

# 2026



## Patron Survey Report



LLOYD D. LEVENSON INSTITUTE  
OF GAMING, HOSPITALITY & TOURISM  
School of Business

[stockton.edu/light](http://stockton.edu/light)

# Taste Atlantic City 2026

April 2026

**Sarah Grady, MA**  
**Assistant Director**

Supported By:  
**Jane Bokunewicz, PhD**  
**Faculty Director**

Commissioned by Visit Atlantic City

## Table of Contents

OVERVIEW & KEY FINDINGS	PAGE 1
METHODOLOGY	PAGE 3
DEMOGRAPHIC CHARACTERISTICS	PAGE 4
GEOGRAPHIC CHARACTERISTICS	PAGE 6
ADVERTISING & AWARENESS	PAGE 8
CUSTOMER EXPERIENCE	PAGE 10
ECONOMIC IMPACT	PAGE 14
DISCUSSION & RECOMMENDATION	PAGE 16



# Overview

Introduced in 2026 as the successor of the long-running Atlantic City Restaurant Week event, Taste Atlantic City is a month-long celebration of Atlantic City's vibrant food culture. From March 1 through March 31, patrons enjoyed a variety of culinary experiences, special menus and unique dining events at more than 70 restaurants in the greater Atlantic City region.

As in previous surveys conducted for Atlantic City Restaurant Week, patrons were asked a series of questions about their background and experience of the event. During the survey period March 1 through April 7, 2026, 208 patrons responded, resulting in 161 complete surveys.





# Key Findings

- **6 in 10** respondents had previously attended an Atlantic City dining event.
- **More than half** of respondents said the event factored 'A Lot' in their decision to visit Atlantic City in March 2026.
- **9 in 10** respondents anticipated returning to the event in future years.
- Patrons were overwhelmingly satisfied with the value of the event. **8 in 10** said they were satisfied or extremely satisfied with the value of their meal(s).
- Among respondents that did not live in Atlantic City, **more than 70%** expected to stay in the area overnight. Most planned to gamble, shop and/or attend a show during their visit.

# Methodology

Taste Atlantic City, a month-long reimagination of Atlantic City Restaurant Week, celebrated Atlantic City's vibrant culinary scene in March 2026.

Taste Atlantic City patrons were asked to answer a series of questions regarding their experience of the event. A 16-question online survey was administered via Qualtrics. A link to the survey was provided via social media posts and e-marketing.

A total of 208 respondents participated in the survey between March 1 and April 7, however, only 161 finished the survey and not all answered every question.

A note on year-to-year comparisons: to provide context for patron participation and satisfaction with the event, data from past Atlantic City Restaurant Weeks is referenced in this report. In most instances, data presented from prior years was collected over a period of approximately two weeks (coinciding with the length of the event and its frequent extension to a second week). In 2020, this period was cut short by the declaration of a public health emergency less than a week into the run of the event.



**16** Online  
Survey  
Question

**208** Respondents  
Participated



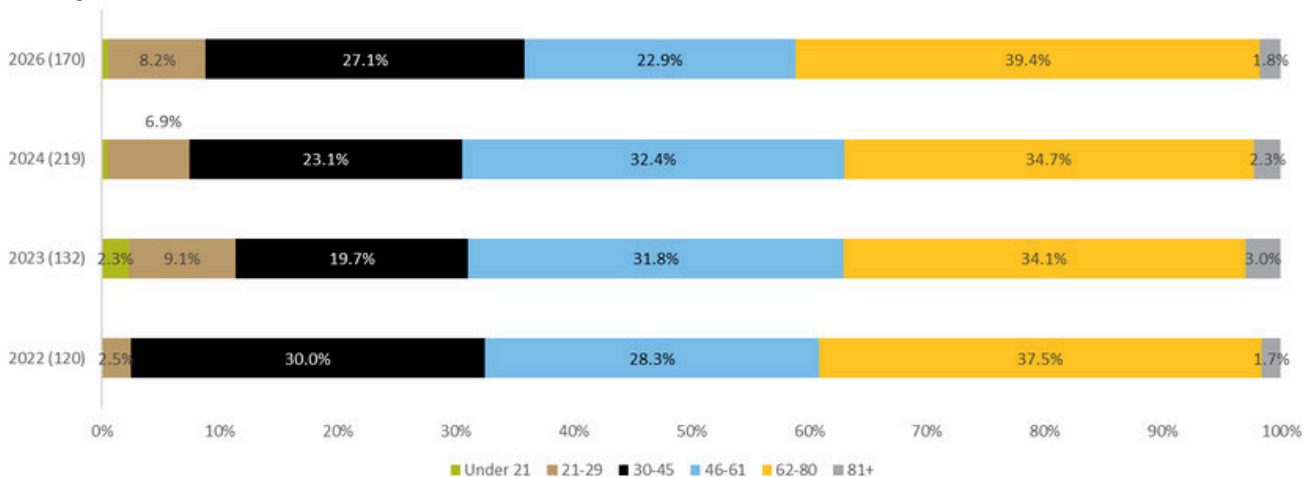
## DEMOGRAPHIC CHARACTERISTICS: WHO IS THE TASTE ATLANTIC CITY VISITOR?

