

# Bureau of Tourism & Promotions Update

Ruby Mundok & Kristen Simon



# Q1 Tourism Report – 2026 (Placer.ai)

- Average Monthly Visitors - (Home location 50+ miles away)
  - 78.7k (+1.7% YOY)
- Total Trips - (Staying a minimum of 5 hours)
  - 263k (+2.4% YOY)
- Top Origins
  - Philadelphia
  - New York
  - Washington DC

# Q1 Visitation Report – 2026 (Placer.ai)

- Out of Market Visitors (Do not live or work within Lancaster City and spend a minimum of 10 minutes here).
  - 1.8M (+3.3%)
- Non-Resident Visits (Out of Market Visitors and Commuters)
  - 8.2M (+1.3%)
- Visitation from Lancaster and Surrounding Counties

# Top Visitation Destinations in PA

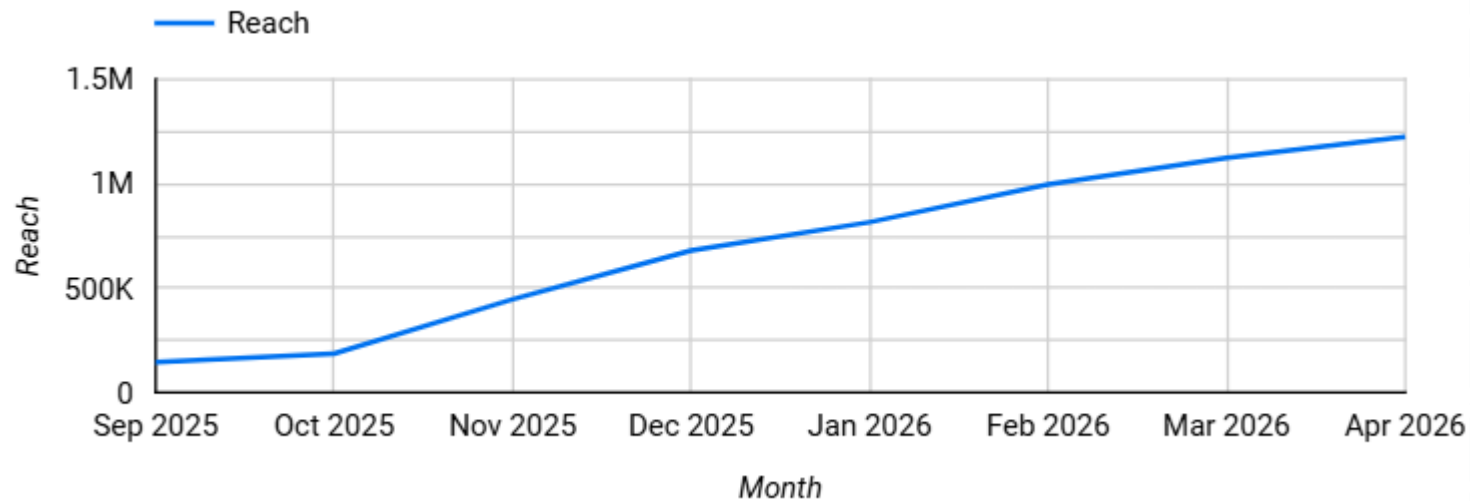
1. Philadelphia
2. Pittsburgh
3. Hershey
4. Lancaster
5. Bethlehem
6. Scranton
7. King of Prussia
8. Erie
9. Harrisburg
10. Allentown

