

DESTINATION GETTYSBURG

MARKETING PLAN 2024



DESTINATION
Gettysburg!
ADAMS COUNTY, PA



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ADDENDA

Program Budgets
Seasonal Advertising Forecasts

FROM OUR PRESIDENT & CEO

On behalf of the staff, board of directors and our marketing committee, I am proud to present Destination Gettysburg's 2024 Marketing Plan.

This annual document is the business plan and road map for Destination Gettysburg over the next year, and staff will utilize this plan to guide their work and their decisions in promoting Gettysburg and Adams County to millions of potential visitors from around the world.

Using our current Strategic Plan as a framework, our team gathered ideas and input from our marketing partners, members of the marketing committee as well as our own staff to generate this plan - detailed with objectives, strategy, tactics and goals for each of our audiences.

You may notice that our 2024 Marketing Plan has a new format compared to prior years. This year, we aimed to segment our focus by target audiences, rather than starting with our marketing tactics. In each of our "audience" sections, you'll find a range of ways in which our team will work collaboratively to meet the goals established for each segment. Together, we will advance the work of Destination Gettysburg and sustain tourism as one of Adams County's largest industries.

But this plan isn't only for our staff to follow. We invite you - as a partner, as a community member, elected official or fellow organizational leader - to read through this plan and learn about our approach in not only connecting with out-of-town visitors, but



A handwritten signature in black ink that reads "Karl Pietrzak". The signature is written in a cursive, flowing style.

Karl Pietrzak
President & CEO
Destination Gettysburg

engaging closer with local businesses, residents and community leaders.

Gettysburg and Adams County have seen record-setting visitation and tourism-generated revenue in 2021-2023. This marketing plan is our road map to continue that momentum and keep delivering positive economic impact to our region.

I thank all who participated in putting this plan together. Your ideas and contribution will go a long way in making our work successful throughout 2024 and beyond.

BOARD OF DIRECTORS

Chair	Nathan Mares - Best Western Gettysburg
Chair-Elect	Timbrel Wallace - Lark, Nerd Herd, Oh Man! and Gettysburg Goods
Treasurer	Andrea Proulx - The Gettysburg Hotel, Est. 1797
Secretary	Nicole Bucher - Mister Ed's Elephant Museum & Candy Emporium
Imm. Past Chair	Max Felty - Gettysburg Group Reservations
	Maggie Baldwin - Land of Little Horses
	Nancie Gudmestad - Shriver House Museum
	Mary Lynn Martin - Hickory Bridge Farm
	Wayne Motts - Gettysburg Foundation
	Jill Sellers - Main Street Gettysburg
	Matthew Sheads - ACNB Insurance Services, Inc.
	Jacqueline White - Dobbin House Tavern
Ex-Officio	Jim Martin - Adams County Commissioner
Ex-Officio	Karl Pietrzak - President & CEO, Destination Gettysburg

MARKETING COMMITTEE

Comm. Chair	Nicole Bucher - Mister Ed's Elephant Museum & Candy Emporium
	Yianni Barakos - Mason Dixon Distillery
	Lisa Cadigan - Adams County Arts Council
	Kendra Cooper - Liberty Mountain Resort
	Sarah Dull - Comfort Suites Gettysburg
	Patricia Green - Stone of Scone Farm
	George Keeney - Mansion House 1757
	Kaycee Kemper - Adams Economic Alliance
	Kevin Knouse - Round Barn, Thirsty Farmer Brew Works
	Nate Mares - Best Western Gettysburg
	Dr. Judy Morley - SavorHood Gettysburg
	Trini Nye - Gettysburg Foundation
	Marty Qually - Adams County Commissioner
	Michaela Shaffer - Gettysburg Beyond the Battle Museum
	Julie Strickland - Strickland Enterprises
	Timbrel Wallace - Lark, Nerd Herd, Oh Man! and Gettysburg Goods

STAFF

Karl Pietrzak - President & CEO
 Carl Whitehill - Vice President
 Rick Kennis - Director of Marketing
 Tammy Myers - Director of Partnership
 Lindsay Methlie - Director of Sales
 Bonnie Walters - Director of Finance & HR
 Tinsy Labrie - Senior Marketing Manager
 Joel Cymerman - Content & Trails Manager
 Mary Grace Kauffman - Social Media/Communication Mgr.
 Tina Klym-Snyder - Visitor Services Manager
 Diana Packard - Sales Manager
 Magdalena Radovic-Moreno - Partner Services Coordinator



OUR MISSION

Promote Gettysburg-Adams County as a premier travel destination to benefit and enhance our community by sharing history and creating new experiences.

OUR VISION

To be America's most welcoming and authentic destination.

OUR VALUES

We Serve

We are dedicated to improving the quality of life for those who live, work and visit our community.

We Inspire

We invite people to create meaningful and memorable experiences through compelling storytelling.

We Honor

We value the lessons of our history to improve our future.

We Collaborate

We listen, learn and work together to create a strong destination.

We Welcome

We embrace everyone and promote Adams County as a welcoming community.

We Celebrate

We champion our unique destination, our visitors and the people who make it happen.

STRATEGIC PLAN INITIATIVES

In 2022, our Board of Directors adopted a three-year strategic plan, built through collaboration with the board, staff, partners and industry stakeholders. Destination Gettysburg’s strategic plan went into effect in 2023, and the goals and initiatives will continue through 2024 and 2025.

This 2024 Marketing Plan was developed with the following initiatives in focus:

Aggressive Sales and Marketing

- Expand Storytelling and Content
- Develop Strategy to Bolster Non-Peak Seasons
- Target New Audiences
- Expand Regional Initiatives
- Expand Group, Meetings and Convention Markets
- Expand Local Marketing

Expanded Destination Alignment

- Improve Local Resident and Community Support
- Improve Government Support for Tourism
- Expand Role in Business/Talent Acquisition
- Expand Community Partnerships
- Increase Value for Partners

Stronger Sustainable Organization

- Improve Data Sources and Business Intelligence
- Pursue Additional Funding Sources
- Promote Professional and Career Development Opportunities
- Establish a Competitive Work and Pay Environment to Retain and Attract Employees

Collaborative Destination Management

- Broaden New Experiences for Visitors
- Collaborate with Other Agencies to Address Workforce Issues
- Advocate for Improved Infrastructure
- Develop Destination Master Plan

A LOOK BACK AT 2023

When drafting the 2023 Marketing Plan, concerns over a significant economic downfall - even a recession - was top of mind across the industry and the local community. While inflation and other economic factors lingered throughout the year, arguably, the economic climate was better than expected.

For Adams County, tourism continued its post-pandemic rebound inching closer to 2019 lodging levels. Extraordinarily high daily rates put lodging revenue at record levels in 2023.

Destination Gettysburg’s website traffic, through September, increased 8.79 percent over the same months in 2022. Social media reach, following and engagement increased significantly - particularly TikTok where Destination Gettysburg’s audience increased nearly 300 percent.



Gettysburg Beyond the Battle Museum

HIGHLIGHTS OF 2023:

- Worked alongside the Adams County Historic Society for the opening of the new “Gettysburg Beyond the Battle Museum” in April.
- Supported the efforts to produce a holiday movie, “A Gettysburg Christmas.”
- Celebrated openings at SavorHood Gettysburg, Gettysburg Mercantile Museum, Southern PA Clay, Ghost City Tours and other businesses.
- Commemorated the 160th anniversary of the Battle of Gettysburg with 12 days of events highlighted by re-enactments and special programs.
- Celebrated the 30th anniversary of the movie, “Gettysburg,” with a weekend-long event featuring tours and programs involving film actors.
- Held inaugural Gettysburg Girl Scout Day that attracted 120 scouts and their family members for experiences through Adams County.
- Launched a Destination Gettysburg podcast currently featuring 12 episodes that highlight attractions and events throughout the region.

