

ANNUAL REPORT 2016

The Elizabeth Destination Marketing Organization

“IT ALL STARTS HERE”



Elizabeth, NJ was promoted in **seven (7) states:** Kentucky | Georgia | Louisiana | Colorado | Florida | New Jersey | Nevada and **internationally in four (4) countries:** Canada | Portugal | Israel | Singapore

Exposure to Elizabeth's new destination marketing organization varied based on select available opportunities which was inclusive of the following:

Online Advertisements
Sales Missions
Tradeshows
Webinars



First full year of building the tourism industry for Elizabeth, NJ

EDMO MANDATE: The City Council of the City of Elizabeth concluded there is a need to take affirmative and significant steps to continue such efforts and to further support the investments that have taken place so far through careful and considered marketing and development efforts and to facilitate supporting businesses and industries to capitalize and expand upon such improvements and that meeting the challenge or attracting tourism can best be met by the creation of an SID whereas the hotel industry is a crucial aspect to such efforts to expand upon and improve the marketing and development of Elizabeth as a year-round destination in the region and the establishment of a funding mechanism and a program of self-help initiatives especially benefitting the hotel industry is expected to result in the promotion of the above goals for the overall betterment of the City of Elizabeth as well.

Major Highlights of 2016

NJTIA

Excellence Award

Elizabeth recognized for digital outreach leading marketing trends in NJ.

GROUPS TODAY

Top 5 Emerging Destination

Elizabeth voted as an emerging destination in America.

PARTNERSHIP National AHA Society

Between Elizabeth & Alexander Hamilton Awareness Society



Digitally Speaking...

In the digital world, we are able to reach and capture a wider audience of potential visitors with a few strokes of the keyboard.

EDMO Website

GoElizabethNJ.com

For the 2016 year, GoElizabethNJ.com had **197,954 page views**, with an average time on page reaching 2 minutes. The STAY page received the most page views with over **30,000 visits** with over 1,500 (1,522) clicks to the individual hotel booking pages. The website is maintained on a daily basis and relative events, promotions, etc are encouraged and posted free of charge.

EDMO Social Media

Facebook.com/goelizabethnj

The GoElizabethNJ Facebook page has risen to 3,000 "likes". Running paid Facebook ads brought an additional 17,344 visitors to our website. Paid ads featured our local hotels, dining, historical elements, nightlife and shopping as well individual events such as Portugal Day Parade, Tour de Elizabeth, Celebrate Hamilton Tours, and AJ Meerwald.

2016 EDMO Analytics Overview

197,954 page views
3,000 Facebook "likes"
Averaging close to 100 app view weekly

EDMO Mobile App

The GoElizabethNJ mobile app was modeled and redesigned for 2016. The decision to redesign the app was to give the users a more engaging experience and user-friendly platform. EDMO is able to send push notification, hold contests with virtual scratch-offs and raffles and give users lists of places in Elizabeth along with a GPS model to help them get to their destinations without leaving the app.





Elizabeth, NJ earns its spot on the map! Exposed in 7 states & 4 countries

TRADESHOWS

2016 launched EDMO's start to exposure in the tourism tradeshow sector of marketing a destination. Elizabeth, NJ was notably present in seven (7) states and four (4) countries Of which the following could be accounted for EDMO's presence and participation which varied either by physical onsite booth space, online display advertisements/articles, one on one appointments with tour operators/travel agents or simply at networking events.

Month of Participation	Tradeshow Name	Industry Description
January	(ABA) American Bus Association	Market Segment: Group Bus Tours. America's largest Bus tour association convention and individual business meetings.
February	(NTA) National Travel Association	Market Segment: Group Tours & Travel Agents. One of America's largest travel conferences and individual business meetings.
June	(IPW) International Pow-Wow	Market Segment: International Group Tour. America's largest destination tradeshow's for International tour operators. (Inclusive of pre-scheduled individual business meetings).
July	(GBTA) Global Business Travel Association	Market Segment: Travel trade business sales Global service providers to the tourism sector- i.e. airline companies, big name hotel brands, online platform companies, etc. (EDMO does not recommend this tradeshow for 2017 as a "destination", unless there is inclusive participation of hotels on-site).
August	(SYTA) Student and Youth Travel Association	Market Segment: Student Group Tours. One of America's largest travel conferences focused sole national destinations for student group tour experiences and individual business meetings.
October	(IMEX) International Meetings & Incentives Expo	Market Segment: Corporate Meeting Planners. America's largest destination tradeshow's for International corporate meeting planners.
October	TEAMS '16 Sport Industry Association	Market Segment: Sporting events. One of America's largest sports industry tradeshow's. Ideal for recruiting large sporting events that draw room-nights & visitation/event participation while utilizing local facilities. (Inclusive of pre-scheduled individual business meetings).
November	(OMCA) Ontario Motor Coach Association	Market Segment: Bus Company (Group Tours). Canada bus company association conference. (Inclusive of pre-scheduled individual business meetings).

