Cape May County Tourism Conference

2017

Expanding Our Season - Redefining Our Brand

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Will Morey

Jeffrey L. Pierson

Diane F. Wieland, Director

Cape May County Department of Tourism

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As we celebrate Cape May County's 325th Anniversary, we take a look back at our history and the many milestones the County has celebrated along the way, and how it has impacted tourism. For the purpose of celebrating Cape May County's history, we look at events that happened as early as yesterday through November 12, 1692, the date of our incorporation, and a few years beyond when the first whalers from New England made settlement in New England Town, now called Townbank in 1685. The Kechemeche, part of the Lenni Lenape tribe of Native Americans lived in the southern portion of Cape May County and were inhabitants before the 1600s. They lived off the rich fertile land, and bounty of the sea. The Tuckahoe, another part of the Lenape Tribe settled in Upper Township, along the Tuckahoe River. The influence of the Lenni Lenape Tribe continues to be a big part of our history.

The first European settlers to the county followed the whales and stayed for whaling, fishing and farming, establishing roots along the Delaware Bay, in what is now Lower Township. In 1723, the county was divided into three Precincts – Upper, Middle and Lower. The new settlers lived off the land and sea, building thriving communities and establishing commerce and trade along the coast. As time marched on, the settlements expanded, the county boundaries were defined, the Precincts became Townships, Boroughs were incorporated and towns carved out to create the sixteen municipalities of Cape May County.

In 1869, Cape May City was incorporated. In 1882, becoming the first seaside resort. Wildwood was reincorporated in 1912, and in 1897 Ocean City became a city. All milestones in our history and reminders of how we got where we are today.

Settlers continued to come to the county for farming, fishing and shipbuilding. Reliance on the Atlantic Ocean and the Delaware Bay provided work and was an economic driver then, and remains so today. The County Seal, designed in 1927, depicts a silhouette of the county, a boat on the Atlantic Ocean, thought to represent Henry Hudson's Half Moon, who claimed the land for the Dutch, and a compass indicating the position of the County. The border of the seal has several symbols, including an anchor representing our maritime history, several fish representing our fishing industry, and a bee hive and farming equipment, representing agriculture in the County and still are relevant today.

Have we changed much over the years?

Fast forward to today, our county seal remains relevant with agriculture, fishing and maritime activities still attracting visitors to Cape May County, not much has changed from what attracted settlers more than 325 years ago. Our history has followed the same path, and we are still highly dependent on the bounty of the sea and rich fertile farmland. Our 30 miles of beautiful white sandy beaches are winning accolades as top destinations nationally.

Whaling has switched from capturing them for their byproducts to capturing them on camera. Commercial and recreational fishing remain strong. Commercial fishing is the second largest industry in the County with tourism outpacing fishing as the top industry in the mid-1980s. Commercial fishing has remained the lifeblood of the county with fishing supporting generations of families today. The Ports of Cape May/Wildwood generating 77.2 million pounds of fish (9th in the nation) with a value of $71.6 million (15th in the nation). According to NOAA, the 128 ports in the country, the Ports of Cape May/Wildwood have remained in the top 20 ranking for decades.

Cape May County has the largest recreational fishing fleet in the State. The Cape May County Fishing Tournament was started in 1935 and is marking the 82nd anniversary this year. The annual fishing contest, the longest continually running fishing contest on the east coast, and most likely in the country, continues to be part

of our marketing efforts. Early advertising for the county promoted fishing and the annual fishing contest was a big attraction that brought visitors by train to spend a day fishing.

The appeal as a tourist destination is highlighted by the growth of our resort communities. Our winter population of approximately 95,000 residents grows to 824,000 summer residents. Second home ownership is the highest in the State with more than 50% of all second homes in New Jersey located in Cape May County. Nearly half or 47% of the countywide dwellings are considered second or vacation homes. Rental income in 2016 reached a record $2.06 billion, the highest in the State.

Cape May, listed as one of the first seaside resorts, incorporated in 1869. In 1880, the Ocean City Association, a Methodist retreat, was formed in Upper Township which became Ocean City. In 1884, Ocean City Borough was incorporated and reincorporated in 1890. In 1897, Ocean City incorporated as the resort city we know today.

Sea Isle Borough was formed out of Dennis Township and was incorporated as Sea Isle City in 1907. Anglesea Borough was incorporated in 1882, and became the City of North Wildwood in 1917. The Holly Beach Association incorporated Wildwood Borough in 1885 and Wildwood City was reincorporated in 1912. Avalon was incorporated in 1892, Stone Harbor in 1914 and West Wildwood in 1920, the barrier islands were small fishing villages that morphed into thriving resorts after the completion of the Garden State Parkway in 1954.

What happened in history while Cape May County was being developed? To put it all into perspective, Ulysses S. Grant was elected President of the United States, the Chicago Fire happened, Yellowstone National Park was created, the Centennial Exposition in Philadelphia was held, Wild Bill Hickock was shot and Thomas Edison invented the first working light bulb.

Tourism expenditures continue to grow in Cape May County, proving once again that slow and steady wins the race. Since 1994, when the first economic impact study was conducted by the New Jersey Division of Travel and

Tourism, Cape May County generated $2 Billion in tourism spending. Since that time, we have seen sound tourism growth of more than $4.2 billion in 22 years.

In 2016, we saw an increase in every sector measured including rental income. Cape May County ranks first in the state in food and beverage, retail and recreation expenditures. Lodging saw the greatest increase with more than a 9% increase, or $193 million more dollars generated. This number is backed by the 3% increase in Occupancy Tax collected. Rental Income was also up 9% or $118 million in 2016. Cape May County has the highest number of second homes in the state with 51% of the state totals. Rentals work to keep average overnight visitor's rate strong, with 23% staying one week and 25% staying longer than one week.

State and Local tax receipts grew by 2.9% and represent 11.2% of the state total. Cape May County tourism generated $547 million in sales tax in 2016, which translates to $1.49 million per day, 365 days of the year.

Employment through the tourism industry grew 1.3% over 2015 with 26,151 direct tourism jobs created in Cape May County. This represents 43.6% of the total employment in the county. Indirect tourism generated 36,278 jobs and represents 60.5% of the total countywide employment.

Economic Impact of Tourism in Cape May County

2016 Cape May County Tourism Expenditures

Lodging	Food/Bev	Retail	Recreation	Transportation	Total
$2,489.1 B	$1,415.3 B	$1,234.7 B	$711.2 M	$420.7 M	$6.271.1B

- Second homes - Rental Income - $2.065.6 Billion
- Total tourism spending in 2016 increased by 5% over 2015
- 2016 Occupancy Tax for Cape May County
  - $9,857,996
  - up 3%
- Lodging up 5% (National average is 3.6%)
- Cape May County experienced an increase in spending in every sector measured.
- Taxes (State and Local Receipts)
  - $547 Million ($.1.49 million per day)
  - 2.9% increase
  - 11.2 % of State Total
- Employment
  - 26,151 Direct Tourism Jobs
  - Increase of 1.3%
  - 43.6% of Total Employment
- Visitors
  - Visitors to New Jersey increased by 3.3 %
  - 12.8 visitors came to Cape May County in 2016

Visitor Profile (Survey results are based on 12% return rate of 3,400 email visitors who contacted the Department of Tourism for vacation information.)

