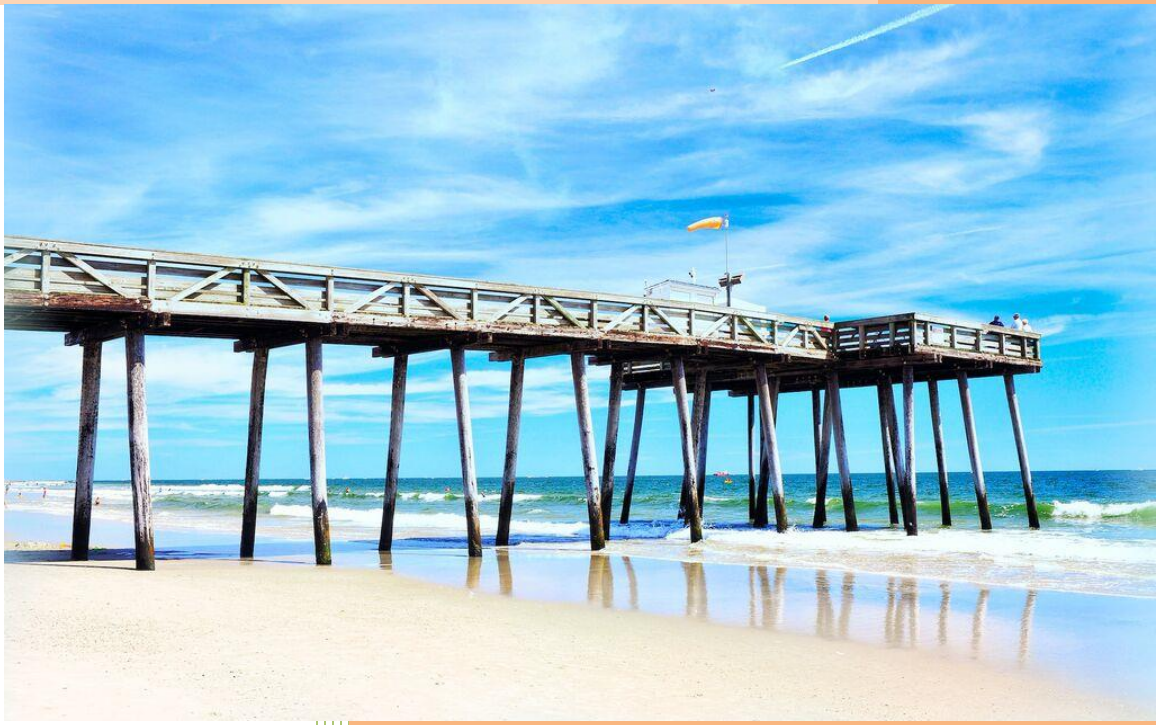
Cape May County

Tourism Economic Impact Data

2022

Post Covid Tourism Recovery



An Inside Look at Cape May County's Tourism Industry and Recovery

Cape May County Board of Commissioners

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5/25/2022

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Welcome Back, it's been a long two years!

Catching up and moving on from COVID-19

Who knew that 2020 would be the year everything in tourism would change? The shutdown occurred in March, leaving everyone wondering how it would end for our tourism economy. The uncertainty of the pandemic and the mandated shutdowns to stop the spread impacted tourism globally. It highlighted just how fragile the tourism industry is and how important it is to the world economy. Locally, there was a greater fear tourism would decline by more than 30%, making the actual decline of 21.1% look like a gift. While Cape May County saw the smallest percentage decline, in real dollars the loss in tourism direct spending was $1.54 billion.

As we recover and, in some cases, surpass pre-Covid tourism records, we are looking at a very different customer, workforce, and business model. Heading into 2022, the labor shortage and supply chain interruption will continue to impact our businesses, inflation will impact businesses and visitors. Reports of a growing economy are not convincing families as they feel the crunch in everyday expenses.

The three biggest components of a household budget are housing, gasoline and food they account for 63% of the average household budget and continue to be the largest contributors to inflation, according to the U.S. Department of Labor. These costs will only further the impact on discretionary spending. Savings are dwindling as

family look for ways to keep up with rising costs forcing some to axe the family vacation altogether. Not exactly what we want to hear as we try to move past the pandemic.

After two years of travel restrictions, vacation trends have changed, being just satisfied with your vacation experience isn't enough. Today's traveler is in pursuit of adventure, experiential, and authentic vacations. The good news is, many have saved over the past two years planning to take that big "bucket list" vacation they have been dreaming about for years, or maybe just while quarantining. For others, vacation plans mean reuniting with families and friends to rekindle old and make new memories.

Travelers are willing and ready but there are other concerns that can change their plans. New variants are causing about 20% of travelers to stay at home again this year. International conflicts, inflation and rising fuel costs are cited as impacting traveler's plans for 2022. Flexibility is needed for a variety of reasons. Baby Boomers are reluctant to book vacations and the close-to-home destinations drive vacation is more appealing. The purchase of travel insurance is on the rise and flexibility to cancel and or move travel dates is a serious concern.

The rising cost of airfare has pushed many to consider close to home vacations and Cape May County can deliver on unique and authentic vacations close-to-home in many ways. The charm and attraction of the county is based on authenticity. The absence of chain hotels, restaurants and retail are all part of the cultural trend in travel. Hometown, homespun and homemade are what travelers are seeking in a vacation experience. Cape May County oozes local charm throughout all 16 municipalities. It is much more than beaches that attract visitors to the Jersey

Cape. Museums and historic attractions connect the county's rich heritage back 330 years and beyond. Making our history their history connects the dots between what was happening in Cape May County compared to what was happening nationally. Natural areas fit well into the trends and offers outdoor activities, not to mention lots of social distancing opportunities, for those who feel safer in less crowded areas. Birding is a huge attraction, along with hiking, biking and outdoor sports.

Tourism was most affected by the Covid-19 pandemic, impacting economies, livelihoods, public services and opportunities on all continents. The U.S. experienced the biggest tourism revenue loss due to the pandemic, losing $147.245 billion in the first ten months of 2020. The global economy lost an estimated $4 trillion over 2020 and 2021. International tourism and its closely linked sectors suffered an estimated loss of $2.4 trillion in 2020 due to direct and indirect impacts in international tourist arrivals.

Cape May County has weathered hurricanes, nor'easters, beach erosions and rainy summer weekends and still came out ahead with steady annual increases in direct tourism spending. Nothing can compare to the impact the County tourism industry experienced from COVID-19. We were hitting record numbers in tourism direct spending and our resorts were making the 'best of' lists in prestigious publication polling. The Jersey Cape was the 'it' destination to go for summer vacationers. A publicity audit for Cape May County found 43 articles written over the past year with a conservative PR value of $2 million.

Recovery is not enough, it won't makeup what was lost in 2020. One of the most perishable products in the

tourism industry is the room night, when lost it can never be made up. The battle now is to find ways to expand the season in an attempt to recoup what was lost.

The Jersey Cape is the "comeback kid" with a recover rate of 96%, one year after the worst decline in tourism spending on record. Economic impact numbers dating back to 1994, reported the county surpassed $2 billion in tourism expenditures. Cape May County experienced slow but steady growth over the years with hitting nearly $7 billion in 2019. The only year Cape May County experienced a loss in tourism revenue was 2020, and fortunately, that was short lived. Included in this report is the 2020 economic impact data and the 2021 data just released.

Cape May and Atlantic Counties are the 'big dogs' in the state and lead all other counties in tourism expenditures. The pandemic clearly showed the importance of beach tourism with the four beach counties generating 54.6% of the total statewide direct tourism spending in 2020. Visitation to the State was down 27.2%, with a loss of 31.6 million visitors. Cape May County lost 19.7% of visitors or 2 million people, compared to 2019. Cape May County's visitors represented 9.6% of all visitors to New Jersey, nearly 1 in every 10 people who came to the state, visited the Jersey Cape for vacation in 2020.

The economic impact data for 2020 shows the impact of COVID-19, the county experienced a 21.1% loss. With a recovery rate of 96%, it will not recoup what was lost in 2020. It is said one of the most perishable things in the tourism industry is the room night, when lost it can never be made up. You can rent a room only one night, when it’s not rented you never get it back.

2020 Cape May County Tourism Economic Impact

Total Direct Tourism Expenditures in 2020 was $5.448.2 Billion

This represents a loss of 21.1% ($1.54 Billion) over 2019

Lodging	Food/Beverage	Retail	Recreation	Transportation
$2287.6 B	**$1308.2 B**	**$994.4 M**	**$529.2 M**	**$318.8 M**

Cape May County ranked 1St in tourism expenditures and experienced the lowest decline statewide.

- ✓ Lodging took the biggest hit with a loss of 14.3% or $383.7 million.
- ✓ Retail saw a loss of 37% or $367.5 million.
- ✓ Food and Beverage saw a decline of 25.6% or $335.8 million.
- ✓ Statewide visitor spending declined 36.8% or $17.091.2 million in 2020

Cape May County outpaced all other counties in the following:

- ✓ Food & Beverage
- ✓ Retail
- ✓ Recreation
- ✓ Rental Income

State and Local Taxes - $566.7 million - $1.55 million per day

Rental income exceeded $2.1 Billion

Visitation - $8.2 million

Occupancy Tax Collection - $9,973,625.30

2021 Cape May County Tourism Economic Impacts

Total Direct Tourism Expenditures in 2021 was $6622.3 Billion

This represents an increase of 22.5% ($1216.3 Billion) over 2020 and 17.7% of State total.

