

# DISCOVER *Lancaster*



GROWING THE LOCAL TOURIST ECONOMY

# TOURISM

*In 2022*

9.8

MILLION  
VISITORS

+7% FROM 2021

\$2.5

BILLION  
DIRECT VISITOR  
SPENDING

+15.5% FROM 2021



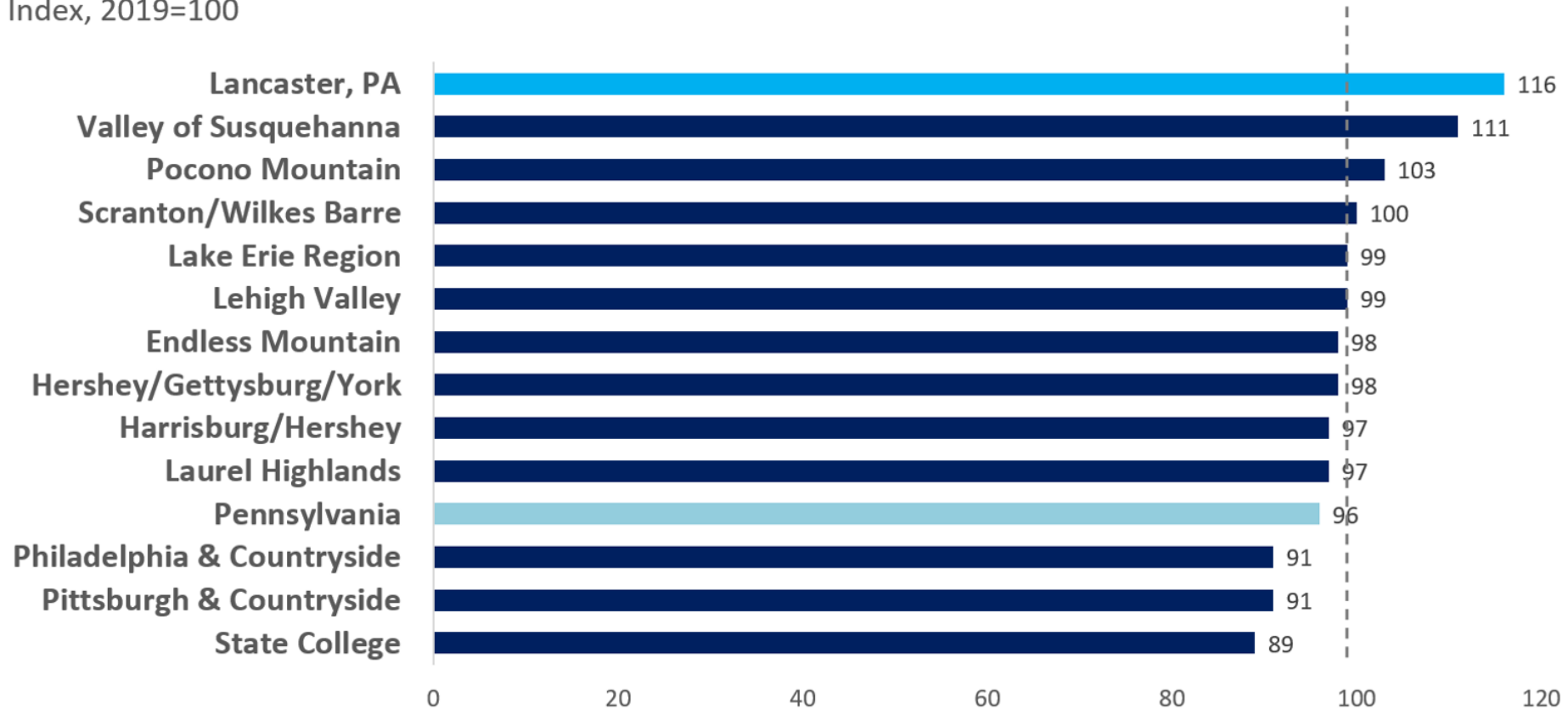
# TOURISM ECONOMICS

AN OXFORD ECONOMICS COMPANY

## Hotel Demand

2023 Year-to-Date through July, % recovered relative to 2019

Index, 2019=100



**Lancaster is outperforming the rest of the state.**

# Summer Recap

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“The Lancaster Science Factory had its most successful summer yet. After setting a monthly attendance record in June, we shattered that record in July and had our busiest month of all time in 15 years. August turned out to be our second busiest month ever. Overall our attendance is up 37% compared to last year.”

