPs)
- Destination Marketing Association International (DMAI)
- Greater New Jersey Motorcoach Association (GNJMA)
- Hospitality Sales and Marketing Association International (HSMIAI)
- International Association Exhibition Executives (IAEE)
- Maryland Motorcoach Association (MMA)
- Meeting Professionals International (MPI)
- Mid-Atlantic Travel PR Alliance (MATPRA)
- National Association of Sports Commissions (NASC)
- National Collegiate Athletic Association (NCAA)
- National Tour Association (NTA)
- North Carolina Motorcoach Association (NCMA)
- Ontario Motor Coach Association (OMCA)
- PA Restaurant and Lodging Association (PRLA)
- Pennsylvania Bus Association (PBA)
- Pennsylvania Society of Association Executives (PASAE)
- PA Sports (Statewide Sport Marketing Alliance)
- Philadelphia Area Meeting Professionals International (PAMPI)
- Professional Convention Management Association (PCMA)
- Professional Services Marketing Association (PSMA)
- Public Relations Society of America (PRSA)
- Religious Conference Management Association (RCMA)
- Reunion Friendly Network (RFN)
- Travel Events and Management in Sports (TEAMS)
- Student & Youth Travel Association (SYTA)
- U.S. Travel Association (USTA)
- Virginia Motorcoach Association (VMA)
- Your Military Reunion Connection (YMRC)



Hershey Harrisburg Regional Visitors Bureau
3211 N. Front Street Suite 301A
717.231.7788
www.VisitHersheyHarrisburg.org

Note: The photos featured throughout this report were a direct result of a FY15-16 initiative to collect fresh new assets to promote the Hershey Harrisburg Region.