



2014 Tourism Promotion Survey

The Profile of the New Jersey Visitor

LLOYD D. LEVENSON INSTITUTE
OF GAMING, HOSPITALITY & TOURISM

THE RICHARD STOCKTON COLLEGE OF NEW JERSEY

2014 Tourism Promotion Survey

In February of 2014, the Lloyd D. Levenson Institute of Gaming, Hospitality and Tourism contracted with the Stockton Polling Institute to administer a visitor profile survey to over 1,000 respondents (3.1% margin of error).

Respondents were selected based on whether or not they had taken a trip to or within New Jersey that was fifty miles or more from their home within the past twelve months. Roughly half of the respondents (51%) were from the New York Designated Market Area (DMA). Nearly one third (29%) were from the Philadelphia DMA. Respondents were sampled mainly in the DMAs surrounding the densely populated Interstate 95 corridor from the Washington, DC (59) to Hartford (38).

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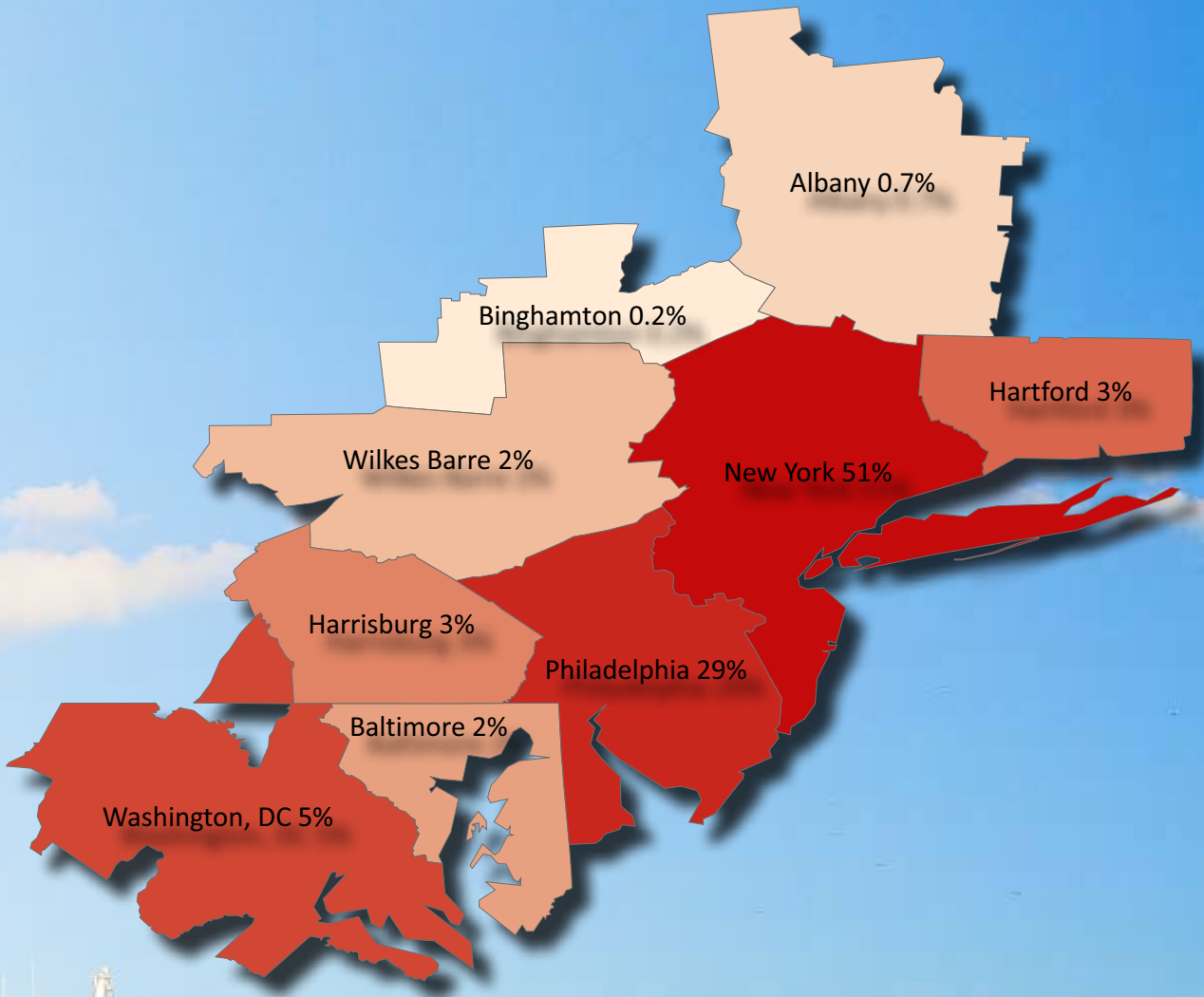
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The Levenson Institute, in the School of Business at The Richard Stockton College of New Jersey, leverages Stockton's intellectual resources and community connections to provide research and outreach that supports gaming and tourism leaders and policy makers in the Atlantic City region, in the State of New Jersey and beyond.



