

# The Elizabeth Destination Marketing Organization

“IT ALL STARTS HERE”



Elizabeth, NJ was promoted in **eleven (11) states:** North Carolina | Florida | New York | Colorado | California | Maryland | New Jersey | Kentucky | Pennsylvania | Washington, DC | Washington and **internationally in three (3) countries:** Canada | Portugal | Poland

Exposure to Elizabeth’s Destination Marketing Organization varied based on select available opportunities which was inclusive of the following:

- Sales Missions & Webinars
- Tradeshows
- “FAM” Familiarization Tours
- Media Coverage
- Online & Print Ads
- Press Releases
- Search Engine Optimization

**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 Special Improvement District (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.



## Third full year of building the tourism industry for Elizabeth, NJ

Leading travel industry magazine, **GROUPS TODAY**, has selected **ELIZABETH, NJ** as one of it's **TOP EMERGING DESTINATIONS OF 2018!**

Follow the link to read the article in their current issue >>>



**SUCCESSFUL MEETINGS MAGAZINE**  
RATED ELIZABETH TOP 10 DESTINATION - FOR MID-SIZED MEETINGS SPACES  
★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★



**AMERICAN BUS ASSOCIATION**  
2018 BEST OF THE BEST AWARD - SHOPPING: THE MILLS AT JERSEY GARDENS  
★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

## Major Highlights of 2018

### Elizabeth, NJ Voted Top Emerging Destination in 2018

Elizabeth, NJ was (again) recognized as a Top Emerging Destination in US.

### Elizabeth Sells Excursions on Major Cruise Lines

RCCL + Celebrity Cruise Lines began selling Excursions into Elizabeth, NJ.

### Elizabeth Named Top 10 Mid Sized Destination

Elizabeth, NJ named #10 Mid-Sized Meeting Destination in North East.

# The Total Direct Economic Impact of Elizabeth, NJ Tourism\* has grown from...

**\$130,201,548.85** in January 2018 to  
**\$185,751,194.87** October of this year~!!!!

\* The Direct Economic Impact is calculated using a formula created by The U.S. Travel Association.



Elizabeth's Hotel occupancy rate ranged from a month low of **72.2% in January** to a high of **88.7% in June**, with average year to date occupancy equal to **81.5%**. The national industry average is **68%**.

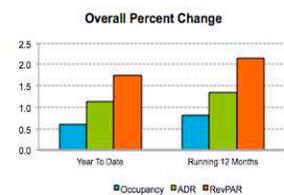
In the last four quarters (4<sup>th</sup>Qtr 2017 to the 3<sup>rd</sup>Qtr 2018) our Elizabeth Hotels averaged **\$21,352,986.75 per quarter** in Gross Sales.



Tab 2 - Trend City of Elizabeth, NJ+

Elizabeth Destination Marketing Organization  
For the Month of September 2018

Currency: USD - US Dollar



Occupancy (%)	2017												2018					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	82.8	84.2	88.5	88.5	84.0	89.2	84.4	78.6	77.1	68.5	72.2	84.0	81.3	85.0	88.7	85.4	82.8	82.9
Last Year	79.7	83.1	87.6	87.0	83.2	82.0	80.8	77.7	78.2	64.6	70.5	79.8	82.8	84.2	88.5	85.5	84.0	86.2
Percent Change	3.8	1.3	1.1	-1.7	1.0	5.2	4.4	0.9	-1.3	6.0	2.4	5.3	-1.9	0.9	0.2	-0.1	-1.6	-3.2

ADR	2017												2018					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	109.87	113.64	117.88	118.85	115.40	118.89	117.07	110.87	106.10	102.43	103.47	111.63	112.77	112.27	121.15	119.47	119.03	120.08
Last Year	109.28	113.98	118.96	118.48	115.44	116.26	114.27	109.11	104.44	105.90	104.22	111.94	109.87	113.54	117.88	118.48	115.42	118.86
Percent Change	0.4	-0.3	-0.9	0.4	0.0	2.2	2.4	1.6	1.6	-2.9	-0.7	0.5	2.8	2.3	2.8	0.5	3.1	1.9

RevPAR	2017												2018					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	90.81	95.73	104.33	101.60	96.93	102.54	98.79	87.05	81.82	70.13	74.72	93.74	91.65	98.80	107.40	102.07	98.34	99.96
Last Year	87.14	94.74	104.16	103.02	95.99	95.40	92.36	84.83	81.63	68.15	73.50	88.56	90.81	95.73	104.33	101.80	96.93	102.54
Percent Change	4.2	1.0	0.2	-1.4	1.0	7.5	7.0	2.8	0.2	2.9	1.7	5.8	0.9	3.2	2.9	0.5	1.5	-2.9

Supply	2017												2018					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	76,200	78,740	76,200	78,740	78,740	76,200	78,740	76,200	78,740	78,740	71,176	78,740	76,200	78,740	76,200	78,740	78,740	76,200
Last Year	76,090	78,616	76,090	78,616	78,616	76,090	78,616	76,090	78,616	78,740	71,120	78,740	76,200	78,740	76,200	78,740	78,740	76,200
Percent Change	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0

Demand	2017												2018					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	63,100	66,330	67,456	67,309	66,134	65,722	66,450	59,844	60,787	53,955	51,402	66,173	61,581	66,958	67,587	67,298	65,076	63,206
Last Year	60,870	65,363	66,818	66,400	65,374	62,372	63,537	59,190	61,545	50,866	50,160	62,800	63,100	66,330	67,456	67,309	66,134	65,722
Percent Change	4.0	1.5	1.3	1.6	1.2	5.4	4.6	1.2	-1.3	6.1	2.5	5.4	-1.8	0.9	0.2	0.0	-1.6	-3.8

Revenue	2017												2018					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	6,916,963	7,508,054	7,949,955	7,999,085	7,622,156	7,813,917	7,778,030	6,804,963	6,447,344	5,528,771	5,318,419	7,386,796	6,589,314	7,865,332	8,188,201	8,338,777	7,345,860	7,588,620
Last Year	6,629,961	7,448,287	7,804,710	8,098,861	7,946,980	7,257,505	7,200,505	6,454,136	6,427,754	5,368,115	5,227,481	6,973,590	6,918,953	7,538,054	7,949,955	7,969,585	7,832,158	7,813,917
Percent Change	4.4	1.2	0.3	-1.2	1.1	7.7	7.1	2.8	0.3	3.9	1.7	5.9	1.0	3.3	3.0	0.5	1.5	-2.9

Census %	2017												2018					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Census Props	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16
Census Rooms	2540	2540	2540	2540	2540	2540	2540	2542	2542	2542	2542	2542	2542	2542	2541	2541	2541	2541
% Rooms Participating	99.0	99.0	99.0	99.0	99.0	99.0	99.0	99.0	99.0	99.0	99.0	99.0	99.0	99.0	98.9	98.9	98.9	98.9

Occupancy	Year To Date			Running 12 Months		
	2016	2017	2018	2016	2017	2018
Occupancy	78.4	81.7	81.2	78.0	80.3	85.3
ADR	113.21	113.16	113.28	112.86	112.30	113.80
RevPAR	88.67	91.46	93.06	88.03	90.18	92.09

