

12-MONTH IMPACT : AUG 2022 - AUG 2023

DISCOVER COLUMBIA

# FREEDOM

HOME



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



*Discover*  
**COLUMBIA**

— *About*

# 1876 Historic Home Gathering Place for Family & Friends



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, microbreweries, museums, parks, and the local 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.



# — Local and Tourism News



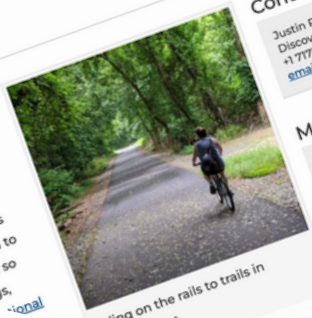
## Rails To Trails brings thousands to Columbia, PA in Lancaster County

NEWS PROVIDED BY Launch Kits  
May 23, 2023, 06:47 GMT

York and Lancaster County Rails To Trails are growing and will soon connect providing hundreds of miles of trail - bolstering tourism, recreation and business.

COLUMBIA, PENNSYLVANIA, UNITED STATES, May 23, 2023/EINPresswire.com/ -- Over 14 miles of continuous trails have brought locals and tourists to the Columbia, PA, area to explore historic downtown, its abundance of nature, and so much more. Through the support of Columbia Crossings,

“Bikes, walkers, and runners on the rails to trails pathways are helping the local economy grow by



Riding on the rails to trails in Columbia, PA

### Contact

Justin Rule  
Discover Columbia  
+1 7173717041  
[email us here](#)

### More From This Source

- [This new website team is changing how small businesses go live online](#)
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- [Rails To Trails brings thousands to Columbia, PA in Lancaster County](#)
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## Columbia/Hellam/Wrightsville MERCHANDISE

### “Come Fall In Love With Columbia”

## Columbia, PA, emerging as Lancaster County's new tourism destination

NEWS PROVIDED BY Launch Kits  
May 20, 2023, 14:28 GMT

## Unique property on Airbnb to promote Columbia



Updated: 7:33 AM EDT Jul 26, 2022  
Infinite Scroll Enabled



ism industry is seeing a new heading; Columbia, PA, is m destination.

ED STATES, May 20, County's tourism industry are heading; **Columbia**, tination locals and out- ' that trend looks to nue into future sts.

'businesses, activities, and



Foggy morning on Susquehanna River in Columbia, PA

### SHARE THIS ARTICLE

### Contact




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**FREEDOM HOME : 12 MONTHS IMPACT**

— *National and International Press*

Small Business News Watch		Central Europe Online	
Innovation & Entrepreneurs News		WSYR ABC 9 Syracuse (NY)	
WGNO ABC 26 New Orleans (LA)		WPIX CW 11 New York City (NY)	
WFXR FOX 27 Roanoke (VA)		KTXL FOX 40 Sacramento (CA)	
WBOY ABC/NBC 12 Clarksburg (WV)		WIVT ABC 34 Binghamton (NY)	
WTNZ FOX 43 Knoxville (TN)		WRBL CBS 3 Columbus (GA)	
WTWO NBC 2 Terre Haute (IN)		WJW FOX 8 Cleveland (OH)	
Society Arts & Culture		Transportation Daily Observer	
Travel News Times		Advertising Industry Review	
Advertising Today		Transportation World Report	
MarCom Europe		International Travel Newswire	
Global Culture Review		World of Culture Times	
Advertising Press Releases		Global Travel Network News	
So You Want to Take a Vacation?		Books, Poets, and Cats	
Lifestyle Press Releases		Today in Travel	
Travel Industry Times		MarCom America	
Tourism Press Releases		Channel One Style	

# — YouTube Awareness and Promo

discover columbia pa

**Discover Columbia - Visit Columbia PA**  
566 views · 9 months ago  
Discover Columbia  
EXPLORE. EXPERIENCE. DISCOVER. Wait till you hear how this amazing rivertown found its way into the most significant events ...  
4K

**One Day in Columbia PA: A Revived Rivertown**  
320 views · 2 months ago  
Discover Columbia  
4K

**Discover Columbia, PA with us! #discoverlancaster #travel #lancasterpennsylvania**  
165 views · 1 month ago  
Discover Lancaster  
Come spend a day in Columbia, Pa! Today's Itinerary: 1. Brunch at @mollys\_of\_marietta 2. The view at Breezyview Overlook at ...

