

DISCOVER
Lancaster
 Sharing the Lancaster Tourism Story
Where We've Been & Where We're Going



DISCOVER
Lancaster

Mission To inspire people to visit and Discover Lancaster.

Vision Lancaster County is a *timeless* place for all to gather, explore and rejuvenate.

DISCOVER
Lancaster

TEAMWORK INNOVATION EXCELLENCE

INTEGRITY STEWARDSHIP

Where We've Been

COVID & 2020

**Lancaster tourism
was hit hard.**

- Visitation & Economic declines of **36%** or more
- Lodging decreases of **38%** or more
- Loss of nearly **30%** of direct industry jobs



COVID & 2020

- ★ Discover Lancaster received **\$1.3M** in CARES Act funds from our County Commissioners during the back half of 2020.



LANCASTER CITY / SMALL TOWNS



▶ ⏸ 🔊 0:17 / 0:30 ⏹ ⏪ ⏩ ⌂ 🗨️



LET'S
DISCOVER
Lancaster
Safe . Clean . Fun
DISCOVERLANCASTER.COM

COFFEE

STARBUCKS COFFEE

STARBUCKS COFFEE

2021 BOUNCE BACK

- ★ Discover Lancaster received **\$1.5M** in DCED tourism marketing grant funds through the efforts of our 2 State Senators: Scott Martin and Ryan Aument. *(January 2021)*



SHARE ^{SOME}
GOODNESS
AND GOOD IDEAS...



MEET · PLAN · DISCOVER · EXPLORE · RELAX · [DISCOVERLANCASTER.COM/MEETINGS](https://discoverlanaster.com/meetings)

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2022 & BEYOND

- ★ Discover Lancaster received **\$1.03M** in ARPA funds from our County Commissioners in January of 2022.



STAYCATION

**DISCOVER WHAT'S IN
YOUR OWN BACKYARD!**

DISCOVER
Lancaster



[DISCOVERLANASTER.COM/STAYCATION](https://discoverlanaster.com/staycation)

22% OFF YOUR STAY

Where We Are



We work with approximately 475 industry partners:
Hotels, B&Bs, Attractions, Restaurants, Shops, and more.



TV



DISCOVER
Lancaster

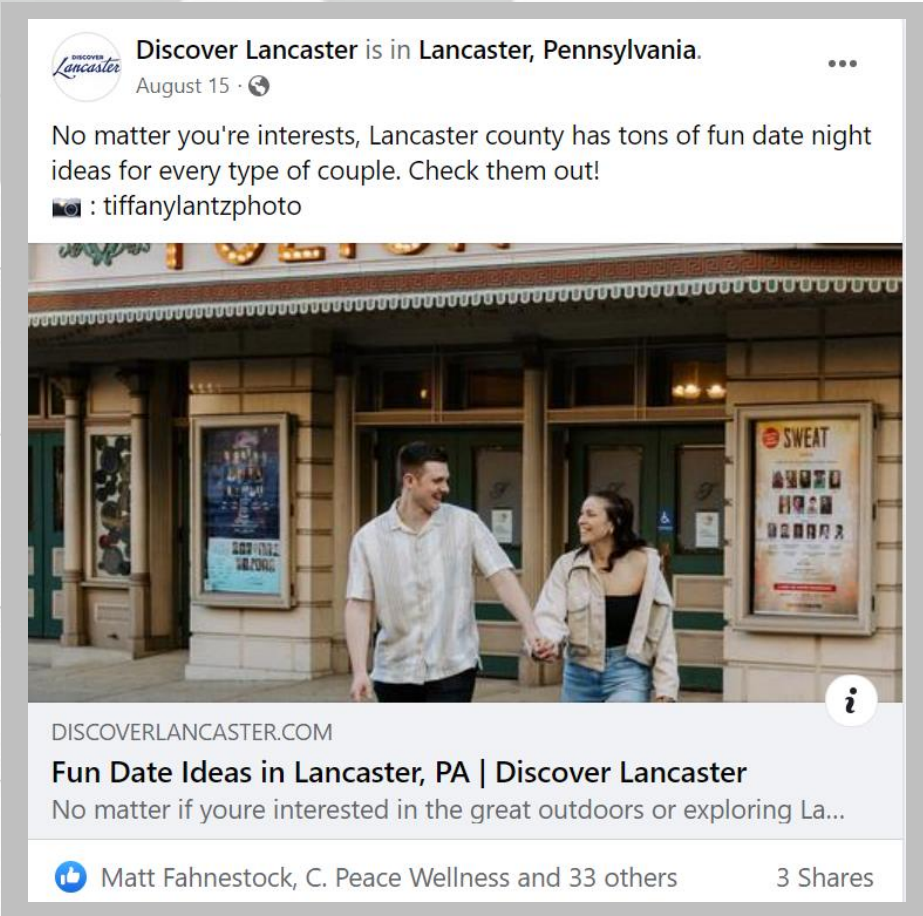
DiscoverLancaster.com

Pennsylvania
pursue your happiness

DISCOVER
Lancaster


Social Media

facebook



Discover Lancaster is in Lancaster, Pennsylvania. August 15 · 🌐

No matter you're interests, Lancaster county has tons of fun date night ideas for every type of couple. Check them out!
📷 : tiffanylantzphoto



DISCOVERLANCASTER.COM

Fun Date Ideas in Lancaster, PA | Discover Lancaster
No matter if you're interested in the great outdoors or exploring La...

👍 Matt Fahnstock, C. Peace Wellness and 33 others 3 Shares

Instagram



forkingwitharmani and discover_lancaster Original audio

forkingwitharmani I'll PHO sure be visiting @SouthernMarketLancaster again. 🍜🍜🍜🍜🍜

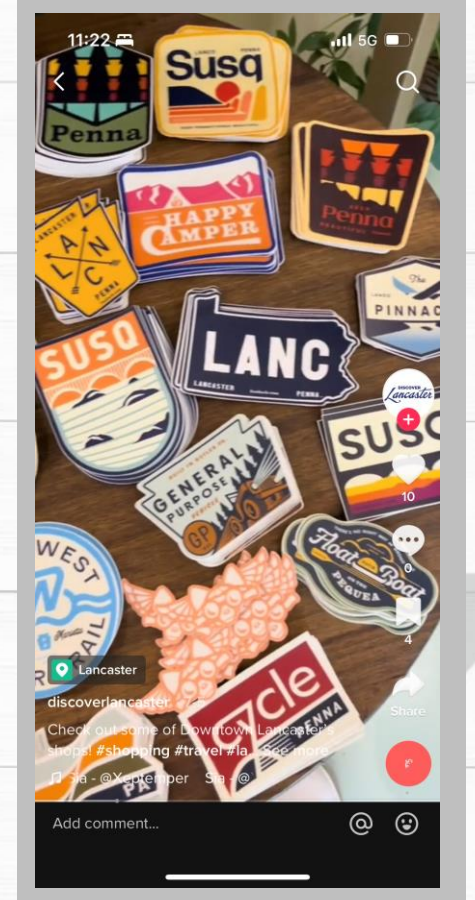
...
@Discover_Lancaster We stopped by the Southern Market in downtown Lancaster during our visit to Pennsylvania. Southern Market is a modern-industrial style food hall that offers an incredibly diverse array of 'Chef Stations'. We tried pho from @PhoLifeLancaster, authentic Moroccan cuisines from @flavors_Of_Morocco, coffee from @ButterAndBeanpa, sushi from Akhi Sushi and pastries from @SavoyTruffleLancaster. We didn't

❤️ 💬 📌


Liked by heberleinj and 685 others
JULY 17

😊 Add a comment... Post

TikTok



11:22 5G

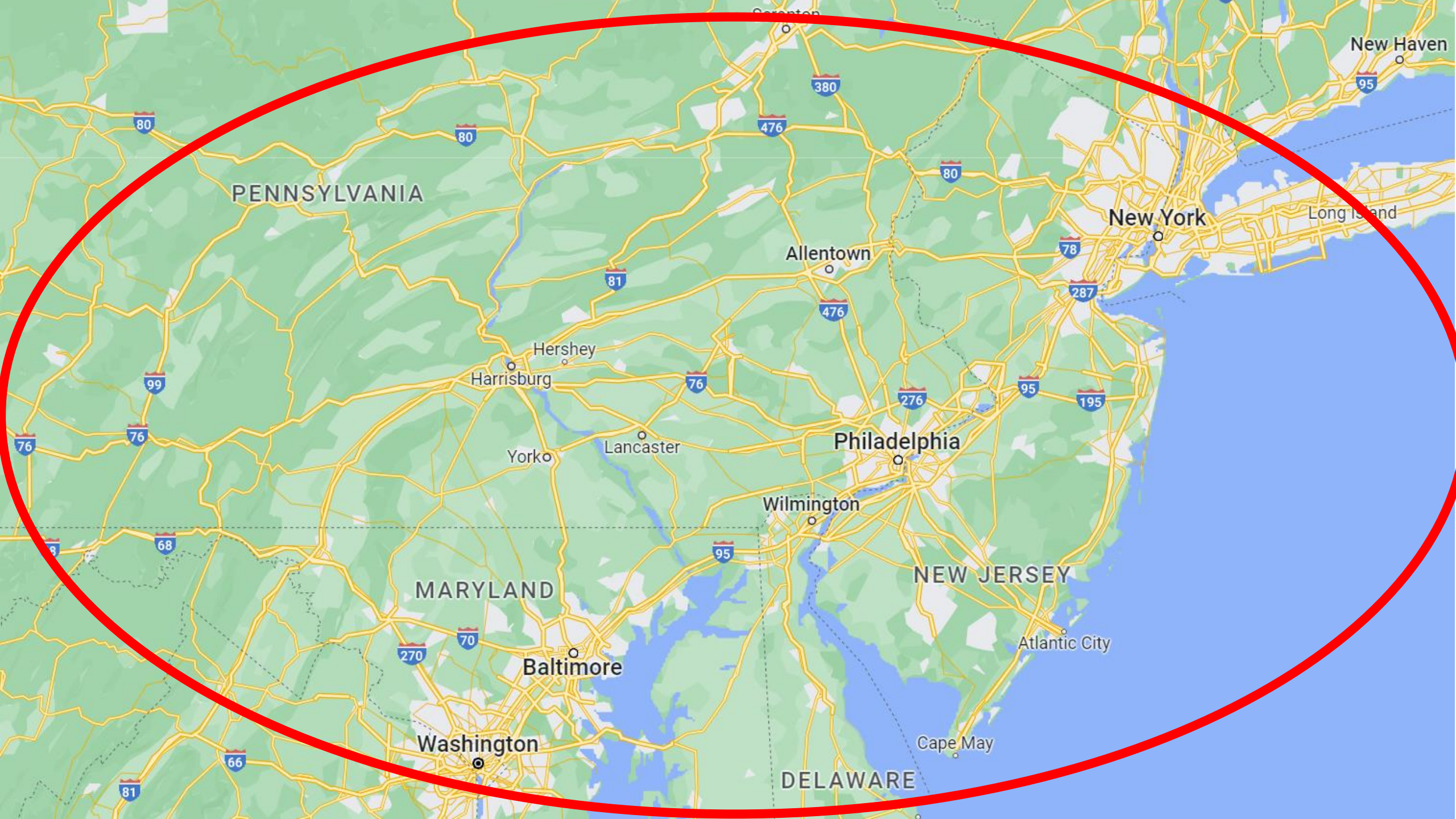


discoverlancaster Lancaster

Check out some of Downtown Lancaster shops! #shopping #travel #lanca #discoverlancaster

👤 @YankeeM... 📍 @...

Add comment...



PENNSYLVANIA

New Haven

New York

Long Island

Allentown

Hershey

Harrisburg

Philadelphia

Yorko

Lancaster

Wilmington

MARYLAND

NEW JERSEY

Baltimore

Atlantic City

Washington

Cape May

DELAWARE

Out of Market Partnerships



DISCOVER
Lancaster



FAMILY FUN IN LANCASTER COUNTY

It's that time again – when Lancaster County's countryside comes alive with the rich greens & browns in the fields. Lancaster is waiting for you to discover all the hidden treasures of the season. Hit the road for that spontaneous Pennsylvania road trip you've been meaning to take!

Whether you're looking for a quiet getaway on your own, some quality time with your significant other, or family fun during this season, you are sure to find something special to do right here in Lancaster County.

DISCOVERLANCASTER.COM

Out of Market Partnerships

SUMMER ROAD TRIP TO
LANCASTER, PA

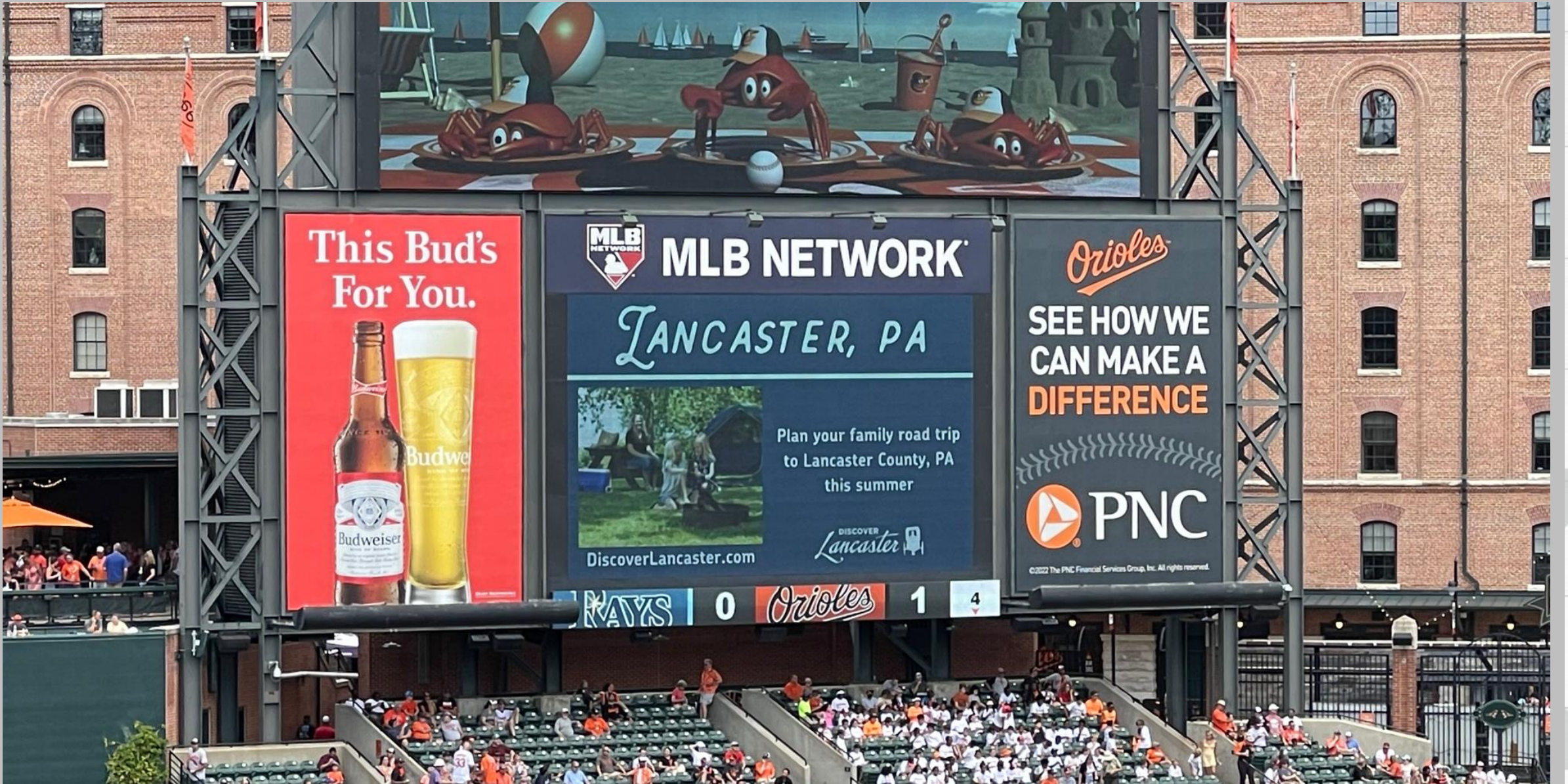
JUST A 90 MINUTE DRIVE
FROM PHILADELPHIA
DISCOVERLANCASTER.COM

DISCOVER
Lancaster

DIGITAL WALL INSTALLATION



Out of Market Partnerships



RADIO & Podcasts



Influencers



nicoleangelaclash and discover_lancaster
Paid partnership with **discover_lancaster**
Lancaster County

nicoleangelaclash VISIT AMISH VILLAGE GUYS! 🐄🐄 we recently visited Lancaster and stopped at The Amish Village, they offer an authentic look at today's Amish lifestyle. Located on 12 scenic acres of land, The Amish Village lets visitors enjoy a genuine Amish property and experience Amish culture up close. 🍷

The Amish Village is dedicated to creating authentic encounters with the Amish culture through our tours

[View insights](#)

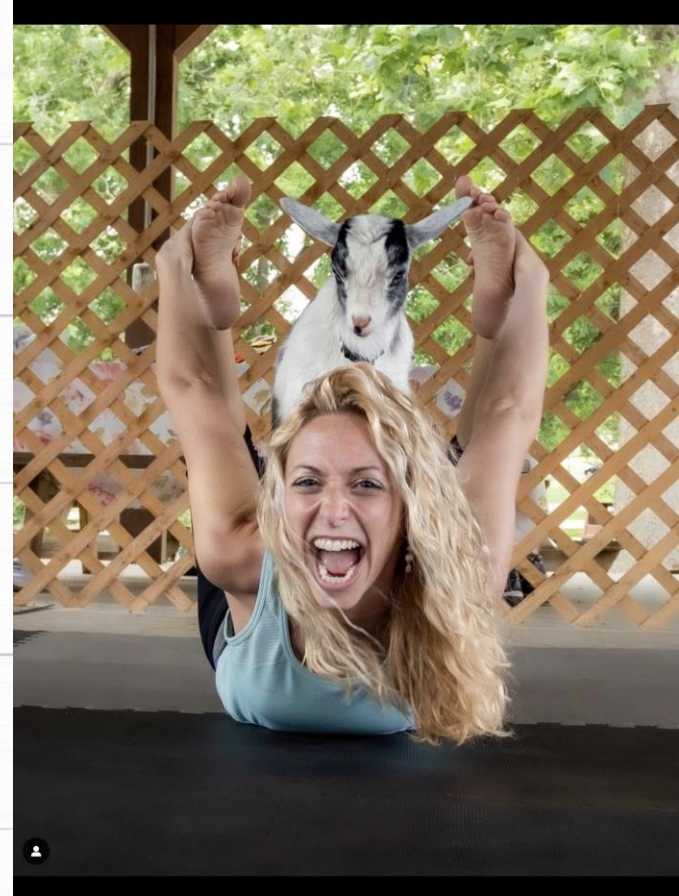


119 likes

AUGUST 6

😊 Add a comment...

Post



thefivefoottraveler Paid partnership
The Amish Farm and House

thefivefoottraveler Imagine having baby goats hop on and off you with no rhyme or reason, all while trying to hold a yoga pose! 🐐

Let's just say that goat yoga simply has to be added to your bucketlist, as it's an absolute blast! We spent two hours laughing and cuddling baby goats in @discover_lancaster and couldn't recommend it more highly 🥰

📍 @amishfarmandhouse

#LancasterPAGetaway #sponsored #goatyoga #goatsinstagram #goat #goatworthy #goatstory #goatlove #visitpa #pasummerdays #patravelhappy #pennsylvania #pennsylvania_life #girlstovetravel #adventureseeker #lifeofadventure #funnyanimals #animalsinstagram #exerciseroutine #yogainspiration #yogaeverdamnday #yogafun #yogapose #yogilifestyle #yogaeverywhere #yogafun #yogayoutside #yogabeginner #yogachallenges

Edited · 9w

ibrahimerden07 3w Reply

joanie.tracy_ That looks fun! Now I want to try it! Is it an easy drive from CT? 8w Reply

— View replies (1)

rathor.ashif.5 9w Reply

imrankhan4880 Miss you beautiful



Liked by **thechoiceofsophie** and others

JULY 7

😊 Add a comment...

Post

Lancaster City in the news...

US News & World Report

TRAVEL



28 Top Things to Do in Lancaster, Pennsylvania

This charming region offers experiences that harken a bygone era, including horse-and-buggy rides, antique shopping and scenic train excursions.



Making homemade pretzels, visiting a clock museum and staying in a hotel that resembles a steamboat are just a few of the many unique things to do in Lancaster.  (GETTY IMAGES)



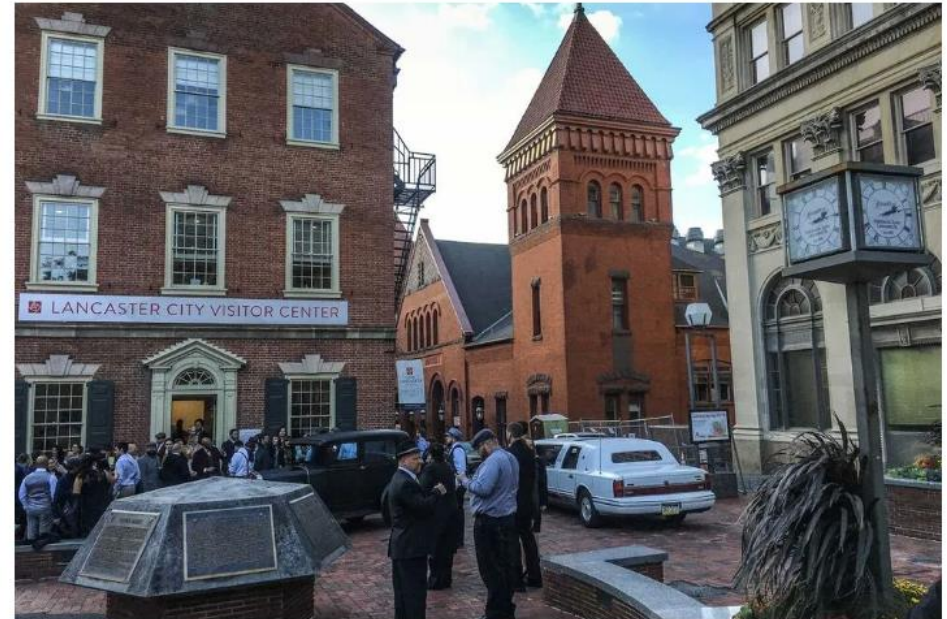
USA TODAY
10Best



INTERESTS // EXPLORE

We love Philly and Pittsburgh, but check out these smaller Pennsylvania cities

Lancaster



The Lancaster City Visitor Center — Photo courtesy of Brian Cicioni

Lancaster City in the news...

FOX43

News

Weather

Near Me

VERIFY

Watch
Live

FOX43

Experience arts and entertainment in Lancaster | Travel Smart

The arts scene in downtown Lancaster has a something for just about everyone, from stunning galleries to jam-packed entertainment.



susquehanna

Style

Inside the Kitchen and Behind the Bar with Proof of Lancaster

Learn more about Lancaster's newest dining hotspot, Proof of Lancaster.

by Rachel Curry, Photography by Karlo Gesner

September 6, 2022 8:00 AM



Lancaster City in the news...



PHILLY LIVE

Showcasing the food, fashion, wellness, technology and travel destinations that make the Philadelphia region great.



WATCH LIVE

TRAVEL

Rick's Road Trip: Lancaster County is full of food, fun and culture

"This is not your grandparents' Lancaster anymore. There is so much to do," said Joel Cliff with Discover Lancaster.



By Rick Williams and Caroline Hayden

Thursday, April 14, 2022



Lancaster City in the news...

thrillist

NEW YORK • TRAVEL • WEEKEND GETAWAYS

The 13 Best Weekend Getaways Within 5 Hours of NYC

From excursions based solely around eating to wallet-friendly options, here are winter retreats to balm the pandemic-weary soul.

By [Lauren Matison](#), and [Kemi Ibeh](#)

Updated on 1/12/2022 at 5:56 PM



Lancaster City in the news...



THE TRAVEL



How To Visit The Underground Railway: The Trail To Freedom

The Underground Railway is one of the most important parts of American history and there are many sites and museums to explore along it today.

BY AARON SPRAY

PUBLISHED JUL 13, 2022



Heidi Besen / Shutterstock

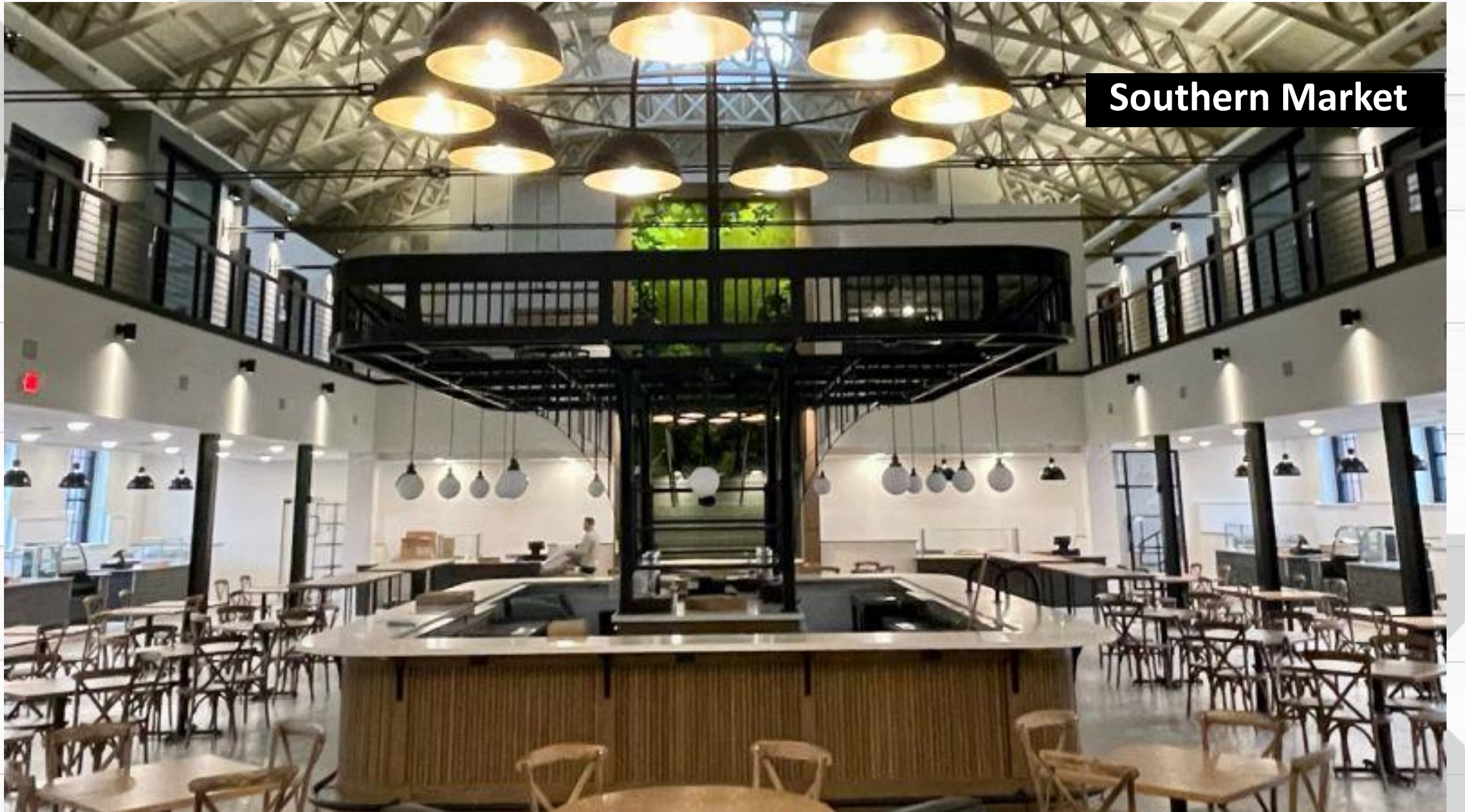


Media Partnerships



Group Sales





Southern Market

Entertainment & Events





Science Factory Courtyard



Holiday Inn Imperial Terrace

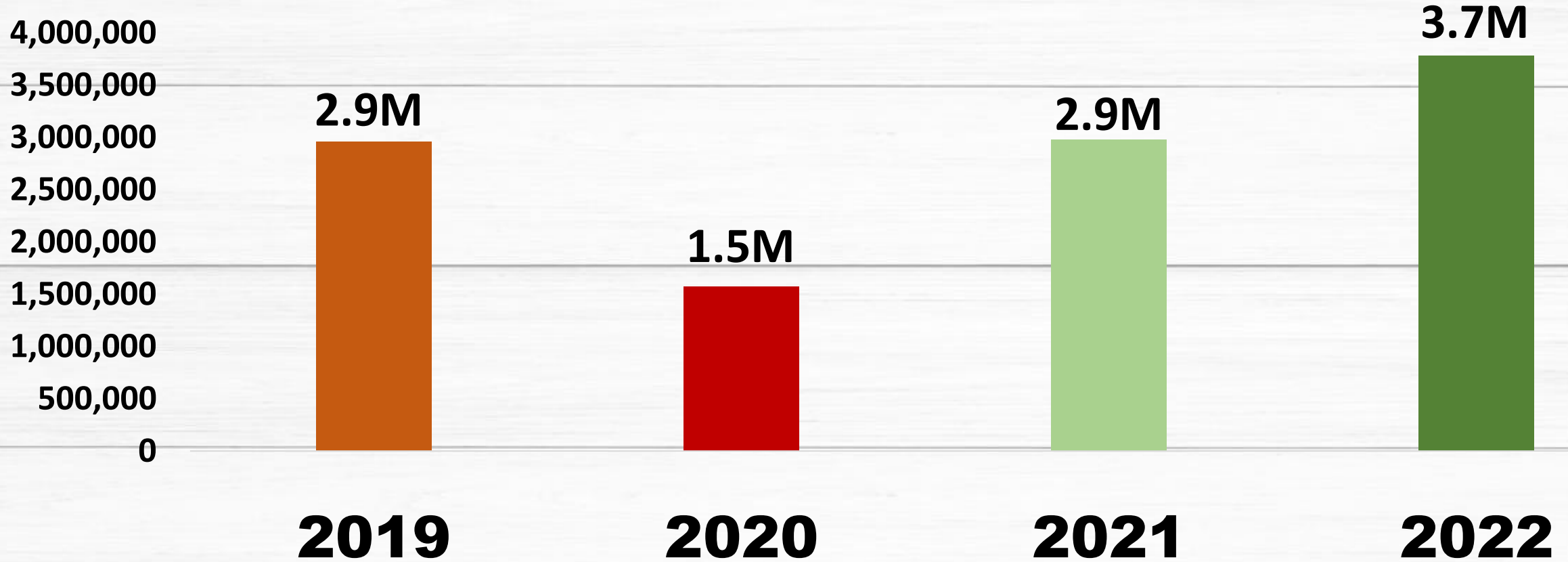


Ewell Plaza



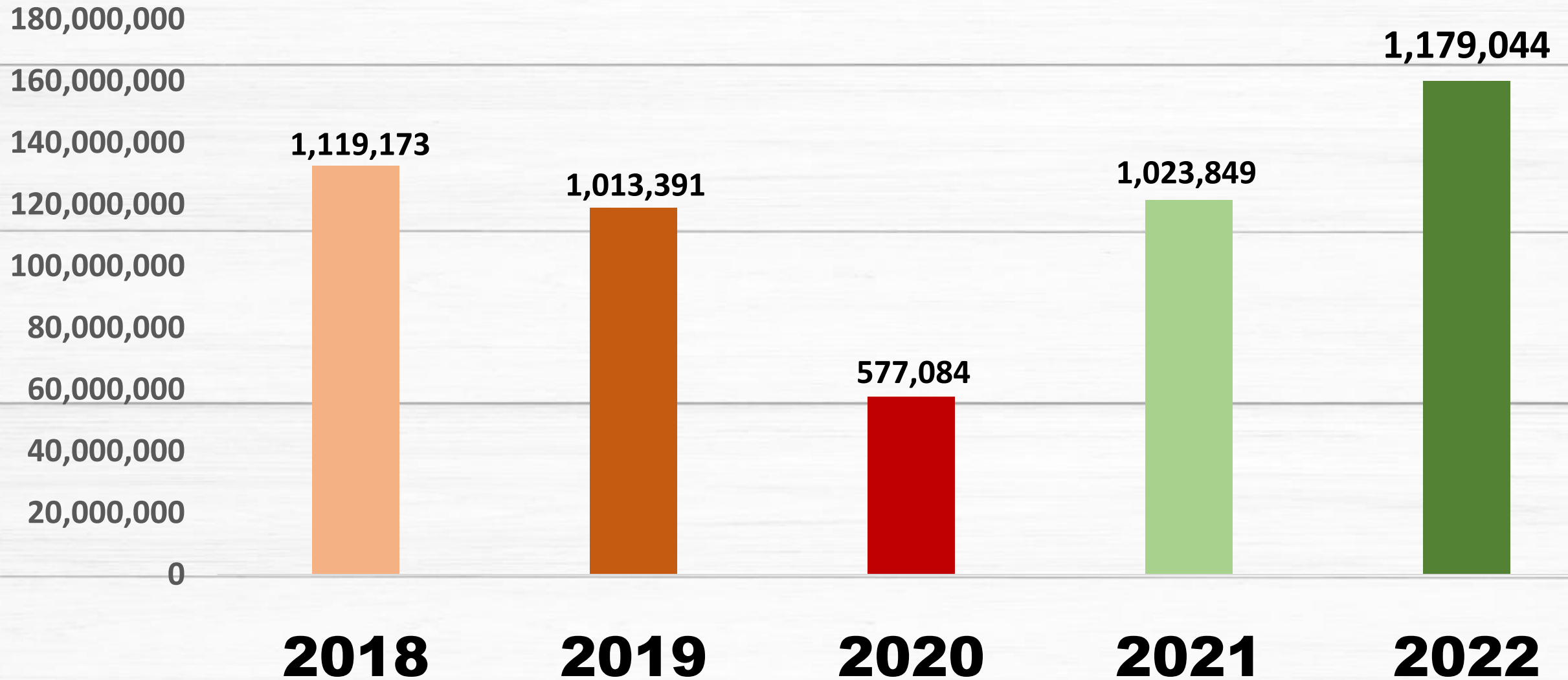
WEBSITE PAGEVIEWS: YTD

DiscoverLancaster.com



2022 Pageviews on DiscoverLancaster.com are up 27% vs LY.

DEMAND: YTD



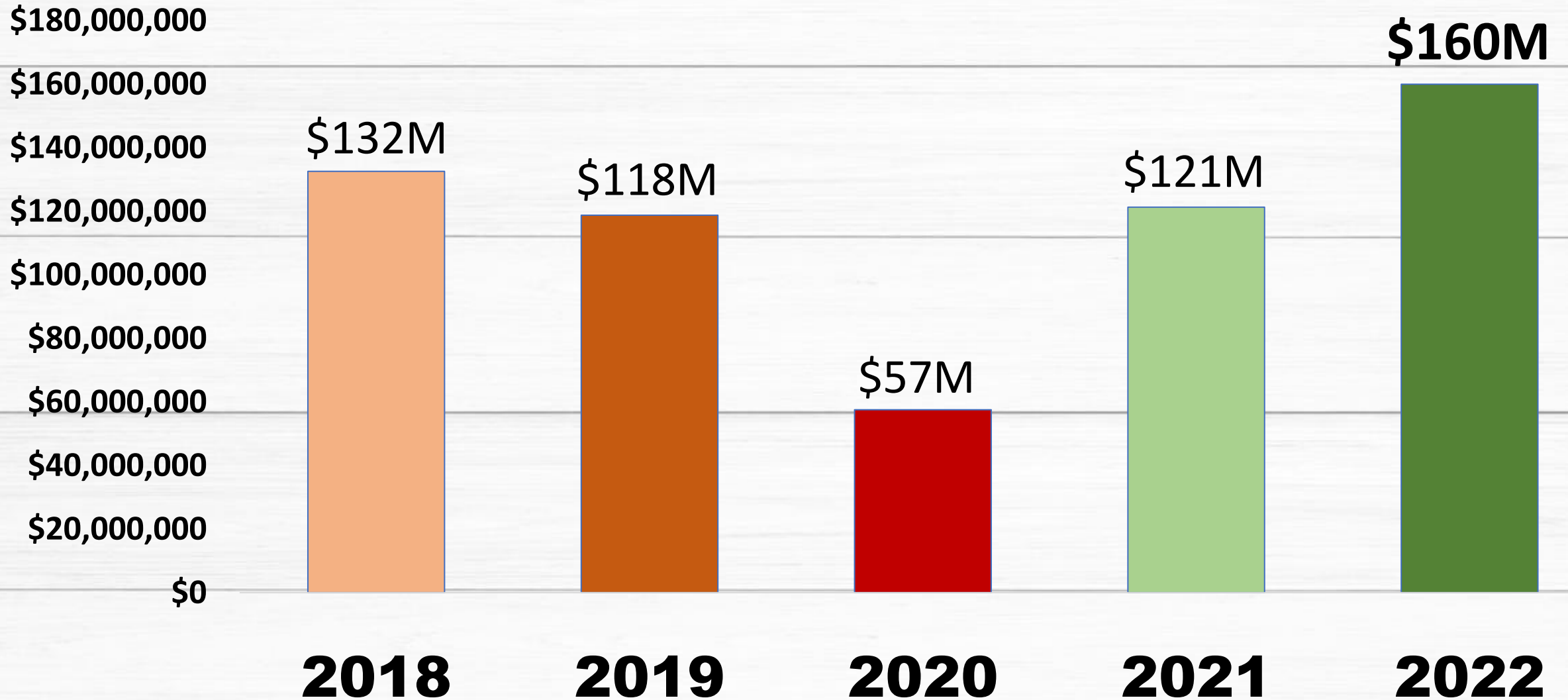
2022 Demand is 5% higher than the last peak in 2018, and 16% higher than 2019.

AVERAGE DAILY RATE: YTD



2022 Avg. Daily Rate is 16% higher than 2021, and 14% higher than 2018.

REVENUE: YTD



2022 TOTAL Revenue is 20% higher than the last peak in 2018.

A photograph of a dark-colored horse-drawn carriage with a driver, pulled by a brown horse, moving along a paved road with yellow double lines. The background features rolling green hills under a blue sky with light clouds. In the distance, a white building with a tower is visible on the left, and a large green tree is on the right.

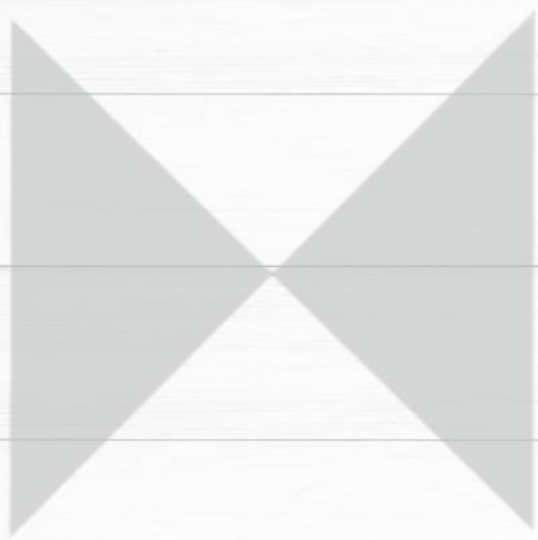
DISCOVER
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Annual Economic Impact:
\$3.3 Billion

Annual Visitors:
9 Million +

Total Jobs:
22,000 +

Where We're Going



3 YEAR STRATEGIC PLAN





**Maintain strong level of
leisure travel**



**Elevate efforts to secure
group business**



**Elevate efforts to secure
group business**

Elevate efforts to secure group business





**Promote Lancaster County, PA as
a year-round destination**



Continue investing in regional / national public relations

PERCENTAGES OF THE BUSINESS MARKET WITHIN THE ECONOMIC CONTEXT

The composition of the percentages of the business market within the economic context in the various countries of the sale of the products in the 12 months of the year 2015.



Economic equity:
It refers to the fair and just distribution of resources, income and products among all members of society.

Economic efficiency:
It refers to the optimal use of resources to produce the maximum output with the minimum input.

Economic freedom:
It refers to the freedom of individuals to make economic decisions and to own, control, and dispose of their property and the means of production.

Economic stability:
It refers to the absence of significant fluctuations in the price level and the rate of interest, and the absence of inflation and deflation.

Research and expand visitor data and resources



Help steward Lancaster County's natural resources



IN PARTNERSHIP WITH
THE CARLSON CULTURAL TRUST

LIZ HESS
gallery

FREIMAN
STOLTZFUS

3P29

Align the industry around key destination priorities



Continue to build Discover Lancaster's Community Engagement



**Expand awareness through
government and media relations**

DISCOVER
Lancaster

501 Greenfield Road

LANCASTER VISITORS CENTER

**Discover Lancaster Visitors
Center**

LANCASTER COUNTY
20 RESTAURANT WEEK 22



Lancaster
Farmland
Trust

Support product development



THANK YOU