

Linking Our Legacy to a New Vision



A Heritage Tourism Plan for New Jersey
Executive Summary | June 2010

A Vision for Heritage Tourism in New Jersey

Heritage Tourism is essential to the economic well being of New Jersey as travelers and residents visit heritage sites and towns to enjoy authentic, valued and engaging experiences that: **enhance the image of New Jersey as a desirable destination with a rich history that played a vital role in our nation's growth; improve the state's economy through visitor spending, and contribute to the stewardship and sustainability of New Jersey's unique historic, cultural and natural assets.**



ABOVE, top row, left to right: Springfield Presbyterian Church, Springfield (Wally Gobetz); Flemington (NJ Division of Travel & Tourism); Greenwood Gardens, Short Hills (Joy Yagid); center row, left to right: New Jersey History Fair (New Jersey Office of Information Technology); Delaware and Raritan Canal State Park (John R. Plate); Normandy Inn, Spring Lake (NJ Division of Travel & Tourism); bottom row, left to right: American Labor Museum, Paterson (Wikimedia Commons/Dmadedo); Garden State Discovery Museum, Cherry Hill (NJ Division of Travel & Tourism); Cape May Lighthouse (Michael McCormick). ON THE COVER, top row, left to right: Burlington (NJ Division of Travel & Tourism); Old Barracks Fifes and Drums, Trenton (Old Barracks Museum); Haddonfield (NJ Division of Travel & Tourism); Center row, left to right: Spring Lake (NJ Division of Travel & Tourism); Ellis Island National Monument (Paul Fontana); Meadowlands Environmental Center (NJ Division of Travel & Tourism); Bottom row, left to right: Lucy the Elephant, Margate (Wikimedia Commons/ Dtcddthingy); Jenkinson's Aquarium, Point Pleasant Beach (NJ Division of Travel & Tourism); Ballantine House, Newark (Newark Museum).

Message from the Chair

On behalf of the members of the New Jersey Heritage Tourism Task Force, I am pleased to present the *New Jersey Heritage Tourism Master Plan*. This plan is the result of intensive work by the Heritage Tourism Task Force and numerous partners who are committed to making heritage tourism an even more vital part of our state's third largest industry—tourism.

New Jersey has many splendid heritage tourism destinations—such as Cape May, Lambertville and Ellis Island—whose visitors come to experience historic sites as well as natural and cultural offerings. Morristown and other cities have developed and market New Jersey's military and industrial heritage. Additionally, the Crossroads of the American Revolution National Heritage Area will encourage tourists to discover Revolutionary New Jersey.

National travel trends indicate the economic benefits New Jersey can generate with a strong heritage tourism program. A 2009 national travel study reveals that 78% of all U.S. leisure travelers participate in cultural and/or heritage activities while traveling, translating to 118.3

million adults each year. The economic impact is clear: cultural and heritage travelers spend an average of \$994 per trip compared to only \$611 for other leisure travelers. Collectively, cultural heritage travelers contribute more than \$192 billion annually to the U.S. economy.* New Jersey must tap into this economic opportunity.

We propose the formation of a New Jersey Inter-agency Heritage Tourism Council to provide leadership and create a statewide system of partnerships. The council would link state agencies, destination marketing organizations, heritage and cultural organizations, historic sites, communities and other partners to forge a unified approach to heritage tourism development.

By preserving our historic sites and telling the stories of our state's past, New Jersey will enjoy the rewards of heritage tourism by generating increased revenue as we welcome more visitors. We are asking our legislators to revisit the formulas used to fund tourism, history and the arts through the hotel/motel tax and to invest considerably more in our state's third largest industry.

All the members of the New Jersey Heritage Tourism Task Force and I look forward to working with each of you as we make New Jersey a premier heritage tourism destination.



"Working in tandem with casinos, arts, culture and the Jersey shore, heritage tourism is vital to the future of our State's tourism industry."

