

First Friday Noontime Forum Series
“Continuing the Growth and Prosperity of Downtown Lancaster”

Highlights

**July 2007 – MARKETING THE DOWNTOWN - Christopher Barrett,
President—Pennsylvania Dutch Convention & Visitors Bureau**

- ❖ The PDCVB is charged with marketing downtown Lancaster as a destination.
- ❖ The Bureau is a membership based organization with approximately 650 members.
- ❖ Tourism is #2 in Lancaster’s economy generating approximately \$29 million in revenue each year.
- ❖ Approximately 8.3 million people visit Lancaster County each year.
- ❖ Families and couples are the targeted marketing group in the Philadelphia area.
- ❖ “Explore Our Creative Side” is the slogan of the 2008 marketing campaign.
- ❖ More restaurants are needed to provide adequate support for the visitors to the Convention Center.