2015

Cape May County Tourism Conference

What's Trending in Tourism?

Meeting the Needs and Uncorking the Opportunities

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What's Trending in Tourism?

The Department of Tourism is undergoing some changes in the way we conduct the business of marketing Cape May County as a destination. There has been no greater impact on the leisure tourism industry than the Internet and more specifically, social media. Every trip begins with research and technology is changing how that's done. Travelers can gather information, make reservations and open the hotel room doors from a hand held devise. Wearable technology is here and visitors expect to be connected at all times. Mobile-friendly marketing is the future with desktop travel booking declining in 2014. Free and seamless Wi-Fi is a must and no longer an amenity; not offering it to your customer can be a deal breaker.

Social Media is powerful and far-reaching; every business can and is reviewed and rated in real time. Managing your online reputation is important; good or bad, it can go viral in minutes. As always, inconsistencies in what you promise and what you deliver will impact you today via mobile technology and well into the future since once it's out there in cyber space it stays out there. Being part of the tourism technology phenomenon is something every business owner and manager needs to be aware of, and involved in some way. Smart phones are giving travelers the ability to compare prices, book a room and have a dinner reservation made by the time they arrive. 'Generation Y' – those born between 1978 and 1994 – have grown up with the Internet and mobile technology. They are driving the mobile boom, relying on these devises to stay connected everywhere they go, not only to stay connected with friends and family home, but also learn and find places within the new destination.

Travel apps are making vacation planning easier and cuts time for the user. It is estimated that the average independent travel planner takes five hours to gather enough information to book a vacation. There are so many

online choices, all making the same promises and adding to the confusion. Travel apps do the work of the travel agent and within a few clicks the vacation is booked. An estimated 30 million U.S. users will use mobile technology to research travel information before booking their trip.

Taking the first step

After gathering data to determine our customer profile, implementing emerging travel trends and growing our investment in online advertising and lead generation, we have jumped into the digital marketing world with both feet. That being said, we are still hanging on to some of the tried and true methods of communicating with our customers, such as one-on-one conversations with potential visitors at travel shows and on the telephone. Our toll-free line is active and we have a person available to answer calls and respond to questions. We know we have a large customer base that wants printed brochures and needs to have a map in hand. However, we are taking our own advice and making changes in how we engage our digital customer to sell, or in some cases, resell the destination to a few of our closest 30 million friends who live within a 300 mile radius of Cape May County.

After years of following Baby Boomers, Gen Ys and Millennials, and asking them how they want to receive their information, we find we must continue to use a combination of traditional and digital marketing tools to get the message to our customers in the format they prefer. However, we see the impact of the Internet and the shift in balance toward digital marketing and we are on board. We are aware of the constant changes in the industry and the need to have the ability to keep up with our competitors to keep our message fresh and on among the top in search engine results. If our customer can't find us in the first few options, they are on to another source.

Facebook is experiencing its fastest growth among the 55 plus community. Twitter keeps people engaged and talking about us and the product. Pinterest, which started as a way to share home decor ideas, has become one of the newest travel planning tools in the digital marketing arena. Instagram and Snapchat are real-time marketing tools that will also add to our social media marketing mix. Selfies not only feature the user but also identify where they are taking the picture so they can share it with their friends. There are other crowd sourcing formats available to get potential visitors talking about us that we will continue to explore.

Social media is here to stay and is continually being improved. It is constantly changing, and just when you think you understand it, someone decides it needs to be improved. While it starts with a website, there is so much more we can and must do to engage our customers. Through the New Jersey Division of Travel and Tourism, the Department was awarded a $21,250 Cooperative Marketing Grant to develop a digital marketing program. With a match supported by the Board of Chosen Freeholders, we were able to dismantle what we had and begin the process of rebuilding a complete digital marketing platform that ties into many social media components. Our updated website is a work in progress and will be launched once we get all the elements in place. While we are connecting the social platforms, we are promoting the county through Internet advertising, gathering visitor leads and analyzing the results to better understand our customer.

We contracted with *Interfuse Complete Digital Marketing*, a division of *Collinson Media*, a company we have used for digital lead generation for the past five years. They were able to analyze our accrued digital database as part of the program to better understand our visitors and build a customized digital marketing plan from the ground up. The following is phase one of the program.

- Insights: Visitors PRIZM Study - is a comprehensive psychographic and lifestyle segmentation profile of our visitors based on our proprietary database.
- Online Reputation Audit: Social media messages are only part of your brand reputation. Interfuse was able to audit the "other half" of the conversation, provide a theme and sentiment analysis of online mentions through social and review sites that affect or add to our brand.
- Google Analytics Assessment: They dissected our online metrics to allow us to actually understand what these numbers revealed. Interfuse dug into our Google Analytics platform and is providing us with actionable insights into how our visitors interact with our brand online.

We started with the initial interview, which was somewhat similar to visiting a doctor for your annual physical exam; not something you want to do, but something you know you have to do. Just like most doctors today, they were young, confident and smart, but more importantly, non-judgmental. After our initial group interview, we were comfortable enough to put our social media inefficiencies in their very capable hands. We are now excited to be part of an impressive techie team and plugged into what is referred to as "Basecamp."

We were totally exposed and underwent a 30-day evaluation that included dissecting and analyzing our website, Facebook, Twitter and Pinterest accounts, we learned new terminology and found out some interesting digital marketing tips that we were able to apply immediately, and some will be implementing as we move forward. Every time we logged onto Basecamp, we feared the worse and were pleasantly surprised to learn from our team members that our social media issues were one hundred percent curable.

While we have a lot to learn, today we are trending, posting, sharing, linking, tweeting, retweeting, reaching, engaging, hashtagging, and at times, becoming part of the elusive 'conversation' and able to be interactive. We have followers, visits, shares and likes, and just like chocolate, we want more.

We are conscious of the steady growth of mobile devices and aware of the need for responsive design. We understand our online visitor demographic and target our comments and posts to give our 35-55 year old, majority female followers, what they want to know about the region, and changing our message to be friendly and entertaining for the Millenials. We have become obsessed with 'likes' and ‘unlikes’ and find ourselves consumed with our online reputation and those all-telling 'insights.' We know the day and time our followers are most active on social media and post at those times. The truth is... it's exhausting but productive.

