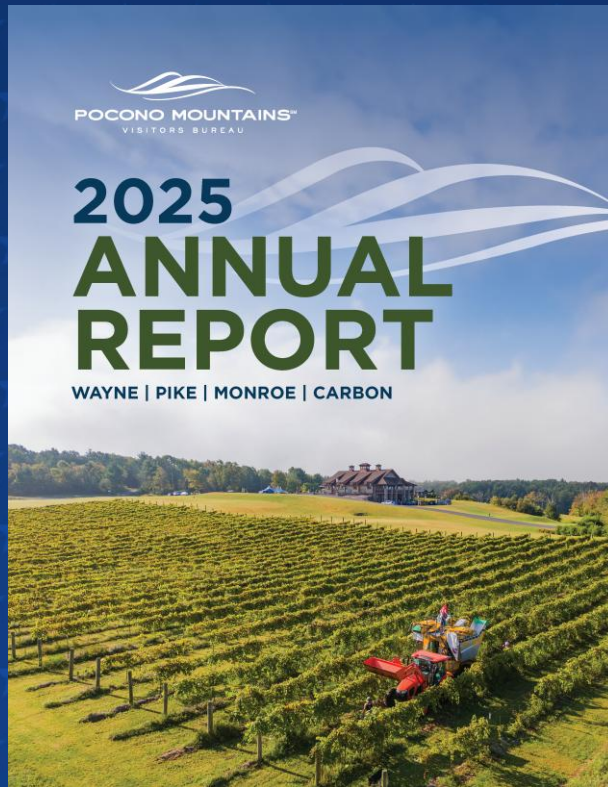


2025 ANNUAL REPORT HIGHLIGHTS



CONTENTS

- A New Chapter
- Pocono Proud
- Marketing
- Creative
- Website
- Social Media
- Pocono Television Network
- Public Relations
- Membership
- Meetings
- Financial

2025 ANNUAL REPORT A New Chapter



The historic Sherman Theater in downtown Stroudsburg entered a new chapter in its legacy as the PMVB officially assumed management responsibilities in October. The PMVB and Sherman Theater boards voted in late September to enter into a management agreement. The strategic move marks a collaborative effort to strengthen the arts as a cornerstone of Stroudsburg's cultural and economic identity.

2026 Tourism Day Summit



2025 ANNUAL REPORT Pocono Proud



PickUpThePoconos.com
— DO YOUR PART —



In 2025, the tourism industry gave back to the Poconos through large-scale environmental stewardship and hands-on cleanup efforts.

Namely Pick Up the Poconos in its 8th year in 2025.

Adopt-A-Highway litter removal and Pocono 3C cleanups along:

I-80, I-380, Route 33, 196 & 611

3,600 bags of trash totaling more than 26 tons of litter across 900 miles

Pocono 3C celebrated six years of service to Monroe County supporting 181 participants in the program that puts individuals who are homeless or at risk of being homeless out on area roads to earn pay and access counseling as well as pathways to employment.



2026 Tourism Day Summit



2025 ANNUAL REPORT Pocono Proud



POCONO MOUNTAINS
VISITORS BUREAU

Tourism reinvested hundreds of thousands of dollars into municipalities, nonprofits and cultural organizations in 2025 alone.

\$200,000 in Community Impact Grants awarded to more than two dozen boroughs, townships and local charities supporting parks, historic preservation, education, public safety and quality of life projects.

More than **\$255,000** in sponsorships were contributed in 2025 to nonprofits, festivals, and organizations.



2025 ANNUAL REPORT - Marketing



Broadcast | Billboard | Display | Digital | CTV/OTT

In 2025, the PMVB promoted the destination in four DMAs including NY, PHL, HLLY and WB/SCR.

This includes 18 broadcast linear TV stations, billboards, CTV's and mobile devices.

2025 ANNUAL REPORT - Marketing

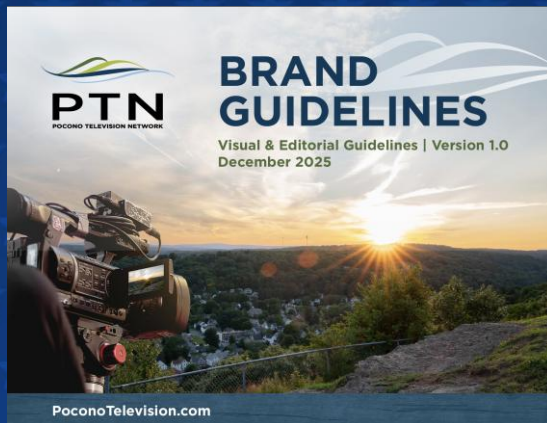
\$13,603,274

77% of our budget was spent on total hard marketing

High-profile placements—such as Super Bowl and NFC Championship game spots, the Mummers Parade, and other special broadcasts—were strategically used to amplify reach during high-viewership moments.

