

# Reader Response



Free Reader Response Service Generates High-Quality Leads

## What is Reader Response?

Advertisers in the official New Jersey Travel Guide benefit from a 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

**Get free special offers & New Jersey travel information**  
Pick the attractions, hotels, tour operators and destinations you'd like to hear from by going online to VisitNJ.org.

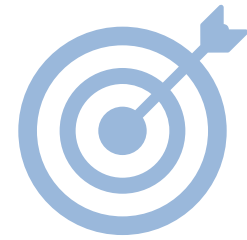
Go to [VisitNJ.org/travelinfo](http://VisitNJ.org/travelinfo), select the categories you're interested in and wait for trip-planning resources to arrive!

Reader Card #	Advertiser	Page #	Reader Card #	Advertiser	Page #
1	Adventure Aquarium	71	27	Marine County Tourism	74
2	American Dream Meadowlands	1	28	Museum of Liberty Hall	101
3	Battleground New Jersey	72	29	New Jersey Camptown Charters Association	IBC
4	Bergen Hotel Casino & Spa	43	30	New Jersey Division of Travel and Tourism	2-3
5	Bonita Place	46	31	New Jersey Transit	4
6	Cape May County Department of Tourism	53	32	Queen Club Hotel	BC
7	Cape May - Lovers Ferry	50	33	Queen County Business Development & Tourism	22
8	Carroll of Collectables	71	34	Old Barns Museum	7
9	Central New Jersey Convention & Visitors Bureau	88	35	Popcorn Park Ridge	27
10	City of Sea Isle	51	36	Princeton Mayor Regional Convention & Visitors Bureau	69
11	Delmar Drive-In	55	37	Princeton University Art Museum	73
12	Destination Jersey City DMO	91	38	Ridge Clamshell Baiters	57
13	Diggleland USA	65	39	Ripley's Believe It or Not! Museum AC	45
14	Elizabeth Destination Marketing Organization	97	40	Saddle Heights Tourism	37
15	Englewood	79	41	Shakespeare Theatre Company of New Jersey	87
16	Garden State Wine Growers Association	8	42	Shoreline Atlantic City	45
17	The Great Hotel	46	43	Ten Flags Great Adventure	8
18	Greater Newark Convention & Visitors Bureau	95	44	Somerset County Tourism	77
19	Greater Wildwood Tourism Improvement & Development Authority	49	45	Southern Ocean County Chamber	25
20	Hickamilton Business Improvement District	87	46	Southern Shore Regional DMO	53
21	Hudson County Cultural Affairs	91	47	Statue Cruises	93
22	Play Avenue	57	48	Swirls	28
23	Land of Make Believe	83	49	Sunlight Theatre	81
24	Meadowlands Liberty Convention & Visitors Bureau	91	50	Sunrise Skylands	81
25	Mersey County Office of Economic Development	63	51	Ten In Ten Adventure Park	59
26	Morristown County Tourism	IBC	52	Ticketstar Support & Baymen's Museum	22
27	Visit South Jersey	67			

Free Consumer Leads

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

\*Average leads generated



## Target Audience

New Jersey 2022 Visitor Profile

1. Average party size of 2.08
2. Stayed 3.06 nights on average
3. Spent an average of \$213 per person per day



302,000+ pageviews

## Digital Guide

Visits: 17,492 Pageviews: 302,689

Avg. Session: 4 min, 18 sec

\*All advertisements are linked to your website within the Digital Guide.

## Rates

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

Leverage your brand & offer participation options to your members/stakeholders with advertorial co-op options.  
Contact Abby Siegel-Greenberg for details.

# NEW JERSEY *travel guide*



53% of travelers use print

to research and plan their trips.

\*The State of the American Traveler

## Circulation

400,000 annual copies



The New Jersey Travel Guide is the primary print call-to-action for the New Jersey Division of Travel & Tourism. Participation in the guide ensures your message reaches a highly qualified audience of travelers actively planning their trips.

2024

# NEW JERSEY TRAVEL GUIDE MARKETING OPPORTUNITIES



*Travelers are ready to hit the road*

Strong pent-up demand for travel will continue through 2023 into 2024.

Travel is Big Business

119.7 Million Trips Forecast for 2023

702K Total Audience Reach

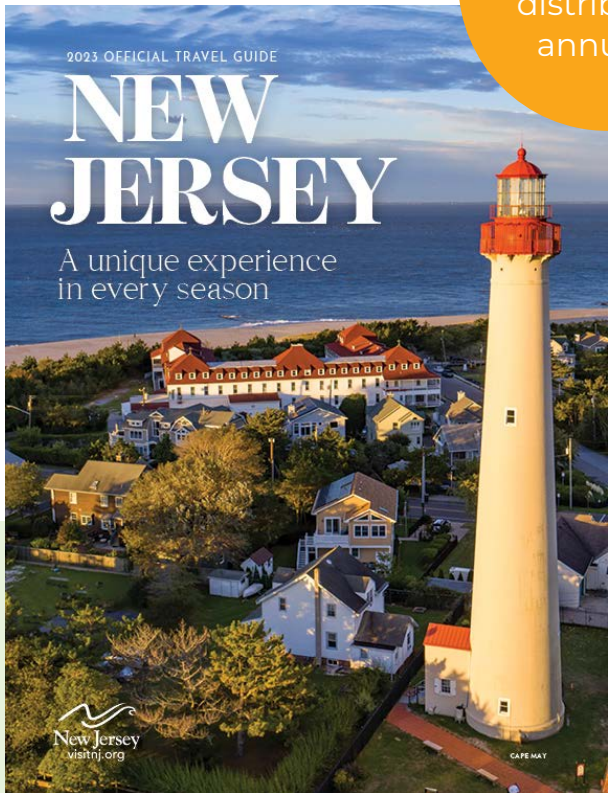




# TRAVEL GUIDE *distribution*

Anyone who receives the New Jersey Travel Guide is wholly interested in visiting the Garden State, and this is YOUR opportunity to reach them as they're planning their travels.