### Age

Consistent with patterns from the Atlantic City Restaurant Week event, Taste Atlantic City patrons were predominantly between the ages of 62 and 80 - a range equivalent to the Baby Boomer Generation. The next largest group were those between the ages of 30 and 45 i.e. the Millennial Generation.

There was little difference in age distribution between patrons who were participating in an Atlantic City culinary event for the first time and those that had previously attended an event (for example Restaurant Week).

**Please select your age group?**  
(# responses)





## Party Size

Like Restaurant Week, Taste Atlantic City was a popular event for couples. Nearly three quarters (71.8%) of respondents were traveling as a party of two. The next most common party size was four, representing 12.4% of respondents.

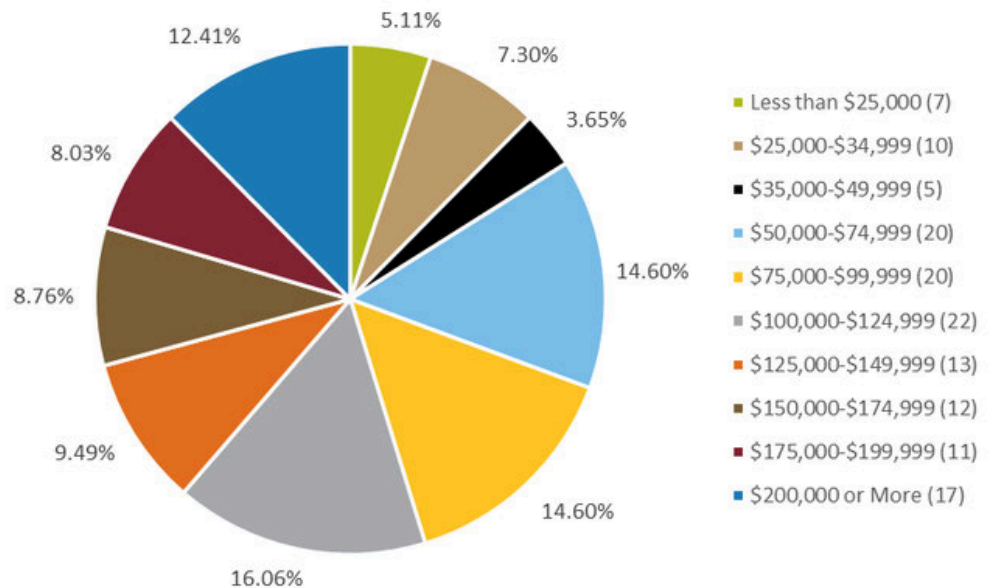
Parties of two or four were popular across all age groups with Millennials and Baby Boomers more likely to dine in groups of four than their older and younger counterparts.

## Income

As with previous events, responding patrons indicated a wide range of household incomes with most falling within the \$50,000 to \$124,999 range. This is consistent with median incomes for New Jersey (\$104,294) and Atlantic County (\$75,109) (U.S. Census Bureau).

**Which of the following best represents your household income last year before taxes?**

**(168 responses, 33 preferred not to disclose their income)**





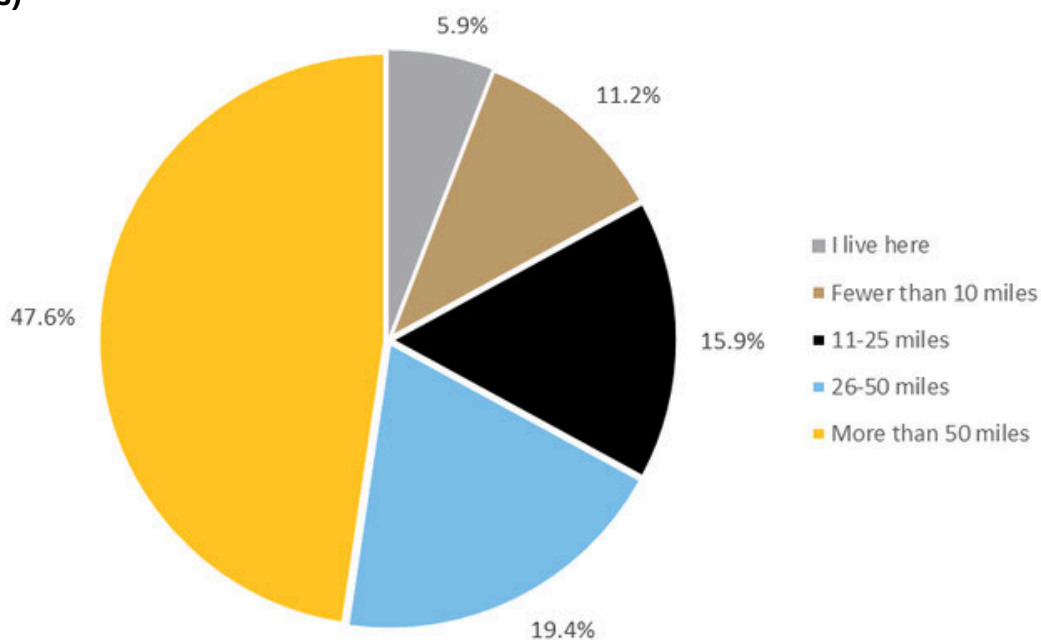
## GEOGRAPHIC CHARACTERISTICS: WHERE DID TASTE ATLANTIC CITY VISITORS COME FROM?

