2020 NEW JERSEY VISITOR PROFILE

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INSIGHTS
THAT TAKE
YOU
PLACES

DKSHIFFLET

Fiscal Year 2020 Visitor Profile.

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

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This New Jersey Day Leisure Visitor Profile provides intelligence on US and New Jersey travel trends from Fiscal Year 2019. 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 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 2020, New Jersey hosted a total…
38.4 Million Day visitors, spending…
$3.0 Billion dollars

Volume and profile data are from D.K. Shifflet's **PERFORMANCE**/**Monitor**SM – the largest travel tracking system in the U.S. The 2020 New Jersey Day Leisure Visitor Profile is based on a sample of 480 traveling households. Data are based on a fiscal year comprised of fourth quarter 2019 through third quarter 2020. DKSA finalizes, and makes all quarterly data adjustments, after data collection for the fourth quarter of the year. Therefore, fiscal year 2020 data are considered 'preliminary' meaning that it is subject to year end 2020 adjustments. These adjustments are reflected in the subsequent year's Visitor Profile report. Also please note the smaller sample sizes in the 2020 data due to a reduced number of travelers caused by the COVID-19 pandemic.

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Executive Summary

Like the Overnight Leisure report, 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.

Day Leisure travelers to New Jersey without Atlantic City mimic closely the behaviors of Day Leisure visitors of the entire State, yet somewhat different than travelers visiting destinations within the Competitive Set.

The following segments below dominate the mass market in New Jersey and are customers with a high share in visitation that deserve attention by travel marketers to continue the path of growth.

New Jersey Fiscal Year 2020 Highlights:

- As would be expected, we saw a large decrease in overall visitation and spending in 2020
- Similarly, there was a large decrease in Day Leisure visitor volume and spending
- New Jersey has increased to 4th place in market share among its competitors, ahead of MD and VA
- Age: mature travelers; Boomers (born 1946-1964) generation; Affluent Mature Lifestage
- Income: $132K on average; much higher than the US average and competitors, except New York and Maryland
- Employment: similar share of employed travelers while share of retired travelers outpaces the US level
- Purpose of Stay: majority travel for Vacation/Getaway, to Visit Friends/ Relatives, or Other Leisure
- Activity: most travel parties go to Beach/Waterfronts, visit Friends & Relatives, participate in a Culinary/Dining Experience, go Shopping, or Gamble
- Expenditures: $176 per person/day (30% Food/Beverage, 24% Transportation, and 18% Shopping)

Travel definition: A Day trip defined as going someplace and then returning home in the same day
Sampling Frame: All U.S. domestic Day Leisure travelers during Fiscal Year 2020 in New Jersey.
Timeframe: Fiscal Year 2020 (Q4 2019 – Q3 2020)

Executive Summary

New Jersey Fiscal Year 2020 Highlights (continued):

- Timing: New Jersey is a preferred Summer destination
- New Jersey, New York, and Pennsylvania are primary Origin States for travel
- Largest share of visitors originate from New York/NY, followed by Philadelphia/PA DMA
  - New Jersey's day leisure travelers arrive almost exclusively by auto – traveling 135 miles on average
- New Jersey receives higher average destination ratings without Atlantic City (Feeling of Safety in New Jersey rated higher than Value-for-the-Money)
- Nearly half plan trip to New Jersey in less than 1 week

The characteristics of Day Leisure visitors to New Jersey do not vary much depending on whether Atlantic City is included in the Analysis.

Visitors to the Atlantic City region tend to be retired, visit for day trips, and are less likely to have children in their household. The average age of New Jersey visitors remained the same in 2020 at 57 years old, which is older than visitors to the average U.S. destination or to the Competitive Set by two and three years, respectively. New Jersey visitors are more likely to have children in the household (24%), which is more than the average U.S. destination (20%) or to the Competitive Set (20%).

The reasons for these demographics are likely due to visitor destination choices. The Greater Atlantic City region accounts for the largest share of visitation in the State, after displaying an increase in its share of visitors to the State (from 24.2% in 2019 to 27.9% in 2020), followed by the Gateway region, and the Shore region. The Greater Atlantic City, Gateway, and Delaware River regions displayed increases from 2019, while the Shore, Southern Shore, and Skylands regions experienced decreases.

Visitors to the non-Atlantic City regions tend to travel to visit friends and relatives. Conversely, visitors to the Greater Atlantic City region tend to visit for more getaway day trips.

Executive Summary

Changes in travel can have a large impact on the types of activities engaged in and ultimately the money spent in the State.

In 2020, New Jersey remained the number 1 supplier of visitors to the State. New Jersey visitors tend to take more leisure vacations than their out-of-state counterparts.

After displaying an increase in 2019, Gambling is back down in the 5th spot of activity participation. Though they may be in a different rank order, Visiting Friends and Relatives, Beach/Waterfront, Shopping, and Culinary/Dining Experience 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 (8.60 and 8.42 respectively on a 10-point scale) both ratings increasing in 2019 from 8.49 and 8.05 respectively. For both dimensions, the non-Atlantic City portion of the State saw similar increases from 2019. Many variables can impact perceived satisfaction and value including changes in pricing or changes in the perceived quality or availability of a product or experience. Overall, despite significant decreases in visitation due to the COVID-19 pandemic, those who are visiting seem to be quite satisfied with their New Jersey experience.

While understanding the Day Leisure travel market in terms of who is visiting the State, why, and what they do is imperative in painting a picture of travel to New Jersey, it is also important to focus on the opportunities that lie ahead for New Jersey travel. Many segments have the potential to offer not necessarily a high travel party share but are characterized by an even higher trip-dollar spending share which makes these segments particularly valuable to target. Overall, New Jersey's Day Leisure segments are fairly balanced, except the following:

Focus on your Opportunity:

- Travelers aged 55+
- Travelers visiting during the summer season
- Travel parties visiting for a Vacation/Weekend Getaway
- Travel parties participating in Beach/Waterfront, Dining, Shopping, Gambling, and Nightlife activities.
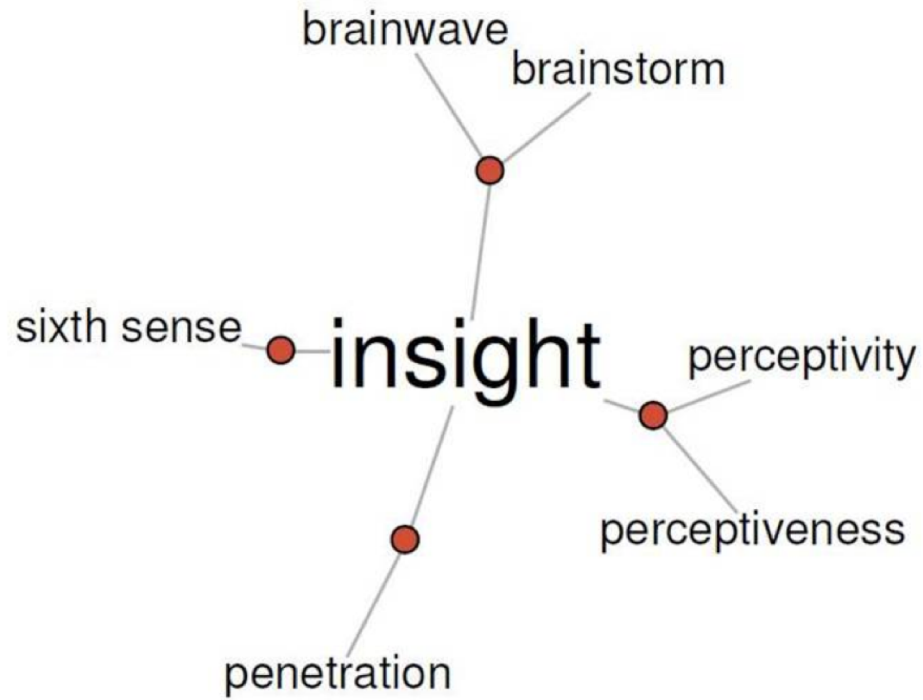
Travel Year Review

New Jersey 2020 Day Leisure Visitor Profile

New Jersey hosted 38 million day leisure visitors, spending 3.0 billion dollars in 2020 — about one quarter less than 2019. Volume fell at a slightly lower rate (-26%) than the average U.S. destination (-27%) over 2019. Although all travel segments saw a decrease in spending in NJ, Day Leisure and Day Business were affected at a lower rate than Overnight Travel.

Day Leisure travelers make up about 45.6% of all New Jersey's travelers — a share that's fairly consistent over the past years. In terms of their spending, day leisure travelers contribute only 17.3% to New Jersey's Total Spending.

Visitor Volume

PERSON-STAYS (millions) INDEXED TO 2016

Legend: NJ - Total, NJ - Day Leisure, U.S. - Total, U.S. - Day Leisure
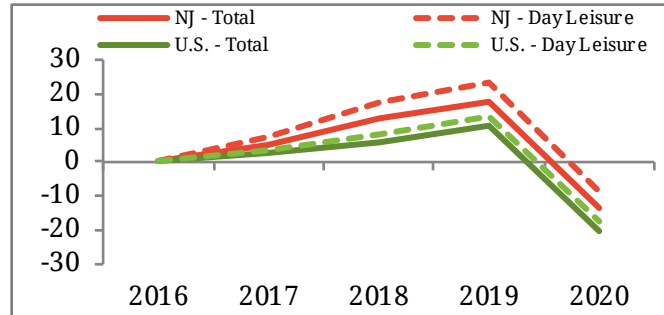
84.2 Million Visitors — 27% ↓

38.4 Million Day Leisure — 26% ↓

Visitor Spending

DIRECT SPENDING (billions) INDEXED TO 2016

Legend: NJ-Total, NJ - Day Leisure, U.S. - Total, U.S. - Day Leisure
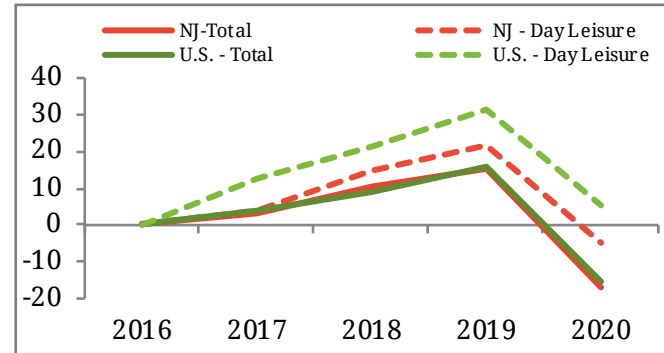
$17.4 Billion Dollars — 28% ↓

$3.0 Billion Day Leisure — 22% ↓

GLOSSARY

Note: Data in these graphs indexed to 2016 – data shows yearly change as compared to 2016 rather than year over year percent change – this depicts a more accurate relationship between the segments

Note: Fiscal Year volume and spending figures subject to change due to year-end 2020 quarterly adjustments

Destination Market Share

Overall, the impact of New Jersey's visitation on the share of the US travel market continued to decline in 2019. Among all its competitors, New Jersey's Day Leisure traveler segment captured the fourth largest shares of the US travel market in Stays, Person-Stays and Person-Days, and took the third spot in Trip-Dollars. New Jersey with and without Atlantic City displayed increases in market share compared to 2019 in all segments, while New York, Maryland and North Carolina decreased in market share.

New Jersey's Day Leisure travel parties (or Stays) represent 2.20% of the US Day Leisure travel market. People often travel together with family, friends or with other groups. Thus, the Stays metric considers how many distinct groups of travelers came to the destination.

In contrast, the number of Person-Stays taken to a destination indicates how many people came to your destination, but not how long they stayed. New Jersey's Day Leisure travelers (or Person-Stays), the main focus of this report, represent 2.41% of the US Day Leisure travel market.

Market Share of U.S. Travel
DAY LEISURE 2019 (%)

Legend: ■ Stays   ■ Person-Stays   ■ Person-Days   ■ Trip-Dollars

Category	Stays	Person-Stays	Person-Days	Trip-Dollars
NJ	2.2	2.4	2.4	3.3
NJ w/o Atlantic City	1.8	1.9	1.9	1.6
NY	4.9	5.0	5.0	4.9
PA	4.1	4.3	4.3	4.0
MD	1.3	1.4	1.4	1.3
VA	2.1	2.0	2.0	1.7
NC	2.6	2.6	2.6	2.4
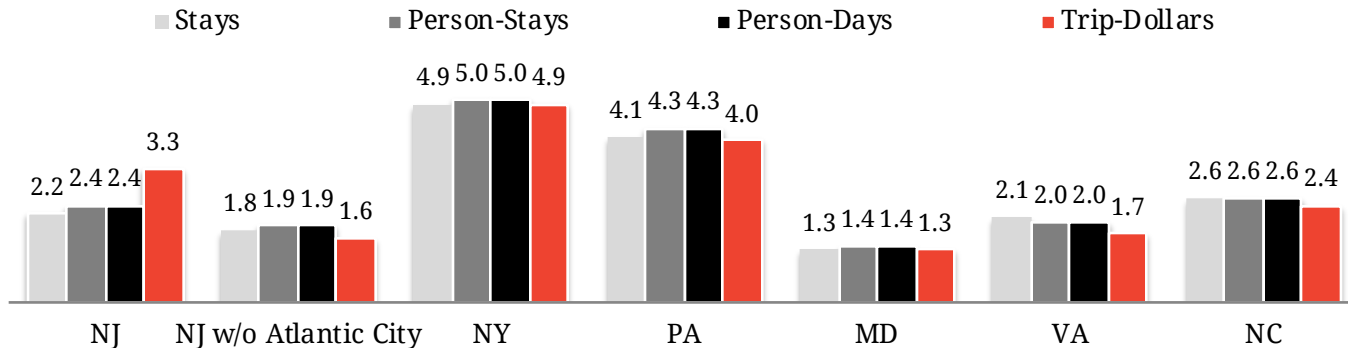
New Jersey market share in the Day Leisure segment increased in all four metrics

The Person-Days metric is simply the total number of days that visitors contributed to New Jersey. New Jersey's Day Leisure travelers represent 2.42% of the US Day market share. New Jersey Day Leisure travelers contributed the largest of all four metrics in Trip-Dollars to the US Day Leisure market; 3.31% in terms of monetary worth of travelers as opposed to the contribution of number of trips or number of days spent in a destination.

Changes in Direct Spending can not only be influenced by ALL other travel measures including number of travel parties, number of persons, number of days, number of people in the Stays, length of stay, and individual traveler spending but also be related to changes in travel party composition, purpose of trip, activity participation levels, or accommodation choice.

Competitive Market Share

DAY LEISURE PERSON-STAYS (%)
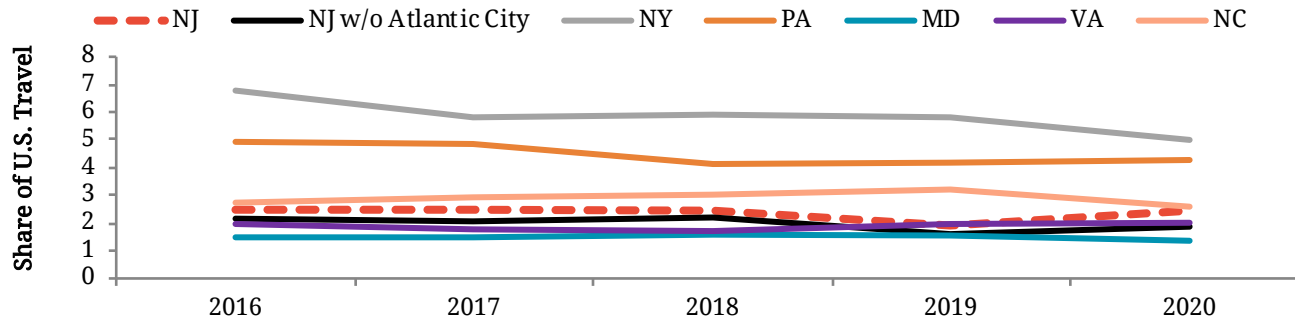
Atlantic City contributes about 1/5th (Person-Stays, Person-Days, and Stays) to 1/2nd (Trip-Dollars) of New Jersey's Day Leisure market shares

Who are New Jersey's Overnight Leisure visitors?

New Jersey's visitors can be described in three ways; basic demographics, lifestages and by generation. Overall, the demographic make-up of travelers to New Jersey has been somewhat the same over the last time periods.

In 2020, the average age and generational composition of visitors to the State are shaped by Atlantic City's mature visitors. However, New Jersey welcomes slightly older travelers than the US which is not only reflected in higher shares of Boomers, but also in higher shares of travelers who have children in the household.

Average incomes of New Jersey visitors increased in 2020 and are still consistently higher than visitors to the average U.S. destination or those visiting the Competitive Set. Incomes of those visiting destinations other than Atlantic City for Day Leisure stays have increased as well.

How do New Jersey's Day Leisure visitors compare?

	New Jersey	New Jersey w/o Atlantic City	Average U.S. Destination	Competitive Set (NY/PA/MD/VA/NC)
Average Age (years)	57	56	55	54
Employed	46%	53%	47%	54%
Retired	45%	36%	39%	34%
Average Income (000)	$131.5	$145.5	$102.4	$109.0
Children in HH	24%	27%	20%	20%
Generations: Millennial (1981+) GenX (1965-1980) Boomer (1946-1964) Silent/GI (1945 back)	16% 22% 52% 8%	18% 27% 44% 9%	19% 21% 47% 10%	20% 22% 48% 6%

New Jersey Visitors…

More Boomer
More Retired
Higher HH income
Include more Kids in HH

than the US

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.

Visitors are more likely to belong to Lifestages with no children in the household for New Jersey, with and without Atlantic City included. It is important to notice, however, that where the share of Stay-Dollars is less than the share of Stays these Lifestages are less valuable for the State. The Affluent Mature Lifestage is the most profitable segment, followed by the Affluent Family Lifestage for the State.

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

DAY LEISURE (%) (2018-2020)
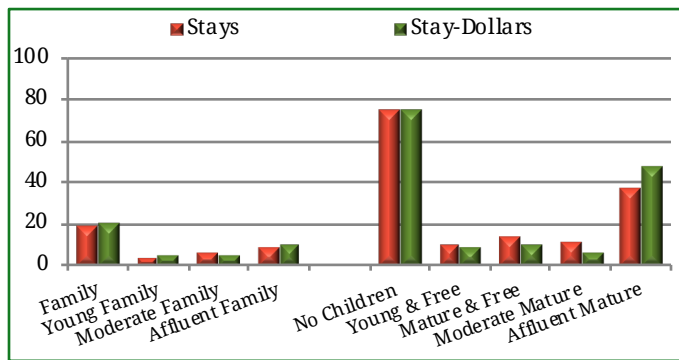
New Jersey without Atlantic City

DAY LEISURE (%) (2018-2020)
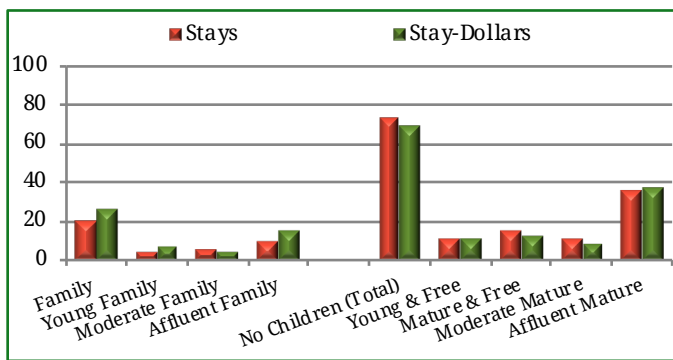
Affluent Mature:

Most profitable

Where do New Jersey's visitors come from?

More than 9 out of 10 New Jersey visitors come from 3 states with about 46% coming from New Jersey itself and an additional 44% 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 car and those travel an average one-way distance of 135 miles — significantly more than the average of nearly all of its competitors. Seven in ten travelers live in a vicinity of less than 100 miles.

New Jersey Origin States

DAY LEISURE PERSON-STAYS (%) (2020)

New Jersey	46.4%
Pennsylvania	24.8%
New York	19.5%
South Carolina	2.9%
Connecticut	1.5%
Maryland	1.1%
Other	3.8%

New Jersey Destination Regions

DAY LEISURE PERSON-STAYS (%) (2020)

Greater Atlantic City	27.9%	↑
Gateway	24.9%	↑
Shore	23.4%	↓
Southern Shore	10.8%	↓
Delaware River	8.5%	↑
Skylands	4.5%	↓
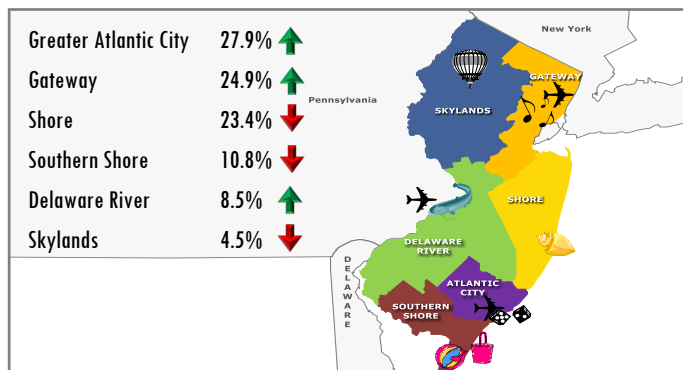
Where do New Jersey's visitors go?

The Greater Atlantic City Region saw another increase in 2020 after years of consistent decreases, raising it from 2nd to 1st place when compared to New Jersey's six regions.

The Gateway and Delaware River also saw increases in visitation in 2020, while the Shore, Southern Shore, and Skylands saw decreases in visitation.

44% of New Jersey visitors come from the neighboring States

Why do travelers visit New Jersey?

Vacation/Getaway – day trips accounted for one third of Day Leisure visitors to New Jersey in 2020. Excluding Atlantic City, many more visitors came to New Jersey to visit Friends and Relatives (43%).

Although Purpose of Travel remained stable in 2020, the percentage of Day Leisure travelers Visiting friends/relatives increased while vacation/getaways remained constant.

Visitors seeing Friends/Relatives has increased for both New Jersey as a whole and without Atlantic City from 2019, although it is much higher for those who visited destinations other than Atlantic City. The share of those traveling for Other Leisure/Personal reasons is similar regardless of whether or not Atlantic City is included in the analysis.

In 2020 visitors spent on average $176 in New Jersey per person per day - $62 more than in 2019 with increases in all spending categories, Shopping (+$15), Food & Beverage (+$13), Entertainment (+$11), Transportation (+$11) and Other expenses (+$13). Atlantic City is driving the average daily spending for the State. Again, demonstrating the value of the Atlantic City area.

Purpose of Travel

DAY LEISURE PERSON-STAYS (%) (2020)
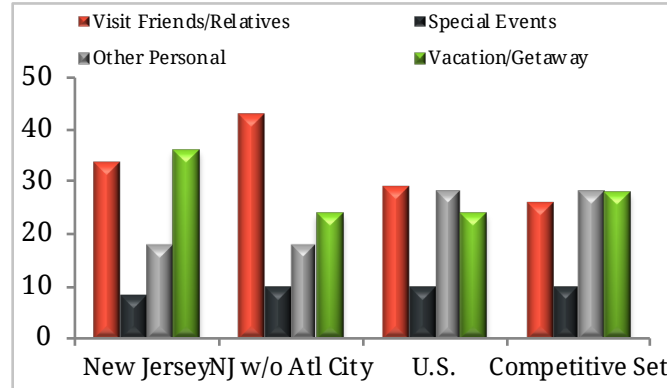
Per-Person-Per-Day Spending

DAY LEISURE PERSON-DAYS (%) (2020)

Atlantic City area drives
Day Trips
and Spending

What do New Jersey visitors do?

Almost all of Day Leisure travel parties participate in an activity when visiting the State.

Day Leisure travel parties who visit New Jersey participated in the following top five activities in 2020:

1. Beach/ Waterfront
2. Visiting Friends/Relatives
3. Culinary/Dining Experience
4. Shopping
5. Gambling

After increasing to the fourth spot in 2019, gambling has dropped and is once again the fifth most participated in activity for Day Leisure travelers to New Jersey.

