

Review of Current Tourism and Economic Development Marketing Practices in the Together North Jersey Region

Together North Jersey Competitive Task Force



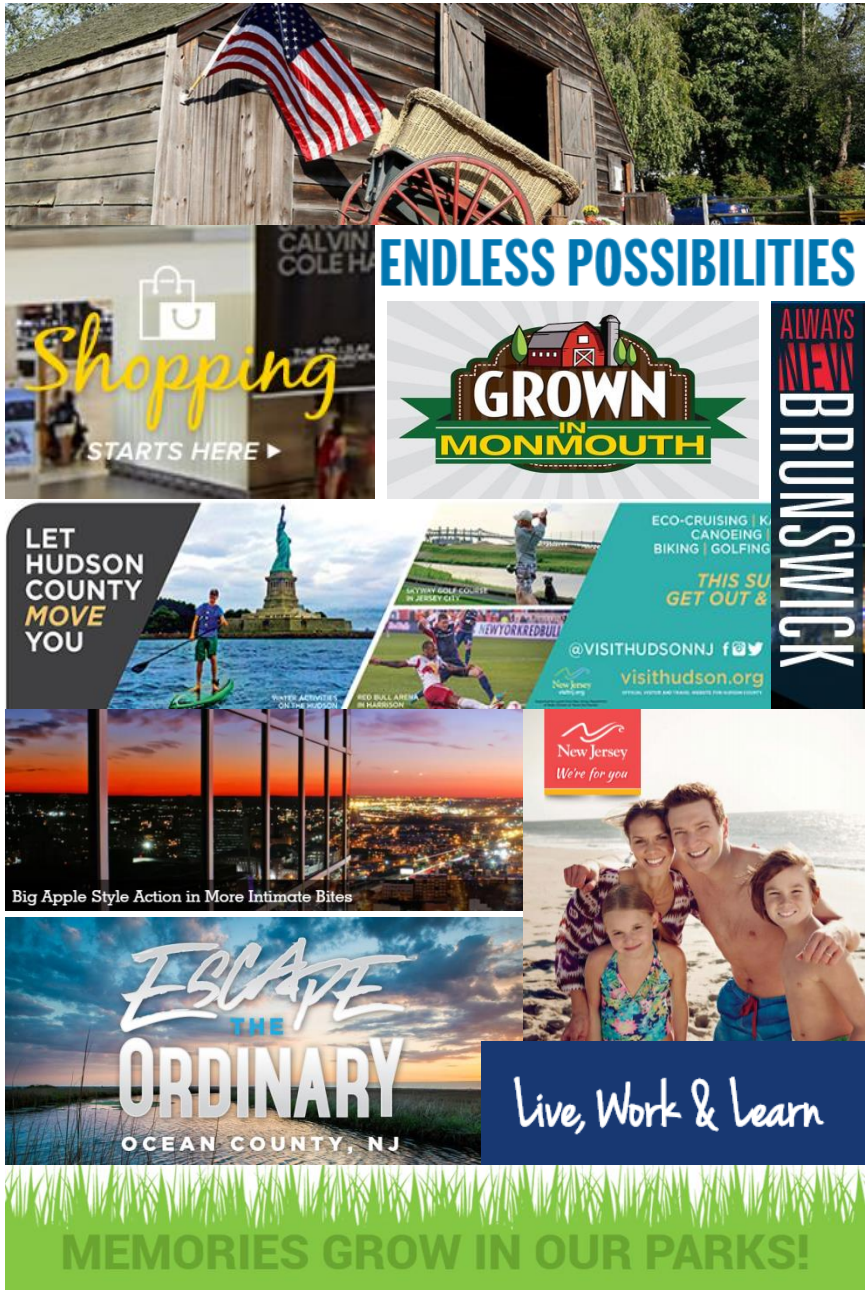


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This review profiles the current marketing messages and tools used to promote tourism and economic development in the Together North Jersey (TNJ) region. The review encompasses the marketing efforts of New Jersey, the TNJ region's 13 counties and 5 major cities, as well as southern New Jersey and the surrounding states of New York, Connecticut, and Pennsylvania.

This review of current practices is the first part of a larger project conceived by the TNJ Competitive Task Force to explore opportunities and to generate recommendations for marketing the high quality of life in the TNJ region, with its attributes as a great place to live, work, and visit.

"Quality of life" marketing is used throughout this report as a broad term to refer to effort to portray an area as a great place to live and work. Efforts to measure quality of life may include factors such as health, safety, culture, housing, spirituality, environment, social relationships, employment, and education. Because the lens of quality of life provides a comprehensive image of what life is like in a given place, it can be an effective tool for an effort that seeks to broadly promote a place for the purposes of attracting tourists, residents, and businesses. Currently, efforts to reach these groups tend to operate independently of each other despite their economic interdependence.

This project builds on recommendations for strengthening the region's economy that are detailed in the Together North Jersey Plan for regional development (see text box). Specifically, Strategy 3.3 calls for strengthening tourism by promoting the region's arts, cultural, recreation, historic, and natural amenities at a regional scale, in part by developing a regional marketing campaign.

About this report

This report is based on an online review of the messages and tools that the entities listed above are currently using to attract tourism, business, and residents. The review was conducted from the perspective of a general audience, and therefore gauges how accessible or effective an entity's promotional efforts are by seamlessly connecting users to relevant information and compelling messages.

The report is comprised of 22 summary profiles that each seek to convey a basic sense of the messaging and marketing tools used by each state, county, and city reviewed. Additional materials such as commercials, brochures, or videos that can provide a more detailed picture of an entity's activities are linked in each profile.

Some profiles include a collage of promotional materials, including website features, images, logos, or print advertisements, that, when viewed altogether, may be helpful in quickly conveying the overall style and themes used by each marketing entity.

Together North Jersey (TNJ) was created in 2011 to develop a regional plan for northern and central New Jersey. With funding from a nearly \$10 million dollar federal grant and leveraged funds from partners, TNJ created a coalition of nearly 100 diverse partners to develop the region's first comprehensive plan for sustainable development.

The plan encompasses a range of topics such as education, economic development, and transportation and is organized by four themes: Competitive, Efficient, Livable, and Resilient. After completion of the plan, TNJ formed a task force around each theme to advance implementation of the plan's recommendations. For more information about TNJ and the TNJ Plan, please visit togethernorthjersey.com.

About Destination Marketing Organizations in New Jersey

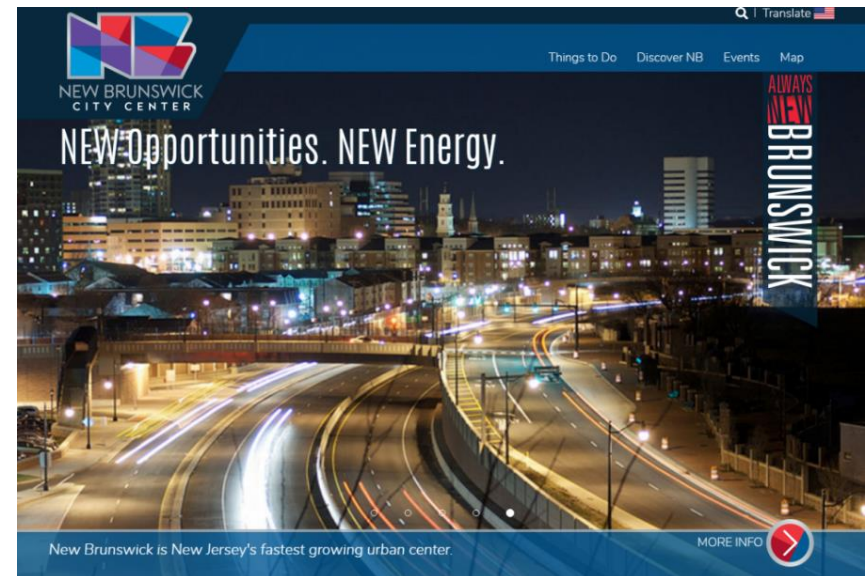
Destination marketing at the local, county, and regional level in New Jersey is conducted by a variety of entities. In some counties and cities, a department of the government, such as parks and recreation or cultural affairs, may be the primary source of tourism information. Some places are served by Destination Marketing Organizations (DMO) that provide a number of services and resources to support visitation in the area.

DMOs, which may also be called Convention and Visitors Bureaus, are organizations that work with an area's tourism-related businesses to promote the area and provide visitor information. DMOs can serve one city, several municipalities, or a region. They also may work to attract business-related travelers by promoting local conference and convention venues and other services to event and meeting planners.

DMOs in New Jersey often receive full or partial financial support from a local or regional chamber of commerce, an economic development authority, or an independent coalition of area businesses. In addition, they can receive funding through a competitive 75% matching grant program offered by the state's tourism office. More information on this funding program is available on p. 7.



Somerset County print advertisement



Homepage of the New Brunswick City Center website

Tourism and economic development marketing in the TNJ region is a patchwork of strategies and messages that are used in different counties, major cities, and statewide. The following key points are a summary of the findings from this review:

- New Jersey statewide tourism promotion markets the state using interest-oriented marketing strategies that connect potential visitors with the amenities or attractions that they are seeking. For example, advertising may be placed in sport fishing magazines or websites as a way to attract people to the Jersey Shore.
- Most counties and major cities in the TNJ region utilize some form of tourism advertising. Several counties have developed comprehensive campaigns for this purpose that may include a logo, slogan, or common imagery, language, or graphic style.
- The majority of tourism promotion websites function mainly as searchable databases of listings for amenities and attractions.
- Most counties and cities have separate sources of economic development and tourism promotion, often because different organizations or government agencies (such as the chamber of commerce or cultural affairs department) have taken charge of promotional activities.
- Few counties use advertising strategies to promote economic development, though this is more common in the major cities. Economic development materials are generally informational in nature and seek to connect large or small business owners with resources such as area economic profiles or incentive programs.
- Current tourism marketing strategies commonly convey that a place has something for everyone, and that a vacation can be customized for individual interests, whether in history, fine dining, relaxation, or family bonding. To this end, tourism promotion entities provide online planning tools (such as hotel or historical site listings) to help match travelers with the amenities and attractions in the area that best fit their preferences.
- “Quality of life” is mentioned as an asset by many entities to attract business investment, however it is rarely the centerpiece of marketing efforts.
- The most common assets named in “quality of life” messaging are: transportation connectivity, top-rated school and colleges, world-class healthcare, and arts and cultural events.
- Several entities in the region (including Somerset County, Middlesex County, and Jersey City) use destination marketing to attract both visitors and residents. Marketing campaigns for these places use messages that resonate with visitors, jobseekers, and potential residents. Generally, separate marketing materials (such as a website for the area’s economic development agency) are targeted exclusively to businesses and developers.
- Pennsylvania recently developed a comprehensive, statewide brand that is apparent throughout their online materials, which share a similar graphic style and language.
- New York State’s economic development agency, Empire State Development, stands out for its attention to marketing both tourism and economic development in the state. In recent years, it has provided nearly equal funding for tourism and economic development television advertising.

