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PMVB Annual Report Headlines Fiscal Year 2016-17
Special Awards Presented and Valued Partners Honored

POCONO MOUNTAINS, PA, October 19, 2017 – The Pocono Mountains Visitors Bureau (PMVB) held their Annual Report Luncheon for the 2016-17 fiscal year today at Mount Airy Casino Resort. The event presented their program of work for the past year, while also acknowledging regional individual, partners, and key board members who have contributed substantially to the success of the hospitality and tourism industry in the Poconos.

The 2016-17 Annual Report outlined the multiple Bureau programs and activities over the past fiscal year which contributed to generating an estimated 26.6 total million visitors to the Poconos. Visits to the PMVB's website and mobile site increased notably, surpassing two million visits. Nearly 30 million minutes were watched by millions of guests on live cameras across the Poconos. An award-winning multi-cultural marketing campaign was undertaken, working with both Telemundo and NTD. All social media networks realized growth; Instagram was the most substantial at 191.8%. A new Wayfinder program was launched in the spring of 2017 to educate users about the vast experience rich Poconos region. The users eventually became brand ambassadors and were rewarded with a sparkling silver pin.

The special event recognized the following Pocono Mountains tourism partners for their effort, dedication and overall commitment in supporting the PMVB and Poconos tourism in general: Adam Skuba, Woodloch Resort, Representative Jack Rader, Senator Mario Scavella, and Marlyn Kissner. These

valued partners have been staunch supporters and advocates of tourism in the Poconos. Exceptional board members were also recognized: Arthur Berry III, Brandon Igdalsky, Don Snyder, and John Warnagiris.

The last award given was the Gail V. Sterrett Marketing Award. Ruth Jones, owner and operator of Kittatinny Canoes, was chosen for her absolute dedication, passion, high business and personal standards, and professionalism that mirrored Sterrett's passion for her work. She is the eighth recipient. 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 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 PoconoMountains.com or by phone at **800-POCONOS** (800-762-6667). Follow [@PoconoTourismPR](https://twitter.com/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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