Located in the historic cultural district of Johnstown in the former Talp Building Company, this sheltered court provides a creative, casual setting for community, local and student events offering canoeing, water ski, and more. Admission to the gym is free and they also offer facilities for personal events such as baby showers, weddings and parties.

Somerset County Fair
Greg Burner
784 Mount Davis Road
Meyersdale, PA 15665
724-677-3265
somercountiefair.com

This year will mark the 128th Country Fair in Somerset. Now’s an achievement! The Somerset County Fair has some of the largest and best livestock shows in Pennsylvania along with nightly entertainment in the grandstand and amusement rides on the midway making this a county fair not to miss!

Cindy Geppa, 4 Cindy G’s Daughter
101 Turkeyfoot Road
Johnstown, PA 15906
724-709-0655
cindygeppa@gmail.com

Cindy Geppa and her bluegrass band will be performing a special one-time concert from 1:30-3:00 p.m. at the Somerset County Fair. The concert will be held at the Fitchburg Barn in McKean and Full Press Disabled will be serving up a line dance meal to celebrate the occasion. Many of Cindy G’s songs reflect stories and history of the Laurel Highlands. Definitely a must-see event!

Laurel Cottages
Canal Station
1400 Route 50
Ligonier, PA 15658
724-246-9404
laurelcottages.org

Located on the stretch of Route 50 between Ligonier and Laughlintown, you will discover service and cottage rooms. Conveniently located, you will drive from Interstate 79. Fort Ligonier, Compass in the Marbles and all the Laurel Highlands attractions, each cottage offers guests two queen bedrooms, a full bathroom and a fully-equipped kitchen.

Challenger Program at Saint Vincent College
Dr. Kathryn Bleda
585463
585463

Since 1997, Saint Vincent College has been offering a stop in the co-curricular summer program called “Challenger.” “Challenger” is the program’s name for students from 16 to 21 years of age. A creative, hands-on experience, the experience is designed to build students for a career in a mission field, including engineering, science, math and technology. From Sunday to Tuesday, students have the opportunity to truly immerse themselves in the core classes and workshops of the program.

Deca-Pittsburgh
Cordey Votava
34589
34589
Deca-Pittsburgh
is no stranger to the transportation industry. Major companies in the industry have hired its 1,000 plus employees as the largest transportation provider in southwestern Pennsylvania. Whether you are a truck driver or a co-pilot, Deca Transportation Group cares about your future. We offer paid trip, free lodging, 401k, tuition reimbursement, health insurance, and more. Come and join us! To learn about Deca Transportation Group careers, contact the Deca Transportation Group at 345.9894.

The Pittsburgh Transportation Group is no stranger to the transportation industry. Major companies in the industry have hired its 1,000 plus employees as the largest transportation provider in southwestern Pennsylvania. Whether you are a truck driver or a co-pilot, Deca Transportation Group cares about your future. We offer paid trip, free lodging, 401k, tuition reimbursement, health insurance, and more. Come and join us! To learn about Deca Transportation Group careers, contact the Deca Transportation Group at 345.9894.

Meetings & Events
March 28 | Executive Board Meeting
April 11 | Executive Board Meeting
April 18 | LHVB Full Board Meeting
May 28 | Office Closed – Memorial Day
March 30 | Office Closed – Good Friday
May 22 | Office Closed – Memorial Day

Tourism is a key driver of the region’s economy. In the Laurel Highlands, we see a 4 percent increase in tourism dollars with 34 percent increase in the number of visitors to the site. The website has proven to be an incredibly valuable asset to the region’s tourism product, evidencing millions in additional dollars in economic activity. Laurel Highlands Tourism represents the entire region and its tourism assets in its entirety.

New Website
In the summer of 2017, the LHVB marketing staff underwent a major overhaul of the region’s website – LaurelHill.org. This current iteration of the site launched in the spring of 2018 and since then has seen a 30 percent increase in unique pageviews, a 40 percent increase in time on page and a 50 percent increase in returns to the site. The website has proven to be an incredibly valuable asset to the region’s tourism product, evidencing millions in additional dollars in economic activity.

Headlines
LAUREL HIGHLANDS VISITORS BUREAU
325 West Main Street
Ligonier, PA 15658
724-238-5661
laurelhighlands.org

LAUREL HIGHLANDS NEWSLETTER

March 2018

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Spring thigh. A time of growth and renewal. For the LHVB, spring brings new opportunities for growth. Social media traffic has been on the rise and the LHVB will continue to work with content creators to generate high-quality content for social media. The LHVB will also continue to focus on developing new partnerships and expanding its reach into new markets. In addition to social media, the LHVB will continue to explore new ways to engage and connect with visitors, such as through podcasts and webinars."

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**MARKETING NEWS**

The 2018 Laurel Highlands Destination Guide is now available and currently in distribution. This year's edition features 24 pages of colorful imagery, maps and a tear-out tear-out map. The LHVB will continue to distribute this marketing tool.

Media Campaigns

This year, the LHVB will continue its work with Red House Communications to implement the second-year implementation of the improved plan of action, with a focus on increasing snow tubing and cross-country skiing. The LHVB will continue to utilize Facebook ads and videos on YouTube to increase traffic to the LHVB's website. The LHVB will also continue to focus on developing new partnerships and expanding its reach into new markets. In addition to social media, the LHVB will continue to explore new ways to engage and connect with visitors, such as through podcasts and webinars.

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**GROUP TOUR NEWS**

Welcome the Mid-America Motorcoach Association Marketplace to Laurel Highlands!

On Oct. 31, 2017, Laurel Highlands welcomed the Mid-America Motorcoach Association Marketplace to Laurel Highlands! The marketplace was a three-day event filled with more than 200 bus tour professionals and tourism representatives from the Mid-Atlantic region. The marketplace featured tours, seminars, and a brand-new Marketplace that highlighted group travel in the Laurel Highlands region. Each year, the LHVB hosts the marketplace to connect with bus tour professionals and tourism representatives from the Mid-Atlantic region. The marketplace featured tours, seminars, and a brand-new Marketplace that highlighted group travel in the Laurel Highlands region. Each year, the LHVB hosts the marketplace to connect with bus tour professionals and tourism representatives from the Mid-Atlantic region. The marketplace featured tours, seminars, and a brand-new Marketplace that highlighted group travel in the Laurel Highlands region.

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**PUBLIC RELATIONS UPDATE**

Diane M. Weltz, Director of Public Relations

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