- Emily Landis

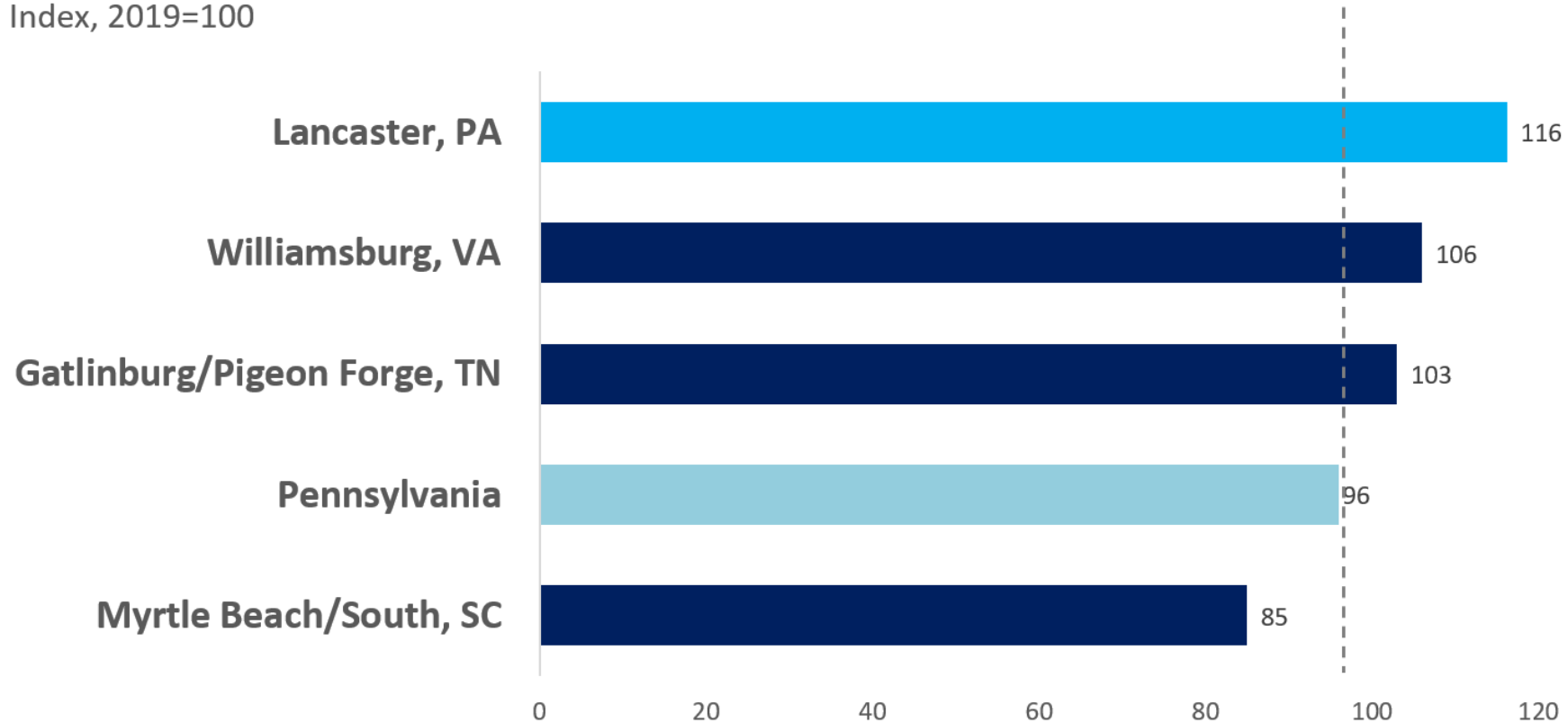
**Executive Director**, *Lancaster Science Factory*



## Hotel Demand

2023 Year-to-Date through July, % recovered relative to 2019

Index, 2019=100



**Lancaster is ahead of comp set destinations outside of PA.**



# Summer Recap

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“Overall attendance is up over 30% vs last year. Increased attendance at non-game day events included the 2<sup>nd</sup> Annual Red Rose Rumble (wrestling event), 3<sup>rd</sup> Annual July 4<sup>th</sup> Celebration that brought in over 4,000 guests, and the introduction of the BoneFrog Obstacle Course event with over 1,100 participants from over 20 states.”

