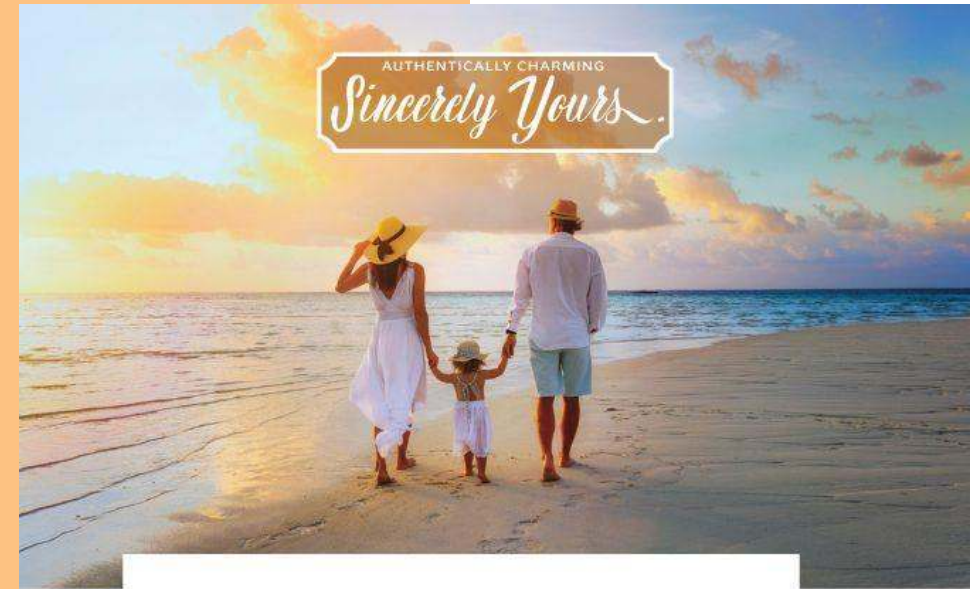




CAPE MAY COUNTY TOURISM UPDATES, TRENDS, AND BRANDING

Diane F. Wieland, Director
Cape May County Department of Tourism



ESCAPE to a place that's real... and really charming.
An area that stays vibrant all year round. Spectacular beaches and thrilling boardwalks. Quaint small towns filled with seasonal events for every interest, charming lodging, world class birding, active pursuits, and the freshest food from our local fields and waters.

Escape the everyday and feel free to pursue your passions at
escapetothejerseycape.com or call 1.800.227.2207



Escape
TO THE JERSEY CAPE



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TOURISM DEPARTMENT UPDATES

The Cape May County Board of County Commissioners allocated \$250,000 in ARP funds to help in the recovery from the pandemic. The funds were used over a 2-year period (2020 – 2022)

Primary Goals:

Invest in Infrastructure

Branding

Reconnect Canada

Expand Photo/Video Library

4-Season Marketing



Objectives:

Full Recovery in all Sectors

Expand and Grow tourism in the fall and winter months

Reconnect with Canada

Grow visitors through digital and social media marketing

Unify our marketing collateral through Branding

MARKETING CAMPAIGN & OPPORTUNITIES

Times Square 1500 Broadway at 43rd

Phillies Program Book

CBS 3-month campaign (Paramount+)

Comcast – spring/summer & fall/winter

Podcast – Cleve Bryran

Website – Live updates/Special Events

Newsletter – Updated Branding Features

CMP Grant – Reconnect Canada \$18,000

Expanded Travel Shows

PBA – Sponsors - Pennsylvania Bus Association –
Group Tour Division - SSRDMO

20XX



2021 Cape May County Tourism Economic Impacts

Total Direct Tourism Expenditures in 2021 was \$6.622.3 Billion

This represents an increase of 22.5% (\$1.216.3 Billion) over 2020 and 17.7% of State total.

