

DESTINATION
Gettysburg!
ADAMS COUNTY, PA



ANNUAL
REPORT
2023

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“ I visit a lot, and the people are always welcoming. It feels like home to me.

- Scott White, Charleston, WV.

NOTE: In recognition of Gettysburg's honor as "Most Welcoming town in the U.S.," we have included quotes from several of our visitors throughout this report, including the one above.

A FEW HIGHLIGHTS



Gettysburg takes home national honor as “Most Welcoming Town in the U.S.” by Booking.com ... Page 8.



Photo by Mila K Photography

“A Gettysburg Christmas” captures the hearts of Gettysburg ... Page 9.



Inaugural Gettysburg Girl Scout Day is a promising success ... Page 10.

ABOUT US

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.

OUR HISTORY

The roots of Destination Gettysburg go back to 1954 when a group of local business owners realized the potential to work together to market the destination to travelers. A year later, their effort was officially incorporated as the Gettysburg Travel Council.

“Every time I arrive in town, I feel truly at home.

- Walter Rosado,
Pittsburgh, Pa.

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.

Later known as the Gettysburg Convention & Visitors Bureau, and now Destination Gettysburg, the mission remains the same - to support the local economy through tourism as the official destination marketing organization of Adams County.

A MESSAGE FROM THE BOARD

As the town of Gettysburg and Adams County prepare for all of the visitors coming to see what we have to offer this year, let's reflect back on the past year.

We ended 2023 strong with the best year ever in lodging tax revenue. With the additional funding, we were able to increase the advertising budget to \$1,000,000 and hold that same amount for 2024. Last year marked the 160th anniversary of the Battle of Gettysburg and Gettysburg Address, which made a busy summer and autumn for all. We welcomed a new museum, Gettysburg Beyond the Battle, at the Adams County Historical Society. The filming of "A Gettysburg Christmas" movie wrapped up early in the year. During the Christmas festival, residents and visitors were invited to special screenings of the film at the Seminary Ridge Museum.

As we look forward to 2024, it will be another jam-packed summer with plenty of events for all ages to enjoy. We not only encourage visitors to check out our events calendar but residents as well. We are all eagerly awaiting the opening of Little Round Top, in late Spring to early Summer.

I want to thank all staff, board members, and committee members for their efforts to make Gettysburg and Adams County the premier travel destination again for 2024.



A handwritten signature in black ink that reads "Nathan Mares".

NATHAN MARES
2024 CHAIRPERSON
Board of Directors
Destination Gettysburg

“ I wish I could explain how I felt, but I can't. I can say it is an experience I will never forget.

- Dale Kaeshoefer, Austin, Texas

BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

NATHAN MARES
Chairperson

TIMBREL WALLACE
Chairperson-Elect

ANDREA PROULX
Treasurer

NICOLE BUCHER
Secretary

MAX FELTY
Immediate Past-Chair

BOARD OF DIRECTORS

MAGGIE BALDWIN
Land of Little Horses
Performing Animal Theme Park

RICK BEAMER
Gettystown Inn

NICOLE BUCHER
Mister Ed's Elephant Museum & Candy Emp.

MAX FELTY
Gettysburg Group Reservations

NANCIE GUDMESTAD
Shriver House Museum

NATHAN MARES
Best Western Gettysburg/Quality Inn

MARY LYNN MARTIN
Hickory Bridge Farm

WAYNE MOTTS
Gettysburg Foundation

ANDREA PROULX
The Gettysburg Hotel, Est. 1797

JILL SELLERS
Main Street Gettysburg

MATT SHEADS
ACNB Insurance Services, Inc.

TIMBREL WALLACE
Lark-A Modern Marketplace, Nerd Herd,
Oh Man!, Gettysburg Goods

JACQUELINE WHITE
Dobbin House Tavern

KARL PIETRZAK - EX-OFFICIO
President & CEO, Destination Gettysburg

NON-VOTING REPRESENTATIVES

JIM MARTIN
Adams County Commissioners

STEVE SIMS
Gettysburg National Military Park

A MESSAGE FROM THE PRESIDENT & CEO

As 2023 rolls into 2024, this is a perfect opportunity to reflect on another successful year for tourism in Adams County. This Annual Report highlights many achievements for our organization and the destination over the last year.

Several significant milestones occurred in 2023. In July, the 160th anniversary of the Battle of Gettysburg attracted large crowds to experience 12 days of commemorative events. In October, a special film festival celebrated the 30th anniversary of the epic movie “Gettysburg,” which helped put our town back on the map for the American public in 1993.

