

## Discover Lancaster shares 2025 tourism data and highlights “New for ‘26” items

(Lancaster, Pa.) In recognition of National Travel & Tourism Week, Discover Lancaster released its [2025 Tourism Economic Impact Report](#) today, which showed that the destination largely retained the significant post-pandemic gains of the past few years.

“Overall, Lancaster County tourism held its own **in 2025** – achieving small gains in four of the five primary metrics in the report, despite some economic uncertainty at different points during the year,” stated the organization’s President & CEO, Jeffrey Vasser.

Conducted by respected analysis firm Tourism Economics, the report showed that while **visitation** receded slightly from about 10.2 million to 10 million, **visitor spending** actually rose by nearly half a percent, to \$2.74 billion – which translates to \$7.5 million dollars in spending every day.

The ripple effect of this increased spending throughout the community contributed to the industry’s **total economic impact** rising by seven tenths of a percent, to \$3.61 billion.

Additional visitor spending also produced a nominal gain in **tourism-related employment** – providing work for 26,436 people.

Plus, the \$254 million in **state & local tax revenue** generated by the industry saved each Lancaster County household from paying an additional \$1,196 annually in such taxes in order to maintain current services.

And Lancaster County tourism aims to build further on these gains this year, owing to the area’s driveable location, relative good value overall, between-game travel opportunities during the FIFA World Cup in Philadelphia & northern New Jersey, and the debut of many new visitor offerings.

Thus far **in 2026**, the destination has seen a rise in lodging demand of 2.4% compared to the same time last year, and an increase in lodging revenue of 4.7%.

Web traffic has also been very strong, with sessions up 17.3% year-to-date over 2025, and 20% more web users.

In addition, visitors can enjoy fresh experiences like:

- The just-opened [Thaddeus Stevens & Lydia Hamilton Smith Center for History and Democracy](#) and its powerful stories of striving for freedom & opportunity for all.
- The debut of the inspirational show [“Joshua”](#) at Sight & Sound Theatres during its 50<sup>th</sup> anniversary year.
- Celebrating America’s 250<sup>th</sup> at the county’s [numerous historic sites and along several heritage tours](#), including the many events & activities at Revolutionary-era [Historic Rock Ford](#) and by using Discover Lancaster’s [special commemorative passport booklet](#) to collect custom stamps at many of these stops.
- New lodging getaways at the refurbished & re-themed [Dutch Wonderland Inn](#), as well as later this year at the unique [Hampton by Hilton at the Chip Factory](#) (with a first-floor restaurant & rooftop lounge) in Columbia or the boutique Swan Hotel (with 11 luxury rooms) in Lancaster City.
- The 15th anniversary of two of the city’s stellar creative venues – the innovative productions of [Prima Theatre](#) and the rich variety of the [Ware Center for the Arts](#).

*Lancaster County is a wonderful blend of urban style and rural splendor, with many rich cultures, from the Amish to the arts. Visit us at [www.DiscoverLancaster.com](http://www.DiscoverLancaster.com).*