

# TOURISM DAY SUMMIT

## 2023 Annual Report Highlights

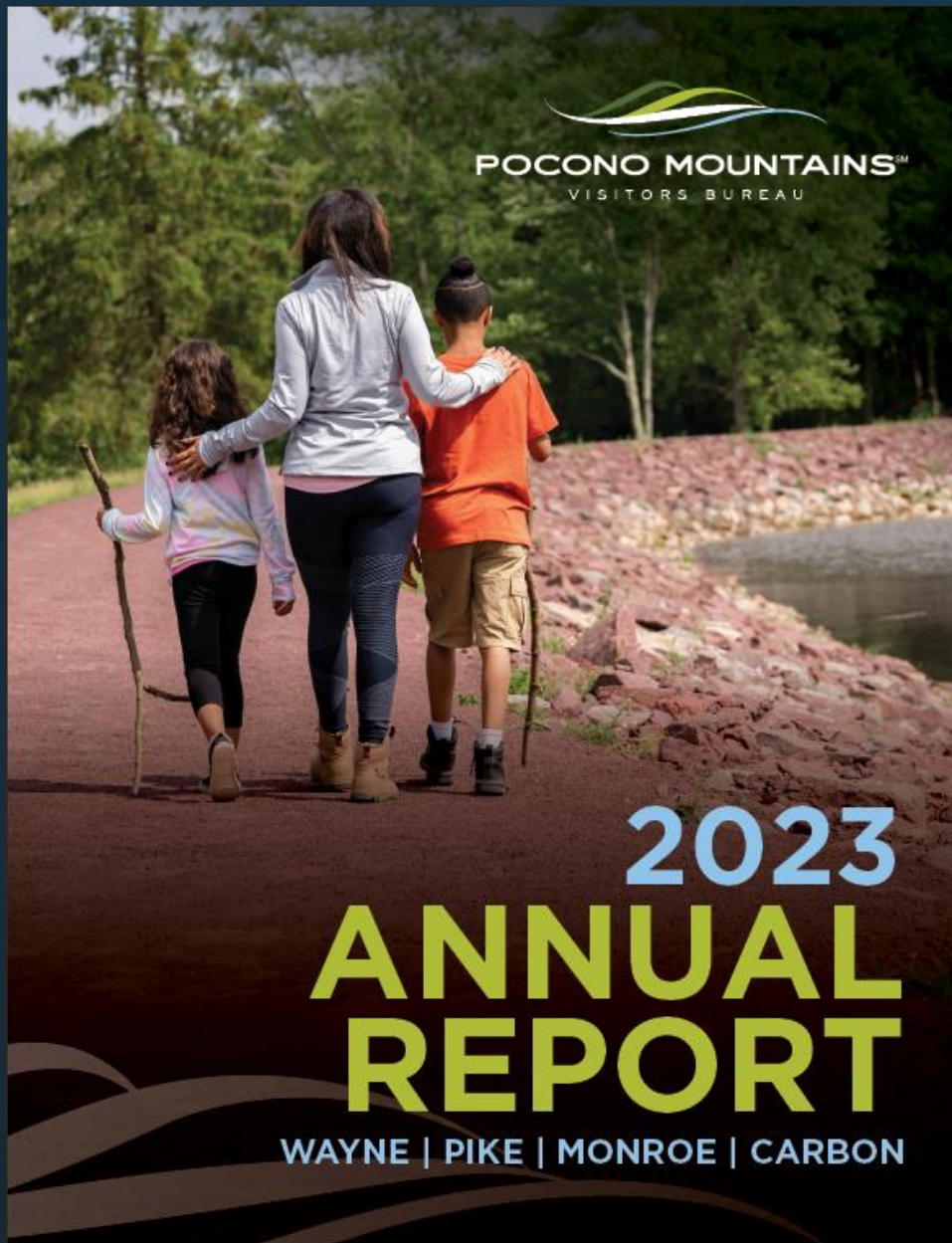


**Chris Barrett**

*President & CEO,  
Pocono Mountains Visitors Bureau*



POCONO MOUNTAINS™  
VISITORS BUREAU



2023  
**ANNUAL  
REPORT**

WAYNE | PIKE | MONROE | CARBON



# Headlines 2023



Rail Rally at  
Kalahari Resorts &  
Conventions



Gail Sterrett Marketing Award Recipient:  
Jeanine Hofbauer from Pocono Raceway



Chairperson's Award (in honor of Bob  
Uguccione) Recipient: John Kiesendahl from  
Woodloch Resort

# Headlines 2023



- Great Wolf Lodge Expands: Woodland Villas, Mountain Tower, and Waterpark
- U.S. Navy Blue Angels Fly High at the Great Pocono Raceway Airshow
- Biggest NASCAR Weekend at Pocono Raceway in decades!





# Marketing 2023



## Campaign Audiences:

- Families
- Young Adults
- Boomers

## Demographic Target: Women ages 35-54

### Target Markets by DMA:

- New York
- Philadelphia
- Harrisburg-Lancaster-Lebanon (HLLY)
- Wilkes-Barre/Scranton
- Hartford, CT
- Washington D.C.

# Marketing Budget 2023



Broadcast Television:	\$4,100,000
Out of Home:	\$911,196
Digital: Display, Social and PPC:	\$1,305,518
Traditional Advertising:	\$125,362
Overall for Major Categories:	\$6,442,076



# Creative 2023



**FOODIES  
WELCOME**