*Photo courtesy of Cape May County Department of Tourism
Front cover photo courtesy of Somerset County Tourism*

Which New Jersey Destination 50 miles from home did you last visit?

A trip to at least one municipality in every county in New Jersey was mentioned by respondents to the survey. Atlantic City was the destination for 140 of the respondents (14.2%) followed by 44 who had visited the city of Cape May (4.5%). In part, visitation to both of these municipalities helped to drive significant amounts of visitors to their respective counties, with 18.4% of all visitors (180) describing a trip to Atlantic County and 15.0% (147) having visited Cape May County. The other shore counties of Ocean (12.4%, 122) and Monmouth (6.5%, 64) garnered significant shares of the visitor market in New Jersey as well. Still, the non-shore counties collectively accounted for nearly half of all visitation in New Jersey (47.7%, 467). Notable destinations from Hackensack to Cherry Hill along the Interstate 95 corridor drew large volumes of visitors to or within the state of New Jersey.



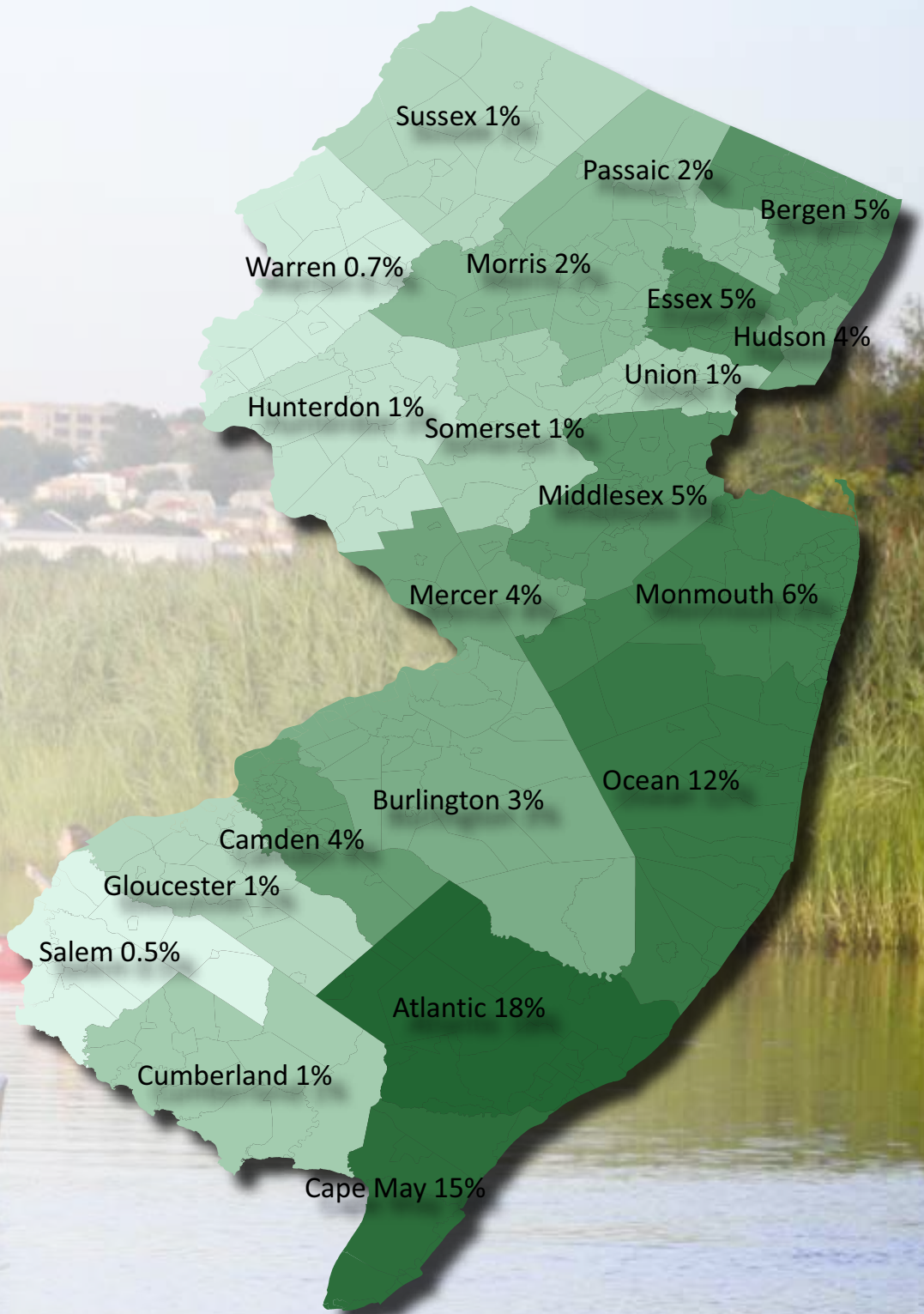
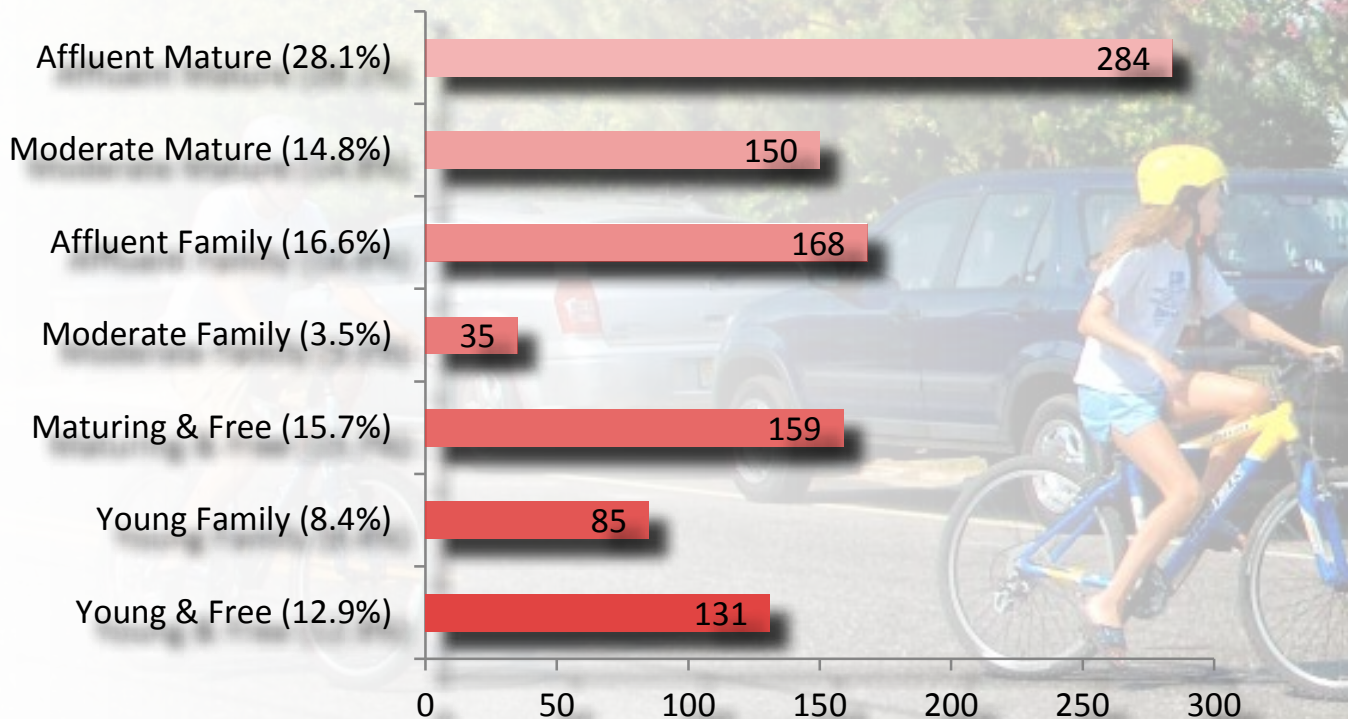


Photo courtesy of the Meadowlands Liberty Convention and Visitors Bureau

Stages in the Family Life Cycle or LifeStage of the New Jersey Visitor

Segmenting visitors by their stage in the family life cycle (LifeStage¹) is useful for target marketing purposes. LifeStage analysis considers a visitor's age, their household income and whether or not they have children under the age of 18. More than one-fourth of the New Jersey visitors in our study (284, 28.1%) were Affluent Matures. Affluent Families (168, 16.6%) comprised the next largest segment, followed by the Maturing & Free (159, 15.7%). The full report of the results heavily utilizes LifeStage as a segmentation strategy to show differences in trip characteristics by factors such as spending, length of stay and satisfaction levels.