NEW JERSEY

Statewide, South Jersey, and select regions

- State of New Jersey, Department of State, Division of Travel and Tourism
- State of New Jersey, Department of State, Business Action Committee
- Choose NJ
- South Jersey Tourism Corporation
- Casino Reinvestment Development Authority (Atlantic City)
- Meadowlands Liberty Convention and Visitors Bureau
- Central Jersey Convention and Visitors Bureau



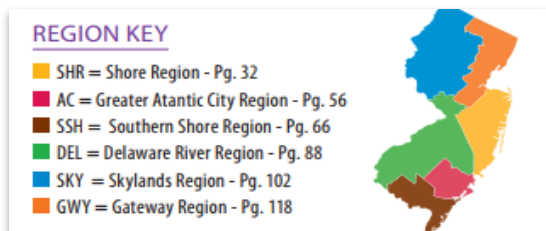
Overview

New Jersey tourism marketing brands the state as offering something for everyone. The state does not have a clear marketing campaign for economic development; however this role is filled by the organization Choose New Jersey which prominently features the state's high quality of life in its marketing materials.

Tourism

The New Jersey Division of Travel and Tourism (DOTT), housed within the Department of State, is tasked with supporting and promoting the state's multi-billion dollar tourism industry. The tourism division generally uses the title *Visit NJ* in marketing materials, including the state's official tourism website visitnj.org.

According to an interview conducted with DOTT staff, the division supports tourism statewide with a three-pronged approach: (1) attract leisure visits from New York, New Jersey, and Pennsylvania residents with regional marketing campaigns; (2) award grants to the state's destination marketing organizations (DMO); and (3) award grants at the local level for event marketing.



Map of NJ's six tourism regions in the 2017 NJ Travel Guide

DOTT Grant Programs

The DOTT currently offers two matching grant programs, listed below, to support local and regional tourism promotion conducted on the part of tourism-related businesses and DMOs.

- The **Cooperative Marketing Grant Program** funds the marketing of specific events and other tourism opportunities in the state. In 2017, the program provided \$598,716 in funding to 33 recipients for an average award amount of about \$18,000. Recipients included festivals, golf tournaments, theatre companies, and historic societies. Funding eligibility requires a 25% match from partners or sponsors.
- The **Destination Marketing Organization Grant Program** provides funding to DMOs operating in the state. In 2017, \$1.6 million was awarded to 13 organizations, the average award amount being about \$124,000. For more information about DMOs in the state, see p. 4.

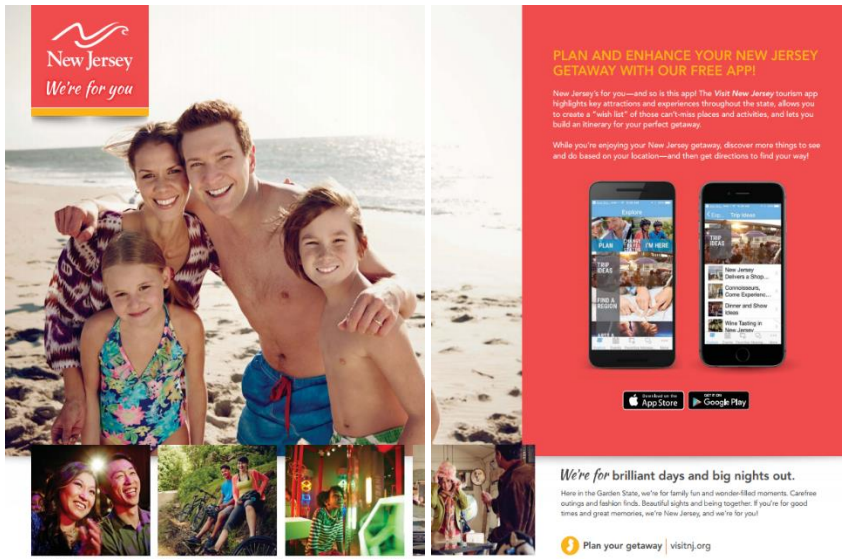
State Tourism Regions

The state is divided into six tourism regions (shown at left) defined by tourism-related attributes and amenities. The local and regional DMOs that currently exist in the state do not necessarily align with these six regions in terms of the areas they serve or the messaging they use.

DOTT organizes its annually published *New Jersey Travel Guide* according to these regions, and the state tourism website includes an overview of each region as well as webpages on specific cities of interest. Website visitors can also search through tourism listings according to the six regions.



Statewide tourism advertisement in the 2018 New Jersey Travel Guide



"We're for You" advertisement in the 2017 New Jersey Travel Guide

We're for You NJ Statewide Tourism Marketing Campaign

As part of the DOTT's three-pronged strategy which calls for promoting tourism in the tri-state area, the division has executed several statewide tourism marketing campaigns over the past decade directed at residents in New Jersey and surrounding states. The current campaign centers around the slogan "New Jersey—We're for You."



Graphic in the 2018 New Jersey Travel Guide

The *We're for You* campaign uses interest-oriented marketing strategies that seek to match specific demographics with the amenities or attractions that best match their interests. Using this strategy, New Jersey is marketed as a tourism destination that has something for everyone.

Interest-oriented marketing is rooted in the widespread use of online tools for vacation planning that make it easy for people to find the destinations and activities that fulfill their interests, such as fine dining, family fun, history, or recreation. The *Visit NJ* website is mainly a searchable database of listings for hotels, restaurants, arts venues, recreational activities, etc. that visitors can use to create a vacation tailored to their preferences.



Advertising Tools and Strategies

DOTT purchases advertising space statewide and in nearby states that are the source of the majority of visitors. Currently, approximately 60% of advertising spending is digital media and 40% is traditional media such as television and radio commercials and print marketing. In additions, the increased popularity of online video sharing has recently prompted DOTT to create a series of videos that highlights the state's six tourism regions (shown on p. 7).

Visit NJ also disseminates the annual [New Jersey Travel Guide](#) and released a mobile application that is a database of amenity and attraction listings, similar to the website.

Other features and tools include:

- A large, categorized collection of articles providing trip ideas and itineraries
- A database of tourism and event listings that local businesses and organizations can submit to
- Newsletter
- A separate website section for meeting planners
- Resources for travel agents and group tour planners
- Social media: Facebook, Twitter, Instagram, Youtube



Graphic in the 2018 New Jersey Travel Guide featuring icons that represent each of the state's six tourism regions



[Video highlighting the Skylands Region on visitnj.org](#)



Cover of the 2018 New Jersey Travel Guide



STATE OF NEW JERSEY
BUSINESS PORTAL
ONE-STOP SHOP FOR BUSINESS

NEW JERSEY *Highly Educated, Perfectly Located*

NJ FACTS

- **Current population:** 8.8 million
- **State Real GDP:** \$550 billion
- **Real GDP Per Capita:** \$61,490
- Percentage of New Jersey citizens with **Bachelor's degree or higher:** nearly 36%
- **One of the most diverse states** in the U.S. with 21% of the State's population made up of foreign-born individuals, compared to 13% nationally

A GREAT LIFE IN THE GARDEN STATE

Images and text from
Business Action Committee
online factsheet



NJ Economic Development and Quality of Life Marketing

Part of the NJ Department of State, the Business Action Committee (BAC) has a mission to “foster economic vitality, grow jobs and position New Jersey as the nation’s leader in retaining, growing and attracting businesses.” The BAC does not appear to use a branded marketing campaign, although it shares the slogan “Highly Educated, Perfectly Located,” with the non-profit business development organization Choose NJ (summarized on p. 11).

The BAC provides the online “[Business Portal](#)” website. While the Business Portal is mainly a collection of resources for new or established business owners, it also includes a feature titled “[NJ At A Glance](#)” which describes a number of reasons why the state is an attractive place for business. A section on quality of life has a one-paragraph overview of the following assets that make NJ “a great state to live, work, and play:”

- 130 miles of beaches
- Parks with ample recreational opportunities
- Vibrant arts and culture
- Historical sites
- Thousands of farms and access to fresh produce
- Growing wine industry
- Variety of dining options
- World-class healthcare system
- Top-ranked higher education institutions

In addition to the “NJ at a Glance” feature, the BAC’s homepage has a link to a “[Why NJ](#)” factsheet that touches briefly on quality of life with the title “A Great Life in the Garden State.”



Overview

Choose New Jersey is a non-profit organization privately funded by businesses and higher education institutions statewide that markets New Jersey domestically and nationally as a premier business location. Choose New Jersey has a comprehensive brand and uses eye-catching marketing materials. It promotes quality of life as one of the state's key assets.

Quality of Life Marketing for Economic Development

Choose New Jersey uses the slogan “Highly Educated, Perfectly Located” throughout its website and in marketing materials such as brochures and videos. This slogan is also used by the NJ Department of State’s Business Action Committee (see p. 10).

The Choose New Jersey [website](#) includes content on all of the elements that contribute to the state’s high quality of life in a section called “[Living Here.](#)” These elements are:

- Great healthcare
- Top-rated education system
- Easy access to entertainment within the state or in NYC and Philadelphia
- Diverse dining and shopping options
- Beaches and boardwalks
- Major league sports
- Outdoor recreation
- Quick access to everything
- Ethnic diversity
- Variety of lifestyle options

Content from the Choose NJ website



Promotional Videos

Choose New Jersey has published a number of videos online to market the state to businesses. In these videos, business owners frequently mention that excellent quality of life is a major attraction. A [4-minute video](#) meant to advertise both the organization itself as well as NJ’s attractive business climate touches on quality of life at several points:

- A representative from Wakefern Food Corporation states that the company provides “nice jobs with nice benefits” which enable people “to enjoy the quality of life the state has.”
- A union leader comments that NJ “isn’t just a great place to grow crops, it’s a great place to grow a business, raise a family, and create a real nice lifestyle for yourselves.”

Quality of life is also mentioned in two additional videos (found [here](#) and [here](#)).

PERFECTLY LOCATED

40% of the U.S. Population

More than 40% of the U.S. population and 1000s of businesses are located within a day’s drive of anywhere in the State.

22 Million Consumers

A business in central New Jersey can serve more than 22 million consumers, who collectively have \$800 billion in disposable income and live within a 2 hour drive.

Perfect Northeast Location

Major U.S. cities and financial/regulatory centers, including New York City and Washington D.C., are 4 hours or less from our State’s perfect Northeast location.

choose:
new jersey

21

FORTUNE 500
COMPANIES CALL
NEW JERSEY
HOME

#2

IN EDUCATION

US News & World Report's 2017 "Top 10 States for
Education"

ENDLESS POSSIBILITIES

LOCATION, LOCATION, LOCATION



LIVING HERE



GLOBALY CONNECTED



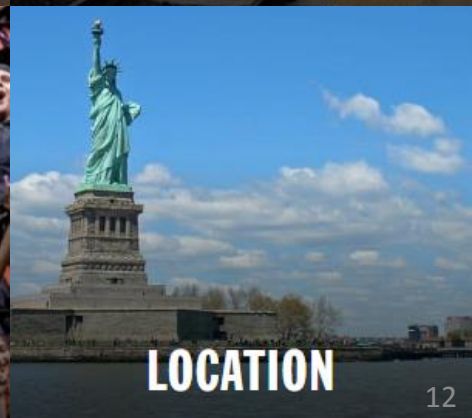
INFRASTRUCTURE



EDUCATION &
WORKFORCE



COLLEGES &
UNIVERSITIES



LOCATION



Tourism Marketing

The South Jersey Tourism Corporation (SJTC) attracts visitors to the region by highlighting the world-class wine making industry, locally sourced fine dining, and access to the outdoors. It is funded in part by a DOTT DMO Competitive Grant.

