

CATCHING UP WITH DISCOVER LANCASTER



JEFF VASSER

PRESIDENT & CEO
DISCOVER LANCASTER

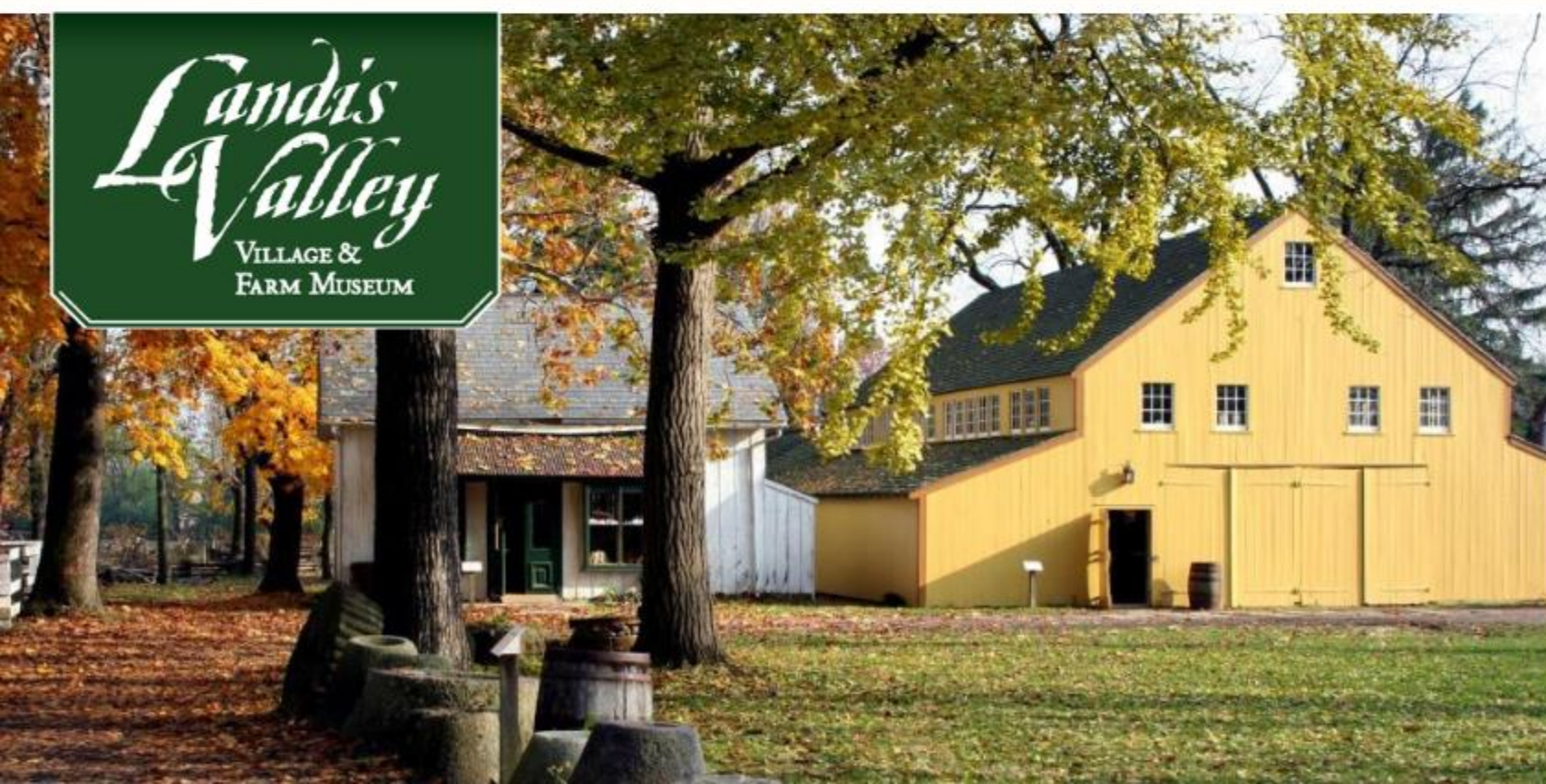
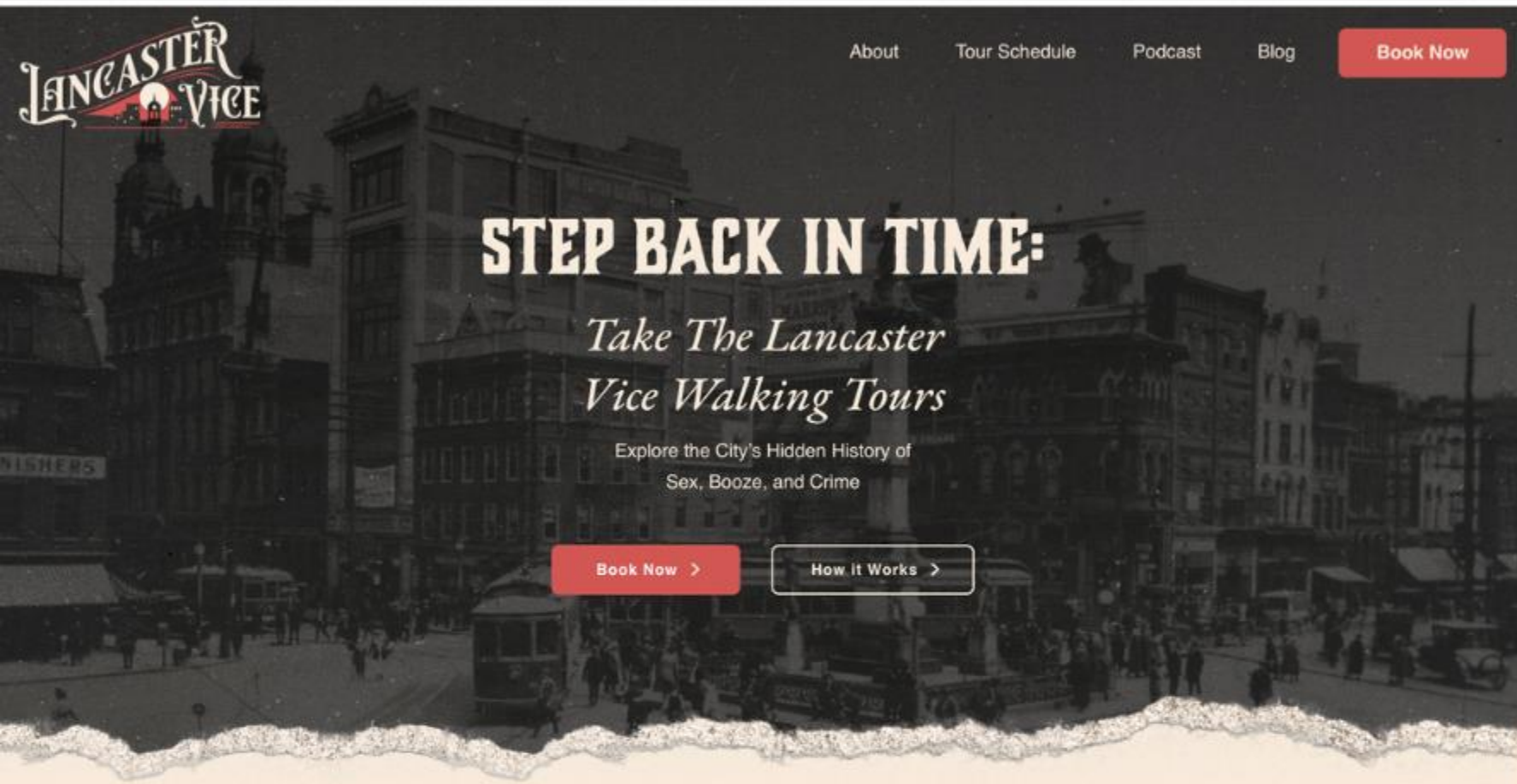


