



New Shore Tourism Group Launches in Red Bank Today

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The Jersey Shore Convention & Visitors Bureau of Monmouth and Ocean Counties announces its official formation today with a press conference today in Red Bank.

Bureau Executive Director Daniel Cappello says it's the evolution of the old Shore Region Tourism Council which once served as a small networking arm of the State Division of Travel and Tourism. Cappello says with the help of two state grants, they were able to form an independent non-profit 501(c)(6) agency.

He says, "they're at the point where as opposed to being a networking organization for the State Division of Travel and Tourism, we are actually working toward becoming a true destination marketing organization."

He says, "we're actually trying to get the story out about the Jersey Shore. We will be doing some print advertising. We'll be increasingly doing some radio advertising and we're looking toward in the next few years to even doing some television and really reaching out to our potential visitors."

A printed statement says the "Bureau is charged with stimulating the economy through increased visitation by promoting Monmouth and Ocean Counties as a premier travel destination."

Cappello says among their first priorities is to bring some polish and panache to the old shore region tourism council website which is www.visitthejerseyshore.com. He says they'll be launching a new website in January 2010.

By: Rosetta Key