Occupancy	Year To Date			Running 12 Months		
	2016	2017	2018	2016	2017	2018
Occupancy	88.63	91.46	93.06	88.03	90.18	92.09
ADR	113.21	113.16	113.28	112.86	112.30	113.80
RevPAR	88.67	91.46	93.06	88.03	90.18	92.09

Occupancy up **0.6%**  
Average Daily Rate up **1.1%**

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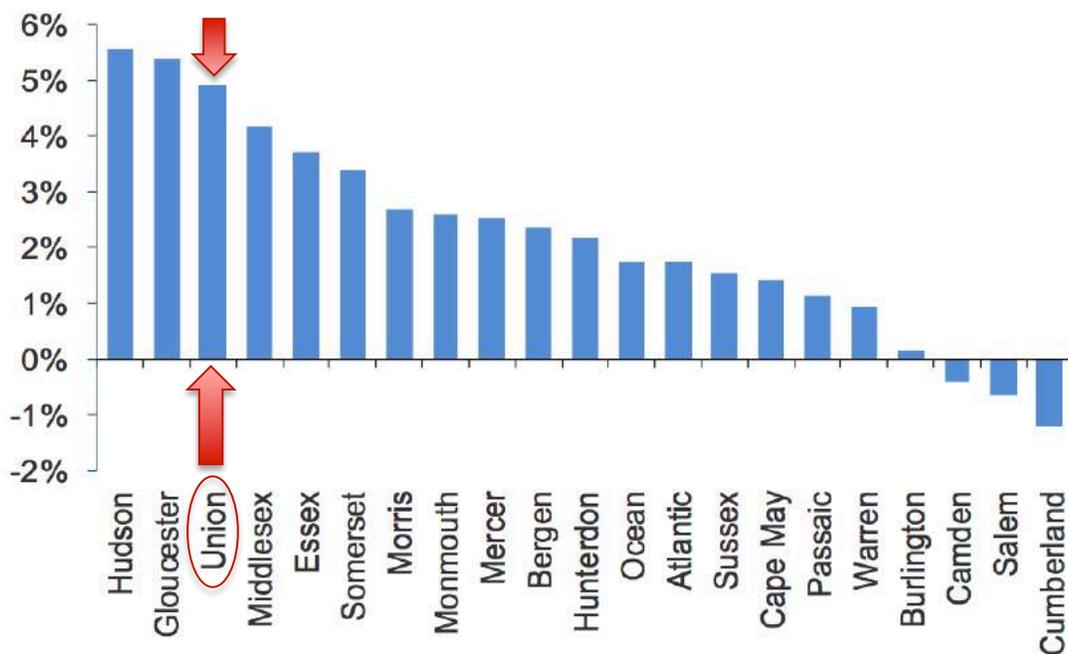
# 3<sup>rd</sup> FASTEST

## Growing Tourism Market in the State of New Jersey

### County growth in tourism sales

#### Growth in Tourism Industry Sales

2017, % change



Source: Tourism Economics

| Oxford Economics

Union County ranked **TOP 3** in New Jersey by visitor spending growth~!!!

# Digitally Speaking...

Elizabeth, NJ was exposed to audiences across the country and around the globe through cutting edge modern technology and digital marketing efforts.



## NEW REDESIGNED EDMO WEBSITE *GoElizabethNJ.com*

In August of 2018, GoElizabethNJ.com launched a redesigned, user friendly website. During the course of 2018, GoElizabethNJ had **179,568 page views**, with an average time on page reaching 2 minutes. The **“EVENTS” page** received the most page views with over **24,928 visits** (as of November 2018). The website is maintained on a daily basis. Relative events, promotions etc. are encouraged and posted free of charge.



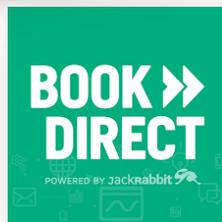
## 2018 EDMO Website Analytics Overview

**179,568**

Page Views

**37,039**

Organic Website Referrals



## EDMO HOTEL BOOKING ENGINE *Jack Rabbit Booking System*

Jack Rabbit Booking System is a direct booking system on the GoElizabethNJ website that allows travelers to book directly to our local Elizabeth hotels. During the course of 2018, **542 searches** for Elizabeth hotel rates occurred to compare pricing.

**140 travelers** ended up on the local Elizabeth hotels' direct booking pages, estimating **an additional 140 hotel bookings!**

Searches by Category	
Website	Total
goelizabethnj.com	542
<b>Totals</b>	<b>542</b>

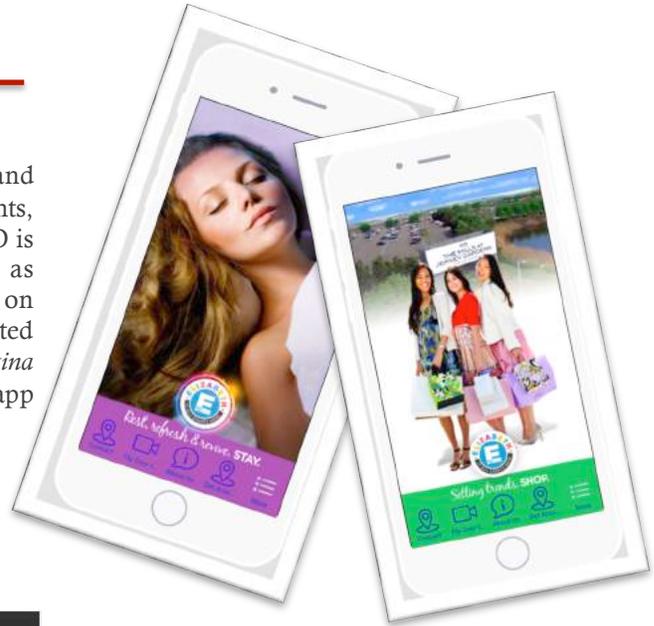
### Referrals by Campaign

Website	Total	Direct	goelizabethnj-home-bookingwidget	goelizabethnj-interior-bookingwidget	Mobile	Tablet
goelizabethnj.com	140	52	8	47	16	17
<b>Totals</b>	<b>140</b>	<b>52</b>	<b>8</b>	<b>47</b>	<b>16</b>	<b>17</b>

## EDMO MOBILE APP

### GoElizabethNJ

The GoElizabethNJ mobile app is in full operation and maintained on a regular basis with up-to-date events, attractions, etc. With the GoElizabethNJ mobile app, EDMO is able to stay in touch with app users via push notifications as well as games and contests to keep them engaged. Users are on the app for roughly 2 minutes per session, and are now located in **23 countries** such as *Brazil, Ecuador, Chile, Indonesia, Argentina and more*. Proof that tourists are downloading the Elizabeth app when they are visiting here.



## FACEBOOK

### Facebook.com/goelizabethnj

The GoElizabethNJ Facebook page has risen to **4,523 "likes"**. Our Facebook page, has provided an additional **4,095 visitors** to the GoElizabethNJ.com website.

With the addition of paid advertisements, GoElizabethNJ was able to increase the number of followers of GoElizabethNJ by **1,180**; showing a **26% increase** in the course of 12 months.



## EDMO SOCIAL MEDIA PAID ADVERTISEMENTS

### 32 Individual Campaigns

To support local events, a total of **32** individual event campaigns were launched (*between April thru November*) to increase local event awareness and event attendance.

