

CORONAVIRUS (COVID-19) UPDATE 5/7/2020

Dear Explore York Family,

I am more than ready to see you all again. To promote our county to visitors. To welcome tour groups and special events to our local venues. To fill our hotels and restaurants.

Unfortunately, it just isn't time yet. But we are getting closer every day.

The Mayor of the City of York, Michael Helfrich, posted a [wonderful message on Facebook](#) yesterday laying out where the city and the county are right now on the criteria to move to Yellow status and the long path of reopening our businesses. His message renewed my commitment to doing my part to keep our York County citizens safe and healthy, and I encourage you all to take a look.

Until we can meet again, I hope you are staying safe, healthy, and happy in these strange times.

See you soon,

Laura Gurreri

President, Explore York



Tourism Business Marketing Academy

The Pennsylvania Tourism Office is excited to announce the launch of a new Tourism Business Marketing Academy educational portal. Through working with the experts at Miles Partnership, we are excited to offer you free access to the portal using our promo code **ExploreYorkPA**.

Inside the Marketing Academy, you'll find content covering a variety of topics, from COVID-19 response and recovery support, optimizing presence in Google My Business, TripAdvisor, and Yelp to best practices for social media and content marketing. We hope this will be valuable information during the evolving situation and as we move into recovery.

How to access the portal:

Go to <https://visitpa.tourismbusinessmarketing.com/site-login> and log in using your Google account.

Enter the Regional Code **ExploreYorkPA** in the promo code field.

The Pennsylvania Tourism Office is also hosting an informative webinar for businesses to attend to learn more about the academy. Please join us for an overview of the tools available in the new Tourism Business Marketing Academy on May 14, 2020, 11:00 AM EDT at:

<https://attendee.gotowebinar.com/register/4026053546547599884>

After registering, you will receive a confirmation email containing information about joining the webinar.

[Register for the Webinar](#)



Don't Forget!

In collaboration with the York County Commissioners and the YCEA, we are working with our local industry leaders to collect information needed to create a COVID-19 recovery plan for our county.

Recently you may have received an email with a link to a brief survey. Your input is crucial in creating a plan to support you and your business! Due to the urgency of getting a recovery plan together, we ask that you please complete this by Wednesday, May 13 which will allow us to prepare a presentation to the commissioners.

Here are the the links to those surveys:

[Restaurant Partner Survey](#)

[Hotel/Lodging Partner Survey](#)

[Attraction Partner Survey](#)



COVID-19 Resources for You!

We continue to add to the resources on the COVID-19 crisis to make it easier for you to find the help you need, when you need it. There is a lot of information out there right now, and we hope this will be a place you can trust to give you updates and resources for all your needs.

[Read More](#)



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