

WELCOME TO THE TOURISM DAY SUMMIT



Kalahari Resorts & Conventions
Wednesday, May 4, 2022



AGENDA





POCONO MOUNTAINSSM
VISITORS BUREAU

Tourism Day.....Quick Updates

Program Launches

- Providing Member Value and Support
- Community Calendar.....for all Four Counties
- Great New Products – Great Wolf Lodge – Camelback
- New Dashboard for Members as well as Stakeholders
- Recruitment Campaigns – Job Board
- Locals Campaign – Mining the Poconos and Surrounding Counties for Local Business
- Member Survey – Please Complete
- Internship Programs – College and HS Partners
- Reordering Meeting and Convention Sales – FAMS
- Board Strategic Plan Initiatives – Ongoing

We Need Your Assistance

- Market Forecasting and Program Implementation
- Is an Economic Slowdown on the Horizon?
- The Pocono Promise....what direction do we want to take it in?
- Markets to Spend Advertising Dollars Within – The Data
- PTN Promotion and Content Development.....Storytelling
- PTN Live Broadcasts
- Developing a Mission/Intent Statement
- Data Analytics and it's Growing Role in our Industry
- VR and AI

Google Analytics Changes: Important Update

- As of July 1, 2023, Google will no longer be using Universal Analytics (UA)
- You will still be able to use Google UA for historical archived data purposes
- It is recommended that you activate a Google G4 Analytic account by July 1, 2022, if you haven't already
- If you activate G4 by July 1, 2022, this will ensure you have a year of historical data to populate the new platform
 - Prepare stakeholders
 - G4 will be focusing on **Users** rather than **Sessions**
 - This is a different Engagement metric then currently found on UA
 - Possible shifts in channel attribution
 - Now is a great time to review/audit your reporting data
 - Every web report provides tables that no one looks at



Date March 2022

STR: Pocono Mountains+

AirDNA: Combined Counties

% Change YOY Change

Hotel Properties

Occupancy	ADR	RevPAR	Supply	Room Nights	Room Revenue
55.3%	\$253.82	\$140.24	248.1K	137.1K	\$34.8M
YOY	YOY	YOY	YOY	YOY	YOY
▼ -1.2%	▲ 4.2%	▲ 2.9%	▲ 0.0%	▼ -1.2%	▲ 2.9%

Short Term Rental Properties

Occupancy	ADR	Rev Par	Supply	Room Nights	Room Revenue
38.6%	\$401.82	\$154.98	144.1K	55.6K	\$22.3M
YOY	YOY	YOY	YOY	YOY	YOY
▼ -29.0%	▲ 5.5%	▼ -23.7%	▼ -7.5%	▲ 28.6%	▼ -4.8%

Insights

March 2022 Key takeaways

1. March hotel performance for the Pocono Mountains region room nights grew to 137.1K total rooms sold, down 1.2% YOY. Short term rental demand for the Combined Counties region was 55.6K nights, up 28.6% YOY.
2. Hotel occupancy for March was 55.3%, down 1.2% YOY and ranked fourth among comp set locations, with Lehigh leading hotel occupancy at 72%.
3. Facebook impressions for March 2022 were 6.2M, down 12% MOM but up 4.7% YOY. Engagements were 201K, and were up 24.5% YOY.
4. Organic web sessions in March fell 27.8% MOM to 154.6K sessions, down 24.8% from session levels one year ago. 68.2% of users listed as organic sessions were new users, with the top landing pages the homepage (8.4%) and "All Inclusive Resorts" (2.9%).
5. Leisure and hospitality jobs grew 2.1% from February, and were up 8.4% from job levels one year ago. The stagnation of leisure and hospitality jobs relative to 2019 continued, down 1 ppt from last month, now -16%.

