

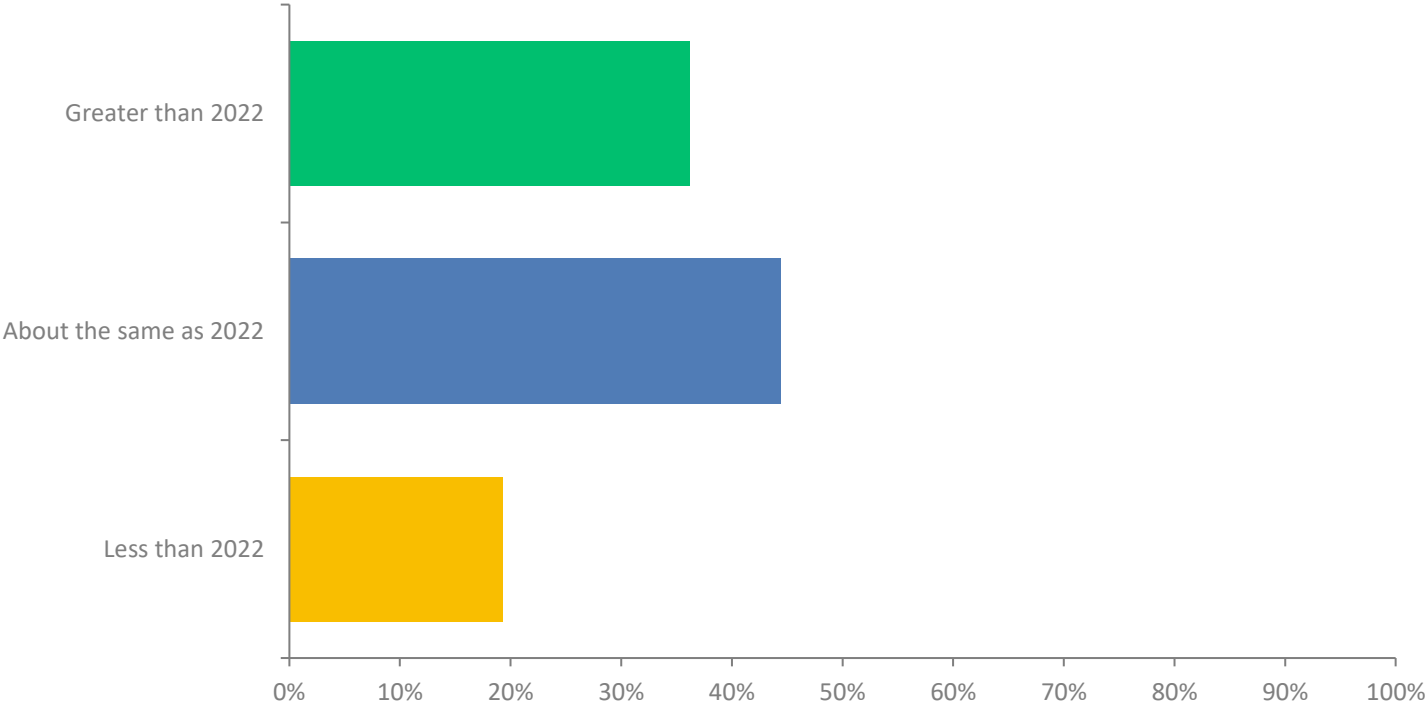


POCONO MOUNTAINSSM
VISITORS BUREAU

**Business Survey 1st vs 2nd
Quarter 2023**

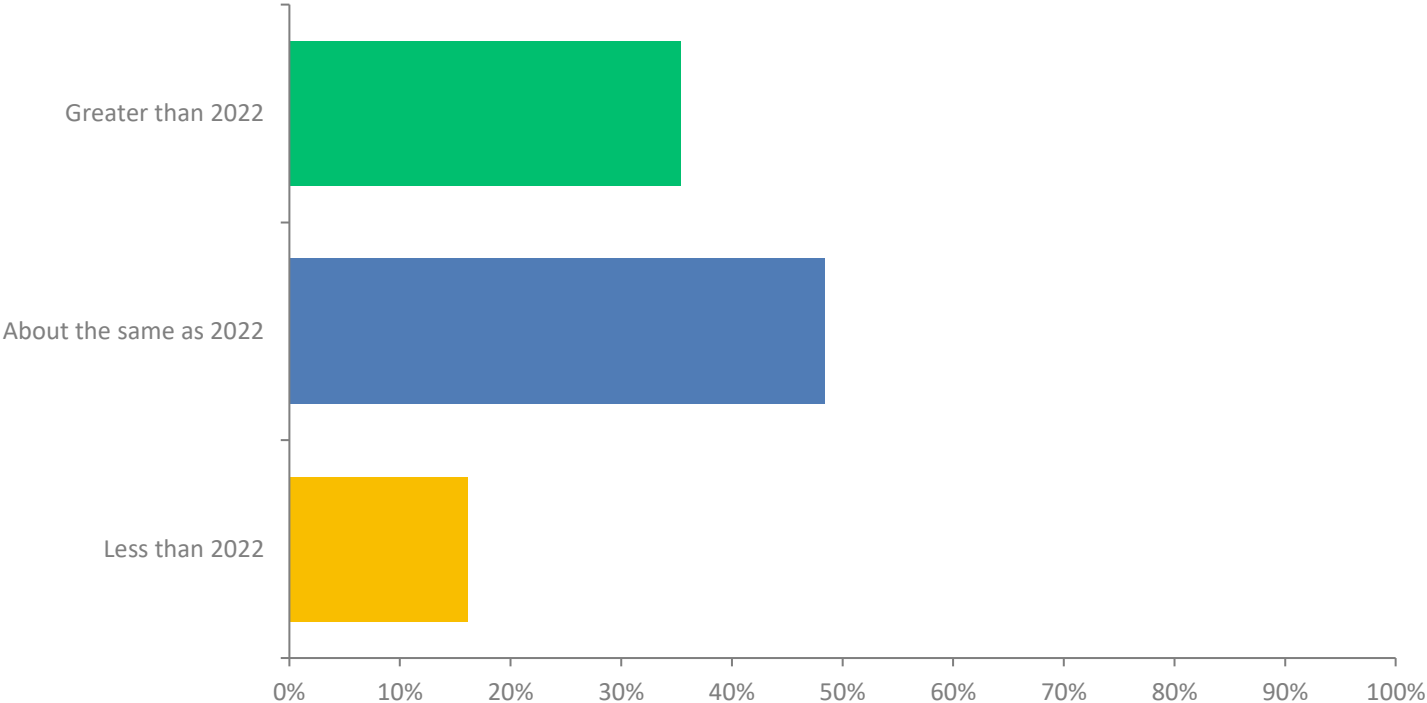
Q1: As we begin the 1st Quarter of 2023, are your projected business revenues:

Answered: 171 Skipped: 0



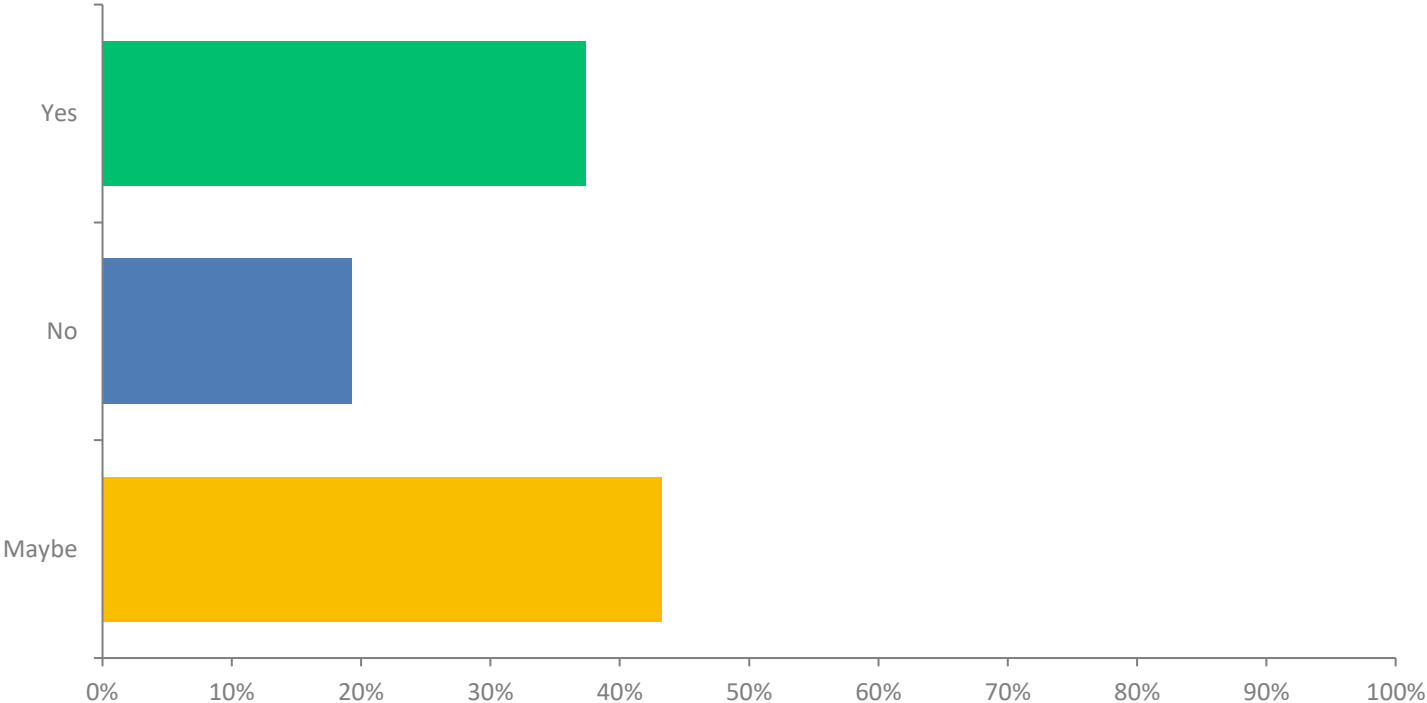
Q1: As we begin the 2nd Quarter of 2023, are your projected business revenues:

Answered: 130 Skipped: 0



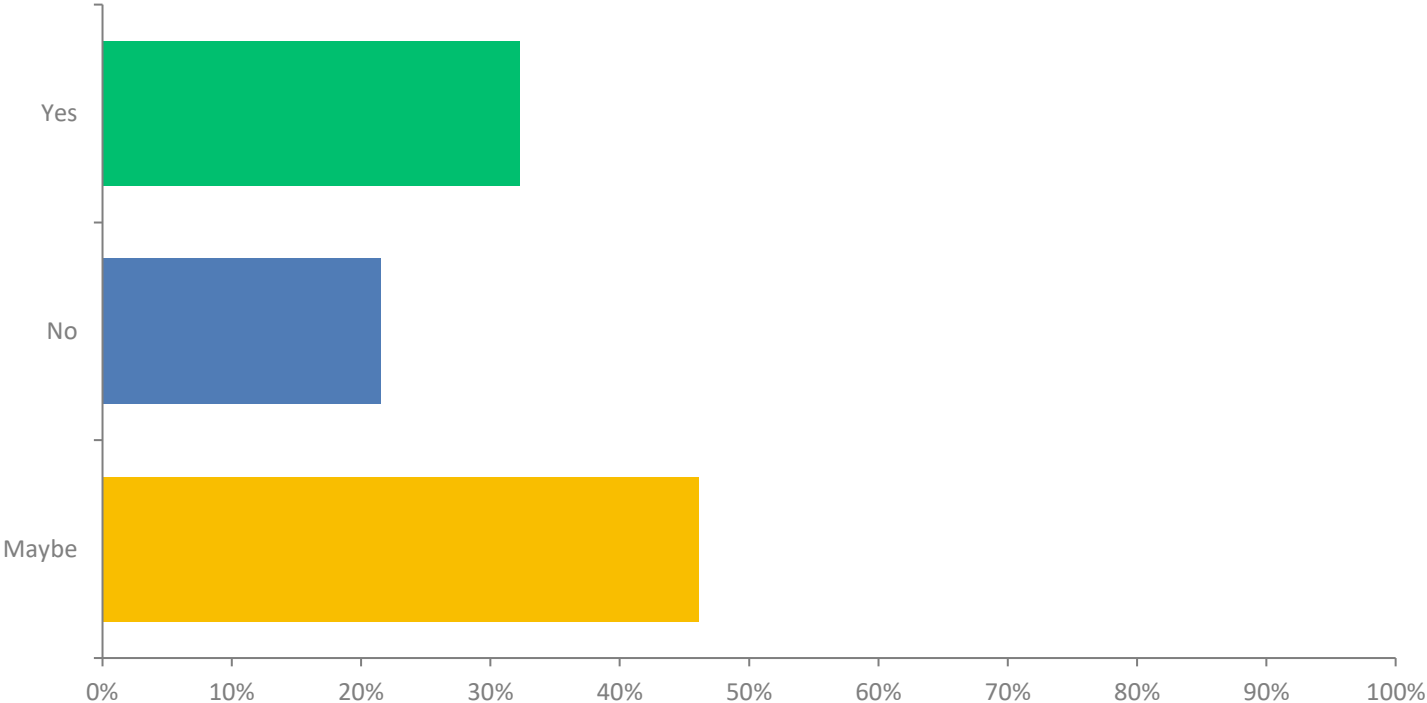
Q2: Do you expect that we will experience a recession in 2023?