Visitor Return Rate	87%
Conversion Rate (Requested information and came)	75%
Travel as a couple (party of 2)	26%
Travel with Family (more than 2)	34%
Travel with Extended Family	21%
First time visitor	12%
Day Trip	16%
2-4 nights	27%
1 Week	24%
8-10 Nights	4%
More than 10 nights	13%
First time visitor	15%
Visiting more than 20 years	40%
Take more than 1 vacation per year	84%
More than one vacation in CMC	47%

Top Markets

New Jersey	27%
Pennsylvania	28%
New York	20%
Canada	9%
Maryland/DC	6%
Other	10%

Age

18 - 24	2%
25 - 34	5%
35 -44	13%
45 - 55	20%
55 - 64	36%
65 plus	24%

Vacation Expenditures

$1,000 & under	31%
$1,000 - $1,500	18%
$1,500 - $2,000	18%
$2,500 - $3,000	17%
$3,000 plus	13%

Travel Group

Spouse /Couple	26%
Children	2%
Family	37%
Extended Family	21%
Solo	2%

Travel Season

Spring	37%	Fall	49%
Summer	89%	Winter	15%

Redefining our Brand

Brand awareness is important in any business, and Cape May County has spent decades and millions of dollars to market our brand. History tells our story. It has formed our tourism industry and framed our brand. The Department of Tourism, then called the Department of Public Affairs was created in the late 1940s and the first ad campaign was launched in the Philadelphia Bulletin, promoting ocean bathing and fishing.

The Jersey Cape brand stood for great beaches, exciting boardwalks and more importantly, summer vacations for families from throughout the tri-state region. Our brand was our promise for a fun family summer vacation. Our visitor return rate of 90% is proof of a strong brand and customer loyalty. With many vacation options along the 127 miles of New Jersey coastline, Cape May County saw a solid 5% increase in visitor spending in 2016, an increase of $295 million representing $6.271 billion in total expenditures. In times when many are struggling to maintain brand loyalty and attempting to rebrand themselves, we are redefining our brand to increase awareness of our spring and fall assets to grow shoulder season.

Visitors have been coming to summer in Cape May for more 150 years. Stone Harbor held their Centennial celebration two years ago. Rock 'n Roll made the Wildwoods a happening place nearly 70 years ago. Chubby Checker, Bobby Rydel and Frankie Avalon headlined at the many night clubs along Atlantic Avenue, and Dick Clark was broadcasting American Bandstand from the Starlight Ballroom. Families hit the road to see the U.S.A in their Chevrolet and the Cape May County beaches were the place to go during the summer months. The Boardwalks in Wildwood and Ocean City were the place to be seen, where visitors spent their evenings and met their family and friends. Our brand was beaches and boardwalks and still is our major sell. In 2016, an estimated 12.8 million visitors came to the county to enjoy the pleasures found along the 30 miles of pristine beaches, more than eight miles of amazing boardwalk attractions and some of the best birding found in North America. As we move forward, we are finding the summer visitor is not enough to sustain our business and keep people employed. Expanding our season has been an ongoing effort that started with the addition of special events past Labor Day.

The mild fall weather and increase in visitors that can take, and prefer, fall vacations has opened the door to a longer season.

Our marketing focus was beach and boardwalk, they took top billing with our promotional efforts which were geared toward summer vacations. As we move to expand the season, we have reallocated our marketing dollars and applied for cooperative marketing grant funding to create a fall campaign. Using research, and applying emerging travel trend data, we are focusing on trends that fit within the visitor's needs and experiences already found in Cape May County. We don't have to build and assume they will come, so many of the generational trends are part of our inventory. Eco and Agri-Tourism are a natural for the Jersey Cape, culture and heritage tourism is not new for the County. Marketing Eco and Agri-Tourism alongside our culture and heritage stock is bringing new awareness and building our shoulder season.

Fall marketing has been very effective and Cape May County has seen growth that is indisputable. Occupancy Tax collection between September 2016 and January 2017, increased by 9%, resulting in an increase of $206,435 more in tax revenue in 2016. Traffic through the Great Egg and Cape May Toll plaza on the Garden State Parkway is up during the same time period. Attendance at fall and winter events is reported to be up in 2016.

2015 Occupancy Tax Collection	
September	$1,184,656
October	$ 334,955
November	$ 125,153
December	$ 153,229
January 2017	$ 72,675

2016 110Occupancy Tax Collection	
September	$1,161,485
October	$376,955
November	$ 145,083
December	$ 163,797
January 2017	$ 77,278

We lead with our strengths, by promoting beaches and boardwalk activities to draw summer visitors and currently we are marketing Eco and Agri-Tourism attractions and events to draw fall and winter overnight visitors. Post Labor Day special events were added to the calendars that brought visitors back through September.

Expanding into the fall shoulder season gave us the best opportunity to attract new and return visitors. Businesses are already open, the weather is spectacular and we can build on the summer momentum. More tourism businesses are staying open longer. Spring is iffy when it comes to weather and an early Easter, the start for many businesses, is a factor when trying to hire staff. Eco and Agri-Tourism attractions lend perfectly toward promoting the expanded season.

Fall migration, fall harvest, mild temperatures, a slower pace and less crowded resorts are of great interest to our fall customer. Biking, tours, golfing, birding, fishing, shopping and dining are enough to fill a fall getaway. The 20% increase in long weekends (2-4 night stays) tie into the increased interest in fall trips to the County. Farm to table dining, wineries, breweries and distilleries piqued the interest of our fall vacationer. Special events, including sports, brought them to the resorts and these added options gave them a reason to stay longer. This has all contributed to redefining our brand and growing the season.

Restructuring our Marketing

Marketing to our customer is constantly changing. What worked before doesn't necessarily work today. Technology vs. traditional marketing is spreading our budgets thin in order to ensure that we are reaching our customers. Based on our visitor survey, families remain the bread and butter visitor representing 34% of our visitor base. Couples are closing the gap and now represent 27% of our visitor base. While we saw a slight increase in Millennials (19-30 years old), representing 7% of our visitor base, the largest visitor segment is still Boomers or empty nesters at 58%. Our survey and AARP research also indicates that they have a very different interest in vacation options and how they want to get their vacation information.

Traditional advertising doesn't work for Millennials and as much as we hear they are a force to be reckoned with, they are not yet our customer. What we do know is that many Millennials travel with parents and grandparents, creating the growing multi-generational traveler. According to our 2016 Visitor Survey, one in five or 21% of our

visitors are among the multi-generational sector. This represents an increase of 4% over 2015. Often it is the Millennial that is guiding the vacation decisions. Millennial's outpaced Baby Boomers in 2016 (75 million vs. 74 million) but they do not have the spending power of the Boomers.

We must consider the preferences of our tried and true Baby Boomers. They are not into the on-demand marketing strategies and are more responsive to traditional advertising. They are the top direct mail purchasers in the country and are better convinced by word of mouth over social media. They enjoy reading and like to know exactly what they are buying. We can't toss out the print ads or publications just yet and we can't assume they are getting their vacation information online. Most are retired, have time to make decisions and are of the generation that spends wisely. They don't take decision making lightly and are not going to react quickly. BTW, ICYMI, catchy and abbreviated messages will not work for them, LOL. Facebook is where they reunite with family and friends and while they do see the ads, don't expect them to make reservations with their flip phone.

Gen Xers or those born between 1965 and 1981 are currently in their mid-30s to early 50s. They are working and most have families living home or supporting collage age children. They are busy and more tech savvy than Boomers. They rely heavily on technology to get things done and online reviews do matter to them. According to Ameriprise Financial, Inc., they are reinventing retirement with most planning to work longer and or work after retirement. They are the largest generation of "Affluents" and stand to inherit the wealth of their Boomer parents.

Families make up 34% of our visitor base and 54% of those fall into the Gen X group. Our marketing must also reach this extremely important demographic and our message needs to come in the way they want to receive their information. Many are too busy to call and order a guide, they use websites for everything from shopping to vacation planning. A recent Yahoo survey indicated that 30% of Gen Xers are more likely to click on an ad aimed specifically at their generation, compared to 23% of Boomers; and 27% of Gen Xers are more likely to purchase a product from a brand whose ad is targeted specifically at their generation, compared to 17% of

Boomers. Digital marketing will work for them and the ability to target this demographic is easily accomplished and we can feature families in our ads and change our message in minutes. We have no choice, we need to employ traditional media with digital and social media in order to reach our diverse customer base. This is costly but the ROI is in the continued growth in tourism expenditures.