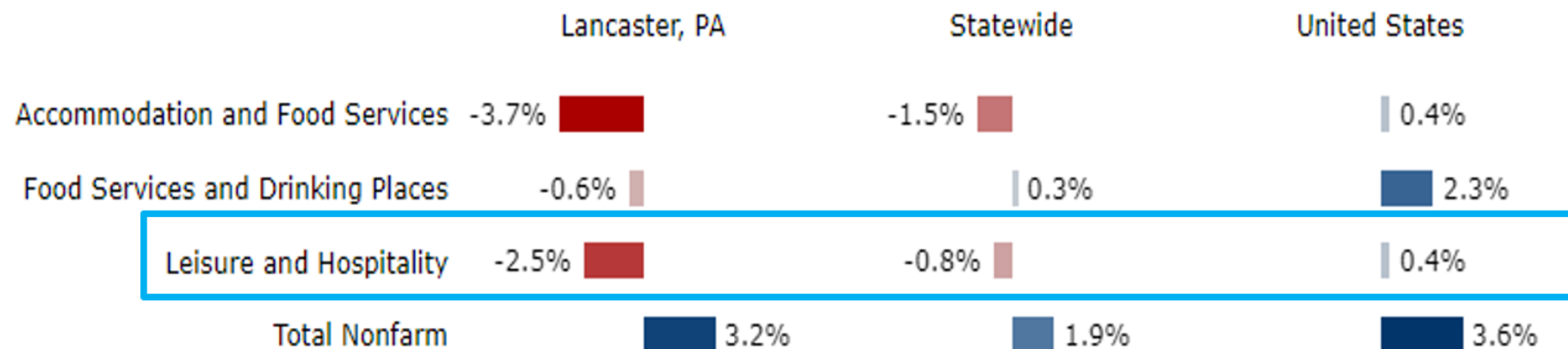
- Mike Reynolds

**President/GM, Lancaster Barnstormers**



## Employment by Sector

% Change vs. 2019



Source: BLS - Current Employment Statistics (CES)

