

2011 Cape May County Tourism Conference



The “New Normal” in Tourism **Understanding the Post Recession Customer**

2010 Tourism Economic Impact Report

presented by

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The “New Normal” in Tourism

Understanding the post recession customer



Welcome to the 2011 Cape May County Tourism Conference. As we approach the 2011 season, it is with slight hesitation that we speak about post-recession tourism, we don't want to jinx anything. However all numbers are pointing to Cape May County's largest industry slowly coming out of the economic downturn. With out of control fuel prices predicted at \$5 and higher by summer, the national unemployment rate hovering in the high 8 percentile and a slow increase in new job creation, tourism is often the first hit and usually the last to recover from a recession, it appears this one is no different.

Reports of reservations and rental bookings up 5% to 20%, over this time last year, gives many in the lodging industry hope that Cape May County tourism will return to normal. But what will the “new normal” be? From all indications, consumer spending has changed with little hope of the pre-recession spending patterns returning any time soon. It's important that business owners and marketers understand how the “new normal” in vacation spending will impact the way we do business, and how it can translate into growth in 2011.

Using 2009 as the barometer and the turning point, in March we watched with great relief as the 2010 economic impact numbers were presented at the NJ Governor's Conference on Tourism. Tourism expenditures in New Jersey were a respectable \$35.5 billion, as reported by Ken McGill, EVP, Vantage Strategy, Inc., the official research firm for the Department of State and Division of Tourism. He also explained that spending was flat in 2010 and visitation was up. Tourism-generated state and local taxes dropped 4.1% or \$2.80 per visitor. Much of

the loss in revenue was attributed to the slowdown in tourism related construction in 2009. Leisure trips to New Jersey were up 7.3% and business travel within the state decreased by 9.1%, group meetings were also weak, according to McGill. Tourism is the third largest private sector employer in the state with 309,876 jobs supported by tourism expenditures.

Not surprising, the coastline counties of Atlantic, Cape May, Ocean and Monmouth comprise nearly 60% of the total tourism expenditures generated in the State. In spite of a decline in gaming, Atlantic County continues to take a strong lead in generating tourism expenditures for New Jersey. Without Atlantic City expenditures, visitors to New Jersey spend \$55 per person, per day. With Atlantic City that numbers increases to \$80 per person, per day, according to the Vantage Strategy report.

Tourism expenditures in Cape May County rose by 5.4% with \$5.27 billion generated in 2010, reflecting an increase of \$270 million across the board, representing the highest increase in the state. Rental income also increased in 2010 by \$100 million with a record high of \$1.7 billion collected in Cape May County alone. Cape May County ranks second in tourism expenditures and first in rental income in the state. The combined tourism expenditures of the Southern Shore Region (Cape May and Cumberland Counties) grew to \$6.1 billion.

The big news in Cape May County remains with the resurgence of Canadian visitors. The dollar trading at above par for the first time in 40 years has steadily increased growth in that visitor base since 2008 and that pattern will continue well into 2012. Canadians travel farther and stay longer, and have a higher per person expenditure rate. They find value in a Jersey Cape vacation and in addition to enjoying our beaches and outdoor activities, they love to shop.

In April 2011, the exchange rate was \$1.04, offering travelers from that country an opportunity to look for vacation destinations in the U.S. Canadians from the Province of Quebec developed a love affair with Cape May

County in the 1970's and currently round out the top 5 visitor markets to Cape May County. The Canadian Connection is a phenomenon that sets this county apart from the other 20 in the state. With more than a half million visitors from that county coming into New Jersey each year, Cape May County is overwhelmingly their final destination with an estimated 70% coming here. As we enter the third generation of Quebecoise visitors over the past 40 years, we can trace the impact they have made throughout the County. They are no longer concentrated in the Wildwoods and campgrounds, but are now experiencing every aspect of a Jersey Cape vacation. Surveys taken via Internet and at travel shows indicate a strong recognition of the resorts of Cape May County as well as a great love and loyalty to countywide beaches, campgrounds and attractions.

The Department of Tourism partnered once again with the Cape May County Chamber of Commerce to offer Canadian travelers a "Passport to Savings" coupon booklet. Through the generous offers provided by Cape May County Chamber of Commerce businesses, the Passport program was extended through 2011. Nearly 100 coupons and discounts from countywide businesses offer incentives for lodging, restaurants and attractions. Distribution of more than 2,500 within a 4 day period at the Montreal Outdoor Travel Show was proof that the program is of high interest to Canadian travelers to Cape May County. Further distribution at Canadian Automobile Association (CAA) agencies in the greater Montreal region and at the CAA Holiday Travel Show in Quebec City will put the Passport directly into the hands of thousands of potential visitors. Again, the CAA will include the Passport with TripTiks prepared by each of the 13 CAA Offices that are part of the program.

The Canadian Loyalty campaign which included the "Passport to Savings" coupons book was the recipient of two major awards. The Cape May County Department of Tourism won the coveted New Jersey Department of State, Division of Travel and Tourism's 2011 Excellence in Tourism Award for Best Overall Marketing Campaign, and the Hospitality, Sales and Management Association International (HSMAI) 2010 Gold Adrian Award for PR and Marketing.

Economic Impact of Tourism in Cape May County

(Data gathered by Vantage Strategy for the New Jersey Division of Travel and Tourism - April 2011)

2010 Cape May County generated \$5.270 Billion (5.4% increase over 2009)

<u>Accommodations</u>	<u>Food</u>	<u>Entertainment</u>	<u>Retail</u>	<u>Transportation</u>
\$2.867 Billion	\$1.066 Billion	\$454 Million	\$841 Million	\$42 Million

2010 Key Facts:

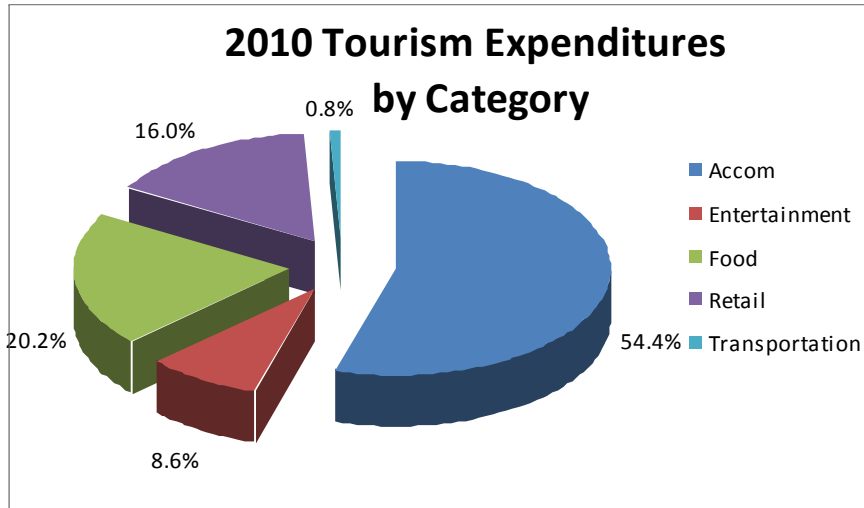
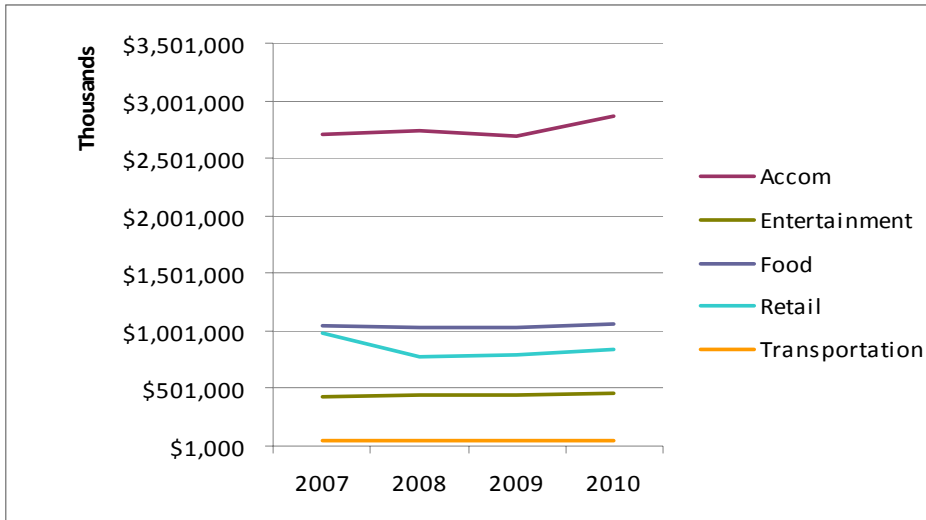
- Cape May County is second in the state in generating tourism expenditures.
- Tourism expenditures in Cape May County are up 5.4% (an increase of \$270 million from 2009)
- Cape May County generates 15% of total state tourism spending.
- 24% of all statewide accommodation expenditures are generated in Cape May County.
- 14% of all statewide food/restaurant expenditures are generated in Cape May County.
- Entertainment expenditures generated in Cape May County are the highest in the State and represent 11.5% of the total.
- If tourism didn't exist, each NJ household would pay \$1,367 more in taxes to maintain current tax receipts.
- 309,876 jobs are supported by tourism expenditures.
- 78% of visitors to Cape May County are return visitors.
- Average length of stay is 7 days
- Rental Income in Cape May County is \$1.75 Billion and represents 47% of NJ total rental income.
- \$70.2 million was generated in Occupancy Tax; Cape May County generated 24% or \$16.85 million.

