



Visit HERSHEY & HARRISBURG



MEDIA TOUR SERIES 2017-2018





You're looking for stories, and we're inviting you to come & get'em!

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. Come and see for yourself on an official Media Tour with us!



THEMED MEDIA TOUR SERIES 2017-2018

This new tour series delivers our region's top experiences and explores the most often-overlooked opportunities for visitors. We invite you to review our menu of media tours in our Media Lounge Online Resource Center at VisitHersheyHarrisburg.org/MEDIA and plan your visit in the coming year. We look forward to hosting you!



We look forward to working with you!

**HERSHEY &
HARRISBURG**

Themed Media Tour Series 2017 & 2018

**HERSHEY: *Been There, Haven't Done That***

This is an itinerary for those travel writers who want to explore our region beyond the usual suspects like Hersheypark® and Hershey's® Chocolate World® Attraction. Tour the region's attractions & unique experiences often overlooked: Hershey Story Museum, Hershey Theatre & Great Building Program History, Troegs Independent Brewery, Adventure Sports Complex, Tanger Outlets, Wineries, Hershey Historical Society, ZooAmerica After-Hours, Antique Auto Museum, Hershey Conservatory & Tropical Butterfly House at Hershey Gardens, Indian Echo Cavern, Hollywood Casino at Penn National Race Course, Cocoa Kayaks, and more.

**HARRISBURG: *Culture Vulture***

This itinerary spotlights the arts & culture scene for Harrisburg: PA Capitol Complex, Cathedral of St. Patrick, State Museum of Pennsylvania, Harrisburg Midtown Cultural District, Susquehanna Art Museum, Midtown Scholar Bookstore, Millworks Art Studios + Restaurant + Brewery, PA National Fire Museum, John Harris Mansion, Harrisburg Art Association, Pride of the Susquehanna Riverboat, City Island Entertainment Complex, Whitaker Center for Science & the Arts, local theatres and breweries/wineries + dining.

**ACTIVE & OUTDOORS: *Soft Adventure***

This tour highlights the many ways our region speaks to the outdoor enthusiasts, the explorers, and the soft adventurers looking for an active outlet that connects with nature: fun float on Swatara Creek with Cocoa Kayaks, eco-tour on the Susquehanna River by kayak, hike the Appalachian Trail to Hawk Rock scenic overlook, bike 20-miles of the Capital Greenbelt Rail Trail, Vertical Trek & Zip Line Courses at Roundtop Mountain Resort, race go-carts at Autobahn, Segway off-road at Hotel Hershey, harvest at Strites Orchard, safari tour at Lake Tobias Wildlife Park, Hershey Gardens & Butterfly Atrium, Ned Smith Center for Nature & Art, Indian Echo Caverns, Spooky Nook Climbing Experience, and more.

**LOVE the LOCAL: *Homemade & Handcrafted***

This tour introduces you to the people & products that make their home in our region as we tour, taste, and possibly take home many of the unique products from our area: Top15 Spots for locally handcrafted wines, micro-brews & ciders, and distilled spirits, plus... chocolate & candy (of course!), ice cream, farm fresh produce, local art & more.

**GROWN-UP GETAWAY: *Inner-Child Care***

This tour is ideal for those self-proclaimed D.I.N.K.S (*Double-Income No Kids*) who are looking for the unexpected experience for adults-only in a region that is so well known for being a family-friendly destination. Unleash your inner-child, regardless of your age, as you tour & taste at Troegs Independent Brewery and other local micro-breweries, wineries, and distilleries, plus... visits to the PA National Civil War Museum, PA Capitol Complex, Antique Auto Museum, Harrisburg Midtown District, Hershey Gardens + Tropical Butterfly House. Optional activities include biking the Capital Greenbelt, kayaking, off-road Segway tour, go-cart racing, ziplines, and Hollywood Casino at Penn National Race Course.

**HERSHEY RESORT PROPERTIES: *Sweet Escape!****

This tour, offered by Hershey Entertainment & Resorts (HE&R), is perfect for media looking to explore the resort's many attractions and chocolate-inspired experiences including: The Hotel Hershey, Hershey Lodge, Hershey's® Chocolate World®, Hersheypark®, The SPA At The Hotel Hershey, The Hershey Story Museum, and chocolate-inspired dining and spirits. ***The *Sweet Escape!* Media Tour is coordinated directly by the HE&R Company. All requests for this tour option will be reviewed by HE&R and you will be contacted directly by HE&R if your request is approved.**

**WINE QUEST WEEKENDS: *Tanksgiving Tour***

This itinerary gives media options for touring & partaking at the Top15 spots located throughout the Hershey & Harrisburg Wine & Craft Beer Country to determine which family-owned and operated winery is your favorite... or if you possess a palate more suited to micro-breweries or local spirits.

**FUN for FALL: *Awesome Autumn***

Tour is family-friendly spots for fall fun including Places to Honor Veterans (Army Heritage Center, Indian Town Gap, National Civil War Museum), Haunted Places, Harvest Heaven (Strites Orchard, Broad Street Market), Top Places to Turn Back Time (Antique Auto Museum, PA National Fire Museum, Simon-Cameron Mansion), Halloween in Hershey with Hershey Gardens Pumpkin Glow, Hersheypark in the Dark, and more.

**Complete Media Tour Itineraries Available in our Online Media Resource Center at
www.VisitHersheyHarrisburg.org/MEDIA**