



discover lehigh valley®

Allentown | Bethlehem | Easton PA

**2015-16 ANNUAL REPORT**

**TELLING LEHIGH VALLEY STORIES**

**& GETTING PEOPLE TO VISIT**

**SINCE 1984**



# DISCOVER LEHIGH VALLEY.

*Working to find relevancy in today's traveling decision making process.*

Dear Lehigh Valley Tourism Partner:

Six and a half years ago, we became Discover Lehigh Valley®. A major benefit of the change was that we embraced a call to action as our name, which significantly increased visibility. More people became aware of us and what we do – both here and from a distance. Our aggressive social media strategy has earned us a significant following. Our promotions have moved the needle. During the last fiscal year, another record number of hotel rooms were sold. We've increased the number of sporting and athletic events hosted here in Lehigh Valley and more visitors found their way to our many attractions and events, restaurants and lodging facilities.

Thanks to our Board of Directors, financially, we are on solid ground, allowing us to make a larger investment in promotion. Additionally, the board just recently approved a new three-year strategic plan to set the course for the near future. The process for developing the plan took most of the fiscal year. The

plan anticipates changes that are occurring in our industry and helps us do a better job of representing the entire two-county region. We are pleased to have a blueprint for moving forward.

This past year proved that weather, good and bad, has a significant impact on tourism. Do you remember 70 degrees on Christmas Eve and Christmas Day? That mild weather, along with one 30-inch snow storm, led to one of the worst ski seasons of all time. A damp, cold spring didn't help either. Late summer of 2015 was beautiful and led to significant numbers of visitors experiencing our attractions and events.

There has been a great deal of talk about infrastructure. While we rely substantially on a high-quality road network to bring our visitors to Lehigh Valley, there are other infrastructures on which Discover Lehigh Valley relies. We spent a significant

amount of time choosing and preparing to bring new agency support on line. You probably have seen the results of our rebranding on billboards and in other media. We will be redesigning our website. These infrastructures help drive our marketing efforts.

We continue to move forward aggressively and make Lehigh Valley the destination of choice in Pennsylvania and the region.