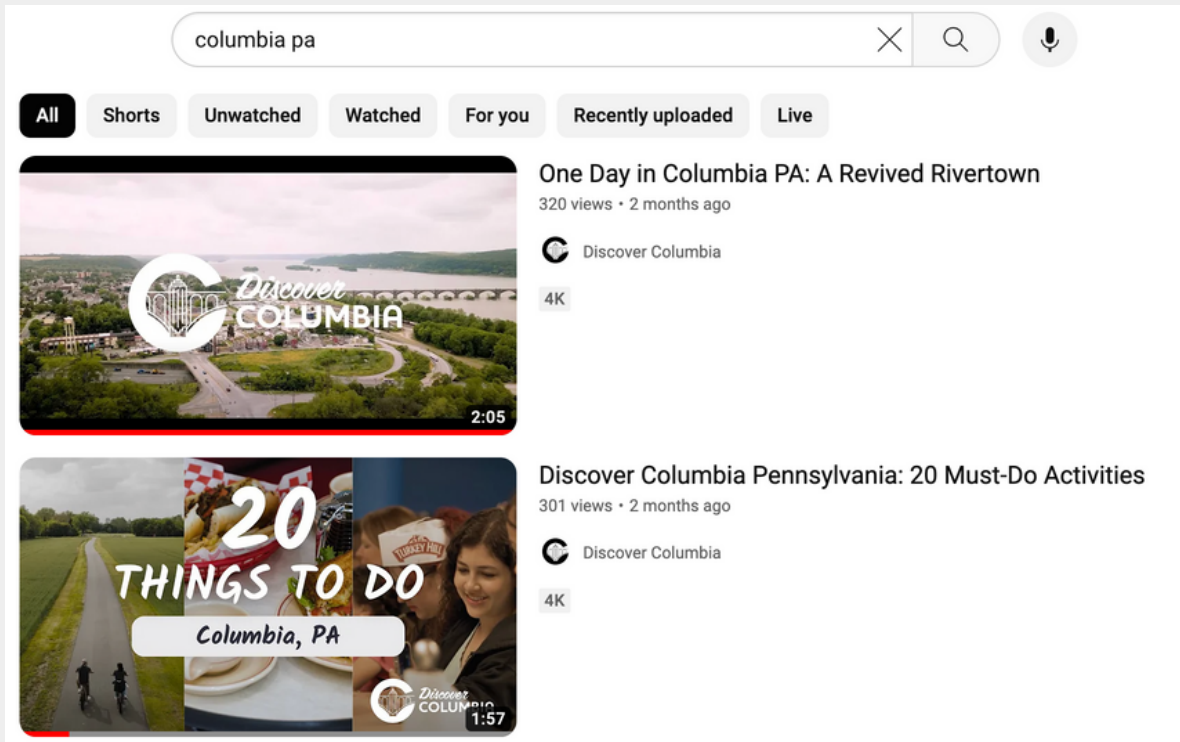
**Freedom Home PA Vacation Home Rental - Discover Columbia PA**  
244 views · 9 months ago  
Discover Columbia  
The home was built by William Hougentogler who actually served in the Civil War, then returned to Columbia where he continued ...  
4K

**Discover Columbia Pennsylvania: 20 Must-Do Activities**  
301 views · 2 months ago  
Discover Columbia  
4K

**"Discover the Beauty of Columbia Pennsylvania - This You Have to See!"**  
150 views · 4 months ago  
Discover Columbia  
In this video, we'll show you some of the most beautiful scenery in Columbia Pennsylvania. From the historic district to the ...



## — *FIRST on YouTube for Columbia, PA*



# Why does it matter?

YouTube is the second most used search engine on the planet - 2nd to Google.

Just one year ago, when you searched "Columbia PA" on YouTube, you were shown a video of someone driving through our town in sections of the town that were struggling as they commented on its run down facades and poor appearance.

While every small town has places that are not as far along as others in facades, home care, street maintenance or appearance - the reality is that our definition is not 'what we are not' but rather 'who we are.'

