

Monthly Board Report

January 2024

Monthly Summary



MONTHLY HIGHLIGHTS – JANUARY 2024

MARKETING

- Website users, new users, sessions and page views down slightly vs. 2023, but up over 2022.
- Began PAID social media marketing campaign with Cyrid Media to accompany display advertising and video marketing campaigns.
- Launched winter digital marketing campaign on January 9.
- Began job search and interviews for new Marketing Manager.

PARTNERSHIP

- New Partnership Director (Amy Welsh) getting acclimated with partners, organization.
- One business has signed on as a partner of Destination Gettysburg:
 - New England Falconry
- Held Board of Director reception at Dobbin House Tavern on January 30.
- Secured location (Liberty Mountain Resort) for Annual Mtg. on March 19.

GROUPS/MEETINGS

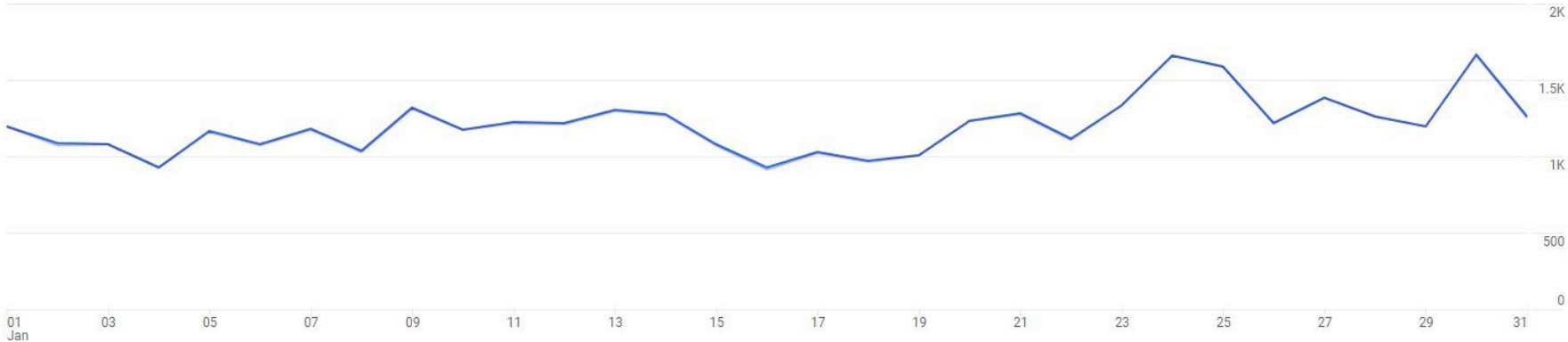
- Attended American Bus Association's Annual Marketplace in Nashville, meeting with more than 100 tour operators from around the United States.
- Continued work with Keystone Crossroads partners (Gettysburg, Lancaster, Hershey) to promote region to group travelers.
- Making preparations to attend PBA Marketplace and PASAE show in March.

COMMUNICATIONS

- Gettysburg's "romantic side" attracting media attention.
- Numerous media mentions of Beyond the Battle Museum as a top new museum in USA Today/10Best.com poll.
- "Leisure Group Travel" and "Groups Today" both publish stories that include Gettysburg.
- Newsletter continues success into 2024.

MONTHLY HIGHLIGHTS – JANUARY 2024

Monthly Website Traffic



USERS

2024 - 34,996
 2023 - 37,228
 2022 - 32,030

NEW USERS

2024 - 32,975
 2023 - 35,631
 2022 - 30,649

PAGE VIEWS

2024 - 103,807
 2023 - 119,918
 2022 - 102,370

SESSIONS

2024 - 42,244
 2023 - 45,105
 2022 - 39,234

AT A GLANCE

- Acquisition:**
- Organic Search - 23,310
 - Direct - 4,544
 - Display - 2,510
 - Organic Social - 2,122
 - Paid Search - 1,377
 - Referral - 991
 - Organic Video - 325

