

Monthly Board Report
Marketing, Sales, Partnership
May 2023

Monthly Summary

MONTHLY HIGHLIGHTS – MAY 2023

MARKETING

- Website traffic up by 22.34% over May 2022. Traffic in May was highest May traffic in past 7 years.
- Users, sessions and page views are all up over 2022.
- Pour Tour digital campaign started May 1.
- More than 60,000 copies of Visitors Guide are distributed in first three months.

PARTNERSHIP

- Two businesses have signed on as a partners of Destination Gettysburg:
 - Pilger Ruh
 - Reluctant Witnesses – Gettysburg Historic Town Walking Tours
- Summer Social event tentatively set for Aug. 8.
- Hired Partner Services Coordinator – Magdalena Radovic-Moreno.

GROUPS/MEETINGS

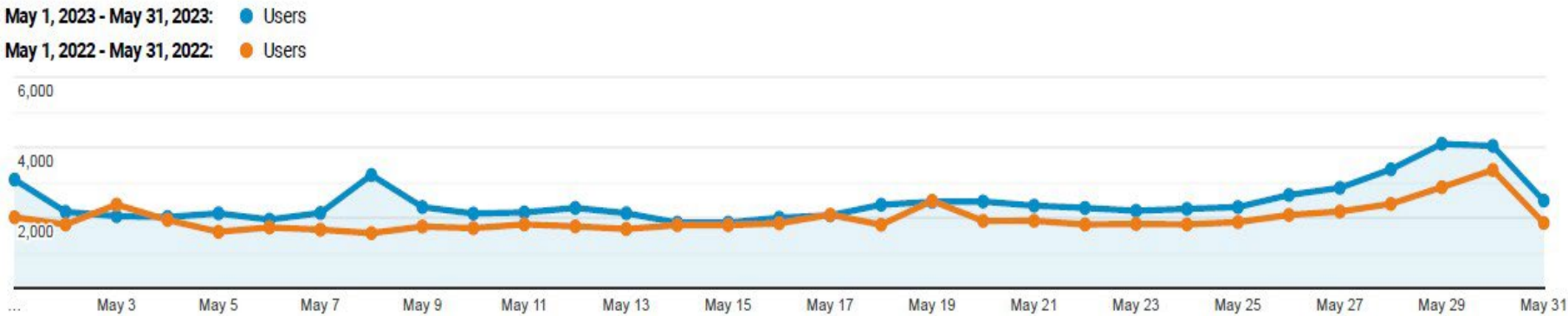
- Attended IPW in San Antonio and met with 30 international buyers and hosted Pennsylvania reception for both buyers and international media. Initiated follow-up with appointments.
- Made preparations to attend PBA Annual Meeting and Military Reunion Network shows in June.
- Site visit with County Commissioners Association of Pa. for potential 2028 convention.

COMMUNICATIONS

- Secured coverage in several national media outlets including Newsday, Country Living Magazine, MSN and AAA.
- Attended IPW and met with 25+ journalists from 14 different countries.
- Monthly newsletter sets open rate record of 31.5 percent.

MONTHLY HIGHLIGHTS – MAY 2023

Monthly Website Traffic



USERS

2023 - 66,417
 2022 - 54,288
 2021 - 63,425

NEW USERS

2023 - 64,922
 2022 - 51,948
 2021 - 60,962

PAGE VIEWS

2023 - 211,069
 2022 - 163,333
 2021 - 225,193

SESSIONS

2023 - 85,223
 2022 - 69,410
 2021 - 84,381

AT A GLANCE

- Acquisition:**
- Organic Search - 65.59%
 - Direct - 14.83%
 - Paid Search - 8.70%
 - Social - 5.99%
 - Display Ads/Other - 3.89%
 - Referral - 2.66%

- Top Visited Pages**
- Homepage - 13,933
 - Event Calendar - 12,990
 - All Things to Do - 6,172
 - Things to Do - 5,349
 - Blog - First Visit - 4,528