SJTC provides comprehensive tourism information and trip planning tools on the website visitsouthjersey.com. SJTC uses the slogan “Find Yourself Here” in some advertising materials. The following assets are listed online:

- Wine region
- Adventure & family fun
- Great outdoors
- Golf and country clubs
- Arts and entertainment
- Downtown and shopping
- Dining and nightlife
- Breweries and distilleries
- History and museums
- Hotels and escapes
- Event and wedding spaces

Other features and tools:

- Facebook
- Instagram
- Twitter
- Pinterest
- Weekly newsletter
- Event listings
- Tourism listings searchable database
- Visitors guide
- Tourism fact sheet



Above: A print advertisement in the Visit NJ 2017 Travel Guide
 Left: Fact sheet on visitsouthjersey.com



ATLANTIC CITY
CONVENTION & GROUP SALES



ATLANTIC CITY
GROUP TOURS

Tourism Marketing

Atlantic City has several destination marketing efforts managed by the Casino Reinvestment Development Authority (CRDA) that are targeted to different groups but that share a similar graphic design and logo. The CRDA is a state entity that works to reinvest a 1.25% casino revenue tax through development projects in Atlantic City and other parts of the state. The CRDA's marketing efforts for Atlantic City include:

- [Do AC](#) is the tourism website and promotional campaign targeted to attracting vacationers and providing tourism information. Atlantic City is advertised as a place for adventure, entertainment, and excitement.
- [Meet AC](#) promotes the Atlantic City Convention Center by providing information for meeting planners, exhibitors, and conference attendees. A list on the website of the "Top 10 Reasons to Meet in Atlantic City" includes the spacious and well-known venues available, as well as tourism assets like shopping, dining, and entertainment.
- [Tour AC](#) provides information for tour operators and travel agents, including sample destinations and itineraries. It advertises Atlantic City as a unique, amenity-packed destination.

Other features and tools include:

- Social media: Facebook, Twitter, YouTube, Pinterest, Instagram
- Print and broadcast media services (offering press releases, fact sheets, and story ideas)
- Visitors guide
- Searchable database of tourism listings
- Tourism newsletter
- Discounts and vacation packages
- Live online chat for visitor questions



Above: Banner on the Meet AC website; Below: DO AC website graphic





Tourism Marketing

The Meadowlands Liberty Convention and Visitors Bureau (MLCVB) is the DMO for the Greater Meadowlands region which encompasses 32 communities located within or near the Hackensack Meadowlands. The MLCVB is a division of the Meadowlands Regional Chamber (MRC) and has received funding from the DOTT through the DMO Grant Program.

The MLCVB operates the website livefromthemeadowlands.com to house listings for area hotels, attractions, shopping, meeting places, and dining options. The website also provides information for group travel planning and event planners, as well as a number of other features listed below.

Other features and tools include:

- Searchable tourism listing databases
- Visitors guides
- Event listings
- Tourism newsletter
- Group travel planning tool
- Meadowlands/Bergen County listings on CVENT, an online tool for event planners
- Online, [360° site visits](#) of attractions, catering halls, restaurants, etc.
- Area points of interest map
- Videos
- Social media: Facebook, Twitter, YouTube, Pinterest



Graphic on the MLCVB website homepage

Meadowlands Vision 2040 and Destination Promotion

Meadowlands Vision 2040, an economic development vision plan developed by the MRC for the Greater Meadowlands region, identifies destination and tourism promotion as one of three priority actions that can enhance the region's economic competitiveness. The plan calls for the creation of a brand identity for the Meadowlands centered around the following assets:

- Unique destination for business, recreation, shopping, and entertainment
- Unique economic significance
- Ecotourism
- Links to NYC and the northeast region

The plan also identifies strategies for increasing the effectiveness of destination and tourism promotion, such as improved wayfinding, improved roadway aesthetics, destination marketing, and increased collaboration with regional partners.



[MLCVB video targeted to meeting planners](#)



Overview

The Central Jersey Convention and Visitors Bureau (CJCVB) describes itself as the DMO for the 25 municipalities in Middlesex County. It has received funding from the DOTT through the DMO Competitive Grants program. CJCVB is unique in that it equally targets both potential visitors as well as members of the tourism and event planning industry.



Above: Advertisement for a CJCVB-sponsored four-course golf tournament

Below: Icons used on gocentraljersey.com



Tourism Marketing

On the website gocentraljersey.com, the CJCVB provides information relevant for visitors, group tours, and meeting planners, as well as anyone specifically interested in visiting Rutgers. The website is divided into four sections: tourism listings, area information (including transportation, hospitals, and weather), Rutgers-specific information, and assistance for group tours and meeting planners.

As the CJCVB shares the same boundaries as Middlesex County, some sections of the CJCVB website link to the county website. More detail on Middlesex County marketing efforts is on p. 26.

The website describes the following area offerings:

- Museums, galleries, performing arts, musical events
- County parks
- Dining and nightlife
- Family friendly attractions
- Incredible golfing destination
- Gyms and spas
- Malls, shopping centers, and outlets
- Rutgers athletics and other fun college activities and events
- Historical sites
- Group tours
- 2 convention centers and a variety of hotel options

Features and tools:

- Lists of attractions and amenities (not searchable)
- Facebook
- Tourism newsletter
- Event listings
- Golf tournament sponsorship
- Restaurant deals

TNJ REGION COUNTIES

County tourism and economic development promotion in the TNJ region

- Bergen County
- Essex County – Department of Parks, Recreation, and Cultural Affairs
- Hudson County – Office of Cultural Affairs/Tourism Development, Economic Development Corporation
- Hunterdon County – Chamber of Commerce
- Middlesex County – *Discover Middlesex*
- Monmouth County – Department of Tourism, Division of Economic Development
- Morris County – Morris County Tourism Bureau, Economic Development Corporation
- Ocean County – Department of Business Development and Tourism, Department of Planning
- Passaic County – Improvement Authority
- Somerset County – Somerset County Business Partnership
- Sussex County – Chamber of Commerce
- Union County – Department of Parks and Recreation, Department of Economic Development
- Warren County – Explore Warren County Tourism Partnership



Overview

Bergen County has some tourism and economic development messaging available on the county website. Quality of life is the focal point of how the county describes itself as an attractive location for businesses.

Bergen County Tourism

The county does not appear to have a dedicated tourism office, but a [section](#) of the county website has tourism information including links, pictures, and short write ups about different attractions and amenities. Similar to the county's promotion of economic development, the tourism content does not appear to have cohesive branding and includes a wide variety of attractions and amenities, including:

- Outdoor activities (parks, golfing, environmental centers, agro-tourism, farmers markets, campgrounds)
- Art galleries and museums
- Historical sites
- Shopping destinations
- First-class entertainment venues
- Family-friendly attractions

Economic Development and Quality of Life

Bergen County positions high quality of life as the county's top asset for the purposes of economic development, although the county's quality of life promotion appears limited to its [website content](#). A variety of assets and characteristics are featured, similar to the county's tourism promotion. The Bergen Workforce Development Board also promotes economic development in the county through some content and resources on its [website](#). The following are the county's key strengths:

- Heart of the New York Metropolitan area
- Located in one of US's wealthiest regions
- Home to dozens of corporate headquarters and a supportive business environment
- Transportation connectivity (highway system, airports, public transit by bus, train, ferry)
- Highly educated, diverse, and very large workforce
- Ample recreation and entertainment opportunities
- Diverse commercial and residential real estate

9,000+ Acres of Park
 2,358 Eateries
 38 Museums
 ONE Amazing place...
Bergen County

COUNTY OF BERGEN • JAMES J. TEBUSCO III, COUNTY EXECUTIVE
 AND THE BOARD OF CHOSEN FREEHOLDERS
 Steve Tanelli, Chairman • Tracy Silvo Zacc, Vice-Chair, Woman
 John A. Felice, Chairman Pro-Tempore • David L. Guzz
 Mauris DeNicola • Thomas J. Sullivan • Dr. Juan M. Vass

BERGEN NEW JERSEY
 BCtourism@co.bergen.nj.us • 201-336-7336
 www.co.bergen.nj.us

Advertisement in the 2017 NJ Travel Guide

9,000+ Acres of Park

2,358 Eateries

38 Museums

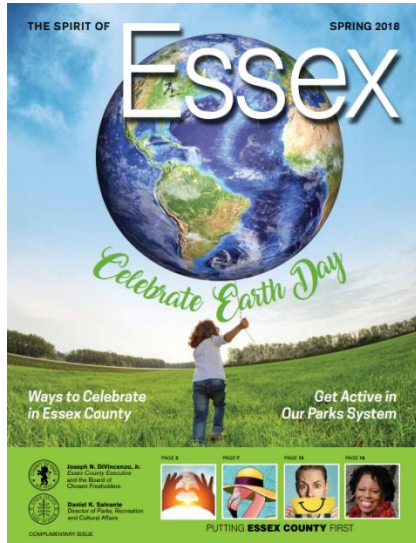
ONE Amazing place...

Bergen County





ESSEX COUNTY DEPARTMENT OF PARKS,
RECREATION AND CULTURAL AFFAIRS



The department's seasonal catalog of classes, exhibitions, special events, and performances



An advertisement in The Spirit of Essex catalog for a county event.

Overview

Based on a review of online material, Essex County does not appear to use branded marketing to promote either tourism or economic development. The county's Parks Department, the entity most involved with advertising the county's recreational, arts, and cultural opportunities, mainly informs current residents about the county park system's amenities and programs.

Tourism

Essex County's Department of Parks, Recreation, and Cultural Affairs provides some degree of tourism promotion for the county, however it is heavily geared towards current residents and is predominantly about the park system. The department's [website](#) is easy to navigate and includes helpful information about various parks, recreational facilities, and arts and cultural events. Although the website includes creative graphics, there is a lack of marketing messages to encourage visitors from outside of the county. In addition, the department publishes a seasonal [newsletter](#) that also has creative design elements, but it is targeted mainly to residents and does not provide context for the events listed.

Economic Development

County webpages related to [economic](#) and [workforce](#) development are informational, describing county programs and linking to relevant resources, but do not use any strategic messaging to promote economic development.

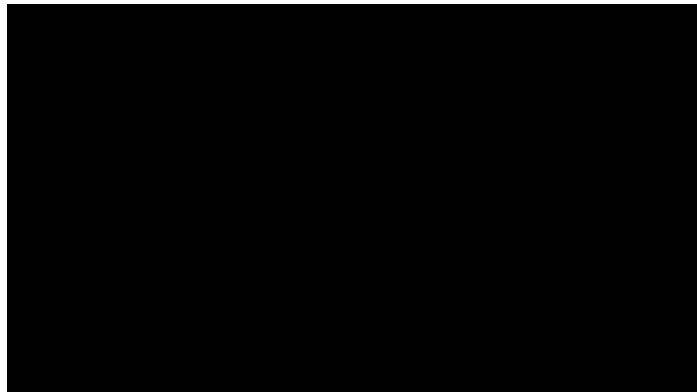


Overview

Hudson County has active tourism and economic development agencies. The county’s tourism marketing has a clearly defined brand, while the economic development marketing does not. However, there is overlap in the assets marketed by these agencies.



