

# Stockton institute measures Atlantic City tourism industry

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By JENNIFER BOGDAN, Staff Writer



Michael Ein

Israel Posner, the executive director of the Lloyd D. Levenson Institute of Gaming, Hospitality & Tourism, poses atop Stockton College's Carnegie Center in Atlantic City, where the institute has offices. Posner says a common request to the institute is for market information and analysis.

Nearly four years ago, The Richard Stockton College of New Jersey embarked on a mission to create a gambling and tourism think tank that would rival the academic gambling voices in the western part of the country.

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Today, the Lloyd D. Levenson Institute of Gaming, Hospitality and Tourism provides and analyzes data on the gambling and tourism industries, acts as a neutral platform for local leaders to discuss sometimes polarizing issues, and engages with the public, acting as an analytical voice in the industry.

Still, the institute's executive director, Israel Posner, who joined the college before the advent of gambling in Atlantic City, says more remains to be done.

That's particularly true, he said, as the state continues to explore the evolution of gambling with online wagering, sports betting and potential gambling expansion in North Jersey. Those discussions come exactly four decades since vo Cooper Levenson law firm in Atlantic City.



at the time the area had no higher education institution ces continued to come from the nationally recognized research.

