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Visit York County's YoCo Brew Trail receives the outstanding tourism promotion award by Governor McMaster

In an awards luncheon at the Governor's Conference on Tourism and Travel on Wednesday, February 20th Governor Henry McMaster presented awards to people and places who made significant contributions to tourism in South Carolina.

Among the honors was the **Charles A. Bundy Award**, which recognizes outstanding tourism promotion in more rural areas. Governor McMaster presented the award to [Visit York County](#) for its [YoCo Brew Trail](#).

"The YoCo Brew Trail has been a tremendous success for our team at Visit York County, but more importantly for our team of breweries, cidery and shops along the trail," said Billy Dunlap, President & CEO with Visit York County. "The YoCo Brew Trail continues to be a great way to uniquely experience the tastes of York County, and to be presented with such a prestigious award was a great honor and one that we are excited to bring back to York County."

The YoCo Brew Trail launched in September as a unique experience, inviting people to sample craft beer and distinctive tastes at five breweries, a cidery and a beer bottle company in the cities of York, Rock Hill and Fort Mill.

A digital passport was created through the York County SC mobile app that allows people to track which sites they've visited and gain credentials to become a YoCo Hero.

Almost immediately after the launch, news about the trail was picked up by television, radio, print and digital media throughout the South Carolina Piedmont and into Charlotte, NC. Bloggers and significant social media engagements also contributed to the buzz.

In less than four months, the Visit York County app has received more than 1,800 downloads. About 1,300 people have signed up for the trail and more than 200 have completed it. There have been more than 2,500 stops in the breweries, generating a direct spending of \$65,000.

Also during the conference, Brianna Francis, digital communications manager with Visit York County took home the 1st Place Prize for the state's "Pitch Perfect" contest. This contest, modeled after the popular television show, "The Voice" gave state tourism partners the opportunity to pitch destination story ideas to a panel of journalists who cover South Carolina. Each contestant could advance through three rounds of pitches for the win. Francis advanced through each round to take home the 1st Place Prize with a feature article on York County in the 2020 South Carolina Vacation Guide.

The Governor's Conference on Tourism & Travel is held every winter in South Carolina as an opportunity for industry leaders to network, collaborate and leverage opportunities to grow tourism.

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