### Distance & Origin

Taste Atlantic City drew an audience from across the region including visitors from as far south as Florida and as far north as Massachusetts. The majority of respondents, however, came from New Jersey, New York and eastern Pennsylvania with more than one-third of respondents coming from Atlantic and Ocean counties.

Most respondents indicated that they had traveled more than 50 miles to participate, with first-time event participants more likely to travel farther than returning participants. A quarter of returning participants (25.5%) either lived in Atlantic City or traveled fewer than 10 miles.

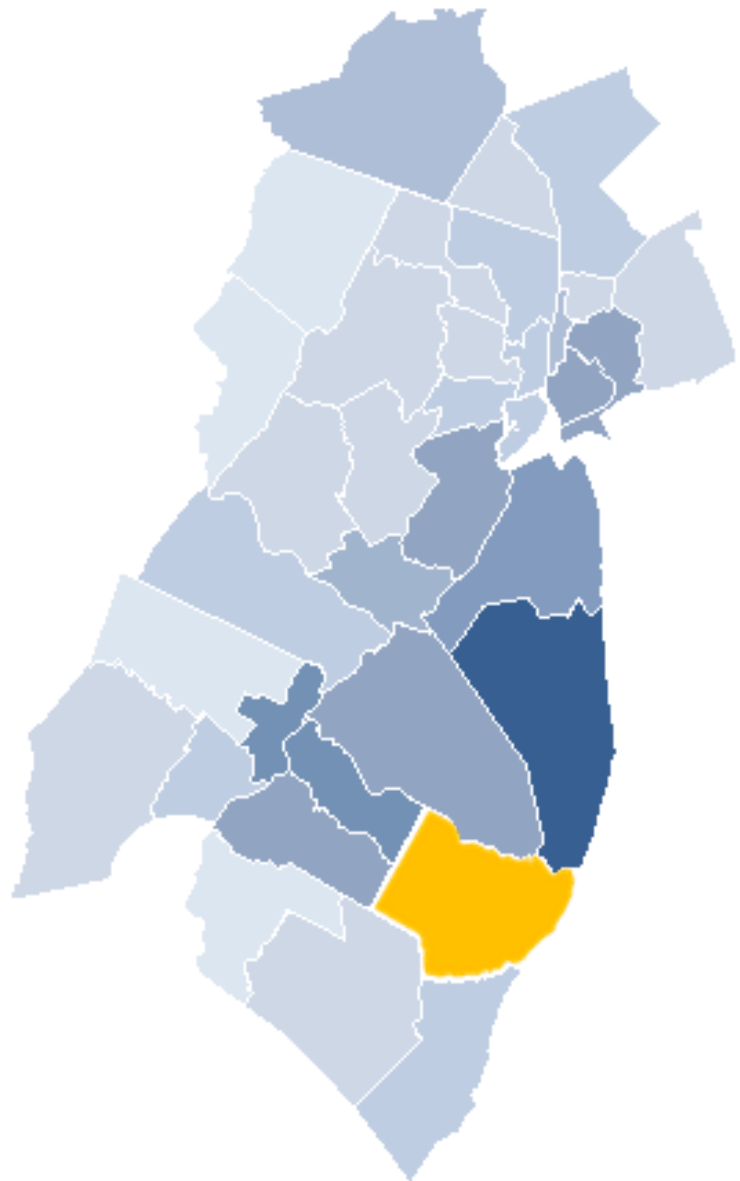
***How far did you travel to participate in Taste Atlantic City? (all respondents)***  
(170 responses)

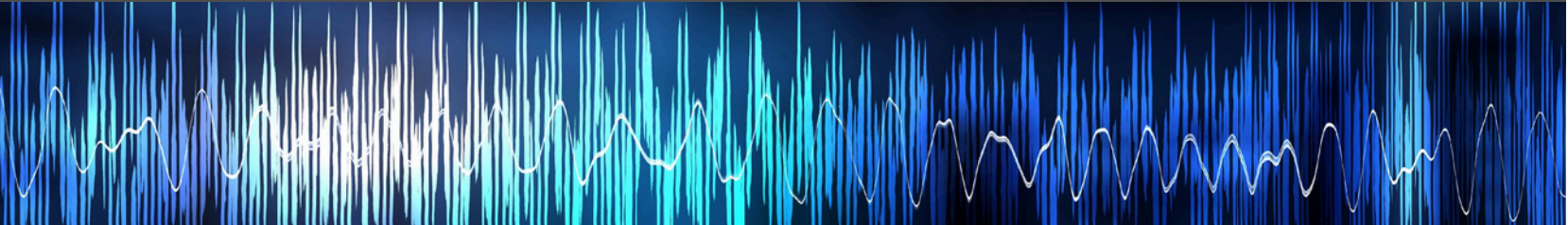


**What is your home zip code?**

(145 responses, zip codes used to determine county of origin, map focused on concentration of data)

