

# ANNUAL REPORT 2017

## The Elizabeth Destination Marketing Organization

“IT ALL STARTS HERE”



Elizabeth, NJ was promoted in six (6) states: Ohio | Missouri | Washington, DC | New Jersey | New Mexico | Florida and internationally in six (6) countries: Canada | El Salvador | India | Ecuador | Costa Rica | Columbia

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

- “FAM” Familiarization Tours
- Media Coverage
- Online & Print Ads
- Press Releases
- Sales Missions & Webinars
- 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.



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



### Major Highlights of 2017

#### EDMO Obtains its 2<sup>nd</sup> NJTIA Excellence Award

Elizabeth recognized for its *Partnerships* in leading marketing trends for NJ.

#### Elizabeth Tourism Secures Major Cruise Line Contract

Royal Caribbean Cruise Lines now has Excursions into Elizabeth, NJ.

#### Avianca Airlines Features Elizabeth as its Destination

EDMO hosted Familiarization tour for media from Latin America~!

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

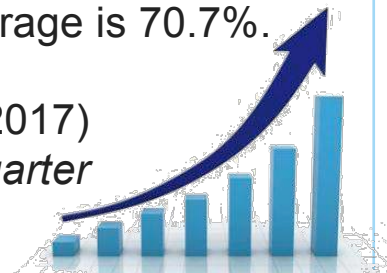
**\$ 94,776,969.45 in January 2017 to \$142,592,369.82 September of this year~!!!!**

\* 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 **64.6% in January** to a high of **88.5% in June**, with average year to date occupancy equal to **81.1%**. The national industry average is 70.7%.

In the last four quarters (4<sup>th</sup>Qtr 2016 to the 3<sup>rd</sup>Qtr 2017) our Elizabeth Hotels averaged **\$19,000,00.00 per quarter** in Gross Sales.



Tab 2 - Trend City of Elizabeth, NJ+

Standard Definition Marketing Organization  
For the Month of October 2017

Currency: USD - U.S. Dollar

### Monthly Percent Change

### Overall Percent Change

	2016												2017												2017			2017		
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2016	2016	2016	2017	2017	2017						
<b>Occupancy (%)</b>	64.6	65.6	67.0	69.2	72.6	80.6	77.2	78.0	64.6	73.4	78.7	82.7	84.5	88.5	85.5	84.0	86.1	86.4	77.0	77.0	77.0	81.1	81.1	81.1						
<b>ADR</b>	114.36	116.10	117.20	117.44	117.80	117.40	117.32	117.24	117.24	117.32	117.70	118.28	118.30	118.40	118.44	118.44	118.44	118.44	118.44	118.44	118.44	118.44	118.44	118.44						
<b>RevPAR</b>	7.28	7.68	7.92	8.12	8.52	9.48	9.12	9.12	7.68	8.52	9.12	9.72	9.96	10.44	10.08	10.08	10.08	10.08	9.12	9.12	9.12	9.12	9.12	9.12						
<b>Supply</b>	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
<b>Demand</b>	0.7	1.1	1.1	1.7	3.2	1.0	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1						
<b>Revenue</b>	7,418,287	7,854,710	8,038,804	8,041,239	8,377,065	8,232,020	8,141,754	8,141,754	7,282,020	8,232,020	8,523,020	8,912,020	9,120,020	9,312,020	9,120,020	9,120,020	9,120,020	9,120,020	9,120,020	9,120,020	9,120,020	9,120,020	9,120,020	9,120,020						
<b>Genus PPGS</b>	10	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11						
<b>Genus Rooms</b>	2330	2336	2336	2336	2336	2336	2336	2336	2336	2336	2336	2336	2336	2336	2336	2336	2336	2336	2336	2336	2336	2336	2336	2336						
<b>% Revenue Participation</b>	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3						

A blank cell indicates no report data.

