



# ANNUAL REPORT 2022

DESTINATION  
*Gettysburg!*  
ADAMS COUNTY, PA





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**ON THE COVERS:** *Our front cover shows a catch during a fly-fishing demonstration at Orvis Hill Country in Fairfield, Pa. Our back cover image features a family ending their day with a visit to The Angle at Gettysburg National Military Park. The same family is coming down from the Longstreet Tower at the Gettysburg battlefield, on this Table of Contents page. All three photos were taken as part of photo/video shoots in 2022. Photos by Jeremy Hess, The Premise Studio.*







# A MESSAGE FROM THE BOARD CHAIR

The tourism community in Adams County has survived the past three years and has come back stronger than ever. We all learned a lot from the five-letter word (COVID) that we hope to never mention again.

Business in town is booming. Walk around, talk with local residents and repeat visitors, and you will see and hear just how busy Gettysburg and Adams County are. With the increase in visitation, there is a need for more staff. Destination Gettysburg has recognized this and has been hiring to fill the voids from that same five-letter word.

We are starting 2023 off with our hats held high like the Lincoln hat that rose on New Year's Eve. The year began with the filming of "A Gettysburg Christmas," and we expect that the momentum will continue into the Spring with the return of student travel; the 160th anniversary, and the largest-ever Gettysburg National 19th Century Base Ball Festival in the Summer; senior groups and the 30th anniversary of the movie, "Gettysburg" in the Fall, and much more.

Destination Gettysburg's staff is ready for another great year. I encourage you to take advantage of everything that your partnership has to offer. Please let the staff know if there is anything that they can help you with.

I would like to thank all staff, board members, and committee members for all of their efforts to make Gettysburg and Adams County the premier travel destination again for 2023.



A handwritten signature in black ink that reads "Nathan Mares".

**NATHAN MARES,**  
**2023 CHAIRMAN**  
Board of Directors  
Destination Gettysburg



BOARD  
EXECUTIVE  
COMMITTEE

BOARD OF  
DIRECTORS

**MAX FELTY, CHAIRMAN**

Gettysburg Group Reservations

**NATHAN MARES - CHAIR-ELECT**

Best Western Gettysburg

**ANDREA PROULX, TREASURER**

The Gettysburg Hotel, Est. 1797

**NANCIE GUDMESTAD, SECRETARY**

Shriver House Museum

**RICK BEAMER, IMMED. PAST-CHAIR**

Gettystown Inn

**MAGGIE BALDWIN**

Land of Little Horses  
Performing Animal Theme Park

**NICOLE BUCHER**

Mister Ed's Elephant Museum  
& Candy Emporium

**WADE LEEDY**

Tommy's Pizza/FourScore Beer Co.

**MARY LYNN MARTIN**

Hickory Bridge Farm

**WAYNE MOTTS**

Gettysburg Foundation

**MATTHEW SHEADS**

ACNB Insurance Services, Inc.

**JACQUELINE WHITE**

Dobbin House Tavern

**TRACY WOLF-STROYNY**

Wolf's Bus Lines, Inc.

**JIM MARTIN - EX-OFFICIO**

Adams County Commissioner

**KARL PIETRZAK - EX-OFFICIO**

President & CEO, Destination Gettysburg



This 2022 Annual Report highlights the accomplishments of our organization and destination over the last year. I'm happy to report there are many successes to share.

The travel and tourism industry has more or less put the COVID pandemic in the rearview mirror in terms of its negative impact on travel. That's certainly the case here in Adams County, as new and returning visitors continued to make the Gettysburg area an important part of their travel plans.

Those visitors found their way to every corner of Adams County to enjoy the history, shopping, culinary and agricultural treasures that abound here. For a second consecutive year, visitors spent a record amount on lodging in our community.

Two exciting large new attractions are adding to the rich historical interpretation of our region. In June 2022, the WWII American Experience Museum opened, telling the stories of the extraordinary efforts and sacrifices made by Americans, including Adams County residents, during that global conflict. In April 2023, the Gettysburg Beyond the Battle Museum opens, highlighting Adams County's history from prehistoric times through the 21st century.

Destination Gettysburg spent 2022 capitalizing on the momentum built the previous year. With input from community and tourism stakeholders, we completed a destination assessment and developed a new strategic plan that will direct our efforts from 2023 to 2025. We modernized our research and data management tools, and strengthened the programs we offer to visitors, including the Pour Tour and Crop Hop trails.



A handwritten signature in black ink that reads "Karl Pietrzak". The signature is written in a cursive, flowing style.

**KARL PIETRZAK**  
**PRESIDENT & CEO**  
Destination Gettysburg

As I complete my second year with Destination Gettysburg, I want to thank our dedicated staff and board of directors for their commitment to our organization and the success of tourism in Adams County. And I thank our partners and their hard-working employees, who create the experiences that bring visitors to this destination year after year.