Answered: 171 Skipped: 0



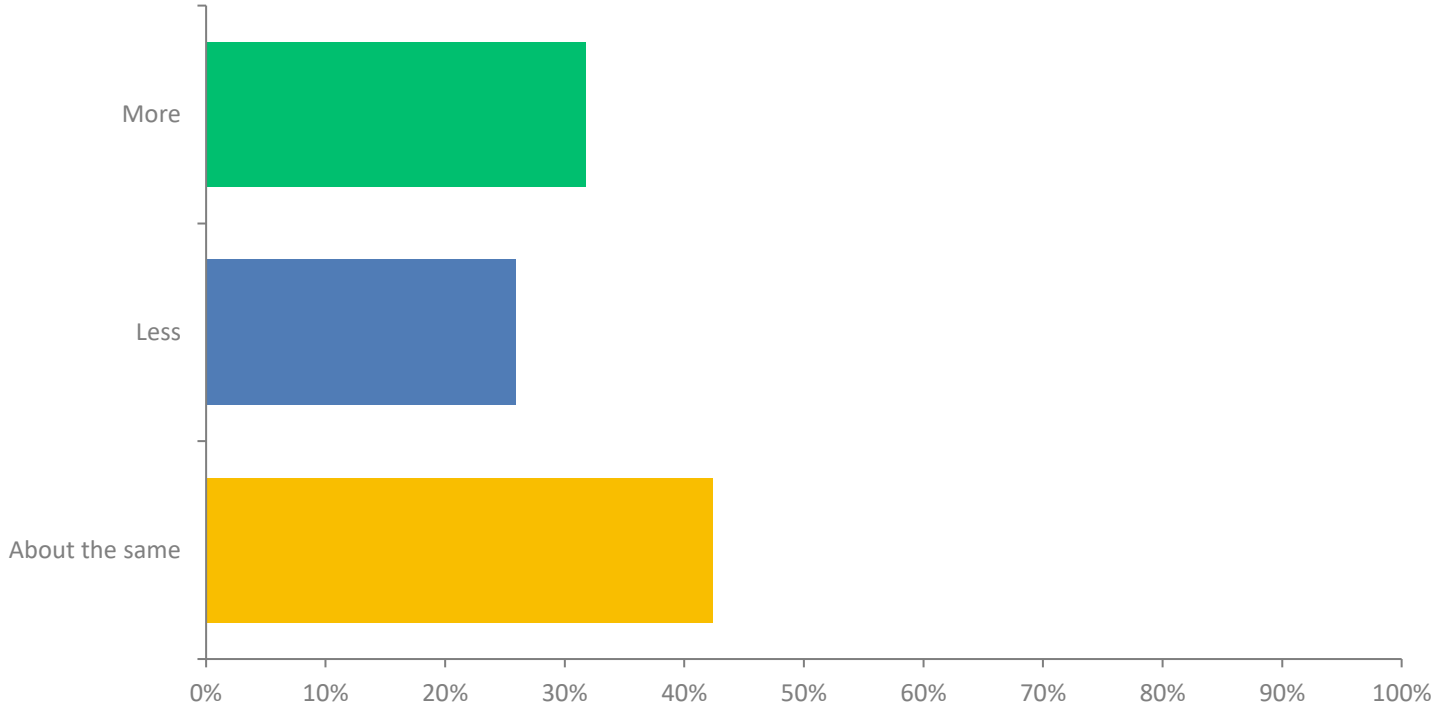
Q2: Do you expect that we will experience a recession in 2023?

