

# Monthly Board Report

## February 2024

# Monthly Summary

## MONTHLY HIGHLIGHTS – FEBRUARY 2024

### MARKETING

- Website users, new users, sessions and page views all up vs. 2023 and 2022.
- PAID social media marketing campaign doubles impact during second month of implementation.
- Putting finishing touches on AC Blossom Belt and Black History Trail experiences.
- Hired Moellyn Ramos Yetsko as new Marketing Manager.

### PARTNERSHIP

- Three businesses have signed on as a partners of Destination Gettysburg:
  - Cashtown Inn
  - GettyPeds
  - Peter's Orchards
- Planning Annual Meeting on March 19 at Liberty Mountain Resort. Attendance estimated at 150
- Planning and scheduling educational sessions for partners throughout the year.

### GROUPS/MEETINGS

- Working with Mid-Atlantic Women's Motorcycle Rally for 2024 convention.
- Engaging Pennsylvania Bus Association and Maryland Motorcoach Association for possible 2025 marketplaces in Gettysburg.
- Working with Visit PA, other state DMOs for upcoming sales mission to Virginia and North Carolina.

### COMMUNICATIONS

- Attracted a number of media placements for the Gettysburg Loves Love event on February 17.
- Launch of 2024 Adams County Pour Tour passport was picked up by numerous regional media outlets.
- Smithsonian Magazine publishes stories on Gettysburg's work to remember Black citizens (Lincoln Cemetery).

## MONTHLY HIGHLIGHTS – FEBRUARY 2024

### Monthly Website Traffic



**USERS**

- 2024 - 39,356
- 2023 - 36,126
- 2022 - 37,468

**NEW USERS**

- 2024 - 38,497
- 2023 - 34,358
- 2022 - 35,956

**PAGE VIEWS**

- 2024 - 131,332
- 2023 - 119,939
- 2022 - 132,011

**SESSIONS**

- 2024 - 50,468
- 2023 - 43,944
- 2022 - 47,780

### AT A GLANCE

- Acquisition:**
- Organic Search - 25,435
  - Direct - 5,237
  - Display - 2,745
  - Paid Search - 2,195
  - Organic Social - 1,244
  - Referral - 1,101
  - Organic Video - 266
  - Paid Social - 147

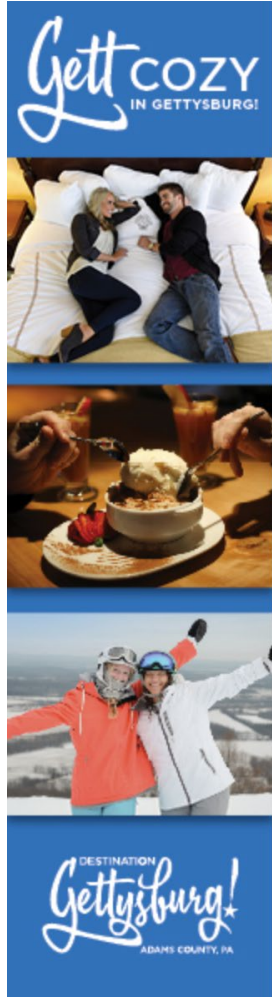
- Top Visited Pages**
- Homepage - 13,782
  - Event Calendar - 7,432
  - Things to Do Page - 5,641

- Top Geo Locations**
- Pennsylvania - 8,188
  - New York - 3,563
  - Virginia - 3,441
  - Maryland - 2,047
  - Ohio - 1,599
  - Florida - 1,528

- Age Breakdown**
- 18-24 - 336
  - 25-34 - 611
  - 35-44 - 700
  - 45-54 - 1,030
  - 55-64 - 1,128
  - 65+ - 789

# Digital/Video Marketing

## MONTHLY HIGHLIGHTS – FEBRUARY 2024



### AT A GLANCE

#### Display

- 1,201,659 Total Impressions Delivered
- .0046% Click-Through Rate
- 3,256 Landing page visit totals
- 4,849 approximate DG Zone location visits by targets exposed to a banner, video and connected TV ad.

