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NEW JERSEY  
HISTORIC  
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# Heritage Tourism in New Jersey

**Economic & Fiscal Impacts**

2019



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## INTRODUCTION RESEARCH OVERVIEW

Heritage tourism represents an integral part of the New Jersey economy. New Jersey has a rich history that includes Native American archaeological sites, agricultural and industrial buildings, museums, three centuries of residential buildings, schools and halls, parks, and theaters. Many of these heritage sites are available to the public, including hundreds that are interpreted as historical destinations or contribute to the tourism economy.

The full economic importance of heritage tourism in New Jersey includes spending by visitors to heritage sites (both on- and off-site), which sustains thousands of jobs and generates millions in state and local tax receipts. By measuring the economic impact of the heritage tourism economy, the New Jersey Historic Trust (NJHT) can inform decisions regarding the funding and prioritization of the sector's development and can also carefully monitor its successes and future needs.

The full economic importance of heritage tourism was first quantified in Tourism Economics' 2013

economic impact analysis. Tourism Economics conducted an updated analysis of New Jersey's heritage tourism economy, which included detailed economic and fiscal impacts for 2019 in order to capture the impacts of heritage tourism on the state economy prior to the effects of COVID-19 on the tourism industry.

Similar to its 2013 study, Tourism Economics prepared a comprehensive model to quantify the impacts arising from spending by visitors to heritage sites in New Jersey. The results of the updated study show the scope of heritage tourism's impacts in 2019 in terms of direct visitor spending (including on-site spending at heritage sites and off-site spending at other businesses in the local community), as well as total economic impacts, including total GDP (gross domestic product), employment, labor income, and fiscal (tax) impacts.

## SUMMARY FINDINGS

**Heritage tourism generated a total GDP impact of \$3.0 billion in 2019, representing more than 7% of the GDP impact of the entire New Jersey tourism industry.**

Heritage tourism represents an integral part of the New Jersey economy. New Jersey has a rich history that includes Native American archaeological sites, agricultural and industrial buildings, museums, three centuries of residential buildings, schools and halls, parks, and theaters. While the heritage tourism industry promotes the state's numerous historical destinations and opens New Jersey's cultural doors to the public, it also plays an important economic role by generating spending by millions of visitors to these attractions. The spending of these visitors sustains thousands of jobs and generates millions in economic activity and state and local tax receipts.

Detailed analysis – including a survey of heritage attractions in New Jersey, a survey of visitors to the state, mobile geolocation data for select heritage attractions, and government industry statistics – indicates that heritage tourism generated nearly 10 million visits in 2019, resulting in \$3.6 billion in visitor spending. The \$3.6 billion in visitor spending resulted in direct GDP impacts of \$1.5 billion.

This direct GDP impact generates additional economic impacts as spending ripples through the state economy. As shown in the accompanying table, heritage tourism generated a total statewide GDP impact of \$3.0 billion in 2019, representing more than 7% of the GDP impact of the entire New Jersey tourism industry. Heritage tourism's GDP impact of \$3.0 billion included \$1.8 billion in labor income, supporting nearly 50,000 total jobs.

### Summary Economic Impacts of New Jersey Heritage Tourism in 2019

(\$ millions and number of jobs)

Description	Amount
<b>Total visitor spending</b>	<b>\$3,566.2</b>
On-site visitor spending	\$65.8
Off-site visitor spending	\$3,500.4
<b>Total GDP impacts</b>	<b>\$3,044.9</b>
Direct GDP	\$1,541.2
Indirect & induced GDP	\$1,503.7
<b>Total labor income impacts</b>	<b>\$1,825.5</b>
Direct Labor income	\$1,064.2
Indirect & induced labor income	\$761.3
<b>Total employment impacts</b>	<b>49,600</b>
Direct jobs	36,166
Indirect & induced jobs	13,434

Source: Tourism Economics

Note: Totals may not sum due to rounding. Heritage tourism industry sales in New Jersey equals \$3.6 billion while direct GDP measures \$1.5 billion. GDP is less than sales because it measures only the locally produced value of goods and services consumed by visitors. This includes the local labor, capital depreciation, and profits of tourism-related companies based in New Jersey. The costs of imported goods (e.g., gasoline, food or retail goods) that come from out-of-state are excluded from the GDP calculation. In addition, business profits from out-of-state companies are also excluded.

# INTRODUCTION

## SUMMARY FINDINGS

**The GDP impacts attributable to heritage tourism benefit a wide range of sectors throughout the state economy.**

The \$3.0 billion total GDP impact attributable to heritage tourism benefits a wide range of sectors through the spending of visitors in other sectors, the B2B supply chain, and the spending of labor income.

The finance, insurance, and real estate sector was the most-impacted industry with a total GDP impact of nearly \$600 million. Food & beverage and lodging followed with \$525 million and \$372 million in total GDP impacts, respectively.

### Economic Impacts of New Jersey Heritage Tourism (by Industry ) in 2019

(\$ millions)



Source: Tourism Economics

Note: Totals may not sum due to rounding.

**In addition to generating significant GDP impacts, heritage tourism generated nearly \$358 million in total state and local taxes in 2019.**

The economic impacts of heritage tourism previously outlined also generate significant fiscal (tax) impacts as economic spending cycles through state and local economies.

In 2019, heritage tourism generated a total tax impact of \$843 million, including \$485 million in federal taxes and \$358 million in state and local taxes.

### Fiscal (Tax) Impacts of New Jersey Heritage Tourism in 2019

(\$ millions)

Description	Amount
<b>Total Tax Revenues</b>	<b>\$842.7</b>
<b>Federal</b>	<b>\$485.2</b>
Personal Income	\$189.8
Corporate	\$27.4
Indirect Business	\$24.8
Social Insurance	\$243.2
<b>State and Local</b>	<b>\$357.5</b>
Sales	\$50.3
Bed Tax	\$14.5
Personal Income	\$45.1
Corporate	\$20.9
Social Insurance	\$4.3
Excise and Fees	\$16.2
Property	\$206.2

Source: Tourism Economics

Note: Totals may not sum due to rounding.

# HERITAGE TOURISM IMPACTS

## SUMMARY ECONOMIC IMPACTS (2019)

### HERITAGE SITE VISITOR SPENDING

In 2019, heritage sites in New Jersey welcomed 9.9 million total visitors. These visitors spent an estimated \$140.4 million on-site during their visits to heritage sites.

In addition to on-site spending during their visits to heritage sites, visitors also spent money at businesses and establishments in the local economy, including local restaurants, retailers, lodging establishments, and recreation/entertainment venues. Heritage site visitors spent a total of \$3.5 billion at off-site business and establishments in 2019.

In 2019, heritage site visitors in New Jersey spent a total of \$3.6 billion, including \$140.4 million in on-site spending and \$3.5 billion in off-site spending.

### SUMMARY DIRECT IMPACTS



**\$140.4M**

On-Site Spending by Heritage Site Visitors in 2019

+



**\$3.5B**

Off-Site Spending by Heritage Site Visitors in 2019

=



**\$3.6B**

Total Spending by Heritage Site Visitors in 2019



### TOTAL GDP IMPACTS

The \$3.6 billion in total spending by heritage site visitors generated \$1.5 billion in direct GDP (gross domestic product) and a total GDP impact of \$3.0 billion. The total GDP impact of \$3.0 billion supported \$1.8 billion in total labor income and nearly 50,000 total jobs and generated nearly \$358 million in total state and local tax revenues.



**\$3.0 BILLION**

Total GDP Impact of Heritage Tourism in 2019

### SUMMARY ECONOMIC IMPACTS OF HERITAGE TOURISM IN 2019

In 2019, heritage tourism in New Jersey generated \$3.6 billion in total visitor spending, including \$140.4 million in on-site spending and \$3.5 billion in off-site spending. This spending generated \$3.0 billion in total statewide GDP and supported approximately 50,000 total jobs throughout New Jersey in 2019. Heritage tourism's total GDP impact of \$3.0 billion generated approximately \$357.5 million in total state and local tax revenues.