Cape May County Analysis

Category	2007	2008	2009	2010
Accom	\$ 2,710,462,101	\$ 2,732,998,909	\$ 2,694,048,313	\$ 2,867,251,959
Entertainment	\$ 427,887,347	\$ 442,057,570	\$ 440,094,568	\$ 453,710,824
Food	\$ 1,048,680,656	\$ 1,026,974,544	\$ 1,024,382,300	\$ 1,066,424,117
Retail	\$ 986,147,494	\$ 781,329,503	\$ 800,437,215	\$ 840,827,972
Transportation	\$ 50,198,729	\$ 47,499,180	\$ 41,467,331	\$ 42,162,763
Grand Total	\$ 5,223,378,335	\$ 5,030,861,714	\$ 5,000,431,736	\$ 5,270,379,645
Accom		0.8%	-1.4%	6.4%
Entertainment		3.3%	-0.4%	3.1%
Food		-2.1%	-0.3%	4.1%
Retail		-20.8%	2.4%	5.0%
Transportation		-5.4%	-12.7%	1.7%
Grand Total		-3.7%	-0.6%	5.4%

Cape May County performed quite well during the Great Recession and has lead the way in recovery for the entire state of NJ
 Cape May's Accommodation spending has been lifted by the increase in rental property utilization in 2010.

Ken McGill, EVP, Vantage Strategy



The New Normal

As we recover from what has been called the worst recession since World War II, experts are finding one of the most noticeable after effects has manifested itself in the buying behavior of travel consumers. The spend (charge) and go customers we all knew and loved has dramatically disappeared. This change in consumer spending will force owners and managers to rethink old business plans and develop new models that will work in today's "new normal" vacation era. Value remains king; pricing, convenience and vacation experience reign supreme.

The travel consumer's habits are shifting by the hour; Americans have undergone a huge change in circumstances which transcends everyday activities as well as vacations. A recent Department of Tourism survey found that while 55% of respondents said their 2011 vacation plans to Cape May County did not change—a full 45% said they did. When asked how, 39% said they did not know, but were sure there would be some adjustments. With 4 out of 10 visitors not sure, this can create a "wild card" scenario across the board when it comes to vacation planning and spending. Discretionary spending is impacted daily with higher gas and grocery costs and that is only the beginning. In the same Department of Tourism survey, nearly 20% or 1 in 5 said they will spend less on vacation in 2011.

For those in the business end of the industry, flat was considered the "new normal" over the past two years. This was evident in the Vantage Strategy report, "visitation was up in 2010 and spending was down, this trend will likely continue." There is also a breaking point for each consumer; higher rates are not the answer to increased profits. Many consumers can't tell you what the magic number is, but when they see it they will know it. The key will be to get more visitors through your gate and/or buying your product. Travel shows have become one of the best one-on-one opportunities to talk to potential visitors and find out what is on the customer's mind. While it is always good to hear positive comments, it is far better to hear the negative ones. The top three concerns heard by our travel show employees in 2011 include, pricing, parking and minimum night stays. Some still comment on beach fees, but not one person mentioned the occupancy tax as a deal breaker.

The Internet continues to be an integral tool in the “new normal” world. More than 90% of today’s vacation planners are using the Internet to get information. The Internet has brought media to a global audience. The interactive nature of Internet marketing in terms of providing instant response and eliciting responses is a unique quality of the medium. Internet marketing is sometimes considered to have a broader scope because it not only refers to the Internet, e-mail, and wireless media, but it includes management of digital customer data and electronic customer relationship management (ECRM) systems. Internet marketing ties together creative and technical aspects of the Internet, including: design, development, advertising, and sales.

Internet marketing also refers to the placement of media along many different stages of the customer engagement cycle through search engine marketing (SEM), search engine optimization (SEO), banner ads on specific websites, e-mail marketing, and Web 2.0 strategies.

Understanding the marketing mix and targeting your customer will depend on:

- the target market and the channel of communication they are most receptive to
- the available budget
- the objective of the marketing – Is it to generate awareness? Or secure sales?
- the message being communicated

Television is the most effective medium to reach target audiences, however the average viewer is bombarded with thousands of messages per day. Message frequency is vital to hook the consumer, but many businesses do not have adequate advertising budgets to make a dent. Find out the best way to reach your customer and measure the results. It could be better to advertise in fewer places with more frequency and measured results, than to attempt to spread your advertising over a schedule that is not trackable and cannot measure a return on investment.

Vacation planners are doing more online research and the competition is stiff. Websites, keywords, search engine optimization (SEO), are easy and affordable ways to get your information into the hands of potential vacationers. *All advertising should drive customers to your website.* Your web address should be easy to remember—and not confusing. Having your name as part of your web address makes sense. If your website does not give customers what they are looking for within seconds, they will bounce to another site. Don't expect brand loyalty that has been slipping way for the past decade.

Also, along the "don't" lines is verbiage that is boring and generic. The consumer is aware that not everyone is "closest to the beach", or has "the best view" or "biggest pool." Keep your information accurate and concise. Price, amenities and value is what many are looking for within the first few seconds they are on your website. To help tell your unique story, link to a travel website and let other satisfied customers tell him or her about your property. Third party opinions are more believable, and remember they will most likely check anyway. But if you do offer options not found at other properties, such as discounts, late check-outs or specials, list them on your site, they could be the hook. Also, if the customer can't book their reservation from your site, you have potentially lost them, everyone is looking for fast and easy and done-in-one click works best for vacation planners. Many will still want brochures, maps and guide books; make sure you can provide additional information on your site about attractions, restaurants, special events and entertainment options. Finally, make sure you link to other sites that will enhance their vacation experience. You can't be all things to all people but by making it easier for them to find add on options will be appreciated.

Vacation planners are looking for experiences and unless you are an all inclusive resort, rarely are the accommodations solely the hook. Nearly 90% of visitors to the Jersey Cape are coming for the beach, if your website does not show an image of the beach, and talk about water activities; you can lose them to one that does. The new consumer is visual; they want to see people having fun and be able to imagine themselves at your property. They don't want to just a picture of a building. Also high on the list of visitors is quality of life issues such as family oriented, quiet, peaceful and relaxing. The more activities you show on your site, the longer

consumers will want to stay. Coupons, discounts and incentives will pique the travel planner’s interest. Make sure they offer real value.

Where do Cape May County visitors get their vacation information?

