

TOURISM ECONOMICS

The Economic & Fiscal Impacts of Heritage Tourism in New Jersey

Report Submitted to:



TOURISM
ECONOMICS

AN OXFORD ECONOMICS COMPANY

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1 Executive Summary

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, and government industry statistics – indicates that heritage tourism generated nearly 11 million visits in 2012, resulting in \$2.8 billion in visitor spending. The \$2.8 billion in visitor spending resulted in direct GDP impacts of \$1.3 billion¹. This direct GDP impact generates additional economic impacts as spending ripples through the state economy. As shown in Figure 1.1, heritage tourism generated a total statewide economic impact of \$2.6 billion in 2012, representing nearly 8% of the GDP impact of the entire New Jersey tourism industry. Heritage tourism’s GDP impact of \$2.6 billion included \$1.5 billion in labor income, supporting nearly 38,000 total jobs.

Figure 1.1: Summary Economic Impacts of New Jersey Heritage Tourism (2012)

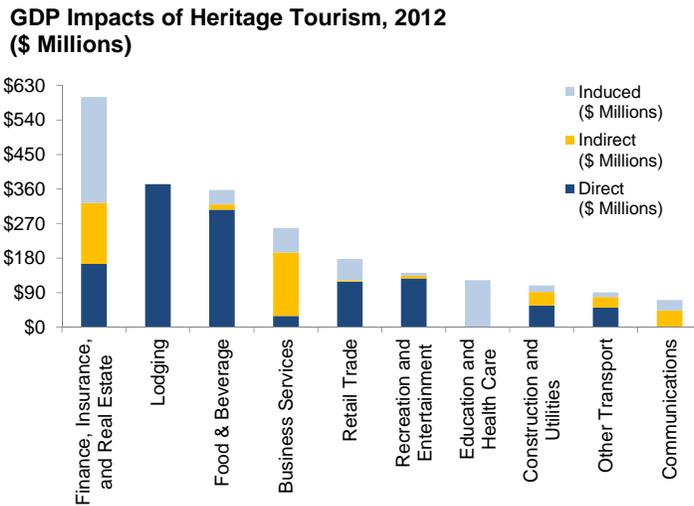
Description	Impact
Visitor Spending Impacts of Heritage Tourism (\$ Millions)	\$2,816.8
Total GDP Impacts of Heritage Tourism (\$ Millions)	\$2,589.5
Total Labor Income Impacts of Heritage Tourism (\$ Millions)	\$1,514.6
Total Employment Impacts of Heritage Tourism (Total Jobs)	37,527

Source: Tourism Economics (2013)

¹ Heritage tourism industry sales in New Jersey equals \$2.8 billion while direct GDP measures \$1.3 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.

The \$2.6 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 income. The finance, insurance, and real estate sector was the most impacted industry with a GDP impact of nearly \$600 million. Lodging, food & beverage, and business services followed with \$374 million, \$358 million, and \$258 million in GDP impacts, respectively.

Figure 1.2: Heritage Tourism GDP Impacts by Major Industry (2012, \$ Millions)



The economic impacts of heritage tourism outlined above also generate significant fiscal (tax) impacts as economic spending cycles through state and local economies. In 2012, heritage tourism generated a total tax impact of \$715 million, including \$380 million in federal taxes and \$335 million in state and local taxes.

Figure 1.3: Summary Fiscal (Tax) Impacts of New Jersey Heritage Tourism (2012, \$ Millions)

Description	Impact
Total Tax Impacts of Heritage Tourism (\$ Millions)	\$715
Federal Taxes	\$380
State and Local Taxes	\$335

Source: Tourism Economics (2013)

2 Introduction

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.

In 2010, the New Jersey Heritage Tourism Task Force and Stockton College created an inventory of 1,834 existing and potential heritage tourism attractions throughout New Jersey. While the primary goal of the heritage tourism inventory was to capture current information about the state's heritage tourism attractions and develop a better understanding of the extent to which sites were (or were not) ready for visitors, the analysis did not assess the economic impacts of the 1,834 sites.

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.

3 Heritage Sites in New Jersey

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.

The 2010 study, “New Jersey Heritage Tourism Inventory Analysis,” compiled data on 1,634 current and potential heritage sites and 200 historic districts throughout New Jersey². Every county throughout the state has a number of sites, as shown in Figure 3.1 below. Bergen County has the most heritage sites (261) and represents 16% of the state total. Essex County and Morris County follow with 10% and 8% of the state total, respectively.