Counties	Responses	% of Responses
<b>NJ</b>	98	67.6%
Atlantic	41	28.3%
Bergen	2	1.4%
Burlington	4	2.8%
Camden	7	4.8%
Cape May	2	1.4%
Cumberland	1	0.7%
Essex	1	0.7%
Gloucester	5	3.4%
Hudson	2	1.4%
Hunterdon	1	0.7%
Mercer	3	2.1%
Middlesex	5	3.4%
Monmouth	6	4.1%
Morris	1	0.7%
Ocean	11	7.6%
Orange	2	1.4%
Passaic	1	0.7%
Somerset	1	0.7%
Union	2	1.4%
<b>NY</b>	23	15.9%
Albany	1	0.7%
Brooklyn	5	3.4%
Manhattan	3	2.1%
Monroe	1	0.7%
Nassau	1	0.7%
Orange	1	0.7%
Queens	5	3.4%
Rockland	1	0.7%
Staten Island	2	1.4%
The Bronx	1	0.7%
Westchester	2	1.4%
<b>PA</b>	16	11.0%
Allegheny	2	1.4%
Bucks	2	1.4%
Chester	1	0.7%
Delaware	2	1.4%
Luzerne	1	0.7%
Philadelphia	7	4.8%
Montgomery	1	0.7%
<b>FL</b>	1	0.7%
<b>MA</b>	1	0.7%
<b>MD</b>	2	1.4%
<b>SC</b>	1	0.7%
<b>VA</b>	3	2.1%
<b>Grand Total</b>	<b>145</b>	<b>100.0%</b>





## ADVERTISING & AWARENESS: HOW DID PATRONS HEAR ABOUT TASTE ATLANTIC CITY?

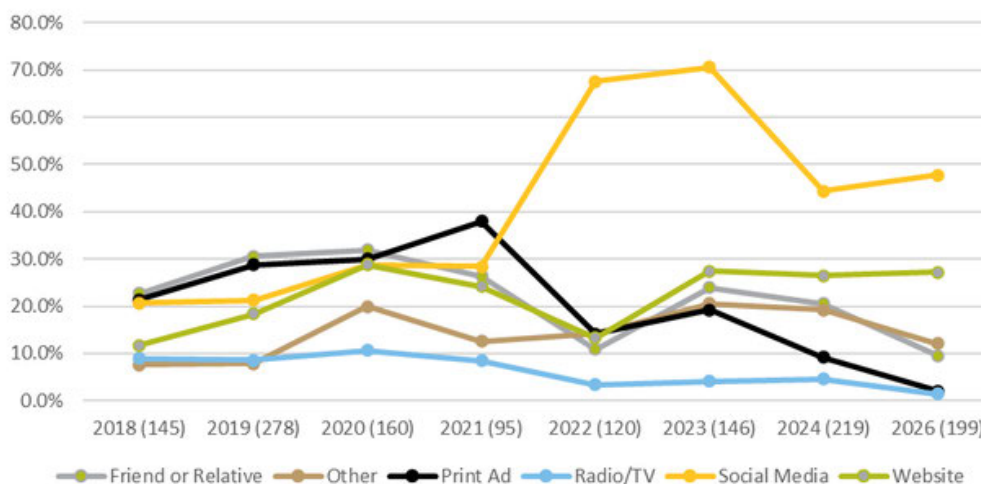
Atlantic City has a long history of offering quality restaurant events, so it is no surprise that 6 in 10 respondents had attended at least one restaurant event (like Atlantic City Restaurant Week) in the past. At 61%, the rate of returning patrons compared favorably to prior years (64% in 2024, 62.8% in 2023 and 65.8% in 2022), despite there not being an event in 2025.

**Is (was) this the first time you visited Atlantic City for a restaurant event (for Example, Atlantic City Restaurant Week)? (180 responses)**



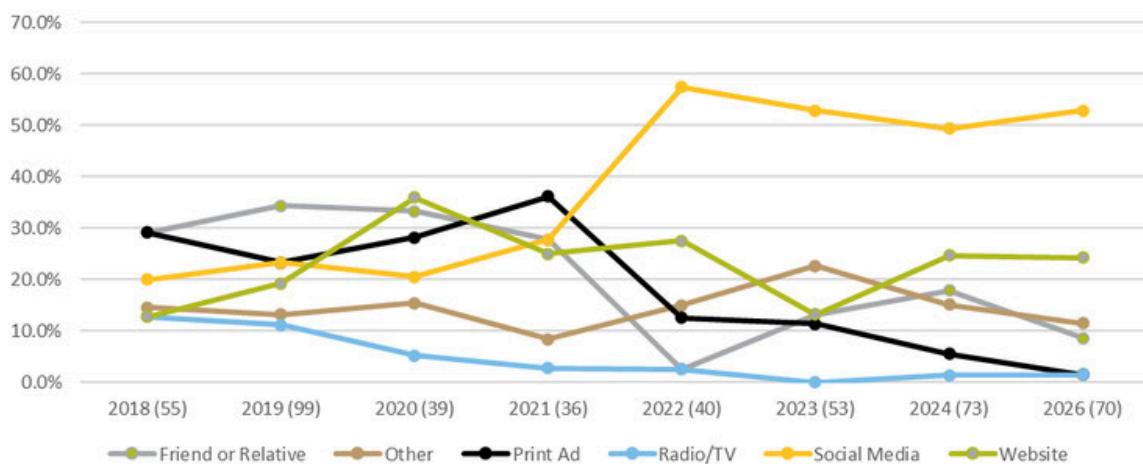
Among all 2026 respondents, social media remained the most common way of hearing about the event. Traditional media (print ads, radio and TV) continued to wane in impact. Among those who noted other means of hearing about the event, direct emails from Visit Atlantic City were the most common channel.

