

# 2017 NEW JERSEY VISITOR PROFILE

*Executive Summary*

*Charts & Graphs*

*Appendix*

*INSIGHTS  
THAT TAKE  
YOU  
PLACES*

**DKSHIFFLET**

D. K. Shifflet  
1749 Old Meadow Rd, Suite 425  
McLean, Virginia 22102

Tel.: +1.703.536.8500  
[www.dksa.com](http://www.dksa.com)

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## Fiscal Year 2017 Visitor Profile.

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

**Cheryl Schutz**

*VP, DK Shifflet Products and Services*

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This New Jersey Overnight Leisure Visitor Profile provides intelligence on US and New Jersey travel trends from Fiscal Year 2017. 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,

*In 2017, New Jersey hosted a total...  
99.6 Million visitors, spending...  
\$21.5 Billion dollars*

Atlantic City's unique offerings 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.

Volume and profile data are from D.K. Shifflet's **PERFORMANCE/Monitor<sup>SM</sup>** – the largest travel tracking system in the U.S. The 2017 New Jersey Overnight Leisure Visitor Profile is based on a sample of 964 traveling households. Data are based on a fiscal year comprised of fourth quarter 2016 through third quarter 2017. DKSA finalizes, and makes all quarterly data adjustments, after data collection for the fourth quarter of the year. Therefore fiscal year 2017 data are considered 'preliminary' meaning that it is subject to year end 2017 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 2017, year over year growth in visitation increased slightly from 2016. Growth in spending slowed from 2016 but total spending still reached an all-time high in 2017.

While travel for business declined, leisure travel grew again in 2017. Growth in leisure travel drove the growth in overall travel for New Jersey. This can be attributed to a significant increase in Overnight Leisure trips during 2017.

In 2017, New Jersey experienced lower growth in visitation and spending than the average U.S. destination. However, more visitors did travel to New Jersey in 2017, and those who visited spent more in 2017 than they did in 2016.

While New Jersey as a whole experienced growth in overall travel in 2017, 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 2017 Highlights:

- Record high visitation and spending in 2017
- Continued growth in Overnight Leisure visitor volume and spending
- Non-Atlantic City portions of the state account for the largest share of visitor growth
- New Jersey drops to 5<sup>th</sup> in market share among its competitors
- Visitor demographics are changing as visitation to non-Atlantic City regions grows
- Activity participation saw Beach/Waterfront 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 2017 in New Jersey.

Timeframe: Fiscal Year 2017 (Q4 2016 – Q3 2017)

## 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 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. 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 2017 and is now 52 years old, which is older than visitors to the average U.S. destination or to the Competitive Set by three years. New Jersey visitors are less likely to have children in the household (30%, a decrease of 3 percentage points from 2016), which is less 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 a decrease in its share of visitors to the State (from 38% in 2016 to 36% in 2017) while the Shore, Skylands, and Delaware River regions all saw inclines in 2017. The only other non-Atlantic City region to experience decline was the Gateway region. It is likely that the average age of New Jersey visitors increased in 2017

because of the decrease in travel to the Gateway region of New Jersey.

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

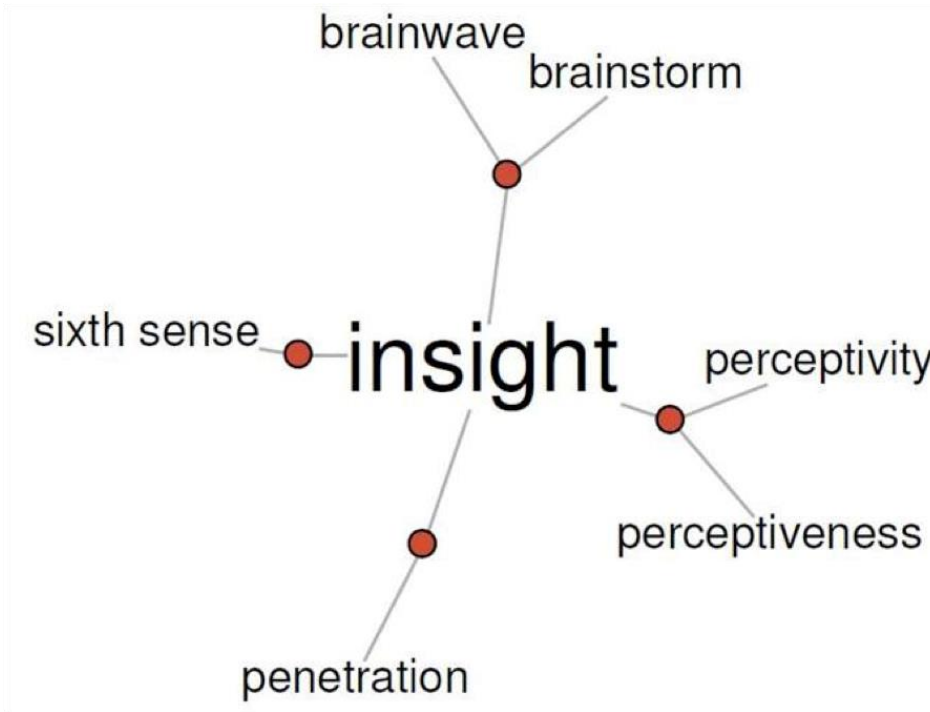
Out of state visitors stay at paid accommodations less than their in-state counterparts, which can lead to a small increase in average spending per stay due to money saved on lodging.

The same activities are in the top 5 for New Jersey in 2017 with only two position changes from 2016: Beach/Waterfront jumps Culinary/Dining for number 1 and Visit Friends/Family jumps Gambling for 3rd. Looking at New Jersey excluding Atlantic City, gambling drops from 22nd in 2016 to 28<sup>th</sup> in 2017. 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 (8.48 and 8.32 respectively on a 10-point scale) and both the Satisfaction average and the Value for the Money average increased from 8.22 and 8.20 respectively in 2016. For both dimensions, the non-Atlantic City portion of the State saw similar increases from 2016, but while the Satisfaction is nearly the same as New Jersey, Value is higher at 8.34 compared to the whole State's 8.32. Average Hotel Satisfaction ratings have dropped to 8.2 despite an increase in the number of visitors staying in Paid Accommodations in 2017. 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 2017 Overnight Leisure Visitor Profile



# Visitor Volume and Spending

New Jersey hosted almost 100 million visitors, spending over 21 billion dollars in 2017 – 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 the financial troubles of the Atlantic City casinos.

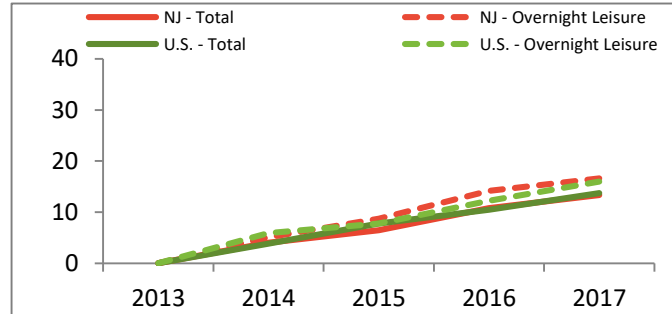
New Jersey continued to experience growth in total visitor volume and associated spending, with spending growing at a higher rate than the average U.S. destination but slightly less than the combined competitive geography of New York, Pennsylvania, Maryland, Virginia and North Carolina. New Jersey had smaller growth in overall total visitation in 2017 than the average U.S. destination and 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 however, 2017 is the exception. This is primarily due to Business spending increasing for the first time in 3 years (+1.3%) added to the fact that it wasn't able to offset the smaller spending growth of Overnight Leisure travelers (+2.7%). This gives us insight into the slower than average growth of these visitors to the state.

Increases in daily expenditures for lodging are likely driving the increased spending in 2017.

## Visitor Volume

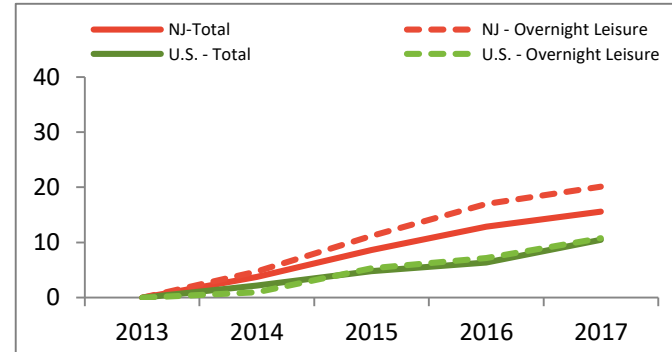
PERSON-STAYS (millions) INDEXED TO 2013



99.6 million Visitors— 2.3% ↑  
43.7 Overnight Leisure — 2.2% ↑

## Visitor Spending

DIRECT SPENDING (billions) INDEXED TO 2013



\$21.5 Billion Dollars — 2.4% ↑  
\$15.4 Overnight Leisure — 2.7% ↑

## 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 2017 quarterly adjustments

**Note:** Data in these graphs indexed to 2013 – data shows yearly change as compared to 2013 rather than year over year percent change – this depicts a more accurate relationship between the segments

# Visitor Volume and Spending

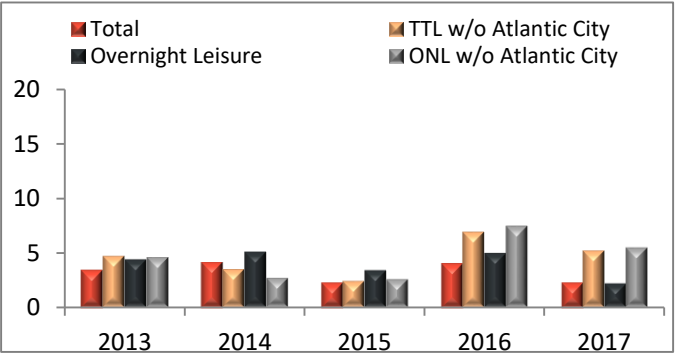
Visitation to, and spending in, Atlantic City has always had a substantial impact on the overall statistics for New Jersey, but this may be changing.

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 2017, however, the non-Atlantic City portion of New Jersey drove growth in Total visitation and growth in Overnight Leisure visitation.

For spending, this trend is different. For the first time in four years, the non-Atlantic City portion of the state saw decreases in both Total and Overnight Leisure spending.

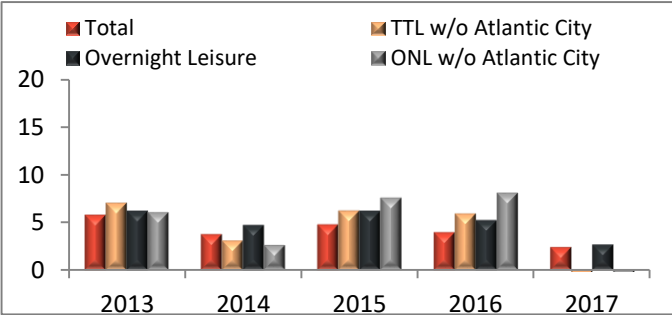
## Visitor Volume

PERSON-STAYS (% change) INDEXED TO 2012



## Visitor Spending

SPENDING (% change) INDEXED TO 2012



In 2017, 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.

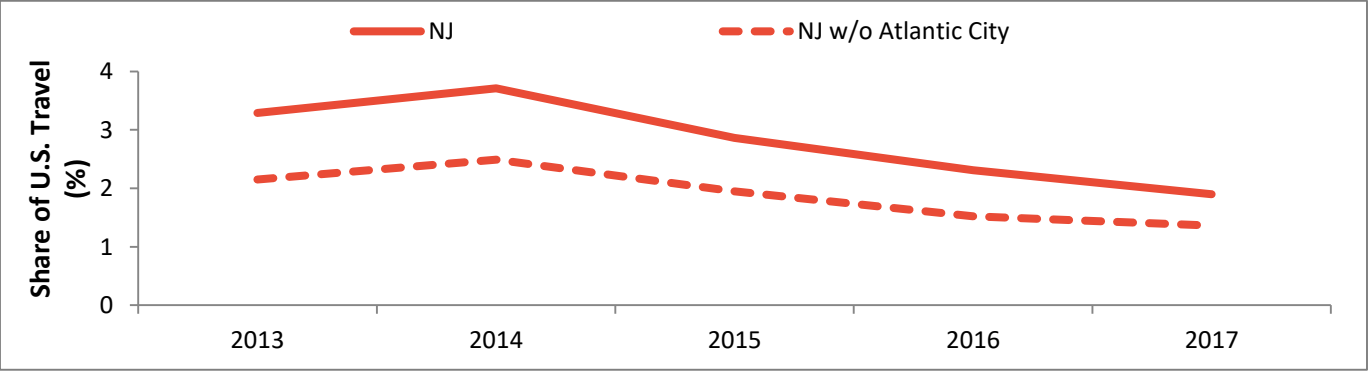
**Non-Atlantic City**  
destinations driving growth in  
Overnight Leisure visitors  
and spending

## Market Share

In 2017, New Jersey's overall market share of Overnight Leisure visitors decreased nearly 18% from 2016. With this decline, New Jersey stays at a 5<sup>th</sup> place ranking among the competition. 2015 marked the first decrease in market share for New Jersey since before 2010, and 2017 continued the trend.

## Competitive Market Share

OVERNIGHT LEISURE PERSON-STAYS



New Jersey lost market share in 2017

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 2017, 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 still more likely than its Competitive Set to

host guests with children in their travel party.

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

Average incomes of New Jersey visitors remained stable in 2017 and are consistently higher than visitors to the average U.S. destination or those visiting the Competitive Set. Even incomes of those visiting destinations other than Atlantic City for Overnight Leisure stays, 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.)	52	50	49	48
Employed	61%	66%	64%	64%
Retired	28%	22%	24%	22%
Average Income (000)	\$111.1	\$114.6	\$98.3	\$102.8
Children in HH	30%	37%	34%	34%
Children in Travel Party	16%	20%	16%	15%
Generations:				
Millennial (1981+)	20%	24%	28%	29%
GenX (1965-1980)	29%	32%	29%	29%
Boomer (1946-1964)	44%	38%	36%	36%
Silent/GI (1945 back)	7%	6%	7%	7%

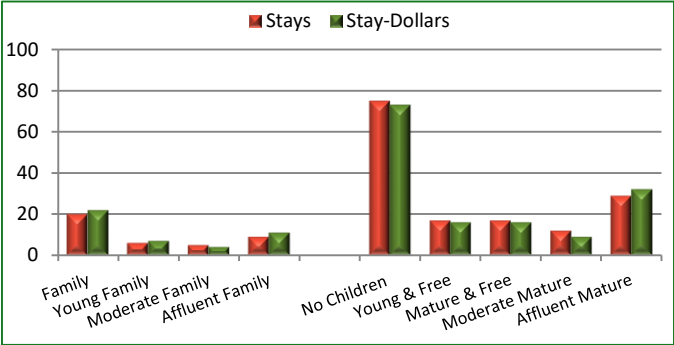
Non-Atlantic City Visitors...  
Younger  
Lower Income but Employed  
Include Kids in Travel Party

DK Shifflet 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 Stay 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. The Affluent Mature also has the largest share of travel party compared to the other Lifestages. This pattern is similar for the State as a whole.

New Jersey

OVERNIGHT LEISURE STAYS (%) (2015-2017)

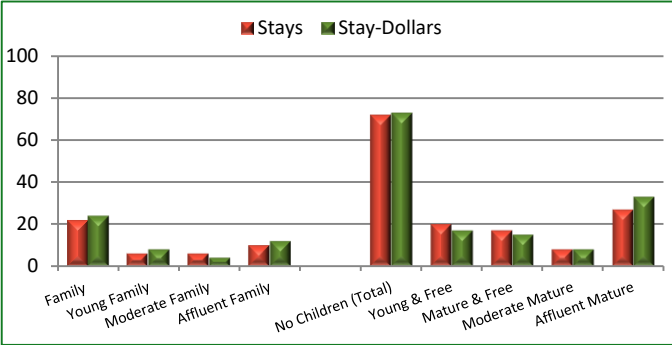


DK Shifflet Lifestage Definitions

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 without Atlantic City

OVERNIGHT LEISURE STAYS (%) (2015-2017)



Family Lifestages:  
2<sup>nd</sup> most profitable  
Least visitation

## Where do New Jersey's visitors come from?

It is not surprising then that the majority of travel to New Jersey is by car and that the average one-way distance traveled is only 274 miles – 102 miles less than in 2016, and about 174 miles less than to the average U.S. destination, and about 95 miles less than to New Jersey's Competitive Set. It is noteworthy that buses are used at nearly half the rate as airplanes for travel to New Jersey, which is not the case for the average U.S. destination.

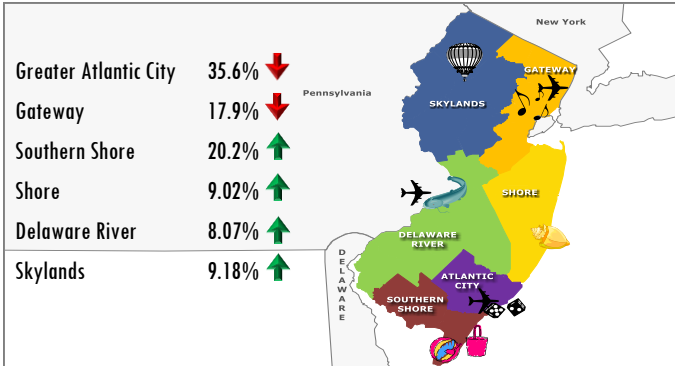
## New Jersey Origin States

OVERNIGHT LEISURE SHARE OF PERSON-STAYS (2017)

Pennsylvania	24.9%
New Jersey	23.7%
New York	17.2%
Maryland	4.4%
Florida	4.3%
Massachusetts	4.2%
Virginia	2.7%
Other	18.6%

## New Jersey Destination Regions

OVERNIGHT LEISURE SHARE OF PERSON-STAYS (2017)



## Where do New Jersey's visitors go?

Although the Greater Atlantic City Region continues to receive the largest share of New Jersey's Overnight Leisure visitors, it saw a decrease in 2017 over the previous year.

Outside of the Greater Atlantic City and Gateway regions, all other regions saw slight increases in visitation in 2017. This may be due to an improving economy for the State following 2016's hurricane recovery.

66% 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 visitors to New Jersey in 2017. However, if Atlantic City is excluded, Getaway Weekends drop significantly and the overwhelming reason for Overnight Leisure travel becomes to Visit Friends or Relatives.

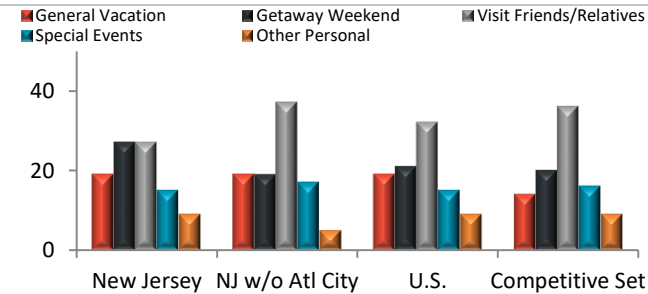
Although Purpose of Travel remained stable in 2017, Special Events increased slightly and Overnight Leisure travelers to New Jersey without Atlantic City still mimic the behaviors of Overnight Leisure visitors traveling to destinations within the Competitive Set.

When Atlantic City is excluded, Getaway Weekends jump substantially and Visiting Friends and Relatives drops to 37%. 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 when Atlantic City is excluded. It is interesting to note that when Atlantic City is included 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 2017 visitors spent a larger share of their travel dollar on shopping and lodging than in 2016, with decreases in transportation, food, and entertainment. The average daily spending in the State as a whole is 9.6% higher than when Atlantic City is excluded from the analysis. Again demonstrating the value of the Atlantic City area.

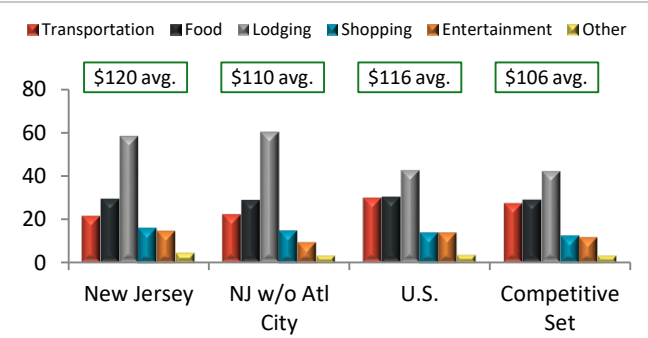
## Purpose of Travel

2017 OVERNIGHT LEISURE (%) PERSON-STAYS



## Per-Person-Per-Day Spending

2017 OVERNIGHT LEISURE (%) PERSON-DAYS



Atlantic City area drives  
Weekend Getaways  
and Spending

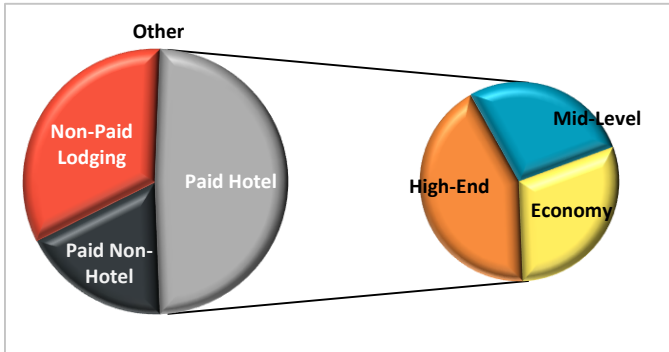
## What type of accommodations do they stay in?

In 2017, 73% of Overnight Leisure visitors to New Jersey stayed in paid accommodations, which is just above the average U.S. destination or the Competitive Set (66% and 63%, respectively). Among those staying in New Jersey's paid accommodations, almost 57% stay in hotels.

When Atlantic City is excluded from the analysis the percentage of visitors staying in paid accommodations drops to 62%, which is 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 42%.

### New Jersey

2017 OVERNIGHT LEISURE PERSON-STAYS

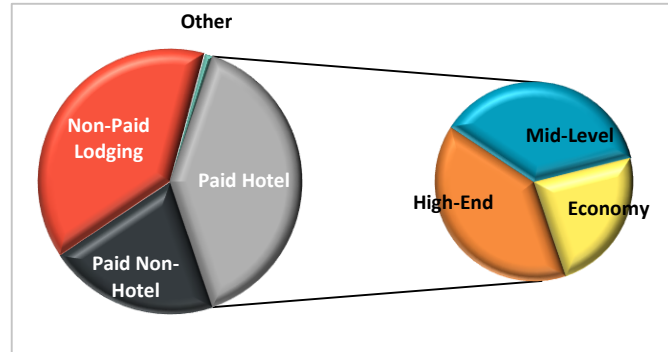


Among those visiting regions excluding Atlantic City, 32% are staying with Friends or Relatives. Thus, it is clear that the Atlantic City region is driving the large number of hotel stays in the State.

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 more per day on lodging than the state as a whole despite lower spending averages overall.

### New Jersey without Atlantic City

2017 OVERNIGHT LEISURE PERSON-STAYS



Those who stay in hotels, choose High-End and Mid-Level properties



## Party Composition/Stay Length

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

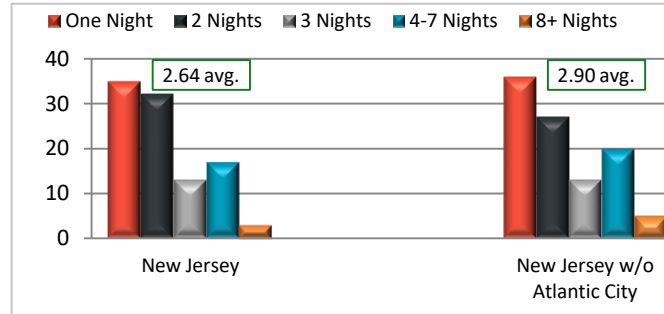
Travel parties consisting of one or two adults account for three-quarters of New Jersey's Overnight Leisure travel.

Not surprisingly, the portion of the State excluding Atlantic City accounts for 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 2.07 persons, New Jersey's travel party average is slightly larger than the

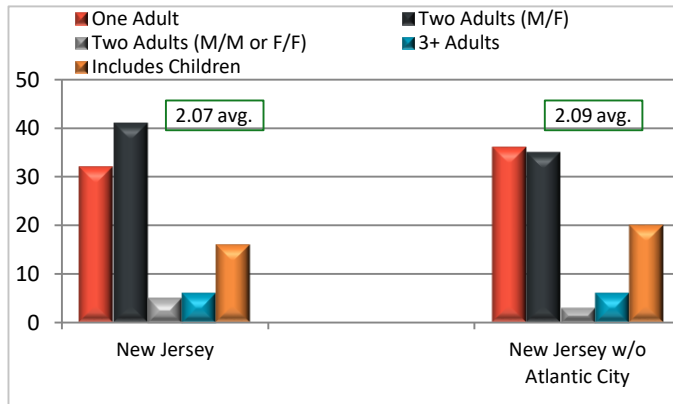
### Stay Length

2017 OVERNIGHT LEISURE (%) STAYS – (1+ NIGHTS)



### Travel Party Composition

2017 OVERNIGHT LEISURE (%) STAYS



Competitive Set (2.03 persons). Additionally, if we exclude Atlantic City, the average size increases to 2.09 persons.

With an average of 2.6 nights, visitors to New Jersey have longer Overnight Leisure stays than visitors 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 2017, activity participation seemed to stay consistent with 2016 levels, and while most activities had no change, a few had very small increases and decreases in participation. For those who do engage in activities while visiting New Jersey what they do varies somewhat 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. Beach/ Waterfront
2. Culinary/Dining Experience
3. Visiting Friends and Relatives
4. Gambling (slots, cards, horses, etc.)
5. Shopping

These five activities also made up the top five in 2016, however Culinary/Dining had a sizeable decrease to be overtaken by Beach/Waterfront as number one, while Gambling and Shopping decreased as well.

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 Nightlife and Historic Sites followed closely by Theme Parks and Holiday Celebrations.

In fact, just above Fishing and below Funerals, Gambling ranks only 28th for this portion of the State.

1. Beach/Waterfront
2. Visit Friends and Relatives
3. Culinary/Dining Experience
4. Shopping
5. Nightlife

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 Stay-Dollars generated are visiting New Jersey's Beaches/Waterfront, Culinary/Dining, Shopping, Visiting Friends/Relatives, and Gambling.

Culinary/Dining ↓  
Shopping ↓  
Other activities — mixed,  
but mostly unchanged

## How do New Jersey visitors rate the State?

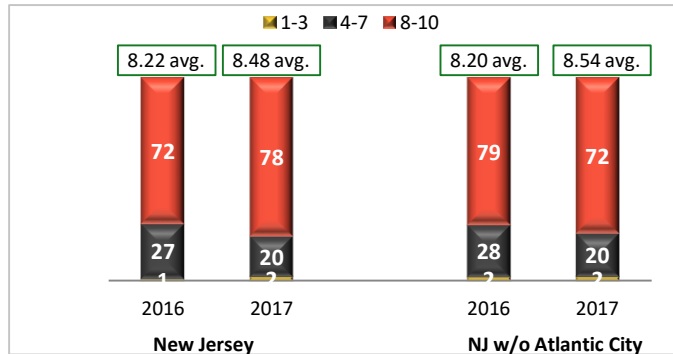
Respondents are asked to rate their overall satisfaction with the destinations they visit as well as the overall value for the money the destination provides. Ratings are on a 10-point scale, where 1 is low or 'poor' and 10 is high or 'excellent'.

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 2017 all competitive states achieved average ratings of between 8.5 and 8.7, similar to the average U.S. destination.

Excellent satisfaction ratings for New Jersey, whether or not Atlantic City is included, had sizeable increases in 2017 to 8.48 (New Jersey whole) and 8.54 (New Jersey without Atlantic City).

