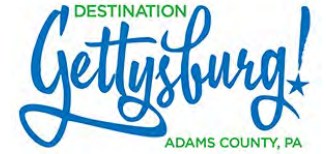


# **Monthly Board Report**

## **Marketing, Sales, Partnership**

### **January 2023**

# Executive Summary



## MONTHLY HIGHLIGHTS – JANUARY 2023

### MARKETING

- Launched Winter Digital Campaign on January 9.
- Web traffic up nearly 15 percent over 2022 levels.
- Inspiration Guide production is done, publication sent to the printer for March 6 arrival.
- Placing print and billboard ads for remainder of 2023.

### PARTNERSHIP

- One business has come on board as a partner of Destination Gettysburg:
  - GarryOwen Irish Pub
- Held a successful Board Introduction Event at Mason Dixon Distillery.
- Offering leadership educational sessions with Dr. Judy Morley on Feb. 22 and March 1.
- Now planning Annual Meeting on March 21.

### GROUPS/MEETINGS

- Hosted Scout Committee meeting to plan a Girl Scout Day in Adams County.
- Working on preparations for ABA in February, including PA Reception for ABA operators.
- Training new Sales Manager, Aleigha Fuhrman.
- Making plans with partners to attend PBA Marketplace, March 27-28.

### COMMUNICATIONS

- Planning Media Tour for March 16-17 to highlight Beyond the Battle Museum and Civilian Story in Gettysburg.
- Working to scrub/polish Destination Gettysburg's master contact list for consumer newsletter.
- Featured in numerous "Best of" lists for PA and destinations.

# Digital and Video Marketing

## MONTHLY HIGHLIGHTS – JANUARY 2023



### AT A GLANCE

#### Display

- 1,747,475 impressions delivered
- .043% Click-Through Rate
- 1,522 Landing page visit totals
- 1,483 approximate DG Zone location visits by targets exposed to a banner, video and connected TV ad (4 zones). Only a sample of total – complete total is reported at end of campaign.

#### Google AdWords

- 11,997 impressions total
- 2,311 Clicks
- 19.26% Click-Through Rate

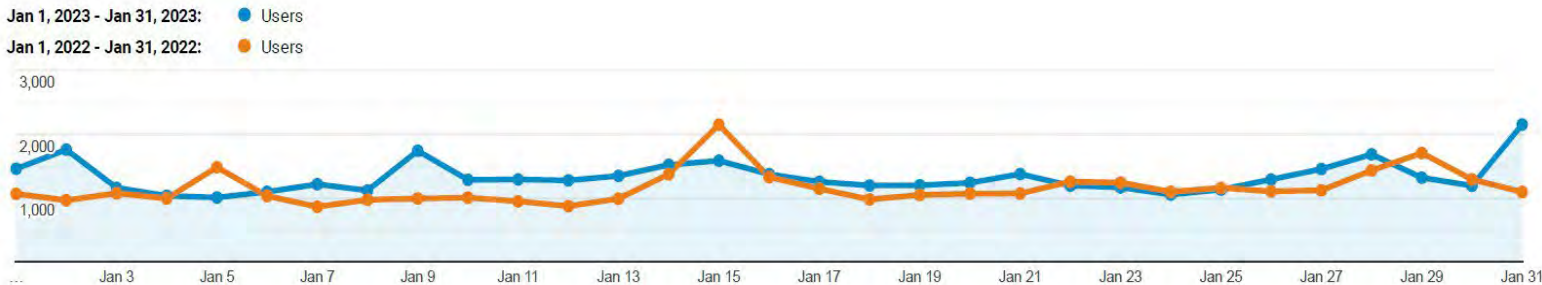
#### Top Performing Search Keywords

- [things to do in gettysburg]
- "gettysburg tourism"
- "gettysburg bed and breakfast"
- "Gettysburg hotels"

*Note: Winter Digital Campaigns launched on January 9.*

## MONTHLY HIGHLIGHTS - JANUARY 2023

### Monthly Website Traffic



Audience - Geo Locations

PA	27.98%	GA	3.33%
VA	10.03%	FL	3.24%
NY	8.15%	NC	3.11%
MD	6.37%	MI	3.05%
OH	4.88%		

Audience Age Breakdown

35-44:	22.28%
45-54:	21.44%
55-64:	18.08%
25-34:	16.32%
65+:	11.96%
18-24:	9.91%

Audience - Gender

Female	52.09%
Male	47.91%

### AT A GLANCE

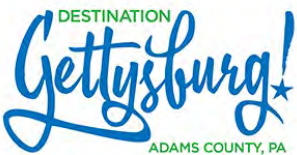
- Sessions
- +14.96% month YOY
  - +14.96% YTD vs. 2022
  - New Users +16.22% YOY

- Acquisition:
- Organic Search 65.85%
  - Direct 13.70%
  - Social 6.57%
  - Paid Search 5.40%
  - Display 4.35%
  - Referral 2.94%
  - Other 1.17%

- Top Visited Pages:
- Homepage - 10,915 / 9.10%
  - Event Calendar - 7,625 / 6.36%
  - Things to Do in Gettysburg PA - 4,115 / 3.43%
  - Things to Do - 3,292 / 2.75%
  - Blog - 10 Must Dos in Gettysburg - 3,248 / 2.71%
  - Request Visitors Guide - 2,643 / 2.20%



# Print Advertising



## MONTHLY HIGHLIGHTS – JANUARY 2023



Susquehanna Style Weddings Issue



Premier Travel



Live, Work, Play (Annual Print)



MONTHLY HIGHLIGHTS – JANUARY 2023



Destination Gettysburg

Published by MaryGrace Kauffman · January 21 at 9:00 AM · 🌐

Filming of "A Gettysburg Christmas" is underway in Gettysburg! Our historic town is the setting for a holiday film inspired by author Craig Rupp's book of the same name.

We got a behind-the-scenes glimpse into filming at [Lark](#) on Friday. In the photos, you'll see film director and writer Bo Brinkman, who is no stranger to Gettysburg. Brinkman played Maj. Walter H. Taylor in the 1993 film, "Gettysburg."

"A Gettysburg Christmas" tells the modern day story of a young woman struggling with heartache after quitting her job and buying an apple orchard outside Gettysburg. She's sworn off relationships and Christmas, but a special someone (and the Christmas spirit) may just mend her broken heart.


Filming is set to continue around Gettysburg in the coming week. Take a trip to this historic town and experience firsthand the places that inspired the film.

[#Gettysburg](#) [#Christmas](#) [#history](#) [#CivilWar](#) [#GettAway](#)

Reactions: 1.9K  
Comments: 136  
Shares: 553



Reactions: 932  
Comments: 33  
Shares: 126

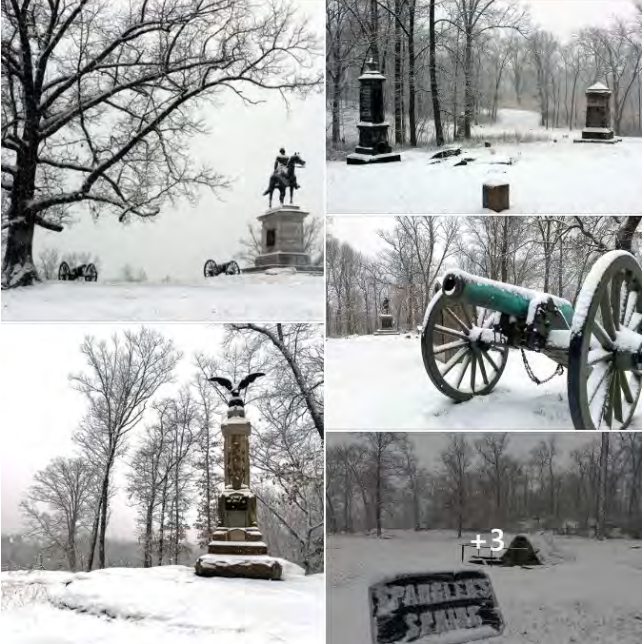


Destination Gettysburg

Published by MaryGrace Kauffman · January 25 at 6:00 PM · 🌐

Winter left its mark on Gettysburg today, leaving a blanket of fresh snow around the battlefield. Come see these views for yourself and experience all that winter has to offer in this historic town. Book a room with a cozy fireplace, dine by candlelight and enjoy a hearty meal as the snow falls. Find your winter travel inspiration by visiting: <https://destinationgettysburg.com/ten-things-to-do-this-.../>

[#Gettysburg](#) [#winter](#) [#snow](#) [#GettAway](#) [#GettCozy](#) [#history](#) [#CivilWar](#) [#AdamsCountyPA](#)



AT A GLANCE

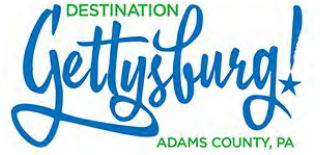
28 Posts

14,388 Engagements

1,234 Shares

45,850 Total Followers

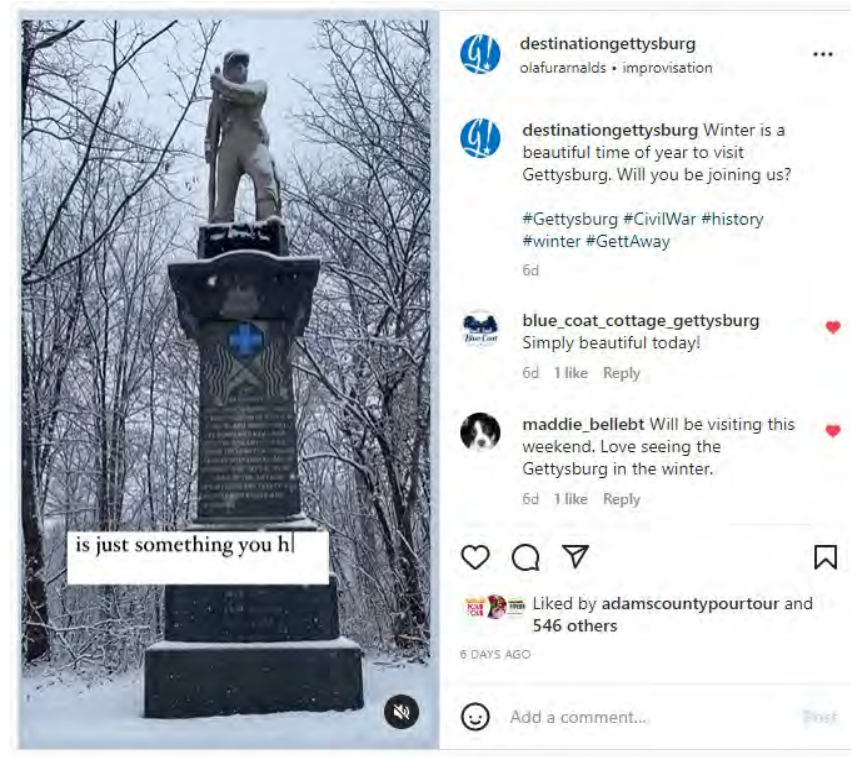
# Instagram



## MONTHLY HIGHLIGHTS – JANUARY 2023



Likes: 835  
Views: 6,596



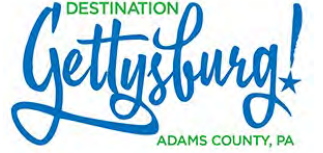
Likes: 547  
Views: 4,716

### AT A GLANCE

17 Posts  
4,554 Engagements  
38,784 Reach  
49,416 Impressions  
8,807 Total Followers

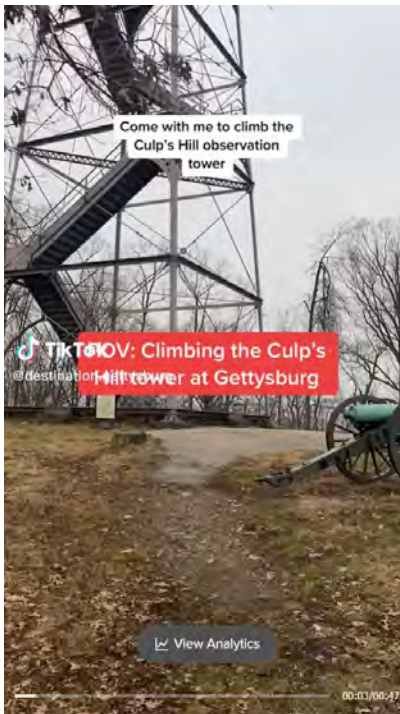


# TikTok and Twitter



## MONTHLY HIGHLIGHTS – JANUARY 2023

### TikTok



Views: 15.1K  
Likes: 680

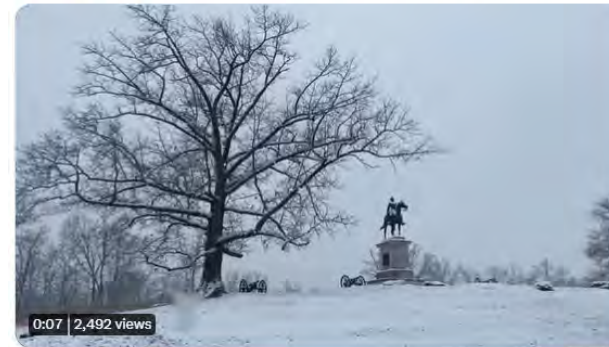


Views: 7,000  
Likes: 437

### Twitter



Winter at @GettysburgNMP is even more beautiful in person.  
Do you recognize the monument pictured here during Wednesday's snowfall?  
[#Gettysburg](#) [#winter](#) [#snow](#) [#CivilWar](#) [#history](#) [#GettAway](#)



9:05 AM · Jan 26, 2023 · 7,167 Views

[View Tweet analytics](#)

10 Retweets · 90 Likes

Promote

### AT A GLANCE

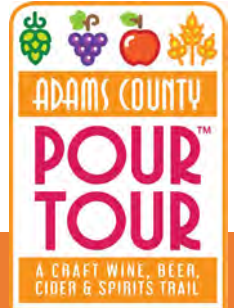
**TikTok**  
12 Videos  
3,259 Followers

**Twitter**  
41 Tweets  
7,612 Followers

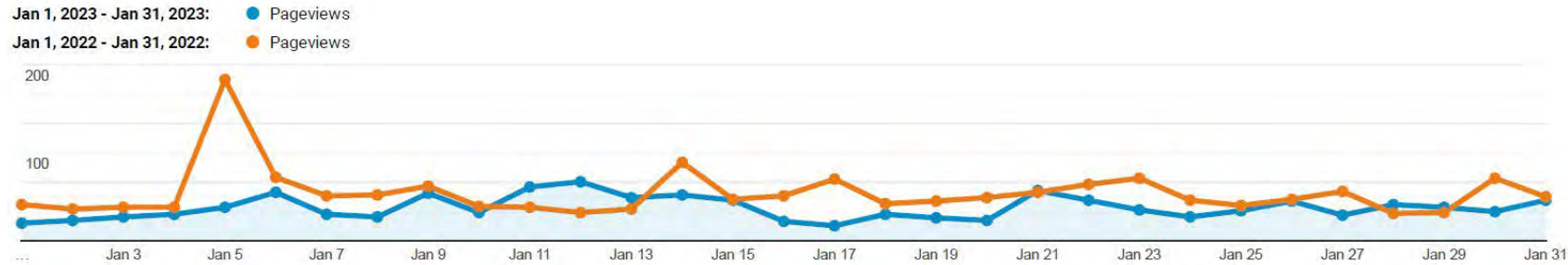
Views: 7,167  
Likes: 90



# Adams County Pour Tour



## WEBSITE HIGHLIGHTS – JANUARY 2023



### Pour Tour Itineraries

Are you excited to start your Adams County Pour Tour journey, but aren't quite sure where to begin? These Pour Tour itineraries will help you make the most of your visit as you collect stamps and explore Adams County!



#### A Taste of History

Combine the history that runs deep in Gettysburg's roots with the flavorful craft beverages that are



#### Sweet & Savory Satisfactions

The Adams County Pour Tour may be a craft beverage trail at heart, but



#### Adams County Pour Tour for the Beer Lover

While the Adams County Pour Tour includes craft beverages of every



#### For the Cider Aficionado

Apples, apples and more apples are grown all across Adams County! Discover for yourself the funky

## AT A GLANCE

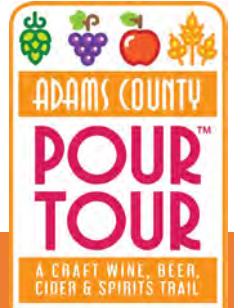
- 2,419 *pageviews*
- -36.86% Month YOY (Jan '23 vs Jan '22)
- -38.86% YTD (Jan '23 vs Jan '22)
- 1,705 January unique pageviews
- -40.74% Month YOY (Jan '23 vs Jan '22)
- -40.74% YTD (Jan '23 vs Jan '22)

### Top 6 Web Pages

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

Note: "Pour Tour" campaign ended on December 31, 2023.

# Adams County Pour Tour



## SOCIAL MEDIA HIGHLIGHTS – JANUARY 2023

### Facebook



Reactions: 20  
Comments: 1  
Shares: 4

### Instagram



Likes: 26

### AT A GLANCE

#### Facebook

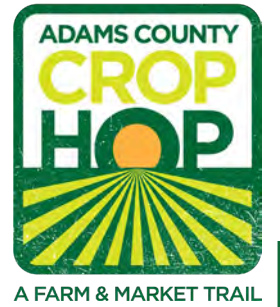
13 Posts  
160 Engagements  
12 Shares  
1,913 Followers

#### Instagram

12 Posts  
1,079 Followers  
181 Engagements

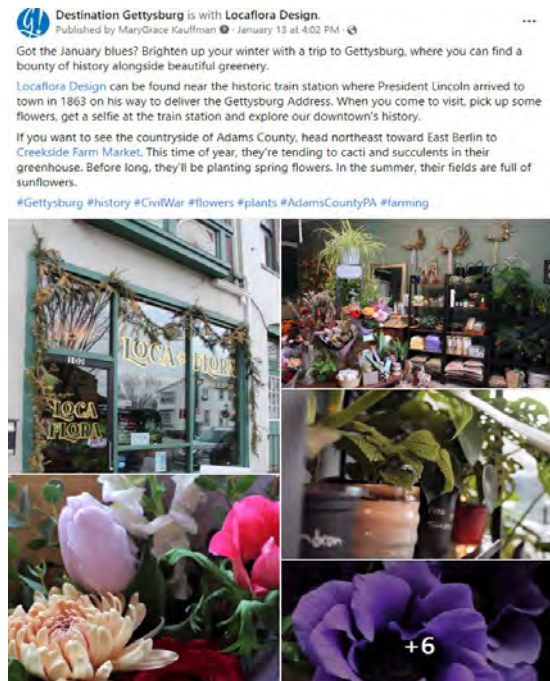


# Adams County Crop Hop



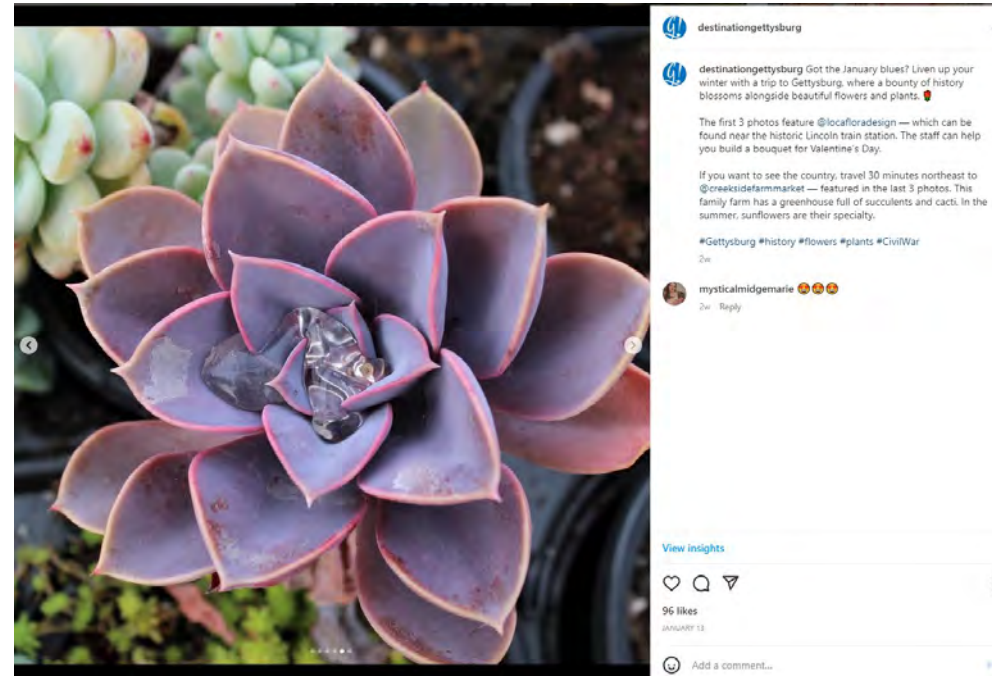
## MONTHLY HIGHLIGHTS – JANUARY 2023

### Facebook



Reactions: 79  
Shares: 6

### Instagram



Likes: 96

### AT A GLANCE

#### Pass Performance

- 4 New Passport Signups
- 1 Check-Ins
- 1 Discount Redemptions
- 1 Prizes Redeemed

#### Crop Hop Newsletter

- 347 Opens - (48.5%)

# Partnership

## MONTHLY HIGHLIGHTS – JANUARY 2023

### Meetings/Visits with Current Partners

- Regimental Quartermaster
- Lomas Center
- Gettysburg Ghost Tours
- Sweet Repeat Records
- Beyond the Battle Museum
- Adams County Farmers Market
- Gettysburg Heritage Center
- Lomas Center
- Mountain Gate Restaurant
- Horse Tours of Gettysburg
- Eastern Mus. of Motor Racing
- Hickory Bridge Farm

### Potential Partnership

- Heartfelt History

### Future Partnership Events

- Leadership Educational Sessions – February 22, March 1
- Annual Meeting, Beyond the Battle Museum – March 21



#### AT A GLANCE

##### Partnership

- 293 Total Partners

##### New/Returning Partners

- GarryOwen Irish Pub

##### Partnership Engagement

- 12 Partner Meetings/Training

##### Partner Communications

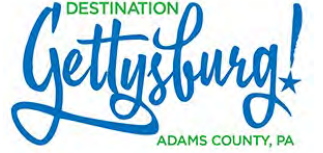
###### Going Places Newsletter

- January 3 – 47.0% OR
- January 17 – 62.0% OR
- January 31 – 45.0% OR

**Board Introduction Event, Jan. 31,  
at Mason-Dixon Distillery.**



# Group Travel & Meetings Market



## MONTHLY HIGHLIGHTS – JANUARY 2023

### Sales and Marketing Efforts

- Partner meetings/site visits with HGAC, National Civil War Museum, Lomas Center, Eastern Museum of Auto Racing, Hickory Bridge Farm
- Attended MPIMP networking & education event
- Hosted Scout Committee meeting to plan a Girl Scout Day in Adams County
- Meeting with the Girl Scouts in the Heart of Pennsylvania
- Attended meeting planner dinner at Liberty Mountain Resort
- Keystone Crossroads meeting with all CEOs, VPs and Directors of Marketing
- Planning final details of PA Reception for ABA operators
- Call with American Battlefield Trust to discuss convention for 2024
- ABA appointment research and prep
- Submitted proposal to host PBA Annual Meeting for 2024
- Sent out 4 RFPs totaling 270 room nights

### Upcoming Marketplaces

- Tri State Camp Conference with Keystone Crossroads- March 13-15, 2023
- Pennsylvania Bus Association- March 27-28, 2023
- PASAE Connections Conference- March 31-April 1, 2023
- NJ MPI Meets Conference- April 3-4, 2023

#### AT A GLANCE

**Engagement:**

Group Tour - 45 contacts

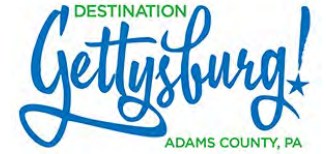
Meetings Market - 20 contacts

**Upcoming Communication:**

Quarterly Meeting Mkt. Newsletter

Quarterly Group Mkt. Newsletter

# Media and Communications



## MONTHLY HIGHLIGHTS – JANUARY 2023

### Media Coverage

Total Placements: 70

#### Noteworthy Stories:

(\*Notes Stories Made Possible through DG Efforts)

- [Most Popular Historic Sites in PA \(Gettysburg, No. 1\)](#)
- [\\*The 160<sup>th</sup> Anniv. Re-enactment, a Trip Back in Time](#)
- [Gettysburg's New Beyond the Battle Museum](#)
- [Stay Overnight in Gettysburg's Welty House](#)
- [Hotspots with History: Re-purposed Buildings in Pa.](#)
- [Thirty Best Day Trips from Philadelphia](#)
- [Ten Small Towns Near DC You'll Love Visiting](#)
- [Eighty Best Things to Do in Pennsylvania](#)

PhillyBite.com  
PastLaneTravels.com  
Patriot News/PennLive  
York Daily Record, Evening Sun  
The Keystone  
Family Destinations Guide  
TheTravel.com  
Travel Aspire

Philadelphia, Pa.  
National  
Southcentral Pa.  
Southcentral Pa.  
Pennsylvania  
National  
National  
National

### Journalist Engagement

#### Interview/Asset Requests:

- Pamela Brossman, ABA's Destinations Magazine
- Wendy Royal, Where & When Magazine
- Gretchen McKay, Pittsburgh Post-Gazette
- Robin Smith, TravelAwaits.com

#### AT A GLANCE

##### Consumer Communications

Contact List -  
77,035 names

Consumer Newsletter  
January - 28.7%\*

##### Upcoming Media Pitches

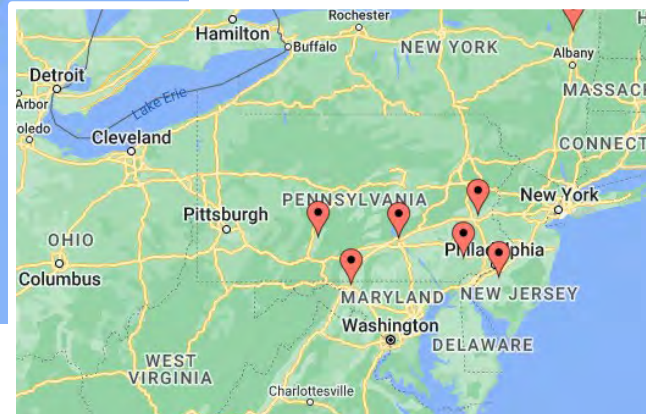
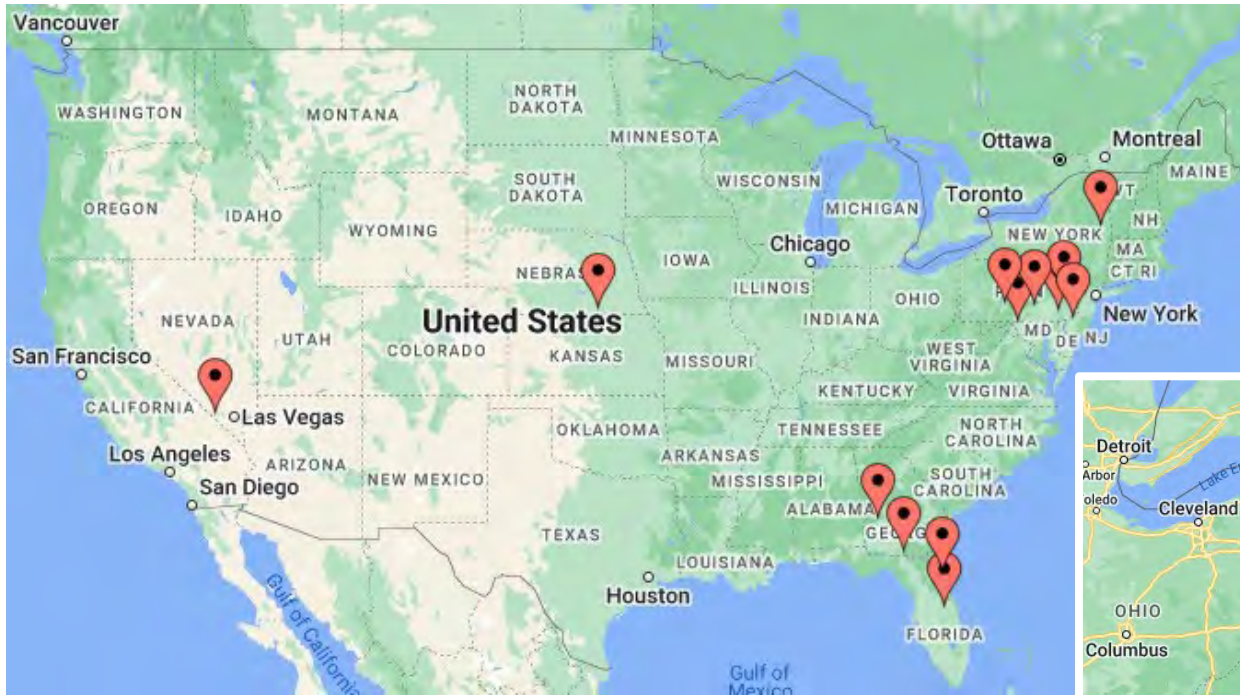
- Spring Travel
- What's New in 2023?



# Visitor Services

## MONTHLY HIGHLIGHTS – JANUARY 2023

### Our visitors, by ZIP Code ...



#### AT A GLANCE

##### Visitors Requesting Information

Visitor Center and Admin – 116

##### The most frequent topics/questions:

- Good Places to Eat
- Things to Do in a Few Hours
- Things to Do for Young Children