Occupancy up 3.1% since 2016  
Average Daily Rate up .25% since 2016

## Digitally Speaking...

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

### EDMO WEBSITE

**GoElizabethNJ.com**

For the 2017 year, GoElizabethNJ.com had **178,074 page views**, with an average time on page reaching 2 minutes. The "EVENTS" page received the most page views with over **26,015 visits** (as of November 2017). 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 3,343 "likes". From our Facebook page, the organic visitation to our GoElizabethNJ.com provided an additional **11,428 visitors**. With the removal of various paid advertisements, we were able to provide more quality visitors to our website which in turn increased our time on site (**averaging 2 minutes**).



## 2017 EDMO Analytics Overview

178,074 Page Views  
11,428 Organic Website Referrals  
GoElizabethNJ mobile app now has global users

### 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 various countries such as *Brazil, Ecuador, Chile, Indonesia, Argentina and more*. Proof that tourists are downloading the Elizabeth app when they are visiting here.





## Elizabeth, NJ earns its spot on the map! Exposed in 6 states & 6 countries

### TRADESHOWS

2017 continues EDMO's exposure in the tourism tradeshow sector of marketing a destination. Elizabeth, NJ was notably present in **six (6) states:** Ohio | Missouri | Washington, DC | New Jersey | New Mexico | Florida and **internationally in six (6) countries:** Canada | El Salvador | India | Ecuador | Costa Rica | Columbia. 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. EDMO Provided an estimated total of **384** new direct contacts to local area hotels 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.*).

Date(s)	Trade Show Name	Description
<b>Jan. 12-18</b> <i>Cleveland, OH</i>	(ABA) American Bus Assoc.	<b>Market Segment:</b> <u>Group Bus Tours</u> America's largest bus association convention and individual business meetings
<b>Feb. 26-Mar.3</b> <i>St. Louis, MI</i>	(NTA) National Travel Association	<b>Market Segment:</b> <u>Group Tours &amp; Travel Agents</u> One of America's largest travel conferences and individual business meetings
<b>Jun. 3-8</b> <i>Washington, DC</i>	(IPW) International PowWow (Us. Travel Assoc.)	<b>Market Segment:</b> <u>International Group Tour</u> America's largest destination tradeshow's for international tour operators. (Inclusive of pre-scheduled individual business meetings.)
<b>Jun. 28-29</b> <i>Atlantic City, NJ</i>	Meetings Quest	<b>Market Segment:</b> <u>Corporate Meeting Planners</u> Intimate conference focusing on corporate and individual business meetings
<b>Jul. 11-15</b> <i>Montreal, Canada</i>	(DMAI) Destinations International	<b>Market Segment:</b> <u>Educational</u> Educational seminar on destination marketing organizations and industry trends
<b>Aug. 25-29</b> <i>Albuquerque, NM</i>	(SYTA) Student & Youth Travel Assoc.	<b>Market Segment:</b> <u>Student Group Tours</u> One of America's largest travel conferences focused sole national destinations for student group tour experiences and individual business meetings
<b>Oct.30-Nov. 2</b> <i>Orlando, FL</i>	TEAMS' 17	<b>Market Segment:</b> <u>Sporting Events</u> 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.)

