POCONO MOUNTAINS[SM]

VISITORS BUREAU

MARKETING YOUR REGION'S ASSETS THROUGH COLLABORATION & COOPERATION

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Pocono Mountains Region

Driving Distances:

Albany, 3 hours
Atlantic City, 3 hours
Baltimore, 3 ½ hours
Boston, 5 hours
Charleston, 8 hours
Cleveland, 7 hours
Dover, 3 hours
Harrisburg, 2 hours
New York City, 1 ½ hours
Philadelphia, 2 hours
Pittsburgh, 6 hours
Rochester, 4 ½ hours
Syracuse, 3 hours
Washington, DC, 4 ½ hours

Pocono Mountains Brand Promise

"To our visitors the Pocono Mountains offer convenient easily accessible mountains, river, lake, & place in the country travel experiences that enable you to get the most out of your time here, & resulting in a lifetime of cherished memories with friends, family & colleagues"

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Promoting the Brand

Pocono Mountains Fast Facts

- $3.1 billion economic impact
- 25.6 million visitors annually
- 76% visitors from PA/NJ/NY
- 34.9% workforce in tourism
- Most tourism dependent region of the 11 regions in PA

Noteworthy Information

- Home to Pocono Raceway
- Delaware Water Gap NRA
- 7 Ski Areas
- Appalachian Trail
- 4 Indoor Water Park Resort

SANOFI PASTEUR & POCONO MOUNTAINS

What you may know …

- 1897 A young doctor from Brooklyn, NY drafted plans for a laboratory to the PA State Board of Health.
- Pocono Biological Laboratory produced a new kind of smallpox vaccine
- 100 years later his laboratory has grown to become the U.S. location of Sanofi Pasteur and the largest private sector employer in Monroe County.

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SANOFI PASTEUR & POCONO MOUNTAINS

What you may not know …

- Tourism was responsible for the Swiftwater location as …
- He had spent some time in the clean air at the Swiftwater Inn in the Pocono Mountains.
- He also had formed a relationship with the Innkeepers Daughter.
- They married in 1893 & used 4.3 acres near the Inn to build the laboratory

Tourism can be Front Door for ED

- Tourism has been seen as the Rodney Dangerfield of ED
- Research done by Oxford Economics, & Longwood now confirm it’s value

