



Greater Wildwoods Tourism Improvement and Development Authority Fact Sheet

Location: Wildwoods Convention Center, 4501 Boardwalk, Wildwood, New Jersey
The southernmost barrier island off the coast of New Jersey.

GWTIDA, the Greater Wildwoods Tourism Improvement and Development Authority, was formed in July 1993 to consolidate the tourism economy of its three founding municipalities: Wildwood, Wildwood Crest and North Wildwood. 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.

GWTIDA is also the operations and marketing arm of the New Jersey Sports and Exposition Authority, the owner of the Wildwoods Convention Center.

GWTIDA funds, assists with and hosts more than 180 annual special events and festivals (many of them FREE to the public) to enhance the visitor experience and extend the tourism season. Some of the events include Family Entertainment on the Boardwalk, Friday Night Fireworks, Motorcycle Rallies, the New Jersey State Barbeque Championship & Anglesea Blues Festival, Classic Car Shows, Hydrofest Powerboat Races, the International Kite Festival, the Wildwoods Baby Parade, the National Marbles Tournament and Irish, Italian and Seafood Festivals.

GWTIDA commits in excess of \$750,000 each year in beach maintenance funding to the three municipalities of the Wildwoods to insure that the 5-miles of award-winning beaches remain free to all visitors.

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