



Explore York
60 East North Street
York, PA 17401
717-852-9675 · 1-888-858-YORK
Fax: 717-854-5095

April 29, 2024

FOR IMMEDIATE RELEASE

Melissa Beaverson
Director of Destination Marketing
Explore York
717-852-9675, x109 or melissa@YorkPA.org

Drew Gruber
Executive Director
Civil War Trails, Inc.
executivedirector@CivilWarTrails.org

Dillsburg Adds Two Markers to York County's Civil War Trails Program

Interpretive markers added earlier this month at Dills Tavern and the Maple Shade Barn

DILLSBURG, PA – Dills Tavern and the Maple Shade Barn were added earlier this month to the multi-state Civil War Trails program in York County. This positions Dillsburg as a perfect place for travelers from New York and the New England region to begin their Civil War Trails exploration. These new stories are related to the Battle of Gettysburg, which is popular internationally and will increase visitation by those interested in a more comprehensive narrative.

With the addition of these new sites in Dillsburg, the Civil War Trails program now offers 10 sites in York County and more than 1,500 sites across six states. Each site is actively marketed by a coalition of state, regional, and municipal tourism partners such as Explore York.

The overall goal of the Civil War Trails program is sustainable economic development. Melissa Beaverson, Director of Destination Marketing for Explore York, said, "As visitors explore these sites, they're not only standing in the footsteps of historic events but they're enjoying our local restaurants, breweries, and shops, all while staying overnight."

Beaverson's sentiment was reinforced by research from Civil War Trails, Inc., citing their visitors tend to travel in a group of three, spend three to four nights, and are between 25-34 years old. They spend between \$1,000 and \$1,200 per trip. Besides historic sites, these visitors are also interested in hiking, cycling, paddling, live music, arts, craft beverages, and historic downtowns – making York County a wonderful place for program expansion. This 'pairing' also works well for the team at the Northern York County Historical and Preservation Society (NYCHAPS), who operates both Dillsburg sites.

Doug Riley, President of the NYCHAPS Board, is thrilled. "We're excited to join the Civil War Trails program. Given their history in attracting new visitors and our new distillery efforts, we're confident we'll see a big audience for years to come." The project resulted from a partnership between NYCHAPS, Civil War Trails, Inc.,



*have it made here*SM

and Explore York. The York County Tourism Grant Program provided the necessary funding to create and install the signs and Explore York's continued membership with the Civil War Trails program will enable the partners to market these sites to prospective visitors.

To request a visitor guide, visit YorkPA.org or call 717-852-9675. To find out more about the Civil War Trails program, visit CivilWarTrails.org. Be sure to snap a #signselfie and post it with #civilwartrails and tag @exploreyorkpa.

About Explore York:

The Explore York Tourism Grant Program provides all applicants equal opportunity for funding consideration and does not discriminate based on race, gender, religion, caste, or creed.

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 Explore York and the destination, call 1-888-858-9675 or visit YorkPA.org.

###

Attached Media:

CWT Dillsburg 1: Dara Kane, Executive Assistant of the Northern York County Historical and Preservation Society, in front of Maple Shade Barn located at 35 Greenbriar Ln, Dillsburg, PA 17019. Maple Shade Barn now joins more than 1,500 sites across six states in the Civil War Trails program. Courtesy, Civil War Trails, Inc.

CWT Dillsburg 2: Christopher D. Brown (left), Assistant Director of Civil War Trails, Inc., helps install the sign with Doug Riley, President of the Board of Directors, Northern York County Historical and Preservation Society, in front of Dills Tavern located at 227 N Baltimore St, Dillsburg, PA 17019. Courtesy, Civil War Trails, Inc.