STATE OF THE TRAVEL INDUSTRY

Some travel forecasters believe the strong post-pandemic recovery of leisure travel may be leveling out, as indicated locally by hotel occupancy reports. Though travel by leisure visitors may be softening, forecasts for meetings and conventions as well as group travel continues its slow rebound from COVID.

According to Destination Analysts, travelers are optimistic about their finances, but travel budgets are continuing to decline. At the same time, the average planning window for week-long trips has shortened from 11.5 weeks in January to 9.8 weeks in October.

Travelers across the country made it clear in 2023 they were looking for new and exciting ways to get away. In 2024, the those desires will be strengthened with many also looking for authenticity and welcoming communities.



Domestic leisure travel is expected to remain strong, but with normalized rates of growth (around 2%) in 2023 and 2024.

- U.S. Travel Association

TOP DESTINATION TYPES FOR 2024

Gettysburg checks the box for 2 of the most popular types of travel destinations:

- CITIES AND TOWNS**
- HISTORICAL TRAVEL**

- Booking.com

TRAVELER PRIORITIES FOR 2024

- Spontaneity and loose itineraries
- Desire for specific restaurants or type of dining
- Self-discovery
- Continued rise in solo travel
- Pet-friendly destinations
- Sustainability
- Road less traveled

- Booking.com



WHAT'S EXPECTED IN 2024?

Tourism industry experts are forecasting a leveling out of leisure travel after a post-pandemic spike in 2021 to 2023. Destination Gettysburg is optimistic that travel to Adams County will remain strong - aided by increased group travel and meetings market business, as well as the arrival of several new attractions for visitors to experience. Below are just a few additions on our radar:

REOPENING OF LITTLE ROUND TOP

Gettysburg National Military Park's most visited site, Little Round Top, is expected to reopen in 2024 after a multi-month rehabilitation project, providing visitors with a more enjoyable experience. The project addressed decades-long erosion, accessibility issues, and parking. Together with the work at nearby Devil's Den, these areas will give visitors a strong reason to return in 2024.



THE GETTYSBURG NORTHERN RAILROAD EXCURSION

This long-awaited project is finally in the works. A planned 8-mile journey will take passengers from Downtown Gettysburg, through the first-day's battle at Oak Ridge, across the countryside and apple orchards and into Biglerville. The train excursion is forecast to be ready in the last few months of 2024.

UPCOMING CONFERENCES AND NEW EVENTS

- Mythicon (Renaissance and Fairy Festival), Feb. 16-18
- Pennsylvania Bar Association, Feb. 29 to March 2
- Pennsylvania Manufactured Housing Association, March
- American Battlefield Trust Annual Conference, April 25-28
- Tri-State Events Home & Garden Show, April 26-28
- PA Health Information Management Association, May 20-21
- Cadillac-LaSalle Club Grand National Convention, June 10-15
- Mid-Atlantic Women's Motorcycle Rally, June 20-22
- County Commissioners Association of Pennsylvania, Aug. 4-7
- Pennsylvania Assisted Living Association, October 9-10

SETTING THE STAGE FOR AMERICA 250TH

Though two years away, Destination Gettysburg - along with community partners throughout Adams County - is already making plans to commemorate the 250th anniversary of America in 2026.

Locally, we realize that our community not only has a wealth of history dating back to 1776, but major events - and people - that have come to the Gettysburg area since then has given Destination Gettysburg the confidence that our story belongs as part of a national narrative of our country's 250-year history.



While not specifically called out as part of audience strategies and tactics in this document, a significant portion of Destination Gettysburg's work in 2024 (and more so in 2025) will be an effort to set the stage for America 250th.

With eyes heavily focused in 2026 on Philadelphia, as our nation's birthplace, the marketing team at Destination Gettysburg (as well as the marketing committee for the America 250th effort in Adams County) will be working to determine tactical ways to make sure that Americans are reminded of Gettysburg's epic history as well as inspiration to stand in the place where that history was made.

Throughout 2024, the marketing team at Destination Gettysburg will engage marketing partners (Boom, Cyrid, Madden) to ensure that the destination's marketing is ready for 2025 and 2026 - including but not limited to branded messaging, targeted advertising in key markets, and a build-out of the organization's website to highlight key events and other ways to commemorate America's 250th birthday in Adams County.

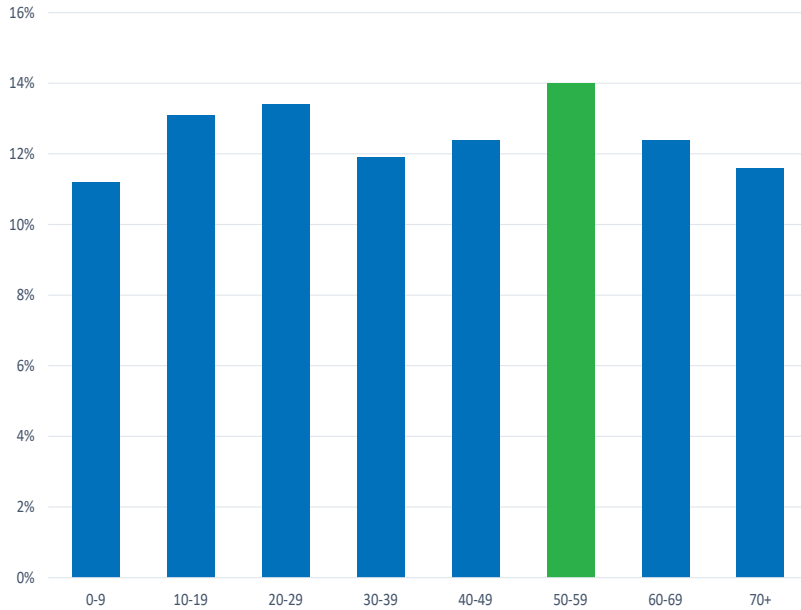
These efforts will happen concurrently with those of the local America 250th committee as it plans a commemorative celebration throughout the community.



ABOUT OUR VISITORS - WHO ARE THEY?

Adams County attracts a wide variety of visitors, including families, couples, solo travelers, groups of friends and more. The following demographic breakdown is taken from Arrivalist, a data research company that helps Destination Gettysburg better understand its visitor base.

AGE



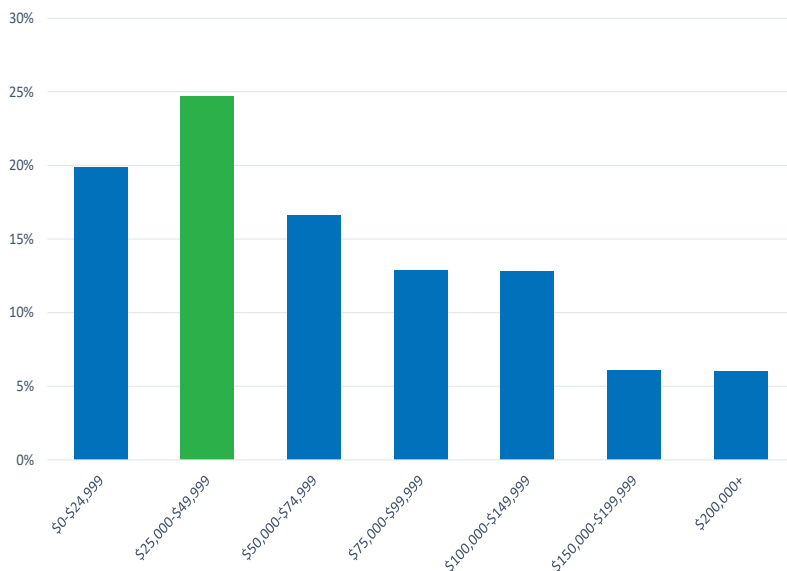
GENDER

Male = 50.2%
Female = 49.8%

ETHNICITY

White = 77.4%
Hispanic = 11.7%
Black = 6.10%
Asian = 2.2%
Other = 2.6%

INCOME



EDUCATION

High School = 37.4%
College Degree = 24.4%
Some College = 14.6%
Bachelor Degree = 14%
Graduate Degree = 9.6%

FAMILY TYPE

Families w/o kids = 74.9%
Families w/ kids = 25.1%

Married Couple = 49.7%
Single Parents = 17.4%
Non-Families = 32.9%

ABOUT OUR VISITORS - WHAT DO THEY DO HERE?

