



**POCONO MOUNTAINS<sup>SM</sup>**  
VISITORS BUREAU

# PA House Committee Testimony Presentation

# Pocono Mountains: Fast Facts

- Four Counties...2,400 square miles
- Visited by 30 million guests annually
- The industry employs 35,000 directly (65% of total area labor income)
- Generates \$4.2 Billion in direct economic benefit
- Provides \$776 million in total tax revenues to governments yearly
- Perfect four (4) season mix of activity and attractions
- Perfectly positioned geographically in proximity to large population centers (NY and Philadelphia)

# Guest Trails

- Packaging of guest experiences
- Easy to navigate...not overwhelming (segmentation)
- Matching the guest with interests that they care about
- Very much an emerging trend in travel
- Lucrative for the industry highlighted (job creating)
- Attracts higher income guests that may not normally have been interested in the destination



*Pocono*  
**BEVERAGE TRAIL**

# Pocono Mountain Beverage Trail

- 33 operations participate.....more added weekly
- App based....easy to obtain
- Based upon beverages.....not just one category
- Broad range of interests means more participation
- Launched within the last month
- Have invested over \$500,000 in traditional and digital media in all major markets and the Pocono Television Network (PTN) – NY, Philly, Wilkes-Barre/Scranton, Johnstown/Altoona, HLLY
- Great all year-round product to promote
- <https://www.poconomountains.com/pocono-beverage-trail/>