Lodging	Food/Beverage	Retail	Recreation	Transportation
\$2.751.6 B	\$1.529.8 B	\$1.266.6 B	\$661.1 M	\$413.5 M
+\$464 mil	+\$221.6 mil	+\$272.2 M	+\$131.9m	+\$94.7 m
+20.3%	+16.9%	+27.4%	+24.9%	+29.7%

- ✓ Cape May County ranked 2nd statewide in tourism expenditures. (Atlantic County 1st)
- ✓ Cape May County's recovery rate is 94% vs. 2019, the highest recovery statewide.
- ✓ Cape May County outpaced all Counties in Food & Beverage; Retail; and Recreation.
- ✓ Lodging and Food and Beverage exceeded 2019 expenditures (full recovery)
- ✓ Employment, State and Local Taxes and Visitation exceeded 2019 (full recovery)

Direct Employment - 28,304 48.6% of County Share (10.5% of State Total Share)

Total Employment - 36,837 63.3% of County Share

State & Local Taxes - \$615.2 million +10.4% (13.4% of State Total Share) \$168 million per day

Visitation - 10.3 million - 26.9% increase over 2020 - 1% increase over 2019 (full recovery)

Occupancy Tax Collection - \$16,297,892.65 24.5% increase 2019 vs 2021 63.4% increase 2020 vs. 2021

2019 – 2022 OCCUPANCY TAX

			2019	2020	2021	2022	% over 2019	% Change	
Jan			\$98,007.52	\$131,955.20	\$91,115.13	\$185,209.26	103.27%	88.97%	
Feb			\$128,585.65	\$149,140.98	\$110,713.91	\$229,955.47	107.70%	78.83%	
Mar			\$192,916.18	\$66,338.94	\$230,452.64	\$322,408.96	39.90%	67.12%	
Apr			\$347,885.17	\$3,058.96	\$430,513.47	\$641,567.13	49.02%	84.42%	
May			\$879,397.47	\$28,340.70	\$1,145,092.87	\$1,340,917.61	17.10%	52.48%	
June			\$1,988,500.76	\$1,060,131.65	\$2,526,201.65	\$2,973,752.60	17.72%	49.55%	
July			\$3,393,974.11	\$2,633,125.44	\$4,185,844.17	\$4,719,041.68	12.74%	39.04%	
Aug			\$3,602,147.72	\$3,329,102.57	\$4,114,143.24	\$4,811,223.97	16.94%	33.57%	
Sept			\$1,424,277.38	\$1,671,693.29	\$2,004,557.74	\$2,394,749.20	19.47%	68.14%	
Oct			\$515,546.71	\$549,080.26	\$791,277.33	\$854,630.52	8.01%	65.77%	
Nov			\$227,542.23	\$188,113.25	\$308,286.30	\$409,804.53	32.93%	80.10%	
Dec			\$291,470.32	\$163,544.06	\$359,694.20				
Total			\$13,090,251.22	\$9,973,625.30	\$16,297,892.65	\$18,883,260.93	15.86%	44.25%	

TRENDS THAT FIT



20XX

To appeal to today's traveler, we need to know emerging travel trends and promote those that we can offer.

Bookings.com listed the top travel trends for 2023.

Bucket List Travel - 73% of travelers are likely to find ways to tick items off their bucket lists.

Nostalgic Getaways - 88% of travelers want to go on a nostalgic getaway, taking things back to a simpler time.

Foodie Travel - 47% said that their priority in travel for the new year is based on eccentric eating experiences.

Unplugged Getaways - 66% want to keep their vacation time completely work-free.

Nature Travel – 55% of Travelers want to get outside and immerse themselves in beautiful landscapes across the globe.

Budget Travel - With a recession incoming, travelers are looking at their budgets, with 50% saying investing in vacation is a top financial priority. 68% of travelers are budget-conscious with their travel, cutting expenses in favor of experiences. Mid-week

DID YOU KNOW...

44% of Leisure Travelers Plan or book at the last minute. (Last Minute Travelers (LMT))
Last minute is defined as booking two weeks or less in advance of traveling.

