



POCONO MOUNTAINSSM
VISITORS BUREAU

2024 ANNUAL REPORT

WAYNE | PIKE | MONROE | CARBON



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2024 ACHIEVEMENTS



The Pocono Housing Summit

In partnership with the Pocono Mountains United Way, the PMVB hosted 300+ individuals including state and local officials for a day-long summit focused on solutions to the housing crisis.

The summit included keynote speaker - Ira Goldstein: Senior Advisor of Policy Solutions at Reinvestment Fund, Secretary Rick Siger at the Pennsylvania Department of Community & Economic Development, Panel Discussions, Interactive Workshops and Networking Opportunities.

Out of the summit spawned working groups including: Location Identification, Municipality Issues, Housing Services Agencies, Business and Public Interaction, Funding, Developers and Project Sponsors.

Working Groups are a critical component of the Poconos Housing Coalition - working to design viable solutions and breaking down silos between organizations to make those plans a reality.



2024 ACHIEVEMENTS

The Swiftwater

Opened June 10, 2024

The Pocono Mountains welcomed its newest luxury destination, The Swiftwater, having opened its doors to guests in June. Nestled amidst the serene beauty of the Pocono Mountains, The Swiftwater offers a unique blend of modern elegance and natural Pocono design, promising an unparalleled experience for both leisure and business travelers alike with 100 rooms.

The Swiftwater is a family-owned estate hotel in Swiftwater, PA. This service-oriented hotel revels in its roots of Pocono Mountains beauty while adding a modern flair.



Explore the Pocono Mountains 225

Saturday, July 13, 2024

The PMVB again sponsored the Xfinity NASCAR Series Race the day before the NASCAR Cup Series Race “The Great American Getaway 400” sponsored by Visit PA. PTN Hosts Deanna, Brianna and Jim were grand marshals for the race which took 90 laps around the Tricky Triangle leading to winner Cole Custer’s celebration with his team in Victory Lane.

The NASCAR race weekend was another sellout for camping and for Sunday’s race in Long Pond.

2024 ACHIEVEMENTS

Awardees in the Poconos

Congratulations to the 2024 PMVB award winners, who were honored at the Fall Marketing Meeting at Camelback Resort on November 7, 2024.

**Not pictured here: Andy Muller - Chairperson's Award Bob Durkin, Dan Walsh, Chief Joseph Schatz, Monroe Career Technical Institute - Valued Partners*



East Stroudsburg University
Valued Partners Award



Rachel Wyckoff, Shawnee Mountain
Gail Sterrett Marketing Award



Northampton Community College - Pocono
Valued Partners Award



Eider Prados, Camelback Resort
Outstanding Tourism Employee of the Year



WFMZ - Barry Fisher
Valued Partners Award



Dr. Damary Bonilla-Rodriguez
Valued Partners Award

GREETINGS



BILL COLAVITO

BOARD CHAIR

It has been twenty years (2025) since Great Wolf Lodge opened its doors in the Pocono Mountains. Two decades capped off recently with major expansions in lodging, waterpark and the lobby as well as dining options. I say this not to put Great Wolf in the forefront, but as a way of showing just how far this destination in the Great American Getaway of Pennsylvania has come in much less than a lifetime. The lasting legacy of family resorts is strong here with our neighbors to the north, Woodloch and Settlers Hospitality, our new neighbors in Monroe County at Kalahari and the dynamic four-season resort that is Camelback. Mount Airy Casino Resort has reinvigorated the entertainment adults are looking for in the region. Shawnee, Stroudsmoor and French Manor have been multi-generational mainstays. And now we have a new luxury property that elevates our region: The Swiftwater. And so many more we could list throughout the four counties have contributed to the world-class destination the Poconos is today.

One of the bigger components in that success story over these years and including 2024, is the people. Our industry employs nearly 40,000 individuals in tourism and hospitality, according to Tourism Economics. It is vitally important to recognize that we can only maintain the level of service guests expect by having a strong workforce with access to attainable housing. That's why I share my deep pride with many of the efforts of the Pocono Mountains Visitors Bureau in 2024 including More Front Doors: The Pocono Housing Summit. Events such as this are clarion calls to the needs of our most precious resource: our people. It has been heartening to see the cross-sector collaboration arise from the efforts of the PMVB and its membership. Not to mention all the partnerships the organization has forged with Visit PA, NASCAR and media partners throughout the industry. Each year, it is evident how much vision and care the staff and leadership has for the roughly 600 members and the entire destination. Our team goes to great lengths to leverage data, resources and relationships to optimize the marketing success which increases year over year.

As we look back on 2024, we are encouraged by the resiliency of our destination and the strong position this organization is in thanks to sound financial management and carefully positioned marketing strategies that will only build on previous success for a vibrant future in the Pocono Mountains.

GREETINGS



CHRIS BARRETT

PRESIDENT/CEO

Each year that passes I am fortunate to have a front row seat to significant developments in our ongoing efforts to address workforce and attainable housing solutions in the Poconos, which have become increasingly critical in light of the challenges posed by the pandemic.

For over three years, we have been dedicated to creating sustainable solutions for our community. The pandemic laid bare the issues that our workforce, as well as our friends and neighbors, are grappling with just to live day to day. This culminated in a recent housing summit titled “More Front Doors,” which brought together over 350 community leaders and stakeholders. The discussions focused on overcoming barriers to housing solutions in our area.

In addition to our housing initiatives, we are actively involved in anti-litter efforts through our “Pick Up the Poconos” campaign, which aims to enhance the beauty and cleanliness of our destination. Furthermore, our program aimed at assisting the homeless has seen over 20 participants successfully transition to stable housing, allowing them to “get back on their feet.”

I completely credit the Destinations International Advocacy Summit that we attended in 2019 with opening our eyes to the critical responsibility we have to destination management. Our overarching goal is to provide a better quality of life for our team members and our communities, which is a byproduct of everything that we do. We believe that these initiatives not only improve the quality of life for our residents but also enhance the overall experience for visitors to our destination.

The Pocono Mountains Visitors Bureau has invested heavily in the cable, streaming and broadcast operations of Pocono Television Network while garnering awards and increasing viewership. It has grown beyond our wildest hopes to succeed in attracting visitors to the Poconos throughout the seasons to help drive our local economy and put meals on the tables of so many who work daily for a hospitality and tourism industry that has a lot for which to be proud.

