

# **Experts: Most Jersey Shore Towns Can Expect Strong Tourism Season, While Atlantic City Moves to Diversify Its Economy**

Lloyd D. Levenson Institute of Gaming, Hospitality & Tourism's Jersey Shorecast

***For Immediate Release***

***Galloway Township, NJ*** - Low gas prices and visitors' strong desire to relax at the shore after a tough winter should translate into a 4 percent to 5 percent increase in tourism at most Jersey Shore communities if the weather cooperates - but probably not in Atlantic City, said experts from Stockton University and tourism industry officials at the seventh annual "Jersey Shorecast" today in Atlantic City.

More people are working in the greater Philadelphia and New York areas, said Dr. Oliver Cooke, associate professor of Economics at Stockton. But "the local economy is in dire straits," Cooke said.

The closing of four casinos has created a perception that there is less to do in Atlantic City, there are concerns that the city's financial condition might lead to bankruptcy, and the region's workforce certainly has less income to spend, noted Dr. Michael Busler, professor of Business Studies at Stockton University.

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She said marketing to Millennials (ages 25-35