<u>LifeStage</u>	<u>Age of the Household Head</u>	<u>Household Income</u>	<u>Children Under Age 18</u>
Young & Free	18-34 Years	Any	No
Young Family	18-34 Years	Any	Yes
Maturing & Free	35-54 Years	Any	No
Moderate Family	35-54 Years	Under \$75k	Yes
Affluent Family	35-54 Years	\$75k or Higher	Yes
Moderate Mature	55 Years or Older	Under \$75k	No
Affluent Mature	55 Years or Older	\$75k or Higher	No



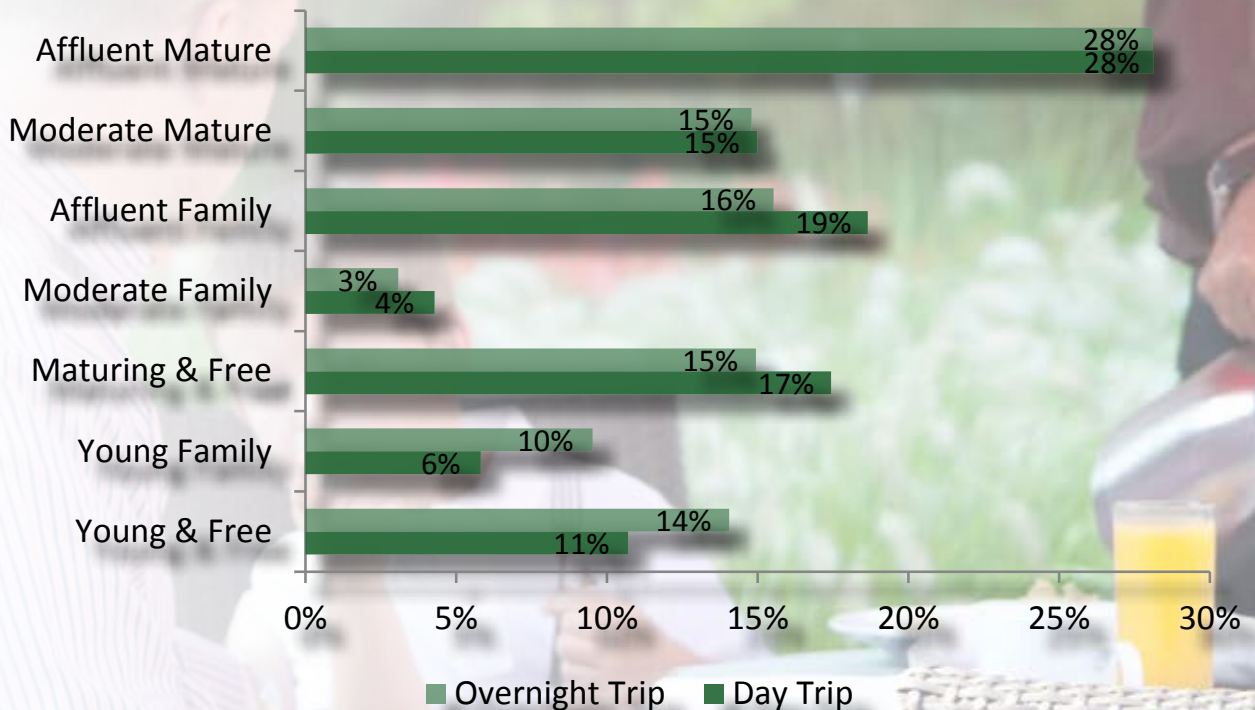
1. DK Shifflet (2012). New Jersey Overnight Leisure Visitor Profile. A report prepared for the New Jersey Division of Travel and Tourism. Available online at www.visitnj.org.