There is much to be done to build on the accomplishments of the tourism industry in Gettysburg and Adams County, and we have the key ingredients in place to continue delivering that success.



## MISSION

Promote Gettysburg-Adams County as a premier travel destination to benefit and enhance our community by sharing history and creating new experiences.

## VISION

To be America's most welcoming and authentic destination.

## OUR TEAM

### **KARL PIETRZAK**

President & CEO

### **BONNIE WALTERS**

Director of Finance/Human Resources

### **LINDSAY METHLIE**

Director of Sales

### **TINSY LABRIE**

Senior Marketing Manager

### **JOEL CYMERMAN**

Content & Trails Manager

### **ALEIGHA FUHRMAN**

Sales Manager

### **CARL WHITEHILL**

Vice President

### **RICK KENNIS**

Director of Marketing

### **TAMMY MYERS**

Director of Partnership

### **TINA KLYM-SNYDER**

Visitor Services Manager

### **MARY GRACE KAUFFMAN**

Social Media/Communications Mgr.

## VISITOR SERVICES & SUPPORT STAFF

### **JOHN ARCHER**

**KAYLA CARR**

**BECKY HANSON**

### **MIKE MILLER**

**COREY SMITH**

**RON SMITH**

### **BRENDA STAUB**

**ROBIN TYLER**



# Adams County Overcomes Economic Challenges in 2022

Hardly a day would go by during the busy 2022 travel season that words and phrases like “high gas prices,” “inflation,” or “economic concerns” weren’t top of mind for destination marketing organizations, businesses and travelers alike.

Everyone was worried about the economy, and gas topped \$5 a gallon in many areas, but Destination Gettysburg and its marketing partners made the necessary shifts to highlight Adams County as a more affordable, closer travel destination.

Lodging revenue broke records in eight months during 2022 - driven by higher occupancy and daily rates at lodging properties across the county. And while lodging isn’t the only barometer to measure success in tourism, it is an important

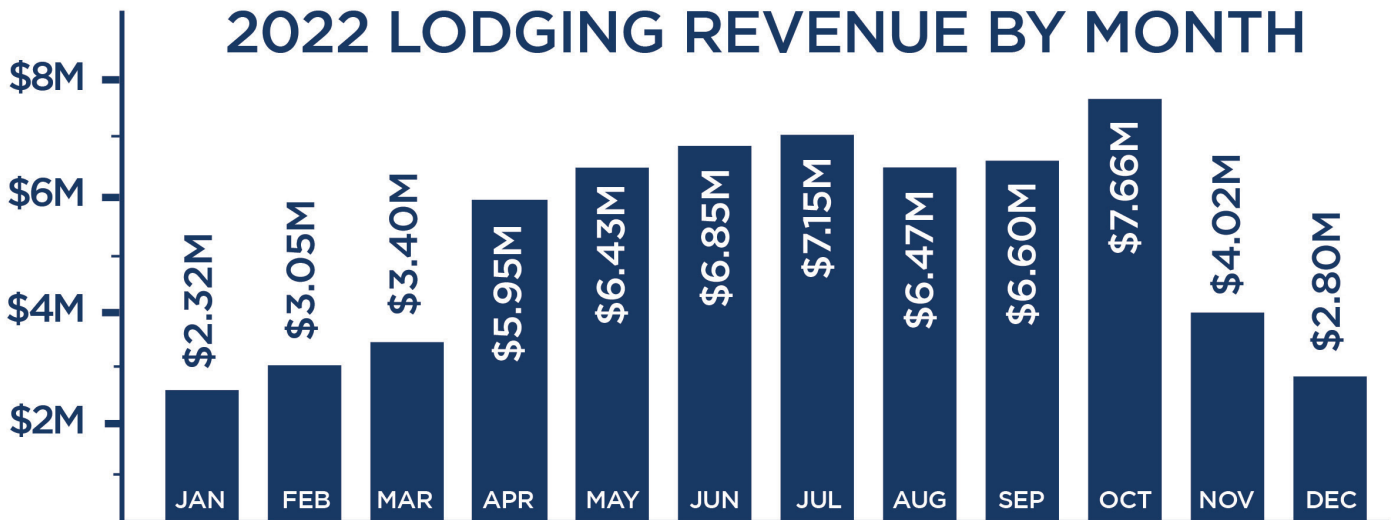
indicator of other spending as visitors stay longer and patronize more businesses.

Destination Gettysburg’s target radius of 300 miles positions Adams County as an attractive drive-to destination for residents in Washington DC, Baltimore, Philadelphia, Pittsburgh and New York.

