

APPENDIX

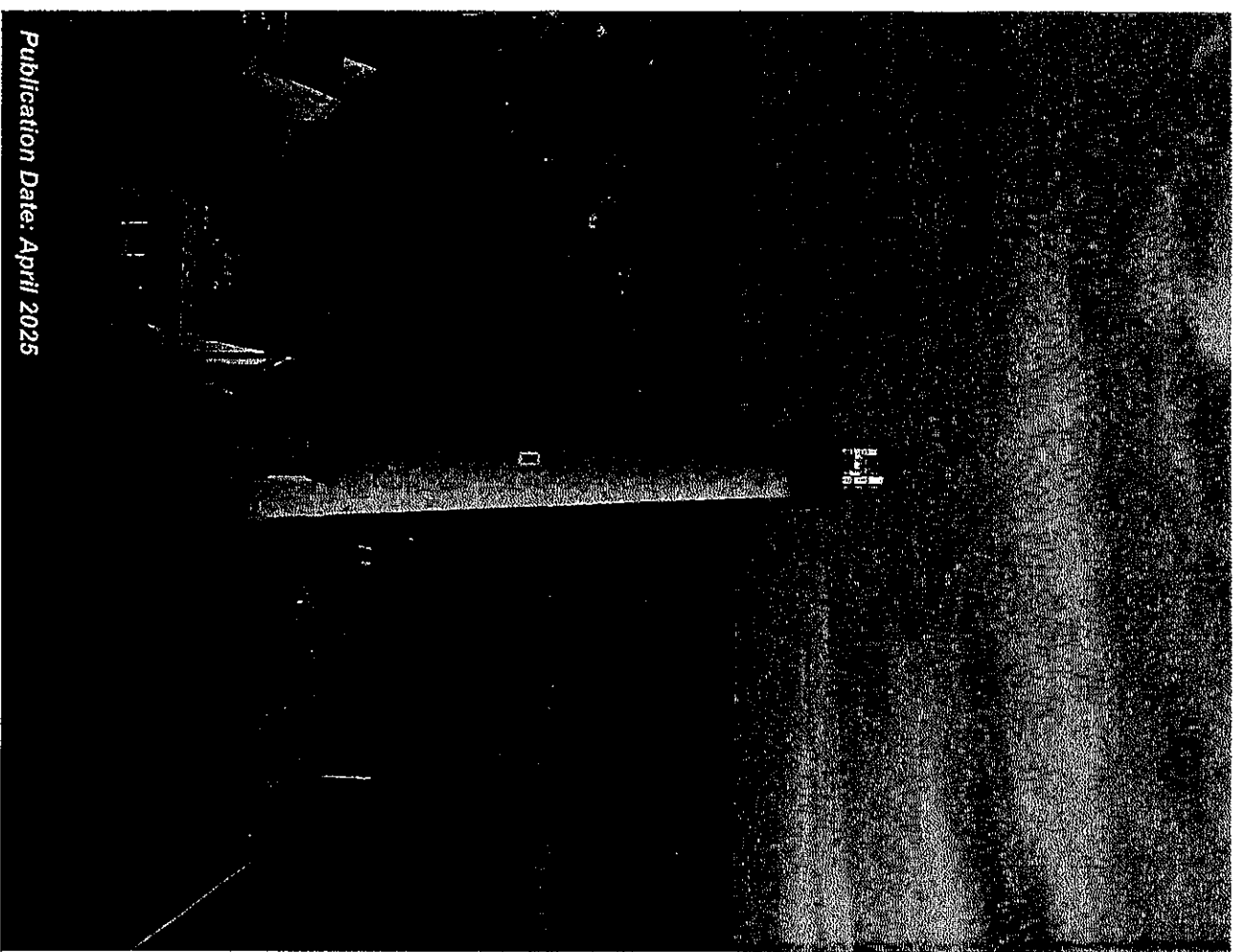
2024

Economic Impact of Visitors to New Jersey

Conducted by:



Prepared for:
New Jersey Division of
Travel & Tourism



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TRENTON MAKES

Introduction

The travel sector is an integral part of the New Jersey economy. Visitors generate significant economic benefits to households, businesses, and government. This economic activity represents a critical driver of the state's future. In 2024, the visitor economy supported 8.3% of all jobs in New Jersey.

By monitoring the visitor economy, policymakers can inform decisions regarding the funding and prioritization of the sector's development. This is particularly important for New Jersey as it builds upon its visitor economy.

To quantify the significance of the visitor economy in New Jersey, Tourism Economics developed a comprehensive model detailing the far-reaching impacts arising from visitor spending. The results of this study show the scope of the visitor economy in terms of direct visitor spending, along with total economic impacts, jobs, and fiscal (tax) impacts in the broader economy.

The study quantifies impacts attributed to the *visitor industry* and the broader *visitor economy*. The visitor industry counts only visitor consumption – travelers' spending on lodging, food, transportation, recreation, and shopping. Meanwhile, the visitor economy looks at a broader range of visitor-related expenditures, including government support for tourism and capital investment.

An IMPLAN input-output model was constructed for the state of New Jersey. The model traces the flow of visitor-related expenditures through the state's economy and their effects on employment, wages, and taxes. IMPLAN also quantifies the indirect (supplier) and induced (income) impacts of tourism. Tourism Economics then cross-checked these findings with employment and wage data for each sector to ensure the findings are within reasonable ranges.

Visitors included those who stayed overnight or traveled more than 50 miles to the destination. The primary source of the employment and wage data is the Regional Economic Information System (REIS), maintained by the Bureau of Economic Analysis. This is more comprehensive than Bureau of Labor Statistics (ESS202/QCEW) data because sole-proprietors do not require unemployment insurance and are not counted in the ESS202 data.

The analysis draws on the following data sources:

- MMGY Travel Intelligence: survey data, including spending and visitor profile characteristics for visitors to New Jersey
- Bureau of Economic Analysis and Bureau of Labor Statistics: employment and wage data, by industry
- STR and AIDNA: lodging performance data, including room demand, room rates, occupancy, and room revenue, for hotels and short-term rentals, respectively
- New Jersey Treasury: lodging tax data
- US Census: business sales by industry and seasonal second homes inventory
- Division of Gaming Enforcement: gaming revenue
- Tourism Economics: international travel data for international travel to New Jersey based on aviation, survey, and credit card information

KEY FINDINGS



Key Findings

Visitors Drive Economic Impact

In 2024, 123.7 million visitors spent \$50.6 billion across New Jersey. Visitor volumes and spending increased 2.7% and 3.1%, respectively, over the prior year.



123.7M
Visitors to
New Jersey



\$50.6B
Visitor Spending



\$80.4B
Total Business Sales



\$26.0B
Total Labor
Income



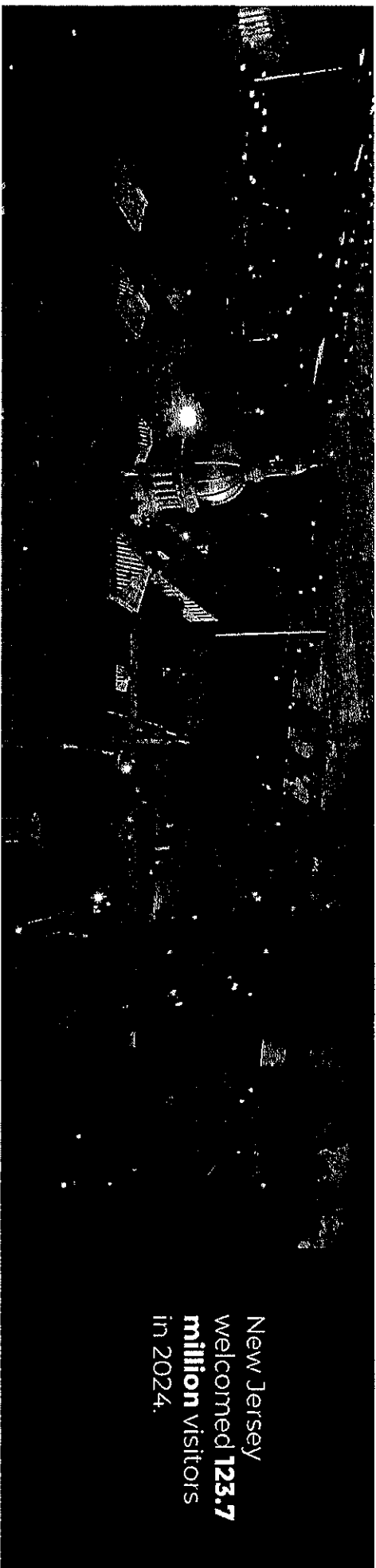
507,833
Total Jobs
Supported



\$5.4B
State and Local
Taxes

Economic Impacts of Visitors to New Jersey

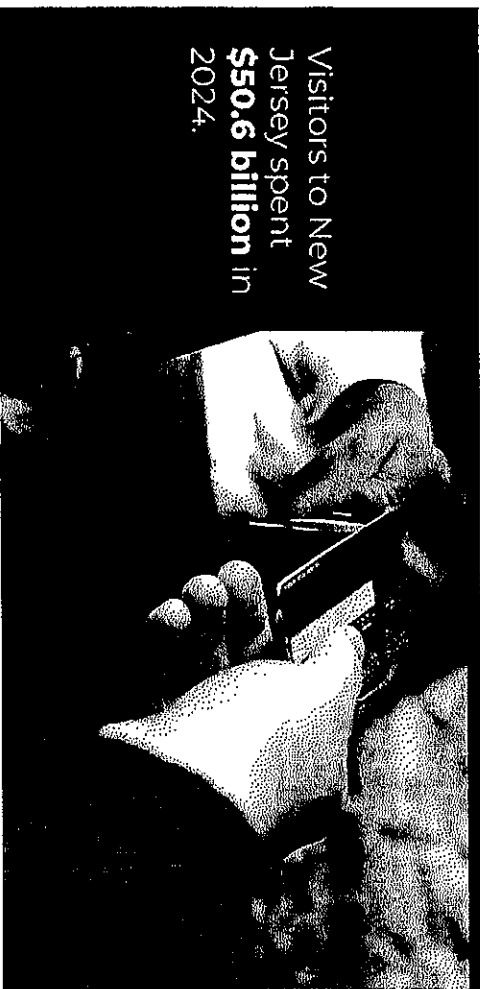
Visitor spending of \$50.6 billion in 2024 generated a total economic impact of \$80.4 billion in New Jersey, including indirect and induced impacts. This total economic impact generated \$26.0 billion in total labor income, sustained 507,833 total jobs, and generated \$5.4 billion in state and local tax revenues in 2024.



New Jersey
welcomed **123.7**
million visitors
in 2024.

VISITOR VOLUME AND SPENDING





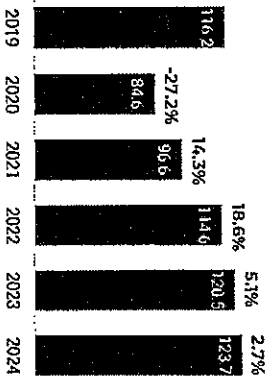
Visitors to New Jersey spent **\$50.6 billion** in 2024.

Visitor Volume and Spending

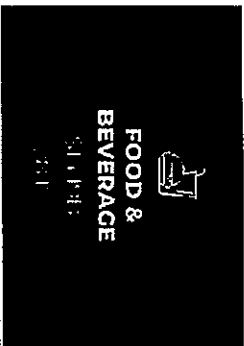
Visitor Volume

Visitors to New Jersey grew 2.7% year-over-year to 123.7 million in 2024, more than three million higher than the prior year.

New Jersey Visitor Volume Amounts in millions



Source: Tourism Economics



LODGING
\$13.45B
26.6%

RETAIL
\$8.62B
17.0%

TRANSPORT
\$8.22B
16.3%

Source: Tourism Economics

Note: Lodging spending is calculated as an industry and includes casino revenue, short-term rentals, and second homes spending. Transport includes both air and local transportation.

Visitor Industry Spending

Visitors to New Jersey spent \$50.6 billion across various sectors in 2024.

Food and beverage spending totaled \$14.19 billion in 2024, representing the largest share of visitor spending in New Jersey at 28.1%.

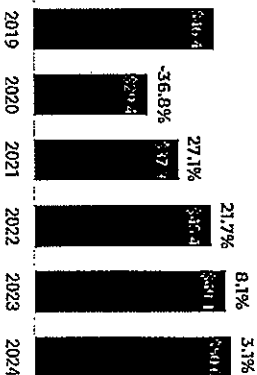
Lodging spending, including casino revenue, short-term rentals, and the value of second homes, neared \$13.45 billion, 26.6% of the total.

Retail spending tallied \$8.62 billion or 17.0% of visitor spending.

Spending on transportation and recreation contributed 16.3% and 12.0% of visitor spending, respectively.

New Jersey Visitor Industry Spending

Amounts in \$ billions



Source: Tourism Economics

† The visitor industry counts only visitor consumption, which excludes capital investment and general government support of tourism. This definition is consistent with economic accounts.

Visitor Volume & Spending Trends

New Jersey visitor volumes increased 2.7% year-over-year to 123.7 million in 2024, supported by solid growth in day visitors, as overnight visitor volumes were flat.

Visitor spending in New Jersey increased 3.1% in 2024 to top \$50 billion for the first time. By spending category, food and beverage grew fastest at 5.2% year-over-year to \$14.2 billion. Retail spending achieved modest growth of 3.0%, rising to approximately \$8.6 billion.

Transportation, including both air and transportation within the destination, grew 0.2% as declining gas prices offset the boost from growing air travel demand. Meanwhile, recreation spending increased 2.9% to over \$6 billion for the first time.

Lodging spending growth of 2.7% was led by a modest increase in accommodation sales, although casino revenue declined in 2024.

New Jersey Visitor Industry Spending

Amounts in \$ millions and 2024 percent change

	2019	2020	2021	2022	2023	2024	Change
Total visitor spending	\$46.44	\$29.35	\$37.29	\$45.38	\$49.05	\$50.55	3.1%
Food & beverages	\$12.28	\$8.27	\$10.19	\$12.27	\$13.49	\$14.19	5.2%
Lodging*	\$12.44	\$7.67	\$10.45	\$12.29	\$13.09	\$13.45	2.7%
Retail	\$8.29	\$5.33	\$6.53	\$7.81	\$8.37	\$8.62	3.0%
Transportation**	\$7.85	\$4.69	\$5.97	\$7.61	\$8.20	\$8.22	0.2%
Recreation	\$5.58	\$3.39	\$4.15	\$5.39	\$5.90	\$6.07	2.9%

Source: Tourism Economics

* Lodging includes second home, short-term rentals, and casino spending
 ** Transportation includes both ground and air transportation

New Jersey Spending, by Segment (2024)

Amounts in \$ billions and % share

Purpose	Share	Day	Overnight	Domestic	International	Total
Leisure	91.8%	\$46.41	\$6.91	\$47.53	\$3.02	\$50.55
Business	8.2%	\$4.14	\$43.64	\$50.55	\$50.55	\$50.55
Share		Day	Overnight	Domestic	International	Total
Leisure	91.8%	91.8%	13.7%	94.0%	6.0%	
Business	8.2%	8.2%	86.3%			

New Jersey Visitor Volume and Spending, by Market

Amounts in millions of visitors, \$ millions, and \$ per person

	2019	2020	2021	2022	2023	2024
Total visitors	116.15	84.56	96.63	114.58	120.46	123.70
Domestic	114.63	84.21	96.14	113.23	118.56	121.55
International	1.52	0.34	0.50	1.35	1.90	2.15
Total visitor spending	\$46.442	\$29.351	\$37.334	\$45.376	\$49.051	\$50.553
Domestic	\$44.005	\$28.872	\$36.501	\$43.699	\$46.491	\$47.530
International	\$2.437	\$479	\$833	\$1,676	\$2,560	\$3,023
Per visitor spending	\$400	\$347	\$386	\$396	\$407	\$409
Domestic	\$384	\$343	\$380	\$386	\$392	\$391
International	\$1,603	\$1,391	\$1,675	\$1,299	\$1,349	\$1,403

New Jersey Visitor Volume and Spending, by Stay

Amounts in millions of visitors, \$ millions, and \$ per person

	2019	2020	2021	2022	2023	2024
Total visitors	116.15	84.56	96.63	114.58	120.46	123.70
Day	61.46	46.13	51.56	62.42	67.07	69.98
Overnight	54.69	38.43	45.07	52.16	53.39	53.72
Total visitor spending	\$46,442	\$29,351	\$37,334	\$45,376	\$49,051	\$50,553
Day	\$4,487	\$3,542	\$4,175	\$5,697	\$6,372	\$6,915
Overnight	\$41,955	\$25,809	\$33,159	\$39,679	\$42,679	\$43,638
Per visitor spending	\$400	\$347	\$386	\$396	\$407	\$409
Day	\$73	\$77	\$81	\$91	\$95	\$99
Overnight	\$767	\$672	\$736	\$761	\$799	\$812

Source: Tourism Economics

VISITOR ECONOMY TRENDS



Visitor Economy Trends

The visitor economy looks at a broader range of visitor-related expenditures. These include government support for tourism as well as capital investment (both new structures and machinery and equipment spending).

Investment in support of tourism

Capital investment (CAPEX) includes construction of hotels and attractions, as well as tourism equipment and infrastructure.

Construction and investment in support of the tourism industry in New Jersey totaled \$2.2 billion in 2024, an increase of 2.6% over the prior year.

Spending on new construction advanced 3.3% in 2024 to \$820 million as spending on machinery & equipment increased 2.2% to \$1.4 billion.

Tourism Capital Investment Spending In New Jersey

Amounts in \$ millions and 2024 percent change

	2019	2020	2021	2022	2023	2024	2024 % Change
Capital investment	\$1,881	\$1,465	\$1,693	\$2,000	\$2,169	\$2,225	2.6%
Construction	\$617	\$685	\$685	\$727	\$794	\$820	3.3%
Machinery & equipment	\$1,265	\$780	\$1,008	\$1,273	\$1,375	\$1,405	2.2%

Source: Tourism Economics

Visitor Economy Spending

The broader range of tourism-related expenditures reached \$53.2 billion in 2024

The broader range of tourism-related expenditures reached \$53.2 billion in 2024, with domestic traveler spending representing the majority at \$47.5 billion.

Despite strong international visitor spending growth in 2024, levels remain below pre-pandemic. Non-visitor private consumption expenditures (PCE) represent tourism consumer durables such as an RV, boat, or furniture for a vacation home. Non-visitor PCE expanded 12.4% in 2024 to \$185 million.

Government support for tourism – which includes the budgets for destination marketing and other budget items in broad support of tourism – increased 2.2% in 2024.

Visitor Economy Spending In New Jersey

Amounts in \$ millions and 2024 percent change

	2019	2020	2021	2022	2023	2024	2024 Growth
Visitor economy	\$48,733	\$31,047	\$39,312	\$47,716	\$51,588	\$53,171	3.1%
Domestic visitor	\$43,373	\$28,643	\$36,801	\$43,892	\$46,765	\$47,530	1.6%
International visitor	\$3,070	\$709	\$533	\$1,544	\$2,286	\$3,023	32.2%
Non-visitor PCE	\$237	\$144	\$144	\$161	\$165	\$185	12.4%
Government support	\$172	\$87	\$141	\$179	\$204	\$208	2.2%
Capital investment	\$1,881	\$1,465	\$1,693	\$2,000	\$2,169	\$2,225	2.6%

Source: Tourism Economics

ECONOMIC IMPACT METHODOLOGY



Economic Impact Methodology

Our analysis of the New Jersey visitor economy begins with direct visitor spending and analyzes the downstream effects of this spending on the broader economy. To determine total economic impact, we input direct spending into a model of the New Jersey economy, constructed using an IMPLAN Input-output (I-O) model. The model traces the full extent of industry impacts as dollars flow through the local economy.

IMPLAN remains a nationally recognized and widely used modeling tool, the leading provider of economic impact data and analytics software. The model traces the full extent of industry impacts as dollars flow through the local economy.

I-O models represent a profile of an economy by measuring the relationships among industries and consumers, quantifying three levels of impact:

1. **Direct impacts:** Visitor spending creates direct economic value within a discrete group of sectors (such as recreation and transportation). This supports a relative proportion of spending, jobs, wages, and taxes within each sector.
2. **Indirect impacts:** Each directly affected sector also purchases goods and services as inputs (e.g. food wholesalers, utilities) into production. These impacts are called indirect impacts or supply-chain effects.
3. **Induced impacts:** Lastly, the induced impact is generated when employees whose wages are generated either directly or indirectly by visitor spending spend those wages in the local economy. This is called the induced impact or income effect.

