

2025 ECONOMIC IMPACT REPORT



Prepared by
**Poconos Association of
Vacation Rental Owners**

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POCONOS VRO



→ Mission

To represent and advance the interests of vacation rental owners in the Poconos and advocate for practical short-term rental regulation; while providing members with the educational, networking, and resources they need to run responsible businesses.

→ Vision

To be the voice for the vacation home and short-term rental industry in the Poconos.

→ Values

We value a thriving vacation home rental industry in the Poconos that strengthens the regional economy and maintains the character of vacation home communities and nearby neighborhoods.

PVRO Members are committed to operating quality STRS, we believe in being good neighbors. We believe in providing homes that are managed, maintained, and appropriately used in a manner that adds to the value and vitality of our beautiful Pocono Mountains and continues to be a major draw for visitors and the tourism industry.

Our Good Neighbor program demonstrates our commitment to these values, and we support efforts to bring all owners and operators to this standard.

LETTER FROM THE EXECUTIVE DIRECTOR

Rebecca Gallagher

POCONOS ASSOCIATION OF
VACATION RENTAL OWNERS



Short-term rentals (STRs) are a powerful and positive force in the Pocono Mountains economy—supporting local businesses, creating jobs, and bringing new energy and investment into our communities.

Across Wayne, Pike, Monroe, and Carbon Counties, STRs generate an estimated \$1.8B–\$2.5B in total economic impact annually, supporting thousands of local jobs and driving consistent, year-round spending at restaurants, shops, attractions, and service providers. These are not abstract numbers—they represent real opportunities for local families, small businesses, and communities to thrive.

At their best, STRs also make second-home ownership more attainable for middle-class families, while contributing significantly to local tax bases—often without placing additional burden on services like schools.

Just as importantly, today's STR industry is evolving. What was once informal has become increasingly professional, with owners operating as responsible small business owners who understand their role in the community.

The Poconos VRO is proud to play a leading role in that evolution. We believe strongly in:

- **Collaboration** between owners, neighbors, municipalities, and industry partners
- **Clear, fair, and enforceable regulations** that prioritize safety and accountability
- **Targeted enforcement that addresses problem properties—while allowing responsible operators to succeed**

Because the reality is simple:

The vast majority of STR owners operate responsibly and contribute positively to their communities. At the same time, we fully support identifying and **shutting down bad actors** who fail to meet reasonable standards.

Programs like our **Good Neighbor Initiative** are designed to raise the bar across the industry—ensuring that STRs enhance, rather than disrupt, the communities they're part of.

This report is intended to provide a clear, fact-based understanding of the role STRs play in the Pocono Mountains. More importantly, it reflects our commitment to being a **trusted partner** in shaping a future where tourism, community, and economic growth move forward together.

STR HISTORY & PERSPECTIVE



The Pocono Mountains have been a second-home destination for more than 100 years. For generations, families from nearby metropolitan areas like New York and Philadelphia have invested in cabins, lake houses, and mountain retreats—using them for personal getaways while contributing to the region’s local economy.

Historically, these homes were used part-time and often sat vacant for much of the year, with occasional rentals arranged informally through local networks like word of mouth or relationships with local realtors.

The core concept hasn’t changed—but the way these homes are utilized has evolved.

The emergence of platforms like Airbnb and Vrbo has expanded access to short-term rentals, making it easier for homeowners to responsibly rent their properties and for travelers to discover and book accommodations in the Poconos.

This shift has:

- **Increased** the visibility of the region as a travel destination
- **Improved** utilization of existing homes
- **Enabled** more homeowners to sustainably maintain second properties

As a result, what was once an informal, small-scale practice has grown into a more structured and recognizable part of the region’s tourism economy. In 2025, vacation rentals generated \$387.1 million in tracked lodging revenue, compared to \$358.4 million from hotels. **You’re reading that correctly: short-term rentals accounted for 51.9% of all hotel tax collections in the Pocono Mountains in 2025.**

Today’s vacation rental market is the natural evolution of a long-standing Pocono tradition. As the vacation home sector has grown into a leading force in the region’s tourism economy, so too has the need for professional management, responsible operation, and thoughtful public policy.

Vacation rentals are no longer a niche segment of the lodging industry. They are a major economic engine that supports local businesses, generates tax revenue, creates jobs, helps families maintain second homes, and provides millions of visitors with a uniquely Pocono experience. Understanding their impact is essential to understanding the modern Pocono economy itself.

