

# G\ cfYUghDUbY]gfh'GUmī7`YUžGUZY'UbX' <YUH nDK J``VY'A YggU[ YZcf'Gi a a Yf'&\$&\$

***For immediate release***

May 6, 2020

**Galloway, N.J.** \_ The outlook for the summer of 2020 at the Jersey Shore will depend on how quickly businesses can open, what guidelines and restrictions are in place when they do, and how well the hospitality and tourism industry not only responds to new guidelines, but markets the message in a way that encourages visitors to return.

Communications and Marketing for the Casino Reinvestment Development Authority at the 12<sup>th</sup> annual Jersey Shorecast. Now we will have to add healthy, that we can provide

The Shorecast, sponsored by the Lloyd D. Levenson Institute for Gaming, Hospitality and Tourism (LIGHT) at Stockton University, was held as a webinar this year to accommodate COVID-19 guidelines.

Mark Blum, publisher of The Press of Atlantic City and LIGHT Advisory Board chairman moderated the panel. Jane Bokunewicz, the new coordinator of LIGHT welcomed the more than 150 people who watched the webinar.

Panelists were:

Donna Albano, Associate Professor of Hospitality and Tourism Management Studies, Stockton University  
Michael Busler, Professor of Business Studies-Finance, Stockton University  
Michael Chait, President, Greater Atlantic City Chamber of Commerce  
Lori Pepenella, Chief Executive Officer at Southern Ocean County Chamber of Commerce  
Larry Sieg, Director- Communications and Marketing, Casino Reinvestment Development Authority  
Michael Tidwell, Director of Sales and Marketing, Seaview a Dolce Hotel.

Blum asked a series of questions, then took questions from the participants.

Panelists noted that the forecast for the season will depend a lot on when the season will begin. Busler said businesses need to open by May 15, noting they had already lost early spring and Easter weekend business.

said.

All said 2019 had been an excellent season, and 2020 was on track to be as good, if not better, until the coronavirus crisis. They noted that even when businesses do open, social distancing guidelines are likely to be in effect that could increase costs and reduce profits, but are crucial to gain public confidence.

have

developed or expanded takeout service.

Restaurants may have fewer tables, and hotels may book rooms every other day.

Busler noted that the increase in the minimum wage may also have an impact on

Speakers also noted that the use of technology has expanded rapidly and is likely to remain in effect or grow in some areas.

said.

Tidwell said they are maintaining contact with guests, and the industry will have to be

Speakers said the proximity of the Jersey shore to so many people is an asset that should be developed.

-up demand a

OTHER QUESTIONS FROM THE PUBLIC: **Minutes 1:15:30 to 1:45**

Q: How can businesses work with government when there is so much