**\$3.6B**

Total Spending by Heritage Site Visitors in 2019



**\$3.0B**

Total GDP Impact



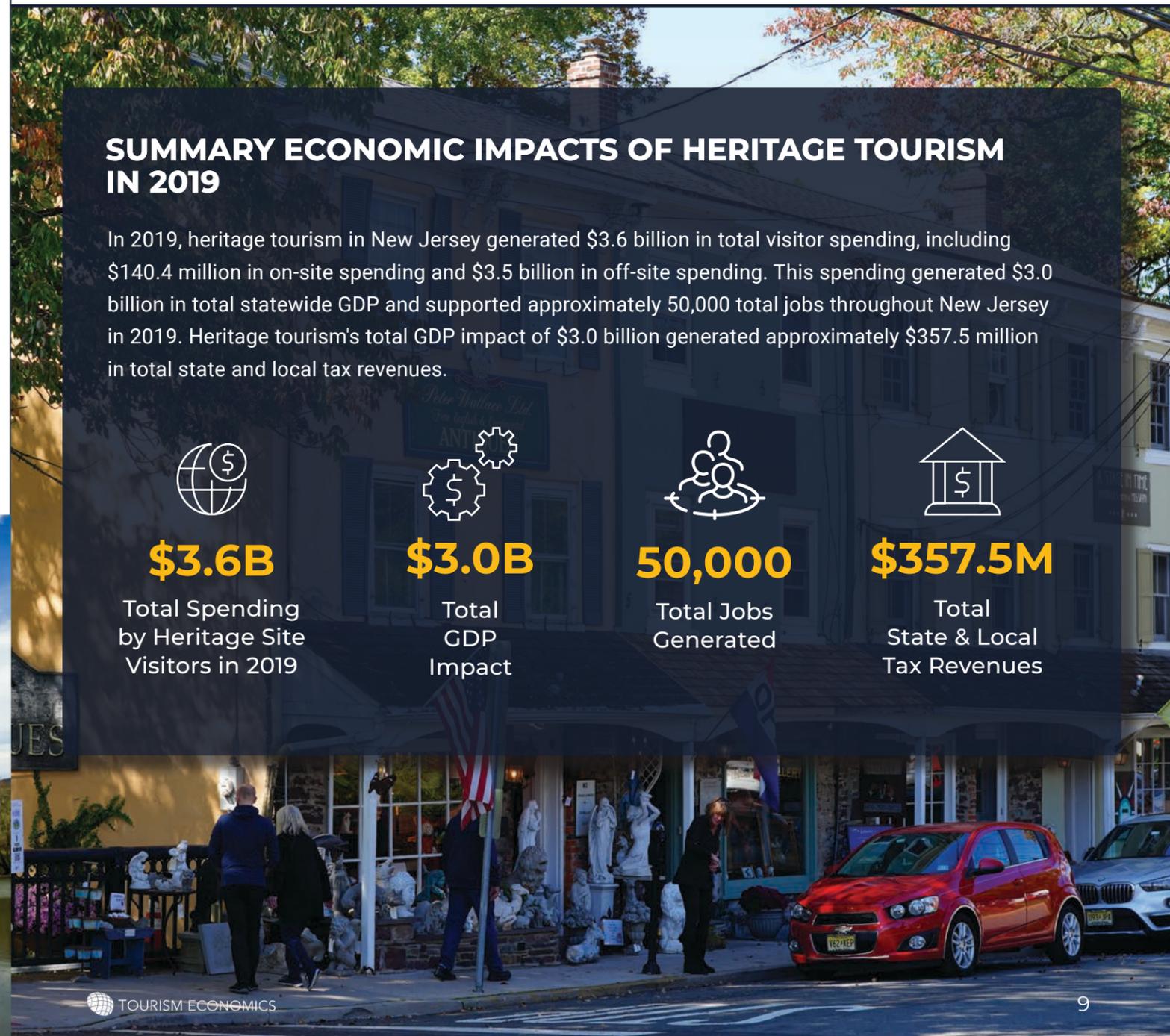
**50,000**

Total Jobs Generated

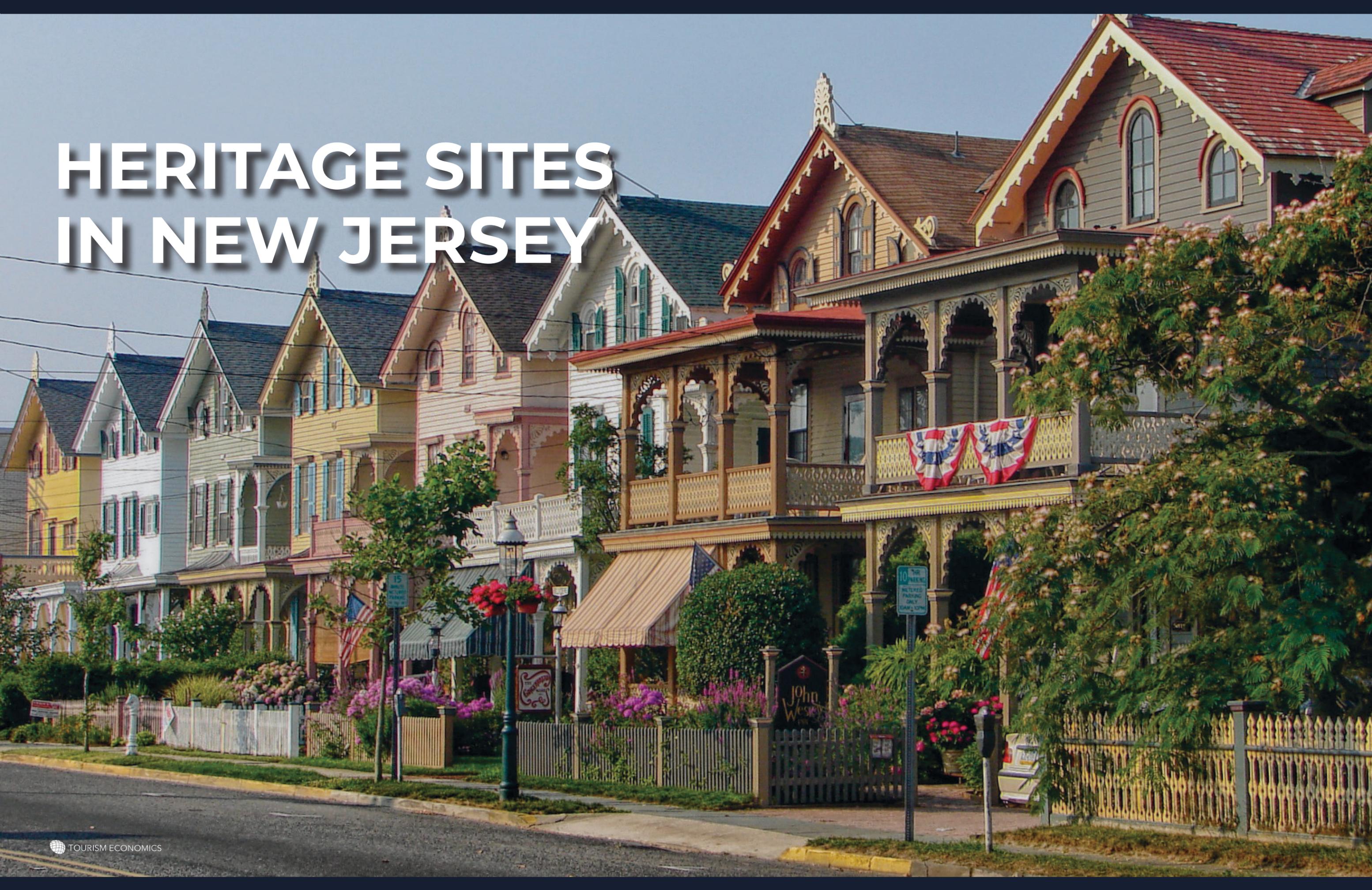


**\$357.5M**

Total State & Local Tax Revenues



# HERITAGE SITES IN NEW JERSEY





## HERITAGE SITES IN NEW JERSEY

**New Jersey had a total of 1,615 historic sites in 2019. Bergen County had the most heritage sites (233), representing 14% of the state total.**

New Jersey has an outstanding collection of historic sites, many of which represent significant national and international landmarks. Each year, tourists come to New Jersey to explore significant historic attractions that span the 18th, 19th, and 20th centuries.

Based on data from the 2010 study, "New Jersey Heritage Tourism Inventory Analysis," as well as 2019 data from the US Census Bureau and the Bureau of Economic Analysis, Tourism Economics estimates that New Jersey has a total of 1,615 historic sites.

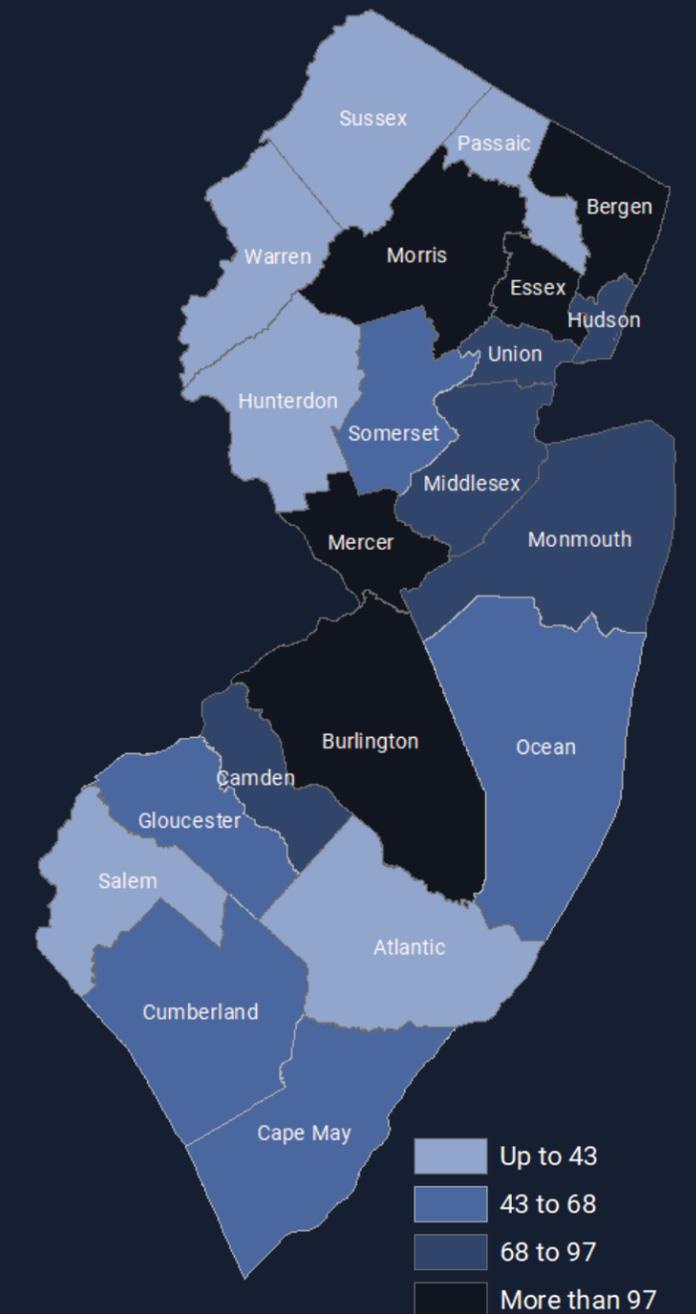
Every county throughout the state has a number of heritage sites, as shown in the accompanying table. Bergen County has the most heritage sites (233) and represents 14% of the state total. Essex County and Morris County follow with 10% and 7% of the state total, respectively.