**How did you hear about the event (Taste Atlantic City/Restaurant Week)? (#total responses per year, respondents were instructed to "choose all that apply")**



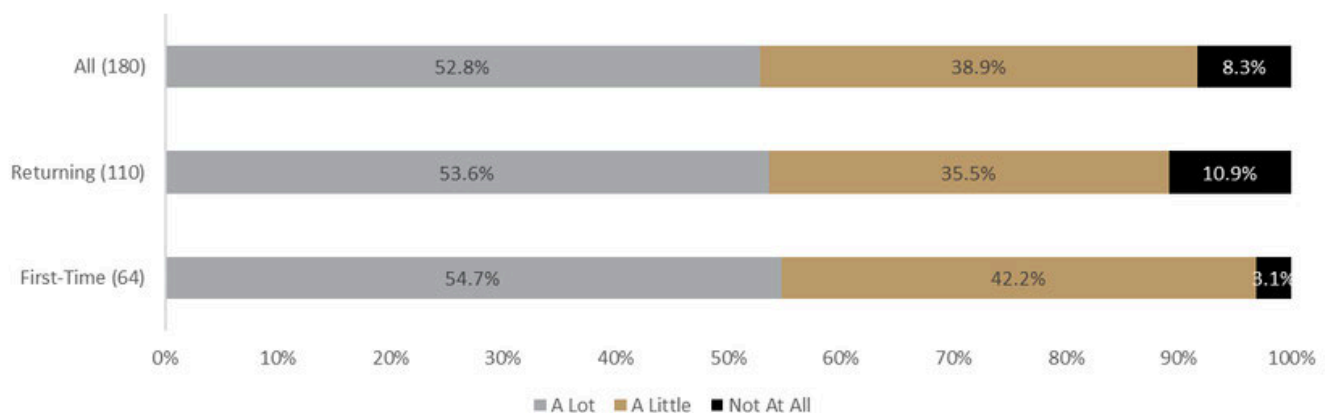
There was little difference in how first-time and returning patrons heard about the event, however social media was slightly more impactful with first-time patrons than returning patrons, and traditional media was slightly more impactful with returning patrons than first-time patrons. This is likely a function of generational preferences as first-time patrons trended younger than returning patrons.

**How did you hear about the event (Taste Atlantic City/Restaurant Week)?**  
(#first-time respondents per year, respondents were instructed to “choose all that apply”)



Patrons were also asked whether the Taste Atlantic City event factored into their decision to visit Atlantic City in the month of March. More than half of the respondents indicated that the event factored “A Lot” in their decision making. Over a third indicated that the event had factored a least “A Little” into their choice to visit the resort. Returning patrons were more likely than first-time patrons not to consider Taste Atlantic City in their travel planning.

