

In The House

Travel & Tourism Microsite & Campaign



NJTT | In The House | Goals

By following a long-term strategic plan using a very precise segmentation approach in both messaging and tactical execution developed by their agency of record, New Jersey Travel and Tourism (NJTT) built awareness and increased visitation to over 116 million in 2019, representing a 4.9% year-over-year increase.

While the state proactively undertook efforts to stop the spread of COVID-19 throughout 2020, NJTT had to get creative to continue to build its brand, drive awareness, increase share of voice and provide hope as travelers planned for the future, all while helping buoy the NJ economy and employment. Knowing that it takes years for destinations who pull back marketing during a recession to grow their visitation numbers back to previous levels, NJTT's agency of record developed a new strategic approach to maintain engagement with future travelers in the second quarter of 2020.

The primary driver of this effort was the creation of a microsite that served as a collection of all the ways travelers could safely connect with New Jersey's unique offerings and attractions online. The name for this microsite, fittingly, was New Jersey in the House, as it was designed for virtual visitors enjoying content from their living room couch. On-site features included: Live & Daily Streams of top attractions and shore feeds; Virtual Tours & More of museums, libraries and other visitor favorites; Garden State Games that were sharable via social media; a Now Playing list of streaming movies with a New Jersey connection; Branded Digital Backgrounds for all of the video conferences remote employees were attending; and even a Spotify playlist featuring music from New Jersey's most famous entertainers.

Inspire and Engage Visitors During Quarantine

Supporting Industries that Boost Tourism

NJTT | In The House | Results

With a limited marketing budget to throw behind promotion of the project, the New Jersey in the House microsite was primarily supported through public relations efforts and a promotional slider on the home page of visitnj.org—but that did not dampen traffic and enthusiasm for the content. The microsite captured 10,462 visitors (10,096 of which were unique) in the first six weeks alone. These visitors took a total of 26,061 actions, achieving the goal of generating engagement with the New Jersey brand during a timeframe when chasing revenue in the travel space was just not responsible or feasible.

10,416
Visitors

10,096
Unique
Visitors

26,061
Actions
Taken

NJTT | In The House | Budget

Budget and cost figures are proprietary and cannot be shared.

Supporting links & files:

<https://visitnj.org/new-jersey-house>



Mobile-Friendly

NJTT | In The House | Home Page Slider

Coronavirus (COVID-19) Information and Resources X

[Read More >](#)

Official Tourism Website of New Jersey NJ.gov | Services A to Z | FAQs | Departments & Agencies | Search NJ.gov Select Language ▼

 [Get the Mobile App](#)

[HOME](#) [THINGS TO DO](#) [PLACES TO STAY](#) [CITIES & REGIONS](#) [BEACHES](#) [EVENTS](#) [TRIP IDEAS](#) [MEETING PLANNERS](#)



New Jersey in the House!

Until you can be with us in New Jersey, we're bringing New Jersey direct to you.

[Explore Now >](#)



