



Visit HERSHEY & HARRISBURG



STORY IDEAS – FALL 2017





You're looking for colorful fall stories, and we've got them!

Pennsylvania's Hershey & Harrisburg Region is a dynamic destination loved by all generations for its Sweet Family Fun, but we're not just all about sweets & treats. We're about history, art, handcrafted wines & local beers. We are a destination with remarkable stories, and we can't wait to share them with you!

Hersheypark® 2017 – Hershey Triple Tower

The 121-acre amusement park celebrated its 110th season in 2017 with its newest ride addition: Hershey Triple Tower. This is the first choose-your-thrill triple tower in the U.S. with the Hershey's Tower offering the highest drop at 189ft, Reese's Tower at 131ft, and Hershey's Kisses Tower at 80ft. The park has also welcomed Chick-fil-A® within the park serving breakfast, lunch & dinner Monday-Saturday/Closed Sundays. (Pictured Right)



MeltSpa by Hershey

Hershey Entertainment & Resorts (HE&R) officially opened the new [MeltSpa by Hershey](http://www.MeltSPA.com) in Downtown Hershey on September 7, 2017. The day spa services, provided by The Spa At The Hotel Hershey, encompass a variety of unique experiences such as the exclusive Hershey's Signature Dark Chocolate Treatments for Hands & Feet, Sugar Scrubs, and Body Wraps. Additional signature treatments and services include Hershey's Cocoa Massage and additional massage offerings, Hershey's Cocoa Facial and additional facial offerings, Body treatments, Manicures, Pedicures, Hair Styling, Makeup, Waxing, and more. See more about this new experience at www.MeltSPA.com.

Hersheypark® 2018 – 2 New Rides for The Boardwalk Water Park

On August 8, 2017, Hersheypark announced two new family thrill attractions coming in 2018 to The Boardwalk at Hersheypark. The new attractions will be the biggest addition to The Boardwalk At Hersheypark water park since it opened for the Park's centennial season in 2007. The area features six water slides, a lazy river, wave pool and more than 600 interactive water features. These new attractions join more than 70 rides available for guests during the 2018 season at Hersheypark as part of a 3-parks-in-one Hersheypark admission that includes ZooAmerica North American Wildlife Park and The Boardwalk At Hersheypark water park.

Breakers Edge Water Coaster will be the park's 14th Coaster and will be the world's first HydroMAGNETIC water coaster with flying saucer turns to smoothly rocket riders through splash-filled hills. The four-person inline raft gives families a bobsled ride feeling as gravity drops and smooth Linear Induction Motors (LIMs) power guests up and down hills and turns.



Whitecap Racer will be the world's longest mat racer and will take guests 70 feet high as they race to the finish in six side-by-side tunnels to the bottom. Each rider speeds through two tight 360-degree loops, while open racing lanes with low separator lanes allow racers to see and hear each other as they challenge each other using a slider timing system.



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The Milton & Catherine Hershey Conservatory at Hershey Gardens

This new addition to Hershey Gardens opened in late summer 2016 in honor of the conservatories built by Milton & Catherine Hershey in the early 1900's. The elegant 16,000-square-foot facility serves as the new formal entrance to Hershey Gardens and includes a year-round indoor Butterfly Atrium with hundreds of North American and tropical butterflies, Welcome Pavilion, and the Educational Horticultural Wing. The new year-round facility was named "New Attraction of the Year" for 2016 by the Hershey Harrisburg Visitors Bureau. (Pictured Right)



Fire & Grain Restaurant at Hershey Lodge

The new contemporary American restaurant Fire & Grain opened at the Hershey Lodge in May 2017, replacing Lebbie Lebkicher's located off the main lobby in the Lodge. This open-kitchen setting features a full menu of innovative & remastered comfort foods from breakfast classics and baked pastas, to local meats & cheeses and flat breads. Large tables with small plates & a variety of appetizers present the perfect setting for groups & families to share a bit, along with a bar that serves an assortment of craft beers, wine & cocktails.

