

REACHING MORE TRAVELERS

WITH DISCOVER LANCASTER

Jeff Vasser, President & CEO



| DiscoverLancaster.com

2025

Economic Impact of Visitors to Lancaster County



VISITATION

10 million

VISITOR SPENDING

\$2.74 billion

TOTAL ECONOMIC IMPACT

\$3.61 Billion



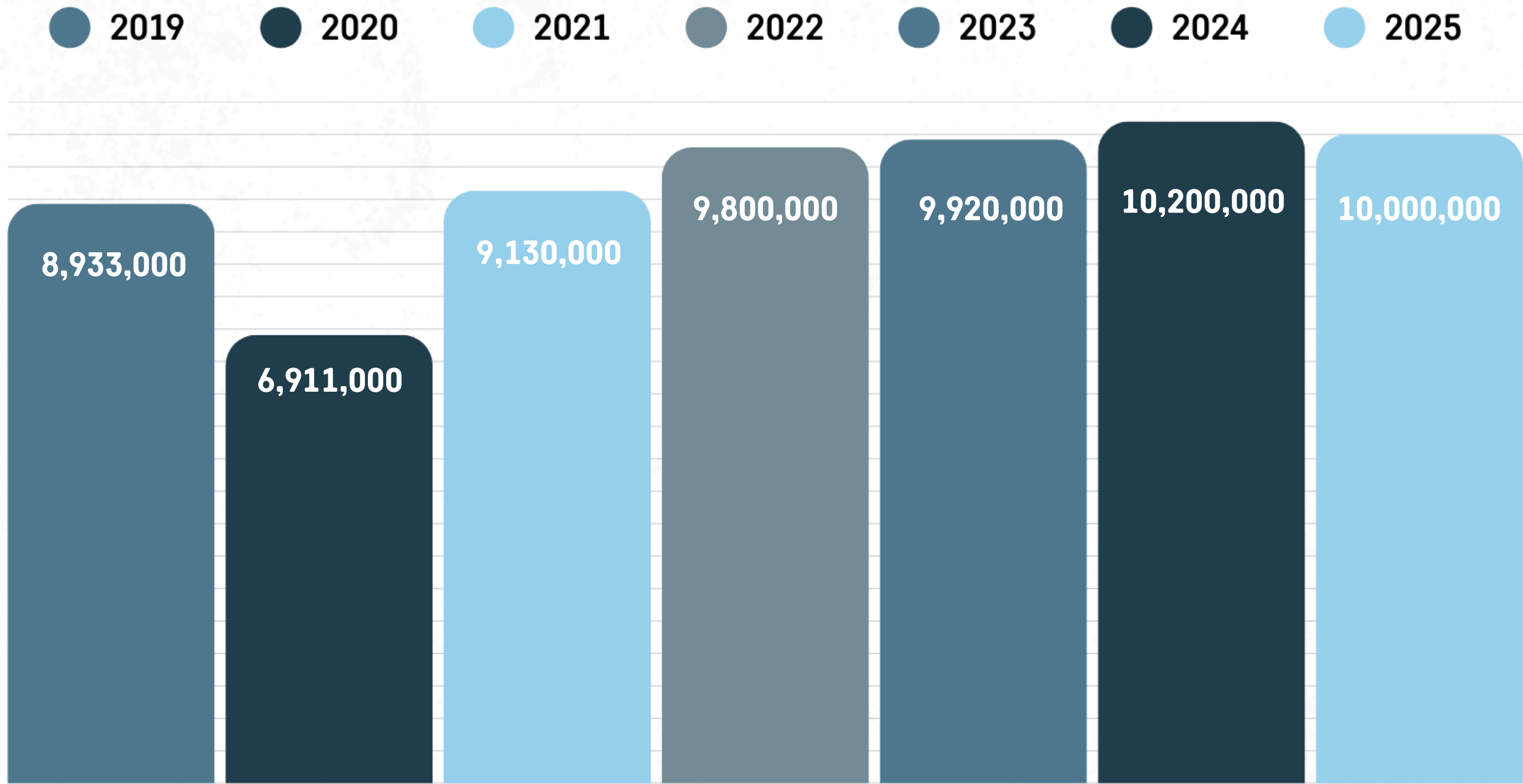


TOURISM'S BROADER IMPACT

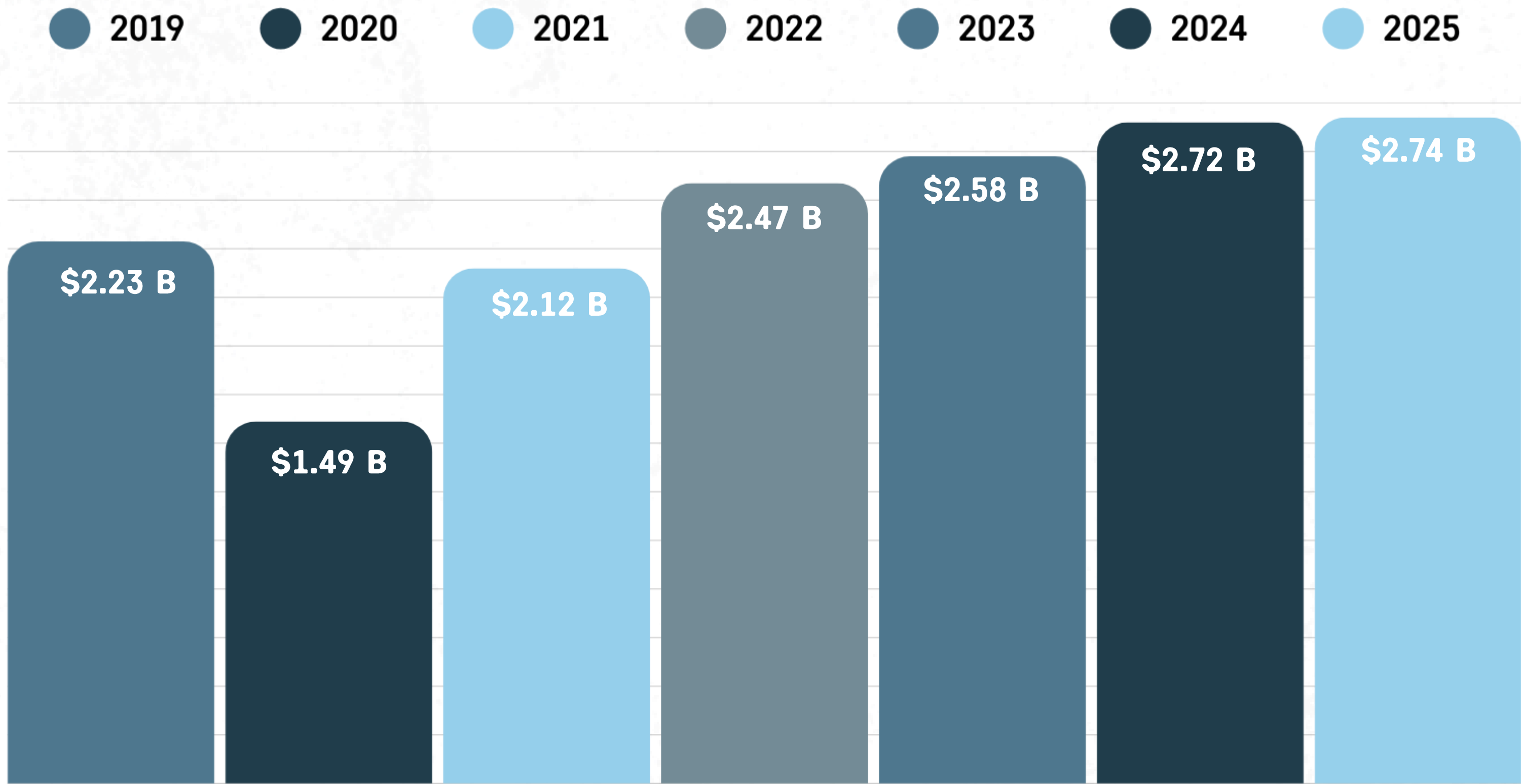
- 26,436 people in tourism-related jobs
- \$1,196 in state and local taxes saved for each county household