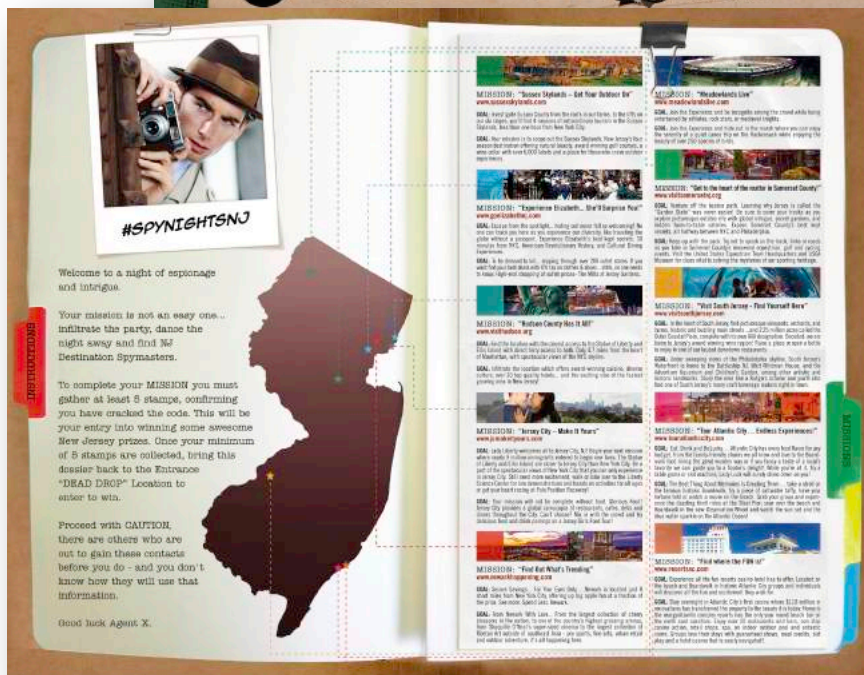


## NJTIA & NJDMO Partnerships

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.

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 research (Destination Next & Civitas), coop-marketing opportunities to cross sell destinations and run unique events that brought greater collective exposure for NJ State Tourism.



# EDMO Paid Advertisements

## PRINT ADS



## DIGITAL ADS



## cvent

EDMO provided an additional **32** RFP's to local hotels that they would **not** have received otherwise through Cvent, as EDMO was named the sole recipient.

This consisted of **21** meetings and **6,905** total room nights potentially enhancing the market.

Ad Date Range	Digital Platform	Total Impressions	Total Delivered	Total Clicks	Additional Information
2/21/17-5/2/17	NTA Online Newsletter Ads	30,247	46,446	4	
3/22/17-6/7/17	USTA IPW Banner Ad	161,353	377,759	152	
3/17/17-10/17/17	Multiview Behavioral Targeting B2B	1,079,522	1,079,522	2,192	
2017 year	CVENT Digital Ads	N/A	78 RFPs Delivered	N/A	
10/1/17-12/31/17	Travelport	N/A	N/A	N/A	163 Confirmed Roomnights Booked through Travelport in October



## 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.

Date(s)	Event Title	Description
January	 EWR Travelers Aid Info Session	<b>Market Segment: Airport Staff Education on Elizabeth, NJ</b> EDMO & SIMON worked together to showcase Elizabeth, NJ and educate Newark Liberty International Airport Travelers Aids on local area hotels, shopping opportunities, historic sites, dining establishments and other local area attractions.
March	JBS FAM Trip	<b>Market Segment: Group Business</b> EDMO & SIMON worked together to host executives from JBS who were looking to learn more about the Elizabeth, NJ area so they could increase room nights and book additional groups.
April	NJ Youth Symphony	<b>Market Segment: NJ Youth</b> SIMON invited EDMO to have a hospitality table to assist over 400 participating youth and their families to inform them on local area dining establishments, historic sites and hotel accommodations for future participation and extending their visit into Elizabeth, N.J.
May	Hospitality Reception	<b>Market Segment: Hotel DOS, Sales Managers &amp; Concierge</b> SIMON coordinated a joint Elizabeth & Newark DMO/ CVB opportunity to get all Hotel DOS; Sales Managers & Concierge staff acclimated with local area hotels and attractions.
October	Merchant Information Session	<b>Market Segment: Local SIMON Merchants</b> EDMO & SIMON worked together to inform their merchants about the goelizabethnj.com website and mobile app. While also informing them of local area hotels, shopping opportunities, historic sites, dining establishments and other local area attractions.
November	Mexico Shopping Bloggers Event	<b>Market Segment: Shopping Bloggers w/ extensive reach in Mexico</b> EDMO partnered with SIMON and hosted 4 TOP Fashion bloggers by providing them information on “can’t shop all in one day, stay across the way” packages. Unfortunately no hotel participated in SIMON’s request for assistance of 4 rooms for 1 night- the bloggers ended up staying in NYC and traveling to the mall.
	Tour America	<b>Market Segment: Tour Operators</b> SIMON invited EDMO to meet fifteen (15) Irish Tour Operators who were coming off of a Royal Caribbean Cruise from Bayonne Cape Liberty Cruise Port. EDMO gave gift bags complete with packets, information on our hotels and shared information about the new RCCL partnership of Excursions into Elizabeth, NJ.

