

Atlantic City Tourism Performance Indicators Show Drop in Second Quarter

Report from Lloyd D. Levenson Institute of Gaming, Hospitality and Tourism

For Immediate Release

Friday, September 27, 2013

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

Galloway Township, NJ- Visitors spent less on entertainment, hotels and travel to Atlantic City in the second quarter of 2013 than in the same period during the prior year, mostly due to a drop in receipts in June, when the weather was rainy and unseasonably cold.

The Lloyd D. Levenson Institute of Gaming, Hospitality and Tourism today released its Atlantic City Tourism Performance Indicators (AC-TPI) report showing that visitors spent less in the second quarter year-over-year in three key areas:

- the Atlantic City Luxury Tax, a measure of resort entertainment activity, was down 8.4 percent;
- the Atlantic City Casino Parking Fee, a measure of transportation spending in and to Atlantic City, was down 9.6 percent;
- the Atlantic County Hotel Occupancy Fee, a measure of overnight tourist spending, was down 7.3 percent.

“The challenges to the tourism industry in the second quarter were not isolated to Atlantic City,” said Dr. Israel Posner, executive director of the Lloyd D. Levenson Institute at The Richard Stockton College of New Jersey. “We know that the southern New Jersey coast from Ocean to Cape May counties was affected by the downturn.”

-more-

-continued from page 1-

The AC-TPI report points out that there “appears to be a regional impact on hotel performance in the southern New Jersey coastal counties of Ocean, Atlantic and Cape May, likely associated with both unseasonably cold weather (in June) and improvement projects on the Garden State Parkway. “

Dr. Brian Tyrrell, a Lloyd D. Levenson Institute researcher and associate professor of Business Studies at Stockton, said the second quarter of this year “follows two consecutive years of double-digit growth in the second quarter of 2012 and 2011, making it a challenging comparison for 2013.”

He noted that 2013’s second quarter was “still significantly above 2010’s second quarter.”

The Atlantic City Tourism Performance Indicators (AC-TPI) report was launched in the spring of 2013 as a summary of the previous year and is updated quarterly as well as annually.

To view the report update in its entirety, visit www.stockton.edu/levenson and click on the AC-TPI tab, located on the left.

Figure 17: June and 2nd Quarter 2013 Year over Year Atlantic City Tourism Performance (AC-TPI) Index Snapshot

