



POCONO MOUNTAINSSM

VISITORS BUREAU

Lansford Tourism Development Project - 2025

Lansford – Tourism Viability Variables

- Located within the Pocono Mountains of Carbon County. The County attracts approximately 3 million visitors each year.
- Major products currently utilized are Jim Thrope, whitewater rafting (multiple purveyors), Blue Mountain Ski Resort and the Reading and Northern rail excursions
- Guests are familiar with the geography of the County
- Guest spending in the County is robust. It is projected that over \$500,000 million in economic benefit is provided to the County in guest visitation. A significant portion of those dollars are out of State.
- 50% of the guests are from the NY DMA and 25% are from the Philly DMA



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Lansford – Tourism Viability Variables

- An opportunity exists to develop heritage tourism product in Lansford connected with the PMVB History Trail.
- The redevelopment of Lehigh and New England station will add significant product that can be packaged for guest visitation
- In addition, other historic product exists with significant storytelling potential. For example, the Molly Maguires, mining history and the role that anthracite played in the industrial deployment of not only the US, but the balance of the industrialized nations during the 19th and 20th centuries
- Potential exists to develop tour product in the context of historical period themes
- Also, some very interesting storytelling around Frank Sinatra and the Dorsey Brothers



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Lansford – Next Steps

- Study the historic aspects of the product package and propose tours
- Ensure that the town is ready to welcome and service the guest correctly
- Package with existing product (Jim Thrope) to extend guest stay and generate additional overnight potential
- Seek market partners to produce and execute the tours
- Establish roll out timeline



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