

Visit
HERSHEY &
HARRISBURG

2016-17 FISCAL REPORT



MESSAGE FROM VISIT HERSHEY & HARRISBURG LEADERSHIP

We are happy to report a robust list of accomplishments throughout FY 2016-17 that were major contributors to our regional tourism industry recording another banner year.

In July 2016, the official debut of our Hershey Harrisburg Sports & Events Authority kicked off an exciting fiscal year that featured the following new endeavors and noteworthy initiatives for VHH:

- VHH secured record-level funding from the Dauphin County Tourism Grant Program.
- Sales conducted our first Meeting and Convention Planner Focus Group and set a VHH record with 101 site visits and client FAMs hosted in one year.
- Marketing invested in two dynamic tourism data tracking platforms, Arrivalist and ADARA, with the potential to revolutionize how we measure results and manage future paid advertising campaigns.
- Public Relations expanded our earned media efforts with a new series of themed experiential FAM tours and enhanced online tools, making it easier for media to secure images and request assistance.
- Partnership increased value-oriented opportunities for active Partners through our Marketing Assistance Program, monthly sales meetings, website advertising, and enhanced online resources.

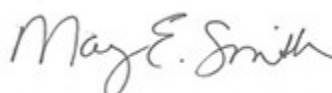
These investments of time, talent, and resources by VHH have resulted in the continued growth of our region's economy and consumer appeal as a premier travel destination. As reflected in the June fiscal year-end Smith Travel Report (STR), hotel occupancy averaged 63.3%, representing a 1.9% growth over the previous fiscal year. The Average Daily Rate (ADR) reflected a 3% growth ending at \$128.89.

As you review the positive results reflected within this annual report, we want to emphasize that the leadership of this organization and our dedicated team remain committed and highly motivated to expand our market share, fulfill our core mission, and support our valued Partners and local stakeholders throughout the region.

Warm regards,



David Black, Board Chair



Mary Smith, President & CEO



David Black, Board Chair



Mary Smith, President & CEO

Who We Are

Visit Hershey & Harrisburg is the official non-profit partnership-based Destination Marketing Organization serving Dauphin County and Perry County. Visit Hershey & Harrisburg is responsible for developing and executing comprehensive sales, marketing, and communication programs to compete for leisure, business, group, and sporting event travel market segments among leading and national destinations.

Mission Statement

The mission of Visit Hershey & Harrisburg is to generate economic growth and stability for Dauphin County 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.

Overall Organizational Goals

Create ideas, strategies, and goals to increase competitive market share to generate economic growth and stability for the Hershey Harrisburg Region.

Top Strategic Objectives/Goals

1. Increase sustainable funding for Visit Hershey & Harrisburg.
2. Expand marketing efforts to enhance the region's brand as a destination.
3. Strengthen and expand HHSE's Event and Sports initiatives.
4. Enhance sales activities to generate additional sales volume.
5. Engage in destination infrastructure and product development strategy.
6. Establish awareness of tourism as an economic driver.

Operating Financials – FY 2016-17

Revenue

Hotel Room Tax	\$2,351,642	63%
Grants	\$1,090,831	29%
Partnership/Co-op/Marketing	\$268,329	7%
Convention Services	\$35,820	1%
Miscellaneous	\$5,524	
Total Support & Revenue	\$3,752,146	

Expenses

Marketing & Communications	\$1,491,487	40%
Sales/Event Services & Partnership	\$733,139	20%
Management & Operations	\$577,014	15%
Sports and Events Authority	\$474,000	12.5%
Community Relations	\$478,444	12.5%
Total Expenses	\$3,754,084	

Tourism Marketing Matters

Leading economic growth for this region through destination marketing and tourism development.

1.92 Million	Number hotel room nights sold annually
5.76 Million	Number of overnight guests annually
10 Million	Number of visitors annually
20:1 Visitors	Ratio of overnight visitors to residents annually

Tourism Works

\$1.08 Billion	Income
\$255 Million	State & Local Taxes Generated
\$268 Million	Federal Taxes Generated
27,328	Jobs Supported

Visitor Spending: \$2.38 Billion

Spending by Category

\$612 Million	Transportation
\$566 Million	Recreation
\$460 Million	Food & Beverage
\$378 Million	Lodging
\$368 Million	Retail

Source: 2015 Economic Impact of Tourism in Pennsylvania Report

Domestic Spending Trends by Trip Type

Estimated spending per person per day

\$535	Overnight Business Traveler
\$290	Overnight Leisure Traveler
\$128	Day-Trip Leisure Traveler

Marketing

VHH executed three major campaigns in FY 2016-17. Additionally, we implemented a continuity campaign to promote the Hershey Harrisburg Region during off-peak seasons. This strategy ensured that our message was present in our target markets throughout the year.

ADVERTISING

Campaigns

Fall	September 19 - October 29
Holiday	December 1 - December 31
Off-Peak	March 19 - April 14
Spring	April 17 - June 25

Impressions Delivered

Fall	13,521,074
Holiday	6,252,747
Off-Peak	4,234,993
Spring	119,056,326

Primary Markets

New York	Washington D.C.
Philadelphia	Wilkes-Barre/Scranton
Pittsburgh	Johnstown/Altoona
Baltimore	Boston

