

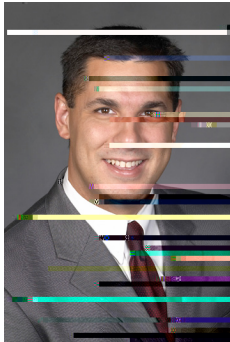


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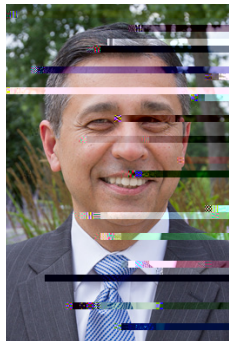
UNIVERSITY  
OF GAMING, HOSPITALITY & TOURISM

# Atlantic City Tourism Performance Indicators (AC-TPI) 2016 4th Quarter

Prepared by  
Brian J. Tyrrell, Ph.D.  
Associate Professor, Hospitality and Tourism Management Studies



Supported by  
Rummy Pandit, L.P.D., M.B.A., C.H.A  
Executive Director, Lloyd D. Levenson Institute of  
Gaming, Hospitality and Tourism



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## Acknowledgements

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Their review, feedback and encouragement are evident throughout this report and it quite simply could not have been completed without their support. Finally, we'd like to thank Sarah Grady, Assistant Director for LIGHT, for her careful review of the report. Thanks to all who contributed in the past and those that will likely add to that contribution in the future. We are indebted to you for your insight and assistance.

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## Atlantic County Lodging Fee

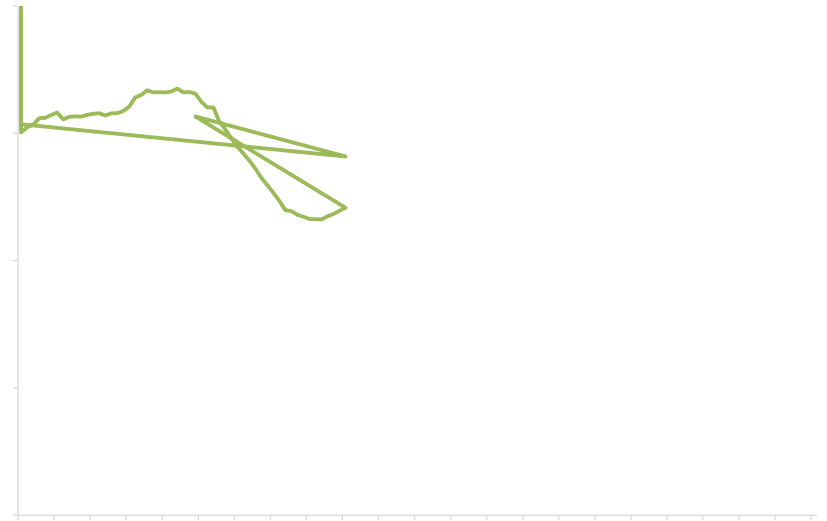
the Atlantic County Lodging Fee, the Atlantic County portion of the State



The supply of rooms displayed in Figure 6 is used to calculate the Atlantic County Lodging Fee on a per 100 room basis in Figure 7. Figure 7 is labeled with the annual high (labeled above the data series) and the annual

Altogether, the lodging market in Atlantic County experienced moderate year over year gains (3.4%).

Given the seasonal nature of the Atlantic County Lodging Fee (see Figure 7), it is again easier to visualize the long term trend by examining the 12 month trailing total for the fee. Figure 9 shows the 12 month trailing total for the Atlantic County Lodging Fee per 100 rooms. The 12 months ending in December 2007 produced the highest Atlantic County Lodging Fee per 100 rooms for a December at \$665. On a per property basis, declines have given way to increases. The twelve months ending in December 2016 averaged \$655, or 3.4% higher than the twelve months ending in December 2015 (\$634). This per room performance stands as the second best December 12 month figure since December of 2007, and is on a trajectory to surpass all highs regardless of the month.







and RevPAR, being down 6% and 4% respectively. This data comports with the performance of the larger lodging industry in Atlantic County to include the casino hotels as was done in the previous section. The twelve months finished remarkably strong, with year over year Occupancy, ADR and RevPAR up in December at 10%, 22% and 34% respectively, clearly a beneficiary of the shrinking room supply. The strong performance for RevPAR experienced over the past several years continues during this twelve month period, with the busy summer months in particular showing strong performance.

Comparing across sections of this report further, the non-casino hotel performance in Atlantic County evidenced in this section with Occupancy, ADR and RevPAR stands in contrast to the parking fee, this time to a larger degree than the lodging fee. Non-casino hotel performance (Occupancy, ADR and RevPAR) outperformed both the Parking Fee and the Atlantic County Lodging Fee. The non-casino hotel performance (Occupancy, ADR and RevPAR) outpaced Atlantic County lodging fee which measures both casino hotel and non-casino hotel performance. Continued out performance by the non-casino hotel sector may signal that the casino hotels are not capturing growth in demand for lodging accommodations to the same extent that the non-casino hotels are realizing.

The addition of Occupancy, Average Daily Rate (ADR) and Revenue per Available Room (RevPAR) provides valuable insight into non-casino lodging performance in the Atlantic City region. Of these three measures, RevPAR may be of the most value in determining longer term trends in the market place as RevPAR is a combination of both Occupancy and ADR (Occupancy multiplied by ADR is equal to RevPAR). As such, changes in RevPAR will be the summary variable for the non-casino lodging performance measure included in the AC-TPI Snapshot presented in the final section of this report.

## **2016 4th Quarter Atlantic City Tourism Performance Indicators (AC-TPI) Snapshot**

The Lloyd D. Levenson Institute of Gaming, Hospitality and Tourism (LIGHT) has concluded that non-casino Revenue per Available Room (RevPAR) and the Atlantic City Casino Parking Fee and Atlantic County