We have a visionary board that supports this work through the daily efforts of our impeccable staff members. Whether it is the front lines greeting guests at our visitors centers or assisting members of any size tell their stories, we are Pocono Proud to be a part of this destination, its past and its future. A quarter of the way into this new century and the Pocono Mountains is well positioned to grow and meet the needs of our visitors as well as our workforce and residents thanks in large part to the collaborative efforts of so many across our region. Thank you.

MARKETING



MOLLY MOORE

DIRECTOR OF MARKETING

In 2024, the PMVB promoted the destination in six DMA's including NY, PHL, HLLY, WB/SCR and WASH DC using a multi platform approach. This includes 21 broadcast linear TV stations, billboards, CTV's and mobile devices. In addition, the PMVB matched investments for 14 members in our co-op campaigns totaling \$136,000. PMVB campaigns totaled \$516,000.

Throughout 2024, our team partnered on 19 integrations bringing CBS Philly's Emmy-winning "The Heartbeat" to various properties and Pocono towns, [News12](#) and NBC NY & Philly for [Philly Live](#) and [New York Live](#) segments.

EXPLORE LOCAL HAPPENINGS

PoconoMountains.com/Events

PHILLY LIVE PACK UP for the POCONOS

POCONO MOUNTAINS™

PHILLY LIVE

@NBCPHILADELPHIA @NBCPHILADELPHIA #NBC10.COM

THE HEARTBEAT WITH ASHLEY HARDER

SPONSORED BY POCONO MOUNTAINS™

NO WINTER BLUES HERE

PLAN NOW

POCONO MOUNTAINS RESTAURANT WEEK

NOV 17-22

LEARN MORE

A GRAND FALL ADVENTURE AWAITS

PLAN NOW

MARKETING

TRADITIONAL ADVERTISING	
<i>PUBLICATION/VENDOR</i>	
THE RIVER REPORTER	
THE JEWISH VOICE	
SUMMER NEWSPAPER ADVERTISING	
PCOA 2025 PUBLICATION	
ROOTS & RHYTHM FESTIVAL	
INNOVATIVE PUBLISHING	
WEATHERLY HILLCLIMB SPONSORSHIP	
DOWNTOWN STROUDSBURG BROCHURE	
ROUTE 6 MAP	
ALL ABOARD MAGAZINE	
USAE NEWS	
SKIER NEWS	
MIDDLE SMITHFIELD TWP COMMUNITY MAP	
HAPPENINGS MAGAZINE	
TOTAL	\$74,899

BROADCAST ADVERTISING	
<i>MARKET</i>	<i>STATION</i>
WILKES-BARRE SCRANTON	BRC13
WILKES-BARRE SCRANTON	WVIT
WILKES-BARRE SCRANTON	WNEP
WILKES-BARRE SCRANTON	WBRE/WYOU
WILKES-BARRE SCRANTON	WOLF
WILKES-BARRE SCRANTON	WYLN
PHILADELPHIA	WPVI
PHILADELPHIA	WCAU
PHILADELPHIA	WFMZ
PHILADELPHIA	WPHL
PHILADELPHIA	WKYW
PHILADELPHIA	WWSI
NEW YORK	WABC
NEW YORK	WNBC
NEW YORK	WNJU
NEW YORK	WCBS
HLLY	WHTM
HLLY	WPMT
HLLY	WHP
HLLY	WGAL
HLLY	WRC
TOTAL	\$4,040,000

OUT OF HOME	
ENCORE OUTDOOR	
KENBAR	
LAMAR	
HARMONY OUTDOOR ADVERTISING	
ADAMS OUTDOOR ADVERTISING	
MOYER ADVERTISING	
TRAPASSO BIGGER BETTER BILLBOARDS	
BESKO OUTDOOR ADVERTISING	
POCONO PREMIUM OUTLETS	
TOTAL	\$998,226

RADIO	
SEVEN MOUNTAINS MEDIA	
BOLD GOLD MEDIA GROUP	
WMGH	
COLOSSAL RADIO	
TOTAL	\$58,000

MARKETING

DIGITAL BASIS DSP

Brand Name	Campaign Name	Total Spend
Camelback Mountain Resort Co-op	Camelback Summer 2024	\$30,000.00
Carbon County	Carbon County Substance Abuse Campaign	\$30,000.00
East Stroudsburg University	ESU Annual 2023-24	\$80,145.00
	ESU Annual 2024-25	\$44,100.00
Electrifying Jack O Lantern Experience Co-op	Electrifying Jack O Lantern Experience 2024	\$4,000.00
Equestrian House Co-op	Equestrian House 2024	\$3,000.00
Fairs 21	County Fairs 2024	\$20,000.00
Harmony in the Woods Co-op	Harmony in the Woods 24	\$3,000.00
Four Seasons for Fun Co-op	Four Seasons for Fun	\$11,222.00
PMVB	Flight Fest 2024	\$1,000.00
	PMVB Spring/Summer 24	\$70,000.00
	PMVB Winter 2024	\$60,000.00
	PTN 2024	\$10,000.00
	Pocono Meetings 2024	\$8,000.00
	Poconos Fall Campaign	\$81,000.00
Pick up the Poconos	Pick up the Poconos Spring 24	\$2,000.00
Pike County	Pike County 2024	\$95,000.00
Pocono Organics	Pocono Organics Summer 2024	\$4,000.00
Pocono Whitewater	Pocono Whitewater/Biking/Skirmish 24	\$34,000.00
Poconos STR Conference	Poconos STR Conference 24	\$5,000.00
	Poconos STR and Home Conference 24	\$2,500.00
Quiet Valley Historical Living Farm Co-op	Quiet Valley 2024	\$15,000.00
Shawnee Inn and Golf Resort Co-op	Christmas Tram Rides 2024	\$5,000.00
Shawnee Mountain Co-op	Shawnee Mountain 2024	\$7,000.00
StockCar Racing Co-op	StockCar 2024 Holiday Sales	\$20,000.00
Wally Lake Fest	Wally Lake Fest 2024	\$5,000.00
Wally Wine Fest	Wally Wine Fest 2024	\$2,000.00
Grand Total		\$651,967.00



BRIAN BOSSUYT

EXECUTIVE VICE PRESIDENT/CMO

Hotels in the Pocono Mountains region demand grew 5.4% to 1.8M rooms sold, while revenue was \$366.2M, 6.7% below 2023 levels.