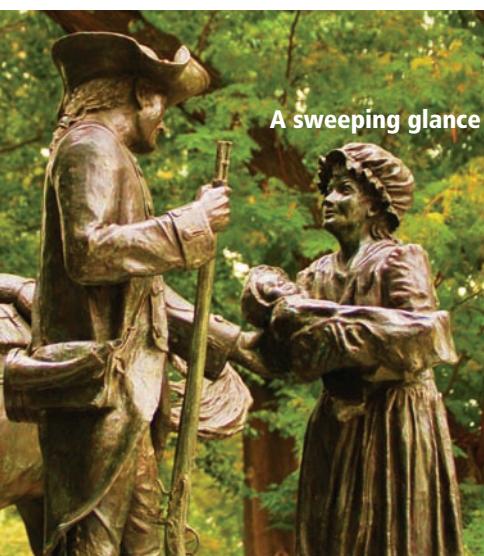
DON MARRANDINO
President, Eastern Division,
Harrah's Entertainment

Monmouth Battlefield
State Park (Kevin Abato)

(*The Cultural and Heritage Traveler, 2009 Edition*, Mandala Research, LLC; Study commissioned by National Trust for Historic Preservation, U.S. Cultural and Heritage Tourism Marketing Council and U.S. Department of Commerce.)

Cathleen R. Litvack
Chair, New Jersey Heritage Tourism Task Force

New Jersey's History: A Legacy to Keep, A Story to Share



A sweeping glance

across New Jersey's history leaves the firm impression of a state rushing to meet its destiny. Though small in size, a mere 220 miles long by 70 miles across, New Jersey has had a major impact in shaping just about every aspect of America's evolution.

Striding across the pages of New Jersey's history are such pivotal figures as George Washington, Walt Whitman and Thomas Edison. Events that transformed the nation loom large in New Jersey's past, from the Revolutionary War and creation of a new nation in the 18th Century to inventions and new kinds of production during the Industrial Revolution of the 19th Century, and the 20th Century's cultural shifts toward the growth of suburbs, an increasingly diverse population and the emergence of vacation treks to appealing New Jersey destinations.

*The Green, Morristown
(Ari Hahn)*

In the wake of these history-makers and culture-shapers is the tangible evidence of New Jersey's unique legacy. New Jersey's history is encased in its tranquil small towns, vibrant urban centers and along scenic byways and within heritage areas. Here, revitalized downtowns, museums, heritage trails, hundreds of historic sites and a multitude of special events and programs preserve the built environment and tell the state's engaging stories.

New Jersey's remarkable history, the many places that tell these stories and the commitment of numerous partners position the state to develop a heritage tourism program which will attract visitors, stimulate the state's economy and contribute to residents' quality of life. And perhaps most important, we have the opportunity to fully interpret New Jersey's place in the annals of American history.

Heritage tourism is... traveling to experience the places and activities that authentically represent the stories and people of the past. It includes historic, cultural and natural resources.

National Trust for Historic Preservation's definition of heritage tourism

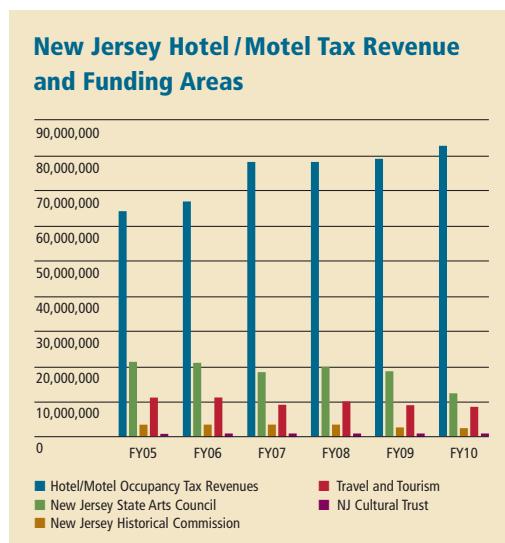
How does New Jersey support and fund heritage tourism?

As interest in heritage tourism and competition for visitation has increased in the past decade, New Jersey's investment in tourism has declined. In 2003, legislation was enacted to impose a 7% Hotel/Motel State Occupancy Tax for New Jersey lodging establishments. After July 1, 2004, the fee was reduced to 5%. A lower tax was approved for cities that already had a local occupancy tax: Newark, Atlantic City and Jersey City (1%) and the Wildwoods (3.15%).

