



2022-2023 Annual Report



Tourism Matters

Explore York, York County's Official Destination Marketing Organization, significantly benefits area businesses and residents through our tourism promotion efforts. The tourism sector is vital to our economy, generating revenue, creating job opportunities, and paving the way for reinvestment in projects and events to continue the cycle. Fiscal Year (FY) 2022-2023 was another strong year.

Our Mission: to maximize tourism expenditures and their economic impact in York County, PA, through comprehensive tourism sales and marketing programs.

Our Vision: where tourism is recognized for the value of its economic impact and its role in raising the profile of York County as a sought-after destination.



Sales Department

The Explore York Sales Department drives economic impact through its Sport York initiative, group tours, and meetings & conventions which combined, generated over **48,000 room nights** in York County in 2022-2023.

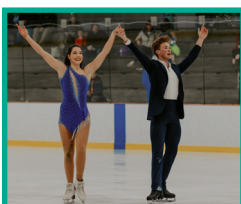
48,000+



Room Nights



The sports market, York County's biggest economic driver, generated **44,010 room nights** in FY 2022-2023. On average, every athlete traveling to York for a sporting event brings an **additional 2.5 people**. These visitors not only stay in our area's hotels, but also visit attractions and restaurants, further stimulating the economy.



Group Tour

York County is a popular destination for tourists who want easy access to bus tours in nearby markets such as Baltimore, Gettysburg, and Lancaster.

Explore York's Group Tour program generated **3,436 room nights** in FY 2022-2023. **New initiative:** We put a focused effort on attracting international travelers. We also hosted a spring familiarization tour of popular York County attractions for members of the PA House of Representatives.



Meetings & Conventions



Explore York's Meetings and Conventions team worked with **10 meeting groups**, generating **1,645 room nights** in FY 2022-2023. We work with local hotel stakeholders to strategically design competitive bids and leverage local relationships to increase meeting opportunities and to attract diverse conventions to York County.

Explore York Membership

Explore York welcomed **72 new members** this fiscal year. Membership includes a free listing in our printed and digital travel guide, listings on our website, and the ability to submit events. Members also benefit from regular networking opportunities, inclusion in our robust marketing efforts, social media promotion, and our public relations strategy.

We also offer additional advertising options through our Brochure Distribution Program, website, and display ads in our annual travel guide.



Our Staff in the Community

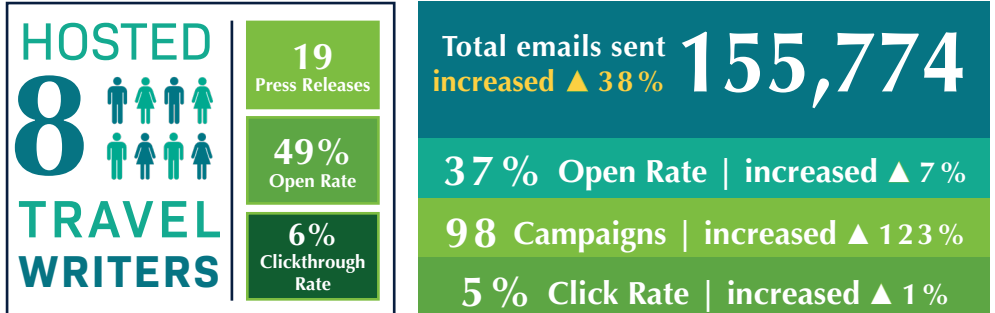
Explore York staff is dedicated to making a positive impact in York County. We **actively participate in community activities**, provide support to local charities through volunteer work, and serve on boards and committees, such as Rotary, the Civil War Trails, Pennsylvania Restaurant and Lodging Association, the National Association of Sports Commissioners, and Special Olympics of PA.



