

MARKETING PLAN 2022

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TOURISM IN ADAMS COUNTY, PA.

Gettysburg and Adams County, Pa., is one of world's most popular historic destinations. Located within a 300-mile radius of nearly 70 million potential visitors, Adams County is also home to a thriving agritourism product with farm markets, craft beverage trail and culinary experiences that attract visitors and locals alike.

Gettysburg experiences a high level of name recognition and has a strong awareness of the destination marketing organization as a reliable source of travel information.

The tourism industry generates more than \$80 million in federal, state and local tax revenue, and employs more than 5,400 residents in the county. Visitors to Adams County spend \$750 million annually, based on 2019 data, at



restaurants, lodging, events, attractions and retail shops. Travel and tourism are an integral part of the Adams County economy.

In 2021, U.S. News & World Report's vacation rankings listed Gettysburg as the best place to visit in Pennsylvania, and No. 3 best historical city to visit in the United States.

DESTINATION GETTYSBURG

OUR MISSION

Destination Gettysburg, the official destination marketing organization of Adams County, markets Gettysburg-Adams County as a premier travel destination producing a positive economic impact.

OUR VISION

Destination Gettysburg is a partnership organization that aggressively promotes the tourism products of Adams County, generating measurable increases in visitation, fostering genuine community-wide hospitality and appreciation of tourism, striving to be one of the best destination marketing organizations in the state.

OUR VALUES

When making decisions, we ask ourselves ...

Is it good for the visitor?
Is it good for our partners?
Is it good for the County?
Will it produce a positive economic impact?
If so, it's a good decision.

OUR OWN (MARKETING) HISTORY

Over the past 70 years, Destination Gettysburg has helped make the Civil War town a destination known around the world - becoming a favorite vacation spot for families, groups and gatherings of friends and professional colleagues.

After 2013, as part of the 150th anniversary of the Battle of Gettysburg, Destination Gettysburg set forth a plan to rebrand the travel destination and focus on experiences beyond the Civil War history and highlight such opportunities as food/drink, outdoor recreation, and family fun. This shift in focus was initiated to attract younger visitors to the destination, as well as provide opportunities for travelers to experience a wide range of activities and attractions throughout the Adams County countryside. This marketing approach has been tremendously successful and continues today.



In 2020, the Adams County tourism community was drastically impacted by the COVID pandemic, as travel came almost to a complete halt around the world. In 2021, tourism in Adams County began to rebound with lodging tax collections 95 percent of pre-COVID levels; and hotel occupancy, according to Smith Travel Research (STR), reached about 90 percent of 2019.

OUR VISITORS - BY THE NUMBERS

VISITOR GENDER

Female	51.1%
Male	48.9%

HOUSEHOLD INCOME

<\$30K	4.9%
30K-60K	24.8%
60K-100K	43.1%
100K-150K	22.2%
150K+	9.2%

VISITOR AGE

51



TEN-YEAR
AVERAGE
51.6

DECISION TO VISIT

Prior Visit	38.8%
Referral	23.4%
Website	23.2%
Edu. Inst.	7.6%
Guide	4.9%

GROUP SIZE

1	6.7%
2	44.5%
3-4	29.5%
5+	12.9%

LENGTH OF STAY

Day	42.4%
1 Night	22.4%
2 Nights	19.7%
3+ Nights	12.2%

PURPOSE OF VISIT

Leisure	81.7%
Family	13.9%
Business	4.4%

SOURCE: CALIFORNIA UNIVERSITY OF PENNSYLVANIA'S TOURISM RESEARCH CENTER, 2019

VISITOR ENGAGEMENT - BY THE NUMBERS

MOST WEBSITE
PAGE VIEWS/
CLICKS

SATURDAYS
AND
SUNDAYS



CONVERSIONS
BY DEVICE

MOBILE	53.04%
PC	37.28%
TABLET	6.85%
CTV*	2.83%

IN-MARKET
ARRIVALS
FROM DIGITAL
CAMPAIGN

736,711

PEAK TIME FOR
INSPIRATION
GUIDE
DOWNLOADS

11AM-12PM



VIDEO COMPLETIONS

93.4%

WEBSITE
REFERRALS

GOOGLE
66.0%

DIRECT
13.1%

ESSEX
7.7%

FACEBOOK
4.1%

OTHER
9.2%

NOTE: CTV IS CONNECTED TV (HULU, AMAZON, YOUTUBE, ETC.)

