

# New Jersey

**The "Reality" of New Jersey Tourism**  
*It's Everybody's Business*

**New Jersey Conference on Tourism**  
Golden Nugget - Atlantic City - New Jersey



**See what lies ahead**  
**March 14 - 16, 2012**



# Mark Your Calendar.... March 14 - 16, 2012

This year's exciting lineup of programs includes:

- Roger Rickard, A Partner in Revent LLC; Founder of Voices in Advocacy; Author of The Advocacy Toolkit and Advocacy Consultant for Destination Marketing Association International (DMAI)
- PR's Dating Game: DMO's vie for Media Attention
- The Economy and Tourism: Blue Skies or Hurricanes Ahead?
- How to Market Your Destination Through the States Website
- The Power of Consumer Insights
- Travel Writers: Even More Essential in the Social Media Age
- Lights, Camera, \$\$\$
- Facebook and Twitter- A Strategic Approach for Tourism
- Richard Stockton College of NJ Research Presentation
- NJ Travel Industry Association's Legislative Awards
- JerseyArts.com People's Choice Awards
- Roaring 20's Trolley Tour

The New Jersey Division of Travel and Tourism will be presenting the NEW JERSEY TOURISM & EXCELLENCE Awards at the conference. Look for guidelines and nomination form at [www.visitnj.org](http://www.visitnj.org) and [www.njtia.org](http://www.njtia.org) following the New Year.

For full program information and registration, refer to the NJTIA website in mid January. [www.njtia.org](http://www.njtia.org)



The Golden Nugget is back in Atlantic City! Come stay with us and enjoy newly renovated rooms and suites. Special Offer....\$65 mid week room rate; \$95 Friday night rate. Contact the Reservations Dept. at 1-800-777-8477, Option # 3, use the Group Code ACONF to receive the special group rate. For more information on the Golden Nugget, visit [www.goldennugget.com](http://www.goldennugget.com).



c/o The RSCofNJ  
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