[PoconoMountains.com/Dining](https://PoconoMountains.com/Dining)

POCONO MOUNTAINS



IT'S THE MOST  
TUBULAR TIME  
OF THE YEAR

PLAN NOW

POCONO MOUNTAINS



CHILL VIBES FOUND HERE

PLAN NOW

POCONO MOUNTAINS



**EXPLORE LOCAL  
HAPPENINGS**

[PoconoMountains.com/Events](https://PoconoMountains.com/Events)

POCONO MOUNTAINS



# Creative 2023



THIS VIEW IS WAITING FOR YOU

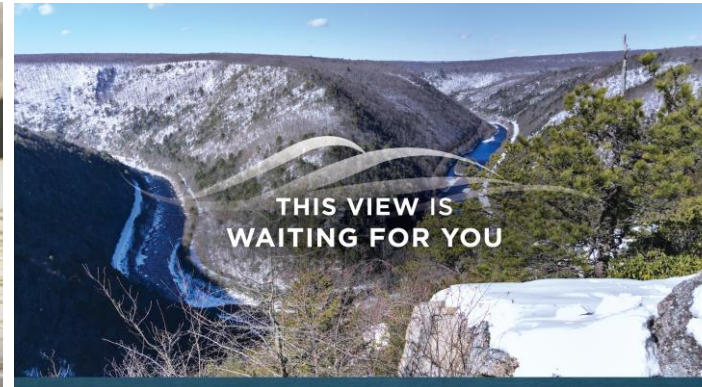
**FAMILY BONDING  
NEVER LOOKED SO FUN**



Pocono Whitewater Rafting      Lake Tobayhanna State Park      Woodloch Resort

Craft the ultimate family getaway in the Pocono Mountains! Grab the gang and explore the beautiful scenery, take a thrilling whitewater adventure ride, or put the pedal to the metal and race each other in golf carts! Both two legged and four legged family members will be sure to have a blast. Learn more at [PoconoMountains.com](https://PoconoMountains.com).


**POCONO MOUNTAINS™**  
#PoconoMtns





**THIS VIEW IS  
WAITING FOR YOU**

Escape the hustle and bustle with a tranquil winter retreat to the Pocono Mountains. Embrace serene landscapes, cozy accommodations, and invigorating winter activities like skiing or simply unwinding amidst the breathtaking scenery. Plan your winter vacation today at [PoconoMountains.com](https://PoconoMountains.com).