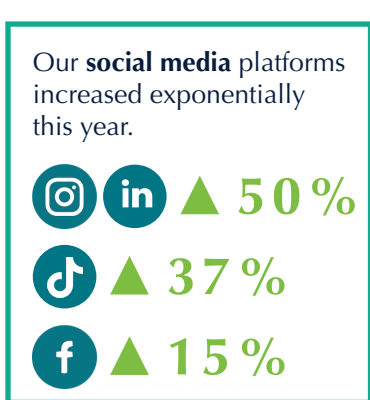
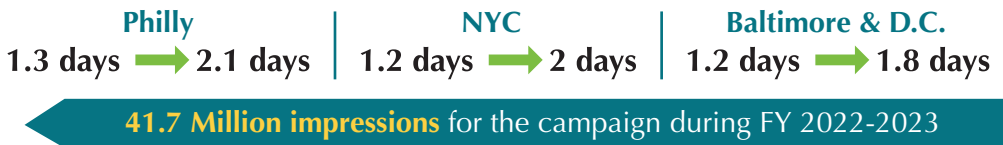
Marketing Department

The goal of the Explore York Marketing Department is simple. Create strategic campaigns and place creative advertising in key markets to highlight York County. In FY 2022-2023, we accomplished this through **Media Relations, Robust Digital Advertising, Social Media Promotion, Email Marketing, Niche Print Advertising**, our **Official Travel Guide, Unique Events**, and digital passports like the **Good Libations Trails**.

Our visitor intelligence program, **Voyage**, continues to provide timely data, demographics, and new markets of interest.



The campaigns we implemented this FY drove tourism growth and showcased our unique destination. These marketing efforts **INCREASED** visitor length of stay in key markets. We're proud to share the positive impact our efforts had on York County's economy and community.

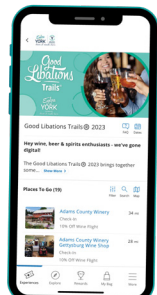


Good Libations Trails

576 DOWNLOADS
from October 2022–July 2023

TOP Member Locations Visited

- AleCraft Brewery
- Collusion Tapworks
- Feelin Cockey
- Public House at the Markets
- Mudhook Brewing Company



We used a mix of digital tactics to maximize budget, leaving some tactics **“always on.”** This strategy kept York County in front of our target audience all year, driving traffic to our website.



York County's Destination Brand



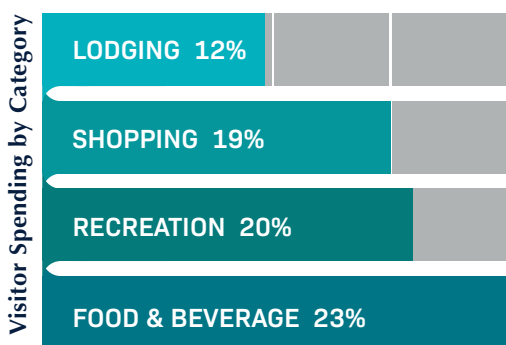
The unifying Destination Brand and tagline **“Have it Made Here”** is a nod to our area's rich industrial heritage, local independent makers, and the thriving culture that makes this region a great place to live, work, play, and of course – visit! FY 2022-2023 was a strong year for county-wide brand adoption. Kicking off with a presence at Explore York's event celebrating the 50th Anniversary of Title IX and culminating with a **record-high participation** in our annual **“Have it Made Here”** event in June — residents and visitors alike are embracing the “why” behind the “Y.”

This brand is featured on many items including beer made in Hanover and Railroad, on charcuterie boards made in Dallastown, and gourmet products made throughout York County and shipped nationwide.



Tourism Impact

The impact of tourism is felt through visitor spending across retail, entertainment, food & beverage, transportation, and lodging segments. While visitor spending remains just below the \$1 Billion mark pre-COVID, spending is on the rise. **York County employs more than 7,300 people** in the travel & tourism industry and our tourism economy **generated \$110.8 Million** in state & local taxes. This provides direct tax relief for York County residents.



Our full page ad in the Happy Traveler.

225,000 were distributed for FY 2022-2023.

Grant Program

Explore York's Tourism Grant Program supports and funds projects that attract visitors and encourage overnight hotel stays in York County. Tax dollars received through the Hotel Occupancy Program are reinvested in York County businesses, events, and attractions. Through FY 2022-2023, **39 grants** totaling \$1,682,216 were awarded in the following categories: **Development (11), Marketing (9), and Events (21).**



Business Statement

For our most up to date business information, board of directors, and staff, please reference the **QR code or visit YorkPA.org/Annual-Report-2022-2023.**



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