

Monthly Board Report

June 2023

Monthly Summary

MONTHLY HIGHLIGHTS – JUNE 2023

MARKETING

- Website traffic up by 19.74% over June 2022.
- Users, sessions and page views are all up over 2022.
- 160th Anniversary webpage attracted over 10,000 visits.
- Event calendar surpasses homepage in website traffic.
- More than 73,000 copies of Visitors Guide are distributed in first four months.

PARTNERSHIP

- Three businesses have signed on as a partners of Destination Gettysburg:
 - Sagebrush Shack
 - Southern PA Clay
 - Ghost City Tours
- Summer Social event scheduled for Aug. 8.
- Planning three partner education/training sessions in July/August.

GROUPS/MEETINGS

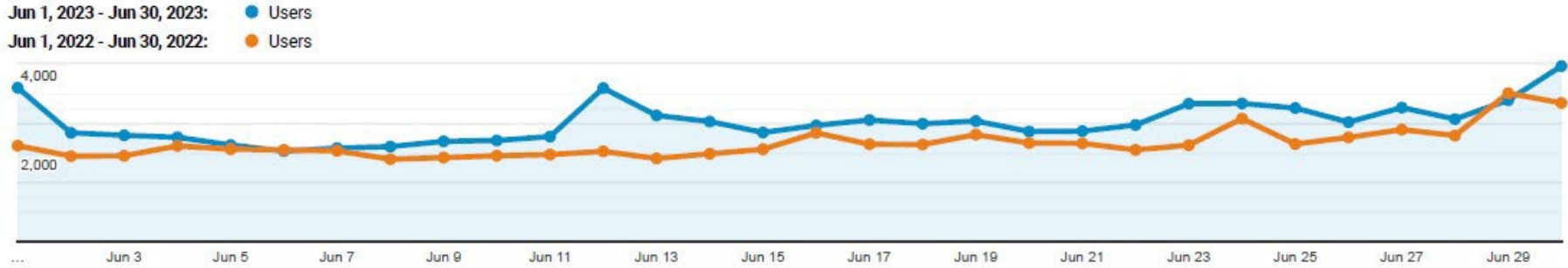
- Hosted Sales Mission to Harrisburg area to meet with meeting planners.
- Attended PBA's Annual Meeting in Chatauqua, N.Y.
- Met with multiple groups/associations for 2024 conventions or reunions.

COMMUNICATIONS

- Booking.com names Gettysburg the “Most Welcoming City in America.”
- Hosted journalist from Daily Item (Sunbury, Pa.) who’s article ran in more than 20 publications throughout the Mid-Atlantic.
- Monthly newsletter on par to average 29.5% for year.

MONTHLY HIGHLIGHTS – JUNE 2023

Monthly Website Traffic



AT A GLANCE

- Acquisition:**
- Organic Search - 66.04%
 - Direct - 15.21%
 - Paid Search - 7.94%
 - Referral - 4.59%
 - Social - 3.46%
 - Display Ads/Other - 3.25%
- Top Visited Pages**
- Homepage - 15,641
 - Event Calendar - 16,466
 - 160TH Anniversary Page - 10,073
 - Things to Do - 6,493
 - Re-enactment Event - 5,529

- Top Geo Locations**
- Pennsylvania - 27.23%
 - Virginia - 10.29%
 - New York - 7.67%
 - Ohio - 5.77%
 - Maryland - 5.65%

- Age Breakdown**
- 18-24 - 9.88%
 - 25-34 - 15.60%
 - 35-44 - 21.19%
 - 45-54 - 19.25%
 - 55-64 - 19.81%
 - 65+ - 14.28%

