

MARKETING

ADVERTISING

Our "We Do Fall Better" theme was well received by consumers last year, thus we built on the theme with additional video spots. The campaign ran from September 18 to October 27, and was 100% digital with video and display. We served 32 Million impressions (including video views) in our core markets and received 34,500 clicks. The video ads significantly outperformed the display ads with regards to click-through rate.

WEBSITE

SESSIONS | **135,812**

USERS | **113,730**

TIME ON SITE | **1:34**

PAGES PER SESSION | **2.05**

TOP FIVE MARKETS

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

CONSUMER EMAILS

LIST SIZE | **17,016**

OPEN RATE | **26.33%**

VISITOR SERVICES

TRAVEL GUIDES DISTRIBUTED | **21,916**

VISITOR TELEPHONE CALLS | **643**

WELCOME BAGS DISTRIBUTED | **210**

CONTENT DEVELOPMENT

PHOTOS ADDED | **302**

NEW VIDEOS PRODUCED | **6**

ENGAGEMENT & SOCIAL METRICS

FACEBOOK

FOLLOWERS | **26,310**

POSTS | **45**

BLOG

POSTS | **13**

PAGE VIEWS | **5,400**

INSTAGRAM

POSTS | **42**

ENGAGEMENTS | **1,655**

FOLLOWERS | **2,637**

VIDEO

VIDEO VIEWS | **4.23 Million***

*campaign running



QUARTERLY UPDATE

ISSUE DATE: JANUARY 2018 :: OCTOBER 1 - DECEMBER 31

SALES

M&C, GROUP, INTERNATIONAL MARKETS

TOTAL ROOM NIGHTS BOOKED | **16,851**
ROOM NIGHT LEADS DISTRIBUTED | **23,744**
TRADE SHOWS ATTENDED | **5**
SITE VISITS/FAM TOURS HOSTED | **19**
TOP PRODUCING MARKET SEGMENT
(ROOM NIGHTS BOOKED) | **International**

HIGHLIGHTS

- Conducted two sales missions
- Hosted 55 L&L International Tour Guides for training
- Co-hosted nationally recognized speaker Shawna Sukow for Industry updates seminar
- Named Best CVB 2017 by Meetings & Events

PUBLIC RELATIONS

RELEASES & PITCHES | **11**
MEDIA HOSTED | **7**
TOTAL EARNED MEDIA PLACEMENTS | **19**
TOTAL CIRCULATION | **13,620,952**
EARNED MEDIA VALUE | **\$278,700**

PARTNERSHIP

NEW PARTNERS | **13**
WEBSITE AD REVENUE | **\$1,634**
TOTAL EVENTS HOSTED | **5**
TOTAL EVENT ATTENDANCE | **256**

HERSHEY HARRISBURG SPORTS & EVENTS AUTHORITY

SALES ACTIVITY

TOTAL ROOM NIGHTS BOOKED | **5,750**
ROOM NIGHT LEADS DISTRIBUTED | **13,035**
TRADE SHOWS ATTENDED | **3**
SITE VISITS | **4**

UNDER CONSIDERATION

EVENTS | **9**
ECONOMIC IMPACT | **\$7.63 Million**

HAPPENINGS

- Attended TEAMS, NASC 4S Symposium and IAEE conferences.
- Hosted Big 26[®] Press Conference at FNB Field attended by all three Dauphin County Commissioners.
- Spoke at Derry Township Board of Supervisors meeting regarding pool renovations at Hershey Rec Center.