

STOCKTON COLLEGE

THE RICHARD STOCKTON COLLEGE OF NEW JERSEY

THE NEW JERSEY CENTER FOR HOSPITALITY AND TOURISM RESEARCH

*Preliminary Highlights from the Annual Survey
to Improve the Effectiveness of Tourism Promotion*





Our Mission

THE NEW JERSEY CENTER FOR HOSPITALITY AND TOURISM RESEARCH AT THE RICHARD STOCKTON COLLEGE OF NEW JERSEY collects and disseminates statewide information on tourism and hospitality, conducts applied research activities, hosts distinguished guest lecture series, and houses a web site for furthering the goals of the Center.

In addition, the Center works closely with a statewide Advisory Council of tourism and hospitality professionals throughout the state of New Jersey as well as the prominent polling firm, Zogby International on design and implementation of polling operations. The results of these polls, and other data relevant to the tourism industry in the state of New Jersey, are made available to statewide hospitality and tourism professionals through the Center.

Introduction

Travel and tourism is vital to the state economy in New Jersey. It is estimated that visitor related spending in 2004 was over \$32 Billion (Global Insight 2005). Over 430,000 residents of New Jersey or 10.7% of the workforce in the state rely either directly or indirectly on travel and tourism for their livelihood. With a relatively modest budget, 12.76 million in fiscal year 2006, the New Jersey Commerce, Economic Growth & Tourism Commission is charged with promoting the states travel and tourism industry.

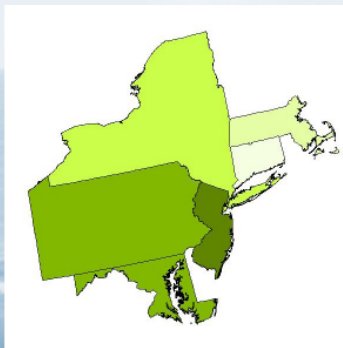
On the following pages are highlights from the first survey conducted to examine the effectiveness of tourism promotion for New Jersey. Customizable reports with details from the larger study will be made available through the New Jersey Center for Hospitality and Tourism Research at the Richard Stockton College of New Jersey.

The survey was conducted by telephone and the participants involved 1,400 adults in New Jersey, New York, Pennsylvania, Maryland, Connecticut, and Massachusetts. The survey was administered between January and March of 2007. The work could not have been completed without the tireless effort of our advisory board members, comprised of tourism professionals throughout the state of New Jersey, and the prominent polling firm Zogby International.

Notes

Global Insight. (2005). The New Jersey Tourism Satellite Account: A Comprehensive Understanding of the Economic Contribution of Travel & Tourism in the State of New Jersey. Retrieved July 6, 2007, from New Jersey Commerce, Economic Growth & Tourism Commission Website: <http://www.state.nj.us/travel/pdf/2005-06-tourism-ecom-impact.pdf>

Have you ever vacationed in New Jersey?

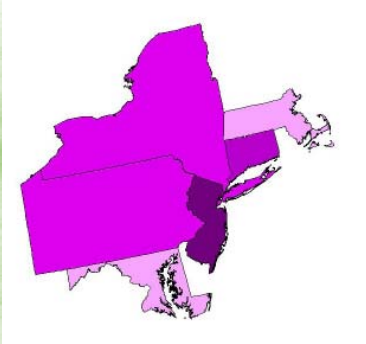


STATE	% VACATIONED IN NEW JERSEY
New Jersey	63%
Connecticut	15%
Massachusetts	24%
Maryland	53%
New York	35%
Pennsylvania	52%

A greater percentage of respondents from Maryland and Pennsylvania indicated they had vacationed previously in the state of New Jersey. Residents of both Maryland and Pennsylvania also were more likely to have previously lived in New Jersey. Taken together, these results suggest previous and current social ties in the state might help draw tourists to the state. The visiting friends and relatives segment is very important to the state of New Jersey.



*What source had the most impact
on your decision to visit New Jersey?*

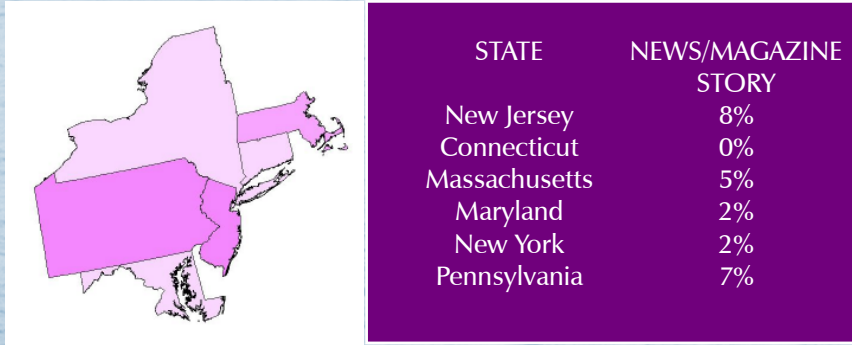


STATE	TELEVISION
New Jersey	24%
Connecticut	17%
Massachusetts	5%
Maryland	6%
New York	14%
Pennsylvania	13%

Television appears to have the most significant impact on travelers' decisions to visit New Jersey. Television coverage, particularly news coverage, should be managed through public relations efforts and press releases to ensure that this impact is a benefit to state patronage.



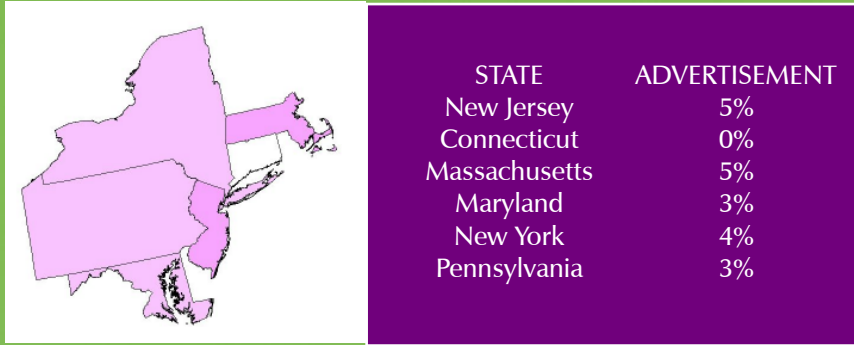
*What source had the most impact
on your decision to visit New Jersey?*



Similar to television coverage in the state, the source with the second greatest impact on visitation to New Jersey are Magazine and News Stories. The lower percentages here may reflect the general preference of media choice by the respondents. Given the demographic characteristics of those reading the news and magazine stories however, it should be just as adamantly followed for opportunities to influence through public relations and press releases.



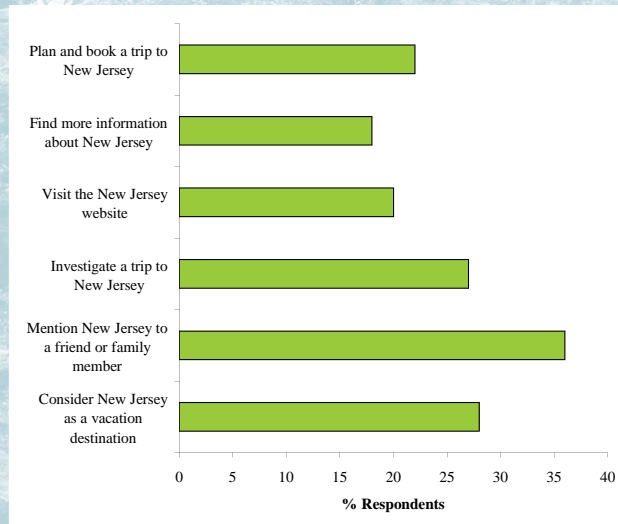
What source had the most impact on your decision to visit New Jersey?



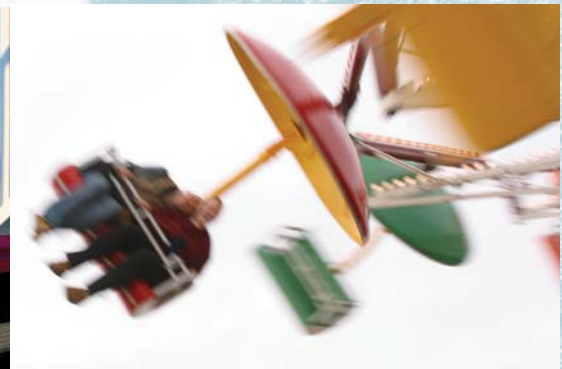
Outside of the low impact of advertising on residents of Connecticut, travel from Pennsylvania and Maryland are impacted less than one might expect given their relative higher propensity to vacation in the state. This might reflect these residents' relative familiarity with the destination as was previously discussed. Perhaps reminder promotions might be more effective for these visitors, much of which can be done while they are visiting in New Jersey.



Thinking about the information you have encountered regarding New Jersey, please tell me whether it inspired you to do any of the following.



Thirty-six percent of respondents were inspired to mention New Jersey to a friend or family member based on information they had encountered regarding New Jersey. Twenty-seven percent suggested they would be motivated to investigate a trip. Only twenty percent were motivated to visit the state of New Jersey's website. Efforts at increasing the visibility of VisitNJ.com might very beneficial.



The New Jersey Center for Hospitality and Tourism Research
The Richard Stockton College of New Jersey
Annual Survey of Tourism Promotion Effectiveness

Special Thanks to our Statewide 2006 – 2007 Advisory Group

Primary Contact: email list tourism-l@stockton.edu

Ms. Karen Adams, *Director of Sales, Wheaton Arts*

Mr. Howard Bacharach, *Executive Director, Atlantic City Hotel & Lodging Association*

Ms. Leslie Bensley, *Executive Director, Morris County Visitors Center*

Ms. Nancy Byrne, *Executive Director, NJ Office of Travel and Tourism*

Dr. David Carr, *Provost & Executive Vice President, The Richard Stockton College of New Jersey*

Ms. Denise Hurlburt, *Market Research Specialist, South Jersey Industries*

Ms. Giulia Iannitelli, *Executive Director, Skylands Tourism Council*

Mr. Bill La Rosa, *Director of Cultural Affairs & Tourism, Hudson County Office of Cultural Affairs & Tourism*

Mr. Edward Loud, *Chair, Monmouth County Park System*

Dr. Alan Oppenheim, *Dean, School of Business - Hospitality/Leisure Studies, Montclair University*

Mr. Rummy Pandit, *Director, Hospitality Management Program, Rutgers University*

Mr. Ben Rose, *Marketing Director, Wildwood Convention Center*

Mr. James Rutala, *Business Administrator, Ocean City*

Ms. Marie Scocca-Draghi, *Executive Director, Gateway Tourism Council*

Mr. Bernard Spigner, *Director of Communications, New Jersey Sports & Exposition Authority*

Ms. Barbara Steele, *Director, Ocean County Public Affairs/Tourism*

Mr. Joseph Tormey, *Director, Hospitality Management Program, Fairleigh Dickinson University*

Dr. Brian Tyrrell, *Assistant Professor, Hospitality Management Program, The Richard Stockton College of New Jersey*

Ms. Donna Vassallo, *Assistant Professor, Hospitality Management, Atlantic Cape Community College*

Dr. Cliff Whithem, *Coordinator, Hospitality Management Program, The Richard Stockton College of New Jersey*

Ms. Diane Wieland, *Executive Director, Southern Shore Tourism Council*

Dr. Howard Worts, *CFE, Manager, New Jersey State Fair*



New Jersey Office of Travel and Tourism Staff



Nancy Byrne, Executive Director
Travel & Tourism
New Jersey Office of Travel and Tourism
20 West State Street
Trenton, NJ 08625-0820
609-292-6963

Steven Stegman, *Deputy Director* 609-292-1141

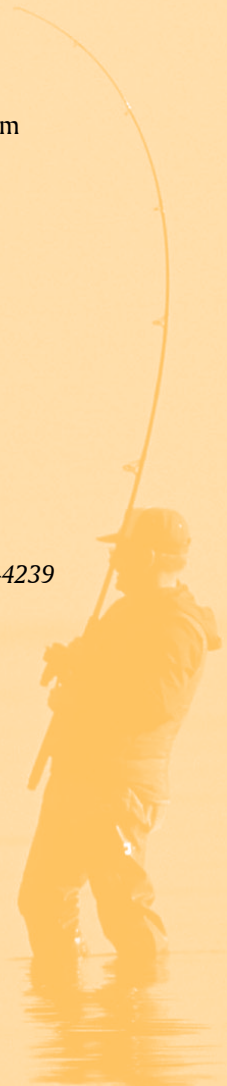
Daniel Cappello, *Technical Assistant* 609-633-2623

Janet Field, *Telemarketing Technical Assistant* 609-292-9511

Colleen Karr, *Technical Assistant* 609-984-9413

Dorothy Little, *Technical Assistant* 609-292-3864

Phyllis Oppenheimer, *Telemarketing/Visitor Services Specialist* 609-292-4239



*New Jersey Center for Hospitality and Tourism Research
at The Richard Stockton College of New Jersey*



BRIAN J. TYRRELL, Ph.D., (PURDUE UNIVERSITY)

Acting Director

Assistant Professor of Hospitality and Tourism Management,
Marketing Management and Strategic Management.



CLIFFORD WHITHEM, Ph.D., (TEMPLE UNIVERSITY)

Founding Chair, Advisory Council

Director of Hospitality and Tourism Management Studies,
Professor of Business Studies



DAVID L. CARR, Ph.D., (SUNY BINGHAMTON)

Provost and Executive Vice President

*The New Jersey Center for Hospitality and Tourism Research
at The Richard Stockton College of New Jersey*



STOCKTON COLLEGE

THE RICHARD STOCKTON COLLEGE OF NEW JERSEY

www.stockton.edu