THE HALO EFFECT

A GOOD PLACE TO LIVE

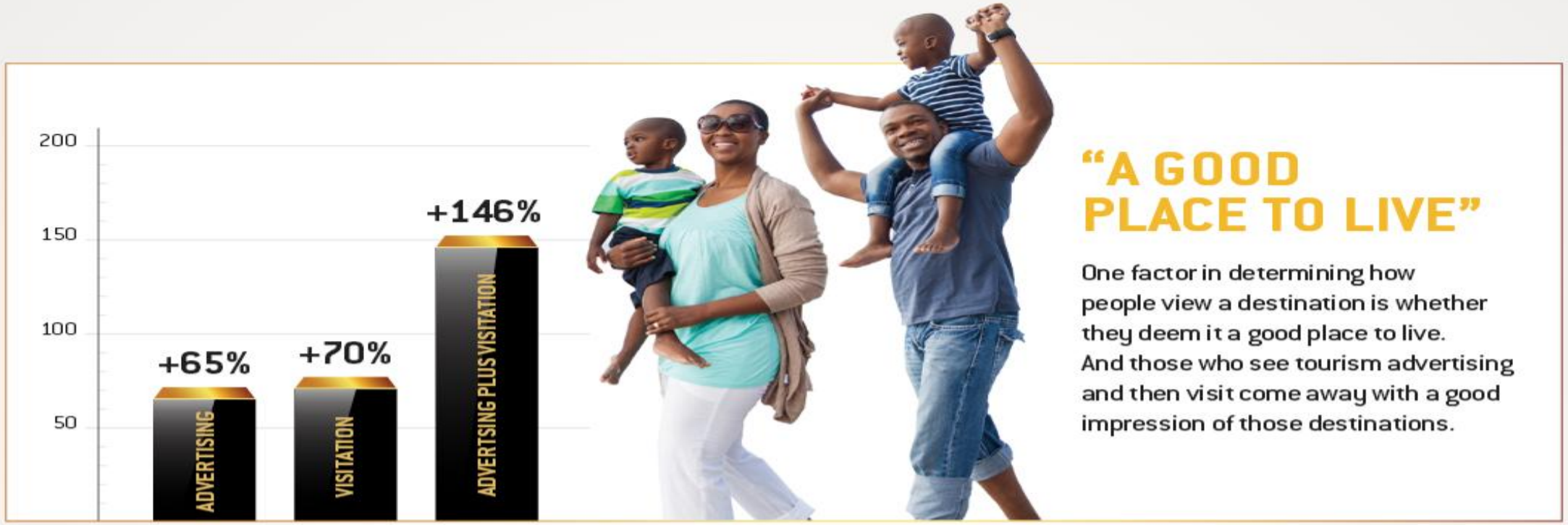


Image Lift Across 10 Destination Marketing Campaigns

Source: Longwoods International

POCONO MOUNTAINS

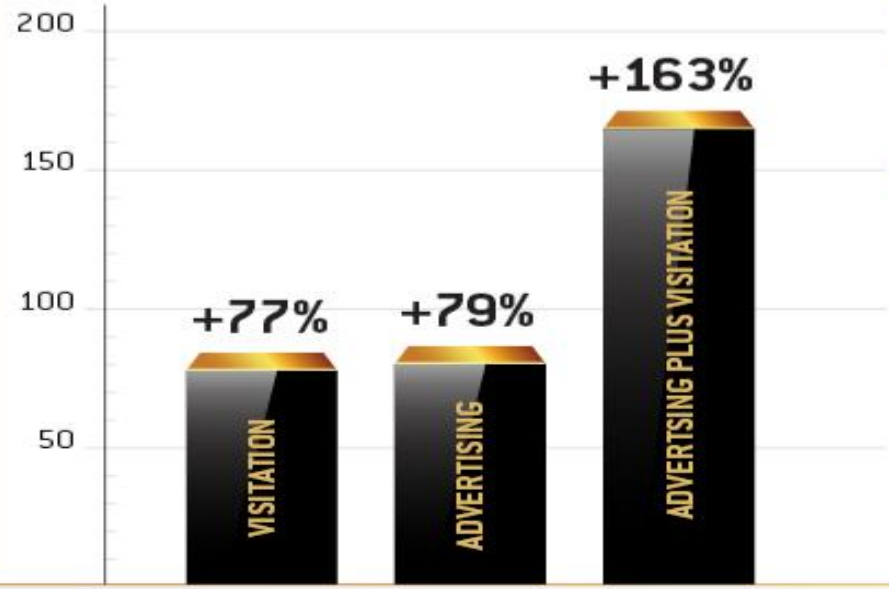
A GOOD PLACE TO START A BUSINESS

Source: Longwoods International

Image Lift Across 10 Destination Marketing Campaigns

POCONO MOUNTAINS

A GOOD PLACE TO START A CAREER



"A GOOD PLACE TO START A CAREER"

Attracting a strong workforce can be a key factor for cities looking to grow their economy. Research shows that those who are exposed to a city's advertising and later visit are more inclined to consider a career there.

Image Lift Across 10 Destination Marketing Campaigns

Source: Longwoods International

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A GOOD PLACE TO ATTEND COLLEGE