**WE ARE TRULY FORTUNATE TO BE INVOLVED IN TOURISM AT THIS TIME, AND IN THIS SPECIAL PLACE.**

Sincerely,



**MICHAEL STERSHIC**  
PRESIDENT



**DENISE MAIATICO**  
BOARD CHAIR

# THE BOARD

## SPONSORS AND FUNDING

### BOARD OF DIRECTORS

**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 Grille

**T. Anthony Iannelli**  
Greater Lehigh Valley Chamber of Commerce

**Mark Juliano**  
Sands® Bethlehem

**Frank Kane**  
Lehigh County

**Sam Landis**  
Vynecrest

**Victoria Lozano**  
The Crayola Experience™

**Robin Lysek**  
Air Products & Chemicals, Inc.

**Sally McCorrison**  
AAA East Penn

**Paul Pierpoint**  
Northampton Community College

**Andrea Weismiller**  
JHG Hotel Management

**Michael Stershic**  
Discover Lehigh Valley®

**E. James Byrnes**  
Jim Byrnes & Associates

**Sara Hailstone**  
City of Allentown

**Jamie Hartranft**  
City of Easton

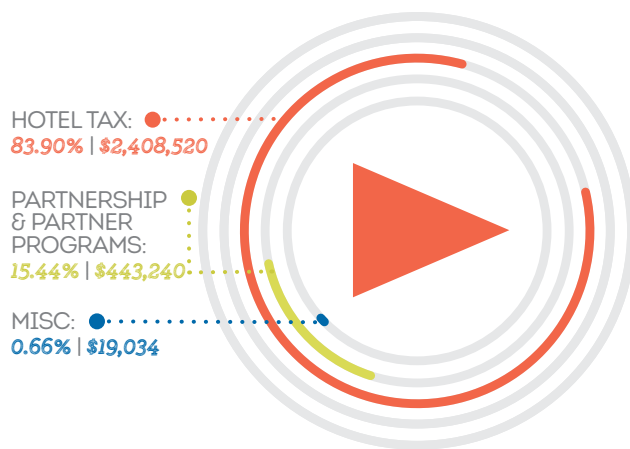
**Alicia Karner**  
City of Bethlehem

**Ken Kraft**  
Northampton County

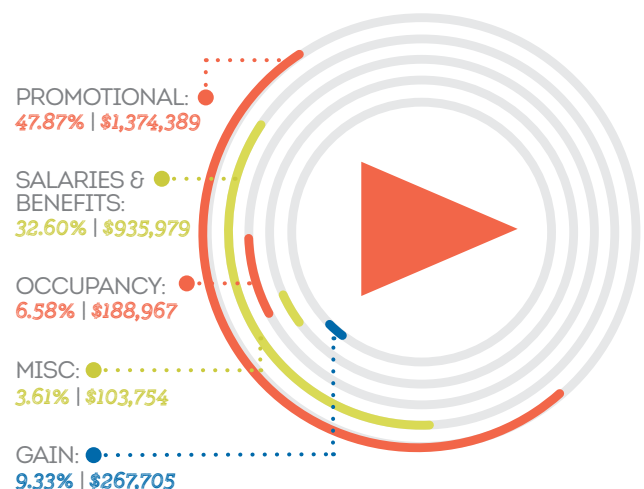
**Dan Hartzell**  
Lehigh County

### A THOUSAND THANKS

Big thanks to our valued partners who helped make this year possible and our keystone sponsors: **Air Products, Alvin H. Butz, Inc., C.F. Martin & Co., Coordinated Health, City Center, Crayola®, Cross America Partners, Dorney Park & Wildwater Kingdom, ebc Printing, The Express-Times, Just Born, Lehigh Valley Health Network, The Morning Call, National Penn, PPL Corp., Sands® Bethlehem** and **St. Luke's University Health Network.**



## REVENUE



## EXPENSE

# BUILDING IMAGE, DRIVING VISITATION & BOOSTING THE ECONOMY IT'S OUR PASSION!

## OUR MISSION

*Discover Lehigh Valley® wants to make sure the whole planet discovers Lehigh Valley. It's our name and our mission. We've spent three decades building Lehigh Valley into a bustling leisure and business travel destination while boosting the local economy as the official destination marketing organization for Lehigh and Northampton counties.*

## HOW WE ACHIEVE OUR MISSION

We showcase and strengthen Lehigh Valley's brand through well-rounded and high-impact marketing efforts that include:

**ADVERTISING:** Niche campaigns broaden our reach.

**SOCIAL MEDIA:** More-engaged fans and followers than ever - [135,000 and counting](#).

**WEBSITES:** Record visitation ([887,322](#)) on DiscoverLehighValley.com and LehighValleyInSite.com in 2015-16, [up .33%](#) over last fiscal year. Several niche websites also attracted an additional [143,529](#) visitors, an [increase of 12.28%](#).

**PUBLIC RELATIONS:** Compelling content = [800 editorial stories](#) placed in 2015-16.

**EVENT & ATTRACTION PROMOTION:** New reasons to encourage visitation - always a good thing

**DEALS & DISCOUNTS:** [179,141 pageviews](#) of our different hotel packages and many deals and discounts with area hotels, attractions and restaurants

**NICHE MARKET:** Lehigh Valley Sports encourages people to make the most of their athletic visit.

**PARTNERSHIPS & SPONSORSHIPS:** Using our collective branding and marketing power to build image and 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

**OWNED MEDIA: Digital Properties:** websites, blog, social media



# LEHIGH VALLEY VISITATION

## 15.2 MILLION VISITORS VISITED



**Tourism Visits** | The region hosts more than 4.6 million people overnight and receives 10.6 million day trippers annually.

**HOTEL ROOM NIGHTS SOLD** | 2015, 1.5 million hotel room nights sold, up 31% when compared to 1.1 million sold in 2011.



**RECREATION** | Lehigh Valley continues to have the highest percentage of spending on recreation in the state at 26%, with the next closest destination coming in at 21%.



