

# POCONO MOUNTAINS



## PERSPECTIVE

2019



**POCONO  
MOUNTAINS<sup>SM</sup>**  
VISITORS BUREAU

### ANNUAL REPORT

WAYNE | PIKE | MONROE | CARBON



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## 2019 ANNUAL REPORT





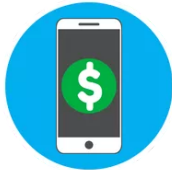

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# ECONOMIC DRIVER



Tobyhanna State Park

|   |  |   |
|---|--|---|
| <p><b>TOURISM<br/>IN THE POCONO MOUNTAINS</b><br/>27.9 MILLION* VISITORS<br/>LAST YEAR</p>  <p>2+ MILLION MORE THAN<br/>THE POPULATION OF AUSTRALIA<br/>*ONE-YEAR RECORD</p>                      | <p><b>EMPLOYMENT<br/>IN THE POCONO MOUNTAINS</b><br/>35,000+ DIRECT &amp;<br/>INDIRECT JOBS</p>  <p>SAME NUMBER OF<br/>EMPLOYEES AT<br/>TESLA MOTORS</p> | <p><b>TAX IMPACT<br/>OF TOURISM</b><br/>\$520M IN FEDERAL,<br/>STATE &amp; LOCAL REVENUE</p>  <p>\$150M MORE THAN ECONOMIC<br/>IMPACT OF SUPER BOWL 52<br/>IN MINNESOTA</p> |
| <p><b>ECONOMIC IMPACT<br/>IN THE POCONO MOUNTAINS</b><br/>\$3.3 BILLION IN SPENDING</p>  <p>EQUIVALENT TO THE DOMESTIC<br/>SPONSORSHIPS OF THE<br/>2020 TOKYO OLYMPICS<br/>(AS OF JUNE 2019)</p> | <p><b>TAX RELIEF<br/>FROM TOURISM</b><br/>\$1,500 PER HOUSEHOLD</p>  <p>EQUAL TO ONE YEAR'S COST<br/>OF TWO MOBILE PHONE PLANS</p>                      | <p><b>VISITATION<br/>GROWTH</b><br/>3.3 MILLION IN FIVE YEARS</p>  <p>SAME AMOUNT OF PEOPLE<br/>WHO VISITED SEAWORLD<br/>THE FIRST 3 MONTHS OF 2019</p>                    |

SOURCE: [ECONOMIC IMPACT OF TOURISM IN THE POCONOS - TOURISM ECONOMICS APRIL 2019](#)

# ECONOMIC DRIVER

“The Pocono Mountains has had more capital investments in hospitality and tourism than any other destination in the United States over the last five years, that’s something we can be proud of and celebrate.”




Chris Barrett, President & CEO  
Pocono Mountains Visitors Bureau



## The Pocono Mountains In the driver’s seat

With 2,400 square miles of mountains, lakes, forests and quaint communities - the Poconos is a destination for millions looking to get away from the cities, tall buildings and fast- paced lives. Even though we do “fast,” we also help our visitors appreciate the special moments they spend here year-round.

### SPECIAL THANKS TO OUR ELECTED LEADERS

|  |   |   |
|--|---|---|
|  <p>U.S. Senator Robert Casey</p> <hr/> <p>U.S. Senator Patrick Toomey</p> <hr/> <p>U.S. Representative Matt Cartwright</p> <hr/> <p>U.S. Representative Susan Wild</p> |  <div> <div> <p><u>Wayne County</u></p> <p>Brian Smith*</p> <p>Joseph Adams</p> <p>Wendell Kay</p> </div> <div> <p><u>Pike County</u></p> <p>Matthew Osterberg*</p> <p>Ron Schmalzle</p> <p>Steven Guccini</p> </div> </div> <div> <p><u>Monroe County</u></p> <p>John Moyer*</p> <p>Charles Garris</p> <p>John Christy</p> </div> <div> <p><u>Carbon County</u></p> <p>Wayne Nothstein*</p> <p>Tom Gerhard</p> <p>William O’Gurek</p> </div> <p>* denotes chairperson</p> |  <p>State Senator Lisa Baker</p> <p>State Senator Mario Scavello</p> <p>State Senator John Blake</p> <p>State Senator John Yudichak</p> <p>State Representative Maureen Madden</p> <p>State Representative Rosemary Brown</p> <p>State Representative Michael Peifer</p> <p>State Representative Jonathan Fritz</p> <p>State Representative Jack Rader</p> <p>State Representative Doyle Heffley</p> <p>State Representative Jerry Knowles</p> |
|--|---|---|



# ECONOMIC DRIVER



**THE NUMBER  
OF VISITORS  
INCREASED BY  
550,000 TO  
27.9 MILLION  
IN 2018**



**VISITOR  
SPENDING  
REACHED  
\$3.3 BILLION,  
GROWING  
\$125 MILLION**



**VISITATION  
HAS GROWN BY  
3.3 MILLION SINCE 2014,  
AN OVERALL 13% GROWTH  
IN FIVE YEARS**

The Lodge at Woodloch | Barley Creek Brewing Company | Camelbeach Mountain Waterpark