The Tourism Economics model calculates these three levels of impact—direct, indirect, and induced—for a broad set of indicators, including:

- Spending
- GDP
- Wages
- Employment
- Federal Taxes
- State Taxes
- Local Taxes

Economic Impact Framework



Direct, indirect and induced impacts combine to equal the total economic impact



VISITOR INDUSTRY IMPACTS



Visitor Industry Impacts

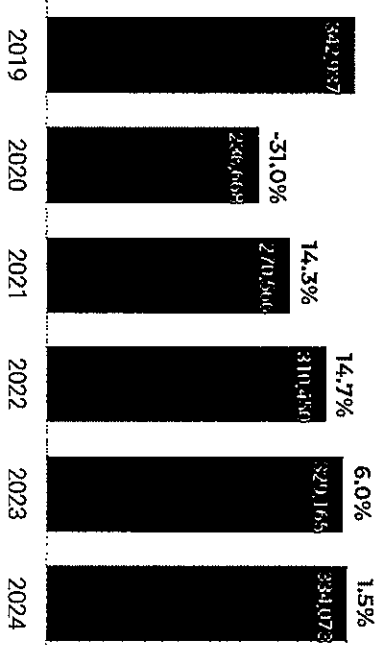
The narrow definition of the visitor industry counts only visitor consumption, which excludes capital investment and general government support of tourism. This definition is consistent with economic accounts.

Visitor industry employment

Employment supported by visitor activity increased 1.5% in 2024 to 334,073 jobs. With an increase of more than 4,900 jobs, employment directly supported by visitors was within 8,900 jobs of pre-pandemic levels in 2024 (2.6% below 2019 levels).

Visitor Industry Employment in New Jersey

Amounts in number of jobs, visitor industry only



Source: Tourism Economics

Visitor industry GDP is the value added of those sectors directly interacting with visitors. On this basis, visitor industry GDP was \$24.7 billion in 2024, accounting for 2.9% of total New Jersey GDP.

Visitor Industry Employment and GDP (2024)

Amounts in number of jobs and \$ millions

	Employment	GDP
Total	334,073	\$24,729
Food & Beverage	135,333	\$6,436
Lodging	62,432	\$5,716
Recreation and Entertainment	56,362	\$3,851
Finance, Insurance and Real Estate	13,677	\$3,902
Retail Trade	35,044	\$2,075
Air Transport	3,947	\$1,014
Other Transport	8,630	\$862
Gasoline Stations	5,904	\$430
Personal Services	11,949	\$334
Business Services	795	\$110

Source: Tourism Economics





New Jersey visitor industry GDP in 2024 (\$24.7 billion) accounted for **2.9% of total state GDP.**

VISITOR ECONOMY IMPACTS



Business Sales Impacts

Spending in support of the New Jersey visitor economy reached \$53.2 billion in 2024. This direct impact generated \$27.3 billion in indirect and induced impacts, resulting in a total economic impact of \$80.4 billion in the New Jersey economy.


\$53.2B +
 
\$13.8B +
 
\$13.4B =
 
\$80.4B

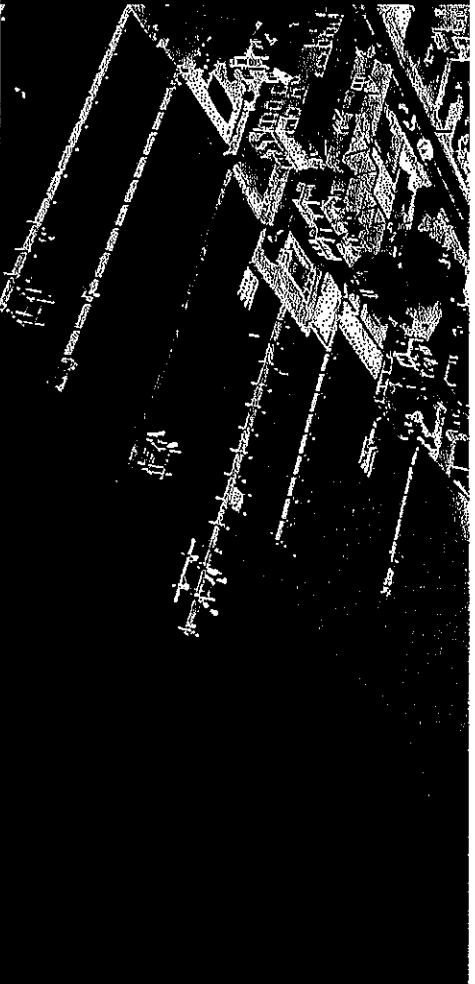
The total economic impact of **\$80.4 billion** accrued to industries across the state economy.

Business Sales Impacts by Industry (2024)

Amounts in \$ millions





Industry	Direct Visitor Sales	Indirect Sales	Induced Sales	Total Economic Sales
Total all industries	\$53,171	\$13,827	\$13,441	\$80,439
Food & Beverage	\$14,193	\$535	\$903	\$15,632
Finance, Insurance and Real Estate	\$6,698	\$3,648	\$4,192	\$14,537
Retail Trade	\$8,790	\$248	\$936	\$9,974
Lodging	\$7,902	\$5	\$9	\$7,916
Recreation and Entertainment	\$5,343	\$285	\$222	\$5,851
Business Services	\$243	\$3,894	\$1,433	\$5,570
Gasoline Stations	\$4,044	\$7	\$55	\$4,107
Construction and Utilities	\$2,225	\$906	\$353	\$3,484
Other Transport	\$1,356	\$785	\$357	\$2,498
Education and Health Care		\$38	\$2,324	\$2,362
Communications		\$1,179	\$702	\$1,882
Air Transport	\$1,666	\$70	\$130	\$1,866
Wholesale Trade		\$935	\$808	\$1,742
Personal Services	\$486	\$454	\$598	\$1,538
Manufacturing	\$17	\$567	\$273	\$857
Government	\$208	\$223	\$126	\$557
Agriculture, Fishing, Mining		\$49	\$19	\$67

Source: Tourism Economics



Value-Added Impacts

The value of all visitor-associated goods and services produced in New Jersey was \$43.8 billion in 2023, equivalent to 5.2% of New Jersey's GDP.


\$26.0B +
 
\$8.4B +
 
\$9.4B =
 
\$43.8B
 Direct GDP Indirect GDP Induced GDP Total GDP

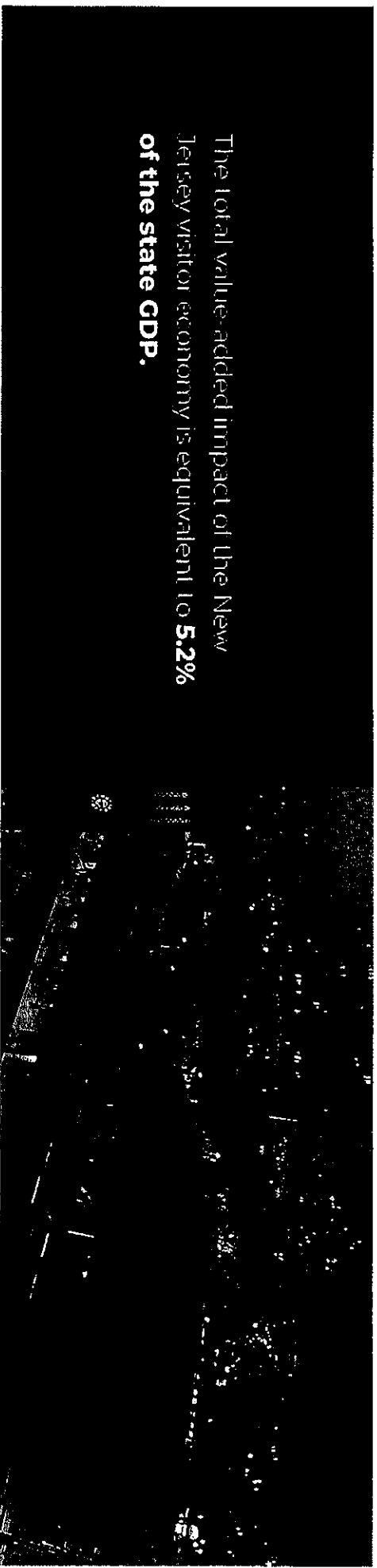
Value-Added Impacts by Industry (2024)

Amounts in \$ millions

	Direct GDP	Indirect GDP	Induced GDP	Total GDP
Total, all industries	\$25,991	\$8,431	\$9,356	\$43,778
Finance, Insurance and Real Estate	\$3,902	\$1,871	\$3,026	\$8,798
Food & Beverage	\$6,436	\$369	\$603	\$7,408
Lodging	\$5,716	\$4	\$7	\$5,728
Recreation and Entertainment	\$3,851	\$193	\$156	\$4,200
Business Services	\$110	\$2,706	\$1,007	\$3,823
Retail Trade	\$2,075	\$158	\$766	\$2,999
Construction and Utilities	\$1,188	\$633	\$216	\$1,997
Education and Health Care		\$20	\$1,668	\$1,688
Other Transport	\$862	\$925	\$227	\$1,614
Air Transport	\$1,014	\$41	\$75	\$1,130
Wholesale Trade		\$880	\$522	\$1,102
Communications		\$675	\$427	\$1,102
Personal Services	\$334	\$319	\$387	\$1,040
Gasoline Stations	\$430	\$4	\$39	\$474
Manufacturing	\$7	\$235	\$140	\$382
Government	\$67	\$164	\$71	\$302
Agriculture, Fishing, Mining		\$36	\$18	\$53





Source: Tourism Economics

The total value-added impact of the New Jersey visitor economy is equivalent to **5.2%** of the state GDP.



Employment Impacts

The visitor economy sustained 344,556 direct jobs in 2024, with an additional 163,277 jobs supported from the indirect and induced impacts of visitor activity. The total jobs impact grew to 507,833 jobs, equivalent to 8.3% of total employment in the state (or one-in-twelve jobs). Visitor spending supported the largest number of jobs in the food and beverage industry (152,068).

 **344.5K** Direct Jobs
 +  **69K** Indirect Jobs
 +  **94K** Induced Jobs
 =  **508K** Total Jobs

The visitor economy supported **8.3% of all jobs** in New Jersey, including over **152,000 jobs** in the food and beverage industry.

Employment Impacts by Industry (2024)

Amounts in number of jobs





	Direct Jobs	Indirect Jobs	Induced Jobs	Total Jobs
Total all Industries	344,556	68,974	94,303	507,833
Food & Beverage	135,333	6,271	10,464	152,068
Recreation and Entertainment	56,362	3,736	2,919	63,017
Lodging	62,432	51	71	62,554
Retail Trade	35,044	1,625	11,226	47,895
Finance, Insurance and Real Estate	13,677	14,078	13,955	41,710
Business Services	795	24,958	10,116	35,869
Education and Health Care	11,949	376	26,980	27,306
Personal Services	11,949	3,588	0,352	23,889
Other Transport	8,630	4,550	2,439	15,619
Construction and Utilities	8,700	2,199	939	11,838
Gasoline Stations	5,904	72	666	6,642
Wholesale Trade	1,940	1,940	2,659	4,599
Air Transport	3,947	131	252	4,330
Government	1,356	1,842	1,078	4,276
Communications	1,756	1,756	1,095	2,851
Manufacturing	427	1,499	803	2,729
Agriculture, Fishing, Mining		302	339	641

Source: Tourism Economics



Labor Income Impacts

Visitor activity generated \$14.6 billion in direct labor income and a total of \$26.0 billion including indirect and induced impacts. There are 10 industries in which visitor activity supported more than \$1.1 billion in personal income.


\$14.6B +
 
\$5.5B +
 
\$5.9B =
 
\$26.0B

Direct Labor Income Indirect Labor Income Induced Labor Income Total Labor Income

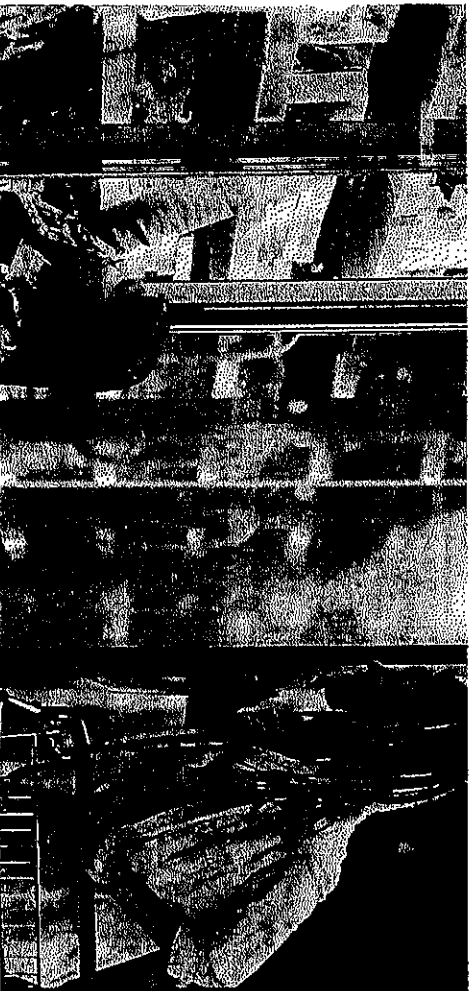
Labor Income Impacts by Industry (2024)

Amounts in \$ millions

Industry	Direct Labor Income	Indirect Labor Income	Induced Labor Income	Total Labor Income
Total, all industries	\$14,632	\$5,469	\$5,887	\$25,988
Food & Beverage	\$4,145	\$286	\$438	\$4,869
Lodging	\$3,551	\$3	\$4	\$3,559
Business Services	\$75	\$2,150	\$892	\$3,117
Recreation and Entertainment	\$2,107	\$130	\$98	\$2,335
Finance, Insurance and Real Estate	\$535	\$889	\$875	\$2,298
Retail Trade	\$1,306	\$118	\$485	\$1,909
Education and Health Care	\$778	\$18	\$1,627	\$1,645
Other Transport	\$931	\$447	\$231	\$1,456
Construction and Utilities	\$931	\$209	\$90	\$1,230
Personal Services	\$428	\$271	\$460	\$1,159
Communications		\$341	\$205	\$546
Wholesale Trade		\$285	\$260	\$545
Air Transport	\$453	\$21	\$38	\$512
Government	\$74	\$163	\$89	\$326
Gasoline Stations	\$242	\$3	\$24	\$270
Manufacturing	\$6	\$105	\$54	\$165
Agriculture, Fishing, Mining		\$30	\$16	\$47

Source: Tourism Economics

Visitor spending drives income across industries, including 10 industries with more than \$1.1 billion in total income.



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Fiscal (Tax) Impacts

Visitor economy spending, visitor supported jobs, and business sales generated \$11.8 billion in government revenues. State and local taxes alone tallied nearly \$5.4 billion in 2024.

Each household in New Jersey would need to be taxed an additional \$1,545 to replace the visitor-generated taxes received by New Jersey state and local governments in 2024.

State and local fiscal (tax) impacts
Amounts in \$ millions

	2019	2020	2021	2022	2023	2024
Total	\$11,207	\$8,767	\$9,747	\$10,987	\$11,601	\$11,843
Federal	\$6,148	\$4,747	\$5,171	\$6,992	\$6,385	\$6,471
Personal Income	\$2,063	\$1,589	\$1,739	\$2,026	\$2,161	\$2,225
Corporate	\$901	\$701	\$753	\$833	\$881	\$884
Indirect business	\$627	\$410	\$446	\$504	\$544	\$551
Social Insurance	\$2,657	\$2,047	\$2,233	\$2,629	\$2,799	\$2,811
State and Local	\$5,059	\$4,020	\$4,576	\$4,995	\$5,216	\$5,373
Sales	\$1,438	\$1,010	\$1,192	\$1,383	\$1,473	\$1,525
Bed Tax	\$162	\$77	\$131	\$169	\$194	\$194
Personal Income	\$500	\$378	\$413	\$489	\$521	\$524
Corporate	\$204	\$159	\$195	\$215	\$221	\$227
Social Insurance	\$37	\$29	\$35	\$39	\$41	\$41
Excise and Fees	\$353	\$249	\$268	\$314	\$328	\$327
Property	\$2,365	\$2,119	\$2,342	\$2,387	\$2,438	\$2,534

Source: Tourism Economics



Visitor spending reduces the tax burden
by **\$1,545 per household** in New Jersey.

ECONOMIC IMPACT IN CONTEXT



Economic Impact In Context



Estimated
 2018
 \$1.75 billion

The \$50.6 billion in visitor spending means that approximately \$179 million was spent EVERY DAY by visitors in New Jersey.



Estimated
 2018
 12,000 jobs

The visitor economy generates a total net wage of \$26.0 billion, equivalent to \$7,500 per occupied household in New Jersey.



Estimated
 2018
 83%

The number of jobs sustained by the visitor economy totaled 507,838, supporting 83% of all jobs in New Jersey.

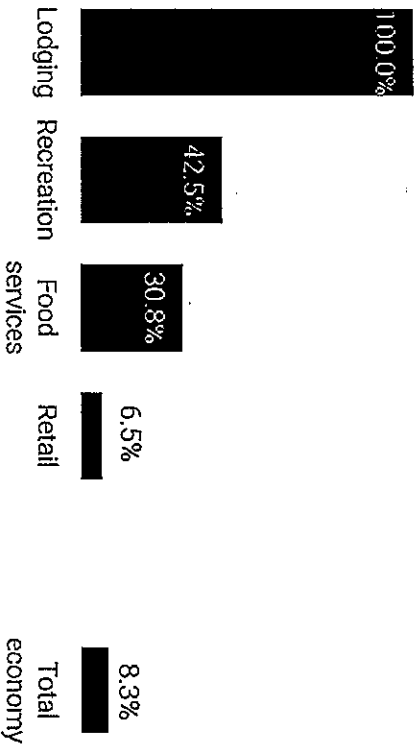


Estimated
 2018
 \$2.7 billion

State and local taxes generated by the visitor economy totaled \$5.4 billion and would cover the average salary of 82,700 public school teachers in New Jersey.

Economic Impact In Context

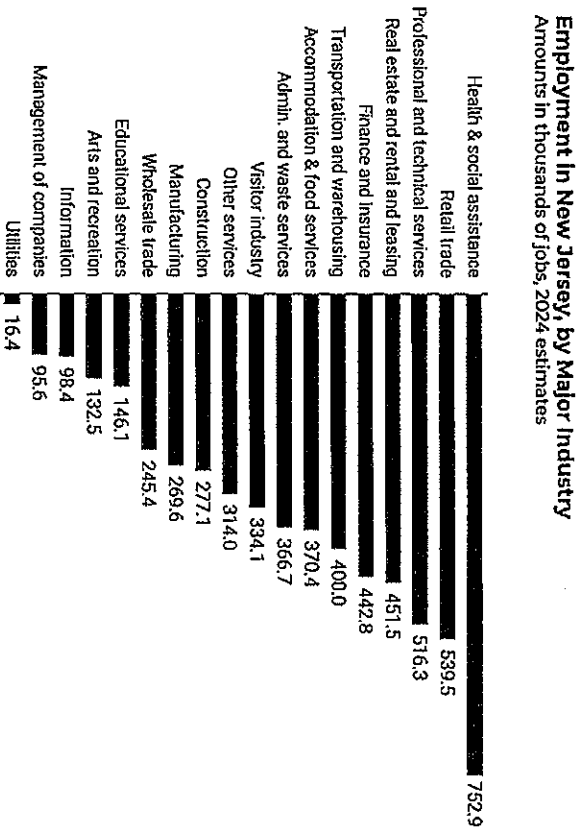
Direct visitor economy employment supported significant shares of several industries in 2024 – all of lodging, 42.5% of recreation, 30.8% of food and beverage employment, and 6.5% of retail employment.



Source: Tourism Economics, BEA, BLS

Importance of Visitor Industry Jobs

The visitor industry is a key employer in New Jersey. Visitor industry jobs span across sectors and when considered as a group can be compared to other industries. Total direct employment from the visitor industry in 2024 amounted to 334,073 jobs and ranked as the 9th largest employer in the State, representing 1-in-18 jobs.



