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FOR IMMEDIATE RELEASE

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Bailey Coach Bus Hits the Road with Fresh York County Look

YORK, PA. — York County is hitting the road with a bold new look. Bailey Coach unveiled a new bus wrap featuring York County imagery designed to showcase the destination's history, attractions, experiences, and unique character to travelers throughout the region and beyond.

The partnership between Explore York and Bailey Coach dates back to 2019, when the original wrap was made possible through the York County Tourism Grant Program. This new design continues that collaboration, turning one of Bailey Coach's motorcoaches into a rolling showcase for York County.

"Partnerships like this allow us to take York County's story beyond our traditional marketing channels and put it directly in front of potential visitors as they travel," said Laura Wagner, president of Explore York. "It's a great example of how we can work with our tourism industry partners to extend our reach, strengthen awareness of York County, and encourage people to consider us for their next getaway, group trip or event."

The timing is particularly fitting as York County prepares to welcome the Pennsylvania Bus Association's Annual Conference in June 2027. The conference will bring motorcoach and group travel professionals from across the region to York County, providing an opportunity to showcase the destination's attractions, restaurants, accommodations, history and experiences to an important audience of travel decision-makers.

Explore York thanks Bailey Coach for its continued partnership and 2B Creative for bringing an exciting and refreshed design to life.

The newly wrapped Bailey Coach motorcoach is now on the road, carrying a little bit of York County wherever it travels. An official ribbon cutting is in the planning stages, in the meantime a video showing the re-wrap process can be viewed at: <https://youtu.be/JlwDOWHqQsM>.

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.