Visit Hudson tourism advertisement and a [promotional video on the Visit Hudson website](#)



Tourism Marketing

Visit Hudson, operated by the Hudson County Office of Cultural Affairs/Tourism Development, is the county’s DMO and promotes the county as a tourism destination. *Visit Hudson’s* print advertising and [website](#) highlight the county’s following strengths:

- Proximity to NYC
- Views of the city and harbor
- An affordable option for visiting NYC attractions
- Ethnic diversity
- Walkable cities
- Historic character combined with contemporary style
- Access to both exciting city scenes and natural landscapes
- A wide variety of attractions, amenities, events, cultural activities, and dining and shopping experiences.

Slogans: The following slogans and phrases have been used throughout the *Visit Hudson* website and advertising materials:

- *Live Eat Love Like A Local*
- *Let Hudson County (Entertain/Move) You*
- *Hudson County - Gateway to America*

Advertising media and tools: *Visit Hudson* has placed [paid advertising](#) in the Hudson-Bergen Light Rail, the PATH, and even on the jumbotron in Times Square. The *Visit Hudson* website contains listings and links for hotels, restaurants, arts and culture venues, and events. It also features several themed itineraries for full- or half-day trips, as well as annual events that visitors can plan to attend. *Visit Hudson* also produced a promotional [video](#) that is available on YouTube.



DO THE HUDSON LOOP



HC TINY TRIPS

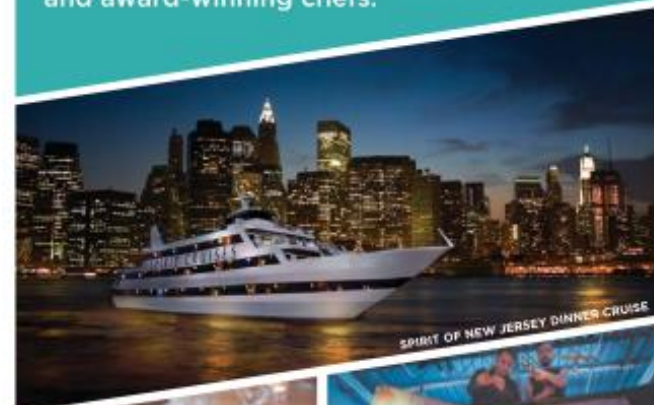


ENJOY THE HUDSON RIVER

Top 5 Local Breweries

LET HUDSON COUNTY ENTERTAIN YOU...

with entertainment cruises,
food tours, cultural events,
and award-winning chefs.



EXPERIENCE FOOD, FUN & FESTIVALS



800.542.7894
@VISITHUDSONNJ | visithudson.org

Supported by a grant from New Jersey Department of State, Division of Travel and Tourism



Hudson County Economic Development Corporation

Economic Development and Quality of Life Marketing

The Hudson County Economic Development Corporation (HCEDC) supports business retention, expansion, and training, as well as community development initiatives. Much of the material HCEDC disseminates to businesses through its website is technical and informative, providing details on economics, demographics, and incentive programs. The HCEDC’s website also contains a [section](#) describing why Hudson County is an attractive place to grow a business in terms of quality of life.

HCEDC highlights the following strengths:

- Proximity to NYC, Philadelphia and Connecticut
- Major transportation hub encompassing freight, rail, road, airport, and ferry
- Densely populated and fast growing population
- Variety of commuting options, particularly via public transit
- Well-educated and diverse workforce
- Plentiful and quality higher education opportunities
- A variety of prime real estate such as existing industrial sites, opportunities for waterfront locations, and urban storefronts
- Parks and golfing
- Dining and nightlife
- Burgeoning arts scene
- Diverse cultures and communities

Hudson County: The Right Place for You and Your Business

Opening Doors to Hudson County

Content from the Hudson County Economic Development Corporation website





Overview

Hunterdon County appears to currently be in the process of updating online materials related to economic development and tourism. At present, much of these are available through the Hunterdon County Chamber of Commerce (HCCC) website.

Economic Development

In Hunterdon County, economic development is intertwined with tourism. The county’s Comprehensive Economic Development Strategy (CEDS), adopted in 2015, recommends capitalizing on the county’s unique assets for tourism growth. The CEDS also identifies county characteristics that may be attractive to potential residents, however the county does not appear to have an advertising or branding strategy to promote these assets. The CEDS website is currently under construction.

Tourism Marketing

The HCCC provides area [visitor information](#) on its recently updated website. The county’s ample number of parks, agri-businesses, and historical sites are emphasized. While tourism promotion in other places describes the availability of a wide variety of specific attractions to draw visitors, the HCCC has identified themes and specific asset types that can be targeted to people with specific interests. The HCCC does not appear to have yet developed a branded tourism campaign to convey these themes to potential visitors. As tourism sections of the website appear to be under development, the HCCC points online users to the statewide *Visit NJ* website. Hunterdon tourism assets include:

- Parkland, vineyards, wildlife, and historical treasures
- All-season outdoor recreation
- “Exhilarating and relaxing adventure”
- Antique shopping
- Quaint, picturesque river towns
- Destinations for bicyclists (particularly Frenchtown)
- Just an hour from NYC or Philadelphia



Webpage header for the Visitor Info section of the HCCC website.

Tourism and the County's Comprehensive Economic Development Strategy (CEDS)

The county developed a CEDS with funding from Together North Jersey and adopted the strategy in 2015. The CEDS [identifies tourism](#) as a means to generate economic development by capitalizing on the county's unique assets, particularly agritourism and historically important towns and sites. The CEDS recommends launching several tourism projects, such as branding the county as an "historic, arts, tourism, and farming" destination, establishing official arts/historic districts, and hiring a Cultural and Heritage Executive Director and Arts Coordinator.

The CEDS also identifies the opportunity to capitalize on the county's unique assets for the purpose of attracting residents. It states that the county's high quality education system, expanding healthcare system, riverfront communities, and recreational opportunities can attract the next generation of professionals who desire a healthy lifestyle.

Quality of Life Messaging in *Hunterdon Living* Magazine

The HCCC published [Hunterdon Living](#) in 2014. This magazine functions as a resident resource handbook, tourism guide, and advertisement to attract residents and businesses. The purpose of the magazine is to describe the county as a place to visit, live, work, and run a business. It includes local business advertisements and content on every facet of life in the county (religious practice, volunteerism, education, recreation, agriculture, etc.) and promotes the following assets:

- Direct access for commuters to NYC
- Rural atmosphere and pristine natural lands
- Outdoor activities, particularly a great place for cyclists
- Quaint, historic river towns
- Healthy, active living
- Yearly festivals, music, theatre, art galleries, and antiques
- Charming B&Bs
- Variety of lifestyles (different types of housing, architecture, rural or town living)
- Variety of religious institutions with strong community ties
- High quality healthcare and education
- Commitment to preserving a strong agricultural base that provides bucolic scenery, fresh produce, and learning and volunteer opportunities
- A large number of small businesses

Hunterdon Living
magazine published
by the county
Chamber of
Commerce





WHERE **HISTORY** MEETS **INNOVATION**

WHERE **ART** MEETS **CULTURE**

WHERE **DIVERSITY** MEETS **COLLABORATION**

WHERE **EDUCATION** MEETS **OPPORTUNITY**

[Discover Middlesex commercial \(click here to view\)](#)



Businesses



Job Seekers



Residents



Visitors

Buttons that link to sections of the *Discover Middlesex* website

Overview

Middlesex County actively markets itself as a great place to visit, live, and build a business. The county combines advertising to attract visitors, businesses, and new residents, primarily through a campaign called *Discover Middlesex*. In addition to this campaign, the county also provides quality of life, tourism, and economic development information in many sections of its website. Marketing specific to the City of New Brunswick is described on p. 47.



Graphic on the *Discover Middlesex* website homepage

Discover Middlesex: A marketing campaign targeted to everyone

Discover Middlesex is a multi-faceted marketing campaign launched by the county. The campaign is targeted to businesses, job seekers, residents, and visitors and fits into an overall comprehensive county branding effort. *Discover Middlesex* seeks to convey that Middlesex county “is not only at the intersection of the region, but also at the intersection of disparate elements that come together to create an extraordinarily rich tapestry.”

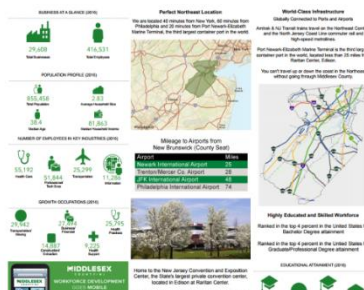
Because the message of the *Discover Middlesex* campaign is that Middlesex County is distinct for its variety, a number of assets are highlighted in advertising materials, which include billboards, posters, videos, and the website DiscoverMiddlesex.com. The county's official website houses a significant amount of tourism and quality of life content as well. The following assets are commonly featured:

- Parks and recreation areas
- Rich and storied past, particularly for invention and business development
- Established business community and anchor institutions
- High tech and innovative businesses
- Diversity
- Vibrant arts community
- World-class healthcare
- Abundant dining and shopping
- Highly-ranked educational institutions
- “Perfect location” – Proximity to NYC, Philadelphia, and Port Elizabeth
- Transportation connectivity (rail, airports, highways, Port Elizabeth)
- Highly educated and skilled workforce



Graphic on the *Discover Middlesex* website homepage

Although the *Discover Middlesex* campaign encompasses all of these disparate elements, advertising for particular elements differs depending on the target audience. For example, the *Discover Middlesex* homepage links to different infographics (below) for businesses and residents/visitors. For businesses, transportation connectivity is highlighted as a major asset in terms of distance to Port Elizabeth, access to customers, and easy business travel. For residents and visitors, transportation is secondary and other amenities, such as parks and recreation, are featured instead.



Infographic for businesses
(click to view)



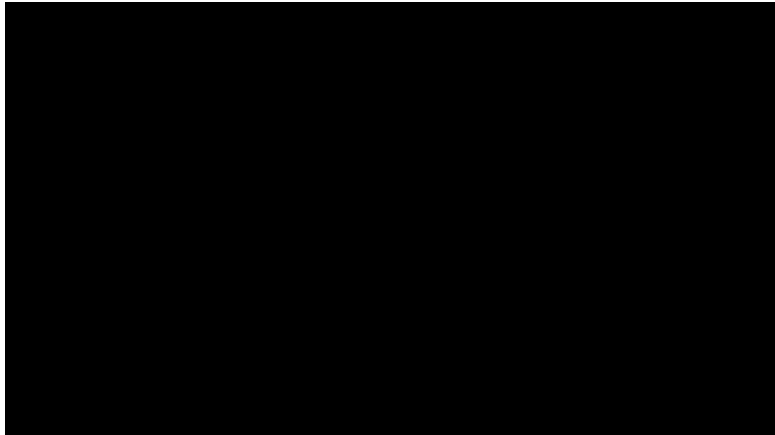
Infographic for residents or visitors
(click to view)



Overview

Monmouth County has many active programs to stimulate tourism and economic development. However the messaging does not appear to have the purpose of attracting new residents or advertising quality of life.