RECOGNITION

In just one year Elizabeth, NJ's visibility has increased destination awareness to the extent that nobility was made by the "Reader's Choice" of the national tour operator publication: Groups Today, nominating Elizabeth, NJ as one of top 5 emerging destinations in America.



EDMO Paid Advertisements

THE WORD IS OUT! *Elizabeth- New Jersey's newest desination!*

NATIONAL PUBLICATION PRINT ADS



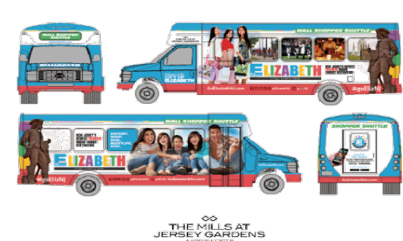
DIGITAL/WEB ADS



REGIONAL PUBLICATION PRINT ADS



AUTOMOTIVE GRAPHIC WRAP



5.4 million viewed the Elizabeth KIOSK

EDMO has continued on maintain the City of Elizabeth informational KIOSK. SIMON: The Mills at Jersey Gardens estimated that nearly **5.4 million mall visitors** visited the Dining Emporium/food court area which led to physical visibility or actual kiosk engagement. This estimate is based on a capture rate of 30% of SIMON's 18 million annual visitors!

The marketing collateral is replenished 3 times per week and the flat screen TV plays continuous video footage, while the 36" touchscreen navigates those interested through the www.goelizabethnj.com website- making our local area hotels, historical attractions, and restaurants visible at their fingertips.



SIMON Partnership

Over 90,000 used the SHOPPER's SHUTTLE



SIMON's The Mills at Jersey Gardens has been one of EDMO's strongest retail partners. Of which goElizabethNJ.com is advertising with a mobile billboard-like vehicle wrap on the "Shoppers Shuttle" that runs between Newark Liberty International Airport and the mall. Average ridership is estimated at 10,000 per month. That equates to 90,000 people since the contracts inception in April of 2016, not factoring in all those driving passed the vehicle, nor the visibility around the airport terminals.

Local Event Promotions

In 2016, EDMO supported in marketing local area Elizabeth events to outside of New Jersey in attempt to expand destination/event visibility and encourage attendance/visitation which is expected to begin to build brand awareness overtime of activities an ultimately to drive hotel room nights for current and future annual events.

MAY ~ Annual Tour de Elizabeth

The 12th Annual Tour de Elizabeth is an annual 15-mile bike tour run by Ground-works and the City of Elizabeth. Of which year over year the event is growing with riders where nearly participation is surpassing 1000+ riders. The 2016 theme of the Tour de Elizabeth was “Bike and Bites” in which EDMO helped facilitate partnership between select restaurants and the organizers of the event

Website landing page | Homepage takeover | Video Coverage
GeoFence Ads | Facebook Ads | Onsite event support



MAY ~ National Tourism Week Event

To celebrate National Tourism Week, EDMO hosted an elegant “Cocktail Reception at Sunset” showcase offering tastings of Elizabeth’s best cultural cuisine and displays of our historic attractions. This event was exclusively for service industry staff and friends to give them a first hand experience on the local gems in Elizabeth, NJ that in turn would then refer hotel guests.

JULY ~ Hamilton

Nationally recognized, the Alexander Hamilton Awareness Society hosted a two-day event in Elizabeth during their annual Hamilton Tours. During the two days, hundreds gathered to Liberty Hall Museum, Boxwood Hall and The Snyder Academy of Elizabethtown in order to walk in Hamilton’s footsteps, discover new archives that were uncovered, have a meet and greet with famous Hamilton scholars as well as a meet and greet with one of the stars of the Broadway hit, Hamilton, Jon Rua, who is an Elizabeth/Linden native.

