

Sports Business Journal Ranks PA's Hershey & Harrisburg Region in Nation's Top10 Minor League Sports Markets

HARRISBURG, PA (Oct. 4, 2017) — Sports Business Journal ranked Pennsylvania's Hershey & Harrisburg Region ([HHR](#)) as the nation's seventh (#7) best minor league market in the nation for 2017.



[See Complete List of TOP10 & TOP25 Minor League Markets 2017](#)

The Hershey & Harrisburg Region is the only market in Pennsylvania to make the 2017 list, and one of only two areas within the [U.S. Mid-Atlantic states](#) to crack the TOP10, according to the Hershey & Harrisburg Sports and Events Authority ([HHSE](#)).

"The local support for our sports teams is incredible, and the home teams often get a boost from visitors who are traveling from all over the Mid-Atlantic to experience the destination," said HHSE Executive Director Gregg Cook. "The Hershey Bears® have a storied past as winners of 11 Calder Cup Championships and they lead the American Hockey League (AHL) in attendance for more than a decade."



PHOTO: [GIANT Center\(sm\)](#) is home to Hershey Bears® Hockey, multiple PIAA state championships, U.S. Synchronized Skating Championships, concerts & events. The complex seats 10,500 for permanent seating & 12,500 with floor seating.

The region is also home to the Harrisburg Senators Baseball Club, AA affiliate of the Washington Nationals, that play at the uniquely-situated FNB Field which sits on the 63-acre City Island complex in the middle of the Susquehanna River (pictured).

Bryce Harper and Stephen Strasburg lead the extensive list of big-league names who have come up through the Harrisburg baseball club.



PHOTO: [FNB Field](#) located on City Island in Harrisburg is home to Harrisburg Senators Baseball & Harrisburg City Islanders Soccer. The unique sports & events venue seats 6,187.

The Harrisburg City Islanders command a strong following in the United Soccer League and the Harrisburg Heat indoor soccer team draw fans to their home turf at the New Holland Arena in the Pennsylvania Farm Show Complex & Expo Center.



PHOTO: [PA Farm Show Complex & Expo Center](#) in Harrisburg provides one-million-square-feet of event space under one roof with a 172,000 square-foot Expo Hall and 7,318 seat New Holland Area.

The ranking goes beyond the ice and the field of play to the world class attractions and amenities in the Hershey Harrisburg Region, according to Cook.

“The region is consistently recognized for being a prime destination for sports fans from near and far,” said Cook. “In addition to having loyal base of local sports fans, we are also extremely fortunate to have a wide variety of affordable venues easily accessible to the Mid-Atlantic Region.”

Those factors, according to Cook, plus Hershey’s world-class attractions and Harrisburg’s blend of history, culture, and nightlife all play a big part in the region being recognized as a top minor league sports market and a prime destination for youth sporting events and tournaments.

The Hershey & Harrisburg Region previously earned the top spot (#1) for Minor League Markets in U.S. from Sports Business Journal in 2009 & 2011.

[Read: Breaking down the Top 10](#)

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ABOUT THE HERSHEY HARRISBURG SPORTS & EVENTS AUTHORITY (HHSE)

The mission of HHSE is to promote sports tourism and events initiatives in the Hershey Harrisburg Region, to forge mutually beneficial partnerships with new and existing clients, support locally produced events to expand audiences, and drive economic development as it relates to sports and events tourism. HHSE is a division of Visit Hershey & Harrisburg. Visit Hershey & Harrisburg serves as the official non-profit partnership-based Destination Marketing Organization (DMO) for Dauphin and Perry Counties located in the Commonwealth of Pennsylvania.

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 & Perry 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.