

HAPPENINGS

Tourism industry newsletter from your friends at GO Laurel Highlands.



Mammoth Park

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GO LAUREL HIGHLANDS
113 E. Main St. | Ligonier, PA
724-238-5661

GO LH NEWS

New Beginnings

After nearly 25 years of being housed in Ligonier Town Hall, the GO Laurel Highlands team and Board of Directors decided it was time for a change, a change that emerged as a strategic objective for the organization in 2019. The administrative team and warehouse operations would be consolidated into one facility, complete with a visitor information center and retail space.

Located at 113 East Main Street on The Diamond in Ligonier, the new GO Laurel Highlands headquarters supports the goal to enhance the organizational impact and excellence, providing a very public-facing location meant to increase visibility, and strengthen awareness of the region and the organization.

Outfitted with a permanent visitor center space, equipped to provide visitors travel support and retail space to offer Laurel Highlands merchandise and souvenirs, the



new space ultimately allows GO LH to be more accessible to the public, serving our visitors with the information needed to have a wonderful experience in the Laurel Highlands.

If you haven't had a chance to visit the new location, please stop by for a tour and to say hello.



New Visitor Center Now Open in Connellsville

Visitors to the Laurel Highlands now have a new resource available to them as they explore the region this year! Thanks to a cooperative effort with Fayette County Commissioners, Fayette County Chamber of Commerce, City of Connellsville, General Braddock Fish Club, and GO Laurel Highlands, a new visitor information center is now open in Connellsville.

Located at 100 Torrance Avenue, the center is situated along the Great Allegheny Passage bike trail, within the Yough River Park, adjacent to General Braddock Fish

Club, and a short distance from downtown Connellsville. The center provides a beautiful welcoming experience to visitors with expansive maps, wayfinding signage, and stunning photography and videography showcasing historic sites, natural beauty, and local attractions. Resources such as restaurant menus, guides, maps, and brochures are also available.

The visitors center will be staffed 10 a.m.-5 p.m., weekends in May, then Tuesdays-Sundays in June, and daily in July and August.



GO Laurel Highlands Branding

The Laurel Highlands Visitors Bureau launched its new identity in 2020, GO Laurel Highlands (GO LH). This move has been in the works for a few years, with development of the new brand finalized in late 2019. The industry trend has been for destinations to position themselves with a call to action paired with the destination name (VisitPittsburgh, Discover South Carolina, etc.). In doing so, the organization becomes more recognizable as a destination marketing agency of record both locally and to potential visitors seeking information.

GO LH Awarded DMAP Accreditation



Last fall, GO Laurel Highlands was awarded with the Destination Marketing Accreditation Program (DMAP) seal by Destinations International in recognition of the organization's commitment to industry excellence and meeting the industry standard for performance and accountability of destination organizations around the world.

GO Laurel Highlands was awarded "Accreditation with Distinction," the highest possible recognition for a destination organization. "With Distinction" indicates that the organization far exceeded the minimum requirements for accreditation and that the independent DMAP Board found no opportunities for the organization to improve its responses to the required standards.

The accreditation program requires a destination organization to successfully comply with a multitude of mandatory and voluntary standards that span a variety of performance areas to gain this momentous achievement. The standards cover nearly all aspects related to the management and marketing of destination organizations including governance, finance, human resources, sales, communications, destination development and research. GO Laurel Highlands joins the ranks of more than 200 destination organizations who have obtained DMAP recognition.

Tourism Grant Reporting Reminder

If your organization or business was the recipient of a 2019 tourism grant, your final reports were due by September 30, 2020. If you have not submitted your final paperwork, this could impact your consideration for the 2021 grant cycle, opening in September. Please visit GOLaurelHighlands.com/grants to access your county's final reporting form and requirements.



EXECUTIVE DIRECTOR'S MESSAGE

Ann Nemanic, Executive Director

"Your present circumstances don't determine where you can go; they merely determine where you start."