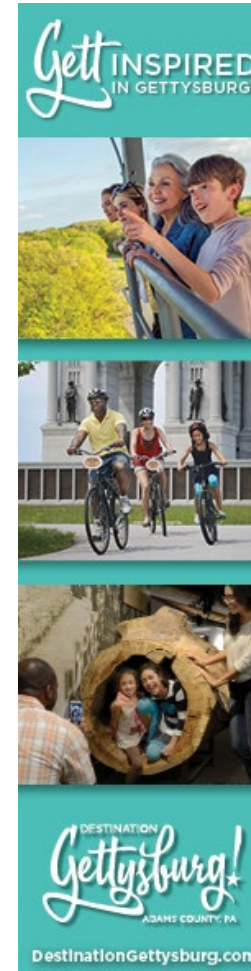
- Top Geo Locations**
- Pennsylvania - 28.38%
 - Virginia - 9.14%
 - New York - 7.94%
 - Maryland - 5.92%
 - Ohio - 5.35%

- Age Breakdown**
- 18-24 - 10.89%
 - 25-34 - 15.48%
 - 35-44 - 20.20%
 - 45-54 - 19.49%
 - 55-64 - 19.94%
 - 65+ - 14.01%

Digital Advertising



MONTHLY HIGHLIGHTS – MAY 2023



AT A GLANCE

Display

- 2,304,893 Impressions Delivered
- .063% Click-Through Rate
- 7,227 Landing page visits
- 10,249 location visits

Video (Online Video + CTV)

- 118,915 Impressions Delivered
- 85.82% Video Completion Rate

Google AdWords

- 66,531 Total Impressions
- 41,923 Search Impressions
- 6,787 Clicks
- 16.18% Click-Through Rate
- 24,608 YouTube Impressions

Top Performing Search Keywords

- things to do in Gettysburg
- "visit Gettysburg"
- stay in Gettysburg
- bed and breakfast gettysburg

Print Advertising

MONTHLY HIGHLIGHTS – MAY 2023

Gett INSPIRED IN GETTYSBURG!

Make Getaway History This Spring!
History surrounds you as you savor our luscious, seasonal farm-to-table cuisine. Discover the bounty of Adams County on our Crop Hop Farm and Market Trail and sample local craft beverages on the Adams County Pour Tour. Plan your no-hassle travel adventure to Gettysburg, Pennsylvania, today!

Plan your spring getaway today!
DestinationGettysburg.com

Edible Philly and Edible Jersey

Gett INSPIRED IN GETTYSBURG!

FIND YOUR INSPIRATION IN GETTYSBURG PA, the perfect place to explore our nation's dramatic backstory. Take a stroll through our historically preserved downtown, visit our many fascinating museums and historic sites, experience our popular Adams County Pour Tour beverage trail or Crop Hop farm & market trail. Your choices for fun, relaxation and inspiration are endless. There's no other town in America quite like Gettysburg — and no better time to visit than now!

Plan your Gettysburg Getaway Today!
DestinationGettysburg.com

Philadelphia Magazine

Gett INSPIRED IN GETTYSBURG!

Rediscover the inspiration of spring in Gettysburg. Experience the stories of yesterday while creating new ones together. All closer to Pittsburgh than you think. **MAKE YOUR OWN HISTORY!**

Plan your Getaway Today!
DestinationGettysburg.com

Pittsburgh Post-Gazette

Facebook and Instagram



MONTHLY HIGHLIGHTS – MAY 2023

Destination Gettysburg
Published by MaryGrace Kauffman · May 8 at 10:47 AM ·

Thirty years later, members of the cast and crew from the 1993 film "Gettysburg" are returning to this historic town for a celebration weekend October 13-15.

