

Atlantic City Tourism Performance Indicators: Hotel Spending Increased During 2015

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

For Immediate Release

Tuesday, May 03, 2016

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 the spending via hotel segments of the market experienced growth in 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 latest AC-TPI reveals notable increases in 2015 for both casino and non-casino hotel properties, with lodging fees and RevPAR reflecting positive growth throughout the entire year,” said Brian Tyrrell, associate professor of Hospitality and Tourism Management Studies at Stockton University.

Specifically, the results for 2015 show:

- The revenue generated on a per-supply basis from the Atlantic City Casino Parking Fee showed strong year-over-year growth through August 2015, with five of the eight months showing double-digit growth. Of the final months of the year, only October showed an appreciable decline. For the full year, the revenue generated on a per-supply basis from the Atlantic City Casino Parking Fee was 6.8 percent higher than in 2014.
- The revenue generated on a per-supply basis from the Atlantic County Lodging Fee was positive in all 12 months of 2015. The fee generated two record monthly amounts, with \$108 million generated in July 2015 and \$110 million in August 2015. Unlike the parking fee, the lodging fee was particularly robust in the fall and winter months, September and December 2015 showing year-over-year growth of 20 percent and 12 percent, respectively.

-more-

-continued from page 1-

- Non-casino hotel performance was equally as strong in the second half of the year, as year-over-year growth in Revenue Per Available Room (RevPAR) was positive each month from June through December. Much of that growth was as a result of increased occupancy, particularly from September through December. Growth in the Average Daily Rate (ADR) also contributed to the gains in RevPAR, though in a more pronounced manner in July, September and December.

“Regardless of out-of-state competition and casino closings in 2014, Atlantic City continues to attract visitors who contribute to the economy of Atlantic City, Atlantic County, the South Jersey region and the state,” said Rummy Pandit, executive director of LIGHT.

Click for the complete [AC-TPI 2015 year-end 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

#