

Cape May County Spring Tourism Conference

2018

Destination Marketing – It's about telling the whole story.

Be the Story Teller



Cape May County Board of Chosen Freeholders

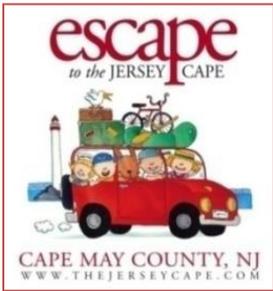
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Cape May County Department of Tourism
5/8/2018

Successful Tourism Destinations are the sum of all its parts.



Cape May County is perfectly situated at the southern tip of New Jersey between the Atlantic Ocean and the Delaware Bay. These two bodies of water serve to keep us warmer in the winter and cooler in the summer. The usually mild climate is perfect for agriculture and extends the growing season and has made the county the perfect terroir for growing fruits and vegetables from early spring into late fall. This has been especially good for a variety of grapes perfectly suited for wine. Many acres of fallow farm land

is being turned into vineyards, one farm that was fallow for 20 years has been replanted with sweet potatoes for vodka production. The fertile soil, gentle breezes of the bay and ocean, mild climate and longer hours of sunlight during the growing season are producing grapes that are being turned into award winning wines. As the Garden State with farms dotting the mainland and farm markets along rural roads we have a reputation for offering the best produce anywhere. Wineries, breweries and distilleries are new attractions to the destination and using locally grown products adds to the sell and is bringing new customers and working to expand our season and redefine our brand. These beverage tourism venues are moving the Jersey Cape into the agri-tourism arena and appeal to all visitor demographics.

The natural environment also attracts migratory birds and fish to the area and add to make Cape May County one of the more diverse destinations in the State. The county is part of the Atlantic Fly-way and offers a safe resting place and fresh water and food for migratory birds, dragon flies and butterflies.

The first settlers to the county more than 325 years ago were whalers who were attracted to the region for the same reason people are coming today. Agriculture and fishing were the hook then and remains true now with more than 54% of our visitors participating in fishing, birding and related outdoor activities.

Nature based activities are also a huge draw on the Jersey Cape, especially during the spring and fall; bird, butterfly and fish migration attract the human species in large numbers, and watchable wildlife continue to be at the top of the trends list. Cape May County is considered one of the top birding "hotspots" in North America and draw millions of visitors annually. Professional and amateur birders are attracted to the area throughout the year, some to add to their life list and for others to enjoy the peaceful beauty of nature. These natural assets have carved an incredible variety of eco-tourism assets that are bringing people back to the area year-round, spending more than \$600 million in direct spending and attracts not only domestic visitors from all 50 states but also attracts a high number of international visitors who have a keen interest in birding. Our diversity is a gift and our mission is to be good stewards of the environment and protect the quality of life for future generations.

Working with our stakeholders that include business owners, chambers of commerce, tourism authorities, arts and history organizations and environmentalists, we look for guidance to develop a smart tourism marketing plan that will preserve and protect our incredible assets as we share them with visitors. As our old Friend Kermit the Frog once said, "It isn't easy being green", and those words continue to ring true. We all need to be part of the movement and protect our environment, it is what makes us stand apart from many other destinations and brings visitors all year. We greatly appreciate our friends at New Jersey Audubon, Cape May Bird Observatory, Cape May Nature Center, Wetland's Institute, the Bay Center in Ocean City, Stone Harbor Bird Sanctuary, Armacost Park in Avalon and all other nature centers for their work in protecting our environment and offering our visitors educational tours and talks to encourage them to preserve our diverse and sensitive eco-system.

While the beach brings 80% of our visitors to the county, our diversity of recreation, natural and dining options are keeping them here longer and creating a reason to return, with nearly half of our summer visitors are coming back for shoulder season getaways. The expansion of wineries, breweries and distilleries are also becoming a big attractor during the shoulder season. Special and life celebratory events during the late fall and winter are on the rise, evident with the increase in occupancy tax collection.

To further expand our season, we have a responsibility to tell our story to our customers and share the assets we have as a year-round destination. Everyone likes a good story and we have a great one to tell. The beaches are the draw during the summer, but we are so much more, with a full twelve-month special events calendar, historic tours, museums, theater, shopping, themed getaways, nature and dining all available in the fall and winter. As a stakeholder and an integral part of the tourism industry, we urge you all to take the time to learn about the destination and be a story teller.

2017 was a year that tested all tourism segments. Cape May County saw an increase in direct tourism spending of 1.4% or \$90 million with increases in every sector except recreation. This points to how weather dependent we are and how important expanding our season is to the overall economy. Listed as the 39th wettest July- August in the last 122 years, rainy days, especially weekends cut down on day trippers and outdoor activities. We didn't take any direct hits but were brushed by a few hurricanes that left us with wet and soggy days and nights that are gone forever. The mid-week slump continues to be a problem and the Canadian exchange rate hovered under 30% most of the summer greatly impacting that visitor base. Today the exchange rate remains at \$1.286, getting 77 cents for every \$1 Canadian has them rethinking vacations in the US again this year.

Using the Garden State Parkway as our barometer, during July and August 2017, we had an average of approximately 12,000 fewer vehicles between the Great Egg and Cape May toll plazas enter the county compared to the same time in 2016. However, during September and October, we saw an increase in vehicular traffic at both toll plazas of approximately 18,000 more over 2016, with a net gain of approximately 6,000 vehicles. During the late fall and into winter (November/December) we saw a net increase in traffic of approximately 11,000 more vehicles over the same period in 2016. While the weather conditions impacted summer outdoor activities, the efforts to expand the tourism season resulted in a stronger fall and growing winter.

According to Tourism Economics, the Division of Travel and Tourism's research company, without tourism in New Jersey, every household would be paying \$1,515 more in taxes. This number continues to grow along with visitors to the State and jobs created through tourism. Cape May County saw an increase in jobs of nearly 3%.

