



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

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# Free Poconos Travel Guide Returns in 2025-2026

## Popular guide for Wayne, Pike, Monroe and Carbon counties

December 17, 2024 – The [Pocono Mountains Visitors Bureau](#) (PMVB) is proud to announce the return of its popular, free travel guide for the upcoming year. For the better part of a decade, the Pocono Mountains Travel Guide has been a major source of information for many of the region's 30 million annual visitors.

The PMVB has partnered again with [Bailey Design & Advertising](#) to create the travel guide in both print and digital versions. More than 200,000 copies of the guide will be distributed to more than 800 locations throughout Virginia, Maryland, New York, New Jersey, and Pennsylvania. Travel guides are available in high-traffic locations including all Pennsylvania welcome centers, PMVB visitors centers, rest areas, AAA offices as well as via direct mail and trade shows. The PMVB also runs broadcast spots in major markets to promote the travel guide throughout the year.

"It's clear millions of families, adventure-seekers, couples and more are in love with what we have in the Pocono Mountains," said PMVB President/CEO Chris Barrett. "The guide inspires travel to Pocono hospitality, restaurant and retail locations as well as the numerous attractions that keep visitors coming back throughout all four seasons."

The guide will offer different levels of exposure and advertising. Priority will be given to PMVB members. A free listing will be given to any PMVB member and any property that pays the hotel tax within Wayne, Pike, Monroe and Carbon counties. Enhanced listings are also available at a low cost that include additional content such as a website listing, description and image.

An Early Bird Advertising Rate is being offered this year with a 25% savings if payment is made by February 28, 2025. Ad placement will be on first come, first served basis with prepayment. For more information on the travel guide, please visit [poconomountains.com/guide](https://poconomountains.com/guide).

Businesses that wish to be included in the guide should contact Bailey Design & Advertising by email at [cmag@ptd.net](mailto:cmag@ptd.net) or by phone at (570) 251-1512. Businesses interested in becoming a member of the Pocono Mountains Visitors Bureau can email [membership@poconos.org](mailto:membership@poconos.org) to learn about the benefits of being a part of the region's destination marketing organization.

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Pocono Mountains visitor information is available online at [PoconoMountains.com](https://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.