

Going Places - 5.10.2022

TOP STUDENT DESTINATION

SYTA names Gettysburg a top 'Destination to Watch in 2022 & Beyond'

Student & Youth Travel Association (SYTA) has named Gettysburg a "Top Destination to Watch in 2022 and Beyond" in its May issue of "Teach & Travel" magazine.



Gettysburg joins 23 other top destinations including Boston, Cleveland, Chicago, Los Angeles, New Orleans, New York and Orlando as well as international getaways such as Italy, Costa Rica, France and the United Kingdom. Colonial Williamsburg joins Gettysburg as the only other historic U.S. destination on the list.

"We've gathered some of the most visited and most exciting cities, countries and regions around the globe," editors wrote in the May issue. "The world is full of amazing student travel destinations."

Annually, Gettysburg welcomes thousands of student groups, and the student/youth market remains a strong component of Destination Gettysburg's sales efforts.

SYTA is the national non-profit, professional trade association that promotes student and youth travel, and seeks to foster integrity and professionalism among student and youth travel service providers.

To read the article, click on the link below. The article begins on Page 14.

[CHECK IT OUT!](#)

Vote for Gettysburg in USA Today contest

Gettysburg is now in the running for "Best Historic Small Town" by USA Today/10Best. Through June 6, online voters may cast their ballot for any one of 20 nominees selected by the editors of USA Today/10Best.com.

You may cast one vote per day per device. Currently, Gettysburg is ranked fourth behind Abilene, Kansas; Taos, New Mexico, and Carlisle, Pa.

Partners are encouraged to share the link on their social media channels and spread the word to visitors and Gettysburg enthusiasts around the country.

[VOTE NOW!](#)

NATIONAL TRAVEL & TOURISM WEEK

Hundreds attend sneak preview of 'World War II: American Experience'

Destination Gettysburg celebrated National Travel & Tourism Week 2022 by offering residents of Adams County a sneak peek of an upcoming attraction - the "World War II: American Experience" museum. Hundreds visited the new facility north of Gettysburg last Saturday and were treated to unique artifacts, free food, entertainment and more.



The event not only provided local residents with a preview of the museum, but allowed Destination Gettysburg's staff and board of directors to engage with the community's residents, elected officials and business leaders. An estimated 400 people attended the four-hour event.

[MORE PHOTOS](#)

Staff surprises visitors with gas gift cards

Last week, Destination Gettysburg had the joy of surprising our visitors with a \$25 gift card as part of Destination Gettysburg's "Gas Up and Gett to Gettysburg" campaign for National Travel & Tourism Week 2022.

Over five days, we visited 10 partner businesses

and presented gift cards to individuals and couples from a variety of locations – including Philadelphia, New York, West Virginia, San Francisco, North Carolina, Rhode Island, Minnesota and even England.

We had a great time talking with our visitors about what brought them to America’s favorite historic destination – family reunions, weddings, anniversaries and of course, relaxing getaways.



Town Guides to host free tours on May 23

As a way to extend National Travel & Tourism Week into the month of May, the Gettysburg Licensed Town Guides are offering 30-minute free preview tours to Destination Gettysburg partners on Monday, May 23.

Starting at 6 p.m., the guides will take out three tours of 15 people and introduce partners to Gettysburg's history while walking a few of the borough streets.

Reservations are required. Email towntoursgettysburg@gmail.com with your name and number in your party. You will receive a confirmation with the meeting location.

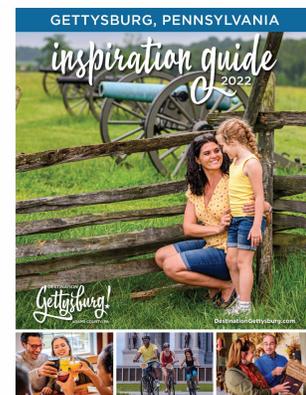
INSPIRATION GUIDES 2022

Partners invited to pick up new guides

Destination Gettysburg is excited to announce the arrival of the 2022 Inspiration Guide in print and digital formats.

Partners can now stop by Destination Gettysburg's administrative office to pick up copies to distribute at their business. Please visit our front desk between 10 a.m. and 3 p.m. daily to pick up guides.

Inspiration Guides are packaged 100 per case. At this time, we are asking that partners limit their pick-ups to no more than three cases.



