



IN THIS ISSUE

Dear Member,

Marketing, at times, is about creating opportunities. Or at the very least, taking advantage of them.

As unfortunate as it was to hear about the postponement last month of the Annual Gettysburg Civil War Re-enactment, we are now presented with an opportunity in the coming week to boost tourism during an otherwise slower time of the summer season.

Dating back to the 150th Anniversary and beyond, Destination Gettysburg has always encouraged the tourism community of Adams County to be creative, to be inventive and to seize opportunities that come our way.

The rescheduling of this weekend's re-enactment is an ideal example of an opportunity to think outside the box and capitalize off the higher-than-expected number of visitors in our community.

And while, for some, it may be too late this week to develop ideas of any great magnitude, we encourage our members to be looking for these opportunities throughout the year whether it's piggy-backing off other major events, or creating one of your own events.

You'll always have the marketing support of Destination Gettysburg.

Sincerely,

Norris Flowers
President

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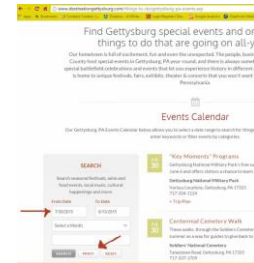
Top Headlines

Save the date for the End of Summer Membership Social

On Wednesday, Sept. 23, from 4:30 to 6:30 p.m., Destination Gettysburg will host an End of Summer Membership Social at the beautiful Battlefield Bed & Breakfast. Members are encouraged to socialize with fellow members and Destination Gettysburg staff. More info to come in September's Travel Talk. To RSVP, contact Kristi Cramer, Marketing Assistant, at (717) 338-1054 or kristi@destinationgettysburg.com.

Event listings are now in easy printable format

In order to help you and our visitors use the very robust calendar that our website hosts, we have added a print feature to the search box. If you enter the date range you are interested in viewing, then click print, a new window will open with a print friendly version of the calendar. At the top of the page is a link that will allow you to print to your designated printer. This is a great tool for your front-line staff to have as a resource or to hand out to your guests.



For questions about the new feature or our events calendar, please contact Kristi Cramer, Marketing Assistant, at (717) 338-1054 or email kristi@destinationgettysburg.com.

Reminder - renew your membership today

Membership dues were emailed in early June and hard copy statements were mailed in early July. Any member that has not renewed by Wednesday, Aug. 5 will be removed from the Destination Gettysburg website and will not be included in the next printing of the Attraction and Dining Guide.

If you have any questions regarding your membership dues, contact Donna White, Director of Member Services at (717) 338-1051 or donna@destinationgettysburg.com.

Changes to website events, packages and listings

In March, we launched the new destination website complete with a new portal for you to update your information, add events and packages and even be part of our coupon program. After working with the system for a few months, we found that there were aspects that could be improved and are happy to communicate that those improvements have been implemented.

There is a new process to update your member page. When you make updates, in order for those to be submitted and reviewed by our staff, you will need to select Save and Submit at the top of the page. Once selected, a box will appear where you will enter a brief description of your changes, for example: hours updated, body copy changed, new group tour copy.

Once that is done, you will click the Submit (and lock) button. This action places your member page in que for review and approval.

This same process of selecting Save and Submit, enter a description of your change and finally, Submit (and lock) are utilized in the event section and the packages section should you wish to update any existing events or packages.

If you have any questions about how this functions, contact Stacey Fox, Vice President of Sales and Marketing, at stacey@destinationgettysburg.com.

Memorial scholarship barbecue planned for Aug. 22

Brad Baer was a member of the tourism community in Adams County, Pa. for eight years as general manager of the Wyndham Gettysburg Hotel and board member of Destination Gettysburg. In January, his son, Cameron, was killed in a car accident while he was attending Coastal Carolina University.

In his honor, the family has established a memorial scholarship fund for a Dallastown Area High School senior who completes extensive volunteer hours and exemplifies Cameron's caring and giving personality.

On Saturday, Aug. 22, from 10 a.m. to 3 p.m., Gateway Gettysburg will host a Cameron Baer Memorial Scholarship Chicken Barbecue fundraiser, featuring Michael's BBQ.

Dinners will include 1/2 chicken, baked beans, applesauce and roll for \$12, and proceeds will benefit the scholarship fund. Advance orders are preferred before Aug. 14. Cash or checks will be accepted and can be made out to Cameron Baer Memorial Scholarship Fund. To make an order, call (717) 339-0020, ext. 6029 or email gburginfo@interstatehotels.com.