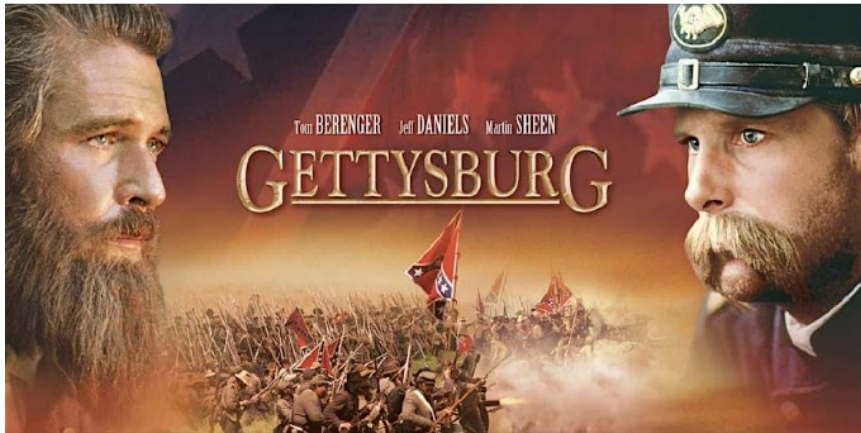
You are invited to witness director's cut screenings, director and actors panels, an exhibition of movie memorabilia, bus tours to the filming locations, and more.

In the words of Jeff Daniels' Joshua Chamberlain: "If you choose to join us I will be personally very grateful."

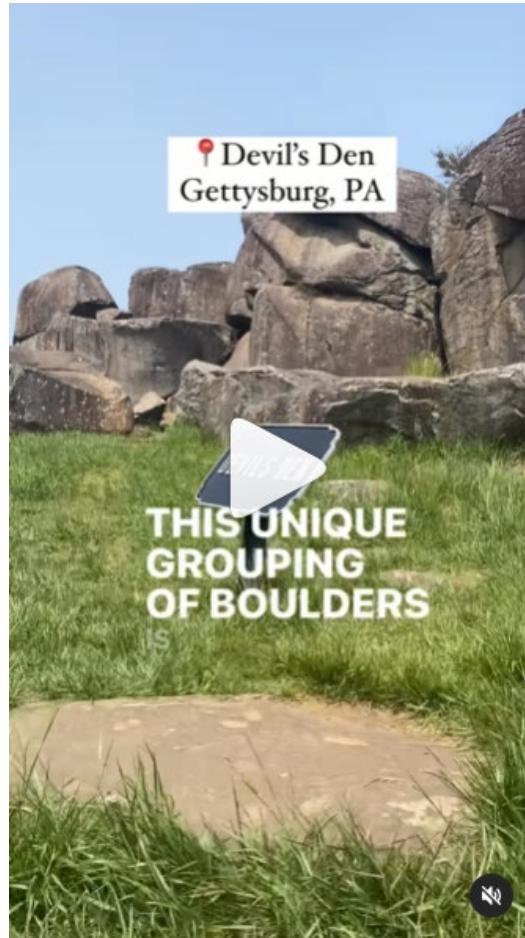
Will we see you there?

Find more info about the schedule and tickets at <https://destinationgettysburg.com/gettysburg-the-movie.../>.

#Gettysburg #CivilWar #reunion #AdamsCountyPA



Reactions: 1K
Comments: 123
Shares: 527



Likes: 730
Views: 8,866
Reach: 6,902
Comments: 17

FACEBOOK

- 33 Posts
- 13,589 Engagements
- 1,283 Shares
- 47,301 Followers

INSTAGRAM

- 55 Posts & Stories
- 8,151 Engagements
- 75,986 Reach
- 64,120 Impressions
- 9,137 Followers

