



POCONO MOUNTAINSSM

VISITORS BUREAU

The Pocono Mountains Visitors Bureau is the official four-county Tourism Promotion Agency for Wayne, Pike, Monroe, and Carbon 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

27.9 Million Visitors come to the Pocono Mountains each year*

- 65%, 18.1 million are day trippers
- 35%, 9.8 million are overnight trips
 - 92% leisure
 - 8% business

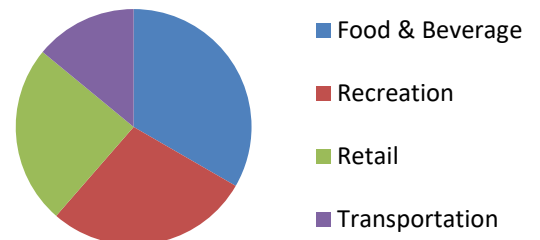
Key Insight:

Visitation has grown by 3.3 million since 2014, an overall **13%** growth in five years.*

Travel spending in the Pocono Mountains exceeds \$3.3 billion annually**

- Lodging 43%
- Food & Beverage 19%
- Recreation 16%
- Retail 14%
- Transportation 8%

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:

Visitor spending supports **24.5%** of all jobs in the Pocono Mountains.*

Tourism-Related Jobs

- Tourism supports a total of 35,201 jobs in the Poconos.*
- With new attractions opening over the past five years, businesses have directly created more than 3,200 new jobs in the Poconos.*
- Nearly 2/3 of the Poconos' labor income is derived from travel and tourism.**
- The Pocono Mountains region continues to have the highest tourism-related labor income and employment in the state of Pennsylvania.**
- Employment directly supported by tourism reached 26,783 in 2018, enough to employ every resident of East Stroudsburg, Mount Pocono, Stroudsburg and Tobyhanna.*

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**
- Tourism in the Pocono Mountains contributes to the **triple bottom line** (economic, social, and environmental) like no other industry in the region

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- **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

* *Economic Impact of Tourism in the Poconos – Longwood International 2018*

** *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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1004 W. Main Street Stroudsburg, PA 18360

Main Office: 570-421-5791

PoconoMountains.com | pocomts@poconos.org

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