



PRESS RELEASE

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New Pocket Guides Promote Natural New Jersey Tourism Alternatives

(Sandy Hook, NJ)..... While New Jersey's tourism industry depends greatly on conventional attractions, activities and accommodations, a renewed interest in environmental awareness and the growing trend to “go green” now has residents and visitors searching for more natural travel alternatives and tourism experiences.

Having established itself over the past decade as a leader in the state's efforts to promote ecotourism, the New Jersey Marine Sciences Consortium/NJ Sea Grant (NJMSC/NJSG) has just released a pair of pocket-size companion publications, *Natural New Jersey: Destinations* and *Natural New Jersey: Annual Events*. The free guides provide basic, essential information about ecotourism, suggested destinations and popular annual events. It also encourages people to take advantage of resources like the internet and mobile technology to research, chart and plan nature-based activities and trips around the state.

According to Kim Kosko, Director of Communications for NJMSC/NJSG, the organization was one of the first in the state to recognize the importance of sustainability as it relates to the resources that support the state's coastal tourism industry. To help raise public awareness about ecotourism and the coastal environment, NJMSC/NJSG introduced a series of three regional (South, Central and North) large-format, map-sized fold-out Coastal Ecotourism Guides in 2001.

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Kosko noted that “The organization has since embraced a less is more and paperless approach to marketing and outreach so we reinvented the highly-popular, award-winning publications by combining the three regions into one guide. “ Kosko noted that the new pocket guides contain purposely non-dated information and are intentionally designed for a much longer shelf-life. ”That means the actual product we created to promote sustainability of our natural resources is more sustainable,” she added. The guides also strongly encourage people to take advantage of paperless resources like the internet to research ecotourism opportunities and use tools like mobile and portable technology that can provide a whole world of information while on-the-go for better, faster, fuel-saving access to activities and destinations.

Hopefully, these new NJMSC/NJSG initiatives will encourage residents and visitors to think beyond the routine tourism experience and consider nature based recreational destinations and cultural activities and more importantly, foster an attitude of appreciation and increased responsibility toward New Jersey's natural resources.

NJMSC/NJSG is an affiliation of colleges, universities and other groups dedicated to advancing knowledge and stewardship of New Jersey's marine and coastal environment. It meets its mission through its innovative research, education and outreach programs. For more information about how to obtain free individual copies or obtaining bulk quantities of the pocket guides, email kkosko@njmsc.org or visit njmsc.org

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