Economic Impact of Tourism in Cape May County

2017 Cape May County Tourism Expenditures

Lodging	Food/Bev	Retail	Recreation	Transportation	Total
\$2.520.7 B	\$1,455.4 B	\$1,254.9 B	\$704.7 M	\$426.7 M	\$6,362.5B

- ⦿ Cape May County ranks second in the state in tourism direct spending
- ⦿ Second homes /Rental Income - \$2.094.5 Billion - More than 50% of all 2nd homes in NJ are in CMC
- ⦿ Total tourism spending in 2017 increased by 1.4% over 2016 (\$90 million increase over 2016)
- ⦿ 2017 Occupancy Tax for Cape May County
 - > \$11,765,698
 - > up 4.6%
- ⦿ Lodging up 1.3% -- Rental Income up 1.6%
- ⦿ Cape May County saw increases in Lodging, Food & Beverage, Transportation and Rental Income.
- ⦿ Recreation spending declined by .9% (\$6.6 million) With decrease recreation spending still top in state
- ⦿ Cape May County outpaces all other counties in Food & Beverage, Retail, Recreation and Rental Income
- ⦿ Taxes (State and Local Receipts)
 - > \$541.9 Million (\$1.48 million per day)
 - > .9% increase
 - > 11.2 % of State Total
- ⦿ Employment

> 26,826	Direct Tourism Jobs	37,279	Indirect Tourism Jobs
> Increase of 2.7%		60.5%	Total County Employment
> 43.5% of Total Employment			

2018 Cape May County Visitor Profile – based on 2018 visitor survey

Visitor Return Rate	78 %
Conversion Rate (Requested information and came)	75%
Travel as a couple (party of 2)	42%
Travel with Family (more than 2)	32%
Travel with Extended Family	10%
First time visitor	22%
Day Trip	8%
2-4 nights	36%
1 Week	23%
8-10 Nights	6%
More than 10 nights	9%
First time visitor	22%
Visiting more than 20 years	40%
Take more than 1 vacation per year	78%
More than one vacation in CMC	40%

Travel Group

Spouse/Couple	28%
Children	2%
Family	45%
Extended Family	15%
Solo	2%

Top Markets

New Jersey	27%
Pennsylvania	28%
New York	19%
Canada	9%
Maryland/DC	7%
Other	10%

Age

18 - 24	1%
25 – 35	6%
36 -45	7%
46 - 53	10%
54 - 64	45%
65 - 71	19%
72 – over	11%

Travel Season

Spring	26%
Fall	41%
Summer	80%
Winter	11%

Vacation Expenditures

Under \$1000	28%
\$1000-\$1500	27%
\$1500 - \$2000	19%
\$2500 - \$3000	14%
More than \$3000	11%

Heritage Tourism

Cultural and Heritage tourism is defined as “traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past and can include cultural, historic and natural resources.” This has become one of the fastest growing trends as travelers want to experience local culture and be part of the community. Visitors want to hear the stories and learn about local customs, this is an offset of the increased interest in ancestry and DNA. Technology is allowing individuals to trace their roots and learn more about their heritage. This is a trend of the Millennial traveler, as well as Baby Boomers. Don't think this means only exotic destinations, this is everywhere they visit, including Cape May County. They want to hear the stories that give them a sense of place and belonging and adds to the experience. They don't want to be just sight seers, they want to be part of the culture. Culture and Heritage attractions are major factors in generating year-round tourism trips and work to extend overnight stays with 56% of our visitors participating in these activities while visiting the Jersey Cape. We have to make our history their history and connect the dots with U.S. History as a point of reference, telling our story as it relates to what was happening in the world. We have been a county since 1692, there are a lot of stories to tell from farming to military.

Special events are shoulder season getaway builders, and for many, serve as the catalyst to create longer stays. Include a special events calendar on your website, highlight them on your social media feeds, post them in your business, give your customer something to think about and make plans to return. This is especially important in expanding the shoulder season.

Agri-Tourism

Agri-tourism is a defined operation or activity that brings visitors to a farm or ranch. Agri-tourism has different definitions in different parts of the world, and sometimes refers specifically to farm stays but can include a wide variety of activities, such as buying produce direct from a farm stand, navigating a corn maze, picking fruit, feeding animals, or staying at a bed and breakfast (B&B) on a farm.

Agri-tourism is a form of niche tourism that is considered a growth industry in many parts of the world, including Australia, Canada, the United States,¹ and the Philippines. Other terms associated with agri-tourism are "agri-tainment", "value added products", "farm direct marketing" and "sustainable agriculture".

Farmers, ranchers and wineries turn their land into a destination and open their doors to the public in order to educate others about what they do.

Agri-tourism is a natural fit for the Jersey Cape, we can promote options that are already in place. We don't have to build venues or infrastructure, we have thousands of acres of open space preserved for farm land. We have been part of the agri-tourism movement, long before it became a trend. Agriculture as a tourism asset is bringing new visitors to the area for the experience. Farm markets during the summer months are popular in each resort town during the growing season. The fall harvest highlights the end of the growing season with celebrations such as hay rides and corn mazes. We have restaurants that offer fresh seafood straight from the docks and farm-to-table menu selections picked daily. Our retail outlets are selling local grown products and products such as fresh vegetables, seafood, flowers, honey, sea salt, sauces, etc. Agri-tourism isn't new for us, Farm markets and U-Pick farms and stores have been selling local produce for more than three centuries. Agri-

tourism is a trend that is a natural fit for the Jersey Cape. Wineries, breweries and distilleries are some of the hottest attractions, bringing new customers to the region. People will travel in search of good food. The high interest in how food is grown and prepared is a trend that will continue to grow as the Millennials age. For many, vacations are determined based on local delicacies. Agri-tourism is a "Foodie's" dream, and is bringing visitors back for overnight stays long after the beaches close. A Celebrity from Canada came in 2016 and featured local agri-tourism attractions and options on his radio and television show and his blog.

Last year, the Canada Travel Channel came for three weeks to film each of the resort towns for a show called "Directions La Mer". The Jersey Cape is featured in 5 out of 13 episodes that will be running in May and scheduled for reruns for the next few years. The Canada Travel Show program was the recipient of the 2018 New Jersey State Excellence in Tourism award sponsored by the NJTIA.

In June 2018, a journalist, photographer and representative from Ricardo Magazine, a popular Canadian food publication will be visiting to write a story about the local cuisine, from boardwalk to gourmet dining to fresh seafood and produce and products. Their circulation is huge and they publish in both French and English. Ricardo Larrivee is the host of his own cooking show on Canada Food Channel, owns a restaurant in Montreal and has a cook wear line is a nationally known celebrity chef in Canada. Ricardo Magazine has a circulation of 80,000 in French and English and his magazine is also found online.