When excluding Atlantic City, Beach/Waterfront dropped to 2nd place in top activities, while Visiting Friends/Family has increased back to 1st place in 2020:

1. Visiting Friends and Relatives
2. Beach/Waterfront
3. Culinary/Dining Experience
4. Shopping
5. Amateur Sports

New Jersey's Day Leisure travel parties (including Atlantic City) have a much higher propensity to participate in the following activities than travel parties to the average US destination:

- Beach/Waterfront (3.4 times as high)
- Water Sports (1.9 times)
- Amateur Sports (1.8 times)
- Gambling (1.7 times)
- Wildlife Viewing (1.4 times)
- Wedding (1.4 times)
- Reunion/Graduation (1.2 times)
- Visiting Friends/Relatives (1.2 times)
- Nightlife (1.1 times)

New Jersey's Day Leisure travel parties' (excluding Atlantic City) propensity:

- Water Sports (2.4 times as high)
- Amateur Sports (2.2 times)
- Beach/Waterfront (2.0 times)
- Wildlife Viewing (1.8 times)
- Wedding (1.8 times)
- Reunion/Graduation (1.6 times)
- Visiting Friends/Relatives (1.5 times)
- Golfing (1.3 times)
- Theater/Dance Performance (1.3 times)
- Religious/Faith Based Conference (1.2 times)

New Jersey can position itself as a destination for Family, Attraction and Nature-based activities

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'.

Day Leisure visitors report strong satisfaction (87% excellent rating) with their New Jersey stay in 2020. 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. Average satisfaction ratings, whether or not Atlantic City is included, displayed a small increase in 2020 to 8.60 (New Jersey whole) and 8.53 (New Jersey without Atlantic City).

Value for the Money
DAY LEISURE PERSON-STAYS (%) (2020)

Poor (1-3)   Fair/Good (4-7)   Excellent (8-10)

	New Jersey		NJ w/o Atlantic City	
	2019	2020	2019	2020
avg.	8.05	8.42	8.04	8.34
Excellent	68	78	69	75
Fair/Good	29	21	29	23
Poor	2	2	2	2
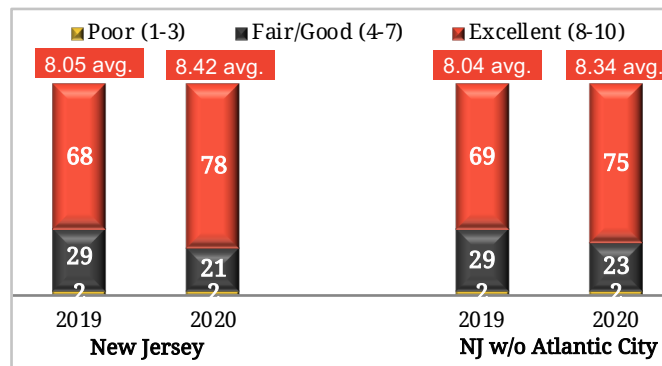
Overall, New Jersey's Day Leisure travelers report their highest ratings for Feeling of Safety (8.61), Satisfaction (8.60), and Likelihood to Recommend (8.60), followed by Friendly/Helpful People (8.53), and Value for the Money (8.42). All ratings increased in 2020.

When excluding Atlantic City, visitors rate New Jersey slightly higher in feeling of safety.

Overall Satisfaction
DAY LEISURE PERSON-STAYS (%) (2020)

Poor (1-3)   Fair/Good (4-7)   Excellent (8-10)

	New Jersey		NJ w/o Atlantic City	
	2019	2020	2019	2020
avg.	8.49	8.60	8.51	8.53
Excellent	80	87	82	84
Fair/Good	17	13	16	15

Satisfaction and Value both displayed significant increases from 2019.

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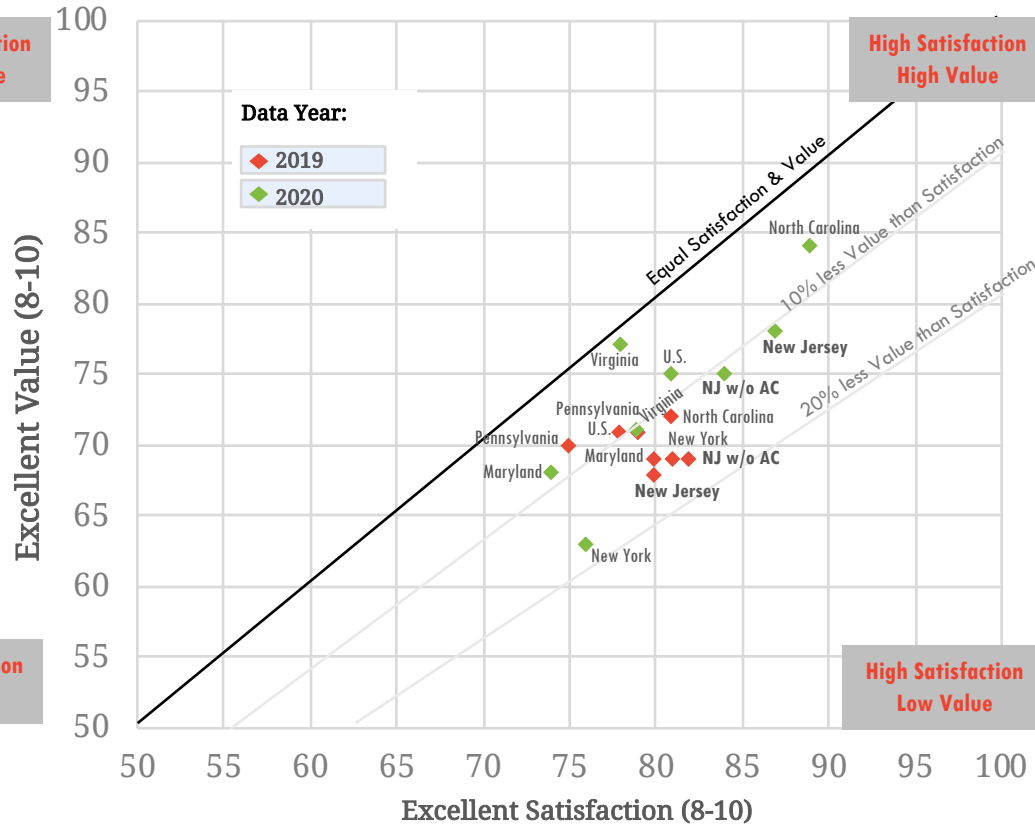
Satisfaction and Value ratings may be combined into a matrix which places each destination in the location where Satisfaction and Value intersect.

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.

Low Satisfaction High Value

High Satisfaction High Value

Low Satisfaction Low Value

High Satisfaction Low Value

Data Year:
- 2019
- 2020

Excellent Value (8-10)

Excellent Satisfaction (8-10)

Equal Satisfaction & Value

10% less Value than Satisfaction

20% less Value than Satisfaction

North Carolina
Virginia
U.S.
New Jersey
NJ w/o AC
Pennsylvania
North Carolina
Virginia
U.S.
New York
Pennsylvania
Maryland
NJ w/o AC
New Jersey
Maryland
New York

New Jersey's Overall Performance Gap (%):

Destination

%

— Excellent Satisfaction (8-10)
- - - Poor Satisfaction (1-3)

2016   2017   2018   2019   2020

Charts and Graphs

New Jersey 2019 Day Leisure Visitor Profile

U.S. Travel Segments

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

Business: 26%, 19%, 16%, 24%
Leisure: 74%, 81%, 84%, 76%
Day: 54%, 51%, 20%, 18%
Night: 46%, 49%, 80%, 82%
Day Leisure: 38%, 40%, 15%, 13%
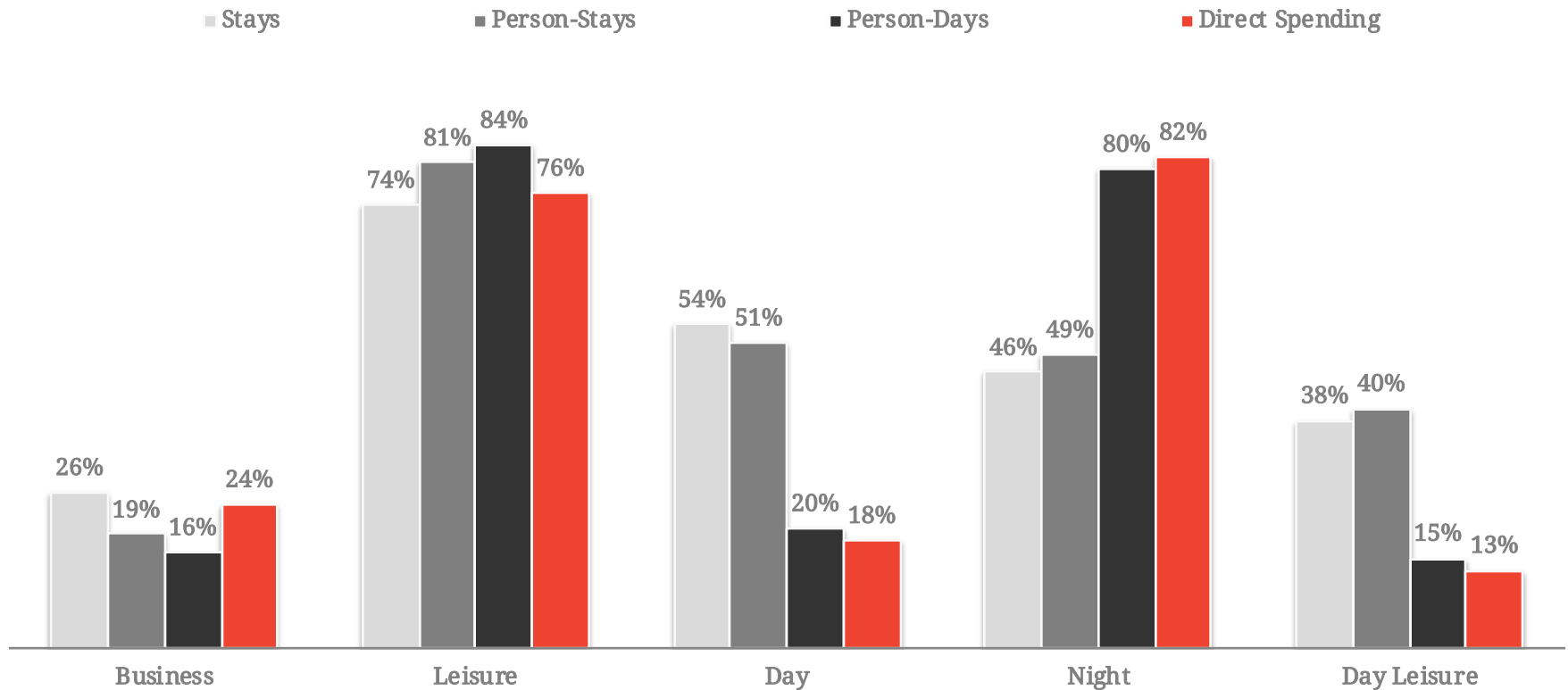
Chart 1 • Segment: 2020 Total Volume (%)

New Jersey Travel Segments

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

Business
- Stays: 19%
- Person-Stays: 12%
- Person-Days: 9%
- Direct Spending: 11%

Leisure
- Stays: 81%
- Person-Stays: 88%
- Person-Days: 91%
- Direct Spending: 89%

Day
- Stays: 58%
- Person-Stays: 55%
- Person-Days: 23%
- Direct Spending: 20%

Night
- Stays: 42%
- Person-Stays: 45%
- Person-Days: 77%
- Direct Spending: 80%

Day Leisure
- Stays: 43%
- Person-Stays: 46%
- Person-Days: 19%
- Direct Spending: 17%

Chart 2 • Segment: 2020 Total Volume (%)

New Jersey Person-Stays Volume

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

	2013	2014	2015	2016	2017	2018	2019	2020
Total	87.8	91.4	93.5	97.3	101.9	110.0	114.5	84.2
Day Leisure	38.1	39.2	40.0	42.0	45.0	49.5	51.8	38.4
Night Leisure	37.5	39.4	40.8	42.8	45.0	47.9	49.8	35.7
Day Business	8.1	8.6	8.7	8.6	8.2	8.9	9.3	7.7
Night Business	4.2	4.2	4.0	3.9	3.6	3.7	3.6	2.4
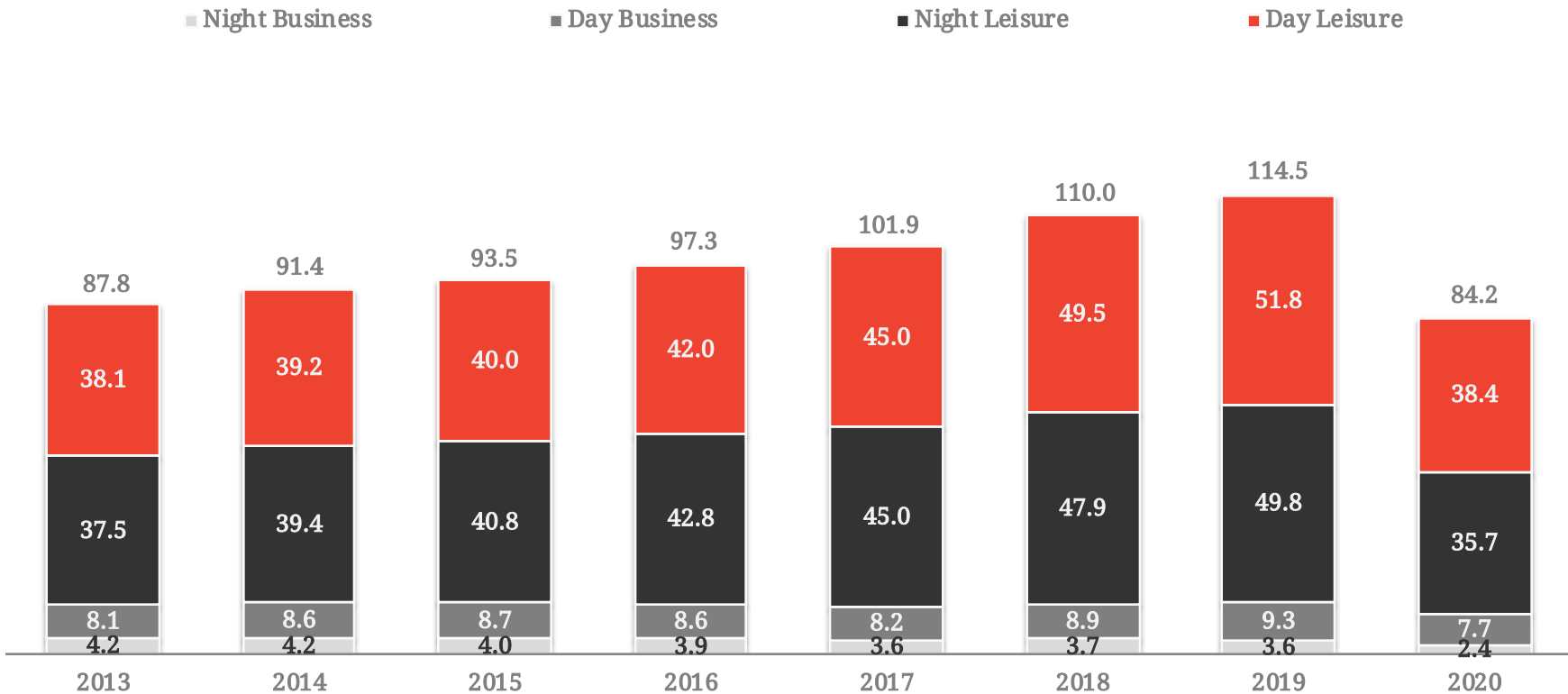
Chart 3 • in Millions

22

New Jersey Person-Stays Volume

	New Jersey							U.S.
	14/13	15/14	16/15	17/16	18/17	19/18	20/19	20/19
Total	4.1%	2.3%	4.0%	4.7%	8.0%	4.1%	-26.5%	-28.6%
Business	4.6%	-0.4%	-1.8%	-5.4%	6.5%	2.5%	-22.0%	-29.8%
Leisure	4.0%	2.8%	4.9%	6.2%	8.2%	4.3%	-27.1%	-28.2%
Day	3.6%	2.0%	3.8%	5.1%	9.8%	4.6%	-24.6%	-27.0%
Night	4.6%	2.7%	4.3%	4.2%	6.0%	3.5%	-28.6%	-30.2%
Day Business	7.0%	1.4%	-1.1%	-4.8%	8.2%	4.9%	-17.2%	-26.3%
Day Leisure	2.8%	2.2%	4.9%	7.1%	10.1%	4.6%	-25.9%	-27.1%
Night Business	0.0%	-4.2%	-3.2%	-6.7%	2.6%	-3.2%	-34.2%	-34.5%
Night Leisure	5.1%	3.4%	5.0%	5.2%	6.3%	4.0%	-28.2%	-29.3%

Chart 4 • % change

New Jersey Direct Spending Volume

■ Night Business   ■ Day Business   ■ Night Leisure   ■ Day Leisure

	2013	2014	2015	2016	2017	2018	2019	2020
Total	$18,565.9	$19,258.1	$20,168.4	$20,955.6	$21,617.8	$23,188.3	$24,166.8	$17,405.6
Day Leisure	2,870.7	2,956.3	3,058.0	3,163.1	3,281.7	3,628.3	3,848.8	3,010.6
Night Leisure	12,794.6	13,397.6	14,227.9	14,970.2	15,561.8	16,727.5	17,504.4	12,433.1
Night Business	592.7	611.5	589.0	561.8	533.3	592.3	622.0	531.2
Day Business	2,339.1	2,308.9	2,293.8	2,294.5	2,261.6	2,326.6	2,191.6	1,430.7
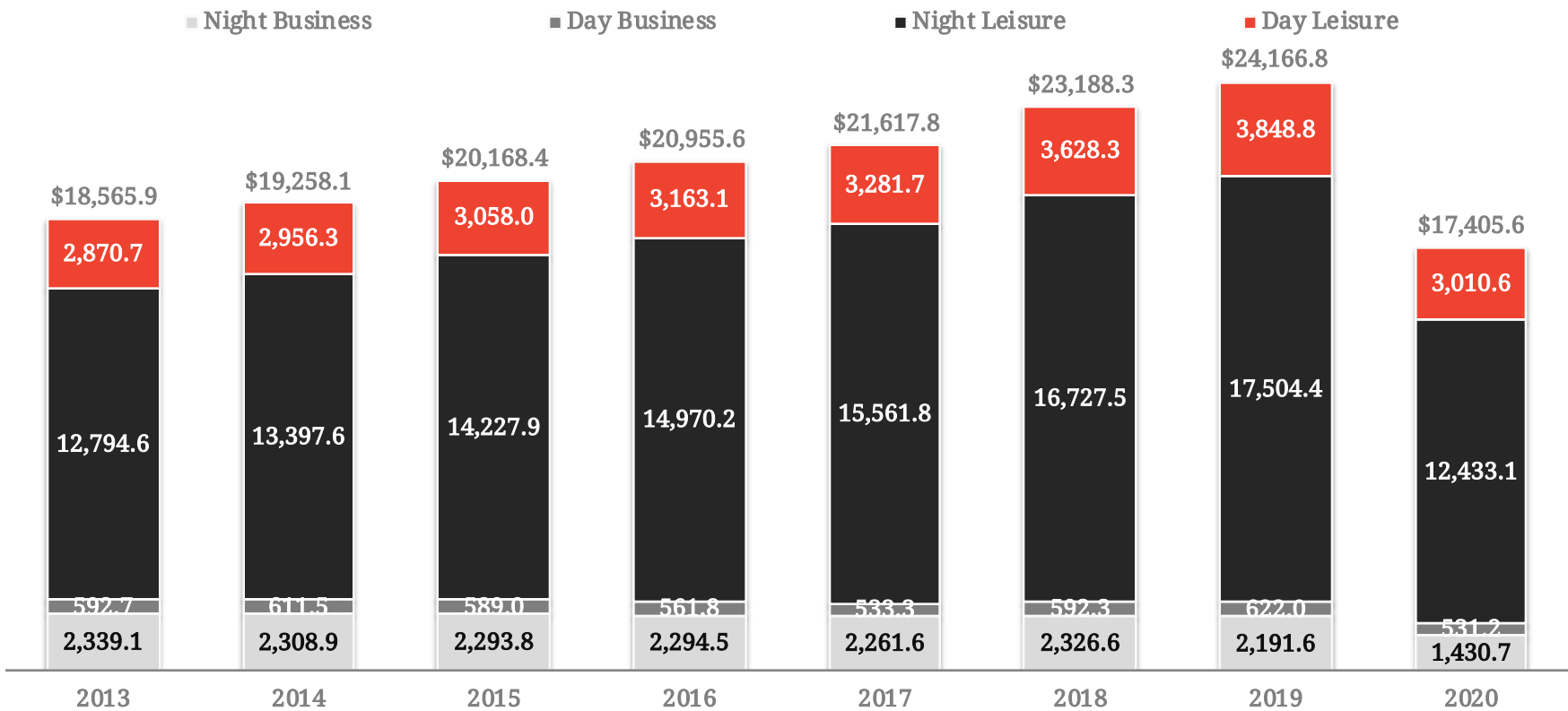
Chart 5 • $ Millions

New Jersey Direct Spending Volume

	New Jersey							U.S.
	14/13	15/14	16/15	17/16	18/17	19/18	20/19	20/19
Total	3.7%	4.7%	3.9%	3.2%	7.3%	4.2%	-28.0%	-27.0%
Business	0.1%	-0.7%	-2.1%	-1.7%	2.1%	-0.7%	-30.3%	-28.6%
Leisure	4.4%	5.7%	4.9%	3.9%	8.0%	4.9%	-27.7%	-26.4%
Day	3.0%	2.2%	2.1%	2.4%	10.6%	5.9%	-20.8%	-14.1%
Night	3.9%	5.3%	4.3%	3.3%	6.5%	3.8%	-29.6%	-29.3%
Day Business	3.2%	-3.7%	-4.6%	-5.1%	11.1%	5.0%	-14.6%	5.0%
Day Leisure	3.0%	3.4%	3.4%	3.8%	10.6%	6.1%	-21.8%	-19.6%
Night Business	-0.7%	0.0%	-1.4%	-0.9%	0.0%	-2.2%	-34.7%	-33.9%
Night Leisure	4.7%	6.2%	5.2%	4.0%	7.5%	4.6%	-29.0%	-27.7%

Chart 6 • % change

Share of U.S. Travel Segments:
New Jersey and Comp Set
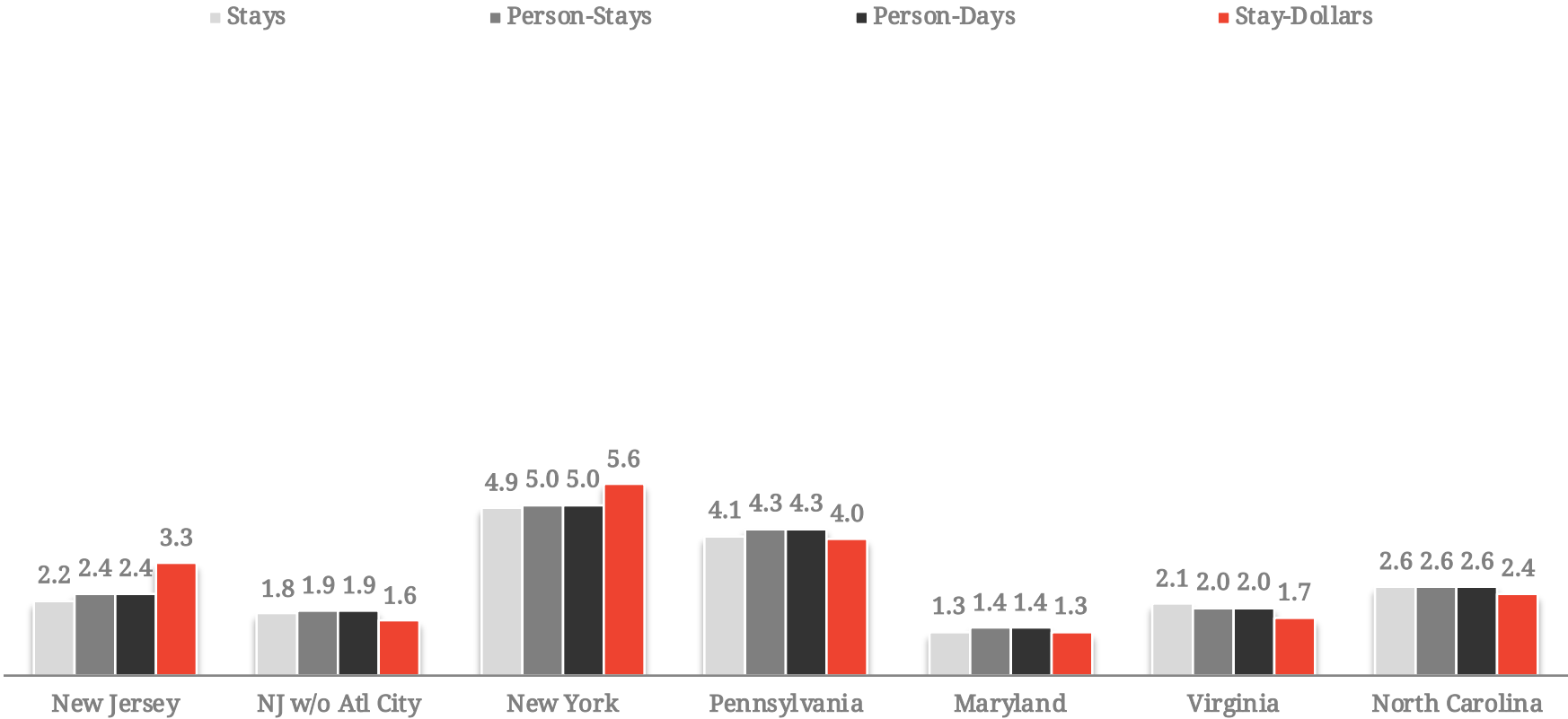
Chart 7 • Segment: 2020 Day Leisure (%) • New Jersey n = 480 household count

