

New Jersey Overnight Leisure Visitor Profile

Q4 2021 – Q3 2022



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EXECUTIVE SUMMARY



Focus on New Jersey's Core Customers

The segments below dominate the mass market in New Jersey and are customers with a high share in visitation who deserve attention from travel marketers to continue the path of growth:

- Age: 55+ years old
- Income: \$121K on average
- Lifestages: Mature travel parties without children making more than \$60K (Affluent Mature) and middle-aged travel parties without children in household (Mature & Free)
- Employment: Managerial/Professionals and Technical/Sales/Administrative
- Purpose of Stay: majority travel is for a General Overnight Vacation or to Visit Friends/Relatives
- Activity: the activities visitors participate in the most are gambling, visiting the beach/waterfront, culinary/dining, visiting friends/relatives, and shopping
- Repeat Visitation: 1/3 of travelers visited New Jersey for the first time while 2/5 are frequent visitors (4+ times)
- Traveling Party: Parties of two, followed by single adults
- Length of Stay: 3.1 days on average (Overnight Leisure)
- \$213 per person spending per day – 20% Transportation, 25% Food & Beverage, 31% Lodging, 8% Shopping, 14% Entertainment
- Timing: 30% visited in Summer, 27% in Spring, and 26% in Winter
- Origin: New Jersey draws the majority of its visitors from the Middle Atlantic, followed by South Atlantic regions, almost exclusively from New Jersey, New York, and Pennsylvania.
 - travelers travel an average of 355 miles one-way
 - most travelers arrive by auto



Focus on your opportunity among New Jersey's visitors:

While understanding the travelers in terms of who is visiting the destination, 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 all travel. Many of these segments represent a small share of travelers yet are characterized by a higher trip-dollar spending share which makes them particularly valuable to target. The segments below hold particular or additional potential to increase New Jersey's bottom line in traveler spending:

- Age: Millennials
- Purpose of Stay: General Vacation
- Length of Stay: travel parties who stay three nights and longer
- Traveling Party: travel parties with children present



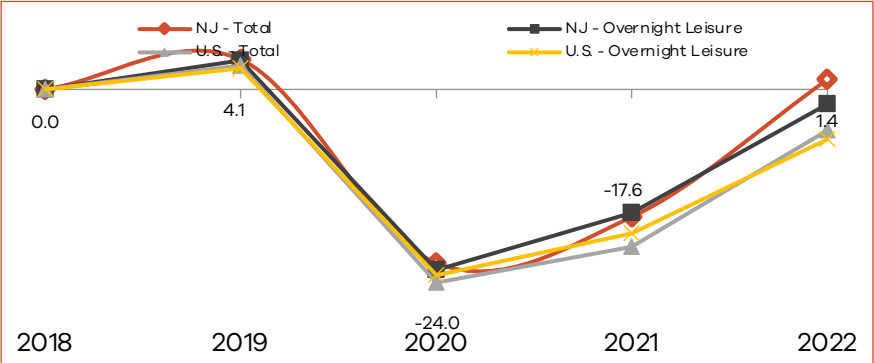
New Jersey Historical Trends in Visitation

New Jersey hosted about 47 million overnight leisure visitors, spending 18.4 billion dollars in 2022 – both up between 18 and 25 percent compared to 2021. Volume increased at a similar rate (18%) as the average U.S. destination (16%) this year.

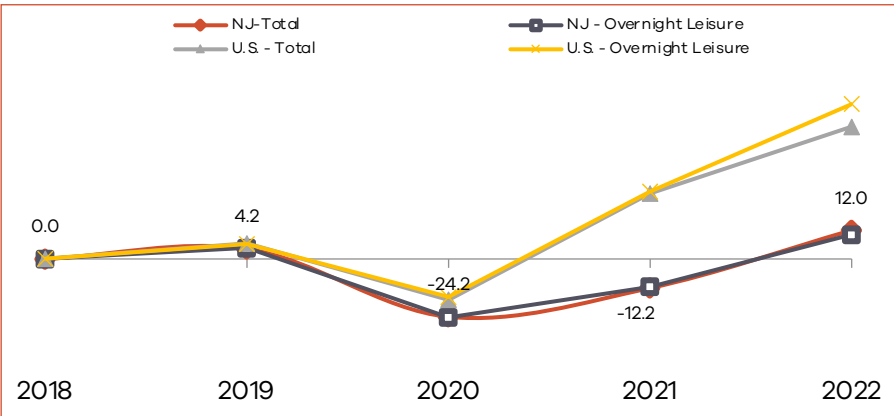
Overnight Leisure travelers make up about 42% of all New Jersey’s travelers – a share that’s fairly consistent over the past few years. In terms of their spending, overnight leisure travelers contribute 71% to New Jersey’s Total Spending.

- 111.5 Million Visitors – 23% ↑
- 46.9 Overnight Leisure – 18% ↑

Visitor Volume
PERSON-STAYS (MILLIONS) INDEXED TO 2018



Visitor Spending
DIRECT SPENDING (BILLIONS) INDEXED TO 2018



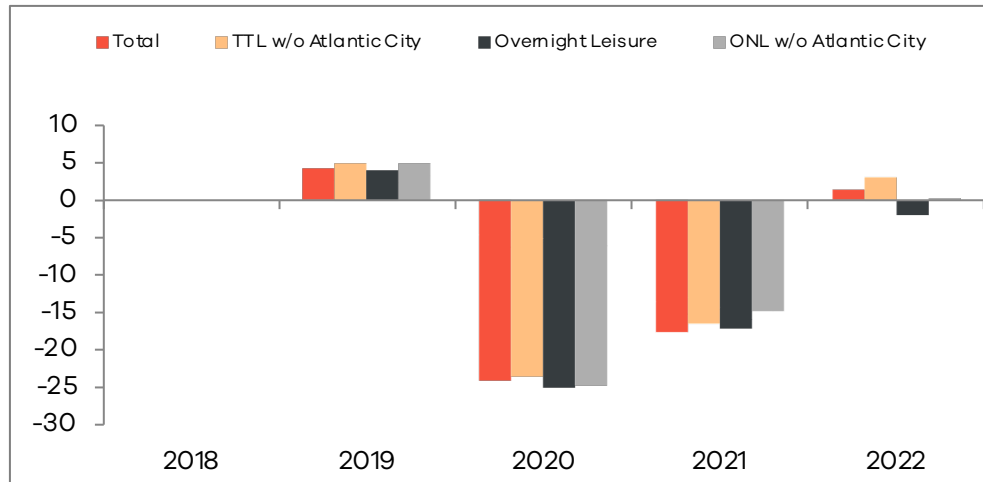
- \$26.0 Billion Dollars – 28% ↑
- \$18.4 Overnight Leisure – 25% ↑

Visitation to, and spending in, Atlantic City has always had a substantial impact on the overall statistics for New Jersey, this continues to change.

After visitation across New Jersey decreased in 2020, New Jersey excluding Atlantic City has bounded back at a higher rate than the state as a whole in both total visitation and Overnight Leisure.

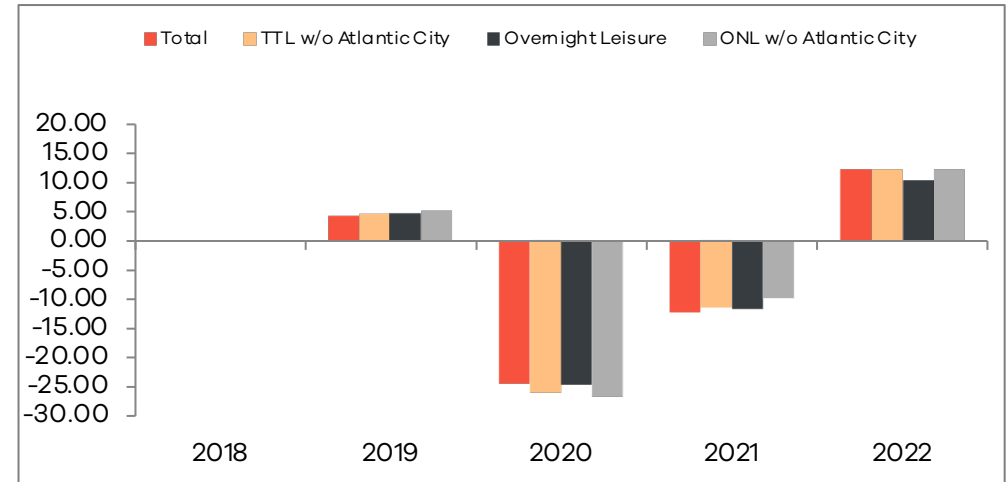
Visitor Volume

PERSON-STAYS (% change) INDEXED TO 2018



Visitor Spending

SPENDING (% CHANGE) INDEXED TO 2018



We see a similar trend for spending. While both segments saw an increase from 2021 and are now displaying a positive percent change from 2018, New Jersey excluding Atlantic City displayed a larger percent change in spending, specifically for overnight leisure.

New Jersey without Atlantic City is spending about the same per person per day as travelers to the state as a whole.

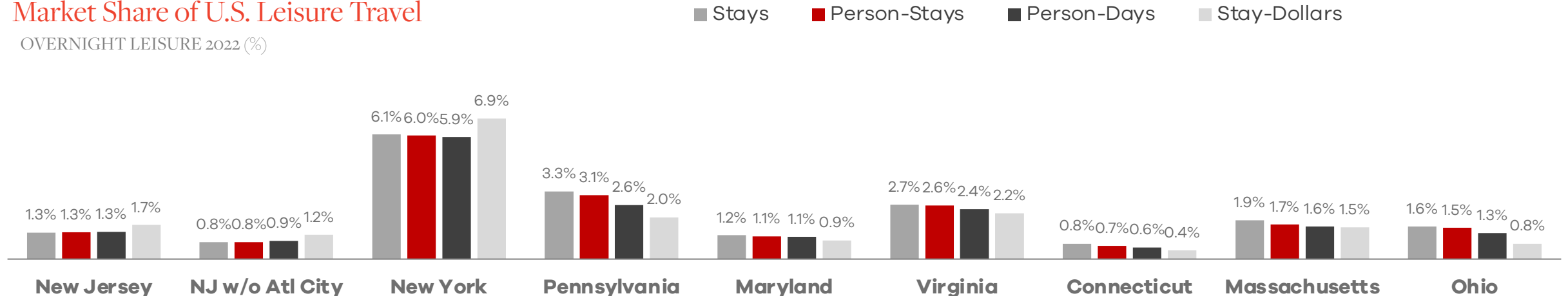
Overall, the impact of New Jersey's overnight visitation on the share of the US travel market decreased this year. Among all its competitors, New Jersey's Overnight Leisure traveler segment captured the sixth largest share of the US travel market in Stays and Person-Stays but was tied for fifth in Person-Days and was fourth in Trip-Dollars. New York, Pennsylvania, and Massachusetts saw increases in market share in 2022, while the rest decreased.