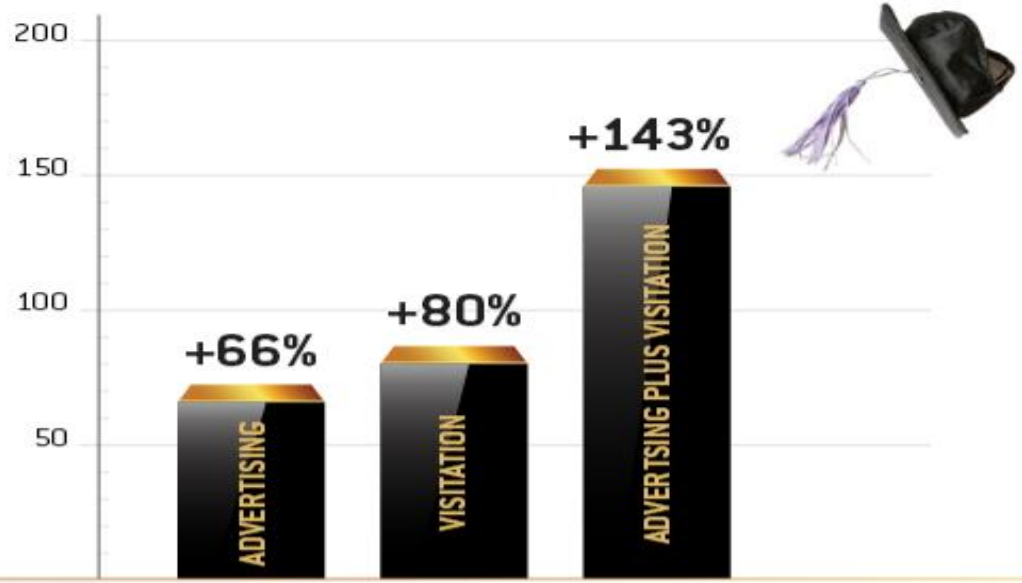

Image Lift Across 10 Destination Marketing Campaigns

Source: Longwoods International

"A GOOD PLACE TO ATTEND COLLEGE"

Colleges and universities are now seen as catalysts for economic impact. Destination advertising and visitation can make cities a more attractive choice for students.

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A GOOD PLACE TO RETIRE

"A GOOD PLACE TO RETIRE"

An estimated 10,000 people retire each day in the United States and their decision on where to make their retirement home can a have strong impact on economic development.

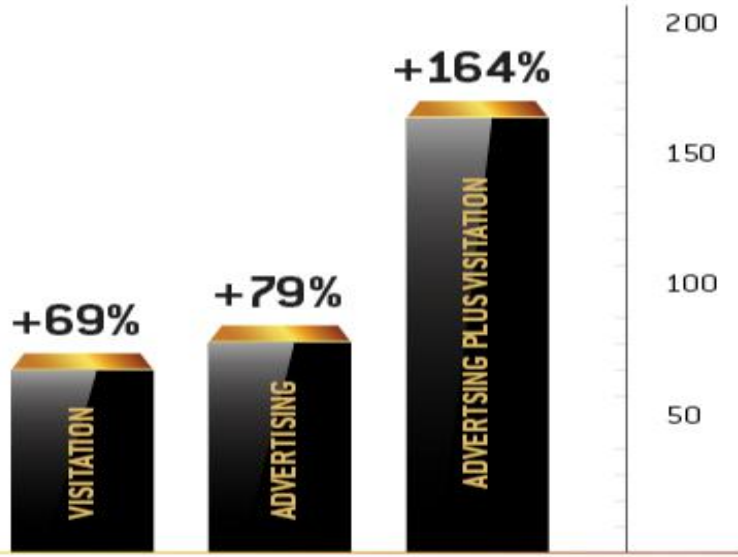

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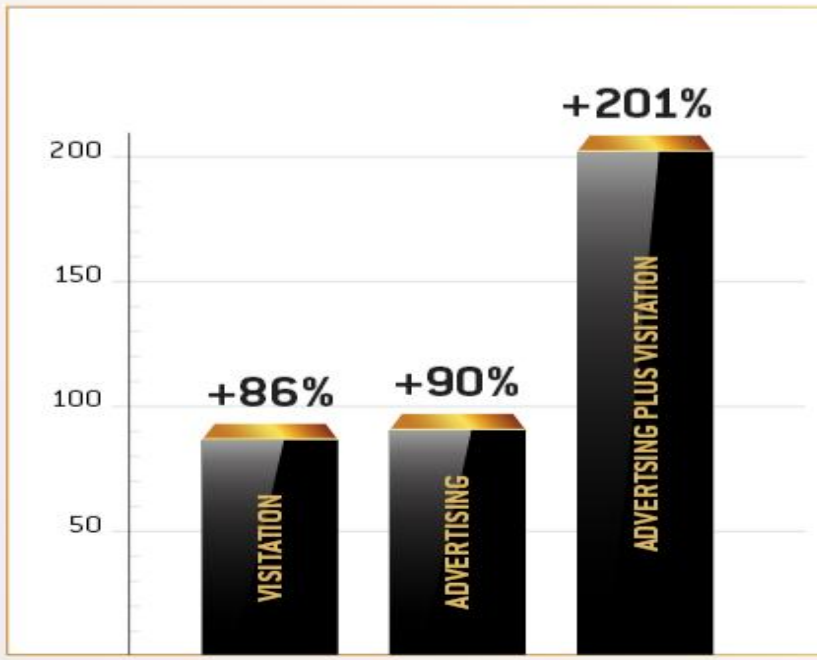
Image Lift Across 10 Destination Marketing Campaigns

