

# Monthly Board Report December 2023

## MONTHLY HIGHLIGHTS – DECEMBER 2023

### Monthly Website Traffic



**USERS**

2023 - 42,942  
 2022 - 43,221  
 2021 - 38,717

**NEW USERS**

2023 - 40,229  
 2022 - 41,202  
 2021 - 36,863

**PAGE VIEWS**

2023 - 117,409  
 2022 - 122,491  
 2021 - 107,764

**SESSIONS**

2023 - 53,479  
 2022 - 53,304  
 2021 - 47,863

### AT A GLANCE

**Acquisition:**

- Organic Search - 34,066
- Direct - 6,471
- Paid Search - 4,304
- Organic Video - 3,383
- Organic Social - 2,697
- Display Ads - 1,679

**Top Visited Pages**

- Event Calendar - 7,685
- Homepage - 6,656
- Holiday Highlights Page - 5,021
- Things to Do - 4,572
- NYE Event Listing - 2,979

**Top Geo Locations**

- Pennsylvania - 13,175
- Virginia - 4,375
- New York - 4,095
- Maryland - 3,153
- Ohio - 2,270

**Age Breakdown**

- 18-24 - 353
- 25-34 - 743
- 35-44 - 827
- 45-54 - 1,026
- 55-64 - 1,168
- 65+ - 854

# Digital/Video Marketing

## MONTHLY HIGHLIGHTS – DECEMBER 2023



### AT A GLANCE

#### Display

- 2,988,110 Total Impressions
- 0.31% Click-Through Rate
- 3,978 Landing page visit totals
- 10,147 location visits by targets exposed to a banner, video and connected TV ad.

#### Video (Online Video + CTV)

- 407,319 Impressions Delivered
- 67.62% Player Completion Rate

#### Google AdWords

- 33,855 Impression Total
- 33,855 Search Impressions
- 4,455 Clicks
- 13.16% Click-Through Rate

#### Top Performing Search Keywords

- visit gettysburg
- [things to do in gettysburg]
- best place to stay in gettysburg
- Gettysburg camping

# Print Advertising

## MONTHLY HIGHLIGHTS – DECEMBER 2023

**Gett INSPIRED IN GETTYSBURG!**

Plan your winter visit!

**Welcome to winter in Gettysburg!**  
 Situated in picturesque Adams County, we offer breathtakingly sparkling scenery, skiing and tubing, cozy accommodations, eclectic dining and – most notably – an unsurpassed look back at our nation's inspiring past. Make your own history, in Gettysburg, PA. Just 50 minutes from Harrisburg!

DESTINATION **Gettysburg!**  
 ADAMS COUNTY, PA  
 DestinationGettysburg.com

Voted Most Welcoming Town in America by Booking.com

Harrisburg Magazine

**Inspired learning IN GETTYSBURG!**

2023 SYTA AWARD Top Student Travel Destination

Gettysburg, a town whose very name speaks to the American story. Allow your students to experience one of the most dramatic turning points in our country's history – and gain a firsthand insight into this pivotal chapter of our nation's journey.

Immerse your students in living history!  
 DestinationGettysburg.com

DESTINATION **Gettysburg!**  
 ADAMS COUNTY, PA

LEARN MORE

Premier Travel (Groups)

**Gett MERRY IN GETTYSBURG!**

Voted Most Welcoming Town in America by Booking.com

The holidays are a very special time of year in Gettysburg – when the past comes alive in merry celebration! It's the perfect way to experience our incomparable history, recreational fun, and warmly inviting hospitality. Take a wintry tour of the hallowed battlefield, then enjoy a seasonal stroll through our historically preserved and festively decorated downtown. Find your holiday cheer right here in Gettysburg – topping the list of most welcoming cities and towns in the U.S.A.

Plan your holiday getaway today!

DESTINATION **Gettysburg!**  
 ADAMS COUNTY, PA  
 DestinationGettysburg.com

Philadelphia Magazine and Edible Philly

# Facebook and Instagram

## MONTHLY HIGHLIGHTS – DECEMBER 2023

### Facebook

Destination Gettysburg  
Published by MaryGrace Kauffman · December 21, 2023 at 10:03 AM · 🌐

We're dreaming of a white winter ❄️

As we welcome in the first day of winter, we're looking forward to snowy walks at [Gettysburg National Military Park](#), sipping cozy drinks on the [Adams County Pour Tour](#), skiing at [Liberty Mountain Resort](#), and so much more.

Find your winter travel inspiration: <http://DestinationGettysburg.com/ten-things-to-do-this-.../>

Reactions: 1K    Comments: 16  
Shares: 55

### Instagram

destinationgettysburg  
Global Genius · Deck The Halls (Jazz)

destinationgettysburg · 4w  
We're dreaming of a vintage Christmas 🎄

Every holiday season, Eisenhower National Historic Site decks the halls with family heirlooms and decorations that hearken back to 1960s Christmases with First Lady Mamie and President Dwight D. Eisenhower.

Free house tours run Thursdays, Fridays and Saturdays in December.

Which piece do you wish you had in your home?

