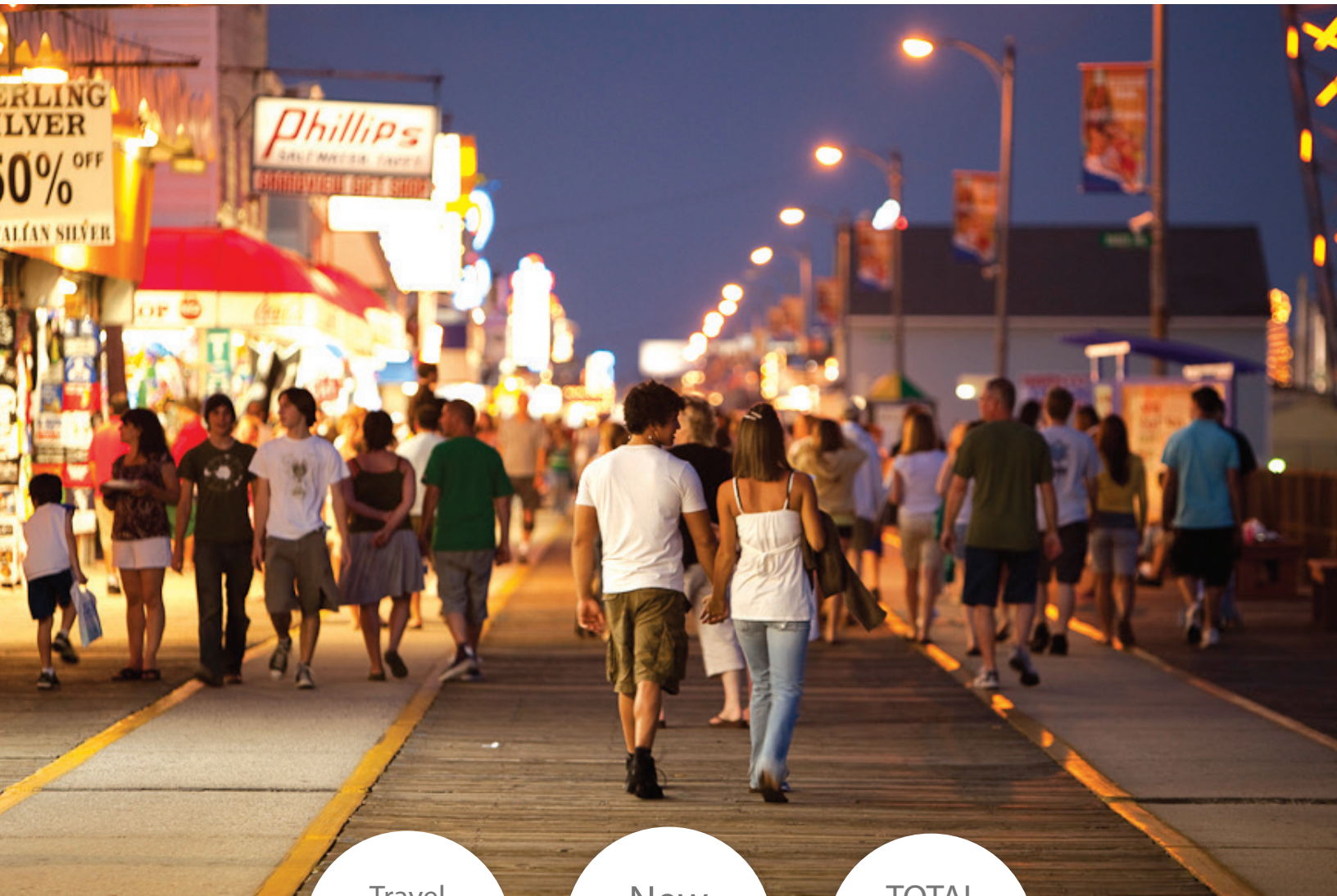


2021

New Jersey Travel Guide Marketing Opportunities



Travel
is Big
Business

New
Traveler
Profile

TOTAL
Audience
Reach



TRAVEL GUIDE distribution

The Official New Jersey Travel Guide is the primary fulfillment piece for the New Jersey Travel & Tourism Department's multi-million dollar advertising, marketing and public relations campaigns.

Each year 430,000 copies are distributed to travelers who are interested in visiting the Garden State. When the visitor responds to request more information online, this is the guide they receive.

Make sure your business or area is included so they know you are ready to show them a great time!