SOURCE: ESSEX, 2021

OUR MARKETING STRATEGY FOR 2022

Based on what we know of today's travel consumer, our marketing goals for 2022 are:

- Inspire travel to Adams County through authentic and creative storytelling.
- Support all efforts with high-impact photography, video and user-generated content whenever possible.
- Leverage the power of all earned, owned, paid and shared channels to reach and engage today's travel consumer across all generations and demographics.

In 2021, the tourism community of Adams County began to rebound following the COVID pandemic of 2020 when travel around the world came to a halt. Recovery was evident in lodging occupancy as well as average daily rates for hotel stays.

For 2022, Destination Gettysburg's efforts will focus on maintaining that recovery in 2021 and building on it.

In the coming year, Destination Gettysburg will work to rebalance its marketing focus to highlight more opportunities for visitors - leisure, group and others - to learn about our community's unique place in American history.

We will explore opportunities to work with online influencers to share an authentic point of view of Gettysburg experiences and to convey the ability to customize each trip. We will utilize consistent messaging and seasonal themes (Winter, Spring, Summer, Fall and Holiday) to build brand awareness.



THE MARKETING FUNNEL



Competition is fierce online. We will plan, manage and optimize digital channels against defined targets, smart KPIs and a focused investment in content marketing, digital media and experiences.

BUYER STAGE: **EXPLORATION**

We will publish and promote our content, share to media, networks and influencers. Draw to our content hub.

KPIs: Website Sessions, Fans/Followers, Unique Users

BUYER STAGE: **DECISION MAKING**

We will create a content hub that is engaging, relevant, inspirational, useful and creates leads.

KPIs: Time on site, Shares/Comments/Likes, Lead(s) Conversion

BUYER STAGE: **PURCHASE**

We will capitalize on marketing investments using retargeting tactics to ensure our deliverables are driving sales.

KPIs: Lodging Tax Revenue, Occupancy/Demand, In-Market Arrivals

BUYER STAGE: **ADVOCACY**

Happy customers are the key to social media marketing, repeat visitation and referrals to friends and family.

KPIs: User Generated Content, Repeat Visitation, Advocacy

OUR TARGET AUDIENCES

LEISURE TRAVELERS

Women (51.1%) and Men (48.9%), living within a 300-miles radius of Gettysburg, enjoys foodie travel, culture, shopping, history and outdoor recreation.

Our target Markets reflect the proximity of our audience with a focus on PA, MD, DC, VA, NJ, OH, NY.

GROUP TRAVELERS

Focus is on connecting with the group leader by communicating with tour operators and receptive operators in order to deliver our message and increase the offerings and bookings of retail tours to the destination.

MEETINGS TRAVELER

Our target is the meeting planner and third-party planners, focusing on those who plan for smaller conventions, regional meetings, retreats, military reunions, corporate leadership development and associations.

MEDIA & PARTNERS

Our secondary audiences that play a critical role in assisting us in telling our story. Media connections can include food/travel writers, broadcasters, influencers and news outlets from around the world.

INTERNAT'L TRAVELERS

While typically a small percentage of our visitors, their impact is even less due to ongoing COVID issues. We will continue to focus on attracting visitors from United Kingdom, Germany, Canada, Australia and China.

