

OUR MISSION

As the Destination Marketing Organization (DMO) for York County, SC, Visit York County is committed to promoting the long-term development and marketing of the destination, focusing on convention, sports and leisure sales, tourism marketing and services.

ECONOMIC IMPACT

Despite the lingering economic implications of the pandemic, in partnership with Rock Hill Parks, Recreation and Tourism, the area saw a record number of events producing more than 162,000 hotel room nights.




\$72M
DIRECT
ECONOMIC
IMPACT


162K
EVENT
HOTEL ROOM
NIGHTS


\$16M
ESTIMATED
HOTEL ROOM
REVENUE


211
SPORTING
EVENTS


420K
TOTAL
ATTENDEES


*Estimated economic impact figures represent events and room nights in partnership with Rock Hill Parks, Recreation & Tourism.

HOTELS

York County hotels saw immense year over year growth in demand and occupancy, ending above 2019's record-setting numbers. Sports tourism, specifically the opening of the Rock Hill Sports & Event Center, attributed to increased room nights in the entire county during our traditional shoulder season months. Visit York County continued to work with our 25 preferred hoteliers, generating \$842,600 in revenue for event recruitment and destination marketing to produce future economic impact.


4
BRAND
NEW
HOTELS


922K
HOTEL
ROOMS
SOLD


57.7%
OCCUPANCY
RATE


14.6%
INCREASE
IN ROOMS
AVAILABLE

 **Hilton
Garden Inn®**

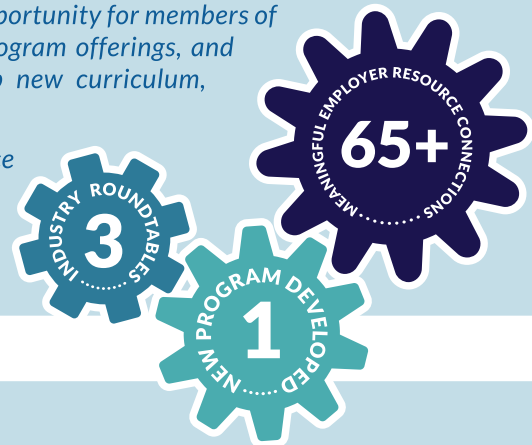
"Visit York County has been an advocate not only for our hotel, but the tourism community as a whole. The staff has been an incredible resource for collaboration and guidance to generate business, especially during the pandemic."

Natalie Hoekstra
Hilton Garden Inn
Preferred Hotelier

WORKFORCE DEVELOPMENT

In an effort to support the talent needs of local hotels, restaurants, and attractions, Visit York County launched a strategic workforce development effort in early 2021 to address employer challenges and implement actionable solutions. Industry roundtables provided the opportunity for members of the hospitality industry to voice their needs, learn about existing program offerings, and identify opportunities for local educational institutions to develop new curriculum, training programs, or course offerings.

As a result, Visit York County has developed a new work experience program that recruits hospitality candidates, many from out-of-state HBCU's with opportunities with local employers. The program is set to begin in Summer 2022.



MARKETING

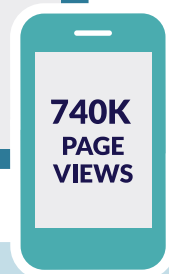
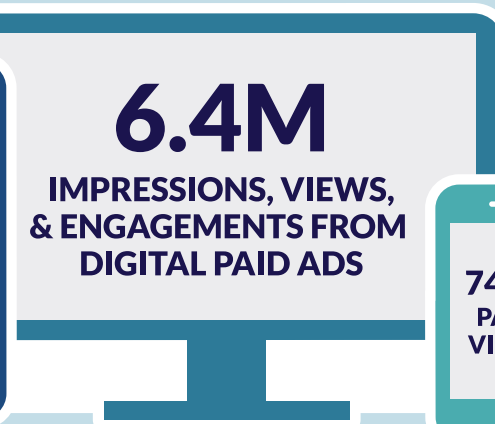


In an effort to amplify York County's story, Visit York County hosted more than 10 travel writers and influencers in 2021, which produced a feature on CBS Nightly News and a cover story in South Carolina Living, among hundreds of other story placements.

South Carolina
Living

The best of the
Palmetto State

CBS NEWS



ESPN

In December the inaugural collegiate No Room For Racism Classic was held at the Rock Hill Sports & Event Center, hosting an ESPN televised sold out matchup between South Carolina and Florida State with more than 104K viewers at home. With a mission of giving back to the history of Rock Hill, the "Jail, No Bail" exhibit honoring the Friendship 9 was installed as part of the event.