Our town received a significant accolade in 2023, as Booking.com named Gettysburg the “Most Welcoming Town in the U.S.” This award is really for everyone who lives in Adams County, because it’s our friendly and welcoming residents and front-line tourism employees who make our visitors feel welcome and at home while they’re here.

Destination Gettysburg spent 2023 building on the momentum of the previous two years, and developing ways to attract new visitors to experience our wonderful destination. We hosted the first Girl Scouts Day in Gettysburg, and launched a new podcast highlighting the attractions and events in our region. Our staff completed the first year of our strategic plan, putting strategies into action to ensure the organization’s and destination’s success into the future.

At the end of the year, Destination Gettysburg made a significant investment to help make our town even more welcoming. Our board of directors unanimously approved a \$100,000 donation to support the operations of the new Gettysburg Welcome



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

Center, which Main Street Gettysburg plans to build on Baltimore Street.

I want to thank our hardworking staff and board of directors for their dedication to the success of tourism in Adams County. Their accomplishments are truly appreciated. And I thank our partners and their employees, who welcome our visitors every day and provide the experiences that keep them coming back.

We have experienced a strong rebound over the last few years, and our team continues to focus on strengthening the local tourism industry and provide a welcoming destination for our visitors.

THE DESTINATION GETTYSBURG TEAM



Missing from photo is Lindsay Methlie, Director of Sales.

FULL-TIME STAFF

KARL PIETRZAK
President & CEO

BONNIE WALTERS
Director of Finance/Human Resources

LINDSAY METHLIE
Director of Sales

TINSY LABRIE
Sr. Marketing Manager

MARY GRACE KAUFFMAN
Social Media Manager

MAGDALENA RADOVIC-MORENO
Partnership Services Coordinator

CARL WHITEHILL
Vice President

RICK KENNIS
Director of Marketing

TAMMY MYERS AND AMY WELSH*
Directors of Partnership

TINA KLYM-SNYDER
Visitor Services Manager

JOEL CYMERMAN
Content & Trails Manager

DIANA PACKARD
Sales Manager

VISITOR SERVICES AND SUPPORT STAFF

JOHN ARCHER
NANCIE GUDMESTAD
BECKY HANSON
MIKE MILLER

COREY SMITH
RON SMITH
BRENDA STAUB
ROBIN TYLER

**Amy Welsh transitioned into the role of Director of Partnership in December 2023.*

A LOOK BACK AT 2023

Booking.com names Gettysburg ‘Most Welcoming’ town in the U.S.

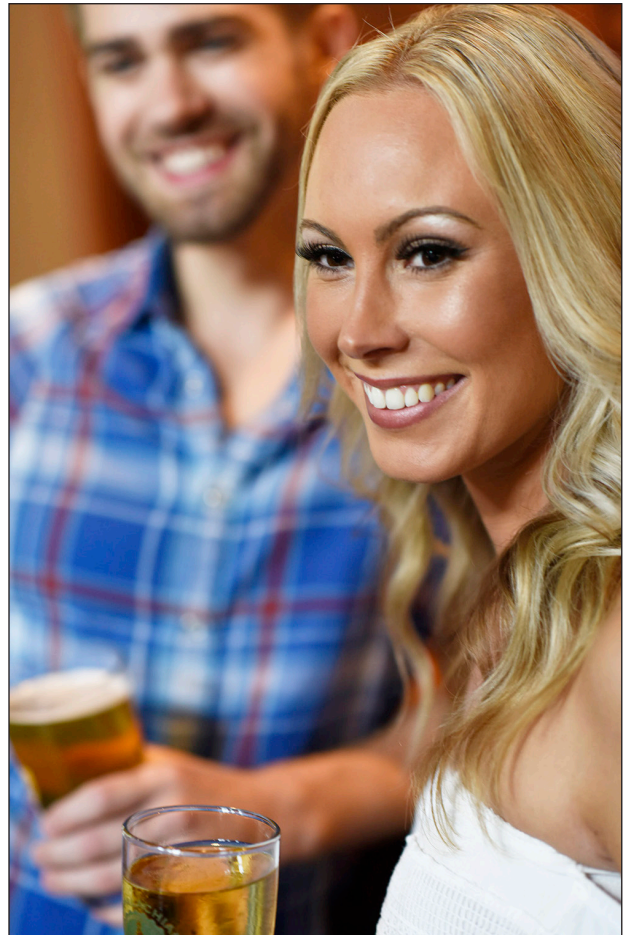
In June 2023, the world’s third-largest travel website, Booking.com, announced that Gettysburg was named the “Most Welcoming City/Town in the U.S.,” based on 240 million customer reviews.

