

2023



**MARKETING ACTIVITY  
& IMPACT REPORT**



WELCOME TO . . . . .

# HAPPY VALLEY AGVENTURES



The Happy Valley Adventure Bureau (HVAB) launched Happy Valley Agventures in partnership with the Chamber of Business & Industry of Centre County (CBICC) in fall 2019. **The initiative supports the county's agricultural businesses by inviting residents and visitors to experience what is raised, grown, produced, and crafted in Happy Valley, PA.**

Agriculture is deeply rooted in Centre County's rich history, as is the spirit of innovation and entrepreneurship. The growth in agritourism and "agritainment" offerings since the launch of Happy Valley Agventures four years ago reflects this proud heritage. Consumers with a desire to connect with where their food comes from, and to participate in authentic experiences found on the farm or in the field, have ample options in Happy Valley.

The following pages highlight Happy Valley Agventures' efforts over the past year to promote and support our agriculture and agritourism establishments – the 65 (and growing) destinations that currently comprise the initiative. We look forward to building on this support and partnership in 2024.

Questions about the Happy Valley Agventures initiative should be directed to HVAB Public Relations Director Lesley Kistner, who coordinates destination outreach and engagement, at [LesleyK@happyvalley.com](mailto:LesleyK@happyvalley.com).

Sincerely,

Fritz Smith  
President and CEO  
The Happy Valley  
Adventure Bureau

Greg Scott  
President and CEO  
The Chamber of Business &  
Industry of Centre County



As an agricultural business, the Agventures initiative has definitely helped enhance our presence and connect with people across the county, state, and country. *The Agventures staff really understands agricultural marketing and works diligently to support our agritainment efforts.* We appreciate our relationship and are thrilled that we established this partnership as we were starting our small business.



Michael and Tara Immel, owners,  
Nittany Meadow Farm



# MARKETING CAMPAIGNS

**blink** Working with Blink agency, seasonal marketing campaigns brought year-round awareness to Happy Valley's agricultural businesses and events.

## WINTER 2022-23

**DURATION**  
Jan. 16 – Feb. 26, 2023

**INVESTMENT**  
**\$50,000**

**TARGET AUDIENCE**  
FEMALES 25-54

**PLATFORMS**  
DIGITAL ONLY

**GEOGRAPHY**  
Centre County, plus Harrisburg, Hershey, Lancaster, Lebanon and York (HHLLY)

**SCOPE**  
Maintain constant campaign heartbeat; **raise awareness of events and activities** enjoyed during the winter months

## RESULTS

**TOTAL IMPRESSIONS**  
**1.9 million;**  
**2,076 clicks**

**VIDEOS COMPLETED**  
**409,400**

**WEBSITE SESSIONS/PAGE VIEWS**  
**3,090, 4749**

**NEW WEBSITE USERS**  
**2,666**

**AVERAGE TIME ON PAGE**  
**1:41**



**\$155,000**  
Total 2023 marketing campaign investment

## SPRING/SUMMER 2023

**DURATION**  
May 30 – July 26, 2023

**INVESTMENT**  
**\$105,000**

**TARGET AUDIENCE**  
FEMALES 25-54

**PLATFORMS**  
TV ADS; DIGITAL, including video, standard display, native display and audio streaming; outdoor boards

**GEOGRAPHY**  
Centre County plus 90-mile radius, with focus on HHLLY

**SCOPE:**  
**Mid-week travel**, quick summer getaways/family activities



FARM TO TABLE HAPPENS HERE



FAMILY TIME HAPPENS HERE

## RESULTS

**TOTAL IMPRESSIONS**  
**2.07 million;**  
**2,312 clicks**

**VIDEOS STARTED**  
**X**

**WEBSITE SESSIONS/PAGE VIEWS**  
**3,088; 5,737**

**AVERAGE SESSION DURATION**  
**1:13**

**WEBSITE SESSIONS (GA4) JULY 1-26**  
**4,331**

**TOTAL USERS (GA4)** **2,249** **AVERAGE TIME ON PAGE (GA4)** **:31**

## MARKETING CAMPAIGN PHOTOGRAPHY



**SPECIAL THANKS** to the destinations and the individual and families that accommodated Blink photo sessions in 2023. Combined with HVAB photography, these sessions are building a robust seasonal photo library in support of HVAB agritourism marketing efforts.