**Economic Impact** | For every marketing dollar Discover Lehigh Valley® spent in promoting tourism-related activities in Lehigh Valley, it generated more than \$20 in visitor spending.

Lehigh Valley had the largest percentage increase among all regions in Pennsylvania.

**\$ 2 BILLION**  
IN ECONOMIC IMPACT

— **\$5.5 million** every day

— **23,000 jobs** supported

— **\$433.5 million** in tax revenue generated (federal, local and state)

**PENNSYLVANIA HOUSEHOLDS**  
**SAVE \$ 8 5 5**



in taxes each year thanks to visitor spending

# MARKETING CAMPAIGNS

## INTEGRATED, EFFECTIVE & APPEALING TO VARIED AUDIENCES

**O**ur advertising campaign continued with a consistent look from the previous year, including removing some of the extra graphics to keep the creative simple and attractive. As we transition into the future, we will continue to change this look to incorporate more image-heavy art that is compelling and persuasive.



**CREATE YOUR**  
Love Story  
**DISCOVER Lehigh Valley**



**UNWRAP**  
Holiday  
ADVENTURES  
YOUR FAMILY will  
NEVER FORGET!

discover lehigh valley

PLAN A GETAWAY TODAY!

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**REINTRODUCE**  
yourselves  
TO THE COUPLE YOU WERE  
WHEN YOU FIRST MET.

Discover More



**WIN A**  
LEHIGH VALLEY  
GETAWAY!

ENTER NOW

**THERE'S NO PLACE**  
LIKE HOME FOR  
**THE HOLIDAYS!**

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Lehigh Valley  
Philadelphia

NEW JERSEY

**Adventure**  
BY DAY

**Culture**  
BY NIGHT



discover lehigh valley

PLAN YOUR SPRING  
GETAWAY TODAY!

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**WHILE YOU'RE**  
EXPLORING  
★ THE ARTS ★  
EXPLORE THE REST OF  
THE REGION *too*.

Lehigh Valley has a thriving arts scene. And just a short drive away, there's plenty of dining, shopping, and entertainment for families, couples, and friends. Check out everything you can see and do while you're visiting at DiscoverLehighValley.com.

discover lehigh valley



Photo credit: Paul Warchol

SKI BY DAY  
cozy up  
at night



PLAN YOUR  
GETAWAY  
TODAY



THRILLS  
BY DAY.

Tunes  
BY NIGHT.

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Ads drove traffic to  
[DiscoverLehighValley.com](http://DiscoverLehighValley.com)

FINDING A GOLF COURSE IS EASIER  
» THAN DROPPING A 2-FOOT PUTT. «



101 Things to do in Lehigh Valley

SPRING TURNS COUCH POTATOES BACK INTO PEOPLE.



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CHECK  
OUT THESE  
SPECIAL  
DEALS &  
SAVINGS IN  
LEHIGH  
VALLEY.



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DISCOVER ALL  
OF THE GREAT  
FAMILY FUN  
LEHIGH VALLEY  
HAS TO OFFER.



NOTHING  
TO DO  
AROUND  
HERE?  
OH,  
REALLY!  
STRIKEOUT  
BOREDOM.



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# MEETING VENUES THAT ARE A DESTINATION ALL ON THEIR OWN.

Meetings mean business. And 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.



## SOME OF OUR HIGHLIGHTS INCLUDE:

- Discover Lehigh Valley® partnered with Sands® Bethlehem in July and November 2015 to visit associations based in Harrisburg with pre-scheduled group lunch meetings and appointments.
- Discover Lehigh Valley®, in partnership with Sands® Bethlehem, hosted a two-hour hospitality event in November 2015 at Whitehouse Station for a [half-dozen New Jersey meeting planners](#) to discover the many benefits of hosting their next meeting in Lehigh Valley.
- Discover Lehigh Valley® hosted [7 meeting planners](#) in December for the Cirque du Soleil Show at PPL Center. First visit to PPL Center for 6 of the planners.
- In FY 2014-15, Discover Lehigh Valley® initiated action to separate Lehigh Valley from the Philadelphia region on [Cvent.com](#), becoming its own region. This allowed for us to have better qualified leads of sizes and budgets that we were able to accommodate. It also gave us our own branding that Lehigh Valley hosts meetings. Here's a snapshot of the positive outcome of that effort to brand Lehigh Valley meetings on their own:

- 18 RFPs received, an increase of 125%
- 4,295 potential room nights, +139%
- \$1.4 million in Economic Impact, up 76%





2015-16 Leads Status / #		# of Delegates	# of Room Nights	Economic Impact
Open	10	3,065	4,196	\$695,295
Turned Definite	13	1,105	1,255	\$341,320
Lost	23	4,658	4,430	\$808,325

DISCOVER **LOW-COST VENUES** THAT ADD UP TO  
*a Priceless* **MEETING EXPERIENCE.**



Find everything you need in a meeting venue and more. Lehigh Valley is home to an assortment of tasteful and accommodating meeting places that won't break the bank. Take your guests to an interesting, one-of-a-kind location like *America on Wheels* in Allentown. If you're looking for an inspiring and creative feel, try the *Banana Factory* in Bethlehem. Or, for a great historical experience, book an affordable meeting at the *Sigal Museum* in Easton.

Just 90 minutes west of New York City and 60 minutes north of Philadelphia, Lehigh Valley, Pa., is easily accessible, convenient, and affordable. It's the perfect setting to take care of business.

For details, visit [800MeetHere.com](http://800MeetHere.com) or call Suzanne at 1-800-MEET-HERE for assistance in planning your meeting.

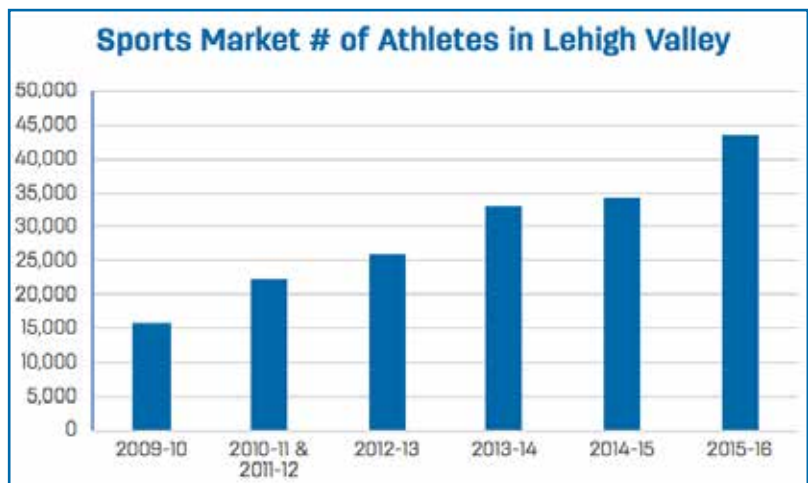


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# HITTING IT OUT OF THE PARK IS ALWAYS OUR GOAL.

THE SPORTS MARKET IN LEHIGH VALLEY CONTINUES TO BE ONE OF THE FASTEST-GROWING SEGMENTS OF ECONOMIC IMPACT FOR THE REGION. DISCOVER LEHIGH VALLEY® SPORTS WORKS HARD TO ACTIVELY PROMOTE LEHIGH VALLEY TO EVENT ORGANIZERS AS THE PERFECT PLACE TO HOLD A SPORTING EVENT OR TOURNAMENT. THE HARD WORK HAS BEEN PAYING OFF AS DISCOVER LEHIGH VALLEY SPORTS WELCOMED MORE THAN 3,200 TEAMS AND MORE THAN 43,500 ATHLETES, HOSTING MORE THAN 40 EVENTS.