As noted in Tourism Economics' 2013 economic impact analysis, it is important to note that not all of the sites included in the inventory analysis are in the same state of visitor readiness. According to the 2010 inventory study, heritage sites are defined as, "historically significant places in New Jersey that either currently offer (or potentially could offer) a meaningful visitor experience to help visitors better understand New Jersey's history."

## New Jersey Heritage Sites Number of Sites (by County) in 2019

County	Number of Heritage Sites	Percent of State Total
Atlantic	39	2%
Bergen	233	14%
Burlington	115	7%
Camden	72	4%
Cape May	52	3%
Cumberland	68	4%
Essex	169	10%
Gloucester	45	3%
Hudson	76	5%
Hunterdon	43	3%
Mercer	99	6%
Middlesex	69	4%
Monmouth	93	6%
Morris	116	7%
Ocean	54	3%
Passaic	39	2%
Salem	34	2%
Somerset	56	3%
Sussex	25	2%
Union	97	6%
Warren	21	1%
<b>Total, New Jersey</b>	<b>1,615</b>	<b>100%</b>

Source: Tourism Economics



# SURVEY OF HERITAGE SITES





## SURVEY OF NEW JERSEY HERITAGE SITES

**New Jersey welcomed nearly 9.9 million heritage site visits in 2019. Essex County had the most visits with more than 930,000, representing 9% of the state total.**

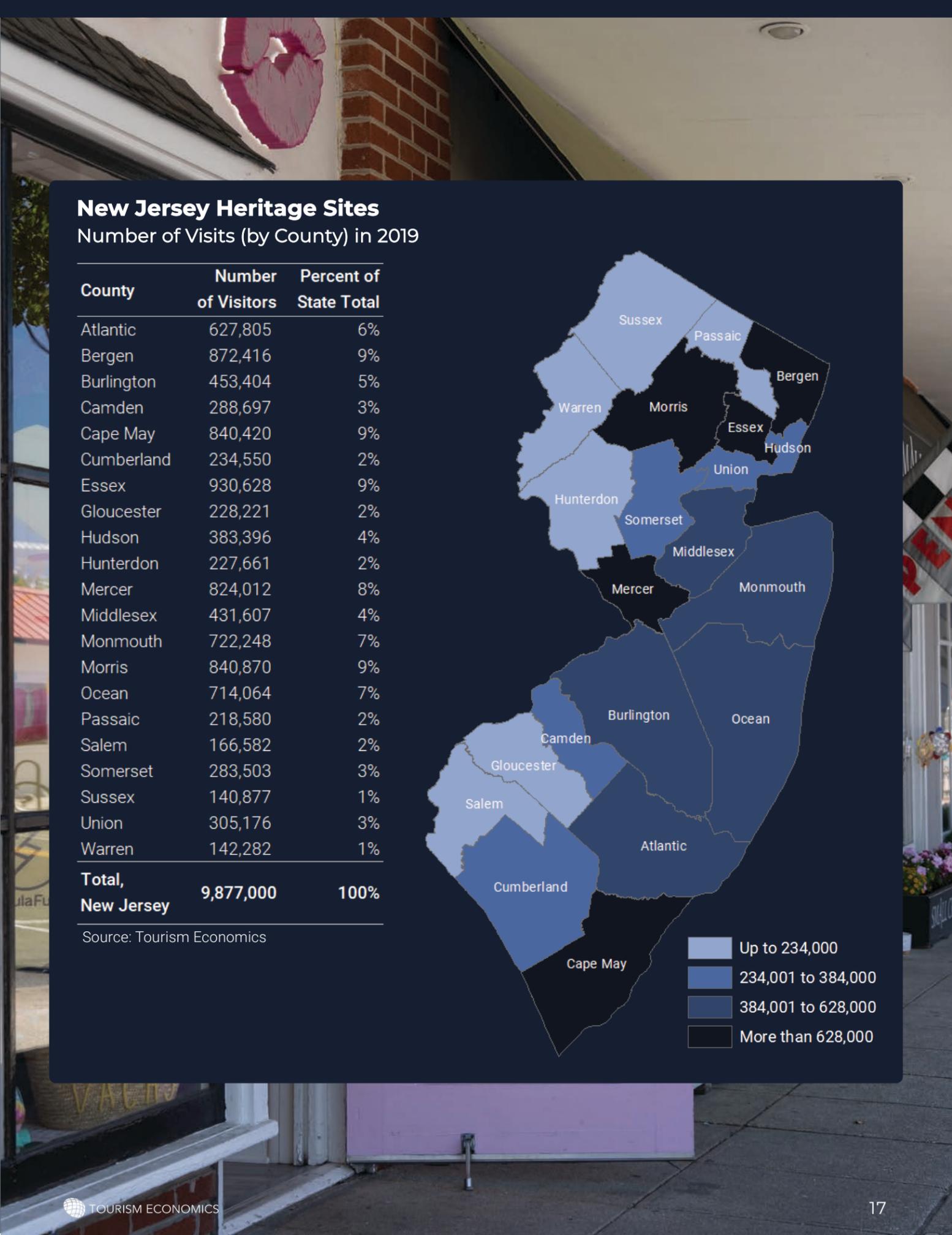
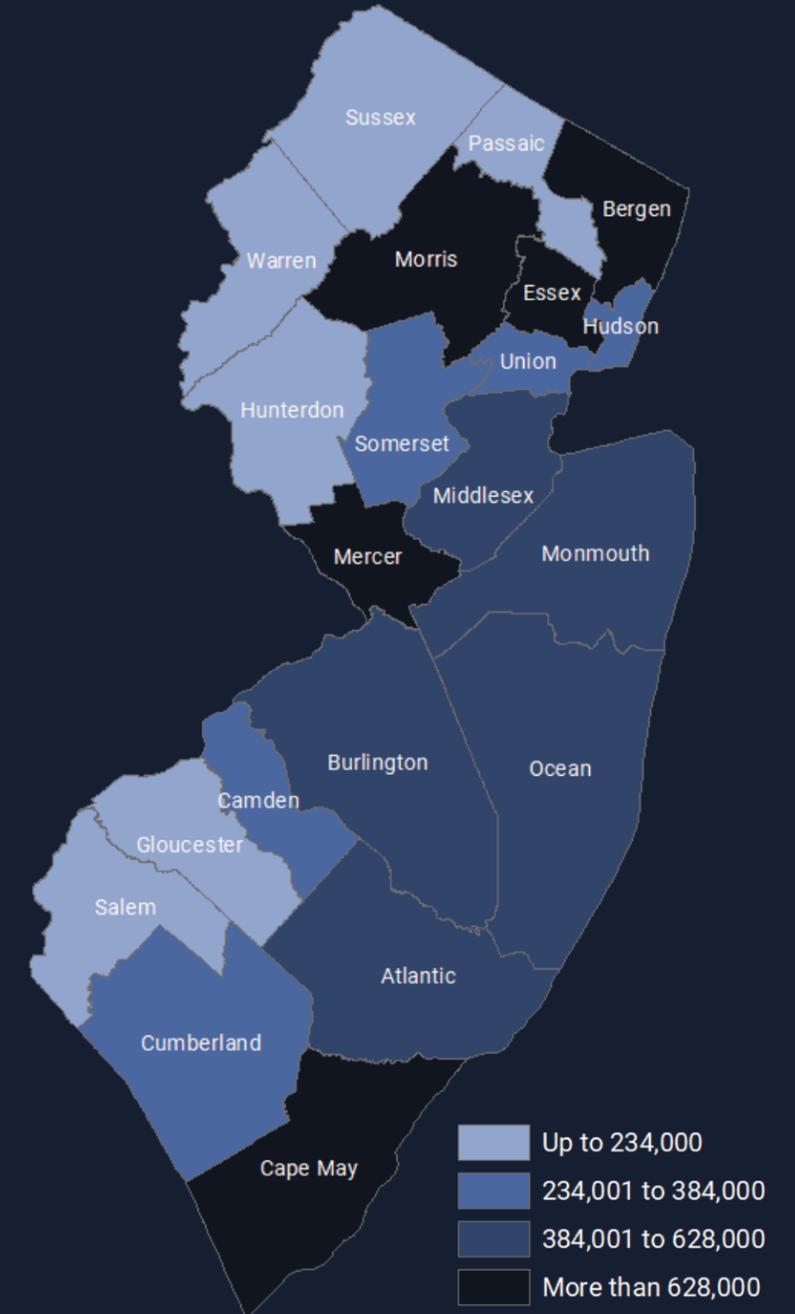
The research team (in coordination with the New Jersey Historic Trust and the New Jersey Historical Commission (NJHC)) distributed a survey to NJHT and NJHC members. The main purpose of the survey was to project annual levels of visitation, percentage of out-of-town visitors, and on-site retail sales at county and state levels. The research team received a total of 62 survey responses, and countywide survey projections are outlined in the accompanying table.