# OUTREACH & ENGAGEMENT

## SPECIAL PROMOTION

2023 marketing activity included special efforts to encourage residents to explore their own backyard and support ag-related businesses – through event participation and sponsorship, along with earned and paid media.

- Information booth at The Heirloom Farmer Homestead Days
- Information booth at Dutch Fall Festival, with Tait Farm food sampling
- Agriculture Appreciation Night at State College Spikes
- Sponsored Goats2Go at Bellefonte Children's Fair
- Sponsored Goats2Go at Talleyrand Fall Festival
- Sponsored Mini Whinnies at Quarter Acre Wood at Talleyrand Fall Festival
- Provided 'Taste of Happy Valley' local food gift baskets for various conferences
- Provided Adventures window clings to participating destinations

Through social media marketing, seasonal consumer newsletters, event participation/sponsorship, and special initiatives, Happy Valley Adventures ensures that residents and visitors have continuous awareness about agricultural experiences and offerings in Happy Valley, PA





## EARNED AND PAID MEDIA

SPRING ON THE FARM SPECIAL PREVIEW APRIL 2023  
Centre County Gazette

AGVENTURES HOLIDAY SHOPPING GUIDE NOV. 2023  
Centre County Gazette



WOMEN KEY TO SUCCESS STORIES AS FARMS CELEBRATE NATIONAL AG DAY  
Centre County Gazette



## CONSUMER NEWSLETTER

HOLIDAY NEWSLETTER,  
DEC. 6, 2023

OPEN RATE  
**46 PERCENT**  
CLICK RATE  
**4 PERCENT**



FALL NEWSLETTER,  
SEPT. 6, 2023

OPEN RATE  
**39 PERCENT**  
CLICK RATE  
**3 PERCENT**



SPRING/SUMMER NEWSLETTER,  
MAY 17, 2023

OPEN RATE  
**43 PERCENT**  
CLICK RATE  
**6 PERCENT**



# IN STORE FOR '24!



## ENGAGE MORE IN '24

There are several ways establishments can better engage with Happy Valley Agventures – and residents and visitors -- and help spread the word about family friendly agricultural offerings in Centre County:

- Update your profile listing, photos on **HappyValleyAgventures.com**. Email [LesleyK@happyvalley.com](mailto:LesleyK@happyvalley.com) for assistance.
- Add your events to the online calendar, **and** send a co-host request to Happy Valley Agventures on Facebook.
- Share social media posts from Happy Valley Agventures platforms.
- Include the **#HVAgventures** hashtag on your social media posts.
- Display the Agventures logo and promotional rack cards at your establishment.
- Let the HVAB know about new product and experience offerings. Add Agventures contact information at the end: website, hashtag, social media channels!

## SOCIAL MEDIA



HELLO SOCIAL CO.

Happy Valley Agventures works with Hello Social Co. for social media marketing.

FACEBOOK  
**1,481** FOLLOWERS  
**2,524** PAGE VISITS  
**31,258** TOTAL PEOPLE REACHED WITH POSTS

INSTAGRAM  
**1,676** FOLLOWERS  
**893** PAGE VISITS  
**11,867** TOTAL PEOPLE REACHED WITH POSTS

We collaborated with content creators to encourage their audience to visit Happy Valley Agventures destinations:  
[@brittaroundtown](#) [@emilygoesplaces](#) [@alexeatstoomuch](#)

## TOP PERFORMING POST



IMPRESSIONS **10,961** REACH **6,757** ENGAGEMENT **1,069**

## WEBSITE

Destinations may maintain their profile listings on [HappyValleyAgventures.com](#), as well as add events to the online calendar. Email [LesleyK@happyvalley.com](mailto:LesleyK@happyvalley.com) for more information.