It's no secret, the farther a visitor travels, the longer they will stay. The longer they stay, the higher the per person expenditure. Not only did we need to expand our season, we needed to expand our reach. We were saturating our core 300-mile radius and needed to market to a customer that was more than a tank of gas away from Cape May County. Staying the course with traditional advertising, we are marketing in Western Pennsylvania, concentrating on Pittsburgh and the surrounding area with digital, print, billboards and direct distribution. We added digital marketing to target that region with specific demographics and audiences that were willing to travel farther to experience what the county has to offer. Print in the Connecticut, New York and Philadelphia DMA now includes digital ads with buys in Philly.com, NJ.com and Hartford.com. Comcast broadcast and digital ads are also targeting those zones. In addition to travel shows we are placing billboards, transit ads and geo-targeting Pittsburgh, Suffern, Staten Island, and the five boroughs and the northwest corridor of New York.

Millennials and Boomers are not tied to the school calendar and able to travel during the fall and winter. Gen Xers travel during the summer with their family, and are looking to combine vacation with learning. They are the top purchase influencers, including word-of-mouth, email, online and traditional media ads. Eco and Agri Tourism are of high interest to these three groups that comprise more than 200 million adults. Boomers are the fastest growing sector using Facebook. Millennials look at their smartphones at least 150 times per day and Gen Xers cross both sides and use Facebook, internet, smart phones and other devices.

With an 86% visitor return rate; 89% of our visitors coming during the summer months; and with a 94% overall satisfaction rate, our brand or promise to deliver a great vacation has been successful. The 2016 Visitor's survey indicated that 44% of our visitors have been coming to the county for more than 20 years.

As we assess visitor's needs, examine visitor demographics and follow the new travel trends, we have gotten to know more about our customer and how we can reach individual audiences. Digital marketing and social media are the future, and coupled with traditional advertising we are hitting the mark in getting our message to our diverse customer. Targeting, retargeting, geo targeting and geo fencing is working to get our message to a new and larger audience. Retargeting our digital ads last year resulted in a 59% increase in the click through rate (CTR) to our website. Paid and organic Facebook and Google ads are expanding our reach with and growing the CTR to our website. Google analytics and reports are giving us real time results and metrics necessary to evaluate our buys.

Eco and Agri-Tourism, along with the growing appeal of special events, have allowed us to expand our traditional summer season and offer visitors more than beach and boardwalks. Spring and fall migration are bringing International birders who tend to stay longer enjoying the amenities found during the shoulder season. The expansion of Agri-Tourism has taken Jersey Fresh to a new level. Foodies have made farming a hot commodity. Farm markets are found in most communities during the summer season. Farm Markets are the place to go and fall harvest of local produce replaces the beach for many. This has all helped to redefine our brand. With 53% of our visitors reporting they went to a farmers market or farm stand we better understand how important agriculture is to our brand. The popularity of farms and farm to table menu options are a hot trend and bringing visitors to learn how their food is grown and prepared to experience the local culture. In fact, the resurgence of the oyster industry is putting the county on the map.

In the past few years we have seen seven wineries open, five breweries and three distilleries, all using locally grown produce and products. Each offers a unique feel and selection and a story that makes them part of the

vibe that appeals to Millennials and Baby Boomers. They are open year round and drawing customers to experience Agri-Tourism tied into life celebrations, weekend getaways and special events. Beverage Tourism is on the rise and Cape May County fits well into the trend. Wineries, Breweries and Distilleries are expanding the season and attracting a new customer.

No longer are we a Memorial Day to Labor Day beach and boardwalk destination. In 2016, 89% of our visitors came during the summer months, 49% came or returned in the fall, 15% came or returned in the winter and 37% came or returned in the spring.

Nationally, travelers are taking shorter (3.9 days) and more vacations, and are looking for experiences they can get during the shoulder season. Cape May County bucks the trend because of the high number of weekly rentals. However, 28% of our visitors stayed between 2 and 4 nights, with 23% staying one week and 25% staying more than one week. Compared to the 2015 visitor's survey, the biggest change was in the 2-4 night visitor with an increase of 20% and a slight decrease in the week long visitor of 2%. Overall, nearly half of our visitors staying more than 7 days. This is reflected on the increase in Occupancy Tax collection of $9.8 million, an increase of 3% over 2015.

Southern Shore Region DMO

Grant funding provided by the New Jersey Division of Travel and Tourism is generated through the Occupancy Tax, and funds marketing initiatives for the region through the Southern Shore Region Destination Marketing Organization. (SSRDMO) The DMO grant is a competitive application process and funds are used for marketing purposes only. Since the DMO grants were implemented in 2005, the Southern Shore Region DMO (Cape May and Cumberland County) have received over $2 million in grant funding. We have received the most funding each year and have seen the highest annual tourism growth, according to the Economic Impact Research, provided by the State. The grant dollars are used to supplement the Department of Tourism budget and

purchase cooperative advertising to promote the resorts, events and attractions in both counties. Without this funding, we would not be able to leverage the multi-media marketing campaign we have today.

Culture and Heritage Tourism

Culture and Heritage Tourism is another trend that works well for Cape May County and aids in expanding the season. Cape May County fits well into the definition and our visitors are interested and want to learn about the places they visit, and they will pay for the experience. Cultural Heritage Tourism is one of the fastest growing segments in the tourism industry. "Cultural heritage tourism is traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past and present. It includes cultural, historic, and natural resources." *The National Trust for Historic Preservation*

Heritage is anything that is considered important enough to be passed on to the future generations. Heritage is broadly categorized into two main divisions:- Cultural Heritage refers to the cultural aspects like heritage sites, monuments, folklore, traditional activities and practices, language etc. that are considered vital to be preserved for the future generations.

Cultural Tourism can mean any of the following: *(National Assembly of State Art Agencies)*

- art galleries, theater and museums
- historic sites, communities or landmarks
- cultural events, festivals and fairs
- ethnic communities and neighborhoods
- architectural and archaeological treasures

Heritage and Cultural Tourism work well in leveling seasonal fluctuations and offers visitors the opportunity to understand a location from its history, people and food. It also revives local cultural values and develops

creativity and traditions. Locals also gain a sense of pride in their community through Cultural Tourism and can participate in telling their story. Nationally, 47% of Travelers want to connect and learn about social values, beliefs, customs and religions. They want to become immersed in the culture and experience local attractions, food and customs. This is not limited to International destinations but is applied to any travel that lets them identify with others and gives them a sense of belonging.

Who are the cultural travelers? *(National Assembly of State Art Agencies)*
Most cultural travelers want to enrich their lives with new travel experiences. This is particularly true among those aged 18-34, 75 percent of whom agreed that trips where they can learn something new are more memorable to them.

- The demographic profile of the cultural heritage travel segment today is younger, wealthier, more educated and more technologically savvy when compared to those surveyed in 1996.
- Generation X and Y'ers (ages 18-34), are more apt than Matures aged 55+ to agree that trips where they can learn something new are more memorable to them (75% vs. 63%).
- Households headed by Baby Boomers (ages 53 -71) are most likely (41%) to participate in these activities.

How do cultural travelers compare to all U.S. travelers?*(National Assembly of State Art Agencies)*
Eighty-one percent of the 146.4 million U.S. adults who took a trip of 50 miles or more away from home in the past year can be considered cultural tourists. Given this large volume of travelers, Cultural/Heritage Tourism generates millions of dollars for destination communities in spending on shopping, food, lodging and other expenses. This can be attributed in part to the fact that cultural/heritage trips are likely to last seven nights or longer. In a nutshell, cultural tourists compared to the average U.S. traveler

- Spend more: $623 vs. $457
- Are older: 49 vs. 47
- Are more likely to be retired -- 20 percent vs. 16 percent
- Are more likely to have a graduate degree: 21 percent vs. 19 percent

- Use a hotel, motel or B&B -- 62 percent vs. 55 percent
- Are more likely to spend $1,000+/-: 19 percent vs. 12 percent
- Travel longer: 5.2 nights vs. 3.4 nights
- Travel by air: 19 percent vs. 16 percent

As we celebrate our 325th Anniversary, we have a story to tell that highlights our heritage and will connect our visitors. The dedication and placement of an historical marker at the Cape May-Lewes Ferry Terminal in March recognized the original settlement of Town Bank. Cape May County's heritage is showcased at many popular attractions and museums throughout the county. Visitors to these attractions can connect the dots and fill in the timeline of American History and get a better glimpse of life in Cape May County from our early years to today. Cultural attractions such as art exhibits, theater and concerts work well to provide the shoulder season visitor entertainment and enjoyment and are not necessarily the main purpose to visit the county. Culture and historic attractions add to the inventory and extend visitor stays.

