



**\$2.05 Billion in Visitor Spending in 2010**  
For Dauphin and Perry Counties

 **Lodging**  
\$309.7 Million

 **Food & Beverage**  
\$397.2 Million

 **Shopping**  
\$323.6 Million

 **Recreation**  
\$479.4 Million

 **Transportation**  
\$546.9 Million

**Visitor Profile** (Demographics)

*Average Age:* 49.9

*Gender:* 31% Male and 69% Female

*Occupation:* Professional, Retired, Housewife, Caring Professionals

*Domestic Per Person Per Day Spending =* \$155.30

# Tourism Works for the Hershey Harrisburg Region

**Visitor Spending**

The Hershey Harrisburg Region (HHR), consisting of Dauphin and Perry counties, ranks fourth (#4) at \$2.05 Billion in the top five among 49 destination marketing areas in Pennsylvania in total visitor spending.

- Philadelphia - \$5.04 Billion
- Pittsburgh - \$4.82 Billion
- Pocono Mountains Region - \$2.77 Billion
- Hershey Harrisburg Region - \$2.05 Billion**
- Lancaster - \$1.67 Billion

**Economic Impact to Our Region – Tourism Related Jobs**

<b>Employment:</b>	<b>25,713 Jobs</b>	<b>Federal Taxes:</b>	<b>\$228.1 Million</b>
Dauphin	25,056	Dauphin	\$224.5 Million
Perry	657	Perry	\$3.6 Million
<b>Labor Income:</b>	<b>\$920.1 Million</b>	<b>Visitor Spending:</b>	<b>\$2.05 Billion</b>
Dauphin	\$897.6 Million	2010	\$2.05 Billion
Perry	\$22.5 Million	2009	\$1.92 Billion
<b>State &amp; Local Taxes:</b>	<b>\$220.3 Million</b>	2008	\$2.19 Billion
Dauphin	\$216.6 Million	2007	\$1.91 Billion
Perry	\$3.7 Million		

The tourism industry in Dauphin County employs more full-time people than the Commonwealth of Pennsylvania or the U.S. Government in the county. The industry employs nearly as many people total as the next top five (5) non-tourism-related employers in Dauphin and Perry Counties combined.

*2010 Longwoods International & Tourism Economics on behalf of the PA Tourism Office. Report issued in 2012.*



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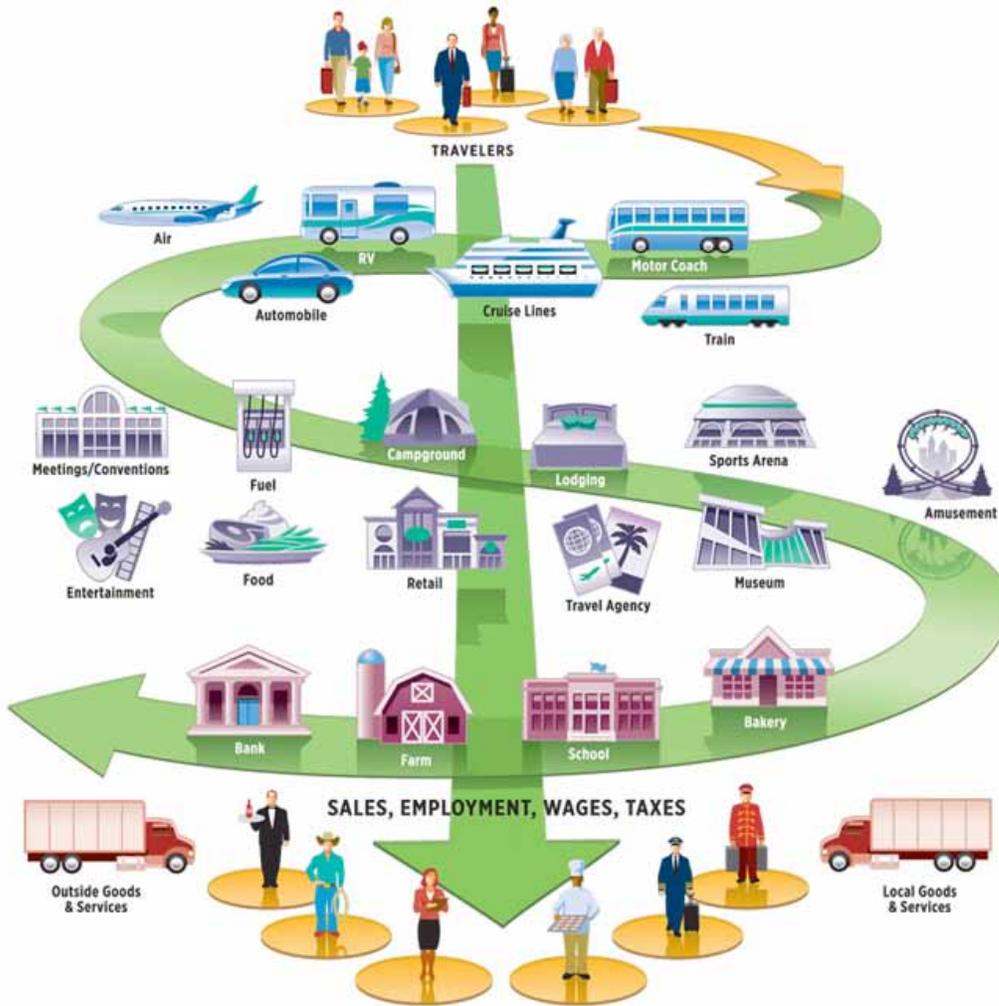
**Leisure Feeder Market**