- ✓ Internet 26%
- ✓ Print Ads 20%
- ✓ TV/Radio 10%
- ✓ Family/Friends 27%
- ✓ Return 17%

“The post-recession vacationers are looking to save money out of necessity, not desire. There is anger and a loss of faith in brands – especially financial brands – that are seen to have behaved unethically. This is driving a more skeptical approach, a demand for more proof of good faith, attention to consumer ratings sites and more time spent on research” (*Mintel Report – 2011*). Now more than ever, websites must be accurate and reliable. Time is not a luxury for most travel planners, they are looking for information such as costs, amenities, experiences and value within seconds of landing on your site. If you don’t have that information, they’re on to the next site that will. Visitors are looking for “value-sized” options, in the area of packages, discounts and coupons.

The economy, Internet, weather, gas prices, air fares and political unrest are all changing the face of tourism. The consumer is downsizing, eating out less and driving shorter distances. This can work in our favor as we target customers within a “tank of gas away” from Cape May County. Families are key to visitor growth and in turn will generate increased spending in Cape May County. More than 65% of Cape May County’s visitors travel with children. Today’s parents are focusing vacation activities around children and are looking for options that include educational and cultural attractions.

At the top of the vacation “deal maker” list, and in line with cost and value, is the vacation “experience.” Businesses need to understand they are not only selling their product but also how it fits into the full experience. Consumers are behaving differently with respect to their attitudes toward value and loyalty. What was considered a great deal pre-recession could be totally off the table today. In the age of DIY, planners want the ‘do it yourself’ vacation itinerary that fits their lifestyle and they want it within a few clicks. “It is not necessarily so much about the location as it is about the experience offered. Expect that your customer is working with a smaller budget and looking for larger than life vacation experiences.” *Roger A. Brooks, Destination Development International (DDI)*

In today’s high stress, two-income, over scheduled families, vacations are still looked upon as a right rather than a luxury. However, the family travel planner is looking to avoid or minimize risk, if they are not confident that you can produce what they want, they will find another business that can, there are no “do-overs” in vacations. Many are rethinking their definition of product value, taking into consideration the cross between price and luxury. Shopping in general is less impulsive and more disciplined. Each buying decision will be measured to determine the difference between what they *want*, what they *need* and what they can *afford*. We will find a more debit vs. credit consumer mindset that does not want to pay for this vacation over the next 20 years. Many have taken a more simplistic approach to every aspect of their life. Vacation “experiences” will become even more important over luxury buying and self pampering. Take a look around, everyone is discounting and adding value to their vacation packages from Disney to cruise lines.

Couponing has become a large part of the “new normal.” Bargain shopping is a new sport among consumers and when it comes to vacation planning, its open season. Bargains and value will rule the decisions and guide the vacation planner. Don’t be surprised if your customers ask for coupons or discounts, be prepared to offer incentives or value added offers to keep existing customers and grow new ones. This is a trend and not a fad.

Visitors to Cape May County have indicated they will look for cost savings measures when and if available. They could be persuaded to adjust vacation dates if it can save them money. When it comes to spending; the new reality for today's consumers is that money really doesn't grow on trees. Just because they always came does not mean they will continue, especially if they can get the same experience elsewhere. Don't get voted off the island.

It's not all bad...there is a bright side; everyone eventually gets tired of being frugal. Impulse buying will occur if there is value and confidence in the product. "Recession fatigue manifests itself in spending on treats and splurges. There is a degree of skepticism, consumers are doubtful of sellers' claims and look for independent corroboration, often via networks of other consumers." (*Mintel Report - 2011*)

Travel websites such as TripAdvisor, is a perfect example of how the travel consumer is getting their information and giving and getting instant critiques. Remember, actual value and not perceived value will earn the trust of the new consumer. Be proactive and offer value before they ask and don't promise what you can't deliver. It will take a mere few seconds for that message to be sent out globally via mobile social media outlets. Keep this in mind, *if you make customers unhappy in the physical world, they might each tell 6 friends. If you make customers unhappy on the Internet, they can each tell 6,000 friends.* JEFF BEZOS

Are they coming?

Spiraling gas prices with no end in sight and traveler angst is a global concern in the tourism industry. How do visitors to Cape May County feel about those concerns and could it work in our favor? Close to home vacations continue to top the list of travelers. With more than 30 million people within a 300 mile radius of the region, will the "tank of gas" marketing campaign pay off? There was a day when we all lamented over not having an airport in Cape May County. With the concerns and hassles at airports, car travel is back in vogue. The road trip, with the cost of gas added, is still a value for family vacations.

The Cape May County Department of Tourism conducted a preseason survey in April to assess the effect of the recession and world conditions on vacation planning. A 12 question survey was e-mailed to a database captured on the tourism website. The response rate was 18% and the results were overwhelmingly positive. When asked if their plans would bring them to Cape May County, nearly 90% of the respondents answered "Yes."

Cape May County Pre-season Internet Survey (*April 2011*)

When asked if their vacation plans had changed for 2010

- 74% said No
- 26% said yes.

When asked if the recession had impacted or changed their vacation plans for 2011

- 55% said No
- 45 % said Yes

If you are planning a vacation, will your plans bring you to Cape May County, NJ?

- 89% said Yes.
- 3% said No.
- 8% were not sure.

Where are they staying?

- 50% hotel/motel
- 34% rental
- 7% campground
- 6% Visiting Friend/Relative
- 4% own 2nd home.

Survey says... "They like us!" - Customer Satisfaction

It's a great pleasure to report that Cape May County ranked as high or above average in all attributes measured. This clearly indicates the business community is doing a good job delivering on the promise of a great vacation experience. And the high satisfactory ranking also translates into a high rate of visitor return and first time visitor satisfaction. Can we do better? Of course we can, there is always room for improvement. Good customer service is a concern for everyone. I once saw a sign hanging on a business wall that said, "*if we don't take care of our customers, someone else will.*" With 127 miles of beachfront in New Jersey alone, and 86% of our visitors coming for the beach, customer services should be our number one concern. One bad experience has a trickle effect that can sour a person's opinion forever.

If the respondent was planning a trip to Cape May County, the survey asked if a vacation here rated well in the area of customer service, professionalism, quality of attractions and services, understanding customers' needs, sales staff, price, safety and diversity of attractions.

On a scale of 1 to 5, with 1 being well below average and 5 being well above average, visitors to Cape May County consistently rated their Cape May County vacation experience at upper end of "average and near above average" in every category with "quality of attractions" and services at "above average."

(The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses. 1= well below average, 2= below average, 3 = average, 4 = above average, 5 = well above average)

Customer Service	3.8
Professionalism	3.8
Quality of attractions and services	4.0
Understanding customers' needs	3.7
Sales staff	3.6
Price	3.6
Safety	3.8
Diversity of Attractions	3.7

Cape May County Visitor Profile *(Sent via email)*

Vacation decision makers

- Women 60%
- Men 35%
- No response 5%

Age

- 18 – 34 7%
- 35 – 44 16%
- 45 – 54 33%
- 55 – 64 24%
- 65 – plus 20%

Annual Income

- Under \$45K 17%
- \$45K - \$59K 16%
- \$60K - \$74K 13%
- \$75K - \$89K 17%
- \$90K or more 32%
- No response 5%

Employment

- Full-time 45%
- Part-time 4%
- Self-employed 4%
- Unemployed 2%
- Retired 30%
- Homemaker 8%
- Military 1%
- No response 4%

OMG - Social Media and the Internet's impact on marketing

The Internet has become one of the fastest growing research tools for vacation planners of all ages. The Internet has impacted tourism in the 21st century much the same way the automobile impacted tourism in the 20th century. More than 90% of vacation planners are using the Internet to gather information. The economy has created a more savvy research oriented consumer and technology delivers that research within seconds. The consumer wants information instantly and it must be accurate, timely and applicable. The more information they can get from one site, the easier it will be for them to seal the deal. If you have applied a metrics program to your website, keep an eye on your bounce rate, it will tell you if you are providing the information your customer wants.

