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For more information:

Joel Cliff, Dir. of Communications

Phone: 717-735-0311

E-mail: jcliff@discoverlanaster.com

Discover Lancaster shares latest tourism impact figures

(Lancaster, Pa.) With Memorial Day Weekend in sight, Discover Lancaster (1) released its latest tourism economic impact report today – detailing solid figures for the industry in 2015 and its significant contribution to the area’s overall economy – and (2) also highlighted some of what’s new for 2016.

Conducted by the respected analysis firm Tourism Economics, ***highlights of the report*** (Executive Summary [here](#); Full Report [here](#)) include:

-- An estimated 8.34 million visitors to Lancaster County created a total tourism impact of \$2.64 billion in 2015, representing gains of 2.3% and 2.7%, respectively, from 2014.

-- This visitor spending supported more than 24,000 county jobs, including approximately 15,970 direct tourism industry jobs (a rise of 1.5% from 2014), which makes tourism the fifth largest non-agriculture private sector employer in the county, accounting for 1 of every 15 such jobs.

-- The estimated state and local tax revenue generated by the industry saves each Lancaster County household \$997 annually in such taxes, an increase in savings of 2.6% over 2014.

And travelers have more to look forward to in 2016, with fresh area offerings like Sight & Sound Theatres®’ latest spectacular *Samson*, new and expanded restaurants in Downtown Lancaster, the just-opened observation tower at Kreider Farms, and the extensive makeovers at both the Red Caboose Motel & Restaurant and the Lancaster Marionette Theatre (formerly the Hole in the Wall Puppet Theatre).

Added to this are Discover Lancaster’s (1) [own new driving trails](#) highlighting our distinctive shopping, bountiful beverages, and fascinating heritage, as well as (2) the first two of our [#DiscoverItForYourself marketing/social media videos](#) of expected and unexpected experiences that provide visitors with more detail using authentic voices and compelling visuals. **Both of these initiatives aim to further promote Discover Lancaster’s expanded tourism brand for the area.**

Lancaster County is a wonderful blend of urban style and rural splendor, with many rich cultures, from the Amish to the arts. Travelers can take in our vibrant downtown city life – with galleries, great dining, specialty shops, and live music – or explore surrounding towns and villages to get a sampling of the heritage, food, craftsmanship, and attractions for which Lancaster is famous. Visit us at www.DiscoverLancaster.com.