

Going Places - 12.21.2021

## BOARD ELECTION

# Two incumbents, three new members elected to 2022 board

Three new members will join Destination Gettysburg's Board of Directors in 2022.

Nancie Gudemestad of the Shriver House Museum, Mary Lynn Martin of Hickory Bridge Restaurant, and Wayne Motts of the Gettysburg National Military Park Museum and Visitor Center have been elected to serve three-year terms on Destination Gettysburg's board, starting January 1, 2022. Two incumbents - Andrea Proulx of the Gettysburg Hotel, and Jacqueline White of the Dobbin House Tavern were each re-elected to the board.

Max Felty, President of Gettysburg Battlefield Bus Tours, will serve as the board chair for 2022, and the board will vote on the remaining seats on the Executive Committee in January. Max replaces Rick Beamer of the Gettystown Inn, who has served as the board chair throughout 2021.

Destination Gettysburg congratulates its new board members and expresses its deepest appreciation to board members who have served the organization over the past year.



NANCIE GUDMESTAD



MARY LYNN MARTIN



WAYNE MOTTS



ANDREA PROULX



JACQUELINE WHITE

# SAVE THE DATE

## Board Introduction/Appreciation Event

On Thursday, January 27, Destination Gettysburg invites you to join staff and partners to introduce and welcome the new Board of Directors for 2022, and acknowledge all outgoing board members. Stay tuned for more details on location and program.

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## Lindsay Methlie joins organization as new Director of Sales

Destination Gettysburg is excited to announce the hiring of Lindsay Methlie as its new Director of Sales.

Lindsay will head up the organization's efforts to attract student/adult groups, meetings/conferences and international travelers. She will also be working with partners to prepare for shows and marketplaces including American Bus Association, Pennsylvania Bus Association, Maryland Motorcoach and more.



Lindsay is no stranger to the Adams County tourism industry, and has years of experience working in a variety of hotels in Central Pennsylvania. You can reach Lindsay by emailing [lindsay@destinationgettysburg.com](mailto:lindsay@destinationgettysburg.com) or calling (717) 338-3062.

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## Deadline for advertising in 2022 Inspiration Guide is January 7

Advertising space in the 2022 Destination Gettysburg Inspiration Guide is still available, but only in limited quantities. Don't miss your chance to get in front of travelers to the region as they embark on adventures in 2022. Advertising spaces are available in a variety of sizes and start at just \$615.

For details or to reserve your spot, contact Kaitie Burger at [kburger@maddenmedia.com](mailto:kburger@maddenmedia.com) or (610) 936-8052. Final deadline to reserve ad space is Friday, January 7.

[RATES FOR 2022 GUIDE](#)

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# Upload your 2022 events to Destination Gettysburg's website

As we close out the year and prepare for a new season in the Adams County tourism industry, we remind our partners to upload their events to Destination Gettysburg's website. Our events page remains one of the most visited pages on our website.

Partners can upload events through their member portals. If you need help accessing your partner portal, please contact Tammy Myers, Director of Partnership, at [tammy@destinationgettysburg.com](mailto:tammy@destinationgettysburg.com) or call (717) 338-5883.



## November Marketing Report

Check out the latest Destination Gettysburg Marketing Report.



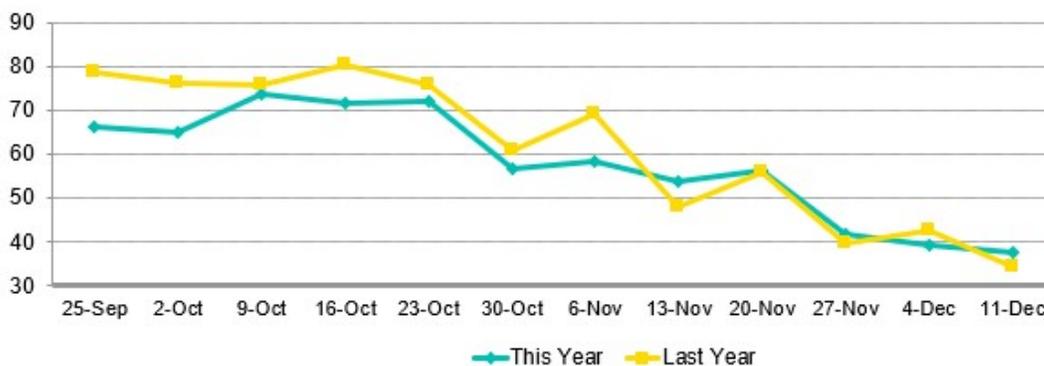
## 2022 Destination Marketing Predictions

Read what Madden Media - the agency that produces Destination Gettysburg's Inspiration Guide and website - has to say about the coming year.

## STR Report - Occupancy Rate

(Compared to 2019\*)

Weekly Occ (%) - Sep 25, 2021 to Dec 11, 2021



\*2019 is indicated by the Yellow Line

Current Week						
Su	Mo	Tu	We	Th	Fr	Sa
<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>
26.1	34.1	35.8	32.1	31.6	48.8	56.0
21.6	31.3	32.4	35.0	31.3	42.1	45.9
20.5	8.9	10.5	-8.3	0.9	15.7	21.9

## Partner Education:



## Social Media Marketing Trends for 2022: Predictions From the Pros

Want to take advantage of the latest social marketing changes? Looking for expert insight to help you get your marketing plans on track? In this article, 21 top marketing experts share their predictions to help you prepare your marketing plans for the coming year.

UPCOMING EVENTS

PARTNER NEWS

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