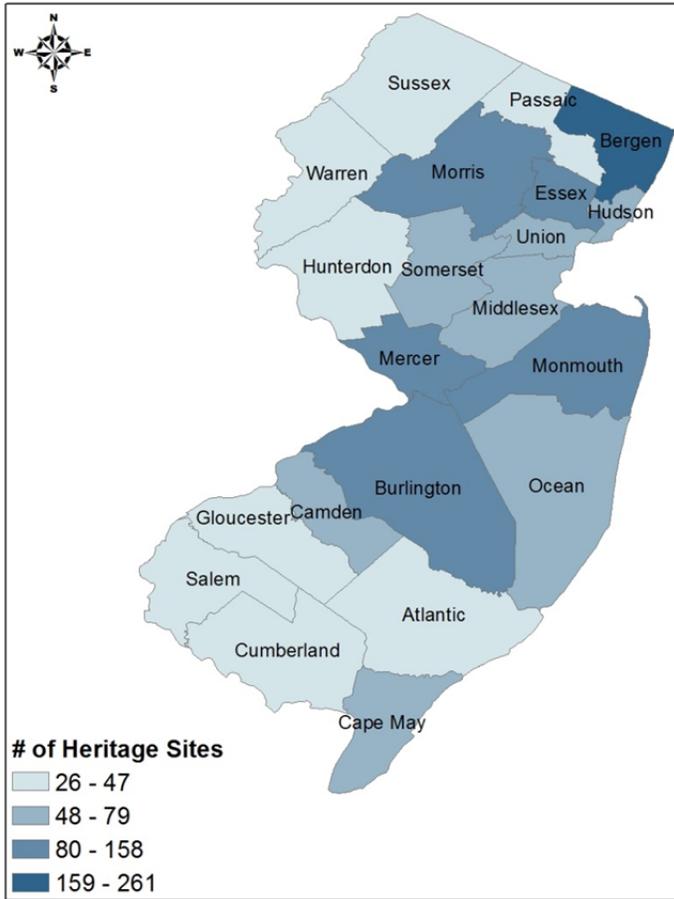
Figure 3.1: Breakdown of New Jersey Heritage Sites by County

County	# of Heritage Sites	% of State Total
Atlantic	47	3%
Bergen	261	16%
Burlington	116	7%
Camden	79	5%
Cape May	63	4%
Cumberland	41	3%
Essex	158	10%
Gloucester	45	3%
Hudson	54	3%
Hunterdon	43	3%
Mercer	105	6%
Middlesex	69	4%
Monmouth	99	6%
Morris	137	8%
Ocean	60	4%
Passaic	39	2%
Salem	34	2%
Somerset	56	3%
Sussex	29	2%
Union	73	4%
Warren	26	2%
Total, New Jersey	1,634	100%

Source: New Jersey Heritage Tourism Inventory Analysis (2010)

² 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 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.”

Figure 3.2: Map of New Jersey Heritage Sites by County



The 2010 inventory analysis found that nearly 40% of heritage sites were owned by the State, 22% by local counties, 16% by nonprofit organizations, 4% by cities/townships, 6% were federally owned, and 7% were under “other” ownerships.

Figure 3.3: Breakdown of New Jersey Heritage Sites by Ownership Type

Ownership	% of Sites by Ownership
State	38%
County	22%
Nonprofit	16%
Federal	6%
City/Township	4%
Other	7%
NA	7%
Total	100%

Source: New Jersey Heritage Tourism Inventory Analysis (2010)

4 Survey of New Jersey Historical Sites

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, on-site retail sales, and number of employees (including paid staff and volunteers) at county and state levels. There were a total of 99 survey responses, and countywide survey projections are outlined below.

4.1 Heritage Site Visitors

We estimate that there were nearly 11.0 million visitors at New Jersey heritage sites in 2012. Essex County had the most visitors (nearly 1.1 million), followed by Bergen County (1.0 million), Cape May (1.0 million), and Morris County (0.9 million).

Figure 4.1: Visitors to New Jersey Heritage Sites by County (2012)

County	Total Visitors	% of State Total
Atlantic	676,504	6.2%
Bergen	988,054	9.0%
Burlington	493,365	4.5%
Camden	314,141	2.9%
Cape May	951,816	8.7%
Cumberland	255,222	2.3%
Essex	1,064,847	9.7%
Gloucester	250,794	2.3%
Hudson	419,242	3.8%
Hunterdon	247,726	2.3%
Mercer	910,019	8.3%
Middlesex	483,878	4.4%
Monmouth	809,719	7.4%
Morris	942,707	8.6%
Ocean	800,543	7.3%
Passaic	240,199	2.2%
Salem	183,058	1.7%
Somerset	308,490	2.8%
Sussex	151,805	1.4%
Union	332,073	3.0%
Warren	138,256	1.3%
Total, New Jersey	10,962,458	100.0%

Source: Tourism Economics (2013)

4.2 Heritage Site Employees & Volunteers

Figure 4.2 provides a breakdown of estimated employees and volunteers at heritage sites in 2012. Hudson County had the highest number of employees and volunteers, representing 16% of the state total. Morris County, Camden County, and Essex County follow with 12%, 9%, and 9% of the state total, respectively.