In fiscal year 2004, the New Jersey Legislature allocated a portion of revenues generated from the tax to support four funding areas and set statutory minimums:

■ New Jersey Council for the Arts	\$16,000,000
■ New Jersey Historical Commission	\$ 2,700,000
■ New Jersey Division of Travel and Tourism	\$ 9,000,000
■ New Jersey Cultural Trust	\$ 500,000

Even with the economic downturn, tax collections increased to \$85 million in FY10 from \$65.1 million in FY05. However, support for the four designated funding areas has stayed the same or decreased. Revenues have instead been directed to the state treasury for use in the general fund. In FY10, all four focus areas were funded at levels below the statutory minimum:





Morris County Actively Promotes Historic Attractions



*Ford Mansion,
Morristown National
Historical Park,
Morristown
(Daniel E. Beards)*

- Support for the New Jersey State Council on the Arts fell below the poison pill level to \$14,440,000—a shortage of \$1,560,000.
- Support for the New Jersey Historical Commission fell below the poison pill level to \$2,480,000—a shortage of \$220,000.
- Support for the New Jersey Division of Travel and Tourism fell below the poison pill level to \$8,000,000—a shortage of \$1,000,000.
- Support for the New Jersey Cultural Trust fell below the poison pill level to \$466,000—a shortage of \$34,000.

How does New Jersey support the preservation of historic resources and the development of new heritage tourism products?

The state of New Jersey supports the preservation of historic resources in two primary ways:

- 1) Ownership of 50 historic sites and 51 parks preserved and managed through the New Jersey Division of Parks and Forestry.
- 2) Grant programs and technical assistance through the New Jersey Historical Commission, New Jersey Historic Trust, New Jersey Cultural Trust and New Jersey Scenic Byways Program. Technical assistance is also provided by the

Morris County's Destination Marketing Organization uses limited financial resources strategically to promote the area's history. The plan showcases four National Historic Landmarks to show trends in the nation's development and to connect the sites to current issues. The DMO has reached visitors through national magazines like *Preservation* and *American Heritage*. Morristown was named one of the National Trust

for Historic Preservation's Dozen Distinctive Destinations in 2002—the only New Jersey community to be awarded that designation as of 2010.

Morris County's National Historic Landmarks:

- Villa Fontana—Home of 19th century political cartoonist Thomas Nast.
- The Stickley Museum at Craftsman Farms—1911 estate of designer Gustav Stickley.
- Morristown National Historical Park—Established in 1933 as the nation's first National Historical Park.
- Historic Speedwell—Tells the story of the birth of the American Industrial Revolution.



25th Avenue
Amusement Pier,
Wildwood
(NJ Division of
Travel & Tourism)

New Jersey Historic Preservation Office and New Jersey Department of Community Affairs. Grant and technical assistance requests to these agencies always exceed available resources.

What is New Jersey's commitment to tourism promotion?

For many years, New Jersey has struggled with challenges in tourism promotion, including leadership, funding and a focused branding strategy. In 2007, the New Jersey Division of Travel and Tourism was relocated to the New Jersey Department of State. This placed the tourism division in the same department as the New Jersey Cultural Trust, New Jersey Historical Commission and New Jersey State Council on the Arts. A new system was developed to recognize 19 Destination Marketing Organizations (DMOs) as partners in promoting the state. In 2009, 15 DMOs received grant funding from the tourism division.

There are currently no incentives to encourage a DMO to focus on heritage tourism. Of the 15 DMOs which received promotional grant funds only six—Trenton, Princeton, South Jersey, Southern Shore, Morris County and Somerset County—are actively engaged in heritage tourism.

How will the plan develop a statewide heritage tourism program?

The plan will focus on achieving this mission: New Jersey's heritage sites and places provide quality educational programming, activities and experiences that attract residents and visitors of all ages to spend time and money in the state. In partnership with the tourism industry, government agencies, civic groups and the private sector, heritage sites offer compelling experiences that tell the stories of New Jersey's past, demonstrate the relevance and importance of the state's heritage today, and provide a foundation for future generations.

New Jersey Heritage Tourism Master Plan Strategies

This plan includes four key strategies. Each strategy begins with an answer to the question “WHY IS IT IMPORTANT?” Activities answer the question “WHAT SHOULD BE DONE?” The success of the partnerships formed through the plan’s implementation will ensure a strong heritage tourism program emerges to help heritage tourism thrive in New Jersey.

Develop a management and partnership system to support and advocate for New Jersey's heritage tourism industry.