According to Key Data, Short Term Rentals demand totaled 618.8k units - an increase of 8.8% over prior year. Revenue for the year was \$203.1M, 14.8% higher than prior year levels.

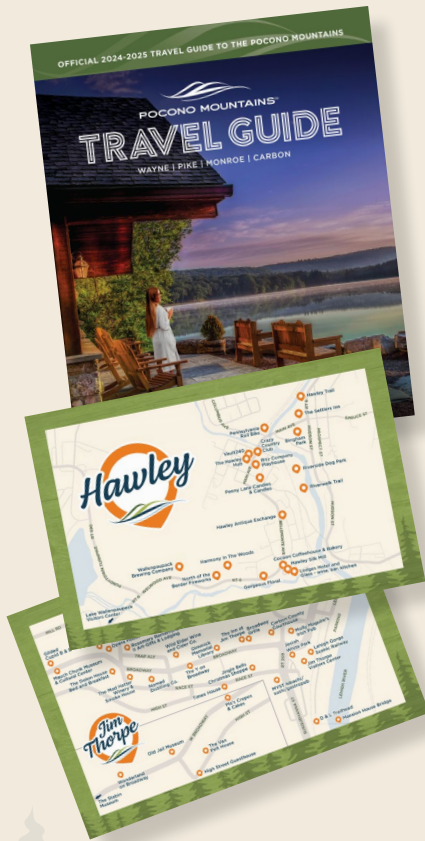
CREATIVE



KATHLEEN REILLY

GRAPHIC DESIGN MANAGER

In 2024, our design team expanded with the addition of Graphic Artist, Amna Khan, allowing us to take on new creative projects while continuing to support our members. We developed custom town maps highlighting local businesses, which have been well-received by visitors at all of our centers. A refreshed fall foliage map now clearly illustrates peak viewing times across the region's three zones. We also added a custom vinyl art piece above the front desk at our main office, enhancing the space with a visual welcome. Our Travel Guide cover was especially popular, featuring a photo-edited scene that perfectly captured the cozy, overnight-stay vibe we were going for. From rack cards to display ads and digital billboards, we remained focused on helping our members shine through thoughtful, impactful design.





LINDA WOJNAR-KRASNAVAGE

DIRECTOR OF WEB CONTENT & SEARCH ENGINE MARKETING

PoconoMountains.com received 7,020,863 sessions which was an increase of 8.77% (+566.329 sessions) compared to 2023. The top channel was Organic Search contributing 49% of the total traffic. In 2024, the website received 3,448,304 organic sessions, an increase of 5.3% (+566.329 organic sessions) compared to 2023. ([SEO report](#))

During the first half of the year, the site somewhat underperformed compared to the previous year. But from July through December 2024, organic traffic consistently remained above 2023. This was a considerable win given that the majority of the industry reported YoY decreases during Q4 due to three large Google core updates taking place in August 2024 and two in November.

The top organic landing pages were the Homepage (+47.73% +72,492 sessions), Jim Thorpe page (-16% -22,771 sessions), and Places to Stay Resorts (-22.66% -30,874 sessions). Event listings received 370,739 landing page sessions which was an increase of 26.1% (+96,763 sessions) compared to the previous year.

The highest CTRs went to Jim Thorpe Fall Festival (52.99%), Things to Do in Poconos (22.82%), Things To Do in the Poconos (22.4%), and Things to Do in Jim Thorpe (21.05%).

[11 CRO tests](#) were conducted with eight variants outperforming the original.

BOOK DIRECT 2024	
Avg. Cost per Referral	\$0.04
Avg. Referrals per Booking	53.17
Est. Avg. Cost per Booking	\$2.04
Est. Avg. Booking Amount	\$398.84
Est. Booking Revenue	\$3.19M
Est. Return on Investment	19,583%

POCONO MOUNTAINS 2024		
Engagement Metrics	PoconoMountains.com	Industry Average
Total Pages Per Session:	2.65	2.00
Total Avg. Engagement Time:	1:02	:42
Engagement Rate:	96.55%	58.98%
Organic Pages Per Session:	2.65	2.43
Organic Avg. Engagement Time:	1:13	1:06
Organic Engagement Rate:	95.86%	71.76%
Total Users	4.5 million	
Total Sessions:	7,020,863	
Conversions:	88.8M	

Pocono Mountains Live Cameras

5 NEW IN 2024

The PMVB added five new cameras to its network showcasing many of the attractions, towns, and properties from a bird's eye view bringing the total of cameras in the network to 40.

13.03M PLAYS (+3M)
27.8M MINUTES (+9M)
6.8M VIEWS (+1.3M)

Blog

Blog posts received 323,676 organic sessions in 2024 (-38k)

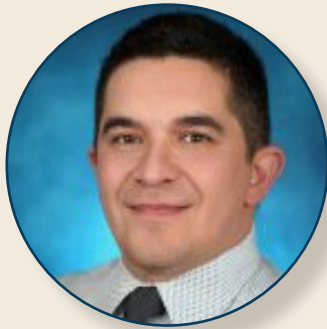
1. [7 Gorgeous Poconos Waterfalls You Need to See](#)
2. [7 Spots to Go Snow Tubing in the Poconos](#)
3. [Things to Do in Delaware Water Gap: An Insider's Guide](#)



Newsletters

167 E-NEWSLETTERS
943.26K UNIQUE OPENS
41.96% AVG. OPEN RATE

SOCIAL MEDIA



KEVIN FURST

SOCIAL MEDIA MANAGER

2024 brought huge shifts in the social media landscape and how travelers use social media to plan their vacations. Younger generations have officially made social media their go-to vacation planning source, surpassing traditional search engines. From hashtag discoveries to influencer inspiration, we're tapping into this shift to stay top of mind.

Vertical video still reigns supreme in overall engagement. From immersive Reels to captivating TikToks, and YouTube Shorts, short, high-quality vertical video content remains the best way to connect with audiences. Travelers crave authenticity, and visual storytelling continues to inspire travel and plan vacations.