### WEBSITE ENGAGEMENT

Website data reflects October 2023 to December 2023 due to Google's switch to Ga4 metrics, and is not reflective of the entire year.

### TOTAL NEW USERS

**2,900**

### WHERE NEW USERS ARE COMING FROM



NEW:  
'FRESH FROM THE FIELD'  
DIGITAL PASSPORT TRAIL



The HVAB partnered with Bandwango, a software company that helps destinations deliver unique passport experiences, on a new agritourism centered digital passport trail. From pick-your-own blooms to field-to-fork dining and gourmet local foods to cow-to-cone ice cream, the Happy Valley Agventures Fresh from the Field Trail takes you to the best stops to experience Centre County's rich agricultural heritage. Enjoy special offers along the way, and exclusive prizes for trail completion milestones, including a chance to win the Grand Prize Agventures Getaway for completing the full Trail. The trail goes live in February 2024.



# HAPPY VALLEY AGVENTURES DESTINATIONS

(AS OF JAN. 1, 2024)

Axemann Brewery  
 Nittany Meadow Farm  
 Rooted Farmstead  
 Apple Pony Inn  
 Long Lane Farm Stand  
 Barrel 21 Distillery  
 Nittany Valley Creamery  
 Bear Meadows Farm  
 Goot Essa  
 Pine Grove Hall  
 University Wine Company  
 Grange Fair/Grange Park  
 Windemere Farms  
 Otto's Pub & Brewery  
 Pisano Winery  
 Goats2Go  
 Windemere Natural Soaps  
 Maine Bay & Berry  
 Robin Hood Brewing Co.  
 HomeWaters  
 Rimmey Road Farm  
 Mad McIntosh Cidery

Big Spring Spirits  
 Kinfork  
 Kuhn's Tree Farm  
 Way Fruit Farm  
 Tait Farm  
 Wasson Farm  
 Meyer Dairy  
 Bee Tree Berry Farm  
 Rhoneymeade  
 Harner Farm  
 RE Farm Café at Windswept  
 The Heirloom Farmer  
 Penn's Cave & Wildlife Park  
 Shuey's Market  
 Pole Cat Hollow Farm  
 Mount Nittany Vineyard & Winery  
 University Wine Company  
 Elk Creek Café + Aleworks  
 Nittany Valley Benefit Dinner  
 Historic Barn at Cooke Tavern  
 The Pines on Strawberry Hill  
 J&L Farm Cidery- 814 Ciderworks

Buffalo Run Farm and Equestrian Center  
 Haven Valley Homestead & Retreat  
 The Mini Whinnies at Quarter Acre Wood  
 Agricultural Heritage Driving Tour  
 Downtown State College Tuesday Farmers Market  
 Downtown State College Friday Farmers Market  
 Boalsburg Farmers Market  
 Pine Grove Mills Farmers Market  
 Centre County Farmland Trust (Farm Routes)  
 Wildfire Ranch - Spiritual Retreat  
 Nittany Valley Benefit Dinner  
 Sengle's Mountainhome Blueberries  
 Penn State Berkey Creamery  
 Pasto Agricultural Museum at Penn State  
 Bellefonte Farmers Market  
 Seven Mountains Wine Cellars Wine Bar  
 North Atherton Farmers Market  
 Grange Park Equine Center  
 Happy Valley Vineyard & Winery  
 Seven Mountains Wine Cellars  
 Happy Valley Vineyard & Winery



[HAPPYVALLEYAGVENTURES.COM](http://HAPPYVALLEYAGVENTURES.COM)

## HAPPY VALLEY AGVENTURES SUPPORTS AND MARKETS CENTRE COUNTY ESTABLISHMENTS THAT ARE:

- agriculturally focused;
- open to the public in some capacity;
- provide ag-related experiences; or
- served by vendors, producers and/or distributors sourced in the Centre County area