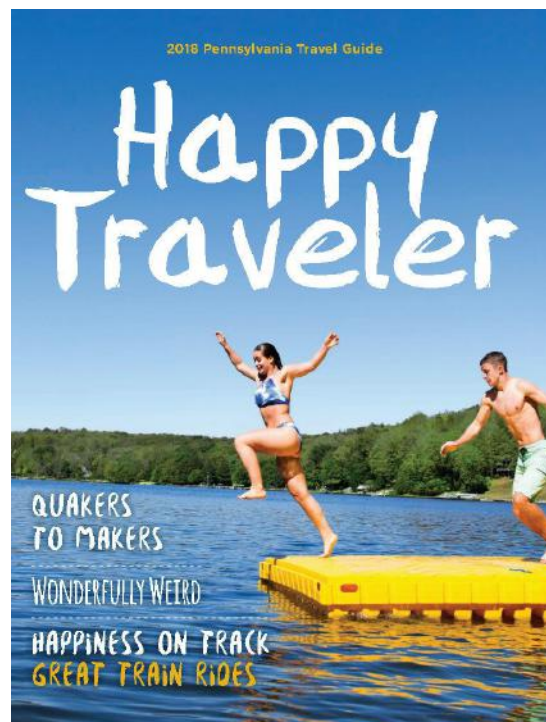




2018 Happy Traveler Pennsylvania Travel Guide

Greetings Friends,

The Pennsylvania Tourism Office is thrilled to announce the release of the *2018 Happy Traveler* guide, a resource to encourage and inspire avid travelers to pursue their happiness in Pennsylvania, no matter where their compass may take them next. From makerspaces and lakes to trains and all things wonderfully weird (plus a crossword “Puzzlevania,” of course!), the guide is an overstuffed suitcase of adventures waiting to be had.



We have prepared the following resources to help you share the Happy Traveler:

- **Outreach Content** – to inspire your own outreach efforts we have provided sample content which you may modify to suit the needs of your region
 - **Social Media Messages**
 - **Social Media Banners**
 - **Links & Other Happy Traveler Resources**

SOCIAL MEDIA

Joining the larger celebration is easy on social media! We are sharing a number of our own social media campaign ideas and will be on the lookout for #PAHappySnaps and #PATravelHappy making an appearance on your channels.

visitPA's Social Media Channels Ideal for Promoting the Happy Traveler



facebook.com/visitPA



instagram.com/visit_PA



twitter.com/visitPA

BRANDED HASHTAGS

Use #PAHappySnaps and #PATravelHappy to join our celebration and to see how people are pursuing their happiness here in the Keystone State. Keep an eye out for visitPA's content, and feel free to share!

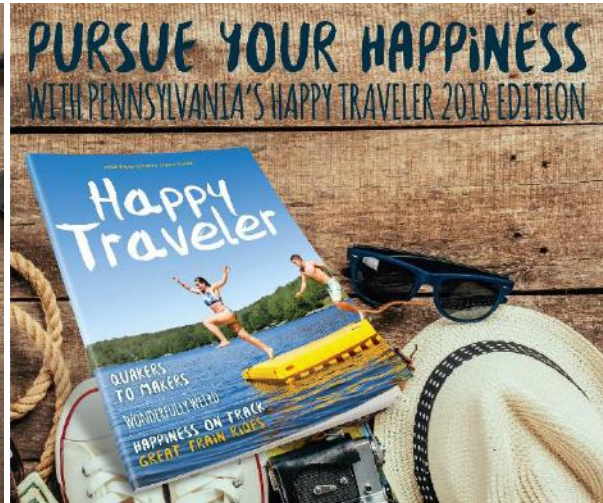
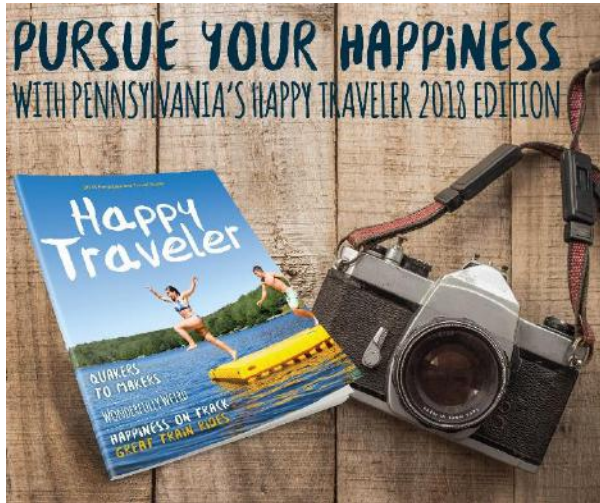
SAMPLE SOCIAL MEDIA MESSAGES

