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NEWS RELEASE

NEW JERSEY LOOKS TO BRAZIL FOR MORE TOURISM

SAO PAULO, BRAZIL -- Governor Christie Whitman found that even in Brazil, New Jersey and You are Perfect Together.

Looking to increase New Jersey's \$25.5 billion tourism industry, Gov. Whitman today addressed 200 key Brazilian travel suppliers and touted New Jersey's unique tourism attractions for their customers -- all potential visitors to the Garden State.

"The trade mission enables us to talk to Brazilian executives about New Jersey's wonderful treasures," Gov. Whitman said. "International tourism is a Brazilian export to New Jersey, which generates revenues and enhances quality-of-life and prosperity for our own residents. In turn, tourism reinforces our economic message to Brazil of expanded trade relations and foreign direct investment."

According to Tourism Industries of the U.S. Department of Commerce, Brazil ranks fifth among the top twenty overseas countries generating visitors to the United States; and arrivals from Brazil have shown double-digit rates of growth in the past 10 years.

According to Tourism Industries, the average length of stay for a Brazilian tourist is nearly 14 nights, and Brazilian tourists are second only to the Japanese in per capita spending while traveling. Seventy-one percent of Brazilian tourists come to the United States for a vacation/holiday; 32% for business; 21% to visit friends and relatives; and 16% to attend conventions.[Note: Percentage totals more than 100 percent due to multiple response.]

Gov. Whitman was joined at this tourism event by Commerce Secretary Gualberto "Gil" Medina, State trade representatives and business executives from Continental Airlines and Host Marriott, as well as senior level executives of New Jersey-based tourism suppliers, City Tours, Holiday Inn Hasbrouck Heights, Jersey Gardens and Liberty Science Center.

The event's marketplace format allowed New Jersey private tourism suppliers and the state trade representatives to meet with Brazil's top decision makers from the travel industry, who attended to learn more about New Jersey's tourism product for international visitors. The Brazilian travel industry was also able to hear from Gov. Whitman, the Garden State's best tourism ambassador.

"Further expanding tourism growth from Brazil is a natural progression for New Jersey. Besides having excellent air service to Newark International Airport from overseas and easy access from New York and Philadelphia, New Jersey has a

diversity of wonderful attractions for international travelers," said Secretary Medina.

International leisure and business travelers delight year-round in New Jersey, from its infrastructure of over 90,000 hotel rooms and excellent in-state transportation system, to its geographical spot as a gateway to the rest of the country. "With 127 miles of white sandy beaches, a rich colonial heritage, and over 225 golf courses, New Jersey also provides a unique travel experience," said Gov. Whitman. "Plus it's more affordable to stay with us, even when you're visiting our neighboring states."

In 1997, New Jersey welcomed 958,000 international visitors to New Jersey, including 93,000 visitors from South America, which generated an estimated \$185.8 million in revenues according to Tourism Industries. The primary attractions which appeal to Brazilian tourists include shopping, gaming, and access to the greater New York area. Key attractions include:

- **Atlantic City** -- The international seaside resort's multi-billion dollar renaissance includes beautification, casino expansion and development, new roads and the New Atlantic City Convention Center. World-class gaming and dazzling entertainment are the cornerstone but there's more in America's Favorite Playground, including wide free beaches, minor league baseball and the newly opened Absecon Lighthouse.
- **Ellis Island, New Jersey** -- In 1998, the United States Supreme Court ruled that most of Ellis Island is in New Jersey and visitors can get here easily from Liberty State Park in Jersey City. There are ferries daily throughout the year, which take 10 minutes to Ellis Island and 15 minutes to the Statue of Liberty. Liberty State Park also offers the Liberty Science Center and great views of the New York City skyline.
- **Cape May** -- Victorian heritage comes alive in the national historic landmark of Cape May, a charming seaside community at New Jersey's southern tip. Enjoy trolley tours through gas-lit streets, walking tours of many of the 600 authentically restored Victorian homes, and a year-round program of music and cultural festivals. The region is also one of North America's top three birdwatching spots.
- **Mountain Creek** -- The leading developer of mountain resorts across North America, Intrawest Corporation, has transformed Vernon Valley/Great Gorge and Action Park into Mountain Creek, the premier ski and snowboard resort in the New York Metro area. With its multimillion-dollar capital investments, Mountain Creek is more than a winter destination with its water park, alpine slide, mountain biking and hiking trails.
- **New Jersey Performing Arts Center (NJ PAC)** -- Built in 1997, NJ PAC offers eclectic and innovative performances and is ranked as the nation's seventh largest performing arts center. NJ PAC is in Newark's revitalized riverfront section and nearby to the Ironbound restaurant district (with its fine Spanish, Portuguese and Brazilian restaurants), the Newark Museum and Newark International Airport.

- **Six Flags Great Adventure Theme Park and Safari** -- A \$42 million capital investment at Six Flags Great Adventure -- its largest expansion in 25 years, will include more than 25 new rides and attractions. Featured will be the world's first "floorless" roller coaster and a new creatively themed section for families.
- **Tax Free Shopping** -- New Jersey has no sales tax on clothing and footwear with a lot of shopping opportunities even nearby Newark International Airport. For instance, Secaucus is one of the country's largest discount shopping centers. And for luxury shopping, there's Riverside Square in Hackensack, the Garden State Plaza in Paramus and The Mall at Short Hills. Opening Oct. 1999 will be Jersey Gardens in Elizabeth, one of the nation's most unique shopping and entertainment facilities.

Today's event was one of several efforts by Gov. Whitman to increase trade and investment between New Jersey and South America.

Gov. Whitman is leading the state's largest trade delegation on an 11-day trade and investment mission to South America. Brazil is one of three countries that Governor Whitman is visiting as part of a trade mission to the MERCOSUR nations of Brazil, Argentina and Chile.