[MoCo Arts Corridor Commercial](#)
([click here to watch](#))



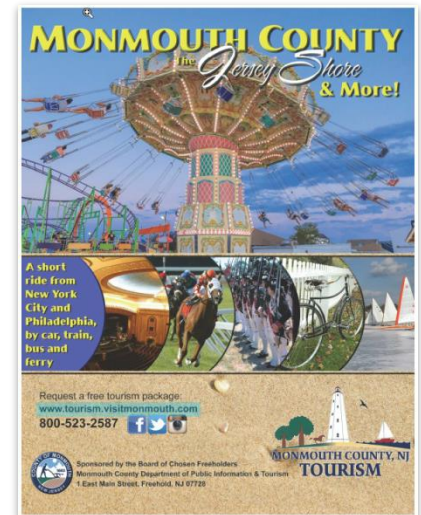
Tourism Marketing

Monmouth County's Comprehensive Economic Development Strategy (CEDS) (available [here](#)) specifies tourism, entertainment, hospitality, and cultural activities as key elements of the county's economy. Tourism promotion in the county centers around beaches, historical sites, and recreational opportunities. The county Department of Tourism promotes area visitation through a [website](#), a yearly tourism [magazine](#), and advertisements. It uses the slogans "Monmouth County – The Shore and More" and "The Place You Want to Be."

The [MoCo Arts Corridor](#) was formed to brand the shore area as a year-round arts destination and to attract attention to the high number of artists, musicians, galleries, crafters, and performance venues in the area. The partnership includes local governments, tourism organizations, and transportation agencies.

County tourism materials highlight the following assets:

- Gateway to the Jersey Shore with 50 miles of beaches
- Easy to reach from NYC or Philadelphia by car, bus, train, or ferry
- Family friendly
- Water sports and beach recreation
- Revolutionary history sites
- Parks, golf courses, and horse racing
- Excellent restaurants and night life
- Annual festivals and seasonal events (like outdoor concerts and movies on the beach)
- Arts destination



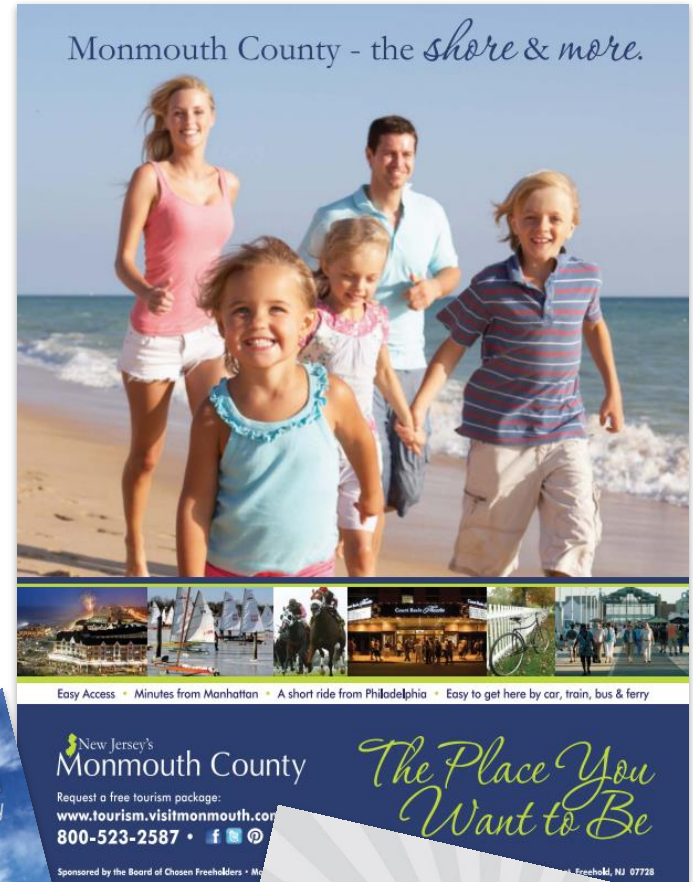
Division of Economic Development Marketing Strategies

The county's Division of Economic Development facilitates several programs and events that support and promote county businesses. The *Grow Monmouth* program assists businesses with resources like government incentive programs, market data analysis, and façade improvement grants. The annual *Made in Monmouth* event connects customers to local businesses and crafters. Lastly, the *Grown in Monmouth* program promotes local agriculture by offering a common logo that all local agricultural producers can use to brand their products.

The programs that the county uses to promote economic development are focused on business improvement and attraction and do not appear to be directly concerned with attracting residents or marketing quality of life. The CEDS report and a [brochure](#) for the *Grow Monmouth* program touches briefly on quality of life and names the county's following strengths:

- Miles of coastline
- Highly educated workforce
- Top-ranked education system
- High quality parks and golf courses
- Agricultural industries
- Strong tourism and entertainment industry

Three examples of Monmouth County marketing materials





HIP & HISTORIC!

Graphics used on the Morris County Tourism Bureau's website



Overview
 Morris County has an active DMO that facilitates a branded tourism campaign to inform residents about local events and attract visitors. The county's economic development efforts are targeted at both attracting new businesses as well as new residents. The county's tourism materials have a cohesive brand centered on American history, culture and the county's traditional small towns.

Tourism
 Morris County Tourism Bureau is the county's DMO. The DMO has received an operating support grant from a unique source, the NJ Historical Commission, because of the revolutionary war history in the county. Some of the advertising tools the DMO uses include videos (such as a video with time lapse footage of unique sites), a [tourism magazine](#) for both visitors and residents, a [website](#), and wayfinding signs for pedestrians and vehicles.

Although the DMO mainly serves to inform current residents about local events and to attract visitors, some of its materials cross over into quality of life advertising for potential residents. For example, the time lapse video featuring points of interest, titled "[A Day in the Life of Morris County](#)," could be used as a quality of life marketing tool.

The marketing materials used for Morris County tourism adhere to messaging that encapsulates the following themes:

- Close to NYC
- Important American revolutionary history and cultural sites
- Beautiful natural landscapes
- Traditional small towns with inviting public places
- Vibrant cultural institutions



Morris County Visitor's Guide and print advertisement

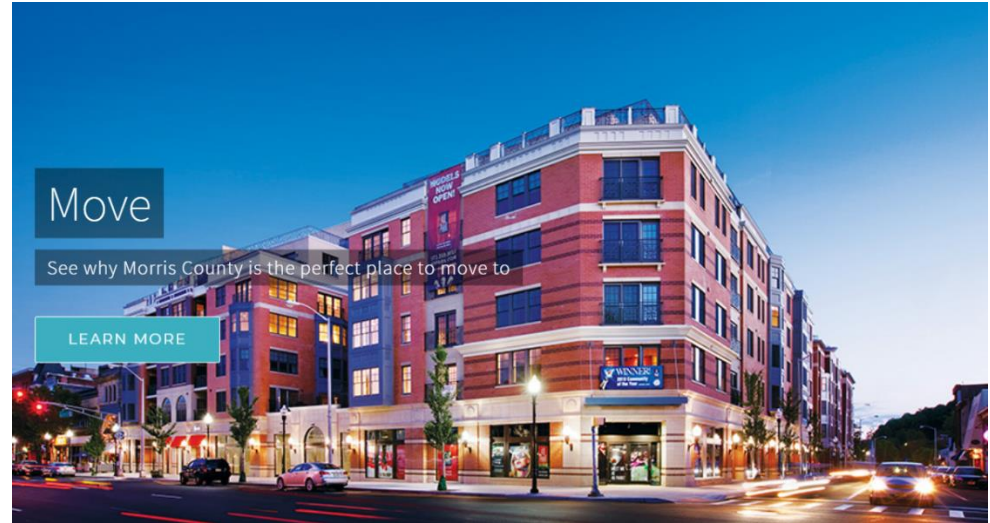
Economic Development

The Morris County Economic Development Corporation (MCEDC) provides a significant amount of messaging and information to attract not only new businesses but new residents to the county. The slogan frequently used is “Move Grow Thrive.”

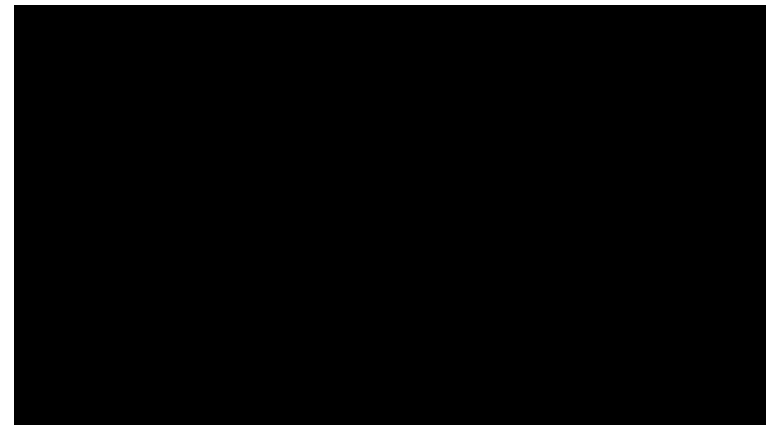
The MCEDC website acts as a sales pitch to attract people to live and work in the county by using eye-catching images, descriptive language, and content that promotes the county’s strengths. The MCEDC has also produced two videos, one (at right) that showcases all the reasons to move and grow a business in the county, and the [other](#) focused specifically on the county’s education system. In addition, the MCEDC’s website lists the county’s tourism assets as an attractive feature for residents.

The MCEDC’s messaging relates specifically to quality of life advertising, including the following characteristics:

- Extensive American history
- Safe
- Great schools
- Diverse housing stock to fit any desired lifestyle
- Beautiful open spaces and natural resources
- Hometown feel
- Walkable suburbs with commuter train stations
- State-of-the-art healthcare facilities
- “The perfect blend of culture, arts, and sophistication”
- Close to NYC and Philadelphia
- Good for families and children
- Diverse shopping and dining options



[Morris County Economic Development Corporation “Live, Grow, Thrive” Commercial \(click here to watch\)](#)





Overview

The Ocean County DMO markets the shore as well as other inland and four-season activities. Quality of life messaging is not used, although the county website does include some information to attract new residents.

Economic Development

The county's economic development [webpage](#) contains information about why the county is a good place to live. Characteristics listed include:

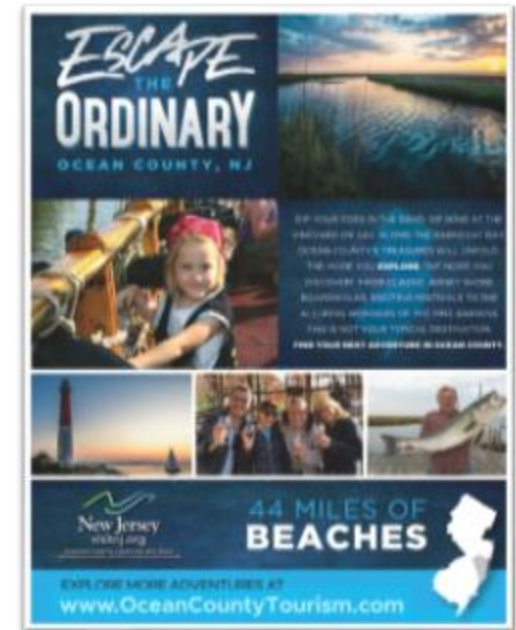
- Fast-growing
- Close to NYC, Philadelphia, and Atlantic City
- Near beaches, marinas, parks, and preserved natural lands
- Robust library system
- Good schools
- Affordable housing and low property taxes
- Family attractions
- Cultural and historic resources

Tourism Marketing

The Ocean County DMO produces high quality marketing materials and a clearly defined tourism brand. The tourism [website](#) is eye-catching and displays a number of images. Currently, the county's tourism campaign is titled "Escape the Ordinary" and includes a [commercial](#) featuring a young woman vacationing by the beach with her friends. She narrates the commercial, saying "Ocean County is more than white sandy beaches, fresh seafood, and Jersey Shore attractions...it's an experience!"

