



## Strategic Heritage Tourism Plan for the County and City of Lancaster, PA

Parter International and ESI prepared a strategic tourism development plan for Lancaster County, which included a focused tourism strategy for the City of Lancaster. The plan contained a vision statement; a SWOT analysis of the tourism product, marketing, and organizational issues of the County and City; a public participation strategy; economic impact considerations; a transportation/mobility plan; and funding and economic development recommendations. We also made recommendations on visitor orientation elements such as brochures, a website, visitor centers, and signage. Conducted both primary research, including interviews and surveys, and secondary research, and met regularly with County and City tourism groups.

The results of having implemented our recommendations have been impressive. Total visitor spending has increased by 37%, hotel room demand has increased 22%, and in the last decade, Lancaster's visitation has grown by more than a million people per year.

### **Project Information**

Location: Lancaster, PA  
Client: Lancaster County  
Year: 2003

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