In 2016, we saw an increase in travelers who visited cultural and historic sites. Visitors to historic attractions increased by nearly 2% (2015 - 37% vs. 2016 38.8%). Visitors to cultural attractions, such as art exhibits, concerts, music festivals and theater performances saw an increase of more than 6% (2015 - 10.5% vs. 2016-16.9%).

Cultural and Heritage Tourism is traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past and present. It includes cultural, historic, and natural resources, according to the National Trust for Historic Preservation.

Trends to Watch

Top 2017 Boomer Travel Trends show that almost all will travel for leisure.

Key findings include the following:

- Most Boomers (99%) will take at least one leisure trip in 2017, with an average of five or more trips unexpected throughout the year.
- Most (51%) expect to only travel domestically.
- The majority of travel is anticipated in the Spring and Summer 2017, and to a lesser degree in the Fall, regardless of destination.
- For Boomers, domestic bucket list trips are a combination of Summer vacations, Multi-generational trips, Weekend Getaways, and Holiday travel.
- Boomers appear confident about making travel arrangements, as 49% report not finding anything particularly difficult to take care of in regards to their travel plans. Among those who noted an issue, budgeting challenges top the list.
- Boomers prefer personal vehicles (46%) as a mode of transportation versus air travel (41%) for primary mode of transportation. Hotels remain the most popular accommodation style regardless of destination.
- Boomers are not avid users of online resources the most popular sites include Trip Advisor, Expedia, Travelocity, Yelp, and Google Maps. Boomers will use mobile apps from some research and planning, along with access to weather or directions, but less than 10% will take advantage of any of the other resources.
- Free Wi-Fi continues to be the most important hotel perk across the ages with over four-in-ten reporting it as a “must have” in each generation. Mobile app check-in and Smartphone access are not needed by a vast majority (79%) of Boomers.
- Social media use while on vacation is sporadic among Boomers with only 20% accessing it a few times a week or more. When they post, Facebook is the most common site (57%). Boomers are not greatly

influenced by social media as Millennial and GenXers are across the board and they don't give much feedback via these outlets.

- That said, 41% will book online at the airline/hotel/car website. This is most likely by the fact that most Boomers are members of at least one loyalty program. Approximately 70% book with their loyalty program provider.
- Many continue to indicate a desire to travel more in 2017 than they did in 2016, a handful of barriers remain in the way: cost (43%), health (34%), and security concerns (28%) top the list.

Trip Specifics…

Most Boomers are looking for a laid back and relaxing trip to give them the opportunity to spend quality time with family and friends.

Regarding authentic experiences, although Boomers would like to eat a meal with locals (50%) or tour with locals (40%), they are not as open to staying with locals.

As seen in past research, among Boomers who are still working, approximately 40% do not anticipate taking all of their vacation days. And when they do vacation, 40% feel it is at least somewhat important to stay connected to work while away, which is why many anticipate spending at least 10% of their vacation time working.

Gelfield, Vicki and David, Patty. "AARP Travel Research: 2017 Travel Trends" AARP Research, November, 2016

Why the Millennial Traveler is not our target just yet, but we should be preparing to meet their needs …
Millennials anticipate taking significantly more trips in 2017 than Baby Boomers or Gen Xers and are more likely to travel abroad. Boomers are more likely to travel internationally for a Bucket List trip while Millennials go

abroad for Romantic Getaways. Millennials and GenXers are more likely than Baby Boomers to set a budget for their trips are more likely to have been impacted by rising costs.

Gelfield, Vicki and David, Patty. "AARP Travel Research: 2017 Travel Trends" AARP Research, November, 2016

Millennials are not just younger, they're different: Nearly half (48%) of Millennials think it is a good thing to be seen as a work martyr by the boss, far outpacing the average (39%), Gen Xers (39%), and Boomers (32%). Millennial workers also want to be seen that way by their colleagues in greater numbers. Thirty-five percent of Millennials agree it is good to be seen as a work martyr by their colleagues, compared to 26 percent of Generation X, and 20 percent of Boomers.

Alamo Rent A Car. "Vacation Shaming in the Workplace: Millennials Most Likely to Feel Guilt for Taking Time Off Work." March 4, 2016.

Millennials entered the workforce in the midst of the Great Recession, the longest and arguably the worst economic downturn since the Great Depression. But even after its official end, economic aftershocks lingered. Sluggish growth and high unemployment, particularly among young adults, persisted month after month, year after year. As the recession hit its peak, job seekers per opening swelled, only stabilizing to pre-recession levels in 2014. Even as the national economy has recovered, the personal economy for many Millennials remains a challenge.

Student loan debt has steadily risen, hitting Millennials particularly hard. The Class of 2016 averaged a record $37,173 in student debt. The number of students carrying loans is also up, with 70 percent of the most recent graduating class saddled with debt. Wage growth, while also rising, has not come close to keeping pace with student debt. The Federal Reserve Bank of New York puts wage growth over the last 25 years at 1.6 percent, adjusted for inflation .6. Student loan debt, however, has grown 163.8 percent. In 1990, the average college

student graduated with debt equivalent to 29 percent of annual earnings; 25 years later, in 2015, that number rose to nearly 75 percent. Coming of age during an economic downturn has consequences. When Millennials landed jobs, they brought with them a strong desire to prove themselves, intensified by the often long and painful search that preceded their first day. All of this occurred amidst changing American work culture and attitudes toward taking time off.

Voudrie, Jeff. "Past 10 Years Of U.S. GDP Growth Reveal Disturbing Trend." See It Market. March 2, 2015.
Center on Budget and Policy Priorities. "Unemployed Workers Per Job Opening." Accessed June 29, 2016.
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DiGangi, Christine. "The Class of 2016 Will Graduate With an Average of $37,172 in Debt." Credit.com. May4, 2016.
Nasiripour, Shahien. "3 Charts That Show Just How Dire The Student Debt Crisis Has Become."
Huffington Post. February 3, 2016.

Millennials are transforming the travel space as we know it. Over 80% of Millennials consider online travel reviews important and will shop multiple travel sites before making a purchase. Additionally, 76% seek out the help of friends and family through social media when planning their next getaway. When booking airfare, hotels and rental cars, Millennials are using their phones or tablets nearly 50% of the time. Consistent with their reliance on social media for planning trips, Millennials post to social media sites about their travel experience with nearly 73% posting at least once a day.

In the next 4 years, Millennials will make up more than 50% of global workforce, they are already the largest segment of business travelers. According to the Global Business Travel Association, on average, business travelers took 6.8 trips last year, a number which is expected to increase to 7.4 next year. In 2016, Millennials were already reportedly taking 7.4 trips compared to 6.4 for Gen Xers and 6.3 for Boomers.

Business people traveling for work who tack on additional leisure travel days are now being labeled as “bleisure” travelers. Often, a family member or significant other come along on these business trips so that after the “business” portion of the trip is completed, they can spend a day or two vacationing. While the average age of business travelers is from mid-40s to mid-50s, the biggest increase in “bleisure” travel is due to travelers aged mid-20s to mid-30s. According to a recent survey conducted by Hipmuck, 55% of Millennials said they would extend a business trip into a leisure trip compared to 28% for business travelers aged 35-54.

