



POCONO MOUNTAINSSM

VISITORS BUREAU

CONTACT:

James Hamill – Director of Public Relations

Pocono Mountains Visitors Bureau

jhamill@poconos.org

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

Visitors Bureau Celebrates Industry Success

2022 Annual Report highlights and awards recipients honored

June 8, 2023 – The [Pocono Mountains Visitors Bureau](#) (PMVB) touted a successful 2022 in marketing the four-county region as well as developing and executing numerous initiatives. The PMVB also celebrated honorees at its [Annual Report Luncheon](#) at [Mount Airy Casino Resort](#) in Mount Pocono.

The program featured an executive summary of the 2022 PMVB Annual Report, a look back at the work done on behalf of the tourism and hospitality partners throughout Wayne, Pike, Monroe and Carbon counties during 2022.

The 2022 Annual Report highlights:

- [Pick Up the Poconos](#) successful volunteer cleanups, Pocono 3C and Adopt a Highway resulting in 9,000+ bags of litter removed from area roadways
- Exceeding 500 members throughout four counties and providing benefits and events for membership
- Strong marketing strategy targeting primary demographics and markets with high efficiency for advertising and promotional spend
- Robust website traffic and conversion exceeding industry averages
- Significant social media growth across platforms and content
- Expansion of [Pocono Television Network](#) footprint (cable, streaming, broadcast) and programming
- Return of meetings and conventions including room nights that contributed to the economy in excess of \$40M
- Launch of the [Pocono Beverage Trail](#), NASCAR Xfinity Race Sponsorship and water safety partnerships with state and federal agencies

The luncheon recognized two individuals for their efforts, dedication and commitment to supporting the mission of the PMVB and the region as a whole.

John Kiesendahl of [Woodloch Resort](#) was awarded the first ever Chairperson's Award in honor of the late Bob Uguccioni who spent four decades at the helm of the PMVB and passed away in 2022. Kiesendahl is the eldest son of Harry and Mary Kiesendahl, who founded Woodloch Resort 65 years ago. After serving as President and C.E.O. of all Woodloch Properties for more than 38 years, John currently serves as Managing Partner at The Lodge at Woodloch. He graduated from

The Cornell School of Hotel Administration and served as an officer in the Navy for four years before deciding to make Woodloch his career. He continues to provide the company with leadership and enthusiasm every day. John is best known for his passion for genuine hospitality, greeting guests personally, and wearing the “funny” pants (he has custom-tailored pants featuring many different children’s characters).

For the 11th year, the PMVB awarded the Gail Sterrett Marketing Award to a deserving employee in the industry who embodies the late PMVB marketing director’s passion, professionalism, and dedication. Jeanine Hofbauer, Corporate Director, Marketing Communications for [Pocono Organics](#), is this year’s recipient of the award. With a shared commitment to broadcasting the natural beauty and appeal of the Pocono Mountains as a home for her family and top travel destination, Jeanine Hofbauer has led an enriching career in multiple facets of advertising and communications. Joining the Pocono Raceway team in 2021 as Corporate Director of Marketing & Communications for Pocono Organics farm, market and cafe, The Village at Pocono: A Pocono Raceway Resort & Sunset Hill Shooting Range; she continues to dedicate her skills to also aid area police and ambulance emergency response organizations, as well as school districts in our community with her agency Hofbauer Strategies.

“It is a great honor to serve this region as its destination marketing organization,” said PMVB President/CEO Chris Barrett. “We can be very proud of our team, our collaboration with various stakeholders and the promising future the Pocono Mountains holds for the hospitality and tourism industry as well as the quality of life for our many residents and visitors.”

The Pocono Mountains is among the top destinations in the Commonwealth of Pennsylvania welcoming between 27-30 million visitors each year. Hospitality and tourism generates \$4.3 billion in revenue and supports a total of 35,818 jobs, nearly one third of all jobs in the Pocono Mountains, according to studies conducted by Tourism Economics in 2021.

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