FREE GUIDE
ORDER YOUR NEW JERSEY OFFICIAL TRAVEL GUIDE

E-NEWSLETTER
GET THE LATEST NEWS ON NEW JERSEY 

FOLLOW US
   

REQUEST TRAVEL INFO
GET TRAVEL IDEAS DIRECTLY FROM NEW JERSEY DESTINATIONS

NJTT | In The House | Microsite

Drive
Travel Guide
Downloads

Promote
Virtual
Tours

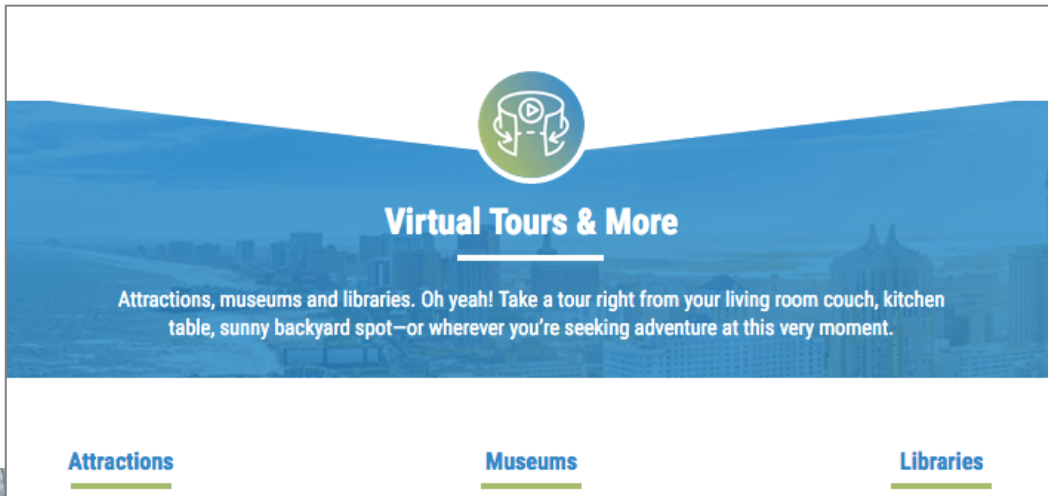
Develop
Educational
Games

The screenshot shows the homepage of the 'New Jersey in the House' microsite. At the top, there's a navigation bar with links like HOME, THINGS TO DO, PLACES TO STAY, etc. The main header features a large image of a New Jersey cityscape with the text 'New Jersey in the House!' and a sub-headline: 'Since we can't bring you to New Jersey, we're bringing New Jersey direct to you. Immerse yourself in the sights, sounds and very soul of the Garden State—right here, right now.' Below this are five circular icons representing different content types: Live & Daily Streams, Virtual Tours & More, Garden State Games, Zoom Backgrounds, and Spotify Playlist. The 'Live & Daily Streams' section includes a sub-header and a paragraph: 'Get an eyeful of New Jersey's top attractions—including a jaw-dropping natural wonder—and (of course!) our famous beaches and boards. The best part? No crowds!' The 'Top Attractions' section lists 'Great Falls (Paterson)' and 'Jersey Shore Live Feeds'. The 'Virtual Tours & More' section has a sub-header and a paragraph: 'Attractions, museums and libraries. Oh yeah! Take a tour right from your living room couch, kitchen table, sunny backyard spot—or wherever you're feeling bored at this very moment.' Below this are three columns for 'Attractions', 'Museums', and 'Libraries'. The 'Garden State Games' section has a sub-header and a paragraph: 'We know you have opinions about New Jersey's favorite foods, sports teams (and more!) and pride yourself on hitting all the state's hotspots. This is THE chance to proclaim yourself an official Jersey aficionado. Winning!' The footer contains a 'New Jersey' logo and a 'TOP' button.

This screenshot shows the 'Zoom Backgrounds' section. It features a blue header with a Zoom icon and the title 'Zoom Backgrounds'. Below the header is a paragraph: 'Video conferencing with your coworkers or teachers? Hosting virtual happy hours or family dinners? If you're using the Zoom app and are embarrassed by your messy or just plain boring surroundings, New Jersey is here to bring the drama and glamour with free Zoom backgrounds.' The main content area displays a grid of six scenic images from New Jersey, each with a 'DOWNLOAD' button. Below the grid is a 'HOW TO USE' button. The 'Spotify Playlist' section follows, with a sub-header and a paragraph: 'Springsteen. Bon Jovi. Sinatra. These swoon-worthy crooners are all Jersey natives. If you want to hear the sound—and feel the very soul—of the Garden State, download our signature playlist with a Spotify account.' Below this is a 'LISTEN NOW' button. The footer contains a 'FREE GUIDE' section, an 'E-NEWSLETTER' section, a 'FOLLOW US' section with social media icons, and a 'REQUEST TRAVEL INFO' section. There are also 'Add Tourism Listings' and 'Add Tourism Events' buttons, and a 'New Jersey' logo.

Supporting links & files:
<https://visitnj.org/new-jersey-house>

NJTT | In The House | Virtual Tours



Virtual Tours & More

Attractions, museums and libraries. Oh yeah! Take a tour right from your living room couch, kitchen table, sunny backyard spot—or wherever you're seeking adventure at this very moment.

[Attractions](#) [Museums](#) [Libraries](#)

Active Engagement

Support Local Attractions & Businesses



Behind The Scenes Videos



Moray Eel Feeding

[View Video](#)



Meet Aquarium Biologist, Mary Elizabeth

[View Video](#)



Midweek Moment of Calm with Gamora

[View Video](#)



Live & Daily Streams

Get an eyeful of New Jersey's top attractions—including a jaw-dropping natural wonder—and (of course!) our famous beaches and boards. The best part? No crowds!

