



## WHO WE ARE

### OUR INDUSTRY

Tourism is a \$3.3 billion industry in the Pocono Mountains, attracting more than 27.9 million visitors annually. It supports more than 35,201 jobs, \$1.8 billion in labor income and generates more than \$520 million in state and local taxes.

### OUR MISSION

The mission of the Pocono Mountains Visitors Bureau (PMVB) is to enhance the economic and environmental well-being of our region and members through the promotion of tourism and the comprehensive marketing of our destination.

### OUR BRAND PROMISE

The Pocono Mountains offers our visitors convenient, easily accessible mountain, river, lake and place-in-the-country travel experiences that enable them to get the most out of their time and result in a lifetime of cherished memories with friends, family and colleagues.

### OUR VALUES

The Pocono Mountains Visitors Bureau is committed to:

- The conservation of the natural environment
- Preservation of small-town character
- Consumer centricity
- Genuine hospitality

## MEMBERSHIP BENEFITS

Not all benefits will apply to every member category  
(Contact Membership for details)

### POCONOMOUNTAINS.COM

PRESENCE ON POCONOMOUNTAINS.COM:

- 4 Million visits, up 14% year-over-year
- 2.36-Minute Duration (26% Higher than industry average)
- 48% Bounce rate (12% Lower than industry average)
- Listing will be placed under your appropriate category on our site

### MARKETING OPPORTUNITIES

Direct benefits from PMVB marketing on various mediums Broadcast and Cable TV, Digital marketing including but not limited to: Programmatic, PPC, Social Advertising, Printed Collaterals, Print, OOH, Email, Media Mentions and Trade Shows.

**Programs available to members:** Coop Marketing, Pocono Mountains Travel Guide, Pocono Television Network (PTN), Partnering at Consumer Trade Shows, Access to Consumer Leads, Booking Direct Portal, placement of your collaterals in our five Visitor Centers.

### SOCIAL MEDIA

Our social media team regularly features our member properties in blogs, Facebook Live segments, Instagram content, YouTube stories and various other social media avenues.

- Over 403,055 Likes on Facebook
- Over 11,562 followers on Twitter
- Over 117,720 followers on Instagram
- Over 1,190 followers on YouTube

### SALES LEADS

- Create relationships with our Meetings/Corporate and Group/Tour Team
- Receive leads for events, meetings, weddings, groups, family reunions, etc
- Attend meeting planner events in our major markets
- Have your material at meetings and group trade shows
- Listings available on our wedding planner section on the website
- Listings available on our meeting planner sections on the website

### NETWORKING OPPORTUNITIES

PMVB members are invited to attend a variety of networking events throughout the calendar year.

### COMMUNICATION

Members receive regular communication regarding important industry news, marketing, advertising and public relations opportunities.

### ADVOCACY

With 225+ years of combined experience, the PMVB has a team to advocate for its members at the local, state, and federal levels.

Contact Us To Discuss Membership Opportunities  
Phone: 570-421-5791 • Email: [membership@poconos.org](mailto:membership@poconos.org)





## THE POWER OF MEMBERSHIP

Let our team work for you. The Pocono Mountains Visitors Bureau can connect you with new customers, expand your marketing reach and access resources to help support growth. Members have exclusive access to a variety of programs to leverage marketing dollars, including cooperative advertising, industry contacts, educational workshops and more.

## MEMBERSHIP CATEGORIES:

- ACCOMODATIONS
- ATTRACTIONS
- RESTAURANTS
- CAMPGROUNDS
- ASSOCIATE (SUPPORTING SERVICES)
- PARTICIPATING (AREA SERVICES)
- NON-PROFIT



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## 1. NO OBLIGATION TO ACCEPT MEMBERS:

PMVB reserves the right to reject this agreement or terminate it for reasons described in paragraph 2, 3 or 4 at the PMVB's sole discretion.

## 2. CODE OF CONDUCT:

Member agrees to operate its establishment in a manner that reflects the high standards of ethical conduct, hospitality, and quality. These standards will include, but are not limited to: honest advertising, courteous and efficient service, fair treatment and respect for the PMVB and all of its members, and a clean and safe facility. The Member agrees to allow the PMVB to physically check Member's premises to ensure compliance with this agreement.

## 3. PAYMENT:

Member agrees to pay the amount listed on the reverse side of this agreement. All payments will be applied to the oldest outstanding balances first. If PMVB does not receive the full amount invoiced by July 1st of each year, a service charge of one and one half percent per month, or 18% per annum, shall be assessed on all outstanding invoices. If Member fails to pay any outstanding balance within thirty (30) days of the due date, PMVB may cancel Member's membership with the PMVB. If a membership is terminated for late or non-payment, it shall not relieve Member of its obligation to pay the outstanding dues for the current term. Additionally, a \$50 reinstatement fee may be added to a canceled Member's account and must be paid before the Member can be reinstated.

