

Intro to New Jersey Division of Travel and Tourism



Dec. 2, 2016

Our Role

- ▶ Promote New Jersey as a premier tourist destination
- ▶ Draw tourists from other states and encourage residents to vacation at home
- ▶ Work with industry stakeholders to create tourism products and experiences that will encourage longer stays thus increasing the revenue to the State through tourism tax receipts.



Key Contacts

- ▶ Anthony Minick – Acting Director
- ▶ Michael Styles – Tourism Representative
- ▶ Colleen Karr – Grant Administrator
- ▶ Jennifer Stringfellow – Public Relations

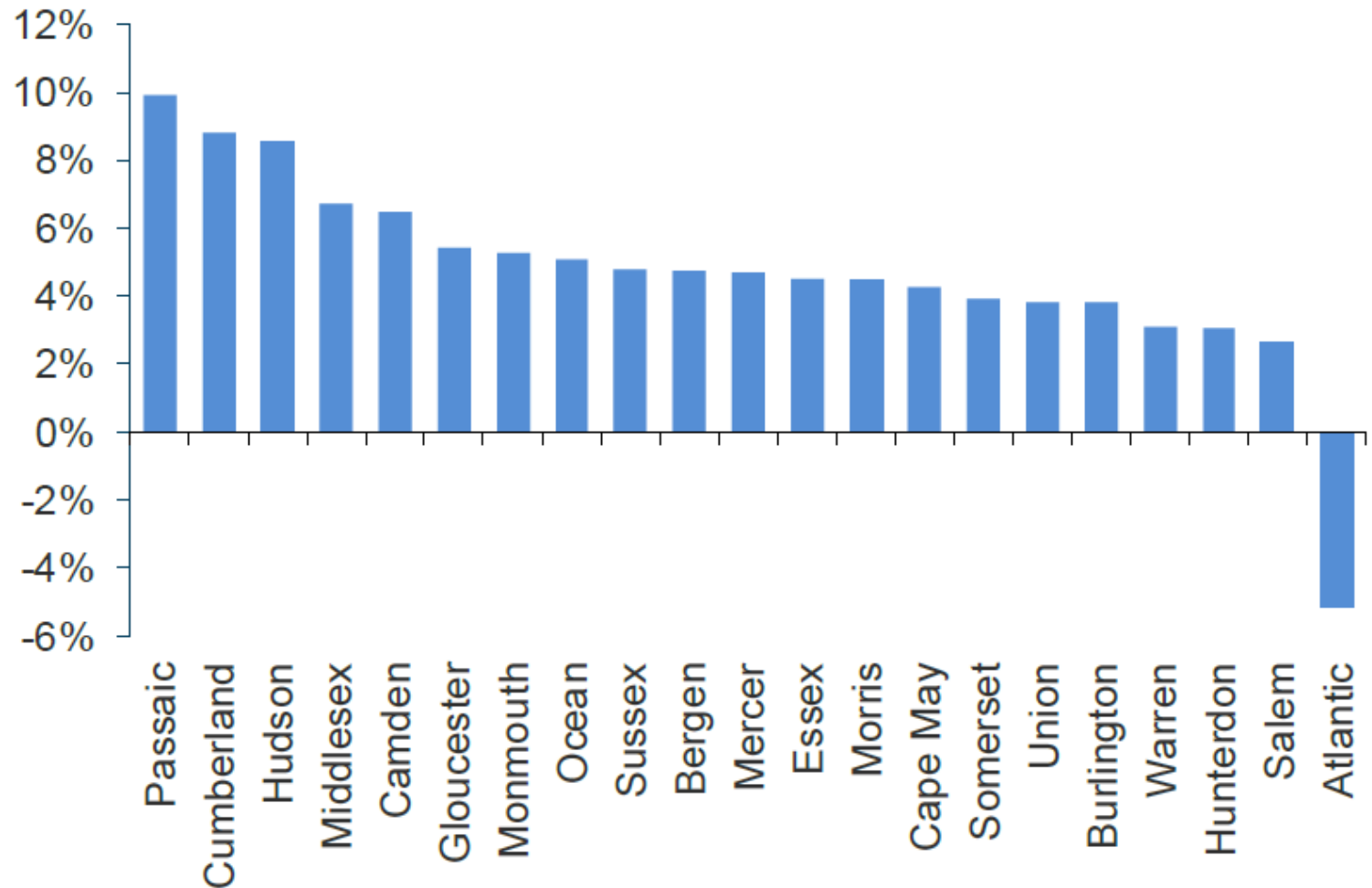
Tourism Economics Snapshot

- ▶ 2015 marks six straight years of spending and visit growth
- ▶ The tourism sector generated \$37.3 billion of state GDP in 2015, representing 6.6% of the entire state economy
- ▶ Only Atlantic City experienced declines
- ▶ Perfect summer weather helped drive strong growth in bed tax receipts in the summer months
- ▶ Initial read for 2016 appears positive
- ▶ Industry analysts project U.S. Tourism overall to continue growing through 2020

Growth in Tourism Industry Sales

2015, % change

Rectangular Snip



Source : Tourism Economics



Key Components of Our Current Marketing Efforts

- ▶ Marketing and Advertising (direct to consumers and Trade):
 - Network and Cable Television and Radio
 - Trade Print Advertising
 - Social Media
- ▶ Visitnj.org website designed to showcase New Jersey as a destination. Includes free hotel, restaurant and tourism-related businesses listed free of charge. Includes free events listings.
- ▶ We are about to kick off marketing planning for next year and beyond
- ▶ Potential web site update.



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SIX FLAGS GREAT ADVENTURE, JACKSON

What are you looking for? Where are you going? What interests you? When are you traveling?

