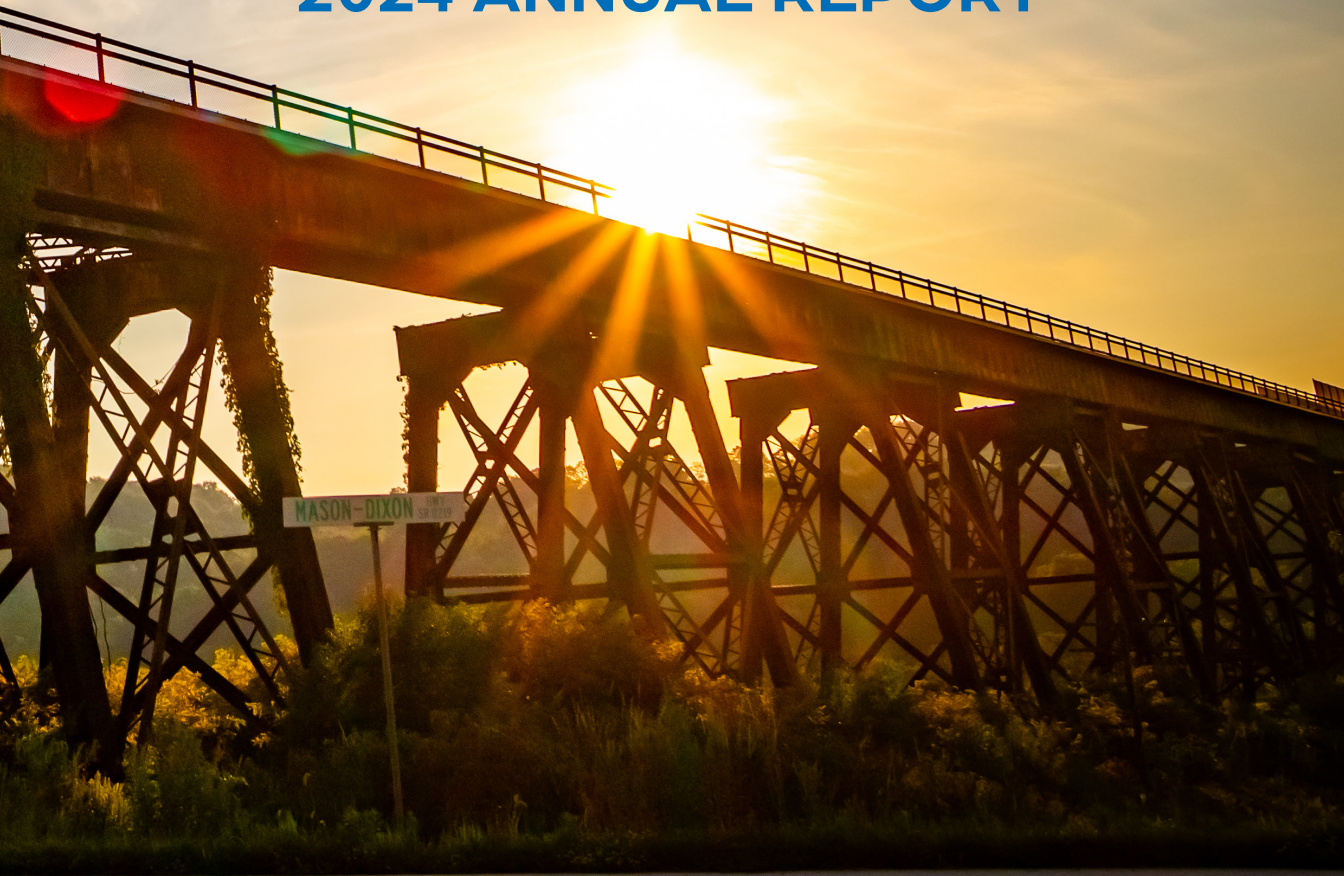


go LAUREL HIGHLANDS

2024 ANNUAL REPORT



[GOLAURELHIGHLANDS.COM](https://golaurelhighlands.com)

Dear Partners and Friends,

It's with immense delight that I present to you this snapshot of what the talented staff of GO Laurel Highlands accomplished in the last year. The sheer amount of creative and powerful promotion this small team delivered is amazing, all in the name of increasing overnight visits and economic impact in Fayette, Somerset and Westmoreland Counties. Visitors can explore the Laurel Highlands by car, four-wheeler, bicycle, skis, raft, train, or hiking boots, and our team left no stone unturned in figuring out ways to invite travelers here no matter how they arrive.

