



EXPLORE YORK - FACT SHEET

"York County's Official Tourist Promotion Agency"

Tourism's Impact in York County

- Economic Impact**

For three years in a row, visitors spent more than \$1 billion in York County annually. Unfortunately, the COVID-19 pandemic hit our industry hard, and broke this remarkable streak. In 2020, Visitor spending dropped to just over \$730 million. In 2021 and 2022 the economy began its road to recovery. The Explore York team is working hard to return our tourism industry to pre-pandemic levels.

- Tax Relief**

York County's tourism economy generated nearly \$180 million in state and local taxes in 2020. This translates into direct tax relief for all York County residents.

- Jobs**

The tourism industry employed more than 6,500 people in York County in 2020.

-- *The Economic Impact of Travel and Tourism in Pennsylvania, Dutch Country Roads Region, 2020 - Tourism Economics*

Mission

Explore York's Mission is to maximize tourism expenditures and their economic impact in York County, PA, through 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.

Budget & Structure

\$2.1 million. Explore York is a private not-for-profit 501c6 organization.

Designations

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

Operation

Explore York operates on a July 1-June 30 fiscal year. The Board of Directors approves the annual budget by June of the previous year. Explore York is audited annually by an independent accounting firm.

Board of Directors:

Chair

Vice Chair

Treasurer

Secretary

Past Chair

Contact



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Explore York Timeline

- In **November of 2021**, Explore York launched the digital Good Libations Trails® Passport.
- In the **Spring of 2020**, after the York County tourism industry was hit hard by the COVID-19 Pandemic, Explore York leadership and Board of Directors decided to waive member fees for the 2020/2021 fiscal year.
- In **November 2019** Explore York launched a new rebranded website that incorporates the York County brand and houses a page for the brand, www.haveitmadehere.com.
- In **November 2019** Explore York rebranded the organization to embrace the York County brand.
- In **May 2019** the York County Convention & Visitors Bureau (YCCVB) announced they are now doing business as Explore York.
- In **November 2018** the York County Convention & Visitors Bureau Board of Directors announced the appointment of Laura Gurreri as the president of the York County CVB.
- In **June 2018** Laura Gurreri was unanimously approved as acting president by the York County Convention & Visitors Bureau's Board of Directors.
- In **2018 Anne Druck** announced she would become United Way's new Executive Director/CEO effective July 9.
- In **2018** the York County CVB was once again awarded with the Destination Marketing Accreditation Program (DMAP) seal of accreditation by Destinations International in recognition of the organization's commitment to industry excellence and meeting the industry standard for performance and accountability of destination organizations around the world.
- In **2017** Laura Gurreri attained the designation of Certified Destination Management Executive from Destination Marketing Association International (DMAI).
- In **2016** The York County Convention & Visitors Bureau and the York County Commissioners established a matching grant program aimed at boosting tourism (visitation from beyond a 50-mile radius) in York County.
- In **2016** York County raised its hotel tax from 3 to 5 percent to fund local tourism efforts.
- In **2009** the Pennsylvania Department of Community and Economic Development (DCED) ranked the York County CVB's marketing plan as sixth in Pennsylvania.
- In **2008** The York County CVB attained status as an Official Accredited Destination Marketing Organization from DMAI – the fifth in Pennsylvania to achieve this designation. The CVB in 2013 achieved renewal of the accreditation.