

The Southern Jersey Shore includes the counties of Cape May and Cumberland including the shore communities of Ocean City, Sea Isle City, Avalon, Stone Harbor and Cape May. The economic impact of tourism on the economy of the Southern New Jersey Shore is significant and multifaceted. Here are some key points illustrating its impact:

1. **Revenue Generation**: Tourism brings in substantial revenue to the region through various channels such as lodging, dining, entertainment, shopping, and recreational activities. Visitors spend money on accommodations, meals, souvenirs, attractions, and other services, thereby stimulating the local economy. According to numbers released by the Cape May County Department of Tourism, in 2022, tourism in Cape May County alone generated:
 - Over \$600.7 million – in State and Local Taxes
 - \$2.1 Billion in Rental income
 - Over \$8.2 million in visitation revenue
 - Over \$16 million in Hotel Occupancy Tax Collection
2. **Job Creation**: The tourism industry creates employment opportunities across a wide range of sectors including hospitality, retail, transportation, entertainment, and tourism services. Hotels, restaurants, retail shops, tour companies, and attractions hire staff to meet the demands of visitors, contributing to job growth and income generation for local residents.
3. **Small Business Growth**: Tourism fosters the growth and sustainability of small businesses along the Southern New Jersey Shore. Entrepreneurs and small business owners capitalize on the influx of tourists by offering unique products, services, and experiences tailored to visitor preferences. This dynamic business environment contributes to innovation, diversity, and competitiveness in the local economy.
4. **Infrastructure Development**: The demand generated by tourism drives investments in infrastructure development and improvement projects. Local governments and private stakeholders invest in transportation, roads, utilities, public facilities, and amenities to enhance the visitor experience and

accommodate increasing tourist numbers. These investments not only benefit tourists but also improve the overall quality of life for residents.

5. **Tax Revenue**: Tourism contributes to tax revenue at the local, state, and federal levels. Taxes generated from tourism-related activities help fund public services, infrastructure projects, education, healthcare, and community development initiatives. This revenue stream alleviates the tax burden on residents and supports essential services and programs that benefit the entire community.
6. **Promotion of Cultural Heritage and Natural Resources**: Tourism promotes the preservation and celebration of the region's cultural heritage, historical sites, and natural attractions. Visitors are drawn to the Southern New Jersey Shore's scenic beauty, cultural events, festivals, museums, and landmarks, fostering appreciation for the area's rich history and natural resources. This cultural exchange and engagement contribute to the region's identity, pride, and sense of place.

Overall, tourism plays a pivotal role in driving economic growth, job creation, community development, and quality of life enhancement in the Southern New Jersey Shore region. It serves as a catalyst for prosperity, sustainability, and vitality, making it a cornerstone of the local and state economy. Tourism is the lifeblood of the Southern Jersey Shore economy.