View insights    Boost post

👍👤 491 likes  
December 6, 2023

Add a comment...

Views: 6,776    Likes: 491  
Reach: 3,391    Comments: 9

#### FACEBOOK

31 Posts  
12,019 Engagements  
785 Shares  
49,349 Followers

#### INSTAGRAM

79 Posts and Stories  
5,754 Engagements  
105,588 Reach  
142,174 Impressions  
10,830 Followers

# TikTok, Threads and X

## MONTHLY HIGHLIGHTS – DECEMBER 2023

### TikTok



Views: 5,512 Likes: 340  
Comments: 7 Saves: 21

### Threads



Likes: 28

### X (formerly Twitter)



Views: 859 Likes: 15  
Reposts: 8 Comments: 0

#### TIKTOK

5 Videos  
8,838 Followers

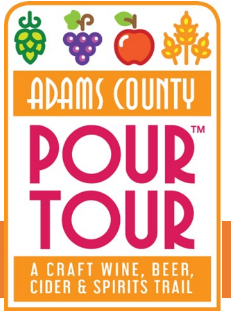
#### THREADS

7 Posts  
1,243 Followers

#### X

26 Posts  
7,916 Followers

# Adams County Pour Tour



## WEBSITE AND DIGITAL HIGHLIGHTS – DECEMBER 2023



## WEBSITE

### Page Views

829 Website Page Views  
Down 23.5% YOY vs. 2022

### Top 3 Web Pages

- Homepage
- Beer
- Wine

### Digital Passport:

Passport sign-ups: 47  
Digital check-ins: 135  
Redemptions: 9  
Newsletter OR: 42%

## DIGITAL MARKETING

### Display Advertising

- Campaign Ended November 30, 2023.

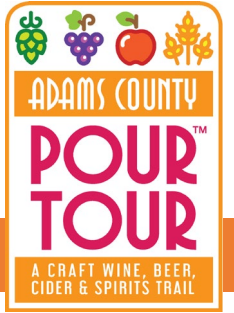
### Google AdWords

2023 PASSPORT EXPIRES JANUARY 19  
2024 PASSPORT BEGINS FEBRUARY 5

### Top Performing Search Keywords



# Adams County Pour Tour



## SOCIAL MEDIA HIGHLIGHTS – DECEMBER 2023

### Facebook



Are you rockin' around the Pour Tour trail this weekend? With so many festive events to choose from, you'll be in the holiday spirit in no time:

- 🍷 Christmas Family Fun Day at [Thirsty Farmer Brew Works](#)
- 🍪 Cookie and Wine Pairing at [Adams County Winery](#)
- 🍷 Customer Appreciation Event at [Boyer Cellars](#)
- 🌲 Christmas Party at [Pilger Ruh Brewing Taproom & Beer Garden - Gettysburg](#)
- 🎸 Live Music at [Boyer Cellars](#), [Brookmere Winery - New Oxford](#), [Reid's Winery and Cider House](#) and [Thirsty Farmer Brew Works](#)

For more information, click here for the Pour Tour event calendar: [destinationgettysburg.com/pourtour/events](https://destinationgettysburg.com/pourtour/events)

[#GetPoured](#)



Reactions: 13    Shares: 3  
Comments: 3

### Instagram



adamscountypourtour

Merry Christmas from the Adams County Pour Tour. We hope you enjoy the day with loved ones and a refreshing craft beverage.

Cheers to the holidays!

[#GetPoured](#) [#PourTour](#) [#AdamsCountyPA](#) [#Gettysburg](#) [#MerryChristmas](#) [#HappyHolidays](#)

1w

[View insights](#)



Likes: 14  
Reach: 142

### FACEBOOK

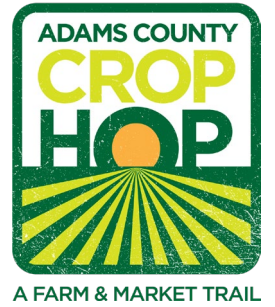
11 Posts  
214 Engagements  
23 Shares  
1,916 Followers

### INSTAGRAM

11 Posts  
142 Engagements  
1,141 Followers



# Adams County Crop Hop



## MONTHLY HIGHLIGHTS – DECEMBER 2023

### X

 **Destination Gettysburg**  
@GettysburgNews Promote

Around here, apples belong on and under the tree 🌲

This time of year you'll find local apples, Christmas trees, handmade wreaths and a whole lot more on our farm and market trail.

Learn more: [DestinationGettysburg.com/CropHop/](https://DestinationGettysburg.com/CropHop/)

[#Gettysburg](#) [#ChristmasGifts](#) [#AppleCountry](#) [#CropHop](#)




8:17 AM · Dec 2, 2023 · 444 Views

Views: 444 Likes: 9  
Reposts: 1 Comments: 0

### Instagram



 destinationgettysburg

destinationgettysburg What. A. Year. In 2023. Gettysburg:

- Marked the 160th battle and Gettysburg Address anniversaries
- Saw "Gettysburg" cast and crew reunite for the film's 30th anniversary
- Starred in a Christmas movie
- Hosted our first Girl Scout Day
- Welcomed new museums and restaurants
- Started a New Year's Eve top hat raising tradition

Thank you for following along on our 2023 adventures ☺

Let's make 2024 one for the history books 📖

...

