



POCONO MOUNTAINSSM

VISITORS BUREAU

The Pocono Mountains Visitors Bureau is the official four-county Tourism Promotion Agency for Carbon, Monroe, Pike, and Wayne Counties of Pennsylvania, encompassing an area of 2,400 square miles. The mission of the Pocono Mountains Visitors Bureau is to enhance the economic and environmental well-being of our region and members through the promotion of tourism and comprehensive marketing of our destination.

Pocono Mountains Tourism Fast Facts 2019

26.6 Million Visitors come to the Pocono Mountains each year*

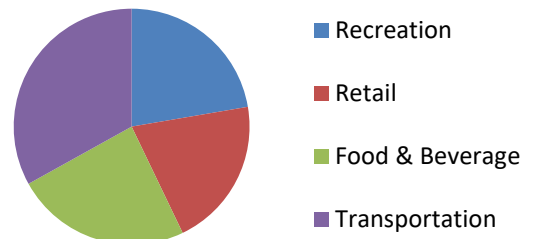
- 64%, 17.1 million are day trippers
- 36%, 9.5 million are overnight trips
 - 95% leisure
 - 3% business
 - 2% business/leisure

Key Insight:
 97% of overnight visitors to the Pocono Mountains stay for leisure purposes. Averaging 2.3 nights with an average party size of 3.5 persons.*

Travel spending in the Pocono Mountains exceeds \$3.9 billion annually**

- Lodging \$587.8 million
- Recreation \$741.3 million
- Retail \$669.0 million
- Food & Beverage \$805.5 million
- Transportation \$1,077.6 million

Travel Spending



Total Tourism and Economic Impact**

- 37,259 jobs (37.9%)
- \$1.6394 billion in labor income (64.9%)
- \$369.3 million in state and local taxes

Key Insight:
 37.9% of all workers in the Pocono Mountains are employed within the tourism industry, making the Pocono Mountains the most "tourism-dependent" region of the 11 regions in the Commonwealth.**

Main Purpose of Trip to the Pocono Mountains*

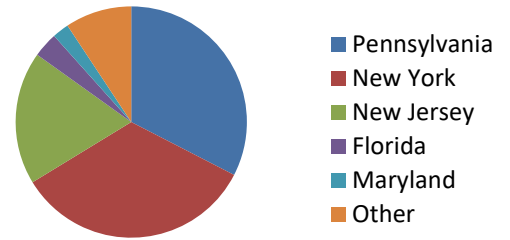
- Visit Friends & Family 38%
- Visit a Resort 12%
- Outdoor 12%
- Touring 9%
- Attend a Special Event 7%
- Visited a Casino 6%
- Go to a Theme Park 5%
- City Trip 2%
- Ski/Snowboard 2%

Key Insight:
 More than 1/2 of visiting friends and relatives pay for overnight accommodations.*

State Origin of Trip

State Origin of Trip*

- New York 29%
- Pennsylvania 28%
- New Jersey 16%
- Florida 3%
- Maryland 2%



DMA Origin of Trip*

- New York, NY 38%
- Philadelphia, PA 17%
- Wilkes-Barre/Scranton 8%
- Harrisburg, PA 3%

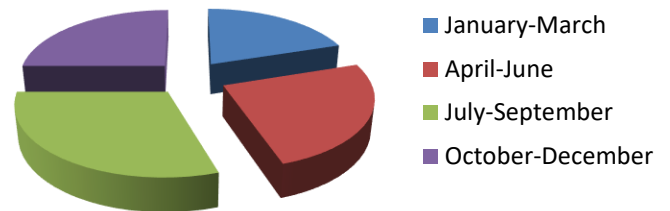
Key Insight:

73% of visitors to the Pocono Mountains come from Pennsylvania, New Jersey or New York.*

Season of Trip*

- January-March 20%
- April-June 25%
- July-September 30%
- October-December 25%

Season of Trip



Key Insight:

Pocono Mountains tourism is fairly consistent through all seasons.*

Noteworthy Information

- Economic impact of **\$257 million** (2013) by the Pocono Raceway is similar to having a Super Bowl in Northeast Pennsylvania each and every year***
- The Delaware Water Gap NRA is the **10th most visited park** in the entire National Park Service system of 361 park units with 4,843,350 visitors in 2013****
- The Pocono Mountains' six ski areas produce nearly **half of all the skier days registered** of the 22 operating ski areas in the state of Pennsylvania*****
- The Pocono Mountains contains the largest number of high-quality and exceptional-valued streams and water systems in the Commonwealth
- PA's travel and tourism industry **supports one out of every 15** Pennsylvania workers**
- For every \$1 invested in "Tourism Advertising," \$3 in state taxes are generated*
- Tourism in the Pocono Mountains contributes to the **triple bottom line** (economic, social, and environmental) like no other industry in the region

Key Insight:

For every \$1 invested in "Tourism Advertising," **\$3** in state taxes are generated.*

PoconoMountains.com

- **4 million visits**, up 14% from 2017
 - 2.36-minute duration; 26% higher than industry average
 - 48% bounce rate; 12% lower than industry average



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Pocono Mountains Brand Promise

To our visitors, the Pocono Mountains offers convenient, easily accessible mountain, river, lake, and place-in-the-country travel experiences that enable you to get the most out of your time here, and result in a lifetime of cherished memories with friends, family and colleagues.

Values

The Pocono Mountains Visitors Bureau is committed to the following core values:

- Preservation of the natural environment
- Preservation of small-town character
- Consumer centricity
- Genuine hospitality

References

* *Longwood International 2016*

** *The Economic Impact of Travel in Pennsylvania by Tourism Economics 2017*

*** *Behr/Christofides Economic Analysis*

**** *United States Department of the Interior*

***** *National Ski Areas Association/Pennsylvania Ski Areas Association*

† *Benchmarking and Performance Reporting for \$10-12 Million Compset including the Austin CVB, Dallas CVB, Experience Kissimmee, Greater Fort Lauderdale CVB, Louisville CVB*

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