For starters, the team created an entire suite of print materials, digital promotions, and engaging video shorts, compelling visitors for day trips, overnight stays, and vacations. The gorgeous Laurel Highlands Destination Guide (125,000 distributed in 2024) and a brand-new, clean and crisp website (880K visitors annually) are preeminent, best-in-class portrayals of all there is to see and do here.

We drove \$115.4M in media coverage in markets up and down the east coast and throughout the mid-Atlantic through a strategic combination of timely press releases, media tours, and engaging digital influencers.

Staff and volunteers executed Pour Tour 4.0, driving \$3M in economic impact among brewers, distillers, and vintners, culminating in a festive Bonfires, Barrels & Boos event for nearly 1,000 guests at Yinzer Valley Farms. Additionally, they began training partners in best practices that cater to families with particular travel needs through a partnership with the Autism Travel Club.

For the second year in a row, the GO Laurel Highlands crew fortified an innovative partnership with the Pittsburgh Steelers that featured Cam Heyward enjoying himself out and about in the Laurel Highlands, landed a prominent spot at the entrance to the club's training camp in Latrobe, and amplified the region among tens of thousands of football fans on game days at Acrisure Stadium.

Our team convened the Laurel Highlands America 250 Summit in concert with the governor's office to get a jump start on celebrating the country's semiquincentennial. And with expert effort, they elevated the Laurel Highlands to the top of VisitPA's new statewide marketing efforts.

Many thanks to all three counties' commissioners for empowering GO Laurel Highlands to showcase the region. Their collective vision gives our board and staff a clear mandate.

And lastly, it's marketing partners like you – artisans, brewers, innkeepers, restaurateurs, outfitters, historians, resort operators, chambers of commerce, park managers, museum curators, and small business owners of all kinds – that make the Laurel Highlands worthy of top-tier promotional efforts. Ours is a marvelous landscape with Pennsylvania's most hard-working, innovative, neighborly residents. We're absolutely proud to welcome visitors here.

Sincerely,



Bryan Perry
Executive Director, Great Allegheny Passage
Chair, GO Laurel Highlands Board of Directors