Lodging	Food/Beverage	Retail	Recreation	Transportation
$2751.6 B	**$1529.8 B**	**$1266.6 B**	**$661.1 M**	**$413.5 M**
+$464 mil	+$221.6 mil	+$272.2 M	+$131.9m	+$94.7 m
+20.3%	+16.9%	+27.4%	+24.9%	+29.7%

- ✓ Cape May County ranked 2nd statewide in tourism expenditures. (Atlantic County 1st)
- ✓ Cape May County's recovery rate is 94% vs. 2019, the highest recovery statewide.
- ✓ Cape May County outpaced all Counties in Food & Beverage, Retail and Recreation.
- ✓ Lodging, Food and Beverage exceeded 2019 expenditures (full recovery)
- ✓ Employment, State and Local Taxes and Visitation exceeded 2019 (full recovery)

Direct Employment - 28,304 48.6% of County Share (10.5% of State Total Share)
Total Employment - 36,837 63.3% of County Share
State & Local Taxes - $615.2 million +10.4% (13.4% of State Total Share) $168 million per day
Rental Income was - $2.4 billion
Visitation - 10.3 million - 26.9% increase over 2020 - 1% increase over 2019 (full recovery)
Occupancy Tax Collection - $16,297,892.65, 24.5% increase 2019 vs 2021, 63.4% increase 2020 vs. 2021

Recovery from the pandemic in the lodging sector was reached in mid-2021, the loss in occupancy tax in 2020 of $344.9 million was recouped by July 2021 and by August surpassed the 2019 amount. Occupancy tax is a metric used to measure overnight stays. The average overnight visitor to Cape May County spends $374 per overnight stay, per person. The average daily spend is $165 per day, per person, the highest daily rate statewide. Recovery in lodging was well in advance of what the experts were predicting. Some segments of the tourism industry such as air travel continue to struggle to recover with many experts not expecting a return to pre-2019 level until 2023, with experts predicting that 63% of international travel will fully return in 2024 or later. Cape May County saw a 96% recovery in 2021.

The unintended consequences of the pandemic travel trends have changed post-COVID, and many of the changes will work well for Cape May County. Visitor trends such as road trips and outdoor experiences will give us an advantage as we move into the 2022 season. The impact of the pandemic was devastating to the entire tourism industry in New Jersey with a loss of 36.8% in direct tourism expenditures. Cape May County experienced the lowest percentage loss in tourism direct spending statewide, down 21.1% compared to 2019, however, that was not good news. The actual loss in dollars is a very different story, Cape May County saw a decline of $1.54 billion in direct tourism spending during the height of the pandemic, the second largest hit in New Jersey, after Atlantic County that saw a 37.7% loss due to the COVID restrictions that greatly impacted the gaming industry.

Cape May County went from $6904.9 in 2019 to $5448.2 in 2020, this knocked us back to 2013 levels in direct tourism spending (2013 - $5.519 billion), 7 years of growth evaporated in 2020. Visitation to the Jersey Cape was down 19.7%, going from a record 10.2 million visitors to 8.2 million in 2020, the second highest visitor level after Atlantic County. Atlantic County nearly doubled the number of visitors to Cape May County, yet generated less in actual tourism spending, according to the Tourism Economics report. However, nearly 30% (29.3%) of the visitors to New Jersey went to Cape May and Atlantic Counties, one in three people who visited New Jersey went to either Atlantic or Cape May Counties. Additionally, nearly one in every three dollars spent by visitors in New Jersey, 35.1% of the total tourism spending was generated in Cape May and Atlantic Counties.

In spite of the losses, Cape May County generated the highest dollar amount in total direct tourism spending statewide in 2020, outpacing Atlantic County for the first time. To further put the losses in perspective, the amount of tourism dollars lost in Cape May County was more than the total amount generated in 15 other New Jersey Counties. Let me repeat that, we lost more than 15 of the 21 counties in the state generated in 2020.

Cape May County's 2020 direct tourism spending represented 18.6% of the total tourism dollars spent in New Jersey. Almost one in every five tourism dollars generated in the State was spent in Cape May County. This comes down to an average of $14.9 million spent every day. Interestingly, the amount of State and Local taxes collected in Cape May County increased by 0.2% or $2.3 million. Visitors generated $4.6 billion in state and local taxes, which is equivalent to $1,400 in tax savings for every household in New Jersey.

After a loss of 5,039 direct tourism jobs in 2020, with a total of 23,265 compared to 2019 with 26,981 total jobs, the county saw a rebound of 10.5% in 2021. Direct tourism employment was 28,304 jobs, an increase over 2019 despite the labor shortage. This is a record number of jobs and represents 48.6% of the county's share of employment. The number of total direct and indirect jobs is 36,837 and represents 63.3% of the county's share of jobs.

To give you a better idea of the impact of tourism, simple math indicates that roughly 30%, or 1 in 3 of the winter population of Cape May County is employed in tourism. Statewide, visitor activity directly supported 270,600 jobs in 2021. Comparing this with the direct employment in other industry sectors, tourism would rank as the 9th largest industry in New Jersey. In 2020, tourism ranked 12th, after its 6th ranking in 2019. Tourism supported more than 430,000 jobs when indirect and induced impacts are considered, an increase of nearly 37,000 jobs in 2021. This represents 8.1% of all jobs in the state—or one out of every twelve jobs in New Jersey.

Based on Occupancy Tax reports, released by the New Jersey Treasury, Cape May County recovered from the losses in lodging within one year of the lifting of the shutdown order. In April 2020, the County saw a loss of 99% in Occupancy Tax compared to April 2019. April 2021 Occupancy Tax Collection registered an increase of 23.7% more than 2019. Record months in July and August 2021, generated more than $4 million in Occupancy tax, this amounted to more than any county generated in a single month, let alone, in two consecutive months. This didn't happen without a lot of hard work, passion and a little bit of desperation from the business community.

2021 - Cape May County Visitor Profile - 32% response rate

Visitor Return Rate	90%
Conversion Rate (Actually came in 2021)	88%
Couples (party of 2)	45%
3-4 people	30%
5-6 people	14%
More than 7	8%
Travel w/Family/with children	25%
Travel w/Spouse/no Children	32%
Travel w/ Extended Family	24%
Travel Couple/Friends	11%
Solo Travel	2%
Day Trip	3%
2-4 nights	28%
5-6 nights	15%
1 Week	29%
More than 1 week	18%
First Time Visitor	8%
Visiting over 20 years	39%
More than 1 trip to CMC per year	63%
COVID Did Not Impact Vacation	85%
COVID Did Impact Vacation	14%

Age

18-24	<1%
25-35	6%
36-45	9%
46-53	14%
54-71	57%
over 72	11%

Travel Season

Summer	84%
Fall	38%
Winter	13%
Spring	23%

Top Markets

New Jersey	29%
Pennsylvania	31%
New York	19%
Maryland/DC	9%
Other	12%

Vacation met Expectations

Yes	96%
No	4%

Vacation Expenditures

Under $1,000	24%
$1k - $1.5k	18%
$1.5K - $2k	22%
$2.5Kk - $3k	12%
Over $3k	19%

Top Reasons for Vacationing in CMC

Safety & Security	79%
Relaxation	75%
Value	70%
Family Oriented	50%
Quiet	44%
Close to Home	38%

Top Attractions

Beach	90%
Dinning	88%
Shopping	78%
Boardwalk	70%
Wineries/Brewery	50%
Historic/History	28%
Eco/Nature	26%

Occupancy Tax Collection - *Record collection rates in July & August 2021*

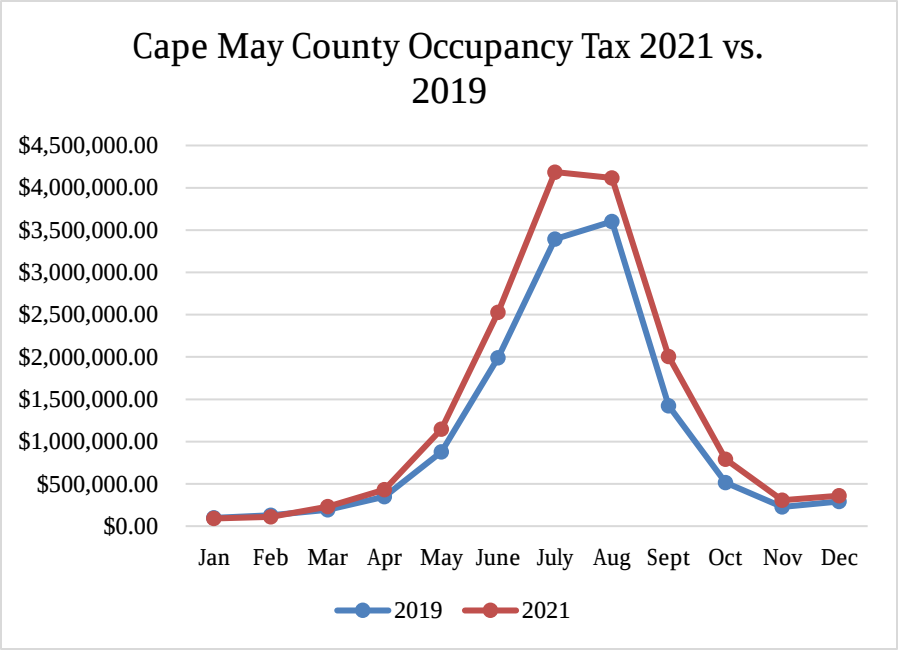
Occupancy Tax is a 5% charge levied on hotel, motel and Bed and Breakfast Inn room rates and serves as a metric to measure overnight stays. Municipalities can add up to 2% to this tax for local programs and projects. Occupancy Tax revenue gives us hard numbers to use to a gauge tourism growth or declines month over month. This report is also a glimpse to measure all tourism sectors such as food and beverage, retail, recreation and transportation. Historically, as lodging goes, so do the other sectors. On average the overnight visitor to Cape May County spends $374 per person, per day. Occupancy tax funds Tourism, the Arts and History with approximately 50% of the revenue collected going to fund those three entities.