Commercial and recreational fishing is also a big part of our story. The ports of Cape May/Wildwood are ranked in the top ten in the nation and first in the State, with landings generating 132.3 million tons (60 metric tons) and \$191.12 million in revenue in 2016. With 128 ports in the United States, Cape May County is in good company when it comes to commercial

fishing. Seafood caught off the Jersey Cape is sold around the world. The county's oyster industry is producing some of the best oysters found anywhere. Rutgers Haskins Shellfish Research Laboratory located in Green Creek, along the Delaware Bay, is conducting research work at the site that is strengthening oyster species and growing the industry. The work they are doing locally includes;

- continuation of a selective breeding program to produce fast-growing MSX, Dermo and JOD resistant Eastern oysters (*Crassostrea virginica*);
- production of triploid, tetraploid, and other genetic constructs of Eastern (*C. virginica*) and Suminoe (*C. ariakensis*) oysters used for genomic studies; and,
- production of cultchless Eastern oysters used in restoration efforts and also by mid-Atlantic and Northeastern aquaculture groups.

Recent indicators, such as 2017 occupancy tax collection and Garden State Parkway car counts, are showing increased traffic during the shoulder season, with the number of fall visitors ranking second after summer visitors. The proof of our successful efforts to expand the season into the fall and winter are in the numbers.

The latest data collected revealed that 48% of our visitors return in the fall, while 15% return during the winter months. Over the past five years (2013-2017) occupancy tax collection during the fourth quarter has increased by 63%. This is based on the increase in overnight stays taken from the occupancy tax revenue during the fall/winter 'shoulder season', as reported by the NJ Treasury.

Occupancy tax collection from September through December 2017 period increased by 4.5%, representing \$340,672 more over the same period in 2016. The total occupancy tax collected in 2017 was a record \$11.76million. Fall and winter Occupancy Tax collection represents 20% of the total collected in 2017. While a small percentage of the increase includes a slight rise in room rates, overnight stays have grown and are impacting all sectors of the tourism industry in Cape May County. In January and February 2018, the only data currently available, we are showing an increase in occupancy tax collection of nearly 3% over 2017, continuing the growth trend in winter visits.

Cape May County outpaces all other counties in retail, food and beverage, recreation spending and rental income. Shopping is one of the top three activities for travelers nationally. In Cape May County shopping ranks third in visitor activity. Boutique and specialty shops are on the rise as major chain stores across the country are closing. Over the years we have been concerned over the lack of indoor shopping malls and major retailers found in other destinations, yet we still top all other counties in the retail segment with a 1.6% increase, generating more than \$1.25 billion in retail sales in 2017.

Nationally, we are losing indoor malls at a record pace as more and more major chains are going under. It is predicted that one in four malls in the U.S. will close within five years. In the past ten years, Sears closed 2,696 stores and Macy's closed 68 stores in 2017, while JCPenney is set to close 128 stores. Over 90 million square feet has been announced as closing this year, on track to surpass the 105 million square feet that was vacated by retailers in 2017. While online shopping is taking a bite out of retail, visitors to the Jersey Cape are still spending time and money while on vacation shopping at our stores.

Trends

Trends and technology go hand in hand and if you are not watching them evolve you will miss key elements that will keep your customers coming back and allow you to grow a new and wider audience. The term Traveler is replacing the word

tourist and travelers are not one dimensional and their wants and needs change and to keep ahead you have to watch the trends. Travelers are looking to experience local culture and want to participate rather than just sight see when they visit.

A recent AARP report indicated that one in four (76%) of Baby Boomers rate experiencing local culture as top on their list when planning a vacation. For Generation Xers, three out of five (62%) rate local experience as most important when making vacation decisions. What does local experience mean? Authentic cultural experiences can range from living with a family to visiting a u-pick farm. Learning about a culture can also include a visit to a local museum, a cooking class that teaches the visitor how to prepare local dishes using local ingredients.

If you have been watching the emerging travel trends, you know the importance of the visitor experience and the fact that they are looking for new and different activities they can't get at home. When we put together the department's marketing plan, trends are key and understanding our customer is vital. The "build it and they will come" philosophy is not ever a factor in our plan. We look at what we have and how it fits within the trend, how can we promote it wisely and is it ready for marketing. With many emerging trends we already have the infrastructure in place and need to determine the best way to manage and market it. For us, it's not just about following trends, it's more about the fit. Do we have the foundation to market the product and draw visitors?

There are many travel trend listings found on hundreds of websites, the key is to focus on the trends that fit and what and how you can deliver it to the customer. Your business may not be directly on the beach, but everyone can promote the fact that the beach is minutes away. Use what we have to help promote your business. Our average visitor comes from a 300-mile radius, or a tank of gas away, your business is closer to the beach than where they live. Use our regional assets to sell your property, tell the story to entice overnight stays.

Cape May County will never be a snow skiing destination, unless someone comes up with sand dune skiing. But, have you noticed the growing number of races and runs that are filling the shoulder weekend schedule? Sports tourism is on the rise and bringing us customers during the shoulder season. Are you working with those groups to make sure you are part of the fit? With over 4,000 wrestlers in Wildwood in February that come with families and friends, who eat, sleep, shop and look for entertainment, you need to be hooked in to that network, they are all future business.

The question we ask ourselves when researching trends is, can we offer that activity? More importantly, are people willing to come for the experience and are they willing to spend money to do it? Knowing your customer plays a large part in deciding the trends you will target. The department conducts an annual visitors' survey that produces an updated profile to determine who is our customer and what are their needs and wants? We urge you to use it and be familiar with our visitor profile. If we don't know that basic information we can't effectively or efficiently market to them. None of us have a huge marketing budget, the information is available and a call to our office is always welcomed.

Our research shows Cape May County continues to skew toward the Generation X and Baby Boomer demographic. We are a family oriented destination and heavily target families or GenXers. Using digital marketing and website analytics, we can track changes and adjust our marketing plan accordingly. Millennials are changing the vacation landscape globally, but not yet there in Cape May County. We are still seeing that age group as part of the larger multi-generational or skip-generation demographic. That doesn't mean we are not targeting them as we look toward the future. That age group (18-35) with 81 million born during 1987 and 2002, is larger than the baby boomers and are influencing travel trends today. They are savvy spenders who seek authentic experiences and indulge in their personal passions. They depend on word of mouth or peer testimonials and use mobile devices to gather travel information. Millennials have become the mobile-first generation and all

marketing targeting them should be optimized for mobile devices. They will also have the most spending power of any generation by the end of 2018. Millennials touch their smart phone 45 times a day.

As a vacation destination, with a high return rate, we are for many a family tradition with third and fourth generations taking their annual vacation "down the shore." Our survey has shown that some visitors have returned for twenty years or more and many become second homeowners. Matching emerging trends to grow new customers and keeping our traditional customers engaged in new activities is a balancing act that keeps us on our toes. From Millennials to GenXers to Baby Boomers, we have got to know what they want and how to reach them. A high return rate is great for any business, but we must continue to attract new visitors and reach them in the way they want to get their information.

