

*Boost* YOUR BRAND. *Build* OUR REGION.

THE HAPPY VALLEY ADVENTURE BUREAU

# *Tourism* MEMBERSHIP



HAPPYVALLEY.COM



# About THE HAPPY VALLEY ADVENTURE BUREAU



**The Happy Valley Adventure Bureau (HVAB)** is certified by the Centre County Board of Commissioners as **the official destination marketing organization for Centre County, PA.** The HVAB's primary mission is to promote the county – Happy Valley – as a desirable Mid-Atlantic destination **for leisure, sports, group tour and business travel.** The HVAB's main source of funding is lodging tax revenue paid for by those staying in the county's hotels, inns, and short-term rental properties. This funding is invested into strategic marketing campaigns in key regions that are driving visitation and strengthening the local tourism economy. **Visitation to Happy Valley generates more than \$1 billion in local economic impact, supports nearly 8,000 hospitality jobs, and enhances the overall quality of life for residents.**

The Happy Valley Adventure Bureau's tourism marketing mission thrives best when supported by an engaged membership base, now comprising **400+ tourism and hospitality businesses, and organizations** that benefit from a strong tourism economy. A partnership investment in the HVAB is a commitment to ensuring successful outcomes for your establishment, the community, resident quality of life, and the visitors that we attract and serve.

A parallel organization, the **Happy Valley Sports & Entertainment Alliance** drives Happy Valley's overall sports and entertainment strategy, enriches resident quality of life, creates economic impact and raises visibility for the region. The HVSEA works to attract high-profile events to the county, including the IRONMAN 70.3 North American Championship, the 2026 State Games of America, and more.



# Benefits OF MEMBERSHIP WITH THE HAPPY VALLEY ADVENTURE BUREAU



- **Profile listing on HappyValley.com**, making it easier for visitors to find your establishment.
- **Lodging referrals** (lodging properties only)
- **Event listings on HappyValley.com**, and shared via the HVAB's social media and email marketing
- **Destination promotion** through the HVAB's robust marketing channels, including **website, social media, external marketing, blog posts, and visitor guides and publications**
- Bellefonte members also get added to **Bellefonte.com** and receive extra promotion through Bellefonte.com's Facebook and Instagram platforms
- Collaboration with **travel writers and content creators** for authentic coverage of Happy Valley shared through social media, creator websites/blogs, and publications
- **Presence at travel shows and vacation expos**, promoting Happy Valley as travel destination
  - Pittsburgh
  - New York City
  - Lehigh Valley
  - Erie
  - Lancaster
  - Cleveland
- **Brochure and visitor information distribution :**
  - State College
    - The Happy Valley Store
    - State College Regional Airport
    - State College Bus Station
  - Bellefonte
    - Train Station
  - Philipsburg
    - Moshannon Valley Heritage Center
  - Centre Hall
    - Penn's Valley Heritage Center (Opening in 2026)
  - Woodward
    - Woodward Cave
  - Travel centers throughout the Mid-Atlantic
- **Access to HVAB research, visitor demographics and performance** metrics, to help you target and refine your marketing
- Receive and be featured in our **bi-weekly events newsletter reaching an audience of 18,000 consumers**. The HVAB highlights events with a strategic focus on multi-day experiences that have the potential to attract more than 1,000 visitors.
- HVAB's **monthly membership newsletter provides timely information on tourism topics and trends, updates on HVAB activity, marketing analytics and other "need to know" information.** (Members only)

# Marketing AND PUBLIC RELATIONS



## In 2025:

**1.4M** Website Visitors

**2.4M** Website Page Views

**55** Active Users per Minute

 **58K** Facebook Followers (consumer)

 **552** Facebook Followers (corporate)

 **11.2k** Instagram Followers

 **1.5k** Tik Tok Followers

 **563** YouTube Subscribers

 **508** Pinterest Followers

 **1.9k** LinkedIn Followers

**18k** Consumer eNewsletter Subscribers

**10.1k** Booking Engine Searches

**160** Blog Posts

**400+** Tourism Destination Partners

**\$1B** Estimated Economic Impact

**65k** Destination Guide Distribution

**8.7k** Visitors to HVAB Visitor Center Locations

**HAPPYVALLEY.COM**





# Advertising ON HAPPYVALLEY.COM

## Featured Partner on HappyValley.com

- Be one of the first highlights visitors see when they come to Happy Valley.com
- Featured Partners are targeted placements that are showcased near the top of the homepage

## Featured Content on HappyValley.com

- Leverage this large format display to promote your business and offerings
- Featured Content is a targeted placement that are visible around the middle of the homepage

## Featured Block on HappyValley.com

- Looking for huge exposure? This placement is the best option for coverage across the site
- Featured Blocks are run-of-site placements that are showcased at the footer of the page

