



CONTACT:

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MEDIA ALERT

Happening Tomorrow: Tourism Day Summit Celebrates, Shares Knowledge about Poconos' Top Industry

WHAT:

Join 200+ industry leaders and regional hospitality businesses registered for the [2023 Tourism Day Summit](#), organized annually by the Pocono Mountains Visitors Bureau ([PMVB](#)). The day-long professional development and networking event is held in conjunction with [National Travel and Tourism Week](#).

This year's event features keynote speaker [Adam Sacks](#), President of Tourism Economics, and various breakout sessions covering topics such as Diversity, Equity & Inclusion, Social Media Training, and Digital Advertising.

Tourism is the number one industry in the Poconos, generating in excess of \$4.3 billion annually and employing more than 35,000 locally. [Click here](#) for our General Information & Facts sheet.

WHEN:

Tuesday, May 9, 2023
8 a.m. – 2:30 p.m.
*See agenda [here](#).

WHERE:

[Kalahari Resorts & Conventions](#)
250 Kalahari Blvd
Pocono Manor, PA 18349

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