VISITATION



VISITOR SPEND





2026 YTD

Lodging Demand

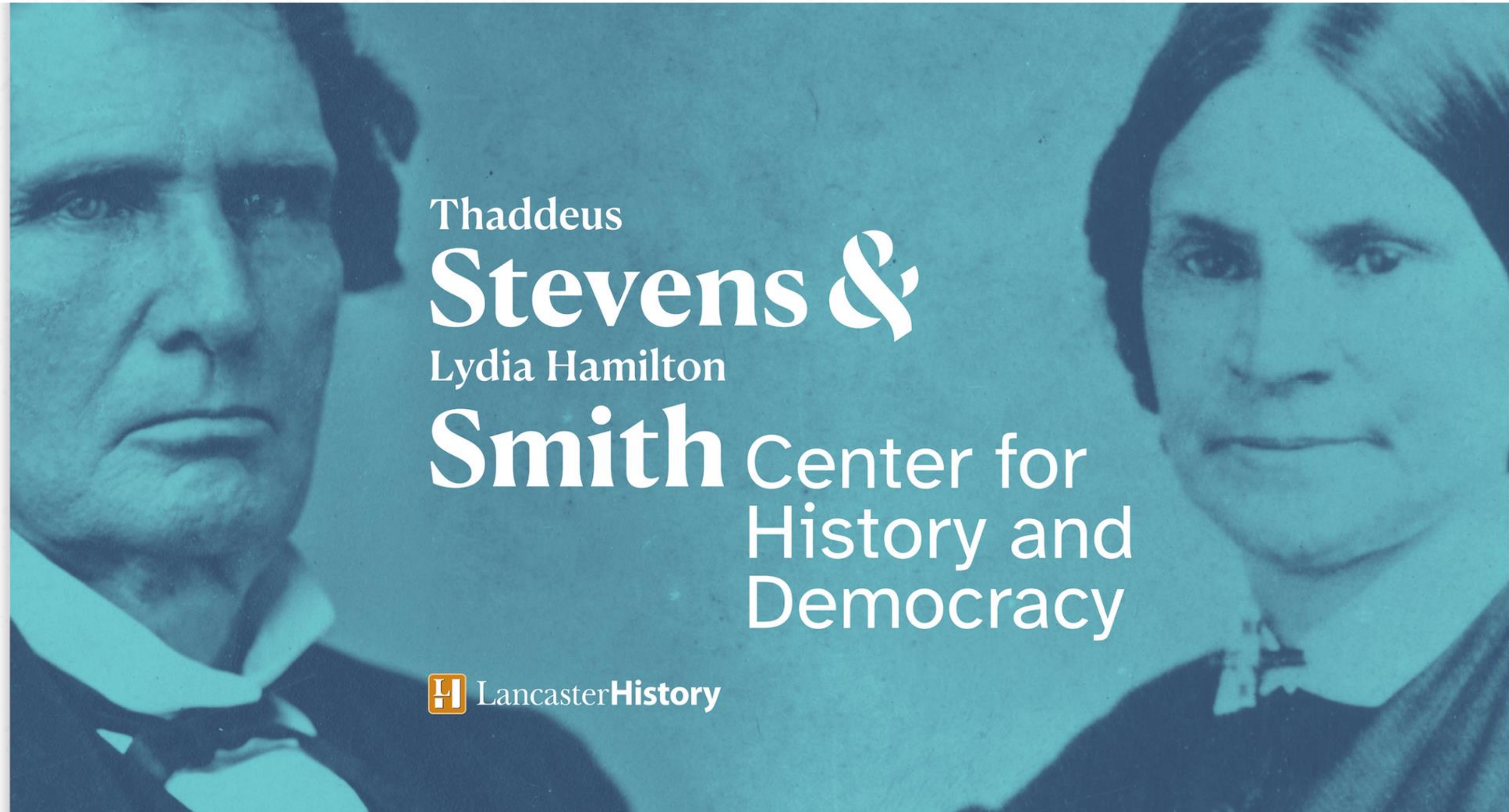
↑ 2%

Lodging Revenue

↑ 4%



NEW IN 2026



Thaddeus

Stevens &

Lydia Hamilton

Smith Center for
History and
Democracy

 LancasterHistory







Light Up Lancaster

Illuminating the heart of our city.

Light Up Lancaster is a architectural lighting initiative designed to illuminate the façades and streetscapes of Downtown Lancaster — including West King Street, East King Street, North Queen Street, and Penn Square.

Through thoughtfully designed lighting, the project highlights Lancaster's modern and historic architecture while creating a safer, more welcoming, and more vibrant nighttime environment.

By combining preservation, placemaking, and economic



AMERICA250 PARTNER INITIATIVES



CAPITAL DAY EVENT 9/26



HISTORIC ROCK FORD



DEMUTH MUSEUM OF ART



HAMILTON WATCH

AMERICA250 PASSPORT



AMERICA'S 250TH PASSPORT



Lancaster County, Pennsylvania



**HISTORIC LANCASTER
WALKING TOUR, CORP**
38 Penn Square, Lancaster, 17603
717-392-1776
historiclanasterwalkingtour.org
Celebrating our 50th Anniversary
showing tourists from around the world
over three hundred years of Lancaster's
history.

**\$2 OFF
ADMISSION**



HISTORIC ROCK FORD
881 Rockford Road
Lancaster, 17602
717-392-7223 / historicrockford.org
Visit the 1794 home of Revolutionary
War General Edward Hand and explore
Lancaster's 18th-century craftsman-
ship at the Snyder Gallery of Early
Lancaster County Decorative Arts

FOX MEADOWS CREAMERY
2475 West Main Street, Ephrata &
193 East Main Street, Leola
Farm-to-table creamery where we focus
on creating hand-crafted ice cream.
**25% OFF
ALL ICE
CREAM PINTS**

GO 'N BANANAS
1170 Garfield Avenue, Suite 1, Lancaster
Go 'N Bananas Family Fun Center.
**FREE \$10
ARCADE CARD
WITH EACH PURCHASE OF A
NANO'S ULTIMATE PASS**

**HAMPTON INN & SUITES
- EPHRATA - MOUNTAIN SPRINGS**
380 E MAIN, Ephrata
Offers a charming small-town experience.
**10% OFF
ENTIRE STAY.**
ASK FOR THE AMERICAN'S 250
TRAIL DISCOUNT

HELL IN A BUCKET BREWING
392 East Front Street, Marietta
Restaurant and Brewery on Historic Marietta.
**HALF-PRICE
FLIGHTS
FOR VISITORS
WITH PASSPORT**

HOME2 SUITES EPHRATA
21 Quarry Ridge Dr. Ephrata
Rest near local arts and beauty.
**10% OF
YOUR STAY
WITH US**

JENNY LYNS
22 N 7th Street, Akron
Unique Gift Shop in an Old Schoolhouse
with handmade creations!
**\$5 OFF
\$50**

MILLER'S SMORGASBORD
2811 Lincoln Hwy East, Ronks
Lancaster's Original Smorgasbord featuring
Lancaster's heritage dishes & American classics.
**\$2 OFF A TRADITIONAL
ADULT SMORGASBORD.**
VALID MONDAY TO FRIDAY. NOT VALID
ON SPECIAL HOLIDAYS. NO OTHER
DISCOUNTS MAY BE APPLIED.
Expires 12/31/26

**PHEASANT RUN FARM BED
AND BREAKFAST**
200 Marticville Road, Lancaster
1802 brick farmhouse nestled on ten
quiet country acres.
**10% OFF ON 3 CONSECUTIVE
NIGHTS LODGING.**
USE COUPON CODE 250BDAY.
BLACKOUT DATES 6/11/26 THROUGH 7/19/26
Not applicable to groups.