Tourism Economics estimates that heritage sites welcomed nearly 9.9 million visits at New Jersey heritage sites in 2019. Essex County had the most visits (more than 0.93 million), followed by Bergen County (0.87 million), Cape May (0.84 million), and Morris County (0.84 million).

### New Jersey Heritage Sites Number of Visits (by County) in 2019

County	Number of Visitors	Percent of State Total
Atlantic	627,805	6%
Bergen	872,416	9%
Burlington	453,404	5%
Camden	288,697	3%
Cape May	840,420	9%
Cumberland	234,550	2%
Essex	930,628	9%
Gloucester	228,221	2%
Hudson	383,396	4%
Hunterdon	227,661	2%
Mercer	824,012	8%
Middlesex	431,607	4%
Monmouth	722,248	7%
Morris	840,870	9%
Ocean	714,064	7%
Passaic	218,580	2%
Salem	166,582	2%
Somerset	283,503	3%
Sussex	140,877	1%
Union	305,176	3%
Warren	142,282	1%
<b>Total, New Jersey</b>	<b>9,877,000</b>	<b>100%</b>

Source: Tourism Economics



# NEW JERSEY HERITAGE SITES

## OUT-OF-TOWN VISITS (BY COUNTY) IN 2019

The 9.9 million total heritage site visits in 2019 included more than 4.4 million out-of-town visits and 5.4 million visits by local residents.

An important goal of the survey was to determine the share of out-of-town heritage site visitors. This will indicate the share of heritage business attributable to tourism as well as provide a basis for calculating the off-site spending of out-of-town visitors. As shown in the accompanying table, heritage sites in a number of counties (including Burlington, Camden, Cape May, and Salem) averaged more than 60% out-of-town visitors in 2019.

As shown below, on average, approximately 45% of heritage site visits in New Jersey were by out-of-town visitors in 2019. Overall, the 9.9 million total heritage site visits in 2019 included more than 4.4 million visits by out-of-town visitors and 5.4 million visits by local residents.

### Visits to New Jersey Heritage Sites, by County (2019)

(number of visits)

County	Total Visitors	% Out of Town Visitors	Total Out of Town Visitors	Total Local Residents
Atlantic	627,805	56.6%	355,400	272,405
Bergen	872,416	35.6%	310,596	561,820
Burlington	453,404	72.4%	328,124	125,280
Camden	288,697	66.0%	190,673	98,024
Cape May	840,420	62.5%	524,928	315,492
Cumberland	234,550	27.6%	64,740	169,810
Essex	930,628	31.0%	288,664	641,964
Gloucester	228,221	37.0%	84,486	143,735
Hudson	383,396	44.3%	169,877	213,519
Hunterdon	227,661	35.6%	81,054	146,607
Mercer	824,012	32.6%	268,643	555,369
Middlesex	431,607	40.2%	173,643	257,963
Monmouth	722,248	39.0%	281,811	440,438
Morris	840,870	43.8%	368,317	472,553
Ocean	714,064	51.6%	368,470	345,594
Passaic	218,580	44.0%	96,215	122,365
Salem	166,582	68.5%	114,042	52,540
Somerset	283,503	45.3%	128,432	155,071
Sussex	140,877	44.6%	62,848	78,029
Union	305,176	35.6%	108,699	196,477
Warren	142,282	48.6%	69,175	73,107
<b>Total, New Jersey</b>	<b>9,877,000</b>	<b>44.9%</b>	<b>4,438,838</b>	<b>5,438,162</b>

Source: Tourism Economics



# MOBILE GEOLOCATION DATA





## MOBILE GEOLOCATION DATA

### NUMBER OF VISITS IN 2015 & 2019

Tourism Economics coordinated with New Jersey Historic Trust to select 20 heritage sites throughout New Jersey. The research team selected heritage sites based on their geographical locations, visitor readiness, and availability of data. For each site, the research team analyzed geolocation mobile data from Near (formerly UberMedia) to estimate visitation in 2015 and 2019.

As shown in the accompanying table, the majority of sites saw increased visitation between 2015 and 2019. Paterson Great Falls National Historical Park saw the highest growth rate in visitation, growing from approximately 175,000 visits in 2015 to 277,000 visits in 2019, representing a 12.2% annual growth between 2015 and 2019. Liberty State Park had the highest number of visits, with 4.1 million visits in 2015 and 4.8 million visits in 2019.

## Estimated Visits to Select New Jersey Heritage Sites (2015 and 2019)

(number of visits and percent change)

Heritage Site	City	2015 Estimated Visits	2019 Estimated Visits	% Change 2015- 2019	Annual % Change 2015- 2019
<b>Atlantic County</b>					
Lucy the Elephant	Margate City	44,000	45,000	2.3%	0.6%
<b>Bergen County</b>					
Fort Lee Historic Park	Hudson Terrace	215,000	213,000	-0.9%	-0.2%
<b>Camden County</b>					
Battleship NJ	Camden	100,000	99,000	-1.0%	-0.3%
<b>Cape May County</b>					
Cape May Lighthouse	Cape May	90,000	100,000	11.1%	2.7%
Emlen Physick Estate	Cape May	72,000	75,000	4.2%	1.0%
WWII Lookout Tower	Cape May	11,000	13,000	18.2%	4.3%
<b>Essex County</b>					
Thomas Edison National Historical Park	West Orange	63,000	68,000	7.9%	1.9%
<b>Hudson County</b>					
Ellis Island	Jersey City	1,750,000	1,900,000	8.6%	2.1%
Liberty State Park	Jersey City	4,107,859	4,800,000	16.8%	4.0%
<b>Hunterdon County</b>					
Red Mill Museum Village	Clinton	19,948	21,943	10.0%	2.4%
<b>Mercer County</b>					
D&R Canal Trail	Titusville	223,000	235,000	5.4%	1.3%
Howell Farm Corn Maze	Lambertville	4,500	4,000	-11.1%	-2.9%
Howell Living History Farm	Lambertville	57,000	59,000	3.5%	0.9%
Princeton Battlefield	Princeton	110,000	105,000	-4.5%	-1.2%
<b>Monmouth County</b>					
Historic Allaire Village	Farmingdale	440,000	425,000	-3.4%	-0.9%
Monmouth Battlefield State Park	Manalapan Twp	198,000	195,000	-1.5%	-0.4%
<b>Morris County</b>					
Morristown National Historical Park	Morristown	218,959	271,330	23.9%	5.5%
<b>Passaic County</b>					
Paterson Great Falls Natn'l Historical Park	Paterson	174,638	276,985	58.6%	12.2%
Ringwood Manor	Ringwood	35,000	34,000	-2.9%	-0.7%
Ringwood State Park	Ringwood	750,000	675,000	-10.0%	-2.6%

Source: Tourism Economics

Note: While the D&R Canal traverses multiple counties, the geolocation data was collected from a discrete location.

# MOBILE GEOLOCATION DATA

## LOCAL & NON-LOCAL VISITS

In addition to utilizing the mobile geolocation data to estimate visitation in 2015 and 2019, Tourism Economics analyzed the shares of local and non-local visits at each site.

As shown in the accompanying table, there is a wide range of local and non-local shares of visits across the selected sites. Sites like Howell Farm Corn Maze and Monmouth Battlefield State Park have relatively high shares of local visits with 93% and 92%, respectively. In comparison, sites like Cape May Lighthouse and Ellis Island, which naturally attract out-of-town visitors, had just 21% and 34% local visits, respectively, in 2019.

