



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

**CONTACT:**

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**MEDIA ALERT**

**Happening Tomorrow: Tourism Day Summit Celebrates, Shares Knowledge about Poconos' Top Industry**

**WHAT:**

Join hundreds of industry leaders and regional hospitality businesses registered for the [2024 Tourism Day Summit](#), organized annually by the Pocono Mountains Visitors Bureau ([PMVB](#)). The day-long professional development and networking event, this year titled *The Magic of Hospitality*, is held in conjunction with [National Travel and Tourism Week](#).

The event features keynote speaker John Formica, the “Ex Disney Guy” and America’s Best Customer Experience Coach, as well as a panel discussion with industry experts and various breakout sessions covering topics such as [Pocono Television Network](#) and storytelling, social media training and best practices, streaming data and metrics, marketing, AI, and more.

Tourism is the number one industry in the Poconos, generating more than \$4.3 billion annually and employing more than 35,000 locally. [Click here](#) for General Facts & Information.

**WHEN:**

Wednesday, May 22, 2024  
8 a.m. – 3:00 p.m.  
\*See agenda [here](#).

**WHERE:**

[Kalahari Resorts & Conventions](#)  
250 Kalahari Blvd  
Pocono Manor, PA 18349

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