Source: Tourism Economics, BEA, BLS

FORECASTS



New Jersey Forecasts

Visitor Volume Forecast

Visitor volumes are forecast to increase 2.2% year-over-year (2.7 million) in 2025 to 126.4 million.

In 2025, day visitors are forecast to rise 2.7%, as overnight visitors increase 1.5%.

In 2026, World Cup events are anticipated to boost travel to the state, with visitors projected to grow 3.0%.

Visitor Spending Forecast

Visitor spending is forecast to increase 3.5% to \$52.3 billion in 2025.

Total state and local taxes generated from visitor supported activity are projected to rise to \$5.5 billion in 2025.

New Jersey Visitor Volume Forecast

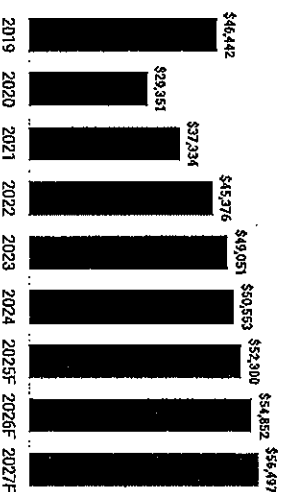
Amounts in millions



Source: Tourism Economics

New Jersey Visitor Spending Forecast

Amounts in \$ millions



Source: Tourism Economics

New Jersey Forecasts

Amounts in millions of visitors, \$ millions, and year-over-year percent change

	2019	2020	2021	2022	2023	2024	2025F	2026F	2027F
Total visitors	116.15	84.56	96.63	114.58	120.46	123.70	126.41	130.19	132.41
Day	61.46	46.13	51.56	62.42	67.07	69.98	71.91	73.68	75.09
Overnight	54.69	38.43	45.07	52.16	53.39	53.72	54.51	56.51	57.32
Spending	\$46,442	\$29,351	\$37,334	\$45,376	\$49,051	\$50,553	\$52,300	\$54,852	\$55,497
S&L Tax Revenue	\$5,059	\$4,020	\$4,576	\$4,995	\$5,216	\$5,373	\$5,503	\$5,664	\$5,766
			year-over-year growth						
Total visitors	4.9%	-27.2%	14.3%	18.6%	5.1%	2.7%	2.2%	3.0%	1.7%
Day	6.2%	-25.0%	11.8%	21.1%	7.4%	4.3%	2.7%	2.5%	1.9%
Overnight	3.5%	-29.7%	17.3%	15.7%	2.4%	0.6%	1.5%	3.7%	1.4%
Spending	3.8%	-36.8%	27.2%	21.5%	8.1%	3.1%	3.5%	4.9%	3.0%
S&L Tax Revenue	1.5%	-20.5%	13.8%	9.2%	4.4%	3.0%	2.4%	2.9%	1.8%

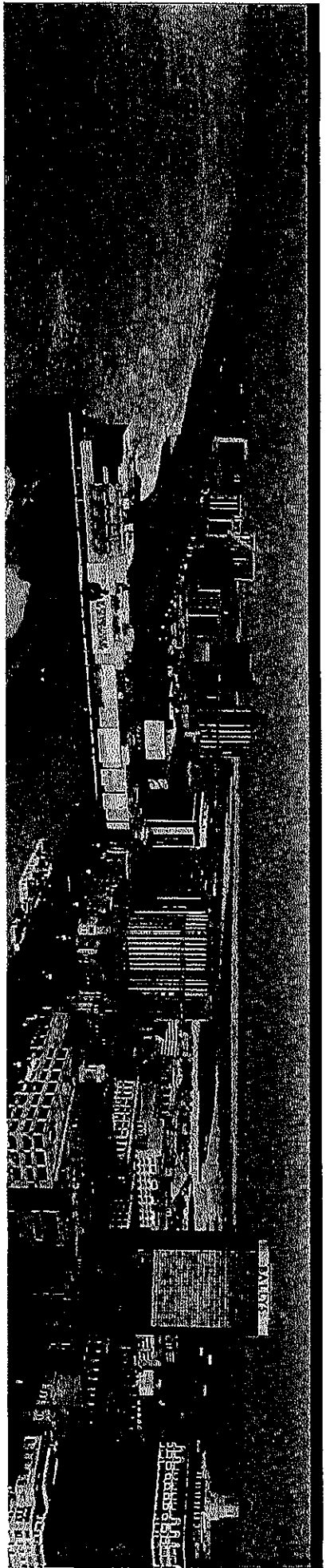
Source: Tourism Economics

New Jersey visitor volume is forecast to grow 2.2% in 2025 and 3.0% in 2026.

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COUNTY RESULTS



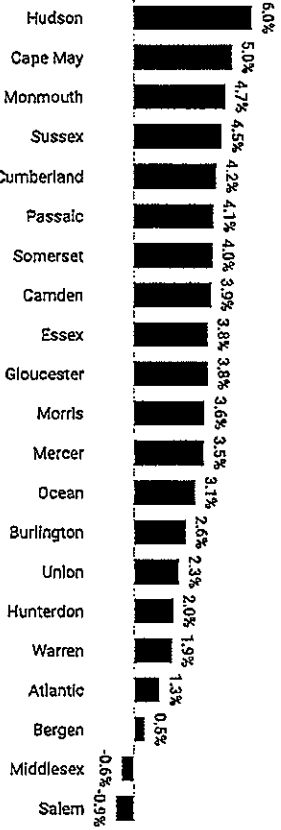


County Results

Key Points

In 2024, most counties experienced growth in visitor spending with the exception of Middlesex and Salem. Notably, Hudson County witnessed the largest year-over-year increase at 5.0%, as the demand for city travel was strong. Visits to shore counties were mixed, as Cape May led the way with 5.0% growth, while Atlantic City spending growth was more moderate as a result of declining casino revenue.

Visitor Industry Spending (2024)



Source: Tourism Economics

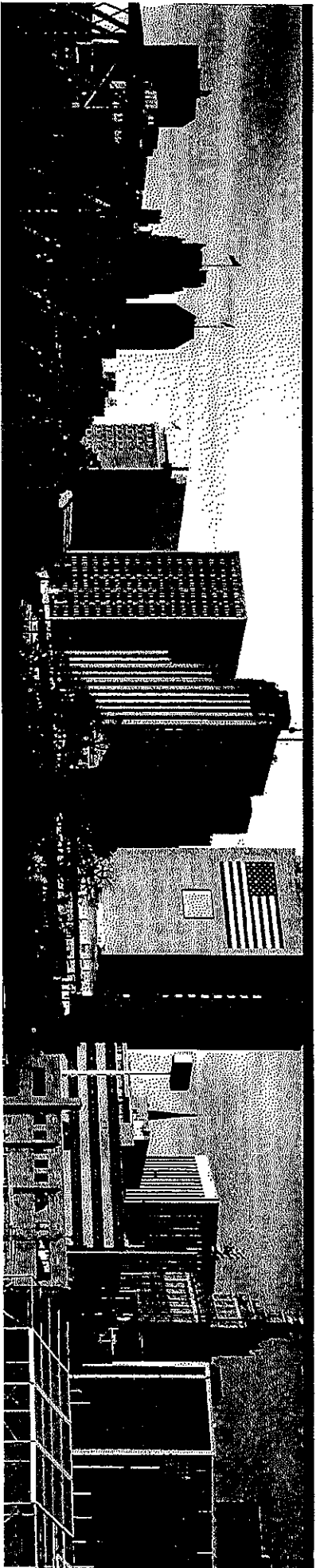
TOTAL COUNTY VISITOR VOLUME

Total Visitor Volume

Amounts in millions, 2024 percent change, and share of state total

State/County	2019	2020	2021	2022	2023	2024	2024 % Change	Share of State
State	116.15	84.56	96.63	114.58	120.46	123.70	2.7%	100.0%
Atlantic County	23.03	16.71	20.33	22.83	23.55	23.97	1.8%	19.4%
Bergen County	10.02	7.18	7.19	9.31	10.29	10.24	-0.5%	8.3%
Burlington County	3.85	3.07	3.41	3.70	3.79	3.86	1.7%	3.1%
Camden County	3.91	3.16	3.46	3.81	3.88	4.04	4.1%	3.3%
Cape May County	10.16	8.14	10.33	11.38	11.58	12.11	4.6%	9.8%
Cumberland County	0.90	0.72	0.78	0.91	0.93	0.97	4.3%	0.8%
Essex County	6.46	4.02	4.27	5.57	6.10	6.30	3.3%	5.1%
Gloucester County	1.31	1.06	1.18	1.39	1.42	1.48	4.0%	1.2%
Hudson County	7.30	5.10	5.44	7.45	8.07	8.57	6.2%	6.9%
Hunterdon County	1.23	0.87	0.94	1.19	1.29	1.32	2.4%	1.1%
Mercer County	3.62	2.18	2.43	2.95	3.05	3.16	3.7%	2.6%
Middlesex County	5.93	4.40	4.93	6.05	6.52	6.44	-1.2%	5.2%
Monmouth County	8.92	6.74	7.88	9.21	9.54	9.93	4.1%	8.0%
Morris County	6.49	4.26	4.05	5.30	5.73	5.95	3.9%	4.8%
Ocean County	9.03	7.25	8.92	10.30	10.50	10.73	2.2%	8.7%
Passaic County	1.92	1.48	1.58	1.93	2.07	2.16	4.5%	1.7%
Salem County	0.43	0.35	0.37	0.41	0.41	0.41	0.6%	0.3%
Somerset County	2.98	2.12	2.21	2.69	2.91	3.00	3.2%	2.4%
Sussex County	2.96	2.23	2.54	2.84	3.10	3.24	4.4%	2.6%
Union County	3.32	2.22	2.33	2.96	3.20	3.25	1.5%	2.6%
Warren County	2.38	1.80	2.05	2.39	2.52	2.55	1.2%	2.1%

Source: Tourism Economics



DAY VISITOR VOLUME

Day Visitor Volume

Amounts in millions, 2024 percent change, and share of state total

	2019	2020	2021	2022	2023	2024	2024 percent change	Share of State
State	6146	4613	5156	6242	6707	6998	4.3%	100.0%
County								
Atlantic County	1126	798	1006	1202	1264	1306	3.3%	18.2%
Bergen County	562	448	421	339	359	623	1.6%	8.9%
Burlington County	166	119	130	156	164	171	4.0%	2.4%
Camden County	286	229	251	283	291	306	5.3%	4.4%
Cape May County	370	289	374	421	440	470	6.8%	6.7%
Cumberland County	043	048	053	064	066	069	4.4%	1.0%
Essex County	356	244	280	329	369	388	5.1%	5.5%
Gloucester County	085	062	070	088	092	097	5.4%	1.4%
Hudson County	399	315	327	421	468	503	7.4%	7.2%
Hunterdon County	096	068	074	094	103	106	3.2%	1.5%
Mercer County	197	141	154	185	194	204	4.9%	2.9%
Middlesex County	199	146	154	201	222	224	0.8%	3.2%
Monmouth County	549	417	477	568	599	634	5.9%	9.1%
Morris County	349	254	235	295	324	340	5.2%	4.9%
Ocean County	475	360	438	520	550	574	4.2%	8.2%
Passaic County	123	094	105	127	139	147	5.5%	2.1%
Salem County	028	022	024	028	028	029	0.2%	0.4%
Somerset County	139	110	114	136	152	160	5.2%	2.3%
Sussex County	225	172	197	227	250	269	5.0%	3.8%
Union County	130	098	096	120	134	139	3.6%	2.0%
Warren County	224	169	195	228	241	244	1.3%	3.5%

Source: Tourism Economics

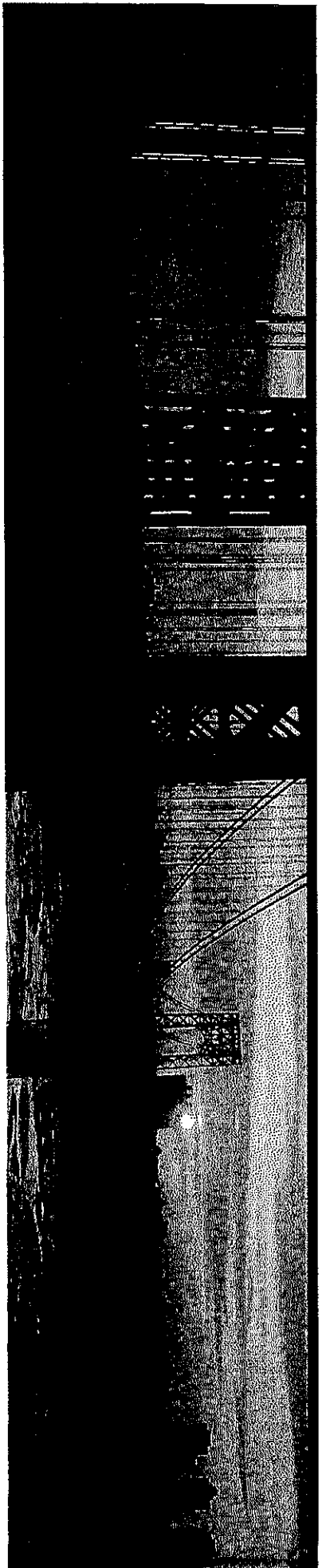
OVERNIGHT VISITOR VOLUME

Overnight Visitor Volume

Amounts in millions, 2024 percent change, and share of state total

	2019	2020	2021	2022	2023	2024	2024 percent change	Share of State
State	5469	3843	4507	5216	5339	5372	0.6%	100.0%
County								
Atlantic County	1177	823	1027	1081	1091	1091	0.0%	20.3%
Bergen County	441	271	299	391	416	401	-3.6%	7.5%
Burlington County	219	187	212	214	214	215	0.3%	4.0%
Camden County	105	097	095	098	097	098	0.8%	1.8%
Cape May County	646	525	659	717	718	741	3.2%	13.8%
Cumberland County	026	024	025	027	027	028	4.3%	0.5%
Essex County	290	158	167	229	241	242	0.6%	4.5%
Gloucester County	046	045	049	051	050	051	1.4%	0.9%
Hudson County	331	195	217	325	339	355	4.6%	6.6%
Hunterdon County	027	019	020	025	026	026	-0.6%	0.5%
Mercer County	165	076	089	110	111	112	1.5%	2.1%
Middlesex County	394	294	339	404	430	420	-2.2%	7.8%
Monmouth County	343	257	311	352	355	358	1.1%	6.7%
Morris County	300	162	170	235	249	254	2.1%	4.7%
Ocean County	428	365	454	501	500	499	-0.1%	9.3%
Passaic County	069	054	053	066	068	070	2.6%	1.3%
Salem County	015	013	013	013	013	013	0.4%	0.2%
Somerset County	159	103	106	132	139	140	1.1%	2.6%
Sussex County	202	051	056	057	080	061	-1.7%	1.1%
Union County	185	123	137	176	185	185	0.0%	3.5%
Warren County	015	011	010	011	011	011	-0.8%	0.2%

Source: Tourism Economics



COUNTY SPENDING

Visitor Industry Spending by Category (2024)

Amounts in \$ millions and 2024 percent change

County	2023	2024	% Change
State	\$134,475	\$141,928	5.6%
Atlantic County	\$4,387.2	\$1,565.9	-64.5%
Bergen County	\$450.6	\$1,207.0	168.0%
Burlington County	\$201.1	\$572.8	186.8%
Camden County	\$95.3	\$291.2	205.8%
Cape May County	\$3,944.4	\$1,866.3	-52.7%
Cumberland County	\$45.3	\$115.3	154.5%
Essex County	\$34.2	\$82.4	140.9%
Gloucester County	\$75.1	\$215.2	186.5%
Hudson County	\$461.0	\$1,015.1	120.2%
Hunterdon County	\$33.4	\$90.2	169.8%
Mercer County	\$145.6	\$448.1	207.8%
Middlesex County	\$417.3	\$979.1	134.4%
Monmouth County	\$684.6	\$915.5	33.7%
Morris County	\$350.9	\$785.8	123.9%
Ocean County	\$1,748.6	\$1,599.5	-8.5%
Passaic County	\$99.3	\$294.6	197.3%
Salem County	\$20.1	\$50.6	152.3%
Somerset County	\$198.2	\$443.2	123.6%
Sussex County	\$159.9	\$195.4	22.2%
Union County	\$191.8	\$592.6	208.9%
Warren County	\$23.5	\$51.9	122.6%

Source: Tourism Economics

* Lodging includes second home and casino spending
 ** Transportation includes both ground and air transportation

Visitor Industry Spending

Amounts in \$ millions, 2024 percent change, and share of state total

County	2019	2020	2021	2022	2023	2024	% Change	Share of State
State	\$46,442.4	\$29,351.1	\$37,293.4	\$45,375.8	\$49,051.0	\$50,553.0	3.1%	100.0%
Atlantic County	\$2,790.0	\$4,747.5	\$6,867.6	\$7,757.7	\$8,097.5	\$8,201.4	1.3%	16.2%
Bergen County	\$3,200.0	\$1,842.1	\$2,285.2	\$2,937.1	\$3,456.7	\$3,474.1	0.5%	6.9%
Burlington County	\$1,668.6	\$1,086.7	\$1,381.6	\$1,589.1	\$1,643.5	\$1,686.4	2.6%	3.3%
Camden County	\$973.3	\$610.8	\$778.8	\$907.2	\$936.4	\$973.3	3.9%	1.9%
Cape May County	\$6,910.6	\$5,606.3	\$6,622.6	\$7,409.0	\$7,714.5	\$8,102.4	5.0%	16.0%
Cumberland County	\$356.3	\$249.0	\$309.2	\$365.6	\$374.5	\$390.2	4.2%	0.8%
Essex County	\$401.4	\$218.1	\$2,775.6	\$3,498.7	\$3,956.9	\$4,105.6	3.8%	8.1%
Gloucester County	\$574.9	\$727.7	\$492.3	\$593.1	\$609.7	\$625.5	2.8%	1.3%
Hudson County	\$2,405.5	\$1,164.3	\$1,546.7	\$2,350.6	\$2,720.5	\$2,885.1	6.0%	5.7%
Hunterdon County	\$333.7	\$182.8	\$231.3	\$274.4	\$307.9	\$314.0	2.0%	0.6%
Mercer County	\$1,446.0	\$700.8	\$872.1	\$1,128.1	\$1,202.9	\$1,245.6	3.5%	2.5%
Middlesex County	\$2,530.8	\$1,456.7	\$1,897.9	\$2,560.8	\$2,891.6	\$2,874.0	-0.6%	5.7%
Monmouth County	\$2,653.9	\$1,843.8	\$2,347.7	\$2,809.0	\$2,939.6	\$3,077.7	4.7%	6.1%
Morris County	\$2,308.0	\$1,157.3	\$1,393.3	\$1,953.6	\$2,212.7	\$2,292.2	3.6%	4.5%
Ocean County	\$4,988.6	\$3,894.1	\$4,673.2	\$5,398.5	\$5,647.9	\$5,823.0	3.1%	11.5%
Passaic County	\$649.8	\$394.1	\$492.4	\$622.5	\$708.3	\$728.9	4.1%	1.4%
Salem County	\$216.9	\$151.5	\$178.0	\$202.2	\$204.8	\$202.9	-0.9%	0.4%
Somerset County	\$1,297.4	\$618.3	\$746.2	\$1,025.0	\$1,180.8	\$1,128.2	-4.0%	2.3%
Sussex County	\$557.1	\$345.8	\$445.4	\$502.1	\$560.3	\$585.5	4.5%	1.3%
Union County	\$1,511.0	\$821.4	\$1,022.3	\$1,302.7	\$1,507.4	\$1,541.6	2.3%	3.0%
Warren County	\$181.4	\$120.6	\$140.5	\$160.9	\$184.7	\$188.2	1.9%	0.4%

Source: Tourism Economics

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COUNTY EMPLOYMENT

Visitor Industry Employment Amounts in number of jobs, 2024 percent change, and share of state total

