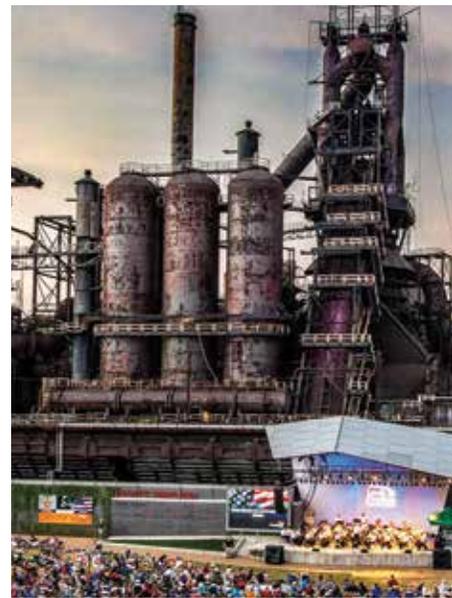
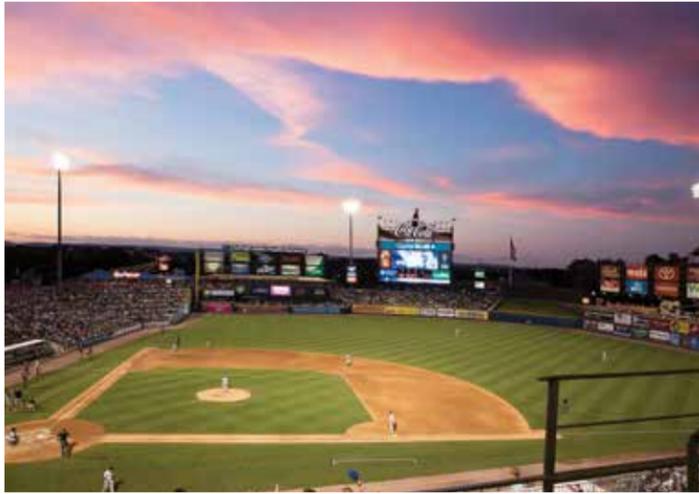




Discover LEHIGH VALLEY[®]

2016-17 ANNUAL REPORT





Partnerships are what we do.

In the world of destination marketing, more collaboration means more visitation. That's why Discover Lehigh Valley® has been teaming up with regional partners for years.

DEAR LEHIGH VALLEY TOURISM PARTNER:

The 2016-17 fiscal year was one of change. Some changes were visible and others not so visible. It was the first full year of our enhanced brand and using the "Lift Your Spirits" tagline. We totally rebuilt our website. We instituted a brand new database - one that interacts directly with the new website. We unveiled the Extranet, allowing our marketing partners to submit changes to their page on the website - new copy, photos, and more. The Extranet also allows direct review and submission of proposals for the meetings, group travel, and sports markets. The board of directors approved a new three-year strategic plan that focuses more on the visitor experience as the centerpoint of our efforts.

We changed our marketing strategy. We have begun to tell the stories of Lehigh Valley through high-quality, impactful videos. The first four, focusing on C.F. Martin & Co., the Crayola Experience™, the Banana Factory, and Eight Oaks Craft Distillers, were very well received and have set the stage for more high-

emotion storytelling in the future. Destination marketing is all about storytelling and imagery. You will be seeing more along these lines.

All of this is taking place at a time when our industry is in a period of significant growth. During the fiscal year, four new hotels were under construction. Other developments are underway or being considered. For Lehigh Valley, this is a great time to be involved in our industry. Attendance at attractions and events is growing. Hotel occupancies are on the rise. Another record number of hotel rooms were sold last year.

None of these things occur in a vacuum. Discover Lehigh Valley® is blessed with strong volunteer board leadership, a talented staff, individuals willing to invest in tourism attractions, and valued tourism marketing partners. Together, we have come a long way. When the Lehigh Valley venture began with a merger of two county-based organizations in 1984, our two-county area accounted for 2.46% of total visitor spending.

Today, we account for 5.2% and we continue to grow faster than the rest of the state.

Lastly, we want to thank our outgoing board chair, Denise Maiatico, for her dynamic leadership over the past two years.

**AND ... AS ALWAYS,
THANK YOU ALL FOR
YOUR CONTINUED
SUPPORT.**

Sincerely,

MICHAEL STERSHIC
PRESIDENT

KASSIE HILGERT
BOARD CHAIR

IT'S OUR PASSION!

Building image, driving visitation, and boosting the economy ... we make it our mission!

OUR MISSION

Discover Lehigh Valley® wants to make sure the whole planet discovers Lehigh Valley. We build the region's economy and image through destination marketing that increases the number of leisure and business visitors, the number of nights they stay, and the number of things they do in the two-county area of Lehigh and Northampton Counties. These marketing efforts also enhance the quality of life and sense of hometown pride for Lehigh Valley, Pa. residents.

HOW WE ACHIEVE OUR MISSION

Our programs and campaigns to promote the region begin with research, extend to advertising and public relations, get amplified even more on the web and through social media, and weave in partnerships and sponsorships when appropriate. Best of all, we're always looking ahead, embracing new strategies to ensure that our marketing approach is as effective as possible.

Advertising: Niche campaigns broaden our reach.

Social Media: Mighty megaphones for our do-more, see-more messaging, our social media properties garnered more engaged fans and followers than ever - 170,000 and counting.

Website[s]: While visitation (620,570) on DiscoverLehighValley.com and LehighValleyInSite.com was down 27% in 2016-17, a complete overhaul launched May 24, 2017 that also combined the 29 websites into only one. This change has brought an upward tick of sessions.