Additionally, travelers are feeling safer in smaller, rural communities after the COVID pandemic slowed travel for 18 months. Adams County has rebounded quicker than many of its more urban counterparts.

As concerns over the economy linger, the marketing team at Destination Gettysburg will continue to promote the region as an ideal getaway and great alternative to far-away destinations.

### 2022 LODGING REVENUE BY MONTH





# Gettysburg Gears Up for its Movie Moment

Though most filming would take place in 2023, the Fall 2022 announcement of a movie to be set and shot in Gettysburg and the surrounding countryside had Adams County buzzing for months.

Screenwriter and director Bo Brinkman, his local partner Kris Webb, and numerous community members jumped at the opportunity to be part of movie production - something that would certainly put the historic town on the map for something more than the Civil War.

Filmmakers based their holiday romance movie on a novel of the same name, "A Gettysburg Christmas," written by Pennsylvania resident Craig Rupp. Through the remainder of 2022, producers worked with local businesses and community leaders to ensure the movie would be a great success. Some footage of the film was collected in 2022, and the movie is scheduled to premier in Gettysburg on December 1, 2023.

## AND, ACTION!



"A Gettysburg Christmas" began shooting in 2022 with filming of the Gettysburg Christmas Festival (top), Holiday Tuba Carol Fest (bottom) and other holiday events.

# Celebrating the Strength of Tourism



In May 2022, as part of National Travel & Tourism Week, Destination Gettysburg and the Adams County tourism community celebrated by inviting local residents for a peek at the area's newest attraction - the World War II American Experience Museum.

The event welcomed more than 400 people of all ages to get a glimpse of the unique variety of World War II era military vehicles, enjoy a complimentary lunch and share stories amongst friends.

# Destination Gettysburg Adopts

Adams County's official destination marketing organization has its sights set on the future and has created its roadmap to ensure that not only Destination Gettysburg, but the entire tourism community remains a strong industry to positively impact the residents, businesses and local government. In Fall 2022, the Board of Directors adopted a three-year





# Three-Year Strategic Plan

strategic plan, built through collaboration with the board, staff, partners and industry stakeholders. To facilitate the process, Destination Gettysburg hired MMGY Next Factor, one of the world’s leading consulting firms specializing in travel and tourism. Destination Gettysburg’s plan went into effect in January 2023. The goals are outlined below.

## STRATEGIC GOALS - 2023-2025

### Aggressive Sales and Marketing

Expand Storytelling and Content

Develop Strategy to Bolster Non-Peak Seasons

Target New Audiences

Expand Regional Initiatives

Expand Group, Meetings and Convention Markets

Expand Local Marketing

### Collaborative Destination Management

Broaden New Experiences for Visitors

Collaborate with Other Agencies to Address Workforce Issues

Advocate for Improved Infrastructure

Develop Destination Master Plan

### Expanded Destination Alignment

Improve Local Resident and Community Support

Improve Government Support for Tourism

Expand Role in Business/Talent Acquisition

Expand Community Partnerships

Increase Value for Partners

### Stronger Sustainable Organization

Improve Data Sources and Business Intelligence

Pursue Additional Funding Sources

Promote Professional and Career Development Opportunities

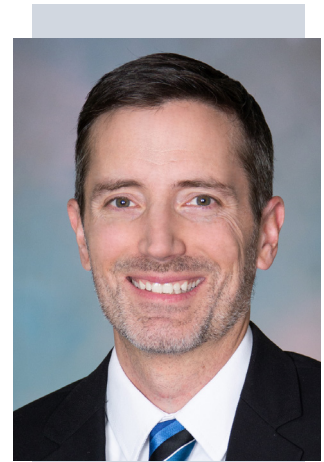
Establish a Competitive Work and Pay Environment to Retain and Attract Employees

# GETTING the Message Out

Putting Adams County in front of millions of potential visitors is a heavy lift, and Destination Gettysburg employs a wide assortment of tools to deliver its message - much of which is through paid advertising.

Under the guidance of Rick Kennis, Director of Marketing, the organization coordinates seasonal campaigns to position the destination as an attractive getaway for families, friends, couples, groups, meetings and more. The goal is to direct travelers to Destination Gettysburg's website, where they can find the necessary tools to plan their trips.

In 2022, in addition to traditional media such as print, digital, billboard and broadcast, Destination Gettysburg took its message on the road, literally, through Carvertise, a marketing firm that works with ride-share drivers to turn their vehicles into mobile billboards. Photo at top left, on opposite page.



