

Office of the Governor

PO BOX 004
TRENTON, NJ 08625

NEWS RELEASE

CONTACT: Jayne O'Connor
609-777-2600

RELEASE: May 1, 1998

MEDIA ADVISORY

Governor's Weekly Radio Address Promotes New Jersey Tourism

Gov. Christie Whitman provides a weekly radio message to radio stations throughout the state. Each week, the message focuses on a different concern or event of interest to New Jerseyans.

This week the Governor discusses her support of New Jersey's Tourism industry. Tourism is the state's second largest industry and provides over 623,000 jobs for New Jerseyans. Gov. Whitman is seeking to develop new markets in several types of tourism, including heritage tourism, ecotourism, agritourism and multicultural tourism. She has also started a new ad campaign returning to the slogan "New Jersey & You...Perfect Together." Governor Whitman encourages all of New Jersey's citizens to experience the opportunities and attractions in the state and to tell others that the best of New Jersey is the best of America.

Attached is the text of the message.

The radio message can be accessed by calling the Governor's actuality line at 609-292-3249. It will be available today, beginning at noon, and will run through the weekend.

Governor's Weekly Radio Message May 1, 1998

As some of you may have noticed, last week we started a new ad campaign to promote New Jersey and to kick-off what I'm sure will be a terrific summer -- especially if the weather stays as beautiful as it's been this spring.

I'm sure you know how important tourism is to New Jersey. As the state's second largest industry, tourism employs more than 623,000 men and women in good jobs, with a total payroll of \$13 billion.

Last year, the total travel and tourism expenditures in our state reached 25-and-a-half-billion dollars - a billion-dollar increase over 1996.

That's phenomenal progress and a testament to what we can achieve by promoting all that New Jersey has to offer.

I want to keep that momentum going. That's why my administration is working overtime to realize the possibilities for New Jersey tourism.

We are looking to develop new markets and new niches for travel, whether it be heritage tourism, ecotourism, agritourism, or our new multicultural tourism program.

What's more, I've asked former Governor Tom Kean to help me announce a return to our state's most beloved tourism slogan: New Jersey & You...Perfect Together.

In my travels as governor, I found that a lot of people thought New Jersey & You...Perfect Together was still our state slogan -- even though it hasn't been since 1990. We have a wonderful opportunity now to bring back this slogan to better promote New Jersey into the next millennium.

I've committed myself to being a roving ambassador for our state -- skiing Vernon Valley, swimming at Island Beach, strolling on the boards in Atlantic City and Seaside. I've enjoyed attractions as diverse as watching soccer in the Meadowlands, touring the Newark Museum, and climbing historic lighthouses at the shore.

I encourage you to do the same. Lose yourself in New Jersey, discover our hidden treasures, and let others know that the best of New Jersey is the best of America. If we don't appreciate the opportunities we have right in our own backyard, no one else will.

We can't take our reputation for granted. Our image has improved in the past four years, and along with it our popularity as a vacation destination. But, as anyone knows who saw the recent Mitsubishi ads slamming New Jersey, it's a constant battle.

I don't care if people who make fun of New Jersey tell me to "lighten up, it's just a joke." New Jersey is nobody's joke. And as long as I'm governor, those kinds of insults won't go unchallenged.

I love New Jersey. I want everyone to know that New Jersey is a great state. I want them to know that whether they are here on business or pleasure, to hike the

Appalachian Trail or take in a show in downtown New Brunswick, they are in the right place.

I want them to know what everyone who lives here knows: New Jersey and Tourism are Perfect Together. Help me spread the word.