| DiscoverLancaster.com

LANCASTER CITY – WOW!



WHAT'S NEW IN 2025



PR EXPANSION



- SPECIALIZES IN DESTINATIONS
- 40+ YEARS' EXPERIENCE
- 30+ CLIENTS, TOP TOURISM BRANDS
- FULL SERVICE, WITH TV & NICHE FOCUS





2025 THUS FAR - LODGING

- LODGING DEMAND SLIGHTLY BEHIND & REVENUE SLIGHTLY AHEAD OF 2024
- LANCASTER HAS SOME OF THE BEST HOTEL ROOM RATE GROWTH IN OUR PA & REGIONAL COMP SETS
- GROUPS MARKET IS TOP 2 IN OUR REGIONAL COMP SET IN TOTAL OCCUPANCY PERCENTAGE



2025 THUS FAR - DISCOVERLANCASTER.COM

USER SESSIONS:

↑ 7%

BLOG PAGEVIEWS:

↑ 16%

EVENT PAGEVIEWS:

↑ 14%

THISTLE FINCH DISTILLERY

[visit website](#) [get tickets](#) [email](#) [read reviews](#) [shop online](#)



OVERVIEW

Visit Thistle Finch, Lancaster's oldest operating distillery tucked in the cities charming west end. Located in a historic tobacco warehouse, Thistle Finch creates a wide range of spirits using local ingredients including their flagship Straight Rye, Market Alley Gin & Penn Square Vodka. The distillery also offers a tasting room for accommodating tours, bottle sales and a retail shop. Lastly, the Burley Bar which offers a full restaurant & bar with cocktails, local beer, wine & cider. For hours and tour openings visit thistlefinch.com

contact

417 W. Grant Street
Lancaster, PA 17603
(717) 947-7342

[f](#) [i](#)



2025 THUS FAR - SOCIAL IMPACT

Followers:

103,366



Followers:

204,377



Followers:

13,256



Followers:

4,185



Total:

325,184

Engagements:

314,792

Engagements:

223,135

Engagements:

92,564

Engagements:

31,254

Total:

