

ITINERARY WORKSHOP

 **Lancaster Collective**

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Discover Lancaster



WHAT IS THE LANCASTER COLLECTIVE?

- The Lancaster Collective helps foster professional development and collaboration within Lancaster's marketing community through monthly peer groups and quarterly educational events.
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ITINERARY WORKSHOP



WHY ITINERARIES MATTER

- Educate visitors on walkability
- Encourage longer visits
- Increase foot traffic
- Introduce new audiences
- Remove barriers
- Give more reasons to return



STRONG ITINERARIES ANSWER THESE QUESTIONS

Who is it for?

Couples, families, foodies, history buffs, first-time visitors or another defined audience.

What is the central idea?

The stops should share a clear theme, purpose or story.

Does the journey make sense?

Hours, geography, travel time, parking, reservations and pacing should all be realistic.

Why is it worth doing?

The itinerary should offer a distinct experience, not simply name several nearby places.



THINK BEYOND SIMILAR BUSINESSES

Museum
+Historic Hotel
+Book Store

History Itinerary

Farmers Market
+Up-scale happy hour
+Chef's table

Foodie Itinerary

Art Gallery
+Hands-on Activity
+Live Performance

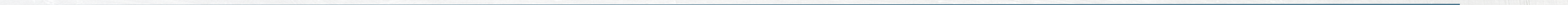
Arts Itinerary

Volunteer opportunity
+Farm-to-table meal
+Thrift shop

Give-Back Trip



**START CREATING YOUR
ITINERARY TODAY!**





THANK YOU

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