# 32

## CAMPAIGNS LAUNCHED



**908,277**

Impressions

**429,181**

Reached

**242,290**

Video Views

**24,407**

Clicks



## Elizabeth, NJ continues to build its Tourism industry presence! Exposed in 11 states & 3 countries

# 570

**NEW DIRECT  
BUSINESS  
CONTACTS**

### TRADESHOWS

2018 continues EDMO's exposure in the tourism tradeshow sector of marketing a destination and remains in accordance with industry standards and trends. Elizabeth, NJ was notably promoted in **eleven (11) states**: North Carolina | Florida | New York | Colorado | California | Maryland | New Jersey | Kentucky | Pennsylvania | Washington, DC | Washington and **internationally in three (3) countries**: Canada | Portugal | Poland.

Furthermore, 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. In 2018, EDMO delivered to local area hotels of estimated total of **570 new qualified direct business contacts** comprised of domestic and international tour group companies, special event producers, sporting event producers, travel agents and corporate meeting planners, who are interested in more information and working with Elizabeth, NJ. This is primarily due to the fact that they are expanding their market, and/or are looking for alternatives to where they are currently booking business into the NY Metro area and/or neighboring NJ competitive markets (*Newark, Secaucus, Meadowlands, etc.*).

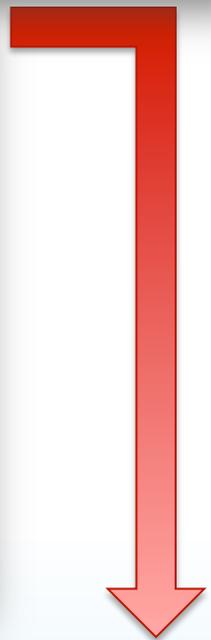
Dates	Trade Show Name	Description
Jan. 28-31 Charlotte, NC	[ABA] American Bus Assoc.	<b>Market Segment: Group Bus Tours</b> America's largest bus association convention and individual business meetings
Feb. 9-13 Washington DC	CDME Certified Destinations Management Executive	<b>Market Segment: Educational</b> Educational seminar and certification (1 of 4 required) course for Destinations Management
Feb. 18-20 Orlando, FL	Connect Travel	<b>Market Segment:</b> International Travel show with individual business meetings
April 3-7 Calgary, Canada	CDME Certified Destinations Management Executive	<b>Market Segment: Educational</b> Educational seminar and certification (2 of 4 required) course for Destinations Management
April 17-18 NY, NY	RTO Summit East	<b>Market Segment: Receptive Tour Operators</b> Receptive Tour Operator tradeshow for in-bound Northeast Market
May 19-25 Denver, CO	[IPW] International PowWow [US Travel Association]	<b>Market Segment: International Group Tour</b> America's largest destination tradeshow-s for international tour operators. [Inclusive of pre-scheduled individual business meetings]
July 6-9 Anaheim, CA	CDME Certified Destinations Management Executive	<b>Market Segment: Educational</b> Educational seminar and certification (3 of 4 required) course for Destinations Management
July 10-13 Anaheim, CA	Destinations International	<b>Market Segment: Educational</b> Educational seminar on destination marketing organizations and industry trends
Aug. 23-28 Baltimore, MD	[SYTA] Student & Youth Travel Assoc.	<b>Market Segment: Student Group Tours</b> One of America's largest travel conferences focused sole national destinations for student group tour experiences and individual business meetings
Oct. 1-5 Louisville, KY	TEAMS 18	<b>Market Segment: Sporting Events</b> One of America's largest sports industry tradeshows. Ideal for recruiting large sporting events that draw room-nights and visitation/event participation while utilizing local facilities. [Inclusive of pre-scheduled individual business meetings]
Oct. 24-25 Orlando, FL	RTO Summit	<b>Market Segment: Receptive Tour Operator</b> Receptive Tour Operator tradeshow for inbound Latin-American Market
Nov. 11-13 Seattle, WA	CDME Certified Destinations Management Executive	<b>Market Segment: Educational</b> Educational seminar and certification (4 of 4 required) course for Destinations Management
Nov. 27-29 Meadowlands, NJ	Meetings Quest	<b>Market Segment: Corporate Meeting Planners</b> Intimate conference focusing on corporate and individual business meetings

# EDMO Paid Advertisements

## PRINT ADS



## DIGITAL ADS



## cvent

EDMO provided an additional **49** RFP's to local hotels that they would **not** have received otherwise through Cvent, as EDMO was named the sole recipient.

This consisted of **24** meetings and **5,528** total room nights potentially enhancing the market.

Ad Date Range	Digital Platform	Total Impressions	Total Clicks
07/18-10/18	Shopping Spirit Online Banner Ad	1,495,000	1,686
07/18-10/18	Shopping Spirit Daily Newsletter	336,000	N/A
09/18-11/18	TEAMS Digital Banners	4,550	29
2018 year	CVENT Digital Ads	49 RFPs Delivered	N/A
10/1/18	Groups Today eblast	1,571	181



# EDMO Partners with SIMON: The Mills at Jersey Gardens

SIMON: The Mills at Jersey Gardens is one of New Jersey’s most visited tourist attractions, with year over year increasing mall traffic/shoppers. Therefore, the Elizabeth Destination Marketing Organization sought out to continue to build on the partnership with SIMON and build exposure for shoppers to local area hotels and its other tourism offerings in town, through various projects coordinated in conjunction with SIMON marketing, management and affiliates. **Through this partnership, the American Bus Association awarded The Mills at Jersey Gardens with the Best of the Best Shopping Award for 2018.**

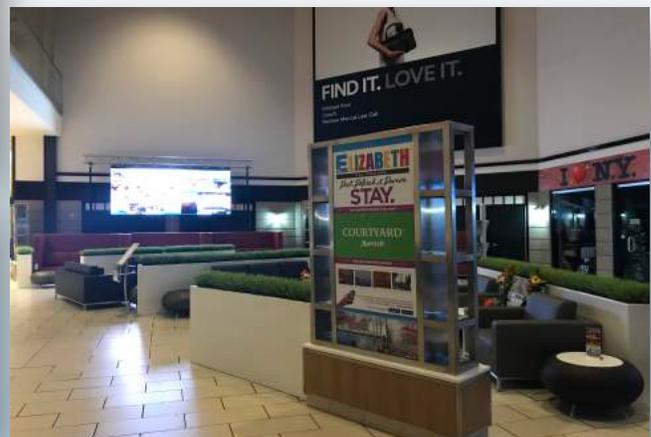
Date(s)	Event Title	Description
March	RTO Event	<b>Market Segment: Receptive Tour Operators: Global Ling</b> EDMO & SIMON worked together to host receptive tour operators who were looking to learn more about the Elizabeth, NJ area so they could increase room nights and book additional groups.
March/July	Hotel Blitz	<b>Market Segment: Hotel Front Desk / Concierge Employees</b> EDMO, along with SIMON, visited local hotel front desks and concierge to inform them of what’s to do in town when they’re guests ask, rather than refer to Newark or NYC.
April	NYC Concierge Event	<b>Market Segment: NYC Concierge</b> SIMON invited EDMO to have a hospitality help inform NYC concierge workers about The Mills at Jersey Gardens as well as other attractions in Elizabeth, NJ
May	SIMON: Lounge Opening	<b>Market Segment: National Tourism Week Promotion</b> EDMO partnered with SIMON to build and design a lounge in the customer service area of the Mills. During National Travel and Tourism Week, EDMO raffled off round trip <u>Avianca</u> Airlines tickets to those who participated in a “selfie” contest of people enjoying the new lounge, which highlights each of the Elizabeth hotels on a rotating monthly schedule.
April/June	Airport Blitz	<b>Market Segment: Check in desks and traveler’s aids in airport terminals</b> EDMO, along with SIMON, visited Newark Liberty International Airport to let the check in representatives, as well as the traveler’s aid representatives, know what’s to do in town if travelers have delayed or canceled flights.
July	Cirque Italia	<b>Market Segment: Event Open to the Public</b> EDMO assisted in promotion of Cirque Italia Water Circus that was located in the parking lot of the Mills. EDMO was able to set up airport activations with the performers for the days leading up to the event, as well as sending out email campaigns, social media posts, website take overs, ticket giveaways and more.
October	Paranormal Cirque	<b>Market Segment: Event Open to the Public</b> EDMO assisted in promotion of Cirque Italia Water Circus that was located in the parking lot of the Mills. EDMO was able to send out email campaigns, social media posts, website take overs, ticket giveaways and more.
November	Hotel Holiday Party	<b>Market Segment: Local Hotel Employees</b> EDMO partnered with SIMON and offered an informational table during their Hotel Holiday Party to inform local hotel employees of shopping opportunities, historic sites, dining establishments and other local area attractions.

