



Travel Talk - Your Member News

June 2015

Dear Member,

Tourism in Adams County, Pa. is off to a good start in 2015, and our members should be proud of their hard work.

As we enter into what we hope to be a busy summer season for all of us, I want to share with you the hard work of Destination Gettysburg as it reinforces the message to our visitors that this destination is one that is filled with a wide variety of experiences.

Capitalizing off the draw that Civil War history is to this community, Destination Gettysburg is strengthening its marketing efforts to let visitors know that a day in Adams County is not enough - that there are hundreds of reasons to stay the night or take a weekend getaway. Much of this marketing focuses on experiences beyond the Civil War. And many of these experiences may begin with history, and end in Apple Country, at a winery, along a hiking trail at Strawberry Hill or walking around town enjoying the charm of our community.

It's been about 15 months since we launched this new initiative, and we are happy to see that it's paying off. Overnight stays are up, and our relationships with travel writers, tour operators and meeting planners is stronger than ever as they seek to learn more about the destination.

History will always be at the forefront of this great destination, but it behooves all of us to share the abundant number of ways that our visitors can enjoy our region so that they return time and time again.

Sincerely,

Norris Flowers
President

IN THIS ISSUE

[Top Headlines](#)

[Advertising Opportunities](#)

[Member Opportunities](#)

[Member News](#)

[Group Tour News](#)

[Meetings Market Opportunities](#)

[International Marketing](#)

[Media Relations & Social Media News](#)

[Social Media and Digital Content](#)

[GUEST COLUMN: Jon Schallert](#)

[GettysburgTourismWorks.com](#)

[Member Training](#)

Top Headlines

Destination Gettysburg launches GettysburgTourismWorks.com

As part of National Travel & Tourism Week, May 2-10, Destination Gettysburg announced a new initiative aimed at telling the story of tourism as an industry as well as highlighting the many hard-working employees that are impacted by tourism.

The goal of the new initiative is to reaffirm the importance of our industry as well as unifying the workers to better understand that each employee is part of a bigger industry - one that depends on their hospitality and commitment to our visitors.

The initiative - GettysburgTourismWorks.com - shares with the public the marketing efforts of Destination Gettysburg, the research it uses to develop its strategies, as well as the economic impact on the community.

Also, the website is a platform to tell the stories of just some of the thousands of workers and businesses that are part of our tourism community. Destination Gettysburg will feature both employees and members as they best tell the story of the industry in Adams County. We welcome ideas for both profiles.

Lastly, GettysburgTourismWorks.com also features job listings for open positions within the county's tourism community. The listings require a link back to each business's own website, or to that of a third-party site such as Indeed.com or GettysburgTimes.com. Again, we welcome job postings from our members.

The launch of GettysburgTourismWorks.com is just the beginning. In the short- and long-term future, it is imperative that our members, their employees, as well as elected officials and residents of Adams County engage with the site regularly through both the information, up-to-date features, as well as a blog to highlight recent news and events as part of Destination Gettysburg and the industry in Adams County.

We've also added a new category to Travel Talk, which will feature new information monthly. Click [here](#) to learn more.

Your feedback, as well as job postings and other ideas for features, profiles and blogs, are encouraged and can be sent to Carl Whitehill, Director of Communications, at carl@destinationgettysburg.com.

FACES OF TOURISM

HOME
THIS IS ADAMS
COUNTY TOURISM
THIS IS DESTINATION
GETTYSBURG
TOURISM RESEARCH
IN THE NEWS
FACES OF TOURISM
WORKFORCE
CONTACT



Andrew Ernst, Executive Sous Chef
Wynham Gettysburg Hotel



Ron Keeney, Bus Driver
Gettysburg Tours Inc.



Lauren Rice, Administrative Assistant
Dobbin House Tavern



Corrie Poston, Housekeeper
Belemery Inn Bed & Breakfast

Visitor information open at Admin Office seven days a week

Destination Gettysburg's administrative offices at 571 West Middle Street is now open seven days a week, from 8:30 a.m. to 5 p.m., Monday through Friday, and from 10 a.m. to 3 p.m. on Saturdays and Sundays.