430,000
copies
distributed
annually

TARGETED DISTRIBUTION

- 13 State Welcome Centers
- Area and regional hotels
- Travel agencies and AAA offices local and surrounding states
- New York Travel Plaza Information Centers
- Trade Shows & Events
- Online and direct call fulfillment

CONTACT

Abby Siegel | 610.291.3424
abby.siegel@milespartnership.com

SALES CLOSE DATE: OCTOBER 2, 2020

TRAVEL INDUSTRY *insights*

Tourism is big business to New Jersey!



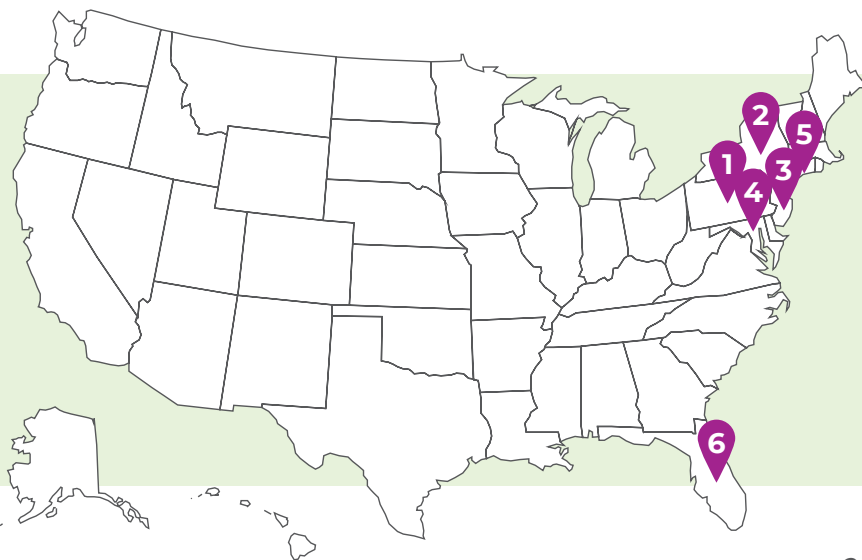
2018 ANNUAL VISITORS

110 MILLION



2018 ANNUAL SPENDING

\$44.7 BILLION



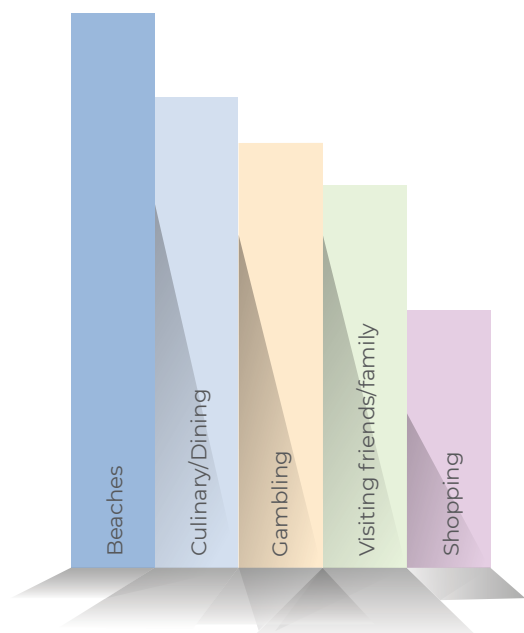
Top 6 Overnight Markets

1. Pennsylvania
2. New York
3. New Jersey
4. Maryland
5. Connecticut
6. Florida

2018 Highlights

1. Record high visitation and spending
2. Continued growth in overnight visitation and spending
3. Beaches continue as the most popular activity

2018 Vacation Planning Interests



32% of U.S. Travelers Plan to Increase Travel in 2018

**State of American Traveler Research*

THE HYPER-INFORMED traveler

The 2018 U.S. traveler is more informed and uses more media and sources of information than ever before in the history of travel.

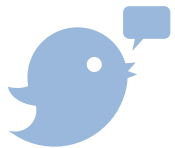
That's why Miles funds independent research bi-annually to help our clients make the most of their marketing dollars. Sign up for our email to stay informed.

State of the American Traveler Research Highlights



48%

Print
Print usage remains high



54.6%

Social Media
Offer free wi-fi to encourage sharing



58.2%

Reviews & UGC
Manage your reputation



33%

DMO Website
Uses 38+ sites



34%

Tablet
Only 9% use apps



58%

Mobile
Build a responsive site

DID YOU KNOW?