New Jersey's Overnight Leisure travel parties (or Stays) represent 1.3% of the US Overnight 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 Overnight Leisure travelers (or Person-Stays), the main focus of this report, represent 1.3% of the US Overnight Leisure travel market.

Market Share of U.S. Leisure Travel

OVERNIGHT LEISURE 2022 (%)

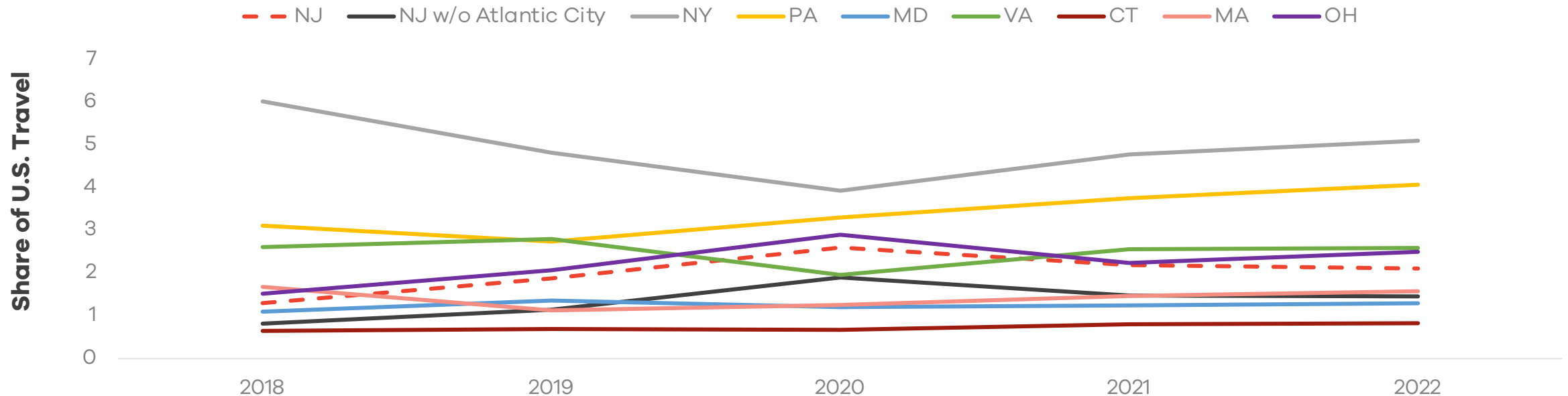


The Person-Days metric is simply the total number of days that visitors contributed to New Jersey. New Jersey's Overnight Leisure travelers represent 1.3% of the US Overnight market share. New Jersey Overnight Leisure travelers contributed the largest of all four metrics in Trip-Dollars to the US Overnight Leisure market; 1.7% 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

OVERNIGHT LEISURE PERSON-STAYS (%)



Who Are New Jersey’s Overnight Leisure Visitors?

Compared to 2020, New Jersey’s visitors are trending older, with more retirees visiting, fewer with children, and slightly lower household incomes.

In 2021, the average age and generational composition of visitors to the State are shaped by Atlantic City’s mature visitors, displaying an increase in average age, increasing in percentage of Boomers and decreasing in percentage of Millennials and Gen Xers.

Average incomes of New Jersey visitors decreased slightly in 2021 but are still consistently higher than visitors to the average U.S. destination.

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 (years)	59	57	55	56
Employed	55%	59%	49%	47%
Retired	39%	34%	36%	37%
Average Income (000)	\$111.3	\$110.1	\$107.2	\$108.3
Children in HH	17%	21%	24%	22%
Children in Travel Party	8%	11%	11%	12%
Generations:				
Millennial (1981-1996)	13%	18%	18%	16%
GenX (1965-1980)	29%	31%	24%	24%
Boomer (1946-1964)	51%	45%	49%	50%
Silent/GI (1945 back)	8%	6%	5%	6%

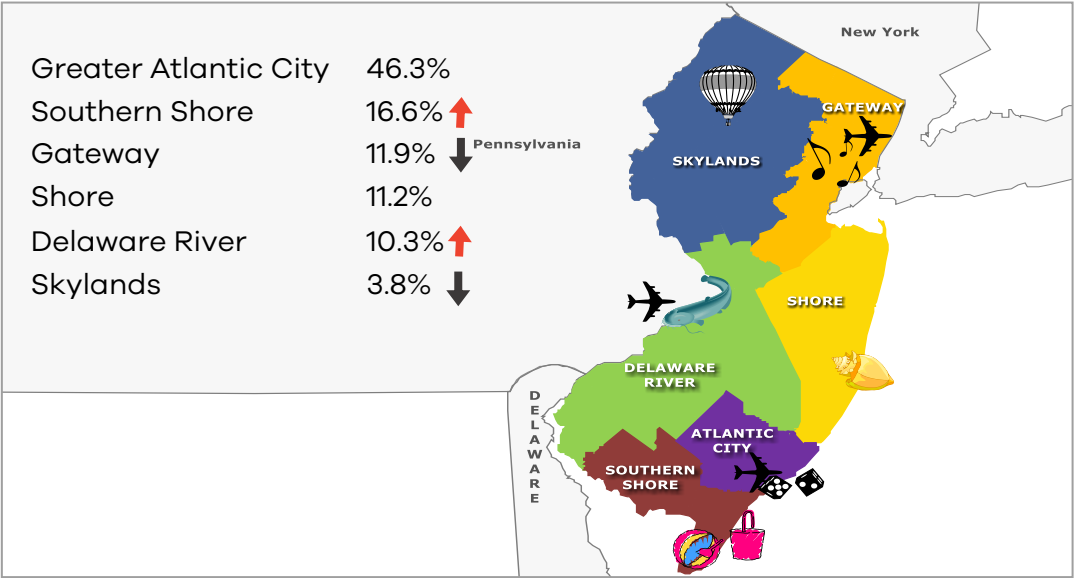
Where Do New Jersey's Visitors Come From?

Three-quarters of New Jersey visitors come from 7 states with 17% coming from New Jersey itself and an additional 42% coming from the neighboring states of New York and Pennsylvania.

It is not surprising then that the majority of travel to New Jersey is by car and those travel an average one-way distance of 319 miles. Two-thirds of travelers live in a vicinity of less than 200 miles.

New Jersey Destination Regions

OVERNIGHT LEISURE PERSON-STAYS (%)



New Jersey Origin States

OVERNIGHT LEISURE PERSON-STAYS (%) (2022)

Pennsylvania	24.6%
New York	17.7%
New Jersey	17.1%
Virginia	5.0%
Florida	4.7%
Maryland	3.6%
Georgia	3.4%
Other	23.9%

Where Do New Jersey's Visitors Go?

After decreasing in 2020, New Jersey's Southern Shore region increased in 2022 and is now closer to pre-COVID levels. The Delaware River region also displayed an increase from last year. The Greater Atlantic City and Shore regions displayed very small decreases from 2021 while Gateway and Skylands displayed slightly larger decreases.

Why Do Travelers Visit New Jersey?

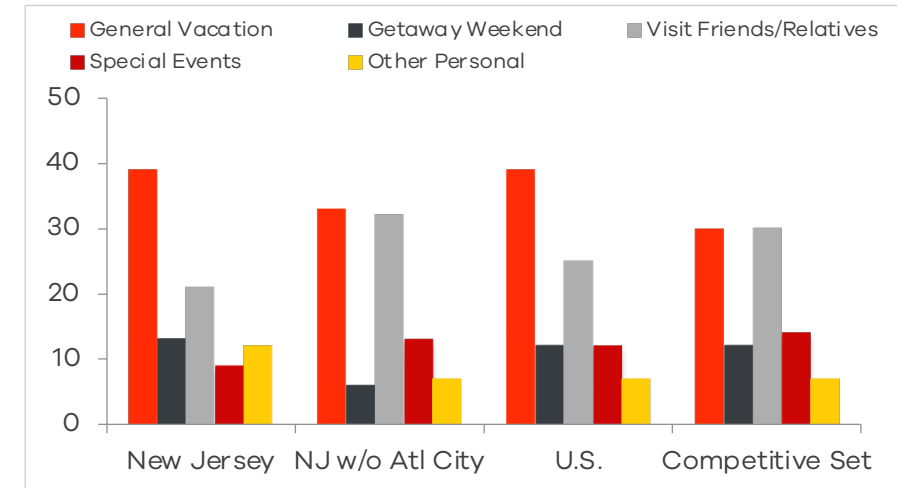
General Vacations account for 2 in 5 of Overnight Leisure visitors to New Jersey in 2022, followed by 1 in 5 who visit Friends or Relatives. However, if Atlantic City is excluded, General Vacations drop, and both General Vacations and Visiting Friends or Relatives account for one-third of visits.

General Overnight Vacations decreased in 2022, while Getaway Weekends and Visiting Friends and Relatives increased slightly.

In 2022 visitors spent on average \$213 in New Jersey per person per day - \$31 more than in 2021 with increases in nearly all categories. The largest increases were seen in lodging (+\$39), transportation (+\$15), and food & beverage (+\$10), while shopping (-\$6) and entertainment (-\$9) decreased.