Moore, Kathi. “CheapOair Announces Predictions for 2017 Travel Trends—Leading Online Travel Agency predicts millennials will have large impact on 2017 travel trends.” April, 2017.

Local Travel: Millennials seem to value experiences over thing, but often don’t have the means to book extravagant vacations at world-class locations. Young people will enthusiastically travel to destinations within their own budget in 2017. Some will take advantage of a strong dollar and travel abroad, but whether it’s within their country, state or even their own backyards, enriching experiences in local culture is highly valued.
Lane, Lea. “A Top-10 List of 2017 Travel Trends and Destinations” Travel Tales I couldn’t put in my Guidebooks. @lealane; or on Instagram: Travelea. Contributor at Forbes Magazine. January 15, 2017.

Generation Xers (born 1965-1982)

Family life shapes the travel preferences of Generation X. The timing of their trips closely follows school calendars, and their destinations are closer to home. They enjoy Sun Belt spots, including Orlando, Miami Beach, Los Angeles, Mexico and the Caribbean.

These destinations, many of them beach oriented, reflect the top vacation motivation for Gen X. They want time to relax and unwind. Their top priority is a hotel stay. They may not venture far. But Generation X spends the most each day while traveling at $627.

Gen Xers came of age just as online travel agencies appeared on the scene. Perhaps that's why they're much more likely to book a trip online than with a travel advisor. According to MMGY, 82% book travel online and 71% research their travel through OTAs.

They have money to spend on trips

Generation X has been in the workforce for some time. It's in the midst of – or entering – its prime earning years. Gen Xers are just 25 percent of the population, but Web.com says they account for 31 percent of total U.S. income and 29 percent of total net worth.

A Virtuoso study into generational travel differences found that Generation X spends the most of any generation each day while on a trip, at $627. MMGY Global reports that Gen Xers plan to spend $4,517 on vacation in the next year on average, which is up 10 percent from the year before. A Gallup study found Generation X spent $538 at the hotel they visited most frequently in the past year. That's also the highest of any generation.

Gen Xers take shorter trips

Given demanding careers, raising children and caring for aging parents, Generation X is busy. So Gen Xers don't have time to travel far from home, particularly during the school year. Weekend getaways and other short trips are popular.

They love family travel

Virtuoso's study found that family life shapes Generation X travel preferences. The timing of their trips reflects school calendars. MMGY Global reports that visiting family and friends is the top purpose of Generation X travel, named by 40 percent.

Multigenerational travel, with three or even four generations, is especially huge. As a result, resorts and cruise ships with kids' clubs are appealing for Generation X travel.

Generation X travel is motivated by relaxation

Virtuoso found that unwinding is the top vacation motivation for Gen X. Similarly, MMGY Global found that beach vacations were a high priority for this generation. Thirty-five percent named it as the primary purpose of their trip, which is the largest percentage of any generation. Wellness travel is also emerging as Gen Xers look to chill during their trips.

Generation X seeks out child-friendly destinations

Since they lack time and crave relaxation, it's not surprising that Sun Belt locales are popular with Gen Xers. The Virtuoso study found that they're winging their way to five spots such as Orlando, Miami Beach, Los Angeles, Mexico and the Caribbean. For longer trips during school holidays, Generation X travel preferences lean towards Europe, London, Paris and Italy are all easy for families to navigate. They're also prime destinations for helping young people become global citizens.

Celebration trips are big

Generation X loves to honor special occasions with a trip. They'll travel to celebrate 40th and 50th birthdays and 10th or 20th anniversaries. Another life milestone being celebrated with travel: divorce. Newly single Gen Xers want to mark their fresh start with a trip.

Gen X values experiences

Gen Xers enjoy a wide range of activities while away from home. Some crave physical activity, such as biking, hiking, skiing and golf. And some seek cultural experiences that help immerse them in the character of a place.

Generation X also wants to cover fresh ground. That could be a new boutique property. Or a culinary experience unique to a locale. Or a private guide who tailors a tour to their preferences, showing them a new aspect of the destination.

Generation X cares about hotel convenience, price and quality

The Gallup study found Gen X prizes a convenient hotel location above all other deciding factors. Price of room and hotel quality are important as well. Gen Xers also value reliable services when evaluating if they'll book a hotel again. Internet connectivity is key.

Those factors are more important than brand when Generation X decides on a hotel. Only about one in five Gen Xers has a strong emotional attachment to a hotel brand.

Gen Xers value their travel advisors

Gen Xers came of age as online travel agencies came into being. That might be why they're more likely to book trips online. MMGY Global reports that 82 percent book travel online and 71 percent research travel through online agencies.

Generational Travel Trends for 2017

Gelfield, Vicki and David, Patty, AARP Travel Research: 2017 Travel Trends,

A*lmost everyone will travel for leisure in 2017 – 95% of Boomers will take at least one vacation.*

Boomers: Top Domestic Travelers
Millennials: Top International Travelers

Why will they pack their bags?

Boomers will check off bucket list spots
Gen Xers are focused on family travel
Millennials are packing for romance

Summer Vacationers
Boomers: 35%
Gen Xers: 42%
Millennials: 36%

Weekend Getaway
Boomers: 24%
Gen Xers: 38%
Millennials: 35%

Bucket List Trip
Boomers: 24%
Gen Xers: 12%
Millennials: 13%

Multi-Gen Travel
Boomers: 30%
Gen Xers: 43%
Millennials: 40%

Romantic Getaway
Boomers: 17%
Gen Xers: 24%
Millennials: 32%

The Sharing Economy is gaining popularity, with many planning to stay in Airbnb/VRBO for accommodations in 2016

Boomers: 9%
Gen Xers: 13%
Millennials: 22%

Most Use Online Travel Booking Sites, like Expedia and Priceline, but the Younger You Are, the More You Use Them

Boomers: 50%
Gen Xers: 74%
Millennials: 77%

Bag Checkers are likely to find different "Must Have" items in the suitcase

Boomers: Good Book & Emergency Numbers
Gen Xers: Camera
Millennials: Jeans & Flip Flops

Many share their vacation fun on social media, but Millennials Post the Most…

80% of Millennials are posting to a social media site at least once while only 55% of Gen Xers and just 33% of Boomers post while on vacation

The Older You Are, the Less Budget Impacts the Trip

Impacted by increased airfare

Boomers: 37%
Gen Xers: 57%
Millennials: 63%

Establish a trip budget
Boomers: 42%
Gen Xers: 63%
Millennials: 65%

More Travel Trends

Instant Gratification 2.0: Technology is fueling a more demanding and impatient traveler. 44% of travelers already expect to be able to plan their holiday in a few simple taps of their smart phone and over half (52%) expect their use of travel apps to increase in 2017. With this, we're increasingly looking to technology to eradicate any and all on-the-road niggles, deliver answers to our specific needs in the moment and enhance our experience with recommendations and short-cuts we haven't even thought of. The coming year will see this expectations addressed in an unprecedented way. From finding the nearest ATM or available Wi-Fi and getting on-the-go advice--meaningful functionality in palm-based technology will abound. Use of smart, instant message technology that molds to our preferences to solve every question and wish in real-time, regardless of where we choose to stay, will become second nature. Seemless assistance at your fingertips.

Getting to Business: The “bleisure” boom is well and truly underway, and 2017 will see a further upswing not only in the blurring lines between leisure and business travel, but in the value we attach to workplace travel opportunities. More than business suites and Powerpoint presentations, 49% of business travelers already extend their business trips to further enjoy the destination, while three quarters (75%) intend to do so the same or more in the coming year. No longer seen as lost time or a career inconvenience, business travel is increasingly appreciated as an opportunity to expand horizons, find inspiration and progress in a career. In fact, 30% of travelers would even accept a lower paid job if it meant they could travel more for work.

Appetite to Discover: The undiscovered world has many undiscovered places and adventures and 2017 promises to see travelers unleashing their inner explorer like never before. 45% plan to be more adventurous in their choice of destination in the coming year. 56% of travelers would like to do more independent travel in 2017.