Mobile:
Mobile users are 58% more likely to use print.

Print:
Print usage is the highest since 2007.

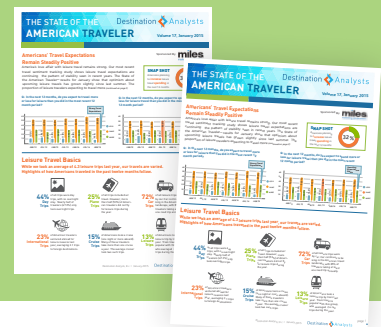
Millennials
are more likely than any other age group to use both DMO websites and magazines during trip-planning.

Understand your audience; become a tourism-marketing expert – get the **Research and White Papers!**

State of the American Traveler Research

2018 Quarterly State of the American Traveler Research Topics: Content, Mobile, Innovation & New Technologies & Generations.

Generational Planning Information Inside



Reader Response

Free Reader Response Service Generates High-Quality Leads

What is Reader Response?

Advertisers in the official New Jersey Travel Guide benefit from free Reader Response service that provides **qualified and timely leads**, including names and addresses of consumers who have requested more information about your destination. If provided by the visitor, you have access to email addresses, the date they plan to arrive and length of stay.

How are leads generated?

A Reader Response number is **included with the purchase of a display ad in the guide**. Potential visitors access an online form and request information online. Miles will process the requests and enter the leads into our system which you can access and use at any time.

Features of Reader Response

- Online access anytime
- Print leads directly to labels or download
- Target leads for direct mail promotions by interest or zip code
- Email promotions to the list of leads



FREE
Reader
Response

Consumers tell you about their plans with the Reader Response service.



Visitors who use the Reader Response service are hot prospects because they specifically requested additional information about your business.

New Jersey **Reader Response**

I'd like to receive information from the following business(es):
Select the checkboxes to receive information from one or more businesses, or click the business name to visit their website:

<input type="checkbox"/> Audi Museum - A World Class Automotive Experience	<input type="checkbox"/> Home Depot
<input type="checkbox"/> Atlantic National Cross-Country Bureau	<input type="checkbox"/> Hudson County Visitors Bureau
<input type="checkbox"/> American Best Value Inn	<input type="checkbox"/> Indiana County Tourist Bureau
<input type="checkbox"/> Arish Village	<input type="checkbox"/> Juniata River Valley Visitors Bureau
<input type="checkbox"/> Arish/View Inn & Suites, Lancaster, PA	<input type="checkbox"/> Lackawanna County Convention and Visitors Bureau
<input type="checkbox"/> Armstrong County Tourist Bureau	<input type="checkbox"/> Lake Tahoe White Park
<input type="checkbox"/> Bergen County Recreation and Tourism Department	<input type="checkbox"/> Laurel Highlands Visitors Bureau
<input type="checkbox"/> Bedford County Visitors Bureau	<input type="checkbox"/> Lehigh County Tourism Promotion Agency
<input type="checkbox"/> Best Western Plus Bradford Inn	<input type="checkbox"/> Monaca Sun Palazzo
<input type="checkbox"/> Bedford County Tourism	<input type="checkbox"/> National Civil War Museum
<input type="checkbox"/> Bushkill Falls	<input type="checkbox"/> PA American Revolution
<input type="checkbox"/> Butler County Tourist & Convention Bureau	<input type="checkbox"/> Pennsylvania Apple & Cheese Festival
<input type="checkbox"/> Central Pennsylvania Convention and Visitors Bureau	<input type="checkbox"/> Pennsylvania Association of Bed and Breakfast Inns
<input type="checkbox"/> Clear Lake State Park, The Golden Lakes	<input type="checkbox"/> Pennsylvania Cappadocian Canyon Association
<input type="checkbox"/> Clear Lake State Park, The Golden Lakes	<input type="checkbox"/> Pennsylvania Great Outdoors Visitors Bureau
<input type="checkbox"/> Crystal Expedition	<input type="checkbox"/> Pennsylvania Trolley Museum
<input type="checkbox"/> Delaware County Parks and Recreation	<input type="checkbox"/> Pennsylvania Turnpike Commission
<input type="checkbox"/> Destination Gettysburg	<input type="checkbox"/> Pennsylvania's Great Lakes Region
<input type="checkbox"/> Discover Lehigh Valley	<input type="checkbox"/> Pocono Mountains Visitors Bureau
<input type="checkbox"/> Double Tree Select by Hilton Lancaster	<input type="checkbox"/> Schuylkill County Visitors Bureau
<input type="checkbox"/> Dutch Wonderland Family Amusement Park	<input type="checkbox"/> South Mountain State Park
<input type="checkbox"/> Exton, PA	<input type="checkbox"/> Stone County Visitors Bureau
<input type="checkbox"/> Flight 93 National Memorial	<input type="checkbox"/> Sullivan Hill Experience
<input type="checkbox"/> Fort Mifflin National Historic Site	<input type="checkbox"/> Visit Chesterfield County
<input type="checkbox"/> Fort Mifflin National Historic Site	<input type="checkbox"/> Visit Lawrence County in Northeast PA
<input type="checkbox"/> Fort Mifflin National Historic Site	<input type="checkbox"/> Visit Pottsville
<input type="checkbox"/> Fort Mifflin National Historic Site	<input type="checkbox"/> Wayne County Tourism Promotion Agency
<input type="checkbox"/> Fort Mifflin National Historic Site	<input type="checkbox"/> Wheeler Center for Science and the Arts
<input type="checkbox"/> Fort Mifflin National Historic Site	<input type="checkbox"/> World of Little League Museum and Official Store
<input type="checkbox"/> Fort Mifflin National Historic Site	<input type="checkbox"/> York County Convention and Visitors Bureau
<input type="checkbox"/> Fort Mifflin National Historic Site	<input type="checkbox"/> Zions/Cross Museum