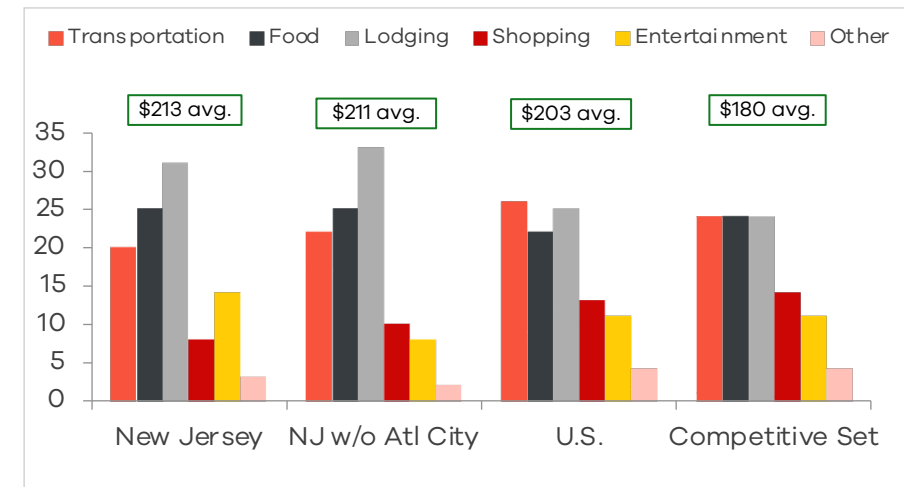
Purpose of Travel

OVERNIGHT LEISURE PERSON-STAYS (%) (2022)



Per-Person-Per-Day Spending

OVERNIGHT LEISURE PERSON-DAYS (%) (2022)



What Type of Accommodations Do They Stay In?

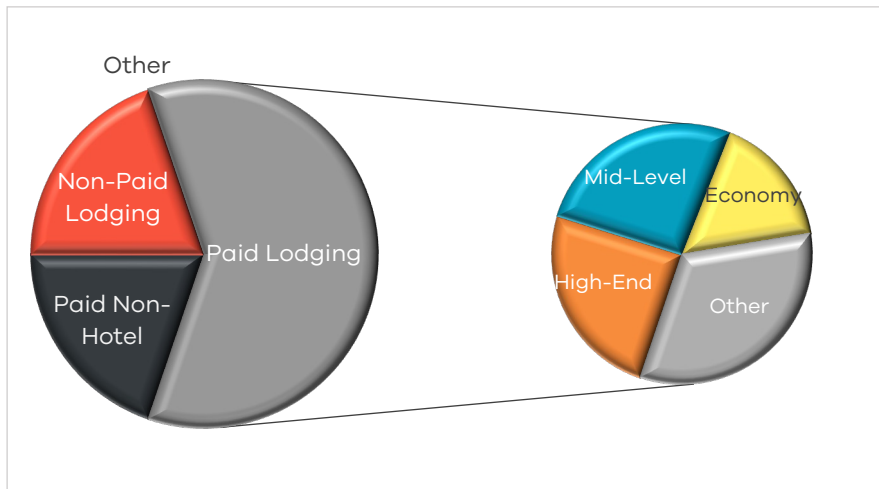
In 2022, 80% of Overnight Leisure visitors to New Jersey stayed in paid accommodations, similar to the average U.S. destination (79%) and just above the Competitive Set (75%). Among those staying in New Jersey's paid accommodations, 60% stay in hotels.

When Atlantic City is excluded from the analysis the percentage of visitors staying in paid accommodations drops to 74%, 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 50%.

Among those visiting regions excluding Atlantic City, 20% are staying with Friends or Relatives. Thus, it is clear that the Atlantic City region is driving a large number of hotel stays in the State.

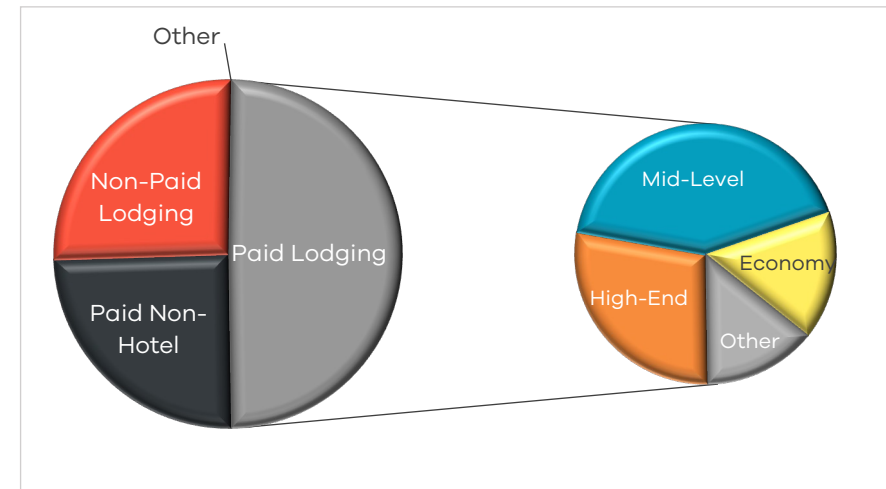
New Jersey

OVERNIGHT LEISURE PERSON-STAYS 2022



New Jersey Without Atlantic City

OVERNIGHT LEISURE PERSON-DAYS 2022



Who Do They Travel With; How Long Do They Stay?

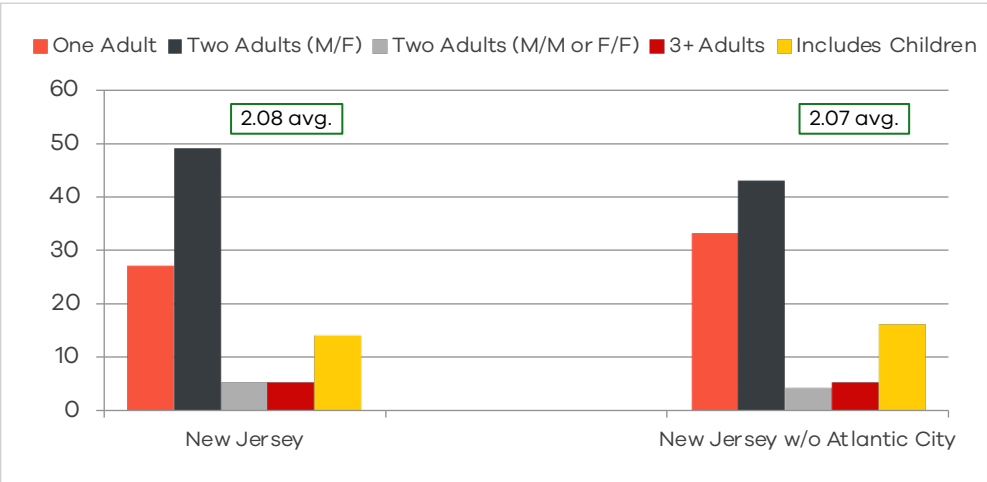
Travel parties consisting of one or two adults account for 81 percent of New Jersey’s Overnight Leisure travel.

Not surprisingly, the portion of the State excluding Atlantic City accounts for a slightly 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.

Compared to 2021, we saw an increase in the average travel party size for New Jersey overall while New Jersey without Atlantic City was unchanged. At 2.08 persons, New Jersey’s travel party average is slightly larger than the Competitive Set (1.97 persons). If we exclude Atlantic City, the average size is 2.07 persons.

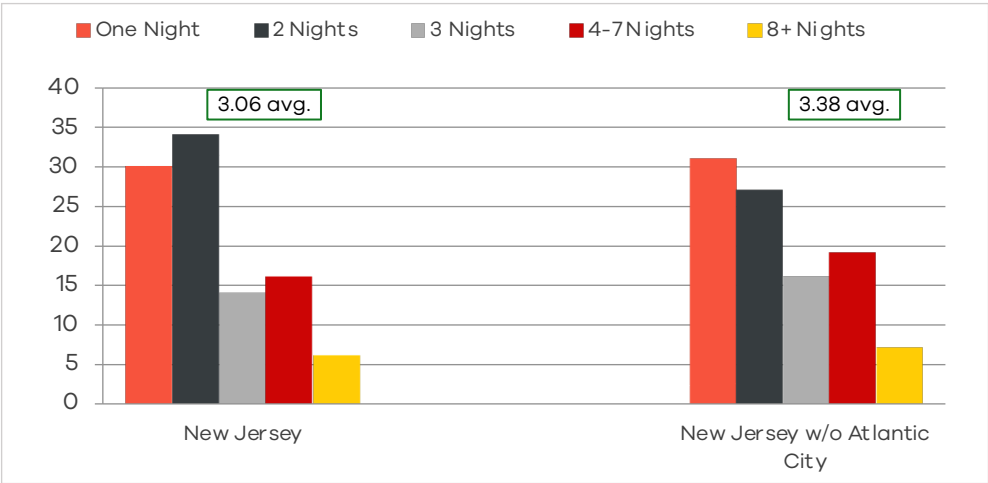
Travel Party Composition

OVERNIGHT LEISURE (%) STAYS (2022)



Stay Length

OVERNIGHT LEISURE (%) STAYS (1+ NIGHTS) (2022)



Among Overnight Leisure visitors, New Jersey travel parties stay 3.06 nights on average. Excluding Atlantic City with its many short-stay visits results in a higher 3.38 nights length of stay.

The average length of stay has increased from 2021.

What Do New Jersey Visitors Do?

More than 9 in 10 Overnight Leisure travel parties participate in an activity when visiting the State.

Overnight Leisure travel parties who visit New Jersey participated in the following top five activities in 2022:

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

Participation in many of the top activities increased from 2021 while Gambling displayed a decrease.