### 6.3 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 **6.3 million mall shoppers**, visiting the Dining Emporium/food court area, were exposed to Elizabeth, NJ either by a physical visibility or actual kiosk engagement. This estimate is based on a capture rate of 35% of SIMON’s 18 million annual visitors in 2017! 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.



### 120,000+ 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 and estimates of over 120,000 people on a yearly basis, not factoring in all those driving passed the vehicle, nor accounting for the visibility around the airport terminals.

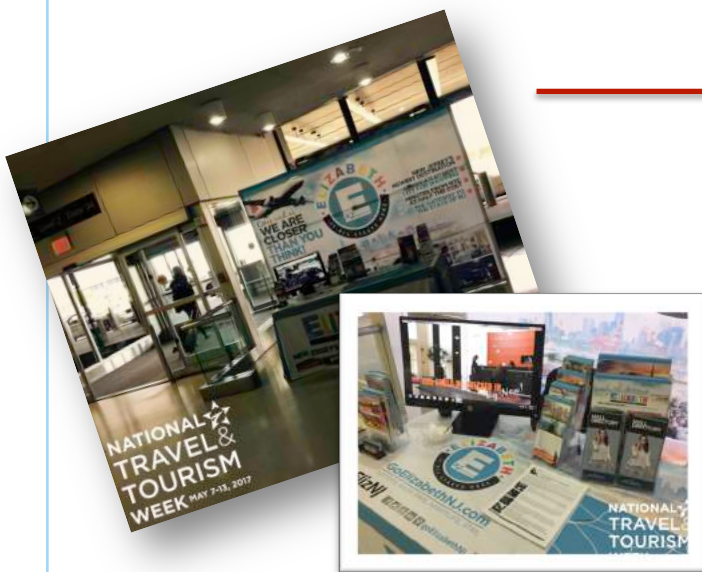
## Local Event Promotions

In 2017, 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.

### APRIL ~ RIX MAG EXOTIC CAR SHOW

On Saturday April 22<sup>nd</sup>, 2017 at 5pm, RIX Magazine opened the doors to one of New Jersey's largest parking decks, a (9) nine level parking deck in the heart of mid-town Elizabeth, NJ. The world-class high-level exotic car show was truly be an experience that revolutionized the car-show industry in the northeast, drawing over 300 show cars and over 1000 car enthusiasts from across the NY Metro area.

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



### MAY~ NATIONAL TOURISM WEEK

To celebrate National Tourism Week, EDMO put Elizabeth, New Jersey on display in Terminal A at Newark Liberty International Airport. Passengers disembarking were able to personally learn about all there is to do in Elizabeth during their stay into the NY/NJ Metro area!



Newark Liberty  
INTERNATIONAL AIRPORT

### 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 2017 theme of the Tour de Elizabeth was "Sounds of our City".

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







## JUNE ~ GOLF2ALL MEDIA FAM TOUR

With the support of the Embassy Suites whom provided three (3) room nights for the **Editors of Golf2all lifestyle** magazine, EDMO was able to host a Media FAM tour where Elizabeth, NJ was able to obtain extensive exposure to their high-end readers. Elizabeth, NJ was their featured destination and covering the story of *“Stay in Elizabeth, during your next travels into the NY/NJ Metro area, you get two destinations /experiences for practically the price of one.”* Originally their coverage was to be only 3 pages, however after their personal experiences they were not able to grant us anything less than 6 pages (pg.48-53) of coverage highlighting everything from Elizabeth’s proximity to NYC, great golf within minutes, awesome shopping deals, amazing hotel accommodations: The Embassy Suites, historical sites and our cultural dining and nightlife. To view the full article visit the EDMO media page at [www.goelizabETH.com/media](http://www.goelizabETH.com/media) or [CLICK HERE](#).