Social media is changing tourism marketing in a big way and adding to the already crowded media mix. Social media is having a profound effect on tourism marketing, but it is not necessarily the best way to reach potential customers—not yet. Reaching your customer through social media can be cost effective and immediate; but, marketers need to know the trick to getting their message to the customer is “to deliver it in the format they want to receive it.” During the reign of the baby boomer and considering their impact on travel, the preferred way to get vacation information is still a mixed bag.

Facebook, created in 2004, has become the dominate social media trend that has crossed every age and socio-economic group from pre-teens to mature baby boomers. Facebook has penetrated every state in the US, where 30% of the nearly 630 million global users are located. Facebook users intersect three generations, with each using it at different levels and for different reasons. Travel information from upcoming events to new attractions is all part of the discussion on Facebook, but not exactly the driving force to get them to your door. Facebook can be used as a reminder of upcoming events or a start a thread about your business. However, be prepared that it can be a sounding board for those with a complaint and it is part of a worldwide network.

New technology and smart phones allow marketers to reach followers wherever and whenever within seconds. Facebook and Twitter bring with it new terminology and has spawned a new language that is not easy to keep up. Tweets and retweets keep the message moving globally. If you have a vacancy, running a sale or no lines at your gate, you can post it or tweet it and let your fans and followers know what is happening in real time.

For those new to Facebook, let's start with it's a word can be used as a noun or a verb, you can be on Facebook or you can facebook someone. It's a place where building a *wall* is a good thing and a "poke" every now and then lets your "friends" know you are thinking of them. If you're confused, there is help, just *Google*, "*Facebook for Dummies*" and you will find a guide and a glossary of terms to help you muddle through the process. Setting up a Facebook page is easy and there are directions, but if you don't know the terms, it could be a chore. A good rule of thumb would be to have a teen or twenty-something do it for you.

BTW, you may not be a *fan* any longer but you can *like* Facebook. Many of your *friends* are spending serious time on it, with the average user spending over 15 hours per month *posting* and *updating* their *profile* or adding *content* to their *wall*. You can reconnect with long lost friends or *find* new ones. You can *friend* someone if they send you a *friend request* and at times you might want to *quietly ignore* one or just *unfriend* them at a later date, it fairly easy to do. Use it to *invite* friends to your *events* or to keep them *updated* on new and exciting *news feeds* about your business, vacation or favorite activity. *Share* photos and *comments* to keep the *thread* going about whatever is on your mind. If you get my *message*, just *LOL* and join the rest of the world on Facebook.

Facebook.com average user facts and figures: *Source: facebook.com, pingdom.com*

- Average user has 130 friends on the site
- Average user sends 8 friend requests per month
- Average user spends an average 15 hour 33 minutes on Facebook per month
- Average user visits the site 40 times per month

- Average user spends 23 minutes on each visit
- Average user is connected to 80 community pages, groups and events
- Average user creates 90 pieces of content each month
- 200 million people access Facebook via a mobile device each day
- More than 30 billion pieces of content are shared each day
- Facebook users on mobile devices are twice as active on Facebook compared to non-mobile users
- Facebook generates a staggering 770 billion page views per month

Facebook Demographics *Socialmediatoday.com March 7, 2011 by Ken Burbary*

Facebook is not for kids anymore. While 45% of Facebook users are between the ages of 13 and 25; 55% are in the 26 to 64 age group. This fits perfectly with the profile of Cape May County's vacation planner and visitor. Facebook.com is the top destination site for the majority of online Americans.

- 28.4 million Facebook users are women between the ages of 26 – 44. (17% or 5 million more than men in the same 26 – 44 age group.)
- 36% of all Facebook users are between the ages of 26 – 44.
- 51% of New York population uses Facebook
- 46% of Pennsylvania's population uses Facebook
- 45% of New Jersey's population uses Facebook
- Global User Population: 629,982,480 – 30% are in the U.S.
- Fewer than 1 in 20 leisure travelers make a travel decision based primarily on research or feedback received from a social networking site.

Baby Boomers are into the digital age.

Will you still need me, will you still feed me, when I'm sixty four?

- The first Baby Boomer turned 65 on 1/1/11.
- 350,000 baby boomers will turn 65 every month for the next 10 years.
- Follow the money...Baby boomers continue to dominate vacation trends, account for 80% of all travel spending and control 70% of North America's wealth.
- Social media exploded in 2008 for Boomers with 47% using Facebook and increased to 62% in 2010.
 - > 13% use Twitter.
 - > 68% use the Internet for travel research
 - > 91% use email
 - > Boomers are 36% of the online users and 33% of the daily traffic.

Making your advertising dollars work harder

As we prepare for the 2011 summer season, as always, it will pay to follow the first law of marketing...know your customer...know your market. Target your customer and watch out for “lost geography” when advertising dollars are tight. In this economy, know there are deals to be made, don't reduce or eliminate your advertising in tough economic times; try to negotiate an affordable rate. Again, don't think you will make a better impact by spreading you advertising dollars around. Frequency is always the better option. We can't stress enough to drive all advertising to your website. If you can get them to your site you have a better chance to seal the deal. In today's hectic world, vacation planners are going online at all hours of the day and night. Follow up on every lead, there is nothing worse than being ignored.

Here are tips to help you get the best bang for your buck.

- Target your customer. Before you make any advertising purchase make sure that you are getting the correct demographic information and marketing to the customer that uses your product or service.
- Ask questions. Don't take anything for granted.
- Track your visitors. Make sure your marketing message is getting to your customers. More specifically, that you have proof targeted consumers are seeing your advertising.
- Don't make emotional buys or advertise in the same outlets because that is what you always did.
- Advertising venues need your business, they are feeling the crunch too. Make your advertising dollars do double duty, ask about a value-added Internet component to your print, radio and television ad buys.
- Don't attempt to put all your information in one message. Drive everyone to you website where you can expand your message.

Finding what works for you

- Determine your budget
- Know your product
- Target your audience
- Identify your marketplace
- Research your advertising outlet
- Make sure you advertising dollars are working for you.
- Track your response

Gauging Social Media's Value for Marketing *(Hotelmkteting.com April 20, 2011)*

If you've been wondering whether your social media marketing activities are worth the cost and effort, you're not alone. According to a recent issue of the Wanderlust Report, an online newsletter about marketing destinations, resorts and attractions, marketers are looking at the return on investment and questioning the true value of social media marketing.

"The early promises of social media marketing seemed almost too good to be true," said Mark Shipley, President and Chief Strategic Officer of Wanderlust. "It promised to level the playing field and help smaller destinations and those with limited budgets compete with the big brands."

Almost immediately, a new class of marketing intelligentsia appeared to announce the new world order. "Self-styled social media marketing experts preached that advertising no longer worked, that we should stop wasting money on advertising altogether and put all faith into social media, regardless of the lack of evidence that this would work," Shipley said.

"Some people bought this snake oil, willing to blindly trust an unproven channel simply because it was new, or viral, or free; which fit neatly into their new budgets," Shipley adds. Others took a wait and see approach, unwilling to jeopardize their business with untested, unmeasured channels. And another group put social media to work as part of a bigger strategic plan, supported by the same rationales and resources of their conventional media channels.

The next two years represented one of the great marketing experiments of our time, as social media was tried and tested, monitored and measured, and shaped to fit the business plans and visions of marketers around the world.

Sound strategies and best practices still work

"Today, it's clear that social media has not replaced advertising," Shipley continues, "but instead coexists quite peacefully with traditional media. Nor has social media leveled the playing field for most players. In fact, it appears the big guys – with strong brands and the support of big advertising budgets – have achieved some of the greatest successes in social media channels.

"We've explored social media marketing's potential and sought success stories and best practices we could put to use for our clients. The greatest challenge was to find direct, measurable results to prove social media marketing can deliver a viable return on investment," he explains.

The January 2010 issue of the Wanderlust Report, *Using Social Media in Destination Marketing*, reported on Queensland, Australia's highly successful "Best Job in The World" campaign. The big takeaway was that social is just one aspect of an integrated marketing

strategy, requiring traditional media spending for support and awareness. It's another tool in the marketing toolbox – and just like you can't build a house with one screwdriver, you can't build a successful, multichannel marketing plan with a Twitter feed alone.