- Develop an advocacy network.
- Create a New Jersey Inter-agency Heritage Tourism Council.
- Coordinate support between state, county and municipal agencies.
- Expand and leverage resources for New Jersey's Heritage Tourism Program through key partnerships.
- Increase revenues from Discover NJ History license plates.
- Implement a performance evaluation system.
- Invest in visitor amenities, interpretation and visitor programs.
- Revisit hotel/motel tax formulas to increase funding for tourism, history and arts.

Develop heritage products and infrastructure.

- Provide guidance and technical assistance to heritage sites.
- Build a strong network of historic sites.
- Help sites get ready for visitors.
- Support implementation of New Jersey's Wayfinding Master Plan, developed by Celebrate NJ.
- Develop a statewide historical marker program.

Enhance the state-owned heritage sites as centerpieces for heritage tourism.

- Survey and assess state-owned sites for visitor readiness.
- Establish a Foundation or Trust.
- Improve heritage tourism marketing with increased funding.
- Increase historic site and park staffing and provide additional training.
- Develop new interpretive programs.
- Build and sustain meaningful partnerships.

Build a strong marketing network.

- Build community pride and encourage local involvement and engagement.
- Encourage communities to host Staycation campaigns.
- Create a statewide Doors Open program.
- Encourage and support heritage education programs.
- Develop a Community Heritage Tourism Toolkit.
- Assign a staff member as heritage tourism coordinator in the New Jersey Division of Travel and Tourism.
- Use interpretive themes for promotions.

The Strategies



Cape May Extends Tourist Season with Historic Sites

Emlen Physick Estate,
Cape May
(Megan Cannistraro)



Develop a management and partnership system to support and advocate for New Jersey's heritage tourism industry

Why is it important?

Time...money...resources...staff...expertise... everyone has some of these but no one has enough of any of them go it alone in creating a successful statewide heritage tourism program. It takes the involvement and commitment of many players—historic sites, heritage destinations, tourism bureaus, businesses, cultural organizations and others—to tackle the extensive “to do” list.

What should be done?

- New Jersey's advocacy begins with an **Inter-agency Heritage Tourism Council**. The New Jersey Heritage Tourism Task Force proposes an Executive Order that changes the committee into an inter-agency council. The council's formation is a key first step to connect all of the state's agencies and organizations that work on some aspect of heritage tourism to create a unified statewide program. The Council will:
 - Include cabinet level officials or designated staff.
 - Include state agencies and nonprofit organizations represented on the Task Force.
 - Be housed in the New Jersey Historic Trust within the Department of Community Affairs.
 - Be funded by the New Jersey History License Plate Fund.
 - Reach out to communities to create a system of advocates across the state.
 - Revisit hotel/motel tax formulas to increase funding for tourism, history and arts.
- A staff person will be designated as the **heritage tourism liaison** in the New Jersey Division of Travel and Tourism, New Jersey Historical Commission, New Jersey Historic Trust, New Jersey DEP/Natural and Historic Resources and New Jersey Network.

Partners in Heritage Tourism

- Destination Marketing Organizations (DMOs)
 - New Jersey Division of Travel and Tourism
 - New Jersey Travel Industry Association
 - NJ Hotel and Lodging Association
 - Bed and Breakfast Innkeepers Association of New Jersey, Inc.
- NJ Restaurant Association
- History Community
- Cultural community
- Conservation community
- Universities and colleges

- **Advocacy to governing agencies** will be enabled by conducting a study that evaluates the economic impact of heritage tourism in New Jersey, producing an annual “state of heritage tourism” report and creating a speakers’ bureau and presentation on heritage tourism.



- Increasing sales of **Discover NJ license** plates will provide funding for the New Jersey Heritage Tourism Inter-agency Council to support the plan's implementation. Activities include special promotions such as sales competitions, creation of a History Passport program, placement of brochures in all state parks, the turnpike and parkway rest areas, and ad placement in magazines and Web sites.
- **Engaging New Jersey's travel industry** encompasses many activities, including meetings with DMOs, educational resource development, cooperative marketing, promotional packages, New Jersey-themed product development (specialty foods and

In Cape May, heritage tourism has successfully expanded the traditional 12-week beach resort tourist season. Almost 300,000 visitors a year tour the town's three restored historic sites (the 1879 Emlen Physick Estate, the 1859 Cape May Lighthouse and the World War II Lookout Tower), take an array of community history tours (on five trolley buses, by boat and walking through historic interiors) and participate in a year-round schedule of special events.

