

Jersey Shorecast Predicts Strong Summer Season at Stockton Seaview Event

Grace Hanlon, NJ Tourism Director, Says State's Promoting Shore

For Immediate Release, with links to photos, captions at end

Friday, May 10, 2013

Contact: Maryjane Briant
Interim News and Media Relations Director
Galloway Township, NJ 08205
Maryjane.Briant@stockton.edu
(609) 652-4593

Galloway, NJ – Grace Hanlon, executive director of the state Division of Travel and Tourism, told representatives of southern New Jersey's tourism industry and the media that despite the lingering effects of Hurricane Sandy, "We are stronger than the storm."

Hanlon was the keynote speaker at the fifth Jersey Shorecast, an event hosted by the Lloyd D. Levenson Institute of Gaming, Hospitality & Tourism (LIGHT) of The Richard Stockton College of New Jersey at Stockton Seaview. College President Herman Saatkamp introduced Hanlon.

The tourism director said the state is investing \$25 million in promoting the Jersey shore's readiness for the summer season, and that despite the storm, \$80 billion in tourism revenue returned to New Jersey in 2012.

She and other panelists at the event agreed that 2013 looks even better.

Dr. Israel Posner, executive director of the Lloyd D. Levenson Institute, said the

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