



Anthony Minick  
Director of Marketing  
New Jersey Division of Travel and Tourism  
State of New Jersey  
225 W. State St., PO Box 460  
Trenton, NJ 08625-0460

Dear Mr. Minick,

I am writing to express my strong support of Visit South Jersey's (VSJ) application for a Destination Marketing Organization (DMO) Grant from the New Jersey Division of Travel and Tourism. I firmly believe VSJ's vision for expanding the regional tourism economy is an excellent investment for New Jersey, and with the state's support it will continue to boost employment and tax revenues.

Since restructuring in 2010 with a focus on wine and culinary tourism, VSJ has increased regional tourism spending by 30% to more than \$2.84 billion, making it the fastest-growing destination in the state. In 2014, all four of VSJ's core counties were in the top five in the state in terms of percent change in tourism-related expenditures – an unprecedented and remarkable achievement that represents a \$63 million increase over 2013. VSJ counties also topped this list in 2010, 2011, and 2012.

VSJ has proven it is on the cutting edge of destination marketing with its focus on destination and product development, and by acknowledging visitor behaviors and travel trends. Because consumers of tourism product are virtually unaware of and uninfluenced by municipal, county, or even state lines, VSJ has developed an identity for the area based on its heritage, common assets and navigability. To accomplish this, VSJ has forged unique and meaningful relationships with neighboring DMOs and regional economic development partners. These relationships have changed the face of tourism in South Jersey, and help to deliver a world-class visitor experience.

Because I strongly believe that VSJ's initiatives align with the Division of Travel and Tourism's mission of promoting the development and growth of New Jersey's tourism economy, I encourage you to continue your visionary support of this important organization and its efforts.

Thank you for your time and consideration. Please do not hesitate to contact me with any questions or comments.

Sincerely,

A handwritten signature in black ink that reads "Sharon Z. Anetta".