**Leisure & Hospitality job recovery is lagging both state and national averages.**



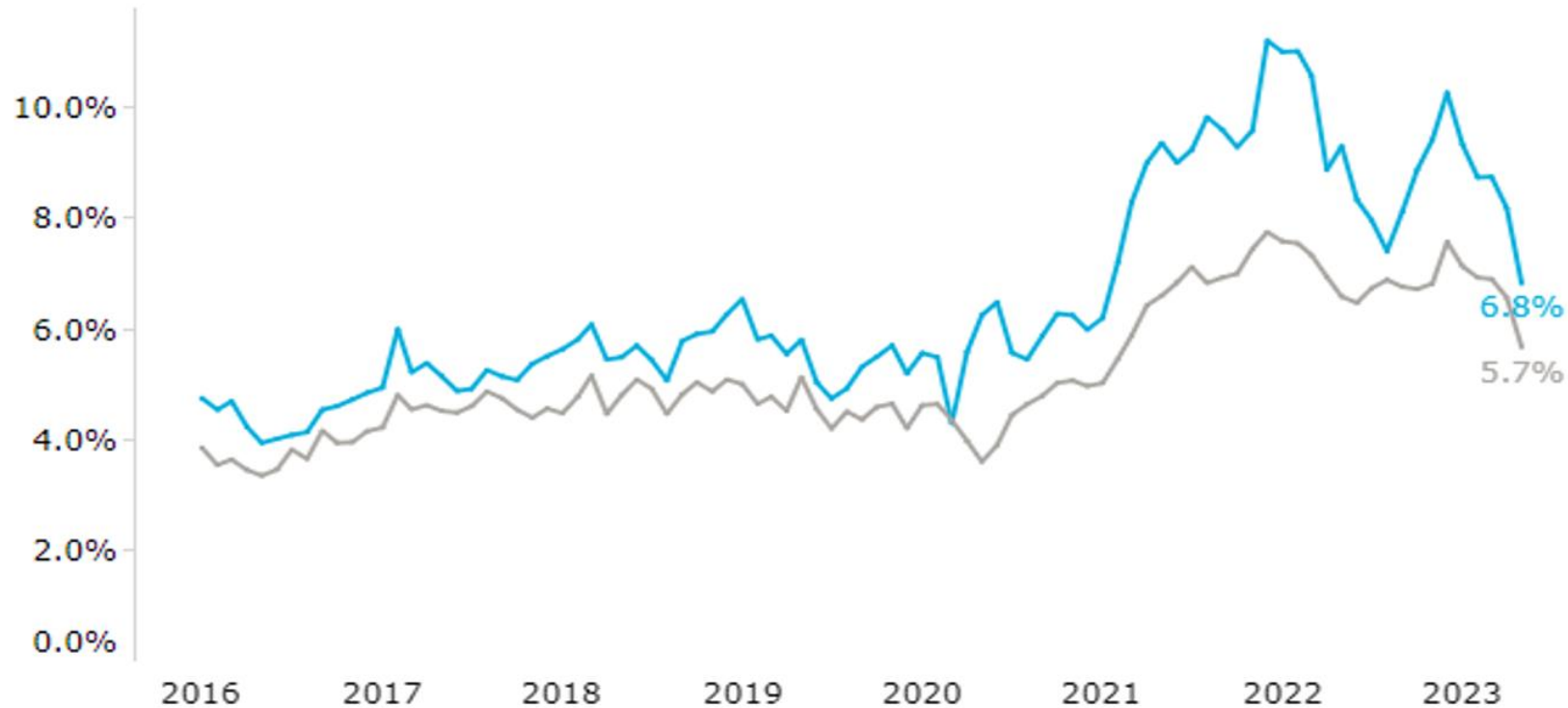


TOURISM  
ECONOMICS

AN OXFORD ECONOMICS COMPANY

## Job Openings Rate: Leisure and Hospitality vs. Total Nonfarm

Lancaster, PA



**An open rate of 6.8% in Leisure & Hospitality jobs represents 1,700 job openings.**



## *OUR MISSION*

**To inspire people to visit  
and Discover Lancaster.**



## VISITORS CENTER

**16,696**

**VISITORS**

+29% FROM 2022

**450**

PARTNERS  
FEATURED IN  
VISITORS CENTER

**150**

**INTERNATIONAL  
VISITORS**



