

Atlantic City Tourism Performance Indicators: Hotel Spending Shows Positive 1st Quarter Trend

Lloyd D. Levenson Institute of Gaming, Hospitality & Tourism Report

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Contact: Maryjane Briant
News and Media Relations Director
Galloway Township, NJ 08205
Maryjane.Briant@stockton.edu
(609) 652-4593
www.stockton.edu/media

Galloway, N.J. - Atlantic City Tourism Performance Indicators (AC-TPI) released by the Lloyd D. Levenson Institute of Gaming, Hospitality and Tourism (LIGHT) today show signs that the 12-month average on three measures of tourism spending is up as of March 2016.

The AC-TPI focuses on three metrics: (1) the Atlantic City Casino Parking Fee, which reflects visitation to the casinos, and the (2) Atlantic County Hotel Occupancy Fee, which reflects overnight tourist spending on accommodations in both casino and non-casino hotels, and the (3) non-casino hotel performance.

“The Atlantic City Casino Parking Fee showed significant growth through last summer, though that growth was tempered in the early part of this year. As of March 2016, the 12-month average was still up 3 percent over the 12 months leading up to March 2015,” said Brian Tyrrell, associate professor of Hospitality and Tourism Management Studies at Stockton University.

Hotel performance, both casino hotels and non-casino hotels, was positive for 10 of the past 12 months. Double-digit gains were realized in July 2015 (13 percent), September 2015 (20 percent) and December 2015 (12 percent).

Rummy Pandit, executive director of the LIGHT added, “non-casino hotel performance in Atlantic County has been particularly strong during the first quarter of 2016, up 11 percent compared to the first quarter of 2015.”

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Tyrrell said that the LIGHT report “shows the casino entertainment and accommodations throughout Atlantic County are performing well over the past 12 months. Strong growth in the non-casino hotel accommodations sector in the first quarter suggests spill-over demand from casino hotels is helping to boost the entire tourism market in Atlantic County. This is all good news for tourism in the region and the state of New Jersey as Memorial Day quickly approaches.”

Click for the complete AC-TPI Q1 2016 report or visit: www.stockton.edu/light.

Contact Brian Tyrrell (brian.tyrrell@stockton.edu) or Rummy Pandit (rummy.pandit@stockton.edu) if you have any questions or require additional assistance.

The Lloyd D. Levenson Institute of Gaming Hospitality & Tourism (LIGHT) at Stockton University provides a forum for public policy discussions regarding the gaming, hospitality and tourism industries in New Jersey.

LIGHT is located at Stockton's Carnegie Center, 35 South Dr. Martin Luther King Jr. Blvd., Atlantic City, NJ 08401. Phone: 609-626-3893; email: LIGHT@stockton.edu; online: www.stockton.edu/light

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