CONSUMER EMAILS

List Size	13,959
Sends	12
Open Rate	25.42%
Click-through Rate*	16.63%

WEBSITE - VisitHersheyHarrisburg.org

Sessions	528,604
Users	426,666
Time on Site	1:57
Pages Per Session	2.3

Top 5 Markets

Country- Canada, India, United Kingdom, Germany, Brazil

Region- HLLY, Philadelphia, New York, Washington D.C., and Pittsburgh DMA's

DIGITAL MARKETING

Website Clicks	63,717
Reach/Impressions	4,234,993

CONTENT DEVELOPMENT

Photo/Video Shoots	68
New Videos Produced	33

SOCIAL MEDIA

Facebook

Followers	27,137
Posts	137
Video Views	14,783

You Tube

New Uploaded Videos	52
Video Views	466,501

Instagram

Followers	2,510
Posts	70
Engagements	3,205

Blog

Posts	45
Page Views	34,050

Sales

M&C, Group, International Markets

Total Room Nights Booked	61,448
Room Nights Booked - M&C	37,680
Room Nights Booked - International	15,882
Room Nights Booked - Group	7,886
Leads Distributed	502
Room Night Leads Distributed	99,126
Trade Shows Attended	41
Site Visits/FAM Tours Hosted	101
Client Events/Sales Missions Attended	27

Sports & Events Authority

Total Room Nights Booked	57,881
Room Nights Leads Generated	83,940
Trade Shows Attended	7
Site Visits Hosted	7

Top 20 Events

Visitors	370,000
Economic Impact	\$124,000,000

Public Relations

Releases & Pitches	43
FAM Tours	12
Media Hosted	16
Total Earned Media Placements	110
Total Impressions	184,000,000
Earned Media Value	\$972,000

Partnership

Total Investing Partners	290
New Investing Partners	50
Total Events Hosted	19
Total Event Attendance	890

Marketing Assistance Program

Applications	6
Partners supported	17
Financial commitment from VHH	\$34,000

Co-op Billboards

Boards produced	7
VHH Investment	\$24,973

VisitHersheyHarrisburg.org Website Advertising

Participating Partners	15
Total Impressions	4.8 Million
Click-through Rate	.64%

Visitor Services

Travel Guides Distributed	193,188
Visitor Telephone Calls	2,084
Welcome Bags Distributed	2,025

• Click-Through Rate based on Open Rate

Marketing

- Implemented continuity Marketing campaigns via Adobe Advertising platform.
- Attended three consumer travel shows: Washington D.C., Philadelphia, and Boston.
- Introduced four new DMA's: Pittsburgh, Boston, Wilkes-Barre/Scranton, and Johnstown/Altoona.

Sales

- Achieved annual goals across all market segments.
- Hosted Reunion Friendly Network annual convention and post-event FAM tours resulting in three immediate reunion bookings.
- Implemented monthly Partner sales workshops providing educational opportunities and industry insights.

Sports & Events Authority

- Developed a brand and marketing plan to position HHSE as the local authority to attract sports and events to the Hershey Harrisburg Region.
- Hired two industry professionals: Marketing and Communications Manager and Business Development Manager.
- Instrumental in Keystone Regional Volleyball Association (KRVA) expansion from three tournaments annually to four for the next three years.

Partnership

- Developed Partner testimonial video representing diverse sectors of tourism. Several proud Partners share their insights citing the value of Visit Hershey & Harrisburg partnership.
- Developed partnership sales video "Your Partnership Starts Here," highlighting the impact tourism has on the local economy and the ROI realized from partnership.
- Redesigned the Partner section of VisitHersheyHarrisburg.org to ensure easier access to important information and resources.

Public Relations

- Expanded earned media efforts with a new series of themed experiential FAM tours.
- Enhanced online tools, making it easier for media to secure images and request assistance.
- Implemented media outreach tactics, including monthly deskside visits.



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

Lisa Stokes, Secretary
BRP Entertainment

Todd Kohr, Immediate Past Chair
Hershey's Chocolate World

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

Brewer Lister
Hershey Entertainment & Resorts Company

Michael Wilson
The Vineyard & Brewery at Hershey

Top 10 Accolades

5 Coolest Breweries in U.S.

Tröegs Independent Brewing - Hershey
MR PORTER / MRPorter.com (UK) 2017

10 Best Car Shows

The Elegance at Hershey
10Best USA TODAY's Readers' Choice Award 2017

Top 100 Restaurants in the Country

The Millworks - Harrisburg OpenTable 2017

One of America's Ultimate Wine Regions 2017

South Central PA - Expedia.com 2017

Best Amusement Parks for Families

Hersheypark® - Family Vacation Critic
Family Travel Site for TripAdvisor.com 2017

Best Cities for Millennials to Live

Harrisburg - Growella.com 2017

100 Best Places to Live in the USA

Harrisburg (#34) - U.S. News & World Report 2017

13 Independent Bookstores Every

Booklover Should Visit in U.S.

The Midtown Scholar - Travel + Leisure Magazine 2017

Historic Hotels with Cutting-Edge Spas

The Spa At The Hotel Hershey®
The Wall Street Journal 2016

Best Casino in PA

Hollywood Casino at Penn National Race Course
PA Meetings + Events Magazine 2016

Associations & Organizations

VHH 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)
- Christian Meetings and Conventions Association (CMCA)
- Destinations International
- Greater New Jersey Motorcoach Association (GNJMA)
- Greater Philadelphia Professional Convention Management Association (GPPCMA)
- Hospitality Sales and Marketing Association International (HSMIAI)
- International Association Exhibition Executives (IAEE)
- Maryland Motorcoach Association (MMA)
- Meeting Professionals International (MPI)
- Meeting Professionals International Mid PA (MPIMP)
- Meeting Professionals International Pittsburgh (MPIPittsburgh)
- Meeting Professionals International Potomac (MPIPotomac)
- Mid-Atlantic Travel PR Alliance (MATPRA)
- Military Reunion Network (MRN)
- National Association of Consumer Shows (NACS)
- 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 Legal Administrators Association (PLAA)
- 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)
- 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)



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