County	2019	2020	2021	2022	2023	2024	% Change	Share of State
State	342,937	237,391	270,566	310,450	329,165	334,073	1.5%	100.0%
Atlantic County	54,697	36,694	47,133	53,021	55,148	55,561	0.7%	16.6%
Bergen County	26,770	18,237	19,704	22,940	25,414	25,466	0.1%	7.6%
Burlington County	16,456	11,436	12,440	13,855	14,324	14,645	2.2%	4.4%
Camden County	9,473	6,548	7,322	8,165	8,420	8,672	3.0%	2.6%
Cape May County	26,981	23,265	28,304	30,352	31,325	32,051	2.3%	9.6%
Cumberland County	3,178	2,414	2,653	2,877	2,929	3,033	3.2%	0.9%
Essex County	23,525	15,326	15,904	19,868	21,766	21,999	1.1%	6.6%
Glooucester County	5,658	4,211	4,447	5,009	5,162	5,317	3.0%	1.6%
Hudson County	20,574	13,775	15,187	18,942	20,696	21,679	4.8%	6.5%
Hunterdon County	2,904	1,869	2,003	2,228	2,385	2,378	-0.3%	0.7%
Mercer County	13,662	7,876	8,286	9,710	10,151	10,250	1.0%	3.1%
Middlesex County	23,943	15,936	17,336	20,532	22,264	21,848	-1.9%	6.5%
Monmouth County	23,828	17,493	20,074	22,739	23,672	24,242	2.4%	7.3%
Morris County	22,620	13,669	14,167	17,336	18,817	19,094	1.5%	5.7%
Mountain County	27,166	21,157	24,693	27,667	28,593	29,052	1.6%	8.7%
Ocean County	4,109	4,447	4,687	5,225	5,488	5,783	1.7%	1.7%
Passaic County	1,648	1,244	1,380	1,460	1,494	1,475	-1.3%	0.4%
Salem County	1,660	7,471	7,759	9,237	10,131	10,439	3.0%	3.1%
Somerset County	6,408	4,430	5,088	5,455	5,954	5,954	2.2%	1.8%
Sussex County	14,539	9,733	10,661	12,286	13,386	13,587	1.5%	4.1%
Union County	1,738	1,220	1,318	1,476	1,560	1,569	0.6%	0.5%
Warren County								

Source: Tourism Economics

Visitor Industry and Total Visitor Economy Employment Amounts in number of jobs and share of total county employment

County	Visitor Industry Employment	Share of Total Employment	Total Visitor Economy Employment	Share of Total Employment
State	334,073	5.5%	507,833	8.3%
Atlantic County	55,561	23.6%	70,825	37.8%
Bergen County	25,466	3.4%	42,378	5.8%
Burlington County	14,645	4.5%	22,866	6.7%
Camden County	8,672	2.7%	15,207	4.7%
Cape May County	32,051	44.7%	41,701	58.1%
Cumberland County	3,033	3.5%	4,960	5.8%
Essex County	21,999	3.7%	37,496	6.4%
Glooucester County	5,317	2.8%	8,465	4.4%
Hudson County	21,679	5.0%	33,162	7.6%
Hunterdon County	2,378	2.7%	4,247	4.0%
Mercer County	10,250	3.2%	19,813	6.1%
Middlesex County	21,848	3.3%	36,767	5.6%
Monmouth County	24,242	5.0%	34,576	7.1%
Morris County	19,094	4.1%	32,101	6.9%
Ocean County	29,052	7.8%	39,427	10.6%
Passaic County	5,783	2.0%	11,051	3.9%
Salem County	1,475	4.5%	2,287	6.9%
Somerset County	10,439	3.5%	18,827	6.3%
Sussex County	5,954	8.2%	7,637	10.5%
Union County	13,587	3.6%	22,170	5.9%
Warren County	1,569	2.6%	2,661	4.4%

Source: Tourism Economics

Share of county employment = visitor-supported jobs / all county jobs

COUNTY FISCAL (TAX) IMPACTS

Fiscal (Tax) Impacts

Amounts in \$ millions, 2024 percent change, and share of state total

State	2019	2020	2021	2022	2023	2024	2024 percent	2024 share of total
County								
Atlantic County	\$644.6	\$649.2	\$811.1	\$860.0	\$867.7	\$882.6	1.7%	16.4%
Bergen County	\$401.7	\$298.3	\$32.5	\$374.3	\$414.6	\$416.7	0.5%	7.8%
Burlington County	\$184.3	\$152.9	\$171.8	\$180.1	\$183.5	\$189.6	3.3%	3.5%
Camden County	\$118.0	\$94.9	\$108.7	\$116.5	\$118.6	\$124.6	5.0%	2.3%
Cape May County	\$569.3	\$557.1	\$615.2	\$692.0	\$637.5	\$668.5	4.9%	12.4%
Cumberland County	\$98.5	\$33.7	\$37.5	\$39.7	\$39.8	\$41.9	5.3%	0.8%
Essex County	\$400.4	\$293.8	\$323.3	\$358.4	\$383.2	\$395.9	3.3%	7.4%
Gloucester County	\$67.4	\$58.0	\$67.3	\$71.8	\$72.9	\$76.5	4.9%	1.4%
Hudson County	\$267.1	\$179.5	\$208.4	\$261.7	\$287.8	\$303.8	5.6%	5.7%
Hunterdon County	\$43.5	\$31.8	\$36.4	\$38.7	\$40.9	\$41.5	1.5%	0.8%
Mercer County	\$170.8	\$109.9	\$126.3	\$145.1	\$147.0	\$152.6	3.8%	2.8%
Middlesex County	\$315.8	\$229.6	\$267.2	\$310.0	\$335.9	\$335.3	-0.2%	6.2%
Monmouth County	\$311.4	\$265.0	\$303.9	\$326.7	\$333.9	\$347.3	4.0%	6.5%
Morris County	\$295.1	\$190.8	\$210.6	\$252.0	\$274.8	\$283.9	3.3%	5.3%
Ocean County	\$470.3	\$463.7	\$497.1	\$515.0	\$523.2	\$536.8	2.6%	10.0%
Passaic County	\$93.5	\$72.2	\$81.9	\$90.2	\$96.6	\$100.9	4.5%	1.9%
Salem County	\$21.7	\$19.4	\$20.2	\$20.8	\$20.6	\$20.5	-0.5%	0.4%
Somerset County	\$172.0	\$114.4	\$127.1	\$149.0	\$164.9	\$172.2	4.4%	3.2%
Sussex County	\$63.9	\$52.9	\$60.9	\$62.4	\$65.8	\$68.9	4.7%	1.3%
Union County	\$185.7	\$134.2	\$151.4	\$168.3	\$183.6	\$189.0	2.9%	3.5%
Warren County	\$23.7	\$19.7	\$20.9	\$22.3	\$23.2	\$23.8	2.5%	0.4%

Source: Tourism Economics



APPENDIX



Appendix

Glossary – Spending Definitions

Term	Description
Lodging	Includes visitor spending in the accommodation sub-sector. This includes food and other services provided by hotels, rentals and similar establishments.
Food and beverage	Includes all visitor spending on food & beverages, including at restaurants, bars, grocery stores and other food providers.
Recreation	Includes visitors spending within the arts, entertainment and recreation sub-sector.
Retail	Includes visitor spending in all retail sub-sectors within the local economy.
Local transport	Includes visitor spending on local transport services such as taxis, limos, trains, rental cars, buses, spending on gasoline, and the local share of air transportation spending.
Second homes	Where applicable, spending associated with the upkeep of seasonal second homes for recreational use as defined by the Census Bureau.

Glossary – Economic Impact Definitions

Term	Description
Direct Impact	Impacts (business sales, jobs, income, and taxes) created directly from spending by visitors to a destination within a discrete group of tourism-related sectors (e.g. recreation, transportation, lodging).
Indirect Impact	Impacts created from purchase of goods and services used as inputs (e.g. food wholesalers, utilities, business services) into production by the directly affected tourism-related sectors (i.e. economic effects stemming from business-to-business purchases in the supply chain).
Induced Impact	Impacts created from spending in the local economy by employees whose wages are generated either directly or indirectly by visitor spending.
Employment	Employment is measured by the Bureau of Economic Analysis (BEA) and Bureau of Labor Statistics (BLS) definitions, and captures full-time and part-time jobs, which includes salary and wage employees and proprietors.
Labor Income	Income (wages, salaries, proprietor income and benefits) supported by visitor spending.
Value Added (GDP)	The economic enhancement a company gives its products or services before offering them to customers.
Local Taxes	City and County taxes generated by visitor spending. This includes any local sales, income, bed, usage fees, licenses and other revenues streams of local governmental authorities – from transportation to sanitation to general government.
State Taxes	State tax revenues generated by visitor spending. This will include sales, income, corporate, usage fees and other assessments of state governments.

About the Research Team

Oxford Economics was founded in 1981 as a commercial venture with Oxford University's business college to provide economic forecasting and modelling to UK companies and financial institutions expanding abroad. Since then, we have become one of the world's foremost independent global advisory firms, providing reports, forecasts and analytical tools on 200 countries, 100 industrial sectors and over 3,000 cities. Our best-of-class global economic and industry models and analytical tools give us an unparalleled ability to forecast external market trends and assess their economic, social and business impact.

Oxford Economics is an adviser to corporate, financial and government decision-makers and thought leaders. Our worldwide client base comprises over 2,000 international organizations, including leading multinational companies and financial institutions; key government bodies and trade associations; and top universities, consultancies, and think tanks.

This study was conducted by the Tourism Economics group within Oxford Economics.

Tourism Economics combines an understanding of traveler dynamics with rigorous economics in order to answer the most important questions facing destinations, investors, and strategic planners. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, destination recovery plans, forecasting models, policy analysis, and economic impact studies.

Oxford Economics employs more than 600 full-time staff, including 350+ professional economists and analysts. Headquartered in Oxford, England, with regional centers in London, New York, and Singapore, Oxford Economics has offices across the globe in Belfast, Chicago, Dubai, Miami, Milan, Paris, Philadelphia, San Francisco, and Washington DC.



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ECONOMICS**
AN OXFORD ECONOMICS COMPANY

For more information, questions on the report or other general inquiries, please reach out to the team at admin@tourismeconomics.com.

Date: October 6, 2025

To: Chairman Beach and members of the Senate State Government, Wagering, Tourism and Historic Preservation Committee

From: Michael Egenton, Executive Vice President, New Jersey Chamber of Commerce

Subject: New Jersey State Chamber of Commerce Testimony on Shore Tourism and Agritourism

The New Jersey State Chamber of Commerce is a business advocacy organization that actively supports legislation, regulation and initiatives that will lead to economic growth, job creation and prosperity throughout the state. The State Chamber consistently works to improve New Jersey's business climate and provide its members with opportunities to promote and grow their businesses.

Thank you for the opportunity to speak today on the economic importance of New Jersey's shore tourism and agritourism industries.

The tourism industry is vital to New Jersey businesses. The Jersey Shore remains one of the state's most powerful tourism draws, attracting millions of visitors annually from across the region. Tourism statewide contributed \$80.4 billion to New Jersey's economy in 2024, supporting more than half a million jobs. The Jersey Shore region is one of the largest components of that total, with Monmouth County alone generating over \$3 billion in visitor spending last year. These numbers highlight how essential the shore is, not just for seasonal businesses, but for the overall strength of New Jersey's economy.

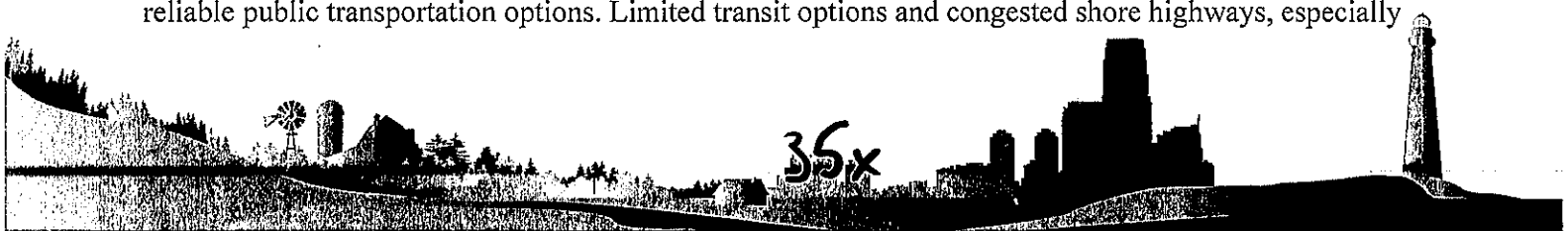
I will also add that New Jersey has 22 designated Destination Marketing Organizations (DMO) whose mission is to drive visitation to communities, bringing traveler spending that promotes economic activity and creates and supports local jobs. Our DMOs serve the traveling public at the local level by producing marketing materials and promoting the unique tourism assets in their respective areas.

Agritourism is a growing sector in New Jersey's billion-dollar agriculture industry, offering experiences such as U-pick farms, wine trails, farm stays, corn mazes, and seasonal events. A study assessing the impact of agritourism found that about 40% of small farms in the state completely rely on tourism as a source of income. Agritourism went from more than \$18 million in total sales in the 2017 census to more than \$29 million in New Jersey. Additionally in 2022, the value of New Jersey's agricultural production and processing industries represented 1.2 percent of total state GDP.

My testimony outlines the broader economic impact of these industries, challenges they face and upcoming opportunities for growth, including the 2026 FIFA World Cup.

Challenges:

Infrastructure needs: Visitors need safe well-maintained roads to access these tourism destinations or reliable public transportation options. Limited transit options and congested shore highways, especially



during peak summer, reduce accessibility and can discourage tourism. This creates parking and traffic management issues for towns whose roads are not designed to withstand high traffic. Additionally, tens of thousands of rural NJ residents still lack access to high-speed internet, particularly in Sussex, Warren and Salem counties.

Workforce shortages: Seasonal labor shortages continue to be exacerbated by federal restrictions. Legislation passed last session expanding working hours for minors was a positive measure to alleviate workforce shortages.

Regulatory Burdens: Legislation imposing requirements that fail to account for the unique needs of tourism and agriculture businesses are harmful. The heat standards bill discussed in the legislature would decimate outdoor operations by requiring stringent and arbitrary heat related requirements. For agritourism and shore businesses, many of which operate in open-air environments and with limited labor resources; this would be detrimental.

Climate and Resiliency: Operational costs are increasing for all businesses with new tariffs, rising energy costs and increased extreme weather. Many businesses in this sector are not able to operate year-round. Seasonal tourist attractions can struggle with finding additional income if unexpected expenses arise off season. This can make it more difficult for businesses to recover for the next wave of visitors. We are seeing an uptick of extreme weather, causing erosions, flooding, damage to crops and decreases in agricultural yields.

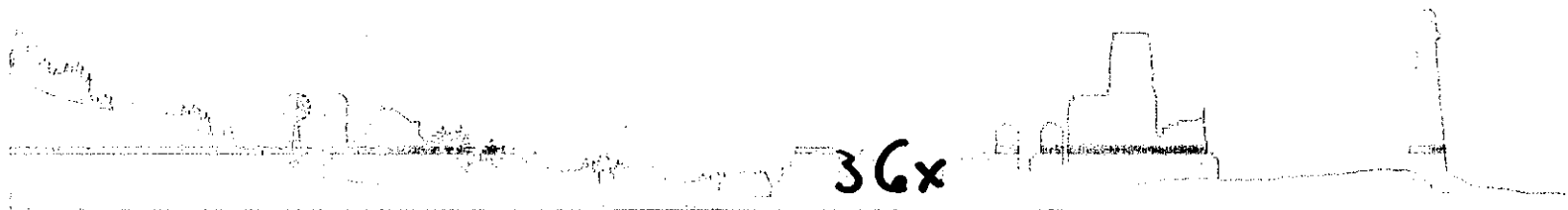
Opportunities for Growth:

Private-Public Partnerships: We must continue to hold these forums, bringing together business owners, chambers of commerce, local governments and the state legislature to address the ongoing issues that these industries face. Marketing and promotion of our industries is essential. Continued investment in Visit New Jersey to highlight the experiences is crucial, especially next year when we welcome the World Cup to New Jersey.

Infrastructure Investments: We must explore how to expand and modernize our transportation corridors, invest in coastal protections and expand access to broadband and digital connectivity. We must also ensure that farmers and businesses have access to the financing they need to sustain and expand.

FIFA World Cup 2026: With a new opportunity in 2026, the FIFA World Cup events coming to New Jersey, there is a projected \$3.3 billion economic impact for the region. With over 1.2 million international and domestic visitors anticipated, there is a rare opportunity for our shore communities and agritourism destinations to showcase themselves on a much larger scale. In order to seize this opportunity, these businesses need targeted support from our legislature and the Host Committee.

Shore tourism and agritourism are important economic drivers. If we want these industries to grow and continue contributing to our state's economy, they need policies that support, not hinder, their operations. They need flexibility, foresight, and partnership from the state. And with the right support, especially leading into FIFA 2026, they can help bring unprecedented economic benefit to New Jersey.

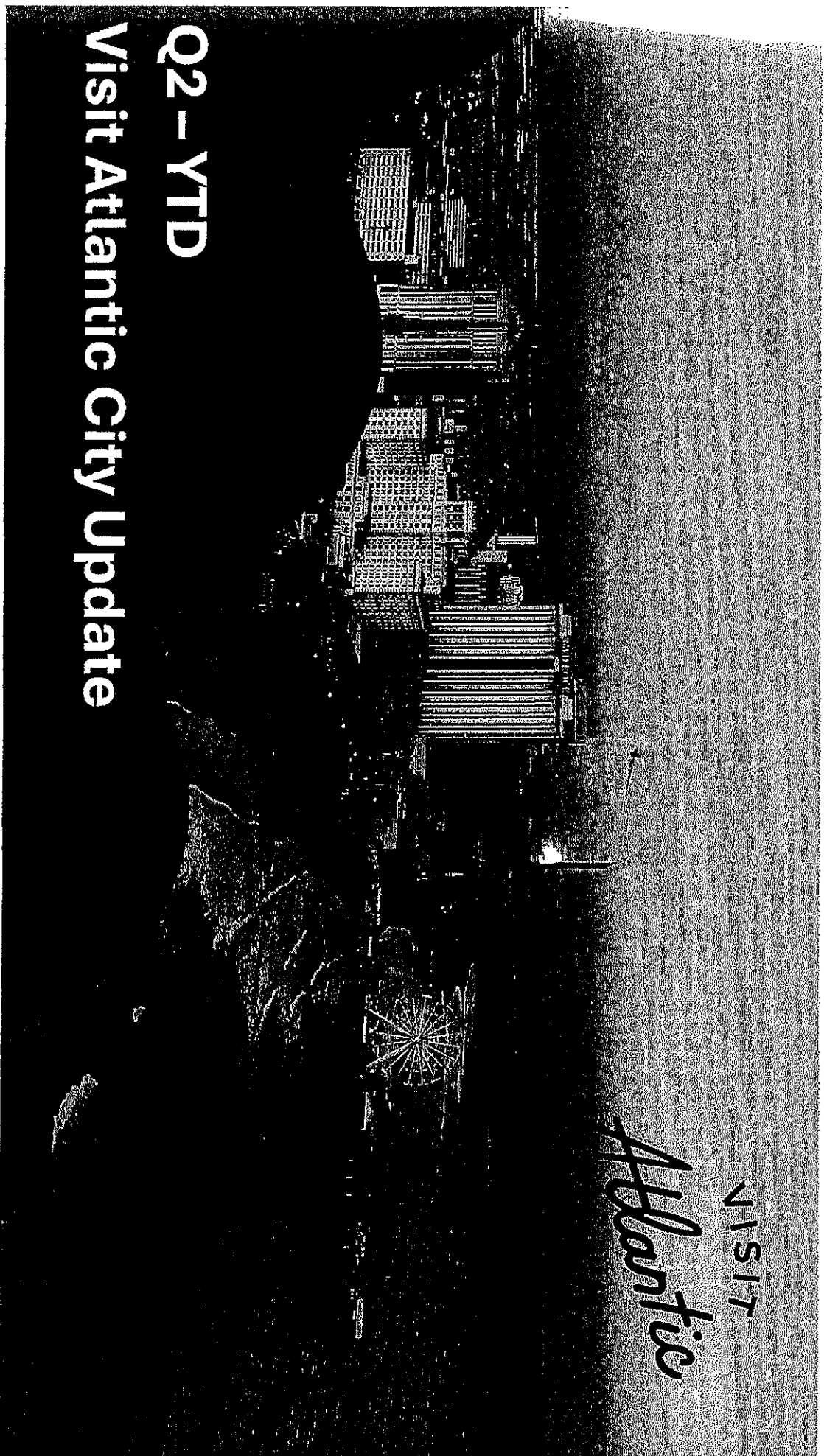


It is also certainly worthy and timely to add that next July 2026, we will be celebrating the 250th anniversary of the signing of the Declaration of Independence . With New Jersey's historic Revolutionary War history and heritage, there are countless celebration events being planned across our great state.