The announcement came just months after Destination Gettysburg officially adopted its new vision “to become the most welcoming and authentic destination in America.”

This accolade honors Gettysburg and Adams County’s high standard of hospitality through its lodging, restaurants, shopping and entertainment.

Destination Gettysburg has promoted this achievement through its paid advertising, social media and media relations efforts.

Booking.com boasts 582 million monthly users, and reviews were based on bookings to destinations throughout the country.



“Gettysburg is never far from your thoughts, and going back is like coming home.

- Mary Elizabeth Berry, Elkhart, Indiana

A LOOK BACK AT 2023

Lodging levels continue to increase

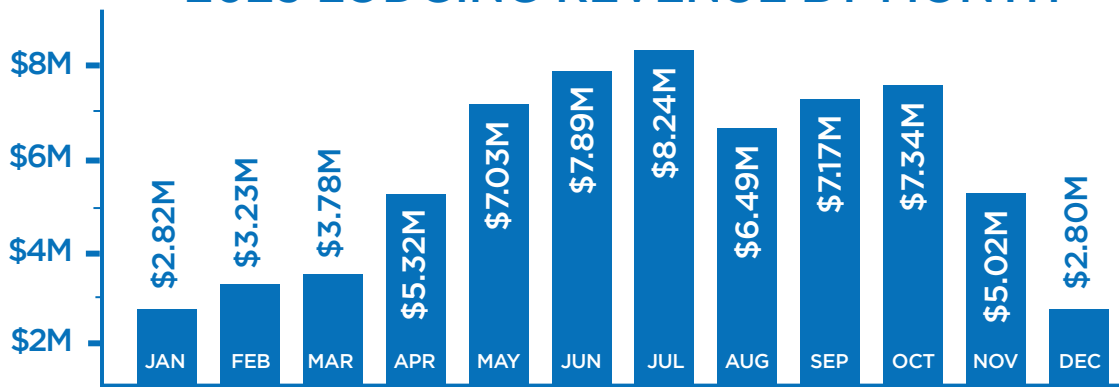
Adams County continued its post-pandemic rebound in 2023, posting record lodging revenue numbers and maintaining a strong occupancy and average daily rates, according to data provided by Smith Travel Research (STR), measuring 17 participating hotels.

STR reported a 1.9-percent increase in occupancy in 2023, and the average daily rate among hotels reached \$130.08 - a 4.2-percent increase over 2022. RevPAR -

an important barometer for hoteliers to measure revenue for available rooms, sold or unsold - increased 6.2 percent.

Lodging revenue, as reported by the Adams County Treasurer's office, rose 7.5 percent to \$68.8 million in 2023. Lodging is only one sector that tourism supports - money is also spent by visitors in restaurants, stores, attractions, and other supporting businesses.

2023 LODGING REVENUE BY MONTH



Hollywood arrives in Gettysburg

Throughout 2023, the community waited in great anticipation for the premiere of "A Gettysburg Christmas," filmed in January and February and released in time for the Gettysburg Christmas Festival in early December. Thousands of residents and visitors enjoyed early showings of the film. The movie - based on a book by Craig Rupp - was met with great support, and more showings are expected in 2024 and beyond.



A LOOK BACK AT 2023

Gettysburg hosts first Girl Scout Day

In September, Destination Gettysburg teamed up with the Girl Scouts in the Heart of Pennsylvania region to host the inaugural Gettysburg Girl Scout Day – an event created to bring Girl Scouts and their families to Adams County in a way that deepened their learning of American history and to enjoy experiences throughout the destination.

Participating Girl Scouts signed up for one of four treks designed to introduce the girls and their families to a variety of experiences in Adams County. At the conclusion of the event, Girl Scouts who successfully completed their designated trek earned a special Gettysburg patch for their experience.

More than 340 (scouts and their families) attended the event that took place at 12 locations throughout Adams County.



Registrants signed up from six different states and numerous regional councils.

Destination Gettysburg and Gettysburg Group Reservations spearheaded the event, and plans are solidifying for a follow-up Gettysburg Girl Scout Day in 2024, as well as discussing other efforts to attract additional scouting groups to Adams County.

