

Destination Gettysburg Column
By Carl Whitehill
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Adams County offers diverse destination

Think “tourism” for a minute. Your favorite travel destination probably comes immediately to mind, and you envision hotels, restaurants, museums, beaches and perhaps, souvenir shopping.

But tourism is much more than that – it’s a community of diverse lodging, dining, retail, and abundant ways for visitors to entertain themselves.

In Adams County, Pa. – while much of the focus is on history – including places to stay, places to eat and even shopping, there is a wide variety of unique and authentic experiences that make up the destination.

Whether a business is welcoming millions or hundreds of travelers, each and every place is an important component to attracting and entertaining visitors. When potential travelers see the marketing of a destination such as Adams County, they see an abundance of reasons to visit.

Adams County’s tourism community continues to diversify – a sign of the industry’s strength.

Today, joining the variety of Civil War museums, tours and historic homes are artists, leadership programs, events, agritourism, spas and food tours.

Adams County now features an experience built around it’s amazing restaurants and craft beverages, including cider, beer, spirits and wine. The growing food scene also includes farm markets, culinary events and visits to orchards to pick your own fruit.

Events such as the PA Cider Fest, Gettysburg 19th Century Base Ball Festival, Gettysburg Rocks, Fourth of July fireworks and Bounty of the County have recently joined some of the long-standing events in Adams County such as the Gettysburg Bluegrass Festival, Gettysburg Anniversary Civil War Battle Re-enactment, Gettysburg Bike Week and Gettysburg Outdoor Antique Show, among many others.

Meeting and conference planners are finding unique venues to host events throughout the Gettysburg countryside, as well as incorporating the successful leadership development programs which incorporate the community’s rich history with modern-day corporations and other businesses.

For group travelers, Adams County is now offering hands-on experiences to better engage with not only history, but with the region’s rich agriculture.

And for those visitors looking to kick back and relax or rejuvenate with nature, the destination offers its visitors an array of day spas, relaxing inns, hiking and biking, and yes, goat yoga.

History has, and will likely always be, the biggest draw to Adams County, but the diversification of the experience we can offer our visitors will continue to be key in attracting new visitors – those that may not have considered the Gettysburg area for their next getaway, family vacation or business meeting.

What might inspire someone to visit could be as simple as trying hard cider for the first time, painting a sign at Board & Brush, or a hotel that looks like just the right place to spend a winter weekend.

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