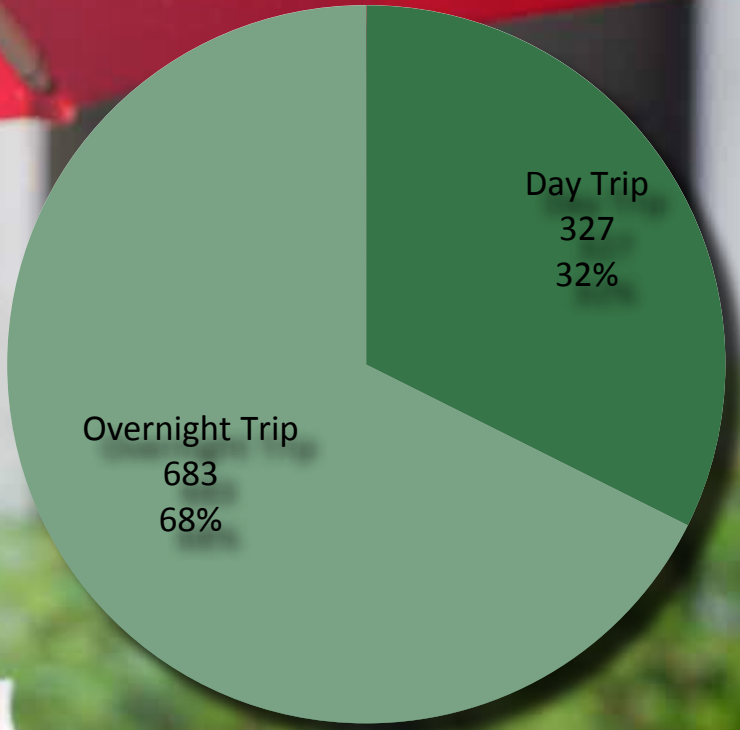
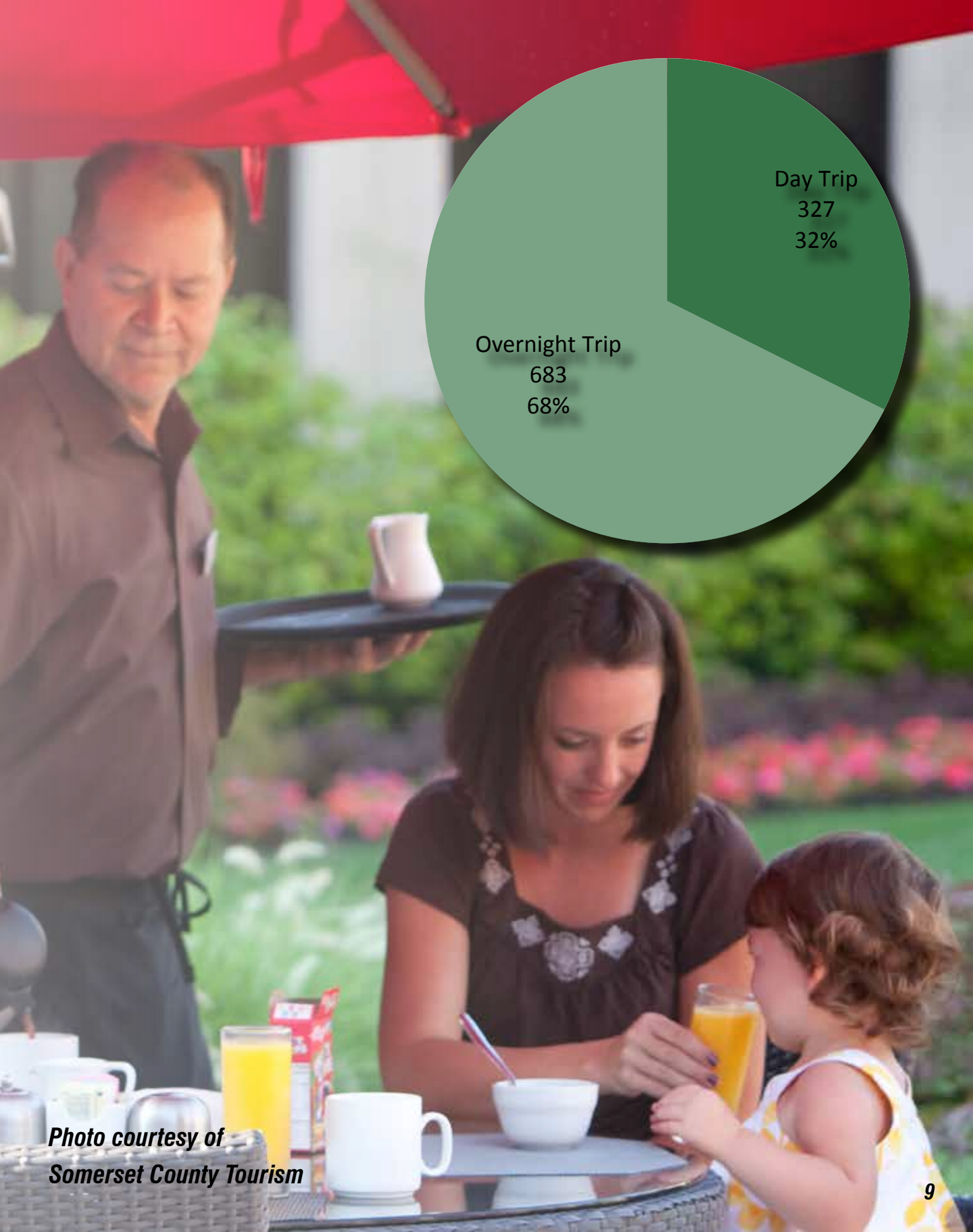


