



# NEW JERSEY DIVISION OF TRAVEL & TOURISM

2024 CAPE MAY COUNTY ECONOMIC IMPACT

# WHY TOURISM MATTERS



**\$50.6B**  
VISITOR  
SPENDING

\$139 million  
EVERY DAY



**\$26.0B**  
LABOR  
INCOME

\$7,500 per NJ  
household



**507,833**  
TOTAL  
JOBS

8.3% of all jobs



**\$5.4B**  
STATE & LOCAL  
TAXES

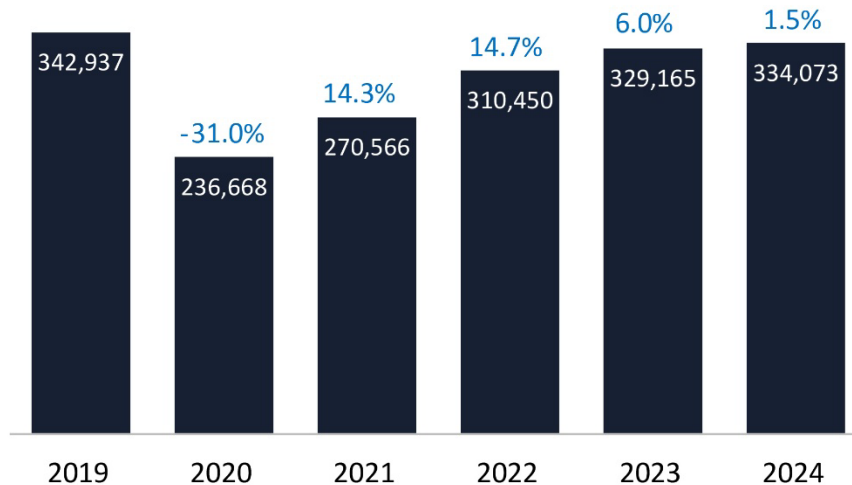
Enough to cover the  
salary of 82,700  
public school  
teachers

# WHY YOU MATTER—CAPE MAY



## Tourism employment now within 3% of 2019 levels

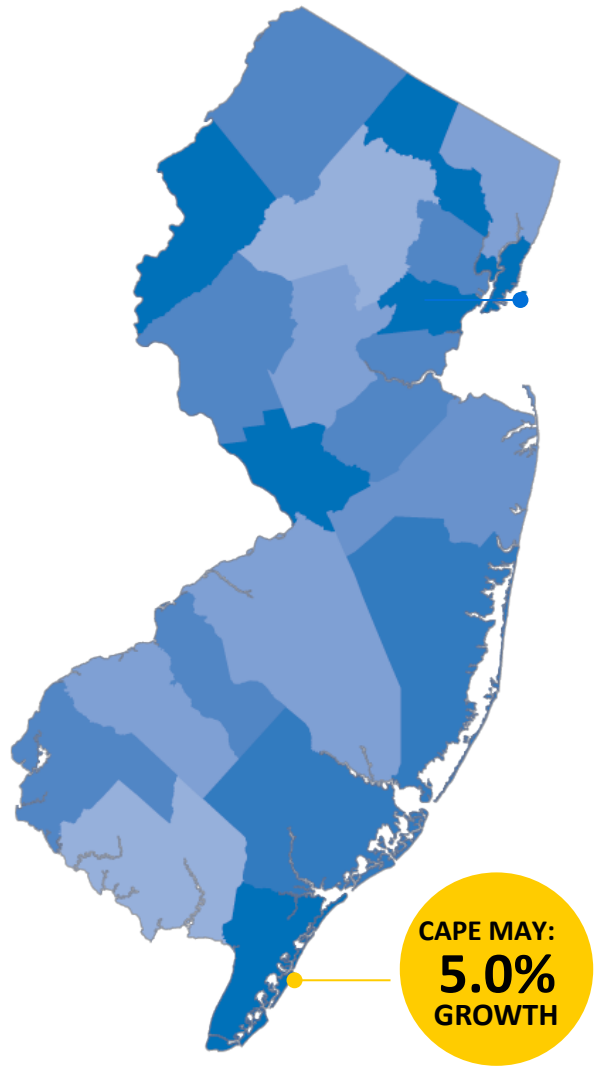
### Direct visitor-supported employment in NJ



Sources: Tourism Economics

\*Based on employment supported by the (narrower) visitor industry definition.

# 2024: TOURISM VISITOR SPENDING BY COUNTY



## \$ BILLIONS

- Atlantic: \$8.2
- Bergen: \$3.5
- Burlington: \$1.7
- Camden: \$1.0
- **Cape May: \$8.1**
- Cumberland: \$0.4
- Essex: \$4.1
- Gloucester: \$.6
- Hudson: \$2.9
- Hunterdon: \$.3
- Mercer: \$1.3
- Middlesex: \$2.9
- Monmouth: \$3.1
- Morris: \$2.3
- Ocean: \$5.8
- Passaic: \$0.7
- Salem: \$0.2
- Somerset: \$.1.2
- Sussex: \$0.6
- Union: \$1.5
- Warren: \$.2

State Total: \$45.4 Billion (+21.7%)

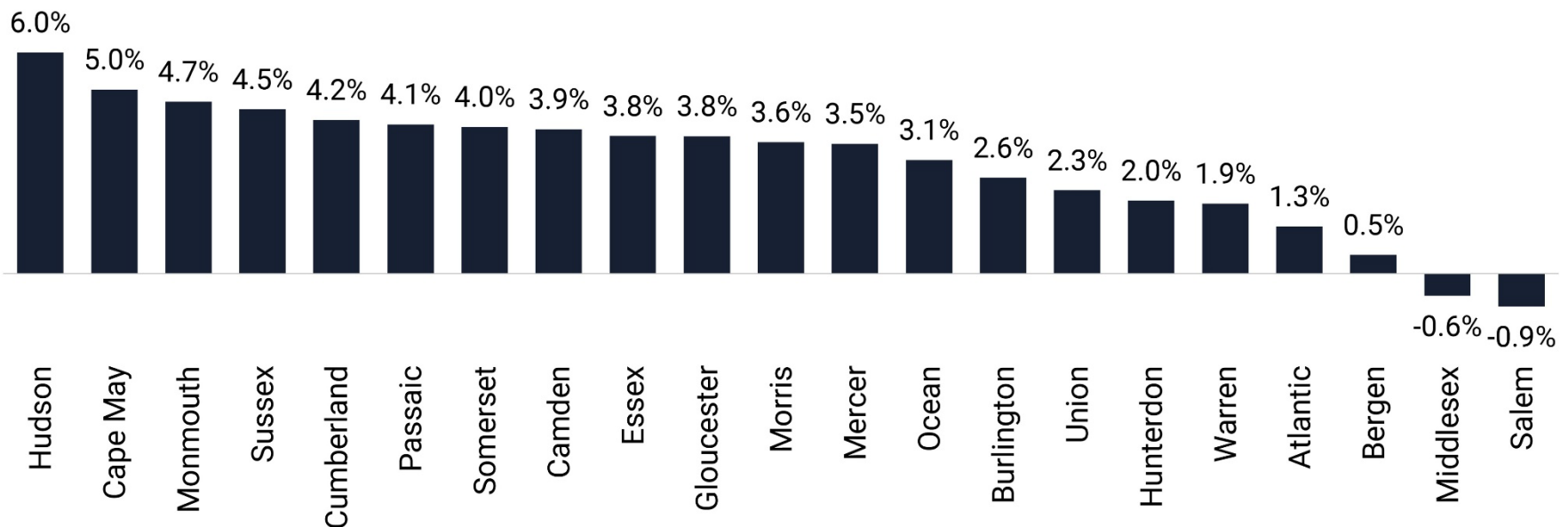
Source: Economic Impact of Tourism in New Jersey, 2022

