

Atlantic City Tourism Performance Indicators: Mixed Results during Second Quarter of 2016

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

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Galloway, N.J. - Atlantic City Tourism Performance Indicators (AC-TPI) released by the Lloyd D. Levenson Institute of Gaming, Hospitality and Tourism (LIGHT) today showed declines in revenue generated from the Atlantic City Parking Fee, but the 12-month average of revenue generated by the Atlantic County Lodging Fee was up since June 2015.

The AC-TPI focuses on two key metrics: the Atlantic City Casino Parking Fee (which reflects transportation levels and spending) and the Atlantic County Hotel Occupancy Fee (which reflects overnight tourist spending on accommodations.)

“The 2nd quarter of 2016 saw mixed results, with a continuation of declines in revenue generated per parking space at the casinos, but strong per room growth in April and modest growth in June, not only at casino properties but also non-casino establishments,” said Brian Tyrrell, associate professor of Hospitality and Tourism Management Studies at Stockton University. “In May, however, parking and room revenue both declined, in both Atlantic City and Atlantic County.”

Tyrrell added: “Declines in the Atlantic City Casino Parking Fee could be attributed to people making fewer day trips to Atlantic City due to the availability of online gaming and increased competition in the northeast gaming market.”

However, a healthy year-over-year gain of 3 percent occurred in the Atlantic County Lodging

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Fee per 100 rooms. Year-over-year gains were also experienced compared with June of last year, with an increase of 3 percent in the Average Daily Rate (ADR) and 7 percent in Revenue per Available Room (RevPAR) for non-casino properties located in the Atlantic City region (Atlantic County).

“This is an indication of fluctuating demand and that people are apt to come for an overnight stay in the Atlantic City and surrounding area,” noted Rummy Pandit, executive director of LIGHT.

For the complete [AC-TPI Q2 2016 report](#), and other research, visit: www.stockton.edu/light.

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.

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