## SOME OF THE EVENTS DISCOVER LEHIGH VALLEY® SPORTS HELPED ATTRACT TO THE REGION INCLUDE:

- Ultimate Frisbee Philly Invitational
- Hockey Fights MS Tournaments
- Lehigh Valley United Lou Ramos Classic Boys' & Girls' Soccer Tournaments
- PA High School Ultimate Frisbee Championship
- U.S.A. Track & Field Cross Country Club Championships
- East Coast Volleyball President's Day Classic
- A.A.U. (Amateur Athletic Union) / M.A.W.A. (Middle Atlantic Wrestling Association) Wrestling Regional Tournament
- Nittany Lion International Cross Country Cycling
- Area Auto Racing News (AARN) Indoor Racing
- U.S. Lacrosse Women's National Tournament
- U.S.A. Cycling Elite & Jr. Nationals
- Lehigh LaxFest I & II Lacrosse Tournaments
- Laxpalooza I & II Lacrosse Tournaments
- Project 120 Girls' Lacrosse Tournament





IT'S NOT ONLY THE  
DESTINATION BUT THE PEOPLE  
YOU TRAVEL WITH.



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.

**SOME OF OUR HIGHLIGHTS INCLUDE:**

- 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, Maryland Motorcoach Association, Pennsylvania Bus Association and Virginia Motorcoach Association.
- Based on prior success, Discover Lehigh Valley® was instrumental in helping “Tony Orlando’s Great American Christmas” return to the Sands® Event Center in 2016. The popular singer returned with **8 EXCITING SHOWS** throughout the holiday season.



# DISCOVERLEHIGHVALLEY.COM & LEHIGHVALLEYINSITE.COM

IMAGE-BUILDING & VISITATION-DRIVING POWERHOUSES



## DRIVING CLICKS AND ATTENDANCE TO PARTNERS

DiscoverLehighValley.com and LehighValleyInSite.com sent **thousands of clicks** to partner websites in FY 2015-16.

**25+ partners** have gained additional advertising exposure on DiscoverLehighValley.com since advertising was made possible on the site.

The websites are among the **top referrers** for many area attractions, including [Dutch Springs](#), [Historic Hotel Bethlehem](#) and [Soccerfest](#).

## CONVERTING RESIDENTS INTO AMBASSADORS

**50% of website traffic comes from Lehigh Valley.** Since Lehigh Valley caters to a growing corporate market, those users include both residents and those who work in and around the region.

On our websites, they discover new restaurants, museums, festivals, exhibitions and attractions. And since we know corporations host outside stakeholders and regional employees, these residents also book hotel rooms.

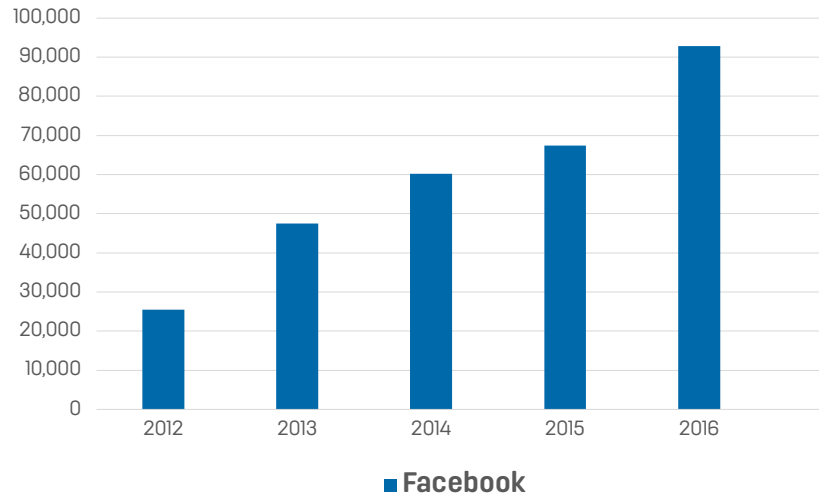
What's more, people who live in and near Lehigh Valley invite **friends and family to visit**, and act as their personal tour guides. When they use our websites, they become informed and invested ambassadors and extend Discover Lehigh Valley's digital reach even further.

