

TOURISM REPORT



CITY OF
LANCASTER

VISIT LANCASTER CITY

LANCASTER CITY VISITATION STATS

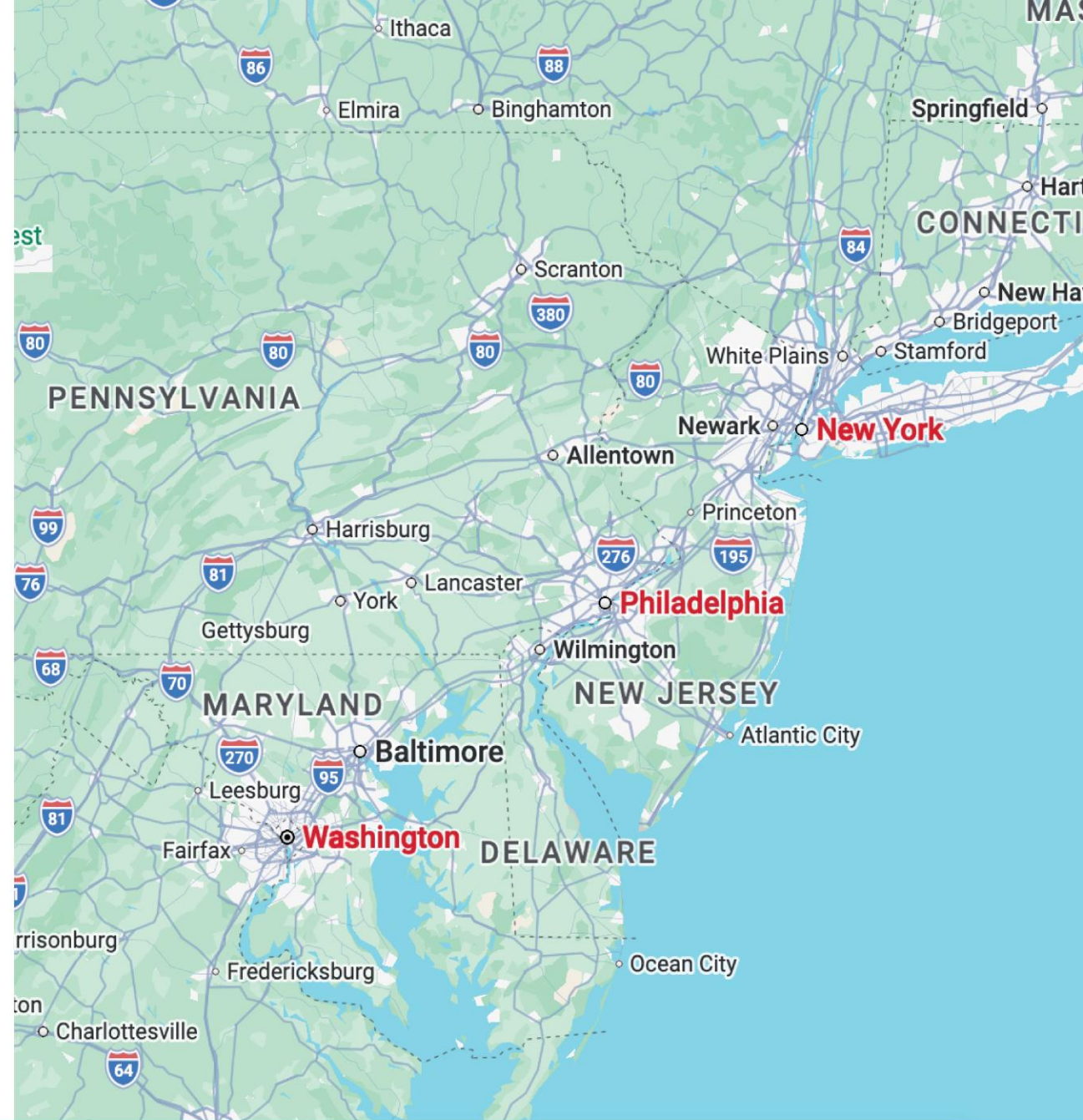
(March 2026 - May 2026)