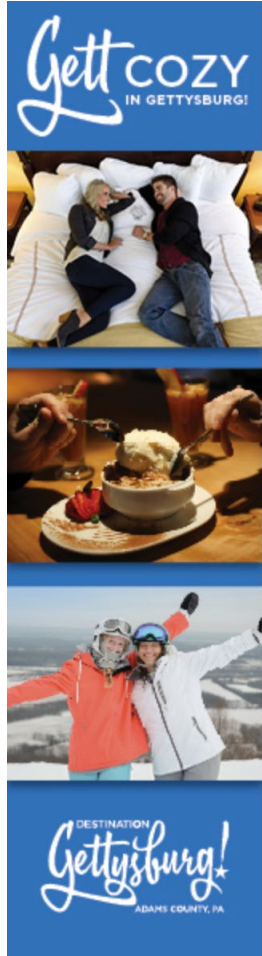
- Top Visited Pages**
- Homepage - 8,045
 - Events Calendar - 5,765
 - Things to Do - 3,975

- Top Geo Locations**
- Pennsylvania - 8,188
 - New York - 3,563
 - Virginia - 3,441
 - Maryland - 2,047
 - Ohio - 1,599
 - Florida - 1,528

- Age Breakdown**
- 18-24 - 336
 - 25-34 - 611
 - 35-44 - 700
 - 45-54 - 1,030
 - 55-64 - 1,128
 - 65+ - 789

Digital/Video Marketing

MONTHLY HIGHLIGHTS – JANUARY 2024



AT A GLANCE

Display

- 1,028,192 Total Impressions.
- 0.075% Click-Through Rate
- 1,454 landing page visits
- 1,252 approximate location visits by targets exposed to a banner, video and connected TV ad.

Video (Online Video + CTV)

- N/A

Google AdWords

- 9,620 Impression Total
- 9,620 Search Impressions
- 1,686 Clicks
- 17.53% Click-Through Rate

Top Performing Search Keywords

- visit gettysburg
- gettysburg tours
- best place to stay in gettysburg
- gettysburg camping

Print Advertising

MONTHLY HIGHLIGHTS – JANUARY 2024



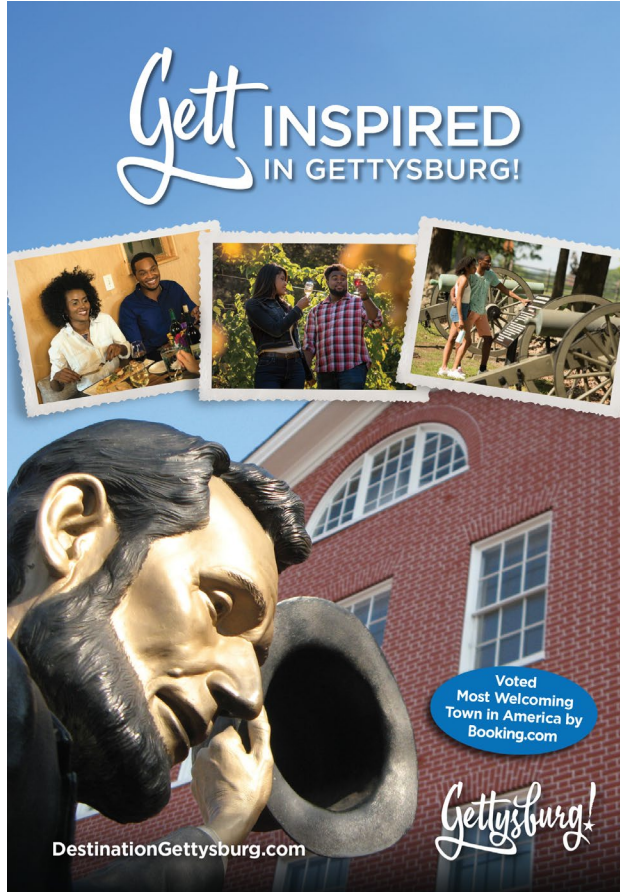
Gett COZY
IN GETTYSBURG!

Winter is a very special time of year to visit Gettysburg, Pennsylvania. It's the perfect season to experience our incomparable history, enduring charm, and endless recreational fun. Take a wintry tour of the hallowed battlefield, enjoy a seasonal stroll through our historically preserved downtown, then get warm in one our cozy bed & breakfasts, luxurious inns or famous hotels. Find your inspiration right here in Gettysburg. A scenic drive from Columbus!

DESTINATION
Gettysburg!
ADAMS COUNTY, PA

DestinationGettysburg.com

Columbus Monthly Magazine (Columbus, Ohio)



Gett INSPIRED
IN GETTYSBURG!