In 2024, we prioritized visitor stories through User-Generated Content. By showcasing real travelers' experiences, we helped potential visitors see themselves here, creating deeper emotional connections with our destination. Today's travelers are everywhere—whether it's Instagram for visuals, TikTok for ideas, or Pinterest for planning, they're leveraging multiple platforms to create their perfect itineraries. We made sure to meet them where they are!

HIGHLIGHTS

- Prioritized vertical video content in our content planning.
- Increased the use of UGC to show an authentic experience.
- Continuing focus on DEI in our destination through UGC.
- Focus on the experience and itineraries when creating content.

2024 OVERVIEW

- 649,679 followers on all platforms
- 28,772,868 million impressions
- 250-300 posts per month
- 10,392 comments answered
- \$56,000 in overall advertising spend

						
FOLLOWERS	447K	12K	5.4K	190K	20.5K	13.3K
ENGAGEMENT	485K	----	99K	52K	----	18K
IMPRESSIONS	45M	----	1.86M	13M	threads	491K

SOCIAL MEDIA



TOP PERFORMERS

INSTAGRAM



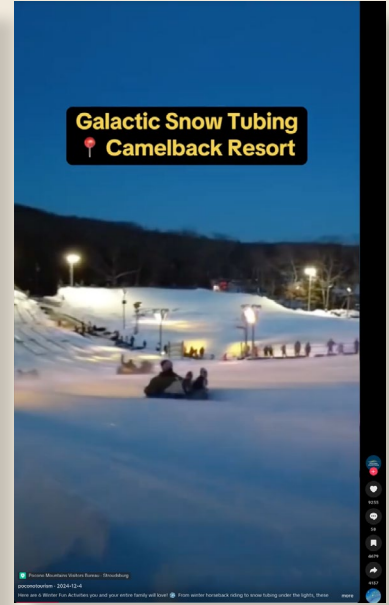
205.5K REACH

FACEBOOK



500.6K REACH

TIKTOK



426K REACH



613K VIEWS (-272K)

18K HOURS WATCHED (-7K)

7.7K SUBSCRIBERS (1.4K NEW SUBSCRIBERS)

Galactic Snow Tubing at Camelback: 56,199 (#1)

Overall Google and YouTube Spend = \$495,930



52 Weekly Episodes

3,875 PLAYS

AVAILABLE ON



POCONO TELEVISION NETWORK



PTN celebrated the start of the **5th season of Pocono Mountains Magazine** in late 2024 expanding the reach of the network's flagship show across regional cable and broadcasting outlets. That includes additional over-the-air digital substations in the HLLY market as well as plans for Baltimore and Scranton/Wilkes-Barre in 2025.

The PTN team produced **100 feature segments** for Pocono Mountains Magazine in 2024 featuring: The Historic Castle Inn Tour, Rail Rally, Flagstaff Lodge, Fred Waring and The Pennsylvanians, The Y on Broadway, Camelback Resort, Vacationland Posters, A Day in Honesdale, Paradise Stream Resort,



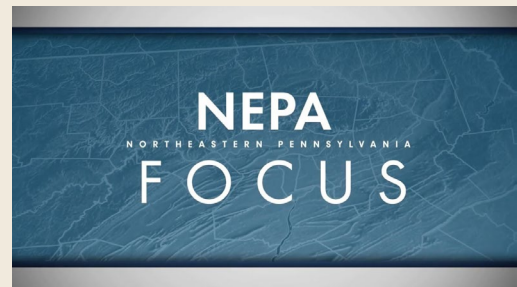
Black History at East Stroudsburg University, Frozen Waterfalls, Community Impact Grant, Spa Kalahari at Kalahari Resort, Mauch Chunk Opera House, Winter Drone Tour, A Day in Delaware Water Gap, Pocono Perspectives at Woodloch Resort, Irish Pride in the Poconos, Chairlift Chats - Camelback Mountain, Live Music in the Poconos, Hawley Silk Mill Bell Preview, Swiftwater Preview, Mountain Creek Riding Stables, A Day in Milford, Pocono Perspectives at The French Manor, Hawley Antique Exchange, Harry Packer Mansion Inn, Pocono Perspectives at Settlers Hospitality, Stroudsburg Walking Tour, Uswick Schoolhouse, Duck Donuts, Restaurant Week (2 editions), Tourism Gives Back Grants, Fly Fishing with Captain Joe, Dorflinger-Suydam Wildlife Sanctuary and Glass Museum, Bovino's Brewery & Eagles Rest Cellars, Lilliana's Nature Discovery Area, Antiquing in the Poconos, Radical Wine Company, Dunkelberger's Sports & Outdoors, Entrepreneurs at the Stourbridge Project and East Stroudsburg University Innovation Center, Pennsylvania Tourism

POCONO TELEVISION NETWORK

Rebrand, Pocono Perspectives at Grey Towers National Historic Site, Girls Golf at Skytop Lodge, Shawnee Inn and Terra Greens Golf Course, Water Colors Life - Kalahari Resort, Mountain Vista Campground, Lacawac Sanctuary - Updates, Swiftwater Opening, Dinobeach at Camelbeach, Rafting the Lehigh River, Costa's Family Fun Park, Pocono Perspectives in Wayne County, Shawnee Playhouse, Farm Arts Collective - Updates, Edge of the Woods Outfitters, Camelback Mountain Adventures, Apple Valley Restaurant & Village Shops, Lakeside Cabins, The Wake Zone, and Wallenpaupack Brewing Company, County Fairs in the Poconos, Gorilla Grove Treetop Adventures, NASCAR Pocono Raceway, Babbling Brook Cottages, Paintball Asylum, Pocono Mountains Community Fundraiser, Summer Drone Tour, Split Creek Preserve, Pocono Slingshot, Valley View Farm & Venue, Pocono Perspectives at Lehigh Gorge Scenic Railway, Jam Room Brewing Company, Wonderland Madhouse Experience, Moka Origins - Chocolate and Coffee Factory, Der Jaeger German Restaurant, Hotel of Horror, Pocono Beverage Trail - Log Tavern, Here & Now Brewing, Runaway Train Brewery, Wayne County Art Trail - Equinunk, Deer Head Inn - Jazz & History, Trails & Ales - Bright Path Brewing Company, Lackawaxen River Trails - Sycamore Point, Apple Tree, Hawley Silk Mill - Semiquincentennial Bell, Gorgeous Floral Boutique, George W. Childs Recreation Site Reopens, Shop Small - Local Business Spotlight, Pocono Indian Museum, Pocono Murals - Stroudsburg, Spruce Ridge Reindeer Farm and more.