- It's here! Download the 2018 Happy Traveler guide from visitPA.com and get started on the ultimate bucket list for the new year! #PATravelHappy <http://bit.ly/2018HappyTraveler>
- Have you checked out the 2018 Happy Traveler guide? Grab your copy today for the scoop on culinary experiences, outdoor adventures, and historic attractions you won't want to miss. <http://bit.ly/2018HappyTraveler>
- History buff? The 2018 Happy Traveler guide has the haunted historic attractions you have to see, plus tips for where to go next: <http://bit.ly/2018HappyTraveler>
- ♥ the great outdoors? Three words: Happy Traveler Guide. <http://bit.ly/2018HappyTraveler> #PATravelHappy
- Don't forget to tag your selfies across the state with #PAHappySnaps for a chance to be featured by @visit_PA on Instagram!
- Planning your 2018 vacation? We have got you covered! Check out our 2018 events in the latest edition of the Happy Traveler Guide: <http://ow.ly/vYZz30hBA9r> #PATravelHappy
- Choo, Choo – All Aboard! 🚂 Check out these historic railroads in the newest edition of the Happy Traveler Guide. Ready, set, be inspired: <http://ow.ly/vYZz30hBA9r>

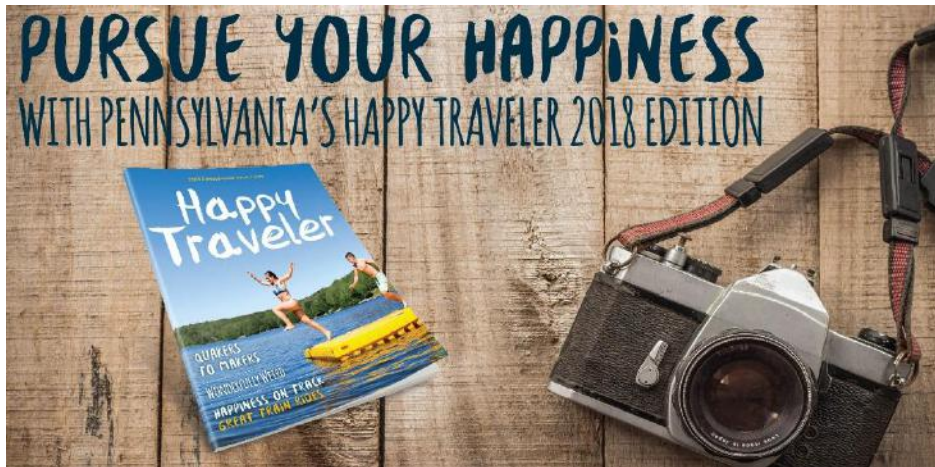
SOCIAL MEDIA BANNERS

The following social media banners are available for you to use on your social media channels — the individual .jpg files are separate attachments. To download, right-click on the image and choose to save the image from the pop-up menu.

Facebook



Twitter



HAPPY TRAVELER RESOURCES

To spread the word among your audience, please refer to the below links and additional assets. These are applicable even outside of the Happy Traveler, so stay in touch all year!

The *Happy Traveler* is available in two places:

- Digitally at visitPA.com:
[http://digital.milespartnership.com/publication/?i=453955&p=&pn=#{\"issue_id\":453955,\"page\":0}](http://digital.milespartnership.com/publication/?i=453955&p=&pn=#{\)
- In print by calling 1-800-VISIT-PA or by filling out the webform on visitPA.com

Travelers are encouraged to explore *Happy Traveler* content and share their experiences across visitPA's social media channels using the hashtags #PAHappySnaps and #PATravelHappy.



Facebook: facebook.com/visitPA

Twitter: twitter.com/visitPA

Instagram: instagram.com/visit_pa

Pinterest: pinterest.com/visitPA

YouTube: youtube.com/visitPA

For additional inspiration, articles and information, explore our resources on visitPA.com, [sign up for our Happy Thoughts newsletter](#), or visit our blog PAHappyThoughts.com which is filled with videos, lists and plenty of ideas for every type of traveler.

NEWSLETTER CONTENT

To spread the word among your audience, you can include the content below in your next newsletter or e-blast.

Title: [Destination Name] Featured in 2018 Happy Traveler Guide

Image suggestion: Featured attraction of activity

The Pennsylvania Tourism Office has released the 2018 *Happy Traveler* state travel guide, which includes destinations from right here in [Destination Name] like [Local Features].

In addition to round-ups of quirky attractions, maple events and makerspaces across the state, the guide comes equipped with a choose-your-own adventure chart, a crossword “Puzzlevania” and a beer/wine/spirits feature that will have you wishing for 5 p.m. Lakes, train rides, and time-honored traditions are overflowing from the guide, just waiting to make their way onto your PA bucket list for 2018.

You can download the guide for free at visitPA.com: <http://visitpa.com/request-pennsylvania-happy-traveler-guide> or request a printed version by calling 1-800-VISIT-PA, or by filling out the webform on [visitPA.com](http://visitpa.com).

Don't forget to share your own experiences on social media using #PAHappySnaps and #PATravelHappy. Happy traveling!

FUN FACTS

The following facts may help as you promote Pennsylvania tourism and our Pursue Your Happiness brand, and, it may just make you the hit of your next dinner party.

Life. Liberty. The pursuit of happiness. We take these words to heart. Not only are they American ideals – in Pennsylvania, they're the very keystones of our way of life. So when you visit, we welcome you to pursue your own version of happiness, whether that means dropping a fishing line into one of our crystalline lakes, retracing historic moments on the battlefield, discovering an off-the-beaten-path eatery along one of our small town main streets, or setting up camp in a fantastic state park. It's all here, just waiting to be explored.

- **State Slogan: Pursue Your Happiness**

On March 8, 2016, it was declared that whoever you are, no matter what you love to do, know that happiness is Pennsylvania's keystone. It always has been. It lives in our historic treasures. Our dynamic urban spaces. Our greater-than-great outdoors. Life. Liberty. The pursuit of happiness. In Pennsylvania, we hold these truths to be as self-evident today as they were in 1776. [Learn more.](#)

- **State Motto**

Virtue, Liberty, and Independence

- **The Keystone State**

A "keystone" is a central, wedge-shaped stone which holds all the other stones of a structure in place to form an arch. In early America, Pennsylvania played a vital geographic and strategic role in holding together the states of the newly formed Union. Today, Pennsylvania continues to be of key importance to the social, economic and political development of the United States.

- **The Commonwealth**

Pennsylvania is officially a Commonwealth, a word which comes from Old English and means the "common weal" or well-being of the public. In Pennsylvania, all legal processes are carried out in the name of the Commonwealth, although the word does not appear on the State Seal.

- **The full list**

[You can discover everything from the state dog to the official fossil at http://visitpa.com/pennsylvania-facts-history \(and get ready for karaoke with our state song!\)](#)