7KH 1HZ -HUVH\ &H
IRU +RVSLWDOLW\ DQG

+LJKOLJKW

WK IURP WKH

$QQXDOH\

WR

,PSURYH WKH (IIHFWLYHQHVV RI 7RXULV

+LJKOLJKWV\QXDO6XUYH\
IURPWKH
WR ,PSURYH WKH (IIHFWLYHQHVV RI 7RXULVP 3URPRWLRQ
+LJKOLJKWV\QXDO6XUY
IURPWKH
WR ,PSURYH WKH (IIHFWLYHQ

1HZ -HUVH\ &HQWHU IRU +RVSLWDOLW\ DQG 7RXULVP 5HVHDUFK

$W 7KH 5LFKDUG 6WRFNWRQ &ROOHJH RI 1HZ -HUVH\

&HQWHU 0LVVLRQ: To leverage Stockton's intellectual resources and community connections to provide research and outreach that supports gaming and tourism leaders and policy makers in the Atlantic City region, in the state of New Jersey, and beyond.

6WXG\ $XWKRUV

-DQHW 0 :DJQHU 3K '
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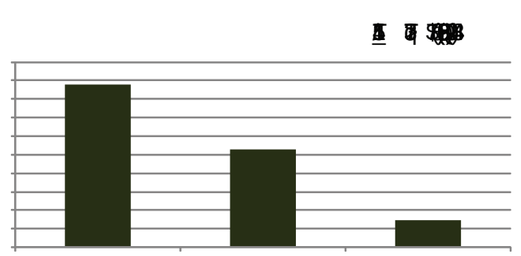
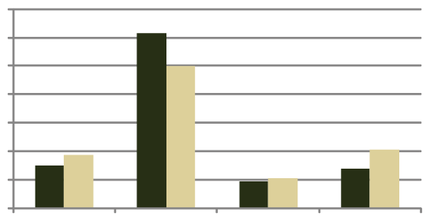
2XU VXUYH\

Working with Zogby International, the New Jersey Center for Hospitality and Tourism Research at The Richard Stockton College of New Jersey designed an interactive online tracking survey to investigate factors concerning the effectiveness of NJ tourism promotion. The sample focused on adults, all living outside NJ, who reported taking at least one recreational trip in the past year. The questions focused on NJ as a whole; we did not ask questions about individual cities or areas within NJ. A 40-question survey was administered to more than 3,900 adults in February and March 2010. The survey included respondents in 16 Designated Market Areas (DMAs): New York, Philadelphia, Boston, Washington DC, Cleveland-Akron, Baltimore, Pittsburgh, Albany, Cincinnati, Harrisburg, Hartford, Norfolk, Providence, Richmond, Roanoke, and Wilkes-Barre.



VXH WUDYHOHUV

to focus for each respondent on
dicated were òmost importantó
n a 5-point scale where ò1ó was
d ò5ó was òmost importantó).
respondents did not indicate a
g a ò5ó when they are planning
counts òsingle issue travelersó
ne and only one of the twelve
òmost importantó. The order
ferent from the earlier analysis
family activities receiving more



ZZZ VWRFNWRQ HGX

3ULQWHG RQ SRVW FRQVXPHU UHF\FOHG SDSHU