## GRAND OPENING OF ELIZABETH’S INTERNATIONAL VISITORS’ WELCOME LOUNGE

Elizabeth, NJ and its local area hotels now have greater exposure to at New Jersey’s most visited tourist attractions.



**THE MILLS AT  
JERSEY GARDENS**  
A SIMON CENTER



### 4.5 MILLION VIEWED THE ELIZABETH KIOSK

EDMO has continued on a regular basis to maintain the City of Elizabeth informational KIOSK at SIMON's The Mills at Jersey Gardens. Of which SIMON has estimated that nearly **4.5 million mall shoppers**, visiting the Dining Emporium/food court area, were exposed to Elizabeth, NJ either by a physical visibility or actual kiosk engagement. The marketing collateral is replenished on average 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](http://www.goelizabethnj.com) website- making our local area hotels, historical attractions, and restaurants visible at their fingertips.



### 60,000+ 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 **5,000 people** per month. That equates to and estimates of over **60,000 people** on a yearly basis, not factoring in all those driving passed the vehicle, nor accounting for the visibility around the airport terminals.

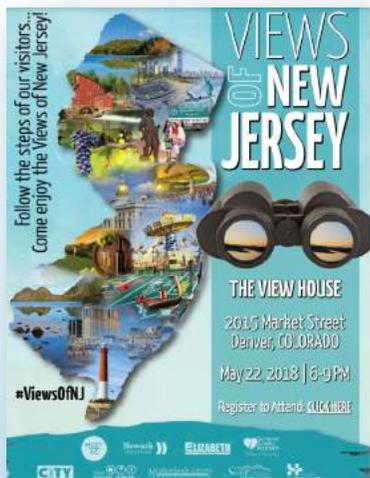


### NJTIA & NJDMO PARTNERSHIPS

Elizabeth, NJ Tourism has played an active role in working with the New Jersey Tourism Association (NJTIA) and the New Jersey Destination Marketing Organization (NJDMO) to move the State of New Jersey tourism industry in a more cohesive position set for growth. **EDMO has a seat on BOTH Executive Boards.**

As a board member for both organizations, NJTIA & NJDMO, Elizabeth, NJ is being looked at as an ideal model for setting tourism industry trends and self-sustainability while leveraging the most effective and cutting edge marketing techniques.

Specifically some of the many projects EDMO worked on creating / participated with was market coop-marketing opportunities to cross sell destinations and run unique events that brought greater collective exposure for New Jersey State Tourism.



## Local Event Promotions

In 2018, EDMO marketed select local area Elizabeth events 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. EDMO's goal with this marketing initiative was to ultimately drive hotel room nights for current and future annual events.

In order to aid local event producers and incoming event producers, the Elizabeth Destination Marketing Organization put together a **“Special Events Promotion” package**, which details all of the opportunities that arise with working with the Elizabeth DMO.



### MARCH~ SHIMM'S ACADEMY TAEKWONDO SEMINAR

Shimm's Academy hosted their annual taekwondo seminar in March of 2018. The Elizabeth Destination Marketing Organization provided assistance in gaining more attendees by helping with email blast campaigns, promotion on the GoElizabethNJ website and mobile app, social media presence and an on site display to let attendees know what's to do in town after the seminar was over.

Website landing page | Homepage takeover | Email Campaigns  
Onsite event support | Social Media Postings

### MAY ~ ANNUAL TOUR DE ELIZABETH

The 12<sup>th</sup> Annual Tour de Elizabeth is an annual 15-mile bike tour run by Groundwork Elizabeth and the City of Elizabeth. Of which year over year the event is growing with riders, participation is surpassing 1000+ riders. The theme for 2018 was "Destination Elizabeth"



Website landing page | Homepage takeover | Email Campaigns  
Postcards mailed to ALL Elizabeth Residences along bike route  
Event Posters in all Hotels | Onsite event support | Social Media Ads

Campaign	People Reached	Video Views	Clicks
Bike Tour Ad Campaign	102,549	152,280	14,844

## JUNE ~ ANNUAL PORTUGAL DAY PARADE

Celebrating its 40<sup>th</sup> year of traditions and cultural celebrations, the Elizabeth Portugal Day Parade is one of the largest Portuguese Parades on the East Coast. With the help of the Elizabeth Destination Marketing Organization, this year's parade was **broadcasted LIVE across America** on SIC International as well as Dish Network, Cablevision, Comcast and Verizon Fios. Also boat tours of the Portuguese National Tallship – the Sagres were available to the public, visiting folkloric dance groups, as well as outdoor festivals “Arraials” for crowds to celebrate in.



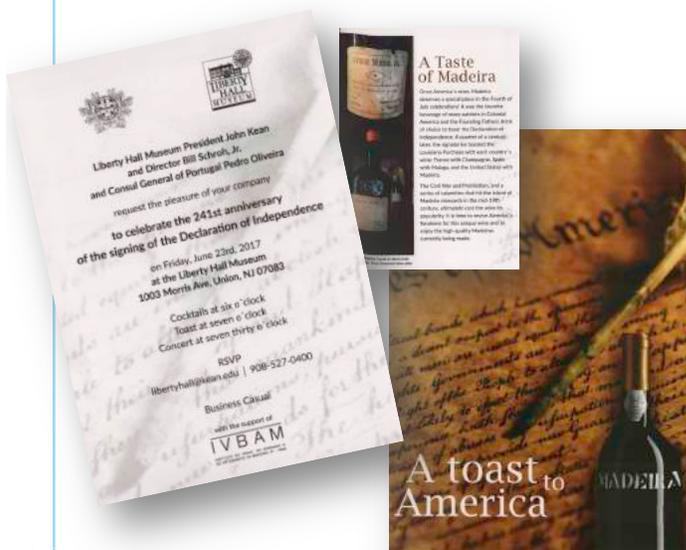
Website landing page | Homepage takeover  
Email Campaigns | Social Media Ads

