

POCONO MOUNTAINS

VISITORS BUREAU



"Membership Tune Up: Maximizing Your PMVB Benefits"

Welcome & Thank You!

Join fellow PMVB members for an open discussion that will encourage creativity, innovation and collaboration while learning and understanding how to utilize all member benefits offered by the bureau.

- Name
- 🛛 Title
- Organization/Employer
- □ What is one PMVB membership benefit you recently utilized?
- What benefit(s) would you like learn more about?



Leverage Your Membership Benefits

Our team is here to assist!

MASTER YOUR MEMBERSHIP

The PMVB is here as a resource to assist with The PAYS is note as a resource to assist with your marketing initiatives! Check out 10 quick tips below to help you take advantage of all the ops below to help you take advantage of all the benefits available to members. Don't hesitate to benefits available to memore, both chestrate reach out to <u>membership@poconos.org</u> with any questions and check in seasonally to let us any questions and creek in seasona know what's new at your property.

1. GET FAMILIAR WITH THE PMVB EXTRANET! GET PARILIAR WITH THE PAYS EA INAME The Extranet provides you with easy access to make changes to your member website listing and submit events and special offers.

2. CHECK YOUR WEBSITE LISTING via the Extranst seasonally, winter, spring, summer and fall, to make sure information and photos

3. USE THE EXTRANET TO SUBMIT OVERNIGHT

- USE THE EXTNANEL TO SUBMIT OVERNMENT SPECIAL OFFERS AND DAY DEALS as well as DUBIC and community events hosted by or taking place at your property to be listed on taking place at your property to be listed on <u>PoconoMountains.com</u>. Event and special offer submissions may also be included in our social media and email marketing initiatives!
- 4. SUBMIT OPEN JOB POSITIONS at your property via the Extranet to be listed on our online job board.
- 5. GET YOUR MEMBER RACK CARDS placed in GET TOUR MEMBER NACK CARDS placed in Our four visitor centers in Honesdale, Milford, Hawley and Jim Thorpe.
- 6. BE FEATURED in a post on @PoconoTourism social media. The PMVB fan base is 876,000+ strong across Facebook, Instagram, Twitter, TikTok, Linkedin, YouTube, and Pinterest. We are one of the top engaged destinations in Pennsylvania with over 80.2k tagged photos on Instagram using our official #PoconoMtns hashtag. Improve your visibility and reach while driving traffic to your listing with social

media features and visits to your property. To learn more about how to get featured in a post on @PoconoTourism social media: Email

Don't forget to follow @PoconoTourism and tag us in your social media posts!



7. CHECK OUT THE POCONO TELEVISION NETWORK (PTN), a 24/7 television network stream dedicated to stories about the Poconos. stream dedicated to stories about the Pa PTN can be found on cable (Blue Ridge, Service Electric, and more) streaming (Roku/ Fire TV/web) and broadcasting in Philadelphia featuring segments including Pocono Perspectives, Pocono Mountains Magazine monthly hour-long program, live webcams. weather forecasts every half hour and so much more! Turn on the channel in your property's guest rooms or public spaces as a great

resource for visitors. Visit <u>PosconoTelevision.com</u> for a complete guide about how to find and stream PTN. Have a story idea for PTN? Get in touch with presoneenes proprapoconos.org.

8. WATCH FOR THE MONTHLY MEMBER WAICH FOR THE MONTHLY PREMORE ENEWSLETTER filled with timely information and bulletins just for members. Contact and builetins just for members. Contact <u>crm encounds org</u> if you aren't receiving the member newsletter yet.

9. ATTEND A PMVB MEMBER EVENT like our annual Tourism Summit and seasonal Member

10. PAGE THROUGH OUR OFFICIAL TRAVEL QUIDE, available in print and digital form, or get copies to distribute at your property. Don't get copies to distribute at your property, built forget to watch for reminders in January and torget to watch for reminders in January and February to update your property's free basic listing in the travel guide.







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POCONO MOUNTAINS VISITORS BUREAU

2023 PMVB Events

Annual Report & Tourism Achievement Awards

Thursday, June 8th, 11:00 AM – 1:30 PM @ Mount Airy Casino Resort

2023 Dario Belardi & Hospitality Scholarship Golf Tournament

Wednesday, October 4th, 9:30 am @ Hideaway Hills Golf Course Partnership with the PMUW

Swimming with the People's Shark: Damon John

Thursday, October 19th @ Kalahari Resorts & Conventions Center *Partnership with the Pocono Chamber*

Holiday Dinner

Thursday, December 7th, 5:30 pm – 9:00 pm @ Location TBA

PICK UP THE POCONOS

Fall Clean Up Saturday, September 23rd





POCONO MOUNTAINS™ VISITORS BUREAU

Check in!

Winter
Spring
Summer
Fall

Thank You! Stay Connected



TOURISM DAY SUMMIT



POCONO MOUNTAINSSM VISITORS BUREAU

3B - Membership Tune Up: Maximizing Your PMVB Benefits



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