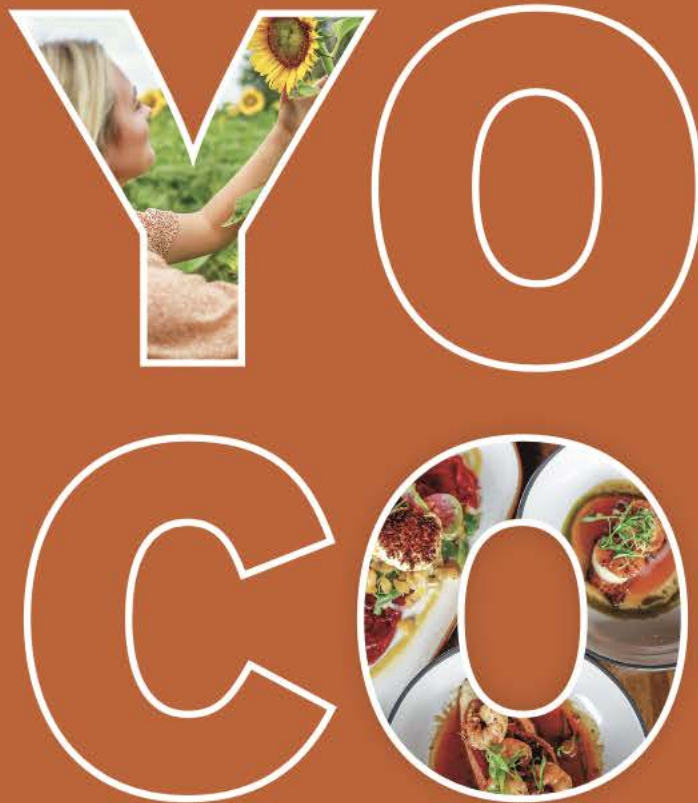




Visit



**2023
ANNUAL
REPORT**



WHO WE ARE



GET TO KNOW YOUR VISITOR

Mission

Visit York County exists to raise the profile and boost the economy of York County, SC 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.

Focus Areas

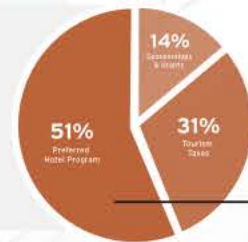
Increase York County Accomodations & Hospitality Tax

Market all of York County as a tourism destination

Support the success of York County businesses

Enhance and support the visitor experience

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.



Budget Breakdown

82% of total revenue is generated from hotels.

The revenue generated from Destination Marketing Fees paid by hotel guests is VYC's primary funding source.

Top Origin MSA



Under 18 (21%)
65+ (18%)



Overall Value, Destination Weather, Nature Accessibility



On behalf of Visit York County and our executive leadership, thank you for your support of our organization which allows us to drive economic impact through destination marketing and visitor spending. Together with our community partners, the Visit York County team has reached an unprecedented number of visitors, and we have no plans of slowing down. We continue to stay rooted in our community while remaining innovative and adapting to the needs of an ever-evolving tourism industry. There has never been a better time to visit York County, and our team looks forward to continuing to make an impact for visitors, residents, and businesses alike.

Andy Clinton, President & CEO of Visit York County

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.