The county's tourism marketing materials feature or touch on the following assets:

- Serene, secluded, and beautiful natural places
- Wineries
- Fun adventures with friends
- Unique dining experiences
- A place to make memories and bond with friends
- Family friendly activities
- Water recreation
- Nostalgic boardwalks
- Six Flags Great Adventure theme park
- Jenkinson's Aquarium
- Activities for every season
- Festivals
- Beach towns with unique personalities

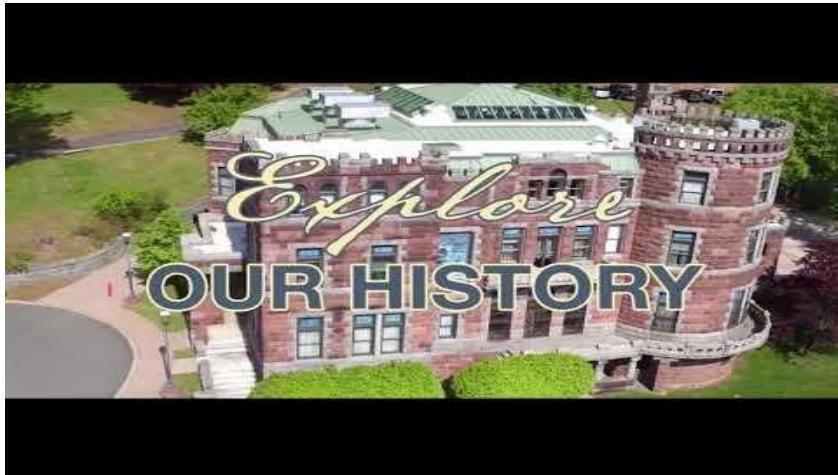


Print and digital advertising produced by the Ocean County DMO



Overview
 Passaic County's important and unique historical assets are the focus of tourism promotion conducted by the Passaic County Improvement Authority through a tourism website.

[Discover Passaic County Video \(click here to watch\)](#)



Graphic on the Discover Passaic tourism website

Tourism

The Passaic County Improvement Authority promotes county tourism. It advertises the county's rich history through a tourism [website](#), which provides amenity and attraction listings, several themed itineraries, and a short [video](#). A Heritage Tourism [plan](#) for the county was created in 2013 to better capitalize on the county's unique history and includes recommendations on creating a system of historic sites, corridors, and scenic byways.

Based on these sources, Passaic County tourism highlights the following assets:

- Architecture, engineering, manufacturing sites, and museums related to the history of industrial development
- Historic and scenic landscapes and natural resources, such as The Great Falls National Park and Olmsted Brothers-designed parks
- Preserved historic manors, houses, and gardens
- Outdoor recreation
- Diverse dining options

Economic Development

The county's Planning and Economic Development Department briefly touches on quality of life in a [guide](#) to county business resources. The following strengths are mentioned:

- Residents and businesses can choose from suburban, urban, or rural settings
- Access to major highways, rail lines, and airports
- Diverse workforce



Overview

Somerset County Tourism, the county's DMO, combines tourism and quality of life marketing in all of its informational and promotional materials. Its slogan, "The Heart of New Jersey!" is applicable to both tourism and quality of life marketing, and the DMO's advertising materials encourage both visitors to explore and potential residents to live in Somerset County.



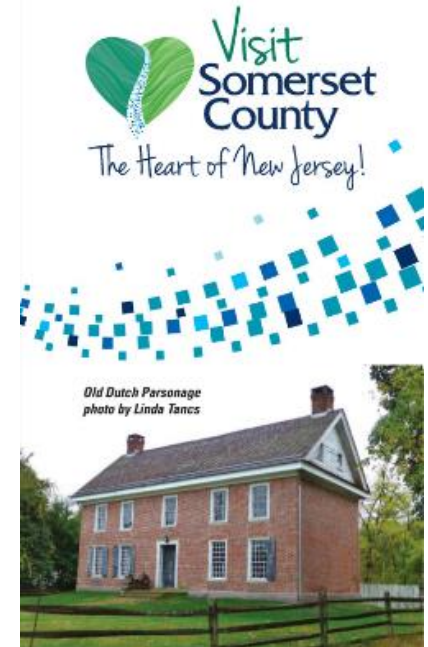
A Somerset County advertisement

Somerset County Tourism Quality of Life Marketing

Somerset County Tourism is supported by the Somerset County Business Partnership (SCBP) and has received funding through the DOT DMO Grant Program. The DMO manages a county tourism website that includes a section titled "Live, Work, Learn," which provides information on many facets of life in the county, from dining options to a [Community Economic and Demographic Profile](#). The DMO also publishes a [destination guide](#) that has information for tourists and those interested in moving to the county. In addition, the DMO [has released several videos](#) that highlight both tourism and quality of life.

Throughout these materials, the following strengths are highlighted:

- Beautiful landscape
- Healthy, well-rounded lifestyles
- Unique, walkable downtowns
- Safe, affordable communities amid bucolic suburbs and rural vistas
- Treasured and preserved American history
- First class healthcare and education
- Recreational opportunities
- Activities and day trips for the whole family
- A respite from nearby NYC and Philadelphia
- Accessible through an extensive transportation network
- Annual festivals and events
- Agritourism
- Innovation and vibrant business



The SCBP conducted an [exercise](#) to create a common identity for the county with help from county stakeholders. The activity helped to distill the county's target audience, values, and personality into a few phrases:

- **Target:** People (and businesses) who want access to a full range of quality SERVICES (healthcare, education, housing, restaurants, shopping, etc.) as well as RECREATIONAL opportunities (lots of green/open spaces, parks, recreation & sports facilities, etc.). They appreciate the vitality and energy that a community radiates.
- **Values** (What the county believes in): Outdoor recreation, community enrichment and development, families.
- **Personality** (If the county were a person): Active, energetic, healthy; vibrant, dynamic, prosperous; caring, responsible, inclusive.

Somerset County Tourism's current marketing strategies include print and digital marketing and sponsored Trip Advisor pages. The latter allows the DMO to have greater control over the information available about the county through Trip Advisor. They have discontinued use of outdoor and radio advertisements because tracking their effectiveness is difficult. Somerset County Tourism also periodically disseminates press releases and articles about tourism topics.

The SCBP also works to educate area businesses and their employees about the county's high quality of life. SCBP attends resource fairs and provides an informational packet to talent recruiters to assist in attracting people to live and work in the county. In addition, county marketing campaigns are heavily targeted to the area's high number of business travelers.



Features and graphics on the Somerset County Tourism website



Overview

Sussex County has an active DMO supported by the county Chamber of Commerce that provides a tourism campaign for the county. The county does not appear to use marketing to promote economic development or attract new residents.



RESORTS & HOTELS, B&B'S

Black Creek Sanctuary at Mountains Creek
www.mountainscreek.com

The Appleshin
www.appleshin.com

Cystal Springs Resort
www.cystalspringsresort.com

Grand Cascades Lodge at Crystal Springs
www.cystalsprings.com

Harrison Inn - Matamoras PK
www.harrisoninn.com

Holiday Inn - Budd Lake
www.holidayinn.com

Holiday Inn Express
www.holidayinn.com

Minerals Hotel & Spa at Crystal Springs
www.cystalsprings.com

Quality Inn
www.qualityinn.com

Residence Inn by Marriott
www.marriott.com

Tamawack Country Villa
www.tamawackcountryvilla.com

Whispering Swan Inn
www.whisperingswaninn.com

The Wooden Duck B&B
www.woodenduckinn.com

CLUBS

Delaware Eberly Family Campground
www.delawareeberly.com

The Great Divide Campground LLC
www.greatdividecampground.com

Hannery Ridge Farm & Campground
www.hanneryridgefarm.com

Kittitany Canons, Inc.
www.kittitanycanons.com

Squire's Camping Resort
www.squirescamping.com

Panther Lake Camping Resort
www.pantherlakecamping.com

Pleasant Acres Farm Campground, Inc.
www.pleasantacres.com

Tall Timbers
www.talltimbers.com

State Park Camping
www.njstateparks.com

High Rider State Park
www.highridersatepark.com

Stokes State Forest
www.stokesstateforest.com

Stonewood State Park
www.stonewoodstatepark.com

For more information and complete list of activities, adventures, events & lodging visit:
www.sussexskylands.com

Tourism

Sussex County's DMO has a tourism advertising campaign called "Sussex Skylands" which markets the county as a destination for all-season outdoor recreation, beautiful landscapes, and quiet getaways from the city. The campaign uses the slogans "New Jersey's Great Northwest" and "NJ's Four Season Playground." The DMO provides a number of tourism materials including a [website](#) and [brochure](#). The DMO also set up a booth during the county fair to direct visitors to other area attractions. These materials highlight the following county assets:

- Four-season leisure and recreational resorts
- Outdoor recreation
- Natural mountain beauty and sweeping landscapes
- Fairs and festivals
- Parks and trails
- Agri- and eco-tourism
- Variety of accommodations, from luxurious resorts to rustic campgrounds

Quality of Life Marketing

The county's Chamber of Commerce published the magazine [Inside Sussex County](#) as a guide to business and cultural events as well as news stories in the area. The content is relevant for businesses, residents, and tourists.



Discover *Winter*

From luxurious resorts to rustic campgrounds, there are plenty of places to stay during your NJ getaway.





Overview

Union County materials related to tourism and economic development are mainly informational and geared toward connecting current residents with county cultural resources, recreation, and events. The City of Elizabeth, the Union County seat, has its own marketing efforts which are described on p. 42.



Graphics from the “Green Connection” feature on the Union County website



Tourism

Union County activities to market cultural events and recreational amenities are mainly directed at informing current residents of upcoming activities. The [Department of Parks and Recreation](#) and the [Office of Cultural and Heritage Affairs](#) are great resources for residents, and a website feature titled “[The Green Connection](#)” provides useful hyperlinks and information about environmentally friendly business practices and recreational activities. However, these resources do not appear to be promoted to reach visitors

A [tourism plan](#) drafted for the county in 2007 suggested that a tourism system would need to be built from the ground up as there was little existing tourism infrastructure. The plan recommended hiring a staff person to lead the development of tourism and the creation of basic marketing tools. In the plan, the county’s assets were described by these themes:

- American history
- Arts and culture
- Industrial/transportation history
- Nature and recreation
- Ethnic heritage

Economic Development

The county actively promotes economic development, provides business resources, and holds training and informational events through its Department of Economic Development and a program called [Union County Means Business](#), although no cohesive marketing strategy appears to be used.



Overview

Warren County has a dedicated effort through the Explore Warren Tourism Partnership to draw people to the county's local businesses, restaurants, performances, and outdoor activities. This effort seems to be directed towards attracting county and nearby residents to special events happening nearby. The county seems to be working to further develop its tourism industry and its image as an attractive place to do business.



