



The Delaware River and Bay Authority

NEWS RELEASE

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For Immediate Release

Contacts: Michael Porch, CMLF (609) 889-7273
James Salmon, DRBA (302) 571-6409
Susan Adelizzi-Schmidt, Suasion Comm.
(609) 653-0400 ext. 103
Joseph Degand, Suasion Communications
(609) 653-0400 ext. 124

The Wildwoods and the Cape May – Lewes Ferry Launch Cooperative Effort to Promote Tourism

(North Cape May, NJ) – The Wildwoods and the Cape May-Lewes Ferry have partnered to create and launch a brand-new, all-inclusive ferry package to the Wildwoods, NJ.

The ‘Wildwoods Boardwalk – An Authentic American Experience’ package includes a round-trip ride on the Cape May-Lewes Ferry from Lewes, DE to Cape May, NJ and back. Once in the Wildwoods, package holders can enjoy unlimited rides at Morey’s Piers’ three world-class boardwalk amusement piers from 12:30 p.m. to 5 p.m.; complimentary rides on the famous Wildwoods Boardwalk ‘Sightseer’ Tram Car; and 2 slices of Wildwood Boardwalk pizza and a medium soda from Jumbo’s Seafood Grill, located at Schellenger Avenue and the Boardwalk.

The package is available Mondays through Thursdays from June 20 to August 25, 2011. The ferry departs Lewes for Cape May at 9:15 a.m., 10:15 a.m. and 11:15 a.m. and returns for Delaware from Cape May at 4:30 p.m. and 6 p.m.

The all-inclusive price for one vehicle and driver is \$69.50. The price for additional adults and children is \$33.50 per person. If purchased separately, the features of this package would equal \$123 per driver and \$73 per person. That’s a 50% savings for a family of four making this arguably one of the best value packages at the Jersey shore.

Named one of Sherman’s Travel’s “Top Ten American Boardwalks” and one of Time.com’s “50 Authentic American Experiences,” the Wildwoods Boardwalk offers three amusement piers with more rides and attractions than Disneyland along with lots of shops, arcades, and more eateries than the Mall of America.

“We hope that by working with the Cape May – Lewes Ferry to offer this package, we will attract more day-trippers from Delaware, Maryland and Virginia to take a ride on the ferry and experience all of the exciting things to do and see in the Wildwoods,” said John Siciliano, Executive Director of the Greater Wildwoods Tourism Improvement & Development Authority.

The Cape May Lewes Ferry provides a relaxing 17-mile, 85-minute cruise between New Jersey and Delaware that can cut miles off a trip along the Atlantic Coast. The ferry connects points like the Wildwoods and the rest of the Jersey shore with destinations in Delaware, Maryland and Virginia.

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“Establishing this partnership with the Wildwoods has been a long time coming,” said Mike Porch, Marketing Manager for the Cape May-Lewes Ferry. “Now that we’ve launched the first all-inclusive ferry package to the Wildwoods, we hope to continue working with them to develop even more ways to work together and boost tourism and increase Ferry ridership from Delaware, Maryland and Virginia to the Wildwoods and the Jersey shore.”

To book the ‘Wildwoods Boardwalk – An Authentic American Experience’ package, call the Cape May Lewes Ferry at 1-800-643-3779. For schedule, rates and other program information, please visit the ferry’s website at www.CMLF.com.

For additional information about the Wildwoods, visit www.WildwoodsNJ.com or call 800-992-9732.

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Photo Caption: The Wildwoods and the Cape May-Lewes Ferry have partnered to create and launch a brand-new, all-inclusive ferry package to the Wildwoods, NJ called ‘The Wildwoods Boardwalk – An Authentic American Experience’ package. Guests from DE, MD and VA can enjoy an all-inclusive visit to the Wildwoods onboard the Cape May-Lewes Ferry and spend the day enjoying the award-winning Wildwoods Boardwalk – complete with amusement piers, eateries, shopping, arcades, carnival games and fun for the entire family.

About the Greater Wildwoods Tourism Improvement and Development Authority

The Greater Wildwoods Tourism Improvement and Development Authority (GWTIDA) was formed in 1993 to consolidate the tourism economy of its three founding municipalities: Wildwood, Wildwood Crest and North Wildwood. The Wildwoods have won numerous travel and tourism awards, heralding the resort for its beaches, boardwalk and attractions. In 2010, the Wildwoods Doo Wop Architecture was named “One of the Top Ten Architectural Wonders in America” by AOL.com. The Wildwoods were also named among Smarter Travel’s Ten Best Beach Towns in America in 2010, as well as one of Sherman’s Travel’s “Top Ten American Boardwalks” for the second year in a row. In 2009, the Wildwoods were selected as one of Time.com’s “50 Authentic American Experiences.” In addition, the Wildwoods were also voted “Best Town” and “Best Beaches” in the 2009 WTXF-TV My Fox Philly Hot List, Jersey Shore Edition contest. The Wildwoods were also named “Best Beaches” in the 2008 and 2010 Top Ten New Jersey Beaches public survey, sponsored by the New Jersey Marine Sciences Consortium. Wildwoods beaches were named “Best Beach for Family Vacations,” “Best Beach for Tourism,” “Best Beach for Eco-Tourism” and “Best Beach for Events” in the same survey. The Tourism Authority operates the Wildwoods Convention Center and acts as the island’s destination marketing organization overseeing the development, research, planning, marketing, advertising, promotion, public and media relations encompassing the tourism, meeting and convention industry in the Wildwoods. Additionally, the Authority funds, assists with and hosts more than 180 annual special events to enhance the visitor experience and extend the tourism season, including the Thunder On The Sand Race Series, Family Nights On The Boardwalk, Friday Night Fireworks, The New Jersey State Barbeque Championships and Anglesea Blues Festival, Classic Car Shows, the International Kite Festival, Irish and Italian Festivals and the National Marbles Tournament, among others. For more information on the Wildwoods, contact the GWTIDA at 1-800-WW-By-Sea (800-992-9732) or visit its web site, www.WildwoodsNJ.com.

About the Cape May-Lewes Ferry

The Cape May – Lewes Ferry (CMLF) is owned and operated by the Delaware River and Bay Authority, a bi-state governmental agency created by Compact in 1962. The CMLF is open year-round and has carried more than forty million passengers since its inception on July 1, 1964. In 2010, the ferry service, which connects Victorian Cape May, New Jersey, and historic Lewes, Delaware, transported approximately 300,000 vehicles and nearly 1 million passengers. For schedule, rates and other program information, please visit the ferry’s website at www.CMLF.com, or call toll free, 800-643-3779.