## Available Packages

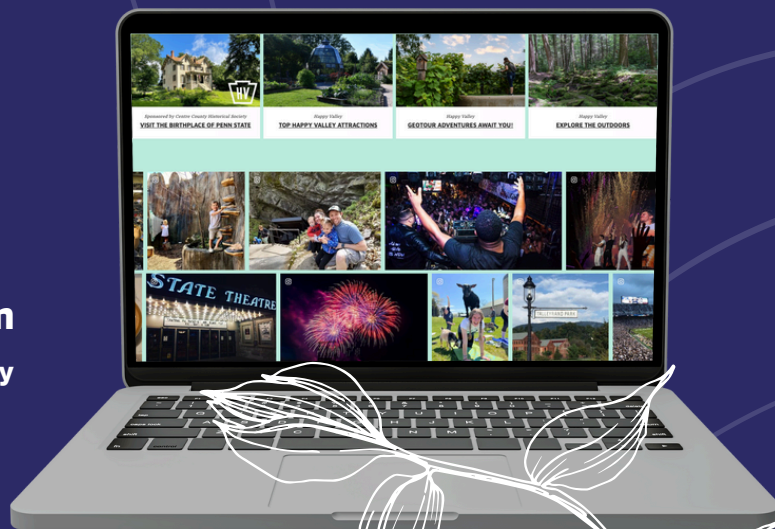
- Spotlight
- Focus
- A la Carte

## Seasonal Placements

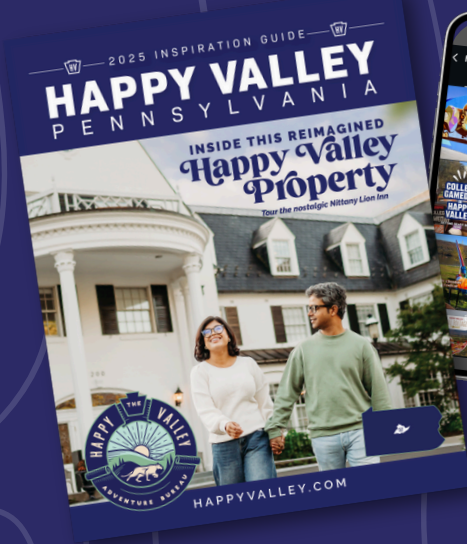
- Spring
- Summer
- Fall
- Winter

## Event Posting on HappyValley.com

(included with membership)



# Advertising OPPORTUNITIES



## Enewsletter Featured Highlight

- Featured highlight in monthly consumer newsletter of 18,000 subscribers
- Distributed bi-weekly

## Inspiration Guide Advertising

The Annual Inspiration Guide is a go-to resource for tourists, visitors, and residents to discover Happy Valley's hidden gems, top restaurants, attractions, and things to do.

- Inside Front Cover
- Inside Back Cover
- Back Cover
- Two-Page Spread
- Full Page
- ½ Page
- ¼ Page
- ⅛ page

## Social Media Advertising

- Reel/video between 30-seconds and 1-minute shared on social media accounts

## Tradeshow/Visitor Center Assets

- Brochure/pamphlet design for your business



Find Your  
**Happy**  
Place



# Special Initiatives



## Tourism Grant Program

Governed by Act 18 and conducted in partnership with Centre County Commissioners, the HVAB's annual **Tourism Grant program provides marketing and tourism development support for events and initiatives that attract visitation**, particularly overnight stays. Since 2003-04, **the program has awarded more than \$9.4 million to projects** that enhance Happy Valley's tourism product.

## Happy Valley Agventures

Launched in 2019, Happy Valley Agventures is the HVAB's agritourism marketing and support initiative. Agribusinesses that meet specific requirements are eligible for promotion as an Agventures destination and invited to participate in Agventures-specific events and initiatives.

[www.happyvalleyagventures.com](http://www.happyvalleyagventures.com)

For more information, email  
[LesleyK@happyvalley.com](mailto:LesleyK@happyvalley.com).



## Happy Valley International

The Happy Valley Adventure Bureau is strengthening international outreach through its partnership with Indiva Marketing, a travel marketing firm in India. Indiva **promotes Happy Valley to tour operators, distributes media releases, and manages media relationships to grow awareness among Indian travelers. To better serve visitors from China, key sections of HappyValley.com were also translated into Chinese.** These efforts support our mission to position Happy Valley as a premier travel destination and welcome more international visitors.





# Signature Events



## Annual Marketing Summit

Held in February, the Annual Marketing Summit is an engaging and impactful event that provides attendees with inspiration to elevate their marketing efforts and build their brand. The summit offers practical advice from tourism marketing experts, and key insights and trends to help attendees better target their marketing and fine-tune their messaging.



## State of Tourism Luncheon

Held in July and attended by hospitality, business, community and university leaders, as well as elected officials, this event presents the state of Happy Valley's tourism and sports tourism industry, and expectations for the fiscal year ahead. Industry experts provide valuable updates and key takeaways for attendees.

## Annual Hospitality Awards & Gala

Held in November and attended by 300+, the Happy Valley Annual Hospitality Awards & Gala is the premier gathering of Centre County's tourism and hospitality community. The event celebrates industry excellence and serves as a thank you to all who serve as frontline tourism ambassadors.