STR FACTS & FIGURES IN THE POCONOS



→ **\$7.2B**

Overall Estimated Total
Tourism Reginal Impact

→ **\$40M**

Overall Estimated STR Property
Tax Contribution

→ **2,595**

Number of Booked STR listings in
2025

→ **6,119**

Number of Available STR listings
in 2025

→ **\$354***

Average Daily Rate
*up 13% vs 2024

→ **42%** Adjusted Paid & Owner
33% Adjusted Paid

Average Occupancy Rate Annually

Source: 2025 Key Data. Figures represent estimated tourism and guest spending impact across the Pocono region.

ECONOMIC IMPACT OF TOURISM ACROSS THE FOUR COUNTIES

WAYNE



TOTAL ECONOMIC IMPACT

\$932.2M

GUEST SPEND

\$633.6M

PIKE



TOTAL ECONOMIC IMPACT

\$1,278.4M

GUEST SPEND

\$838.5M

CARBON



TOTAL ECONOMIC IMPACT

\$890.1M

GUEST SPEND

\$615.6M

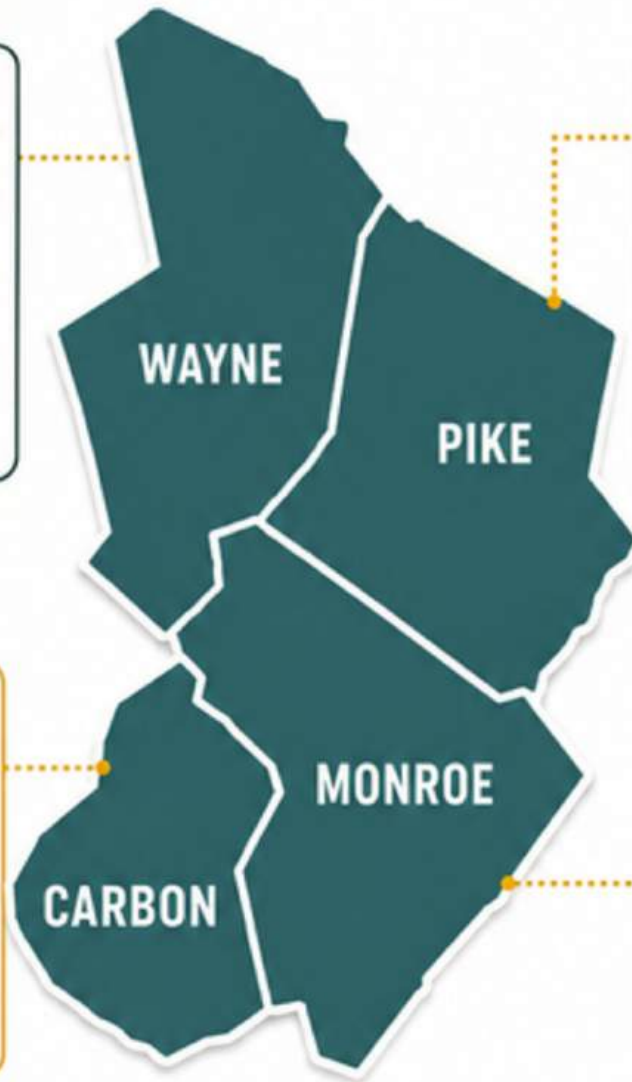
MONROE



TOTAL ECONOMIC IMPACT

\$4,170.2M

GUEST SPEND

\$2,801.1M

ESTIMATED TOTAL ECONOMIC IMPACT:

\$7.2 BILLION

OVERALL GUEST SPEND:

\$4.8 BILLION

HOW TOURISM INCLUDING STRS IMPACT THE LOCAL ECONOMY

→ 38,347

Estimated Employment Impact:
Direct + Indirect Jobs Supported

→ STRS: 51.9%,
HOTELS 48.1%

% of Total Hotel Tax Collected

→ \$40,088,103

Overall Revenue for 2025
for all Four Counties

→ \$2,250 –
\$3,750

In Local Spending
Typical 3-night stay (family of 5)

→ \$26,796,886

Overall Revenue for 2025
for Monroe County

→ \$900M – \$1.3B

Estimated Annual Guest
Spending (non-lodging)
\$124 per person per day

HOW STRS IMPACT THE LOCAL ECONOMY



Jobs

Short-term rentals support a broad network of local jobs across housekeeping, maintenance and trades, landscaping, property management, and construction.

Industry benchmarks indicate that every 10 to 15 STR properties support one full-time equivalent job, underscoring their role as consistent and scalable job creators within the region.



Property Taxes

STR properties are net contributors to the local tax base.

The majority of STR properties in the Pocono region are non-primary residences. While primary residences both contribute to and draw from municipal resources, STR properties contribute at full tax rates while placing limited demand on the services those revenues support.



