

**Presented to the DRBC Water Management Advisory Committee on June 22, 2017.
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POCONO MOUNTAINS

Green Tourism

Presented to DRBC WMAC

Thursday, June 22, 2017

Ann M. Pilcher

Pocono Mountains CVB

END GAME! Your WIIFM!

- I know more about the Pocono Mountains.
- I know more about Green Tourism Initiatives in the region.
- I am aware of the Scenic Wild Delaware River Region.

Pocono Mountains

- Pocono Mountains Visitors Bureau Website:
<https://www.poconomountains.com/>
- Pocono Mountains Video Link Here:
<https://www.poconomountains.com/about-pmvp/>

Pocono Mountains

- 2400 square miles
- Four Counties – Carbon, Monroe, Pike and Wayne Counties
- Delaware River, Lehigh River, Lackawaxen
- 150 + Lakes

Tourism

- Largest Industry in Region
- Over 30,000 Employed in the Tourism Workforce
- 25.6 Million Visitors a Year
- \$3 Billion Annual Travel Spending
- Growth Segments
- New Development

Enculturation



- ❖ Marketing & Advertising
- ❖ Brand
- ❖ Story

DMO Benchmarks

- ❖ Lead Generation
- ❖ Total Room Nights
- ❖ Definites
- ❖ Referrals
- ❖ Client Contacts
- ❖ Partnerships

Destination Marketing

- TV
- Digital
- Transit
- Print
- PR
- Social Media
- Sales

Visitor Services

- LiveHelp
- Poconomountains.com
- 800-POCONOS
- Visitor Centers
- Convention Services
- Registration
- Collateral
- GetSmart Content
- Social Media Engagement

Convention Services

- Online RFP Process
- Site Inspections
- Fam Tours
- Collateral
- Planning Assistance
- Media Assistance
- Personal Welcome

Guest Service

- Leisure Travelers
- Meeting Planners
- Tour Operators
- Member Relations
- Media & Traveling Journalists
- Prospecting Developers

Green Tourism

- Green Lodging Program
 - Delaware Highlands Conservancy
 - PMVB
 - Lodging Properties
 - Guest Engagement in Stewardship
- Green Tourism Award

- Sustainable Tours

Scenic Wild Delaware River

- 3 States – NY, NJ, PA
- 9 Counties
- 4 Tourism Regions
- National Park Conservation Association
- Delaware Water Gap National Recreation Area
- Upper Delaware Scenic & Recreational River

Scenic Wild Delaware River Region site:

<https://delawareriver.natgeotourism.com/info/about-the-region/delf09ec15440a977b73>

Scenic Wild Delaware River Profile Sheet:

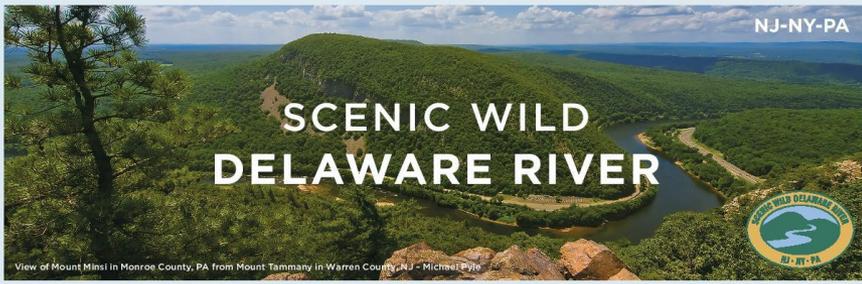
<https://delawareriver.natgeotourism.com/files/portal/del4ZUDO2FLS NN3LVZEK/pdf/content/del86BEAD128051D8A6C.pdf>



POCONO MOUNTAINS

SWDR Interactive Map Guide

- Visit Website
- Place Based Tourism
- Farm to Table
- Handcrafted
- Independent
- User Generated Content



Escape to a pristine area just a short drive from New York City, Trenton and Philadelphia...where you'll enjoy the pure wonder of the Scenic Wild Delaware River region. Swim, hike, fish and canoe along a river with its own course of history. Discover quaint towns full of culture and charm. Taste farm fresh cuisine and sample our adult beverages at a local brewery or winery. The Delaware River winds through the heart of the Pocono Mountains, Lehigh Valley, Sullivan County Catskills, Sussex Skylands and more. Grab a paddle, a rod or your hiking boots and get ready for an adventure.



Outdoor Recreation

From the vast forest to the flowing river, there are countless natural wonders to explore in the Scenic Wild Delaware River region. Challenge yourself in the rapids, find your balance with aerial ropes courses, slide down snowy slopes or maybe just take in the view...you might even spot an eagle.