Our marketing buys are based on impressions and we are watching the click throughs. We are developing a blog and getting a better understanding of how the platforms work together. Above all, we are making a concerted effort to remain consistent and true to our mission on all social media platforms to promote the events and tourism related activities of our countywide tourism partners. We want our followers to trust us to give them the

information they want and need to plan a day trip, weekend getaway or build a vacation around the diverse and unique assets found within the destination. We stay away from social commentary and posting information that is of no interest to our followers. We keep it short and concise and as always, pictures are worth a thousand words. We focus on diversity and the reason visitors come to the region.

We passed the reputation audit on every level, learned about our challenges, weaknesses and strengths, and at the end of phase one, we are collaborating to develop a game plan that will market us during every season throughout the year. The good news is... we have a high reputation among our followers. The bad news is... there is confusion when we include Cape or *Cape May* in our name. Our brand as a countywide destination, representing 16 municipalities, is diverted to one single resort, and while we love Cape May, we are tasked with promoting all the assets of the county. We need to make our message consistent among all social platforms and we need to keep our followers engaged and informed.

As part of the ongoing marketing plan, we are moving away from the Jersey Cape as an identifier in our tourism marketing efforts and will begin to use the Southern Shore as our collective name. This will allow us to move away from the unforgiving Internet searches that take us to one resort and give us an opportunity to label the county as a destination that geographically locates us as the towns along New Jersey's southern most part of the Jersey Shore.

This program will take a year to complete and we are getting regular digital guidance from our team leaders through Basecamp. As we move forward, our expectations are to expand our reach and grow our visitor base through digital outreach, in what is somewhat like a *match.com* program. Through software used by our digital managers, our database will be analyzed to determine the behaviors of our current customers and then matched with a larger database of similar online travel planners looking for vacation options that can be found in Cape May County.

2014 Cape May County Tourism Expenditures

2014 NJ Travel and Tourism Report, *Tourism Economics, Adam Sacks, President*

Cape May County remains second in Tourism Spending in 2014; however, growth in spending is up nearly $1 billion since 2010. (2010 - $4.80 Billion vs. 2014 $5.79 Billion)

Lodging	Food/Bev	Retail	Recreation	Transportation	Total
$2,296.3 Billion	$1,286.1 Billion	$1,153.5 Billion	$668.6 Million	$389.6 Million	$5,794.1 Billion

2nd homes Rental Income - $1,947.5 Billion. 47% of the total dwellings (48,350) in Cape May County are considered second or vacation homes. CMC has the highest concentration of second homes and ranks first in rental income in the state, out pacing other counties by $801.3 million in 2014.

Cape May County has 12.5 million visitors annually. 78% come during the summer season. Cape May County experienced growth in every sector measure, with a 5.2% increase in total spending in 2014.

CMC Total Tourism spending in 2014

- $5.793 Billion
- 5.2% increase
- $288 Million Increase in CMC

Employment

- 25,674 Direct Tourism Jobs
- 40.4% of Direct Employment
- 36,016 Total Impact Jobs
- 57% of Total Jobs
- Increase of 2%

2014 Occupancy Tax for Cape May County

- $8.8 Million – 2014 Occupancy Tax
- Steady growth in the occupancy rate realized an increase of 3.6% in lodging nationally and 9.2% in Cape May County.
- Occupancy Tax collection rates in Cape May County increased by $691,535.

Taxes (State and Local Receipts)

- $518.1 Million
- 2.1% increase
- 11.2% of Share of State

Cape May County Occupancy Tax Comparison (2013 vs. 2014)

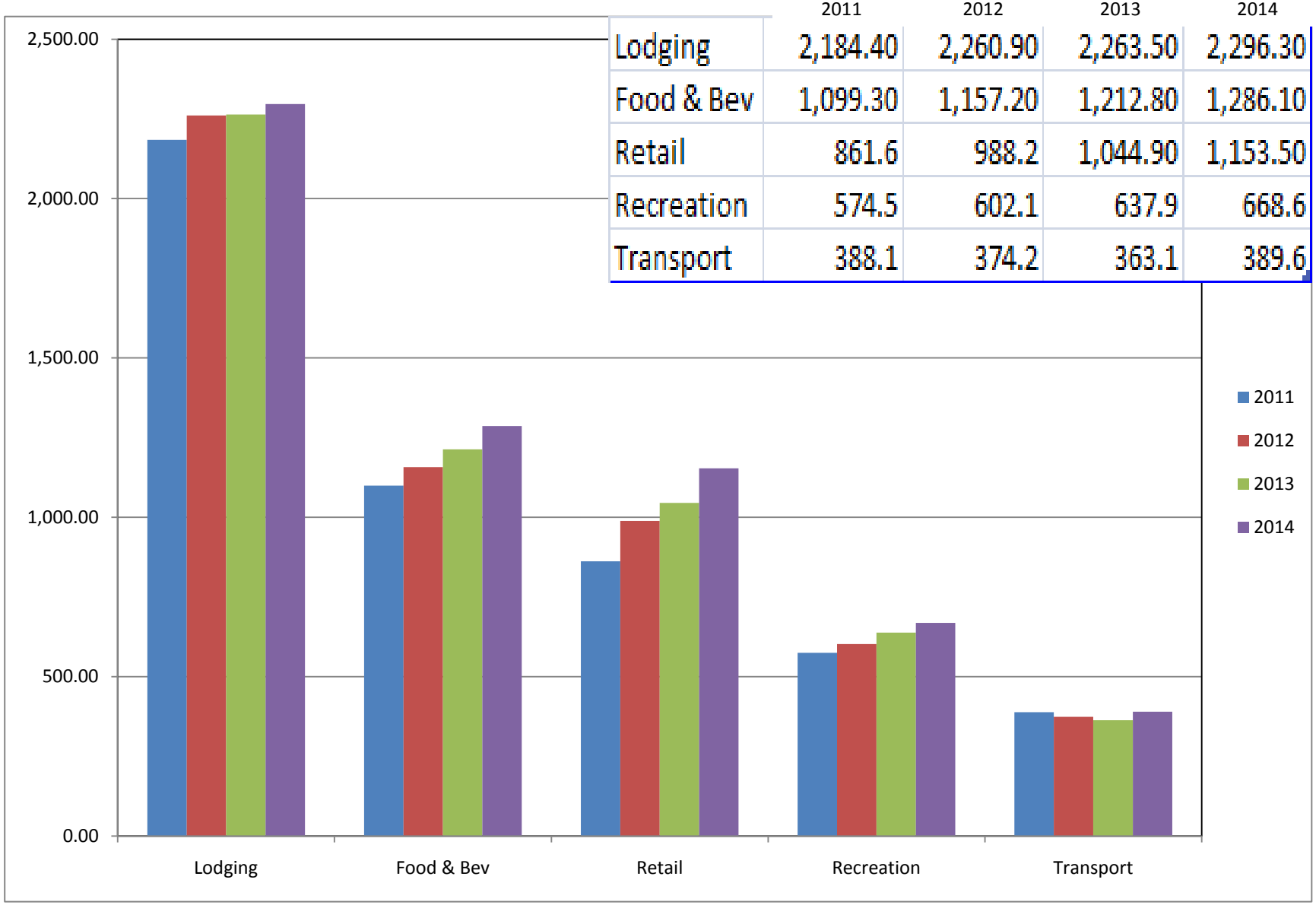
Jan 2014	Feb	March	April	May	June
$57,689	$76,744	$111,570	$204,436	$602,193	$1,247,238

