



Tourism Economic Impact Report

2018 Stats for PA's Hershey & Harrisburg Region (Dauphin County)

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Source: Economic Impact of Travel in PA (2018) by Tourism Economics, An Oxford Economics Company

Visitor Spending by County in PA 2018 (Billions)

1. Philadelphia County.....\$6.66 Billion
2. Allegheny County (Pittsburgh)\$6.38
- 3. Dauphin County (Hershey & Harrisburg)\$2.48**
4. Monroe County (Pocono Mountains).....\$2.35
5. Lancaster County.....\$2.20

Spending in Dauphin County by Category (Millions)

1. Transportation..... \$615 Million
2. Recreation.....\$588
3. Food and Beverage.....\$495
4. Lodging.....\$411
5. Retail.....\$368

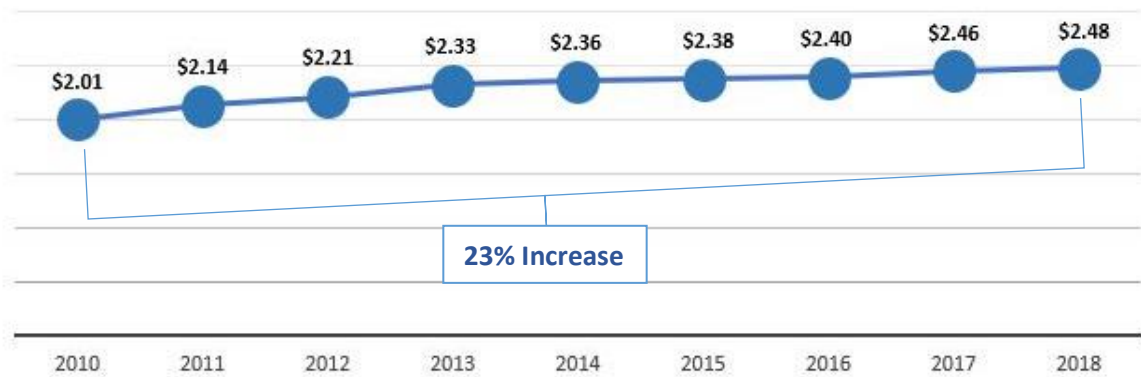
Employment Created by Tourism in Dauphin County

- Jobs.....19,382 (6% increase since 2008.)
 Income.....\$700 Million

Tax Revenue Generated by Tourism in Dauphin County

- State and Local.....\$154 Million
 Federal.....\$144 Million

Visitor Spending in Dauphin County - 8 Year Trend (Billions)



ABOUT VISIT HERSHEY & HARRISBURG

Visit Hershey & Harrisburg is the official non-profit partnership-based Destination Marketing Organization (DMO) leading economic growth in Dauphin County, PA through destination sales, consumer marketing, public relations, and tourism development. The organization, accredited by Destinations International since 2010, is committed to actively marketing the tourism assets in the Hershey & Harrisburg Region to business and leisure travelers both domestic and international. The bureau also leads regional sales efforts to attract meeting and event organizers, sporting event producers, and group tour leaders. Our online media resource center includes Story Ideas, Regional Round-Ups, FAM Tour Itineraries, Media Policies, and an Image Gallery with high-resolution photos easily downloaded by media. For more info: VisitHersheyHarrisburg.org or 877-727-8573.