**RICK KENNIS**  
DIRECTOR OF  
MARKETING



*All ads designed by Boom Creative.*





CARVERTISE CAMPAIGN

## Our 2022 Marketing Partners

The following companies worked alongside Destination Gettysburg to build and distribute its message to potential visitors:

- Madden Media
- Boom Creative
- Cyrid Media
- Bandwango
- The Premise Studio
- Gettysburg Times Publishing
- Benchmark Strategic Partners
- Kegerreis Outdoor

**Inspire YOUR TEAM**

Hold your next event in a location built on leadership. From historic sites to modern cuisine—Gettysburg's unique venues will make your event one for the history books. All with easy access from Harrisburg, Baltimore, and Washington, D.C.

Let Lindsay Methlie, Director of Sales, help plan your next event, meeting, conference or retreat in Gettysburg, PA.  
800-337-5015  
MeetInGettysburg.com

Plan Your Next Meeting!

MID-ATLANTIC EVENTS MAGAZINE

**Gett TOGETHER IN GETTYSBURG!**

THIS YEAR, GET AWAY TO GETTYSBURG, the perfect place to explore our nation's dramatic backstory. Take a stroll through our historically preserved downtown, visit our many fascinating museums and historic sites, experience our popular Adams County Pour Tour beverage trail or Crop Hop farm & market trail. Your choices for fun, relaxation and inspiration are endless. There's no other town in America quite like Gettysburg—and no better time to visit than now. Just 60 miles from Baltimore!

Plan your Gettysburg Getaway Today!

BALTIMORE RAVENS YEARBOOK

**Gett TOGETHER IN GETTYSBURG!**

Roam, discover, savor, and play. Explore the legends of yesterday while creating new stories together. #GettAway

Get ready to GO with the GETTYSBURG GO! Discovery Pass!

Destination Gettysburg.com

PITTSBURGH MAGAZINE

**Gett AWAY TO GETTYSBURG!**

Rediscover the Beauty of Springtime in Gettysburg. Walk through the fields of history. Taste the flavors of farm-fresh foods and locally handcrafted beverages. Experience the stories of yesterday while creating new ones together. #GettAway

Get ready to GO with the GETTYSBURG GO! Discovery Pass!

USA TODAY

# A Website in Continuous Motion

Destination Gettysburg’s website is a one-stop resource for travelers and local residents alike through a variety of blogs, itineraries, events and seasonal content - all created to inspire people to explore the array of experiences in Adams County.

In 2022, the organization took aim at publishing new content, growing its event calendar, and driving traffic to pages designed to help visitors plan their next getaway.

Through its partnership with web developer Madden Media, Destination Gettysburg is constantly evolving its site by implementing both major and minor adjustments to improve the user experience. This provides website visitors with the relevant information they are looking for to make their plans - for leisure travel, group travel, meetings and events.



**TINSY LABRIE**  
SR. MARKETING  
MANAGER

## BY THE NUMBERS

NO. OF USERS	596,821
% NEW USERS	84.4%
SESSIONS	788,844
PAGE VIEWS	1,921,319
PAGES/SESSION	2.44
DURATION	2 Min, 16 Sec.

## POPULAR PAGES

■ HOMEPAGE	173,387
■ THINGS TO DO	138,510
■ EVENTS CALENDAR	135,110
■ BLOG - MUST DO'S	92,940
■ PLACES TO STAY	33,369
■ THINGS TO DO - HISTORY	28,851
■ ADAMS CO. POUR TOUR	26,528
■ REQUEST A GUIDE	26,217

## Driving Forces

With the help of Cyrid Media, Destination Gettysburg has the online and streaming capacity to reach targeted individuals with digital advertising at the right time, in the right place, with creative impressions. Also, through Google Ads and YouTube, Destination Gettysburg is able reach targeted search engine users who are looking for travel or destination information using a set of keywords and online behaviors.

DISPLAY AD  
IMPRESSIONS:  
**41,291,288**

CONNECTED TV  
IMPRESSIONS  
**2,924,722**

TOTAL VIDEO  
IMPRESSIONS:  
**854,536**

GOOGLE ADS  
REACH:  
**1,112,639**



# Busy Social Butterflies

Social media marketing is nothing new, but channels, tactics, content and investments are changing constantly, and Destination Gettysburg’s marketing team works to share its messaging across key platforms.

Destination Gettysburg’s approach is to provide relevant content to appropriate audiences on the channels they prefer most. While the organization’s largest following is through Facebook, we are seeing the fastest growth on TikTok - a medium for short-form videos that’s most popular among younger audiences.

In 2022, Destination Gettysburg hired Mary Grace Kauffman, who brought her experience of storytelling through newspaper journalism to the organization’s social media efforts.