## 4. COLLECTION EXPENSE:

In the event PMVB refers a Member's account to a collection agency or attorney due to non-payment, Member will be liable for all of PMVB's costs and expenses incurred in connection with Member's non-payments, including and without limitation, court costs and reasonable collection and/or attorney fees up to 33% of the amount of unpaid account balance, plus interest accrued thereon as set forth in paragraph 3.

## 5. INDEMNIFICATION:

Member agrees to indemnify, PMVB (and its employees, affiliates and agents) against, and hold PMVB (and its employees, affiliates and agents) harmless from, all liability, claims, demands, damages and expenses, suits or causes of action, including, without limitation any and all legal costs and expenses, whatsoever in connection with any personal injury or property damage arising out of or in any way connected with negligence, reckless, or intentional acts or omissions by a Member, its officers, directors, shareholders, agents, employees, consultants and subcontractors, whether said acts or omissions legally arise or are proven to be negligent, reckless, intentional or unintentional.

## 6. COMMENCEMENT AND RENEWAL:

This agreement shall commence on July 1 of each year. Membership dues are due by July 1st of each year. This agreement shall be deemed to be automatically renewed for consecutive one year periods unless written notice is given by either party to the other no later than March 1 of the previous fiscal year.

## 7. MISCELLANEOUS:

The individual signing this agreement on behalf of Member represents and warrants that he or she is authorized to sign as an owner, officer, partner, or employee of Member and that he or she is empowered to bind Member to the terms and conditions contained herein. The member shall notify PMVB of any changes in the ownership, management, or trade name within 30 days of the change. This agreement shall be governed by, and interpreted in accordance with, the laws of Pennsylvania. This agreement may be executed and delivered in any number of counterparts, and all such counterparts shall constitute the same instrument. This agreement contains the entire understanding between the parties and shall bind the original parties and their respective successors and assigns. This agreement may be modified by the approval of the Executive Committee of the PMVB or through a change in its bylaws.

A Member shall not assign its rights hereunder without prior written consent of the PMVB, and no such assignment shall relieve the Member of its liability hereunder.

**Please keep this document for your records.**

**Contact us to discuss membership opportunities**  
**Phone: 570-421-5791 • Email: [membership@poconos.org](mailto:membership@poconos.org)**



# POCONO MOUNTAINS VACATION BUREAU, INC. MEMBERSHIP AGREEMENT

This agreement made this \_\_\_\_\_ day of \_\_\_\_\_ in the year \_\_\_\_\_ by and between Pocono Mountains Vacation Bureau, Inc. (PMVB) and the undersigned individual, sole proprietor, partnership, or corporation (member) witnessed:

That in consideration of \_\_\_\_\_ dollars payable to the PMVB as hereafter provided, member is hereby granted full membership in the PMVB and is thereby accorded all rights and privileges of such membership as set forth in the bylaws of the PMVB for fiscal year July 1 - June 30, \_\_\_\_\_.



\_\_\_\_\_  
**Registered Trade Name**

\_\_\_\_\_  
**Local Business Address**

\_\_\_\_\_  
**City**

\_\_\_\_\_  
**State**

\_\_\_\_\_  
**Zip**

\_\_\_\_\_  
**Business Telephone**

\_\_\_\_\_  
**Signature: \*Owner (Corporate Officer, Partnership, or Individual)**

\_\_\_\_\_  
**Owner's Address**

\_\_\_\_\_  
**City**

\_\_\_\_\_  
**State**

\_\_\_\_\_  
**Zip**

\_\_\_\_\_  
**Owner's Telephone**



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

Pocono Mountains Vacation Bureau, Inc.  
1004 W. Main Street Stroudsburg, PA 18360 • Phone: 570-421-5791 | Fax:  
570-421-6927  
PoconoMountains.com

Complete this form and return it to [membership@poconos.org](mailto:membership@poconos.org)

## NEW MEMBER INFORMATION SHEET

Welcome to the Pocono Mountains Visitors Bureau! Thank you for choosing the PMVB as a partner in promoting your business. In order to better serve you, please take a moment to provide us with some vital information. The information on this sheet will be used for our internal use to let our Information Specialists know what you do and where you are located as well as let our office staff know who to contact with questions.

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**Property Name**

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**Physical Address**

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**Mailing Address**

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**Phone Number**

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**Fax Number**

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**Email**

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**Website**

---

**Primary Contact**

---

**Position/Title**

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**Email**

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**Billing Contact**

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**Position/Title**

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**Email**

---

**Advertising Contact**

---

**Position/Title**

---

**Email**

---

**Website Contact**

---

**Position/Title**

---

**Email**

---

**Sales Contact**

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**Position/Title**

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**Email**

**Introduction/Description of Your Business** - Please provide us with both an introduction and full description of your business, which we can use in our monthly newsletter and your listing on our site. For example: "A quaint bed & breakfast, open year-round, situated on 10 acres. Eight guest rooms with private baths overlooking Delaware Water Gap." Continue on back of page if necessary.

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**Introduction (250 characters or less):**

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**Full Description (750 characters or less):**

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**Name of Person Completing This Form**

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**Title**

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**Date**

Thank you! We look forward to meeting you at one of the many PMVB events!



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

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