Top Attractions

Cape May County Park and Zoo: Virtual Zoo School
Diggerland USA: Daily Digs on Facebook (West Berlin)
Liberty Science Center (Jersey City)
Paterson Great Falls National Historical Park

Jersey Shore Live Feeds

Asbury Park
Atlantic City
Cape May
Ortley Beach
Sea Girt
ALL NJ Beach Webcams

Virtual Cooking Classes

[Video #1: In the Kitchen with Tahesha Way](#)
[Video #2: In the Kitchen with Joey Montello](#)
[Video #3: In the Kitchen with The Pascarella Brothers](#)
[Video #4: In the Kitchen with Robin Winzinger](#)
[Video #5: In the Kitchen with Kevin Cronin](#)
[Video #6: In the Kitchen with Ariane Duarte](#)



Garden State Games

We know you have opinions about New Jersey's favorite foods, sports teams (and more!) and pride yourself on hitting all the state's hotspots. This is THE chance to proclaim yourself an official Jersey aficionado.

This or That

NEW JERSEY
EDITION

Wawa	QuickChek
Taylor Ham	Pork Roll
PNC Art Center	Prudential Center
Bruce Springsteen	Bon Jovi
Giants	Eagles
The Sopranos	Boardwalk Empire
Bagels	Pizza

DOWNLOAD & SHARE ON
SOCIAL

Bingo

NEW JERSEY
EDITION

Take a day off from work	Go to a state fair	Visit a state park	Visit a state museum	Visit a state university
Visit a state capital	Visit a state zoo	Visit a state airport	Visit a state hospital	Visit a state court
Visit a state library	Visit a state park	Visit a state museum	Visit a state university	Visit a state hospital
Visit a state airport	Visit a state hospital	Visit a state court	Visit a state university	Visit a state museum
Visit a state zoo	Visit a state park	Visit a state museum	Visit a state university	Visit a state hospital

DOWNLOAD & SHARE ON
SOCIAL

NJTT | In The House | Games Social Share Feature

BINGO

NEW JERSEY EDITION


Selfie with Lucy the Elephant	Gone to a diner at 2am	Spent a day at the Liberty Science Center	Described where you live in proximity to NYC or Philly	Walked the entire Seaside Boardwalk
Seen Bruce Springsteen play at the Stone Pony	Strolled through Grounds for Sculpture	Explored Princeton	Visited Sandy Hook Lighthouse	Hiked the Appalachian Trail
Spent a day at Adventure Aquarium	Visited Hoboken		Never pumped your own gas	Beach house in LBI
Spent a weekend in Atlantic City	Toured the Statue of Liberty	Described where you live by your exit	Toured Thomas Edison National Historical Park	Saw the Cherry Blossoms in Newark
Hiked the Delaware Water Gap	"Fuggedaboudi" is a staple in your vocabulary	Vacationed in Cape May	Took a picture at the Wildwood sign	Taken the ferry to NYC


#NJInTheHouse

THIS OR THAT

NEW JERSEY EDITION

Wawa	QuickChek
Taylor Ham	Pork Roll
PNC Bank Arts Center	Prudential Center
Bruce Springsteen	Jon Bon Jovi
Giants	Eagles
The Sopranos	Boardwalk Empire
Bagels	Pizza


#NJInTheHouse

Visit New Jersey
April 27 at 9:30 AM · 🌐

Have you vacationed in Cape May? Do you describe where you live by your exit? The ultimate New Jersey game is here, try your hand at BINGO to see if you can get five in a row. Save our game and show us your BINGO cards in the comments!
#NJInTheHouse #VisitNJ #BINGO



👍❤️ 38

🗨️ Comment

🔄 Share

5 Comments 14 Shares



Now Playing

We teamed with the NJ Motion Picture & Television Commission to create the ultimate list of movies connected to NJ.

[GET THE LIST](#)



Spotify Playlist

Springsteen. Bon Jovi. Sinatra. These swoon-worthy crooners are all Jersey natives. If you want to hear the sound—and feel the very soul—of the Garden State, download our signature playlist with a Spotify account.