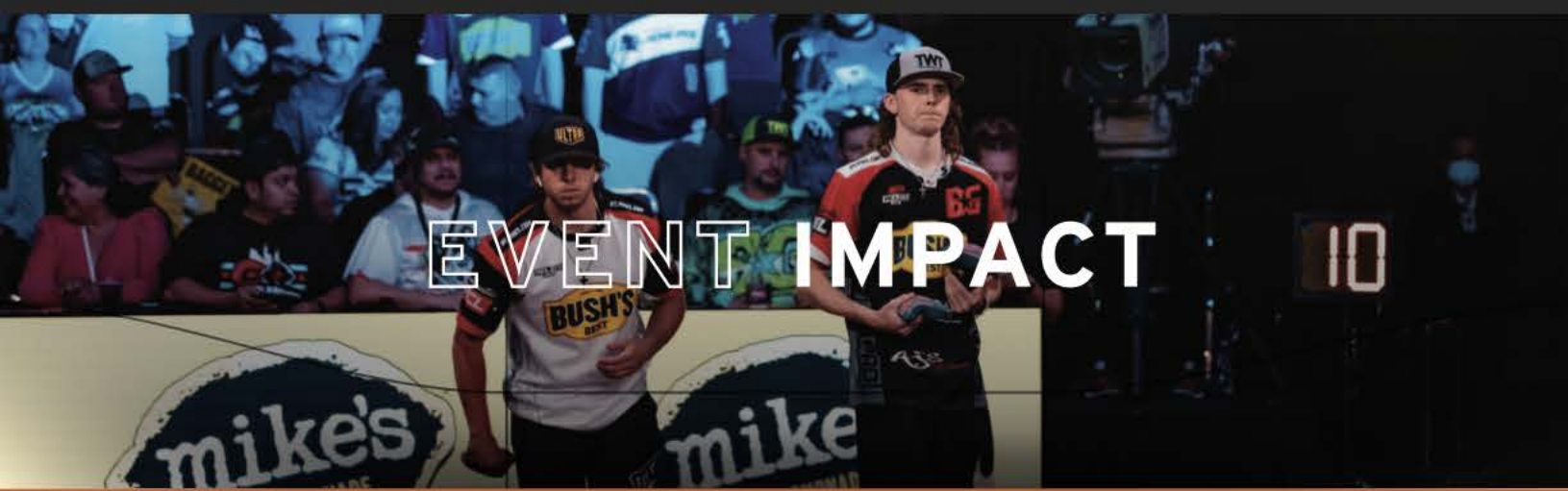


More Visitors Means



Sustainable Community Development Ecosystem
Business Support, Entrepreneurship & Workforce Development;
Quality of Life & Destination Development, Job Growth & Influx of New Business, Destination Marketing & Tourism

Source: YouGov U.S. Traveler Profile, Symphony Tourism Economics Visitor Insights 2023



EVENT IMPACT

10



Visit York County and Rock Hill Parks, Recreation, and Tourism hosted a record number of events in 2023 generating nearly **\$111 million in local spending**, a **14% increase** from the previous year.



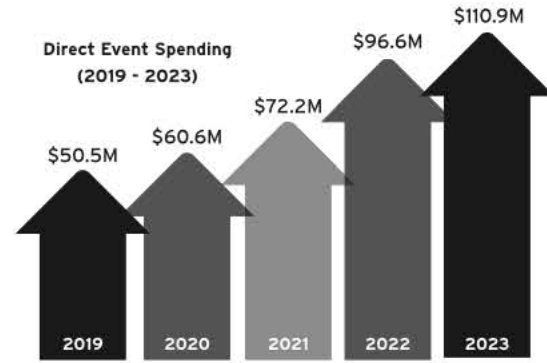
HOTEL PERFORMANCE

York County hotels saw unprecedented year over year growth with increases in average daily rates and total room nights sold.

\$110.9M

Direct Event Spending

Up 14.5% from 2022



Events that contributed most significantly to economic impact in 2023 include the ACL World Championships, NCAAU Spring Nationals, Adidas 3SSB Boys Palmetto Road, Under Armour- UAA Session II, and Big Shots.



Rock the Winds

In March 2023, hundreds of esports athletes and attendees descended upon Carowinds for a new event dubbed, "Rock the Winds." Created by Visit York County, Winthrop University, and Carowinds, the first annual esports competition featured top talent from around the country including 12 of the top 100 players in the world. Visit York County looks forward to partnering with Winthrop University and Carowinds to grow the event in 2024.