The importance of volunteers at heritage sites was evident in survey responses and projections, as volunteers outnumber employees by a factor of more than three to one. We estimate that there were nearly 11,000 volunteers statewide and 3,095 employees at heritage sites in 2012.

Figure 4.2: Employees and Volunteers at New Jersey Heritage Sites, by County (2012)

County	Employees	Volunteers	Total	% Share of State Total
Atlantic	44	84	128	1%
Bergen	373	765	1,138	8%
Burlington	147	248	395	3%
Camden	274	959	1,233	9%
Cape May	174	353	527	4%
Cumberland	45	203	248	2%
Essex	340	839	1,179	9%
Gloucester	53	205	258	2%
Hudson	517	1,680	2,197	16%
Hunterdon	42	98	140	1%
Mercer	174	822	996	7%
Middlesex	116	580	696	5%
Monmouth	156	902	1,058	8%
Morris	290	1,319	1,609	12%
Ocean	77	214	291	2%
Passaic	65	232	297	2%
Salem	35	245	280	2%
Somerset	19	49	68	0%
Sussex	59	369	428	3%
Union	71	157	228	2%
Warren	25	183	208	2%
Total, New Jersey	3,095	10,505	13,601	100%

Source: Tourism Economics (2013)

4.3 Out-of-Town Visitors

An important goal of the survey was to determine the share of out-of-town heritage site visitors³. 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 Figure 4.3, heritage sites in a number of counties (including Burlington, Camden, and Salem) average more than 75% out-of-town visitors. On average, approximately 46% of heritage site visitors in New Jersey are out-of-town visitors. Of the 11 million total heritage site visitors in 2012, there were nearly 5.0 million out-of-town visitors and nearly 6.0 million local residents.

Figure 4.3: Percentage of Out-of-Town Visitors at New Jersey Heritage Sites (2012)

County	Total Visitors	% Out of Town Visitors	Total Out of Town Visitors	Total Local Residents
Atlantic	676,504	59%	399,019	277,484
Bergen	988,054	42%	413,336	574,718
Burlington	493,365	75%	372,459	120,907
Camden	314,141	75%	236,725	77,416
Cape May	951,816	40%	384,110	567,706
Cumberland	255,222	29%	73,589	181,633
Essex	1,064,847	32%	341,801	723,046
Gloucester	250,794	36%	89,053	161,742
Hudson	419,242	42%	176,180	243,062
Hunterdon	247,726	39%	97,841	149,885
Mercer	910,019	39%	358,943	551,076
Middlesex	483,878	48%	233,827	250,051
Monmouth	809,719	47%	381,243	428,476
Morris	942,707	41%	385,332	557,376
Ocean	800,543	50%	402,273	398,270
Passaic	240,199	42%	101,625	138,575
Salem	183,058	76%	138,213	44,845
Somerset	308,490	44%	135,817	172,673
Sussex	151,805	46%	69,092	82,713
Union	332,073	40%	134,075	197,998
Warren	138,256	51%	70,708	67,548
Total, New Jersey	10,962,458	46%	4,995,258	5,967,200

Source: Tourism Economics (2013)

³ Out-of-town visits include any overnight trip or any day-trip greater than 50 miles one-way from home.

4.4 Heritage Site Visitor Spending (On-Site)

Heritage sites generate economic impacts as visitors spend money at the heritage sites themselves and at other businesses in the surrounding communities. Based on data from survey respondents, Figure 4.4 summarizes average on-site visitor spending during trips to heritage sites. On average, each heritage site visitor spent \$12.27 at heritage sites, including \$4.08 on admissions, \$4.02 on retail/food and beverage purchases, and \$4.18 on other purchases.

Figure 4.4: Average On-Site Visitor Spending at New Jersey Heritage Sites, by County (2012)

County	Admissions	Retail/F&B	Other	Total Spending
Atlantic	\$4.33	\$8.68	\$3.63	\$16.63
Bergen	\$5.58	\$5.27	\$1.63	\$12.48
Burlington	\$8.46	\$9.08	\$4.46	\$22.00
Camden	\$4.50	\$3.35	\$6.32	\$14.17
Cape May	\$4.99	\$6.99	\$5.73	\$17.71
Cumberland	\$5.35	\$1.12	\$2.05	\$8.52
Essex		\$7.23	\$4.46	\$11.69
Gloucester	\$0.00	\$0.00	\$2.54	\$2.54
Hudson	\$5.90	\$0.00	\$0.00	\$5.90
Hunterdon	\$5.12	\$0.00	\$8.70	\$13.82
Mercer	\$5.20	\$3.68	\$6.54	\$15.42
Middlesex	\$4.67	\$1.67	\$5.34	\$11.68
Monmouth	\$2.59	\$1.05	\$2.38	\$6.02
Morris	\$4.00	\$3.23	\$6.80	\$14.03
Ocean	\$4.32	\$2.82	\$4.46	\$11.59
Passaic	\$4.45	\$1.57	\$2.80	\$8.82
Salem		\$1.85	\$2.00	\$3.85
Somerset	\$2.79	\$4.38	\$1.21	\$8.39
Sussex	\$0.00	\$0.00	\$2.12	\$2.12
Union	\$5.71	\$1.25	\$4.63	\$11.59
Warren	\$4.76	\$0.00	\$2.09	\$6.85
Average, New Jersey	\$4.08	\$4.02	\$4.18	\$12.27