# Marketing Approach

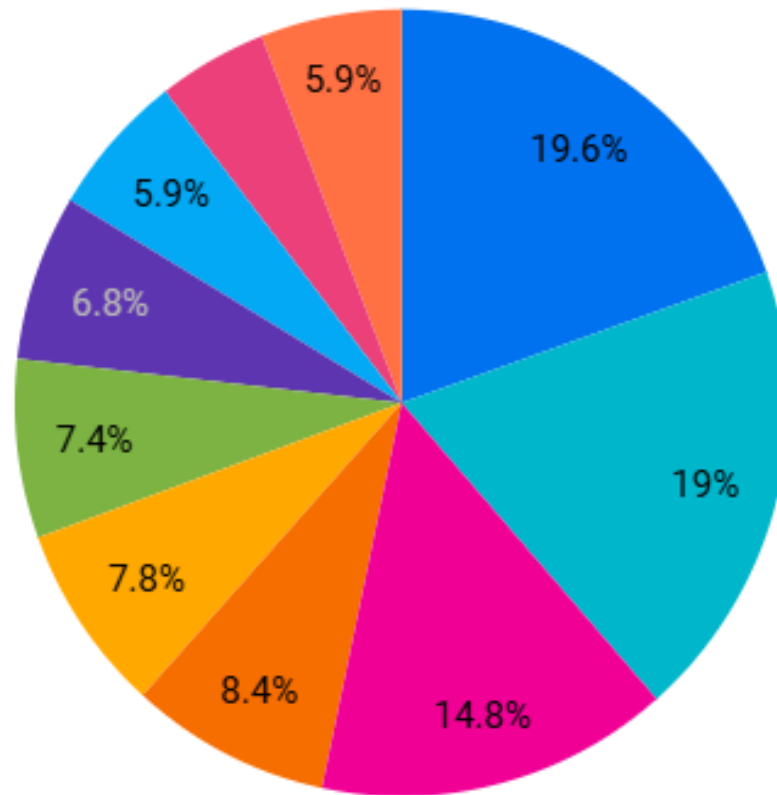
- Improved Website with Better Functionality
  - Thank you DJ & Ruby!
- Consistent Organic Storytelling & Information Sharing
  - City happenings
  - Storytelling around History, Diversity, Dining, Arts, Shopping, Staying and our Local Small Business Community
- Digital Focus with Meta and Google
  - Using Targeting from Origin Markets, Lancaster County and Surrounding Counties.
    - Seasonal Visitation - "Experience Lancaster City in Spring..."
    - Themes – America's 250th, World Cup
    - Storytelling
    - City-Led Events
    - Events that inspire Visitation

# Digital Marketing Metrics Q1 2026

- Impressions: 797,802
- Reach: 392,804
- Post Engagement: 52,985
- Lifetime Reach



# Digital Marketing Metrics Q1 2026



- 2026 Spring Restaurant Week - Traffic
- WC Bar Passport (Local) - Reach
- Spring GA - Reach
- Art Walk (May 16 & 17) - Traffic
- 2026 Vendor Applications - Traffic
- America's 250th Celebrations - Traffic
- Binns-Ewell Activations - Traffic
- 2026 Red Rose Run Registrations - Sales
- Central Market Voting - Traffic
- Others

