

*Pennsylvania Association of Convention and Visitors Bureaus
Case Study: Effective Use of Matching Grant Program*

**Schuylkill County Visitors Bureau:
Participation in Outdoor Shows brings tourists to Schuylkill County**

The Native American name of the county is frequently mispronounced by newcomers, so members of the Schuylkill County Visitors Bureau were determined to offer a sneak peak of the County to lure sportsmen and other outdoor enthusiasts. Situated on the northern edge of the Pennsylvania Dutch Country, this section of the Coal Region is also the home to Yuengling, America's Oldest Brewery. Despite years of mining, the area also is blessed with outdoor beauty that draws hundreds of thousands each year to the foothills of the Pocono Mountains.

“We don’t get a lot of money from the state, so we have to budget our marketing efforts very carefully. In 2004, we invested about one-quarter of the state’s \$40,000 Matching Grant in a promotion video that allows us to share the history and beauty of Schuylkill County with potential visitors,” noted Mark Major, executive director of Schuylkill County Visitors Bureau. “That video has become an important tool for us as we travel to a variety of outdoor and sportsmen’s shows.”

Schuylkill County has much to offer hunters and fishermen, hikers and bikers and campers, as well as other nature lovers who visit Hawk Mountain’s North Lookout. Each year, the Bureau participates in a variety of regional outdoor shows, including the Eastern Sports Show in Harrisburg, the Greater Philadelphia Show and the Pennsylvania Bus Association Convention and Marketplace held each March.

“In addition to the outdoor activities and the brewery, our special attractions include the Pioneer Tunnel Coal Mine, Big Diamond Raceway, Rausch Creek Motorsports Park, Jerry's Classic Cars and Collectibles Museum, Hawk Mountain Sanctuary, Locust Lake, Tuscarora and Swatara State Parks, three wineries, five public golf courses, one-of-a-kind monuments, historical museums and much more,” he added.

NEED SOME COPY HERE RE RETURN ON INVESTMENT, RESULTS, ETC. (STATISTICAL OR ANECDOTAL)

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