25

Preferred Hotel Partners

251k

Event Hotel Room Nights
Up 14.1% from 2022

\$26.3M

Event Overnight Visitor Lodging Spending

60.4%

Hotel Occupancy Rate

\$98

Average Daily Rate
Up 3% over 2022

\$97.4M

Hotel Room Estimated Revenue

Preferred Hotel Program

Made possible through a partnership between Visit York County and Rock Hill Parks, Recreation & Tourism, Preferred Hotel properties represent a standard of quality for visitors in York County, SC.

"The team at Visit York County works day in and day out to bring diverse, large events to this area. Our participation in Visit York County's Preferred Hotel Program supports our common goal to ultimately attract more visitors."

KC Udani
President, Swami Hospitality Group



DESTINATION MARKETING

In an effort to amplify York County's story, Visit York County pitches stories and works to garner destination coverage. Through an innovative social media strategy, digital advertising campaigns, and partnerships with travel writers, Visit York County continues to reach new audiences with area information.

Awareness Building Tactics

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



73k Social Media Followers
18% increase from 2022

14M Social Media Impressions
109% increase from 2022

1.8M Website Page Views
112% increase from 2022

69 Media Placements

15k YoCo Buzz Subscribers

→ Social media impressions & website page views more than doubled in 2023



Unified Destination Marketing A Collaborative Approach

At the end of 2023, Visit York County, York County Economic Development, and the York County Regional Chamber Foundation entered into a formal partnership to establish a unified destination brand that resonates with visitors, industries, residents, and employers. The aligned marketing approach aims to maximize resources and elevate the county's appeal while forwarding the strategic priorities of each organization. More about the project will be unveiled in 2024.

Visit York County's Destination & Relocation Guide reached a national audience in 2023. Through a partnership with York County Economic Development, the annual publication served as a resource not only for visitors, but also for potential residents and businesses.

Total National Circulation 30k



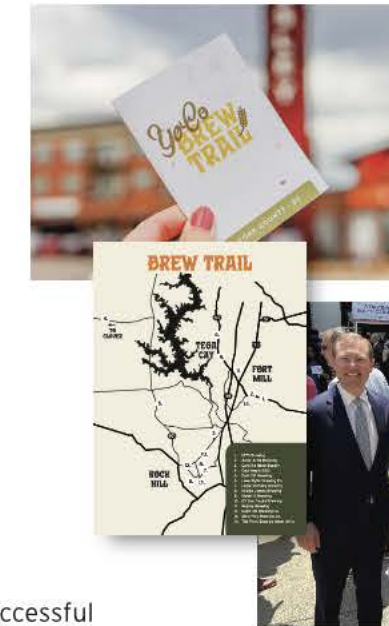
KEY INITIATIVES



Visit York County's YoCo Brew Trail continued to grow in 2023 and serve as a major tourism draw. In an effort to enhance support of local craft breweries, Visit York County hosted several roundtable forums to address barriers to growth and a path for industry improvement.

In 2023, Visit York County hosted the most successful YoCo Taste Trail Week to date with more participating restaurants, media coverage, and patrons than ever before. The week-long initiative kicked off with a live-action cooking competition featuring two renowned York County chefs.

22 Participating Restaurants
25k YoCo Taste Trail Week Menu Views
7 Media Partnerships



15 Participating Breweries
YoCo Brew Trail

4.5k Passports Distributed
YoCo Brew Trail



South Carolina State Chef Ambassador, Chef Rob Masone

Following a joint nomination supported by the Olde English District and Visit York County, Chef Rob Masone was honored as one of three South Carolina State Chef Ambassadors. Throughout the year, Masone represented the state at media events, food festivals, and other forums.



"I am honored to be selected as a 2023 South Carolina Chef Ambassador," says Chef Rob Masone. "I hope to inspire those to follow their culinary passions whether at home or in a professional setting, to motivate people to eat and spend locally, and most importantly that its perfectly ok to, 'Play with your Food.'"





Visit
YORK COUNTY
SOUTH CAROLINA



CONNECT WITH US

VisitYorkCounty.com | [@VisitYorkCountySC](https://www.instagram.com/VisitYorkCountySC)

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