

SENATE, No. 3830

STATE OF NEW JERSEY 219th LEGISLATURE

INTRODUCED JUNE 1, 2021

Sponsored by:

Senator JAMES BEACH

District 6 (Burlington and Camden)

Senator SHIRLEY K. TURNER

District 15 (Hunterdon and Mercer)

Co-Sponsored by:

Senator Diegnan

SYNOPSIS

Appropriates \$25,000,000 from General Fund to Department of State for travel and tourism advertising and promotion for recovery from COVID-19 pandemic.

CURRENT VERSION OF TEXT

As introduced.



(Sponsorship Updated As Of: 11/15/2021)

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DIRECT STATE SERVICES

Direct State Services:

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1 New Jersey's citizens. As a result of the Covid-19 pandemic, there
2 exists a heightened sense of fear and hesitancy in people to travel
3 and experience tourism destinations. This has caused tremendous
4 disruption throughout New Jersey's travel and tourism industry. A
5 significant increase in resources must be allocated to advertise and
6 promote New Jersey's travel and tourism industry to effectively
7 communicate that the State's tourism destinations are open,
8 operational, and safe. This includes allocating resources to
9 Destination Marketing Organizations recognized by the State to
10 market all regions of the State and work cooperatively with the
11 State's overall marketing campaign. This also includes promoting
12 industries and destinations in New Jersey that have been most
13 impacted by the COVID-19 pandemic, such as food and liquor
14 establishments across the State. The division will identify other
15 such areas that have been impacted by the pandemic and allocate
16 the resources provided by this bill accordingly.

17 New Jersey is not the only state to experience this level of
18 disruption in these industries. The "American Rescue Plan Act of
19 2021" recently enacted specifically cites the damage to the
20 hospitality industry. The federal legislation requires that 25 percent
21 of the monies appropriated to state, local, and tribal governments be
22 directed to the hospitality industry. Tourism, as part of the
23 hospitality industry, has been severely impacted and the
24 appropriation to this industry is paramount for its survival.