**How much did the event factor into your decision to visit Atlantic City this month?**

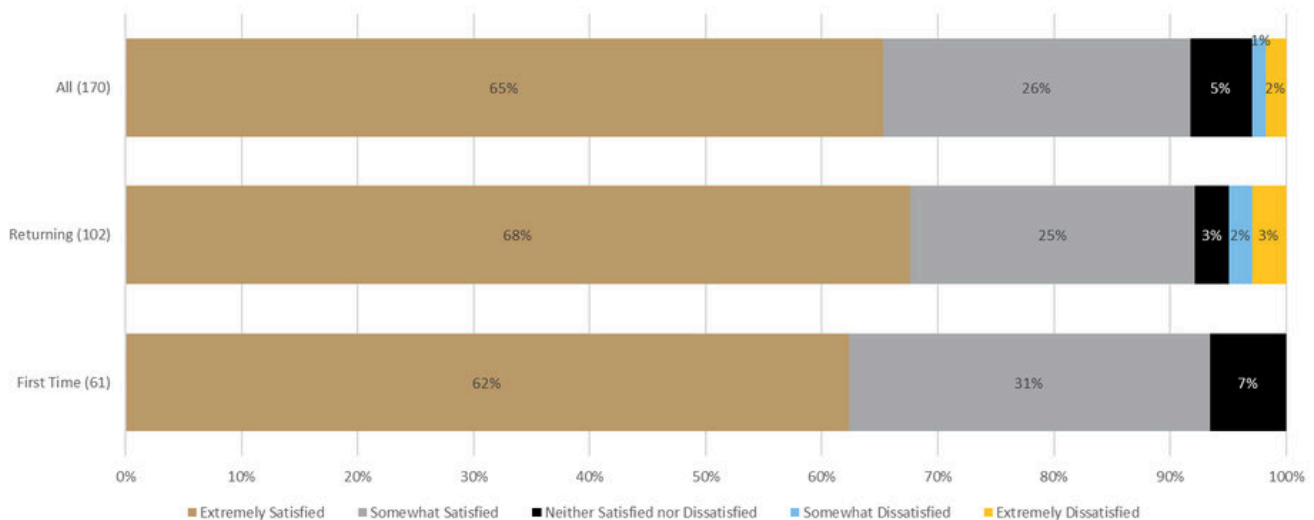




## CUSTOMER EXPERIENCE: DOES TASTE ATLANTIC CITY PROVIDE VALUE FOR PATRONS?

Taste Atlantic City provided a value for patrons with nearly two-thirds of respondents indicating that they were “Extremely Satisfied” with the value of their meal(s) relative to the price. Returning patrons were more likely to be “Extremely Satisfied” compared to first-time patrons, however they were also more likely to indicate dissatisfaction. Approximately 5% of returning patrons indicated that they were “Somewhat Dissatisfied” or “Extremely Dissatisfied” with the value of their meal(s).

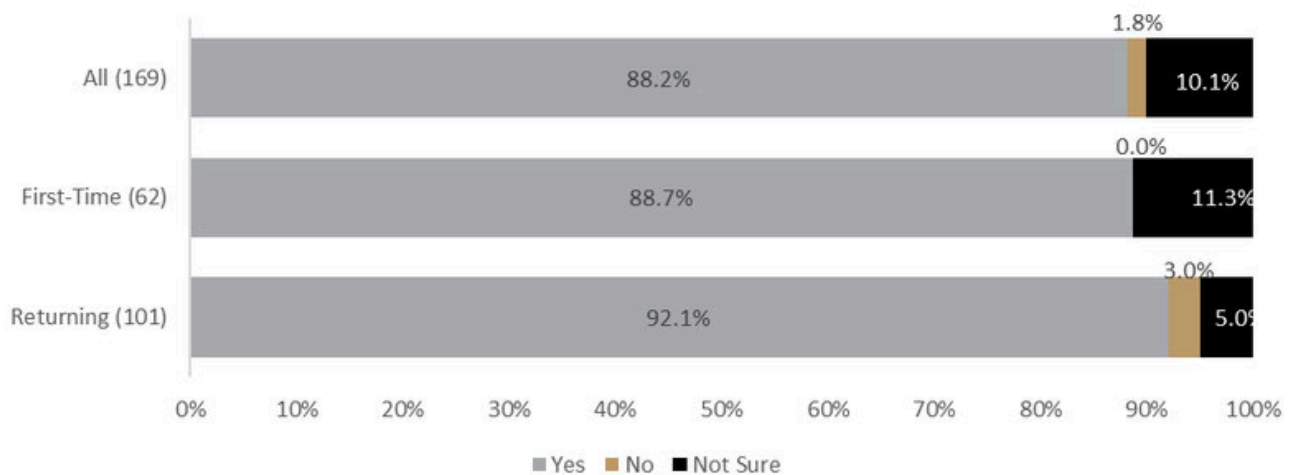
**How satisfied were you with the value of your meal(s) relative to the price?**





Among all patrons, return intention was high with almost 9 in 10 respondents indicating that they planned to attend Taste Atlantic City in 2027. While some of the the first-time patrons were unsure of returning in 2027, none expressed a negative return intention.

### Do you plan to return for Taste Atlantic City next year?





## TRANSITIONING FROM RESTAURANT WEEK TO A MONTH OF TASTE ATLANTIC CITY: WHAT DID PATRONS THINK OF THE CHANGE?

Respondents broadly praised the change with 8 in 10 agreeing that it made the event more convenient to participate in. Respondents remarked that the longer event allowed greater flexibility (accommodating scheduling challenges and poor weather), and the opportunity to explore more restaurants.

While some had to be 'won over,' most recognized that the longer event allowed them to explore new restaurants, including free standing venues outside of popular casino destinations.

*“I love having the option to eat at so many desirable restaurants.”*

*“... big potential lies in this city and its cuisine.”*

*“Loved the event, tried many new places and preferred noncasino.”*

In their remarks, several respondents expressed a wish that the event be offered in the fall (October). They cited the impacts of poor weather on travel, and conflicting commitments in March that

made attending the event more of a challenge. Other respondents suggested that the event could be offered more than once a year (in March and in October).