Source: Tourism Economics (2013)

Based on the estimated number of visitors presented in Figure 4.1, total on-site spending amounted to \$134.5 million in 2012, as shown in Figure 4.5. This total of \$134.5 million in on-site spending included \$44.7 million in admissions, \$44.0 million in retail/F&B purchases, and \$45.8 million in other purchases. Local residents spent \$71.7 million, and out of town visitors spent \$62.8 million.

Figure 4.5: Total (Local and Visitor) On-Site Spending at New Jersey Heritage Sites (2012, \$ Millions)

County	Admissions (\$ Millions)	Retail/F&B (\$ Millions)	Other (\$ Millions)	Total Spending (\$ Millions)	Spending by Local Residents	Spending by Out of Town Visitors
Atlantic	\$2.93	\$5.87	\$2.46	\$11.26	\$4.62	\$6.64
Bergen	\$5.51	\$5.21	\$1.61	\$12.33	\$7.17	\$5.16
Burlington	\$4.17	\$4.48	\$2.20	\$10.85	\$2.66	\$8.19
Camden	\$1.41	\$1.05	\$1.99	\$4.45	\$1.10	\$3.35
Cape May	\$4.75	\$6.65	\$5.45	\$16.86	\$10.05	\$6.80
Cumberland	\$1.37	\$0.29	\$0.52	\$2.17	\$1.55	\$0.63
Essex	\$0.00	\$7.70	\$4.75	\$12.45	\$8.45	\$4.00
Gloucester	\$0.00	\$0.00	\$0.64	\$0.64	\$0.41	\$0.23
Hudson	\$2.47	\$0.00	\$0.00	\$2.47	\$1.43	\$1.04
Hunterdon	\$1.27	\$0.00	\$2.16	\$3.42	\$2.07	\$1.35
Mercer	\$4.73	\$3.35	\$5.95	\$14.03	\$8.50	\$5.53
Middlesex	\$2.26	\$0.81	\$2.58	\$5.65	\$2.92	\$2.73
Monmouth	\$2.10	\$0.85	\$1.93	\$4.87	\$2.58	\$2.30
Morris	\$3.77	\$3.04	\$6.41	\$13.23	\$7.82	\$5.41
Ocean	\$3.46	\$2.26	\$3.57	\$9.29	\$4.62	\$4.67
Passaic	\$1.07	\$0.38	\$0.67	\$2.12	\$1.22	\$0.90
Salem	\$0.00	\$0.34	\$0.37	\$0.70	\$0.17	\$0.53
Somerset	\$0.86	\$1.35	\$0.37	\$2.59	\$1.45	\$1.14
Sussex	\$0.00	\$0.00	\$0.32	\$0.32	\$0.18	\$0.15
Union	\$1.90	\$0.42	\$1.54	\$3.85	\$2.29	\$1.55
Warren	\$0.66	\$0.00	\$0.29	\$0.95	\$0.46	\$0.48
Total, New Jersey	\$44.69	\$44.04	\$45.77	\$134.50	\$71.73	\$62.77

Source: Tourism Economics (2013)

4.5 Heritage Site Visitor Spending (On-Site & Off-Site)

In addition to spending money at heritage sites, visitors also spend money at retailers and businesses in the local communities surrounding historic sites. For example, a family 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.

Based on existing research from Tourism Economics, total tourism sales in 2012 amounted to \$33.7 billion⁴. The overnight leisure visitor market represents approximately 84% of total tourism sales, or \$28.2 billion. According to D.K. Shiflet

⁴ Total tourism sales of \$33.7 billion excludes \$4.0 billion in imputed rent for second homes.