"When organizations provide compelling public programming they demonstrate the institutional brand message as well as the institution's relevance toward meeting the needs of the community."

MEME OMOGBAI
Chief Operating Officer
Newark Museum



Newark Museum: Programming Attracts New Visitors



Newark Museum,
Newark
(Newark Museum)

Public programs at the Newark Museum are designed to supplement the exhibit offerings within the museum's galleries and function as an extension of the institution's mission. In February 2010, the museum promoted Black History Month on Facebook and Twitter. February began with 1,795 Facebook fans and ended with 2,149 fans, with a total of 354 people joining the site's page. Every year the Museum attracts thousands of attendees to its annual film festivals, concert series and family festivals. In 2009, a record audience of 8,500 attended Dinosaur Day, a family festival which enhanced the nature science gallery's on-site learning. These events create unique windows of opportunity as the limited time when they are offered create a sense of urgency to visit the museum.

merchandise), enhanced interpretation at parks and recreation areas, creation of inventories and evaluation of the impact of heritage tourism.

- **Success in developing a heritage tourism program will be measured** by identifying performance measures to be tracked, collecting baseline information and developing a collection process that evaluates program operations, economic impact and visitor satisfaction.
- **Enhanced technical assistance and refocused grant making** will benefit heritage sites. Activities include training in fundraising, adding a heritage tourism category to existing state grants for the New Jersey Historical Commission and New Jersey Division of Travel and Tourism, and seeking new funding resources for historic sites.
- **Revisiting the distribution of hotel/motel tax funds and seeking new sources of revenue** will be essential to supporting the development of New Jersey's historic sites.

Develop heritage products and infrastructure

Why is it important?

Task Force members and other stakeholders pointed to the current visitor experience at many New Jersey historic sites as a key concern. An average of 52% of stakeholders at the 2009 public meetings rated "provide guidance and technical assistance to heritage sites" as the plan's top priority—the highest average ranking of any activity.

What should be done?

- **Technical assistance programs** to focus on interpretive planning, new interpretive techniques, finding funding and recruiting volunteers. Training will be sought from the National Association of Interpretation, American Association of Museums and American Association for State and Local History. Other assistance includes heritage tourism sessions at the Governor's Conference on Tourism and at preservation conferences, and developing communication templates for elected officials, members, funders, residents, sponsors and partners.

What are cultural heritage travelers looking for?*

- 40% experienced local cuisine
- 39% visited historic sites
- 39% explored small towns
- 38% visited state/national parks
- 34% took a self-guided walking tour
- 33% visited historic buildings
- 32% shopped for local arts and crafts
- 31% visited history museums/galleries
- 28% visited art museums/galleries
- 25% visited natural history museums/centers

*The Cultural and Heritage Traveler, 2009 Edition

- **Building a strong communication network** will help historic sites share operational expertise and advocate for the sites' needs. Activities include developing a communications system, hosting an annual planning meeting for historic site managers and creating a mentoring program for historic site managers, staff and heritage destinations.

- **Identifying "Visitor Ready" sites** and providing assistance to help other sites become visitor ready. Visitor readiness is based on three criteria:
 - Sites that are open to the public during regularly scheduled hours, with a preference for weekend hours of operation.
 - Sites that are actively promoted as tourism attractions.
 - Sites that support one or more of the six statewide heritage themes or providing programming related to that theme(s).
- *The State of New Jersey Wayfinding Master Plan*, developed by the nonprofit organization **Celebrate New Jersey**, outlines a system to provide directional highway signage across the state. (<http://public.celebratenj.org/>) The New Jersey Inter-agency Heritage Tourism Council will work

Themes Guide Heritage Tourism Development

The Contours of New Jersey History: An Essay on Context for the Heritage Tourism Master Plan provided an overview from which six themes were created. Themes will be used in historic site interpretation, the statewide historical marker program, heritage education curriculum and tourism promotions.



New Jersey in Conflict

New Jersey's pivotal role in the Revolutionary War began a military tradition that continues today.

EXAMPLES

- WW2 Fire Control Tower #23
- Monmouth Battlefield State Park
- Battleship New Jersey, *at left*
(photo: Susan Kane)
- Fort Hancock



New Jersey at Work

Industry and creative innovation shaped New Jersey and helped transform the world.