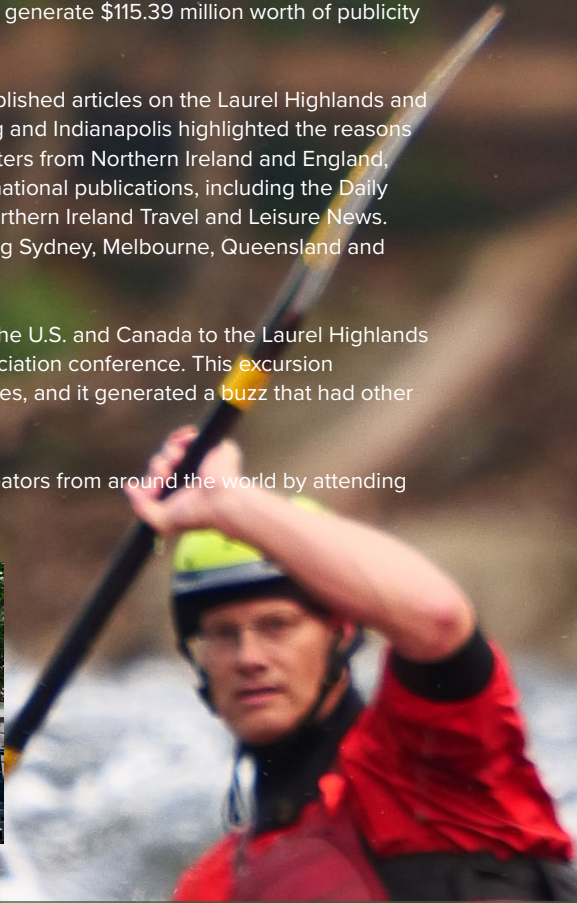
PUBLIC RELATIONS

GO Laurel Highlands helped generate 423 media reports in 2024 – a 21% increase from 2023 – and those articles appeared on websites reaching 12.46 million unique visitors per month. According to Muck Rack, which measures media coverage, GO Laurel Highlands helped generate \$115.39 million worth of publicity in 2024 – up 221% from 2023.

Online giants Yahoo, MSN, CNN, USA Today and Fox News published articles on the Laurel Highlands and its attractions, while television stations in Pittsburgh, Harrisburg and Indianapolis highlighted the reasons to visit the region. The Public Relations Department hosted writers from Northern Ireland and England, resulting in more than a half-dozen articles in a variety of international publications, including the Daily Mail, Irish Independent, MSN Ireland, Travel Weekly UK and Northern Ireland Travel and Leisure News. An article on Fallingwater ran in cities across Australia, including Sydney, Melbourne, Queensland and Adelaide.

A September FAM tour brought seven journalists from across the U.S. and Canada to the Laurel Highlands ahead of the International Food, Wine, and Travel Writers Association conference. This excursion resulted in 14 articles across a variety of websites and magazines, and it generated a buzz that had other conference attendees seeking trips to the Laurel Highlands.

The PR Department connected with journalists and content creators from around the world by attending conferences in New York, South Carolina, Texas and Virginia.



» INFLUENCER MARKETING

After dipping a toe into the influencer waters in 2023, GO Laurel Highlands made a splash in 2024 by working with a dozen social media content creators. They focused on the attractions and experiences that draw visitors to the Laurel Highlands, from delicious dining and unique lodging to cultural excursions and outdoor adventures.

- Stays and Getaways visited the region through a partnership with VisitPA and produced a video of TreeTops Restaurant at Polymath Park that generated more than 4.2 million views on TikTok.
- Newstate Nomads, which is one of the most viewed travel accounts on YouTube, produced a 28-minute video about their visit to the Laurel Highlands that showcased a half-dozen GO LH partners. It has been viewed more than 11,000 times on YouTube.
- GO Laurel Highlands again sponsored Philadelphia Magazine's Travel Influencer of the Year Award, helping draw content creators Britt Around Town, Ivana Flawless and Josh Eats Philly from the City of Brotherly Love.
- Additional creators hosted by GO LH during the year include Alex Eats Too Much, Best Address, Discover the Burgh, Kim Hiked It, Mindy on the Move and Pretty Lil Traveler.

2024 Marketing Budget:
\$1,359,769

EXPANDING OUR REACH: MARKETING HIGHLIGHTS

2024: A Year of Growth & Impact

2024 was a landmark year for tourism in the Laurel Highlands, driven by powerful partnerships, record-breaking growth, and expanded influence.

With a \$1.3M marketing budget, we broadened into key markets, including D.C., Baltimore, Northern Virginia, Philadelphia, West Virginia, Ohio, New York, Boston, Chicago and London. With the new data platform Zartico, we're gaining deeper insights into visitor behavior, enabling smarter, more targeted marketing.

Expanding Influence

GO Laurel Highlands is now prominently featured in statewide tourism campaigns. We continued to build collaboration with VisitPittsburgh and Pittsburgh International Airport, which will position us at the forefront of major developments, including the 2026 NFL Draft. As we continue to attract new markets, GO Laurel Highlands is cementing our region as a leading East Coast travel destination.

We are optimizing social media marketing and digital strategies, with over 15M digital impressions via pay-per-click, native and display ads. Paid social ads were seen by 3.3M people in 2024, a 34% increase.