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

Average		18-34 years	35-54 years	55 + years
55	U.S.	18	24	58
57	New Jersey	16	23	62
56	NJ w/o Atl City	19	27	54
54	Comp Set	18	27	55
51	New York	23	28	49
55	Pennsylvania	15	23	62
56	Maryland	18	28	54
54	Virginia	17	28	55
55	North Carolina	15	29	55
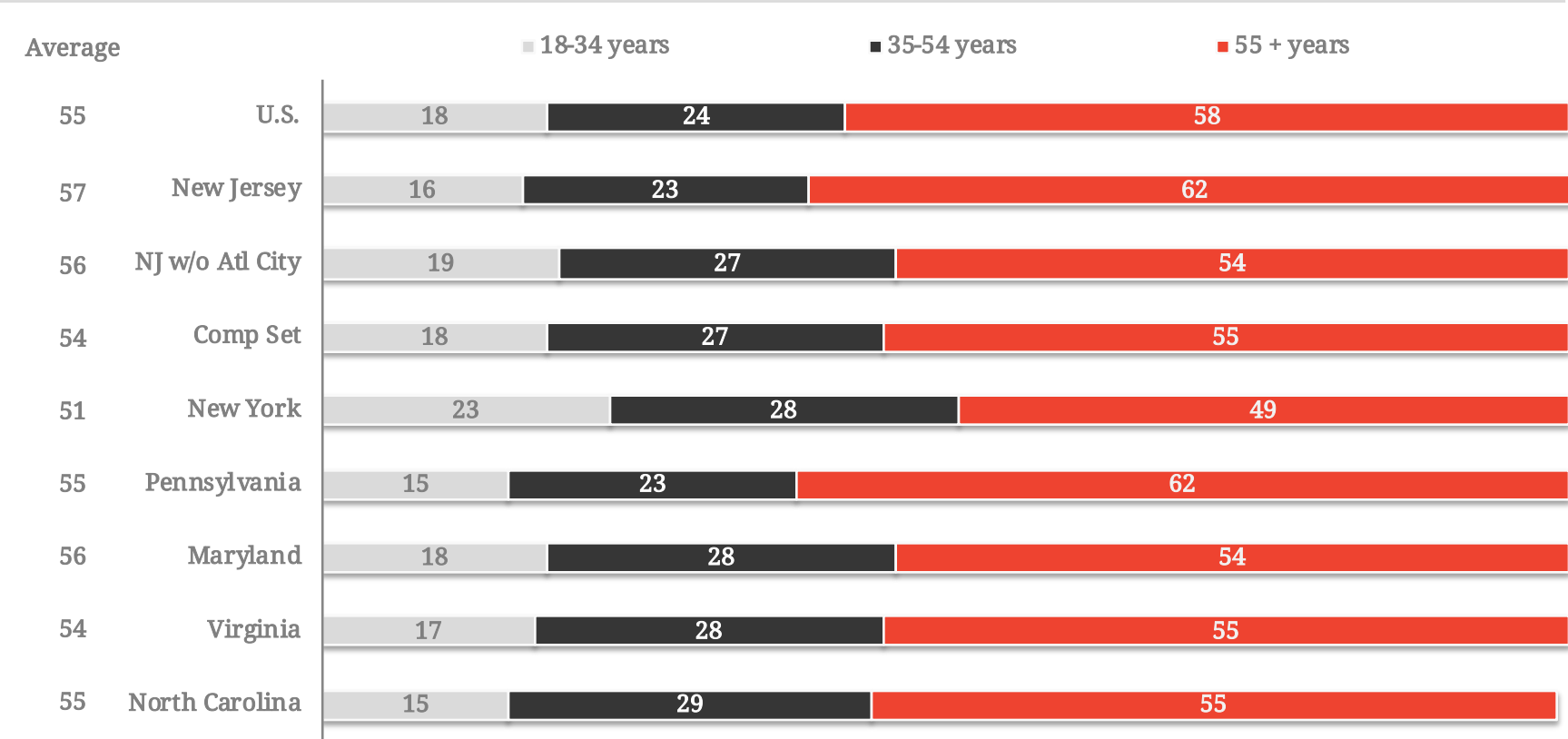
Chart 8 • Segment: 2020 Day Leisure Person-Stays (%) • New Jersey n = 480 household count

New Jersey Avg. Party per Stay Spending by Age
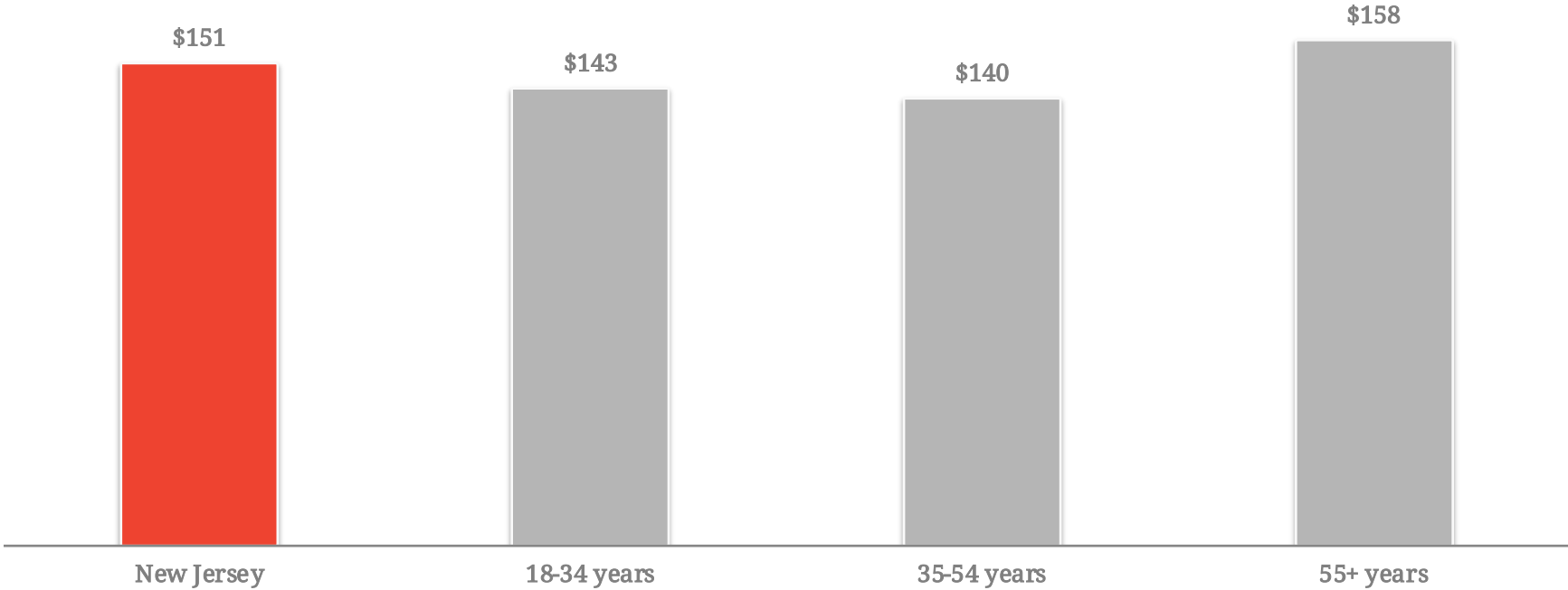
Chart 9 • Segment: 2018-2020 Day Leisure Stays ($) • New Jersey n = 2,046 household count

New Jersey Age Comparison

■ Stays Based   ■ Stay-Dollars Based

	18-34 years	35-54 years	55+ years
Stays Based	15	29	55
Stay-Dollars Based	14	26	60
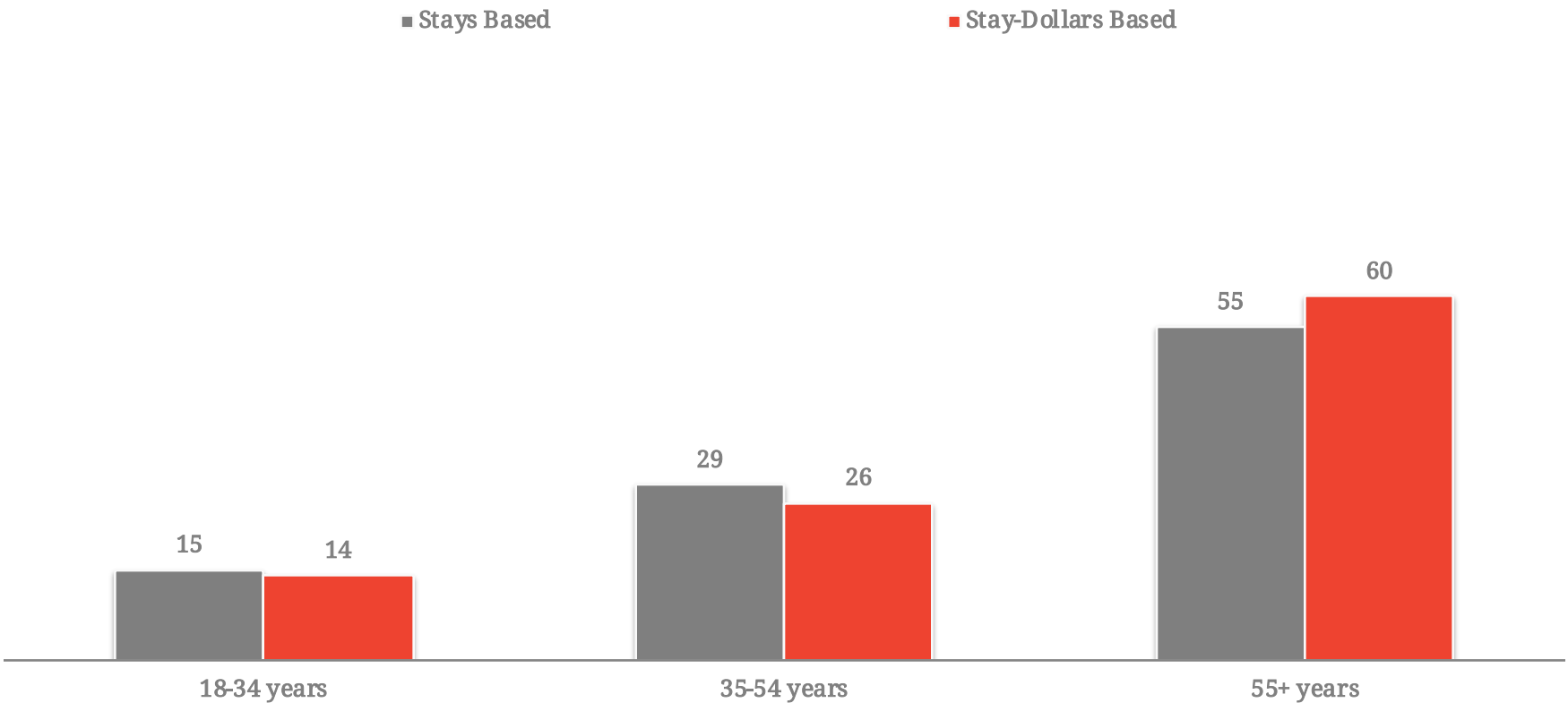
Chart 10 • Segment: 2018-2020 Day Leisure (%) • New Jersey n = 2,048 household count

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

Legend: ■ White ■ Black ■ Asian ■ Native American/Alaska Native ■ Other/Mixed

	White	Black	Asian	Native American/Alaska Native	Other/Mixed
U.S.	86	7	4	3	2
New Jersey	82	10	1		1
NJ w/o Atl City	80	9	2		1
Comp Set	83	13	3	1	2
New York	87	6	4	1	2
Pennsylvania	87	10	3		1
Maryland	81	12	6	1	1
Virginia	76	19	4	1	1
North Carolina	73	26		1	3

Chart 11 • Segment: 2020 Day Leisure Person-Stays (%) • New Jersey n = 479 household count
^Note: The total may add to more than 100% due to multiple responses

30

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

■ Hispanic or Latino   ■ Non-Hispanic or Latino

	U.S.	New Jersey	NJ w/o Atl City	Comp Set	New York	Pennsylvania	Maryland	Virginia	North Carolina
Non-Hispanic or Latino	90	93	91	94	93	92	99	97	94
Hispanic or Latino	10	7	9	6	7	8	1	3	6

Chart 12 • Segment: 2020 Day Leisure Person-Stays (%) • New Jersey n = 479 household count

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

Legend: ■ Gay/Lesbian (LGBTQ)   ■ Heterosexual/ Straight   ■ Other

Region	Gay/Lesbian (LGBTQ)	Heterosexual/ Straight	Other
U.S.	3	93	1
New Jersey	1	94	2
NJ w/o Atl City	2	94	2
Comp Set	2	95	0
New York	1	95	0
Pennsylvania	2	95	0
Maryland	2	94	0
Virginia	1	97	1
North Carolina	3	95	0

Chart 13 • Segment: 2020 Day Leisure Person-Stays (%) • New Jersey n = 480 household count

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

Legend: ☐ 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.	80	6	10	11
New Jersey	76	5	11	15
NJ w/o Atl City	73	5	14	16
Comp Set	80	5	10	11
New York	78	5	12	12
Pennsylvania	80	6	12	7
Maryland	83	9	8	6
Virginia	81	4	3	13
North Carolina	78	5	8	13

Chart 14 • Segment: 2020 Day Leisure Person-Stays (%) • New Jersey n = 450 household count
^Note: The total may add to more than 100% due to multiple responses

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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+

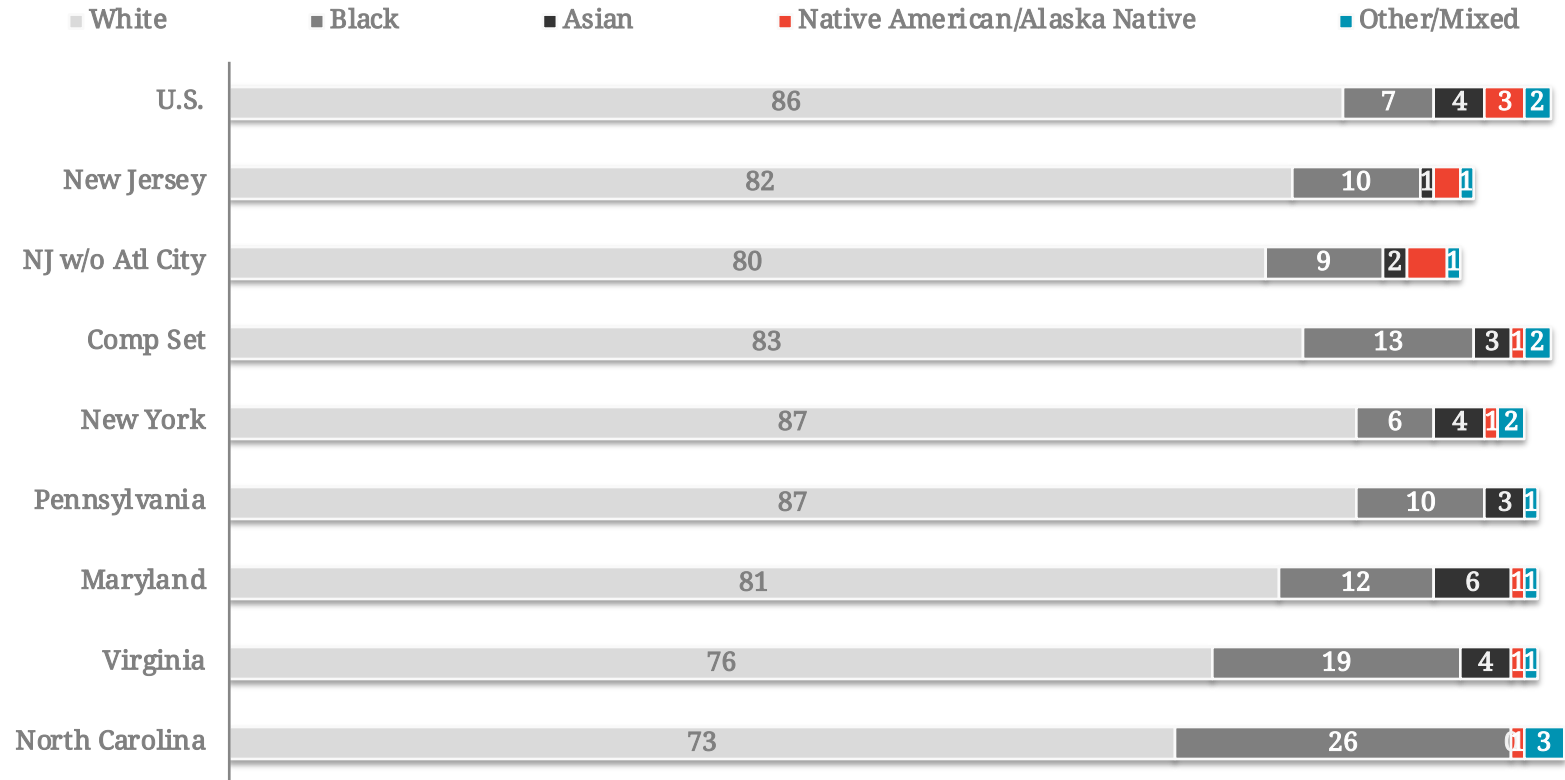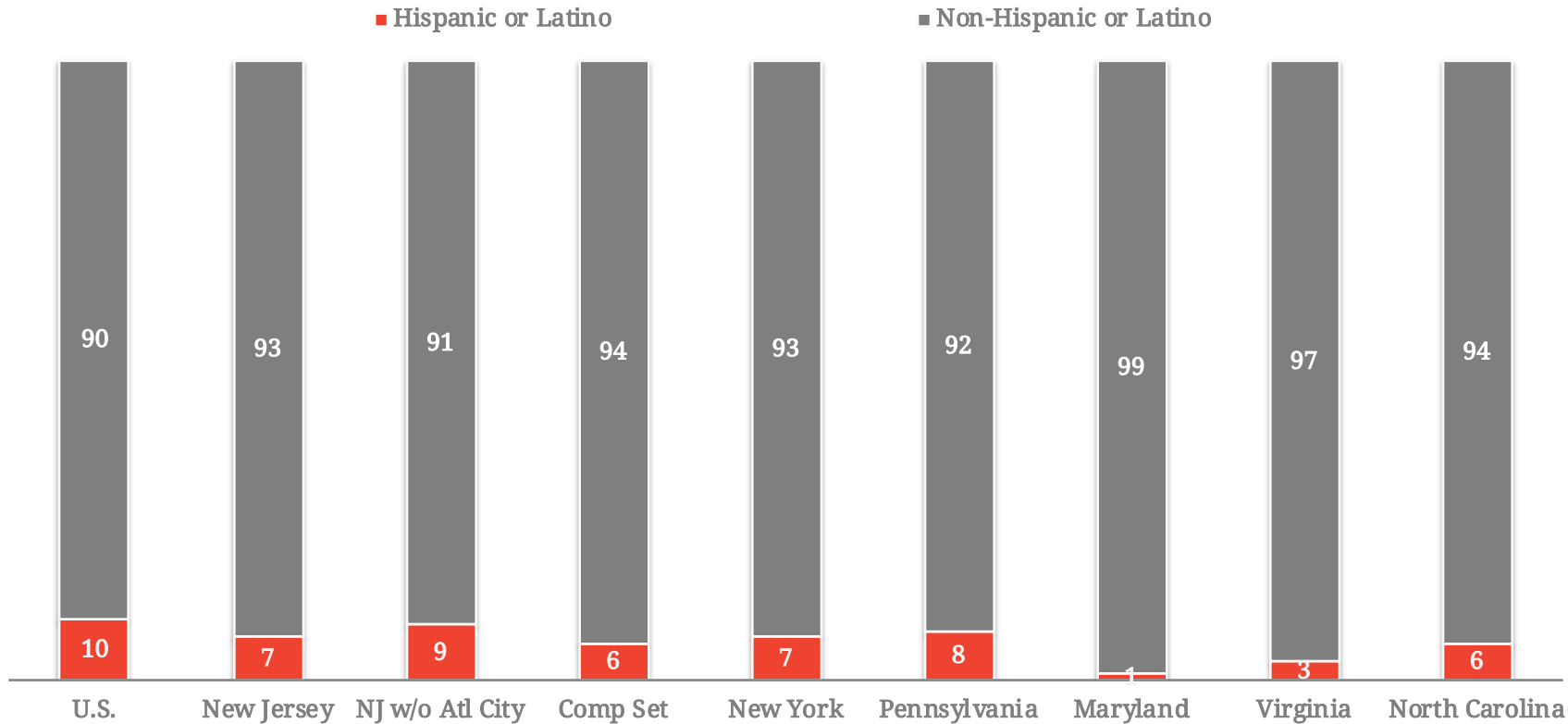| Average	Location	Under $50,000	$50,000 - $74,999	$75,000 - $99,999	$100,000 -$149,999	$150,000+
$102,388	U.S.	29	18	15	20	19
$131,594	New Jersey	18	25	9	14	33
$145,544	NJ w/o Atl City	19	12	11	18	40
$109,025	Comp Set	29	15	15	19	22
$132,354	New York	19	12	16	26	28
$92,811	Pennsylvania	35	18	15	15	17
$137,626	Maryland	17	12	15	21	35
$101,877	Virginia	33	14	16	14	23
$80,365	North Carolina	40	21	10	18	11

Chart 15 • Segment: 2020 Day Leisure Person-Stays (%) • New Jersey n = 478 household count

