

## PARTNERSHIP BENEFITS

Destination Gettysburg is the official destination marketing organization for Gettysburg and Adams County, Pennsylvania. Established as the Gettysburg Travel Council in 1955, the organization has grown to over 290 business partners (members) and operates two Visitor Services locations – Destination Gettysburg administrative offices, along with seasonal hours at the Gettysburg National Military Park’s Visitor Center.

As a partnership-based organization, we are here to assist the visitor, our partners, and the community. Our efforts are based on the value to the visitor, partner, and community and to the overall economic impact on Adams County. It is our mission to promote Gettysburg and all of Adams County as a premier travel destination.

It is also our mission to promote tourism and its positive economic benefits. In doing so, Destination Gettysburg leads the Adams County tourism industry in presenting a positive visitor experience while preserving its rich cultural heritage and promoting all partner tourism-related businesses throughout the County. This mission is achieved by aggressive marketing and building partnerships with federal, state, and local entities while maximizing all available resources.

To assist in planning visits to Gettysburg and Adams County Destination Gettysburg produces the annual [Official Visitors Guide](#), owns and manages DestinationGettysburg.com, and administers the Destination Gettysburg platform on Wish Trip. We also deliver a monthly eNewsletter and promote the destination through social media channels and media relations efforts. A sales team reaches the group tour, meetings, reunions, and international markets to expand our message beyond the leisure traveler.

### *Measurable benefits included as part of a Partnership*

#### Visitors Guide

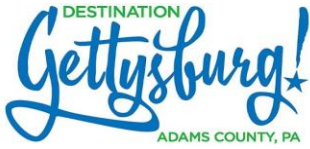
- **Exclusive “Partner Only” Listing in the Official Visitors Guide:** 150,000 printed copies in 2023 - to be distributed through PA State Welcome Centers, AAA offices, and brochure distribution programs, as well as direct-mailed to those requesting a copy. Includes name, address, telephone number, website, and notation of pet-friendly, motorcoach-friendly, and/or handicap accessible.
- **Digital Version of the Exclusive “Partner Only” Listing in the Official Visitors Guide:** Includes hyperlinked web address
- **Ad Discounts:** Partners will receive a discounted rate on ads placed in the Official Visitors Guide.

#### Co-operative Marketing Opportunities with Discounted pricing

- Occasionally partners are given the opportunity to jointly market their individual property in conjunction with Destination Gettysburg’s efforts. Due to Destination Gettysburg’s purchasing power and negotiated rates, the savings can be passed on to our partners, allowing them to expand their reach and stretch their dollars.
- 90-Second Sizzle Reel – In partnership with Community Media of South Central PA
- Consumer newsletter *The Address* – Partner Rate: \$250/issue, reaching 77,000+ opt-in subscribers

#### Mobile App

- **Exclusive “Partner Only” Listing (Stop) on ‘Wish Trip’ Mobile App:** This is a direct feed from your listing on DestinationGettysburg.com



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**SEO Audit of YOUR business website:** Upon request, Fuhrman Creative will provide a personalized SEO audit of your business website and deliver and explain the report to you, along with solutions.

### Partner Events

- **Discounted Price on Paid Partner Events:** Partners will receive a discounted rate on fee-based partner events and functions.
- **2 Complimentary Passes to Attend Networking Activities & Events:** Each partner business is eligible to receive 2 complimentary tickets to attend Destination Gettysburg Networking events. Additional tickets may be purchased, and special events such as the Annual Meeting are excluded.

### Website

- **Expanded Partner Listing on DestinationGettysburg.com:** Includes logo or picture, up to 250-word description, social media links, address, website, phone number, and icons noting if the business is motorcoach-friendly, pet friendly, and/or handicap accessible.
- **Overnight Packages:** Opportunity to list your overnight package on DestinationGettysburg.com
- **Coupons:** Opportunity to list your overnight package on DestinationGettysburg.com
- **Events & Tours Calendar Listing:** Opportunity to list your overnight package on DestinationGettysburg.com

### Marketing Tools

- **Threshold 360 Virtual Tour -** Complimentary 360 filming of your property to create a virtual tour. The link will live on your Destination Gettysburg webpage.

### HR Benefit opportunities

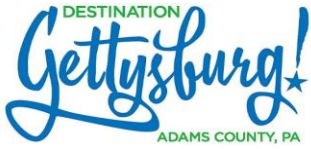
- **Group Medical Insurance:** Destination Gettysburg has teamed up with USI Insurance Group to provide a group rate insurance program to our partners. When contracting with USI, you will have access to a dedicated HR resource, to help you navigate your HR needs & concerns.
- **Partner Benefit Card:** This complimentary partner exclusive B2B discount card is a great way to educate your staff on what the community offers to visitors while offering perks to the front-line hospitality workers, who help influence the visitor's decisions on what to see and where to go.

### Communication and Opportunities

- **Partner Eblast – Going Places:** Bi-weekly newsletter highlighting travel trends, statistical information, upcoming events, and opportunities.
- **Destination Gettysburg Partnership Directory:** Access to an electronic Partnership Directory

### Educational Opportunities

Destination Gettysburg's team of professionals offer a wealth of knowledge on industry-trends, to be shared with partners to provide a strong, growing and viable destination. This is achieved through workshops, presentations, and quarterly sales meetings.



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**Partner Resources:** Personalized on-site visits to educate partners on benefits and resources available to them, as well as potential collaborations with other partners.

### Group Tour & Meeting Markets\*

Destination Gettysburg has a sales team that actively recruits the group tour and meetings market business to the area. **At this time, all appointment-based leads are available to all active partners but may become part of a higher investment for 2024-2025 year.**

### *Value-added benefits of a Destination Gettysburg Partnership*

*These benefits are not guaranteed to any one business but are a part of the overall services provided by the organization to improve the exposure and marketing opportunities of the destination.*

### Referrals: Leisure Market, as well as Group Tours, Meetings Market, and site visits

Destination Gettysburg gives preferential treatment to partners with all referrals. Group tours and meetings market referrals, as well as site visits, are exclusive to partners unless a specific request from the client has been made.

### Representation at Trade Shows

The sales team attends various trade shows throughout the year; the Visitors Guide is always on display at shows.

### Destination Gettysburg Blog

Opportunity for your business or industry to be featured in Destination Gettysburg's blogs.

### Social Media

Opportunity for your business to be featured in one of 6 social media platforms

### Media: Travel Writers and Social Media Influencers

Destination Gettysburg courts travel writers, bloggers, and social media influencers to expand the destination's storytelling and reach new and expanded audiences.

### Advocacy

Destination Gettysburg's leadership team and board of directors serve as an advocacy organization and its related partner industries to remove barriers and obstacles that hinder the tour and travel industry while promoting those items that enhance the experience and growth of the destination for today and in the years that come.