Three episodes of Pocono Showcase were produced along with dozens of PSAs and promos for members and destination stakeholders. PTN also hosted more than **20 live broadcasts** from the Jim Thorpe Independent Film Festival, to Chinese Lunar New Year at Camelback to Pocono Pride Fest, four county fairs and more.

PTN partnered with BRC-TV13 to produce an hour-long in-depth public policy program about affordable housing titled **NEPA Focus: Affordable Housing** which included numerous policy makers and people working to solve the housing crisis in the region.



A total of 25,673 hours were streamed on OTT apps in 2024 across nearly 9,400 viewers.

Overall PTN marketing spend = \$1,400,000.








POCONO TELEVISION NETWORK

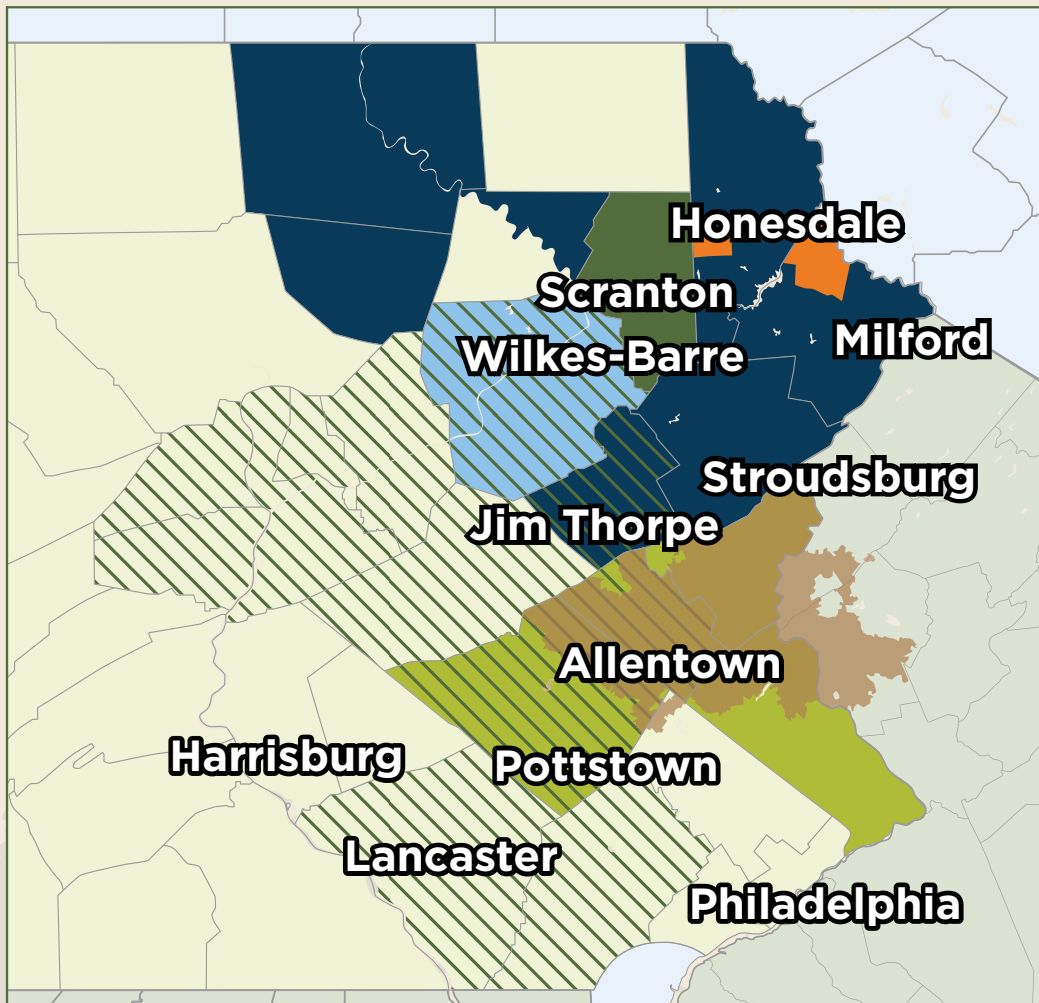


FIND PTN EVERYWHERE YOU ARE!