... and talk about a trifecta for the South Jersey region of our state ... the 2026 MLB All-Star Game will be played on Tuesday, July 14, 2026 in Philadelphia, just 10 days after the nation's big 250th birthday bash.

The New Jersey State Chamber of Commerce looks forward to staying engaged and stands ready to work with our State Legislature to support smart policies that strengthen all aspects of tourism, including agritourism and shore tourism.

Thank you for the opportunity to update this committee on these important issues and milestones.



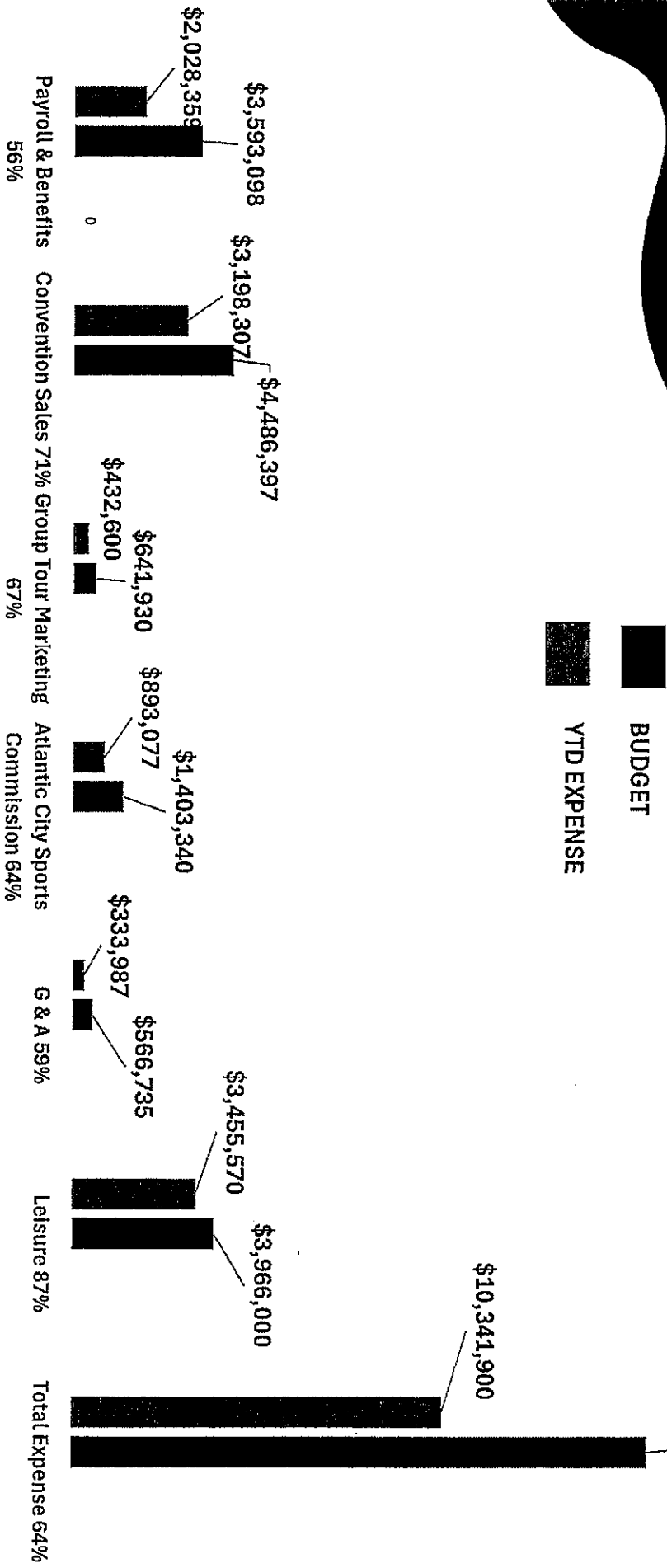
VISIT

Atlantic

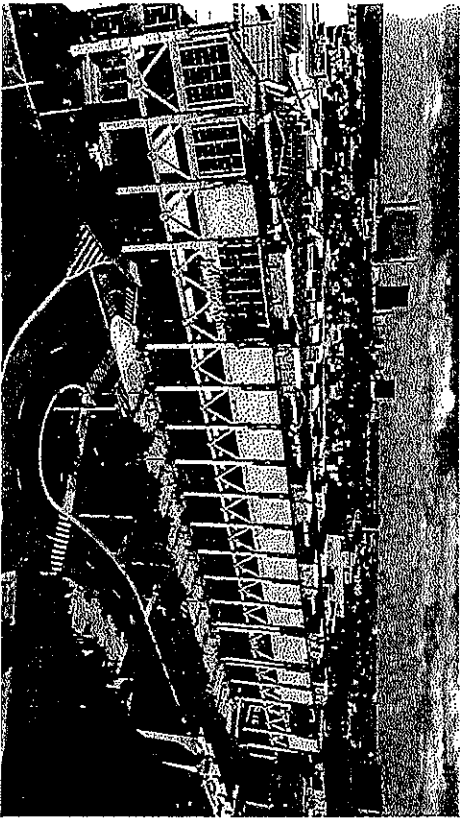
Q2 - YTD
Visit Atlantic City Update

Visit Atlantic City Budget v Actual July 31, 2025

Dollar and Percentage of each department



Convention Sales Production



Convention Sales Production

YTD July 2025 Vs 2024

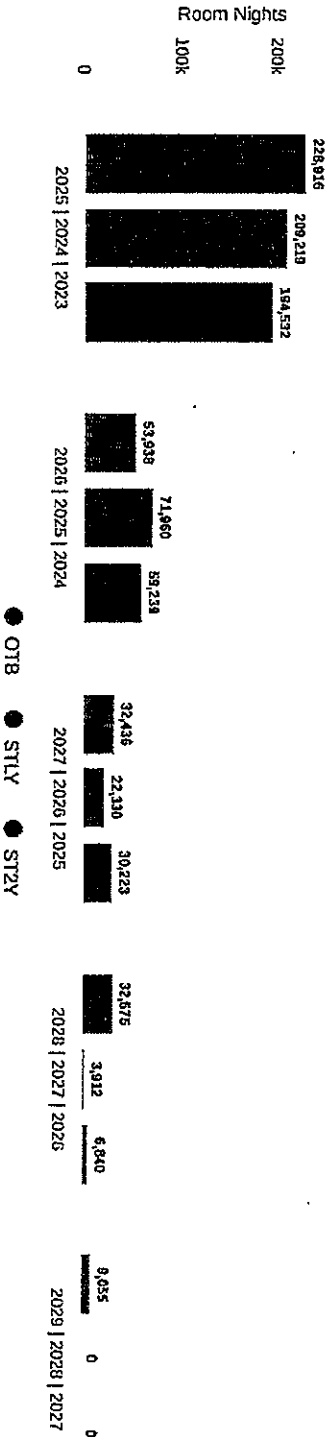
Convention Center			
Rooms	78,508	+ 35.9%	
Attendance	166,506	+24%	
Boardwalk Hall			
Rooms	6112	+46.6%	
Attendance	72,162	+36.6%	
Casino / Hotel			
Rooms	89,995	+17.2%	
Attendance	166,008	+35.1%	
Total			
Rooms	201906	+22%	
Attendance	404,676	+30%	

Room Nights: OTB vs STLY

Visit Atlantic City
FuturePace Reports
Prepared on: 08/20/2025

300k

Room Nights: OTB vs STLY

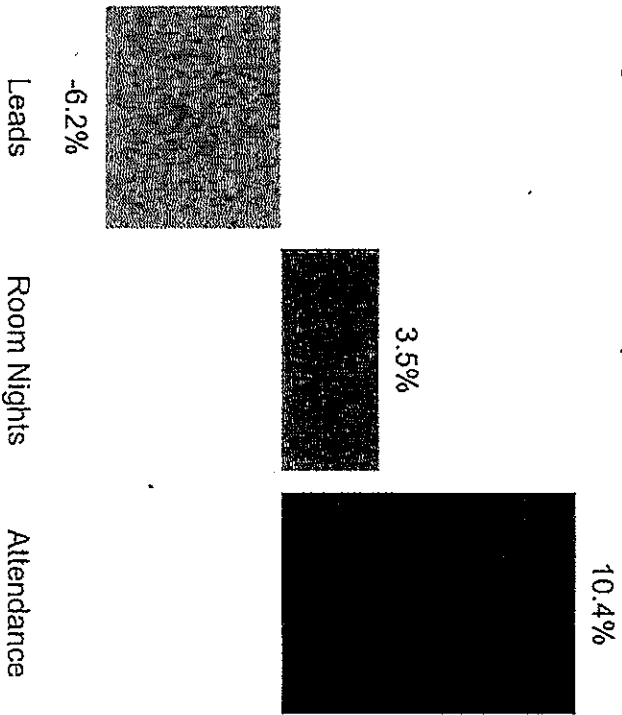


41x

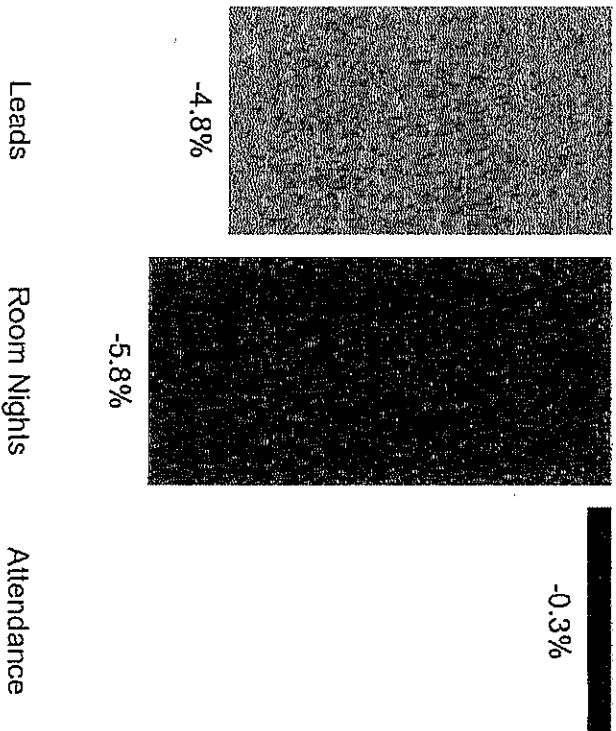
National Volume Trend

SSQ: Mid-Year Update

Hotel meeting leads through June 2025 compared to 2024



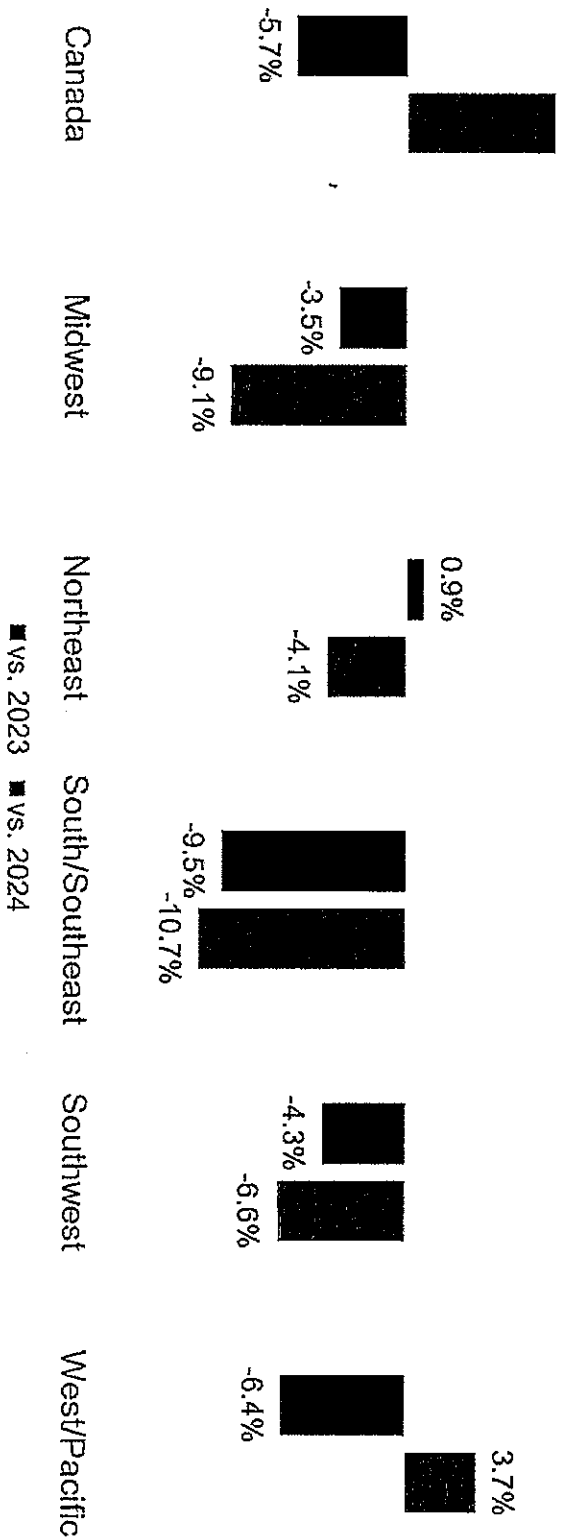
Convention center leads through June 2025 compared to 2024



Regional Volume Trend

SSQ: Mid-Year Update

Number of leads by region through June 2025 compared to 2023 and 2024



43x

Meetings Q2 Goals

Awareness

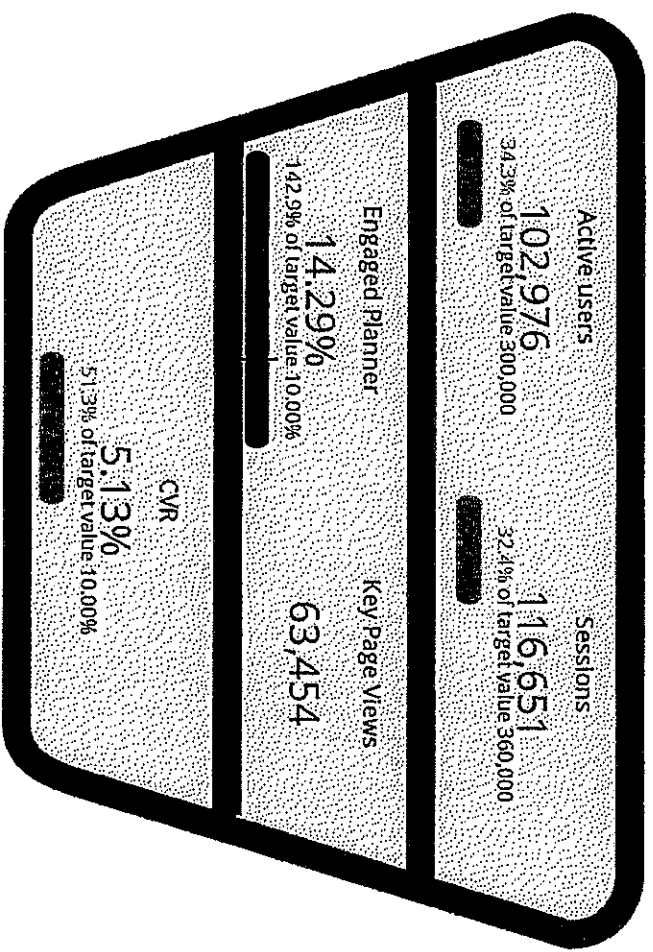
Active Users & Sessions

Consideration

Engaged Planner &
Key Pages Visited

Action

CVR - Unique Users



44x

Events



Events

	Invest	Attend	Economic Imp	BWH/CC Net
Ennis Fight	45K	9,500	3.2 M	125K
Lil Wayne	75K	10,309	3.6 M	186K
VVBZ Cartel	50K	8200	3 M	157K
Air show	480K	150 k	19 M	NA
NE Pool +Spa	50K	13,000	13 M	399K

45x

Meetings Q2 Goals

Top Sources of Traffic:

- Paid Search (28% of All Sessions)
- Paid Social (27% of All Sessions) - remarketing
- Organic Search (9% of All Sessions)

Visit Atlantic City ... X

Looking for the ideal spot for your next corporate event? Visit Atlantic City's Meeting Planner Guide shows you all the... See more

Visit Atlantic City

Learn more

Share Comment

Visit Atlantic City ... X

Looking for the ideal spot for your next corporate event? Visit Atlantic City's Meeting Planner Guide shows you all the... See more

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Visit Atlantic City ... X

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Share Comment

Visit Atlantic City ... X

Looking for the ideal spot for your next corporate event? Visit Atlantic City's Meeting Planner Guide shows you all the... See more

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Learn more

Share Comment

46x

Q3 Plan Meetings

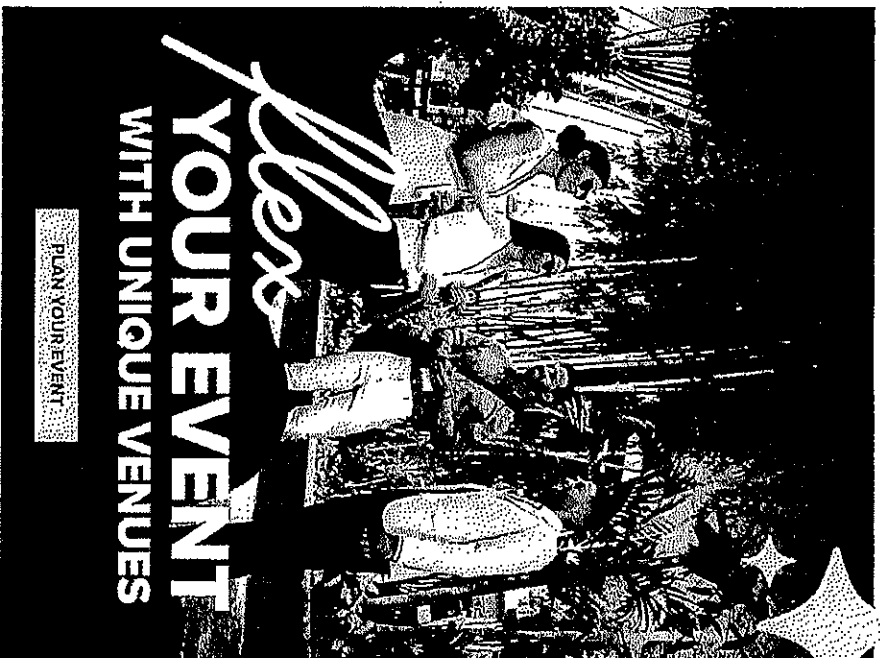
Meetings Digital Marketing

Always On: *Continuous*

- Google & Microsoft Search
- Google Performance Max
- LinkedIn General High-Level Campaign
- Spotify

New Additions

- Programmatic Meetings
 - High-Level Awareness & Testing
 - Mid-Funnel Campaign
- LinkedIn Lead Generation Campaign
- Retargeting Campaign – planners who have landed on the venues page will be re-directed back onto the site through Meta and other omni-channel marketing tactics.