When excluding Atlantic City, the top five activities are relatively the same except Gambling drops to 18th place in 2022:

1. Beach/Waterfront
2. Visit Friends/Relatives
3. Culinary/Dining
4. Shopping
5. Touring/Sightseeing

New Jersey's Overnight 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:

- Gambling (4.2 times as high)
- Medical/Health/Doctor Visit (3.5 times)
- Show: Boat, Car, Home (1.9 times)
- Beach/Waterfront (1.5 times)
- Nightlife (1.5 times)
- Wedding (1.4 times)
- Spa/Wellness (1.3 times)
- Culinary/Dining (1.1 times)
- Live Music (1.1 times)

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

- Medical/Health/Doctor Visit (5.6 times)
- Show: Boat, Car, Home (3.0 times)
- Wedding (2.2 times)
- Beach/Waterfront (1.7 times)
- Tennis (1.7 times)
- Boating/Sailing (1.6 times)
- Visit Friends/Relatives (1.4 times)
- Fishing (1.4 times)
- Reunion/Graduation (1.3 times)
- Holiday Celebration (1.2 times)

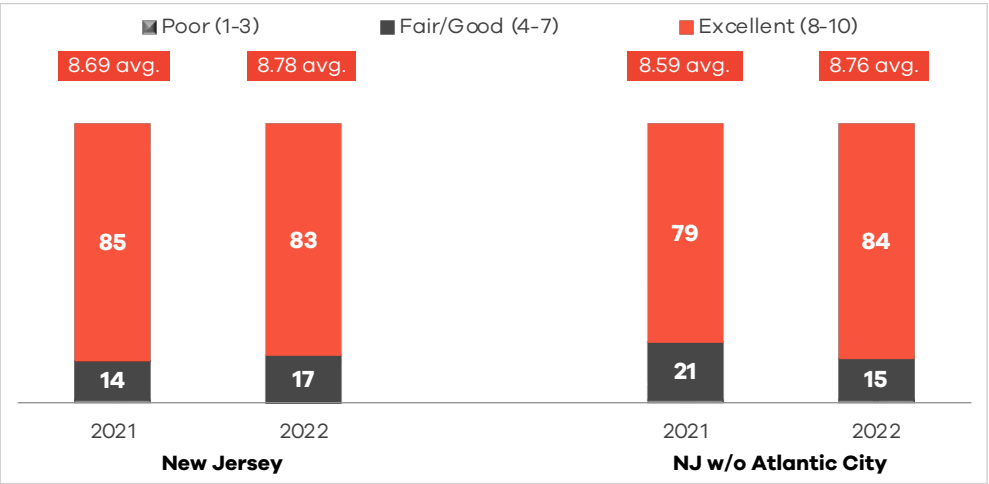
How Do New Jersey Visitors Rate The State?

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’.

Overnight Leisure visitors report higher average satisfaction (8.78) with their New Jersey stay in 2022 than in 2021. 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. These scores continue to increase after seeing significant decreases in 2020.

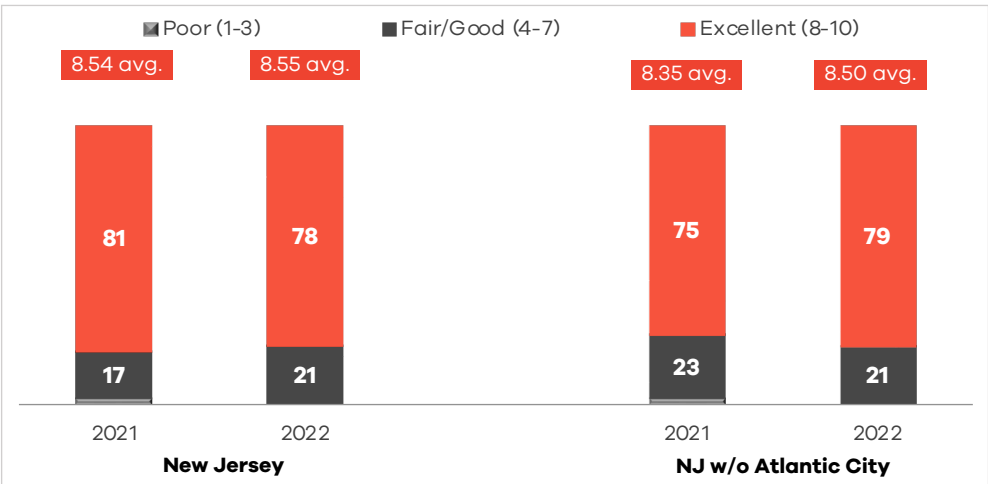
Overall Satisfaction

OVERNIGHT LEISURE (%) STAYS (2022)



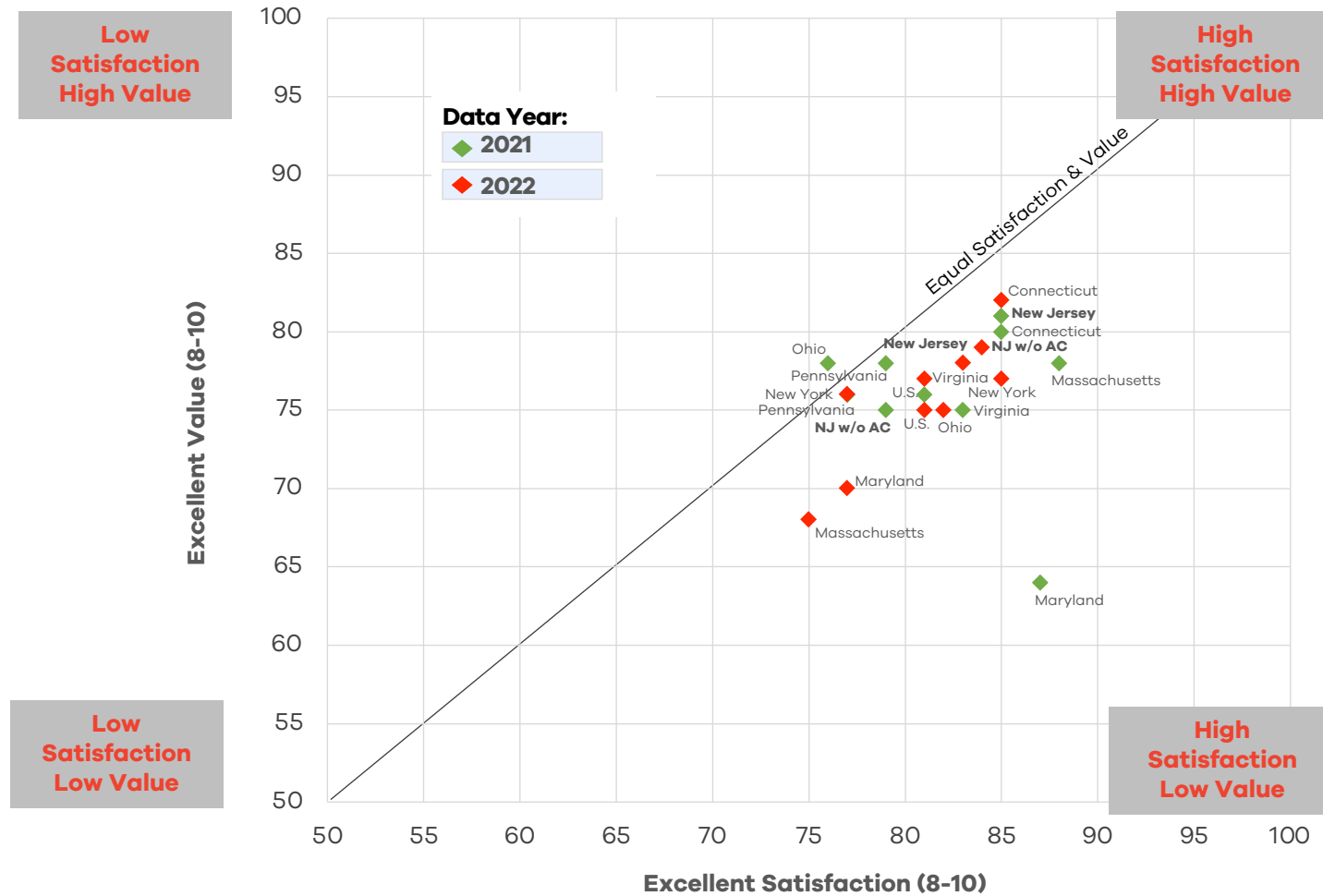
Value For The Money

OVERNIGHT LEISURE (%) STAYS (2022)



Overall, New Jersey’s Overnight Leisure travelers report their highest ratings for Overall Satisfaction (8.78), followed by Friendly/Helpful people (8.77) and Feeling of Safety (8.70). With the exception of Quality of Dining Options and Cleanliness of the Destination which saw small decreases, all other ratings increased from 2021.

When excluding Atlantic City, visitors rate New Jersey slightly lower in many performance attributes with the exception of Feeling of Safety and Cleanliness of the Destination.



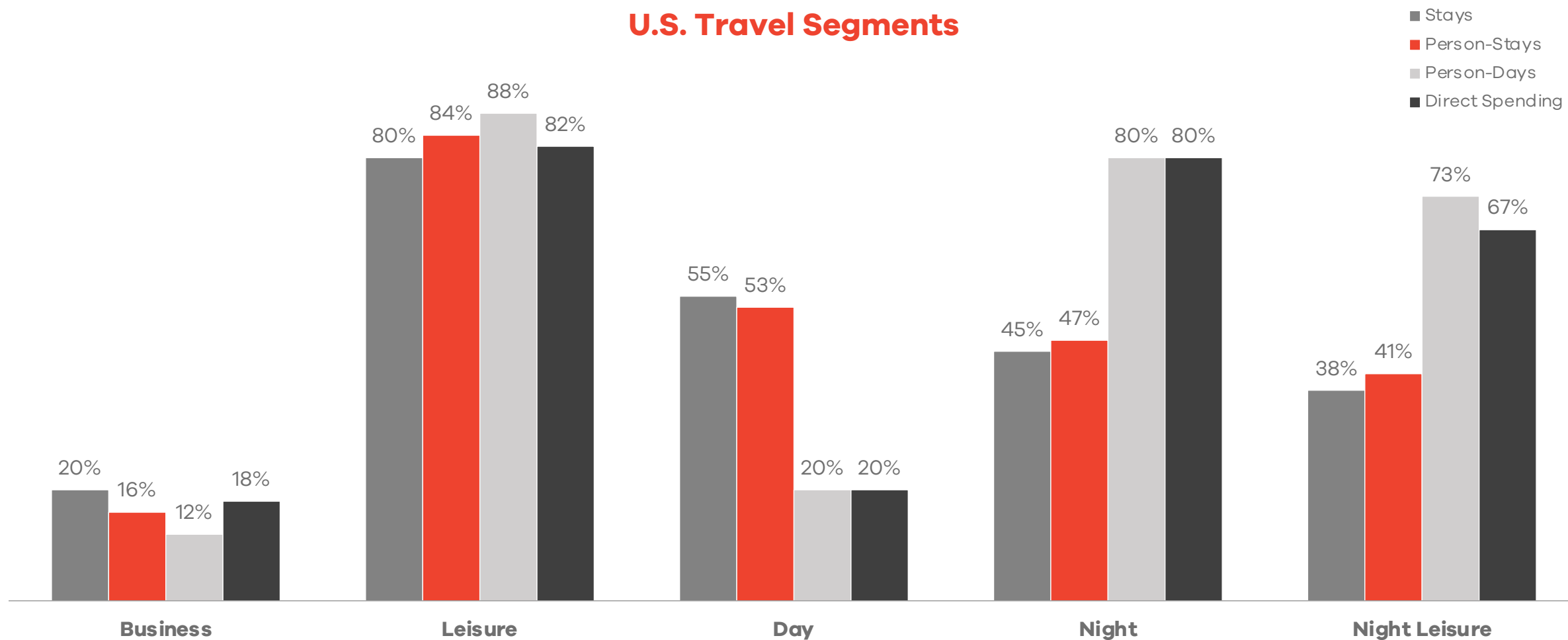
Satisfaction and Value ratings may be combined into a matrix which places each destination in the location where Satisfaction and Value intersect.

