

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





The New Jersey Travel Industry Association Gratefully Acknowledge
the Generous Support of Our Sponsors*



**New Jersey Department of Tourism
Atlantic City Convention & Visitors Authority
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Meadowlands Liberty Convention and Visitors Bureau
Golden Nugget - Atlantic City**

**Comcast Spotlight
Count Basie Theatre
Fisherman's Energy
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New Jersey Chamber of Commerce
Great American Trolley Co. DBA/Atlantic City Trolley Tours
The Chart House**

* Preliminary Listing

**New Jersey Conference on Tourism
March 14 - 16, 2012
Golden Nugget - Atlantic City, NJ**

**REGISTER ONLINE AT
www.njtia.org**

Register before February 29th and take advantage of discount rates! If you have questions please call 609-396-2020.

**Registration site can also be found at:
<http://conexsys.myprereg.com/Events/NJTIA12>**

HOTEL RESERVATIONS AT GOLDEN NUGGET

Special Offer....\$65 mid week room rate; \$95 Friday night rate. Contact the Reservations Department at 1-800-777-8477, Option # 3, use the Group Code ACONF for the NJ Conference on Tourism to receive the special group rate. **The cut-off date to make hotel reservations is Monday, February 20, 2012.** After this date, reservations will be accepted on prevailing rates.

**PLACE YOUR ADVERTISEMENT IN THE ON-SITE
CONFERENCE PROGRAM**

Purchase Ad Space online at: www.njtia.org

\$500	Full Page = height -10" x width - 7.5"
\$300	Half = height - 4.875" x width - 7.5"
\$200	Quarter = height - 4.875" x width - 3.625"
\$150	Eighth = height - 2.375" x width - 3.625"

Deadline for copy submission is Wednesday, February 29th. Ad material must be electronic file. Ads are copied in black and white. Submit ad materials to Kelly Biddle at the NJTIA Office, kbiddle@njpsi.com. Questions, call 609-396-2020.



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REGISTRATION PACKAGE OPTIONS INCLUDE THE FOLLOWING:

Wednesday Reception at the Golden Nugget - Atlantic City. You must be a conference registrant to purchase a ticket for this Reception. This ticket is an add on to any other registration option.

Fee: \$25

Full Registration includes all educational sessions, meals and social functions on Thursday and Friday. The Wednesday Reception at the Golden Nugget must be purchased additionally, it is NOT included.

Fee: \$305 early rate / \$345 after March 5th

Thursday Registration includes all educational sessions, meals and social functions on Thursday.

Fee: \$200 early rate / \$225 after February 29th

Thursday AM Program with Lunch includes Thursday morning program and luncheon.

Fee: \$125 early rate / \$150 after February 29th

Celebration of Tourism Luncheon includes Thursday lunch ticket only.

Fee: \$55 early rate / \$65 after February 29th

Friday Registration includes all educational sessions, meals and social functions on Friday.

Fee: \$150 early rate / \$175 after February 29th

Friday Awards Luncheon includes Friday lunch ticket only.

Fee: \$55 early rate / \$65 after February 29th

Student Registration on Thursday and/or Friday you must provide proof of full time, current enrollment in a Hospitality curriculum.

Fee: \$60 including lunch; \$20 with no meals

Questions: Contact the NJTIA office at 609-396-2020 or visit the website at www.njtia.org

The New Jersey Travel Industry Association is proud to present the NJ Conference on Tourism. The mission of the conference is to provide informational sessions for increasing your business; networking opportunities for cooperative partnerships and vital research statistics and travel trends to the dedicated professionals in New Jersey's tourism industry.

2012 New Jersey Conference on Tourism Program

Wednesday, March 14, 2012

1:00 – 6:30 pm **Registration desk open**

10:30 am – 12:30 pm **New Jersey DMO Meeting**
Monthly meeting for DMO representatives.

