



PMVB Annual Report Headlines Fiscal Year 2017-18
Special Awards Presented and Valued Partners Honored

POCONO MOUNTAINS, PA, October 25, 2018 – The [Pocono Mountains Visitors Bureau](#) (PMVB) held their Annual Report Luncheon for the 2017-18 fiscal year today at [Skytop Lodge](#). The event presented the PMVB’s work over the past year, while also acknowledging regional individual and partner organizations who have contributed substantially to the success of the hospitality and tourism industry in the Poconos.

The 2017-18 Annual Report outlined the multiple Bureau activities and initiatives over the past fiscal year. Here’s the news:

- Visits to [PoconoMountains.com](#) are up, surpassing 4 million visits.
- [Blog](#) views have increased by 97.58% YoY.
- Two new marketing campaigns were launched: Pocono Television Network (PTN) and Pocono Mountains Magazine.
 - PTN is planned to run on a local TV station, featuring interviews with employees of Pocono Mountains attractions, weather updates across the region, and it displays suggested things to do and places to stay in the Poconos.
 - Hosts of Pocono Mountains Magazine, Chris and Ashley, showcase some of the Poconos’ most unique attractions, lodging amenities, historic culture and more. These in-depth vignettes are aired on local and regional stations during the evening newscasts.
- All social media networks achieved growth; Instagram was the most substantial, increasing followers by 141% YoY.
- The PMVB worked with 22 different publications to increase brand awareness and drove earned media placements up by 63% YoY.

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:

- Representative Rosemary Brown
- Carbon County Commissioners
- Monroe County Commissioners
- Pike County Commissioners

- Wayne County Commissioners
- Mike Dwyer, Middle Smithfield Township
- East Stroudsburg University
- John Morrison and Kevin Martorana, Take One Productions
- Terry Whitmore, Jon Angle, Louis Napier and Tishawn Watts, Strauser Nature's Helpers

The final award given was the ninth annual Gail Sterrett Marketing Award. Ricky Durst, Senior Director of Marketing & Tickets at Pocono Raceway was the recipient. His hospitality sales and marketing efficiency mirrored Gail's dedication, professionalism, and passion for work, industry experience, and leadership. The accolade 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 570-421-5791. 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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