[LISTEN NOW](#)

NJTT | In The House | Spotify Integration



The image shows a screenshot of the Spotify mobile app interface. At the top left is the Spotify logo. Below it is a navigation menu with 'Home', 'Search', and 'Your Library'. On the right side of the top bar are 'SIGN UP' and 'LOG IN' buttons. The main content area features a playlist cover for 'NEW JERSEY IN THE HOUSE!' with a lighthouse image and the text 'VISIT NEW JERSEY'S ULTIMATE NJ PLAYLIST'. To the right of the cover, it says 'PLAYLIST' and 'NJ In The House!' in large white text, with 'Visit New Jersey • 10 likes • 4 hr 51 min' below it. Below the playlist title is a play button, a heart icon, and a three-dot menu icon. The first two songs listed are 'Dancing In the Dark' by Bruce Springsteen (4:01) and 'Born to Run' by Bruce Springsteen (4:29).

Spotify

Home

Search

Your Library

SIGN UP

LOG IN

NEW JERSEY
IN THE HOUSE!

PLAYLIST

NJ In The House!

Visit New Jersey • 10 likes • 4 hr 51 min

▶

♥

⋮

🎵 **Dancing In the Dark** 4:01
Bruce Springsteen • Born In The U.S.A.

🎵 **Born to Run** 4:29
Bruce Springsteen • Born To Run

🎵 **Born to Run (Original Version)** 7:00

Cookies

Privacy

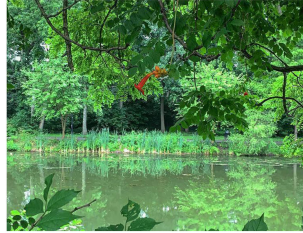
NJTT | In The House | Zoom Content



Zoom Backgrounds

Video conferencing with your coworkers or teachers? Hosting virtual happy hours or family dinners? If you're using the Zoom app and are embarrassed by your messy or just plain boring surroundings, New Jersey is here to bring the drama and glamour with free Zoom backgrounds.





STAYING SAFE

Get up-to-the-minute coronavirus information right here.


[LEARN MORE](#)




BRILLIANT BEACONS

Brighter days are coming—get a glimpse of our lighthouses.

[LIGHT IT UP](#)




DESTINATIONS | THINGS TO DO | HOTELS | EVENTS



NJ IN THE HOUSE

We're bringing the sights, sounds and soul of NJ direct to your device. Livestream the shore. Tour attractions online. Win big with Garden State games. Jam out to Jersey tunes—and more!

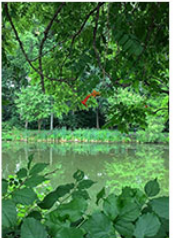
[VISIT VIRTUALLY](#)



INDULGE LOCAL

Order takeout & support your favorite neighborhood eatery.


[START HERE](#)



STAYING SAFE

Get up-to-the-minute coronavirus information right here.

[LEARN MORE](#)



BRILLIANT BEACONS

Brighter days are coming—get a glimpse of our lighthouses.

[LIGHT IT UP](#)


SHARE THE LOVE

Like this newsletter?
Send it to a fellow Jersey fan!

[FORWARD NOW](#)


GET THE GUIDE

Travel is a no-for-now, but you can plan for a future vacay.



[FREE DOWNLOAD](#)

LET'S BE SOCIAL



Privacy Policy | Unsubscribe | Online Version | Archive

Copyright © State of New Jersey, 1996-2020 Department of State, Divisions of Travel & Tourism, P.O. Box 460, Trenton, NJ 08625. For more information call 1-800-VISITNJ.

NJTT | In The House | Organic Social Posts

Visit New Jersey
Published by Hootsuite [7] · March 26 at 5:55 AM · 🌐

Stay positive. The day will come again when you can sink your toes into the sand and feel the sun on your face.
📍 **Island Beach State Park, New Jersey**
#beach #sand #ocean




11,711 People Reached **1,031** Engagements [Boost Post](#)

👍❤️ 278 15 Comments 79 Shares

Visit New Jersey
Published by Hootsuite [7] · April 2 at 5:10 AM · 🌐

We're loving this bird's-eye view of scenic Sussex County
📍 **High Point State Park**
#newjersey #thisisnj #sussexcountynj #highpointstatepark #stateparks #outdoors




13,799 People Reached **1,486** Engagements [Boost Post](#)

👍❤️ 193 11 Comments 67 Shares

Visit New Jersey
Published by Hootsuite [7] · April 7 at 7:05 AM · 🌐

New Jersey has so many hidden treasures. Know the location of this one?
#newjersey #thisisnj #whereinnj #nohints #gardenscapes



10,189 People Reached **1,171** Engagements [Boost Post](#)