USERS

2023 - 69,409
 2022 - 58,121
 2021 - 70,885

NEW USERS

2023 - 66,538
 2022 - 55,976
 2021 - 66,930

PAGE VIEWS

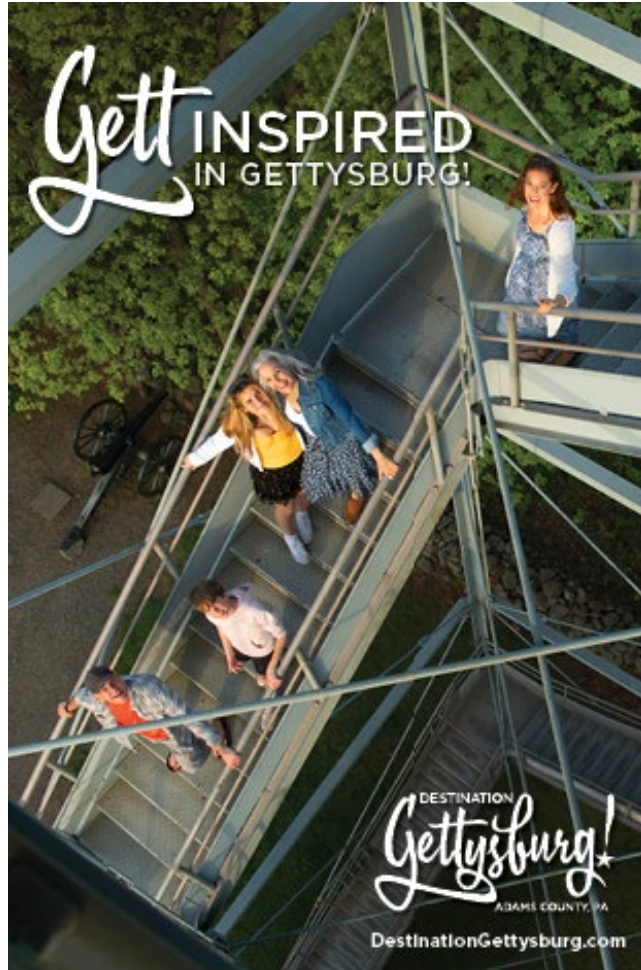
2023 - 245,936
 2022 - 181,061
 2021 - 251,136

SESSIONS

2023 - 91,639
 2022 - 75,100
 2021 - 92,982

Digital/Video Marketing

MONTHLY HIGHLIGHTS – JUNE 2023



AT A GLANCE

Display

- 2,162,902 Total Impressions Delivered
- .047% Click-Through Rate
- 3,875 Landing page visit totals
- 10,022 visits by targets exposed to a banner, video and connected TV ad.

Video (Online Video + CTV)

- 167,024 total Impressions Delivered
- 114,607 CTV Impressions
- 88% Player Completion Rate

Google AdWords

- 113,125 Impression Total
- 41,877 Search Impressions
- 6,787 Clicks
- 16.21% Click-Through Rate
- 71,248 YouTube Impressions

Top Performing Search Keywords

- "visit gettysburg"
- things to do in gettysburg
- "gettysburg vacation rentals"

Print Advertising

MONTHLY HIGHLIGHTS – JUNE 2023

Gett INSPIRED IN GETTYSBURG!

Plan your visit today!

Destination Gettysburg!
ADAMS COUNTY, PA
DestinationGettysburg.com

USA Today Travel Guide – Summer Edition

ADAMS COUNTY CROP HOP
A FARM & MARKET TRAIL

ADAMS COUNTY CROP HOP

A "phone-to-table" Farm and Market Trail, located in beautiful Gettysburg, Adams County, PA.

The farms and markets along the Crop Hop offer a variety of seasonal fresh fruits & vegetables, pick-your-own fruit and flowers, farm tours, cooking classes, farm meats, hands-on experiences, entertainment and more.

Plan your visit!

GET YOUR FREE 2023 CROP HOP PASSPORT, CHECK-IN AT STOPS AND WIN PRIZES!

AdamsCountyCropHop.com
#Crop2it

THE BOUNTY OF ADAMS COUNTY AWAITS.

GET YOUR FREE PASSPORT!

ADAMS COUNTY POUR TOUR
A CRAFTY WINE, BEER, CIDER & SPIRITS TRAIL

Plan your visit!

AdamsCountyPourTour.com
#GetPoured

The Burg Magazine

Facebook and Instagram

MONTHLY HIGHLIGHTS – JUNE 2023



Destination Gettysburg

Published by MaryGrace Kauffman · June 29 at 1:07 PM ·

If you missed the first re-enactment this past weekend, don't worry, there's more! The re-enactment at the [Daniel Lady Farm](#) starts tomorrow and runs through Sunday.

The re-enactment is one of dozens of exciting events happening over the next few days as we remember the historic battle that took place here July 1, 2 and 3, 1863.

You don't want to miss this chance to witness the 160th Battle of Gettysburg anniversary.

