



THE EXPLORER

Tourism and Recreational Development Committee, Democratic Caucus

State Representative Malcolm Kenyatta • 181st Legislative District • Democratic Chairman, Subcommittee on Travel Promotion, History & Heritage



Local companies partner to make ecotourism thrive

The International Ecotourism Society defines ecotourism as responsible travel to natural areas that conserves the environment, sustains the well-being of the local people and involves interpretation and education.

A popular tourist destination in the Pocono Mountain region – Pocono Raceway – will be adding ecotourism to its list of attractions with a new organic farm located on raceway property.

Pocono Organics, a non-GMO farm that produces organic food through “regenerative” agriculture designed to reverse climate change – is constructing a 30,000-square-foot state-of-the-art-barn for food processing and storage. The barn will be attached to nearly 40,000 square feet of greenhouses providing year-round harvests. The farm will draw its power from the 3 megawatt, 25-acre solar farm that also powers Pocono Raceway.

The barn’s “living,” vegetative roof will capture rainwater for reuse and create a robust composting program. Rodale Institute, a leader in regenerative farming, is partnering with Pocono Organics to lend its expertise.

In the near future, Pocono Organics will launch a veteran farmer training program that will provide veterans an opportunity to reintegrate into civilian life. Five veterans will live in a five-bedroom house onsite for 2-4 months. The veterans will participate in a hands-on program, learning from experts in indoor and outdoor growing.

The farm will also feature an organic farmer’s market to allow the community to purchase organic food year-round and participate in seasonal organic farming programs. There will also be space for special events, weddings, programs and festivals.

It’s exciting to see these companies opening the door to new green ways of engaging the community.



Sources: *The International Ecotourism Society, Pocono Raceway and Rodale Institute.*

Tourism Facts:

Tourism is an economic driver. The Pocono Mountains is comprised of four counties: Carbon, Monroe, Pike and Wayne. Travelers spent an estimated \$3.9 billion within the region in 2017. In Carbon County, travelers spent \$426.5 million. In Monroe County, travelers spent \$2.3 billion. In Pike County, travelers spent \$691.9 million. In Wayne County, travelers spent \$462.3 million.

Employment within the region resulted in a total of 26,010 jobs in 2017, including 2,947 in Carbon County, 14,488 in Monroe County, 5,322 in Pike County, and 3,253 in Wayne County. Tax revenue for state and local governments generated \$369.3 million in 2017: \$36.5 million in Carbon County; \$217.8 million in Monroe County; \$71.2 million in Pike County; and \$43.8 million in Wayne County.

Source: *The Economic Impact of Travel and Tourism in Pennsylvania (Tourism Economics, 2017).*

Destination Inspiration



The Pocono Raceway offers a variety of onsite attractions.

Race-related activities provide guests with an authentic race day experience. These activities are great for birthday celebrations, weekend adventures, bachelor parties and team-building activities.

Other outdoor activities within proximity to the raceway include Pocono Tree Ventures, which provides ropes courses for adults and children, and Pocono Action sports, which offers water activities for adults.



Drive Your Own Car on Track

- Includes: two 15-minute sessions on the racetrack with no speed limits and passing allowed.
- A 10 + mile drive features 4 laps of adrenaline-filled fun on the speedway racetrack, while a 20 + mile drive features 8 laps on the track.



Stock Car Racing Experience

- Drive a 600-horsepower NASCAR-style stock car traveling at 160 mph around NASCAR's famous Pocono Raceway.
- Includes: one-hour training session, classroom instruction, race car orientation, safety gear and discovery laps in a passenger van for racetrack orientation. Conducted between May and October, with approximately 30 racing dates available on weekdays and weekends.



Pocono Tree Ventures

- 5 courses are available, varying in height and difficulty. Great for corporate outings and team-building exercises, birthday parties and family reunions.
- Includes: TruClimb (2 trees have been turned into climbing "walls"), Kid Ventures (2 kid-friendly courses for children ages 4-7), and the new attraction Pocono Zip Quest (offers 9 ziplines connected by ladders and bridges).

Pocono Slingshot Rentals

■ Half-day and full-day rentals are available. Half-day rentals are 4 hours in length; great for sightseeing. Full-day rentals are 8 hours in length; great for exploring the Pocono Mountains area.

■ There are three suggested routes: the Jim Thorpe Ride, the Lake Wallenpaupack Ride; and the Hickory Run and Francis E. Walter Dam Ride.



"Race a Pro Kart" Experience

- Introduction to team pro kart racing. The program provides professional training, personal training and 30 minutes of behind-the-wheel training.
- 3-hour individual kart race that includes a team with two other participants. Individuals can compete with up to 13 other teams.



Pocono Action Sports

- Located at the Lighthouse Harbor Marina on Lake Wallenpaupack.
- Available 7 days a week, weather permitting. Rentals for ski boats, pontoon boats, premium pontoon boats, fishing boats, sailboats, personal watercraft, paddleboards, kayaks, knee boards and single-rider tubes.

For more information, be sure to check out the Pocono Raceway website by visiting www.poconoraceway.com.

Natural Wonders



Big Pocono State Park

- Located in Monroe County.
- Home to the Cameltop Restaurant, which provides refreshments for park visitors. The restaurant is open daily from Memorial Day to Columbus Day.
- Offers: hiking, picnicking, wildlife watching, hunting, mountain biking, horseback riding and downhill skiing.



Tobyhanna State Park

- Spans two counties: Monroe and Wayne.
- Includes the Tobyhanna Lake. Tobyhanna is an American Indian word that means "a stream whose banks are fringed with alder."
- Offers: hiking, picnicking, camping, swimming, wildlife watching, boating, fishing, hunting, mountain biking, ice skating and snowmobiling.



Gouldsboro State Park

- Located in Monroe and Wayne counties.
- Includes the Gouldsboro Lake.
- Offers: hiking, picnicking, swimming, wildlife watch, boating, fishing, hunting and mountain biking.



Delaware State Forest

- Spans four counties: Pike, Monroe, Northampton and Carbon.
- Named after the Delaware River.
- Offers: 200 miles of shared-use hiking trails, scenic vistas, camping, hunting, fishing, 28 miles of all-terrain vehicle (ATV) riding, snowmobile trails, cross-country skiing and snowshoeing, nature education programs, horseback riding, mountain biking, boating, kayaking and canoeing.

Promised Land State Park

- Located on the Pocono Plateau, which is 1,800 ft. above sea level.
- Home of the Masker Museum, one of the largest civilian conservation corps museums in the commonwealth. The museum features: interactive stories, displays, artifacts, children's books and bird observation area. Open from Memorial Day through Labor Day.
- Offers: an environmental education program, a beach, Pickerel Point campground, hiking, swimming, boating, fishing, hunting, biking, mountain biking, horseback riding, orienteering, cross-country skiing, ice skating and snowmobiling.



Prompton State Park

- Located in Wayne County.
- Includes Prompton Lake.
- Offers: 26 miles of hiking trails, picnicking, boating, fishing, hunting, mountain biking, disc golfing, sledding and cross-country skiing.

Travel Tips

Time for a tune up?



The National Highway Traffic Safety Administration (NHTSA) recommends before hitting the road, schedule a preventive maintenance appointment with a qualified mechanic. Road trip vehicle maintenance should involve a check of your vehicle's tire pressure, seatbelts, fluid levels, air conditioner and lights.