Tourism

The Explore Warren County Tourism Partnership is administered by the Public Information Department and supported by an array of other county agencies and local businesses who benefit from the partnership's coordinated tourism marketing efforts. The partnership particularly highlights special events and performances at local businesses, restaurants, and venues through its weekly [Warren County Wanderings](#) newsletter. The Explore Warren [website](#) helps visitors find attractions and amenities that meet their needs, including brief profiles of area hotels, restaurants, performance venues, and outdoor activities. The events and attractions that Explore Warren advertises generally involve:

- Natural resources
- Outdoor education and activities
- National and state parks
- Family activities like paintball, roller skating, and tubing on the Delaware
- Wineries and breweries
- Agritourism (farms, farm markets, and pick-your-own)
- Local events and businesses
- Live performances: theatre, concerts, bar bands



Economic Development

The Warren County Economic Development Committee (EDC) adopted an economic development [plan](#) in late 2016 that names tourism development as one of three recommended strategies. The plan also recommends strengthening the perception of the county as an attractive place to do business.

The county website includes a [series](#) of short videos that describe different facets of the county, including economic development and quality of life. The videos touch on the following themes:

Economic development:

- Strategic location
- Access to global and local markets
- Access to a large customer base
- Skilled workers
- Quality of life to attract new employees
- Growing tourism industry

Quality of life:

- Charming rural communities close to NYC
- Quality education and healthcare
- Services for seniors
- Arts and entertainment, either locally or in NYC
- Natural resources
- Variety of housing options for every budget and lifestyle



A "video tour" feature on the Warren County Economic Development Authority website





Explore the Wonders of Warren County!



Natural Beauty
High Adventure
Farm Visits
Family Attractions
Rural Traditions
and the
Delaware Water Gap!



Get a Visitors Guide
and sign up for
Warren County
Wanderings
a free email
newsletter of
great things to do!



www.explorewarren.org 1-800-554-8540
Explore Warren County Tourism Partnership, Belvidere, NJ



TNJ REGION CITIES

City tourism and economic development promotion in the TNJ region

- City of Elizabeth – Elizabeth DMO, Elizabeth Development Company
- City of Jersey City – Economic Development Corporation
- City of New Brunswick – New Brunswick City Market (Special Improvement District), New Brunswick Development Corporation
- City of Newark – Greater Newark Convention and Visitors Bureau, Economic Development Corporation
- City of Paterson – National Park Service



Overview

Elizabeth’s active DMO has created a unique brand for city tourism. Marketing does not appear to be used specifically to attract economic development.

Economic Development

The Elizabeth Development Company, the city’s non-profit development corporation, does not seem to use branded promotional materials, however its [webpage](#) touches on the city’s following strengths:

- Unique location at the center of the east coast’s transportation network (airport, seaport, roadways, rail)
- Urban Enterprise Zone program offers major tax incentives to businesses and customers
- Superior quality of life
- Climbing property values and construction boom
- Ethnically diverse neighborhoods
- Thriving urban center that still provides suburban comforts like parks, recreation facilities, and charming neighborhoods

Tourism

The Elizabeth DMO is very active and has won several NJ tourism industry awards. The marketing slogan, prominent on the [website](#), is “It All Starts Here,” and the overall look of marketing materials, from the images to the descriptive county and amenity profiles, is multi-colored and fun.

The goal of the DMO is to attract visitors (“Whether you are staying for a single day, or for an entire week...”), particularly those who are traveling to the region to visit NYC and flying into Newark airport. The DMO also seeks to attract travelers departing from the airport, stating in a print advertisement, “stay the night before your flight and start your vacation with us!”

The DMO touches on a number of advertising points, including:

- Elizabeth has something for everyone
- Stay in Elizabeth for half the cost and still experience the Big Apple
- Ultimate shopping experience at Jersey Gardens
- Gourmet cultural cuisine
- Lavish and trendy nightlife
- Historical roots (Alexander Hamilton!)
- A variety of attractions
- Diverse communities

Graphics on the Elizabeth tourism website





Come visit us...

WE ARE CLOSER THAN YOU THINK

We're not your average city! We're a passionate global melting pot and the gateway to the state of New Jersey. While we are one of the oldest cities, **Elizabeth is New Jersey's newest premiere tourist destination.** Experience it all... from our Alexander Hamilton History, to our diverse cultural cuisine, to discovering why Elizabeth was voted the 5th best city for holiday shopping in America! Just 15 minutes from New York City, you can stay in Elizabeth for half the cost and still experience the Big Apple or if you're flying out of Newark Liberty International Airport (EWR), stay the night before your flight and start your vacation with us!



WHERE ANGELS PLAY MEMORIAL PARK



MATTANO PARK



MICKEY WALKER

Liz and Beth

Plan your weekend getaway



WARINANCO PARK



LIBERTY HALL UNIVERSITY

DOWNLOAD THE OFFICIAL GoElizabethNJ MOBILE APP TODAY!

STAY IN THE KNOW! ELIZABETH AT YOUR FINGERTIPS



THE MARKET AT ELIZABETH AVE.

HISTORICAL WALKING TOUR

Discover HISTORY. | Setting trends SHOP. | Savoring flavors DINE. | After dark NIGHTLIFE. | Dist. refresh, revive STAY.

OR THE GREAT JERSEY GARDENS



Overview

Jersey City has a branded campaign to promote the city as a great place to live. The “Make It Yours” campaign makes effective use of online tools and conveys that Jersey City is a unique and authentic place.

[Jersey City Make It Yours Video \(click here to watch\)](#)



Jersey City’s “Make It Yours” Campaign

Jersey City has developed a marketing campaign that seeks to attract both new residents and visitors to the city. The campaign is an effort of the city’s Economic Development Corporation (EDC), which is also the city’s DMO, and is based on the slogan “Make It Yours.” All facets of the city’s online presence share a similar graphic design, including the official city website and social media accounts, giving the city a defined and recognizable brand.

The EDC maintains a website for the “Make It Yours” campaign that is separate from its central website. While the main [EDC website](#) is geared towards advertising the city as a prime place for business development, [JCMakeItYours.com](#) mainly advertises Jersey City as an attractive place to live or visit.



Advertisement in the 2017 New Jersey Travel Guide



The message of the “Make It Yours” campaign appears to be that a person who moves to the city can create the kind of life there that they choose. Promotional videos and advertisements tend to feature groups of young adults and young families having fun in the community, shopping at a farmer’s market, hanging out in the park, or going to an art gallery.

Effective Digital Marketing Tools

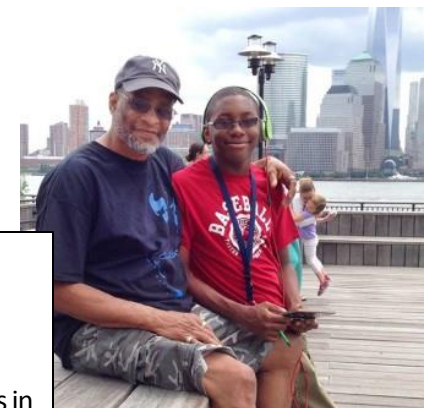
The website’s focal point is a video that shows young people and families enjoying all of the activities and amenities that the city offers, overlaid with phrases such as “Make It Fresh,” “Make It Fun,” and, finally, “Make It Home.” The Make It Yours website includes several other promotional features:

- [Three short videos](#) centered around some of the city’s neighborhoods that contain interviews with residents who are enthusiastic about and involved in their communities
- A short [section](#) about the history of Jersey City that makes a pitch to potential residents by describing the city as an exciting, growing place that still maintains a sense of community and connection with the past
- A [webpage](#) that features pictures of residents, many taken during community events, along with quotes about why they feel Jersey City is a great place to live

The “Make It Yours” campaign uses the following themes to describe Jersey City:

- Plentiful activities for bonding and having fun with friends and family
- Transportation options that are easy, active, and enjoyable
- Unique shops
- Healthy, active lifestyle
- Comfortable and spacious housing options with amenities
- A community of passionate, creative, friendly, and diverse people
- Opportunities for new and established artists and crafters in a growing arts scene
- Convenience (“Everything you need is right around the corner”)
- Diverse dining options
- Historic buildings and deep history
- Neighborhoods that are each unique and community-oriented
- Energy and excitement, lots of potential
- Unique community events

Part of the website features quotes from residents.



Meet Bernard, a lifelong resident of JC— that’s over 60 years! “I’ve been coming to Jazz @ Exchange Place for 20 years. More people should participate in the city’s projects- that betters the city and keeps us in touch with one another. I’m enjoying this with my son and teaching him about jazz.”

“Jersey City emerged as a hip, urban community where young and old, native and immigrant, large corporations and small entrepreneurs, all thrive and prosper.”

“Apartments ranging from restored industrial warehouse space to luxury units in sparkling new high rises are being quickly occupied by individuals and families from Manhattan, Brooklyn and surrounding areas. They are enticed by lower rents, quick work commutes and developments with amenities that allow for a better quality of life.”

“Dozens of parks, a comprehensive mass transit system, galleries and cultural sites, a thriving art scene, as well as world-class restaurants, hotels and entertainment options perfectly compliment the affordable and diverse residential and commercial properties. Jersey City has the all the benefits of city living, while at the same time maintaining the best sense of community.”



Overview

Two organizations in New Brunswick are marketing the city as a place to live, work, and do business by promoting the city's existing assets and potential for future development.



Economic Development

The New Brunswick Development Corporation (DevCo) maintains a [website](#) to attract businesses and developers to the city, using the slogan "A City is Never Finished." DevCo provides a [brochure](#) to attract interest in a new development called "The Hub" that gives a comprehensive description of all of the reasons why the city is an excellent place for large employers and retailers, including:

- Easily accessible location close to Manhattan
- Lots of parking downtown
- Access to highways, commuter rail, and the airport
- Home to a number of large employers
- Plentiful housing
- Arts, culture, and dining destination

Marketing to Attract Residents and Visitors

The New Brunswick City Market (NBCM) oversees the city's Special Improvement District and promotes the city center as a great place to live, work, and visit. NBCM manages a [website](#) for the SID that provides visitor information but is largely geared toward encouraging potential residents to "discover" New Brunswick. The website includes profiles of different neighborhoods, apartment complexes, and parks. It also summarizes the city's history and its longstanding place as the "healthcare city," offering jobs in innovative and nationally-recognized research institutions and hospitals.

The website describes New Brunswick as a new and up-and-coming destination and promotes the city as a place to live with the following assets:

- Diversity
- American Revolution and industrial revolution history
- Access to arts and culture
- Future growth potential
- Leading healthcare research, talent, and teaching





Overview

Newark is served by a strong DMO, the Greater Newark Convention and Visitors Bureau (GNCVB), which uses a variety of strategies to attract visitors to the area. The Newark Community Economic Development Corporation (NCEDC) manages a website that promotes Newark to businesses.

Economic Development

The NCEDC uses its website to describe Newark's assets for the purposes of attracting investment. The website targets entrepreneurs and pre-startups, existing businesses, and real estate developers. A section of the website, titled "Why Newark," profiles all of the city's strengths. These include:

- Diverse and distinct neighborhoods
- Home to a number of industries and anchor institutions
- Multi-modal transportation hub
- Variety of hotels and entertainment options
- Strong university and research base
- Hub for innovation and technology



Tourism

The GNCVB is the the DMO promoting the greater Newark region as a tourism destination using the title *Newark Happening*. The *Newark Happening website* contains a variety of useful information for planning a trip to the city. The DMO's most creative advertising strategies include special [Newark branded water](#) and an official tourism "[Glambassador](#)," a Newark resident who promotes the city to media outlets, on social media, and at local events.