Baltimore, Maryland, New Jersey, New York, New York City Metro, Northern New Jersey, Philadelphia, Pittsburgh & Western PA, Washington DC

**Travel Party:** Middle Aged Couples (52%) and Families with Children (48%) staying an average of 2 nights.

# The Power of Travel

## How Travel Dollars Support Our Region



### HHR by the Numbers

Important numbers behind this popular destination for work and play.

#### 10 Million Visitors

Annual visitors to the HHR outnumber the local population by 20-1.

#### \$2.05 Billion in Visitor Spending

Visitors spend billions locally on recreation, dining, shopping, lodging and transportation annually.

#### 8,000 Rooms & Growing

That's approximately 32,000 (+) pillows!

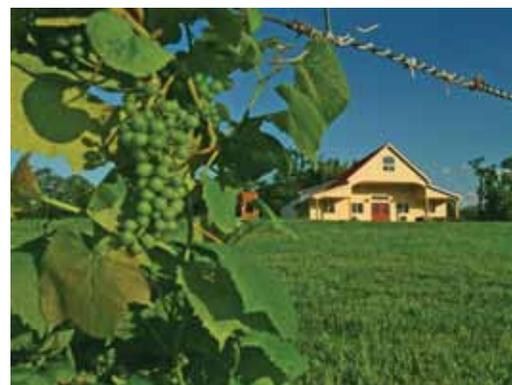
This vast inventory of lodging options provides important options for visitors and event organizers.

#### 25,713 Employees

Tourism creates career opportunities, full-time jobs, and summer employment for thousands of residents and supports the local and state economies

#### Four-Season Destination

The region hosts visitors year-round with a vast inventory of lodging & dining, unique attractions & venues, sports teams & special events, arts & cultural outlets, history & heritage trails, and the great outdoors.



HHRVB is the official non-profit partnership-based Destination Marketing Organization (DMO) serving Dauphin and Perry Counties. This Destination Marketing Association International (DMAI) accredited organization is committed to actively marketing the region locally, domestically, and internationally to leisure and business travelers, event organizers, sporting event producers and group tour leaders in order to stimulate the local economy and support tourism-related jobs. HHRVB is a proud partner of the PA Association of Travel and Tourism (PATT) and its ongoing mission to build advocacy, increase public awareness, and provide professional development opportunities for the second largest industry in the Commonwealth.