Answered: 130 Skipped: 0



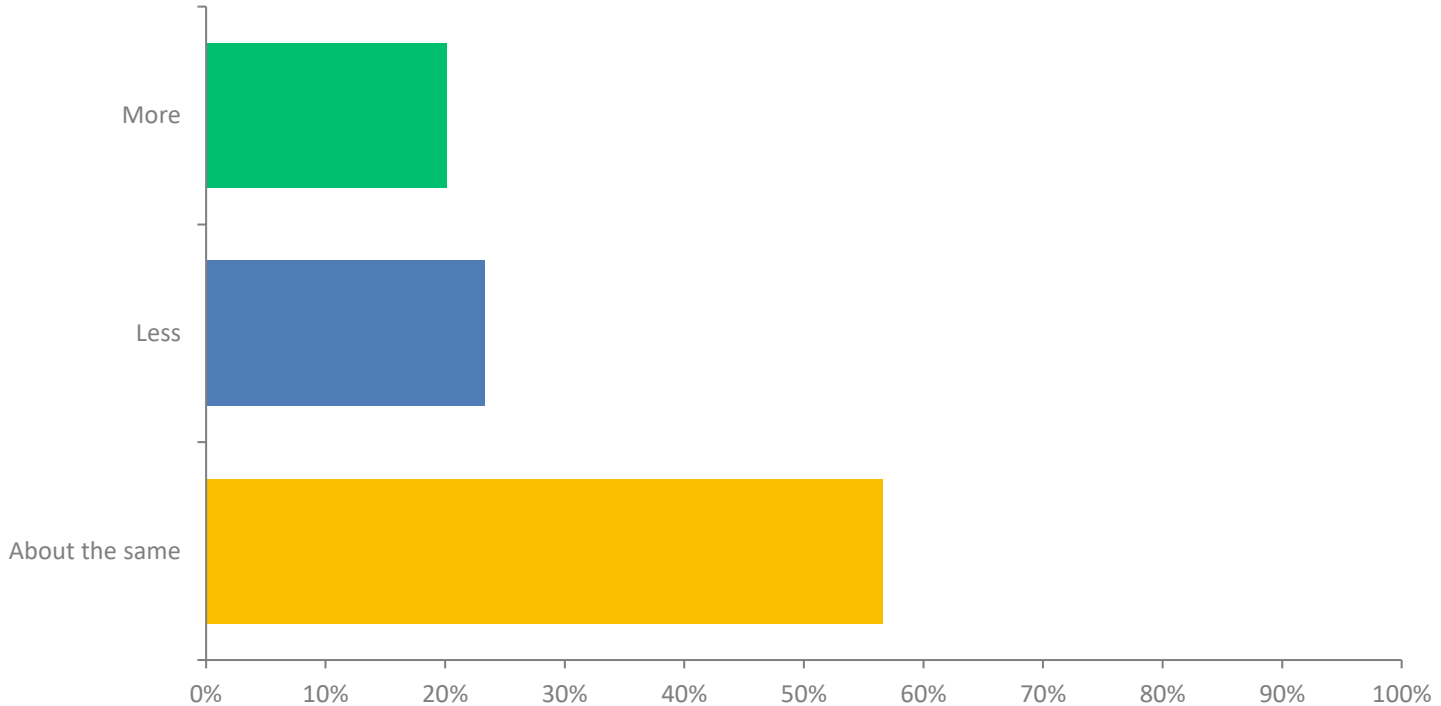
Q3: During the 4th Quarter of 2022, did your customers spend more or less on average per transaction than the previous year?

Answered: 170 Skipped: 1



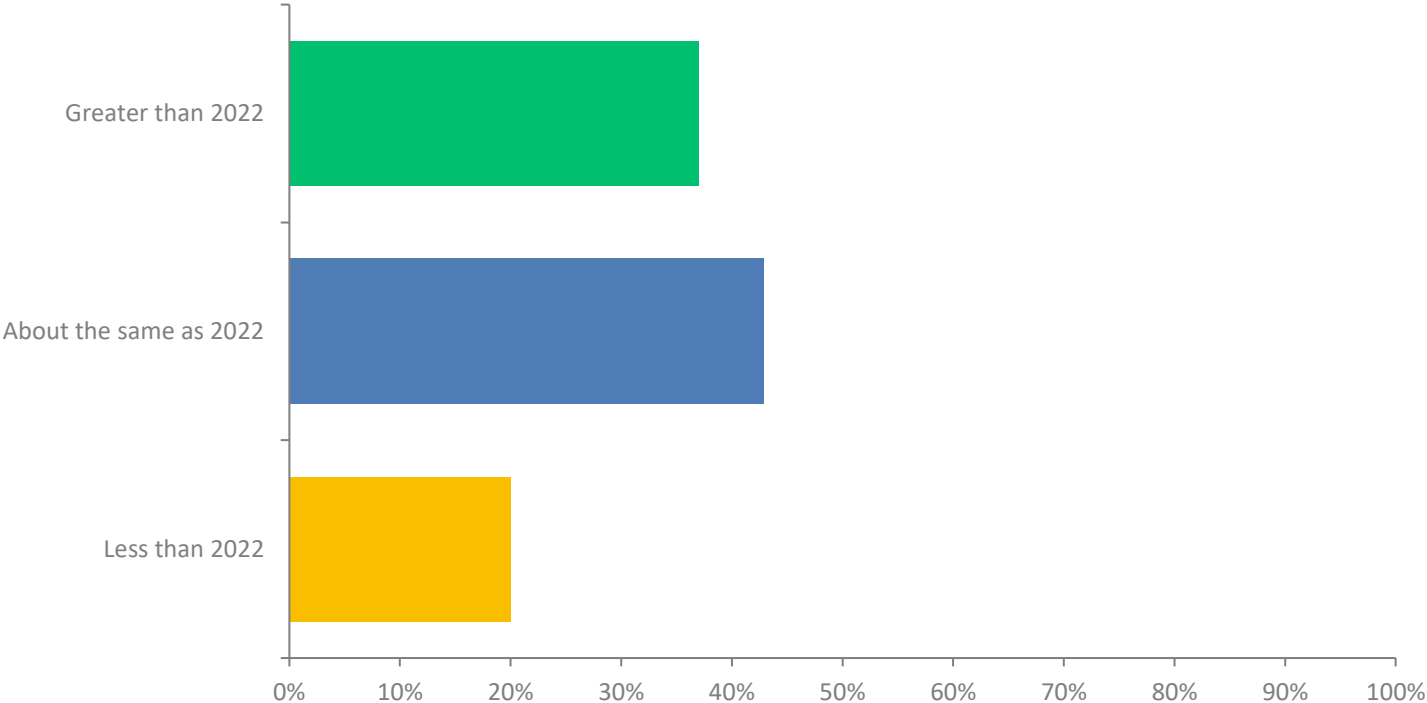
Q3: During the 1st Quarter of 2023, did your customers spend more or less on average per transaction than the previous year?