The majority of visitors are drawn to Gettysburg because of its American Civil War history. Both the Battle of Gettysburg and Lincoln’s “Gettysburg Address” are known throughout the world, but visitors also appreciate that Gettysburg isn’t just a place where something important occurred, but how our community commemorates that history each and every day - through the preservation of historic sites, world-class museums and engaging tours.

Gettysburg National Military Park, alongside the Gettysburg National Military Park Museum & Visitors Center, are Adams County’s largest attractions for visitors as they explore 6,000 acres of hallowed ground and 12 galleries of exhibits and artifacts, respectively.

More and more, however, travelers are exploring other areas of Adams County taking in the history, sites and entertainment that the town and the countryside have to offer.

From arts and theater to unique shopping and dining to farm markets, a craft beverage scene and outdoor recreation, our small town and majestic landscape that surrounds the historic battlegrounds at Gettysburg.

Encouraging visitors to discover new ways to enjoy our community and extend their stays has been a priority of Destination Gettysburg since 2014.

Therefore our marketing often features messages and imagery that highlights non-historical experiences - including our two trails - the Adams County Pour Tour and Adams County Crop Hop.



Getting travelers to stay overnight is one of our top priorities, and while Adams County sees a lot of daytrips, most of our visitors are staying at least one night, in some cases, as long as a week or more. These overnight stays range from traditional hotels/motels to bed and breakfasts, short-term rentals and camping.

Our organization realizes that food and beverage options play a significant role in helping visitors decide on a destination and can play a major role in how travelers plan their vacations. Adams County offers a wide variety of dining - from historic taverns to upscale restaurants and cafes, many of which feature local ingredients.

Additionally, the area features a range of wineries, breweries, distilleries and more that visitors are making part of their travel itineraries to Gettysburg.

ABOUT OUR VISITORS - WHERE ARE THEY FROM?

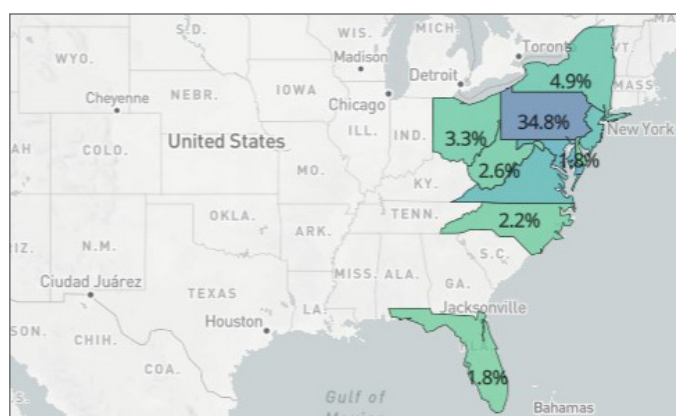
The majority of visitors to Adams County originate from within 300 miles - including such urban areas as Philadelphia, Washington DC, Baltimore, Pittsburgh and New York; however, a large portion of visitors are Pennsylvanians who are looking for short, half-day drives to destinations within the state.

Historically, many other visitors from cities and states outside 300 miles often include Gettysburg and Adams County into larger trips featuring additional destinations such as Philadelphia, Washington DC, Hershey and/or Lancaster.

The following information and graphics are compiled with data from Arrivalist, which tracks information on adult travelers through geolocation technology.

Our top STATES of origin for 2023, by share, through August 2:

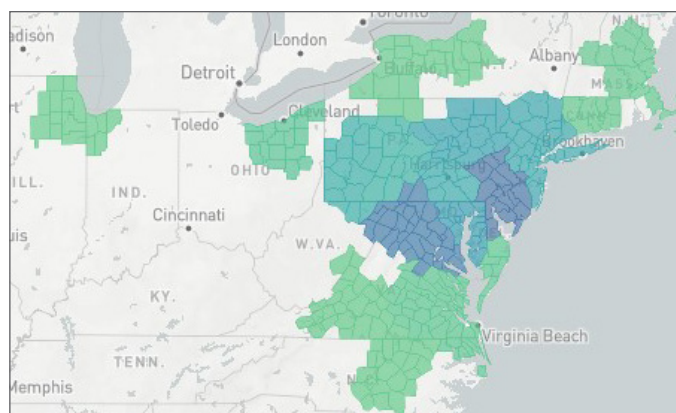
- Pennsylvania (34.8%)
- Maryland (15.5%)
- Virginia (10.5%)
- New Jersey (8.7%)
- New York (4.9%)
- Ohio (3.3%)
- West Virginia (2.6%)
- North Carolina (2.2%)
- Florida (1.8%)
- Delaware (1.8%)



Note: In 2023, Adams County has seen the largest growth in Pennsylvania, New Jersey, Maryland and Virginia, and decreases in share in New York, Ohio, North Carolina and Florida.

Top DESIGNATED MARKET AREAS (DMA) for 2023, by share:

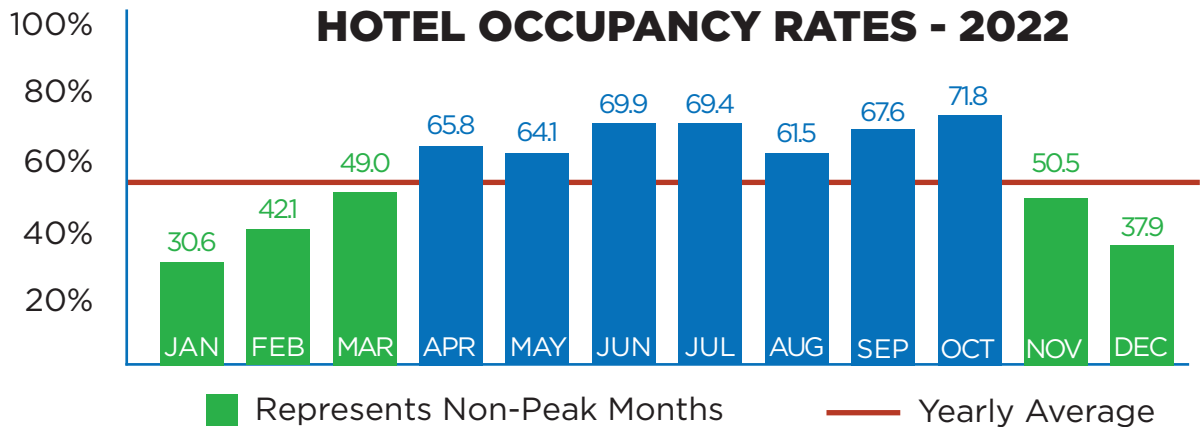
- Philadelphia (18.0%)
- Washington DC (16.4%)
- Baltimore (9.2%)
- Scranton/Wilkes-Barre (7.3%)
- New York City (6.5%)
- Southcentral Pa. (5.9%)
- Pittsburgh (5.0%)
- Johnstown/Altoona (4.1%)
- Cleveland (1.3%)
- Salisbury, Md. (1.1%)



Note: In 2023, Adams County saw the largest growth in Philadelphia, Washington DC, Scranton/Wilkes-Barre and Johnstown/Altoona, while slight decreases were seen in Boston, Pittsburgh and Raleigh/Durham, North Carolina.

ABOUT OUR VISITORS - WHEN ARE THEY HERE?

While the summer months have historically been the most popular time to visit Adams County, most recently, October is showing strong potential as visitors continue to seek out fall getaways close to home. The chart below shows occupancy rates, by month, among 17 hotels participating in a Smith Travel Research (STR) monthly report for 2022. The annual average was 56.7 percent.