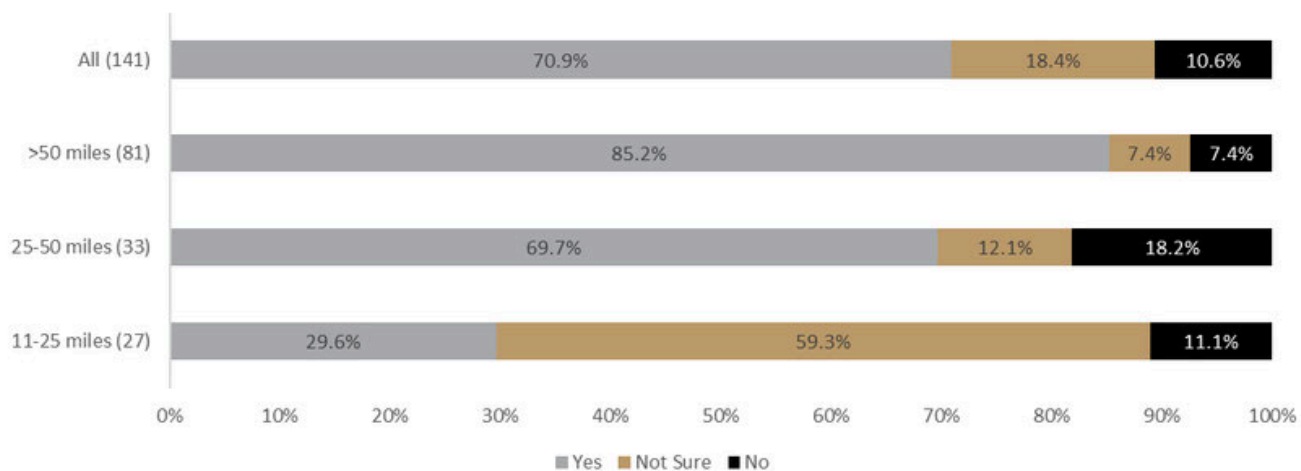




## ECONOMIC IMPACT: WHAT OTHER ACTIVITIES DID TASTE ATLANTIC CITY PATRONS PARTICIPATE IN?

Taste Atlantic City attracted both Atlantic City residents and visitors to the region. Among those that did not live in the city, more than 70% of respondents said they were staying in the Atlantic City region overnight. This was a significant increase over prior Restaurant Week events when between 40%-50% indicated that they would be staying locally. Patrons that reported traveling 25 miles or more to participate were most likely to stay at least one night in the area.