Attractions in New Jersey

New Jersey is packed with dozens and dozens of fabulous destinations that offer fun, exciting and entertaining attractions for all members of the family. [Read More](#)

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New Jersey Travel & Tourism

FY16 Media Plan Overview

Fall/Winter

PO#8172392

| | | | Fall | | | | | | | | | | Winter | | | | | | | | | | | | | | | | |
|--------------|-----------|----------------|------|----|-----|----|----|-----|---|---|-----|----|--------|-----|----|----|-----|---|----|-----|----|---|----|----|----|---|----|----|----|
| | | | AUG | | SEP | | | OCT | | | NOV | | | DEC | | | JAN | | | FEB | | | | | | | | | |
| Outlet | Spot Type | Media Type | 21 | 28 | 4 | 11 | 18 | 25 | 2 | 9 | 16 | 23 | 30 | 6 | 13 | 20 | 27 | 4 | 11 | 18 | 25 | 6 | 13 | 20 | 27 | 3 | 10 | 17 | 24 |
| NY TV | Culture | :15 + :30 spot | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Philly TV | Culture | :15 + :30 spot | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NJTV/WNET | Culture | :15 + :30 spot | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NY Radio | Culture | :30 spot | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Philly radio | Culture | :30 spot | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NJ radio | Culture | :30 spot | | | | | | | | | | | | | | | | | | | | | | | | | | | |



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|----------------|-------------|-------------------------------------|------|----|-----|----|----|----|-----|---|----|----|-----|---|----|----|--------|---|----|----|-----|---|----|----|-----|---|----|----|----|--|--|--|
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| Digital | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| e-Miles | Culture | emails | ■ | | ■ | ■ | ■ | | | ■ | | ■ | | | | | ■ | | | | ■ | | | | ■ | | | | | | | |
| LM Media | Culture | emails | ■ | | ■ | ■ | ■ | ■ | ■ | ■ | | | | | | | ■ | | | | ■ | | | | ■ | | | | | | | |
| Cross Media | Culture | Banner/mobile/video | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Live Intent | Culture | Banner/mobile/native | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MNI | Culture | Banner/mobile/video | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NJ.com | Culture | RM banners/Mobile Sponsored Content | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Philly.com | Culture | RM banners/Mobile Sponsored Content | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Brightroll | Culture | preroll online/mobile | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| hulu | Culture | preroll online/mobile | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Brandpoint | Culture | Content Marketing | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Outbrain | Culture | Content Marketing | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Google | All Targets | Paid Search (Text Ads) | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Facebook | All Targets | | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Key Components of Our Marketing Efforts

- ▶ Business and events listings also appear in the annual NJ Travel Guide and the Events Guide



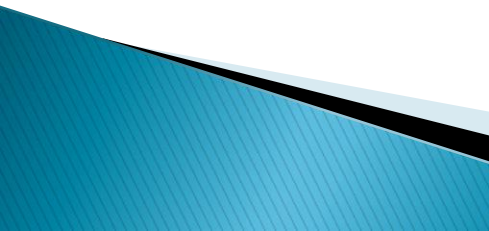
- ▶ Travel Trade show activities
- ▶ Grant Funding Programs



Regional Tourism Organizations

- ▶ The state division of travel and tourism works to generate awareness of New Jersey as a travel destination on a wide scale basis
- ▶ There is a significant amount of tourism marketing that occurs at a regional/local level
- ▶ We partner with a number of non-profit Destination marketing Organizations (DMO's) around the state who promote tourism locally





Engaging Local Municipalities

- ▶ Division of Travel & Tourism also seeks to actively engage local municipalities in order to:
 - Generate awareness of the importance of tourism
 - Educate regarding the resources that are available
 - Encourage tourism growth efforts
 - Provide technical support/advice.

New Jersey Travel and Tourism Destination Marketing Toolbox

- I. Get Listed on the state tourism website (www.visitnj.org)
- II. Add Events to the state tourism website (www.visitnj.org)
- III. Engage in the division's Social Media outlets: FB, Twitter, & YouTube
- IV. Literature Distribution Program
- V. NJ's Destination Marketing Organizations
- VI. Explore opportunities within the Division's two grant programs

Get Listed on the State Tourism Website (www.visitnj.org)

1. Email Cris Tarangioli at Cris.Tarangioli@sos.nj.gov
2. Subject line type: *“New Business Listing”*
3. State: *“Please add me to the visitNJ.org database so my business can be displayed on visitNJ.org.”*
4. Include: name of business listing, physical address, public phone #, website address, and a short few sentences that describes your business.
5. Contact name, phone number, and email for administrator’s use.
6. Once approved, you’ll be able to enhance listing.



Funding Programs

Cooperative Marketing Grant Program:

- ▶ Collaboration between division and NJ's travel industry.
- ▶ Funding provided to market specific tourism opportunities with awards ranging from \$2,000 - \$25,000.
- ▶ \$0.25 : \$1.00 match.
 - Brochure Creation and Distribution (\$2,000 - \$5,000) i.e., \$2,000 (\$500)
 - Advertising/Marketing of an event (up to \$15,000) i.e. \$15,000 (\$3,750)
 - General Marketing Plan (up to \$25,000) i.e. \$25,000 (\$6,250)

Destination Marketing Grant Program:

- DMO's primary function is to promote their defined destination.
 - A destination can be a single city, a group of municipalities, or a defined region.
 - The DMO works with stakeholders: hotels, restaurants, attractions, and smaller tourism entities.
 - The DMO must work with area businesses to drive visitation when and where it is most appropriate.
- 14 tourism-related organizations were awarded grants totaling over \$1.5 million to expand tourism marketing.

Contact: Colleen Karr 609-984-9413 e-mail Colleen.Karr@sos.nj.gov

