

STOCKTON COLLEGE

THE RICHARD STOCKTON COLLEGE OF NEW JERSEY



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For Immediate Release

Wednesday, April 21, 2010

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Galloway Township , NJ- Nobody is denying a challenging economy is still with us, but a survey conducted by The Richard Stockton College of New Jersey suggests things could be easing a bit, at least as far as tourism is concerned.

Stockton officials said vacation travelers have loosened their purse strings somewhat, while 27 percent of the respondents said they would not alter their spending as a result of the economy.

[here.](#)

"Stockton recognizes the importance of the tourism industry to Atlantic City and all of NJ, so this annual survey is designed to provide data which is immediately useful to decision makers in tourism," Wagner said.

This year's study focused on what travelers think is important when planning a trip, their impressions of New Jersey as a recreational destination, and their reactions to the current economy. This year's survey (the fourth annual) also was designed to revisit questions from earlier surveys, so as to allow comparisons over time.

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