



Travel Talk - Your Member News

November 2015

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Dear Member,

Destination Gettysburg is pleased to announce its new Wellness Program that offers our member businesses and employees affordable options for health care insurance, starting Oct. 1.

While it may not benefit 100 percent of our members, many have already seen potential savings of significant value. Controlling your cost, while providing benefits for employees was the goal when we started this program.

Destination Gettysburg's Board of Directors were insistent that this be a true membership benefit and that Destination Gettysburg would receive no financial reward for member participation. All savings are passed on to our member businesses.

I urge you, regardless of your current health care renewal date or size of business, to reach out for a quote and take advantage of this program.

To learn more, click [here](#) and set up a meeting about plans and pricing models with Hockley & O'Donnell Financial Services by emailing wellness@destinationgettysburg.com.

Sincerely,

Norris Flowers
President

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Top Headlines

Join us Nov. 4 for a free workshop powered by Google

Destination Gettysburg is hosting a free workshop powered by Google on Wednesday, Nov. 4, to help you get your business on the map.

The goal of this session is to help you claim your business on Google. You will learn how to claim your business and why it matters. Attendees will have the opportunity to see what their business looks like on Google, learn how to make changes and learn how you can build a website of your own that is free for the first year.



Two sessions - at 9 a.m. and 1 p.m. - will be offered on Wednesday, Nov. 4, at the Destination Gettysburg Admin Office, 571 W. Middle Street. RSVP by Nov. 3 to Kristi Cramer at kristi@destinationgettysburg.com or (717) 338-1054.

Save the Date - " Build, Inspire, Innovate Summit," Feb. 11, 2016

A full-day tourism summit will be held at the Wyndham Gettysburg and will feature breakout sessions and keynotes on topics such as, social media, marketing/business plans, managing your online reputation, modernizing your message and more.



Members and Non Members are invited to attend. The \$75 member rate and \$100 non-member rate will include all breakout sessions, continental breakfast with keynote, lunch with keynote and cocktail reception. Sponsorship opportunities are available. For more information, contact Donna White, (717) 338-1051 or donna@destinationgettysburg.com.

Sign up today for next Ag Issues Breakfast

On Nov. 19, from 7:15 to 9 a.m., Penn State Cooperative Extension will host an Ag Issues Breakfast for members of the community to learn more and provide input to existing and upcoming initiatives including agriculture and agtourism in Adams County, Pa.

Special guest for the meeting is Russell Redding, the Pennsylvania Secretary of Agriculture.

Learn more about the event by clicking [here](#).

Marketing Updates

A look at Destination Gettysburg's recent marketing efforts

September

A quick recap of what has been happening can be found in our [September Marketing Report](#). We continued to focus on our theme of foodies travel with print, digital and radio ads driving traffic to our website. During that time we saw an increase of 24.48 percent in sessions over the same period of 2014. We also marked a 19.4-percent-increase in users. In addition to paid advertising, Destination Gettysburg generated 164 stories in the media, many on the foodies story and fall festivals. Stories appeared in Country Living Magazine, the Washington Post, TravelChannel.com and the Baltimore Sun. Our Facebook efforts continue to grow with over 1,000 new page likes for a total of 22,199 page likes at the end of the month. We are closing in on 6,000 Twitter followers and have added followers on YouTube, Instagram and Pinterest. Three new blogs were added to [RoadToGettysburg.com](#), which posted over 3,000 new views in September.

October

During October, we focused our attention on fall foliage, ghost stories and harvest happenings. In addition to our digital campaign, we ran an ad in Recreation News and did a two-page spread in GolfStyles for their fall travel planner issue. We also continued a campaign on washingtonpost.com. Web traffic continues to grow over 2014, [October traffic](#) was up 11.51 percent over October 2014. A media fam was hosted in October for several journalists focused on culinary tourism. We began pitching the holiday story to journalists.

Looking Forward

The remainder of the year will focus on the November anniversaries and the holidays. Print ads will run in Baltimore Magazine, Harrisburg Magazine, Rec News and Eastern Home & Travel. As well, we will run a digital radio campaigns. A specific campaign will also run on washingtonpost.com to promote the holidays. Be sure to have all of your holiday events and activities on our calendar and package page to take advantage of the traffic we are sending to the site.

Review your listing in the 2016 Travel Planner starting Dec. 4

The proof of the 2016 Travel Planner, formerly the Gettysburg Official Visitor Guide, will be in the office on Dec. 4, 7 and 8 for review. We ask that all members stop by to look at their free listings and their paid advertising in the guide. This will be the last opportunity to make edits to your free listing or your paid ad. A notice will be sent closer to the time to remind all members to stop by.