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.

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CHARTS & GRAPHS

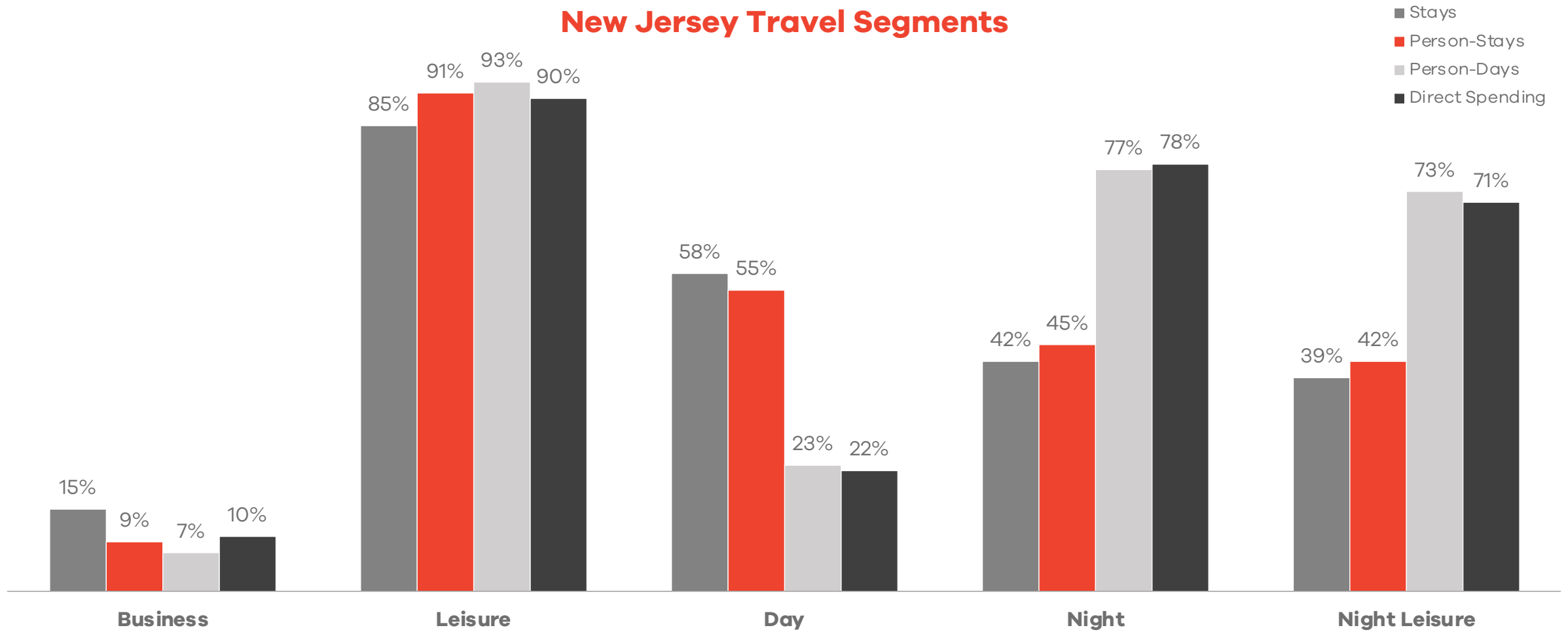
U.S. Travel Segments



Segment: Total Volume (%)

Source: 2022 PERFORMANCE/MonitorSM

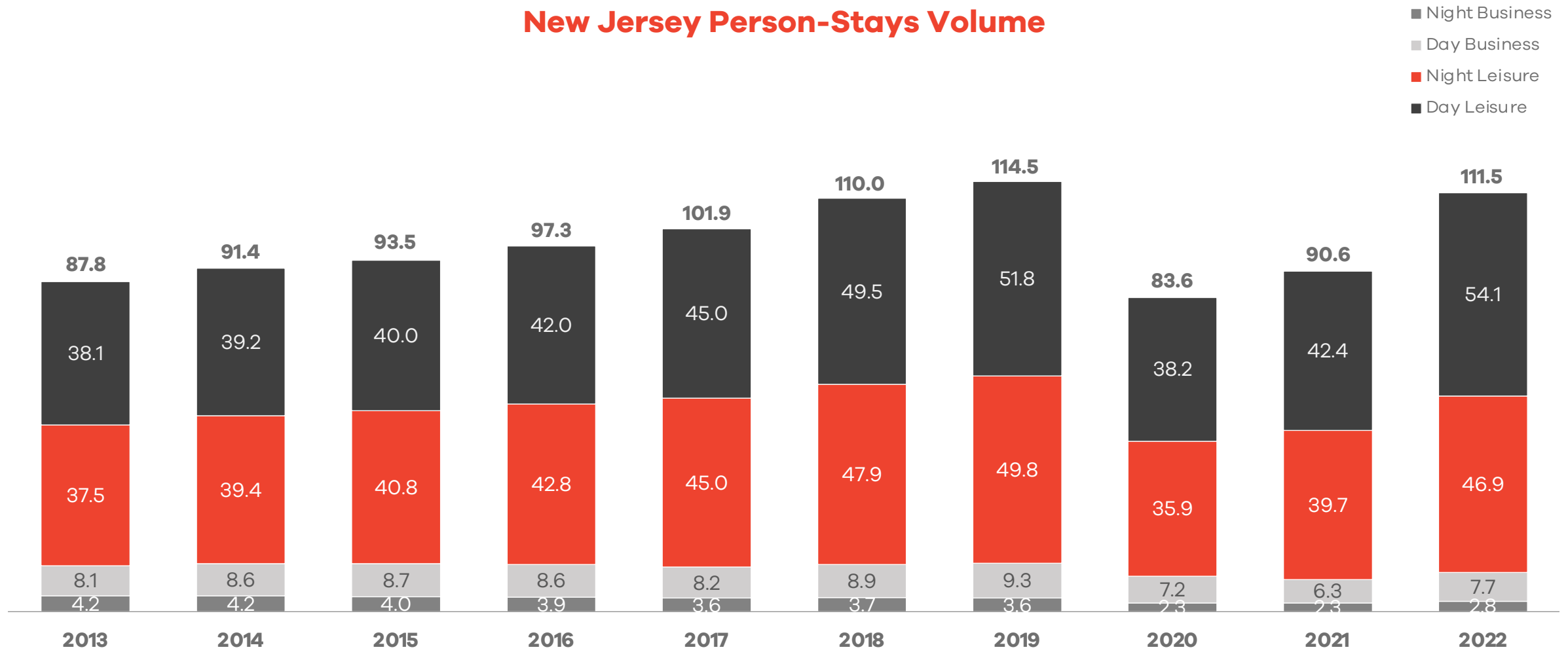
New Jersey Travel Segments



Segment: Total Volume (%)

Source: 2022 PERFORMANCE/MonitorSM

New Jersey Person-Stays Volume



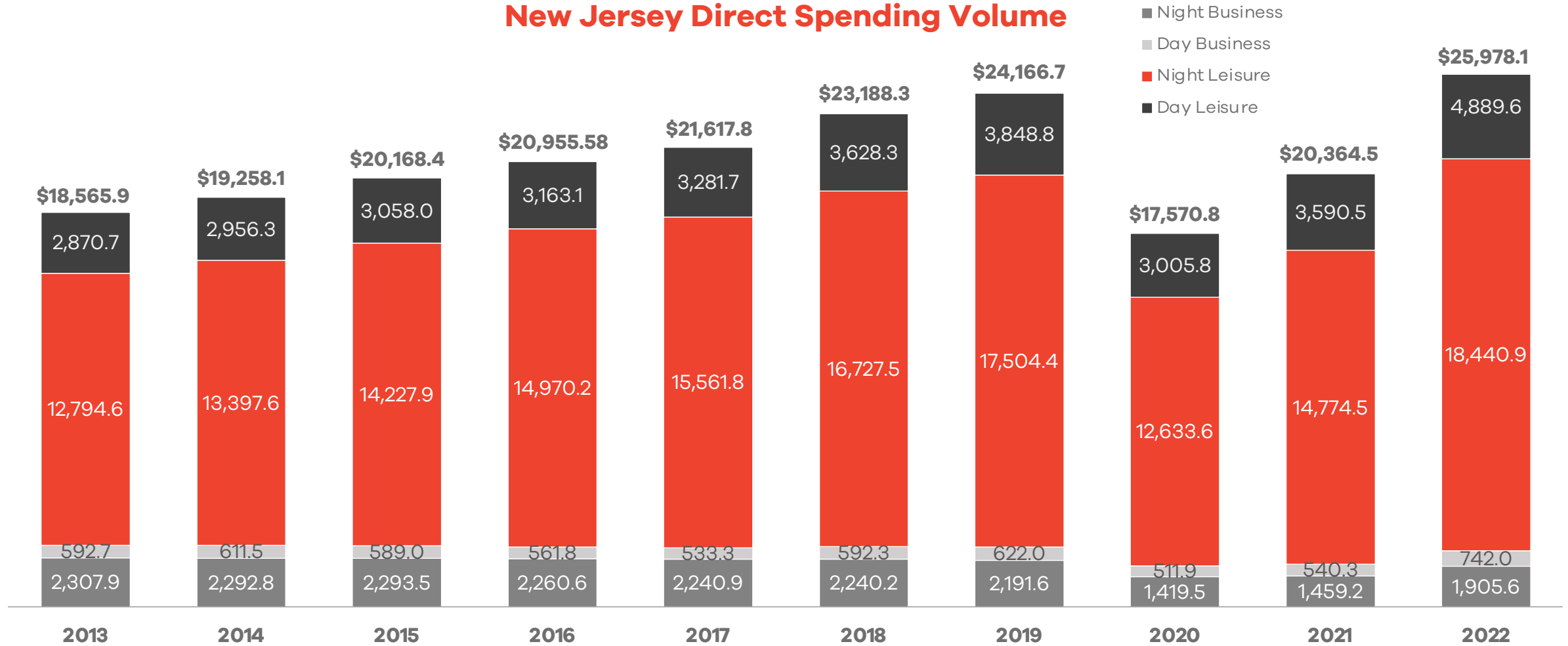
Segment: Total Volume (in Millions)
Source: 2022 *PERFORMANCE/Monitor*SM