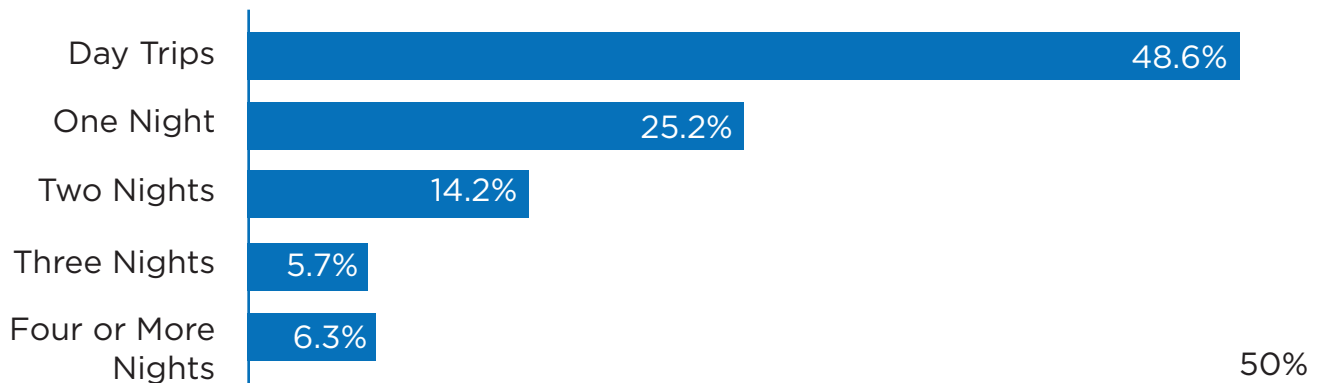


One of Destination Gettysburg’s marketing strategies for 2024 is to bolster non-peak season months with leisure, group travel and meetings market initiatives.

MOST POPULAR DAY TO ARRIVE: SATURDAY
LEAST POPULAR DAY TO ARRIVE: TUESDAY

ABOUT OUR VISITORS - HOW LONG ARE THEY HERE?

On average, visitors in 2023 have spent 1.1 nights in Adams County, down slightly from 2022, when 62 percent of visitors spent at least one night in the destination. Converting day trips into overnight trips remains a priority for the organization. For those who do stay overnight, the average stay is 2.1 nights.



OUR OWNED MARKETING MEDIA

DESTINATIONGETTYSBURG.COM

The Destination Gettysburg website remains the front-line hub where visitors can get important information about our destination. Throughout recent years, it has been fine-tuned to make it easier to use all while adding more content that is relevant to various types of users. Using our aggressive search engine optimization, searching for attractions in Gettysburg often results in our website being a top result. In 2024, we plan on adding more value to visitors as well as special content for local residents.



OFFICIAL VISITORS GUIDE

Our annual visitors guide continues to be a main resource for those planning visits to Gettysburg and Adams County. Through our partnership with Madden Media, we have created a valued publication that contains useful information, travel inspiration as well as insights into the experience of the Adams County destination.

The guide is mailed to tens of thousands of travelers who request the publication through our office. Copies are also sent to dozens of AAA offices and other travel centers, as well as distributed to rest stops through our partnership with Getaways on Display.

In addition, the digital version of the guide is viewed more than 20,000 times every month.



OUR OWNED MARKETING MEDIA (CONTINUED)

THE DESTINATION GETTYSBURG PODCAST

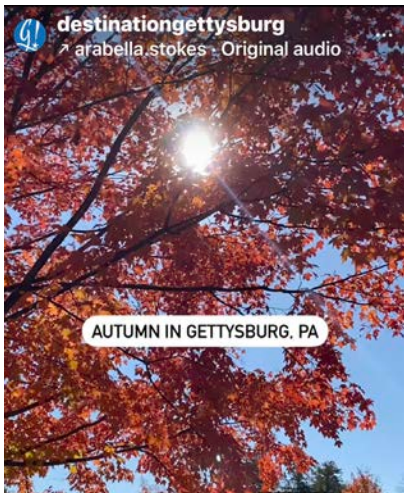
In 2023, we expanded our owned media in a big way by adding a podcast that is created in-house. Since the March debut, the Destination Gettysburg Podcast has been listened to over 2,000 times. The content goal of the program is to highlight the activities that visitors can enjoy when coming to Adams County. The podcast is available on the organization’s website in addition to numerous streaming platforms, including Spotify, Amazon, Apple and iHeart Radio.

SOCIAL MEDIA

Destination Gettysburg’s social media efforts have continued to inspire potential travelers to learn more about Adams County and link to the organization’s website to begin planning their trips. Our team continues to adapt to ever-changing platforms and policies, and works to share its message cohesively across all channels. In addition to its main network of platforms, Destination Gettysburg also has channels specifically for the Adams County Pour Tour.

OUR SOCIAL MEDIA CHANNELS

- Facebook
- Instagram
- Threads
- YouTube
- TikTok
- LinkedIn



Instagram



Facebook



LinkedIn

MONTHLY NEWSLETTERS

Destination Gettysburg uses direct e-mail communication to connect with leisure visitors as well as passport holders for the Pour Tour and Crop Hop. Data shows that our newsletter followers value the content they read in our newsletters. Our open rates of 30-50 percent continue to rise above the industry standards.

OUR MARKETING PARTNERS

Destination Gettysburg's team of marketers is assisted by a network of specialized agencies that help the organization, the destination and its partners, implement the most creative messaging, graphics, website and paid advertising. Below are a few of our valued marketing partners:

BOOM CREATIVE

Boom Creative, based in Pittsburgh, has been Destination Gettysburg's partner since 2016 - working side-by-side with the organization in the creation of paid advertising, graphics, video content and marketing strategy, Boom also plays a lead role in the capturing of photo and video assets alongside Premise Studios.

MADDEN MEDIA

Madden Media works with Destination Gettysburg's marketing team to build and maintain its website, DestinationGettysburg.com. Through pre-scheduled work blocks, Madden's team of designers refreshes our website routinely and makes updates to functionality and other features. Madden also produces Destination Gettysburg's annual visitor guide, working with our team on the design, ad sales and overall vision for the publication.

CYRID MEDIA

Cyrid Media, formerly Essex Media, partners with Destination Gettysburg to place a majority of the organization's digital and video advertising, in addition to working within Google to ensure that Gettysburg, and in particular pages within Destination Gettysburg's website, appears front and center as potential visitors plan their vacations.

BANDWANGO

Bandwango is an online platform that hosts Destination Gettysburg trails, providing a variety of features including digital passports, mapping features, prize redemptions and more. Currently, Destination Gettysburg has two trails with Bandwango - the Adams County Pour Tour, and Adams County Crop Hop.

ARRIVALIST

Arrivalist, a data intelligence company, provides Destination Gettysburg with a variety of metrics to help the organization understand where our visitors are coming from, what they do while they are in the destination, and how much time they are spending in Adams County.

OUR TARGET AUDIENCES

Our target audiences are at the core of Destination Gettysburg’s strategy. Reaching these audiences - as well as identifying and targeting additional audiences - with the right messaging at the right time is key to the organization’s success in maintaining tourism as a top industry in Adams County. This marketing plan focuses on the following key audiences - outlined in detail over the next 12 pages.

LEISURE TRAVELERS

PAGES 20-25

A large majority of travelers to Adams County are leisure travelers - families, couples, groups of friends, and solo travelers who are traveling independently to enjoy the experiences that the destination has to offer. Within this segment lies numerous opportunities to target more niche audiences based on location, demographics, cultural ethnicity and more.

GROUP TRAVELERS

PAGES 26-27

Every year, thousands of groups visit Adams County. These groups are primarily segmented into student field trips or adult retail groups. This segment rebounded strongly from the COVID pandemic in 2023 and continues to be a significant part of Destination Gettysburg’s efforts.

MEETINGS MARKET

PAGES 28-29

While Adams County is considered a small meetings destination, the area attracts hundreds of groups, both big and small who attend as part of corporate retreats, association or religious conferences, weddings, reunions and more. Destination Gettysburg works to attract groups to both traditional and unique meeting venues.