TikTok and Twitter

MONTHLY HIGHLIGHTS – MAY 2023

TikTok



Views: 28.2K
Likes: 1,539



Views: 10K
Likes: 707

Twitter

Views: 57.6K
Likes: 295

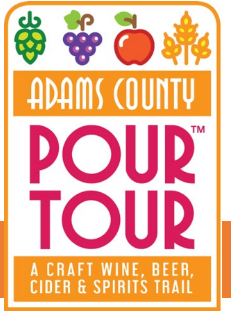
TIK-TOK

9 Videos
6,547 Followers

TWITTER

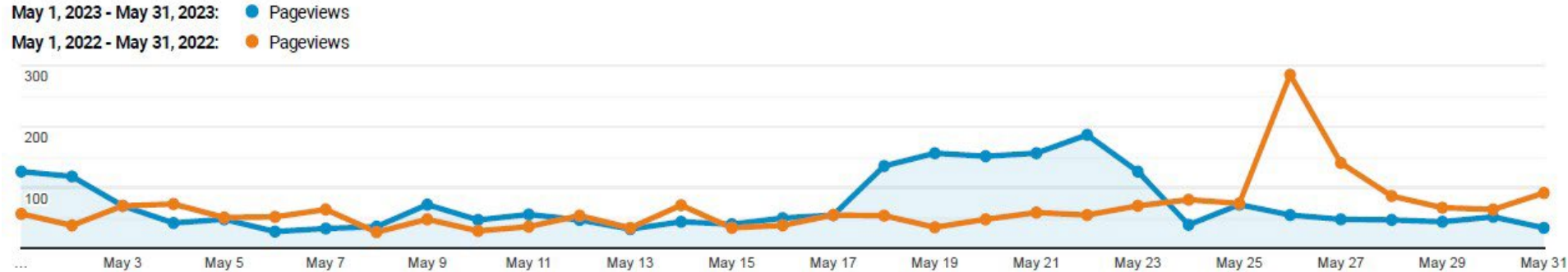
55 Tweets
7,729 Followers

Adams County Pour Tour



WEBSITE AND DIGITAL HIGHLIGHTS – MAY 2023

Monthly Website Traffic



WEBSITE

Page Views

2,245 Views in May 2023
 Up 10.16% YOY vs. 2022
 Down 30.27% YTD vs. 2022

Top 6 Web Pages

- Homepage
- Wine
- Beer
- Map
- Cider
- Events

Digital Passport:

Passport sign-ups: 143
 Digital check-ins: 270
 Redemptions: 19

DIGITAL MARKETING

Display Advertising

- 132,901 impressions delivered
- .133% click-through rate
- 232 landing page visits
- 72 approximate DG zone location visits

Google AdWords

- 5,010 search impressions
- 245 clicks
- 4.89% click-through rate

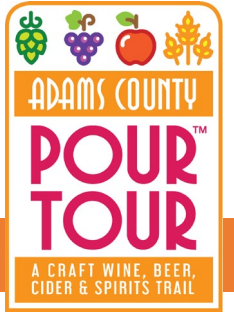
Top Performing Search Keywords

- adams county pour tour
- local wineries
- pour tour
- wine tasting



NOTE: Pour Tour digital marketing campaign began on May 1.

Adams County Pour Tour



SOCIAL MEDIA HIGHLIGHTS – MAY 2023

Facebook

Adams County Pour Tour
May 4 at 5:09 PM · 🌐

Get a true taste of Gettysburg and the beautiful countryside with an adventure along the Adams County Pour Tour – a 22-stop craft beverage trail that brings you face-to-face with the region's great wineries, breweries, distilleries and more!

Check out the video below for a peek at just a few of the stops along the Adams County Pour Tour, and make plans to earn your first stamp on your next visit to America's favorite historic destination!

[#GetPoured](#) [#PourTour](#) [#AdamsCountyPA](#) [#Gettysburg](#)



Reactions: 130
Comments: 2
Shares: 58

Instagram



adamscountypourtou
Following

adamscountypourtou This Memorial Day weekend, make a trip to Gettysburg and explore the wineries, breweries, distilleries, and other locations that offer incredible craft beverages.