#### Google AdWords

- 14,866 Impression Total
- 14,866 Search Impressions
- 2,975 Clicks
- 20.01% Click-Through Rate
- YouTube Impressions – Dark in Feb.

#### Top Performing Search Keywords

- visit gettysburg
- things to do in gettysburg
- best place to stay in gettysburg
- gettysburg camping

# Print Advertising



## MONTHLY HIGHLIGHTS – FEBRUARY 2024

**Gett MARRIED IN GETTYSBURG!**

GETTYSBURG WEDDINGS COMBINE THE CHARM OF THE PAST WITH THE ELEGANCE OF TODAY.

Dream weddings and receptions take many forms, but no matter the vision, we have your perfect setting. If you are looking for a beautifully updated rustic barn, an outdoor setting in an orchard, or something more formal, Gettysburg has what you are seeking. Start planning your historic day in Gettysburg, PA!

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

Harrisburg Magazine

**Gett AWAY TO GETTYSBURG!**

Voted Most Welcoming Town in America by Booking.com

**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.

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

Pittsburgh Post Gazette

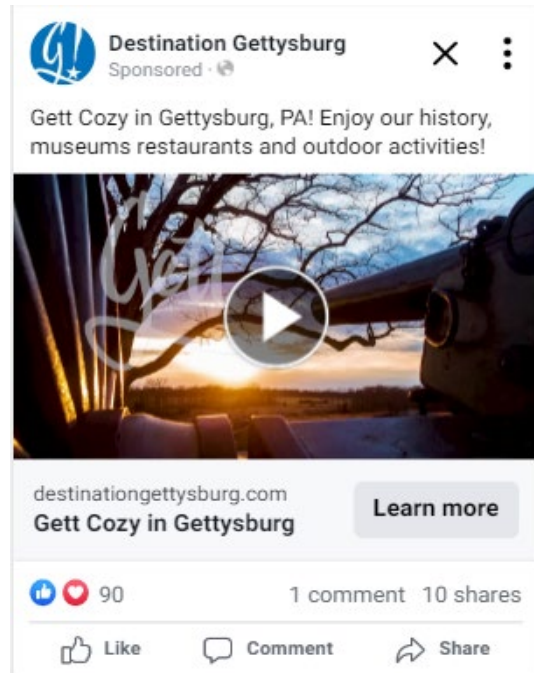
# Paid Social Marketing

## MONTHLY HIGHLIGHTS – FEBRUARY 2024

### AT A GLANCE

#### Paid Social

- 669,587 total impressions
- 464,118 reach
- 306 link clicks
- 0.05% click-through rate
- 181 landing page visit totals
- 174 post reactions
- 9 post shares
- 65,929 post engagements
- 482,594 total video plays
  - Video Plays at 25% - 44,675
  - Video Plays at 50% - 13,645
  - Video Plays at 75% - 6,584
  - Video Plays at 100% - 3,889



:15 DG Winter Video Asset



Note: Paid Social Started 01/17/2024 with One Video Asset.

# Facebook and Instagram

## MONTHLY HIGHLIGHTS – FEBRUARY 2024

### Facebook



Reactions: 2.6K    Comments: 116  
Shares: 124

### Instagram



Views: 15,225    Likes: 777  
Reach: 7,997    Comments: 48

#### FACEBOOK

- 28 Posts
- 9,921 Engagements
- 471 Shares
- 50,407 Followers

#### INSTAGRAM

- 41 Posts/Stories
- 5,258 Engagements
- 109,079 Reach
- 129,930 Impressions
- 11,071 Followers

# TikTok, Threads and X

## MONTHLY HIGHLIGHTS – FEBRUARY 2024

### TikTok



Views: 147,602 Likes: 15,343  
Comments: 470 Saves: 515

### Threads

 destinationgettysburg 2w ...

Roses are red  
Violets are blue  
If you love Gettysburg  
We love you too ❤️



1 reply · 34 likes

Likes: 36 Replies: 1

### X

 Destination Gettysburg  
@GettysburgNews Promote ...

