LEGISLATIVE FISCAL ESTIMATE
ASSEMBLY, No. 5122
STATE OF NEW JERSEY
222nd LEGISLATURE

DATED: NOVEMBER 16, 2026

SUMMARY

Synopsis: Establishes Rest Stop Tourism Display Program.

Type of Impact: Annual State expenditure increase; potential State revenue increase.

Agencies Affected: Division of Travel and Tourism in the Department of State; Department of Transportation; South Jersey Transportation Authority; New Jersey Turnpike Authority.

Office of Legislative Services Estimate

Fiscal Impact	Annual
State Expenditure Increase	Indeterminate
Potential State Revenue Increase	Indeterminate

- The Office of Legislative Services (OLS) estimates that establishing a Rest Stop Tourism Display Program in the Division of Travel and Tourism would result in an indeterminate annual State cost increase. The OLS does not have a precise estimate because it cannot predict the extent to which the bill will result in additional information displays and staffing costs.

- Testimony provided during a June 2026 Assembly Tourism, Gaming and the Arts Committee meeting indicates that the State and external destination marketing organizations already contract for informational displays at New Jersey rest stops and welcome centers.

- State revenues may also increase by an indeterminate amount if the division assesses a fee for destination marketing organizations and businesses to participate in the program.

BILL DESCRIPTION

This bill establishes a Rest Stop Tourism Display Program in the Department of State's Division of Travel and Tourism.

Under the bill, the division will coordinate with the Department of Transportation, the South Jersey Transportation Authority, the New Jersey Turnpike Authority, destination marketing organizations, and businesses to install temporary informational displays promoting tourism

attractions and locations near highway rest stops. The displays will be temporary and the length of time the display is offered will be determined jointly by the division and the appropriate highway rest stop transportation authority. The displays may include an informational exhibit, free informational materials that may be taken by visitors at the rest stop, and materials sold by owners of local tourism attractions and destinations.

The bill permits destination marketing organizations and businesses to propose the installation of displays at highway rest stops. The division will publish information on the division's Internet website detailing how to apply to install a temporary informational display at a nearby highway rest stop.

The bill requires that, every six months, the South Jersey Transportation Authority and the New Jersey Turnpike Authority will submit to the Department of Transportation and to the division a list of planned and existing displays at highway rest stops for the following six months.

FISCAL ANALYSIS

EXECUTIVE BRANCH

None received.

OFFICE OF LEGISLATIVE SERVICES

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Testimony provided during the June 1, 2026 Assembly Tourism, Gaming and the Arts Committee meeting indicates that the State and external destination marketing organizations already contract for informational displays at New Jersey rest stops and welcome centers.

State revenues may also increase by an indeterminate amount if the division assesses a fee for destination marketing organizations and businesses to participate in the program.

Section: *State Government*

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This legislative fiscal estimate has been produced by the Office of Legislative Services due to the failure of the Executive Branch to respond to our request for a fiscal note.

This fiscal estimate has been prepared pursuant to P.L.1980, c.67 (C.52:13B-6 et seq.).