47x

Q3 Plan Meetings

Programmatic High-Level

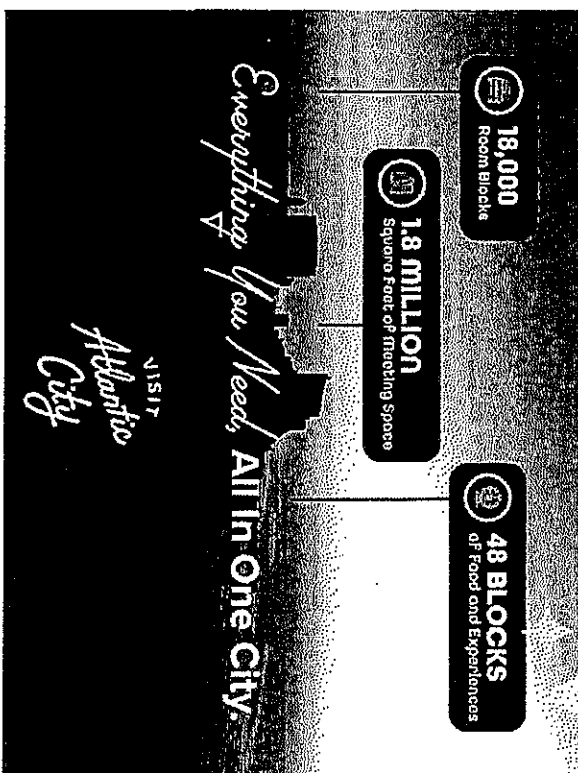
Traffic Going To: <https://www.visitatlanticcity.com/meetings/>

- Testing all the pillars we have under our umbrella for creative results and strategic planning moving forward
 - *Personalized Service Powerful Results*
 - *Meet with Purpose*
 - *Unique Venues, Unforgettable Events*

Programmatic Mid-Funnel Campaign

Traffic Going To: <https://www.visitatlanticcity.com/meetings/your-meeting-placed> *See New Draft*

- Testing the "checklist" items for planners through visual graphics
 - *1.8 Million Square Feet of Meeting Space*
 - *18,000 Room Blocks*
 - *48 Blocks of Food and Experience*



58X

Leisure Q2 Goals

Awareness

Active Users & Sessions

Active users
1,048,156

Sessions
1,400,377

Consideration

Key Pages Visited &
Engagement Rate

Key Page Views
345,566

Engagement Rate
63.80%

Action

Partner Referrals &
E-Newsletter Sign-Ups

Partner Referral
174,997

E-News Signup
1,814

Action

Book Direct Referrals & Visitor Guide

BD Referrals
63,209

Visitor Guide
5,265

49x

Leisure Q2 Goals

Top Sources of Traffic:

- Organic Search (29% of all sessions)
- Paid Search (14% of all sessions)
- Performance Max (13% of all sessions)



Q3 Plan Leisure

Primary Summer:

<https://www.visitatlanticcity.com/summer-in-atlantic-city/>

Awareness:

- Spotify.
- Programmatic (switched out creative images for summer refresh)

Consideration:

- Google Search & Performance Max
- Meta

All Approved and Running

Secondary:

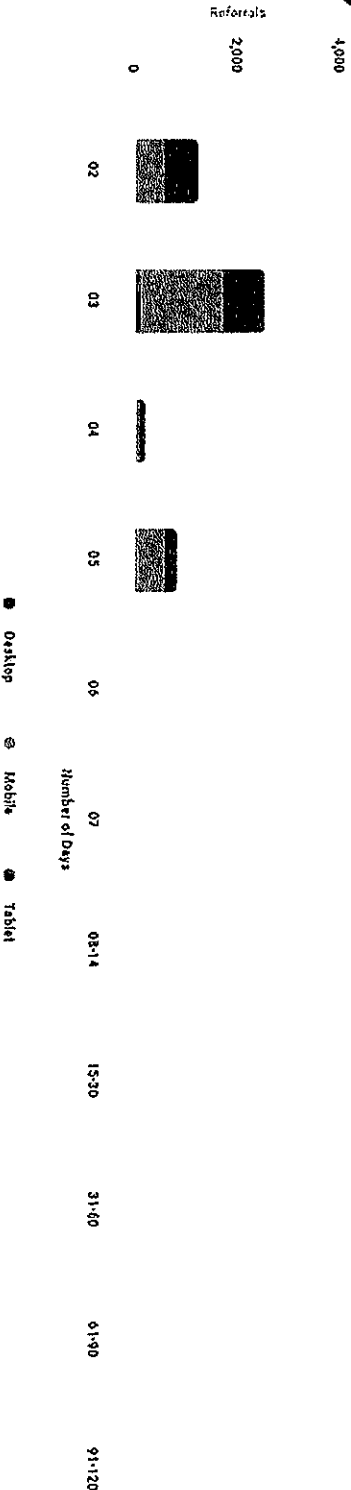
Meta & Google Performance Max

- Beaches and Boardwalks: **All Approved and Running** <https://www.visitatlanticcity.com/things-to-do/beaches-boardwalk/>
- Waterfront Hotels: **All Approved and Running**

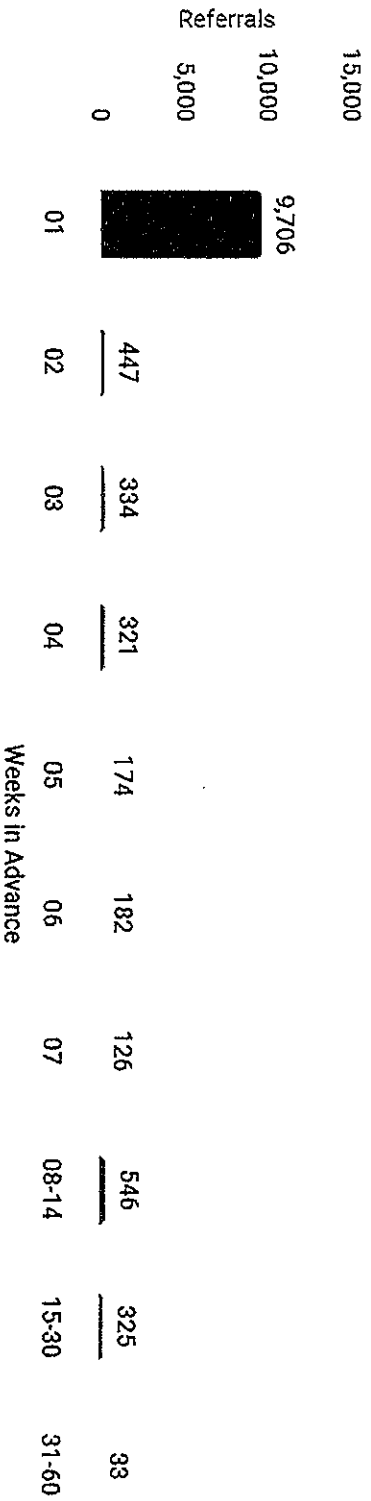


Booking Engine

Referrals by Length of Stay (Days)

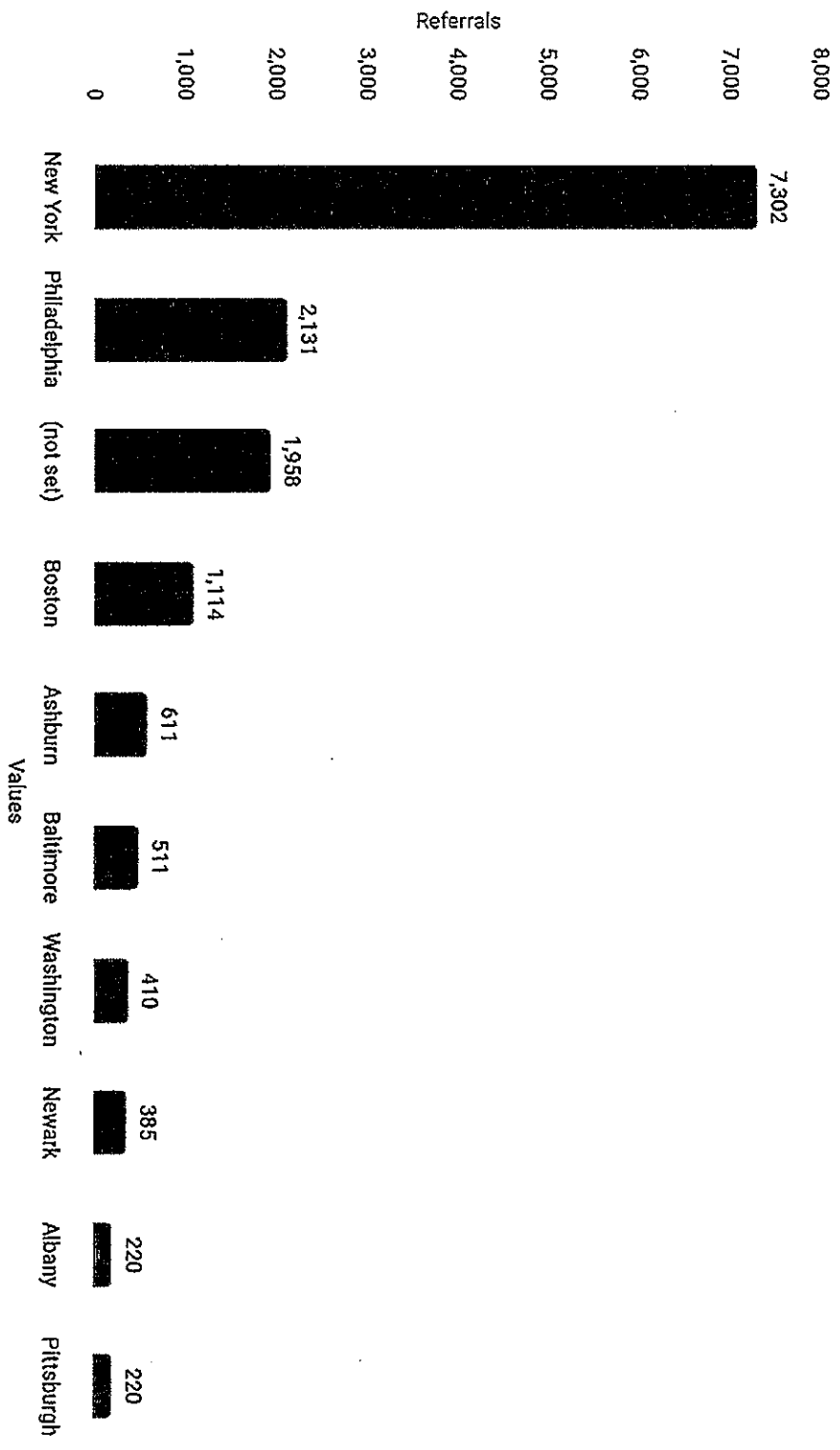


Referrals by Time in Advance



Booking Engine

Referrals by Top 10 Cities

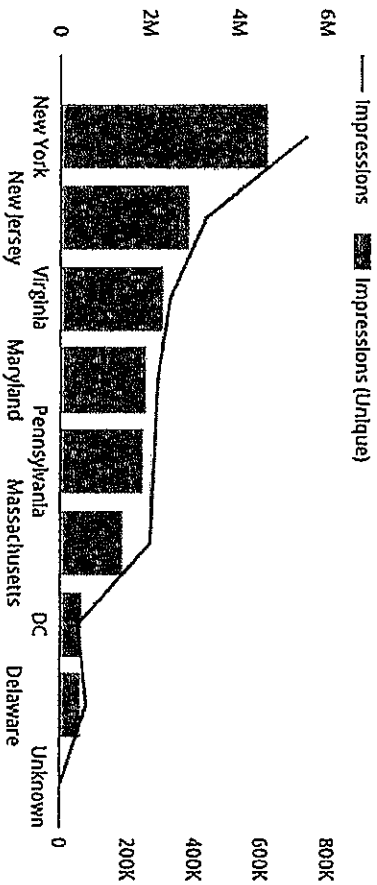


In Market Traffic

By Location

Top Locations	Exposed Visits	Exposed Visitors
Atlantic City	104,895	28,746
The Noves Arts Garage of Stockton University	23,591	7,726
Steel Pier	3,858	1,865
Hard Rock Hotel and Casino Atlantic City	3,858	1,865
Borgata Hotel Casino & Spa	3,708	1,538
Escape AC	3,631	1,736
Tropicana Casino and Resort	3,630	1,735
Family Fun Station	3,629	1,735
Game Up Lounge	3,629	1,735

By State



Visitors who were exposed to Programmatic Advertising and showed up in market in Q2

54x

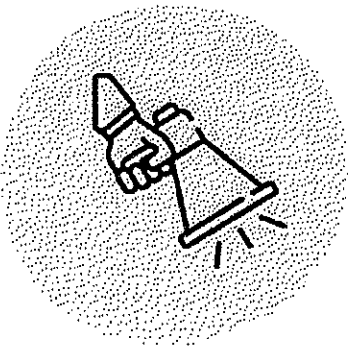
Email Marketing

Q2 Leisure newsletters

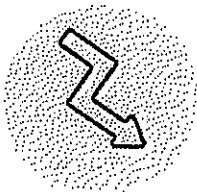
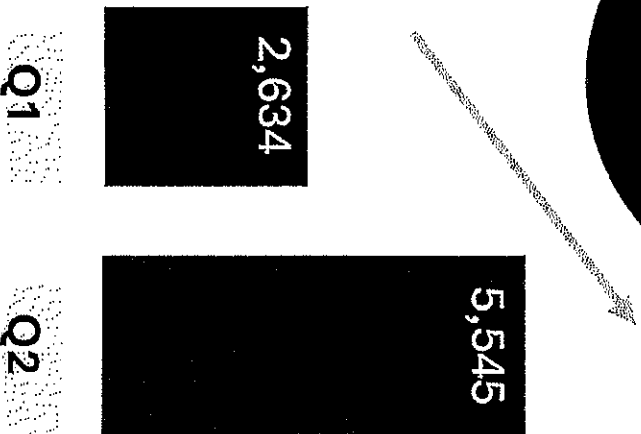
- Referred 45.02% more subscribers to the website over Q1
- There was also an increase of partner referrals by 49.38%. This demonstrates the effectiveness of newsletter content and CTAs.

The May Meetings newsletter

- Achieved a 45% read rate — nearly double the industry average. This means almost half of subscribers engaged with the content for more than 8 seconds, a strong indicator of high interest and relevance.



Email Marketing



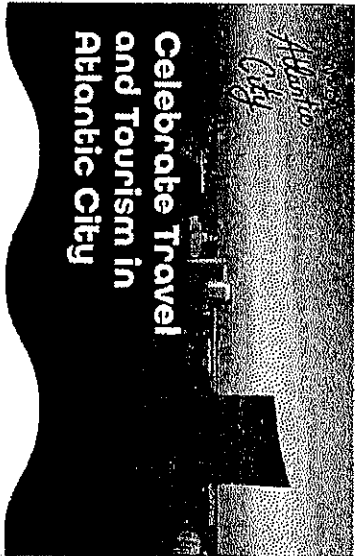
Known website visitors

(those who have engaged through form submissions or email link clicks)

- Increased by 110.51% from Q1 to Q2. This growth aligns with a 5.97% rise in the Leisure Newsletter's Click-to-Open Rate (CTOR). These results suggest that recent strategic shifts in the newsletter's content and delivery are effectively engaging the audience and driving qualified traffic to the site.

56x

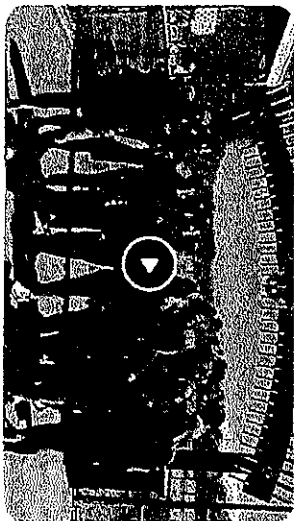
Click here to view the message in a browser window



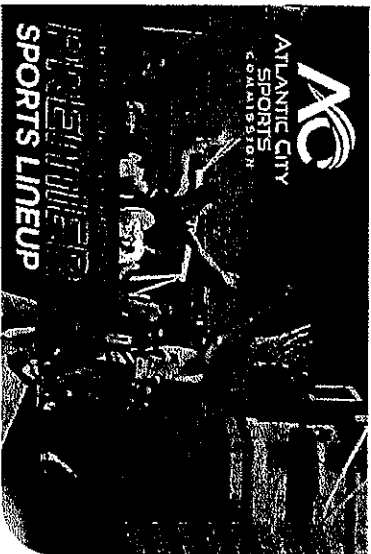
Celebrate Travel and Tourism in Atlantic City

Here's to celebrating travel, tourism, and the positive impact the industry has on our iconic destination. To kick off National Travel and Tourism Week, the Visit Atlantic City team partnered with South Jersey Field of Dreams for an unforgettable day of baseball, fostering connections, and creating memory-making moments.

Giving Back & Inspiring Moments: Visit Atlantic City & South Jersey Field of Dreams



Click here to view the message in a browser window



Get ready for an exhilarating month of sporting events in Atlantic City. From wrestling to basketball, volleyball, and a half marathon or 5K, 600+ events and championships are made.

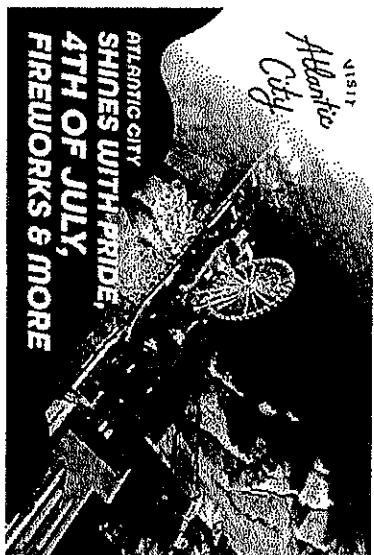


Looking to experience our iconic seaside destination while in town for a sporting event? From sun-kissed sand and surf to our lively historic boardwalk and inner coast, Atlantic City sets the tone for perfect competition and play.

GET IN ON THE ACTION & PLAN YOUR SPORTING EVENT IN ATLANTIC CITY

World-class sporting events play better in Atlantic City. The Atlantic City Sports

Visit Your Process



ATLANTIC CITY SHINES WITH PRIDE, 4TH OF JULY, FIREWORKS & MORE

Endless celebrations swell in Atlantic City this month — from 4th of July festivities and thrilling sporting events to A-list entertainment and spectacular fireworks displays! Soak up the energy along our world-renowned beach and boardwalk, as you relax by the Atlantic Ocean, test your skills at surfing, or explore the iconic attractions and vibrant beach bars.