So why is social media still the buzz of the marketing world?

“Even with its short comings, social media still holds promise and real opportunities for travel marketers. Having researched and experimented with social media, we have learned a great deal about its strengths and weaknesses as a marketing tool,” Shipley concluded.

Eco-Tourism or Responsible Travel is a big part of the “new normal”

Celebrating 20 years of Eco-tourism in 2010, nature based travel has become extremely popular with all visitors. We can't stress enough how important the “green” movement has become within the travel industry. Visitors to Cape May County and the region want to feel good about the environment and will patronize those businesses that are incorporating green practices and being more socially responsible when it comes to saving the planet. In the new economy, the consumer is looking at a simpler lifestyle and has made a serious shift in not only spending habits but also looking for ways to escape everyday stress and spend quality time with family and friends. Reducing their carbon foot print is a way to make travelers feel they are making a difference. People want to connect with the outdoors; they are using trails, lakes and parks, and attending outdoor events and festivals in record numbers. Being green makes sense and eco-travel continues to score high with vacation planners according to TripAdvisor.

- 47 % percent will take eco-friendly factors in to consideration, such as their carbon footprint or “green” hotel policies, when making travel plans in 2011.
- 20% expect to be more environmentally conscious in their travel decision and choices next year.
- Environmentally conscious travelers want a great vacation experience but do not want to destroy the planet in the process.

Nature based tourism is a \$522 million industry in Cape May County. Nature-based tourism in Cape May County generated \$2.3 million in sales taxes and nearly \$1 million in Occupancy taxes.

- 29.9% of the total land in Cape May County is used for nature base activities.
- Countywide, 54,511 acres of land is currently allocated for eco-tourism.
- Cape May Point has over half of its land in ecotourism resources.
- Nearly 35% of Stone Harbor's land is devoted to these uses.

2006 Center for Regional Business Development/ACCC

"Eco" is a fashionable label used widely in the tourism industry. It sounds appealing, but much of what is marketed as "eco" is simply conventional tourism with superficial changes. Many resorts and businesses claim to be "green friendly," it's important to understand that today's traveler knows the difference between "green" and "greenwashed." If you want to appeal to the "green" traveler and increase business your efforts must be sincere and tangible.

It is important to understand there are levels of being "green." Determine the level you can provide in your business and ask the professionals in your area for guidance. If your customer is looking for "green travel" it is a good idea to partner with other local "green" or nature-based businesses/organizations to enhance the vacation experience. Be sure to make that information accessible on your website or brochure. You have to work at it, start by identifying travel trends of "green" travelers and find like activities in your region that might be of interest. Often those interested in nature are also interested in history and the arts.

Also, it is up to you to make sure your partners are practicing what they're advertising. Work with regional nature-based attractions, and share ideas and information about how your business partners/organizations can profit from being "green." Make available to your partners and their staff "eco" training and/or check lists. If you

are not aware of the birding and nature-based activities in this region, there are many organizations that can help.

“Keep in mind, today’s visitor is looking for enhanced experiences that allow them to participate in a range of activities they would not find at home or in other vacation destinations.” Roger A. Brooks, DDI

- Local nature groups provide programs and events that can be packaged into a weekend or longer. Look for eco-friendly partners who can provide lodging and meals.
- As a hotelier, restaurateur or retail outlet, work with the experts who are providing nature based programming and offer your services.
- Understand the eco opportunities and timing of the events that are available in your area. (Spring/fall migration, fall foliage, growing seasons, scheduled workshops, etc.)
- Visitors are not always looking for discounts, but more often looking for value.
- See if pertinent information can be supplied in other languages.

Green travelers are looking for:

- > Waste reduction
- > Recycling
- > Energy efficiency
- > Water conservation
- > Wastewater management
- > Air quality
- > Wildlife and landscape management

And can also include:

- > Employing local people
- > Buying locally grown and/or produced food & services

Travel Trends – National Travel Monitor

The demand for leisure travel continues to grow, but the manner in which Americans take vacations continues to change. The national trends listed can easily be applied to Cape May County.

The Yesawich, Pepperdine, Brown & Russell/Yankelovich Partners National Travel Monitor is an annual study of a nationally representative sample (1,882) of active leisure travelers in the United States. Widely regarded as one of the most accurate barometers of the travel habits and intentions of Americans, the survey is now in its 16th year.

Upbeat outlook

One-third of leisure travelers anticipate taking more trips in the coming year, versus 26% who state they are likely to take fewer trips. Four in ten say they will take the same number of trips during the year ahead.

Vacation variety

The most popular type of vacation remains visiting friends and relatives (56% of leisure travelers), followed by beach or lake vacations (27%), general sightseeing vacations (21%), urban or city vacations (15%), cruise vacations (12%), camping and hiking vacations (12%), and theme park vacations (11%). Less than one in ten American leisure travelers took a gambling vacation (9%), while only 2% took a golf vacation.

Keep it short

Short getaways of four nights or less (including a Saturday night stay) remain the most popular vacations and represent over half of all vacations taken by Americans last year.

Busy, busy, busy

One out of four adult leisure travelers is planning to take fewer vacations this year. When asked why, the most frequently cited reasons were an inability to get away from one's job, projects at home and the strained condition of the household budget.

Side by side

The established trend of traveling with a spouse or another adult without children continues to prevail, with six in ten vacationers reporting having taken at least one such trip last year. Travel with children continues to grow, however, with over three in ten adults reporting at least one family vacation with children. Vacations for One also continue to grow as the incidence of single-person households continues to rise.

Quiet, please

Cited as very/extremely influential when selecting a hotel or resort is a preference for quiet or soundproofed guest rooms, along with noise reduction windows and walls.

Give me my points

Frequent flyer miles are of great interest to leisure travelers, with almost half now participating in airline-sponsored programs (three out of ten participate in hotel frequent stay programs).

Hear it from a friend

Word of mouth referrals continue to be the most trusted source of information about travel. More than 80% of leisure travelers state they are extremely confident in the recommendations of friends and relatives. But online reviews and blogs are increasingly popular sources of information for consumers: fully four out of ten leisure travelers now report reading online reviews of both suppliers and destinations.

Looking and booking online

The majority (66%) of leisure travelers who are airline and hotel users now go exclusively to the Internet when planning a future vacation, while 57% report making reservations online. These numbers underscore how quickly consumers have embraced this new medium since 2000, when only 35% of leisure travelers used the Internet to plan travel and just 18% actually made a reservation online.

TripAdvisor – what’s not to like???

Cape May County Department of Tourism advertised on TripAdvisor in 2010 and partnered with the Greater Cape May Chamber of Commerce in 2011. Response has been excellent with comments primarily positive.

Eleven years ago, in February 2000, Co-Founder and CEO Stephen Kaufer started TripAdvisor with the ambition of creating a site to help travelers plan and have the perfect trip, with reviews written by and for real travelers.

TripAdvisor, today the world's largest travel website, now has 45 million reviews and opinions, with 23 new contributions posted every minute. Five million reviews and opinions have been added since October 2010.

To coincide with the growth in content, TripAdvisor has expanded its global reach. Since the beginning of 2010, sites have launched in Argentina, Greece, Indonesia, Russia, Korea, Singapore, Thailand, Australia, Norway, Poland, Taiwan and -- most recently -- Malaysia. TripAdvisor now operates in 29 countries and is available in 20 languages.

"TripAdvisor continues to experience remarkable growth because travelers the world over find exactly what they're looking for on the site: a wealth of travel-planning tools and the reviews and opinions of millions of other travelers, including their own friends," said Kaufer. "Since our launch over a decade ago, we have expanded not only our travel-planning features to include Flights, Vacation Rentals, attractions, and so on, but we have also expanded our global reach to nearly 30 countries."

