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**Pocono Mountains Visitors Bureau Announces 2017 Tourism Day**  
*Pocono Mountains Visitors Bureau New CEO to Attend Event*

POCONO MOUNTAINS, PA, April 27, 2017 – The Pocono Mountains Visitors Bureau (PMVB) has announced that this year’s [Tourism Day](#) will be held at Skytop Lodge on Wednesday, May 10. This twenty-second annual tourism marketing seminar will highlight social media and digital marketing, and their importance in the tourism industry, beginning at 11:30 AM. Immediately following the social media and digital marketing presentation, the PMVB will be holding their annual Tourism Achievement Awards luncheon, recognizing hospitality excellence in local tourism industry workers and properties.

Andrew DelQuadro, Director of Digital Strategy at MayoSeitz Media will be the morning’s keynote speaker, aiming to explain the importance of digital marketing in the tourism and hospitality industry. Following DelQuadro will be speaker Brian Bossuyt, Director of Marketing at the PMVB, to review tips and strategies for successful social media marketing. Directly after, all attendees are invited to attend the Pocono Mountains Tourism [Achievement Awards](#) Luncheon. Employees working in the industry, as well as individual properties in the Pocono Mountains, will be recognized for their great headways, efforts, and service. Specific award categories for individuals in tourism and hospitality include the Brand Hero Award, Outstanding Tourism Employee of the Year, and the Green Award.

On April 18, the PMVB announced a [new President/CEO](#), Chris Barrett, after Carl Wilgus' retirement from a nearly ten-year run with the organization. Barrett is set to attend his first Tourism Day and Tourism Achievement Awards Ceremony in the Pocono Mountains.

“Being new to the PMVB, Tourism Day is a terrific opportunity for me to meet our property members, community members, and media members. It’s also an interesting way to educate attendees on the latest trends, and to reward outstanding individuals and properties in the Pocono Mountains’ hospitality and tourism industry,” explains Barrett.

For more information on Pocono Mountains Tourism Day, please contact Nicole Krieger at [nicole@poconos.org](mailto:nicole@poconos.org), or call 570-421-5791.

#### **About the Pocono Mountains**

With 2,400 square miles encompassing Pennsylvania’s Wayne, Pike, Monroe and Carbon 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 163 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.

Pocono Mountains visitor information is available online at [www.PoconoMountains.com](http://www.PoconoMountains.com) or by phone at **800-POCONOS** (800-762-6667). Follow [@PoconoTourismPR](#) on 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 Wayne, Pike, Monroe and Carbon in Northeastern Pennsylvania.

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