Answered: 129 Skipped: 1



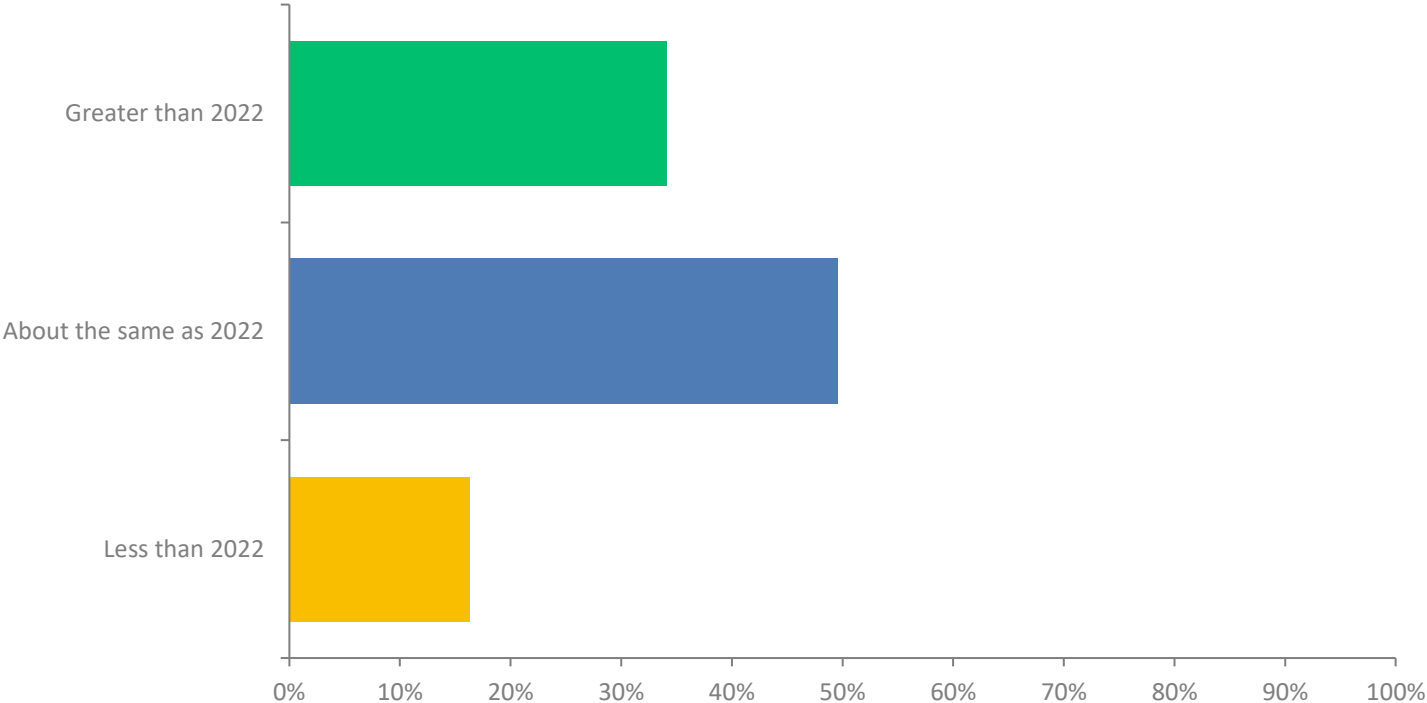
Q4: My current forecast for 2023 is that my revenues will be:

Answered: 170 Skipped: 1



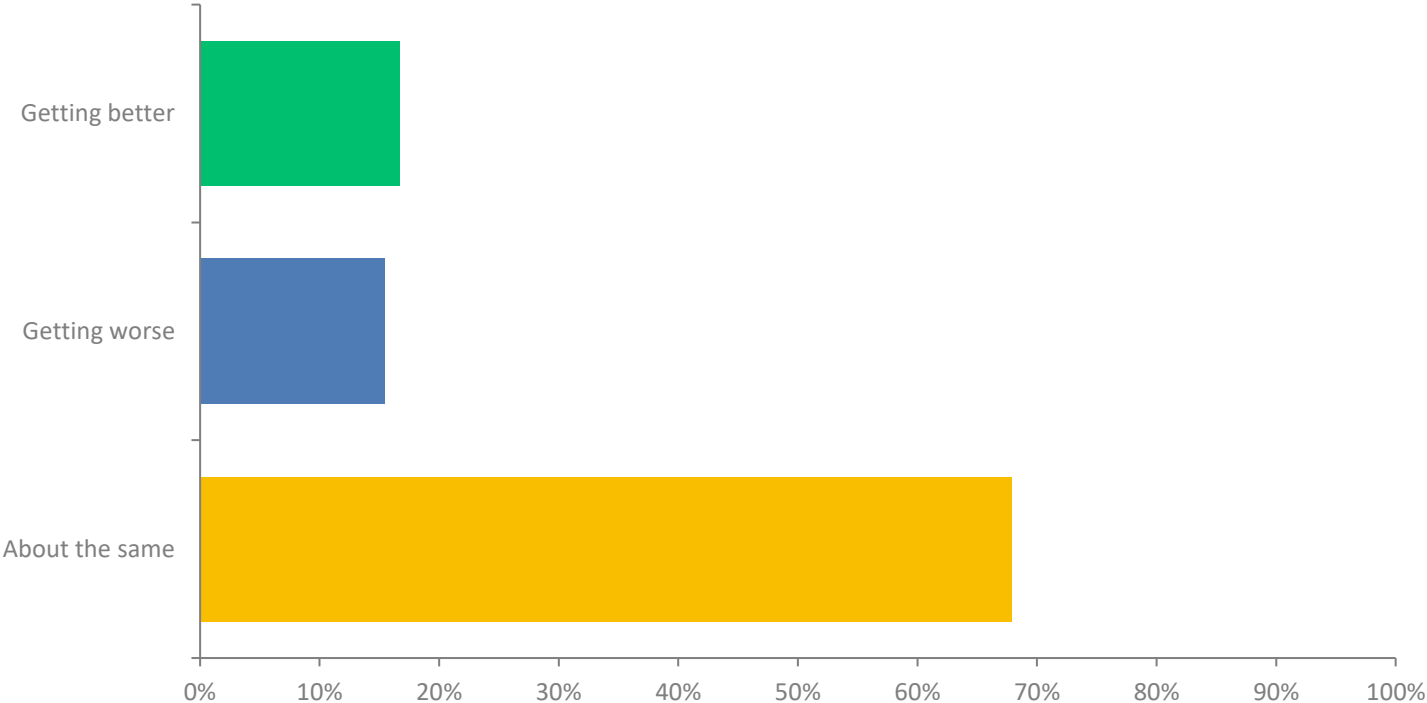
Q4: My current forecast for 2023 is that my revenues will be:

Answered: 129 Skipped: 1



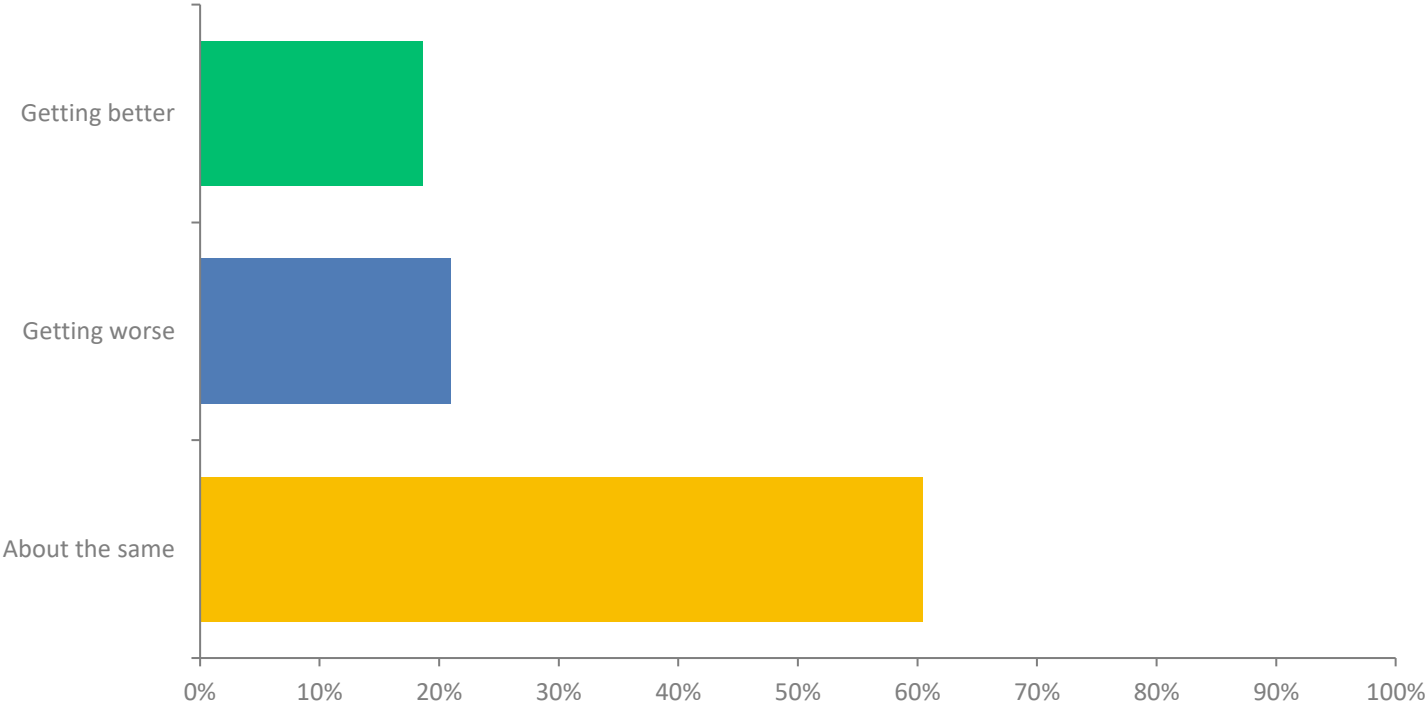
Q5: Challenges hiring new staff are:

Answered: 168 Skipped: 3



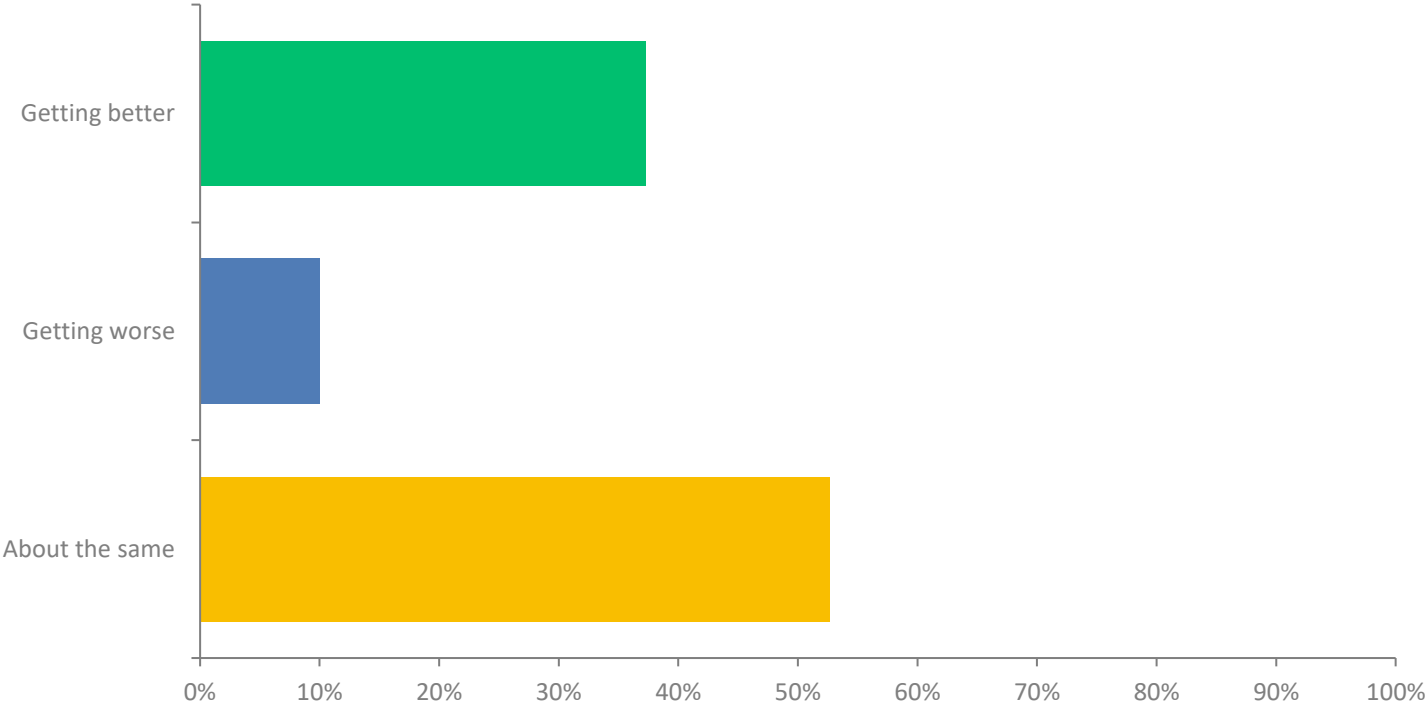
Q5: Challenges hiring new staff are:

Answered: 129 Skipped: 1



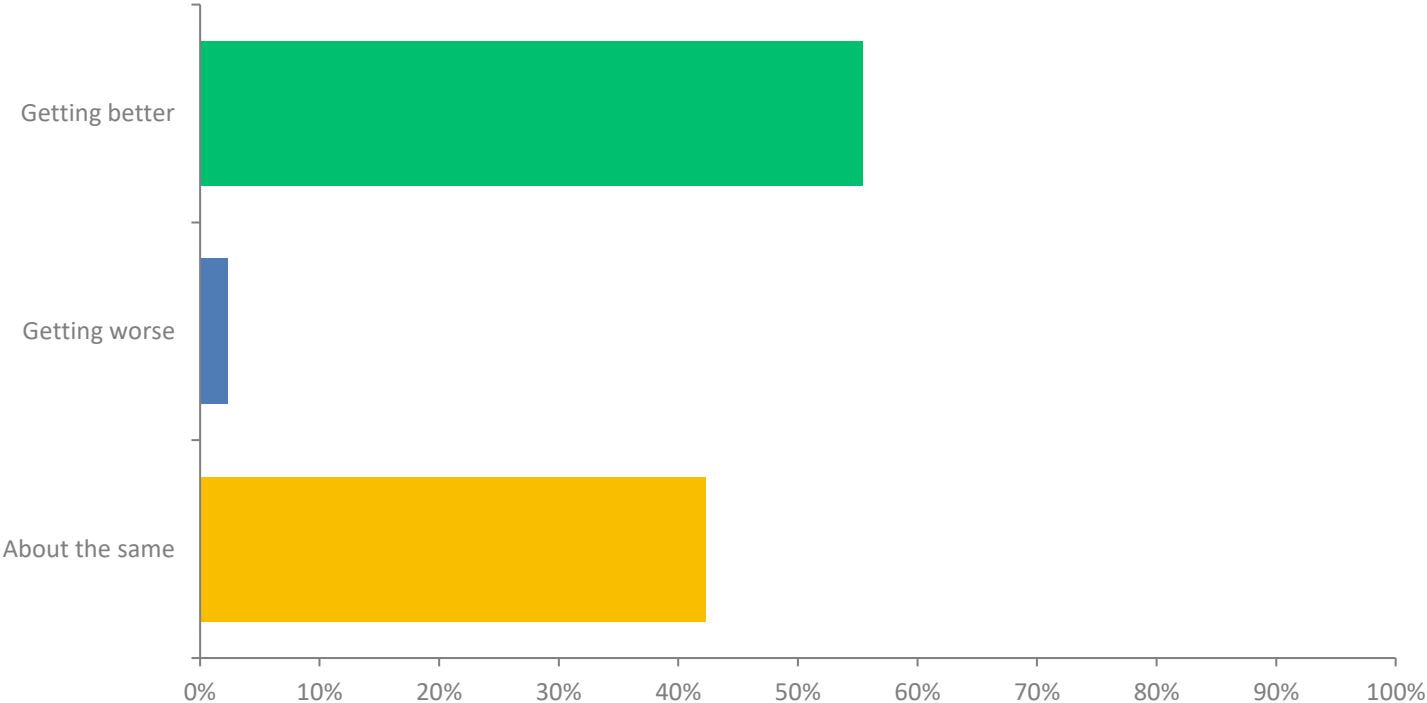
Q6: Previous supply chain issues are now:

Answered: 169 Skipped: 2



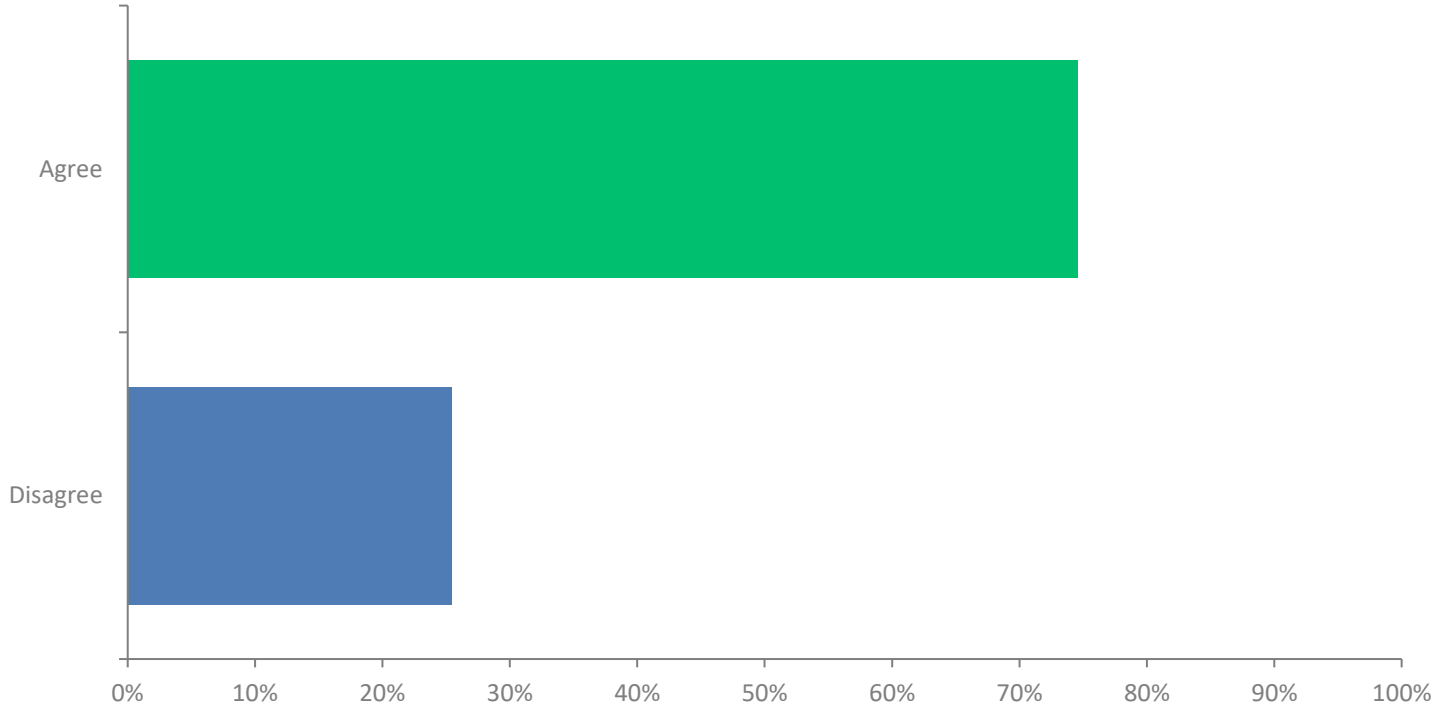
Q6: Previous supply chain issues are now:

Answered: 130 Skipped: 0



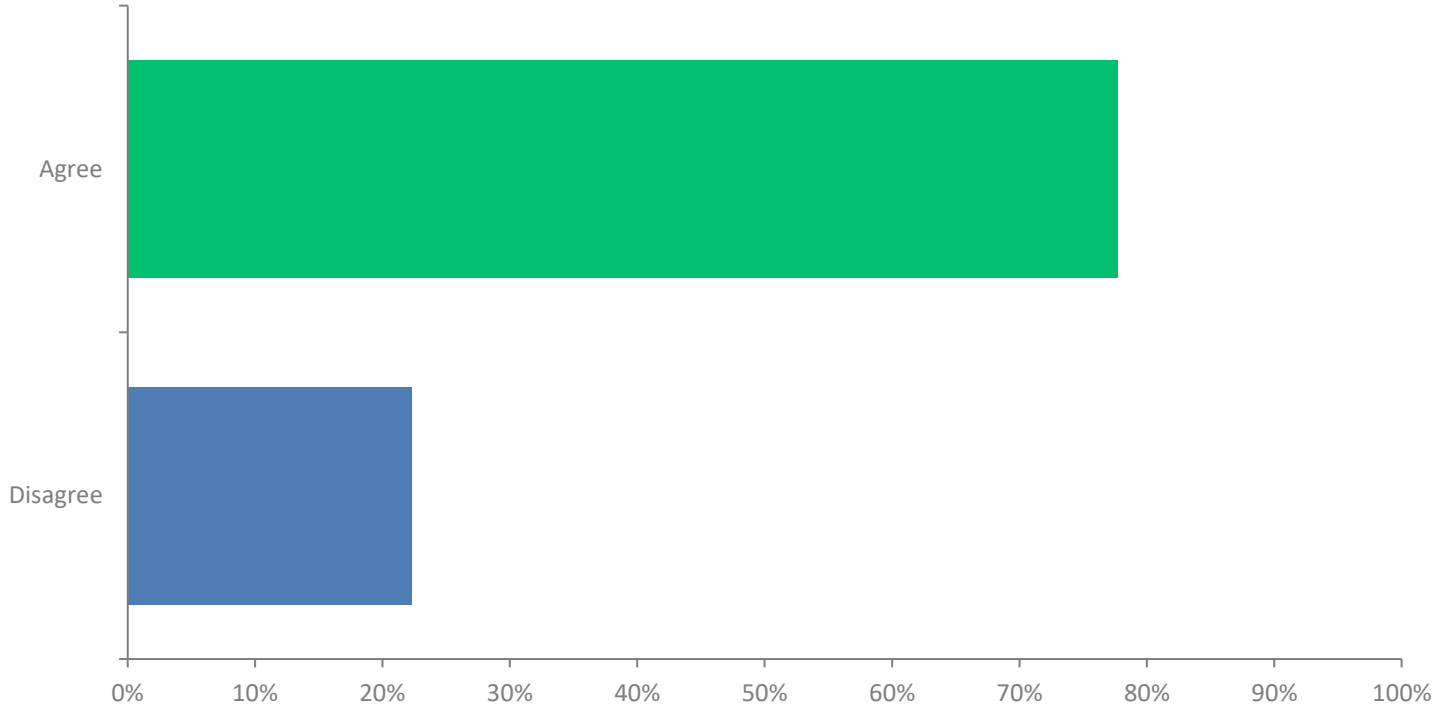
Q7: I am noticing that my customers are more price sensitive.

Answered: 169 Skipped: 2



Q7: I am noticing that my customers are more price sensitive.

Answered: 130 Skipped: 0



Survey Take Aways.....

- Projected Revenues....about the same
- Recession....about a 10% shift
- Spending the Same as 2022: 20% shift (More and Less)
- Revenue Forecast for 2023: 10% to about the same. Not as confident of a better 2023
- Hiring: Slightly Better
- Supply Chain: 20% positive shift
- Customer Price Sensitivity: 2% shift

TOURISM DAY SUMMIT



Business Survey 1st vs 2nd Quarter 2023

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