MEASURABLE GOALS

LEISURE TRAVELERS

- Continue to rebrand and retool the Destination Gettysburg website and other owned media to enhance performance, inspire new ideas for travel, and engage more with visitors.
- Increase an average open rate of monthly consumer newsletter to 17% (currently 15.8%). We will identify, create and maintain a segmented distribution list that allows Destination Gettysburg to serve content based on the visitors' interests.
- Create 6 new blogs for the website, as well as update all existing blogs to reflect current travel trends and visitors' interests, and addition of new partners.
- Place strong focus on promoting Destination Gettysburg's two trails - the Adams County Pour Tour and the Adams County Crop Hop, both of which highlight and celebrate the region's agriculture and culinary offerings.

ADAMS COUNTY POUR TOUR

- Meet with each ACPT partner twice in 2022.
- Improve/change prize for first passport level.
- Host two FAM tours (virtual or in-person).
- Distribute 5 press releases/pitches to media.
- Grow website and social activity by 10%.

ADAMS COUNTY CROP HOP

- Meet with each CH partner twice in 2022.
- Grow website and social activity by 25%.
- Host two FAM tours (virtual or in-person)
- Distribute 3 press releases/pitches to media.

MEASURABLE GOALS

- Attend at least 6 trade shows (in-person or virtual), holding 200 appointments with group tour clients and following up twice within 12 months, once within 30 days after appointment.
- Hosting 2 FAM tours for group tour clients and showcasing new and existing partner properties and attractions.
- Host quarterly group sales meetings with partners.
- Continuation/reboot of Destination Gettysburg's "Warm Welcome" program to incentivize group travel to Adams County.
- Conduct 1 direct mailing and 2 e-blasts to student travel market.

GROUP TRAVELERS

- Retain membership in 2 meeting planner associations - MPI, PASAE.
- Attend 2 meeting planner events, promoting Gettysburg as a meetings destination.
- Develop a total of 5 leads (RFPs) from MPI and PASAE clients.
- Conduct a minimum of one sales mission with hotel and attractions partners to targeted geographical markets.
- Send 2 e-blasts to meeting planners.
- Re-engage with local leadership/training institutes.

MEETINGS MARKET

MEASURABLE GOALS

- Hold meetings with existing partners 5 times per week (240/year).
- Conduct meetings with prospective members 1 time per week (48/year).
- Increase total partners by 10 percent from 2021 levels.
- Hold 12 partnership events - a combination of educational and networking opportunities.
- Reworking partnership page(s) on Destination Gettysburg's website to increase level of educational materials, marketing/sales tips and testimonials.
- Attain a 5 percent participation rate for partners using the Bandwango platform.
- Increase an average open rate of Going Places newsletter to 43 percent (currently 38%).

MEDIA & PARTNERS

MEDIA RELATIONS

- Secure coverage in our top media markets, including Washington DC, Philadelphia, New York, Baltimore and Pittsburgh.
- Maintain/build membership and participation in MATPRA, TravMedia and other media/PR organizations and events.
- Host a minimum of 15 journalists for FAM tours to highlight partner experiences.
- Reorganize and build media list of local, regional and international contacts.

MEASURABLE GOALS

INTERNAT'L TRAVELERS

- Distribute 2 eblasts to international tour/travel companies.
- Place paid advertisement in Brand USA's Inspiration Guide.
- Rework international market materials.
- Return to IPW (sales and media) and make connections with at least 80 operators or journalists collectively.
- Draft 3 press releases designed specifically to the international media highlighting Gettysburg as a top historic destination and proximity to major U.S. inbound hubs.
- Evaluate partner capacities in working with international travelers - language, etc.

A NOTE ABOUT INTERNATIONAL TRAVEL

Historically, international travel - according to research - has represented less than 5 percent of overall visitation to Adams County. The COVID pandemic has continued to hinder international travel into the United States, and Destination Gettysburg will use 2022 as a time to rebuild its connections to international tour operators, FIT travelers and foreign media to grow international travel in 2023 and beyond.

COMPONENTS OF MARKETING



OUR MARKETING PARTNERS

Destination Gettysburg's own 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

Destination Gettysburg and Boom have been long-time partners in creating print and digital advertising, as well as the cover images for the annual inspiration guide.