# SOCIAL MEDIA

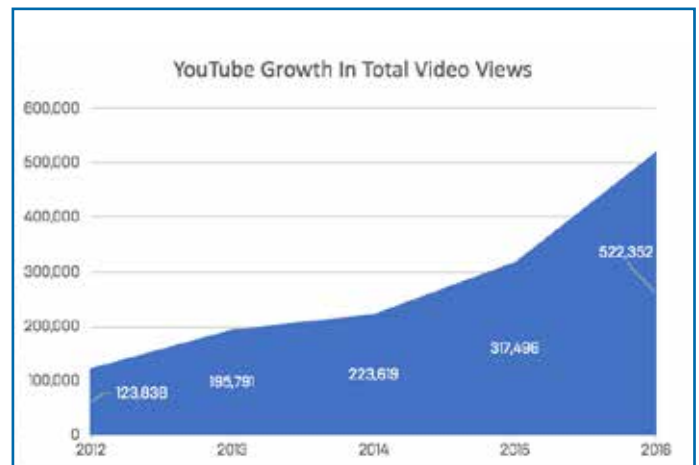
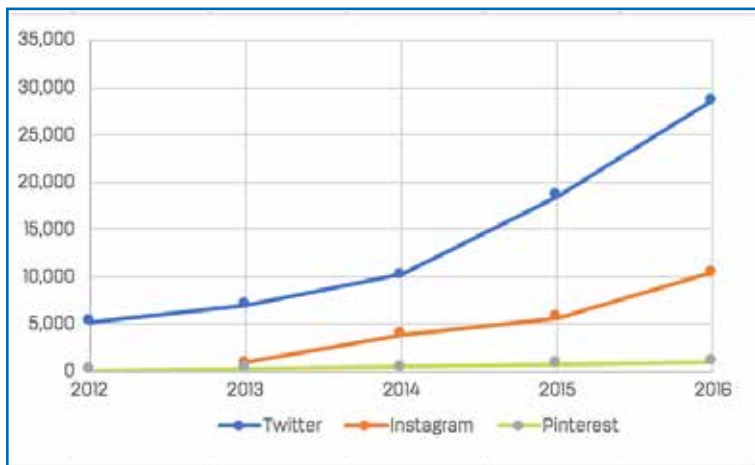
## DIRECT-TO-TRAVELER CONVERSATIONS

### How WE RANK across Pennsylvania

1. Philadelphia 872,000+
2. Pocono Mountains 277,000+
3. Lancaster 142,000+
4. Lehigh Valley 135,000+
5. Pittsburgh 78,000+
6. Bucks County 76,000+
7. Valley Forge 74,000+
8. Laurel Highlands 62,000+



**135,000 FANS and FOLLOWERS (and always growing)**



# PARTNERSHIPS DELIVER IN TRADE



## FOR US, FOR OUR PARTNERS, FOR THE LEHIGH VALLEY REGION.

**A LOOK AT OUR  
SPECIAL  
PARTNERS WHO  
HAVE HELPED  
US REACH MORE  
VISITORS WITHOUT  
IMPACTING OUR  
BOTTOM DOLLAR.**

Discover Lehigh Valley® relies on support from partners with contest giveaways, tradeshow prizes, hosting media complimentary, special event participation and free advertising on their websites / magazines / newsletters to encourage visitors to come earlier or stay longer.

This results in a stronger Lehigh Valley message to visitors with a share of voice and confidence in working together.