661,745

DISCOVER LANCASTER MARKETING

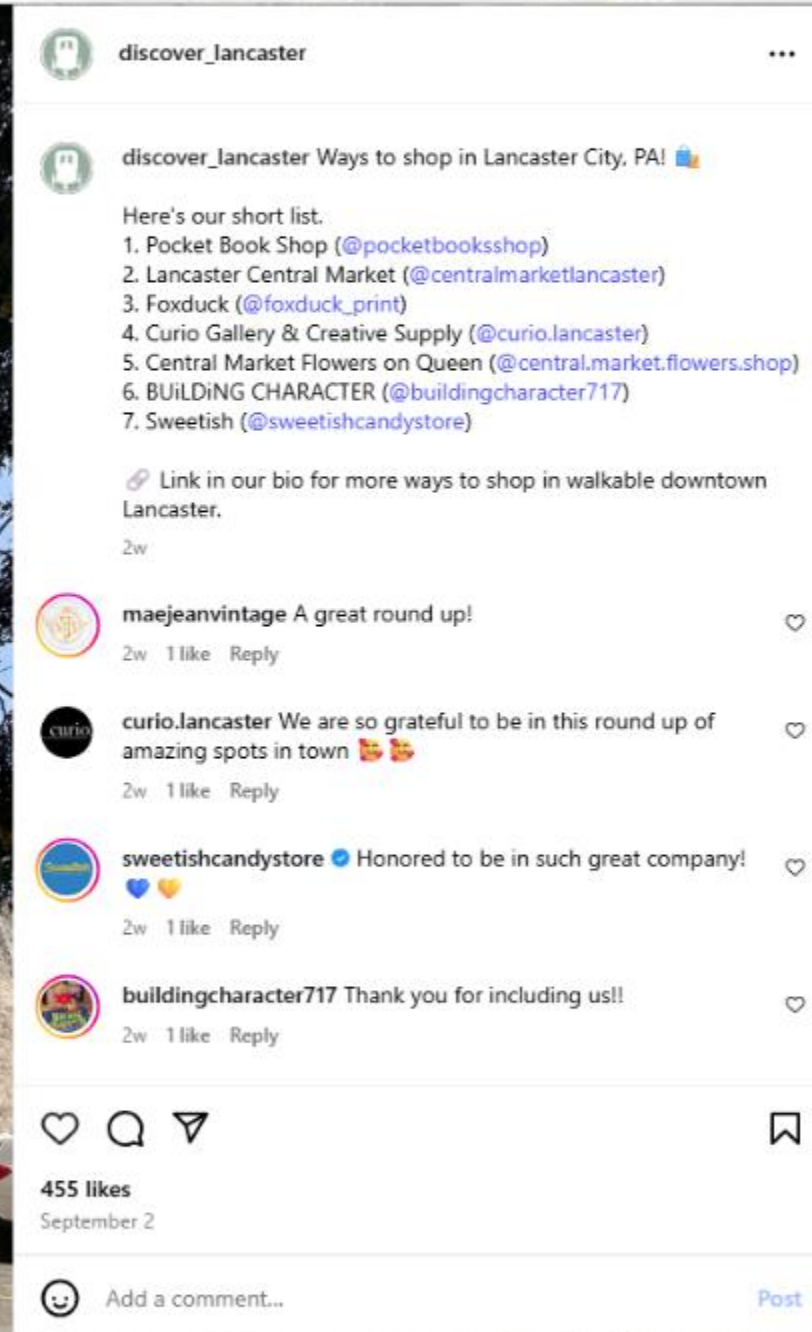
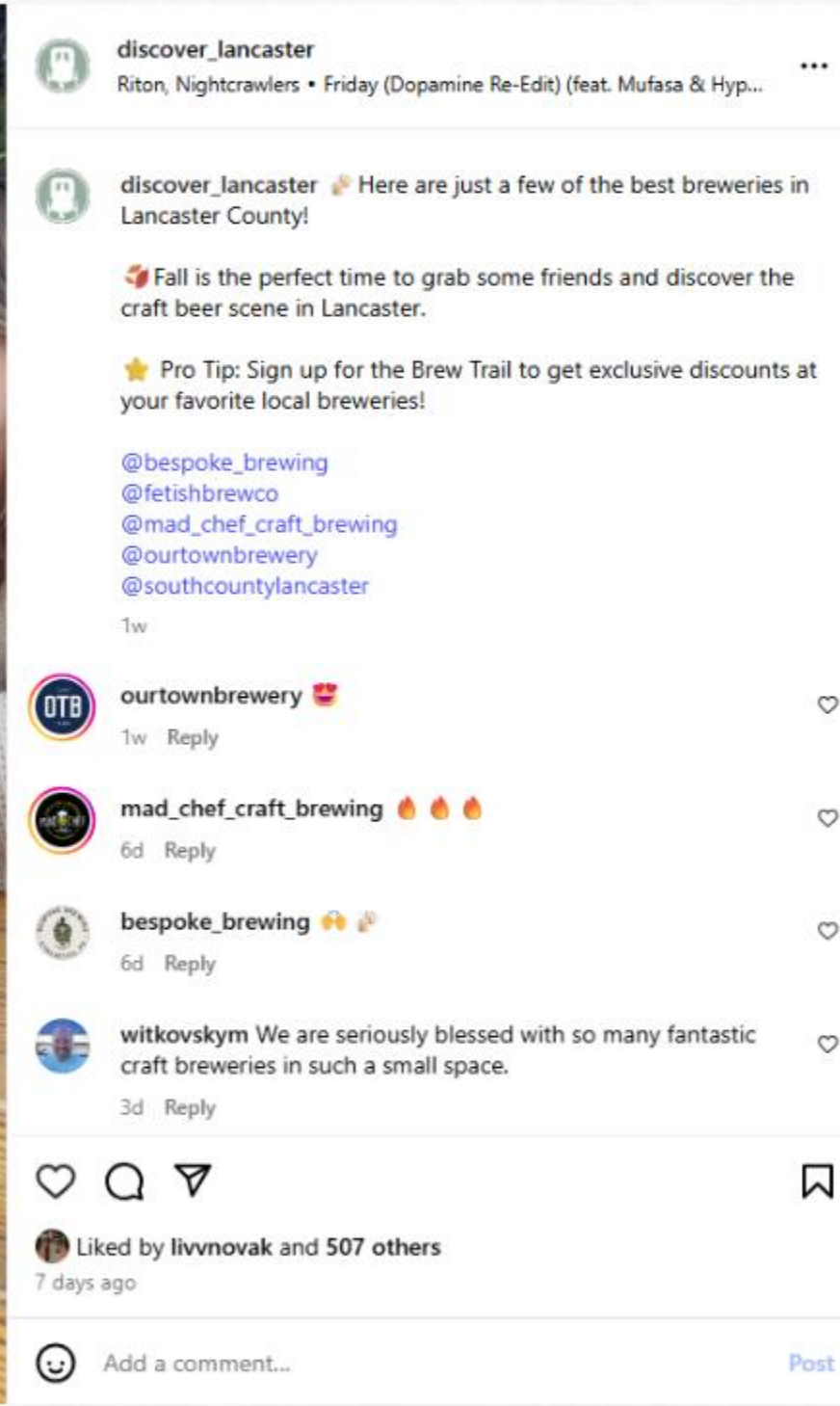
WEBSITE CONTENT PIECES