AMERICA250 CUSTOM STAMPS



ANNIVERSARY MILESTONES



**ANNIVERSARY
SEASON**



Years | 2010-2025

**Ware Center
for the Arts**



NEW PREMIUM LODGING EXPERIENCES FOR 2026



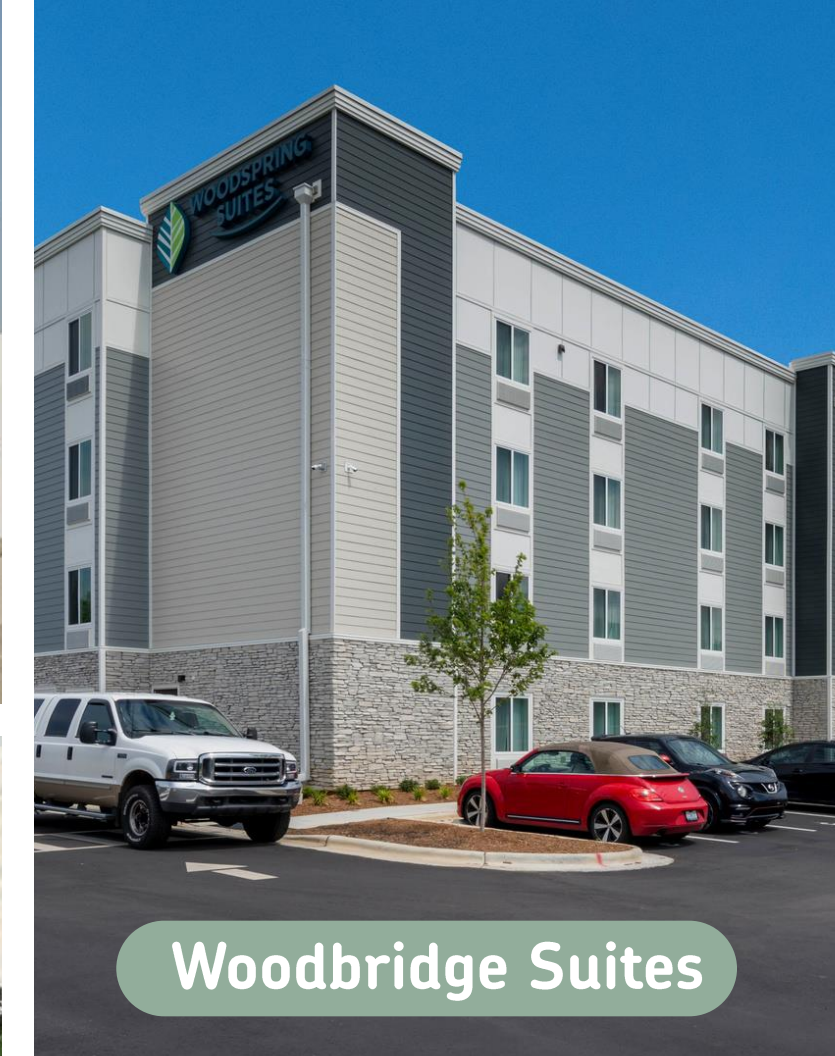
The Chip Factory Hotel



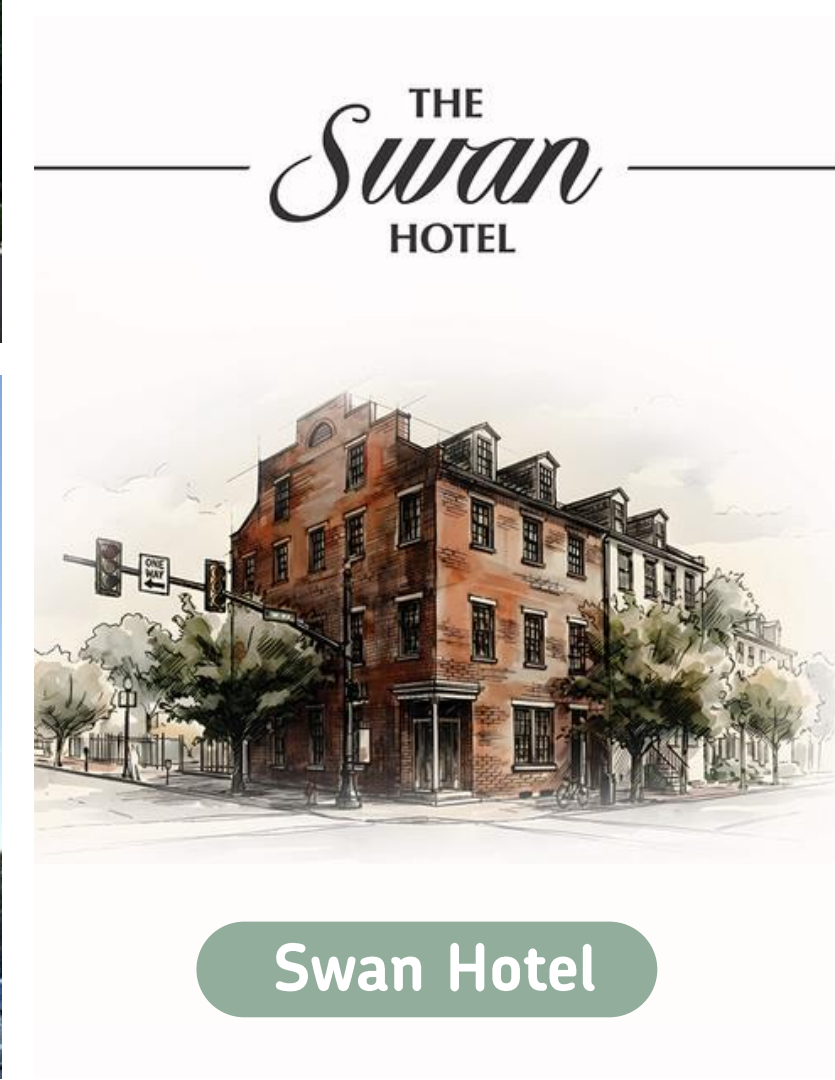
Dutch Wonderland Inn



Hempfield Place



Woodbridge Suites



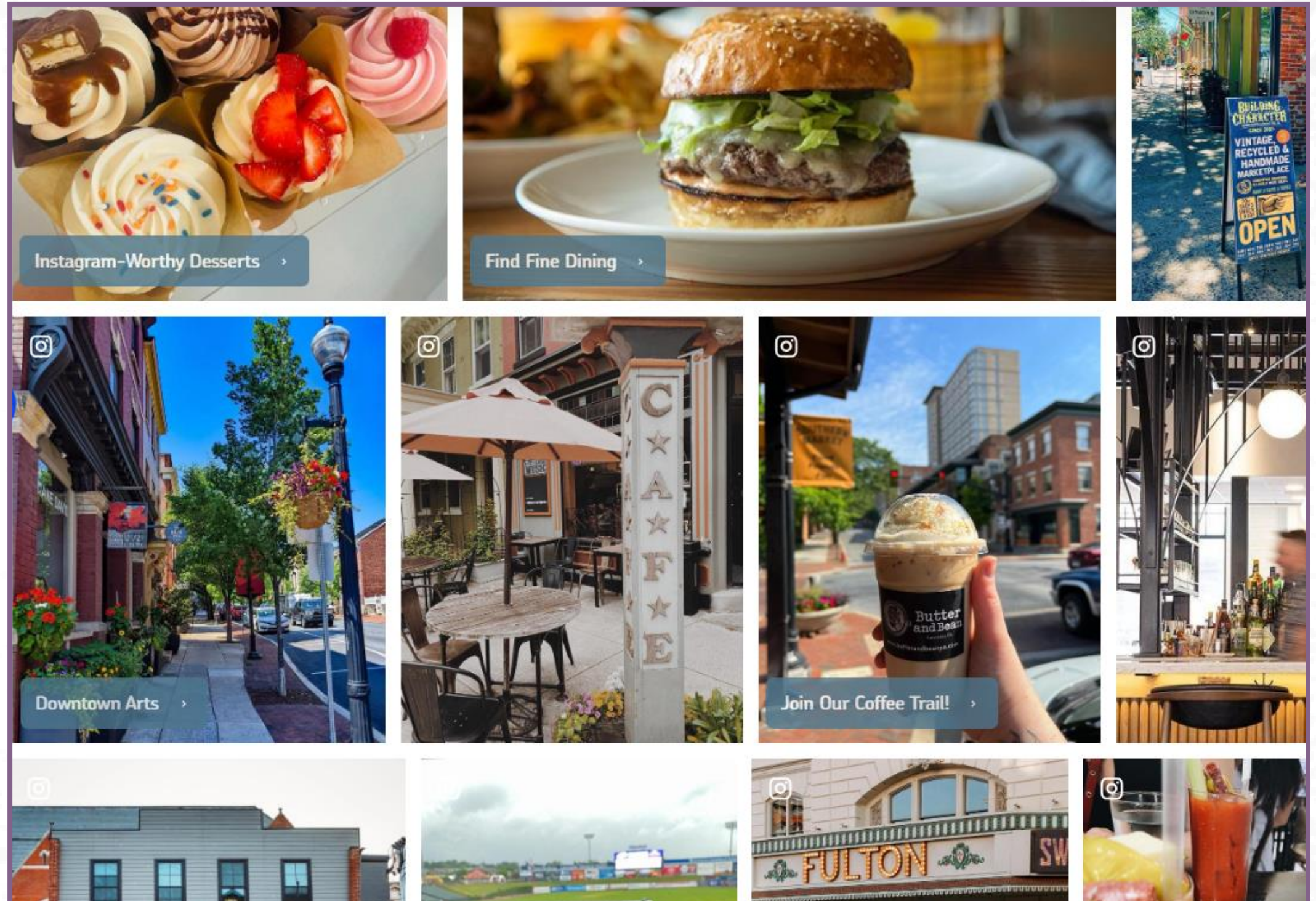
Swan Hotel

MARKETING



DISCOVERLANCASTER.COM (JAN-JUN, 2026)

- 1.5 Million Users
- Top Visited Page: Events Calendar
- Top Visitors:
 - Philadelphia
 - New York
 - HLLY
 - Pittsburgh
 - DC
 - Baltimore



SOCIAL IMPACT

Followers:
111,966



Engagements:
300,755

Followers:
225,932



Engagements:
752,002

Followers:
16,212



Engagements:
25,615

Followers:
4,773



Engagements:
3,021

Total:
358,883

Total:
1,081,393

SOCIAL IMPACT



discover_lancaster and visitlanccity • Check This Out

discover_lancaster Explore a variety of plant-based foods, products, and resources at Lancaster VegFest, an annual vegan festival hosting its 10th event in Lancaster City.

Buchanan Park | 901 Buchanan Ave, Lancaster

Saturday, June 6th - Sunday, June 7th, 2026 | 12 PM - 5 PM (11am - 12pm for VIP)

Admission is free - suggested \$5 donation at the door to @lancasterfarmsanctuary
