



Atlantic City Restaurant Week 2021 Executive Report – November 2021

Jane Bokunewicz, Ph D
Faculty Director

Sarah Grady, MA
Assistant Director

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Commissioned by: Casino Reinvestment Development Authority

Methodology

Restaurant Week patrons were asked to answer a series of questions regarding their experience of the event. A 12-question online survey was administered via Qualtrics. A link to the survey was provided on the Atlantic City Restaurant Week website and distributed to restaurant patrons via business cards printed with a QR code. Out of an abundance of caution, it was decided that the survey would be administered in a ‘contactless’ manner without the use of hard copy survey cards.

A total 143 respondents participated in the 2021 online survey between October 3 and October 17, however only 91 finished the survey and not all answered every question.

As established in prior Restaurant Week Surveys, notably 2019, there has been little difference between patron samples collected online or via survey card except in the oldest age bracket. The choice to go ‘contactless’ should have little to no effect on the overall sample.

Demographics Characteristics: Who is the Atlantic City Restaurant Week visitor?

Age

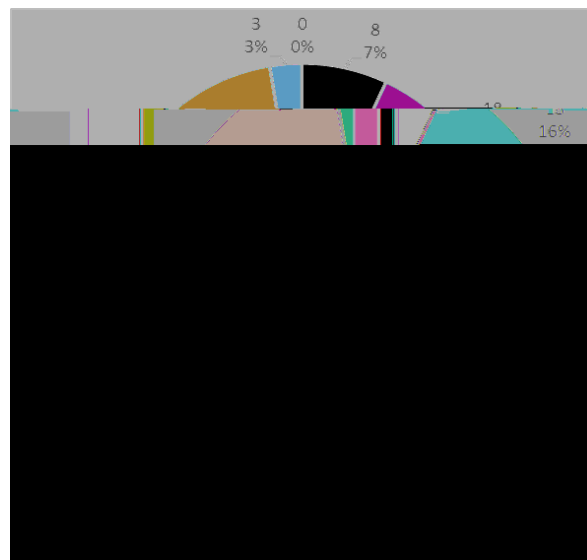
In a slight deviation from previous years, 2021 Restaurant Week patrons trended older overall with nearly half (49%) identifying in the 56-75 (Baby Boomer) age range compared to 36% in 2020 and 35% (age 52-70) in 2018.

Millennials (age 26-40) represented 16% of respondents compared to 25% in 2020 and 28% (age 20-35) in 2018. Representation among the oldest (75+) and youngest visitors (under 21 and “Gen Z” 21-25) was consistent with prior years.

As in the past, first-time patrons trended younger than return patrons. However, the Gen X and Baby Boomer age ranges represented the largest share of first-time patrons (29% and 44% respectively). Gen Z

and Millennial respondents each represented 12% of first-time patrons in 2021, a decline from 2020 when Gen Z represented 7% and Millennial nearly 29% of this segment.

Please select your age group All Patrons
(115 responses)



Party Size

Restaurant Week continues to be an event particularly attractive to couples – 59.5% percent of respondents indicated they were traveling in a party of two and 15.5% indicated they were traveling in a party of four.

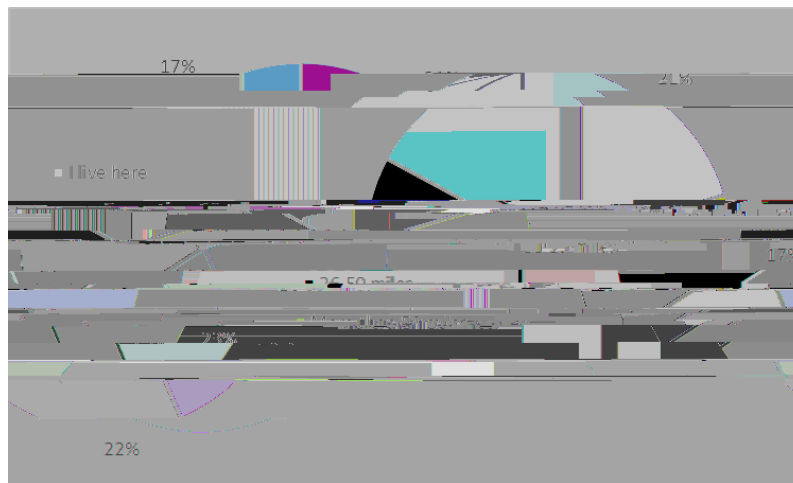
Restaurant Week was attractive to couples across the age spectrum 61.1% of Millennial, 57.9% of Baby Boomer and 58.6% of Gen X respondents were traveling in partif 5. Baby Boomer and Gen X respondents were more likely to travel in group9%ilfour than MilленноX. co

Geographic Characteristics: Where did Restaurant Week patrons come from?