**MARY GRACE KAUFFMAN**

SOCIAL MEDIA AND COMMUNICATIONS MANAGER

## FACEBOOK

TOTAL FOLLOWERS: 45,359  
 NEW FOLLOWERS: 2,491  
 REACH: 994,962  
 PAGE VISITS: 23,808

## INSTAGRAM

TOTAL FOLLOWERS: 8,750  
 NEW FOLLOWERS: 695  
 REACH: 82,009  
 PAGE VISITS: 6,065

## TWITTER

TOTAL FOLLOWERS: 7,578  
 NEW FOLLOWERS: 187  
 TWEETS: 396  
 REACH: 224,226

## TIKTOK

TOTAL VIDEOS: 48  
 TOTAL FOLLOWERS: 2,906  
 NEW FOLLOWERS: 990  
 VIDEO VIEWS: 109,854



A FEW OF OUR INSTAGRAM FRIENDS IN 2022

## The County's Stamping Grounds

Designed to bring out-of-town visitors and local residents out into Gettysburg's countryside to enjoy delicious craft beverages; fresh fruits, vegetables and meats; as well as farms and orchards - the Adams County Pour Tour and the Adams County Crop Hop were at full speed in 2022 under the leadership of Content & Trails Manager Joel Cymerman.

For the Pour Tour, the year was centered around the launch of a digital passport, which enabled tour participants to check in, get stamped and collect prizes at nearly 25 craft breweries, wineries, cideries, distilleries and meaderies throughout the region - right from their phones.

Since the launch of the digital passport in June, 550 people signed up, and participants collected 3,500 stamps. In 2022, we added three new stops - Chicken Hill Distillery, Dawg Gone Bees - Gettysburg, and The Marketplace at Gettysburg.

The Adams County Crop Hop also saw significant growth with the addition of four new stops - Creekside Farm & Market, Dawg Gone Bees - Gettysburg, The Harvest Barn Country Market, and National Apple Museum. Destination Gettysburg built excitement for the Crop Hop through a new monthly newsletter aimed at engaging participants about events, harvests and the variety of ways to enjoy farms and orchards in Adams County.



**JOEL CYMERMAN**  
CONTENT & TRAILS  
MANAGER



*Crop Hop and Pour Tour ads designed by Boom Creative.*



# Face-to-Face with Visitors Again

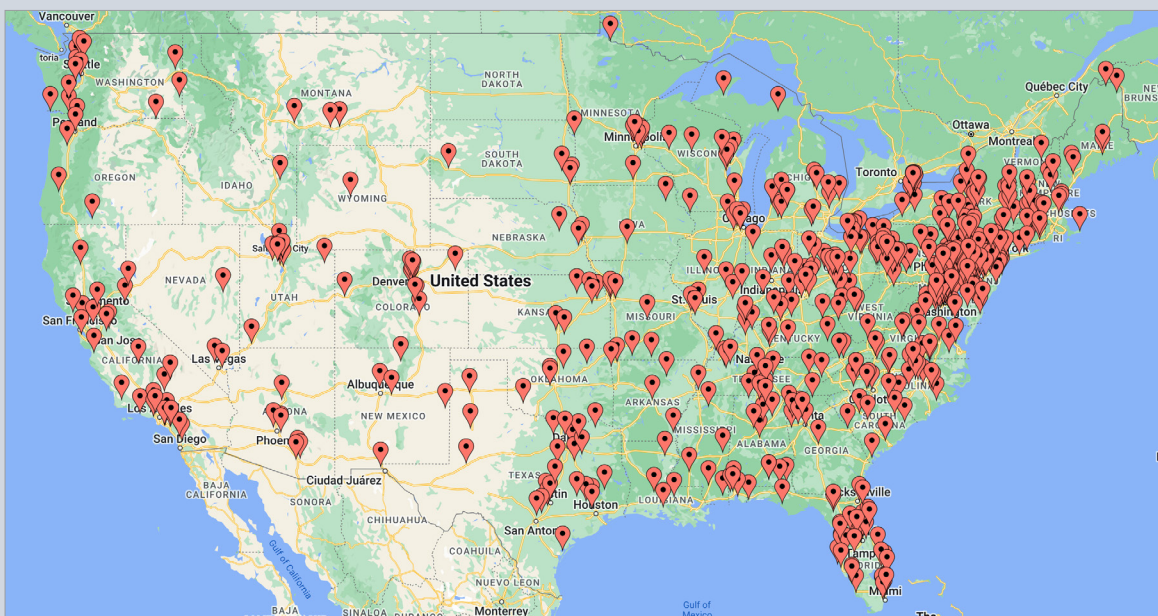
Destination Gettysburg started the year with a plan to bring back its visitor services team - a program that was put on hold throughout the COVID pandemic. Under the direction of newly hired Visitor Services Manager Tina Klym-Snyder, our team was back at their posts by May. Throughout the year, staff engaged with more than 2,000 visitors at both Destination Gettysburg's administrative office, and the Gettysburg National Military Park Museum & Visitor Center.