VIP passes are available for \$35 and offers a limited-edition tote bag filled with vegan samples, coupons, and 10 raffle tickets.

Well behaved dog are welcome!

There will be live music, yoga, kid activities, a beer garden, vegan food across the US and so much more! 🙌

Tag & send to someone that you want to go to @pavegfest with!

4w

thefivefoottraveler Ooooh how have I never been to this?! Adding to my list 🙌
4w 2 likes Reply

View replies (1)

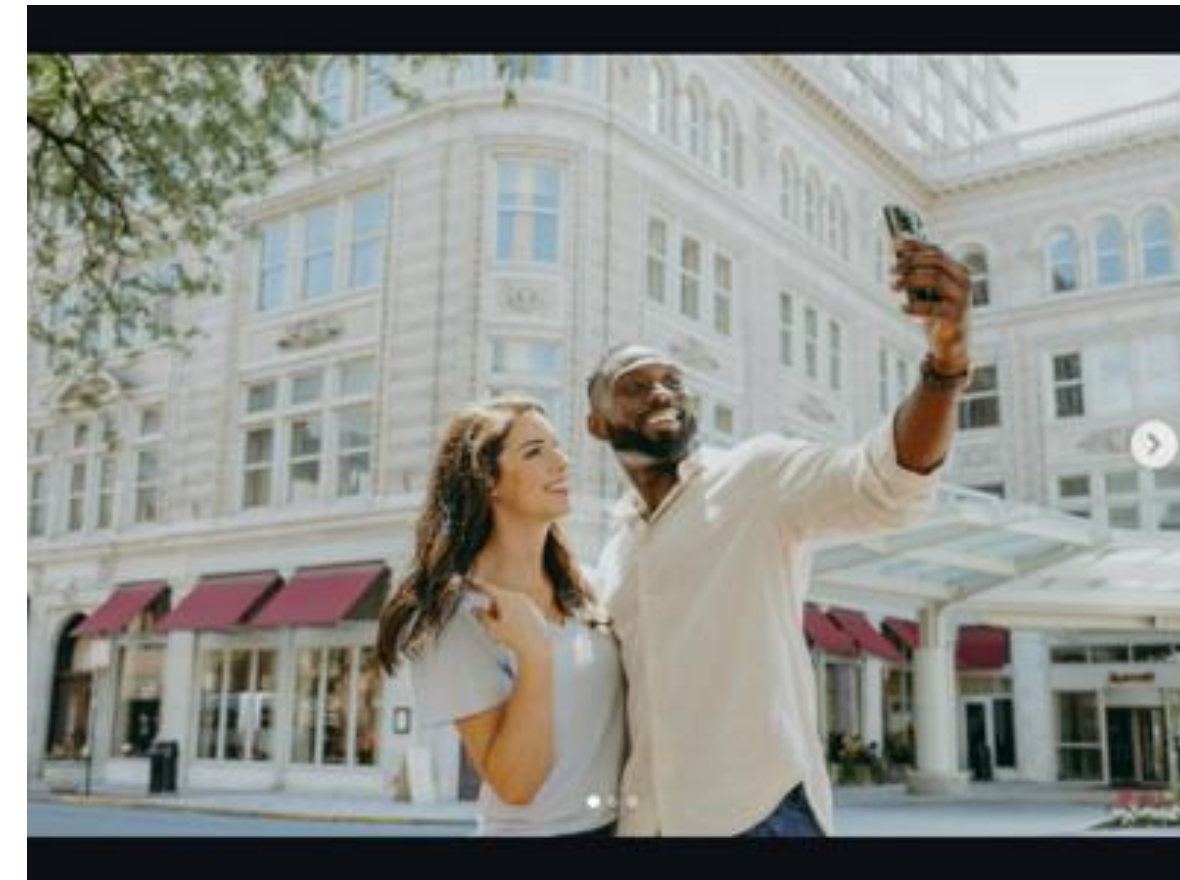
mariposaflor0217 The best 🥰🥰🥰
4w 2 likes Reply

pavegfest Thank you!!! 🥰🥰🥰
4w 1 like Reply

katie._bare I see myself in green shorts at the end haha!
3w 1 like Reply

Liked by livvnovak and 2,925 others
May 24

Add a comment... Post



discover_lancaster Following

discover_lancaster 4d We created a small list of festivals and fairs happening this summer 🍌

Save this so you can plan all summer long

If you have been to any of these festivals, share your thoughts below 📌

Lancaster International Piano Festival
Franklin & Marshall College
July 17 & 27

136 4 days ago

Add a comment...



SOCIAL IMPACT



lancastercityrestaurantweek and 4 others
Original audio

lancastercityrestaurantweek Explore all 50 restaurants participating in Spring 2026 @lancastercityrestaurantweek !