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

CABLE

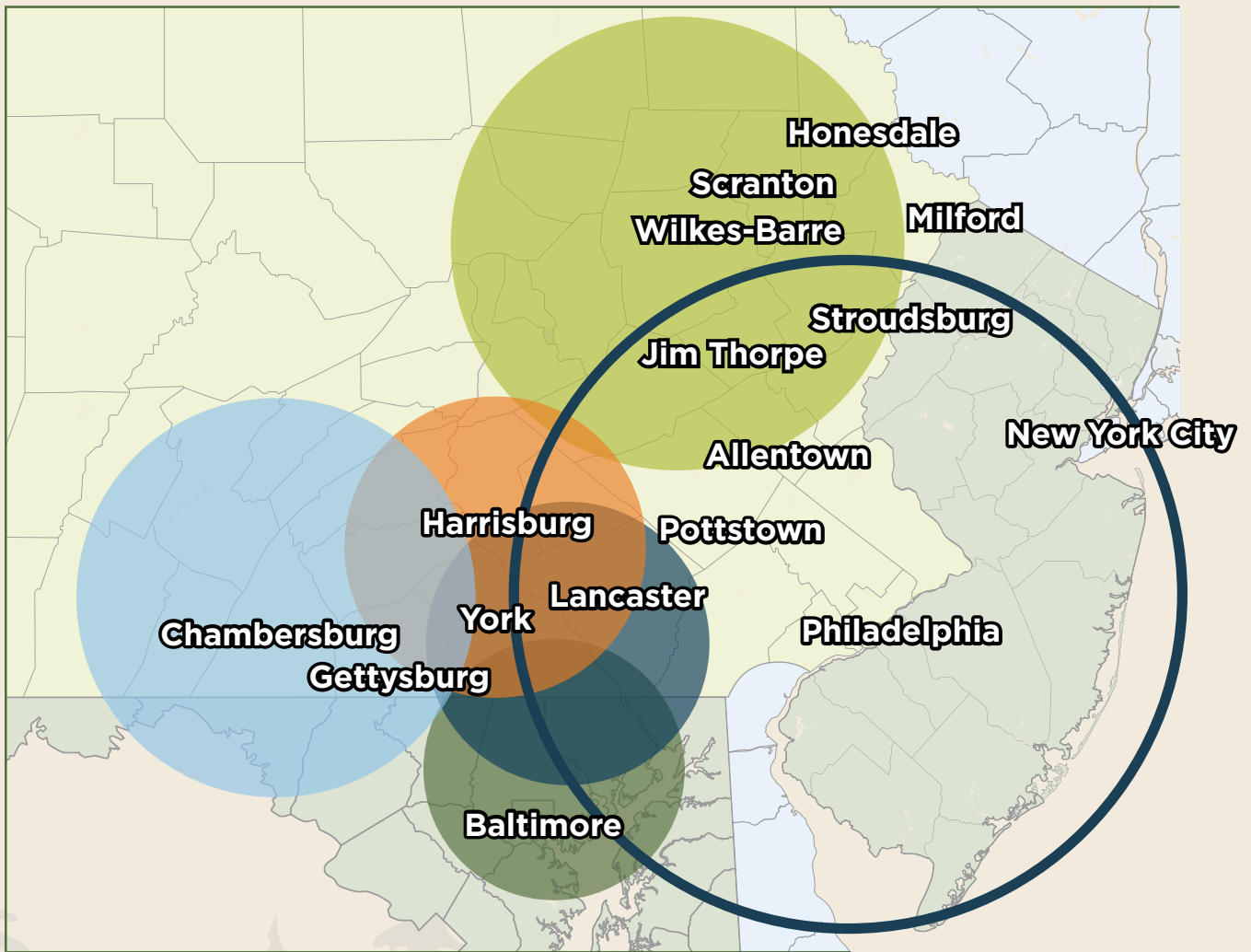
- | | |
|---|--|
|  Blue Ridge Cable CH 734 |  NEP CH 190 / HD 490 |
|  Astound TV CH 41 |  LHTC Broadband CH 190
<i>Wayne County (South Canaan Twp)
Pike County (Lackawaxen Twp)</i> |
|  Service Electric CH 192 |  Service Electric Cablevision CH 189
<i>Lehigh Valley</i> |
|  Service Electric Cablevision CH 188 | |



POCONO TELEVISION NETWORK

PTN BROADCAST (Over the Air)

- WDPN CH 2.8 Philadelphia
- WLZB CH 40.3 Baltimore
- WLZH CH 18.6 York/Lancaster
- WBZM CH 23.0 Wilkes-Barre/Scranton
- WHLZ CH 19.6 Harrisburg
- WCZS CH 35.6 Chambersburg



STREAMING
Everywhere You Are!



PTN
A Pocono Travel Channel



PUBLIC RELATIONS



JAMES HAMILL & BRIANNA STRUNK

SENIOR CORRESPONDENTS - PTN AND PUBLIC RELATIONS OFFICERS

The Poconos was mentioned a total of 18.2K times in editorial coverage. The public relations team leveraged strong media relations in the various DMAs to gain positive coverage of major PMVB initiatives as well as put out 50 news releases and media alerts in 2025.

Pocono Mountains as a Tourist Destination • 30%

The Pocono Mountains are highlighted as a prime tourist destination, offering a variety of attractions such as resorts, golf courses, and natural beauty. This region is depicted as a versatile getaway spot, appealing to families and adventure seekers alike. The area's diverse offerings make it a popular choice for vacations and retreats.

NASCAR Events in the Poconos • 25%

NASCAR events in the Pocono Mountains are a significant draw, with races like the NASCAR Cup Series and Xfinity Series attracting fans and boosting local tourism. These events are not only sports highlights but also contribute to the economic vitality of the region, showcasing the Poconos as a hub for major sporting events.

Resorts and Retreats in the Poconos • 20%

The Poconos are home to numerous resorts and retreats, offering a range of activities from wellness retreats to family-friendly resorts. These establishments provide a serene escape with amenities like spas, yoga retreats, and adventure parks, making the Poconos a favored destination for relaxation and rejuvenation.

Real Estate and Development in the Poconos • 15%

The real estate market in the Poconos is active, with developments and property investments being a focal point. The region's appeal as a vacation destination drives interest in property purchases, making it a lucrative area for real estate development and investment opportunities.

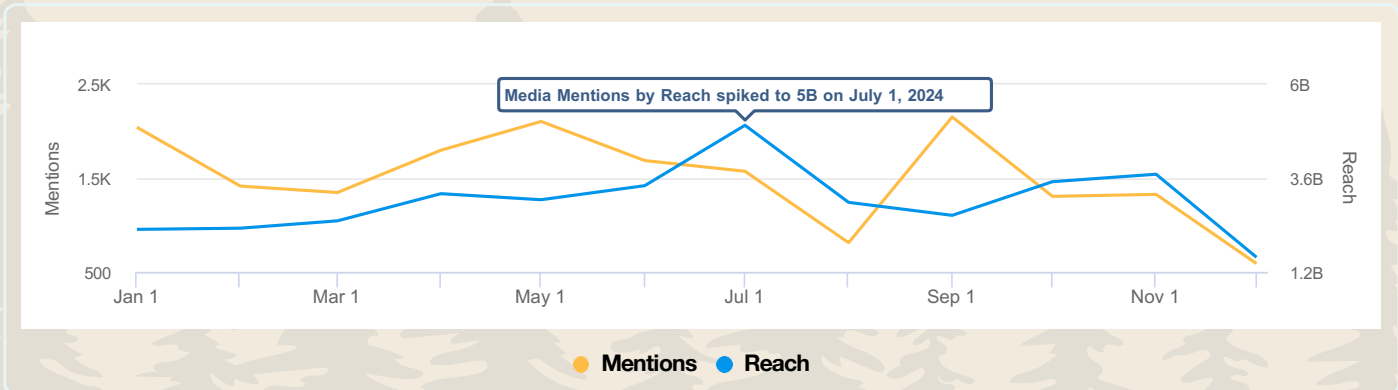
Cultural and Recreational Activities • 10%

The Poconos offer a rich tapestry of cultural and recreational activities, from festivals and food events to outdoor adventures like hiking and skiing. These activities enhance the region's appeal, providing visitors with diverse experiences that celebrate both the natural beauty and cultural vibrancy of the area.