EXAMPLES

- Edison National Historic Site
- Delaware & Raritan Canal
- Batsto Village, *at left* (NJ Division of Travel & Tourism)
- Oxford Furnace



New Jersey Land and Sea

Making a living from the land and from the sea has long been part of life in the Garden State.

EXAMPLES

- Howell Living History Farm
- Minisink Archaeological Site
- Twin Lights *at left* (photo: Al Siano)
- Bivalve Shipping Sheds, Bayshore Discovery Project



New Jersey at Play

New Jersey has a history of hosting vacationers seeking relaxation and inspiration.

EXAMPLES

- Seabright Lawn Tennis and Cricket Club
- The Wildwoods, *at left* (photo: Ron Emrich, Preservation New Jersey)
- Cape May Historic District
- Hopatcong State Park



Many Faces of New Jersey

New Jersey's population has grown increasingly diverse from the first Native Americans to waves of immigrants from Europe and subsequently from all over the world.

EXAMPLES

- Peter Mott House
- Ballantine House
- American Labor Museum, Botto House National Historic Landmark
- Ellis Island, *at left* (photo: Warren T. Lazarow)



New Jersey by Design

New Jersey has a remarkable assembly of great design that is reflected in designed landscapes and planned communities, as well as in vernacular and high-style buildings of many architectural types.

EXAMPLES

- Greenwood Gardens, *at left*
(photo: Courtesy of The Garden Conservancy)
- Radburn
- Abel and Mary Nicholson House
- Georgian Court University

"It is critical for New Jersey to develop a uniform system to measure how our tourism industry is performing each year. This tool will allow us to make accurate yearly performance comparisons to adjust our tourism policies according to the data collected."

SENATOR JIM WHELAN,
District 2



Edison National Historical Park, West Orange: Site Gives View into Innovation

The Edison National Historical Park offers an opportunity for heritage travelers to see the factory where Thomas Edison worked for 44 years, developing more than half of his 1,093 patents for his inventions. Several factory floors with new exhibits

were opened to the public for the first time in October 2009 after a 6-year, \$13 million restoration effort. Between opening day October 9, 2009 and January 3, 2010, close to 16,000 visitors toured the laboratory complex; 6,000 also visited Edison's home, Glenmont.



Thomas Edison National Historical Park, West Orange (U.S. Department of the Interior, National Park Service, Thomas Edison National Historical Park)



High Point Monument, High Point State Park (New Jersey Office of Information Technology)

with the New Jersey Department of Transportation to **support the adoption and implementation of the plan** and will encourage historic sites to participate.

- *The Assessment of State Historical Marker Programs*, a report prepared for the New Jersey Historical Commission in 2007, documents statewide marker programs across the country and recommends a New Jersey State Historic Marker Program. In January 2010, both houses of the New Jersey Legislature passed bills authorizing a marker program, which were signed into law. The Heritage Tourism Inter-agency Council will **assist in selecting a signage style** including visitor appeal, initial cost and maintenance considerations.

Enhance the state-owned heritage sites as centerpieces for heritage tourism

Why is it important?

The New Jersey Department of Environmental Protection's Division of Parks and Forestry administers the state's largest historical museum organization, encompassing more than 50 historic sites, 24,000 museums objects, 68,000 archaeological artifacts and 51 parks. Many state historic sites and parks are staffed with professionally trained interpretive personnel who provide year-round programming. In addition, these sites have amenities such as restrooms, parking and interpretive signage. These resources make the division a key partner in a statewide heritage tourism program. As visitation grows, sites will need **new facilities, improved visitor amenities and additional staff**.

What should be done?

- **Survey sites** for visitor amenities and produce a project list of needs for each historic site and park.
- Establish a **Foundation** or **Trust** for state-owned historic sites.
- Improve heritage tourism marketing with **increased funding** to the New Jersey Division of Travel and Tourism.
- Increase historic sites and park **staffing** and **provide additional training**.
- Develop new **interpretive programs**.
- Build and sustain strong **partnerships**.

Build a strong marketing network

Why is it important?

Some of New Jersey's historic sites are fully restored, professionally interpreted and promoted to visitors. As the heritage tourism master plan is implemented, more sites will become ready to welcome visitors and will benefit from increased marketing.

What should be done ?