Distance

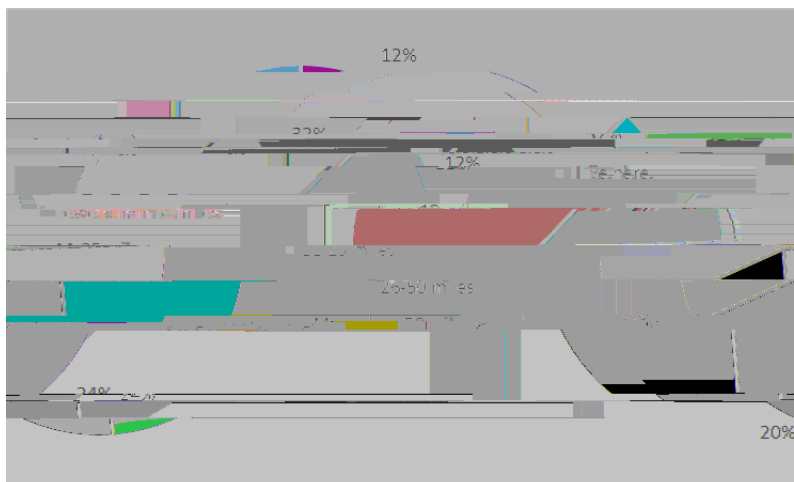
Restaurant Week succeeded in attracting a mix of local and more distant visitors, with nearly even distribution among residents, and visitors traveling fewer than ten miles, 11-25 miles, 26-50 miles, and more than 50 miles to participate.

How far did you travel to participate in Restaurant Week? (All respondents)
(117 responses)



First-time Restaurant Week patrons traveled further than return patrons with 32% traveling more than 50 miles compared to 17% of return patrons. However, a smaller percentage of patrons traveled more than 50 miles in 2021 (32%) than in 2020 (50%) with a greater proportion traveling 11-25 miles in 2021 (24%) compared to 2020 (10%).

How far did you travel to participate in Restaurant Week? (First-time patrons)
(41 responses)

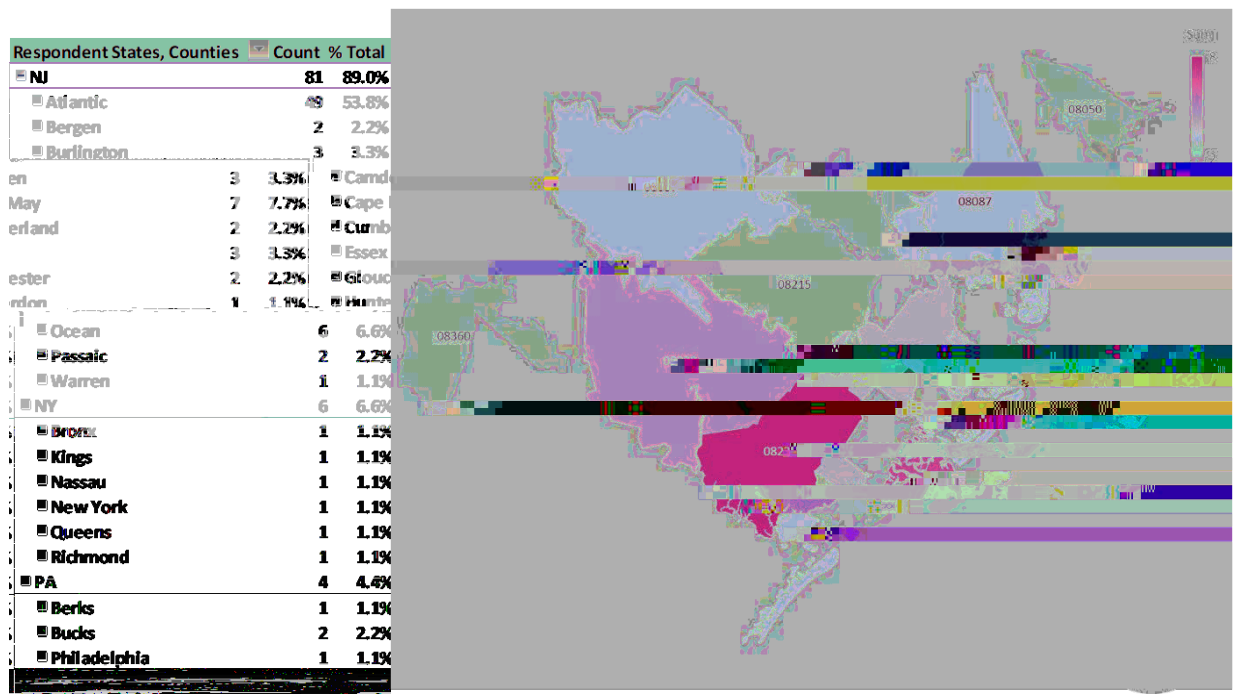


Zip Code

Reported zip codes for 2021 Restaurant Week patrons clustered in Southern New Jersey, with 54% of respondents indicating a zip code in Atlantic County, New Jersey. The two most popular zip codes 08234 (Egg Harbor Township) and 08401 (Atlantic City) represented 9% and 8% of the total respectively. Patrons reporting out of state zip codes represented 11% of the total. The map below shows the geographic origins of Restaurant Week Patrons organized by zip code. Only zip codes with 2 or more patrons are shown (91 total respondents)

Where are you from

(91 responses)



Patrons were also asked whether Restaurant Week was a factor in their decision to visit Atlantic City. A little less than half of all respondents (48.1%) said that Restaurant Week factored 'A Lot'

Customer Experience: Does Restaurant Week provide value for patrons

Atlantic City Restaurant Week continues to provide value for patrons with more than half of respondents (62%) rating the event 5 out of 5 for value.

On a scale of 1-5 (5 being the highest) please tell us if Atlantic City Restaurant Week provided a value for your group.

(114 responses)

It is this value that keeps bringing patrons back each year.

