



## Visitor Center Information

Open year-round  
9a-4p Monday-Friday  
From June-August  
Saturday 9a-12 noon

For more information  
contact Carol Anton  
at  
canton@morrismorism.org  
or call  
973.631.5151  
Visit our website  
morrismorism.org



6 Court Street  
Morristown  
New Jersey 07960

## Advertising

Our multi-media advertising campaign broadens our presence and creates interest with a series of dynamic and engaging messages that focus on a myriad of assets located in Morris County. Our series of five full page 4-color print ads, each one featuring a member, contains copy that highlights specific activities. Our tourism messages appear in New York Metro targeted magazines, newspaper and on radio and television. The Bureau's television commercial seen on PBS station WNET-Channel 13, introduces Morris County's natural wonders and our historical and cultural attractions to all of New Jersey and the greater New York and Philadelphia metropolitan areas.



# Morris County Tourism Bureau

## Membership Brochure



Shakespeare  
Theatre of NJ



Promoting  
the Treasures  
in  
MORRIS  
COUNTY!



Frelinghuysen  
Arboretum Trail





"The Alliance" statue on the Morristown Green, commemorating the Marquis de Lafayette's return to Morristown to advise General George Washington and Alexander Hamilton that France would send aid to the Continental Army.

## Core Membership Benefits:

- ★ Exclusive leads and referrals
- ★ Listing in our Morris County Guide
- ★ Free announcements and marketing of your events
- ★ Visibility to over 50,000 annual website viewers
- ★ Use of our Visitor Center located in the County Complex
- ★ Full listing on our award winning website
- ★ Networking opportunities
- ★ Advertising and sponsorship opportunities
- ★ Discounts on all our programs and gift items
- ★ Distribution of your marketing materials

## Website Marketing:

- ★ Morristourism.org receives approximately 4,000+ visits per month
- ★ Won the 2010 Governor's Tourism Award
- ★ Resource for residents, visitors, relocations, and business travelers
- ★ Connect with us through Facebook, Twitter, view videos and photos
- ★ Download our Historical Walking Tour Mobile App
- ★ Hotel members can upload their featured packages and special deals
- ★ Website calendar is populated with only member events
- ★ Your events reach 5,000+ opt-in readers of our e-newsletter



Fosterfields Living Historical Farm

## Become a Morris County Tourism Member!

### About Us:

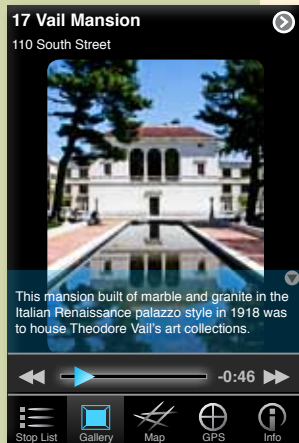
Created in 1997, the MCTB, a non-profit 501(c)(3) organization, has grown by leaps and bounds – we are often credited for **putting Morris County on the map!** Funding is derived from a variety of sources including membership dues, grants and programs; we are also supported by the Morris County Board of Chosen Freeholders.

### What is a Destination Marketing Organization?

A DMO is an organization involved in the business of increasing tourism to a destination by creating a strong brand identity. The role of a DMO is to provide a platform for local stakeholders to benefit from increased visitation and stimulate visitor spending.

## MISSION STATEMENT

The Morris County Tourism Bureau is a destination marketing organization that positively affects the economy of Morris County by promoting the area's exceptional historical, cultural and recreational opportunities to residents, visitors and business travelers.



Vail Mansion

Phoenix House Garden