Seasonal Campaigns include the following media:

- Organic and paid social media
- Digital: search, display, native, OTT, audio, video, streaming
- Mobile conquensing/geo-targeting
- Radio
- TV
- Billboards
- Print (regional and national magazines)
- Regional Partnerships





» GO LAUREL HIGHLANDS NAMED A PREFERRED DESTINATION PARTNER OF THE PITTSBURGH STEELERS

In 2024, GO Laurel Highlands proudly became an official Preferred Destination Partner of the Pittsburgh Steelers, enhancing our collaboration with one of the NFL's most iconic franchises. Building off Steelers Training Camp in Latrobe, this strategic partnership enabled GO LH to use Steelers marks and the preferred designation throughout the year. It strengthens the Laurel Highlands' visibility across the greater Pittsburgh region and beyond, positioning it as a go-to getaway for Steelers fans seeking outdoor adventure, scenic beauty, and cultural experiences just a short drive from the city.

Through this alliance, GO Laurel Highlands gained prominent placement on Steelers digital platforms, in-stadium signage at Acrisure Stadium, and inclusion in televised broadcasts and social media campaigns. Highlights of the partnership included exclusive sponsorship of the 2024 schedule release, ultimately generating 15.9M impressions, 625K engagements and increasing our database by over 9,000 subscribers. Similarly, the Training Camp Sweepstakes featuring Cam Heyward generated 3.1M impressions, 59.8K engagements and increased our database by more than 6,000 subscribers. We also activated at Training Camp, giving GO Laurel Highlands access to nearly 50K attendees. Additionally, our in-stadium LED signage was seen 4X per game by 677K home game attendees.

With a shared commitment to excellence and regional pride, the GO Laurel Highlands-Steelers partnership is already opening new doors for tourism, economic impact, and brand awareness.



» LH POUR TOUR 4.0

Pour Tour 4.0 concluded on December 23, 2024, with over 31,000 participants, 100,614 sticker/stamp requests, and 3,310 prize redemptions. It was a standout year for a program that continues to grow and expand annually. The economic impact on makers, as well as restaurants, lodging facilities, and other local businesses, continues to rise, with participants spending an estimated \$3 million in 2024 (using an average of \$30 per visit).

2024 also marked the return of Bonfires, Barrels & Brews for its second consecutive year. The event welcomed more than 950 guests, who sampled offerings from 19 Pour Tour partners. A picturesque fall day at Yinzer Valley Farms was complemented by live music, craft vendors, food trucks, and even photo opportunities with baby animals from Living Treasures Animal Park.

POUR TOUR 4.0 BY THE NUMBERS:

Passports distributed: **29,100**

Approved App Stamp Requests: **11,579**

Stickers given to makers/in circulation: **100,640**

2024 Economic impact per sticker/check-in with reported \$30 average transaction = **\$3,366,570**

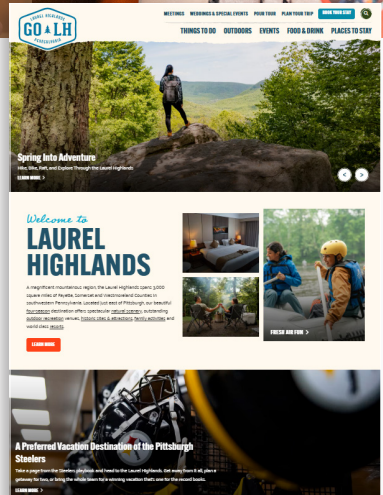
Pour Tour 4.0 Prize Redemptions: **3,305** (50% increase from 3.0)



» WEBSITE REDESIGN

In May 2024, GO Laurel Highlands unveiled a reimagined website. Designed for digital travel planning, the new GoLaurelHighlands.com delivers a visually stunning, user-friendly experience that captures the natural beauty, cultural richness, and wide-ranging attractions of the Laurel Highlands region.

This strategic redesign was fueled by user feedback, analytics, and industry research with a goal of inspiring visitors, seamless navigation, and tools that help turn interest into action. The new website rises to meet those expectations with a clean, mobile-first design and vivid storytelling through content and photography.



KEY HIGHLIGHTS OF THE REDESIGN:

- **Mobile-First Design:** With over 77% of web traffic coming from mobile devices, the new platform is optimized for smartphones and tablets.
- **Elevated Visual Content:** Full-screen photography and immersive storytelling paint a vivid picture of what it's like to hike a stretch of the Great Allegheny Passage, taste a local wine, or explore Frank Lloyd Wright's architectural masterpieces.
- **Improved Accessibility:** The website meets the highest standards, making it more accessible for all users, including those with visual or cognitive impairments.
- **Partner Integration:** Local tourism partners now have greater visibility and easier ways to update their listings, submit events, and connect with potential visitors.
- **Early performance metrics are promising.** In the first six months post-launch, overall users increased by 6.5%, views increased by 10%, and engaged sessions increased by 8.7%.

» LAURELS ALL AROUND THE LAUREL HIGHLANDS

Honors poured in throughout the year for the Laurel Highlands resulting in articles published around the world. Ohiopyle was named the Best Small Town in the Northeast in USA Today's 10Best reader poll, and the region finished in the top five for the Best Summer Travel Destination and Best Fall Foliage Destination contests.

Other attractions to make the top five in USA Today contests include: The Foggy Goggle at Seven Springs (Best Apres-Ski Bars), Great Allegheny Passage (Best Recreational Trails), Woodlands Spa and Salon (Best Resort Spas), SummerSounds (Best Outdoor Concert Series), Wilderness Voyageurs (Best Bike Tours) and Yogi Bear's Jellystone Park (Best RV Campgrounds). Top-10 finishers were El Diablo Brewing Co. (Best New Breweries), Evergreen Drive-In (Best Drive-In Theaters), Circle Bar and The Study (Best Hotel Bars), Fawn & Fable (Best Hotel Restaurants). Nemaocolin also earned honors as one of the Best Destination Resorts and for having one of the Best Hotel Pools.

CNN Travel highlighted the Laurel Highlands Scenic Byway as one of its top six scenic fall drives, and Fox News featured Ohiopyle as a mountain town to visit for fall family fun.

» CREATING WELCOMING EXPERIENCES: GO LAUREL HIGHLANDS JOINS AUTISM TRAVEL CLUB

In 2024, GO Laurel Highlands proudly partnered with the Autism Travel Club, a national initiative that promotes inclusive, sensory-friendly travel experiences for individuals and families with autism and other sensory sensitivities. This milestone reinforces the region's commitment to accessibility and becoming a welcoming destination for all.

The Autism Travel Club program equips tourism organizations and businesses with the training and tools they need to better understand the needs of neurodivergent travelers. Through AutismTravelClub.com, partners receive education on communication strategies, sensory considerations, and ways to better handle unfamiliar situations.

SEVERAL LAUREL HIGHLANDS PARTNERS JOINED THE INITIATIVE, INCLUDING:

- GO Laurel Highlands
- Fort Ligonier
- White Water Adventurers
- Hilton Garden Inn
- Seven Springs Resort
- Fallingwater
- Touchstone Center for Crafts
- Benner's Meadow Run RV Campground
- Turnovi

Through a contribution from Nemaocolin, GO Laurel Highlands subsidizes 50% of the training cost for destination partners.





» 2024 ANNUAL DINNER

There were plenty of big winners at Live! Casino Pittsburgh in Greensburg during the GO Laurel Highlands Annual Dinner. We paid tribute to the region's tourism industry and those who help make the Laurel Highlands a nationally recognized destination.

CONGRATULATIONS TO THE 2024 LAUREL HIGHLANDS CHAMPIONS OF TOURISM:

- Tourism Trailblazers of the Year, West Overton Village
- Horizon of the Year Award, Tim and Karli Andy, Wander Ridge (pictured)
- Tourism Pathfinder of the Year, Living Treasures Animal Park and Log Cabin Inn & Suites
- Tourism Employee of the Year, Brittany Wagner, Connellsville Bed & Breakfast



CONGRATULATIONS TO OUR TOURISM SCHOLARSHIP WINNERS

Thanks to the incredibly generous GO Laurel Highlands Supporting Partners, GO LH presented a \$2,500 scholarship to three very deserving students pursuing degrees related to the hospitality/tourism industry and communications. Congratulations to Abigail King, Seton Hill University; Alexander Henney, Westmoreland County Community College; and Justin Byers, Penn State Fayette.





» GO LAUREL HIGHLANDS PHOTO CONTEST AWARD CEREMONY & RECEPTION

Chosen from more than 719 entries, the top three photos entered in the GO Laurel Highlands 2024 Photo Contest were announced during an awards ceremony Thursday Nov. 16, 2024, at the GO Laurel Highlands Office and Visitor Center. Our 2024 judges were professional photographers Alex Newill and Cristy Marsh and GO Laurel Highlands Videographer/Photographer Alex Byers. The top images will be published in the destination marketing organization's 2025 Destination Guide, on golaurelhighlands.com and displayed at the organization's Visitors Center on the Diamond in Ligonier. Winning photos may also be featured on the bureau's social media, billboards and more.

Category 1: Events and Attractions
1st Place: Carol Saylor, of Meyersdale – Appalachian Wagon Train in Meyersdale

Category 2: Nature
1st Place: Holly Harris, of Coal Center – Salisbury Viaduct

Category 3: Outdoor Activities
1st Place: Tom Bush IV, of Uniontown – Ohiopyle kayaker



» SPREADING THE LAUREL HIGHLANDS SPIRIT: GIVING BACK TO OUR COMMUNITY

We stepped away from our desks and into the community, rolling up our sleeves to lend a hand. From volunteering at March for Parks and sprucing up the Compass Inn Museum, to supporting the WC Food Bank and serving refreshments at Overly's Country Christmas, we went the extra mile to share the Laurel Highlands spirit.



FINANCIALS

LAUREL HIGHLANDS D/B/A GO LAUREL HIGHLANDS
STATEMENT OF FINANCIAL POSITION | DECEMBER 31, 2024

ASSETS

CURRENT ASSETS

Cash and Cash Equivalents	\$	2,619,009	
Accounts Receivable		90,272	
Room Tax Receivable		398,418	
Restricted Room Tax Receivable		789,169	
Prepaid Expenses		116,380	
Inventory		30,301	
Restricted Cash and Cash Equivalents		7,863,665	
Total Current Assets			\$ 11,907,214

NONCURRENT ASSETS

Security Deposits	\$	438	
Land, Buildings, Improvements & Equipment (Net)		771,2245	
Operating Lease - Right of Use Asset		11,625	
Total Noncurrent Assets			783,287

TOTAL ASSETS

\$ 12,690,501

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES

Accounts Payable	\$	769,264	
Accrued Payroll		18,695	
Grants Payable		132,397	
Deferred Revenue		79,925	
Current Portion of Operating Lease Liability		3,316	
Refundable Room Tax Advances		8,652,834	
Total Current Liabilities			\$ 9,655,801

LONG TERM LIABILITIES

Operating Lease Liability, Net Current		8,308	
Total Long-Term Liabilities			8,308

TOTAL LIABILITIES

\$ 9,664,109

NET ASSETS

Net Assets Without Donor Restrictions			
Board Designated -			
Marketing Initiatives		900,000	
Capital Improvement		136,170	
Invested in Fixed Assets		581,331	
Operations Fund		1,408,891	

TOTAL NET ASSETS

3,026,392

TOTAL LIABILITIES AND NET ASSETS

\$ 12,690,501

**LAUREL HIGHLANDS D/B/A GO LAUREL HIGHLANDS
STATEMENT OF FUNCTIONAL EXPENSES | DECEMBER 31, 2024**

	Program Activities	Supporting Activities	Total
OPERATIONS			
Contributions & Sponsorships	\$ -	\$ 1,500	\$ 1,500
Fees	-	8,735	8,735
Property Taxes	-	2,183	2,183
Insurance	-	12,750	12,750
Miscellaneous Operating	171	514	685
Meetings	568	2,978	3,546
Professional Services	-	90,962	90,962
Office Expense	2,954	46,267	49,221
Nondepreciable Building Purchase	-	3,413	3,413
MARKETING, PROMOTIONAL, ADVERTISING			
Association Dues & Memberships	6,780	8,397	15,267
Community Relations	1,584	8,310	9,894
CRM System	24,813	-	24,813
Miscellaneous	643	262	905
Printing Expense	129,844	63,954	193,797
Research/Subscriptions	27,133	14,610	41,743
Travel Expense	10,527	7,941	18,468
Advertising	1,426,069	107,339	1,533,408
Brochure Distribution	15,340	-	15,340
Conferences, Seminars, Other	39,983	3,477	43,460
Consumer Shows	19,228	-	19,228
Events, Marketing, Meetings, Tours	72,754	-	72,754
General Promotion	87,837	14,299	102,136
Postage	33,380	5,890	39,270
Visitor Center Support	16,210	-	16,210
PERSONNEL EXPENSES			
Salaries & Wages	487,070	273,977	761,047
Pension	13,870	8,502	22,372
Insurance	54,297	33,280	87,577
Other Benefits	6,851	1,713	8,564
Taxes	39,710	20,457	60,167
DEPRECIATION	-	58,118	58,118
COUNTY-DIRECTED GRANTS			
Fayette County Grants	1,020,673	-	1,020,673
Westmoreland County Grants	613,152	-	613,152
Visitor Center Grants	2,513	-	2,513
FUNDRAISING			
Ticket In-Kind Donation Expense	-	11,752	11,752
Other Ticket Expense	-	344	344
TOTAL EXPENSES			
	\$ 4,154,044	\$ 811,924	\$ 4,965,968

LAUREL HIGHLANDS D/B/A GO LAUREL HIGHLANDS
STATEMENT OF ACTIVITIES | DECEMBER 31, 2024

	Without Donor Restrictions	With Donor Restrictions	Total
REVENUES			
Fayette County Administration Fees	\$ 965,549	\$ -	\$ 965,549
Somerset County Administration Fees	554,027	-	554,027
Westmoreland County Administration Fees	1,081,135	-	1,081,135
Destination Guide	203,890	-	203,890
Brochure Distribution	64,080	-	64,080
Basic Marketing Packages	194,195	-	194,195
Seasonal Marketing	34,190	-	34,190
Co-Op Advertising	68,390	-	68,390
Events/Summits	66,665	-	66,665
Miscellaneous Operating	34,482	-	34,482
Interest Income	163,257	-	163,257
Fayette County Grant Program	1,020,673	-	1,020,673
Westmoreland County Grant Program	613,152	-	613,152
Visitor Center Grants	20,321	-	20,321
Online Promotional Sales	9,508	-	9,508
Cost of Goods Sold Online	(2,981)	-	(2,981)
TOTAL REVENUES	<u>5,090,533</u>	<u>-</u>	<u>5,090,533</u>
EXPENDITURES			
County-Directed Grant Programs	1,692,662	-	1,692,662
Regional Marketing Programs	1,140,181	-	1,140,181
Regional Economic Initiative Programs	1,321,201	-	1,321,201
Total Program Expenses	<u>4,154,044</u>	<u>-</u>	<u>4,154,044</u>
Management and General	799,828	-	799,828
Fundraising	12,096	-	12,096
TOTAL EXPENDITURES	<u>4,965,968</u>	<u>-</u>	<u>4,965,968</u>
CHANGE IN NET ASSETS	124,565	-	124,565
NET ASSETS - BEGINNING	<u>2,901,827</u>	<u>-</u>	<u>2,901,827</u>
NET ASSETS - ENDING	<u>\$ 3,026,392</u>	<u>\$ -</u>	<u>\$ 3,026,392</u>

This is a summary of the financial statements as of December 31, 2023 that were included in the audit by DeBlasio & DeBlasio Associates.
A complete auditor's report is on file and can be reviewed upon request.

GRANT PROGRAMS

\$22,784,181

DISTRIBUTED TO DATE

As the administrator for the Fayette, Somerset, and Westmoreland County Tourism Grant Programs, GO Laurel Highlands works with each county's Board of Commissioners to provide organizational assistance for each program, collect and maintain necessary documents, and assist each tourism grant review committee. The grant review committees evaluate criteria and applications, select recipients, and award grant funds. The annual tourism grant programs are funded by a portion of the room tax dollars collected each month and are unique to each county.

2024 TOURISM GRANTS:

(January 1, 2024 - December 31, 2024 implementation period)

FAYETTE

COMMISSIONERS:

Scott Dunn · Vincent A. Vicites · Dave Lohr

GRANT REVIEW COMMITTEE MEMBERS:

Chris Baran, Warren Hughes, Ann Nemanic, Tammy Stenson, Sean Sypolt

OF GRANTS AWARDED

55

TOTALING

\$1,020,673

SOMERSET

COMMISSIONERS:

Brian K. Fochtman · Irvin H. Kimmel Jr · Pamela A. Tokar-Ickes

GRANT REVIEW COMMITTEE MEMBERS:

Colleen Dawson, John Weir, David Runco, Laura Argenbright, George Coyle

OF GRANTS AWARDED

48

TOTALING

\$607,832

WESTMORELAND

COMMISSIONERS:

Sean Kertes · Douglas W. Chew · Ted Kopas

GRANT REVIEW COMMITTEE MEMBERS:

Matt Hegan, Bob Hamilton, Brian Meridian, Ann Nemanic, Kyli Stoner

OF GRANTS AWARDED

58

TOTALING

\$616,271





» GO LH STAFF

ANN NEMANIC
Executive Director

GEORGIA ROBINSKY
Senior Director of Finance & Grant Administration

LAURA ARGENBRIGHT
Senior Director of Creative Strategy

JENNIFER BENFORD
Senior Director of Marketing

KELLI BRISBANE
Director of Partnership Development

ERIC KNOPSNYDER
Director of Public Relations & Community Outreach

DAWN LAMUTH
Director of Cultural & Community Connections

ALEX BYERS
Lead Photographer/Videographer

EMMA REEPING
Marketing & Program Coordinator

MADDIE WIREBACH
Digital Marketing Coordinator

DAVID KLINK | ALAN MCELROY | SUZIE MORRIS
Information Counselors, Farmington

» BOARD OF DIRECTORS

(as of Dec. 31, 2024)

Bryan Perry, Chair
Great Allegheny Passage Conservancy

Lindsay Ketterer Gates, Vice-Chair
Touchstone Center for Crafts

Theresa Gay Rohall, Treasurer
Compass Inn Museum

Bob Boscarino, Secretary
Somerset Trust Company

Muriel Nuttall, Past Chair
Fayette County Chamber of Commerce &
Fayette County Commissioners' Appointee

Ron Aldom
Somerset County Chamber of Commerce &
Somerset County Commissioners' Appointee

Christopher Baran
Nemacolin

Stephen Clark
National Park Service

Mike Fahy
Forbes Trail Brewing Company

Matt Hegan
Oak Lodge

Alicia Henry
Westmoreland County Industrial Development
Corporation & Westmoreland County
Commissioners' Appointee

Jeannette Lahm
Laurelville Retreat Center

Eric Mauck
Highlands Ventures

Mike Mumau
Laurel Hill State Park, Laurel Ridge State Park, and
Kooser State Park

Clinton Piper
Frank Lloyd Wright's Fallingwater

Will Racin
Westmoreland County Community College School
of Arts and Hospitality

Dave Runco
Seven Springs Mountain Resort

Steve Smolenski
JoltBike

MISSION STATEMENT

The Laurel Highlands works to enhance the economic growth and quality of life for the area by serving its community as a collaborative leader in the promotion and development of the region as a preferred tourism destination.

VISION STATEMENT

The Laurel Highlands will be globally recognized as a destination offering a unique opportunity to engage the mind and senses through stunning architecture, uncommon heritage, exceptional outdoor recreation and noteworthy arts and culture.



JOHNSON
MEMORIAL CO.
1 BLOCK FROM MONUMENT CIRCLE
1 BLOCK OFF 219

GO LAUREL HIGHLANDS

113 E. MAIN ST LIGONIER, PA 15658
724.238.5661