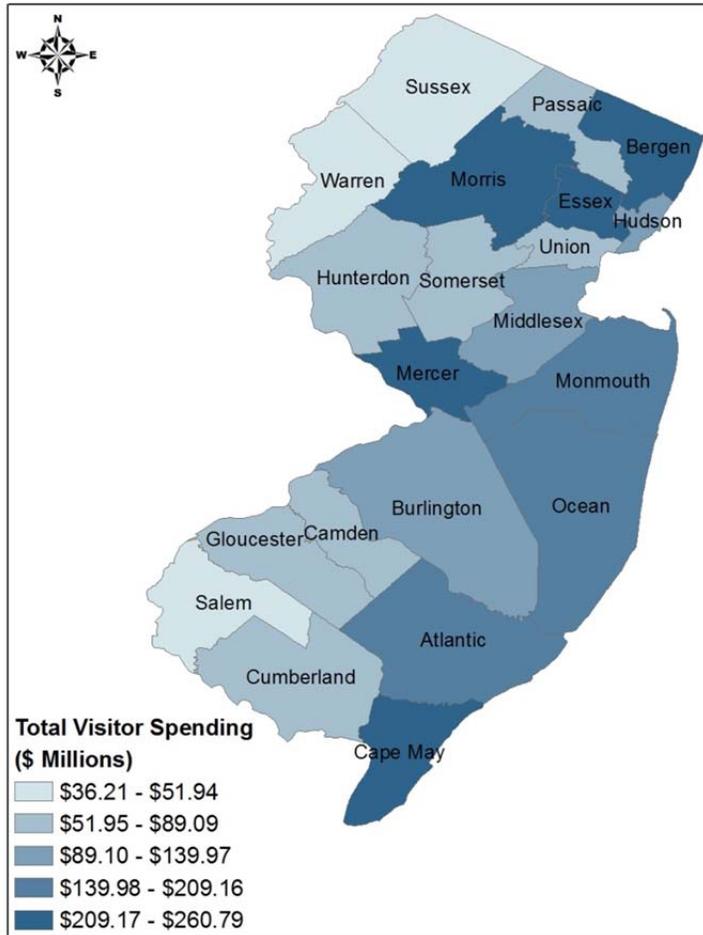
& Associates' 2012 New Jersey Overnight Leisure Visitor Profile, 10% of overnight leisure visitors visited heritage sites during their trip. As shown in Figure 4.6, we estimate that heritage site visitor spending amounted to more than \$2.8 billion.

Figure 4.6: Out of Town Visitor Spending, by County (2012, \$ Millions)

County	Visitor Spending (\$ Millions)	% of State Total
Atlantic	\$181.9	6%
Bergen	\$250.6	9%
Burlington	\$140.0	5%
Camden	\$89.1	3%
Cape May	\$240.1	9%
Cumberland	\$61.8	2%
Essex	\$260.8	9%
Gloucester	\$62.2	2%
Hudson	\$106.4	4%
Hunterdon	\$62.3	2%
Mercer	\$228.8	8%
Middlesex	\$125.5	4%
Monmouth	\$209.2	7%
Morris	\$238.3	8%
Ocean	\$209.1	7%
Passaic	\$61.0	2%
Salem	\$51.9	2%
Somerset	\$78.8	3%
Sussex	\$39.0	1%
Union	\$83.8	3%
Warren	\$36.2	1%
Total, New Jersey	\$2,816.8	100%

Source: Tourism Economics (2013)

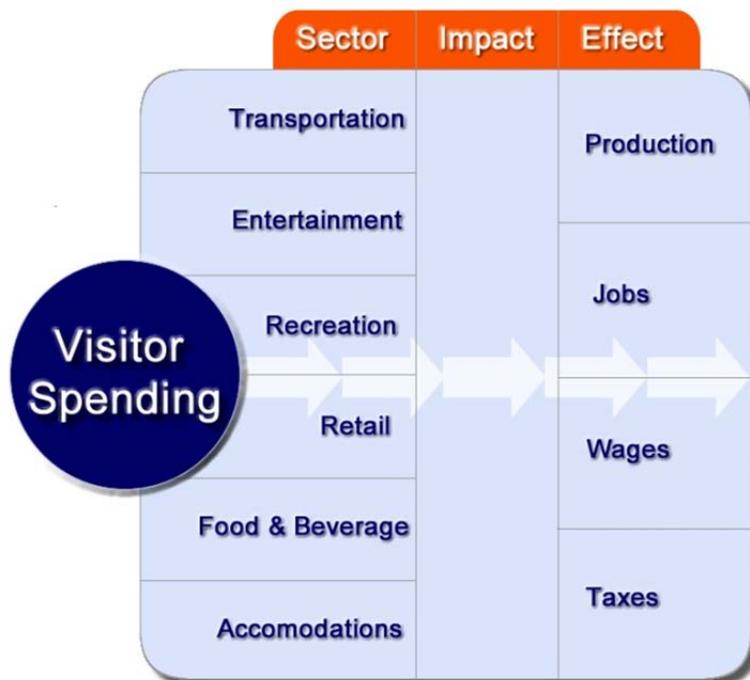
Figure 4.7: Map of Total Heritage Tourism Spending, by County (2012, \$ Millions)



