

The Power of Short-Term Rentals in the Poconos

STRs SUPPORT
35,000
JOBS/YEAR

STRs GENERATE
\$4.3 BILLION
VISITOR SPENDING
ANNUALLY

94.6%
OF HOSTS
SUPPORT LOCAL
BUSINESSES
VIA PURCHASES &
REFERRALS

+ The Pocono Mountains
Visitors Bureau has
surpassed the
\$1 MILLION MARK
in contributions to
129 community projects,
demonstrating the
significant impact of
tourism taxes on local
communities.



A 501(c)(6) trade association dedicated to representing and advancing the interests of vacation rental owners in the Poconos.

Get More Data: PoconosVRO.org

Working Together for Community-Driven STR Solutions

BRINGING EVERYONE TO THE TABLE

- ✓ Let's find a time to present at your next township/HOA meeting
- ✓ Let us help create a balanced rental committee
- ✓ We connect with state and local representatives, tourism boards, and chambers of commerce
- ✓ Let us help with compliance by sharing our educational tools with all stakeholders



With our experience, we can help you bridge the gaps. Email us at info@PoconosVRO.org.

KEY FACTS & DATA

- i** Of Hosts:
 - 70% own one property
 - 40% rent for mid- and long-term stays
 - 38% use short-term renting to supplement the costs of retirement, tuition, or a second home
- i** STRs fund school taxes without increasing enrollment
- i** Without tourism and STRs, local residents would have to pay an additional \$1,500 in taxes annually
- i** Visiting friends and relatives represent 3 in every 4 overnight guests, with 72% longer stays and 140% more spending coming from vacation rentals

Get more facts and figures on PoconosVRO.org and Poconos.RentResponsibly.org/facts

Explore everything the **Poconos Association of Vacation Rental Owners** has to offer our region on PoconosVRO.org.



EVENTS



GOOD NEIGHBOR PROGRAM



DATA & INSIGHTS



EDUCATION