- Total Trips: 326.5k
Up 3.5 % Year over Year
- Avg. Monthly Visitors: 96.9k
Up 3.2% Year over Year
- Visit Nights: 437.9k
Down .6% Year over Year
(Up 3.5% over previous 3 months)
- Total Visitor Spend: \$34.4m
Down 5.8% Year over Year (Up
21.6% over previous 3 months)

TOP ORIGIN MARKETS

(March 2026 - May 2026)

- Philadelphia
+11.2% Year over Year
- New York, NY
-2.6% Year over Year
- Washington DC (Hagerstown)
-1.7% Year over Year



OVERNIGHT TRIPS (WEEKEND HEAVY)

(March 2026 - May 2026)

- 1 Night: 56%
- 2-3 Nights: 36%
- 4-7 Nights: 14.5%





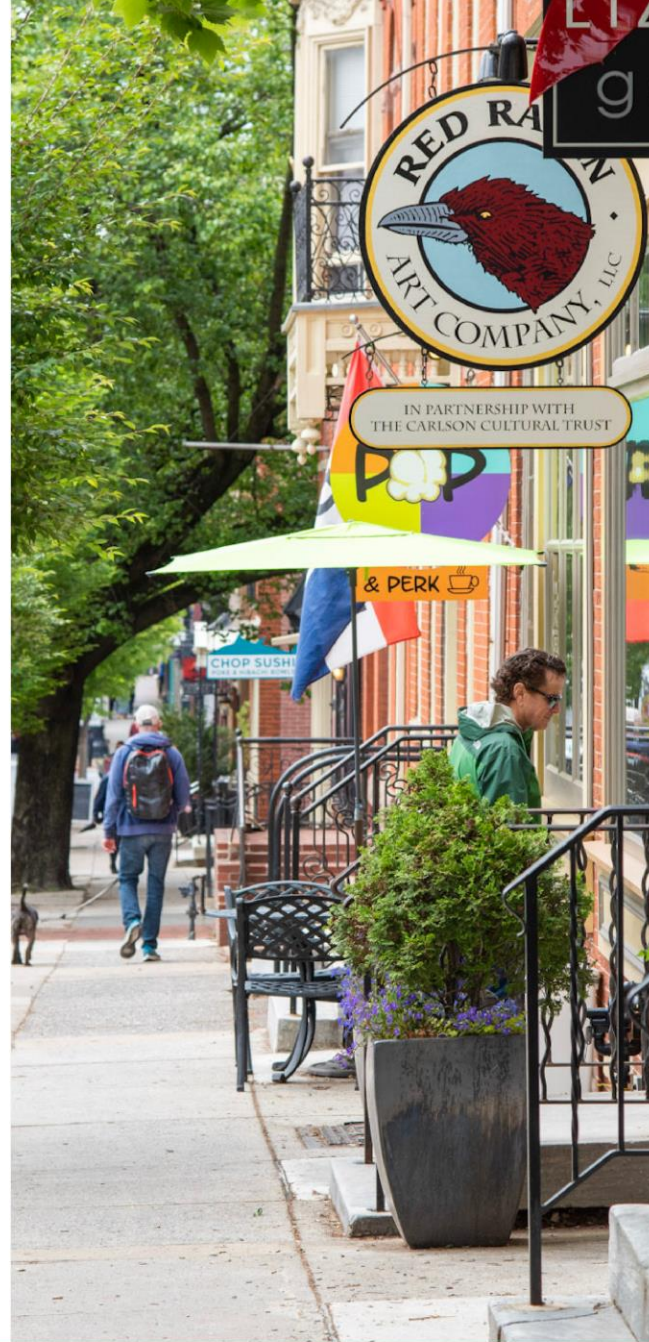
TOP CITIES TO VISIT IN PA

(Last 12 months rankings)

Philadelphia:	12M	-2.8% YOY
Pittsburgh:	5.4M	+0.2% YOY
Hershey:	3.0M	+0.1% YOY
Lancaster:	1.2M	+1.7% YOY
Bethlehem:	1.1M	-1.4% YOY

MARKETING APPROACH – WHERE AND WHO

- Target all of Lancaster County
- Target surrounding counties – Berks, Lebanon, York, Chester
- Target Origin Markets – Philadelphia, NYC, Washington DC and metro areas
- Target Markets by Event Type and Interests