5 Economic Impacts Defined

The economic impacts of heritage tourism arise as local residents and out of town tourists visiting 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. These economic impacts were estimated using a regional Input-Output (I-O) model based on IMPLAN (www.implan.com) models. IMPLAN is recognized as one of two industry standards in local-level I-O models. An I-O model represents a profile of an economy by measuring the relationships among industries and consumers. For example, an I-O model tracks the flow of a visitor’s restaurant expenditures to wages, profits, capital, taxes and suppliers. The supplier chain is also traced to food wholesalers, to farmers, and so on. In this way, the I-O model allows for the measurement of the direct and indirect sales generated by a restaurant meal. The model also calculates the induced impacts of tourism. These induced impacts represent benefits to the economy as employees of tourism sectors spend their wages in the local economy, generating additional output, jobs, taxes, and wages.

Figure 5.1: Illustration of Economic Impact Model



IMPLAN is particularly effective because it calculates these three levels of impact – direct, indirect, and induced – for a broad set of indicators. These include the following:

- GDP
- Spending
- Wages
- Employment
- Federal Taxes
- State & Local Taxes

The modeling process begins with aligning the expenditure measurements with the related sectors in the model (e.g. sports & recreation, restaurants, retail, and entertainment). The model is then run to simulate the flow of these expenditures through the economy. In this process, the inter-relationships between consumers and industries generate each level of impact for each economic indicator (sales, wages, employment, etc.).

6 Economic Impacts of Heritage Tourism

6.1 GDP Impacts

As discussed in Section 4, heritage tourism generated \$2.8 billion in visitor spending in 2012. This \$2.8 billion in spending generated \$1.3 billion in direct GDP impacts, \$0.5 billion in indirect GDP impacts, and \$0.7 billion in induced GDP impacts, resulting in a total GDP impact of nearly \$2.6 billion, as shown in Figure 6.1⁵.

Figure 6.1: Heritage Tourism GDP Impacts, by Major Industry (2012, \$ Millions)

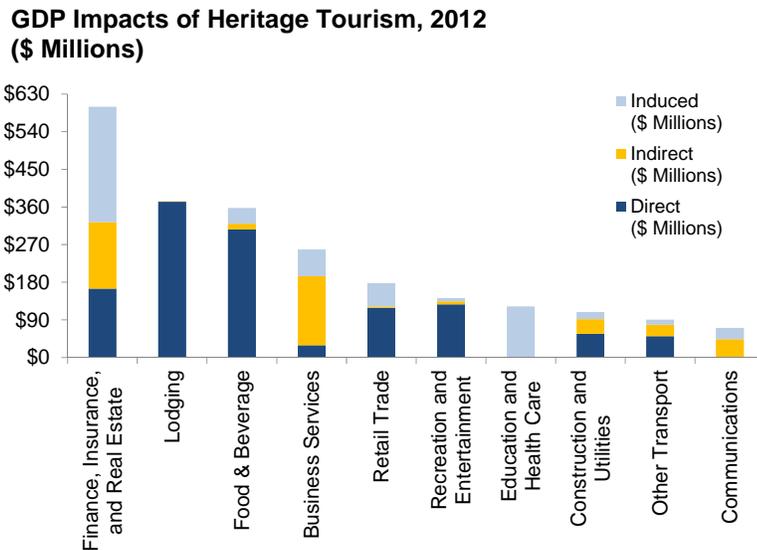
Industry	Direct GDP Impact (\$ Millions)	Indirect GDP Impact (\$ Millions)	Induced GDP Impact (\$ Millions)	Total GDP Impact (\$ Millions)
Agriculture, Fishing, Mining	\$0.0	\$1.7	\$1.4	\$3.1
Construction and Utilities	\$56.8	\$34.9	\$17.2	\$108.8
Manufacturing	\$4.4	\$23.8	\$21.0	\$49.2
Wholesale Trade	\$0.0	\$19.7	\$38.6	\$58.3
Air Transport	\$46.3	\$1.4	\$2.8	\$50.4
Other Transport	\$51.2	\$27.1	\$12.4	\$90.7
Retail Trade	\$118.4	\$3.3	\$56.1	\$177.7
Gasoline Stations	\$21.9	\$0.2	\$2.7	\$24.8
Communications	\$0.0	\$43.7	\$27.1	\$70.9
Finance, Insurance, and Real Estate	\$165.0	\$158.7	\$276.0	\$599.7
Business Services	\$29.2	\$165.4	\$63.5	\$258.1
Education and Health Care	\$0.0	\$0.6	\$121.6	\$122.2
Recreation and Entertainment	\$127.0	\$7.1	\$7.6	\$141.8
Lodging	\$372.4	\$0.7	\$0.8	\$373.9
Food & Beverage	\$306.6	\$13.3	\$37.6	\$357.6
Personal Services	\$27.1	\$16.5	\$26.6	\$70.1
Government	\$8.1	\$17.1	\$6.9	\$32.1
Total, New Jersey	\$1,334.3	\$535.3	\$719.9	\$2,589.48

Source: Tourism Economics (2013)

⁵ Heritage tourism industry sales in New Jersey equals \$2.8 billion while direct GDP measures \$1.3 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.