**POCONO MOUNTAINS™**  
#PoconoMtns



**HOW WILL YOU  
CATCH THE FALL FOLIAGE?**



Scenic Train Ride      Hayride      Horseback Riding

Experience the vibrant hues this fall in the Pocono Mountains through scenic drives along Route 6, hiking the Appalachian Trail, taking a train ride along the Lehigh Gorge or the Stourbridge Line, enjoying a family friendly hayride and so much more. We have a list of 25 different ways to view the fall foliage, ranging from thrilling to more relaxed experiences. Learn more at [PoconoMountains.com](https://PoconoMountains.com).

**POCONO MOUNTAINS™**  
#PoconoMtns



**WHEN IN DOUBT,  
TAKE THE  
SCENIC ROUTE**

Explore the back roads and more of the Poconos on [PoconoTelevision.com](https://PoconoTelevision.com)



**POCONO MOUNTAINS™**



# Data and Analytics 2023

## Origin DAM:

1. New York: 60%
2. Philadelphia: 20%
3. Wilkes-Barre/Scranton: 5%

## Overnights:

Day Trip: 37%

1 Night: 28%

2 Nights: 20%

3+ Nights: 14%



**Arrivalist**<sup>®</sup>

## Web 2023

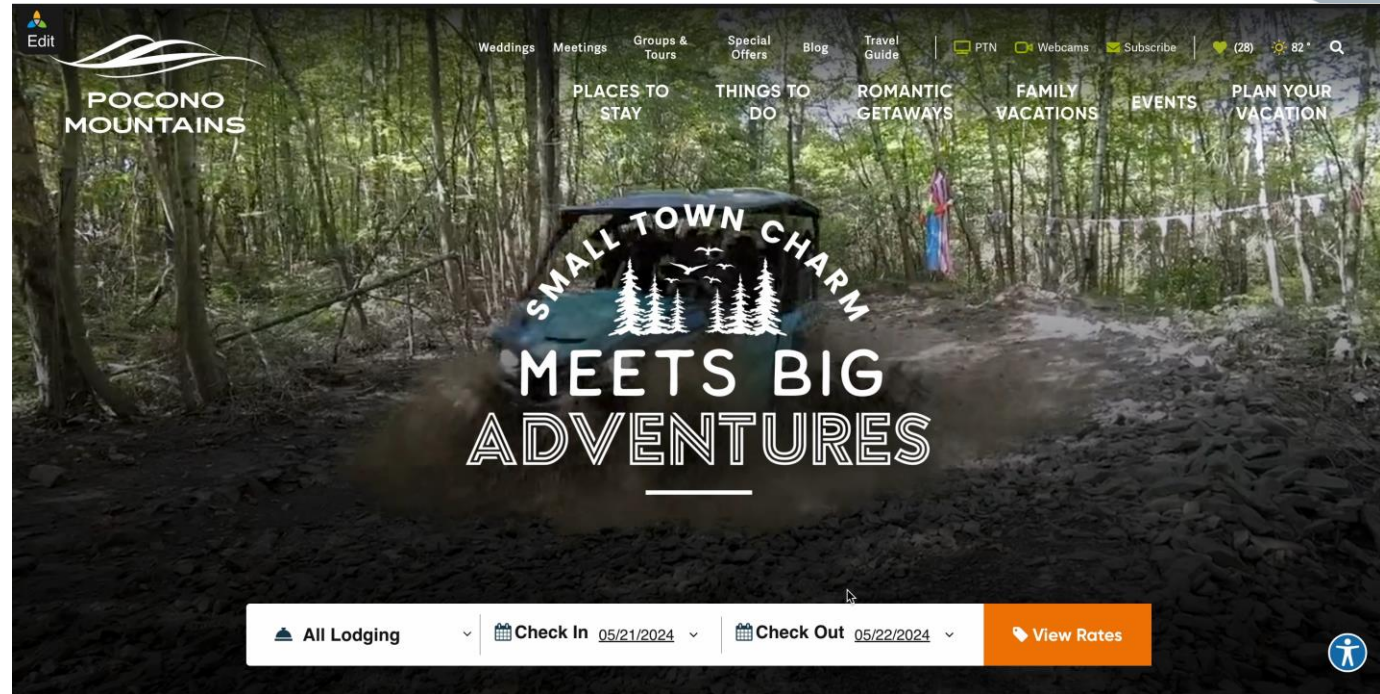
Engagement:

Total Users: 4.5 million

Total Sessions: 6.4 million

Conversions: 65.5 million

Book Direct Revenue: \$7.36 million





# Web 2023

## Pocono Mountains Live Cameras

- 10 new cameras
- 35 total cameras in network
- 9.9M plays
- 18.7M minutes
- 5.5M views



### The Penn Stroud Hotel, Stroudsburg

Catch a glimpse of Main Street in historic downtown Stroudsburg from a top of The Penn Stroud Hotel.

[View Listing →](#)

# Social Media 2023

- 639,517 overall followers
- 5.5-6.8 million monthly impressions
- 59M impressions in 2023
- 250-300 posts per month





# PTN 2023

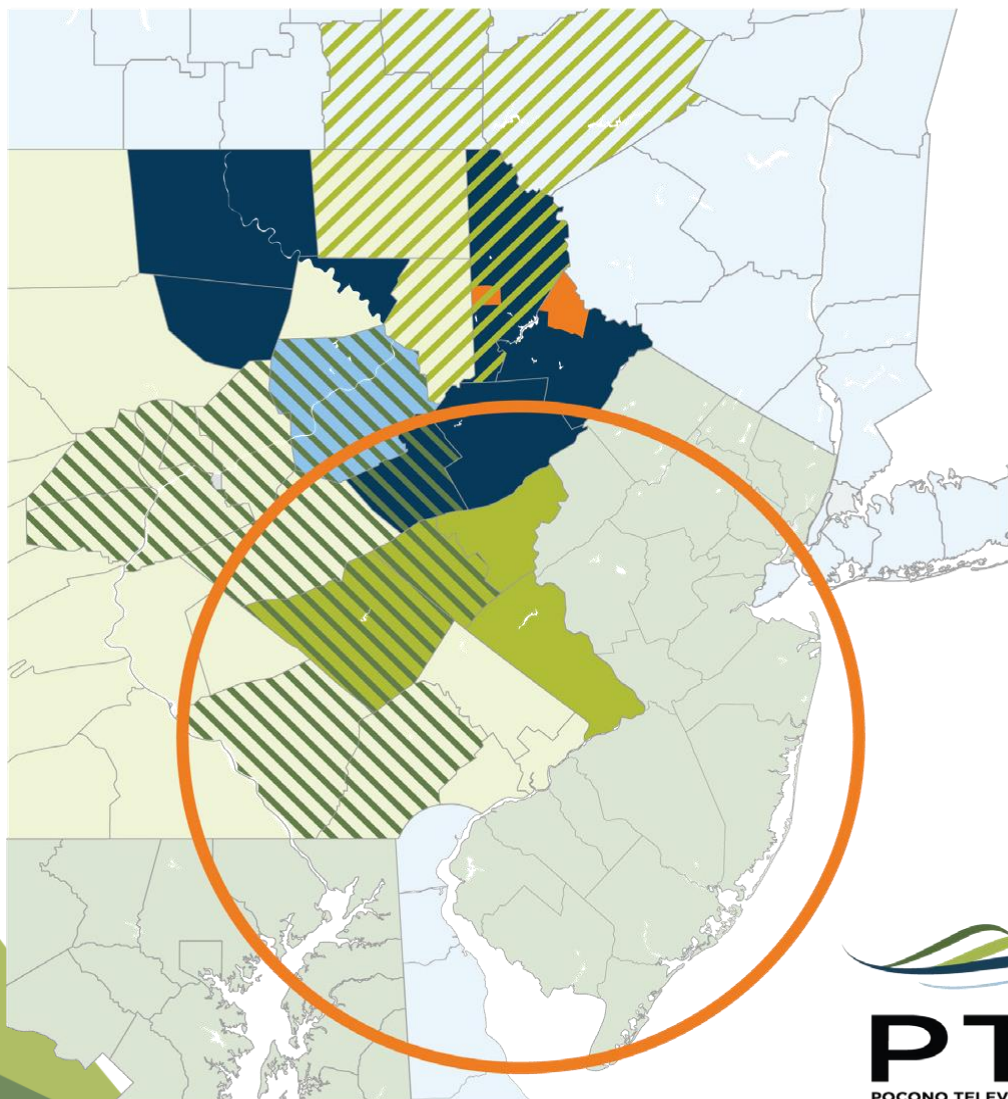


52 episodes of  
Pocono  
Mountains  
Podcast

- 12 new episodes of Pocono Mountains Magazine
- 72 new feature segments
- Special series highlighting...
  - D&L Trail
  - Lackawaxen River Trails
  - Wayne County Farming
  - Pocono Showcase



22 live  
broadcasts from  
Pocono events



8 million households (*cable, broadcast & streaming*)  
**TOTAL VALUE: \$4M+**

## CABLE

- Blue Ridge Cable CH 734
- Astound TV CH 41 and Service Electric CH 189
- Service Electric CH 192
- Service Electric Cablevision CH 188
- Adams Cable CH 107
- LHTC Broadband CH 190  
*Wayne County (South Canaan Twp)*  
*Pike County (Lackawaxen Twp)*

## BROADCAST

- PTN WDPN 2.8 Philadelphia

## STREAMING: *Everywhere You Are!*



PTN A Pocono Travel Channel





# Public Relations 2023

42 news releases and media alerts issued highlighting news such as...

- Rally to restore passenger rail service
- Pocono Raceway wins PRLA "Events of the Year" Award
- \$300K in PMVB Community Impact Grants awarded to 37 regional projects.

Email Open Rate: 39%



**CONTACT:**  
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Pocono Mountains Visitors Bureau  
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(717) 975-7528

