



Media Contact:

Sonja Burris, Communications Manager, TMP
Rock Hill/York County CVB
803.329.5200 (w) | 803.487.1618 (m)
sburris@visityorkcounty.com

October 6, 2015

FOR IMMEDIATE RELEASE

Rock Hill/York County Convention & Visitors Bureau launches new tourism brand
York County, SC tourism leaders revealed a new tourism brand identity designed to showcase its distinctive features, bring awareness and promote the region as a desired southern destination

ROCK HILL, SC – The Rock Hill/York County Convention & Visitors Bureau (CVB) released York County’s new tourism brand identity on October 1, 2015. The reveal celebration took place in [Carowinds’ Harmony Hall](#) from 5:00 – 6:30 p.m. The event was attended by many local community and business leaders, elected officials, and industry partners.

Guests attending the event enjoyed an interactive brand-themed activity that created a great photo opportunity featuring local attractions, which generated key visual storytelling moments throughout the evening. Guests also reveled in entertainment, refreshments and relevant items shared to help spread awareness of the new brand message. York County tourism leaders encouraged guests to use the items during their visits to local attractions, and then share their experiences on the Visit York County website and social media communities.

Staff of the Rock Hill/York County CVB carefully selected activities for the event, focusing on the new brand tagline, Create Your Story and the core element of the new brand message, which is centered on storytelling. “Storytelling is critical in the travel and tourism industry,” said Lisa Meadows, executive director of the Rock Hill/York County CVB. “Storytelling is what we do as destination marketers to appeal to visitors, media and planners within our target markets, to get them to visit, return to the area, feature our destination in various mediums and bring their events to York County.”

During the event, guests heard from leaders from York County Government and the SC Department of Parks, Recreation & Tourism on the impact that York County tourism has on local government and the state of South Carolina. Representatives from [The Brandon Agency](#) officially revealed York County’s new brand identity during a presentation that gave details of the strategies that were developed to achieve and complete the brand process. CVB Executive Director Lisa Meadows gave the final presentation unveiling the CVB’s newest marketing materials featuring the new brand identity. Those marketing materials include the annual visitor guide, website, tourism mobile app and the annual tourism report.

The CVB will run a year-long social media campaign encouraging visitors and residents to share #myYCstory. Fans to the Visit York County social media communities are welcome to share their pictures, videos and comments about their special stories that have inspired positive life-long memories.

History of the CVB brand process

The staff at the Rock Hill/York County CVB selected The Brandon Agency in October 2014 to lead them in the development of a plan to produce its new brand identity. The Brandon Agency is an integrated marketing communications firm with expertise in diverse marketing disciplines including traditional, as well as digital, social and internet disciplines. In November 2014, the CVB and The Brandon Agency identified various stakeholder groups and began hosting focus groups to gain their perspectives of travel and tourism in York County, SC. There was a total of five focus groups that met between November and January. The agency worked with the CVB staff to employ an 8-step approach call Brand Origins. The process includes the following:

- Contextualizing
- Brand elements
- Creative Developments
- Validation
- Plan Development
- Internal Adoption
- External Adoption
- Measurement

The Brandon Agency will continue to work with the Rock Hill/York County CVB to help drive visitors to the area and increase awareness of the area's tourism. The CVB and the agency will continue to implement account management, social media, media buying/planning and search engine optimization tactics to reach York County's desired target audience.

[About the Rock Hill/York County Convention & Visitors Bureau](#)

The Rock Hill/York County Convention & Visitors Bureau (CVB) is the destination marketing organization (DMO) responsible for developing an authentic, unified identity for York County, SC. As a DMO, the CVB's goals are to promote the long-term development and marketing of their destination, focusing on convention, sports and leisure sales, tourism marketing and services. The organization works in collaboration with the CVB Board as well as the York County Council and appropriate funding sources. In 2008, the Rock Hill/York County CVB became the first accredited destination marketing organization in South Carolina.

For more information about the new Rock Hill/York County CVB tourism brand identity, please call Sonja Burris, communications manager at the Rock Hill/York County CVB at 803.329.5200 or 888.702.1320.

###