



Destination Gettysburg Group Tour Meeting
Wednesday, March 2, 2016 | 10:00am | the Pub & Restaurant

- **Introductions**
 - Michelle Liller, Inn at Herr Ridge
 - Polly Patrono, Hauser Estate Winery
 - Frances Weishaar, Freedom Transit
 - Angela Sontheimer, Lincoln Leadership
 - Lauren Ahlquist, Gettysburg College
 - Amanda Hollabaugh, Hollabaugh Bros.
 - Susanne Heller, Hollabaugh Bros.
 - Nate Mares, Quality Inn/Best Western
 - Tammy Myers, Gettysburg Heritage Center
 - Amber Keadle, Country Inn & Suites
 - Robin Dolbin, Luhrs Center
 - Jean Grubesky, Majestic Theater
 - Rhonda Myers, Tigrett Corp
 - Jolene Wolf, Stars and Stripes Tours
 - Lori Korczyk, Savor Gettysburg Food Tours
 - Karen Saylor, Lincoln Train Museum
 - Kendra Belgrad, Gettysburg Group Reservations
 - Jennifer Price, Gettysburg Hotel
 - Cindy Rohrbaugh, Comfort Suites
 - Jeanne Hart, Gateway Gettysburg
 - Sara Beck, Outlet Shoppes
 - Lori Wright, Gettysburg Foundation
 - Charles Vann, Gettysburg Foundation
 - Helen Jahn, Seton Shrine
 - Debi Beshore, Steam into History
 - Chris Clemmens, Country Inn & Suites Frederick
 - Lee Ireland, Country Inn & Suites Frederick
 - Rachel Stephens, Victorian Carriage Co.

- **Destination Gettysburg on the Road—Tradeshows we have recently attended, what we have learned and where we will be going in 2016.**
 - American Bus Association | Jan 9-12 | Louisville, KY
 - Appointment based show with tour operators from across the US.
 - Themes: culinary scene, July Operator FAM tour, holiday itineraries, living historians, agritourism and different ways to experience history.
 - Leads now available on the member portal
 - ABA Top 100 Events
 - 153rd Annual Gettysburg Reenactment
 - 40th Anniversary of Elizabeth Seton's Canonization
 - National Tour Association | Jan 31-Feb 4 | Atlanta, GA
 - Appointment based show with tour operators from across the US, as well as some international operators.
 - Themes: culinary scene, sample itineraries, group friendly hotels and different ways to experience history.
 - Leads now available on the member portal
 - Pennsylvania Sales Mission | March 8

- Yankee Trails Travel Expo | March 23-24 | Loudonville, NY
 - Pennsylvania Bus Association Marketplace | March 30 | Manheim, PA
 - Maryland Motorcoach Association Marketplace | March 31 | Manheim, PA
 - Virginia Sales Mission | Week of May 23
 - Student Youth Travel Association | Aug 19-23 | Orlando, FL
 - Destinations NY Tradeshow | Sept 13-14 | Syracuse Central, NY
 - NY/NJ Sales Mission | Week of Oct 10
 - Ontario Motorcoach Association Marketplace | Oct 30-Nov 2 | Niagara Falls, ON
 - Greater NJ Marketplace | Nov TBD | TBD
 - National Council of Social Studies | Dec 2-4 | Washington D.C.
- Upcoming Member Opportunities
 - Booth Share Opportunities—Reference Group Tour Member Opportunities Document
 - Work-to-Plays—Reference Group Tour Member Opportunities Document
 - Sales Missions—Reference Group Tour Member Opportunities Document
 - Revamp We have recently been working on a way to re-do the work-to-plays for our group leader shows. I think there is a more effective way to present all of our materials to the group leaders, rather than a bag full of information that may or may not be thoroughly looked through.
 - Sample Piece The sample piece is what we are looking to move towards to replace the work-to-play, which we are calling the “Group Leader Guide to Gettysburg.” With this piece, each group-friendly member will be able to have their own section in a booklet, including a short blurb and one photo representing their property/attraction and anything new you may have going on.
 - Participation Form This sheet is a participation form that you as members will fill out and return, which will outline each show you wish to participate in and what the content will consist of. This form is really our way of keeping things organized so we can get the guide put together in reasonable time before the show.
 - This order form is not set in stone, meaning if you have an event coming up or something you want to change, we can always update your content.
 - Operator FAM | July 19-21, 2016—Please reference the Member Registration materials for more information on the FAM.
 - Member Expo | July 20 at 11:30am | \$50 for first representative, \$25 for second
 - Sponsorship Opportunities
- 2016 Pennsylvania Bus Association Annual Meeting—Please reference the PBA Member Registration form for more information.
 - June 20-23 – GETTYSBURG
 - Neighborhood Night
 - FAMS
 - Authentic Adams County
 - Battlefield Experience
 - Civilian Experience

- Presidential Class
 - Spiritual Influences
 - Wines, Ciders & Spirits
 - Conference Registration
- International Market
 - NAJ West
 - Feb 16-18
 - Look for leads in about two weeks
 - VisaVue Report 2015
- Profile Sheets—[Reference document below.](#)
 - Tips
 - Samples

Profile Sheets

What are they?

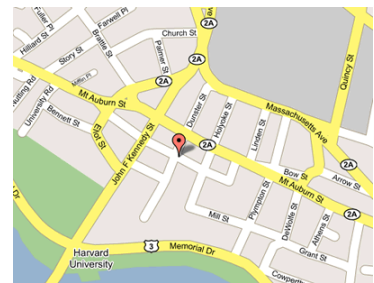
Profile sheets are a necessary tool for suppliers who are interested in marketing to the group tour market. They are informational sales pieces which summarize your attraction and highlight key opportunities that will appeal specifically to the group tour market. An effective profile sheet should be able to answer the following questions about your business:

- **Who are you?**
 - o Let the operators know who you are and what your business is all about.
- **Where are you?**
 - o Providing information on where you are located is important to tour operators/planners because it gives them an idea of how a group gets to your property in relation to other destinations.
- **Why would a group visit you?**
 - o Showcase the items that demonstrate how you appeal to the group tour market, what makes your property special and anything new you have going on.

What should they look like?

While no two business' profile sheets will look the same, it is good to follow these guidelines when developing your profile sheet:

- Standard Size: 8 ½ x 11"
- 1" Left Hand Margin
- Three Hole Punched
- High-Res Pictures
- What's New
- What makes you special to the group market
- Description of your services
- Hours of Operation
- Group Policies and Incentives
- Your contact information
- Map of location
- Calendar of Events



Where do I start?

- Highlight group friendly experiences
 - Use bullet points
- Include anything new you have going on
 - For example: a new event or program
- Do not include pricing information
- Use a map to point out where you are
 - Include mileage and/or drive distance to other destinations or attractions
- Remember: less is more
 - Keep descriptions short and to the point—nothing too wordy
 - White space is good!
- Incorporate quality images that show groups at your property or highlight your attraction
- Print in-house if possible: this allows for more variation when it comes to changing things up for different shows

2016 **THE SPECIAL EVENT**



For additional questions and assistance, please contact:

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