



61,977
sales leads sent



643
members



58,959
definite bookings

“With a bevy of shops and eateries, Lititz is a natural for our list of charming small towns.”

-Travel + Leisure

Through our PR efforts...

A RECORD
\$15 MILLION
in media coverage

51,000
Visited the
VISTORS
CENTER



8.5
MILLION
Visited
LANCASTER
COUNTY

ONLINE
VIDEO VIEWS
10.7
MILLION



6,614,687
page visits

482,281

getaway guides distributed

“All around Lancaster County, reused historic structures are economic and visitor engines.”

-United Airlines' Hemispheres

2 MILLION
emails sent

“There's a lot more to laid-back, culturally diverse Lancaster city, beyond the area's main tourism draws.”

- New York Daily News

“As a surprising food city, Lancaster is an inventive, international array of flavors fed by Amish farms.”

- Thrillist.com

32
TRADE
shows &
SALES
events

\$2.7 BILLION
TOTAL TOURISM
IMPACT

“For a slower-paced getaway, Lancaster's Amish community is still a place to find a simpler way of life.”

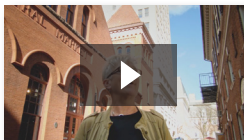
-WJLA-TV, Washington D.C.

DAILY NEWS | LIFESTYLE

Lancaster, Pennsylvania is much cooler than you think



1,778
stories



#DiscoverItForYourself

f **55,228,718** reach

ig **55,377** engagements