

## **Tourism Indicators Show Atlantic City Transformation to Destination Resort**

Quarterly Reports by Lloyd D. Levenson Institute at Stockton College  
Will Detail Hotel, Parking and Entertainment Activity in Resort

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**Contact:** Maryjane Briant  
Office of Media Relations  
Galloway Township, NJ 08205  
[Maryjane.Briant@stockton.edu](mailto:Maryjane.Briant@stockton.edu)  
(609) 652-4593

**Atlantic City, NJ** – Atlantic City's transformation into a destination resort is well underway, according to Atlantic City Tourism Performance Indicators (AC-TPI) in the 2012 Annual Report released by the Lloyd D. Levenson Institute of Gaming, Hospitality and Tourism (LIGHT) at The Richard Stockton College of New Jersey.

As Atlantic City transforms into a full-service entertainment destination, "broader measurements of tourist behavior and spending are needed - - and we're providing them," said Israel Posner, executive director of LIGHT.

The casino parking fee, the Atlantic City luxury tax and the Atlantic County hotel occupancy fee are "very representative of tourist behavior at a destination like Atlantic City," said Dr. Brian Tyrrell, associate professor of Hospitality and Tourism Management Studies at The Richard Stockton College of New Jersey.

The parking fee is a measure of visitation, while the hotel tax reflects overnight stays and the luxury tax, dubbed the 'martini tax,' provides information on beverage and entertainment spending, Tyrrell explained.

The AC-TPI report, which will be updated quarterly, offers some surprising insights into the Atlantic City's performance as a tourist destination.

“While Hurricane Sandy clearly had a major impact in the fourth quarter, on an annual basis, all three metrics were positive for 2012,” Tyrrell noted. When the storm shut down Atlantic City casinos for five or more days, it increased room demand for displaced residents and recovery personnel. The storm contributed to making 2012 the strongest year on record for the Atlantic County lodging industry as evidenced by over \$5 million in tax revenue, Tyrrell said. “News media have primarily focused on declines in gaming revenue in Atlantic City, but that is far from the full story, Tyrrell said.

“Tourism, a \$38 billion industry in New Jersey that supports the employment of one in 10 New Jersey residents, is extremely important for the South Jersey region and the State of New Jersey,” Posner added.

Visitors are spending more in shops, restaurants and on other entertainment, so a broader set of metrics is more appropriate to capture what tourists do besides gambling, Tyrrell added.

“We’re pleased to work with our partners, the Atlantic City Alliance, the New Jersey Casino Control Commission, the Greater Atlantic City Chamber of Commerce, and the Casino Reinvestment Development Authority in helping to provide information as Atlantic City transforms into a regional destination resort,” said Posner.

For more information or to view the ACTPI report, please visit [www.stockton.edu/Levenson](http://www.stockton.edu/Levenson) and click on Research; or email [Brian.Tyrrell@Stockton.edu](mailto:Brian.Tyrrell@Stockton.edu) or [Israel.Posner@Stockton.edu](mailto:Israel.Posner@Stockton.edu).

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