



EXPLORE YORK FACT SHEET

York County's Official Tourist Promotion Agency

Tourism 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 through 2023, 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 \$110.8 million in state and local taxes in 2021. This translates into direct tax relief for all York County residents.

- Jobs**

The tourism industry employed more than 7,300 people in York County in 2021.

-- *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

\$4 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

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Sam Terroso

South County Brewing

Jada Richardson

City of York

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York County Tourism Grant Program Committee

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Katie Mahoney

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Explore York Timeline

- In **July 2023**, Explore York first hit the \$4 million revenue mark in room tax.
- In **February 2023**, Explore York launched the Cultural Trails program for an inspiring experience.
- In **July 2022**, Explore York, in conjunction with Sport York, celebrated 50 Years of Women in Sports at a first-of-its-kind Title IX Anniversary event at Historic Ashland.
- In **April 2022**, Explore York was awarded a \$450,000 grant from the York County Tourism Grant Program for place-based marketing, brand adoption efforts, and implementation throughout York County.
- In **November 2021**, Explore York launched the digital Good Libations Trails digital 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 destination brand and houses a page for the brand, haveitmadehere.com.
- In **November 2019**, Explore York rebranded the organization to embrace the York County destination brand.
- In **May 2019**, the YCCVB announced they will now do business as Explore York.
- In **November 2018**, the YCCVB Board of Directors announced the appointment of Laura Wagner as the president of the York County CVB.
- In **2018**, the YCCVB was awarded with the Destination Marketing Accreditation Program (DMAP) seal of accreditation by Destinations International for its commitment to industry excellence and meeting the industry standard for performance and accountability of destination organizations around the world. This certification was initially awarded to the York County CVB in 2008, making it only the fifth CVB in PA at the time to achieve this designation.
- In **2017**, YCCVB's Director of Sales, Laura Wagner attained the designation of Certified Destination Management Executive from Destination Marketing Association International (DMAI).
- In **2016**, the York County Convention & Visitors Bureau (YCCVB) 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.