OUR TARGET AUDIENCES (CONTINUED)

INTERNATIONAL TRAVELERS

PAGE 30

International visitation makes up a minor portion of Adams County’s overall visitation but remains a vital market, as visitors from foreign countries stay longer and spend more when they travel. Key markets for Destination Gettysburg remain Canada, the United Kingdom and Germany.

ELECTED OFFICIALS

PAGE 31

Engaging with elected officials is an important component of Destination Gettysburg’s advocacy efforts. The organization works to build an understanding of this vital industry to federal, state, county and municipal officials throughout the year.

COMMUNITY MEMBERS

PAGE 32

Reaching members of the community with not only our industry advocacy efforts, but also the organization’s marketing messages is a growing focus for the team at Destination Gettysburg. The experiences that our visitors enjoy can also positively impact the quality of life for local residents and their families.

PARTNERS

PAGE 33-34



Annual Holiday Gathering 2022



Annual Meeting 2023

Our business partners who have made an investment in Destination Gettysburg are a critical piece to the organization’s success. Our team works to engage and educate partners, provide each with valuable exposure, and provide the opportunities to network through a variety of annual events.

AUDIENCE - LEISURE TRAVELERS

Leisure travel remains Adams County's strongest travel market as the community attracts families, couples, solo travelers, small groups of friends and others who visit to learn about and enjoy the variety of attractions, restaurants, shopping and lodging we have to offer.

Since the pandemic, the demand for leisure travel has hit unprecedented levels, driving up both hotel occupancy and average daily rates - all resulting in record lodging revenue. In 2023, while a successful year for overnight visitation, the team at Destination Gettysburg began to see leisure visitation start to level out slightly.

In order to keep leisure visitation strong in 2024 and beyond, Destination Gettysburg and its marketing partners must work to promote Adams County as a nearby destination with a variety of experiences, as well as highlighting the arrival of new attractions, restaurants, lodging and more.



Girls getaway at Gettysburg Day Spa

While the region's Civil War history and numerous museums, historic sites and tours continue to be the destination's biggest draw, Destination Gettysburg increasingly engages potential visitors with a variety of family friendly attractions, great dining and craft beverage scene, farm markets, events and outdoor recreation. Together, these experiences draw visitors to stay overnight, and in many cases, stay multiple nights in the destination.

Destination Gettysburg integrates a range of marketing tools to attract leisure visitors, largely focusing on family travel for those living within 300 miles of Adams County. Our most significant efforts include print and digital advertising, social media marketing, email marketing, owned media (mainly, our website and visitor guide) and media relations to generate stories in publications and outlets around the country.

More than ever, Destination Gettysburg will utilize a wide range of data, measuring in-market behavior as well as marketing reach through website traffic and visitor guide distribution to make strategic decisions on its marketing. This information enables the marketing team to best understand its strongest markets and the areas that provide the largest opportunity for growth.

AUDIENCE - LEISURE TRAVELERS

OBJECTIVES

To maintain leisure travel visitation levels, and focus on building a foundation to increase visitation during non-peak months (November through March).

STRATEGY AND TACTICS

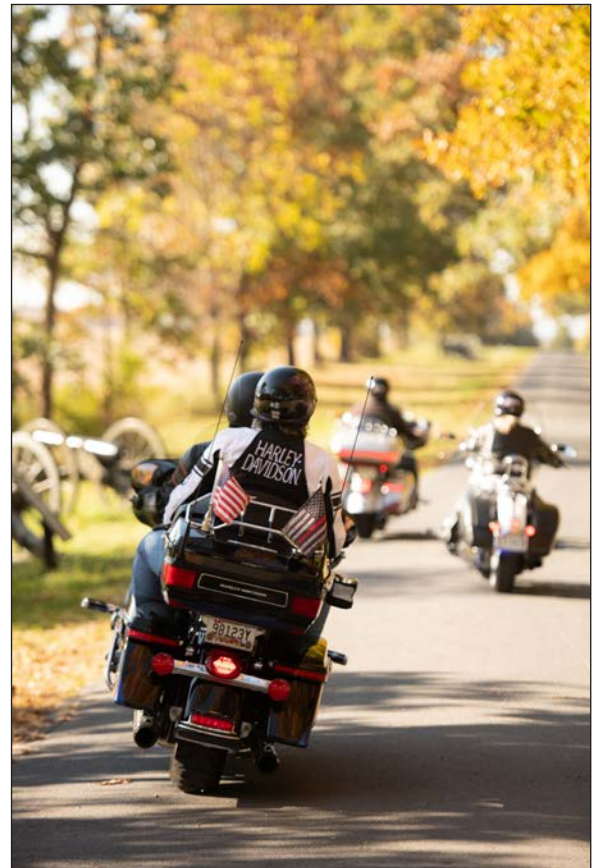
The year 2024 will bring exciting new elements to the leisure traveler market in Gettysburg. Whether someone is visiting for their first time or they have been here before, we firmly believe we can reach them all through a wide range of paid advertising, owned media and more.

In the new year, our focus on increased technology in digital, video and social media marketing will help the organization reach new audiences that are passionate about visiting historic destinations.

New tools such as the Destination Gettysburg podcast, WishTrip, and digital passports along our two trails - the Pour Tour and Crop Hop - will help engage visitors (and potential visitors) like never before. Collectively, our messaging will assure travelers that they can get inspired with a getaway to Gettysburg.

To keep visitation from leisure travelers strong in 2024 and beyond, we must reach new audiences. While we should always be identifying and targeting these niche groups, we know now that our team must engage travelers of various cultural ethnicities, home school families, scouting, college students (and parents), and other youth organizations, as well as new markets within the region.

In order to do so, Destination Gettysburg must collaboratively deliver audience-specific messages across all of its marketing platforms through strong story-telling (especially, video), targeted and relevant content, advertising in new media channels and a stronger effort to engage with journalists to extend the Gettysburg story beyond the organization's existing audiences. A new media relations manager position, expected to begin in January 2024, will provide Destination Gettysburg with a renewed opportunity to tell a variety of stories and reach new audiences around the world.



AUDIENCE - LEISURE TRAVELERS

STRATEGY AND TACTICS (CONTINUED)

Lastly, engaging the local residents of Adams County was identified as a top priority by both staff and the marketing committee. Previously, residents haven't been targeted with Destination Gettysburg's messaging as much as those who are living outside a 50-mile radius.

In 2024, our important work in developing strong relationships in the community will increase to help bridge the gap between visitors and residents, as well as the industry that brings a range of positive economic benefits. More on this effort can be found on Page 32.

OWNED MARKETING MEDIA

Destination Gettysburg's website, visitor guide, social media channels and other "owned" tools allow the organization to control the messaging and deliver inspiring, informative content to engage travelers before and during the visits to Adams County.

Website - through our partnership with Madden Media, Destination Gettysburg continues to improve the content and functionality of its website, considered to be the most effective tool to engage travelers. In 2024, the organization will build additional pages, redevelop existing pages, and improve content across partner profile pages to increase exposure and efficiency for partner businesses across Adams County.

Official Visitor Guide - as the organization's largest printed marketing piece, the visitor guide will be distributed in early February, a month prior to the arrival of the 2023 guide, will feature eight additional pages with more editorial copy, photographs and travel inspiration.

Podcast and Blog - launching in 2023, the podcast has already given Destination Gettysburg a new way to reach travelers through engaging storytelling on a variety of topics. Together with the blog, the marketing team can generate compelling content that is promoted through email marketing, social media and more. In 2024, Destination Gettysburg will publish additional blogs, likely under a new format to provide readers with inspiring, yet more digestible content.

Video Content - Telling our story through the use of original video content was made a priority leading up to 2023, and we are making strides in that direction. We have published new videos that were created by Destination Gettysburg staff and we will be working with professional production crews to create inspiring materials going forward.