Mind, Body and Soul: People are increasingly seeing travel as a way to bring balance back into their lives. Almost half (48%) see going on holiday as a moment to reflect and make better lifestyle choices. The coming year will see many travelers prioritizing health conscious trips that promise harmony for the mind, body and soul. 44% are interested to experience spa/relaxation travel and 38% in a health/wellbeing travel experience in 2017. The days of leaving paid holidays on the table at the end of the year are fading even in the most demanding work cultures, with over half (51%) intending to take more of their annual leave in the coming year. Accommodations across the world are upgrading their offerings to match this growing demand. In 2017, it won’t be uncommon to find a diverse range of “SanctuStays,” accommodations ranging from villas to apartments, resorts and more, offering complimentary meditation facilities, health spas, wellness workshops and outdoor facilities to promote a holistic lifestyle and clearer path to self-discovery.

Go Green or Stay Home: Sustainable travel means many things to many people, but there's no denying the trend for both travelers and accommodations becoming more environmentally and sustainably aware as well as responsible. The coming year will see over a third (36%) of travelers planning to choose more eco-friendly travel options that they did in 2016 and nearly 2 in 5 (39%) interested in eco-tour aesthetic travel needs while maintaining cultural and environmental integrity by taking longer, more scenic routes and modes of transport. Eco-friendly stays are no longer the preserve of the few, but an expectation of the many.

Simple Pleasures: Travelers in 2017 will be inspired by their own aspirations rather than material possessions. In fact, 58% of travelers plan to prioritize spending on experiences rather than material possessions while they are on vacation in 2017. Travelers are also becoming less interested in fancy embellishments and more interested in the small moments and simple pleasures of a journey. Only 10% of travelers said that a butler/concierge service was essential to enjoy their travel experiences in 2017. Fancy, high-end toiletries also appear to be a thing of the past as only 13% of travelers said that these would be essential to enjoying their travel experiences in 2017.

The Human Touch: As the ying to technology's yang, interacting with amazing staff and forging genuine relationships on vacation will be an increasingly important hallmark of travel in 2017. 42% of travelers assert that they wouldn't stay in an accommodation without friendly/helpful staff. In fact, accommodations such as B&Bs continue as the most highly rated by visiting travelers. Our reliance on those who have gone before remains undiminished with 40% of travelers confirming that they would not stay in an accommodation with more than three negative reviews. 2017 travelers are starting to understand that human touch is irreplaceable and crave this human interaction to make their vacation memorable. As a result, we can expect to see meaningful human interactions becoming the currency of travel in the months ahead.

Rijvers, Pepijin. "8 Big Travel Predictions for 2017" Booking.Com. April 6, 2017

America's Vacation Deficit Disorder: Workers are starting to comprehend the
strong relationship between wellness and taking time off (aka vacations); with enlightened employers leading the charge. Vacation shaming is so 2015. Wellness travel is growing 50% faster than regular travel, with travelers recognizing that recharging, refreshing and rejuvenating themselves regularly is part of a healthy work-life balance. Smart value-minded employers are investing in their employees time-off knowing that a happy, creative and fresh employee--is a motivated and profitable employee.

The Competitive Travel Index: The more mundane our daily routines, the more ambitious our adventures. Today travelers want authentic in the age of reality TV, and are no longer satisfied being force-fed dull cruises or sleep on the beach vacations. They want adventurous, participatory experiences and to be challenged. Exciting travel adventure products have begun to fill their soul-aching void.
The Bargain Basement Travel Index: The race to the bottom continues when full majority, 60 percent of American travelers are "price driven." While people of all ages still want what Americans call "Value"---and the rest of the world knows as cheap—Airbnb will continue to expand its inventory of less than stellar properties, and look for cheaper versions of Uber and Lyft to arrive on the scene.
Chalmers, William D. "8 Coming Travel Trends for 2017" Huffington Post. December 27, 2016

Becoming your own Travel Agent: With new technology advancements in travel, traditional travel agents are fading fast, except for highly trained niche experts. Many free tools use advanced technology like AI and machine learning to search across thousands of travel booking sites, serving up curated, personalized options based on the preferences shared, all within a simple text message-style interface.

Solo Travel: With a surge in women-only retreats and women-only travel companies, we're seeing an uptick in solo travel, especially with women. This emerging trend falls in step with independent travel booking as travelers continue to look for more personal, enriching experiences.

Ecotourism: Travelers are more sensitive than ever to their carbon footprint. Travelers will practice low-impact, sustainable travel options in an effort to provide a more positive experience for both themselves as visitors and for their hosts. Lane, Lea. "A Top-10 List of 2017 Travel Trends and Destinations" Travel Tales I couldn't put in my Guidebooks. @lealane; or on Instagram: Travelea. Contributor at Forbes Magazine. January 15, 2017.

FOOD TRENDS

According to Fodors, 2017 will be a year for Seafood. These savory creatures are already highly popular in all kinds of cuisines, but will probably be seeing even more action in the year to come. Nayan, Nicole Y. "Food Trends 2017: What To Expect In Food, Dining, and Cuisine." Travelers Today. November 25, 2016.

- It's less about the chef and more about responsibility this year.
- Overly complex food is being replaced by simply, tasty dishes
- Eliminating food waste is a huge trend this year

Sustainability: "Again social responsibility is the buzz word," according to Ben Shwery of Melbourne's award-winning Attica Restaurant. He says, "Chefs will be focused on the environment. Chefs can no longer turn a blind eye to food sustainability and its impact on the planet."

Hospitality: "Hospitality is king for 2017," says Daniel Humm of Eleven Madison Park. "Now more than ever, Humm says people want genuine hospitality when they go out for a meal." "Whether that comes at a fine dining restaurant, or counter-service spot, it's still relevant, because it's what makes the experience special.

Chen, Evelyn. "The hottest food trends for 2017 from the hottest chefs" CNN. January 25, 2017.

MARKETING TRENDS

Consumers, especially millennials, are most likely to get their leisure travel inspiration via word of mouth, but some social media sites are close behind, according to a consumer survey conducted by the marketing firms AMP and Blitz. The firms surveyed U.S. travelers between the ages of 18-55 who had taken a leisure trip within the past year. Respondents were broken down into two broad categories---millennials and non-millennials. "Our research shows people are overwhelmed by the trip planning process but by and large they enjoy it." To compete in this new travel landscape, here are ways to help drive business and create travel inspiration for your brand…

- Convert selfies into sales. 84% of millennials are likely to plan trips based on someone else's vacation updates and photos in social media. Marketers can create greater brand affinity by leveraging social channels.
- Travel brands must simplify the whole process. 72% of respondents said they feel overwhelmed when planning a trip. Much of their time is devoted to finding the best deals.
- Brands must balance tech with a human touch. Even in a connected world, travelers want to connect in person when they need help. 73% of travelers said they would be willing or very willing to receive text messages about unplanned excursions, dinners and other experiences while on vacation.
- Word of mouth remained the top way participants got inspired to visit the destination on their last leisure trip at 16% and 20%, respectively.
- Among millennials, Facebook and Instagram were the next most popular travel inspiration (15%) and (13%) followed by a website (12%) and YouTube (12%).

- Non-millennial respondents travel inspiration came from websites (16%), but social media still proved to be popular sources of inspiration among respondents, especially Facebook (15%) and Instagram (9%) YouTube (18%)
- Magazines (8% millennials, 7% non-millennials), TV shows and movies (8% millennials, 9% non-millennials), Twitter (7% millennials, 6% non-millennials), Snapchat (5% millennials, 3% non-millennials) and other (2% millennials, 6% non-millennials) rounded out the categories. *Apple, Peter, VP, Strategy, BLITZ.*
- "Destination marketing: Word-of-mouth inspires more travelers than social media*. TornosNews.gr. prnewswire.com, travelweekly.com. June 6, 2016*

Where Travel Marketers Are Focusing Now…

For the past decade, travel marketing has shifted its efforts to better understand and use online tools in order to reach customers more and more connected, with the rise in mobile adoption playing a key role in the past five years. Writer Frederic Gonzalo says, "One could still summarize marketing efforts into what I like to call the Holy Trinity of Digital Marketing."

1. Having a rocking website, with responsive design, and optimized for search engines (SEO, SEM, remarketing, etc.)
2. Having a relationship marketing approach, including e-mail, SMS and newsletters sent regularly to past and present customers.
3. Using key social media to reach target audiences and engage with relevant communities.

Gonzalo said, "Few travel brands manage all three pillars on the same level of efficiency. We just simply seem to focus more on acquisition than retention (loyalty). We need to work with ongoing customers and increase share-of-wallet rather than spend to acquire a new, more volatile client base."

Travel marketers put most of their efforts (78%) on organic search, followed by e-mail marketing (71%), paid search (69%) and social media (65%) tactics.

Gonzalo, Frederic. "The Challenges of Travel Marketing in the Digital Era." Hoteliers: Hotel, Travel & Hospitality News. October 13, 2016

Expedia's 2016 Flip Flop Report comes out each June and takes a humorous look at beach behavior around the world. The good news is 46% of Americans took a beach vacation in 2016.

The Ten Least Popular Beach Behaviors

82% - Chair Hogger – Those who 'save' beach or pool chairs and don't return for hours.
48% - The Slob - The guy (mostly men) who leaves his mess behind when he leaves the beach.
44% - The inattentive parents – those who are not watching their children who are kicking sand at others
37% - The Loud Mouths – those who think other beachgoers care what they are saying.
35% - The Encroacher – those who have to park themselves too close to others.
35% - The Speedo Wearer – Men in speedos are a violation on many levels, women in bikinis…not so much.
34% - The Boozer – those who drink too much and become obnoxious.
28% - The DJ – those who think they are on the beach to provide music for everyone around them.
28% - The Sand Flinger – those who have no concern about shaking their blanket or chairs around others.
23% - The Paparazzi – Those who think they should take pictures of everyone around them.
18% - The Oggler - Those who spend a lot of time watching/staring at others.
18% - The Canoodler – Those who should leave the beach and get a room.
Beach Fears and Other Findings from Expedia.

- American respondents generally were not fans of Speedo-style beachwear on men.

- 23% of Americans would use beach Wi-Fi to “share what [they] are currently doing on Instagram or Snapchat.
- 28% said Beer is their favorite alcoholic beach drink.
- 26% are concerned about having stuff stolen.
- 18% are afraid of shark attacks.
- More than 10% American respondents said they wear no sunscreen whatsoever.

Garden State Parkway Toll Plaza Traffic Count

DATE 2015	GREAT EGG	CAPE MAY
January	370,546	246,935
February	357,421	239,265
March	419,482	287,563
April	492,667	348,563
May	669,765	510,920
June	734,752	566,774
July	953,953	782,101
August	921,725	833,232
September	654,308	540,283
October	494,556	357,127
November	428,069	302,639
December	447,066	302,595

DATE 2016	GREAT EGG	CAPE MAY
January	388,996	273,303
February	399,175	279,460
March	466,300	331,415
April	486,293	350,372
May	616,300	488,094
June	759,984	603,198
July	941,661	817,652
August	921,619	810,842
September	634,118	521,635
October	495,657	373,219
November	441,155	310,978
December	442,625	303,105

Cape May County Occupancy Collection Rates - 2011 - 2016

	January	February	March	April	May	June	July
2011	$ 52,046.00	$ 69,761.00	$ 93,370.00	$ 187,652.00	$ 467,848.00	$ 1,093,714.00	$ 2,154,396.00
2012	$ 104,335.00	$ 76,639.00	$ 118,830.00	$ 198,802.00	$ 552,813.00	$ 1,233,399.00	$ 2,236,516.00
2013	$ 67,620.00	$ 79,315.00	$ 133,722.00	$ 180,203.00	$ 513,954.00	$ 1,139,413.00	$ 2,189,457.00
2014	$ 57,689.00	$ 76,744.00	$ 111,570.00	$ 204,436.00	$ 602,193.00	$ 1,247,238.00	$ 2,371,980.00
2015	$ 66,785.00	$ 82,478.00	$ 106,443.00	$ 204,436.00	$ 666,594.00	$ 1,361,728.00	$ 2,539,854.00
2016	$ 72,675.00	$ 96,442.00	$ 148,598.00	$ 239,181.00	$ 614,544.00	$ 1,434,924.00	$ 2,630,316.00

	August	September	October	November	December	**Total**
2011	$ 1,974,484.00	$ 872,011.00	$ 268,355.00	$ 86,466.00	$ 109,594.00	$ 7,429,697.00
2012	$ 2,342,664.00	$ 894,450.00	$ 269,929.00	$ 107,010.00	$ 126,817.00	$ 8,262,204.00
2013	$ 2,368,242.00	$ 931,861.00	$ 301,053.00	$ 107,010.00	$ 111,985.00	$ 8,123,835.00
2014	$ 2,601,765.00	$ 964,619.00	$ 341,228.00	$ 110,474.00	$ 126,433.00	$ 8,816,369.00
2015	$ 2,711,423.00	$ 1,184,656.00	$ 334,955.00	$ 125,153.00	$ 153,229.00	$ 9,537,734.00
2016	$ 2,774,730.00	$ 1,161,488.00	$ 376,218.00	$ 145,083.00	$ 163,797.00	$ 9,857,996.00
					TOTAL	**$ 52,027,835.00**

Fact and Figures

(Source: Cape May County Department of Planning)
www.capemaycountynj.gov

256 Square Miles
210 Miles County Roads
22 Bridges
5 Toll Bridges
3,869 Businesses
57,300 Labor Force
54,511 acres eco-tourism/open space

13,115 Available Land Acres
16 Municipalities
16 Local School Districts
1 Regional High School
1 Technical School District
1 Special Services District

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	97,265	763,940
2011	96,601	808,104
2012	96,304	812,015
2013	95,897	796,655

Utilities

Year	Winter	Summer
2005	100,082	105,726
2006	100,948	106,482
2007	100,942	107,620
2008	106,558	110,525
2009	110,784	112,828
2010	109,567	112,383
2011	108,877	112,067
2012	106,021	110,653
2013	103,171	109,009

Hotels and Motels

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

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

Public School Enrollment

Year	Elementary	Secondary
2001	11,078	4,181
2005	10,179	4,695
2006	9,880	4,179
2007	9,448	4,372
2008	9,933	4,016
2009	8,625	4,202
2010	9,873	3,513
2011	10,016	3,219
2012	10,315	2,756
2013	9,859	3,134

Non-Public School Enrollment

Year	Elementary
2000	1,719
2003	1,737
2005	1,755
2006	1,354
2007	1,178
2008	1,292
2009	784
2010	505
2011	428
2012	373
2013	358

Docks & Marinas	Slips
55	4,660

Cape May County 2017 Visitor's Survey

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

Answer	0% 100%	Response Ratio
1-2		41.5%
3-4		32.4%
5-6		16.6%
7-8		2.0%
9-10		4.9%
Other (View all)		2.0%
No Responses		<1%
	Totals	100%

2 *Did you take a vacation to Cape May County in 2016?

Answer	0% 100%	Response Ratio
YES		74.8%
NO		24.5%
No Responses		<1%
	Totals	100%

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

Answer	0% 100%	Response Ratio
YES		9.3%
NO		87.7%
Other (View all)		1.4%
No Responses		1.4%
	Totals	100%

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

Answer	0% 100%	Response Ratio
DAY TRIP		15.8%
1 NIGHT		4.1%
2-4 NIGHTS		27.4%
5-6 NIGHTS		13.7%
1 WEEK		24.1%
8-10 NIGHTS		3.8%
2 WEEKS		8.3%
MORE THAN 2 WEEKS		12.5%
	Totals	100%

5 *How did you hear about us?

Answer	0% 100%	Response Ratio
FAMILY/FRIEND FAMILY/FRIEND		30.7%
RETURN VISITOR RETURN VISITOR		55.6%
PRINT AD PRINT AD		2.9%
TELEVISION TELEVISION		1.4%
INTERNET/WEBSITE INTERNET/WEBSITE		13.9%
TRAVEL GUIDE TRAVEL GUIDE		12.1%
TRAVEL/TRADE SHOW		7.9%

TRAVEL/TRADE SHOW		
TOUR OPERATOR/BUS TRIP TOUR OPERATOR/BUS TRIP		<1%
Other (View all)		6.8%
	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		14.6%
3-4 YEARS		6.4%
5-6 YEARS		7.3%
7-8 YEARS		5.2%
9-10 YEARS		8.7%
11-15 YEARS		7.0%
16-20 YEARS		8.7%
MORE THAN 20 YEARS		40.3%
No Responses		1.4%
	Totals	100%

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

Answer	0% 100%	Response Ratio
CAPE MAY		47.3%
WILDWOODS		38.2%
STONE HARBOR		10.2%
AVALON		8.8%
SEA ISLE CITY		22.0%
OCEAN CITY		24.1%
Other (View all)		4.4%
	Totals	100%

8 *What season do you vacation at the Jersey Cape? Select all that apply.

Answer	0% 100%	Response Ratio
SPRING		37.0%
SUMMER		89.1%
FALL		49.1%
WINTER		14.7%
	Totals	100%

9 *What did you do on your vacation in Cape May County? Select all that apply.

Answer	0% 100%	Response Ratio
BEACH		90.5%
SHOPPING		78.6%
RESTAURANTS/DINING		80.1%
CULTURAL/HISTORIC ATTRACTIONS		39.0%
BOARDWALK		67.1%
ECO/NATURE BASED ACTIVITIES		20.1%
BIRDING		10.0%
FISHING/BOATING		24.2%
GOLFING		9.4%
WATER SPORTS		17.1%
CAMPING		10.6%

ZOO		43.4%
ART EXHIBITS/THEATRICAL PERFORMANCES		16.8%
Other (View all)		2.3%
	Totals	100%

10 *Did you visit one of our agri tourism attractions?Select all that apply

Answer	0% 100%	Number of Responses	Response Ratio
WINERY		135	41.9%
BREWERY		76	23.6%
DISTILLERY		10	3.1%
FARM/FARM MARKET		167	51.8%

FARM/FARM MARKET			
RESTAURANT THAT OFFERS LOCALLY GROWN PRODUCE/PRODUCTS			50.3%
	Totals		100%

11 Did you purchase any of our locally grown produce and/or products? Select all that apply.

Answer	0% 100%	Response Ratio
WINE		44.1%
BEER		25.5%
WHISKEY/VODKA		6.3%
HONEY		23.0%
BREADS		15.7%

FISH/SEAFOOD		53.6%
OYSTERS		13.5%
SEA SALT		5.3%
MEATS		3.4%
FRUITS		44.7%
VEGETABLES		57.7%
Other (View all)		4.7%
	Totals	100%

12 *What factors are important when choosing Cape May County as your vacation destination? Select all that apply.

Answer	0% 100%	Response Ratio
SPECIAL EVENTS		43.3%
VALUE		38.0%
QUIET		38.6%
ROMANTIC		19.4%
FAMILY ORIENTED		58.7%
RELAXATION		65.1%
CLOSE TO HOME		30.0%
Other (View all)		3.2%
	Totals	100%

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

Answer	0% 100%	Response Ratio
PRINT/AD		9.1%
RADIO/TV		3.8%
INTERNET		23.5%
BROCHURE/TRAVEL GUIDE		28.5%
FRIEND/FAMILY		34.7%
RETURN VISIT		49.7%
Other (View all)		2.9%
	Totals	100%

14 How do you prefer to get your vacation information? ⬚

Answer	0% 100%	Number of Responses	Response Ratio
INTERNET/WEBSITE		140	40.9%
DIRECT MAIL		78	22.8%
EMAIL		65	19.0%
PRINT AD		9	2.6%
TELEVISION		2	<1%
FAMILY/FRIEND REFERRAL		41	11.9%
Other (View all)		2	<1%
No Responses		3	<1%
	Totals	342	100%

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

Answer	0% 100%	Response
MOTEL		19.2%
HOTEL		21.6%
BED & BREAKFAST		6.7%
CONDO RENTAL		9.3%
APARTMENT/HOUSE RENTAL		15.4%
CAMPGROUND		11.4%
OWN HOUSE		5.5%
RELATIVE/FRIEND		4.9%
DAY TRIP		2.3%
Other (View all)		2.0%
No Responses		1.1%

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

Answer	0% 100%	Response Ratio
SPOUSE - NO CHILDREN		26.3%
CHILDREN ONLY		2.0%
FAMILY (SPOUSE & CHILDREN)		33.6%
COUPLE AND/OR FRIENDS		12.2%
EXTENDED FAMILY (PARENTS, GRANDPARENTS, SIBLINGS, ETC.)		21.0%
GROUP		<1%
TRAVEL ALONE OR SOLO		2.0%
Other (View all)		1.1%
No Responses		<1%
	Totals	100%

17 * How may vacations do you usually take each year?

Answer	0% 100%	Response Ratio
1		15.7%
2		36.2%
3		24.2%
4 OR MORE		21.3%
Other (View all)		1.7%
No Responses		<1%
	Totals	100%

18 *How many of those vacations were to Cape May County?

Answer	0% 100%	Response Ratio
1		51.7%
2		24.5%
3		6.7%
4 OR MORE		10.5%
Other (View all)		5.2%
No Responses		1.1%
	Totals	100%

19 *Where else do you travel? Select all that apply.

Answer	0% 100%	Response
PENNSYLVANIA		43.7%
NEW YORK		30.8%
DELAWARE		14.6%
MARYLAND		15.5%
NEW ENGLAND		15.5%
VIRGINIA		15.5%
NORTH CAROLINA		11.3%
SOUTH CAROLINA		10.7%
FLORIDA		43.1%
THE CARIBBEAN ISLANDS		26.0%
EUROPE		8.9%

Other (View all)		10.7%
	Totals	100%

20 What is your age group?

Answer	0% 100%	Response Ratio
18 - 24		2.0%
25 - 34		5.2%
35 - 44		12.5%
45 - 54		20.4%
55 - 64		34.5%
65 AND OVER		24.2%
No Responses		<1%
	Totals	100%

21 Approximately how much do you spend while on vacation?

Answer	0% 100%	Number of Responses	Response Ratio
$100 - $300		11	3.2%
$300 - $500		24	7.0%
$500 - $700		28	8.1%
$700 - $1000		43	12.5%
$1000 - $1500		61	17.8%
$1500 - $2000		63	18.4%
$2500 - $3000		58	16.9%
MORE THAN $3000		44	12.8%
No Responses		10	2.9%
	Totals	342	100%

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

Answer	0% 100%	Response
$100 - $150		37.7%
$150 - $200		26.3%
$200 - $250		11.6%
$250 - $300		9.6%
$300 - $350		4.6%
$400 - $450		<1%
$450 - $500		1.1%
$500 - $550		1.1%
$550 - $600		0.0%
Over $600		<1%
No Responses		5.5%

	Totals		100%

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

Answer	0% 100%	Response Ratio
YES		66.6%
NO		12.5%
SOME		19.8%
No Responses		<1%
	Totals	100%

24 Would you like a copy of our 2017 Vacation Planning Guide? Please give us your mailing address in the comment box below. We will NOT share you address with any other business.

Answer	0% 100%	Number of Responses	Response Ratio
YES		187	54.6%
NO		137	40.0%
No Responses		17	4.9%
	Totals	342	100%

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

Answer	0% 100%	Response Ratio
YES		94.7%
NO		1.7%

Other (View all)		2.0%
No Responses		1.1%

NOTES: