



## News Release

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# Hershey Harrisburg Regional Visitors Bureau changes name to “Visit Hershey & Harrisburg”

New Name Caps Bureau's Ongoing Alignment of DMO & Destination Branding.

**HARRISBURG, PA** (August 10, 2017) — Tourism officials representing Dauphin County today announced the Destination Marketing Organization (DMO) doing business as The Hershey Harrisburg Regional Visitors Bureau (HHRVB) for the past 12 years has changed the organization’s name to "Visit Hershey & Harrisburg."

“Changing the name of the organization responsible for marketing a destination to more closely align with the destination’s branding is not uncommon in the DMO world,” said Mary Smith, President & CEO for Visit Hershey & Harrisburg. “It’s one of the easiest ways for our organization to associate itself with the destination we represent in the minds of our community, our customers, and our clientele.”

There has been a clear trend in the tourism industry for more than a decade of DMOs renaming their organization, using a variety of descriptive action-oriented terms that serve to clarify their function or more clearly communicate their mission to clients and consumers, according to the article "[What DMOs Are Doing to Stand Out](#)" which appeared in an tourism industry publication in 2013. The article credits The Greater Pittsburgh CVB with being one of the first to adopt this practice in 2006 when it changed to "VisitPittsburgh" to appear less bureaucratic and dispel the impression it was a government agency that operated the convention center.

“This official name change for Visit Hershey & Harrisburg is just the capstone to an ongoing branding alignment for the bureau,” said Smith. “We have been using ‘Visit Hershey & Harrisburg’ in our destination sales, marketing, and public relations efforts for more than six years.”

While the name change became effective immediately upon today’s public announcement, the full transition is expected to take some time as the organization continues to phase out the use of existing office supplies and promotional materials currently displaying the old name.

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## MEDIA INTERVIEWS

Mary Smith, President & CEO of Visit Hershey & Harrisburg is available for media interviews regarding the contents of this news release. Please try to make interview requests at least 12-hours in advance. The bureau will make every effort to accommodate all interview requests. Contact [Rick@HersheyHarrisburg.org](mailto:Rick@HersheyHarrisburg.org) or cell 717.884.3328.

## ABOUT VISIT HERSHEY HARRISBURG

Visit Hershey & Harrisburg is the official non-profit partnership-based Destination Marketing Organization (DMO) leading economic growth for Pennsylvania’s Hershey & Harrisburg Region through destination marketing and tourism development. The organization, accredited by Destination Marketing Association International ([DMAI](#)) since 2010, is committed to actively marketing the tourism assets in Dauphin County to business and leisure travelers both domestic & international. The bureau also leads regional sales efforts to attract meeting & event organizers, sporting event producers, and group tour leaders. For more information go to [VisitHersheyHarrisburg.org](http://VisitHersheyHarrisburg.org) or call 877-727-8573.