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FOR IMMEDIATE RELEASE

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EXPLORE YORK TO HOST 17TH ANNUAL TOURISM INDUSTRY EVENT

Partners from across York County to gather December 11 at Historic Ashland

YORK, PA – Explore York will host its 17th Annual Tourism Industry Event on December 11 at Historic Ashland, bringing together partners and friends from across the county for a morning of networking, learning, and celebrating tourism in York County.

Visitors spend more than \$1 billion annually in York County, where the tourism industry supports over 8,000 jobs. Tourism also generated more than \$57 million in state and local tax revenue in 2017, providing direct tax relief for residents.

The breakfast event will run from 8-10 a.m. and feature a keynote address from Ryan George, CEO of Simpleview. Simpleview is the leading provider of technology, sales and marketing solutions for Destination Marketing Organizations serving clients in 900 destinations globally. With as many as 58% of adults turning to Amazon Echo or Google Home, maintaining the accuracy of business's details online could mean the difference between Siri saying your name over a competitor's. George will give an informative look into the importance of a business's digital footprint in today's technological age.

Laura Gurreri, President of Explore York, also will deliver the annual update on York County's growing tourism industry.

The 17th Annual Tourism Industry Event is brought to you by the following organizations: Tourism Industry Sponsor - York College of Pennsylvania's Hospitality Management Program; Destination Sponsor – Members 1st Federal Credit Union; Friend Sponsors – CertaPro Painters of South Central PA, Getaways on Display, Historic Ashland; and Print Sponsor – SDP Creative.

Media are invited and encouraged to attend the event.

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.



*have it made here*SM