AUDIENCE - LEISURE TRAVELERS

STRATEGY AND TACTICS (CONTINUED)

PRINT AND DIGITAL ADVERTISING

In recent years, destinations have been focusing more on digital advertising. While we still find success with print ads, the benefits of analytics and adaptability with digital marketing has its clear advantages. In 2024, we will be putting print publication performance under a microscope and increasing our overall digital advertising strategy.

Digital advertising has grown from the days of simply running banner ads on websites. It now includes compelling video content on YouTube and various streaming services, as well as hyper-targeted e-mail blasts and advertising through social media platforms. We are positioned with our creative teams to be present in more relevant places for 2024.



SOCIAL MEDIA MARKETING

Destination Gettysburg's social media efforts got back on track in 2023 with the help of a full-time social media and communications manager. Audiences grew significantly on each channel, especially TikTok where followers increased more than 300 percent.

Moving forward, the organization will develop a dedicated social media strategy document and content calendar to help the team promote the wide variety of content throughout the year. While emphasis in 2023 was on increasing followers on each channel, the organization in the coming year will place concentration on creating compelling posts that attract comments and other engagement among followers.

Additionally, we will put greater emphasis on short-form, vertical video - to feature not only experiences, but people and places throughout the destination. Our marketing team will work to develop video series that can be shared across all platforms, as well as our newsletter and other owned media channels.

Destination Gettysburg worked with two content creators (influencers) in late 2023, and in 2024, will create a strategy and budget for engaging with more content creators to reach audiences beyond our own.

AUDIENCE - LEISURE TRAVELERS

STRATEGY AND TACTICS (CONTINUED)

MEDIA RELATIONS

With the addition of a new media relations manager in 2024, Destination Gettysburg will renew its efforts to more strongly engage with journalists and media outlets - an effort that has not yet rebounded since the COVID pandemic.

As part of our efforts, we will initiate an aggressive, proactive approach to getting the story of our destination in front of writers, editors, and broadcasters through press releases, pitches, media invitations and more.

We will engage with media marketplaces at the regional, national and international levels to plant the seed for the America 250th commemoration in 2026.

VISITOR SERVICES

Destination Gettysburg’s visitor services team has identified a list of opportunities both in-market and throughout the region to talk with visitors and potential visitors with in-person engagement, highlighting the array of experiences through partner businesses and organizations.

In addition, Destination Gettysburg - starting with the Pittsburgh Travel Show in January - is increasing its participation in consumer travel shows in an effort to share information and inspiration with those who are seeking ideas for upcoming vacation getaways.

AUDIENCE GOALS - LEISURE TRAVELERS

- Identify and target five new geographical areas.
- Increase annual Page Views on website to pre-pandemic levels (2.4M+)
- Develop and implement marketing and public relations strategy for reaching black travelers.
- Create additional trail to add to organization’s network to provide additional experience for visitors.
- Host 20 journalists for media visits to increase destination’s exposure.
- Sustain open rate for monthly newsletter at 29 percent.
- Produce and publish 20 videos to tell the stories of the people, places and experiences in Adams County.
- Compile and distribute 15 press releases targeting seasonal content, upcoming events or new experiences.
- Implement social media strategy to include partnerships with content creators/influencers.
- Double the full-listens to Destination Gettysburg’s podcast, from 2,000 to 4,000.

AUDIENCE - LEISURE TRAVELERS

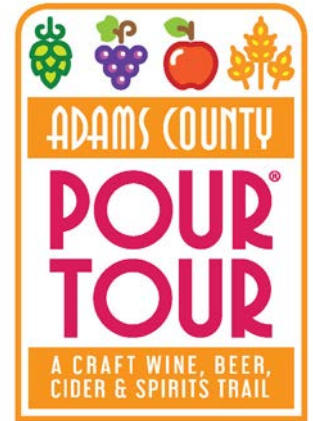
OUR NETWORK OF TRAILS

Adams County offers a wide range of activities for visitors and locals to enjoy. Self-guided trails, such as the Pour Tour and Crop Hop, package these experiences to help guests make the most of their trip. Each trail offers a free mobile passport that lists participating locations. After checking in at a stop, visitors earn points to redeem for prizes. With discounts and other useful passport features, trails remain an effective tool in raising awareness and ultimately driving traffic to businesses.

Looking forward, Destination Gettysburg will explore opportunities to develop new trails for visitors to experience - either through the Bandwango platform or otherwise.

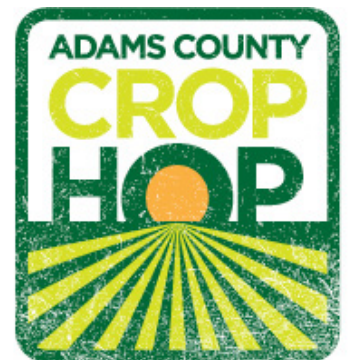
ADAMS COUNTY POUR TOUR

The Adams County Pour Tour highlights the local craft beverage industry. Beginning in 2024, the Pour Tour transitions to a seasonal format. All current passports expire January 19, 2024, and the new passport runs February 5 to January 17, 2025. We will add new prizes to the passport and plan on adding discounts. Our team will continue to promote the Pour Tour through social media, email marketing, and by attending/sponsoring craft beverage events.



ADAMS COUNTY CROP HOP

The Adams County Crop Hop showcases the rich agriculture of the area. In May 2023, we launched the seasonal mobile passport, running May 1 to December 31 to align with the growing season, from blossom to harvest. We introduced new prizes to the passport, attended numerous events, sent monthly newsletters and more. We are replicating the Crop Hop passport seasonal model for 2024 and will release a short video that explains the Crop Hop and plan to use that to promote next season.



WISH TRIP

This new tool allows visitors to Gettysburg to not only find previously created treks developed by former travelers and Destination Gettysburg itself, but to develop their own trek to share with their friends and family. In 2024, Destination Gettysburg will add more treks - some of which will enable the destination to replicate its printed self-guided tours.

AUDIENCE - GROUP TRAVELERS

For Adams County, the group travel market is primarily broken down into two segments - student travel and adult travel. Both segments are slowly returning from pre-pandemic levels, and Destination Gettysburg has been actively re-engaging with tour operators and group travel leaders over the past three years to get Gettysburg back in their travel plans.

In those past few years, the tourism community has welcomed on, or is in the process of bringing on, several new attractions and restaurants ideal for group travelers. These new properties can and will be an opportunity for group tour operators to add or expand on group visits.

In 2023, Destination Gettysburg conducted a photo and video capture to fill its library with new content for updated materials, promotions and more. These assets will be used in new sales and marketing collateral.

This year, our sales team - with the recent addition of a sales manager - will look to add events to further engage with tour operators who plan trips on behalf of their clients. Additionally, our staff will host more familiarization trips and site visits for operators who want to see first-hand what Adams County has to offer.



OUR GROUP TRAVEL MARKET MEMBERSHIPS

- American Bus Association (ABA)*
- National Tour Association (NTA)*
- Student & Youth Travel Association (SYTA)*
- Ontario Motorcoach Association (OMCA)*
- Pennsylvania Bus Association (PBA)*
- Maryland Motorcoach Association (MMA)*
- Greater New Jersey Motorcoach Association (GNJMA)*
- Virginia Motorcoach Association (VMA)

** Notes that Destination Gettysburg will attend the organization's 2024 marketplace.*

AUDIENCE - GROUP TRAVELERS

OBJECTIVE

To foster the growth of the group travel market to pre-pandemic levels.

STRATEGY AND TACTICS

In 2024, Destination Gettysburg’s sales staff will focus on reaching new markets to generate future travel by groups throughout the country. As the team extends its reach, marketing materials and promotions will all be updated with the most relevant information and sources for tour operators and group travel leaders to plan their trips. As part of this effort, the organization will place a focus on a variety of associations to reach the homeschool, cyber student and scouting segments.

