

go LAUREL HIGHLANDS

2026 TOURISM PARTNER MARKETING



GOLAURELHIGHLANDS.COM

A PREFERRED VACATION DESTINATION
OF THE PITTSBURGH STEELERS

Together, Our Story Elevates the Region.

TOURISM – YOUR STORY IS AN ECONOMIC DRIVER

By exploring marketing opportunities with GO Laurel Highlands, you're taking a smart step toward increasing visibility, attracting more visitors, and growing your business.

As the official Destination Marketing Organization (DMO) for Fayette, Somerset, and Westmoreland counties—and one of only 11 regional DMOs in Pennsylvania—we exist to promote the Laurel Highlands as a premier travel destination. We are bold storytellers! With a \$1.3 million annual investment in high-impact marketing across digital, social, video, print, outdoor, and email channels, we strategically target major markets like Pittsburgh, D.C./Baltimore, Philadelphia, NYC, Cleveland, Columbus, West Virginia, and even London.

Put your business directly in front of curious, motivated travelers on our website, app, and in our official travel guide. From there, you'll have access to even more ways to amplify your reach.



Tourism Matters

Visitor Profile & Economic Data
Pennsylvania's Laurel Highlands

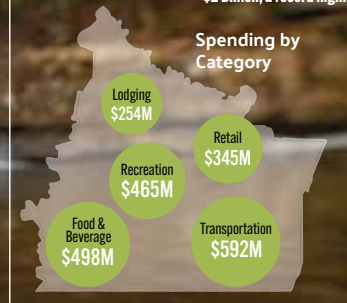


23,280
Visitor Supported
Employment
in the Laurel Highlands in 2024
representing 12.2% of all jobs in the region
(a 1.6% increase over 2023)

2024 Great Allegheny Passage
visitors included
ALL 50 STATES and
42 INTERNATIONAL COUNTRIES
Pour Tour 2024 Economic Impact:
\$3 Million
(33% increase over previous year)

\$2.2B Visitor spending grew
by 7% in the Laurel
Highlands region in
2024, exceeding
\$2 Billion, a record high.

The tourism INDUSTRY in the Laurel Highlands generated:
\$222.7 Million Federal Taxes (5.6% increase over previous year)
\$205.5 Million in State and Local Taxes (4.9% increase over previous year)



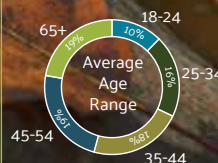
Our 2024 Visitors

Visitor Cities of Origin

1. Johnstown-Altoona-State College
2. Pittsburgh
3. Philadelphia
4. Washington DC - Hagerstown MD
5. Cleveland-Akron OH
6. Charleston-Huntingdon WV
7. Columbus OH
8. Harrisburg-Lancaster-Lebanon-York PA
9. New York City
10. Wheeling WV - Stuebenville OH

FEMALE 58% - MALE 42%

64% are from out-of-state
13% of all spending
36% have children
61% HH income \$100K+



WEBSITE TOP CITIES

1. Pittsburgh, PA
2. New York, NY
3. Washington, DC
4. Philadelphia, PA
5. Baltimore, MD
6. Columbus, OH
7. Greensburg, PA
8. Cleveland, OH
9. Chicago, IL
10. Johnstown, PA

Data obtained from Zartico analytics: GO Laurel Highlands
Google Analytics; Economic Impact of Travel and Tourism
in Pennsylvania - 2023, Tourism Economics; Pour Tour
2024 app check-ins and sticker distribution

TOURISM PARTNER MARKETING AT A GLANCE



SIGN UP NOW!

GO Laurel Highlands is the official destination marketing organization promoting Fayette, Somerset, and Westmoreland Counties in Southwestern PA to millions of visitors planning Laurel Highlands vacations.

PARTNERSHIP PERIOD: JULY 1, 2026 – JUNE 30, 2027

	REGIONAL \$295	SUPPORTING \$500	PEAK \$2,000
Destination Guide Listing (100,000 Distribution)	✓	✓	✓
GOlaurelhighlands.com and app visibility (877,000 Annual Visitors (2024), unlimited words of copy, photos, events, social media links)	✓	✓	✓
Unlimited event submissions which appear on website & app (Subject to approval)	✓	✓	✓
Direct lodging referral (2024 booking engine reports show 40,690 searches resulting in 31,512 referrals)	✓	✓	✓
1st year partners receive welcome/introduction in printed Happenings Newsletter	✓	✓	✓
1st year partners receive one Facebook post (80k+ Followers)	✓	✓	✓
Display your brochure/rack card in our Ligonier Visitor Center	✓	✓	✓
Invitations to partner events, networking opportunities, orientations, and educational and inclusion events (Autism Travel Club)	✓	✓	✓
FREE GO Laurel Highlands guides upon request	✓	✓	✓
Marketing Partnership window decal	✓	✓	✓
Access to hospitality and tourism data, partner e-newsletters and printed Happenings newsletters	✓	✓	✓
Logo recognition in welcome boxes, presentations, in our Ligonier Visitor Center, e-newsletters and at our annual dinner.		✓	✓
Promotional video inclusion in a highlight reel played on loop in our Ligonier and Farmington Visitor Centers (created by GO LH)			✓
Two targeted social media paid ads			✓
Professional video OR photo shoot (Returning Peak Partners that received video assets previously as part of their partnership have the option to receive a produced :15 or :30 commercial in lieu of another photo shoot)			✓

*Marketing opportunities included in your partnership cost less than pennies per exposure!

ELEVATED TOURISM

SPONSORSHIP OPPORTUNITIES



2026 ANNUAL DINNER SPONSOR - \$1,500

The Annual Dinner is an inspiring evening honoring the spirit of our tourism industry in the Laurel Highlands. This celebration brings together our partners and legislators, highlighting milestones, recognizing scholarship recipients, and applauding our partners for a year of dedicated collaboration in bringing visitors to our region. Sponsorship includes logo recognition on invitation and during event, business highlight in the program, and verbal recognition throughout the night, plus two complimentary tickets to the event.

2026 TRAVEL SHOW CIRCUIT - \$1,500

(Eligible Tourism Grant Line Item)

Be a part of our 2026 travel show circuit. This limited opportunity (10 partners) will include booth signage, video visuals, PLUS a geo-targeting campaign after each show. These consumer travel shows allow our team to interact with visitors in-market and will give us the opportunity to showcase YOU and what you have to offer. Our line-up includes Washington D.C., Pittsburgh, New York City, Cleveland, Fort Lauderdale, Erie, Lancaster, and Cleveland.



2026 SPRING SUMMIT & PARTNER MARKETPLACE - \$2,000

A winning combination that gets you noticed by your fellow Laurel Highlands partners. As an underwriter, you'll have on-site logo signage, verbal recognition, and the ability to distribute information to all attendees. Includes one ticket to the Spring Summit and one ticket to the Partner Marketplace. Take your sponsorship one step further and be the solo (one) LUNCH sponsor and address the attendees at both events for an all-in sponsorship of \$3,000. Includes two tickets to the Spring Summit and one ticket to the Partner Marketplace.

BONFIRES, BARRELS & BREWS - \$500 - \$1,000

You'll want to be seen at our signature Pour Tour event! More than 1,000 public Pour Tour patrons gather for a lively afternoon to celebrate the thriving Laurel Highlands craft beverage scene. Sponsorship includes inclusion on website, in eNewsletter, and promotional materials, plus on-site and limited edition t-shirt recognition. attendees gather to celebrate. Includes two tickets to the event. \$500 includes name recognition and two tickets; \$1,000 includes logo recognition and four tickets.

2027 OFFICIAL TRAVEL DESTINATION GUIDE

ADVERTISING OPPORTUNITIES

DISTRIBUTION:
100,000

PUBLISHED:
DECEMBER 2026

The best way to ensure your brand is among the first places readers look for recommendations on where to stay, eat, shop, and plan activities in the Laurel Highlands.

June 15-16
FRONTIER COURT DAYS
Historic Hanna's Town
809 Forbes Trail Road
Greensburg, PA
westmorelandhistory.org
724-836-1800
18th century reenactments including court cases from Hanna's Town 1773-1786

July 26-28
UPTOWN CHALK THE BLOCK
Somerset, Inc.
102 W Main Street
Somerset, PA
somerseinc.org/chalktheblock
814-659-2988

Stahlstown, PA
oaklodgpa.com
724-593-2913



Wrap yourself in luxury & mountain views with a cozy stay and fresh breakfast each morning. A woodland resort and escape to nature Oak Lodge!



International street painting festival set in historic uptown Somerset. 20+ professional artists, music, food, more.

DISPLAY ADS

- Back Cover | 7.5" W x 11" H | \$12,000
- Inside Front Cover | 7.5" W x 11" H | \$9,000
- Inside Back Cover | 7.5" W x 11" H | \$9,000
- 2-Page Spread | 14" W x 10" H | \$12,000
- Full Page | 6.5" W x 10" H | \$6,500
- 1/2 Page | 6.5" W x 4.75" H | \$3,500
- *1/4 Page | 3" W x 4.75" H | \$1,700

MAP AD

- Back of Map | 6.375" W x 9.75" H | \$7,000
 - Map Ad | 3.5" W x 2" H | \$795
- *Extra copies printed for travel shows and visitor centers.

LISTINGS

- *One category listing is included with your partnership
- Additional Category or Location Listing | \$195
- Event Listing (includes 10 words of copy) | \$195
- Featured Event Listing | \$495 (Includes photo + 25 words of copy)
- Featured Listing | \$495 (Includes photo + 25 words of copy)

*Our 2026 guide is in production. The opportunities available here are for our 2027 guide, which qualifies as something you can write into your county tourism grant for 2026.

LEVEL UP YOUR 2026 MARKETING WITH GO LAUREL HIGHLANDS

[GOLAURELHIGHLANDS.COM/PARTNERS/MARKETING-OPPS](https://golaurelhighlands.com/partners/marketing-opps)

BROCHURE DISTRIBUTION

\$995

Let our team distribute your brochure/rack card throughout the Laurel Highlands and beyond. Our bi-weekly distribution areas include but are not limited to:

- PA Welcome Centers
- Chamber Offices
- Visitor Centers
- Regional Hotels
- Ohiopyle State Park
- Arnold Palmer Regional Airport
- Eat'n Park Restaurants
- Partner locations upon request
- Visitor Requests

An initial quantity of 3,000 brochures are needed to participate in the annual program (additional may be requested at a later time). Space is limited and on a first-come, first-served basis. Brochure dimensions accepted: 3.5" x 8.5" and 4" x 9".

SOCIAL MEDIA AD

\$495

Promote your property, event, or special offer through GO Laurel Highlands with a targeted advertisement on Facebook and Instagram. (This will not be an in-feed post on our social media accounts, but rather a paid advertisement run through our account.) GO Laurel Highlands will create the ad using your provided copy and photo(s)/video.

Only 2 ads per week will be available. Space is available on a first-come, first-served basis.

APP ADVERTISING

Maximize your brand's visibility through our targeted app advertising:

PUSH NOTIFICATIONS | **\$195**

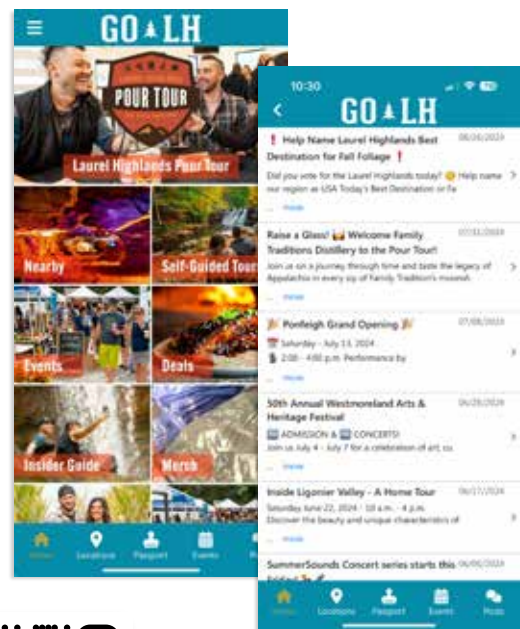
Delivered directly to the mobile devices of our engaged app users, these timely alerts ensure your message is seen instantly by a highly engaged audience. Only 2 opportunities available per month.

NATIVE ADS | **\$295/quarter**

Seamlessly integrated into our digital content, these ads appear within our app listings, offering a natural and engaging way to promote your brand.

POUR TOUR BANNER AD | **\$495**

This 2-month placement is featured prominently on the Pour Tour app pages. This exclusive opportunity is limited to **one advertiser every 2-month period**. Only 6 spots available per year and accepted on a first-come, first-served basis.



SCAN TO DOWNLOAD
OUR APP

DIGITAL DEALS

\$195

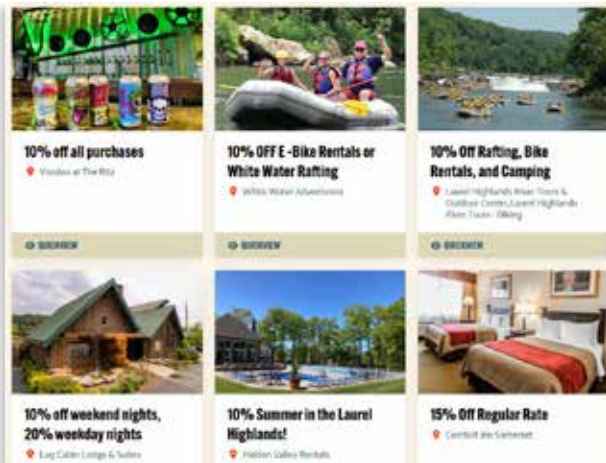
Do you have special coupons or offers to promote throughout the year? Share your discounts and deals by signing up for our digital deals pass. Add coupons all year; seasonal coupons/deals are encouraged.



WEBSITE DEALS

Digital coupons will be available on our website and on our app under the popular 'Deals' section. Deals will also be promoted Steelers Training Camp and at travel shows in key markets that may include New York, Washington D.C/Baltimore area, Philadelphia, Pittsburgh, West Virginia, Lancaster, Fort Lauderdale, and Ohio, and are also distributed to lodging partners.

There is no coupon limit.



MONTHLY CONSUMER eNEWSLETTER

Share your message with consumers who have opted in through GOLaurelHighlands.com to receive updates on events, deals, and things to do and see in the Laurel Highlands.

Open rate: 25.07% | Click through rate: 7.17%

NATIVE AD \$595

Each month, we offer two opportunities for sponsored content to reach potential travelers. Your ad will match the style of our eNewsletter for seamless integration.

Your ad will include:

- Link to the URL of your choice
- An image or video
- 50 words of text

BANNER AD \$895

Each month, we have one opportunity available. Your ad will be prominently featured along the bottom of the newsletter.

Your ad will include:

- Link to the URL of your choice
- An image (specs are 60 x 150px)

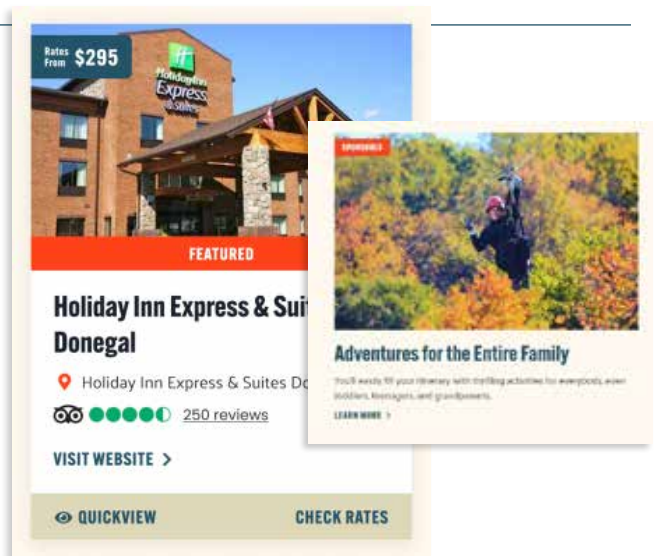


WEB ADVERTISING

\$150+

Our website is the trusted source for online travel-planning information, including articles, business listings, maps, and events! The site receives more than 877k visitors annually with 1.5M page views.

Our partner provider DTN will help you choose from featured listings, header image placement, spotlight links, mobile ads, and more. For more information visit gol laurelhighlands.com/webads or contact DTN at advertising@DTNads.com





DESTINATION VISION

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.

ORGANIZATIONAL MISSION

GO 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 destination.

Kelli Brisbane, Director of Partnership Development
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