

2023-2024

Annual Report

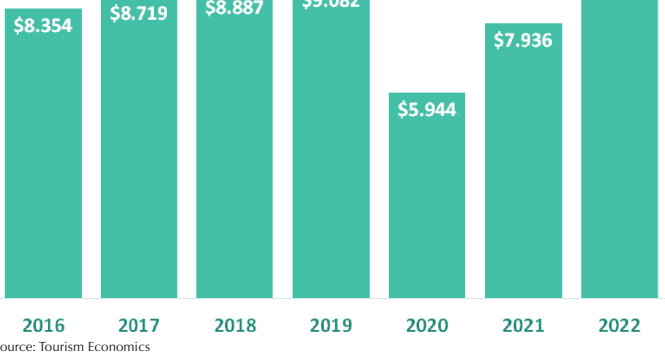


Tourism Matters

Explore York is the Official Tourist Promotion Agency for York County, Pennsylvania, and is a community asset that benefits businesses and residents through its robust marketing efforts.

The tourism industry is a key contributor to our local economy, generating significant revenue, creating job opportunities, and reinvesting in future projects and events to continue the cycle. Fiscal Year (FY) 2023-2024 was a strong year with visitor spending exceeding pre-COVID numbers.

Dutch Country Roads – Visitor Spending, 2016-2022
Amounts in \$ billions



Visitor Spending by Category, 2022
Percent of region total



Tourism is big business. Its impact is felt through visitor spending across the retail, entertainment, food & beverage, transportation, and lodging segments. Visitors spent more than \$1 Billion in York County in FY 2023-2024. The county employs more than 7,900 people in the travel & tourism industry and our tourism economy generated \$58 Million in state & local taxes, providing direct tax relief for York County residents.

Sales Department

Explore York's Sales Department drives economic impact through its Sport York initiative, group tours, and meetings & conventions which combined, generated over 65,000 room nights in York County in FY 2023-2024.



The sports market, York County's largest economic driver, generated 60,095 room nights & hosted 30 unique sporting events in the county in FY 2023-2024. On average, every athlete traveling to York for a sporting event brings an additional 2.5 people. These visitors not only stay in our hotels, but visit attractions and restaurants, further stimulating the economy. Through our Sport York initiative, we attended six industry tradeshows to meet with event organizers and highlight our area's facilities.

65,000+ Room Nights

▲ 73% in room nights from FY 2022-2023



Group Tour

York County is an affordable hub & spoke destination for tourists who want easy access to bus tours in nearby markets such as Baltimore, Gettysburg & Lancaster. Our Group Tour program generated 3,636 room nights in FY 2023-2024 and navigated 40,836 miles in our fully wrapped deluxe motorcoach. We also focused on attracting international tour operators by attending the IPW Conference, the world's leading inbound travel trade show connecting destinations with travel buyers through efficient face-to-face meetings and networking opportunities.



Meetings & Conventions

Explore York's Meetings and Conventions team worked with 18 meeting groups, generating 13,345 room nights in FY 2023-2024. 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.

▲ 12% in room nights booked for meetings from FY 2022-2023

Explore York Membership

Explore York welcomed 50 new members this fiscal year. Membership includes a 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 offer additional advertising options through our Brochure Distribution Program, website, and display ads in our annual travel guide.



Member Benefit listing on YorkPA.org

1.3M page views FY 2023-2024

New Website Launched April 2024



Our Staff in the Community

The team at Explore York is dedicated to making a positive community impact. We participate in events & activities, provide support to local charities through volunteer work, and serve on boards and committees, such as Rotary, the Pennsylvania Restaurant and Lodging Association, the marketing committee for the York County History Center, and the York Business Improvement District Authority Board.



Marketing York County



The goal of the Explore York Marketing Department is to create strategic and impactful campaigns that attract visitors to York County. We employ a variety of tactics throughout the year advertising to key drive markets such as Philadelphia, New York, New Jersey, Virginia, Maryland, and Washington D.C., including **digital advertising, social media promotion, email marketing, niche print advertising, unique events**, and our digital passports such as the **Good Libations Trails** and the **YoCo Arts & Culture Pass**. We host influencers and travel writers and use our visitor intelligence data to measure campaign performance and fine-tune creative and visitor profiles.