Campaign	People Reached	Video Views	Clicks
Portugal Day Ad Campaign	49,047	15,414	2,999

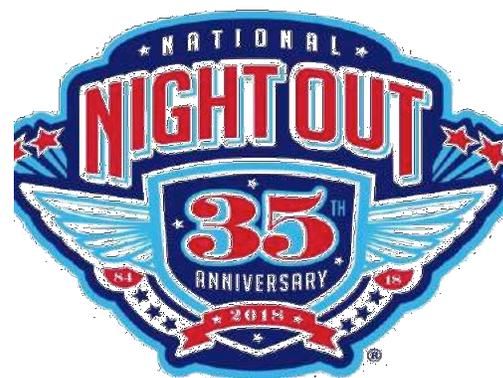


## JUNE ~ TOAST TO AMERICA EVENT

The Consul General of the Republic of Portugal, Consul Pedro Oliviera worked with EDMO and Liberty Hall throughout the entire planning process of his 2018 Fourth of July Celebration of “Toast to America”, which was held on June 23. This prestigious event obtained great media coverage, showcasing the rich history of Madeira Wine to the signing of the Independence and the collection still preserved at Liberty Hall dating back to 1776. This is becoming a major historical attraction for heritage tourism into the local area.



CONSILHADO GERAL DE PORTUGAL  
EM NEWARK



POLICE • COMMUNITY PARTNERSHIPS

## JUNE ~ NATIONAL NIGHT OUT

The City of Elizabeth hosts National Night Out every June, where local families come together with the Police Department, Fire Department, Local Officials and local businesses. The Elizabeth Destination Marketing Organization attended 2018's National Night Out and presented locals with information on the GoElizabethNJ mobile app and website to educate locals on the tourism initiative.

Website landing page | Onsite event support | Social Media Postings





# CIRQUE ITALIA

## AUGUST ~ CIRQUE ITALIA

Cirque Italia traveling circus showcased their water-based “Cirque de Solei” performances in the parking lot of The Mills at Jersey Gardens in August 2018. The Elizabeth Destination Marketing Organization, in order to help promote the event, worked closely with Newark Liberty International Airport to host event activation days in which brought the acts into the terminals to travelers arriving in the area. Along with promo days, EDMO contributed with social media posting and contents, website takeovers, and event pages.

Website landing page | Homepage takeover | Activation Events  
Ticket Give-Aways | Facebook Contests | Email Campaigns

## AUGUST ~ HISTORIC MIDTOWN CAR SHOW

Every August, the Historic Midtown Special Improvement District hosts their Annual Car Show. In 2018, the Elizabeth Destination Marketing Organization aided in targeting new attendees by helping to promote the new location of the event by way of social media ads, event landing page, website takeover and email campaigns.



Website landing page | Social Media Posts  
On-Site Support | Email Campaigns



## SEPTEMBER ~ RIXMAG CAR SHOW

On Saturday, September 22, 2018, RIX Magazine reopened the doors to one of New Jersey’s largest parking decks, a (9) nine level parking deck in the heart of midtown Elizabeth, NJ. The world-class high-level exotic car show was truly an experience that revolutionized the car-show industry in the northeast, drawing thousands of car enthusiasts from across the NJ/NY Metro area from even as far as Delaware and Canada~!!!

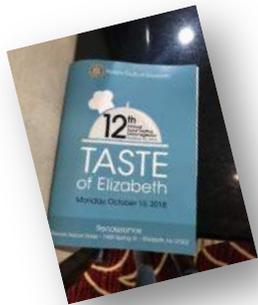
Website landing page | Homepage takeover | Social Media Ads  
Press Release | Onsite event support



Campaign	People Reached	Video Views	Clicks
Car Show Ad Campaign	277,585	152,280	14,844

## OCTOBER ~ ANNUAL TASTE OF ELIZABETH

On Monday, October 15<sup>th</sup> the 12<sup>th</sup> Annual Taste of Elizabeth, will be showcasing its diverse desiccant aromas and rich savoring flavors of more than 40 restaurants, bakeries and beverage vendors. EDMO was proud to participate with a vendor's booth onsite as well as various marketing efforts such as social media ads, event landing page, website takeover and email campaigns and a press release to help promote attendance.



Website landing page | Homepage takeover  
Social Media Post | Press Release  
Onsite event support



## 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**, **Union County College** and **KEAN University's School of Business**. More specifically EDMO has actively participated with classroom projects, research studies, guest lectures and internship programs.

Specifically EDMO & UCC have partnered and begun planning's of several on several projects to help grow their International Studies (ESL) Program(s).



WORLD-CLASS EDUCATION



## EDMO Meetings

EDMO conducted 6 meetings (bi-monthly) with their board members to regularly report and request feedback/guidance on marketing initiatives. Additionally, in order to gauge and maintain transparent communication EDMO regularly sends out e-mails notifications, business leads, and surveys.

EDMO strives to change the way the city communicates and promotes its attractions. Specifically they started in 2015 at the grassroots level and built partnerships with local segments to come together on a quarterly basis. They have been working together to increase visitations.

Specifically, EDMO has continued to bring together and host several history segment meetings (made up of local historic sites) during the course of 2018.

### 2018 EDMO BOARD MEETINGS

DATE	LOCATION
February 27, 2018	The Snyder Academy
April 24, 2018	Courtyard by Marriott
June 26, 2018	The Mills at Jersey Gardens
August 21, 2018	BarCode
October 23, 2018	Taborda Grill House
December 18, 2018	TBA

### 2018 HISTORY SEGMENT MEETINGS

DATE	LOCATION
March 8, 2018	Office of Cultural and Heritage Affairs
June 12, 2018	The Snyder Academy
August 27, 2018 (Alexander Hamilton Awareness Society Brainstorming Meeting)	Elizabeth Public Library
September 13, 2018	Office of Cultural and Heritage Affairs

# Additional Meetings EDMO Facilitated/ Participated in....

## ...WITH THE ELIZABETH POLICE DEPARTMENT

EDMO established direct communication and is continuing to work with the Elizabeth Police Department. Specifically Deputy Chief James Sacc, as the direct point of contact for the Elizabeth Tourism has worked with EDMO to establish on-going comprehensive:

- Quarterly meetings to be held with EPD and hotel General Managers/DOS's/Operations directors
- A reverse 911 call system was created along with a new form of communication inter-hotel GM's and EPD on valuable incidents, security concerns, etc... with vital information and photographs/video clips, etc.
- Elizabeth Hotels are now welcoming regular visits from Police Officers who are on routine patrol shifts/routes.