July	August	Sept	Oct	Nov	Dec
$2,371,980	$2,601,765	$964,619	$341,228	$110,475	$126,433

Jan	Feb	March	April	May	June
$67,620	$79,315	$133,722	$180,203	$513,954	$1,139,413

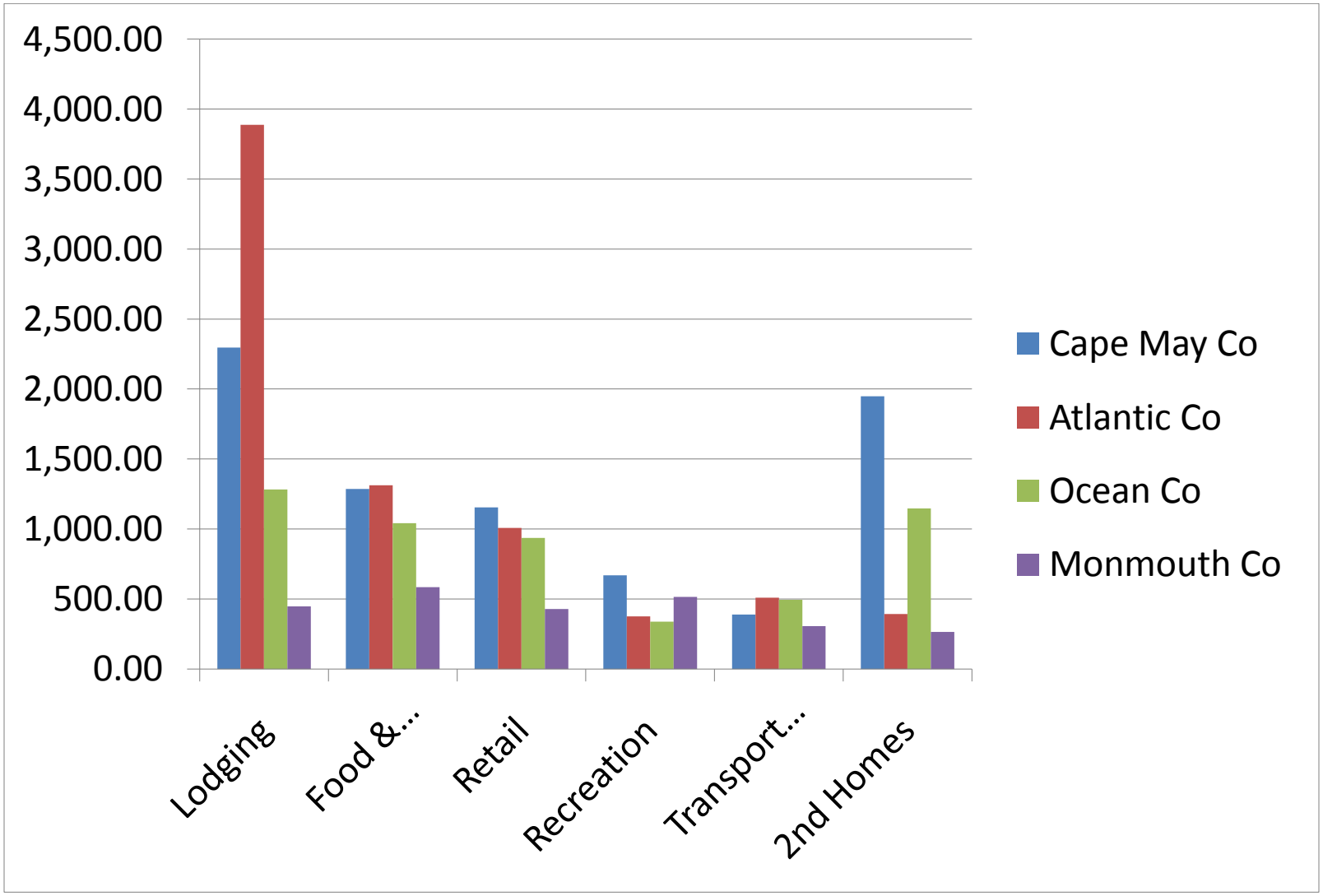
July	August	Sept	Oct	Nov	Dec
$2,189,457	$2,368,242	$931,861	$302,053	$107,010	$111,985

Cape May County - 4 Year Growth in Expenditures



	2011	2012	2013	2014
Lodging	2,184.40	2,260.90	2,263.50	2,296.30
Food & Bev	1,099.30	1,157.20	1,212.80	1,286.10
Retail	861.6	988.2	1,044.90	1,153.50
Recreation	574.5	602.1	637.9	668.6
Transport	388.1	374.2	363.1	389.6

Total Expenditures from the 4 Beach Counties $23 Billion – 54% of the total $40 billion



Visitor Profile (Survey results are based on an 18% return rate of 4,700 email visitors who contacted the Department of Tourism for vacation information.)

