

Results of Three Surveys Show Trends, Opportunities, for Atlantic City's Future

- related or induced changes in service or amenities.
- x Travel group interests were less important than affordability and deals and promotions to respondents choosing a travel destination.
- x Younger respondents were more likely to rate the recommendations of peers and the media as important in making travel decisions than their older counterparts
- x Specific events and activities, and variety of activities at a destination were more important in the travel decision making process of younger respondents (older Gen Z and Millennials) than their older counter parts (Baby Boomers and Post War/WWII).

Atlantic City Restaurant Week

- x Six out of 10 respondents were returning Restaurant Week patrons.
- x 35% of respondents who were first-time patrons heard about Restaurant Week from social media
- x Three quarters of respondents indicated that Restaurant Week factored into their decision to visit the resort.
- x Nearly half of respondents indicated that they were of the Baby Boomer generation (age 56-75)
- x 17% of respondents traveled more than 50 miles to attend Restaurant Week
- x 54% of respondents were from Atlantic County, 89% from New Jersey.
- x Among Restaurant Week patrons who were not residents of Atlantic City, 3 out of 10 said they were staying in the Atlantic City area overnight.
- x 62% of respondents rated Restaurant Week 5 out of 5 for value.
- x 86% of 2021 respondents said they would return in 2022.

The Atlantic City Stakeholder Report

- x Stakeholders cited condition of the city and its public reputation as weaknesses of the resort.
- x

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