**COUNTRIES**

# *A PATCHWORK OF NEIGHBORS*



**LampHouse**

DISCOVER  
*Lancaster*









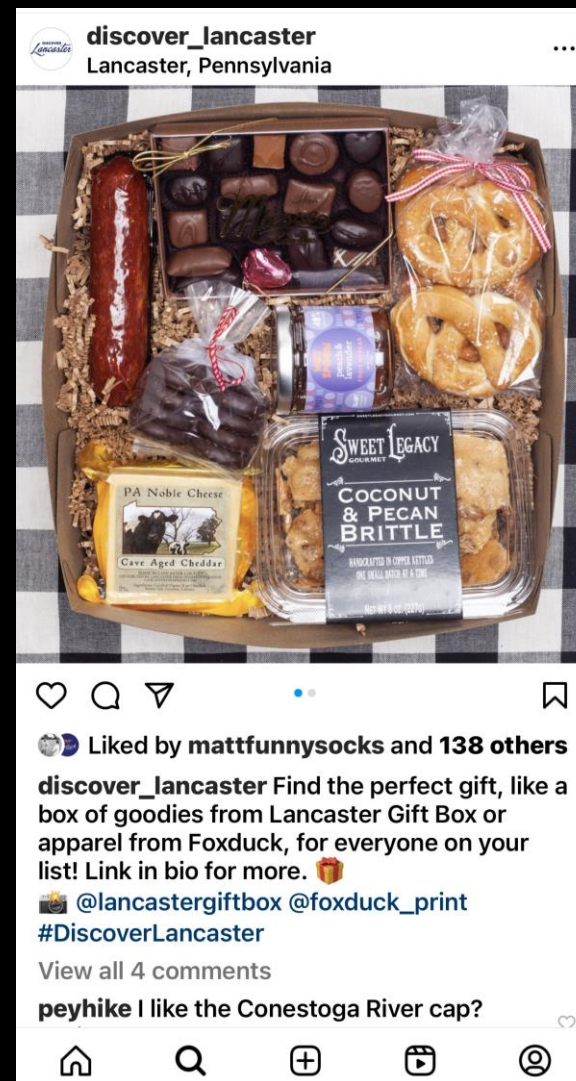


# MARKETING



DISCOVER  
*Lancaster*





Instagram

facebook

TikTok

LinkedIn

Pinterest

Followers

**163,705**

+ 5% ↑



Engagements

**1.07M**

+ 89% ↑

Followers

**45,113**

+ 20% ↑



Engagements

**95,342**

+ 84% ↑

Followers

**2,367**

+ 11% ↑



Engagements

**27,963**

+ 113% ↑

Followers

**2,442**

+ 44% ↑

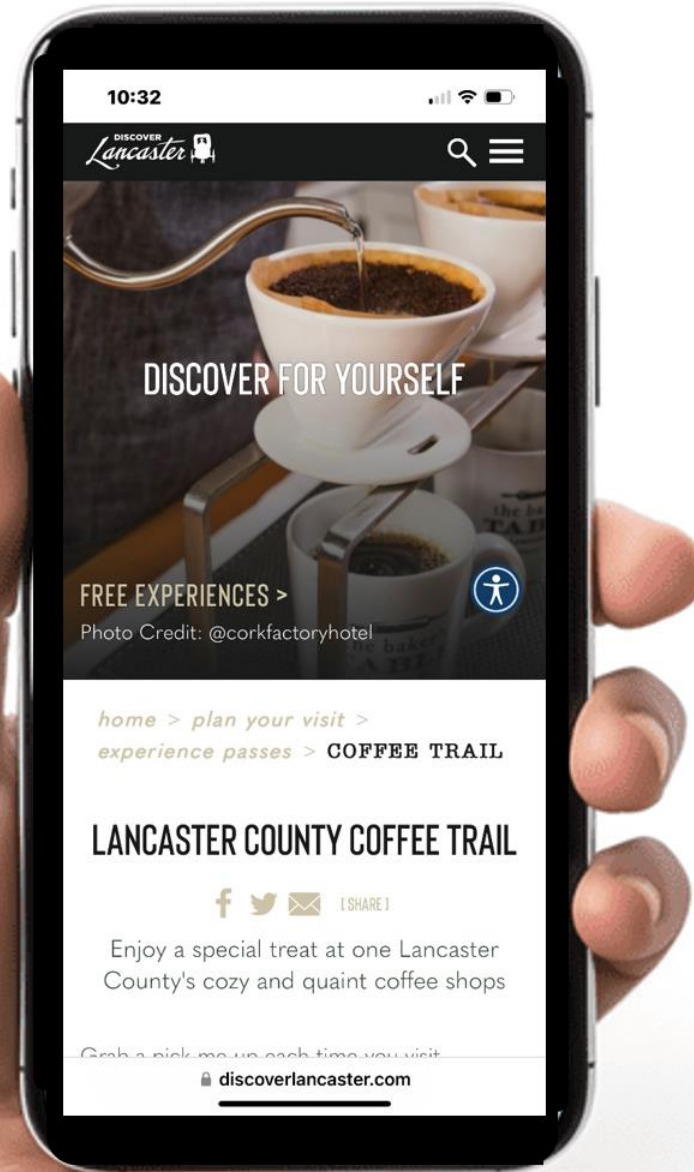
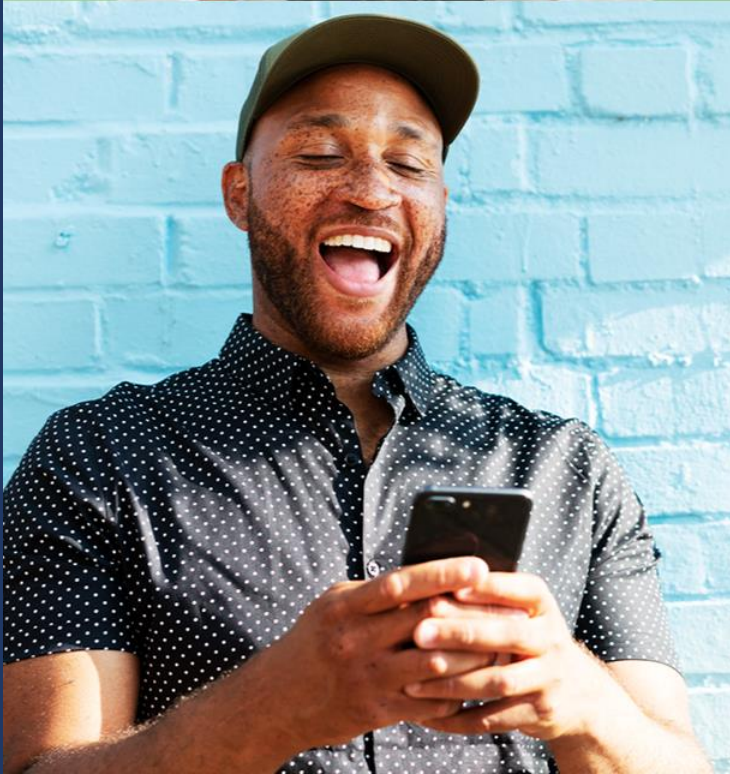


