



NEWS RELEASE

Contact: Kristen Oakley
kristen@visitcumberlandvalley.com
717-240-7195

Experience the Many Facets of Pennsylvania's Dutch Country Roads Region

Variety of Offerings Linked Together by Quality, Culture, and History

Harrisburg, PA – The south central area of Pennsylvania known as Dutch Country Roads is a region woven together by many strands, from its hearty cuisine to its artistic culture to its rich history.

Yet this deep-rooted tapestry encompasses a refreshing mix of old and new, where the traditional ways of the Amish and heady scent of fresh-mown hay meet the thrilling sensation of a roller coaster and rhythmic sounds of symphonies and factory tours.

Delighting in this combination of the comfortable and the contemporary, it's no wonder that travelers have made Dutch Country Roads the leading tourist region in the state, one that they enjoy returning to again and again.

Bounded by Chambersburg in the west and Reading in the east, visitors discover the essence of this land and the diversity of its offerings along roads that lead to towns and cities like Hershey, Carlisle, Gettysburg, Lancaster, York, and Harrisburg – a region that has played a vibrant role in America's story, and continues to do so today.

Guests can find out a lot about who we are and what we do – and have a good time doing it – at many of our annual and periodic **festivals and events**, such as the Pennsylvania Farm Show in Harrisburg, which is the largest indoor agricultural exposition in the U.S. The same can be said for the Kutztown Folk Festival celebrating Pennsylvania Dutch and early American folk life, as well as Chambersburg's IceFest every January.

We bring folks side-by-side with the past at numerous **history and heritage attractions** as well, from the sacred ground of Gettysburg National Military Park to a captivating ride through the Lebanon Union Canal Tunnel. Visitors can learn about U.S. involvement in various wars through the life-sized exhibits along the Army Heritage Trail in Carlisle, or explore our nation's early Revolutionary period in York's Colonial Complex.

All this activity is sure to build up an appetite. Fortunately, Dutch Country Roads is home to a delicious **culinary** tradition, full of signature dishes, as well as flavorful experiences like the Gettysburg Fruit & Wine Trail and the farmers markets that are dotted throughout Lebanon County and the rest of the region. Adding to this shared bounty is an inherent **creativity** that's bursting with top-notch shows, eye-catching artistry, and pitch-perfect music in places like the Allenberry Playhouse in Boiling Springs and the city galleries and Amish craftsmanship of Lancaster County.

If it's **family fun** you want, just head in any direction and you're sure to be rewarded in Dutch Country Roads, from the exciting rides and dazzling entertainment of Hersheypark to the Harley-Davidson plant and other fascinating factory tours in York County. Or head for our varied activities in the great **outdoors**, like the exhilarating speed of the Maple Grove Raceway in Mohnton and the year-round recreation offered at Whitetail Ski Resort in Mercersburg.

The nine counties comprising the Dutch Country Roads region – Adams, Berks, Cumberland, Dauphin, Franklin, Lancaster, Lebanon, Perry, and York – offer visitors an inviting mix of urban chic and rural beauty, as well as a convenient central location for your Pennsylvania getaway. For more information, visit www.dutchcountryroads.com.

Summary Profile of the Dutch Country Roads Region

Noteworthy Corporate Headquarters:

Armstrong (floorings, ceilings, cabinets)
Auntie Anne's Soft Pretzels
BAE Systems (defense, security, aerospace)
Boscov's Department Stores
Carpenter Technology (specialty alloys)
Charter Homes
Elite Sportswear
Giant Food Stores
HARSCO (industrial services)
The Hershey Company
Penske (transportation services)
Rite-Aid
Snyder's of Hanover Pretzels
Turkey Hill Dairy & Teas
Tyco Electronics

Our Hospitality Community:

Total number of Hotel Rooms – 29,540
Total number of Hotel and B&B properties – 335 and 222
Total number of Stadiums / Sporting Venues – 131
Total number of Wineries – 31
Total number of Farmers Markets – 41
Total number of Amusement and Theme Parks – 4
Total number of Experiential Trails (Wineries, Antiques, etc.) – 28
Total number of Golf Courses – 60
Total number of State Parks – 17
Total number of Antique Outlets – 54
Total number of Galleries – 105
Total number of Museums – 117
Total number of Restaurants – 687
Total number of Hiking / Biking Trails – 236
Total number of Theaters / Performing Arts Venues – 44

Dutch Country Roads Story Ideas:

- **Civil War Trails** - Through Pennsylvania's Civil War Trails program, communities in Adams, Berks, Cumberland, Dauphin, Franklin, Lancaster and York counties are brought together to tell the stories – not just of soldiers and cannon fire – but those of the people, the commerce and African-Americans during the Road to Harrisburg and the Road to Gettysburg, two major campaigns that became the turning point of the American Civil War.
- **Experience the Wines & Brews of the Dutch Country Roads** - The south central area of Pennsylvania known as Dutch Country Roads is a region woven together in many ways, especially its local food and drink. Adding to this shared bounty is a growing mix of wineries and breweries, from Chambersburg to Reading, which provide a perfect opportunity to explore the region's cuisine, culture, and history.
- **Explore Pennsylvania's Majestic Beauty in the Dutch Country Roads** - The Dutch Country Roads Region features many internationally recognized attractions – the Amish in Lancaster, Hersheypark, and the famous Civil War battlefield at Gettysburg, but its outdoor adventure is its biggest hidden treasure.
- **Holiday Travels to Dutch Country Roads** - Over the Susquehanna River and through the Valley to Dutch Country Roads we go. Mix it up and travel to each destination for the perfect holiday experience. You'll find authentic Christmas cheer, cozy accommodations, eclectic shopping, parades galore, awe-inspiring light displays and New Year's celebrations.
- **Work Up an Appetite as you Travel the Trails** - Savor local cuisine paired with fantastic views as you pedal your way through PA's #1 tourist region, Dutch Country Roads! As you travel across the region you'll get an up close look at preserved farms, historic landscapes, picturesque pastures, quaint towns, friendly farmer's markets and much more.

