



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

# PMVB Special Webinar

March 11, 2020

# PMVB COVID-19 Response

- ▶ **Created a special website:**  
<https://www.poconomountains.com/covid-19/>
- ▶ Collaborating with regional partners
- ▶ Advocating for making travel decisions based on fact...not fear
- ▶ Provide information grounded in scientific and medical data, and sourced from public health and government authorities

# PMVB COVID-19 Response

- ▶ Listening to feedback from shareholders and members
- ▶ Formulate supplemental marketing plans for execution when the timing is right (The Right Timing is Key)
- ▶ Keep telling the story of the Pocono Mountains and weave that into the message when it's appropriate
- ▶ Sell the positive aspects of the destination: The guest taking advantage of the healthful aspects of our product...the outdoors and fresh air
- ▶ Position that all of our members are following CDC guidelines in preparing their properties for our guests

# PMVB COVID-19 Response (Continued)

- ▶ Please keep the PMVB posted if you see any declines in visitation or any of your group and meeting business being rescheduled or canceled.
- ▶ Questions and updates please send to:
- ▶ Please email Chris Barrett, [cbarrett@Poconos.org](mailto:cbarrett@Poconos.org)
- ▶ Or Brian Bossuyt, [bbossuyt@Poconos.org](mailto:bbossuyt@Poconos.org)