Continually highlighting city offerings in our website content, including in pieces like:

- Upcoming Shows in Lancaster, PA
- Things to Do on Weekdays in Lancaster, PA
- Pet Friendly Spots in Lancaster, PA
- Lancaster County Gift Guide
- Where to see Santa Claus in Lancaster, PA



SOCIAL MEDIA



SOCIAL MEDIA



lancastercityrestaurantweek and 4 others
Original audio

lancastercityrestaurantweek Here's all 50 restaurants participating in Fall 2025 @lancastercityrestaurantweek! 🍷

📅 Monday, September 8 - Sunday, September 14
📍 All throughout the City of Lancaster, PA
🍷 Each participating place has a unique special, deal, promo, or feature
❤️ Support our incredible culinary community and the amazing people behind it!
🌐 Visit lancastercityrestaurantweek.com to learn more and make your foodie plans

#lancasterpa #restaurantweek #discoverlancaster #visitpa #pagetaway #food #foodie #lancaster

Edited · 1w

apgorick 🍷🍷
2w 1 like Reply

reamjewelers 🍷🍷🍷
2w 1 like Reply

lititzspringsinn 🍷🍷🍷
2w 1 like Reply

clark_lumsden I love Sahara Bistro Shwarma, their food is amazing and the couple that runs it are so sweet!
2w 1 like Reply

❤️ 💬 📌

Liked by **jeanniesadaphal** and 872 others
September 6

😊 Add a comment... **Post**



discover_lancaster
NEIKED, Portugal. The Man • Glide

discover_lancaster Girls Trip to Lancaster, PA! 💜

Here's our full Itinerary:

🌟 DAY 1

- Brunch at Shot & Bottle
- Shopping Downtown
- Central Market Flowers (both on King St & Queen St)
- People & Things
- Coffee Break at Aura Little Cafe
- Redeux Vintage
- Building Character
- Gallery Grow
- Checked into the Lancaster Arts Hotel
- Dinner at LUCA
- Dance party at Tellus360
- Drinks on Tellus360 rooftop

🌟 DAY 2

- Breakfast at Chestnut Hill Cafe
- Shop for books at Pocket Books Shop

There is so much more that we could have done just in downtown Lancaster! Next time we'll visit the whole county!

👤 Tag someone that you want to take a girls trip with!