-NIDO QUBEIN, PRESIDENT, HIGH POINT UNIVERSITY

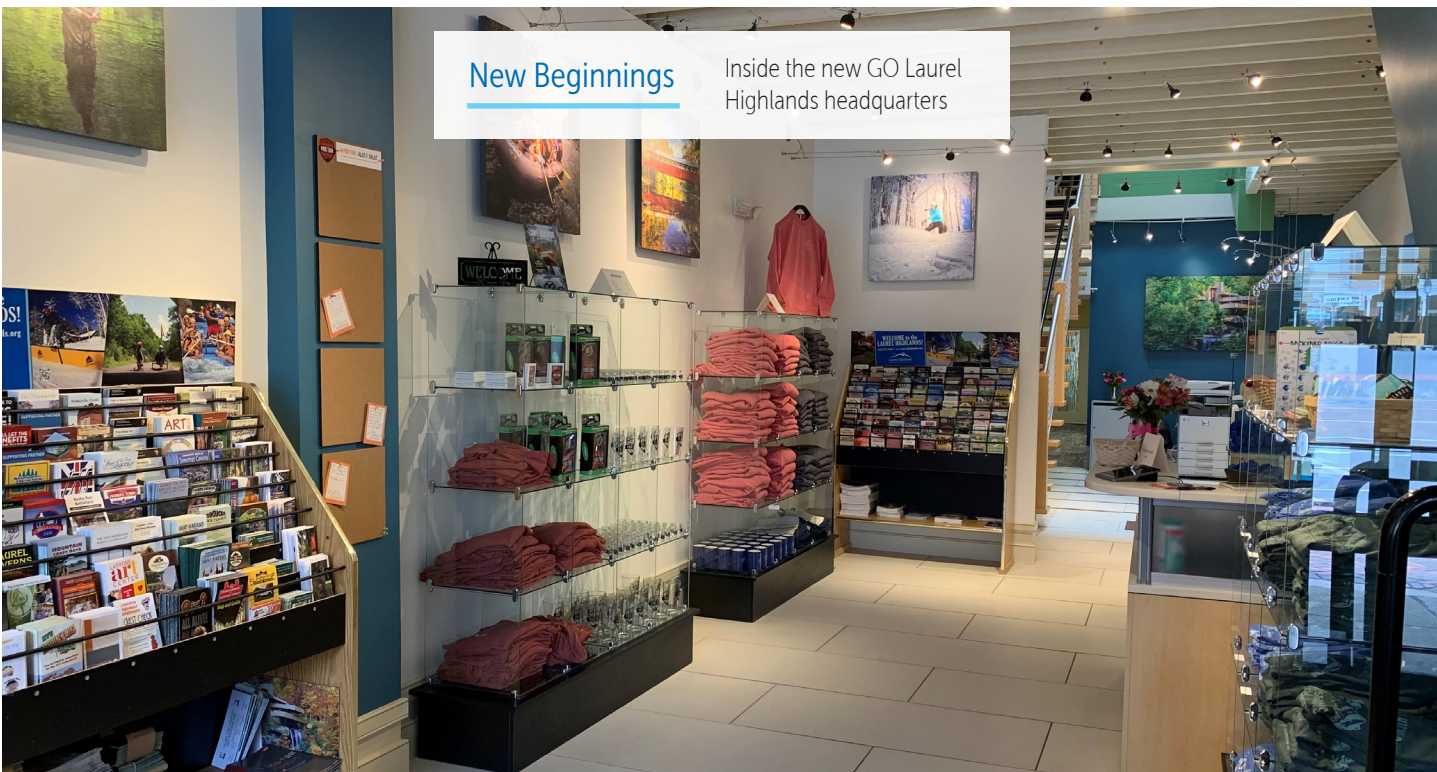
I have this quote in my office so I can read it every day. My daughter Hannah is a junior attending High Point University. Dr. Qubein (the man having some Halloween fun in the photo) is one of the main reasons she selected this university for her undergraduate studies. This gifted leader oozes optimism and I found myself looking forward to his Monday inspirational messages as the weeks turned into months during the early months of the Covid-19 pandemic. Fortunately, my friends, we have turned the corner and there is a light at the end of a long, dark, and often scary tunnel.

I can certainly imagine many of you looked at your 'present circumstances' and wondered what to do. I am so proud of our partners who took a deep dive into their business model and found new ways to survive, and THRIVE. I love the tourism and hospitality industry because we are adaptable on so many levels. Here at GO Laurel Highlands, we also needed to make significant changes such as altering our budget, fine-tuning our staffing needs, and modifying our message. What could have been a negative became a positive - we became even more creative in our thinking, launched new campaigns and initiatives to engage our visitors, and even picked up an award or two along the way.



I am pleased our newsletter is back in your hands. Please read it cover-to-cover and discover what our team is doing to help support you and our region's tourism industry. Get inspired by what is on the horizon and I encourage you to reach out to our new tourism partners – find a way to work with and connect with them to make your businesses even stronger. Remember our campaign last year, #LHStrong? I am confident in saying in May 2021, we are **#LHStronger**.

Let us all continue on this new path of progress. A path that might be mapped out a little differently, but one that continues to offer warm hospitality around each and every turn.





MARKETING NEWS

Kristin Ecker, Senior Director of Marketing

Spring Campaigns Underway as We Look Toward Summer

One thing we learned early on in the pandemic is that the Laurel Highlands is a standout in the Mid-Atlantic for our lush, expansive, and diverse outdoor spaces and activities. State parks and forest lands saw record-breaking attendance numbers and our vacation rental market exploded. While not all of the crowding was beneficial, the industry is more educated and prepared to handle the same influx for the upcoming summer. Data suggests that these trends will stay put throughout 2021 and perhaps even for a few years to come. Our outdoor spaces have, in many ways, sheltered the region from the economic woe experienced by our metropolitan counterparts. And while we do our part to continue to promote these experiences, we will continue to encourage visitors and residents to support local, attend virtually, and lift up our hospitality businesses, who have been hurt by pandemic mitigation efforts.