There, visitors can ask questions of our staff, pick up member brochures and our Visitor Guide or Attraction & Dining Guide.

This new schedule will run through Labor Day Weekend. For more information about visitor information services, email Donna White, Director of Member Services, at donna@destinationgettysburg.com.

Destination Gettysburg marketing - a recap and look forward

Over the past few months, we have been sharing with you our campaigns - the themes we are working, the ads we are placing and the markets we are targeting. Starting this month, we will begin sharing with you our Monthly Marketing Reports. The report we will share will be a recap of our efforts from two months prior as it has been prepared for the previous month's Board meeting. Click [here](#) to see the April 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.

Looking forward, with June now upon us, our new theme of Reconnecting has launched. The idea behind our theme is that we are encouraging potential visitors to make our destination their place to reconnect with family, friends and history. Many of our ads feature a family biking the battlefield. Our new pre-roll commercial features a family enjoying time together eating ice cream, playing mini-golf and riding horses on the battlefield. An extended 30-second spot that will live on our website also features a family enjoying an evening ghost tour. Our goal is to showcase a full day of activities from sun-up to sundown creating the awareness that you need to stay overnight to get it all in.

The summer campaign includes the new feature on our homepage. We will continue with our digital campaign, as well as work with Radio PA to air a few spots across the state promoting family travel. Print ads will appear in Pittsburgh Magazine, Philadelphia Magazine and Harrisburg Magazine. In addition 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. Click [here](#) to see a few of the ads in our summer campaign.

National Tourism Week a success in Adams County

Destination Gettysburg celebrated National Travel & Tourism Week in a big way in 2015 with several events, promotions and the launch of GettysburgTourismWorks.com.

National Travel & Tourism Week is an opportunity for destinations across the United States to tout the accomplishments of the tourism industry, as well as thanking those that work so hard to make it successful.

Destination Gettysburg, in particular, held a "Power of Tourism Lunch" where it launched a new platform to tell the story of tourism as an industry in Adams County, announced a contest for workers in the community to take our ACE Training program, as well as a



Community Picnic where we treated our members, elected officials and residents of Adams County with a free lunch and prizes. Click [here](#) for photos of the Community Picnic.

During the Community Picnic, Destination Gettysburg captured the stories of more than 20 people in the community to share their passion for our destination through the "[My Gettysburg](#)" campaign. We'll be busy editing those videos and showcasing them throughout the year.

Over the course of the week, May 2-10, we were thrilled to see many of our members come out to celebrate with us.

Invoices for membership dues have been distributed

The Destination Gettysburg membership renewal process has begun for the 2015-2016 membership year. All members will be receiving their invoices soon.

If you do not receive an email invoice by Friday, June 5, please contact us at the email address below.

If you have any questions about your membership or the renewal process, contact Donna White, Director of Member Services, at (717) 338-1051 or donna@destinationgettysburg.com.

PennDOT to repair and resurface Baltimore Pike

On Monday, June 8, PennDOT will begin work on a 2.7 mile section of Baltimore Pike, from the bridge over White Run in Mount Joy Township to Steinwehr Avenue in Gettysburg Borough.

PennDOT will be conducting the work between 6 p.m. and 6 a.m., and is advising motorists that they will encounter single-lane traffic and may want to consider alternative routes to avoid delays.

Advertising Opportunities

Members invited to join AAA World advertising co-op

Destination Gettysburg's members are invited to participate in a co-op advertising program with AAA World Magazine for its September/October edition.

Click [here](#) for more information and a rate schedule. The deadline to participate in the September/October edition is early July.

Advertise in PA Campground directory for 2016

Destination Gettysburg is again offering a co-op in the PA Campground Owners Association Directory for 2016. This is open to all members, not just campgrounds, providing an opportunity to promote your business directly to the thousands of campers who visit our destination each year. If you are interested in participating, please contact [Stacey Fox](#) for sizing and pricing.

