

Going Places - 8.3.2021

Take Advantage of These Two Partner Benefits

With your Destination Gettysburg partnership, you have access to a number of benefits and resources that will help you showcase your business to visitors. One of these benefits is having the opportunity to work with the following:

- Threshold 360 is a software company that will capture a virtual tour of your business to be used on your website, Google business listing page, proposals for events and meetings, your Destination Gettysburg partner page and be featured on the Threshold Map. You can see an example of a capture [here](#). Threshold 360 will be in market August 10 – 14 for the capture, if you are interested, use [this link](#) to reserve a time slot. This is a free partner opportunity and spots are limited so schedule your time as soon as possible. If you are having trouble scheduling a time slot, refer to [this video demonstration](#). If you have any questions, email Nicole Absher at nicole@destinationgettysburg.com.
- Bandwango is a marketing and commerce platform that Destination Gettysburg has partnered with to create curated experiences for visitors with digital passes, like the [Adams County Crop Hop](#). With Bandwango, Destination Gettysburg can offer our partners the opportunity to pre-sell admissions to attractions through your partner page on our website. Destination Gettysburg has seen a tremendous interest in visitors wanting the ability to pre-purchase tickets and admissions and this initiative aims to serve those needs. This provides visitors with the ability and convenience of pre-purchasing their itinerary ahead of arriving in market. If you are interested in this partner offering or would like to learn more, email Kristi Cramer at kristi@destinationgettysburg.com

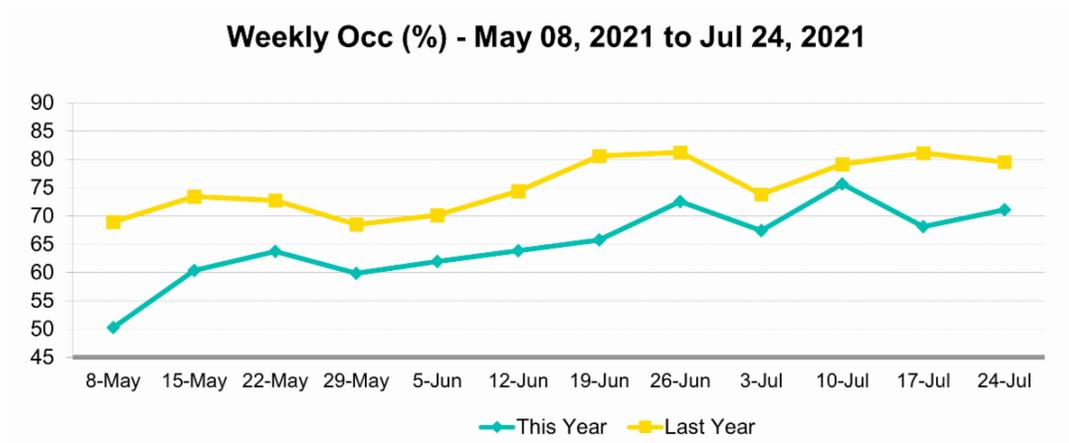


With new CDC announcement, Destination Gettysburg continues to push Safe Travel page.

Partnership dues must be paid by August 15.

The holiday season will be here before you know it. Let us know what you have planned!

STR Report - Occupancy Rate May 8 - July 24 (Compared to 2019*)



| Current Week | | | | | | |
|--------------|-------|-------|-------|------|------|------|
| Su | Mo | Tu | We | Th | Fr | Sa |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 56.6 | 57.8 | 64.1 | 68.5 | 72.7 | 85.8 | 92.3 |
| 65.5 | 80.0 | 83.9 | 86.9 | 74.2 | 78.2 | 88.1 |
| -13.5 | -27.8 | -23.5 | -21.2 | -2.1 | 9.7 | 4.7 |

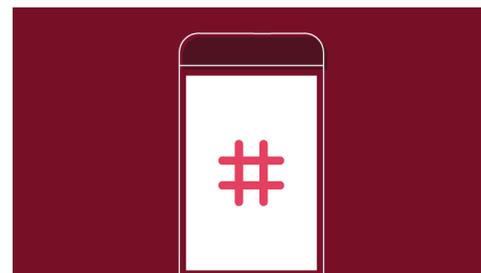
*2019 is indicated by the Yellow Line

Education Articles:



Tips for Responding to a Negative Review - Groups Today

Though garnering negative reviews of any kind are never the desired outcome, how you respond to them could steer you in a more positive direction and might even change the mind of the unhappy customer.



A Guide to Instagram Hashtags - Sprout Social

If you're dipping your toes in the hashtag waters, it might feel like more is better but this isn't always the case. Read on to learn more about how using hashtags on Instagram could benefit your brand.

UPCOMING EVENTS

PARTNER PRESS
RELEASES

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