A recent TripAdvisor survey of more than 2,100 U.S. respondents reveals that 68 percent are planning a beach vacation in 2011. From Turks and Caicos, to the Jersey Shore, top beach spots around the world were ranked based on millions of reviews and opinions from travelers. The results didn't come as a surprise to many locals and Jersey Cape visitors, Cape May County beaches and boardwalks have received recognition by many top travel organizations.

TripAdvisor's 2011 Traveler's Choice

TripAdvisor, the world's largest travel site announced the results of its inaugural 2011 Travelers' Choice Beach Awards. Top beach spots were named in the U.S., Europe, Asia, Canada, the South Pacific, the Caribbean and Mexico, and Central America. The results are as follows:

Travelers' Choice Beaches Award-winning World Beach Destinations:

1. Providenciales, Turks and Caicos
2. Boracay, Philippines
3. Palm/Eagle Beach, Aruba
4. Negril, Jamaica
5. Tulum, Mexico
6. Myrtle Beach, South Carolina
7. Seven Mile Beach, Grand Cayman
8. Punta Cana, Dominican Republic
9. **Cape May, New Jersey**
10. Santa Teresa, Costa Rica

Travelers' Choice Beaches Award- winning U.S. Beach Destinations:

1. Myrtle Beach, South Carolina
2. **Cape May, New Jersey**
3. Panama City Beach, Florida
4. Miami Beach, Florida
5. Sanibel Island, Florida
6. Clearwater, Florida
7. Honolulu, Hawaii
8. Captiva Island, Florida
9. Poipu, Hawaii
10. Siesta Key, Florida
11. San Diego, California
12. **Wildwood Crest, New Jersey**

Cape May County continues to be an "IT" destination. The resorts, beaches and boardwalks in Cape May County are earning top billing in many national and international "top ten" listings. Recognition by reputable travel magazines and websites will generate high interest of travel planners as well as travel journalists. The Travel Channel website listed both Cape May and Ocean City among best beach and best boardwalk for 2011.

Top 10 Boardwalks in US

Head to these American boardwalks for pure, unadulterated summer fun

By ShermansTravel Editorial Staff ShermansTravel.com

- 1. Atlantic City, New Jersey
- 2. Coney Island, New York
- 3. Kemah, Texas
- 4. Mission Beach, California
- 5. Ocean City, Maryland
- 6. Rehoboth Beach, Delaware
- 7. Santa Cruz, California
- 8. Venice Beach, California
- 9. Virginia Beach, Virginia
- **10. Wildwood, New Jersey**

Disney's Family Fun

Best Beach Vacation: **Ocean City, New Jersey**

Travel Channel Best US Boardwalks

Beach Shops, Amusements, Bars and Bites by the Sea

by K.C. Summers

A day at the beach just isn't complete without a trip to the boardwalk. Whether you jog, saunter, roller-skate or bike, hanging out on the boardwalk is a time-honored way to experience classic seaside pleasures: vinegar fries and salt-water taffy, carousels and roller coasters, flip-flops and T-shirt shops ... did we mention the vinegar fries?

Of course, not all US boardwalks are shrines to kitsch. There are also genteel promenades lined with tasteful retail establishments, and rustic paths where the only sounds come from crashing waves. We love them all.

Here are 6 of the best.

- Hollywood Beach Boardwalk, Hollywood, Florida
- Wailea Oceanfront Boardwalk, South Maui, Hawaii
- Coney Island Boardwalk, Brooklyn, New York
- Santa Cruz Beach Boardwalk, Santa Cruz, California
- Ocean City Boardwalk, Ocean City, New Jersey**
- Virginia Beach Boardwalk, Virginia Beach, Virginia

New Jersey's 2010 Top Ten Beaches – New Jersey Marine Sciences Consortium

1. **The Wildwoods**
2. **Ocean City**
3. Long Beach Island
4. Asbury Park
5. **Cape May Point**
6. **Cape May**
7. Island Beach State Park/Berkeley Township
8. Seaside Heights
9. **Sea Isle City**
10. **Avalon**

Top 10 US Beaches – Travel Channel

Visit the Best Beaches in America

by Jennifer Plum Auvil

Whether you're going doing "down the shore" or riding the waves in Hawaii, the beach is always a popular destination. Take a tour of the top 10 beaches in the US.

Manele Bay, Hawaii

Myrtle Beach, South Carolina

Nantucket, Massachusetts

Kauna'oa Bay, Hawaii

Clearwater Beach, Florida

Coronado, California

Cape May, New Jersey

Martha's Vineyard, Massachusetts

East Hampton, New York

Cape Hatteras National Seashore, North Carolina

Top Visitor Markets

New Jersey	28%
Pennsylvania	21%
New York	13%
Canada (PQ)	11%
Maryland/DC/VA	9%

72% of our visitors come from outside of New Jersey

Visitor Profile

- in 3 visitors stays 7 days or longer
- 78% are return visitors
- 1 in 5 are new to the destination
- 86% go to the beach
- 78% go to the boardwalk
- 75% go shopping
- 35% visit historic attractions
- 33% take eco/nature tours
- 63% travel with spouse and children
- 50% take 2 vacations annually
- 53% are between the ages of 34 – 55
- 50% have annual household income between \$75K - %150k

2011 Cape May County Visitor Survey

Mailed to 1000 randomly selected from visitor inquiry database – response 21%

1. Is this your first visit to Cape May County? Yes 22% No 78%

2. How long was your vacation in Cape May County?

1 day	6%	5 days	15%
2 days	11%	6 days	3%
3 days	15%	7 days	32%
4 days	11%	7 + days	7%

3. How many people travel with you?

Solo	2%	5 people	6%
2 people	31%	6 people	6%
3 people	22%	7 people	3%
4 people	21%	7+ people	10%

4. What was the most important factor in choosing Cape May County as your vacation destination?

1. Beaches	23%	8. Romantic	3%
2. Restaurants/Dining	8%	9. Quiet	5%
3. Shopping	8%	10. Historical Interest	7%
4. Night Clubs	<1%	11. Eco/Outdoor Activities	5%
5. Family Oriented	15%	12. Boardwalk	10%
6. Close to Home	7%	13. Tours/Organized Activities	2%
7. Value	5%	14. Other	<1%

5. Which Cape May County Resort was your vacation destination?

Ocean City	24%	Stone Harbor	4%
Sea Isle City	6%	The Wildwoods	29%
Avalon	7%	Cape May	30%

6. What was the most important factor in choosing your particular Cape May County resort?

a. Access to Beach	24%	h. Romantic	6%
b. Access to Boardwalk	9%	i. Quiet	7%
c. Access to Shopping	7%	j. Eco/Outdoor Activities	6%
d. Restaurants/Dining	6%	k. Historical Interest	5%
e. Family Oriented	14%	l. Other	1%
f. Close to Home	8%		
g. Value	7%		

7. What leisure activities did you participate in while vacationing in Cape May County?

a. Beach	86%	h. Surfing	4%
b. Boardwalk	78%	i. Night Clubs	7%
c. Fishing	21%	j. Parks	19%
d. Shopping	75%	k. Zoo	32%
e. Boating	17%	l. Birding	21%
f. Special Events	22%	m. Eco/Nature Tours	33%
g. Golf	11%	n. Historic Tours	35%
		o. Atlantic City	22%

8. Did you visit the other Cape May County resorts while on vacation, such as;

- | | | | | | | | |
|------------------|-----|-----------------|-----|------------------|-----|--------------------|-----|
| 1. Ocean City | 38% | 3. Avalon | 22% | 5. The Wildwoods | 44% | 7. Other | <1% |
| 2. Sea Isle City | 18% | 4. Stone Harbor | 23% | 6. Cape May | 46% | 8. No other resort | 15% |

9. How many years have you been coming to Cape May County for your vacation?

- | | | | | | | | |
|--------------------|-----|------------|-----|-------------|----|-------------|-----|
| 1-5 years | 32% | 6-10 years | 11% | 11-15 years | 6% | 16-20 years | 14% |
| More than 20 years | 37% | | | | | | |