### Estimated Shares of Local and Non-Local Visits to Select New Jersey Heritage Sites (2019)

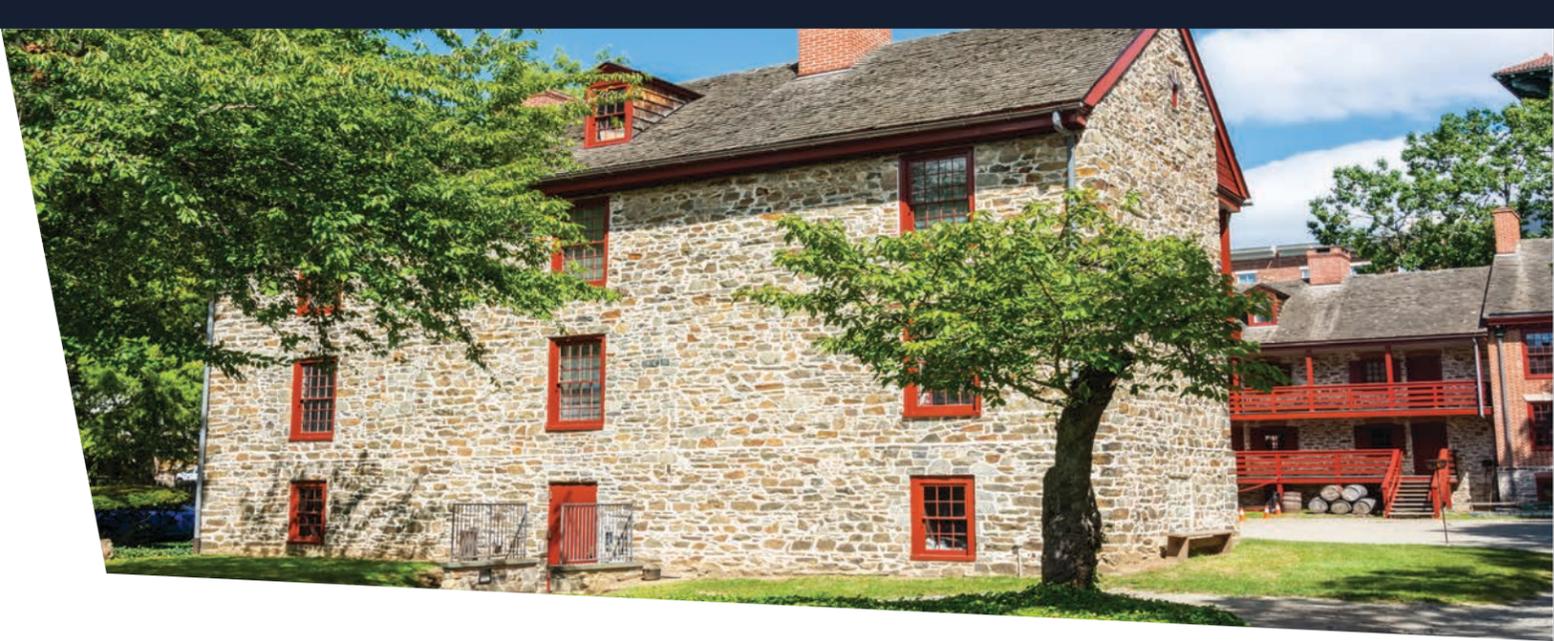
(number of visits, percent of visits, and number of miles)

Heritage Site	City	2019 Estimated Visitors	% Visits Local (<50 Miles Traveled)	% Visits Non-Local (50+ Miles Traveled)	Median Distance Traveled (Miles)
<b>Atlantic County</b>					
Lucy the Elephant	Margate City	45,000	41%	59%	57
<b>Bergen County</b>					
Fort Lee Historic Park	Hudson Terrace	213,000	83%	17%	12
<b>Camden County</b>					
Battleship NJ	Camden	99,000	52%	48%	39
<b>Cape May County</b>					
Cape May Lighthouse	Cape May	100,000	21%	79%	108
Emlen Physick Estate	Cape May	75,000	32%	68%	84
WWII Lookout Tower	Cape May	13,000	24%	76%	95
<b>Essex County</b>					
Thomas Edison National Historical Park	West Orange	68,000	85%	15%	7
<b>Hudson County</b>					
Ellis Island	Jersey City	1,900,000	34%	66%	117
Liberty State Park	Jersey City	4,800,000	81%	19%	14
<b>Hunterdon County</b>					
Red Mill Museum Village	Clinton	21,943	86%	14%	15
<b>Mercer County</b>					
D&R Canal Trail	Titusville	235,000	86%	14%	16
Howell Farm Corn Maze	Lambertville	4,000	93%	7%	17
Howell Living History Farm	Lambertville	59,000	90%	10%	14
Princeton Battlefield	Princeton	105,000	89%	11%	9
<b>Monmouth County</b>					
Historic Allaire Village	Farmingdale	425,000	87%	13%	12
Monmouth Battlefield State Park	Manalapan Twp	195,000	92%	8%	9
<b>Morris County</b>					
Morristown National Historical Park	Morristown	271,330	84%	16%	13
<b>Passaic County</b>					
Paterson Great Falls Natn'l Historical Park	Paterson	276,985	92%	8%	3
Ringwood Manor	Ringwood	34,000	88%	12%	15
Ringwood State Park	Ringwood	675,000	86%	14%	14

Source: Tourism Economics

Note: While the D&R Canal traverses multiple counties, the geolocation data was collected from a discrete location.

# DIRECT VISITOR SPENDING IMPACTS



## DIRECT VISITOR SPENDING AVERAGE ON-SITE SPENDING

**On average, visitors spent \$12.81 on-site while visiting heritage sites in 2019.**

Heritage sites generate economic impacts as visitors spend money on-site at the heritage sites themselves and off-site at other businesses in the surrounding communities. Based on data from survey respondents, the accompanying table summarizes average on-site visitor spending during trips to heritage sites.

On average, each heritage site visitor spent \$12.81 at heritage sites, including \$4.16 on admissions, \$4.20 on retail/food and beverage purchases, and \$4.45 on other purchases.

### New Jersey Heritage Sites

Average On-Site Visitor Spending (by County) in 2019

County	Admissions	Retail/ Food & Beverage	Other	Total Average Spend
Atlantic	\$5.14	\$9.74	\$4.21	\$19.08
Bergen	\$6.75	\$6.12	\$1.88	\$14.76
Burlington	\$9.78	\$10.91	\$5.05	\$25.74
Camden	\$5.41	\$3.89	\$7.96	\$17.26
Cape May	\$5.44	\$7.73	\$6.89	\$20.06
Cumberland	\$5.68	\$1.35	\$2.44	\$9.47
Essex	\$0.00	\$8.62	\$5.36	\$13.98
Gloucester	\$0.00	\$0.00	\$3.01	\$3.01
Hudson	\$6.85	\$0.00	\$0.00	\$6.85
Hunterdon	\$5.56	\$0.00	\$10.11	\$15.67
Mercer	\$5.68	\$4.55	\$7.89	\$18.12
Middlesex	\$5.28	\$2.01	\$6.20	\$13.49
Monmouth	\$2.90	\$1.20	\$2.76	\$6.87
Morris	\$4.33	\$3.81	\$8.22	\$16.35
Ocean	\$4.71	\$3.39	\$5.08	\$13.17
Passaic	\$4.81	\$1.87	\$3.16	\$9.85
Salem	\$0.00	\$2.15	\$2.40	\$4.55
Somerset	\$3.09	\$4.95	\$1.49	\$9.52
Sussex	\$0.00	\$0.00	\$2.45	\$2.45
Union	\$6.30	\$1.43	\$5.26	\$12.99
Warren	\$5.66	\$0.00	\$2.43	\$8.09
<b>Average, New Jersey</b>	<b>\$4.16</b>	<b>\$4.20</b>	<b>\$4.45</b>	<b>\$12.81</b>

Source: Tourism Economics



# DIRECT VISITOR SPENDING

## TOTAL ON-SITE SPENDING

Local residents and out-of-town visitors spent a total of \$140.4 million in on-site spending while visiting heritage sites in 2019.

Tourism Economics utilized survey response data from heritage sites and estimated shares of local and non-local visits based on mobile geolocation data to estimate spending by local residents and out-of-town visitors.

Based on the estimated number of visitors previously outlined, total on-site spending amounted to \$140.4 million in 2019, as shown in the accompanying table. This total of \$140.4 million in on-site spending included \$45.6 million in admissions, \$46.1 million in retail/F&B purchases, and \$48.7 million in other purchases. Local residents spent \$74.6 million, and out-of-town visitors spent \$65.8 million.

**Total On-Site Visitor Spending at New Jersey Heritage Sites (by County) in 2019**  
(\$ millions)

County	Admissions (\$ millions)	Retail/F&B (\$ millions)	Other (\$ millions)	Total Spending (\$ millions)	Spending by Local Residents (\$ millions)	Spending by Out-of-Town Visitors (\$ millions)
Atlantic	\$3.22	\$6.11	\$2.64	\$11.98	\$5.20	\$6.78
Bergen	\$5.89	\$5.34	\$1.64	\$12.88	\$8.29	\$4.58
Burlington	\$4.43	\$4.95	\$2.29	\$11.67	\$3.22	\$8.45
Camden	\$1.56	\$1.12	\$2.30	\$4.98	\$1.69	\$3.29
Cape May	\$4.58	\$6.50	\$5.79	\$16.86	\$6.33	\$10.53
Cumberland	\$1.33	\$0.32	\$0.57	\$2.22	\$1.61	\$0.61
Essex	\$0.00	\$8.02	\$4.99	\$13.01	\$8.97	\$4.03
Gloucester	\$0.00	\$0.00	\$0.69	\$0.69	\$0.43	\$0.25
Hudson	\$2.62	\$0.00	\$0.00	\$2.62	\$1.46	\$1.16
Hunterdon	\$1.27	\$0.00	\$2.30	\$3.57	\$2.30	\$1.27
Mercer	\$4.68	\$3.75	\$6.50	\$14.93	\$10.06	\$4.87
Middlesex	\$2.28	\$0.87	\$2.68	\$5.82	\$3.48	\$2.34
Monmouth	\$2.10	\$0.87	\$1.99	\$4.96	\$3.02	\$1.93
Morris	\$3.64	\$3.21	\$6.91	\$13.75	\$7.73	\$6.02
Ocean	\$3.36	\$2.42	\$3.62	\$9.41	\$4.55	\$4.85
Passaic	\$1.05	\$0.41	\$0.69	\$2.15	\$1.20	\$0.95
Salem	\$0.00	\$0.36	\$0.40	\$0.76	\$0.24	\$0.52
Somerset	\$0.87	\$1.40	\$0.42	\$2.70	\$1.48	\$1.22
Sussex	\$0.00	\$0.00	\$0.35	\$0.35	\$0.19	\$0.15
Union	\$1.92	\$0.44	\$1.61	\$3.97	\$2.55	\$1.41
Warren	\$0.81	\$0.00	\$0.35	\$1.15	\$0.59	\$0.56
<b>Total, New Jersey</b>	<b>\$45.62</b>	<b>\$46.08</b>	<b>\$48.73</b>	<b>\$140.42</b>	<b>\$74.61</b>	<b>\$65.81</b>

Source: Tourism Economics



# NEW JERSEY HERITAGE SITES

## TOTAL VISITOR SPENDING

**Heritage sites generated a total of \$3.6 billion in on-site and off-site visitor spending in 2019.**

In addition to spending money at heritage sites, visitors also spend money at business and establishments in the local communities surrounding historic sites. For example, a family visiting a heritage site may have a meal at a local restaurant, shop at nearby general merchandise retailers, buy gas or refreshments at a gasoline station/convenience store, or spend the night at a neighborhood hotel/motel or short-term rental.

