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**FOR IMMEDIATE RELEASE**

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**Celebrating 60 Years of Tourism Excellence with Explore York in 2025**

**YORK, PA** – The York County Convention & Visitors Bureau, doing business as Explore York, is excited to announce its 60th anniversary in April 2025. Founded in 1965 as “*The Colonial York Tourist Bureau*,” Explore York has played a pivotal role as the official tourist promotion agency and destination marketing organization for York County, PA. Over the decades, their work has established York County as a premier travel and sports destination.

As the third-ranked county in the Dutch Country Roads Region for visitor spending, Explore York has made significant strides in promoting the county’s unique attractions and events. The organization has been recognized for its commitment to excellence, having received the Destination Marketing Accreditation Program (DMAP) seal of accreditation from Destinations International. This prestigious certification, first awarded in 2008, highlights Explore York's dedication to industry standards and accountability.

Sport York, a division of Explore York, further enhances the county's reputation for tourism by branding it as Pennsylvania's Premier Sports Destination. By promoting outstanding facilities and amenities, Sport York attracts youth and adult sporting events from across the nation.

“Our mission is to maximize tourism expenditures and their economic impact throughout York County with our comprehensive sales and marketing programs,” said Laura Wagner, President of Explore York. “As we celebrate this milestone, we remain committed to raising the profile of York County as a sought-after destination.”

“For 60 years, Explore York has been a driving force showcasing the best of York County to visitors near and far,” said York County President Commissioner Julie Wheeler. “Tourism is vital to our economy, supporting businesses, creating jobs, and highlighting our charming communities. We celebrate this milestone with gratitude and look forward to Explore York continuing its important work to promote all that York County has to offer.”

Explore York envisions a future where tourism is recognized for its significant economic impact, contributing to the overall growth and development of York County. Join us in celebrating 60 years of tourism excellence. We look forward to many more successful years ahead.

***About Explore York***

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, visit [YorkPA.org](http://YorkPA.org).

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