# VISITOR SPENDING COMPARED TO 2019

Cape May spending has grown significantly since 2023, up +5.0%

## Visitor Industry Spending (2024)

2024 percent change

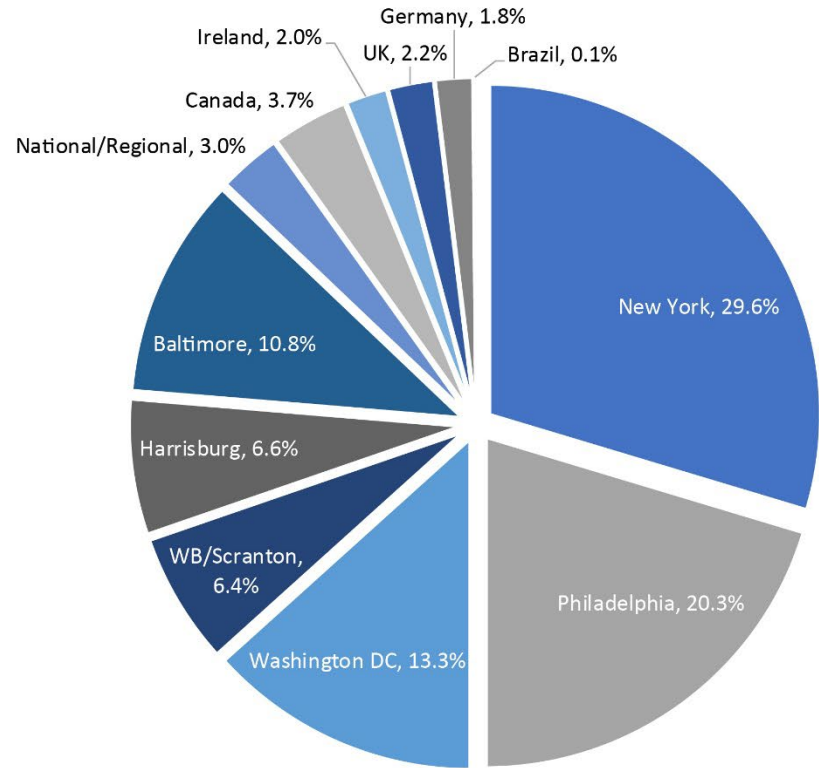
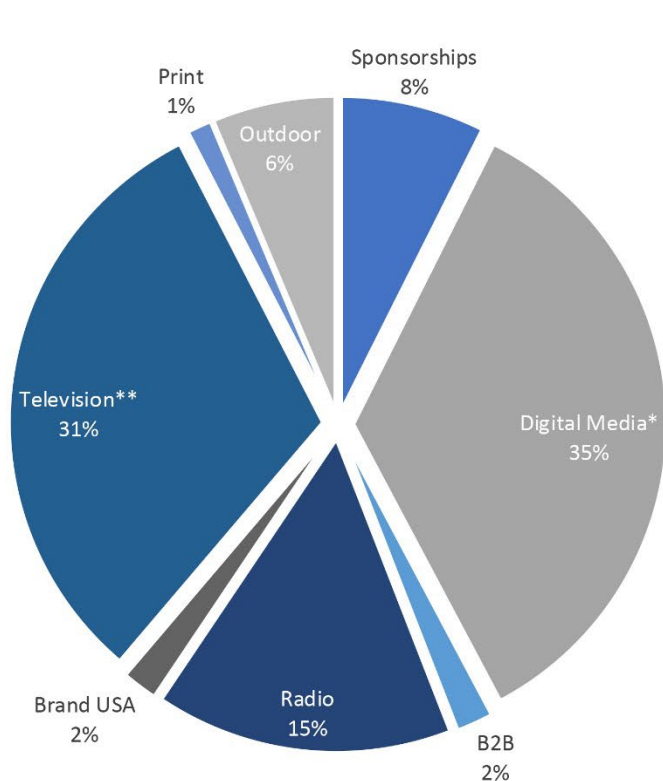


Source: Tourism Economics

## NJTT Goals

- Generate Awareness.
- Build visitation across all regions, seasons and sectors.
- Reinforce and enhance the reputation of the state as a premier travel destination.
- Increase international arrivals with focus on consumer travelers in the international markets of Eastern Canada, Ireland, UK, Brazil, Germany, Switzerland and Austria using D2C and travel trade opportunities.
- Build momentum in 6 key domestic feeder markets promoting NJ to both consumer and business travelers; increase our visitor share from secondary markets.
- Focus on content integration through all efforts including but not limited to paid media, PR, social, website and other owned communication channels.

## NJTT MEDIA ALLOCATION



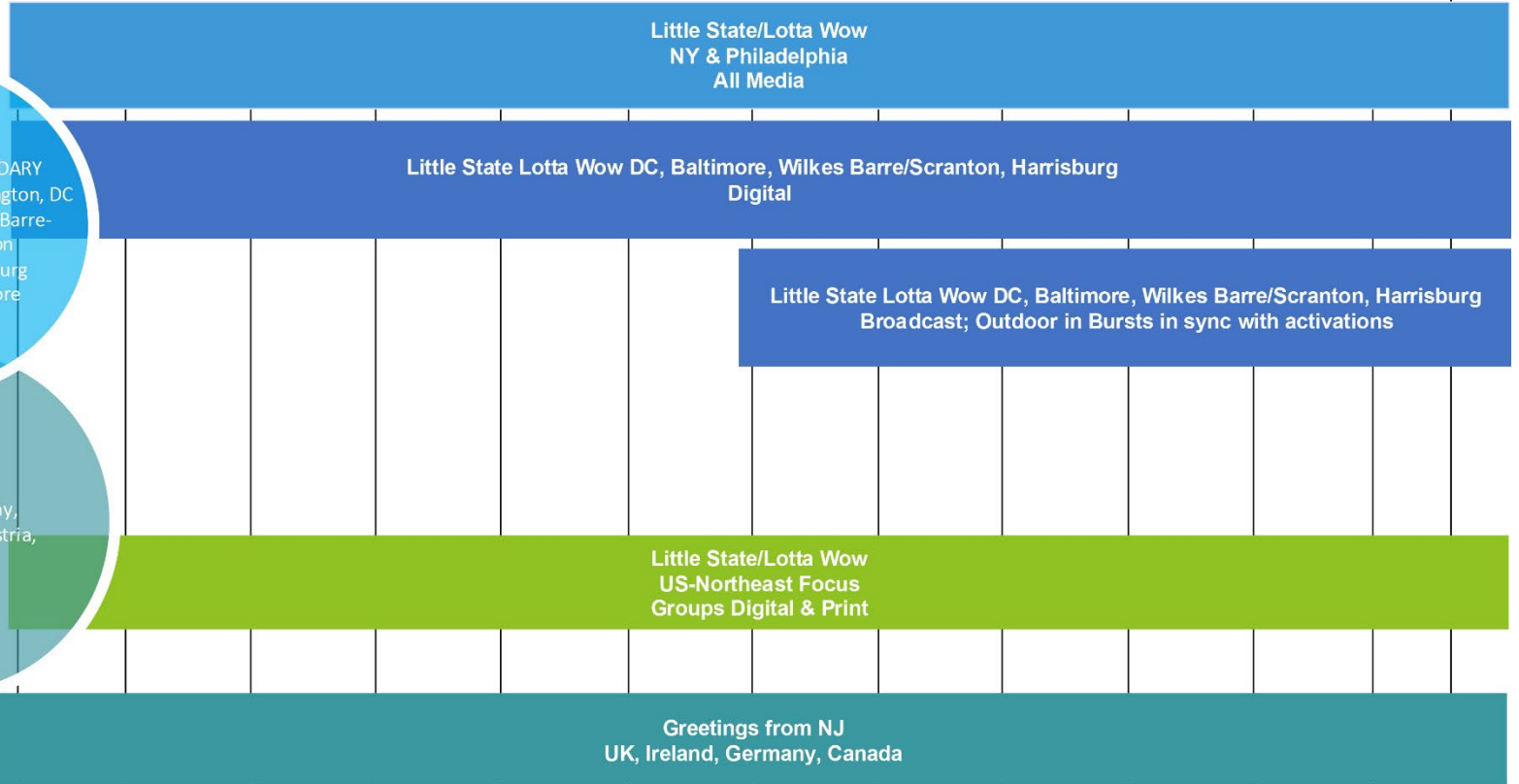
\*includes audio streaming, paid social and search