Digital advertising, co-op placements, and CTV/OTT platforms—including Hulu, Peacock, and Paramount+—collectively accounted for nearly \$800,000, supporting targeted, data-driven engagement and streaming viewership.

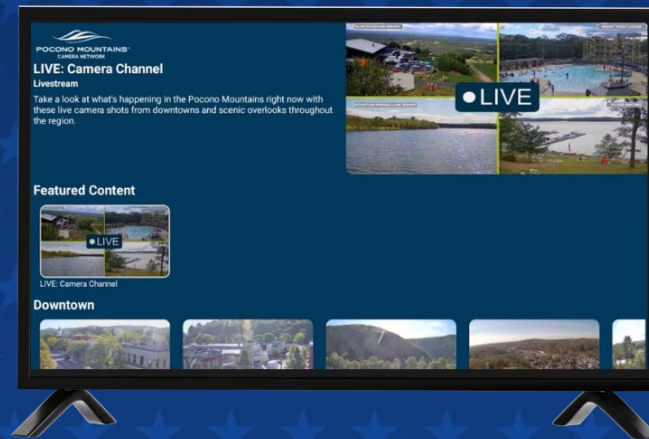
2025 ANNUAL REPORT - Creative



Launched a new programmatic partnership with Adams Outdoor, significantly broadening the reach of our out-of-home campaigns by 33%.

New PTN brand guidelines were developed establishing a more cohesive and consistent identity for the Pocono Television Network across all platforms.

2025 ANNUAL REPORT – Live Cameras



6 new cameras in 2025

Brings the total of cameras in the network to 50.

13.1M PLAYS

26.7M MINUTES

6.8M VIEWS

2025 ANNUAL REPORT – Social Media



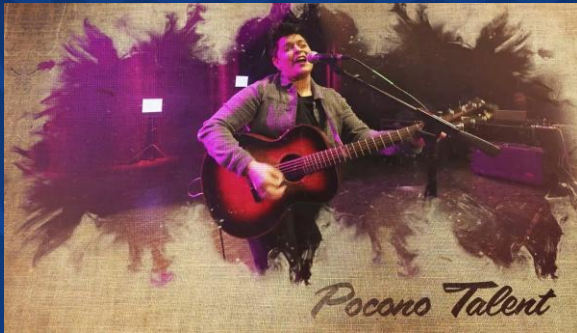
#PoconoMtns

- 649,679 Followers on all platforms
- 26,981,701 million impressions
 - 250-300 posts per month
 - 12,132 comments answered

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2025 ANNUAL REPORT – PTN



6th Season of Pocono Mountains Magazine

Added VIZIO and LG OTT and Aurora CH 81 (cable) as well as WRZH CH 30.6 Lancaster (OTA)

97 Pocono Mountains Magazine stories in 2025 comprised of several series including nine in the Exploring Our State Parks Series, two from Chefs of the Poconos, six Pocono Showcases & ten Bri & Dee Adventures which won a PAB.