👍❤️ 135 30 Comments 18 Shares

👍 Like 💬 Comment ➦ Share ⋮

NJTT | In The House | Social Media Engagement

▶ Facebook

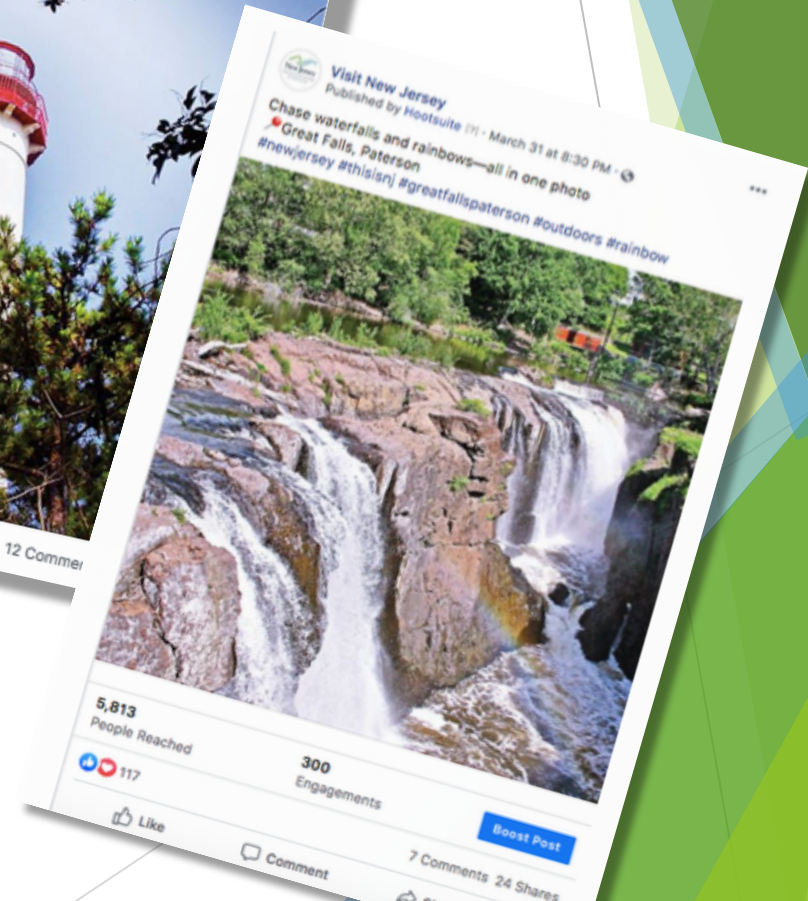
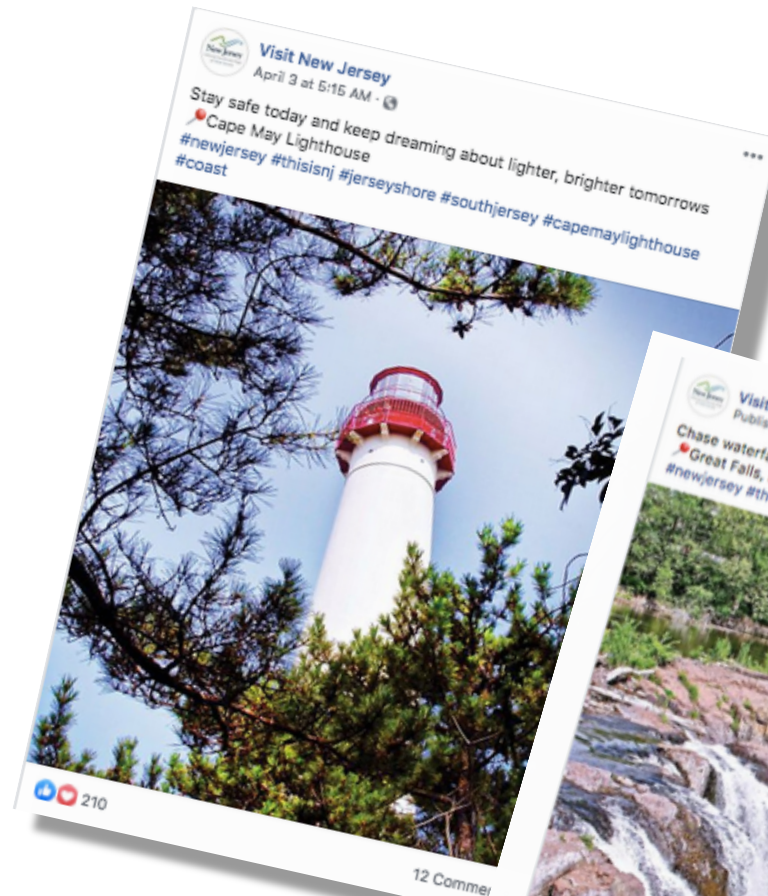
- ▶ Engagement increased **80%**
- ▶ New fans **92**