Engagements

**4,176**

+ 85% ↑









# Coffee Trail



Butter  
and Bean



PASSENGER  
COFFEE ROASTERS

LANC  PENN



SQ1  
COFFEE  
ROASTERS



PRINCE ST  
YORK CITY  
ESTD 2019 *Cafe*











## Craft & Cork Trail





DISCOVER  
*Lancaster*  
Channel



amazon **fire**TV

**ROKU**



**Apple**tv

 **YouTube**

 **Google Play**

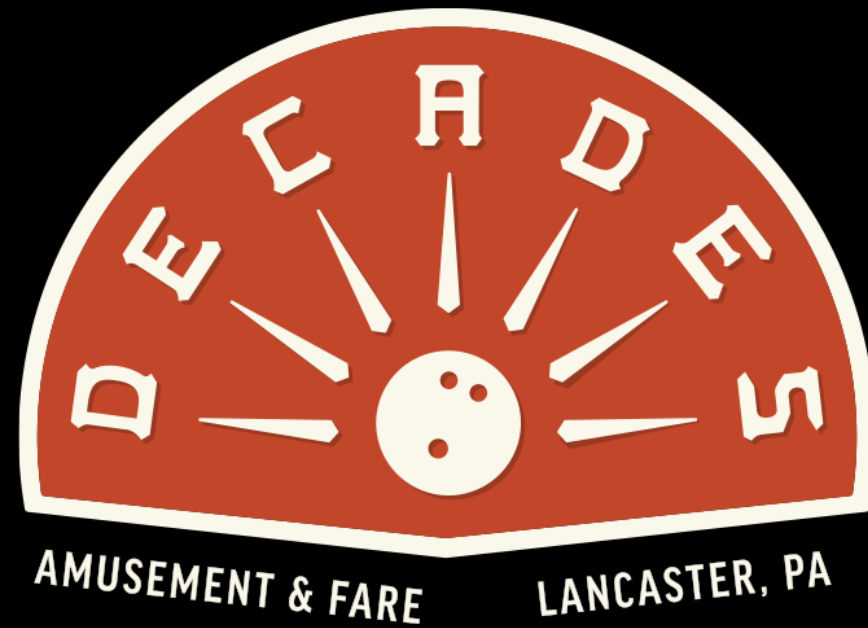
# Discover Lancaster Channel



**Mayor Danene Sorace**









# PUBLIC RELATIONS



STORIES

**\$9,767,000**  
MEDIA VALUE





# 2024 U.S. Women's Open



FANS ENJOY 2024 US WOMEN'S OPEN TORCH PASSING

**FOX43**

EXPECT MORE

NT



# 2024 U.S. Women's Open



**AMANDA BAKAY**

**DIRECTOR OF PROGRAMS & COMMUNICATIONS**



[@NBCPHILADELPHIA](#)

[@NBCPHILADELPHIA](#)

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# Better Homes & Gardens®



Conway Social Club's extensive cocktail menu highlights locally sourced produce and ingredients from Lancaster County.



Dutch cinnamon waffles for the graham crackers.

walls, wood-beamed ceilings, and plenty of historical charm to go around.

## Scottsdale, Arizona

Long dismissed as a snooze zone of chain restaurants and overpriced resort fare, this sprawling desert suburb has been quietly turning out some of the most exciting food in the Southwest. The endless sunny days and wellness-first vibes lure chefs from the coasts and beyond, while a deep-rooted

cowboy spirit keeps things from getting too crunchy. hand-rolled ravioli, and pitch-perfect Italian pastries will make you think you're in Rome. At spunky sushi restaurant ShinBay (10), enjoy a nonstop parade of pristine fish, including fried West Coast sweet shrimp. A crash course in Arizona wine is just one of the treats you can expect at celebrated chef Charleen Badman's locavore treasure FNB.