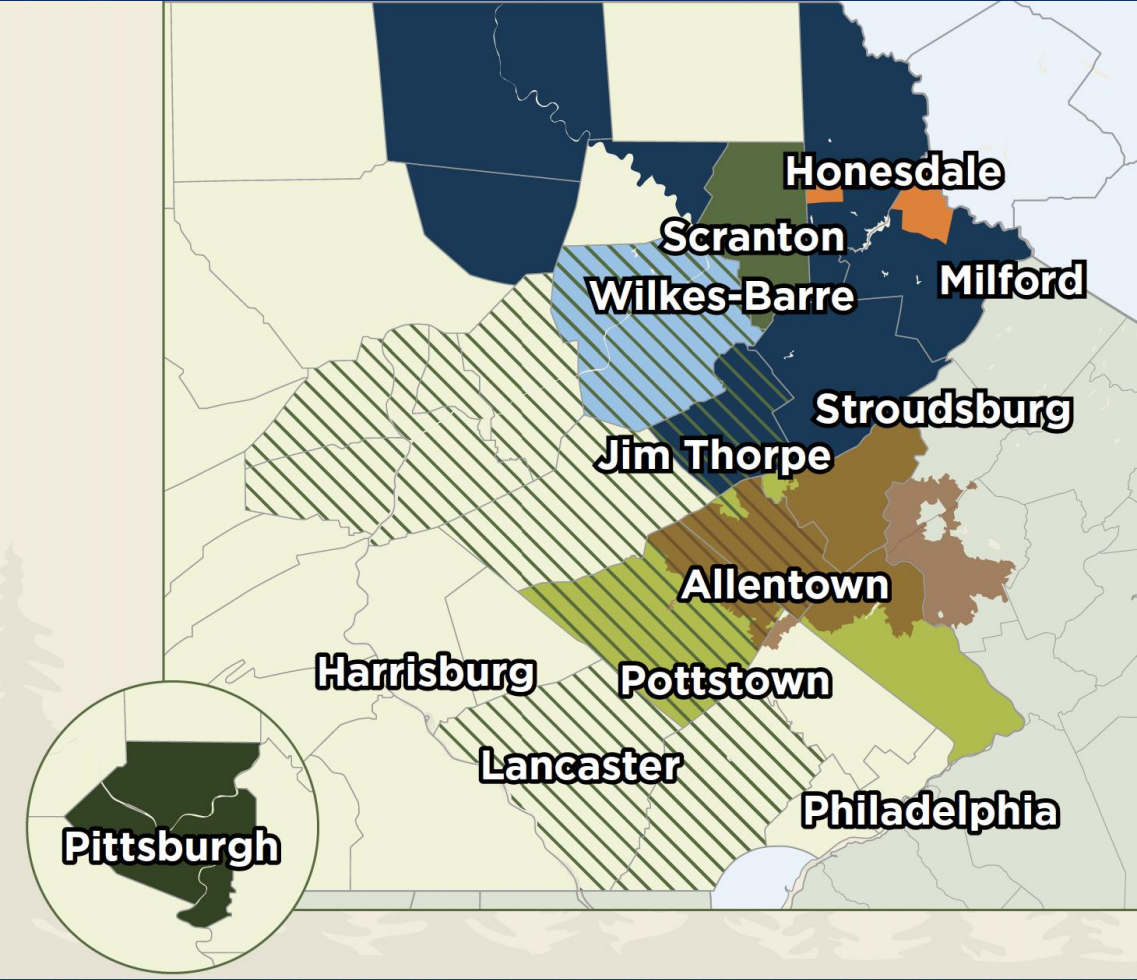


2026 

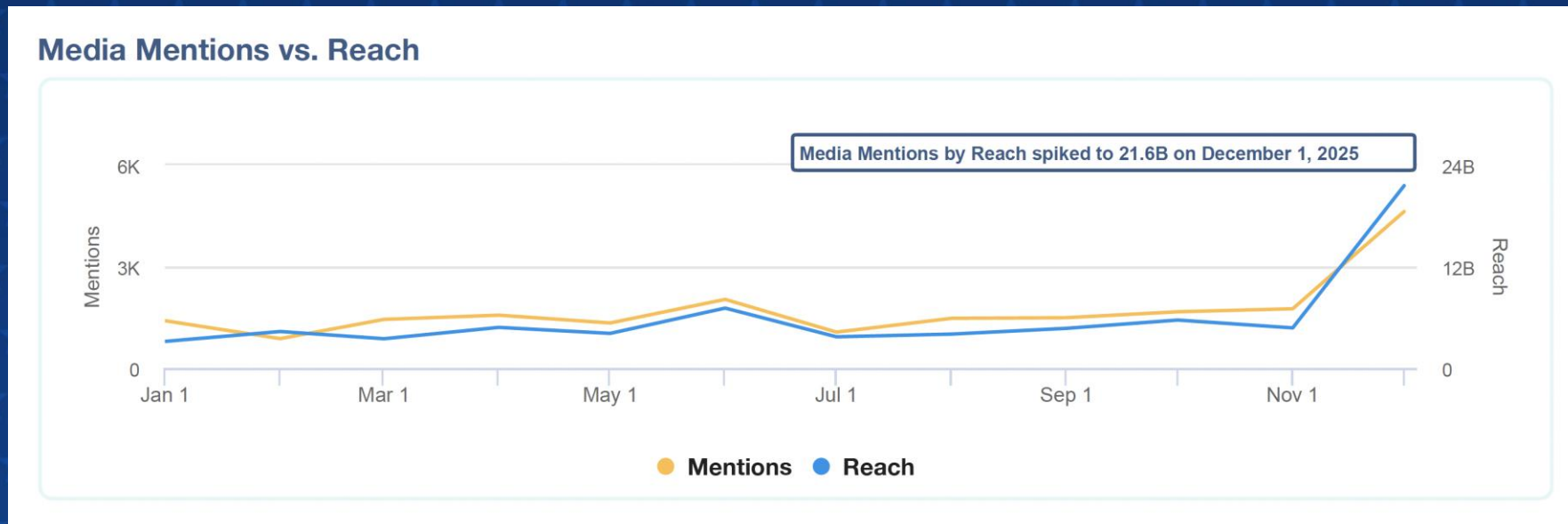
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POCONO MOUNTAINSSM
VISITORS BUREAU



