

Adams County hotels on pace to eclipse four-year high

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(Photo / Amy Spangler)

Hotel demand continues to spark new projects in the midstate, including in Adams County where sales are on pace to eclipse their highwater mark in 2013, the 150th anniversary of the Gettysburg battle.

Destination Gettysburg officials said the county is on pace to crack \$50 million in hotel revenue this year.

Through June, hotel sales were nearly \$23 million, about \$1 million higher than last year's midyear total and about \$1.8 million higher than 2013.

In May, a Best Western Gettysburg opened along Steinwehr Avenue to replace a former America's Best Value Inn. A second hotel, a Holiday Inn Express & Suites Gettysburg South West, opened this month next to the Outlet Shoppes of Gettysburg.

"Businesses are investing in the tourism community and these additional rooms will allow for greater occupancy during our busy times of year," said Norris Flowers, president of Destination Gettysburg.

The median length of stay by overnight visitors in Adams County, according to surveys conducted by California University of Pennsylvania's Tourism Research Center, is two nights.

The more nights guests stay in a destination, the more they're likely to spend on meals, shopping, transportation and entertainment, which cumulatively account for \$686 million in spending in Adams County, according to state economic research.


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Hotel industry research firm STR said the average daily rate of hotel rooms is up about 3 percent this year from last year at \$105.52 per night. STR also found that demand for hotel rooms in Adams County this year is up 9 percent over last year.

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