OWNED MEDIA

With a new set of photos and videos, Destination Gettysburg will utilize these new assets to build new marketing materials, improve the group travel section of its website and create an inventory of collateral ready to distribute to tour operators and group travel leaders. The staff will also continue to send quarterly newsletters to its list of more than 500 contacts with the latest news and group travel opportunities.

PRINT AND DIGITAL ADVERTISING

Destination Gettysburg will build upon the strong efforts in 2023 to place ads in print and digital outlets in key target areas.

SOCIAL MEDIA AND PUBLIC RELATIONS

While Destination Gettysburg’s primary audience on social media channels is leisure travel, the team will examine ways to promote the group travel market on LinkedIn and other channels, as appropriate. In addition, with the help of a new media relations manager, Destination Gettysburg will re-engage its efforts to work with group travel media. While only about 10-12 publications, these outlets can be vital to helping to reach tour operators around the country.

AUDIENCE GOALS - GROUP TRAVEL

- Attend three new tradeshow that Destination Gettysburg has not participated in.
- Produce new Group Tour Guide to highlight group-friendly business partners across Adams County.
- Develop and implement new strategies to grow homeschool, charter school and scout visitation by building relationships with respective associations and regional organizations.

AUDIENCE - MEETINGS MARKET

Adams County holds tremendous opportunity to grow visitation through conferences, reunions and other events that attract anywhere from 10 people or less to hundreds.

This visitation can help boost non-peak months and mid-week stays.

Destination Gettysburg’s sales team targets corporations, associations, reunion groups, religious organizations and more to bring meetings and events that can host up to 500 attendees and generate peak room nights of 200 or more.

Adams County features a variety of traditional and unique meeting/event venues, and has carved a niche in leadership development - an attractive offering for companies and organizations of all sizes.



After a three years of challenges related to the COVID pandemic, in 2023, Destination Gettysburg put added energy into the meetings market through paid advertising, attendance at additional meeting planner conferences, and a new quarterly newsletter targeted to meeting planners throughout the region.

In 2024, Destination Gettysburg will build upon those efforts and explore ways to incentivize meetings and events with sponsorships, new meetings-specific marketing materials, as well as further engage with the organization’s partners who offer leadership development.

OUR MEETINGS MARKET MEMBERSHIPS

- Meetings Planners International - Middle Pennsylvania Chapter
- Meetings Planners International - Potomac Chapter
- Pennsylvania Society of Association Excellence
- Military Reunion Network

OBJECTIVE

To increase visitation through meetings, events and conferences.

STRATEGY AND TACTICS

In 2024, Destination Gettysburg will leverage its new customer relationship management system to effectively target meeting planners in Harrisburg, Washington DC and beyond. To do so, the sales team will publish new materials, explore alternative ways to reach meeting planners, and work to develop incentives and programs to further engage corporations and associations.

OWNED MEDIA

Through the creation of new marketing materials, Destination Gettysburg will position itself to be a competitor with other small meetings markets. By doing so, these new materials will also enable the organization to further develop the meetings market section of its website.

PRINT AND DIGITAL ADVERTISING

Destination Gettysburg’s sales and marketing teams will collaborate to place print ads and email marketing in a variety of meetings market media to reach meeting planners, highlighting its close proximity to major urban areas, its unique history and leadership development organizations.

SOCIAL MEDIA AND PUBLIC RELATIONS

Through social media channels - particularly LinkedIn and Facebook - Destination Gettysburg will work to highlight meeting groups and events who are visiting, and promote public events happening in the destination. The team will also distribute a series of press releases/pitches to media that focus on the meetings market.

MEETINGS MARKET EVENTS FOR 2024

- PASAE Conference
- Military Reunion Network
- NorthStar Meetings
- ReConEX

AUDIENCE GOALS - MEETINGS MARKET

- Develop and produce a new meeting planner guide for distribution at shows, site visits and digitally through Destination Gettysburg’s website.
- Host two meeting planner events in target markets to highlight venues, dining, lodging and attractions.
- Attend two meetings events in new markets to engage with meeting planners and organizations.

AUDIENCE - INTERNATIONAL TRAVELERS

Travel from international countries is on a rebound, and Destination Gettysburg has been busy over the past two years re-engaging with travel planners, operators and journalists from targeted countries.

While Gettysburg is not typically a first or primary destination for international travelers, Adams County is often included on multi-stop itineraries and is ideally situated to be part of trips to Washington DC, Philadelphia, Lancaster and Hershey.

In 2022 and 2023, Destination Gettysburg invested more than \$12,000 with BrandUSA - the national public-private partnership of destinations across the United States. In doing so, our organization was able to bring up-to-date all existing pre-COVID marketing collateral and share Gettysburg’s message to key countries once again.



Destination Gettysburg engages the international travel market primarily through its attendance at IPW - the nation’s largest travel trade event; as well as a variety of print and digital marketing - including but not limited to its partnership with BrandUSA. In addition, Destination Gettysburg works with partners through Visit PA and regional Keystone Crossroads destinations to engage markets through sales missions, collaborative outreach and more.

OBJECTIVE

To more closely (and directly) engage with international buyers and journalists.

STRATEGY AND TACTICS

In 2024, Destination Gettysburg will leverage the relationships built over the past two years, and provide more direct communications - through PR, social media marketing, sales and email marketing - building momentum for the America 250th in 2026. As part of this effort, the team will implement a new social media strategy to promote Gettysburg and Adams County to key international audiences.

AUDIENCE GOALS - INTERNATIONAL MARKET

- Audit and make content changes to international marketing materials internal and external.
- Distribute a minimum of three press releases targeting foreign media outlets or journalists.
- Expand foreign translation pages on website to include one additional language.

AUDIENCE - ELECTED OFFICIALS

Sharing the positive economic benefits of tourism is an important effort by Destination Gettysburg. Often, this advocacy starts with elected officials who are trusted sources for community members, who make policies that may impact the industry or our visitors, and who can aid in the development of infrastructure and tourism products that will enhance the destination.

Under the leadership of President & CEO Karl Pietrzak, Destination Gettysburg routinely meets with elected officials both one-on-one and in larger group settings. At the forefront of our advocacy efforts, the team shares a variety of research and data that support the benefits of this industry, including but not limited to visitor spending, jobs supported by tourism, tax revenue generated as well as the county’s lodging occupancy rates.

OBJECTIVE

To develop and share the story of how tourism positively impacts the community of Adams County.

STRATEGY AND TACTICS

Engaging government agencies and elected officials will remain a priority in 2024, as well as better leveraging existing connections through the Adams County Commissioners, state and federal legislators and municipal officials from around the region, some of which are part of the Adams County Council of Governments.

Foremost, the organization will further develop tourism’s story through presentations, printed materials, and content on our advocacy website, GettysburgTourismWorks.com.

Secondly, Destination Gettysburg will relaunch its Advocacy Committee, a group of business and community members who will develop ideas to best tell the industry’s message and distribute that story into the community.

AUDIENCE GOALS - ELECTED OFFICIALS

- Conduct five presentations to elected officials or government leaders about the impact of tourism in Adams County.
- Leverage National Travel & Tourism Week to engage federal, state and local elected officials.
- Launch quarterly newsletter specific to elected officials and government staff.



AUDIENCE - COMMUNITY MEMBERS

The local community remains one of Destination Gettysburg’s biggest opportunities - to not only encourage residents to enjoy the variety of experiences in their own backyard, but to also gain a stronger understanding of the organization’s work and the positive impact on the local economy.

In 2023, Destination Gettysburg’s team sought to attend numerous community events and provide visitors with information about the destination and help residents learn more about the organization. In 2024, the staff will expand upon those efforts as well as put a greater emphasis on supporting community efforts such as local events, youth sports, and support through advertising and local team sponsorships.



Destination Gettysburg at the Adams County Library System’s FunFest in June 2023.

OBJECTIVE

To build a stronger connection with the local community of Adams County, Pa.

STRATEGY AND TACTICS

Visibility is key to reaching local residents and community leaders who may otherwise be unfamiliar with Destination Gettysburg’s work. To do so, the marketing team will explore ways to increase its investment in local sponsorships and advertising, as well as attending more community events.

