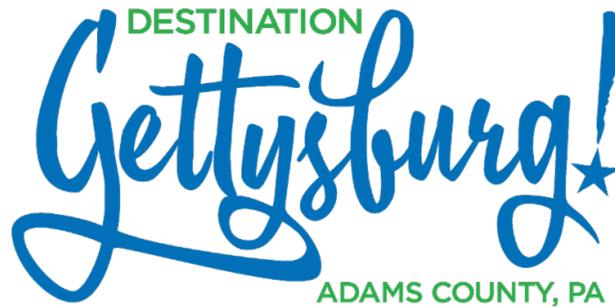


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Going Places 2.2.2021

Social Media: How to do a lot with a little

Social media use is at an all-time high right now due to users consuming more content through the pandemic.

Maintaining a successful social media presence throughout the pandemic and changing cultural and political landscape may seem daunting, but even during unpredictable times, some of the best content opportunities come when you least expect it.

Channel Best Practices

Lean into free tools and resources to do the heavy lifting



Hootsuite



In this webinar hosted by the Pennsylvania State Tourism Office, you'll learn about updated social media practices (like how much you should be posting, what you should be posting, etc.) based on the current climate, content inspiration (seasonal and evergreen), new tactics and trends along with insights and forecasts from industry experts.

This webinar is geared towards those who have already have basic understanding of social media practices. If you are not quite there yet with your understanding of social media, feel free to contact Rachel Wright, rachel@destinationgettysburg.com, with any social media related questions.

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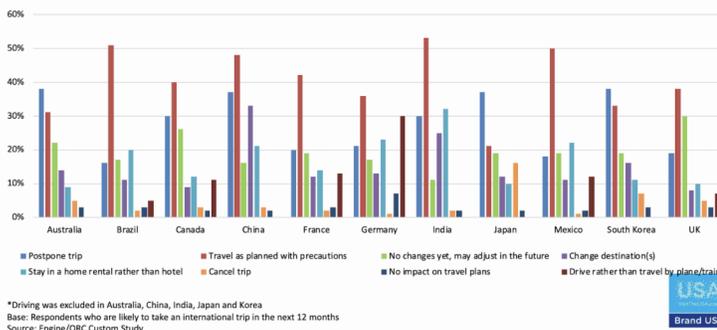
A current look at the international market

While the international market makes up a fraction of the overall visitors to Adams County, it is still an

important market learn about, keep tabs on and accommodate. In COVID times international travel took quite a hit and many were left wondering, "what happens now?"

Brand USA's Vice President, Research & Analytics, Carroll Rheem, researched the current and projected conditions of the international market, including economic outlook and consumer sentiment, of top international markets as it relates to travel. This research was presented during a recent webinar through Brand USA.

Travel Changes due to COVID-19: January 2021



During the webinar, timelines of international travel to the US from top markets based on variables such as number of cases and vaccine distribution are discussed, projecting a travel rebound and a steady but not immediate recovery over the next four years. The webinar takes this sentiment and breaks down how it applies to different segments of international travel.

Consumer sentiment, or how different segments of the international market feel about travel, are also broken down to get an idea of what each segment's concerns regarding travel are and what it will take to bring them to travel again. This is important information to know for when we enter the final stages of recovery, to help assure and accommodate any hesitation from the international market.

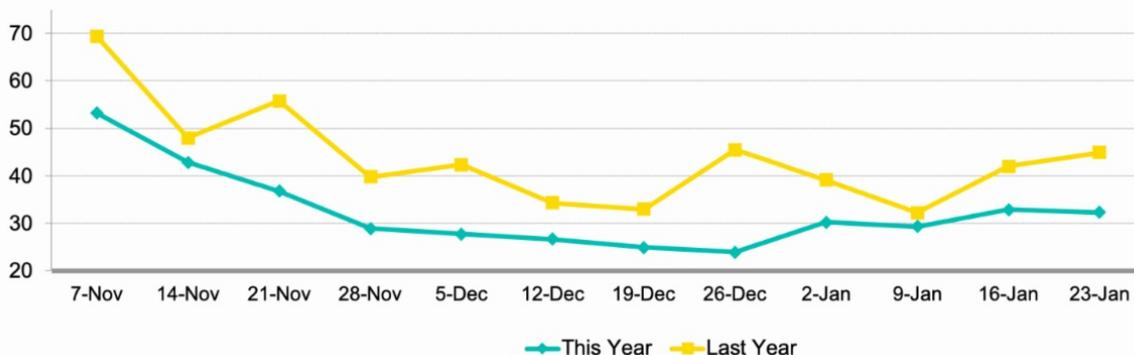
For any questions regarding the international market, or sales in general, contact Donna White at donna@destinationgettysburg.com.

WATCH WEBINAR HERE



STR Report - Occupancy Rate Nov. 7 - Jan. 23

Weekly Occ (%) - Nov 07, 2020 to Jan 23, 2021



Current Week						
Su	Mo	Tu	We	Th	Fr	Sa
17	18	19	20	21	22	23
34.0	26.3	28.0	26.4	26.5	37.7	46.7
58.4	36.0	37.1	36.1	35.4	49.8	61.7
-41.7	-26.8	-24.5	-26.8	-25.2	-24.3	-24.3



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16 Techniques to Power Up Your Content Creation - Convince&Convert

From the time and resources needed to create content to worrying whether the content is even any good, content creation can be daunting and difficult. But it doesn't have to be



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