



FOR IMMEDIATE RELEASE

Elizabeth Richardson
Pocono Mountains Visitors Bureau
erichardson@poconos.org
PoconoMountains.com / [@PoconoTourismPR](https://twitter.com/PoconoTourismPR)
570.421.5791

PMVB Annual Report Showcases Another Record Year
Special Awards and Valued Partners Were Honored

POCONO MOUNTAINS, Pa., October 22, 2015 – The Pocono Mountains Visitors Bureau (PMVB) held their Annual Report Luncheon for the 2014-15 fiscal year earlier today at Camelback Lodge. The event highlighted the bureau's accomplishments and actions over the past year, while also acknowledging regional individuals and partners who contribute to the success of Pocono Mountains (PoconoMountains.com) tourism.

The 2014-15 Annual Report showcased the many successes of the organization. Visits to the PMVB's website and mobile site increased significantly over the previous year. The PMVB's live camera network expanded to include 30 camera locations throughout the region. The bureau grew its marketing efforts by increasing out-of-home advertising during the winter and summer months and adding an additional campaign to welcome the growing trend in waterpark resorts in the region. The region hosted 16 adventure sports races during the year with over 40,000 registered participants. The Pocono Mountains welcomed approximately 25.6 million visitors during the year.

"This year had its ups and downs. As a region, we faced the unthinkable last fall. But, I saw the Pocono Mountains come together as a community in a way I have never have," said Carl Wilgus, President and CEO of the PMVB. "And, we came back stronger than ever. Our numbers are growing in every way possible. We will continue to strive for greatness moving forward, because we know how important the tourism industry is to the wellbeing of our four counties."

-more-

The total revenue for the 2014-15 fiscal year was \$7,108,534, an increase over the past fiscal year.

Furthermore, the luncheon recognized the following Pocono Mountains tourism partners for their efforts and dedication in supporting the PMVB and Pocono Mountains tourism in general: Chestnut Grove Resort, Epic Litho, New York Metropolitan Ski Council and Simpleview. These valued partners have helped to promote the sustainability of the Pocono Mountains as a tourism destination.

The event ended with the last award given to the sixth recipient of the Gail V. Sterrett Marketing Award. Bridget Weber, Director of Sales and Marketing at The French Manor Inn and Spa, was chosen for her dedication, hard work, high standards and professionalism in the marketing field that mirrored Sterrett's passion for her work. The award is given annually in memory of Gail V. Sterrett, past marketing director of the PMVB for nearly 25 years, whose life was tragically cut short in February 2009.

To obtain a copy of this year's Annual Report, please visit PoconoMountains.com/annualreport.

About the Pocono Mountains | Pocono Mountains visitor information is available online at PoconoMountains.com or by phone at **800-POCONOS** (800-762-6667). Follow PoconoTourism on [Facebook](#) and [Twitter](#) to stay current with up-to-date information. Established in 1934, the Pocono Mountains Visitors Bureau is a private, non-profit, membership organization. The Pocono Mountains Visitors Bureau is the official destination marketing organization for the four counties of Carbon, Monroe, Pike and Wayne in northeastern Pennsylvania, striving to promote, educate and attract visitors to the beautiful Pocono Mountains. Additionally, the Bureau aims to keep its' members abreast to the latest in regulation, changes in the industry and business development in the Pocono Mountains.

###