

## Going Places - 3.16.2021

### Destination Gettysburg Selects New President

Destination Gettysburg announced today that Karl Pietrzak (Peter-zak) has been selected as the new President and CEO of the organization. Pietrzak will immediately begin working through the transition with former President and CEO Norris Flowers. Flowers is retiring after 15 years with Destination Gettysburg and 50 years overall in the tourism industry.

Pietrzak comes to Gettysburg with over 25 years of experience in the tourism and hospitality industry. He previously served as Vice President of Convention Sales with Visit Pittsburgh for seven years. Prior to holding that position, he served Visit Pittsburgh as Senior National Sales Director for four years and Sales Director for three. He also worked at Hilton Pittsburgh, Westin Cincinnati and Westin William Penn hotels in their sales departments.



“Having grown up in Gettysburg and Adams County, the opportunity to lead the tourism promotion efforts in this special destination is a dream come true,” said Pietrzak. “I’m excited to build on the past successes at Destination Gettysburg and partner with the community to lead our tourism industry to new levels of success”.

At Visit Pittsburgh, Pietrzak successfully led sales team to book over 2 million room nights and generate over \$1 billion in direct spending revenue in 2012-2019. He also oversaw the rebranding of the meeting and convention division as MeetPITTSBURGH and rolled out the new brand locally and nationally in early 2020.

Pietrzak served on boards and committees for travel industry, business event associations and community service organizations. He earned his Certified Association Sales Executive Certification (CASE) and is a Certified Destination Marketing Executive (CDME).

“The Board of Directors is excited to have someone with Karl’s experience and knowledge come on board as President/CEO of Destination Gettysburg. We are confident that he will be an asset to our community and the tourism industry in Adams County,” said Rick Beamer, Chairman of the Board.

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### Posting Events on the DG Calendar - Education Event

Join us on Tuesday, April 6, from 10 -11 a.m. at our administrative offices for our first socially distanced, COVID-friendly education event. We will walk you through how to load events to our calendar, step by step. As our event calendar is the most clicked-on page of our site, we highly encourage you to prioritize submitting them to our calendar. Our research shows people use this calendar several months ahead of their visit to help plan their itinerary. Bring your events for the year and use this time to post them and ask any questions you might have

about the process.

Space is limited and you must RSVP to attend. First come, first serve. Please RSVP to Donna White at [donna@destinationgettysburg.com](mailto:donna@destinationgettysburg.com) or 717-338-1051.



### CHIRP Funding Reminder

Applications for additional financial aid for hospitality and tourism businesses now open.



### Call for Seasonal Hours

Let us know what your new operating hours and business updates are for spring season.



### Website Switches to Spring Content

Website and partner pages are now displaying springtime content.

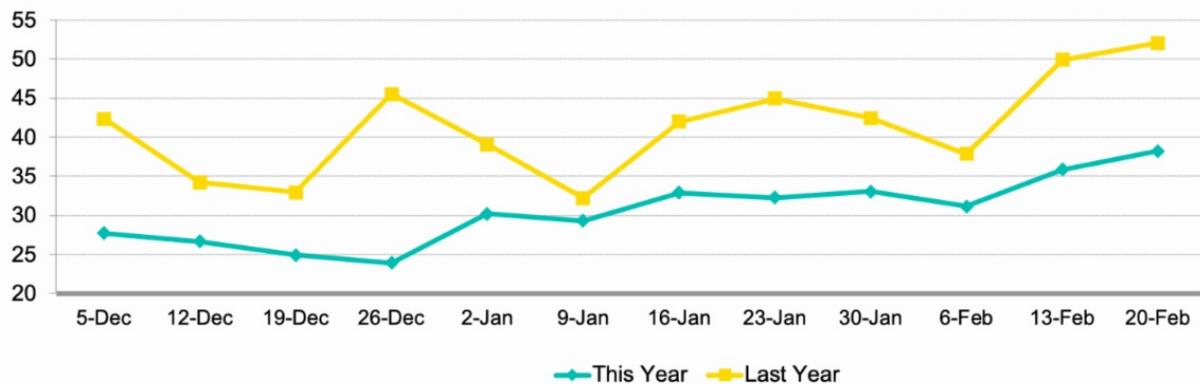


### PRLA and Others Advocate for Event Industry

Private Event Professionals of Pennsylvania has launched [www.letPAmarryus.com](http://www.letPAmarryus.com), advocating on behalf of caterers, venues, wedding professionals, and couples to reopen PA event venues safely.

## STR Report - Occupancy Rate Dec. 5 - Feb. 20

Weekly Occ (%) - Dec 05, 2020 to Feb 20, 2021



# Education Articles



## Create Shareable Content: 5 Hollywood Storytelling Tips - PR Daily

Nobody likes writing posts or shooting videos that nobody 'likes.' Here's how to create content that hits emotional buttons so audiences hit the "share" button.



## Public Relations Reputation Management - Public Relations Today

Companies that are looking to improve their brand image or get ahead of their competitors in the industry can benefit from public relations/reputation management.

UPCOMING EVENTS

PARTNER PRESS  
RELEASES

CONTENT TO SHARE

Destination Gettysburg |  
[www.DestinationGettysburg.com](http://www.DestinationGettysburg.com)

