



PRESS RELEASE
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Endless Mountains Visitors Bureau Launches New Membership Structure; Applications Now Open

Tunkhannock, Pennsylvania – The Endless Mountains Visitors Bureau is now accepting membership applications for 2023. Businesses in Sullivan, Susquehanna, and Wyoming counties are encouraged to apply.

Applications are due on January 16 for first-time members and January 20 for returning members.

New this year, the Endless Mountains Visitors Bureau is offering free and paid membership options. Free membership includes benefits such as listings in the annual guidebook and the visitors bureau website. Paid membership provides additional perks, including marketing services, brochure distribution, representation at trade shows, and more.

There will not be dues for paid membership—the only requirement will be to take out an advertisement in the annual *Guide to the Endless Mountains*. The visitors bureau prints and distributes over 100,000 guides each year.

“Since the pandemic, many tourism agencies have moved away from the traditional dues-based approach. The new structure will allow us to expand our reach with first-time members and enhance our services for our existing members,” explained Jean Ruhf, Executive Director of the Endless Mountains Visitors Bureau. “When our members thrive, the entire Endless Mountains region benefits.”

Due to the room tax, hotels and accommodations in the three-county region can receive the benefits of paid membership at no cost.

Businesses outside of the Endless Mountains region may apply for paid membership only. At this time, the visitors bureau cannot accept applications from lodging outside of the region.

A full list of membership benefits and downloadable applications are available online at endlessmountains.org/become-a-member/. You can also request a hard copy by calling the Endless Mountains Visitors Bureau at (570) 836-5431.

The Endless Mountains Visitors Bureau is the designated tourism promotion agency for Sullivan, Susquehanna, and Wyoming counties. Since 1962, this non-profit organization has marketed the region and promoted its members through regional, state, and national publications; newspapers; broadcast media; trade shows; online publications; and more.

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