Don't miss out! Reserve your spot today.



400,000  
copies  
distributed  
annually

## TARGETED DISTRIBUTION

- State welcome centers
- AAA offices in New Jersey and surrounding states
- Local and regional hotels
- Consumer orders online and by phone
- Tourist attractions
- Sporting events
- Trade shows and events in the U.S. and internationally

Space is  
limited, so  
make your  
reservation  
now!

### CONTACT

**Abby Siegel-Greenberg**  
610.291.3424  
[abby.siegel@milespartnership.com](mailto:abby.siegel@milespartnership.com)

## TRAVEL INDUSTRY *insights*

Tourism is big business to New Jersey!



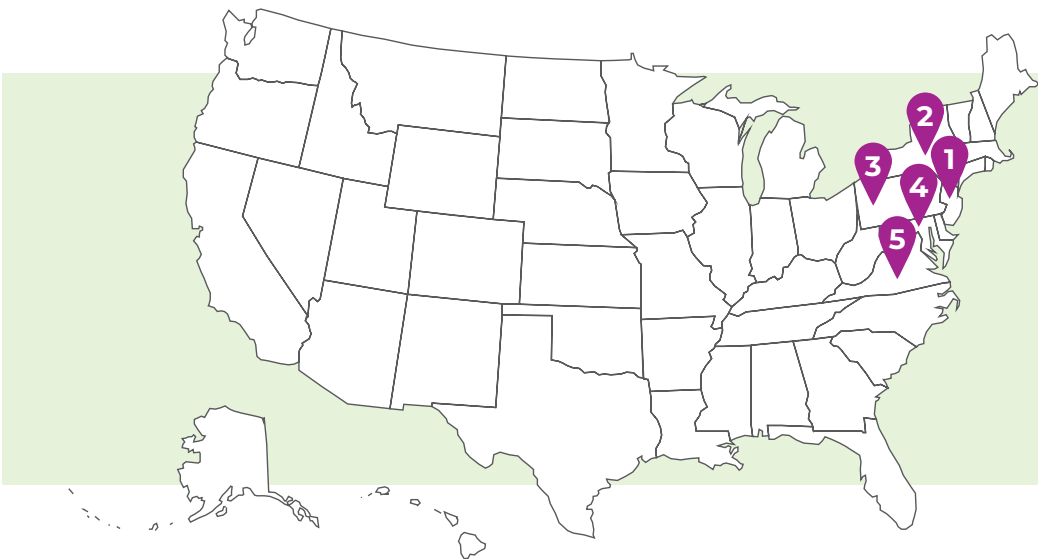
2022 ANNUAL VISITORS

**114.6 MILLION**



2022 ANNUAL SPENDING

**\$45.4 BILLION**



### Top 6 Overnight Markets

1. New Jersey
2. New York
3. Pennsylvania
4. Maryland
5. Virginia

### 2022 Highlights

- ✓ 27% of visitor spending in 2022, or \$12.3 billion, went towards their lodging, and another \$12.3 billion went towards food & beverage costs.
- ✓ Visitors spent more than \$7 billion on both retail and transportation costs and \$5.4 billion on recreation and entertainment.

### 2023 Forecasts

In 2023, visitor volume is expected to exceed pre-pandemic levels, with New Jersey welcoming 119.7 million visitors

With this, visitor spending is forecast to reach \$49.8 billion, surpassing pre-pandemic levels.

The Mid-Atlantic region, where the guide is mainly distributed, has a total of 43 out of the nation's top 100 counties with the highest median household incomes.

## Today's travelers ARE MORE MOTIVATED THAN EVER

Excitement to travel is reaching record levels in 2023, with top motivators being spending quality time with family and friends, creating memories and experiencing new places.

For the latest independent research to help destinations and their partners make the most of their marketing dollars, sign up for The State of the American Traveler webinars:

<https://www.milespartnership.com/state-american-traveler>

### State of the American Traveler Research Highlights, 2022-23

**40.5%** of travelers use visitors guides, travel magazines and other offline resources to plan their travel

**40.1%** use official destination resources in their planning, including websites and visitor guides



Online video, especially on Facebook, YouTube and Instagram, is increasingly a resource for trip planning



**\$4,677**

is the average budget for leisure travelers over the next 12 months

### UNDERSTAND YOUR AUDIENCE

Become a tourism  
marketing expert

Get the Research  
& White Papers

### State of the American Traveler Research

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

Generational Planning  
Information Inside



SALES CLOSE DATE: OCTOBER 27, 2023 / MATERIALS DUE: NOVEMBER 3, 2023