ESSEX DIGITAL

Our partners at Essex enable Destination Gettysburg to reach targeted digital audiences on the internet, social media, streaming services and more.

BENCHMARK STRATEGIC PARTNERS

Benchmark works with Destination Gettysburg to strategically place billboard and other outdoor advertising at the right locations at the right times.

MADDEN MEDIA

Madden Media is our partner for its consumer website and annual Inspiration Guide. Madden staff ensure that visitors are getting the most from these marketing tools.

BANDWANGO

Bandwango is a digital platform that allows users to connect to experiences, while at the same time providing Destination Gettysburg with valuable user data.

JEREMY HESS PHOTOGRAPHERS

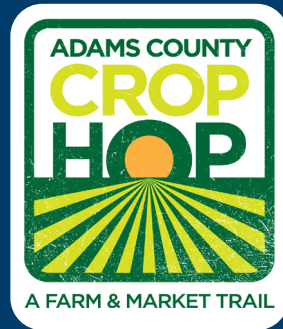
Destination Gettysburg's relationship with renowned photographer Jeremy Hess goes back many years as he's helped the destination capture amazing photos and video.

OUR FUTURE WITH BANDWANGO

In late 2020 and beginning of 2021, Destination Gettysburg forged a relationship with Bandwango - a travel technology platform that empowers DMOs to offer curated, digitally delivered access to places and experiences for visitors and locals to enjoy.

ADAMS COUNTY CROP HOP

Bandwango was a key partner in the launch of Destination Gettysburg's "Adams County Crop Hop" passport trail in May 2021. This project showed Destination Gettysburg the capabilities that existed to bring together experiences in a high-tech platform.



Through this project, Bandwango allows visitors to digitally check off places along the Crop Hop trail, providing not only a convenient way for travelers to keep track of their stops, but reporting valuable information back to Destination Gettysburg about stops, passport downloads and visitor demographics.

WHAT'S NEXT FOR 2022?

In 2022, Destination Gettysburg will work with Bandwango to digitize the Adams County Pour Tour passport, providing the organization with the same level of user statistics as well as providing participants along the trail with the ease of a digital passport platform.

Also in early 2022, Destination Gettysburg will officially unveil the "Gettysburg Go! Discovery Pass" - a digital platform where visitors can purchase tickets to participating museums and other attractions and experiences in Adams County.



THE LEISURE TRAVEL MARKET

BRANDING AND PRINT

Leisure campaigns will be organized seasonally: Winter (January-March), Spring (March-May), Summer (May-September), Fall (September-Mid November) and Holiday (Mid November-December). Selected images will be applied to all marketing efforts to create a consistent, branded image. We will secure traditional print ad placements in regional lifestyle and proven national publications to reach the 25-45 aged female, who highly influences leisure travel decisions. As in year's past, Destination Gettysburg will continue to look at ways to provide its partners with affordable advertising through co-ops in select publications.

DIGITAL MARKETING

As a result of the current global pandemic, the public is consuming a large percentage of their information through digital platforms. This increased digital presence will allow us to reach the traveler at the top of the funnel, during the awareness and discovery stages more effectively. A comprehensive digital campaign will serve and retarget identified audiences through various tactics including Contextual, Behavioral, Connected (streaming) TV, Keyword, Look Alike and E-Newsletters. We will utilize seasonal campaign reports to ensure that campaigns are being served to appropriate audiences and driving in-market arrivals.

OWNED CONTENT

In 2022, we will leverage our owned content with earned and paid marketing opportunities to reach potential and existing visitors with messaging that inspires them to travel to the destination again, or for the first time. Our owned content includes our blog, videos, Li'l Lincoln, creative elements, self-guided tours, Adams County Pour Tour, Adams County Crop Hop and holiday activities. We will allow our website and social media channels to do the heavy lifting and showcase our destination and the safety of travel within Adams County.

LEISURE TRAVEL MARKET - CONT'D

EMAIL MARKETING

We will seek opportunities to work with vendors and regional DMOs to send dedicated emails to qualified distribution lists. These partnerships allow us to extend our reach to an audience interested in travel to similar destinations. We will continue to send our monthly consumer newsletter to our list of opt-in subscribers to communicate with our vested audience and keep them in touch with Gettysburg. We will do a redesign of our consumer newsletters as a way to keep our followers engaged, and our content manager will work to create highly segmented distribution lists that can be used as additional distribution outlets.

SEM & SEO

Google accounts for nearly 70 percent of our campaign and site traffic. This is due in large part to our SEO and SEM marketing efforts. We will utilize search campaigns - specifically Google AdWords, in our seasonal marketing campaigns with Essex. We will also utilize SEO services from Madden Media to ensure our website and published content are optimized. The content manager and marketing manager will work to identify site design testing to ensure that our website is optimized and maximizing our investment in the ongoing rebranding and retooling of DestinationGettysburg.com and AdamsCountyPourTour.com.

VIDEO

Video continues to be one of the most effective tactics to provide inspiration and drive conversions. We will work alongside our creative agency, BOOM, to identify new stories to tell and creative opportunities. We will incorporate more video into our website and will develop a content hub to archive our inspiration pieces. Our marketing staff will identify opportunities to incorporate more video into our social media calendar throughout 2022, as well as capturing new footage to supplement or replace aging assets.

LEISURE TRAVEL MARKET - CONT'D

SOCIAL MEDIA

In 2022, the Social Media Manager will evaluate new metrics to measure organic, meaningful engagement. We will develop a plan to incorporate video and other visuals on our social media channels. Audiences want to engage with destinations through media mediums beyond images. We plan to utilize social media stories on all of our platforms to make them more interactive for our fans and followers. We will research other trending and up-and-coming social media platforms for consideration. User-generated content continues to perform well and will be part of the social landscape in 2022 through our partnership with Crowdriff.

MEDIA RELATIONS

Media relations continues to be one of the most cost-effective ways to promote the area's tourism product and build brand awareness. We will proactively engage with travel media, infusing a storytelling approach across all media relations and pitches to better illustrate the unique experiences that await travelers in Adams County. We will host a minimum of 15 journalists throughout the year. This will include developing itineraries and arranging accommodations. We also know the value of representing our destination through the Mid-Atlantic Tourism Public Relations Association (MATPRA) and its annual Media Marketplace.

BILLBOARD

Utilizing billboards and keeping the creative fresh, we can make a larger impact with our budget and build upon the success of the last three years. The 2022 plan will include a multimarket campaign with a large amount of added value in bonus boards or campaign extensions at no cost to Destination Gettysburg. With the help of traffic counts and billboard availability, Destination Gettysburg's marketing team will evaluate the best possible placements in the range of 1-3 hours from Gettysburg in order to attract the drive market visitor in highly trafficked areas.

GROUP TRAVEL MARKET

The group tour market is key to the success of our destination. We will continue to utilize suggested itineraries, communicated through e-newsletters, trade show follow up, and virtual FAM tours/site visits.

Within the group tour market, we market to the segments as outlined below:

Tour Operator/Receptive

- Attend trade shows and conduct sales calls to conduct face-to-face discussion of needs, offerings
- Send quarterly e-newsletters with sample itineraries, new experiences and shareable content
- Promote “Warm Welcome” program to our database through a direct mail program with follow up email. The “Warm Welcome” program allows us to track what groups are booking.

Adult/Senior Group Leader

- This market is primarily reached through the tour operator, while the inspiration is delivered to the end user through our leisure marketing efforts.



Teacher/Student

- In addition to reaching this market through tour operators, Destination Gettysburg has established a direct link to teachers through social studies trade shows, allowing us to develop a solid connection with teachers and school administrators.
- Staff will continue to use the school database for Pennsylvania, Maryland and Virginia-based schools that will be used for marketing purposes.

THE MEETINGS MARKET

The COVID-19 pandemic hit the meetings market especially hard, and continues to have a major impact on bookings of corporate and association travel.

Based on our limited product and access to a major airport, we have struggled to make much of an impact in the meetings market. However, we can leverage the meetings industry to supplement mid-week and off-season travel.

Destination Gettysburg will continue to target meetings and events that host up to 500 attendees and peak room nights of 200 rooms. We will look to associations, corporate travel and specialty groups in Harrisburg, Washington, and Philadelphia, as well as local companies to drive traffic. Leadership development programs partnered with our unique meeting venues make Gettysburg and Adams County an attractive destination for many groups.

While we have seen a growing interest in our destination as a meeting site, we are still working to establish our brand in this segment.



Destination Gettysburg will focus on two main areas: associations and corporate meetings. Each provides the opportunity to secure statewide and national organizations/companies for trainings, regional meetings and board retreats.

In 2022, Destination Gettysburg will identify potential groups to target for bookings, while being active in meetings associations, reviewing paid and earned media opportunities, and communicating with meeting planners quarterly.

ADAMS COUNTY POUR TOUR

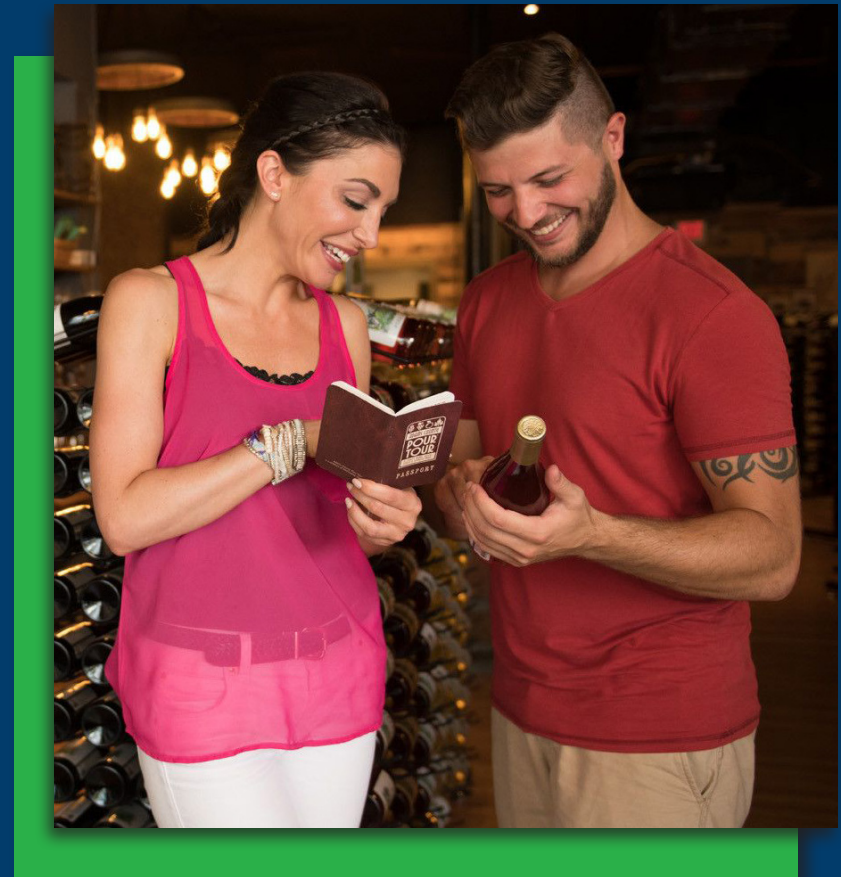
Throughout 2022, Destination Gettysburg will market the craft beverage trail through digital marketing, regional billboards, social media, sponsored events, and owned content. We will continue to identify ways to promote the trail through take-out and online ordering as COVID-19 precautions/protocols remain.

In an effort to provide a more substantial prize for getting the passport started, Destination Gettysburg will improve the prize for the first passport level.

Destination Gettysburg will once again work alongside partner, Gettysburg Tours, to promote the Pour Tour Shuttle to promote responsible participation. We will also continue the use of #GetPoured throughout 2022.

The trail manager will work with the media relations team to pitch the Adams County Pour Tour and host a Pour Tour Media FAM with invited journalists.

In 2022, Destination Gettysburg will explore the possibility/capacity to add a digital passport for the Pour Tour through its partnership with Bandwango.



ADAMS COUNTY CROP HOP

The Adams County Crop Hop kicked off in Spring 2021 and enjoyed early success through the promotion of digital and social media marketing, media relations and other outreach.

The Crop Hop utilizes a digital passport built through our partnership with Bandwango.

While continuing promotions through traditional, digital and social media channels, Destination Gettysburg will look to build upon the success of 2021 and create additional stops across Adams County.

As part of that effort, the staff will engage partners and determine the next steps for not only promoting the trail, but to ensure a long future for attracting visitors into Gettysburg's countryside.

Though coming up on its first anniversary in 2022, the trail remains a new product for Destination Gettysburg to highlight in its marketing, sales and media relations efforts.



ADVOCACY AND COMMUNITY RELATIONS

It is critical to acknowledge the importance of tourism in Adams County and to highlight Destination Gettysburg as an essential advocate for the tourism industry. The role of our destination marketing organization is not to just market the region, but to be a destination advocate for not only visitors but also the community.

Tourism brings businesses, investment, capital, jobs and tax dollars, making us a vital organization to the community. Naturally, there are questions among residents and elected officials about what we do with the funding that we receive. It's imperative to show the community what we do and the importance of our work.

As we continue in our recovery from the COVID pandemic, much of Destination Gettysburg's advocacy will focus on staffing challenges, and we will work on efforts to strengthen the workforce in 2022 and beyond. We will also be sharing information about our efforts to bring visitors back after travel slowed during 2020-21.

As always, we will engage with such groups as the



Gettysburg Borough Council, Adams County Commissioners, Adams County Council of Governments, Gettysburg National Military Park, local and regional organizations, and of course, our partners.

Outside of our community, we will be involved in organizations like Pennsylvania Restaurant & Lodging Association, U.S. Travel Association and Destinations International.

MARKETING BUDGET FOR 2022

PROPOSED MARKETING BUDGET - 2022						
	2021 BUDGET	2022 BUDGET			2021 BUDGET	2022 BUDGET
DIGITAL MARKETING	\$285,802	\$285,000		TV ADVERTISING	\$2,500	\$3,000
PRINT ADVERTISING	\$122,098	\$100,000		PRINTING MATERIALS	\$13,000	\$5,000
PHOTO VIDEO CAPTURES	\$25,000	\$30,000	*	CROWDRIFT	\$13,000	\$14,000
TALENT	\$8,000	\$0		GIVEAWAYS	\$7,500	\$10,000
CREATIVE SERVICES	\$80,250	\$80,000		SOCIAL MEDIA MARKETING	\$5,000	\$12,000
CONTENT	\$0	\$2,500		ADAMS COUNTY POUR TOUR	\$29,980	\$50,000
WEBSITE - HOSTING, FEES	\$18,000	\$18,000		UNALLOCATED/CROP HOP	\$43,543	\$35,000
WEBSITE CONTENT UPGRADES	\$41,072	\$35,000		BANDWANGO	\$19,500	\$20,000
OUTDOOR ADVERTISING	\$60,000	\$35,000		CO-OP ADVERTISING	\$0	\$8,000
SIGNS	\$3,000	\$2,500				
INSPIRATION GUIDE	\$5,000	\$45,000			\$800,000.00	\$800,000.00
BROCHURE DISTRIBUTION	\$17,755	\$7,500				
RADIO	\$0	\$2,500		*In this proposal, Talent is included in Photo/Video Captures		