## ...WITH MEMBERS OF CITY COUNCIL AT BLOCK WATCH MEETINGS

In a local effort to engage with residents, EDMO worked with select members of City Council (Councilman Carlos Torres, Councilman Kevin Kiniery, and Councilman Nelson Gonzalez). They actively participated as guest speakers at select block watch meetings to inform Elizabeth residents about the tourism

initiative along with all its new additional resources available to them: *website, mobile app, upcoming events, positive press and partnerships!*

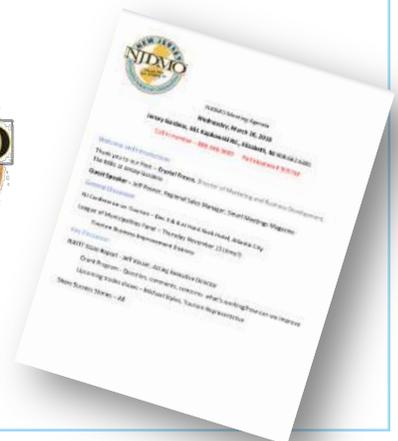


### 2018 COMMUNITY MEETINGS

DATE	LOCATION
March 1, 2018	3 <sup>rd</sup> Ward Block Watch Meeting
March 8, 2018	1 <sup>st</sup> Ward Block Watch Meeting
March 15, 2018	2 <sup>nd</sup> Ward Block Watch Meeting

## EDMO BRINGS NJDMO TO ELIZABETH, NJ

In September of 2018, EDMO hosted one of the New Jersey Destination Marketing Organization's [NJDMO] quarterly meetings at The Mills at Jersey Gardens, in hopes of other DMO's & CVB's across the state to become more familiar with Elizabeth as a Destination. This personal experience is vital to cross-selling NJ destinations, making it much easier when engaging with travel industry professionals.



## EDMO participated on Tradeshaw Panel Discussions

Throughout the year, EDMO has been asked to sit on multiple conference panel discussions. Specifically, at the RTO Summit in Orlando, FL and at the League of Municipalities in Atlantic City, NJ to share best practices for its trailblazing strategies within the tourism industry. Elizabeth, NJ is quickly being considered as a case study for destination management due to its innovative marketing strategies and its unique funding model.



## International Presence

EDMO conducted a "Lunch and Learn" seminar in August of 2018 in **Lisbon, Portugal**. Tour Operators from all around Portugal gathered at the US Embassy for this one-day luncheon where EDMO was able to promote Elizabeth, NJ as New Jersey's Newest Tourist Destination.

By promoting cultural dining, trending nightlife, high-end outlet shopping, and historical segments – including the recent Portuguese Madeira Wine findings at Liberty Hall Museum, EDMO was able to create a new market for international travelers.

Also EDMO has also worked with the American Embassy in Poland and participated at their World Travel EXPO. Elizabeth, NJ marketing materials were visible on display at the United States visitor's booth at International Travel EXPO in **Warsaw, Poland**.



## Only in its 1<sup>st</sup> year & now 2 Cruise Lines have Excursions into Elizabeth, NJ

Expanding for the first time ever in its history of tourism for the state of New Jersey, a major cruise line now has excursion opportunities for passengers to discover one of New Jersey’s oldest and most historic cities, Elizabeth.

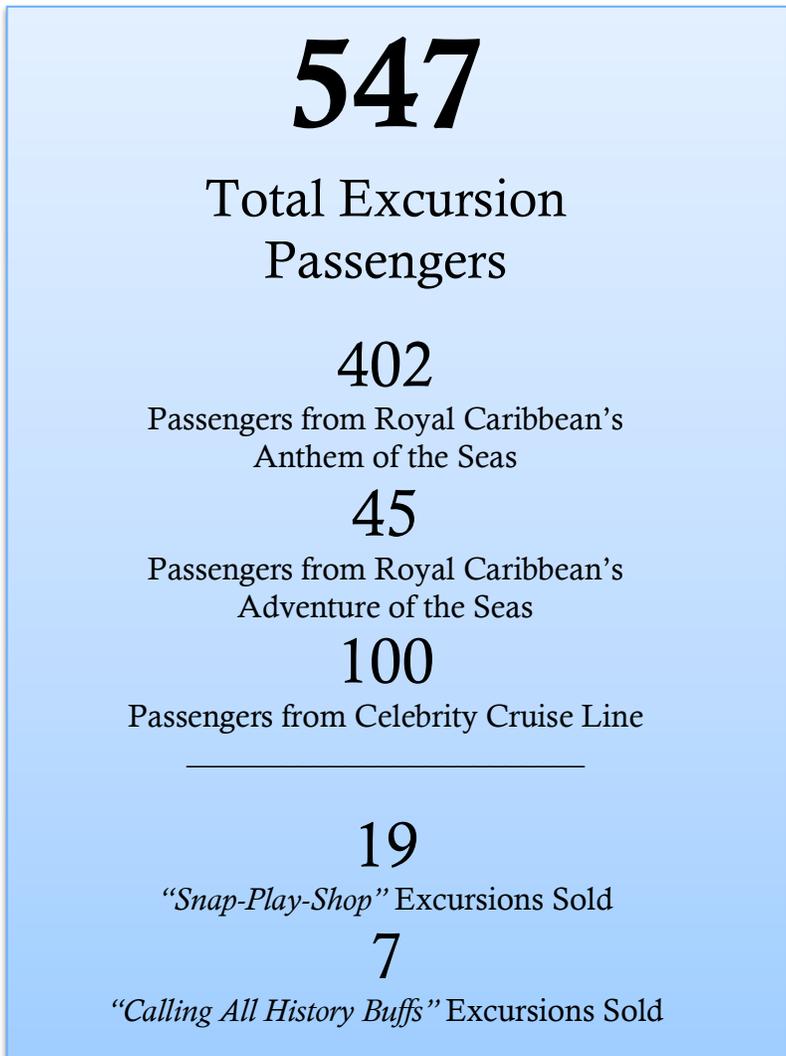
Beginning last October of 2017, RCCL began selling two (2) of the approved excursions: *Calling All History Buffs* and *Snap-Play-Shop*.

During the 2018 year, the excursions were so popular with Royal Caribbean, that **Celebrity Cruises** began selling excursions into Elizabeth as well, totaling **547** passengers from the **two cruise-lines** coming into Elizabeth to either shop or visiting the historical attractions.

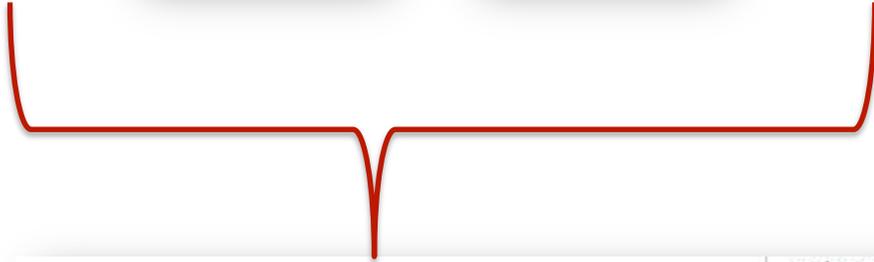


[www.GoElizabethNJ.com/RCCLExcursions](http://www.GoElizabethNJ.com/RCCLExcursions)

EDMO planned, coordinated and executed every aspect of launching this tourism initiative. Including but not limited to: researching **tour operators** to execute the excursions, working with **local establishments and attractions** on tour details and training on RCCL service expectation, working with **Elizabeth Police Department** for general safety and bus routes, working with **Elizabeth Public Works** on select site cleanliness, working with the **Elizabeth Avenue Partnership** SID and the **Historic Midtown** SID, working with **City Historian Charles Shallcross** on developing a **tour guide training manual and power-point**, held multiple tour guide **training classes**, launched **press releases**, etc.