THE JIM GETTY ‘SPIRIT OF GETTYSBURG’ AWARD



Randy Phiel, Adams County Commissioner, was honored in 2023 with Destination Gettysburg’s Jim Getty “Spirit of Gettysburg” Award, given to an individual who has contributed to the success of tourism in the local community.

Randy, pictured in center, was nominated for his work as a law enforcement ranger with Gettysburg National Military Park, an organizer of the battle re-enactment and support to the industry as commissioner.

OUR THREE-YEAR ROAD MAP

Staff gets to work on Strategic Plan

In January 2023, Destination Gettysburg’s staff and board kicked off the first year of its three-year Strategic Plan, which includes four overall goals and 19 initiatives (outlined below). This plan is the roadmap to ensure

that Destination Gettysburg and the entire Adams County tourism industry builds on current achievements to positively impact our residents and community into the future. The plan outlines goals into 2025.

HIGHLIGHTS OF OUR 2023 PROGRESS

- ▶ Initiated Wish Trip program to provide customized trek options to visitors.
- ▶ Launched podcast to highlight local attractions, experiences, and people.
- ▶ Integrated new data tools to improve research, inform marketing strategies.
- ▶ Targeted new audiences using geolocation data showing visitor points of origin.
- ▶ Created new destination videos to increase engagement with visitors.
- ▶ Implemented campaign to increase off-peak visitation in November.
- ▶ Developed strategies to attract new audiences to expand visitor base.
- ▶ Participated in PA Tourism sales mission to Germany to boost international visitation.

STRATEGIC GOALS - 2023-2025

Aggressive Sales and Marketing	Collaborative Destination Management	Expanded Destination Alignment	Stronger Sustainable Organization
Expand Storytelling and Content	Broaden New Experiences for Visitors	Improve Local Resident and Community Support	Improve Data Sources and Business Intelligence
Develop Strategy to Bolster Non-Peak Seasons	Collaborate with Other Agencies to Address Workforce Issues	Improve Government Support for Tourism	Pursue Additional Funding Sources
Target New Audiences	Advocate for Improved Infrastructure	Expand Role in Business/Talent Acquisition	Promote Professional and Career Development Opportunities
Expand Regional Initiatives	Develop Destination Master Plan	Expand Community Partnerships	Establish a Competitive Work and Pay Environment to Retain and Attract Employees
Expand Group, Meetings and Convention Markets		Increase Value for Partners	
Expand Local Marketing			

PAID ADVERTISING

Advertising budget reaches \$1 million

Thanks to higher-than-anticipated lodging tax revenues and a mid-year budget adjustment, Destination Gettysburg's paid advertising budget - which includes digital, print, video and social media marketing - exceeded \$1 million for the first time.

With that additional money, the marketing team increased its advertising spend for the remaining six months of the year and

initiated new marketing campaigns to bolster visitation for the fall, holidays and into the non-peak months of 2024.

With the help of Boom Creative in creating Destination Gettysburg's marketing ads and videos, our marketing team continues to leverage the partnerships of several agencies including Cyrid Digital, Madden Media, Carvertise and Kegerreis Outdoor.



PRINT ADVERTISING

In 2023, Destination Gettysburg placed print ads in 30-plus publications, targeting travelers, group tour operators, meeting planners, food lovers, golfers and more. Starting at top, left to right, Destination Gettysburg ads appeared in Pittsburgh Magazine, AAA World, and Group Tour Magazine.



PAID ADVERTISING



DIGITAL ADS

The marketing team at Destination Gettysburg works with Boom Creative and Cyrid Digital to create and place ads of various shapes and sizes, messages and photography to be distributed to potential visitors.

Destination Gettysburg also purchases digital ads with select media outlets for placement on websites and email newsletters such as the Golf Digest ad at the bottom left.



DESTINATIONGETTYSBURG.COM

Website traffic remains strong in '23

Destination Gettysburg's website continues to be the organization's strongest hub for content - travel inspiration, helpful information, business listings and a popular event calendar for Adams County.

Through our partnership with Madden Media, our marketing team works to make regular upgrades to the site to build out content and improve user function.

In 2023, the number of users to the site increased 6 percent to 635,126 - the majority of which are considered "new users" - those who haven't visited the site in the previous 90 days.

The number of sessions in 2023 (834,319) also increased, as well as the overall page views at 2.14 million.

The homepage, event calendar and site's "Explore" pages continue to draw the most traffic among users. With the addition of a podcast (see below) as well as regular updates to blogs and other seasonal content, the site is always changing.

Destination Gettysburg promotes the site through a variety of platforms, including digital marketing. The graphics below outline our impact from digital marketing.