Public Relations: Third-party endorsements are hugely influential, and that's what our communications team delivers every day with compelling content and 366 editorial stories placed in 2016-17.

Event & Attraction Promotion: New reasons to encourage visitation - always a good thing.

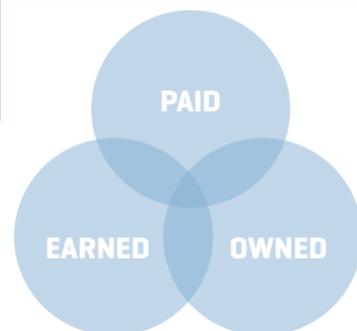
Niche Markets: Lehigh Valley Sports encourages people to make the most of their athletic visit. Meet in Lehigh Valley is an initiative to bring in meeting and event planners for company meetings, seminars, conferences, etc. Motorcoaches and group business continue to bring in students and seniors interested in the regions' history, tours, theatre, and cultural scene.

Partnerships & Sponsorships: They're small, medium, and large in scope and completely customizable. The only consistency? All of our partnerships helped build the region's image and drive visitation.

Our formula for marketing success includes a combination of paid, owned, and earned media.

Earned Media:

Partner Networks: media stories, influencer outreach, word-of-mouth



Paid Media: Advertising: paid search engine marketing, print and digital ads, paid ads and promotions on social media, television

Owned Media: Digital Properties: websites, blog, social media

BRANDING

With new faces in place and new relationships, it's evident new perspectives and new ideas would result. **Discover Lehigh Valley®** launched an enhanced brand to be more effective in destination management of Lehigh Valley. But a brand is more than a logo, it's a concept, it's color, it's stories. 2016-17 kicked off a transition period as we worked to find relevancy with today's leisure a

THE OBJECTIVES

- Drive overall brand awareness.
- Generate out-of-market traffic; drive visits to local destinations.
- Strengthen local partnerships with key stakeholders.
- Increase engagement with Discover Lehigh Valley's digital brand, including the new website that launched in spring 2017.
- Generate additional marketing funds to fuel growth of the program.

THE STRATEGY

- Portray Lehigh Valley as a convenient destination for a fun, uplifting experience that appeals to a wide range of personas.
- Generate and distribute content that tells an overarching brand story, and enable and inspire visitors to supply the rest and share it.
- Engage and rally local partners to support and benefit from marketing efforts.

OUR LOGO

The **Discover Lehigh Valley®** logo was created to reflect the energy and excitement of the region's many attractions. The modern play symbol conveys motion, action, and most importantly, forward momentum. This is contrasted with a distressed, vintage looking style of the icon fonts which help convey the proud heritage and history of this region.



PALETTE COLORS

The color palette for **Discover Lehigh Valley**® consists of natural, earthy hues inspired by the landscapes of Lehigh Valley. The palette is comprised of three primary and three secondary colors. To ensure brand consistency across all mediums, Pantone, CMYK, RGB, and HEX values are provided. The colors may be scaled back in opacity as design requires.

Primary Colors



<p>PMS: PANTONE 137 C CMYK: 0 / 42 / 100 / 0 RGB: 255 / 103 / 0 HEX: #FFA300</p>	<p>PMS: PANTONE 439 C CMYK: 50 / 66 / 63 / 54 RGB: 66 / 54 / 52 HEX: #443634</p>	<p>PMS: PANTONE 7689 C CMYK: 76 / 33 / 8 / 0 RGB: 40 / 141 / 192 HEX: #288DC0</p>
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Secondary Colors



PMS: PANTONE 458 C	CMYK: 16 / 17 / 81 / 0	RGB: 219 / 197 / 84	HEX: #D8C554
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PMS: PANTONE Cool Gray 8 C	CMYK: 48 / 40 / 38 / 3	RGB: 120 / 138 / 141	HEX: #8A9A9D
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PMS: PANTONE 7742 C	CMYK: 74 / 32 / 96 / 19	RGB: 72 / 118 / 58	HEX: #48763A
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TYPOGRAPHY

The selected fonts were chosen to represent the texture and style of Lehigh Valley from the historic architecture to the varied terrain and open space of the region. Brand guidelines were developed to assist users of when and which to use depending piece in production.

NEXA RUST SANS
NEXA RUST SLAB
Nexa Rust Script

Geogrotesque UltraLight
Geogrotesque Light
Geogrotesque Regular
Geogrotesque Medium
Geogrotesque SemiBold
Geogrotesque Bold

LEHIGH VALLEY IN THE NEWS



In 2016-17, Lehigh Valley garnered plenty of media attention. More than 360 editorial stories covered the Historic District, must-see museums and attractions, culinary creativity, holiday celebrations, top events, the destination in general, and Discover Lehigh Valley's work. Here are some top national and regional examples:

ESSENCE

"A Month-by-Month Guide to the Best Food Festivals On the Globe ... Wine on the Mountain"

bon appétit

Eat well. Savor life. Pass it on.

"Farmer's Markets Worth Traveling For: Because we're basically greenmarket groupies ... Easton Farmers' Market & Eight Oaks Craft Distillers"

The Sentinel

"Bethlehem Celebrates 275 Years"

The Washington Post

PHILADELPHIA BUSINESS JOURNAL

"Lehigh Valley rolls out new marketing campaign to 'lift' region's tourism"

USA TODAY

new jersey family

the essential source for NJ moms

"Must-See Holiday Attractions near New Jersey"

THE BALTIMORE SUN

"Christkindlmarkt in Lehigh Valley works Old World Magic"



MARKETING CAMPAIGN

Our versatile core branding campaign focused on a multitude of things to do for the active traveler.