VISITOR SERVICES



Last week, Destination Gettysburg re-launched its visitor services team at the Gettysburg National Military Park Museum and Visitor Center. After a two-year lapse due to the COVID pandemic, our staff of visitor services representatives will be working 9 a.m. to 5 p.m. daily throughout the busy summer season. Pictured above is our new team member Ron Smith talking with visitors.

GROUP TRAVEL AND MEETINGS MARKET

Booth share opportunities available

Destination Gettysburg is offering partners two opportunities to share a booth at upcoming group travel shows.

- **Maryland Motorcoach Association** - September 27, in Salisbury, Md. The cost is \$392.50 for a half-booth. One person allowed per company. Register by June 12. Registration after June 16 is \$430.
- **Greater New Jersey Motorcoach Association** - September 29, in Atlantic City, N.J. The cost is \$247.50 per half-booth. One person allowed per company. Must register by August 22.

To register or ask questions about either of these opportunities, email Lindsay Methlie, Director of Sales, at lindsay@destinationgettysburg.com.

Download PBA Marketplace leads

The notes from PBA's Annual Group Leader Marketplace in March are now available for partners to download. Partners interested in attracting group business are encouraged to use these leads to reach out to group travel leaders and let them know about the services and opportunities that you can offer their groups.

You may click on the button below to access the leads through the partner portal of our

website. For more information about PBA's Group Leader Marketplace, email Lindsay Methlie, Director of Sales, at lindsay@destinationgettsburg.com.

DOWNLOAD LEADS

NEW MEMBER SPOTLIGHT:



Body and Soul Silversmith Gettsburg

Shop while living the experience of an operating old-time silversmith jewelry studio in Historic Gettsburg.

Address: 461 Baltimore Street, Gettsburg

Contact: Marcia Brasini-Fowler, Fred Fowler

Email: info@bodyandsoulsilversmith.com

Phone: (717) 624-6261

LEARN MORE



Marketing, Sales and Partnership Report

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

VIEW OR DOWNLOAD



The State of the American Traveler - April 2022

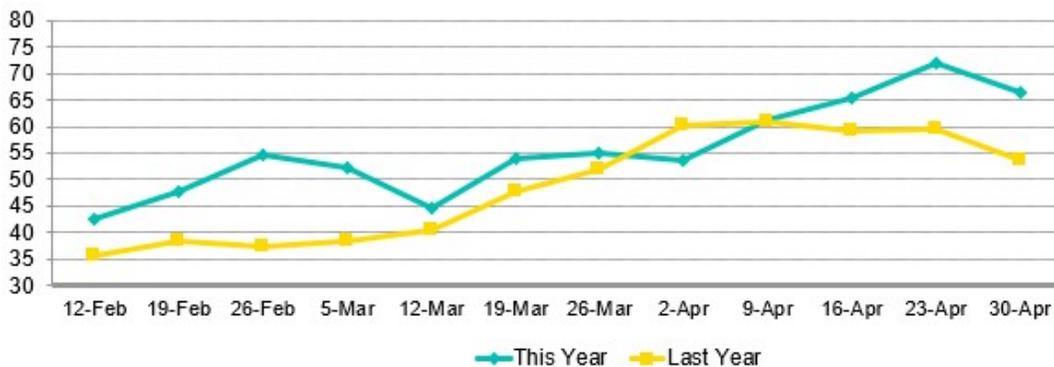
Destination Analysts and Miles Partnership present current research on consumer sentiment, travel trends and what's in store for the future of travel - much of which favors destinations such as Adams County.

READ
MORE



STR Report - Occupancy Rate

Weekly Occ (%) - Feb 12, 2022 to Apr 30, 2022



Current Week						
Su	Mo	Tu	We	Th	Fr	Sa
24	25	26	27	28	29	30
48.6	60.2	57.4	60.8	74.9	79.6	83.0
49.9	43.1	45.3	48.0	50.2	65.3	72.6
-2.5	39.6	26.7	26.8	49.1	21.7	14.3

Partner Education:



Eight ways to spot counterfeit money

Stories of counterfeit money circulating in the Gettysburg area have swirling around social media in recent months. Though UV counterfeit detection lamps and counterfeit money pens are helpful tools, there are many other ways to tell if a bill is authentic or counterfeit. Physical characteristics of the banknote, such as ink, watermarks, and text, are intentional security measures to help people recognize authentic money.

[READ MORE](#)

[DESTINATION GETTYSBURG'S EVENT CALENDAR](#)

