



2015-2017 Strategic Plan



What We Stand For

Our Mission

The New Jersey Tourism Industry Association advocates, represents and positively impacts its members by growing New Jersey tourism.

Our Vision

The New Jersey Tourism Industry Association will ensure the long term economic growth and sustainability of the New Jersey tourism industry which benefits its travel and tourism related membership and New Jersey residents by creating jobs, tax revenue and economic impact.



This 2015-2017 Strategic Business Plan provides a structural framework for the New Jersey Tourism Industry Association to achieve and maximize the following strategic objectives.

- Funding NJTIA
- Improve Communications and Outreach
- Define Value Proposition
- Strengthen Operations
- Be the Prominent Advocate for Travel & Tourism Funding in NJ
- Build the NJTIA Brand



Strategic Objective – Funding NJTIA

- NJTIA must have the financial resources to fund operations and initiatives in order to be a leader and advocate for the tourism industry in NJ

Targeted Activities

- Create and offer year-long, value added sponsorship programs
- Grow & expand the annual conference by increasing sponsorships and attendance
- Identify and leverage revenue-generating opportunities (2016)
- Review and address volunteer leadership fiduciary responsibility



Strategic Objective — Improve Communications and Outreach

- The New Jersey Tourism Industry Association will communicate effectively with membership stakeholders to develop its advocacy positions. Those positions must be clearly communicated to public officials and residents through outreach and by creating informational marketing campaigns that explain the economic impact that the tourism industry has on NJ

Targeted Activities

- Create a continuous communication mechanism for diverse stakeholder groups to provide input and feedback to NJTIA leadership (**ongoing**)
- Create an awareness campaign for the tourism industry : “Did You Know?” and “What’s Next” (**completed**)
- Create and implement effective communication and advocacy messages geared to government and stakeholders (**2015**)
- Improve and enhance social media interaction and website content (**2015**)
- Schedule one-on-one meetings with legislators and chiefs of staff (**ongoing**)



Strategic Objective – Define Value Proposition

- Growing the membership of The New Jersey Tourism Industry Association will strengthen the voice and credibility of the organization

Targeted Activities

- Set and monitor membership growth benchmarks (ongoing)
- Identify industries that are not currently represented (2015 – next board mtg)
- Identify niche travel groups and new markets (2015)
- Enhance website and communication supporting member engagement (2016)
- Expand membership in untapped sectors (ongoing)



Strategic Objective — Strengthen Operations

- The New Jersey Tourism Industry Association should build internal staff and volunteer resources that will allow effective and consistent daily operations

Targeted Activities

- Implement volunteer leadership development (2016)
- Align staff and operational resources with the strategic plan (management agreement) (2015)
- Review and update association governance with strategic plan; e.g. bylaws (IMMEDIATE)
- Define and clearly articulate volunteer leadership roles (2015)
- Update membership dues structure (update 2015 and implement 2016)



Strategic Objective – Be the Prominent Advocate of Travel & Tourism Funding in NJ

- The New Jersey Tourism Industry Association is the leading resource for sustainable funding models. developing advocacy

Targeted Activities

- Aggregate stakeholder research that supports greater tourism funding in NJ (2015)
- Work with stakeholder groups to design outreach campaigns targeting legislators and local officials (ongoing)



Strategic Objective – Build the NJTIA Brand

- Elevate and showcase the brand of the New Jersey Tourism Industry Association to achieve statewide recognition as the leading organization advocating on behalf of tourism and its stakeholders throughout New Jersey

Targeted Activities

- Hire marketing and brand experts to assist in brand creation (2015)
- Integrate brand throughout NJTIA (2016)
- Train volunteer leadership and staff on brand strategies (2016)