Key Metrics

March 2022 Employment trends and leading indicators for travel

		MOM	YOY
Organic Web Sessions	154.6K	▼ -27.8%	▼ -24.8%
Facebook Impressions	6.2M	▼ -12.0%	▲ 4.7%
Leisure & Hospitality Jobs	19.3K	▲ 2.1%	▲ 8.4%
Wilkes-Barre /Scranton TSA ..	14.3K	▲ 8.0%	▲ 8.9%

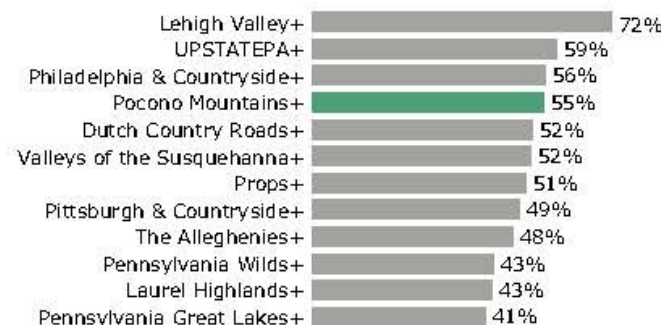


Source: STR, AirDNA, TSA, Facebook, Google Analytics, and BLS
 * BLS job numbers for Scranton-Wilkes Barre-Hazleton

Measure Occupancy (%)

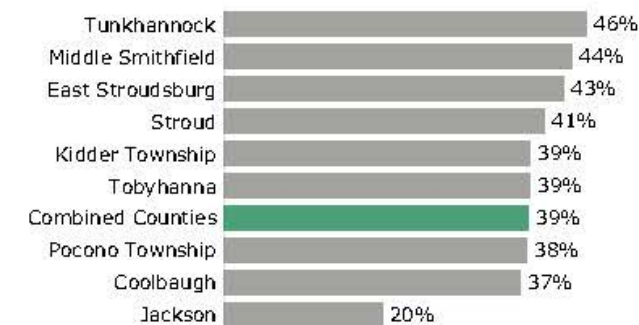
Hotels: Occupancy (%)

March 2022



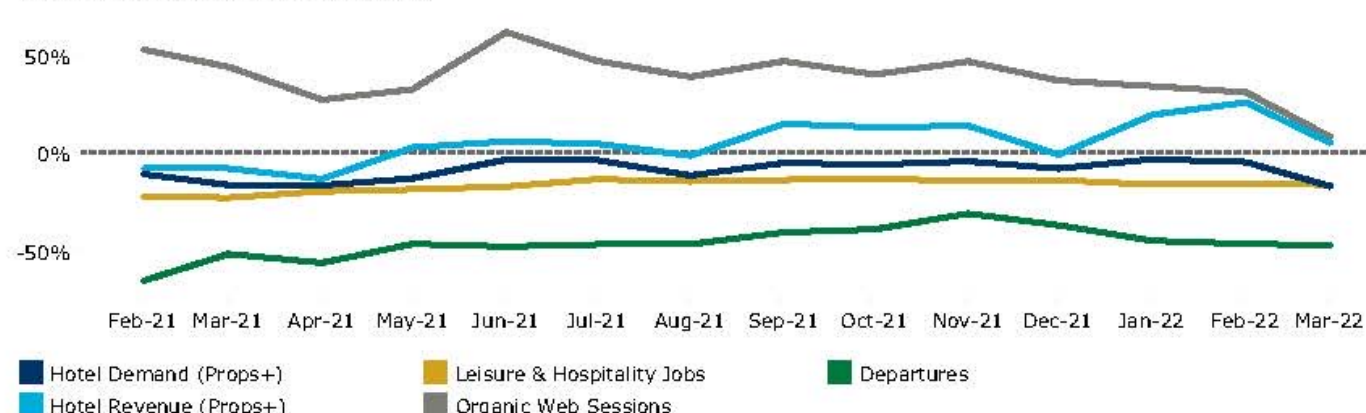
Short Term Rentals: Occupancy (%)

