



# POCONO MOUNTAINS<sup>SM</sup>

VISITORS BUREAU

The Pocono Mountains Visitors Bureau is the official four-county Tourism Promotion Agency for Carbon, Monroe, Pike, and Wayne Counties, encompassing an area of 2,400 square miles. The mission of the Pocono Mountains Visitors Bureau is to enhance the economic and environmental wellbeing of our region and members through the promotion of tourism and comprehensive marketing of our destination.

## Pocono Mountains Tourism Fast Facts 2017

### 26.6 Million Visitors come to the Pocono Mountains each year\*

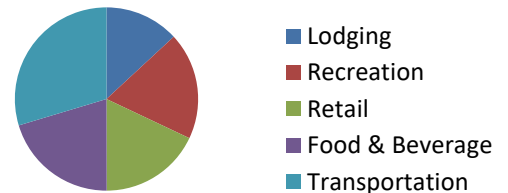
- 64%, 17.1 million are day trippers
- 36%, 9.5 million are overnight trips
  - 95% leisure
  - 3% business
  - 2% business/leisure

**Key Insight:**  
 97% of overnight visitors to the Pocono Mountains stay for leisure purposes. Averaging 2.3 nights with an average party size of 3.5 persons.\*

### Travel spending in the Pocono Mountains exceeds \$3.2 billion annually\*\*

- |                   |                 |
|-------------------|-----------------|
| • Lodging         | \$422.6 million |
| • Recreation      | \$610.0 million |
| • Retail          | \$578.5 million |
| • Food & Beverage | \$657.1 million |
| • Transportation  | \$956.0 million |

### Travel Spending



### Total Tourism and Economic Impact\*\*

- 33,753 jobs (36.3%)
- \$1.343 billion in labor income (53.2%)
- \$321.6 million in state and local taxes

**Key Insight:**  
 36.3% of all workers in the Pocono Mountains are employed within the tourism industry, making the Pocono Mountains the most "tourism-dependent" region of the 11 regions in the Commonwealth.\*\*

### Main Purpose of Trip to the Pocono Mountains\*

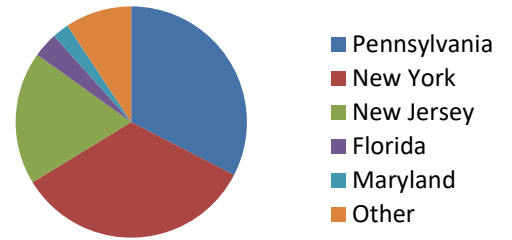
- |                          |     |
|--------------------------|-----|
| • Visit Friends & Family | 38% |
| • Visit a Resort         | 12% |
| • Outdoor                | 12% |
| • Touring                | 9%  |
| • Attend a Special Event | 7%  |
| • Visited a Casino       | 6%  |
| • Go to a Theme Park     | 5%  |
| • City Trip              | 2%  |
| • Ski/Snowboard          | 2%  |

**Key Insight:**  
 More than 1/2 of visiting friends and relatives pay for overnight accommodations.\*

## State Origin of Trip

### State Origin of Trip\*

- New York 29%
- Pennsylvania 28%
- New Jersey 16%
- Florida 3%
- Maryland 2%



### DMA Origin of Trip\*

- New York, NY 38%
- Philadelphia, PA 17%
- Wilkes-Barre/Scranton 8%
- Harrisburg, PA 3%

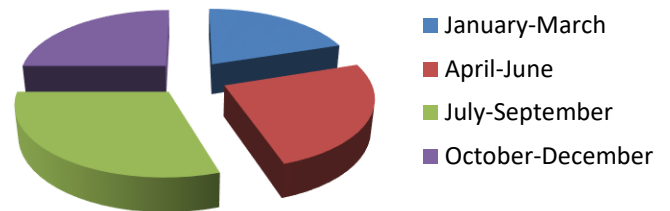
#### Key Insight:

**73%** of visitors to the Pocono Mountains come from Pennsylvania, New Jersey or New York.\*

### Season of Trip\*

- January-March 20%
- April-June 25%
- July-September 30%
- October-December 25%

## Season of Trip



#### Key Insight:

Pocono Mountains tourism is fairly consistent through all seasons.\*

### Noteworthy Information

- Economic impact of **\$257 million** (2013) by the Pocono Raceway is similar to having a Super Bowl in Northeast Pennsylvania each and every year\*\*\*
- The Delaware Water Gap NRA is the **10<sup>th</sup> most visited park** in the entire National Park Service system of 361 park units with 4,843,350 visitors in 2013\*\*\*\*
- The Pocono Mountains' six ski areas produce nearly **half of all the skier days registered** of the 22 operating ski areas in the state of Pennsylvania\*\*\*\*\*
- The Pocono Mountains contain the largest number of high-quality and exceptional valued streams and water systems in the Commonwealth
- For every additional 176 room nights generated year over year, **one job is created\*\***
- For every \$1 invested in "Tourism Advertising," \$3 in state taxes are generated\*
- Tourism in the Pocono Mountains contributes to the **triple bottom line** (economic, social, and environmental) like no other industry in the region

#### Key Insight:

For every \$1 invested in "Tourism Advertising," **\$3** in state taxes are generated.\*

### PoconoMountains.com

- **3.5 million visits**, up 22% from 2016
  - 2.53-minute duration; 21% higher than industry average
  - 47% bounce rate; 15% lower than industry average
- **2.7 million** referrals to member websites



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## Industry and Compset Data

- The Pocono Mountains Visitors Bureau website (**PoconoMountains.com**) consistently surpassed industry and compset monthly averages for website traffic July 2016– June 2017 †

Destination	Visits	Unique Visitors	Page Views	Average Time on Site
PMVB	288,478	227,025	856,221	0:02:50
Avg. of 5 CVBs with a budget of \$8-10 million	246,133	182,378	519,209	0:02:05
All CVBs that report	89,530	71,151	214,601	0:02:06

## Pocono Mountains Brand Promise

To our visitors, the Pocono Mountains offers convenient, easily accessible mountain, river, lake, and place-in-the-country travel experiences that enable you to get the most out of your time here, and result in a lifetime of cherished memories with friends, family and colleagues.

## Values

The Pocono Mountains Visitors Bureau is committed to the following core values:

- Preservation of the natural environment
- Preservation of small-town character
- Consumer centricity
- Genuine hospitality

## References

*\*Longwood International 2016*

*\*\*The Economic Impact of Travel in Pennsylvania by Tourism Economics 2015*

*\*\*\*Behr/Christofides Economic Analysis*

*\*\*\*\* United States Department of the Interior*

*\*\*\*\*\*National Ski Areas Association/Pennsylvania Ski Areas Association*

*† Benchmarking and Performance Reporting for \$10-12 Million Compset including the Austin CVB, Dallas CVB, Experience Kissimmee, Greater Fort Lauderdale CVB, Louisville CVB*

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