POCONO MOUNTAINS

A GOOD PLACE TO PURCHASE A VACATION HOME



"A GOOD PLACE TO PURCHASE A VACATION HOME"

In some cases, destinations that advertise themselves and then convince people to come visit have a high rate of return when it comes to the desire to purchase a second home in that chosen destination.

Image Lift Across 10 Destination Marketing Campaigns

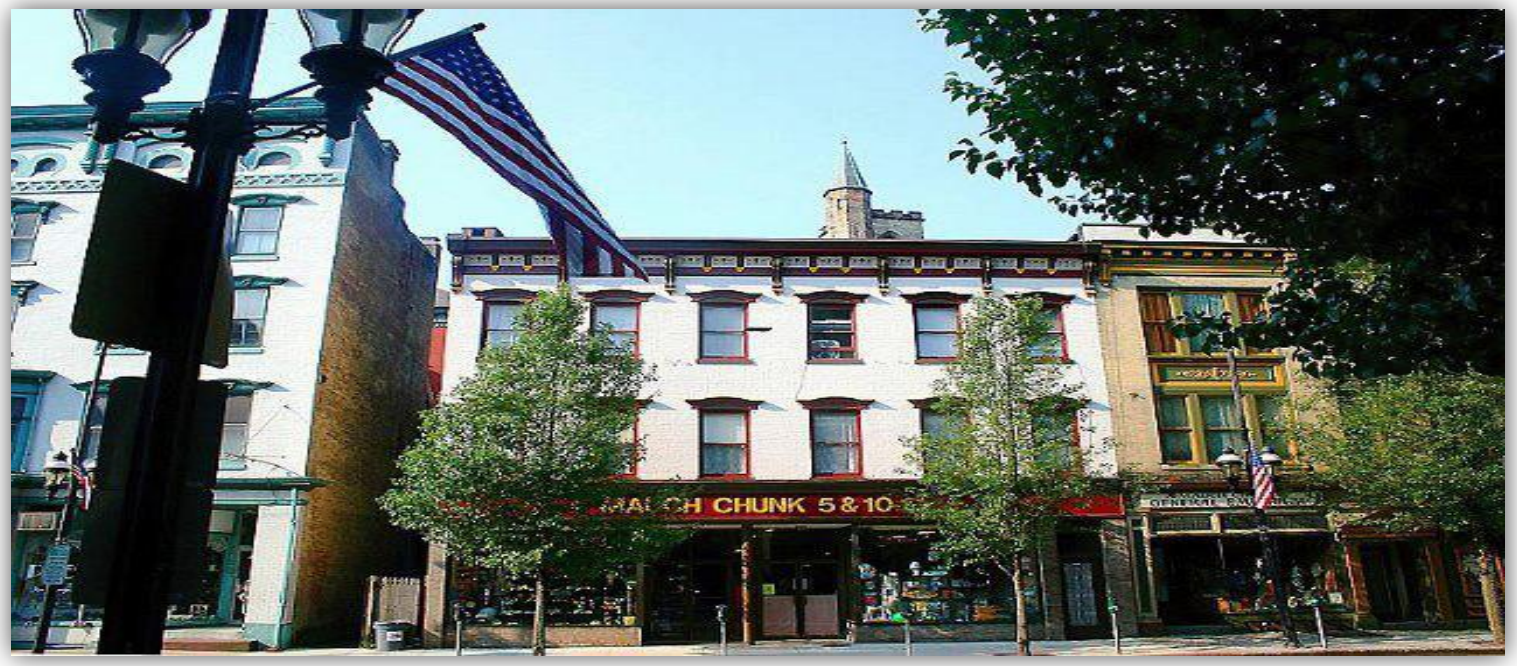
Source: Longwoods International

Carbon County Experience

- D&L Trail helps spur economic growth
- Connecting people to nature, culture, communities, recreation, & industrial heritage