## JUNE ~ TOAST TO AMERICA EVENT

The Consul General of the Republic of Portugal, Consul Pedro Oliveira worked with EDMO and Liberty Hall throughout the entire planning process of his 2017 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.



CONSULADO GERAL DE PORTUGAL  
EM NEWARK

## JULY ~ CELEBRATE HAMILTON RETURNS

Nationally recognized, the Alexander Hamilton Awareness Society returned last July to host another a two-day event in Elizabeth during their Second Annual Hamilton Tours/Convention. During the two days, hundreds gathered at The Liberty Hall Museum, Boxwood Hall and The Snyder Academy of Elizabethtown. Those who attended walked in Hamilton’s footsteps, discovered new archives that were uncovered, had a meet-and-greet with famous Hamilton scholars and authors.



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



## JULY ~ SUGAR BERT BOXING EVENT

The 2017 Sugar Bert Boxing/Title Belt National Championship Qualifier Series came to the New York Metro-Area on June 30 – July 2, 2017 as Elizabeth, NJ revitalized it's old legend as being one of the boxing meccas of the NorthEast. This was SBBP second leg on a three-city tour to identify the crème de la crème in Amateur boxing. The weekend began with Boxer Registration and a Press Conference at The Mills at Jersey Gardens. All the action inside the rings took place at the Thomas Dunn Sports Center on Saturday and Sunday, July 1 -2, 2017. Boxing legends - World Heavyweight Champion Evander "Real Deal" Holyfield, 2016 Silver Medalist Shakur Stevenson, Al Cole, Olympic Medalist and Light Heavyweight Champion, along with legendary coach Willie Moses were in attendance.



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



## OCTOBER ~ RIXMAG CAR SHOW

On Saturday, October 7<sup>th</sup>, 2017 at 6pm, RIX Magazine re-opened the doors to one of New Jersey's largest parking decks, a (9) nine level parking deck in the heart of mid-town Elizabeth, NJ. The world-class high-level exotic car show was truly an experience that revolutionized the car-show industry in the northeast, drawing hundreds of car enthusiasts from across the NJ/NY Metro area.

Website landing page | Homepage takeover  
Onsite event support

## NOVEMBER ~ AVIANCA AIRLINES FAM

EDMO worked with Avianca Airlines on their new inaugural direct flights from Latin America into Newark Liberty International Airport. Country Inn & Suites, Crowne Plaza, Embassy Suites, Hampton Inn, HILTON each donated 4 room nights to make this exposure possible so Elizabeth tourism could host top 10 media from Latin America: El Salvador, Costa Rica, Ecuador and Colombia. They are running extensive exposure covering the story of "Stay in Elizabeth, the Latin American Community, your home away from home during your next travels into the NY/NJ Metro area when using Avianca Airlines' new direct routes." During the November 17th thru 19th Familiarization Tour of Elizabeth, NJ, tours included site visits of local area hotels, SIMON: The Mills at Jersey Gardens, The Consulate of El Salvador, Elizabeth Avenue Partnership, Don Felix Restaurant & Bar, Noches de Colombia, Urban Griddle, The Snyder Academy of Elizabethtown, Parador Rojo, The Lobby Sports Bar, Donde Mi Ama, Chupito's Lounge and Barcode.





**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 three (3) internship programs offering hands on work experience in exchange for college credits, a **savings to EDMO per semester of \$3,200.**



**MONTCLAIR STATE**  
UNIVERSITY

## Restaurant Week



Exposing the local restaurants to a wider audience helps support the initiative for an all around betterment of Elizabeth, which in turn feeds tourism, as a year-round destination EDMO implemented 2 Restaurant Weeks (February & July) With 8 participating local restaurants; the program brought **1,914 website page-views**, an webpage **increase of 23% since 2016's** event. This program has been established to help gain exposure for Elizabeth as a Cultural Dining Destination.

## 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), and dining segment meetings (partnering with the Elizabeth Health Dept. and local restaurants).

