

Christie Administration Announces Record Statewide Tourism Levels For 2013

Thursday, March 20, 2014

Tags: [Other](#)

More Than \$40 Billion in Tourism Demand Driven By Increased Spending and Visitation

Trenton, NJ – The Christie Administration today announced that New Jersey's tourism industry set a new record in 2013, generating more than \$40 billion in overall tourism-related demand. Visitor spending, capital investment and general government support of tourism tallied a record of \$40.4 billion, a 1.3 percent increase over 2012. Visitation in New Jersey also rose to 87.2 million in 2013, a 5.9 percent increase compared to 2012.

The latest figures were announced by Lt. Governor Kim Guadagno at the 2014 New Jersey Conference on Tourism in Atlantic City.

"Today's numbers reaffirm the incredible resilience shown by New Jersey's tourism industry and the commitment of our visitors, who continue to demonstrate their support by vacationing at our great tourist destinations after Sandy," said Lt. Governor Guadagno. "The performance of our tourism industry is integral to the overall health of our state's economy. To achieve this record progress is so encouraging for the future as New Jersey is well-positioned to build on this success entering the important spring and summer months."

According to The Economic Impact of Tourism Report released today by the Department of State, New Jersey's travel and tourism industry directly supports 320,238 jobs, a slight increase over 2012 (.526 percent). This is good news for New Jersey, as employment growth in 2013 means that tourism employment has grown for three consecutive years. When combined with indirect and induced jobs, total travel and tourism related jobs exceed 500,000, or 10 percent of all statewide jobs.

"The impact that visitor spending has on creating jobs and essential tax revenue for so many communities statewide cannot be overstated," added the Lt. Governor. "We look forward to further assisting more tourism-related businesses grow, and in doing so continue to promote the diversity of venues and destinations available to all visitors."

Other highlights of the annual tourism report include:

Tourism generated \$35.9 billion of state GDP in 2013, or 7 percent of the entire state economy. Were tourism in New Jersey a company, its sales would rank #70 on the Fortune 500 list – bigger than Sears, DuPont and Hess.

The 320,238 jobs directly supported by tourism spending is larger than the private employment in all but four counties in New Jersey.

Including both direct and indirect impacts, tourism in New Jersey generated \$4.6 billion in state and local taxes and \$5.2 billion in federal taxes last year.

The \$4.6 billion tourism generated in state and local taxes is equal to putting \$55,750 on every single seat in MetLife Stadium, and represents more than \$35 million per mile of coastline in New Jersey.

Beginning this month, New Jersey launched the "Going Strong" campaign to build upon last year's success. A joint effort by the Division of Travel and Tourism and the New Jersey Economic Development Authority, the campaign will focus on the diversity of the state's tourism appeal to visitors of all ages and interests. This includes, but is not limited to, New Jersey's wealth of historical and cultural assets, its legendary shore destinations, and its collection of world-

Stay Connected
with Social Media

Stay Connected
with Email Alerts

LIKE THIS PAGE? SHARE IT
WITH YOUR FRIENDS.



class entertainment venues. The majority of the digital and social media components are now live, with additional elements to follow.

The Economic Impact of Tourism Report, prepared by Tourism Economics, can be found in its entirety [here](#).

To learn more about destinations and vacation opportunities in New Jersey, visit the Division of Travel and Tourism online at VisitNJ.org

Press Contact:

Michael Drewniak
Colin Reed
609-777-2600



[Contact Us](#) | [Privacy Notice](#) | [Legal Statement & Disclaimers](#) | [Accessibility Statement](#) | 

Statewide: [NJ Home](#) | [Services A to Z](#) | [Departments/Agencies](#) | [FAQs](#)
Office of the Governor: [Home](#) | [Newsroom](#) | [Media](#) | [Administration](#) | [NJ's Priorities](#) | [Contact Us](#)

Copyright © State of New Jersey, 1996-2017
Office of the Governor
PO Box 001
Trenton, NJ 08625
609-292-6000