



hsmi

ADRIAN AWARDS
WINNER 2020

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PMVB Internationally Recognized for its COVID-19 Response

The “Pocono Promise” & weekly briefings contribute to award

June 7, 2021 – The Hospitality Sales & Marketing Association International ([HSMIA](#)) has honored the Pocono Mountains Visitors Bureau ([PMVB](#)) with a Silver Adrian Award for its winning entry in the 64th annual Adrian Awards, the largest and most prestigious global travel marketing competition ([download photos here](#)).

The PMVB’s winning entry in the Crisis Communications/Management category spoke to the [Pocono Promise](#), created in May 2020 during the height of COVID-19. The Pocono Promise is a voluntary vow among regional businesses to follow certain guidelines that protect the health, safety, and well-being of residents, employees, and customers. To date, nearly 300 businesses of all shapes and sizes, in the hospitality industry and beyond, have signed the Promise.

The entry also included the PMVB’s weekly COVID-19 briefings, which aired live on Blue Ridge Cable and were streamed on several online platforms. For nine weeks, from the shutdown through re-opening phase, community leaders served as panelists to provide important and timely updates related to COVID-19 in the Pocono region. The briefings allowed health care, education, and government officials to connect directly with the viewing public and provide valuable information during a time of great uncertainty.

“The Adrian Awards took on a new and vital meaning in 2021,” said Robert A. Gilbert, CHME, CHBA, President and CEO of HSMIA. “Hospitality and tourism professionals continue to face evolving challenges due to the ongoing pandemic that require a new level of innovation and ingenuity to survive. By recognizing incredible work, we will reinvigorate the spirit and strength of our industry to push forward and drive recovery.”

“During the pandemic, we felt it was important to provide resources to help businesses, organizations, and the community navigate the new normal, and we continue providing those resources today,” said Chris Barrett, President/CEO of the Pocono Mountains Visitors Bureau. “Our region is resilient, and we are honored to receive this prestigious award.”

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About HSMIA

The Hospitality Sales and Marketing Association International (HSMIA) is committed to growing business for hotels and their partners and is the industry’s leading advocate for intelligent, sustainable hotel revenue growth. The association provides hotel professionals and their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue through programs such as the Marketing Strategy Conference, Adrian Awards, and HSMIA ROC. Founded in 1927, HSMIA is a membership organization comprising more than 5,000 members worldwide, with 40 chapters in the Americas Region. Connect with HSMIA at [hsmia.org](#), [HSMIA Facebook](#), [HSMIA Instagram](#), [HSMIA Twitter](#), and [HSMIA YouTube](#).

Pocono Mountains visitor information is available online at [PoconoMountains.com](#) or by phone at [\(570\) 421-5791](#). Follow [@PoconoTVNetwork](#) 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.