

ASSEMBLY, No. 5098

STATE OF NEW JERSEY

220th LEGISLATURE

INTRODUCED JANUARY 23, 2023

Sponsored by:

Assemblyman ROY FREIMAN

District 16 (Hunterdon, Mercer, Middlesex and Somerset)

Assemblyman WILLIAM W. SPEARMAN

District 5 (Camden and Gloucester)

Assemblywoman ELLEN J. PARK

District 37 (Bergen)

Co-Sponsored by:

Assemblymen Stanley, Verrelli, Karabinchak, Assemblywoman Reynolds-Jackson, Assemblymen Mukherji, Sampson, Sauickie and Assemblywoman Lampitt

SYNOPSIS

Establishes new tourism regions and subregions in New Jersey.

CURRENT VERSION OF TEXT

As introduced.



(Sponsorship Updated As Of: 2/16/2023)

1 AN ACT establishing new tourism regions and subregions in New
2 Jersey and amending P.L.1977, c.225.

3
4 **BE IT ENACTED** *by the Senate and General Assembly of the State*
5 *of New Jersey:*

6
7 1. Section 9 of P.L.1977, c.225 (C.34:1A-53) is amended to
8 read as follows:

9 9. In the pursuance and promotion of a State policy on tourism,
10 the division, at the direction of the Secretary of State, shall:

11 a. Provide and promote adequate opportunities for county and
12 municipal participation, federal agency participation, and private
13 citizens' involvement in the decision-making process of tourism
14 planning and policy formulation;

15 b. Encourage all State, county, and municipal governmental
16 and private agencies to do their utmost to assure the personal safety
17 of residents and tourists both within and without tourist destination
18 areas;

19 c. Take whatever administrative, litigable, and legislative steps
20 as are necessary to minimize the problems of tourists in not
21 receiving contracted services, including transportation, tours,
22 hotels;

23 d. Attempt to reconcile and balance the activities and
24 accommodations of the tourist with the daily pursuits and lifestyles
25 of the residents;

26 e. Develop an understanding among all citizens of the role of
27 tourism in New Jersey, both in terms of its economic and social
28 importance and the problems it presents, through appropriate formal
29 and informal learning experiences;

30 f. Cooperate with the Department of Education to promote
31 throughout the educational system of New Jersey an awareness of
32 New Jersey history and culture;

33 g. Ensure that the growth of the tourist industry is consistent
34 with the attainment of economic, social, physical, and
35 environmental objectives in any State plan and county plans that are
36 adopted;

37 h. Continuously monitor and evaluate the social costs of
38 growth of the tourist industry against the social benefits;

39 i. Emphasize in the State's tourism promotional efforts the
40 high quality of the State's natural and cultural features;

41 j. Promote the tourist industry through such activities as
42 Visitors Bureaus and similar county and municipal agencies, and
43 assure that the tourist industry contributes its fair share of the cost
44 of such promotion;

EXPLANATION – Matter enclosed in bold-faced brackets **[thus]** in the above bill is
not enacted and is intended to be omitted in the law.

Matter underlined thus is new matter.

1 k. Request and receive from any department, division, board,
2 bureau, commission, or other agency of the State, or any political
3 subdivision or public authority thereof, such assistance and data as
4 may be necessary to enable the division to carry out its
5 responsibilities under this act;

6 l. In consultation with the council, review annually and, if
7 necessary, revise or update the 10-year master plan developed
8 pursuant to section 8 of P.L.1977, c.225 (C.34:1A-52), and submit a
9 report to the Governor and the Legislature containing an evaluation
10 of the preceding year's activities and developments in tourism and
11 the revisions recommended in the master plan;

12 m. At the direction of the council, operate the division's Travel
13 and Tourism Cooperative Marketing Campaign Program; **[and]**

14 n. Establish and operate the division's Travel and Tourism
15 Advertising and Promotion Program; and

16 o. Encourage the division to promote the development of local
17 marketing organizations, including but not limited to destination
18 marketing organizations and convention and visitor bureaus.

19 In the pursuance and promotion of a State policy on tourism,
20 there shall be three tourism regions in the State. The three regions
21 shall be as follows:

22 1. The Northern Tourism Region shall be comprised of Sussex,
23 Warren, Morris, Passaic, Bergen, Essex, and Hudson Counties.

24 2. The Central Tourism Region shall be comprised of
25 Hunterdon, Somerset, Union, Middlesex, Mercer, Monmouth, and
26 Ocean Counties.

27 3. The Southern Tourism Region shall be comprised of
28 Burlington, Camden, Gloucester, Atlantic, Salem, Cumberland, and
29 Cape May Counties.

30 The division shall establish up to three subregions within the
31 northern, central, and southern tourism regions, in consultation with
32 the destination marketing organizations in the region. The division
33 shall encourage the development of at least one destination
34 marketing organization to operate solely in each subregion, in
35 addition to any organization operating in the entire region. The
36 division shall encourage all destination marketing organizations to
37 operate collaboratively for the promotion of tourism within the
38 entire tourism region.

39 (cf: P.L.2007, c.253, s.6)

40
41 2. This act shall take effect immediately.
42
43

44 STATEMENT

45
46 This bill establishes new tourism regions and subregions in New
47 Jersey. The bill establishes three tourism regions for the northern,
48 central, and southern parts of the State. The northern tourism

1 region will be comprised of Sussex, Warren, Morris, Passaic,
2 Bergen, Essex, and Hudson counties. The central tourism region
3 will be comprised of Hunterdon, Somerset, Union, Middlesex,
4 Mercer, Monmouth, and Ocean counties. The southern tourism
5 region will be comprised of Burlington, Camden, Gloucester,
6 Atlantic, Salem, Cumberland, and Cape May counties.

7 The Division of Travel and Tourism will also establish up to
8 three subregions within the northern, central, and southern tourism
9 regions, in consultation with the destination marketing
10 organizations within each tourism region. The division shall
11 encourage the development in each subregion of at least one
12 destination marketing organization to operate solely within each
13 subregion. The division is to encourage all destination marketing
14 organizations to operate collaboratively for the promotion of
15 tourism within the entire tourism region.