



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

April 27, 2026

FOR IMMEDIATE RELEASE

Andrea Ryan
Senior Marketing Manager
Explore York
717-852-9675, x103 or Andrea@YorkPA.org

Explore York Celebrates National Travel & Tourism Week, Showcasing Tourism’s Impact Across York County

YORK, PA – Explore York is proud to join destinations nationwide in celebrating National Travel and Tourism Week, taking place May 3–9, 2026. The annual celebration highlights the essential role travel plays in powering economic growth, supporting local businesses, and enhancing quality of life—both across the country and throughout York County.

Travel remains one of the nation’s most powerful industries, generating \$2.9 trillion in annual economic output, supporting 15 million jobs, and contributing nearly \$200 billion in tax revenue. In York County, those national impacts translate into real, local benefits, with tourism serving as a key economic driver that supports thousands of jobs and generates significant visitor spending across the community.

“National Travel and Tourism Week is a time to recognize just how deeply tourism supports York County’s economy and community,” said Laura Wagner, President of Explore York. “From our locally owned restaurants and shops to our hotels and attractions, visitor spending fuels small businesses across the county, supports thousands of local jobs, and generates vital tax revenue.”

Beyond its economic impact, travel enriches lives by creating meaningful connections to culture, history, and place. Whether visitors are exploring York County’s vibrant downtowns, experiencing its deep-rooted heritage, or enjoying its outdoor recreation and culinary offerings, tourism helps tell the story of the region while strengthening community pride.

As the United States approaches its 250th anniversary, travel continues to shape how people connect with the nation’s past, present, and future. With its strong ties to American history and authentic sense of place, York County plays an important role in that story.

Explore York will engage directly with travelers during National Travel & Tourism Week by staffing an outreach table at the I-83 Welcome Center, offering inspiration, local recommendations, and resources to encourage visitors to explore more of what York County has to offer.



“Tourism is more than visitation—it’s a cornerstone of our community’s success,” Wagner added. “We are proud to champion an industry that brings people together, supports our local economy, and showcases the very best of York County.”

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.