Consumer behaviors have adapted greatly in the past year, with the boom of virtual



meetings and schooling, online grocery ordering along with typical e-commerce habits, and the reintroduction of a lost gem, the QR code. Digital marketing and messaging has long been a staple in GO Laurel Highlands' marketing efforts, but this year proved pivotal. Consumers are out of their cars for commuting, streaming their TV shows, and on their devices more than ever. Our targeted and segmented efforts include search engine marketing, social media campaigns, streaming media video ads, and diverse banner and native ad campaigns targeting multiple user groups. Our targeting has focused more closely on our two-hour drive markets, as visitors have wanted to remain closer to home.

As summer approaches and vaccination efforts continue to positively influence traveler sentiment, we should look forward to a robust summer in the Laurel Highlands. Our efforts will include additional traditional placements such as TV and streaming TV commercials in Pittsburgh, plus an expansion into Cleveland and Columbus. Our digital efforts will expand to include the Ohio markets as well, but with the addition of Washington, D.C., and the surrounding metro areas. Web traffic is already seeing increases in visitors looking for additional information on private lodging, parks, pour tour, and special events. All of this means good things for summer in the Laurel Highlands, home to "wide open spaces made for exploring!"

Publications

GO LH is pleased to announce the return of the Summer Fun Coupon Book, complete with 45 offers available for visitors to use this upcoming season. The coupon has long been a visitor favorite with requests coming in starting early spring. The coupons will be available on our website as well, and each participating offer will be pushed out to our audiences through social media throughout the summer as an added bonus. If you'd like a supply of coupon books at your property for distribution, please contact GO LH at (724) 238-5661 or online at golaurelhighlands.com/orderbrochures.

The 2022 Destination Guide is in the early planning stages with work about to begin on this next edition. The 2022 guide will be available for distribution by December and will feature the new GO LH branding. If you want to make sure you have a presence in the new guide, be sure to reserve your ad space now at golaurelhighlands.com/DGads.



Laurel Highlands Pour Tour

Following a successful first year of the Laurel Highlands Pour Tour launched in September 2019, GO LH launched Pour Tour 2.0, an updated version of the original program in September 2020. The new version features additional properties as well as new prize incentives. By the end of 2020, 227 individuals fully completed the program with more than 15,000 purchases redeemed.

With 40 participating properties spanning the entire region, the Pour Tour truly showcases the booming craft beverage making scene in our region and drives visitation not only to these establishments, but into our communities as well.



40,000
Passports Printed



900+
Prizes Awarded



800+
Monthly Active Users
of the Pour Tour App



81,000+
Stickers
Distributed



\$7
Average Drink Cost
for a Sticker



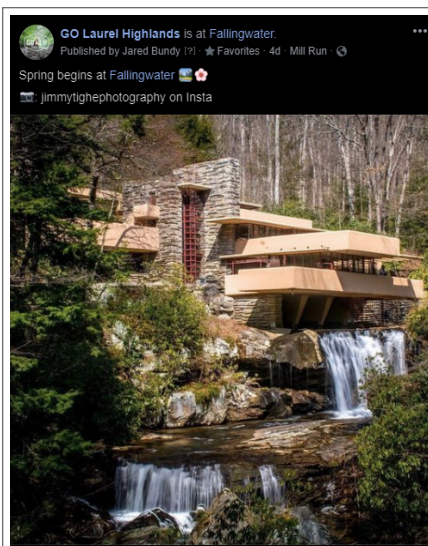
\$30 per purchase
Average Total
Ticket Amount



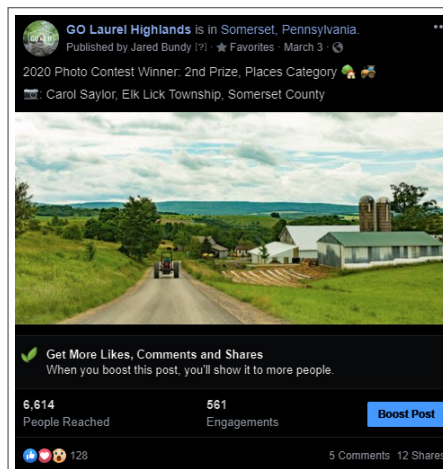
WEB AND SOCIAL MEDIA STATS

Jared Bundy, Director of Digital Marketing

Top Facebook Posts

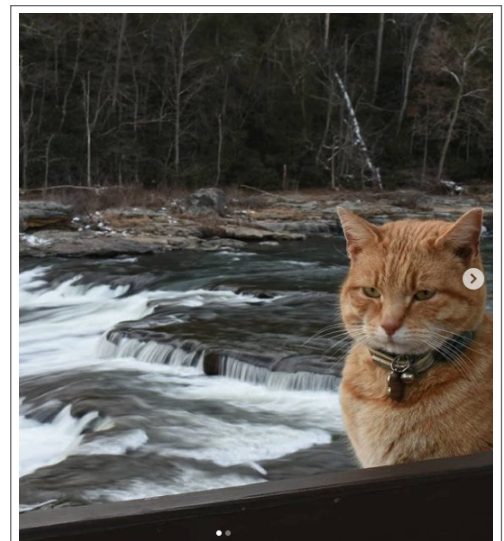


This user-generated content photo of Fallingwater organically reached 43,000 people, was clicked 2,973 times and shared 149 times!



Sharing our photo contest winners continues to be an excellent way to reach our audience! Carol Saylor's photo got the most response, and posting the winning photos racked up tens of thousands of views and tons of positive interaction.

Top Instagram Post



Ohiopyle's favorite cat photo-bombing a shot of the falls received 640 likes!

Use #LaurelHighlands When you Post: Remember to use #laurelhighlands when you post to Instagram so we can add your photos to GOlaurelhighlands.com. All photos will include a call-to-action to help drive traffic to your listing.



WEB AND SOCIAL MEDIA STATS

Jared Bundy, Director of Digital Marketing

Social Media Audience

(as of March 18, 2021)

66,000+
Likes

19,000+
Followers

100,000+
Monthly Video Views

13,000+
Followers

Top Organic Keywords

Laurel Highlands, Laurel Highlands PA,
Laurel Highlands Hiking Trail, Laurel
Highlands Ski Resort, Fish Fry Fayette County
PA, Laurel Highlands Maple Festival, Laurel
Ridge State Park, Meyersdale Maple Festival,
Seven Springs Mountain Resort, 30th Annual
Ice Fest, Animal Parks Have Winter Hours

Top Pages (Jan. 1-April 30, 2021)

	PAGEVIEWS
Home	15,046
Ski Resorts	9,340
Cabins & Campgrounds	8,846
Vacation Rentals	6,494
Winter Festivals	5,560
PA Maple Festival	5,353
Ohiopyle	5,148
Airshow	4,664
Events	4,626
Places to Stay	3,941
Destination Guide	3,605

Notable Web Stats

(Jan. 1-March 18, 2021)

Compared to Jan. 1-March 18, 2020



↑90%
Vacation Rentals



↑20%
Laurel Highlands
Hiking Trail



↑68%
Cabins and Campgrounds



↑30%
Fishing



↑83%
Places to Stay



Podcast: Subscribe to our podcast, Laurel Highlands Happenings. Each month, three episodes are released featuring local Laurel Highlands businesses, Laurel Highlands Pour Tour participants, and a deep dive into Westmoreland Heritage history. Subscribe on iTunes, Stitcher, or wherever you listen to podcasts.

ALEX BYERS

Intro

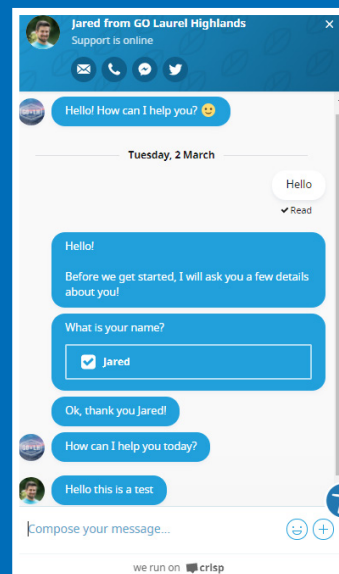
- Alex Byers is the Assistant Director of Digital Media at Saint Vincent College in Latrobe, Pennsylvania.
- After graduating from Saint Vincent in 2008 in Communication, he pursued a full-time career in wedding photography and videography at Finline Weddings, a full-service award-winning wedding vendor.
- Alex now serves as the lead photographer and videographer for SVC's marketing and admission team.



Hands-On Video Webinar: Alex Byers from Saint Vincent College presented to partners with a hands-on webinar on how to shoot, edit and publish videos right from your cell phone. Thanks to our supporting partners for making this event possible, and stay tuned for more webinars coming soon.

Chat With Us:

GO Laurel Highlands recently added a live chat option to our website in order to better and more quickly communicate with guests on our site. All questions are guided by a helpful Chatbot before a GO LH employee jumps on to personally assist.





PUBLIC RELATIONS UPDATE

Anna Weltz, Director of Public Relations

Growing List of Media Visits for 2021

Not only are potential visitors making plans to visit the Laurel Highlands in 2021, but travel media is as well. Anna has a growing list of media guests who want to tour and explore our region. Stay tuned to your email inbox and voicemail as she may contact you looking to partner with you to showcase your location and the region.

Share Your News and Notables!

Do you have news to share? Is 2021 or 2022 slated to be a big year for your business? Are you working on some innovative new offering, event, or amenity? If so, please reach out to Anna Weltz, Director of Public Relations, to share your story. Send Anna an email or call her at (724) 238-5661, ext. 108.

Be sure to add her to your press release list or email newsletters and stay in touch! She's contacted regularly by local, regional, and travel media outlets for news, ideas, and inspiration. In addition, she's created a monthly e-newsletter for her closest media contacts. It has a stunning average open rate of more than 72%!

Laurel Highlands in the Spotlight

(Jan. 1-March 31, 2021)

A summary of press and media projects initiated or coordinated by the LHVB. Circulation, digital impressions, and publicity value figures provided by Cision media monitoring service.



21 STORIES



Digital Impressions:
136.5 MILLION



Print Impressions:
20,300



Publicity Value
\$33,300

NEMACOLIN, I ACCEPT THIS ROSE | THE BACHELOR FINALE RECAP

Watching this season of *The Bachelor* as it developed across the region is incredible. I've had my favorite things while watching and hosting the *Book Now* author more than a few times. So, when I was offered the opportunity to come to...

READ MORE

7 Wonderful Reasons to Visit Pennsylvania's Laurel Highlands in Winter

Snow and natural beauty may be reason enough to visit the Laurel Highlands. And if it is, then I'm not the only one. There was a snowstorm that hit our area again during the week of the Laurel Highlands. We are having a real Pennsylvania winter. This is what winter is all about. What does this mean for the region who are experiencing snow and a lot of it, and this has perfect to help you understand why and what to expect.

Discover the Burgh
Sharing The Best of Pittsburgh and Southwest Pennsylvania

Start Here Things to Do

Everything You Need to Know About the Laurel Highlands

171 views

Last Updated on March 31, 2021 by Jeremy

Disclaimer: Our site uses demographic data, email opt-ins, display advertising, and affiliate links. Please check out our Terms and Conditions. Pricing, operating hours, or menus may have changed since initial publication. Current conditions may result in operating hour changes or closures not reflected in the content below.

When it comes to **day trips from Pittsburgh**, we are fortunate to have a number of great options to consider. If you head east out of the city you come to one of our favorite parts of the state, the Laurel Highlands.

From New Kensington to the north and Ohiopele to the South, the region known as the Laurel Highlands covers three counties in southwest Pennsylvania and truly has a lot to see.

4. OHIOPELE, PA

If you prefer trees to people, get away from it all in Ohiopele, which is home to a mere 100 inhabitants. It boasts the Ohiopele State Park, perfect for hiking in its 20,000 acres of beautiful wilderness (look for the trail that goes to Ohiopele Falls), and the Great Allegheny Passage, a 30-mile hiking and biking stretch that passes through town. Of course, the main attraction is Ohiopele Falls. Lloyd Wright's famed home **Pulligwaga**, a measurable feat of architecture that was partially built over an actual waterfall. This is the destination for those who want a moment of respite and some peaceful time in the woods.

Pittsburgh Post-Gazette

BUS DRIVERS-PITTSBURGH
LET US GO. SEE YOU PLACE
coveys.grayboard.com

COVID-19 didn't prevent her from getting the retirement send-off she deserves

good ride

On the afternoon landscape of Krasny, the old road also home as the Laurel Highlands, an 80-acre area as visible to "Heres and Great Pennsylvania, Ohio Market town as large as and as tall as the Bedford, Pa., Collier's."

The all-but-all coffee shop-laden landscape opened as a coffee shop to eat when the bus was the state's most recent, and accessible most frequent driver from the last of the all-but-all coffee shop to eat from the bus. The business on the road through the woods, a road of old, middle-aged, but in the end, it was in danger of being Ohio Market helped was it.

The helped power a lot along the 100-mile stretch, from 10 to 15.

Blogging Away

Blogging has become a collaborative project, allowing each GO LH team member the chance to explore new subjects, share their love for their favorite activities, and express their creativity. Guides and episode recaps of this season of "The Bachelor" at Nemacolin were the top performers. The annual guide to fish fry was the clear winner in terms of clicks, followed by our guide to snowshoeing and the first and finale episode recaps of "The Bachelor."

Here are a few other visitor favorites for January through March 2021:

- Top Trout Fishing Spots in the Laurel Highlands
- Celebrate Maple Season in the Laurel Highlands
- Valentine's Day Celebrations
- Eating Local with Greensburg Restaurant Week
- A Beginner's Guide to Cross Country Skiing in the Laurel Highlands

Top Trout Fishing Spots in the Laurel Highlands
Friday, March 12, 2021 10:00 AM by Ryan Mitchell

"I've always had a strong love for a stream. Like it's almost carving through my system. I love the flow. I love the sound. These waters shape my life. What got me addicted to flyfishing was the fact that it was a challenge. It was exciting. It's just something about the trout itself. It was captivating to me." - Joe Houghtings, Live The Stream

Laurel Highlands 2021 Fish Fry Guide
Monday, February 15, 2021 8:00 AM by Jared Bundy

The Laurel Highlands is one of only a few regions in the United States that celebrates the Catholic Lenten tradition of fish fries. Each Friday during Lent our church basements, restaurants and fire halls start dropping baskets of hot oil for a community celebration of deep-fried goodness.



WELCOME, NEW GO LH MARKETING PARTNERS!

Louise Henry, Director of Partnership Development



Allusion Brewing Company

Robert and Monica Buchanan
143 Grant Avenue | Vandergrift, PA 15690
(724) 568-4916
allusionbrewingcompany.com

Opened in Summer 2020, this new brewery is founded on a passion for brewing craft beer and a love of community. Their vision - encouraging business partnerships, community collaborations, and empowering inclusivity. Their name comes from the brilliant theme of allusion... matching beer flavors with popular culture, literature, and historical references. The taproom itself lends itself to a library theme and we totally recommend a pint or two at this alluring Vandergrift craft brewery, combined with a visit to the scheduled food truck of the day.



The Bear Paw Cabin

Donald and Sharon Kruse
187 Mae West Road | Confluence, PA 15424
(412) 601-1264
vacationhiopyle.com/the-bear-paw-ohiopyle-rental

Just a stone's throw from Confluence, the GAP, and Ohiopyle State Park this adorable vacation rental offers three bedrooms, fully-equipped kitchen, living space, and a lovely outdoor deck overlooking acres of woodland and a bubbling brook. Book your peaceful getaway today.



Brushes and Beans Café

Mark Clemente and Amanda Creps
4550 William Penn Highway | Murrysville, PA 15668
(724) 610-3782 | brushesandbeanscafe.com

Newly opened in Murrysville, this is the ideal place to meet up with pals for a coffee and of course some painting fun. Brushes & Beans Café offers a fabulous concept... a great café serving all your favorites, lattes, mochas, teas, and coffee and local baked goods with the opportunity to paint your chosen ceramic piece. This is perfect for family or friends fun time, birthdays, bachelorette parties, and corporate team building. Choose from an awesome assortment of ceramics, switched out seasonally and get painting, but take time to sip your cuppa tea too.



CONNY CREEK BREWING CO.

Conny Creek Brewing Co.

Lee and Erin Layton
4323 Shearsburg Road | New Kensington, PA 15068
(878) 302-3052
facebook.com/ConnyCreekBrewing

Conny Creek Brewing Co. opened their doors in 2017 and they haven't looked back. Family-owned and operated, this Laurel Highlands craft brewery offers a wide selection of beers, available on draft and in cans-to-go. Food is also served at the brewpub, where you can enjoy wings, pizza, weekly specials, and more. There's also an outdoor seating area to enjoy during the warmer months.



The Creamery at Pleasant Lane Farms

Jason Frye
239 Phillips Rd | Latrobe, PA 15650
(724) 999-8781
pleasantlanefarms.com

If you're a lover of all things cheese, then visiting Pleasant Lane Farm is an absolute must. Owned and operated by the Frye family for seven generations this farm is the only smart barn in the Laurel Highlands, state-of-the-art care for the 90+ dairy herd. Swing by during The Creamery shop hours and browse the fantastic assortment of artisan cheeses, quark, honey from the farm's own apiary, plus other locally sourced farm products. Starting in May, visitors to the farm have the opportunity to tour the creamery, smart barn and robotic milking experience.



Hideaway Co.

Anna Baird
Pittsburgh, PA 15217
(412) 596-7423
hideawayco.com

This is the way to camp! Hideaway Co. offers an exceptional glamping experience. Sleep under boutique canvas tents, on a real bed, with every thoughtful amenity at hand. Wonderful, fresh farm-to-table meals and snacks are offered throughout your stay and you'll have well-appointed bathroom facilities as well. Activities on site include, artisan lead classes, group yoga, curated excursions, and personal massage appointments. Their season starts Memorial Day weekend to early October.



WELCOME, NEW GO LH MARKETING PARTNERS!

Louise Henry, Director of Partnership Development



Horsing Round Carriage Service

Beth Shipley

144 Dunbar-Ohiopyle Road | Dunbar, PA 15431

(724) 277-0974

horsingroundcarriageservice.com

If you've been following ABC's "The Bachelor" this year, particularly the finale, you couldn't help but notice the stunning white vis-à-vis carriage that carried Matt James away with his chosen love. That lovely carriage is just one of several carriages offered by Horsing Round Carriage Service. If you want a unique experience for your marriage proposal, family party, wedding or anniversary, don't hesitate to book Horsing Round and receive the best horse and carriage experience and quality service in the Laurel Highlands.



Jar - The Zero Waste Store

Jennifer Barkman

101 W. Main Street, Suite 101 | Somerset, PA 15501

(814) 701-2221

jarzerowastestore.com

If recycling, reusing, repurposing is important to you that you're going to love Jar-The Zero Waste Store located in uptown Somerset. Opened in 2020, this awesome shop offers a great selection of environmentally friendly products, such as cleaning and laundry products, reuse items for your kitchen, household, and so much more. Jar also stocks locally sourced organic food products such as baked goods, coffee, keto, and more. They even support recycling with the opportunity for folks to drop off plastic bags, disposable razors and many other items.



JoltBike

Steve Smolenski

1262 North Gallatin Ave Ext | Uniontown, PA 15401

(724) 610-5658 | joltbike.com

Did you know that electric bikes are all the rage? JoltBike can most definitely advise you on the best electric bike to suit your purposes. JoltBike invites you to swing by, browse their selection of bikes, and learn more about the different types of bikes available. They also offer electric bike parts, accessories, and service. Your one-stop shop for electric bikes in the Laurel Highlands!



Kingfisher Coffeehouse

Dave and Jennifer Gernhardt

211 E. Main St | Ligonier, PA 15658

(724) 989-6409

facebook.com/kingfishercoffeehouse

Kingfisher Coffeehouse reopened their doors January 2021. Now under new ownership, this delightful coffee shop offers all the caffeinated (and decaf) pleasures we like to savor - lattes, mochas, teas, and straight forward drip coffee. Served along with these hot and cold beverages are locally-sourced baked goods, and when weather permits you can take advantage of the patio seating outside and watch the world go by.



Live! Casino

Brian Uran

The Westmoreland Mall | 5260 Route 30

(878) 787-7770 | pittsburgh.livecasinohotel.com

Wow! This brand new entertainment center, located at The Westmoreland Mall will knock your socks off! You don't have to be a gambler to enjoy Live! Casino. With two restaurants, one of them being Guy Fieri's American Kitchen and Bar, you can enjoy a marvelous dining experience. There's also the fabulous Fanduel Sportsbook and Lounge where you can watch up to 12 games at once on the 40' TV screen, enjoy the fun and games of the PRB Bar and Lounge and, of course, have the opportunity to win the jackpot with 750 slot machines.



WELCOME, NEW GO LH MARKETING PARTNERS!

Louise Henry, Director of Partnership Development



The Farmhouse Bed and Breakfast at Maple Bottom Farm

Victoria Baker and Susan Ansell

1119 Cunningham Bridge Rd | Dawson, PA 15428
(724) 331-4814 | maplebottomfarm.com

Welcome to The Farmhouse Bed and Breakfast at Maple Bottom Farm, where you will receive the very best hospitality blended with an authentic working dairy farm experience. The farm is close to many attractions in the Laurel Highlands, including the Coal and Coke Trail, the GAP's Connellsville trailhead, and West Overton Village and Distilling. The Farm offers outstanding sunflower mazes to explore during late summer. The Victorian farmhouse itself has been lovingly restored and guests will enjoy a wholesome farm-to-table breakfast, and if you're an early bird you have the opportunity to gather eggs for your own breakfast. The farm is also happy to offer a tour, highlighting the robotic milking facility, feeding area, calves, and more.



New Crescent Brewing Co.

John Titus and Tim Molinari

229 Main St | Irwin, PA 15642
(724) 515-2974 | newcrescentbrewing.com

Named after Crescent Brewing Co. that operated in Irwin from 1903 until 1919 when Prohibition put an end to the old Irwin brewery. It's wonderful that this new craft brewery has picked up the torch and is running with it. New Crescent offers their patrons a good selection of beers, crisp light lagers to dark malty stouts to intense hoppy IPA, something for everyone. Food trucks are often scheduled at weekends. You can find New Crescent in downtown Irwin, just across the road from The Lamp Theatre.



O'Shea's Ligonier Sweet Shoppe

Matt and Kristy Brubaker

119 W Main St | Ligonier, PA 15658
(724) 238-6060 | osheascandies.com

If you're in search of good chocolate, you can most definitely find it at O'Shea's Ligonier Sweet Shoppe. They have an extensive selection of chocolates, boxed chocolates, candy, chocolate-dipped strawberries, and more. In fact, they also stock local farm products, such as Pleasant Lane Farm artisan cheese and quark. Tip: You have to try the chocolate covered cheesecake flavored quark. And, you can also choose from a brilliant selection of greetings cards, Ligonier merchandise, hats, hoodies, bags, mugs, and more. Pop in next time you're in Ligonier, you won't be disappointed!



On The Diamond Antiques

Jeff Poole

110 East Main St | Ligonier, PA 15658
(724) 238-2226
facebook.com/On-The-Diamond-Antiques

You just never know what you might find that you simply have to purchase and take home. On The Diamond Antiques, located, yes you've guessed it, on The Diamond in Ligonier, is an Aladdin's cave of antiques, primitives, collectibles, vintage, and more. The shop celebrated its 25th anniversary in April 2021. There's several vendors in the shop and there's always something new to discover. Don't miss the opportunity to wander through the shop and see the treasures of On The Diamond Antiques.



Sager Mosaics and The Ruins Project

Rachel Sager and Robert Ozenbaugh

549 River Rd | Perryopolis, PA 15473
(412) 337-0386
sagermosaics.com

This is truly a unique landmark and experience in the Laurel Highlands. Located along the Great Allegheny Passage at mile marker 104, you will discover Sager Mosaics and The Ruins Project. The old red brick building beckons you in where you will find Rachel Sager busily creating the most stunning mosaics in her studio/gallery. Visitors have their opportunity to tour The Ruins Project, an old coal mine operating station slowly being beautified by Rachel and hundreds of mosaic artists will an eclectic mix of mosaics. This is one stop you must not miss in the Laurel Highlands!



WELCOME, NEW GO LH MARKETING PARTNERS!

Louise Henry, Director of Partnership Development



Scare Tours LLC

Elizabeth Hutchinson
Stoystown, PA 15563
(814) 233-7109
scaretoursusa.com

Scare Tours are fascinated with their local history, heritage, and the paranormal. Based in Stoystown, Scare Tours collaborates with Somerset County and Laurel Highlands historic sites and buildings to investigate paranormal sightings and experiences and offer tours to the public, as well as events. If you like things that go bump in the night, keep an eye open for Scare Tours events.

SendellMotors

ROUTE 30 GREENSBURG - SENDELLMOTORS.COM



Sendell Motors

Christine King
5079 Route 30 | Greensburg, PA 15601
(724) 837-1600
sendellmotors.com

Subarus reign supreme in snowy or inclement weather. Ask anyone who drives a Subaru during the winter months in the Laurel Highlands. We are super excited to partner with Sendell Motors in Greensburg. Their community outreach is legendary and we look forward to working with them in the future. In fact, we can proudly say that the new GO Laurel Highlands brochure distribution vehicle is a gorgeous Subaru Ascent. Look out for GO Laurel Highlands on the road!



Seton Hill University

Annie Urban
1 Seton Hill Drive | Greensburg, PA 15601
(800) 826-6234
setonhill.edu

Chartered in 1918, Seton Hill University is a leading Catholic coeducational liberal arts university founded by the Sisters of Charity and embracing students of all faiths. Located in Greensburg, Seton Hill educates its more than 2000 students to "think and act critically, creatively and ethically as productive members of society committed to transforming the world."



Song of Sixpence

Natalie Cheek
138 West Main St | Ligonier, PA 15658
(724) 995-8024
facebook.com/songofsixpenciligonier

Located just a block from The Diamond in Ligonier, Song of Sixpence offers a wonderful assortment of boutique women's clothes, vintage clothing, as well as jewelry, gifts, self-care products, crystals, and accessories. Enjoy browsing brands such as Cut Loose, Iridium, Yuvita, Fit Clothing Co., Baci, Margaret Winters, Supermaggie, White Sage and Sapphire, Songlines by Jewel, World Finds Fairtrade, and Elementine.



Tissue Farm

Suzanne Ragan Lentz and Jeffrey Pankey
446 Latrobe Ave | Confluence, PA 15424
thetissuefarm.com

Tissue Farm in Confluence is quite a unique place, or should I say concept? The new owners transformed a former Chevrolet dealership into a very cool vacation rental with an Espresso Bar, and art gallery. Plus an artist residency coming late Fall 2021. The Espresso Bar will offer visitors, particularly GAP travelers, the opportunity to rest up, sip on a latte, tea, or coffee before hopping back on the bike.



Vacation Ohiopyle

Pam Kruse
PO Box 25 | Ohiopyle, PA 15470
(724) 329-4973
vacationohiopyle.com

Vacation Ohiopyle offers visitors to the Laurel Highlands a wonderful selection of vacation rentals and hotel-style rooms to book a getaway in Ohiopyle and the neighboring area. All the properties offered are unique, situated in or close to Ohiopyle, and there's something to fit everybody's budget. Vacation Ohiopyle will have what you need.



GO LAUREL HIGHLANDS
113 E. Main St. | Ligonier, PA

HAPPENINGS

Happenings is published quarterly. Please contact GO LH's Director of Public Relations, Anna Weltz, with questions or comments at aweltz@golaurelhighlands.com.
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