State Museum of Pennsylvania – Mammal Hall Makeover

In 2017, The State Museum of Pennsylvania completed a long-overdue makeover to the residents of its most popular exhibit space, Mammal Hall. The renovations and refurbishing of the large dioramas featuring rare species of native animals to Pennsylvania took over a year to complete at a cost of \$680,000. Prior to this major overhaul, the permanent exhibit had not been refurbished since the museum originally opened in 1968. The most popular exhibits in the hall are two wolves fighting over a fresh meal and the brawny bison standing amid a snow-covered field. (Pictured Right)



Lost Pint Tours

This new touring experience goes well-beyond the standard pick-up/drop-off services you may have encountered elsewhere with an educational experience that allows you to get-to-know the area and learn about history, beer, wine, whiskey and mead. The mobile classroom tour is conducted by a college educator in a manner reminiscent of the college classroom experience that encourages inclusive discourse that is engaging & fun.

South Mountain Carriage Rides on City Island

The newest addition to Harrisburg's 63-acre City Island Entertainment Complex is the elegant horse-drawn carriage rides provided by the South Mountain Carriage Company crew that takes riders around the island or along Harrisburg's Riverfront Park.

The Tattered Flag Brewery & Still Works

Opened in late 2016 as the region's first co-branded and co-located Craft Brewery & Craft Distillery. The new venture is owned & operated by a Navy veteran, Pat Devlin and his three high school friends who always dreamed of opening a brewery together. In their effort to make a dream come true, they also helped to revitalize a major cornerstone structure in Middletown, a quaint village located within the Hershey Harrisburg Region. In 2016, the Tattered Flag & Still Works was named "New Business of the Year" by the Hershey & Harrisburg Visitors Bureau.

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Troegs Independent Brewing

Back in 2010, brothers Chris & John Trogner were sketching a vision for their new brewery on the back of a napkin. In 2011, that vision became the 90,000 sq-ft Tröegs Brewery in Hershey with a 5,000 sq-ft Tasting Room, open brewhouse, and General Store.

The Splinter Cellar

The brothers' napkin also included an important yet unrealized vision – The Splinter Cellar, a space dedicated to wood-aging, a sanctuary for strong ageable ales, a home for wild yeast & bacteria, and a wide-open canvas for creative cellaring, where a new series of PA wild ales would be brewed with fruit & microflora from their own backyard.

(Pictured Right)

"Art of Tröegs Gallery" is now displaying the latest winners of this long-standing annual fan-art competition honoring the beloved beer brand. Visitors to the brewery can visit the permanent gallery highlighting the top submissions from that year's contest, including the painting entitled "Renaissance of Beer" by folk artist and craft beer lover Marni Manning from Reston, VA which took top honors for 2017. (Miniature Chopper & Beer Wagon made from Troegs bottle caps pictured right.)



The Millworks Restaurant + Brewery + Artist Studios

This innovative multifunctional concept envision by local developer Joshua Kesler continues to evolve and grow within Harrisburg's Midtown cultural district neighborhood. The combination of locally sourced restaurant, live entertainment venue, and artist studios, which originally opened in 2015, has added an in-house micro-brewery and the city's largest rooftop biergarten that provides up to 165 guests with unobstructed views of the surroundings. (The Millworks & Rooftop Biergarten pictured right)



Greystone Public House Restaurant

An 18th century two-story field stone structure built by one of Harrisburg's earliest settlers, a German immigrant named Godfrey Fritchey, is now home to the Greystone Public House, one of Harrisburg's newest dining establishments. Since opening in July 2016, the restaurant offers a sophisticated yet approachable menu with modern twists on seasonal ingredients. The new owners did extensive restorations which preserved many of the historic aspects of the home including writings by the 13 Fritchey children uncovered deep in the bedroom walls and a copy of the original liquor license obtained by Godfrey in 1805 to operate a tavern onsite.

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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 or call 717.884.3328.

ABOUT VISIT HERSHEY & HARRISBURG

Visit Hershey & Harrisburg is the official non-profit partnership-based Destination Marketing Organization (DMO) leading economic growth through destination sales, consumer marketing, public relations, and tourism development in Dauphin County, Pennsylvania. The organization, accredited by Destination Marketing Association International (DMAI) since 2010, is committed to actively marketing the tourism assets in the Hershey & Harrisburg Region 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 info go to VisitHersheyHarrisburg.org or call 877-727-8573.