# Digital Marketing Art Examples

Lancaster City 2026  
**ART WALK**

**SAT**  
**MAY 16**  
10AM-5PM

**SUN**  
**MAY 17**  
12PM-4PM



**GRAND OPENING WEEKEND**



**MAY 1 & 2**

Thaddeus Stevens & Lydia Hamilton Smith  
Center for History and Democracy

VISIT LANCASTER CITY AMERICA 250

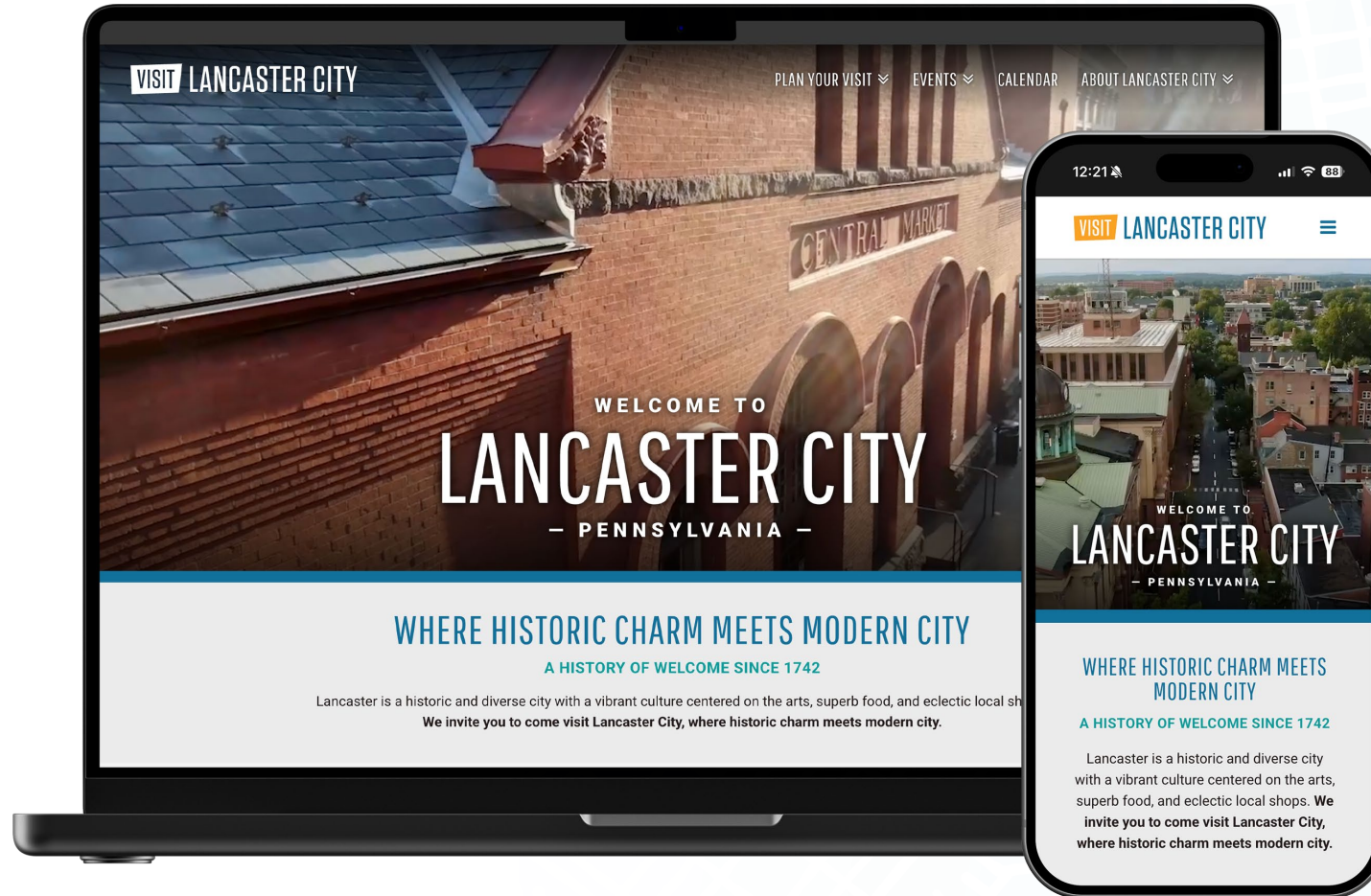
LANCASTER CITY RESTAURANT WEEK

Spring 2026!  
VISIT LANCASTER CITY

**APRIL 13-19**  
EXPLORE THE CITY ONE PLATE AT A TIME



# New Website!



# Upcoming City-Led Events

- Daily Binns & Ewell Activations – May-September
- Red Rose Run – June 6<sup>th</sup>
- Official World Cup Watch Party & Festival – June 12<sup>th</sup>
- Match Day Bar Passport – On sale now!
- Freedom Jazz Festival – June 21st
- America250
  - Looking for themed events, offerings, etc to promote

# Upcoming Partner Events

- Lancaster Fringe Festival – May 21-24
- Pride – June 20<sup>th</sup> at Penn Medicine Park

# Thank you!

**Ruby Mundok**

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