An update on Destination Gettysburg's marketing efforts

To keep you informed on our efforts, click [here](#) to see the June Marketing Report. In addition to information on our efforts with the leisure travel market, you will also see reports on our group and meeting segment efforts as well as a snapshot of what is happening with our media relations and social media efforts. Any questions regarding this report should be directed to Stacey Fox, Vice President of Sales and Marketing.

The theme of "reconnecting" continued in July, encouraging visitors to make our destination their place to reconnect with family, friends and history. Many of our ads feature a [family biking the battlefield](#). Our [pre-roll commercial](#) features a family enjoying time together eating ice cream, playing mini-golf and riding horses on the battlefield. An extended [30-second spot](#) also features a family enjoying an evening ghost tour. Our goal is to showcase a full day of activities from sun-up to sundown to encourage visitors to stay overnight to get it all in.

In addition to our digital campaign and commercials on Radio PA, a print ad appeared in AAA World Magazine. We continue to work hard on our social media channels, distribute our newsletter to approximately 80,000 opt-in subscribers, create blog posts and work with journalists and bloggers to tell our story.

August launches our Foodies theme and we encourage our members with a tie to all things culinary - dining, food tours, sweets & treats, farm markets, brews, wines and ciders, food related events and all things edible - to use our #TasteGettysburg social hashtag. We will be advertising online and on the radio as well as in [RecNews](#). September and October will continue the theme and include more print advertising in regional city publications. Culinary tourism is a hot trend and one that Adams County can definitely embrace. Our growing offering of craft beverages and food, farm to table and locally rendered are sure to entice any food lover, especially when paired with our amazing history and beautiful community. Want to get more involved? Contact Stacey Fox, stacey@destinationgettysburg.com.

Advertising Opportunities

Be part of the State Travel Planner

Destination Gettysburg is again working with Miles Media to provide members with an opportunity to be part of the State Travel Planner in our advertising co-op.

If you are interested in learning more, contact John Vitolo, Travel Marketing and Media Consultant, Miles Media, at (603) 490-8734 or john.vitolo@milespartnership.com.

Advertise in Gettysburg's upcoming Travel Planner

Ad sales for the 2016 Gettysburg Travel Planner, formerly the Gettysburg Visitor Guide, are now available. If you are interested in advertising, contact Steve Lassiter, (443) 909-7828 or steve.lassiter@todaymediacustom.com. A current rate card can be downloaded [here](#).

Member Opportunities

Library seeks lodging partners for book exchange program

The Adams County Library System is offering accommodations the opportunity to share "lightly used" books with local hotels for their guests.

The books are adult level reading and are of all genres of fiction. The books are offered to hotel/motel, B&B, guest cottages and campgrounds free of charge.

Library officials suggest lodging properties include a basket or shelf of paperback books that their guests can take to read while visiting Gettysburg. All of the books include a "Read It and Pass It On" sticker with the Adams County Library logo.

Businesses interested in participating in the program should email Laura Goss at laurag@adamslibrary.org.

Sign up for Destination Gettysburg's Courtesy Card Program

Receive discounts for you and your staff with Destination Gettysburg's Courtesy Card Program.

Courtesy Cards are used to encourage members and their staff to experience our member businesses by offering a discount. We print a Courtesy Card "offers" sheet along with a card with the Destination Gettysburg logo, the member business name and the employee's name.

When someone brings the card into your establishment they receive the discount. You are entitled to as many Courtesy Cards as you need for staff. This is a great way to get other businesses talking about your business.

To order the updated Courtesy Cards for you and your staff, contact, Kristi Cramer, Marketing Assistant, at (717) 338-1054 or kristi@destinationgettsyburg.com.



Gettysburg College to host Job and Internship Fair

On Thursday, Oct. 1, from 11:30 a.m. to 1 p.m., Gettysburg College's Center for Career Development is hosting a Job and Internship Fair to provide local businesses with a chance to meet students looking for careers and internships.

The cost to participate is \$50 - which includes a table during the job fair and lunch - and registration deadline is Sept. 24. To register, click [here](#).

Member News

Welcome new members!

Please welcome the newest members of Destination Gettysburg ...

