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2022 ANNUAL REPORT

Who We Are

Mission

Visit York County exists to raise the profile and boost the economy of York County through tourism and destination marketing while also contributing to the quality of life for residents. Our team leads strategic marketing efforts to educate, inspire, and inform potential visitors with the resources to make the most of their trip. Together with a vibrant hospitality community and our public and private partners, Visit York County works to drive powerful visitor spending that contributes to a thriving local economy.

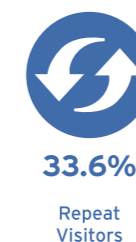
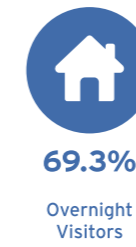


On behalf of Visit York County and our executive leadership, thank you for your support of our organization which allows us to drive economic growth through destination marketing and powerful visitor spending. Thanks to the innovation and creativity of our staff, partners, and stakeholders, our team at Visit York County has been able to successfully reach more visitors than ever before. We've tapped into new markets that can host events in our destination and we've developed new ideas and partnerships to help educate locals and visitors alike on the unique attributes of York County. There has never been a better time to be in York County, and our team looks forward to continuing to increase the awareness of our community as a premier destination for visitors, residents, and businesses alike.

Andy Clinton, President & CEO of Visit York County

Get to Know Your Visitor

Top Origin MSA



Top Trip Influences

- Overall Value**
- Destination**
- Weather**
- Nature Accessibility**

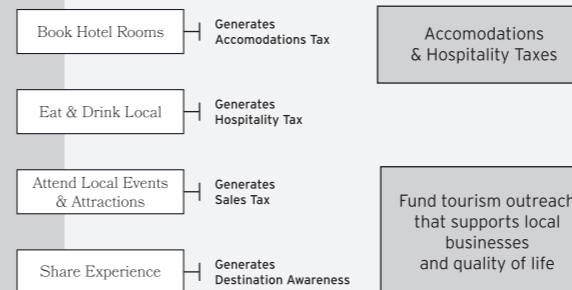
The Tourism Life Cycle

It starts with a visit. Visitors help fuel our economy.



Leisure Visitors
Inspired to travel by Visit York County's marketing efforts

Sports & Events Visitors
Travel as attendees of events secured through Visit York County and Rock Hill PRT's partnership



More Visitors Means



Hotel Performance

York County hotels saw record year over year growth in demand and occupancy. Total York County hotel room demand for 2022 comfortably outpaced that of 2021 with a **10.5% increase** year-over-year. This growth in demand completely absorbed the **2.9% increase** in hotel room supply seen in 2022.

24 Preferred Hotel Partners

226^k Event Hotel Room Nights

956^M Est. Revenue
+26.7% from 2021

62% Occupancy
Rate: +7.4% from 2021

\$94 Average Daily Rate
+14.6% from 2021

"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



Event Highlights

Visit York County and Rock Hill Parks, Recreation, and Tourism hosted a record number of events in 2022, producing more than 225,000 hotel room nights, a **39.7% increase** from the previous year. Direct economic impact for events held in 2022 exceeded 2021 by **38%**.



\$99M Direct Economic Impact
+38% from 2021

\$9.2M Direct State & Local Tax Revenue

53.1% Overnight Events

Top Producing Events

Adidas 3SSB • Carolina Nationals
USATF Region 4 Junior Olympics
ACL World Championships • USDGC