New Jersey										U.S.
	14/13	15/14	16/15	17/16	18/17	19/18	20/19	21/20	22/21	22/21
Total	4.1%	2.3%	4.0%	4.7%	8.0%	4.1%	-27.0%	8.4%	23.0%	20.6%
Business	4.6%	-0.4%	-1.8%	-5.4%	6.5%	2.5%	-26.7%	-9.9%	22.7%	30.6%
Leisure	4.0%	2.8%	4.9%	6.2%	8.2%	4.3%	-27.0%	10.7%	23.0%	18.9%
Day	3.6%	2.0%	3.8%	5.1%	9.8%	4.6%	-25.7%	7.2%	27.0%	24.5%
Night	4.6%	2.7%	4.3%	4.2%	6.0%	3.5%	-28.4%	9.8%	18.4%	16.5%
Day Business	7.0%	1.4%	-1.1%	-4.8%	8.2%	4.9%	-22.9%	-12.7%	22.6%	38.2%
Day Leisure	2.8%	2.2%	4.9%	7.1%	10.1%	4.6%	-26.2%	10.9%	27.6%	21.6%
Night Business	0.0%	-4.2%	-3.2%	-6.7%	2.6%	-3.2%	-36.6%	-0.9%	23.0%	18.9%
Night Leisure	5.1%	3.4%	5.0%	5.2%	6.3%	4.0%	-27.8%	10.5%	18.1%	16.2%

Segment: Total Volume Person-Stays (% change)

Source: 2022 PERFORMANCE/MonitorSM

New Jersey Direct Spending Volume



Segment: Direct Spending (in \$ Millions)

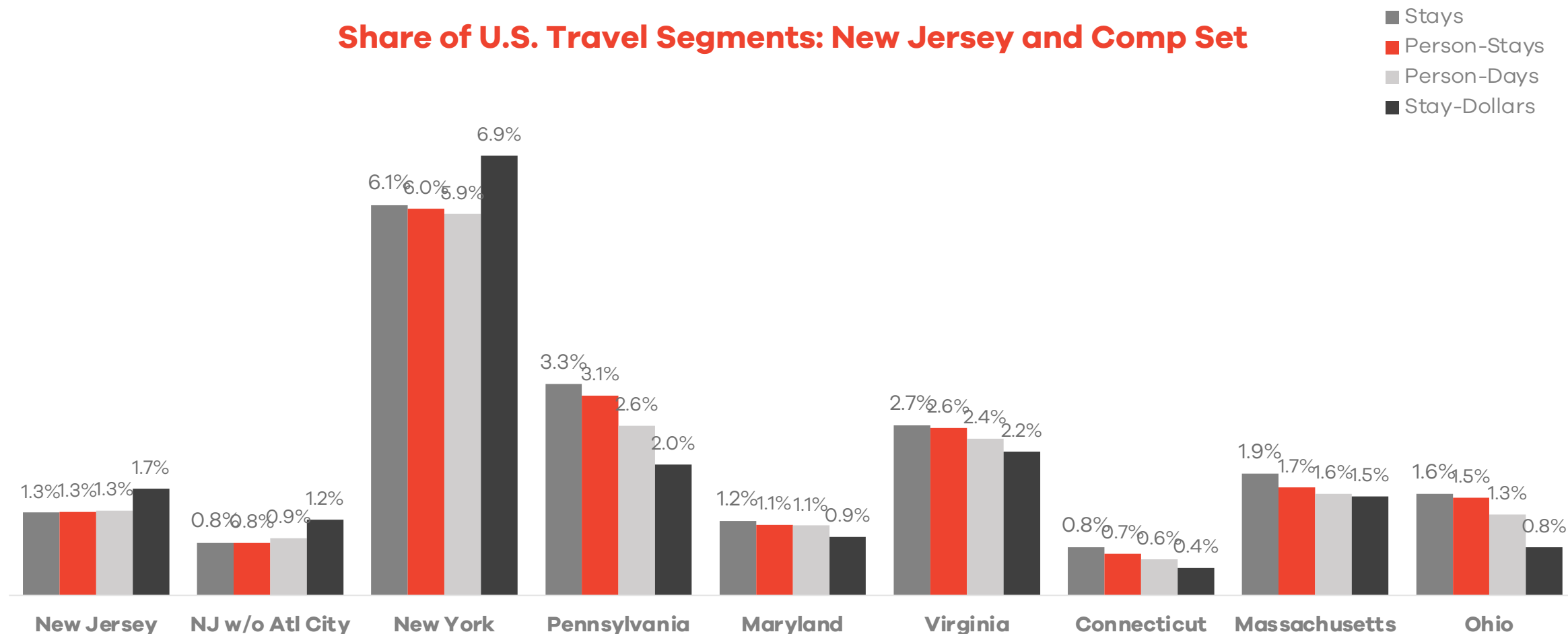
Source: 2022 PERFORMANCE/MonitorSM

New Jersey										U.S.
	14/13	15/14	16/15	17/16	18/17	19/18	20/19	21/20	22/21	22/21
Total	3.7%	4.7%	3.9%	3.2%	7.3%	4.2%	-27.3%	15.9%	27.6%	21.9%
Business	0.1%	-0.7%	-2.1%	-1.7%	2.1%	-0.7%	-31.4%	3.5%	32.4%	3.2%
Leisure	4.4%	5.7%	4.9%	3.9%	8.0%	4.9%	-26.8%	17.4%	27.0%	27.1%
Day	3.0%	2.2%	2.1%	2.4%	10.6%	5.9%	-21.3%	17.4%	36.3%	17.9%
Night	3.9%	5.3%	4.3%	3.3%	6.5%	3.8%	-28.7%	15.5%	25.3%	22.9%
Day Business	3.2%	-3.7%	-4.6%	-5.1%	11.1%	5.0%	-17.7%	5.6%	37.3%	9.0%
Day Leisure	3.0%	3.4%	3.4%	3.8%	10.6%	6.1%	-21.9%	19.5%	36.2%	21.4%
Night Business	-0.7%	0.0%	-1.4%	-0.9%	0.0%	-2.2%	-35.2%	2.8%	30.6%	1.1%
Night Leisure	4.7%	6.2%	5.2%	4.0%	7.5%	4.6%	-27.8%	16.9%	24.8%	28.4%

Segment: Direct Spending (% change)

Source: 2022 PERFORMANCE/MonitorSM

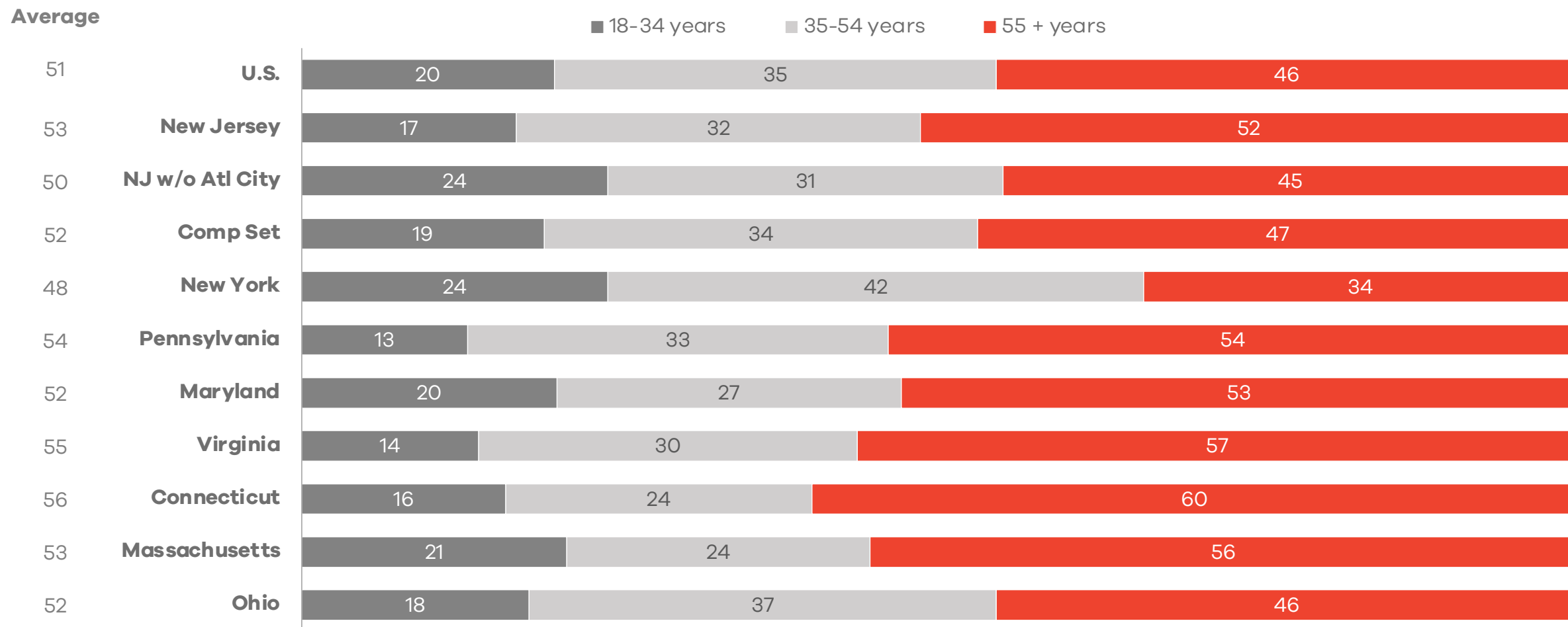
Share of U.S. Travel Segments: New Jersey and Comp Set



