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UpFront: Touring Elizabeth
NJ city becomes newest excursion destination for Royal Caribbean Cruise Lines passengers disembarking from Cape Liberty Cruise Port
Jennifer M. Costa, Director, Elizabeth Destination Marketing Organization (EDMO)

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South Jersey’s Main Streets are attracting visitors seeking charm and interesting attractions
Megan York Parker, Public Relations Officer, Visit South Jersey

Focus: Show Off Your City
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After winter’s cold, dark, and stormy weather, springtime in New Jersey brings welcome relief and the opportunity to again enjoy what brings millions to the Garden State each year. We all appreciate the famous ocean sports, shoreline activities, and beautiful beaches. In addition there are many less famous, but equally special, tourist attractions right here close to home.

In this issue, read about how Elizabeth is a cruise destination and how south Jersey’s main streets are an attraction for visitors from near and far. Surprising to some, but well worth a look so you can both learn how they leverage unique opportunities, and maybe plan an excursion yourself as the season brightens.

Also in this issue, see the results of the first League photo contest and add these local highlights to your spring fling destinations. More of the photo entries will be shared via the League’s social media in the coming months.

Another surprise to some is that New Jersey was recognized in 2017 as a National Trails Day Champion. Even in our highly populated state, we take steps to preserve our natural beauty as a tourist attraction.

So while you are waiting for the ocean and wind to warm up at the shore, there are plenty of gems in New Jersey for you to visit, tour, and learn about.

“...We all appreciate the famous ocean sports, shoreline activities, and beautiful beaches. In addition there are many less famous, but equally special, tourist attractions right here close to home.”

@ For tips on hosting a trails event visit: trails50.org/event-hosting-guides. The NJDEP will even help you promote your trails event if you contact them before April 15 at Trails@dep.nj.gov.
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Touring Elizabeth
NJ city becomes newest excursion destination for Royal Caribbean Cruise Lines passengers disembarking from Cape Liberty Cruise Port

By Jennifer M. Costa, Director, Elizabeth Destination Marketing Organization (EDMO)

October 2017 marked a milestone in New Jersey State tourism history. Expanding for the first time ever in its history of tourism for the state, a major cruise line now has excursion opportunities for passengers to discover one of New Jersey’s oldest and most historic cities, Elizabeth.
“The Elizabeth DMO has aggressively pursued sales and product development initiatives since it was formed in 2015. The addition of the first-ever cruise excursion in New Jersey’s Gateway Region is one of the organization’s most exciting successes to date,” said New Jersey Division of Travel and Tourism’s Acting Executive Director Jake Buganski. Specifically, with the new partnership of EMI Global, Royal Caribbean Cruise Line (RCCL) passengers now have the option before returning home, to continue their vacation experiences and embark on an exciting journey to explore New Jersey’s newest destination, Elizabeth. Groups Today Magazine voted Elizabeth as one of top 10 emerging destinations.

“Elizabeth is noted for its authentic cultural cuisine and rich ethnic diversity.”

Home of history
Established in 1664, Elizabeth is known for its historical precedence as a starting point for New Jersey and home of America’s founding fathers, like Alexander Hamilton, Elias Boudinot, Marquis de Lafayette, and many others. Additionally, Elizabeth is noted for its authentic cultural cuisine and rich ethnic diversity—representing more than 50 countries and 37 language groups—as well as being the 5th Best City for Shopping in America, according to SmartAsset.com due, in part, to the location of New Jersey’s largest outlet and value retail center, The Mills at Jersey Gardens, within the city’s borders.

“We are excited to partner with Cape Liberty Cruise Port and Elizabeth Destination Marketing Organization to bring Royal Caribbean Cruise Line guests to our center,” said Crystal Fresco, Director of Marketing and Business Development, The Mills at Jersey Gardens. “Union County and the City of Elizabeth has so much to offer, so we are certain the passengers who experience one of the exciting Elizabeth excursions will enjoy the vast shopping and dining offerings available at The Mills at Jersey Gardens.”

Photo ops and shops
With its convenient location, Elizabeth sits at the gateway to the state of New Jersey. Just minutes from Cape Liberty Cruise Port, Newark Liberty International Airport (EWR), and many major roadways, Elizabeth was a good fit for Royal
Touring Elizabeth

Caribbean’s new expansion of excursions into the NY-Metro area.
Currently, Elizabeth is providing two excursion options for Royal Caribbean cruise-goers.

