



# EXPLORE YORK FACT SHEET

York County's Official Tourist Promotion Agency

## Tourism Impact in York County

Explore York, York County's Tourist Promotion Agency, 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. The impact of tourism is felt through visitor spending across retail, entertainment, food & beverage, transportation, and lodging segments as visitors spend more than \$1 billion in York County annually. In addition, York County employs more than 7,900 people in the travel & tourism industry and our tourism economy generated \$58 million in state and local taxes, providing direct tax relief for York County residents.

**Mission:** Explore York's Mission is to maximize tourism expenditures and their economic impact in York County, PA, through its comprehensive tourism sales and marketing programs.

**Vision:** Explore York's Vision is for a York County 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.

**Strategic Focus:** Explore York promotes York County as a top destination by boosting brand visibility; encouraging overnight stays; maximizing economic impact; fostering community engagement; enhancing visitor experiences; and by building strong local and industry partnerships.

**Designations:** Explore York is designated by municipalities representing more than 50% of the county's population and the York County Commissioners as the Official Tourist Promotion Agency for York County and is a member of Destinations International (DI).

**Operation:** Explore York follows a July 1–June 30 fiscal year. The Board of Directors approves the annual budget by June and is audited annually by an independent accounting firm.

**Budget & Structure:** Explore York is a private not-for-profit 501(c)6 organization with a budget of \$4 million.

**Population:** York County, PA, has a population of 471,240 based on July 2024 data from census.gov.

### Board of Directors

<b>Immediate Past Chair:</b> Dan Johnson <i>Advanced Industrial Services</i>	Molly Sauder <i>York College of Pennsylvania</i>
<b>Chair:</b> Glenn Smith <i>Brewery Tours</i>	Sagar Shah <i>Best Western Plus Heritage Rail Inn &amp; Suites</i>
<b>Vice Chair:</b> Jason Schultz <i>High Hotels Corporation</i>	Sam Terroso <i>South County Brewing</i>
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<b>Secretary:</b> Leah Reasinger <i>Historic Ashland</i>	Seth Weeber <i>The Wankawala Organization</i>
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Meagan Hess Given <i>The Pretzel Company</i>	Ashley Zimmerman <i>Northern Central Railway of York</i>
Mike Jones <i>PA House of Representatives 93rd District</i>	<b>Contact:</b> Laura Wagner <i>President, Explore York</i> 717-852-9675 x 105 Laura@YorkPA.org
Marci Paniagua <i>Hampton Inn &amp; Suites York South</i>	
Jada Richardson	

### York County Tourism Grant Program Committee

**Chair:** Bryan Tate  
*York County Register of Wills*

Elaine Bonneau  
*Bonneau & Associates*

Ophelia Chambliss  
*Ophelia's Making Agency*

Tyler Chronister  
*County of York, Pennsylvania*

Scott A. Deisley, Ed.D.  
*CAY History and Culture Center*

Katie Mahoney  
*YCEA & Downtown Inc*

Christina McCullough  
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*Hanover Area Chamber of Commerce*

Carmen Witmer  
*Senator Dawn Keefer's Office*



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