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FOR IMMEDIATE RELEASE

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Explore York Advances Tourism Leadership, Talent, and National Visibility for York County

YORK, PA. — As the official tourist promotion agency for York County, Explore York continues to strengthen its leadership, expand its expertise, and elevate the county’s profile locally and nationally through strategic team growth, community involvement, and industry recognition.

Group Tour Sales Manager Nicole Young is extending Explore York’s mission beyond tourism marketing by stepping up to serve as Board President of the Rainbow Rose Center. With a professional background in group travel sales, Young’s leadership supports inclusivity and community engagement—core values that align with Explore York’s efforts to position York County as a welcoming destination for diverse travelers and tour groups.

Internally, Explore York promoted Morgan Madanick to Director of Sales, recognizing her success in generating overnight visitation and strengthening relationships with meeting planners, sports organizations, and group travel partners. In her expanded role, Madanick will guide sales strategy and help advance Explore York’s goal of driving measurable economic impact through tourism.

Further supporting this mission, Christa Palla has joined Explore York as Sales Coordinator. Palla brings experience in hospitality support and client services, providing critical coordination for bookings and sales initiatives that help ensure a seamless experience for planners choosing York County.

Explore York’s marketing leadership is also gaining national visibility. Melissa Beaverson, Vice President of Marketing & Communications, was recently featured in a professional journey video by Destinations International. The feature highlights Beaverson’s career path and leadership within the destination marketing industry, further positioning York County as an active and respected voice within the global tourism community.

“These milestones reflect how Explore York fulfills its role as the county’s tourism promotion agency—by investing in people, building strong community connections, and contributing to the broader travel and tourism industry,” said Laura Wagner, President of Explore York. “Whether it’s leadership in the community,



growth within our organization, or national recognition, each of these accomplishments directly supports our mission to drive visitation, economic impact, and long-term value for York County.”

Through continued investment in talent, leadership, and industry engagement, Explore York remains focused on promoting York County as a dynamic, inclusive, and competitive destination for visitors, meetings, sports, and group travel.

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.