DISCOVER Lancaster

Who We Are

Discover Lancaster is the official Destination Marketing Organization for Lancaster County. We are the only county-wide sales and marketing team whose sole focus is helping generate the multi-billion dollar economic impact that tourism brings to the area annually.

Why It Matters

With more than eight million visitors per year, tourism is a significant economic driver, providing jobs, growth, and tax revenues. But its many amenities improve our own quality of life too, as highlighted by our Locals Love Lancaster campaign. And those special qualities help attract new businesses as well.

So whether Lancaster is your home, office, or escape, the benefits of tourism are central to it all.

Tourism saves each Lancaster County household **$972 ANNUALLY** in state and local taxes.

Tourism supports more than **24,000 JOBS** in the county.

$2.6 BILLION annual total economic impact.

DISCOVER YOUR OWN BACKYARD

LOCALS LOVE LANCASTER

MORE INFORMATION AT LOCALSLOVELANCASTER.COM