

FOR IMMEDIATE RELEASE



Tourism Day Echoes Importance of the Industry to the Poconos

Impressive statistics on tourism's local economic impact were provided by the Pocono Mountains Visitors Bureau, as well as numerous campaign updates

POCONO MOUNTAINS, PA, May 8, 2019 – This year's [Tourism Day](#), hosted by the [Pocono Mountains Visitors Bureau](#) (PMVB) at [Mount Airy Casino Resort's](#) newly expanded Events Center, illustrated the integral part that the tourism industry plays in the Pocono Mountains region. Here were some key takeaways:

In 2018...

- Visitation reached 27.9 million in the Pocono Mountains.
- Visitor spending in the Poconos rose 3.9% to \$3.3 billion.
- 24.5% of all jobs in the Poconos are supported by visitor spending.
- With new attractions opening over the past five years, businesses have directly created more than 3,200 new jobs in the Pocono Mountains.
- Tourism in the Poconos generated \$282 million in state and local taxes for the year.

Holding Tourism Day in conjunction with National Travel and Tourism Week has been a tradition for the PMVB. A symbol of appreciation is typically presented to exemplary individuals in the industry at Tourism Day. This year, Bob Uguccione, more affectionately known as "Mr. Pocono," is celebrating his 50th year in tourism. For being a pillar of wisdom and support to the Pocono Mountains tourism industry since 1969, Bob was awarded the "50 Years of Service" Award!

An overview of [Pocono Mountains Restaurant Month](#) thus far was presented, bringing light to the various media buys and 34 participating restaurants. Pocono Mountains Restaurant Month is running now through May 19.

Updates on the [Pick Up the Poconos](#) campaign were mentioned, including a multi-county litter coalition and the soft announcement of the Pocono Community Caring Company (Pocono 3C, for short). Highlights included:

- [Visit Luzerne County](#) and [Discover Lehigh Valley](#) have taken interest in the Pick Up the Poconos program, and are willing to jump onboard to spread awareness in their regions, creating a multi-county anti-litter coalition.
- The PMVB, [Pocono Mountains United Way](#), [Street2Feet](#), and the [Monroe County Waste Authority](#) have collaborated to create Pocono 3C, a new program created to reduce both litter and homelessness in Monroe County.
- More information will be announced about the multi-county anti-litter coalition and Pocono 3C at a press conference taking place in Wilkes-Barre on May 28 (more information TBA in a later press release).

To conclude, an update on the four-county Travel Guide “Pocono Mountains Magazine” was presented. 200,000 copies of the travel guide will be printed and are expected to be distributed prior to Memorial Day Weekend throughout five states. Being the Official Travel Guide of the Pocono Mountains, it will serve as a physical guide to the Poconos, listing various places to stay, things to do, itinerary-based articles, and much more.

For any image or interview requests, please reach out to Kelly Shannon at kshannon@poconos.org, or by calling 570-534-4775.

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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