

PoconosVRO

Newsletter

August 2023

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Welcome the latest edition of the PoconosVRO newsletter! We are excited to have you on board. In this newsletter, we will provide you with updates on the latest advocacy efforts, upcoming events, and tips for making the most of your vacation rental. Sit back, relax, and enjoy the newsletter. If you have any questions or feedback, feel free to reach out to us. Happy reading!



PoconosVRO – SPONSORS

For products and services that support the mission, vision and values of PoconosVRO, we offer an Affiliate Member Program. By joining PoconosVRO this way, businesses show their support for our members, guests, and local residents. Affiliate members help our efforts to convey that the Poconos vacation rental industry can be responsibly operated, reasonably regulated and a vibrant part of our local economy and way of life.

Become a Sponsor!

We are proud to announce our first Sponsor: **NOISE AWARE**. We look forward to a special event this fall and special benefits for our members!



Become a Member!

Membership Update

We are half way to our immediate membership goal with just over 50 members. We are hoping for your support as a Member for Poconos VRO! *Advocacy can't happen without your support! Your support is crucial in promoting and amplifying important causes and bringing about meaningful change.*

Click here to join now

If you know of anyone else who has a rental property and might be interested in membership, please forward this message to them and ask them to **join**.

August was a busy month!

PoconosVRO took the regional stage in a special event with **Rent Responsibly**: Better Stays Together: Northeast. We joined forces with our friends at Vrbo and Expedia Group, Vermont STRA, Poconos VRO (featuring panelist, Ricky Cortez), Finger Lakes VRA, and VRP of Maine with two jam-packed hours to get ready for fall 2023 and beyond.

HIGHLIGHTS: *Over 500 registered attendees!*

- Travel data and forecasts to adapt to booking trends
 - Marketing tips to get more bookings and better guests
 - Guest screening and user data for increased bookings
 - Regulatory updates to keep your finger on the pulse
-

We also hosted a special event with **Minoan**, an innovative leader in products for your rental home incorporating purchasing, tracking, and management for your furnishings and supplies.

Members can access recaps of the events in the links below!

Our August meeting was jam packed. Our Board discussed several past, upcoming events, sponsors, planning for our 2024 trade conference with help from **Pocono Mountain Visitors Bureau**, and upcoming proposed regulatory legislation.

Members of our board met with PA State Rep. Doyle Heffley on his proposed STR legislation, House Bill 1363. PoconosVRO is concerned that this legislation does little to advance our industry as it proposes new state level fines for what is local jurisdiction, creating complications and not solutions. We suspect it will not be the only time we meet representative Heffley on the subject.

Poconos VRO is pleased to announce two new board members with great connections to help our organization's goals. The new members are:

Cindy Knecht - Broker/Owner of Carr Realty of the Poconos as well as a Director of the Pocono Mountains Association of Realtors where she also serves as the Chair to the Short Term Rental Committee and sits on the Government Affairs committee.

Brian Bossuyt - Executive Vice President/CMO at the Pocono Mountains Visitors Bureau and active in organizations that promote the Poconos as a tourist destination.

We are currently seeking a volunteer to take over the Secretary's role as other time commitments have made it difficult for our current Secretary to continue. Read more about the board here: <https://poconosvro.wildapricot.org/Board-of-Directors>

Subscribe for more Events, News & Updates

SEPTEMBER EVENTS

September 12; 7:30 PM - 8:30 PM

September Meeting

Join us for our monthly meeting and put on your calendar for the 2nd Tuesday of each month!

September 22; 2:00 PM

The No BS Podcast & Poconos VRO Ask Anything Town Hall

Mateo and John from the no BS podcast are bringing their no BS insight and industry knowledge to a special for us town hall style webinar where they're an open book for vacation rental questions and concerns.



 POCONO/
VRO ASK ANYTHING TOWN HALL


the no **BS** podcast

thenoBSpodcast.co

SEPT 23
FALL CLEANUP

PickUpThePoconos.com



 LEAVE NO TRACE

Over the past five years, this event has continued to grow thanks to dedicated volunteers like you. Through the collaborative efforts of the community and the Pocono Mountains Visitors Bureau's anti-littering initiatives, just under 34,000 bags of litter have been picked up and properly disposed of throughout Wayne, Pike, Monroe and Carbon counties.

Please [share this event](#) with other hosts, on your pages and in your communities to show our support for a clean and beautiful Poconos!

PickUpThePoconos.com

[Click here to signup](#)

Our MEMBERS Section for August

[Better Stays Together: Northeast](#)

[The 5 truths of furnishing with Minoan](#)

[PoconosVRO August Meeting](#)

and Access to our [Membership Directory!](#)

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OUR SPONSOR



This message was sent to you by [Poconos Association of Vacation Rental Owners](#)