



# PRESS RELEASE

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Elizabeth, NJ is Royal  
Caribbean's Newest  
Excursion Destination

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Elizabeth becomes newest excursion destination for Royal Caribbean Cruise Lines passengers disembarking from Cape Liberty Cruise Port.

*Elizabeth, New Jersey is honored to be the newest addition to Royal Caribbean Cruise Line excursion offerings.*

This October 2017 marked a milestone in New Jersey State tourism history. Expanding for the first time ever in its history of tourism for the state, a major cruise line now has excursion opportunities for passengers to discover one of New Jersey's oldest and most historic cities, Elizabeth.

"The Elizabeth DMO has aggressively pursued sales and product development initiatives since it was formed in 2015. The addition of the first-ever cruise excursion in New Jersey's Gateway Region is one of the organization's most exciting successes to date," said New Jersey Division of Travel and Tourism's Acting Executive Director Jake Buganski.

Specifically, with the new partnership of EMI Global, Royal Caribbean Cruise Line (RCCL) passengers now have the option before returning home, to continue their vacation experiences and embark on an exciting journey to explore New Jersey's newest destination, Elizabeth. Groups Today Magazine voted Elizabeth, NJ as one of top 10 emerging destinations. <sup>1</sup>

Elizabeth is known for its historical precedence of being the starting point for New Jersey (*est. 1664*) and home of America's founding fathers, like Alexander Hamilton, Elias Boudinot, Marquis de Lafayette and many others. Additionally, Elizabeth is noted for its rich ethnic diversity (representing more than 50 countries and 37 language groups), authentic cultural cuisine, and as being the 5<sup>th</sup> best City for Shopping in America<sup>2</sup> due, in part, to being the location of New Jersey's largest outlet and value retail center, The Mills at Jersey Gardens, a Simon Center.

"We are excited to partner with Cape Liberty Cruise Port and Elizabeth Destination Marketing Organization to bring Royal Caribbean Cruise Line guests to our center," said

<sup>1</sup> [Groups Today Magazine](#), Sept. 2016

<sup>2</sup> [SmartAsset.com](#), Nick Wallace, Dec. 2015

Crystal Fresco, Director of Marketing and Business Development, The Mills at Jersey Gardens. "Union County and the City of Elizabeth has so much to offer, so we are certain the passengers who experience one of the exciting Elizabeth excursions will enjoy the vast shopping and dining offerings available at The Mills at Jersey Gardens."

With its convenient location, Elizabeth sits at the gateway to the state of New Jersey. Just minutes from Cape Liberty Cruise port, Newark Liberty International Airport (EWR), and all major roadways, Elizabeth is the ideal location for Royal Caribbean's new expansion of excursions into the NY- Metro area.

"The Elizabeth Destination Marketing Organization (EDMO) tells the fascinating story of the City of Elizabeth's role in our country's founding and its vital contributions to America's economic vitality," said Elizabeth Mayor J. Christian Bollwage. "From Elizabeth's agrarian beginnings -- built on two rivers and a protected bay, to its dramatic leadership in the industrial and service revolutions, our story involves a NY Metro airport, colorful historic figures, famous firsts, an enormous seaport, a highly successful mall and residents who hail from all over the world. And the best part of our story: We're just getting started! Come see for yourself."

Elizabeth, New Jersey offers a vast area of experiences for enthusiasts who have limited time and want to explore just outside New York City. Conveniently located just minutes from Cape Liberty Cruise Port, Elizabeth is the ideal location to extend your vacation before or after your cruise with close proximity to Bayonne, New Jersey, offering 8 major franchised hotels (Country Inn & Suites, Courtyard by Marriott, Crowne Plaza, Embassy Suites, Hampton Inn, Hilton, Residence Inn by Marriott, and the Renaissance).

For more information visit: [www.GoElizabethNJ.com/RCCLExcursions](http://www.GoElizabethNJ.com/RCCLExcursions) or call the Elizabeth Destination Marketing Organization office directly at 908.355.9797.