# Extensive Press Releases & National Exposure



**5**  
Press Releases  
distributed

**198,686,710**  
Total Audience Reach

**6,860**  
Total Release Reads

**4,169**  
Online Pickups  
Nation Wide Media Outlets  
Featured Press Release News

Release Date	Press Release Title	Full Release Reads	Release Interactions		Media Pick-Up Reports	
			Shares	Total Click Throughs	Exposure on Media Outlet Sites	Total Potential Audience/Readers
10/13/18	Elizabeth, NJ Opens Its Doors to the Public for a Sampling of Its Diverse Cultural Cuisine on October 15th for the 12th Annual Taste of Elizabeth	293	3	5	196	81,194,931
9/18/18	High-level (9 floor) World-class Exotic Car Show Returns to Elizabeth, NJ	577	1	22	222	9,414,270
8/2/18	A World Class Circus Attraction comes to Elizabeth, NJ	171	1	2	179	81,268,640
6/1/18	Portugal Day Comes Alive this June	3,067	25	12	3,484	12,663,973
5/18/18	15th Annual Tour de Elizabeth Seeks Riders of All Skill Levels	2,752	0.16	3	88	14,144,896
		<b>6,860</b>			<b>4169</b>	<b>198,686,710</b>

# Media Coverage on Elizabeth, NJ Tourism

Bringing news coverage of pure journalism and positive press for Elizabeth (*non-sponsored/paid articles*)... Due to EDMO's marketing efforts and building a tourism brand for the city's new tourism sector of economic development, Elizabeth, New Jersey was featured in several state, national and international publications/media outlets.



**MEDIA COVERAGE UPDATE**

## GROUPS TODAY

Groups Today Magazine Names  
**Elizabeth, NJ as a Top Emerging Destination in US for 2018**

Groups Today Top Emerging Destination

Groups Today Magazine, in their 2018 Reader's Choice Awards, proudly named Elizabeth, New Jersey as a **Top Emerging Destination** in their special 2018 Emerging Destinations Throughout the United States!

Elizabeth, NJ was previously named, in 2016, a Top Traveler in this same category and continues to obtain top-notch international tourism industry attention as our destination gains more visibility due to our proximity to NYC & Newark Liberty International Airport (EWR), our **low airfare, outdoor dining, high-end outlet shopping, meeting facilities, Revolutionary War history, and so much more!**

This accolade provides more opportunities for Elizabeth, NJ to grow its tourism sector and the morale of great local operators, meeting planners and local travelers. (Literally showcasing that Elizabeth, NJ has it all... just 30 minutes outside NYC!



**MEDIA COVERAGE UPDATE**

## INBOUND

WE INFORM. WE CONNECT.

**The "Inbound Report"**  
*(A digital newsletter that focuses on major tourism industry highlights)*  
**Boasts the Elizabeth, NJ Tourism International Strategy**

INBOUND's editor personally visited Elizabeth, NJ and here's what he says...

**DMO Marketing: How Elizabeth, New Jersey Found its International Strategy**

The **INBOUND** Article is a result of INBOUND's editor taking up the suggestion that he pay a visit to Elizabeth, New Jersey, which in 2015 migrated from downtown Manhattan and which, two years ago, began a modest effort to define and raise its profile, promote its tourism product and grow the number of visitors it receives each year. In addition to a three-day visit in the city, the editor also interviewed, by phone and e-mail, the three people who run the city's DMO, which is funded by a one percent occupancy tax on its major hotels.

By highlighting Elizabeth's close proximity to NYC, hiking, dining and shopping - this mention will allow all members of the tourism industry to view Elizabeth, NJ as an alternative destination to NYC for their groups.



**MEDIA COVERAGE UPDATE**

## Destinations

Destinations Magazine Names  
**The Mills at Jersey Gardens  
Best of the Best: Shopping Category**

Best of the Best: Shopping

Destinations Magazine, 40th Annual Publication, has named **THE MILLS at Jersey Gardens** in Elizabeth, NJ one of the best of the best shopping destinations for groups shopping in the Northeast!

This accolade will provide more opportunities for Elizabeth, NJ to host live groups in centers, exhibits and retail markets and showcases that Elizabeth has it all... just 30 minutes outside NYC!




**MEDIA COVERAGE UPDATE**

## cruisecritic

Cruise Critic Reviews of  
**Royal Caribbean's Elizabeth, NJ Excursions**

Royal Caribbean Cruise Line Offers Shore Excursions in New Jersey... And They're Not What You Think

Royal Caribbean International became the first cruise line to offer shore excursions in the state of New Jersey when it self-funded two tours of Elizabeth last October. If you're thinking "What could I possibly want to do in Elizabeth, NJ?" you're not alone. An industrial area best known for its international airport and seaport, even New Jersey natives have voiced skepticism over the concept of a tour - especially with the majestic view of New York City just across the bay.

The tours, for a minimum of 10 participants and currently to maximum, are offered before or after a sailing from the Cape Liberty cruise port in Bayonne, NJ, where Anthony of the Seas and Adventure of the Seas are currently homeported. Both tours are ADA-accessible and auto-friendly.

Are the tours worth your time and money? Two of Cruise Critic's New Jersey natives looked out both options, here's what you'll experience and our call on whether it's worth it.

[View the Complete Article](#)



**MEDIA COVERAGE UPDATE**

## nj municipalities

Official Publication of the NJ State League of Municipalities

**NJ Municipalities Official Publication**  
*(Official publication of the NJ State League of Municipalities)*  
**Features Elizabeth, NJ Tourism in a four-page editorial**

**Tour Elizabeth, NJ as it becomes the newest excursion destination for Royal Caribbean Cruise Line**

The NJ Municipalities publication provides detail into the new opportunity Elizabeth, NJ is giving to Royal Caribbean Cruise Line passengers who are looking to discover one of New Jersey's oldest and most historic cities by providing excursion options. Passengers disembarking from Cape Liberty Cruise Port will no longer have to wait hours until their flight out of EWR, but can continue their vacations by touring Elizabeth, NJ.

This mention will also allow NJ municipalities to view Elizabeth, NJ as an excursion option for those who are looking to take cruises out of Bayonne, NJ. By highlighting the proximity to NYC, local accommodations, cultural dining and high-end outlet shopping, Elizabeth becomes an alternative destination in NYC in cruise-givers' state-of-mind.



**MEDIA COVERAGE UPDATE**

## GROUPS TODAY

Groups Today Magazine  
**Highlights the Elizabeth, NJ as a "have it all" Group Shopping Destination**

Shopping 101: A Back-to-Basics Guide to Group Shopping Destinations.

All great group shopping destinations have the basics covered: a wide range of shops for every interest and taste, on-site attractions and entertainment that add dimension to your outing, and of course, sustenance - the fuel that keeps you from shopping while shopping, whether it's a coffee expression, a soft drink, a cold beer or a fine dining.

Groups Today did a little legwork and found some of the most appealing shopping centers and shops, made throughout North America. These "have it all" hot spots attract thousands of shoppers annually.

Highlighting Elizabeth, NJ, as the "have it all" most appealing shopping center in North America, allows more group shoppers to see and to experience all that Elizabeth, NJ has to offer.