Happy Presidents Day! 🇺🇸

160 years ago, the 16th president arrived to Gettysburg by train for the dedication of a soldiers' cemetery.

Do you know any other presidents that have been to Gettysburg?

#Gettysburg #PresidentsDay #Lincoln



10:19 AM · Feb 19, 2024 · 1,268 Views

 View post engagements

 5  4  31  

Views: 1,268 Likes: 31  
Reposts: 4 Comments: 5

### TIKTOK

6 Videos  
10,401 Followers

### THREADS

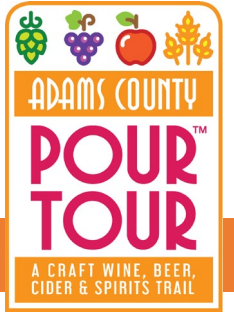
7 Posts  
1,439 Followers

### X

10 Posts  
7,935 Followers



# Adams County Pour Tour



## SOCIAL MEDIA HIGHLIGHTS – FEBRUARY 2024

### Facebook

**Adams County Pour Tour**  
February 5 · 🌐

The 2024 Pour Tour passport is here! Sign up for your free passport and embark on a craft beverage tasting adventure throughout Gettysburg and Adams County. Earn points and win prizes as you taste craft wine, beer, mead, cider and spirits.

Click here to get your pass:  
[AdamsCountyPourTour.com](https://AdamsCountyPourTour.com)

#GetPoured #AdamsCountyPourTour #CraftBeverages #2024Passport



Reactions: 22    Shares: 9  
Comments: 1

### Instagram

destinationgettsburg and adamscountypourtour alex.montembault · Original audio

destinationgettsburg Discover Pennsylvania's fifth oldest operating winery, 8 miles west of Gettysburg 🍷

Adams County Winery's farm location features a spacious tasting room, stunning countryside views and specialized tours.

Embark on their next Tap the Tank Tour this Sunday, February 11 to get a behind-the-scenes look at wine making!

📍 Adams County Winery  
251 Peach Tree Road  
Orrtanna, PA

For more information check out @adamscountypourtour

#Gettysburg #Winery #vineyard #GetPoured #Pennsylvania #VisitPA

3w

pustika\_samaddar 🍷 How cool!  
3w 1 like Reply  
— View replies (1)

scriptandgrain My favoriteeeee 🍷  
3w 1 like Reply  
— View replies (1)

View insights [Boost reel](#)

🍷🍷🍷 Liked by adamscountypourtour and 167 others  
February 7

Add a comment... [Post](#)

Views: 3,415 Likes: 168  
Reach: 2,313

### FACEBOOK

9 Posts  
126 Engagements  
21 Shares  
1,932 Followers

### INSTAGRAM

9 Posts  
116 Engagements  
1,151 Followers

# Partnership



## MONTHLY HIGHLIGHTS – FEBRUARY 2024

### Meetings/Visits with Current Partners

- Blessing Restaurant/Blessing Pizza
- Loca Flora
- Peters Orchard
- Mansion House 1757
- Gettysburg Hotel
- Codori's House of Gifts
- Gettysburg Goods
- Outlet Shoppes at Gettysburg
- Gettysburg Chocolate Market
- Adams County Winery - Gettysburg
- Gallery 30
- A Lit'le Irish Too
- Buddy Boy Winery
- Gettysburg Polish Pottery
- Lark
- Nerd Herd
- Sign of the Buck/Union Hotel
- Gettysburg Day Spa
- The Christmas Haus
- Furs by Susan
- Blue and Gray Bar & Grill
- GarryOwen Irish Pub
- Hollabaugh Bros., Inc.
- Country Curiosity Store
- The Days Inn
- Strawberry Hill Nature Preserve
- Silvershire Farms Carriage Rides
- Shriver House Museum

### Leads on Potential Partners

- Hosta Hideaway
- Village Book and Table
- Tommy Gilbert's Hobby Shop
- New Oxford Antique Stores
- Fiddlestix
- Lucky Paw
- Sweeter Than Sap
- Ploughman Cider
- Kip & Idle Home
- Deja Brew
- Mai Noodle House
- Presidents Coffee
- Collectors' Choice Antiques Gallery
- Zelma's Emporium

