

Going Places - 11.22.2022

'TIS THE SEASON

Destination Gettysburg launches holiday marketing campaign

While our eyes (and noses) might be focused on Thanksgiving, Destination Gettysburg's marketing team has turned its attention to the holiday season, ready to kick off a six-week campaign to attract visitors throughout the Mid-Atlantic region to visit Adams County and enjoy events, great shopping, beautiful decorations and historic homes.

The holiday campaign begins the day after Thanksgiving and runs through New Year's Day. The Gettysburg Christmas Festival is back this year

for one weekend, Dec. 2-4, as well as the Totem Pole Playhouse's production of "A Christmas Carol" at the Majestic Theater, and the return of Gettysburg's New Year's Eve celebration downtown.

Our holiday marketing focuses on these events and the dozens of other holiday performances, historic home tours, family fun and more - while at the same time highlighting the great shopping, cozy lodging and ways to get away from the stress of the holidays. Our team has placed print and digital ads, billboards, videos and social media efforts to draw potential visitors to Destination Gettysburg's website to plan their holiday getaway.

You can check out our ads by clicking on the left button below. The middle and right buttons below contain both video links and photos that you can use and share to help promote the holiday season in Gettysburg.



Are your holiday events on our calendar?

In order to provide potential visitors with the most robust holiday message, we need to fill our online events calendar with holiday events throughout the season.

Uploading an event is easy ... just visit our website, log in, and enter your events to our online calendar, which is viewed more than 12,000 times every month.

[CHECK OUT THE CALENDAR](#)



In celebration of the holiday, Destination Gettysburg offices are closed Thursday and Friday.



ONE WEEK LEFT TO REGISTER

Holiday Gathering set for Dec. 6

Join Destination Gettysburg for its annual Holiday Gathering on Tuesday, Dec. 6, from 4:30 to 6:30 p.m. at Amblebrook Gettysburg. The Holiday Gathering will feature heavy hors d'oeuvres, wine and beer, and other refreshments. Tours of the Amblebrook facility will also be offered.

You and your staff are both invited for this holiday event, and registration is required. Please RSVP by visiting the link below before Tuesday, November 29. The event is free for partners and their employees, and elected officials. The fee for guests or non-partners is \$30.

Amblebrook is located off Route 394, just east of the intersection with Route 15.

[SIGN UP
TODAY!](#)



BOARD ELECTIONS

Please send ballots back by Dec. 1

Ballots for Destination Gettysburg's election for its next Board of Directors have been mailed, and eligible partners are asked to review the candidates, make their selections, and send their ballot back by Thursday, Dec. 1.

Seven candidates are running for three open seats on Destination Gettysburg's Board of Directors for 2023. Each candidate has submitted answers to a series of questions posed by the organization's election committee. We invite you to visit the link below, review the list of candidates and click on their photographs for a short biography and answers to those questions.

Partners are asked to cast their votes and return their ballots as soon as possible. Ballots must be postmarked by December 1, 2022.

[CHECK OUT THE CANDIDATES](#)

WWII museum to host Holiday Open House exclusively to Destination Gettysburg partners

As a way of thanking the tourism community, the World War II: American Experience Museum is inviting partners of Destination Gettysburg out to a Holiday Open House on Wednesday, Dec. 14, from 3 p.m. to 5 p.m. Guests can enjoy coffee, hot chocolate, hot cider and holiday treats, along with free tours of the newly opened museum - decorated for the season. No registration is required.



NEW PARTNER SPOTLIGHT:

Chicken Hill Distillery

Established in 2017, Chicken Hill Distillery is Elk County's first distillery, using the finest ingredients and using a painstaking process to make a great tasting corn whisky product. This partnership represents their outlet store



in Gettysburg.

Address: Outlet Shoppes of Gettysburg,
1863 Gettysburg Village Drive, Suite 520

Contact: Daniel Meyer

Phone: (223) 255-2174

Email: chickenhillshine@gmail.com

[LEARN MORE](#)



Marketing, Sales and Partnership Report

See how Destination Gettysburg is working to get its message out to millions of potential travelers from around the world.

[OCTOBER 2022 REPORT](#)



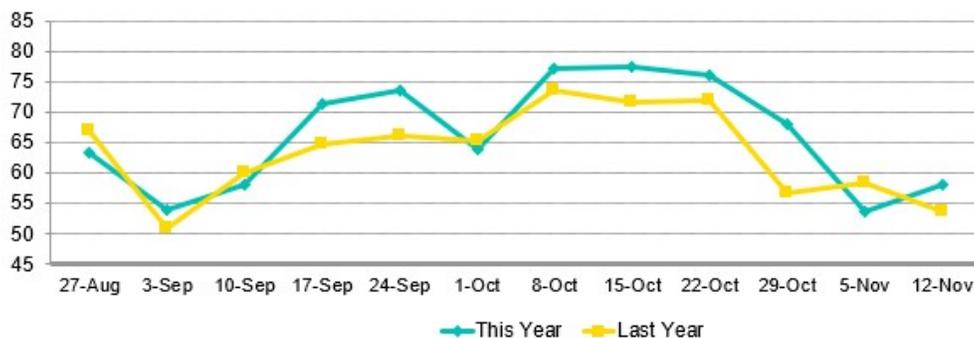
Travel Trends Highlight the 'No Normal' in 2023

Expedia survey shows that in 2023, travelers will follow TV shows, movies, social media for guidance.

[READ MORE](#)

STR Report - Occupancy Rate

Weekly Occ (%) - Aug 27, 2022 to Nov 12, 2022



| Current Week | | | | | | |
|--------------|----------|----------|----------|-----------|-----------|-----------|
| Su | Mo | Tu | We | Th | Fr | Sa |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 37.7 | 45.1 | 44.4 | 53.4 | 64.5 | 78.9 | 75.6 |
| 36.4 | 43.1 | 45.7 | 46.1 | 53.4 | 74.5 | 76.8 |
| 3.7 | 4.6 | -2.9 | 28.8 | 20.8 | 6.0 | -1.5 |

Partner Education:



The who, what, why and how of digital marketing

Marketing has always been about connecting with your audience in the right place and at the right time. Today, that means you need to meet them where they are already spending time: on the internet.

[READ MORE](#)

[DESTINATION GETTYSBURG'S EVENT CALENDAR](#)

Destination Gettysburg |
www.DestinationGettysburg.com



Destination Gettysburg | 1560 Fairfield Road, Gettysburg, PA 17325

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