Voted
Most Welcoming
Town in America by
Booking.com

DESTINATION
Gettysburg!
ADAMS COUNTY, PA

DestinationGettysburg.com

Soul Pitt Magazine
(Pittsburgh, Pa.)

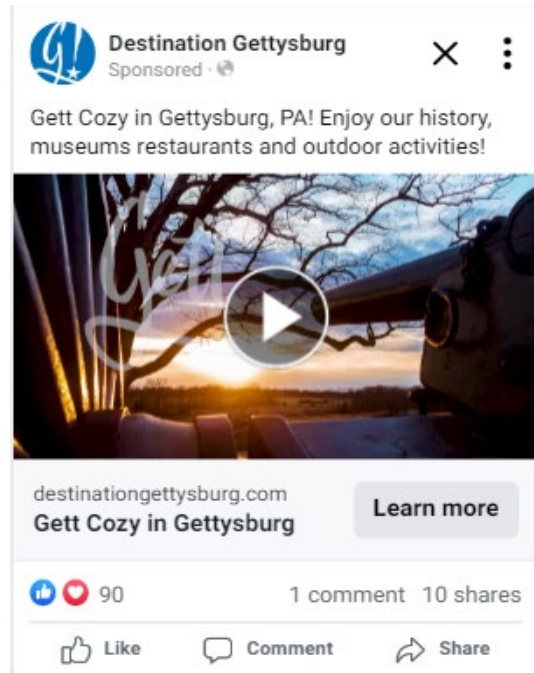
Paid Social Marketing

MONTHLY HIGHLIGHTS – JANUARY 2024

AT A GLANCE

Paid Social

- 377,114 total impressions
- 314,793 reach
- 176 link clicks
- 0.05% click-through rate
- 98 landing page visit totals
- 82 post reactions
- 6 post shares
- 37,962 post engagements
- 257,182 total video plays
 - Video Plays at 25% - 26,225
 - Video Plays at 50% - 8,140
 - Video Plays at 75% - 3,957
 - Video Plays at 100% - 2,315



:15 DG Winter Video Asset



Note: Paid Social Started 01/17/2024 with One Video Asset.

Facebook and Instagram

MONTHLY HIGHLIGHTS – JANUARY 2024

Facebook

Destination Gettysburg
Published by MaryGrace Kauffman · January 22 at 6:24 PM · 🌐

Before your winter trek across the national park, warm up at [The Gettysburg Diorama](#) and see the entire battlefield in miniature!

Thousands of tiny, hand-painted pieces bring the Battle of Gettysburg to life with light and sound effects in a 30-minute show, giving you a bird's eye view of the 6,000-acre landscape.

Learn more: <http://DestinationGettysburg.com/.../gettysburg-history...>



Reactions: 2.5K Comments: 133
Shares: 209

Instagram



destinationgettysburg
Global Genius · Auld Lang Syne

destinationgettysburg Edited · 4w
Gettysburg raised a giant top hat in honor of Lincoln to ring in 2024 🎉👒

Thank you for following along on our 2023 adventures. We can't wait to share what comes next!

#Gettysburg #NewYear #NewYearsEve #BallDrop #Lincoln #Pennsylvania

jillclaireart 4w
So much fun!!! ❤️❤️❤️

1 like Reply

View insights Boost post

486 likes
January 2

Add a comment...

Views: 9,760 Likes: 486
Reach: 6,830 Comments: 8

FACEBOOK

34 Posts
13,896 Engagements
772 Shares
49,827 Followers

INSTAGRAM

54 Posts & Stories
6,545 Engagements
73,627 Reach
55,488 Impressions
11,003 Followers

TikTok, Threads and X

MONTHLY HIGHLIGHTS – JANUARY 2024

TikTok



Views: 2,173 Likes: 155
Comments: 3 Saves: 14

Threads



Likes: 36

X



Views: 2,066 Likes: 76
Reposts: 12 Comments: 2

TIKTOK

4 Videos
8,867 Followers

THREADS

5 Posts
1,372 Followers

X

18 Posts
7,920 Followers

Partnership



MONTHLY HIGHLIGHTS – JANUARY 2024

Meetings/Visits with Current Partners

- Amblebrook Gettysburg
- Liberty Mountain Resort
- Dobbin House Tavern
- Blue and Gray Bar & Grill
- Dawg Gone Bees/Gettysburg
- Sagebrush Shack
- Southern PA Clay
- Sign of the Buck/Union Hotel
- Lark, Oh Man!, Nerd Herd
- LocaFlora
- Country Inn and Suites
- Gettysburg Mercantile Museum
- Lincoln Social Food Market
- Georges on York B&B
- Food 101
- Mansion House 1757 Boutique Inn
- Rosie's Collection
- Appalachian Brewing Company
- Tommy's Pizza
- Comm. Media of Southcentral PA
- Ragged Edge Coffee House
- O'Rorkes Family Eatery
- Waldo's & Company

