



**CONTACT:**

James Hamill – Director of Public Relations

[jhamill@poconos.org](mailto:jhamill@poconos.org)

[\(570\) 419-8461](tel:(570)419-8461)

## **MEDIA ALERT**

### Pocono Mountains Perspective – A Record Year for Tourism

- WHAT:** The Pocono Mountains Visitors Bureau (PMVB) will tell the story of tourism and its impact on our four-county region over the 2018-2019 fiscal year. Some of the most pivotal players helping to drive the economy via tourism will join in the Annual Report Luncheon on Wednesday, October 30 at Woodloch Resort. The compelling stories of this region’s growth will be featured along with honors for our valued partners and recipient of the Gail Sterrett Marketing Award.
- WHO:** Interviews with PMVB President & CEO Chris Barrett or other key players will be available at your request. High-quality video and photos pertaining to the content of the report will be available for reporters and producers. Please join us in sharing the exciting news of success in the Pocono Mountains!
- WHEN:** **Wednesday, October 30, 2019**  
11:00 a.m. – 2:30 p.m. ([add to calendar](#))  
(Presentations & Awards begin shortly after 1 p.m.)
- WHERE:** **Woodloch Resort**  
The Inn at Woodloch Pines  
Mountain Laurel Room  
[731 Welcome Lake Road](#)  
[Hawley, PA 18428](#)

Pocono Mountains visitor information is available online at [PoconoMountains.com](http://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 PMVB is the official destination marketing organization for the four counties of Wayne, Pike, Monroe, and Carbon in Northeastern Pennsylvania.

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