\*\* includes TV, CTV/OTT

# FY '24 NEW JERSEY STATE MARKETING

## NJTT Calendar

JULY    AUG.    SEPT.    OCT.    NOV.    DEC.    JAN.    FEB.    MAR.    APR.    MAY    JUNE



**PRIMARY**  
New York  
Philadelphia

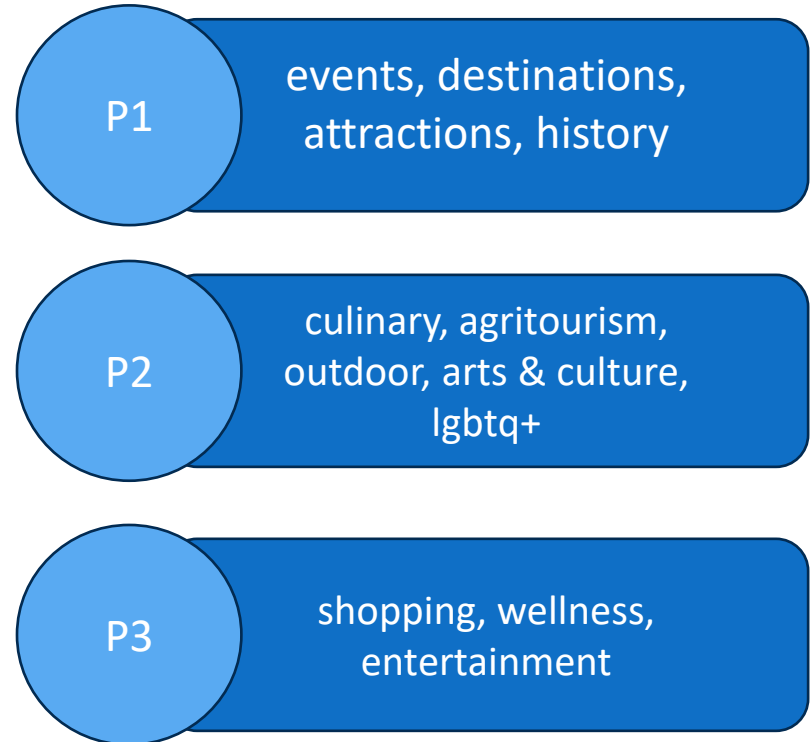
**SECONDARY**  
Washington, DC  
Wilkes Barre-Scranton  
Harrisburg  
Baltimore

**International:**  
UK, Ireland, Germany,  
Switzerland and Austria,  
Brazil, Canada

## Overall Strategy

- Highlight the diverse and surprising array of 'Wow' experiences available to visitors in New Jersey.
- Utilize innovative, trackable, and effective digital marketing strategies to promote the State's vacation destinations; augmenting with traditional media and activations in key markets building brand awareness
- Prioritize advertising in core markets, then expand to secondary and new markets as budget permits.
- Use a content driven strategy and optimize digital advertising towards longer engaged visits vs web visit quantity
- Emphasize and support NJ's role in America 250 and FIFA26

### CONTENT PRIORITIZATION



# FY '24 NEW JERSEY STATE MARKETING

- **Summer 2024 Marketing Campaign:** Continuation of "Little State, Lotta Wow" campaign, launched in Fall 2023.



**little·state  
LOTTA WOW**

**Dive Into Cape May**  
Whether it's a week or a day, this dreamy mix of world-class beaches and Victorian bliss will have you hooked.

10 MUST-DO'S

**What's New in Jersey**  
There's so much to tell! Check out some of the new experiences waiting for you in the oh-so-great Garden State.

THE INSIDE SCOOP

**Quick Beach Escapes**  
Grab your sunglasses. These closer-than-you-think beaches of white sand and rolling surf are sun-national July getaways.

BE SHORE

**15 NJ Shore Facts**  
Don't clam up on us. Raise your coastally-kissed IQ with these little-known, somewhat unusual tidbits of knowledge.

TRUE BLUE

**Dynamic Day Trips**  
Summer fun, no suitcase required. From leisurely lakes and alfresco art to beachy adventures and indoor water parks.

GO, GO, GO

**WOW  
worthy stays**

Enjoy a wide range of accommodations – from Victorian B&Bs and dazzling casino resorts to vibrant Dog-Mop motels, boutique complexes and cozy cottages.

TAKE YOUR PICK

Deals That WOW | Plan Your Trip

My VisitNJ.org Account | Get Your Free Guide

New Jersey  
visitnj.org

let's be social  
#VisitNJ

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5/24\_bemr\_july

# FY '24 NEW JERSEY STATE MARKETING

- FY '24 Fall, Winter & Spring Marketing Campaigns




## little, state LOTTA WOW

**Your Autumn Bucket List**

Check out 20 do-now wows! From apple picking to wine tastings. Ghostly adventures, horsin' around and jackpot getaways.


GO FOR IT



**Say Yes to the Fest**

Ta-dah! This Jersey guide is your source for week-minute fall festivals happening up and down the state.


SEE 'EM ALL



**8 Scenic Jersey Drives**

Travel your choice of eight picturesque byways that showcase hidden gems and iconic sites like only NJ can.

HIT THE ROAD



**Centrally Speaking**


Sure, Central Jersey is in the middle of the state, but one look at our wow fall fidos and it'll be tops with you.

WOW TO-DOS

**Be A-Mazed & Pumped Up**

Here it is – your go-to guide for corn mazes and pumpkin patches in every region of the great Garden State.

YOU GOTTA SEE



## WOW

worthy stays


TAKE YOUR PICK

Deals That WOW

My VisitNJ.org Account


Plan Your Trip

Get Your Free Guide



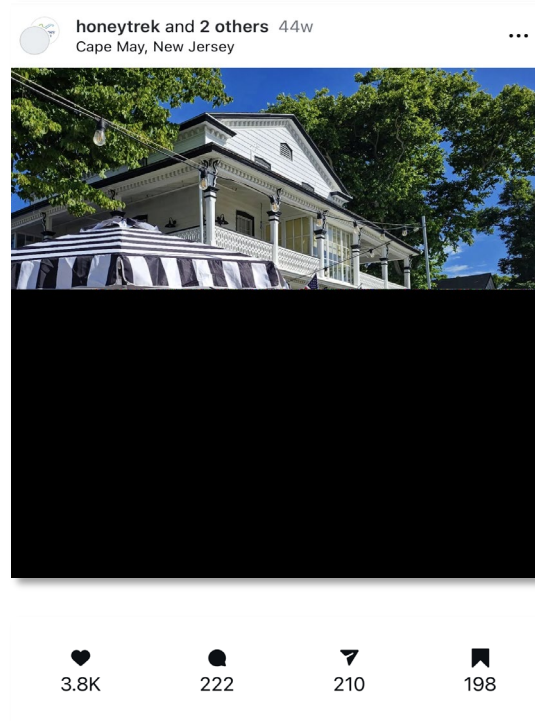
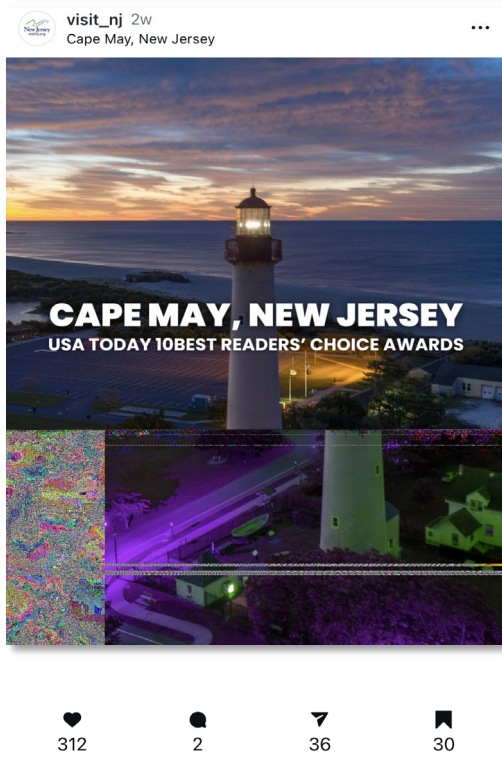
let's be social

#visitnj



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## ■ FY '24 Paid and Organic Social



# FY '24 NEW JERSEY STATE MARKETING

- FY '24 Paid and Organic Social

Visit New Jersey  
Sponsored -

One refreshing wow after another. 🍻

The Jersey Brews Trail is your ...See more

Results	Reach	Impressions
36 Landing Page Views	1,556	2,227

Visit New Jersey  
Sponsored -

Victorian wonders to world-class sands.

