New Jersey Travel Guide
Marketing Opportunities

2020

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!

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

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SALES CLOSE DATE: AUGUST 30, 2019
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 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


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

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

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

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

Digital Guide
Visits: 24,000+  Pageviews: 320,000
Avg. Session: 6 minutes
*All advertisements are linked within the Digital Guide.

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.

Rates

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

*State of American Traveler Research