Home Values

STR demand has strengthened the Pocono real estate market in three concrete ways:

- expanded the pool of buyers willing to invest in second homes
- helped stabilize property values by giving owners a reliable income stream
- incentivized ongoing reinvestment — upgrades to kitchens, bathrooms, decks, and amenities that raise the quality of the housing stock region-wide



Local Services

STR owners contribute to local services through four tax streams:

- property taxes that fund municipal budgets directly
- hotel/lodging taxes collected on every guest stay
- sales taxes generated by guest spending across the region
- transfer taxes which are collected every time a property sells (which is statistically more often than a house used as full-time residence).

GOOD NEIGHBOR PROGRAM

As short-term rentals have grown across the Pocono Mountains, so too has the importance of ensuring they operate in a way that respects and supports the communities they're part of.

The reality is simple:

The vast majority of STR owners are responsible, thoughtful operators who take pride in their homes and care about being good neighbors. At the same time, a small number of poorly managed properties can create outsized impacts—shaping perceptions and driving concern at the local level.



The answer is not broad restrictions that impact everyone equally. The answer is clear expectations, strong communication, and accountability.

The Good Neighbor Program helps vacation rental owners promote responsible guest behavior, support local businesses, and show that our industry is committed to being part of the solution. Through simple tools, guest-facing resources, community partner discounts, and member listing opportunities, the program helps connect visitors with the best of the Poconos while reinforcing respect for the communities they are visiting.

For local leaders, business owners, residents, and property owners, this program is a direct way to see how Poconos VRO members are working to support responsible tourism, protect property rights, and strengthen the local economy.

Poconos VRO is helping vacation rental owners, local businesses, and community leaders work together through the Good Neighbor Program. Visit www.poconosvro.org to learn more, connect with member properties, and explore how responsible vacation rentals support the Pocono Mountains economy.

Poconos VRO Good Neighbors pledge to:

- ✓ Obtain all required township, county, and community association permits and licenses.
- ✓ Adhere to all STR-related laws and regulations.
- ✓ Follow the rules and guidelines of their community associations.
- ✓ Maintain clean, safe, and guest-ready properties.
- ✓ Vet guests and communicate community guidelines for preserving quality of life.
- ✓ Commit to best practices in responsible hosting and stewardship.
- ✓ Support the principles set forth by Poconos VRO.

→ What It Means for Owners & Operators

- Clear operational standards
- Guest screening and communication
- Rapid response expectations

→ What It Means for Guests

- Transparent expectations
- Respect for neighbors and communities
- A higher-quality experience

VRO VISION OF THE FUTURE OF STRS IN THE POCONOS

1. Connect with Community

- Strong, ongoing relationships between STR operators, neighbors, HOAs, and local officials
- Increased transparency and communication, reducing misunderstandings and conflict
- Active participation by the broader STR community in local meetings, initiatives, and community-building efforts
- A shift in perception—from STRs as an unknown variable to STRs as engaged, accountable members of the community

2. Support Local Economy

- Continued growth in tourism-driven spending that supports small businesses year-round
- Expanded opportunities for local service providers, from housekeeping to skilled trades
- Increased economic stability in shoulder seasons through more consistent visitor demand
- Recognition of STRs as a key pillar of the region's broader tourism and hospitality ecosystem

3. Improve Quality of Life

- Higher operating standards across STR properties, resulting in fewer disruptions and complaints
- Targeted enforcement that identifies and addresses problem properties quickly and effectively
- Widespread adoption of best practices through programs like the Good Neighbor initiative
- Preservation of neighborhood character while allowing responsible property use



4. Exceptional Guest Experience

- Clear expectations and communication that lead to better guest behavior and fewer issues
- Consistently high-quality accommodations that reflect well on the Pocono Mountains as a destination
- Increased repeat visitation and longer stays, strengthening the region's tourism base
- A reputation for professionalism that benefits both STRs and traditional lodging providers

TWO DATES ONE STRONGER STR COMMUNITY

→ **STR Advocacy Summit** | SEPTEMBER 17, 2026

Camelback Resort | Tannersville, PA

Short-term rental owners across Pennsylvania are facing challenges that threaten the very existence of their STR business. The PA Assembly, County governments, Townships, HOA Boards, and neighborhood groups are considering restrictions, higher fees and even bans on STRs. **What can YOU do to stand up & speak up?**

This half-day summit is designed for vacation rental owners, operators, community stakeholders, and local partners who want practical, professional tools for navigating the future of short-term rentals in Pennsylvania.

FIND YOUR VOICE. ADVOCATE. COMMUNICATE. LEAD.

