

Going Places - 3.31.2022

## THE POWER OF PARTNERSHIP

# Annual Meeting draws 125 partners, community leaders

Tourism community celebrates rebound in 2021

Destination Gettysburg's 2022 Annual Meeting on March 29 brought together business partners, community leaders and elected officials from throughout Adams County to celebrate the rebound from the COVID pandemic that drastically impacted the destination in 2020 and into early 2021.

Karl Pietrzak, President & CEO with Destination Gettysburg, touted the successes of the tourism community, but identified the challenges that remain for the travel sector as a result of the pandemic.

"Millions of people eager to travel after more than a year cooped up in their homes hit the road, and a lot of them came to Gettysburg," Karl told the crowd of 125. "Gettysburg and Adams County were ideally positioned with everything travelers wanted as they emerged from isolation."



Tom Lucarelli, Chief Operational Officer with Essex Digital Platform, delivered the event's keynote presentation, sharing with partners and community leaders the importance and approach to marketing the destination's message to millions of prospective travelers through digital and video advertising. Essex is one of several partners that help the organization reach targeted audiences across the Mid-Atlantic region and beyond.

Destination Gettysburg also recognized businesses who have reached milestone anniversaries with the organization - including the Quality Inn Gettysburg Battlefield who was honored for 65 years as a dedicated partner.

The 2022 Annual Meeting was held at The Lodges at Gettysburg.

OUR ANNUAL REPORT FOR 2021

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## 'SPIRIT OF GETTYSBURG' AWARD

### Dobbin House Tavern's Rick Beamer honored for tourism leadership

Destination Gettysburg has honored Rick Beamer with the organization's annual Jim Getty "Spirit of Gettysburg Award."

Rick, a long-time manager of Gettysburg's renowned Dobbin House Tavern, exemplifies leadership in the Adams County tourism community.

Rick was chosen among six nominations for the annual award by Destination Gettysburg's award selection committee.



Congratulations, Rick, and thank you for your four decades of service to the travel industry.

Rick, in photo at right, was honored at Destination Gettysburg's Annual Meeting on Tuesday night at The Lodges at Gettysburg. Presenting the award is Karl Pietrzak, President & CEO, of Destination Gettysburg.

WATCH: RICK BEAMER AWARD VIDEO

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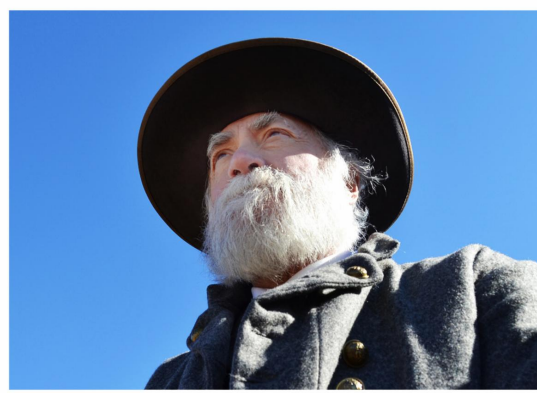
## TOUGH BOOTS TO FILL

### Gettysburg bids farewell to living historian, beloved agricultural leader

Frank Orlando – who portrayed General Robert E. Lee for countless travelers, school groups, parades, train rides, and living history encampments – passed away on

March 19 with his wife, Bonnie, at his side.

Frank was everywhere in Gettysburg. He brought to life one of the war's biggest personas, but Frank's own character is what truly shined across Gettysburg and in towns throughout the region.



When he wasn't portraying the Confederate general, he would normally be found behind the desk of Destination Gettysburg's visitor information counter, helping travelers find the experiences that would leave a lifetime of memories. Both he and Bonnie worked for Destination Gettysburg's visitor services team for more than a decade.

His presence was big in Gettysburg, and we can't thank him enough for his mark on Gettysburg's history.

A memorial service for Frank Orlando will be held on Sunday, April 3, at 3 p.m. at Zion UCC Church, 22 Gettysburg Street, Arendtsville.

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Destination Gettysburg and the Adams County community also mourns the loss of Bruce Hollabaugh, a beloved member of the Hollabaugh family and their business in Biglerville.

Bruce's hard work on the family farm helped to provide visitors from around the country with a unique experience only found in Adams County. Our thoughts and prayers go out to the Hollabaugh family.

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## Are your April events uploaded to Destination Gettysburg's calendar?



