

POCONO MOUNTAINS<sup>SM</sup>



MAGAZINE

WAYNE | PIKE | MONROE | CARBON

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## Pocono Mountains Magazine Returns for 2021-2022

### Official Travel Guide featuring Wayne, Pike, Monroe and Carbon counties

November 11, 2020 – The Pocono Mountains Visitors Bureau (PMVB) is pleased to announce the return of its highly-popular travel guide, “Pocono Mountains Magazine” for 2021-2022. Recognizing the tourism and hospitality industry’s instrumental role in driving the local economy in the four counties that make up the Poconos, the PMVB is excited to highlight its member businesses and tell the story of all the unique, special people and places that make this region a desired destination.

The PMVB has partnered with [Bailey Design & Advertising](#) to design the travel guide in both print and digital versions that will be distributed throughout five states, local businesses, visitors’ centers in Pennsylvania as well as via direct mail and trade shows.

“This travel guide is so much more than a way to showcase our fine resorts and restaurants, attractions and small towns,” said PMVB President/CEO Chris Barrett. “Pocono Mountains Magazine is meant to inspire travel throughout our destination and building a long-lasting relationship between our nearly 30-million visitors each year and the Pocono Mountains.”

More than 180,000 copies of the 2020-2021 guide have already been distributed to date and have driven customers, guests and patrons to small businesses and large during an unprecedented year. The upcoming travel guide will be an easy-to-read guide to plan a getaway to the Poconos including things to do, places to stay, eat, shop and be entertained. The guide will also be a useful tool to continue delivering upon the [Pocono Promise](#), a voluntary set of guidelines hundreds of businesses have adopted to help mitigate the spread of the coronavirus through adherence to sanitization, masking and social distancing guidelines.

The guide will offer different levels of exposure and advertising. Priority will be given to members of the PMVB. A free listing will be given to any PMVB member and any property that pays the hotel tax within the four counties of Wayne, Pike, Monroe and Carbon. Enhanced listings are also available at a low cost that include additional content, such as a website listing, description and image.

An Early Bird Advertising Rate is being offered this year with a 25% savings if payment is made by February 26, 2021. Ad placement will be on first come first serve basis with prepayment. For more information on the travel guide you can also visit [www.poconomountains.com/travel-guide](http://www.poconomountains.com/travel-guide).

Businesses that wish to be included in the guide should contact Bailey Design & Advertising by email at [cmag@ptd.net](mailto:cmag@ptd.net) or by phone at (570) 251-1512. Businesses interested in becoming a member of the Pocono Mountains Visitors Bureau can email [membership@poconos.org](mailto:membership@poconos.org) to learn about the benefits of being a part of the region’s destination marketing organization.

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Pocono Mountains visitor information is available online at [PoconoMountains.com](http://PoconoMountains.com) or by phone at (570) 421-5791. 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 PMVB is the official destination marketing organization for the four counties of Wayne, Pike, Monroe, and Carbon in Northeastern Pennsylvania.