Take a look at what's happening this weekend on the Pour Tour:

- Hogs for Heroes (Food and Music All Day) at Boyer Cellars
- Triple Jahmba Release at Fourscore Beer Co.
- Berry Patriotic Slushies at Brookmere Winery
- Live music at Adams County

NEW 16 likes
5 DAYS AGO

Add a comment... Post

Likes: 16
Reach: 174

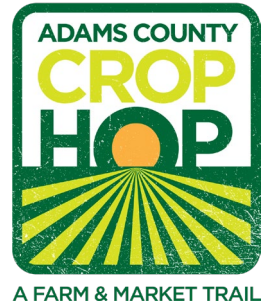
FACEBOOK

11 Posts
594 Engagements
65 Shares
2,061 Followers

INSTAGRAM

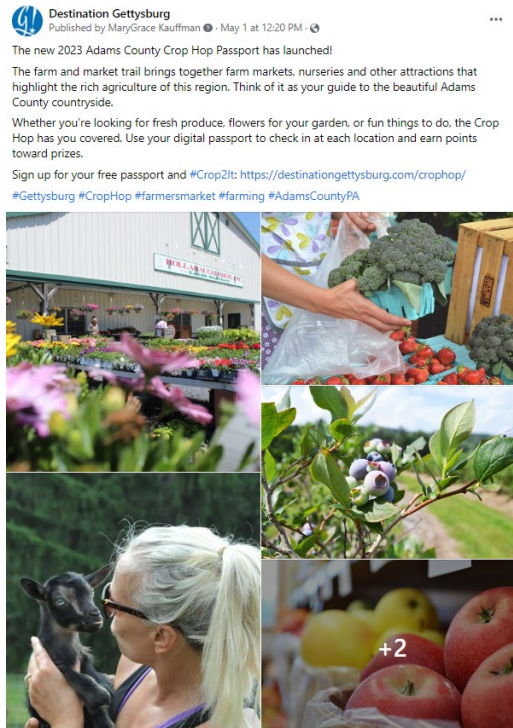
10 Posts
86 Engagements
1,086 Followers

Adams County Crop Hop



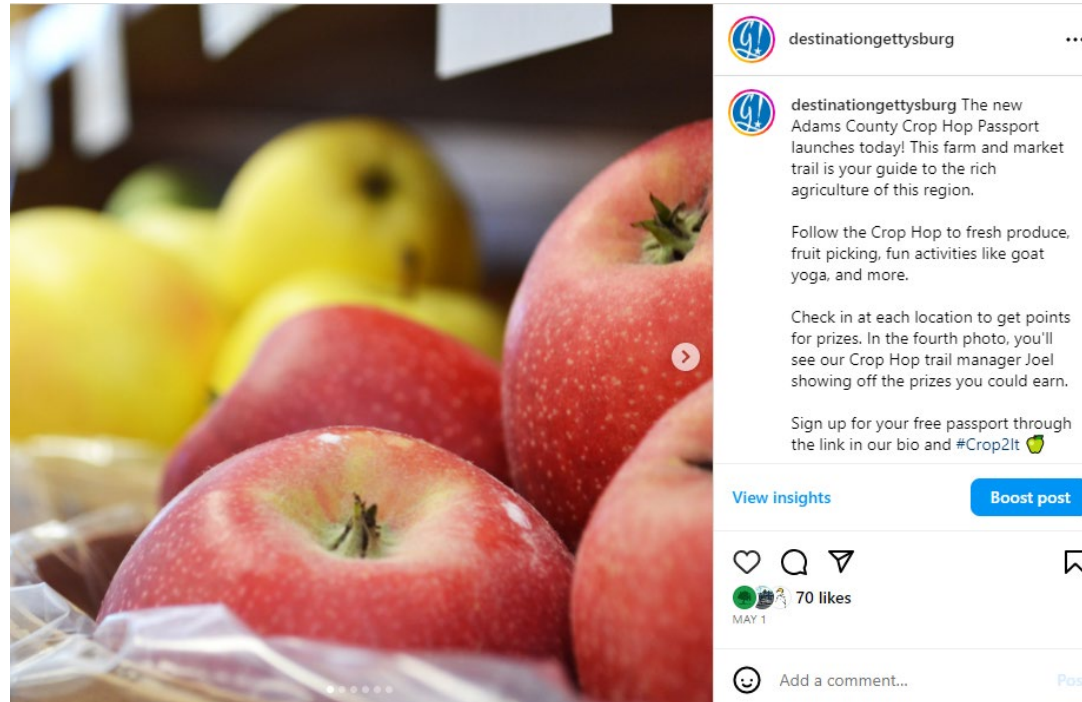
MONTHLY HIGHLIGHTS – MAY 2023

Facebook



Reactions: 74
Shares: 11
Comments: 1

Instagram



Likes: 70
Reach: 909

AT A GLANCE

Pass Performance:
- 121 Sign-Ups
- 23 Check-Ins
- 29 Discounts Redeemed

Crop Watch Newsletter:
- 49% Open Rate

Partnership



MONTHLY HIGHLIGHTS – MAY 2023

Meetings/Visits with Current Partners

- Liberty Mountain Resort
- Mark Nesbitt’s Ghosts of Gettysburg Candlelight Walking Tours
- Kegerreis Outdoor
- Paylocity
- Silvershire Farm
- Harvest Barn Country Market
- 1863 Escape Room
- K & J Farm Market

Potential Partnership

- Gettysburg National Golf Club
- Reluctant Witnesses - Gettysburg Historic Town Walking Tours
- Benny’s Farm Market
- Fiddlestix Mercantile
- The Bridges Golf Club
- The Sagebrush Shack

Future Partnership Events

- Summer Social Celebration - Tentatively, Aug. 8

AT A GLANCE

Partnership

- 318 Total Partners

New/Returning Partners

- Pilger Ruh (DG and PT)
- Reluctant Witnesses - Gettysburg Historic Town Walking Tours

Partnership Engagement

- 8 Partner Meetings/Training

Going Places Newsletter

- May 10 - 51.5% Open Rate
- May 24 - 52.4%

Groups and Meetings Market



MONTHLY HIGHLIGHTS – MAY 2023

Sales and Marketing Highlights

- Partner meetings/site visits with Beyond the Battle Museum, Mela, Strawberry Hill, HGAC, Hollabaugh Bros.
