Free Reader Response Service Generates High-Quality Leads

What is Reader Response?

Advertisements 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. Leads will process the requests, 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 idea's or download
- Target leads for direct mail promotions by interest or zip code
- Email permissions to the list of leads

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

Free Consumer Leads

Marketers can access the service at no charge. Consumers tell you about their plans with the Reader Response service.

INDEX OF ATTRACTIONS

Target Audience

New Jersey 2022 Visitor Profile

1. Average party size of 2,018
2. Stayed 2.6 nights on average
3. Spent an average of $225 per person per day

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.

Digital Guide

Visit: Travel NJ | Pageviews: 392-480 | Avg. Sessions: 19.9 | M 88

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

MARKETING OPPORTUNITIES

NEW JERSEY TRAVEL GUIDE
2024

Travelers are ready to hit the road

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

<105,000 pageviews

New Jersey Travel Guide

Get free special offers & New Jersey Travel Information

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302,000 pageviews

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Tourism is big business to New Jersey!


2022 Highlights
- 27% of visitor spending in 2022, or $12.3 billion, went towards food and beverage costs.
- Visitors spent more than $7 billion on both retail and transportation costs and $3.5 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.

TRADE GUIDE

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

TRAVEL INDUSTRY insights

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.destinationanalysts.com/destination-newsletter.