**STAY HERE:** The restored retro-chic Hotel Valley Ho checks all the boxes for lovers of midcentury mod, including a swimming pool designed to look like a martini glass with a lounge area like an olive garnish. The best part: It's within walking distance of the restaurants and bars of Old Town Scottsdale. ■

featuring foods like Puerto Rican empanadas and fresh-pressed cane juice by the pint, as well as meats, fruits, and traditional baked goods from local Pennsylvania Dutch vendors. A few blocks away, newly relaunched Southern Market is an incubator for some of Lancaster's rising immigrant chefs. Work your way through the vendor stations, feasting on tender lamb shank tagline, Syrian-style hummus, and seasonal sushi rolls. Pho and ramen share the spotlight at Issai Noodle (6). Whichever entrée you choose, don't skip the mochi donuts, which come in fun flavors like Thai tea and pistachio crunch and are so popular you have to order them in advance. Or try the caramel-filled Dutch

stroopwafels two blocks away of Lancaster Sweet Shoppe (8). Cap things off with a glass of top-shelf whiskey at Conway Social Club (7), a craft cocktail bar with lots of dark wood and leather.

**STAY HERE:** The Cork Factory Hotel is a nod to Lancaster's industrial past, with brick-and-stone



ShinBay is known as one of the best sushi restaurants in the country.

## Lancaster, Pennsylvania

Set in the heart of the state's Amish country, Lancaster is home to a growing immigrant and refugee population—and the foods and flavors they bring. Add to that a reputation for being "the next Brooklyn" and you have a community in flux, where rich culinary traditions thrive against a backdrop of cocktail bars, dairy farms, art galleries, and streets that still thrum with horses and buggies.

**WHERE (AND WHAT) TO EAT:** Arrive hungry at Lancaster Central Market, a vast warren of stalls

Newsday

## Adventure awaits in Pennsylvania



Explore Amish heritage and check out the attractions nearby in Lancaster County. You could even dine with an Amish family.



AAA World Magazine

## FOOD HALLS IN THE (GREATER) NEIGHBORHOOD

When you're ready to sample the food-hall experience, check out a few of our favorites in the region.



**The Bourse**  
Philadelphia, Pennsylvania  
This food hall occupies what was once Philadelphia's commodities exchange building, dating to 1891. Today, nine food concepts are steps from Independence Mall. Settle in for a bite after a day spent delving into our nation's rich history. [theboursephilly.com](http://theboursephilly.com)



ST. LOUIS POST-DISPATCH

EDITOR'S PICK

## Lancaster, Pa.: Explore Amish communities and much more

By Jim Winnerman Special to the Post-Dispatch Jun 26, 2023 0



**sports**  
DESTINATION MANAGEMENT  
Essential Planning & Location Strategies for Sports Event Organizers

THE DENVER POST

meetings  
PEOPLE + PLACES TODAY



## Lancaster: A Dutch Country Treat for Meetings Groups



Lancaster County Convention Center & Lancaster Marriott at Penn Square. Credit: Discover Lancaster.



## Northern Virginia

TRAVEL

### Road Trip to These Amusement Parks for Summer Fun

Craving adventure this summer? Visit these eight amusement parks in Virginia, Maryland, and Pennsylvania.

By Kate Oczypok | May 16, 2023

### Pennsylvania

#### Dutch Wonderland

Dutch Wonderland, located in Lancaster County, Pennsylvania, is just under a three-hour drive from Dulles. This year marks the park's 60th anniversary. The park has over 35 rides, attractions, and shows. Everything is designed for those under 10, including the Kingdom Coaster. New this year: the Topsy Turvy Tea Party ride. Dutch Wonderland's version of the ride is much like the classic Disney version — riders can spin fast, slow, or

***ACCESSIBILITY***



# WARE CENTER PARTNERSHIP EVENT: Accessibility

## Panelists

**Crystal Smeltzer**  
Lighthouse Vocational Services

**Kyle Huff**  
Tempest

**Meegan Winters**  
Able Eyes

**Robin Zaremski**  
The Ware Center

## ACCESSIBLE LANCASTER COUNTY

Join us in a conversation about accessibility at our businesses, on our websites, and in our marketing.

DISCOVER  
*Lancaster*

The Ware Center  
42 N Prince St, Lancaster

Thursday, March 9th  
4:30PM - 6:30PM







Bird-in-Hand

Bakery

Cafe

Ice Cream

Fresh Pastries

Fishery

LOCAL

# PARTNERSHIP

37

**NEW PARTNERS**

+16% FROM 2022

486

**ACTIVE  
PARTNERS**

90% RETENTION

SALES

ECONOMIC IMPACT

\$15,705,095


+14% FROM 2022



271

CLIENT  
MEETINGS



A top-down view of various travel items arranged on a rustic wooden surface. In the upper right, a wide-brimmed straw hat sits with a pair of black-rimmed sunglasses resting on its brim. Below the hat, a small white model of a commercial airplane is positioned. To the left of the plane, a stack of US dollar bills is visible. In the lower center, a dark green suitcase with a silver latch is partially shown. To the left of the suitcase, a brown leather bag with a brown strap and a round silver compass is visible. In the upper left, a small white card with purple text is partially visible. The entire scene is set against a background of vertical wooden planks.