- Attended IPW Marketplace - over 30 appointments with international buyers
- Participated in PA Tourism office reception at IPW with over 200 international buyers
- Call with Play All Gaming to discuss their upcoming convention in August
- Brand USA and PA Tourism Office Call for 2024 partnership opportunities
- Site visit with County Commissioners Association for 2028 convention
- Call with PA State Tourism Office call and other DMOs to discuss upcoming grant opportunities
- Attended MPIMP Networking event
- Planning sales mission for June
- Meeting with Herzo Base Survivors Reunion for their upcoming reunion this fall

Upcoming Marketplaces

- Association Sales Mission- June 5-7, 2023
- PBA Annual Meeting- June 18-21, 2023
- MRN Summit - June 23-26, 2023
- Meeting planner FAM July 17-19, 2023
- SYTA- August 15-22, 2023

AT A GLANCE

Engagement:

Group Tour - 40 contacts
Meetings Market - 30 contacts

Upcoming Communication:

- May - Group Mkt. Newsletter
- June - Meeting Mkt. Newsletter

Media and Communications



MONTHLY HIGHLIGHTS – MAY 2023

Notable Media Coverage

Total Placements: 75

Noteworthy Stories:

(*Notes Stories Made Possible through DG Efforts)

- [Weekend Escapes to Take in Pennsylvania](#)
- [Most Haunted Places in America You Have to See](#)
- [National Travel & Tourism Week](#)
- [Best Family Vacations in the U.S.](#)
- [Ten Most Charming Towns in Pennsylvania](#)
- [Follow in the Footsteps of History](#)
- [Eleven Most Charming Towns in Pennsylvania](#)
- [A Philadelphians Guide to the Lincoln Highway](#)
- [*Lives Shattered: Gettysburg's Newest Museum](#)

Newsday
365Traveler, MSN
AAA, Samantha Brown Media
Country Living Magazine
The Travel
Discover NEPA
World Atlas
Philadelphia Magazine
The Burg

National
National
National
National
Unspecified
Northeastern Pa.
Unspecified
Philadelphia, Pa.
Southcentral Pa.