MARKETING APPROACH – WHAT

- General Seasonal Visitation Campaigns
- Partnered Campaigns
 - Lancaster City Art Walks
 - Lancaster City Restaurant Week
 - Indie Retail Week
 - Small Business Saturday, Lancaster Shops Late, Cyber Monday, etc.
 - Special PR (Philly Inquirer Article, Voting for Southern Market & Central Market, Best Small Town)
- Elevating Special Events
 - Zenkaikon
 - Pride
 - Lancaster Craft Beer Fest
- City Led Events



MARKETING APPROACH – HOW

Marketing Mix is made up of:

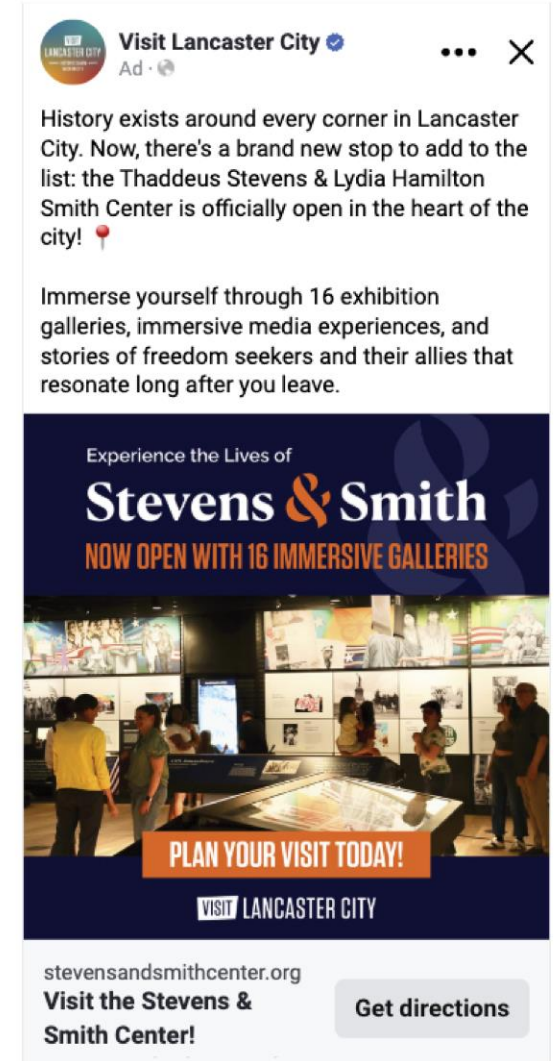
- Meta (ads and influencer videos)
- Google (Keyword data – ex. “Things to do in Lancaster City”)
- Digital Billboards
- Digital – website, email, partnership marketing with Discover Lancaster
- Print

SPECIAL 2026 THEMES

- Opening of the Stevens & Smith Center for Democracy
- FIFA World Cup
- America 250



STEVENS & SMITH CENTER FOR DEMOCRACY



FIFA WORLD CUP



VISIT
LANCASTER CITY



YOUR MULTI-CITY MATCH DAY EXPERIENCE AWAITS!

VISIT
LANCASTER CITY

FIFA WORLD CUP

Visit Lancaster City Ad

Turn your match-day trip into a multi-city experience across the 222 Corridor. Explore Lancaster City, Reading, and Bethlehem as part of one connected journey filled with food, culture, and match-day energy across Pennsylvania.

This experience is brought to life in partnership with regional tourism organizations, including Berks County Latino Chamber of Commerce, Experience Reading & Berks County, and Discover Lehigh Valley.



YOUR MULTI-CITY MATCH DAY EXPERIENCE AWAITS!

VISIT LANCASTER CITY

visitlancastercity.com
Discover More of PA!
 Travel the 222 Corridor

Learn more

Visit Lancaster City Ad

A world tour of drinks, all within walking distance from one another! Make Lancaster City your matchday destination this summer.

Explore 16 bars and restaurants, unlock exclusive coupons at 7 spots, and collect stamps for a chance to win a \$250 Visa gift card. Passports are only \$5, but quantities are limited. Start planning your trip today!