• SNAP.PLAY.SHOP, allows guests to begin their excursion at Veteran’s Memorial Park where they have plenty of photo opportunities at one of America’s busiest seaports as the ship make their way down the Arthur Kill Waterway. Children can take a few minutes to play in one of America’s 26 playgrounds dedicated to the first responders and the victims of the Sandy Hook Elementary School tragedy.
Guests then proceed with their excursion experience to indulge at one of New Jersey’s most visited tourist attractions, The Mills at Jersey Gardens, an indoor premiere high-end outlet shopping center, where they will have a few hours to shop and explore the 200 store outlet center.

• CALLING ALL HISTORY BUFFS, allows excursion-goers to travel back in time and walk through history. The excursion begins at Liberty Hall Museum, where guests are greeted by tour guides who are dressed in period clothing and lead them through the same historic hallways that Alexander Hamilton once walked.
After their hour-long tour ends, excursion-goers will enjoy a lunch experience at any one of preferred cultural dining venues. After lunch, the excursion continues at one of two historical museums (Boxwood Hall or the Snyder Academy of Elizabethtown) highlighting NJ State historical significance as well as Revolutionary War history.
Both excursions are filled with an engaging and educational bus ride, vocally illustrated by talented and charismatic tour guides from the Royal Caribbean Cruise Port tour operators out of Bayonne, New Jersey’s Cape Liberty Cruise Port. The final stop for both excursions are to Newark Liberty International Airport for passenger drop offs to their respective terminals.
Elizabeth offers a vast area of experiences for enthusiasts who have limited time and want to explore just outside New York City. Conveniently located just minutes from Newark Liberty International Airport and Cape Liberty Cruise Port, Elizabeth is the ideal location to extend a vacation before or after a cruise with close proximity to Bayonne.
Mayor’s Welcome

“The Elizabeth Destination Marketing Organization (EDMO) tells the fascinating story of the City of Elizabeth’s role in our country’s founding and its vital contributions to America’s economic vitality,” said J. Christian Bollwage, Elizabeth Mayor and NJLM Past President. “From Elizabeth’s agrarian beginnings—built on two rivers and a protected bay, to its dramatic leadership in the industrial and service revolutions, our story involves a NY Metro airport, colorful historic figures, famous firsts, an enormous seaport, a highly successful mall and residents who hail from all over the world. And the best part of our story: We’re just getting started! Come see for yourself.”
Visiting the Garden State can be likened to discovering hidden treasures—and realizing the treasure to be discovered in your own back yard. Historically, New Jersey has been a refuge for those escaping the heat of the city to the six major regions designated by Visit NJ: Skylands, Gateway, Shore, Delaware River, Greater Atlantic City, and Southern Shore. And today that effort continues as the state’s attractions are primped, promoted—and protected.

This month’s focus on tourism takes us from the north of the state to the south. From the scenic main streets of South Jersey to the pastoral beauty of the Northw est of the state, communities are working to put their best foot forward for full-time residents as well as visitors.

Vernon’s patriotic display was named the winner of the first Show Off Your City Contest. Check out the cover, as well as the feature story on page 24 to get a glimpse of the highlights of communities who proudly share their image with their neighbors, including Vernon, Mt. Olive, Highland Park, Asbury Park, Brick, and Chatham. Images from these towns will be featured on social media, in the pages of this magazine, and in other League materials throughout the year. We appreciate their contributions and share their pride in a beautiful state.

The pride taken in the state can also be seen in the care taken to protect its environment. The League’s Environmental Counsel, John Scagnelli, Esq., provides a rundown of the environmental legislation from 2017 and looks forward to the efforts at keeping life here as beautiful as possible.

Are you proud of your community? Show off your town by sending in photos and stories about the latest and greatest events and moments to aspiezio@njlsom.org, we’d love to share the story!
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Since 1970, the scientists and engineers at ExxonMobil have contributed to nearly 30,000 patents for innovations in fields across our industry. Along with inventions to produce cleaner fuels, we continue to actively develop technologies such as carbon capture on a mass scale, next-generation biofuels made from algae, and high-efficiency engine lubricants. These are just a few of the technologies we’re researching to reduce emissions on a global scale — and many of them are happening right here in Jersey.
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