SEE WHAT'S HAPPENING

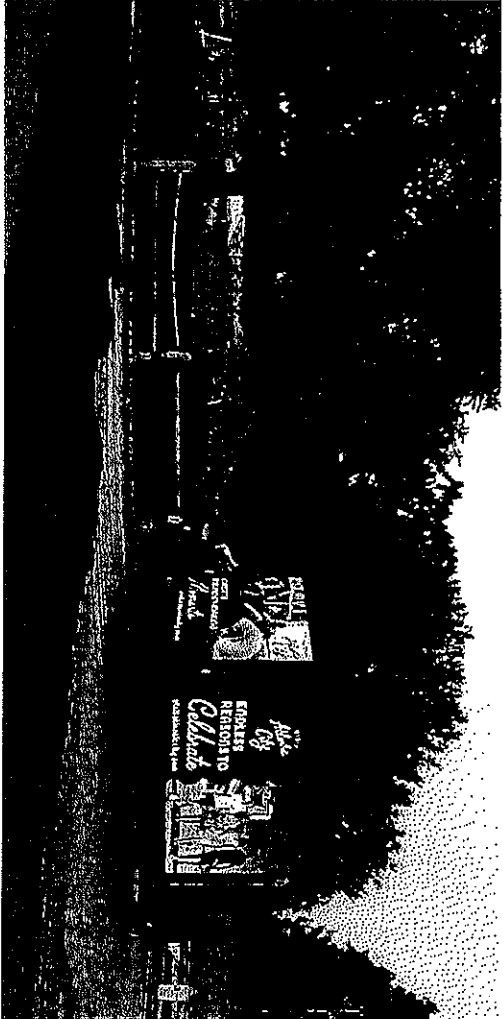
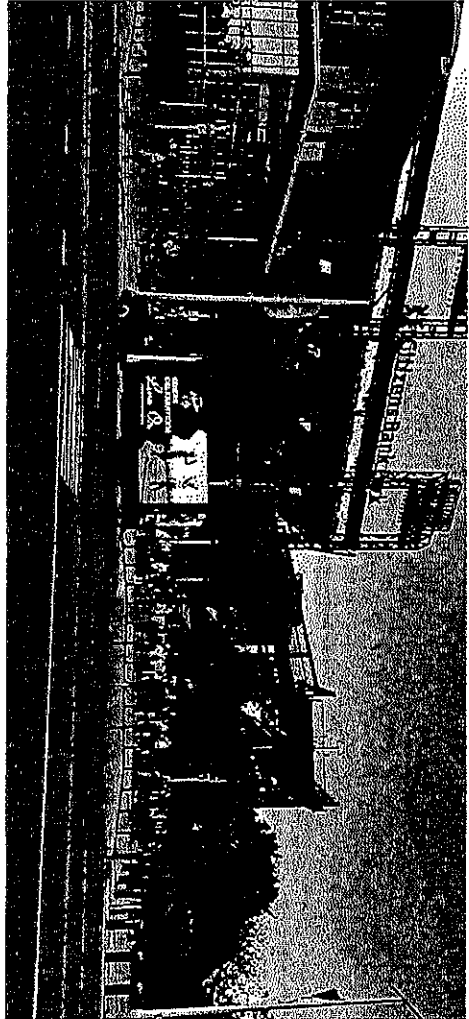
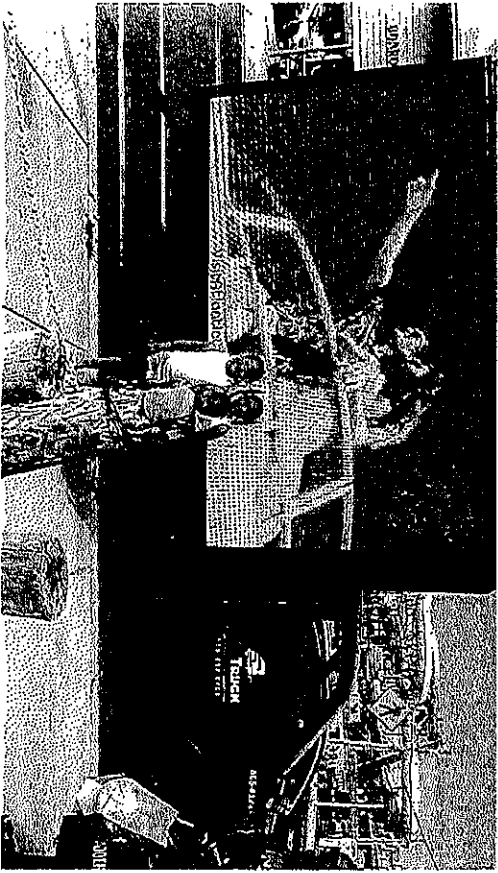
ATLANTIC CITY Stories





59u

Out of Home TV Trucks



Out of Home
Market Street
Spectacular



66/42

Out of Home TV Trucks

May 30	Rehoboth, DE	LadyBug Music Fest; since 2012 celebrating Women in music. The largest celebration of women in music in the country.
June 9, 20, 21, 22	Wildwood, NJ	Barefoot Country Music Fest - Jason Aldean/Jelly Roll/Lainey Wilson/Rascal Flatts/Boyz II Men/Megan Moroney
June 13, 14, 15	Baltimore	Pride Weekend Events - Inner Harbor
June 16, 18, 20, 22, 24, 26, 28	Philadelphia	FIFA World Cup Soccer Tournament - Lincoln Financial Field
June 19	Philadelphia	Wawa Welcome America - Pride Day Celebration
June 20, 21, 22	Philadelphia	Phillies vs. Mets weekend
June 26	Philadelphia	Wawa Welcome America Celebration - Wawa Hoagie Day - Independence Mall
August 1, 2, 3	Philadelphia	Phillies vs. Tigers weekend
September 12, 13, 14	Boston	Red Sox vs. Yankees weekend

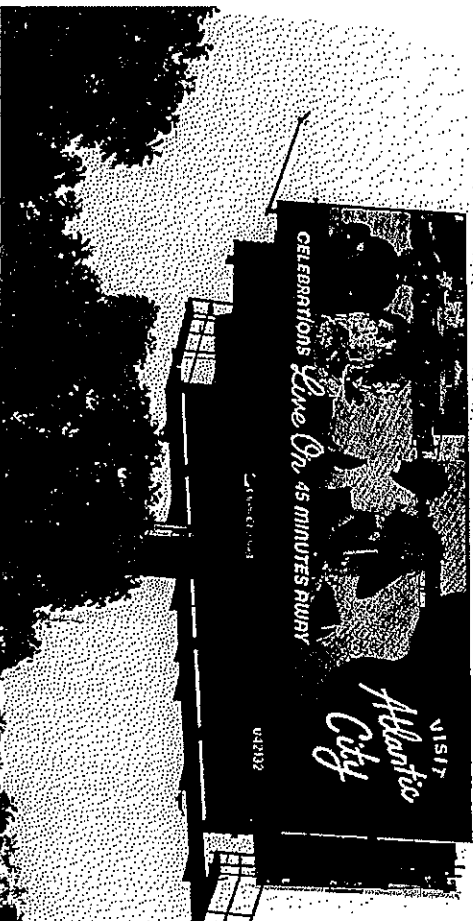
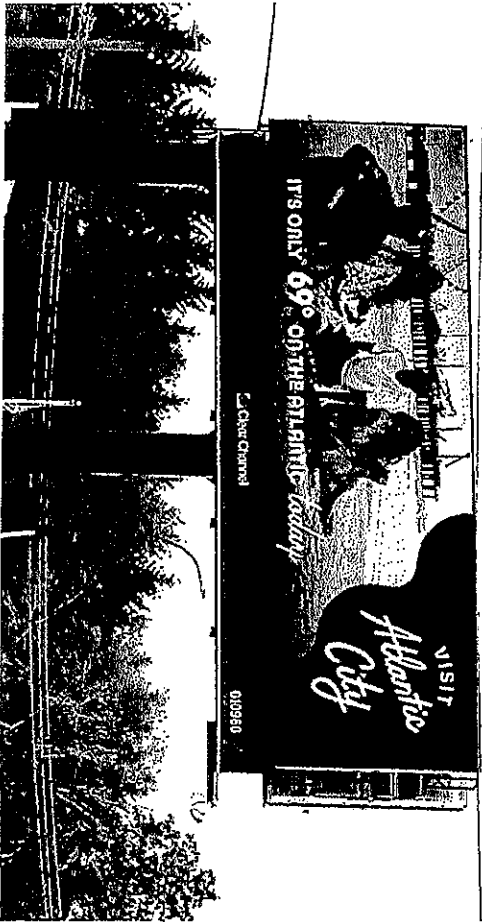
62x

Out of Home Digital Billboards

#ExperienceAtlanticCity

SHARE
YOUR
Celebrations

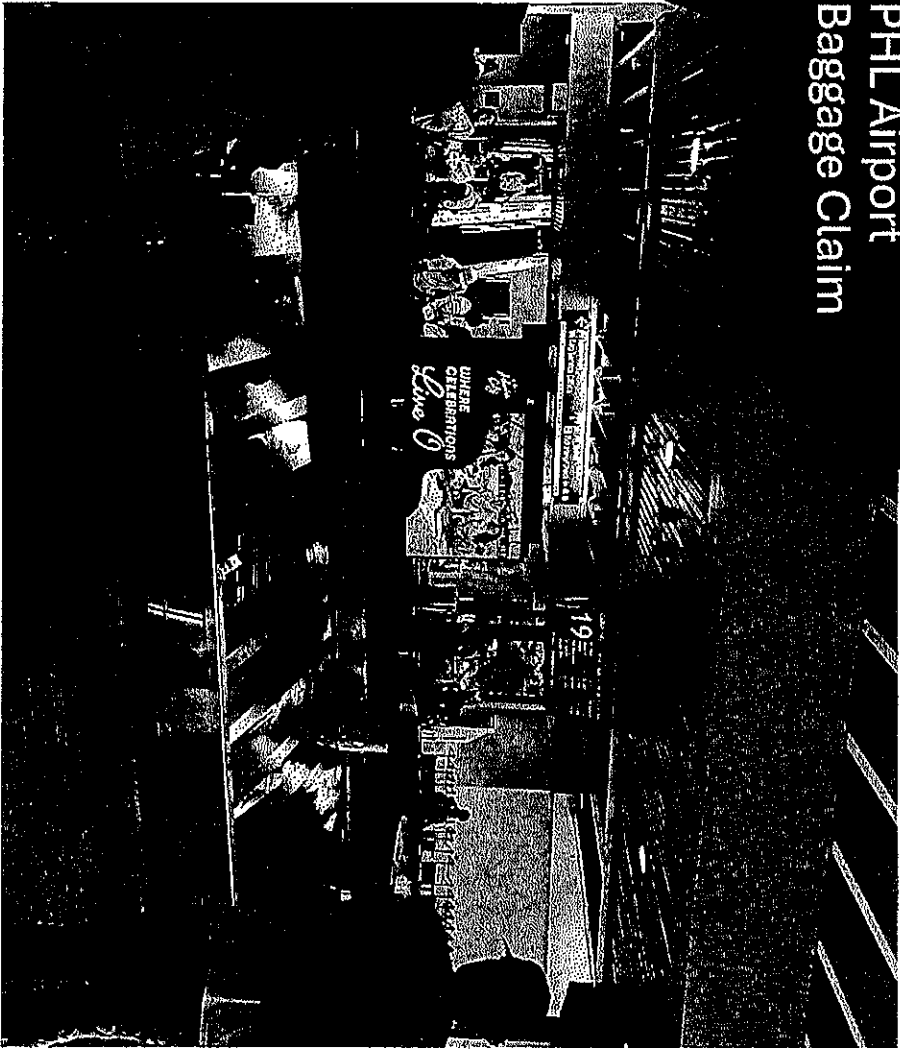
VISIT
Atlantic
City



Out of Home

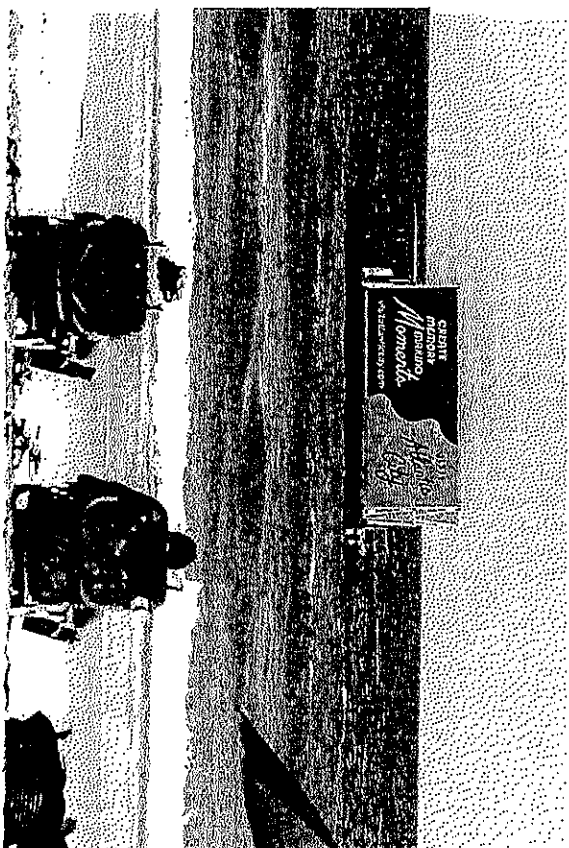
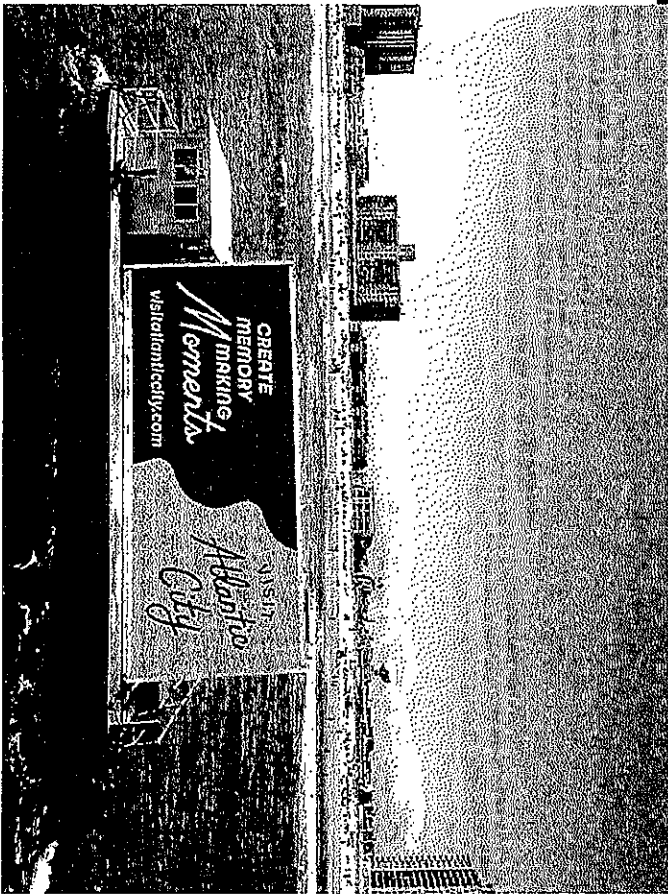
PHL Airport

Baggage Claim



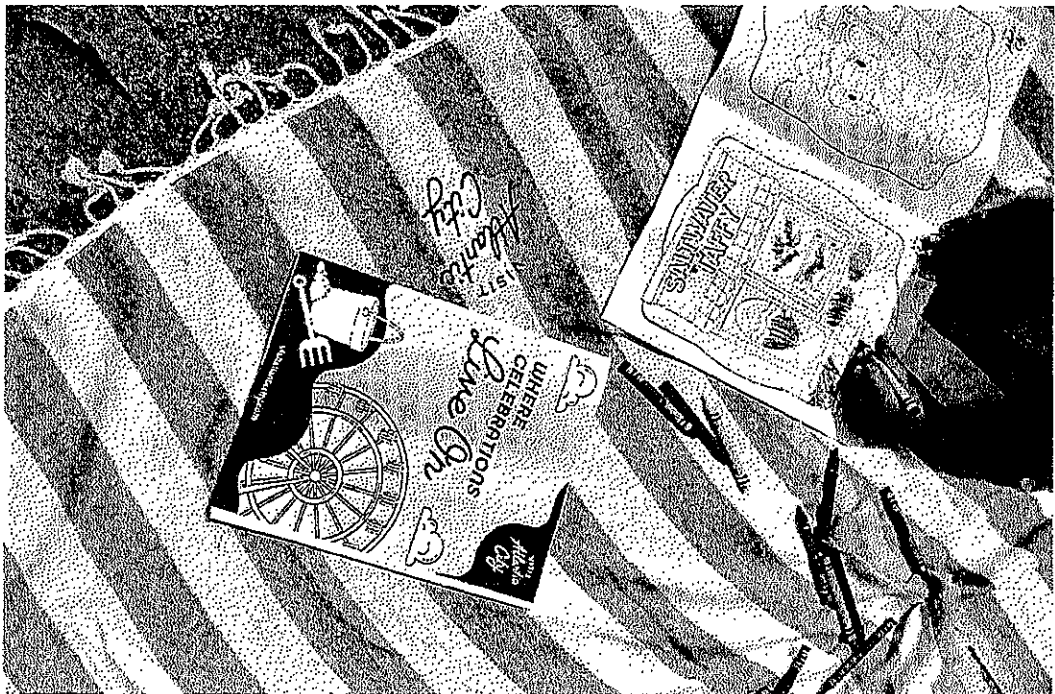
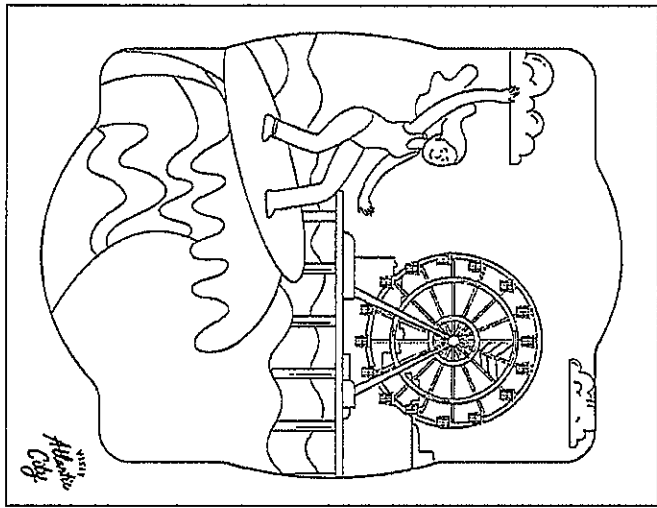
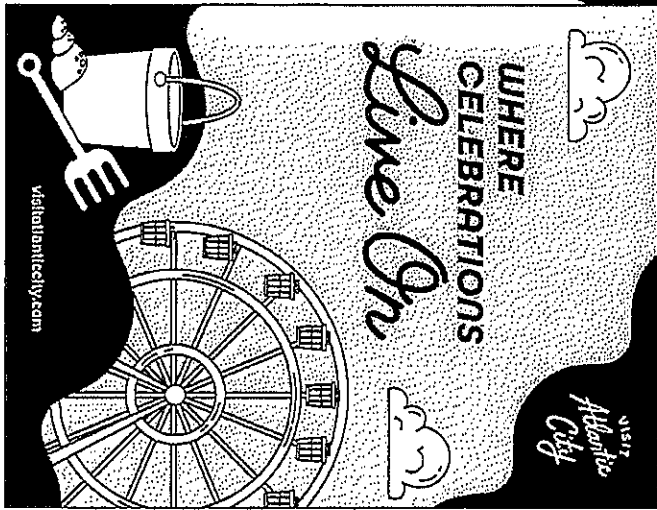
Out of Home

Ballyhoo Digital Boat



654

Coloring Books



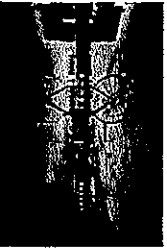
Soar & Shore Festival



In the News

New Jersey Digest

ABOUT NEWS FOOD & DRINK NEW ARTS AND ENTERTAINMENT RESTAURANT GUIDE TRAVEL



The Other Atlantic City: 72 Hours of Discovery Beyond Gambling

The new Jersey Digest is a weekly publication that provides a comprehensive look at the state's news, culture, and entertainment. It covers a wide range of topics, from local events to national news, and is a must-read for anyone interested in New Jersey.

THE FRENCH



Discover the joys of French cuisine in Atlantic City. From classic dishes like coq au vin to modern interpretations, there's something for everyone. Enjoy the flavors of France in the heart of the city.

What to do in Atlantic City if you don't want to gamble (but still want fun)



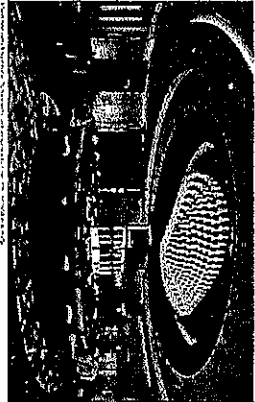
Atlantic City offers a variety of activities for those who don't want to gamble. From beach activities to cultural events, there's always something to do. Enjoy the sun, sand, and sea, or explore the city's rich history and art scene.

13 Delicacies And Creative Ways To Enjoy Potatoes



Potatoes are a versatile and delicious ingredient. Here are 13 creative ways to enjoy them, from classic french fries to gourmet potato skins. Discover new recipes and techniques for this beloved vegetable.

NJBIZ NEW JERSEY BUSINESS
 THE NEW JERSEY BUSINESS AUTHORITY
 1000 EASTERN AVENUE, SUITE 1000
 ATLANTIC CITY, NJ 08401
 TEL: 609-426-7000
 WWW.NJBIZ.COM



Borgata doubles down on reinvestment in Atlantic City

The Borgata has announced a major reinvestment plan for Atlantic City. The plan includes the development of new gaming areas, entertainment venues, and infrastructure improvements. This investment is expected to create thousands of jobs and boost the local economy.



Three thousand meals from one local fisherman's job

Local fisherman Johny Johnson has a unique way of supporting his community. He donates a portion of his catch to local food banks, providing fresh seafood to those in need. This initiative has helped feed thousands of meals in Atlantic City.

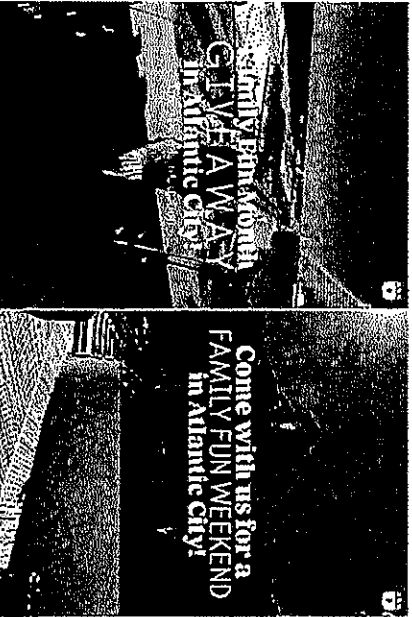


From airshow thrills to slippery stairs splits: Atlantic City steals the spotlight with busy week

Atlantic City has had a busy week with a variety of events. From an exciting airshow to a dramatic fall from a set of stairs, the city has captured the attention of the media and the public. The week's events have showcased the city's diverse entertainment and tourism offerings.

