

For Immediate Release

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Explore Hunterdon Initiative Wins Prestigious Tourism Award

FLEMINGTON- Hunterdon County's Explore Hunterdon launch this year has not only attracted a lot of attention from tourists in 2022 but has now also caught the eye of industry experts from around New Jersey. At the recent New Jersey Tourism Industry Associations' (NJTIA) annual conference in Atlantic City, Hunterdon County was named the winner of the NJTIA 2022 Excellence Award in Digital Outreach.

The Digital Outreach Award is given to the organization that creates the new digital marketing campaign most successful at encouraging new visitors and developing new markets.

"We've worked hard to market Hunterdon County as a top-of-mind destination for tourists throughout the New York and Philadelphia metro areas," explained Hunterdon County Commissioner Sue Soloway who serves co-liaison to the Department of Economic Development and Tourism. "We're appreciative of this recognition of a job well done. This is just the beginning of our efforts to highlight our historic downtowns, budding agritourism industry, and beautiful open spaces."

The NJTIA's leadership and members include representation from every segment of the State's \$38 billion tourism industry. Their annual honors are decided by the organizations' panel of experts.

The Explore Hunterdon campaign is Hunterdon's first county run, county-wide tourism marketing effort. The high-profile launch this year included a new website, extensive press coverage, a year-long social media and online marketing campaign, and the promotion of the County's new "The Other Side of Jersey" brand.

"The response has been incredible. Whether it's from the Explore Hunterdon campaign or The 579 Trail initiative, people arrive here all the time saying that they came to Hunterdon because they noticed and responded to all the recent marketing efforts," stated Charles Rosen, Owner & Operator of The Ciderhouse at Ironbound Farm.

Commissioner Jeff Kuhl, who serves as Economic Development and Tourism co-liaison noted, "We have long known that Hunterdon County is full of wonderful destinations especially our growing agritourism industry and many historic sites. By driving tourism to these great places, we will help to create sustainable economic activity that will help our farmers, small businesses, and historic inns and bed and breakfasts."



Economic Development & Tourism Director Marc Saluk said that the County will continue and expand upon the tourism effort in 2023.

“We’ve got a great team and so many incredible destinations,” he stated. “People will keep discovering us for years’ to come.”

For more information, please visit the [ExploreHunterdonNJ.com](https://www.explorehunterdonnj.com) website or contact Marc Saluk, Hunterdon County Director of Economic Development & Tourism at 908-399-1108 or at msaluk@co.hunterdon.nj.us