



PRESS RELEASE

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Visitors Bureau Celebrates National Travel & Tourism Week

Tunkhannock, Pennsylvania – The Endless Mountains Visitors Bureau (EMVB) will honor National Travel and Tourism Week on May 19-25, 2024. This annual celebration recognizes travel’s crucial role in driving economic growth, enriching our communities, creating job opportunities, inspiring new businesses, and elevating quality of life.

In the Endless Mountains, tourism helps small, local businesses to thrive. According to the most recent report by the Pennsylvania Tourism Office and Tourism Economics, visitors spent nearly \$100 million on lodging, food, retail, recreation, and transportation in Sullivan and Wyoming counties in 2022. The travel and tourism industry also directly supported 650 jobs across the two counties.

To celebrate, EMVB will offer special basket raffles at the Keystone Welcome Centers at I-81 in Great Bend, I-80 in Delaware Water Gap, I-84 in Matamoras, and Route 15 in Tioga. The baskets feature locally made treats and crafts.

National Travel and Tourism Week is also the perfect time to visit EMVB’s office.

“We offer wonderful resources, not just for tourists but also for local residents searching for fun things to do,” said Jean Ruhf, executive director of EMVB. “We have hundreds of brochures about local events, attractions, parks, trails, and more. Come and discover all there is to see and do in the Endless Mountains and beyond.”

The EMVB office is located at 5405 SR 6 in Tunkhannock (on Mile Hill near the former Geisinger building). It is open Monday through Friday from 8 a.m. to 4 p.m. An outdoor kiosk is stocked with maps and brochures 24/7.

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 through regional, state, and national publications; newspapers; broadcast media; trade shows; online publications; and more. To learn more, contact EMVB by calling 570-836-5431, visit endlessmountains.org, or follow PA Endless Mountains on [Facebook](#) and [Instagram](#).

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