# TOURISM OUTLOOK 2023

# American's excitement for travel still holds strong.

- The vast majority of travelers (86.3%) still express high levels of excitement to travel in the next 12 months.
- Americans are most excited to take family trips (63.7%), followed by romantic getaways (51.1%), girlfriend trips (36.2%), and solo travel (35.4%).

**Future Partners**

*September 12<sup>th</sup>, 2023*

# Opportunities:

- Aligning our resources to support the merchant community, resulting in more consistent store hours, increased traffic, and more successful metrics.
- Exploring ways to bring more group tours into Lancaster City.



# ON THE HORIZON



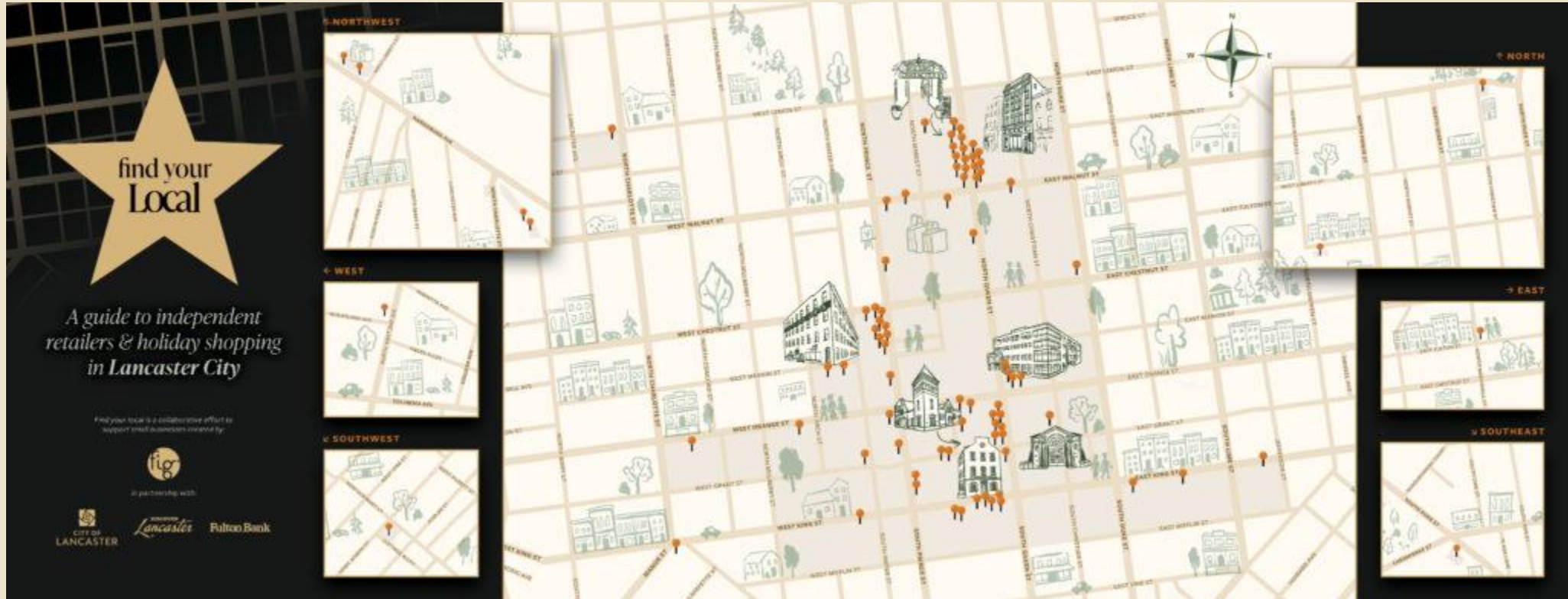


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**Lancaster Art Walk: *October 21 - 22***

# DISCOVER *Lancaster*



**Fig Retail Trail:** *November 6 – December 25*

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**Shop Small Saturday: *November 25***



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**Lancaster Shops Late: *December 8***





**Zenkaikon: *March 22-24***

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**Indie Retail Week: *Summer 2024***



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**THANK YOU**