Marketing materials touch on the following assets:

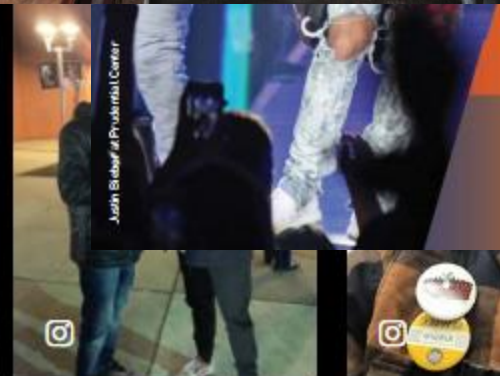
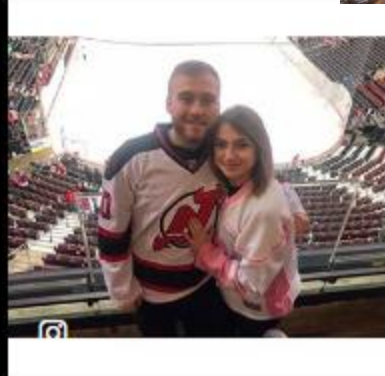
- Close to NYC, at a slice of the price
- Rich history and museums
- Cherry blossom trees in spring
- Diverse dining options
- World-class performance and sports venues
- Hospitality of residents and business owners



Newark Happening advertisement in the 2017 NJ Travel Guide

Things To Do

- Valentines Day
- Fit for the Ironbound
- Active in the Winter
- Night at the Museum
- Fun and Games >
- Shopping >
- Arts >
- Attractions >
- Newark Walks
- Music & Entertainment >
- Pokemon Go
- NewarkIFF
- Family Fun >



Travel like a rock star . . . see Newark like a pro.

Newark Happening

Close to NYC. At a slice of the price.

- ▶ **MAKE CONNECTIONS**
Cash in on quick, easy access to New York City.
- ▶ **DIG DEEPER**
Let curiosity get the best of you with rich history back to the 1600s.
- ▶ **CRAVE NATURE**
Each spring, Newark blooms with the largest collection of cherry blossoms in the nation.
- ▶ **GET GAME**
Find thrills. Pro sports and world-class events happening daily.

NewarkHappening.com/NJ

Supported by a grant from New Jersey Department of State, Division of Travel and Tourism.

We Are Newark

A happening city for Sports + Entertainment. Score seats to an NHL New Jersey Devils game or get up close and personal with todays biggest stars.
[more](#)

Newark Happening



Big Apple Style Action in More Intimate Bites



Overview

City of Paterson agencies performing economic development or planning community events do not appear to use marketing tools to promote the city. The National Park Service promotes the Great Falls National Historic Park located in the city on its [website](#) and at an on-site visitors center.

Tourism

Tourism in Paterson is facilitated and promoted by the National Park Service (NPS) in relation to the Great Falls National Historic Park located in the city. The city's Division of Multi-Cultural and Community Affairs runs community events, however these do not appear to be promoted to attract tourists.

The NPS website for the Great Falls includes tourism information for the area including hotels, restaurants, and other nearby attractions. The website also promotes local events, and the NPS has held events like a Savor Paterson food festival to showcase the city's diversity.

Economic Development

The City's Division of Economic Development does not appear to use marketing strategies to promote the city to potential businesses.

Content from the National Park Service's Great Falls website.



Check Out What is Going on Locally >

See what is happening in and around the park!



SURROUNDING STATES

Statewide tourism and economic development promotion in surrounding states

- Connecticut – Office of Tourism, Business Portal
- New York – Empire State Development
- Pennsylvania – Department of Community and Economic Development



Overview

All Connecticut marketing efforts use the state's slogan, "Still Revolutionary," and the same logo, creating a clear brand for the state. Connecticut's tourism office produces promotional content like high-quality videos and a comprehensive website. The state also offers a large amount of statewide tourism industry information online.

Tourism

The Connecticut Office of Tourism promotes tourism in the state through the website CTvisit.com which makes use of captivating video footage taken around the state. The website includes common tourism tools like amenity and attraction listings and a calendar of events. It does not appear to highlight any particular themes and, like most tourism websites, simply provides users with the information they need to find the sites that most interest them.

Connecticut has produced a number of tourism marketing videos in a series called "[Revolutionary Thoughts](#)," with each video providing an idea for something unique to do in the state. According to the video descriptions, the point of the video series is to show that Connecticut "offers travelers a diverse balance of relaxing and active, historic and contemporary, culture and nature-oriented activities—without having to drive too far."

According to the 2016/2017 Tourism Strategic Marketing Plan, funding for Connecticut's Office of Tourism dropped from \$15 million in 2012 (when the *Still Revolutionary* brand was launched) to less than \$8.5 million in 2016.

Tourism Industry Resources

According to programs listed on the Offices of Culture and Tourism website, Connecticut provides local tourism promotion partners and businesses in the state with a [number of tools](#) such as:

- Centralized Regional Marketing Program, which serves tourism groups and businesses willing to partner with the office by offering no-cost marketing and promotional programs
- [Tourism research](#) on:
 - Perception of the state as a leisure travel destination among travelers from nearby states
 - Travel behavior, attitudes, expenditures, and demographics
 - Effectiveness of advertising awareness and resulting behavior
 - Economic impact of tourism on the state economy
- Direct sales to international and domestic tour and travel markets and membership in related organizations
- Attendance at trade shows
- Competitive matching grant program for amounts between \$7,500 and \$50,000
- Tourism e-newsletter for industry partners
- [2016/2017 Tourism Strategic Marketing Plan](#) that seeks to extend the state's "Still Revolutionary" brand by collaborating with local partners.



Overview

The marketing campaigns produced by Empire State Development promote New York to spur economic development and tourism. The state's economic development and tourism agencies make use of the same slogan, "It's All Here, It's Only Here," in marketing materials.

[Empire State Development's Tomorrow Starts Today video \(click here to watch\)](#)



Economic Development

Empire State Development (ESD) runs robust advertising to promote New York State as a top business destination. It uses the slogan "Tomorrow Starts Today" and makes use of visual media through powerful imagery on its [website](#) and in online videos. Quality of life is an important asset in ESD's marketing materials and is described with the following themes:

- Communities of all sizes
- Educational opportunity
- Abundant art and culture
- Outdoor recreation in beautiful natural settings
- Investments made in transportation infrastructure



Graphics from the Empire State Development website

Unparalleled Quality of Life



New York is home to the lowest taxes in decades, to an abundance of great schools, arts and outdoor beauty.

#3

rank in high-tech employment

0%

corporate income tax rate for manufacturers



Tourism Marketing

ESD also promotes tourism in the state using the iconic “I Love NY” marketing slogan. The state’s tourism marketing includes a number of tools such as a tourism [website](#) and a number of [travel guides](#). Tourism marketing emphasizes the attractions available in all of the state’s regions beyond New York City.

Besides the “I Love NY” slogan, the state also uses the slogan “It’s All Here, It’s Only Here” to highlight the state’s unique tourism assets. This slogan is also used in economic development marketing materials.

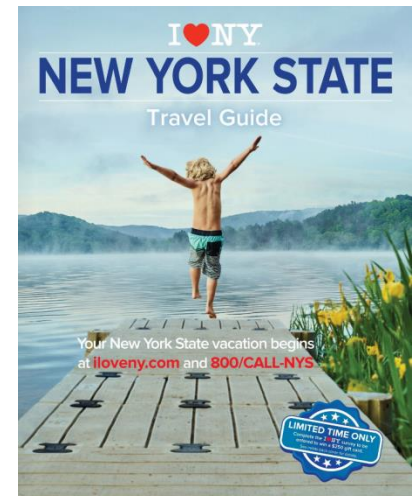
Like other tourism marketing strategies, the “I Love NY” website is designed to connect people with the activities and amenities that most interest them. The website includes profiles of the state’s diverse regions, listings for many types of attractions, and a number of travel itineraries for vacations or weekend trips.

According to the New York State Tourism Industry Association, the 2017/2018 state budget allocates [\\$70 billion](#) for statewide tourism promotion. According to a [news article](#) in *Newsday*, the state’s 2018/2019 budget will focus most television advertising on tourism rather than business attraction.

Tourism industry tools in New York include:

- \$15 million in 2017/2018 [Market New York grants](#) for the promotion of destinations, attractions, and special events.
- \$4.3 million in 2017/2018 for the [Tourism Matching Funds Program](#), which supports Tourism Promotion Agencies (an entity designated by county government)
- Separate from government tools, the New York State Tourism Industry Association offers members a [cooperative marketing program](#) that reduces the costs of purchasing digital and print advertising.

Advertisements in the New York State Travel Guide





Overview

Pennsylvania recently undertook a rebranding effort for tourism marketing, leading to the creation of a new comprehensive marketing campaign and the slogan, “Pursue Your Happiness.” The state uses quality of life marketing to attract economic development, though advertising for economic development appears limited.

Economic Development

Pennsylvania uses quality of life to market the state as a desirable location for business, although PA economic development lacks the strong brand used to promote statewide tourism. A section of the Department of Community and Economic Development [website](#) describes the state’s following assets:

- World-ranked universities
- Fulfilling careers
- Top-ranked healthcare
- Four-season climate
- Amazing history
- Residents who take pride in their communities
- A variety of lifestyle options to choose from

Embark upon your own personal happiness adventure. Follow where joy leads you. Whoever you are, no matter what you love to do, know that happiness is Pennsylvania’s keystone. It always has been. It lives in our historic treasures. Our dynamic urban spaces. Our greater-than-great outdoors. Mix it up. Make it yours. Visit soon and build your own personal adventure from every corner of our warm and welcoming state.

Content from the “Pursue Your Happiness” brand guidelines

Tourism

The Pennsylvania Department of Community and Economic Development manages the statewide tourism website [visitpa.com](#). PA tourism uses the slogan “Pursue Your Happiness” and provides a variety of online trip planning tools, including a newsletter, travel guide, trip itineraries, and listings for attractions and amenities. Tourism materials use bold and colorful images and bright pops of color. In 2017, the state budget included approximately [\\$10 million](#) for tourism marketing.

The “Pursue Your Happiness” campaign was launched in 2016 and is used in state, regional, and local marketing initiatives. According to an [online brand guide](#), the goal is to convey to visitors that Pennsylvania offers **“a unique, in-demand travel experience that allows travelers to mix, match, and personalize to their heart’s content.”** Research to create Pennsylvania’s brand found that **travelers prefer tourism messaging that is action-oriented, fun, adventurous, and even humorous.**

In the City of Philadelphia, the organization Visit Philadelphia provides comprehensive tourism promotion and has the goal of “building image, driving visitation, boosting the economy.” Visit Philadelphia promotes the city through a highly visual and well-designed website and also provides industry information through research reports on the economic impact of tourism, visitor demographic profiles, online advertising statistics, and a number of other topics.

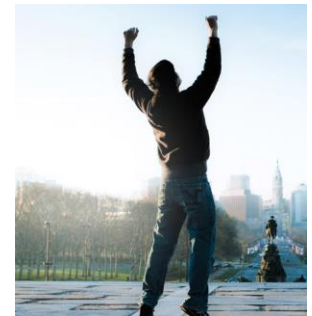


Image from visitphilly.com