2015 Tourism Promotion Survey
The Profile of the Mid-Atlantic Traveler
In the spring of 2015, the Lloyd D. Levenson Institute of Gaming, Hospitality and Tourism at Stockton University utilized Survey Monkey to administer a visitor profile survey to over 800 respondents. Respondents were selected based on whether or not they had taken a trip in the Northeast United States, from Maine to Maryland. Travelers to be surveyed were chosen from Connecticut, Delaware, the District of Columbia, Maryland, New Jersey, New York and Pennsylvania. The research hoped to shed some light on travelers from those destinations that represent the primary market for New Jersey Tourism. We were interested in describing these travelers visits both to New Jersey locations as well as other, close by destinations in the Northeast United States.

Research conducted by:

Brian J. Tyrrell, Ph.D.
Associate Professor
Hospitality and Tourism Management Studies
School of Business at Stockton University
(609) 652-4759
Brian.Tyrrell@Stockton.edu

Supported by:

Israel Posner, Ph.D.
Executive Director (Retired 6/30/15), Lloyd D. Levenson Institute of Gaming, Hospitality and Tourism at Stockton University
Israel.Posner@Stockton.edu

and

Executive Director, Lloyd D. Levenson Institute of Gaming, Hospitality and Tourism at Stockton University
(609) 626-3858
Rummy.Pandit@stockton.edu
www.stockton.edu/levenson

Photo courtesy of Atlantic City Convention and Visitors Authority
Front cover photo courtesy of Cape May County Department of Tourism
The Levenson Institute, in the School of Business at Stockton University, leverages Stockton’s intellectual resources and community connections to provide research and outreach that supports gaming and tourism leaders and policy makers in the Atlantic City region, in the State of New Jersey and beyond.
The most visited state was New York (222 respondents or 22%) followed closely by Pennsylvania (207, 20%). More than 12% of respondents (127) had visited New Jersey. Undoubtedly a couple of forces are at play in the distribution of the Mid-Atlantic travelers destination choice.

First, the distance of the destination from the travelers origin plays a role, with those destinations in New England having been visited by the Mid-Atlantic travelers less than those destinations closer to the travelers’ origin. The research team sampled in the Mid-Atlantic states of Connecticut, Delaware, the District of Columbia, Maryland, New Jersey, New York and Pennsylvania. Secondly, the presence of large cities draw visitors willing to travel further, boosting figures for Maryland (92, 9%), Massachusetts (84, 8%), Washington, DC (78, 8%), and the aforementioned New York and Pennsylvania.

New Jersey faces significant competition as a destination in the United States northeast region. This report seeks to highlight differences between respondents from New Jersey’s primary market (the Mid-Atlantic Region) that were traveling to New Jersey and respondents who noted they were traveling to some other Northeast United States region.

*Photo courtesy of the Meadowlands Liberty Convention and Visitors Bureau*
Stages in the Family Life Cycle or LifeStage of the Visitor

Segmenting visitors by their stage in the family life cycle (LifeStage) is useful for target marketing purposes. LifeStage analysis considers a visitor’s age, their household income and whether or not they have children under the age of 18. Here we compare the LifeStage visitors to New Jersey with those visitors to other United States Northeast destinations.

Perhaps most notable when making this comparison is the striking similarity. This is strong evidence that New Jersey is competing largely for the same visitor with these other US Northeast destinations. Two notable exceptions are a higher penetration by New Jersey of the Moderate Mature Visitors (28% of New Jersey visitors but 24% of other US Northeast visitors), and a lower penetration rate of the Young & Free (2% for New Jersey visitors but 7% for other US Northeast visitors).

<table>
<thead>
<tr>
<th>LifeStage</th>
<th>Age of the Household Head</th>
<th>Household Income</th>
<th>Children Under Age 18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Young &amp; Free</td>
<td>18-34 Years</td>
<td>Any</td>
<td>No</td>
</tr>
<tr>
<td>Young Family</td>
<td>18-34 Years</td>
<td>Any</td>
<td>Yes</td>
</tr>
<tr>
<td>Maturing &amp; Free</td>
<td>35-54 Years</td>
<td>Any</td>
<td>No</td>
</tr>
<tr>
<td>Moderate Family</td>
<td>35-54 Years</td>
<td>Under $75k</td>
<td>Yes</td>
</tr>
<tr>
<td>Affluent Family</td>
<td>35-54 Years</td>
<td>$75k or Higher</td>
<td>Yes</td>
</tr>
<tr>
<td>Moderate Mature</td>
<td>55 Years or Older</td>
<td>Under $75k</td>
<td>No</td>
</tr>
<tr>
<td>Affluent Mature</td>
<td>55 Years or Older</td>
<td>$75k or Higher</td>
<td>No</td>
</tr>
</tbody>
</table>


Photo courtesy of Cape May County Department of Tourism
Comparing New Jersey and Other US Northeast Visitors

- **Affluent Mature**: 37% New Jersey Destination, 39% Other US Northeast Destination
- **Moderate Mature**: 24% New Jersey Destination, 28% Other US Northeast Destination
- **Affluent Family**: 5% New Jersey Destination, 8% Other US Northeast Destination
- **Moderate Family**: 2% New Jersey Destination, 2% Other US Northeast Destination
- **Maturing & Free**: 22% New Jersey Destination, 20% Other US Northeast Destination
- **Young Family**: 2% New Jersey Destination, 3% Other US Northeast Destination
- **Young & Free**: 2% New Jersey Destination, 7% Other US Northeast Destination

**New Jersey Destination** vs. **Other US Northeast Destination**
Distance plays a critical role in previous visitation as seen on the map; destinations closer to the traveler’s origin have a much greater likelihood of previous visits compared to those closer to home. New Jersey ranks fairly high with the average visitor having had 5.1 previous visits. That’s not far behind Delaware (6.0), New York (5.6), Maryland (5.3) and Connecticut (5.2). Compared to all other United States Northeast destinations, New Jersey had a much higher percentage of visitors that had previously visited six or more times (41% compared to 47% respectively).

Photo courtesy of Somerset County Tourism
NY  5.6
PA  4.4
ME  1.8
VT  3.4
NH  3.9
MA  3.6
CT  5.2
RI  3.5
NJ  5.1
MD  5.3
DC  4.9
DE  6.0
DC  4.9
Trip Planning

Compared to all other United States Northeast destinations, planning for a trip to New Jersey is relatively less involved as evidenced by the number of travelers spending a month or more planning. New Jersey visitors had the third lowest percentage of travelers spending a month or more planning (33%), lower only for the New Hampshire (25%) and Pennsylvania (29%) visitors. Visits to Maine required the most advanced planning (69%), with Massachusetts also having over half (57%) of visitors spending a month or more planning that trip.

Photo courtesy of Jersey Shore Region Convention and Visitors Bureau
Length of Stay

The map shows the average number of nights of visitors to states in the United States Northeast. The average visitor to New Jersey spent 4.1 nights at their destination. That compared favorably with the average for all United States Northeast destinations (4.3). Connecticut visitors spent the most average nights (6.0), followed by Maryland (5.6) and New York (5.2). The shortest trips were recorded as those to Delaware (2.8) and Vermont (3.0). New Jersey’s average length of stay was reduced considerably by the high number of day tip visits (27%) compared to all other United States Northeast destinations (19%). All of that difference was accounted for by the difference in visitors spending 1 to 5 nights, with New Jersey having a lower percentage (52% compared to 62%). Converting day trips into overnight stays could improve the length of stay average for New Jersey visitors.
Accommodations

The most notable difference in accommodations for New Jersey Visitors compared to visitors to other United States Northeast destinations is the large percentage of visitors staying in casino hotel accommodations for New Jersey visitors (13%). The large concentration of casino hotels in Atlantic City drives this figure in New Jersey. Combining overnight accommodations in casino hotels and non-casino hotels, over one fourth (26%) of the overnight visitors to New Jersey are staying in a hotel. Meanwhile, the map shows the percentage of visitors that are staying with family or friends, a figure that New Jersey visitors rank about the same as the average United States Northeast visitor (42% compared to 43%), but for which differences do exist geographically. Delaware had the highest percentage of visitors staying with family or friends (60%), followed by New Hampshire (53%) and New York (50%). Vermont had the lowest percentage staying with family or friends (26%), followed by Maine (27%).

With family or friends 42% 43%
Rental home or condo 7% 11%
Time-share condo 1% 2%
Motel 14% 14%
Non-casino hotel 13% 22%
Casino hotel 1% 13%
Other (please specify) 5% 11%

Photo courtesy of the Princeton Regional Convention and Visitors Bureau
Back cover photo courtesy of the Southern Ocean County Chamber of Commerce
Brian J. Tyrrell, Ph.D.
Lead Researcher

Executive Director

ADVISORY BOARD

Mr. Tom Ballance
Mr. Mark Blum
Mr. Kenneth Calemmo
Mr. Anthony Catanoso
Mr. Norman Cohn
Dr. Susan Davenport*
Mr. Andy Dolce
Mr. Frank Dougherty
Mr. Mark Giannantonio
Mr. Jeff Guaracino*
Mr. Gary Hill
Mr. Joseph Jacobs
Ms. Lynne Kaufman
Mr. Joseph Kelly*
Dr. Harvey Kesselman*
Mr. Edward Kline
Mr. Charles Kramer
Ms. Liane Levenson
Mr. Lloyd D. Levenson
Mr. D. Herbert Lipson
Mr. Vincent Maione
Mr. Rick Mazer
Ms. Gina Merritt Epps
Mr. E.J. Mullins
Mr. Luke Palladino
Mr. John Palmieri*
Dr. Rummy Pandit*
Dr. Robert Pasahow
Mr. Robert Pickus
Dr. Israel Posner
Mr. Anthony Rodio
Mr. Gary Van Hettinga

*Ex-Officio