

NATIONAL TOURISM WEEK ~ 2011

Rally For Tourism: Destination Morris County

NEW JERSEY TOURISM PROFILE

NJ Tourism 2010 Top Storylines:

- Tourism expenditures reached \$35.5 billion in 2010 (+0.8% increase).
- Tourism was responsible for 4% of the NJ economy in 2010, but contributed almost 9% of total state tax receipts.
- Total visitor trip volume grew by 4.6% in 2010, led by a 7.3% increase in leisure trips.

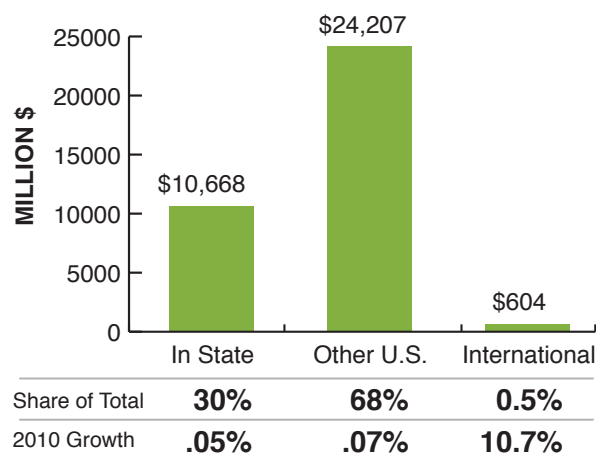
NJ Tourism 2010 Bottom Line:

- Tourism remains NJ's 3rd largest industry.
- Tourism is larger than the entire GDP of 97 countries.
- NJ Average Tourism Wages are now \$37,220
- 1 out of every 10 NJ workers owes his/her job to tourism.
- If tourism did not exist, each NJ household would have to pay \$1,367 more in taxes to maintain current tax receipts.

NJ Tourism the Details:

- Visitors from other states represent the largest portion of tourism expenditures in NJ.
- International tourism expenditures are currently small, but growing at a strong pace.

Tourism Expenditures



Tourism Expenditure by County County Expenditure 2010

Tourism expenditures reached \$35.5 billion in 2010

COUNTIES	TOURISM EXPENDITURE * (\$ IN MM)	'09-'10 GROWTH
Atlantic	10,594	-3.87%
Cape May	5,270	5.40%
Ocean	3,351	4.32%
Essex	2,695	2.45%
Monmouth	1,922	3.42%
Morris	1,650	4.73%
Burlington	1,553	-1.84%
Middlesex	1,459	3.68%
Bergen	1,351	-0.97%
Union	824	0.85%
Somerset	782	0.11%
Mercer	585	4.08%
Hudson	514	-0.13%
Gloucester	511	6.63%
Camden	493	1.40%
Passaic	388	5.39%
Sussex	222	0.99%
Hunterdon	134	-0.64%
Salem	111	5.84%
Cumberland	92	0.18%
Warren	77	-1.53%
Grand Total	34,577	0.84%

* Tourism expenditures except investment

Tourism a vital source of NJ state & local tax receipts:

- NJ Tourism activity generated \$4.4 billion in state and local government revenue in 2010
- Tourism accounted for 8.8% of all NJ State Government revenues in 2010



REFERENCES:

Vantage Strategy, NJ Tourism 2009-2010 Travel Year
NJ Tourism Satellite Account

www.morrisparks.net