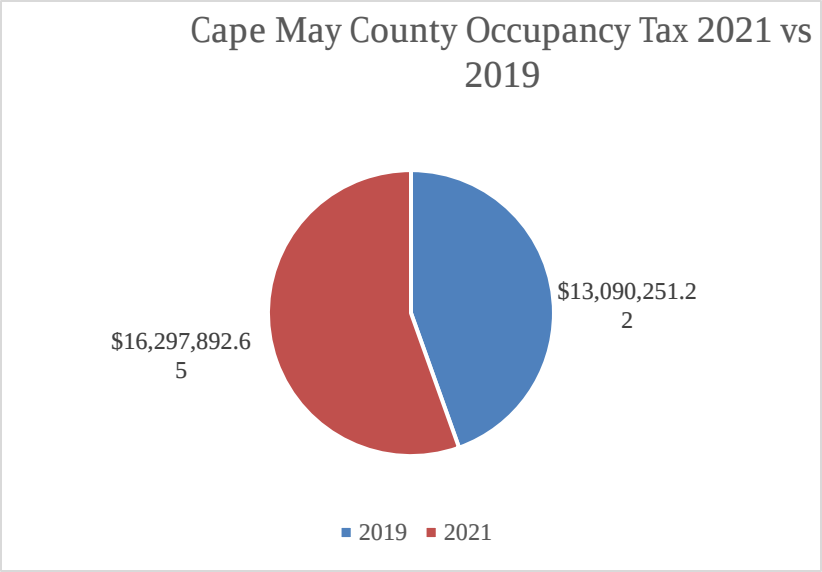
Cape May County's 2021, lodging industry surpassed the Occupancy Tax collection rate from 2019, which was a record year by $3,207,625.35. Based on the year-end Occupancy Tax collection report for 2021, the County saw an increase in collection over 2020 of 38.8%, and an increase of 24.5% over 2019. Rental income surpassed 2019 with more than 2.4 billion collected.

Cape May County saw an increase in Occupancy Tax collection in ten of the twelve months in 2021. January and February saw a decline over 2019 but made up for those two months during the balance of the year. July and August were record months with the largest collection rate recorded, outpacing all other counties in New Jersey. A strong fall and early winner saw an increase of nearly 25% over 2019. Signs of recovery started to show in fall 2020 with September and October outpacing 2019.

2019 vs. 2021 Cape May County Jan - Dec Occupancy Tax Collection

	2019	2020	2021	Increase/decrease
January	$98,007.52	$131,955.20	$91,115.13	7% decrease vs. 2019
February	$128,585.65	$149,140.98	$110,713.91	13.9% decrease vs2019
March	$192,916.18	$66,338.94	$230,452.64	19.5% increase vs 2019
April	$347,885.17	$3,058.96	$430,513.47	23.75 increase vs 2019
May	$879,397.47	$28,340.70	$1,145,092.87	30.21% increase v 2019
June	$1,988,580.76	$1,060,131.65	$2,526.201.65	27.04% increase v 2019
July	$3,393,974.11	$2,633,125.44	$4,185,844.17	23.33% increase v 2019
August	$3,602,147.72	$3,329,102.57	$4,114,143.24	14.2% increase vs 2019
September	$1,424,277.38	$1,671,693.29	$2,004,557.74	40.7% increase vs 2019
October	$515,546.71	$549,080.26	$791,277.33	53.5% increase vs 2019
November	$227,542.23	$188,113.25	$308,286.30	35.49% increase vs2019
December	$291,470.32	$163,544.06	$359,694.20	23.4% increase vs 2019
Total	$13,090,251.22	$9,973,625.30	$16,297,892.65	24.5% increase 2019 vs 2021 38.8% increase 2020 vs. 2021





Second Homes - *47% or 56,400 of all second homes in New Jersey are located in Cape May County*

Nearly 50% of all dwellings in Cape May County are considered second or vacation homes. Rental income in 2021 was $2.4 billion. The second home sector is experiencing some changes since COVID that can impact the rental sector. As more second homes are being used as vacation homes and or permanent residences, we will see a reduction in our rental inventory. Record home sales over the past two years have skyrocketed and driven home values up to record numbers. Cape May County is a very desirable location that offers the quality of life that is motivating many to purchase homes and reducing affordable housing for those in the service industry both year-round and seasonal housing is adding to the labor shortage and impacting the tourism industry in other areas.

The Long & Foster Market Minute™

Focus On: **Cape May County Housing Market** | March 2022

Units Sold	Active Inventory	Median Sale Price	Days On Market
313	853	$555,000	103
M-20A-20J-21J-21N-2105001,000	M-20A-20J-21J-21N-2101,0002,000	M-20A-20J-21J-21N-210500,0001,000,...	M-20A-20J-21J-21N-210100200
Down -29% Vs. Year Ago	Down -12% Vs. Year Ago	Up 13% Vs. Year Ago	Up 1% Vs. Year Ago

UNITS SOLDCape May - NJDetachedAttachedCondo/CoopMar-20Jun-20Sep-20Dec-20Mar-21Jun-21Sep-21Dec-21Mar-22050100150200250300

Units Sold

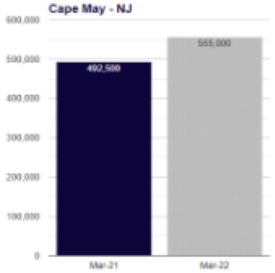
There was an increase in total units sold in March, with 313 sold this month in Cape May County Real Estate. This month's total units sold was lower than at this time last year.

Active Inventory

Versus last year, the total number of homes available this month is lower by 113 units or 12%. The total number of active inventory this March was 853 compared to 966 in March 2021. This month's total of 853 is lower than the previous month's total supply of available inventory of 860, a decrease of 1%.

ACTIVE INVENTORYCape May - NJDetachedAttachedCondo/CoopMar-20May-20Jul-20Sep-20Nov-20Jan-21Mar-21May-21Jul-21Sep-21Nov-21Jan-22Mar-22020040060080001,000

MEDIAN SALE PRICE
Cape May - NJ



Median Sale Price

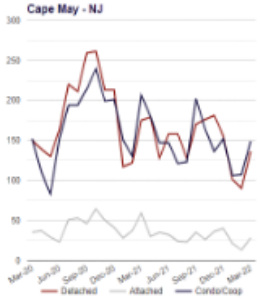
Last March, the median sale price for Cape May County Homes was $492,500. This March, the median sale price was $555,000, an increase of 13% or $62,500 compared to last year. The current median sold price is 23% higher than in February.

Median sale price is the middle sale price in a given month. The same number of properties are above & below the median.

New Listings	Current Contracts	Sold Vs. List Price	Months of Supply
382	341	98.7%	2.7

Down -21% Vs. Year Ago	Down -10% Vs. Year Ago	No Change Vs. Year Ago	Up 24% Vs. Year Ago

UNITS SOLD
Cape May - NJ



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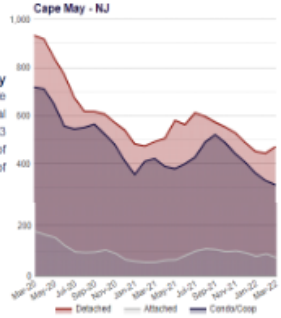

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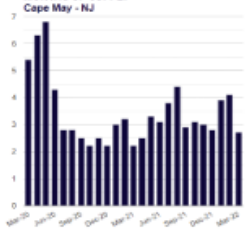
MONTHS OF SUPPLY
Cape May - NJ

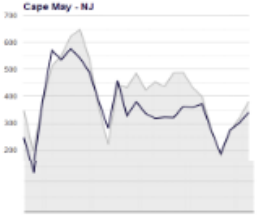


Months of Supply

In March, there was 2.7 months of supply available in Cape May County, compared to 2.2 in March 2021. That is an increase of 24% versus a year ago.

Months of supply is calculated by dividing current inventory by current sales. It indicates how many months would be needed to sell all of the inventory available at the current rate of demand.

NEW LISTINGS AND CURRENT CONTRACTS
Cape May - NJ



New Listings & Current Contracts

This month there were 382 homes newly listed for sale in Cape May County compared to 486 in March 2021, a decrease of 21%. There were 341 current contracts pending sale this March compared to 380 a year ago. The number of current contracts is 10% lower than last March.

In April 2022, Cape May County home prices were up 10.2% compared to last year, selling for a median price of $565K.

On average, homes in Cape May County sell after 48 days on the market compared to 42 days last year.

There were 311 homes sold in April this year, down from 410 last year. *Redfin.com*

Cape May County Property Transfers 2005- 2021

						CAPE MAY COUNTY CLERK'S OFFICE ANNUAL TRANSACTION TOTALS											
	2005	**2006**	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**
New Mortgages	20,186	15,913	13,621	9,358	10,381	8,545	8,496	9,909	9,158	5,985	7,044	7,877	9,450	8,577	9,295	12,581	15,222
Discharge & Cancel Mortgages	16,690	13,492	12,257	10,039	11,591	9,636	9,620	10,906	10,604	6,705	7,616	8,392	10,044	8,737	9,128	12,028	15,141
Deeds / Property Transfers	11,814	8,316	7,857	6,466	5,669	5,680	5,729	6,577	6,586	6,248	7,091	8,444	11,465	11,249	11,537	11,770	14,076
Notice of Real Estate Settlement	9,217	7,026	6,455	4,875	6,159	5,661	5,259	6,787	6,228	4,928	6,032	7,422	8,597	8,210	8,037	11,101	11,514
Assignment of Mortgage	1,625	1,224	1,913	1,435	1,837	1,196	1,158	1,871	2,163	1,531	1,387	1,354	1,555	1,229	1,454	1,392	1,006
UCC Filings	1,037	613	583	568	485	487	309	878	625	692	889	1,268	1,623	1,001	1,138	895	1,382
Federal Tax Liens & Releases	533	561	433	512	650	682	622	431	384	393	308	340	358	364	452	226	230
Lis Pendens and Related Documents	600	665	954	1,340	1,528	1,600	862	833	1,272	1,409	1,245	1,176	1,305	850	681	381	304
Notary Public Oaths & Filings	424	416	356	411	355	337	369	304	356	358	354	386	331	411	308	306	454
Passports	2,041	2,044	2,213	1,296	1,043	917	772	888	943	879	1,081	1,180	1,371	1,085	1,079	382	501
Business Trade Name Filings	362	398	351	319	264	271	273	240	236	209	204	216	196	181	159	160	142
Other Recordings & Transactions	11,780	6,847	9,235	8,400	8,536	8,247	9,524	9,944	9,651	9,801	10,138	10,355	7,246	7,380	7,894	6,974	7,875
Transaction Totals	**76,309**	**57,515**	**56,228**	**45,019**	**48,498**	**43,259**	**42,993**	**49,568**	**48,206**	**39,138**	**43,389**	**48,410**	**53,541**	**49,274**	**51,162**	**58,196**	**67,847**