### 2017 EDMO BOARD MEETINGS

DATE	LOCATION
February 21, 2017	Manolo's Restaurant
April 25, 2017	The Mills at Jersey Gardens
June 26, 2017	Crowne Plaza
August 30, 2017	Warinanco Ice Skating Rink
October 24, 2017	Liberty Hall Museum
December 19, 2017	TBA

### 2017 HISTORY SEGMENT MEETINGS

DATE	LOCATION
June 19, 2017	The Snyder Academy
August 8, 2017	City Hall
September 28, 2017	Office of Cultural and Heritage Affairs

### 2017 DINING SEGMENT MEETINGS

DATE	LOCATION
January 10, 2017	City Council Chambers
May 15, 2017	City Council Chambers



## Additional Meetings EDMO Facilitated

EDMO was invited by City Council President Councilman Torres to present an EDMO (Elizabeth Tourism) update to members of the City Council of Elizabeth on the overall progress of its initiative.



EDMO conducted two (2) informational forty-minute webinars in conjunction with the American Embassies in **India** and **El Salvador** to travel industry partners and tour operators on Elizabeth New Jersey's Newest Destination.



In January of 2017, EDMO hosted one of the New Jersey Destination Marketing Organization's quarterly meetings, in hopes of other DMO's & CVB's across the state to begin familiarizing themselves with Elizabeth as a Destination. This personal experience is vital to cross-selling destination assets much easier when engaging with travel industry professionals.



# EDMO'S LOCAL CONTRIBUTIONS



## EDMO COORDINATED PROGRAM FOR BOARD OF EDUCATION & HISTORIC MUSEUMS

In attempt to assist local area museums with increased visitation and to assist enhancing the local tourism culture, EDMO facilitated a joint coordinated proposal with local historic museums for Elizabeth students who will now have the chance to learn the history of Elizabeth by visiting three historic sites in two field trips on two separate days. Fully giving students the opportunity to explore the authentic history and heritage of Elizabethtown.

For more information on the project visit:  
[www.goelizabethnj.com/BOE](http://www.goelizabethnj.com/BOE)

**ELIZABETH**  
IT ALL STARTS HERE

**THE ELIZABETHTOWN STORY**  
A JOURNEY THROUGH THREE CENTURIES

**4th Grade - Field Trips**  
Experience Elizabeth History by visiting

**THE SNYDER ACADEMY OF ELIZABETHTOWN**  
• DISCOVER THE REMARKABLE STORY OF ELIZABETH'S FOUNDING AND DEVELOPMENT FROM 1664-1826

**BOKWOOD HALL**  
• EXPLORE THE HOME OF ELIAS BOUDINOT AND WALK THE SAME FLOORS AS ALEXANDER HAMILTON

**LIBERTY HALL MUSEUM**  
• TRACE THE HISTORY OF THE AMERICAN REVOLUTION AT THE HOME OF NJ'S FIRST ELECTED GOVERNOR, WILLIAM LIVINGSTON

Students will learn the history of Elizabeth by visiting three historic sites in two field trips on two separate days giving students the opportunity to fully explore the history and heritage of Elizabethtown!

[Trip A will explore Bokwood Hall and The Snyder Academy of Elizabethtown. Trip B will explore Liberty Hall Museum.]

**Topics include:**

- Founding of Elizabethtown in 1664
- The lives of children in colonial Elizabethtown
- Elizabethtown during the Revolutionary War
- ...and so much more !!

Program cost: \$13 per student inclusive of materials, supplies and program fees for all three sites. Students must bring their own lunches. The Elizabeth Public Schools will provide transportation to and from the sites.

For more information or to schedule your class:  
Please call (908) 527-0400 or email Maryellen McVeigh at [marymcy@kean.edu](mailto:marymcy@kean.edu)

[www.GoElizabethNJ.com/BOE](http://www.GoElizabethNJ.com/BOE) #goElizNJ

EXPERIENCE THE UNEXPECTED



## EDMO CREATES ELIZABETH SHINES FOUNDATION

The primary focus of the **Elizabeth Shines Foundation** is to provide a funding source to use on respective projects that contribute to increasing and improving the overall appearance of Elizabeth, New Jersey through select beautification projects that enhance the marketing and development efforts of the Elizabeth Destination Marketing Organization that promotes the City of Elizabeth as a year-round destination. *i.e. Hosting an Annual Fundraiser, collect proceeds from large event ticket sales, etc.*

For more information on the Elizabeth Shines Foundation visit:  
<http://www.goelizabethnj.com/Elizabethshines>



## NATIONAL NIGHT OUT

EDMO participated with the City of Elizabeth and its local organizations and services at the Annual Elizabeth National Night Out. EDMO showcased Elizabeth as a new destination by providing collateral samples and general information of hotels, attractions, the website and mobile app.

