



Indiana County
TOURIST BUREAU

724.463.7505

www.VisitIndianaCountyPA.org

Tourism Tidbits

Spring 2016



Pennsylvania: Pursue your Happiness

After conducting extensive research on the mood of tourism surrounding Pennsylvania and gathering the opinions of tourism authorities throughout the state, a new brand has been produced to represent the Keystone State:

“Pursue your Happiness”. Unveiled in March, a twist on the classic adage ‘life, liberty, and the pursuit of happiness’, this new slogan reflects both the significant role our state played in United States history and the joy that comes from experiencing all that Pennsylvania has to offer. It also highlights that with the wide variety of activities available—from historical destinations to urban experiences to the great outdoors—there is something for everyone to enjoy in Pennsylvania! The “Pursue Your Happiness” slogan received a strong positive response across all demographics. The logo is a hand-lettered, original wordmark designed to present a fresh look for Pennsylvania, one which includes a hint of a smile.

Two of Our Group Tour Attractions Showcased

Disobedient Spirits Awarded

At this year’s American Craft Spirits Association Conference in Chicago, multiple awards were won by various Western PA distilleries. Worth special mention is Indiana County’s own Disobedient Spirits, who brought home five awards in different categories from the conference. Their Premium Blue Corn Vodka earned the gold medal and their Blue Dog Corn Whiskey earned a silver medal. They also earned bronze medals for their Hoodlebug Gin, Solstice Spiced Apple Brandy, and Liberty Bourbon Whiskey. Jordan Gwinn, Director of Operations for Disobedient, received praise from the director of the ASCA for their accomplishments, as well as a mention towards how hot Pennsylvania is for craft spirits these days.



Just recently, the Indiana County Tourist Bureau connected Disobedient Spirits with Kaleidoscope the Series! The Series runs on ABC 23 WATM TV and is a 30-minute weekly news magazine covering 22 counties in PA and beyond! The crew went to Disobedient Spirits and filmed a fantastic show.



Levity Brewing Grand Opening

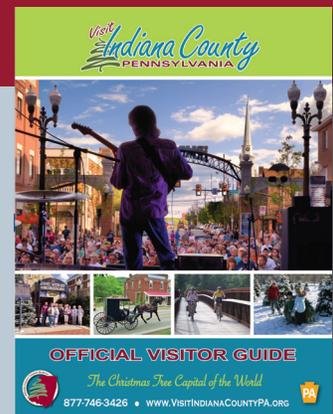
Levity Brewing Co., located on the corner of Wayne Ave and Indian Springs, held its Grand Opening on March 12th, which was celebrated with a ribbon cutting and tours of their newly constructed brewery and taproom. As the first brewery to open in Indiana County since 1939, they are a new destination that is now providing the county with fresh, home-made brew. They offer a variety of delicious craft beers as well as non-alcoholic craft soda options. Visit their website (www.levitybrewing.com) to see photographs of their space and to learn more about what this new business has to offer.

New Visitor Guide Debut

We are proud to announce that our new Visitor Guide has gone to print at Gazette Printers. We look forward to debuting the guide to the public at the end of the month. A total of 100,000 copies of the guide will be printed and it will serve as our primary promotional piece for the next two years! The guide will also be accessible online at www.VisitIndianaCountyPA.org where visitors can view a digital version and also request a physical copy to be sent to them in the mail. Keep checking our website to know when the new Visitor Guide will be available.

Inside This Issue

- Welcome New Members
- Advertising Summary
- Bicentennial Kick-off
- Group Tour Spotlight
- Intern Travels Abroad
- In Memory
- Idlewild Ticket Sales
- Upcoming Events



Welcome New Members

Please join us as we welcome these new members who have joined ICTB during the first quarter in 2016.

- 119 Antique Trading Post
- Bruno's Italian Restaurant
- C & Y Sportsman's Club
- DD's Unique Boutique
- Derry Township Agricultural Fair Association
- Diamond Drug Stores
- Diamond Medical Supply
- Elk Mountain Winery at Kittanning
- Henry Hall Office Products
- Horse Drawn Wagon Rides by the VanHorn Family
- Indiana County Fair Lead Line Committee
- Indiana Rotary Club
- J & J Funnel Cakes
- Lehosky's Curiosity Shop
- Mahoning Creek Farm
- Market Street Resale Shop
- Marshall House Museum
- RBG Bar & Grill
- Ron & Patty Evanko
- S & S Screen Printing, Inc.
- Senior Life Indiana
- "Thank You, Jimmy Stewart!"
- The Brown Hotel
- The Coventry Inn
- The Roadster Factory
- The Rustique Log Cabin
- Thee Village Eatinghouse
- VA Community Based Outpatient Clinic
- Vantor LLC
- Wessel & Company

ICTB Advertising

Indiana County Tourist Bureau supports the growth of Indiana County's tourism presence through the continued promotion and marketing of its members and the region. We use a wide variety of advertising avenues, including: print, web/online, radio, maps and member/special events.

Below are advertising placements during January, February, and March 2016.

Print:

- accessAbilities, Inc. – 2016 Program
- Blairsville Community Development Authority "Comedy Night" – 2016 Program
- Blairsville Underground Railroad "Showtime" 2016 Program
- Charlie Hogan Tournament – 2016 Program
- Guest Quest Travel Magazine
- Hometown Magazine
- Indiana County Chamber of Commerce – Membership Guide
- Indiana Gazette – various member ads
- Indiana Gazette – Chamber Expo Tab
- Indiana Gazette – Business Indiana Tab
- Indiana Gazette – Home Builders Tab
- Lively Arts 2016 Program
- Pittsburgh Post-Gazette – 2016 Spring/Summer Travel Brochure
- Punxsutawney Groundhog Club – 2016 Groundhog Day Schedule & Travel Guide
- Punxsutawney I-80 Brochure
- Recreation News
- Tribune Democrat
- Tri-County Neighbors
- Where & When Route 422 Co-op

Web/Online:

- Google Web/Keywords
- GuestQuest.com
- IndianaGazette.com – various member ads
- PARoute422.com
- Groundhog.org
- UncoveringPA.com
- TribLIVE.com
- VisitPA.com
- VisitPittsburgh.com

Radio:

- Renda Broadcasting – IUP Football & Basketball

Maps:

- Indiana County Parks – Trail Map

Members/Special Events (both print & web):

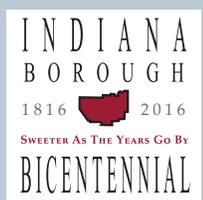
- accessAbilities, Inc. – Murder Mystery Dinner
- Blairsville Underground Railroad – "Showtime"
- Downtown Indiana – Fire & Ice
- Friends of Yellow Creek – Snowshoe program
- Indiana-Armstrong Builders Association – Home Show
- Indiana County Coin Club, Inc. – Spring Coin Show
- Indiana County Museums & Historical Societies
- Smicksburg Spring Open House
- St. Andrew's Village Groundhog Breakfast

Bicentennial Kick-off Celebration



Members of ICTB enjoyed the evening events during Kick-off. From left to right: Kathie VanHorn, Gregg VanHorn (President), Denise Liggett (Executive Director) & Jacquie Hathaway (Treasurer)

The Indiana Borough is celebrating its Bicentennial with a string of exciting and family-friendly events that began in March and will extend through mid-August. On March 3rd, the Bicentennial celebration began with a Kick-off Reception at the KCAC where over 300 guests attended the commemorative banquet, heard speeches by various elected officials and guests, and enjoyed live entertainment, exhibitions of local artists' work, and a review of Indiana's rich history and development. Among the many FREE upcoming events are an array of outdoor movie screenings, a parade, historical appreciation events and tours, a tree planting at Vinegar Hill, a vintage baseball game played by the 1860's rules and in period-specific uniforms, and a blow-out closing event on August 13, featuring live displays, food, crafts, live music, celebration cupcakes, and a final fireworks show! Visit the Bicentennial's official website (www.indianapabicentennial.com) for more information and the official listing of events.



Group Tour Spotlight

Try putting into words given only six minutes, everything you can say about your county, share photos and listen to what your buyer wants from you... multiply that times 60 and you have a day in the life of a travel show associate! The challenge is made more difficult when you add in the fact that you are competing with 1,100 other venues for the same business.

Differentiating Indiana County was the focus of three travel shows this quarter for ICTB Group Tour/Conference Associate Maria Jack. "Our exposure was immense with lots of interest and more importantly, very rewarding leads coming immediately from all the work," Jack noted. The ROI so far has been a 50% increase in bookings in comparison to this time last year.



At Heartland with Bethany Orr of Park Inn by Radisson

Shows started early this year with January 9-12th welcoming American Bus Association (ABA) attendees to Louisville, Kentucky for an appointment-based event where attendance reached over 3,500. The western Pennsylvania region was well represented at the show including our receptive partner Corinne Bechtel, of Rivers of Steel, who helps sell tours to Indiana for groups visiting the Pittsburgh region.

The next stop on February 5-7th was to Grand Rapids, Michigan for Heartland Showcase with a great mid-west representation of over 300 exhibitors. The networking opportunities were ripe for booking and Jack found herself building itineraries for operators immediately upon return. Joining her on the trip with her own booth was Bethany Orr, representing Park Inn by Radisson and West Penn Hotels' neighboring properties. Jack said, "It really helped solidify Indiana's presence having two booths at a show. Bethany was a great asset in the joint marketing endeavor being knowledgeable of the area offerings and well-liked by the operators!" Any member is welcome to contact the bureau for information on attending future travel shows.

Pennsylvania Bus Association (PBA) rang in the Spring season on March 30th with their 28th Annual Marketplace Group Leader Show at the Spooky Nook Sports Complex in Manheim with a great showing of over 23 motorcoach companies shuttling in group leaders from all corners of PA, NJ and MD. Jack's efforts to showcase Indiana in the sports theme did not go unnoticed as she brought home first place in the booth decorating contest. Her black and gold theme drew lots of interest from both lovers and "wannabees." Jack credits her win, which pays for next year's registration fee, to Fast Times Screenprinting & Signs for their help in providing marketing materials on the booth. She was pleased to have the booths of Carol Love Receptive Services and Eat'n Park Restaurants in attendance, noting that the partner relationship helped bring more attention to Indiana County!



Derby hats at ABA Louisville, with partner Corinne Bechtel and neighbor Stacey Magda



PBA 2016 Best Use of Theme Booth & Best CVB

Intern Travels Abroad to Nicaragua



Kayla Good, our student office assistant who is a sophomore Economics and Spanish dual major at IUP, was one of 13 students chosen to participate in IUP's Alternative Spring Break volunteer trip to Ciudad Sandino, Nicaragua this year. During the 6 day trip, the students partnered with Project H.O.P.E., an inter-denominational Christian service organization that has bases in Nicaragua and Haiti, to build homes for families in an impoverished village outside of Ciudad

Sandino. Kayla had the privilege of working on two different homes throughout the week and getting to know the families for whom they were building, as well as make connections with other families in the village. The group also visited the city dump to volunteer in Project H.O.P.E.'s Feeding Center. While there, Kayla was able to help serve a meal and play with the children who go there daily for meals. When asked what the most impactful part of the trip was, Kayla said, "After studying poverty in my classes at IUP, it was so compelling to see first-hand what poverty outside America actually looks like. It is an incredible feeling knowing that what our team accomplished that week is having a direct and positive impact on the lives of the amazing people we met by providing them with reliable homes to live in."



Upcoming Events

Bluegrass Festival
Fri., May 6 & Sat., May 7
Twolick Valley Rod & Gun Club
- Cherry Tree
724-422-9766

2016 BFA Thesis Exhibition
Fri., May 6 & Sat., May 7
University Museum - IUP
www.iup.edu/livelyarts

Indiana County Humane Society's Flea Market
Sat., May 7 & Sun., May 8
Mack Park
Fairgrounds - Indiana
724-349-7847

7th Annual Authors of Indiana County and Beyond
Saturday, May 7
Windgate Vineyards & Winery - Smicksburg
814-257-8797
www.windgatevineyards.com

Mother's Day Brunch at Park Inn by Radisson
Sunday, May 8
Park Inn by Radisson - Indiana
724-463-3579

Mother's Day Wildflower Walk & Tea with Cindy Rogers
Sunday, May 8
Blue Spruce Park
Lakeside Center - Indiana
724-463-8636

International Migratory Bird Day Cruise with Lisa Meadows
Saturday, May 14
Yellow Creek State Park
Boat Rental - Penn Run
724-357-7913

Open Mic Night
Friday, May 20
Brown Hotel - Indiana
724-463-0881
www.facebook.com/DownAtTheBrown/timeline

May Mart
Fri., May 20 & Sat., May 21
S & T Bank Arena - Indiana
724-541-4318
www.indianagardenclub.org

Saltsburg Herbal Society Garden Tour with Louisa & Ronald Fordyce
Saturday, May 28
Stone House Museum - Saltsburg
724-463-8636

Delaney Chevrolet Westsylvania Jazz & Blues Festival
Saturday, May 28
IRMC Park - Downtown Indiana
724-465-2787
www.westsyvaniajazzandblues.org

Patriotic Day at Marshall House Museum
Monday, May 30
Marshall House Museum - Dayton
814-257-8846
www.daytonpa.org

35th Annual Saltsburg Canal Days
Fri., June 3 - Sun., June 5
Downtown Saltsburg
724-639-9413
www.visitsaltsburg.com

Derry Township Agricultural Fair's Open Fun Horse Show
Sat., June 4 & Sun., June 5
Route 982 - New Derry
724-910-1332
www.derrytwpagfair.com

Ungrapeful Winery Summer Event: Second Wind Band
Saturday, June 4
Ungrapeful Winery - Blairsville
724-456-5808
www.ungrapefulwinery.com

Indiana County A.B.A.T.E.'s Camp Orenda Charity Ride
Sunday, June 5
Clymer American Legion - Clymer
724-479-0714

Downtown Decathlon
Friday, June 10
Downtown Indiana
724-463-6110
www.downtownindiana.org

Jimmy Stewart Airport Festival
Sat., June 11 - Sun., June 12
Jimmy Stewart Airport - Indiana
724-463-3883
www.jimmystewartairport.com

Pick-A-Dilly Herb Faire
Saturday, June 11
Dillweed Bed & Breakfast - Dilltown
814-446-6465
www.dillweedinc.com

Burrell Township Library's 3rd Annual 5K Run and Walk & 2 Mile Walk
Saturday, June 11
Saylor Park Near Route 119 - Black Lick
724-248-7135
www.burrelltownshiplibrary.org

Strawberry Saturday in Smicksburg
Saturday, June 11
Smicksburg Community
814-257-0192
www.smicksburg.net

Ungrapeful Winery Summer Event: Cruizin
Saturday, June 11
Ungrapeful Winery - Blairsville
724-456-5808
www.ungrapefulwinery.com

Cookport Antique Machinery Show
Fri., June 24 - Sun., June 26
Cookport Fairgrounds - Commodore
www.cookportantiquemachineryshow.org

Blairsville Underground Railroad's Twilight Cemetery Tour
Saturday, June 25
Blairsville Cemetery - Blairsville
724-459-5779
www.undergroundrailroadblairvillepa.com



Georgette Syster's yearly demonstration at Pick-a-Dilly Herb Faire

Remembering a Longtime Member

The Tourist Bureau is greatly saddened by the passing of longtime member Georgette Syster of Georgette's Herb Garden & Antiques. Georgette's passion for herbs & gardening was apparent to all who met her. As a loyal supporter, Georgette always frequented ICTB functions and filled the room with her delightful wit and bubbling personality that couldn't help but make you smile. What an honor it was getting to know Georgette and sharing in her love of Indiana County.

Upcoming Idlewild Ticket Sales

Once again, Indiana County Tourist Bureau is partnering with the Indiana County Christmas Tree Growers Association and Idlewild and SoakZone to promote *Indiana County Day - Christmas in July!* Mark your calendar for Friday, July 22, 2016. The Tourist Bureau, along with select satellite locations, will be selling discount tickets, beginning in June. Tickets will be the same price as last year, \$23 per ticket, and are valid Monday through Friday during the regular operating season. (Can be used on weekends - surcharges apply). Stay tuned for further details.

*All events, dates and times subject to change without notice. Please visit the Tourist Bureau Calendar of Events webpage for a complete listing of all upcoming events.