▶ Instagram

- ▶ Engagement increased **52%**
- ▶ New followers **90**

▶ Twitter

- ▶ Engagement increased **7.5%**
- ▶ New followers **90**



NJTT | In The House | PR Support

Newsweek AFAR

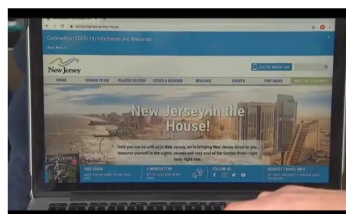
USA TODAY TODAY

Forbes Budget Travel

gothamist

news12 NEW JERSEY

April 24-27, 2020
Reach: 7,910,000
(10 editions)



thrillist August 10, 2020
UMV: 4,787,460

Where to Go Apple Picking in New Jersey

The best apple orchards for families, New Yorkers looking for an escape, and hard cider enthusiasts.

By [Sara Green](#) Updated on 8/10/2020 at 6:40 PM



northjersey.com April 29, 2020
UMV: 927,420

Tour NJ museums, walk across Hoboken and video chat from a waterfall — all virtually, of course

Tired of looking at bare walls behind you during your many daily Zoom calls? You can liven up your next call with a background of a lush Southern New Jersey vineyard, or the green mountains of North West New Jersey or a picturesque lighthouse along the shore.

These Zoom backgrounds, along with virtual tours of museums, a Spotify playlist of New Jersey artists, games like New Jersey bingo and other activities, are part of the New Jersey Division of Travel and Tourism's [New Jersey in the House!](#) digital hub.

"It's for existing visitors who are unable to see us right now, for potential future visitors and for everybody stuck at home," said Executive Director of NJ's Division of Travel and Tourism Jeffrey Vasser.

According to Vasser, New Jersey is poised to lose billions of tourism dollars this summer due to the COVID-19 outbreak. Visitors from New York and Pennsylvania who own or rent second homes in New Jersey may not be able to visit this summer.

AP ASSOCIATED PRESS August 18, 2020
UMV: 10,407,210

Tourism spending hit record \$46.4B in New Jersey in 2019



POINT PLEASANT BEACH, N.J. (AP) — First, the good news: Tourism spending hit a record \$46.4 billion in New Jersey last year, as more than 116 million people visited the state known for its beaches, casinos, mountains and cities.

Now the bad news: The coronavirus is likely to take a steep toll on this year's tourism numbers, as many popular attractions have been closed for months with no clear end in sight.

Figures released Thursday by the state Division of Travel and Tourism showed that the state set records last year in overall tourism spending, which was up nearly 4% from 2018, and visitation, up nearly 5%.

"Whether travelers seek to experience our beaches or our mountains, taste local products at one of our 150-plus breweries and wineries, or enjoy international cuisine at our thousands of locally owned restaurants, New Jersey truly has something for everyone," said Jeffrey Vasser, executive director of the travel and tourism division. "New Jersey is resilient, and we are optimistic that despite the impact of COVID-19, our state will continue to thrive once travel resumes."

instinct August 27, 2020
UMV: 1,164,840

Travel Thursday: Don't Sleep on New Jersey Being Your Next Great Getaway

Travel Thursday is back at Instinct Magazine and we couldn't be happier. Yes, COVID-19 still exists so we want to remind you of the travel precautions that are necessary when you are going outside the zone that you've been in for months (wear a face mask while out and about, get tested for Coronavirus before you go, be socially distant, respect the quarantine guidelines each state is requiring, etc).

Moving on. As a native New Yorker I have always found that New Jersey doesn't get the respect it deserves. Its wedged between two much bigger states (Pennsylvania being the other) where to be honest the only things I really knew about it before last week were its fabulous malls, [Teresa Giudice](#) flipping that damn table at [Danielle Staub](#) and it being the place where [Whitney Houston](#) and [Bruce Springsteen](#) hailed from.



