

ASSEMBLY RESOLUTION No. 130

STATE OF NEW JERSEY 219th LEGISLATURE

INTRODUCED FEBRUARY 25, 2020

Sponsored by:

Assemblywoman DIANNE C. GOVE

District 9 (Atlantic, Burlington and Ocean)

Assemblyman BRIAN E. RUMPF

District 9 (Atlantic, Burlington and Ocean)

Assemblywoman VALERIE VAINIERI HUTTLE

District 37 (Bergen)

SYNOPSIS

Declares NJ's tourism industry and shore areas open for business; encourages visitors to explore and support destinations in State.

CURRENT VERSION OF TEXT

As introduced.



(Sponsorship Updated As Of: 3/16/2020)

1 **AN ASSEMBLY RESOLUTION** declaring New Jersey's tourism
2 industry and shore areas open for business, and encouraging
3 visitors to explore and support the destinations in the State.
4
5 **WHEREAS**, The Jersey Shore is one of the State's most treasured and
6 precious natural landscapes, and serves as the backbone and heart
7 of tourism in the State, providing an iconic backdrop for many
8 generations of residents and visitors with beloved memories of the
9 beaches, boardwalks, amusements, and many other great shore
10 attractions; and
11 **WHEREAS**, As a result of the devastation wrought by Hurricane Sandy,
12 there is the perception that New Jersey's beaches and other travel
13 and tourism destinations have been destroyed, despite a number of
14 towns and their attractions remaining intact and largely untouched
15 from physical damage, such as the Atlantic City Convention Center
16 and the Historic Boardwalk Hall which were open for business and
17 resuming operations within days of the storm; and
18 **WHEREAS**, Many fundraisers, concerts, and other special events are
19 raising awareness for efforts to restore the Jersey Shore, but
20 patronizing the shore towns, and their hotels, restaurants, retail
21 stores, entertainment venues, and other local businesses, is essential
22 to ensuring the vitality of the shore towns devastated by the storm;
23 and
24 **WHEREAS**, The tourism industry directly generated \$18 billion, or
25 3.6%, of New Jersey's gross domestic product (GDP) in 2016,
26 while the tourism economy, including all direct, indirect and
27 induced impacts, generated \$38 billion GDP, or 6.5% of the State
28 economy; and
29 **WHEREAS**, According to the 2016 Tourism Economic Impact Study,
30 the five shore counties – Atlantic, Cape May, Middlesex,
31 Monmouth, and Ocean - make up nearly half of the State's tourism
32 direct sales, accounting for \$22 billion of approximately \$42
33 billion; and
34 **WHEREAS**, Tourism spending directly supports 321,000 jobs in New
35 Jersey, and including indirect and induced impacts supports
36 518,000 jobs, which is 9.8% of all jobs in the State; and
37 **WHEREAS**, All sectors of New Jersey's economy benefit from tourism
38 activity directly or indirectly, with tourism spanning nearly a dozen
39 sectors, including lodging, recreation, retail, real estate, air
40 passenger transport, food and beverage, car rental, taxi services,
41 travel agents, the arts, cultural and historical attractions, and
42 amusement and other entertainment venues; and
43 **WHEREAS**, Tourism in New Jersey generated \$10.5 billion in tax
44 revenues in 2016; and
45 **WHEREAS**, New Jersey has a unique story to tell and the people of the
46 Garden State will continue to show the world the resilience of the
47 businesses, boardwalks, and shore attractions, and that this great

1 State is a strong community that remains united together to rebuild
2 and restore; and

3 **WHEREAS**, Tourism is an integral component of the New Jersey
4 economy and a vibrant travel and tourism industry is vital to the
5 overall economic well-being of New Jersey's citizens, and it is in
6 the best interest of the State and in the public interest to encourage
7 citizens and visitors alike to explore and frequent the many
8 destinations open in the shore areas, and support the promotion and
9 marketing thereof; now, therefore,

10

11 **BE IT RESOLVED** by the General Assembly of the State of New
12 Jersey:

13

14 1. This House declares that New Jersey's tourism industry and
15 shore areas are open for business.

16

17 2. This House further encourages citizens and visitors alike to
18 explore and frequent the many destinations open for business in the
19 State, and supports the promotion and marketing thereof.

20

21 3. Copies of this resolution, as filed with the Secretary of State,
22 shall be transmitted by the Clerk of the General Assembly to the
23 Governor and Lieutenant Governor of the State of New Jersey, the
24 Executive Director of the Division of Travel and Tourism in the
25 Department of State, and the Executive Director of the New Jersey
26 Tourism Industry Association.

27

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29 STATEMENT

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31 This resolution declares that New Jersey's tourism industry and
32 shore areas are open for business, encourages visitors to explore
33 and frequent the many destinations in the State, and supports the
34 promotion and marketing thereof.

35 A vibrant travel and tourism industry is vital to the overall
36 economic well-being of New Jersey's citizens, and the Jersey Shore
37 is one of the State's most treasured and precious natural landscapes,
38 serving as the backbone and heart of tourism in the State and
39 providing an iconic backdrop for many generations of residents and
40 visitors with beloved memories of the beaches, boardwalks,
41 amusements, and many other great shore attractions.

42 As a result of the devastation wrought by Hurricane Sandy, there
43 is the perception that New Jersey's beaches and other travel and
44 tourism destinations have been destroyed, despite a number of
45 towns and their attractions remaining intact and largely untouched
46 from physical damage, such as the Atlantic City Convention Center
47 and the Historic Boardwalk Hall which were open for business and
48 resuming operations within days of the storm. Many fundraisers,

1 concerts, and other special events are raising awareness for efforts
2 to restore the Jersey Shore, but patronizing the shore towns, and
3 their hotels, restaurants, retail stores, entertainment venues, and
4 other local businesses, is essential to ensuring the vitality of the
5 shore towns devastated by the storm.

6 In 2016, the tourism industry directly generated \$18 billion, or
7 3.6%, of New Jersey's gross domestic product (GDP), while the
8 tourism economy, including all direct, indirect and induced impacts,
9 generated \$38 billion GDP, or 6.5% of the State economy. The five
10 shore counties - Atlantic, Cape May, Middlesex, Monmouth, and
11 Ocean - make up nearly half of the State's tourism direct sales,
12 accounting for \$22 billion of approximately \$42 billion. Tourism
13 spending directly supports 321,000 jobs in New Jersey, and
14 including indirect and induced impacts supports 518,000 jobs,
15 which is 9.8% of all jobs in the State. Tourism in New Jersey
16 generated \$10.5 billion in tax revenues in 2016.