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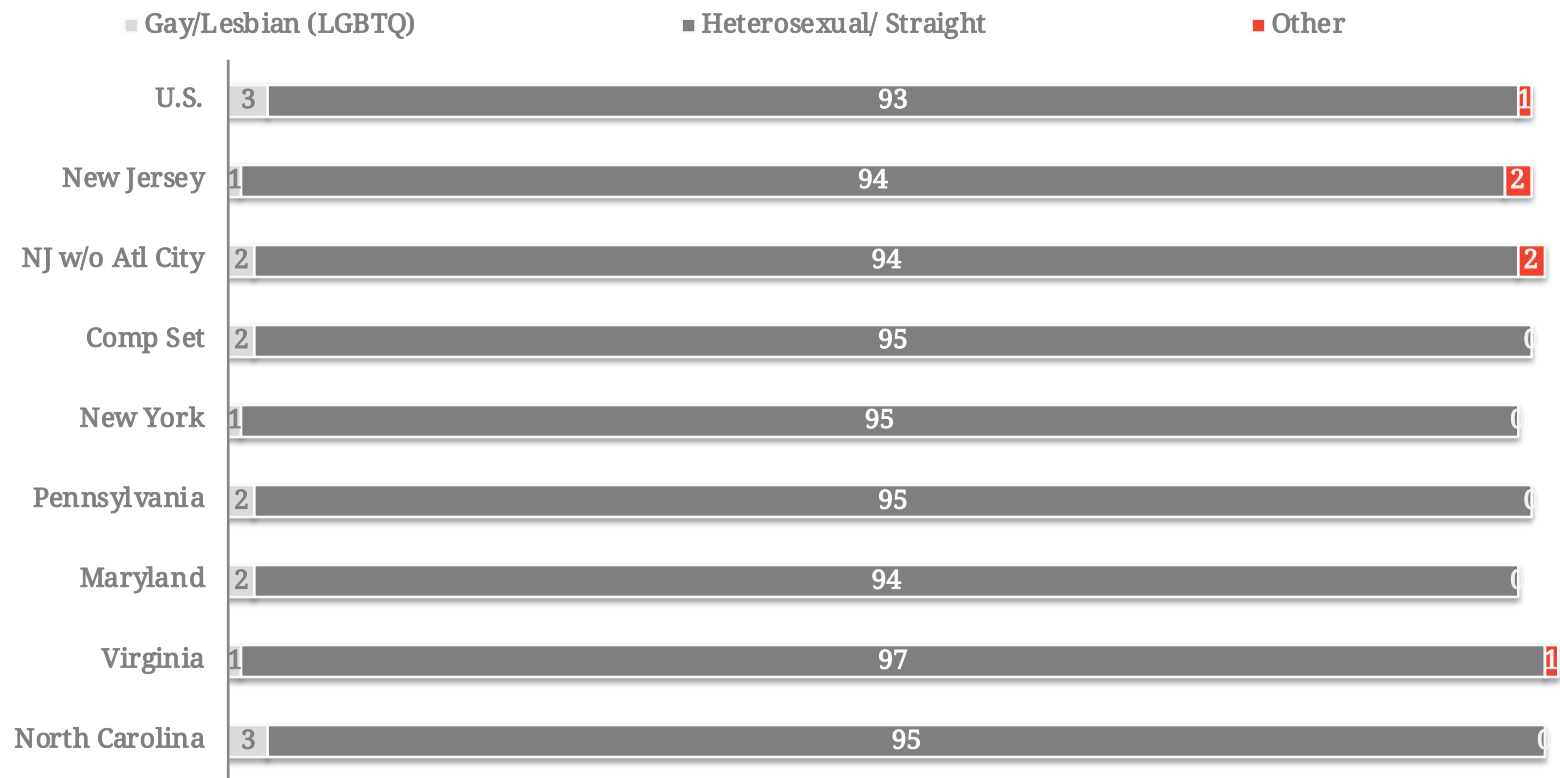## U.S., New Jersey and Comp Set

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.	13	5	14	3	7	18	35
New Jersey	13	3	8	3	12	7	47
NJ w/o Atl City	17	2	9	3	15	8	39
Comp Set	14	4	15	6	6	17	34
New York	19	4	17	4	7	9	34
Pennsylvania	12	3	11	4	8	25	32
Maryland	11	7	18	3	6	13	41
Virginia	13	3	16	6	7	17	35
North Carolina	10	6	14	14	1	22	33

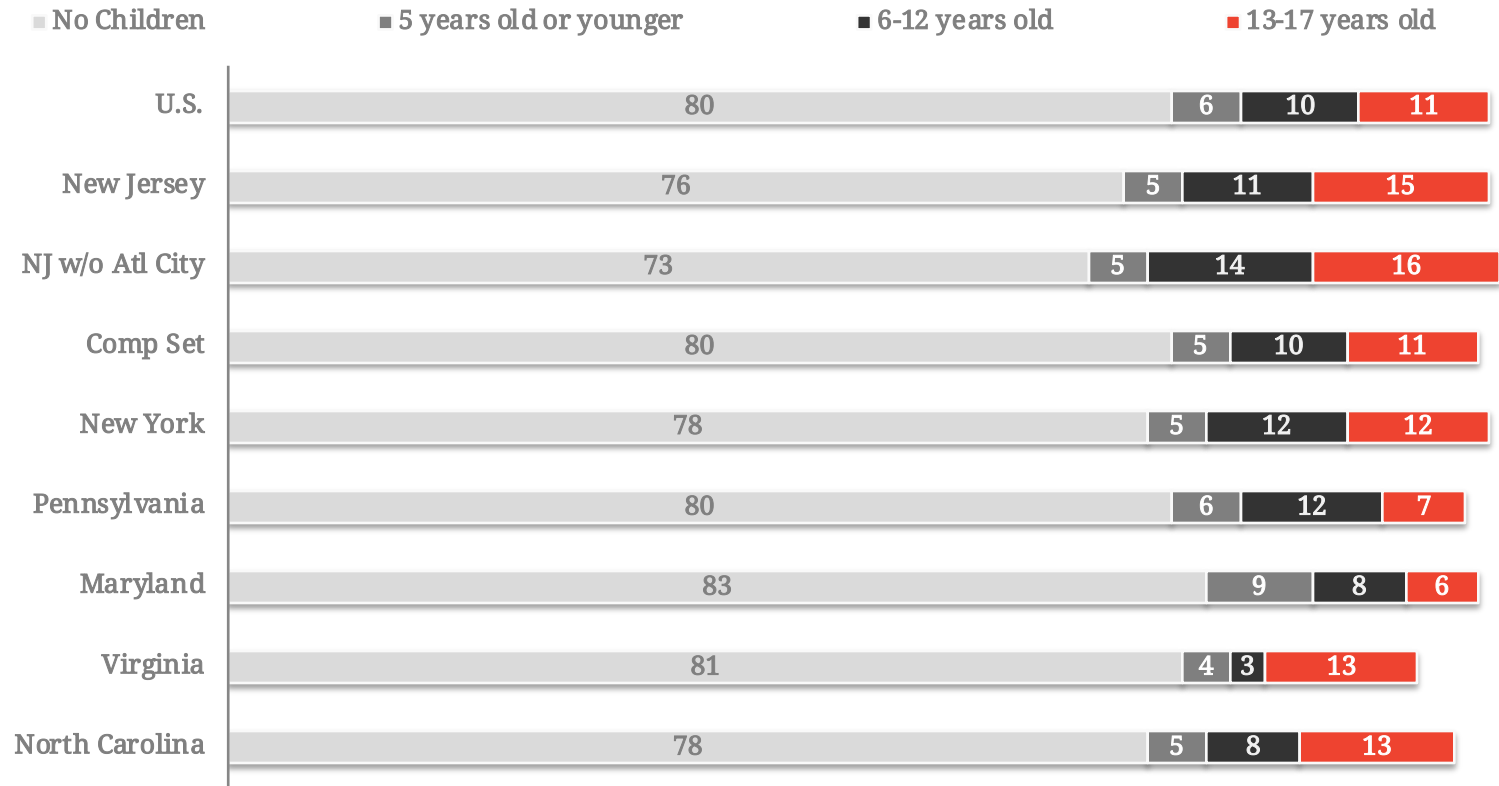Chart 16 • Segment: 2020 Day Leisure Person-Stays (%) • New Jersey n = 480 household count
^Note: The total may add to less than 100% due to non-responses

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New Jersey Avg. Party per Stay Spending by Lifestage

Chart 17 • Segment: 2018-2020 Day Leisure Stays ($) • New Jersey n = 2,046 household count

New Jersey	Young & Free	Young Family	Maturing & Free	Moderate Family	Affluent Family	Moderate Mature	Affluent Mature
$151	$113	$224	$120	$118	$187	$89	$184

New Jersey Lifestage Comparison

■ Stays Based   ■ Stay-Dollars Based

	Young & Free	Young Family	Maturing & Free	Moderate Family	Affluent Family	Moderate Mature	Affluent Mature
Stays Based	11	4	14	6	9	12	38
Stay-Dollars Based	9	5	11	5	11	7	48
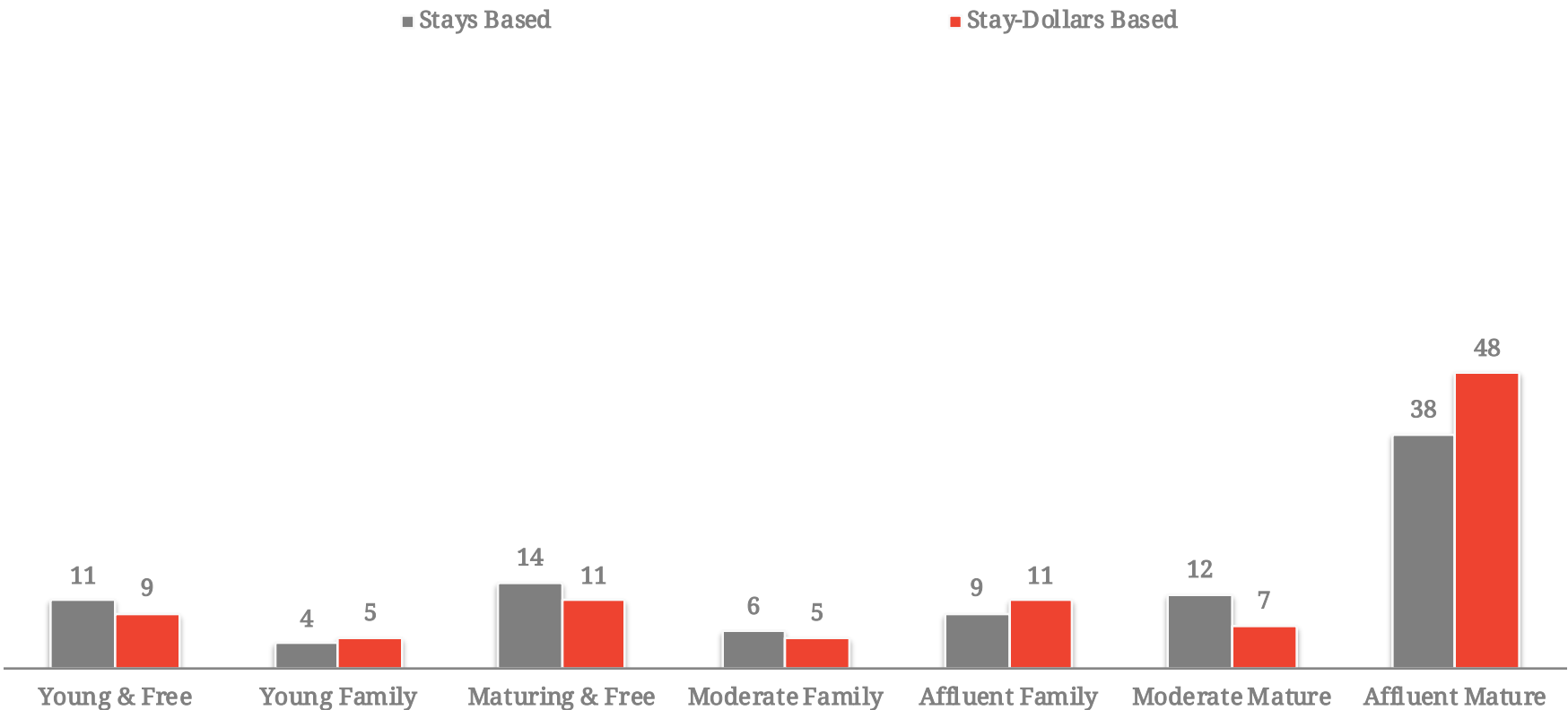
Chart 18 • Segment: 2018-2020 Day Leisure (%) • New Jersey n = 2,048 household count

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

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

	Millennials	GenXers	Boomers	Silents/Gis
U.S.	19	21	47	10
New Jersey	16	22	52	8
NJ w/o Atl City	18	27	44	9
Comp Set	20	22	48	6
New York	29	20	42	6
Pennsylvania	15	20	56	5
Maryland	21	24	44	10
Virginia	19	24	48	6
North Carolina	14	29	48	6

Chart 19 • Segment: 2020 Day Leisure Person-Stays (%) • New Jersey n = 480 household count
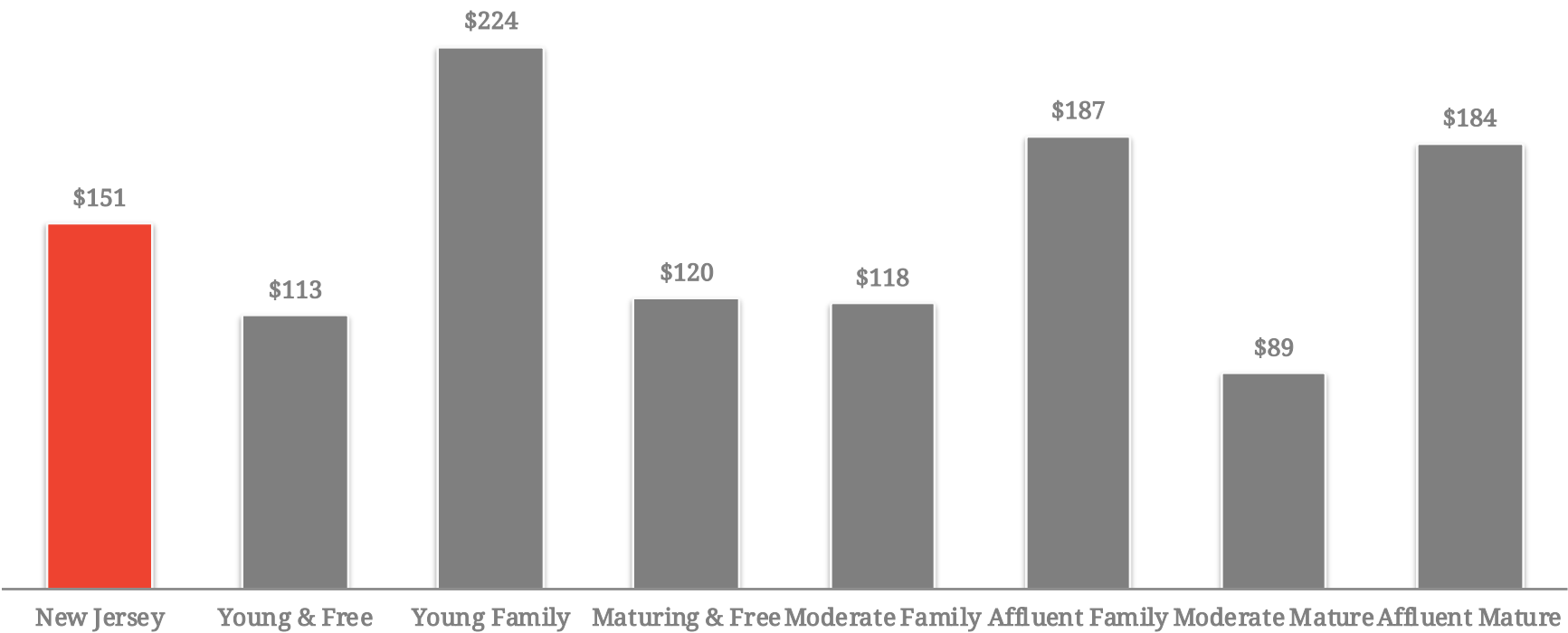
New Jersey Avg. Party per Stay Spending by Generation
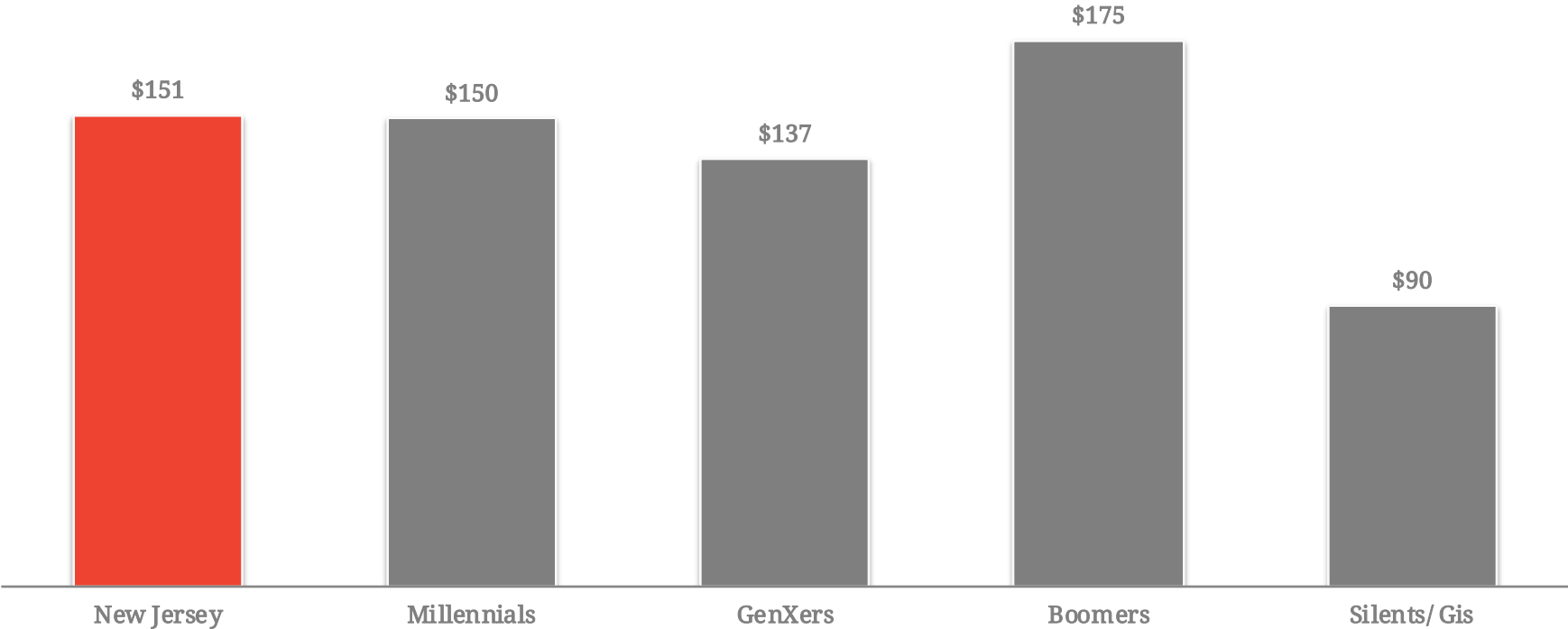
Chart 20 • Segment: 2018-2020 Day Leisure Stays ($) • New Jersey n = 2,046 household count

New Jersey Traveler Generation Comparison
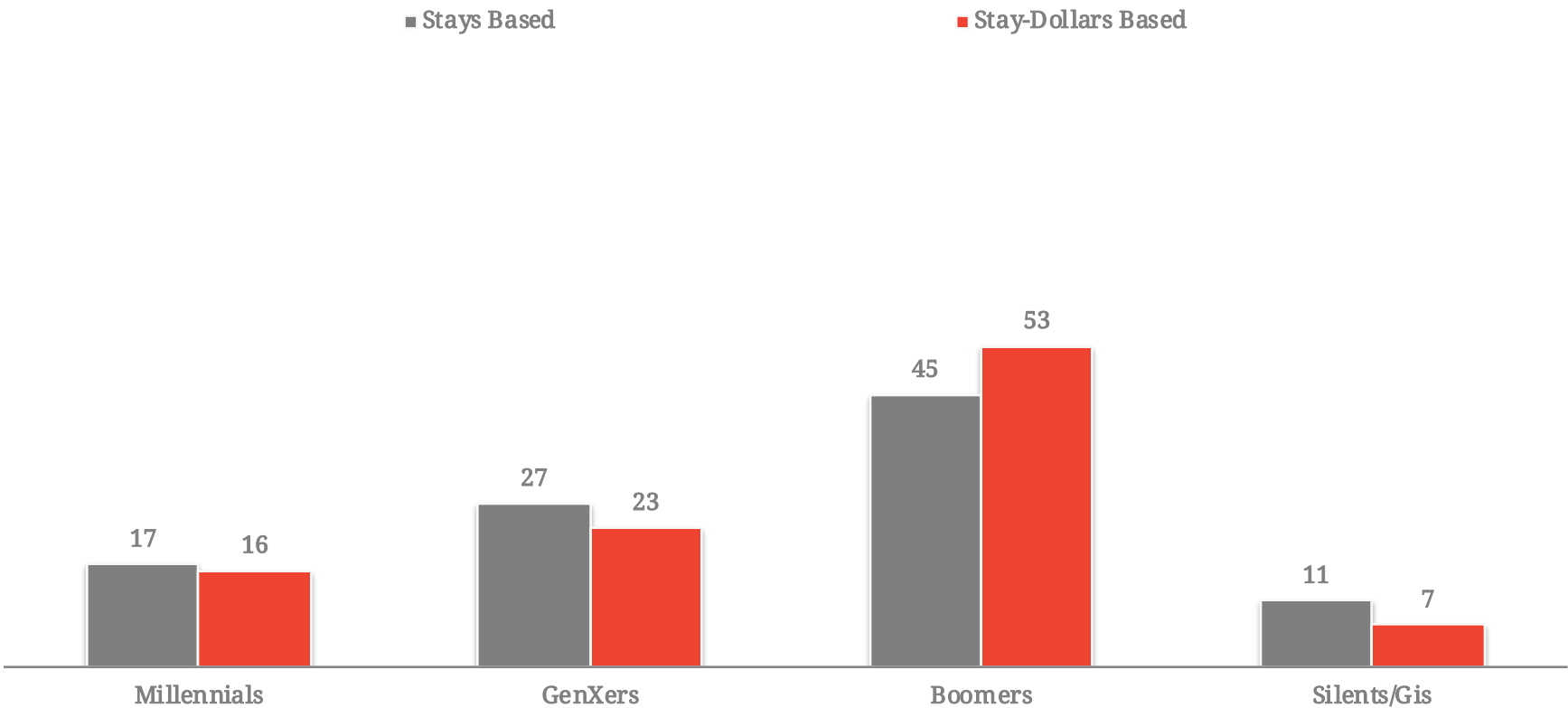
Chart 21 • Segment: 2018-2020 Day Leisure (%) • New Jersey n = 2,048 household count

Origin Divisions for Travel to New Jersey
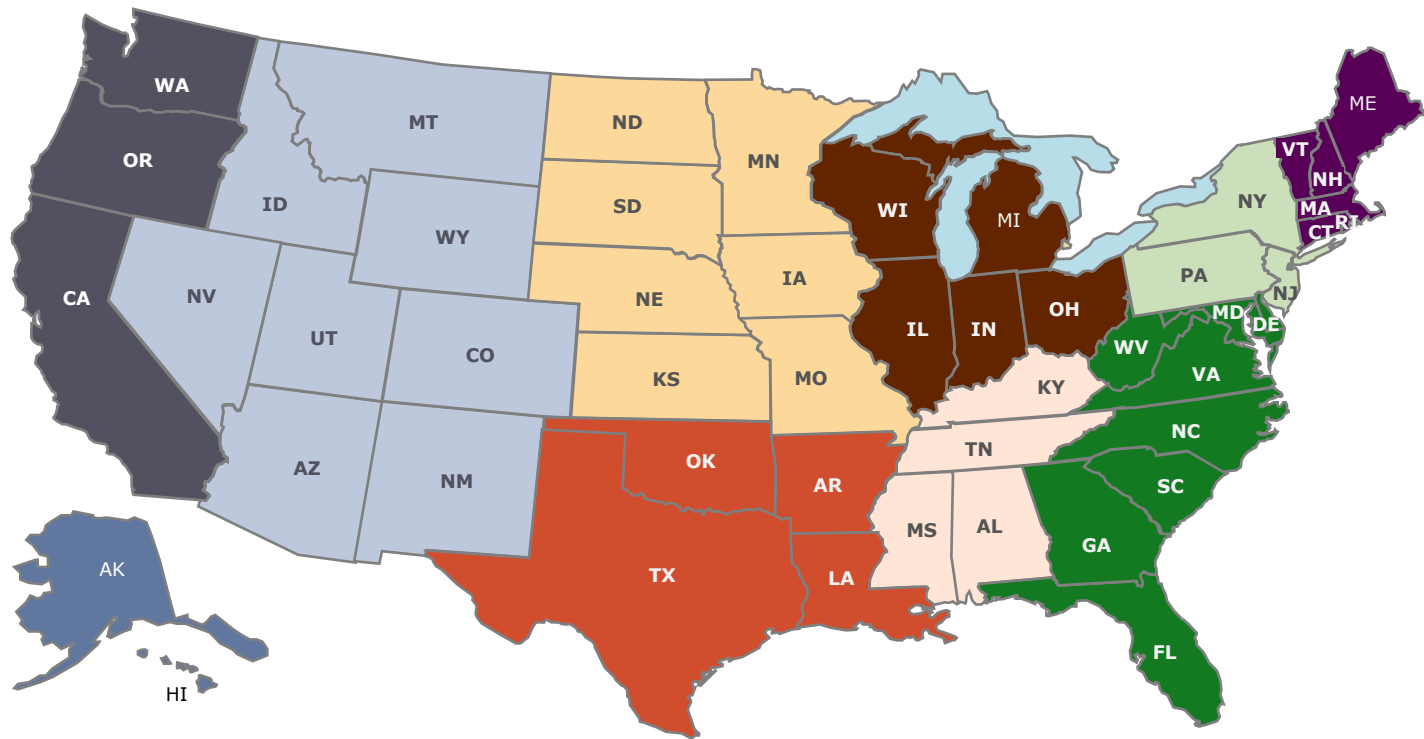
LEGEND