Finance, insurance, and real estate was the most impacted industry with \$600 million in total economic activity attributable to heritage tourism. Lodging, food and beverage, and business services followed with \$374 million, \$358 million, and \$258 million, respectively.

Figure 6.2: Heritage Tourism GDP Impacts by Major Industry (2012, \$ Millions)



6.2 Labor Income Impacts

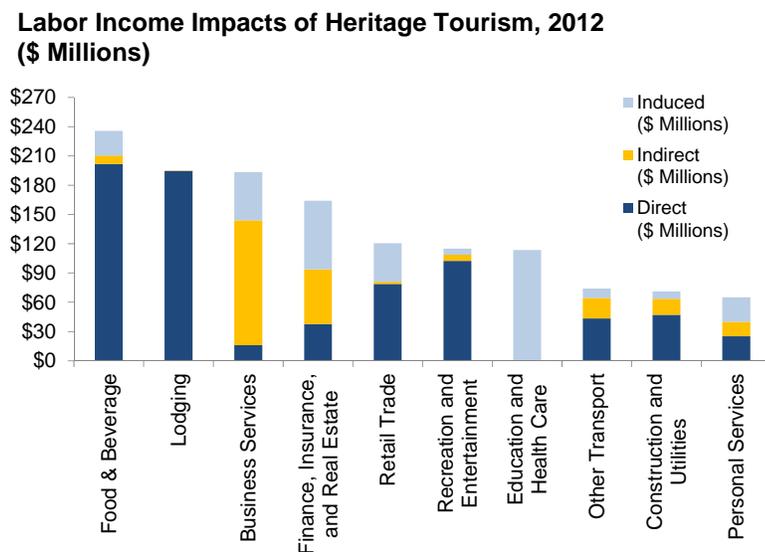
Heritage tourism generated \$1.5 billion in total labor income impacts, including \$798 million in direct labor income impacts, \$318 million in indirect labor income impacts, and \$399 million in induced labor income impacts. The food and beverage industry was the most impacted industry with nearly \$236 million in total labor income. Lodging and business services followed with \$195 million and \$193 million, respectively.

Figure 6.3: Heritage Tourism Labor Income Impacts, by Major Industry (2012, \$ Millions)

Industry	Direct Labor Income (\$ Millions)	Indirect Labor Income (\$ Millions)	Induced Labor Income (\$ Millions)	Total Labor Income (\$ Millions)
Agriculture, Fishing, Mining	\$0.0	\$0.9	\$0.9	\$1.8
Construction and Utilities	\$47.2	\$16.4	\$7.5	\$71.1
Manufacturing	\$3.8	\$12.7	\$9.2	\$25.8
Wholesale Trade	\$0.0	\$11.1	\$21.7	\$32.8
Air Transport	\$26.7	\$0.8	\$1.6	\$29.2
Other Transport	\$43.4	\$21.1	\$9.5	\$74.0
Retail Trade	\$78.8	\$2.4	\$39.3	\$120.4
Gasoline Stations	\$13.0	\$0.1	\$1.6	\$14.6
Communications	\$0.0	\$18.8	\$10.1	\$28.9
Finance, Insurance, and Real Estate	\$37.8	\$56.0	\$70.3	\$164.0
Business Services	\$16.1	\$127.9	\$49.4	\$193.4
Education and Health Care	\$0.0	\$0.6	\$112.9	\$113.5
Recreation and Entertainment	\$102.3	\$6.6	\$6.1	\$114.9
Lodging	\$194.6	\$0.4	\$0.4	\$195.4
Food & Beverage	\$201.7	\$8.7	\$25.1	\$235.6
Personal Services	\$25.1	\$14.8	\$25.2	\$65.1
Government	\$7.2	\$18.4	\$8.4	\$34.0
Total, New Jersey	\$797.7	\$317.6	\$399.3	\$1,514.6

Source: Tourism Economics (2013)

Figure 6.4: Heritage Tourism Labor Income Impacts by Major Industry (2012, \$ Millions)