I'd like to receive information on the following Accommodation Type(s):
Select one or more checkboxes to receive relevant information from this category:

<input type="checkbox"/> B&B/Inns	<input type="checkbox"/> Campgrounds	<input type="checkbox"/> Home/Hotels
<input type="checkbox"/> Cottages/Chalets		

I'd like to receive information on the following Region(s):
Select one or more checkboxes to receive relevant information from this category:

<input type="checkbox"/> All County Roads	<input type="checkbox"/> Pennsylvania's Great Lakes Region	<input type="checkbox"/> The Alleghenies
<input type="checkbox"/> Allegheny Highlands	<input type="checkbox"/> Philadelphia and The Countryside	<input type="checkbox"/> UpstatePA
<input type="checkbox"/> Blue Ridge Valley	<input type="checkbox"/> Pittsburgh and its Countryside	<input type="checkbox"/> Valleys of the Susquehanna
<input type="checkbox"/> Pennsylvania Wilds	<input type="checkbox"/> Pocono Mountains	

I'd like to receive information on the following Special Interest(s):
Select one or more checkboxes to receive relevant information from this category:

<input type="checkbox"/> Agriculture	<input type="checkbox"/> History/Heritage	<input type="checkbox"/> Shopping
<input type="checkbox"/> Arts & Culture	<input type="checkbox"/> Outdoor Activities	<input type="checkbox"/> Wineries
<input type="checkbox"/> Family Travel		

Contact Information
Provide your contact details below. Your information will not be shared with anyone other than the advertisers of this publication.

First Name _____ Last Name _____
Address _____
City _____
State _____ Province _____
Zip Code _____ Arrival Date _____
Country _____
USA _____
Email _____

NEW JERSEY travel guide

The only official print guide for New Jersey's multi-million dollar marketing efforts.



REACH

Active New Jersey travel planners through print and digital versions of the guide!



Digital Guide

Visits: 4,800+ **Pageviews: 17,000**
Avg. Session: 7 minutes 18 Seconds

*All advertisements are linked within the Digital Guide.



Target Audience

New Jersey 2018 Visitor Profile

1. Avg. 2.23 people per trip
2. 34% of overnight visitors with children
3. Avg. stay 2.43 nights
4. Avg. \$114 spend per person per day

Circulation

430,000 annual copies



The New Jersey Travel Guide is the only print call-to-action for New Jersey's efforts. Your message is reaching an incredibly qualified, active-travel-planning audience.



48%

Print usage remains high with 48% of American Travelers utilizing print to research and plan their trip.

**State of American Traveler Research*

Rates

Size	Rate
Inside Front Cover	\$10,625
Inside Back Cover	\$10,625
Page 1	\$10,625
Full Page	\$8,170
Half Page	\$5,315
1/4 Page	\$3,065
1/6 Page	\$1,750
Photo Listing	\$750
Highlighted Listing	\$350