**TINA KLYM-SNYDER**  
VISITOR SERVICES  
MANAGER

In addition to the team's day-to-day information desk locations, visitor services representatives were out in the community offering resources at a variety of events. The team also distributed thousands of 2022 Inspiration Guides through online, email and phone requests, as well as 58 inquiries for welcome bags for groups, meetings and events.

## OUR VISITORS - NEAR AND FAR



The map above identifies the 638 locations of visitors who signed Destination Gettysburg's guestbook from May through December 2022. The pins represent only a portion of the travelers that our visitor services team spoke with, and even smaller fraction of Adams County's total visitation.

# A Year of Partner Reconnection

**D**estination Gettysburg began 2022 with an aggressive mission to reconnect with businesses and organizations across Adams County. This work was critical as the destination and the community continued its rebound from the COVID pandemic, which devastated the local tourism industry for 18-plus months.

Under the leadership of Tammy Myers, Destination Gettysburg's Director of Partnership, the organization engaged with hundreds of current and prospective partners across the region, and hosted partner events throughout the year.

In 2022, Destination Gettysburg signed on 53 new or returning partners, many of which had to make the difficult decision during the pandemic to place their partnership on hold.



**TAMMY MYERS**  
DIRECTOR OF  
PARTNERSHIP

## WELCOME, NEW PARTNERS!

- Aspire Hotel & Suites
- The Barn Resort
- Beech Springs Farm
- Body & Soul Silversmith
- Brookmere Winery
- Burkentine Real Estate Group
- Buddy Boy Winery
- Chicken Hill Distillery
- Civil War Institute  
at Gettysburg College
- Cone Sweet Cone
- Dawg Gone Bees - Gettysburg
- Eisenhower Hotel &  
Conference Center
- Fireplace Gifts
- The Getty House
- GettysBike
- Gettysburg Bike Week
- Gettysburg Chocolate Market
- Gettysburg Community Theatre
- Gettysburg Mercantile Museum
- Gettysburg Pride, Inc.
- Gettysburg Sentinels
- Gettysburg Smoothie Co.
- Gettysburg Story
- Gettysburg Battlefield  
Self-Guided Tour
- Gloryridge Tavern & Grill
- Healthy Adams County
- Hidden Memories Tours
- Jersey Mikes
- Kilwins Chocolates, Fudge  
and Ice Cream
- Lincoln Into Art by Wendy Allen
- Lincoln Slept Near Here
- Locaflora Flowers, Plants & Gifts
- Luhrs Performing Arts Center
- Reliance Mine Saloon
- Rosie's Collection
- Mark Nesbitt's Ghosts of  
Gettysburg Candlelight  
Walking Tour
- The Maryland Sutler
- Mason Dixon Distillery
- Mister Ed's Sweet Retreat
- Mountain Gate Family Rest.
- Outlet Shoppes at Gettysburg  
Food Court
- Patriots of the Civil War
- Put on the Feedbag Catering
- Refreshment Saloon at GNMP  
Museum & Visitor Center
- SavorHood Gettysburg
- Sleepy Hollow Manor B&B
- St. Francis Catholic School  
& Parish
- Sweet Repeat Records
- TrinaKay Weddings, Events  
& Travel Designs
- Union Hotel
- USI Insurance Services
- Waldos & Co.
- Weddings by Paris



# Partner Events - Together Again



## BOARD INTRODUCTION

Karl Pietrzak, President & CEO; and Tammy Myers, Director of Partnership, honor incoming and outgoing board members at The Marketplace at Gettysburg.

## ANNUAL MEETING

Board Chair Max Felty, left, recognizes Rick Beamer as the winner of the 2022 Jim Getty “Spirit of Gettysburg” Award at The Lodges at Gettysburg.



## SUMMER SOCIAL

Destination Gettysburg partners learn fly-fishing and target shooting at Orvis Hill Country while celebrating a busy season.

## HOLIDAY GATHERING

Incoming Board Chair Nathan Mares, left, talks with President & CEO Karl Pietrzak at Amblebrook.



## Re-engaging and Re-igniting

Unlike the leisure travel market, group travel and meetings/events have taken longer to recover from the impacts of the COVID pandemic. Destination Gettysburg remains at the forefront to bring these important segments of the tourism industry back to Adams County, and each of these markets are showing signs of a return.

Lindsay Methlie, Director of Sales, has not only represented the organization, partners and destination at tradeshow around the country, but has initiated a variety of projects to help spur the return of groups, meetings, and international visitation.