## EDMO CONNECTS TOURISM PARTNERS WITH LOCAL ORGANIZATIONS

Elizabeth DMO was proud to connect Newark Liberty International Airport Westfield Employees with one of our local organizations this Thanksgiving holiday. Our Elizabeth Jefferson Park Day Care Center received ten (10) generous gift basket donations for their students and families in most need from the Newark Airport/Westfield Employees.



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## EDMO BROUGHT A NATIONAL TRAVELING ART MURAL TO ELIZABETH & UNVISION BROADCASTS LIVE

In attempt for national exposure, EDMO partnered with Univision and Curaçao's project of #MiVozCuenta. Elizabeth, New Jersey was part of their national tour across country. They made a stop at Veterans Memorial Park before heading down to Washington DC to showcase the artwork of kids all over the country voicing their opinions on the recent immigration debate. There was extensive media coverage promoting Elizabeth, NJ with this attraction.



UNIVISION  
COMMUNICATIONS INC

# EDMO Secures Royal Caribbean Cruise Line Excursions into Elizabeth, N.J.

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.

EDMO has obtained four (4) excursions approved by Royal Caribbean Cruise Lines [RCCL], inclusive of two (2) 3.5-hour excursions and two (2) 6.5-hour excursions of Elizabeth, NJ that highlights our shopping, historic sites and dining establishments. Beginning this October RCCL began selling two (2) of the approved excursions: *Calling All History Buffs* and *Snap-Play-Shop*.



[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



7 Press Releases distributed through PRWeb.com

1,091,988,240  
Total Audience Reach

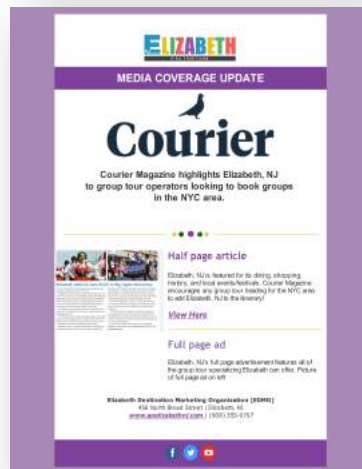
19,157  
Total Release Reads

1,212  
Online Pickups by Nation Wide Media Sources

Release Date	Press Release Title	Full Release Reads	Release Interactions					Media Pick-Up Reports	
			PDF	Print	Watched Video	Downloads	Total Click Throughs	Exposure on Media Outlet Sites	Total Potential Audience/Readers
4/21/17	RIX Magazine Debuts 2017 "Back-to-Basics" Car Show Tour Series on April 22nd in Elizabeth, New Jersey	4,098	9%	47%	n/a	17%	38	182	194,958,900
6/23/17	Sugar Bert Boxing/Title Belt National Championship Qualifier Comes to NY-Metro Area	2,437		24%	53%	24%	10	91	77,660,000
7/11/17	Alexander Hamilton in Elizabeth, New Jersey	1,918	10%	70%	20%		0	179	188,273,800
9/27/17	In Elizabeth, New Jersey, Hispanic Heritage Month Comes Alive on Elizabeth Avenue	1,806	14%	86%	n/a			177	186,463,400
9/30/17	RIX Magazine moves into its second gear of the season "Night Shift Edition 2.0" Exotic Car Show Tour Series Returns to Elizabeth, NJ on October 7th, 2017	3,699	1%	9%	60%	1%	11	88	70,313,840
10/13/17	Elizabeth, NJ Opens its Doors to the Public for a Sampling of its Diverse Cultural Cuisine on October 16th for the 11th Annual Taste of Elizabeth	1,829	13%	75%	13%		1	161	182,134,000
11/16/17	Elizabeth Becomes Newest Excursion Destination for Royal Caribbean Cruise Lines Passengers Disembarking from Cape Liberty Cruise Port	1,668	23%	62%	n/a	1%	2	167	193,571,600
11/17/17	Avianca Airlines Launches New Flight & its Featured Destination- Elizabeth, New Jersey	1,702	21%	36%	n/a	36%	5	167	193,571,600
		<b>19,157</b>						<b>1212</b>	<b>1,286,947,140</b>



