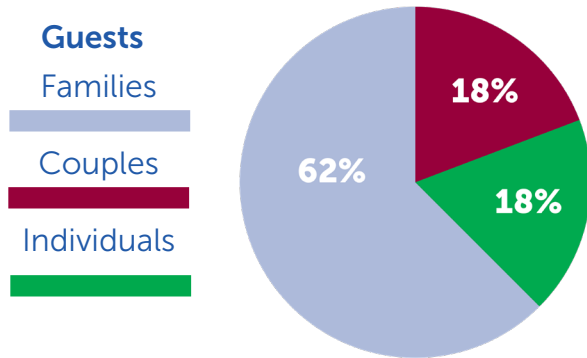


MARKETING

ADVERTISING

The Adara summer traveler information below is based on bookings from people who viewed our early summer campaign. New York, Philadelphia, and Washington D.C. were the top three markets and accounted for 60.2% of bookings. The guest trip planning window from exposure of our campaign to arrival in market was 32 days.



LATE SUMMER CAMPAIGNS

In August and September, Visit Hershey & Harrisburg ran two digital video campaigns. One campaign featured attractions with rides and the other campaign focused on outdoor adventure.

MARKETS

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

WEBSITE

SESSIONS | **225,502**

USERS | **182,767**

TIME ON SITE | **1:31**

PAGES PER SESSION | **1.96**

TOP FIVE MARKETS

COUNTRY	REGION
Canada	HLLY
India	Philadelphia
United Kingdom	Washington D.C.
Brazil	New York
Russia	Wilkes-Barre/Scranton

RESULTS

VIDEO VIEWS | **7,554,181**

CLICKS | **20,967**

CLICK-THROUGH RATE | **.27%**

FALL CAMPAIGN (September 18-30)*

IMPRESSIONS | **10.8 Million**

CLICKS | **14,376**

CLICK-THROUGH RATE | **.13%**

*Full campaign ran through October 27.

CONSUMER EMAILS

LIST SIZE | **14,536**

OPEN RATE | **25.90%**

CONTENT DEVELOPMENT

PHOTOS ADDED | **198**

NEW VIDEOS PRODUCED | **7**

SOCIAL MEDIA

f **FACEBOOK**
FOLLOWERS | **26,121**

POSTS | **31**

b **BLOG**
POSTS | **9**

PAGE VIEWS | **5,217**

YouTube **VIDEO**
VIDEO VIEWS | **189,604**

Instagram **INSTAGRAM**
POSTS | **29**
ENGAGEMENTS | **953**
FOLLOWERS | **2,573**

SALES

M&C, GROUP, INTERNATIONAL MARKETS

TOTAL ROOM NIGHTS BOOKED | **9,162**

ROOM NIGHT LEADS DISTRIBUTED | **43,726**

TRADE SHOWS ATTENDED | **8**

SITE VISITS/FAM TOURS HOSTED | **23**

TOP PRODUCING MARKET SEGMENT
(ROOM NIGHTS BOOKED) | **Meetings & Conventions**

VISA VUE* QUARTERLY INTERNATIONAL
CUSTOMER SPENDING | **\$1,925,528**
*Consumer international spending on Visa credit card

PUBLIC RELATIONS

RELEASES & PITCHES | **32**

MEDIA HOSTED | **8**

TOTAL EARNED MEDIA PLACEMENTS | **13**

TOTAL CIRCULATION | **453,500**

EARNED MEDIA VALUE | **\$62,000**

HERSHEY HARRISBURG SPORTS & EVENTS AUTHORITY

SALES ACTIVITY

TOTAL ROOM NIGHTS BOOKED | **2,832**

ROOM NIGHTS LEADS DISTRIBUTED | **10,293**

TRADE SHOWS ATTENDED | **2**

SITE VISITS | **2**

UNDER CONSIDERATION

EVENTS | **13**

ECONOMIC IMPACT | **\$5.8 Million**

HIGHLIGHTS

- Conducted four sales missions
- Co-hosted 65 meeting planners at the Connect Reception
- Hosted seven meeting planners for second focus group meeting of the year

PARTNERSHIP

NEW PARTNERS | **14**

WEBSITE AD REVENUE | **\$1,949**

TOTAL EVENTS HOSTED | **3**

TOTAL EVENT ATTENDANCE | **94**

VISITOR SERVICES

TRAVEL GUIDES DISTRIBUTED | **16,469**

VISITOR TELEPHONE CALLS | **579**

WELCOME BAGS DISTRIBUTED | **2,195**

HAPPENINGS

- Acquired Big 26 trademark and moving forward with running the event in 2018.
- Named 7th best minor league sports market in USA by Sports Business Journal. Highest ranked destination in PA and the Northeast/Mid-Atlantic.
- Attended and sponsored CONNECT Sports Marketplace. Conducted 30 appointments with sports events planners/rights holders.