For the Historian

Larry Weindorf

www.forthehistorian.com

info@forthehistorian.com

Treat Yo Self

Roopa Patel

www.treatyoselfgettysburg.com

treatyoselfgettysburg@gmail.com

Adams County Irish Festival

Patrick Bowling

www.adamscountyirishfestival.org

gbp@gettysburgaoh.com

Group Tour News

RSVP for Group Tour Meeting - Wednesday, Aug. 19

Our next Group Tour Meeting will take place on Wednesday, Aug. 19, at 11 a.m. at the Destination Gettysburg office. This meeting is open to any member who markets to the group tour market and will cover current and future marketing efforts for the Group Tour market, including the 2016 PBA Annual Meeting.

RSVP to Jenny McConnell, Director of Sales, at jenny@destinationgettysburg.com.

PA Bus Association to hold 2016 Annual Meeting in Gettysburg

Members of Destination Gettysburg will have the opportunity to highlight their properties to nearly 200 members of the Pennsylvania Bus Association next year during the PBA Annual Meeting, being held June 20-24 at Gateway Gettysburg.



There will be approximately seven FAM tours offered over their four-day stay, as well as off-site events and sponsorship opportunities. If you are interested in participating, or for more information, contact Jenny McConnell, Director of Sales, at jenny@destinationgettysburg.com.

Upcoming Booth Share Opportunities

We still have booth-share opportunities available for 2015! If you are interested in the group market you may want to consider one of the following:

- Destinations Group Travel Show - September 15-16 in Saratoga Springs, NY. Cost is \$450
- Greater New Jersey Motorcoach Group Leader Show - Date TBD in November in Atlantic City, NJ. Cost is approximately \$300.

For more information on these shows, including how to participate, click [here](#).

Meetings Market Opportunities

Destination Gettysburg hosts successful meetings market event

Destination Gettysburg - in its growing efforts to attract meetings, conferences and events to Adams County, Pa. - recently held a reception in Rockville, Md. to better connect the tourism community with meeting planners who have the potential to bring business to the county.



Meeting planners had the chance to network with Destination Gettysburg staff, the Gettysburg Hotel, Liberty Mountain Resort, Gettysburg Heritage Center and the Gettysburg Foundation.

The reception was held in Rockville as a way to better engage meeting planners from the vicinity. Other efforts by Destination Gettysburg to network with meeting planners include hosting tours here in Adams County, meeting with planners at conferences, paid advertising and media relations, and scheduling appointments both in Adams County and in other markets.

RSVP for Meetings Market Meeting - Wednesday, Aug. 19

Our next Meetings Market Update Meeting will take place on Wednesday, Aug. 19, at 10 a.m. at the Destination Gettysburg office. This meeting is open to any member who markets to the meetings and conventions market and will cover our July Rockville planner reception, August FAM and

marketing plans for 2016. RSVP to Jenny McConnell, Director of Sales, at jenny@destinationgettysburg.com.

See Who's Meeting in Adams County

[Here](#) is a list of groups who will be hosting meetings, reunions and activities in the area over the next few months. We are not able to share the contact information of these groups, but we want you to have the opportunity to welcome them and be prepared with extra staff during busy times. Each group has requested Welcome Bags, which are compiled by Destination Gettysburg and include a Visitor Guide or Attraction & Dining Guide, Destination Discounts and gift for each attendee. If you would like to offer a discount or provide Welcome Bags for a meeting being held at your site, please contact Kristi Cramer at (717) 338-1054 or kristi@destinationgettysburg.com.

International Marketing

Culinary tourists driving growth in U.S. visitation

Culinary tourists are pushing growth in foreign tourism to the United States, which is transforming its image as a fast-food mecca to a land of regional tastes and dishes, said officials visiting the Expo 2015 world's fair focusing on food last month.

Foreign tourism to the United States in 2014 rose by 7 percent to over 75 million, contributing \$221 million to the economy, according to Christopher L. Thompson, president and CEO of Brand USA, a private marketing organization created five years ago to promote the United States as a destination. That's on the way to the Obama administration's goal of attracting 100 million visitors by 2021, from 55 million in 2012.

The boost coincides with Brand USA's culinary initiative to make food one of the country's main selling points, including the creation of guides for top culinary destinations, videotaped chef vignettes for its Discover America web portal and sponsorship of the Food Truck Nation food concession at Milan's Expo world fair, which is expected to attract at least 20 million visitors.

Read more [here](#).

Media Relations News

Destination Gettysburg seeks food ideas for story pitches

Journalists are continuing to look at the array of travel experiences beyond Adams County's rich Civil War history. Our growing culinary scene is grabbing the attention of media from around the country and Destination Gettysburg wants to hear from you - how do you fit into the culinary experience of Adams County?