# Media Coverage on Elizabeth, NJ Tourism



EDMO was featured four (4) times on the Elizabeth "Our City" TV Program with Mayor Bollwage. Informing the public on Elizabeth's tourism initiative and progress.

**Cablevision- Channel 18**  
**Fios- Channel 39**



June 6<sup>th</sup>, 2017



November 7<sup>th</sup>, 2017



October 2<sup>nd</sup>, 2017

\*December 2017 taping with Royal Caribbean Cruise Line, Cape Liberty Port Director & NJ State Tourism Director. (Photo not yet available).



## Additional Media Coverage on Elizabeth, NJ

It is evident through the various media outlets Elizabeth, New Jersey has gained the attention of the tourism industry. The Elizabeth Destination Marketing Organization was contacted numerous times throughout 2017 for information on the destination and its attractions.

The continued exposure on various topics continues to bring brand awareness to a growing destination while putting Elizabeth, NJ on the map for the tourism industry. What was once simply an “old port city” is now at the forefront of a revitalization and new trending destination in the eyes of the media.

2017 Media Coverage			
Pub. Date	Publication Name	Headline	Link
Jan-17	NJ.com	Author to give virtual tour of locations from "Hamilton"	<a href="#">Click here</a>
Jan-17	revistadeviaje.com	Surprises and memories of Newark on the "fam trip" of United Airlines with Honduran travel agents	<a href="#">Click here</a>
Apr-17	The Daily Meal	Santillo's Pizza Named Best Pizza in NJ	<a href="#">Click here</a>
Jul-17	Buzzfeed.com	Best Brunch Spots in Every State, According to Yelp	<a href="#">Click here</a>
Jun-17	June Courier Magazine	Elizabeth, NJ Add its Own Flavor to Big Apple Itineraries	<a href="#">Click here</a>
Jun-17	revistadeviaje.com	New Jersey Invited to Spy Night	<a href="#">Click here</a>
Jun-17	Inbound Report	Elizabeth, NJ Makes Top Ten List	<a href="#">Click here</a>
Jul-17	CBS New York	Centuries-Old Wine Discovered in Cellar at NJ Museum	<a href="#">Click here</a>
Jul-17	NJ.com	What a find: Museum discovers lost wines almost as old as the country itself	<a href="#">Click here</a>
Jul-17	ABC News	Wine Dating from the American Revolution Era discovered at historic New Jersey house	<a href="#">Click here</a>
Aug-17	Golf2All Magazine	Featured Destination: Elizabeth	<a href="#">Click here</a>
Nov-17	Group Tour Northeastern Magazine	Get big-city charm and a hometown feel in Elizabeth	<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)



## Elizabeth Destination Marketing Organization

456 North Broad Street  
Elizabeth, New Jersey 07208

### EDMO Voting Members:

Country Inn & Suites - Lisa Podlinski  
Crowne Plaza – John Burton  
Courtyard by Marriott - Gabriel Kuan  
Embassy Suites – Wendy Meher  
Marriott Properties (Renaissance, Residence Inn, Courtyard) – Laura Danjowski/Lara Braunstein  
Hampton Inn - Brian Sokol  
Hilton Newark Airport - Craig Williams

Mayor's Designee - Darren Bryden  
City Council - Frank Cuesta / 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:

The Snyder Academy - Marybeth Lapham  
Liberty Hall Museum - William Schroh  
Boxwood Hall – Katherine Craig

