



Poconos Association of Vacation Rental Owners  
70 Arrowwood Drive, Unit E, East Stroudsburg, PA 18302  
PoconosVRO.org ♦ (570)212-9299

**\*\*FOR IMMEDIATE RELEASE\*\***

July 16, 2024

**\*\*Contact:\*\***

**Ricky Cortez**, Executive Director

**Poconos Association of Vacation Rental Owners**

70 Arrowwood Drive, Unit E., East Stroudsburg, PA 18302

Website: [www.PoconosVRO.org](http://www.PoconosVRO.org) | Email: [info@PoconosVRO.org](mailto:info@PoconosVRO.org)

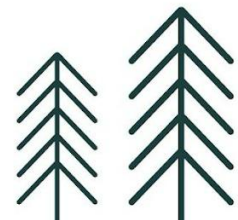
## **Poconos VRO Releases 2024 Economic Impact Report Highlighting the Vital Role of Short-Term Rentals in the Local Economy**

**Pocono Mountain, PA - July 8, 2024** - The Poconos Vacation Rental Owners Association (Poconos VRO) is excited to announce the release of the 2024 Economic Impact Report. This comprehensive report offers valuable insights into the significant contributions of short-term rentals (STRs) to the Poconos region's economy and community.

### **Key Highlights of the Report:**

- **Executive Summary:** The report provides an overview of the critical role STRs play in the local economy, driving nearly four times more revenue back to the community compared to hotels on a per-reservation basis. Additionally, STRs save Poconos taxpayers \$1,500 annually, underscoring their economic significance.
- **Poconos History:** A deep dive into the rich history of the Poconos as a beloved vacation destination, highlighting its evolution and enduring appeal.
- **Facts and Figures:** Essential data and statistics that showcase the economic impact of STRs, including their contribution to nearly one-third of all jobs in the Poconos.
- **Tools and Downloads:** A curated selection of resources designed to support STR efforts, helping property owners and managers maximize their success.
- **Travel Trends:** An exploration of recent post-COVID travel trends and their effects on the Poconos community, providing valuable insights for future planning.
- **Home Values:** An analysis of current home value trends in the Poconos, offering important information for property owners and real estate professionals.
- **Collaboration Opportunities:** Information on how Poconos VRO collaborates with townships, HOAs, and boards to foster productive conversations, champion best practices, and advocate for fair regulation and enforcement.
- **Tips for Hosts and Guests:** Practical advice to enhance the STR experience for both hosts and guests, promoting a harmonious community environment.

*"We are thrilled to share the 2024 Economic Impact Report with our members and the broader community. This report highlights the tremendous positive impact that short-term rentals have on our local economy and underscores the importance of continued collaboration and fair regulation," said Ricky Cortez, Executive Director of Poconos VRO. "Together, we can ensure a thriving vacation rental industry that benefits everyone."*



## The 2024 Poconos VRO Economic Impact Report:

### [Poconos VRO Economic Impact Report -](https://poconosvro.wildapricot.org/Economic-Impact)

<https://poconosvro.wildapricot.org/Economic-Impact>



DOWNLOAD THE

### [POCONOS ECONOMIC IMPACT REPORT 2024](#)

The Pocono region encompasses over 2,400 square miles, over 80 municipalities, with 150 lakes, hiking, biking, skiing, fishing, waterparks, 9 state parks, golf courses, with festivals and events all year long. Tourism is at the heart of keeping our work force and businesses surviving and thriving. For decades, vacation rentals have been the backbone of what drives people to come and experience the Pocono mountains.

This report details history and economic impact of vacation rentals throughout our communities.

[DOWNLOAD THE REPORT](#)

---

### **About Poconos Vacation Rental Owners Association ([Poconos VRO](#)):**

Poconos VRO represents and advances the interests of vacation rental owners in the Poconos. The association advocates for practical short-term rental regulation and provides members with educational, networking, and resource opportunities. Poconos VRO is dedicated to fostering a thriving vacation home rental industry that strengthens the regional economy and maintains the character of vacation home communities.

**\*\*Media Contact:\*\***

**Ricky Cortez**, Executive Director

**Poconos Association of Vacation Rental Owners**

70 Arrowwood Drive, Unit E., East Stroudsburg, PA 18302

Website: [www.PoconosVRO.org](http://www.PoconosVRO.org) | Email: [info@PoconosVRO.org](mailto:info@PoconosVRO.org)