Segment: Overnight Leisure (%) • n=683 household count

Source: 2022 PERFORMANCE/MonitorSM

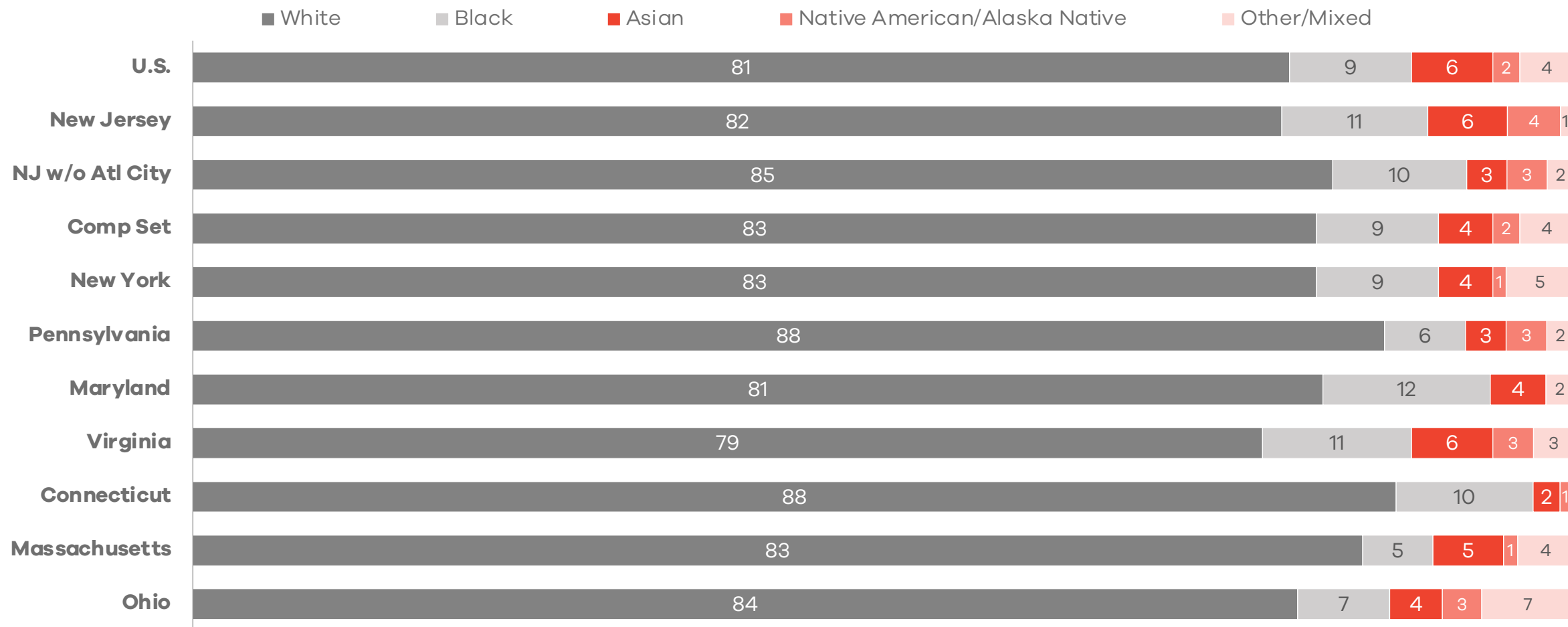
Age Distribution: U.S., New Jersey, and Comp Set



