



POCONO MOUNTAINSSM
VISITORS BUREAU

CONTACT:

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MEDIA ALERT

Annual Tourism Day Summit hosted by Pocono Mountains Visitors Bureau

WHAT:

Join hundreds of industry leaders and regional hospitality businesses for the [2026 Tourism Day Summit](#), hosted by the Pocono Mountains Visitors Bureau ([PMVB](#)). The day-long professional development and networking event is titled *A Generational Impact - 250 Years In The Making*.

Keynote Speaker, [Jenn Barbee](#), Co-Founder and Chief "Destructor" at [Destination Innovate](#) and nationally recognized tourism strategist and storyteller, will present "*We the People (Who Work in Tourism)*". Barbee is known for mixing strategy, humor, and a little Southern charm to make big tourism conversations feel human, hopeful, and actually fun. The 2025 Annual Report Highlights and 2026 PMVB Awards Presentations will also take place during the Summit.

The Tourism Summit coincides with [National Travel & Tourism Week](#). Tourism is the largest industry in the Poconos, generating more than \$7.2 billion annually and employing more than 34,000 individuals.

WHEN:

Wednesday, May 6, 2026
8 a.m. – 3:30 p.m.
*See agenda [here](#)

WHERE:

[Kalahari Resorts & Conventions](#)
250 Kalahari Blvd
Pocono Manor, PA 18349

Pocono Mountains visitor information is available online at PoconoMountains.com or by phone at (570) 421-5791. Established in 1934, the Pocono Mountains Visitors Bureau is a private, non-profit membership organization. The PMVB is the official destination marketing organization for the four counties of Wayne, Pike, Monroe, and Carbon in Northeastern Pennsylvania. The PMVB operates the 24/7 [Pocono Television Network](#) which can be found on streaming, broadcast and cable.