Travel Trends have the greatest impact on how and who we target. The following trends are ones we apply to our marketing initiatives:

- Heritage Travel
- Authentic Travel
- Multi-generational – Skip-gen
- Foodie Travel – Local Delights
- Wine Destinations – Breweries & Distilleries
- Themed Travel – Agri/Eco, Girl/Guy Getaways, Holidays, Reunions, Life Celebrations
- Sports Travel – bike races, triathlons, marathons etc.
- Wellness – Yoga and beach aerobics, workout rooms in hotels, etc.
- Road Trips are on the rise - Billboards
- Millennials outnumber Baby Boomers – but Baby Boomers still dominate the travel industry, spending on average \$6300 per year on vacations.

- 90% of Boomer bookings are done on desktops but most research is done on mobile.
- 85% of domestic travelers decide on activities after they arrived at their destination.
- Smart phones have replaced the travel guide, 7 out of 8 Millennials own them.

Fall for the Jersey Cape

The Department of Tourism has been marketing fall for the past five years through a "Fall for the Jersey Cape" campaign and website. Each year we have seen an increase in fall visitors and the ROI has been realized in the rise in overnight stays from September through December. In 2017, we talked about redefining our brand and expanding our season and the tourism department has moved in that direction in a big way. There is no question about Cape May County being more than just a summer vacation destination. The fall and winter months are proving to be gaining in popularity with nearly 45% of our visitors coming back in the fall and nearly 20% coming during the winter months. The department has ramped up fall marketing with print and digital advertising.

Cape May County has an 85% return visitor rate and with more than 75% of our visitors taking more than one vacation per year, the time had come to be more proactive in generating an interest in our shoulder season attractions. Trends such as fall and winter getaways appeal to Baby Boomers who take 5-6 vacations a year and spend on average \$6,400, according to AARP. GenXers are looking for fall getaways and Millennials want authentic experiences. With a digital campaign we were able to target each demographic and offer getaway options to meet their interests. Eco Tourism or nature-based activities are available during the shoulder months and new to the mix is Beverage Tourism, an off shoot of the Agri Tourism activities

is a new attraction that is part of the 'foodie' movement a trend that continues to grow internationally. We matched our assets to the trends and marketing the fall activities gave visitors a compelling reason to return.

The ROI was realized in the Occupancy Tax collection during the fall/winter shoulder season. The collection rate, which is 5% of the room rate has increased by 63% over the past 5 years. In 2013 occupancy tax collection was \$1,434,909 from September through December. In 2017 the amount collected during that same period was \$2,271,497. Overall, nearly 20% of the total occupancy tax revenue in 2017, was collected during the September-December months. The number of fall visitors during the same five-year period increased by 28%. This converts into more visitors staying longer, spending more on fall getaways.

Our brand for decades was a summer beach destination offering beaches, boardwalk activities, recreational fishing and outdoor activities. Memorial Day marked the start of the season and by mid-September it was over. Special events keep visitors coming back on weekends, but many businesses closed by the end of September, signaling the end of the season. Wildwood, Ocean City and Cape May lead in creating shoulder season events.

The increase in visitors over the fall and winter months was the impetus for us to conduct a survey to better understand the fall/winter visitors' needs and wants to better market to them. The survey was based on agri-tourism in the County, with a focus on wineries, breweries, distilleries and farms. The focus on beverage tourism and its impact on tourism growth was based on the correlation of the expansion of beverage tourism (wineries, breweries and distilleries) and the increase in overnight visitors during the fall.

The visitor profile study was conducted by the Department of Tourism, working with Dr. Richard Perniciaro of Atlantic Cape Community College. Intercept surveys were taken at countywide beverage tourism businesses during late summer and early fall. Cape May County has 7 wineries, 6 Breweries and 3 distilleries and most agreed to participate in survey. A conservative estimate of the impact of beverage tourism is \$200 million.

The results will serve as the benchmark as we continue to conduct surveys to measure the impact of fall attractions. The results from the first survey conducted found some interesting take-aways. More than one in three who visit are couples, 55% are Baby Boomers and 12% are Millennials. The majority or 69% heard about the property through word of mouth. We were surprised to see 93% of the respondents were staying overnight and 69% were here for a 2-4 night getaway. While most came during the summer, 1 in 3 or 33% came during the fall and winter months and spent between \$100-\$200 shopping during their stay. Eighty percent took home a bottle or growler and 49% spent over \$100 at the location.

Below are the results from the Department of Tourism's 2017 Agri-Tourism survey, we are working with ACCC to determine the economic impact of wineries, breweries and distilleries, along with farms, farm markets and restaurant offering farm to table menu options. Cape May County Agri-Tourism Survey - Survey was taken during August - September 2017.

2017 Agri-Tourism Survey

	Respondents	Percentage
1. How did you hear about us?		
Ad	14	4%
Brochure	16	5%
Word of Mouth	209	69%
Social Media	26	10%
Web	34	11%
Other	3	1%

2. Which location were you in when completing survey?		
Winery	179	59%
Brewery	98	32%
Distillery	25	9%

3. Is this your first visit?		
Yes	21	7%
No	281	93%

4. Will you return?		
Yes	296	98%
No		2%

5. Special occasion?		
Yes	54	18%
No	248	82%

6. Interested in private tasting?		
Yes	41	15%
No	244	85%

7. How many in party?		
2	98	36%
3	38	14%
4	89	33%
5	36	12%
6	3	1%
7	2	< 1%
10+	6	< 3%

8. Age Group		
21-31	32	12%
32-52	76	28%
52-72	152	55%
Older	14	5%

9. Aware of locally grown products used?		
Yes	189	71%
No	85	29%

10. Would you recommend?		
Yes	286	99%
No	2	< 1%

11. How did you get to location?		
Vehicle	291	96%
Bike	9	3%
Trolley	2	< 1%

12. What did you purchase to take home?		
Bottle or Growler	178	80%
Clothing	27	12%
Gift Certificate	9	4%
Local Produce	9	4%

13. How much did you spend?		
Under \$25	1	< 1%
\$25-\$50	31	13%
\$50-\$100	111	45%
\$100-\$150	94	39%
\$150 +	7	2%

14. How would you rate your experience?		
Extremely Enjoyable	81	30%
Highly Enjoyable	152	56%
Enjoyable	34	13%
Somewhat Enjoyable	3	1%

15. Are you a Cape May County resident?			Where from?		
Yes	132	34%		NJ	101
No	170	66%	NY	14	8%
			MD	3	
			DE	1	4%
			Other	2	

