



Stockton's Lloyd D. Levenson Institute To Host 2012 Jersey Shorecast

Panel of Experts, Including Stockton Professors and Business Leaders, Provide Insight into the 2012 Summer Tourism Season at the Jersey Shore

For Immediate Release

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Atlantic City, NJ – The Lloyd D. Levenson Institute of Gaming, Hospitality and Tourism (LIGHT) of The Richard Stockton College of New Jersey, will again host its annual Jersey Shorecast on May 11, which brings tourism experts from Stockton's faculty together with representatives from the southern New Jersey hospitality and tourism industry.

The event, which has become a much-anticipated insider's look at the summer tourism season, will take place on Friday, May 11, 2012 from 8:30 a.m. to 10 a.m. at the Carnegie Center; corner Dr. Martin Luther King, Jr. Blvd. and Pacific Avenue in Atlantic City. It is free and open to the public, but registration by phone or e-mail is required and space is limited. Register by email at light@stockton.edu or by calling 609-347-2175.

The Shorecast panelists will offer their perspectives on several questions that are critical to the success of Jersey Shore area businesses. Will day-trippers, vacationers and gamblers make it a banner summer season? How will gas prices affect things? What role will the new Revel Hotel and Casino have on the overall tourism market?

The panelists will include Jeffery Vasser, President of the Atlantic City Convention and Visitors Bureau; Vicki Clark, President, Cape May Chamber of Commerce; Joe Kelly, President, Greater

Atlantic City Chamber of Commerce; Lori Pepenella, Director, Destination Marketing, Southern Ocean County Chamber of Commerce; Dr. Oliver Cooke, Associate Professor of Economics, Stockton College; Dr. Brian Tyrrell, Associate Professor of Hospitality and Tourism Management Studies, Stockton College; Dr. Michael Busler, Associate Professor of Business, Stockton College.

For more information visit the Institute at www.stockton.edu/levenson and click "events."

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