March 2022



Recovery Indicators

% change relative to same month in 2019



Benchmarking

Date: March 2022

Airport in: Avoca, PA

March 2022

14.3K

TSA Throughput at
Wilkes Barre/Scranton
International

▼ -46.6%

TSA Throughput
Versus 2019

19.3K

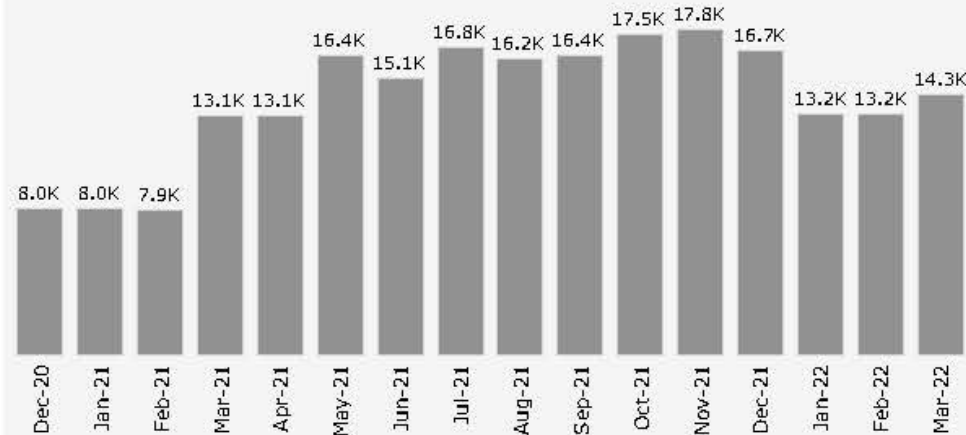
Leisure and Hospitality Jobs in
Scranton--Wilkes-Barre--Hazleton,
PA

▼ -15.7%

Leisure and Hospitality
Jobs Versus 2019

TSA Throughput at Avoca, PA (AVP)

Last 16 Months from March 2022



TSA Throughput at Avoca, PA (AVP)

Year to Date

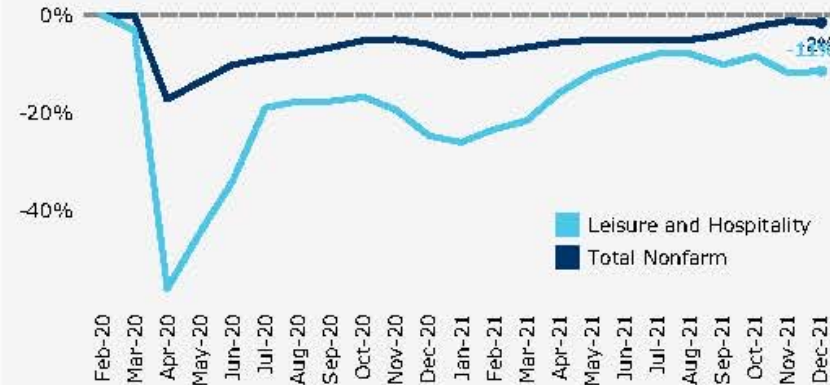


Source: TSA

2019 2020 2021 2022

Job Losses Since Feb-20

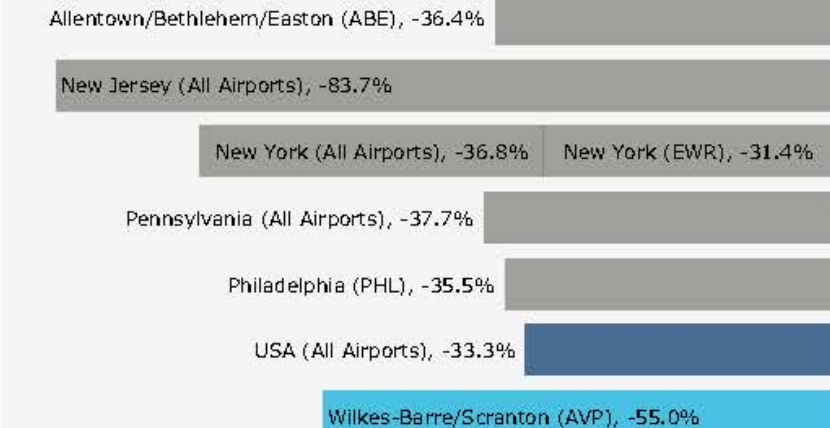
Scranton--Wilkes-Barre--Hazleton, PA, % difference compared to Feb-20



Source: BLS

Air Travel Bookings

% change in bookings made in March 2022, relative to 2019



Source: OAG



5.99M

Total Sessions
(▲5.3%) v Prior 12 mo.