GOALS

- Introduced locals and regional consumers to 'Lift Your Spirits' message.
- Built brand awareness within the local community.
- Established confidence in brand among existing and prospective partners.

MEDIA STRATEGY

- Utilized broad reach vehicles as foundation to introduce new brand message.
- Included multiple touchpoints that extended reach and provided additional frequency throughout course of campaign.
- Executed a media plan that focused on delivering high impact visual creative.
- Secured most cost effective and efficient placements and vendors to optimize budget.

MEDIA PARAMETERS

- **Target Audience:** Adults 25+
- **Geographical Target:**
 - **In-Market:** 30 mi. radius – Allentown, Bethlehem, Easton
 - **Out-Market:** New York, Philadelphia, Baltimore & Washington D.C. DMAs, Harrisburg; [providing full coverage to surrounding areas]
- **Timing:** Sept. 5 – Dec. 30, 2016; Jan. 4 – Feb. 24, 2017; May 1 – Jun. 30, 2017



KEY ACCOMPLISHMENTS

High-Impact Placements: To further promote the new look and brand to the locals, ads ran across static and digital bulletins throughout Lehigh Valley and as a wall canvas near TSA arrivals / departures gate at Lehigh Valley International Airport.

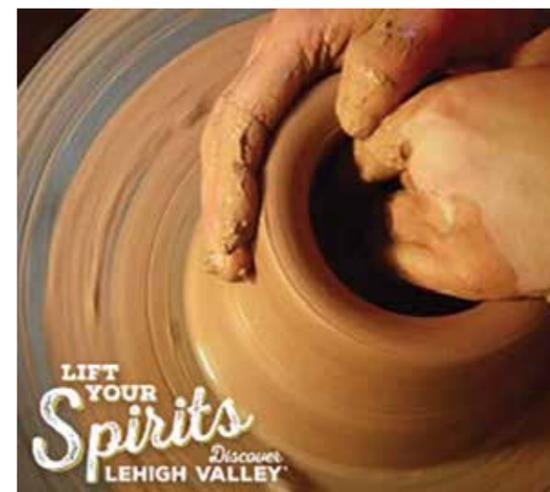
Digital: Extended our reach in New York and Washington, D.C. and promoted more reasons to visit by targeting lifestyles and key interest categories across the different markets. In particular, a buy with the Washingtonian.com engaged the D.C. market.

Social Media: Targeted like audiences from the Mid-Atlantic across Facebook and Instagram throughout the year to get them to act and click through to DiscoverLehighValley.com as well as engage within the platform. Additional leads were acquired for newsletter signups. A brief stint on Snapchat and Twitter were tested.

Online Video Placements: Supplementing our newest video campaign, Lift Your Spirits, online video placements were penetrated through the New York and D.C. DMAs through Hulu, Apple TV, and Amazon Video.

Print: Reaching locals with various touchpoints, lifestyle magazine, *Lehigh Valley Style*, was contracted to help build brand awareness, in addition to special niche mailers like a Brewer's & Distiller's Guide.

Radio: Highlighting #LiftYourSpiritsDLV, audio and display ads ran as local terrestrial spots as well as within a KYW Philadelphia regional spot buy.

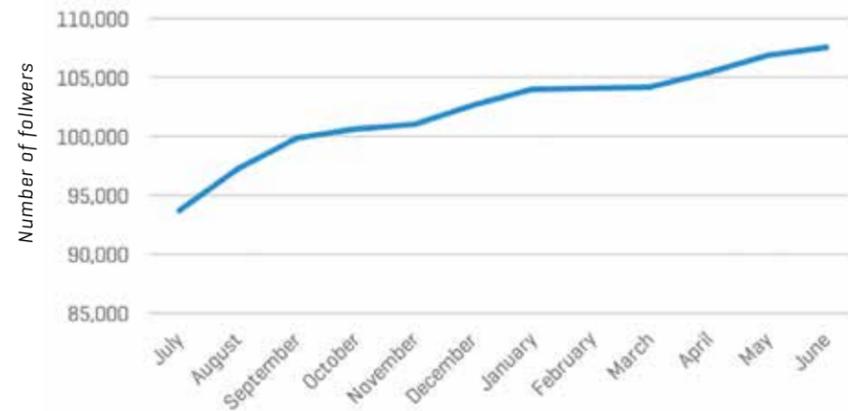


SOCIAL MEDIA

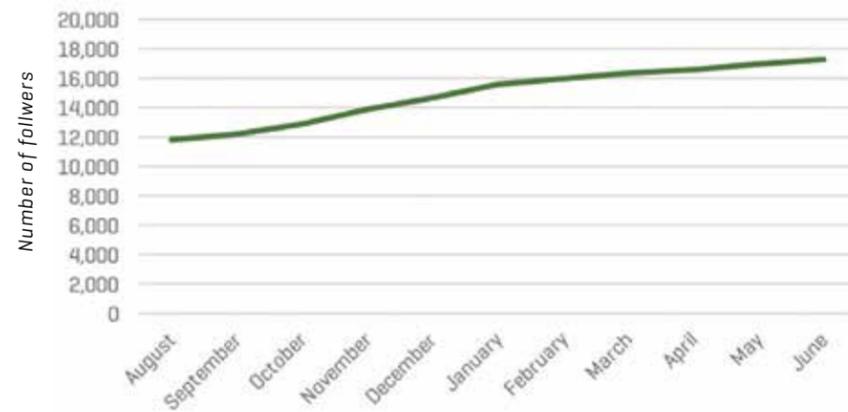


Improve impressions, inspire real-life actions, and drive traffic to DiscoverLehighValley.com. And, we're making fans and friends from all around and are recognized in the state as one of the top engaged destinations in Pa.! More than 95,000 visits to DiscoverLehighValley.com and LehighValleyInSite.com came from social media in fiscal year 2016-17.