Paid Influencer Program + Trade Partnerships

Recent Trade Partnership
Family Fun Month w/ @southjersesdd &
@motivatedmommies



Recent Paid Influencers
Sarah Funky, @sarahfunky
Angle: Parents Getaway
Deliverables: 1-5-minute YouTube video

Christine Diaz, @onairplanemode__
Angle: Multigenerational Travel
Deliverables: Instagram

Upcoming Paid Influencers
Julia Randall, @staysandgetaways
Angle: Eat, Stay Play
Deliverables: Instagram
Month: September

Jeremy Jacobwitz Brunchboys,
@jeremyjacobwitz
Angle: Foodie
Deliverables: Instagram
Month: October

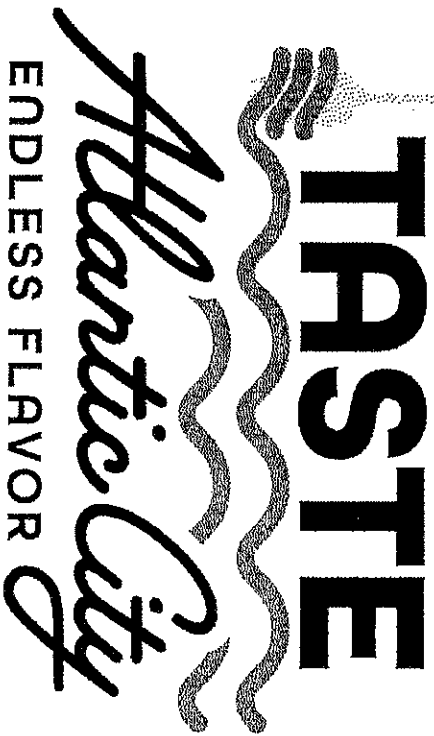
Looking Ahead



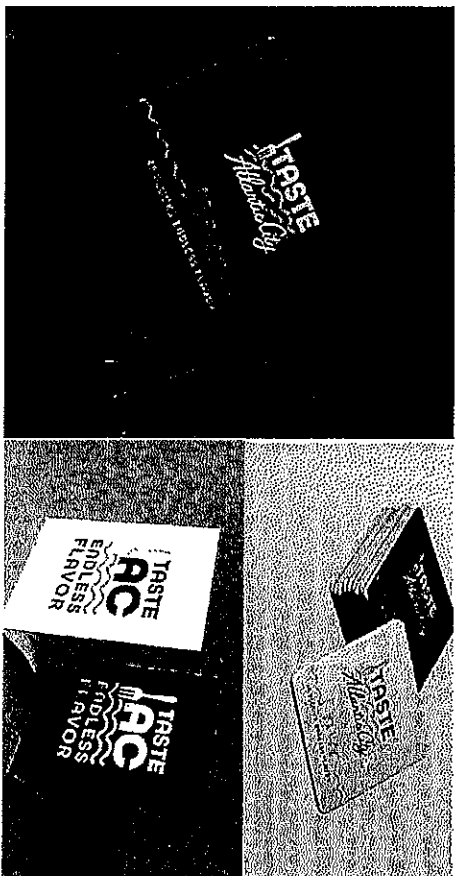
- Foodie Influencer Group Trip
 - August 21-24
- Broadcast Partnership with NBC's 1st Look
 - Air Date: October 4 after SNL
- Consumer Activation in Washington, DC w/
Hasbro
 - Featuring Monopoly for its 90th Anniversary
 - October 3-5
 - Union Station as location
 - Media/Influencer Preview Event
 - Partner Participation
- Philadelphia Magazine Influencer Awards
 - September 4
- EWR, NYC + Northern NJ OOH
- SXM Radio Marketing
- FIFA
 - Activations and local watch parties
 - NY/NJ Committee

Taste Atlantic City

Endless Flavor



- Atlantic City Restaurant Week reimagined into a month-long event in March 2026. Taste Atlantic City with Kickoff event.
- 8/21 Communication to partners/restaurants & press release/social media announcement
- Monthly communication beginning October – March about gift card sales, menu upload portal, promotions for social media, etc.



VISIT
*Atlantic
City*

Thank You



State of New Jersey

DEPARTMENT OF AGRICULTURE
PO Box 330
TRENTON NJ 08625-0330

PHILIP D. MURPHY
Governor
TAHESHA L. WAY
Lt. Governor

EDWARD D. WENGRYN
Secretary

For at least the better part of two and a half decades, we have been talking in the agricultural industry about Agri-tourism and how it can – and has – made a difference in keeping many of our state’s farms in positive financial territory, thus keeping them active as farms and less likely to be a target for development.

Original agritourism activities included going out to a farm for pick-your-own vegetables and fruits and in the fall some pumpkin-picking around Halloween or cut-your-own trees at Christmas time. Early activities included haywagon rides, or perhaps a “petting zoo” area, where farm animals like goats, sheep, even cows, could be met up-close and personal.

As time went on, New Jersey farmers branched out into corn mazes, haunted hayrides, some with features and even actors. Now there are sunflower mazes, or just fields of sunflowers, for photo

opportunities. In the spring, blooming tulips are on display for harvest and photos have added to “pick-your-own produce” outings, which not only bring in additional revenue streams to a farm but also lowered labor costs by having customers harvest fields for the farmer.

As the public became more aware of these “farm adventures,” some farmers saw the opportunity for themed dinners, even weddings, some of which offered the chance for memorable photographs posing with more exotic animals like llamas and alpacas.

As noted, the array of diverse Agri-tourism activities really was limited only by the farmer’s imagination. Of course, some farms have been more creative than others.

A winery where visitors could stroll the grounds, literally SEE the grapevines bearing the fruit that would later become a great drink, and visit a “tasting room” to sample various types of wine that they could purchase right there and take home, certainly would be a more interesting way to spend a Saturday than hitting the corner bar.

Some had the right mix of crops, animals, ample field parking, and engaging farm owners and managers to keep customers coming back

time and again to experience “life down on the farm.” Operations like Johnson’s Farm in Medford, Burlington County and Alstede Farms in Chester, Morris County quickly grew as popular entertainment destinations.

So, as we stand now at close to three decades of “Agri-tourism” growth in New Jersey, exactly what does this method of diversifying and expanding the farm operation mean to the overall picture of New Jersey agriculture?

Economic Impact

The first-ever attempt to quantify the economic impact of Agri-tourism was conducted by Rutgers University’s New Jersey Agricultural Experiment Station (NJAES) in 2005-06.

At the time, NJAES found that the farms that had added Agri-tourism events and elements to their operations had brought in a collective \$55 million-plus additional dollars solely from Agri-tourism.

Once word got around about that NJAES study to other farmers, there was a buzz surrounding Agri-tourism that put it on par with the “buy local” movement.

The whole “farm experience” fervor emerged as something any farmers who weren’t growing and selling solely to the wholesale markets wanted to be a part of and quickly found ways to become known as an “ag-tourism destination.”

As we move toward three full decades of growing Agri-tourism options, it is interesting to see, in sheer dollars, how much those numbers have grown since that first study. But first, some context is needed.

When the first Rutgers study was done, Agri-tourism was relatively new, had fluid definitions about which activities counted as “ag tourism” for purposes of measuring its impact on the farm, and was walking a blurred line between the recreation-style tourism activities and more traditional “on-farm marketing” of the products grown and produced on the farm.

NJAES has updated its method of calculating how much “Agri-tourism” contributes to farm income since the initial study. It now includes both the more traditional “activity-based” elements such as hayrides, mazes, etc., as well as on-farm sales of products produced or made on the farm.

With these two elements viewed as a composite of both types of ag-tourism components, NJAES calculates a total of \$117.6 million annually in Agri-tourism purchases.

These can include, but are not limited to, on-farm activities like pony or horseback riding, on-farm educational sessions, whether as part of a school-organized field trip or as a class offered by the farm for limited audience members, and to learn how to create homemade food and related fresh products (soaps, candles, etc.).

Some may consider the kind of on-farm activity for people doing “choose-and-cut” selection of a Christmas tree to also be “Agri-tourism,” as it involves the customer getting involved in “harvesting” a farm product.

While too soon to have specific numbers, another wrinkle may be the rise in home gardening that was spawned with residents during the COVID-19 pandemic. New Jersey was an early state to declare its nurseries and garden centers to be “essential” businesses, since gardening provided a homebound outlet to keep people’s minds and bodies engaged.

Since many visits to nurseries and related gardening businesses occur on farm operations, including classes to teach people the best techniques for growing vegetable and flowering plants, these visits to both learn and buy from a given nursery operation could be seen as yet another example of “Agri-tourism.”

Special Occasion Events

In recent years, the owners of preserved farms in our state increasingly wanted to get involved in Agri-tourism.

This can sometimes create a conflict with the types of activities permitted by a preserved farm’s deed of easement, due to the non-

agricultural nature of some events and activities that a farm may want to host.

Some special events take place in existing farm structures and are closely tied to a farm's agricultural output, but others that require building new structures for less closely related events may be at odds with a farm's preservation easement, which is purchased with public funds. New Jersey law describes when and how farms may host special occasion events, and recent amendments to the law included updates to balance farmers' desire to boost their revenues with the State's interest in ensuring preserved farmland is used for agriculture.

That update will help preserved farm operations expand ag-tourism elements in a balanced way.

Agriculture Tourism Today

There is something to do on farms around the state in any season, from classes on maple syrup making in winter to spring tulip harvest, and, as summer hits, we begin the pick-your-own fruit and vegetable seasons, blueberry, peaches, and then apples going into the fall, with a

hint of a Halloween scare during fall harvest attractions. Ending the year with Christmas Tree cutting all here in New Jersey on our diversified farms. The adventures for our citizens are endless on NJ Farms and each year the economic value of these activities increases and helps maintain our agriculture landscape in New Jersey.



October 6, 2025

The New Jersey Agritourism & Shore Report

**DRIVING RURAL ENGAGEMENT, ECONOMIC GROWTH AND EXPERIENTIAL TRAVEL
EXECUTIVE SUMMARY**

Agritourism in New Jersey is a rapidly expanding sector that merges agriculture with tourism to offer immersive, authentic experiences. With over 2,200 farms participating and proximity to more than 50 million consumers, the Garden State is uniquely positioned to capitalize on the growing demand for sustainable, experiential travel.

Agritourism offerings in New Jersey include a diverse variety of activities and attractions across the state and throughout the year. Seasonal pick-your-own farms, wineries, breweries, corn mazes, summer and fall festivals, sculpture gardens, and farm-to-table events are but a few of the attractions that are promoted as part the New Jersey Division of Travel and Tourism’s Leisure Campaign.

Many agritourism locations offer not only a leisure experience, but also tours emphasizing sustainability and local production, making agritourism in New Jersey a blend of leisure and learning. These offerings all provide additional revenue streams for the agricultural industry in the state.

MARKET OVERVIEW

Metric	Value/Insight
Total N.J. Farms	~10,000
Farms Offering Agritourism	~2,220
Preserved Farmland	2,500+ farms

Building on the tremendous growth New Jersey has witnessed within the tourism, food, and beverage and recreation sectors in recent years, NJTT notes the following:

- Visitor spending in 2024 increased across all categories, led by the food and beverage sector. Food and beverage purchases led visitor spending growth, totaling \$14.2 billion in 2024, representing 28.1% of overall visitor spending in the state with a 5.2% year-over-year increase.
- Recreation spending reached an all-time high in 2024, surpassing \$6 billion for the first time in the state’s history with a 2.9% increase over 2023.
- Agritourism targets both the food & beverage and recreation markets, highlighting rural, natural settings, agriculture, wellness and the restaurants, farms, gardens and outdoor businesses that serve tourists and participants in recreational activities.

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TARGET AUDIENCES

- Urban families seeking weekend getaways
- Consumers interested in sustainability and local food
- Schools and educators for field trips and agricultural literacy
- Event planners for weddings and private functions
- Eco-conscious travelers looking for authentic rural experiences

CONSUMER TRENDS

- **Experiential travel:** Tourists increasingly seek hands-on, immersive experiences
- **Farm-to-table movement:** Rising interest in local food systems and culinary tourism
- **Digital discovery:** Social media and mobile apps drive awareness and bookings
- **Seasonal demand:** Peak interest during harvest festivals, fall foliage and spring bloom

COMPETITIVE ADVANTAGE

- **Proximity to major metros:** Easy access from NYC, Philadelphia and D.C.
- **Diverse offerings:** Lavender farms, wineries, pumpkin patches, alpaca tours
- **Brand equity:** “Jersey Fresh” is a nationally recognized label for quality produce
- **Legislative support:** A 2023 law allows preserved farms to host weddings and events

MARKET CHALLENGES

- Limited marketing skills among small farm operators
- Potential insurance and liability costs for public-facing operations
- Climate variability affecting crop yields and event planning

AGRITOURISM MARKETING

Throughout 2025 to today, marketing in support of agritourism has included targeted advertising in publications such as Edible NJ, digital media (e.g., emails, banners, native), as well as featured advertorial, public relations, website content, social media and video segments as part of television and social efforts.

The “Jersey Gardens Trail” (a mobile guide) and a “Gardens of The Garden State” landing page on VisitNJ.org were launched this past year. These both offer access to agritourism sites (gardens, farms,

orchards, arboretums), provide bloom times, growing seasons and more. In addition, NJTT published a new vertical brochure devoted to some of the great gardens hosted in New Jersey, and it is available in both print and digital formats.

Other featured website article content spans topics such as the following: gardens, cherry blossoms, wineries, apples, farm fun, pick-your-own, blueberries and seasonal festivals.

NJTT introduced the interactive “Gardens of the Garden State” marketing activation wall in March 2025 at The Leading Ladies, which is an event that celebrates female musicians through live performances, storytelling and advocacy. The interactive activation wall was also featured at the New Jersey Tourism Industry Association Advocacy Day event and the “We Can Survive” concert event tied to Audacy’s mental health awareness platform called “I’m Listening.” “I’m Listening” encourages conversations about mental health and suicide prevention and is held at the Prudential Center in Newark.

Agritourism clearly resonates with the public:

- Collectively, agritourism articles have received over 693K site visits YTD on VisitNJ.org.
- Isolating the impact of Native alone, agritourism articles have drawn over 37K visits to New Jersey since January 2025.
- Clear enthusiasm for agritourism is evident when featured on social channels:
 - 144 organic posts regarding agritourism topics have been published YTD, receiving 2.7M+ impressions and generating over 897K video views.
 - Paid social has drawn over 263K landing page views, 2.3K+ Travel Guide Downloads and 334 Travel Guide Print Orders.
- In July 2025, “Good Morning America’s” (ABC) series, “50 States in 50 Weeks: America the Beautiful,” celebrated the heart of the Garden State from Hammonton, the blueberry capital of the world, with a LIVE broadcast from Piney Hollow Blueberry Farm. The agritourism-focused segment, coordinated by NJTT, also featured several other blueberry-related businesses, including Small Batch, Mannino’s Cannoli Express, The Red Barn Farm & Café, and Blue Rascal Distillery.
 - Social media posts about the ABC broadcast on Facebook performed well above VisitNJ channel averages, with 16 new followers from one teaser post alone, garnering 88.6K views, 4.2K engagements, 1.9K reactions, 85 comments and 333 shares on July 17.
 - Instagram also performed above average for VisitNJ on July 17, engaging 640 accounts with 13.4K views and 189 shares.

THE LOOK AHEAD: RECOMMENDATIONS

1. Digital Marketing Expansion

- Invest in SEO, social media and influencer partnerships, and pitch possible story ideas to travel writers and journalists from targeted publications both domestically and internationally
- Develop mobile-friendly agritourism trail maps

2. Regional Branding & Packaging

- Create bundled experiences (e.g., wine + farm tour + overnight stay)
- Promote seasonal campaigns (e.g., “Fall on the Farm” or “Spring Bloom Trail”)

3. Infrastructure & Accessibility

- Improve signage, parking and ADA compliance at agritourism sites
- Expand public transportation links to rural destinations

4. Partnership Development

- Collaborate with regional DMO partners and hospitality groups
- Leverage Rutgers Cooperative Extension for training and support

CONCLUSION

Agritourism is a growth engine for New Jersey’s tourism and agriculture sectors. With strategic investment in marketing, infrastructure and partnerships, the Garden State can position itself as a premier destination for authentic, sustainable and memorable rural experiences.

SOURCES

- Grand View Research: Agritourism Market Trends & Forecasts (2025–2030)
- New Jersey Division of Travel & Tourism
- New Jersey Destination Marketing Organizations
- DANA Communications, Inc.
- Rutgers Cooperative Extension Agritourism Reports
- New Jersey Department of Agriculture

SHORE TOURISM IN NEW JERSEY EXECUTIVE SUMMARY

The crown jewel of New Jersey remains the state's 130 miles of pristine coastline, from Sandy Hook to Cape May. The Jersey Shore is a cornerstone of New Jersey's tourism economy, delivering outsized benefits across the state. Each year, millions of visitors generate billions in spending, supporting small businesses, creating seasonal jobs, and fueling tax revenue that strengthens public services. Its proximity to major metro areas makes the Shore a magnet for day-trippers and weekend travelers, driving demand in hospitality, retail, and entertainment. Beyond its economic impact, Shore tourism fosters regional pride, preserves coastal heritage, and offers accessible escapes that connect urban residents with nature and community. Even as New Jersey prepares for national milestones like America's 250th anniversary and the FIFA World Cup 2026™, the Shore remains a vital engine of growth, identity, and opportunity.

MARKET OVERVIEW

Tourism in New Jersey continues to serve as a powerful driver of economic activity with the Shore playing a significant role in visitor volume, seasonal trends and overall spending.

Tourism at a Glance:

- Statewide tourism reached 123.7 million visitors in 2024, with a projected slight increase in 2025.
- During the 2025 summer season, shore locations reported a slow start in June, followed by robust activity in July and August.
- Visitor spending across New Jersey totaled \$50.6 billion in 2024, with the Shore contributing significantly through lodging, dining, gaming, and entertainment.
- Day-trip volume statewide hit 69.9 million in 2024, underscoring the Shore's accessibility to nearby metro areas like NYC and Philadelphia.
- Employment in Shore tourism sectors declined ~1% in 2024, likely a function of improved efficiencies.
- Drive-market reach includes over 50 million people within a 300-mile radius, making the Shore a prime destination for weekend getaways.
- Major events like Oceanfest, SummerFest, and beach concerts continue to anchor seasonal visitation and community engagement.
- According to the 2024 Tourism Economic Impact report, New Jersey's four shore counties, which are Monmouth, Ocean, Atlantic, and Cape May, collectively generated about \$25 billion in revenues in 2024. That's roughly 50 percent of the total revenues generated by tourism in the State.
- Visits to the state totaled 123 million in 2024. 45 percent of those visits were to our shore counties.

Shore Region

YTD demand remains well above post-pandemic levels and is approaching twice the demand seen in 2019.

New Jersey
visitnj.org

Shore Region, August 2025							
X Month	Location	Property Type	Compare to	Year Type			
August 2025	Shore Region	All Properties	2019				
		Occupancy	ADR	RevPAR	Supply	Demand	Revenue
		77.9%	\$589.11	\$459.07	124.5K	97.0K	\$57.2M
	Change vs. 2019	+2.2%	+31.9%	+34.8%	+36.8%	+39.8%	+84.4%
	Calendar Year-to-Date	62.7%	\$534.20	\$334.96	544.1K	341.2K	\$182.3M
	YTD Change vs. 2019	+7.1%	+35.8%	+45.5%	+51.3%	+62.0%	+120.1%

NEW JERSEY TRAVEL & TOURISM MARKETING

New Jersey Division of Travel & Tourism (NJTT) aims to provide diverse and memorable experiences for New Jersey visitors, while engendering pride among its residents about where they live, work and play. NJTT's marketing strategy includes digital and traditional advertising throughout the year to showcase New Jersey's diverse assets. VisitNJ.org prominently features new contemporary visuals and content. Social media continues to be a vital channel for reaching target markets, driving awareness and engagement across platforms. Public Relations and media outreach aids in positioning New Jersey as a premier destination.

SOURCES

- AirDNA
- Tourism Economics
- New Jersey Division of Travel & Tourism
- New Jersey Destination Marketing Organizations
- DANA Communications, Inc.

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