



## The Economy of Tourism In Dauphin County

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

### \$80.8 BILLION

PA'S TOTAL ECONOMIC IMPACT

Tourism is a powerful economic driver for Pennsylvania and its 67 counties.

Dauphin County – home to the state’s beautiful capital city, iconic attractions in Hershey, and refreshing outdoor experiences - showed continued growth in all measured categories.

### Tourism in Dauphin County

### \$4.1 BILLION

TOTAL ECONOMIC IMPACT

**\$276.3 Million**  
STATE & LOCAL TAXES

**27,068**  
JOBS SUPPORTED

#### DOMESTIC SPENDING BY TRIP TYPE (PER DAY)

Day Trip → \$146

Overnight Traveler → \$421

### \$2.56 Billion

DIRECT VISITOR SPEND

Direct Visitor Spending in Dauphin County ranks in the Top 5 Destination Marketing regions in PA.

#### DIRECT SPENDING BY CATEGORY IN THE HERSHEY HARRISBURG REGION (MILLIONS)



RECREATION - \$674



TRANSPORTATION - \$629



FOOD & BEVERAGE - \$514



RETAIL - \$382



LODGING - \$362

