



PA Outdoor Adventure Pass Fast Facts for Media

Program Overview

- **Price:** \$69 annual pass
- **Eligibility:** Pennsylvania families with 4th or 5th graders
- **Season:** September through August (full year)
- **Access:** One experience per participating provider per pass year
- **Provider Network:** Participating providers statewide across all four seasons
- **Categories:** Ski resorts, caves, adventure parks, zoos, water sports, and more

Provider Partnership Model

- **Provider Cost:** Free to join. Providers design their own offers.
- **Offers:** BOGO, free admission, or percentage discounts (provider choice)
- **Participation:** Voluntary. Independent businesses across Pennsylvania.
- **Redemption:** Digital system. Families provide their name; providers verify in online database. No physical pass required.

Economic Context

- **Pennsylvania's outdoor recreation economy:** \$20.4 billion annually
- **Impact model:** One pass = multiple provider visits = tourism spending in local communities statewide

Program Operator

- **Organization:** Pennsylvania Outdoor Recreation Association (PORA)
- **History:** Evolved from ski industry roots dating back to 1978
- **Role:** PORA operates the pass program connecting families with pass experiences statewide
- **Launch:** September 2025

Media Contact

Lutricia Eberly Executive Director, Pennsylvania Outdoor Recreation Association (PORA)

Email: adventurepass@paoutdoors.org

Address: P.O. Box 412, Dillsburg, PA 17019

ONE PASS. ONE STATE. BIG ADVENTURE.