



New Jersey Visitors Split Between Shore, Inland Destinations, But Most Stay Overnight

Stockton Survey for the Lloyd D. Levenson Institute of Gaming, Hospitality & Tourism Finds Atlantic City Attracts Most Visitors in Mid-Atlantic

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Galloway Township, NJ - Just over half of the visitors to New Jersey recently surveyed for the Lloyd D. Levenson Institute of Gaming, Hospitality and Tourism came to the Jersey shore within the past year, with Atlantic City attracting 14.2 percent and Cape May City claiming 4.5 percent of the tourists.

Travel to both those municipalities helped to drive significant numbers of visitors to their respective counties, with 18.4 percent of all visitors saying they took a trip to Atlantic County and 15 percent having visited Cape May County. New Jersey's other oceanfront counties, Ocean (12.4 percent) and Monmouth (6.5 percent) held significant shares of the visitor market in New Jersey.

Still, the non-shore counties collectively accounted for nearly half of all visits to New Jersey at 47.7 percent. Notable destinations from Hackensack to Cherry Hill along the Interstate 95 corridor drew large volumes of visitors.

"The information the center has on visitors to New Jersey allows us to provide critical information to our partners throughout the state as they continue to refine their marketing message," said Dr. Brian Tyrrell, associate professor of Hospitality and Tourism Management Studies at The Richard Stockton College of New Jersey. Dr. Tyrrell is presenting findings from the survey at the New Jersey Governor's Conference on Tourism in Atlantic City today.

The survey was conducted for LIGHT in February by the Stockton Polling Institute of the William J. Hughes Center for Public Policy. Over 1,000 respondents who had traveled more than 50 miles from home to New Jersey or within the state, within the past 12 months, were surveyed. Live interviewers on the Stockton campus called both landlines and cell phones. The

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poll's margin of error is +/- 3.1 percentage points.

The survey found significant differences in visitors' spending and how long they stayed, based on their stage in the family life cycle. "LifeStage" analysis is useful for target marketing purposes, Tyrrell noted. It considers visitors' ages, their household income and whether or not they have children under the age of 18.

More than one-fourth (28.1 percent) of the New Jersey visitors in the study were "affluent matures," or those 55 years of age and older, with household income of \$75,000 or more and no children under 18. Their spending of \$425 a day included food and beverage, lodging, transportation, shopping and entertainment. That group was outspent by several others, including the next largest group, affluent families, who spent an average of \$499 a day on those categories.

Affluent families, in which the head of household is 35-54 years old and the family income is \$75,000 or more, accounted for 16.6 percent of visitors to or within the state.

"Maturing & free" visitors ages 35-54 with no children under 18 and any income level, were the third largest segment at 15.7 percent. They spent an average of \$436 a day.

The smallest number of visitors (3.5 percent) came from the "moderate family" group, in which the 35-54 year-old head of household makes under \$75,000 and has children under 18. Those families spent an average of \$453 daily.

Young families of any income level, in which the head of household is 18-34 with children, comprised 8.4 percent of visitors and spent an average of \$429 a day.

Nearly half of all visitors stayed three days or longer, with affluent segments averaging longer stays than their moderate counterparts. More than two-thirds of all visitors stayed overnight.

The primary purpose of the trips varied from pleasure for 40 percent, to visiting friends or relatives, at 32 percent. More than one in 10 (11 percent) said they were in New Jersey on business, with an additional 2 percent combining business and pleasure.

"Having a good understanding of visitors' travel habits is key to promoting tourism, which is a \$40 billion industry in New Jersey," said Dr. Israel Posner, executive director of LIGHT.

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To view the visitor profile study, [click](#)

For more information on the Lloyd D. Levenson Institute of Gaming, Hospitality and Tourism, visit www.stockton.edu/levenson

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