



Advocates for New Jersey History



Background on the Hotel/Motel Occupancy Tax

Cultural activities and tourism promotion are supported ONLY through a dedicated revenue source that is the New Jersey Hotel/Motel Occupancy Fee (P.L. 2003, c. 114). This legislation established a certifiable and renewable source of revenue for arts, history, and tourism. **NJ taxpayers do NOT pay for public support of these industries through property, sales, or income tax.**

Did You Know?

- Arts, history and tourism contribute nearly \$5 billion in state tax revenue, annually
- Visitor trips to New Jersey destinations grew 3.3% in 2016
- Heritage tourism generated nearly 11 million visits in 2012 , resulting in \$2.8 billion in visitor spending
- EVERY THREE CENTS OF PUBLIC FUNDING YIELDS A DOLLAR OF LOCAL ECONOMIC IMPACT

Why are State Dollars for Arts, History, and Tourism Important in New Jersey?

Arts Industry

- Generates over \$520 million each year, through direct and indirect patron spending
- Supports:
 - 75,000+ jobs (including creative industries)
 - 7.5 million+ audience members served
 - \$41 million in contributions to state and local government revenues

History Community

- Generates \$580 million each year in economic activity, through heritage tourism, historic rehabilitation, and organizational spending
- Supports:
 - 37,000+ jobs including indirect and induced impacts
 - 10,000+ volunteer opportunities
 - 10 million+ visitors annually

Tourism Industry

- Generates \$44.1 billion each year in economic activity, through direct patron spending
- Supports:
 - 321, 231 jobs, including indirect and induced impacts
 - 98 million+ visitors annually
 - \$4.9 billion in contributions to state and local government revenues