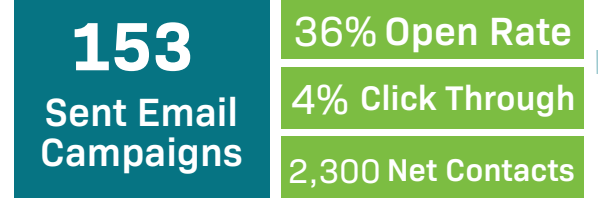
Social Media

Our **platforms increased** exponentially this year.



Email Campaigns

FY 2023-2024



PAID DIGITAL AD CAMPAIGN

August 8, 2023 – June 30, 2024

SEARCH

- 626K Impressions
- 45,679 Clicks
- 7.29% CTR

META

- 4.8M Impressions
- 61,931 Clicks
- 1.29% CTR

TRUCK GEOFENCING

- 1.6M Impressions
- 6,229 Clicks
- 6,689 Total Conversions

GEOFENCED EVENT BANNERS

- 1.5M Impressions
- 5,736 Clicks
- 0.36% CTR

DISPLAY

- 11.8M Impressions
- 142,840 Clicks
- 1.21% CTR

GOOGLE VIDEO

- 340K Impressions
- 204K Views
- 60% View Rate

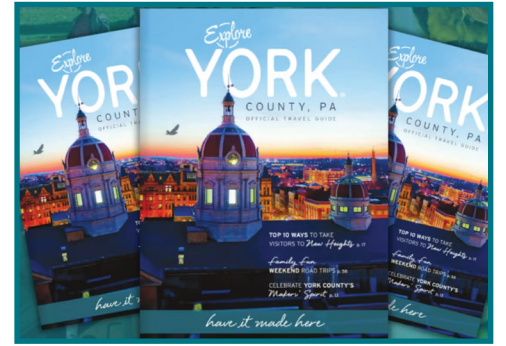
LINKEDIN

- 207K Impressions
- 846 Clicks
- 0.41% CTR



visitPA State Ad

Pictured above is our full page ad in the Happy Traveler. **225,000 copies were distributed** for FY 2023-2024.



2024 York County Travel Guide

Explore York printed **100,000 Travel Guides in 2024**. 15,770 were sent to visitors, AAA offices in the mid-Atlantic region, PA DMOs & Explore York Members. The remaining 84,000+ were distributed state-wide in Welcome Centers, Rest Areas & Turnpike Plazas along PA interstates. We received requests from all 50 states and 114 international requests from 28 countries.

Explore York co-branded beer for Brewery Olympics in FY 2023-2024



70 cases of beer were brewed and distributed as part of this collaboration.

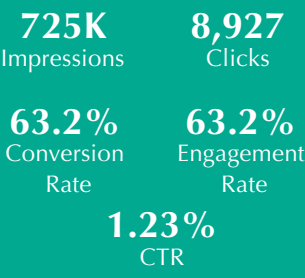


Transpromotion Truck Wrap Stats

Making a **BIG splash** with Shore Bound Travelers.

Two 26' box trucks and a **53' tractor trailer** were wrapped with Explore York messaging to attract leisure travelers from Philadelphia, Wilmington DE, and Central New Jersey **targeting travelers** heading to the Jersey Shore and Delaware beaches, and commuters who reside in bedroom communities outside of Philadelphia and Camden, NJ.

Google Prospecting: Makers Spirit Event Campaign



Explore York marketed the annual Makers Spirit event (held June 20-22, 2024) in a variety of ways including a Google Prospecting campaign. Ads were **targeted to shopping enthusiasts** residing in the Harrisburg, Lancaster, Lebanon, and York (HLLY) market. **Engagement was high**, particularly among females aged 25-44. Explore York's use of Google's responsive ad unit strategy **attracts motivated visitors** to our new website via storytelling to specific audiences.

ANNUAL TOURISM INDUSTRY EVENT

Award Winners



Good Libations Trails

- 756 Sign ups
- 1168 Check-ins

- Top five locations:**
 Collusion | Gift Horse | AleCraft | Mudhook | South County Brewing Company



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 generated through hotel occupancy are reinvested in York County businesses, events, and attractions. Through FY 2023-2024, **30 grants** totaling **\$998,480** were awarded in the following categories: **Development (3), Marketing (8), and Events (19)**.



\$6.18 MILLION*

*awarded since program inception in 2017



163 Total Grants Awarded*

86 Total Unique Recipients

2 Annual Grant Rounds
January and June

Mission & Vision

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.

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-2023-2024.



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YorkPA.org
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