Facebook Growth



Instagram Growth



Among Pennsylvania's destination marketing organizations, Discover Lehigh Valley® has the third largest following on social media, trailing only Philadelphia & Pocono Mountains.



Philadelphia
1,091,000+

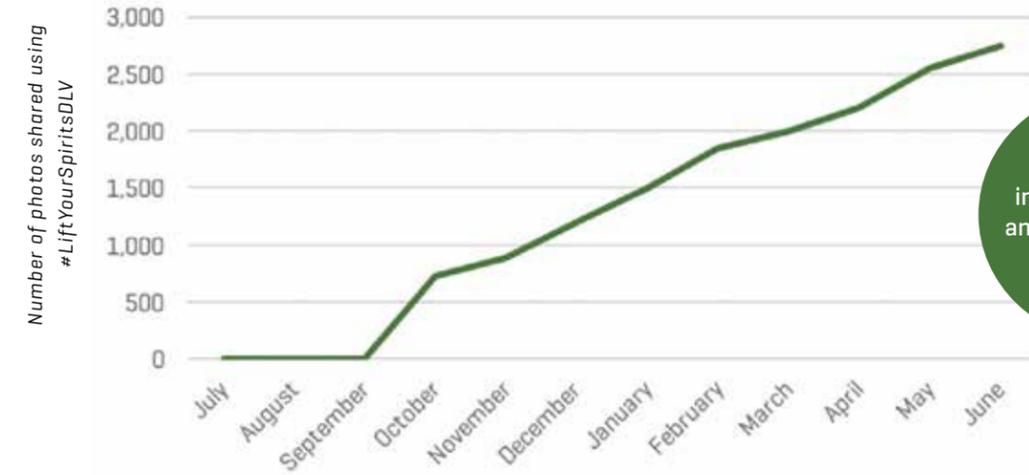


Pocono Mountains
327,000+

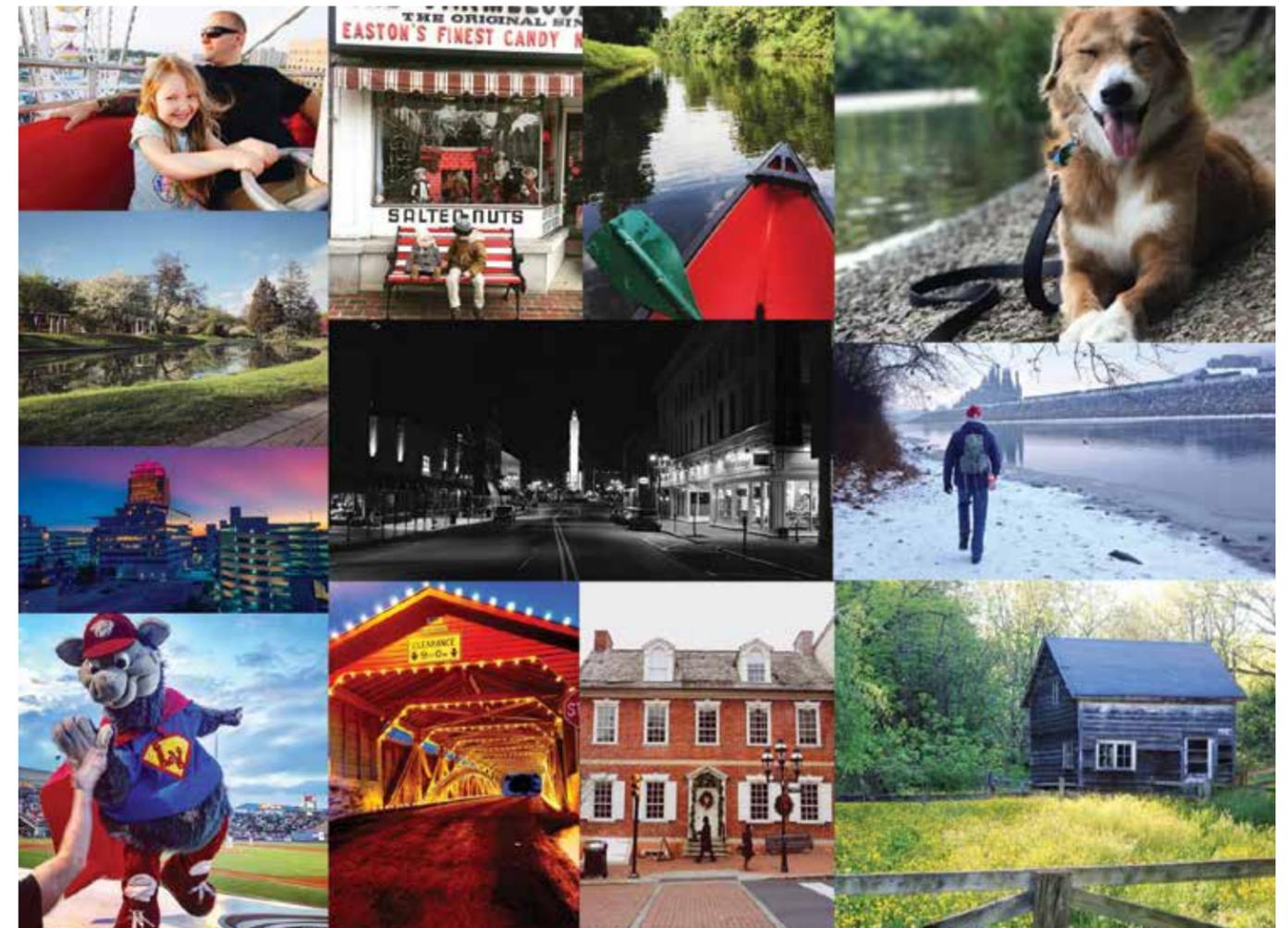


Lehigh Valley
170,000+

GROWTH OF #LIFTYOURSPIRITSDLV



Hashtag was launched in late September and organically has been growing steadily.