Stats from MSN.com



Media Mentions vs. Reach



MEMBERSHIP



MARLYN KISSNER

VICE PRESIDENT OF MEMBERSHIP AND COMMUNITY RELATIONS

We are pleased to report outstanding membership growth within our organization this year, reaching a robust membership of 596 total members, with a notable influx of 71 new members contributing to an impressive retention rate of 92.00%. A special thank you to our amazing members for their continued support and passion for the industry, providing memorable experiences for visitors, guests and community members.

Our continued successful engagement with youth has been particularly inspiring supporting FBLA, DECA, and Skills USA clubs, and various internships fostering young talent by hosting events like Pick Up the Poconos and Tourism Day. Thank you to our education partners throughout the Pocono Region to help get the word out about great jobs in the tourism industry.

This year's member events included the "Magic of Hospitality" Tourism Day Summit, annual Golf Tournament with proceeds benefiting our scholarship fund and Marketing Meetings combined with annual awards and fun Member Mixers at various properties. Wrapping up a great year, members and guests enjoyed our Holiday Dinner celebrating an exciting year of training and networking supporting our industry professionals.

2024 TOURISM DAY SUMMIT
THE MAGIC OF HOSPITALITY

POCONO MOUNTAINS VISITORS BUREAU

SCAN FOR MORE DETAILS

AGENDA

- 8:00 AM Registration, Networking, Light Breakfast
Networking Area
- 9:00 AM Welcome
Main Ballroom
- 9:15 AM Panel Discussion
Main Ballroom
- 10:25 AM Morning Breakout Sessions
Orange, Nile & Zambezi Breakout Rooms
- 11:20 AM Annual Report Highlights & Ambassador Program Kick Off
Main Ballroom
- 11:50 AM Lunch
Main Ballroom
- 1:00 PM Keynote Presentation
Main Ballroom
- 2:10 PM Afternoon Breakout Sessions
Orange, Nile & Zambezi Breakout Rooms
- 3:00 PM Door Prizes
Main Ballroom



BECOME A POCONOS AMBASSADOR

- Insider Knowledge
- Enhanced Skills
- Support Local Economy
- Networking Opportunities

LEARN MORE

The Pocono Mountains Visitors Bureau (PMVB) is proud to announce the launch of its Poconos Ambassador Program, a free, online, on-demand course designed to engage, inspire, and empower community members and those working on the front lines of hospitality.

The Poconos Ambassador Program offers participants the opportunity to deepen their familiarity with the region's rich past and vibrant present, equipping them with knowledge and tools to share their passion for the Pocono Mountains and direct visitors to memorable and authentic experiences. The program is open and accessible to everyone, from local business owners and employees to residents who simply love their community and want to contribute to its growth and success. The course platform was developed in partnership with The Tourism Academy, a recognized leader in tourism education and workforce development.

MEETINGS/SALES



LEIGH VELEZ

REGIONAL SALES MANAGER

LEAD PRODUCTION

In 2024, leads received were increased 10%. Within those leads, requested room nights were up 30% and attendance needs were up 46%. Definite leads for our region were increased 62%, we also saw growth in the size of programs with definite room nights up 85% and attendees up 133%. More than half of our definite leads were sourced from PMVB resulting in over \$2M in future sleeping room revenue for our partners.



The sales department has actively engaged with clients through a series of hosted events, offering unique experiences such as the NASCAR Pocono Raceway suite, Swiftwater FAM tour, market events in Harrisburg, Philadelphia, New Jersey and New York City and multiple golf outings including the MPI NJ and MPI Greater NY outings. Leigh Velez has hosted the CONNECT Marketplace Reception with state partners. In addition, Leigh co-hosted the MPI NJ Board of Directors Meeting at The Swiftwater, the PCMA Philadelphia Chapter Retreat at Camelback Resort, and MPI Middle PA End of the Year Celebration at Kalahari Resorts & Conventions.



Among the advertising and sponsorships in 2024 were USAE, Mid-Atlantic Events, MPI New Jersey, MPI Middle PA, MPI Philadelphia, MPI Greater New York and PCMA Philadelphia.

Leigh attended the following trade shows:

- PCMA Convening Leaders
- EXPRESS - Association
- CONNECT NYC
- PA Bar Association
- PA Society of Association Executives
- CONNECT Spring Marketplace
- MEETS New Jersey
- Northstar - Small & Boutique Meetings
- HelmsBriscoe Annual Business Conference
- CONNECT Marketplace - Corporate
- PCMA Education Day & Trade show
- Destinations EAST
- CONNECT DC



POCONO PROUD

Pick Up the Poconos

Cleanup day, 500+ volunteers, 8,500 bags!

[Pick Up the Poconos](#) and the PMVB anti-litter effort helped remove **8,447 bags** of trash from the region's roadways. An Earth Day cleanup brought out 500 volunteers to pick 1,000+ bags! Pocono Community Caring Company (Pocono 3C) collected 5,305 bags across 260 miles with 181 participants. Adopt-A-Highway also accounted for 2,101 bags of litter removed from 472 miles of interstates in 2024.



PickUpThePoconos.com
— DO YOUR PART —



Community Impact Grant

\$1M awarded to projects since program inception.

Two rounds of grant funding for projects in 2024 provided \$533,911 to enhance parks and beautify boroughs and even restore historic landmarks. 62 projects received a financial boost through the Community Impact Grant from the PMVB. In three years, the grant program awarded more than \$1.1 million among governments, agencies, and organizations to support projects across Wayne, Pike, Monroe, and Carbon counties.



POCONO MOUNTAINSSM
VISITORS BUREAU

Film Office & Commission

Regional effort to boost economy through film office.

The PMVB announced the formation of the [Pocono Mountains Sports, Entertainment & Film Commission](#). The commission's mission is to promote sports tourism, unique entertainment initiatives, and film production in the scenic Pocono Mountains. By expanding existing events and creating new opportunities, the commission aims to drive economic development for the benefit of the local communities.