3w

cutelildatenite 🌟 Omgggg I have to visit soon! I bet its so beautiful in the fall
3w 2 likes Reply

❤️ 💬 📌

Liked by **livnovak** and 2,264 others
August 31

😊 Add a comment... **Post**

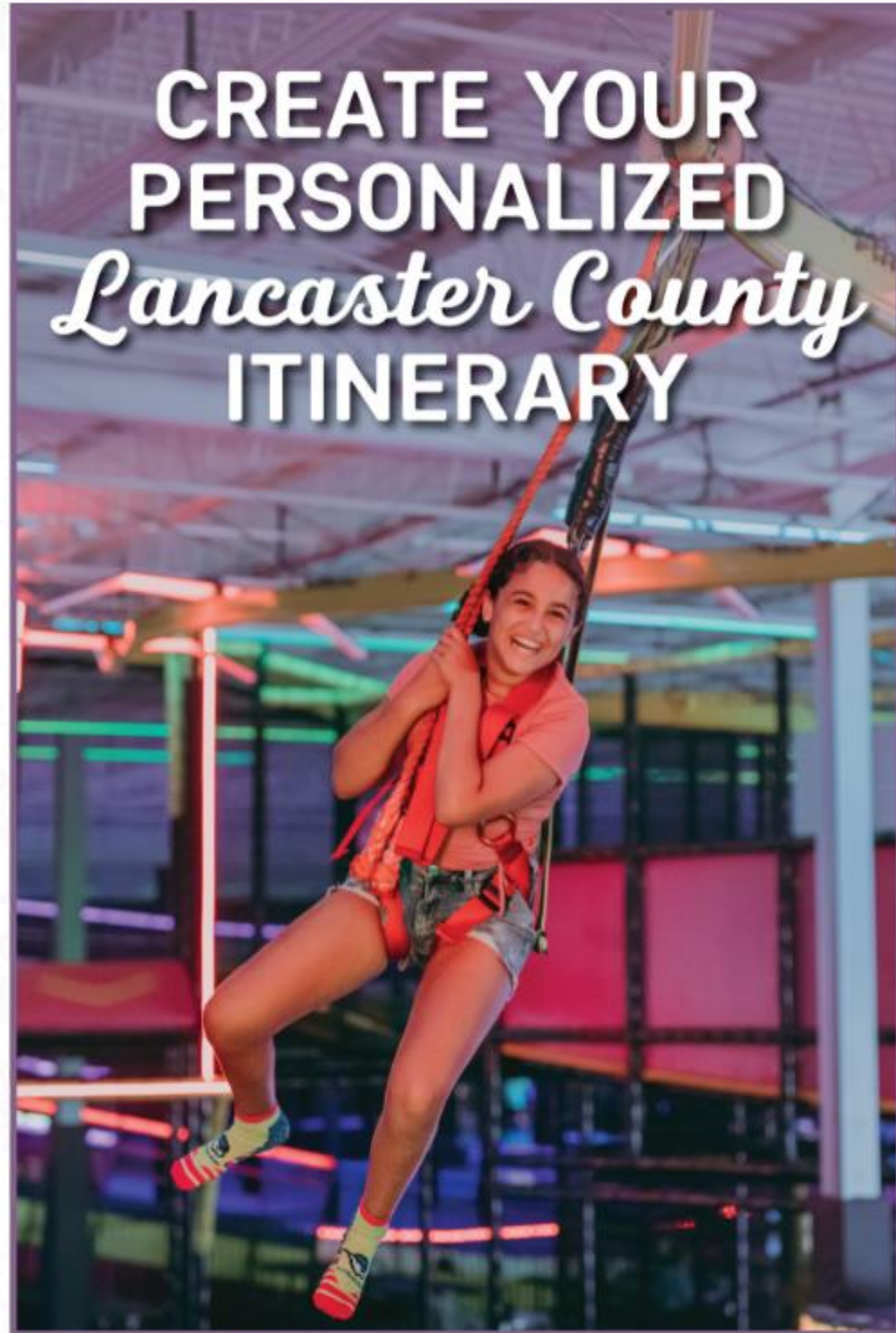
SOCIAL MEDIA

Continued collaboration on cohesive city messaging with –

- Lancaster City Alliance
- Lancaster City Bureau of Tourism
- FIG
- Downtown businesses



SUMMER ADVERTISING



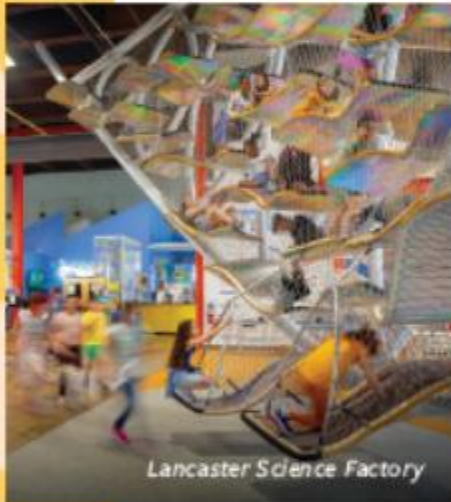
- Digital Display Ads
- OTT/TV
- Pinterest & Reddit
- Billboard Ads



FIG COLLABORATION

More to explore

SUMMER DAYS ARE LONG AND FULL OF ENDLESS POSSIBILITIES—and Lancaster is home to so many engaging and experiential businesses and organizations to help you explore. In partnership with Discover Lancaster, we've rounded up a list of family-friendly and date night worthy ideas in Lancaster as well as outdoor activities that will get you movin' and groovin' just outside the city limits.



