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Area Travel and Hosting Organizations Launch Resource Center and Free Host Event for a Successful Travel Season

Poconos Vacation Rental Owners Association and Pocono Mountains Visitors Bureau Partner with Rent Responsibly on the Seasonal Readiness Campaign for Five-Star Short-Term Rental Stays for Hosts, Visitors, and Communities Alike

Pocono Mountains, PA – June 20, 2024

The Poconos Association of Vacation Rental Owners Association (Poconos VRO) and Pocono Mountains Visitors Bureau (PMVB), together with [Rent Responsibly](#), launched [Poconos Hosting Essentials](#), an initiative providing short-term vacation rental hosts in the Poconos region with a resource center and [free host event](#). The collaborative campaign empowers a five-star experience for both guests and local communities throughout the area's popular summer season.

"We are thrilled to partner on the Poconos Hosting Essentials initiative, which underscores the significant economic impact of short-term rentals in our region," said Ricky Cortez, Executive Director of Poconos VRO. "STRs drive nearly four times more revenue back to our local economy compared to hotels and save Poconos taxpayers \$1,500 annually. Moreover, tourism, largely supported by STRs, underpins nearly one-third of all jobs in the Poconos. Our collaboration fosters productive dialogues with townships, HOAs, and boards, championing best practices and fair regulations."

The [event](#) also offers guidance to hosts on how to boost bookings amidst shifting travel patterns as well as new economic impact data.

"The Pocono Mountains is a preferred destination for 30 million people every year, and they keep coming back because of the level of hospitality we provide," said Chris Barrett, President/CEO of the PMVB. "This partnership with Poconos VRO and Rent Responsibly will serve

to enhance those experiences through informative sessions for hosts throughout our four-county region.”

The live webinar for Poconos short-term rental hosts will be on June 27 at 5:30 pm ET.

[Attendees can register for free here.](#)

“Over the years, we’ve learned that proactive, free, and accessible-from-anywhere education, like the Poconos Hosting Essentials initiative, leads to better guest experiences, better neighbor and community relations, and ultimately, a better understanding of exactly what it means to be a responsible renter,” said David Krauss, cofounder and CEO of Rent Responsibly. “As providers of the most popular accommodation option for families and groups visiting the Poconos, hosts play an important role in the Poconos’ dynamic tourism economy. We are thrilled to collaborate with Poconos VRO and PMVB on this initiative.”

Visitors to [the resource center](#) can access dozens of guides on local regulatory requirements, hospitality best practices, ways to reach new traveler segments, and strategies for avoiding potential guest or property issues.

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MEDIA CONTACTS:

Ricky Cortez

Poconos VRO
info@poconosvro.org

Brian Bossuyt

Pocono Mountains Visitors Bureau
bbossuyt@poconos.org

David Krauss

Rent Responsibly
david@rentresponsibly.org

About Poconos Vacation Rental Owners Association

The Poconos VRO is the voice for the vacation home and short-term rental industry in the Poconos. We value a thriving vacation home rental industry in the Poconos that strengthens the regional economy and maintains the character of vacation home communities and nearby neighborhoods. Poconos VRO Members are committed to operating quality STRs. We believe in being good neighbors. We believe in providing homes that are managed, maintained, and appropriately used in a manner that adds to the value and vitality of our beautiful Pocono Mountains and continues to be a major draw for visitors and the tourism industry. Learn more at PoconosVRO.wildapricot.org.

About Pocono Mountains Visitors Bureau

The Pocono Mountains Visitors Bureau (PMVB) is a private, non-profit, membership organization established in 1934. We are the official destination marketing organization for the four counties of Carbon, Monroe, Pike, and Wayne in northeastern Pennsylvania. The purpose of the PMVB is to promote tourism and the comprehensive marketing of our region, communities, and members to enhance their economic and environmental well-being. Learn more at PoconoMountains.com.

About Rent Responsibly

Founded in 2019, Rent Responsibly is the community-building and education platform for short-term rental owners, hosts, and managers. Rent Responsibly's mission is to empower short-term rental communities to collaborate and further responsible renting for the benefit of people, places, and planet. Learn more at RentResponsibly.org.