

## MARKETING

### ADVERTISING

Advertising for the first quarter included late summer campaigns for family and adult and the first half of our fall campaign. The late summer family campaign used video and incorporated our Come Together umbrella theme. The late summer adult campaign was display and video, with creative that mimicked how visitors might text a friend about the activities they experienced in our region. Our primary fall campaign applied the Come Together theme for both family and adult segments.

#### Marketing Campaign

DIGITAL IMPRESSIONS | **26,749,081**  
OUT OF HOME IMPRESSIONS | **5,754,707**  
TOTAL CAMPAIGN IMPRESSIONS | **32,503,788**  
VIDEO VIEWS | **10,936,564**  
CLICKS | **131,830**  
CLICK THROUGH RATE | **.49%**  
COST PER CLICK | **\$0.73**

#### WEBSITE

SESSIONS | **339,054**  
USERS | **246,653**  
TIME ON SITE | **1:32**  
PAGES PER SESSION | **2**  
TOP FIVE REGIONAL MARKETS  
Philadelphia  
New York  
HLLY  
Washington D.C.  
Pittsburgh

#### VISITOR SERVICES

TRAVEL GUIDES DISTRIBUTED | **43,214**  
VISITOR TELEPHONE CALLS | **477**  
WELCOME BAGS DISTRIBUTED | **1,162**

#### Search Engine Marketing

IMPRESSIONS | **2,395,588**  
CLICKS | **24,465**  
CLICK THROUGH RATE | **1.02%**  
COST PER CLICK | **\$0.54**

#### CONSUMER EMAILS

AVERAGE LIST SIZE | **19,625**  
OPEN RATE | **26.36%**  
CLICK THROUGH RATE | **25.70%**

#### CONTENT DEVELOPMENT

PHOTO AND VIDEO SHOOTS | **21**

#### ENGAGEMENT & SOCIAL METRICS

 **FACEBOOK**  
POSTS | **71**  
ENGAGEMENTS | **5,215**  
FOLLOWERS | **37,498**

 **INSTAGRAM**  
POSTS | **53**  
ENGAGEMENTS | **2,182**  
FOLLOWERS | **3,119**

## SALES

### M&C, GROUP, INTERNATIONAL MARKETS

TOTAL ROOM NIGHTS BOOKED | **8,700**

ROOM NIGHT LEADS DISTRIBUTED | **44,278**

TRADE SHOWS ATTENDED | **7**

SITE VISITS/FAM TOURS HOSTED | **8**

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

VISA VUE\* QUARTERLY INTERNATIONAL  
CUSTOMER SPENDING | **\$ 2,228,256**

\*Consumer international spending on Visa Credit Card

### HIGHLIGHTS

- Co-sponsored meeting planner reception at Connect.
- Co-sponsored in-room gifts for tour operators at the SYTA annual conference.
- Attended CVENT trade show
- Reviewed sales highlights from FY 17-18, and outlined FY 18-19 business plan at quarterly Partner sales meeting.

## PUBLIC RELATIONS

PRESS RELEASES | **7**

TRADE SHOW APPOINTMENTS | **65**

FAMS: MEDIA HOSTED | **17**

TOTAL EARNED MEDIA CLIPS | **126**

TOTAL CIRCULATION | **298 MILLION**

EARNED MEDIA VALUE | **\$2.7 MILLION**

## PARTNERSHIP

NEW PARTNERS | **8**

WEBSITE AD REVENUE | **\$1,951**

TOTAL EVENTS HOSTED | **4**

TOTAL EVENT ATTENDANCE | **175**

## HERSHEY HARRISBURG SPORTS & EVENTS AUTHORITY

### SALES ACTIVITY

TOTAL ROOM NIGHTS BOOKED | **2,777**

ROOM NIGHT LEADS DISTRIBUTED | **12,778**

TRADE SHOWS ATTENDED | **2**

SITE VISITS | **2**

### HAPPENINGS

- Hosted 2018 Big 26 Baseball Classic® at FNB Field.
- Partnered with Harrisburg University and Whitaker Center on hosting HUE Festival.
- Attended Connect Sports Marketplace and SPORTS Relationship Conference in conjunction with PA Sports.

### UNDER CONSIDERATION

EVENTS | **7**

ECONOMIC IMPACT | **\$2 Million**