FOR FAMILIES

Discover your inner scientist at Lancaster Science Factory

The Lancaster Science Factory is a hands-on, interactive science center for kids in Pre-K to 8th grade and their families.

454 New Holland Avenue
lancastersciencefactory.org

Go out to the ballgame with the Lancaster Stormers

Held in the newly renamed Penn Medicine Park, Stormers games are a quintessential summer outing for the whole family.

650 North Prince Street
lancasterstormers.com

Embrace your curiosity at the North Museum of Nature and Science

With themed-activities each month, planetarium shows, and rotating exhibits, there is always something new to discover at the North.

400 College Avenue
northmuseum.org



FOR COUPLES

Get competitive at Decades

With over 40 retro arcade games, a six-lane boutique bowling alley, and a new outdoor patio and bar, the fun doesn't stop at Decades.

438 North Queen Street
decadeslanaster.com

Take date night to the theatre with Prima

Rock out to the sounds of days past with 80s By Request: Live! and The Music of Queen & Journey—both coming to the Prima stage this summer.

941 Wheatland Avenue
primatheatre.org

Work together at Escape. On Queen

Players will find clues and solve a series of puzzles to escape one of their five themed rooms.

43 North Queen Street
escapeonqueen.com

BROUGHT TO YOU BY:



FOR OUTDOOR ADVENTURERS

Embrace history on a Susquehanna River Discovery Boat Tour

All aboard the Chief Uncas, where you'll view local wildlife and hear stories of the river thanks to a partnership from the Susquehanna National Heritage Area.

1706 Long Level Road, Wrightsville
susqnha.org

Take a long ride with e-bike rentals from Let's Roll

Their Columbia location is located along the Northwest River Trail or ride the shuttle to the Enola Low Grade Trail nearby.

132 Locust Street, Columbia
letsrolllanaster.com

Spend a day on the river at Sickman's Mill Outfitters

Tubing is the perfect mix of the need for speed and easy gentle relaxation as you float from Sickman's Mill down Pequea Creek and shuttle back to their restaurant and bar area.

671 Sandhill Road, Pequea
sickmansmill.com



Sickman's Mill Outfitters

BROUGHT TO YOU BY:



Discover Lancaster is the official destination marketing organization for Lancaster County, whose focus is on generating the nearly \$3 billion in economic impact that tourism brings to the county annually. In addition to their marketing efforts, they manage a Visitors Center which features informational materials, a retail shop, and an art gallery. Travel Consultants assist guests with inquiries and guide them to curating the perfect itinerary for their Lancaster visit.

LNP COLLABORATION

LNP | LancasterOnline



DISCOVER LANCASTER PUBLIC RELATIONS

PR OVERVIEW

- Through August, we've garnered more than 700 total stories, worth over \$9 million in media value
- In the past six months, we've helped generate notable city coverage in several visitor markets:
 - County Lines magazine
 - Delaware Today
 - OnBetterLiving.com
 - New York Post
 - Kidsburgh.com
 - The Zebra (metro D.C.)
 - Community Journals (metro Philly)
 - Food & Wine



“SWEET ESCAPE”

County Lines magazine (Chester Co.), April 2025

COUNTY LINES

MAGAZINE

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Features

- [SCHOOLS](#)
- [MUSEUMS & GARDENS](#)
- [THEATER SPOTLIGHT](#)
- [MONTHLY PICKS](#)
- [GOOD TO KNOW](#)
- [EQUESTRIAN](#)
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- [PHOTO CONTESTS](#)
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- [PETS](#)
- [FAMILY FUN](#)