THE WEBSITE(S) DISCOVERLEHIGHVALLEY.COM

As the region's official visitor website, DiscoverLehighValley.com is the premier online trip-planning resource for more than **1.1 million users** annually, both leisure and business.



High impact hero images lead the new site on each page, specifically niche landing pages and interest topic sections.

HIGHLIGHTS

Newly Redesigned Website Launch:

The previous 29 websites were combined into one, user-friendly and high performance site launched on May 24, 2017. The new site fully integrates the brand and niche markets, cross-promoting all there is to see and do in Lehigh Valley.

DiscoverLehighValley.com Subscribers:

DiscoverLehighValley.com's email database contains 36,000+ engaged subscribers. Partners were included in content, as well as had the opportunity to send messages to a prequalified database of readers.

DiscoverLehighValley.com Web Visits:

DiscoverLehighValley.com's audience is growing. In 2015 it topped 1 million visits. [source Google Analytics]

Target:

DiscoverLehighValley.com's audience is in the same top geographies that you want to target.

DiscoverLehighValley.com Mobile Visits:

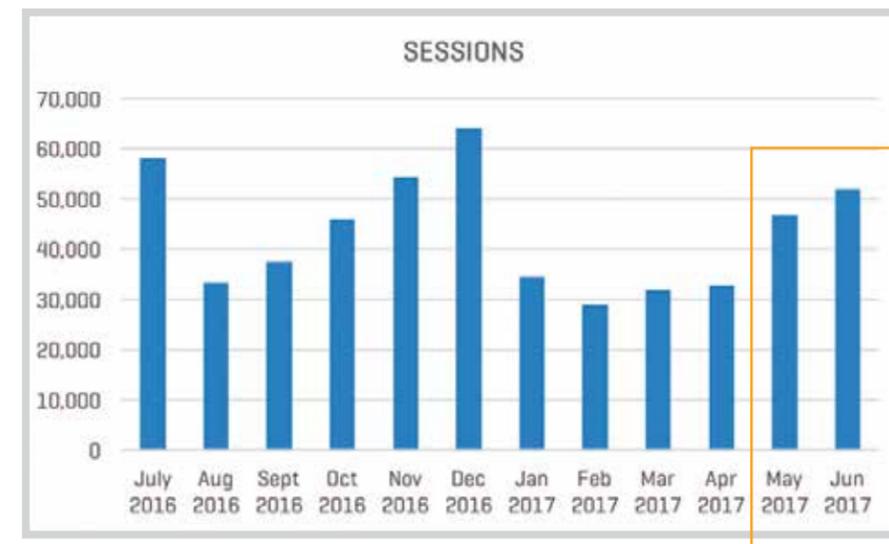
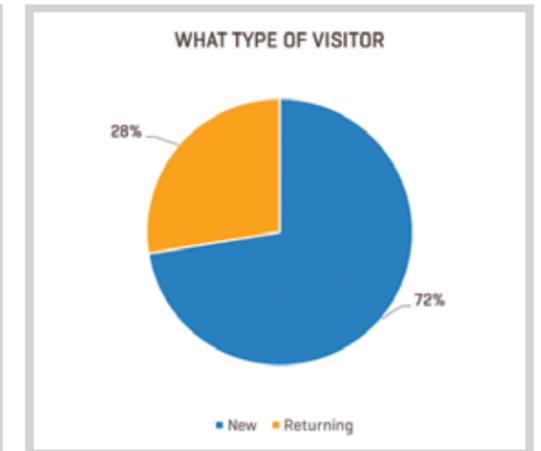
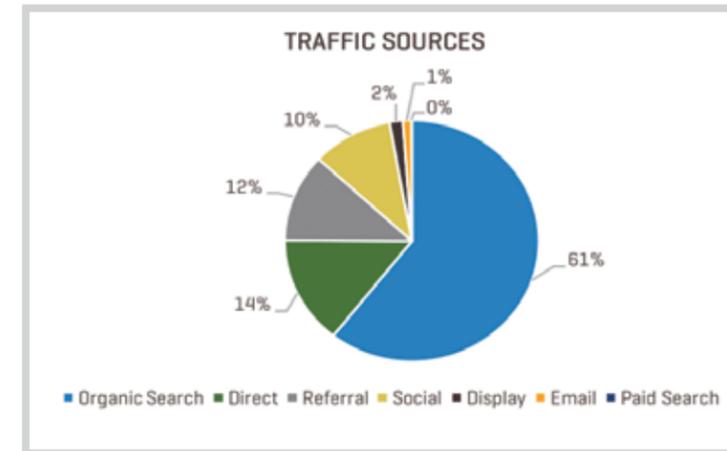
DiscoverLehighValley.com now boasts a fully responsive mobile website design.

1	Allentown - Bethlehem - Easton
2	Northern NJ / New York DMA
3	Washington, D.C. DMA
4	Philadelphia DMA
5	Baltimore DMA
6	Boston / Hartford CT DMA
7	Wilkes-Barre / Scranton DMA
8	Harrisburg - Lancaster - Lebanon - York DMA

[source Google Analytics]

Official Visitors Guide:

Discover Lehigh Valley's Official Visitors Guide drives traffic to the site with 200,000 copies in distribution.

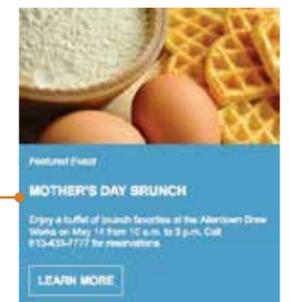


New website launch uptick in sessions and usability, meeting the desired goal.

NEW ADVERTISING OPPORTUNITIES with revenue

Enewsletters [Leisure / Meetings / Group]

- Meetings & Group Newsletters went to bi-monthly distribution and became DLV formatted and delivered to contacts secured through marketing tactics.
- Featured Deal / Event in each issue, for each market.
- Sponsored Content headlines each issue for all markets, and also is cross-promoted on the website landing page as well as through a dedicated Facebook post.



FEATURED EVENT EXAMPLE

MEETINGS & SALES

10 Reasons to Meet in Lehigh Valley has been a focal point.

Meetings mean business. And, a great location makes meeting a whole lot easier. Lehigh Valley's close proximity to New York City, Philadelphia, and Washington, D.C., makes it accessible for attendees from all over to get here. But, at the end of the day, the property has to sell itself, and the variety of unique meeting spaces the region has to offer makes Lehigh Valley an attractive destination for meeting and event planners and organizers.

DLV HOSTED EVENTS

Four events were held, showcasing "Why Meeting in Lehigh Valley" is where to be. A total of 56 new meeting planner relationships resulted:

- Luncheon reception in Harrisburg
- Meeting planner reception in Greater Philadelphia region
- Reception event during a Phantoms game
- FAM Tour through Lehigh Valley



ATTENDED TRADE SHOWS / CONFERENCES



- Attended three [3] trade shows and two [2] education conferences
- One-on-one meetings with 75 meeting planners
- Networking with over 2,500 industry professionals

ASSOCIATIONS



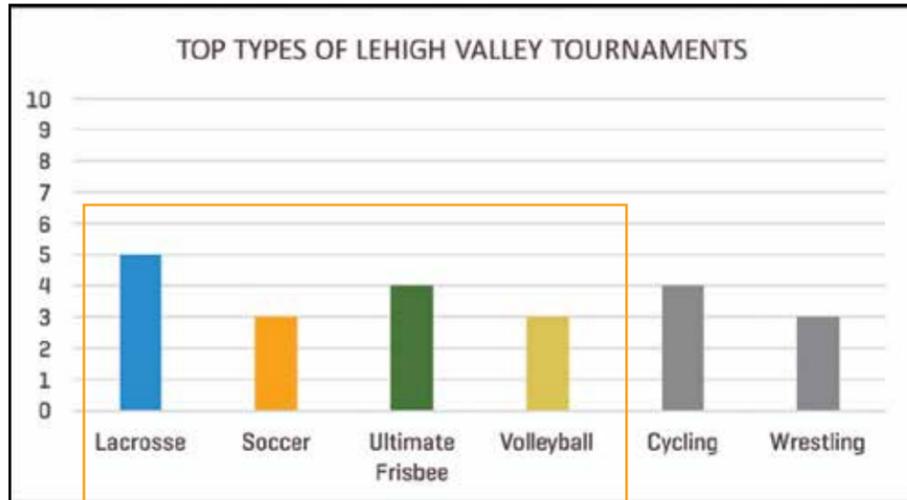
DLV MEETINGS CO-OP PARTNERS



FISCAL YEAR 2016-17	No. Leads	Economic Impact [estimated]	No. Attendees	Room Nights [estimated]
Generated	8	\$75,631	780	515
Booked	19	\$266,555	3,032	1,800
Lost / Cancelled	21	\$645,415	3,870	5,226

LEHIGH VALLEY SPORTS

Together with PA Sports, Lehigh Valley Sports remains an integral part of the Pennsylvania economy and here in Lehigh Valley.



EVENT SNAPSHOT

Lehigh LaxFest 2017
By The Numbers!

21,360
minutes of lacrosse played

11,800
people attended

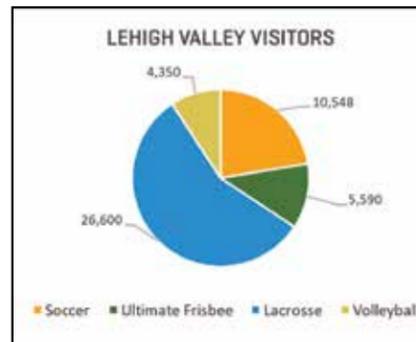
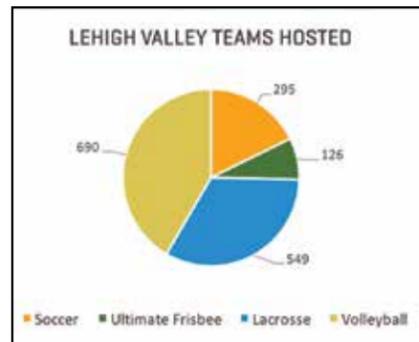
5,185
total goals scored

536
total games

255
teams

82
lacrosse programs

25
champions



WORKING TOGETHER

Worked in concert with 12 destination marketing organizations, such as Philadelphia, Pittsburgh, Hershey / Harrisburg, Valley Forge, Chester, etc. Statewide economic impact of \$380 million [49.8% of all PA sporting events] + \$142.8 million in labor income, supporting nearly 4,100 total jobs.

Hosted nearly 759 events

- 485,000 total participants
- 3,800,800 total spectators
- 570,000 hotel rooms [average rate of \$126]



MOTORCOACH & GROUP TOUR

We continue to work diligently with those partners who are group tour-friendly, and the harder we work, the luckier we seem to be in attracting tours to Lehigh Valley.

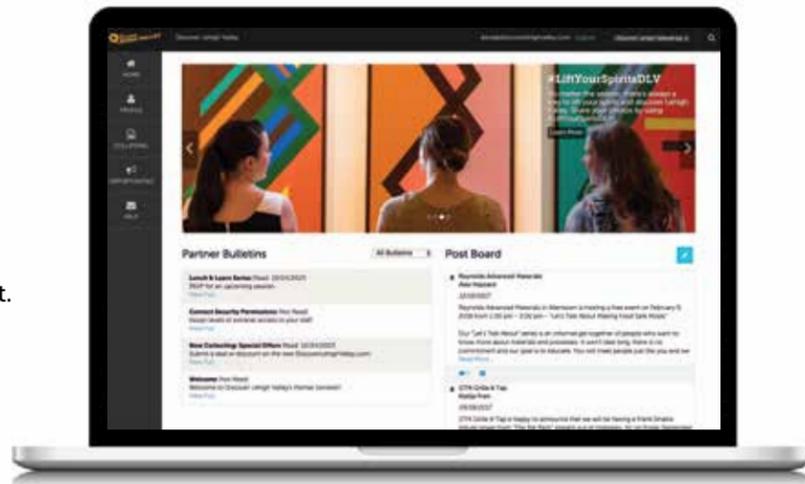
HIGHLIGHTS

- Discover Lehigh Valley® attended 6 *group tour shows*, which included the American Bus Association, Bus Association of New York State, Inc., Greater New Jersey Motorcoach Association, Ontario Motorcoach Association, Pennsylvania Bus Association, and Virginia Motorcoach Association.
- Connections and relationships were built with tour operators, group leaders, and motorcoach companies.



PARTNERSHIPS

DLV launched a member / partner portal called the Extranet for ease of keeping web listings, special offers, events, social links, and photography up-to-date, which helps Lehigh Valley remain competitive in today's environment.



Tourism With A Twist

- Discover Lehigh Valley's bi-monthly happy hours, affectionately known as Tourism with a Twist, offered partners the opportunity to mix and mingle with Discover Lehigh Valley® staff, partners, and friends in the travel and tourism industry.
 - July 2016, Bell Hall
 - September 2016, Twisted Olive
 - January 2017, Easton Public Market
 - March 2017, House & Barn
 - May 2017, Eight Oaks Craft Distillers



Brand Reveal Event

- Held November 16 at Riverview Country Club, Discover Lehigh Valley® unveiled its new brand look, "Lift Your Spirits" ad campaign, and plans for a new website, CRM, and partner communications strategy. Over 125 partners attended this evening event.

Tourism Marketing Day

- This annual event, held June 6 at Cedar Crest College, provided insight into Discover Lehigh Valley's Sales & Marketing Plan and engaging, educational sessions on a variety of topics affecting our industry day in and day out. A total of 98 partners attended.

Extranet Events

Four hands-on and interactive events were held, walking partners through how to utilize the new portal and keep their content up-to-date, as well as receive and respond to RFPs and service requests.

- Cedar Crest College, June 6, 8 partners attended.
- Nurture Nature Center, [2 sessions offered], June 15, 15 partners attended.
- Moravian College, [2 sessions offered], June 22, 18 partners attended.
- Discover Lehigh Valley Conference Room, [2 sessions offered], June 29, 24 partners attended.

THE BOARD & DLV FUNDING

BOARD OF DIRECTORS [as of 6/30/17]

Denise Maiatico, Chairperson

Meyer Jabara Hotels of the Lehigh Valley

Kassie Hilgert, Vice Chairperson

ArtsQuest™

George Blum, Secretary

The Grand Eastonian Suites Hotel

Nathan Eckhart, Treasurer

C. F. Martin & Co.

Kurt Landes, Immediate Past Chairman

Lehigh Valley IronPigs

Mike Axiotis

Lehigh Valley Restaurant Group (Red Robin)

Dennis Costello

Historic Hotel Bethlehem

Don Cunningham

Lehigh Valley Economic Development Corp.

Laura DiLiello

Lafayette Inn

Tim Herrlinger

Northampton County

Charlene Donchez-Mowers

Historic Bethlehem Museums & Sites

Charles Everett

Lehigh-Northampton Airport Authority

Dyanne Holt

Apollo Grill

T. Anthony Iannelli

Greater Lehigh Valley Chamber of Commerce

Mark Juliano

Sands® Bethlehem

Frank Kane

Lehigh County

Sam Landis

Vynecrest

Victoria Lozano

Crayola Experience™

Robin Lysek

Versum Materials, Inc.

Sally McCarrison

AAA East Penn

Paul Pierpoint

Northampton Community College

Andrea Weismiller

JHG Hotel Management

Michael Stersich

Discover Lehigh Valley®

Jamie Hartranft

City of Easton

Alicia Karner

City of Bethlehem

Ken Kraft

Northampton County

Dan Hartzell

Lehigh County

REVENUE

HOTEL TAX
83.90% | \$2,485,945

PARTNERSHIP & PARTNER PROGRAMS
12.54% | \$359,547

MISC
0.72% | \$20,634



EXPENSE

OCCUPANCY
6.77% | \$194,026

MISC:
4.3% | \$125,127

GAIN
3.74% | \$107,272

SALARIES & BENEFITS
36.11% | \$1,034,893

PROMOTIONAL
49.01% | \$1,404,808



Lehigh Valley Tourism



15.2 MILLION
people visited in
2015.



\$2 BILLION in economic
impact for the year—that's
\$5.5 MILLION every day.



23,000 jobs supported
by visitor spending.

PROFESSIONAL AFFILIATIONS

General

- Destinations International
- Hamilton District Marketing Committee
- Good Shepherd Rehabilitation Network Marketing Advisory Board
- Greater Lehigh Valley Chamber of Commerce [GLVCC]
- i76 Solutions
- International Assoc. of Business Communicators [IABC]
- Lehigh Valley Economic Development Corporation [LVEDC]
- Lehigh Valley Inter-regional Networking & Connecting [LINC]
- Lehigh Valley Community Foundation [LVCF]
- Lehigh Valley Partnership
- Lehigh Valley Greenways Partnership
- Mid-Atlantic Tourism Public Relations Alliance [MATPRA]
- Miles Partnership
- Nazareth - Bath Chamber of Commerce
- Pennsylvania Tourism Partnership [PTP]
- Pennsylvania Restaurant & Lodging Association [PRLA]
- Scenic Wild Delaware River Initiative
- Simpleview
- SKAL
- Slate Belt Chamber of Commerce
- U.S. Travel Association [USTA]
- Vault Communications
- Women's Business Council

Meetings

- American Society of Association Executives [ASAE]
- Hospitality Sales & Marketing Association International [HSMIAI]
- Middle Pennsylvania Meeting Professionals International [MPMPI]
- New Jersey Meeting Professionals International [NJMPI]
- Pennsylvania Society of Association Executives [PASAE]
- Philadelphia Area Meeting Professionals International [MPIPHL]
- Religious Conference Management Association [RCMA]

Sports

- Amateur Athletic Union [AAU]
- National Association of Sports Commissions [NASC]
- National Collegiate Athletic Association [NCAA]
- Pennsylvania Recreation & Park Society [PRPS]
- Pennsylvania Sports
- United States Specialty Sports Association [USSSA]

Group Tours

- American Bus Association [ABA]
- Bus Association of New York State [BANY]
- Maryland Motorcoach Association [MMA]
- National Tour Association [NTA]
- New England Bus Association [NEBA]
- Greater New Jersey Motorcoach Association [GNJMA]
- Ontario Motorcoach Association [OMCA]
- Pennsylvania Bus Association [PBA]
- Virginia Motorcoach Association [VMA]

CONNECT WITH US

Discover Lehigh Valley Staff (as of 6/30/17)

- Michael Stershic** – President · mike@discoverlehighvalley.com
- Kim Lilly** – Executive Vice President · kim@discoverlehighvalley.com
- Edward Eppler** – Vice President of Finance & Operations · ed@discoverlehighvalley.com
- Alicia Quinn** – Strategic Brand Manager · alicia@discoverlehighvalley.com
- Michael Kuzy** – Director of Sports Travel Marketing · kuzy@discoverlehighvalley.com
- Suzanne K. Stianche** – National Sales Manager · suzanne@discoverlehighvalley.com
- Kaitie Burger** – Social Media & Communications Manager · kaitie@discoverlehighvalley.com
- Dan Ginter** – Partner Relations Manager · dan@discoverlehighvalley.com
- Jason Stershic** – Web Geek · jason@discoverlehighvalley.com
- Jamie Zackey** – Sales & Marketing Representative · jamie@discoverlehighvalley.com
- Aliza Levin** – Sales & Marketing Representative
- Alan Levin** – Distribution Manager · alan@discoverlehighvalley.com
- Audra Organetti** – Administrative Assistant · audra@discoverlehighvalley.com
- Deborah Snyder** – Receptionist · debbie@discoverlehighvalley.com

Visitors Centers

- Discover Lehigh Valley**
840 Hamilton St., Suite 200, Allentown | 610-882-9200
- Lehigh Valley Visitors Center - Allentown**
at America On Wheels - 5 N. Front St., Allentown | 610-432-4200
- Bethlehem Visitors Center**
at SteelStacks™ - 711 E. First St., Bethlehem | 610-297-7200
- Historic Bethlehem Visitors Center**
505 Main St., Bethlehem | 610-691-6055
- Lehigh Valley Visitors Center - Easton**
at Sigal Museum - 342 Northampton St., Easton | 610-253-1222
- I-78 Keystone Welcome Center Lehigh Valley**
at the Delaware River Bridge Toll Plaza - 1400 Cedarville Rd., Easton | 610-250-1866
- Nazareth Area Visitors Center**
at Nazareth - Bath Chamber of Commerce - 201 N. Main St., Nazareth | 610-759-9188

OUR SPONSORS ... MANY THANKS!

Our Annual Meeting and Tourism Marketing Day events are made possible by our keystone sponsors. We thank you for your strong and consistent support of our work throughout the year as well.



THE WATERFRONT





@LehighValleyPA

Discover Lehigh Valley

#LIFTYOURSPIRITSDLV

Pennsylvania
pursue your happiness[™]

840 Hamilton Street, Suite 200
Allentown, PA 18101

DiscoverLehighValley.com

o: 610-882-9200 f: 610-882-0343