13.91M

Total Page Views
(▲0.3%) v Prior 12 mo.



192 sec

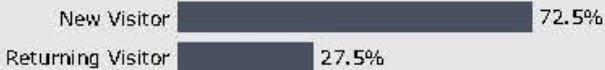
Avg Session Duration
(▼5.2%) v Prior 12 mo.



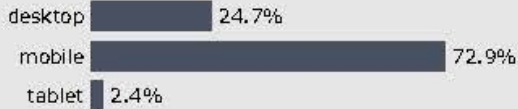
44%

Bounce Rate
(▼1.0%) v Prior 12 mo.

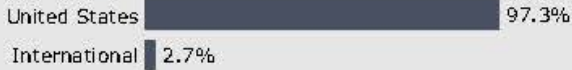
User Count by User Type



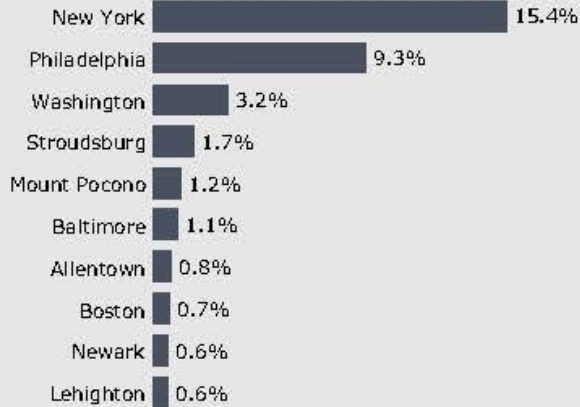
User Count by Device Type



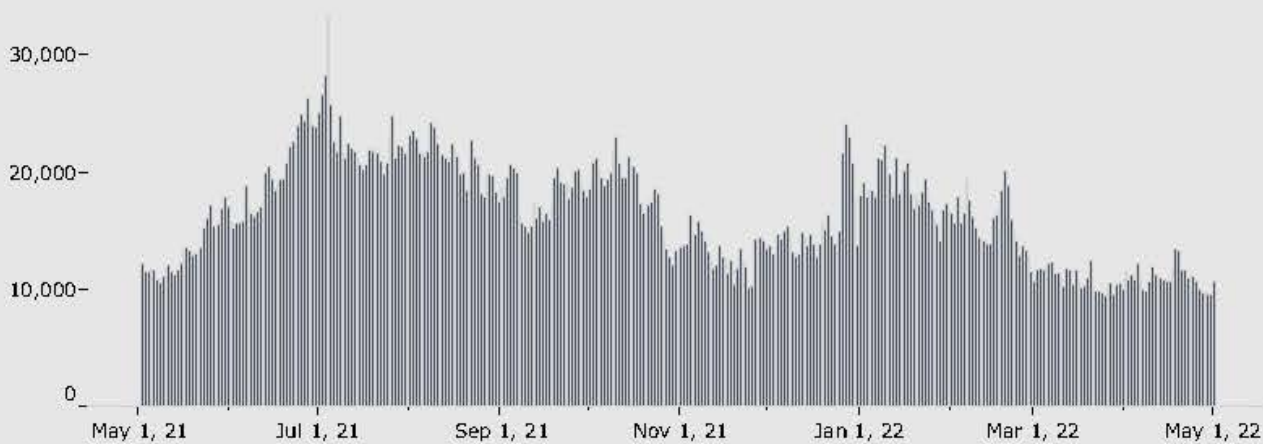
User Count by Country



User Count by City



User Count



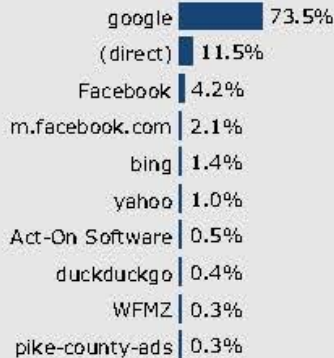
Select Date Ranges:
Rolling 12 Months

"As Of" Date:
01-May-22

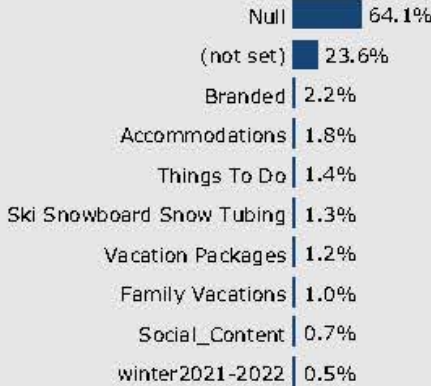
Channel Grouping Name:
All

Measure:
User Count

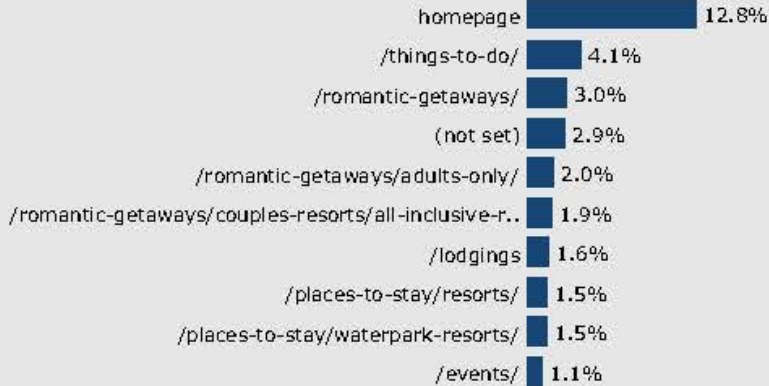
Top Referrals (User Count)



Top Campaigns (User Count)



Top Landing Pages (User Count)