🕒 Thursday, March 27 2025 10:26

Sweet Escape

Written by Cara Corridoni

Spring in Lancaster is the couples getaway you didn't know you needed



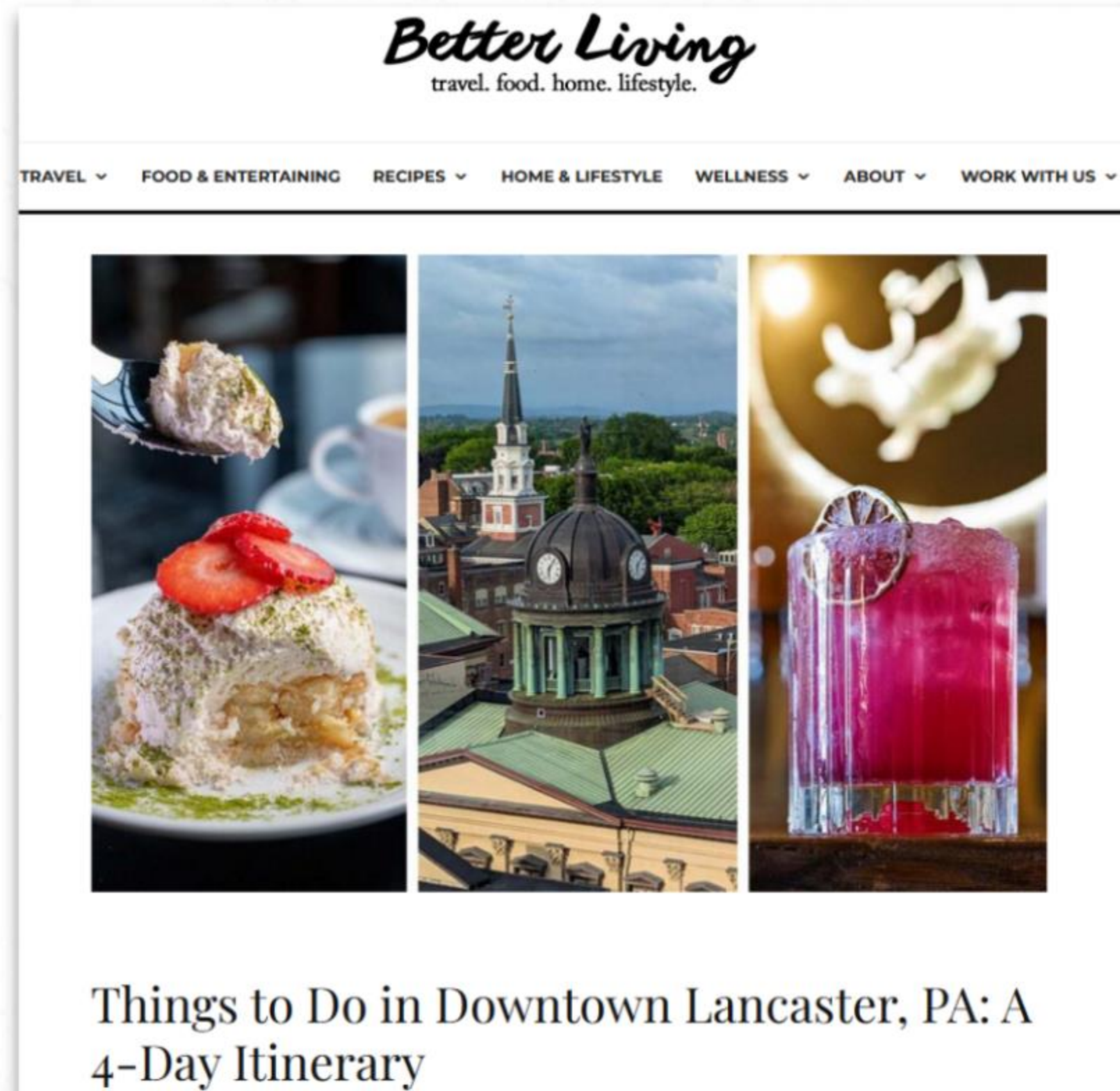
Our Favorite Resources

- [Berk Hathaway Holly Gross](#)
- [Berk Hathaway Country Prop](#)
- [Chester Cty Community Fdn](#)
- [Chester Cty Hosp, Penn Med](#)
- [Delaware Museum of Nat & Sci](#)
- [Key Financial, Inc.](#)
- [King Construction](#)



“THINGS TO DO IN DOWNTOWN LANCASTER, PA: A 4-DAY ITINERARY”

OnBetterLiving.com (primary markets in NYC & Mid-Atlantic), 5/22/25



“DISCOVERING THE HIP & HISTORIC SIDE OF LANCASTER, PA”

The Zebra magazine (metro D.C.), July 2025

Discovering the Hip and Historic Side of Lancaster, Pennsylvania



Jordan Wright · July 7, 2025

6 minutes read



“AMERICA’S MOST HISTORIC MARKETS, FROM ST. LOUIS TO SEATTLE”

FoodAndWine.com, 8/13/25

FOOD&WINE

FOOD

DRINK

RESTAURANTS

NEWS

EVENTS

ABOUT US



SUBSCRIBE

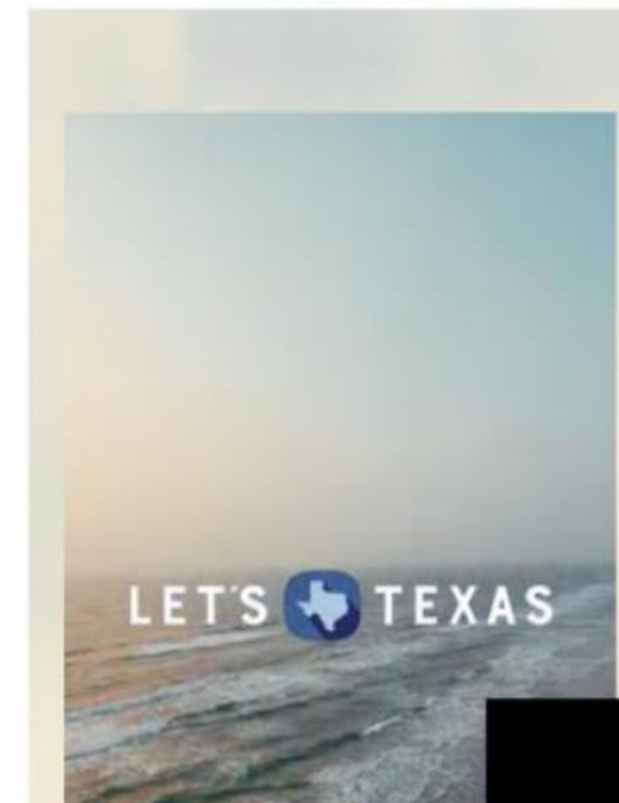
America's Most Historic Markets, From St. Louis to Seattle

From Boston to Seattle, these historic markets still bring people together around food and tradition.