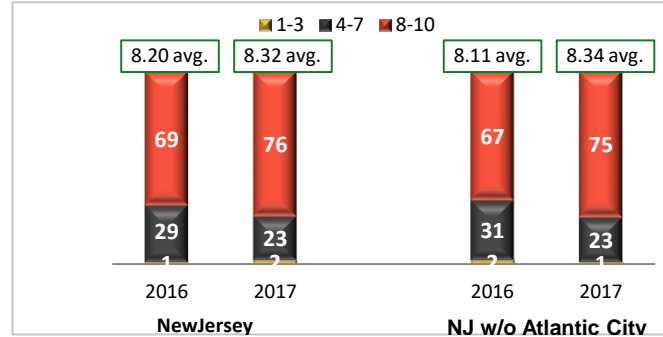
## Overall Satisfaction

2017 OVERNIGHT LEISURE (%) PERSON-STAYS



## Value for the Money

2017 OVERNIGHT LEISURE (%) PERSON-STAYS



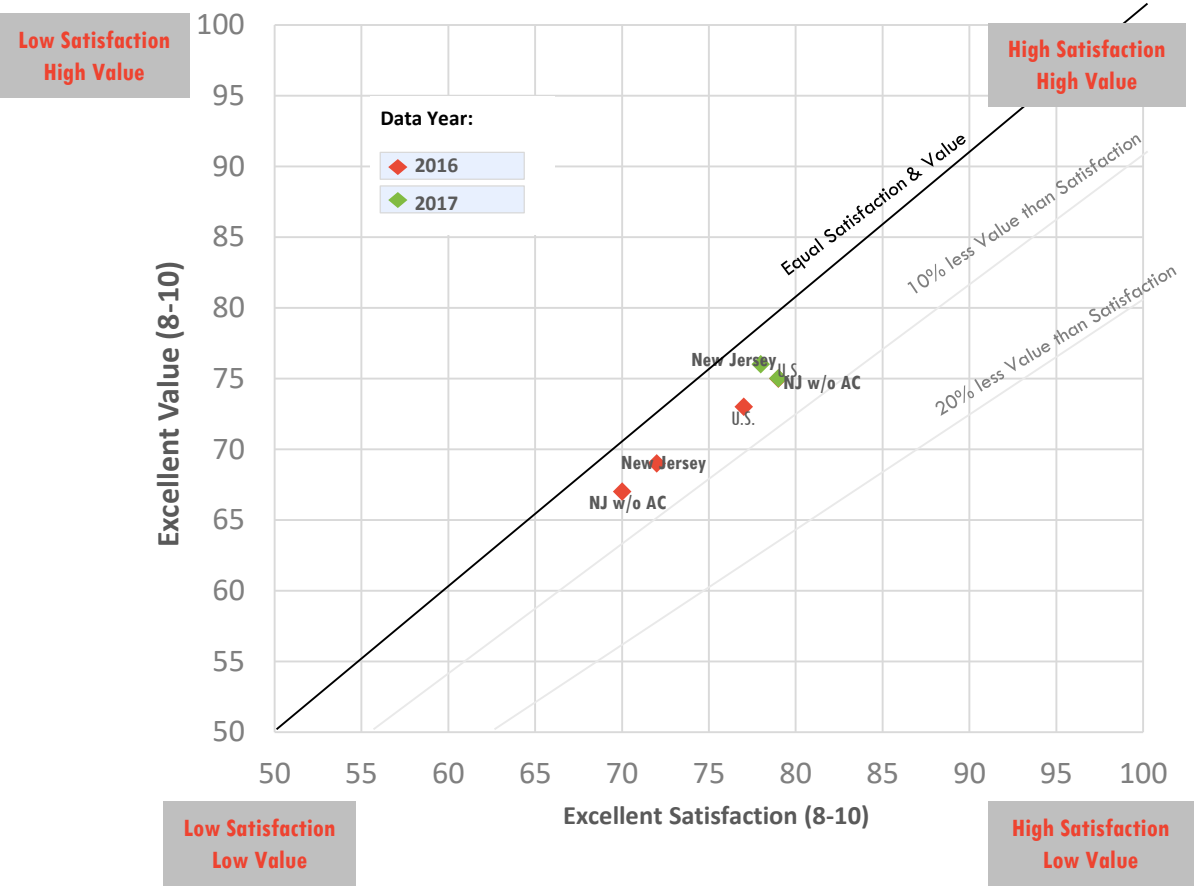
Since 2013, Value for the Money ratings have steadily increased year over year until 2015. In 2017, the Value rating increased for the entire State as well as for the non-Atlantic City regions. Excluding North Carolina (decrease), the competitive states saw incremental increases in the Value ratings for 2017 as well, marking recovery after 2016's decline in Value.

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.

Satisfaction and Value  
Strong

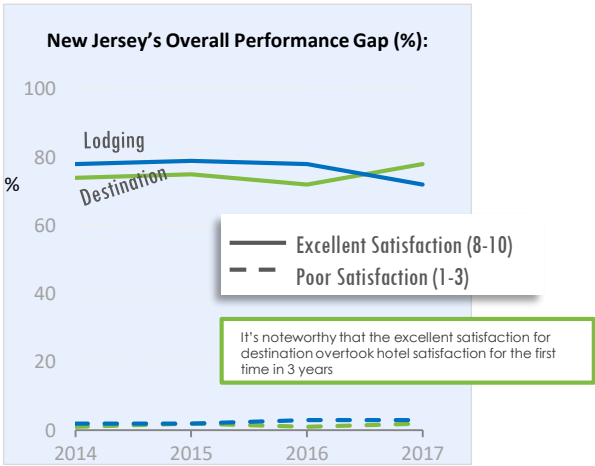
# New Jersey Ratings

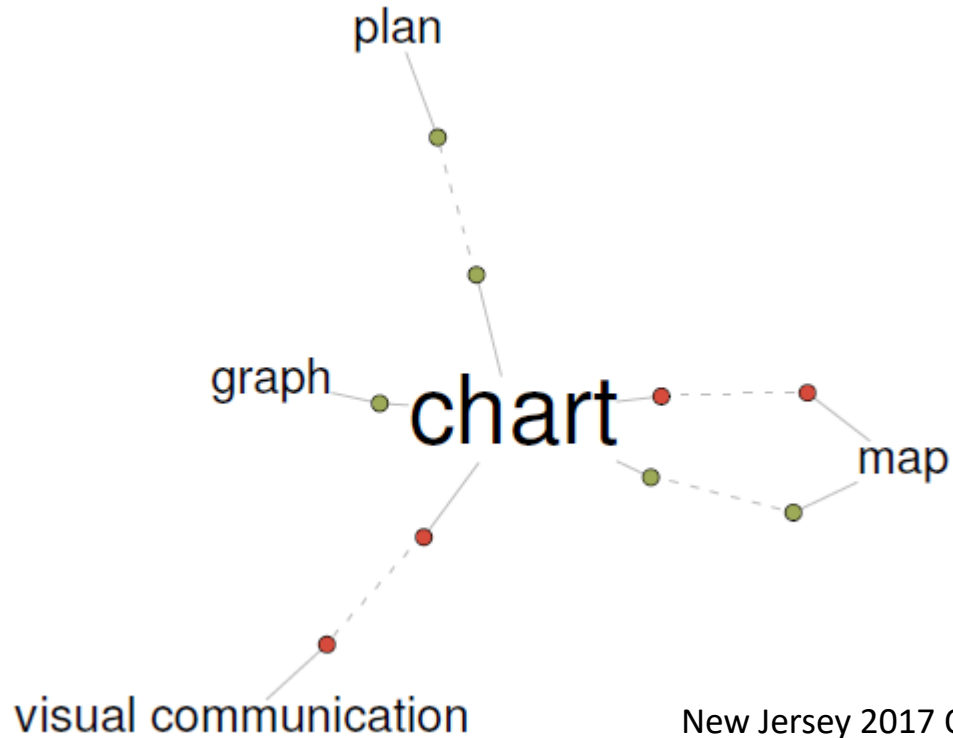
## PERFORMANCE RATINGS



Satisfaction and Value ratings may be combined into a matrix which places each destination in the location where Satisfaction and Value intersect.

Destinations or segments 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 not only to return, but they are likely to spend more, as well as provide invaluable word-of-mouth recommendations. The graph to the left shows these data for New Jersey, New Jersey without Atlantic City and the Competitive Set as well as the US average.





## Charts and Graphs

New Jersey 2017 Overnight Leisure Visitor Profile

# U.S. Travel Segments

VOLUME

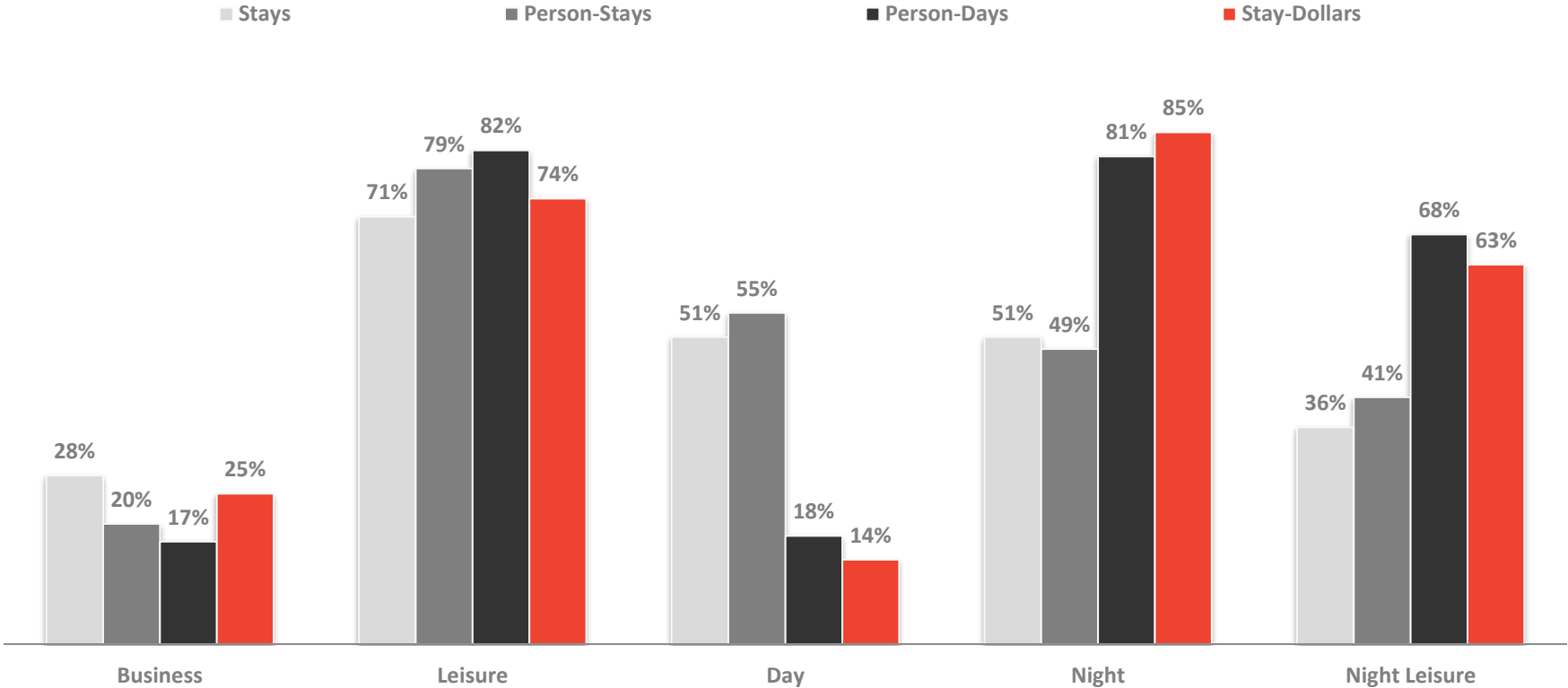
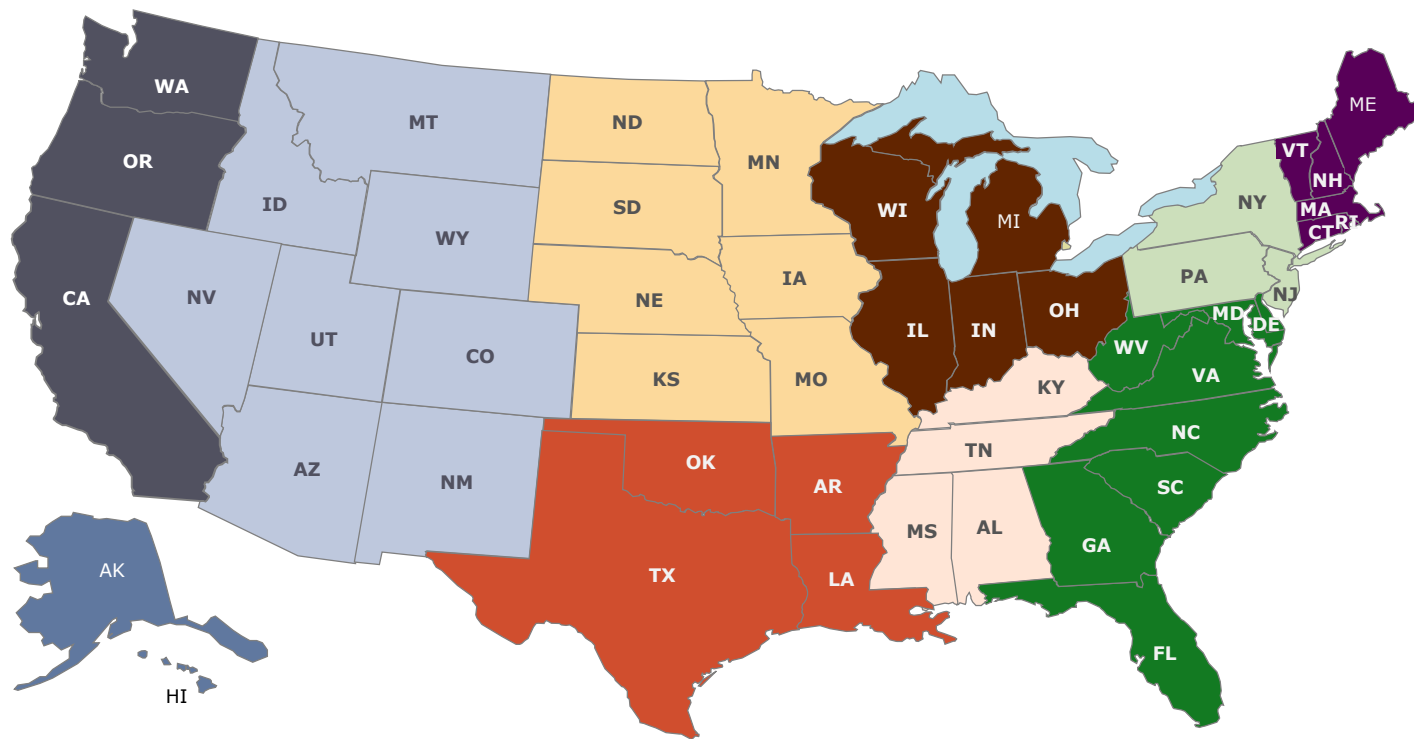


Chart 1 • Segment: 2017 Total Volume (%)

# U.S. Travel Volume Change by Division

VOLUME



## LEGEND

Pacific	-0.2%
Mountain	2.7%
West North Central	4.3%
West South Central	6.7%
East North Central	10.8%
East South Central	6.3%
New England	17.5%
Middle Atlantic	-7.0%
South Atlantic	1.6%

Chart 2 • Segment: 2016/2017 Overnight Leisure Person-Stays (%)

# New Jersey Travel Segments

VOLUME

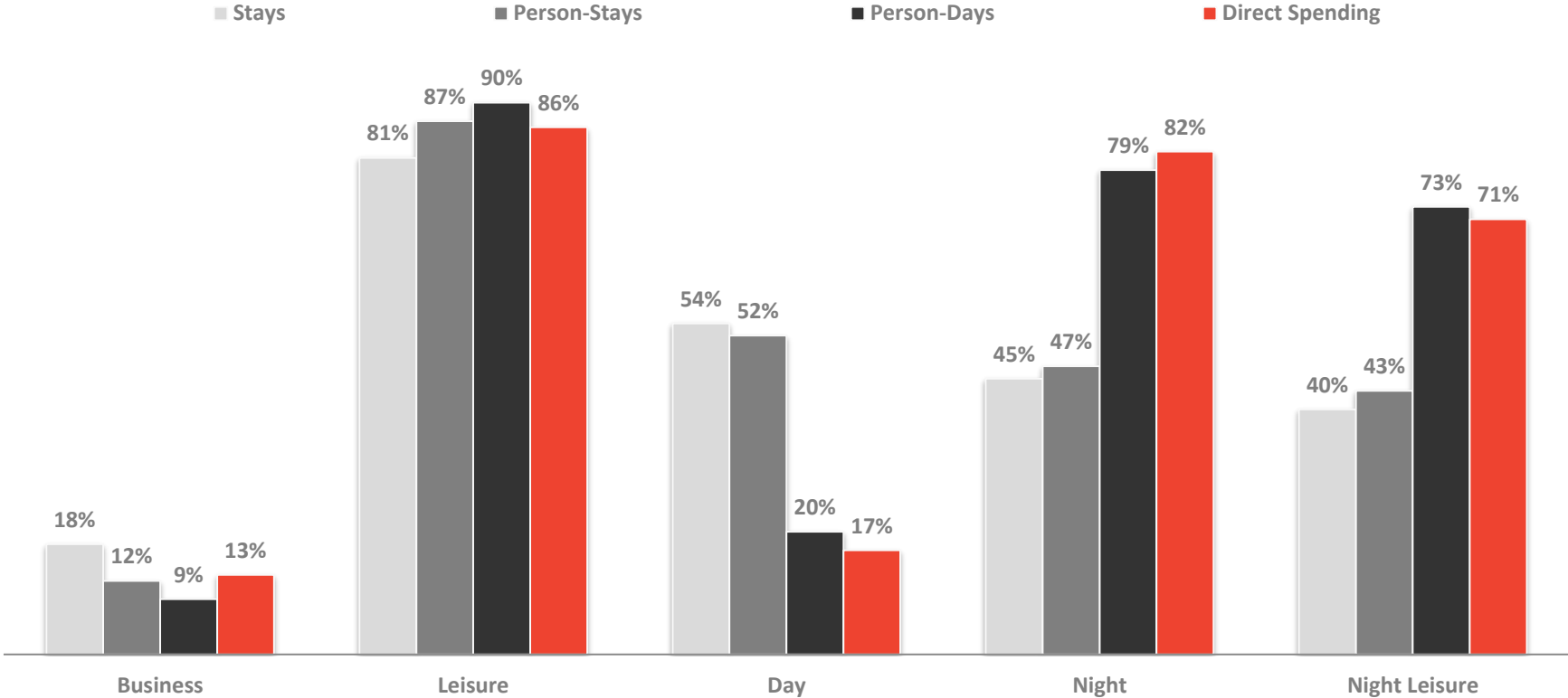


Chart 3 • Segment: 2017 Total Volume (%)



# New Jersey Person-Stays Volume

VOLUME

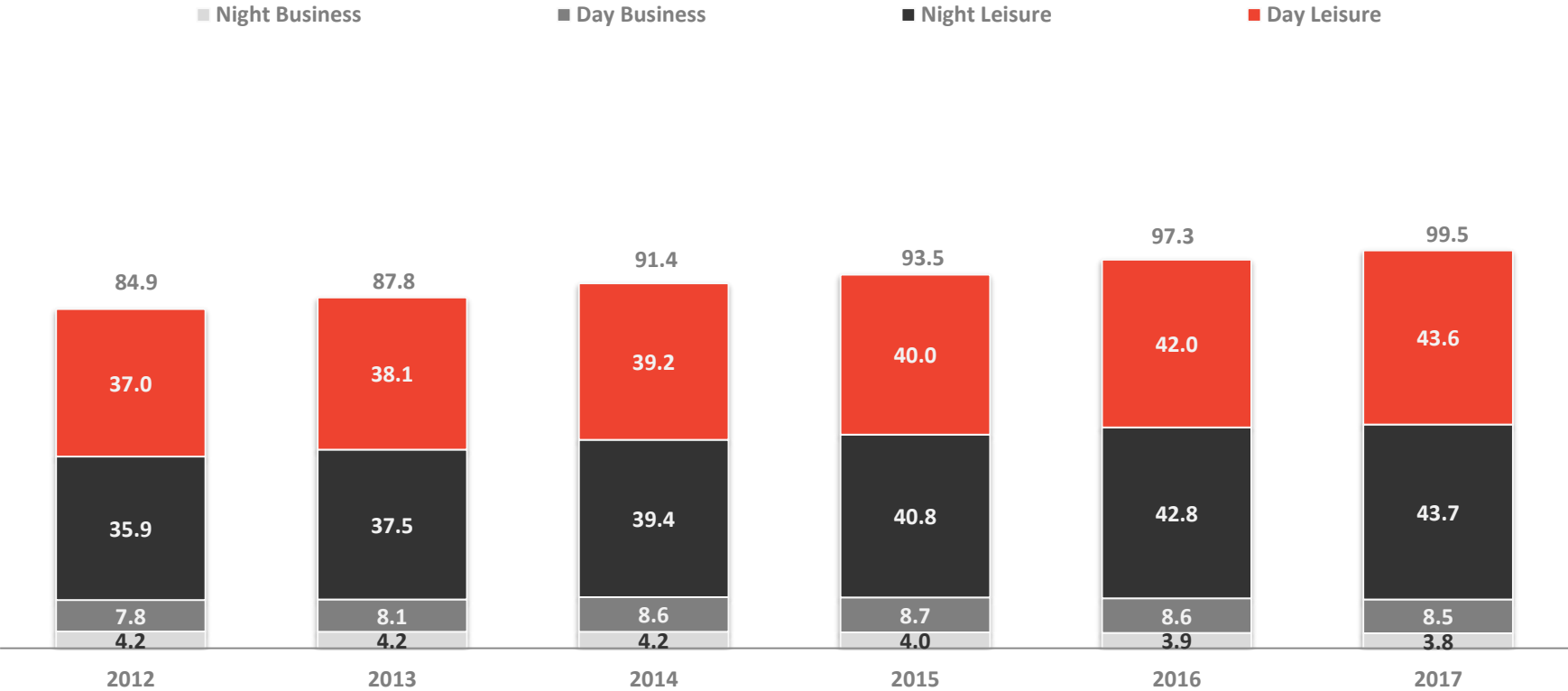


Chart 4 • in Millions

# New Jersey Person-Stays Volume

VOLUME

New Jersey						U.S.
	13/12	14/13	15/14	16/15	17/16	17/16
<b>Total</b>	3.4%	4.1%	2.3%	4.0%	2.3%	3.0%
<b>Business</b>	1.3%	4.6%	-0.4%	-1.8%	-2.0%	1.8%
<b>Leisure</b>	3.7%	4.0%	2.8%	4.9%	3.0%	3.3%
<b>Day</b>	3.0%	3.6%	2.0%	3.8%	2.9%	3.3%
<b>Night</b>	3.8%	4.6%	2.7%	4.3%	1.8%	2.7%
<b>Day Business</b>	2.6%	7.0%	1.4%	-1.1%	-1.5%	3.5%
<b>Day Leisure</b>	3.0%	2.8%	2.2%	4.9%	3.8%	3.2%
<b>Night Business</b>	-1.1%	0.0%	-4.2%	-3.2%	-3.1%	-0.4%
<b>Night Leisure</b>	4.4%	5.1%	3.4%	5.0%	2.2%	3.4%

Chart 5 • % change

# New Jersey Direct Spending Volume

DIRECT SPENDING

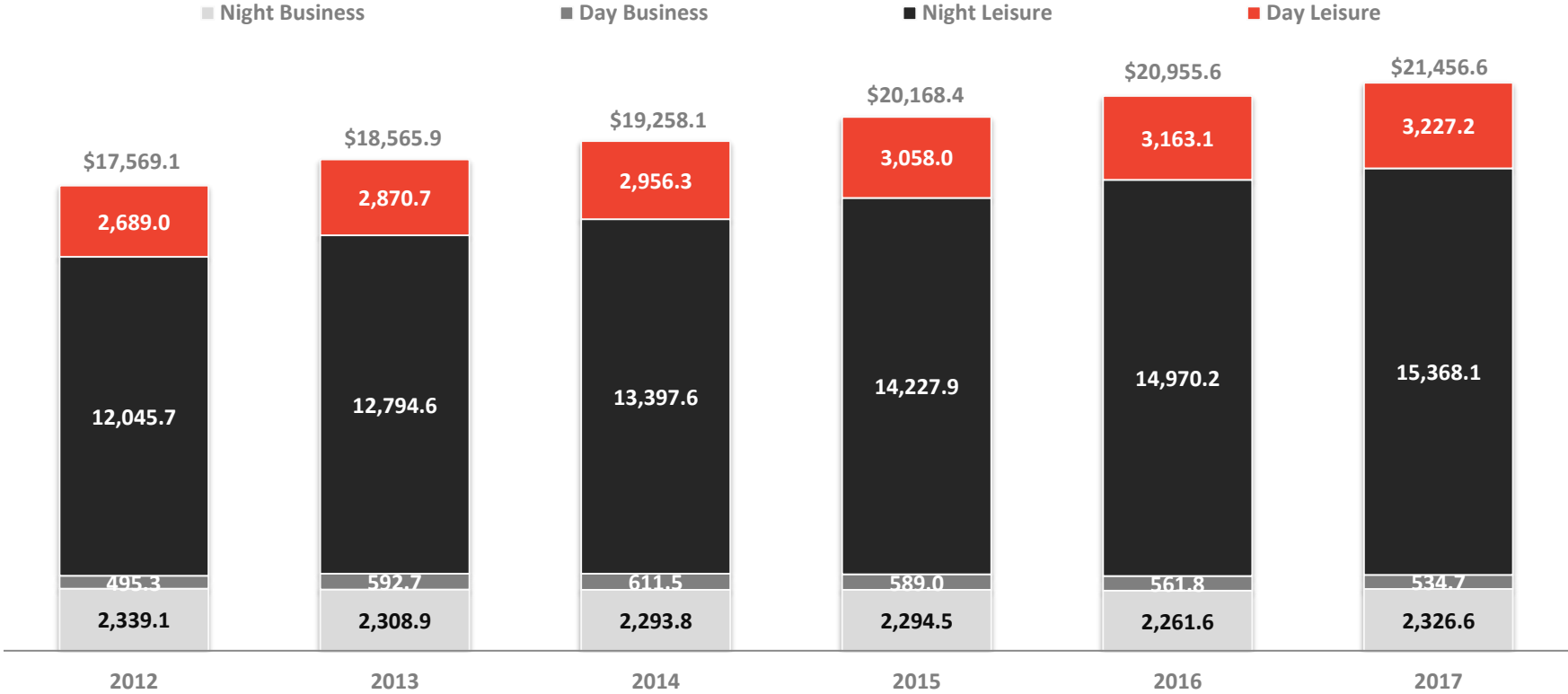


Chart 6 • \$ Millions

# New Jersey Direct Spending Volume

**DIRECT SPENDING**

New Jersey						U.S.
	13/12	14/13	15/14	16/15	17/16	17/16
<b>Total</b>	5.7%	3.7%	4.7%	3.9%	2.4%	3.8%
<b>Business</b>	2.3%	0.1%	-0.7%	-2.1%	1.3%	2.3%
<b>Leisure</b>	6.3%	4.4%	5.7%	4.9%	2.5%	4.4%
<b>Day</b>	8.8%	3.0%	2.2%	2.1%	1.0%	9.6%
<b>Night</b>	5.0%	3.9%	5.3%	4.3%	2.7%	2.9%
<b>Day Business</b>	19.7%	3.2%	-3.7%	-4.6%	-4.8%	6.5%
<b>Day Leisure</b>	6.8%	3.0%	3.4%	3.4%	2.0%	10.5%
<b>Night Business</b>	-1.3%	-0.7%	0.0%	-1.4%	2.9%	1.6%
<b>Night Leisure</b>	6.2%	4.7%	6.2%	5.2%	2.7%	3.4%

Chart 7 • % change

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

MARKET SHARE

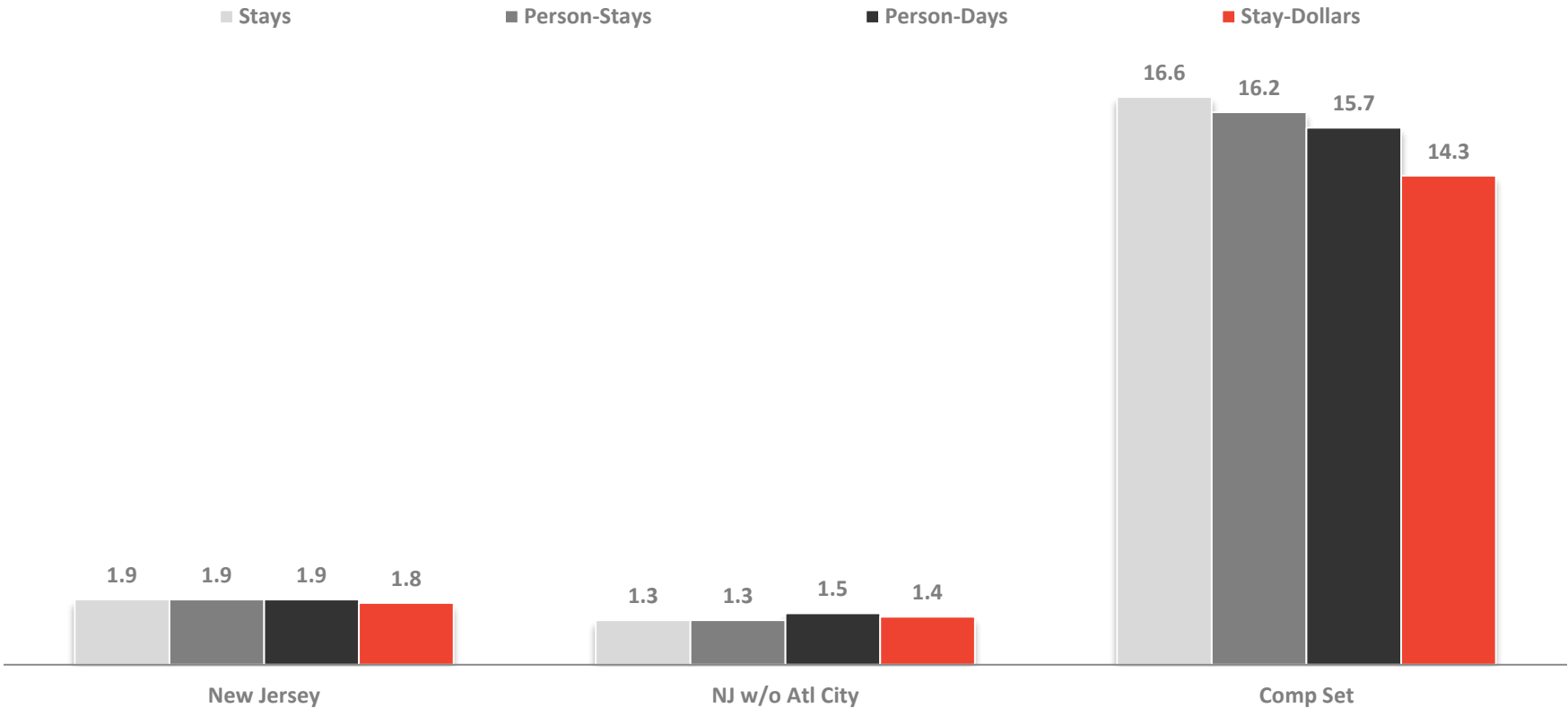


Chart 8 • Segment: 2017 Overnight Leisure (%) • New Jersey n = 964 household count

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

DEMOGRAPHICS

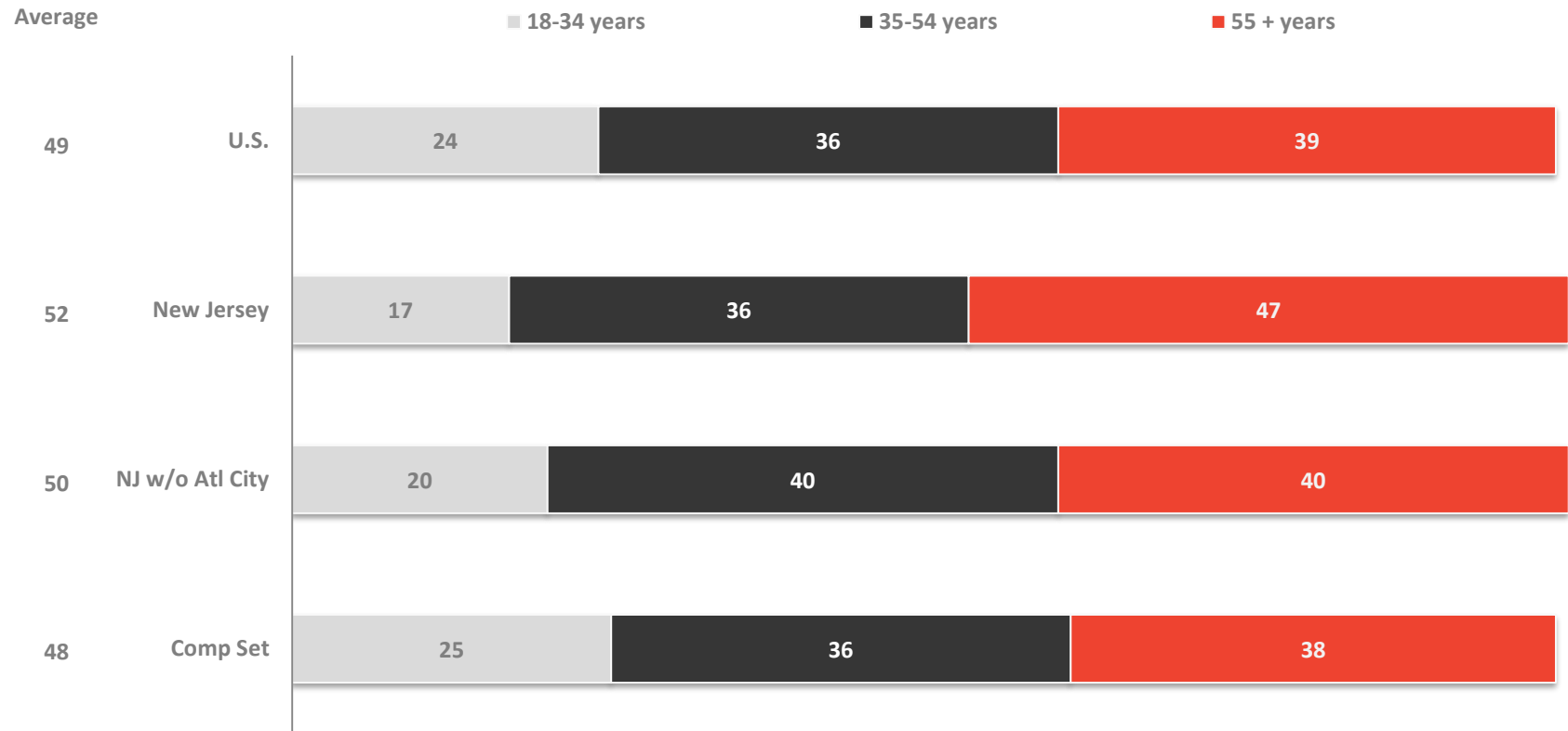


Chart 9 • Segment: 2017 Overnight Leisure Person-Stays (%) • New Jersey n = 964 household count

# New Jersey Avg. Party per Stay Spending by Age

DEMOGRAPHICS

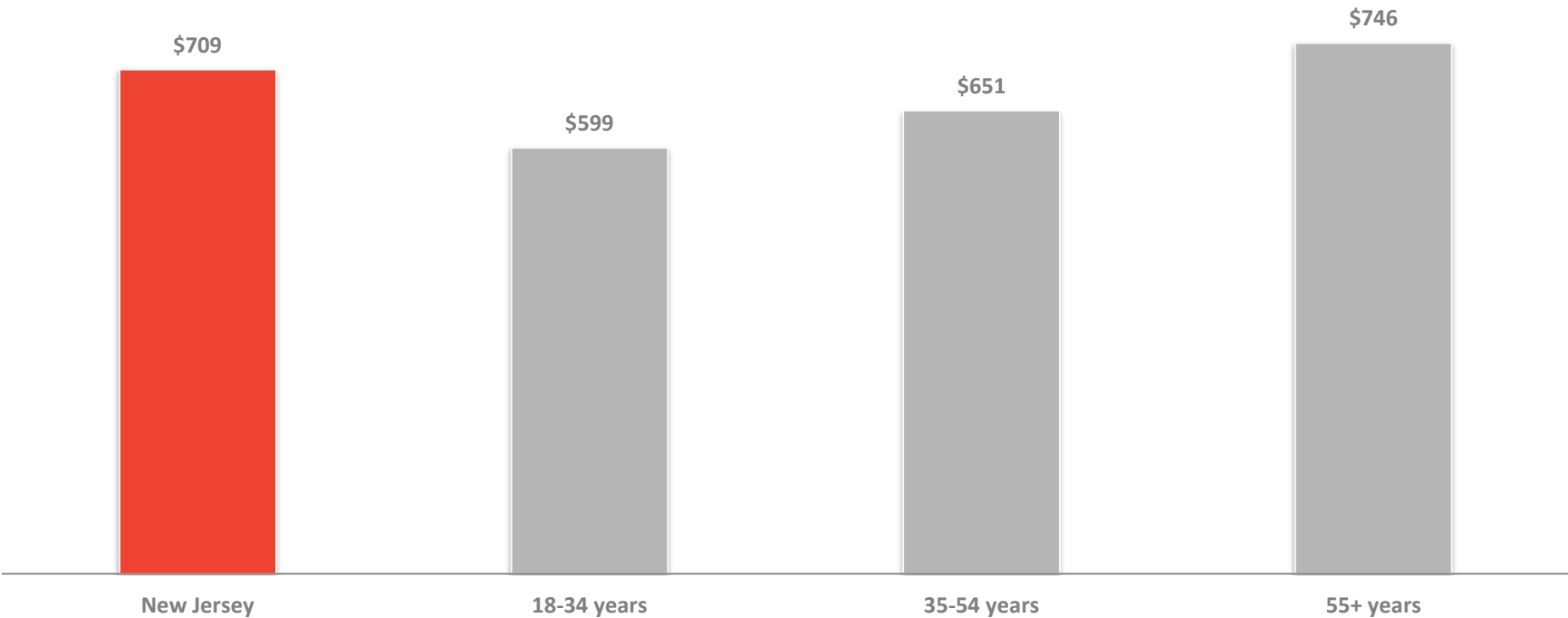


Chart 10 • Segment: 2015-2017 Overnight Leisure Stays (\$) • New Jersey n = 3,240 household count

GLOSSARY

**Average Party per Trip 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

DEMOGRAPHICS

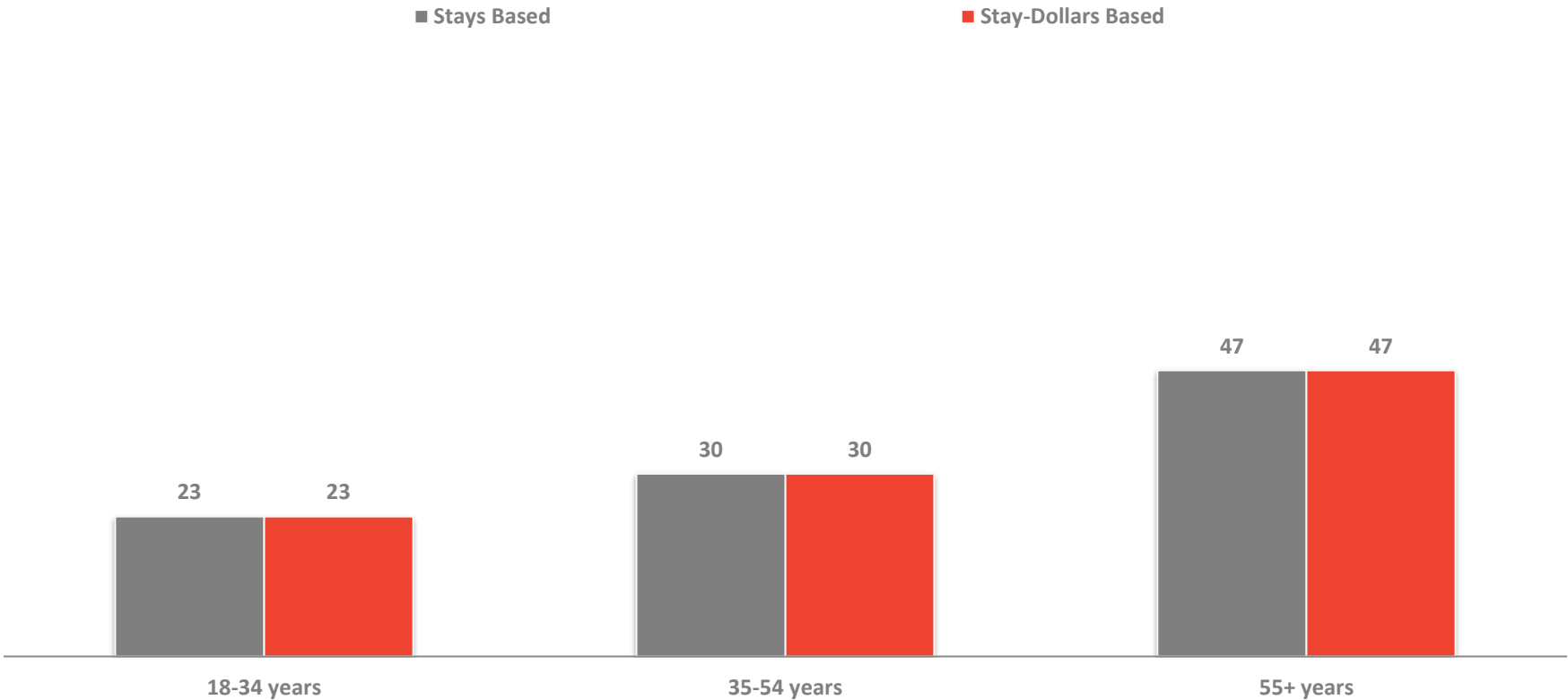


Chart 11 • Segment: 2015-2017 Overnight Leisure (%) • New Jersey n = 3,240 household count



# Racial Distribution

## U.S., New Jersey and Comp Set

DEMOGRAPHICS

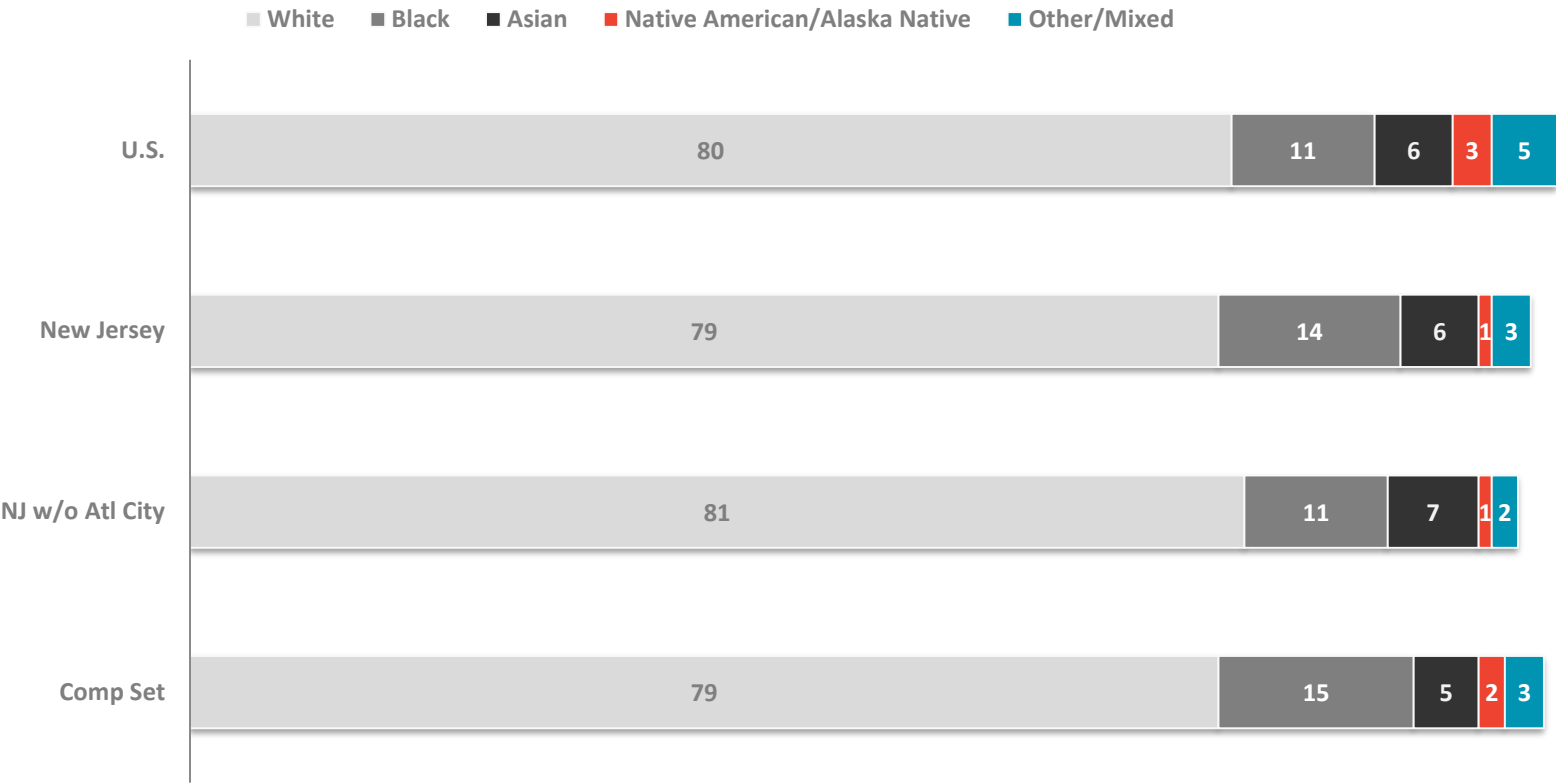


Chart 12a • Segment: 2017 Overnight Leisure Person-Stays (%) • New Jersey n = 964 household count

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

DEMOGRAPHICS

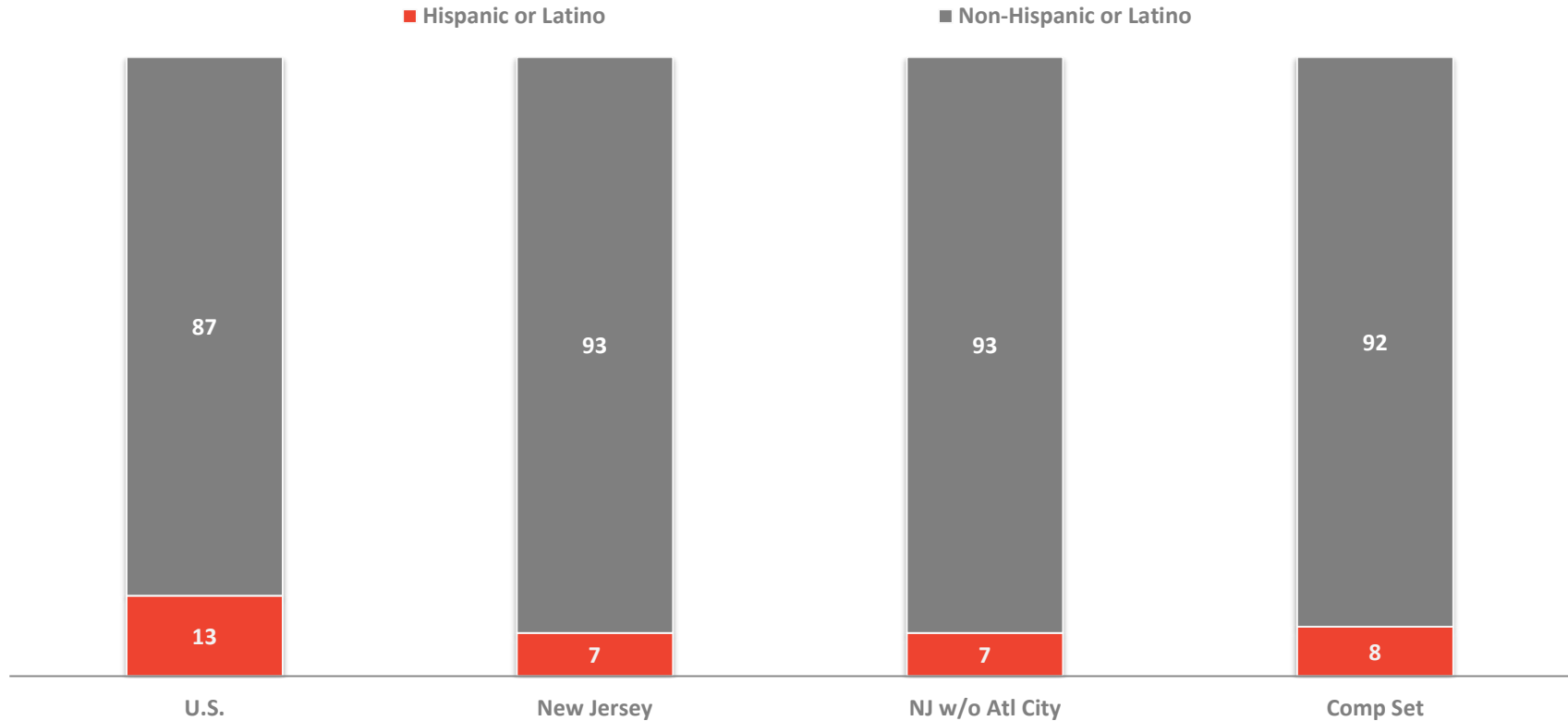


Chart 12b • Segment: 2017 Overnight Leisure Person-Stays (%) • New Jersey n = 964 household count

# Sexual Orientation: U.S., New Jersey and New Jersey w/o Atlantic City

DEMOGRAPHICS

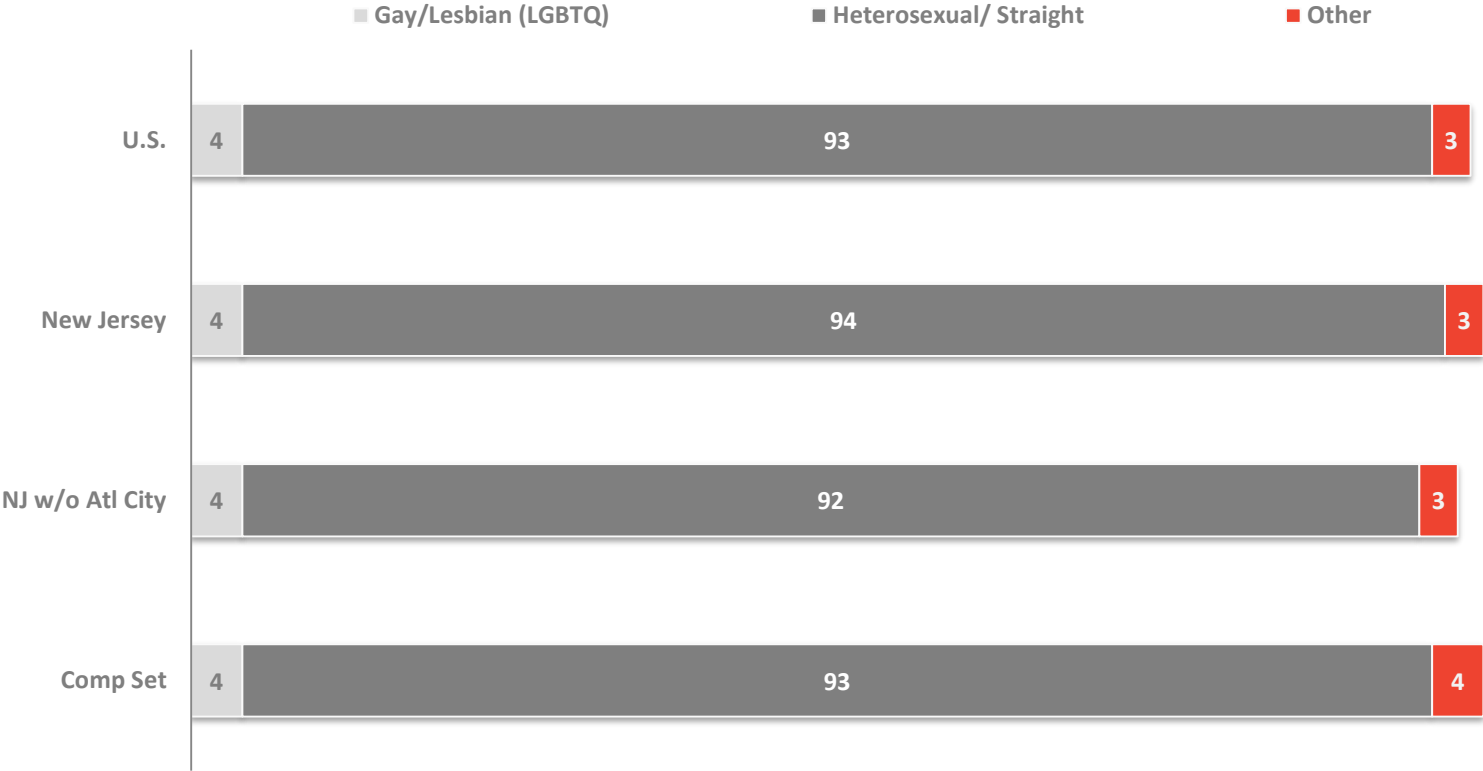


Chart 13 • Segment: 2017 Overnight Leisure Person-Stays (%) • New Jersey n = 964 household count

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

DEMOGRAPHICS

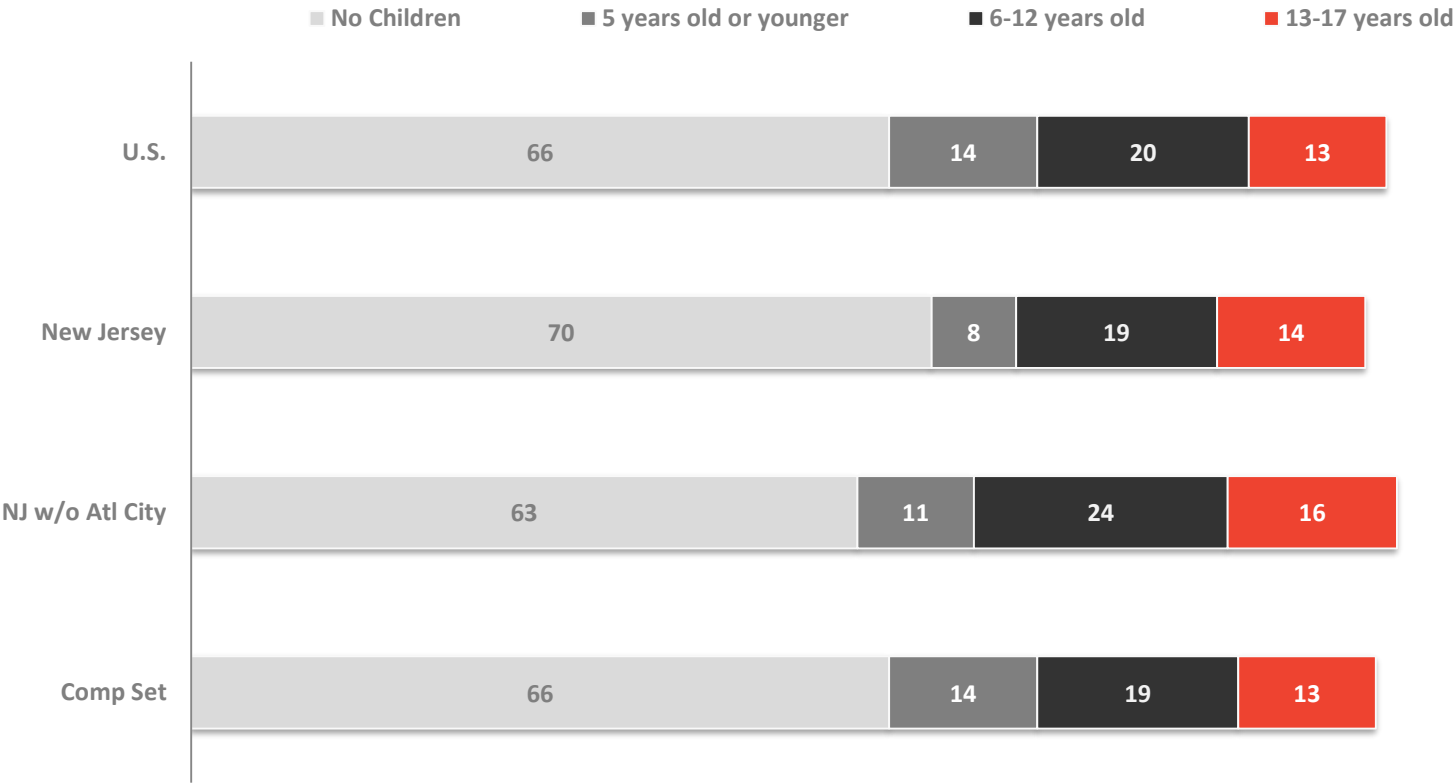


Chart 14 • Segment: 2017 Overnight Leisure Person-Stays (%) • New Jersey n = 964 household count

GLOSSARY

Sum exceeds 100% due to multiple-children households.

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

DEMOGRAPHICS

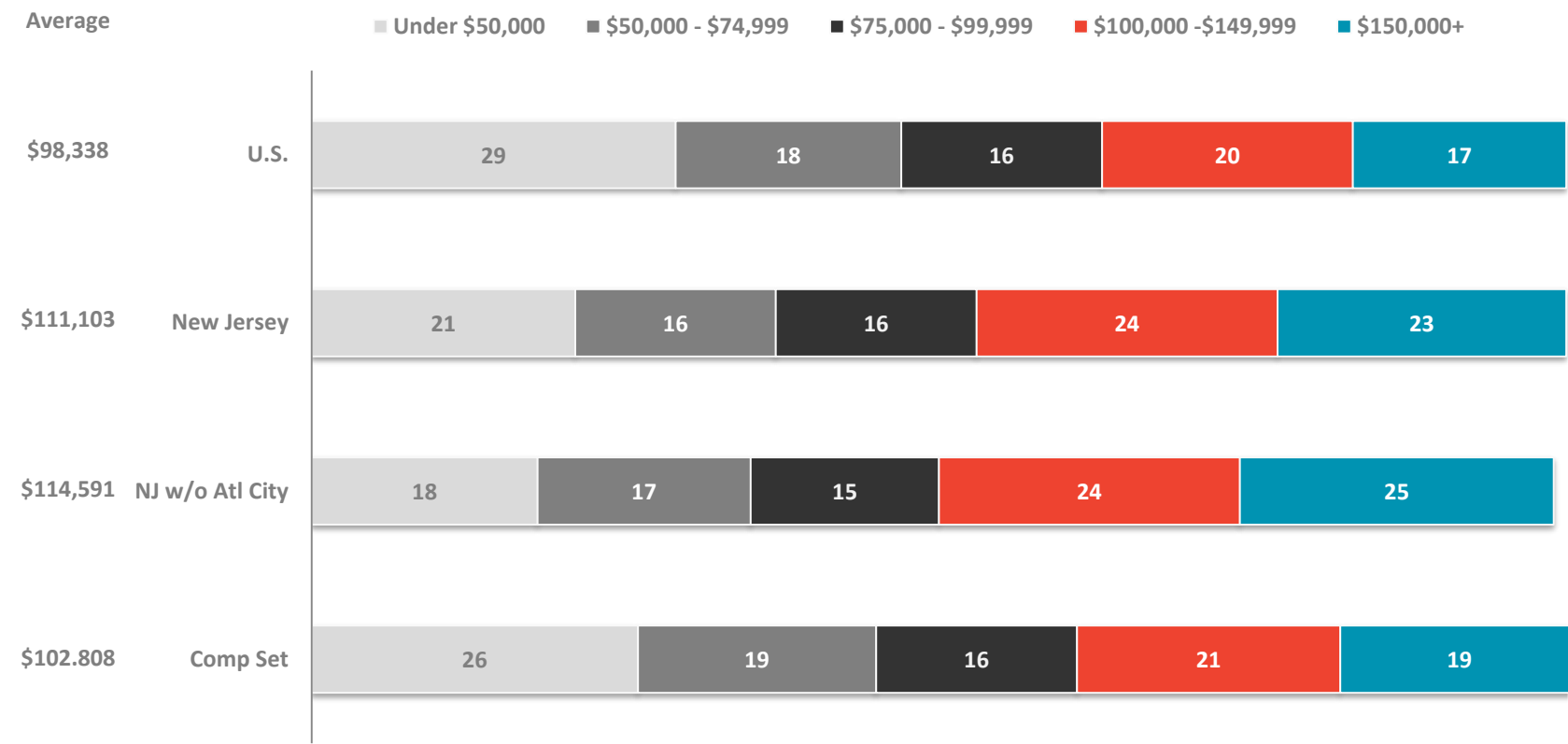


Chart 15 • Segment: 2017 Overnight Leisure Person-Stays (%) • New Jersey n = 964 household count

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

DEMOGRAPHICS

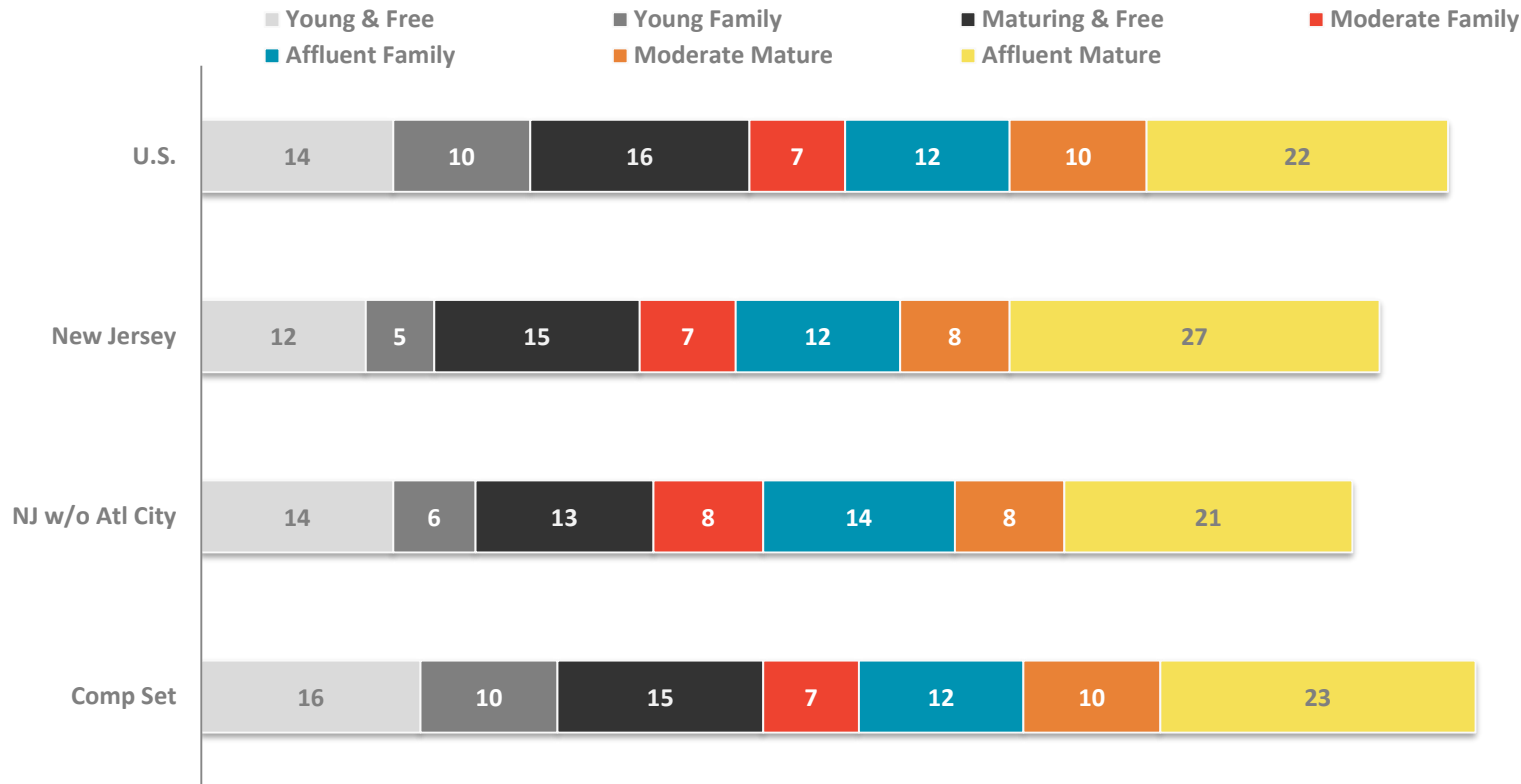


Chart 16 • Segment: 2017 Overnight Leisure Person-Stays (%) • New Jersey n = 964 household count

# New Jersey Avg. Party per Stay Spending by Lifestage

DEMOGRAPHICS

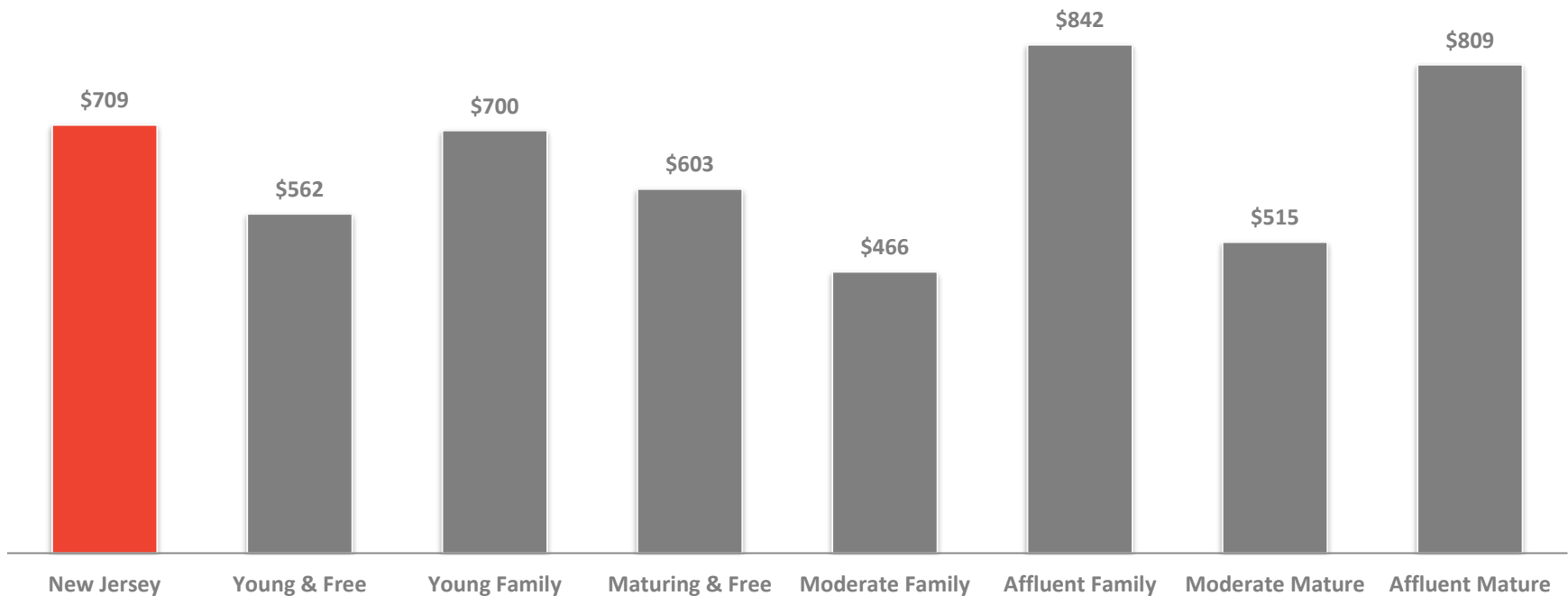


Chart 17 • Segment: 2015-2017 Overnight Leisure Stays (\$) • New Jersey n = 3,240 household count

# New Jersey Lifestage Comparison

DEMOGRAPHICS

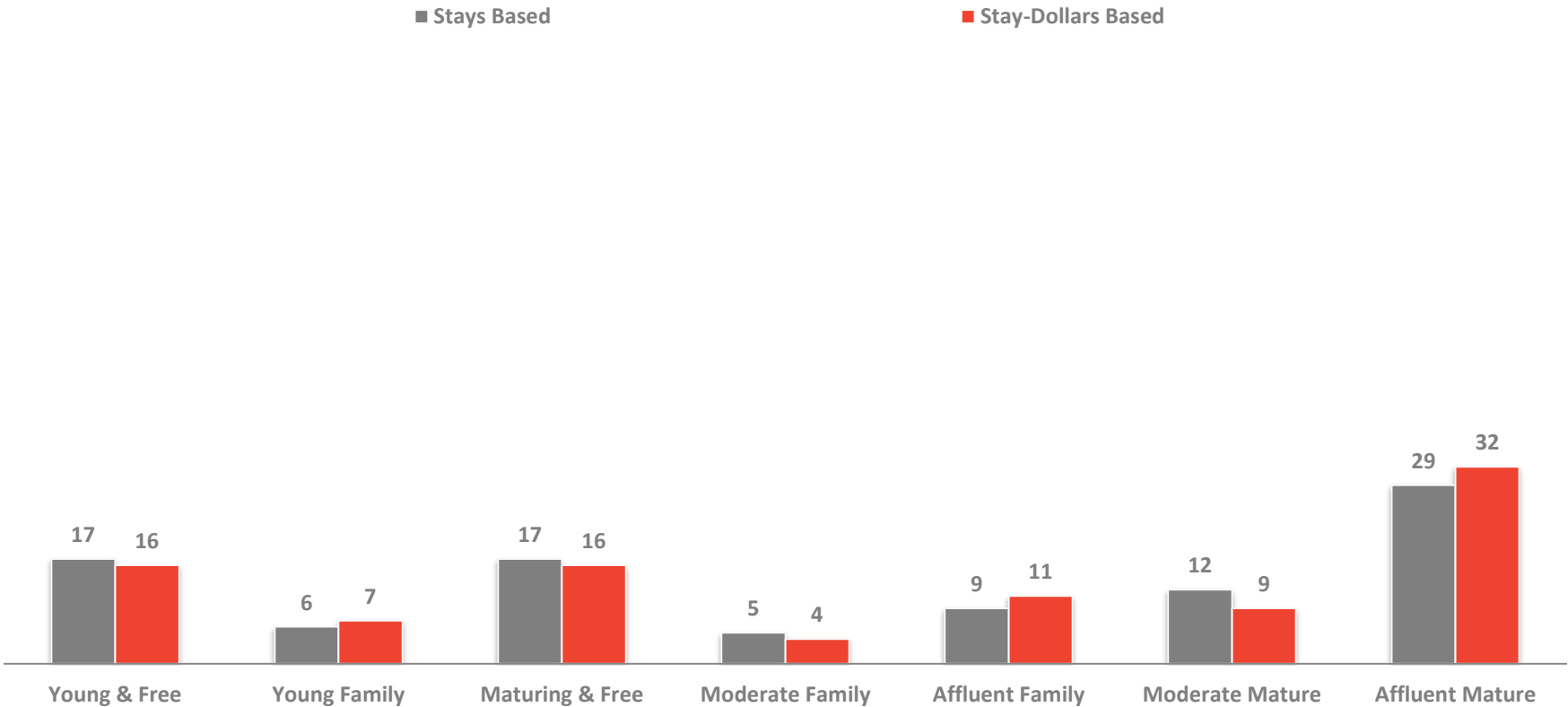


Chart 18 • Segment: 2015-2017 Overnight Leisure (%) • New Jersey n = 3,240 household count



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

DEMOGRAPHICS

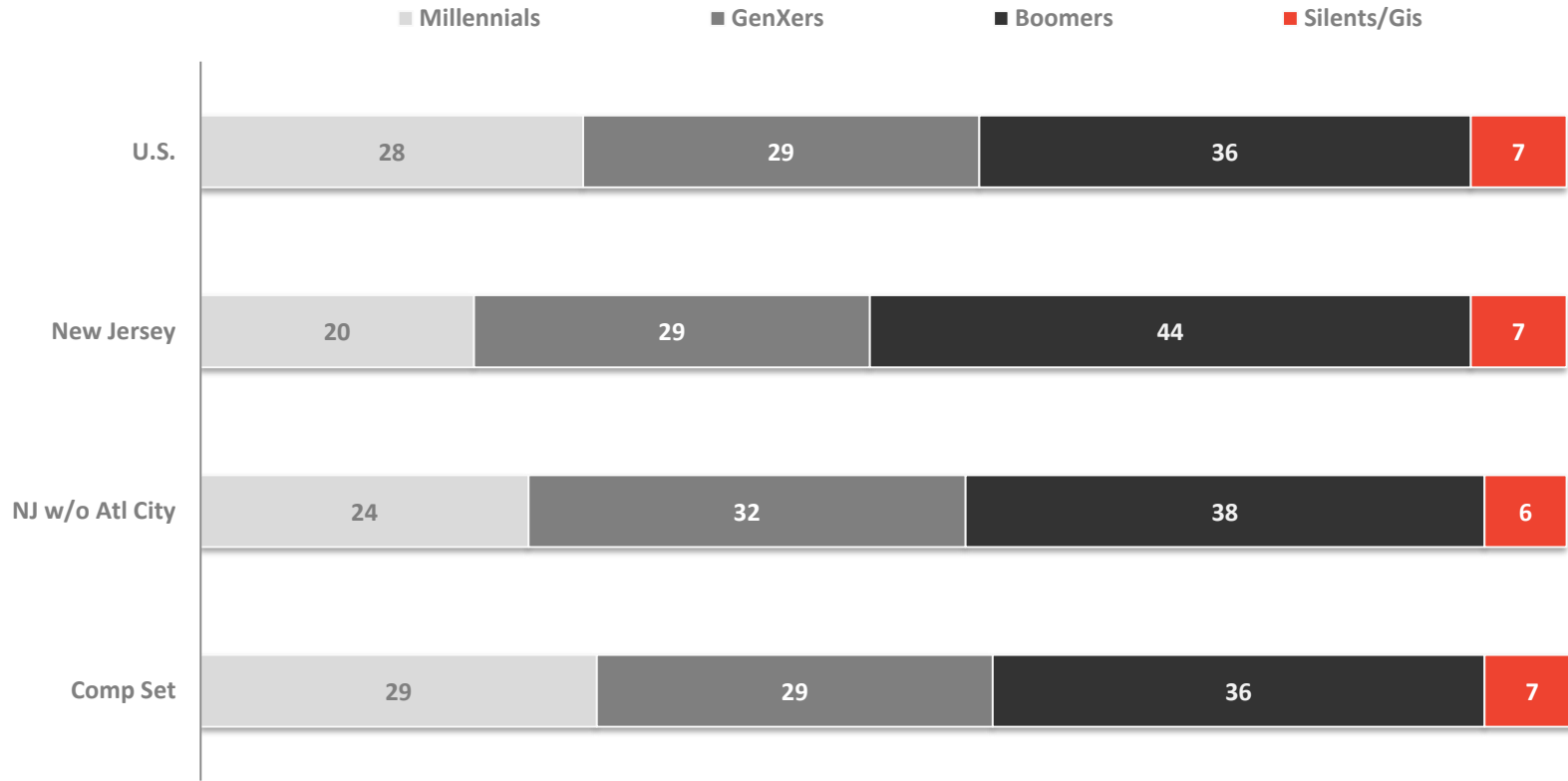


Chart 19 • Segment: 2017 Overnight Leisure Person-Stays (%) • New Jersey n = 964 household count

# New Jersey Avg. Party per Stay Spending by Generation

DEMOGRAPHICS

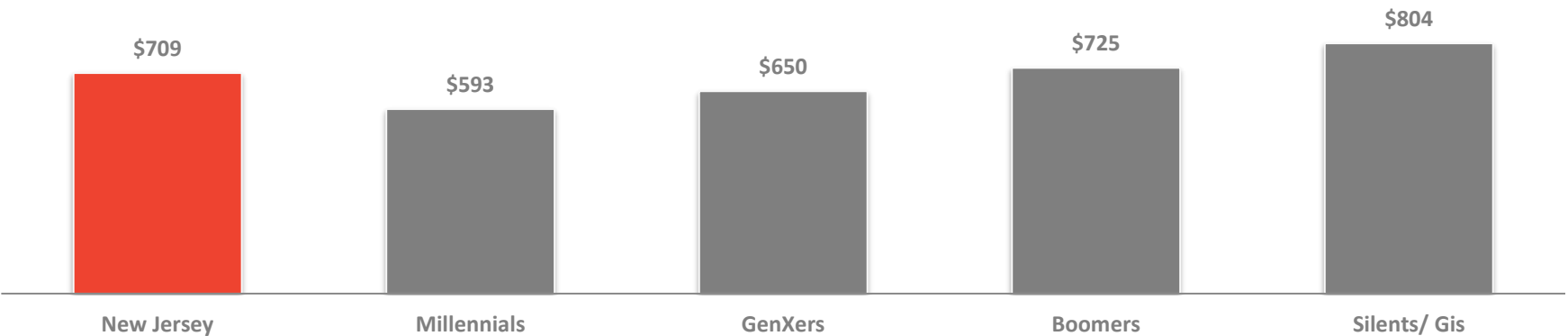


Chart 20 • Segment: 2015-2017 Overnight Leisure Stays (\$) • New Jersey n = 3,240 household count

# New Jersey Traveler Generation Comparison

DEMOGRAPHICS

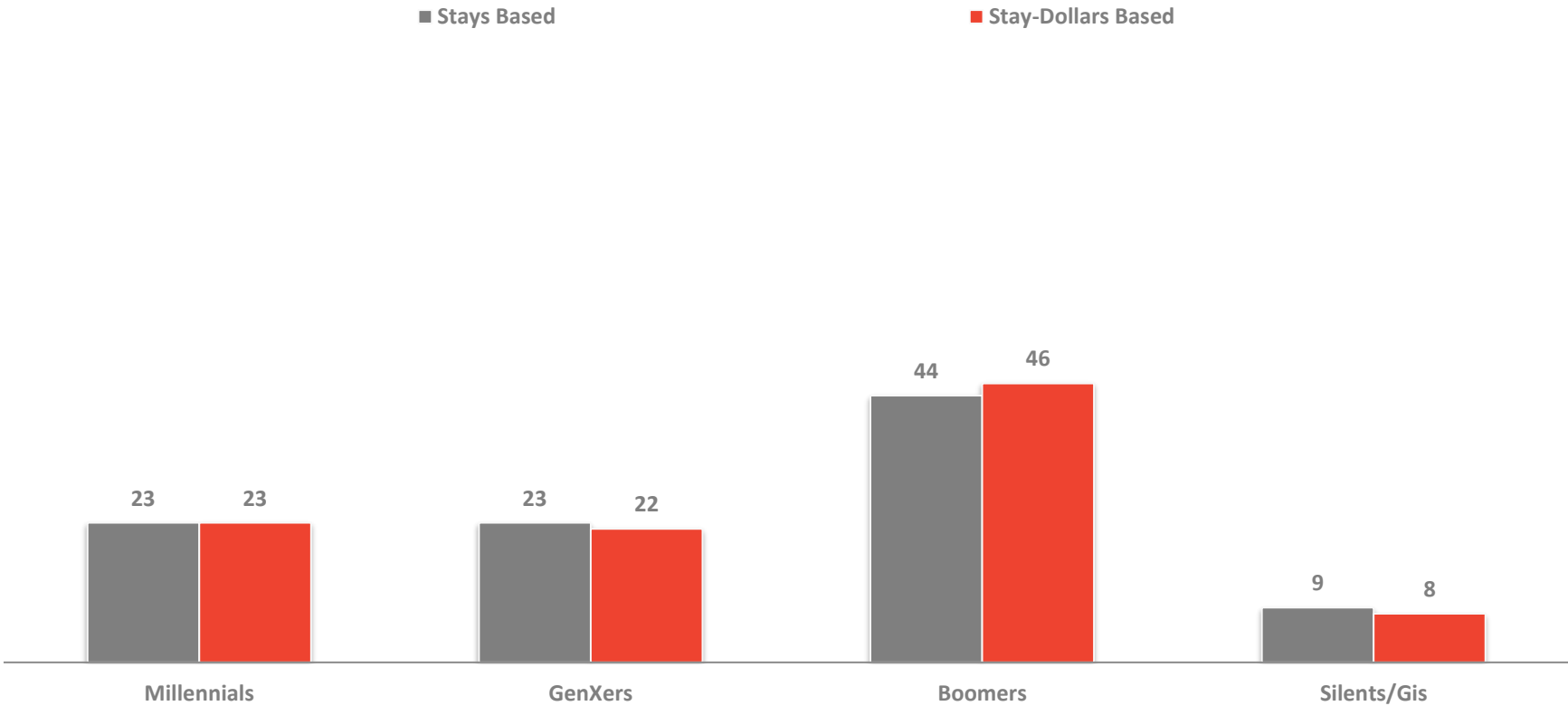
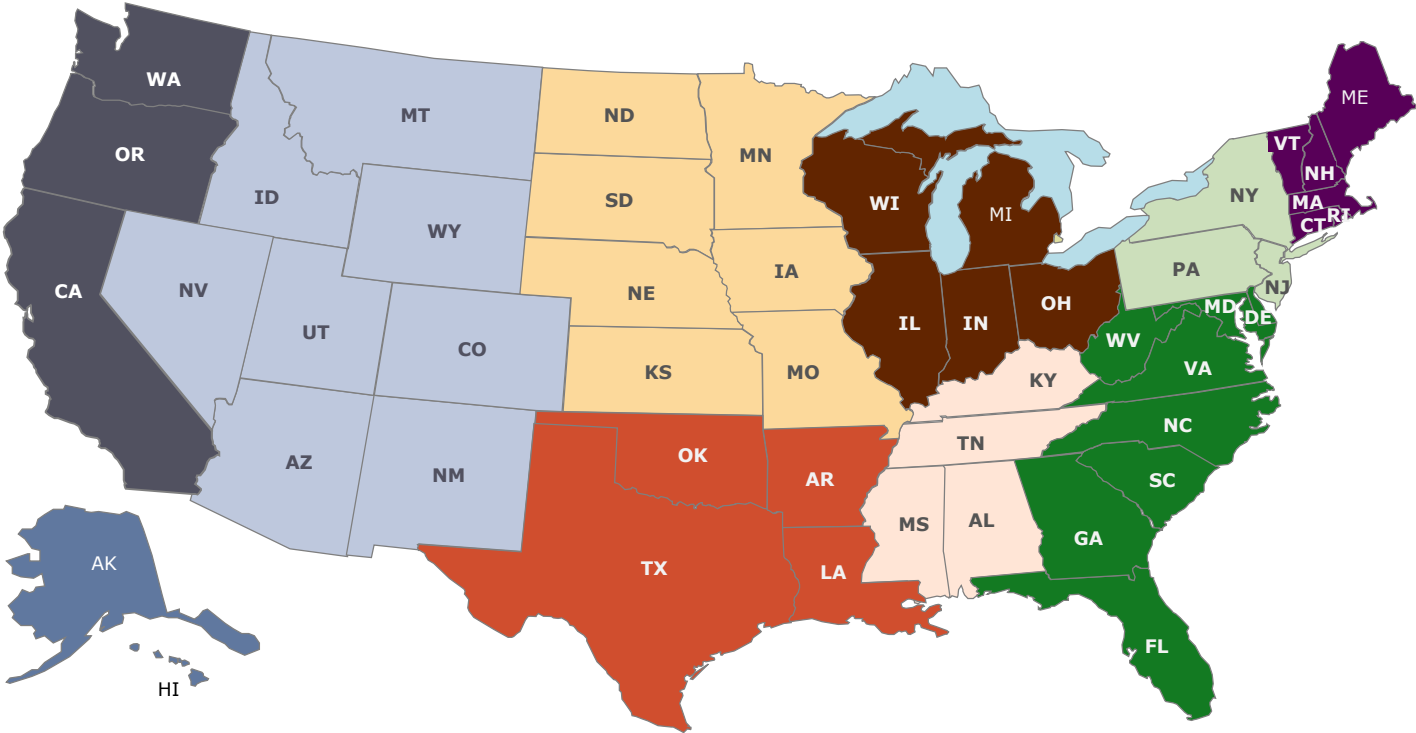


Chart 21 • Segment: 2015-2017 Overnight Leisure (%) • New Jersey n = 3,240 household count

# Origin Divisions for Travel to New Jersey

TRIP ORIGIN



**LEGEND**

Pacific	1.2%
Mountain	1.3%
West North Central	0.3%
West South Central	2.5%
East North Central	4.6%
East South Central	0.1%
New England	7.9%
Middle Atlantic	65.8%
South Atlantic	16.2%

Chart 22 • Segment: 2017 Overnight Leisure Person-Stays (%) • New Jersey n = 964 household count

# Top Origin States to New Jersey

TRIP ORIGIN

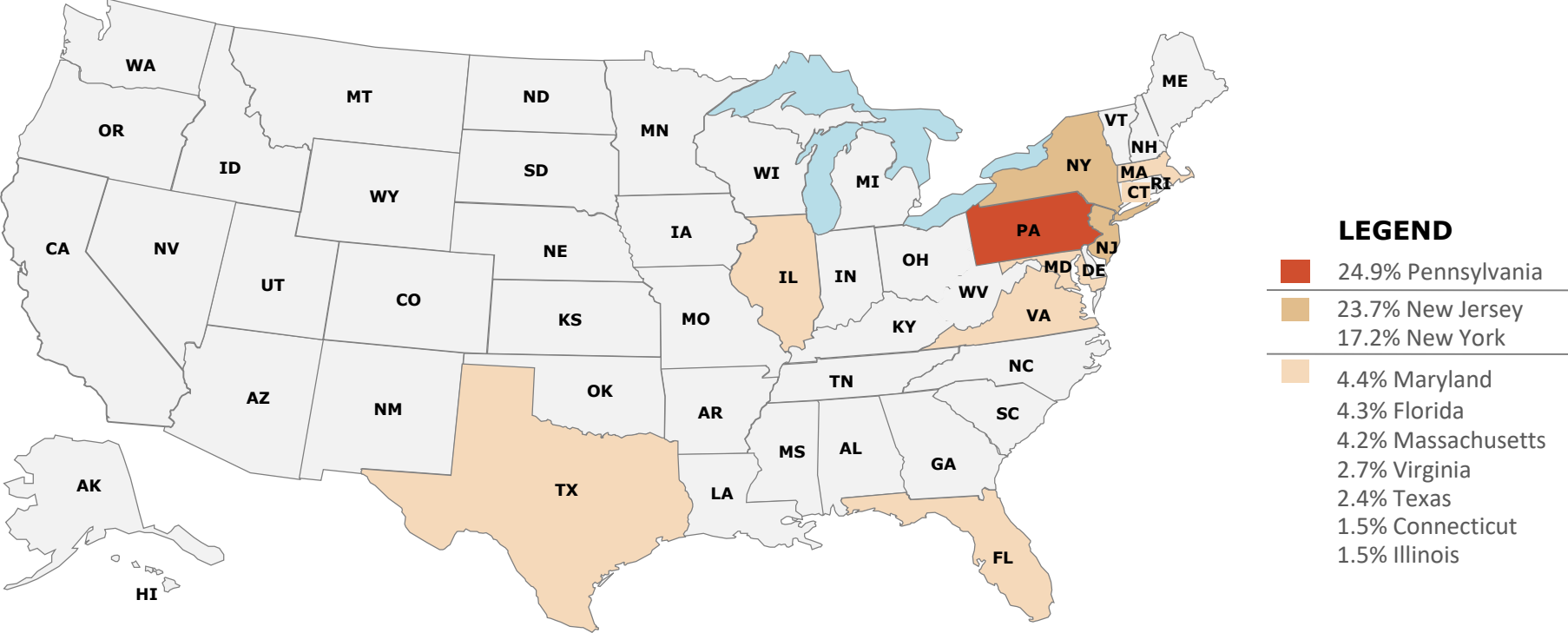


Chart 23 • Segment: 2017 Overnight Leisure Person-Stays (%) • New Jersey n = 964 household count

## Top Origin DMAs to New Jersey

TRIP ORIGIN

	U.S.	New Jersey	NJ w/o Atl City	Comp Set
Philadelphia, PA	2.7%	29.6%	25.9%	7.3%
New York, NY	4.9%	27.0%	23.0%	11.6%
Boston, MA	2.1%	4.8%	6.7%	3.1%
Baltimore, MD	1.0%	3.6%	3.4%	3.1%
Washington, DC	2.3%	2.7%	3.4%	7.2%
Albany-Schenectady-Troy, NY	0.6%	2.2%	1.2%	1.8%
Orlando-Daytona Beach-Melbourne, FL	1.3%	2.1%	2.9%	1.0%
Wilkes Barre-Scranton, PA	0.4%	2.0%	2.5%	1.9%
Chicago, IL	2.7%	1.8%	2.5%	1.3%
Harrisburg-Lancaster-Lebanon-York, PA	0.6%	1.6%	1.5%	2.3%
Top 10 Sum	18.6%	77.4%	73.0%	40.6%

Chart 24 • Segment: 2017 Overnight Leisure Person-Stays (%) • New Jersey n = 964 household count

# New Jersey Avg. Party per Stay Spending by Origin DMA

TRIP ORIGIN

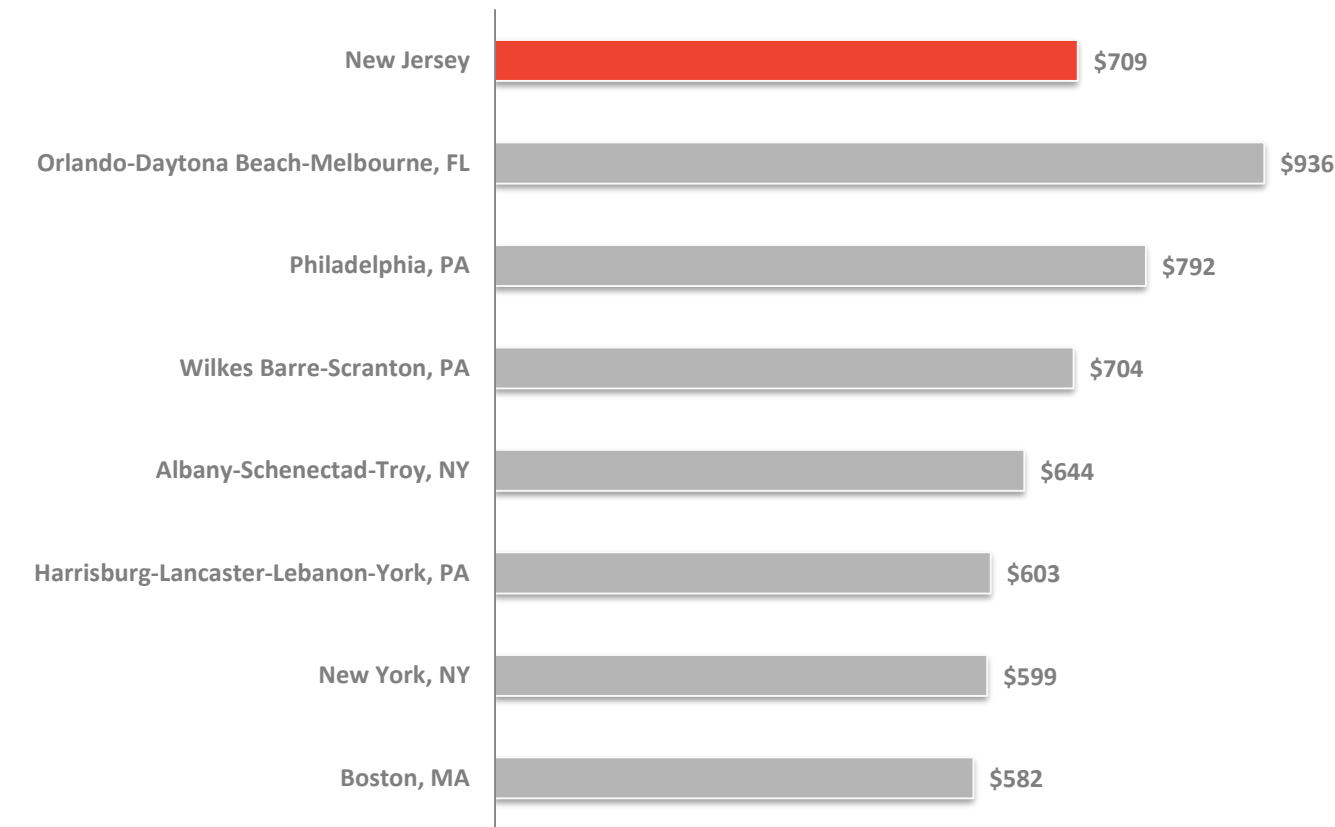


Chart 25 • Segment: 2015-2017 Overnight Leisure Stays (\$) • New Jersey n = 3,240 household count

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

TRIP ORIGIN

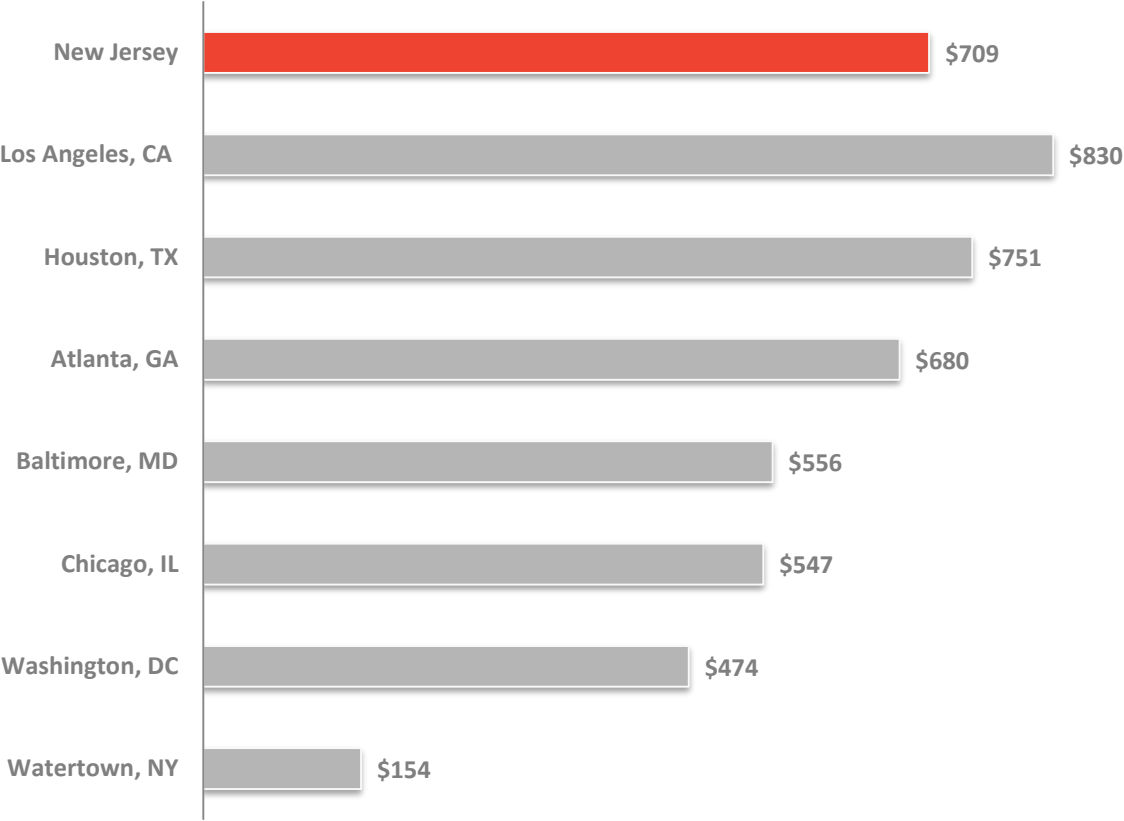


Chart 26 • Segment: 2015-2017 Overnight Leisure Stays (\$) • New Jersey n = 3,240 household count



# New Jersey Origin DMA Comparison

TRIP ORIGIN

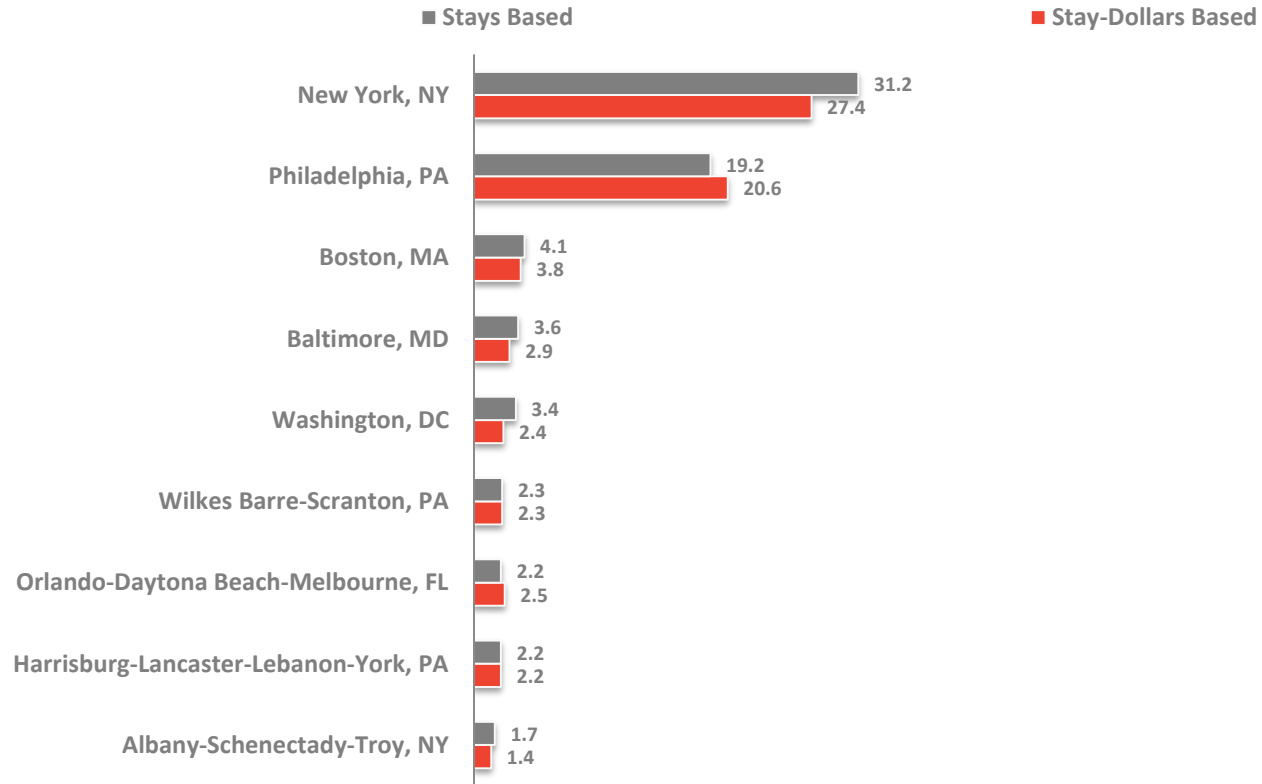


Chart 27 • Segment: 2015-2017 Overnight Leisure (%) • New Jersey n = 3,240 household count

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

TRANSPORTATION



Chart 28 • Segment: 2017 Overnight Leisure Person-Stays (%) • New Jersey n = 964 household count

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

TRANSPORTATION

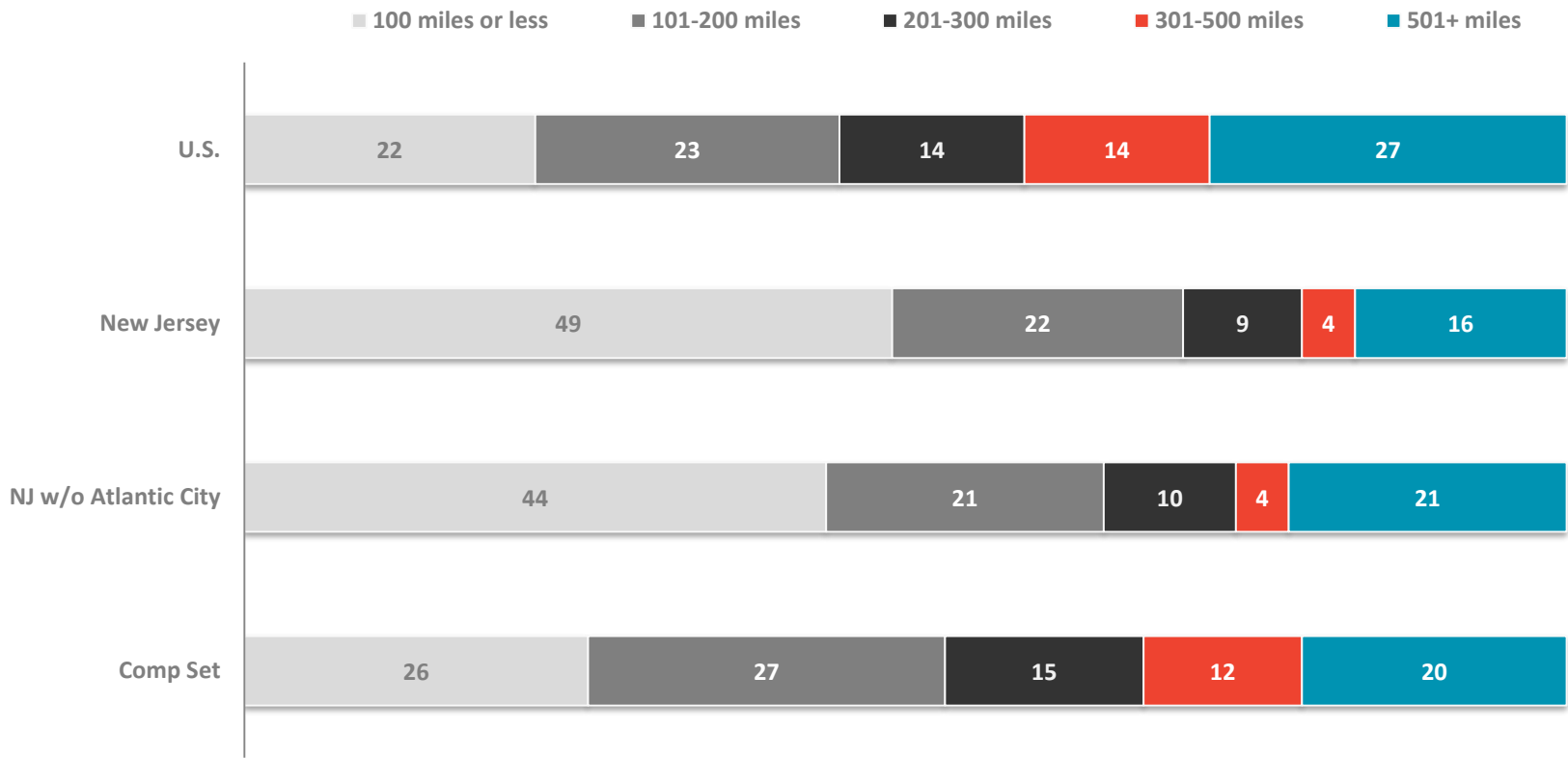


Chart 29 • Segment: 2017 Overnight Leisure Person-Stays (%) • New Jersey n = 964 household count

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

TRANSPORTATION

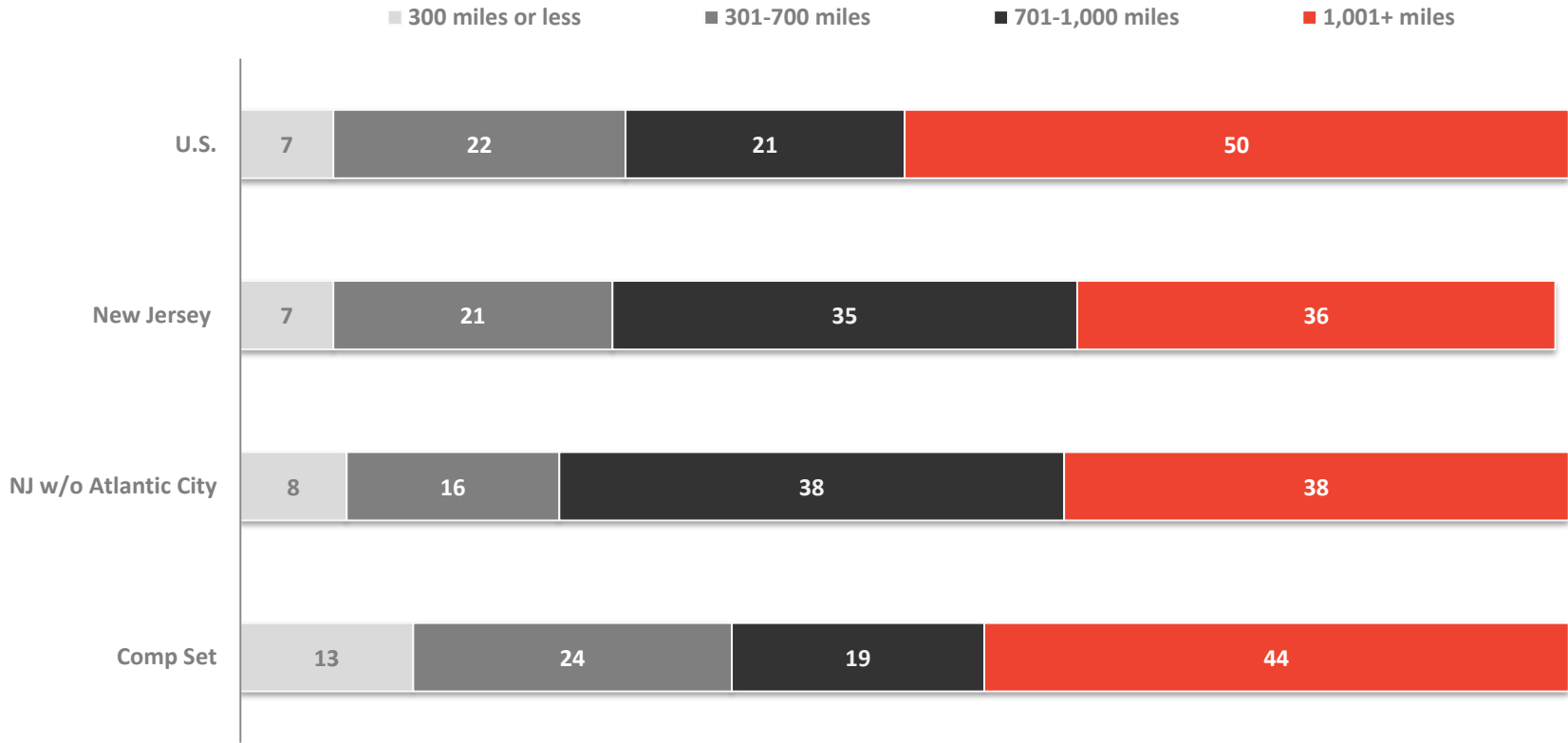


Chart 30 • Segment: 2017 Overnight Leisure Person-Stays (%) • New Jersey n = 964 household count

# New Jersey Month Trip Started

TRIP TIMING

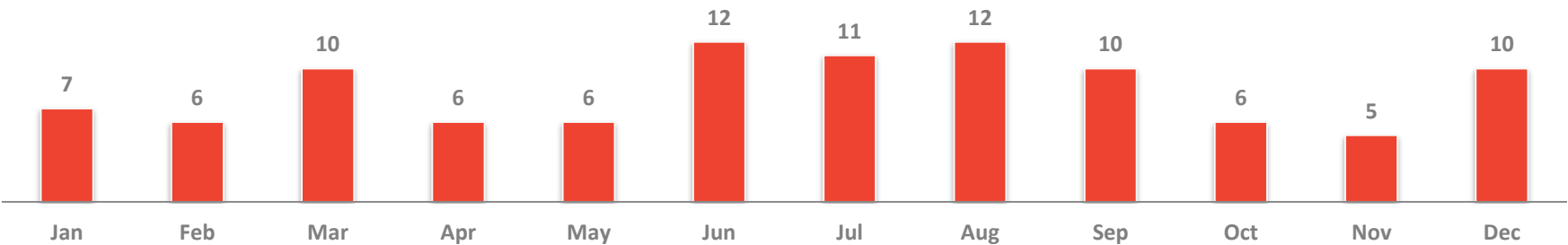


Chart 31 • Segment: 2017 Overnight Leisure Person-Stays (%) • New Jersey n = 964 household count

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

TRIP TIMING

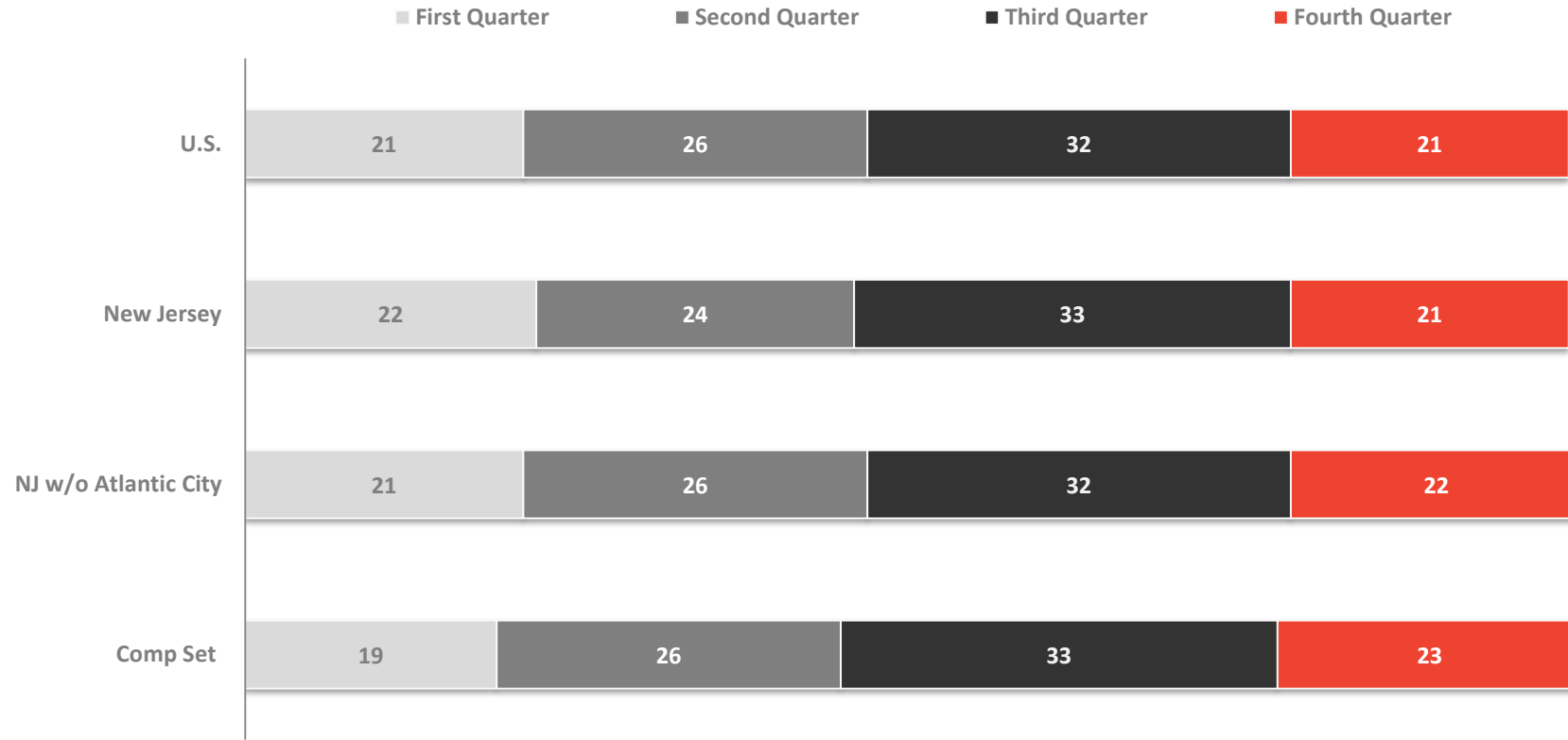


Chart 32 • Segment: 2017 Overnight Leisure Person-Stays (%) • New Jersey n = 964 household count

# New Jersey Avg. Party per Stay Spending by Quarter

TRIP TIMING

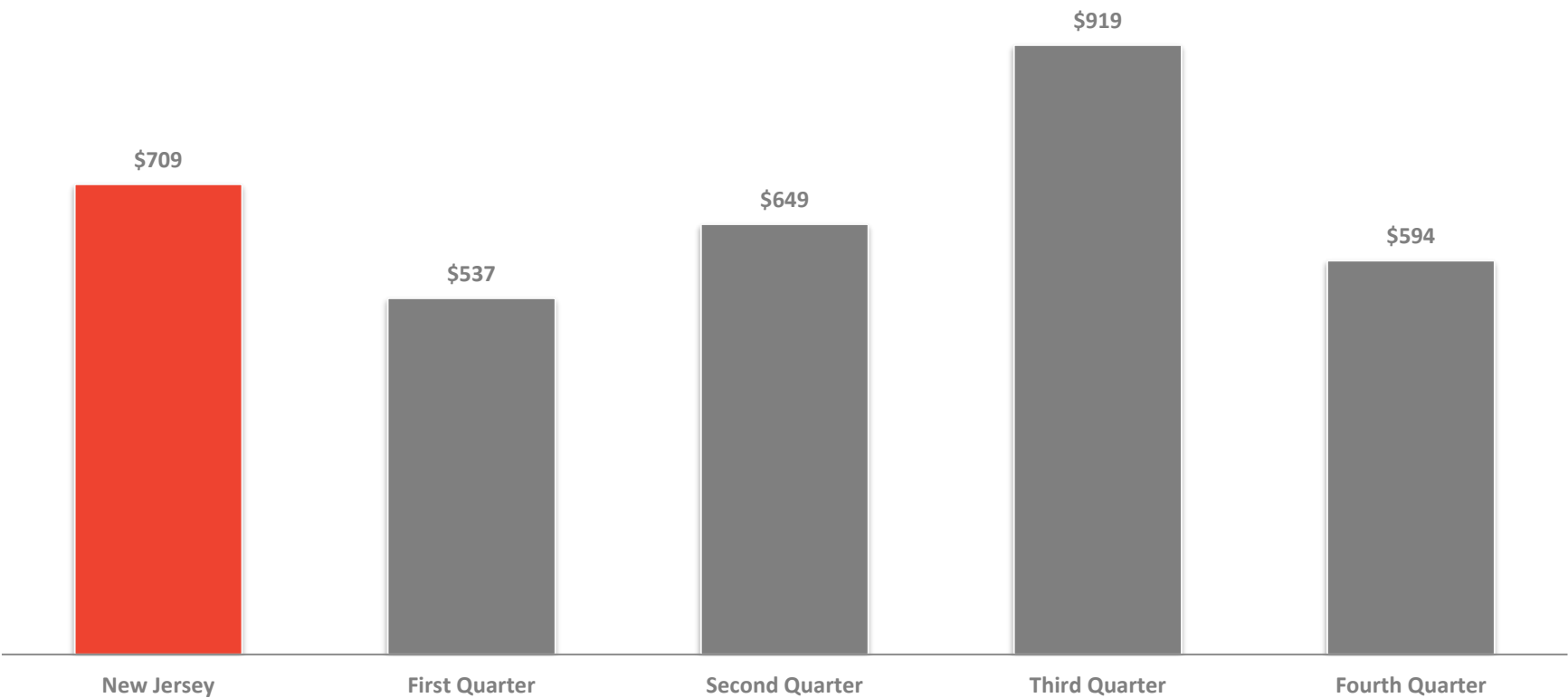


Chart 33 • Segment: 2015-2017 Overnight Leisure Stays (\$) • New Jersey n = 3,240 household count

# New Jersey Trip Timing Comparison by Quarter

TRIP TIMING

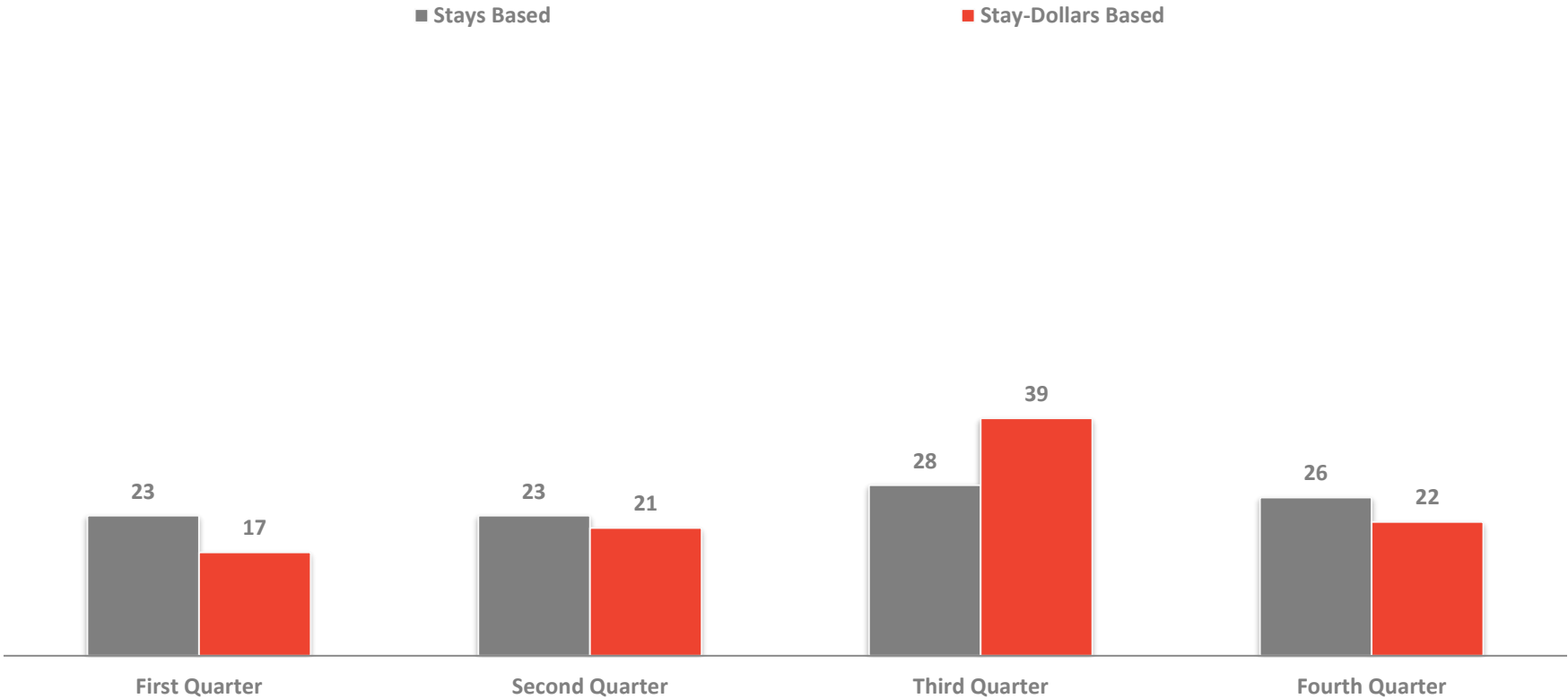


Chart 34 • Segment: 2015-2017 Overnight Leisure (%) • New Jersey n = 3,240 household count



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

TRIP TIMING

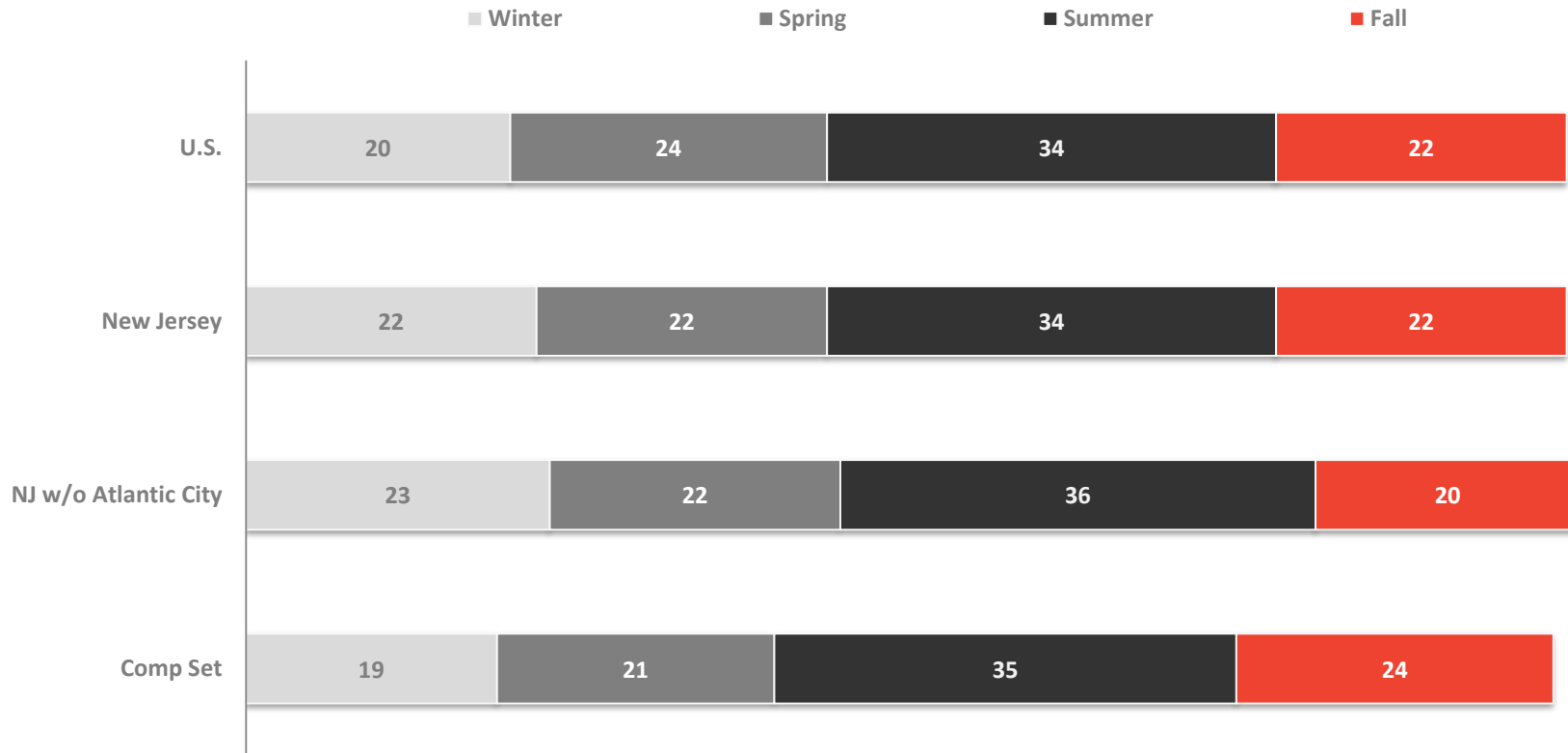


Chart 35 • Segment: 2017 Overnight Leisure Person-Stays (%) • New Jersey n = 964 household count

# New Jersey Avg. Party per Stay Spending by Season

TRIP TIMING

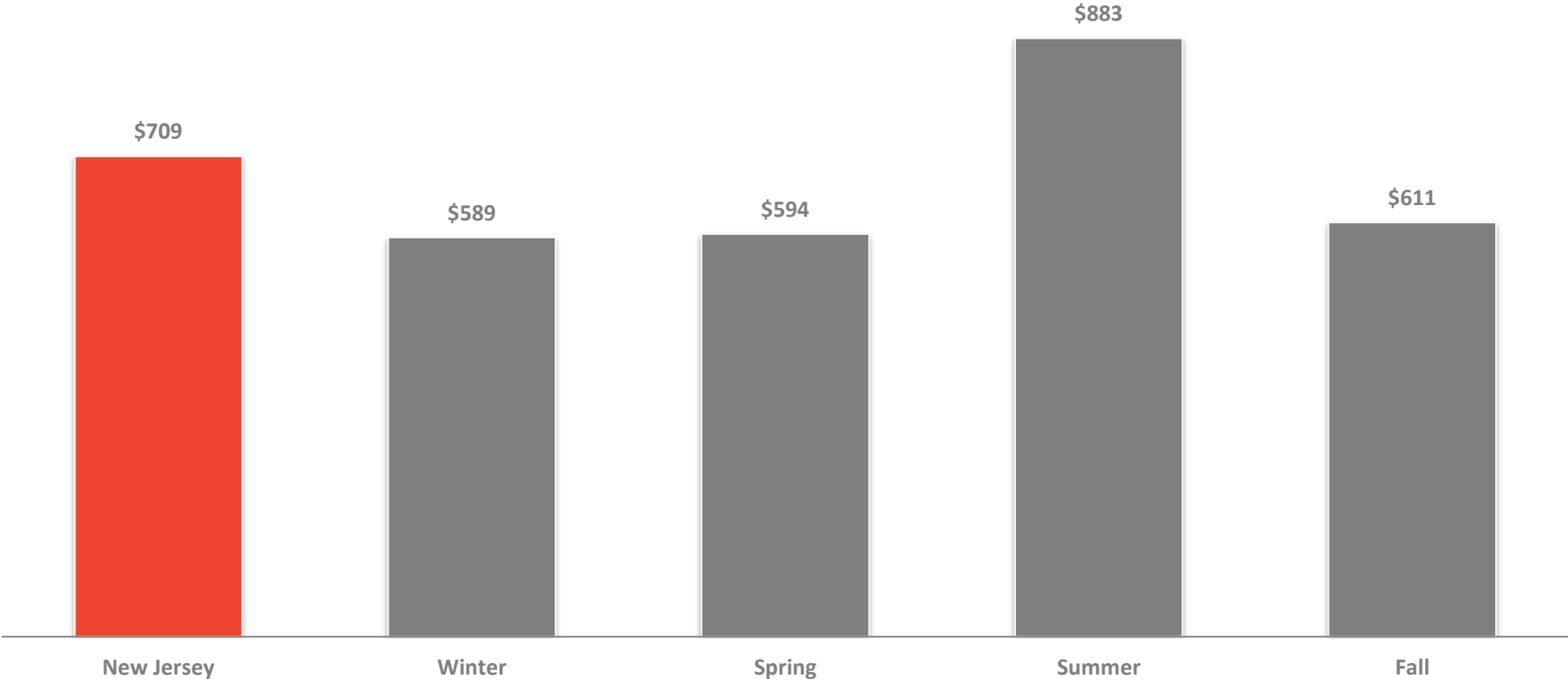


Chart 36 • Segment: 2015-2017 Overnight Leisure Stays (\$) • New Jersey n = 3,240 household count

# New Jersey Trip Timing Comparison by Season

TRIP TIMING

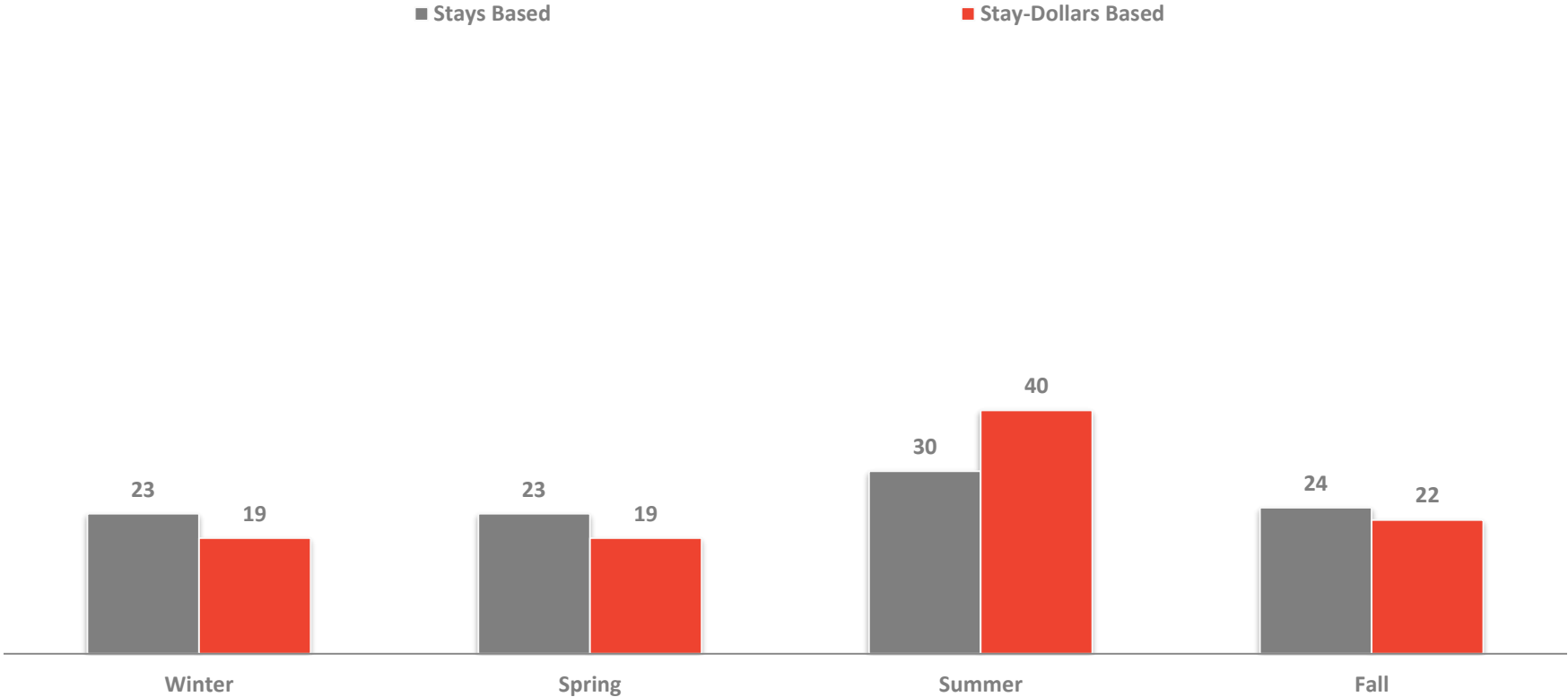


Chart 37 • Segment: 2015-2017 Overnight Leisure (%) • New Jersey n = 3,2405 household count

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

TRIP CHARACTERISTICS

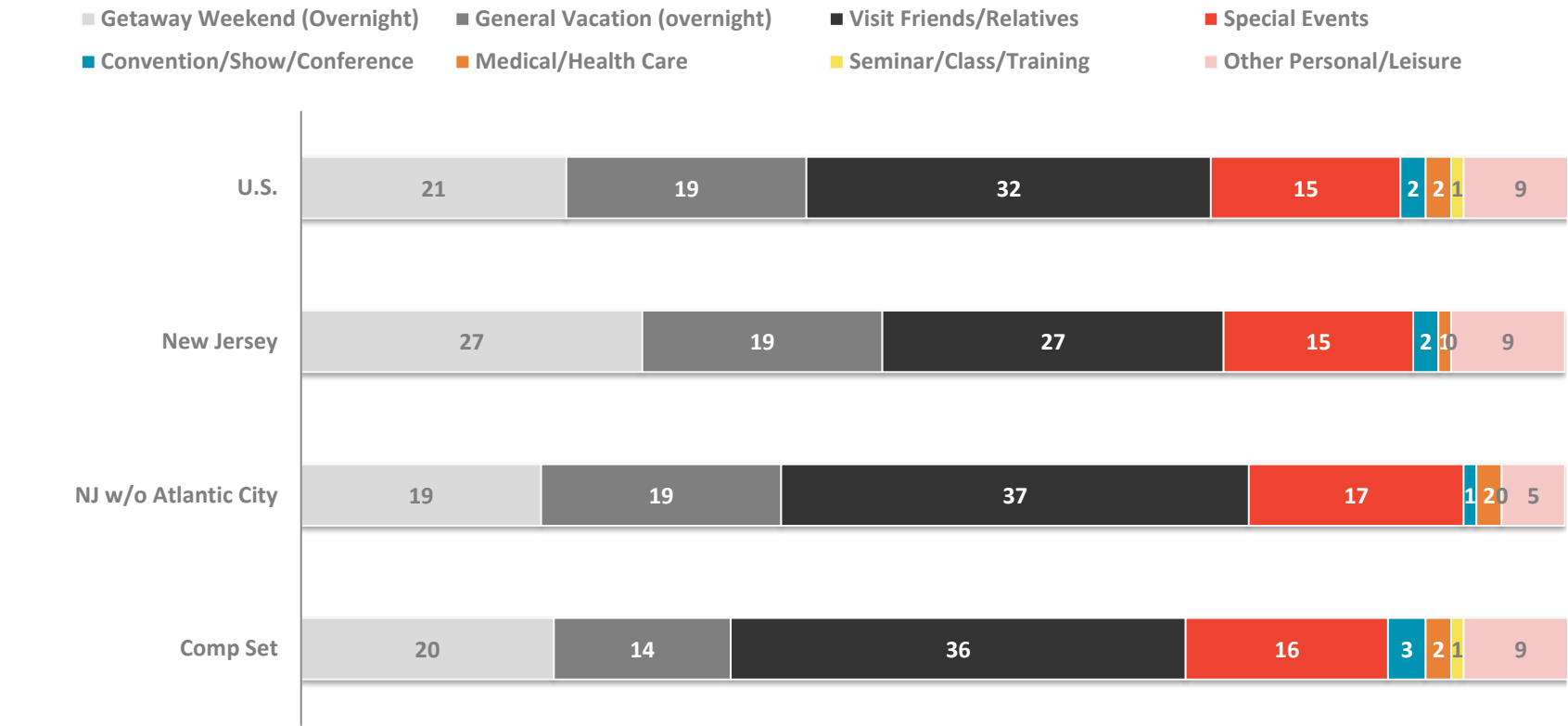


Chart 38 • Segment: 2017 Overnight Leisure Person-Stays (%) • New Jersey n = 964 household count

# New Jersey Avg. Party per Stay Spending by Purpose of Stay

TRIP CHARACTERISTICS

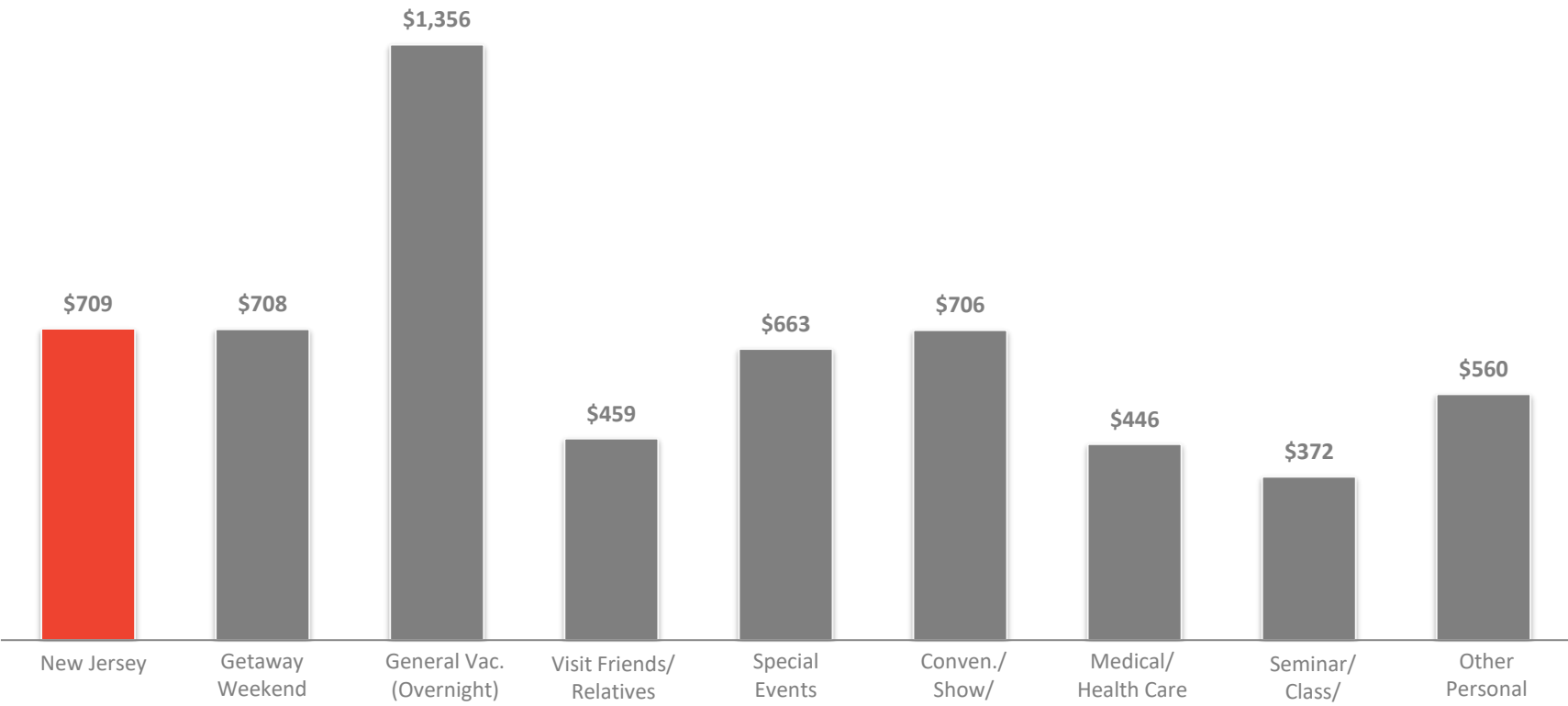


Chart 39 • Segment: 2015-2017 Overnight Leisure Stays (\$) • New Jersey n = 3,240 household count

# New Jersey Purpose of Stay Comparison

TRIP CHARACTERISTICS



Chart 40 • Segment: 2015-2017 Overnight Leisure (%) • New Jersey n = 3,240 household count

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

TRIP CHARACTERISTICS

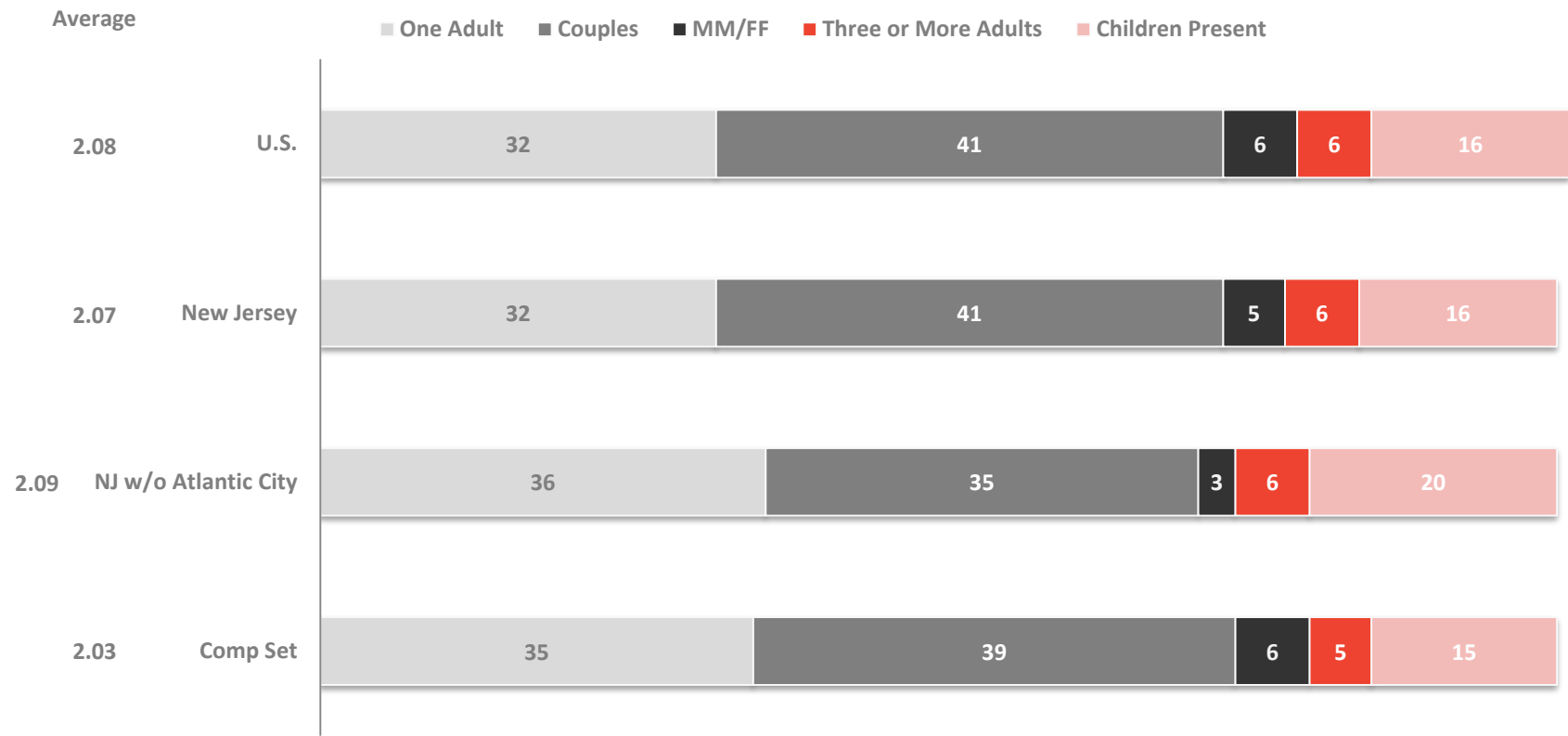


Chart 41 • Segment: 2017 Overnight Leisure Stays (%) • New Jersey n = 964 household count

GLOSSARY

**Children Present**  
Is defined as one or more adults accompanied by one or more persons under age 18. The child necessarily has to live in the household.

**MM/FF**  
Include either two females or two males from different households traveling together.

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

TRIP CHARACTERISTICS

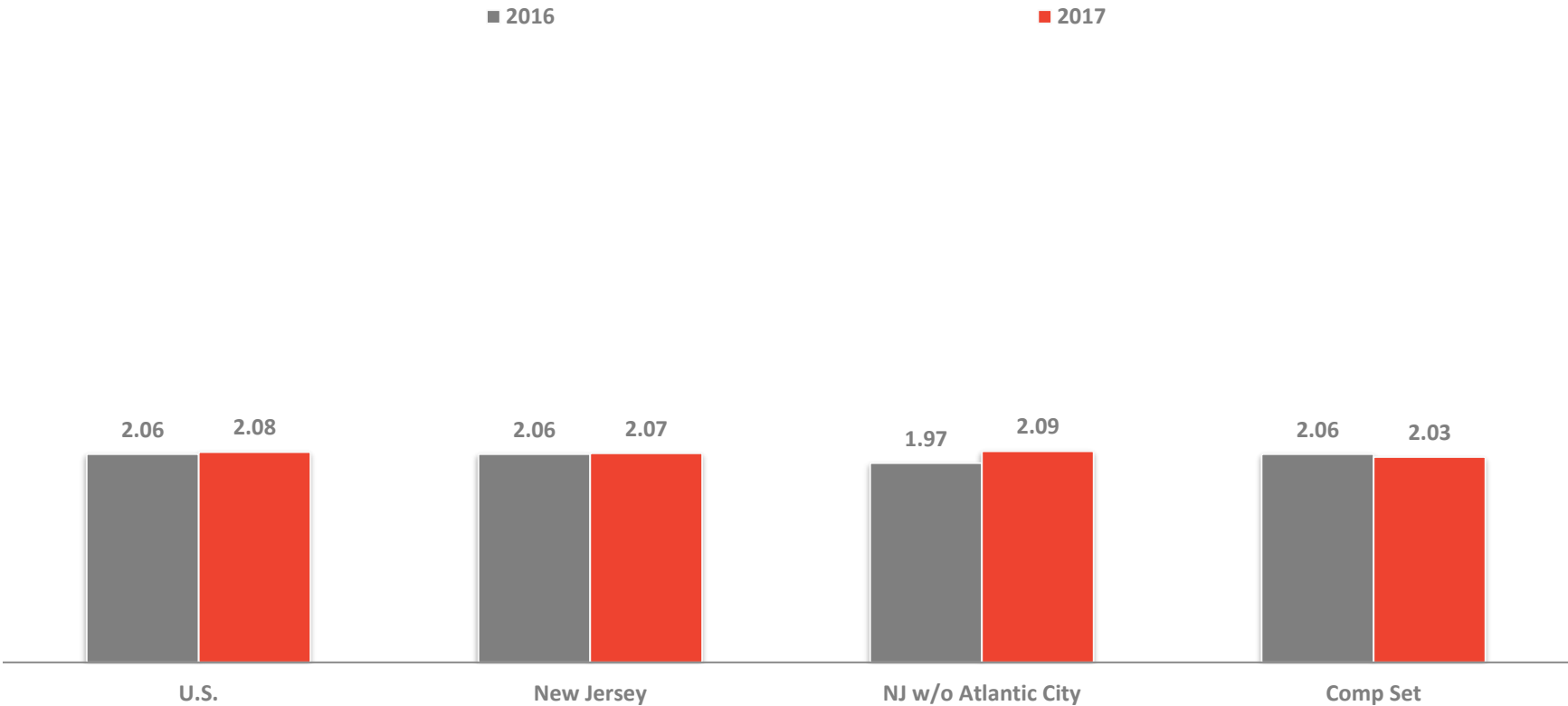


Chart 42 • Segment: 2016/2017 Overnight Leisure Stays • New Jersey n = 964 household count



# New Jersey Avg. Party per Stay Spending by Travel Party Composition

TRIP CHARACTERISTICS

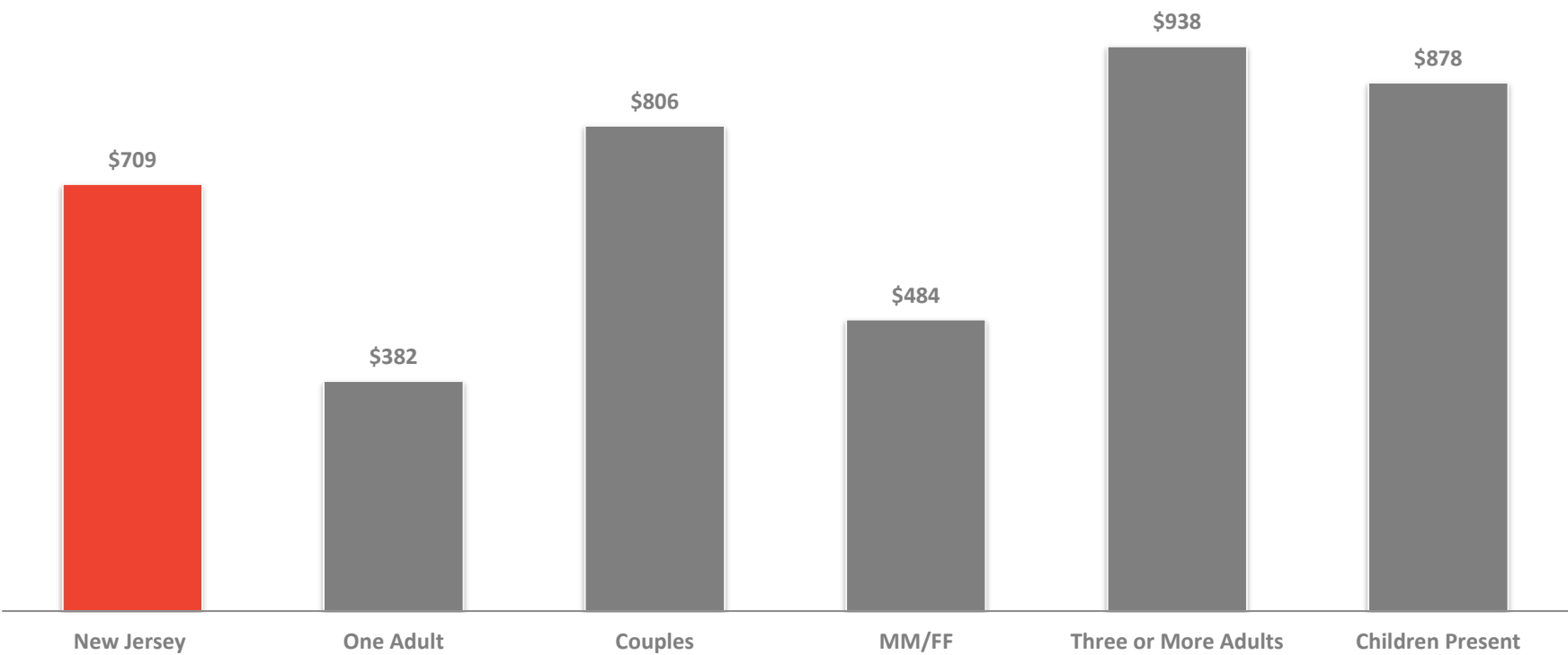


Chart 43 • Segment: 2015-2017 Overnight Leisure Stays (\$) • New Jersey n = 3,240 household count

# New Jersey Travel Party Comparison

TRIP CHARACTERISTICS

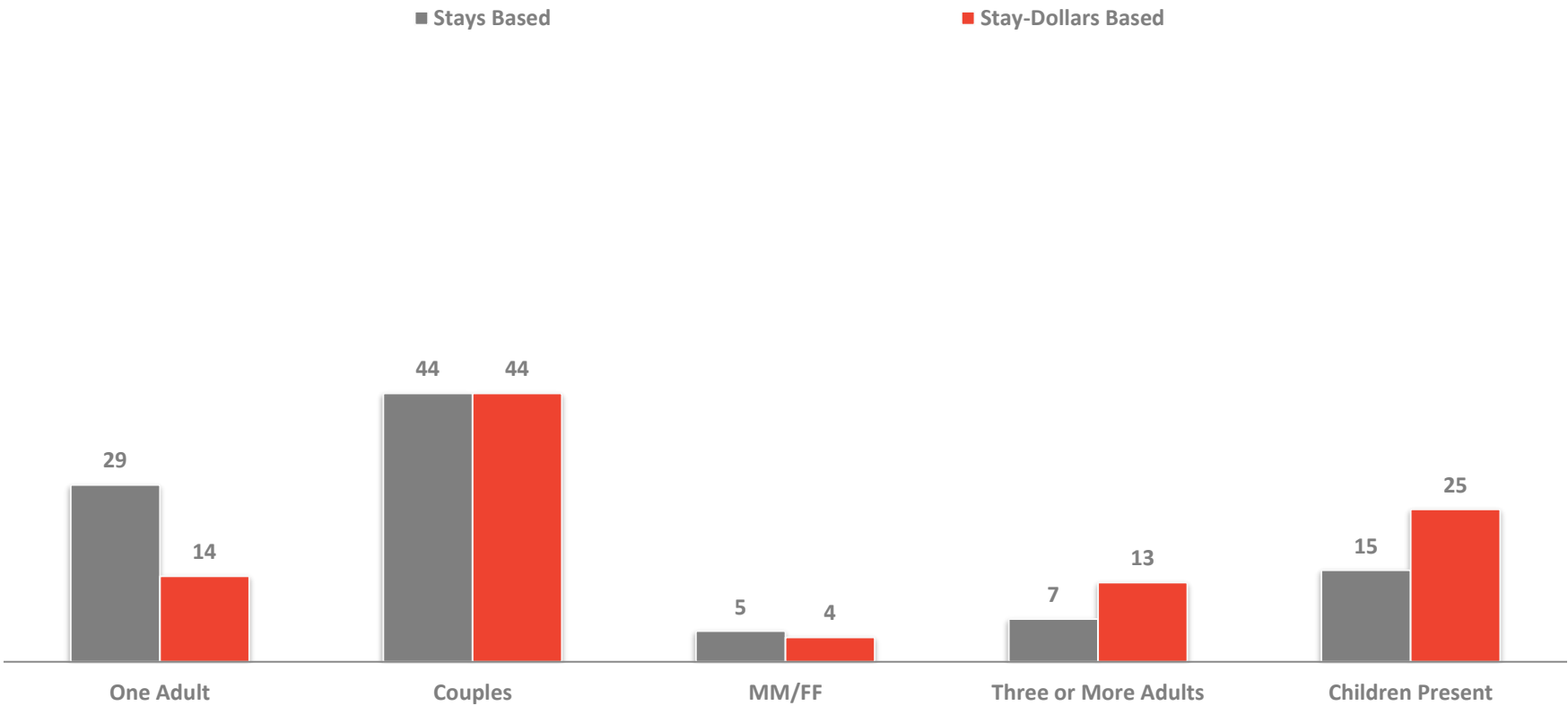


Chart 44 • Segment: 2015-2017 Overnight Leisure (%) • New Jersey n = 3,240 household count

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

TRIP CHARACTERISTICS

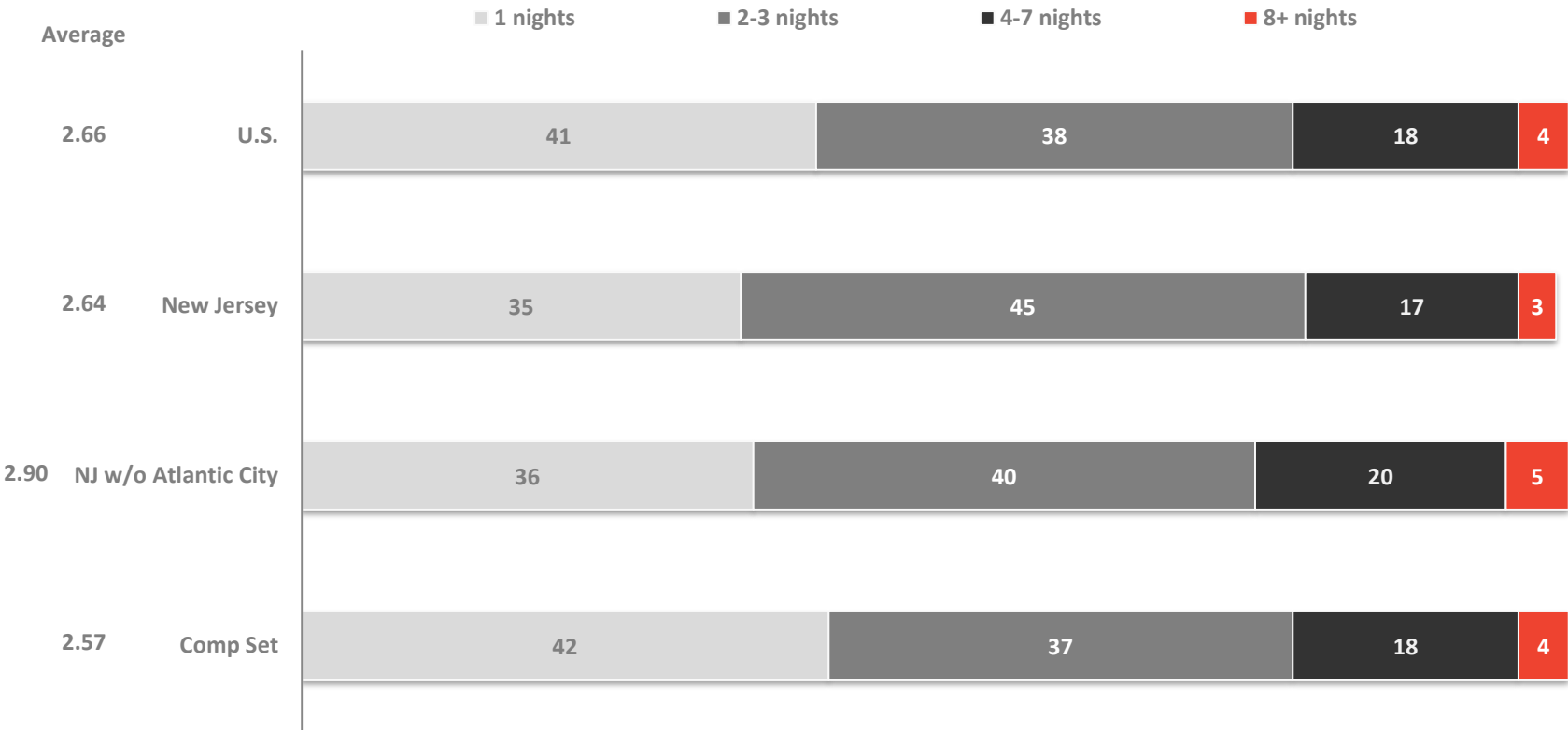


Chart 45 • Segment: 2017 Overnight Leisure Stays (%) • New Jersey n = 964 household count

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

TRIP CHARACTERISTICS

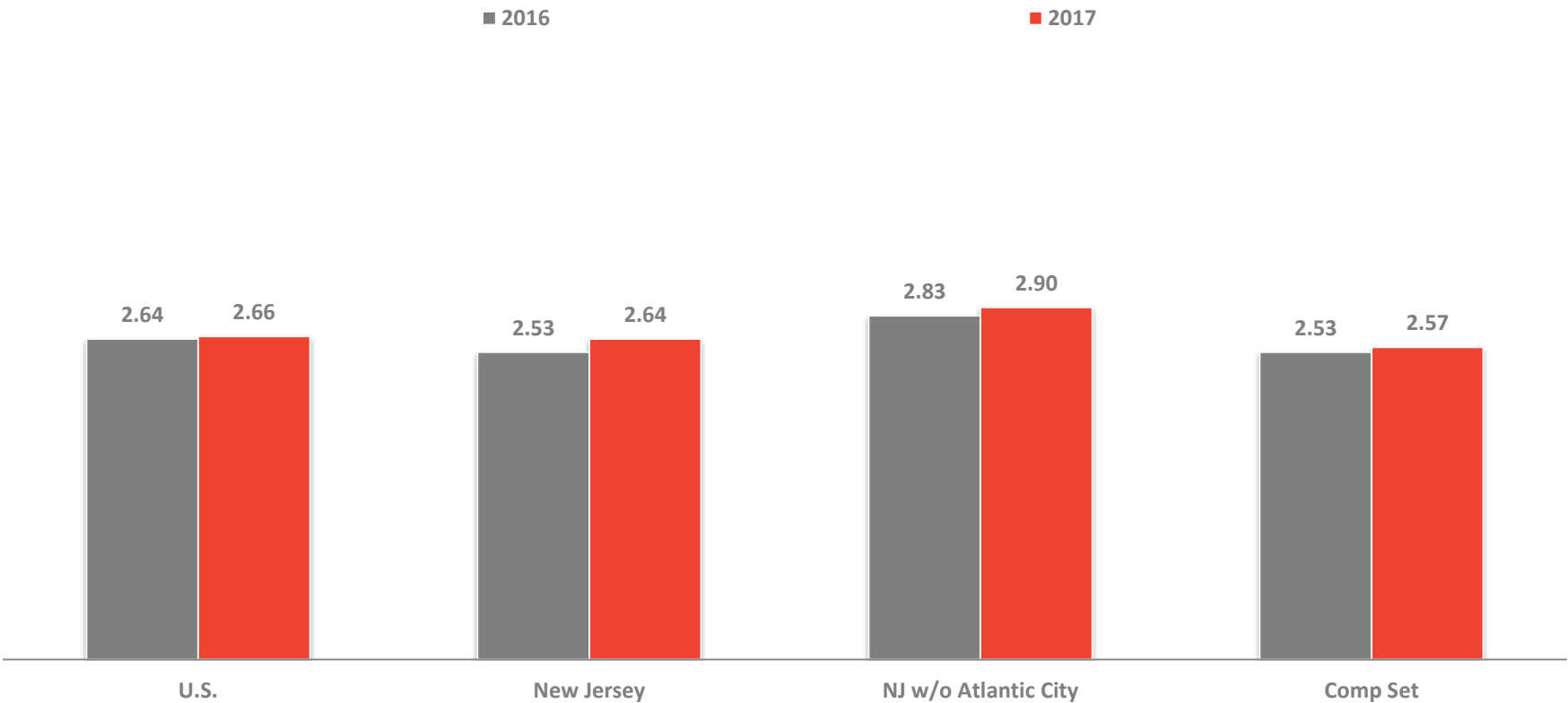


Chart 46 • Segment: 2016/2017 Overnight Leisure Stays • New Jersey n = 964 household count

# New Jersey Avg. Party per Stay Spending by Stay Length

TRIP CHARACTERISTICS

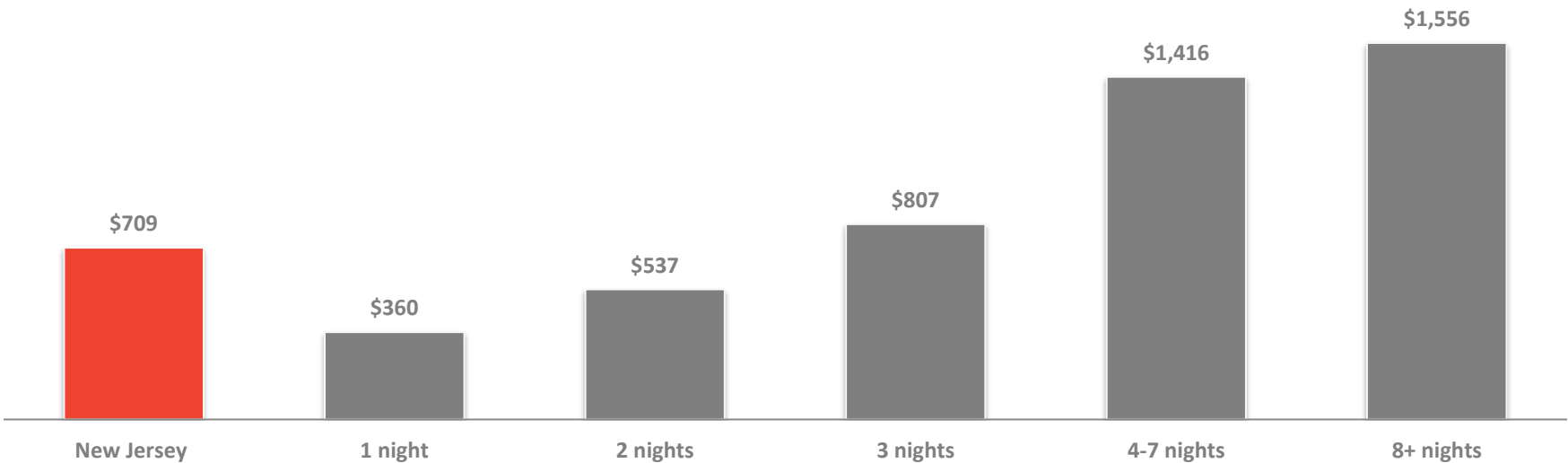


Chart 47 • Segment: 2015-2017 Overnight Leisure Stays (\$) • New Jersey n = 3,240 household count

# New Jersey Stay Length Comparison

TRIP CHARACTERISTICS

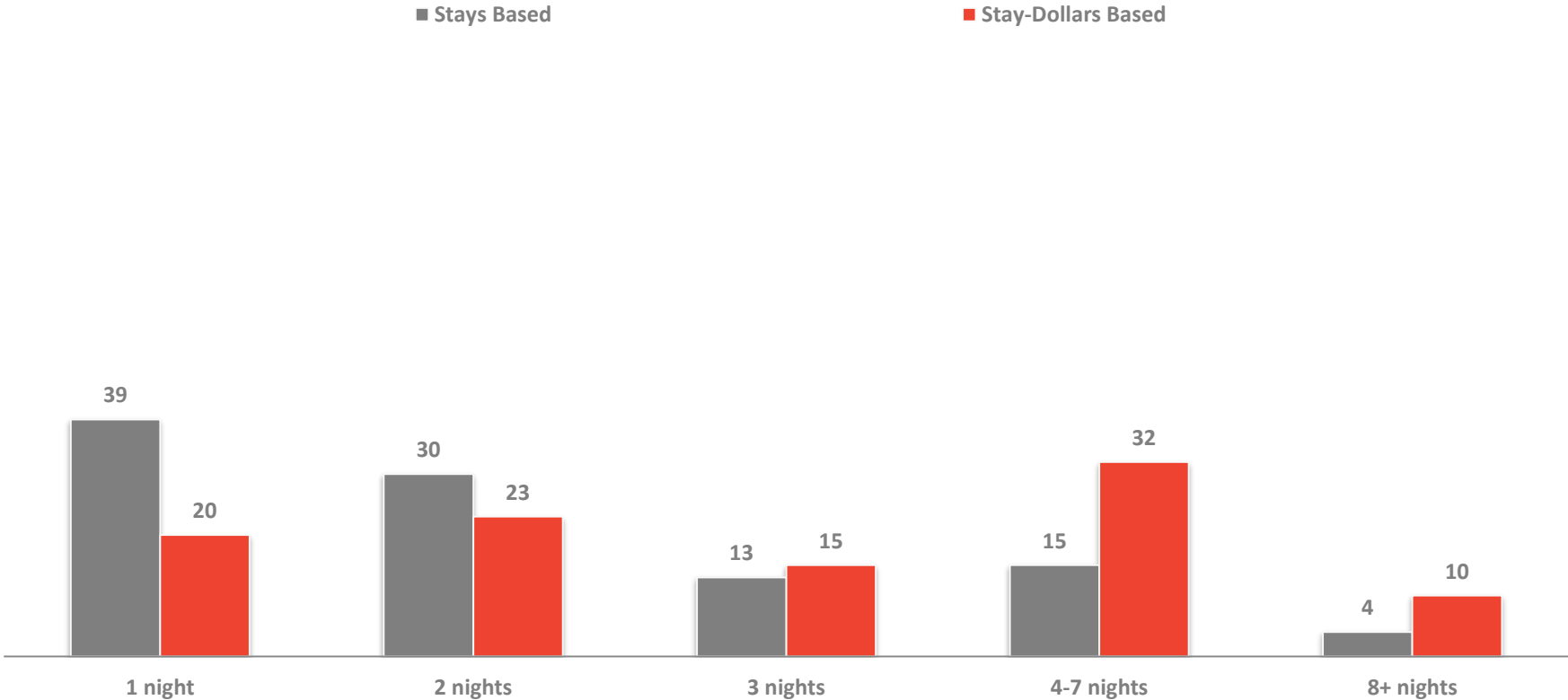


Chart 48 • Segment: 2015-2017 Overnight Leisure (%) • New Jersey n = 3,240 household count

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

TRIP CHARACTERISTICS

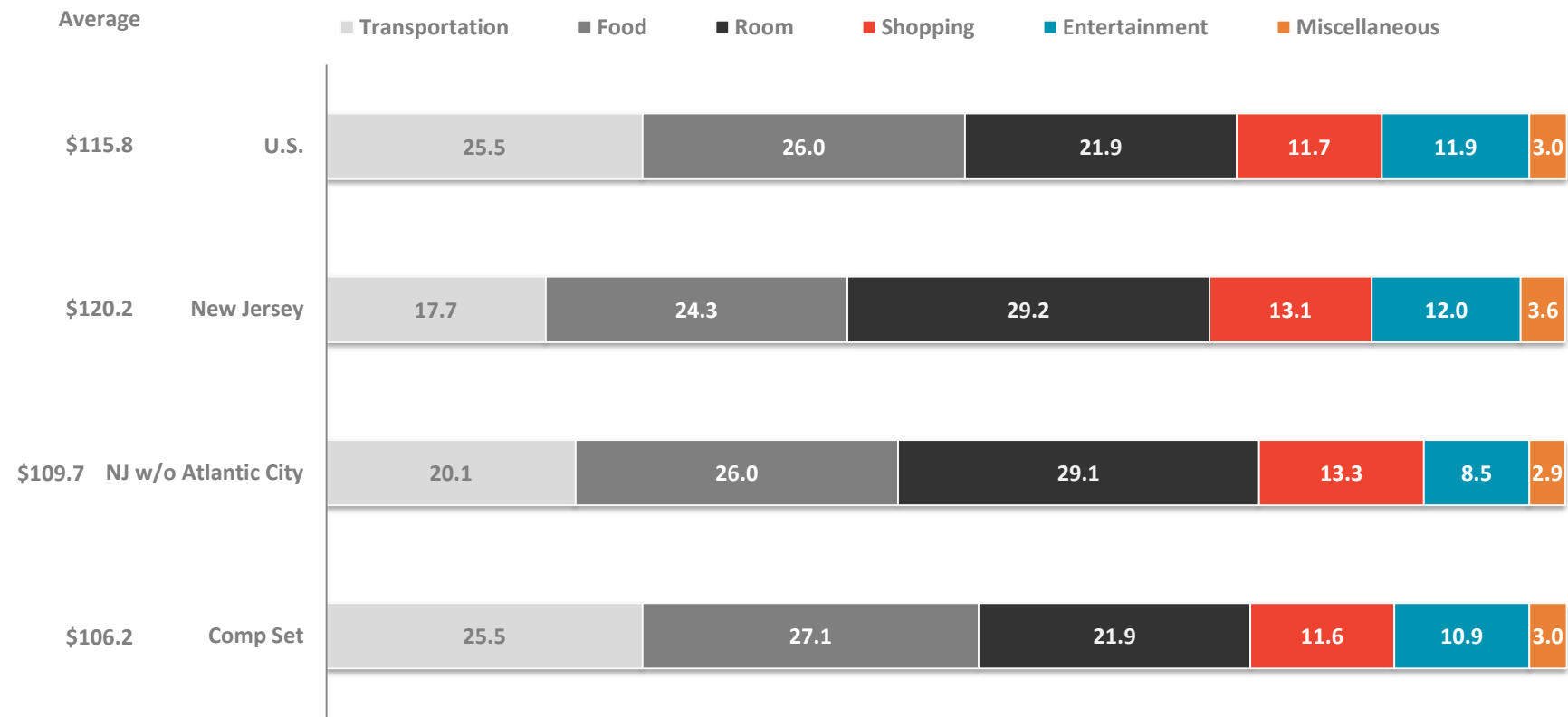


Chart 49 • Segment: 2017 Overnight Leisure Person-Days (%) • New Jersey n = 964 household count

# List of All DKSA Activities

## ACTIVITY PARTICIPATION

### DKSA 2015 ACTIVITIES

#### ATTRACTIONS

Amateur Sports

Professional Sports Event

Gambling

Night Life

Show: Boat, Car, Home

Theme/Amusement/Water Park

Zoo/Aquarium

Holiday Celebration

Reunion/Graduation

Wedding

Funeral/Memorial

Other Personal Celebration

#### LIBATION AND CULINARY

Culinary/Dining Experience

Winery/Distillery/Brewery

Hunting

Fishing

Hiking

Biking

Tennis

Water Sports

Extreme Adventure Sports

Snow/Winter Sports

#### CULTURE

Concert, Theater, Dance

Festival/Fairs

Historic Sites

Museum, Art Exhibits, etc.

Movies

Touring/Sightseeing

#### NATURE

Beach/Waterfront

Camping

Eco/Sustainable Travel

Wildlife Viewing

Parks (National/State)

#### OUTDOOR SPORTS

Boating/Sailing

Golfing

#### GENERAL

Shopping

Real Estate (buy/sell)

Medical/Health/Doctor Visit

Service/Volunteerism/Charity

Religious/Faith Based Event

Spa

#### FAMILY/LIFE EVENTS

Visit Friends/Relatives

Other Activities (any)

Business/Work



# New Jersey Activity Participation

## ACTIVITY PARTICIPATION

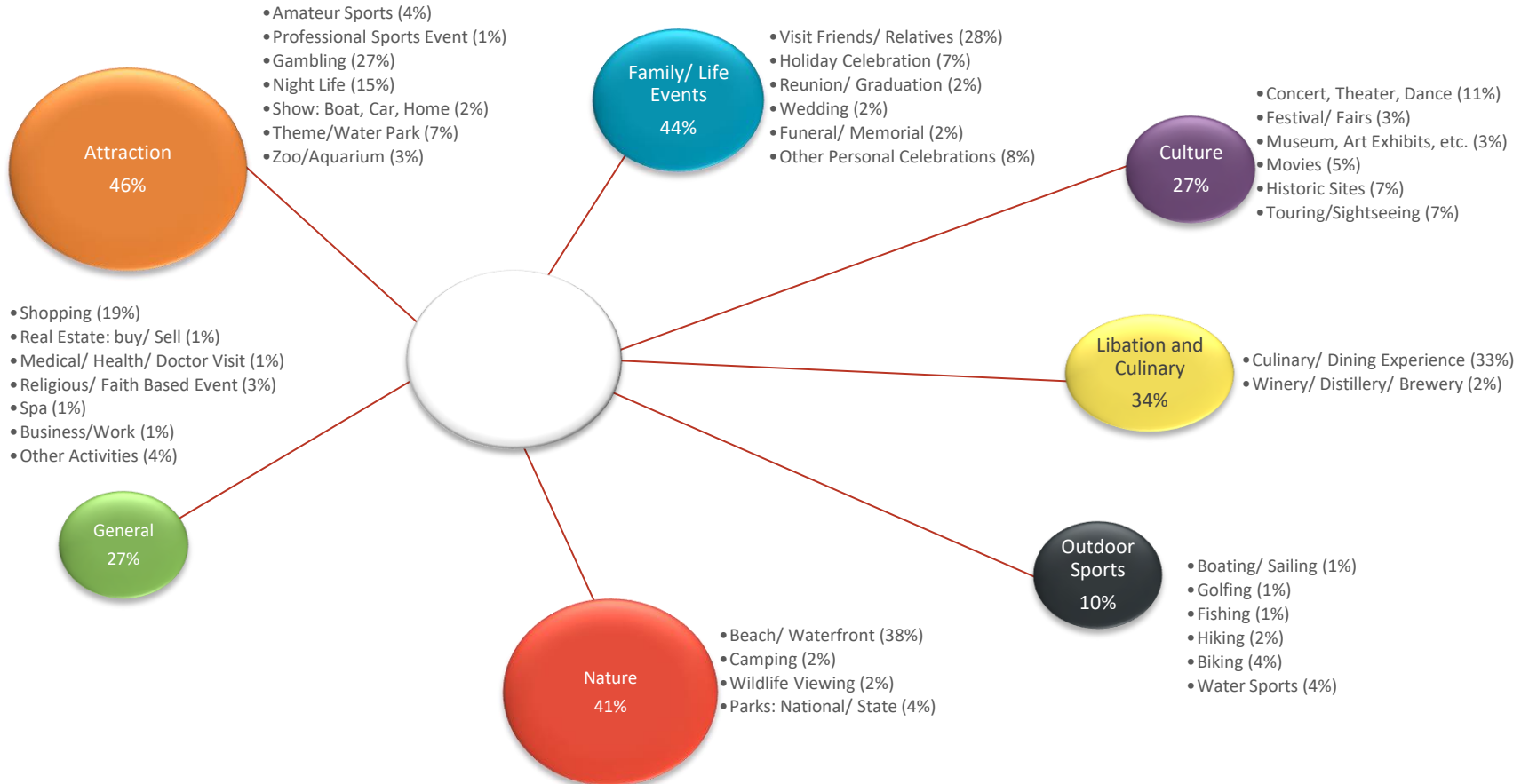


Chart 50 • Segment: 2017 Overnight Leisure Person-Stayers (%) • New Jersey n = 964 household count

# Top Activities at the Destination

## ACTIVITY PARTICIPATION

	U.S.	New Jersey	NJ w/o Atl City	Comp Set	New York	Pennsylvania	Maryland	Virginia	North Carolina
Visit Friends/Relatives (general visit)	32%	28%	37%	35%	37%	30%	32%	31%	41%
Culinary/Dining Experience	29%	33%	25%	27%	33%	25%	29%	22%	25%
Shopping	23%	19%	18%	21%	22%	22%	21%	18%	23%
Nightlife (bar, nightclub, etc.)	10%	15%	10%	10%	14%	8%	15%	6%	6%
Movies	5%	5%	4%	4%	4%	3%	4%	6%	4%
Business/Work	1%	1%	1%	1%	1%	1%	1%	1%	1%
Historic Sites	13%	7%	10%	16%	20%	14%	15%	20%	11%
Museums, Art Exhibits etc.	9%	3%	4%	12%	20%	11%	8%	10%	6%
Beach/Waterfront	18%	38%	38%	13%	9%	4%	27%	15%	19%
Holiday Celebration (Thanksgiving, July 4th etc.)	7%	7%	8%	8%	8%	9%	6%	6%	8%
Concerts/Theatre/Dance etc.	10%	11%	7%	11%	18%	9%	8%	7%	8%
Parks (national/state, etc.)	15%	4%	5%	15%	20%	12%	9%	14%	14%
Touring/Sightseeing	16%	7%	8%	15%	20%	12%	14%	13%	14%
Wedding	3%	2%	3%	3%	3%	2%	4%	4%	3%
Festivals/Fairs (state, craft, etc.)	5%	3%	3%	5%	5%	8%	5%	4%	6%
Other Personal Celebrations	9%	8%	8%	8%	8%	10%	10%	6%	8%
Amateur Sports (attend/participate)	4%	4%	3%	5%	3%	6%	6%	6%	4%
Reunion/Graduation	3%	2%	2%	4%	4%	5%	4%	4%	2%
Biking	2%	4%	5%	2%	3%	2%	3%	2%	2%
Show: Boat, Car, Home	2%	2%	3%	3%	3%	5%	4%	2%	2%
Professional Sports Event	3%	1%	1%	3%	3%	5%	3%	2%	2%
Religious/Faith Based Conference	3%	3%	4%	3%	2%	4%	4%	4%	2%

Chart 51 • Segment: 2017 Overnight Leisure Person-Stays (%) • New Jersey n = 964 household count

## GLOSSARY

# Top Activities at the Destination

## ACTIVITY PARTICIPATION

	U.S.	New Jersey	NJ w/o Atl City	Comp Set	New York	Pennsylvania	Maryland	Virginia	North Carolina
Medical/Health/Doctor Visit	2%	1%	2%	2%	1%	2%	1%	1%	2%
Hiking	6%	2%	2%	6%	7%	5%	5%	5%	7%
Golfing	2%	1%	2%	1%	1%	2%	1%	1%	2%
Funeral/Memorial	2%	2%	3%	2%	2%	2%	1%	1%	2%
Winery/Distillery/Brewery Tours	4%	2%	3%	4%	3%	3%	3%	4%	4%
Other	4%	4%	4%	4%	3%	4%	3%	4%	4%
Service/Volunteerism/Charity	*	*	*	1%	*	1%	1%	1%	1%
Wildlife Viewing (birds, whales, etc.)	5%	2%	3%	4%	2%	4%	6%	3%	4%
Theme/Amusement/Water Parks	65	7%	9%	4%	3%	6%	3%	7%	2%
Boating/Sailing	3%	1%	1%	2%	3%	2%	3%	2%	2%
Real Estate (buy/sell)	1%	1%	1%	1%	*	*	1%	1%	1%
Fishing	3%	1%	1%	2%	2%	2%	3%	2%	5%
Gambling (slots, cards, horses, etc.)	7%	27%	2%	4%	5%	4%	5%	*	4%
Spa	1%	1%	1%	1%	1%	1%	1%	1%	1%
Tennis	1%	*	1%	*	1%	*	*	1%	*
Zoo/Aquarium	4%	3%	4%	3%	3%	3%	5%	3%	2%
Water Sports	2%	4%	5%	2%	2%	2%	2%	1%	3%
Camping	4%	2%	3%	3%	4%	5%	4%	3%	1%
Eco/Sustainable Travel	1%	*	1%	*	*	*	*	1%	*
Hunting	1%	*	*	*	*	1%	*	*	*
Extreme/Adventure Sports	*	*	0&	*	*	*	1%	*	1%
Snow/Winter Sports	1%	*	*	1%	1%	1%	1%	*	*

Chart 51 • Segment: 2017 Overnight Leisure Person-Stays (%) • New Jersey n = 964 household count

## GLOSSARY

# New Jersey Activity Index

## ACTIVITY PARTICIPATION

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.

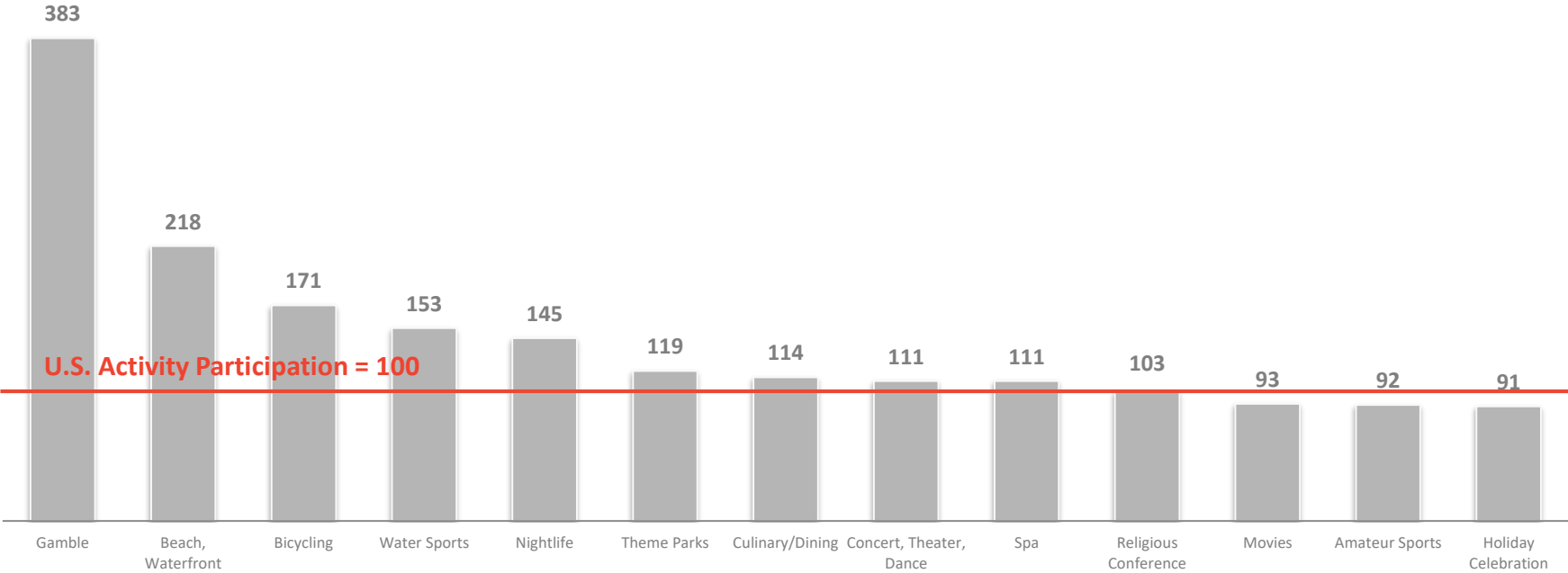


Chart 52 • Segment: 2017 Overnight Leisure Person-Stays • New Jersey n = 964 household count

# New Jersey Activity Index (cont.)

## ACTIVITY PARTICIPATION

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.

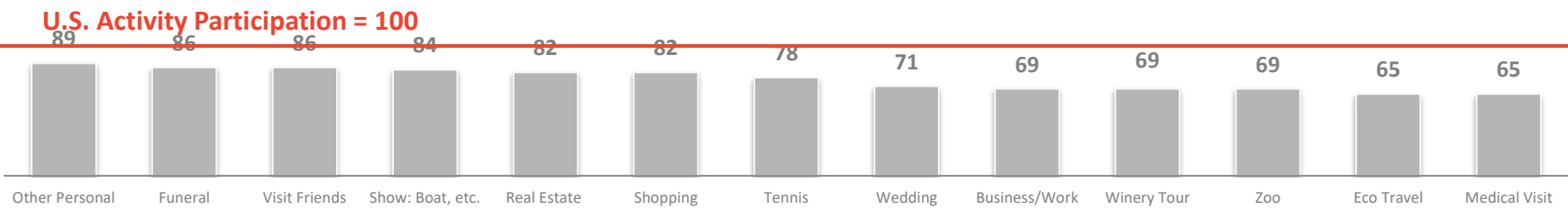


Chart 52 • Segment: 2017 Overnight Leisure Person-Stays • New Jersey n = 964 household count

# New Jersey Avg. Party per Stay Spending by Activities

ACTIVITY PARTICIPATION

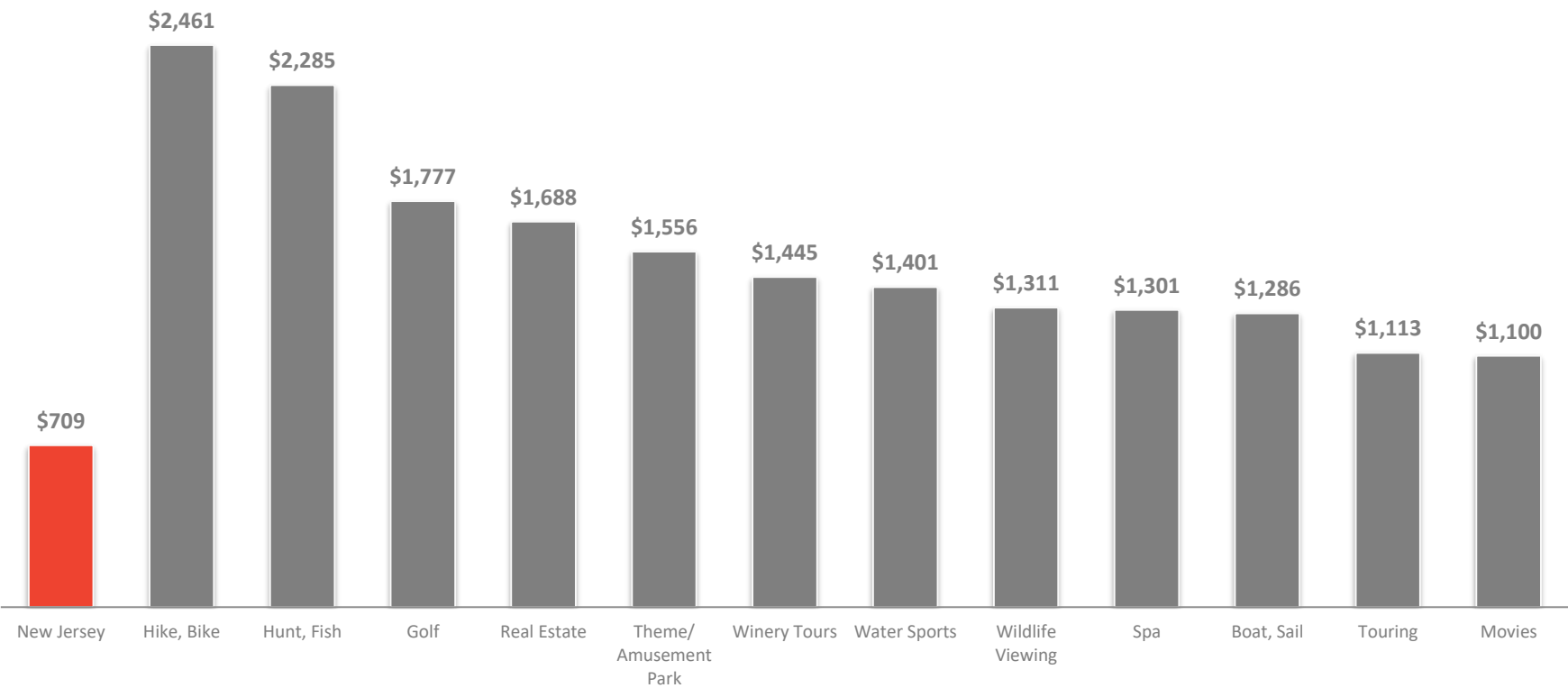


Chart 53 • Segment: 2015-2017 Overnight Leisure Stays (\$) • New Jersey n = 3,240 household count

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

ACTIVITY PARTICIPATION

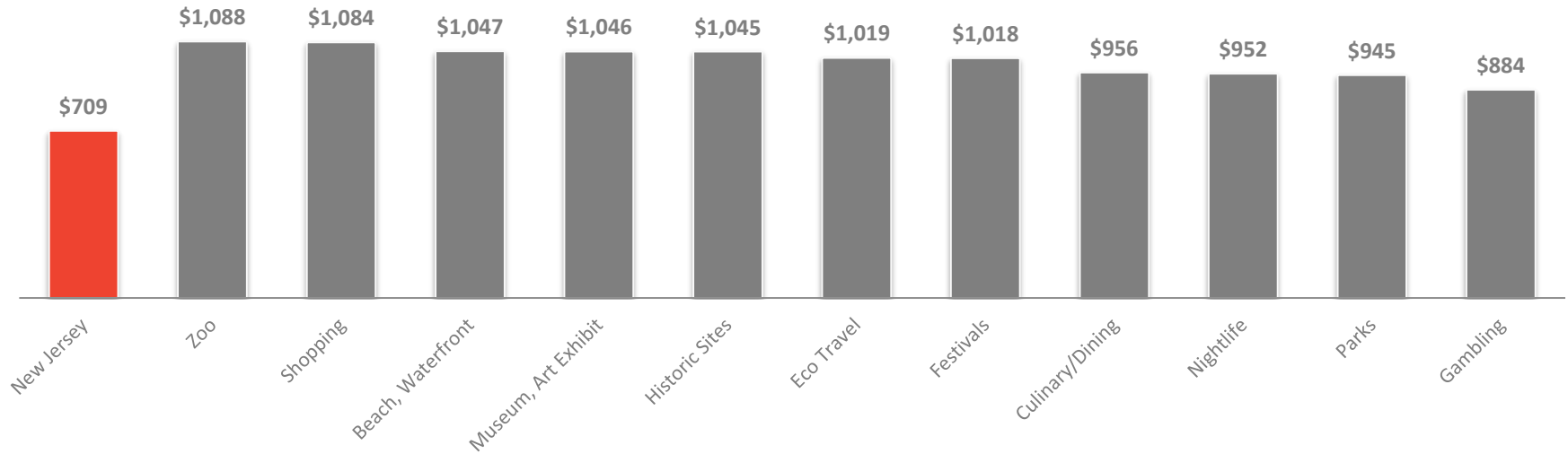


Chart 53 • Segment: 2015-2017 Overnight Leisure Stays (\$) • New Jersey n = 3,240 household count

# New Jersey Activity Comparison

## ACTIVITY PARTICIPATION

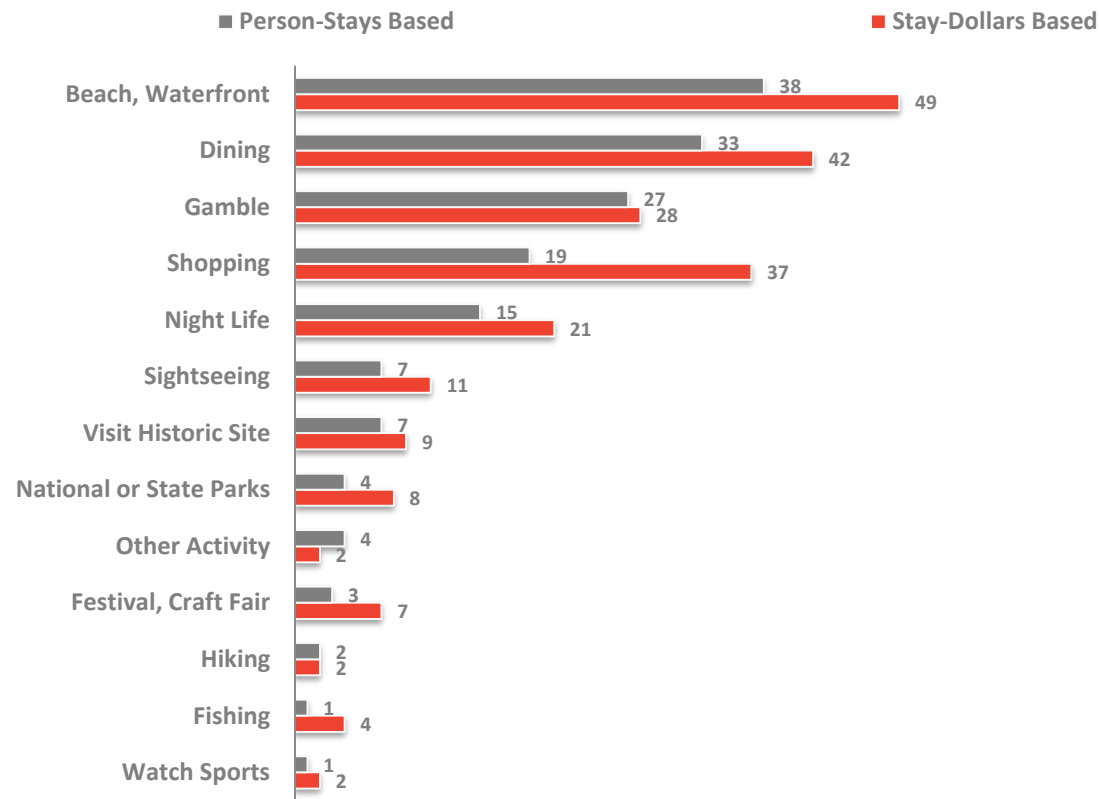


Chart 54 • Segment: 2015-2017; Overnight Leisure (%) • New Jersey n = 3,240 household count



# New Jersey Activity Comparison (cont.)

## ACTIVITY PARTICIPATION

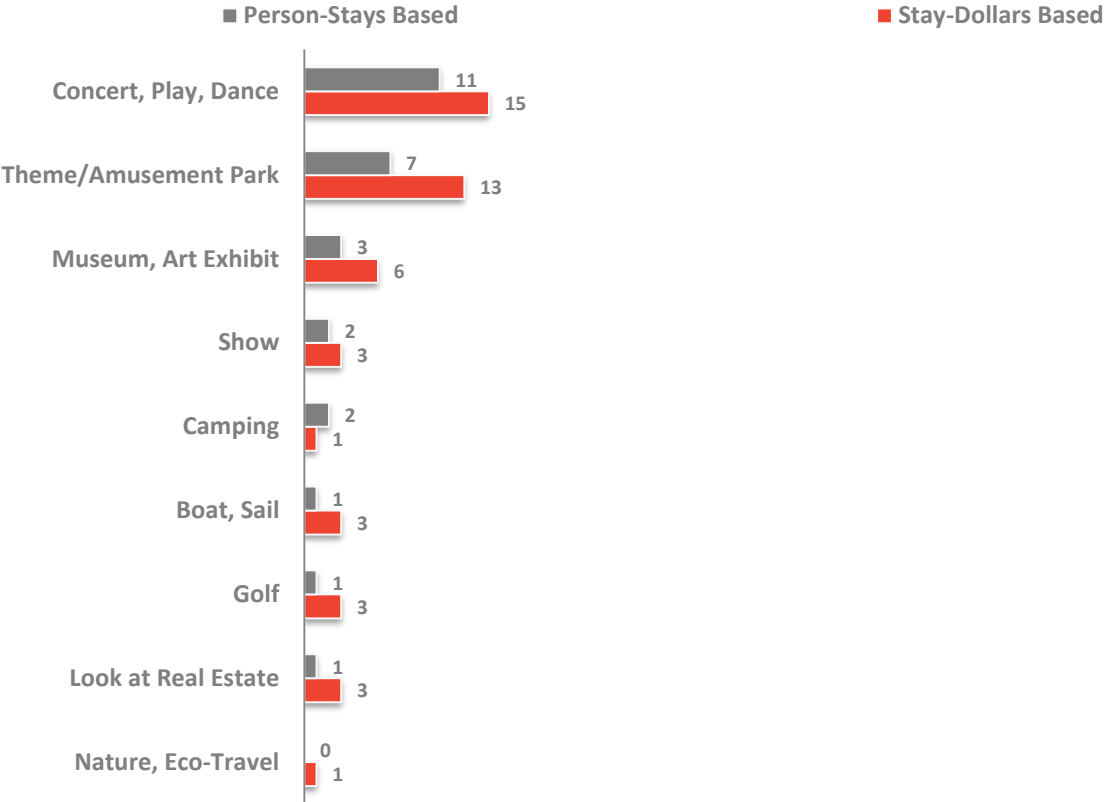


Chart 54 • Segment: 2015-2017 Overnight Leisure (%) • New Jersey n = 3,240 household count

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

ACCOMMODATION

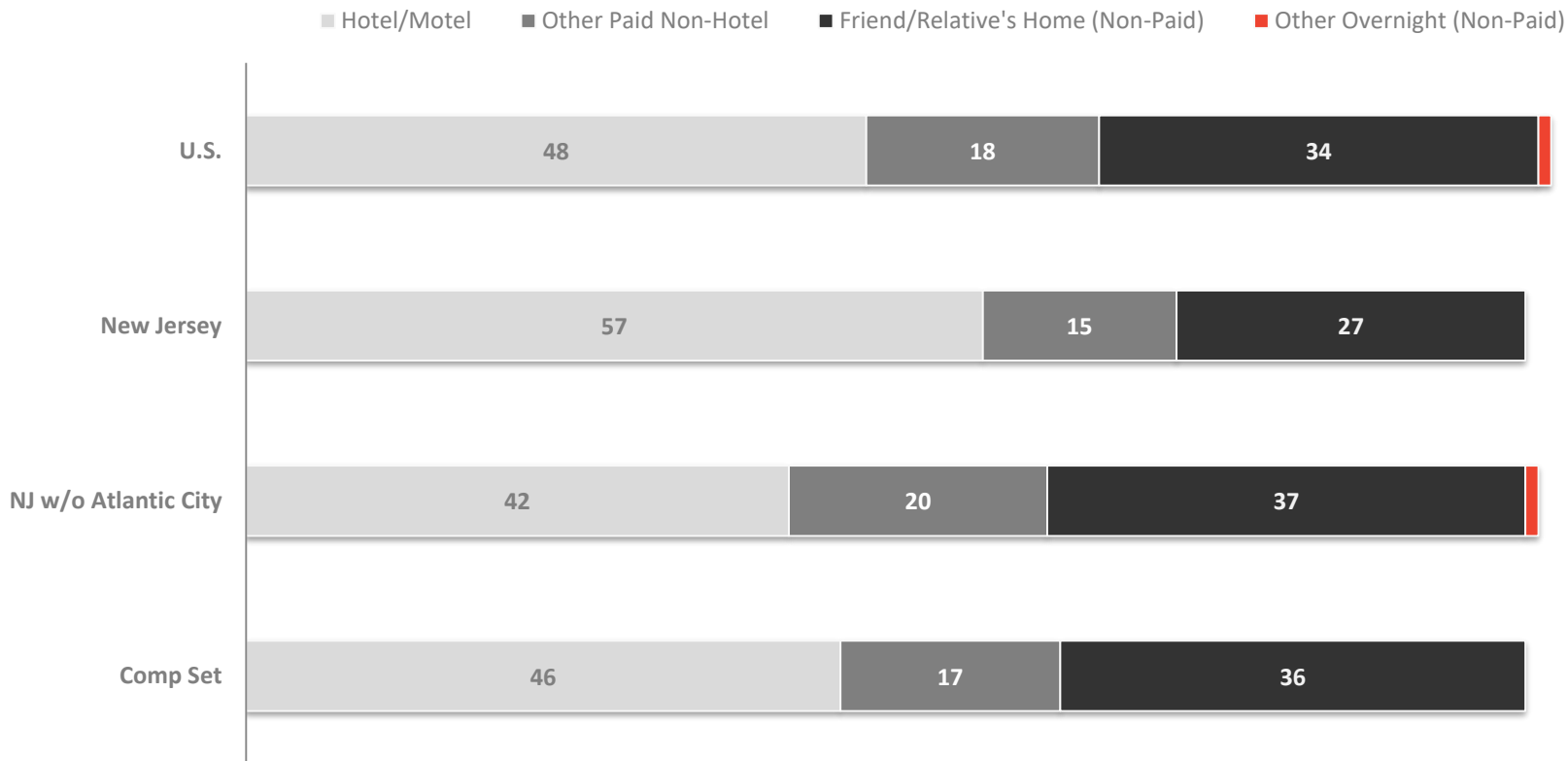


Chart 55 • Segment: 2017 Overnight Leisure Person-Stays (%) • New Jersey n = 964 household count

# New Jersey Avg. Party per Stay Spending by Accommodation Type

ACCOMMODATION

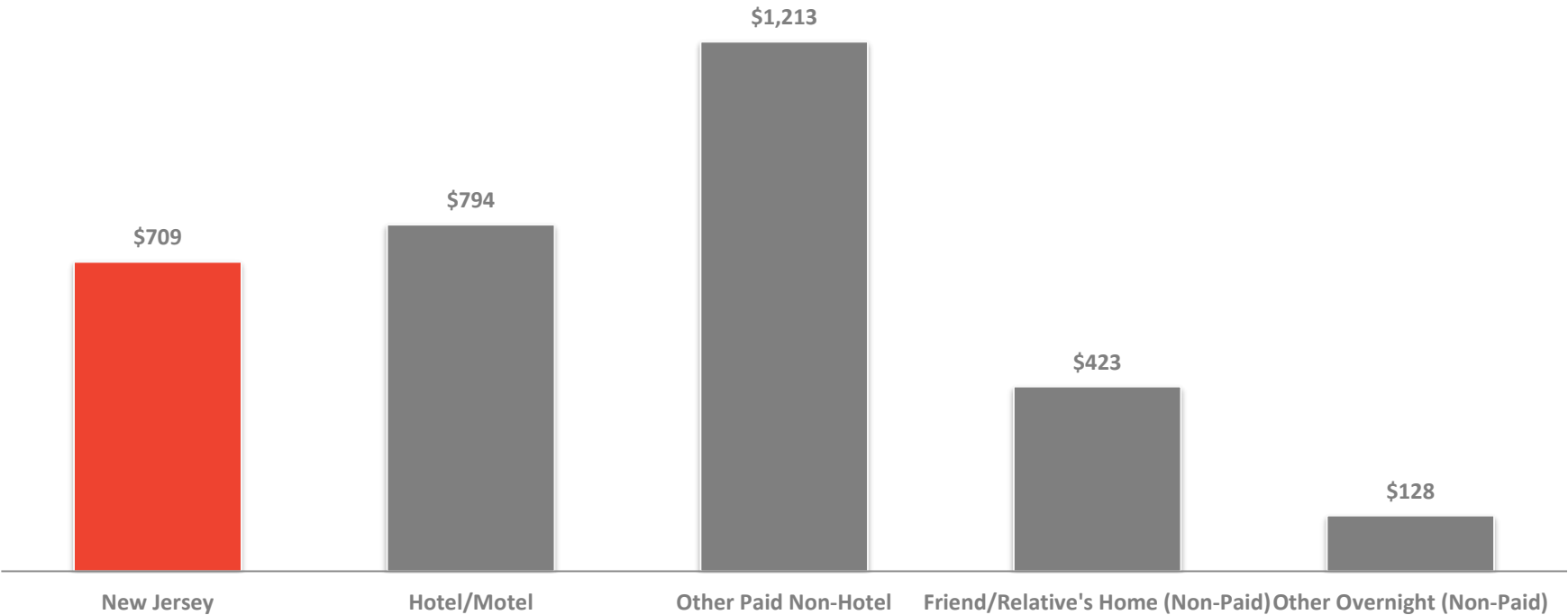


Chart 56 • Segment: 2015-2017 Overnight Leisure Stays (\$) • New Jersey n = 3,240 household count

# New Jersey Accommodation Type Comparison

ACCOMMODATION

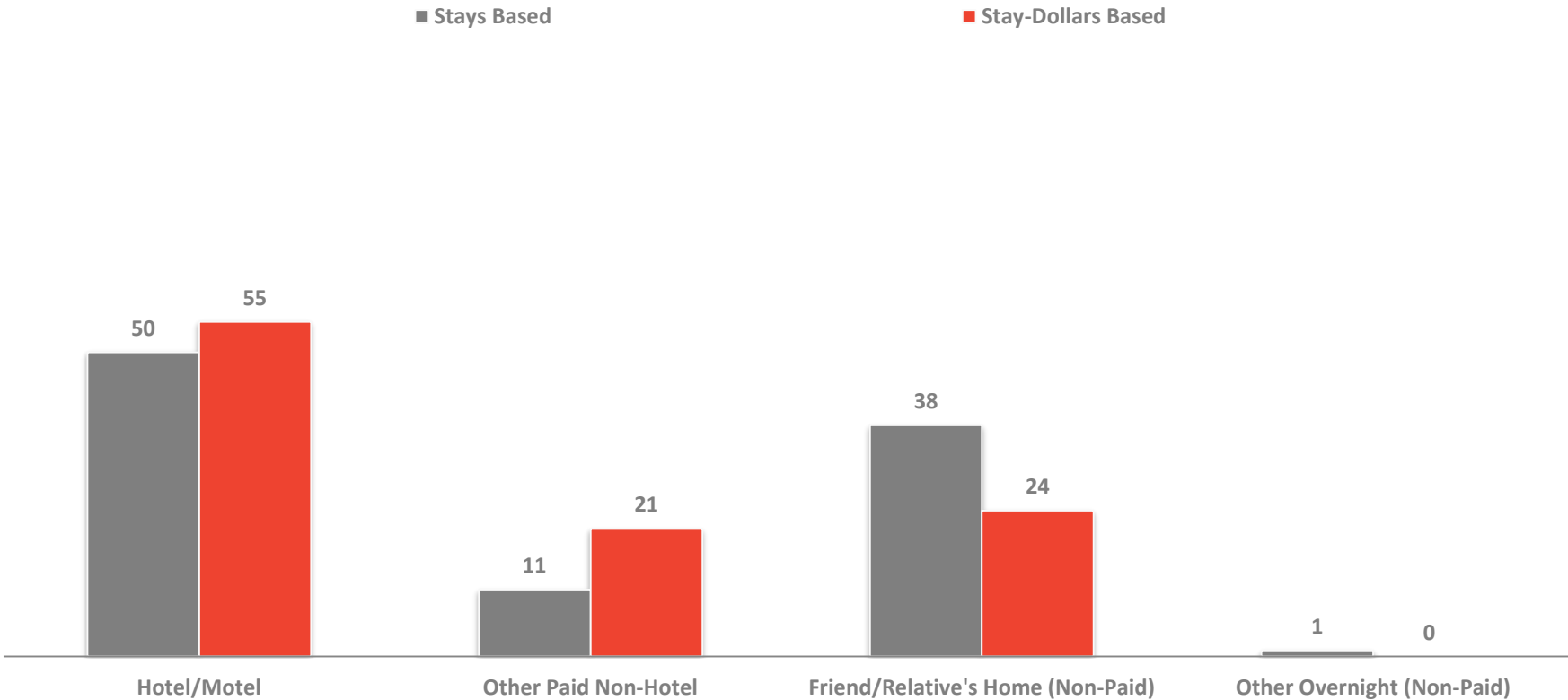


Chart 57 • Segment: 2015-2017 Overnight Leisure (%) • New Jersey n = 3,240 household count

## Appendix

# Statistical References

% - 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 34,993, using the chart, we can say that at the 90% level of confidence the proportion ranges between 10.8% and 11.2%.

Example:  
If the air travel finding for New Jersey is 7% in previous time period and 6% in current time period, using the chart, we can say that the actual proportion change is not statistically significant since the resulting Z score (-0.95) is smaller than the table Z score (1.64).

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

## 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:

Leisure Travel	Sample Size for 2017	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.	34,993	0.1%	0.2%	0.2%	0.3%	0.4%
New Jersey	964	0.5%	1.0%	1.4%	2.0%	2.6%

## Significance Testing

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

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	6.0%	7.0%		(+/-) 1.96	95%
Sample Size (n)	964	1,297	-0.95	(+/-) 1.64	90%

# Research Methodology

DK Shifflet's **TRAVEL PERFORMANCE/Monitor<sup>SM</sup>** 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.

## 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.

"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.