Among the highlights of Destination Gettysburg's work is the collaboration with Lancaster and Hershey-Harrisburg as part of the newly formed Keystone Crossroads region; the creation of a Scout Committee to draw interest from troops throughout the United States; as well as being active in a variety of associations to engage with meeting planners and group tour operators. In 2022, Destination Gettysburg also hosted six site visits, and conducted a sales mission to the New England area.



**LINDSAY METHLIE**  
DIRECTOR OF  
SALES



**Lindsay Methlie, Destination Gettysburg's Director of Sales, at IPW 2022 - the leading international inbound travel tradeshow.**

## ON THE ROAD

- Accent East
- American Bus Association
- Greater NJ Motorcoach Association
- IPW 2022
- Maryland Motorcoach Association
- Military Reunion Network
- National Council of Social Studies
- National Tour Association
- Ontario Motorcoach Association
- PA Society of Association Executives
- Pennsylvania Bus Association -
  - Group Leader Marketplace
  - Annual meeting
- Receptive Tour Operator - International
- Student Youth Travel Association



# Making the List with Journalists

Travel journalism is making a slow comeback from the pandemic with writers finally getting back on the road to cover destinations like Gettysburg and Adams County.

In the meantime, media are turning to previously written stories to compile lists of top destinations, and Gettysburg is well-positioned to be included in a variety of stories for history, fall foliage, the holidays, downtown charm, and even romance.

Under the direction of Vice President Carl Whitehill, Destination Gettysburg’s communications team works with journalists near and far to provide inspiration for stories, photo and video assets, as well as information and connections to partners across Adams County.

In 2022, Destination Gettysburg tallied 999 stories that included Gettysburg or Adams County as a travel destination, and our team hosted eight journalists who each have plans for future coverage of our destination. The organization also attended media events through IPW and MATPRA.



**CARL WHITEHILL**  
VICE  
PRESIDENT

## Our Top 10 List of Lists

- **Top Romantic Getaways in Pennsylvania**  
*U.S. News & World Report*
- **Most Haunted Places in America**  
*Forbes Magazine*
- **Twenty-five Best Weekend Getaways in PA**  
*VacationIdea.com*
- **Hidden East Coast Gems You Should Visit ASAP**  
*TheTravel.com*
- **Trips to Take Before Your Kids Turn 18**  
*MSN.com*
- **Most Patriotic Destinations for Veterans Day**  
*LA Family Travel*
- **Top Destinations to Watch in 2022 and Beyond**  
*Teach & Travel Magazine*
- **Daytrips that DC Dads Will Love**  
*Washingtonian Magazine*
- **Ten Secret Places to See Fall Foliage**  
*Best Life, Yahoo! News*
- **Eleven Destinations to Celebrate Memorial Day**  
*Lonely Planet*



In May 2022, travel bloggers Lindsay Frank, Fadra Nally and Shannon Entin met up in Gettysburg to spend a couple of days experiencing new attractions, restaurants, shopping and wineries.

# Record-Setting Year for Revenue

Approximately 90 percent of Destination Gettysburg’s funding is provided by the visitors themselves through a tax levied on overnight stays in Adams County. In 2022, another \$173,763 was generated through annual investments by partner businesses.

Lodging revenue generated by overnight visits broke monthly records throughout the year, providing Destination Gettysburg with additional funding to increase its marketing over the summer season and thus setting Adams County up for a successful year in tourism.

Destination Gettysburg is proud that 88 percent of its expenditures in 2022 was spent on marketing and programming, as confirmed by an independent audit.



