

Monthly Board Report

Marketing, Sales, Partnership

February 2023

Executive Summary

MONTHLY HIGHLIGHTS – FEBRUARY 2023

MARKETING

- Website traffic slightly down over Feb. 2022.
- Impressions increase for display ads and Google ad words.
- Inspiration Guide is here – both in print and digitally.
- DG Podcast has been launched!
- Changes to Crop Hop have been announced to partners, public.

PARTNERSHIP

- Nine businesses have signed on as a partners of Destination Gettysburg:
 - Quite the Stir Tea & Spice
 - Lincoln Fellowship of PA
 - Songs & Stories of a CW Hospital
 - Heartfelt History
 - Gettysburg Miniature Soldiers
 - Strawberry Hill Nature Preserve
 - Blessings Restaurant
 - Blessings Pizza
 - Fiesta Mexican Grill
- Now planning Annual Meeting on March 21.

GROUPS/MEETINGS



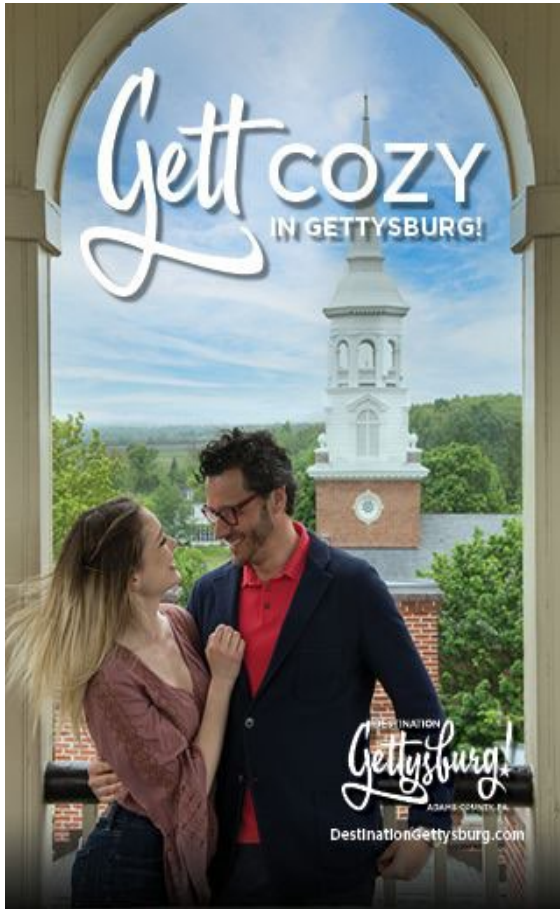
- Attended ABA with more than 70 appointments.
- Finalizing plans for Girl Scout Day in Gettysburg on September 30.
- Sent out first quarterly newsletter to tour operators.
- Reworked sample itineraries to provide to tour operators; group travel leaders.

COMMUNICATIONS

- Planning Media Tour for March 16-17 to highlight Beyond the Battle Museum and Civilian Story in Gettysburg.
- Attracted articles on Black History Month, Winter Travel.
- Great coverage of ACHS's "Gettysburg Beyond the Battle Museum."

Digital and Video Marketing

MONTHLY HIGHLIGHTS – FEBRUARY 2023



AT A GLANCE

Display

- 2,224,928 impressions delivered
- .029% Click-Through Rate
- 3,093 Landing page visit totals
- 5,262 approximate DG Zone location visits by targets exposed to a banner, video and connected TV ad (4 zones). Only a sample of total – complete total is reported at end of campaign.

Google AdWords

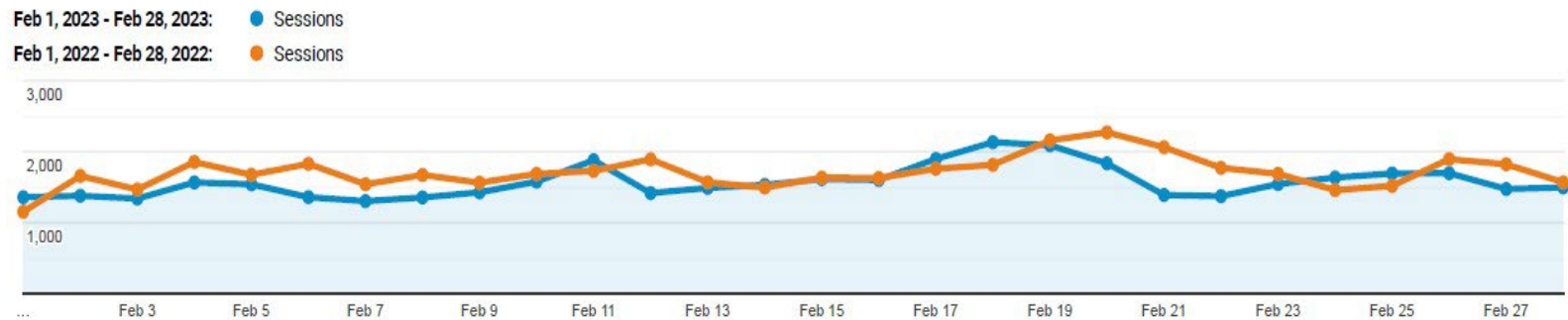
- 15,568 impressions total
- 2,839 Clicks
- 18.24% Click-Through Rate

Top Performing Search Keywords

- "visit gettysburg"
- [things to do in gettysburg]
- "gettysburg hotels"
- where to stay in gettysburg

MONTHLY HIGHLIGHTS - FEBRUARY 2023

Monthly Website Traffic



AT A GLANCE

- Sessions**
- 8.03% month YOY
 - +2.34% YTD vs. 2022
- Acquisition (sessions)**
- Organic Search 70.92%
 - Direct 11.72%
 - Paid Search 6.71%
 - Display 3.07% (Note: Display % is only ads clicked. Display ads drive awareness leading to organic, direct, paid search & social acquisition etc.)
 - Social 3.13%
 - Referral 3.25%
- Top Visited Pages (for Month)**
- Homepage 10,329 / 8.61%
 - Gettysburg PA Events 7,655/ 6.38%
 - Things to Do in Gettysburg PA 4,778 / 3.98%
 - 10 Must Dos First Visit Gettysburg 3,745 / 3.12%
 - Things to Do 3,231 / 2.69%
 - Request Guidebook 2,440 / 2.03%

Audience - Geo Locations

PA	27.47%	NC	3.65%
VA	9.51%	GA	3.64%
NY	8.56%	MI	3.50%
MD	5.99%	FL	3.34%
OH	5.35%		

Audience Age Breakdown

35-44:	21.89%
45-54:	18.85%
55-64:	17.97%
25-34:	17.26%
65+:	12.82%
18-24:	11.22%

Audience - Gender

Female	54.44%
Male	45.56%

Print Advertising



MONTHLY HIGHLIGHTS – FEBRUARY 2023

Gett TRAILBLAZING
IN GETTYSBURG!



There are two flavorful ways to explore the bounty of historic Adams County, home to historic Gettysburg, PA.

First, savor locally crafted beers, wines, ciders, mead, and spirits along our popular **Adams County Pour Tour**. Then take a scenic outing through the region's many working farms and orchards on the **Adams County Crop Hop**, our farm and market trail. You can win prizes, the more you visit. Whatever your taste for foodie adventure, Gettysburg and Adams County have you covered!

Destination Gettysburg!
ADAMS COUNTY, PA

AdamsCountyPourTour.com
AdamsCountyCropHop.com

Plan your no-hassle getaway today!



Harrisburg Magazine

Gett INSPIRED!



Winter is a very special time of year to visit Gettysburg, offering breathtakingly scenic landscapes, wide-ranging outdoor recreational fun, cozy accommodations, gourmet foodie delights, and — most significantly — an unparalleled look at our country's dramatic and inspiring past. Make this winter a season to remember... right here in Gettysburg, Pennsylvania!

DestinationGettysburg.com

Gett TO GETTYSBURG!



Plan Your Getaway Now!



Plan your getaway to Gettysburg with the **Gettysburg Go! Discovery Pass**. Just visit the app and pick out your attractions and tours for easy one stop shopping!

DestinationGettysburg.com
#gettaway

THE BOUNTY OF ADAMS COUNTY AWAITS.



ADAMS COUNTY POUR TOUR

AdamsCountyPourTour.com
#GettPoured

Gettysburg National Military Park Museum & Visitor Center
THE OFFICIAL START TO YOUR VISIT

New Exhibit Now Open

explore GETTYSBURG

See the Film. Experience the Cyclorama. Explore the Museum. Tour the Battlefield. Connect to the battlefield and its stories through National Park Service Ranger programs. Journey to our historic sites and experiences.

GETTYSBURG FOUNDATION

Proceeds from tickets and other purchases benefit Gettysburg National Military Park and Eisenhower National Historic Site.

For tickets and current hours:
877-874-2478 | GettysburgFoundation.org
1100 BALTIMORE PIKE, GETTYSBURG, PA 17325

National Parks Magazine

Gett INSPIRED
IN GETTYSBURG!

Roam, discover, savor, and play. Explore the legends of yesterday while creating new stories together. **Make Vacation History!**



Destination Gettysburg!
ADAMS COUNTY, PA

DestinationGettysburg.com

Plan Your Historic Getaway Today!



AAA World

MONTHLY HIGHLIGHTS – FEBRUARY 2023



Destination Gettysburg

Published by MaryGrace Kauffman · February 11 at 10:00 AM · 🌐

Picture this Gettysburg farm as it was nearly 160 years ago — the home of a free Black man and supposed Underground Railroad conductor.

Veterinarian Basil Biggs and his family lived here along Taneytown Road. Today, the site is within walking distance of [Gettysburg National Military Park Museum and Visitor Center](#) ([Gettysburg Foundation](#)). It's less than a quarter-mile south of the Leister Farm, the headquarters for Union General George G. Meade during the Battle of Gettysburg.

After the war, Basil helped exhume more than 3,000 Union soldiers for reburial in the Gettysburg National Cemetery. He played a leading role in establishing that cemetery and another resting place here in town.

The Sons of Goodwill, a society of Black men, created Lincoln Cemetery for the burial of Gettysburg's Black citizens and veterans. Thirty-some members of the United States Colored Troops are buried there.

Basil died in 1906 at 86 years old. He is buried with his family at Lincoln Cemetery.

Experience the story of Basil Biggs in a new attraction, "Ticket to the Past — Unforgettable Journeys: A Virtual Reality Experience," at the Gettysburg Lincoln Railroad Station. More info here: <https://destinationgettysburg.com/.../historic.../>

#Gettysburg #BlackHistoryMonth #CivilWar #history #AdamsCountyPA



Reactions: 2,221
Comments: 47
Shares: 433



Destination Gettysburg

Published by MaryGrace Kauffman · February 8 at 6:27 PM · 🌐

The ongoing rehabilitation of Little Round Top has unearthed smaller, more common artifacts such as Minie balls and percussion caps, but today, an archaeologist found what appeared to be an unexploded shell from the Battle of Gettysburg.

History continues to be uncovered in this town.

[#Gettysburg](#) [#history](#) [#CivilWar](#) [#archaeology](#) [#AdamsCountyPA](#)





Gettysburg National Military Park

February 8 at 5:13 PM · 🌐

Reactions: 1,350
Comments: 99
Shares: 237

AT A GLANCE

26 Posts

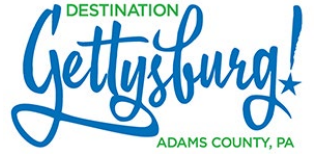
12,930 Engagements

935 Shares

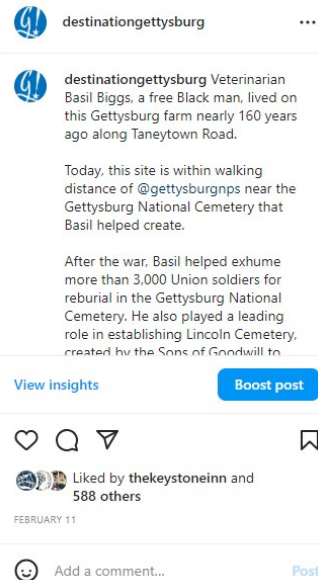
46,256 Followers

8

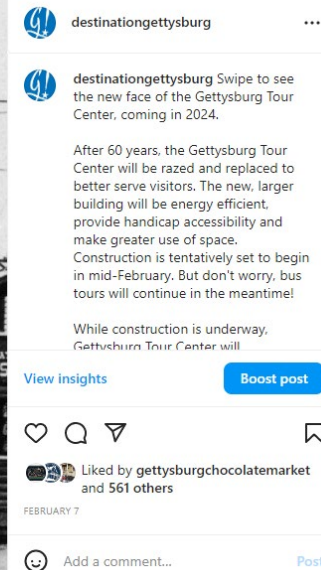
Instagram



MONTHLY HIGHLIGHTS – FEBRUARY 2023



Likes: 589
Reach: 3,532



Likes: 562
Reach: 4,082

AT A GLANCE

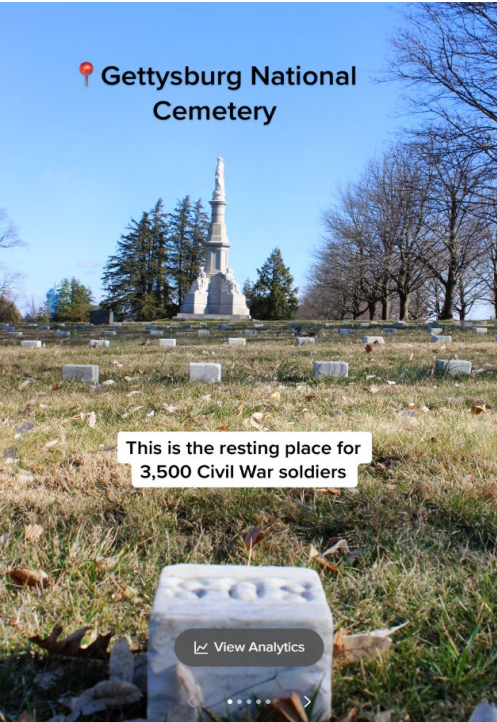
17 Posts
3,807 Engagements
32,252 Reach
30,984 Impressions
8,838 Followers

TikTok & Twitter



MONTHLY HIGHLIGHTS – FEBRUARY 2023

TikTok

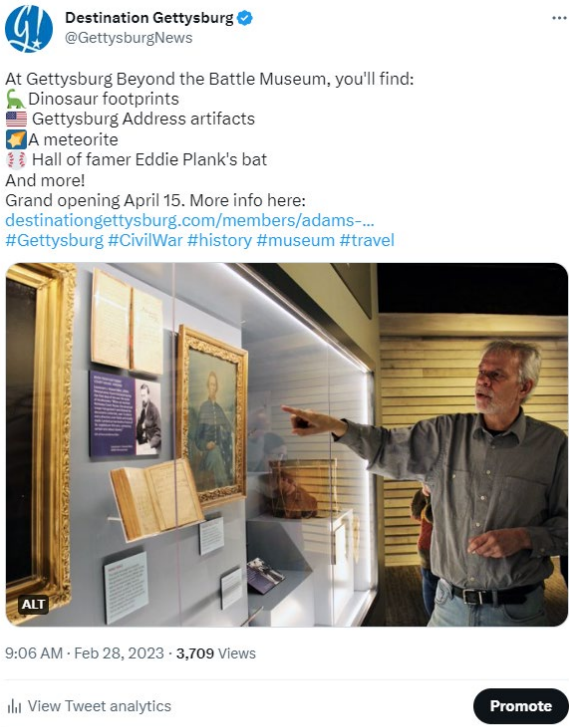


Views: 14.6K
Likes: 693



Views: 8,738
Likes: 642

Twitter



Views: 3,709
Likes: 24

AT A GLANCE

TikTok

10 Videos

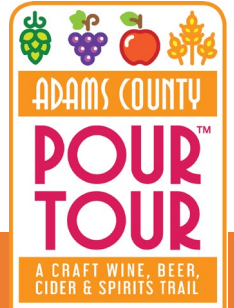
3,594 Followers

Twitter

35 Tweets

7,658 Followers

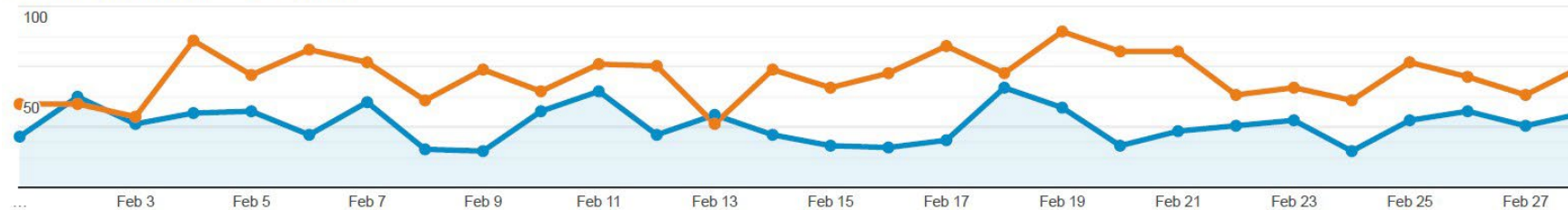
Adams County Pour Tour



WEBSITE HIGHLIGHTS – FEBRUARY 2023

Monthly Website Traffic

Feb 1, 2023 - Feb 28, 2023: ● Pageviews
Feb 1, 2022 - Feb 28, 2022: ● Pageviews



Cheers!

Tag your Pour Tour
photos with

#GetPoured



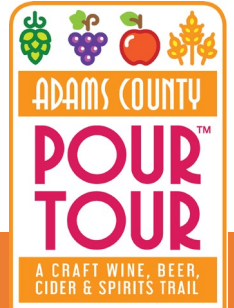
AT A GLANCE

- **2,103** pageviews
- **-47.45%** Month YOY (Feb '23 vs Feb '22)
- **-42.27%** YTD (2023 vs 2022)
- **1,480** February unique pageviews
- **-50.63%** Month YOY (Feb '23 vs Feb '22)
- **-45.79%** YTD (Feb '23 vs Feb '22)

Top 6 Web Pages

- Homepage
- Wine
- Map
- Beer
- Events
- Spirits

Adams County Pour Tour



SOCIAL MEDIA HIGHLIGHTS – FEBRUARY 2023

Facebook



Reactions: 7
Comments: 6
Shares: 0

Instagram



Likes: 17

AT A GLANCE

Facebook

13 Posts
307 Engagements
19 Shares
1,932 Followers

Instagram

13 Posts
128 Engagements
1,077 Followers

Passport Sign-Ups: 46
Digital check-ins: 61
Redemptions: 6

Partnership



MONTHLY HIGHLIGHTS – FEBRUARY 2023

Meetings/Visits with Current Partners

- Altland House
- Trina Kay Weddings & Events
- SavorHood Gettysburg
- Songs & Stories of CW Hospital
- USI
- Days Inn Gettysburg
- Super 8
- Lincoln Into Art by Wendy Allen
- Lincoln Fellowship of PA
- Seminary Ridge Museum

Potential Partnership

- Quite the Stir Tea & Spice
- Strawberry Hill Nature Preserve
- BrainDrain Escape
- The Silos on Table Rock
- The Pub
- Battlefield Brew Works
- Mr. G's Ice Cream
- Blessings Restaurant
- Blessings Pizza
- Gettysburg Miniature Soldiers
- Fiesta Mexican Grill
- Liberty Mountain Resort
- Carriage House Inn
- Heartfelt History Gift Shoppe

Future Partnership Events

- Leadership: Attracting & Retaining Quality Team Members, Part 2 – March 1
- Annual Meeting, Beyond the Battle Museum – March 21

AT A GLANCE

Partnership

- 302 Total Partners

New/Returning Partners

- Quite the Stir Tea & Spice
- Lincoln Fellowship of PA
- Songs & Stories of a CW Hosp.
- Heartfelt History
- Gettysburg Miniature Soldiers
- Strawberry Hill Nature Pres.
- Blessings Restaurant
- Blessings Pizza
- Fiesta Mexican Grill

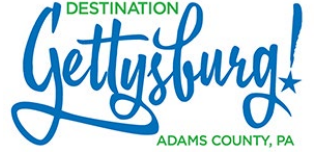
Partnership Engagement

- 10 Partner Meetings/Training

Going Places Newsletter

- February 1 – 45.3% Open Rate
- February 15 – 57.7%

Group Travel & Meetings Market



MONTHLY HIGHLIGHTS – FEBRUARY 2023

Sales and Marketing Efforts

- Partner meetings/site visits with Eisenhower/Aspire, Federal Pointe Inn, Carriage House
- Attended ABA, with more than 70 appointments
- Participated in PA Reception at ABA with over 30 operators who attended
- Attended Brand USA call on China Market Updates & Insights
- Planning meeting with Girl scouts for upcoming Gettysburg Girl Scout Day on September 30
- Created new sample itineraries
- Followed up with all ABA appointments
- Attended IPW Planning call with the state
- Submitted proposal to host Military Reunion Network Summit for 2024
- Sent out 6 RFPs totaling 1,008 room nights
- Sent quarterly group tour newsletter to over 475 domestic tour operators

AT A GLANCE

Engagement:

Group Tour - 90 contacts
Meetings Market - 20 contacts

Upcoming Communication:

- February - Group Mkt. Newsletter
- March - Meeting Mkt. Newsletter

Upcoming Marketplaces

- Tri State Camp Conference with Keystone Crossroads - March 13-15, 2023
- Pennsylvania Bus Association - March 27-28, 2023
- PASAE Connections Conference - March 31-April 1, 2023
- NJ MPI Meets Conference - April 3-4, 2023
- RTO Spring as Keystone Crossroads - April 11-13, 2023

Media and Communications



MONTHLY HIGHLIGHTS – FEBRUARY 2023

Media Coverage

Total Placements: 86

Noteworthy Stories:

(*Notes Stories Made Possible through DG Efforts)

- [Black Cemeteries Keep Stories of Colored Troops Alive](#)
- [Five Historic Homes to Visit in Gettysburg](#)
- [Ten Awesome Things You Can Do in Pennsylvania](#)
- [*Five Pennsylvania Towns to Snuggle Up in This Winter](#)
- [Take a Look Inside Gettysburg's Newest Museum](#)
- [Gettysburg's Spring ReNEWal](#)
- [*New Museum Tells Story of People Caught in the Middle](#)
- [Gettysburg Visit Drives Leadership Lessons Home](#)

Fox 43
TravelAwaits.com
TheTravel.com
TravelAwaits.com
Patriot-News
Where & When Mag.
Pittsburgh Post-Gaz.
Civil Air Patrol

Southcentral Pa.
Unspecified
Unspecified
Unspecified
Southcentral Pa.
Pennsylvania
Pittsburgh, Pa
National

AT A GLANCE

Consumer Communications

Contact List -
77,092 names

Consumer Newsletter
February - 29.2%

Upcoming Media Pitches

- Spring Travel
- The 160th Anniversary

Journalist Engagement

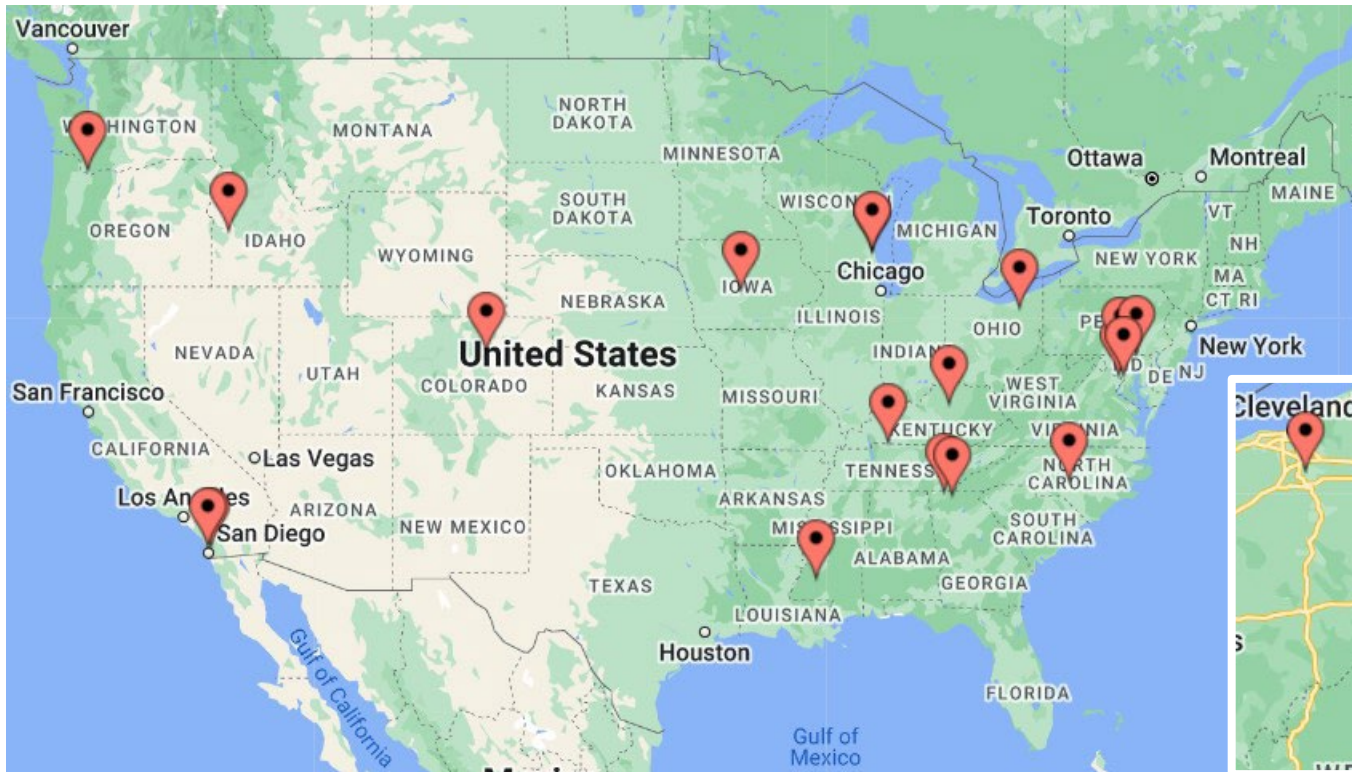
Interview/Asset Requests:

- Barbara Beem, Antiques Week/Recreation News
- Amanda Norcross, U.S. News & World Report
- Sarah Guillen, Family Travel Blogger
- Traci Lower, Freelance Travel Writer

Visitor Services

MONTHLY HIGHLIGHTS – FEBRUARY 2023

Our visitors, by ZIP Code ...



AT A GLANCE

Visitors Requesting Information

Visitor Center and Admin – 120

Most frequent topics/questions:

- Good Places to Eat