BAR PASSPORTS ON SALE NOW!

store.visitlancastercity.com
Lancaster City Match Day Bar Passport

Shop now

Visit Lancaster City Ad

Don't just watch it, live the excitement! Experience the match day action from the beautiful, historic streets of Lancaster City. Explore 16 bars and restaurants, cheer on your team, and collect stamps for a chance to win a \$250 Visa gift card. Grab your \$5 passport before they're gone!



BAR PASSPORTS ON SALE NOW!

store.visitlancastercity.com
Lancaster City Match Day Bar Passport

Shop now

Visit Lancaster City Ad

Close to Philadelphia, close to the experience of a lifetime. Lancaster City is celebrating the world's biggest sporting event of the summer across 16 bars and restaurants.

Collect stamps for a chance to win a \$250 Visa gift card and enjoy exclusive coupons at 7 local spots along the way. Passports are only \$5, start planning your visit and make it a trip to remember!



BAR PASSPORTS ON SALE NOW!

store.visitlancastercity.com
Lancaster City Match Day Bar Passport

Shop now

Visit Lancaster City Ad

Beautiful game beautiful city. Experience international match day excitement, Lancaster City-style! Explore 16 bars and restaurants, sip and save with exclusive coupons at 7 local spots, and collect stamps for a chance to win a \$250 Visa gift card. Passports are only \$5, plan your trip and get in on the action!



BAR PASSPORTS ON SALE NOW!

store.visitlancastercity.com
Lancaster City Match Day Bar Passport

Shop now

Visit Lancaster City Ad

Make your match-day trip more than a single destination, explore Lancaster City in between stops along your journey. From food and nightlife to walkable downtown streets, it is an easy way to turn travel time into an experience.



HISTORIC STREETS.



GLOBAL FLAVORS.



BIG MATCH DAY ENERGY.

VISIT LANCASTER CITY

visitlancastercity.com
Match Day Travel Guide
 Your Next Stop: Lancaster

Learn more

AMERICA 250

VISIT
LANCASTER CITY

CELEBRATING AMERICA'S 250TH

1776 | 2026

AMERICA
250

LIVING THE EXPERIENCE



UNDERGROUND RAILROAD
INTERACTIVE REENACTMENT

FIRST SATURDAY EVENTS
11 AM START

BETHEL
AFRICAN METHODIST EPISCOPAL CHURCH

VISIT LANCASTER CITY AMERICA 250

FREE FAMILY MOVIE NIGHTS



BINNS PARK | 6:30 PM START | FOOD TRUCKS ON-SITE

MAY 22: THE GREATEST SHOWMAN
JUNE 26: THE SANDLOT
JULY 24: HIDDEN FIGURES
AUG 28: BECAUSE OF WINN-DIXIE
SEPT 25: NIGHT AT THE MUSEUM

VISIT LANCASTER CITY AMERICA 250

NEW EXHIBIT: LANCASTER'S REVOLUTIONARIES



MEMORIAL DAY MAY 25
AMERICA250 FAMILY DAY JUNE 7
INDEPENDENCE DAY CELEBRATION JULY 2-3

AMERICA 250
and Historic Rock Ford

VISIT LANCASTER CITY AMERICA 250

CELEBRATING 50 YEARS! (1976-2026)



HISTORIC LANCASTER
WALKING TOUR

DAILY TOURS | APR 1 - OCT 31
NO RESERVATIONS NEEDED

VISIT LANCASTER CITY AMERICA 250

META DATA

(January 2026 - June 2026)

- **TOTAL IMPRESSIONS:** 2,393,491
(Number of times an ad was shown on a screen)
- **REACH:** 875,674
(Number of people who saw our ads at least once)
- **POST ENGAGEMENT:** 122,996
(Total number of actions taken from ads – likes, shares, comments, etc).

