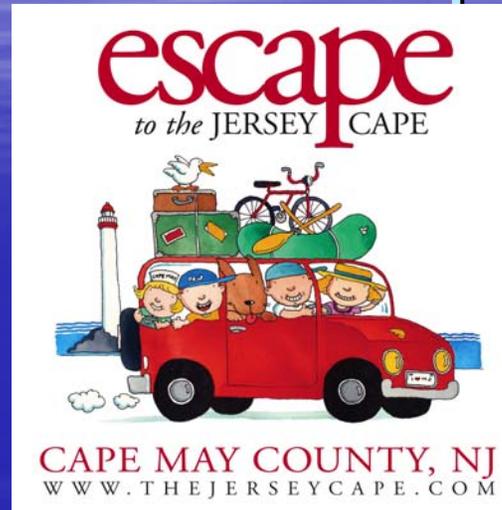


# Tourism Impacts in Cape May County



## Tourism Drives the Economic Engine in Cape May County

Diane Wieland, Director  
Cape May County Department of Tourism

# 2006 Travel and Tourism Expenditures in Cape May County

*(Data gathered by Global Insight for the N J Office of Travel & Tourism March 2007)*

Total dollars generated in Cape May County in 2006 was \$4.854 Billion.

<u>Accom</u>	<u>Food</u>	<u>Entertain</u>	<u>Retail</u>	<u>Trans</u>
\$2.2 billion	\$1.05 billion	\$616.5 million	\$893 million	\$83 million



# Key Facts:

- Cape May County continues to place 2nd in tourism dollars generated with Atlantic County ranked 1st.
- 64% of Cape May County's economy comes from tourism, the highest in the state.
- Cape May County's tourism expenditures grew by 9.3% or \$215 million in 2006.
- Entertainment sector grew 60% and accounts for most of the total increase in expenditures.
- 19.6% of the total statewide accommodations are in Cape May County.
- 51% of the total statewide tourism expenditures come from Atlantic, Cumberland and Cape May County combined.
- 45.4% of Cape May County's tourism expenditures come from the accommodations sector.

# The changing dynamics of the tourism industry.

- We are no longer just a hotel/motel, B &B accommodation industry.
- Nearly 5,000 hotel rooms or approximately 13% of the total rooms countywide have been lost in Cape May County since 2000.
- Condos, townhouses and vacation homes dominate the marketplace.
- 7% of our visitors buck all travel trends and come from the south.
- Second homeowners visit Cape May County throughout the year.
- Second homeowner has diverse spending habits and spends more investing in home than other spending.
- Visitors are traveling closer to home due to high energy costs.
- Canadian Travel will be up again in 2008 due to weaken US Dollar.

# Think Regionally, not locally.

77% of our visitors come from  
outside of New Jersey.

The top 5 markets are...

- 27% Pennsylvania
- 23% - New Jersey
- 19% - New York
- 7% - Maryland
- 4% - Connecticut



# Visitor Profile

- 46% Traveled with a spouse
- 23% traveled with children
- 10% traveled with other family members
- 2.3 vacations taken each year to CMC
- 66% return visitors
- 5 day – average length of stay
- \$290 average per person daily expenditure
- 54% between the age of 35-54
- 24% earned between \$50k – \$74k
- 26% earned between \$75k - \$100k
- 12% earned between \$100k - \$150k
- 6% earned over \$150k

## Visitor Profile (cont.)

- 71% went to the beach
- 62% went to the boardwalk
- 46% went shopping
- 46% went fishing
- 30% went boating
- 20% went to a special event
- 20% went golfing
- 17% went biking

# Emerging Trends

- Eco-travel and conscientious consumption.
- Providing a home-away-from home-cozy comfort ability
- Spa vacations or spa options that provide ways to make the visitor feel better.
- 'Togetherring' taking vacations with family and friends – reunions.
- Girl-getaways or Man-cations

## **Rentals are an important accommodation choice in this marketplace.**

- **49.7% of all seasonal/rental properties in the entire state inventory are located in Cape May County.**
- **47% of all dwellings in Cape May County are considered second or vacation homes.**
- **Rentals generated \$1.52 billion in Cape May County in 2006.**
- **Rental receipts are 2/3 of the total expenditures generated by accommodations sector in Cape May County.**

## **Realtors have become our partners in managing the tourism industry.**

- No one on site to manage the customer.**
- No one to let the visitor know about the attractions available.**
- No need for the visitor to call or visit a chamber of commerce or other tourism information center.**
- Limited attraction and event information available for rental visitors.**

# Tourism Promotion is key to our success.

- The Cape May County Department of Tourism is a government supported office charged to promote Cape May County tourism and one of the only such departments of its kind in the state.
- The mission of the Tourism Department is to promote out of market to increase overnight and longer stays in Cape May County.
- The marketing and promotion budget of the Department of Tourism is \$350,000 with 100% going to marketing and promotion efforts.
- The CMC Tourism Department works closely with the Southern Shore Region Tourism Council to promote the region as a diverse and exciting destination with one message.
- The Tourism Department is a destination marketing organization that is not membership driven and does not operate like a chamber of commerce.
- The Tourism Department has a staff of 6 that handles all aspects of marketing and promoting the county.
- 55,000 vacation packets were mailed in 2007
- 3,077 inches of publicity was generated in 2007 with pr value of \$3.35 million.

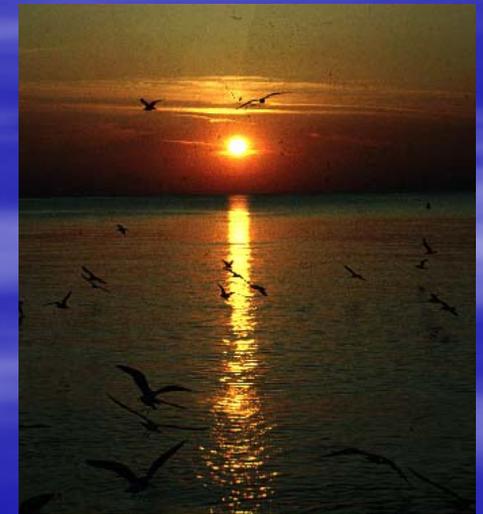
# Marketing tools

- Travel and Trade shows
- Print and electronic advertising: visitor leads
- Radio and television advertising
- Website (county and ssrtc)
- Pod Casts
- Video on Demand
- Comprehensive Public Relations Program
  - iPod Press Kit
- Annual destination research
- Official Destination Guide
- Annual Survey
- 25,000 plus photo library
- B-roll footage for television



# Marketing Partners

- Key Stakeholder Network
- Cooperative Advertising
- PR Assistance – FAM Tours
- Membership in the Southern Shore Region Tourism Council – Annual dues \$50
- Calendar of Events
- SNJ Vacationer – Advertise and distribute
- Key Communicators/Indicators
- Research assistance
- Travel show cooperative



## Grant Options

Promote NJ as a Premier travel destination.

- Cooperative Marketing Grants available
  - [www.visitnj.org](http://www.visitnj.org) under industry news
    - Grant allocation \$2,000 to \$25,000
    - Revolving deadline
    - Open to all tourism organizations/attractions
      - Buzz words
        - Partnering and Cooperatives
        - Overnight stays
        - Increased visitation
        - Short term/long range goals
        - Measurable results
        - Target audience/market
        - demographics



# Non-eligible items

- Wages & Benefits
  - Hospitality expenses (entertainment, lodging and transportation)
  - Fireworks
  - Capital Improvements & restoration, rehabilitation of sites, durable equipment.
- 
- Organizations receiving cooperative marketing grants must include NJ Division of Travel and Tourism logo and mandatory statement (supported in part through a grant provided by NJ Department of State, Division of Travel and Tourism. [Visitnj.org](http://Visitnj.org))

# Grant Guidelines

- Types of grantable projects
  - Brochure Creation and Distribution (\$2,000-\$5,000)
  - Advertising/Marketing an event (up to \$15,000)
  - General Marketing Plan (up to \$25,000)
  - 25% in cash match – non state source funding
  - Grants are reviewed and approved approximately once a month



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