2016 New Jersey Visitor Profile

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INSIGHTS

THAT TAKE

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PLACES

DK **SHIFFLET**

Fiscal Year 2016 Visitor Profile

An Inside Look at the Overnight Leisure Travel Market in New Jersey

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This New Jersey **Overnight Leisure Visitor Profile** provides intelligence on U.S. and New Jersey travel trends from Fiscal Year 2016. Information is also provided for five competitive states which draw visitors from the same origin markets as New Jersey. These include New York, Pennsylvania, Maryland, Virginia and North Carolina.

Atlantic City is an iconic destination within the State of New Jersey typically attracting about one-third of all visitors to the State. Although the state should be considered as a whole, Atlantic City's unique offerings and recent troubles suggest there may be value in looking at the State data excluding Atlantic City. Thus, for comparison, data are presented for New Jersey in total (including Atlantic City) and for the State excluding Atlantic City.

In 2016, New Jersey hosted a total…
96.7 Million visitors spending…
$20.9 Billion dollars

Volume and profile data are from D. K. Shifflet & Associate's **PERFORMANCE/Monitor**^{SM} *Travel Intelligence System*^{SM} — the largest travel-tracking system in the U.S. The 2016 New Jersey Overnight Leisure Visitor Profile is based on a sample of 950 traveling households. Data are based on a fiscal year comprised of fourth quarter 2015 through third quarter 2016. DKSA finalizes, and makes all quarterly data adjustments, after data collection for the fourth quarter of the year. Therefore fiscal year 2016 data is considered 'preliminary' meaning that it is subject to year end 2016 adjustments. These adjustments are reflected in the subsequent year's Visitor Profile report.

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Executive Summary

Like previous reports, this report compares New Jersey to the competitive states of New York, Pennsylvania, Maryland, Virginia and North Carolina. Data are also analyzed for two New Jersey geographies – primarily, the State as a whole and secondarily as the State excluding Atlantic City.

Despite New Jersey's natural and financial disasters, the State has experienced steady growth in visitation and spending since 2010, achieving record highs for both visitors and their associated spending each year since 2011. In 2016, year over year growth in visitation increased slightly from 2015. Growth in spending slowed from 2015 but total spending still reached an all-time high in 2016.

While both business and leisure travel grew year over year in 2016, growth in leisure travel drove the growth in overall travel for New Jersey. This can be attributed to a much larger increase in Overnight Leisure trips during 2016.

In 2016, New Jersey experienced higher growth in visitation and higher growth in spending than the average U.S. destination. Thus, not only did more visitors travel to New Jersey in 2016, those who visited spent more in 2016 than they did in 2015, and their increases in spending were greater than their counterpart's while visiting the average U.S. destination.

While the state as a whole experienced growth in overall travel in 2016, New Jersey excluding Atlantic City saw the highest year over year growth, meaning that other parts of the state are contributing to visitation.

New Jersey Fiscal Year 2016 Highlights:

- Record high visitation and spending in 2016
- Continued growth in Overnight Leisure visitor volume and spending
- Non-Atlantic City portions of the state account for the largest share of Total and Overnight Leisure spending growth as well as visitor growth
- New Jersey drops to 5th in market share among its competitors
- Pennsylvania climbs to the 2nd rank in market share among the competitive states
- Visitor demographics changing as visitation to non-Atlantic City regions grow
- Activity participation saw Culinary/Dining jump to number 1

STUDY SPECIFICATIONS

Travel definition: Either an overnight trip defined as going someplace, staying overnight and then returning home or as a day trip defined as a place away from home and back in the same day

Sampling Frame: All U.S. domestic Overnight Leisure travelers during 2016 in New Jersey.

Timeframe: Fiscal Year 2016 (Q4 2015 – Q3 2016)

Executive Summary

The characteristics of Overnight Leisure visitors to New Jersey vary depending on whether or not Atlantic City is included in the Analysis. Visitors to the Atlantic City region, which in 2016 hosted 30% of visitors to the State, tend to be older, retired, visit for short getaways, stay in hotels or other paid accommodations, and are less likely to have children in their travel parties. However, if travel to the rest of the state continues to grow year over year and take a bigger proportion of total travel share, these characteristics will continue to change.

The average age of New Jersey visitors increased again in 2016 and is now 50 years old, which is older than visitors to the average U.S. destination or to the Competitive Set by two years. New Jersey visitors are more likely to have children in the household (35%, an increase of 2 percentage points from 2015), which is now more than the average U.S. destination or to the Competitive Set.

The reasons for these demographics are likely due to visitor destination choices. The Atlantic City region accounts for the largest share of visitation in the state, and this region experienced an increase in its share of visitors to the state (from 36% in 2015 to 37% in 2015) while the Gateway, Southern, Skylands, and Delaware River regions all saw declines in 2016. The only non-Atlantic City region to experience growth was the Shore region, which naturally draws a younger crowd to its beaches. It is likely that the average age of New Jersey visitors increased in 2016 despite the growth in the Shore region because of the parallel increase in travel to the Atlantic City region of the state.

Visitors to the non-Atlantic City regions tend to take longer trips and travel to visit and stay with friends and relatives. Conversely, visitors to the Greater Atlantic City region tend to take shorter trips and stay in paid accommodations, especially hotels.

Changes in travel can have a large impact on the types of accommodations that are used, the activities engaged in, and ultimately the money spent in the state.

Executive Summary

In 2016, New Jersey maintained it's position in third while Pennsylvania overtook New York for the number 1 supplier of visitors to the State. Out of state visitors means more staying in paid accommodations and less visitors staying with family/friends, which led to a small increase in the average spending per stay from 2015.

The same activities are in the top 5 for New Jersey in 2016 with only two position changes from 2015: Culinary/Dining jumps Beach/Waterfront for number 1 and Shopping jumps Visit Friends/Family for 4th. Looking at New Jersey excluding Atlantic City, gambling increases from 26th in 2015 to 22th in 2016. It should also be noted that Visiting Friends and Relatives, Beach/Waterfront, Shopping and Culinary/Dining Experience may be in a different rank order, but all appear in the top 5 for the entire State and for the Non-Atlantic City regions separately.

Average Destination Satisfaction and Value ratings for the State remain high (8.26 and 8.21 respectively on a 10-point scale), but both the Satisfaction average and the Value for the Money average decreased from 8.36 and 8.33 respectively in 2015. For both dimensions, the non-Atlantic City portion of the State saw similar decreases from 2015, but while the Satisfaction is nearly the same as the whole State, Value is much lower at 8.12 compared to the whole State's 8.21. Average Hotel Satisfaction ratings have stayed consistent at 8.4 despite an increase in the number of visitors staying in Paid Accommodations in 2016. Many variables can impact perceived satisfaction and value including changes in pricing or changes in the perceived quality or availability of the product. Overall, visitors seem to be quite satisfied with their New Jersey experience.

In summary, despite significant challenges in recent years, New Jersey continues to see growth in visitation and spending. Shifts in the destinations visited within the State, have resulted in shifts in key traveler characteristics. Continued monitoring of these shifts will help inform future marketing efforts.
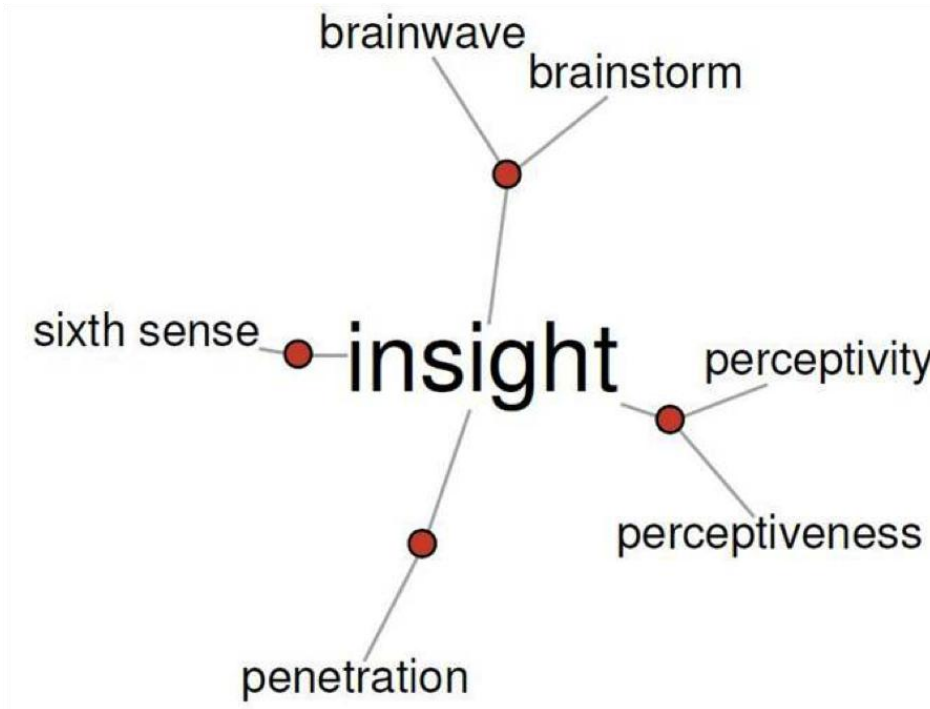
Travel Year Review

New Jersey 2016 Overnight Leisure Visitor Profile

New Jersey hosted almost 97 million visitors, spending approximately 21 billion dollars in 2016 – another all time high for both visitors and spending in the State. These figures may have been even higher if it were not for continued impacts of Hurricane Sandy and the financial troubles of the Atlantic City casinos.

New Jersey continued to experience growth in total visitor volume and associated spending, with spending growing at a higher rate than the average U.S. destination but slightly less than the combined competitive geography of New York, Pennsylvania, Maryland, Virginia and North Carolina. Despite having a higher growth in overall total visitation in 2016 than the average U.S. destination, New Jersey's growth in Overnight Leisure visitors was again slightly behind the average U.S. destination.

For the past two years spending in New Jersey has grown faster than in the average U.S. destination and 2016 is no exception. In 2016, this is primarily due to the much larger than average growth in Business spending and the continued strong growth in Overnight Leisure in the State. Overnight Leisure makes up the majority of spending, thus it makes sense that growth in Overnight Leisure spending is driving the increase. This despite the slower than average growth of these visitors to the state.

Increases in travel party size and length of stay are likely driving the increased spending in 2016.

Visitor Volume

PERSON-STAYS (millions) INDEXED TO 2012
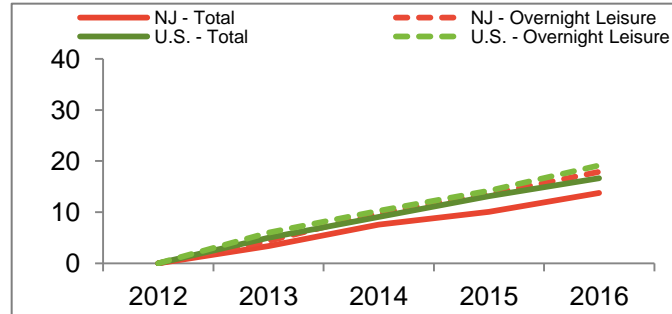
96.7 million Visitors— 3.4% ↑

42.3 Overnight Leisure — 3.9% ↑

Visitor Spending

DIRECT SPENDING (billions) INDEXED TO 2012
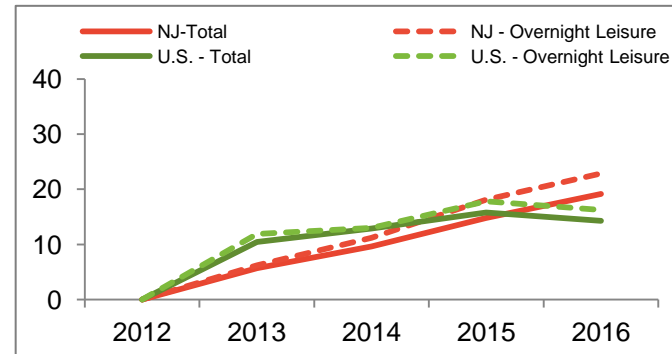
$20.9 Billion Dollars — 3.8% ↑

$14.8 Overnight Leisure — 4.0% ↑

GLOSSARY

Stays: the number of destinations visited on a trip by a unique group of travelers, regardless of the number of people within the travel group

Person-Stays : the total number of people who visited your destination, regardless of how long they stayed

Note: Fiscal Year volume and spending figures subject to change due to year-end 2015 quarterly adjustments

Note : Data in these graphs indexed to 2011 – data shows yearly change as compared to 2011 rather than year over year percent change – this depicts a more accurate relationship between the segments

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Visitation to, and spending in, Atlantic City has always had a substantial impact on overall statistics for the State, but this may be changing.

In past years, the non-Atlantic City portion of the State has driven growth in total visitation, while Atlantic City has driven growth in Overnight Leisure. In 2016, however, the non-Atlantic City portion of the State drove growth in Total visitation and growth in Overnight Leisure visitation.

For spending, this trend is the same. For the third time in four years, the non-Atlantic City portion of the state drives growth in both Total and Overnight Leisure spending.

Visitor Spending

SPENDING (% change) INDEXED TO 2011
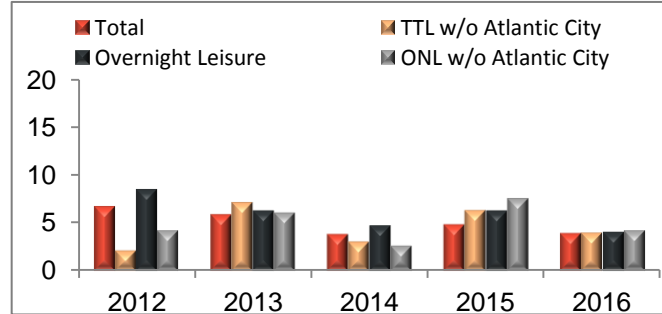
In 2016, the growth in spending outpaces the growth in visitors, indicating that those who are coming are spending more than in the past. This is good news, because growth is strongest among those visiting the non-Atlantic City portions of the State. They are still spending less per-person-per day than those visiting Atlantic City, but since these folks have traditionally represented about two-thirds of all visitors to New Jersey, the impact of their travel party is significant.

These trends are likely to continue as Atlantic City continues to struggle with increased competition for its casino business.

Visitor Volume

PERSON-STAYS (% change) INDEXED TO 2011
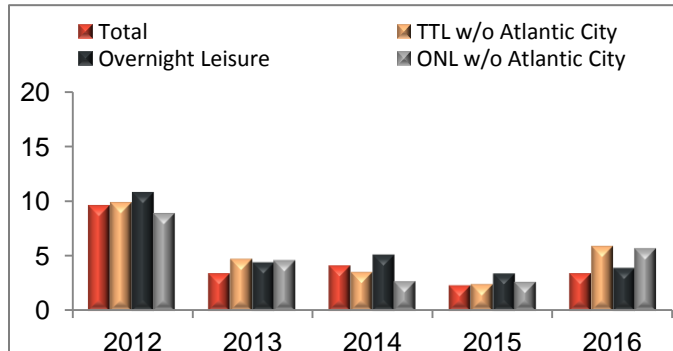
Non-Atlantic City destinations driving growth in Overnight Leisure visitors and spending

Market Share

In 2016, New Jersey's overall market share of Overnight Leisure trips decreased nearly 20% from 2015. With this decline, New Jersey drops to 5th place ranking among the competition. 2015 marked the first decrease in market share for New Jersey since before 2010, and 2016 continued the trend.

Among New Jersey's competitors only North Carolina lost market share in 2016. Pennsylvania surpassed North Carolina for the 2nd largest travel share among the competition, while the rest pretty much maintained their relative positions.

New Jersey's overall decrease and Virginia's increase in travel share lifted Virginia above New Jersey. New York remains at the top and Maryland remains at the bottom.

Pennsylvania turned around the slide in market share that affected them since 2011, rebounding to take the number 2 spot among the competitive states.

Competitive Market Share

OVERNIGHT LEISURE PERSON-STAYS
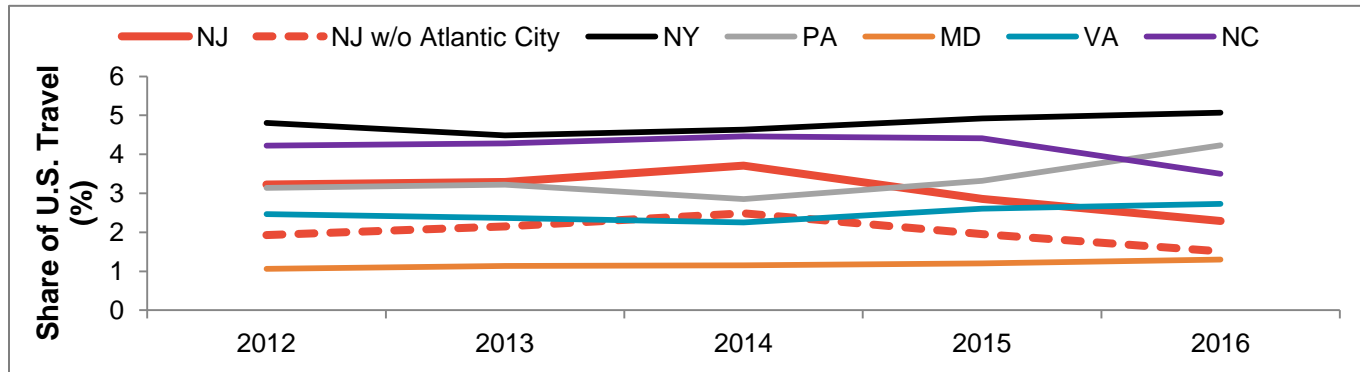
New Jersey lost market share in 2016

Who are New Jersey's Overnight Leisure visitors?

Traditionally, New Jersey's Overnight Leisure visitors have been slightly older than those visiting the average U.S. destination or the Competitive Set. In 2016, the average age and generational composition of visitors to the State continue to skew older than those who visit the average U.S. destination or the Competitive Set. This is due primarily to the demographics of visitors to Atlantic City, although increases in travel to the non-Atlantic City portions of the state are having an increasing effect on the generational makeup of travelers statewide.

New Jersey is now more likely than its Competitive Set to host guests with children in their households or in their travel party after these percentages increased slightly in 2016.

This may be due to the increasing number of younger travelers visiting the non-Atlantic City portions of the State or to the improved economy.

Average incomes of New Jersey visitors decreased slightly in 2016 and are consistently higher than visitors to the average destination or those visiting the Competitive Set. Even incomes of those visiting destinations other than Atlantic City for overnight trips, which have traditionally been the lowest, have increased .

How do New Jersey's Overnight Leisure visitors compare?

	New Jersey	New Jersey w/o Atlantic City	Average U.S. Destination	Competitive Set (NY/PA/MD/VA/NC)
Average Age (yrs.)	50	47	48	48
Employed	59%	64%	63%	64%
Retired	29%	21%	22%	21%
Average Income (000)	$109.1	$108.9	$95.3	$99.4
Children in HH	35%	35%	34%	34%
Children in Travel Party	17%	18%	16%	16%
Generations:				
Millennial (1981+)	28%	32%	29%	29%
GenX (1965-1980)	20%	23%	29%	28%
Boomer (1946-1964)	43%	38%	34%	35%
Silent/GI (1945 back)	10%	7%	8%	8%

Non-Atlantic City Visitors…

Younger

Lower Income but Employed

Include Kids in Travel Party

GLOSSARY

Generations: Millennial – 1981-1996; GenX – 1965-1980; Boomer 1946-1964; Silent/GI – before 1945

Demographics

DKSA combines the three variables most likely to discriminate between travelers into seven Lifestages. These include age, household income and whether or not children are present in the household. These segments are generally used for promotion development and targeting.

For New Jersey, with and without Atlantic City included, visitors are more likely to belong to Lifestages with no children in the household. It is important to notice, however, that where the share of Trip Dollars is less than the share of Stays these Lifestages are the least valuable for the State. The Affluent Mature Lifestage is the most profitable segment, just beating out the combined Family Lifestages for the State excluding Atlantic City. This pattern is similar for the State as a whole.
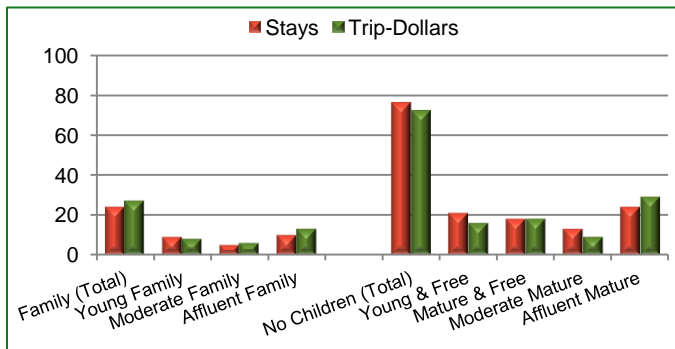
DKSA Lifestage Definitions

Lifestage	Head of HH Age (years)	HH Income	Children <18 in HH
Young & Free	18-34	Any	No
Young Family	18-34	Any	Yes
Mature & Free	35-54	Any	No
Moderate Family	35-54	Under $75K	Yes
Affluent Family	35-54	$75K+	Yes
Moderate Mature	55+	Under $60K	No
Affluent Mature	55+	$60K+	No

New Jersey
OVERNIGHT LEISURE STAYS (%) (2014-2016)

New Jersey without Atlantic City
OVERNIGHT LEISURE STAYS (%) (2014-2016)
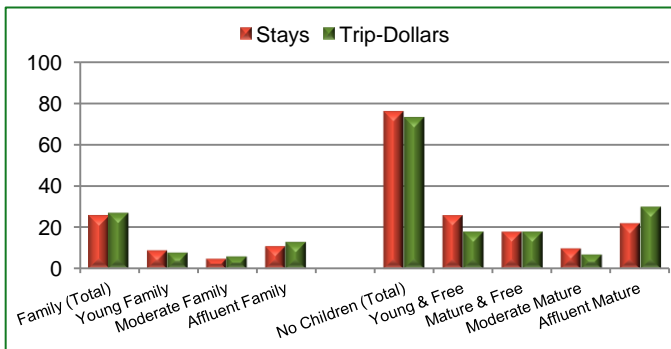
Family Lifestages:
2nd most profitable
Least visitation

GLOSSARY

Trip Dollars: A comparison of Trip-Dollars (Direct Spending) to Stays allows for the analysis of the financial contribution a certain segment of travelers makes to a destination

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Where do New Jersey's visitors come from?

Almost 8 out of 10 New Jersey visitors come from 7 states with about 16% coming from New Jersey itself and an additional 42% coming from the neighboring states of New York and Pennsylvania.

It is not surprising then that the majority of travel to New Jersey is by auto and that the average one-way distance traveled is only 363 miles — 64 miles more than in 2015, but still about 87 miles *less* than to the average U.S. destination and about 14 miles *less* than to New Jersey's Competitive Set. It is noteworthy that buses are used at nearly the same rate as airplanes for travel to New Jersey, which is not the case for the average U.S. destination.

New Jersey Origin States

OVERNIGHT LEISURE SHARE OF PERSON-STAYS

Pennsylvania	21.6%
New York	19.9%
New Jersey	15.5%
Florida	5.6%
Maryland	5.5%
Massachusetts	5.4%
Virginia	4.2%
Other	22.3%

New Jersey Destination Regions

OVERNIGHT LEISURE SHARE OF PERSON-STAYS

Greater Atlantic City	37.7% ↑
Gateway	21.9% ↓
Southern Shore	14.0% ↓
Shore	10.3% ↑
Delaware River	7.84% ↓
Skylands	8.31% ↓

Where do New Jersey's visitors go?

The Greater Atlantic City Region continues to receive the largest share of New Jersey's Overnight Leisure visitors and saw an increase in 2016 over the previous year.

The importance of Atlantic City to this region and to the State can not be overlooked. When Atlantic City is excluded from the analysis, the share of travel to this region drops to 2.9%.

Outside of the Greater Atlantic City region, all other regions saw slight decrease in 2016 with the exception of the Shore region, which made a slight increase over last year. This may be due to an improving economy for the State, and the continued Hurricane recovery.

57% of New Jersey visitors come from the tri-state area

Why do travelers visit New Jersey?

Visiting Friends or Relatives and Getaway Weekends each account for over one quarter of Overnight Leisure trips to New Jersey in 2016. However, if Atlantic City is excluded, Getaway Weekends drop significantly and the overwhelming reason for leisure travel is to Visit Friends or Relatives.

Getaway Weekends still account for a larger share of vacation-type travel than do General Vacations, but the percentage of General Vacations increased from 2015. This is likely related to the increase in travel to the Shore region in 2016.

When Atlantic City is excluded, Getaway Weekends drop substantially and Visiting Friends and Relatives jumps to 39%. The share of those taking longer vacations is similar regardless of whether or not Atlantic City is included in the analysis, but attending special events does increase without Atlantic City. It is interesting to note that when Atlantic City is excluded the pattern is more similar to the average U.S. destination and to the Competitive Set.

Atlantic City is driving the average daily spending for the State. In 2016 visitors spent a larger share of their travel dollar on shopping, food & beverage, and lodging than in 2015, with decreases in transportation and entertainment. The average daily spending in the State as a whole is over 8% higher than when Atlantic City is excluded from the analysis. Again demonstrating the value of the Atlantic City area.

Purpose of Travel

2016 OVERNIGHT LEISURE (%) PERSON-STAYS
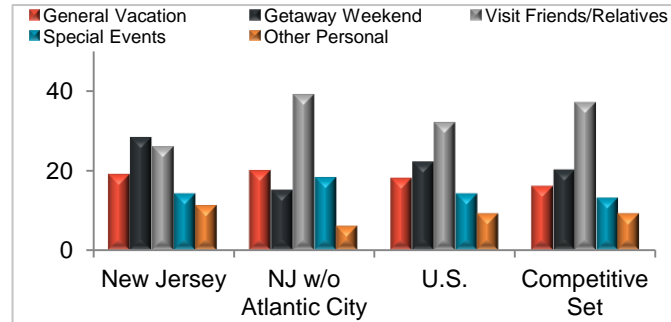
Per-Person-Per-Day Spending

2016 OVERNIGHT LEISURE (%) PERSON-DAYS
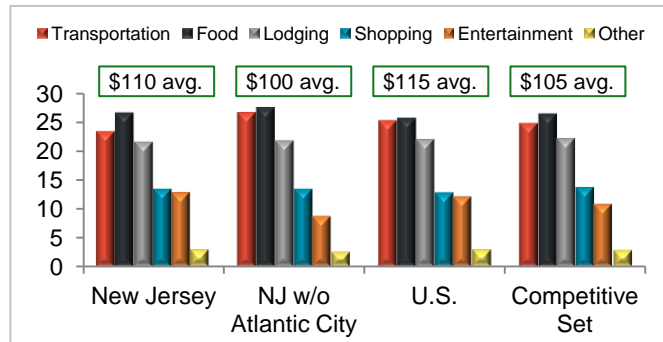
Atlantic City area drives
Weekend Getaways
and Spending

What type of accommodations do they stay in?

In 2016, 65% of Overnight Leisure visitors to New Jersey stayed in paid accommodations, which is just above the average U.S. destination or the Competitive Set (64% and 61%, respectively). Among those staying in New Jersey's paid accommodations, almost 82% stay in hotels.

When Atlantic City is excluded from the analysis the percentage of visitors staying in paid accommodations drops to 49%, which is more than 10 percentage points less than either the average U.S. destination or the Competitive Set. The percentage of paid accommodation visitors who stay in hotels drops to about 69%.

Among those visiting regions excluding Atlantic City, nearly half are staying with Friends or Relatives. Thus, it is clear that the Atlantic City

region is driving the large number of hotel stays in the State.

Visitors to both New Jersey as a whole and New Jersey excluding Atlantic City spend more per day on lodging than those visiting the average U.S. destination or their Competitive Set. However, when Atlantic City is excluded, visitors spend 10% more per day on lodging than the state as a whole despite lower spending averages overall.

This isn't surprising considering that for New Jersey as a whole, 67% of paid hotel visitors stay in high-end and mid-level hotels; but when we exclude Atlantic City, 85% of paid hotel visitors stay in high-end or mid-level hotels.

New Jersey
OVERNIGHT LEISURE PERSON-STAYS
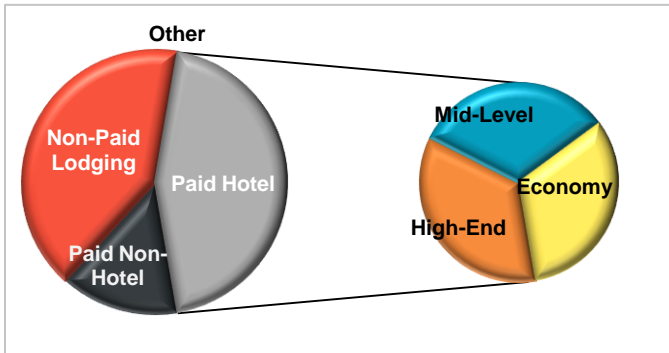
New Jersey without Atlantic City
OVERNIGHT LEISURE PERSON-STAYS
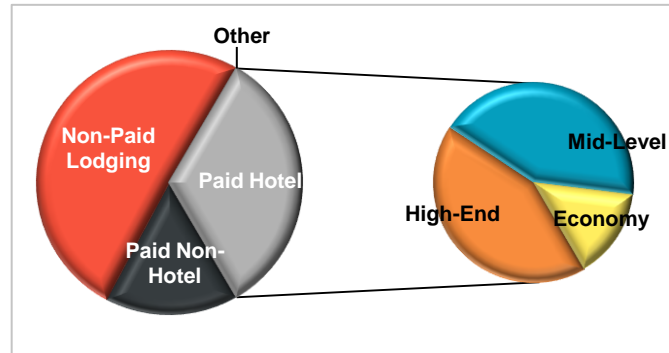
Those who stay in hotels, choose High-End and Mid-Level properties

Who do they travel with; how long do they stay?

Travel parties consisting of one or two adults account for three-quarters of the state's Overnight Leisure travel.

Not surprisingly, the portion of the state excluding Atlantic City accounts for a smaller share of 3+ adult travel parties and a larger share of children present than does the entire state of New Jersey, indicating that travel parties to Atlantic City generally include fewer children and more adults.

This is reflected in the average travel party size. At 2.14 persons, New Jersey's travel party average is larger than the U.S. and the

Travel Party Composition

OVERNIGHT LEISURE STAYS

Legend: One Adult, Two Adults (M/F), Two Adults (M/M or F/F), 3+ Adults, Includes Children

New Jersey — 2.14 avg.
New Jersey w/o Atlantic City — 2.03 avg.
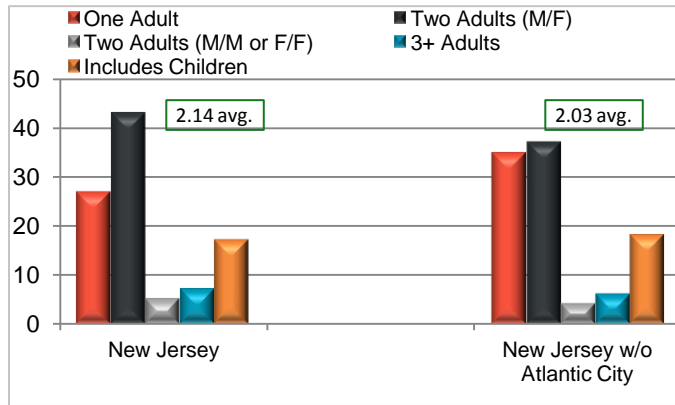
Stay Length

OVERNIGHT LEISURE STAYS – (1+ NIGHTS)

Legend: One Night, 2 Nights, 3 Nights, 4-7 Nights, 8+ Nights

New Jersey — 2.71 avg.
New Jersey w/o Atlantic City — 3.08 avg.
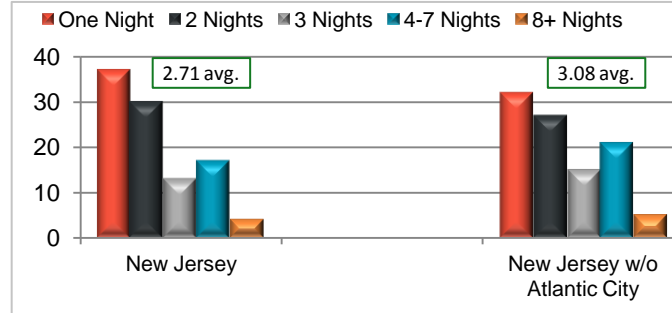
Competitive Set (2.09 persons and 2.08 persons, respectively). However, if we exclude Atlantic City, the average size drops to 2.03.

With an average of 2.7 nights, visitors to New Jersey have longer Overnight Leisure stays than visitors to either the average U.S. destination or to the Competitive Set. This average would be even higher if we excluded the getaway weekend destination of Atlantic City.

Those visiting the Non-Atlantic City portion of the State have more longer (4+ nights) stays than do visitors to the entire State, the average U.S. destination, or the Competitive Set.

Larger Travel Parties
Longer Length of Stay
than other U.S. destinations

What do New Jersey visitors do?

In 2016, activity participation generally seemed to stay consistent with 2015 levels. Most activities had no change while the rest had very small increases and decreases in participation. For those who do engage in activities while visiting New Jersey what they do varies widely depending on whether or not they are visiting Atlantic City. The most obvious difference appears when looking at the top five activities engaged in by New Jersey visitors.

For the State as a whole, the top five activities are:

1. Culinary/Dining Experience
2. Beach/Waterfront
3. Gambling (slots, cards, horses, etc.)
4. Shopping
5. Visiting Friends and Relatives

These five activities also made up the top five in 2015, however Culinary/Dining had a sizeable increase to overtake Beach/Waterfront as number one, while Visit Friends/Relatives and Shopping switched places.

When considering the State without Atlantic City, not only does the order change, but gambling completely falls out of the top five and is replaced by Holiday Celebrations followed closely by Parks (National/State) and Nightlife.

In fact, just above Wildlife Viewing and below Amateur Sports, Gambling ranks only 22nd for this portion of the State.

1. Visiting Friends and Relatives
2. Beach/Waterfront
3. Culinary/Dining Experience
4. Shopping
5. Holiday Celebration (Thanksgiving, July 4th etc.)

Even so, visitors who engage in any type of activity are more valuable than those who do not. Regardless of the activity they participate in during their stay, they represent a higher level of spending than they do visitation. The most profitable activities for the state in terms of trip-dollars generated are visiting New Jersey's Beaches/Waterfront, Shopping, Culinary/Dining, Gambling, and Visiting Friends/Relatives.

Culinary/Dining ⬆

Shopping ⬆

Other activities – mixed, but mostly unchanged

GLOSSARY

How do New Jersey visitors rate the State?

Respondents are asked to rate their overall satisfaction with the destinations they visit as well as the overall value for the money the destination provides. Ratings are on a 10-point scale, where 1 is low or 'poor' and 10 is high or 'excellent'.

New Jersey destinations as well as the competitor's destinations have consistently received a high percentage of Excellent (8-10) ratings for overall satisfaction with the destination. In fact, in 2016 all competitive states achieved average ratings of between 8.4 and 8.6, similar to the average U.S. destination.

Excellent satisfaction ratings for New Jersey, whether or not Atlantic City is included, had sizeable decreases in 2016 to 8.25 (New Jersey whole) and 8.26 (New Jersey without Atlantic City).

Value for the Money

OVERNIGHT LEISURE PERSON-STAYS
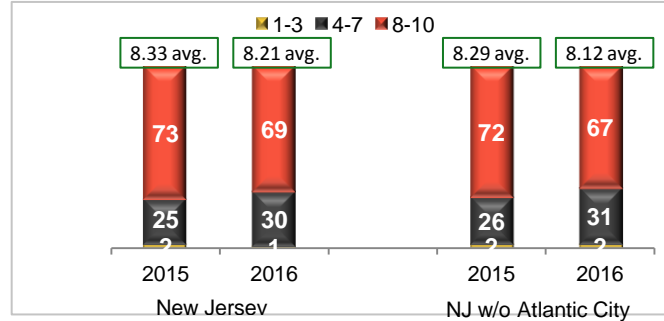
Since 2013, Value for the Money ratings have steadily increased year over year until 2016. In 2016, the Value rating decreased for the entire state as well as for the non-Atlantic City regions. Excluding North Carolina (increase) and Pennsylvania (increase), the competitive states saw incremental decreases in the Value ratings for 2016 as well, although the Competitive Set as a whole stayed the same.

These data may be combined into a matrix which places each destination in the location where satisfaction and value intersect. Destinations fall into one of four quadrants. Those that are in the High Satisfaction, High Value quadrant have the most loyal visitors. Those visitors are most likely to return/spend more, but also provide invaluable word-of-mouth recommendations. The graph on the next page shows these data for New Jersey, the U.S. average, and New Jersey's competitors.

Overall Satisfaction

OVERNIGHT LEISURE PERSON-STAYS

Satisfaction and Value

Strong

New Jersey Ratings

Low Satisfaction
High Value

High Satisfaction
High Value
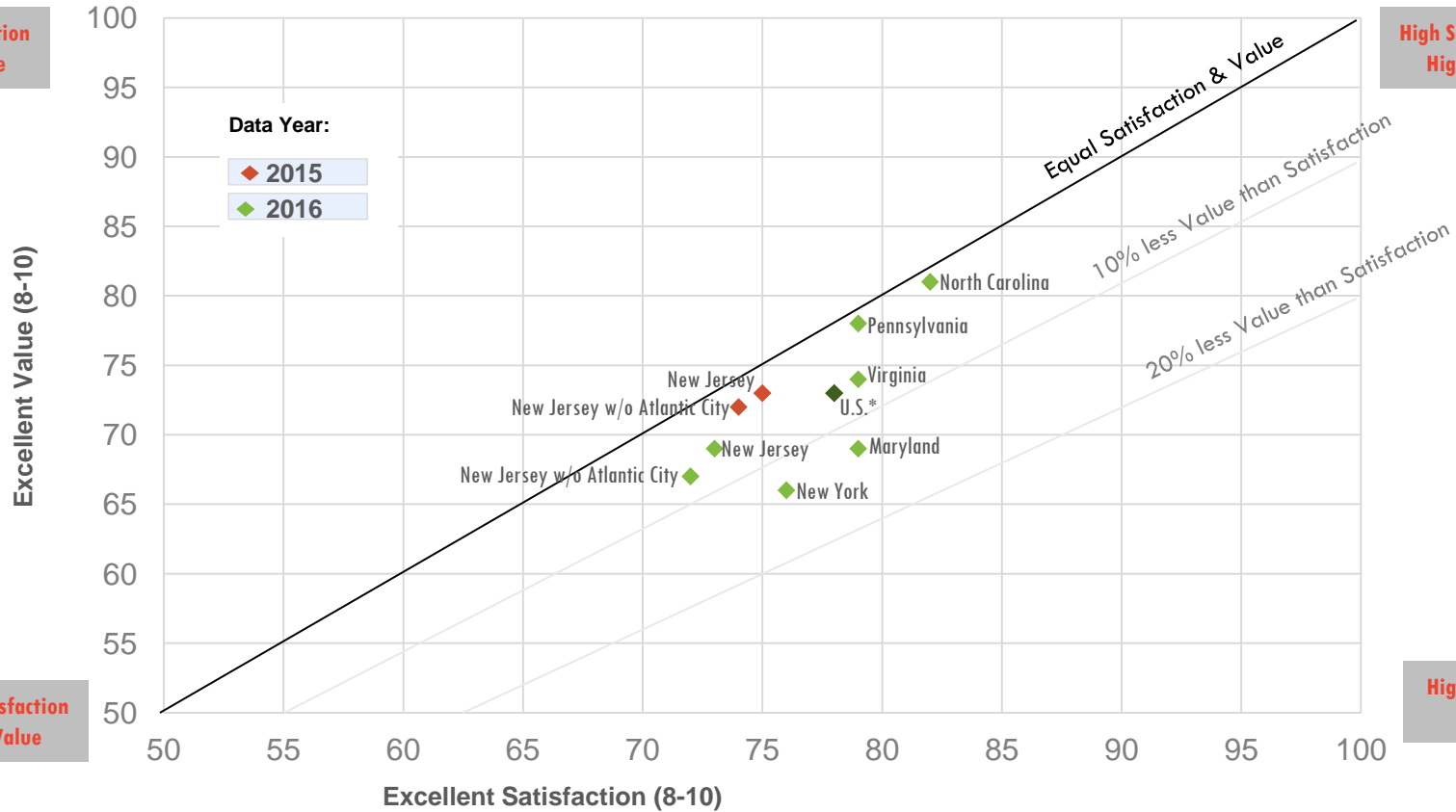
Low Satisfaction
Low Value

High Satisfaction
Low Value

Excellent Value (8-10)

Excellent Satisfaction (8-10)

Data Year:
- ◆ 2015
- ◆ 2016

Equal Satisfaction & Value

10% less Value than Satisfaction

20% less Value than Satisfaction

North Carolina

Pennsylvania

Virginia

New Jersey

New Jersey w/o Atlantic City

U.S.*

New Jersey

Maryland

New Jersey w/o Atlantic City

New York

Segment: 2015/2016 Overnight Leisure Person-Stays (%) • New Jersey N = 950 household count

*Note: Index value for 2015 U.S. is identical to the 2016 U.S. value

plan

graph

chart

map

visual communication
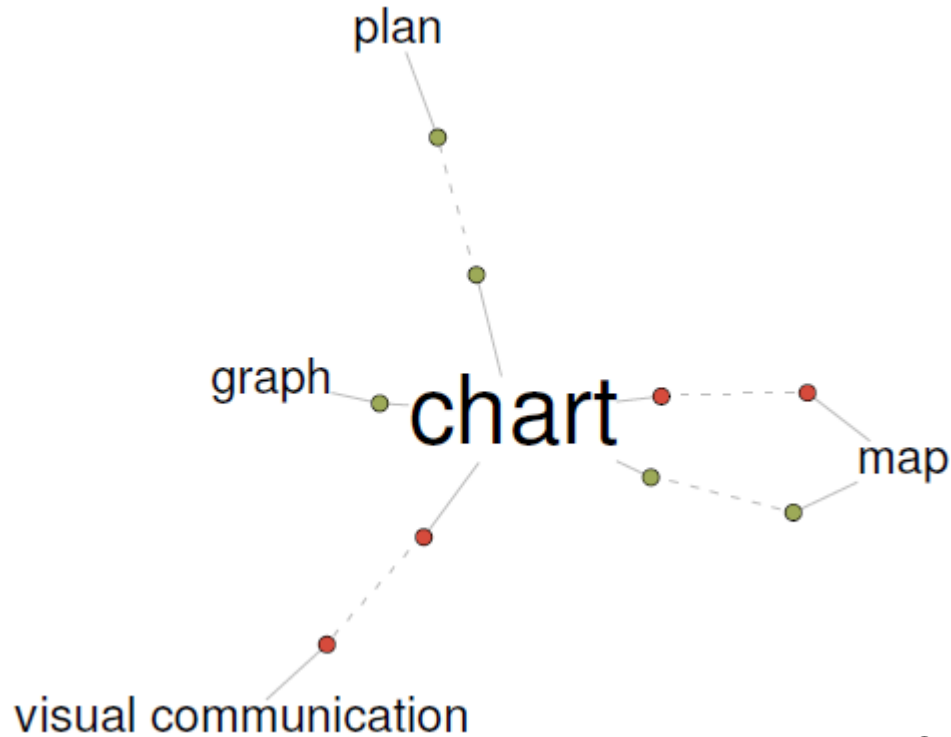
Charts and Graphs

New Jersey 2016 Overnight Leisure Visitor Profile

U.S. Travel Segments

Legend: Stays • Person-Stays • Person-Days • Direct Spending

Segment	Stays	Person-Stays	Person-Days	Direct Spending
Business	29%	21%	18%	26%
Leisure	71%	79%	82%	74%
Day	52%	50%	18%	14%
Night	48%	50%	82%	86%
Night Leisure	36%	42%	68%	63%
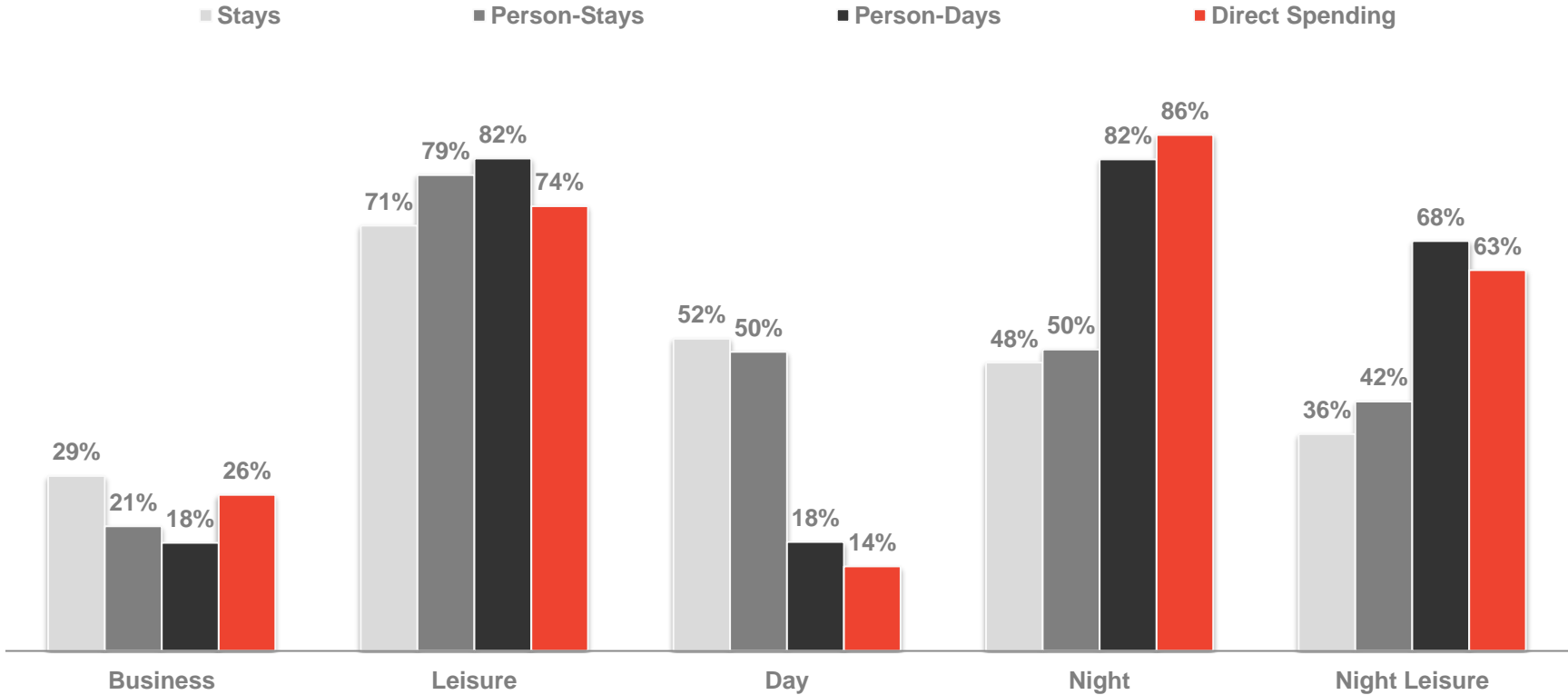
Chart 1 • Segment: 2016 Total Volume (%)

U.S. Travel Volume Change by Division
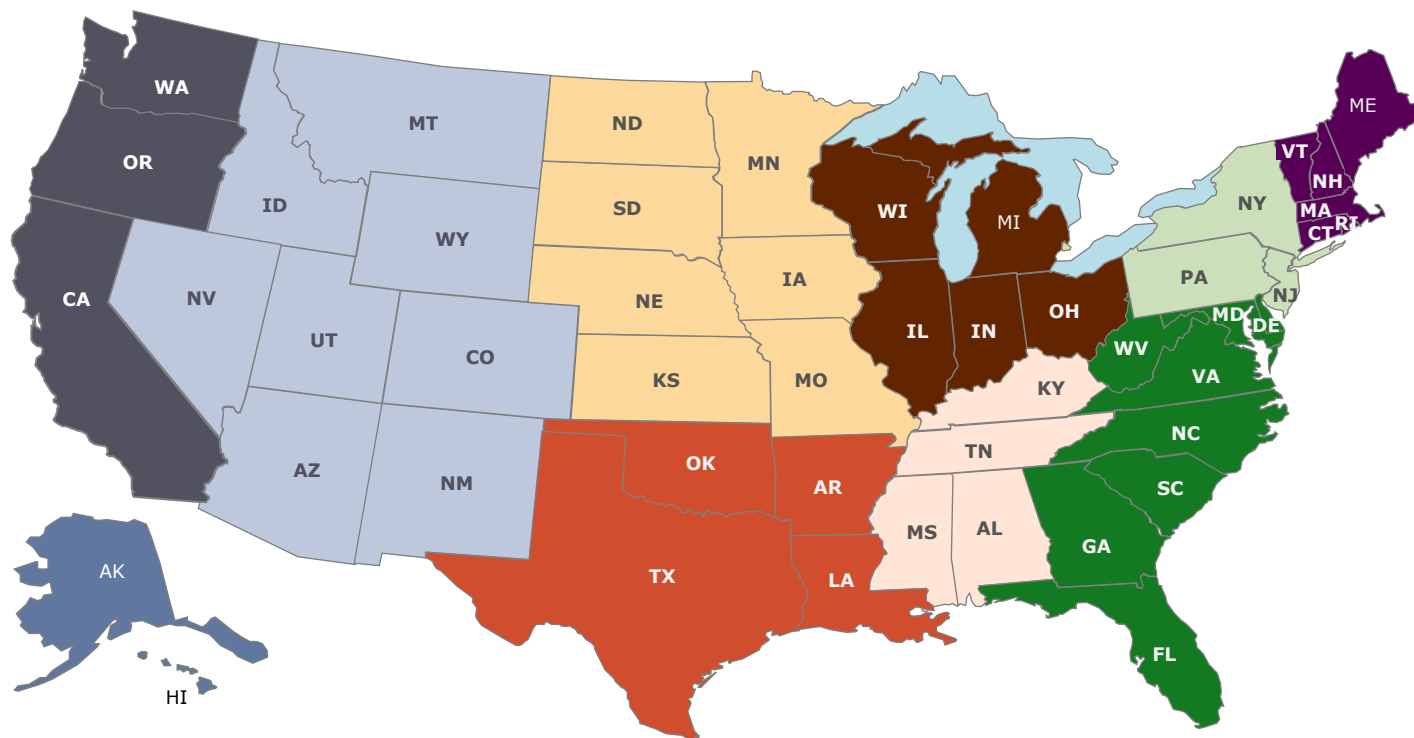
LEGEND

■	Pacific	7.3%
■	Mountain	5.9%
■	West North Central	4.3%
■	West South Central	18.3%
■	East North Central	-6.5%
■	East South Central	5.1%
■	New England	8.4%
■	Middle Atlantic	9.2%
■	South Atlantic	-1.8%

Chart 2 • Segment: 2015/2016 Overnight Leisure Person-Stays (%)

New Jersey Travel Segments

Legend: ■ Stays ■ Person-Stays ■ Person-Days ■ Direct Spending

Business
- Stays: 20%
- Person-Stays: 13%
- Person-Days: 10%
- Direct Spending: 14%

Leisure
- Stays: 80%
- Person-Stays: 87%
- Person-Days: 90%
- Direct Spending: 86%

Day
- Stays: 54%
- Person-Stays: 52%
- Person-Days: 20%
- Direct Spending: 18%

Night
- Stays: 46%
- Person-Stays: 48%
- Person-Days: 80%
- Direct Spending: 82%

Night Leisure
- Stays: 40%
- Person-Stays: 44%
- Person-Days: 73%
- Direct Spending: 71%

Chart 3 • Segment: 2016 Total Volume (%)

24

New Jersey Person-Stays Volume

Legend: ■ Night Business ■ Day Business ■ Night Leisure ■ Day Leisure

	2011	2012	2013	2014	2015	2016
Total	77.6	85.0	87.8	91.4	93.5	96.7
Day Leisure	33.4	37.0	38.1	39.2	40.0	41.4
Night Leisure	32.4	35.9	37.5	39.4	40.8	42.3
Day Business	7.5	7.8	8.1	8.6	8.7	8.9
Night Business	4.2	4.2	4.2	4.2	4.0	4.0

Chart 4 • in Millions

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New Jersey Person-Stays Volume

	New Jersey					U.S.
	12/11	13/12	14/13	15/14	16/15	16/15
Total	9.5%	3.4%	4.1%	2.3%	3.4%	3.1%
Business	2.7%	1.3%	4.6%	-0.4%	1.3%	0.2%
Leisure	10.7%	3.7%	4.0%	2.8%	3.7%	3.9%
Day	9.5%	3.0%	3.6%	2.0%	3.2%	2.5%
Night	9.4%	3.8%	4.6%	2.7%	3.6%	3.7%
Day Business	4.5%	2.6%	7.0%	1.4%	1.8%	-0.4%
Day Leisure	10.7%	3.0%	2.8%	2.2%	3.5%	3.4%
Night Business	-0.4%	-1.1%	0.0%	-4.2%	0.2%	0.9%
Night Leisure	10.7%	4.4%	5.1%	3.4%	3.9%	4.3%

Chart 4 • % change

New Jersey Direct Spending Volume

Legend: ■ Night Business ■ Day Business ■ Night Leisure ■ Day Leisure

	2011	2012	2013	2014	2015	2016
Total	$16,492.6	$17,569.1	$18,565.9	$19,258.1	$20,168.4	$20,934
Day Leisure	2,474.2	2,689.0	2,870.7	2,956.3	3,058.0	3,118.2
Night Leisure	11,108.4	12,045.7	12,794.6	13,397.6	14,227.9	14,800.7
Day Business	473.5	495.3	592.7	611.5	589.0	578.3
Night Business	2,436.6	2,339.1	2,307.9	2,292.8	2,293.5	2,436.8

Chart 5 • $ Millions

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New Jersey Direct Spending Volume

	New Jersey					U.S.
	12/11	**13/12**	**14/13**	**15/14**	**16/15**	**16/15**
Total	6.5%	5.7%	3.7%	4.7%	3.8%	-1.3%
Business	-2.6%	2.3%	0.1%	-0.7%	4.6%	-1.0%
Leisure	8.5%	6.3%	4.4%	5.7%	3.7%	-1.4%
Day	8.0%	8.8%	3.0%	2.2%	1.4%	0.5%
Night	6.2%	5.0%	3.9%	5.3%	4.3%	-1.6%
Day Business	4.6%	19.7%	3.2%	-3.7%	-1.8%	8.4%
Day Leisure	8.7%	6.8%	3.0%	3.4%	2.0%	-1.8%
Night Business	-4.0%	-1.3%	-0.7%	0.0%	6.2%	-2.3%
Night Leisure	8.4%	6.2%	4.7%	6.2%	4.0%	-1.3%

Chart 6 • % change

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Share of U.S. Travel Segments: New Jersey and Comp set

MARKET SHARE

Legend: Stays | Person-Stays | Person-Days | Direct Spending

New Jersey: 2.2, 2.3, 2.4, 2.1
NJ w/o Atlantic City: 1.6, 1.5, 1.7, 1.5
Comp Set: 16.9, 16.8, 16.6, 14.9
New York: 5.3, 5.1, 4.9, 5.5
Pennsylvania: 4.2, 4.2, 3.8, 3.1
Maryland: 1.3, 1.3, 1.4, 1.3
Virginia: 2.6, 2.7, 2.9, 2.2
North Carolina: 3.5, 3.5, 3.6, 2.8
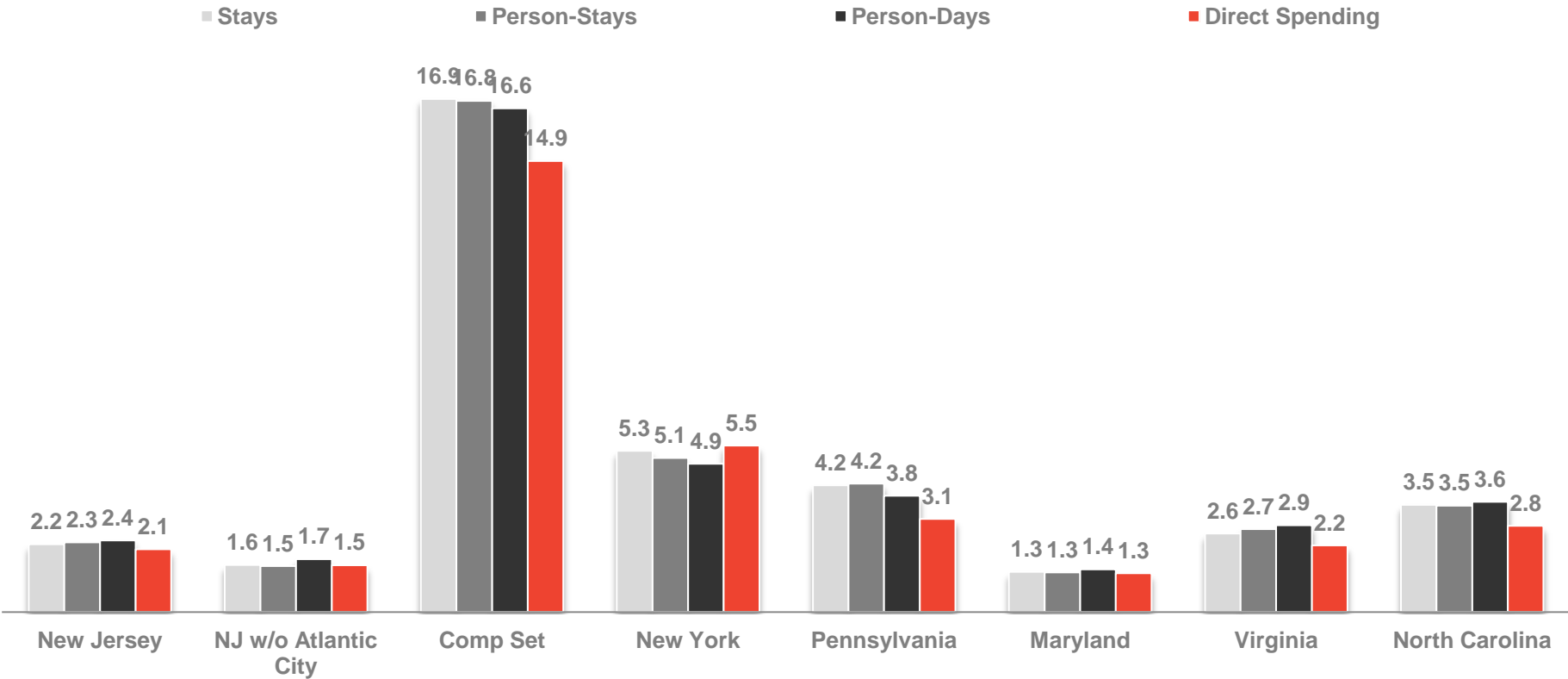
Chart 6 • Segment: 2016 Overnight Leisure (%) • New Jersey N = 950 household count

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Age Distribution:
U.S., New Jersey and Comp Set

Average		18-34 years	35-54 years	55 + years
48	U.S.	27	37	36
50	New Jersey	27	29	44
47	NJ w/o Atlantic City	32	35	33
48	Comp Set	27	36	37
47	New York	29	37	35
48	Pennsylvania	26	38	36
48	Maryland	30	33	37
48	Virginia	26	38	36
49	North Carolina	25	34	40

Chart 7 • Segment: 2016 Overnight Leisure Person-Stays (%) • New Jersey N = 950 household count

New Jersey Avg. Party per Stay Spending by Age
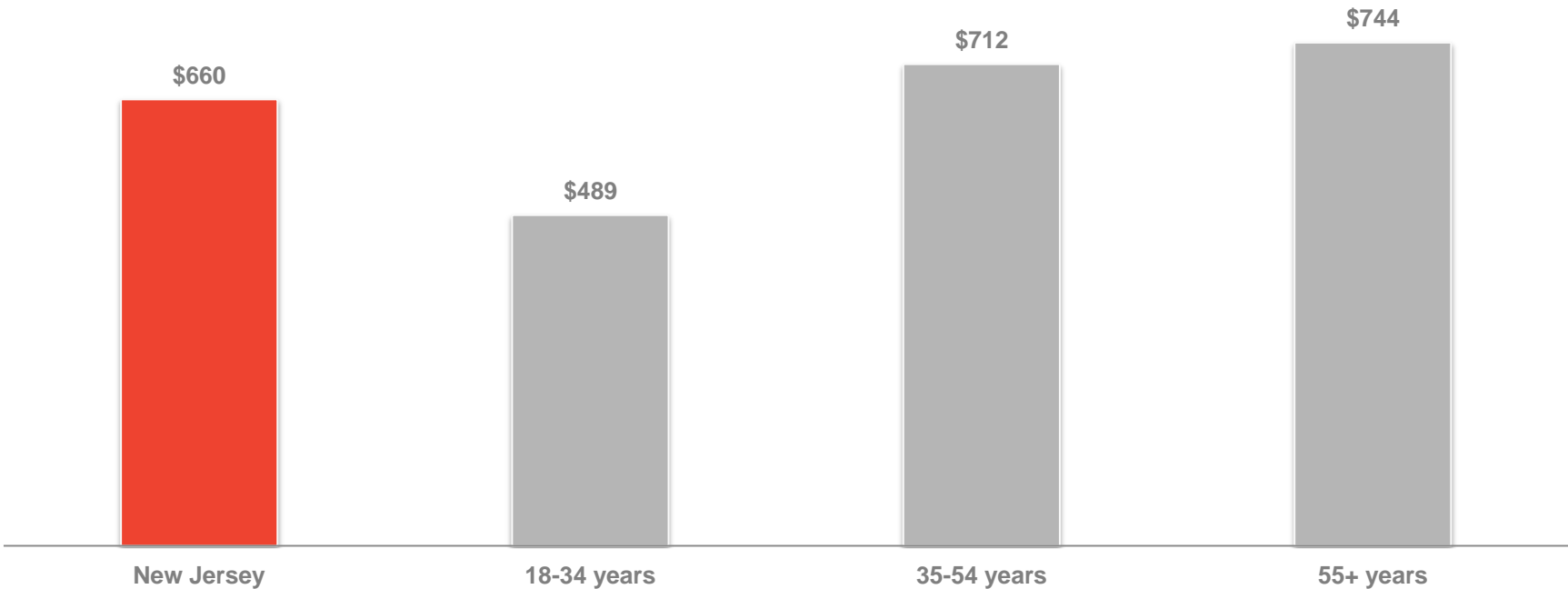
Chart 8 • Segment: 2014-2016 Overnight Leisure Stays ($) • New Jersey N = 3,924 household count

Average Party per Stay Spending
Includes reported expenditures of all travelers (including transportation expenditure) who spend more than $1 on their trip to or within the destination. Individual averages for subgroups of variables, such as accommodation types or activities might be higher than the total average party per trip spending for a destination because the travelers' spending is included only in those subgroups of variables to which the respondent replied.

New Jersey Age Comparison

■ Stays Based   ■ Trip-Dollars Based

	18-34 years	35-54 years	55+ years
Stays Based	28	31	41
Trip-Dollars Based	23	34	42
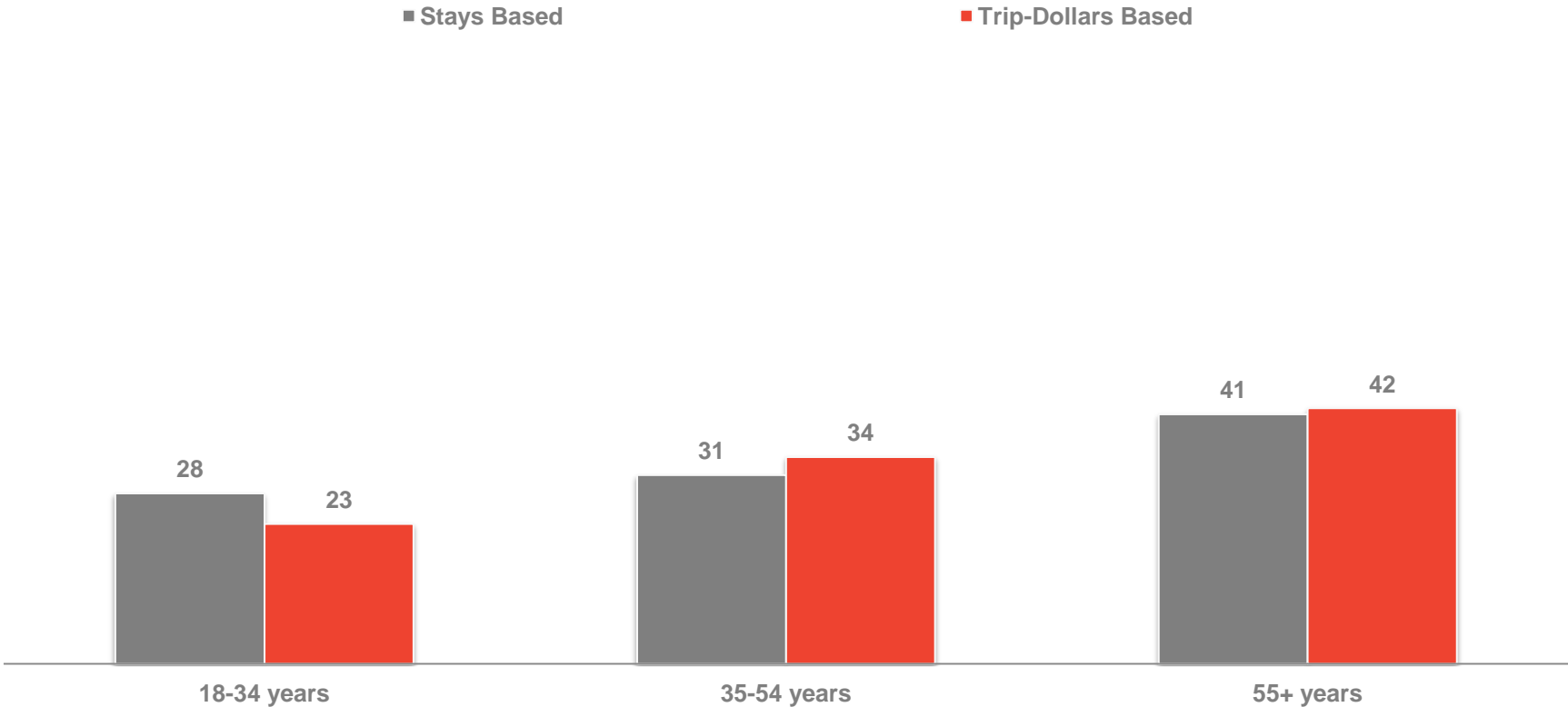
Chart 9 • Segment: 2014-2016 Overnight Leisure (%) • New Jersey N = 3,924 household count

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Racial Distribution
U.S., New Jersey and Comp Set

Legend: ■ White ■ Black ■ Asian/Pacific Islander ■ Native American/Other ■ Not Specified

	White	Black	Asian/Pacific Islander	Native American/Other	Not Specified
U.S.	79	11	6	2	5
New Jersey	74	19	9	2	4
NJ w/o Atlantic City	80	15	10	2	
Comp Set	77	15	6	2	3
New York	75	12	9	2	5
Pennsylvania	87	9	4	2	1
Maryland	75	19	5	2	4
Virginia	67	23	8	2	2
North Carolina	78	19	3	1	1
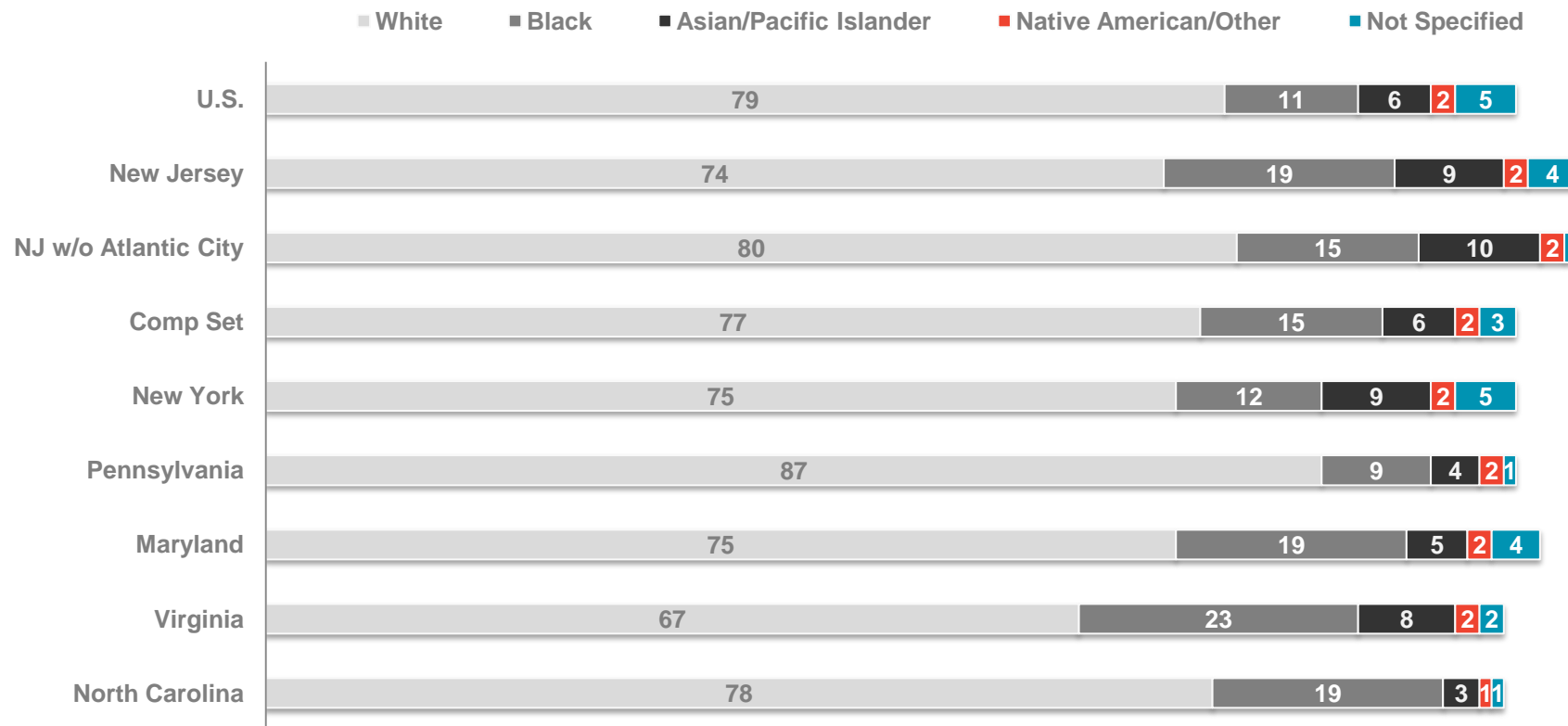
Chart 10a • Segment: 2016 Overnight Leisure Person-Stays (%) • New Jersey N = 950 household count

*Note: the total may add to more than 100% due to multiple responses.

Ethnic Origin:
U.S., New Jersey and Comp Set

■ Hispanic or Latino   ■ Non-Hispanic or Latino

	U.S.	New Jersey	NJ w/o Atlantic City	Comp Set	New York	Pennsylvania	Maryland	Virginia	North Carolina
Non-Hispanic or Latino	86	88	85	92	86	94	94	94	95
Hispanic or Latino	14	12	15	8	14	6	6	6	5
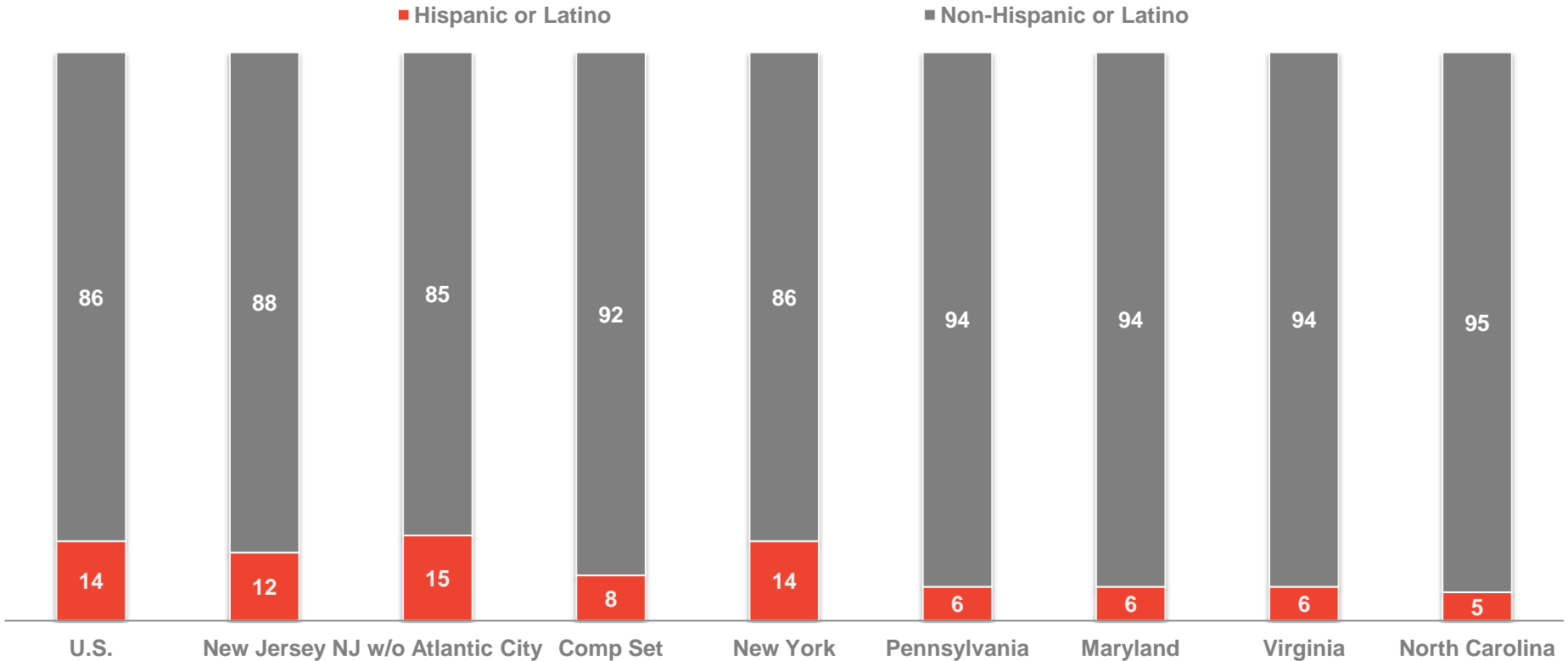
Chart 10b • Segment: 2016 Overnight Leisure Person-Stays (%) • New Jersey N = 950 household count

Sexual Orientation:
U.S., New Jersey and Comp Set

■ Gay/ Lesbian (GLBT) ■ Heterosexual/ Straight ■ Other

	Gay/ Lesbian (GLBT)	Heterosexual/ Straight	Other
U.S.	3	93	4
New Jersey	2	95	3
NJ w/o Atlantic City	3	94	4
Comp Set	3	93	4
New York	5	90	5
Pennsylvania	3	93	4
Maryland	2	95	3
Virginia	2	94	4
North Carolina	3	95	2

Chart 11 • Segment: 2016 Overnight Leisure Person-Stays (%) • New Jersey N = 950 household count

Distribution of Children in Household:
U.S., New Jersey and Comp Set

■ No Children   ■ 5 years old or younger   ■ 6-12 years old   ■ 13-17 years old

	No Children	5 years old or younger	6-12 years old	13-17 years old
U.S.	66	13	19	15
New Jersey	65	9	20	19
NJ w/o Atlantic City	65	11	17	19
Comp Set	66	14	19	17
New York	67	13	17	17
Pennsylvania	67	12	19	14
Maryland	68	14	19	14
Virginia	61	14	25	16
North Carolina	64	16	15	20

Chart 12 • Segment: 2016 Overnight Leisure Person-Stays (%) • New Jersey N = 950 household count

GLOSSARY

Sum exceeds 100% due to multiple-children households.

Household Income Distribution:
U.S., New Jersey and Comp Set

Average

Legend
■ Under $50,000 ■ $50,000 - $74,999 ■ $75,000 - $99,999 ■ $100,000 -$149,999 ■ $150,000+

Average	Location	Under $50,000	$50,000 - $74,999	$75,000 - $99,999	$100,000 -$149,999	$150,000+
$95,362	U.S.	30	19	16	20	16
$109,124	New Jersey	24	17	18	22	21
$108,923	NJ w/o Atlantic City	27	15	12	24	22
$99,445	Comp Set	30	16	16	20	18
$104,057	New York	30	17	14	19	20
$99,431	Pennsylvania	28	18	17	20	17
$98,756	Maryland	27	17	18	20	17
$91,913	Virginia	32	14	17	20	17
$98,919	North Carolina	32	15	16	21	17

Chart 13 • Segment: 2016 Overnight Leisure Person-Stays (%) • New Jersey N = 950 household count

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Lifestage Distribution:
U.S., New Jersey and Comp Set

DEMOGRAPHICS

Legend:
- Young & Free
- Young Family
- Maturing & Free
- Moderate Family
- Affluent Family
- Moderate Mature
- Affluent Mature

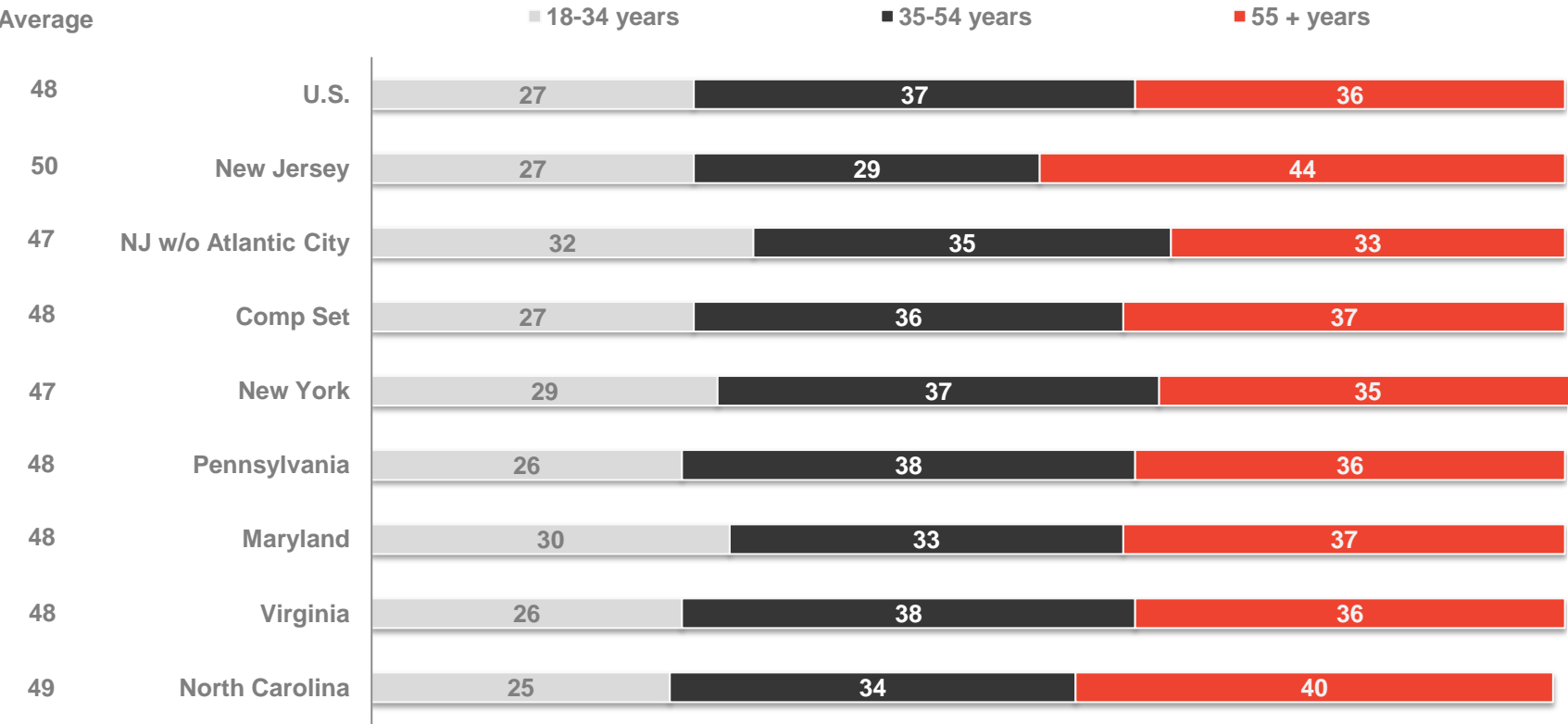| Region	Young & Free	Young Family	Maturing & Free	Moderate Family	Affluent Family	Moderate Mature	Affluent Mature
U.S.	16	11	17	7	12	11	22
New Jersey	18	9	14	3	12	7	26
NJ w/o Atlantic City	21	11	16	4	14	7	20
Comp Set	16	11	17	6	13	10	22
New York	17	12	19	7	11	8	23
Pennsylvania	16	10	18	5	15	12	20
Maryland	20	10	14	7	12	8	26
Virginia	15	11	13	7	17	11	22
North Carolina	13	13	17	7	10	11	23

Chart 14 • Segment: 2016 Overnight Leisure Person-Stays (%) • New Jersey N = 950 household count

New Jersey Avg. Party per Stay Spending by Lifestage

$660	$436	$631	$607	$671	$925	$534	$859
New Jersey	**Young & Free**	**Young Family**	**Maturing & Free**	**Moderate Family**	**Affluent Family**	**Moderate Mature**	**Affluent Mature**

Chart 15 • Segment: 2014-2016 Overnight Leisure Stays ($) • New Jersey N = 3,924 household count

New Jersey Lifestage Comparison

■ Stays Based   ■ Trip-Dollars Based

	Young & Free	Young Family	Maturing & Free	Moderate Family	Affluent Family	Moderate Mature	Affluent Mature
Stays Based	20	8	17	5	9	12	23
Trip-Dollars Based	15	8	17	6	12	9	28

Chart 16 • Segment: 2014-2016 Overnight Leisure (%) • New Jersey N = 3,924 household count

Traveler Generation Distribution:
U.S., New Jersey and Comp Set

Legend: ■ Millennials ■ GenXers ■ Boomers ■ Silents/Gis

	Millennials	GenXers	Boomers	Silents/Gis
U.S.	29	29	34	8
New Jersey	28	20	43	10
NJ w/o Atlantic City	32	23	38	7
Comp Set	29	28	35	8
New York	31	27	35	8
Pennsylvania	28	28	36	8
Maryland	32	25	34	9
Virginia	28	30	35	7
North Carolina	27	28	35	10

Chart 17 • Segment: 2016 Overnight Leisure Person-Stays (%) • New Jersey N = 950 household count

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New Jersey Avg. Party per Stay Spending by Generation
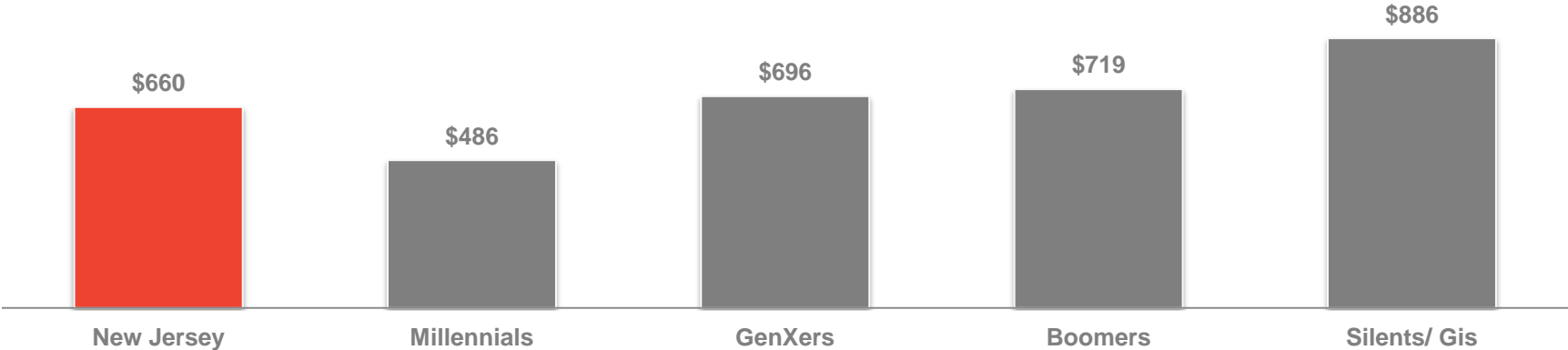
Chart 18 • Segment: 2014-2016 Overnight Leisure Stays ($) • New Jersey N = 3,924 household count

New Jersey Traveler Generation Comparison

■ Stays Based　　　　　　　　■ Trip-Dollars Based

	Millennials	GenXers	Boomers	Silents/Gis
Stays Based	27	23	41	9
Trip-Dollars Based	23	25	43	9
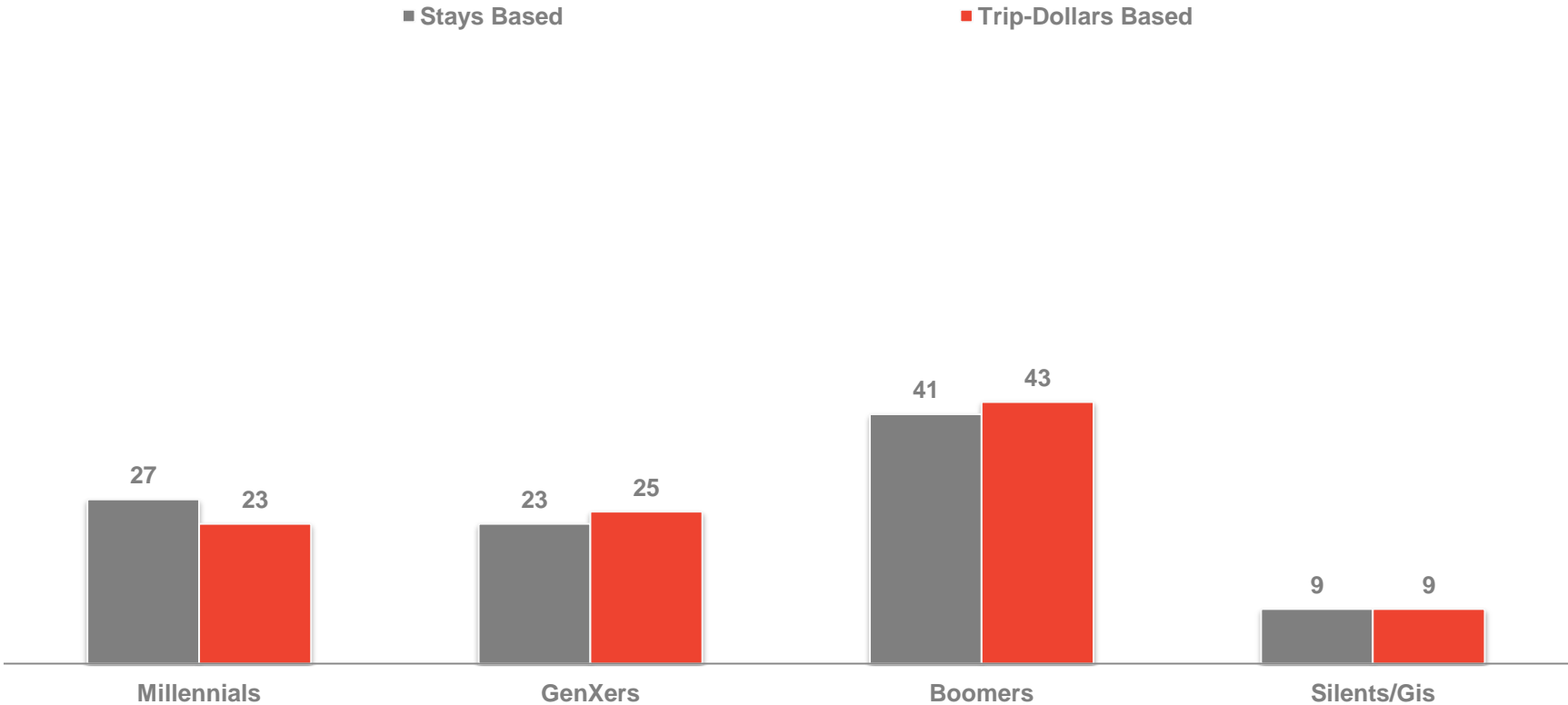
Chart 19 • Segment: 2014-2016 Overnight Leisure (%) • New Jersey N = 3,924 household count

Origin Divisions for Travel to New Jersey
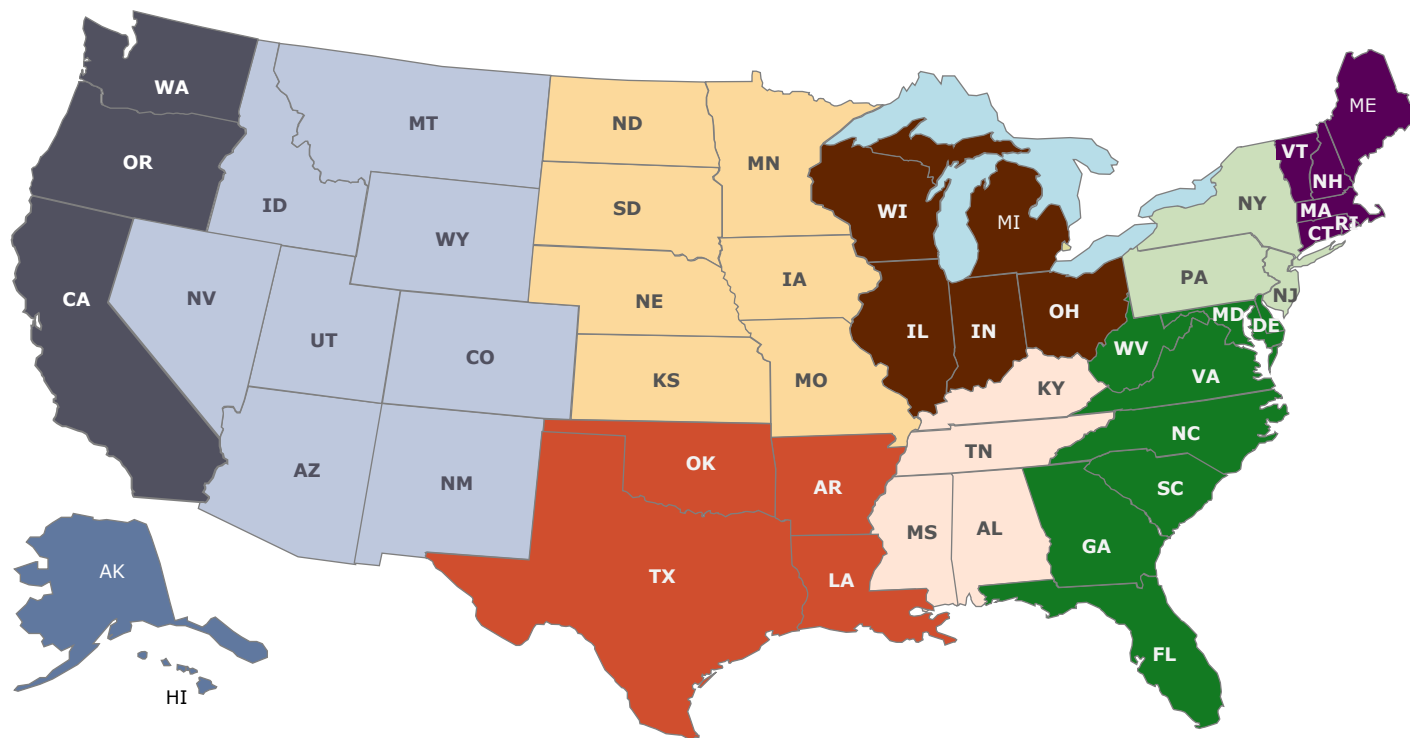
LEGEND

⬛	Pacific	4.0%
⬛	Mountain	1.9%
⬛	West North Central	1.0%
⬛	West South Central	1.8%
⬛	East North Central	3.3%
⬛	East South Central	0.6%
⬛	New England	8.9%
⬛	Middle Atlantic	57.1%
⬛	South Atlantic	21.4%

Chart 20 • Segment: 2016 Overnight Leisure Person-Stays (%) • New Jersey N = 950 household count

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Top Origin States to New Jersey
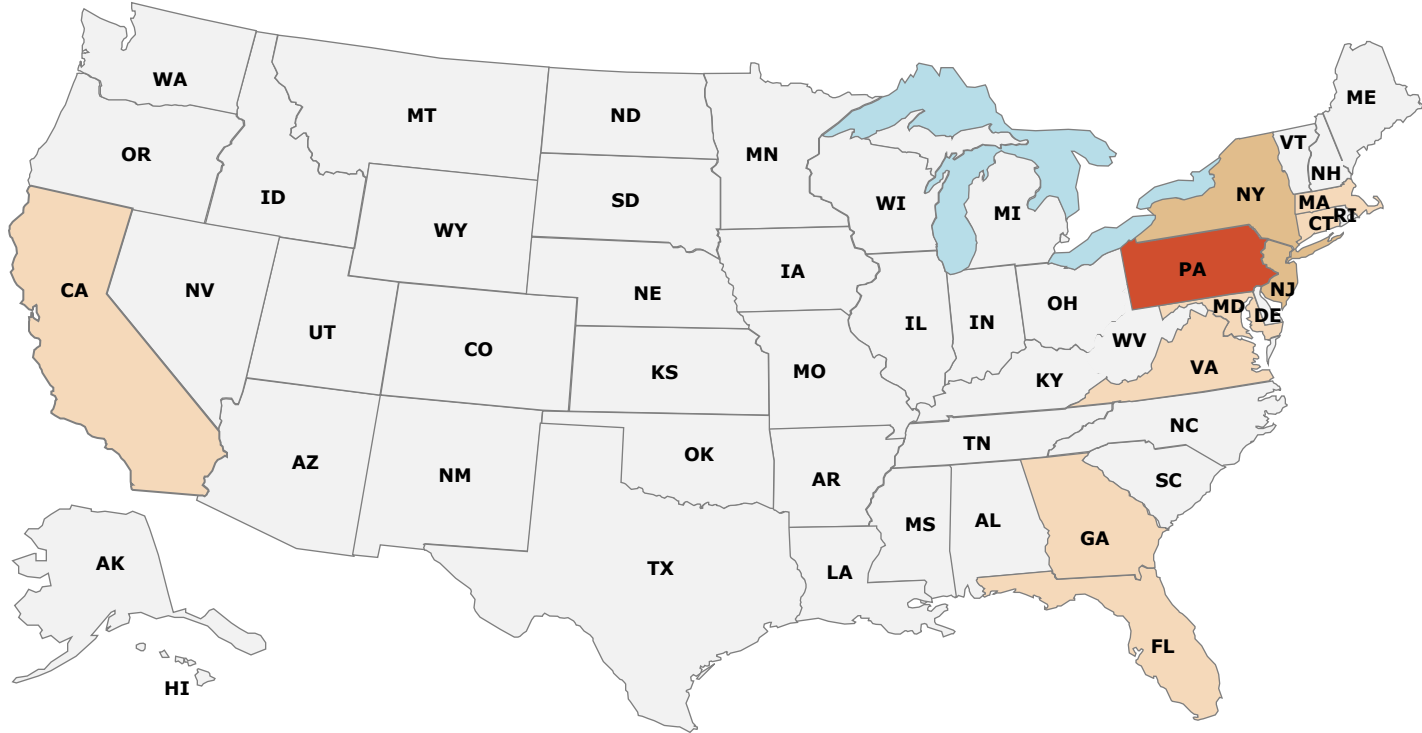
LEGEND

- 21.6% Pennsylvania
- 19.9% New York
- 15.5% New Jersey
- 5.6% Florida
- 5.5% Maryland
- 5.4% Massachusetts
- 4.2% Virginia
- 2.2% Georgia
- 2.1% California
- 2.0% Connecticut

Chart 21 • Segment: 2016 Overnight Leisure Person-Stays (%) • New Jersey N = 950 household count

Top Origin DMAs to New Jersey

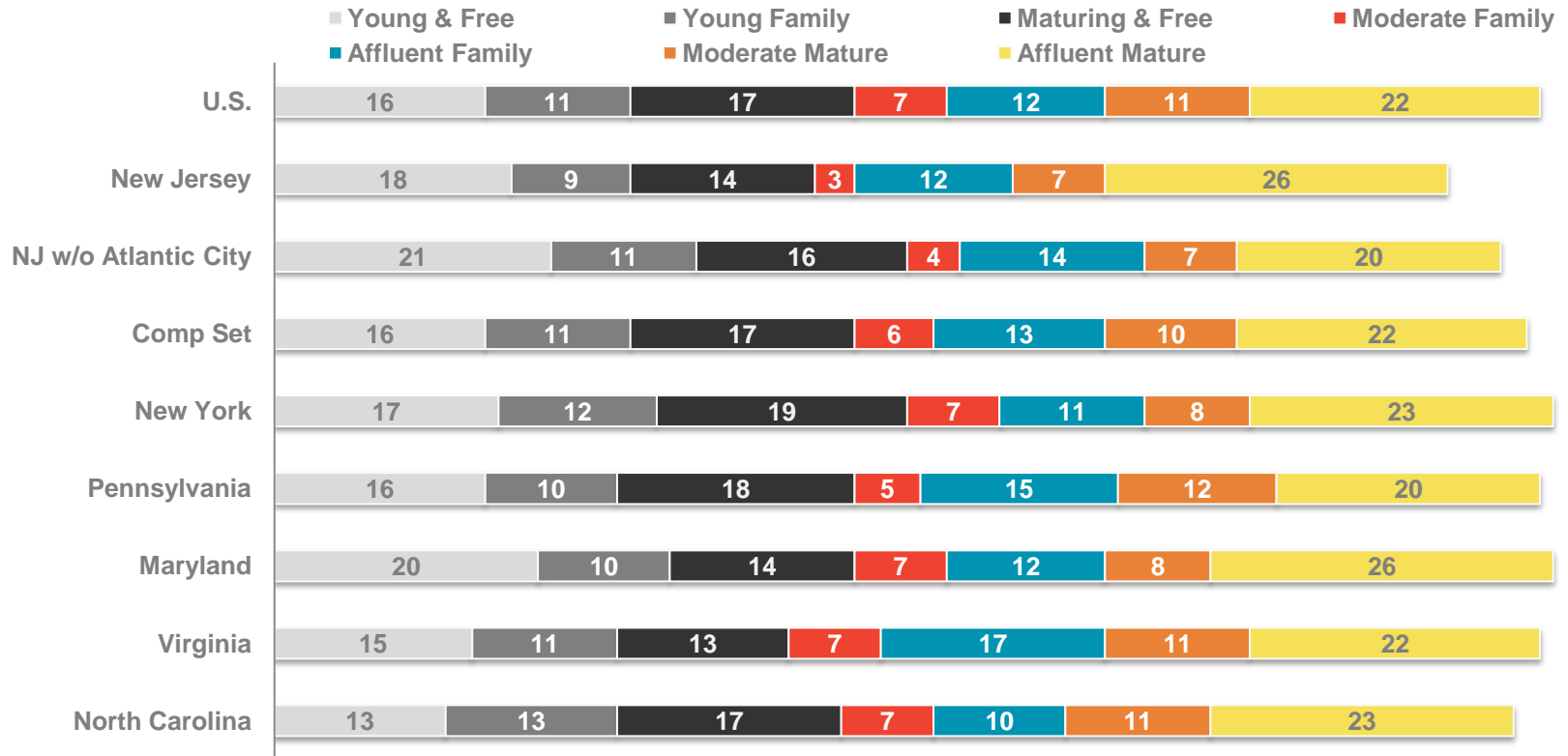|	U.S.	New Jersey	NJ w/o Atlantic City	Comp Set	New York	Pennsylvania	Maryland	Virginia	North Carolina
New York, NY	5.8%	30.2%	27.8%	14.6%	22.5%	16.2%	11.0%	9.3%	6.9%
Philadelphia, PA	2.4%	21.8%	14.2%	6.9%	4.3%	14.0%	11.4%	4.1%	2.4%
Boston, MA (Manchester, NH)	2.0%	5.0%	5.7%	2.3%	5.1%	1.5%	1.3%	1.1%	0.9%
Washington, DC (Hagerstown, MD)	2.4%	4.3%	3.6%	7.2%	3.9%	6.1%	11.9%	16.8%	4.0%
Baltimore, MD	1.3%	3.4%	3.0%	4.0%	1.8%	5.3%	13.9%	4.7%	1.6%
Orlando-Daytona Beach-Melbourne, FL	1.3%	2.8%	4.0%	1.1%	1.3%	1.1%	0.5%	0.8%	1.1%
Atlanta, GA	2.1%	2.2%	3.4%	2.4%	1.7%	1.2%	0.9%	3.0%	5.1%
Wilkes Barre-Scranton, PA	0.4%	1.6%	2.0%	1.5%	1.1%	3.4%	1.0%	0.7%	0.5%
Richmond-Petersburg, VA	0.5%	1.5%	0.3%	1.9%	0.2%	0.7%	0.8%	7.8%	1.7%
Watertown, NY	0.1%	1.5%	2.3%	0.3%	0.6%	0.1%	0.0%	0.0%	0.2%
Top 10 Sum	18.30%	74.30%	66.30%	42.20%	42.50%	49.60%	52.70%	48.30%	24.40%

Chart 22 • Segment: 2016 Overnight Leisure Person-Stays(%) • New Jersey N = 950 household count
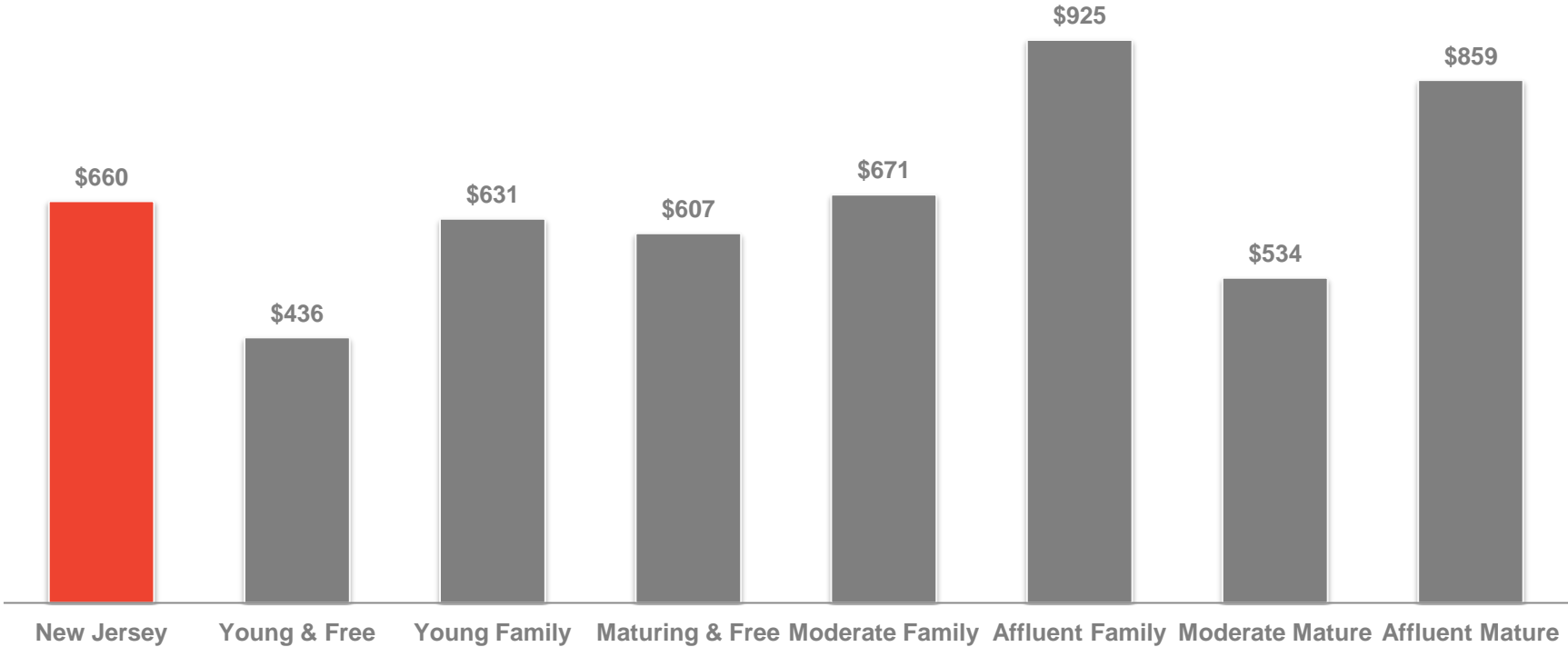
New Jersey Avg. Party per Stay Spending by Origin DMA

TRIP ORIGIN

Origin DMA	Spending
New Jersey	$660
Tampa-St. Petersburg (Sarasota), FL	$1,217
Albany-Schenectady-Troy, NY	$1,133
Orlando-Daytona Beach-Melbourne, FL	$1,021
Pittsburgh, PA	$818
Los Angeles, CA	$663
West Palm Beach-Fort Pierce, FL	$645
Baltimore, MD	$632
Hartford & New Haven, CT	$630
Philadelphia, PA	$604
Chicago, IL	$572

Chart 23 • Segment: 2014-2016 Overnight Leisure Stays ($) • New Jersey N = 3,924 household count

New Jersey Avg. Party per Stay Spending by Origin DMA (cont.)

Origin DMA	Avg. Spending
New Jersey	$660
Wilkes Barre-Scranton, PA	$630
Harrisburg-Lancaster-Lebanon-York, PA	$604
Syracuse, NY	$583
New York, NY	$572
Raleigh-Durham, NC	$563
Atlanta, GA	$560
Boston, MA (Manchester, NH)	$506
Washington, DC (Hagerstown, MD)	$469
Norfolk-Portsmouth-Newport News, VA	$406
Watertown, NY	$157

Chart 23 • Segment: 2014-2016 Overnight Leisure Stays ($) • New Jersey N = 3,924 household count

New Jersey Origin DMA Comparison

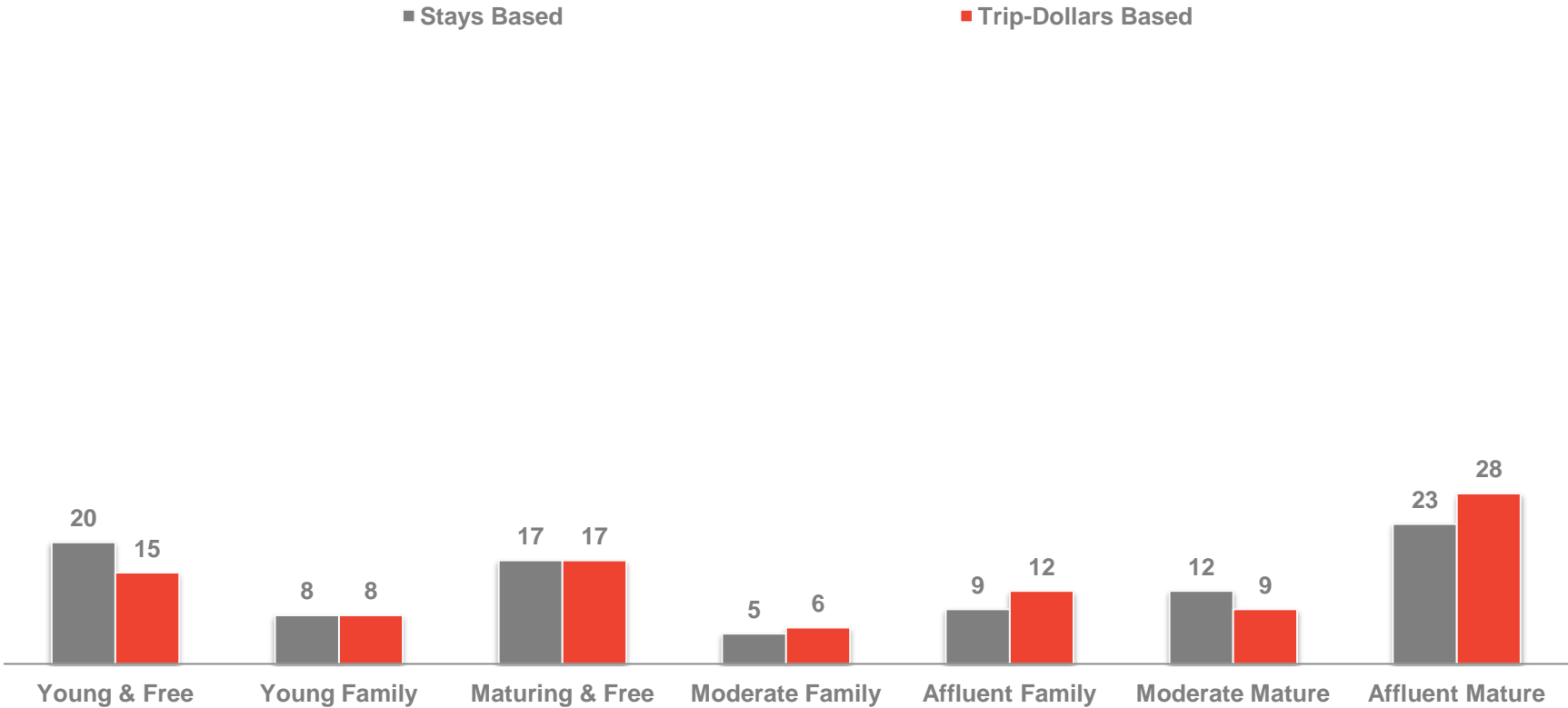■ Stays Based   ■ Trip-Dollars Based

DMA	Stays Based	Trip-Dollars Based
New York, NY	36.8	32.3
Philadelphia, PA	18.6	17.8
Washington, DC (Hagerstown, MD)	3.6	2.5
Baltimore, MD	3.3	3.4
Boston, MA (Manchester, NH)	2.9	2.5
Wilkes Barre-Scranton, PA	2.6	2.3
Harrisburg-Lancaster-Lebanon-York, PA	2.1	2.2
Orlando-Daytona Beach-Melbourne, FL	1.8	2.4
Atlanta, GA	1.6	1.4
Albany-Schenectady-Troy, NY	1.6	2.4

Chart 24 ● Segment: 2014-2016 Overnight Leisure (%) ● New Jersey N = 3,924 household count

Main Mode of Transportation:
U.S., New Jersey and Comp Set

Legend: ■ Air ■ Auto ■ Other

	Air	Auto	Other
U.S.	11	86	3
New Jersey	7	85	8
NJ w/o Atlantic City	10	83	8
Comp Set	8	87	5
New York	14	74	12
Pennsylvania	4	93	3
Maryland	9	87	4
Virginia	5	93	2
North Carolina	5	93	2
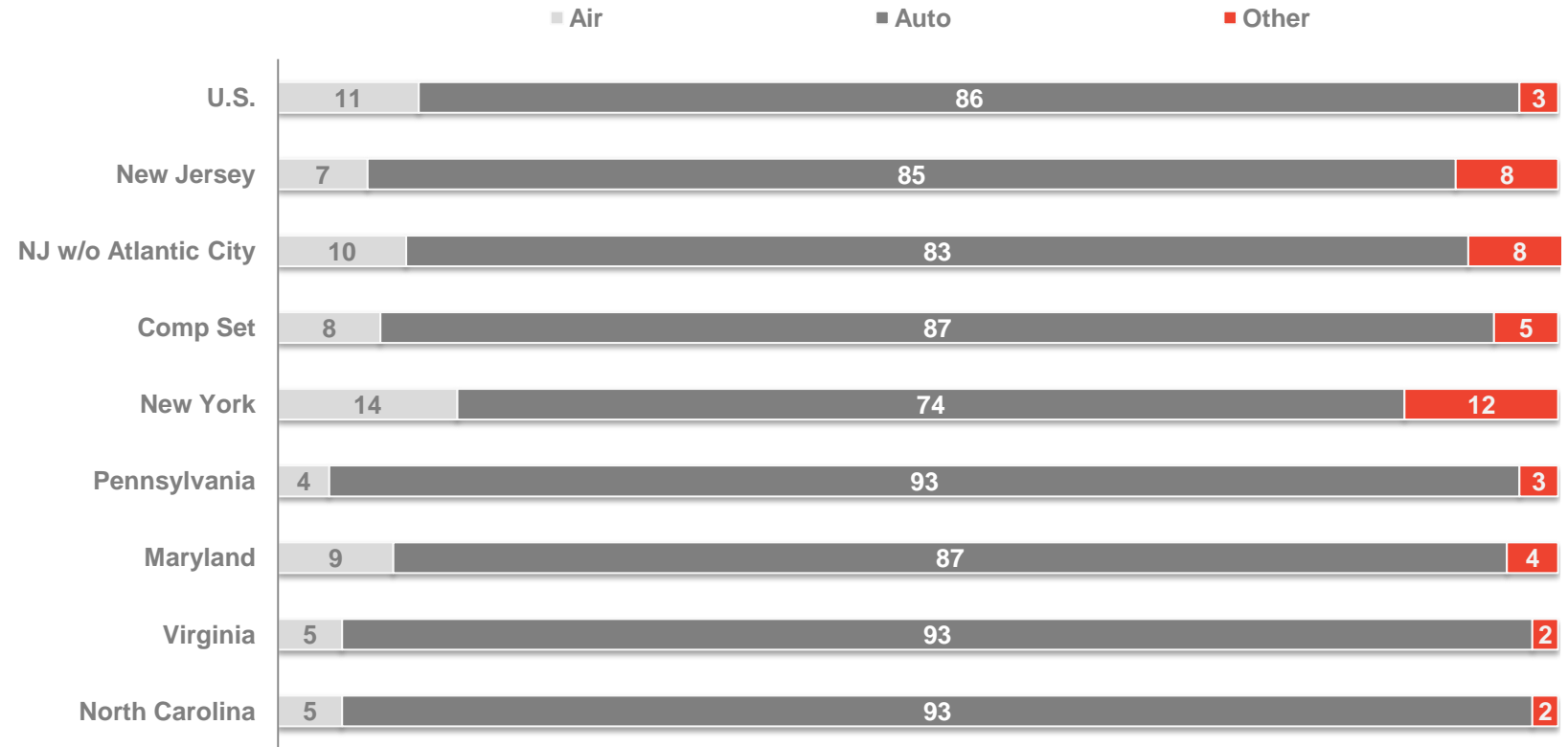
Chart 25 • Segment: 2016 Overnight Leisure Person-Stays(%) • New Jersey N = 950 household count

One-Way Travel Distance by Auto:
U.S., New Jersey and Comp Set

Legend: ■ 100 miles or less ■ 101-200 miles ■ 201-300 miles ■ 301-500 miles ■ 501+ miles

	100 miles or less	101-200 miles	201-300 miles	301-500 miles	501+ miles
U.S.	24	26	16	14	20
New Jersey	45	24	11	3	17
NJ w/o Atlantic City	37	23	13	4	24
Comp Set	27	30	15	13	15
New York	29	28	13	9	22
Pennsylvania	36	28	14	10	12
Maryland	26	35	15	12	12
Virginia	19	33	19	16	13
North Carolina	22	30	15	18	14
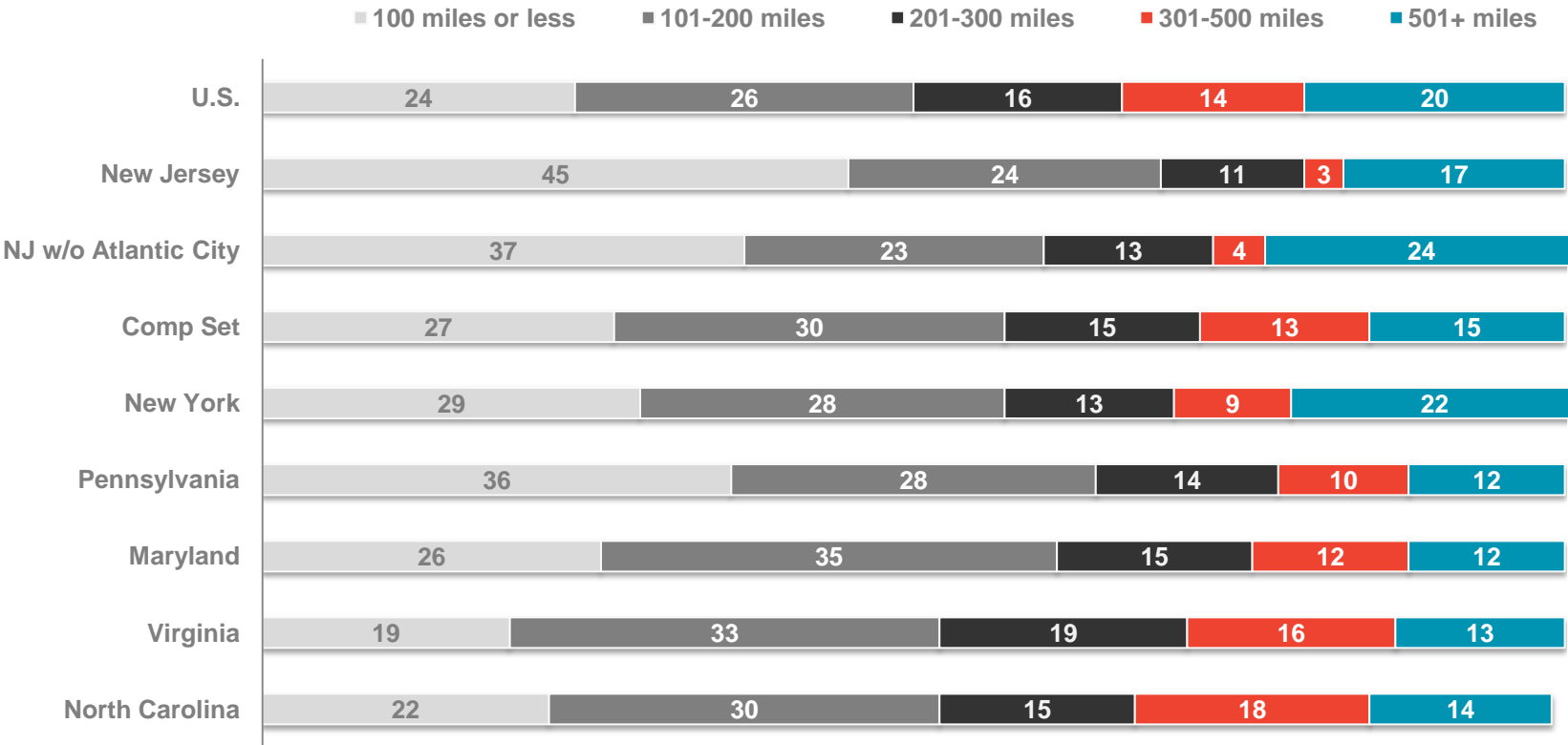
Chart 26 • Segment: 2016 Overnight Leisure Person-Stays(%) • New Jersey N = 950 household count

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One-Way Travel Distance by Air:
U.S., New Jersey and Comp Set

Legend: 300 miles or less | 301-700 miles | 701-1,000 miles | 1,001+ miles

	300 miles or less	301-700 miles	701-1,000 miles	1,001+ miles
U.S.	6	22	21	51
New Jersey	19	9	22	49
NJ w/o Atlantic City	16	9	24	51
Comp Set	11	24	20	45
New York	11	16	22	51
Pennsylvania	9	29	23	38
Maryland	25	21	13	41
Virginia	7	31	16	46
North Carolina	5	52	15	28
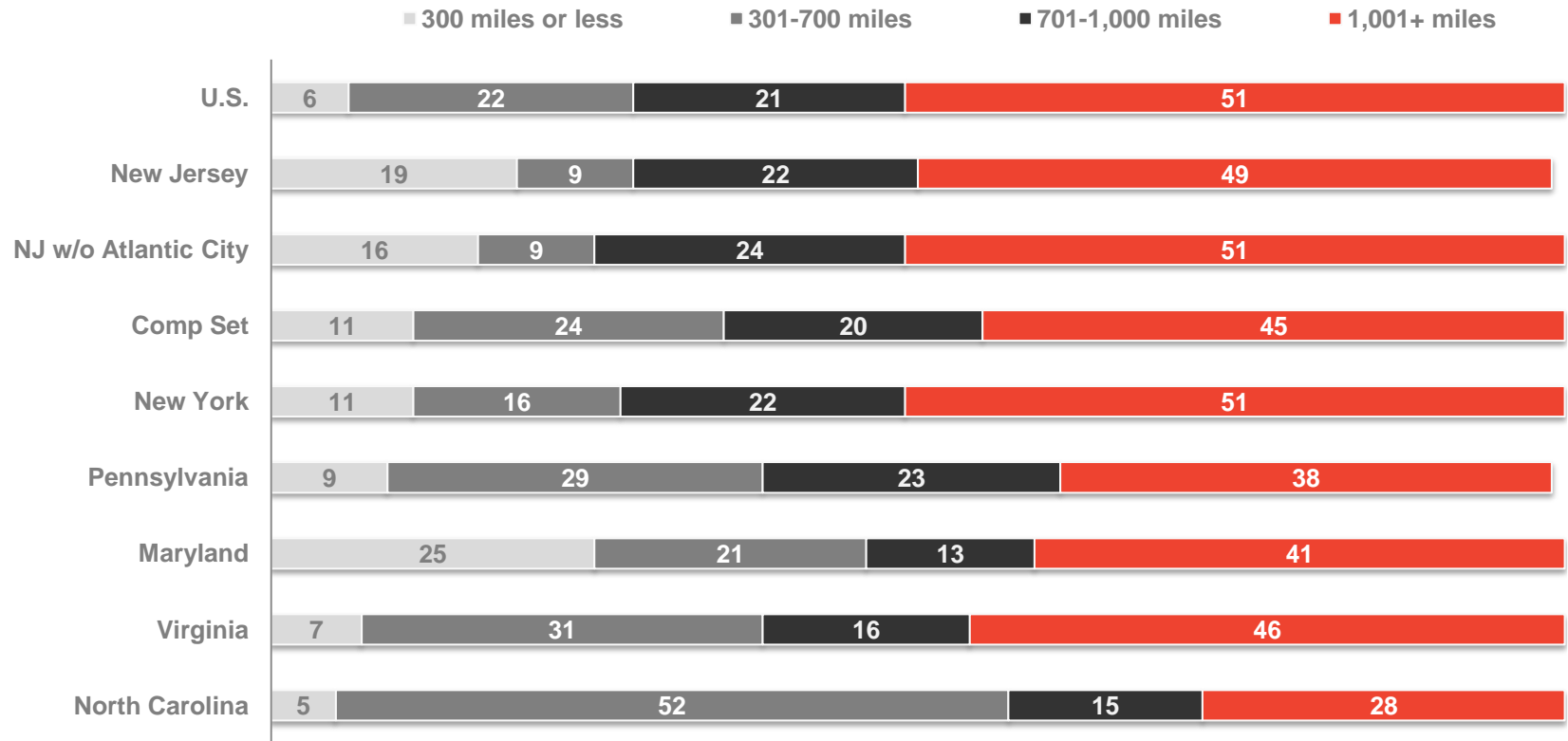
Chart 27 • Segment: 2016 Overnight Leisure Person-Stays(%) • New Jersey N = 950 household count

New Jersey Month Trip Started
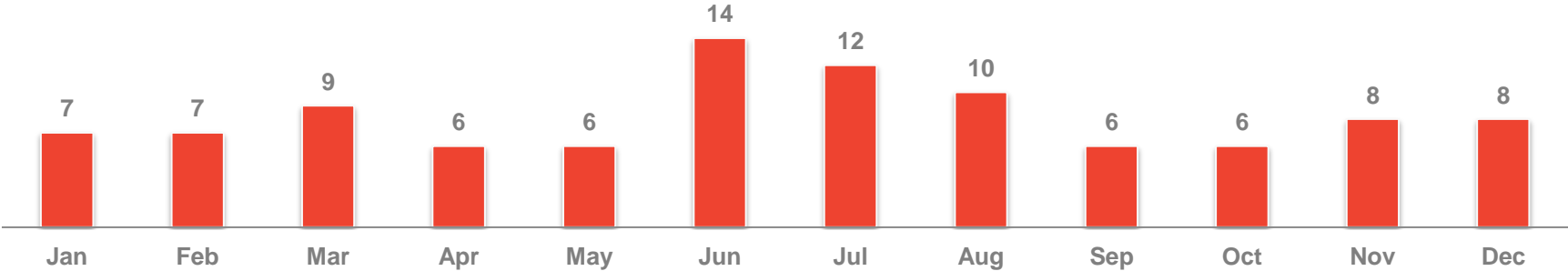
Chart 28 • Segment: 2016 Overnight Leisure Person-Stays(%) • New Jersey N = 950 household count

Trip Timing by Quarter:
U.S., New Jersey and Comp Set

Legend: ■ First Quarter   ■ Second Quarter   ■ Third Quarter   ■ Fourth Quarter

	First Quarter	Second Quarter	Third Quarter	Fourth Quarter
U.S.	21	26	32	22
New Jersey	24	26	29	22
NJ w/o Atlantic City	21	27	30	22
Comp Set	19	26	33	23
New York	20	28	29	24
Pennsylvania	18	24	35	22
Maryland	21	26	36	16
Virginia	21	25	31	24
North Carolina	15	25	36	24

Chart 29 • Segment: 2016 Overnight Leisure Person-Stays(%) • New Jersey N = 950 household count
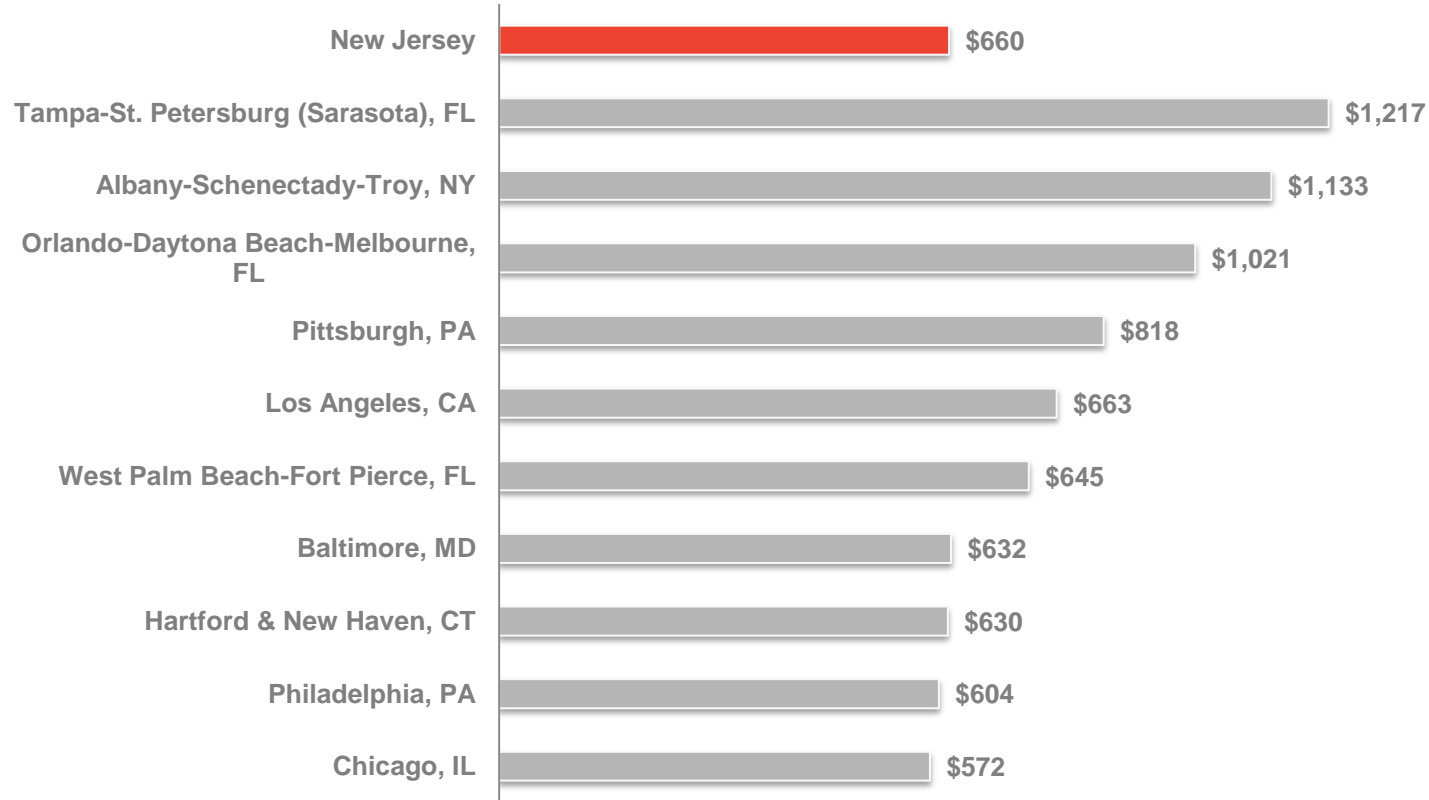
New Jersey Avg. Party per Stay Spending by Quarter
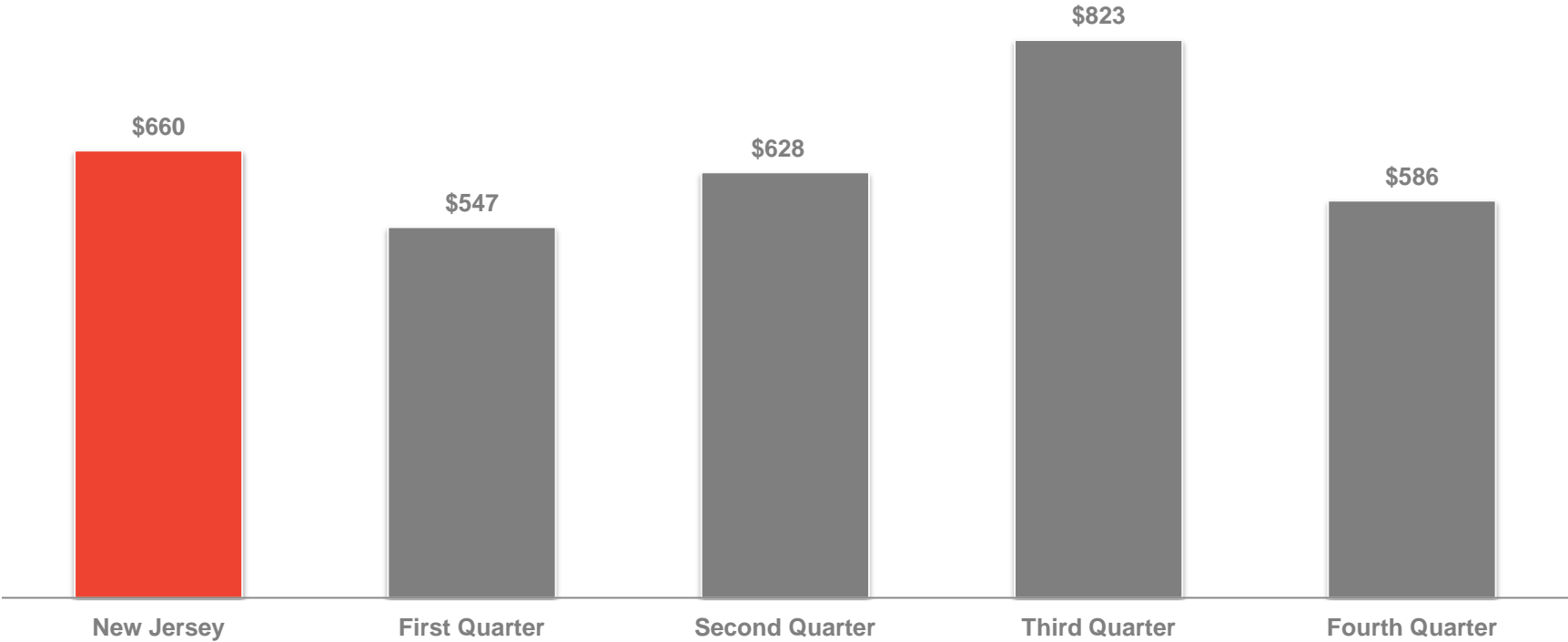
Chart 30 • Segment: 2014-2016 Overnight Leisure Stays ($) • New Jersey N = 3,924 household count

New Jersey Trip Timing Comparison by Quarter

■ Stays Based   ■ Trip-Dollars Based

	First Quarter	Second Quarter	Third Quarter	Fourth Quarter
Stays Based	20	22	31	27
Trip-Dollars Based	16	19	41	23

Chart 31 • Segment: 2014-2016 Overnight Leisure (%) • New Jersey N = 3,924 household count

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Trip Timing by Season:
U.S., New Jersey and Comp Set

	Winter	Spring	Summer	Fall
U.S.	21	25	33	22
New Jersey	23	22	37	19
NJ w/o Atlantic City	18	20	43	19
Comp Set	19	24	33	24
New York	21	26	32	21
Pennsylvania	20	23	32	25
Maryland	21	22	36	21
Virginia	18	24	35	23
North Carolina	18	22	32	28

Chart 32 • Segment: 2016 Overnight Leisure Person-Stays(%) • New Jersey N = 950 household count
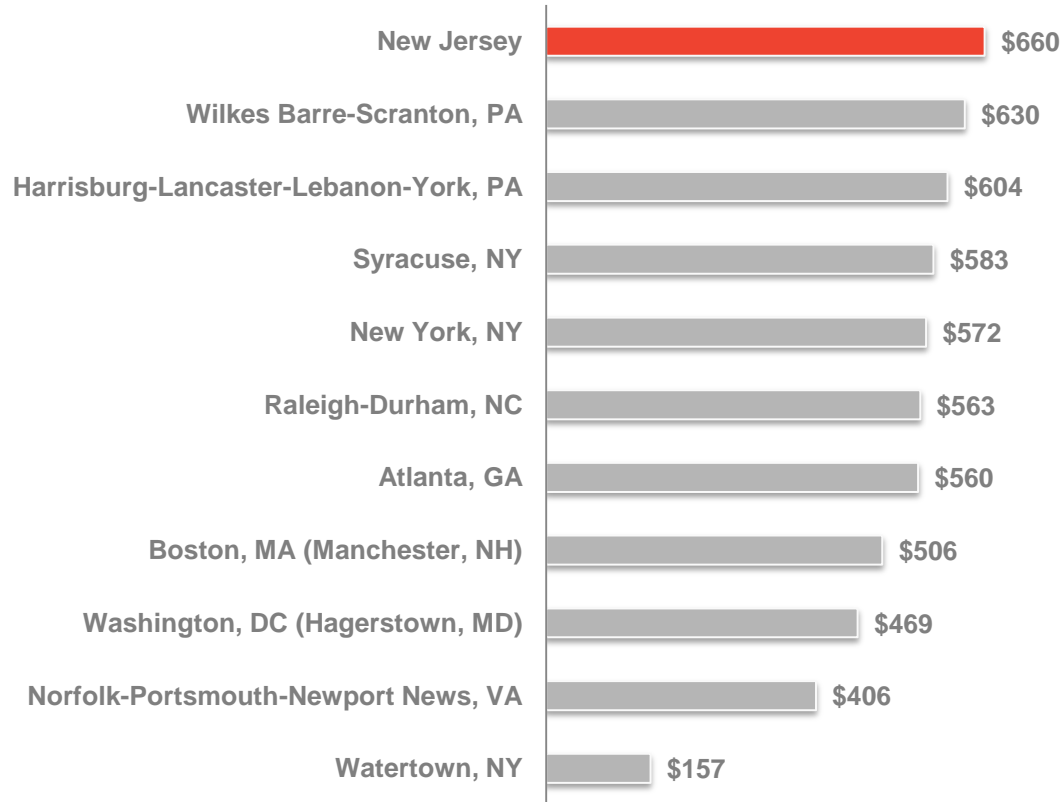
New Jersey Avg. Party per Trip Spending by Season

Chart 33 • Segment: 2014-2016 Overnight Leisure Stays ($) • New Jersey N = 3,924 household count

New Jersey Trip Timing Comparison by Season

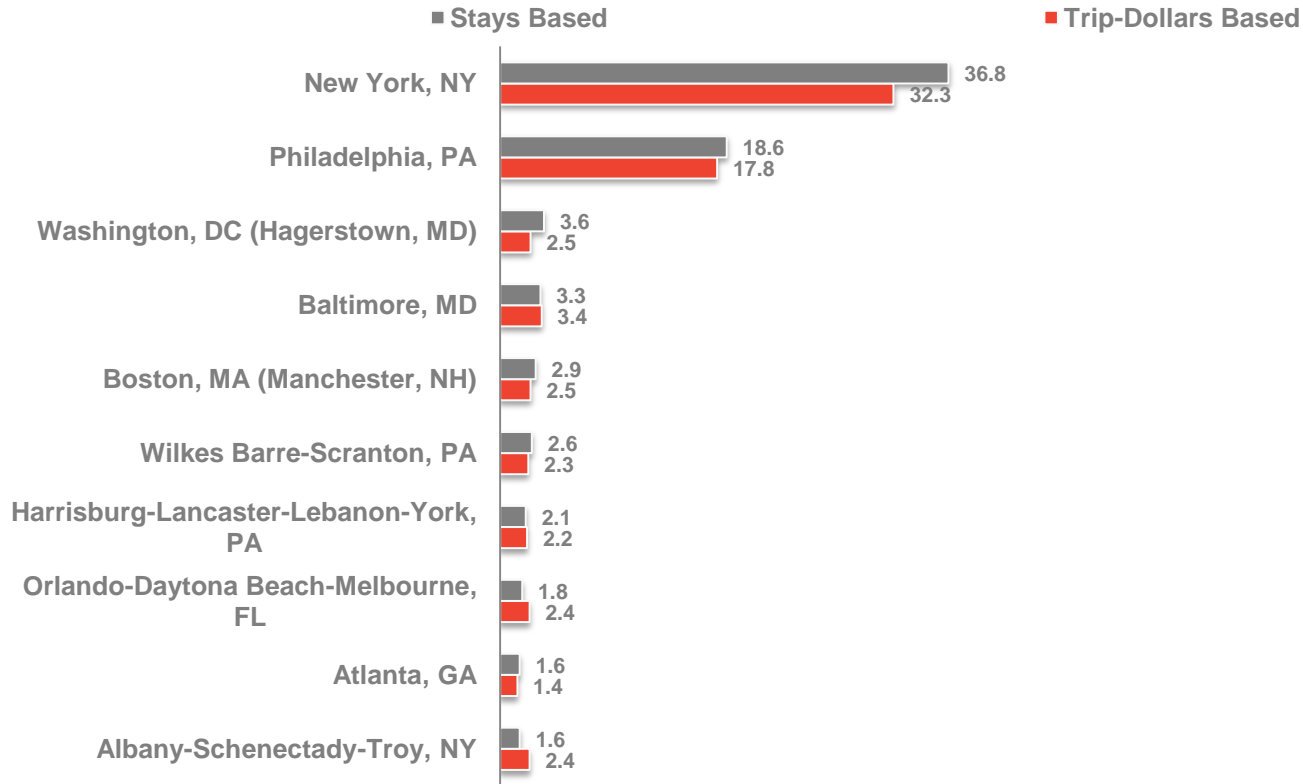■ Stays Based   ■ Trip-Dollars Based

	Winter	Spring	Summer	Fall
Stays Based	23	20	34	23
Trip-Dollars Based	17	18	43	21

Chart 34 • Segment: 2014-2016 Overnight Leisure (%) • New Jersey N = 3,924 household count

Purpose of Stay Distribution:
U.S., New Jersey and Comp Set

Legend:
- Getaway Weekend (Overnight)
- General Vacation (Overnight)
- Vacation/Getaway (day)
- Visit Friends/Relatives
- Special Events
- Convention/Show/Conference
- Medical/Health Care
- Seminar/Class/Training
- Other Personal/Leisure

	Getaway Weekend (Overnight)	General Vacation (Overnight)	Visit Friends/Relatives	Special Events	Convention/Show/Conference	Medical/Health Care	Seminar/Class/Training	Other Personal/Leisure
U.S.	22	18	32	14	2	1	1	9
New Jersey	28	19	26	14	2	0		11
NJ w/o Atlantic City	15	20	39	18	2	0		6
Comp Set	20	16	37	13	3	1	1	9
New York	23	16	35	14	3	1	0	8
Pennsylvania	23	12	33	14	4	1	0	13
Maryland	21	21	31	12	4	1	0	8
Virginia	18	16	41	12	2	1	1	8
North Carolina	15	17	43	13	1	2	1	8

Chart 35 • Segment: 2016 Overnight Leisure Person-Stays(%) • New Jersey N = 950 household count

New Jersey Avg. Party per Trip Spending by Purpose of Stay
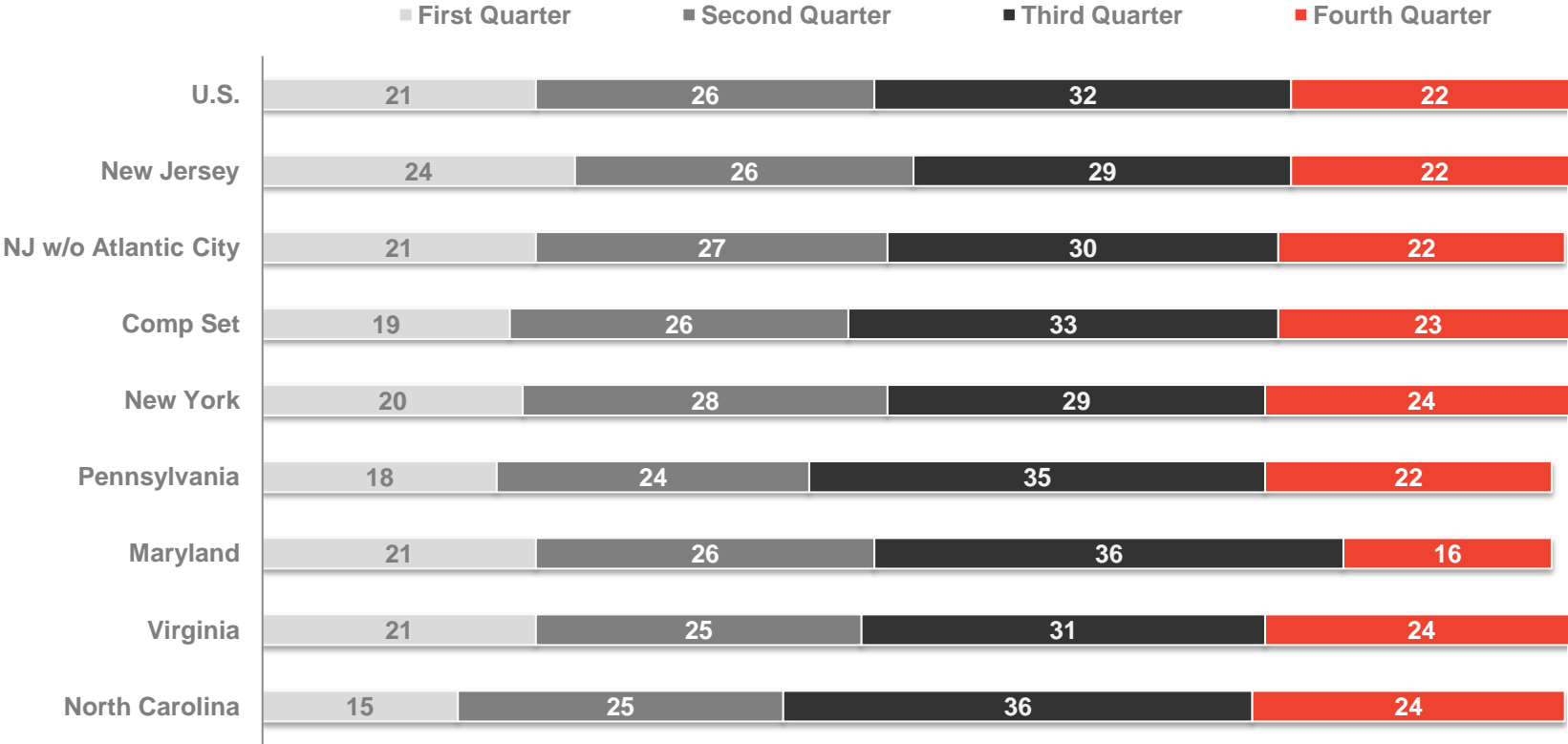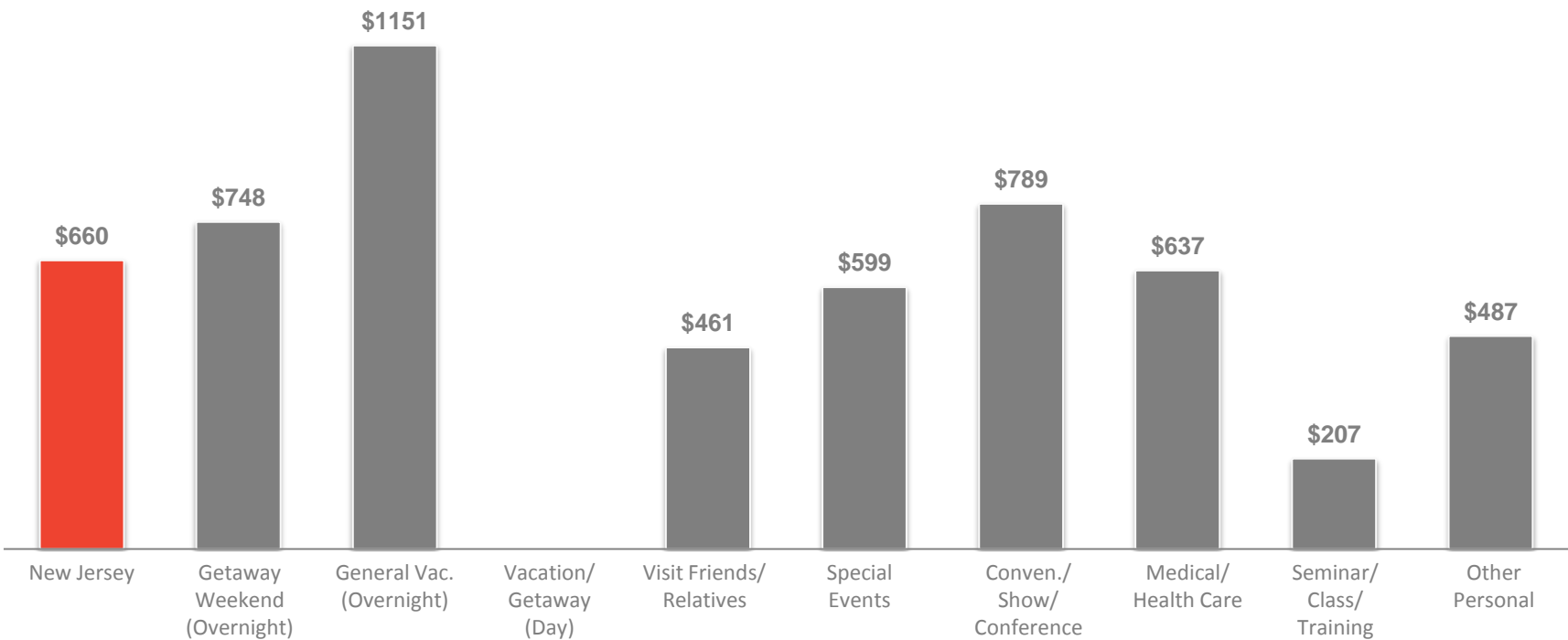
Chart 36 • Segment: 2014-2016 Overnight Leisure Stays ($) • New Jersey N = 3,924 household count

New Jersey Purpose of Stay Comparison

■ **Stays Based**   ■ **Trip-Dollars Based**

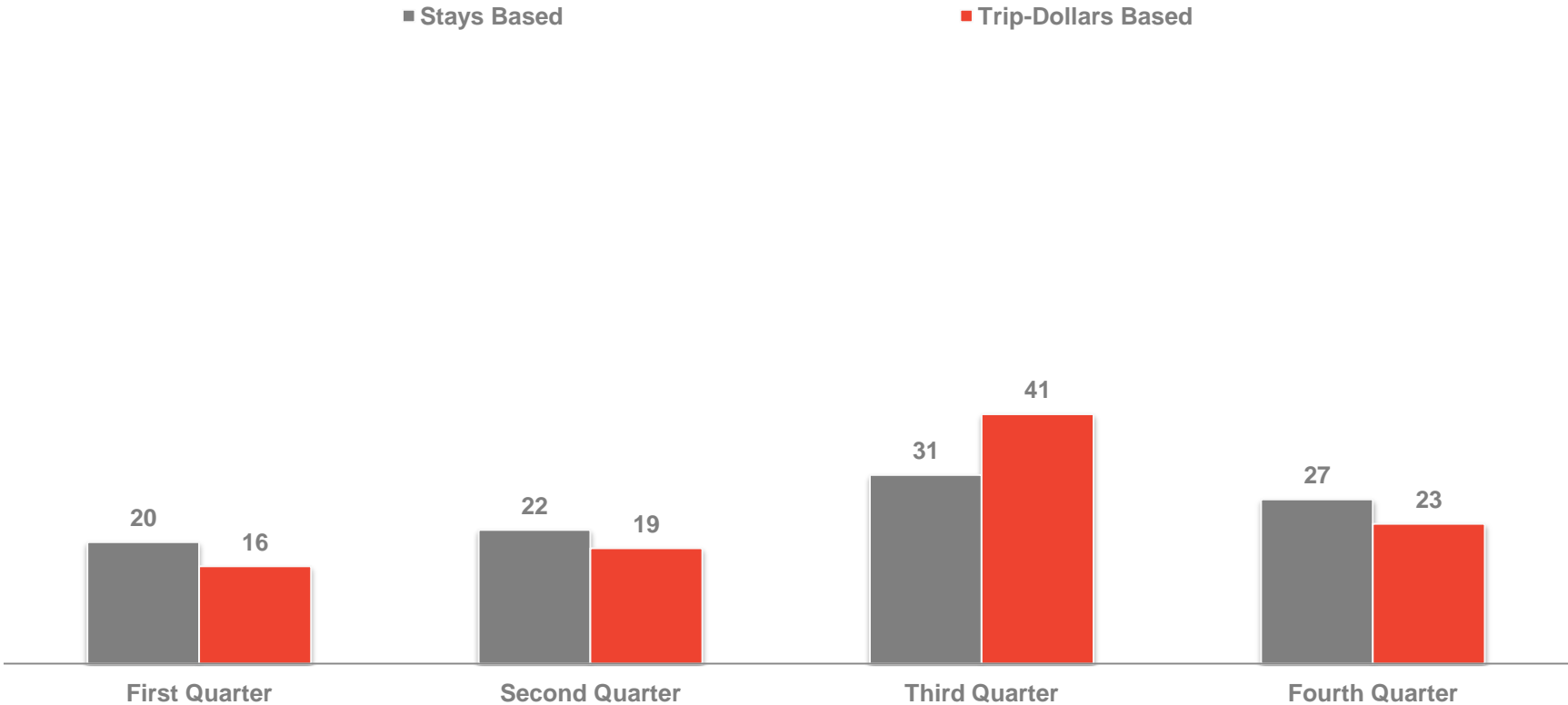| Purpose	Stays Based	Trip-Dollars Based
Getaway Weekend (Overnight)	27	29
General Vac. (Overnight)	16	30
Vacation/ Getaway (Day)		
Visit Friends/ Relatives	34	23
Special Events	12	11
Conven./ Show/ Conference	2	3
Medical/ Health Care	1	
Seminar/ Class/ Training	2	
Other Personal	7	4

Chart 37 • Segment: 2014-2016 Overnight Leisure (%) • New Jersey N = 3,924 household count

Travel Party Composition:
U.S., New Jersey and Comp Set

Average

Legend: ■ One Adult ■ Couples ■ MM/FF ■ Three or More Adults ■ Children Present

Average		One Adult	Couples	MM/FF	Three or More Adults	Children Present
2.09	U.S.	31	41	6	6	16
2.14	New Jersey	27	43	5	7	17
2.03	NJ w/o Atlantic City	35	37	4	6	18
2.08	Comp Set	32	39	6	7	16
2.00	New York	35	35	8	7	14
2.12	Pennsylvania	30	41	7	6	16
2.07	Maryland	29	48	5	5	13
2.22	Virginia	28	41	5	7	20
2.08	North Carolina	35	39	4	6	15
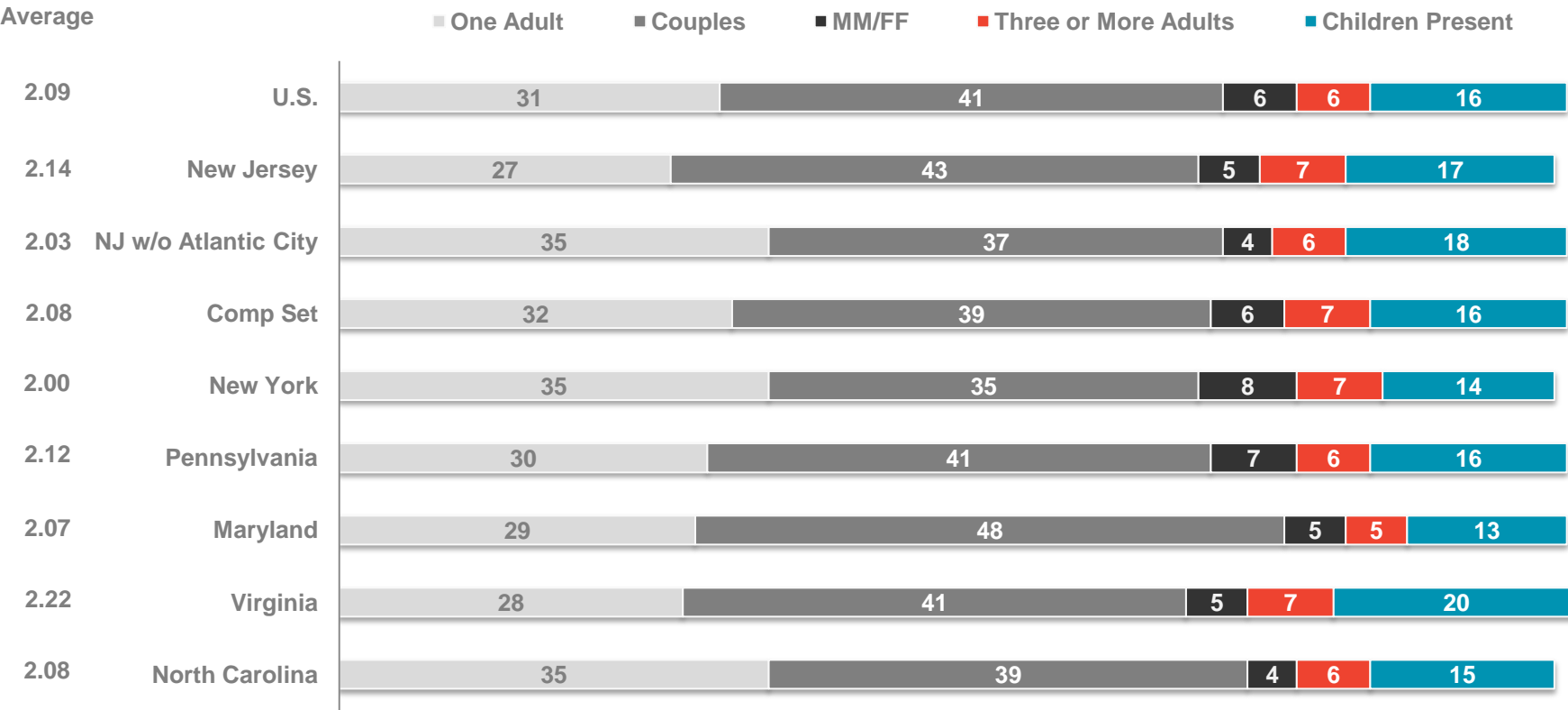
Chart 38 • Segment: 2016 Overnight Leisure Stays (%) • New Jersey N = 950 household count

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Average Travel Party Size Overview:
U.S., New Jersey and Comp Set

■ 2015   ■ 2016

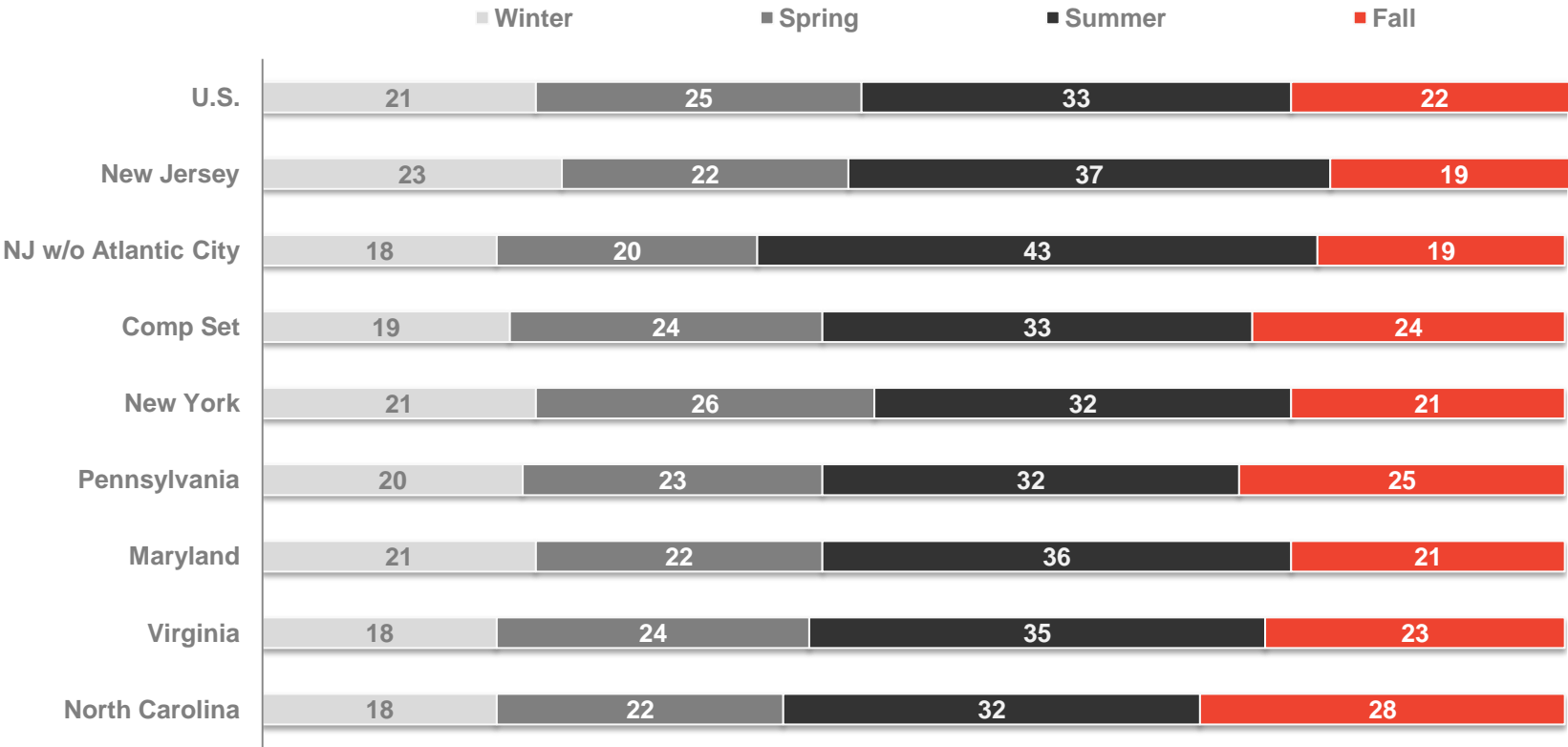|	U.S.	New Jersey	NJ w/o Atlantic City	Comp Set	New York	Pennsylvania	Maryland	Virginia	North Carolina
2015	2.09	2.12	2.07	2.09	1.97	2.08	2.2	2.18	2.15
2016	2.09	2.14	2.03	2.08	2.00	2.12	2.07	2.22	2.08
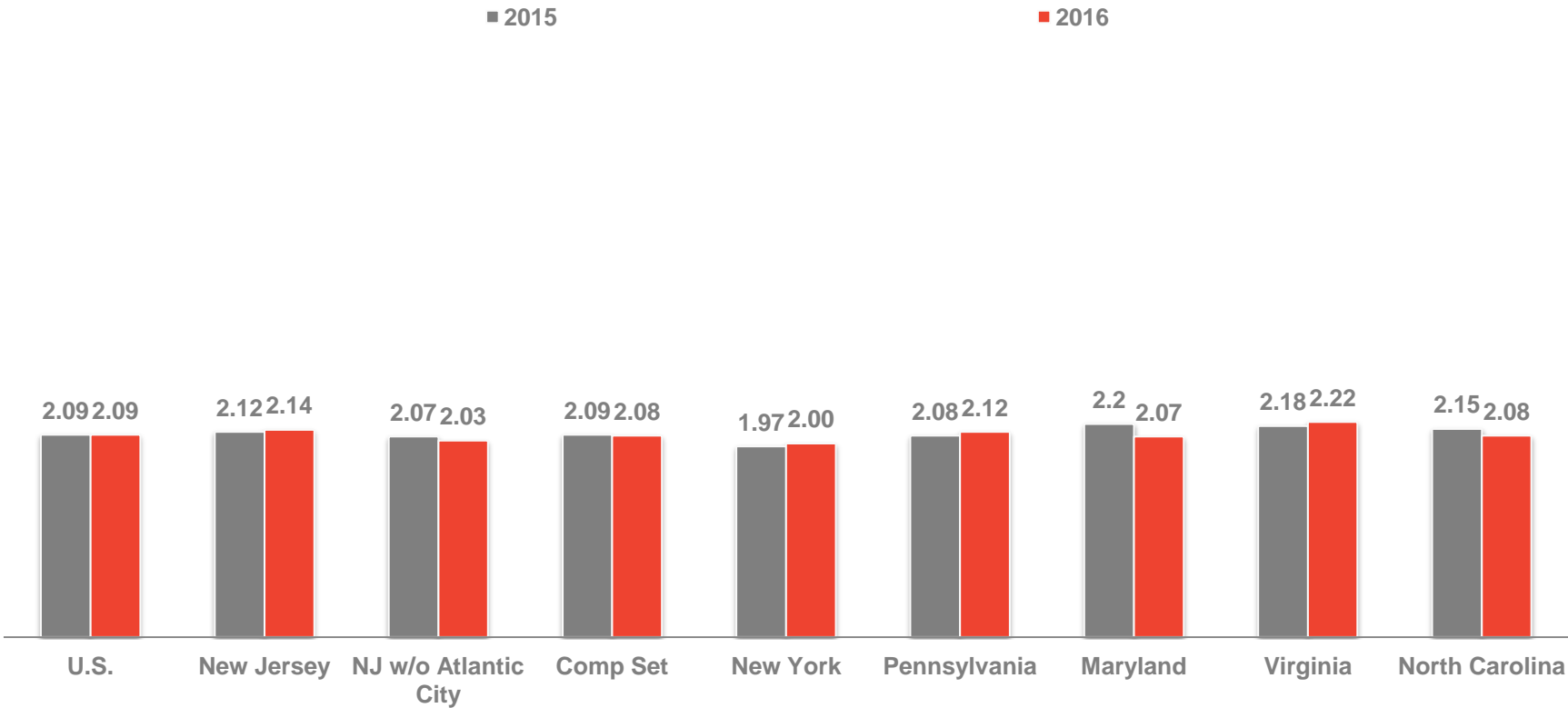
Chart 39 • Segment: 2015/2016 Overnight Leisure Stays • New Jersey N = 1,434/950 household count

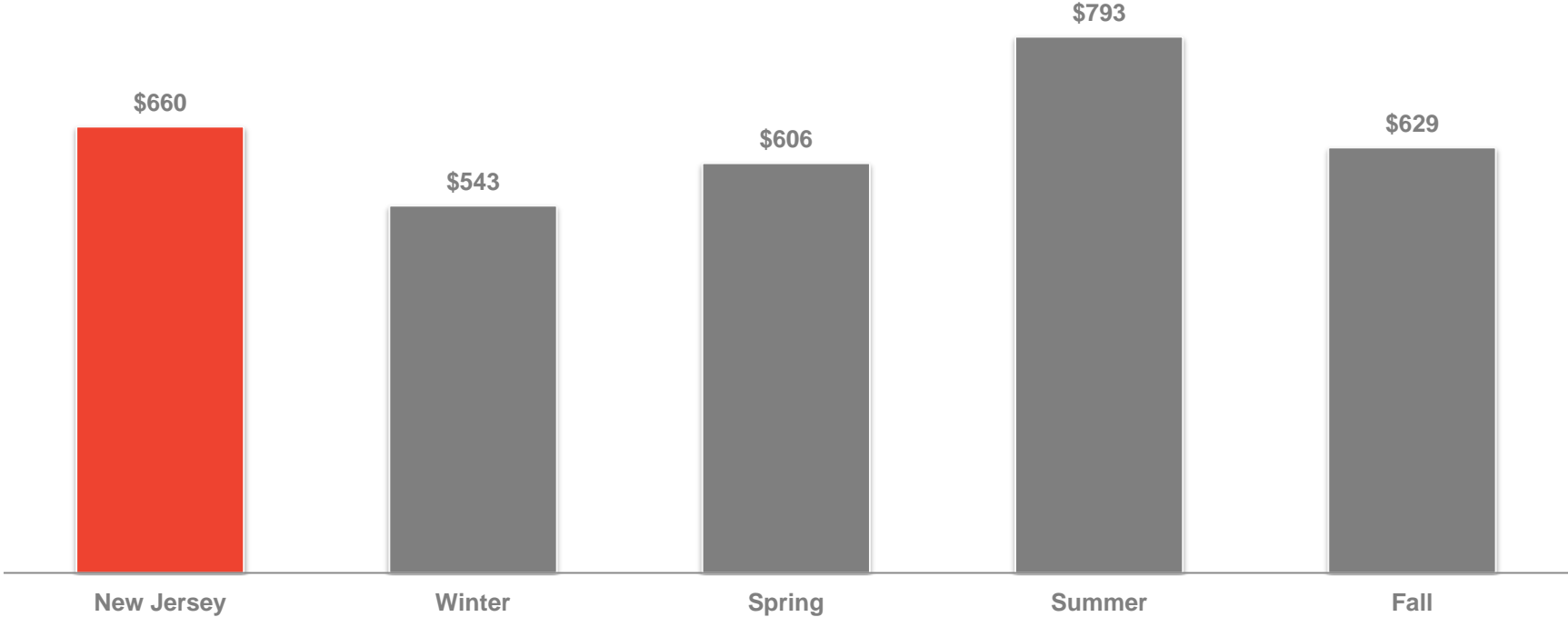# New Jersey Avg. Party per Trip Spending by Travel Party Composition
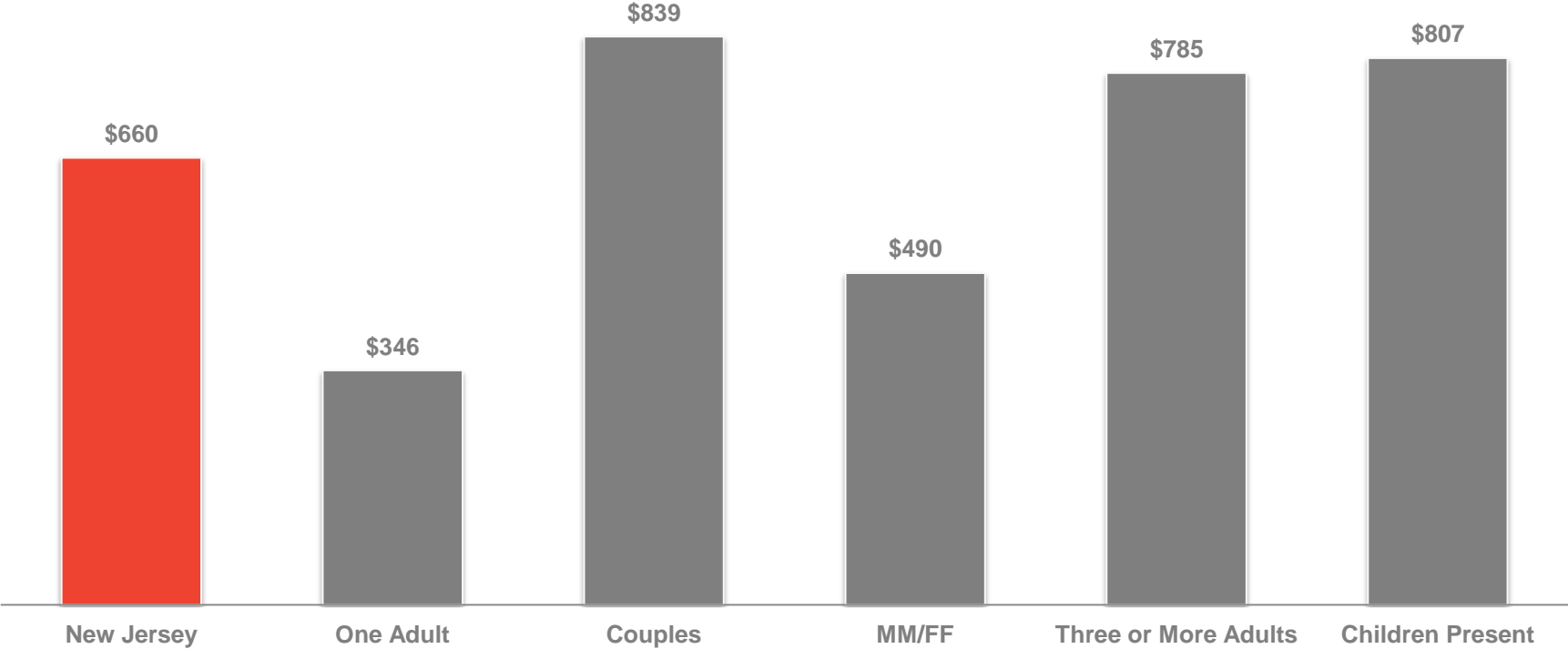
Chart 40 • Segment: 2014-2016 Overnight Leisure Stays ($) • New Jersey N = 3,924 household count

New Jersey Travel Party Comparison

■ Stays Based   ■ Trip-Dollars Based

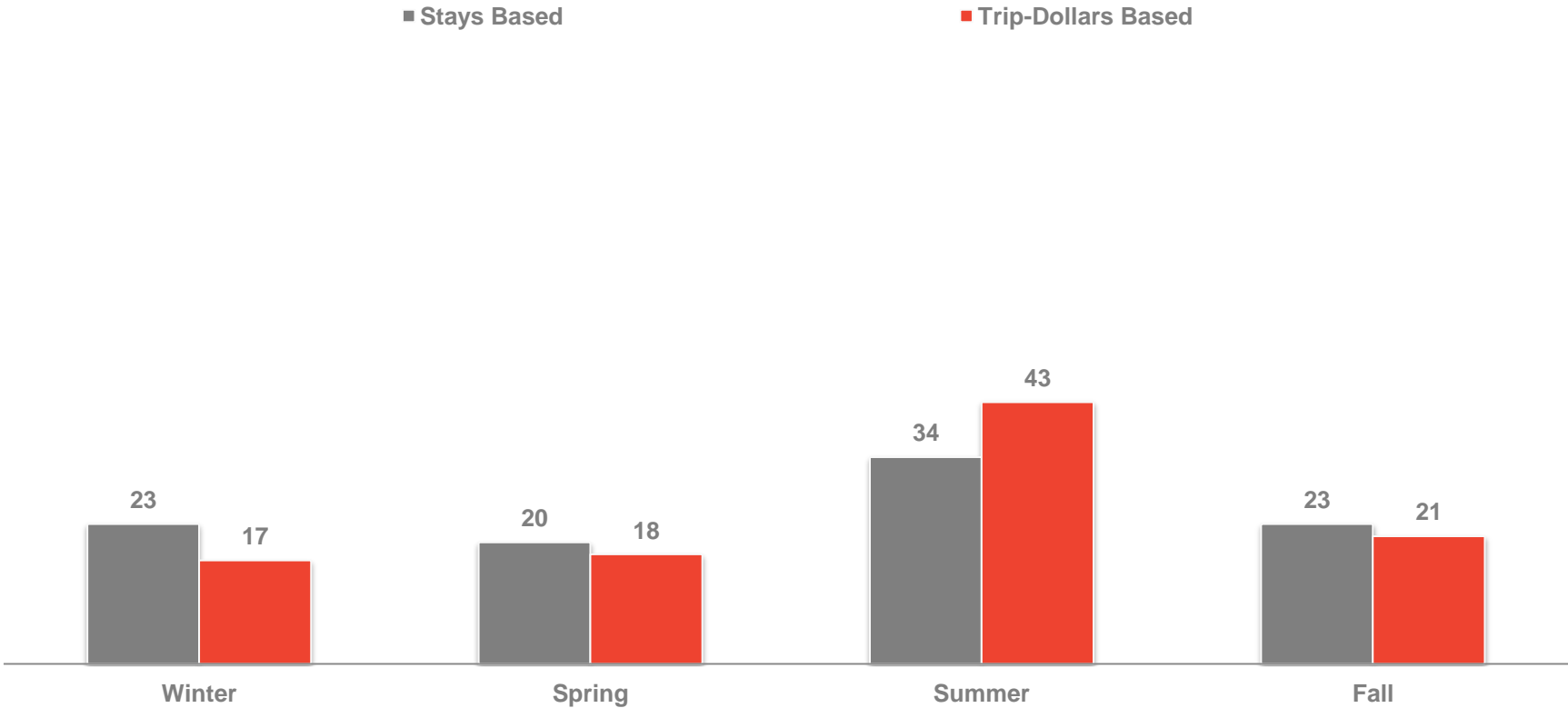| One Adult	Couples	MM/FF	Three or More Adults	Children Present
29 / 13	41 / 43	6 / 5	8 / 14	16 / 25
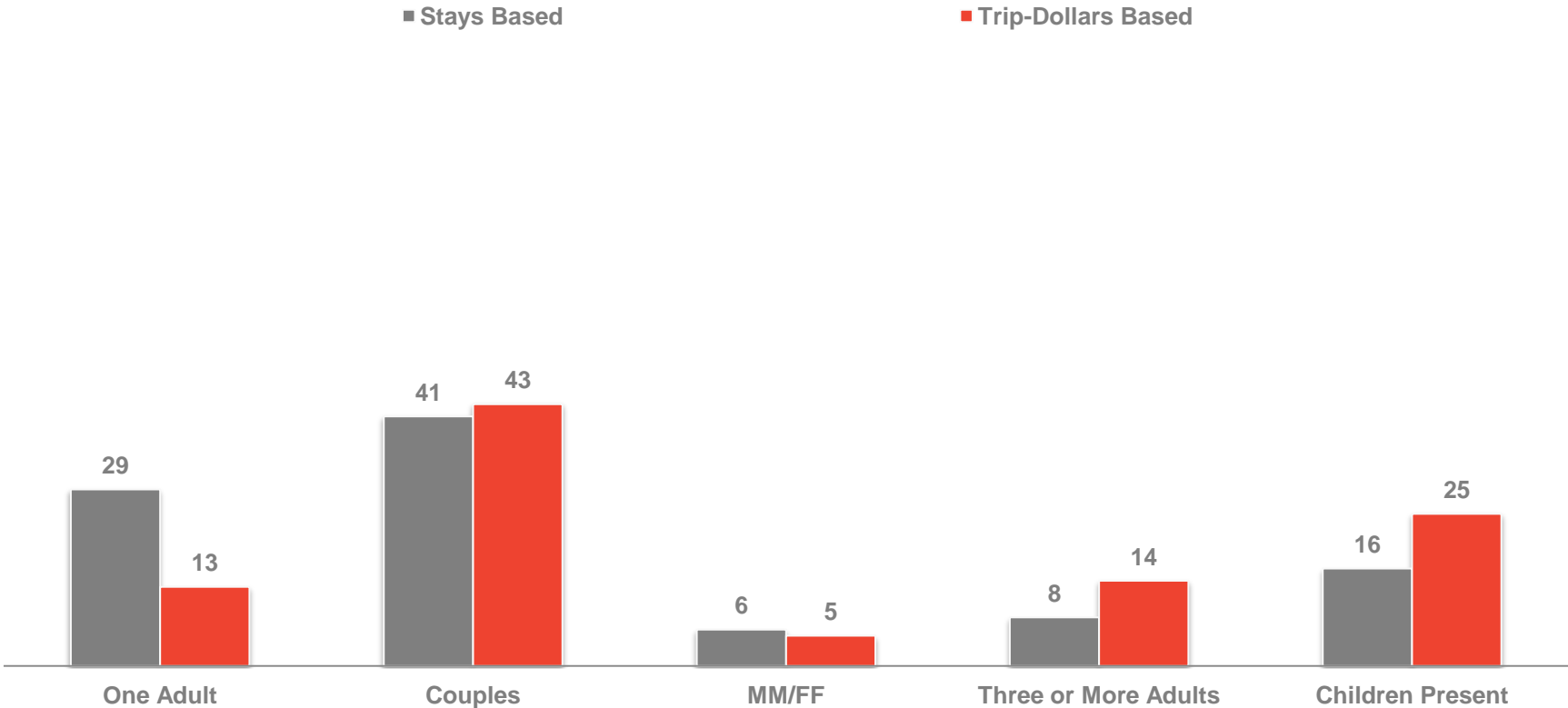
Chart 41 • Segment: 2014-2016 Overnight Leisure (%) • New Jersey N = 3,924 household count

Stay Length Distribution:
U.S., New Jersey and Comp Set

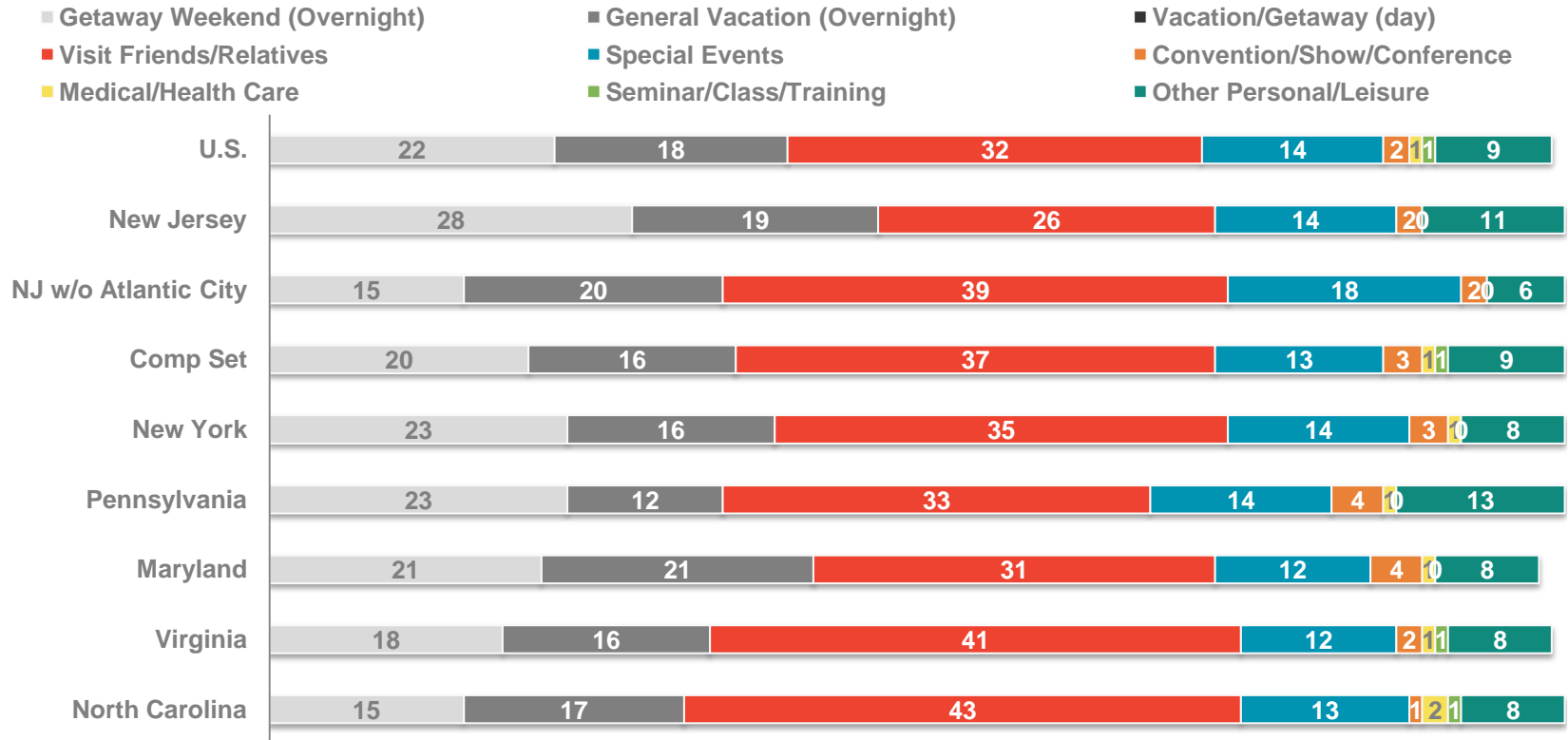Average | ■ Day Trips ■ 1 night ■ 2-3 nights ■ 4-7 nights ■ 8+ nights

Average		Day Trips	1 night	2-3 nights	4-7 nights	8+ nights
2.62	U.S.	40		40	17	4
2.71	New Jersey	37		43	17	4
3.08	NJ w/o Atlantic City	32		42	21	5
2.59	Comp Set	41		39	16	4
2.48	New York	39		43	16	3
2.36	Pennsylvania	46		37	15	3
3.00	Maryland	39		36	19	6
2.65	Virginia	43		37	16	5
2.81	North Carolina	38		39	18	5
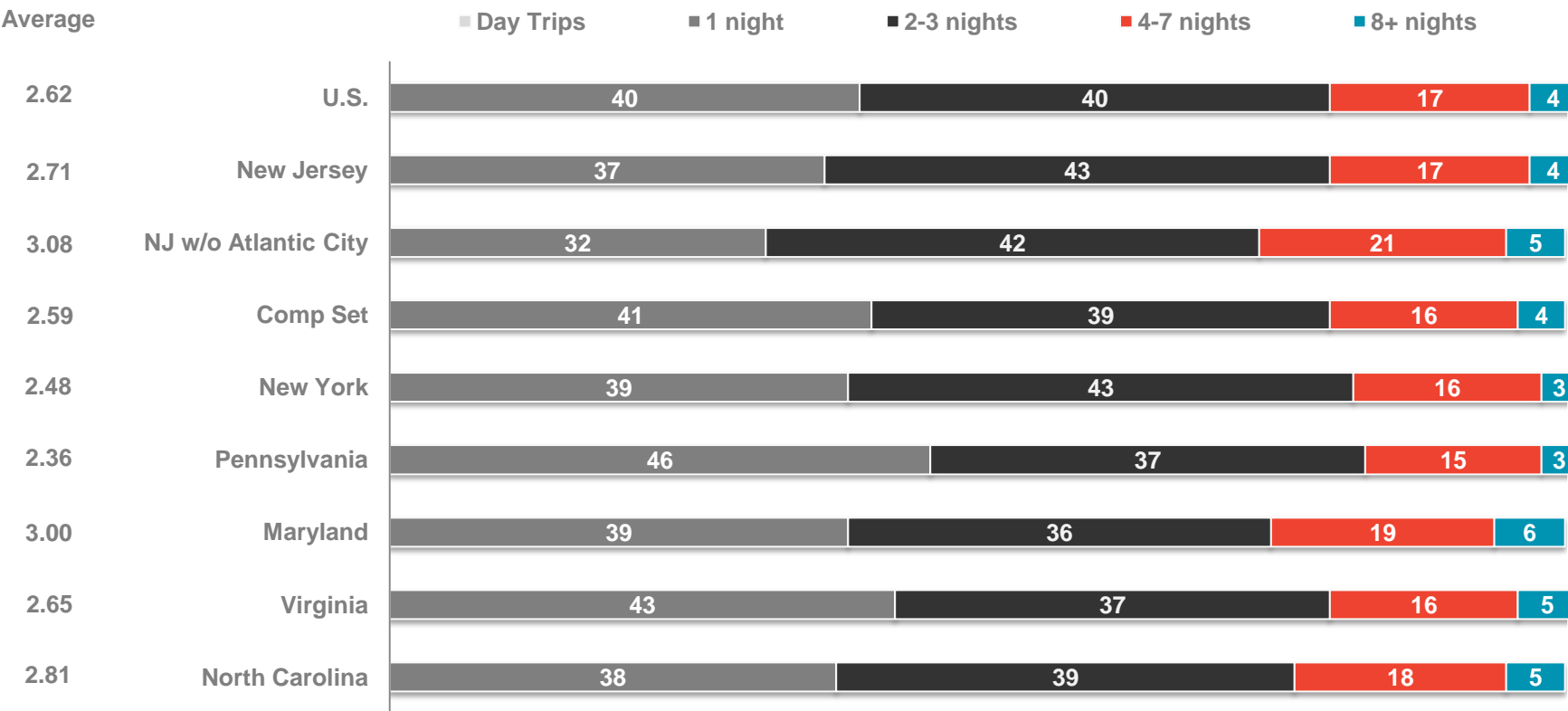
Chart 42 • Segment: 2016 Overnight Leisure Stays (%) • New Jersey N = 950 household count

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Average Stay Length Overview:
U.S., New Jersey and Comp Set

■ 2015　　　　　　　　　■ 2016

	U.S.	New Jersey	NJ w/o Atlantic City	Comp Set	New York	Pennsylvania	Maryland	Virginia	North Carolina
2015	2.67	2.61	2.91	2.54	2.56	2.38	2.95	2.52	2.52
2016	2.62	2.71	3.08	2.59	2.48	2.36	3.00	2.65	2.81
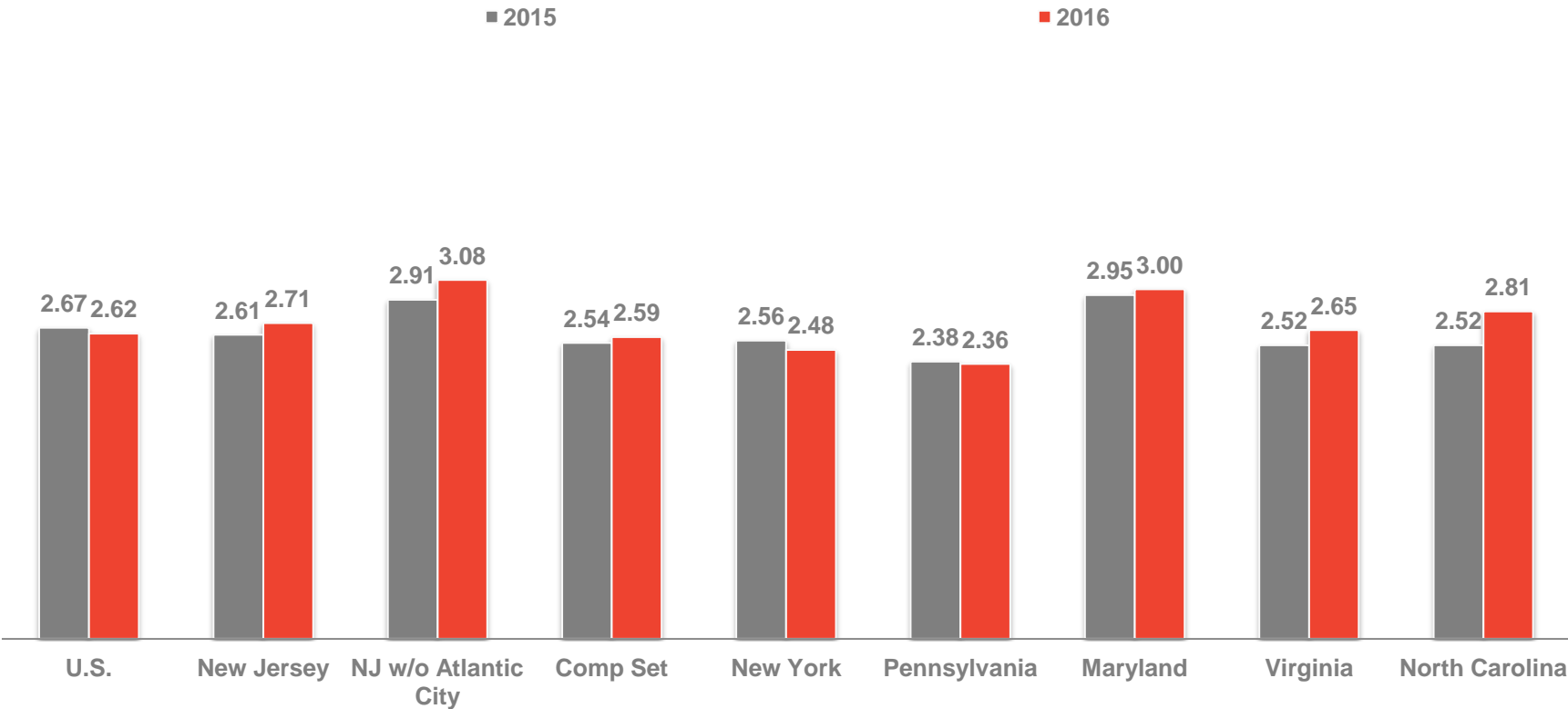
Chart 43 • Segment: 2015/2016 Overnight Leisure Stays • New Jersey N = 1,434/950 household count

New Jersey Avg. Party per Stay Spending by Stay Length

$660 — New Jersey
$356 — 1 night
$553 — 2 nights
$869 — 3 nights
$1,417 — 4-7 nights
$1,342 — 8+ nights
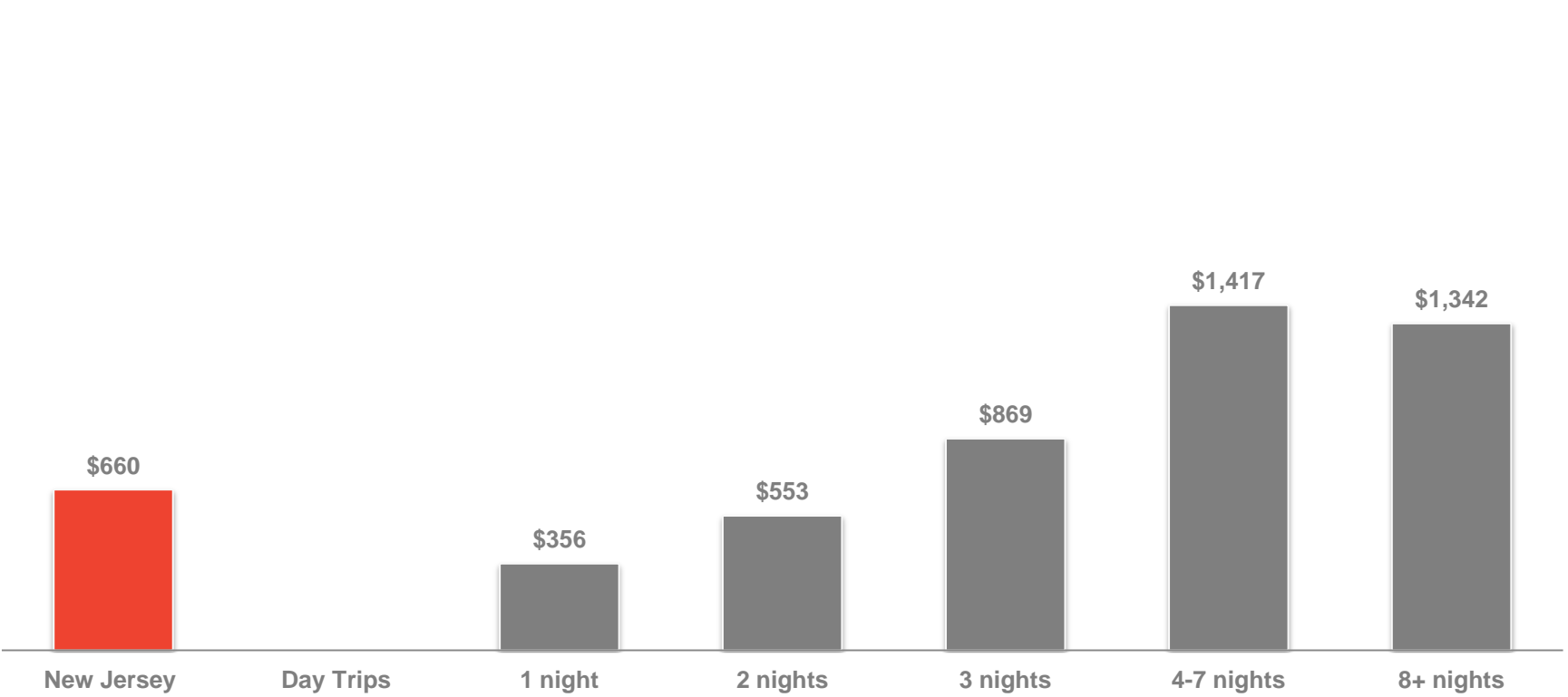
Chart 44 • Segment: 2014-2016 Overnight Leisure Stays ($) • New Jersey N = 3,924 household count
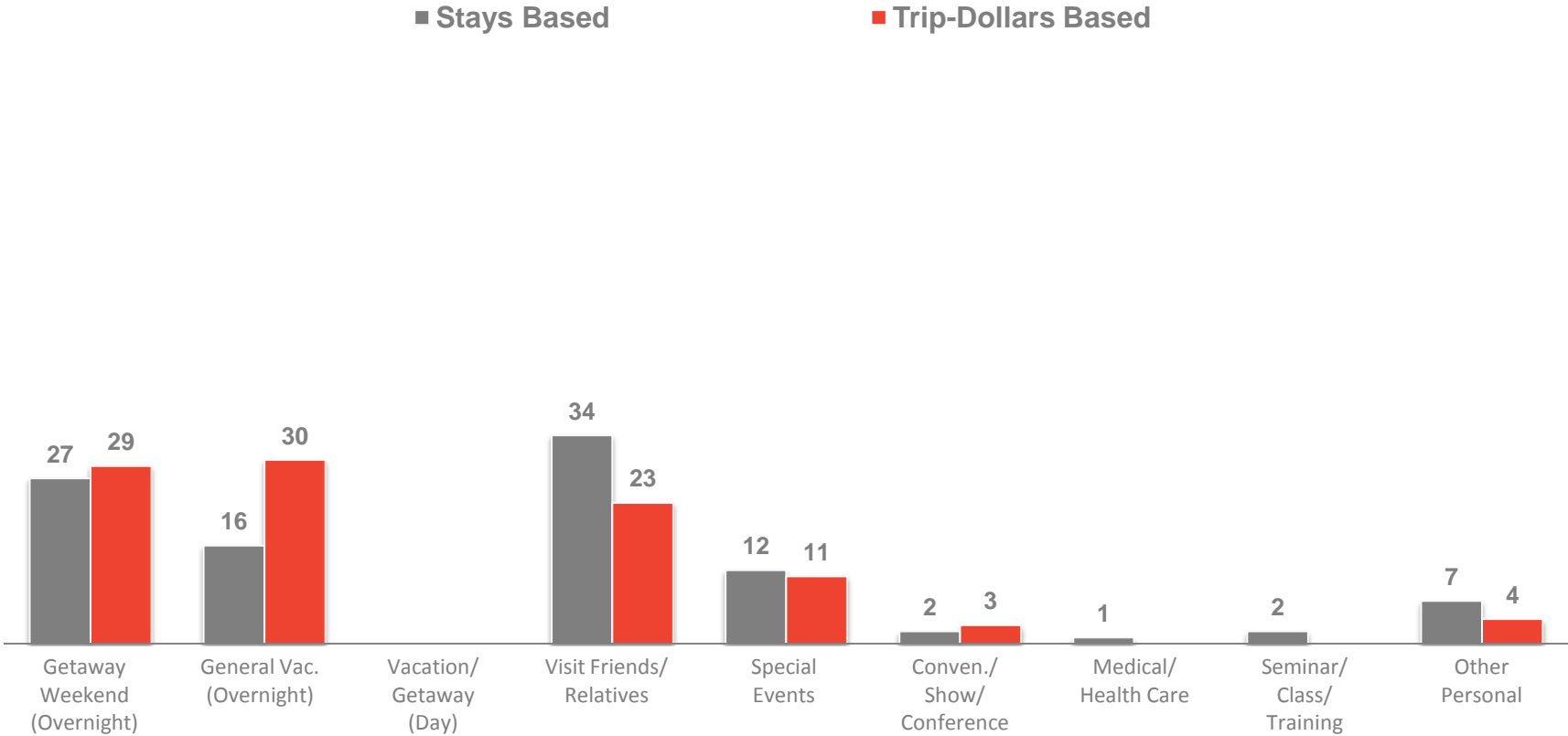
New Jersey Stay Length Comparison

■ Stays Based　　　　　■ Trip-Dollars Based

	Day Trips	1 night	2 nights	3 nights	4-7 nights	8+ nights
Stays Based		43	28	12	15	3
Trip-Dollars Based		22	23	15	32	8
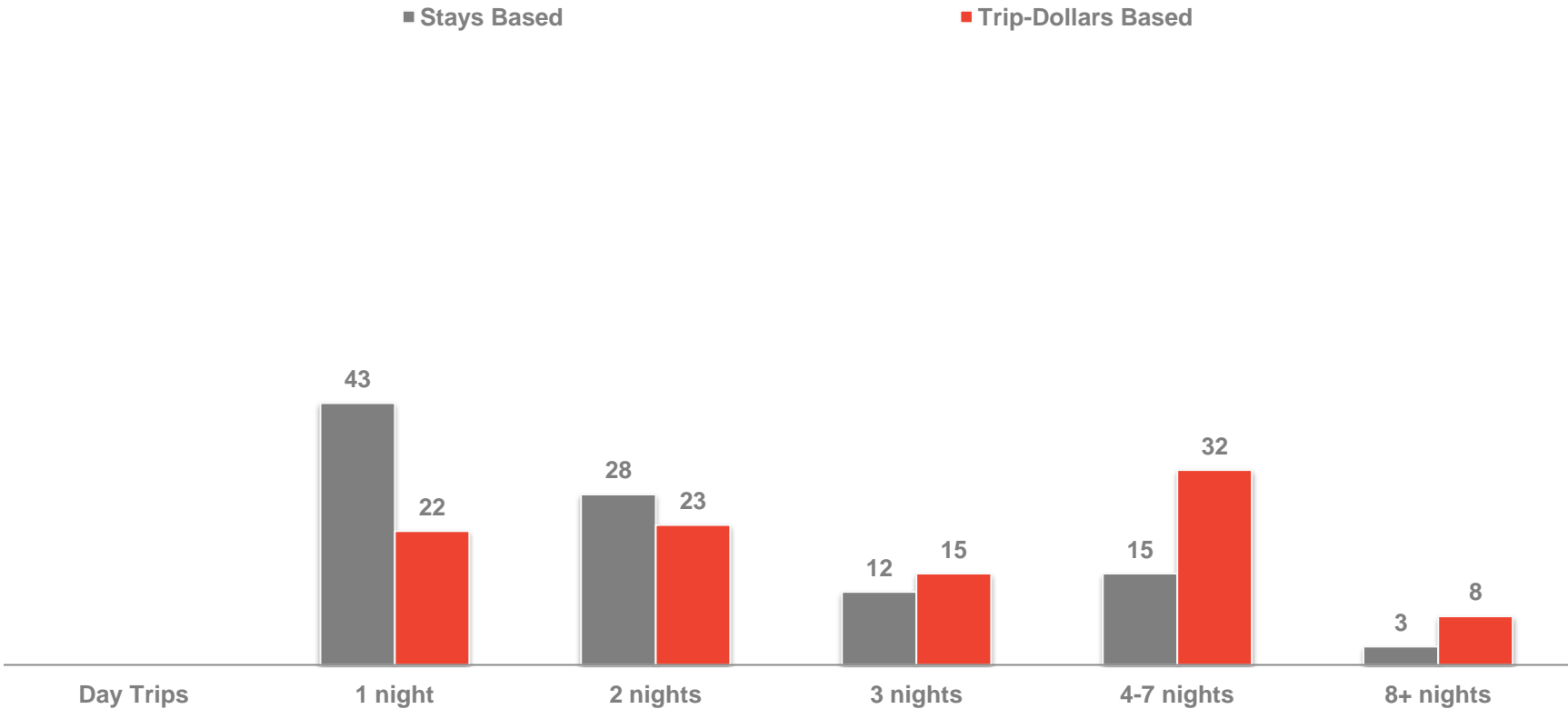
Chart 45 • Segment: 2014-2016 Overnight Leisure (%) • New Jersey N = 3,924 household count

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Daily Spending Per Person by Category:
U.S., New Jersey and Comp Set

Average

■ Transportation   ■ Food   ■ Room   ■ Shopping   ■ Entertainment   ■ Miscellaneous

Average		Transportation	Food	Room	Shopping	Entertainment	Miscellaneous
$115.2	U.S.	25	26	22	13	12	3
$110.0	New Jersey	23	27	21	13	13	3
$100.7	NJ w/o Atlantic City	27	27	22	13	9	2
$105.4	Comp Set	25	26	22	14	11	3
$136.2	New York	25	25	24	12	11	3
$96.1	Pennsylvania	24	26	21	14	12	3
$101.2	Maryland	24	28	20	15	11	3
$88.7	Virginia	24	30	20	15	9	3
$87.8	North Carolina	27	26	22	15	9	2
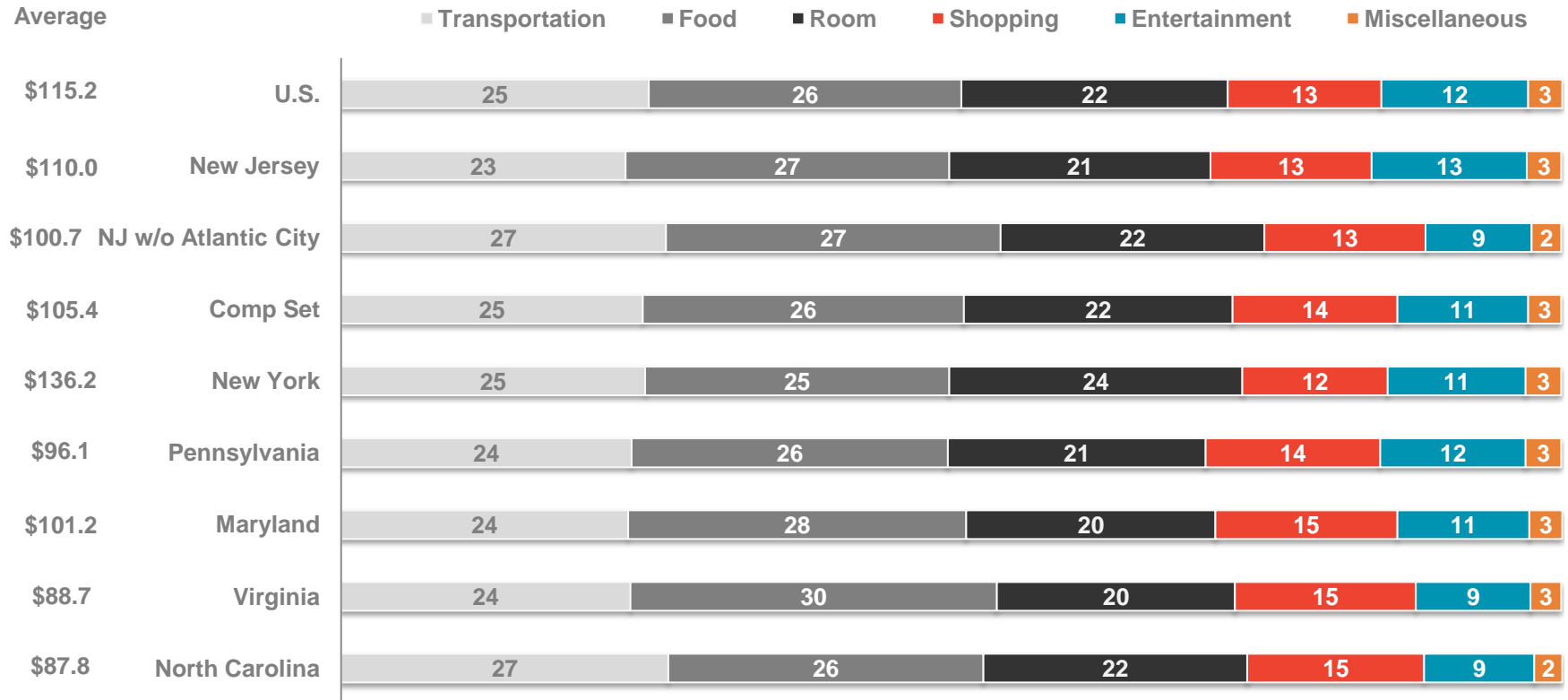
Chart 46 ● Segment: 2016 Overnight Leisure Person-Days (%) ● New Jersey N = 950 household count

List of All DKSA Activities

DKSA 2015 ACTIVITIES		
ATTRACTIONS	**Holiday Celebration**	**Hunting**
Amateur Sports	**Reunion/Graduation**	**Fishing**
Professional Sports Event	**Wedding**	**Hiking**
Gambling	**Funeral/Memorial**	**Biking**
Night Life	**Other Personal Celebration**	**Tennis**
Show: Boat, Car, Home	**LIBATION AND CULINARY**	**Water Sports**
Theme/Amusement/Water Park	**Culinary/Dining Experience**	**Extreme Adventure Sports**
Zoo/Aquarium	**Winery/Distillery/Brewery**	**Snow/Winter Sports**
CULTURE	**NATURE**	**GENERAL**
Concert, Theater, Dance	**Beach/Waterfront**	**Shopping**
Festival/Fairs	**Camping**	**Real Estate (buy/sell)**
Historic Sites	**Eco/Sustainable Travel**	**Medical/Health/Doctor Visit**
Museum, Art Exhibits, etc.	**Wildlife Viewing**	**Service/Volunteerism/Charity**
Movies	**Parks (National/State)**	**Religious/Faith Based Event**
Touring/Sightseeing	**OUTDOOR SPORTS**	**Spa**
FAMILY/LIFE EVENTS	**Boating/Sailing**	**Other Activities (any)**
Visit Friends/Relatives	**Golfing**	**Business/Work**

New Jersey Activity Participation

Attractions 48%
- Amateur Sports (3%)
- Professional Sports Event (2%)
- Gambling (30%)
- Night Life (11%)
- Show: Boat, Car, Home (3%)
- Theme/Water Park (7%)
- Zoo/Aquarium (4%)

Family/ Life Events 47%
- Visit Friends/ Relatives (26%)
- Holiday Celebration (11%)
- Reunion/ Graduation (3%)
- Wedding (6%)
- Funeral/ Memorial (1%)
- Other Personal Celebrations (9%)

Culture 25%
- Concert, Theater, Dance (10%)
- Festival/ Fairs (4%)
- Museum, Art Exhibits, etc. (5%)
- Movies (6%)
- Historic Sites (7%)
- Touring/Sightseeing (7%)

General 32%
- Shopping (28%)
- Real Estate: buy/ sell (1%)
- Medical/ Health/ Doctor Visit (1%)
- Service/ Volunteerism/ Charity (0%)
- Religious/ Faith Based Event (3%)
- Spa (3%)
- Business/Work (1%)
- Other Activities (1%)

Libation and Culinary 38%
- Culinary/ Dining Experience (37%)
- Winery/ Distillery/ Brewery (2%)

Nature 40%
- Beach/ Waterfront (35%)
- Camping (2%)
- Eco/Sustainable Travel (0%)
- Wildlife Viewing (3%)
- Parks: National/ State (8%)

Outdoor Sports 12%
- Boating/ Sailing (2%)
- Golfing (1%)
- Hunting (0%)
- Fishing (2%)
- Hiking (3%)
- Biking (6%)
- Tennis (0%)
- Water Sports (2%)
- Extreme Adventure Sports (0%)
- Snow/ Winter Sports (0%)

Chart 47 • Segment: 2016 Overnight Leisure Person-Stays (%) • New Jersey N = 950 household count
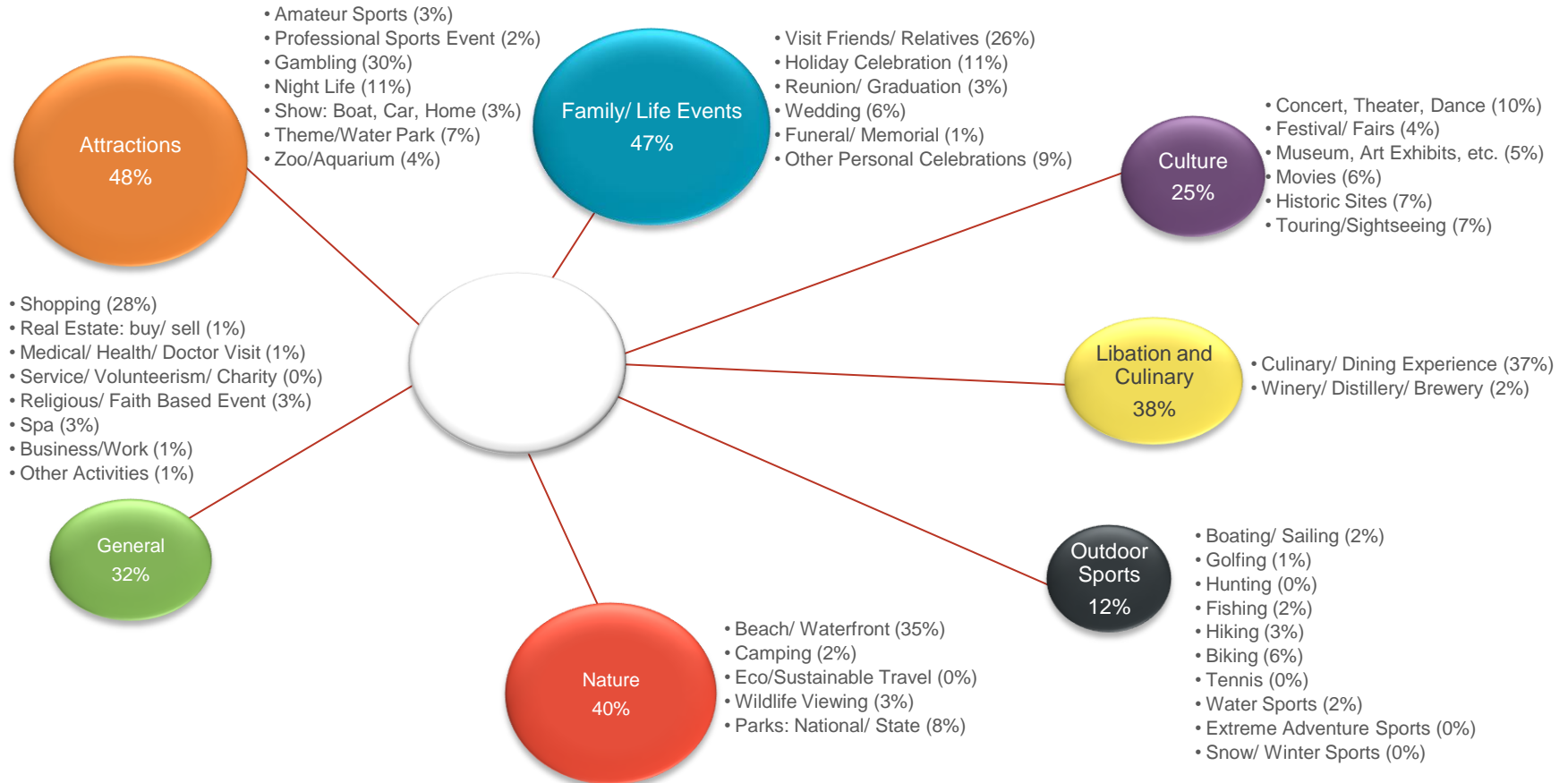
Top Activities at the Destination

	U.S.	New Jersey	NJ w/o Atlantic City	Comp Set	New York	Pennsylvania	Maryland	Virginia	North Carolina
Culinary/Dining Experience	28%	37%	31	28%	33%	27%	29%	25%	23%
Beach/Waterfront	18%	35%	34%	13%	10%	6%	28%	16%	16%
Gambling (slots, cards, horses, etc.)	8%	30%	4%	4%	6%	5%	6%	1%	4%
Shopping	25%	28%	28%	24%	25%	23%	25%	23%	23%
Visit Friends/Relatives (general visit)	33%	26%	37%	35%	36%	31%	35%	39%	36%
Holiday Celebration (Thanksgiving, July 4th etc.)	8%	11%	14%	9%	9%	9%	8%	8%	9%
Nightlife (bar, nightclub, etc.)	10%	11%	9%	9%	12%	9%	9%	7%	6%
Concerts/Theatre/Dance etc.	8%	10%	5%	9%	15%	8%	5%	6%	4%
Other Personal Celebrations	9%	9%	9%	7%	8%	6%	7%	9%	7%
Parks (national/state, etc.)	13%	8%	12%	14%	21%	11%	9%	13%	11%
Historic Sites	12%	7%	8%	15%	19%	14%	11%	19%	10%
Theme/Amusement/Water Parks	7%	7%	8%	5%	2%	9%	5%	8%	2%
Touring/Sightseeing	16%	7%	8%	15%	19%	14%	15%	15%	12%
Biking	2%	6%	7%	2%	2%	1%	2%	2%	2%
Movies	6%	6%	6%	6%	6%	4%	3%	7%	6%
Wedding	3%	6%	9%	3%	3%	4%	3%	3%	3%
Museums, Art Exhibits etc.	9%	5%	7%	12%	19%	11%	8%	11%	6%
Festivals/Fairs (state, craft, etc.)	6%	4%	6%	6%	5%	6%	8%	6%	6%
Zoo/Aquarium	4%	4%	6%	3%	3%	2%	5%	3%	2%
Amateur Sports (attend/participate)	4%	3%	5%	4%	4%	5%	5%	5%	4%
Hiking	6%	3%	3%	6%	8%	5%	2%	5%	5%
Religious/Faith Based Conference	3%	3%	5%	3%	4%	3%	2%	4%	3%

Chart 48 • Segment: 2016 Overnight Leisure Person-Stays (%) • New Jersey N = 950 household count

GLOSSARY

Entertainment   These activities are based on minimum spending levels : Entertainment (>$10), Dining (>$20), Shopping (>$20). All other activity incidence is based on activities selected from a list.
Dining   Note that the sum of all activity participation exceeds 100% as a function of the survey, whereby up to four activities per stay may be selected.
Shopping

Top Activities at the Destination

	U.S.	New Jersey	NJ w/o Atlantic City	Comp Set	New York	Pennsylvania	Maryland	Virginia	North Carolina
Reunion/Graduation	3%	3%	5%	4%	4%	3%	1%	3%	5%
Show: Boat, Car, Home	2%	3%	3%	3%	3%	3%	2%	2%	2%
Spa	1%	3%	2%	1%	1%	1%	1%	1%	1%
Wildlife Viewing (birds, whales, etc.)	5%	3%	4%	4%	3%	3%	5%	4%	5%
Boating/Sailing	2%	2%	3%	2%	3%	1%	3%	2%	2%
Camping	5%	2%	2%	3%	3%	5%	3%	2%	3%
Fishing	3%	2%	3%	3%	3%	2%	2%	2%	4%
Professional Sports Event	3%	2%	2%	3%	2%	5%	4%	1%	2%
Water Sports	2%	2%	3%	2%	1%	1%	4%	5%	3%
Winery/Distillery/Brewery Tours	3%	2%	2%	3%	5%	3%	2%	5%	3%
Business/Work	1%	1%	1%	1%	1%	0%	2%	2%	0%
Funeral/Memorial	2%	1%	2%	2%	2%	3%	2%	2%	2%
Golfing	2%	1%	1%	2%	1%	1%	2%	3%	2%
Medical/Health/Doctor Visit	2%	1%	1%	1%	1%	1%	2%	1%	2%
Other	2%	1%	1%	2%	2%	3%	2%	1%	2%
Real Estate (buy/sell)	1%	1%	2%	1%	1%	0%	0%	1%	1%
Eco/Sustainable Travel	1%	0%	0%	0%	0%	0%	1%	1%	0%
Extreme/Adventure Sports	0%	0%	1%	0%	0%	0%	0%	0%	0%
Hunting	0%	0%	0%	0%	0%	0%	0%	0%	0%
Service/Volunteerism/Charity	1%	0%	0%	0%	1%	0%	0%	0%	0%
Snow/Winter Sports	1%	0%	0%	1%	1%	1%	0%	2%	0%
Tennis	1%	0%	0%	1%	1%	0%	0%	1%	0%

Chart 48 • Segment: 2016 Overnight Leisure Person-Stays (%) • New Jersey N = 950 household count

GLOSSARY

Entertainment These activities are based on minimum spending levels : Entertainment (>$10), Dining (>$20), Shopping (>$20). All other activity incidence is based on activities selected from a list.
Dining Note that the sum of all activity participation exceeds 100% as a function of the survey, whereby up to four activities per stay may be selected.
Shopping

New Jersey Activity Index

The activity index uses the U.S. to determine the average of 100 and anything above is an activity that travelers in New Jersey are more likely to do than visitors to the U.S. The Index is different from the share of participation in that it only reflects a traveler's propensity to participate in an activity, relative to the propensity for average U.S. destinations.

Bar chart values:

Activity	Index
Gambling	391
Biking	255
Beach/Waterfront	194
Wedding	193
Real Estate (buy/sell)	178
Spa	177
Holiday Celebration	143
Concerts/Theatre/Dance etc.	131
Culinary/Dining Experience	131
Shopping	112
Nightlife	109

U.S. Activity Participation = 100

Chart 49 • Segment: 2016 Overnight Leisure Person-Stays • New Jersey N = 950 household count

The activity index uses the U.S. to determine the average of 100 and anything above is an activity that travelers in New Jersey are more likely to do than visitors to the U.S. The Index is different from the share of participation in that it only reflects a traveler's propensity to participate in an activity, relative to the propensity for average U.S. destinations.
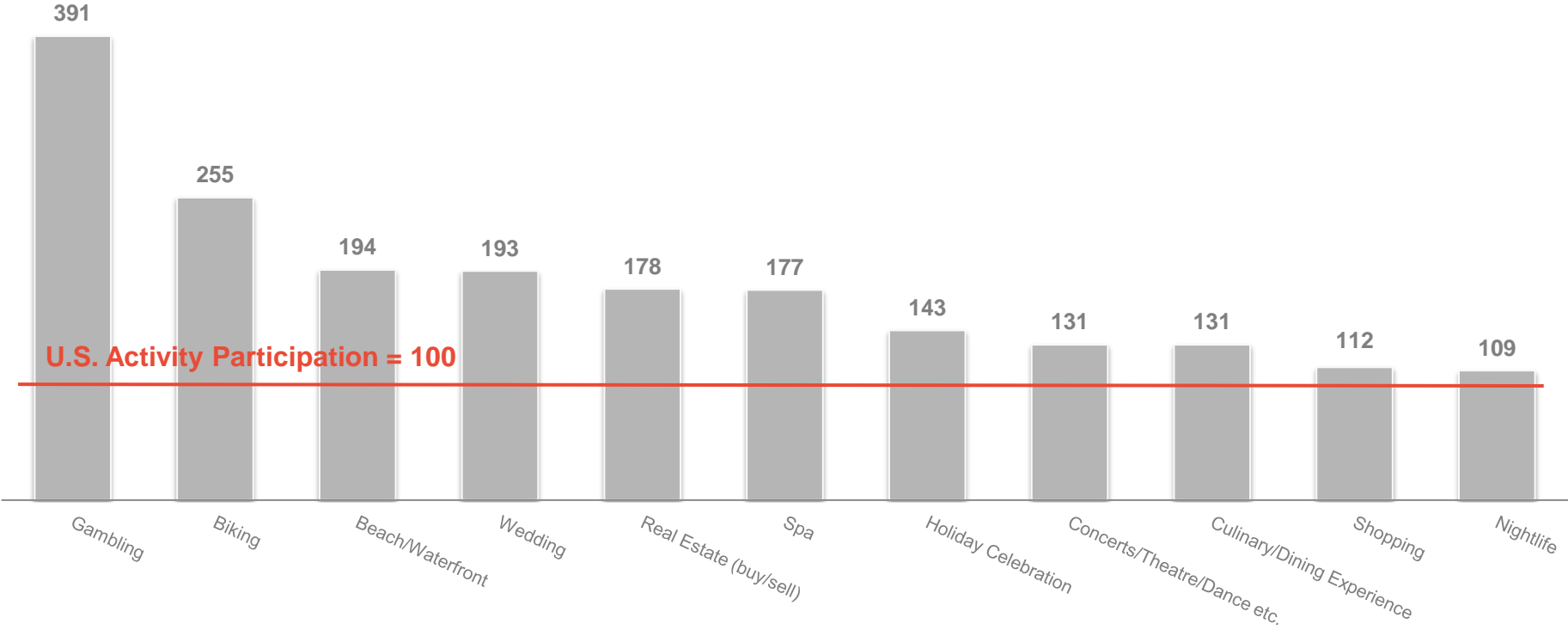

Activity	Index
Show: Boat, Car, Home	109
Movies	107
Reunion/Graduation	101
Other Personal Celebrations	100
Zoo/Aquarium	100
Religious/Faith Based Conference	94
Theme/Amusement/Water Parks	93
Boating/Sailing	91
Water Sports	88
Amateur Sports	83
Extreme/Adventure Sports	81

U.S. Activity Participation = 100

Chart 49 • Segment: 2016 Overnight Leisure Person-Stays • New Jersey N = 950 household count

New Jersey Activity Index (cont.)

The activity index uses the U.S. to determine the average of 100 and anything above is an activity that travelers in New Jersey are more likely to do than visitors to the U.S. The Index is different from the share of participation in that it only reflects a traveler's propensity to participate in an activity, relative to the propensity for average U.S. destinations.
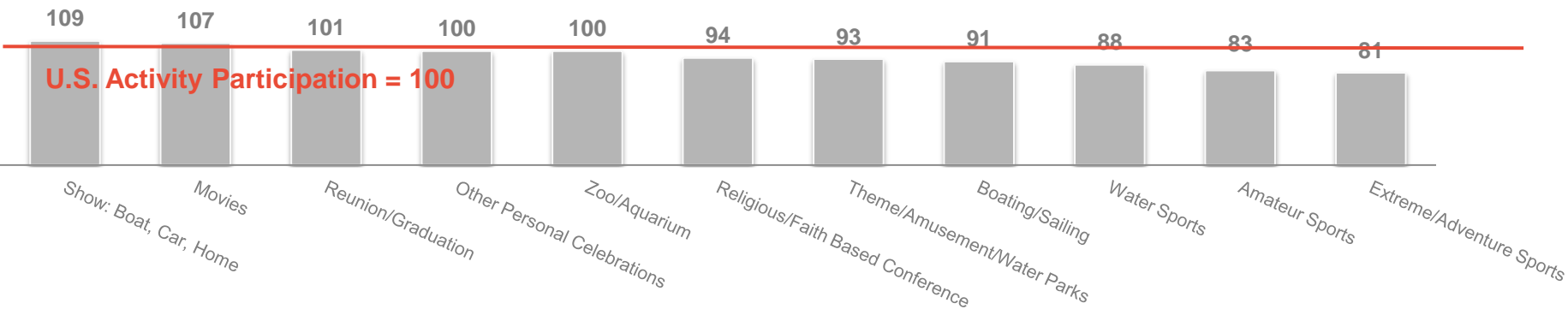
U.S. Activity Participation = 100

Activity	Index
Visit Friends/Relatives	80
Eco/Sustainable Travel	79
Festivals/Fairs	79
Business/Work	77
Professional Sports Event	71
Wildlife Viewing	66
Hunting	65
Fishing	64
Parks (national/state, etc.)	61
Other	60
Museums, Art Exhibits etc.	55

Chart 49 • Segment: 2016 Overnight Leisure Person-Stays • New Jersey N = 950 household count

New Jersey Activity Index (cont.)

The activity index uses the U.S. to determine the average of 100 and anything above is an activity that travelers in New Jersey are more likely to do than visitors to the U.S. The Index is different from the share of participation in that it only reflects a traveler's propensity to participate in an activity, relative to the propensity for average U.S. destinations.
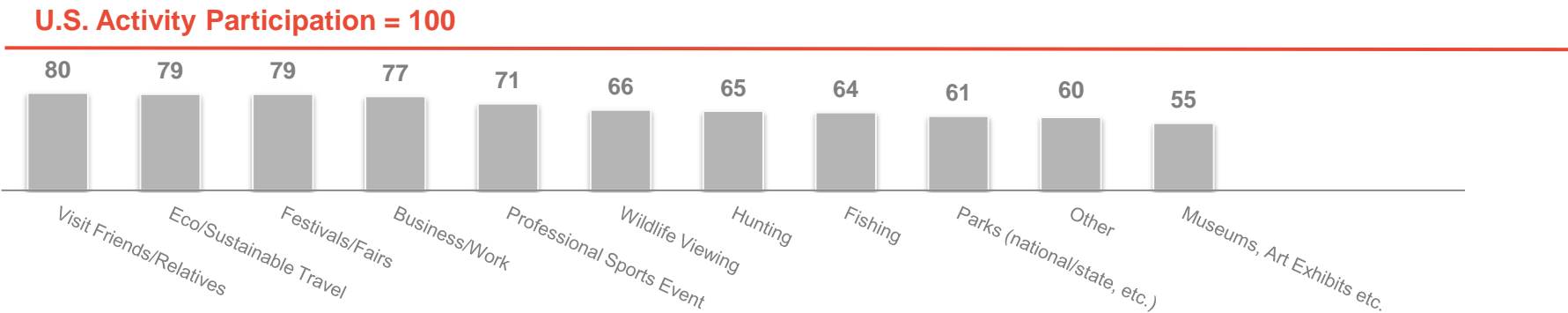
U.S. Activity Participation = 100

Funeral/Memorial	Historic Sites	Hiking	Winery/Distillery/Brewery Tours	Medical/Health/Doctor Visit	Golfing	Service/Volunteerism/Charity	Touring/Sightseeing	Tennis	Camping	Snow/Winter Sports
54	54	50	49	48	47	47	45	38	33	6

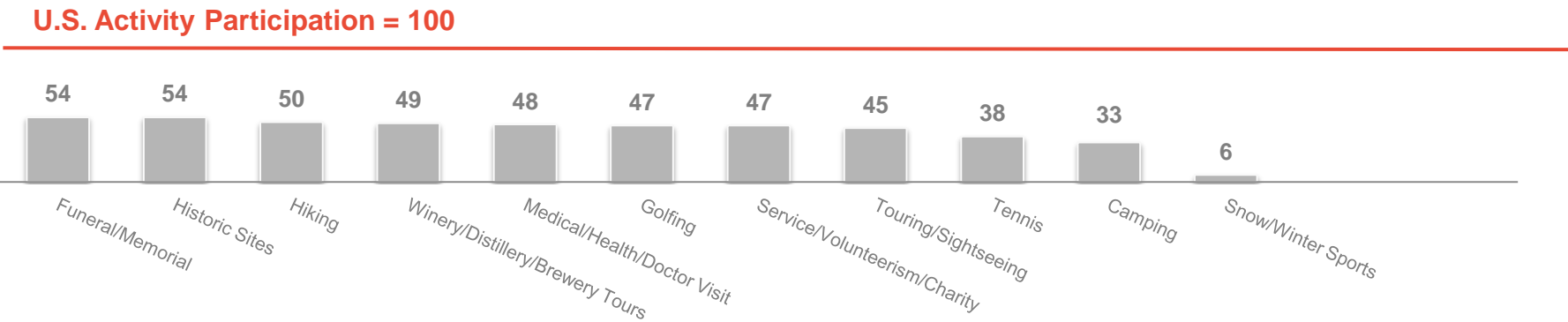Chart 49 • Segment: 2016 Overnight Leisure Person-Stays • New Jersey N = 950 household count

New Jersey Avg. Party per Stay Spending by Activities

Chart 50 • Segment: 2014-2016 Overnight Leisure Stays ($) • New Jersey N = 3,924 household count

New Jersey Avg. Party per Stay Spending by Activities (cont.)

Chart 50 • Segment: 2014-2016 Overnight Leisure Stays ($) • New Jersey N = 3,924 household count

New Jersey Avg. Party per Stay Spending by Activities (cont.)