US Disc Golf Championship
October 2022

\$2.8M Economic Impact

77.5% Overnight Visitors

\$785k Visitor Spending



ACL World Championships
August 2022

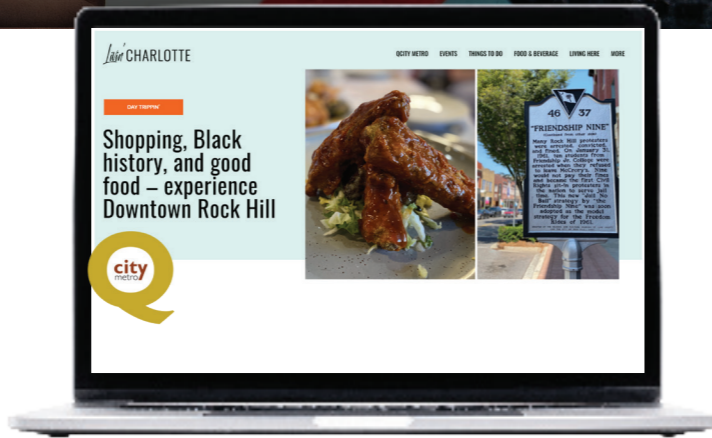
\$6.3M Economic Impact

97% Overnight Visitors

14.1k Room Nights Sold

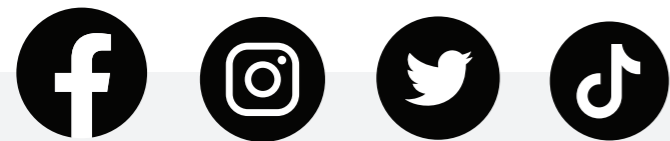
Destination Marketing

In an effort to amplify York County's story, Visit York County pitches stories and works with regional and national media to garner destination coverage. In 2022, Visit York County hosted 11 travel writers and influencers which produced hundreds of story placements. In addition, traffic to VisitYorkCounty.com saw significant increases with page views reaching nearly 847,000 for the year—a 15% increase from the previous year.

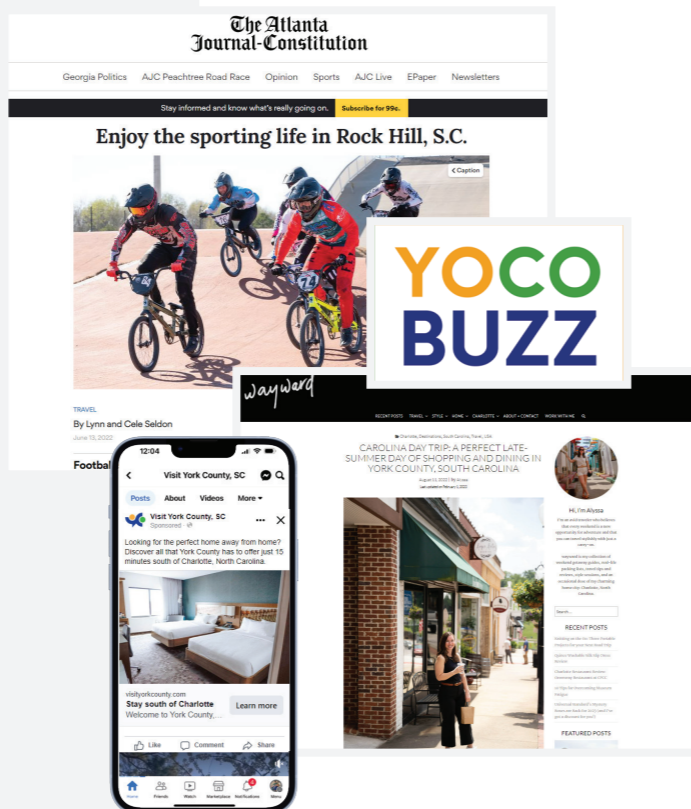


Awareness Building Tactics

Search Engine Marketing • Social Media Advertising
Display Advertising • Media Relations



- 62k** Social Media Followers
+7% from 2021
- 6.7M** Social Media Impressions
+7% from 2021
- 637k** Tik Tok & Instagram Reel Impressions
- 847k** Website Views Homepage
- 11** Media Hosted (Influencers, traditional, writers, etc.)
- 13K** YoCo Buzz Subscribers
+22% from 2021



Industry Support



In 2022, Visit York County revamped its YoCo Brew Trail with the official YoCo Brew Trail passport—a free, physical guide for visitors and residents to explore the area.



15 Participating Breweries
YoCo Brew Trail

4k Passports Distributed
YoCo Brew Trail

"It is exciting to see the growth of the craft beer community in York County. Tourism is a critical component of our business and initiatives like the YoCo Brew Trail that bring new customers through our doors directly impacts our ability to be successful."

Ben Lee, Co-Founder/ Owner of Slow Play Brewing



18 Participating Restaurants
YoCo Taste Trail

"YoCo Taste Trail Week is a great way to bring folks from all over to experience our culinary scene. As a small business, we rely on support from locals and visitors, and this is an opportunity for us to test new, out-of-the-box menu items during a slower time of year."

Chef Rob Masone, Kounter

Visit York County's first annual YoCo Taste Trail Week proved to be a large success. Powered by US Foods, the week-long promotion of specials and prix fixe menus was free to York County restaurants who wished to participate.





Visit
YORK COUNTY
SOUTH CAROLINA



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