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FOR IMMEDIATE RELEASE

### **Visit York County announces its first-ever mobile visitors center**

On Thursday, September 27 at the first Visit York County Annual Meeting, the staff at Visit York County announced and introduced the first-ever mobile visitors center to meeting attendees.

The mobile visitors center is Visit York County's newest visitor services initiative that is implemented to help the staff be more visible and accessible when providing visitors and local residents with valuable information about York County, SC. Having the mobile visitors center will allow staff to be fully equipped at major events that draw large crowds with information such as the visitor guide, maps, mobile app information and brochures that highlight local attractions.

"The new mobile visitors center will allow us to service the visitor on-site at events throughout York County," said Billy Dunlap, President/CEO of Visit York County. "Before, we waited on the visitor to come to us for information at our brick-and-mortar visitors center. Now we will hit the road and go to the visitor to showcase the great attractions, restaurants, hotels and much more that York County has to offer."

The Visit York County mobile visitors center is wrapped in images that highlight many of York County's featured attractions and will make its event debut to the public this weekend at the US Disc Golf Championship at Winthrop University.

For more information, please call (803) 329-5200.

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*[Visit York County, SC](#) (also known as the Rock Hill/ York County CVB) is the destination marketing organization (DMO) responsible for developing an authentic, unified identity for York County, SC. As a DMO, the CVB's goals are to promote the long-term development and marketing of their destination, focusing on convention, sports and leisure sales, tourism marketing and services. The organization works*

*in collaboration with the CVB board as well as the York County Council and appropriate funding sources. In 2008, Rock Hill/ York County CVB became the first accredited destination marketing organization in South Carolina.*