1:00 – 3:00 pm **Roaring 20's Trolley Tour**
The Great American Trolley Co., Dba Atlantic City Trolley Tours

Good Afternoon! Welcome to Atlantic City – the City that is always turned on! Shimmy back to a time when speakeasies, gangsters and the Charleston ruled the day aboard the new Roaring 20's Trolley Tour. Ride along in a Victorian-styled Trolley as we highlight one of Atlantic City's most provocative eras; when it was considered the grand dame of resorts – with luxury hotels, speakeasies and a free-wheeling nightlife. The tour travels the length of the entire city – treating passengers to the colorful history and stories from the time – including the rise and fall of Enoch 'Nucky' Johnson, the political boss and racketeer of Atlantic City, who helped shape much of the atmosphere seen and felt in Atlantic City even today.

Itinerary:

1:00 pm –

Depart the Golden Nugget

1:15 pm –

Arrive at Gardner's Basin to begin tour

En Route learn about:

- The Absecon Lighthouse
- The Irish Pub / Elwood Hotel
- The Ritz (Including interior tour)
- The Chelsea Pub & Inn
- The Knife & Fork Inn

3:00 pm –

Return to the Golden Nugget

3:15 – 4:30 pm **NJTIA Annual Meeting**

The New Jersey Travel Industry Association's Annual Meeting will include the election of officers for 2012 and a discussion on what you, the tourism industry, believe to be the crucial issues affecting our industry. This information will be used to plan TIA's strategic advocacy program for the year. Your input will continue to strengthen our industry and our voice in Trenton.



Representatives from the Richard Stockton College of New Jersey's Levenson Center for Gaming Hospitality and Tourism will present the results of their 6th annual survey on NJ tourism. This year's survey focuses on the experiences and wishes of today's recreational travelers, with some specific inquiries about perceptions of safety and gaming issues.

**6:30 – 8:00 pm Conference Reception
Golden Nugget - Atlantic City
LIVE Bar**

Join us for fun at the new LIVE Bar at the Golden Nugget – Atlantic City. From the action of the casino floor to the fabulous new restaurants, shops, bars, spa, salon, pool, rooms, suites & showroom, the Golden Nugget has been transformed! Enjoy a taste of our new host property as they highlight some of their fabulous new features.

Enjoy the night out in Atlantic City.

Thursday, March 15, 2012

8:00 am – 3:45 pm Registration desk open

**8:00 – 8:45 am Continental Breakfast & Networking
with Sponsors**

8:45 – 9:15 am Leveraging visitNJ.org for your Business

Speaker: Jay Salyers, [Miles Media](#)

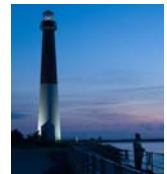
Each month over 80,000 visitors use [visitNJ.org](#) to plan their vacation to the state. Join Jay Salyers, Publishing Partner of the New Jersey Travel and Tourism Office, as he explains how every tourism business in the state can leverage free and paid promotional opportunities on this website.

9:30 am Conference Opening

Joann DeIVescio, [NJTIA President](#), [NJ Campground Owners Association](#)
Grace Hanlon, [Executive Director](#), [NJ Division of Travel & Tourism](#)

9:45 am Welcome Remarks

John F. Palmieri, [Executive Director](#), [NJ Casino Reinvestment Development Authority](#)



10:00 – 11:30 am

**Visitors Move Main Street!
Advocating the Value of the Visitor**

Speaker: Roger Rickard, A Partner in Revent LLC and Founder of Voices in Advocacy

Visitors are an essential element to the local economic engine and bring additional value to the community. There is a great story to tell about the business case of visitor gatherings. As the visitor impact grows, so do its impacts and interactions with the community at large.

What are the key issues that affect the way we do business in the visitor and travel industry? How can we effectively advocate for the value of our jobs, organizations, and industry?

Discover how to successfully communicate and support the significance of the visitor as a vital link to the community. Leave confident in your ability to speak persuasively about the value of the visitor and the industry's positive impact on jobs and the economy.