Breweries & Wineries

Raise a glass to relaxation in one of the region's many tasting rooms. Sample local craft beer and wine at The Beer, Wine & Spirits Tour in Sullivan County, Shawnee Craft, Pocono Wine Trail, Lehigh Valley Wine Trail, Lehigh Valley Ale Trail and Catskill Brewery, just to name a few.



Hiking & Walking Trails

Whether you seek a leisurely walk or rigorous trek, the trails along the Scenic Wild Delaware River offer uniquely incredible experiences—notably the Appalachian Trail, Great Valley Rail Trail, Paulinskill Valley, D&L Trail and the McDade Trail. Plus, be sure to explore the spectacular Delaware Water Gap National Recreation Area.



Unique Towns & Villages

Discover the Scenic Wild Delaware River's vibrant heritage. Shop, tour and mosey about their towns and villages, each infused with their own special culture. Visit Monticello, New York; Newton, New Jersey; Historic Milford, Delaware Water Gap or Easton, Pennsylvania.



Farm-to-Table

Support your healthy lifestyle with something fresh. Dine in farm-to-table restaurants and markets, where chefs handcraft menus using organic and locally sourced ingredients. To start, try filling your plate at Fresh from the Farm Tour, Easton Farmers' Market, Callicoon Farmers' Market, The Settlers Inn, The Farm and Glass at Ledges Hotel.



Landmarks

Breathtaking natural sights. Historical manmade sites. Tour them all to learn more about the Scenic Wild Delaware River region. Check out Christopher Columbus Monument, Bethel Woods Center for the Arts, Catskill Fly Fishing Center and Museum, Grey Towers National Historic Site and High Point Monument.



Handcrafted

With handcrafted items and artwork abound, finding original gifts and treasures is easy in the Scenic Wild Delaware River region. Pottery Trail, Peters Valley Gallery, Shawnee Craft Furniture, Heaven Hill, Dorflinger Glass Factory Museum and Gillinder Glass Store and Factory Tours each blend history with current trends in home décor.



Lodging

Stay awhile...at a bed and breakfast, country inn, vacation rental or even full-service resort. You'll find retreats suitable for all budgets and tastes. Choose from unique options like Crystal Springs Resort, West Branch Angler & Resort, Shawnee Inn and Golf Resort, The Settlers Inn and Mountain Creek Ski Resort and Waterpark.

SCENIC WILD DELAWARE RIVER REGION



GETTING HERE:

Located between New York, Pennsylvania and New Jersey, the Scenic Wild Delaware River is a perfect fly-drive destination. This beautiful region encompasses nine unique counties and is just a short drive from New York City, Philadelphia and Trenton, as well as Southern New England and Washington, D.C. Interstates 80, 81, 84, 78, 87, 287, 380 and 476 make this area quick and easy to reach.

AIRPORT INFORMATION:

- Lehigh Valley International Airport (ABE), 800-FLY-LVIA
- John F. Kennedy International Airport (JFK), 718-244-4444
- LaGuardia International Airport (LGA), 718-533-3400
- Newark Liberty International Airport (EWR), 973-961-6000
- Philadelphia International Airport (PHL), 800-PHL-GATE
- Wilkes-Barre/Scranton International Airport (AVP), 877-2-FLYAVP
- Stewart International Airport (SWF), 845-838-8200



BLACK BEAR FILM FESTIVAL



MOUNTAIN CREEK OKTOBERFEST



PA BACONFEST



NJ STATE FAIR

EVENTS:

- Delaware River Sojourn
- Michael Arnone's Crawfish Festival
- Riverside Festival of the Arts
- Easton Farmers' Market
- Big Eddy Film Festival
- Bethel Woods Harvest Festival
- Riverfest
- Festival of Wood
- Celebration of the Arts Jazz Festival
- Eagle Day
- Woodstock Festival
- Hackettstown St. Patrick's Day Parade



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Learn more at:
DelawareRiver.NatGeoTourism.com



Green Tourism Workshops

- Green Meetings Industry Council Regional Meeting
 - September 25-26, 2017
 - Pocono Raceway
 - Camelback Mountain Resort
- Target Audience: Meeting Planners planning Green Meetings, Resorts, Hotels, Attractions with Green Meeting Principles.

Green Tourism Workshops

- GeoTourism Workshop
- September 28, 2017
 - Woodloch Resort
 - NPCA
 - Scenic Wild Delaware River Region
 - PA, NY, NJ delegates
 - National Geographic

Question Time

- Committee Member Questions

For more information:

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