### Upcoming Partner Events

- Annual Meeting - March 19 at Liberty Mountain Resort

#### AT A GLANCE

##### Partnership

- 324 Total Partners

##### New Partners

- GettyPeds
- Peter's Orchard
- Cashtown Inn (Restaurant)

##### Partner Engagement

- 26 Partner Meetings/Trainings

##### Going Places Newsletter

- February 14 - 41.4%
- February 28 - 39.6%

# Groups and Meetings Market



## MONTHLY HIGHLIGHTS – FEBRUARY 2024

### Sales and Marketing Highlights

- Followed up with all ABA appointments
- Meeting with Mid Atlantic Women’s Motorcycle Rally for 2024 convention
- Attended MPIMP education and networking event
- Greeted Rill’s Bus staff FAM visit
- Hosted Lancaster and Hershey teams to recap 2023-2024 Keystone Crossroads initiatives
- Call with PBA to review 2025 Annual Meeting Proposal
- Call with the Girl Scouts to review details for 2024 Girl Scout Day
- Sales Mission planning call with PA Tourism Team
- Hosted MMA for site visit for 2025 marketplace
- Partner Meeting with Gettysburg Hotel

### Upcoming Marketplaces

- PASAE Connections - March 21-22
- PBA Marketplace - March 25-26
- PA Sales Mission - April 1-5
- PA Tourism RTO event - April 24

#### AT A GLANCE

**Engagement:**

Group Tour - 100 contacts  
Meetings Market - 25 contacts

**RFPs Sent:** 5, totaling 600 Room Nights

**Upcoming Communications:**

- April - Meetings Market Newsletter
- May - Group Market Newsletter

# Media and Communications



## MONTHLY HIGHLIGHTS – FEBRUARY 2023

### Monthly Media Coverage

Total Placements: 69

**Noteworthy Stories:**

(\*Notes Stories Made Possible Through DG Efforts)

➤ <a href="#">Historic Places to Visit in Pennsylvania</a>	Yahoo! News/ABC 27	National
➤ <a href="#">*Couples Renew Vows in Gettysburg</a>	Yahoo! News/ABC 27	National
➤ <a href="#">Black Civil War Veterans in Gburg; Lincoln Cemetery</a>	Smithsonian Magazine	National
➤ <a href="#">*Destination Gettysburg Launches 2024 Pour Tour</a>	Patriot-News/Pennlive.com	Southcentral Pa.
➤ <a href="#">*Destination Gettysburg Launches Annual Pour Tour</a>	ABC27.com	Southcentral Pa.
➤ <a href="#">What to Do on President’s Day in Central Pa.</a>	Fox 43/Fox43.com	Southcentral Pa.
➤ <a href="#">Travel: Gettysburg’s Lasting Impact on its Citizens</a>	HistoryNet.com	National
➤ <a href="#">Pennsylvania’s Historic Hiking Sites</a>	Scranton Times-Tribune	Northeastern Pa.
➤ <a href="#">Guide to Sobriety-Friendly Destinations in Pa.</a>	The World or Bust	Unspecified