Find the full schedule here, with events through July 4:

www.destinationgettysburg.com/160th-anniversary

#Gettysburg #Gettysburg160th #reenactment #FamilyFun #AdamsCountyPA



Reactions: 660

Comments: 39

Shares: 83



Likes: 609

Views: 14.6K

Reach: 11,787

Comments: 24

FACEBOOK

36 Posts

6,895 Engagements

470 Shares

47,494 Followers

INSTAGRAM

52 Posts & Stories

6,727 Engagements

85,862 Reach

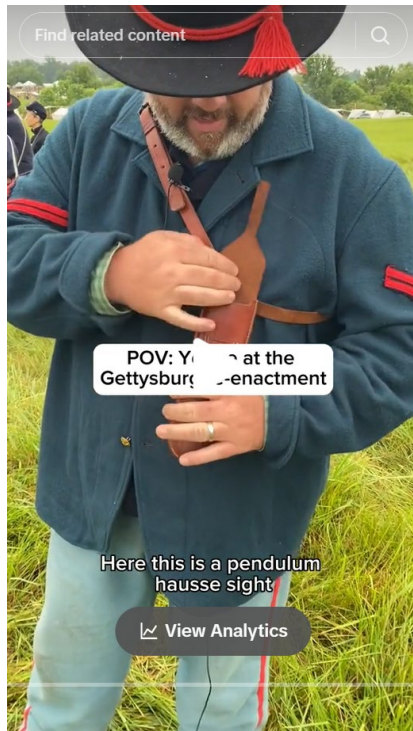
53,090 Impressions

9,355 Followers

TikTok and Twitter

MONTHLY HIGHLIGHTS – JUNE 2023

TikTok



Views: 93K
Likes: 3,961



Views: 57.1K
Likes: 4,074

Twitter



Destination Gettysburg
@GettysburgNews

160th Battle of Gettysburg Anniversary

12 days of events

2 weekend re-enactments

1 unforgettable story

Mark your calendars for June 23 to July 4!

Details here: destinationgettysburg.com/160th-annivers...

#Gettysburg #Gettysburg160th #reenactment #CivilWar #history



Views: 8,688
Likes: 169

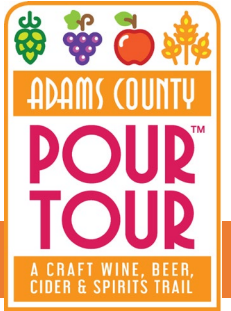
TIK-TOK

11 Videos
7,312 Followers

TWITTER

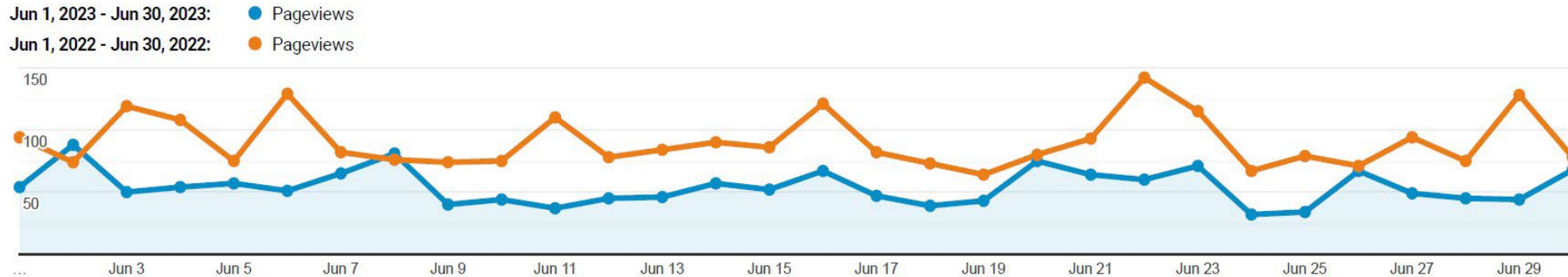
33 Tweets
7,768 Followers

Adams County Pour Tour



WEBSITE AND DIGITAL HIGHLIGHTS – JUNE 2023

Monthly Website Traffic



WEBSITE

Page Views

1,626 Views in June 2023
 Down 40.13% YOY vs. 2022
 Down 32.37% YTD vs. 2022

Top 6 Web Pages

- Homepage
- Wine
- Map
- Beer
- Events
- Itineraries

DIGITAL MARKETING

Display Advertising

- 124,723 impressions delivered
- .074% click-through rate
- 137 landing page visits
- 974 approximate DG zone location visits