By [Wendy Pramlik](#) | Published on August 13, 2025



Advertisement



FALL & HOLIDAYS

- Targeting families and couples
- “Lancaster like a local” theme
- Multi-platforms, in NE & Mid-Atlantic





FALL ADVERTISING



LANCASTER COUNTY
fall bucket list

1. CARVE PUMPKINS
2. VISIT CHERRY CREST ADVENTURE FARM
3. GO APPLE PICKING!
4. GO ON A SELF-GUIDED COVERED BRIDGE TOUR
5. SEE A SHOW
6. VISIT A GREENHOUSE
7. SHOP AT A ROADSIDE STAND
8. VISIT LANCASTER SCIENCE FACTORY



Lancaster County
BREW TRAIL

[LEARN MORE](#)

DISCOVER *Lancaster*



JOIN THE
**LANCASTER COUNTY
BREW TRAIL**

[DiscoverLancaster.com](#)

DISCOVER *Lancaster*



HOLIDAY ADVERTISING



LANCASTER COUNTY
holiday bucket list

1. FEAST AT PA DUTCH SMORGASBORDS
2. DRIVE THROUGH A LIGHT SHOW
3. TOUR THE NATIONAL CHRISTMAS CENTER
4. DINE OUTSIDE IN A HEATED POD
5. VISIT DUTCH WINTER WONDERLAND
6. EXPERIENCE AMISH CULTURE
7. SIP LOCAL WINE IN A COZY SETTING
8. CUT YOUR OWN CHRISTMAS TREE



HOLIDAY SHOPPING LIST
Lancaster County, PA

SWEET LEGACY
GOURMET



THINGS TO DO
THIS WINTER IN
Lancaster County

DISCOVER Lancaster

LEARN MORE



MAKE LANCASTER
home FOR THE holidays!

DISCOVER Lancaster

Find festival holiday events and bring your Christmas vacation to Lancaster County this year!



UPCOMING EVENTS:

- Fall ArtWalk, Oct. 18-19
- Boos & Brews Beer Fest, Oct. 25
- Yuletide events at Wheatland and Historic Rock Ford, mid-Nov. through end Dec.
- Mayor's Tree Lighting, Nov. 28
- Holiday Arts Market, Dec. 5



CITY CONVERSATIONS

Regular meetings & collaboration with the city's Tourism Bureau, Leadership Lancaster, EDC, and of course, Lancaster City Alliance.





CELEBRATE AMERICA'S 250TH IN LANCASTER, PA

In 2026, America will celebrate the 250th anniversary of its independence! Travel to Lancaster County, PA to experience America's rich history and heritage.

Since its founding in 1729, Lancaster has played an important role in American history in various ways, including serving as the nation's capital for one day when the Second Continental Congress met

AMERICA 250

- Celebrating all 250 years
- Partner content on webpage
- Commemorative passport program





KICK OFF *there.*
KICK BACK *here.*

FIFA WORLD CUP

- Off days are travel opportunities
- Targeted digital campaign
- Philly & NJ teams announced in Dec.

Plan Your Trip

DISCOVER
Lancaster



INTERNATIONAL GROWTH

- START WITH GERMAN MARKET
- ENHANCE LOCAL PRODUCT DEVELOPMENT
- RAISE AWARENESS AMONG TOUR OPERATORS & CONSUMERS



NEW IN 2026





DISCOVER
Lancaster 

HOST AWARDS

MARCH 2ND, 2026 | AMERICAN MUSIC THEATRE

NOMINATION CATEGORIES

- Best Server – Fine Dining in a Restaurant
- Best Server – Casual Dining in a Restaurant
- Best Server – Banquets
- Best Server – Buffets & Smorgasbords
- Best Food & Beverage Support
- Best Bartenders
- Best Barista
- Best Brewer/Winemaker/Coffee Roaster
- Best Baker
- Best Host/Hostess
- Best Retail Sales Associate
- Best Customer Service Representative
- Best Visitor Information/Concierge/Service Personnel
- Best Craftsmen
- Best Door/Bell Person
- Best Room Attendant/Housekeeper
- Best Front Desk/Guest Services Agent
- Best Room Service Personnel
- Best Spa Personnel
- Best Facilities Operations & Groundskeeping
- Best Security Personnel
- Best Tour Guide/Interpreter
- Best Local Entertainer/Musician
- Best Stage Manager/Stage Crew
- Box Office Personnel – Theater
- Best Usher
- Best Ticketbooth/Admissions Personnel – Attraction
- Best Attraction Attendant/Operator
- Best Buggy or Wagon Driver
- Best Activity Leader

THANK YOU!



| DiscoverLancaster.com