Pacific	0.0%
Mountain	0.0%
West North Central	0.0%
West South Central	0.0%
East North Central	0.0%
East South Central	0.0%
New England	1.7%
Middle Atlantic	90.7%
South Atlantic	5.9%

Chart 22 • Segment: 2020 Day Leisure Person-Stays (%) • New Jersey n = 479 household count

Top Origin States to New Jersey

LEGEND

- 46.4% New Jersey
- 24.8% Pennsylvania
- 19.5% New York
- 2.9% South Carolina
- 1.5% Connecticut
- 1.1% Maryland
- 0.8% Delaware
- 0.4% Virginia
- 0.4% North Carolina
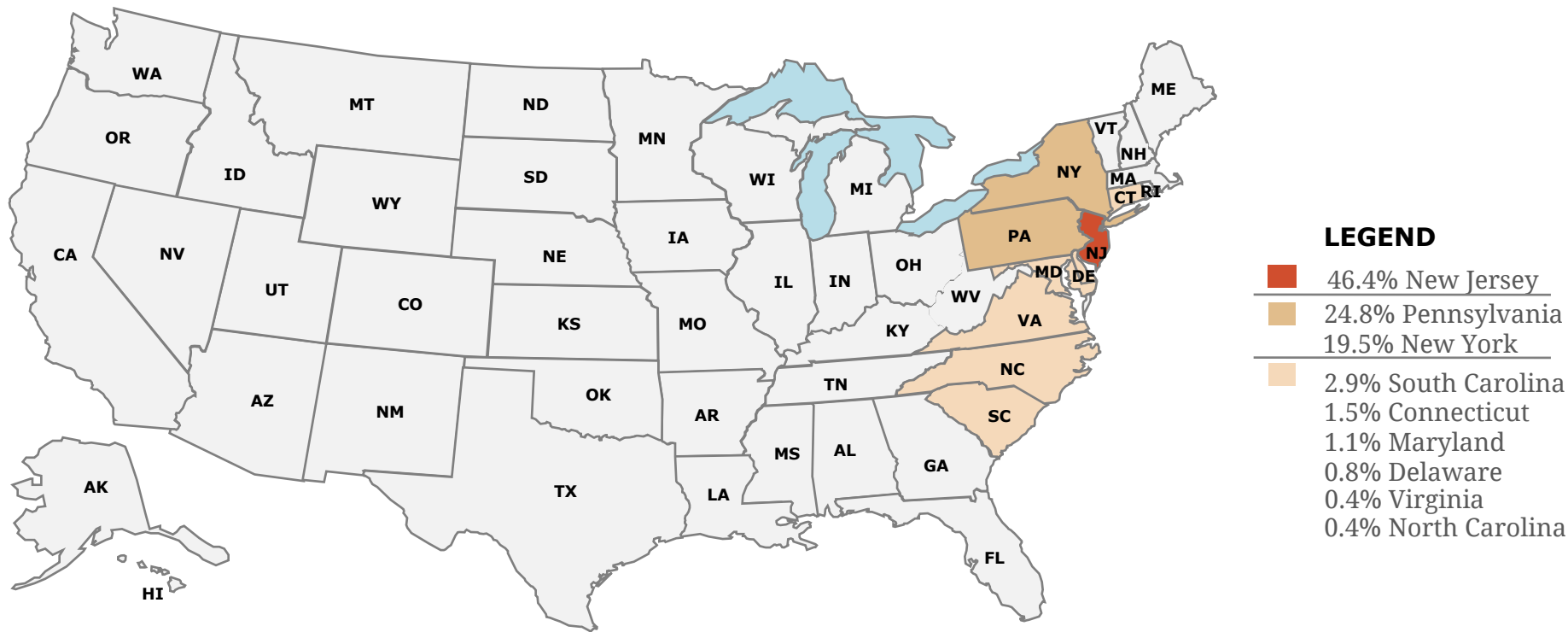
Chart 23 • Segment: 2020 Day Leisure Person-Stays (%) • New Jersey n = 479 household count

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Top Origin DMAs to New Jersey

	U.S.	New Jersey	NJ w/o Atl City	Comp Set	New York	Pennsylvania	Maryland	Virginia	North Carolina
New York, NY	4.8%	53.8%	64.9%	18.7%	41.2%	13.1%	4.4%	0.6%	5.7%
Philadelphia, PA	2.2%	20.8%	19.8%	9.6%	3.5%	27.3%	7.3%	0.7%	0.1%
Pittsburgh, PA	1.4%	12.4%	*	5.6%	0.1%	19.0%	2.4%	0.1%	*
Wilkes Barre-Scranton, PA	0.4%	2.5%	3.2%	2.3%	1.3%	6.4%	0.1%	0.2%	0.0%
Greenville-Spartanburg, SC	0.6%	2.0%	2.5%	1.8%	0.0%	0.5%	0.0%	0.0%	9.9%
Hartford & New Haven, CT	0.9%	1.5%	1.9%	0.8%	1.6%	0.9%	0.0%	0.1%	*
Baltimore, MD	0.9%	1.1%	1.3%	4.1%	0.4%	2.3%	26.7%	5.4%	1.3%
Pittsburgh, PA	0.8%	0.6%	0.7%	3.1%	0.1%	12.2%	0.6%	0.3%	0.0%
Florence – Myrtle Beach, SC	0.3%	0.9%	1.2%	0.2%	0.1%	0.0%	0.0%	0.0%	0.9%
Rochester, NY	0.4%	0.9%	1.1%	1.9%	5.6%	0.2%	0.0%	*	0.2%
Top 10 Sum	12.7%	96.5%	96.6%	48.1%	53.9%	81.9%	41.5%	7.4%	18.1%

Chart 24 • Segment: 2020 Day Leisure Person-Stays (%) • New Jersey n = 479 household count

New Jersey Avg. Party per Stay Spending by Origin DMA

Origin DMA	Avg. Spending
New Jersey	$151
Pittsburgh, PA	$514
Harrisburg - Lancaster - Lebanon - York, PA	$337
Baltimore, MD	$317
Hartford & New Haven, CT	$278
Norfolk-Portsmouth-Newport News, VA	$189
Washington, DC	$157
Wilkes Barre-Scranton, PA	$152
Philadelphia, PA	$140
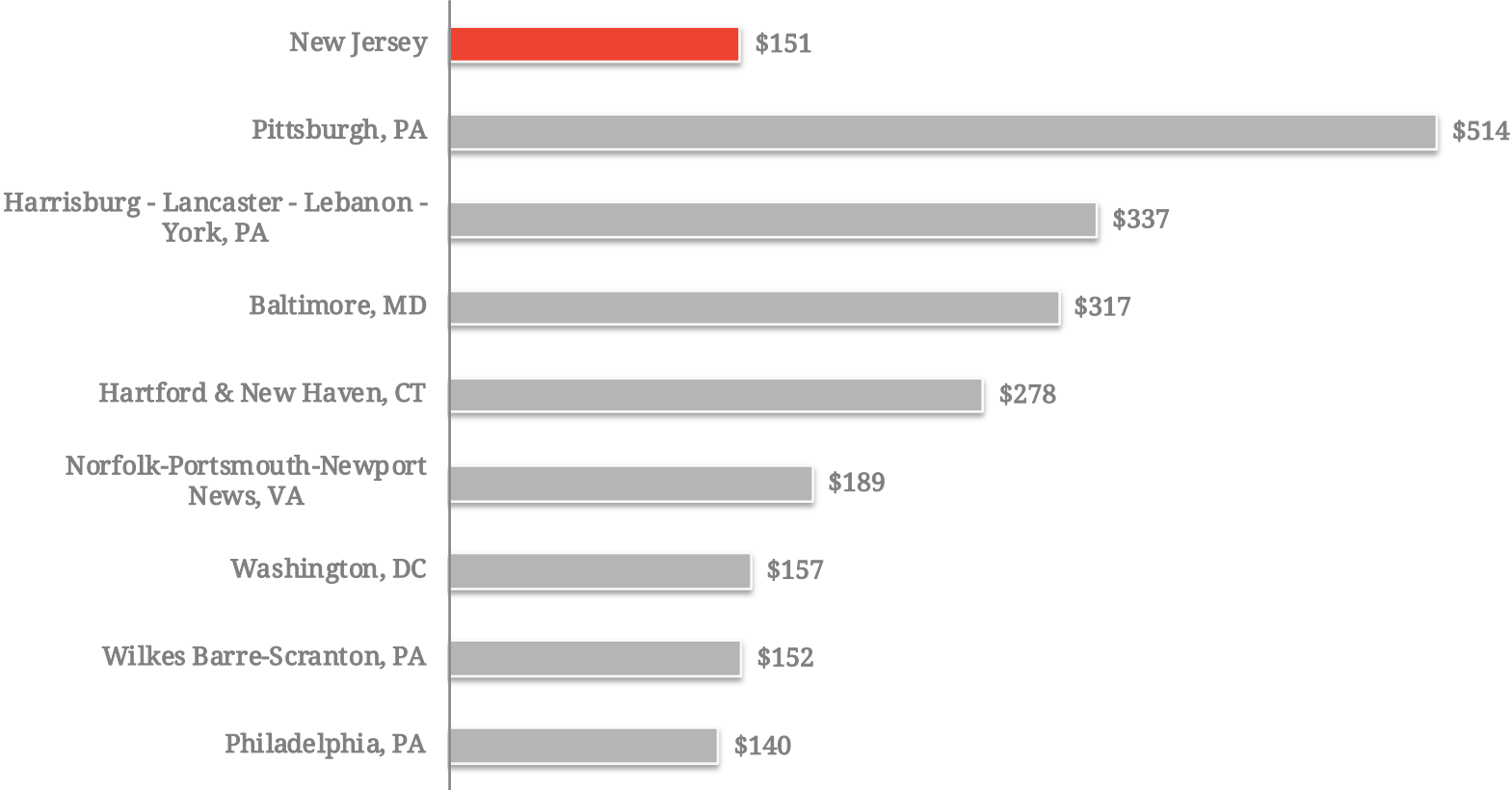
Chart 25 • Segment: 2018-2020 Day Leisure Stays ($) • New Jersey n = 2,027 household count

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New Jersey Origin DMA Comparison

■ Stays Based   ■ Stay-Dollars Based

DMA	Stays Based	Stay-Dollars Based
New York, NY	56.6	47.0
Philadelphia, PA	26.4	23.9
Pittsburgh, PA	37.0	16.5
Bluefield-Beckley-Oak Hill, WV	1.9	0.3
Baltimore, MD	1.6	2.9
Wilkes Barre-Scranton, PA	1.4	1.2
Washington, DC	0.9	0.8
Greensboro - High Point - Winston-Salem, NC	0.7	1.0
Hartford & New Haven, CT	0.6	1.1
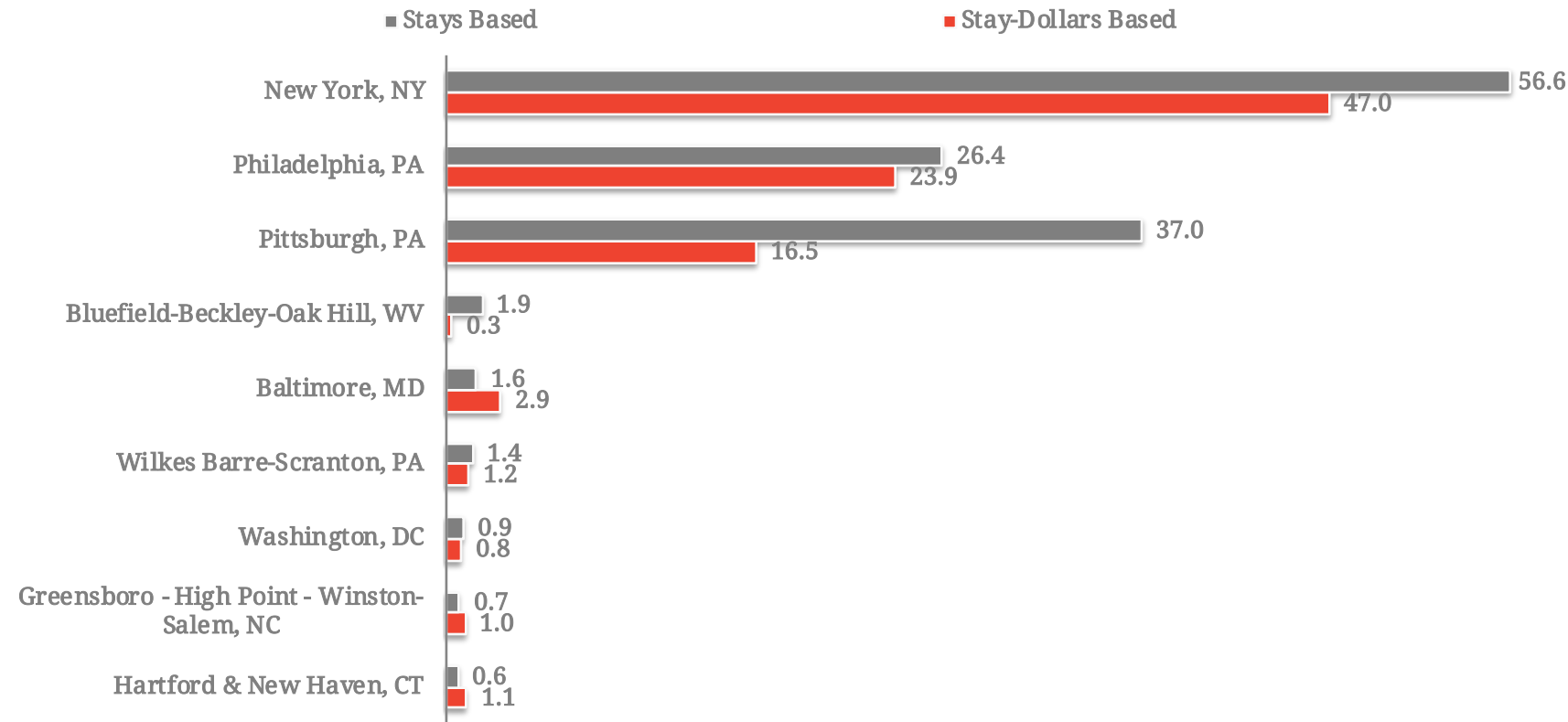
Chart 27 • Segment: 2018-2020 Day Leisure (%) • New Jersey n = 2,027 household count

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

■ Auto　　　　　　　　　　　■ Other

	Auto	Other
U.S.	95	4
New Jersey	93	7
NJ w/o Atl City	92	8
Comp Set	90	10
New York	78	22
Pennsylvania	95	5
Maryland	94	6
Virginia	98	2
North Carolina	95	5

Chart 28 • Segment: 2020 Day Leisure Person-Stays (%) • New Jersey n = 480 household count

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

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

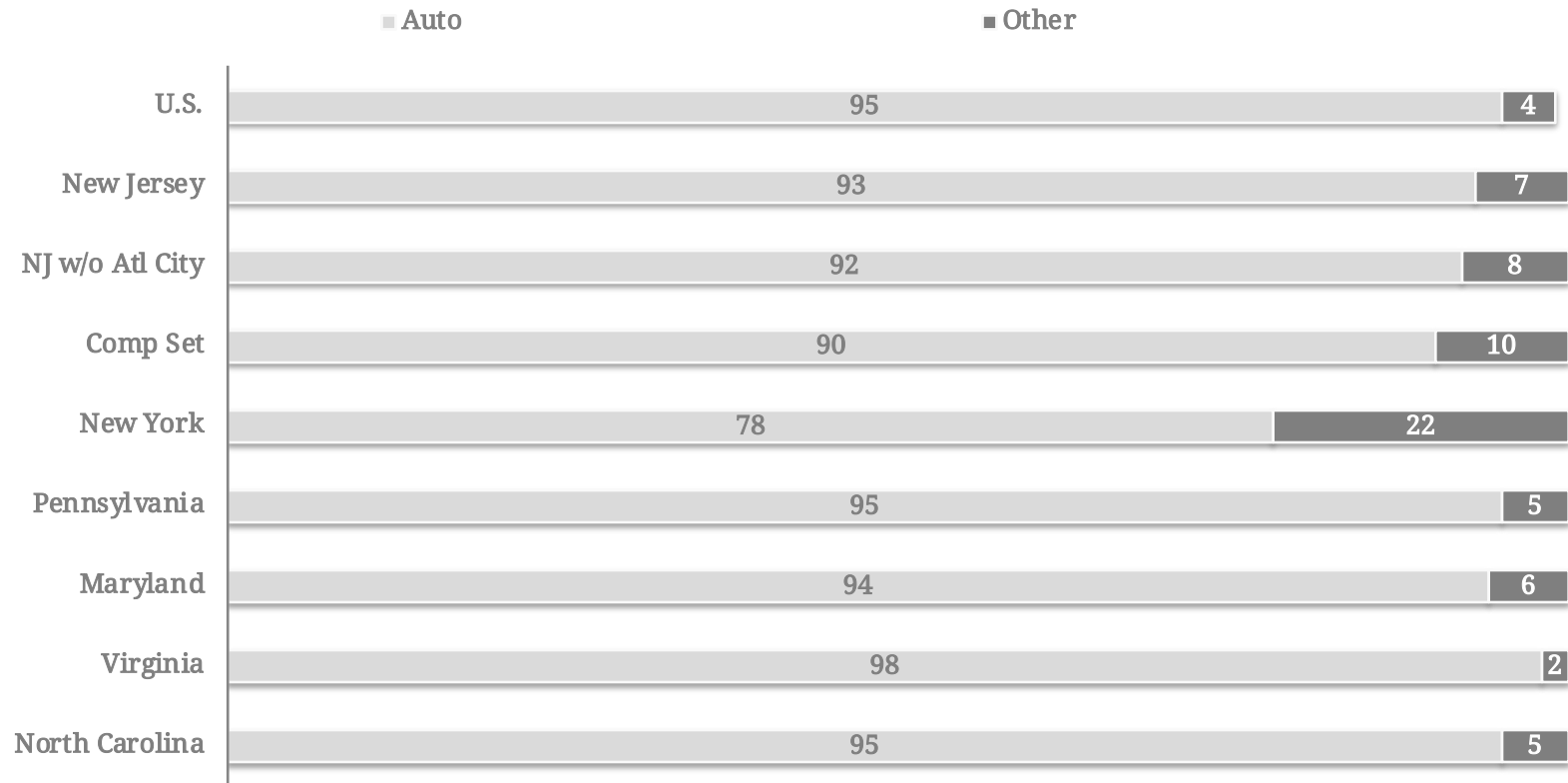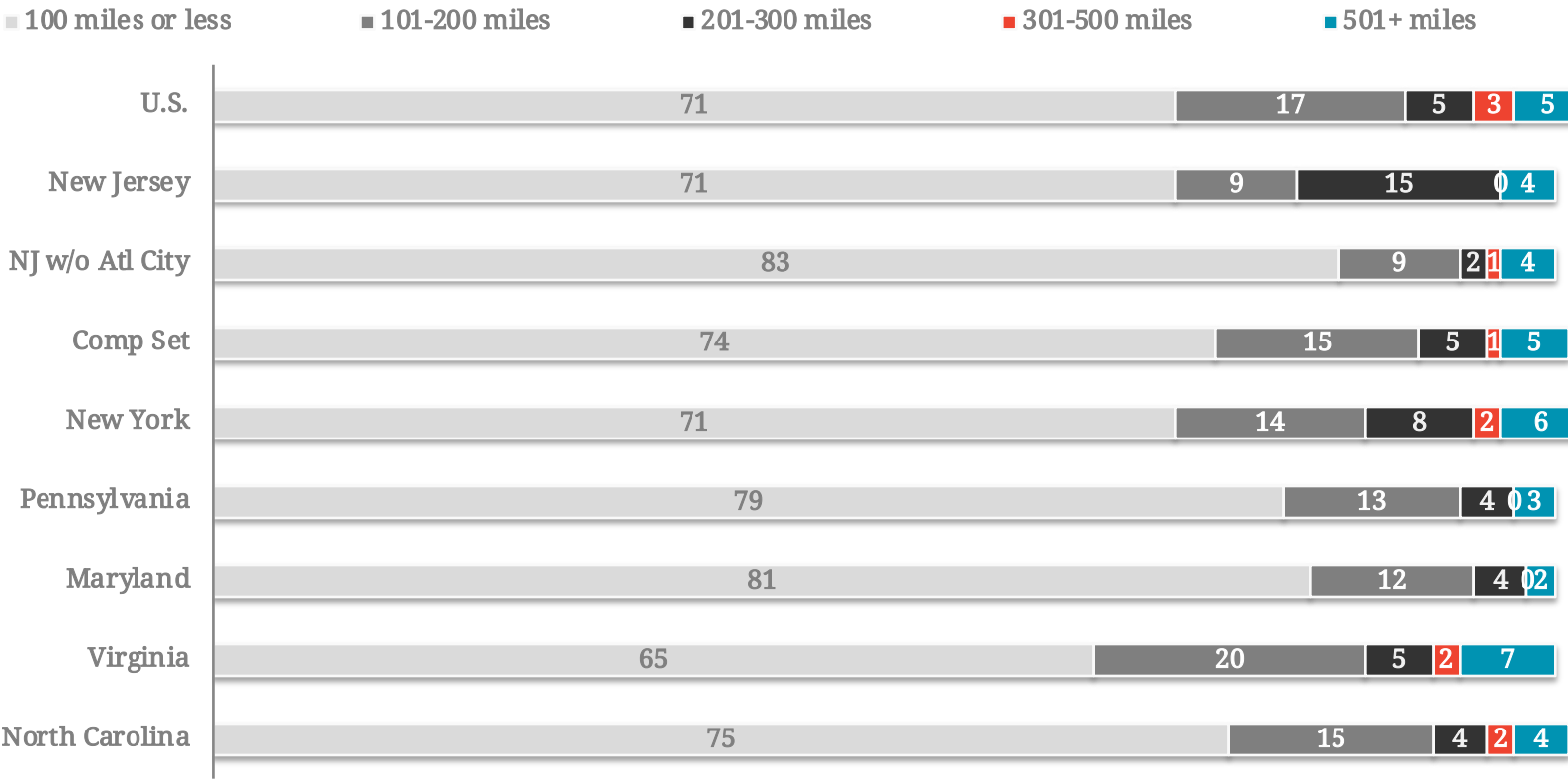| Location	100 miles or less	101-200 miles	201-300 miles	301-500 miles	501+ miles
U.S.	71	17	5	3	5
New Jersey	71	9	15	0	4
NJ w/o Atl City	83	9	2	1	4
Comp Set	74	15	5	1	5
New York	71	14	8	2	6
Pennsylvania	79	13	4	0	3
Maryland	81	12	4	0	2
Virginia	65	20	5	2	7
North Carolina	75	15	4	2	4

Chart 29 • Segment: 2020 Day Leisure Person-Stays (%) • New Jersey n = 432 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