2025 ANNUAL REPORT – Public Relations



Poconos mentioned 20.8K times in editorial coverage with a spike in December during presidential visit to Mount Airy Casino Resort

2026 
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POCONO MOUNTAINSSM
VISITORS BUREAU

2025 ANNUAL REPORT – Membership



POCONO MOUNTAINS

VISITORS BUREAU

590 members in 2025

60 new members

88% retention rate



2025 ANNUAL REPORT – Sales

BUILDING THE WAY
TO NEW HEIGHTS
IN THE POCONOS

START PLANNING



The team generated 160 leads in 2025, producing 72,181 room nights and 87,232 delegates - a 65% surge in delegate volume year-over-year. Total economic value reached \$98.4 million, up 47% from 2024.

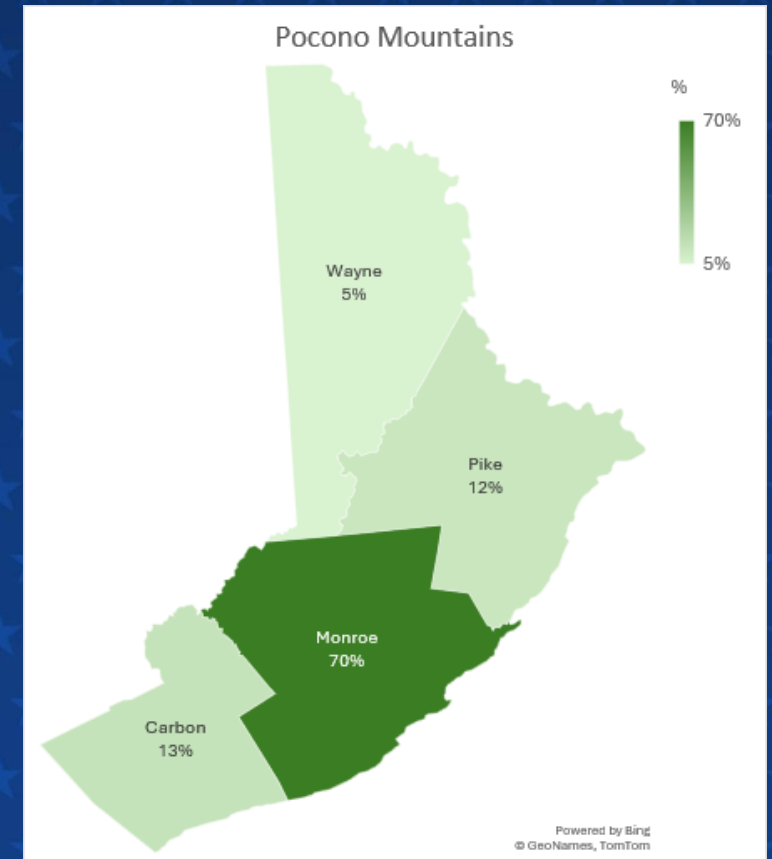
2025 ANNUAL REPORT – Financial



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2025 ANNUAL REPORT – Financial

County	%	Amount
Monroe County, Pennsylvania	70%	10,451,106
Pike County, Pennsylvania	12%	1,759,043
Wayne County, Pennsylvania	5%	752,924
Carbon County, Pennsylvania	13%	1,989,564
	100%	14,952,637



2025 ANNUAL REPORT – Financial

	Actual 2025	Actual 2024	% Var	Updated Scenario	% Var
Monroe	10,451,106	10,523,157	-1%	10,305,000	1%
Pike	1,759,043	1,438,554	22.3%	1,564,000	12%
Wayne	752,924	791,356	-5%	722,000	4%
Carbon	1,989,564	1,773,061	12%	1,665,000	19%
	14,952,637	14,526,129	3%	14,256,000	5%