Google AdWords

- 3,871 search impressions
- 242 clicks
- 6.25% click-through rate

Top Performing Search Keywords

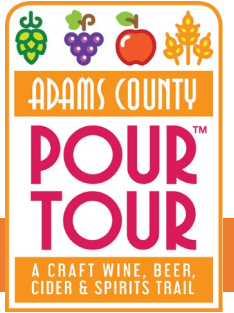
- +wine +tastings
- +wine +trail
- [adams county pour tour]
- +pour +tour



Digital Passport:

Passport sign-ups: 147
 Digital check-ins: 492
 Redemptions: 33
 Newsletter OR: 43%

Adams County Pour Tour



SOCIAL MEDIA HIGHLIGHTS – JUNE 2023

Facebook



Reactions: 20
Comments: 11
Shares: 21

Instagram



Likes: 9
Reach: 226

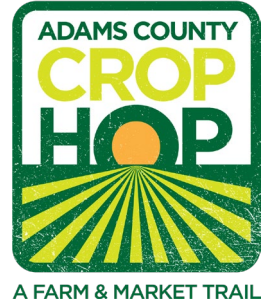
FACEBOOK

10 Posts
368 Engagements
28 Shares
2,098 Followers

INSTAGRAM

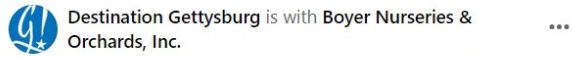
10 Posts
79 Engagements
1,110 Followers

Adams County Crop Hop



MONTHLY HIGHLIGHTS – JUNE 2023

Facebook



Destination Gettysburg is with Boyer Nurseries & Orchards, Inc.

Published by MaryGrace Kauffman · June 21 at 12:27 PM ·

You deserve a summer to remember. #GettAway to historic Gettysburg, Pennsylvania and explore the beautiful Adams County countryside.

Explore a maze, pick your own fruit and soak in the sunshine.

Sign up for a free Adams County Crop Hop passport and start planning your summer bucket list.

Get your digital passport here:

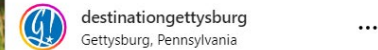
<https://destinationgettysburg.com/crophop/>

#Gettysburg #CropHop #Crop2It #FirstDayOfSummer #VacationIdeas #AdamsCountyPA



Reactions: 67
Shares: 5
Comments: 3

Instagram



destinationgettysburg
Gettysburg, Pennsylvania

destinationgettysburg Which goat do you think was the most vocal? We'll give you one guess 🤔

Goats, grins and great times are waiting for you at @gettysburggoatyoga. They offer goat yoga and hangouts on the farm and at local businesses. Check out @sudsfromthebucket to see the skin care products they make from goats' milk.

This farm is just one of many fun stops on the Adams County Crop Hop! Sign up for your free Crop Hop passport (link in bio) to discover fun things to

View insights

Boost post



92 likes

JUNE 13

Add a comment...

Post

Likes: 92
Reach: 1,366

AT A GLANCE

- 80 sign-ups
- 89 check-ins
- 20 discounts redeemed
- 3 prizes redeemed
- 50% newsletter OR

Partnership



MONTHLY HIGHLIGHTS – JUNE 2023

Meetings/Visits with Current Partners

- GettysBike
- The Crystal Wand
- Gettysburg Museum of History
- The Horse Soldier
- Cone Sweet Cone
- Lion Potter
- Gettysburg Diorama
- The Horse Soldier
- Great T-shirt Company
- Civil War Store on Steinwehr
- Rosie’s Collection
- The Chamber of Commerce
- bobbi becker gallery
- Thomason’s Olde Thyme Herb Farm
- Mela Kitchen
- Gettysburg Heritage Center
- Gettysburg Hist. Town Walking Tours
- Carlisle Sports Emporium
- Beyond the Battle Museum
- Shriver House Museum
- Gettysburg National Military Park
- SavorHood
- The Core Theatre
- Union Hotel
- Highland Games Academy
- Hidden Memories
- Gettysburg.com
- Lomas Center
- Gettysburg Ghost Tours
- Regimental Quartermaster
- Brickhouse Inn
- Civil War Ghost Tours
- National Shrine of Saint Elizabeth Ann Seton
- Southern PA Clay
- Children of Gettysburg 1863