DISPLAY AD
IMPRESSIONS:
30,613,154

YOUTUBE
IMPRESSIONS
417,781

VIDEO AD
IMPRESSIONS:
2,849,623

GOOGLE ADS
REACH:
832,906

DESTINATION GETTYSBURG PODCAST

Outreach extended through new platform

Rick Kennis, Destination Gettysburg's Director of Marketing, brought the story of Adams County to the airwaves in 2023, launching the organization's first podcast.

More than 12 podcasts were recorded, edited and published in 2023, with a total of 2,440 listens. The podcast, telling the story of people and places throughout Adams County, is available on a variety of streaming platforms, as well as Destination Gettysburg's website.



SOCIAL MEDIA MARKETING

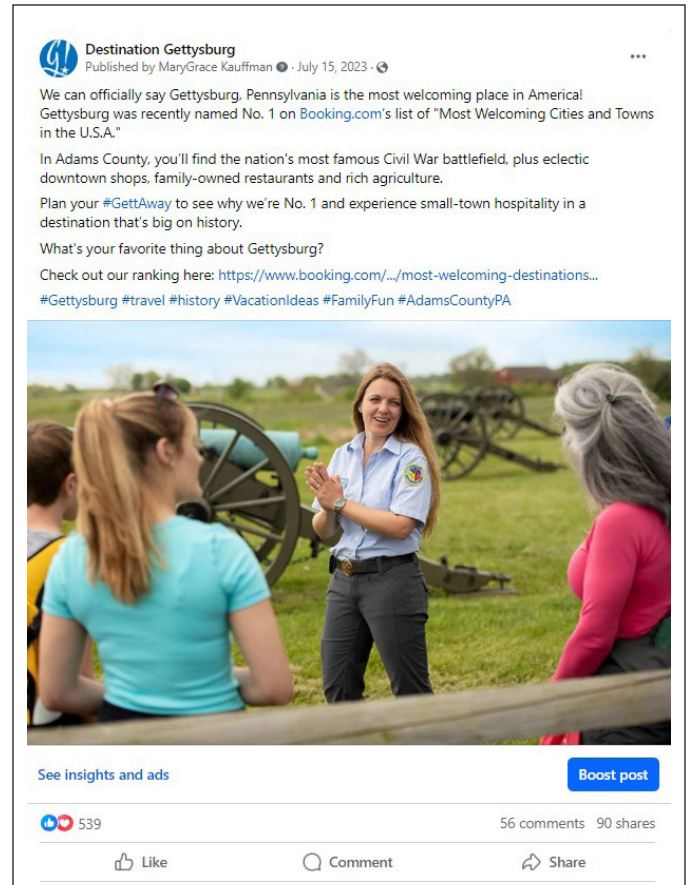
Building a bigger social media audience

In 2023, Destination Gettysburg's marketing team aimed to increase its audience across its social media channels as a way to not only expand its following, but to extend the reach to potential travelers and increase reactions, comments and shares among its followers.

The organization saw the largest growth (more than 300 percent) with TikTok - the newest of Destination Gettysburg's platforms that shares stories through vertical video.

Destination Gettysburg also saw significant growth in audiences across the board, including Instagram, Facebook and LinkedIn. At the same time, the team implemented plans to increase engagement on YouTube.

For the first time, the organization worked with paid content creators (influencers) that have higher-than-average social media followings and can extend Destination Gettysburg's message to new audiences.



