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Unique shopping story opportunities await in Pennsylvania Dutch Country!

August 2007



Pennsylvania Dutch Convention & Visitors Bureau

### **Greetings from Lancaster County!**

## **Go beyond that traditional holiday shopping story - come to Lancaster County!**

Your editor calls for it each year – come up with a holiday shopping travel piece that's good for folks looking for a weekend getaway. This year, rather than battling crowds, long lines, and the never-ending search for a parking place at the malls, locate your story in Lancaster County, PA – where you can avoid all of the above and return with a fresh new story that's chock full of tips, strategies, and some great areas to explore this season.

In Lancaster County, gift ideas range from one-of-a-kind Amish quilts to top-of-the-line art from internationally-known artists who make their homes/studios along the banks of the Susquehanna River. And it doesn't stop there. Lancaster County is home to some of the best canning recipes in the world – perfect for the edible gifts for around the office, as well as to regional pottery, crafts, and other techniques you won't find anywhere else. You won't find folks shopping for ties or aftershave as gifts here! Oh – and if you're a traditionalist – don't fear. We've got more than 200 top designer outlet stores (and remember, no sales tax on clothing in PA!) to browse.

What's more – it's all in the bucolic countryside of Pennsylvania Dutch Country – where the miles of rolling countryside, Amish farmlands, and scenic beauty can't help but take away some of the stress of finding the perfect gift. To get visitors in the holiday mood, encourage them to take some time away from shopping and stop by the National Christmas Center, enjoy a holiday stage presentation, or relax with an afternoon at the spa. While you're here working on your story – you can experience it all. And during your research, if you want to pick up a few gifts for your own shopping list – don't worry. Your secret's safe with us.



## Your trip could include:

**Lodging:** Whether your focus is on finding great deals on a budget or turning a holiday shopping extravaganza into a luxurious weekend away, Lancaster County's lodging opportunities cater to all. From top [hotels](#) to more than 150 [B&Bs](#) from which to choose, we've got something for everyone! Complimentary or media rate lodging (based on availability) is always available for journalists on assignment.

**Quilt & Craft shops:** If you're seeking to focus on those one-of-a-kind [Amish crafts](#) you can only find here in Lancaster, we'll guide you to some of the very best. Talk with [quilters](#) themselves to see just what folks are looking for!

**Arts & Antiques:** This is the fastest-growing segment of Lancaster County! Explore funky [downtown galleries](#) or meet with artists along the river. Visit one of the top [antiquing](#) destinations in the country and discover what makes a good gift.

**Factory Outlets:** We've got all the top names – from Coach to Pottery Barn to Bose to Gap – and all at a fraction of the price you'd find at the mall. Combine that with no sales tax on clothing, and there are all kinds of bargains to be had. While you're researching your options for your story, we'll even throw in some shopping coupons for you.

**Side Trips:** All shopping and no play's no fun, right? Here in Lancaster County, encourage your readers to take a few hours away from their shopping lists and stop in to enjoy some seasonal favorites. From the [National Christmas Center](#) to [theatre](#) to [wineries](#) to learning more about the [Amish](#), there's plenty to see and do. And if your readers just want to relax, there are plenty of [spas](#) or relaxing [dining](#) options too!



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## Arranging Your Press Trip

Trips are open to qualified journalists on assignment or with regular placements. Complimentary or media rate lodging, admission to attractions and tours, and some meals are included. Transportation to/from Lancaster County is not included.

For more information on this exclusive press trip opportunity or to develop a personalized itinerary for your visit, contact:

**Cara O'Donnell, Media Relations Manager**  
Pennsylvania Dutch Convention & Visitors Bureau  
800-324-1518 | e-mail [codonnell@padutchcountry.com](mailto:codonnell@padutchcountry.com).

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Pennsylvania Dutch Convention & Visitors Bureau  
501 Greenfield Rd. / Lancaster, PA 17601 / 1-800-PADUTCH / [www.padutchcountry.com](http://www.padutchcountry.com)

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