Questions regarding the 2016 Travel Planner should be directed to Stacey Fox at stacey@destinationgettysburg.com.



Photos sought for upcoming destination weddings webpage

Destination weddings are big business in Adams County. We want to help our members secure more of that business and help our visitors discover all of the amazing venues and partners we have to offer.

To do so, a new wedding subsite will be launched through DestinationGettysburg.com. We are looking for photos of weddings and receptions at your properties that we can include on our website.

Send all jpeg images to Stacey Fox at stacey@destinationgettysburg.com. Member categories for the wedding site will include unique venues, traditional venues, churches, caterers and transportation. If you would like to be included in one of these categories, please email Stacey. Look for a launch announcement soon.

Advertising Opportunities

AAA World announces ad co-op opportunities for 2016

Destination Gettysburg and AAA World Magazine have released two co-op advertising opportunities for 2016.

AAA World distributes its print magazine to more than 695,000 households in Virginia, Maryland and Washington, DC. Its digital advertising reaches all Mid-Atlantic Regions. Ad rates run between \$600 and \$1,200 for the July/August issue and September/October issue.

For more information, along with ad deadlines, click [here](#).

Advertise in the 2015 playbill for 'A Christmas Carol'

[Here](#) you will find advertising information for the playbill for "A Christmas Carol," which is being produced by Totem Pole Playhouse and performed at Gettysburg's own Majestic Theater. Take advantage of this great opportunity to put your business in front of a large group of people coming into Gettysburg for the holidays.



They are also offering a new advertising opportunity called "Scrooge Dollars" to each ticket buyer. Each person seeing the show will get a Scrooge Dollar. Each dollar will have listed on it, the discount or gift offered to the guests by your establishment. You will also be on a list in the playbill with your discount or gift.

For additional information, or to place an ad, please contact Stephanie Allee, Director of Marketing & Public Relations, Totem Pole Playhouse, at sallee@totempoleplayhouse.org or call (717) 352-2164, ext. 1005.

Member News



Feedback sought for Adams County Farm Market

The Adams County Farm Market Association is looking for your feedback on market locations in 2016. The association's board has developed a quick survey for members throughout the community to gauge interest in the market, the times and its locations in and around Gettysburg.

The survey is only five questions and will take less than a minute to complete. Click [here](#) to take the survey.

Welcome the newest members of Destination Gettysburg:

Zen and Now - Gettysburg, Pa.

Kelly Matthews

info@shopzenandnow.com

www.shopzenandnow.com

Quality Inn and Suites - Gettysburg, Pa.

Donna Wantz

donnawantz@gmail.com

www.choicehotels.com/pennsylvania/gettysburg/quality-inn-hotels/pa120

Beech Springs Farm - Gettysburg, Pa.

Jayne Shorb

beechspringsfarm@gmail.com

www.beechspringsfarm.com

Appalachian Flatbread - Gettysburg, Pa.

Nate Voss

nate@abcbrew.com

www.abcbrew.com

ABC Steinwehr Avenue, Gettysburg, Pa. - Coming Spring 2016

Nate Voss

nate@abcbrew.com

www.abcbrew.com

Group Tour News

RSVP for Group Tour Member Meeting - Friday, Nov. 20

Our next Group Tour Meeting will take place on Friday, Nov. 20, at 10 a.m. at the Destination Gettysburg office. This meeting is open to any member who markets to the group tour/motorcoach market and will cover our 2016 Group Tour Marketing Plans, recent trade shows and updated information on Pennsylvania Bus Association's Annual Meeting being held in Gettysburg, June 20-23, 2016.

Please RSVP to Nicole Absher, Group Sales Manager, at nicole@destinationgettysburg.com.

Group Leads Now Available

The following group leads are available for download through the member portal:

- 2015 Destinations New York Tradeshow - Group leaders across the state of New York attended through Tour Operator Companies.

If you have questions, contact Nicole Absher, Group Sales Manager, at nicole@destinationgettysburg.com or (717) 338-3062.

Upcoming Booth Share Opportunities

Join Destination Gettysburg in promoting your property to group leaders looking for new itinerary ideas at the following shows:

Pennsylvania Bus Association Marketplace - March 30, 2016

Spooky Nook Sports Complex, Manheim, Pa.

Cost: \$450

Includes: ½ table and one representative

Who: Approximately 800 group leaders from Pennsylvania

Maryland Motor Coach Association - March 31, 2016

Spooky Nook Sports Complex, Manheim, Pa.

Cost: \$250

Includes: ½ table and one representative

Who: Approximately 350 group leaders from Maryland

To register for these upcoming shows, or if you have questions, contact Nicole Absher, Group Sales Manager, at nicole@destinationgettysburg.com or (717) 338-3062.

