



Tourism Performance Indicators Show Atlantic City's Sandy Recovery

Lloyd D. Levenson Institute at Stockton Has Released its Quarterly Update
to the Atlantic City Tourism Performance Indicators Report

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Galloway Township, NJ- Atlantic City appears to have recovered from Sandy's aftermath according to the numbers released today by the Lloyd D. Levenson Institute of Gaming, Hospitality & Tourism (LIGHT) at Stockton College in its first quarterly update to the Atlantic City Tourism Performance Indicators (AC-TPI) report.

"We are very pleased to release the first quarter 2013 Atlantic City Tourism Performance Indicators update. The report focuses on several key metrics that present a broad picture of the performance of Atlantic City as a resort destination," said Dr. Israel Posner, executive director of LIGHT.

"It appears that the industry can be cautiously optimistic going into quarters two and three," he added.

"The negative impact that Sandy had on the Atlantic City luxury tax collections in the fourth quarter of 2012 appears to have abated. The first three months of 2013 show positive gains compared to the same period in 2012," explained Dr. Brian Tyrrell, a Levenson Institute research fellow and associate professor of Business Studies.

"The gains in the hotel occupancy tax in the first quarter were largely realized in the month of January and appear to be the lingering effects of Hurricane Sandy induced lodging demand. Given the flat year-over-year comparison for the month of March, it appears the impact of Sandy on lodging demand has run its course," Tyrrell added.

The Atlantic City Tourism Performance Indicators report was first released in March of 2013 and is updated quarterly as new numbers are released by state agencies and then analyzed by LIGHT researchers.

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The luxury tax, hotel tax and parking fee in Atlantic City are the three key metrics that LIGHT researchers analyze to make conclusions on tourism performance in Atlantic City.

The bulk of the data provided in the report was provided by the New Jersey Casino Control Commission.

To view the report update in its entirety, visit www.stockton.edu/levenson and click on the AC-TPI tab, located on the left.

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