*Photo courtesy of
Cape May County Department of Tourism*

Overnight versus Day Trip by LifeStage

Slightly more than two thirds of respondents indicated they were on an overnight trip to their New Jersey destination. The percentage of respondents that were either on an overnight visit or day trip did not vary significantly by LifeStage. The Young & Free and Young Family visitors were more likely to be on an overnight trip in New Jersey than a day trip. Conversely, the Affluent Family and Moderate Family visitors were more likely to be on a day trip than an overnight trip. Both Mature segments displayed no significant differences.

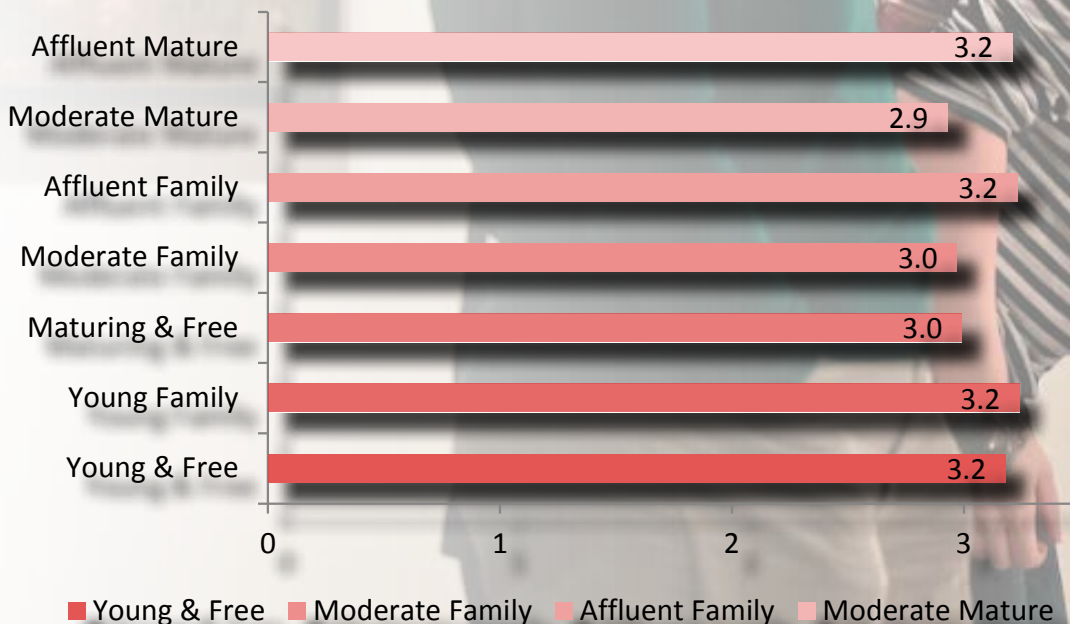


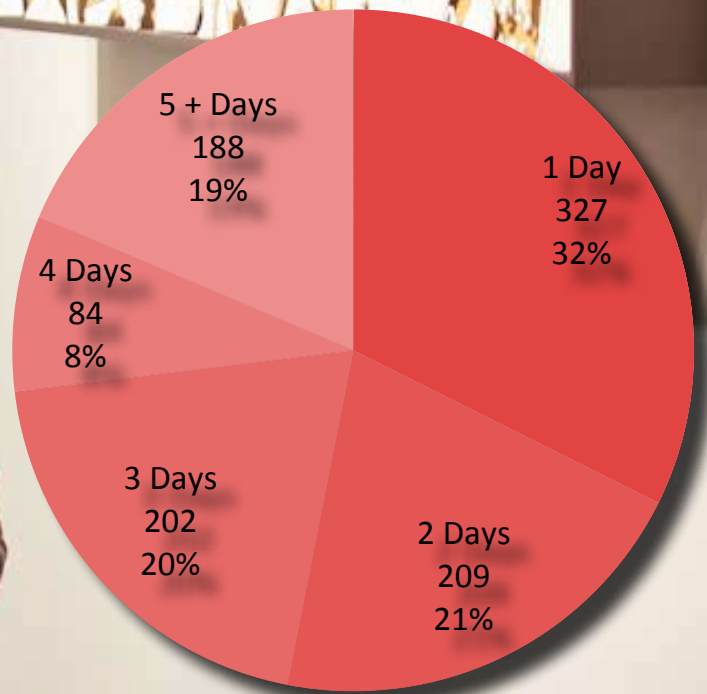


*Photo courtesy of
Somerset County Tourism*

Length of Stay by LifeStage

More insight on the day trip versus overnight trips is gleaned from an analysis of the length of stay of the respondents. Nearly half of all visitors stayed 3 days or longer. There was no significant difference in the length of stay when examined by LifeStage. Notably, both Affluent