AT A GLANCE

Consumer Communications

Contact List -
77,493 names

Consumer Newsletter
April - 31.5%

Upcoming Media Pitches

- Fall Travel Season
- The 160th Anniversary

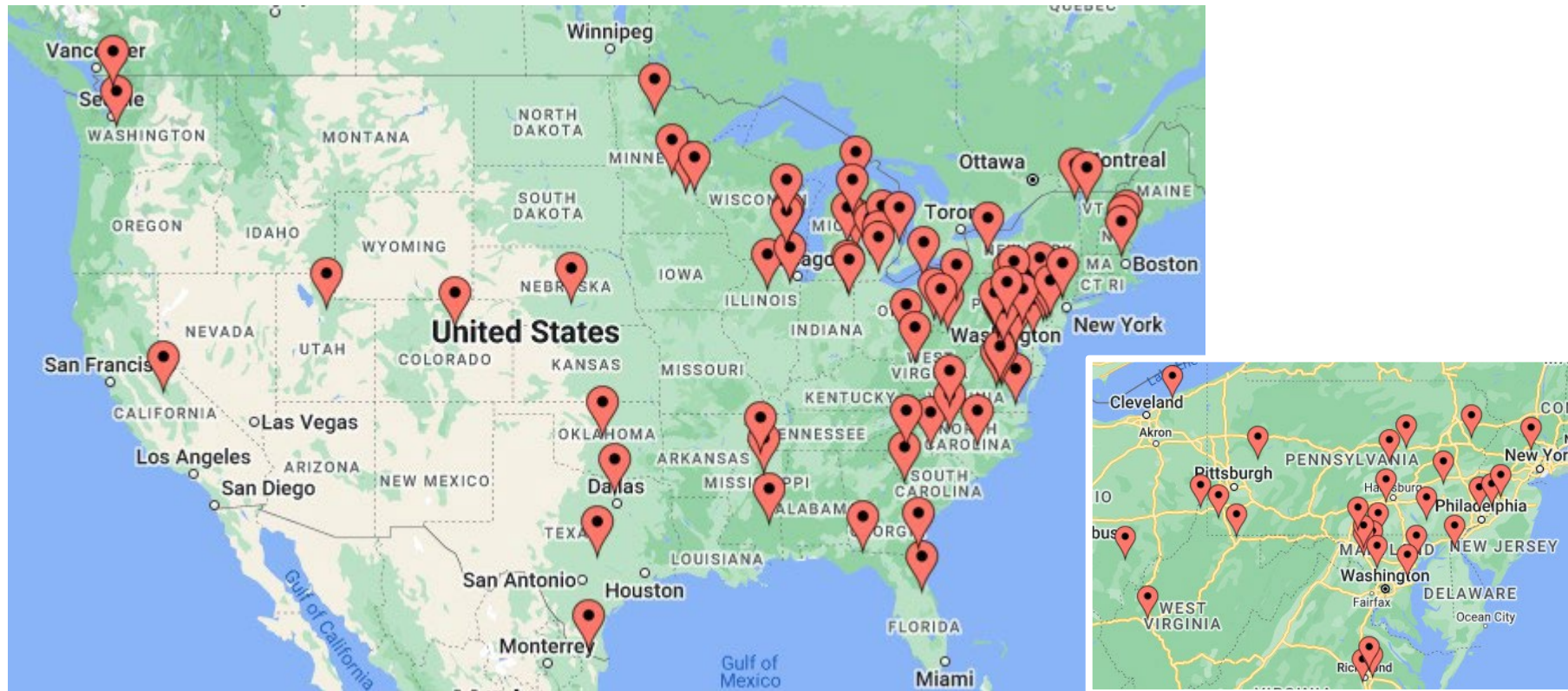
Upcoming Journalist Visits

- Francis Scarcella, Daily Item (Northeastern Pa.) June 20, 2023

Visitor Services

MONTHLY HIGHLIGHTS – MAY 2023

Our visitors, by ZIP Code ...



AT A GLANCE

Visitors Requesting Info:
Visitor Center/Admin - 353

Most frequent topics/questions:

- Bike Tours
- Horse Tours
- Ghost Tours
- Free things to do

Guides Distributed: 13,186
Online Guide Views: