

*Franklin County
Visitors Bureau
& 11/30 Visitors Center
2023 & 2024*

The
ROAD less
traveled
has made all the
difference.

More to *Explore!* in
Franklin County

- 70 sites recognized by the Pennsylvania Historic Museum Commission
- National Register of Historic Places historic districts in downtown Chambersburg, Greencastle, Mercersburg, Shippensburg, and Waynesboro
- Three National Park Service Network to Freedom sites
- Appalachian Trail Community in Waynesboro
- More than 18,900 acres of preserved farmland
- More than 40 farmers markets, farm stands, farm stores, creameries, and honey spots
- Franklin County is #2 in PA production of vegetables; #2 in milk production, and always in the top 4 counties for apple and peach crops

- Three active arts alliances, two ceramic centers, and three art co-ops
- Four performing art venues
- Two Community Theatre Groups
- One Community Concert
- One School of Music
- One Community Band
- Hundreds of Artists and Artisans in residence
- More than 48 Community Festivals and Holiday Events throughout Franklin County

President
Bonnie Shockey
Allison Antrim Museum

Vice President
Melodie Anderson-Smith

Treasurer/Assistant Secretary
Paul Luka

Secretary/Assistant Treasurer
Patti Nitterhouse
White Rock, Inc.

Michael Ross
*Franklin County Area
Development Corporation*

Beth Thoresen
The Capitol Theatre

Amy Hicks
*United Way of Franklin
County*

Scott Brown
*Shippensburg Chamber
of Commerce*

Jackie Mowen,
*Executive Director
Greater Waynesboro
Chamber of Commerce*

John Flannery
County Commissioner

Casey Phebus
Rough Edges Brewing

Debby Cunningham
*Greencastle-Antrim
Chamber of Commerce*

Jamie Stoner
Stoner Dairy Farm

*Executive Director
Tuscarora Area Chamber
of Commerce*

Steve Christian
*Greater Chambersburg
Chamber of Commerce*



***More than 850 Tourism Partners in the
Do, Dine & Stay of Franklin County PA***

Sharing The Do, Dine Stay of Franklin County

Franklin County Visitors Bureau promotes, advertises, and educates the public about the natural, historic, recreational, cultural, and hospitality value of Franklin County PA and builds collaboration within the county's tourism industry.

140,000
Online
Visitors

455,640
Social Reach:
Facebook &
Instagram
Combined

Annually half
a million people
visit Franklin County
and spend nearly
\$350,000

10,981

Twitter media outlets
shares and pick-up
on NY Times Food
Beverage Online for
Pour Trail release

2,400
Visitors from
Great Room
rentals

\$28.5 Million

County lodging revenue,
doubled from 2003
revenue of \$12.6 million*
Based on room tax
revenues from
December 2022 to
November 2023

42 Press Releases

12 PR Web with

7,827 Views with Tree of Life
and Quilt Show.

30 Local Releases with consisten
pick-ups by Franklin County Free
Press, local news 1, Penn Live,
Shippensburg News Chronicle,
Newsbreak, ABC-27
and Fox 43

42

Press
Releases

**TOTAL:
38,500**

Local Distribution of
64 Publications &
Brochures from 11/30
Visitors Center

43,000

Visitors Guides.
Distributed at PA Welcome
Centers, three Turnpike
locations, two I-80 locations,
PA on Display kiosks
throughout the state, and
high traffic areas around
Lancaster PA

14,000

In Person
Visitors
to 11/30
Center

\$30,000

Sponsorships to
organizations,
events, and
tourism
partners.



NEW
in 2024

FCVB-TV

**Premieres March 27, 8:30 AM,
on ExploreFranklinCountyPA.com**

11/30 Visitors Center Upcoming in 2024

April 5 – Spring Into History: History Happened Here Lunch & Learn

April 11 – Get To Planting Lunch & Learn

May 4 – Harriet Lane Tea, 11/30 Visitors Center Great Room 11:30 AM – 1:30 PM



June 8 – Pour Trail Bus Tour, 10-4:30 PM
– Screaming Bambino, Hidden Key, B-Street Pints & Pies, Michaux, Rough Edges

June 29 – A Cappella & Unplugged Round 1 @ Capitol Theatre

July 20 – Ransoming, Burning & Rebirth of Chambersburg

August 15 – Gardeners, Bring Your Best Lunch & Learn, 11:30 AM – 1PM

August 17 – John Brown & Frederick Douglass Bus Tour, 9:30 AM – 4:30 PM

September 17 – Look to the Sky: Fall Flight Lunch & Learn, 11:30 AM – 1 PM

September 20 – CTA Murder Mystery

Nov. 23-Dec. 7 – Festival of Trees @ 11/30 Visitors Center