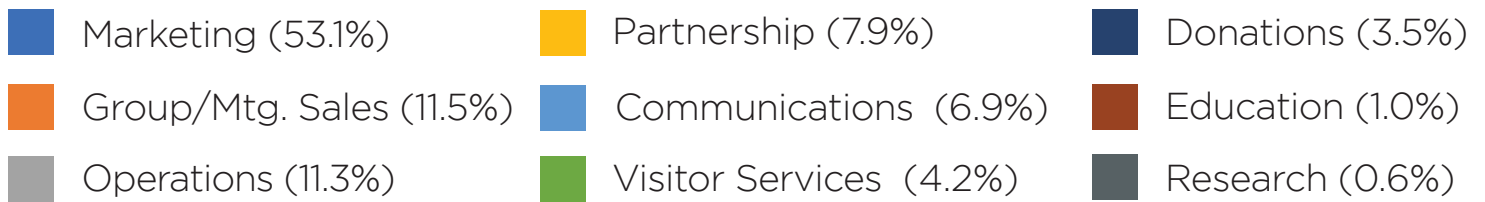
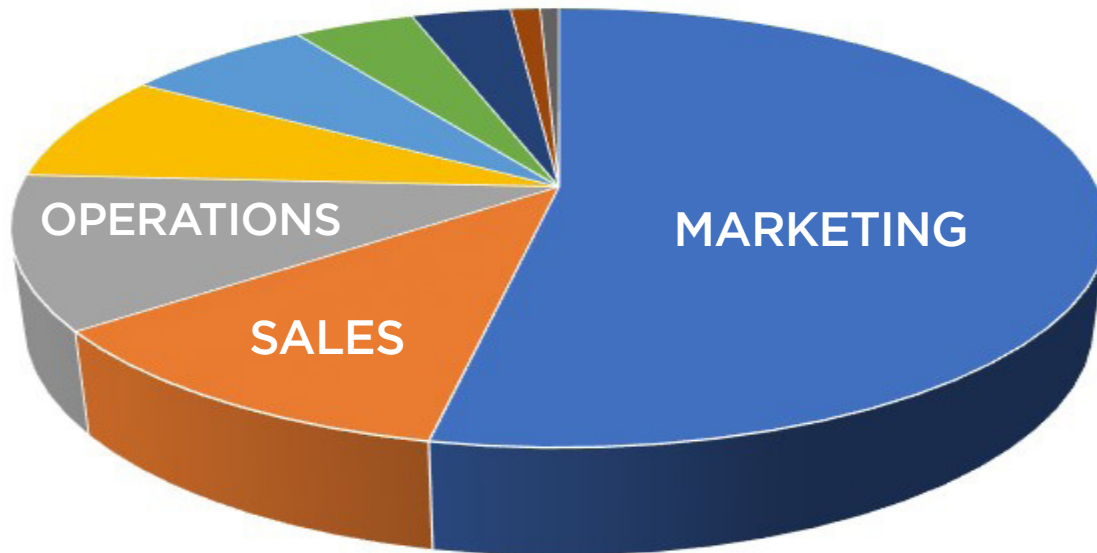
**BONNIE WALTERS**  
DIRECTOR OF  
FINANCE & HR

## Revenue and Expenses

	2022	2021	2020
<b>SOURCES OF FUNDING</b>			
Lodging Tax	\$2,124,750	\$1,851,680	\$926,308
Grant Revenue	\$112,530	\$101,472	\$310,000
Partner Dues	\$173,763	\$152,687	\$135,050
Other Income	\$12,785	\$14,556	\$16,990
Investment Gain/Loss	(\$58,624)	\$42,711	\$41,756
<b>TOTAL REVENUE</b>	<b>\$2,365,204</b>	<b>\$2,162,729</b>	<b>\$1,430,104</b>
<b>EXPENSES</b>			
Marketing	\$1,110,767	\$895,117	\$926,061
Communications	\$139,576	\$96,460	\$135,665
Group/Meeting Sales	\$239,779	\$137,105	\$145,172
Partnership/Events	\$166,202	\$104,451	\$124,139
Visitor Services	\$89,131	\$51,078	\$48,791
Research	\$13,917	\$5,145	\$4,483
Education	\$21,796	\$9,920	\$4,083
Donations	\$73,050	\$35,685	\$23,964
Operations/Management	\$235,189	\$235,524	\$222,012
<b>TOTAL EXPENSES</b>	<b>\$2,089,407</b>	<b>\$1,570,485</b>	<b>\$1,634,369</b>



# Tourism Marketing Expenses



## Giving Back to the Community

Every year, Destination Gettysburg supports other local, non-profit organizations and special projects to better the community. In 2022, the organization donated \$73,050 in community investment funds. A few of these recipients and projects are listed below:

<ul style="list-style-type: none"> <li><b>Main Street Gettysburg</b></li> <li><b>“A Gettysburg Christmas”</b></li> <li><b>Adams County Historical Society</b></li> <li><b>Totem Pole Playhouse</b></li> <li><b>New Year’s Eve Celebration</b></li> <li><b>Gettysburg Halloween Parade</b></li> <li><b>HABPI Inner Loop</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Fourth of July Fireworks</b></li> <li><b>Gettysburg Christmas Festival</b></li> <li><b>Gettysburg Garden Club</b></li> <li><b>Adams County Arts Council</b></li> <li><b>Gettysburg Pride</b></li> <li><b>Gettysburg Memorial Day Parade</b></li> </ul>
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In addition, Destination Gettysburg supported 11 community organizations through Adams County Community Foundation’s annual Giving Spree.



# OUR VALUES

## **We Serve**

We are dedicated to improving the quality of life for those who live, work and visit our community.

## **We Inspire**

We invite people to create meaningful and memorable experiences through compelling storytelling.

## **We Honor**

We value the lessons of our history to improve our future.

## **We Collaborate**

We listen, learn and work together to create a strong destination.

## **We Welcome**

We embrace everyone and promote Adams County as a welcoming community.

## **We Celebrate**

We champion our unique destination, our visitors and the people who make it happen.