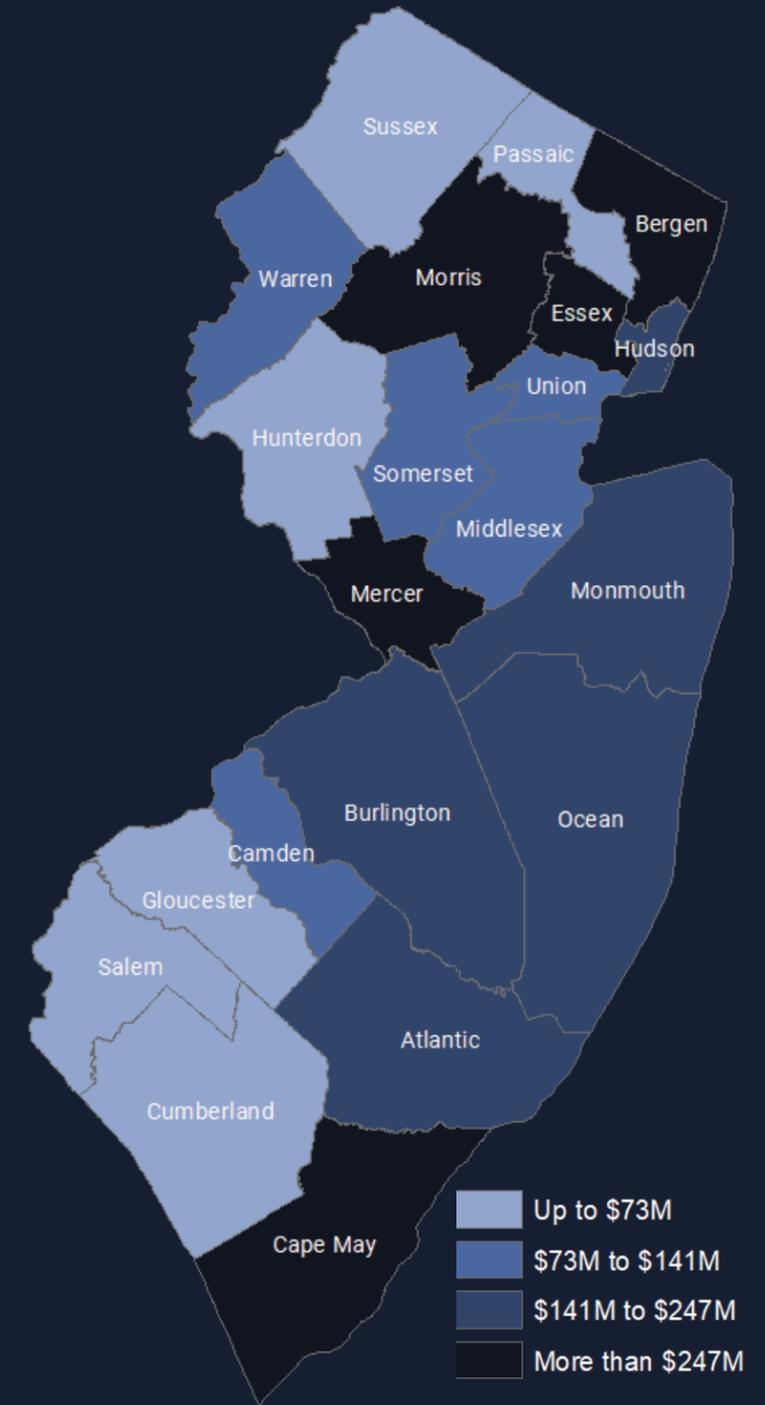
Based on existing research from Tourism Economics, total tourism sales in New Jersey amounted to \$46.4 billion in 2019. The overnight leisure visitor market represented approximately 90% of total tourism sales, or \$42.0 billion. According to D.K. Shiflet & Associates' 2019 New Jersey Overnight Leisure Visitor Profile, approximately 9% of overnight leisure visitors visited heritage sites during their trip. The 9% of overnight leisure visitors represents a slight decrease compared to D.K. Shiflet & Associates' 2012 study, which found that 10% of overnight leisure visitors visited heritage sites during their trip. However, heritage site visitors in 2019 spent more, on average, per visit, resulting in higher total visitor spending in 2019 (\$3.6 billion) compared to 2013 spending levels (\$2.8 billion)

As shown in the accompanying table, Tourism Economics estimates that heritage site visitor spending amounted to nearly \$3.6 billion. Similar to Tourism Economics' 2013 study, the counties with the highest levels of heritage site visitor spending included Essex County (\$324.2 million), Cape May County (\$322.6 million), and Bergen County (\$317.7 million).

### New Jersey Heritage Sites

Total Visitor Spending (by County) in 2019

County	Visitor Spending (\$ millions)	% of State Total
Atlantic	\$220.4	6.2%
Bergen	\$317.7	8.9%
Burlington	\$181.9	5.1%
Camden	\$109.1	3.1%
Cape May	\$322.6	8.9%
Cumberland	\$72.7	2.0%
Essex	\$324.2	8.9%
Gloucester	\$72.0	2.0%
Hudson	\$144.8	4.1%
Hunterdon	\$72.7	2.0%
Mercer	\$286.7	8.0%
Middlesex	\$141.2	4.0%
Monmouth	\$251.1	6.9%
Morris	\$282.4	7.9%
Ocean	\$247.1	6.9%
Passaic	\$72.4	2.0%
Salem	\$72.0	2.0%
Somerset	\$109.1	3.1%
Sussex	\$37.4	1.1%
Union	\$109.1	3.1%
Warren	\$119.2	3.8%
<b>Total, New Jersey</b>	<b>\$3,566.2</b>	<b>100%</b>



Source: Tourism Economics

# ECONOMIC IMPACTS OF HERITAGE SITES





## ECONOMIC IMPACT METHODOLOGY

The economic impacts of heritage tourism arise as visitors to heritage sites spend money in the local and statewide economies. Direct heritage site tourism sales flow through the New Jersey economy, generating gross domestic product (GDP), jobs, wages, and taxes. The economic impacts attributable to direct spending by heritage site visitors were estimated using regional Input-Output (I-O) models based on customized IMPLAN ([www.implan.com](http://www.implan.com)) models for the economy of the State of New Jersey. IMPLAN is recognized as an industry standard in local-level I-O models.

An I-O model represents a profile of an economy by measuring the relationships among industries and consumers and produces estimates of the following components:

- 1. Direct impacts:** Local operating investment and off-site visitor spending create direct economic value within a discrete group of sectors (e.g. recreation, transportation). This supports a relative proportion of spending, jobs, wages, and taxes within each sector.
- 2. Indirect impacts:** Each directly affected sector also purchases goods and services as inputs (e.g. food wholesalers, utilities) into production. These impacts are called indirect impacts.
- 3. Induced impacts:** Lastly, the induced impact is generated when employees whose wages are generated either directly or indirectly by off-site visitor spending and local operating investment, spend those wages in the local economy.

IMPLAN calculates three levels of impact - direct, indirect and induced - for a broad set of indicators. These include the following:

- Spending
- Household income (including wages & benefits)
- Employment
- Federal Taxes
- State Taxes
- Local Taxes

## ECONOMIC IMPACT FRAMEWORK

### Direct Impacts

Heritage site tourism contribution measured by visitor spending



RETAIL



ENTERTAINMENT/REC



FOOD & BEVERAGE



LOCAL TRANSPORTATION



LODGING

### Indirect Impacts

Purchases of inputs from suppliers  
Suppliers' own supply chains



SUPPLY CHAIN EFFECTS



B2B GOODS & SERVICES PURCHASES

### Induced Impacts

Consumer spending out of employees' wages



INCOME EFFECT



HOUSEHOLD CONSUMPTION

### Total Impacts



SALES



GDP



JOBS



WAGES



TAXES

# ECONOMIC IMPACT RESULTS

## HERITAGE TOURISM GDP IMPACTS

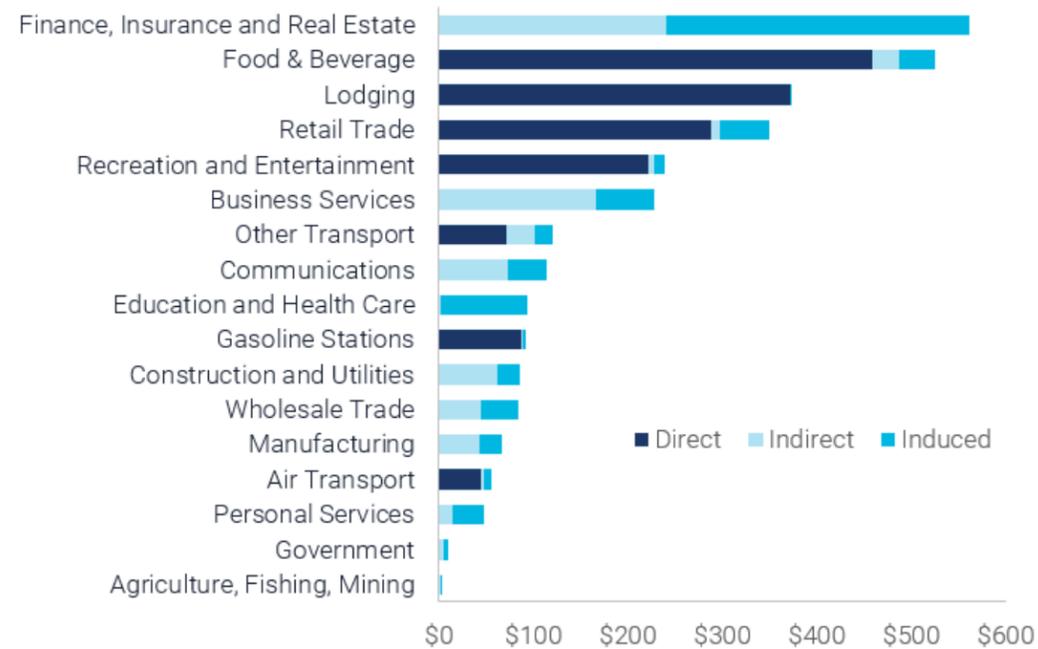
Spending by heritage tourism visitors generated a total GDP impact of more than \$3.0 billion in 2019.

The \$3.6 billion in heritage tourism visitor spending generated \$1.5 billion in direct GDP in the State of New Jersey in 2019. Indirect and induced GDP impacts amounted to \$730.4 million and \$773.3 million, respectively, resulting in a total statewide GDP impact of \$3.0 billion in 2019.

The finance, insurance, and real estate industry was the most-impacted industry with approximately \$561.3 million in total GDP in New Jersey in 2019. Food & beverage and lodging followed with \$525.0 million and \$371.8 million in total GDP, respectively.

### Heritage Tourism GDP Impacts by Industry in 2019

(\$ millions)



Source: Tourism Economics

### NEW JERSEY HERITAGE TOURISM GDP (GROSS DOMESTIC PRODUCT) IMPACTS IN 2019



### Heritage Tourism GDP Impacts by Industry in 2019

(\$ millions)

	Direct GDP	Indirect GDP	Induced GDP	Total GDP
<b>Total, all industries</b>	<b>\$1,541.2</b>	<b>\$730.4</b>	<b>\$773.3</b>	<b>\$3,044.9</b>
<b>By industry</b>				
Finance, Insurance and Real Estate	\$0	\$240.8	\$320.5	\$561.3
Food & Beverage	\$459	\$29.3	\$37.2	\$525.0
Lodging	\$371	\$0.1	\$0.3	\$371.8
Retail Trade	\$287	\$10.4	\$51.1	\$348.9
Recreation and Entertainment	\$222	\$5.4	\$11.8	\$239.0
Business Services	\$0	\$165.4	\$62.1	\$227.5
Other Transport	\$70	\$30.8	\$18.5	\$119.8
Communications	\$0	\$72.9	\$41.1	\$114.0
Education and Health Care	\$0	\$1.1	\$92.8	\$93.9
Gasoline Stations	\$87	\$0.8	\$2.9	\$91.1
Construction and Utilities	\$0	\$61.8	\$24.3	\$86.1
Wholesale Trade	\$0	\$43.6	\$41.1	\$84.6
Manufacturing	\$0	\$43.4	\$22.6	\$66.0
Air Transport	\$44	\$3.4	\$8.3	\$55.9
Personal Services	\$0	\$14.3	\$33.5	\$47.8
Government	\$0	\$5.1	\$4.3	\$9.4
Agriculture, Fishing, Mining	\$0	\$1.9	\$0.9	\$2.8

Source: Tourism Economics

Note: Totals may not sum due to rounding.

Heritage tourism industry sales in New Jersey equals \$3.6 billion while direct GDP measures \$1.5 billion. GDP is less than sales because it measures only the locally produced value of goods and services consumed by visitors. This includes the local labor, capital depreciation, and profits of tourism-related companies based in New Jersey. The costs of imported goods (e.g., gasoline, food or retail goods) that come from out-of-state are excluded from the GDP calculation. In addition, business profits from out-of-state companies are also excluded.

# ECONOMIC IMPACT RESULTS

## HERITAGE TOURISM EMPLOYMENT IMPACTS

Spending by heritage tourism visitors generated a total employment impact of nearly 50,000 jobs throughout New Jersey in 2019.

Spending by heritage tourism visitors directly supported more than 36,000 full-time and part-time jobs throughout New Jersey in 2019. Indirect and induced impacts generated 6,000 indirect jobs and 7,000 induced jobs, resulting in nearly 50,000 total jobs.

The food and beverage industry ranked first with 16,000 total jobs throughout New Jersey in 2019. The lodging and recreation and entertainment industries followed with approximately 8,000 jobs and 7,000 jobs, respectively.

### Heritage Tourism Employment Impacts by Industry in 2019

(number of part-time and full-time jobs)



Source: Tourism Economics

### NEW JERSEY HERITAGE TOURISM EMPLOYMENT IMPACTS IN 2019



### Heritage Tourism Employment Impacts by Industry in 2019 (number of part-time and full-time jobs)

	Direct Employment	Indirect Employment	Induced Employment	Total Employment
<b>Total, all industries</b>	<b>36,166</b>	<b>6,259</b>	<b>7,175</b>	<b>49,600</b>
<b>By industry</b>				
Food & Beverage	14,257	845	886	15,988
Lodging	8,302	2	5	8,309
Recreation and Entertainment	6,485	95	240	6,820
Other Transport	4,594	510	344	5,448
Retail Trade	2,081	150	792	3,023
Business Services	0	2,087	788	2,875
Finance, Insurance and Real Estate	0	1,449	981	2,430
Education and Health Care	0	24	1,810	1,833
Personal Services	0	263	788	1,051
Wholesale Trade	0	205	169	374
Gasoline Stations	267	10	36	313
Communications	0	170	111	281
Government	0	163	64	227
Air Transport	180	10	25	215
Construction and Utilities	0	127	65	192
Manufacturing	0	127	55	182
Agriculture, Fishing, Mining	0	22	17	40

Source: Tourism Economics

Note: Totals may not sum due to rounding.

Jobs include part-time and full-time jobs.

# ECONOMIC IMPACT RESULTS

## HERITAGE TOURISM LABOR INCOME IMPACTS

Spending by heritage tourism visitors generated more than \$1.8 billion in total labor income in New Jersey in 2019.

Heritage tourism visitor spending generated \$1.0 billion in direct labor income, \$378.7 million in indirect labor income, and \$382.6 million in induced labor income, resulting in more than \$1.8 billion in total labor income throughout New Jersey in 2019.

In 2019, the food and beverage industry was the most impacted industry in New Jersey with \$413.9 million in total labor income, including \$361.8 million in direct labor income, \$26.6 million in indirect labor income, and \$25.5 million in induced labor income.

### Heritage Tourism Labor Income Impacts by Industry in 2019

(\$ millions)



Source: Tourism Economics

### NEW JERSEY HERITAGE TOURISM LABOR INCOME IMPACTS IN 2019



### Heritage Tourism Labor Income Impacts by Industry in 2019 (\$ millions)

	Direct Labor Income	Indirect Labor Income	Induced Labor Income	Total Labor Income
<b>Total, all industries</b>	<b>\$1,064.2</b>	<b>\$378.7</b>	<b>\$382.6</b>	<b>\$1,825.5</b>
<b>By industry</b>				
Food & Beverage	\$361.8	\$26.6	\$25.5	\$413.9
Lodging	\$360.7	\$0.1	\$0.2	\$361.0
Business Services	\$0.0	\$182.6	\$60.1	\$242.7
Recreation and Entertainment	\$196.3	\$2.4	\$6.5	\$205.1
Education and Health Care	\$0.0	\$1.0	\$111.2	\$112.3
Retail Trade	\$69.0	\$5.9	\$30.5	\$105.4
Finance, Insurance and Real Estate	\$0.0	\$47.9	\$56.6	\$104.5
Other Transport	\$45.3	\$24.5	\$12.0	\$81.8
Personal Services	\$0.0	\$9.2	\$28.7	\$37.9
Wholesale Trade	\$0.0	\$19.4	\$17.3	\$36.6
Communications	\$0.0	\$18.0	\$12.4	\$30.4
Air Transport	\$23.2	\$1.3	\$3.2	\$27.7
Government	\$0.0	\$17.2	\$7.2	\$24.4
Construction and Utilities	\$0.0	\$12.4	\$5.6	\$17.9
Manufacturing	\$0.0	\$9.5	\$4.4	\$13.9
Gasoline Stations	\$7.9	\$0.3	\$1.1	\$9.2
Agriculture, Fishing, Mining	\$0.0	\$0.4	\$0.3	\$0.7