OPERATIONS



JAMIE SCHMEELK, CPA

CFO/HUMAN RESOURCES

Financial Growth: Since COVID, the Poconos has seen significant increase in the hotel tax revenue. Contributing to the overall increase has been growth in short-term rentals, new openings and additions to resorts, higher rates of occupancy and average daily rate. The Pocono Mountains Visitors Bureau has invested these fund back into marketing the region to continue to drive tourism along with funding grants to local agencies to beautify the region. Since 2022, the PMVB has funded over 110 Tourism Impact Grant, totaling nearly \$1,034,000.



OPERATIONS



Physical Locations

The Pocono Mountains Visitors Bureau has five visitor centers with one in each of the four counties of the Poconos and one on Lake Wallenpaupack straddling the border of Pike and Wayne counties. The centers are open year-round, providing valuable information about our members. Collectively our centers see over 416,000 people annually. Each location offers a different experience from riding excursion trains to taking a hike through nature to exploring downtowns and more.



Lake Wallenpaupack
Hawley, PA



Jim Thorpe Train Station
Jim Thorpe, PA



Milford Community House
Milford, PA



**Wayne County
Visitors Center**
Honesdale, PA



**Pocono Mountains Visitors
Bureau Main Office**
Stroudsburg, PA

FINANCIAL

STATEMENT OF ACTIVITIES

Revenue - Sources of Funding	Jan 1 to Dec 31 2024	Jan 1 to Dec 31 2023
Membership Dues	\$ 186,835	\$ 196,205
County Hotel Room Tax Revenue	14,885,009	15,019,557
Cooperative Advertising	134,081	182,650
Committee & Marketing Revenue from	877,916	552,474
Gain (loss) on Assets & Other Revenue	341,434	468,174
Total Revenue :	\$ 16,425,275	\$ 16,419,060
Program Expenses		
Advertising and Promotions	\$ 9,663,262	\$ 9,264,381
Grants to Nonprofits & Gov't Agencies	524,533	293,745
Cooperative Advertising	134,081	182,650
Committee Expense	4,475	25,721
Visitor Centers	330,309	261,888
Printing and Postage	119,016	118,784
Travel / Entertainment	193,548	157,956
Personnel Benefits	3,345,804	3,061,128
County Tourism Expenses	481,683	469,082
Other Expenses	636,092	679,432
Total Program Expenses :	\$ 15,432,803	\$ 14,514,767
General & Administrative Expenses		
Consultants / Contractual Services	\$ 154,793	\$ 162,695
Operating Personnel Salaries & Wages	385,223	356,675
Utilities / Equipment / Repair & Maint.	90,563	31,339
Insurance	64,325	63,914
Deprecation	400,392	290,957
Office Supplies / Materials	28,946	21,143
Information Technology	177,353	153,687
Miscellaneous	37,061	52,964
Total G&A Expenses :	\$ 1,338,656	\$ 1,133,374
Total Expenses :	\$ 16,771,459	\$ 15,648,141
Increase / (Decrease) in Unrestricted and Net	\$ (346,184)	\$ 770,919
Net Assets, Beginning of Year	\$ 10,857,767	\$ 10,086,848
Net Assets, End of Year	\$ 10,511,583	\$ 10,857,767

FINANCIAL

STATEMENT OF FINANCIAL POSITION

ASSETS	YE 2024	YE 2023
Current Assets		
Cash & Cash Equivalents	\$ 2,982,549	\$ 4,026,919
Accounts Receivable	3,779,616	3,621,744
Prepaid Expenses	242,702	380,542
Investments	4,935,293	3,984,174
Long Term Assets		
Property, Building, Equipment	\$ 1,699,494	\$ 1,671,226
Intangible Assets	1,452	1,787
Operating Lease Right of Use Assets	-	28,235
Total Assets :	\$ 13,641,106	\$ 13,714,627
LIABILITIES AND NET ASSETS		
Liabilities		
Accounts payable and accrued expenses	1,710,705	1,439,946
Hotel taxes payable	330,231	308,936
Deferred revenue	575,827	547,106
Debt (current and long term)	512,759	531,343
Operating Lease Liabilities (current and long)	-	29,528
Total Liabilities :	\$ 3,129,522	\$ 2,856,859
Total Net Assets without Donor Restrictions :	\$ 10,511,584	\$ 10,857,768
Total Liabilities and Net Assets	\$ 13,641,106	\$ 13,714,627

BOARD OF DIRECTORS

Bill Colavito*

*Board Chair
Great Wolf Lodge*

Genevieve Reese*

*1st Vice Chair
French Manor Inn & Spa*

Bill Rader*

*2nd Vice Chair
Mountain Springs Lake Resort*

David Makarsky*

*3rd Vice Chair
Camelback Resort*

Ben May*

*Treasurer
Pocono Raceway*

Eric Lansberry

Cove Pocono Resorts

Sierra Fogal

Pocono Whitewater

Bridget Gelderman

East Shore Lodging

Justin Genzlinger

Settlers Hospitality Group

Rob Howell

Shawnee Inn and Golf Resort

Dante Trapasso

The Swiftwater

Rory O'Fee

Woodloch Resort

Don Pleau

Kalahari Resorts & Conventions

Jeff Rudder

Skytop Lodge

Trip Ruvane

Barley Creek Brewing Company

Donna Smith

Bushkill Falls

Dr. Sylvester Williams

East Stroudsburg University

Jim Daley

Blue Mountain Resort

Rachel Waszczak

Camp Oneka

Andrew Forte**

Stroudsmoor Country Inn

Andy Worthington**

Eric Ehrhardt**

JABE Consulting, LLC

John Kiesendahl**

Woodloch Resort

Tony Farda**

Hideaway Hills Golf Club

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CFO/Human Resources

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Director of Marketing

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Katie McKee
*Executive Assistant &
Special Projects Manager*

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Krasnavage**
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*HR and Accounting
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Tom Gregory
Videographer

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Amna Khan
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Sarah Farrell
Regional Sales Manager

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*Operations and Visitor
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*Visitors Center Manager
Jim Thorpe*

Michelle McPherson
*Visitors Center Manager
Milford*

Savannah Powell
*Promoter for Visitor
Centers, Events &
Tradeshows*

Information Specialists

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Aiden Beers

Lisa Daniels

Julia Mulcahy

Ann Marie Nitti

Greg Geroux

Jane Kohler

Frederick Bartelt

Kathie Kramer

Katherine Gude