



NEW JERSEY

Delaware Bayshore

Nature Tourism and Economic Development

TOP STUDY RESULTS



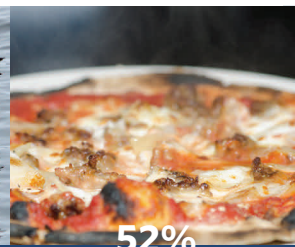
250
SURVEYS
COMPLETED



99%
WOULD
RETURN



50%
VISIT 5+
TIMES/YEAR



52%
PURCHASED
A MEAL



#1
REASON TO VISIT:
WILDLIFE VIEWING

New Jersey's often overlooked southern ribbon of state boasts a natural wonderland called the Delaware Bayshore. It has a quarter million acres of protected land, diverse habitats that support all sorts of interesting birds and wildlife, and plenty of amenities for visitors. Most notably, you don't have to take a plane to get there.

Our Vision

The Nature Conservancy is collaborating with local and state partners to leverage the natural and cultural treasures of the New Jersey Delaware Bayshore to drive economic development through cultural and

nature-based tourism. Together, we are striving to:

- Increase the number of visitors to the area
- Increase visitor spending at local businesses
- Maintain the region's cultural and natural integrity

The Study

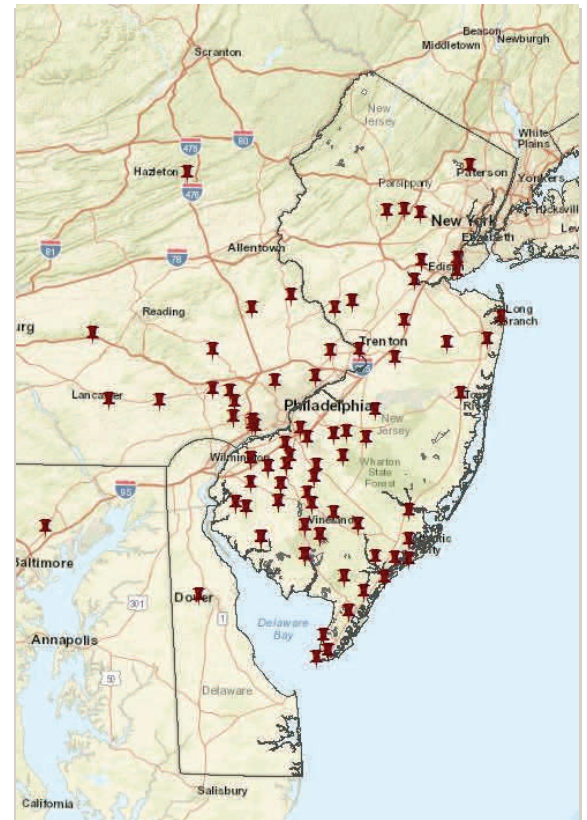
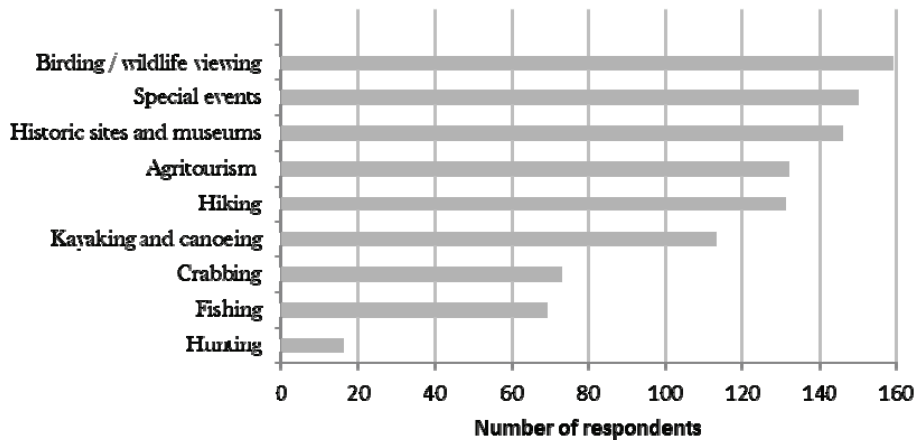
Tourism is important for New Jersey's economy: the industry reached \$43.4 billion in 2015. Yet, little is known about visitors to the Cumberland County Delaware Bayshore.

We conducted a study of out-of-town visitors

(Continued on back)

May to October 2015. Questions posed covered a variety of activities, including birding, hiking, kayaking, boating, agritourism, visits to historic sites and museums, hunting, fishing, and events. While the surveys were not randomized, the trends in the results still provide valuable insights into visitor behavior.

Number of visitors selecting "likely" or "highly likely" for doing these activities in the Cumberland County Bayshore



Visitors surveyed came from all across New Jersey. Additional participants (not shown on map) came from Florida, Minnesota, New Hampshire, Massachusetts and Virginia.

Our Recommendations

- Increase the level of investment in tourism infrastructure (e.g. signage, site improvements). The strength of visitor satisfaction indicated by the surveys is impressive, and the overall results of the study suggest that the tourism industry in Bayshore communities has the potential to grow.
- Focus on birders as a target audience for marketing in the short-term. The results show birding is a top attraction. Focusing on a group that already visits the area should lead to more repeat visits, thus a positive return on investment.
- Promote to potential visitors that there are opportunities to combine culture and nature . The results also show that visitors are almost equally interested in birding as they are in visiting historic sites and museums.
- Direct more visitors to the website, www.discoverdelawarebay.org. Many respondents cited a need for more advertising and available information on Bayshore events and activities. Publicizing the website, with this information, should yield increased economic benefits to the region.



"What stands out for me is the solitude of the marshes; the stark beauty; eagles and other raptors; unspoiled landscapes; historic oyster and sturgeon industries."

-Bayshore visitor and NJ resident

For more information or to request the complete study:

**Elizabeth Schuster, Environmental Economist
The Nature Conservancy, New Jersey Chapter
eschuster@tnc.org or (609) 861-0600**

Photo credits—Front page, top Sunray Beach ©TNC/Damon Noe; Front page, middle L to R: Kayaking © TNC, Bayshore Marsh ©TNC/Moses Katkowski, Bald Eagle ©Jason Mrachina, Pizza, ©Kurman Communications, Bayshore Birdwatching ©Haley Jordan. Back page, Red Knot ©Jim Wright.