



NORTH STAR
+ NJ Highlands Region

*Tourism Branding
Initiative Update*

Why brand the Highlands Region?



North Star helps destinations tell their best story to drive economic sustainability





**Research +
Exploration**



Stakeholder & Community Engagement



Insight Gathering & Research



**Research +
Exploration**

**Insight
Synthesis +
Strategy**



Stakeholder & Community Engagement

Insight Gathering & Research

Brand DNA/Tourism Strategy Formation

**Research +
Exploration**

**Insight
Synthesis +
Strategy**

**Creative + Brand
Activation**



Stakeholder & Community Engagement

Insight Gathering & Research

Brand DNA/Tourism Strategy Formation

Brand, Creative & Message Development

Marketing Plan & Rollout

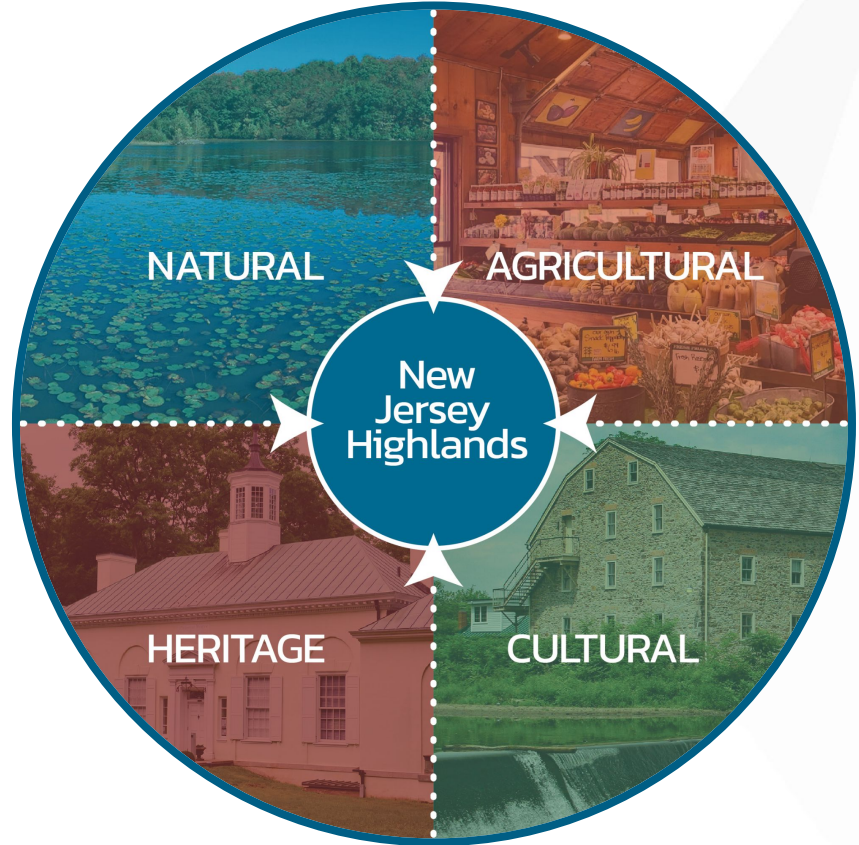
Highlands Region Immersion

July 8-12



The Highlands: An Amazing Confluence of Assets

Authentic experiences



SWOT Analysis

Strengths



Natural beauty + protection of natural assets



Wide spectrum of activities, broad appeal



Historical significance



NYC & Philadelphia population bases



Community events of all types & sizes



Outdoor recreation as an easy escape in crisis

Weaknesses



Underfunded, less formalized tourism infrastr.

Trail maintenance, tourist facilities, staffing, etc.



Lack of regional identity



Shortage of lodging options



New Jersey brand / misconceptions



Public transportation



Seasonality

Opportunities



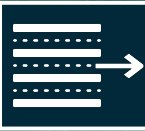
Development of destination infrastructure



FIFA World Cup 2026



America 250



Expansion/deepening of specific tourism lanes

Agritourism, historical tourism, adventure / outdoor exploration



State of New Jersey tourism efforts



Increased tourism levels, especially agritourism

Threats



Competition

Poconos, Catskills, Hudson River Valley, historical heritage sites



Overtourism / environmental degradation



Economic instability / downturns



Precariousness of politics



Pandemics / health crises



Climate change

Competitive Landscape

Hudson Valley



Catskills



Poconos



Heritage Sites



Destinations with **strong brand identities** and **well-established tourism operations**



Industry Trends

Agritourism Momentum

Today: \$33.8 billion

▲ **2032: \$111.1 billion**

CAGR: 12.5%

Source: Allied Market Research study, 2023

Tourism Program Considerations

Pillars of Success for the Program

Educating Highlands Region Residents *(what the value of well planned tourism growth is)*

Pillars of Success for the Program

Educating Highlands Region Residents
(what the value of well planned tourism growth is)

➤ **Telling the Story & Building the Brand**
(why someone should visit)

Pillars of Success for the Program

Educating Highlands Region Residents
(what the value of well planned tourism growth is)

➤ **Telling the Story & Building the Brand**
(why someone should visit)

Marketing, Organizing & Accommodating Visitors
(how the region makes tourism happen)

What's Next?

Encouraging residents & stakeholders to complete the survey

Research Findings & Brand Strategy (*Fall*)

Destination infrastructure and operational model (*Fall*)

Creative brand development (*Winter*)

Take the survey, ask others to!



Thank you New Jersey Highlands