visitor segments had longer average lengths of stay than their Moderate counterparts. The Young visitor segments had longer lengths of stay than those visitors classified as Maturing & Free.



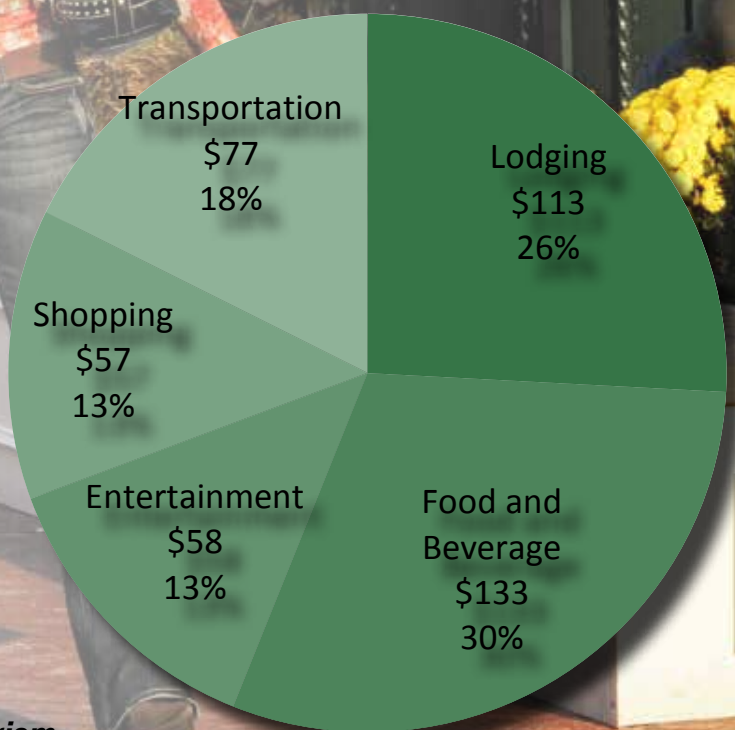


*Photo courtesy of
The Richard Stockton College of New Jersey*

Spending by LifeStage

Food and beverage accounted for the largest share of spending (30%) at an average of \$133 per person, per day. Lodging accounted for more than a quarter (26%) of all spending at \$113. Transportation, shopping and entertainment expenditures were also included in the total average spend per person, per day was reported as \$438. Of course, this spend varied significantly by LifeStage, with the Moderate Mature visitors spending the least (\$382) and the Affluent Family visitors spending the most (\$499). Affluent visitors outspent their Moderate counterparts, while Family visitors outspent the Mature visitors. The Affluent Family visitors were above the average in all forms of spending, but most notably in lodging and food and beverage spending.