Session Highlights:

- Identify Key Visitor Stakeholders
- Understand the Value of Visitor Advocacy
- Seven Actions of Highly Effective Advocates

11:30 am – 12:00 pm The New Jersey Tourism & Excellence Awards
Presented by The New Jersey Division of Travel and Tourism. Winners will be honored.

12:15 - 1:45 pm

Celebration of Tourism Luncheon

Lieutenant Governor

Kim Guadagno is the featured speaker.



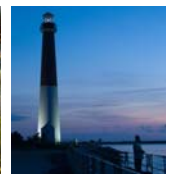
NJTIA Installation of Officers

A Sneak Peak at Future Happenings....

Anthony Catanoso & Paul Steelman, Steel Pier
James Kirkos, Meadowlands Liberty Convention &
Visitors Bureau

The New Jersey Restaurant Association will present the Tourism Diamond Awards

Don't miss the prize drawings. You must be present to win!



2:00 - 3:15 pm

Concurrent Session # 1

Facebook and Twitter- A Strategic Approach for the Tourism Industry

Speaker: David Serino, e-Strategist, Think! Social Media

Moving beyond the basics, this course will offer tips and tactics for taking your social network to the next level. Broaden audiences and increase customer engagement with renowned e-strategist David Serino of Gammet Interactive.

2:00 - 3:15 pm

Concurrent Session # 2

The Power of Consumer Insights

Speaker: William F.N. Gullan, Finch Brands, Senior Vice President, Business and Brand Strategy

With battered budgets and stiff competition, destination marketers must more effectively compel consumers than ever before. Join Bill Gullan, a world-class speaker and SVP of Business & Brand Strategy for Finch Brands (www.finchbrands.com) as he presents real-world examples and techniques of “best in class” market research practices to learn directly from consumers how best to appeal to them.

Topics will include:

- The core components of differentiable and profitable positioning
- The role consumer insights can play in determining a successful marketing message and strategy
- Winning traditional and non-traditional research techniques – with real world examples

3:15 - 3:30 pm

Refreshment Break

3:30 - 4:45 pm

Concurrent Session # 3

Travel Writers: Even More Essential in the Social Media Age

Speaker: Steve Jermanok, Founder ActiveTravels.com

Like advertising, travel content is everywhere today, from print to web to radio and television, to the latest technological craze, podcasts and smart phone applications. Many professional travel writers these days are entrepreneurs who play in all forms of media, including tweeting and blogging live on location, then heading home to write more fleshed out stories for magazines, newspapers, and the web. Steve will discuss the diversity of media options to ensure you're getting the most out of the travel writer who visits New Jersey.



3:30 - 4:45 pm

Concurrent Session # 4

Lights , Camera, \$\$\$

Speakers: Steve Gorelick, Executive Director, NJ Motion Picture and Television Commission

John Camera, Administrator, Borough of Seaside Heights
Izzy Sackowitz, Operations Director, Count Basie Theatre

On-location film and television production is big business for the state and can be very lucrative for our cities and towns. Shows featuring New Jersey have become big hits on networks like the Style Network, Bravo, MTV and the Food Network. The filming of these shows in communities such as Ocean City, Seaside Heights, Red Bank and Green Brook has become big business to the local economy.

Our panel will take you through the ins and outs of how to utilize the office of the NJ Motion Picture and Television Commission, get your town or destination ready to accommodate a production company whether it's small scale or large. You will hear firsthand how to handle all the media and public attention that goes with the production.

5:00 - 6:00 pm

Super Bowl 2014 – SUPER Opportunities for New Jersey Tourism

Get involved, create opportunities, promote your destination and benefit from this historic game. Join key representatives from the NY-NJ Super Bowl Host Committee, NJ Division of Travel & Tourism, NJ Sports & Exposition Authority and the Meadowlands Liberty CVB to kick-off your pre-game opportunities!

6:00 - 7:30 pm

Networking Reception

*Legislative Awards are being presented at Friday Lunch this year due to the legislative calendar.

Enjoy the night out in Atlantic City.