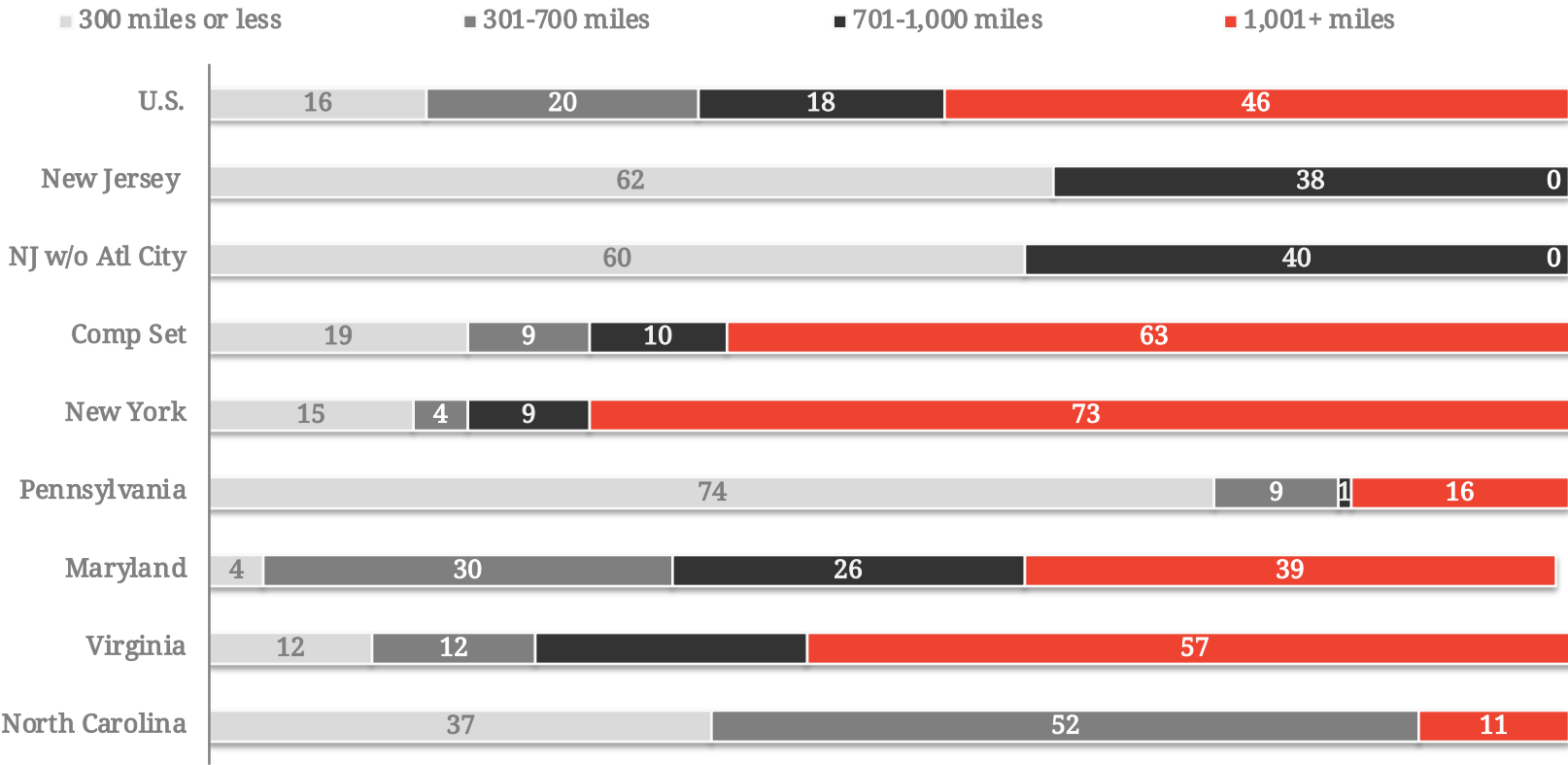|	300 miles or less	301-700 miles	701-1,000 miles	1,001+ miles
U.S.	16	20	18	46
New Jersey	62		38	0
NJ w/o Atl City	60		40	0
Comp Set	19	9	10	63
New York	15	4	9	73
Pennsylvania	74	9	1	16
Maryland	4	30	26	39
Virginia	12	12		57
North Carolina	37	52		11

Chart 30 • Segment: 2020 Day Leisure Person-Stays (%) • New Jersey n = 11 household count

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New Jersey Month Trip Started
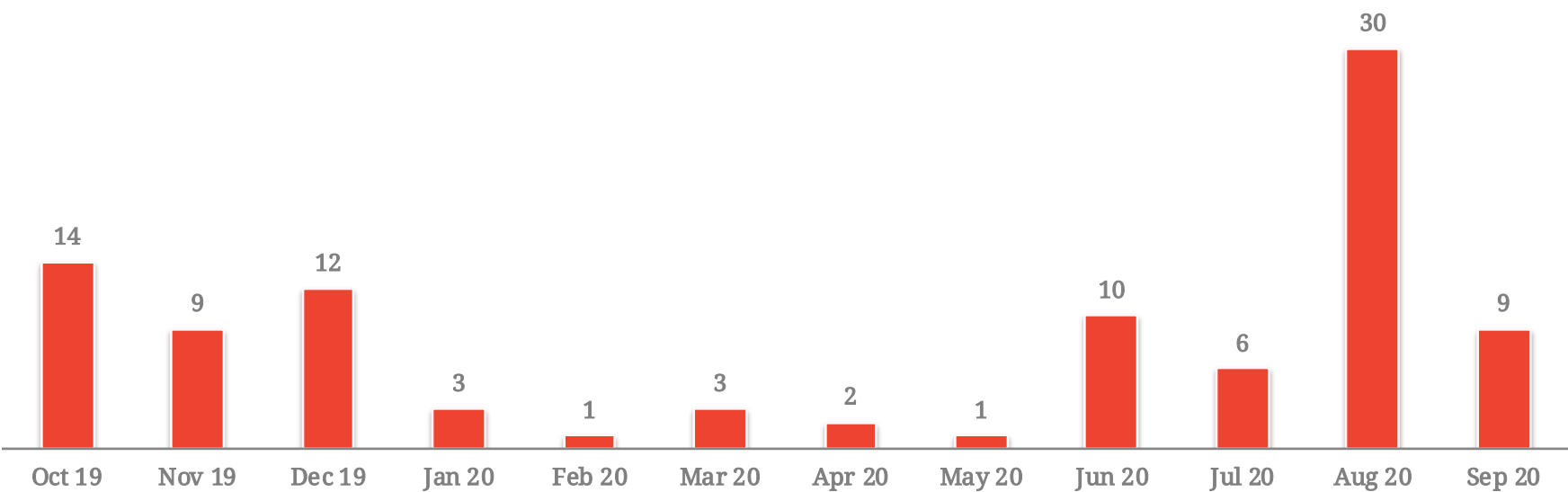
Chart 31 • Segment: 2020 Day Leisure Person-Stays (%) • New Jersey n = 480 household count

Trip Timing by Quarter:
U.S., New Jersey and Comp Set
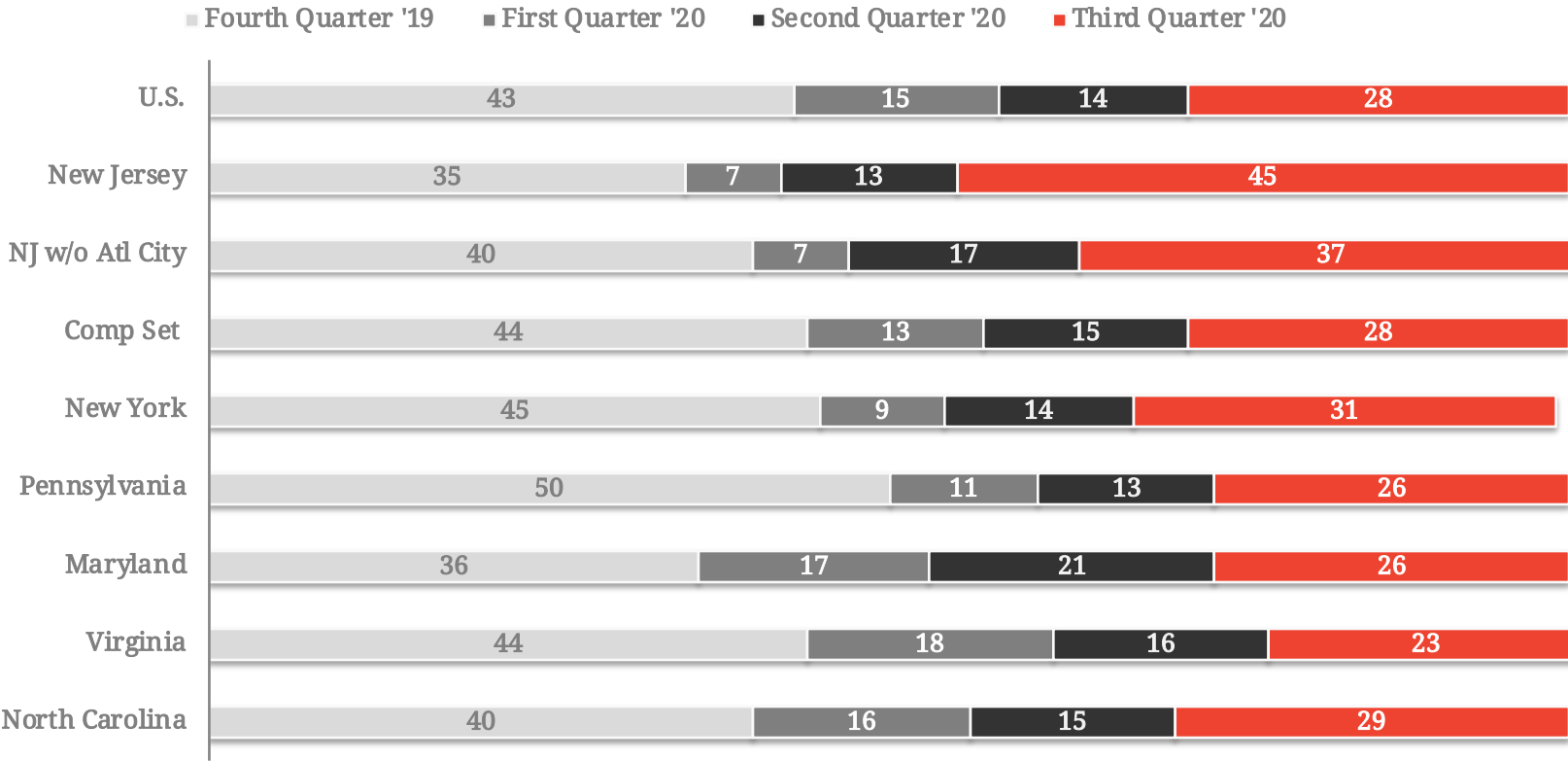
Chart 32 • Segment: 2020 Day Leisure Person-Stays (%) • New Jersey n = 480 household count

New Jersey Avg. Party per Stay Spending by Quarter

Chart 33 • Segment: 2018-2020 Day Leisure Stays ($) • New Jersey n = 2,046 household count

New Jersey Trip Timing Comparison by Quarter

■ Stays Based   ■ Stay-Dollars Based

	Fourth Quarter '19	First Quarter '20	Second Quarter '20	Third Quarter '20
Stays Based	34	10	18	38
Stay-Dollars Based	24	9	16	51

Chart 34 • Segment: 2018-2020 Day Leisure (%) • New Jersey n = 2,048 household count

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

Legend: ■ Winter ■ Spring ■ Summer ■ Fall

| Region	Winter	Spring	Summer	Fall
U.S.	25	12	25	38
New Jersey	16	5	46	32
NJ w/o Atl City	18	6	40	36
Comp Set	21	12	21	46
New York	19	10	21	50
Pennsylvania	21	10	21	48
Maryland	27	22	26	26
Virginia	21	14	21	44
North Carolina	21	12	19	47

Chart 35 • Segment: 2020 Day Leisure Person-Stays (%) • New Jersey n = 480 household count
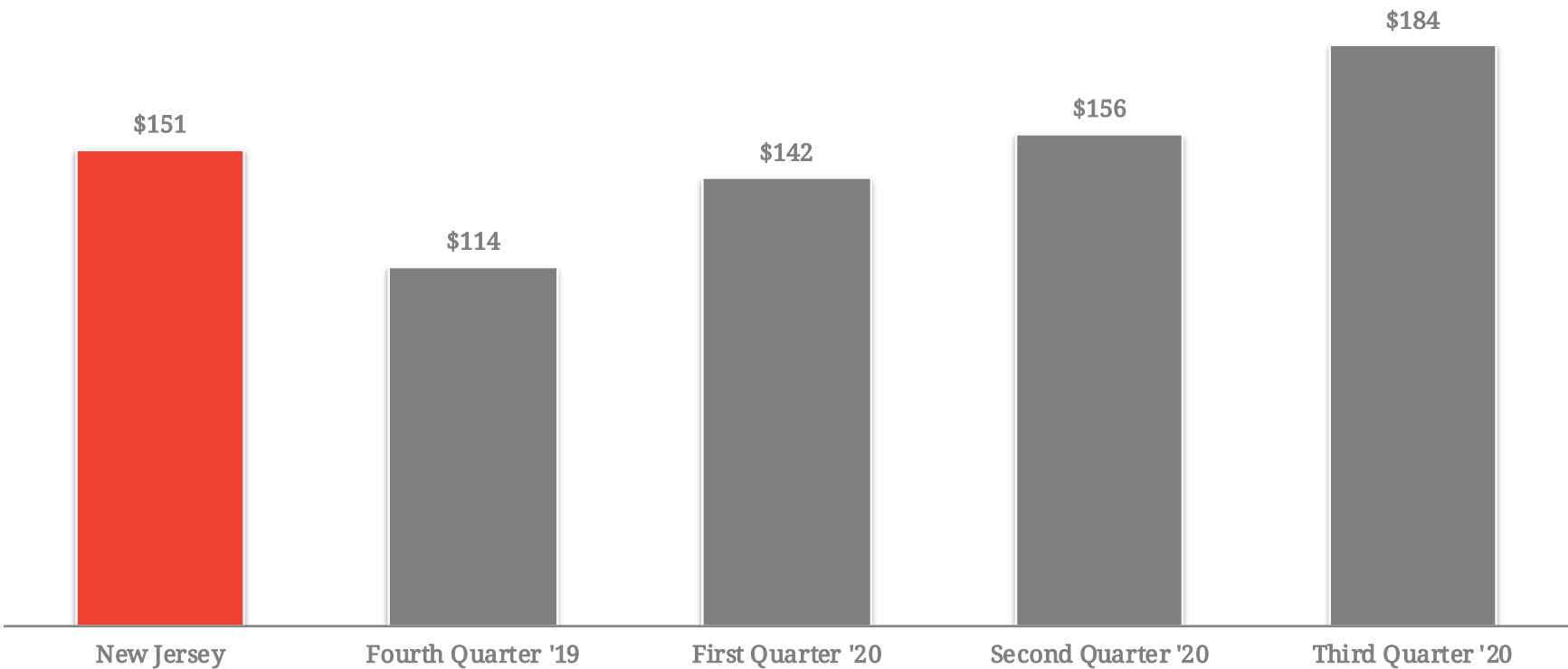
New Jersey Avg. Party per Stay Spending by Season
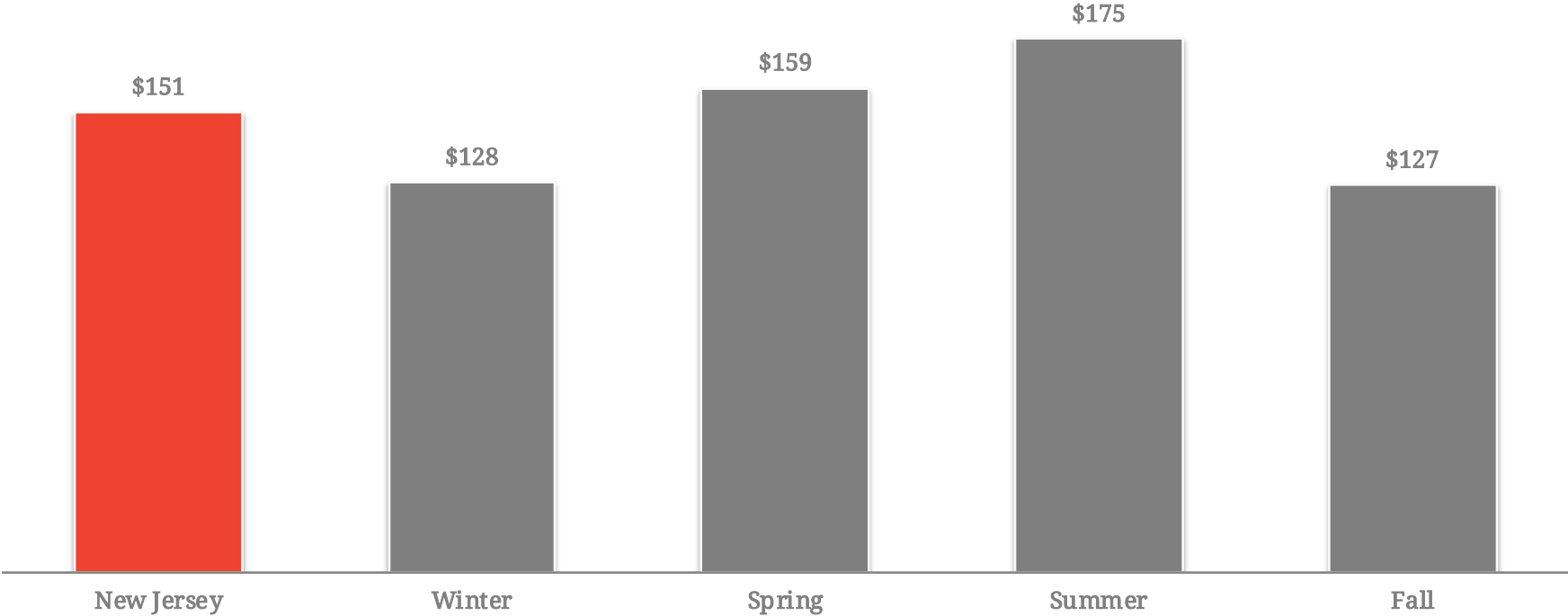
Chart 36 • Segment: 2018-2020 Day Leisure Stays ($) • New Jersey n = 2,046 household count
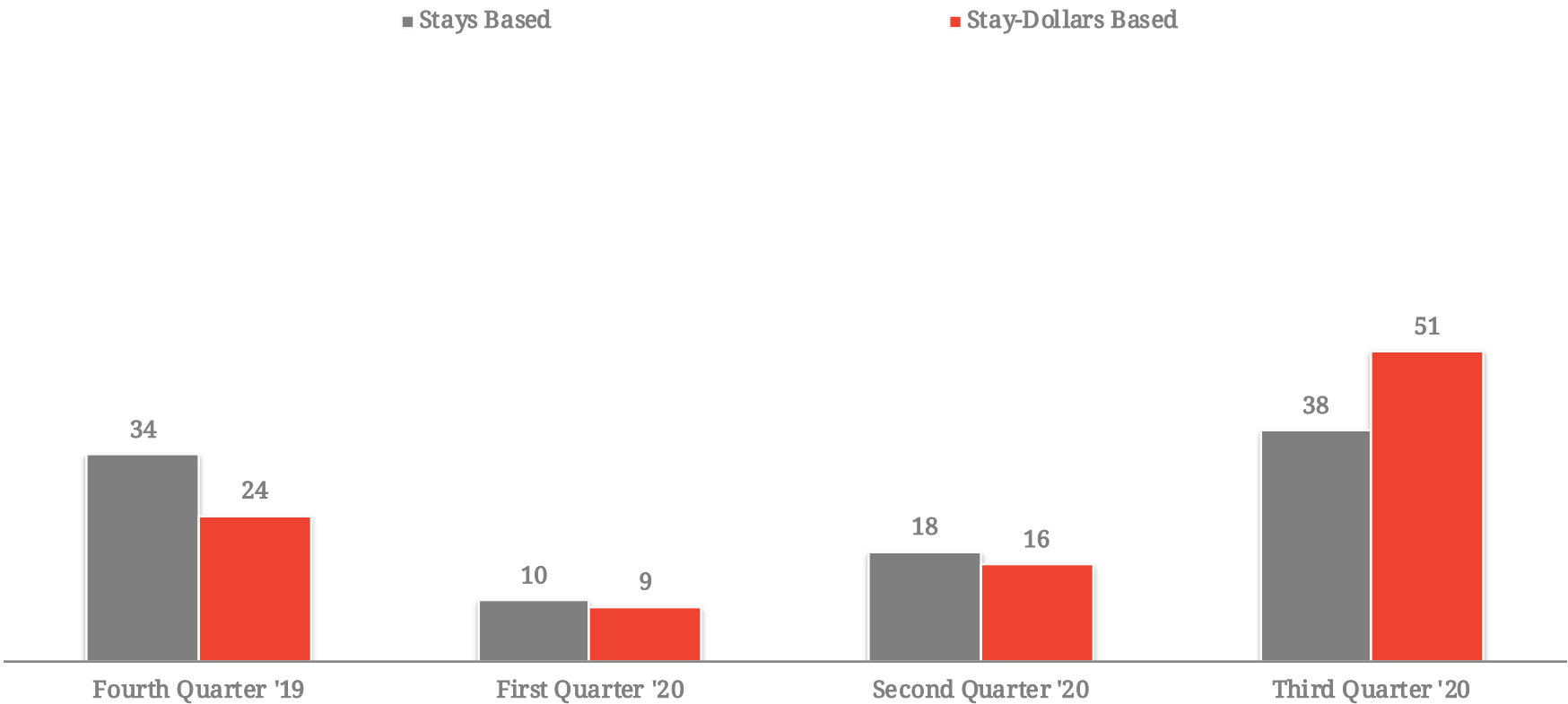
New Jersey Trip Timing Comparison by Season
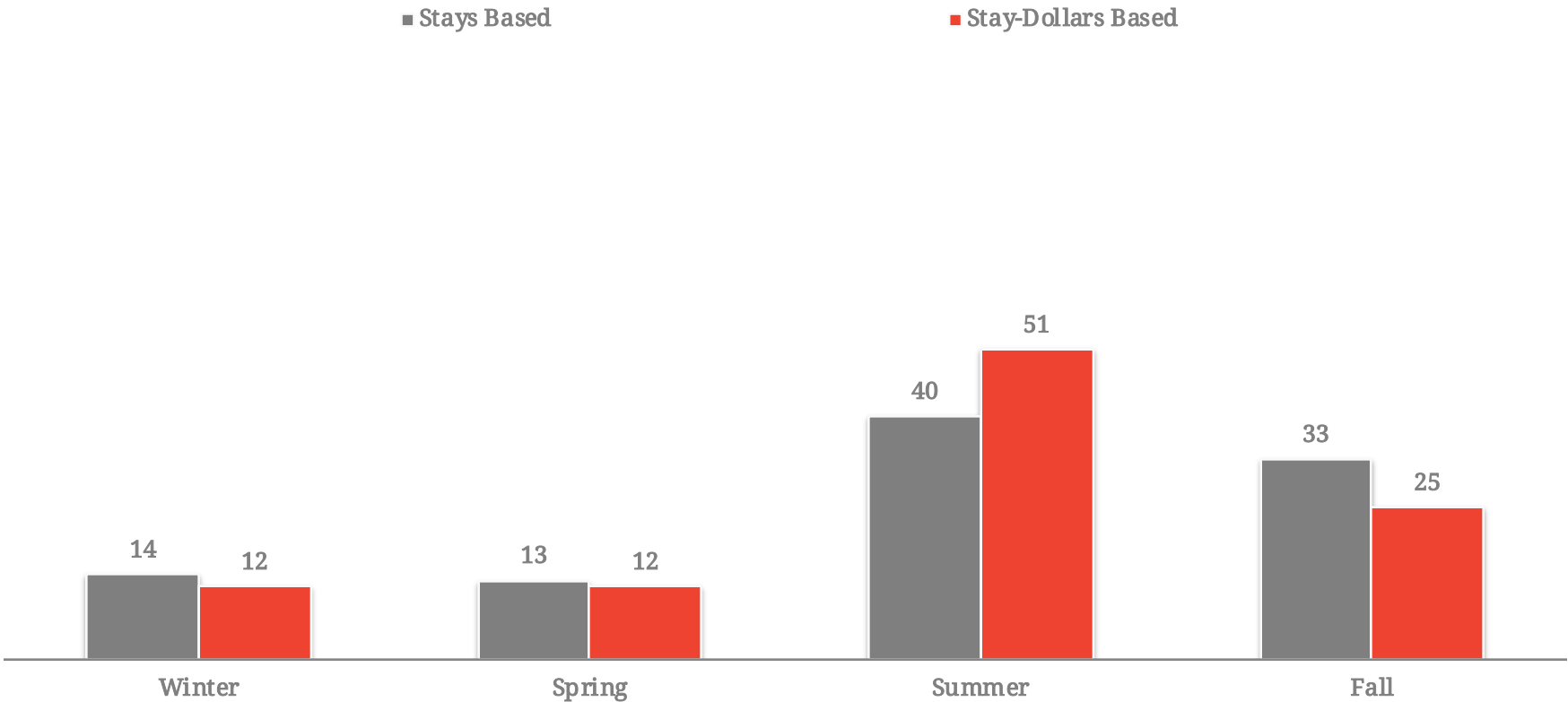
Chart 37 • Segment: 2018-2020 Day Leisure (%) • New Jersey n = 2,048 household count

