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 NJ Office of Travel & Tourism March 2007)

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accom</td>
<td>$2.2 billion</td>
</tr>
<tr>
<td>Food</td>
<td>$1.05 billion</td>
</tr>
<tr>
<td>Entertain</td>
<td>$616.5 million</td>
</tr>
<tr>
<td>Retail</td>
<td>$893 million</td>
</tr>
<tr>
<td>Trans</td>
<td>$83 million</td>
</tr>
</tbody>
</table>
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.
- ‘Togethering’ 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
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
Discover one of Frommer’s top destination for 2008!

Call 1-800-227-2297 today to get your free vacation planning package!

Cape May County, NJ
www.thjerseycape.com