

2022 IMPACT
DISCOVER COLUMBIA

FREEDOM

HOME



[FREEDOMHOMEPA.COM](https://freedomhomepa.com)



— *About*

1876 Civil War Era Mansion. Sleeps 10.



Justin and Whitney Rule are the owners, hosts, and managers of Freedom Home. They are the founders and the operating team of Discover Columbia LLC - which purchased the historic 1876 mansion in June of 2022.

The home boasts 3,300 SF of history across 14 rooms and is located directly across from the Mount Bethel Cemetery - just a short walk through historic homes and quiet streets from the retailers, shops, eateries, museums, parks, and the library.

The Freedom Home has 5 dedicated off-street parking spots for guests who stay overnight just steps away at the CVS parking lot. Its unique historical features and grandiose decor has been featured in local and national news as a destination for history buffs, antique hunters, outdoor enthusiasts, as well as a destination for brides, east coast travelers, and visiting athletic teams.

— *Facts*

By The Numbers

Freedom Home has boosted local tourism, commerce, and awareness of Columbia's unique river town across the country.

July-December 2022

- 57 Nights Booked
- 21 Total Unique Groups
- 2 Average Night Stay Length
- 6 Average Group Size
- \$23,328 Local Food \$\$ Spent In Columbia
- \$6,300 Local Gift/Entertainment \$\$ Spent
- 23 Local Businesses Engaged
- 432 Total Meals Eaten Out

Social/Press

- 123 National News Articles
- 295 YouTube Channel Video Views
- 186 Social Follows @FreedomHomePA
- 52,000+ Celebrity YouTube Views ([Sample](#))
- 3 Local News Articles & Spotlights
- 10 5-Star Google Reviews
- 18 5-Star AirBnB Reviews / SuperHost



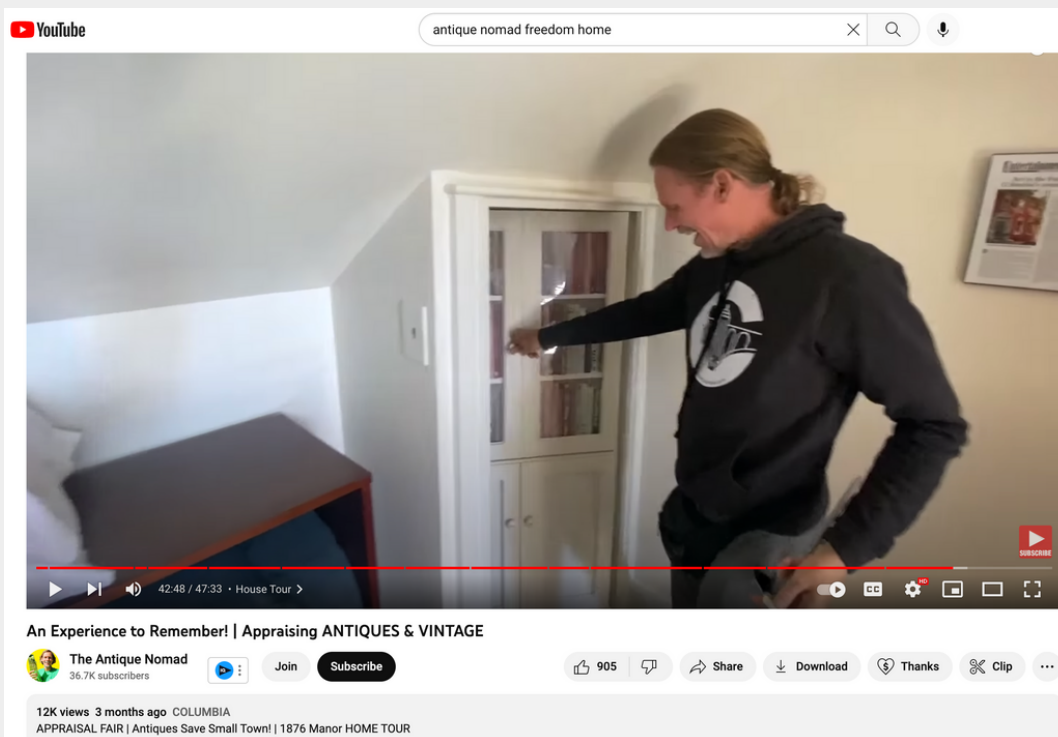
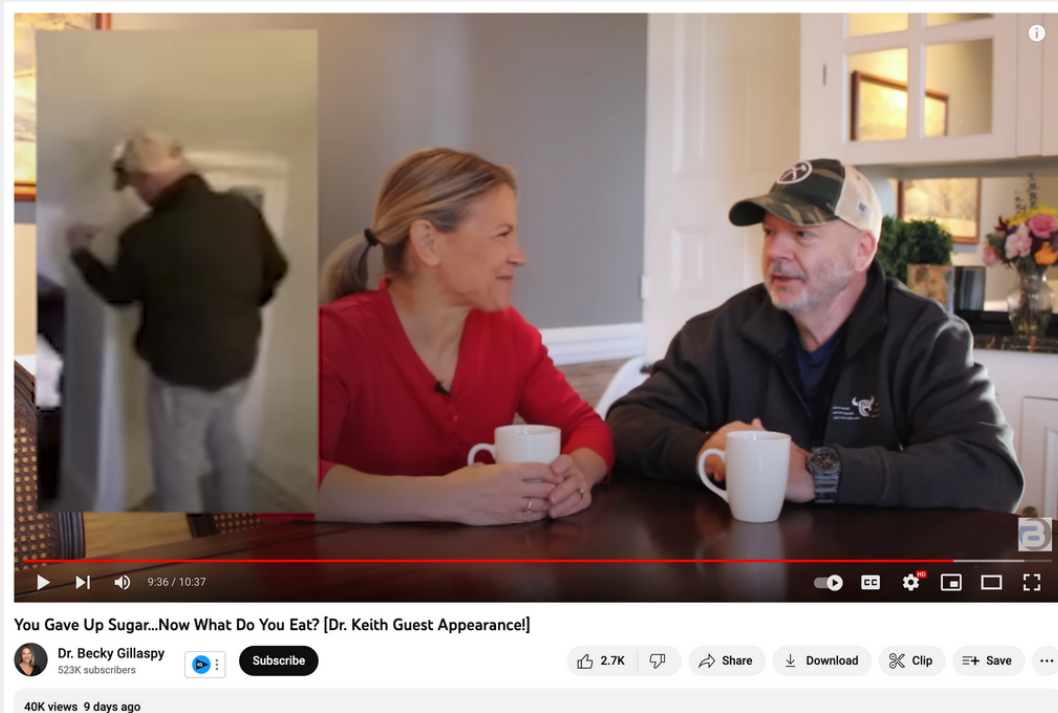
— *Local and Tourism News*

Global Culture Review		Arts, Society & Me	
World of Culture Times		Culture Watch Update	
Channel One Style		The Online Culture Channel	
Society Arts & Culture		My Guide to Lifestyle	
Books, Poets, and Cats		Today in Travel	
Tourism Press Releases		Transportation Daily Observer	
Global Traveler Today		The Global Tourist Times	
Travel Guide Times		Travel News Times	
Tourism Industry News Online		Want to Take a	

— National and International Press

RFD-TV Nashville (NE)		KMLK (AR)	
COWBOY (TX)		CENTRALNCN (NE)	
SNN (NE)		NORTHEASTNCN (NE)	
THE PODCAST PARK (GA)		WCNN (GA)	
WPGX (FL)		WSHV (VA)	
PLATTEVALLEYNCN (NE)		RiverCountry (NE)	
SOUTHEASTNCN (NE)		FOX 40 WICZ-TV Binghamton (NY)	
WWZW (VA)		WHLF (VA)	
WKSX (VA)		WLUS (VA)	
WMPW (NC)		WTNZ (TN)	
WWDN (NC)		PANHANDLENCN (NE)	
WFOM (GA)		PR Wire India	
The Madras Tribune		International News Ledger	
World Report Monitor		Global Reporter Journal	
World Online News Reports		One World Daily Brief	

— *YouTube Awareness and Promo*



Local Business Promo

Freedom Home Guests Receive:



Place To Visit Guide

A digital magazine and Discover Columbia Guide to local hotspots, events, insider contact info, and tips to enjoy the local scene.

Free Gift Cards & DC Gear

Depending on the guests interests and plans, Freedom Home guests receive a personal note with stickers, t-shirts, maps, brochures, and gift cards from local businesses to help them engage the local places of commerce and make a more memorable experience.





Economic Impact 2022

+\$229 per guest

In 2022 with just 6 months of business between July and December, the total guests who stayed were 129 with a total spend at local shops, eateries, and experiences being approximately \$29,628 - which is an average additional revenue of +\$229 per guest to our local downtown economy.

By connecting guests with local events, business owners, historical places, and exciting experiences, Columbia becomes known for its unique charm - and more people will add a stop to our rivertown on their travels.

The result will be economic growth.



Lucia Gagnon

5 reviews · 6 photos

★★★★★ 2 months ago

This summer my tennis team stayed at the Freedom House for our tournament weekend. From the start of reservation process and throughout the stay Justin was attentive and made the process a breeze. Check in was easy and Justin had tips for ... [More](#)



Like

Response from the owner 2 months ago

So glad you enjoyed the tour, the town, and that your whole group loved the home. Excited to host again and can't wait to share more of Columbia with the world 🌟



Mary Kate Skehan

2 reviews · 4 photos

★★★★★ 2 months ago

I had a wonderful bachelorette weekend at the Freedom Home in Columbia. My friends and I were so comfortable and the home is well stocked with everything we could need! Everyone slept very well in the quiet, cozy house. The hosts were very hospitable and helpful. Thank you for a wonderful stay! ... [More](#)



Like

Response from the owner 2 months ago

Mary Kate so glad you came to visit #ColumbiaPA and stayed with us!

★ 5.0 · 18 reviews

Cleanliness	5.0
Accuracy	5.0
Communication	5.0
Location	5.0
Check-in	5.0
Value	5.0

Q Search reviews



Karen

December 2022

Spectacular! Everything about this host and home is beyond phenomenal. Justin met us at the home when we arrived to warmly welcome us to his home. He gave us an amazing tour of this historical property and shared so much fascinating information.

We rented this home as a home base for my daughter's wedding at Lauxmont Farms, just across the bridge in Wrightsville. It was THE PERFECT place for the bridal party to get ready, for incredible photography and a tearful emotional first look in the intimate and cozy back yard.

Cant say enough great things about Justin and this house. We will definitely be back in the future to simply enjoy the home and all that Columbia has to offer visitors to the town.



Keith

November 2022

We had an amazing stay at the Freedom Home and would recommend it to anyone looking for that over-the-top experience. Lots of history, beautiful architecture and craftsmanship, every room is a "wow". Good food nearby, shops, an antique mall, you name it, Columbia can probably provide it. Wish we could have stayed longer!



Response from Justin

November 2022

Keith and Becky - so glad you could get away... and so glad you LOVED it! We loved having you and are so excited to share our historic home and town... come back anytime! You were great guests.

5 Stars

Superhost Status AirBnB

Guests
constantly
describe their
visit as a
"memorable
experience" and
are amazed at
our history.

All guests are left with a professionally designed brochure and ways to connect to revisit and rebook their stay.



FREEDOM HOME

Visit FreedomHomePA.com to
book a stay - or
DiscoverColumbia.com to learn
more about our town.

717-371-7041
freedomhomepa@gmail.com
FreedomHomePA.com