Visitor Return Rate	78%
Conversation Rate (Requested information and came)	76%
Travel as a couple (party of 2)	49%
Travel with Family (more than 2)	51%
First time visitor	22%
Day Trip	10%
2-4 nights	32%
1 Week	26%
8-10 Nights	4.7%
More than 10 nights	14%
Visiting more than 20 years	35%
Take more than 1 vacation per year	74%
More than one vacation in CMC	38%

Top Markets

New Jersey	28%
Pennsylvania	27%
New York	19%
Canada	11%
Maryland/DC	6%
Other	9%

Age

25-44	10%
45-54	27%
55-64	38%
Over 65	24%

Vacation Expenditures

Under $700	18%
$700 - $1000	14%
$1000-$2000	42%
Over $2000	17%
More than $3000	7%

Travel Groups

Spouse - No Children	33%
Family - Spouse & Children	31%
Extended Family	17%
Friends	11%
Group	1%

Travel Time

Summer	78%
Spring	33%
Fall	40%
Winter	14%

Trends

- Millennials would rather spend on experiences than things, and are willing to pay more.
- Mobile device-friendly marketing should be a top priority. Desktop travel booking declined in 2014.
- Free WiFi – Mobile devices are not going away and wearable technology is here. It's a deal breaker!
- Upgrades – Everyone is looking for value and that 'special' treatment as a reward for their business.
- Local Experiences – Eco/Agri attractions, local history, cultural events, home grown, seafood and specialties, farm-to-table, wineries, breweries and distilleries.
- Cultural Immersion – Travelers are looking for experiences that bring the destination to life, the want to 'own' it and learn something new.
- Signature Experience – Customized to make it happen when they are ready and that is fits their personality; lets them get involved. Fuel prices at the gas pumps will help "drive" vacations in 2015, but have not reduced airfares.
- Smaller towns are making a bigger splash when it comes to travel planners in 2015.
- Safety continues to drive the engine for family vacations - from Terrorism to Ebola, there's a lot to think about when planning a vacation.
- Response to fall/winter marketing campaign continues to remain strong with 12% higher visits to the "Fall for the Jersey Cape" website and 18% more 'likes' from FB campaign.
- Cycling Tourism - Is it replacing Golf Tourism for middle-aged men? Should you offer both?
- Health, Wellness and Fitness are top interests for travelers.

Trends that fit

Recognizing and applying emerging trends is the key to growth for any tourism destination. The Department of Tourism is always looking for new travel trends and checking off the boxes to see how the diverse countywide attractions and assets match up with what is hot on the traveler's list. Many trends can easily be applied to grow interest in the region and expand the season to attract new visitors looking for experiences beyond the beach.

Eco and Agri tourism are forms of niche tourism, and currently considered a growth industry in United States. They are difficult to define since participation in both reflects different level of activities. However, you don't have to offer safaris in the jungles of Africa to be a part this growing industry. As part of the Atlantic Fly-way, you don't have build an eco attraction; it is already here. Birding is one of the most common activities available in this county. From shore birds to humming birds, they are everywhere.

For the most part, visitors to Cape May County are independent travelers seeking agri and ecotourism experiences as part of their vacation. Based on their response, easily, more than 80% of the visitors who come to Cape May County participate in eco/agri related activities. While 11% of the respondents of the 2015 Visitor Survey said they came solely for nature-based activities, another 18% listed birding and camping as activities outside of the nature based category. Farm markets are found in almost every resort town and are becoming more of an attraction than just a place to buy produce. Wineries are also a great extender to the season and enhance the agri-tourism offerings in the county. Almost 1 in 5 visitors (18%) visited one of the six wineries while on vacation in the county.

Internationally and nationally, Eco and Agri Tourism activities that are high on the visitor's bucket list and many are perfectly suited for this region. Sustainable travel continues to be a big part of vacation planning process and one of the fastest growing trends include nature-based tourism. Deeply influenced by the Green movement, vacation planners seek new and exciting experiences that will enhance their vacation, maintain their lifestyle and when possible, give back to the community. For Baby Boomers, leisure travel is their #1 activity and they will

spend an estimated $157 billion this year looking for experiential activities that include both eco and agri-tourism.

Culinary Tourism, the birth of the *Foodie*, is on the rise for Boomers, and they are willing to pay for the experience. But they are not the only ones who want to know how food is grown, processed and prepared. Millenials (age 18-35), want to be part of the action, they are 75 million strong, growing up and going on vacation. In the age of GMO, people want to know exactly how their food is grown and there is a huge interest in how to prepare food and pair it with wine and beer.

Other local experiences such as home-grown produce and products, seafood and farm-to-table options help bring the destination to life, bring visitors back and create memories. The growth of wineries, breweries and distilleries add to the local appeal and are changing the Cape May County brand. Locally grown in the Garden State adds to the Jersey Fresh brand is a source of pride for the farmers and businesses that produce quality local products.

Nature based tourism is a $544 million industry in Cape May County, and generates $2.9 million in sales taxes and $1.9 million in occupancy taxes annually. State and Federal Parks play a huge role in offering passive recreation and nature based activities for visitors. The Cape May Point State Park, home of the Cape May Lighthouse, hosts miles of nature trails with countless watchable wildlife options. The Cape May Wildlife Refuge supports critical habitats along the coastline, including migratory birds and other wildlife. Belleplain State Park in the northern part of the county, near Woodbine provides a camping area as well as nature and hiking trails. There are 47 campgrounds located in the county with more than 15,000 sites, providing accommodations for 11% of our visitors.

A trend that can easily be adapted by all businesses is to provide the visitor with opportunities to become immersed in the local culture through eco/agri, historic and cultural tourism. Building a vacation around a beach clean up or dune grass planting would appeal to a wide range of visitors and allows them to give back. To apply

trends, identify travel trends of 'green' travelers and partner with like activities in the region and offer options that appeal to the green traveler – Eco and Agri, history and arts and culture.

Nature based tourism is a $544 million industry in Cape May County, and generates $2.9 million in sales taxes and $1.9 million in Occupancy Taxes.

- 30% of the total land in Cape May County is used for nature base activities.
- Countywide, 54,511 acres of land is currently allocated for eco-tourism.
- Recreation spending was $668.6 million in 2014, the highest amount statewide.
- 4,000 acres of farmland have been preserved in Cape May County since 1989.
- 43 % of our visitors come for ecotourism.

Travel planners will seek options that include green initiatives. (TripAdvisor Survey 2012)

- 71% of Travelers make 'green' friendly travel choices.
- 57% said they "often" make eco-friendly travel decisions - hotel, transportation, or food source.
- 47% said they are equally eco-friendly at home and traveling.
- 50% would spend more money to stay at an eco-friendly accommodation.
- 23% would pay up to $25 additional per night to stay at such a property.
- 9% would be willing to spend $25-$50 extra.
- 75% said the economic landscape does not affect their interest in eco-friendly travel choices.