Aardvark Sports Shop  
Abundant Style  
America On Wheels  
Artfully Elegant  
ArtsQuest™  
assembly88  
Balanced Body Therapeutic Massage  
Bear Creek Mountain Resort  
Best Western Lehigh Valley  
Bethlehem House  
Contemporary Art Gallery  
Blue Mountain Resort  
BounceU Lehigh Valley  
Boutique at the Rink  
Buca di Beppo  
Cigars International  
Clothes Mentor  
County Seat Spirits  
Crayola Experience™  
The Crossings Premium Outlets  
The Dining Dog & Friends  
Donegal Square Celtic Imports  
Dorney Park & Wildwater Kingdom  
Dutch Springs

Easton Main Street Initiative  
Fegley's Allentown Brew Works  
Fegley's Bethlehem Brew Works  
Friendly's  
Genesis Bicycle  
Glasbern  
Hamilton District Main Street Program  
The Heritage Guild  
Historic Hotel Bethlehem  
Holiday Inn Express & Suites  
Allentown / Dorneyville  
Holiday Inn Express & Suites  
Bethlehem  
Hunterdon Hills Playhouse  
Hyatt Place Bethlehem  
Josh Early Candies  
L.L. Bean  
Lehigh University  
Lehigh Valley Grand Prix  
Lehigh Valley IronPigs  
Lehigh Valley Laser Tag  
Lehigh Valley Mall  
Lehigh Valley Zoo  
Liberty Bell Museum

McCarthy's Red Stag Pub & Whiskey Bar  
The Melting Pot  
The Mill  
Moravian Book Shop  
Paxos Restaurants  
Peeps & Co. / Just Born, Inc.  
Pennsylvania Shakespeare Festival  
Phoebe Floral  
Pocono Raceway  
Pocono Whitewater  
The Promenade Shops  
Renaissance® Allentown Hotel  
Sands® Bethlehem  
Sands Bethlehem Event Center  
The Shoppe at Hotel Bethlehem  
South Mountain Cycle & Café  
State Theatre Center for the Arts  
Staybridge Suites  
Allentown Bethlehem Airport  
The Steel Beam  
Tolino Vineyards  
Touchstone Theatre  
TownePlace Suites  
by Marriott Bethlehem / Easton

# BELIEVE THE HYPE MAKING HEADLINES!

Discover Lehigh Valley® helped generate **800 editorial stories (ad value of \$1 million)** about Lehigh Valley in fiscal year 2015-16, and we started 2016-17 with some major press. How did we do it? **Content** that highlights the wonderful Lehigh Valley stories we have to tell; a respected and often-imitated **Visiting Journalists Program**; and **media relations** where relationships with press are built, whether it's print media or electronic media.



# **A LOOK AHEAD**

NEW FACES

NEW PERSPECTIVES

NEW IDEAS ...

“TRANSITION 2016-17”



With new faces in place, new relationships, it's evident new perspectives and new ideas would result.

Discover Lehigh Valley® is focusing on 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 will bring us through a year of transition as we work to find relevancy with today's leisure and business traveler.

# 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 a new website coming 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



# PROFESSIONAL AFFILIATIONS

## General

- Destination Marketing Association International (DMAI)
- Pennsylvania Association of Travel & Tourism (PATT)
- Pennsylvania Tourism Partnership (PTP)
- Pennsylvania Restaurant & Lodging Association (PRLA)
- Mid-Atlantic Tourism Public Relations Alliance (MATPRA)
- SKAL
- U.S. Travel Association (USTA)

## Meetings

- American Society of Association Executives (ASAE)
- Hospitality Sales & Marketing Association International (HSMAI)
- 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

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## Discover Lehigh Valley Staff

- [Michael Stershic](#) - President
- [Kim Lilly](#) - Executive Vice President
- [Edward Eppler](#) - Vice President of Finance & Operations
- [Alicia Quinn](#) - Strategic Brand Manager
- [Michael Kuzy](#) - Director of Sports Travel Marketing
- [Suzanne K. Stianche](#) - National Sales Manager
- [Kaitie Burger](#) - Social Media & Communications Manager
- [Dan Ginter](#) - Partner Relations Manager
- [Jason Stershic](#) - Web Geek
- [Jamie Zackey](#) - Sales & Marketing Representative
- [Aliza Levin](#) - Sales & Marketing Representative
- [Alan Levin](#) - Distribution Manager
- [Deborah Snyder](#) - Receptionist

## 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 Area Chamber of Commerce - 201 N. Main St., Nazareth | 610-759-9188



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