FACEBOOK

TOTAL FOLLOWERS: 49,386
NEW FOLLOWERS: 4,027
POSTS: 373

INSTAGRAM

TOTAL FOLLOWERS: 10,836
NEW FOLLOWERS: 2,086
POSTS: 575

YOUTUBE

TOTAL FOLLOWERS: 1,019
NEW FOLLOWERS: 107
VIDEOS: 48

TIKTOK

TOTAL FOLLOWERS: 8,842
NEW FOLLOWERS: 5,936
TOTAL VIDEOS: 102

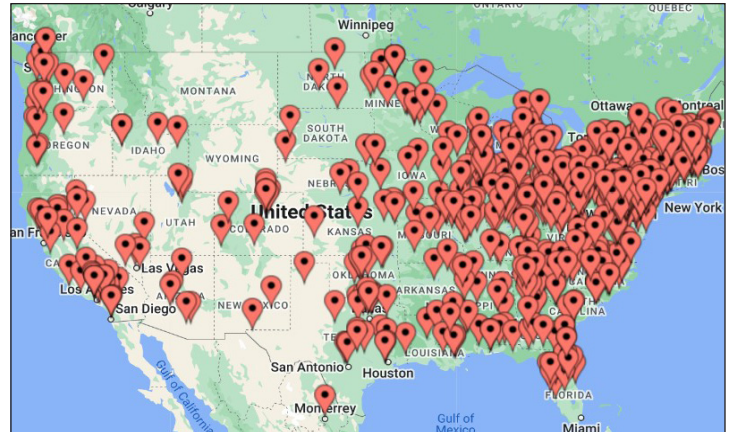
VISITOR INFORMATION

Visitor service efforts expanding

After re-launching Destination Gettysburg's visitor services efforts in 2022, the team developed ways in 2023 to expand on its presence not just in Adams County, but outside the area to meet and inspire visitors to plan their next Gettysburg getaway.

Here, locally, our visitor services team met with more than 1,000 people - at visitor information counters and events across the community and beyond. A portion of those visitors' city of origin are plotted on the map to the right.

In addition to helping answer visitor questions, our team shipped more than 35,000 visitor guides, provided welcome



bags for meeting groups, attended a variety of community events and a consumer travel show, and initiated a post-visit survey to gauge satisfaction levels by visitors.

TREKS AND TRAILS

Going all-in on digital trail passports

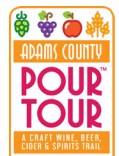
In 2023, Destination Gettysburg brought both of its trails - the Adams County Pour Tour and the Adams County Crop Hop - fully digital ... and fully seasonal. Both efforts will allow the organization to better track impact of trail participants and locations, as well as reset annually in preparation to launch new passports.

Staff participated in additional events in 2023 to promote passport sign-ups and make visitors and local residents aware of the craft beverages and agri-tourism attractions in Adams County.

TRAILS - AT A GLANCE

Adams County Pour Tour

Passport Sign-Ups: 1,249
Location Check-Ins: 3,176
Prizes Redeemed: 201



Adams County Crop Hop

Passport Sign-Ups: 538
Location Check-Ins: 633
Prizes Redeemed: 49



MEDIA AND COMMUNICATIONS

Making headlines across America

Destination Gettysburg's communications efforts expanded in 2023 to include the creation of a media relations manager, who is responsible for acquiring positive media attention about Adams County as a travel destination.

In 2023, Destination Gettysburg hosted 13 travel writers from around the country, each of whom covered the destination through a variety of story angles, interviews and photography. As part of those journalist visits, Destination Gettysburg hosted a group media tour in March 2023, which focused on the civilian side of Gettysburg's history.

In total, our communications team captured 1,266 positive travel-related articles about Adams County in a variety of media outlets, some of which are noted at the right. As part of its media relations efforts, Destination Gettysburg also pitched media, wrote press releases and attended media events.



Forbes



INTERNATIONAL MARKETING

Bringing Gettysburg to a world stage

The international travel market continues to lag behind other domestic sectors in rebounding from the pandemic. Regardless, Destination Gettysburg has worked to position Adams County as an important destination. This work is particularly critical as we near the national celebration of America's 250th in 2026.

Destination Gettysburg's sales and media

teams worked with Brand USA to update digital and print content delivered to key demographics in the United Kingdom and Germany. We also met with international travel planners and media at IPW - the nation's largest show for inbound travel.

In 2023, Destination Gettysburg also participated in a state-sponsored sales mission to Germany.

MEETINGS MARKET

Expanding our reach in the region

The meetings and conventions market continues to be an important segment of tourism in Adams County.

In 2023, Destination Gettysburg's sales team expanded its efforts to engage with meeting planners throughout the Harrisburg and Washington, D.C., markets, attending new events as well as hosting meeting planners here in Adams County.

Additionally, our team established a quarterly newsletter for meeting planners throughout the Mid-Atlantic. These emails highlight meeting venues, dining options and ways for attendees to enjoy the area.

Destination Gettysburg continues to focus on leadership development, unique venues and our close proximity to urban centers as our niches within this competitive market.

Site visit of meeting planners from the Harrisburg area at Federal Pointe Inn.



Director of Sales Lindsay Methlie, left, meets with a planner at Small & Boutique Meetings.