Learn More: <https://poconosvro.org/STR-Advocacy-Summit>

→ **Poconos STR Conference** | APRIL 1, 2027

Kalahari Resorts & Conventions | Pocono Manor, PA

The Poconos STR Conference is the **Northeast's premier event for short-term rental owners, investors, property managers, and industry partners.** This high-energy, one-day conference brings together 500+ STR professionals for powerful education, meaningful connections, and practical strategies you can implement immediately.

Whether you're exploring your first listing, managing a portfolio, or working alongside STRs as a Realtor, lender, or local supplier—this event delivers the community, education, and strategies you need.

LEARN. CONNECT. GROW.

Learn More: <https://poconosvro.org/Poconos-STR-Conference>

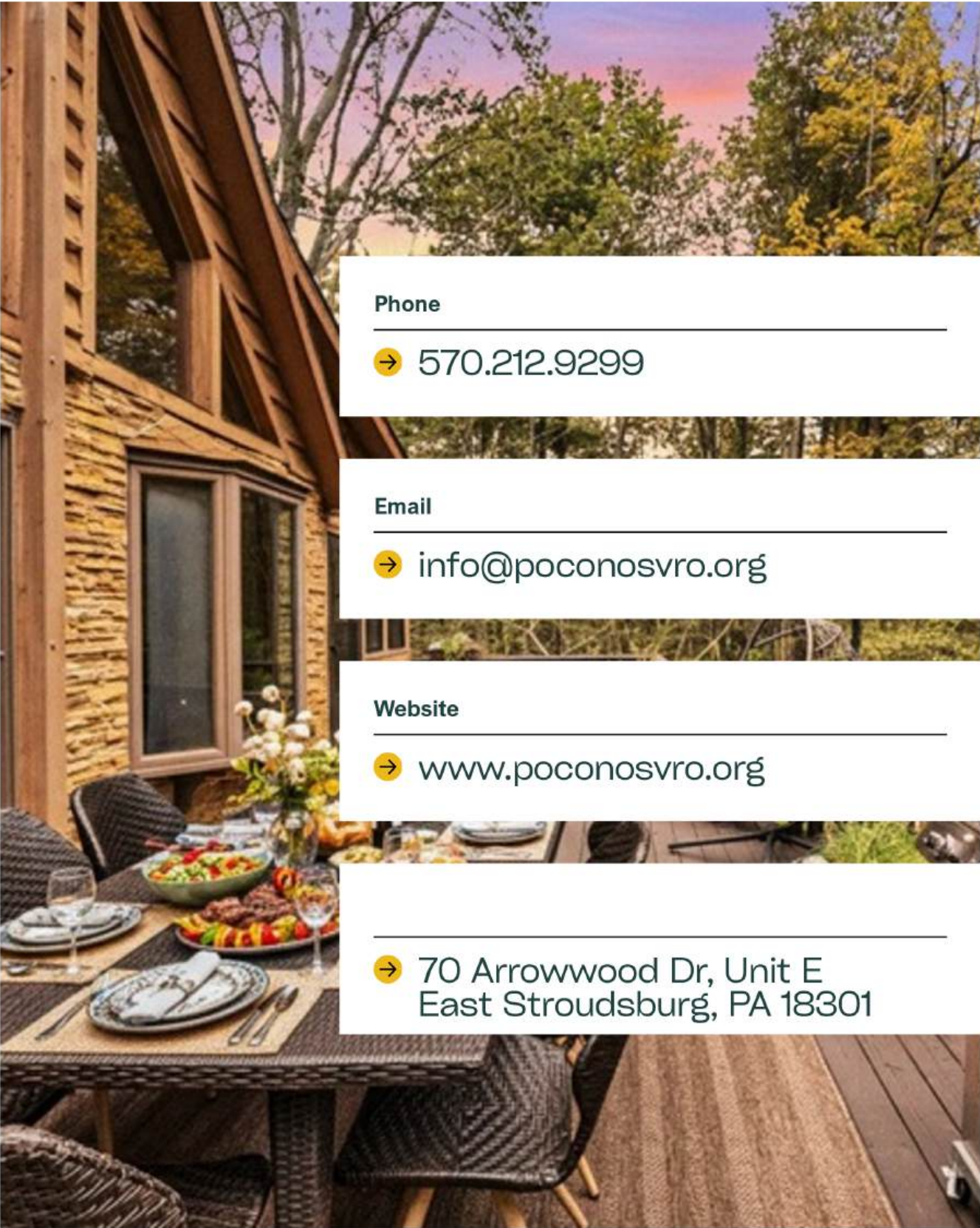
TAKE THE REPORT WITH YOU. STAY AT THE TABLE

Access the full digital Economic Impact Report, including Key Data methodology, definitions, source notes, and downloadable resources for township, HOA, and community conversations.

Scan the QR code to view the report, explore the data, and join Poconos VRO.



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