	CAPE MAY COUNTY CLERK'S OFFICE REVENUE																
	2005	**2006**	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**
County Clerk Recording Fees (9 & 21)	1,674,557.87	1,315,920.12	1,233,012.02	941,622.27	988,135.78	857,443.62	813,816.98	965,681.76	919,012.09	704,403.57	789,437.50	829,636.43	852,524.89	$812,946.90	$854,786.51	1,003,563.77	1,214,407.29
Fee Increase Effective 2/1/2002 S553 (10)	1,689,923.70	1,316,553.40	1,185,035.60	896,152.40	971,152.50	856,893.90	849,222.00	990,146.40	947,063.20	708,962.00	789,742.50	816,414.40	828,550.30	$797,497.50	$839,513.90	1,043,076.40	1,260,120.60
28.6% RTF - County Portion (7)	3,442,869.50	1,892,876.50	1,735,648.00	1,541,260.50	1,155,124.00	1,272,603.00	1,362,586.50	1,605,017.50	1,562,914.00	1,705,216.43	1,940,063.60	2,140,204.67	2,713,501.99	$2,913,935.49	$2,984,847.00	3,844,650.99	4,887,984.50
Other RTF - County (8)	2,749,987.25	1,781,618.00	1,574,771.00	1,288,144.75	901,651.00	928,935.25	956,960.75	1,147,952.75	1,154,722.75	1,222,273.04	1,359,793.30	1,273,181.42	1,255,511.50	$1,346,884.61	$1,374,018.75	1,783,123.08	2,247,724.50
Interest on Recording Account	42,038.85	48,229.86	51,526.75	19,082.43	4,990.61	2,585.73	480.61	648.92	862.24	1,469.66	1,900.42	4,803.47	10,382.37	$27,147.72	$50,238.46	16,036.05	8,231.20
Records Management Fees	4,736.47	4,939.88	5,305.78	4,289.23	5,298.94	4,534.21	5,105.15	4,250.77	4,395.65	4,331.47	3,992.67	3,732.20	3,763.73	$3,587.99	$3,602.46	1,989.70	2,998.73
Revenue Total for Cape May County	**9,604,113.64**	**6,360,137.76**	**5,785,299.15**	**4,690,551.58**	**4,026,352.83**	**3,922,995.71**	**3,988,171.99**	**4,713,698.10**	**4,588,969.93**	**4,346,656.17**	**4,884,929.99**	**5,067,972.59**	**5,664,234.78**	**5,902,000.21**	**6,107,007.08**	**7,692,439.99**	**9,621,466.82**

	TRUST FUNDS COLLECTED FROM RECORDING FEES (began 2017)																
	2005	**2006**	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**
Homelessness Trust Fund (19)													**73,125.00**	**$76,530.00**	**$100,377.00**	**$162,486.00**	**$201,395.00**
eRecording Convenience Fee (20)													**19,146.00**	**$21,946.00**	**$6,616.00**	**$0.00**	**$0.00**

	TOTAL RECEIPTS COLLECTED BY THE CAPE MAY COUNTY CLERK'S OFFICE																
	2005	**2006**	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**
Total Receipts (inc. NJ RTF & Fees)	**54,937,401.85**	**33,429,772.64**	**30,934,425.29**	**25,596,187.89**	**17,956,134.98**	**18,738,142.87**	**19,722,143.92**	**23,952,568.90**	**23,803,421.43**	**25,181,663.54**	**28,623,270.11**	**30,159,395.40**	**34,874,016.26**	**38,080,947.53**	**39,704,568.56**	**54,543,795.12**	**71,504,548.99**

Top Travel Trends in 2022 - *What do they want and where do we fit?*

Following travel trends is key to our marketing efforts and was key to our recovery. Once we discover what travelers are looking for in a vacation, we quickly match those trends to what we have to offer as a destination and include those trends in our messaging. We have a big advantage with beach vacations topping the most sought-after travel interests. The diversity of attractions also plays into the interest of travelers. Not many destinations can boast of having beautiful beaches within minutes from world-class birding, outdoor adventures and vineyards.

More often than not, we have most of what is top on the trend list. Snow skiing is not ever going to work for the Jersey Cape, but from a list of 11 Travel Trends for 2020, compiled by *CompareCamp*, we found seven trends that fit well as we market our assets. As we develop our campaign, we work into our message the trends that appeal to our visitors, and we can deliver.

1. **Private Rentals** -- More than 47% of the dwellings in Cape May County are second or vacation homes with 53% of them rented through realtors, homeowners, or online booking engines. Realtors reported record rentals and home sales during the pandemic and that trend continues to dominate the tourism story. Online booking engines are a growing part of the rental sector and one that we didn't have much data to measure and evaluate. The tourism department contracted with AirDNA in 2020 and the information was eye opening. Rental properties listed through Airbnb and VRBO have increased 10% over the past year. (2021-6,725 & 2022-7,404)

2. **Road Trips** vs. Flights -- Cape May County is a drive destination within a 300-mile radius of 30 million people. We are perfectly situated to draw millions of visitors from a tank of gas away.

3. **Domestic Travel**—For Now -- Airlines have not recovered from the pandemic with international flights struggling with reduced service, canceled or dropped flights and skyrocketing costs. Budget Travel and Road Trips

are the buzz words for 2022 vacation planners. Through May 5, 2022, there has been a 14.5% decrease in number of flight passengers versus the same time period in 2019. That is a year-to-date comparison.

4. **Rebranding Travel Influencers**-- Bloggers were hit hard by the pandemic travel bans and restrictions resulted in fewer trips, they couldn't travel, and neither could their readers. Many were forced to reinvented themselves and focus on domestic travel, close to home getaways and food. Bloggers or Influencers have become trusted third-party resources. We now rely on them as trusted journalists that can help tell our story and spread the word about our destination.

5. **Multi-Generational** Trips and Vacations-- sometimes referred to as the 3G (3 generation) traveler was gaining in popularity pre-COVID and continues to grow as families are looking for ways to reconnect in 2022 and beyond. Cape May County has been catering to the multi-generation family visitors for many years with 48% of our visitors returning for more than 20 years. Baby boomers are our highest return visitor and have the discretionary income to include children and grandchildren on their vacation to the Jersey Cape. The Skip-Gen (grandparents and grandchildren) traveler is also part of the trend.

6. **Off-The-Beaten-Path Tourism** -- Beyond our great beaches visitors can find world-class birding and nature trails accessible by walking, hiking and biking. Fishing, kayaking and water sports along with historic attractions, wineries, farmland and open spaces allow visitors to experience many off-the-beaten-path adventures. Camping has grown worldwide and continues to grow well beyond 2022.

7. **More Mindful Experiences** -- We saw the increased interest of the conscientious traveler prior to COVID-19, and while the environment 'healed' somewhat during the travel restrictions, we will see more travelers who want to preserve the world and keep it as they found it or make it better. Sustainable travel continues to be part of the

planning and we will continue to see more travelers concerned about limiting carbon emissions and turning to "green" vacations and wellness retreats. Body, mind and soul vacations are big.

AirDNA Year to Year Report Measuring online bookings Feb 21-Feb 22

AIRDNA

Last 12 Months: Online Bookings, Airbnb & VRBO

Cape May

Last Twelve Months February 2022 vs Last Twelve Months February 2021

	Available Listings			Booked Listings			Occupancy Rate			Average Daily Rate			RevPAR		
Property Type	2021	2022	% Chg	2021	2022	% Chg	2021	2022	% Chg	2021	2022	% Chg	2021	2022	% Chg
Entire Place	881	1,104	25.3%	843	1,055	25.1%	58%	65%	12.3%	443	489	10.4%	258	319	24.0%
Private Room	97	87	-10.3%	97	87	-10.3%	54%	45%	-16.2%	207	272	31.1%	111	122	9.8%
Shared Room	0	0		0	0		0%	0%		0	0		0	0	
Bedrooms (*)															
Hotel Comp (Studio and 1 bed	116	151	30.2%	104	142	36.5%	59%	65%	10.3%	202	257	27.0%	118	166	40.1%
Studio	23	19	-17.4%	15	15	0.0%	54%	73%	36.3%	208	170	-18.3%	112	124	11.4%
1 bedroom	93	132	41.9%	89	127	42.7%	59%	64%	7.7%	201	264	31.3%	120	169	41.3%
2 bedrooms	184	234	27.2%	175	227	29.7%	62%	67%	8.2%	260	290	11.5%	162	195	20.6%
3 bedrooms	209	264	26.3%	203	255	25.6%	59%	66%	11.3%	337	369	9.5%	201	245	21.9%
4+ bedrooms	372	455	22.3%	361	431	19.4%	55%	64%	15.5%	679	758	11.5%	376	484	28.8%
Submarkets (*)															
Wildwood	2,097	2,219	5.8%	1,956	2,107	7.7%	54%	62%	14.3%	333	362	8.7%	181	225	24.2%
Ocean City	1,296	1,370	5.7%	1,218	1,301	6.8%	61%	68%	10.9%	404	418	3.4%	248	284	14.6%
Sea Isle City	1,006	1,188	18.1%	998	1,068	7.0%	79%	84%	6.4%	459	443	-3.6%	363	372	2.6%
Stone Harbor	266	256	-3.8%	253	239	-5.5%	74%	80%	8.5%	628	601	-4.4%	464	482	3.7%
Avalon	635	625	-1.6%	624	595	-4.6%	84%	86%	2.5%	653	637	-2.3%	548	548	0.1%
Lower Township	544	642	18.0%	513	617	20.3%	61%	66%	6.9%	343	369	7.6%	211	242	15.0%

Hitting the Road - *The return of the Road Trip*

Road trips are high on the list of travel trends again in 2022. Air service continues to be impacted by Covid, fuel costs and cancelations. The pent-up demand to take a vacation continues to loom large over travel planners as they seek ways to make up for two years of travel bans and restrictions. Domestic travel is expected to be strong again in 2022 with international travel struggling to catch up to pre-covid numbers.