Monday, April 13 through Sunday, April 19 2026
All throughout the cityoflanca.
Each participating place features a unique special, promo, or deal
Support our awesome culinary community and the fantastic people behind it!
Visit the NEW website at lancastercityrestaurantweek.com to learn more

#visitpa #pagetaway #lancasterpa #restaurantweek #restaurants
Edited · 10w

visitlanccity It's a good week to be in Lancaster City 🥰🥰
10w · 2 likes · Reply
View replies (1)

staysanddos We are seriously so lucky 🥰🥰
10w · 1 like · Reply
View replies (1)

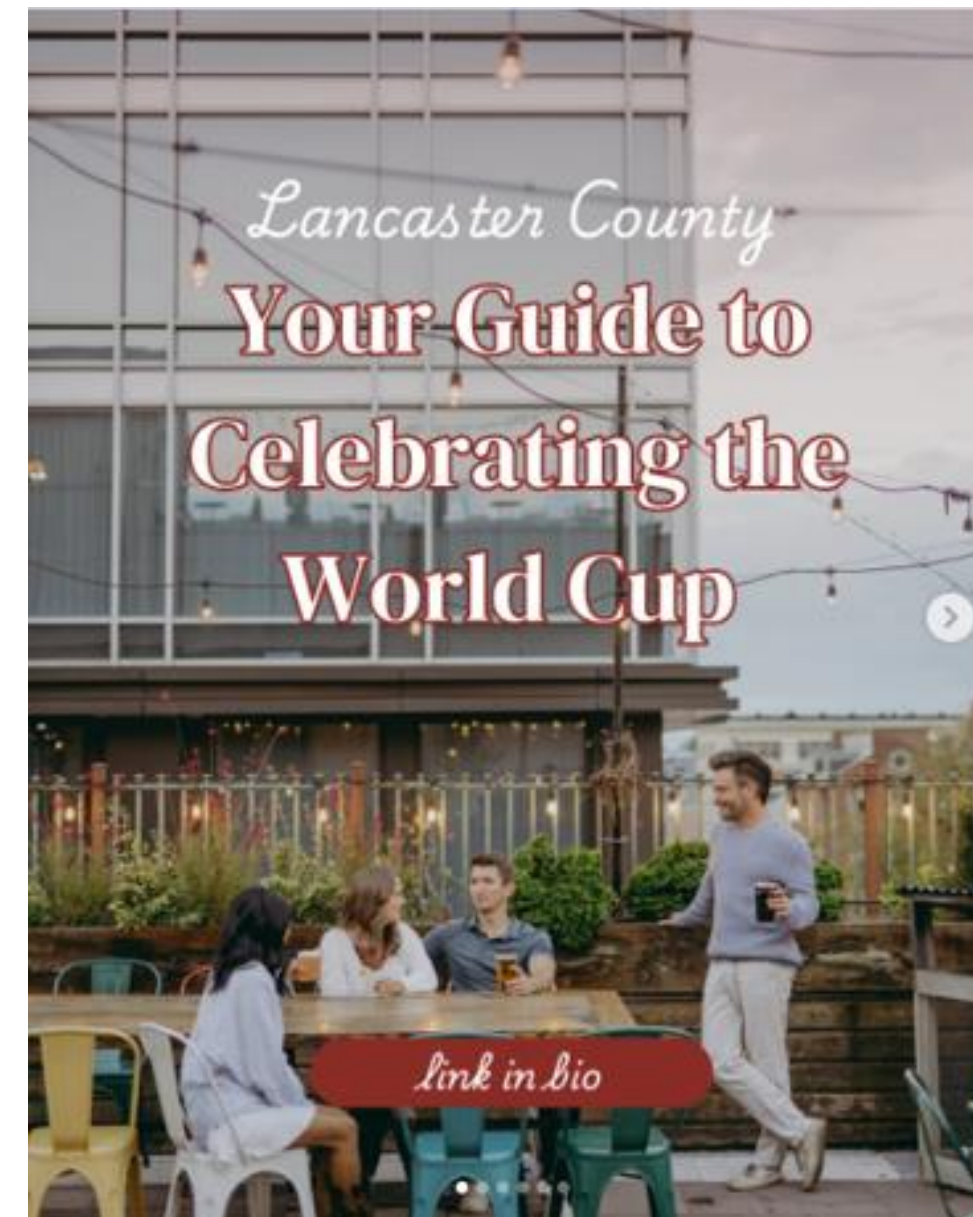
decadeslancaster We're ready 🍷
10w · 3 likes · Reply
View replies (1)

diana_87_pozo I'm so excited !! 🥳
10w · 2 likes · Reply
View replies (1)

lancastercraftbeerfest So many spots 🍷
10w · 2 likes · Reply

659 likes
April 10

Add a comment... Post



discover_lancaster Following ...

discover_lancaster 2w
Every four years, the World Cup captures the hearts and attention of people around the globe. 🌍

This year matches will be played across North America. Philadelphia, New York/New Jersey, and Boston are just a road trip away from Lancaster County, Pennsylvania.

Here is your guide to celebrating the World Cup in Lancaster City, PA

Events:
- Grab a Match Day Bar Passport from Visit Lancaster City until July 19
- International Soccer Watch Party & Festival | June 12 | Ewell Plaza & Binns Park
- World Cup Day at Lancaster Stomers | June 14

366 8
June 2

Add a comment...



WEB CONTENT



help me plan a trip for a couple staying in downtown lancaster, pa

× 🔊 📷 🔍

AI Mode All Short videos Images News Forums Shopping More ▾ Tools ▾

 AI Overview

Downtown Lancaster, Pennsylvania is a fantastic destination for a couples' getaway, perfectly blending **historic charm, independent boutique shopping, and a vibrant farm-to-table food scene**. [Discover Lancaster +4](#)

Staying right downtown allows you to walk to almost everything, making for a seamless and romantic weekend. [Tripadvisor +3](#)

Where to Stay

- Lancaster Marriott at Penn Square:** This hotel sits right in the absolute center of downtown and integrates historic architecture with modern rooms. [Expedia +3](#)

Show more ▾

 Discover Lancaster
<https://www.discoverlancaster.com> ▸ Blog ▾

30+ Best Date Ideas in Lancaster, PA for Couples

Mar 17, 2026 — Uncover romantic things to do in **Lancaster, PA** for **couples** with our date night ideas including outdoor adventures, romantic restaurants, ...

 Tripadvisor
<https://www.tripadvisor.com> ▸ Attractions-g52970-Acti... ▾

THE 10 BEST Things to Do in Lancaster for Couples (2026)

1. **The Amish Farm And House** ... We are OPEN 7 days a week. Tour an historical farmhouse where an

 13 sites

14 Unique Places to Stay in Lancaster, PA - Becky Exploring

Jan 21, 2022 — The Fulton Steamboat Inn is another wonderfully unique place to stay in Lancaster County...

 Becky Exploring

Visit Lancaster County, PA

Visit Lancaster County, Pennsylvania Discover Lancaster County, PA and experience the oldest Amis...



WEB CONTENT

what to do on the weekend in lancaster city, pa

AI ModeAllShort videosNewsImagesForumsShoppingMoreTools

Discover Lancaster
<https://www.discoverlancaster.com> › Things To Do

Things to Do in Lancaster, PA This Weekend

Discover the best things to do this weekend in Lancaster County, PA - from local events and live shows to family fun and scenic countryside adventures.

AI Overview

+6

Spend your weekend in Lancaster City exploring its historic charm, vibrant arts scene, and renowned culinary offerings. Start by grabbing coffee and locally made treats at the Lancaster Central Market, browse downtown's boutique shops, catch a live show at Tellus360, and play arcade games at [Decades](#).

Markets & Shopping

- Lancaster Central Market:** Visit the country's oldest continuously operating public farmers' market. Open Saturdays, it features fresh produce, meats, and local Pennsylvania Dutch specialties.
- Downtown Boutiques:** Walk along North Queen Street and West King Street to discover independent bookstores (like the beloved *Winding Way Books*), art galleries, and craft shops.

