

New Jersey Visitors Split Between Shore, Inland Destinations, But Most Stay Overnight

Stockton Survey for the Lloyd D. Levenson Institute of Gaming, Hospitality & Tourism Finds Atlantic City Attracts Most Visitors in Mid-Atlantic

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Galloway Township, NJ - Just over half of the visitors to New Jersey recently surveyed for the Lloyd D. Levenson Institute of Gaming, Hospitality and Tourism came to the Jersey shore within the past year, with Atlantic City attracting 14.2 percent and Cape May City claiming 4.5 percent of the tourists.

Travel to both those municipalities helped to drive significant numbers of visitors to their respective counties, with 18.4 percent of all visitors saying they took a trip to Atlantic County and 15 percent having visited Cape May County. New Jersey's other oceanfront counties, Ocean (12.4 percent) and Monmouth (6.5 percent) held significant shares of the visitor market in New Jersey.

Still, the non-shore counties collectively accounted for nearly half of all visits to New Jersey at 47.7 percent. Notable destinations from Hackensack to Cherry Hill along the Interstate 95 corridor drew large volumes of visitors.

"The information the center has on visitors to New Jersey allows us to provide critical information to our partners throughout the state as they continue to refine their marketing message," said Dr. Brian Tyrrell, associate professor of Hospitality and Tourism Management Studies

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poll's margin of error is +/- 3.1 percentage points.

The survey found significant differences in visitors' spending and how long they stayed, based on their stage in the family life cycle. "LifeStage" analysis is useful for target marketing purposes, Tyrrell noted. It