Top Flight Media, Destination Gettysburg offer co-op program

Destination Gettysburg, through its partnership with Top Flight Media, is offering its members a number of opportunities to advertise through a co-op program. Click [here](#) for more information and rates.

Member Opportunities

Making updates to your member page

When you log in to update your page on our new website, you will see changes. Now, at the top of your page will be three options - "Save," "Save and Submit," and "Cancel." Clicking "Save" will simply save the information you have entered. Clicking "Cancel" will cancel what you entered. "Save and Submit" will start the process of submitting your changes to Destination Gettysburg for approval.

Once you have clicked "Save and Submit," you will be prompted to create a note outlining what you have changed - I have updated my teaser, my description, my group copy, etc. - and then submit for approval. Once you have submitted, your page will be locked for editing until the changes have been approved or rejected by the staff. Once reviewed, you will receive an email confirming approval or noting why your submission has been rejected. This same process will be put in place for events, packages and coupons for those who have purchased that program.

If you have any questions regarding these changes, please contact [Stacey Fox](#). If you would like training on the new site, please contact [Donna White](#) to schedule a time.

Photographs sought for new Destination Gettysburg website

Our new website enables Destination Gettysburg's members to post a gallery of images and we are again asking our members to send us a variety of photographs - interior and exterior. Photographs should be jpeg images and include information on where the member would like the photo included on the website.

Those members who have previously submitted photographs for their page gallery do not need to resend those images.

Please send images - with "My Website Gallery" as the subject line - to Cory Runk, Digital Content Manager, at cory@destinationgettysburg.com.

Member News

Welcome new members!

Please welcome the newest members of Destination Gettysburg ...

Dogs of Gettysburg Pet & Gift Emporium
Stephanie Honodel

info@dogsofgettysburg.com
www.dogsofgettysburg.com

Sweet! THE Candy Store in Gettysburg, PA!

Cindy Fox

fun@sweetgettysburg.com
www.sweetgettysburg.com

ACE Training award winners announced

During National Travel and Tourism Week, May 2-10, 2015, Destination Gettysburg invited members to participate in the ACE (Adams County Experience) Training programs. Anyone who completed the training was entered into a drawing for prizes donated to us by our members.

During that week, 65 people completed the training with 15 managers/supervisors taking part in the management portion of the training. Eleven businesses had more than three staff members take the training and were entered into a drawing for a staff pizza party. [Here](#) a list of all of the winners.

You and your staff can take ACE Training at anytime. It's free and it's online - www.destinationgettysburg.com/ace or www.destinationgettysburg.com/acemanage

Group Tour News



Group Tour Meeting Recap and Notes

Destination Gettysburg held a Group Tour Meeting on May 12 at the Gettysburg Heritage Center, where we discussed upcoming partnership opportunities, lead retrieval training and how to increase business opportunities from Destination Gettysburg leads. [Here](#) is a recap of the meeting. Please contact Aimee Reif, Group Sales Manager, at aimee@destinationgettysburg.com if you are interested in hosting our next Group Tour Meeting, slated for Aug. 4.

Group leads available for members

Click [here](#) for Group Tour requests that have come through the new website and have enabled us to share their information. Approximately 50 percent of requests do not wish their information to be shared, however, all members are represented by Destination Gettysburg in its follow-ups. Leads are now available for download from the member portal on the website.

Please contact Aimee Reif, Group Sales Manager, if you have any questions: aimee@destinationgettysburg.com or (717) 338-3062.

Destination Gettysburg seeks performance venues

Destination Gettysburg is updating its sales piece featuring performance venues in Gettysburg and Adams County to use at upcoming student and youth tradeshows. If your organization offers programming or space to offer performance groups, send information to [Aimee Reif](#).

Update Group Rates for 2016

We are beginning the process of updating our Group Rates piece for 2016. Please view our 2015 [Group Rates](#) to see what may need to update for your property and send revisions to Aimee Reif.

Upcoming Booth Share Opportunities

Destination Gettysburg will be participating in multiple booth shows in 2015, targeting the Group Tour market. Click [here](#) for more information on how to participate.

Meetings Market Opportunities

'Bring It Home' campaign to inspire local meetings

Destination Gettysburg has launched a new initiative to encourage local organizations, associations and citizens to bring meetings and conventions to Adams County.

The "Bring It Home" program is an incentive to inspire local groups and individuals to work with the organizations of which they are involved into bringing those organizations to Adams County. The focus of the program is meetings, events and annual conferences. Such conferences and organizations include military groups, religious conferences, sporting events and corporate meetings, among others.

In return for bringing a NEW qualified meeting to Adams County, Destination Gettysburg is offering these organizations an incentive of \$500 toward the cost of an opening reception to their conferences or events.

Click [here](#) for more information about the 'Bring It Home' program.

Those interested in Destination Gettysburg's "Bring It Home" incentive program should contact Jenny McConnell, Director of Sales with Destination Gettysburg, at jenny@destinationgettysburg.com or (717) 338-1053.

Rockville, MD Reception - Sign up to Attend!

Destination Gettysburg will be hosting Washington DC, Rockville, and Bethesda, Md., meeting planners at a networking reception in Rockville on Tuesday, July 21. Click [here](#) for more information and sign-up information.

August Planner FAM - Get Involved!

Destination Gettysburg hosted a successful Meeting Planner FAM in April and planning a second FAM from August 12-13. [Here](#) are the details for various opportunities to get involved with the August event, including a networking expo and sponsorships. Contact [Jenny](#) for more information.

Leads Now Available

Members are now able to download leads from the new website. Lists now available include:

- 2015 MACE! - Flipped marketplace for meeting planners based in the Washington D.C. area. Held February 3-4 in DC by the Potomac Chapter of MPI.
- 2015 PASAE - Annual Education and Expo Summit from PASAE - Association meeting planners. Held February 26-27 at Seven Springs Mountain Resort.
- 2015 April Planner FAM - Harrisburg-based meeting planners invited to Gettysburg on April 28th for facility site-visits and member networking event.

Contact [Jenny](#) if you have any questions on these leads.

Meetings Market Update Meeting Notes

If you didn't have the chance to attend our May 20 meeting, click [here](#) for the meeting agenda and notes. Contact [Jenny](#) if you have any questions or would like more information on how to get involved.

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.

International Marketing

Members sought for international marketing efforts

Last year, Adams County hosted guests from 96 different countries. Are you interested in marketing your property to these international visitors?

We are currently compiling a list of our members which cater to the "FIT" (Foreign Independent Traveler) market. More information on FITs can be found [here](#). If you would like to be listed as part of this new marketing piece, please contact Jenny McConnell, Director of Sales, at jenny@destinationgettysburg.com.

Media Relations News

Download Destination Gettysburg's PR Kit

In order to provide our members with insight on how to do their own media relations, Destination Gettysburg has compiled a PR Kit to give members a better understanding on a variety of subjects, including:

- How to draft a press release
- When to notify the media of an upcoming event
- Common misconceptions about media relations
- The importance of photography in PR efforts

The PR Kit also includes a list of newsroom emails of media outlets in Southcentral Pennsylvania and Northern Maryland. Download the PR Kit [here](#).

Stop committing these three press release blunders

Drafting a press release - one that's interesting to editors and news directors, as well as their audiences - is an art. It's not a science.

That's why there are few rules, but lots of advice. Remember, your press release doesn't just need to make sense to you - it needs to make sense to everyone else as well.

[Here](#) is a list of three press release blunders, courtesy of PRDaily.com.

Social Media and Digital Content

Destination Gettysburg launches summer social media

For June and July, as part of Destination Gettysburg's theme of "reconnecting," we've created two new hashtags - #GettysburgRemembers and #GettysburgMemories - that correspond with our marketing efforts for the summer months.

Both hashtags represent the connection that is made between friends and family members as well with the historic destination of Adams County. Members are also encouraged to use these hashtag when creating memories with loved ones while in Gettysburg or use it when connecting with the historical stories of Gettysburg and Adams County.

'My Gettysburg' campaign in full swing

Cory Runk, our Digital Content Manager, will be contacting members that fit Destination Gettysburg's seasonal themes to participate in the "My Gettysburg" video campaign.

Our goal with these videos is to highlight the stories of visitors, local residents and those in our tourism community and tell their stories of why Gettysburg is special to them. These videos will be

shared on Destination Gettysburg's social media and will live on its YouTube channel dedicated to the 'My Gettysburg' campaign - <http://bit.ly/1cnjbhc>.

GUEST COLUMN: Jon Schallert

The Insanity of the 5 Year Rule

By Jon Schallert

I need to get something off my chest. Let's get this right out in the open.

There's a nasty rumor floating around in the world of independent businesses and that rumor is "The 5 Year Rule".

It happens at every convention I go to: Some business "expert" gets up in front of an audience and says something like: "Most businesses don't break even for 5 years."

At an economic development conference a month ago, a speaker said: "80% of all businesses fail within 5 years."

I had a business owner recently tell me that most owners don't take a paycheck home until after year 5. Frankly, if I hear another business owner start a sentence with the words: "I'm going to give it 5 years...", I'm going to shake them.

I don't know who first started spouting this crazy, inaccurate 5-year benchmark nonsense, but it needs to stop.

First rule of business success: Do things that generate customer traffic and revenue.

Second rule: If the things you did before don't generate enough customer traffic and revenue, do something else now, preferably something that another business owner successfully tried in their business that worked amazingly well.

I don't care about studies that "prove" business failure or business success at the 5-year mark. And I don't care about industry averages. If your business isn't doing what it's supposed to do (which is generating enough revenue for your household to live on), change your business, and if necessary, your business model, now! There is no point in waiting 5 years to see if a business gets better. This isn't magic, and owning a business shouldn't feel like the Bataan Death March.

If you haven't seen a monumental spike in business growth as a direct result of your creativity and hard work within 18-24 months, working harder and waiting longer is not going to work well enough to dramatically improve your business.

When a fellow business coach told me that "In business, things take time", he's partly right. Some things take time, like a city approving your building permits. Bureaucracy takes time. But independent businesses can create exponential growth in a multitude of ways. Right now.

Slow growth is not obligatory. Martyrdom is not part of your job description.



Here's to praising all the impatient, Attention-Deficit Disorder entrepreneurs who will change their entire store around in a moment's notice!

There's nothing wrong with 180-degree turns. Don't be afraid to take one. You'll be happier 5 years from now.

(Courtesy of www.jonschallert.com)

GettysburgTourismWorks.com

Spread the word about Destination Gettysburg's new project

Destination Gettysburg is excited about the enthusiasm behind GettysburgTourismWorks.com in its first few weeks, but the success behind the website as well as the bigger endeavor to rally the businesses and their employees to be champions of tourism depends heavily on our members to share the site and spread the word among the workforce here in Adams County.

In order to help with this effort, Destination Gettysburg has created a [postcard](#), which is available at our office or to be printed, as well as a [sample letter](#) that can be sent to employees directly, explaining the website and how they can engage with it.

Please don't hesitate to ask us how you can get more involved with this project.

Since our launch on May 6, we've added several new blogs, news articles and dozens of new job listings. Check it out [here](#).

Questions about the project can be sent to Carl Whitehill, Director of Communications, at carl@destinationgettysburg.com.

Did you know?

Give your Destination Gettysburg membership a boost

Often, members of Destination Gettysburg aren't using their membership to its fullest potential. Donna White, Director of Member Services with Destination Gettysburg, regularly meets with members to provide a better understanding to the full scope of benefits that businesses and organizations can receive through their membership.

Destination Gettysburg can help its members grow through advertising opportunities, media relations efforts, help with social media and sales to meeting planners and group tour operators, among a variety of other marketing efforts.

To schedule a meeting with Donna, email donna@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. Stacey Fox - stacey@destinationgettysburg.com