A two-tiered marketing strategy will attract visitors from within and outside of the state:

- **An internal marketing network**—Encourage residents to discover and take pride in their communities and to travel within the state:
- Encourage communities to host **Staycation promotions**. (The vacationer stays at home and creates the environment of a traditional vacation.)
- Create a statewide **Doors Open Program** offering behind-the-scenes tours and programs with free or reduced admission.

Pennsylvania's Heritage Tourism Initiative Began with Pilot Regions

Pennsylvania launched a statewide heritage tourism initiative by working with four pilot regions (Philadelphia's African-American Heritage, Lower Bucks County, Lancaster County and the Oil Heritage Region) in the early 1990s. Assisted by the National Trust for Historic Preservation's Heritage Tourism Program, a statewide heritage tourism advisory committee oversaw the pilot regions' work. At the end of the four-year pilot, a summary of the accomplishments in each region was presented to state decision makers. Working intensively with four pilot regions was a cost-effective way to determine the return on a statewide investment in heritage tourism. Other states—such as Indiana, Wisconsin, Texas, Tennessee, Iowa, Illinois and Colorado—have also launched statewide heritage tourism programs by working with pilot regions.



Lancaster County, PA
(Lancaster County
Planning Commission)

- Encourage **heritage education programs** through on-site programming, after school programs, summer camps or other special programs. An inventory of New Jersey's heritage education programs will provide the foundation for developing effective new programs.
- Develop a **Community Heritage Tourism Toolkit** to help communities and heritage sites join in the state's heritage tourism program.
- **An external marketing network**—Attract out-of-state visitors through cost effective joint promotions of heritage sites and destinations.
- Assign a staff member as **heritage tourism liaison** in the New Jersey Division of Travel and Tourism.
- Use **interpretive themes** for promotions.
- Heritage sites assist in promotions** through the New Jersey Division of Travel and Tourism.

How will New Jersey's Heritage Tourism Master Plan Succeed?

The state of New Jersey, through the New Jersey Heritage Tourism Task Force, has taken the initiative to create a successful and sustainable heritage tourism program.

The result will be direct economic impact for New Jersey. Tourism is the state's third largest private sector employer. Every 160 visitors to New Jersey create one New Jersey job. A recent study prepared by D.K. Shifflet & Associates Ltd. (DKSA) on behalf of the New Jersey Division of Travel & Tourism measured the Return on Investment (ROI) from the state's most recent television advertising campaign. The campaign yielded a \$315:\$1 ROI. Visitors who made a trip to New Jersey because of this advertising campaign generated \$676 million in incremental spending.

More than one third of all state tourism offices are funded in part or in whole through a hotel/motel tax. There is a direct nexus between a hotel/motel tax and using the generated revenue to enhance the amenities that bring visitors to stay overnight. In 2004, New Jersey enacted a hotel/motel tax that set minimal limits for funding tourism, history and arts. The balance of the collected tax reverts to the general fund. If a larger share of this revenue stream were redirected to support and sustain the industry, New Jersey would undoubtedly realize a much larger return on this investment.

Through creation of partnerships and implementation of the New Jersey Heritage Tourism Master Plan, New Jersey will be positioned to capitalize on the state's historic resources, to generate significant economic impact and to share its stories with an ever-growing number of heritage travelers.

"Tourism returns \$29 for every \$1 invested, so we must focus on expanding this impact. One way is for heritage sites to partner with the education system. Every fourth grader studies New Jersey history, and many visit local sites as a class. Wouldn't it be wonderful if these youngsters visited with their families, as well? Let's make New Jersey history a family adventure, with the schools suggesting locations that tie in with the study material each month. SENATOR DIANE ALLEN, District 7



Essex County
Branch Brook Park,
Newark
(Joseph A. Sorrentino)

The Planning Process

The New Jersey Heritage Tourism Task Force was created by the Senate and General Assembly of the State of New Jersey through P.L. 2006, c.60, "to provide strategic direction for the promotion of heritage tourism in New Jersey and to create a comprehensive heritage tourism master plan for New Jersey."

A three-year planning process included researching previous and existing heritage tourism efforts in New Jersey, public meetings, creation of a historic sites inventory and evaluating national heritage travel trends to assess New Jersey's heritage tourism potential. The Task Force worked with a consultant team led by the National Trust for Historic Preservation's Heritage Tourism Program throughout 2009 to prepare the plan.

New Jersey Heritage Tourism Task Force

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Special thanks to

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