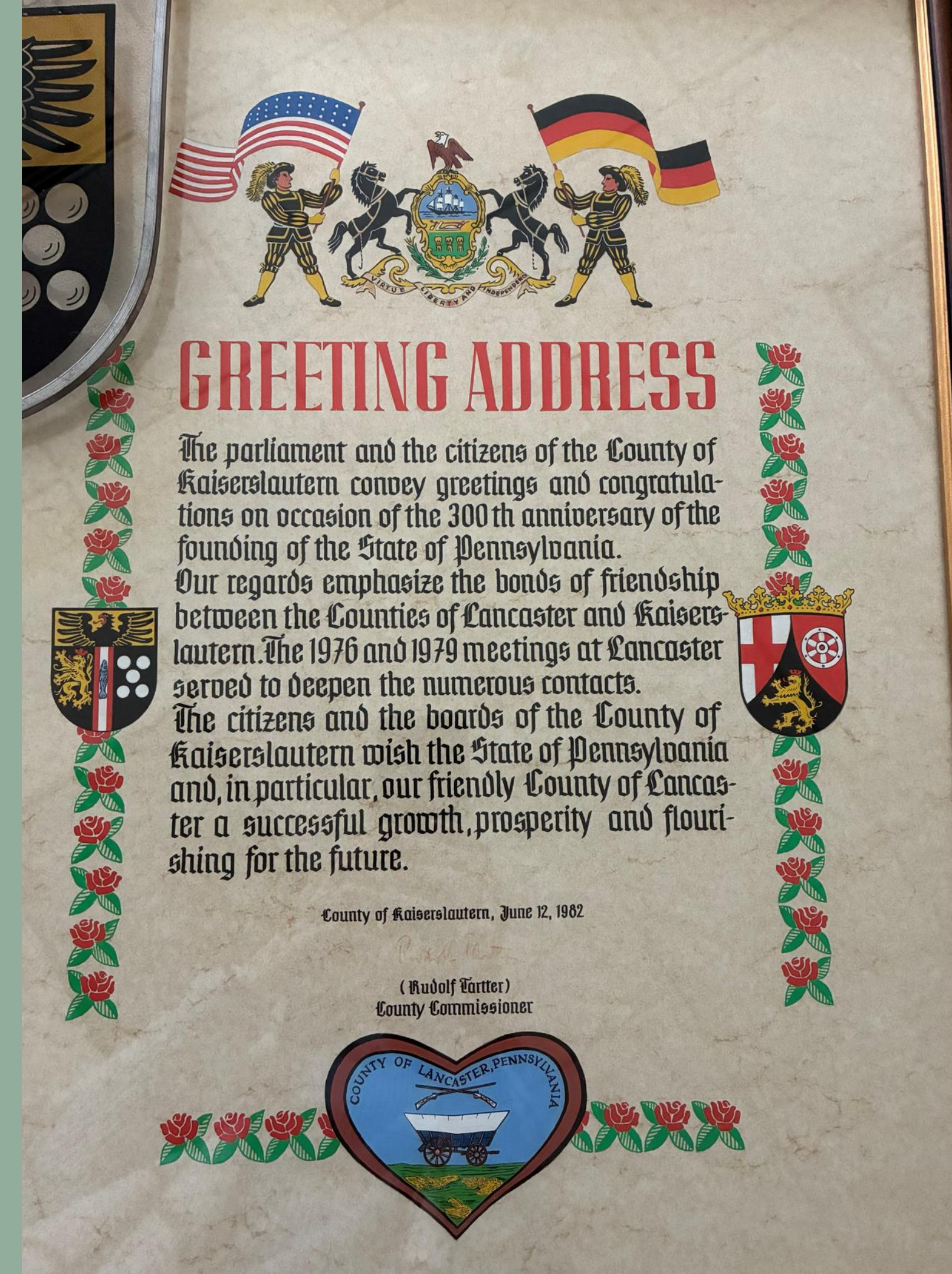
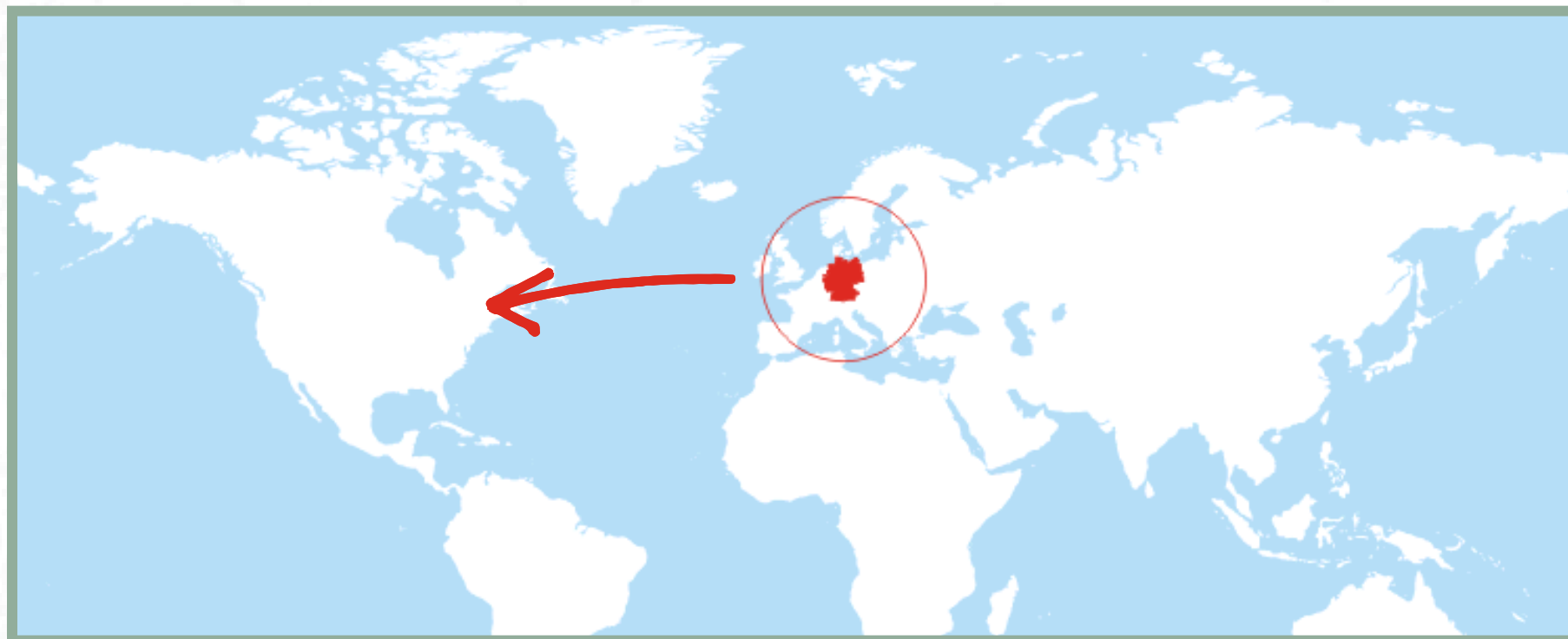
Food, Drink & Nightlife

- Southern Market:** Check out this food hall on South Queen Street offering a variety of international food vendors and the popular *Bar 1888* [Nightlife in Lancaster County, PA](#).
- Decades:** This popular venue combines a restaurant, bar, bowling alley, and arcade



INTERNATIONAL MARKETING

- VisitUSA Committee
- Sister county Kaiserslautern County, Germany
- Keystone Crossroads



LANCASTER COUNTY STRATEGIC ARTS INITIATIVE

- Increase communication and collaboration across the creative community
- Grow appreciation for and understanding of the impact and outcome of the arts
- Long-range strategic plan



*Save
the date!*



MARKETING SUMMIT

EDEN RESORT & SUITES

OCTOBER 22ND, 2026

PUBLIC RELATIONS



Philadelphia Media Mission, 3/3-4/26



yahoo! creators

CNN travel





PITCHING TRAVEL WRITERS AT MATPRA MEET-UP EVENT IN NYC





NYC CULINARY EVENT FOR 20+ TRAVEL & FOODIE MEDIA



INTERNATIONAL TRAVEL PITCHING AT IPW MARKETPLACE



U.K.