16. Other activities?		
Cape May	101	24%
Zoo	69	20%
Visiting	199	56%

17. Primary reason for visit?		
Drinking	119	48%
Visit Family/Friends	48	20%
Cape May	41	17%
Check Out Facility	27	11%
Other	11	4%

18. Staying overnight?		
Yes	188	93%
No	14	7%
19. If yes, where?		
Hotel	98	49%
B&B	12	6%
Rental	9	4%
Second Home	47	23%
Campground	4	2%
Friend/Family	39	18%
Other	2	<1%

20. How many nights?		
1	9	4%
2	38	16%
3	61	27%
4	59	26%
5	12	5%
6	12	5%
7+	36	16%

21. When do you visit CMC?		
Spring	21	7%
Summer	179	61%
Fall	86	28%
Winter	16	5%

22. How many trips to CMC?		
First Time	6	
1	23	10%
2	69	31%
3	111	50%
4	9	4%
5	7	3%
6+	4	2%

23. Approx. how much will group spend on food and beverage?		
\$25-\$100	17	23%
\$100-\$200	36	49%
\$300-\$500	14	19%
\$500 +	6	9%

24. How much was spent shopping?		
\$25-\$100	12	33%
\$100-\$200	16	43%
\$500-\$700	4	11%
\$1000-\$1500	3	8%
\$2000-\$3000	2	5%

25. How much spend total on trip to CMC?		
\$100-\$300	19	18%
\$200-\$400	33	31%
\$300-\$500	26	24%
\$500-\$700	19	18%
\$800-\$1000	6	6%
More than \$2000	4	3%

Occupancy tax collection was again the benchmark we used to measure the growth in overnight stays during the fall and winter. Those metrics and antidotal reports from businesses regarding the growing fall season over the past five-year period, prompted us to take a harder look at our fall visitor. The survey was conducted during August and September to capture the opinions of the summer and fall visitor. The results were enlightening and gave us a glimpse of the impact of adding that new industry to our inventory of attractions had on expanding the season in Cape May County.

The influence of Eco-tourism has been closely monitored over the past decade, the economic impact of nature-based activities, especially birding, continues to be a large part of shoulder season growth in both the spring and fall. Eco-tourism generates nearly \$600 million annually and accounts for approximately 10% of the total tourism spending. Spring and fall migration brings visitors from all over the world. The World Series of Birding, now in its 35th year, teams gather from around the globe to participate in the one-of-a-kind birding event. The Monarch Butterfly Migration Project, begins in early September and runs through the end of October and attracts visitors and conservationists to educate about the plight of the Monarch butterfly and view the tagging process. More than 5,000 Monarch butterflies were tagged in Cape May County in 2017 before they made their long journey to Mexico. The 2018 field season will begin the last week in August and the censuses and tagging program will begin on September 1 through October 31. This is a great story to tell and only one that highlights the important conservation work done by the New Jersey Audubon and the Cape May Bird Observatory on the Jersey Cape.

Eco and Agri-Tourism are working to redefine our brand and on trend with what travelers want in a vacation.

- Eco-Tourism is a \$600 million industry in Cape May County, more than half (68%) comes from birding and watchable wildlife activities.
- More than 30% of all land in Cape May County is open space and used for nature-based activities and/or passive recreation.
- Nearly 60,000 acres of open space is allocated for nature-based activities. (County Open Space Program)
- 9% of all tourism revenue is generated through eco-tourism.
- Spring and Fall migration brings visitors from all 50 States, as well as international visitors who stay longer, increasing overnight stays - spending \$374 per day.
- To benefit from the shoulder season, business owners need to know about eco opportunities, the timing of the events available and promoting them to attract eco travelers. (Spring/fall migration, fall foliage, growing seasons, events, attractions, etc.) NJ Audubon/CMBO
- The Eco visitor is looking for enhanced experiences that allows them to participate in a range of activities they would not find at home or in other vacation destinations.
- Agri-Tourism is estimated as generating more than \$200 million in direct tourism revenue and includes farm markets, farm to table and the expansion of locally grown produce and products.

The Warm and Cozy Jersey Cape

Dovetailing off the successful fall campaign, the Department of Tourism joined forces with the NJ Division of Travel and Tourism to launch a winter campaign promoting of the “warm and cozy” Jersey Cape. As part of the Division's year-round marketing efforts they developed a marketing plan that featured different locations throughout the state during the winter months. Rather than a generic winter promotion, Marketing Director Anthony Minick worked with Dana Communications to create a more targeted plan. Cape May was the focus for December, promoting the holidays with a social media and digital campaign.

Based on survey data and occupancy tax collection rates, we decided to extend the campaign to promote the January through March months and kicked off the warm and cozy winter getaway campaign. We cobbled together some marketing dollars to promote the winter with print, social media and digital campaign, running ads through March. December, January and February results showed an increase in overnight stays, based on occupancy tax collection data. The three months showed an increase of \$10,850 in tax collection.

The campaign promoted winter activities and businesses that were open. The warm and cozy images featured dining and lodging options with fire places and cozy accommodations and highlighted beverage tourism. The Fall for the Jersey Cape Website and Facebook page were updated to show warm and cozy winter themes with winter deals and packages.

Advertising continues to a multi-level platform to include print, radio, television, outdoor, social media and digital. Decisions are made based on our visitor profile and trends. Our recent visitor's survey continues to skew toward Baby Boomers who prefer to get their information in print. However, digital and social media marketing is being used more than in previous

years. The convenience of digital marketing and the ability to target specific demographics with customized messaging is the best way to reach our varied audience. Word of Mouth marketing has always been a big part of our growth. The good word of friends and family help guide our visitors to vacation in this destination. Social media takes that concept farther as we get great reviews from influencers through posts that are viewed by an expanded network of peers that view those reviews and rating much higher than an advertisement.

Currently, all of our ad buys include a digital or social media component. We are engaging with followers on Facebook, Twitter and Instagram. We are placing sponsored ads and content on social media platforms and using TripAdvisor to promote the Jersey Cape in the US and Canada. Followers, likes and reaches are growing and engagements are rising weekly depending on posts. The department has updated its video library to feature summer and fall with 30 and 15 second spots.

With a rise in road trips and 2017 being a record year for the purchase of new vehicles, we increased outdoor advertising buys. We have been watching fuel costs and following the rise in gas prices. This could impact the drive market during the summer months as the cost of a gallon of gas by July is predicted to increase to about \$3. On April 29, the cost of a gallon of regular gas was \$2.84 in South Jersey, one year ago that cost was \$2.36.

With that in mind, we have stayed the course and our core marketing remains within a 300-mile radius. Billboards offer a high number of impressions and frequency. Billboards promoting the Jersey Cape are located along I-95 in the Philadelphia area, in Pittsburgh and Harrisburg, in Bucks County Pa., and in Burlington and Camden counties.

New this year is a billboard at 1500 Broadway in Times Square Plaza. This opportunity presented itself and was one of those once in a lifetime deals. With the closing of Toys R Us, we were offered the chance to fill their contract at a remnant rate

which was 80% of the actual cost. The billboard is 29 feet high or the equivalent of 3 stories and 54 feet wide. The billboard runs from March 15 through June 30, 108 days, 3 times per hour, 20 hours per day. The Jersey Cape billboard is running 6,480 times at a cost of \$2.62 per ad.

Travel Show Cooperative

The 2018 Travel Show season was extremely successful and we want to thank our partners who helped make it a good year. Without the support of our partners, we would not be able to promote the Jersey Cape at these shows. To date we distributed more than 260,000 pieces of literature at 12 travel shows throughout the Mid-Atlantic Region. Christine Ostrander, the Travel Show manager did an outstanding job is getting the maximum exposure for the Jersey Cape at these shows. Coordination and staffing is not an easy job but she make it seamless. The shows allow us to put information directly into the hands of potential visitors and talk to them about new attractions and events.

2018 Travel Show Schedule

Wildwood RV Show – 10-20 to 10-22 -17
Hartford Connecticut – 10-21-17
Cincinnati – 1-12 thru 1-21-18
Northeast RV & Camping Show – 1-19 to 1-22-18
DC – 1-21 & 1-22-18
Harrisburg – 2-3 to 2-11-18
Phila. Golf & Travel Show (Oaks)
Boston – 2-9 to 2-11-18
Montreal – 2-15 to 2-18-18
Suffern NY -3-1 to 3-4-18
Travel & Adventure Show (Phila) – 3-10 & 11
Philadelphia Flower Show – 3-3 to 3-11-18

Cape May County Occupancy Comparison - 2016 vs. 2017

	2016	2017
January	\$89,489.72	\$93,370.10
February	\$119,023.44	\$138,815.77
March	\$185,514.50	\$162,894.92
April	\$294,932.02	\$338,190.12
May	\$718,815.95	\$796,420.59
June	\$1,641,744.02	\$1,753,103.67
July	\$2,980,342.02	\$3,017,341.65
August	\$3,151,893.06	\$3,194,036.38
September	\$1,365,914.95	\$1,373,350.10
October	\$476,218.13	\$465,663.09
November	\$186,435.52	\$202,203.84
December	\$215,215.53	\$230,281.60
Total Collected	\$11,239,103.82	\$11,765,698.44
Difference		+ \$340,672.49

New Jersey Turnpike Authority car count log from 2010 - 2017.

Great Egg										
MONTH	YEAR	2010	2011	2012	2013	2014	2015	2016	2017	2018
January		408,437	392,844	394,876	395,814	357,830	370,546	388,996	390,831	
February		343,801	386,597	401,482	370,344	360,096	357,421	399,175	400,434	
March		476,201	464,133	460,321	444,938	404,155	419,482	466,300	449,783	
April		532,659	510,691	490,182	476,101	479,774	492,667	486,293	514,290	
May		660,671	641,889	641,301	631,983	620,567	669,765	616,300	633,131	
June		774,787	778,808	785,327	726,541	739,272	734,752	759,984	783,443	
July		1,012,949	1,000,503	927,809	911,029	928,671	953,953	941,661	925,766	
August		933,464	867,017	945,009	953,082	969,670	921,725	921,619	922,249	
September		684,499	664,604	597,322	597,635	595,804	654,308	634,118	654,107	
October		525,919	498,909	457,095	506,706	495,414	494,556	495,657	514,925	
November		459,596	448,929	440,162	438,278	407,813	428,069	441,155	451,771	
December		442,141	452,934	426,181	409,966	423,708	447,066	442,625	441,092	

CAPE MAY										
MONTH	YEAR	2010	2011	2012	2013	2014	2015	2016	2017	2018
January		270,934	258,840	256,809	263,726	236,742	246,935	273,303	275,768	
February		228,131	245,321	263,134	249,077	238,912	239,265	279,460	283,704	
March		317,272	308,650	301,300	302,059	274,139	287,563	331,415	312,369	
April		363,274	339,627	338,933	332,943	334,368	348,563	350,372	379,804	
May		472,647	472,647	466,314	458,659	451,248	510,920	488,094	497,193	
June		594,543	574,682	580,870	556,570	576,575	566,774	603,198	613,651	
July		796,872	815,094	773,966	748,472	761,632	782,101	817,652	821,483	
August		789,460	726,615	764,682	767,786	762,531	833,232	810,842	796,504	
September		538,077	513,921	507,089	507,070	498,429	540,283	521,635	542,510	
October		371,011	357,078	323,176	340,465	348,863	357,127	373,219	388,526	
November		305,548	300,807	291,436	279,824	275,567	428,069	310,978	314,304	
December		277,591	291,147	276,709	267,893	276,635	302,595	303,105	301,861	

Fact and Figures

(Source: Cape May County Department of Planning)

www.capemaycountynj.gov

267 Square Miles	13,115 Available Land Acres
210 Miles County Roads	16 Municipalities
22 Bridges	5 Toll Bridges
3,869 Businesses	1 Technical School District
57,300 Labor Force	1 Special Services District
54,511 acres eco-tourism/open space	1 Regional High School

Population

Year	Winter	Summer	Year	Winter	Summer
2005	106,512	634,532	2014	95,395	771,282
2006	99,286	634,532	2015	94,727	766,622
2007	98,149	624,654	2016	94,430	753,157
2008	95,650	766,228			
2009	96,392	767,708			
2010	97,265	763,940			
2011	96,601	808,104			
2012	96,304	812,015			
2013	95,897	796,655			

Hotels and Motels

YEAR	# OF BLDGS	UNITS/RMS
2000	2,358	23,729
2003	2,374	24,009
2006	2,270	18,877
2007	2,268	18,725
2009	2,269	18,749
2010	2,269	18,749
2011	2,269	18,747
2012	2,267	18,699
2013	2,267	18,718

Restaurants

Year	Year Rd.	Seasonal
2005	620	835
2006	623	793
2007	629	762
2008	634	743
2009	660	765
2010	670	773
2011	522	783
2012	687	798
2013	560	700
2014	522	749
2015	546	748
2016	594	751

Campgrounds

Year	Number Sites	
2003	47	15,432
2006	46	15,394
2007	45	15,672
2008	47	15,506
2009	47	15,238
2010	47	15,154
2011	47	14,724
2012	47	15,159
2013	47	17,199
2014	47	17,199
2015	47	17,199
2016	46	17,159

Cape May-Lewes Ferry

Year	Vehicles	Passengers
2009	292,103	845,358
2010	107,358	275,844
2011	268,605	779,451
2012	271,178	751,057
2013	255,078	703,938
2014	262,006	767,199
2015	266,149	782,241
2016	258,863	750,137

Public School Enrollment

Year	Elementary	Secondary
2001	11,078	4,181
2005	10,179	4,695
2006	9,880	4,179
2007	9,448	4,372
2008	9,933	4,016
2009	8,625	4,202
2010	9,873	3,513
2011	10,016	3,219
2012	10,315	2,756
2013	9,859	3,134
2014	8,545	4,147
2015	8,482	4,101
2016	8,524	4,059

Non-Public School Enrollment

Year	Elementary	Secondary
2000	1,719	*
2003	1,737	*
2005	1,755	*
2006	1,354	*
2007	1,178	*
2008	1,292	*
2009	784	*
2010	505	*
2011	428	*
2012	373	*
2013	358	*
2014	404	219
2015	415	224
2016	457	223

* Previously unreported; not collected from NJBOE

Cape May County

Summer Population Estimate - 2016

Municipalities	Dwelling Units 2015	Times 5 residents per DU	Hotel/Motel Units	At 2.5 residents per room	Camp-sites	At 3.75 campers per site	Group Quarters	Marina Slips	Times two per slip	Day-Trippers	Total Population
Avalon	5,454	27,270	599	1,498	-	-	100	125	250	6,000	35,118
Cape May City	4,246	21,230	3,255	8,138	-	-	4,000	228	456	12,500	46,324
Cape May Point	581	2,905	-	-	-	-	250	-	-	750	3,905
Dennis Twp.	2,820	14,100	-	-	5,039	18,896	208	105	210	3,000	36,414
Lower Twp.	15,017	75,085	147	368	2,922	10,958	400	2,101	4,202	11,000	102,012
Middle Twp.	9,527	47,635	316	790	3,603	13,511	500	713	1,426	8,500	72,362
North Wildwood	8,647	43,235	2,295	5,738	-	-	1,000	330	660	18,500	69,133
Ocean City	20,414	102,070	2,749	6,873	-	-	2,500	207	414	25,500	137,357
Sea Isle City	6,959	34,795	218	545	-	-	250	-	-	9,500	45,090
Stone Harbor	3,172	15,860	233	583	-	-	200	-	-	5,500	22,143
Upper Twp.	6,457	32,285	70	175	2,302	8,633	8	357	714	5,000	46,815
West Cape May	1,067	5,335	14	35	240	900	20	-	-	2,400	8,690
West Wildwood	866	4,330	52	130	-	-	5	84	168	2,700	7,333
Wildwood	7,538	37,690	4,321	10,803	-	-	3,000	350	700	18,550	70,743
Wildwood Crest	5,527	27,635	4,464	11,160	-	-	1,000	60	120	14,500	54,415
Woodbine	1,090	5,450	-	-	618	2,318	650	-	-	1,100	9,518
Totals	99,382	496,910	18,733	46,876	14,724	55,215	14,091	4,660	9,320	145,000	767,412

Dwelling unit numbers from 2016 NJDCA building permits and 2015 ACS

Camp site numbers from 2016 County Health Department records

Marina counts from 2010 "Boaters Guide to Cape May County" includes only marinas with bath houses

Day-Trippers - annual figure (14.5 million) from Longwoods International 2005 Survey

Not Counted - boat slips at non-bath house marinas, boats at anchor, commercial fishing vessels, state campgrounds, etc.

* Column totals may differ due to rounding

Cape May County Department of Tourism 2018 Visitor's Survey

1 *Total number of people that traveled with you, including yourself?

Answer	Response Ratio
1-2	49.7%
3-4	35.7%
5-6	9.7%
7-8	2.1%
9-10	<1%
Other (View all)	1.2%
No Responses	<1%
	100%

2 *Did you take a vacation to Cape May County in 2017?

Answer	Response Ratio
YES	78.2%
NO	21.7%
No Responses	0.0%
	100%

3 *Was this your first vacation/trip to Cape May County?

Answer	Response Ratio
YES	22.1%
NO	75.3%
Other	2.1%
No Responses	<1%
	100%

4 *If you visited Cape May County, how many nights did you stay?

Answer	Response Ratio
DAY TRIP	8.2%
1 NIGHT	1.7%
2-4 NIGHTS	35.9%
5-6 NIGHTS	22.0%
1 WEEK	23.3%
8-10 NIGHTS	6.4%
2 WEEKS	5.6%
MORE THAN 2 WEEKS	3.8%
	100%

5 *How did you hear about us?

Answer	Response Ratio
FAMILY/FRIEND	23.5%
RETURN VISITOR	64.5%
PRINT AD	3.4%
TELEVISION	1.2%
INTERNET/WEBSITE	13.2%
TRAVEL GUIDE	11.9%
TRAVEL/TRADE SHOW	21.3%
TOUR OPERATOR/BUS TRIP	0.0%
Other	6.4%
	100%

6 *How many years have you been coming to Cape May County for a vacation?

Answer	Response Ratio
1-2 YEARS	22.1%
3-4 YEARS	14.4%
5-6 YEARS	19.5%
7-8 YEARS	6.8%
9-10 YEARS	3.8%
11-15 YEARS	7.2%
16-20 YEARS	5.1%
MORE THAN 20 YEARS	20.0%
No Responses	<1%
	100%

7 *Which Cape May County Resort is your vacation destination? Select all that apply.

Answer	Response Ratio
CAPE MAY	48.5%
WILDWOODS	31.9%
STONE HARBOR	13.6%
AVALON	8.5%
SEA ISLE CITY	15.3%
OCEAN CITY	25.9%
Other	3.8%
	100%

8 *What season do you vacation at the Jersey Cape? Select all that apply.

Answer	Response Ratio
SPRING	25.6%
SUMMER	80.7%
FALL	41.0%
WINTER	11.1%
	100%

9 *What did you do on your vacation in Cape May County? Select all that apply.

Answer	Response Ratio
BEACH	80.3%
SHOPPING	58.5%
RESTAURANTS/DINING	67.5%
CULTURAL/HISTORIC ATTRACTIONS	21.3%
BOARDWALK	52.1%
ECO/NATURE BASED ACTIVITIES	17.5%
BIRDING	16.2%
FISHING/BOATING	23.0%
GOLFING	11.1%
WATER SPORTS	10.2%
CAMPING	9.4%
ZOO	35.0%
ART EXHIBITS/THEATRICAL PERFORMANCES	11.9%
SPECIAL EVENTS	15.3%
VISIT ATLANTIC CITY	10.6%
RUN OR RACE	1.2%
Other	22.2%
	100%

10 *How many times did you eat a meal out during your stay?

Answer	Response Ratio
ONE	3.4%
TWO	13.3%
THREE	19.7%
FOUR	15.8%
FIVE	10.3%
SIX	22.7%
Other	17.5%
	100%

- 11 *How many leisure/recreational activities did you participate in during your stay? Please select all that apply and provide how many times you enjoyed each activity in the box provided.

Answer	Response Ratio
BOARDWALK	82.7%
SHOPPING/RETAIL	92.5%
DINING/BEVERAGES	93.8%
BOATING/FISHING	23.4%
WATERSPORTS	14.8%
MUSICAL ENTERTAINMENT/THEATER	20.9%
GOLFING	6.1%
Other	3.7%
	100%

- 12 *Would you travel to Cape May County during the shoulder season for a sporting event such as a race or a triathlon? Please provide additional information if desired.

Answer	Response Ratio
Yes	15.3%
No	84.6%
No Responses	0.0%
	100%

13 *Did you visit one of our agri-tourism attractions? Select all that apply

Answer	Response Ratio
WINERY	48.6%
BREWERY	25.8%
DISTILLERY	12.5%
FARM/FARM MARKET	28.1%
RESTAURANT THAT OFFERS LOCALLY GROWN PRODUCE/PRODUCTS	42.8%
	100%

14 *What factors are important when choosing Cape May County as your vacation destination? Select all that apply.

Answer	Response Ratio
SAFETY & SECURITY	35.7%
VALUE	40.0%
QUIET	45.1%
ROMANTIC	12.3%
FAMILY ORIENTED	50.6%
RELAXATION	72.7%
CLOSE TO HOME	29.7%
Other	4.2%
	100%

15 *Where did you get the information that helped you choose Cape May County as your vacation destination?

Answer	Response Ratio
PRINT/AD	7.2%
RADIO/TV	1.7%
INTERNET	32.7%
BROCHURE/TRAVEL GUIDE	49.3%
FRIEND/FAMILY	27.6%
RETURN VISIT	50.2%
Other	2.1%
	100%

16 How do you prefer to get your vacation information?

Answer	Response Ratio
INTERNET/WEBSITE	32.5%
DIRECT MAIL	33.7%
EMAIL	21.6%
PRINT AD	3.6%
TELEVISION	0.0%
FAMILY/FRIEND REFERRAL	7.2%
Other	0.0%
No Responses	1.2%
	100%

17 *What type of accommodation do you most often stay while on vacation in Cape May County?

Answer	Response Ratio
MOTEL	16.5%
HOTEL	19.5%
BED & BREAKFAST	8.9%
CONDO RENTAL	9.7%
APARTMENT/HOUSE RENTAL	21.2%
CAMPGROUND	8.5%
OWN HOUSE	5.5%
RELATIVE/FRIEND	2.5%
AIRBNB, VRBO, HOMEAWAY.COM	<1%
DAY TRIP	2.5%
Other	4.2%
No Responses	0.0%
	100%

18 *Who is most likely to travel with you when vacationing in Cape May County?

Answer	Response Ratio
SPOUSE - NO CHILDREN	27.9%
CHILDREN ONLY	2.1%
FAMILY (SPOUSE & CHILDREN)	44.9%
COUPLE AND/OR FRIENDS	8.7%
EXTENDED FAMILY (PARENTS, GRANDPARENTS, SIBLINGS, ETC.)	15.2%
GROUP	<1%
TRAVEL ALONE OR SOLO	2.1%
Other	1.2%
No Responses	<1%
	100%

19 *How may vacations do you usually take each year?

Answer	Response Ratio
1	21.7%
2	47.6%
3	16.1%
4 OR MORE	13.1%
Other	1.2%
No Responses	0.0%
	100%

20 *How many of those vacations were to Cape May County?

Answer	Response Ratio
1	60.4%
2	21.2%
3	5.5%
4 OR MORE	6.8%
Other	5.1%
No Responses	<1%
	100%

21 *Where else do you travel? Select all that apply.

Answer	Response Ratio
PENNSYLVANIA	41.0%
NEW YORK	34.6%
DELAWARE	14.5%
MARYLAND	17.5%
NEW ENGLAND	16.2%
VIRGINIA	11.1%
NORTH CAROLINA	6.8%
SOUTH CAROLINA	5.9%
FLORIDA	23.9%
THE CARIBBEAN ISLANDS	11.9%
EUROPE	6.4%
Other	8.5%
	100%

22 What is your age group?

Answer	Response Ratio
18 - 24	1.0%
25 - 35	6.6%
36 - 45	7.4%
46 - 53	9.6%
54-64	44.5%
65-71	19.3%
72 AND OVER	10.6%
No Responses	1.1%
	100%

23 **Approximately how much do you spend while on vacation?**

Answer	Response Ratio
\$100 - \$300	1.2%
\$300 - \$500	7.2%
\$500 - \$700	12.0%
\$700 - \$1000	18.0%
\$1000 - \$1500	26.9%
\$1500 - \$2000	18.7%
\$2500 - \$3000	13.8%
MORE THAN \$3000	10.6%
No Responses	1.2%
	100%

24 **What do you spend on average per day, per person while on vacation?**

Answer	Response Ratio
\$100 - \$150	51.8%
\$150 - \$200	21.6%
\$200 - \$250	9.6%
\$250 - \$300	2.4%
\$300 - \$350	3.6%
\$350 - \$400	3.6%
\$400 - \$450	0.0%
\$450 - \$500	2.4%
\$500 - \$550	1.2%
\$550 - \$600	0.0%
Over \$600	0.0%
No Responses	3.6%
	100%

25 Are you familiar with the diverse array of special events held in Cape May County during the Spring, Fall and Winter?

Answer	Response Ratio
YES	42.1%
NO	16.8%
SOME	39.7%
No Responses	1.2%
	100%

26 Would you like a copy of our 2018 Vacation Planning Guide? Please give us your mailing address in the comment box below. We will NOT share you address with any other business.

Answer	Response Ratio
YES	65.0%
NO	32.5%
No Responses	2.4%
	100%

27 Did your vacation on the Jersey Cape meet your expectations?

Answer	Response Ratio
YES	96.3%
NO	1.2%
Other	1.2%
No Responses	1.2%
	100%