6.3 Employment Impacts

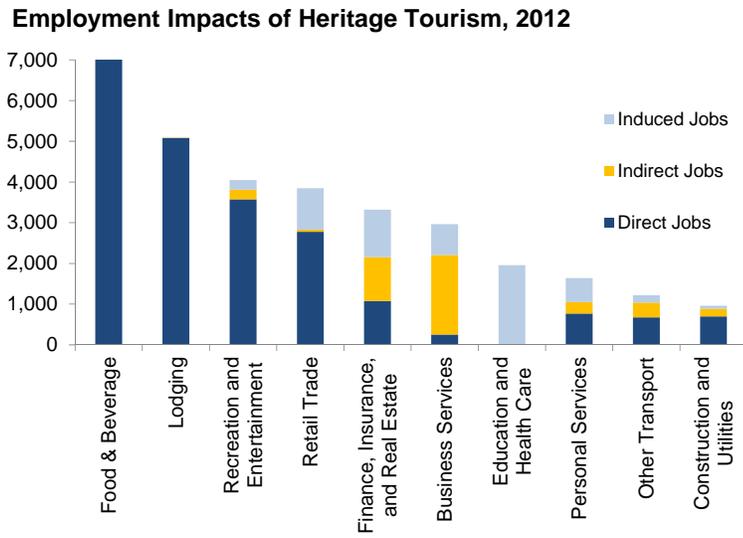
In 2012 heritage tourism directly and indirectly created nearly 38,000 jobs statewide. This total job impact included nearly 25,000 direct jobs, 5,300 indirect jobs, and 7,600 induced jobs. The food and beverage industry was by far the most impacted industry with nearly 10,300 total jobs. Lodging and recreation/entertainment followed with approximately 5,100 and 4,000 total jobs, respectively.

Figure 6.5: Heritage Tourism Employment Impacts, by Major Industry (2012)

Industry	Direct Jobs	Indirect Jobs	Induced Jobs	Total Jobs
Agriculture, Fishing, Mining	0	26	28	53
Construction and Utilities	698	186	76	961
Manufacturing	67	167	98	331
Wholesale Trade	0	117	228	345
Air Transport	304	9	19	331
Other Transport	674	363	181	1,218
Retail Trade	2,775	58	1,012	3,845
Gasoline Stations	369	3	45	417
Communications	0	192	101	293
Finance, Insurance, and Real Estate	1,078	1,075	1,167	3,320
Business Services	255	1,953	758	2,965
Education and Health Care	0	15	1,939	1,954
Recreation and Entertainment	3,572	243	234	4,049
Lodging	5,081	10	11	5,102
Food & Beverage	8,890	393	1,012	10,294
Personal Services	770	279	593	1,642
Government	100	209	99	407
Total, New Jersey	24,632	5,297	7,599	37,527

Source: Tourism Economics (2013)

Figure 6.6: Heritage Tourism Employment Impacts by Major Industry (2012)



7 Fiscal (Tax) Impacts of Heritage Tourism

The economic impacts of heritage tourism outlined in Section 6 will also generate significant fiscal (tax) impacts as direct, indirect, and induced economic spending cycle through state and local economies. As shown in Figure 7.1 heritage tourism generated nearly \$715 million in total taxes, including \$380 million in federal taxes and \$335 million in state and local taxes.

Figure 7.1: Fiscal (Tax) Impacts Attributable to Heritage Tourism (2012, \$ Millions)

Tax Type	Taxes (\$ Millions)
Federal Taxes Subtotal	\$379.6
Corporate	\$57.0
Indirect Business	\$34.3
Personal Income	\$123.7
Social Security	\$164.6
State and Local Taxes Subtotal	\$335.0
Corporate	\$14.1
Personal Income	\$31.8
Sales	\$99.8
Lodging	\$9.6
Local	\$3.2
State	\$6.4
Property	\$150.5
Excise and Fees	\$27.2
State Unemployment	\$2.0
Total Taxes	\$714.6

Source: Tourism Economics (2013)

8 Conclusion

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 2012, heritage sites attracted nearly 11 million visits, resulting in \$2.8 billion in visitor spending. Heritage tourism generated \$2.6 billion in GDP impacts, including \$1.5 billion in labor income, supporting nearly 38,000 jobs. These economic impacts resulted in \$715 million in taxes, including \$380 million in federal taxes and \$335 million in state and local taxes.

Figure 8.1: Summary Economic & Fiscal Impacts of New Jersey Heritage Tourism (2012)

Description	Impact
Total Visits	10,962,458
Total On-Site & Off-Site Visitor Spending (\$ Millions)	\$2,816.8
Summary Economic Impacts	
Total GDP Impacts of Heritage Tourism (\$ Millions)	\$2,589.5
Total Labor Income Impacts of Heritage Tourism (\$ Millions)	\$1,514.6
Total Employment Impacts of Heritage Tourism (Total Jobs)	37,527
Summary Fiscal (Tax) Impacts	
Total Tax Impacts of Heritage Tourism	\$714.6
Federal Taxes	\$379.6
State and Local Taxes	\$335.0

Source: Tourism Economics (2013)

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