ITALY



GERMANY



PUBLIC RELATIONS 101

MAY 20, 2026

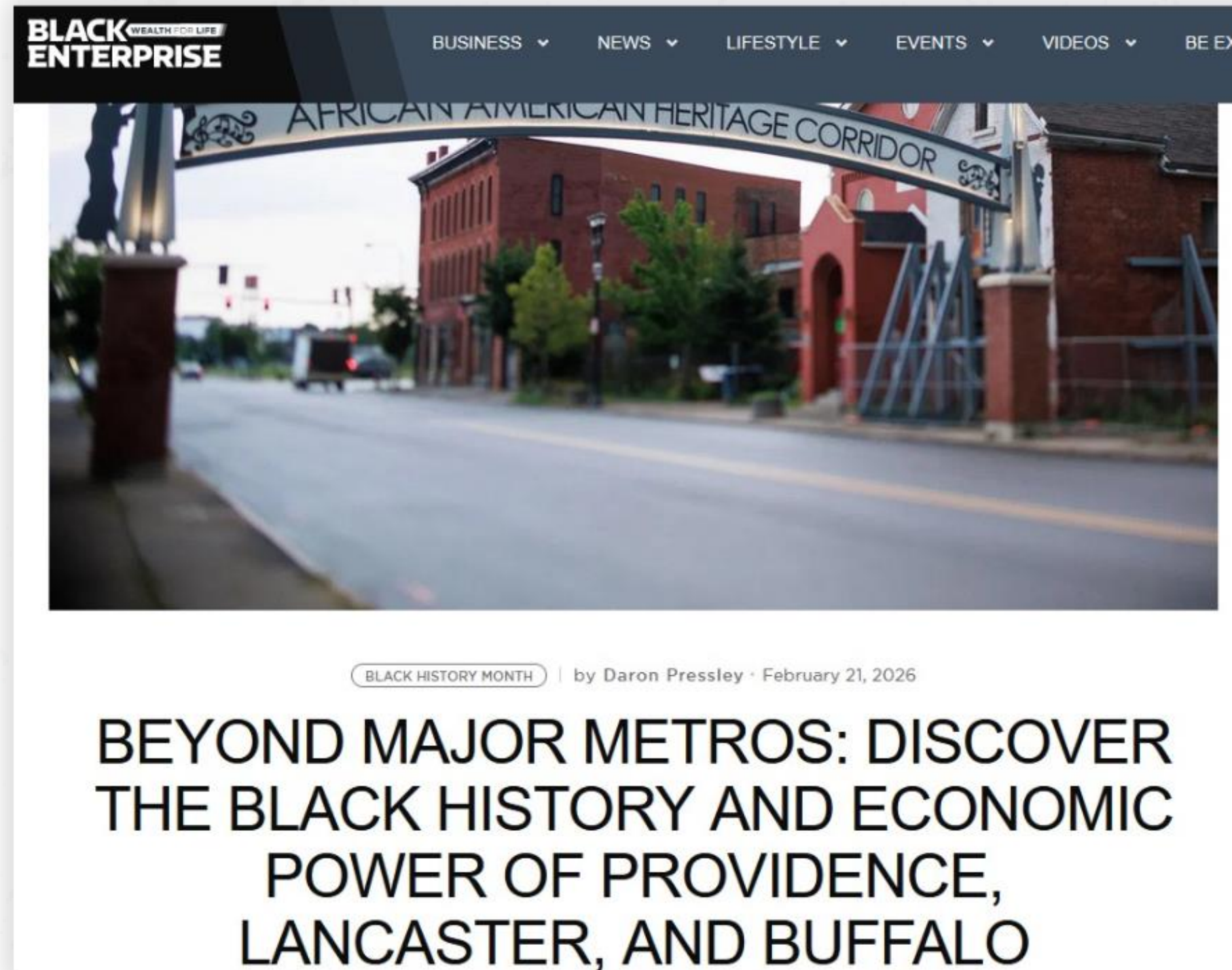


DISCOVER
Lancaster  x **LHG**
LOU HAMMOND GROUP

“BEYOND MAJOR METROS: DISCOVER THE BLACK HISTORY & ECON. POWER OF PROVIDENCE, LANCASTER, AND BUFFALO”

*Black Enterprise
Magazine,*

2/21/26



“DISCOVER TIMELESS TRADITION & HISTORIC CHARM IN LANCASTER, PA”
“GOOD MORNING WASHINGTON” *on WJLA-TV (ABC affil. in metro D.C.), 4/22/26*

abc7 NEWS ON YOUR SIDE

NEWS WEATHER I TEAM SPORTS CHIME IN WATCH LIVE

SPONSORED

Discover Timeless Tradition and Historic Charm in Lancaster, Pennsylvania

by GOOD MORNING WASHINGTON | Wed, April 22, 2026 at 12:55 PM



00:00 05:47

TOP REASONS TO VISIT LANCASTER, PA

DISCOVERLANCASTER.COM

Discover Timeless Tradition and Historic Charm in Lancaster, Pennsylvania (7News)

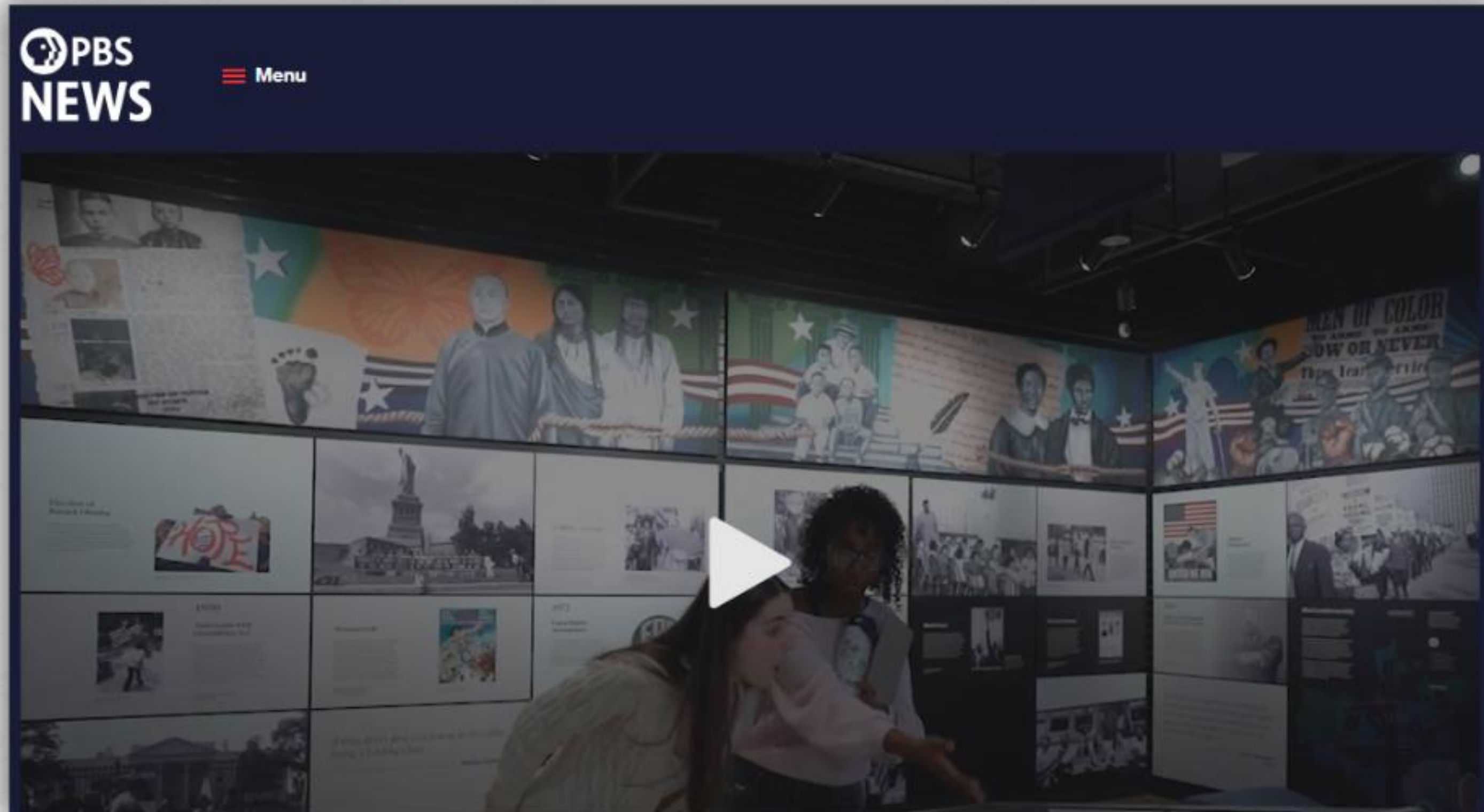


“15 PLACES THAT PROVE LANCASTER’S FOOD SCENE IS IN FULL BLOOM”
Philadelphia Inquirer, 5/2/26