AT A GLANCE

Partnership

- 314 Total Partners*

New/Returning Partners

- Southern PA Clay
- Sagebrush Shack
- Ghost City Tours

Partnership Engagement

- 35 Partner Meetings/Training

Going Places Newsletter

- June 7 – 60.3% Open Rate
- June 21 – 54.7%

Potential Partnership

- Servant’s Olde Tyme Photos
- Strickland Enterprises
- Sign of the Buck
- American Allegiance
- Bogey Boys
- ARC of York/Adams Counties
- Olivia’s Restaurant

Upcoming Partnership Events

- Cultivating Transformational Customer Experience – July 25
- Summer Social Celebration – August 8
- Group Sales 101 – August 24

Groups and Meetings Market



MONTHLY HIGHLIGHTS – JUNE 2023

Sales and Marketing Highlights

- Partner meetings and site visits with Hidden Memories Tours, Highland Games Academy, Seton Shrine, and Gettysburg Hotel
- Meeting planner sales mission to association planners in Harrisburg
- Hosted Group Tour Meeting
- Meeting with USS Jouet to assist in planning their 2025 reunion
- Call with Girl Scouts in the Heart of PA to discuss Girl Scout Day event promotion
- Call with Hotelbeds to review 2022 production numbers and discuss adding more hotels
- Group tour photo and video capture
- Meeting with the Bulldog Club of America to assist in planning their 2024 convention
- Attended PBA Annual Meeting
- Attended MRN Summit- 24 appointments with reunion planners
- Followed up from IPW

Upcoming Marketplaces

- Meeting planner FAM July 17-19, 2023
- SYTA- August 15-22, 2023
- Maryland Motorcoach- September 26, 2023
- Greater NJ Motorcoach- October 5, 2023

AT A GLANCE

Engagement:

Group Tour - 50 contacts
Meetings Market - 45 contacts

Upcoming Communication:

- July - Meeting Mkt. Newsletter
- August - Group Mkt. Newsletter

Media and Communications



MONTHLY HIGHLIGHTS – JUNE 2023

Notable Media Coverage

Total Placements: 131

Noteworthy Stories:

(*Notes Stories Made Possible through DG Efforts)

- [Most Welcoming Cities in America](#)
- [*Commemorating the 160th Anniversary of Gettysburg](#)
- [A Civil War Tour of Gettysburg](#)
- [Most Patriotic Small Towns in America](#)
- [Ideal Destinations for a Three-Day Weekend in Pennsylvania](#)
- [*What to Expect for the 160th Anniversary of Gettysburg](#)
- [Places in the U.S. that Every American Should Visit](#)
- [Exploring Charm and History in Pennsylvania's Small Towns](#)
- [*Guide to Gettysburg](#)
- [*160 Years Later, Gettysburg Returning to 1863 Roots](#)

- | | |
|----------------------|-------------------|
| Booking.com | Worldwide |
| Fox 43 | Southcentral Pa. |
| Baltimore Style | Baltimore, Md. |
| The Discoverer | Unspecified |
| World Atlas | Unspecified |
| The Keystone | Pennsylvania |
| MSN | National |
| NewsBreak | Unspecified |
| Pittsburgh Quarterly | Pittsburgh, Pa. |
| Daily Item, et al | Mid-Atlantic U.S. |

