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Poconos Sets Highest Visitor Spend Ever

Billions generated by tourism, reinforces industry importance

September 25, 2025 – New data from a state-level study of tourism’s economic impact shows steady growth and a new record visitor spend for the four-county Poconos region in 2024. In the Poconos alone, visitors spent **\$7.2 billion in 2024**, supporting more than **one third of jobs** in the region and resulting in **\$930 million returned to our community through federal, state and local taxes**.

The findings are included in the [2024 Economic Impact Report](#) which reveals **tourism generated \$83.9 billion in total economic impact in Pennsylvania** and supported a total of half a million jobs.

“Hospitality has long been at the heart of the Poconos, and the tourism industry contributes billions to the local economy,” said Chris Barrett, President/CEO of the [Pocono Mountains Visitors Bureau](#). “The latest report is a testament to the staying power of tourism as well as its value to our workforce and way of life in the Pocono Mountains. We are extremely proud to represent the industry on a state, national and international level while staying grounded in the reality that everyday people benefit from the Poconos hospitality network.”

[WATCH: Poconos Tourism Impact 2024](#)

Tourism in the Poconos supports more than 38,000 jobs and spending has increased each year since 2020 on everything from lodging to food and beverage, retail, recreation and entertainment, and transportation. The dollars injected into the Poconos’ economy keep the doors of beloved local businesses open, support the livelihoods of neighbors and family members, and lower the tax burden for residents.

In addition, Pennsylvania households would need to be taxed an additional \$950 per year each to replace the taxes which visitors contribute to state and local governments.

To learn more about the impact that the tourism and hospitality industry has on the Pocono Mountains, go to [PoconoProud.com](#). The Pocono Mountains Visitors Bureau is Pocono Proud to contribute to the region’s wellbeing through initiatives like the [PMVB Community Impact Grant](#), which has awarded \$1.4 million in funding to local projects, [Pick Up the Poconos](#), [Pocono 3C](#), [Pocono Scholarships](#), the [Poconos Ambassador Program](#), and more.

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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.