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3rd Year for Short-Term Rental Conference, Major Draw for Industry
600+ Owners, Investors & Industry Leaders Expected in Poconos

Pocono Mountains, PA — The [Poconos Short-Term Rental \(STR\) Conference](#) returns to Kalahari Resorts & Conventions on March 5, 2026, bringing together more than 600 short-term rental owners, investors, property managers, suppliers, and industry leaders from across the Northeast and beyond. Recognized as one of the region’s most influential gatherings for the STR community, the conference will focus on education, advocacy, and professional growth in a rapidly evolving industry.

Hosted by the Poconos Association of Vacation Rental Owners (Poconos VRO), the annual conference is designed to equip attendees with practical insights on operations, marketing, technology, revenue management, and regulatory issues impacting short-term rentals. With shifting regulations, changing guest expectations, and increased competition, the event provides timely, actionable guidance for both new and experienced operators.

“Our goal is to help STR owners make smarter decisions, protect their investments, and operate more professionally in an increasingly complex environment,” said Rebecca Gallagher, Executive Director of Poconos VRO. “This conference brings together trusted experts and real-world operators who understand the unique dynamics of the Poconos market.”

“The Poconos STR Conference has proven that vacation rentals are key to the tourism industry and the overall economy of the Poconos, which saw \$7.2 billion in total visitor spending in 2024,” said Chris Barrett, President/CEO of the Pocono Mountains Visitors Bureau. “We are grateful for the Poconos VRO and its leadership to set up the industry for success now and into the future.”

The 2026 program will feature keynote presentations, educational breakout sessions, expert panels, and an expanded exhibitor marketplace showcasing products and services tailored to short-term

rental owners and managers. Topics will include profitability and pricing strategy, guest experience, property operations, technology tools, financing, and effective advocacy at the local and state level.

Additional details—including the full agenda, speaker lineup, sponsors, and registration information—are available at poconosstrconference.com.

For updates and early bird registration, visit our website or follow Poconos VRO on social media:

- [Facebook](#)
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About Poconos VRO

The Poconos Association of Vacation Rental Owners represents and advances the interests of vacation rental owners in the Pocono Mountains. As the Voice of the STR Industry in the Poconos, the organization advocates for practical regulations, provides education and resources to help owners run profitable and responsible businesses, and fosters a vibrant, sustainable short-term rental community.