WOWs in Cape

Results	Reach	Impressions
26 Landing Page Views	949	1,106

Visit New Jersey  
Sponsored -

Historic lighthouses await in the Garden State.

NJ's Coastal

Learn more

Results	Reach	Impressions
93 Landing Page Views	3,400	4,531

- 2025 Travel Guide



# CAPE MAY VISITOR INSIGHTS

## Domestic Visitors: Cape May County

From January, 2024 to December, 2024



Geography  
Cape May County

Start Month  
January, 2024

End Month  
December, 2024

Show Top Origin  
15

% of Total Trips  
1.6% 10.3%



**1.5 days**  
Avg Length of Stay



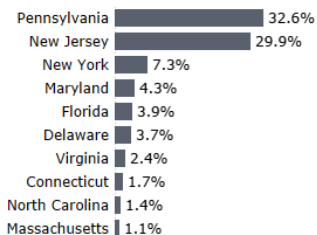
**73.8%**  
Overnight



**78.0%**  
Repeat

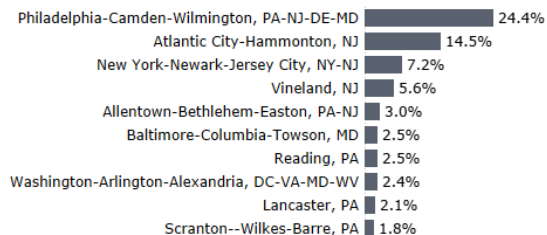
### Top Trip Origin States

% share of total



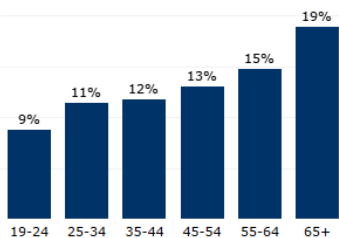
### Top Trip Origin MSAs

% share of total

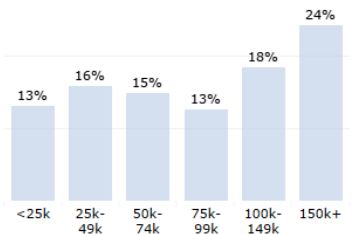


### Demographics Estimates

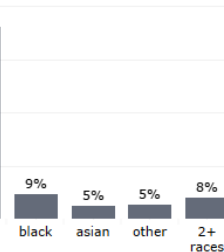
Age Groups



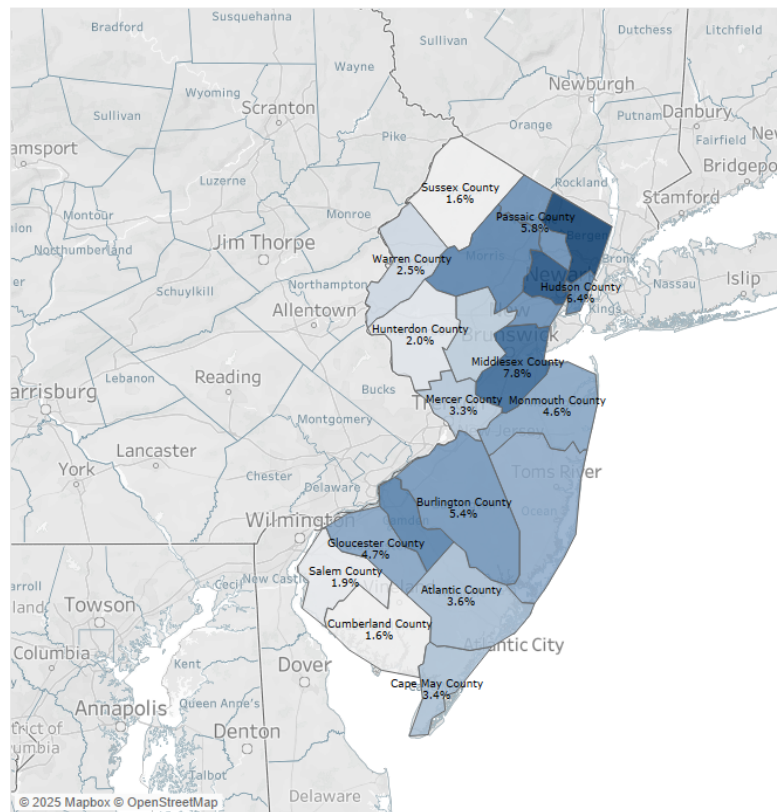
Income Groups (\$) Median: 92K



Race Groups



### Share of Trips by County



Source: Azira & US Census Bureau

\* For county-level visitors, trips originating within 50 miles are excluded, along with devices that appear more than four times in a month. For state-level visitors, trips originating within state are excluded.

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# CAPE MAY VISITOR INSIGHTS

## Comparative Insights



Start Date  
January, 2024

End Date  
December, 2024

Study Geography  
Cape May County

Comp Start Date  
January, 2024

Comp End Date  
December, 2024

Comp Study Geography  
New Jersey

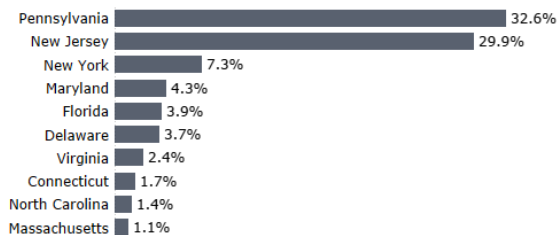
### Cape May County : January, 2024 to December, 2024

**73.8%**  
Overnight Visitors

**1.5 days**  
Overnight Visitors

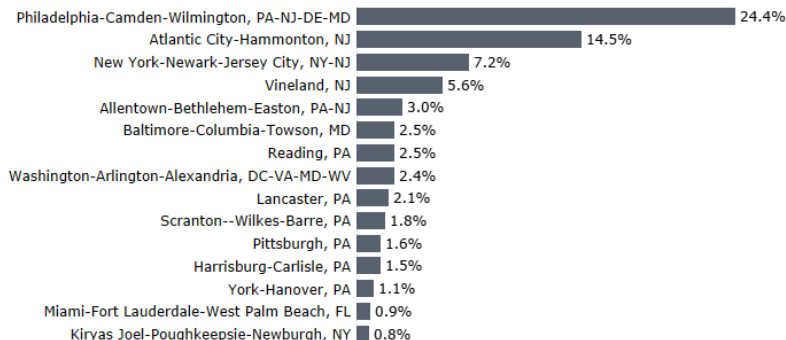
#### Top Trip Origin State

% share of total



#### Top Trip Origin MSAs

% share of total



Source: Azira

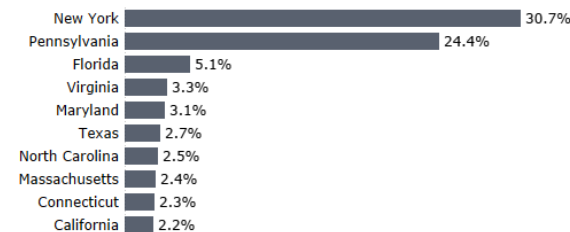
### New Jersey : January, 2024 to December, 2024

**75.7%**  
Overnight Visitors

**2.0 days**  
Overnight Visitors

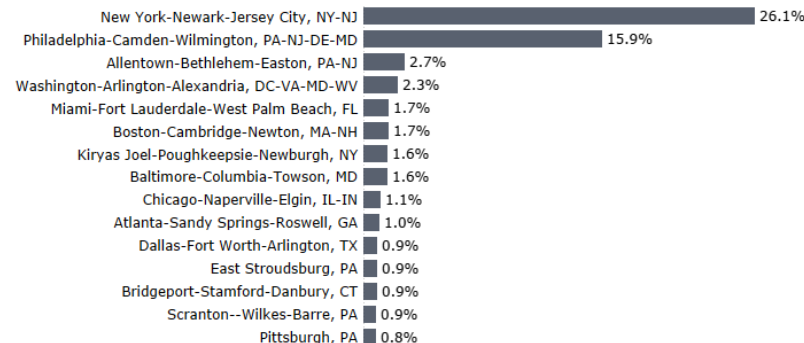
#### Top Trip Origin State

% share of total



#### Top Trip Origin MSAs

% share of total



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# CAPE MAY VISITOR INSIGHTS



## POI Analysis

Cape May Zoo

Start Date  
January 01, 2024

End Date  
December 31, 2024

Point of Interest  
Cape May Zoo

Dwell Filter  
0

Show Top MSAs/POIs  
20

Sample Size: 26,440

**78.8%**

Overnight

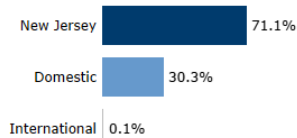
**48.3%**

New Visitors

\*Overnight and New Visitors info based on visitors staying 4+ hours, non-commuters, dont live in NJ and visited the POI.

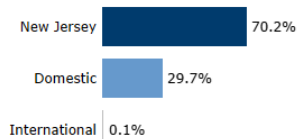
### Visitor Breakdown

Unique Visitors



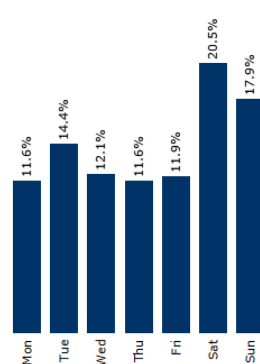
### Visits Breakdown

Total Visits



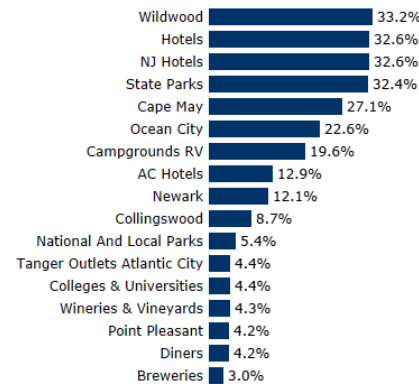
### Visits Breakdown

Total Visits



### Top Cross-Visited Points of Interest

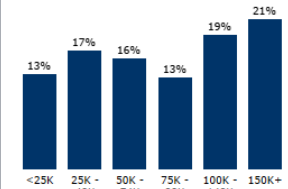
who visited Cape May Zoo



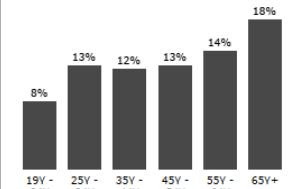
### Demographics

Domestic Only

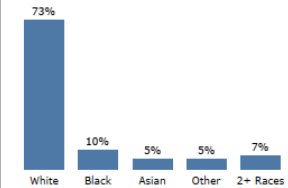
Household Income (in USD)  
Median: \$90.6K



Age

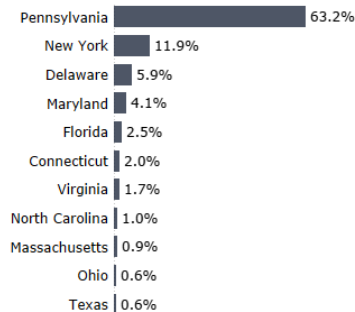


Race



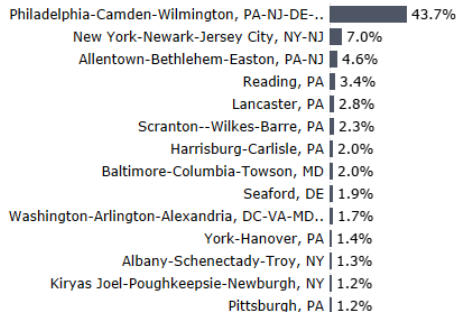
### Top Origin Market by State

Unique Visitors, Excluding New Jersey Residents



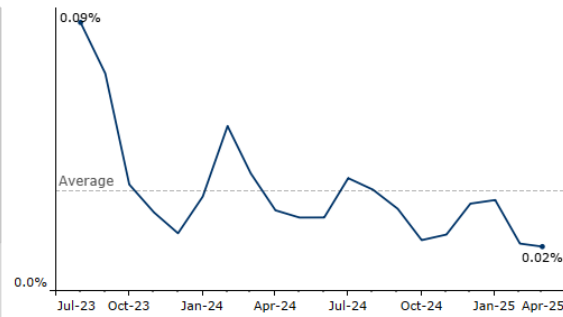
### Top Origin Market by MSA

Unique Visitors, Excluding New Jersey Residents



### Share of Visitors to POI

% share of visitors who visited destination and showed up at Cape May Zoo



Source: Azira and US Census Bureau

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# CAPE MAY VISITOR INSIGHTS



## POI Analysis

Wildwoods Convention Center

Start Date  
January 01, 2024

End Date  
December 31, 2024

Point of Interest  
Wildwoods Convention Center

Dwell Filter  
0

Show Top MSAs/POIs  
20

Sample Size: 13,193

**78.8%**

Overnight

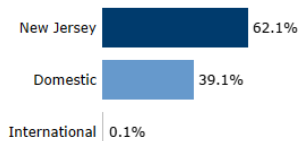
**51.1%**

New Visitors

\*Overnight and New Visitors info based on visitors staying 4+ hours, non-commuters, dont live in NJ and visited the POI.

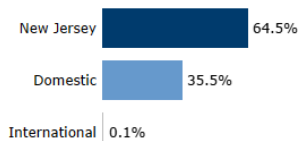
### Visitor Breakdown

Unique Visitors



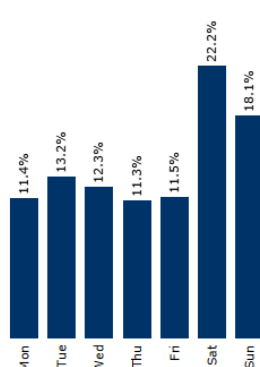
### Visits Breakdown

Total Visits



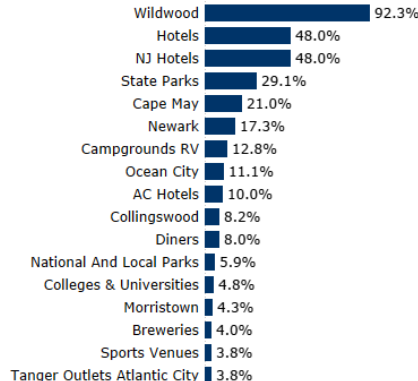
### Visits Breakdown

Total Visits



### Top Cross-Visited Points of Interest

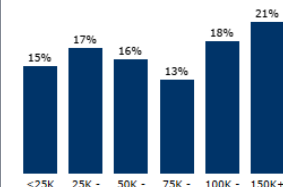
who visited Wildwoods Convention Center



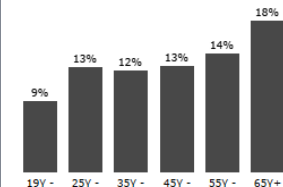
### Demographics

Domestic Only

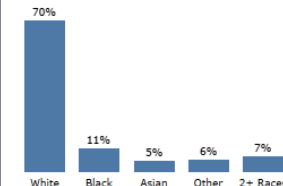
Household Income (in USD)  
Median: \$88.5K



Age

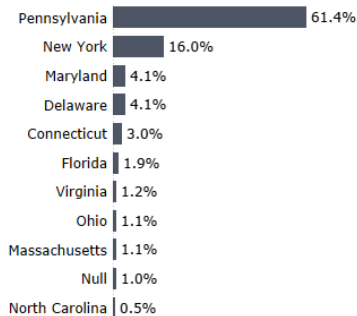


Race



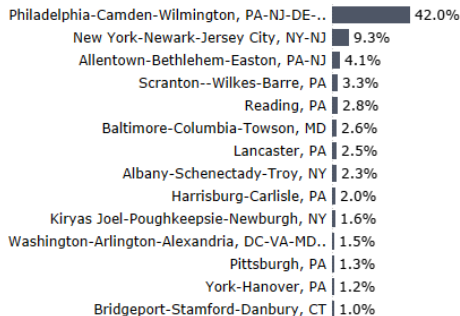
### Top Origin Market by State

Unique Visitors, Excluding New Jersey Residents



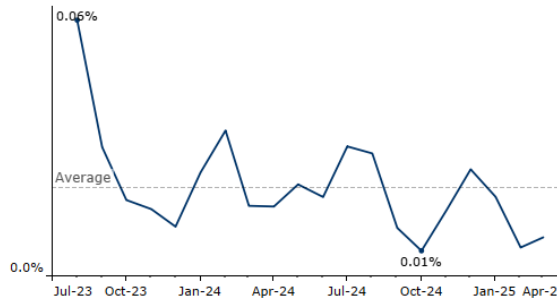
### Top Origin Market by MSA

Unique Visitors, Excluding New Jersey Residents



### Share of Visitors to POI

% share of visitors who visited destination and showed up at Wildwoods Convention Center



Source: Azira and US Census Bureau

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# CAPE MAY VISITOR INSIGHTS



## POI Analysis

Wildwood

Start Date  
January 01, 2024

End Date  
December 31, 2024

Point of Interest  
Wildwood

Dwell Filter  
0

Show Top MSAs/POIs  
20

Sample Size: 536,200

**78.2%**

Overnight

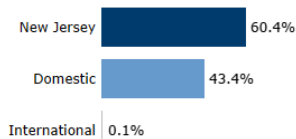
**34.7%**

New Visitors

\* Overnight and New Visitors info based on visitors staying 4+ hours, non-commuters, dont live in NJ and visited the POI.

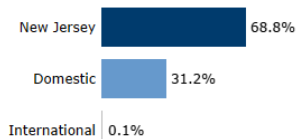
### Visitor Breakdown

Unique Visitors



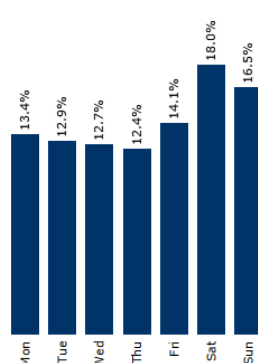
### Visits Breakdown

Total Visits



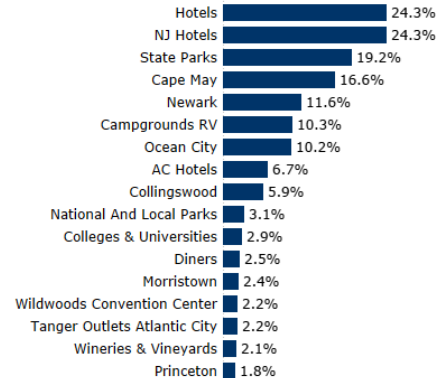
### Visits Breakdown

Total Visits



### Top Cross-Visited Points of Interest

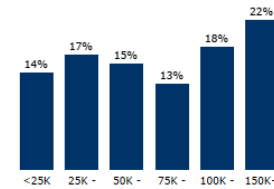
who visited Wildwood



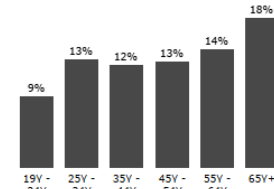
### Demographics

Domestic Only

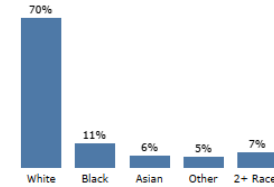
Household Income (in USD)  
Median: \$90.8K



Age

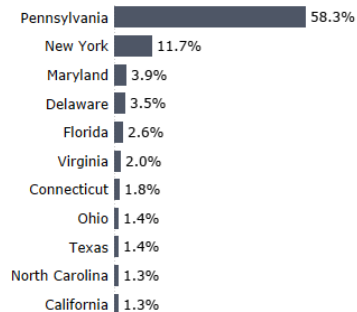


Race



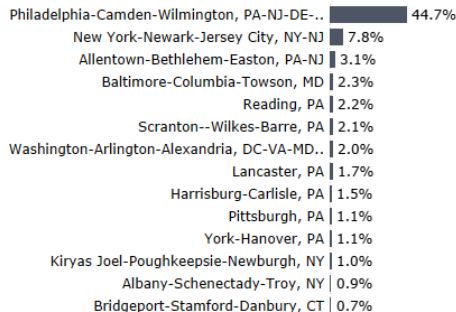
### Top Origin Market by State

Unique Visitors, Excluding New Jersey Residents



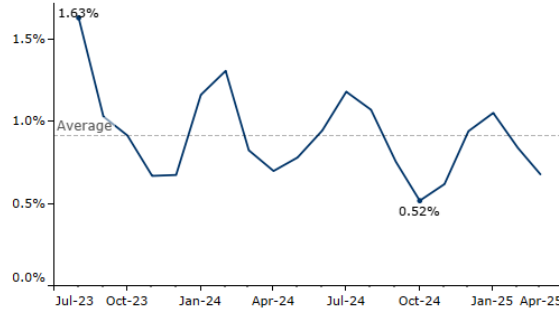
### Top Origin Market by MSA

Unique Visitors, Excluding New Jersey Residents



### Share of Visitors to POI

% share of visitors who visited destination and showed up at Wildwood



Source: Azira and US Census Bureau

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# FY '24 NEW JERSEY STATE MARKETING



## A quick summary of economic effects

- **Damaged consumer sentiment**
- **Higher prices, reducing real income growth**
- **Falling business sentiment**
- **Higher borrowing costs and tighter credit**
- **Equity losses undercut wealth effect**
- **Supply chain stress**

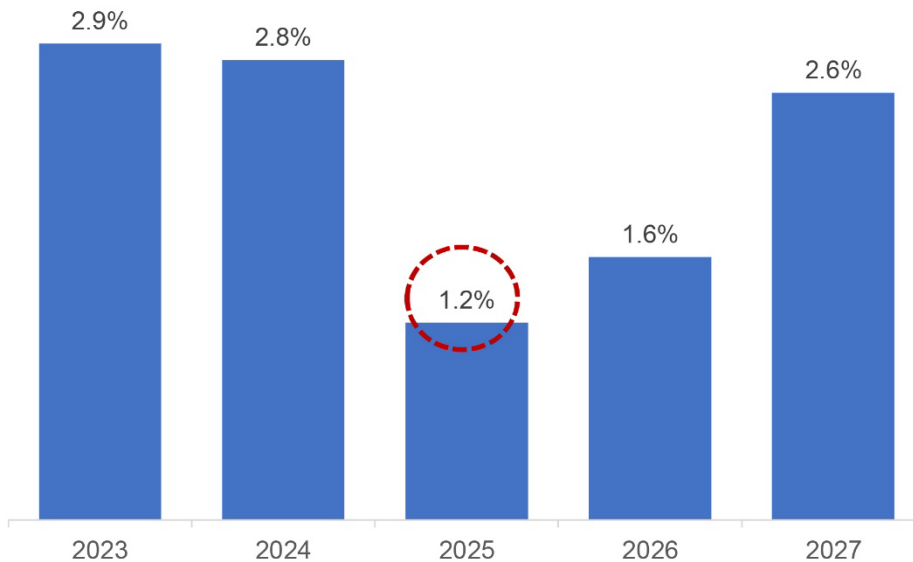
### Summary:

1. **Consumer spending and business investment/hiring will be negatively affected**
2. **Any gains in manufacturing will take years to realize and not fully offset the above**

## Economic growth will slow markedly in 2025

### US Real GDP

\$ annualized



Source: Oxford Economics

The economy is vulnerable and has little margin for error.

Un-pausing reciprocal tariffs will plunge the US into a recession.

**Unemployment rises to 4.8%** this year

The economy will improve next year, supported by tax cuts/extensions and the fading effects of tariffs on inflation and real disposable income.

## MMGY's recent survey reveals weakening environment

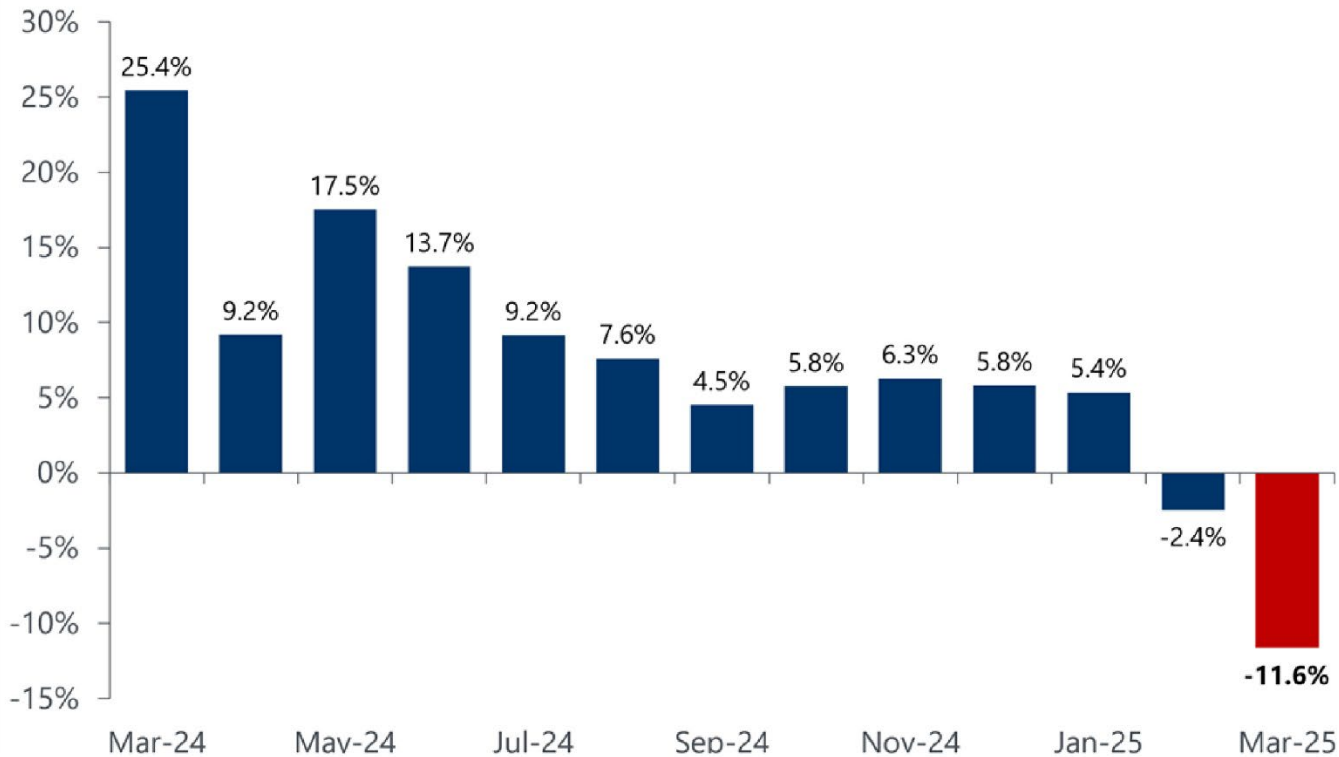
- **4% drop in travel intentions** over the next 12 months compared to mid-February study
- In the next six to 12 months, **80% of U.S. consumers say their travel behavior will change as a result of the recent financial news.**
  - 33% say they will travel closer to home
  - **29% say they will change from an international destination to a domestic destination**
- **Over half (53%) of U.S. consumers believe that American travelers will be less welcome in other countries** as a result of the recent tariff policy decisions.

MMGY Flash survey fielded April 3–5

<https://mmgyintel.com/u-s-travelers-undeterred-by-tariffs-and-recession-talk/>

## Effects are already evident

Overseas visitor arrivals to the US  
Year-over-year change

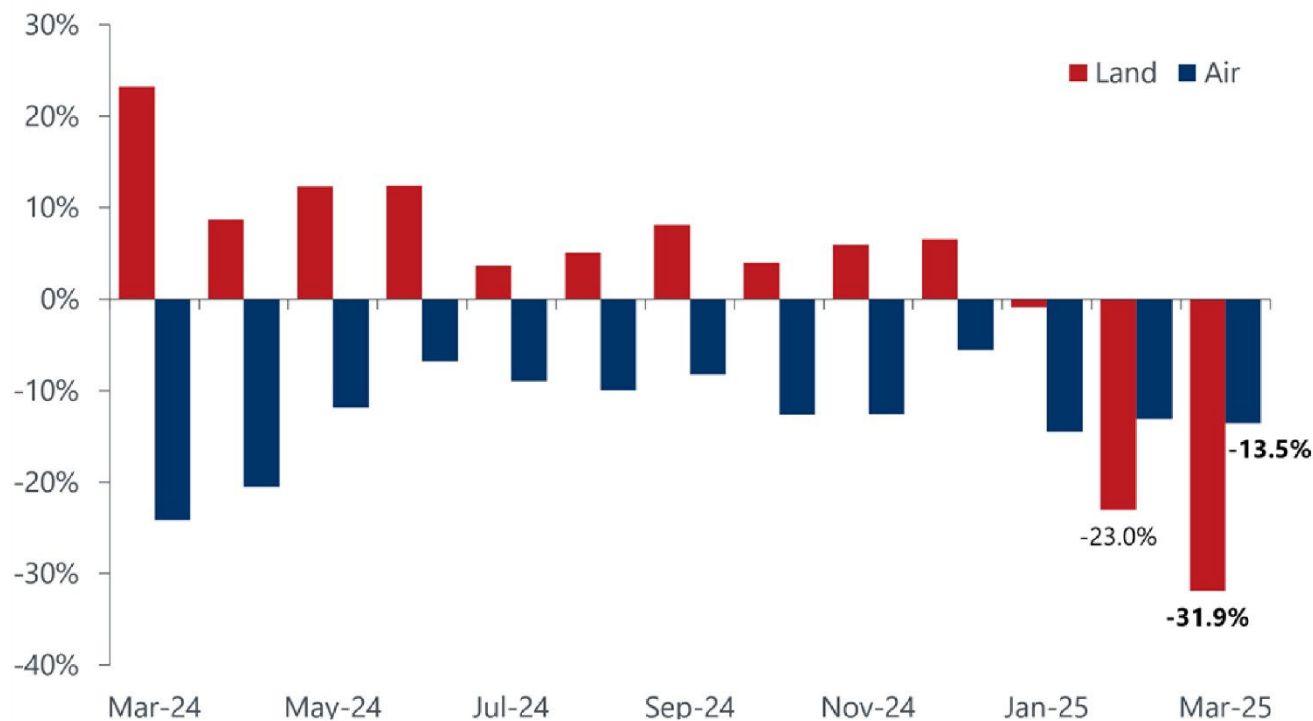


Source: National Travel and Tourism Office

## Sentiment towards the US has dropped and effects are already evident

Canadian-resident US return trips (leading indicator)

Year-over-year change



Source: Statistics Canada



# DRIVERS AND ROADBLOCKS

## Domestic Leisure

- + Real income growth
- + Solid balance sheets
- + Tax cut extensions
- Tariff effects on prices and sentiment
- Softening labor market

## Domestic Business

- + Tax cut extensions
- Tariff effects
- Immigration restrictions

## International

- + Pent up demand
- + Upcoming events
- + New product
- Dollar strength
- Travel sentiment

THANK YOU!



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# TOURISM'S JOB IMPACT ON NEW JERSEY



**9<sup>th</sup> LARGEST EMPLOYER  
IN NEW JERSEY**

**Total direct employment from  
tourism industry amounted to  
334,100 jobs.**

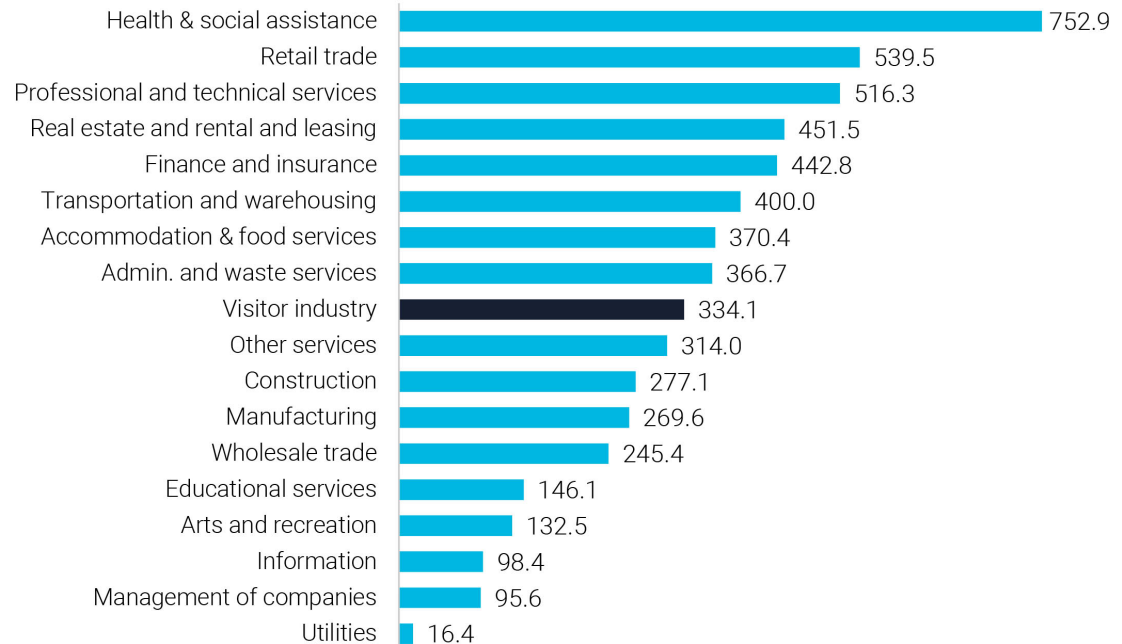
**1 in 12 jobs are tourism  
related.**



**32,051 JOBS**  
CAPE MAY COUNTY

## Employment in New Jersey, by Major Industry

Amounts in thousands of jobs, 2024 estimates



Source: Tourism Economics, BEA, BLS

# TOURISM EMPLOYMENT IMPACTS BY COUNTY

Amounts in number of jobs, 2024 percent change, and share of state total

	2019	2020	2021	2022	2023	2024	2024 growth	Share of state
<b>State</b>	<b>342,937</b>	<b>237,391</b>	<b>270,566</b>	<b>310,450</b>	<b>329,165</b>	<b>334,073</b>	<b>1.5%</b>	<b>100.0%</b>
<b>County</b>								
Atlantic County	54,697	35,694	47,133	53,021	55,148	55,561	0.7%	16.6%
Bergen County	26,770	18,237	19,704	22,940	25,414	25,446	0.1%	7.6%
Burlington County	16,456	11,436	12,440	13,855	14,324	14,645	2.2%	4.4%
Camden County	9,473	6,548	7,322	8,165	8,420	8,672	3.0%	2.6%
<b>Cape May County</b>	<b>26,981</b>	<b>23,265</b>	<b>28,304</b>	<b>30,352</b>	<b>31,325</b>	<b>32,051</b>	<b>2.3%</b>	<b>9.6%</b>
Cumberland County	3,178	2,414	2,653	2,877	2,939	3,033	3.2%	0.9%
Essex County	23,525	15,326	15,904	19,868	21,766	21,999	1.1%	6.6%
Gloucester County	5,658	4,211	4,447	5,009	5,162	5,317	3.0%	1.6%
Hudson County	20,574	13,775	15,187	18,962	20,696	21,679	4.8%	6.5%
Hunterdon County	2,904	1,869	2,003	2,228	2,385	2,378	-0.3%	0.7%
Mercer County	13,362	7,876	8,286	9,710	10,151	10,250	1.0%	3.1%
Middlesex County	23,943	15,936	17,356	20,532	22,264	21,848	-1.9%	6.5%
Monmouth County	23,828	17,433	20,074	22,739	23,672	24,242	2.4%	7.3%
Morris County	22,620	13,669	14,167	17,336	18,817	19,094	1.5%	5.7%
Ocean County	27,166	21,157	24,693	27,667	28,593	29,052	1.6%	8.7%
Passaic County	6,109	4,447	4,687	5,275	5,688	5,783	1.7%	1.7%
Salem County	1,648	1,244	1,380	1,460	1,494	1,475	-1.3%	0.4%
Somerset County	11,360	7,471	7,759	9,237	10,131	10,439	3.0%	3.1%
Sussex County	6,408	4,430	5,088	5,455	5,828	5,954	2.2%	1.8%
Union County	14,539	9,733	10,661	12,286	13,386	13,587	1.5%	4.1%
Warren County	1,738	1,220	1,318	1,476	1,560	1,569	0.6%	0.5%

Source: Tourism Economics

# VISITOR TRENDS BY COUNTY

Amounts in millions, 2024 percent change, and share of state total

	2019	2020	2021	2022	2023	2024	2024 growth	Share of state
<b>State</b>	<b>116.15</b>	<b>84.56</b>	<b>96.63</b>	<b>114.58</b>	<b>120.46</b>	<b>123.70</b>	<b>2.7%</b>	<b>100.0%</b>
<b>County</b>								
Atlantic County	23.03	16.21	20.33	22.83	23.55	23.97	1.8%	19.4%
Bergen County	10.02	7.18	7.19	9.31	10.29	10.24	-0.5%	8.3%
Burlington County	3.85	3.07	3.41	3.70	3.79	3.86	1.9%	3.1%
Camden County	3.91	3.16	3.46	3.81	3.88	4.04	4.1%	3.3%
<b>Cape May County</b>	<b>10.16</b>	<b>8.14</b>	<b>10.33</b>	<b>11.38</b>	<b>11.58</b>	<b>12.11</b>	<b>4.6%</b>	<b>9.8%</b>
Cumberland County	0.90	0.72	0.78	0.91	0.93	0.97	4.3%	0.8%
Essex County	6.46	4.02	4.27	5.57	6.10	6.30	3.3%	5.1%
Gloucester County	1.31	1.06	1.18	1.39	1.42	1.48	4.0%	1.2%
Hudson County	7.30	5.10	5.44	7.45	8.07	8.57	6.2%	6.9%
Hunterdon County	1.23	0.87	0.94	1.19	1.29	1.32	2.4%	1.1%
Mercer County	3.62	2.18	2.43	2.95	3.05	3.16	3.7%	2.6%
Middlesex County	5.93	4.40	4.93	6.05	6.52	6.44	-1.2%	5.2%
Monmouth County	8.92	6.74	7.88	9.21	9.54	9.93	4.1%	8.0%
Morris County	6.49	4.26	4.05	5.30	5.73	5.95	3.9%	4.8%
Ocean County	9.03	7.25	8.92	10.30	10.50	10.73	2.2%	8.7%
Passaic County	1.92	1.48	1.58	1.93	2.07	2.16	4.5%	1.7%
Salem County	0.43	0.35	0.37	0.41	0.41	0.41	0.6%	0.3%
Somerset County	2.98	2.12	2.21	2.69	2.91	3.00	3.2%	2.4%
Sussex County	2.96	2.23	2.54	2.84	3.10	3.24	4.4%	2.6%
Union County	3.32	2.22	2.33	2.96	3.20	3.25	1.5%	2.6%
Warren County	2.38	1.80	2.05	2.39	2.52	2.55	1.2%	2.1%

Source: Tourism Economics

## \$8.1 BILLION in Spending

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## **PR Strategic Initiatives:**

- Media/Influencer Visits to NJ
- Media Events
- Segmented Story Pitching
- Promotional Partnerships
- National Broadcast Opportunities
- Partner Benefits: Media Leads and Trend Information



## **Niche Marketing Expertise:**

- Food & Wine
- Arts & Culture
- LGBTQ
- Family Travel
- Couples Travel
- History