

ASSEMBLY, No. 5106

STATE OF NEW JERSEY

219th LEGISLATURE

INTRODUCED DECEMBER 10, 2020

Sponsored by:

Assemblyman RONALD S. DANCER

District 12 (Burlington, Middlesex, Monmouth and Ocean)

Assemblywoman VALERIE VAINIERI HUTTLE

District 37 (Bergen)

SYNOPSIS

Requires Division of Travel and Tourism produce and make available on its Internet site tourism advertising and promotion videos.

CURRENT VERSION OF TEXT

As introduced.



(Sponsorship Updated As Of: 12/10/2020)

1 **AN ACT** concerning tourism advertising and promotion in the State
2 and supplementing P.L.1977, c.225 (C.34:1A-45 et seq.).

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4 **BE IT ENACTED** *by the Senate and General Assembly of the State*
5 *of New Jersey:*

6
7 1. a. In addition to the powers and duties of the Division of
8 Travel and Tourism in the Department of State, as provided in
9 section 9 of P.L.1977, c.225 (C.34:1A-53), the division, in
10 conjunction with local government officials and local tourism and
11 economic development organizations, shall identify a series of
12 tourism sites in the State to be part of a series of tourism advertising
13 and promotion videos. The purpose of the tourism advertising and
14 promotion videos shall be to attract the State's residents and visitors
15 to the State's tourism sites. In identifying the State's tourism sites,
16 special consideration shall be given to tourism sites that are in close
17 geographic proximity to one another or near arts, cultural,
18 historical, entertainment, or other tourism destinations or exhibits of
19 interest to tourists

20 b. The division shall produce and make available on its Internet
21 site the advertising and promotion videos featuring the identified
22 tourism sites. The advertising and promotion videos shall invite the
23 State's residents and visitors to the site and specify the address,
24 hours, admission policy, and a brief history of each tourism site and
25 any other information deemed appropriate by the division.

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27 2. This act shall take effect immediately.

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STATEMENT

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32 This bill requires the Division of Travel and Tourism to produce
33 and make available on its Internet site a series of tourism
34 advertising and promotion videos. The purpose of the videos would
35 be to attract the State's residents and visitors to the State's tourism
36 sites.

37 Under the bill, the division, in conjunction with local
38 government officials and local tourism and economic development
39 organizations, is required to identify a series of tourism sites in the
40 State to be part of a series of tourism advertising and promotion
41 videos. In identifying the State's tourism sites, special
42 consideration would be given to tourism sites that are in close
43 geographic proximity to one another or near arts, cultural,
44 historical, entertainment, or other tourism destinations or exhibits of
45 interest to tourists.

46 The division is required to specify, in the videos, the address,
47 hours, admission policy, and a brief history of each tourism site and

1 any other information deemed appropriate by the division, and
2 make the videos publicly available on the division's Internet site.

3 Due to COVID-19, tourism sites across the State have altered
4 their admission policies and created virtual tours and programming
5 in order to keep their site in the public eye, and others have been
6 pushed to the point of closing forever. The goal of these
7 advertising and promotion videos would be to highlight the State's
8 tourism sites and inform the public of what these sites have to offer
9 and to encourage visitation once the pandemic is over.