ON THE ROAD

- ▶ Military Reunion Network Summit
- ▶ MEETS - Meeting Professionals International (MPI) - NJ Chapter
- ▶ Pennsylvania Society of Association Excellence (PASAE) Conference
- ▶ Small & Boutique Meetings Event

MEETING PLANNER VISITS

- ▶ Association of Foresters
- ▶ PA DUI Association
- ▶ County Commissioners Association of Pennsylvania (CCAP)
- ▶ Precast Concrete Institute
- ▶ Defenders Motorcycle Association
- ▶ Harrisburg Area Meeting Planners

GROUP TRAVEL MARKET

Adult and student groups returning

After a slow comeback from the COVID pandemic, the group travel market - both adults and students - are returning to the road. Destination Gettysburg's team was busier than ever in 2023, engaging with tour operators to plan or expand their trips to Adams County.

As part of its work, our team attended numerous group travel shows, hosted tour operators in the destination, and participated in sales missions to further engage with those who plan group trips.

Also, our team began researching and focusing on new group segments such as scouting groups, homeschoolers and charter schools. To bring tour operators face-to-face with what Adams County has to offer, our sales team hosted two familiarization tours - one for Rill's Bus Service, and a second focused on the holiday season.

ON THE ROAD



Maryland Motorcoach Association's Group Leader Marketplace

- ▶ American Bus Association (ABA)
- ▶ Pennsylvania Bus Association (PBA)
- ▶ Greater New Jersey Motorcoach
- ▶ Maryland Motorcoach Association
- ▶ National Tour Association (NTA)
- ▶ Student Youth Travel Association (SYTA)
- ▶ Virginia Motorcoach Association

THE KEYSTONE CROSSROADS REGION



Through Destination Gettysburg's partnership with Discover Lancaster and Visit Hershey-Harrisburg as part of "Keystone Crossroads," our team is able to expand its reach beyond Adams County, and market the region as a vibrant destination for group travelers. In 2023, teams from the "Keystone Crossroads" region attended numerous events to engage with tour operators and promote the southcentral Pennsylvania region as a premier group travel destination.

PARTNERSHIP

Partnership surpasses 300 members

For the first time since 2020, the number of businesses and organizations who have invested in the work of Destination Gettysburg has exceeded 300 partners.

Ending the year with 317 active partners, the organization welcomed new restaurants, retail stores, attractions, other non-profit agencies and more to the passionate tourism community in Adams County.

It was also a year of transition, as Tammy Myers, Director of Partnership since 2021, handed over the reins of the department to incoming director, Amy Welsh, in December.

Throughout the year, our team worked to build strong relationships with its partners to make sure businesses understand the benefits they receive, and to continue providing a greater value for our partners.

WELCOME, NEW PARTNERS!

- ▶ Americana Souvenirs & Gifts
- ▶ The Arc of York & Adams Counties
- ▶ Blessing Restaurant
- ▶ Blessing Pizza
- ▶ Carroll Valley Golf Course
- ▶ Community Media of South Central PA
- ▶ Creekside Farm & Market
- ▶ Eagle & The Owl
- ▶ Farmstead Butcher
- ▶ Fiesta Mexican Grill
- ▶ GarryOwen Irish Pub
- ▶ Gettysburg Carriage House B&B
- ▶ Gettysburg Chamber Orchestra
- ▶ Gettysburg Cookie Co.
- ▶ Gettysburg Goods
- ▶ Gettysburg Miniature Soldiers
- ▶ Gettysburg Rental Center
- ▶ Gettysburg Scenic Railroad
- ▶ Ghost City's Gettysburg Ghost Tours
- ▶ Goodcents Catering
- ▶ Goose Bros. Ice Cream
- ▶ Harvest Barn Country Market
- ▶ Heartfelt History Gettysburg Gift Shop
- ▶ Highland Games Academy Scotland
- ▶ K & J Farm Market
- ▶ Karen Tavenner, Remax Quality Service
- ▶ Liberty Mountain Resort
- ▶ Lincoln Fellowship of Pennsylvania
- ▶ Lincoln Social Food Market
- ▶ Members 1st FCU
- ▶ Mr. G's Ice Cream
- ▶ Ole Tyme Carriage Rides of Gettysburg
- ▶ Pilger Ruh Brewing Taproom & Beer Garden
- ▶ The Pub & Restaurant
- ▶ Quite the Stir Tea & Spice
- ▶ Reluctant Witnesses - Gettysburg
Historic Town Walking Tours
- ▶ RSP Partners - Gettysburg Brewfest
- ▶ The Sagebrush Shack
- ▶ Sign of the Buck
- ▶ The Silos on Table Rock
- ▶ Silvershire Farm Horse Carriage and
Wagon Rides
- ▶ Songs & Stories of a Civil War Hospital
- ▶ Southern PA Clay
- ▶ Strawberry Hill Nature Preserve
- ▶ Suds from the Bucket
- ▶ Taylor's Greenhouse and Pumpkin Patch
- ▶ Timeline Arcade - Hanover
- ▶ Town of Emmitsburg, Md.
- ▶ Trevanion

PARTNERSHIP EVENTS



Our 2023 Annual Meeting at Gettysburg Beyond the Battle Museum.



