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