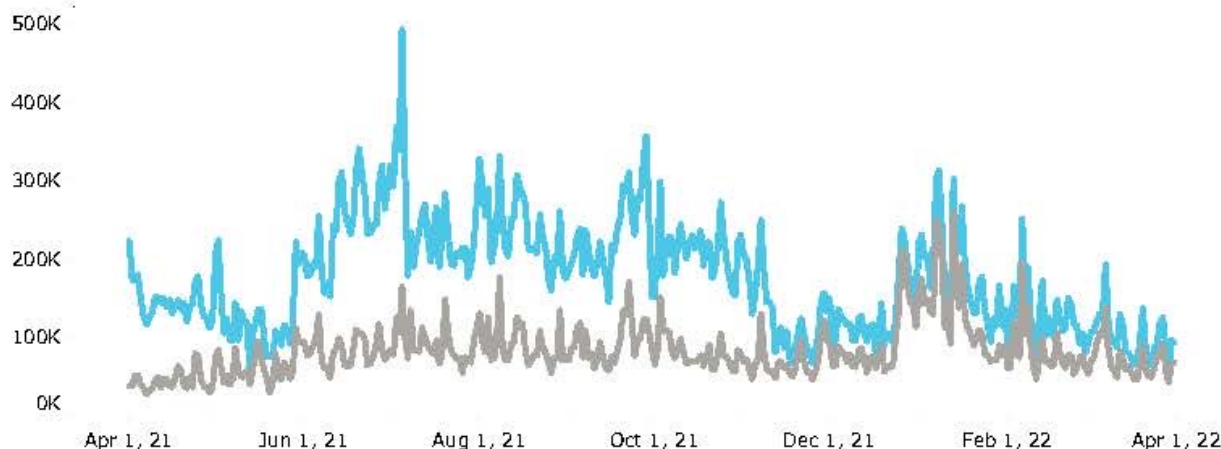


From
4/1/2021

To
3/31/2022

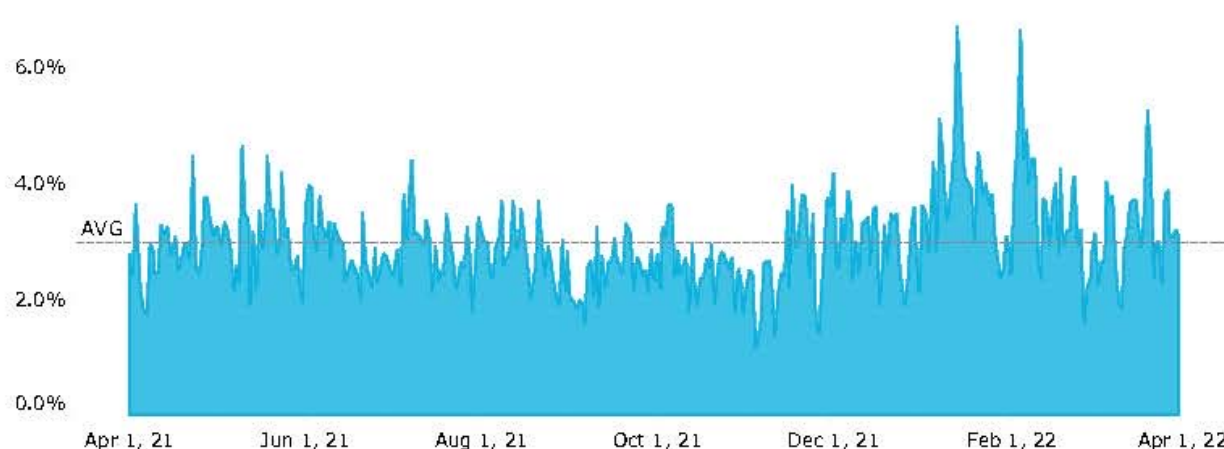
Facebook Impressions

Date Range: 4/1/2021 - 3/31/2022



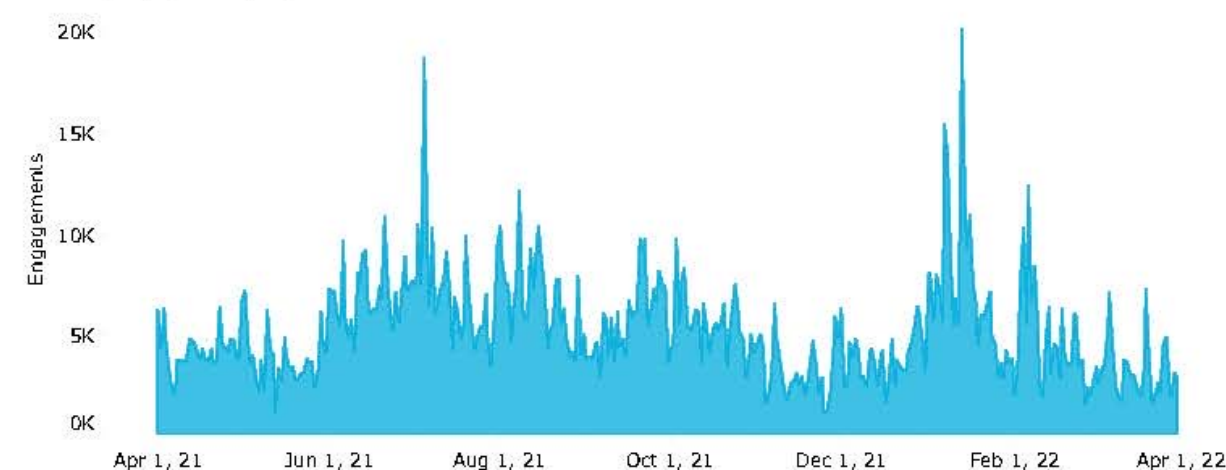
Facebook Engagement Rate

Date Range: 4/1/2021 - 3/31/2022



Facebook Engagements

Date range: 4/1/2021 - 3/31/2022



Net New Audience

Facebook
Date range: 4/1/2021 - 3/31/2022