My thoughts on NJ have done a complete 180 since arriving home from what was a stellar experience that many of its inhabitants provided me in recent days. I was whisked away from my apartment to two key parts of the Garden State that have a lot to offer the gay community: Newark and Jersey City.

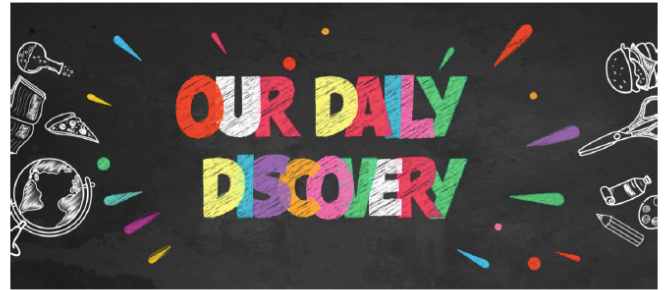
Something worth noting is that neither of these areas are commonly known as gay hotspots. Yes, we are aware of how amazing Miami, San Francisco, Los Angeles and all the other major cities are when it comes to what they can provide for us but its always a good idea to go a little deeper into the somewhat unknown.

100,000+ Placements
300,000,000+ Impressions

NJTT | In The House | PR Support



April 24, 2020
UMV: 375,657



Our Daily Discovery: Today's Activity Pick for Kids

Social distancing has taught us many lessons, one of them being that we can entertain ourselves and our kids in ways we never considered. We've decided to share a new activity for kids and families to try each day.

April 27: New Jersey in the House!

Visit New Jersey has launched [New Jersey in the House!](#), a range of virtual activities for kids and families to try each day.



Just because people can't physically go to their favorite New Jersey tourism spots, they can still enjoy them virtually.

northjersey.com

Tour NJ museums, walk across Hoboken and video chat from a waterfall — all virtually, of course

Tired of looking at bare walls behind you during your many daily Zoom calls? You can liven up your next call with a background of a lush Southern New Jersey vineyard, or the green mountains of North West New Jersey or a picturesque lighthouse along the shore.

These Zoom backgrounds, along with virtual tours of museums, a Spotify playlist of New Jersey artists, games like New Jersey bingo and other activities, are part of the New Jersey Division of Travel and Tourism's [New Jersey in the House!](#) digital hub.

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According to Vasser, New Jersey is poised to lose billions of tourism dollars this summer due to the COVID-19 outbreak. Visitors from New York and Pennsylvania who own or rent second homes in New Jersey may not be able to visit this summer.



April 28, 2020
UMV: 29,954,992

States, cities across the US promise to 'wait for you' after the coronavirus pandemic in tourism campaigns

Many cities and states around the U.S. still want you to visit — just not during the middle of the coronavirus pandemic.

In lieu of much else to do right now, tourism websites are teasing the beauty of their respective locations, but encourage visitors to stay home for now.

"While we can't do that literally you can join us online for virtual visits."

[New Jersey](#), too, plans to bring the state to you.



April 30, 2020
UMV: 12,341,393

Murphy goes to Washington

...FINERY IS MOST POPULAR OPTION — "Tour NJ museums, walk across Hoboken and video chat from a waterfall — all virtually, of course," by The Associated Press. "Tired of looking at bare walls behind you during your many daily Zoom calls? You can liven up your next call with a background of a lush Southern New Jersey vineyard, or the green mountains of North West New Jersey or a picturesque lighthouse along the shore. These Zoom backgrounds, along with virtual tours of museums, a Spotify playlist of New Jersey artists, games like New Jersey bingo and other activities, are part of the New Jersey Division of Travel and Tourism's [New Jersey in the House!](#) digital hub."



April 28, 2020
UMV: 249,475

Various Destination Tourism Campaigns Promise to 'Wait for You'

With the [coronavirus outbreak](#) came travel bans and stay-at-home orders that have made even travel between states difficult. While several popular U.S. tourist destinations are eager to resume business, others have launched new tourism campaigns to remind future travelers that they will still be here once the pandemic ends.

According to [USA Today](#), New Jersey is also planning to provide self-isolators with [virtual experiences](#). Additionally, the only states without explicit stay-at-home encouragement are Louisiana and Missouri.



April 17, 2020
UMV: 20,531,730

Summer tourists want to know: Will East Coast beaches open? Maybe, but with some changes.

ASBURY PARK, N.J. — Realtor Michele DeRose had hoped the coronavirus pandemic would be subsiding by now so that residents