Upcoming Work-To-Plays

The "work to play" is a member marketing program designed to help you get your information to group leaders. You or someone from your organization attends the "work to play" with your rack card (one piece of information about your attraction that does not include pricing) and helps put together Gettysburg information bags that will be distributed at group travel shows.

Our next work-to-play:

Nov. 6 - Greater New Jersey Motorcoach Group Leader Show

2 p.m. at Destination Gettysburg's office - 400 pieces for group leaders from New Jersey

Destination Gettysburg co-hosts 40 planners in Philadelphia

Destination Gettysburg partnered with four regional DMOs to host over 40 Philadelphia-based meeting planners at a networking reception on Oct. 27. Planners were treated to local-inspired cuisine while learning about Destination Gettysburg's leadership development programs and unique venues. Other destinations at the event included Lancaster, Hershey, Valley Forge and Chester County.



RSVP for Meetings Market Meeting - Wednesday, Nov. 11

Our next Meetings Market Update Meeting will take place on Wednesday, Nov. 11, 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 marketing plans for 2016.

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

See Who's Meeting in Adams County

Destination Gettysburg is thrilled to welcome the following travel groups, events and meetings to Adams County this coming month:

- Nov. 1-4 - PA Association for Court Management's Mid-Annual Conference, 125 people
- Nov. 3-8 - PA Dental Hygienists Association, 200 people

While we are not able to share the contact information of these groups, 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, 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 - or have a group you want to make us aware about, contact Kristi Cramer at (717) 338-1054 or kristi@destinationgettysburg.com.

Media Relations News

Be part of Destination Gettysburg's 'Winter Getaways' pitch

Later this month and into December, Destination Gettysburg will pitch "Winter Getaways" to travel media throughout the Mid-Atlantic.

Earlier this year, Destination Gettysburg laid the foundation to increased winter visitation and plans to build upon that in 2016. Several articles were placed and two travel journalists were hosted in the winter months with the focus on winter getaways. [Here](#) is one of those articles.

We'll certainly be focusing on outdoor recreation at Liberty Mountain Resort, but we'll also include experiences that include lodging and dining and other activities - post-holidays (this pitch will not include holiday information or events).

This pitch will target visitation between Jan. 1 and March 31st, and we are seeking events, experiences and your ideas. Culinary ideas, and other unique experiences are especially needed.

If you have events or ideas you'd like to be considered for the media pitch, please send it before Nov. 15 to Carl Whitehill, Director of Communications, at carl@destinationgettysburg.com.



Social Media and Digital Content

Should your business be on Instagram?

As frustrations mount over the restricted reach of Facebook, a long-time staple in the social media world, many of our members have questioned whether they should start to grow online presence somewhere else, and if so, where?

The answer to the first question is "yes," and the answer to the second question, for many businesses, is "Instagram." While Twitter works for some businesses and users tend to have a love-hate relationship with Twitter, Instagram is a bit more user-friendly and is driven by great photography and video. Instagram allows users to post both photographs and video right from their phones. It's a great way to make your business more visual and attract visitors through creative content.



Earlier this year, Forbes.com published [this article](#) to encourage all businesses to get on board the Instagram train now.

Want to know what Destination Gettysburg is doing on Instagram, check us out [here](#).

How to best share our content on social media



Creating new content can be difficult at times, and on occasion we all stumble across a post, a Tweet, a video or other content that we'd like to share with our own audiences rather than developing something new. Sharing content on social media is one of the most fundamental ways to provide our followers with great materials without the need to start from scratch.

Destination Gettysburg especially appreciates when our members share our own content as well as other members, but we ask that all of our members share our content properly, rather than simply copying or posting our content as their own.

In many cases, Destination Gettysburg has secured permission ... commonly referred to as "rights" to use photographs, videos or other materials, and legally, that permission does not extend to other businesses. But by sharing content properly - hitting the "share" button, reTweeting, or repinning, is legal and a great way for all of us to help each other out.

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 are interested in holiday events and meals
- Visitors were interested in travel packages
- Interest in 2016 visits and information

Planned Visits: Of those responding (45), 22% are planning visits during the current month and 55.5% are planning visits within the next three months.

GettysburgTourismWorks.com

Show us your commitment to tourism in Adams County, Pa.

Is your business or organization re-investing in tourism with a new or upcoming project? If so, Destination Gettysburg wants to know your story. We are looking to feature stories like these on our industry website - GettysburgTourismWorks.com.

Re-investments would include new construction, additions, remodeling or other projects. We want to feature such stories as examples of businesses within Adams County who are committed to the future of local tourism.

Any ideas should be emailed to Carl Whitehill, Director of Communications, at carl@destinationgettysburg.com.