Destination Gettysburg's Marketing Symposium, featuring Rynn Caputo of Caputo Bros. Creamery.



Destination Gettysburg's Annual Holiday Gathering at Hickory Bridge Farm.



Destination Gettysburg's Summer Social Celebration at Creekside Farm & Market in East Berlin with Highland Games Academy.



The Board of Director Reception at Mason-Dixon Distillery.

FINANCIALS

Tourism funding remains strong

Visitors themselves provide nearly 90 percent of Destination Gettysburg’s funding through a 5-percent tax levied on overnight stays in Adams County. The remainder of the organization’s revenue to promote the destination is generated through annual investments by partner businesses.

In 2023, lodging revenue exceeded monthly forecasts throughout the year, providing Destination Gettysburg with additional funding to increase its marketing by \$100,000 mid-year and setting Adams County up for a successful year in tourism.

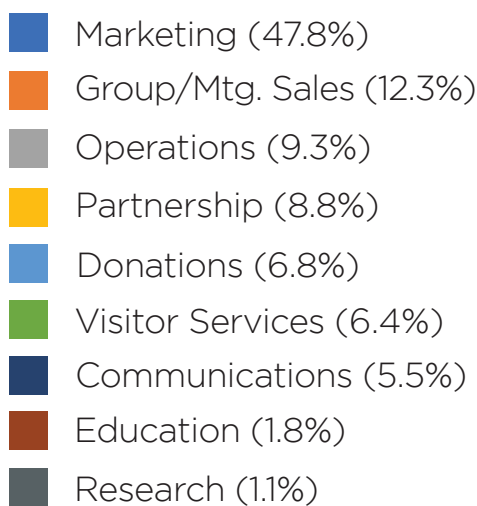
An independent audit confirmed that, in 2023, Destination Gettysburg spent 90 percent of its budget on marketing and programming.

Revenue and Expenses

	2023	2022	2021
SOURCES OF FUNDING			
Lodging Tax	\$2,308,539	\$2,124,750	\$1,851,680
Grant Revenue		\$112,530	\$101,472
Partner Dues	\$187,801	\$173,763	\$152,687
Other Income	\$10,070	\$12,785	\$14,556
Investment Income	\$69,506	(\$58,624)	\$42,711
TOTAL REVENUE	\$2,575,916	\$2,365,204	\$2,162,729
EXPENSES			
Marketing	\$1,224,955	\$1,110,767	\$895,117
Communications	\$140,310	\$139,576	\$96,460
Group/Meeting Sales	\$316,765	\$239,779	\$137,105
Partnership/Events	\$226,002	\$166,202	\$104,451
Visitor Services	\$164,270	\$89,131	\$51,078
Research	\$29,173	\$13,917	\$5,145
Education	\$45,667	\$21,796	\$9,920
Donations	\$175,000	\$73,050	\$35,685
Operations/Management	\$237,786	\$235,189	\$235,524
TOTAL EXPENSES	\$2,559,928	\$2,089,407	\$1,570,485

FINANCIALS

Tourism Marketing Expenses



Giving Back to the Community

Every year, Destination Gettysburg supports other local, non-profit organizations in the community. In 2023, the organization donated \$175,000* in community investment funds. A few of these recipients and projects include:

Gettysburg Welcome Center
Main Street Gettysburg
Gettysburg Battlefield Pres. Assoc.
Christmas/New Year's Eve Festivals
Adams County Arts Council
Lincoln Fellowship of Pennsylvania
WWII: American Experience Museum
Adams County Historical Society

Fourth of July Fireworks
Gettysburg Foundation
Memorial Day/Halloween Parades
Land Conservancy of Adams County
Dwight D. Eisenhower Society
Adams County SPCA
Gettysburg Rec Park
Adams County Farmers Market

* Amount includes \$100,000 donation to the Gettysburg Welcome Center as well as 2023 Adams County Community Foundation Giving Spree donations to 17 organizations, totaling \$21,400.



Just a few of our Instagram friends ...

DESTINATION GETTYSBURG

The official destination marketing organization
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