

Saturday, Nov 29, 2025

Attendance Report



About

Main Street Hanover

Main Street Hanover, Inc. is a 501(c)(3) non-profit community organization that works to expand the economic capacity of downtown Hanover, thus improving the business environment, enhancing the quality of place, and increasing community synergy.

Event Overview

Event Date: Sat, Nov 29, 2025 | Time: 11:30am - 7:30pm

The 2025 Hanover Christmas Festival welcomed a total of 6,199 visitors, making it one of the most well-attended single-day holiday events in downtown Hanover. Attendance was strong throughout the full duration of the event, with peak activity occurring in the afternoon and during the evening's tree lighting festivities.

This level of engagement—driven by both local residents and visitors from across York and Adams counties—demonstrates the festival's growing impact and underscores the importance of continued investment in Main Street Hanover's revitalization efforts.

Attendance by Geography (Visitor Origin Data)

Breakdown of visitors by ZIP code:

- Hanover (17331) accounted for 46.4% of visits (2,879 visitors)
- The remaining 53.6% (3,320 visitors) came from outside Hanover

Top contributing ZIP codes included:

- 17350 – New Oxford (514 visitors, +81% YoY)
- 17362 – Spring Grove (223 visitors, +32% YoY)
- 17340 – Littlestown (159 visitors, +92% YoY)
- 17325 – Gettysburg (156 visitors, +47% YoY)

This significant regional draw reinforces Hanover as a key holiday destination.

Total Visitors **6,199**

This total represents:

- Thousands of local residents engaging in downtown programming
- A significant influx of regional visitors supporting the holiday marketplace, restaurants, breweries, and shops
- A measurable boost in foot traffic that extended across the downtown business district

*Derived from ZIP-code-level Placer.ai visitor-origin data.

Thank you to our sponsors, donors, and partners whose support allows us to grow, invest in our community, and keep Hanover thriving. - Moriah Tyler, Executive Director

Contact



MainStreetHanover.org



Follow Us!



MainStreetHanoverPA



MainStreetHanover@gmail.com



mainstreethanover



SCAN HERE!

Donate Today!

As a non-profit organization, Main Street Hanover relies on the generosity of its community

Attendance Trends Throughout the Day

Peak Periods

- **2:00 PM–4:30 PM:** High activity during children's programming, downtown shopping, and performances
- **5:00 PM–6:30 PM:** Surge leading into the tree lighting ceremony

Steady Baseline Traffic

- Throughout the midday and evening hours, attendees consistently flowed through Center Square and surrounding streets, benefiting multiple businesses and vendors.

*Data provided by the York County Economic Alliance and Placer.ai



Economic & Community Impact

The festival generated:

- Increased foot traffic throughout downtown
- Higher customer volume for shops, cafés, breweries, and restaurants
- Strong visibility for participating small businesses
- Community connection through shared holiday experiences

More than half of festival visitors were non-residents, which:

- Boosted economic activity
- Expanded Hanover's tourism profile
- Strengthened the downtown district's regional influence

With 6,199 total visitors, the 2025 Hanover Christmas Festival was a strong success—delivering substantial economic and community benefits.

The festival attracted both local families and a growing regional audience, highlighting the importance of Main Street Hanover's leadership in producing meaningful, high-impact events for the Borough and the public.

Importance of Main Street Hanover

This event clearly illustrates Main Street Hanover's role in:

- Driving economic vitality
- Increasing tourism and community engagement
- Supporting the success of downtown businesses
- Providing high-quality, family-oriented programming
- Reinforcing Hanover's identity as a vibrant destination

The continued growth of the Christmas Festival reflects the organization's effectiveness and impact in revitalizing the heart of Hanover.