TOP PERFORMING CAMPAIGNS

- Stevens & Smith Center Visitation
- World Cup Visitation to Lancaster City
- World Cup Bar Passport
- Out of County America 250 Tourism (Activities in Lancaster City)
- Red Rose Run
- Valentine's Weekend Visitation
- Lancaster City Restaurant Week
- Spring Art Walk
- Seasonal Visitation (Spring, Summer)
- PR Related Campaigns – Best City, Best Food Hall, Best Market, Philly Inquirer Food Scene



OTHER CAMPAIGN SAMPLES



\$27,000+ in Prize Money
Big Anniversary Energy



JUNE 6, 2026
REGISTER TODAY





CITY-LED EVENTS SUMMARY

GOALS

- Elevate Events
- Elevate Marketing
- Increase Impact

DAILY FREE ACTIVITIES AT BINNS PARK & EWELL PLAZA

- Mondays: Mindful Mondays with Embodiment Wellness
- Tuesdays: HIIT Bootcamp with LA Fitness
- Wednesdays: Keystone Cornhole & Rural City Beer Garden
- Thursdays: Paws & Pints
- Fridays: First Fridays with free Trolley Rides, Bachata at Binns, Music Fridays with Music for Everyone, America 250 Movie Series



DAILY FREE ACTIVITIES AT BINNS PARK & EWELL PLAZA

- Saturdays: Cardio Fit Workout with Rocks Cardio Box LLC, Silent Disco Nights, Bubble Parties & Magic Shows, Stuff to do Fairs
- Sundays: Art in the Park – Arts Classes, Open Mic Jams



50TH ANNUAL RED ROSE RUN

- Total Registrants - 2,116 (increase of 80% over 2025) and our highest registration number in history.
- Outside of PA there were 24 states, 2 countries (France & Morocco) and Washington DC represented.
- 70% first-time registrants
- Male and female course records broken
- Roughly \$28,000 in prize money was awarded.
- Local businesses provided discounted offerings to runners – Vintage Candy Shop, Annie Bailey's, South County Brewing, Keel Salon and more.

50TH ANNUAL RED ROSE RUN





INTERNATIONAL SOCCER WATCH PARTY & FESTIVAL (WORLD CUP WATCH PARTY)

5,000 attendees

MATCH DAY BAR PASSPORT

Purpose: To encourage visitation to our Lancaster City bars/restaurants during the World Cup.

Social Media engagement has been incredible!



FREEDOM JAZZ FESTIVAL

- 1,300 visitors
7% Event Growth over 2025
47% from 17601, 17602 and 17603
6% from 17543
4 % from NY



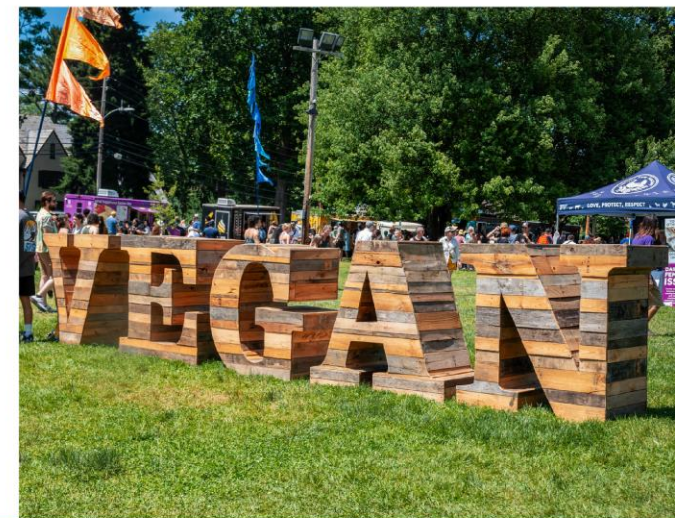
FREEDOM JAZZ FESTIVAL



JUNE CITY EVENT HIGHLIGHTS



VEG FEST
JUNE 6 & 7- BUCHANAN PARK
10,700 VISITORS



PRIDE
JUNE 20 – PENN MEDICINE PARK
12,000 VISITORS



LONG'S PARK PATRIOTIC CONCERT & FIREWORKS/DRONE SHOW– SUN. JUNE 28

23,400 VISITORS



WHAT'S COMING UP?

- Indie Retail Week 7/24-8/1
- Celebrate Lancaster 8/14
- Lancaster Craft Beer Fest 8/22
- Lancaster Print Crawl 9/4
- Lancaster City Restaurant Week 9/14-9/20
- Lancaster Capital Day 9/26
- Hispanic Heritage Month Celebration 10/3
- Art Walk 10/17-10/18



2026 CELEBRATE LANCASTER HEADLINING ARTIST

