



FOR IMMEDIATE RELEASE

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**VISIT DELCO LAUNCHES NEW SPRING MARKETING INITIATIVE
TO HELP DRIVE DELAWARE COUNTY TOURISM**

With a goal of adding to the \$1.2 billion impact delivered by visitors to Delaware County last year, Visit Delco, Delaware County’s tourism marketing resource, has launched a spring marketing initiative. Utilizing tactics like targeted digital media, radio advertising with local endorsers, and digital billboards on the Commodore Barry Bridge, Visit Delco’s campaign seeks to increase the number of people spending time and money at the many county attractions, while also generating overnight stays in its more-than 40 lodging venues.

The campaign’s slogan – “They say we’re a lot, and they’re right” – is meant to draw attention to the immense volume of ways to spend quality time in Delco, while also highlighting the authentic nature of Delaware County residents.

“DELCO is the heart and soul of the region. We are comfortable, confident, and sometimes even a little bit cocky. That said, we offer some of the best places to spend a night in the region, and plenty for people to do and enjoy while they’re here. Yes, they say we’re a lot, and they’re right!” says Steve Byrne, Executive Director of Visit Delco. “This campaign is intended to showcase that DELCO spirit and shine a light on all the different experiences that Delaware County has to offer. We literally have something for everyone to enjoy.”

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Visit Delco’s mission is to drive the economic vitality of Delaware County, PA, as a dynamic tourism destination, by promoting the region as a welcoming place to eat, stay and play.

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