Source: Tourism Economics

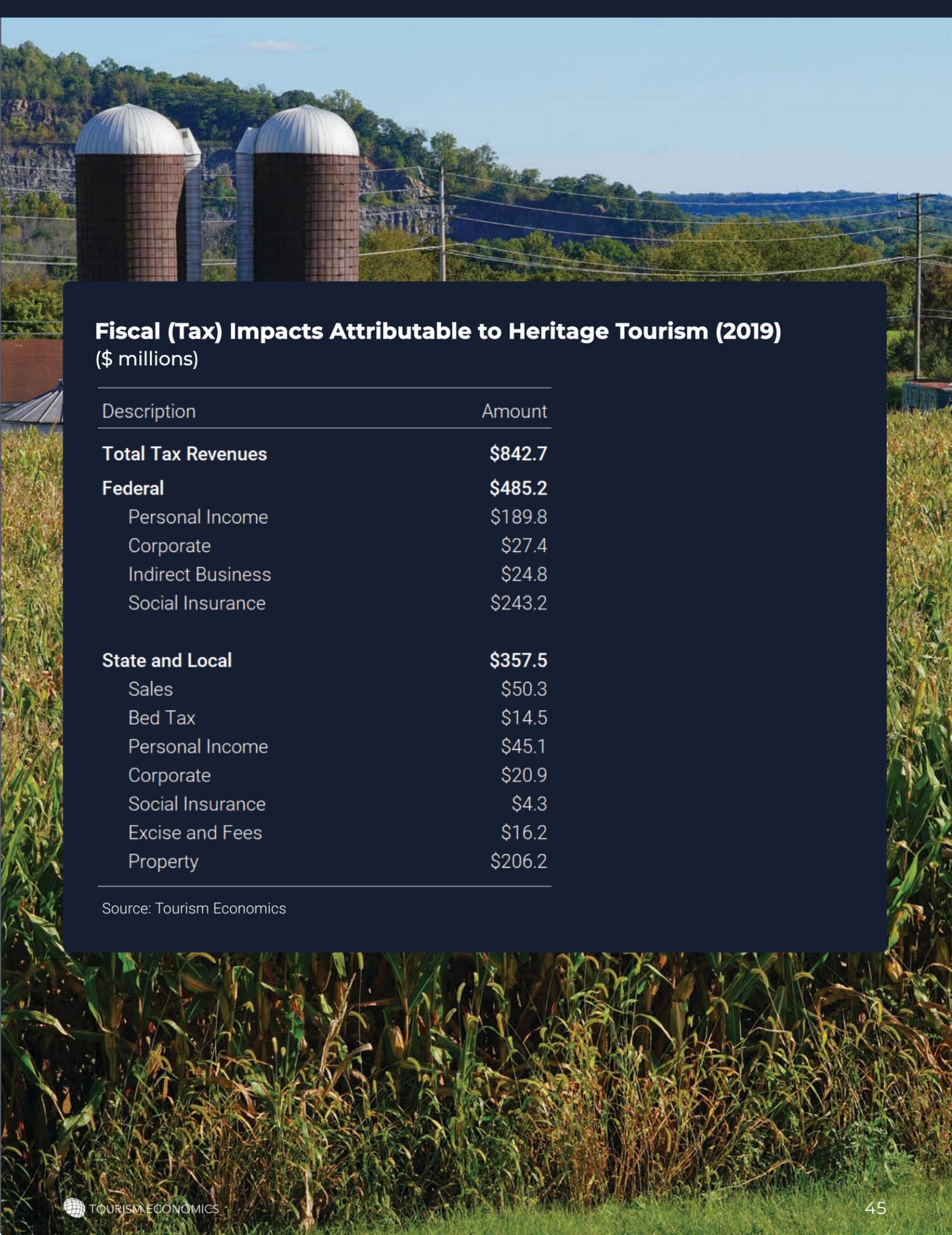
Note: Totals may not sum due to rounding.



## FISCAL (TAX) IMPACTS

**Heritage tourism generated a total fiscal (tax) impact of \$842.7 million in 2019.**

The economic impacts of heritage tourism previously outlined also generated significant fiscal (tax) impacts as direct, indirect, and induced economic spending cycled through state and local economies. As shown in the accompanying table, heritage tourism generated \$842.7 million in total taxes, including \$485.2 million in federal taxes and \$357.5 million in state and local taxes.



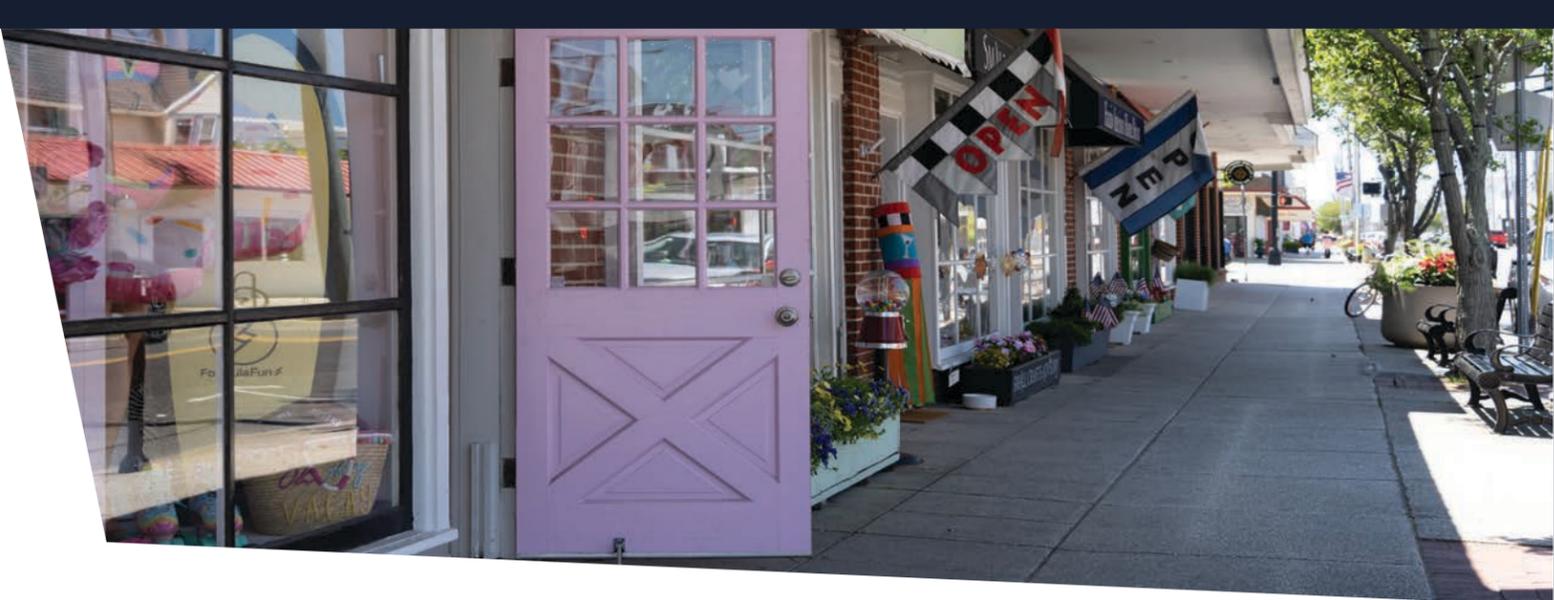
### Fiscal (Tax) Impacts Attributable to Heritage Tourism (2019) (\$ millions)

Description	Amount
<b>Total Tax Revenues</b>	<b>\$842.7</b>
<b>Federal</b>	<b>\$485.2</b>
Personal Income	\$189.8
Corporate	\$27.4
Indirect Business	\$24.8
Social Insurance	\$243.2
<b>State and Local</b>	<b>\$357.5</b>
Sales	\$50.3
Bed Tax	\$14.5
Personal Income	\$45.1
Corporate	\$20.9
Social Insurance	\$4.3
Excise and Fees	\$16.2
Property	\$206.2

Source: Tourism Economics

# CONCLUSION





## CONCLUSION

**Heritage tourism generated a total GDP impact of \$3.0 billion and \$357.5 million in state and local tax revenues throughout New Jersey in 2019.**

In addition to promoting New Jersey’s rich history and cultural importance, heritage tourism also represents a key driver in New Jersey’s economy. In 2019, heritage sites attracted nearly 10 million visits, resulting in \$3.6 billion in visitor spending. Heritage tourism generated \$3.1 billion in total GDP impacts, including \$1.8 billion in labor income, supporting nearly 50,000 jobs. The industry’s total GDP impact of \$3.0 billion in 2019 represented more than 7% of the GDP impact of the entire New Jersey tourism industry.

The economic impacts attributable to heritage tourism resulted in \$842.7 million in taxes, including \$485.2 million in federal taxes and \$357.5 million in state and local taxes.

### Summary Impacts Attributable to Heritage Tourism in 2019 (amounts as indicated)

Description	Impact
Total visits	9,877,000
Total on-site & off-site visitor spending (\$ millions)	\$3,566.2
<b>Summary Economic Impacts</b>	
Total GDP impacts (\$ millions)	\$3,044.9
Total labor income impacts (\$ millions)	\$1,825.5
Total employment impacts (jobs)	49,600
<b>Summary Fiscal (Tax) Impacts</b>	
Total tax impacts (\$ millions)	\$842.7
Federal taxes (\$ millions)	\$485.2
State and local taxes (\$ millions)	\$357.5



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