### AT A GLANCE

**Consumer Communications**

Contact List - 77,332 names

Consumer Newsletter February - 27.1%

**Upcoming Media Pitches:**

- Spring Travel
- Blossom Trail
- Black History Trail
- Summer Vacations

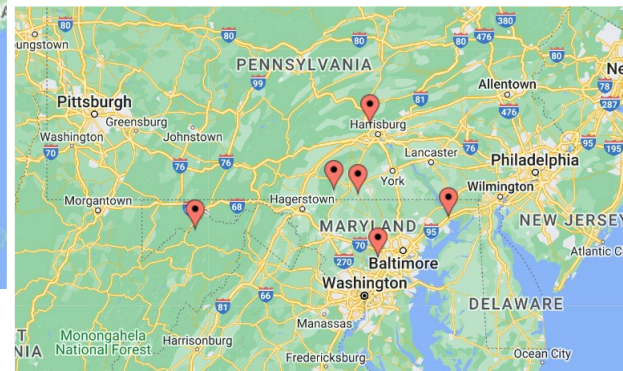
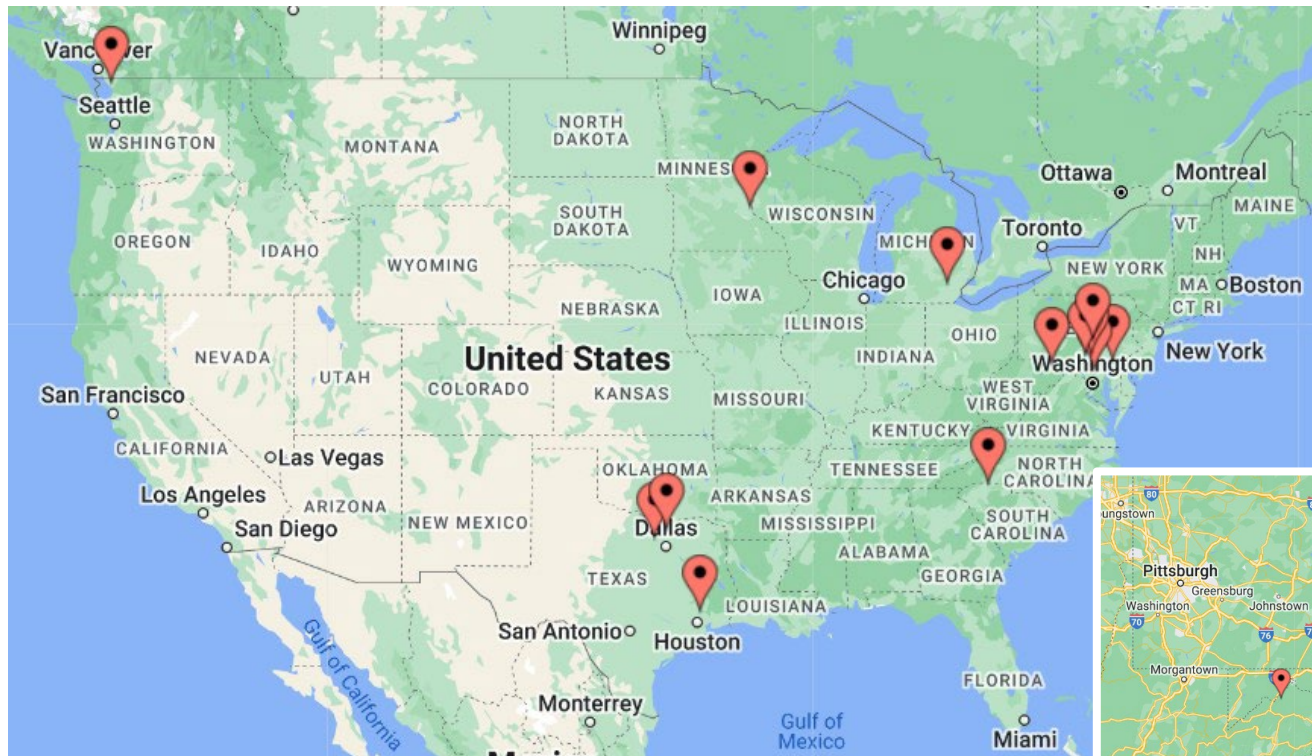
**Upcoming Media Visits:**

- Annick Lenoir-Peek, The Common Traveler
- Michael Grosberg, The Lonely Planet

# Visitor Services

## MONTHLY HIGHLIGHTS – FEBRUARY 2024

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



### AT A GLANCE

**Visitors Requesting Info:**  
Visitor Center/Admin - 125

- Most frequent topics/questions:**
- Where are other museums?
  - What's in Downtown Gettysburg?
  - Walking paths around Gettysburg?

**Guides Distributed:** 16,120

- VS on the Road:**
- AAA Travel Show - Lehigh Valley, Pa.