Do you have a signature dish or drink, a chef with a good story, a farm-to-table experience, a culinary event, or are you exploring new and exciting ways for visitors to enjoy the Gettysburg area through food?

Email your ideas to Carl Whitehill, Director of Communications, at carl@destinationgettysburg.com.

Social Media and Digital Content

Join the foodie conversation on social media

August marks the beginning of our 'Foodies' theme that will be going through the end of September. The foodies theme will be focusing on embracing and celebrating our amazing restaurants, wineries, farm markets and orchards. We will be highlighting it socially with the hashtag #TasteGettysburg. We encourage everyone to use this hashtag as well to help promote our growing foodie scene in Gettysburg!

Social Media Ideas for #TasteGettysburg

- Share how you prepare your food or behind the scenes action to allow followers to feel more connected with you.
- Debut new menu items exclusively on social media and encourage your followers to share it and of course, come try it!
- Ask your followers to share their favorite experience at your place of business
- Encourage your customers to share photos/videos as they're experiencing your products and to use #TasteGettysburg

We truly believe there are top-notch places within our membership that have amazing food and drinks. We want everyone to know Gettysburg is a foodie town!



Why social media and content marketing matter

The marketing landscape has changed with the introduction of social media. People now check businesses online before visiting the physical location. Seventy-one percent of potential customers base their purchasing off of social media referrals. Potential customers want to see what people are saying about your business and what you have to offer through social media.

Social media is a powerful and easy to use marketing tool which reaches more people than a traditional print ads and can reach them quicker. Seventy-seven percent of businesses claim they received at least one customer from using Facebook and 83 percent claim the same thing using a blog. Sharing your products socially drives traffic to your page and eventually, business through your doors. Building your online presence takes time but it doesn't mean you have to over-saturate your follower's feed. A few quality posts go a lot further than several below-average posts.

Why Social Media & Content Marketing Matters



Visitor Information Services

Destination Gettysburg collects visitor feedback

The visitor information staff, through phone calls prior to visits, as well as visitor interaction during visits, collects valuable information that Destination Gettysburg staff believes can help its members and their understanding of what visitors are looking for.

Among recent analysis:

- Visitors were looking for information about the re-enactment
- Visitors were interested in camping
- Significant amount of visitors indicating family visits with young children.
- More interest in history and the Gettysburg National Military Park.
- Continue to hear concerns about the lack of public transportation directly into Gettysburg from callers.

Planned Visits: Of those responding (153), 14.3% are planning visits during the current month and 73.8% are planning visits within the next three months.

GettysburgTourismWorks.com

Become an (educated) champion of tourism

Tourism is often misunderstood as it relates to the impact the industry has on local economies in every destination, thus relies heavily on individuals who tout the importance and personal impact that tourism has in our lives and in our communities.

GettysburgTourismWorks.com was created, largely, to create an army of tourism champions in Adams County - ranging from employees, to elected officials to local residents who understand the importance and benefits of the industry.

The site equips members of the community with the information to become a champion of tourism - through research, up-to-date marketing efforts, to current news and legislative support. Visitors to the site can listen to the latest radio advertisements, read articles in news outlets across the country, and get a glimpse into the efforts of the organization's staff and board of directors.

Visit GettysburgTourismWorks.com and equip yourself and your staff with the insight to become a champion of tourism in Adams County.

For more information about how to use the site or suggestions for content, email Carl Whitehill, Director of Communications, at carl@destinationgettysburg.com.

ACE Training

Front-line, manager training available through A.C.E. program

To date, more than 500 workers in Adams County have taken the A.C.E. Training (Adams County Experience Training) program. This training is perfect for any front-line employee who interacts with customers as part of their job.

A.C.E. Training is a customized program built for Adams County that teaches both customer service and an understanding of the tourism product in the county. The program also provides resources for your employees to help them provide more information and assistance to guests.

This program is completely online and can be taken from any Internet-connected computer at any time. E-learning allows your staff to go through the training at their convenience. The best part - it's FREE - no matter how many staff members you have. A.C.E. Get started now at www.destinationgettysburg.com/ace.

Manager training is also available through ACE, and features a special interactive program for business managers. The management training program can be taken at www.destinationgettysburg.com/acemanage.

If you have questions about ACE Training, email Donna White, Director of Member Services, at donna@destinationgettysburg.com.

Have more staff who needs to be in the know? Send me a list of names and email addresses and we will add them to our communication list. Stacey Fox - stacey@destinationgettysburg.com