10. Where do you get you get the information that led you to choose Cape May County as your vacation destination?

- | | | | | | |
|-----------------|-----|----------------|-----|----------|-----|
| Print Ad | 18% | Radio/TV | 8% | Internet | 27% |
| Relative/Friend | 30% | Return Visitor | 17% | | |

11. Where did you stay while on vacation in Cape May County?

- | | |
|---------------------|-----|
| 1. hotel/motel | 46% |
| 2. B & B | 8% |
| 3. Condo | 15% |
| 4. apt/house rental | 9% |
| 5. campground | 10% |
| 6. Family/Friend | 12% |

12. Who will travel with you? (Results reflex multiple trips with different travel partners.)

Spouse only	30%	Friend(s)	12%
Children only	3%	Extended Family	20%
Family (spouse & children)	62%	Other (solo)	<1%

13. How many vacations do you take each year?

1	28%	4	11%
2	50%	5	6%
3	11%		

14. What is your age group?

18 – 24	<1%
25 – 34	5%
34 -44	26%
45 – 55	27%
55 – 65	25%
65 +	17%

15. What is your annual household income?

Under \$25K	3%	\$100k - \$150k	21%
\$25K – \$35K	4%	\$150k - \$200k	7%
\$35K – 50K	16%	over \$200k	1%
\$50K - \$75K	19%		
\$75K - \$100K	29%		

The Second Homeowner

With 40% of all second homes in the state located in Cape May County, the second homeowner continues to be a driving force in the overall economic picture in Cape May County. In 2010, second home revenue increased to \$1.7 billion (\$100 million over 2009), representing the highest collected with 47% of the total statewide rental income. The trend for second or vacation rentals will continue to gain in popularity and will positively impact visitor spending in the county in 2011.

Second homeowners have already made an investment in the county, and for the most part are committed to that investment. Nearly 47% (48,355) of all the housing units in Cape May County are considered second or vacation homes. In some local resort communities upwards of 70% of the properties are considered second or vacation homes.

As we move forward, the appeal of the second home and or vacation home rentals will serve to support multi-generational travel, offering an affordable vacation option for a “home away from home” experience. Vacation planners are looking for value and find the choice of home or condo rentals are a way to help maintain the budget. Larger accommodations allow cost-conscious travelers to share the expenses and the experience of a vacation with family and friends. Baby Boomers are looking for the comforts and amenities found in condos and house rentals. Togethering is a growing trend among the Boomers who are looking for family vacations with the kids and grandkids and often the family pet.

The Department of Tourism’s April 2011 Second Homeowner survey indicates that 99% of second homeowners are planning a vacation to Cape May County this year. This is another good indication the economy is easing up and more people are willing to travel, and more importantly spend money. While they may be forced to take fewer and shorter vacations throughout the year, second-home owners are determined that they will take that

very important vacation to the Jersey Cape. For many, their second home affords them the option to take a vacation.

The April CMC survey found the second homeowner spends on average \$250 more per visit than the traditional visitor in food and entertainment. Shopping ranked second with 78% of the respondents saying they actively participate in shopping while staying at their second home. The good news for the retail sector is this number is up from 67% in 2009.

Not surprising, the beach ranks number one with 88% of the respondents citing it as important. Quality of life type activities, such as biking, golf, boating, birding and special events, also offer a huge appeal to the second homeowner. An interesting statistic revealed in the survey was that 54% of the second homes in the county are used for a family vacation home only. Another 41% use their second home as both a vacation home and income property, while 5% use their second home for investment only.

Second Homeowner Profile

- 56% of all second homeowners come from Pennsylvania
- 35% use their second homes during the winter months
- 1 in 5 have purchased their second home within the past 5 years
- 54% use their second home as a vacation home only
- 41% use their second home as a vacation home and rental property.
- 88% bought their second home because of the beach.
- 67% bought because Cape May County is family oriented
- 1 in 4 travel with Grandchildren
- Second homeowners spend on average \$250 more per visit than visitors.
- 76% are age 55+
- 46% have an annual hh income of \$75k or more.

2011 Cape May County Second Homeowner Survey

Survey mailed to 1000 randomly selected from our second homeowner database, response rate 17%

1. When do you use your second home in Cape May County

Spring	81%	Fall	80%
Summer	85%	Winter	35%

2. How many years have you owned your vacation home?

1-5 years	21%	16-20 years	11%
6 -10 years	26%	21-25 years	8%
11-15 years	16%	over 25 years	19%

3. How many times per year do you visit?

1-10	37%
11-20	30%
21-30	13%
30 +	20%

4. How do you use your second home?

Investment only	5%
Vacation home	54%
Both	41%

5. What were important factors in buying a second home in Cape May County?

Beach	88%	Quiet	27%
Boardwalk	38%	Water Activities	27%
Dining	31%	Natural Attractions	20%
Shopping	20%	Tours	11%
Family Oriented	67%	Historic Interest	14%
Close to home	29%	Other	8%
Romantic	6%		

6. What Resort is your vacation home located?

Ocean City	28%	Stone Harbor	11%
Sea Isle City	6%	The Wildwoods	31%
Avalon	11%	Cape May	13%

7. What leisure activities did you participate?

Beach	95%	Biking	65%	Atlantic City/Casinos	24%
Boardwalk	77%	Dining	72%	Night life	29%
Fishing	39%	Park/Zoo	54%		
Shopping	78%	Camping	<1%		
Boating	34%	Birding	21%		
Special Events	36%	Eco Outdoors	20%		
Golf	25%	Historic Tours	24%		

8. What other resorts did you visit?

Ocean City	49%	Cape May	63%
Sea Isle City	27%	Atlantic City	38%
Avalon	37%	Other	5%
Stone Harbor	41%	none	10%
The Wildwoods	44%		

9. How do you get your event and activity information?

Local Newspapers	79%	Visitor Centers	29%
Radio/Television	44%	Friends/Family	33%
Internet	34%	Other	8%

10. How many people travel with you on vacation?

1	10%	5	7%
2	18%	6 – 10	26%
3	14%	more than 10	10%
4	18%		

11. Who is most likely to travel with you?

Family (spouse & children)	76%	Friends	51%
Spouse only	27%	Grandchildren	27%
Children only	8%	Other	6%

12. Has the economy affected your vacation plans?

Yes 27%

No 73%

13. What is your age group?

18 – 24 0%

25 – 24 0%

35 – 44 3%

45 – 54 21%

55 – 64 40%

65+ 36%

14. Approximate household income?

Under \$25K <1%

\$25k - \$35k <1%

\$35k - \$50K 8%

\$50K - \$75k 11%

\$75k - \$100k 14%

\$100k - \$150k 32%

Cape May County Department of Tourism

The Cape May County Department of Tourism serves as the principal marketing arm for the destination of Cape May County, NJ, stimulating growth through leisure tourism development. The Department is fully-funded by the Board of Chosen Freeholders of Cape May County.

The department functions as an in-house advertising agency, under the charge of Freeholder liaison M. Susan Sheppard and Director of Tourism Diane F. Wieland, overseeing an umbrella multi-media marketing campaign targeted to potential and return visitors within a 300-mile radius. Wieland and a staff of three develop and manage an out-of-market advertising campaign, targeting primarily a drive market including Pennsylvania, New Jersey and New York as the top three visitor markets.

In 2010, the department processed more than 50,000 vacation packets via direct mail to visitor leads, 30,000 e-mail requests and more than 10,000 toll-free phone calls from visitors seeking information.

In 1983, the State of New Jersey combined Cape May and Cumberland counties together to form the Southern Shore Region Tourism Council. In 2006, the council, under the direction of Wieland, successfully applied for a Cooperative Marketing Grant from the State and was awarded the maximum of \$250,000 to market NJ's Southern Shore. In 2011, the current organization renamed the Southern Shore Region Destination Marketing Organization (SSRDMO) has successfully earned more than \$1.75 million in funding. As the SSRDMO, Cape May and Cumberland counties have created a public/private partnership managed by Wieland to market the region.