So our efforts to shape the expectations and conversations about Columbia, PA to those seeking to visit, plant a business, establish their home, or just to come and enjoy a hike or a business meeting on the road *all begin with the story we tell.*

***Perceptions are ones reality unless they are shaped by new experiences.***

## Local Business Promo

# Freedom Home Guests Receive:



### Place To Visit Guide & Tips

- Digital Version
- Print Brochures
- Gift Cards To Local Shops

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

Custom tours, catering requests, and dinner reservations are also made for guests ahead of their stay if requested!

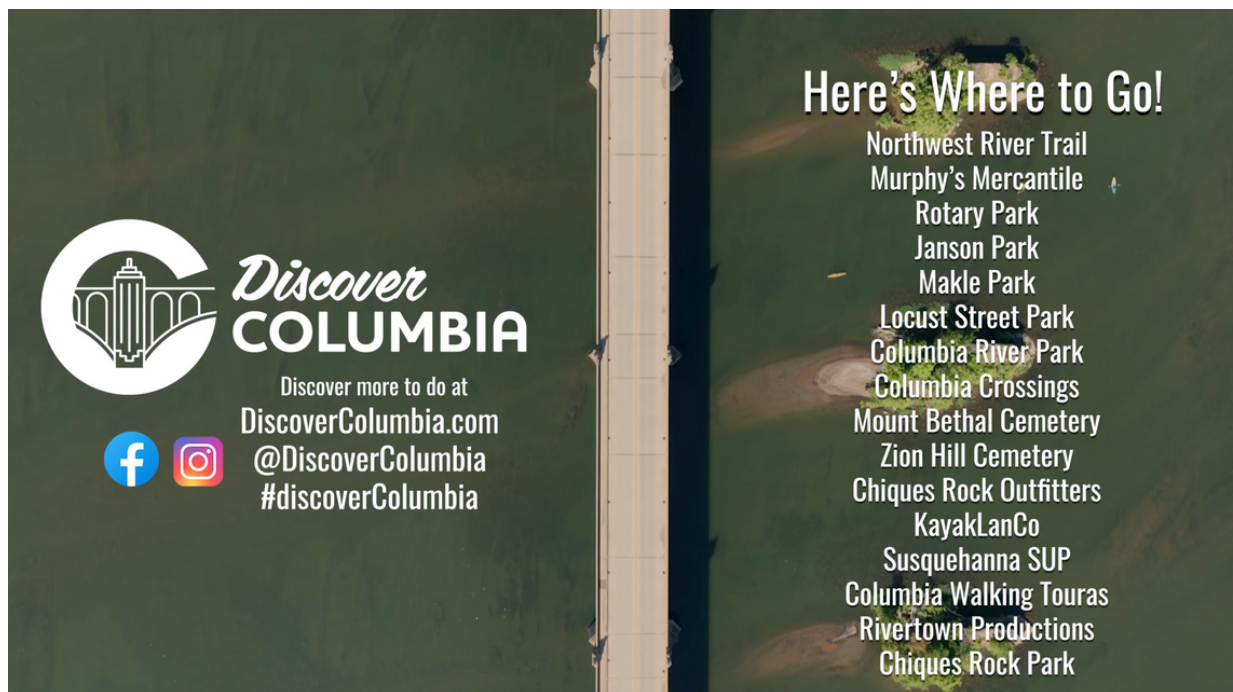
### Free Gift Cards & DC Gear

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



*Lifting ALL Local Businesses*

# Everyone wins when Columbia wins



## **Sharing the love and spreading the story**

When visitors come to Columbia and stay at Freedom Home, they always leave notes about how surprised they were at the charm, views, diversity of businesses and experiences, and their love of the small town vibe.

So our investment in video, photo, and social content creation online seeks to spread the awareness of all the businesses that make our town a great destination for friends and family to gather together.

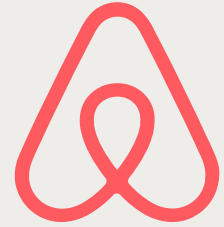
As we continue to write and promote articles online, invest in video promotions, and create engaging visual representations of Columbia on merch and print materials, we are seeking to both define and introduce our town to the world.