Friday, March 16, 2012

8:15 am – 12:30 pm

Registration Desk Open

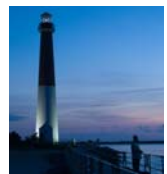
8:15 – 9:00 am

Breakfast

9:00 – 9:30 am

2011 NJ Tourism Statistics Presentation

Preliminary 2011 New Jersey tourism statistics will be presented. This session will provide an analysis of the New Jersey tourism industry's contributions to the state's economy.



9:45 – 11:00 am

**General Session
The Economy and Tourism: Blue Skies or
Hurricanes Ahead**

Speakers: Joel Naroff, [Naroff Economic Advisors](#)

Tourism is the third largest economy in New Jersey. How has the industry fared relative to other industries and the economy as a whole and why. Joel will take the complex interactions that effect tourism and look forward to how those interactions might affect the future. Learn how the big picture affects the little picture.

11:00 – 11:15 am

Refreshment Break

11:15 am – 12:30 pm

**General Session
PR's Dating Game: DMO's Vie for
Media Attention**

Your Host: Frank Dicapoulos, [Formerly Frank Cooper on the Guiding Light](#) and currently with NJ Discover.

Break out your leisure suit and the Herb Alpert music as the New Jersey Tourism Conference brings a 1960s-style Dating Game to the Golden Nugget.

Six different DMO's will compete for the attention of top travel writers in two games sessions. The winner of each game will win the grand prize of having the writer visit and write a story about their destination.

After the games, the session will conclude with both participants conducting a Q&A session with the audience and offering tips on how destination marketers can work with the media.

Get ready for a session of fun and excitement and most of all get ready to blow that kiss!

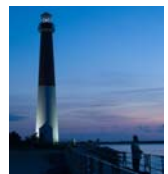
12:30 – 2:00 pm

Awards Luncheon

JerseyArts.com People's Choice Awards

NJTIA Legislative Awards: Join NJTIA as we honor selected Legislators who have championed the Tourism Industry during the last year.

Don't miss the prize drawing! You must be present to win.





NJ Travel Industry Association Executive Board

President, Joann DeVescio, NJ Campground Owners Association

Vice President, Deborah Dowdell, NJ Restaurant Association

Vice President, Sharon Franz, Steel Pier

Vice President, Vicki Clark, Cape May County Chamber of Commerce

Secretary, Brian Tyrrell, Ph.D., Richard Stockton College of NJ

Treasurer, Adam Perle, Princeton Regional Chamber of Commerce and CVB

Chairman of the Board/Past President, Marilou Halvorsen,

Jenkinson's Boardwalk & Aquarium

Executive Director, Joseph Simonetta, CAE

Conference Committee

Sharon Franz, Steel Pier, Conference Chair

Adam Perle, Princeton Regional Chamber of Commerce and CVB

Ben Rose, Greater Wildwoods Tourism Improvement and Development Authority

Brian Tyrrell, Ph.D., Richard Stockton College of NJ

Diana St. John, Count Basie Theatre

Jennifer Stringfellow, NJ Division of Travel & Tourism

Joanne Lombardi, CMP, NJ Travel Industry Association

Judy Ross, Meadowlands Liberty CVB

Kate Devaney, South Jersey Cultural Alliance

Larry Sieg, Atlantic City Convention & Visitors Authority

Laura Slomka, NJ Travel Industry Association

Linda Bruckler, Red Square Atlantic City

Lori Pepenella, Southern Ocean County Chamber/LBI Region DMO

Maria Maruca, Ocean County Tourism Advisory Council

Mark Albin, Newark Museum

Mike Porch, Cape May - Lewes Ferry

Phyllis Oppenheimer, NJ Division of Travel & Tourism

Rick Reynolds, Southern Ocean County Chamber/LBI Region DMO

**Register to attend the Conference
online at: www.njtia.org; Rates go up
after February 29th.**

NJTIA, 414 River View Plaza, Trenton, NJ 08611, 609-396-2020



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