AT A GLANCE

Consumer Communications

Contact List -
77,360 names

Consumer Newsletter
June - 29.7%

Special Edition Newsletter
June 12 - 29.7%

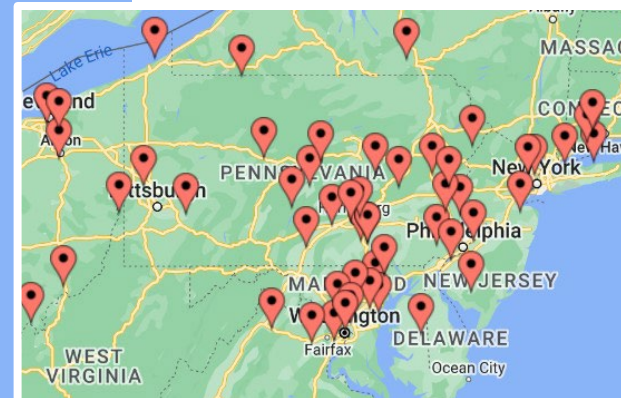
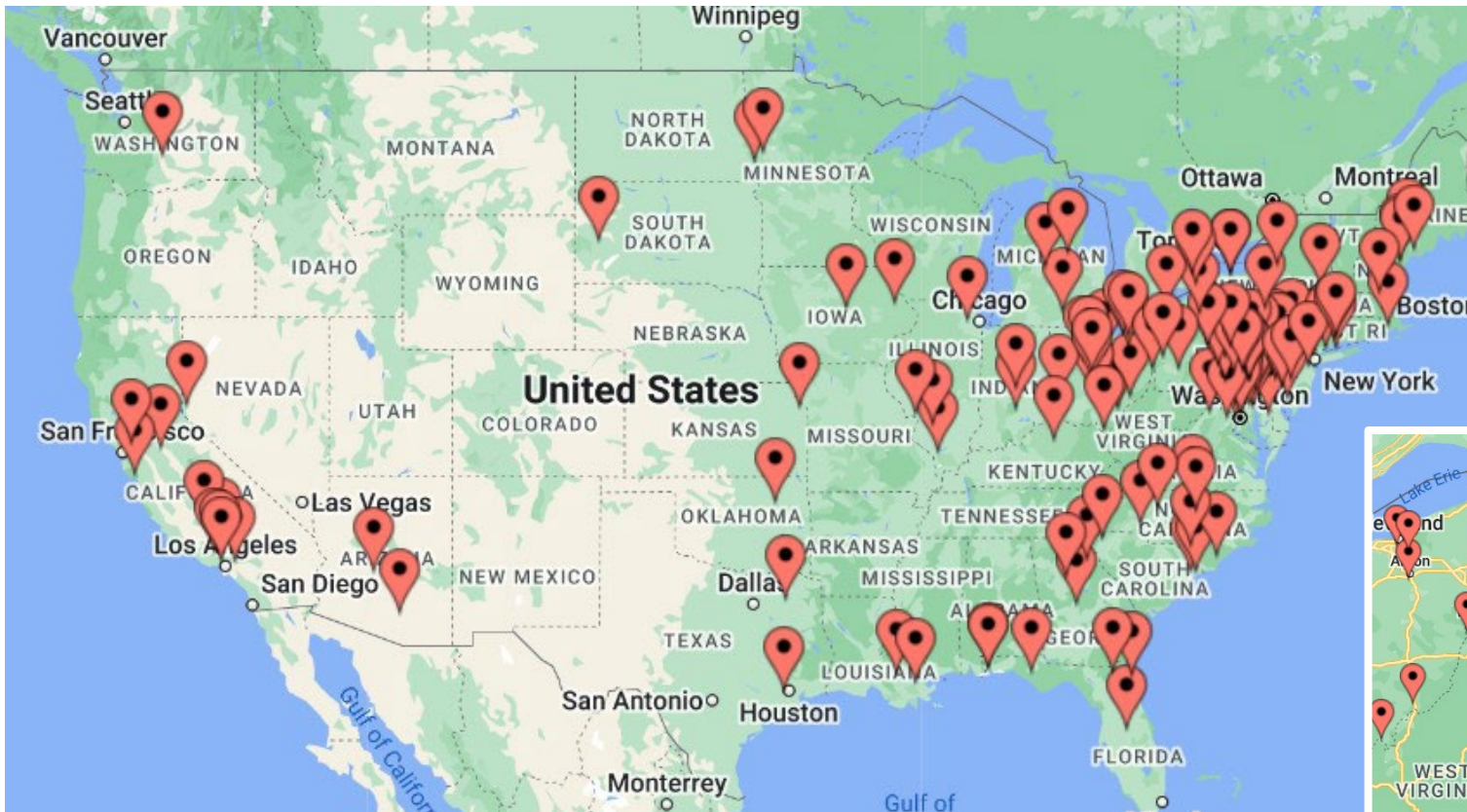
Upcoming Media Pitches

- Fall Travel Season
- Holiday Season

Visitor Services

MONTHLY HIGHLIGHTS – JUNE 2023

Our visitors, by ZIP Code ...



AT A GLANCE

Visitors Requesting Info:
Visitor Center/Admin - 477

Most frequent topics/questions:

- Kid-friendly Attractions
- Where to Eat
- Re-enactments

Guides Distributed: 11,047
Online Guide Views: