



Travel Talk - Your Member News

October 2015

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Dear Member,

Jim Getty was a true gentleman - a term not used much anymore and what a shame.

Not only was he an ambassador for Gettysburg and a friend of our tourism industry, but I believe he knew more about President Abraham Lincoln than most presidential scholars.

But he was a gentleman because of his actions, words and kindness. I never saw him without a smile, even the last time we talked, while both of us were in tiring physical therapy.

He was always polite and never heard him utter a negative thought even when we talked about his beloved Chicago Cubs as I was razzing him with my support of the St. Louis Cardinals.

Every time I was around Jim Getty, I always left with the feeling that I learned something, especially when he was in that black suit, bow tie and top hat. Then it was "Mr. President."

I'll miss my talks with the President and Jim Getty, and I am glad I knew him, cherished my time with him and only wish he had taken more credit for the positive impact he had on our tourism product here in Gettysburg. But then, that wouldn't have been Abe's nor Jim's style.

Our thoughts and prayers go to Joanne, the children and the many, many friends from around the world.

Sincerely,

Norris Flowers
President

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Top Headlines

Destination Gettysburg launches new health insurance program

After months of preparation, Destination Gettysburg rolled out a new affordable health insurance program that you and your employees can take advantage of.

Enrollment in the program - exclusive to members of Destination Gettysburg - will remain open through 2015. Regardless of the insurance renewal date with your current carrier, you can enroll now with this member insurance program.

Multiple options feature varying prices that are specifically designed for small businesses.

This Destination Gettysburg Wellness Program is powered by Performance Health and managed by Hockley & O'Donnell Financial Services. The program was approved by the organization's Board of Directors.

Destination Gettysburg partnered with Hockley & O'Donnell in an effort to assist its members - many of them small business owners - to control the rising costs of health insurance for their employees.

To learn more about plans and pricing models, set up a meeting with Nate Hockley of Hockley & O'Donnell Financial Services by emailing wellness@destinationgettysburg.com.



Nate Hockley discusses Destination Gettysburg's new Wellness Program with members this past week.

Send us your holiday events ASAP

Destination Gettysburg has compiled a list of holiday events to share with visitors, journalists and group travel operators. Since we last printed this document, we've been asked to make some additions for holiday events that were not previously submitted to us.

We will be printing the document again next week. If you are planning a holiday event - from Thanksgiving Day through New Year's Day, and are not included in [this document](#), please email Kristi Cramer at kristi@destinationgettysburg.com by **Monday, Oct. 5**.

Gettysburg tops list of top historic destinations

Gettysburg, Pennsylvania topped a list of 20 destinations across America for USA Today/10Best.com's poll of "Best Destinations for History Buffs."

USA Today and 10Best.com - two top media outlets for travel content - polled their readers over the course of four weeks to determine the top historical destination.

The top destinations were:

1. Gettysburg, Pa.
2. Montgomery, Ala.
3. Philadelphia, Pa.
4. Williamsburg, Va.
5. St. Augustine, Fla.
6. Savannah, Ga.
7. Newport, R.I.
8. Galveston, Texas
9. Charleston, S.C.
10. Boston, Mass.



"With heaps of Civil War history, it was Gettysburg, Penn. that took home top honors," USA Today reported at the end of the month-long contest.

Recently, the National Apple Harvest Festival was listed as one of the Top 10 fall festivals.

And currently, the Ghosts of Gettysburg is ranked sixth in a list of top ghost tours in the U.S. Vote for Ghosts of Gettysburg [here](#).

Fourth of July fireworks get top nod by Gettysburg Times readers

The Fourth of July fireworks display, sponsored by Destination Gettysburg, received the most votes for the Gettysburg Times' "Pick of the County" reader poll under the category "Free Entertainment."

The fireworks display is held in cooperation with Gettysburg College, and includes a patriotic concert.

In 2016, the event will be held on Monday, July 4, and will include a concert by The Willys, followed by the patriotic concert and fireworks display at 9:30 p.m.

Stay tuned for more information.

New webpage highlights local bicycle tours for visitors

Biking around Gettysburg is a great way to see the sites, enjoy our community and stay healthy. Healthy Adams Bicycle/Pedestrian (HABPI) presents a variety of ride options in town, on the battlefield and throughout scenic Adams County.

Destination Gettysburg recently added a page to its website that provides links to several bicycle routes. Click [here](#) to see a list of routes and maps.



We encourage our members to share this link with their front-line staff, or print out bicycle routes for their guests.

Marketing Updates

Destination Gettysburg's marketing efforts

September continued the delicious Foodies theme, encouraging visitors to #TasteGettysburg. Many of our ads feature people enjoying our cuisine or items from our farms. We also ran a [full-page ad](#) in Good Housekeeping, Women's Day and Redbook featuring a family enjoying our fall destination.

Our [pre-roll commercial](#) featured a short take on an amazing culinary experience in a restaurant, at an orchard and at a market; a [30-second spot](#) extends the story. The campaign also included digital ads and commercials on Radio PA.

In addition to the ads mentioned above, print ads appeared in Rec News and Main Line Today, AAA World Magazine, Better Homes & Gardens, Country Living, Women's Day, Family Circle, Pittsburgh Magazine, Harrisburg Magazine, Baltimore Magazine and Philadelphia Magazine. As well, a campaign ran on WashingtonPost.com and an online content campaign with Madden Media. We continue to work hard on our social media channels, distribute our newsletter to approximately 80,000 opt-in subscribers, create blog posts and work with journalists and bloggers to tell our story.

October continues the foodies theme and also showcases our spirit of fall. Check out our Fall theme page [here](#). Look for our newest 15- and 30-second videos that are part of our online campaign.

Want to see the impact of our efforts? Click here to see the [August Marketing Report](#). In addition to information on our efforts with the leisure travel market, you will also see reports on our group and meeting segment efforts as well as a snapshot of what is happening with our media relations and social media efforts. Any questions regarding this report should be directed to [Stacey Fox](#), Vice President of Sales and Marketing.

Advertising Opportunities

Deadline to advertise in Travel Planner is Oct. 12

Ad sales for the 2016 Gettysburg Travel Planner, formerly the Gettysburg Visitor Guide, are due by October 12. If you are interested in advertising, contact Steve Lassiter, (443) 909-7828 or steve.lassiter@todaymediacustom.com. A current rate card can be downloaded [here](#).

Advertise in the 2015 playbill for 'A Christmas Carol'

[Here](#) you will find advertising information for the playbill for "A Christmas Carol," which is being promoted by Totem Pole Playhouse and performed at Gettysburg's own Majestic Theater. Take advantage of this great opportunity to put your business in front of a large group of people coming into our downtown for the holidays.

They are also offering a new advertising opportunity called "Scrooge Dollars" to each



visitor. This is a very cost effective program that we would encourage you to take advantage of. Each person seeing the show will get a Scrooge Dollar. Each dollar will have listed on it, the discount or gift offered to the guests by your establishment. You will also be on a list in the playbill with your discount or gift.

For additional information, or to place an ad, please contact Stephanie Allee, Director of Marketing & Public Relations, Totem Pole Playhouse, at sallee@totempoleplayhouse.org or call (717) 352-2164, ext. 1005.

Member News

Please welcome the newest members of Destination Gettysburg:

**The Inn at Ragged Edge
Chambersburg, Pa.**

Ken and Barb Kipe
info@theinnatraggededge.com
www.theinnatraggededge.com

**Adams County Media
Aspers, Pa.**

Susan Bonser
susan@adamsc.com
www.adamscountymedia.com

**Carlisle Sports Emporium
Carlisle, Pa.**

Julie Hill
sales@carlisesportsemporium.com
www.carlisesportsemporium.com

Group Tour News

Destination Gettysburg hosts DC Guide FAM Tour



Destination Gettysburg hosted 45 members of The Guild of Professional Tour Guides of Washington, D.C. on Sept. 28. Attendees visited with seven Gettysburg attractions and received information to promote the destination to their group tour contacts and individual leisure travelers.

PA Bus Association to hold 2016 Annual Meeting in Gettysburg

Members of Destination Gettysburg will have the opportunity to highlight their properties to nearly 200 members of the Pennsylvania Bus Association next year during the PBA Annual Meeting, being held June 20-24 at Gateway Gettysburg. Click [here](#) for additional information.



Group Leads Now Available

The following group leads are available for download through the member portal:

- 2015 VMA Marketplace - Appointments with tour operators belonging to Virginia Motorcoach Association, North Carolina Motorcoach Association and Motorcoach Association of South Carolina.
- 2015 SYTA Marketplace - Appointments with student tour operators from across the United States.

If you have questions, contact Nicole Absher, Group Sales Manager, at nicole@destinationgettysburg.com or (717) 338-3062.

Upcoming Booth Share Opportunities

We still have booth-share opportunities available for 2015. If you are interested in the group market you may want to consider joining us with our last 2015 opportunity:

- Greater New Jersey Motorcoach Group Leader Show - November 11, 2015 in Atlantic City, NJ. Booth-share cost is \$300.

For more information on this show and availability for 2016, including how to participate, click [here](#).

Upcoming Work-To-Plays

Upcoming Work-To-Play sessions are scheduled for the following shows:

Oct. 16 - Maryland Council for the Social Studies

2 p.m.

150 pieces

Teachers and administrators from Maryland looking for field trip ideas.

November 6 - Greater New Jersey Motorcoach Group Leader Show

2 p.m.

400 pieces

Group leaders from New Jersey looking for trip ideas.

Meetings Market Opportunities

See Who's Meeting in Adams County

[Here](#) is a list of groups who will be hosting meetings, reunions and activities in the area over the next few months. We are not able to share the contact information of these groups, but we want you to have the opportunity to welcome them and be prepared with extra staff during busy times. Each group has requested Welcome Bags, which are compiled by Destination Gettysburg and include a Visitor Guide or Attraction & Dining Guide, Destination Discounts and gift for each attendee. If you would like to offer a discount or provide Welcome Bags for a meeting being held at your site, please contact Kristi Cramer at (717) 338-1054 or kristi@destinationgettysburg.com.

Media Relations News

Need an up-to-date list of local/regional media?

Destination Gettysburg encourages its members to broaden their media outreach to editors and news directors in the Southcentral Pennsylvania and Northern Maryland areas.

Establishing direct relationships with media outlets throughout the area is an effective way to promote events and other story ideas. To make this effort easier for its members, Destination Gettysburg is offering its members an up-to-date media list, available by clicking [here](#).

Any questions about media contacts should be directed to Carl Whitehill, Director of Communications, at carl@destinationgettysburg.com.

Social Media and Digital Content

Join the conversation on social media

This October, Destination Gettysburg turns its attention to autumn - whether it's apple or pumpkin picking, ghost tours, fall foliage or fall events. Join us on social media by using the hashtags #GettysburgColors and #HauntedGettysburg.

Looking forward, Destination Gettysburg will be using the theme of "re-connecting" throughout November, which will - among other things - incorporate both the Dedication Day and Remembrance Day events. We'll be using the hashtag #GettysburgRemembers

If you have questions about our social media marketing and how to be involved, email Carl Whitehill, Director of Communications, at carl@destinationgettysburg.com.

Visitor Information Services

Destination Gettysburg collects visitor feedback

The visitor information staff, through phone calls prior to visits, as well as visitor interaction during visits, collects valuable information that Destination Gettysburg staff believes can help its members and their understanding of what visitors are looking for.

Among recent analysis:

- Visitors are interested in walking/biking/hiking trails in the area.
- Visitors were interested in covered bridges and historic farms in the area.
- Interest in gluten free/vegan food choices in Adams County.
- While we are seeing the surge of late summer/Labor Day visits to the area, we are also seeing an increasing number of visitors looking for information to plan their 2016 vacations.
- We continue to receive a number of inquiries about handicap accessibility and the availability of wheelchair/scooter rentals.

Planned Visits: Of those responding (106), 5% are planning visits during the current month and 67% are planning visits within the next three months.

GettysburgTourismWorks.com

Do your employees know about GettysburgTourismWorks.com?

Destination Gettysburg through its partner website - GettysburgTourismWorks.com - provides members and their employees with valuable information about the tourism industry, profiles on

tourism-related businesses and employees as well as an up-to-date blog about how Destination Gettysburg is marketing the destination.

The site is a great way to get your employees involved and engaged with the industry throughout Adams County. We believe that workers who are engaged are better employees.

To help spread the word, Destination Gettysburg has provided postcards and letters for our members to distribute to their employees. For copies of the postcard or letter, email Carl Whitehill, Director of Communications, at carl@destinationgettysburg.com.

Have more staff who needs to be in the know? Send me a list of names and email addresses and we will add them to our communication list. Carl Whitehill - carl@destinationgettysburg.com