# PERSPECTIVE QUICK LOOK



Delaware Water Gap

|   |  |  |
|---|--|--|
| <p><b>MEMBERS</b><br/>BENEFITS</p>  <p>NETWORKING<br/>MARKETING<br/>EDUCATION</p>          | <p><b>MARKETING</b><br/>ADVERTISING, CO-OP</p>  <p>CAMPAIGNS<br/>ANALYSIS</p>                       | <p><b>SALES</b><br/>LEADS, CLIENTS AND<br/>CONVENTIONS</p>  <p>CORPORATE &amp; ASSOCIATION<br/>EVENTS<br/>SPECIALTY MARKETS</p> |
| <p><b>WEBSITE</b><br/>4 MILLION VISITS</p>  <p>STATS, BOOKING ENGINE,<br/>OPTIMIZATION</p> | <p><b>SOCIAL MEDIA</b><br/>ENGAGEMENT, GROWTH</p>  <p>INSTAGRAM, FACEBOOK,<br/>TWITTER, YOUTUBE</p> | <p><b>ADVOCACY</b><br/>PICK UP THE POCONOS</p>  <p>FIRST YEAR OF<br/>MULTIPRONGED CAMPAIGN</p>                                  |

## PLUS: PUBLIC RELATIONS & FINANCIAL PERSPECTIVE



# LEADERSHIP PERSPECTIVE

## CHRISTOPHER BARRETT - PRESIDENT & CEO

We as a team wanted to take a moment to thank all of you on behalf of the PMVB for the opportunity to serve you and our great Pocono Mountains. We have much to be thankful for as we consider a new course for 2020.

As always, we would be remiss if we didn't recognize our elected officials from state, county and local governments. They have supported the PMVB and the overall tourism industry over the past year in many ways quietly and consistently, and they have always positioned us for success. We look forward to those continued partnerships in the upcoming year.

The mission of the Pocono Mountains Visitors Bureau is to attract, promote and facilitate tourism to and within our market. Our goal is to cause major economic impact for our constituencies through programs designed to identify and attract consumer travelers as well as entice major conventions and meetings, trade shows and group tours to select the Pocono Mountains, while impacting the quality of life of local citizens.

To that end, it is our responsibility and privilege to present the 2019 PMVB Annual Report. Within the pages of this report, you will find the activities associated with PMVB's 2019 tactics, resulting in a return on investment of the Pocono's official destination marketing organization (DMO). We are pleased to report that the Pocono Mountains was fortunate to continue to contribute to the economic vitality of the region.

During 2018-19, the executive committee approved a governance review of the board as well as agency (DMO) interactions with the same. Results of that review realized opportunities for the board to evaluate and update many of its operational practices and philosophies resulting in a re-energized and recommitted governance model moving forward. Implementing industry best practices and the embracing of new strategies will enhance the propensity to further the development of tourism in the Poconos. This annual report provides a platform to share the successes of this past year. We are excited about the new opportunities and philosophies that FY 2020 will yield. We thank you, our tourism industry and stakeholders, for your partnership. We look forward to enhanced collaborations and strengthened relationships. Together, success is our reality.

Sincerely,  
Chris

## GENEVIEVE REESE - BOARD CHAIRPERSON

Thank you for the privilege to serve as chair of the executive board of directors of The Pocono Mountains Visitors Bureau for yet another year. The dedication of the boards and staff of the PMVB is commendable and key to the success of the region. Together, with the support of our local and state elected officials, partners and sponsors we are able to continue our mission of enhancing the economic and environmental well-being of our region through the promotion of tourism and marketing of our destination.

The all-star team of the PMVB is energized and ready to play ball! Significant capital investments and an increased sales force at the PMVB is helping to generate additional marketing dollars from the hotel room tax. Additional marketing dollars are in turn enabling Brian and his marketing team to create a significant presence on digital and social media platforms, producing amazing results in performance and engagement. The new Pocono Mountains Travel Guide and the introduction of the Pocono Television Network has given the destination a more unified presence in print and media. It is a true success story!

It has been an exciting year on the board, one of reflection and exploration, in order to determine a fresh new approach to governance and future growth of the organization. We engaged a company to help us review our current board, explore some "best practices" and address our board dynamics, in order to determine a clear path for the future. In 2020, expect to see a new board model, including new and reinvigorated committees. Our committees will serve as the think tanks of our organization. 2020 is your chance to get involved!

I thank you for your commitment to the Pocono Mountains. Stay Green, stay clean and be #PoconoProud!


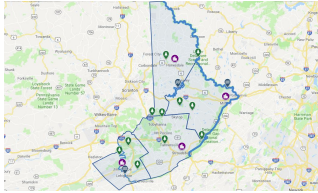
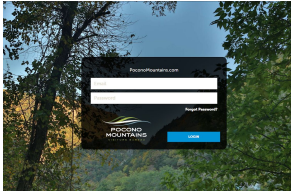
Sincerely,  
Genevieve



# OUR MEMBERS | OUR BUSINESS



Whitewater Challengers

|  |  |  |
|--|--|--|
| <p><b>MEMBERS</b><br/>440+ TOTAL</p>  <p><b>POCONO MOUNTAINS<sup>SM</sup></b></p> <p>DIGITAL MARKETING<br/>NETWORKING<br/>SOCIAL MEDIA<br/>SALES LEADS</p> | <p><b>NEW MEMBERS</b><br/>40+ JOINED PMVB IN 2019</p>  <p>FROM LODGING TO FOOD TO<br/>SPIRITS TO SHOPPING</p>  | <p><b>EXTRANET</b><br/>MEMBERS' PORTAL</p>  <p>TRAINING, LISTINGS, EVENTS<br/>AND OFFERS ON<br/>POCONOMOUNTAINS.COM</p>            |
| <p><b>GAIL STERRETT<br/>MARKETING AWARD</b></p>  <p>RICKY DURST<br/>POCONO RACEWAY</p>  | <p><b>VALUED PARTNERS</b></p> <p>REP. ROSEMARY BROWN<br/>MIKE DWYER*<br/>JOHN MORRISON**<br/>KEVIN MARTORANA**<br/>TERRY WHITMORE***<br/>JON ANGLE***<br/>LOUIS NAPIER***<br/>TISHAWN WATTS***</p> <p>EAST STROUDSBURG UNIVERSITY<br/>MONROE COUNTY COMMISSIONERS<br/>CARBON COUNTY COMMISSIONERS<br/>PIKE COUNTY COMMISSIONERS<br/>WAYNE COUNTY COMMISSIONERS</p> | <p><b>VISITORS CENTERS</b><br/>FIVE LOCATIONS</p>  <p>JIM THORPE   MILFORD<br/>HONESDALE   STROUDSBURG<br/>LAKE WALLENPAUPACK</p> |

\* Middle Smithfield Township

\*\* Take One Productions

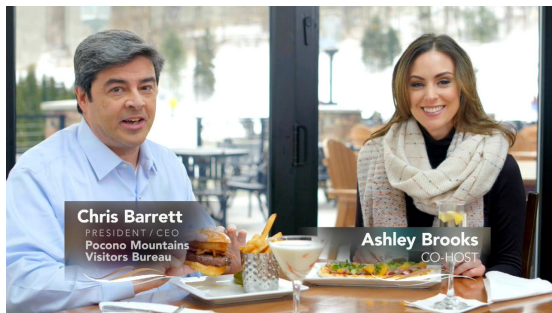
\*\*\* Strauser Nature's Helpers



# MARKETING | ADVERTISING



Hawk Falls - Hickory Run State Park



## Pocono Mountains Magazine

### TELEVISION

Six major markets

Featuring small towns (Jim Thorpe, Stroudsburg, Honesdale, Milford)

Waterways, Trains, Parks



## Winter 2018-2019

TELEVISION: \$1,060,000

OUTDOOR: \$158,000

ONLINE: \$327,000

TOTAL: \$1,545,000



## Summer 2019

TELEVISION: \$1,095,000

OUTDOOR: \$45,000

ONLINE: \$246,000

TOTAL: \$1,386,000

### TELEVISION

PHILLY: WPVI, WFMZ

WASHINGTON D.C.: WTTG

HLLY: WGAL, WPMT, WHTM

NEW YORK: WABC

BALTIMORE: WBAL

SCR/W-B: WNEP, WBRE/WYOU, BRC 13

# MARKETING | ADVERTISING

## Pocono Television Network

BLUE RIDGE CABLE CH. 734

STREAMING

5 ½ hours of fresh content

Streaming at 5 visitors center locations

Promoting members, adding commercials



## Display Ad Campaigns

SPRING | SUMMER | FALL | WINTER

JULY 2018 - JUNE 2019

\$350,944.55, 0.35% CTR, \$1.76 eCPC

|                 |              |
|-----------------|--------------|
| Seasonal:       | \$320,052.76 |
| Trade Shows:    | \$2,364.75   |
| Direct Booking: | \$10,313.95  |
| Promotional*    | \$18,213.09  |

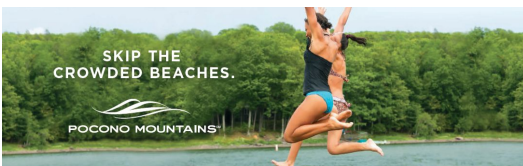
\*Golf Card sales, Pick Up the Poconos, Restaurant Month

## Co-op Marketing Programs

31 CO-OP CAMPAIGNS

\$660,215.72, .33% CTR, \$1.66 eCPC

Included event-based campaigns, brand awareness campaigns, special offer campaigns and connected TV campaigns



## Digital and Static Boards

Lamar, TriOutdoor in Scranton, Wilkes Barre & Philadelphia



# MARKETING | ADVERTISING



## Restaurant Month

SPRING 2019

Inaugural Restaurant Month

April 19 - May 22, 2019

Total Budget \$62,000

29 restaurants across 4 counties

TV, radio, display ad campaign, social media, email

Worked with chambers of commerce throughout the Poconos



## Pick Up the Poconos

SUMMER 2018, WINTER - SPRING 2019

Total budget \$50,000

TV, Radio & Out-of-Home

\$500 budget for digital

478 Clicks, 0.38% CTR, \$1.05 eCPC



## The Chef's Kitchen

PARTNERED WITH ST. LUKE'S  
UNIVERSITY HEALTH NETWORK

11 member restaurants

4 episodes

6 networks

192 airings

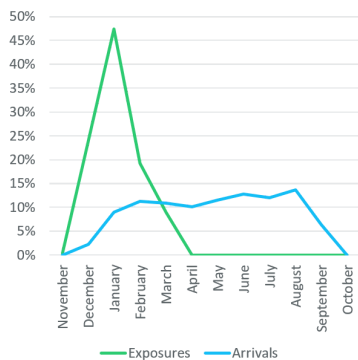
# MARKETING ANALYSIS

Arrivalist®



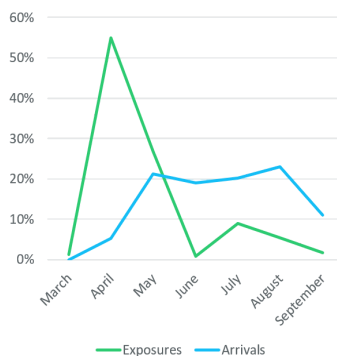
## ARRIVAL TIMELINE

### WINTER 2018



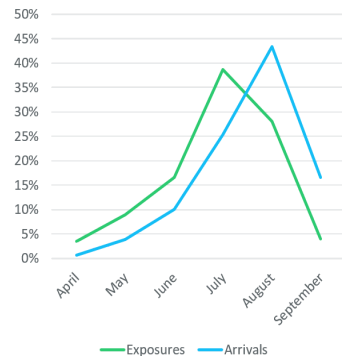
.56 APM  
1,220 arrivals  
2.1M impressions

### SPRING 2019



.87 APM  
451 arrivals  
518K impressions

### SUMMER 2019



.30 APM  
2,139 arrivals  
7.1M impressions

Arrivalist uses the metric arrivals per 1,000 impressions (APM) to measure arrival rate  
Arrivalist places a tracking pixel in digital ads, i.e. sponsored media, emails, and banner ads




**LODGING AND  
FOOD AND BEVERAGE  
SPENDING CAPTURE  
57 CENTS OF EACH  
VISITOR DOLLAR**








# MARKETING ANALYSIS

## SEASONALITY

|  |  |   |
|--|--|---|
| <p><b>WINTER</b><br/>Dec.-Feb.</p>  <p>Average time in market:<br/>1 day, 4 hours<br/>Visitors:<br/>22.8%</p> | <p><b>SPRING</b><br/>March-May</p>  <p>Average time in market:<br/>1 day, 5 hours<br/>Visitors:<br/>31.8%</p> | <p><b>SUMMER</b><br/>June-August</p>  <p>Average time in market:<br/>1 day, 11 hours<br/>Visitors:<br/>45.4%</p> |
|--|--|---|

## CAMPAIGN ARRIVALS

|  |  |  |
|--|--|--|
| <p><b>WINTER</b><br/>2018</p>  <p><b>NEW YORK</b><br/>ARRIVAL: 55.6%<br/>LENGTH OF STAY:<br/>32 hours</p> <hr/> <p><b>PHILADELPHIA</b><br/>ARRIVAL: 26.1%<br/>LENGTH OF STAY:<br/>31 hours</p> <hr/> <p><b>HARRISBURG</b><br/>ARRIVAL: 5.5%<br/>LENGTH OF STAY:<br/>29 hours</p> | <p><b>SPRING</b><br/>2019</p>  <p><b>NEW YORK</b><br/>ARRIVAL: 54.3%<br/>LENGTH OF STAY:<br/>33 hours</p> <hr/> <p><b>PHILADELPHIA</b><br/>ARRIVAL: 27.9%<br/>LENGTH OF STAY:<br/>33 hours</p> <hr/> <p><b>HARRISBURG</b><br/>ARRIVAL: 5.1%<br/>LENGTH OF STAY:<br/>31 hours</p> | <p><b>SUMMER</b><br/>2019</p>  <p><b>NEW YORK</b><br/>ARRIVAL: 58.9%<br/>LENGTH OF STAY:<br/>34 hours</p> <hr/> <p><b>PHILADELPHIA</b><br/>ARRIVAL: 26.3%<br/>LENGTH OF STAY:<br/>36 hours</p> <hr/> <p><b>HARRISBURG</b><br/>ARRIVAL: 5.0%<br/>LENGTH OF STAY:<br/>28 hours</p> |
|--|--|--|

Arrivalist A3 platform, a Location Attribution Analytics platform, measures visitor trends

[Arrivalist Report](#)

# SALES FORCE



Mt. Airy Casino & Resort

## Generating Leads

### PORTALS TO POTENTIAL ROOM NIGHTS

The Cvent portal (corporate/association) combined with the CRM portal (leisure) averaged 8,097 potential room nights per quarter.

Total Potential Room Nights generated for 2019 - 2021: **32,388**



## Meetings: Bigger, Better

### KEY CONFERENCES & CONVENTIONS

Malankara Archdiocese | Arkema, Inc. | PA Coalition of Affiliated Healthcare & Living Communities | Guard Insurance Annual Meeting | Chick-fil-A Northeast Contractors Odyssey of the Mind PA State Finals  
Barton Shareholders Annual Meeting | Assoc. of American Feed Control Officials | PA State Council of Lions Clubs

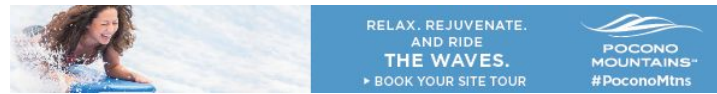


**2019:** PA Municipal Authorities Association  
**2020:** PA Dental Association  
PA Association of Student Councils  
R&B Classic Weekend

**2021:** PA State Council of Lions Clubs  
American Society of Highway Engineers  
Assessors Association of PA  
**2023:** PA Educational Technology Expo & Conference  
PA Association of School Business Officials



# SALES FORCE



## Site Visits




The Church of Pentecost New Jersey Chapter | Caren Mason Inteletravel Porsche Collectors of America | Universal Vision | Mid Atlantic Section – American Urology Association | PA Academy of Family Physicians | Kinetic Multisports  
PA Trucking Association

## Testimonials

“Our clients place a lot of trust in us to guide them through the process of finding the right venue to host their meetings & events. The meeting planners we cater to are judged by each and every event they host.”



  
**POCONO MOUNTAINS™**  
CONVENTION & VISITORS BUREAU  
David M. Jackson  
Vice President of Sales

|  |   |  |
|--|---|--|
| <p>“It was a true pleasure spending the day with you and I can't thank you and your team enough for all you did. I am now a true Pocono Mountains Ambassador and will work hard to get the word out. Thank you for taking the time to show me around and for a lovely dinner. I look forward to keeping in touch and sending business your way!”</p> <p></p> <p><b>Roseann Aversa</b><br/>Manager, Global Accounts<br/>HelmsBriscoe</p> | <p>“I wanted to thank you, again, for being our tour guide yesterday. I do have good news, one of the Pocono properties will be hosting the 2018 APMM/NJMMA Conference!”</p> <p></p> <p>Take care,<br/><b>Mary A. Costik, CMP</b><br/>Meeting Manager<br/>PA Municipal League/PennPRIME/APMM</p> | <p>“Sorry for the late reply, but I wanted to say thank you so much for having us at the event last week!! We had such a great time, and I love getting to know your hotels better for our clients. I will be sure to be in touch as soon as I have something to send your way. Hopefully sooner rather than later! :)”</p> <p></p> <p><b>KELLY GALLAGHER</b><br/>Director of Marketing, Partner<br/>Canvas Meetings &amp; Incentives</p> |
|--|---|--|

# SALES FORCE

## Student Travel



The Pocono Mountains appeals to students of all ages whether it be a summer camp, waterpark, adventure park or an educational attraction. We leverage our membership with the Student Youth Travel Association (SYTA) which is the voice of

student travel. The Pocono Mountains CVB targets Student Tour operators and planners to choose the Pocono Mountains as a destination for their group travel. Groups include middle school, high school, post-secondary, and youth and scout troops. The PMVCB sales team attended the SYTA Annual Conference in August 2018 which generated 42 leads.



## Sports Destination

These events resulted in over 40,000 athletes visiting region during this past fiscal year



Spartan - Blue Mountain Resort, 2018  
Warrior Dash - Pocono Raceway, 2018  
D&L Half Marathon, 2018  
River Ramble - DWGNRA, 2018  
Jim Thorpe Running Festival, 2019  
Pocono Mountains Run for the Red, 2019  
Savage Race - Skirmish USA, 2019





# POCONOMOUNTAINS DOT COM

Home Meetings Groups & Tours Media Hub About PMVB Interactive Map

Facebook Twitter Pinterest Instagram YouTube E-Newsletter



PLACES TO STAY THINGS TO DO ROMANTIC GETAWAYS FAMILY VACATIONS WEDDINGS  
BLOG EXPLORE OUR AREA EVENTS SEASONS ABOUT THE POCONO MOUNTAINS

## View Rates

Check-In



Check-Out



All Lodging

See Rates & Availability

### WEB STATS



Total Sessions  
4,344,128  
+9%

### BOOKING ENGINE

28 MEMBERS

View Rates

Check-In

Check-Out

All Lodging

SUBMIT

JackRabbit

### CONVERSION RATE OPTIMIZATION



Simpleview

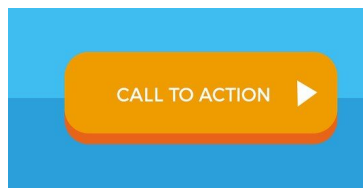
17% increase in sessions  
where a partner referral  
occurs

### TOP PAGES



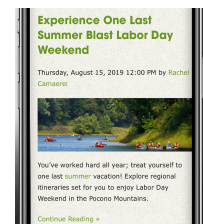
1. Homepage
2. Adults Only
3. Things to Do
4. Places to Stay
5. Resorts

### A/B TESTING



Bolder Callout = 10.42%  
conversion rate increase

### BLOGS



+138.18% YOY  
78,570 total pageviews

# POCONOMOUNTAINS DOT COM

## Original

### Lake Wallenpaupack

Stunning Lake Wallenpaupack, a man-made lake built in 1926 covering 5,700 acres and 13 miles in length with 52-miles of uninterrupted shoreline.

Its activities are as far-reaching as its shoreline and sure to please the whole family as you play the day away. The lake has six public recreation areas featuring hundreds of acres of forest lands, wildlife, walking trails, campsites and boat slips. Outfitters also offer kayaks, water skiing, wakeboarding, jet skis and boats to help you make the most of your experience.

If you are in the area, stop by the **Pocono Mountains Visitors Center**. The center is located on Route 6, just west of junction of Route 6 & 507. Drop in or call 570-226-2141. Be sure to view the lake with our free spotting scope!

Fishing equipment is available for rent through the **Fishing Tackle Loaner Program** at the Lake Wallenpaupack Visitors Center.

#### Accommodations:

After a full day of fun in the Northern Pocono Mountains, you'll need a place to rest and recharge. Lake Wallenpaupack's array of accommodations ensures you'll find the perfect place to lay your head. From boutique hotels with impressive in-house restaurants to cozy cabins and family campgrounds, Lake Wallenpaupack is packed with places to stay.

[Places to Stay](#)

## Optimization

### A/B TESTING

**Bold Callout:** A bolder call to action for the “places to stay” link on the Lake Wallenpaupack page was added and showed a **10.42%** conversion rate increase in overall partner referral conversions.

## Variation 1

### Lake Wallenpaupack

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[View Places to Stay](#)

**BOOK DIRECT**

powered by simpleview

**JackRabbit**

ONLINE BOOKING PORTAL

LAUNCHED FEB. 19

[INSIGHT JackRabbit](#)

Average cost of referral: \$0.065

Average booking amount: \$558.48

Average cost per booking: \$2.22

Total spend: \$4,893.29

Booking revenue: \$1,228,123.30

## Industry Comparison

| Engagement Metrics           | Industry Average | PoconoMountains.com | % Difference |
|------------------------------|------------------|---------------------|--------------|
| Total Pages Per Visit:       | 2.01             | 2.44                | 17.62%       |
| Total Avg. Visit Duration:   | 0:01:49          | 0:02:19             | 21.58%       |
| Total Bounce Rate:           | 53.81%           | 52.49%              | -2.51%       |
| Organic Pages Per Visit:     | 2.03             | 2.79                | 27.24%       |
| Organic Avg. Visit Duration: | 0:01:50          | 0:03:01             | 39.23%       |
| Organic Bounce Rate:         | 49.95%           | 43.92%              | -13.73%      |

**[POCONOMOUNTAINS.COM](#)**



# POCONOMOUNTAINS DOT COM



## BLOG BY THE NUMBERS

**264,241**

sessions in 2018/2019  
compared to 110,942 in 2017/2018

**3.61**

pages per session  
average time on site 4:33

**37/59**

repurposed blogs in 2018/2019  
strong analytics & Google indexing

**5/10**

top blogs featured evergreen content  
always relevant and of interest to  
consumers

## NEWSLETTERS

**143,648**

subscribers  
new email platform Act-On

**13%**

average open rate  
average number of clicks: 1,124

**+2.6%**

increase in subscribers  
consumer master list of 183,229

**April 2019**

first consumer newsletter sent out  
ability to segment by interests, create  
automated programs and track web  
traffic

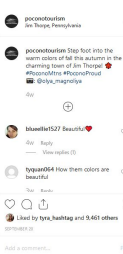
In lieu of GDPR and ongoing privacy changes, we underwent an extensive process to clean our lists for deliverability and engagement. This information was mapped into the CRM, which is the backbone of email marketing with [Act-On](#).

# SOCIAL MEDIA



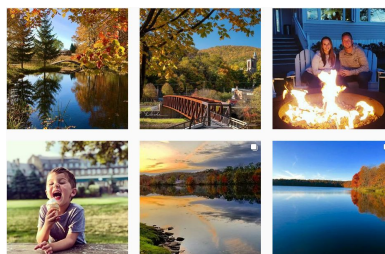
@PoconoTourism

## ENGAGEMENT



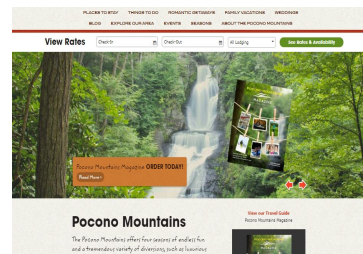
Avg. Facebook: 4.52%  
Avg. Instagram: 1.16%

## HASHTAG PERFORMANCE



Instagram  
#Poconos: +24% YOY  
#PoconoMtns: +44% YOY

## LINK CLICKS TO WEBSITE



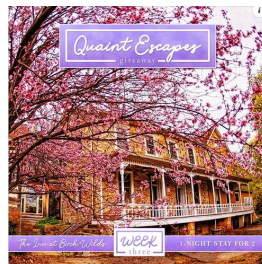
+69% YOY

## FOLLOWERS



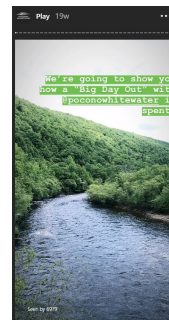
Instagram reached  
**100K**  
in May 2019

## SOCIAL MEDIA CONTESTS



Consumer Database:  
101,906 Total Emails  
39,943 added

## INSTAGRAM STORIES



Avg. views:  
**2,640**  
+124% YOY  
  
Highest # of  
views/story:  
**148,336**  
+495% YOY



# SOCIAL MEDIA



## Engagement

### [Month-by-Month Statistics](#)

#### FACEBOOK:

4.52% average post engagement to fan ratio  
+37,988 fans

#### INSTAGRAM: REACHED 100K IN MAY '19

1.16% average post engagement to fan ratio  
+47,841 fans

## Followers

| TWITTER | INSTAGRAM |
|---------|-----------|
| 11,459  | 104,260   |
| +260    | +51,179   |
| YOUTUBE | FACEBOOK  |
| 1,098   | 392,832   |
| +356    | +45,556   |



## The Instagram Story

### SIGNIFICANT GROWTH & PERFORMANCE

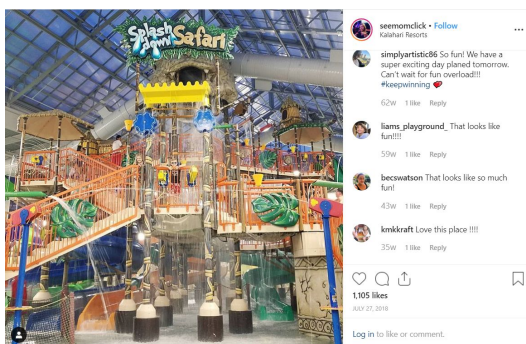
Average total number of views per story:  
35,549

Average number of views per photo/video:  
2,640

Highest total number of views per story:  
148,336

[Social Media Growth Comparison](#) | [Ad Stats Summary Year & Month Breakdown](#) | [Interest & Remarketing Ads '18-'19 Comparison](#) | [Amount Saved '17-'19 Comparison](#)

# PUBLIC RELATIONS



## Familiarization Tours

SPRING | SUMMER | FALL | WINTER

Influencer Impact Example

NASCAR FAM July 2018

3 influencers, 6 blogs, 10 Facebook posts, 27 tweets, 9 Instagram posts, 2 Pinterest posts & 2 YouTube videos

## Earned Media Placement

JULY 1, 2018 - JUNE 30, 2019

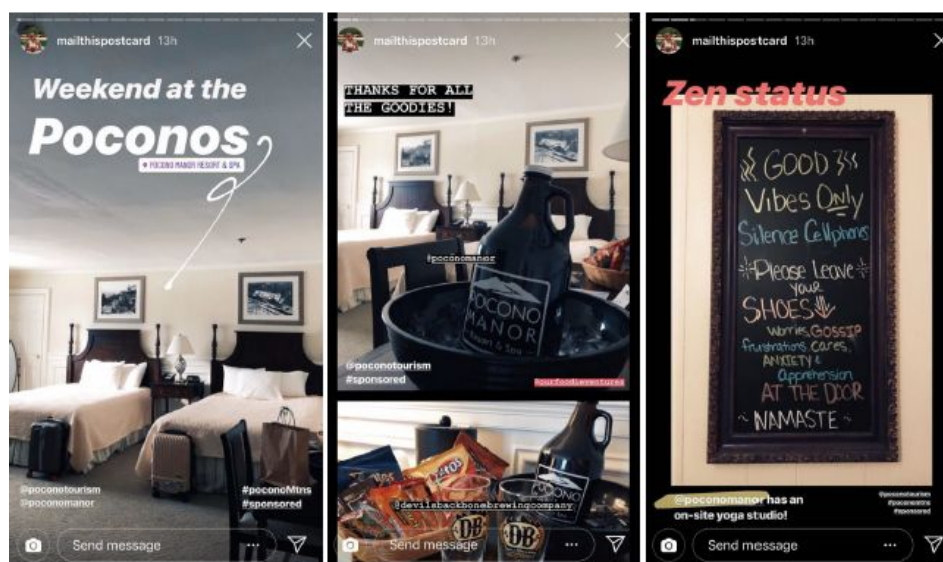
41,490 earned media placements

Ad equivalency: \$62,482,303

Total Reach: 6,754,843,053

PRINT | TELEVISION

RADIO | SOCIAL MEDIA



Instagram user @CP visited February 1-3, 2019 and featured Pocono Manor Resort & Spa among others



# POCONO MOUNTAINS ADVOCATES



Pick Up the Poconos Day 2018

## PICK UP THE POCONOS

Pick Up the Poconos is a campaign created by the Pocono Mountains Visitors Bureau designed to reduce litter in the region. Since launching in the Spring of 2018, the campaign has grown and expanded to three additional counties in 2019. It goes beyond trying to simply reduce litter to give a great impression to visitors. It's keeping the Earth pristine for generations to come, working with other local businesses to improve the quality of life in the Poconos, showing that tourism cares and producing a higher sense of pride in the community.



**PickUpThePoconos.com**  
— DO YOUR PART —

**Inaugural Pick Up the Poconos Day ● Sept. 29, 2018 ● 327 volunteers ● 741 bags of litter ● 88 miles**



**Adopt A Highway<sup>®</sup>** The PMVB contracted Adopt A Highway Maintenance Corporation to remove litter from along the interstate highways as well as on ramps and off ramps removing roughly 3,000 bags. By mid-June 2019, the PMVB partnered with the Pocono Mountains United Way, Monroe County Municipal Waste Management Authority and Resources for Human Development's Street 2 Feet to form Pocono Community Caring Company known also as Pocono 3C.

Through Pocono 3C, those less fortunate are given the opportunity to gain work experience by picking up litter to make our area more beautiful. This not only gives them income at the end of every workday but provides them with experience and references for a résumé. This program establishes a solid foundation for giving people a hand up, not a handout. So far Pocono 3C has helped at least one individual obtain housing and employment with The Waste Authority.



**Pocono 3C ● June-August 2019 ● 40 participants ● 1,565 bags of litter ● 79 miles**



# BOARD OF DIRECTORS



The Lincoln Flag - Pike County Historical Society at the Columns

## SPECIAL THANKS TO THE MEMBERS OF THE BOARD

2018-2019

|   |   |  |
|---|---|--|
| <p><b>Colleen Ansbach</b><br/>Crossings Premium Outlets</p> <hr/> <p><b>Arthur Berry III</b><br/>Camelback Mountain Resort</p> <hr/> <p><b>Jim Cahill</b><br/>Pocono Manor Resort &amp; Spa</p> <hr/> <p><b>Bill Colavito*</b><br/>Great Wolf Lodge<br/><i>1st Vice Chairperson</i></p> <hr/> <p><b>Bob Dunlop</b><br/>Crescent Lodge</p> <hr/> <p><b>Eric Ehrhardt*</b><br/>JABE Consulting LLC<br/><i>Chairperson of the Board</i></p> <hr/> <p><b>Tony Farda*</b><br/>Hideaway Hills Golf Club</p> <hr/> <p><b>Andrew Forte*</b><br/>Stroudsmoor Country Inn</p> <hr/> <p><b>Bridget Gelderman*</b><br/>East Shore Lodging</p> | <p><b>Justin Genzlinger*</b><br/>Settlers Hospitality Group<br/><i>3rd Vice Chairperson</i></p> <hr/> <p><b>Janice Goren</b><br/>Cove Haven Entertainment Resorts</p> <hr/> <p><b>Barbara Green*</b><br/>Blue Mountain Ski Area<br/><i>2nd Vice Chairperson</i></p> <hr/> <p><b>Pete Helms</b><br/>Davis R. Chant Real Estate Inc.</p> <hr/> <p><b>Martin Horowitz</b><br/>Brookview Manor Inn</p> <hr/> <p><b>Rob Howell</b><br/>Shawnee Inn &amp; Golf Resort</p> <hr/> <p><b>John Kiesendahl*</b><br/>Woodloch Resort</p> <hr/> <p><b>Marlyn Kissner</b><br/>Carbon Chamber and Economic Development</p> <hr/> <p>*denotes Executive Committee</p> | <p><b>Mark Major</b><br/>International Sports Training Camp</p> <hr/> <p><b>Ben May*</b><br/>Pocono Raceway</p> <hr/> <p><b>Don Pleau</b><br/>Kalahari Resorts &amp; Conventions</p> <hr/> <p><b>Genevieve Reese*</b><br/>French Manor Inn &amp; Spa<br/><i>Chairperson</i></p> <hr/> <p><b>Jeff Rudder*</b><br/>Skytop Lodge</p> <hr/> <p><b>Donna Smith*</b><br/>Bushkill Falls<br/><i>Treasurer</i></p> <hr/> <p><b>Drew Snyder</b><br/>Pocono ProFoods</p> <hr/> <p><b>Jim Tust*</b><br/>Shawnee Mountain Ski Area</p> <hr/> <p><b>Andy Worthington*</b></p> |
|---|---|--|

# FINANCIAL PERSPECTIVE

## STATEMENT OF ACTIVITIES

| Revenue - Sources of Funding                                |           | Fiscal Year 2019  |
|---|-----------|-------------------|
| Membership Dues   | \$        | 162,532           |
| County Hotel Room Tax Revenue                               |           | 9,901,645         |
| Cooperative Advertising                                     |           | 670,371           |
| Committee Promotion & Other Revenue                         |           | 100,507           |
| <b>Total Revenue :</b>                                      | <b>\$</b> | <b>10,835,055</b> |
| <b>Program Expenses</b>                                     |           |                   |
| Advertising and Promotions                                  | \$        | 6,762,043         |
| Cooperative Advertising                                     |           | 670,371           |
| Postage   |           | 10,478            |
| Travel / Entertainment                                      |           | 205,937           |
| Personnel Benefits  |           | 1,497,409         |
| County Tourism Expenses                                     |           | 927,358           |
| Other Expenses  |           | 237,378           |
| <b>Total Program Expenses :</b>                             | <b>\$</b> | <b>10,310,974</b> |
| <b>General &amp; Administrative Expenses</b>                |           |                   |
| Consultants / Contractual Services                          | \$        | 187,221           |
| Operating Personnel Salaries & Wages                        |           | 237,525           |
| Utilities / Equipment / Repair & Maint.                     |           | 87,393            |
| Insurance   |           | 31,593            |
| Deprecation   |           | 99,052            |
| Office Supplies / Materials                                 |           | 21,754            |
| Loan (Principal & Interest)                                 |           | 32,436            |
| Miscellaneous   |           | 80,881            |
| <b>Total G&amp;A Expenses :</b>                             | <b>\$</b> | <b>777,855</b>    |
| <b>Total Expenses :</b>                                     | <b>\$</b> | <b>11,088,829</b> |
| <b>Increase / (Decrease) in Unrestricted and Net Assets</b> | <b>\$</b> | <b>(253,774)</b>  |
| NET ASSETS, JULY 1, AS PREVIOUSLY REPORTED                  | \$        | 2,037,751         |
| PRIOR PERIOD ADJUSTMENT                                     | \$        | 2,276,534         |
| NET ASSETS, JULY 1, AS ADJUSTED                             | \$        | 4,314,285         |
| NET ASSETS, JUNE 30   | \$        | 4,060,511         |

# TEAM MEMBERS



Kalahari Resorts & Conventions

## POCONO MOUNTAINS VISITORS BUREAU

|   |   |   |
|---|---|---|
| <b>Chris Barrett</b><br>President/CEO                               | <b>Brian Bossuyt</b><br>Executive Vice President/CMO                        | <b>David Jackson</b><br>Vice President of Sales   |
| <b>Karli Sanders</b><br>Director of Membership &<br>Human Resources | <b>Linda Wojnar</b><br>Director of Web Content &<br>Search Engine Marketing | <b>Ann Pilcher</b><br>Tourism Sales Manager   |
| <b>Jamie Schmeelk</b><br>Chief Financial Officer                    | <b>James Hamill</b><br>Director of Public Relations                         | <b>Dawn DeMaria</b><br>Convention Services Manager  |
| <b>Michelle Cullin</b><br>Accounting Coordinator                    | <b>Brianna Strunk</b><br>Public Relations Manager                           | <b>Valerie Case</b><br>Sales Manager  |
| <b>Joseph Cefali</b><br>Membership Manager                          | <b>Molly Moore</b><br>Marketing Advertising Manager                         | <b>Cynthia Pittman</b><br>Pocono Mountains<br>Visitors Centers' Manager   |
| <b>Mary Ravert</b><br>Office Manager &<br>Executive Assistant       | <b>Karli Vincent</b><br>Social Media Manager                                | <b>Allison Mowatt</b><br><b>Bob Fiore</b><br>Lake Wallenpaupack<br>Information Specialists  |
| <b>Adora Serrano</b><br>Administrative<br>Assistant/Receptionist    | <b>Katie McKee</b><br>Web Content Coordinator                               | <b>Bill McLuckey</b><br>Milford Visitors Center<br>Information Specialist   |
| <b>Lisa Wayland</b><br>Part Time Office Assistant                   | <b>Rachel Camaerei</b><br>Communications Coordinator                        | <b>Jane Kohler</b><br><b>Chalet Gomez</b><br><b>Christine Eckert</b><br><b>John Thorpe</b><br>Jim Thorpe Visitors Center<br>Information Specialists |
| <b>Michael Ravert</b><br>Marketing Representative                   | <b>Aimee Kohler</b><br>CRM - Marketing &<br>Membership Coordinator          |   |