Meetings with Potential Partners

- Presidents Café
- Readings by Cathy
- Addressing Gettysburg
- Hasta Hideaway
- Village Book and Table
- Tommy's Train - Gettysburg
- New Oxford Antique Stores
- The Lucky Paw - Gettysburg
- Sweeter Than Sap
- Ploughman Cider
- Kip & Idle Home
- Mai Noodle House
- Ernie's Texas Lunchbox
- A&A Village Treasures
- Venue Bouchon (Wedding venue)
- Deja Brew - New Oxford
- Calimore Creations
- The Upper Crust
- Gettysburg Farmstead
- Body and Soul Silversmith
- Baca's (Vintage Store)
- Etheric Connections
- Chopsticks Express

Upcoming Partner Events

- Annual Meeting - March 19 at Liberty Mountain Resort

AT A GLANCE

Partnership

- 321 Total Partners

New Partners

- New England Falconry

Partner Engagement

- 25 Partner Meetings/Trainings

Going Places Newsletter

- January 3 - 58.4% Open Rate
- January 17 - 47.7%
- January 31 - 59.9%

Groups and Meetings Market

MONTHLY HIGHLIGHTS – JANUARY 2024

Sales and Marketing Highlights

- Attended ABA, over 100 total appointments
- Attended PA Tourism reception at ABA
- Attended MPIMP education and networking event
- Hosted Girl Scout Day 2024 planning meeting with partners
- Hosted DOS group with local hotel partners
- Keystone Crossroads 2024 planning meeting
- Debrief meeting to discuss National Council for Social Studies marketplace

Upcoming Marketplaces

- PASAE Connections- March 21-22
- PBA Marketplace- March 25-26
- PA Sales Mission- April 1-5
- PA Tourism RTO event- April 24

AT A GLANCE

Engagement:

Group Tour - 110 contacts
Meetings Market - 10 contacts

RFPs Sent: 3, totaling 756 Room Nights

Upcoming Communications:

- February - Group Mkt. Newsletter
- March - Meetings Mkt. Newsletter



The Pennsylvania delegation at the PA Tourism reception at American Bus Association.

Media and Communications



MONTHLY HIGHLIGHTS – JANUARY 2023

Monthly Media Coverage

Total Placements: 81

Noteworthy Stories:

(*Notes Stories Made Possible Through DG Efforts)

- [Six Family Friendly \(Pennsylvania\) Destinations for Your Vacation](#)
- [*PA Spot Among the Most Romantic in the U.S.](#)
- [*Gettysburg Ranked Among Pennsylvania’s Most Romantic Towns](#)
- [Best New Musuem: Gettysburg Beyond the Battle Museum](#)
- [America’s 50: Places Worth a Visit in Each State](#)
- [Thirteen Best Bakeries in Pennsylvania \(Gettysburg Baking Co.\)](#)
- [Amazing Budget Weekends for Philly Families](#)
- [Patriot Rail to Start Tourist Services in Gettysburg](#)
- [A Toast to PA Distilleries, Breweries and Wineries \(MD Distillery\)](#)

FoxNews.com	Worldwide
The Patriot News	Central PA
Fox 43	Central PA
AOL.com (and others)	Worldwide
F. Worth Star-Telegram	Texas
The Keystone	Pennsylvania
Blogorama	Unspecified
Trains Magazine	National
Leisure Group Travel	National

AT A GLANCE

Consumer Communications

Contact List - 77,276 names

Consumer Newsletter January - 28.4%

Upcoming Media Pitches:

- 2024 Outlook
- Winter/Romantic
- Spring Travel

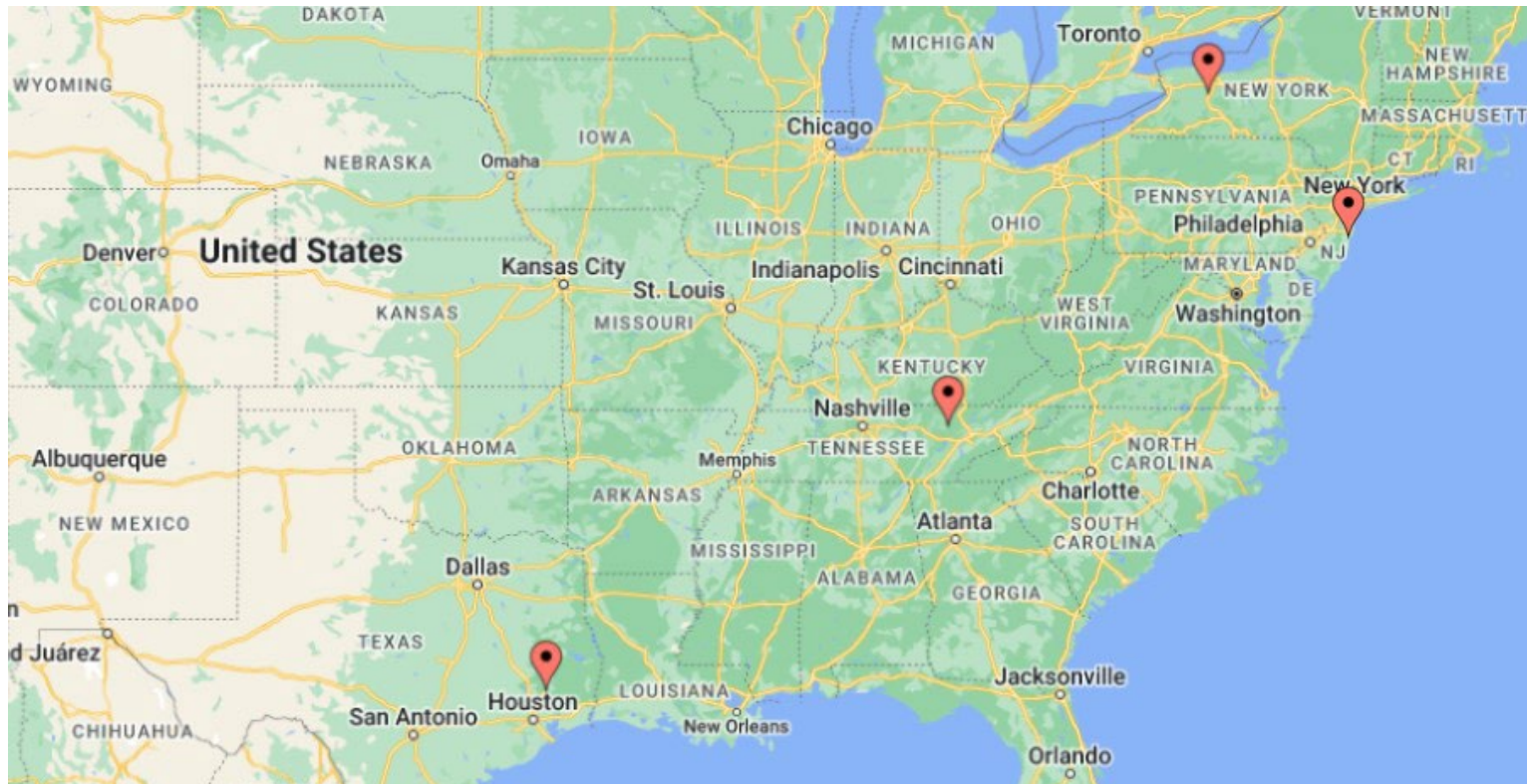
Upcoming Media Visits:

- Jennifer Warren, Blogger who specializes in neurodivergent travel. (April 2024)

Visitor Services

MONTHLY HIGHLIGHTS – JANUARY 2024

Our visitors, by ZIP Code ...