April is just days away, so be sure to upload your events to Destination Gettysburg's events calendar. Every month, the calendar receives approximately 10,000 views, as visitors are continuing to look for events and activities big and small.

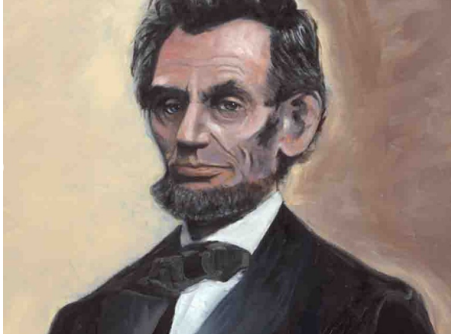
So far for April, there are 45 events uploaded to our calendar - ranging from live entertainment, arts classes, live theater, running races and more.

As a partner of Destination Gettysburg, you are invited to upload your events using your partner portal. If you need help accessing your portal, please email Tammy Myers at [tammy@destinationgettysburg.com](mailto:tammy@destinationgettysburg.com) or call (717) 338-5883.

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## NEW MEMBER SPOTLIGHT:

### Lincoln Into Art



Lincoln Into Art is an exciting, contemporary fine-art gallery, featuring the distinctive Lincoln portraits of internationally acclaimed artist Wendy Allen.

**Address:** 329 Baltimore Street, Gettysburg

**Contact:** Wendy Allen

**Email:** [lincolnintoart@gmail.com](mailto:lincolnintoart@gmail.com)

**Phone:** (717) 398-2561

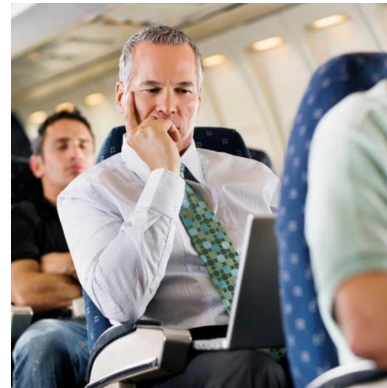
[LEARN MORE](#)



### Marketing, Sales and Partnership Report

See how Destination Gettysburg is working to get its message out to millions of potential travelers from around the world.

[VIEW OR DOWNLOAD](#)



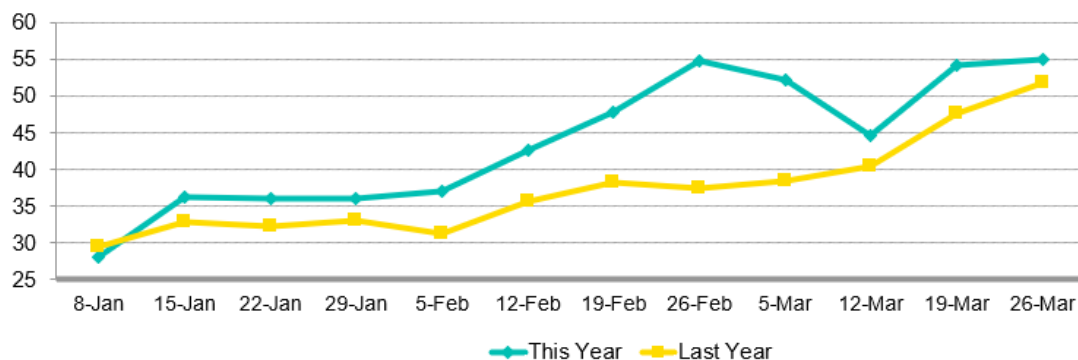
### The Travel Resurgence: Have We Finally Arrived?

Could this finally be the year of the travel resurgence? It is certainly playing out that way so far, based on bookings data.

[READ MORE](#)

## STR Report - Occupancy Rate

Weekly Occ (%) - Jan 08, 2022 to Mar 26, 2022



Current Week						
Su	Mo	Tu	We	Th	Fr	Sa
20	21	22	23	24	25	26
38.4	46.2	55.9	52.2	53.7	65.2	73.8
40.8	38.3	38.6	44.2	52.3	69.3	78.6
-5.8	20.4	44.9	18.0	2.6	-5.9	-6.1

## Partner Education:



## Want your employees to feel included?

When asked what inclusion feels like, employees across all demographics say it is being treated with dignity, able to bring their authentic selves to work, able to contribute, and feeling connected to others—which is our definition of inclusion.

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