THE FOLLOWING PHOTOS ARE AVAILABLE FOR THE **BIKE & BITE** NEWS RELEASE



Rail Trail (at Four Springs)_YCCVB.jpg



Cumberland Hiker-Biker Trail_CVVB.jpg



Crossroads Historic Chbg Biker_FCVB.jpg



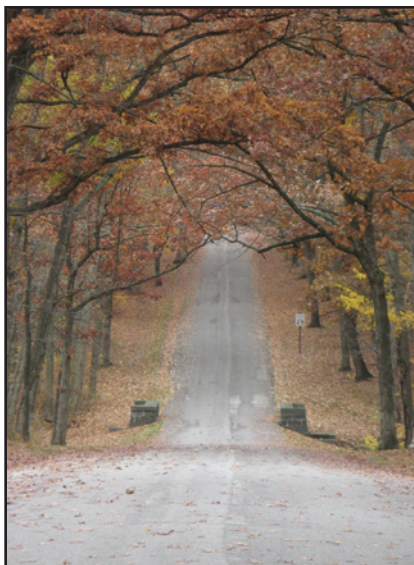
Greenbelt Trail_HHRVB.jpg



Lancaster Co Biking_PADCVB.jpg



Lebanon Rails-to-Trails_LebVB.jpg



Bike & Bite_GCVB.jpg



Blue Marsh Trail_GRCVB.jpg

THE FOLLOWING PHOTOS ARE AVAILABLE FOR THE **HOLIDAY** NEWS RELEASE



Christmas Magic_YCCVB.jpg



Floating Tree on Children's Lake_CVVB.jpg



Hershey Christmas Candylane_HHRVB.jpg



Christmas View_FCVB.jpg



Koziars Christmas Village_GRCVB.jpg



Tuba Carol Fest_GCVB.jpg



Natl Christmas Ctr_PADCVB.jpg

THE FOLLOWING PHOTOS ARE AVAILABLE FOR THE **WINERIES/BREWERIES** NEWS RELEASE



Four Springs Winery_YCCVB.jpg



Hunters Valley_HHRVB.jpg



Clover Hills Vineyard_GRCVB.jpg



Hauser Estate Winery_GCVB.jpg



Lancaster Brewing Co_PADCVB.JPG



Market Cross Brewery_CVVB.jpg

THE FOLLOWING PHOTOS ARE AVAILABLE FOR THE **CIVIL WAR TRAILS** NEWS RELEASE



Rail Trail Hanover Junction_YCCVB.jpg



Army Heritage Day_CVVB.jpg



Natl Civil War Museum Exhibit_HHRVB.jpg



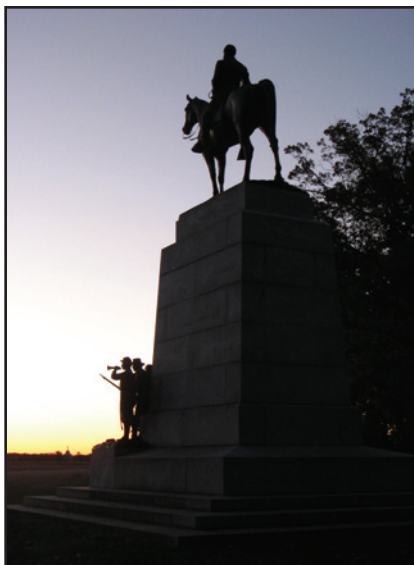
Civil War Soldier - Memorial Fountain_FCVB.jpg



Columbia-Wrightsville Bridge_PADCVB.jpg



Civil War Reenactment _GRCVB.jpg



Virginia Monument_GCVB.jpg

THE FOLLOWING PHOTOS ARE AVAILABLE FOR THE **STATE PARKS/HIKING** NEWS RELEASE



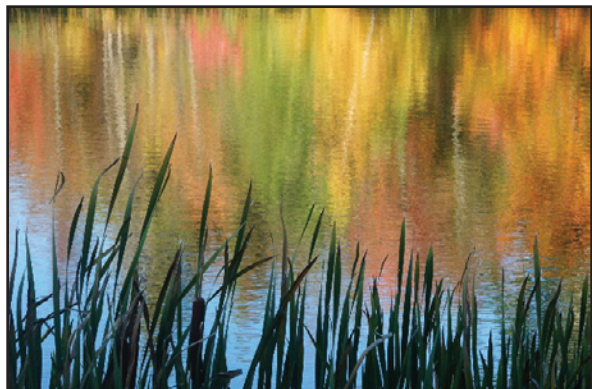
Little Buffalo State Park_HHRVB.jpg



Pine Grove Furnace State Park_CVVB.jpg



Hawk Mountain Sanctuary_GRCVB.jpg



Strawberry Hill_GCVB.jpg



Caledonia State Park_FCVB.jpg



Chickies Rock_PADCVB.jpg



Sam Lewis State Park_YCCVB.jpg



Middlecreek_LebVB.jpg