



POCONO MOUNTAINSSM VISITORS BUREAU

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Pocono Raceway to Host “The Great American Getaway 400 presented by VISITPA.COM”

Pennsylvania tourism sponsors NASCAR race at Tricky Triangle in 2025

Long Pond, PA – March 13, 2025 – The [Pocono Mountains Visitors Bureau](#) (PMVB) is proud to share NASCAR weekend at Pocono Raceway will once again highlight the strength of the tourism industry in the Poconos and across the Commonwealth of Pennsylvania. For the second year in a row, Governor Josh Shapiro’s administration has partnered with the Tricky Triangle, continuing the Commonwealth’s commitment to driving tourism which is the biggest industry in the Poconos.

“The Pocono Mountains recognizes the value of tourism; it is baked into our DNA,” said PMVB President/CEO Chris Barrett. “For generations, Pocono Raceway has welcomed race fans from far and wide to the track for a festival-like atmosphere and an experience unlike any other. We are grateful for the leadership at Pocono Raceway that continues to build partnerships nationally and throughout Pennsylvania in order to tout tourism’s positive impact on the region.”

The Great American Getaway 400 presented by [VISITPA.COM](#) will stream live on Amazon Prime Video Sunday, June 22nd. The race will be broadcast in 195 countries and in more than 29 languages. A recent [study](#) conducted by Tourism Economics found in 2023, nearly 197 million visitors spent \$47.9 billion across Pennsylvania. The Pocono Mountains accounts for 10% of that spending and ranks fourth behind major metropolitan areas such as Philadelphia, Pittsburgh and Harrisburg/Lancaster.

Pocono Raceway contributes significantly to the Pocono Mountains as an economic driver. One NASCAR Cup Series race is estimated to infuse local economies with \$75 - \$100 million yearly. Pocono Raceway attracts fans from every county in Pennsylvania, 50 states and nearly 20. Motorsports is vastly different than other sporting events, including the NFL, NBA, MLB & NHL teams which tend to draw more localized audiences. 60% of Pocono Raceway attendees are from out-of-state bringing in new dollars to Pennsylvania.

“Both the Pocono Raceway team and the Pocono Mountains Visitors Bureau are incredibly supportive of our office and consistently enhance the visitor experience in the Pocono area. They are invaluable partners to us year-round, and we love working with them to showcase NASCAR in Pennsylvania,” said Courtney Custer, Strategic Partnerships Manager for Visit PA.

“World-class events in Pennsylvania, including those at the Pocono Raceway, spur incredible amounts of economic impact across the Commonwealth. Visitors stay overnight, support local businesses, explore beyond the venue, and help serve as word-of-mouth ambassadors when they return home,” added Kaitie Burger, Executive Director for Visit PA.

Stay tuned for more announcements for race weekend including Saturday’s Xfinity Series race sponsor.

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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.