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**NEW JERSEY TOURISM INDUSTRY GEARS UP FOR
2008 NEW JERSEY GOVERNOR'S CONFERENCE ON TOURISM**

*Annual Event for Consumers and Industry Representatives
April 9-11 at Trump Marina in Atlantic City*

TRENTON, N.J. (March 17, 2008) – The New Jersey Travel Industry Association and the New Jersey Division of Travel & Tourism today announced that registration is now open for the 2008 Governor's Conference on Tourism from April 9-11 at Trump Marina in Atlantic City. Interested consumers and organizations can learn more about the conference and pre-register at www.njtia.org.

Themed "Great Destinations in Any Direction," the 2008 Governor's Conference on Tourism will feature a variety of events, panels and discussions on several topics affecting the New Jersey tourism industry and the state's population. With a focus on strategies that will help grow the state's third largest industry and attract more visitors to the state, conference highlights include a session on "Making New Jersey the Destination of Choice," a luncheon expected to be hosted by Governor Jon Corzine, and an event closing general session of the Tourism Legislative Committees.

"The annual Governor's Conference on Tourism is extremely popular within the industry and consumers, as last year we had over 300 attendees," says Marilou Halvorsen, president of NJTIA. "New Jersey's \$37 billion travel industry is comprised of so many different types of organizations and individuals that affect the industry and consumers on a daily basis, hence the overwhelming interest in the conference. Not only are we targeting 400 attendees this year, we have already secured more than \$100,000 in sponsorship support."

Major sponsors of this year's conference include: Atlantic City Convention & Visitors Authority, New Jersey Casino Reinvestment Development Authority, Verizon, Atlantic City Electric, HMSHost, Six Flags Great Adventure - Wild Safari & Hurricane Harbor, Continental Airlines and numerous others.

"New Jersey's tourism community has forged various, widespread strategic partnerships that have continually strengthened the state's tourism industry," said Deborah Dowdell, a vice

president with NJTIA and president of the New Jersey Restaurant Association. “These vital partnerships have helped ensure the success of the annual conference, which celebrates our industry, reflects on the past year and provides direction for our future.”

For information on registering for this annual conference, interested parties can visit www.njtia.org or contact the New Jersey Travel Industry Association at (609) 396-2020.

About NJTIA

Established in 1992, the New Jersey Travel Industry Association (NJTIA) is a non-profit trade organization that represents, and speaks for, the common interests of New Jersey’s \$37 billion travel industry. As a public voice and political liaison for the entire New Jersey tourism industry, NJTIA promotes increased travel to and within New Jersey through marketing initiatives and serves as the state’s travel industry advocates with the New Jersey government. For more information, call (609) 396-2020 or visit www.njtia.org.

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