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

Legend:
- ▨ Vacation/Getaway
- ▨ Visit Friends/Relatives
- ■ Special Events
- ■ Convention/Show/Conference
- ■ Medical/Health Care
- ■ Seminar/Class/Training
- ■ Other Personal/Leisure

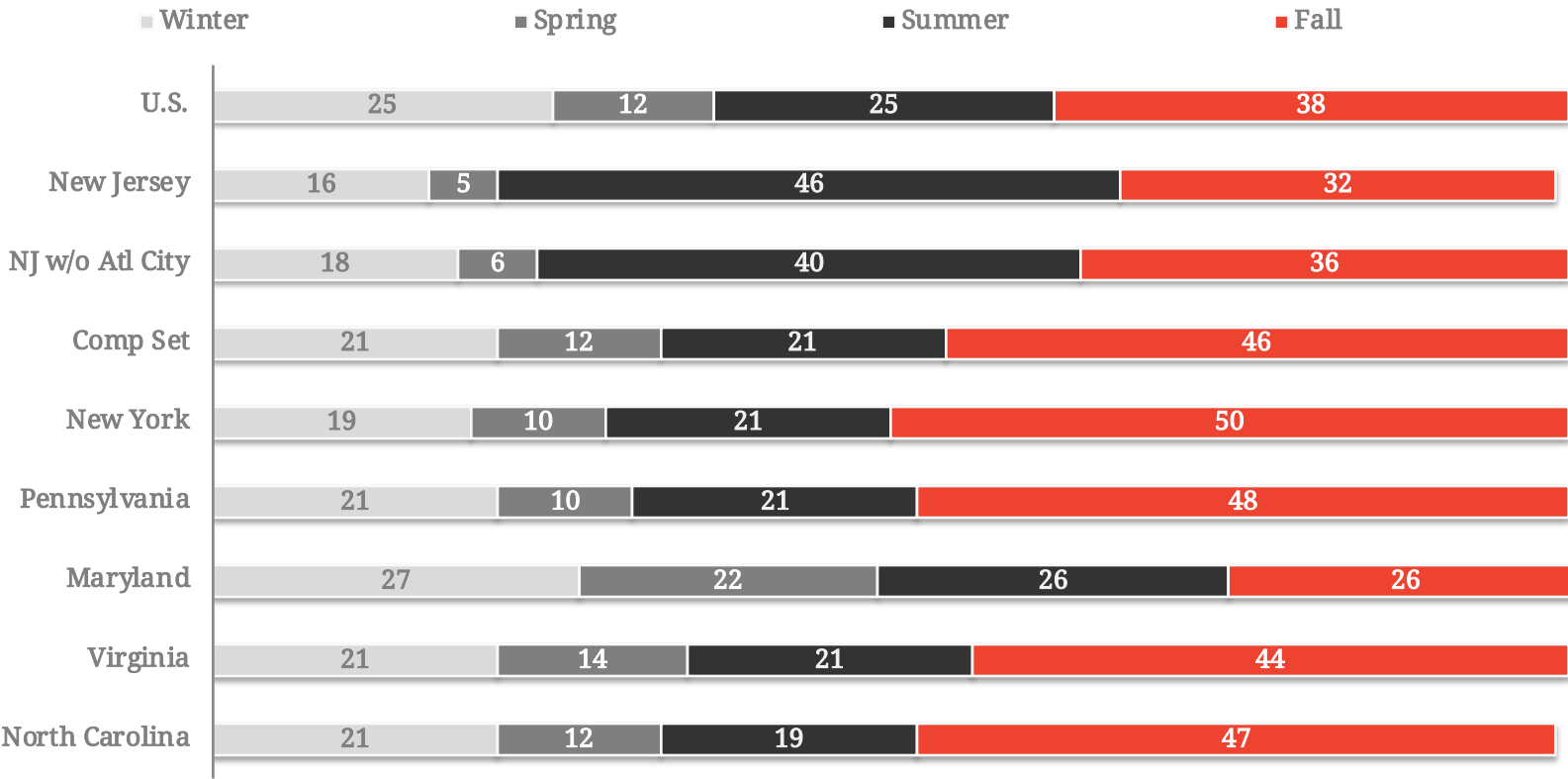|	Vacation/Getaway	Visit Friends/Relatives	Special Events	Convention/Show/Conference	Medical/Health Care	Seminar/Class/Training	Other Personal/Leisure
U.S.	24	29	10	2	6	1	28
New Jersey	36	34	8	0	1		18
NJ w/o Atl City	24	43	10	0	2		18
Comp Set	28	26	10	3	5	1	28
New York	37	22	10	4	4	0	23
Pennsylvania	26	24	11	2	3	0	34
Maryland	30	34	8	1	5	1	21
Virginia	21	31	7	6	5	6	24
North Carolina	20	27	8	1	7	1	36

Chart 38 • Segment: 2020 Day Leisure Person-Stays (%) • New Jersey n = 480 household count

New Jersey Avg. Party per Stay Spending by Purpose of Stay
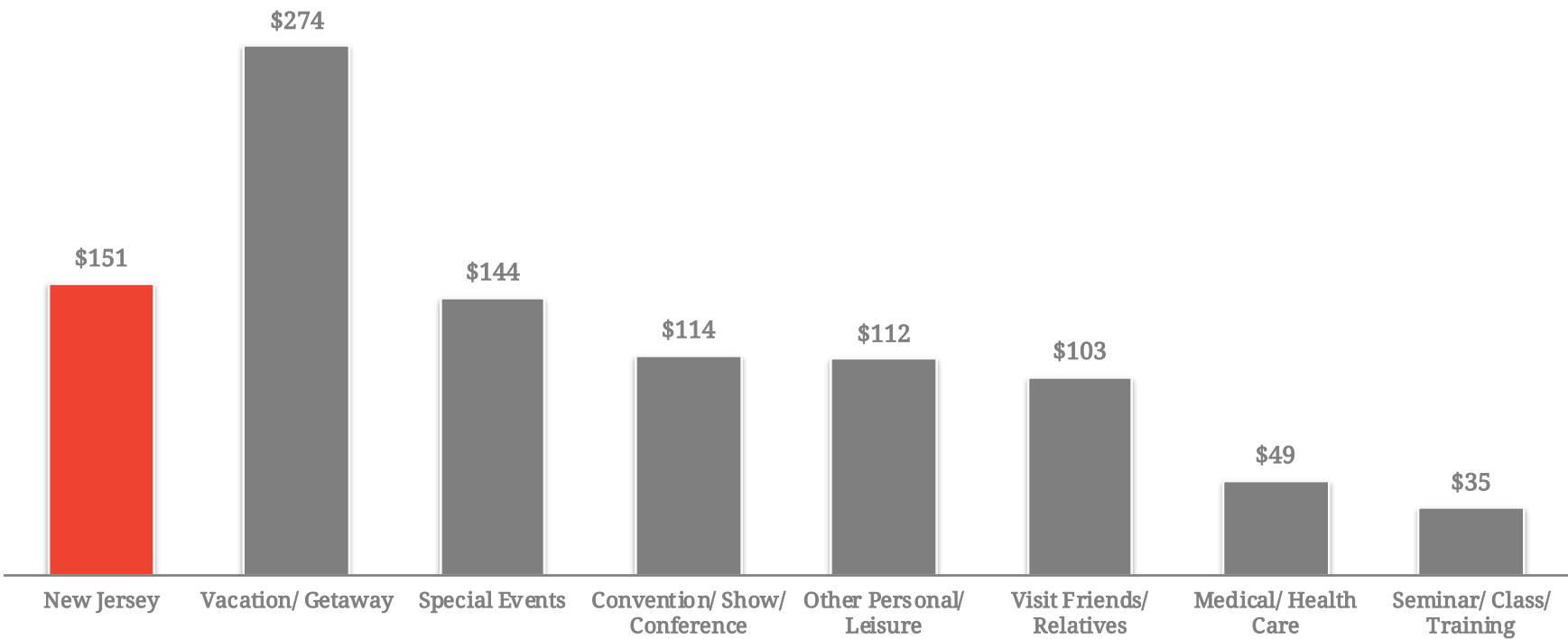
Chart 39 • Segment: 2018-2020 Day Leisure Stays ($) • New Jersey n = 2,406 household count

New Jersey Purpose of Stay Comparison
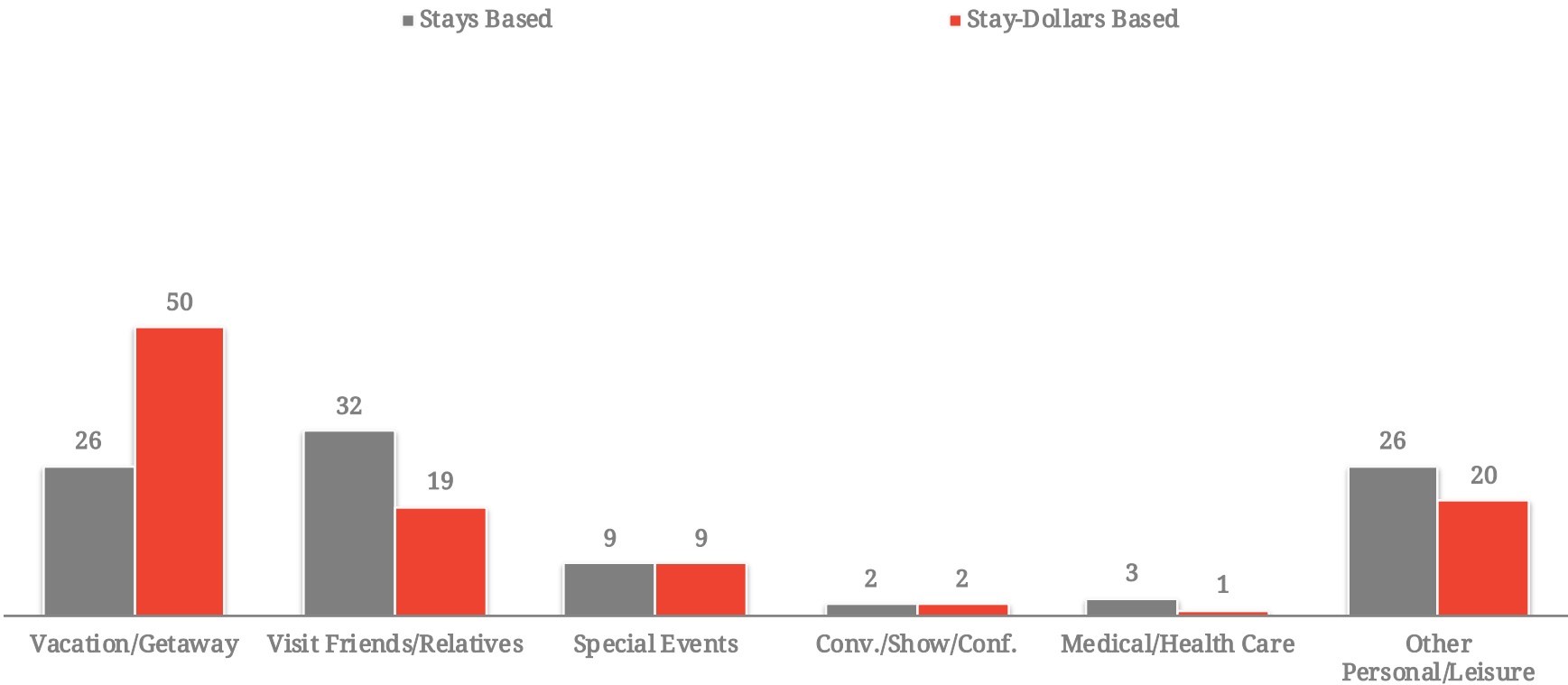
Chart 40 • Segment: 2018-2020 Day Leisure (%) • New Jersey n = 2,048 household count

Average Travel Party Size Overview: U.S., New Jersey and Comp Set
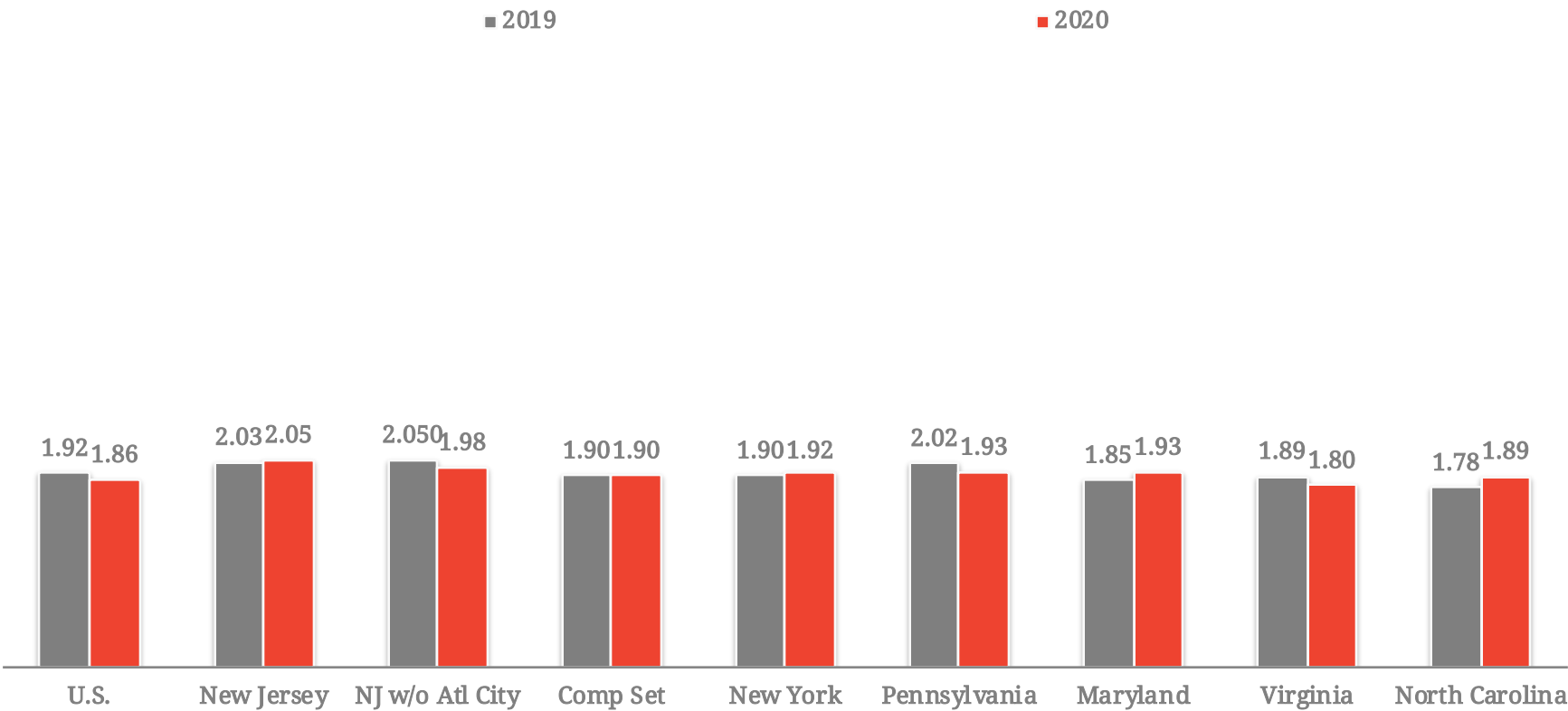
Chart 42 • Segment: 2019/2020 Day Leisure Stays • New Jersey n = 480 household count

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

Average

Legend: ■ Transportation ■ Food ■ Shopping ■ Entertainment ■ Miscellaneous

| Average	Location	Transportation	Food	Shopping	Entertainment	Miscellaneous
$124	U.S.	29	31	22	14	4
$176	New Jersey	24	30	18	17	11
$113	NJ w/o Atl City	30	45	18	4	5
$124	Comp Set	29	33	21	13	5
$139	New York	31	34	17	14	5
$122	Pennsylvania	28	31	24	14	4
$114	Maryland	31	35	20	9	5
$108	Virginia	28	33	27	8	4
$114	North Carolina	27	34	21	14	5

Chart 45 • Segment: 2020 Day Leisure Person-Days (%) • New Jersey n = 480 household count

New Jersey Activity Participation

Attraction 19%
- Gambling (9%)
- Amateur Sports (6%)
- Nightlife (4%)
- Theme/Water Park (1%)
- Zoo/Aquarium (1%)

Family/ Life Events 34%
- Visit Friends/ Relatives (29%)
- Holiday Celebration (4%)
- Other Personal Celebrations (1%)
- Wedding (1%)
- Reunion/Graduation (1%)
- Funeral/Memorial (1%)

Culture 12%
- Touring/Sightseeing (5%)
- Live Music (3%)
- Festival/ Fairs (2%)
- Museum, Art Exhibits, etc. (2%)
- Theater/Dance (2%)
- Historic Sites (1%)
- Movies (1%)

General 17%
- Shopping (11%)
- Other Activities (3%)
- Medical/Health/Doctor (1%)
- Religious/ Faith Based Event (1%)

Libation and Culinary 15%
- Culinary/ Dining Experience (14%)
- Winery/ Distillery/ Brewery (1%)

Nature 36%
- Beach/ Waterfront (31%)
- Wildlife Viewing (4%)
- Parks: National/ State (3%)

Outdoor Sports 10%
- Hiking (4%)
- Fishing (2%)
- Golfing (2%)
- Water Sports (1%)
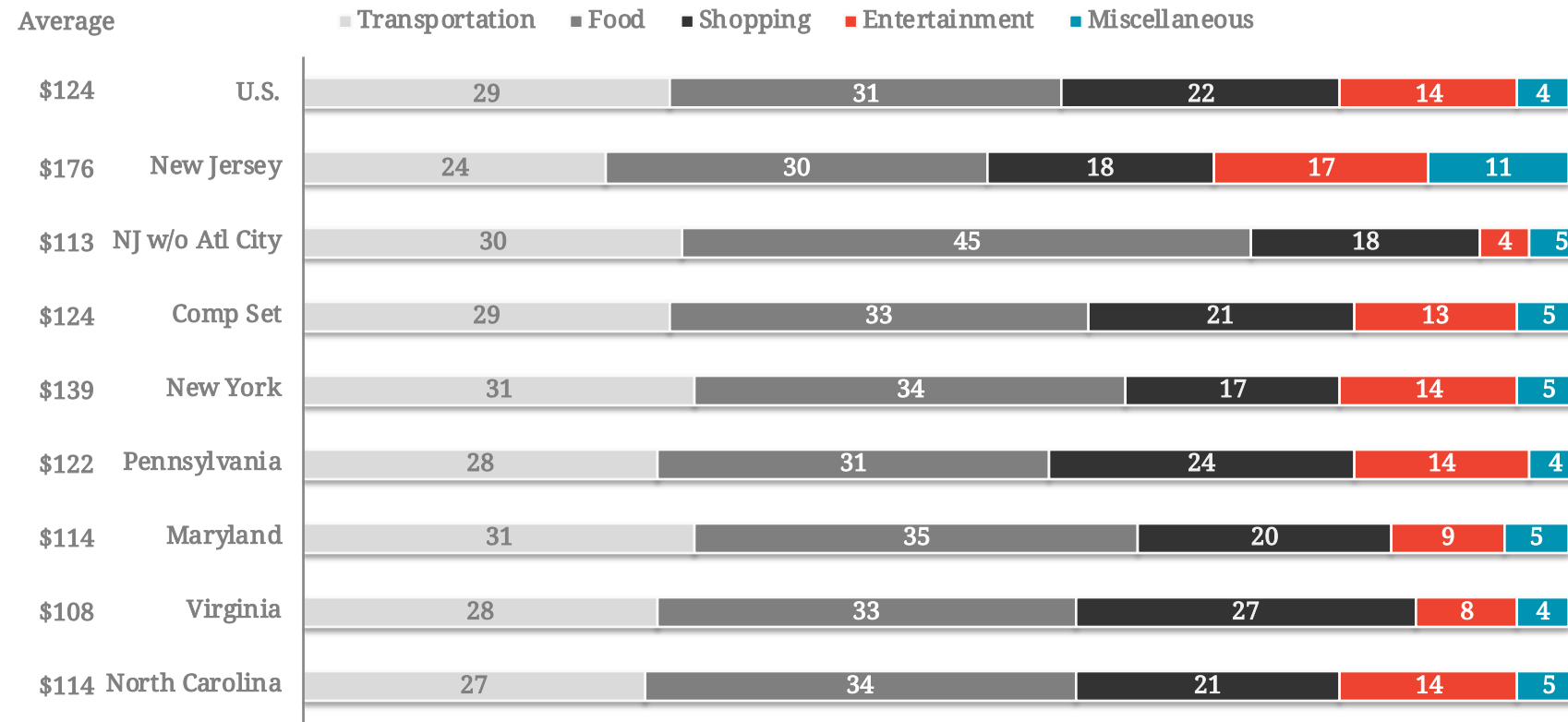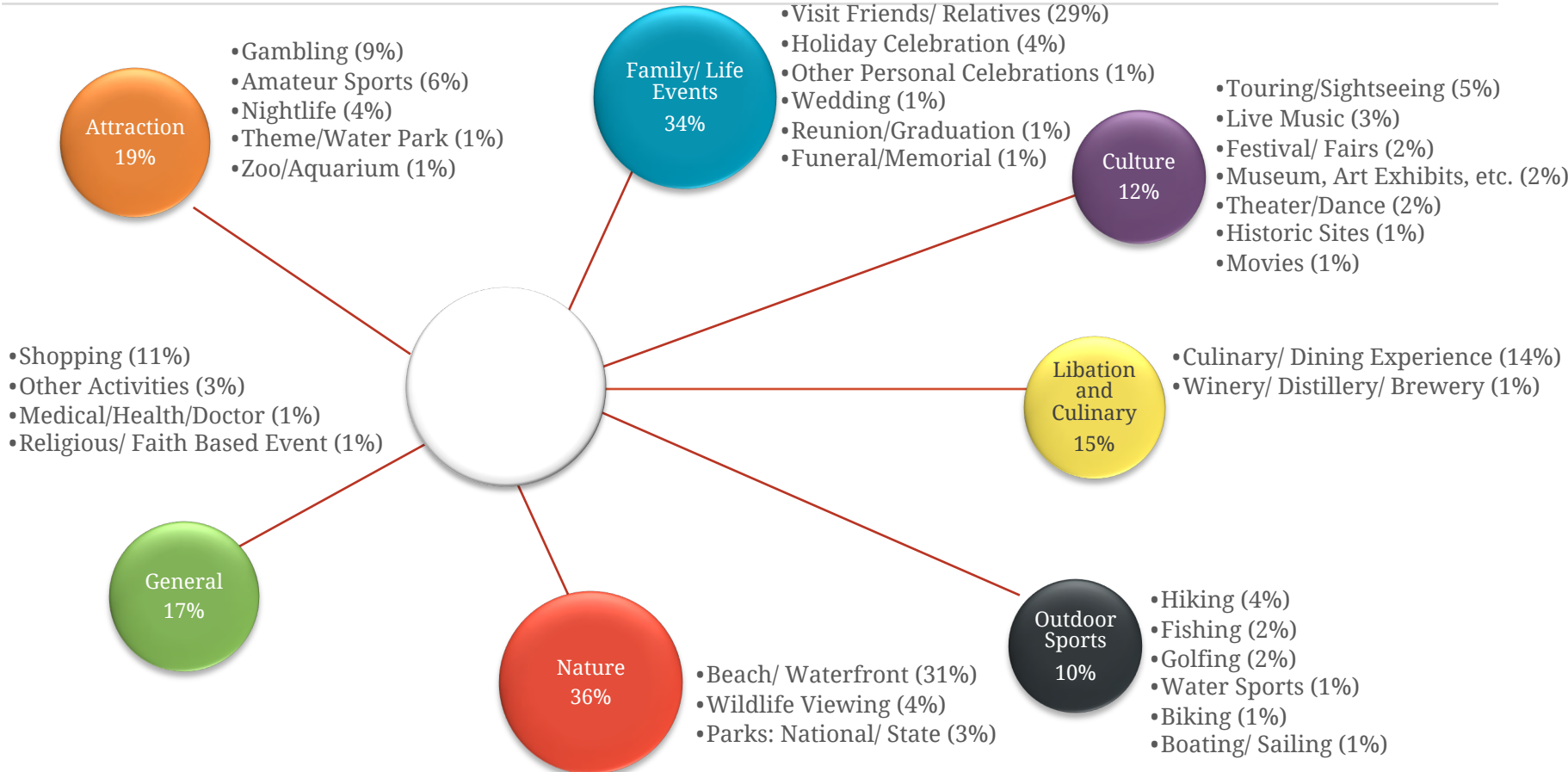- Biking (1%)
- Boating/ Sailing (1%)

Chart 46 • Segment: 2020 Day Leisure Person-Stays (%) • New Jersey n = 480 household count

Top Activities at the Destination

	U.S.	New Jersey	NJ w/o Atl City	New York	Pennsylvania	Maryland	Virginia	North Carolina
Beach/Waterfront	9%	31%	18%	12%	4%	18%	4%	7%
Visit Friends/Relatives	24%	29%	37%	18%	24%	23%	32%	15%
Culinary/Dining Experience	22%	14%	13%	23%	20%	28%	24%	19%
Shopping	24%	11%	12%	20%	27%	20%	18%	27%
Gambling	5%	9%	*	4%	6%	4%	2%	3%
Amateur Sports	4%	6%	8%	4%	3%	5%	3%	3%
Touring/Sightseeing	9%	5%	6%	13%	13%	7%	11%	10%
Nightlife	4%	4%	2%	7%	4%	3%	1%	2%
Holiday Celebration (Thanksgiving, July 4th etc.)	5%	4%	5%	3%	7%	7%	3%	5%
Hiking	5%	4%	5%	8%	8%	8%	5%	7%
Wildlife Viewing (birds, whales, etc.)	3%	4%	5%	1%	2%	1%	1%	2%
				3%	2%	5%	3%	2%
Live Music	4%	3%	3%	3%	2%	5%	3%	2%
Parks (national, state)	6%	3%	4%	9%	6%	4%	9%	6%
Festivals/Fairs (state, craft etc.)	3%	2%	2%	8%	4%	3%	1%	4%
Fishing	3%	2%	2%	5%	3%	3%	1%	5%
Museums, Art Exhibits, etc.	5%	2%	2%	5%	13%	6%	10%	6%
Golfing	2%	2%	3%	1%	2%	*	1%	1%
Theater/Dance Performance	2%	2%	2%	7%	3%	*	1%	*
Theme/Amusement/Water Parks	2%	1%	1%	2%	3%	1%	*	6%
Other Personal Celebrations	3%	1%	1%	3%	5%	4%	2%	1%
Historic Sites	7%	1%	2%	8%	9%	8%	18%	9%
Zoo/Aquarium	2%	1%	2%	1%	3%	2%	1%	3%

Chart 47 • Segment: 2020 Day Leisure Person-Stays (%) • New Jersey n = 480 household count

Top Activities at the Destination

	U.S.	New Jersey	NJ w/o Atl City	New York	Pennsylvania	Maryland	Virginia	North Carolina
Biking	2%	1%	1%	1%	3%	3%	1%	1%
Medical/Health/Doctor Visit	6%	1%	1%	3%	5%	6%	8%	5%
Wedding	1%	1%	1%	1%	1%	*	1%	*
Water Sports	1%	1%	2%	*	2%	1%	1%	*
Religious/Faith Based Conference	2%	1%	2%	1%	2%	2%	2%	1%
Reunion/Graduation	1%	1%	2%	1%	2%	*	1%	1%
Boating/Sailing	1%	1%	1%	2%	1%	2%	*	1%
Funeral/Memorial	2%	1%	1%	2%	4%	1%	1%	4%
Winery/Distillery/Brewery Tours	2%	1%	1%	3%	8%	1%	3%	2%
Movies	2%	1%	1%	2%	2%	1%	2%	1%
Professional Sports Event	2%	*	*	2%	2%	3%	1%	*
Eco/Sustainable Travel	1%	*	*	1%	2%	*	1%	*
Business/Work	1%	*	*	1%	2%	3%	*	2%
Extreme/Adventure Sports	1%	*	*	*	1%	*	*	*
Show: Boat, Car, Home	2%	*	*	3%	3%	1%	1%	7%
Real Estate (buy/sell)	1%	*	*	*	2%	*	*	1%
Camping	1%	*	*	1%	2%	3%	5%	1%
Service/Volunteerism/Charity	1%	*	*	1%	2%	1%	1%	*
Snow/Winter Sports	1%	*	*	1%	2%	1%	*	*
Spa	1%	*	*	1%	1%	*	*	3%
Tennis	1%	*	*	2%	1%	*	*	*
Hunting	1%	*	*	*	2%	*	3%	1%

Chart 48 • Segment: 2020 Day Leisure Person-Stays (%) • New Jersey n = 480 household count

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.
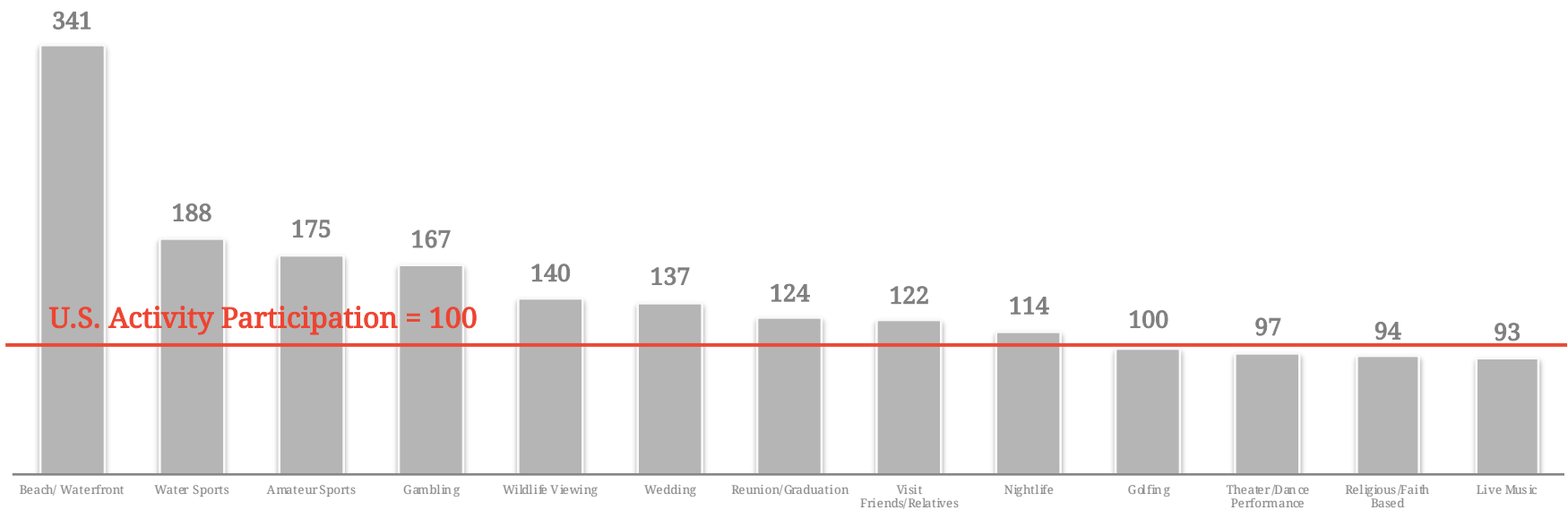

U.S. Activity Participation = 100

Beach/Waterfront	Water Sports	Amateur Sports	Gambling	Wildlife Viewing	Wedding	Reunion/Graduation	Visit Friends/Relatives	Nightlife	Golfing	Theater/Dance Performance	Religious/Faith Based	Live Music
341	188	175	167	140	137	124	122	114	100	97	94	93

Chart 49 • Segment: 2020 Day Leisure Person-Stays • New Jersey n = 480 household count

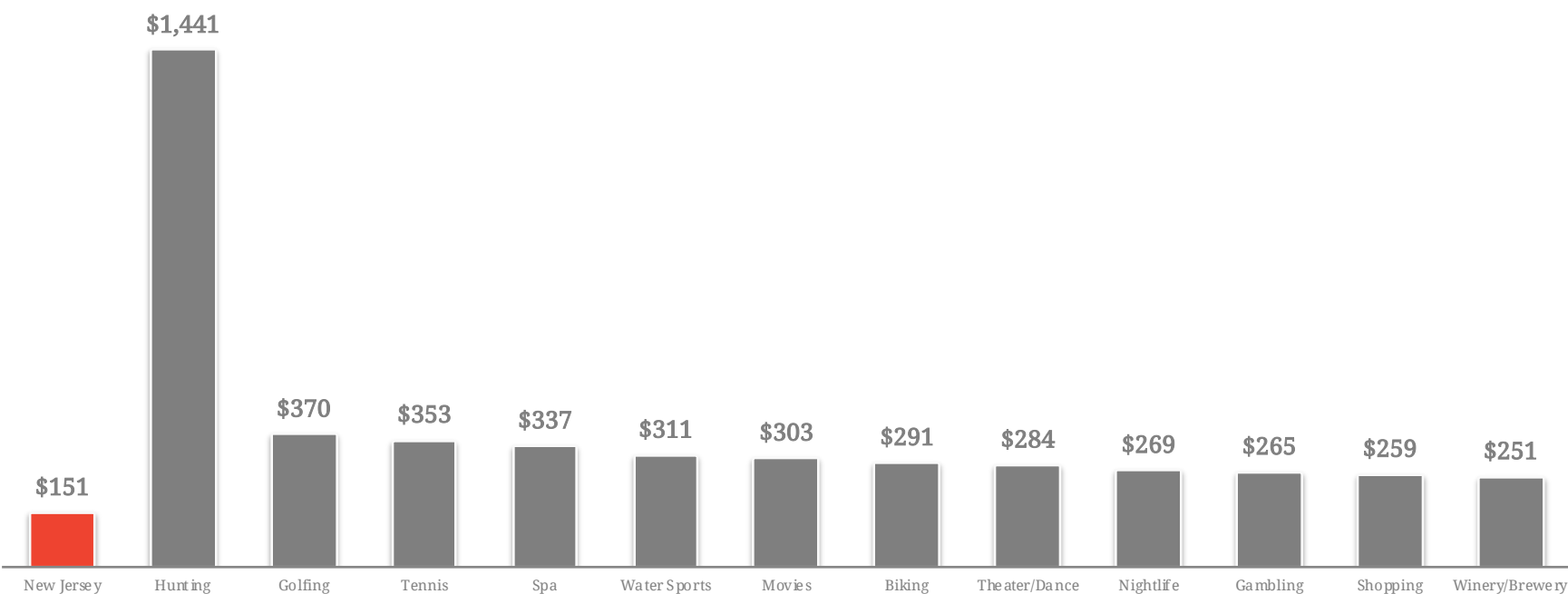# New Jersey Avg. Party per Stay Spending by Activities

Chart 51 • Segment: 2018-2020 Day Leisure Stays ($) • New Jersey n = 2,046 household count

New Jersey	Hunting	Golfing	Tennis	Spa	Water Sports	Movies	Biking	Theater/Dance	Nightlife	Gambling	Shopping	Winery/Brewery
$151	$1,441	$370	$353	$337	$311	$303	$291	$284	$269	$265	$259	$251

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

New Jersey	Eco/Sustainable Travel	Beach/ Waterfront	Wildlife Viewing	Theme Parks	Zoo/Aquarium	Live Music	Reunion/Grad	Touring	Museums	Culinary	Other Celebrations
$151	$245	$242	$234	$231	$227	$218	$216	$214	$208	$202	$201
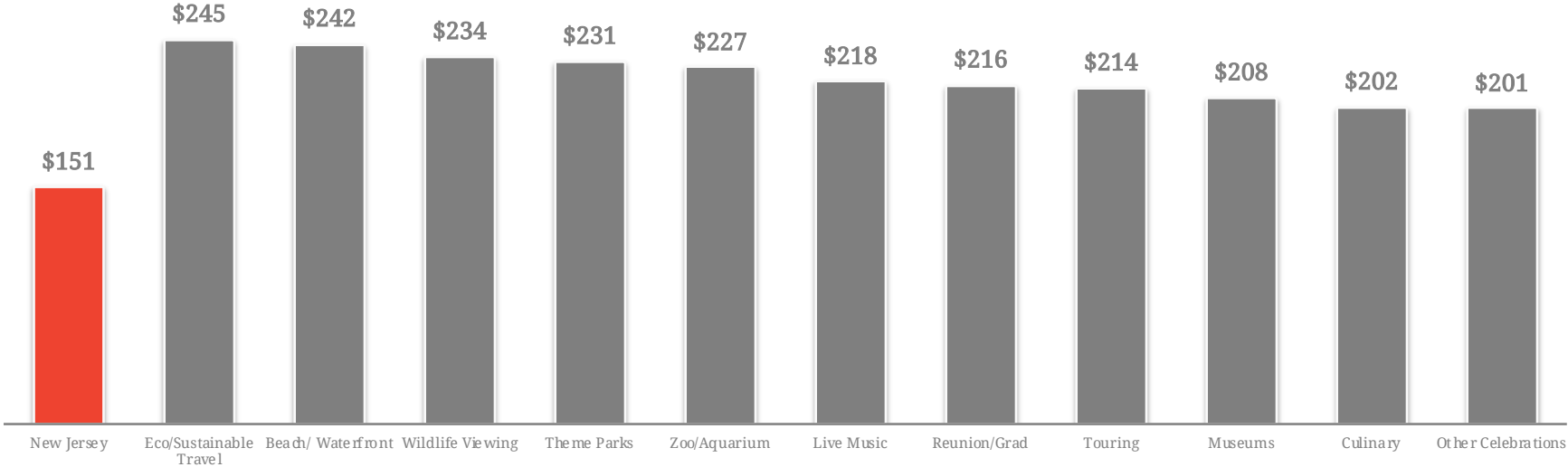
Chart 52 • Segment: 2018-2020 Day Leisure Stays ($) • New Jersey n = 2,419 household count
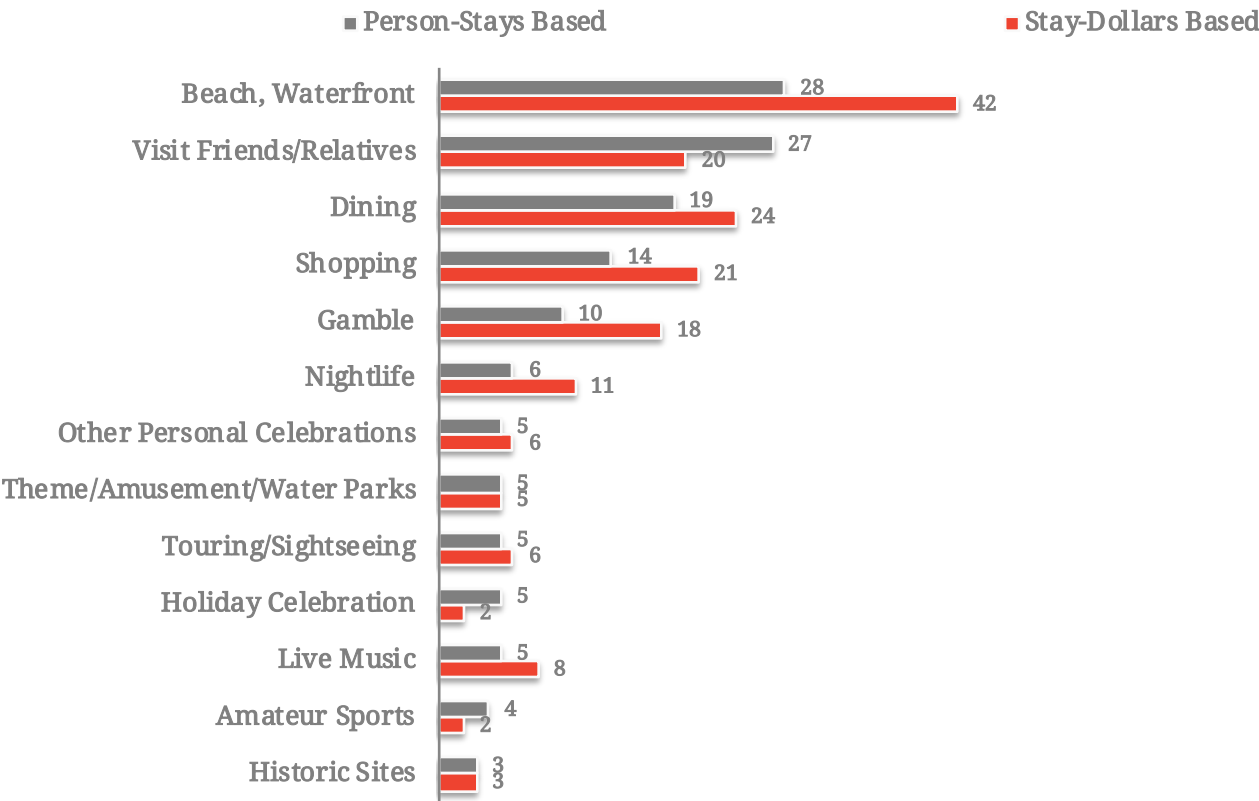
New Jersey Activity Comparison

■ Person-Stays Based   ■ Stay-Dollars Based

Activity	Person-Stays Based	Stay-Dollars Based
Beach, Waterfront	28	42
Visit Friends/Relatives	27	20
Dining	19	24
Shopping	14	21
Gamble	10	18
Nightlife	6	11
Other Personal Celebrations	5	6
Theme/Amusement/Water Parks	5	5
Touring/Sightseeing	5	6
Holiday Celebration	5	2
Live Music	5	8
Amateur Sports	4	2
Historic Sites	3	3

Chart 53 • Segment: 2018-2020 Day Leisure (%) • New Jersey n = 2,048 household count

New Jersey Activity Comparison (cont.)

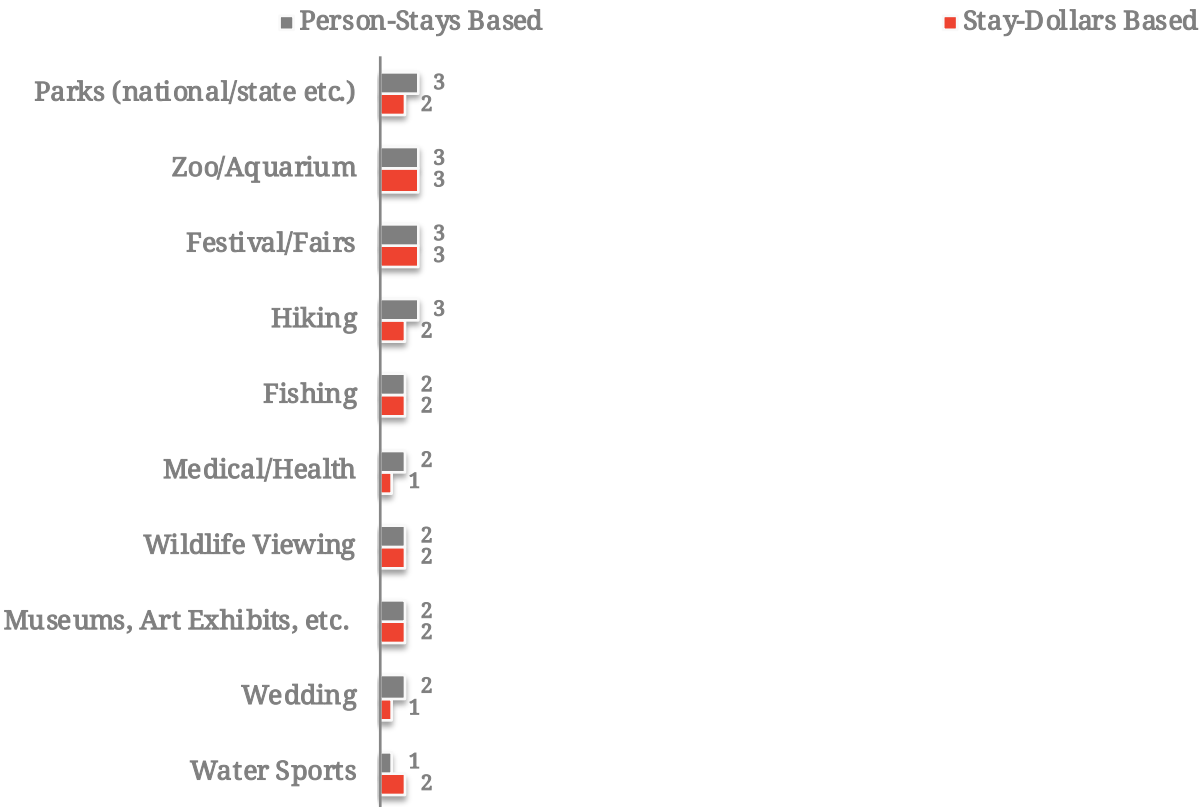■ Person-Stays Based   ■ Stay-Dollars Based

Activity	Person-Stays	Stay-Dollars
Parks (national/state etc.)	3	2
Zoo/Aquarium	3	3
Festival/Fairs	3	3
Hiking	3	2
Fishing	2	2
Medical/Health	2	1
Wildlife Viewing	2	2
Museums, Art Exhibits, etc.	2	2
Wedding	2	1
Water Sports	1	2

Chart 54 • Segment: 2018-2020 Day Leisure (%) • New Jersey n = 2,048 household count

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Appendix

Glossary

Household Count The number of unique respondents responding to the survey who visited the destination during the travel year.

Stays Stays represent the number of distinct groups of travelers (travel parties or groups) visiting a destination on a trip, regardless of the number of people within the travel group.

Person-Stays The total number of people or visitors that traveled to your destination, regardless of the length of their stay.

Person-Days The total number of days that all visitors contributed to your destination.

Trip-Dollars Using the Trip-Dollars weight shows the monetary worth/contribution of travelers to a destination's economy as opposed to the contribution of number of trips or number of days spent at the destination.

Room-Nights The number of nights spent in a room, regardless of the number of people staying in the room.

Stay Expenditures Combines per-person spending with Person-Days to calculate the money spent on each stay to your destination.

Generations Millennial (1981-1996), GenX (1965-1980), Boomer (1946-1964), Silent/GI (before 1945)

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.

Traveling Party 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.

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:

Leisure Travel	Sample Size for 2019	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.	15.869	0.1%	0.2%	0.3%	0.5%	0.7%
New Jersey	480	0.7%	1.4%	2.0%	2.8%	3.7%
New York	1,049	0.5%	0.9%	1.3%	1.9%	2.5%
Pennsylvania	893	0.5%	1.0%	1.4%	2.1%	2.7%
Maryland	300	0.9%	1.7%	2.5%	3.6%	4.7%
Virginia	399	0.8%	1.5%	2.2%	3.1%	4.1%
North Carolina	526	0.7%	1.3%	1.9%	2.7%	3.6%

Example:

If the air travel finding for the U.S. is 11% and the sample size is 25,548, using the chart, we can say that at the 90% level of confidence the proportion ranges between 10.7% and 12.5%.

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 (-0.82) is smaller than the table Z score (1.64).

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)	783	865	-0.82	(+/-) 1.64	90%

DK Shifflet's **TRAVEL *PERFORMANCE*/*Monitor*SM** 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.