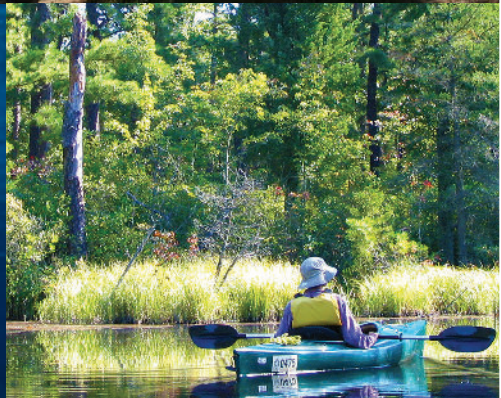




Visit
SOUTH JERSEY





The official Destination Marketing Organization for Burlington, Camden, Gloucester and Salem Counties, and the Outer Coastal Plain Wine Region

Greetings From Beautiful South Jersey!

Did you know that the “Garden State” moniker is derived from the pastoral fields of South Jersey? Despite being the most densely populated state in the US, Southern New Jersey’s farm fields and vineyards are a driver for New Jersey’s third largest industry - farming.

In fact, the United States’ largest state forest covers 122,880 acres in the Southern half of our state: Wharton State Forest. Just outside the birthplace of our nation, Philadelphia, the interior region of Southern New Jersey that extends from the Delaware River nearly to the famed Jersey Shore. As you can imagine with such a varied landscape and historic presence, South Jersey contains rich colonial heritage and historically significant sites as well as shopping, art, dining and many opportunities to experience New Jersey’s burgeoning Outer Coastal Plain AVA wine and New Jersey craft brews. While our third largest industry is agriculture, number two is tourism, for these reasons.

Our organization, Visit South Jersey, is the official Destination Marketing Organization for Burlington, Camden, Gloucester and Salem counties, and the Outer Coastal Plain Wine Region in South Jersey. VSJ is a non-profit organization supported in part by a grant from the New Jersey Department of State, Division of Travel and Tourism.

Working with thousands of tourism stakeholders, VSJ promotes travel to the region by creating and packaging tourism product, and marketing South Jersey as a destination.

The past decade has seen exciting developments for Visit South Jersey. In 2010, the organization was rebranded from its original name South Jersey Tourism Corporation (established in 2003) and renamed Visit South Jersey, complete with a fresh, content driven website and active social media accounts. For more information about travel to South Jersey, or for a copy of the Visitor’s Guide, please visit visitsouthjersey.com.

Thanks for your interest in South Jersey. Give us a shout if you’d like to visit for an upcoming media tour or discuss a story opportunity.

Michael P. Snyder

Director of Operations
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QUICK FACTS

Over 50 Award Winning Wineries in Outer Coastal Plain AVA

Nearly 30 Breweries throughout the entire region

1 Million Acre Pineland National Reserve

Home to the Battleship New Jersey, the most decorated ship in US Naval history

Home to Adventure Aquarium, home to the largest collection of sharks on the East Coast, including the only great hammerhead shark on exhibit in the United States, the only aquarium in the world to exhibit hippos

Home to Diggerland, North America's only construction-based theme park

Home to Cowtown, America's Longest Running Weekly Rodeo

Follow the Anthony Bourdain Food Trail through South Jersey for stops in Camden like Donkey's Place and Atlantic City, like Dock's Oyster House.



Visit South Jersey



Visit_South_Jersey

Contact Michael Snyder for High Resolution Photography (mike@visitsouthjersey.com)

Location:

Areas covered include Burlington, Camden, Gloucester and Salem Counties along the Delaware River in Southern Jersey, as well as the Outer Coastal Plain Wine Region of all South Jersey.

Towns of Interest:

Collingswood, Haddonfield, Woodbury, Swedesboro, Camden, , Glassboro, Cherry Hill, Woodstown, Salem. Main Street destinations offer wonderful shopping, historic points of interest, arts and culture, public parks and much more.

Distance:

1 Mile from Philadelphia
64 Miles from New York City
114 Miles from Washington DC

80.5 Miles from Baltimore
309 Miles from Pittsburgh





SOUTH JERSEY AT A GLANCE

Beverage Tourism

Southern New Jersey's Outer Coastal Plain American Viticultural Area (AVA) is strikingly similar to the terroir of the Bordeaux region of France; it is quickly gaining national acclaim in wine competitions and a 2013 New York Times piece, "Is New Jersey the Next Napa?" says "The Outer Coastal Plain might be the perfect place to make fine wine in America." The Outer Coastal Plain American Viticultural Area (AVA) covers over 2.25 million acres in Southeastern New Jersey and was established by the federal government in 2006. There are nearly 200 AVAs currently in the US and the Outer Coastal Plain AVA is among the top 10% in size. The wine industry in this AVA currently comprises all of Cumberland, Cape May, Atlantic, and Ocean counties and portions of Salem, Gloucester, Camden, Burlington, and Monmouth counties.

South Jersey has also benefited from the nationwide boom in craft breweries, with standbys like Yuengling, the oldest brewery in America, expanding their profiles at tap houses to compete with regional products. The better known of these regionals are brands like Flying Fish Brewing Company and Cape May Brewing Company.



Dinosaurs

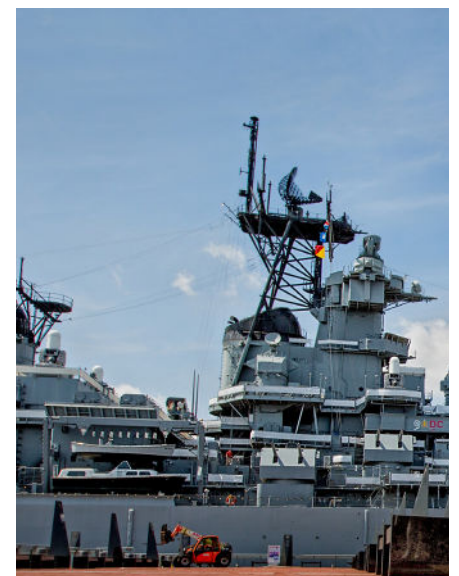
Collingswood, Haddonfield, Dr. Kenneth Lacovera, a world renowned paleontologist profiled in the New York Times and founding dean of Rowan University's School of Earth & Environment, theorizes that the Rowan University Jean & Ric Edelman Fossil Park in Mantua, NJ (Gloucester County) may be the only known collection of animal remains that dates from the mass extinction of dinosaurs. A former marl pit, the Fossil Park contains thousands of fossils from the Cretaceous Period—the heyday of the dinosaurs. Researchers at the site are carefully examining the fossils to determine if the site is related to the extinction that wiped out the 165-million-year reign of the dinosaurs 65 million years ago. Ambitious plans for the Fossil Park include the 2022 opening state-of-the-art museum and the opportunity for students and families to participate in paleontological digs at the site.

That's not South Jersey's only dinosaur story, though: Modern paleontology, the science of studying dinosaur fossils, began in 1858 with the discovery of the first nearly complete skeleton of a dinosaur in Haddonfield, New Jersey. The Hadrosaurus is the official New Jersey state dinosaur.

History

The Battleship New Jersey (BB-62), the most decorated ship in US Naval history, is docked for tourist exploration in Camden, NJ and at 887'7" long, was the longest battleship ever built.

New Jersey's roots as the "Crossroads of the Revolution" in colonial America are still evident today. Our many downtown Main Streets are typically anchored by historical landmarks clustered around cobblestone and brick walkways that date back to the birth of our nation; these downtowns are now dotted with shops, craft breweries and restaurants, which is where you may find James-Beard nominated chefs serving Jersey wine. Haddonfield's Indian King Tavern is where New Jersey became a state - and where the Declaration of Independence was ratified in 1777.





Cuisine

Follow the Anthony Bourdain Food Trail through South Jersey for stops in Camden like Donkey's Place and Atlantic City, like Dock's Oyster House.



Or visit Collingswood, NJ, named 2018 10Best Small Town Food Scene by USA Today for a tour of James Beard Semifinalists such as Hearthside, Zeppoli or Sagami.



Landmark Attractions

Cowtown Rodeo, the Oldest Weekly Running Rodeo in the USA: Cowtown Rodeo started back in 1929 and is only one of two weekly Professional Rodeo Cowboys Association sanctioned events in the country. Every Saturday night from May through September, guests can experience seven pro-rodeo events including bull riding, bareback riding, saddle bronc riding, steer wrestling, girls' barrel racing, team roping, and tie down roping.

Adventure Aquarium is just minutes from downtown Philadelphia on the Camden Waterfront and features one-of-a-kind exhibits with more than 15,000 aquatic species throughout two million gallons of water. The Aquarium is home to the largest collection of sharks on the East Coast, including the only great hammerhead shark on exhibit in the United States, the only aquarium in the world to exhibit hippos, and exhibits the longest Shark Bridge in the world, a unique V-shaped rope suspension bridge just inches over Shark Realm.

The Walt Whitman House is a historic building in Camden, Camden County, New Jersey, United States, which was the last residence of American poet Walt Whitman, in his declining years before his death. Whitman lived in this row house during the last eight years of his life, and died there in 1892.

The Alice Paul Institute educates the public about the life and work of Alice Stokes Paul (1885-1977), and offers heritage and

girls' leadership development programs at Paulsdale, her home and a National Historic Landmark. Alice Paul led the final fight to get women the vote and wrote the Equal Rights Amendment.

Atlas Obscura and Weird NJ fodder abounds. The birthplace of the legendary Jersey Devil is nestled in our Pinelands, the Wharton State Forest. The world's largest elephant statue - seriously - Lucy the Elephant is 65 ft tall and has called Jersey shore town Margate home since 1881, and is available for limited nights as an AIRBNB rental. But it's not all humongous elephants - South Jersey is home to 6 of 10 of Coastal Living's 10 Best Beach Towns. paleontological digs at the site.



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