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## Acting Governor Guadagno Marks Start of Summer Tourism Season At The Shore

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### Local Traditions Welcome Visitors to Kick Off the Summer



Trenton, NJ – Acting Governor Kim Guadagno today joined local officials to kick off the summer season in the Wildwoods and Asbury Park ahead of Memorial Day.

“Generation after generation, families come to the Jersey Shore to create memories. With boardwalk fries and ice cream, bumper cars, tram cars in Wildwood, the Stone Pony and other vibrant clubs in Asbury Park, and *the* best beaches in the country, the Jersey Shore is a source of memories and celebration for millions,” said Acting Governor Guadagno. “Today, we begin another great summer in New Jersey!”

Wildwood’s annual “Unlocking of the Ocean” ceremony starts the summer tourism season and is followed by the International Kite Festival, North America’s largest kite festival. TripAdvisor Travelers named the Wildwoods the U.S. winner of the 2015 Choice Destinations on the Rise awards.

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"We're very excited to have the Acting Governor join us for today's unlocking ceremony to kick off the summer season for the Wildwoods," said John Siciliano, Executive Director of the Greater Wildwoods Tourism Improvement and Development Authority. "We're looking forward to a great season and to welcoming new and returning visitors to enjoy all the Wildwoods have to offer."



Acting Governor Guadagno then joined the Asbury Park Chamber of Commerce for a Ribbon Cutting to open the town's businesses for the season. Travel media site Matador Network recently ranked Asbury Park as the 17th "coolest" town in the nation.

"This is an exciting and vibrant time for Asbury Park," said Jacqueline Pappas, Executive Director of the Asbury Park Chamber of Commerce. "There has been so much growth and expansion. Our city and the new businesses that have opened are excited to show off the outstanding progress and to celebrate the beginning of a spectacular citywide summer season."

Overall tourism-related demand in New Jersey generated a record-breaking \$42.1 billion in 2014, a 3.8 percent increase over 2013, and visitation rose to 93.2 million, a 4.4 percent increase over 2013.

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