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

POCONO MOUNTAINS, Pa., October 20, 2016 – The Pocono Mountains Visitors Bureau (PMVB) held their Annual Report Luncheon for the 2015-16 fiscal year earlier today at Stroudsmoor Country Inn. 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 2015-16 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 broadcast television, out-of-home advertising and digital advertising in the NY and Philly DMA’s this past year. 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 throughout the year.

“This year had its ups and downs. As a region, we saw one of the warmest winters and one of the coolest springs on record. But, despite the challenging winter and spring we have had a very successful year,” said Carl Wilgus, President and CEO of the PMVB. “And, we came back stronger than ever. Our numbers are continuing to grow. 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.”

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The total revenue for the 2015-16 fiscal year was \$9,153,913, 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: Weather Metrics, Mid-Atlantic Events Magazine and the National Parks Conservation Association. 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 seventh recipient of the Gail V. Sterrett Marketing Award. Sarah O'Fee, Director of Sales and Marketing for the Settlers Hospitality Group, 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

With 2,400 square miles encompassing Pennsylvania's Carbon, Monroe, Pike and Wayne counties, the Pocono Mountains region is home to rolling mountain terrain, breathtakingly beautiful waterfalls, thriving woodlands and 170 miles of winding rivers. Winters offer guests the opportunity to ski, snowboard, snow tube and even snowshoe their way through snowy wonderlands encompassing over 150 ski trails, while summers also cater to the active traveler allowing exploration of 261 miles of hiking and biking trails, over 30 golf courses, whitewater rafting, boating, fishing and open access to nine state and two national parks.

Any time of year is a good time to visit the Pocono Mountains, located within driving distance of most major East Coast cities. This region teeming with history offers year-round cultural tours and art exhibitions, abundant antiquing and brand-name shopping and a full calendar of festivals showcasing the heritage, music and food of the Pocono Mountains.

Even the most discerning traveler will find comfortable accommodations in the Pocono Mountains, which offers an eclectic mix of resorts, distinctive properties and quaint, country inns and bed and breakfasts.

*Pocono Mountains visitor information is available online at PoconoMountains.com or by phone at **800-POCONOS** (800-762-6667). Follow @PoconoTourism on [Facebook](#), [Instagram](#), [Twitter](#) and [YouTube](#) to stay current with up-to-date information. We're also on Snap Chat. 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.*

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