Carbon County Experience

- Towns along the D&L have seen economic growth not just in tourism

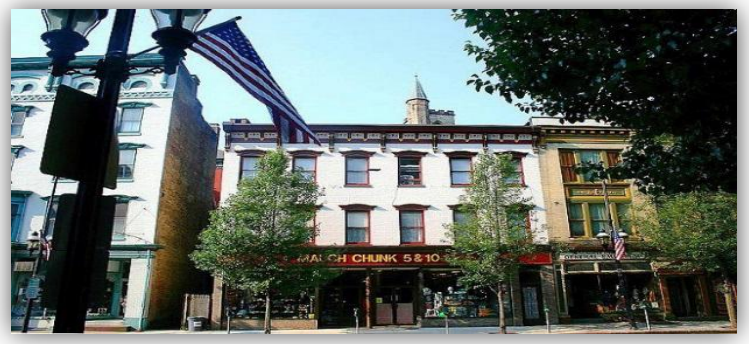


Carbon County Experience

- But also in industry
- Business owners tend to move their companies to location where they enjoy spending quality time with family

Carbon County Experience

- Positive economic impact from D&L Trail felt throughout the region
- Carbon County alone, D&L Trail contributes over $7.5 million annually



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Peer to Peer

Pocono EDC's work well together:

- Northeast PREP Partners/NEPA Alliance LDD
  - EDC Revolving Loan Fund for Site Readiness
  - Joint Grant Activity
  - Regional Strategic Planning (CEDS)
- Pocono Counties Workforce Development Board
- Penn's Northeast Inc.
- Pocono Mountains Keystone Innovation Zone
- BFTP Incubator Network
- PEDA Regional Meetings/Activities

Tourism/EDC Collaboration Makes Sense

- Leverages powerful Pocono Mountains Brand
- Pools marketing dollars & resources
- Targets the same key audiences
- Recognizes the same local advantages
- Draws on the shared value of our natural resources
- Builds a strong marketing platform around lifestyle & quality of place
- Adds dimension to the image of the region