#Gettysburg #2023recap #NewYearsEve #NewYear #Pennsylvania

4d

View insights Boost post

👍👤 Liked by bobbibeckerartist and 158 others  
4 days ago

😊 Add a comment... Post

Likes: 159 Reach: 1,279

### AT A GLANCE

#### Pass Performance:

- 7 Sign-Ups
- 44 Check-Ins
- 11 Discounts Redeemed

#### Crop Watch Newsletter:

- 48% Open Rate

2023 PASSPORT EXPIRED  
DECEMBER 31

2024 PASSPORT BEGINS MAY 1

# Partnership



## MONTHLY HIGHLIGHTS – DECEMBER 2023

### Meetings/Visits with Current Partners

- Antica Napoli
- Federal Pointe Inn & Grill
- Gettysburg Museum of History
- The Crystal Wand
- Outlet Shoppes at Gettysburg
- Farmstead Restaurant at Barn Resort
- Dawg Gone Bees
- Gettysburg Mercantile Museum
- Lincoln Social
- Blessings Restaurant
- Redding Hardware

### Meetings with Potential Partners

- Whispering Breeze
- Venue Bouchon
- Olinger House B&B
- Presidents Coffee/Gettysburg
- Redding Hardware/Cashtown Inn
- Readings by Cathy
- Cruising Back in Time Museum

### Upcoming Partnership Events

- Board Introduction Event – January 30 at Dobbin House Tavern
- Annual Meeting – March 19 at Liberty Mountain Resort

#### AT A GLANCE

**Partnership**

- 317 Total Partners

**New Partners**

- N/A

**Partner Engagement**

- 11 Partner Meetings/Trainings

**Going Places Newsletter**

- December 6 – 69.1% Open Rate
- December 20 – 49.8%

# Groups and Meetings Market



## MONTHLY HIGHLIGHTS – DECEMBER 2023

### Sales and Marketing Highlights

- Attended/Followed up on Virginia Motorcoach Association's Group Leader Marketplace
- Followed up from leads from National Council of Social Studies
- American Bus Association appointment scheduling and research
- Call with Girl Scout representatives for 2024 Gettysburg Girl Scout Day planning
- Hosted group tour meeting for DG partners
- PA Tourism team call to plan 2024 sales mission
- PA Tourism team planning for ABA reception
- Submitted proposal for Maryland Motorcoach 2025 Marketplace
- Hosted and followed up on Holiday Tour Operator FAM

### Upcoming Marketplaces

- ABA- January 12-17, 2024

#### AT A GLANCE

**Engagement:**

Group Tour - 30 contacts  
Meetings Market - 15 contacts

**RFPs Sent:** N/A

**Upcoming Communications:**

- January - Group Mkt. Newsletter
- February - Meetings Mkt. Newsletter

# Media and Communications



## MONTHLY HIGHLIGHTS – DECEMBER 2023

### Monthly Media Coverage

Total Placements: 55

**Noteworthy Stories:**

(\*Notes Stories Made Possible Through DG Efforts)

- [Five Ski Destinations Close to Northern Virginia](#)
- [Seven Gettysburg Wedding Venues to say, “I Do!”](#)
- [\\*Harvest Hues and Tasty Views at Hollabaugh Bros.](#)
- [\\*Three Destinations Worth a Road Trip](#)
- [Gettysburg Turns Up the Charm in the Winter Season](#)
- [Gettysburg in Winter: What to Do for Best Visit](#)
- [Five Must-Try Burgers in Gettysburg](#)
- [Twenty Best Day Trips from Baltimore](#)
- [Wonderful Weekend Getaways Close to Philadelphia](#)
- [Wacky Things Pennsylvanians Drop on New Year’s Eve](#)

Northern Virginia Magazine	Northern Virginia
PastlaneTravels.com	National
MidAtlanticDayTrips.com	Mid-Atlantic U.S.
MoCo360	DC Region
PastlaneTravels.com	National
Blogarama.com	Unspecified
PhillyBite.com	Philadelphia, Pa.
Nomadasaurus.com	Baltimore, Md.
Secret Philadelphia	Philadelphia, Pa.
The Keystone	Pennsylvania

### AT A GLANCE

**Consumer Communications**

Contact List – 77,078 names

Consumer Newsletter December – 28.4%

**Upcoming Media Pitches:**

- 2024 Outlook
- Winter/Romantic
- Spring Travel

**Upcoming Media Visits:**

- Jennifer Warren, Blogger who specializes in neurodivergent travel. (April 2024)

# Visitor Services

## MONTHLY HIGHLIGHTS – DECEMBER 2023

### Our visitors, by ZIP Code ...



#### AT A GLANCE

**Visitors Requesting Info:**  
Visitor Center/Admin - 139

**Most frequent topics/questions:**

- Places to Eat
- What's Open?

**Guides Distributed:** 1,020

**VS on the Road:** Christmas Festival