



POCONO MOUNTAINSSM
VISITORS BUREAU



Pocono Promise 2.0

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Dedicated to celebrating and sustaining what makes the Pocono Mountains such a beloved destination, with a focus on four key pillars:

- Responsible Tourism
- Healthy Living
- Diversity, Equity, and Inclusion
- Workforce and Career Development
- [Pocono Promise](#)



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Healthy Living

The Pocono Mountains fosters healthy living practices for our communities, visitors, and workforce. Attractions and businesses in the Poconos enhance mental and physical health in a variety of ways, from farm-fresh ingredients on dining menus, to wellness-focused programs and facilities including spas, yoga retreats, and nature-based experiences that benefit the mind, body, and soul.

Responsible Tourism

Visitors, residents, and businesses alike can help to ensure that future generations will be able to continue to enjoy the beauty of the Pocono Mountains. We aim to deliver on best practices on topics like life jacket and water safety and environmental stewardship. Our partnership with Leave No Trace as well as programs like Pick Up the Poconos, Pocono 3C, and Adopt a Highway seek to forward the preservation of the clean and green Poconos region that we all love.

Diversity, Equity, and Inclusion

PMVB Statement of Belonging: We affirm that everyone belongs in the Pocono Mountains. We believe that respecting all people and celebrating our differences makes us better neighbors and partners for the benefit of our entire community. The PMVB welcomes everyone - no matter where their journey begins, what their abilities are or how they identify - and we're committed to continuing to celebrate and champion a more inclusive and equitable community and destination. The PMVB recognizes that diversity enriches the experience of our destination. We embrace the diversity of our community and strive to represent that in our organization's hiring, programming, marketing, and outreach efforts so that we'll thrive together in the Poconos.

Workforce and Career Development

The Pocono Mountains Visitors Bureau seeks to provide resources, advocacy, and programs to strengthen our Pocono workforce so that individuals can find living wages, positive corporate cultures, and education and job training resources. We are committed to supporting our regional partners for infrastructure such as workforce housing, broadband, and transportation.

Pocono Promise 2.0 – Moving Forward

- The original Pocono Promise program launched in 2020 as a community commitment to protect the health, safety, and well-being of residents, employees, and visitors at the onset of the COVID-19 pandemic.
- We hope you will join us now to sign and continue to evolve this program as we find more ways to enjoy what we all love about the Pocono Mountains.

[Sign On Today](#)