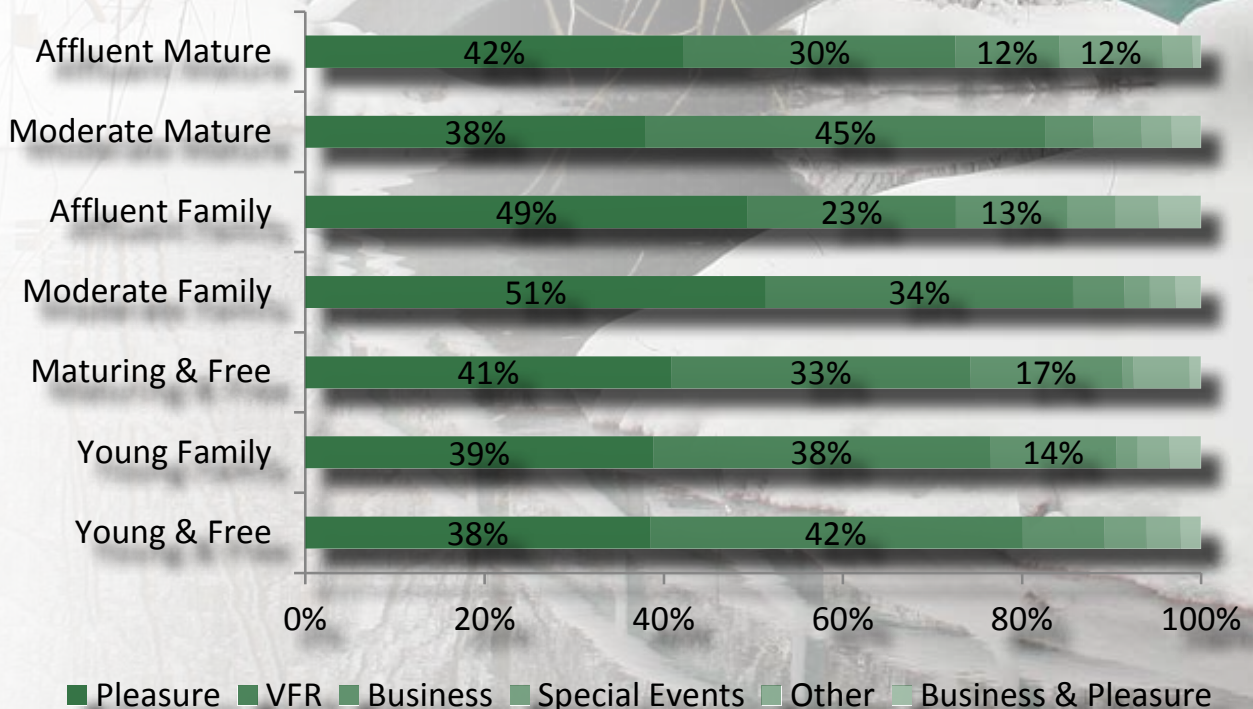




***Photo courtesy of the
Cape May County Department of Tourism***

Primary Trip Purpose by LifeStage

Most trips to New Jersey are for pleasure (40%) or for visiting friends and/or relatives (VFR, 32%). More than one in ten (11%) traveled to New Jersey for business purposes, with an additional 2% indicating they were combining their business trip with pleasure. An additional one in ten respondents (11%) were in New Jersey attending a special event. The older Family segments (Affluent and Moderate) were more likely to indicate they were traveling primarily for pleasure (49% and 51% respectively). Moderate Mature visitors were the most likely to indicate they were visiting friends and/or relatives (45%) followed closely by the Young & Free (42%). The Maturing & Free were the visitor segment most likely to be in New Jersey attending a special event (17%).



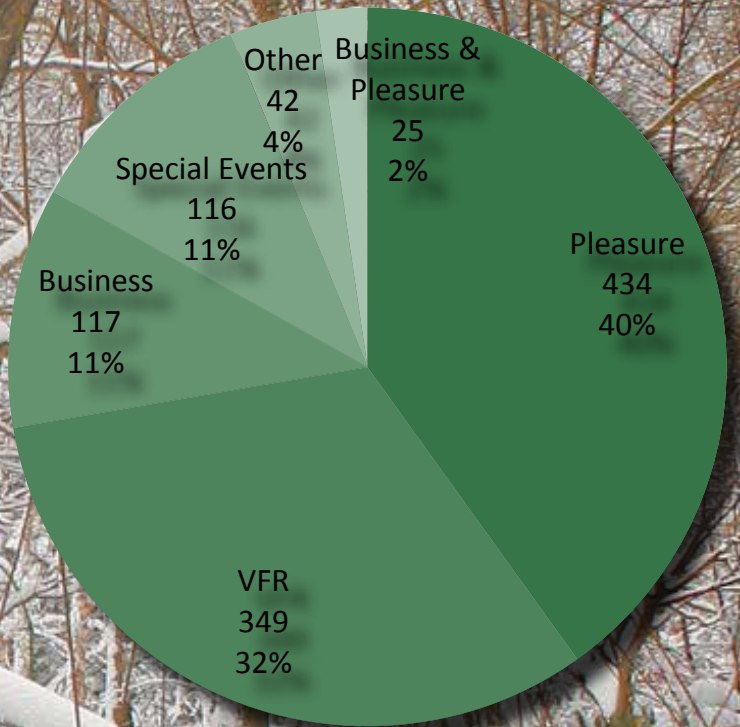


Photo courtesy of the Grounds For Sculpture and the Princeton Regional Convention and Visitors Bureau

Back cover photo courtesy of the Atlantic City Convention and Visitors Authority

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