“NEW MUSEUM SPOTLIGHTS THADDEUS STEVENS’ ABOLITIONIST LEGACY”

PBS News Hour, 5/27/26



“BEYOND SHOOFLY PIE: REDISCOVERING LANCASTER COUNTY, PA”

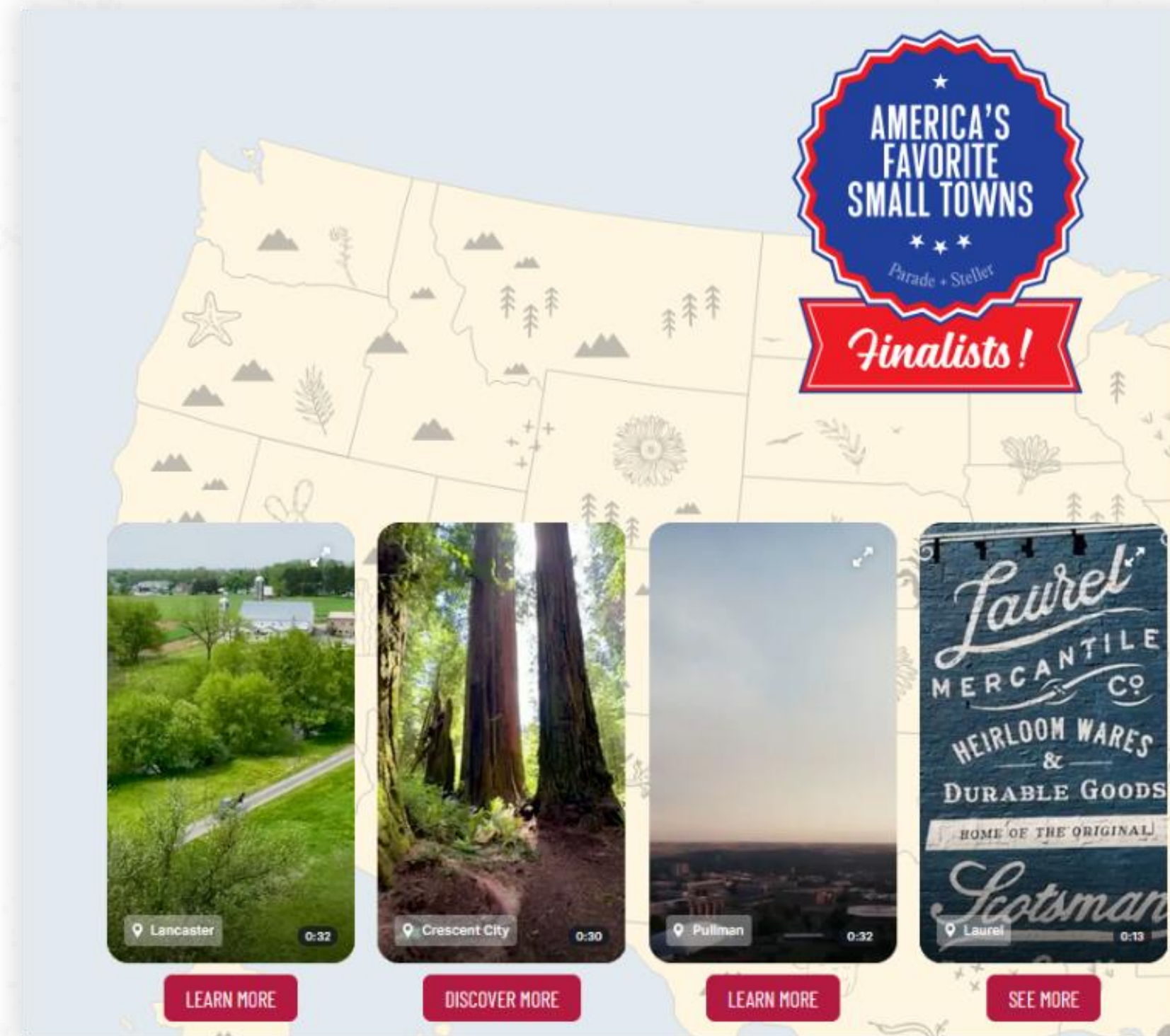
The Frommer's Travel Show Podcast 5/31/26

Frommer's

Surprising
New Reasons
to Go to
Lancaster
County, PA



COVERAGE OF LANCASTER CITY'S FINALIST DESIGNATION IN PARADE.COM'S "AMERICA'S BEST SMALL TOWN" CONTEST



SALES



SALES

Past Trade Shows:

- African American Travel Conference
- Sports ETA Symposium
- IPW



Upcoming trade show:

- SYTA



Last month:

- Over 30 Harrisburg area meeting planners and Discover Lancaster partners gathered at Duke's Riverside Bar & Grill for our Summer Mixer in June.



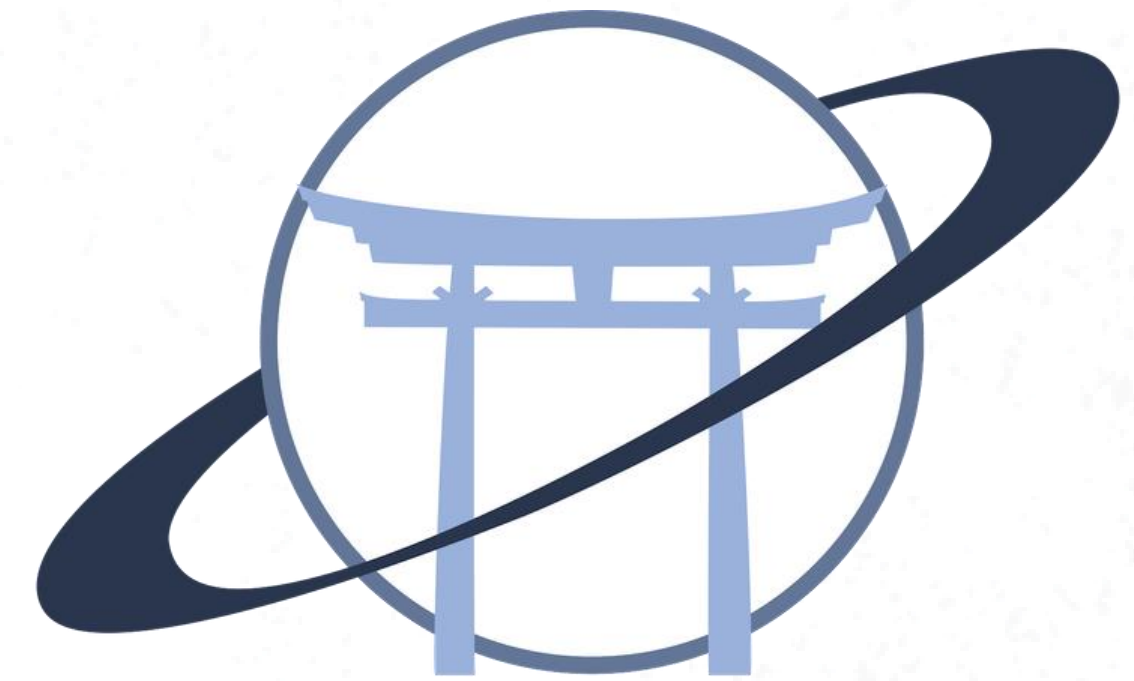
SUSQUEHANNA SMASH VOLLEYBALL TOURNAMENT

- July 31 – August 2
- 15,000 players and spectators
- Players from 5+ states
- Pro & Amateur Divisions
- Hosted at Franklin & Marshall's Armstrong Fields



ZENKAIKON

- March 20–22
- Nearly 10,000 in attendance in 2026
- 17+ hotels
- 76% growth in the last 3 years



Zenkaikon



— 2026 —

HOST AWARDS





THANK YOU!

DISCOVER
Lancaster



| DiscoverLancaster.com