Website landing page | Homepage takeover | Video Coverage
Geo Fence Ads | Facebook Ads | Playbill Ads | Press Releases | Onsite event support



JULY ~ A.J. Meerwald

Elizabeth, NJ welcomes New Jersey's Official Tallship – A.J. Meerwald. For a three day span in the middle of July, the tall ship was docked at the Elizabeth Marina and offering 2 hour sails, 3 times daily. With shared marketing efforts between Elizabeth DMO and the AJ Meerwald, we were able to capitalize on those who wouldn't have come to Elizabeth otherwise – as well as peaking the interest of the local residents. The GoElizabethNJ.com website sent over 165 potential ticket buyers to the AJ Meerwald purchasing website.

Website landing page | Homepage takeover | Video Coverage
Facebook Ads | Press Conference | Press Releases | Onsite event support



October ~ AEA- USA Music Awards

The African Entertainment Awards- USA is in its 2nd year of production and chose Elizabeth, NJ as its host city. This event brought in internationally acclaimed artists spanning over 6 countries in Africa. This production is fairly new however growing strong with over 600-million people reached through the continent of Africa, including several media channels and a live broadcast. This is expected to be an annual event and they have already committed to wanting to return for their production.

Website landing page | Homepage takeover
GeoFence Ads | Onsite event support

October ~ Liberty Hall Wine Unveiling

In June of 2016 Liberty Hall Museum disclosed during one of their board meetings that they found Portuguese Madeira wines, port wines and sherry wines that are over 200+ years old. With connections to the Portuguese Consulate & local area community and media sources, EDMO sought the opportunity to bring exposure and international awareness on this newly found historical collection to the Liberty Hall Museum. Due to the fact of trying to build on the segment of History & Heritage Tourism for Elizabeth, NJ- EDMO thought it a fantastic opportunity to work with Liberty Hall and the Portuguese Consulate, hosting an unveiling event, which occurred in October of 2016. Nearly 100+ dignitaries, elected officials, tour operators, and TAP airlines representatives attended. This event brought media exposure from over 30 media outlets; including all major TV channels, many newspapers and social media platforms, all across Portugal and was also broadcasted internationally to Portuguese communities around the world.

Mailing List | Press Releases | Onsite event support





International School of
Hospitality & Tourism Management



KEAN
UNIVERSITY
www.kean.edu

WORLD-CLASS EDUCATION

University Affiliations

The Elizabeth Destination Marketing Organization believes in engaging future generations of the tourism industry and thus has affiliated itself with Fairleigh Dickinson University's School of International Hospitality & Tourism, Montclair State University's Tourism Program and KEAN University's School of Business. More specifically EDMO has actively participated with classroom projects, research studies, guest lectures and two (2) internship programs offering hands on work experience in exchange for college credits.



MONTCLAIR STATE
UNIVERSITY



TAKE YOUR TASTEBUDS ON an adventure. TAG US: #goElizNJ GoElizabethNJ.com



RESTAURANT WEEK *Special Menu*

The 1st thru the 7th of every month at participating dining establishments in Elizabeth.

The Elizabeth, DMO implemented a six-month program (January to June) introducing Elizabeth Restaurant Week, which took place the first week of every month for the initial year. With 8 participating local restaurants; the program was able to introduce Elizabeth dining to local residents, those staying in the Elizabeth hotels, and those who were looking to try out a new restaurant. Moving forward, to make it more exclusive, Elizabeth Restaurant Week will be held bi-annually.

2016 EDMO BOARD MEETINGS

DATE	LOCATION
January 28, 2016	Embassy Suites
March 1, 2016	Urban Griddle
April 28, 2016	Snyder Academy
June 30, 2016	Liberty Hall Museum
September 1, 2016	Hilton Newark Airport
December 13, 2016	Cape Liberty Cruise Port

2016 HISTORY SEGMENT MEETINGS

DATE	LOCATION
March 9, 2016	Elizabeth Public Library
June 8, 2016	Snyder Academy
September 13, 2016	Liberty Hall Museum

2016 DINING SEGMENT MEETINGS

DATE	LOCATION
March, 22, 2016	City Council Chambers
September 13, 2016	EDMO Office – Brainstorm Meeting

New Marketing Collateral

Group Tour Flyer

This flyer is geared toward group tour experiences. With offering references and assistance for itinerary planning, hotel accommodations and easy accessibility, these flyers have been distributed at tradeshow, events, and given to potential partners to encourage day trips, as well as overnight stays.