Bar chart showing New Jersey Avg. Party per Stay Spending by Activities:

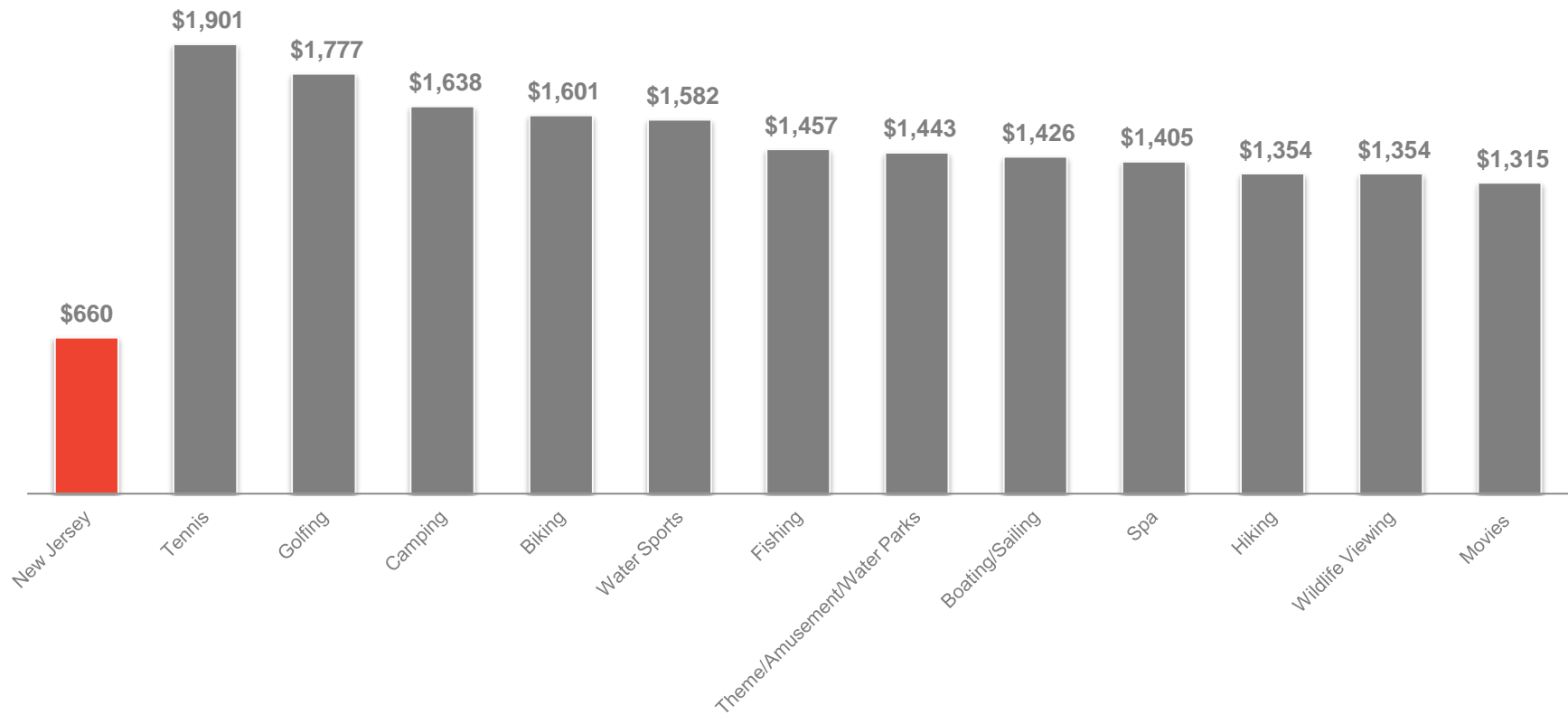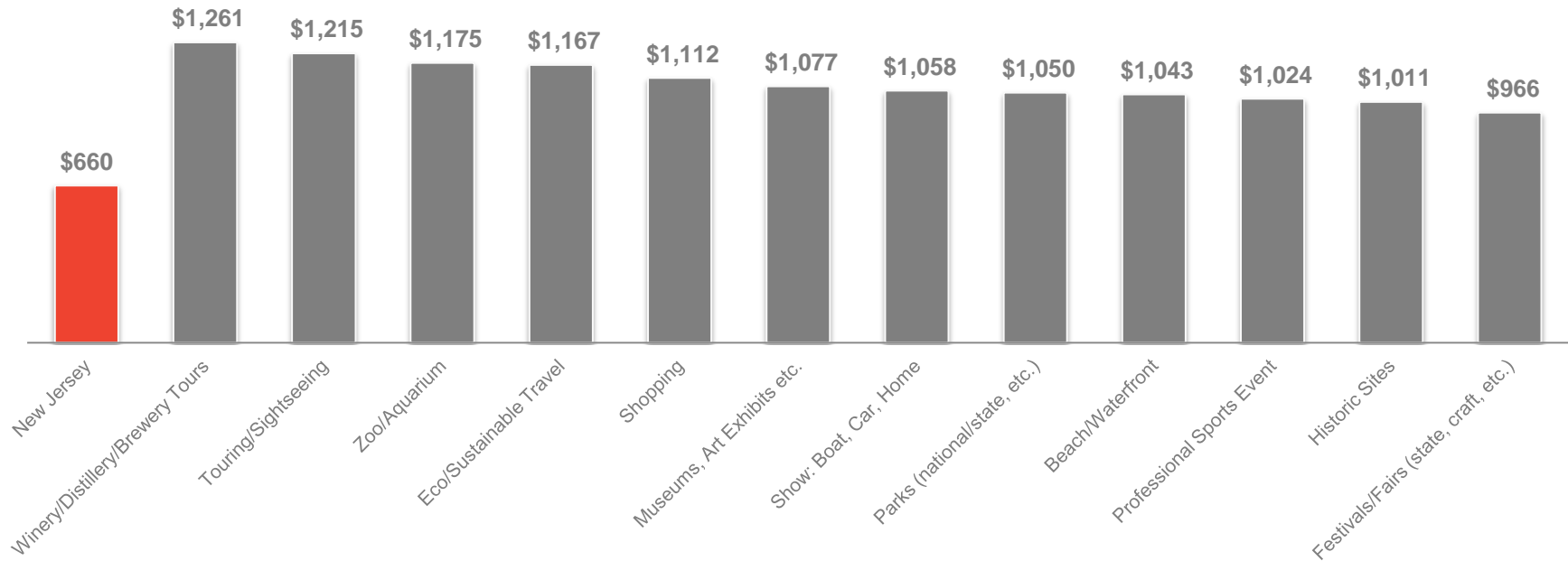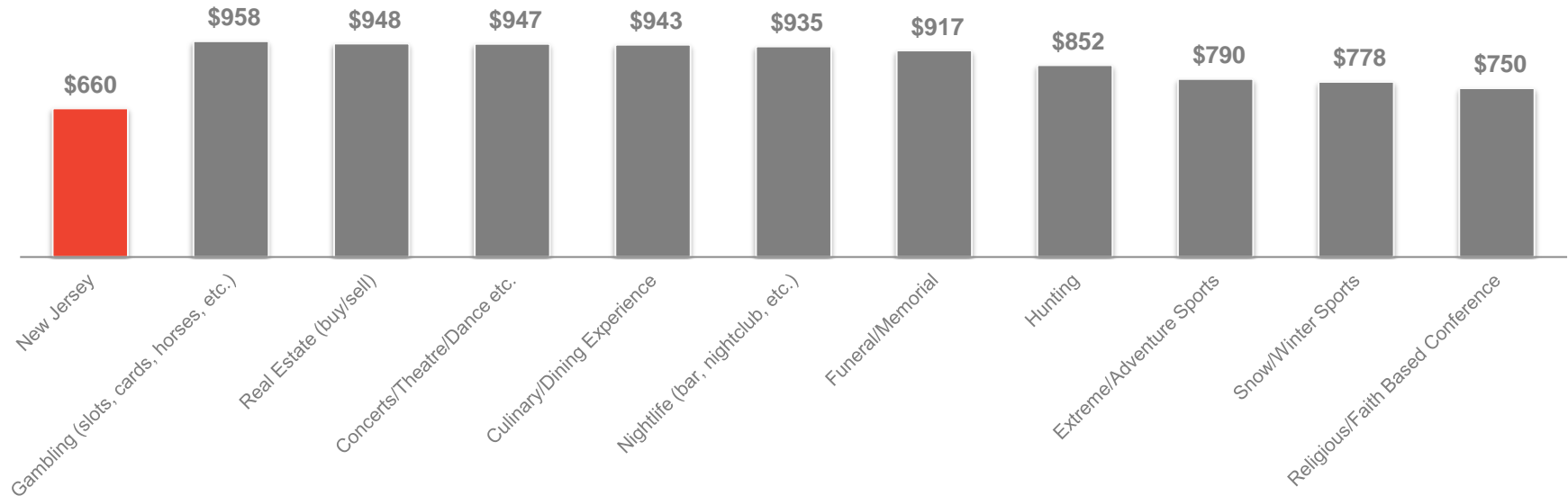| Activity	Spending
New Jersey	$660
Gambling (slots, cards, horses, etc.)	$958
Real Estate (buy/sell)	$948
Concerts/Theatre/Dance etc.	$947
Culinary/Dining Experience	$943
Nightlife (bar, nightclub, etc.)	$935
Funeral/Memorial	$917
Hunting	$852
Extreme/Adventure Sports	$790
Snow/Winter Sports	$778
Religious/Faith Based Conference	$750

Chart 50 • Segment: 2014-2016 Overnight Leisure Stays ($) • New Jersey N = 3,924 household count

New Jersey Avg. Party per Stay Spending by Activities (cont.)

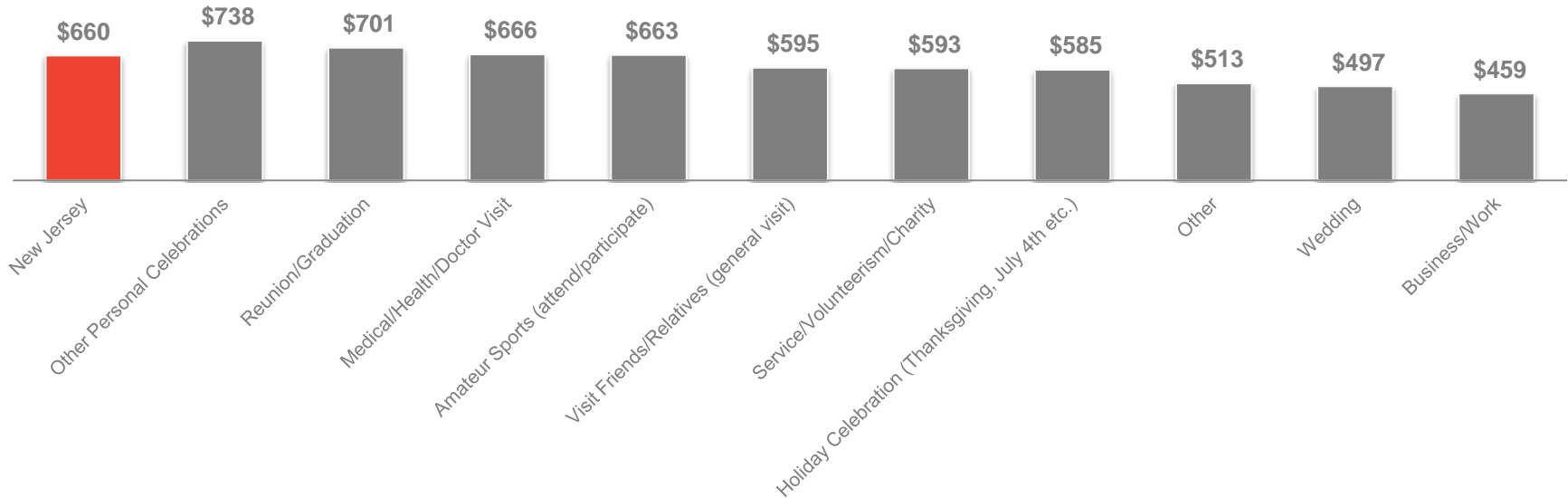| Category	Amount
New Jersey	$660
Other Personal Celebrations	$738
Reunion/Graduation	$701
Medical/Health/Doctor Visit	$666
Amateur Sports (attend/participate)	$663
Visit Friends/Relatives (general visit)	$595
Service/Volunteerism/Charity	$593
Holiday Celebration (Thanksgiving, July 4th etc.)	$585
Other	$513
Wedding	$497
Business/Work	$459

Chart 50 • Segment: 2014-2016 Overnight Leisure Stays ($) • New Jersey N = 3,924 household count

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New Jersey Activity Comparison

■ Person-Stays Based   ■ Trip-Dollars Based

Activity	Person-Stays Based	Trip-Dollars Based
Beach/Waterfront	35	49
Culinary/Dining Experience	32	41
Gambling (slots, cards, horses, etc.)	28	33
Visit Friends/Relatives (general visit)	26	27
Shopping	26	43
Nightlife (bar, nightclub, etc.)	15	22
Concerts/Theatre/Dance etc.	12	15
Other Personal Celebrations	10	11
Holiday Celebration (Thanksgiving, July 4th etc.)	10	9
Touring/Sightseeing	8	12
Theme/Amusement/Water Parks	7	14

Chart 51 ● Segment: 2014-2016 Overnight Leisure (%) ● New Jersey N = 3,924 household count

New Jersey Activity Comparison (cont.)

■ Person-Stays Based ■ Trip-Dollars Based

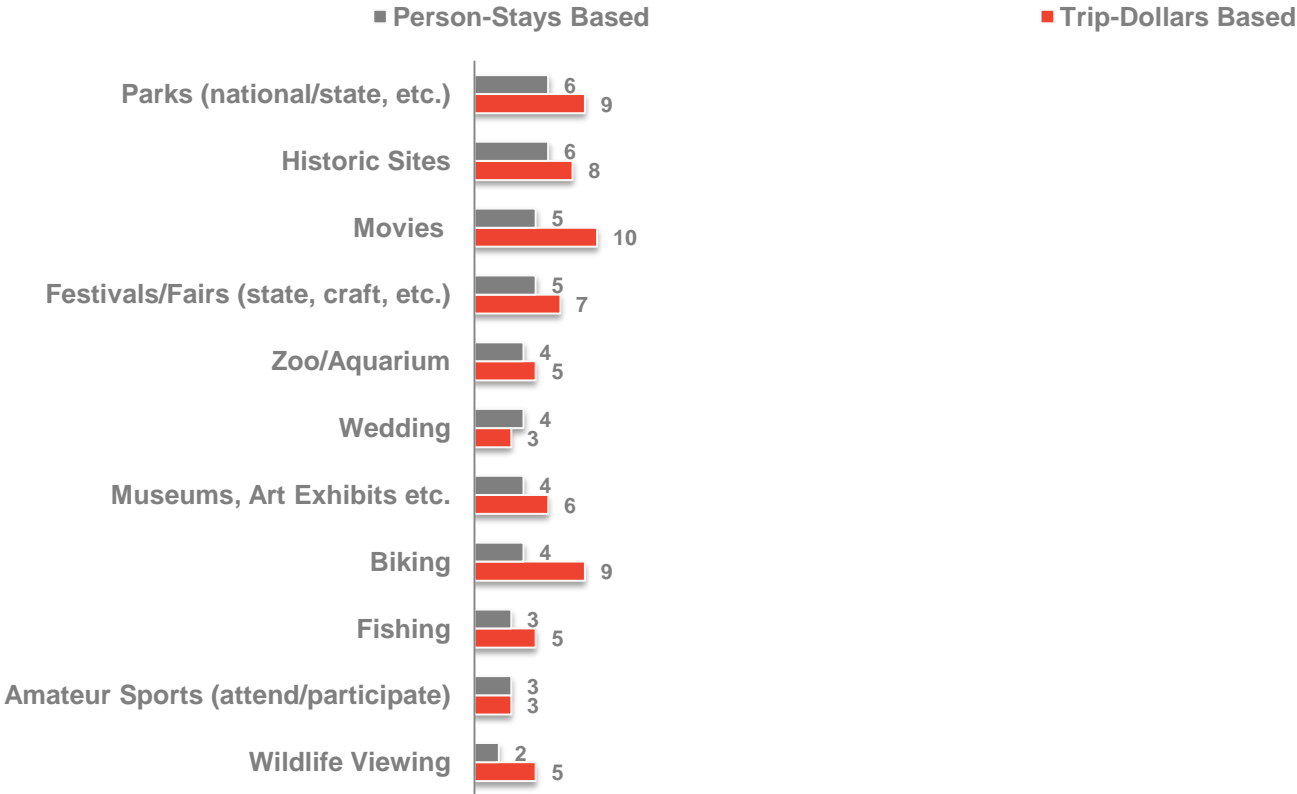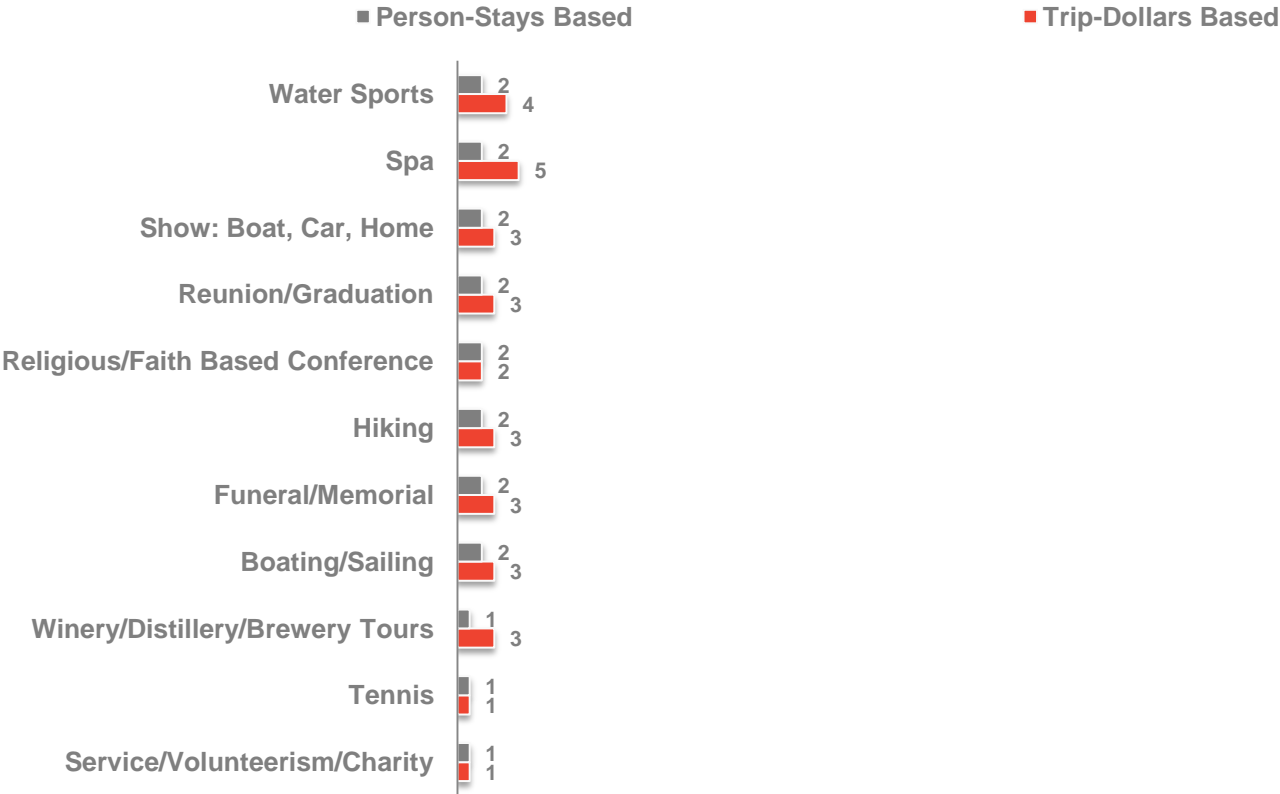| Activity	Person-Stays Based	Trip-Dollars Based
Parks (national/state, etc.)	6	9
Historic Sites	6	8
Movies	5	10
Festivals/Fairs (state, craft, etc.)	5	7
Zoo/Aquarium	4	5
Wedding	4	3
Museums, Art Exhibits etc.	4	6
Biking	4	9
Fishing	3	5
Amateur Sports (attend/participate)	3	3
Wildlife Viewing	2	5

Chart 51 • Segment: 2014-2016 Overnight Leisure (%) • New Jersey N = 3,924 household count

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New Jersey Activity Comparison (cont.)

■ Person-Stays Based   ■ Trip-Dollars Based

Activity	Person-Stays Based	Trip-Dollars Based
Water Sports	2	4
Spa	2	5
Show: Boat, Car, Home	2	3
Reunion/Graduation	2	3
Religious/Faith Based Conference	2	2
Hiking	2	3
Funeral/Memorial	2	3
Boating/Sailing	2	3
Winery/Distillery/Brewery Tours	1	3
Tennis	1	1
Service/Volunteerism/Charity	1	1

Chart 51 • Segment: 2014-2016 Overnight Leisure (%) • New Jersey N = 3,924 household count

New Jersey Activity Comparison (cont.)

■ Person-Stays Based   ■ Trip-Dollars Based

Activity	Person-Stays Based	Trip-Dollars Based
Real Estate (buy/sell)	1	2
Professional Sports Event	1	2
Other	1	1
Medical/Health/Doctor Visit	1	1
Golfing	1	2
Camping	1	2
Business/Work	1	1
Hunting	0	0
Extreme/Adventure Sports	0	0
Eco/Sustainable Travel	0	0
Snow/Winter Sports	0	

Chart 51 • Segment: 2014-2016 Overnight Leisure (%) • New Jersey N = 3,924 household count

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Accommodation Type:
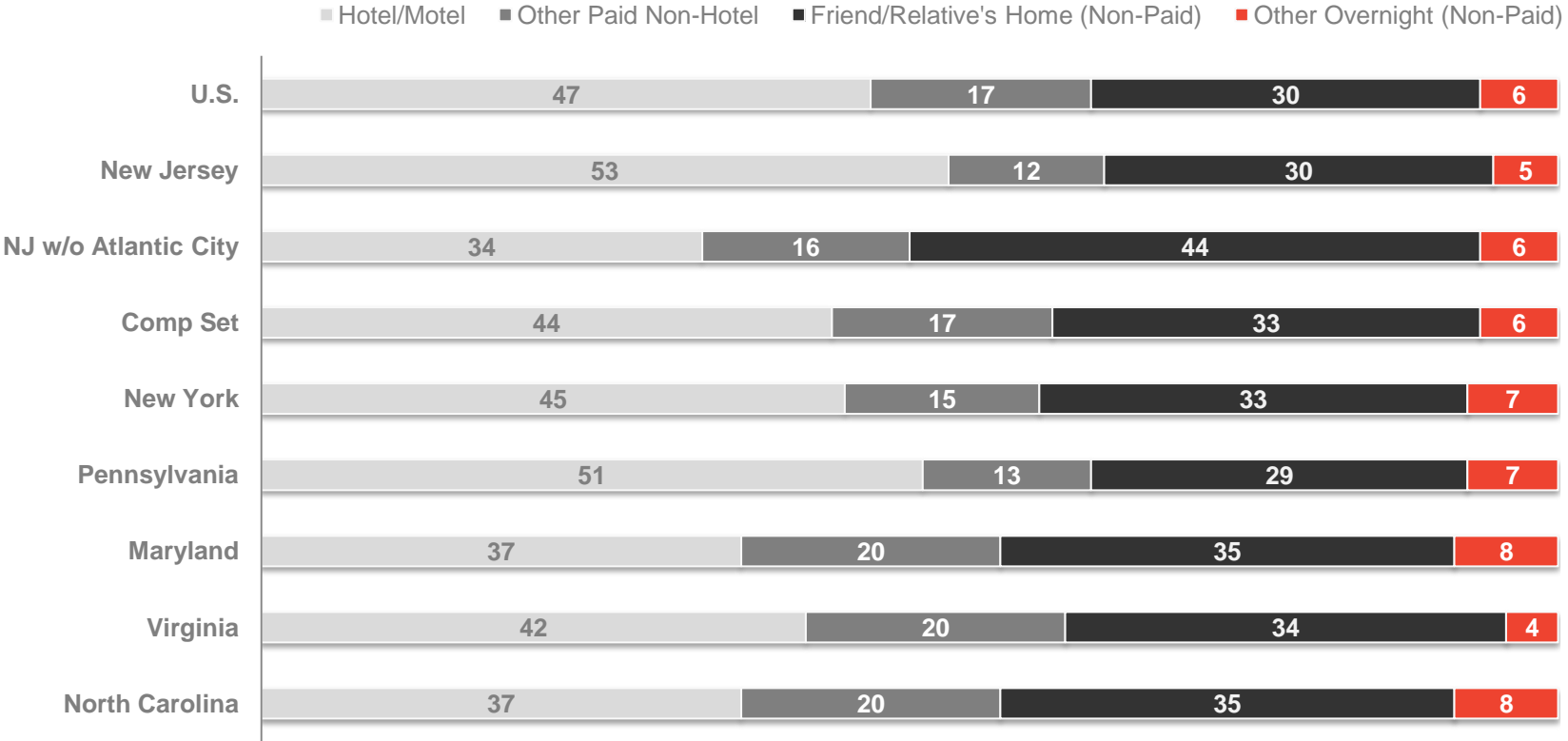# U.S., New Jersey and Comp Set

ACCOMMODATION

■ Hotel/Motel ■ Other Paid Non-Hotel ■ Friend/Relative's Home (Non-Paid) ■ Other Overnight (Non-Paid)

	Hotel/Motel	Other Paid Non-Hotel	Friend/Relative's Home (Non-Paid)	Other Overnight (Non-Paid)
U.S.	47	17	30	6
New Jersey	53	12	30	5
NJ w/o Atlantic City	34	16	44	6
Comp Set	44	17	33	6
New York	45	15	33	7
Pennsylvania	51	13	29	7
Maryland	37	20	35	8
Virginia	42	20	34	4
North Carolina	37	20	35	8

Chart 52 • Segment: 2016 Overnight Leisure Person-Stays (%) • New Jersey N = 950 household count

New Jersey Avg. Party per Stay Spending by Accommodation Type
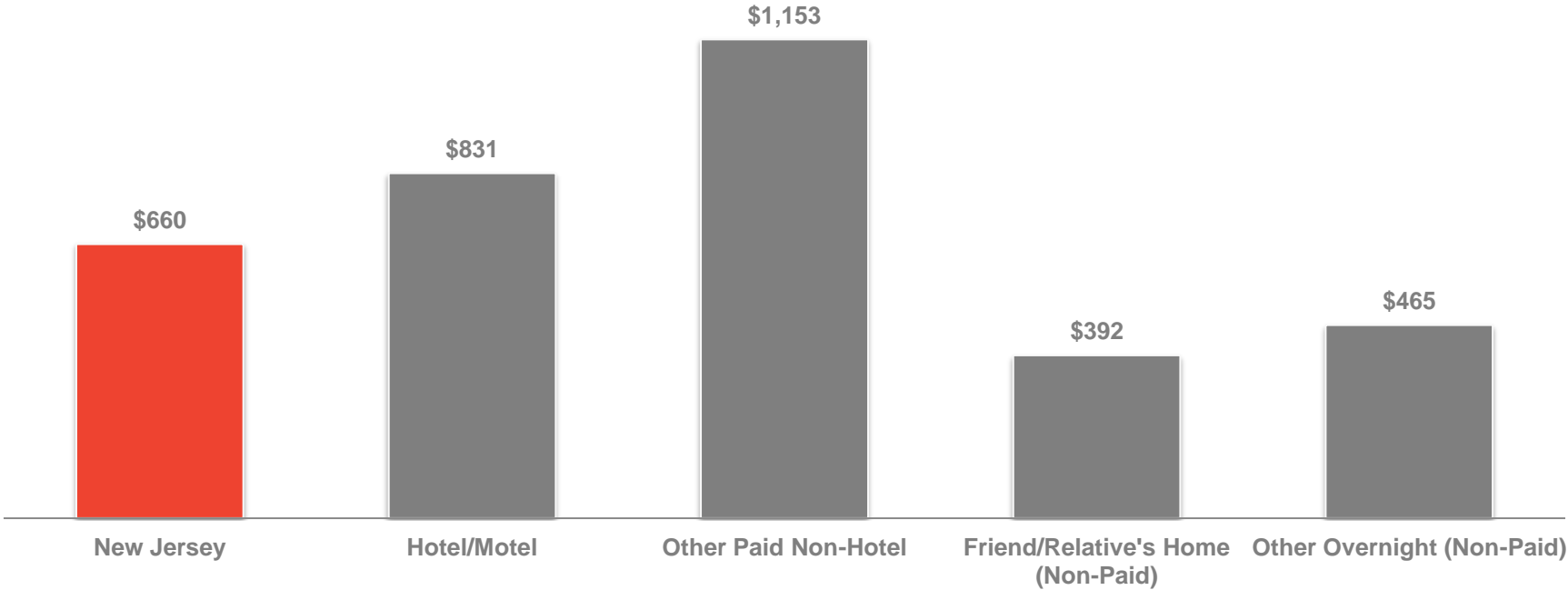
Chart 53 • Segment: 2014-2016 Overnight Leisure Stays ($) • New Jersey N = 3,924 household count
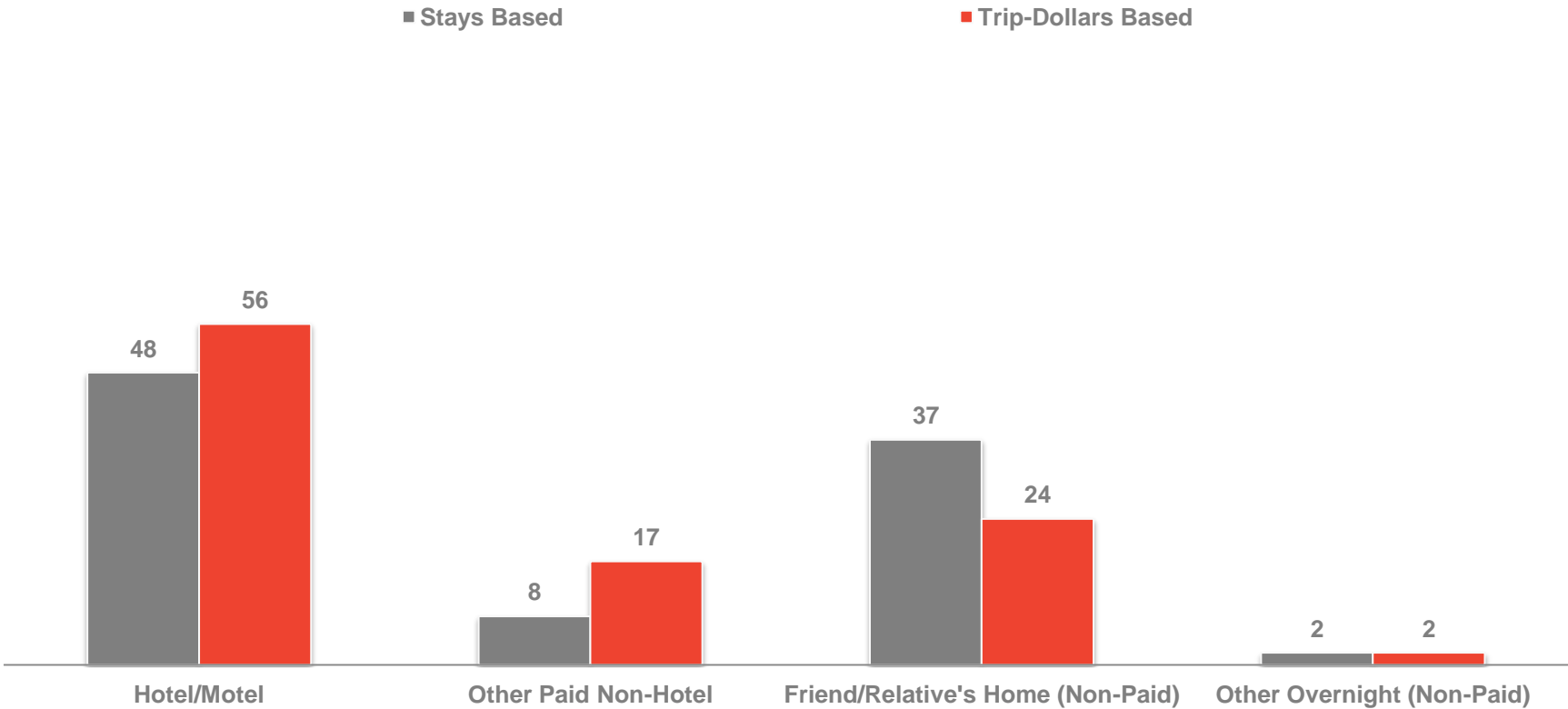
New Jersey Accommodation Type Comparison

■ Stays Based   ■ Trip-Dollars Based

	Stays Based	Trip-Dollars Based
Hotel/Motel	48	56
Other Paid Non-Hotel	8	17
Friend/Relative's Home (Non-Paid)	37	24
Other Overnight (Non-Paid)	2	2

Chart 54 • Segment: 2014-2016 Overnight Leisure (%) • New Jersey N = 3,924 household count

Appendix

Statistical References

Confidence Interval

The confidence interval table indicates how well the data, based on a sample, reflects the entire population of travelers. The smaller the interval, the more relevant the data and the greater confidence we have that the sample number represents the population. Percentage Findings in Report or Data Tables as follows:

% - Main Mode Of Transportation Sample size- Unweighted Household Counts, page 1

Example:

If the air travel finding for the U.S. is 11% and the sample size is 35,334, using the chart, we can say that at the 90% level of confidence the proportion ranges between 10.8% and 11.2%.

Leisure Travel	Sample Size for <CTP>	At or near 2% or 98%	At or near 5% or 95%	At or near 10% or 90%	At or near 25% or 75%	At or near 50%
U.S.	35,334	0.1%	0.2%	0.2%	0.3%	0.4%
New Jersey	950	0.5%	1.0%	1.4%	2.0%	2.7%
NJ w/o Atlantic City	681	0.6%	1.2%	1.7%	2.4%	3.1%
Comp Set	7,019	0.2%	0.4%	0.5%	0.7%	1.0%
New York	2,574	0.3%	0.6%	0.9%	1.2%	1.6%
Pennsylvania	1,769	0.4%	0.7%	1.0%	1.5%	1.9%
Maryland	803	0.6%	1.1%	1.5%	2.2%	2.9%
Virginia	1,169	0.5%	0.9%	1.3%	1.8%	2.4%
North Carolina	1,450	0.4%	0.8%	1.1%	1.6%	2.2%

Significance Testing

The chart below compares two proportions from different samples for statistical significance.

Example:

If the air travel finding for U.S. is 11% in previous time period and 11% in current time period, using the chart, we can say that the actual proportion change is not statistically significant since the resulting Z score (0.00) is smaller than the table Z score (1.64).

% - Main Mode Of Transportation Sample size- Main Mode Of Trans (unweighted)

Instructions: Enter the proportion for each sample and sample size in the appropriate cells in the data input section, using the Z Score Table, compare the resulting Z score with the Z score corresponding to your desired confidence level. If the resulting Z score is greater than the table Z score, the difference between the two proportions is statistically significant. If the resulting Z score is lower, there is no significant difference.

Data Input	Sample 1	Sample 2	Resulting Z Score	Z score	Confidence Level
Proportion	11.0%	11.0%		(+/-) 1.96	95%
Sample Size (n)	45,746	35,334	0.00	(+/-) 1.64	90%

DK Shifflet's **TRAVEL *PERFORMANCE*/*Monitor*ᔆᴹ** is a comprehensive study measuring the travel behavior of US residents. DK Shifflet contacts 50,000 distinct U.S. households monthly and has done so since 1991. DK Shifflet is able to provide current behavior and long term trended analyses on a wide range of travel.

DK Shifflet data are collected using an online methodology employing KnowledgePanel®, an address based sample panel offered by Knowledge Networks. The sample is drawn as a national probability sample and returns are balanced to ensure representation of the U.S. population according to the most recent U.S. Census. Key factors used for balancing are Origin State, Age, Income, Education, Gender, Ethnicity/race and return rates. The Knowledge Networks sample is used to create benchmark weights which are applied to surveys returned from other managed panels used by DK Shifflet.

Both traveling and non-traveling households are surveyed each month enabling DK Shifflet to generate the best estimate of travel incidence (volume) within the total U.S. population. Among those who have traveled (overnight in the past three months, and daytrips in the past month) details of their trip(s) are recorded for each month. This overlapping, repeating monthly approach boosts the observed number of trips for each travel month and controls for seasonality and telescoping biases.

"Travel" is defined as either an overnight trip defined as going someplace, staying overnight and then returning home or as a day trip defined as a place away from home and back in the same day. Respondents report travel behavior for each stay of each trip; an approach that enhances reporting for specific travel events, activities and spending.

A wide variety of general travel information is collected including travel to destinations at a city level, hotel stayed in, purpose of stay and activities, expenditures, mode of transportation, party composition, length of stay, travel agent and group tour usage, satisfaction and value ratings, and demographics, including origin markets.

Several questions are asked as open-ends to ensure that the responses are not influenced by a pre-listed set of response categories. Each respondent identifies the actual destination visited with an open-end response. This is particularly significant for obtaining accurate data for smaller cities and counties and representing total travel. This increases time and expense to accurately capture these responses but quality requires it.

Extensive coding lists are updated regularly to ensure that all data is recorded accurately. DK Shifflet's Quality control committee conducts bi-monthly meetings to review survey results and examine methods to maintain and improve quality control.

About DK Shifflet

DK Shifflet, an MMGY Global Company, is the leading U.S. consumer travel research firm. DK Shifflet is located in McLean, VA and has, for more than 30 years, provided the Industry's most complete consumer based travel data on U.S. residents and their travel worldwide. Our clients include destination marketing organizations, theme parks, auto clubs, hotel chains and more.