64% are choosing to book their trip with online travel agencies. (OTA)

74% of LMTs prefer to drive to their destination.

31% of LMTs take outdoor vacations – Lakes, Beaches, State Parks

21 % seek outdoor adventures – nature, biking, hiking, water sport

22% visit historic attractions

63% of travel planners say an easy beach trip is the best for friend and family vacations

Top Visitor Activities include:

Beaches ~ Shopping ~ Fine Dining ~ National/State Parks ~ Amusement/Theme Parks



BRANDING

*Authentically charming,
Sincerely yours,
The Jersey Cape*

Escape

A Holiday destination with
quaint towns, eclectic food
and cozy places to stay!

TO THE JERSEY CAPE



ESCAPE THE EVERYDAY. PURSUE YOUR PASSIONS



New Jersey
visitnj.org

BRAND OVERVIEW

Cape May County's brand is focused on authenticity and personalized experiences. Cape May County personifies the brand identity delivering on the promise of authentic visitor experiences. NJ Southern Shore is the umbrella brand of Cape May & Cumberland Counties.

Focus groups were asked a myriad of questions and their opinion specifically of Cape May County as a vacation destination. Their responses were discussed with stakeholders and used to develop a brand that speaks to the unique visitor experience found in Cape May County. The Jersey Cape was also the preference of the focus groups.

Discover the Jersey Cape brand story and how it gives life and meaning to all of our communications. In the Brand Style Guide, there are the Brand Elements that embody and energize our internal and external marketing, as well as our Core Values that drive our day-to-day decisions, and Brand Pillars that epitomize what we have to offer.

DANA Communications

Lynn Kanapier, President

2 East Broad Street Hopewell, NJ 08525

CORE VALUES

THESE ARE THE FUNDAMENTAL BELIEFS AND GUIDING PRINCIPLES THAT WE PUT INTO PRACTICE EVERY DAY



COMMUNITY

Everyone is warmly welcomed at New Jersey Southern Shore—from residents to vacationers, small business operators to second homeowners, history buffs to hunters and art lovers to anglers.



SUSTAINABILITY

We are proud to aid in the preservation of our natural environment and encourage local farmers and fishing fleets to responsibly harvest the land and waters.



HISTORY

As home to America's Oldest Seaside Resort Town, we ensure that our past is authentically restored, not recreated, and our heritage—from glass-making to oyster harvesting—is honored.



INDIVIDUALISM

New Jersey Southern Shore is a multifaceted resort—comprised of kindred small towns dotting two coastlines and stretching inland—each boasting its own unique character.

BRAND PILLARS

Brand pillars are the key points of distinction that form the foundation of our brand



UNSPOILED ESCAPISM

Life takes on an unhurried pace at New Jersey Southern Shore, endlessly unfolding the time and space needed to slip away from the everyday.



PERSONALIZED PURSUITS

From relaxing fun under the sun to boundless thrills on the water and boardwalks to rich natural, cultural and culinary discoveries, individual interests are pursued—and fulfilled—at New Jersey Southern Shore.

BRAND PILLARS



MORE THAN THE SHORE

New Jersey Southern Shore goes beyond traditional beach settings and activities. It extends inland to encompass charming small towns, idyllic farmlands rich in history and a variety of outdoor adventures.



LOCALLY CRAFTED CUISINE

Foodies and locavores come to New Jersey Southern Shore to savor eclectic dining highlighted by farm-to-fork, ocean-to-plate and vine-to-wine experiences.

ELEMENTS OF OUR BRAND

BRAND PROMISE

- Cape May County promises to... be an authentic destination filled with places to pursue your passions and build memories.
- Real...Restored, not Recreated – From Colonial to Victorian to Mid-Century to Modern
- BRAND MAJOR AND MINOR Our brand “major” is authenticity. Our brand “minor” is personalized experiences.
- BRAND ELEMENTS Caring, charming, authentic, safe, and welcoming small towns, places to pursue my passions, events tied to my interests, commune with nature/history/arts, authentic experiences, farm-to-fork/ocean-to-plate, vine-to-wine, comfortable, warmly welcomed, fully free, charmed.

I am genuine. I am the Jersey Cape.

Overview

- Welcome to a place that's real...and really charming. Where food comes straight from the sea and soil, and every town is unique.
- And hitting the thriving arts and history scene comes as naturally as reconnecting with the outdoors and playing in the surf.
- A place where immersion into the local culture just happens and draws you back year-after-year.
- Escape the everyday and feel free to pursue your passions in a destination that's...

Authentically Charming, Sincerely Yours –
The Jersey Cape



COLOR PALETS

The soft-hued palettes are incorporated in the design to draw inspiration from Cape May County's unique setting—where ocean and bay beaches blend seamlessly into idyllic agrarian landscapes. The colors evoke feelings of serenity and pure joy along with a sense of warm welcome.

OCEAN

RGB 105, 161, 194

CMYK 46, 8, 0 22

HEX 69A1C2

SUNSET

RGB 243, 244, 121

CMYK 1, 54, 48, 0

HEX F39079

SUNRISE

RGB 248, 205, 103

CMYK 3, 18, 71, 0

HEX F8CD67

FOREST

RGB 105, 161, 194

CMYK 55, 9, 55, 0

HEX 79B88F



Experience

A Holiday destination filled with quaint towns, eclectic food and cozy places to stay!

Escape

TO THE JERSEY CAPE



Welcome

to a place that's real... and really charming. A worldwide top ten destination for birding surrounded by quaint small towns, filled with food that comes straight from the sea and soil, and craft breweries, wineries and distilleries that reflect our local environment.

Escape the everyday and feel free to pursue your passions at njssouthernshore.com or call 1.800.227.2207



escape

NEW JERSEY
SOUTHERN SHORE
CAPE MAY & CUMBERLAND COUNTIES

VisitNJ.org

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Escape

to a place that's real... and really charming. An area that stays vibrant long after summer. Quiet beach walks in the cool air, Quaint small towns filled with seasonal events for every interest, charming lodging, world class birding, active pursuits, and the freshest food from our local fields and waters.

Escape the everyday and feel free to pursue your passions at escapetothejerseycape.com or call 1.800.227.2207



escape
to the JERSEY CAPE

New Jersey
visitnj.org

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CAPE MAY COUNTY NEW JERSEY
Ocean City Sea Isle City Avalon
Stone Harbor the Wildwoods Cape May

ESCAPE to a place that's real... and really charming. An area that stays vibrant long after summer. Quiet beach walks in the cool air. Quaint small towns filled with holiday events for every interest. Cozy lodging, world class birding, active pursuits, and the freshest food and libations from our local fields and waters.

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SAMPLE ADS

WHAT'S NEW

The new branding created the need to revamp not only our print and digital ads but also our videos. Videos are an important component of our digital marketing efforts. We are building our library with 10, 15, and 30-second videos for broadcast and enhance our sponsored content on social media.

Spring/Summer: <https://vimeo.com/800647614/49d2164e5b>

Times Square: <https://vimeo.com/798947230/3e63e2cc4a>

Winter: <https://vimeo.com/792696312/1d746fd5dd>

Reconnect Canada campaign is in its second year with an expanded marketing plan that includes the Toronto in addition to Quebec. Ads are appearing in Toronto Globe – Summer Getaway insert, digital billboards, Crossings Magazine with editorial, Canada Travel and Leisure with a digital online banner ads.

CTM distribution in 4 locations in the Toronto area, and a travel show in Toronto. We will be attending 2 travel shows in Quebec, along with an expanded radio campaign in Rouge 94.7 & 107.5 the top French speaking stations in Quebec along with an ad in CAA Touring, reaching 1.3 million readers across Canada.

TOURISM LEGISLATION TO WATCH

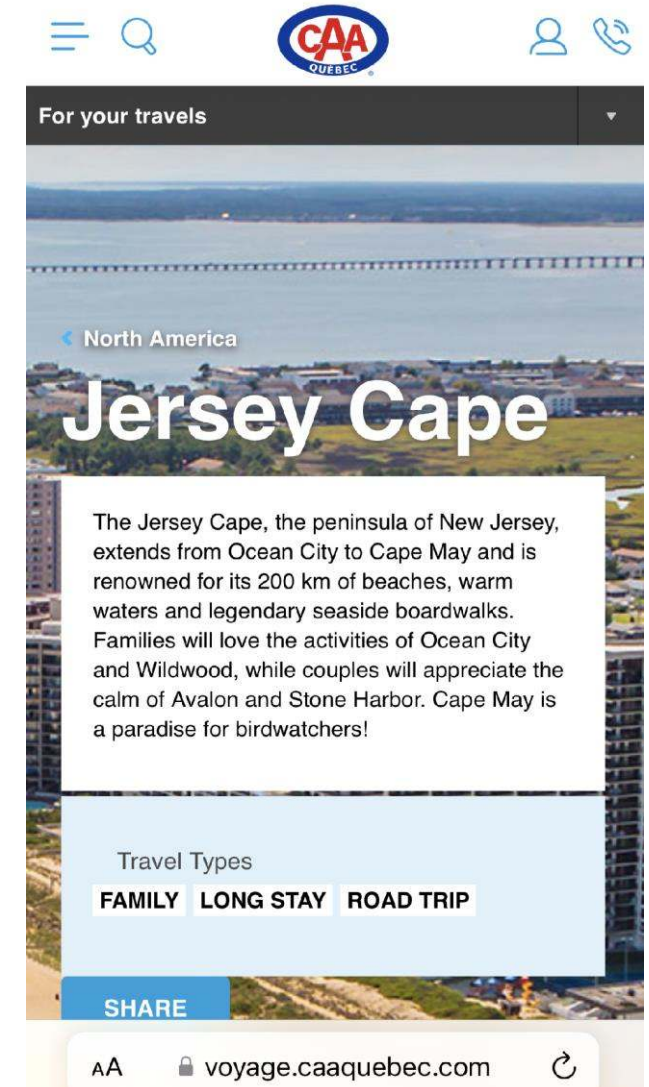
S2192 Establishes "County Tourism Incentive Grant Fund" within Department of Treasury to provide funding for grants to counties to support tourism advertising and promotion.

Introduced & voted by Committee 12/9/22 5-0 favorable. Referred to the State Budget and Appropriations Committee.

A5155 | New Jersey 2022-2023 | Establishes "County Tourism Incentive Grant Fund" within Department of Treasury to provide funding for grants to counties to support tourism advertising and promotion. | TrackBill

RECONNECT CANADA

Canadian FAMs – 2 Bloggers/Influencers 1 Videographer 2 Freelance Writers
FY2023 Cooperative Marketing Grant - \$22,500 (grant award + match)





SUMMARY

The Department of Tourism in partnership with the Southern Shore Region Destination Marketing Organization continues to promote Cape May County as a premiere destination through a multi-level marketing campaign that included print, television, radio and digital formats. Public Relations is an integral part of the plan and has brought millions of dollars in free publicity.

We strive to work with our partners to grow tourism to the region with new and innovative campaigns. The numbers speak for themselves, The Jersey Cape remains the top non-gaming destination in New Jersey.

THANK YOU

The Department of Tourism and the SSRDMO have developed a marketing campaign that is considered one of the best in the State. We have developed strategic partnerships with not only the tourism organizations in the region but throughout the State. Relationships with Dana Communications and the Lou Hammond Group have allowed us to expand our efforts at no cost to us.

Our joint PR initiatives have generated millions of dollars in value in articles that range from Forbes to Conde Nast. We appreciate all our partners and look forward to another great year.

