

in the School of Business at the Richard Stockton College of New Jersey, leverages 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.

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## **2012 TOURISM PROMOTION SURVEY**

The 2012 Tourism Promotion Survey was conducted by Stockton College's Lloyd D. Levenson Institute of Gaming, Hospitality and Tourism (LIGHT) with support from the William J. Hughes Center for Public Policy. This 6th annual tourism survey, based upon a sample of more than 3,000 respondents gathered by Zogby International, in 16 major

## Year over Year Change



# Atlantic County Hotel Occupancy Tax and PriceWaterhouseCoopers RevPAR 2006 - 2011

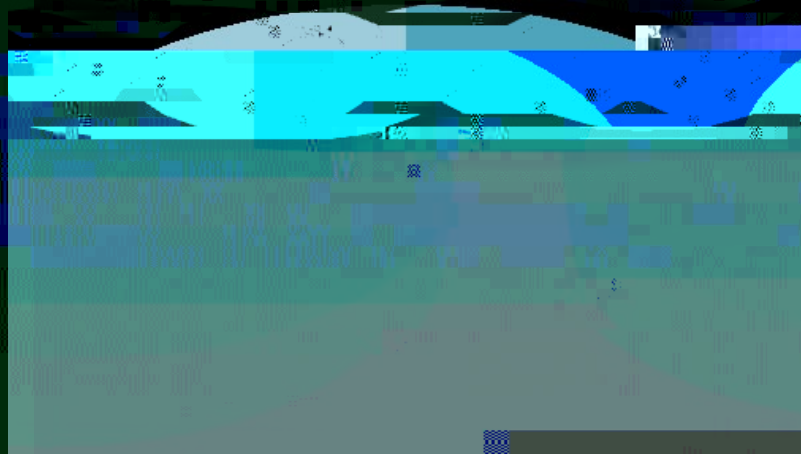


# Sample Characteristics by Designated Market Area

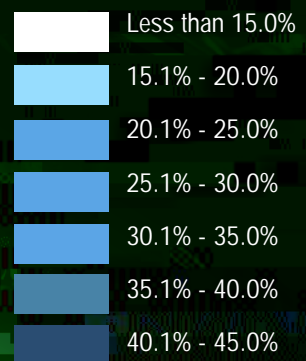
- In February of 2012 the Lloyd D. Levenson Institute of Gaming, Hospitality and Tourism (LIGHT), in conjunction with Zogby International, surveyed 3,043 individuals residing in the Northeast United States.
- The sample was drawn from the 16 Designated Market Areas (DMA's) that produce the most visitors to the state of New Jersey.



Have you visited a casino or slots parlor in the past 12 months?



Percent Having Visited a Casino



Family Life Cycles (Lifestage<sup>[1]</sup>)

[1] DK Shifflet & Associates (2007). NJ FY2006p Visitor Profile Public Version. Retrieved January 5, 2008 from the New Jersey Division