**MEDIA COVERAGE UPDATE**

## 50publitoris. ShoppingSpirit

**Portuguese Publications Highlight Elizabeth, NJ**

Tourism of Elizabeth wants to strengthen relations with Portuguese Trade




**MEDIA COVERAGE UPDATE**

## SUCCESSFUL MEETINGS

Successful Meetings Magazine  
*(A meeting planner publication)*  
**Rates Elizabeth, NJ Top Ten Midsize Meeting Destinations in the Northeast**

**Elizabeth, NJ Rated #10 Meeting Destinations in the Northeast**

The **Successful Meetings** magazine rated Elizabeth, NJ in their **TOP 10** mid-size destinations for meeting planners to choose in the Northeast Region of the United States. With this mention, Elizabeth, NJ will now be on the radar for meeting planners to choose Elizabeth as their primary location when searching for new spaces to host their meetings.

This mention also allows planners to view Elizabeth, NJ as an alternative destination to NYC for meetings by highlighting the easy access via Liberty International Airport (EWR), close proximity to NYC, local accommodations, cultural dining and high-end outlet shopping to give attendees more to do in the area for a more enjoyable business meeting experience.

[View the Complete Article](#)



**MEDIA COVERAGE UPDATE**

## GROUP TOUR Media

Group Tour Magazine Highlights  
**Elizabeth, New Jersey**  
*Explore the Unexpected in Northern New Jersey*

**ELIZABETH**  
**Explore the Unexpected in Northern New Jersey**

Group Tour Media Magazine has highlighted the city of Elizabeth, New Jersey on their front cover stating, "Elizabeth, Explore the unexpected in northern New Jersey" along with a top 10 guide to Elizabeth's historic destinations, shopping at the Mills at Jersey Gardens, and the Grand Exploration opportunities our city has to offer.

This accolade will provide more opportunities for Elizabeth, NJ and bring more visitors to the city. We provide today's best kept secret and "you'll have to grab yours" press when shopping at The Mills. What will you discover?



## Additional Media Coverage on Elizabeth, NJ

Towards the end of 2017, the Elizabeth Destination Marketing Organization hosted Avianca Airlines and various media representatives from Latin America on an Elizabeth FAM [familiarization] Tour. During this FAM tour, Avianca Airlines and the various media representatives experienced all that Elizabeth has to offer from it's shopping, historical museums, cultural dining, trending nightlife, and hotel accommodations.

Early 2018, following the FAM Tour were countless articles that spread throughout Latin America calling Elizabeth "Latin America's 'Home Away From Home'".

Coverage from the Avianca Media Fam tour spread through South and Central America with a **potential reach factor of over 161 million**. From this potential exposure, the GoElizabethNJ website's traffic increased from the respective countries demonstrated in the graphs below.

Ecuador				
Media Type	Name	Subject	Potential Reach	Cost Savings from Ad Space
National TV Broadcast (5 videos)	Telerama	5 Videos highlighting Elizabeth shopping, dining, nightlife, and overview of Latin American Culture in Elizabeth	16 million people own TVs with this station	N/A
Radio Broadcast (2 spots)	En La Mira - Telerama	Direct flights into EWR		2 Radio Spots = \$4,440

El Salvador			
Media Type	Name	Subject	Potential Reach
Online News	EISalvador.com	Shopping in Elizabeth	746,000 internet users in El Salvador
Online News	La Prensa Grafica Noticias de El Salvador	Cultural Diversity in Elizabeth	88,434 subscribers

Costa Rica			
Media Type	Name	Subject	Potential Reach
National TV Broadcast	Teletica	Historical Significance of Elizabeth	107,000 subscribers
Popular Lifestyle TV Show	7 Estrellas	Elizabeth highlighted as Tourism Destination	163,163 active followers on Facebook
TV Host / Influencer	Walter Campos	Social Media posts from FAM Trip	296,000 followers viewing 4 social media posts on Elizabeth
Daily Newspaper	La Republica	Elizabeth highlighted as Tourism Destination outside NYC	45,833 distributed daily
Daily Newspaper	La Nacion	Elizabeth highlighted as Tourism Destination	45,833 distributed daily

TOTALS	
Country	Potential Reach
Ecuador	16 million
El Salvador	834,434
Costa Rica	630,829
TOTAL	161,465,263 potential views



2018 Media Coverage			
Pub. Date	Publication Name	Headline	Link
Feb-18	Telerama	Radio Broadcast Recording	<a href="#">Click here</a>
Feb-18	Telerama	Radio Broadcast Recording	<a href="#">Click here</a>
Dec-17	La Rebulica	Discover Elizabeth just 20 minutes from Manhattan	<a href="#">Click here</a>
Jan-18	Telerama	El major desayuno Americano del estado de New Jersey	<a href="#">Click here</a>
Jan-18	7 Estrellas	Elizabeth: a city full of history 20 minutes from New York	<a href="#">Click here</a>
Jan-18	La Nacion	Elizabeth, NJ: Hidden in full view	<a href="#">Click here</a>
Jan-18	Telerama	De compras por New Jersey The Mills at Jersey Gardens	<a href="#">Click here</a>
Jan-18	Telerama	The Mills at Jersey Gardens Mall 200 locales bajo en solo techo en Elizabeth	<a href="#">Click here</a>
Jan-18	Telerama	Avianca realize Press Trip Nuevo vuelo San Salvador-Newark	<a href="#">Click here</a>
Jan-18	Telerama	Conociendo los lugares mas atractivos de Elizabeth NJ	<a href="#">Click here</a>
Jan-18	Economica	Elizabeth, the city of the United States that bets on its immigrant community	<a href="#">Click here</a>
Jan-18	Telerama	Avianca Airlines Announcement	<a href="#">Click here</a>

# Stay Connected!

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

If there are any upcoming opportunities for partnership or overnight travel into Elizabeth, NJ, we can be reached at (908)355-9797. Please subscribe to our monthly eNewsletter by visiting our website, [www.GoElizabethNJ.com](http://www.GoElizabethNJ.com)! For requests on travel opportunities and RFP submissions, please email [jcosta@goelizabethnj.com](mailto:jcosta@goelizabethnj.com)



#### **EDMO Staff:**

Gordon Haas, Executive Director  
Jennifer Costa, Director  
Lauren Ferrigno, Marketing Coordinator  
Dorian Lee Perez, Sales & Marketing Manager

#### **EDMO Voting Members:**

Country Inn & Suites - Lisa Podlinski  
Crowne Plaza – Isabel Munoz / Dianne Pues  
Courtyard by Marriott - Gabriel Kuan  
Embassy Suites – Wendy Mehert / Tara Roberts  
Marriott Properties (Renaissance, Residence Inn, Courtyard) – Lauren Dankowski  
Hampton Inn – Lesly Gelin  
Hilton Newark Airport – Paul Grande

Mayor's Designee - Darren Bryden  
City Council – Manny Grova Jr. / Carlos Torres  
The Mills at Jersey Gardens - Denise Palazzo (*Chairwoman*)  
Elizabeth Ave. Partnership – Angel Rodriguez  
MESID - John Gallina  
EDC – Edgar Lopez  
City Business Owner - Marcy Metz

#### **EDMO Honorary (Non-Voting) Members:**

Liberty Hall Museum - William Schroh  
Boxwood Hall – Katherine Craig  
Elizabeth Police Dept. – Deputy Chief Sacca



## Elizabeth Destination Marketing Organization [EDMO]

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