For some it's the year of the G.O.A.T. (Greatest of All Trips) and they are going all out to make up for lost vacation time. For others it's the fear of more lockdowns and they want to get in the most memorable vacation if that happens again. Bucket lists are still a thing for not only millennials but baby boomers also checking off their lists.

A new survey by vacation rental platform *Vacasa* found that 63% of Americans are planning to travel this summer. Three out of four travelers surveyed are going to stick to domestic travel again this year. This is music to our ears since we don't have a commercial airport in Cape May County and limited air service in Atlantic. Transportation is also lacking with limited bus and car rental options.

- ✓ 57% will travel to destinations near the water (Lakes or Beaches)
- ✓ 36% will visit national parks.
- ✓ 20% of travelers are expected to travel for longer than a week during the summer
- ✓ 52% are planning to take long weekend vacations
- ✓ 38% of travelers are planning a summer trip between 5 and 7 days long.
- ✓ 46% of those surveyed indicated they will be traveling during the July 4th weekend.
- ✓ 55% of pet owners said they are planning to travel with their pets.

A new survey conducted for *Hilton* by Wakefield Research asked 1,000 American adults about their summer vacation plans. More than half (55%) of respondents who are pet owners are planning to travel with their pets this summer, so be ready for Fido being added to the reservation. Pet travelers are looking for amenities that cater to their pets that include dog parks and dog friendly beaches, outdoor eateries and attractions.

While traveling with pets is on the rise, the hottest trend in 2020 is a focus on wellness activities or wellness-centric travel, with 98% of respondents sating wellness/wellbeing is a priority. Experts predict that more than $60 billion will be spent on wellness tourism by 2026. Wellness tourism represents 20% of travelers in 2022 and is growing. Wellness tourism appeals to men and women with 56% female, and 56% married or in a relationship. Also, 48% are aged 36-50, and 25% are aged 51-65, with 17% under age 35. Wellness tourism for pets is a thing. Watch for pet spas and retreats that include checkups, grooming, obedience training, exercise and health care.

Wellness can be an immersive cultural experience and include unplugging from devices, reconnecting with friends and family or just focusing on relaxing, eating well and outdoor experiences. The Skycanner report polled more than 1,000 Americans in April and found that 33% of US travelers are dreaming of taking an "ultimate relaxation" trip in 2022 with another 29% wishing for a "wellness holiday." One way for self-caring is travel; and includes mental, emotional and spiritual well-being. This trend is expected to grow by 21% through 2025. Yoga on the beach and other outdoor exercise activities add to the wellness traveler's wish list.

Digital detox tops the list for wellness travelers. During the lockdowns most spent too much time sitting in front of their devices. A need to disconnect and put some distance between them and their digital devices while on

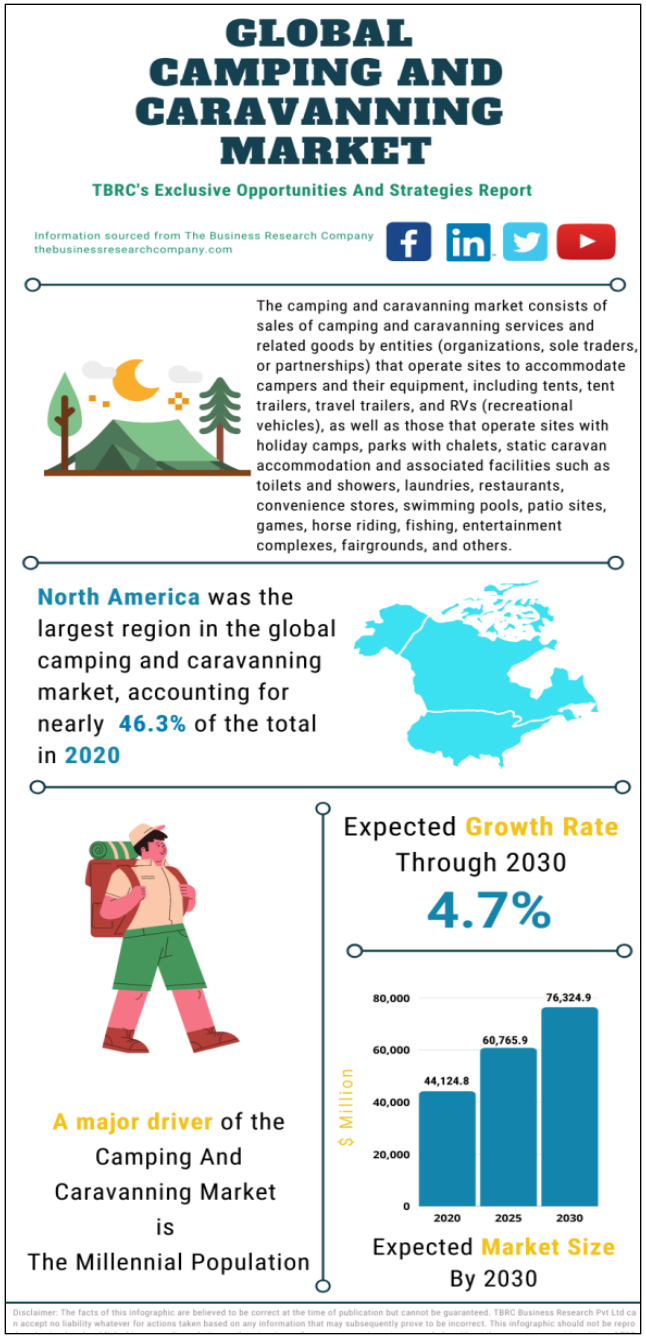
vacation. Outdoor activities include animal encounters, nature emersions, community engagement, alternative medicine and natural healing, physical fitness, work-free escapes, sustainable and authentic travel.

Tied into the road trip vacation is the *multigenerational* trips with extended families, some who haven't seen each other in two years are planning to get together to rekindle relationships and make new memories. Beach destinations make for perfect gathering places for reunions and celebratory events. From 2019 to 2022 bookings for 6 or more people has increased 57%. While gas costs are rising, the multi-generational road trip is less costly than individual air tickets.

Cape May County experienced the return on the domestic traveler in 2020 and 2021, and with a 96% recovery rate, we will undoubtedly surpass the 2019 record spending. Visitation surpassed 2019 with 10.3 million travelers in 2021. The tank of gas away marketing message will generate more visitors from within a 300-mile radius. What we will see in 2022 is the return of the Canadian visitor. They will bolster our visitor base and increase spending.

Reconnect Canada - Unique to Cape May County is the high number of Canadians from the Province of Quebec that come each summer and represent 7-9% of our July and August visitors. With the border reopening in November 2021, the Department of Tourism started a radio campaign on two French-speaking stations and ran digital banner ads in early December. The initial message was simply that we missed them and welcome them back during the summer months. The campaign was successful and new ads will continue to run through July. The Reconnect Canada campaign will be a two-year campaign that will expand throughout the Province of Quebec and into parts of Ontario.

Got Camping? *What's more 'off the beaten path' than camping?*



As we work to apply the travel trends into our marketing, we first determine the fit to see if our assets and attractions match the trends. Cape May County's outdoor and nature-based activities reign supreme with direct tourism expenditures in the recreation sector of $661.1 million, outpacing all other counties in the state. Camping is a large part of recreation spending and impacts food & beverage, retail and transportation sectors. Birding, hiking, biking and other nature-based activities go together and fit well within the travel trends of off the beaten path experiences for visitors and serve to extend the traditional summer season.

In April 2020, things were looking very bleak with a decline in Occupancy Tax of 99% and reports of 77% decline in campground rentals due to cancelations. The Canadian-US border was closed with not a glimmer of light at the end of the tunnel. The resurgence in RVing was yet another unintended consequence of COVID-19. Families were looking for safe and outdoor lodging and open space.

Cape May County has the highest concentration of campgrounds in New Jersey and home to 45 campgrounds with 35 public and 10 private. The total number of campsites is 14,771. As the camping dynamic changed over the years, the local campgrounds have made many changes to meet the needs of the new camper. These resorts are not your father's campgrounds!

Campgrounds in the county were developed in the mid-1960s through the early 1970s. They were an idea that came from the Cape May County Cooperative Extension Office and Rutgers. Undocumented history as told by Larry

Newbold, who served as the Extension Center director, suggested that many of the early campgrounds were developed around the lakes that were created from mining dirt to build the Garden State Parkway.

Campgrounds were in immediate success drawing visitors from as far as the Province of Quebec in Canada. While updated over the years to keep up with demands, most are full-service resorts that offer expanded amenities to include cabins, rentals and seasonal sites. Tent camping was a huge draw in the early days and in some areas it has made a comeback with more people looking for that rustic back to nature experience.

The term *camping* as been replaced with *Glamping* and remains one of the hottest trends worldwide. RVs have come a long way and include all the amenities of home. Park models are mini-homes and available for rent. This trend is here to stay as families have made a huge investment in the past two years in this life style.

As some baby boomers are giving up the RV lifestyle, Gen Xers and Millennials are filling in the void. Family travel looked a little different over the past two years and while 19% of respondents state they didn't travel in 2020 and 2021, other families' favorite experiences included: domestic travel (19%), beach resorts (12%), road trips (11%), international travel (10%), staycations (7%), camping (6%). *(American Express Travel - 2022 Global Travel Trends Report)*

Despite the rising gas prices, RV camping in 2022 will become even more popular as families look for authentic outdoor experiences. Many are seeking close-to-home campgrounds which bodes well for the Jersey Cape.

Camping and visiting national and state parks continue to trend with reports that most campgrounds and state and national parks are booked for RV camping in 2022, during seasonal weekends and holidays.

The final numbers aren't in yet for 2021, but the RVIA speculates between 567,000 and 587,400 RVs were sold. The study concludes that 2022 will see total sales over 550,000 or more, with some RV types selling better than others. *(Camper Smarts /Strategy Titan Survey)*

Baby Boomer Travel - Baby Boomers are still dictating most travel trends, and the Tourism Department's visitor survey shows 67% of our visitors in 2021 were between age 54-71. *(AARP Annual Survey February 2022)*

Baby Boomer travel will continue to make an impact on travel and tourism spending upwards of **$157 billion on travel**. They control more than 70% of disposable income in the United States and have more time to travel. Better yet, they saved their travel dollars and 2 out of 3 are planning to spend more on travel in 2022.

- ✓ 69% of all Americans plan to travel more, or the same amount, in 2022 than prior to the pandemic.
- ✓ 60% of all Americans traveled less during COVID-19 than they did before the pandemic began.
- ✓ 82% of Baby Boomers, 75% of Gen-Xers, and 73% of both Gen-Zers and Millennials plan to take between **1 to 5** trips for fun in the coming year.

The largest increase in travel spending is seen among those 70-plus, with additional spending going toward cancelable tickets, rooms and travel insurance.

Spending by age in 2022: (AARP February 2022 Survey)

- ✓ Those under 50 are more budget minded and expect to spend closer to $5,000
- ✓ The 50-plus boomers are planning to outspend those under age 50. In 2022, older adults typically say they are ready to spend $8,369 for vacations and getaways.
- ✓ The 70-plus boomer say they could spend as much as $11,500 on travel.

AARP data collected in February 2022 show that plans to travel internationally have dropped with 50% planning to travel both domestically and abroad, and 76% planning domestic only travel. This may be due to the impact of the omicron variant and/or international conflict.

Most American 50-plus adults plan to take at least one trip in 2022, with some indicating upwards of 3-4 trips, an increase of 13% over 2021. This is perhaps reflecting the rebound in their feeling that travel is safe.

Older travelers are more likely to be traveling domestically. 67% of 50-plus plan on traveling in 2022 (2021: 54% only, avoiding crowded destinations, and taking more road trips than usual. Women are more likely than men to anticipate/plan their 2022 travel.

Staycations remains a popular option in 2022, especially for younger travelers. It is a popular choice among those 18–49 (48%) and those 50–59 (42%), specifically.

From COVID-19 to the Price at the Pumps - *how is this impacting the tourism industry?*

Historically, we have witnessed the correlation between the cost of gas and the cost of travel. There is no doubt that travel planners are including the increased costs of fuel in the vacation equation. Inflation is impacting every level of spending from groceries, retail and fuel costs. Housing, energy, and food make up nearly two thirds or 63%

of the family budget and all three are seeing major increases with no end in sight. Every additional dollar spent for food and filling the tank will impact discretionary spending and it will be especially hard on vacation savings. It's not rocket science; this will result in many being forced to make adjustments in vacation plans. Will they forego their vacation and stay home? Will they plan day trips? Will they reduce their length of stay? Will they cut vacation spending to meet their budget? The answer is *YES* to all the above.

Skyrocketing inflation means most vacation planners will be looking for ways to economize and the word 'staycation' is one that is popping up in a lot of my searches. Inflation will not impact only one segment of the vacation but all aspects of the experience. Getting there is one part of the vacation cost, lodging, meals, and attractions are lumped into the final price tag for travelers and each component has been affected by inflation with increases being passed on to the consumer. A smaller vacation budget will collide with increased costs and the customer will be caught in the middle. Visitors will be looking at the cost as a whole and if they don't find overall value, they will be forced to cancel. Cost and value are two very different considerations for travel planners, as a business owner, can you provide value?

The Department of Tourism's 2022, "tank of gas away" marketing campaign is a reminder to those 30 million people who live within a 300-mile radius. While the increased fuel costs for road trips are causing some to rethink their plans, it is not fully a game changer. Air travel is becoming unaffordable and when compared to the cost to drive with the family compared to airfare for the family, the road trip becomes a more viable option.

Reports indicate that people are not enjoying the rigors of air travel and are opting to trade flying with driving. This is especially true with many airlines cutting back on service resulting in cancelled and dropped flights, masks or no masks, and safety and security concerns. Air flights were once considered a convenience but that has changed now that they are facing so many challenges, for some it has become a nightmare. Drive vacations are more appealing.

The renewed interest in the road trip is good for Cape May County, as a drive destination within 300 miles of 30 million people. We are expanding our marketing reach within the 300-mile radius and targeting new and return customers through a saturated digital campaign based on interests and other demographic data. With Cooperative Marketing grant dollars awarded by the New Jersey Division of Travel and Tourism we were able to drill down on the past 5 years of data collected through our annual survey to better identify and reach our return customers through digital marketing.

There is no answer yet to the question about how it will actually impact the tourism industry. Inflation continues to rise and no answer is in sight. We don't know if there is a new normal or what that will be. We need to be aware of national and global impacts on travel and be flexible as we navigate through the next few years.

Social Media - *a key component to our marketing campaign and continues to play a role in expanding our reach and targeting our customers.*

Research indicated more adults were on social media sites while they were home quarantining or working remotely. As U.S. consumers started spending more time at home the increased use of social media followed, in some cases there was a more than 50% increase in consumption. This provided a huge boost to engagement on all platforms, especially for travel planning. Social media continues to be a central component in our daily life after many have returned to in-person work.

The Tourism Department and the Southern Shore DMO never stopped marketing during the lockdowns. We immediately redirected our campaign and increased our social media presence with posts and ads on Facebook, Twitter, Instagram and e-newsletters. Print, radio and television continued with a new message designed to keep the region in the forefront of travels waiting to make their vacation plans.

Phase one of the change in our marketing plan was the launch of a confidence campaign to ensure our visitors we would be ready when travel reopened. We wanted them to be aware that the County was following CDC protocols and safety was a top priority. The "Safely Together" campaign was used in the County Commissioner's and Health Department messaging and became integral in the Tourism Department's confidence campaign. Safe travel was and remains a high priority with 74% of respondents to our 2022 Visitors' survey listing it second to relaxation. Health and wellness go hand-in-hand with safety more than ever.

The Tourism Department reacted quickly to the shutdown and turned the campaign around within 24 hours. Images featured open spaces and less crowded attractions showing social distancing. A "Safely Together" video

was created in 30-second and 15-second lengths for television and social media. The safety message was strong, and the added tag line was “exciting places - open spaces.”

- ✓ We used social media to reach out to followers with messaging - “We’re here when you are ready” ... We moved to “Better Days are ahead” then “We’re Ready When You Are” messaging when businesses started opening in late June. Today it’s “Exciting Places – Open Spaces.”
- ✓ Social Media messaging was keeping the Jersey Cape in front of our followers and engaged. We used images intended to rekindle memories and encourage making new ones.
- ✓ The increase in adults using social media since the pandemic has risen to between 46% to 51%, depending on the platform.
- ✓ The number of daily Facebook users increased by 42% since March. The Jersey Cape Website CTR is up 36.8%, Facebook engagement is up 1.5K%, Instagram up 100%.
- ✓ Time spent by US adults on social media sites grew by 4 minutes in 2020, to 24 minutes per day, due to the pandemic and strong engagement on messaging services like Facebook Messenger, WhatsApp, and Apple iMessage.

Authentic Travel - The authentic self is the soul made visible. *Sarah Ban Breathnach*

A growing trend in Cultural Tourism is Authentic Travel. It can mean different things to different people, and many have their own preconceived idea of what is authentic and what is not a real or genuine experience. But for most is means the ability to immerse themselves into the local culture.

Many travelers want to encounter local history and culture and meet the local people to get the authentic feel and experience of being immersed or part of the local culture. Authentic food and drinks and local produce are elements of an authentic experience. The laidback beach lifestyle, country charm and rural areas combine to give

visitors the authentic feel they are looking for on vacation. Where else can you be on a beach and within a short drive at a winery?

The Jersey Cape is steeped in authenticity from the mom-and-pop owned hotels, motels, restaurants and shopping to local culture and history. More than Victoriana and Doo Wop, the county offers authentic experiences from farm to table menu offerings and local historic sites. From the boardwalk to a local museum or an historic attraction, the County offers authentic experiences that give visitors a connection with real people and a glimpse of our way of life at the southern tip of New Jersey.

A journalist doing a story about Cape May County suggested it is a 'pure' destination, not controlled, staged or recreated. She added that the lack of chain stores and lodging made us charming. You can tour a restored Victorian home or 1950s retro motel, tour a recreated or reconstructed one that look the same, but most want the authentic feel of the real one.

Some are looking to experience a lifestyle they can't get at home. Is it bird watching, surfing, camping or enjoying local produce and products? It's all of them, Cape May County is the real deal and while every experience is not always exactly how we want it to go, it is real and what makes us authentic and charming. Don't be afraid to suggest authentic experiences to your guests. Talk to them and tell them what the locals do for fun and relaxation.

2020 Housing Value by Zip Code

08226	Ocean City	32.10%
08248	Strathmere	59.60%
08243	Sea Isle City	32.20%
08202	Avalon	31.20%
08247	Stone Harbor	59.60%
08260	Wildwoods	28.60%
08204	Cape May	24.10%
08212	Cape May Point	26.40%
08251	Villas	20.20%
08242	Rio Grande	13.90%
08210	CMCH	- 0.20%
08270	Woodbine	0.50%

Over the past 10 years the value of a single home in Cape May County increased an average of 15.4%. The COVID-19 lockdowns created the increase in real property transactions in 2020.

The March 2022 data from the NJ Realtors list Single Family Homes in Cape May County sold at a Median sale price $481,500, this is up over $405,000 last March. Looking back to the beginning of the pandemic, the median sale price was $272,500, a 77% increase.

Cape May County Fishing Industry

Cape May County's Commercial Fishing Industry ranks second in economic impact next to tourism.

The Port of Cape May/ Wildwood is the largest in New Jersey and 2nd Largest on the Eastern Seaboard and ranks in the top 20 in Landings and value in the nation. (128 Ports in the U.S.)

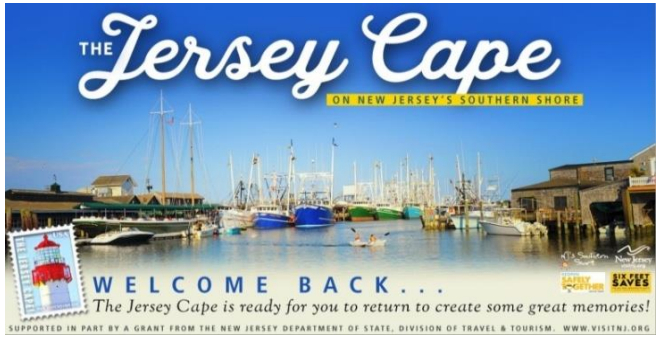
Port of Cape May/Wildwood
Ex-vessel - $90 million / 94.5 million pounds
Local income -$270 million

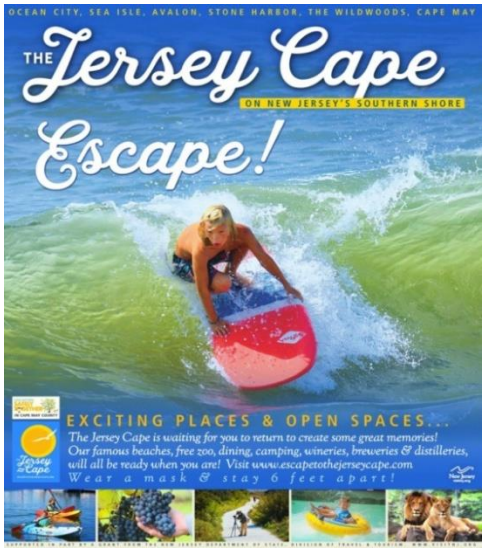
The **Cape May/Wildwood port** is the center of fish processing and freezing in New Jersey. Some of the largest vessels fishing on the East Coast have home ported in the southern end of the Jersey Cape.

Cape May/Wildwood is the home port to some of the largest vessels fishing on the Atlantic coast and has led the way in developing new fisheries and new domestic and international markets for New Jersey seafood.

Major Cape May fisheries focus on squid, mackerel, fluke, sea bass, porgies, lobsters and menhaden. In addition to these, Wildwood boats are also in the surf clam/ocean quahog fisheries.

Add samples at the onset, during and end of COVID





Facts & Figures - Cape May County - 16 Municipalities

267 Square Miles
213 miles of County Roads
22 Bridges
5 Toll Bridges
10,928 Businesses
46,913 Labor Force

1 Technical School District
1 Special Services District
3 Regional High Schools
13,115 Available Land Acres
54,511 Acres of Eco-Tourism/Passive Recreation
TRACEN - US Coast Guard Training Center

Hotels and Motels (latest data available)

YEAR	# OF BLDGS	UNITS/RMS
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

Planning and Open Space

13,115 Available Land Acres
54,111 Acres ecotourism/open space
3,662 Acres Farmland
1,341 Acres of open/space
40 - Open Space Recreational Projects
($27.7 million committed)
35 - Open Space Historic Preservation Projects
($2.48 million committed)

Cape May Lewes Ferry Traffic

	Vehicles	Passengers
2019	1,048,637	738,768
2020	499,610	333,757
2021	917,251	637,738

Tourism Direct/Indirect Employment

2017	2018	2019	2020	2021
26,885	26,570	26,981	23,265	28,304
Indirect Employment				
31,279	37,174	37,718	31,670	36,837

2021 Garden State Traffic Total

7,252,k915 - Great Egg Toll Plaza

5,965,100 - Cape May Toll Plaza

Garden State Parkway 2021 Daily Average Car Count Average Monthly Daily Traffic (AMDT)

	Great Egg Toll Plaza AMDT	Cape May Toll Plaza AMDT
January	**12,310**	**9,307**
February	**12,225**	**9,006**
March	**15,350**	**11,610**
April	**17,840**	**14,185**
May	**21,980**	**19,280**
June	**27,585**	**23,360**
July	**31,820**	**27,588**
August	**28,552**	**26,327**
September	**22,990**	**19,773**
October	**17,560**	**13,993**
November	**15,123**	**11,366**
December	**14,587**	**10,685**

Garden State Parkway 2021 Average Monthly Daily Traffic (AADT) Car Count

Year-over-Year Comparison - 2017 - 2019

Year	AADT	
	Great Egg Toll Plaza	Cape May Toll Plaza
2021	19,871	16,340
2020	17,473	14,010
2019	19,685	15,855
2018	19,385	15,286
2017	19,374	15,134

Cape May Lewes Ferry - Traffic Count 2021

Jan	18,776	Jul	154,298
Feb	17,001	Aug	148,796
Mar	34,596	Sept	109,805
Apr	62,687	Oct	80,067
May	83,868	Nov	52,884
Jun	112,046	Dec	42,427
		TOTAL	917,251

Population Cape May County, New Jersey	
Population Estimates, July 1 2021, (V2021)	**95,661**
Population estimates base, April 1, 2020, (V2021)	95,263
Population, percent change - April 1, 2020 (estimates base) to July 1, 2021, (V2021)	0.4%
Population, Census, April 1, 2020	95,263
Population, Census, April 1, 2010	97,265
Age and Sex	
Persons under 5 years, percent	4.4%
Persons under 18 years, percent	17.3%
Persons 65 years and over, percent	27.3%
Female persons, percent	51.3%

Summer Population by Municipality

Town	Summer Population
Avalon	35,028
Cape May City	45,874
Cape May Point	4,100
North Wildwood	70,118
Ocean City	139,654
Sea Isle City	44,820
Stone Harbor	22,528
West Cape May	8,590
West Wildwood	7,468
Wildwood	67,258
Wildwood Crest	54,633
Dennis Township	37,339
Lower Township	99,786
Middle Township	71,321
Upper Township	45,940
Woodbine	9,483
TOTAL	**763,940**

Campaign Name: CAPE MAY COUNTY VISITOR SURVEY-2022 Survey Starts: 755 Survey Submits: 236
Export Date: 5/21/2022

2022 Cape May County Visitor Survey

31.26% Response Rate

1. Did you take a vacation to Cape May County in 2021?

Answer Choice	0% 100%	Number of Responses	Responses Ratio
YES		209	88%
NO		27	11%
	Total Responses	236	100%

OPEN QUESTION

If no, did the COVID-19 pandemic change your vacation plans? Please explain in the box provided.

Didn't go stayed home.

We didn't take a vacation because of Covid. We are going back in July.

Yes

44 Response(s)

MULTIPLE CHOICE

2. What is your age group?

Answer Choice	0% 100%	Number of Responses	Responses Ratio
18-24		1	0%
25-35		15	6%
36-45		22	9%
46-53		35	14%
54-71		136	57%
72 AND OVER		27	11%
	Total Responses	236	100%

:

3. Total number of people that traveled with you, including yourself?

Answer Choice	0% 100%	Number of Responses	Responses Ratio
1-2		107	45%
3-4		71	30%
5-6		35	14%
7-8		13	5%
9-10		8	3%
Other		2	0%
	Total Responses	**236**	**100%**

MULTIPLE CHOICE

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

Answer Choice	0% 100%	Number of Responses	Responses Ratio
SPOUSE-NO CHILDREN		76	32%
CHILDREN ONLY		1	0%
FAMILY (SPOUSE & CHILDREN)		60	25%
COUPLE AND/OR FRIENDS		28	11%
EXTENDED FAMILY (PARENTS, GRANDPARENTS, SIBLINGS, ETC.)		57	24%
GROUP		3	1%
TRAVEL ALONE OR SOLO		5	2%
Other		6	2%
	Total Responses	**236**	**100%**

MULTIPLE CHOICE

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

Answer Choice	0% 100%	Number of Responses	Responses Ratio
YES		23	9%
NO		213	90%
	Total Responses	**236**	**100%**

MULTIPLE CHOICE

6. How many nights did you stay?

Answer Choice	0% 100%	Number of Responses	Responses Ratio
DAY TRIP		9	3%
1 NIGHT		9	3%
2-4 NIGHTS		67	28%
5-6 NIGHTS		36	15%
1 WEEK		69	29%
8-10 NIGHTS		15	6%
2 WEEKS		10	4%
MORE THAN 2 WEEKS		12	5%
Other		9	3%
	Total Responses	**236**	**100%**

MULTIPLE CHOICE

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

Answer Choice	0% 100%	Number of Responses	Responses Ratio
FIRST TIME		21	8%
1-2 YEARS		6	2%
3-4 YEARS		18	7%
5-6 YEARS		13	5%
7-8 YEARS		12	5%
9-10 YEARS		20	8%
11-15 YEARS		23	9%
16-20 YEARS		22	9%
MORE THAN 20 YEARS		94	39%
Other		7	2%
	Total Responses	**236**	**100%**

CHECKBOXES

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

Answer Choice	0% 100%	Number of Responses	Responses Ratio
CAPE MAY		125	52%
WILDWOODS		102	43%
STONE HARBOR		21	8%
AVALON		15	6%
SEA ISLE CITY		22	9%
OCEAN CITY		43	18%
Other		7	2%
	Total Responses	**236**	**100%**

CHECKBOXES

9. What time of year did you vacation at the Jersey Cape in 2021? Check all that apply.

Answer Choice	0% 100%	Number of Responses	Responses Ratio
Summer		199	84%
Fall		91	38%
Winter		32	13%
Spring		56	23%
	Total Responses	**236**	**100%**

MULTIPLE CHOICE

10. Did the COVID-19 pandemic affect the time(s) of year that you vacationed in 2021?

Answer Choice	0% 100%	Number of Responses	Responses Ratio
Yes		34	14%
No		199	85%
	Total Responses	**233**	**100%**

CHECKBOXES

11. What attractions did you enjoy on your vacation in Cape May County in 2021? Check all that apply.

Answer Choice	0% 100%	Number of Responses	Responses Ratio
BEACH		211	89%
SHOPPING		180	76%
RESTAURANTS/DINING		211	89%
CULTURAL/HISTORIC ATTRACTIONS		85	36%
BOARDWALK		133	56%
ECO/NATURE BASED ACTIVITIES (eg. Whale Watching Excursion)		66	27%
BIRDING		32	13%
FISHING/BOATING		32	13%
GOLFING		20	8%
WATER SPORTS		34	14%
CAMPING		16	6%
ZOO		97	41%
ART EXHIBITS/THEATRICAL PERFORMANCES		31	13%
SPECIAL EVENTS		46	19%
ATLANTIC CITY		27	11%
ATHLETIC EVENT:RUN OR RACE		4	1%
Other		17	7%
	Total Responses	**236**	**100%**

CHECKBOXES

12. How many leisure/recreational activities did you enjoy during your stay in 2021? Check all that apply.

Answer Choice	0% 100%	Number of Responses	Responses Ratio
BEACH		213	90%
BOARDWALK		167	70%
SHOPPING/RETAIL		185	78%
DINING/BEVERAGES		208	88%
BOATING/FISHING		26	11%
WATERSPORTS		40	16%
MUSICAL ENTERTAINMENT/THEATER		58	24%
GOLFING		17	7%
ECO/NATURE-BASED (eg. Whale Watching Excursion)		62	26%
AGRI-FARM MARKET - FARM TO TABLE		44	18%
HISTORIC TOURS/CULTURAL ACTIVITY		68	28%
WINERIES, BREWERIES AND DISTILLERIES		119	50%
Other		11	4%
	Total Responses	**236**	**100%**

OPEN QUESTION

Were there any attractions or activities named in Questions 11 & 12 that you could NOT enjoy in 2021 due to COVID pandemic restrictions? Please explain in the box provided.

No we made sure we went to places that allowed for social distancing.

No

No

69 Response(s)

13. What style of dining was the most popular choice for you given the COVID pandemic restrictions in Summer 2021? Select all that apply.

Answer Choice	0% 100%	Number of Responses	Responses Ratio
INSIDE		126	53%
OUTSIDE		161	68%
TAKE OUT & GRAB AND GO		85	36%
	Total Responses	**236**	**100%**

CHECKBOXES

14. Did you visit one of our agri tourism attractions? Select all that apply.

Answer Choice	0% 100%	Number of Responses	Responses Ratio
WINERY		127	53%
BREWERY		68	28%
DISTILLERY		27	11%
FARM/FARM MARKET		97	41%
RESTAURANT THAT OFFERS LOCALLY GROWN PRODUCE/PRODUCTS		116	49%
Other		20	8%
	Total Responses	**236**	**100%**

CHECKBOXES

15. Where else did you travel in 2021? Select all that apply.

Answer Choice	0% 100%	Number of Responses	Responses Ratio
PENNSYLVANIA		112	47%
NEW YORK		66	27%
DELAWARE		28	11%
MARYLAND		30	12%
NEW ENGLAND		20	8%
VIRGINIA		26	11%
NORTH CAROLINA		18	7%
SOUTH CAROLINA		15	6%
FLORIDA		55	23%
THE CARIBBEAN ISLANDS		7	2%
EUROPE		0	0%
Other		39	16%
	Total Responses	**236**	**100%**

MULTIPLE CHOICE

16. What type of accommodations will you most often choose while on vacation in Cape May County?

Answer Choice	0% 100%	Number of Responses	Responses Ratio
MOTEL		51	21%
HOTEL		47	19%
BED & BREAKFAST		16	6%
CONDO RENTAL		33	13%
APARTMENT/HOUSE RENTAL		31	13%
CAMPGROUND		18	7%
OWN HOUSE		15	6%
RELATIVE/FRIEND		5	2%
AIRBNB, VRBO, HOMEAWAY.COM		14	5%
DAY TRIP		3	1%
Other		3	1%
	Total Responses	**236**	**100%**

OPEN QUESTION

Did the COVID-19 pandemic influence your choice of accommodations in 2021? Please explain in the box provided.

No
No
No
96 Response(s)

CHECKBOXES

17. How did you hear about Cape May County? Select all that apply.

Answer Choice	0% 100%	Number of Responses	Responses Ratio
FAMILY/FRIEND		72	30%
RETURN VISITOR		165	69%
PRINT AD		8	3%
TELEVISION		11	4%
INTERNET/WEBSITE		48	20%
TRAVEL GUIDE		47	19%
TRAVEL/TRADE SHOW		5	2%
TOUR OPERATOR/BUS TRIP		2	0%
SOCIAL MEDIA		13	5%
Other		11	4%
	Total Responses	**236**	**100%**

CHECKBOXES

18. Where did you get the information that helped you choose Cape May County as your vacation destination? Select all that apply.

Answer Choice	0% 100%	Number of Responses	Responses Ratio
PRINT AD		29	12%
RADIO/TV		15	6%
INTERNET		89	37%
SOCIAL MEDIA AD		15	6%
BROCHURE/TRAVEL GUIDE		80	33%
FRIEND/FAMILY		55	23%
RETURN VISIT		139	58%
Other		4	1%
	Total Responses	**236**	**100%**

CHECKBOXES

19. How do you prefer to get your vacation information? Select all that apply.

Answer Choice	0% 100%	Number of Responses	Responses Ratio
INTERNET/WEBSITE		178	75%
DIRECT MAIL		130	55%
EMAIL		117	49%
PRINT AD		44	18%
TELEVISION		23	9%
FAMILY/FRIEND REFERRAL		61	25%
SOCIAL MEDIA		47	19%
Other		0	0%
	Total Responses	**236**	**100%**

MULTIPLE CHOICE

20. Approximately how much do you spend while on vacation?

Answer Choice	0% 100%	Number of Responses	Responses Ratio
$100 - $300		4	1%
$300 - $500		10	4%
$500 - $700		12	5%
$700 - $1,000		34	14%
$1,000 - $1,500		44	18%
$1,500 - $2,000		53	22%
$2,500 - $3,000		30	12%
MORE THAN $3,000		45	19%
	Total Responses	**232**	**100%**

21. What do you spend on average per day, per person while on vacation?

Answer Choice	0% 100%	Number of Responses	Responses Ratio
$100 - $150		79	35%
$150 - $200		39	17%
$200 - $250		34	15%
$250 - $300		26	11%
$300 - $350		22	9%
$350 - $400		15	6%
$400 - $450		2	0%
$450 - $500		3	1%
$500 - $550		2	0%
$550 - $600		1	0%
OVER $600		1	0%
	Total Responses	**224**	**100%**

CHECKBOXES

22. What are the factors that will be important when choosing your vacation destination in 2022? Select all that apply.

Answer Choice	0% 100%	Number of Responses	Responses Ratio
SAFETY & SECURITY		188	79%
VALUE		166	70%
QUIET		104	44%
ROMANTIC		31	13%
FAMILY ORIENTED		118	50%
RELAXATION		179	75%
CLOSE TO HOME		90	38%
NUMBER OF OUTDOOR ACTIVITIES		56	23%
Other		8	3%
	Total Responses	**236**	**100%**

MULTIPLE CHOICE

23. How many vacations do you plan to take to Cape May County in 2022?

Answer Choice	0% 100%	Number of Responses	Responses Ratio
1		85	36%
2		85	36%
3		25	10%
4 or MORE		24	10%
Other		17	7%
	Total Responses	**236**	**100%**

MULTIPLE CHOICE

24. Will you plan your vacation to Cape May County around a special event in 2022?

Answer Choice	0% 100%	Number of Responses	Responses Ratio
Yes		76	32%
No		156	67%
	Total Responses	**232**	**100%**

25. Did your vacation in Cape May County meet your expectations in 2021?

Answer Choice	0% 100%	Number of Responses	Responses Ratio
YES		220	96%
NO		8	3%
	Total Responses	**228**	**100%**

OPEN QUESTION

26. Did the COVID-19 pandemic restrictions have a negative affect on the outcome of your vacation plans last year? Please explain in the box provided.

No

Yes

No

117 Response(s)

OPEN QUESTION

27. How can we make your stay in Cape May County more enjoyable? Please explain in the box provided.

We love it and can't wait to go back.

We love it the way it is. Sea isle City is perfect

My family went down the shore for many years and now I go with my boyfriend. We love Wildwood Crest.

104 Response(s)

OPEN QUESTION

28. If you would you like a copy of the 2022 Vacation Planning Guide? Please give us your mailing address in the box provided. We will NOT share your address with any other business.

Yes

No

No

134 Response(s)