### *Will you be staying in the Atlantic City area overnight?* (# responses)

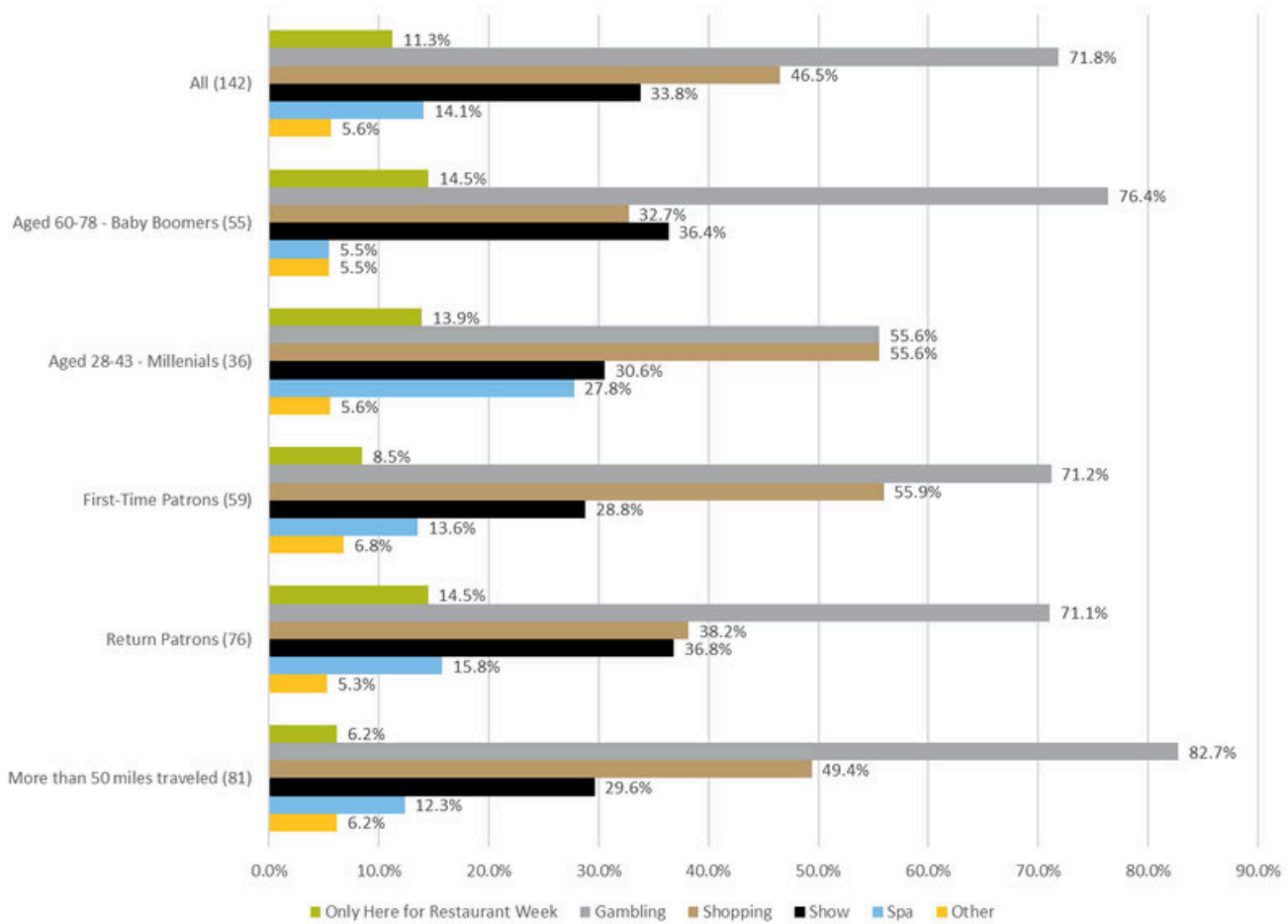


Taste Atlantic City patrons, especially those who traveled a greater distance to participate, were likely to include other activities in their visit. Very few, approximately 1 in 10 respondents, indicated that they were only visiting the city for the event.

Millennial respondents were less likely than their baby boomer counterparts to report gambling during their visit, and, compared to millennials, baby boomers were slightly more likely to have attended a show during their trip.

The two most common activities across most breakout groups were gambling and shopping.

***Will you be participating in any of these other activities while here for the event? (Choose all that apply)***  
**(# responses)**





# Discussion & Recommendations

Taste Atlantic City patrons who responded to the survey were predominantly baby boomers, traveling 50 miles or more in parties of two or four. Six in 10 of these respondents had previously attended a dining event in Atlantic City, and those that were experiencing a dining event in the city for the first time trended younger and were more likely to have traveled a greater distance to participate.

Overwhelmingly, respondents, both those attending for the first time or returning, expressed satisfaction with the value of their meal(s) relative to price and most intended to return in the future.

Of those that did not live in Atlantic City or its immediate environs, 7 in 10 respondents expected to stay in the area overnight. These overnight guests not only visited more restaurants during their visit but also patronized Atlantic City's gambling, shopping and entertainment establishments.

At a time of year when visitation is traditionally low in the resort, and amid some of the worst wintry weather experienced in New Jersey in recent years, respondents indicated that the Taste Atlantic City event factored greatly in their decision to visit Atlantic City.

While some admitted initial skepticism over the decision to extend the week-long Atlantic City Restaurant Week to a month-long Taste Atlantic City event, they were soon won over by the flexibility and opportunity for greater exploration of the region's culinary offerings facilitated by this longer format.

Taste Atlantic City and its refreshed format ably continued the legacy of the Atlantic City Restaurant Week providing value to patrons, stimulating the regional economy and raising the profile of the resort's culinary scene.



Looking to the future, there seems to be great opportunity for growth both in attracting a broader geographic audience and in potentially increasing the frequency with which dining events in the city are held.



**Works Cited:** U.S. Census Bureau. (2024). *S1901 Income in the past 12 months (in 2024 Inflation-Adjusted Dollars)* [2024: American Community Survey (ACS)]. [https://data.census.gov/table/ACSST1Y2024.S1901?q=Median+Income&g=040XX00US34\\_050XX00US34001&moe=false](https://data.census.gov/table/ACSST1Y2024.S1901?q=Median+Income&g=040XX00US34_050XX00US34001&moe=false)



LLOYD D. LEVENSON INSTITUTE  
OF GAMING, HOSPITALITY & TOURISM  
School of Business

# *Taste Atlantic City*

Patron Survey Report

An in house publication prepared by  
**Sarah Grady, MA | Assistant Director**  
Supported By: **Jane Bokunewicz, Ph.D. | Faculty Director**

## ADVISORY BOARD

Dr. Joseph Bertolino*	Ms. Danielle Norcross*
Mr. Bart Blatstein	Ms. Roxanne Passarella
Dr. Jane Bokunewicz*	Mr. Robert Pickus
Mr. Kenneth J. Calemno, Jr.	Mr. James T. Plousis*
Mr. Bill Callahan	Mr. Tom Pohlman
Mr. Mark Callazzo	Mr. Ben Rose
Dr. Peter Caporilli	Mr. Niklas Rytterstrom
Mr. Anthony Catanoso	Mr. Eric Scheffler*
Mr. Michael Chait	Ms. Barbara Stafford Jones*
Mr. Norman Cohn	Ms. Glenn Ann Stoll
Mr. Andy Dolce	Ms. Elizabeth Terenik
Mr. Frank Dougherty	Mr. Andrew Weilgus*
Mr. Stephen Dougherty	Ms. Karen Worman
Mr. Mark Giannantonio	<i>Emeritus &amp; Honorary Members</i>
Mr. Joseph Giunta	Mr. Edward Kline
Mr. George Goldhoff	Mr. Charles Kramer
Ms. Lynne Kaufman, Esquire	Mr. George Lynn
Ms. Liane Levenson, Esquire	Dr. Robert Pasahow
Mr. Lloyd D. Levenson, Esquire	Dr. Izzy Posner
Ms. Kristin McEvoy	Mr. Dennis Gomes (deceased)
Mr. Lauren H. Moore	
Mr. Gary Musich	

[stockton.edu](http://stockton.edu)

Stockton is an Equal Opportunity Institution