

# South Jersey Tourism Corporation Summary

The South Jersey Tourism Corporation covers Camden, Burlington, Mercer, Gloucester and Salem counties. This is essentially the south-western side of New Jersey. Only Burlington County falls within the Southern Pinelands Natural Heritage Trail study area.

The South Jersey Tourism Corporation (SJTC) does a very good job of balancing its urban and rural attractions. In all of the organization's promotional materials, images and information are given on the rural experiences available in the region. SJTC provides a very good model for how the urban edges of the Pinelands region should be integrating the interior Pinelands experiences.

The primary tourism destinations within the SJTC area are the urban attractions in Camden and other areas near Philadelphia along with the Delaware River and its associated attractions. These major attractions include the Adventure Aquarium, the Camden Children's Museum, the Battleship New Jersey and other activities along the Camden Waterfront. The region emphasizes the arts with Grounds for Sculpture, the Rutgers-Camden Center for the Arts, the McCarter Theatre Center, the Trenton War Memorial and Patriots Theater, the Collingswood Scottish Rite Theatre, and the Tweeter Center. History and heritage are the primary themes of attractions like the towns of Salem and Princeton, the battlefield site at Red Bank, the Rankokus Indian Reservation and the many small villages that stretch along the Delaware River Valley.

However, the region does not neglect to promote the Pinelands region, including text like this:

*There is no place like the world-famous Pine Barrens. Sure, it is the largest national reserve east of the Mississippi—but size isn't everything! Within its million-plus acres are thousands of ways to enjoy breathtaking forests, parks, rivers and streams. Stroll through the magnificent Wharton State Forest, or go birding along the 50-mile Batona Trail. Explore cranberry bogs and blueberry bushes at Whitesbog. Pitch your tent at the Brendan Byrne State Forest, or go snowmobiling in Bass River State Forest. And no Pinelands visit is complete unless you join in a slightly spooky evening expedition searching for the legendary Jersey Devil. And there is even more to our great outdoors. Whether you are a woodsy-outdoors type or a confirmed city slicker, take some time to explore our myriad nature centers, parks, lakes and trails where you can celebrate and appreciate the great outdoors.*

The most important aspect of SJTC's approach – as it impacts the Southern Pinelands Natural Heritage Byway – is the degree to which the organizations encourages visitors to explore the region and to return for future visits. This is a very strong positioning for the SJTC region that meshes well with the byway's strengths.



1. Image from SJTC brochure