Regional Economic Development Guide

Blends Lifestyle and Business Attraction

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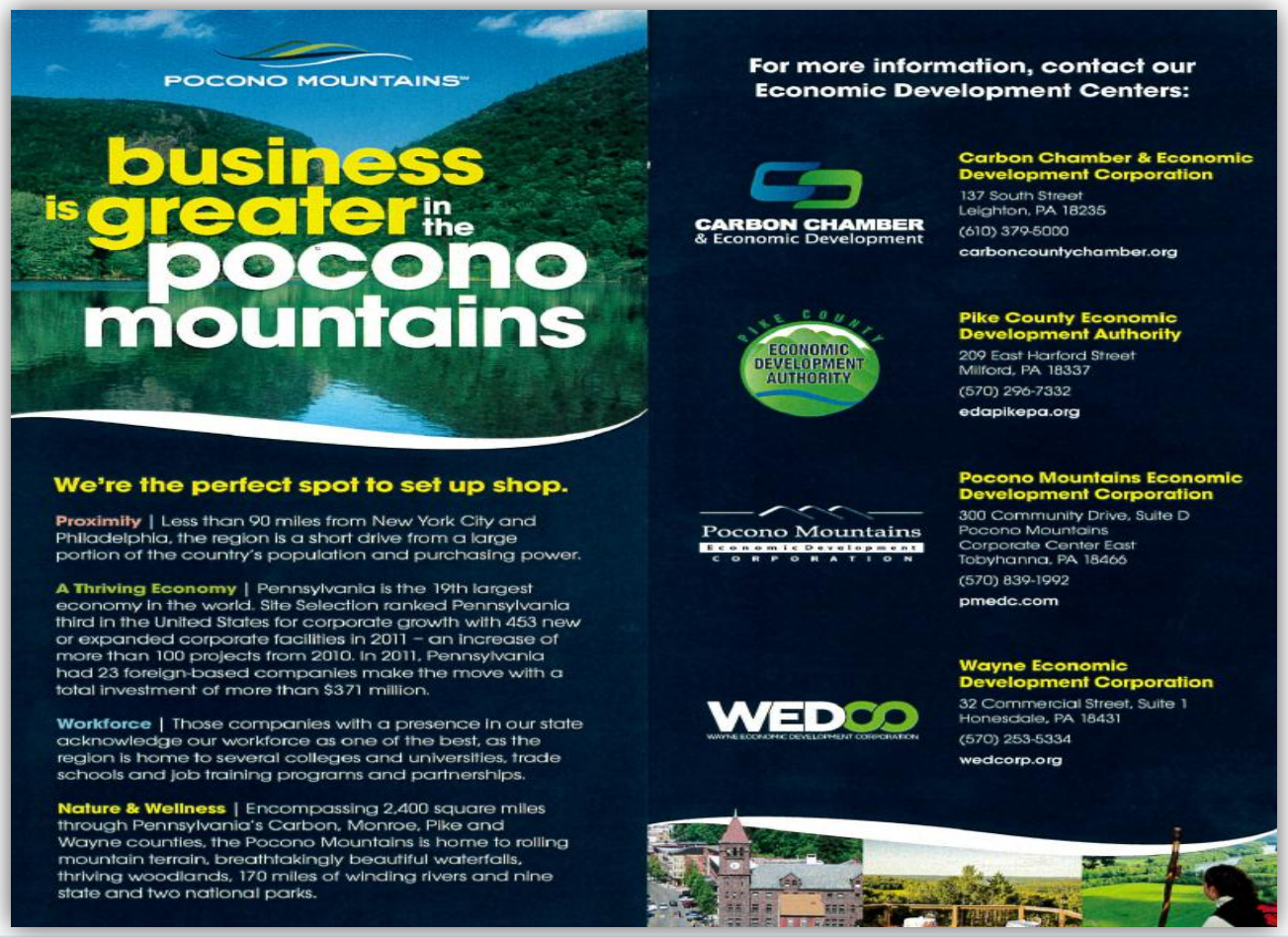
BUSINESS IS GREATER



Great American Outdoor Show

#1 Expo

- World's Biggest Outdoor Consumer Show
- 1,100 exhibitors
- 650,000 SF of exhibit space

#1 Market

- Top ranked hunting State in the Northeast with 1.42 Million hunters
- Pennsylvanian's spend $3.5 Billion annually on hunting gear
- Over 350,000 acres of Game lands in the Pocono Mountains Region.

Competitive Advantages:

- Lower taxes – operating expense than metro areas and New Jersey.
- Competitive wage structure = reduced labor costs
- Tourism Industry helps create and maintain livable spaces, quality of life and attractive amenities

Proximity to Major Markets

- Great Highway Access to New York Philadelphia and the "megalopolis" … AND… Regional markets: Lehigh Valley, Scranton - Wilkes-Barre – Hazleton, Northern New Jersey.
- Freight Rail Service and potential for passenger rail service
- Two international Airports + general aviation

Camelback

- $150 Million Project
- Four season Resort
- 943 new jobs
- 500 Retained
- Expansion Highly Probable
- $18.5 million in Highway improvements

Kalahari

- $250 Million Project
- 877 jobs
- $160 Million ongoing expansion
- 400 additional jobs likely
- 12% of existing jobs created qualify under Governor Wolf's "Jobs That Pay" Initiative

BUILD A PLACE

"Build a place where people want to visit, and you'll build a place where people want to live. Build a place where people want to live, and you'll build a place where people want to work. Build a place where people want to work, and you'll build a place where business has to be. Build a place where business has to be, and you'll build a place where people want to visit"

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