AT A GLANCE

Visitors Requesting Info:
Visitor Center/Admin - 67

Most frequent topics/questions:

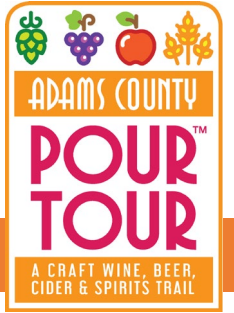
- Where to eat
- Most indicated they were here 1-2 hours

Guides Distributed: 1,287

VS on the Road:

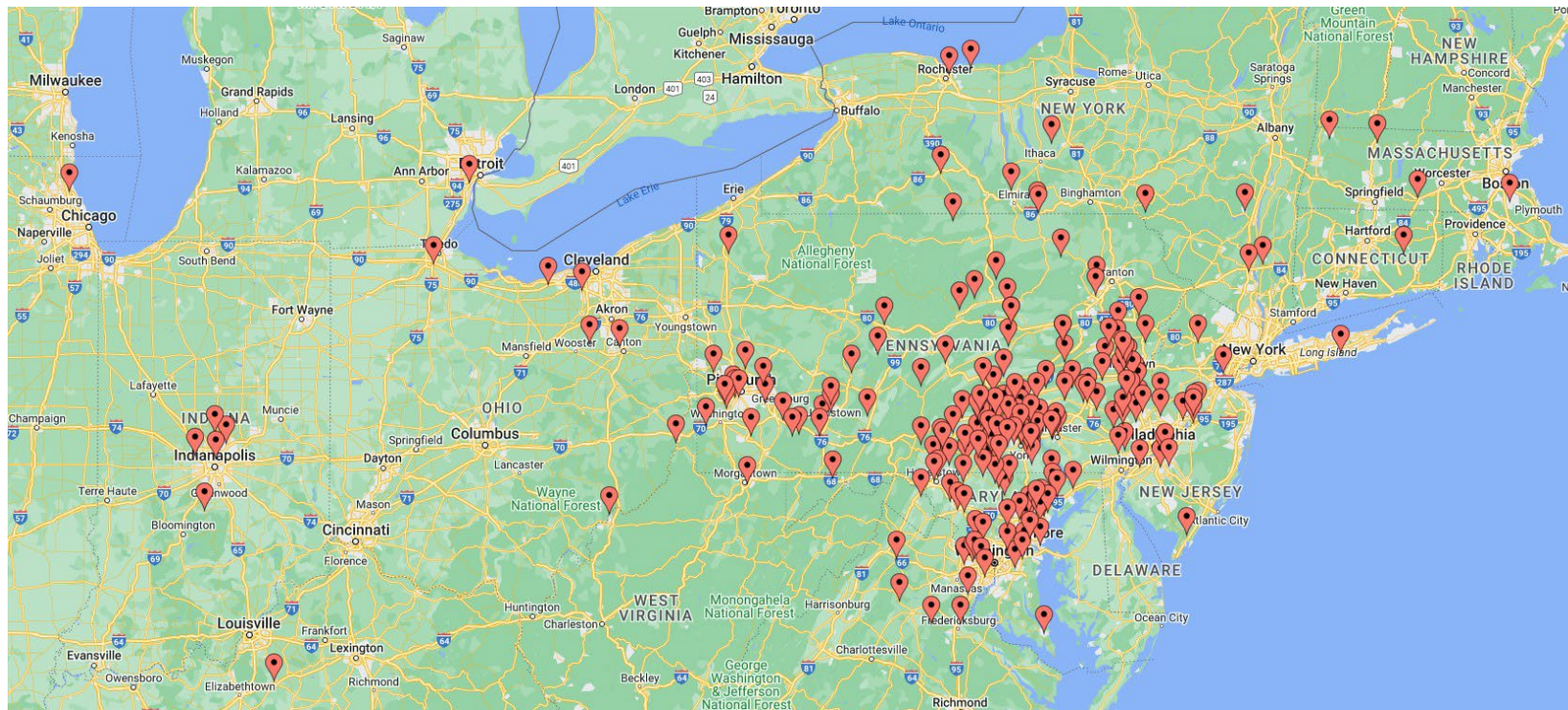
- AAA Travel Showcase - Pittsburgh, Pa.
- I-81 Welcome Center - Greencastle, Pa.

Adams County Pour Tour



YEAR-END HIGHLIGHTS – 2023

Passport Holders



Map notes zip codes of passport holders who checked in at three or more Pour Tour locations in 2023.

2023 - AT A GLANCE

Sign-Ups: 1,249
Check-Ins: 3,176
Prizes Issued: 221

New Partners:

- Pilger Ruh Taproom