



PENNSYLVANIA'S PREMIER
SPORTS DESTINATION

February 11, 2022

FOR IMMEDIATE RELEASE

Chrissy Tobias - Communications Specialist

717-991-6121 or ctobias@yorkpa.org

Sport York

60 East North Street

York, PA 17401

717-852-9675 · 1-888-858-YORK

Fax: 717-854-5095

SPORTING TOURNAMENTS BOOST YORK COUNTY ECONOMY

February events bring more than \$7 million in estimated economic impact

YORK, PA – More than 10,000 athletes and spectators will flock to York County this month for sporting events expected to drive more than \$7 million into the local economy.

The action starts with two collegiate swimming events, the Middle Atlantic Conference Swimming Championships and the Pennsylvania State Athletic Conference Swimming Championships, which will compete at the Graham Aquatic Center. These competitions have been held in York County for eight consecutive years and we are excited to welcome them back year-after-year.

Things will bump up another notch with the arrival of new and returning volleyball tournaments. First up, a brand-new event to the county, the President’s Day Volleyball Tournament. This two-day tournament will bring nearly 5,000 visitors to the county and an estimated \$2.9 million dollars in estimated impact. Returning for the sixth year is the York County Blue Ribbon Brawl with 4,500 expected participants and just over \$2.5 million in estimated economic impact.

All told, Sport York anticipates more than 10,000 visitors will filter through York over the course of the month, spending nearly \$7 million in the area’s economy. The estimated economic impact for these events includes venue rental fees, hotel rooms for participants, and leisure activities such as visits to restaurants, shops, and other attractions.

Details for each individual event can be found below.

MAC Swimming Championships

- February 10-13 at the Graham Aquatic Center
- 850 visitors expected
- Estimated economic impact of more than \$739,000

PSAC Swimming Championships

- February 15-19 at the Graham Aquatic Center
- 885 visitors expected
- Estimated economic impact of more than \$895,000



have it made here

President's Day Volleyball Tournament

- New Event for York County!
- February 19-20 at the York Expo Center
- 5,000 visitors expected
- Estimated economic impact of just under \$3 million

York County Blue Ribbon Brawl Volleyball Tournament

- New Event for York County!
- February 26-27 at the York Expo Center
- 4,500 visitors expected
- Estimated economic impact of more than \$2.5 million

Explore York's Sport York program is designed to recruit events and generate additional economic impact in York County. Sport York positions York County as Pennsylvania's Premier Sports Destination, highlighting the area's dynamic facilities and central location on the East Coast. For further information about Sport York, visit www.yorkpa.org/sports.

Explore York's Mission is to maximize tourism expenditures and their economic impact in York County, PA, through comprehensive tourism sales and marketing programs. 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 York County's profile as a sought-after destination. For more information on Explore York, call 1-888-858-9675 or visit www.yorkpa.org.



have it made here