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Hunterdon Preparing Tourism Marketing Campaign Unveils New Brand and Logo

‘Explore Hunterdon: The Other Side of Jersey’ The Choice of Tourism Stakeholders

A brand and logo that will distinguish Hunterdon County tourism from what is offered elsewhere in the state, ‘Explore Hunterdon: The Other Side of Jersey,’ was unveiled by the County’s Department of Economic Development and Tourism, at the April 5th Commissioners meeting, in preparation for the County tourism initiative’s launch this summer.

Board of Commissioners Director John E. Lanza, following a presentation by Thor Harris, CEO of Percepture, Inc., a world-wide digital marketing and public relations agency based in Hunterdon County, stated, “This brand is a bold approach that puts front and center that there’s something unique about Hunterdon County.

We know it. But we need to sell it to surrounding areas – we want to have tourism that supports the county’s economy, our restaurants, historic sites, river towns, museums, main street businesses, farmstands, wineries, and all that is available.”

Lanza added, “We want people to know Hunterdon County is different from New Jersey’s cities, shore, shopping malls, and especially from the iconic opening scene from the Sopranos. We are proud to be the other side of Jersey.”

The brand and logo were developed by the County’s Department of Economic Development and Tourism with Percepture, through a multi-stage discovery process with county towns, businesses, and individuals that have a stake in the tourism sector, Department Director Marc Saluk told the Board of Commissioners.

Saluk and Harris said the feedback from stakeholders was clear. “The consensus from the group was that a brand is needed that distinguishes Hunterdon from what’s offered elsewhere, generates curiosity about what the county has to offer, and creates the framework to show off all of Hunterdon’s assets, not just the ones for which we might already be known,” Saluk said.

Harris explained to the Board, “One way this will be achieved is through a series of sub-brands that will focus on specific attraction-types available locally.

This ‘other side’ umbrella brand gives the County the ability to market many ‘sides’ of Hunterdon, such as a ‘tasty side’ campaign that can highlight the local artisanal food and beverage industry, a ‘natural side’ campaign can focus on the county’s scenic qualities and outdoor recreation opportunities, among the many opportunities available in Hunterdon County.”

Commissioner Sue Soloway, liaison to the Department of Economic Development & Tourism, said, “The key to the development process for me has been the involvement of stakeholders from the tourism community in the County, including the Chamber of Commerce. The total tourism marketing program requires the buy-in of all parties.”

Saluk added, “An extensive marketing campaign will be launched along with the brand - a new Hunterdon County tourism website, to include online and print advertising, an extensive social media push, news coverage, and much more. People are going to fast learn all that there is to explore in Hunterdon.”

The County Board re-organized the Economic Development Office as the Department of Economic Development and Tourism earlier this year, “to emphasize the significance and importance of tourism to our county’s economic growth, and to encourage the development of a fully comprehensive tourism effort,” according to Director Lanza.

County officials pointed out that Hunterdon already advances economic initiatives aimed at attracting tourism, such as The 579 Trail, Hunterdon Main Streets, and The Hunterdon County Beer Trail. The public is invited to explore these on-line to see what is presently available.

Questions about the tourism initiative can be directed to Marc Saluk, Director of the Hunterdon Department of Economic Development & Tourism at msaluk@co.hunterdon.nj.us.