

## MARKETING

### ADVERTISING

In the first quarter we ran several campaigns via Facebook, Adobe Advertising, and Google Adwords. In January we promoted the PA Farm Show event via Facebook and Instagram achieving **375,068 impressions and 1,146 clicks**. Our Craft Beer video campaign ran through the month of February and achieved **9,455,421 video views** and **33,046 website clicks**. Additionally, in mid-March we implemented Search Engine Marketing campaigns via Google Adwords which achieved **5,579 clicks**, a click-through rate of 1.73%, and an average cost per click of \$0.80.

### WEBSITE

SESSIONS | **126,002**

USERS | **105,904**

TIME ON SITE | **1:30**

PAGES PER SESSION | **1.97**

#### TOP FIVE MARKETS

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

### CONSUMER EMAILS

LIST SIZE | **17,061**

OPEN RATE | **25.93%**

### VISITOR SERVICES

TRAVEL GUIDES DISTRIBUTED | **74,040**

VISITOR TELEPHONE CALLS | **313**

WELCOME BAGS DISTRIBUTED | **500**

### CONTENT DEVELOPMENT

PHOTOS ADDED | **54**

NEW VIDEOS PRODUCED | **6**

### ENGAGEMENT & SOCIAL METRICS

#### FACEBOOK

FOLLOWERS | **27,973**

POSTS | **55**

#### BLOG

POSTS | **6**

PAGE VIEWS | **32,635**

#### INSTAGRAM

POSTS | **52**

ENGAGEMENTS | **2,051**

FOLLOWERS | **2,773**

#### VIDEO

TOTAL VIDEO VIEWS | **13,751,305\***

\*campaign running

## SALES

### M&C, GROUP, INTERNATIONAL MARKETS

TOTAL ROOM NIGHTS BOOKED | **24,226**

ROOM NIGHT LEADS DISTRIBUTED | **41,801**

TRADE SHOWS ATTENDED | **13**

SITE VISITS/FAM TOURS HOSTED | **12**

TOP PRODUCING MARKET SEGMENT  
(ROOM NIGHTS BOOKED) | **International**

### HIGHLIGHTS

- Hosted 36 partners for Group Sales Learn over Lunch
- Hosted first ever religious planner FAM Tour (5 companies attended)

## PUBLIC RELATIONS

RELEASES & PITCHES | **13**

MEDIA HOSTED | **2**

TOTAL EARNED MEDIA PLACEMENTS | **66**

TOTAL CIRCULATION | **10,301,110**

EARNED MEDIA VALUE | **\$78,891**

## PARTNERSHIP

NEW PARTNERS | **11**

WEBSITE AD REVENUE | **\$1,449**

TOTAL EVENTS HOSTED | **4**

TOTAL EVENT ATTENDANCE | **120**

## HERSHEY HARRISBURG SPORTS & EVENTS AUTHORITY

### SALES ACTIVITY

TOTAL ROOM NIGHTS BOOKED | **25,949**

ROOM NIGHT LEADS DISTRIBUTED | **15,736**

TRADE SHOWS ATTENDED | **0**

SITE VISITS | **8**

### UNDER CONSIDERATION

EVENTS | **15**

ECONOMIC IMPACT | **\$31.9 Million**

### HAPPENINGS

- Launched Big 26<sup>®</sup> website and registration portal.
- Met with Dauphin County ED and HE&R to discuss Caribbean Educational & Baseball Foundation (CEBF)
- Met with architects for Derry Township Rec Center renovation project (new pool facility).