



PRESS RELEASE
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Contact: Endless Mountains Visitors Bureau
5405 SR 6
Tunkhannock, PA 18657
(570) 836-5431
info@endlessmountains.org

Visitors Bureau Provides Free Resources for Local Businesses

Tunkhannock, Pennsylvania – The Endless Mountains Visitors Bureau (EMVB) is accepting new membership applications for 2024. Membership is free for businesses and organizations in Sullivan and Wyoming counties.

Membership benefits include a listing in the annual visitors guide, a page on the EMVB website, brochure distribution, marketing services, representation at trade and travel shows, co-op advertising, and more.

“Being a member of EMVB opens a door to so many resources we otherwise wouldn’t have access to,” said Laurie Cimino of Highland Real Estate and the Dushore Area Business Association.

EMVB currently serves over 300 members, including shops, restaurants, lodging, museums, arts and culture venues, civic organizations, event venues, farms, and more.

“We greatly value our membership to the EMVB. We see benefits from brochure distribution, visits from travel writers, promotion on endlessmountains.org and their social media outreach, as well as education in promotion and a resource that connects us with other local businesses and organizations,” said Erica Rogler, executive director of the Wyoming County Cultural Center at the Dietrich Theater.

To be included in the 2024 visitors guide, new members should submit their application by December 31, 2023. Applications and a full list of membership benefits 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 or visiting the office at 5405 SR 6 in Tunkhannock.

“Small, local businesses don’t always have the time or staff for marketing,” explained Jean Ruhf, executive director of EMVB. “That’s where EMVB can help. We spread the word in Northeastern Pennsylvania and beyond. In fact, EMVB distributes our guide in three states, works with PR professionals throughout the Mid-Atlantic, and assists visitors from all over the country.”

Businesses outside of Sullivan and Wyoming counties may apply for membership at a fee of \$200 per calendar year. At this time, EMVB cannot accept applications from lodging outside of the two-county region.

The Endless Mountains Visitors Bureau is the designated tourism promotion agency for Sullivan 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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