



Advocates for New Jersey History

Did you know?

- Arts, History and Tourism contribute nearly \$5 billion in state tax revenue, annually.
- Cultural activities and tourism promotion are supported ONLY through a dedicated revenue source that is the NJ Hotel/Motel Occupancy Fee (P.L. 2003, c. 114). This legislation established a certifiable and renewable source of revenue for arts, history, and tourism promotion.
- Visitor trips to New Jersey destinations grew 4.4% in 2014
- Despite casino closures, the New Jersey travel economy grew by 3.8% in 2014, a 4.4% visitor expansion

Why are State dollars for Arts, History and Tourism important in New Jersey?

New Jersey's non-profit arts industry

- Generates over \$1.5 billion each year, through direct and indirect patron spending
- Supports
 - Over 75,000 jobs
 - Over 37,000 public events each year
 - Over 4 million schoolchildren served, on-site and outreach educational programs

New Jersey's history community

- Generates \$580 million each year in economic activity, through heritage tourism, historic rehabilitation and organizational spending
- Supports
 - Over 21,000 paid jobs
 - 6.4 million visitors annually
 - Over 2 million schoolchildren served, on-site and outreach educational programs

New Jersey's tourism industry

- Generates \$36.4 billion each year in economic activity, through direct patron spending
- Supports
 - 315,952 jobs including indirect and induced impacts
 - Over 93 million visitors annually