



FOR IMMEDIATE RELEASE

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TOURISM IS A \$1 BILLION INDUSTRY IN YORK COUNTY

Eighth consecutive year of tourism growth takes York County to new heights.

YORK, PA – Visitor spending in York County surged to an all-time high of just over \$1 billion in 2017, placing York County in the top 10 of all Pennsylvania counties, according to new figures released by the state tourism office this month.

Traveler spending increased by more than \$42 million from 2016 to 2017, marking the eighth straight year that York County’s tourism industry has enjoyed growth, according to data from the Tourism Economics report, titled “The Economic Impact of Travel in Pennsylvania.”

York County ranks 9th statewide in visitor spending, and the report found that the local tourism industry supports more than 8,000 jobs and generates \$99.2 million in state and local tax revenue – both up from 2016.

“Passing the \$1 billion mark is a huge milestone for tourism in York County, proving once again that tourism is a major economic driver in our area,” said Explore York President Laura Gurreri. “When visitors come to York County, whether it is for one of our many fantastic festivals or attractions, for business, or for a sport tournament, they pump money into the community that can then go toward creating more jobs and continuing to enhance our county. Explore York is committed to building upon this success in the coming years.”

York County is part of the Dutch Country Roads Tourist Region, which ranks 2nd among all tourist regions in Pennsylvania. Visitors spent a record-high \$8.7 billion in the region in 2017, trailing only Philadelphia and its Countryside. Of the nine counties comprising the Dutch Country Roads Region, York County ranked third in visitor spending, behind just Dauphin and Lancaster counties.

Out of six travel categories examined by Tourism Economics, York County visitors spent the most on transportation at \$298.2 million. Food and beverages followed at \$239.3 million. Recreation spending registered at \$180.9 million, shopping at \$178.7 million and lodging at \$119.2 million.

Explore York’s Mission is to maximize tourism expenditures and their economic impact in York County, PA, through comprehensive tourism sales and marketing programs. Explore York’s Vision is for a York County where tourism is recognized for the value of its economic impact and its role in raising the profile of York

County as a sought-after destination. For more information on the Explore York, call 1-888-858-9675 or visit www.yorkpa.org.

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