Teams Flyer

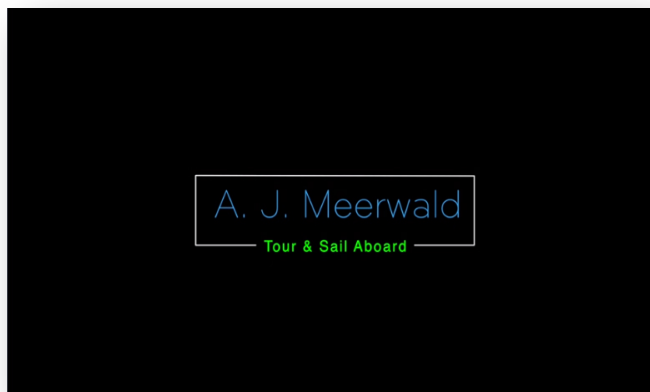
This flyer geared to attracting coaches associations and sporting events by featuring local area facilities, hotels and attractions.

Meetings Flyer

This flyer is geared solely for the corporate segment, making it easier for the corporate meeting planner to reference all the meeting space specifications for each individual hotel in Elizabeth.



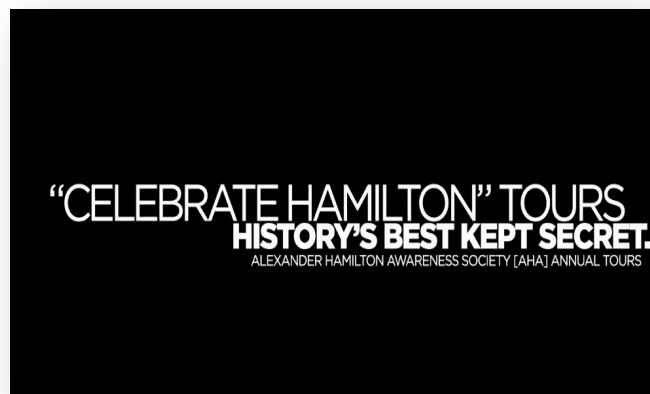
New Video Productions



AJ Meerwald – NJ's Official Tallship



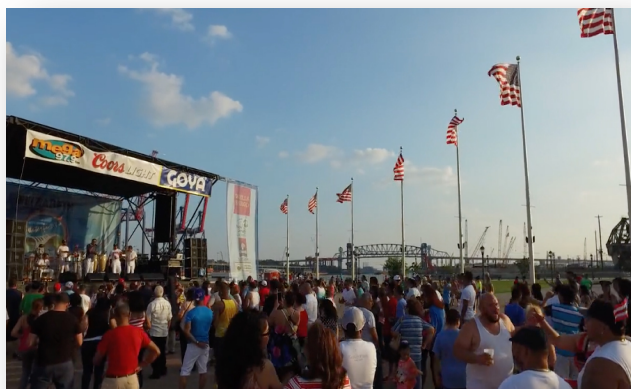
Hotel Room Video



CelebrateHAMILTON Tours



Waterfront Sports Complex Dedication



Waterfront Latin Festival



EDMO Cocktail Reception at Sunset

Stay Connected!

The Elizabeth DMO is always available to assist our local community businesses and organizations to boost the economy and tourism attributes of the City of Elizabeth. With strong partnerships with the local area hotels, the Elizabeth Destination Marketing Organization is able to create a year-round destination out.

If there are any upcoming opportunities for partnership or travel into the Elizabeth, NJ area, we can be reached at (908) 355-9797. Also, please subscribe to our monthly eNewsletter by visiting our website, www.GoElizabethNJ.com! For requests on travel opportunities and RFP submittals, please email jcosta@goelizabethnj.com



Elizabeth Destination Marketing Organization

456 North Broad Street
Elizabeth, New Jersey 07208

EDMO Voting Members:

Country Inn & Suites - Lisa Podlinski
Crowne Plaza - Louie Tellantino / Isabel Munoz
Courtyard by Marriott - Gabriel Kuan (Chairman)

Embassy Suites - Robert Cappetta / Geovana Villacres
Marriott Properties (Renaissance, Residence Inn, Courtyard) - Rosa Rodrigues
Hampton Inn - Brian Sokol
Hilton Newark Airport - Craig Williams / Linda Olsen / Betty Martinez

Mayor's Designee - Darren Bryden
City Council - Frank Cuesta / Carlos Torres
The Mills at Jersey Gardens - Denise Palazza / Crystal Fresco
Elizabeth Ave. Partnership - Emerson Amador
MESID - John Gallina
EDC - Fatimah Raymond
City Business Owner - Marcy Metz

EDMO Honorary (Non-Voting) Members:

The Snyder Academy - Marybeth Lapham
Liberty Hall Museum - William Schroh
Detective - Vito Tropeano