

CORONAVIRUS (COVID-19) UPDATE 3/19/20

Dear Explore York Family,

Please know that during the coming days, the Explore York staff and board of directors are actively looking for ways to support our tourism industry through these difficult times. I have been blown away this week by the generosity, creativity, and resilience of not only our members but our entire York County community.

Typically, at this time of year, we would be reaching out to renew your Explore York memberships. Obviously, we are all feeling the burden of our circumstances. For that reason, we have decided to put a hold on membership renewal for six months from the start of our fiscal year (July 1, 2020). In the fall, I, along with our board and leadership team, will reevaluate how to proceed. In the meantime, we will be extending all member benefits.

Please know, everyone here at Explore York has our local businesses and organizations in our hearts. Our community is truly [#YorkPaStrong](#).

Sincerely,

Laura Gurreri

President

Explore York



COVID-19 Resources for You!

We have compiled resources on the COVID-19 crisis to make it easier for you to find the help you need when you need it. Check back often as we will add resources and information as we receive it.

[Read More](#)



5 Ways to Engage!

The travel, tourism, and hospitality industries have seen hard times before. But these are new circumstances, unlike anything before. The Explore York communications team wants to help you keep your businesses in the hearts and minds of not only travelers but local York and Central PA residents as well. So here are six ways you can use social media to keep in contact for the days ahead when we can all gather and enjoy our businesses to their fullest.

1. **Use your Facebook and Instagram** accounts to share a behind-the-scenes look at your operations.
2. **Teach an online class!** If you are an artist, teach a drawing class, yoga, or fitness instructors have a live class through YouTube or Facebook and Instagram stories. Pretzel makers, teach your followers how to twist the perfect pretzel. Get creative!
3. **Giveaways** are also popular on social media. Giveaway a gift card for use by visitors when this is all over. Just make sure you check [Facebook's](#) and [Instagram's](#) terms of service for rules with contests.
4. **Go in-depth.** Museums could pick one exhibit a day to go in-depth with the story and history or that artifact or piece of art. Our Good Libations friends could go in-depth on how they put certain flavors together for a new brew, wine, or spirit.
5. **Get personal.** People want to connect right now, let people see what you are doing these days, even if it isn't necessarily related to your business. Tell the story of how you decided to open your own business. Introduce them to your pets. Tell them what you're working on in this downtime.
6. **Tag us!** Whatever you decide to do, make sure you are tagging [@ExploreYorkPA](#). We are sharing your posts as much as possible, and by tagging us, you make it easier for our social media peeps to find your posts.

For tips and tricks for using Instagram stories, check out this great article from [HootSuite!](#)



Upcoming Blog Posts

We are putting together blog posts on our website that compile all the ways our Explore York members continue to serve the community. So far, we have one up featuring Food & Drink. We would like to do one with shopping, both online and curbside pickup, and one with specialty services such as fitness, arts, entertainment, and anything else you are doing to connect with your followers online. If you have any information we can add to these posts, please send it to Chrissy Tobias at ctobias@yorkpa.org. These posts will be continually updated as this situation evolves.

Don't forget to subscribe to our blog, so you get all the updates!

[Subscribe to our Blog](#)



In Case You Missed It

Pennsylvania Restaurant & Lodging Association (PRLA) is putting out some excellent information for everyone in the industry. In case you missed their latest communication, you can find it here. Joe Ambrosia, PRLA, is collecting email addresses for business owners interested in receiving their timely, daily communication, email him at jambrosio@prla.org.

[Read More!](#)



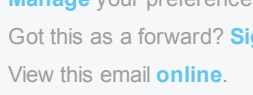
EXPLORE YORK

60 EAST NORTH STREET, YORK, PA 17401

1-888-858-YORK (9675)

YORKPA.ORG

Share this email:



[Manage](#) your preferences | [Opt out](#) using TrueRemove™
Got this as a forward? [Sign up](#) to receive our future emails.
View this email [online](#).

60 East North Street
York, PA | 17401 United States

This email was sent to .
To continue receiving our emails, add us to your address book.

emma

[Subscribe](#) to our email list.