To date, the Cape May County Department of Tourism has received nine Excellence in Tourism Awards from the Department of State, Division of Travel and Tourism, and three Adrian Awards from the Hotel, Sales Marketing Association International (HSMIAI), among other honors.

Under the Direction of Wieland, the Department is responsible for:

- Leisure Marketing: targeted media placements in newspapers and magazines and TV commercials highlighting the beach, boardwalk and more. Creation and development of full color publications

and the maintenance of a permanent photo library works to brand Cape May County, NJ as a beach vacation destination. In 2011, Comcast has chosen Cape May County as a test location for its newest technology called Telescoping. This new invention will allow customers to view the Departments' commercials anytime just by the click of the remote.

- Website: manages the official destination website works to inform visitors and residents about tourism initiatives. A master schedule for special events provides businesses and organizations with a forum to directly reach the visitor.
- Communications: targeted press releases complement the advertising campaign and encourage publicity in the targeted marketplace. An e-newsletter designed to inform key stakeholders and media representatives is distributed on a quarterly basis.
- Research: a multi- multi-level research process to determine consumer behavior as it relates to vacation decisions the impact on Cape May County. The second home owner as a local consumer is also evaluated through survey research at the Department.
- Consumer Travel Show Cooperative: manages participation of the Department with regard to employees and collateral material in a 25 show schedule in the Mid-Atlantic States and Canada.
- Distribution: manages the distribution of the organization's official destination guide, *Southern New Jersey Vacationer*, at consumer travel shows, state-managed visitor centers as well as AAA offices in the targeted marketplace.
- Canadian Marketing Campaign: manages a full-service marketing campaign targeted to consumers in the Province of Quebec. The multi-media marketing effort includes advertising, public relations, brochures and a coupon book "*Passport To Savings*" produced in the French language to encourage visitor trips from Canada.

Speaker Bios

Lt. Governor Kim Guadagno was elected New Jersey's first Lieutenant Governor in November 2009. As Governor Chris Christie's running mate, she was sworn into office on January 19, 2010. In addition to serving as the Lt. Governor, Kim Guadagno serves as the 33rd Secretary of State

As Lt. Governor, Kim Guadagno has led the Christie Administration's efforts to improve New Jersey's economic vitality, to streamline government, and to make business feel welcome again in New Jersey. The Lt. Governor chairs the Red Tape Review Commission, which is engaged in an ongoing review and reform of the State's regulatory process. In her first year in Office, the state saw a 66% decrease in the number of proposed regulations over the same period the year before. Guadagno also operates the Business Action Center, which is a one-stop shop for business retention, attraction and expansion. Since it opened in the fall of 2010, center officials have spoken with thousands of businesses both in and out of New Jersey. That has led to 31,000 new jobs in the state and the retention of 20,000 more.

Lt. Governor Guadagno has been a lawyer for more than 28 years and began her career in public service as a federal prosecutor with the Organized Crime & Racketeering Strike Force in Brooklyn, New York. When she married a native of New Jersey, Kim Guadagno and her husband decided to move to Monmouth County to raise a family. At that time, Guadagno became an Assistant United States Attorney in Newark. As a federal prosecutor in New Jersey, she was awarded the nation's highest honor for her prosecutions of two separate corrupt public officials in New Jersey. After her federal service, Guadagno served as a ranking member of the State of New Jersey Attorney's General's Office.

Freeholder M. Susan Sheppard was elected to office in November 2010. Sheppard, an Ocean City resident, served as the 3rd Ward Councilwoman in the City of Ocean City from May 2008 until January 4, 2011. Sheppard served as Council President 2009 to 2010.

Sheppard is a 1988 graduate of Villanova University with a BS in Business Administration and a 1991 graduate of Widener University School of Law, Cum Laude.

Sheppard was an Associate in the law firm of Blank, Rome, Comisky & McCauley specializing in labor and employment law. She was the managing attorney for the New Jersey Offices of McCabe, Weisberg & Conway and served as an Assistant City Solicitor in Atlantic City. Currently, Sheppard runs her own law firm in Ocean City.

Sheppard is a former Trustee of Ocean City Free Public Library, where she was instrumental in establishing long range plans for the expansion of the Library. She is a religious education instructor for St. Augustine's Church, a volunteer sports coach for the Ocean City Recreation Department and a frequent volunteer for the Ocean City PTA.

Sheppard is married to Frank Faverzani and the mother of three school age children, Frank, Nora and Mark.

Assemblyman Matthew W. Milam represents the First Legislative District in the New Jersey State Assembly. The 1st District serves Vineland, Millville and Maurice River Townships in Cumberland County as well as all of Cape May County and Buena, Buena Vista and Somers Point in Atlantic County.

As a long time resident of Vineland, Matthew takes an active role in community involvement. His volunteer work reaches children and senior citizens. His efforts span not only Cumberland County, but citizens throughout the state.

Currently, he is a member of the Board of Directors for the Vineland YMCA, where he serves on the Finance Committee. Matthew uses his skills as business owner to make sure programs for children and adults alike are run efficiently and with the highest quality.

He is also the vice- chairman of the Cumberland County Economic Development Board, where he volunteers his time to enhance the quality of life for citizens of the county by promoting new industry and new jobs while maintaining the unique environment of the county.

As a member of the Dean's Development Council for the New Jersey Institute for Successful aging, Matthew contributes to keeping the institute's mission of enriching healthcare to the elderly of New Jersey and educating health care professionals in multiple disciplines relating to senior citizens.

Matthew is the current Chairman of Finance for Vineland's First United Methodist Church. Matthew also volunteers for his church's food bank and has been doing so for years.

Matthew joined his family owned business, the Foundry Service Corporation in 1981. In April of 2000, he was appointed president of Foundry Service, located in Vineland. As president, Matthew Milam is in charge of new and existing business development as well as general oversight operations. Presently, he also serves as vice-president of Miles and Company, a wholly owned affiliate of Foundry Service Corporation. Foundry Service Corporation has been located in Cumberland County since 1975 and was founded by Matthew's father, William F. Milam.

He is currently the Chairman of the Tourism and Arts Committee and a member of the Transportation Committee. Matthew Milam resides in Vineland with his wife and their two daughters.

Professor Donald Hoover is Associate Director of Fairleigh Dickinson University's International School of Hospitality and Tourism Management. In addition, he is Vice President of Placement Consulting with Gaming Hospitality Experts and has more than 20 years of experience recruiting talent in the hospitality and gaming sector. Donald holds a bachelor's degree from Indiana University of Pennsylvania and a Master's degree from Fairleigh Dickinson University. He is currently pursuing a doctoral degree in organizational leadership at Wilmington University.

Researcher Richard Higginson has more than twenty-five years of marketing and marketing research experience in numerous positions. Throughout his career, Mr. Higginson has led a wide variety of qualitative and quantitative research projects on topics including Attitudinal Research, Employee and Client Satisfaction, New Product Development and forecasting, and Sales Force Effectiveness. Rich has worked with a variety of small, medium and Fortune 500 firms. Mr. Higginson received his B.S. in Psychology from St. Francis College in PA and his M.A. in Applied Research and Evaluation in Psychology from Hofstra University in NY. His dissertation was titled *“The Effects of Group Size on the Quantity and Quality of Focus Group Results”*.

Director of Tourism Diane Wieland has served as the Director Cape May County Department of Tourism since 1996. Under her direction, the department has won numerous state and national tourism awards for innovative marketing and advertising programs.

Wieland has served on many local and state tourism boards and is currently the Chairperson of the Southern Shore Region Destination Marketing Organization. She recently served on the Governor’s Blue Ribbon Panel for the Development of Off-Shore Wind Turbines and the Governor’s Tourism Advisory Council.

She serves on the Board of the Cape May County Zoological Society, Naval Air Station Wildwood Aviation Museum, and is a member of the Executive Board of the NJDMO Association. Wieland is recognized for her tourism insight throughout the region and has served as a speaker at the New Jersey Governor’s Conference on Tourism, Delaware Tourism Conference and the Pennsylvania Convention and Visitor’s Bureau Conference.