Agri-tourism, the next best thing is here.

- Expands the traditional tourist season.
- Represents sustainable development for NJ's regional agricultural base.
- Year round job retention and job creation.

- Provides farmers with the option for additional income without requiring them to sell or develop the land for nonagricultural uses.
- Provides visitors an opportunity to experience farming.
- Provides additional outlets for the sale of locally produced crafts and food items.
- Provides options for open space and preservation.
- It is here; we don't have to build it!

Creative Tourism

Creative tourism is travel trend this county can and does offer on several levels. The premise is to offer visitors an opportunity to engage in an authentic experience and connect with the destination. This is an expanded version of a cultural tourist in that the creative tourist actively interacts with the locals. With a 78% visitor return rate, we have many who want to become more connected with the towns they visit, learn more about the history and be a part of what draws them the community. They want to be a local if only for a few days and nobody wants to be a shoobie.

Creative tourism provides visitors with the opportunity to learn a new skill and provides a sense of achievement and ownership. It can include a painting, crafted object or a food product. It could be a souvenir or an experience such as attending a workshop, a back stage tour, preparing a meal, picking fruits and vegetables or a being a docent at a nature center. These activities can create a unique souvenir in the way of an emotional attachment that allows them to take a real part of their vacation home. Based on the story of a majority of second homeowners, this attachment is what compels them to buy a vacation home or move to the area. These creative experiences are often the story they tell when they talk about their vacation and it gives them a compelling reason to return.

Sport Tourism

Globally, sport tourism is a $600 billion industry. Cape May County is perfectly suited for sport tourism and many are already taking advantage of this growing trend. While we're fairly sure we won't be hosting the Olympics anytime soon, we are sure there are growing opportunities to bring more sporting events to the county will expand tourism year round. Soft sport tourism is on the rise and one only has to check the local calendar of events to find a sport event already scheduled in the county. Beyond sanctioned events such as runs, marathons and triathlons, there are many walks and bike tours that not only benefit the tourism industry but also serve as fundraisers for non-profit organizations. Sport Tourism is a win/win for all aspects of the industry. They not only bring those participating in the event but also bring spectators. This is a trend that all businesses need to get involved to support the marketing efforts of the event and provide services to those who attend.

Multigenerational Travel

Multigenerational family travel tops the list of travel trends and has been on the rise for a few years. Typically it is when three or more generations travel together. Spurred by the Baby Boomers and their quest to share experiences with their grandchildren; this trend is not going away too soon. With nearly one in five (17%) of visitors to Cape May County arriving with extended family, the trend is squarely on the rise in Cape May County.

Our huge second homeowner population also plays a part in the multigenerational visitor base. Families come together to celebrate holidays and milestone events. This trend is about bringing families together to reconnect, create memories and often it is convenient and reduces costs. We are finding more second homeowners are planning family getaways during holidays when schools are closed.

Businesses need to make some adjustments for the multigenerational traveler by providing seating for grandparents who chose to watch rather than participate, shaded areas, adjoining rooms and table seating for larger families.

Millennials are taking over!

Based on population projections released by the U.S. Census Bureau, Baby Boomers (age 51-69) are aging and shrinking in numbers. While they still have the upper hand in traveler spending, and represent 24% of the U.S. population, there is a new group closing the gap and we should all be aware of their travel attitude from marketing to them to providing services. Fair warning—they don't want to be lumped together and labeled. They consider themselves individuals who are within the same age range and living through similar life experiences.

Boomers, considered the wealthiest age group, are becoming "elders" and while they are not readily admitting it, they are slowing down a bit. With an estimated 74.9 million Boomers born between 1946 and 1964, there were 75.3 million Millennials born between 1981 and 1997. They also make up one fourth of the U.S. population and in this country, they wield about $1.3 trillion in annual buying power. Forget about Generation X, (age 35-50) Millennials are three times the size of those born between 1965 and 1980, who will not outnumber Boomers until 2028. Immigration will continue to increase the numbers of this group in the U.S. According to Census Bureau statistics, the Millennial population is projected to peak in 2036 at 81.1 million. By 2050 there will be a projected 79.2 million Millennials.

Millennials are a generation of consumers who are savvier than other generations and have a better understanding of marketing and their value as consumers. They are changing the way advertisers are marketing products and companies who want their business better pay attention. Through social media, they understand the power of effecting change and truly believe they can help a brand succeed or fail. They don't want to be inundated with advertising, but want to be entertained or made to feel and look good. They are totally into the digital world and getting their information from their smart phones. They don't find online ads as credible and are getting and sharing information between friend who are their most trusted source for product information. Nearly 9 out of 10 own a smart phone and they check it on average 45 times a day.

Millennial Statistics (Source: LeadsCon by John Egan)

- 43% of Millennials in the US are non-white, the largest share of any generation (Pew Research Center).
- 25% of Millennials in the US speak a language other than English at home (US Census Bureau).
- Median income in the US who are year-round, full-time workers is $33,883 (US Census Bureau).
- 85 % own smartphones (Nielsen).
- US Millennials touch their smartphones 45 times a day (SDL).
- 87% of online adults in the US age 18 to 29 use Facebook,
- 53 % are on Instagram
- 37 % are on Twitter
- 34 % are on Pinterest (Pew Research Center).
- Five out of six Millennials in the US connect with companies on social media networks (SDL).
- 33% of older Millennials (ages 26 to 33) have earned at least a four-year college degree, making them the best-educated group of young adults in US history (Pew Research Center).
- 26% in the US are married, compared with 36 percent of Generation X, 48 percent of Baby Boomers and 65 percent of the Silent Generation at the same age (Pew Research Center).
- 66% in the US follow a company or brand on Twitter and 64 percent like a company or brand on Facebook to score a coupon or discount (University of Massachusetts Dartmouth**).**
- 56% would share their location with companies to receive coupons or deals for nearby businesses (USC Annenberg Center for the Digital Future).
- 51% would share information with companies in exchange for an incentive (USC Annenberg Center for the Digital Future).
- 6% consider online advertising to be credible (SocialChorus).
- 95% feel friends are the most credible source of product information (SocialChorus).

Flip Flop Report (Source: Expedia.com)

According to 2014 Expedia.com survey, beach vacations remain an important part of how Americans plan and take vacations.

The study was conducted Expedia.com, surveying 11,165 adults 18 years of age and older.

- 56% took a beach vacation.
- 75% are 'very' or 'somewhat' likely to take a beach vacation within the next 12 months.
- 45% Canadians prefer the beach over any other vacation option.
- 77% say good price and beach quality are the two key factors in planning the ultimate beach vacation.
- 29% would "work weekends for a month" in exchange for just one extra beach vacation per year.
- 25% would give up a week's salary for a beach vacation.
- 11% would be willing to experience influenza for a full 48 hours.
- 51% want to spend time in the sand with children.
- 46% want to spend time with spouse/significant other.
- 44% want to sample local cuisine.
- 40% want to relax by the water.

Canadian Marketing

The exchange rate on the Canadian dollar is impacting some vacation plans for visitors to the region. After nearly five years of trading at par, the return on the Canadian dollar is eighty-two cents today. For Canadians who spend a week or more vacationing in Cape May County, losing eighteen cents on every dollar will force them to make adjustments in their vacation budget. The simple math is reducing spending by 20% to offset the loss.

The cost of gas in the U.S. is somewhat of a trade off, but not enough to make a huge difference. The last report on the cost of a liter of gas in Canada was $1.09, making a gallon over $4 dollars. Since they are not filling their tank everyday on vacation, they will be looking for packaging, discounts and other incentives to add value to their vacation. Because they come from a farther distance, Canadians tend to stay longer and have a higher per person expenditure rate. They also travel with families, topping the list of multigenerational visitors. They are a large segment of our visitor base, coming in at our fourth, after New Jersey, Pennsylvania and New York.

In June 2014, the Department of Tourism scheduled a press event and sales mission in Quebec City, in the Province of Quebec, approximately two hours north of Montreal Canada. Representatives from television, radio and print attended as well as regional directors from the Canadian Automobile Association (CAA). Freeholder E. Marie Hayes joined the department and was part of the sales pitch to the group of 19 media representatives present. With a FY14 Cooperative Marketing Grant to expand our marketing efforts, we were able to complement our media plan with a full public relations effort.

The media event and sales mission was a result of two years of analyzing visitor demographics from Quebec. Over the past few years, journalists from Quebec were publishing articles about the county in blogs, national publications and on internet sites that help to expand our visitor base beyond the greater Montreal region. Visitors awareness was increased and tracked on our website and through inquiries for information. Our Canadian Public Relations Consultant, Nicolle Dufour, worked with the CAA and journalists in the northern part of

the Province to bring together a select group of media representatives that would work with the department to expand our reach to all of Quebec.

The results of our efforts were immediate. Canadian Familiarization tours (FAMs) were scheduled and articles appeared in Tourism Plus, a trade publication, Journal du Quebec, Le Soliel newspapers, Chatelaine Magazine and CAA Touring magazine. CAA selected Cape May County - Wildwood Crest, as one of the top 5 must see destinations for 2015. They also generated a promotional page for the county on the official CAA website and will promote Cape May County through their 16 agencies throughout the Province. CAA has a membership base of 1.8 million, the CAA Summer Vacation publication is direct mailed to each member household. The circulation of the print publications was in excess of 3 million readers. The PR value of the publications, if we had to purchase ad of equivalent size would be $1.5 million. The PR Value of the CAA designation and website would be in excess of $500,000.

In May, a month before the media event took place, Marie Frances Bournais, a journalist for Journal du Quebec, was assigned to do a story on birding. A FAM was scheduled and her story was published while we were in Quebec City. She spent four days touring the county, experiencing nature and learning about the world class birding opportunities in Cape May County and made friends and will be back. She has written other nature-based stories about the area in three publications.

Rouge FM and ERJ radio, the top radio stations in Quebec City, ran a series of ads and tags promoting Cape May County through a contest that included a family vacation to Holly Shores Camping Resort and a romantic getaway to the Reeds in Stone Harbor in the fall. The radio campaign was free, the value was approximately $26,000. The Canadian Marketing Campaign was awarded the 2015 Excellence in Tourism Award for PR by the New Jersey Tourism Industry Association.

Six Canadian journalists are scheduled for FAMs in 2015. Patrick Brennan, a freelance writer arrived May 4 and toured the county through May 7. He has already posted a story to his blog and will write other blogs and articles for the Toronto Star about the history and architecture of Cape May and Naval Air Station Wildwood museum.

Margaret Swaine and Anita Draycott will arrive June via the new Air Canada service from Toronto. They are well known journalists that write for food and wine publications as well as having their own blogs. Both are avid golfers and will visit some area golf courses along with touring the county. Margaret is travel, wine, spas and spirits columnist and author who has published wine, spirits, food, spas and travel writer has authored well over 2,000 articles for numerous magazines, newspapers and online sites. She is the weekly travel columnist (Forks & the Road) for the National Post newspaper, the spirit and cocktail columnist for Zoomer magazine, the bi-weekly culinary travel columnist (Global Gourmet) for Travel Industry Today, the spa columnist for Best Health (Paradise Home & Away) and the spirit columnist for WineAlign.

Anita Draycott is a correspondent who resides in Toronto and covers the city for Forbes Travel Guide. Draycott is a freelance writer, editor and photographer who specializes in her favorite pastimes: food, spas, golf and travel. Her work appears in *Doctor's Review, Zoomer, Golf Canada* and *The Travel Guides to Canada*. She also writes a twice-monthly column for TravelIndustryToday.com.

Elle Andra-Warner is a Communications Specialist and freelance Photojournalist. She is a best-selling author, award-winning journalist, columnist and photographer based in Thunder Bay. Specializing in writing about travel, history, people, outdoor adventure, natural resources, arts and culture, her feature articles have appeared in publications around the world.

Two radio hosts from Rouge FM and ERJ Quebec radio stations will stay in Stone Harbor and tour the county to produce capsules for on air broadcasts and their websites. This will coincide with a radio buy that will run in mid June.

2015 World Meeting of Families

This is B I G...and Cape May County will be a part of this world event in September 2015. The World Meeting of Families will take place in Philadelphia on September 22 - 25 and as part of the celebration of families, Pope Francis will be in Philadelphia on September 26 & 27. According to organizers, this event will be the largest gathering of people ever in the United States. This will be bigger than any sporting event held in the U.S. with possibly two million people gathering to see Pope Francis on the Ben Franklin Parkway in Philadelphia.

The World Meeting of Families will bring attendees from all around the world participate at many levels during the week. To accommodate as many out-of-town guests as possible they are working closely with local hotel facilities and an online home-sharing platform, Homestay.com.

With 11,000 hotel rooms in Philadelphia the need for accommodations has expanded to include most of Pennsylvania, parts of New Jersey, Delaware and into Maryland. They are looking for host families in the region who would welcome a family from throughout the world into their home. All types of accommodations are needed for the time frame of the World Meeting (September 11-25) through the weekend when the Pope will be in Philadelphia (September 26&27). Room nights will include the five night stay for the World Meeting, a two night stay for the Papal visit and a seven night stay to encompass the entire event.

Transportation is one of the biggest hurdles and is being planned to include transportation hubs from various locations throughout the region. There will be no vehicular traffic into the city during this time, all people attending the World Meeting or the Papal visit will be transported in out of the city.

We met with Jim Plousis and other planners from New Jersey and Pennsylvania and remain in contact to find ways to work with them to bring participants to Cape May County. It is anticipated that many people will leave the city to stay away from the crowds and stay in their second homes. For more information on the World Meetings of Families and the Papal visit go to their website; www.worldmeeting2015.org

Buzz Words

MAMILs - Middle Aged Men in Lycra are on the rise, cycling will rival golf for middle aged men with more men predicted to travel with bicycles than golf clubs .

Travel Tribe - Group of people that have similar travel habits and interests. Often referred to those using apps or other crowd source information for recommendations and reviews from people who are most like themselves.

Braggies – It's no longer about going to "IT" locations, visitors want to be seen and are posting Selfies on Facebook and Twitter to prove they were there.

Peer-to-Peer Dining – matching 'foodies' with restaurants and/or chefs for meals, tours and cooking demonstrations for the ultimate "local experience".

Wellness – Travelers are expecting to find fitness centers, healthy menus, spas, massages, yoga and water stations as part of the vacation options.

Suffix-cation – as in Staycation/Daycation; Dogcation; Spacation, Mancation, etc.

Cape May County Facts and Figures

Demographics

256 Square Miles
13,115 Available Land Acres
210 Miles County Roads
16 Municipalities
22 Bridges
5 Toll Bridges
16 Local School Districts
1 Regional High School
1 Technical School District
1 Special Services District
3,869 Businesses
57,300 Labor Force
54,511 acres eco-tourism/open space

Population

YEAR	*WINTER*	*SUMMER*
2005	106,512	634,532
2006	99,286	634,532
2007	98,149	624,654
2008	95,650	766,228
2009	96,392	767,708
2010	97,266	763,940
2011	96,603	808,104
2012	96,415	812,015
2013	95,897	796,655

Hotels

YEAR	# OF BLDGS	UNITS & ROOMS
2000	2,358	23,729
2003	2,374	24,009
2006	2,270	18,877
2007	2,268	18,725
2009	2,269	18,749
2010	2,269	18,749
2011	2,269	18,747
2012	2,267	18,699
2013	2,267	18,718

Campgrounds

YEAR	NUMBER	SITES
2003	47	15,432
2006	46	15,394
2007	45	15,672
2008	47	15,506
2009	47	15,238
2010	47	15,154
2011	47	14,724
2012	47	15,159
2013	47	17,199

Restaurants

YEAR	*YEAR RD.*	*SEASONAL*
2005	620	835
2006	623	793
2007	629	762
2008	634	743
2009	660	765
2010	670	773
2011	522	783
2012	687	798
2013	560	700

Garden State Parkway Toll Plazas

YEAR	*EGG HARBOR*	*CAPE MAY*
2000	13,390,287	10,929,779
2003	14,503,293	11,803,812
2005	15,894,672	12,473,624
2006	8,228,883	5,977,756
2007	8,034,943	6,102,828
2008	7,294,603	5,508,794
2009	7,194,963	5,370,527
2010	7,256,238	5,339,429
2011	7,014,862	5,191,975
2012	6,967,308	5,062,187
2013	6,926,145	5,074,525

Municipal Population

CITY	*POPULATION*	*CITY*	*POPULATION*
Avalon	1,315	Sea Isle City	2,099
Cape May	3,570	Stone Harbor	854
Cape May Point	2,871	Upper Twp.	12,247
Dennis Twp.	6,407	West Cape May	1,022
Lower Twp.	22,571	West Wildwood	592
Middle Twp.	18,877	Wildwood	5,251
North Wildwood	3,989	Wildwood Crest	3,234
Ocean City	11,527	Woodbine	2,462

Cape May County 2015 Visitor Survey

1 **Total number of people that traveled with you, including yourself?**

Answer	0% 100%	Response Ratio
1-2		49.1%
3-4		28.6%
5-6		12.8%
7-8		2.3%
9-10		4.0%
Other (View all)		1.7%
No Responses		1.1%
	Totals	**100%**

2 **Did you take a vacation to Cape May County in 2014?**

Answer	0% 100%	Response Ratio
YES		76.0%
NO		23.9%
No Responses		0.0%
	Totals	**100%**

3 Was this your first vacation/trip to Cape May County?

Answer	0% 100%	Response Ratio
YES		18.1%
NO		77.7%
Other (View all)		3.5%
No Responses		<1%
	Totals	**100%**

4 If you visited Cape May County, how many nights did you stay?

Answer	0% 100%	Response Ratio
DAY TRIP		10.1%
1 NIGHT		7.1%
2-4 NIGHTS		2.1%
5-6 NIGHTS		11.9%
1 WEEK		26.1%
8-10 NIGHTS		4.7%
2 WEEKS		7.1%
MORE THAN 2 WEEKS		6.5%
	Totals	**100%**

5 How did you hear about us?

Answer	0% 100%	Response Ratio
FAMILY/FRIEND		27.0%
RETURN VISITOR		51.1%
PRINT AD		2.9%
TELEVISION		1.7%
INTERNET/WEBSITE		18.2%
TRAVEL GUIDE		10.0%
TRAVEL/TRADE SHOW		2.3%
Other (View all)		6.4%
	Totals	**100%**

6 How many years have you been coming to Cape May County for a vacation?

Answer	0% 100%	Response Ratio
1-2 YEARS		26.9%
3-4 YEARS		5.2%
5-6 YEARS		4.6%
7-8 YEARS		5.8%
9-10 YEARS		7.0%
11-15 YEARS		7.0%
16-20 YEARS		8.1%
MORE THAN 20 YEARS		34.5%
No Responses		<1%
	Totals	**100%**

7 Which Cape May County Resort is your vacation destination? Select all that apply.

Answer	0% 100%	Response Ratio
CAPE MAY		74.4%
WILDWOODS		40.4%
STONE HARBOR		8.3%
AVALON		7.7%
SEA ISLE CITY		8.9%
OCEAN CITY		22.0%

8 What are the most important factors in choosing Cape May County as your vacation destination? What brings you to Cape May County Select all that apply.

Answer	0% 100%	Response Ratio
BEACH		85.9%
SHOPPING		50.2%
RESTAURANTS/DINING		67.2%
CULTURAL/HISTORIC ATTRACTIONS		37.4%
BOARDWALK		53.2%
ECO/NATURE BASED ACTIVITIES		11.1%
BIRDING		6.4%
FISHING/BOATING		15.7%
GOLFING		3.5%
WATER SPORTS		5.8%
WINERIES		18.1%
CAMPING		11.6%
ZOO		27.4%
ART EXHIBITS/THEATRICAL PERFORMANCES		10.5%
SPECIAL EVENTS		29.2%
VALUE		22.8%

QUIET	43.8%
ROMANTIC	21.6%
FAMILY ORIENTED	46.7%
CLOSE TO HOME	22.8%
Other (View all)	3.5%

9 Where did you get the information that helped you choose Cape May County as your vacation destination?

Answer	0% 100%	Response Ratio
PRINT/AD		10.1%
RADIO/TV		<1%
INTERNET		37.5%
FRIEND/FAMILY		27.9%
RETURN VISIT		45.8%
Other (View all)		2.3%
	Totals	**100%**

10 How do you prefer to get your vacation information?

Answer	0% 100%	Response Ratio
INTERNET/WEBSITE		27.4%
DIRECT MAIL		48.5%
EMAIL		**16.3%**
PRINT AD		**<1%**
TELEVISION		**0.0%**
FAMILY/FRIEND REFERRAL		**4.6%**
Other (View all)		**<1%**
No Responses		**1.7%**
	Totals	**100%**

11 What type of accommodation do you most often stay while on vacation in Cape May County?

Answer	0% 100%	Response Ratio
MOTEL		24.5%
HOTEL		17.5%
BED & BREAKFAST		8.1%
CONDO RENTAL		9.9%
APARTMENT/HOUSE RENTAL		18.1%
CAMPGROUND		11.6%
OWN HOUSE		6.4%
RELATIVE/FRIEND		1.7%
Other (View all)		1.1%
No Responses		<1%
	Totals	**100%**

12 Who is most likely to travel with you when vacationing in Cape May County?

Answer	0% 100%	Response Ratio
SPOUSE - NO CHILDREN		33.3%
CHILDREN ONLY		3.5%
FAMILY (SPOUSE & CHILDREN)		30.9%
COUPLE AND/OR FRIENDS		11.1%
EXTENDED FAMILY (PARENTS, GRANDPARENTS, SIBLINGS, ETC.)		16.9%
GROUP		1.1%
Other (View all)		1.7%
No Responses		1.1%
	Totals	**100%**

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13 How many vacations do you usually take each year?

Answer	0% 100%	Response Ratio
1		26.3%
2		33.3%
3		22.8%
4 OR MORE		14.6%
Other (View all)		1.7%
No Responses		1.1%
	Totals	100%

14 How many of those vacations were to Cape May County?

Answer	0% 100%	Response Ratio
1		62.5%
2		15.7%
3		5.2%
4 OR MORE		8.1%
Other (View all)		5.2%
No Responses		2.9%
	Totals	**100%**

15 Where else do you travel? Select all that apply.

Answer	0% 100%	Response Ratio
PENNSYLVANIA		41.5%
NEW YORK		31.3%
DELAWARE		13.8%
MARYLAND		21.0%
NEW ENGLAND		25.3%
VIRGINIA		16.8%
NORTH CAROLINA		13.8%
SOUTH CAROLINA		13.2%
FLORIDA		35.5%
THE CARIBBEAN ISLANDS		18.6%
EUROPE		10.2%
Other (View all)		21.0%

16 What is your age group?

Answer	0% 100%	Response Ratio
18 - 24		0.0%
25 - 34		<1%
35 - 44		9.9%
45 - 54		26.9%
55 - 64		38.0%
65 AND OVER		22.8%
No Responses		1.7%
	Totals	**100%**

17 Approximately how much do you spend while on vacation?

Answer	0% 100%	Response Ratio
$100 - $300		1.1%
$300 - $500		6.4%
$500 - $700		10.5%
$700 - $1000		14.0%
$1000 - $1500		21.0%
$1500 - $2000		21.6%
$2500 - $3000		9.3%
MORE THAN $3000		8.1%
No Responses		7.6%
	Totals 171	**100%**

18 Are you familiar with the diverse array of special events held in Cape May County during the Spring and Fall?

Answer	0% 100%	Number of Responses	Response Ratio
YES		90	52.6%
NO		35	20.4%
SOME		44	25.7%
No Responses		2	1.1%
	Totals	171	100%

19 In what seasons do you vacation in Cape May County?

Answer	0% 100%		Response Ratio
SPRING			32.9%
SUMMER			78.8%
FALL			40.5%
WINTER		24	14.1%

20 What leisure activities did you participate in while in Cape May County? (Select all that apply)

Answer	0% 100%	Response Ratio
BEACH		87.1%
BOARDWALK		74.7%
FISHING		15.6%
SHOPPING		76.4%
BOATING		16.8%
SPECIAL EVENTS		35.1%
GOLFING		5.9%
WATER SPORTS		14.5%
CAMPING		13.6%
PARKS		25.3%
ZOO		40.0%
BIRDING		16.9%
WHALE WATCHING		22.6%
HISTORIC TOURS/LIVING HISTORY		35.2%
MUSEUM/HISTORIC SITE		26.8%
THEATER PERFORMANCE		11.6%
ART GALLERY OR		9.5%

EXHIBIT	
MUSICAL PERFORMANCE	15.5%
Other (View all)	6.2%

21 Did your vacation on the Jersey Cape meet your expectations?

Answer	0% 100%	Response Ratio
YES		88.8%
NO		4.0%
Other (View all)		2.3%
No Responses		4.6%
	Totals	**100%**