## MEDIA ALERT

### Happening Tomorrow: Rally to Restore Passenger Rail Service

#### WHAT:

Join hundreds of attendees at the Scranton-Poconos-NYC Passenger Rail Rally, a public information session organized by the Pocono Mountains Visitors Bureau (PMVB) and key partners to build momentum for the efforts to restore passenger rail service between Scranton, the Poconos, and New York City. National, state, and local experts will be in attendance to discuss next steps, answer questions, and gather feedback.

Advance registration is required by 12 p.m. Tuesday, and questions may be submitted through 4 p.m. Tuesday on [PoconoMountains.com/Rail](https://PoconoMountains.com/Rail).

The event will also live stream on the Pocono Television Network (PTN) and [PoconoTelevision.com](https://PoconoTelevision.com).

#### WHEN:

**Tomorrow – Tuesday, December 15, 2021**

Pre-Event Networking: 5:15 p.m. – 6:00 p.m.  
Program & Pre-Submitted Q&A: 6:00 p.m. – 7:00 p.m.  
Cocktail Reception: 7:00 p.m. – 8:00 p.m.

#### WHERE:

Kalahari Resorts & Conventions  
250 Kalahari Boulevard  
Pocono Manor, PA 18349

#### WHO:

Speakers (in order of presentation):

Chris Blandt – President/CEO, Pocono Mountains Visitors Bureau  
Congressman Matt Cartwright – PA 11<sup>th</sup> Congressional District  
Tyler Kusina – Executive Director, Scranton Rail Restoration Coalition  
Mike Carroll – Secretary of Transportation, PennDOT  
Eliot Harmsch – EVP & Chief Commercial Officer, Amtrak  
Larry Melick – President, Pennsylvania Northeast Regional Railroad Authority

###

Pocono Mountains visitor information is available online at [PoconoMountains.com](https://PoconoMountains.com) or by phone at [610-421-6371](tel:610-421-6371). Follow [@PoconoMountains](https://www.facebook.com/PoconoMountains) on X to stay current with up-to-date information. Established in 1934, the Pocono Mountains Visitors Bureau is a private, non-profit membership organization. The PMVB is the official destination marketing organization for the four counties of Wayne, Pike, Monroe, and Carbon in Northeastern Pennsylvania.