Freedom Home was the ideal setting to reconnect with friends for a surprise birthday party/reunion! The house itself is so big and fun to explore! It is beautiful, spacious, and quiet, and had all we needed, even the fresh sage in the back yard. Kitchen, game closet, linens and toiletries all well stocked. Columbia has no shortage of things to learn and do. The weather was beautiful, so we chose outdoor activities. We made memories cooking delicious meals together, biking the path along the river, hiking Chickies Rock Trail, and even did some antiquing. After all the activity, it was so nice to come "home" and feel comfy, cozy, and refreshed at Freedom Home.



5 Star Google Reviews



Superhost Status AirBnB

Had the opportunity to visit the Freedom Home in Columbia. Justin offered great communication and was accommodating with arrival plans. I had folks from 3 states converging to Freedom Home. Off street parking was convenient and close by. The fenced in back yard made enjoying the beautiful weather super easy and provided privacy.

Entire home from the front entrance to the kitchen was beautifully furnished and invitingly clean. Soft towels for hands/makeup/showers were set out and ready for service.

Just spent a wonderful weekend with friends at the Freedom Home. The house was beautiful and had so much interesting history. Additionally, it was located within walking distance to just about everything. Because of the beautiful weather, we took advantage of the trail along the river. During the next stay, I look forward to trying more of the local cafes and shops. Couldn't ask for better hosts!

★ 5.0 · 26 reviews

Cleanliness	_____ 5.0	Accuracy	_____ 5.0
Communication	_____ 5.0	Location	_____ 4.9
Check-in	_____ 5.0	Value	_____ 5.0

 **Linda**  
August 2023

Justin is a wonderful host. He met us in person and gave us a tour of the house and a short history. He was very easy to communicate with before and after check-in. The house is...

[Show more](#) >

 **Tahir**  
August 2023

Justin was a great host and the home was a lovely place for my whole family to stay.

 **Alisa**  
August 2023

Awesome house, great communication. Definitely would recommend and hope to return.


 **Brian**  
July 2023

The Freedom House was perfect for my family's visit to Columbia and Lancaster. The home is spacious, beautiful, and has tons of historic charm....

[Show more](#) >

 **Chris**  
July 2023

Great location, awesome property and Justin is an excellent host!

 **Jason**  
July 2023

We stayed at Justin's place for a basketball tournament. Justin was the most communicative host I've encountered. He kept an open line of communication to ensure we were enjoying o...

[Show more](#) >

## Common words:

- beautiful
- outdoors
- antiques
- biking
- hiking
- family
- charm

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

— *Facts*

# By The Numbers

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

Aug 2022–Aug 2023

- 227** Nights Booked
- 31** Total Unique Groups
- 2** Average Night Stay Length
- 8** Average Group Size
- \$43,548** Local Food \$\$ Spent In Columbia
- \$10,540** Local Gift/Entertainment \$\$ Spent
- 27** Local Businesses Engaged
- 2,776** Meals (head count) Eaten Out

## Social/Press

- 123** National News Articles
- 1,580** YouTube Channel Video Views
- 316** Social IG + FB @FreedomHomePA
- 181,000+** Celebrity YouTube Views ([Sample](#))
- 3** Local News Articles & Spotlights
- 16** 5-Star Google Reviews
- 26** 5-Star AirBnB Reviews / SuperHost







## Economic Impact 12 Months

# +\$208 per guest

In September of 2023, after hosting visitors to our region for 12 full months (August 2022 - August 2023), we were able to expose over 70 families, 250 individuals, with a total spend at local shops, eateries, and experiences being approximately \$54,088 - which is an average additional revenue of +\$208 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, incredible history, bright future, and river town destination.

The results of intentionally engaging visitors will continue to be economic growth.





Justin was a wealth of history about the house during the arrival tour. He also provides pamphlets about opportunities, businesses and restaurants in Columbia. An energetic ambassador to this historic town and home.

This is a new favorite destination and accommodation rolled into one!!!!

Many thanks to Justin, his wife and family for making this weekend special and smooth through the blessing of Freedom Home!

## **FREEDOM HOME**

Visit [FreedomHomePA.com](http://FreedomHomePA.com) to book a stay - or [DiscoverColumbia.com](http://DiscoverColumbia.com) to learn more about our town.

717-371-7041

[freedomhomepa@gmail.com](mailto:freedomhomepa@gmail.com)

[FreedomHomePA.com](http://FreedomHomePA.com)



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**COLUMBIA**