



## Mount Hope Estate & Winery

Mount Hope Estate and Winery is a flourishing historic estate located in Northern Lancaster County in Pennsylvania. They host mansion events, educational programs, and outdoor festivals across their property that is home to a Victorian Mansion, a Victorian wine shop, an on-site brewery and winery, and an indoor theater. The largest event that Mount Hope Estate and Winery hosts is the Pennsylvania Renaissance Faire.

**15% increase in attendance year over year**

### Key Demographics



**Adults 25-54**  
Women 25-54  
Adults 21-34



**Pennsylvania**  
Philadelphia  
Reading  
Harrisburg, Lancaster, Lebanon, York DMA

### Tactics



**Radio**  
**Broadcast TV**  
**Comcast VOD**  
**Transit**



**Cross Device (Mobile, Display, Websites)**  
**Facebook, Instagram, Snapchat**  
**Pre-Roll/Video**  
**Email**

### Goal(s)

Mount Hope Estate and Winery employed Target Media to increase online ticket sales and drive attendance to a variety of events throughout the year.

### Results

The campaign resulted in a 15% increase in attendance year over year. The annual media plan yielded heavy traffic for all events, specifically the Renaissance Faire, which frequently resulted in bumper-to-bumper traffic reaching from the venue parking lots to the major highway. By the end of the season, Mount Hope Estate and Winery events were completely sold out of tickets. Cross Device proved to be an effective digital tool for all events, with an overall .24% Click-through Rate (CTR), 33.3% higher than the national average. Social Media was the main driver of website traffic during the campaign, totaling 2.41% CTR, 104.2% higher than the national average.