# Membership 2023

- 575 total members
- 86 new members
- 92.21% retention rate





# Meetings 2023

## Lead Production

Leads:

164

Room Nights:

62,208

Delegates:

36,164

Economic Value:

\$65,402,794

Definite Leads:

37

Definite Room

Nights:

17,496



# STATEMENT OF ACTIVITIES

Revenue - Sources of Funding	Jan 1 to Dec 31 2023	Jan 1 to Dec 31 2022
Membership Dues	\$ 196,205	\$ 191,830
County Hotel Room Tax Revenue	15,019,557	15,088,040
Cooperative Advertising	182,650	119,199
Committee & Marketing Revenue from	552,474	530,222
Gain (loss) on Assets & Other Revenue	468,174	(298,530)
Total Revenue :	\$ 16,419,060	\$ 15,630,761
Program Expenses		
Advertising and Promotions	\$ 9,264,381	\$ 9,213,622
Cooperative Advertising	182,650	228,658
Committee Expense	25,721	74,915
Visitor Centers	261,888	220,696
Printing and Postage	118,784	149,850
Travel / Entertainment	157,956	106,489
Personnel Benefits	3,061,128	2,704,818
County Tourism Expenses	469,082	441,753
Other Expenses	973,177	987,321
Total Program Expenses :	\$ 14,514,767	\$ 14,128,122
General & Administrative Expenses		
Consultants / Contractual Services	\$ 162,695	\$ 292,588
Operating Personnel Salaries & Wages	356,675	356,910
Utilities / Equipment / Repair & Maint.	31,339	37,369
Insurance	63,914	58,047
Deprecation	290,957	210,534
Office Supplies / Materials	21,143	27,623
Information Technology	153,687	149,661
Miscellaneous	52,964	105,897
Total G&A Expenses :	\$ 1,133,374	\$ 1,238,629
Total Expenses :	\$ 15,648,141	\$ 15,366,751
Increase / (Decrease) in Unrestristred and Net Assets	\$ 770,919	\$ 264,010
Net Assets, Beginning of Year	\$ 10,086,848	\$ 9,822,838



# Financial 2023

	<u>2023</u>	<u>2022</u>
Net Assets End of Year	<u>\$10,857,767</u>	<u>\$10,086,848</u>

STATEMENT OF FINANCIAL POSITION

	ASSETS	YE 2023	YE 2022
Current Assets			
	Cash & Cash Equivalents	\$ 4,026,919	\$ 4,944,407
	Accounts Receivable	3,621,744	3,784,861
	Prepaid Expenses	380,542	207,880
	Investments	3,984,174	2,174,625
Long Term Assets			
	Property, Building, Equipment	\$ 1,671,226	\$ 1,251,705
	Intangible Assets	1,787	2,122
	Operating Lease Right of Use Assets	28,235	52,846
	Total Assets :	\$ 13,714,627	\$ 12,418,446
LIABILITIES AND NET ASSETS			
Liabilities			
	Accounts payable and accrued expenses	1,439,946	1,309,982
	Hotel taxes payable	308,936	310,782
	Deferred revenue	547,106	104,583
	Debt (current and long term)	531,343	553,406
	Operating Lease Liabilities (current and long	29,528	52,846
	Total Liabilities : \$	2,856,859	\$ 2,331,599
	Total Net Assets without Donor Restrictions : \$	10,857,768	\$ 10,086,848