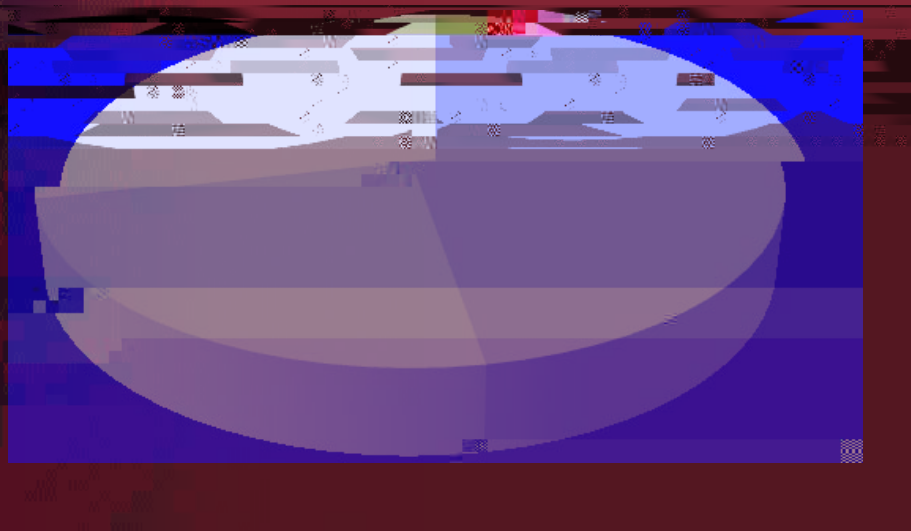


## How many times in the past 12 months have you visited Atlantic City?

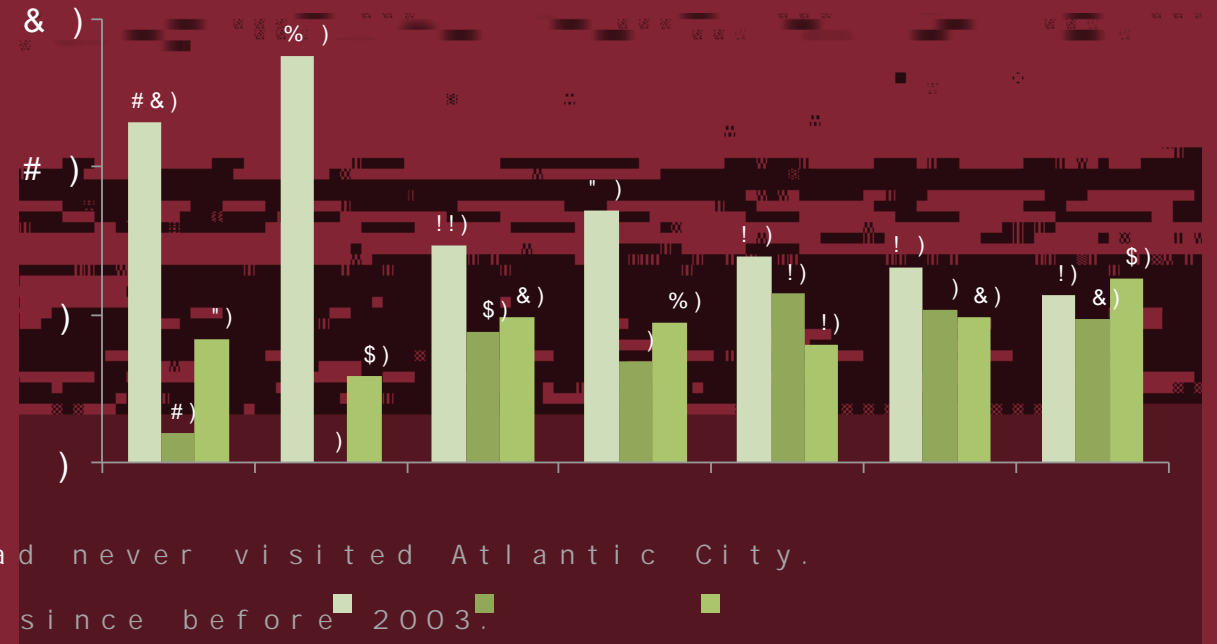


- Nearly half (47%) of the respondents had never visited Atlantic City.
- Another fourth (24%) had not been here since before 2003.
- Almost half of those who'd actually visited Atlantic City have a memory of a city that is pre Borgata, The Walk, The Quarter, Caesar's Pier, and major renovations and additions to existing properties throughout the city.

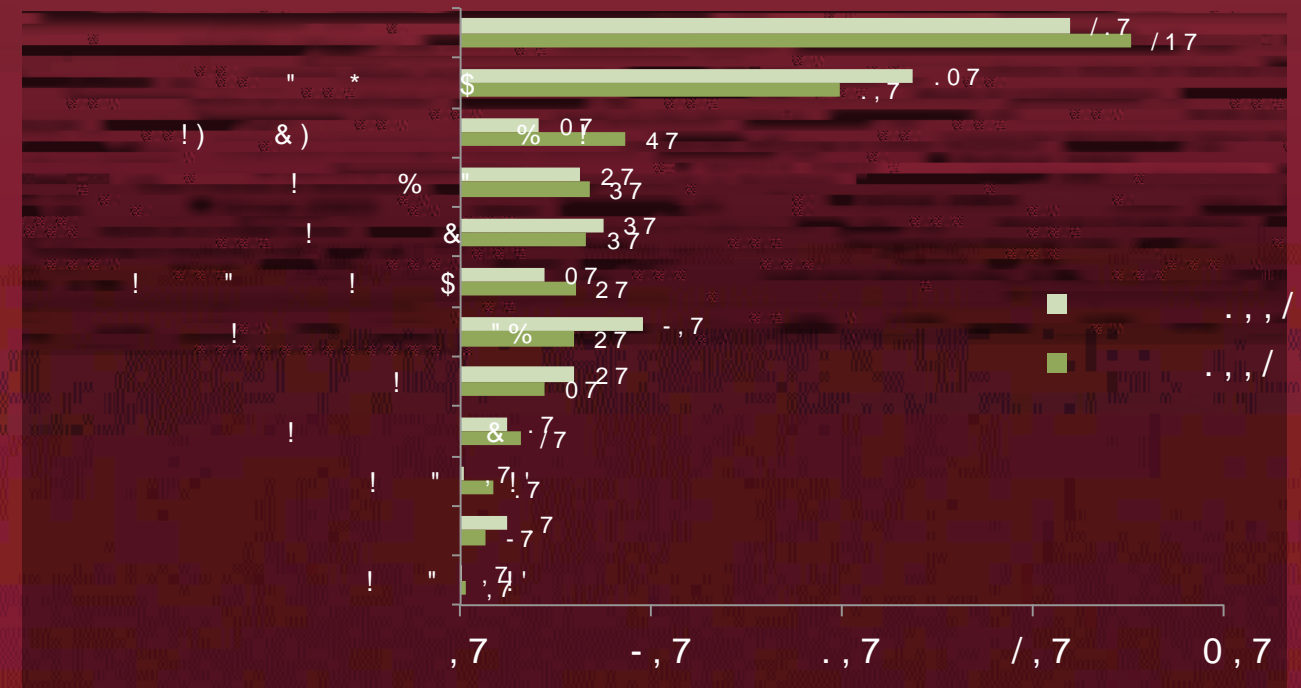
## When was the last time you visited Atlantic City?

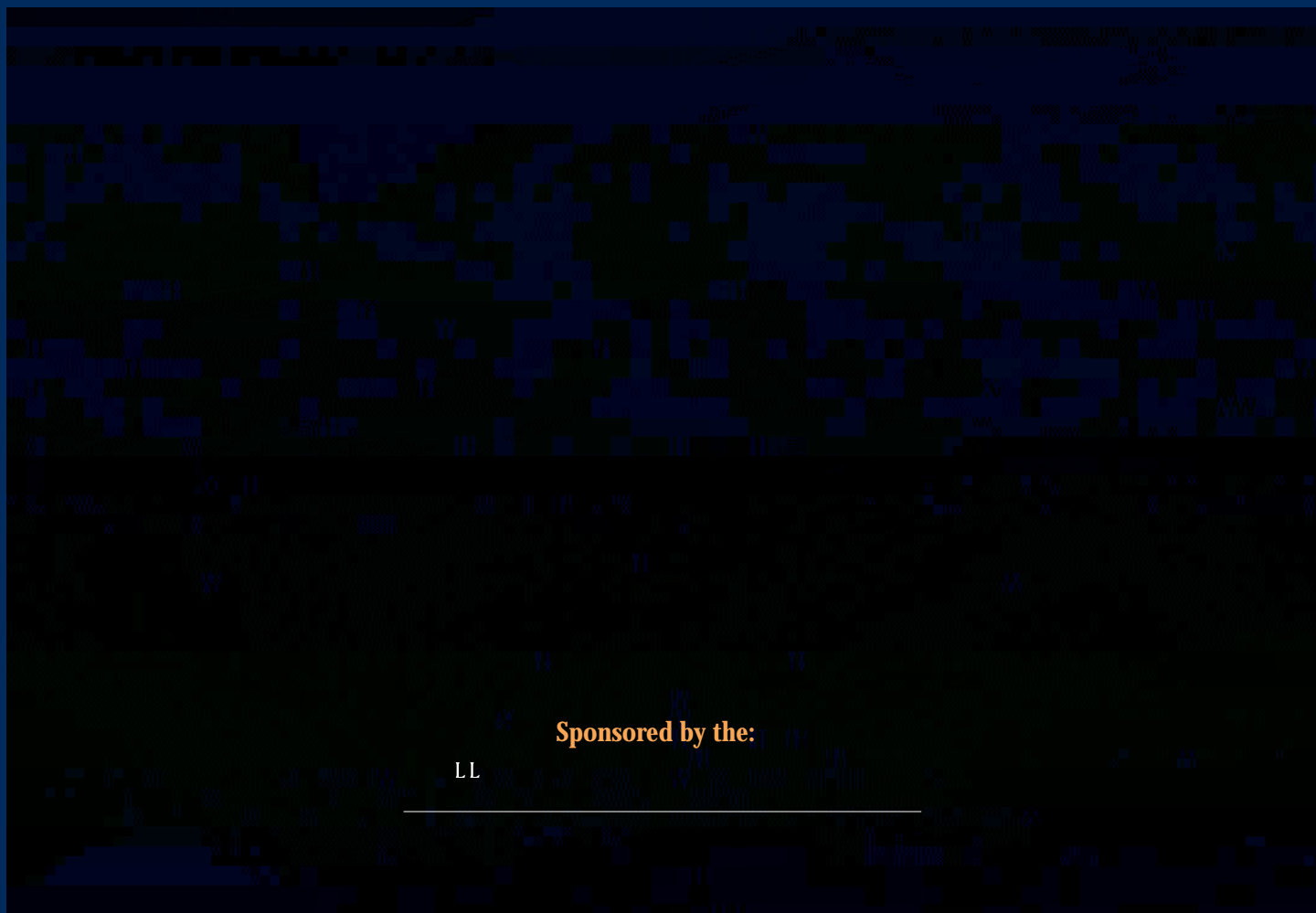
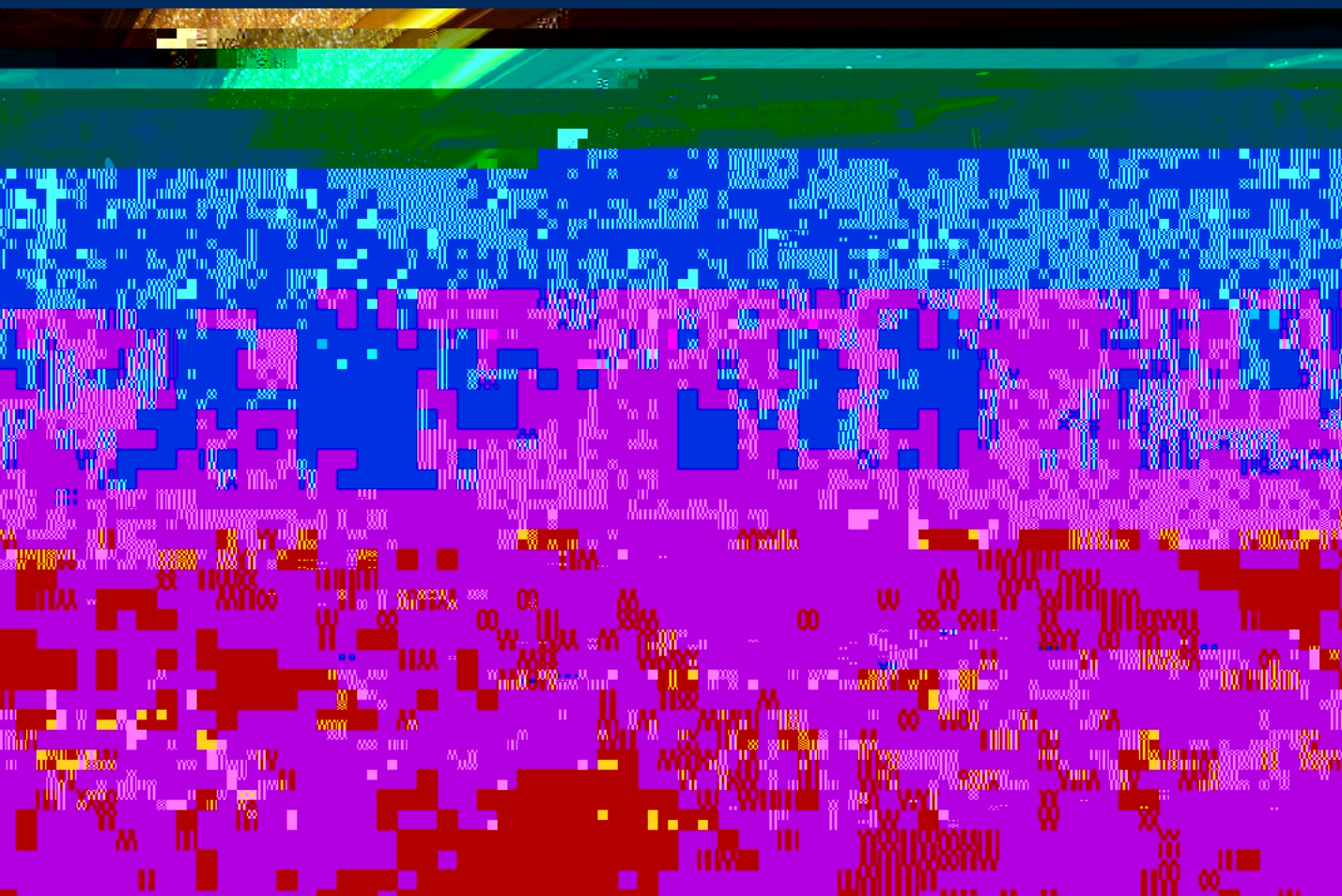


## Most Recent Visit to Atlantic City by Lifestage



## Primary Trip Purpose by Visits Before and After 2003





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