Likewise, Destination Gettysburg will create ways in which local residents will further engage with destination as well as the organization’s owned content, specifically its website and social media channels.

AUDIENCE GOALS - COMMUNITY MEMBERS

- Attend and represent Destination Gettysburg at 10 community events to engage with local residents.
- Launch section/calendar on website specific to community events and activities.
- Explore opportunity within partnership to offer discounts to residents of Adams County.
- Commit at least \$10,000 in local sponsorships or local advertising - an increase of 400 percent over 2022.

AUDIENCE - BUSINESS PARTNERS

Destination Gettysburg’s 300-plus business and non-profit partners have each made valuable investments in the organization’s work to bring three million visitors to Adams County annually. These partners - accommodations, museums and attractions, restaurants, farms, retail stores and more - provide not only important revenue to Destination Gettysburg’s work, but allow the organization to expand its story and inspire travelers from around the world.



Partners enjoying Destination Gettysburg’s Summer Social Celebration at Creekside Farm and Market in August 2023.

Since the COVID-19 pandemic devastated the travel industry both locally and around the world in 2020 and 2021, Destination Gettysburg’s primary partnership efforts have focused on building back its membership base, and in turn, re-establishing relationships with business leaders across Adams County.

Now that tourism has in-large rebounded nearly back to pre-pandemic levels, Destination Gettysburg can deepen those relationships and work with businesses to create engaging experiences and compelling stories.

As part of that effort, Destination Gettysburg will expand its partner education efforts to help local businesses of all sizes learn more about marketing tactics, travel trends and ways to more closely engage with various segments - including the leisure, group and meetings markets.

PROPOSED PARTNER EVENTS FOR 2024

- | | |
|-------------|---|
| ■ January | Board Introduction Reception |
| ■ February | Partner Education Event, No. 1 |
| ■ March | Annual Meeting |
| | Partner Education Event, No. 2 |
| ■ April | Partner Education Event, No. 3 |
| ■ May | National Travel & Tourism Week Event(s) |
| ■ June | Partner Education Event, No. 4 |
| ■ August | Summer Social Celebration |
| ■ September | Partner Networking Event, No. 5 |
| ■ October | Partner Networking Event |
| ■ November | Partner Education Event, No. 6 |
| ■ December | Holiday Gathering |

OBJECTIVES

Destination Gettysburg will aim to strengthen its partner relationships, develop strong recruitment and retention strategies, and increase the value for partner businesses and organizations.

STRATEGY AND TACTICS

In 2024, Destination Gettysburg will more strongly integrate partnership initiatives with other departments and programs within the organization. In doing so, partners will feel more closely connected with Destination Gettysburg’s overall message to visitors, local residents and various travel segments.

OWNED MEDIA

Destination Gettysburg will continue to explore ways to highlight partners through its website, visitor guide, blogs, podcasts and more. Among those initiatives will be through video story-telling to appear on the organization’s website and social media channels.

PRINT AND DIGITAL ADVERTISING

The organization will increase its efforts in 2024 to engage partners with paid marketing opportunities through co-op advertising and other affordable offers for partners to increase their reach alongside Destination Gettysburg’s efforts.

SOCIAL MEDIA AND PUBLIC RELATIONS

In 2024, Destination Gettysburg examine to add educational sessions that focus on social media tactics as well as look to ways to increase exposure for partners through social media promotions.

VISITOR SERVICES

Destination Gettysburg’s visitor services team will examine ways to engage partners for in-market and out-of-market events and promotions.

AUDIENCE GOALS - BUSINESS PARTNERS

- Audit and make necessary photo/text changes to all partner pages on Destination Gettysburg’s website.
- Redesign and reformat partner newsletter, “Going Places.”
- Hold 12 educational sessions or networking events for partners.
- Issue at least one partner survey to gauge organizational value and solicit ideas for education sessions.

GOALS SUMMARY

LEISURE TRAVELERS

PAGES 19-24

- Identify and target five new geographical areas.
- Increase annual Page Views on website to pre-pandemic levels (2.4M+)
- Develop and implement marketing and public relations strategy for reaching black travelers.
- Create additional trail to add to organization's network to provide additional experience for visitors.
- Host 20 journalists for media visits to increase destination's exposure.
- Sustain open rate for monthly newsletter at 29 percent.
- Produce and publish 20 videos to tell the stories of the people, places and experiences in Adams County.
- Compile and distribute 15 press releases targeting seasonal content, upcoming events or new experiences.
- Implement social media strategy to include partnerships with content creators/influencers.
- Double the full-listens to Destination Gettysburg's podcast to 4,000.

GROUP TRAVELERS

PAGES 25-26

- Attend three new tradeshows that Destination Gettysburg has not previously participated in.
- Produce new Group Tour Guide to highlight group-friendly business partners across Adams County.
- Develop and implement new strategies to grow homeschool, charter school and scout visitation by building relationships with respective associations and regional organizations.



MEETINGS MARKET

PAGES 27-28

- Develop and produce a new meeting planner guide for distribution at shows, site visits and digitally through Destination Gettysburg's website.
- Host two meeting planner events in target markets to highlight venues, dining, lodging and attractions.
- Attend two meetings events in new markets to engage with meeting planners and organizations.

GOALS SUMMARY (CONTINUED)

INTERNATIONAL TRAVELERS

PAGE 29

- Audit and make content changes to international marketing materials internal and external.
- Distribute a minimum of three press releases targeting foreign media outlets or journalists.
- Expand foreign translation pages on website to include one additional language.



IPW 2023

ELECTED OFFICIALS

PAGE 30

- Conduct five presentations to elected officials or government leaders about the impact of tourism in Adams County.
- Leverage National Travel & Tourism Week to engage federal, state and local elected officials.
- Launch quarterly newsletter specific to elected officials and government staff.

COMMUNITY MEMBERS

PAGE 31

- Attend and represent Destination Gettysburg at 10 community events to engage with local residents.
- Explore opportunity within partnership to offer discounts to residents of Adams County.
- Launch section/calendar on website specific to community events and activities.
- Commit at least \$10,000 in local sponsorships or local advertising - an increase of 400 percent over 2022.

BUSINESS PARTNERS

PAGE 32-33

- Audit and make necessary photo/text changes to all partner pages on Destination Gettysburg's website.
- Redesign and reformat partner newsletter, "Going Places."
- Hold 12 educational sessions or networking events for partners.
- Issue at least two partner surveys to gauge organizational value and improve benefits package.

PAID MARKETING BUDGET

	2023	2024
BROCHURE DISTRIBUTION	\$8,000	\$15,000
CONTENT	\$13,000	\$5,000
CO-OP ADVERTISING	\$24,000	\$10,000
CREATIVE SERVICES	\$101,000	\$130,000
CROWDRIFF	\$14,000	\$15,000
DIGITAL MARKETING	\$313,000	\$330,000
GIVEAWAYS	\$12,000	\$2,500
GROUPS MARKET ADVERTISING	\$22,000	\$25,000
INSPIRATION GUIDE	\$55,000	\$55,000
MEETINGS MARKET ADVERTISING	\$10,000	\$12,000
OUTDOOR ADVERTISING	\$58,000	\$60,000
PHOTO AND VIDEO CAPTURES	\$40,000	\$35,000
PRINT ADVERTISING	\$124,100	\$90,000
PRINTING MATERIALS	\$10,000	\$2,500
SIGNS	\$2,000	\$1,000
SOCIAL MEDIA MARKETING	\$10,000	\$20,000
STRATEGIC PLANNING - NEXTFACTOR	\$12,000	\$11,000
TRAILS (Bandwango, Crop Hop, Pour Tour, & WishTrip)	\$64,000	\$45,000
TV ADVERTISING	\$20,000	\$70,000
WEBSITE - HOSTING, CONTENT, AND SEO	\$75,000	\$66,000

2023	2024
\$987,100	\$1,000,000