Segment: Overnight Leisure Person-Stays (%) • n=683 household count

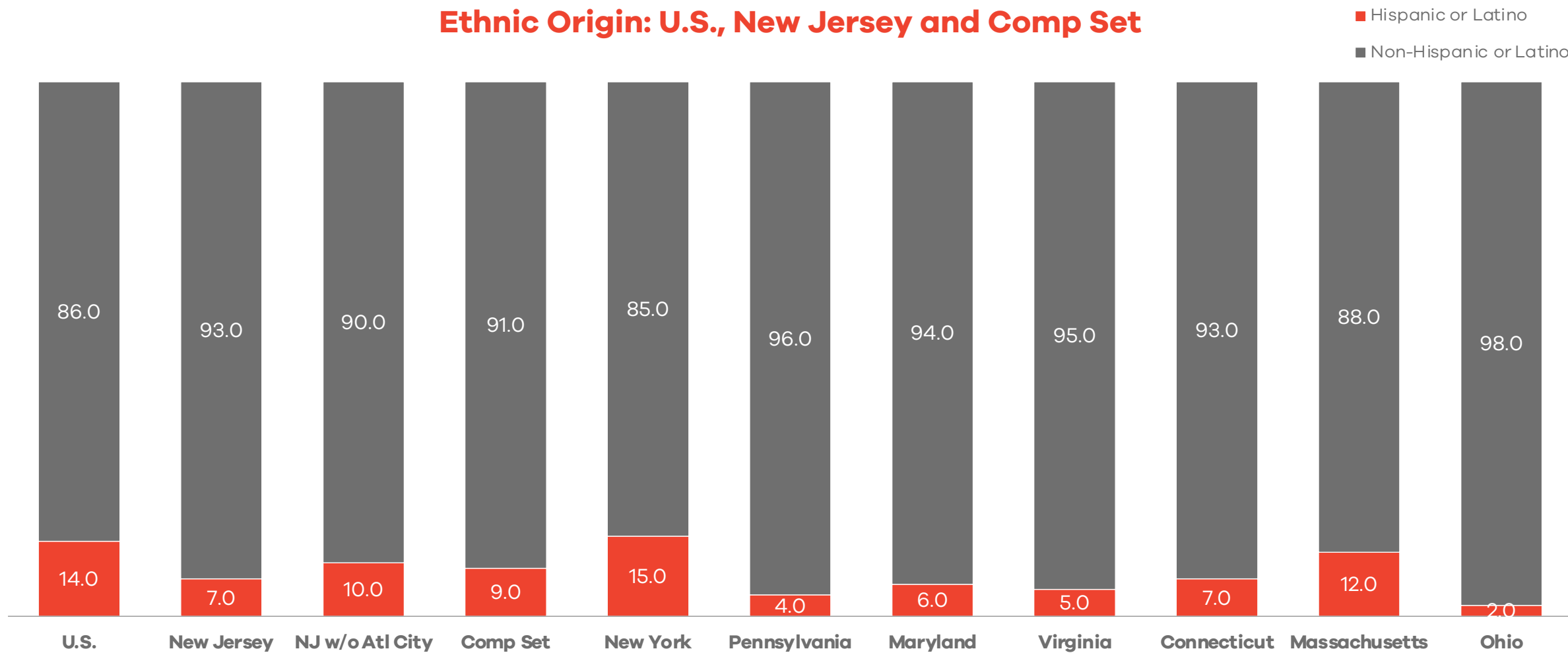
Source: 2022 PERFORMANCE/MonitorSM

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



Segment: Overnight Leisure Person-Stays (%) • n=675 household count

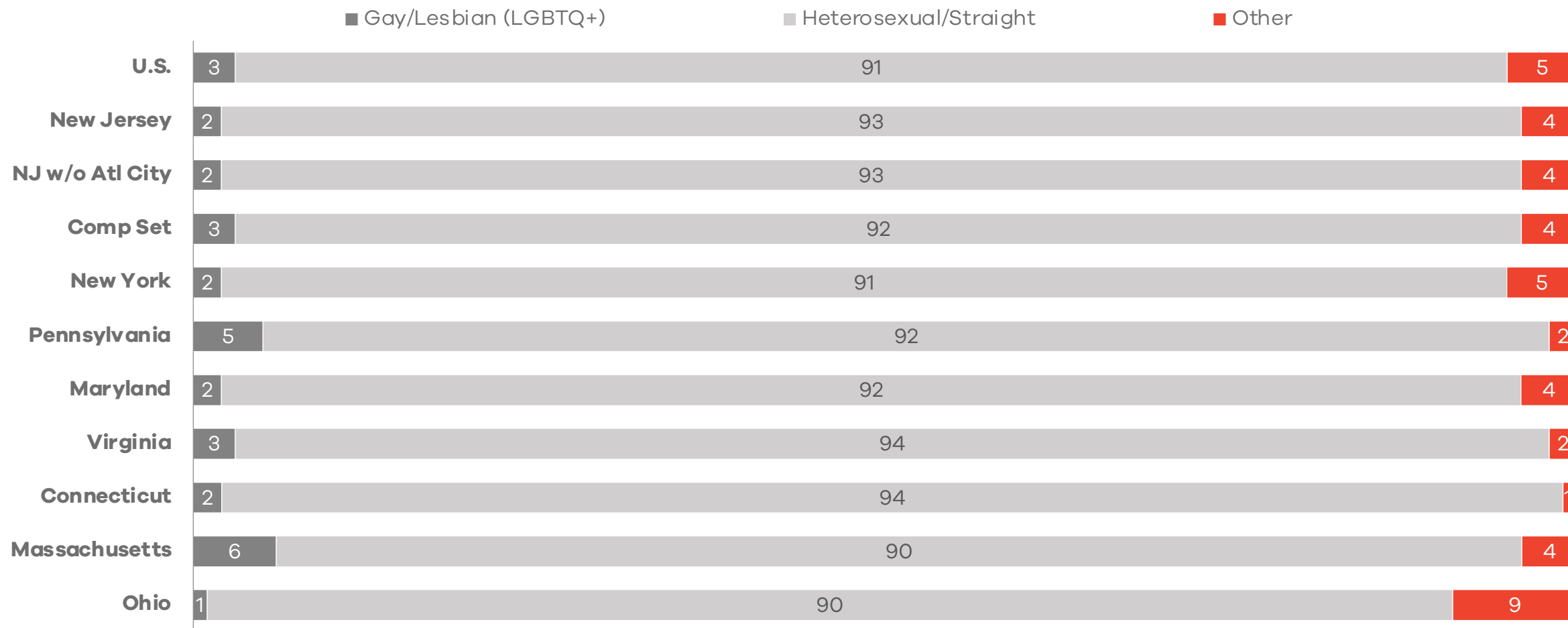
Source: 2022 *PERFORMANCE/Monitor*SM

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

Segment: Overnight Leisure Person-Stays (%) • n=678 household count

Source: 2022 *PERFORMANCE/Monitor*SM

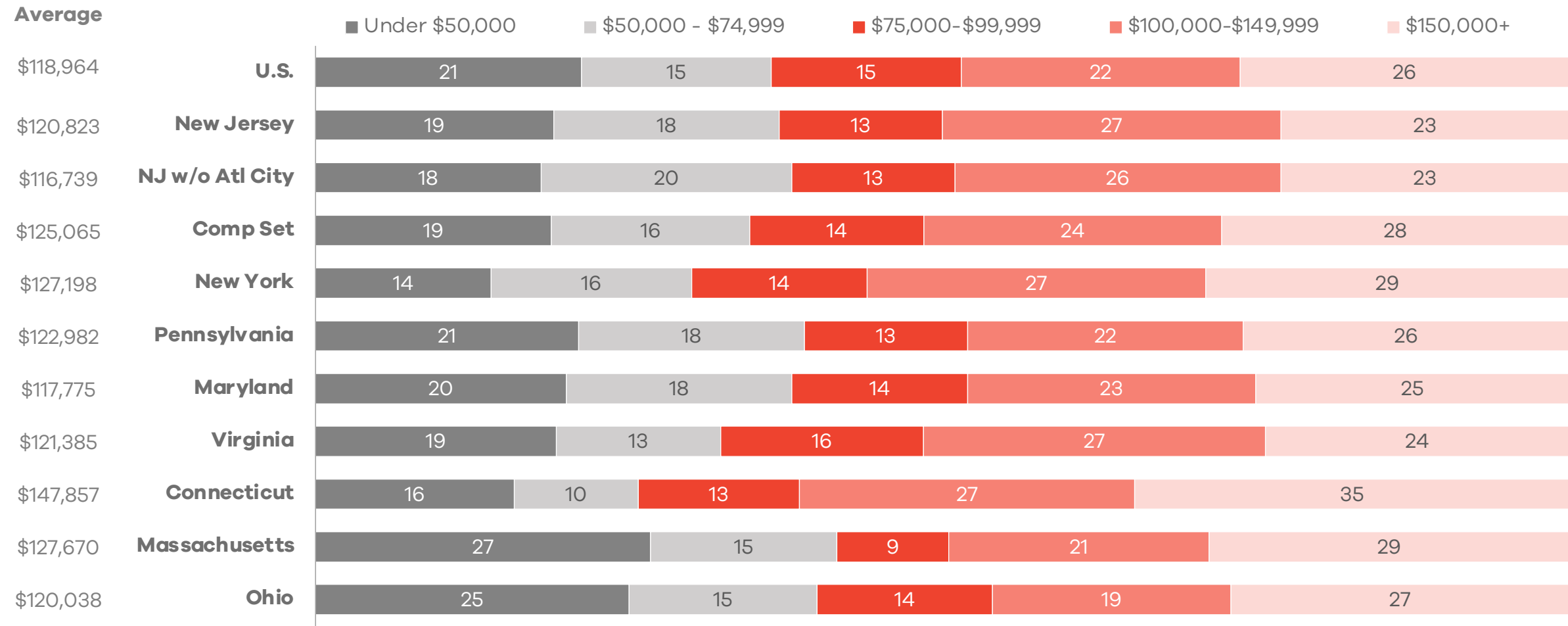
Sexual Orientation Distribution: U.S., New Jersey, and Comp Set



Segment: Overnight Leisure Person-Stays (%) • n=683 household count

Source: 2022 *PERFORMANCE/Monitor*SM

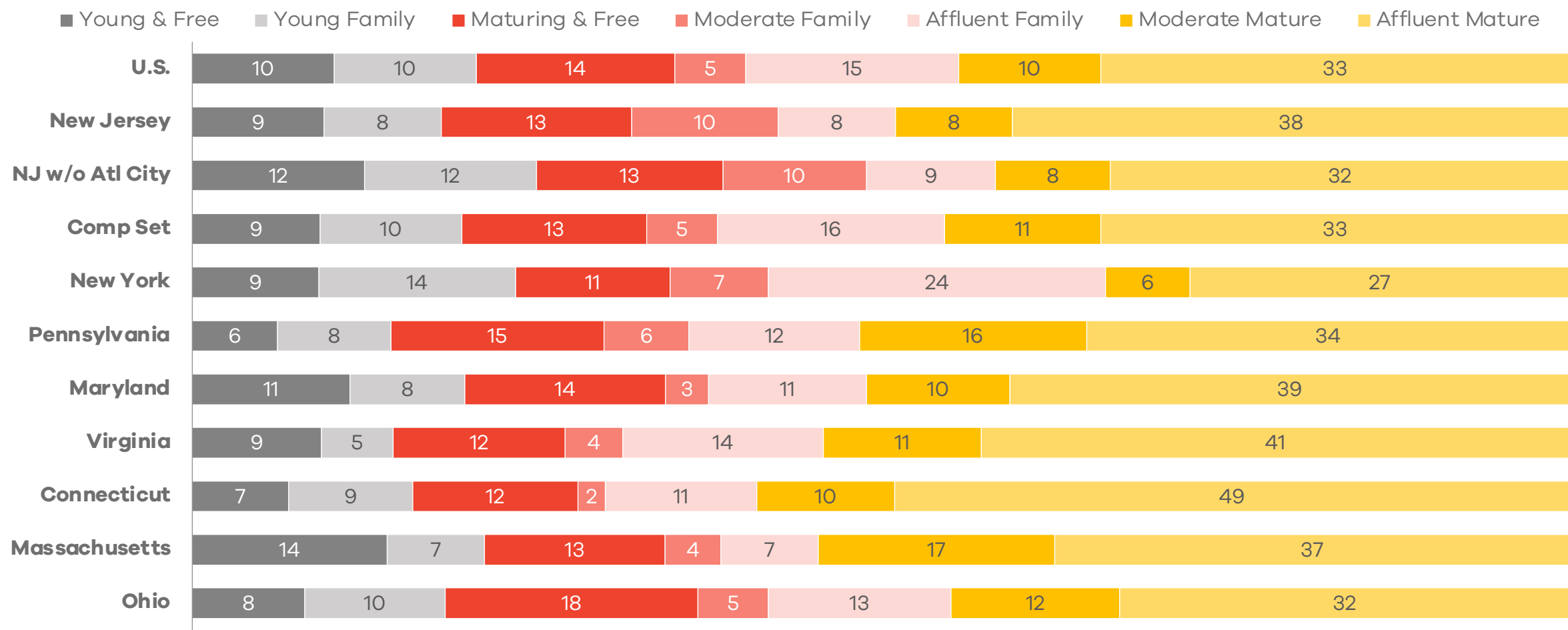
Household Income Distribution: U.S., New Jersey, and Comp Set



Segment: Overnight Leisure Person-Stays (%) • n=673 household count

Source: 2022 PERFORMANCE/MonitorSM

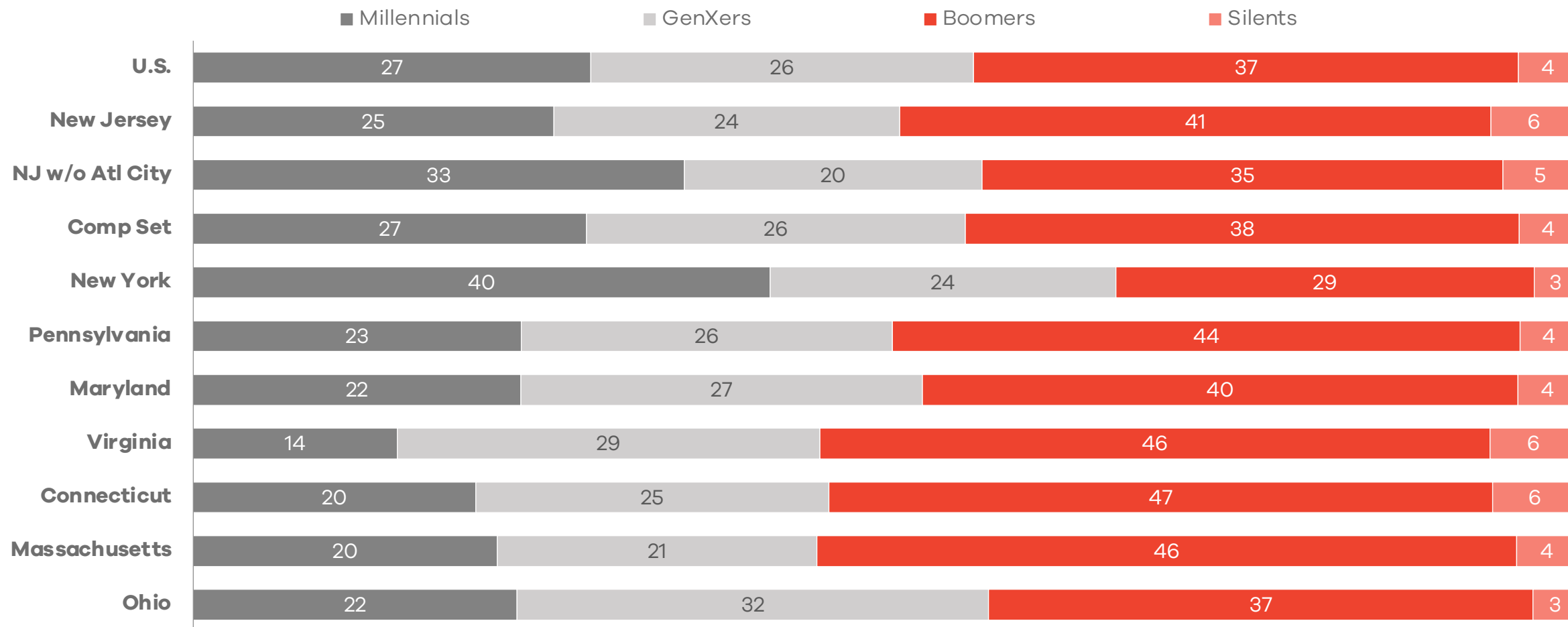
Lifestage Distribution: U.S., New Jersey, and Comp Set



Segment: Overnight Leisure Person-Stays (%) • n=683 household count

Source: 2022 PERFORMANCE/MonitorSM

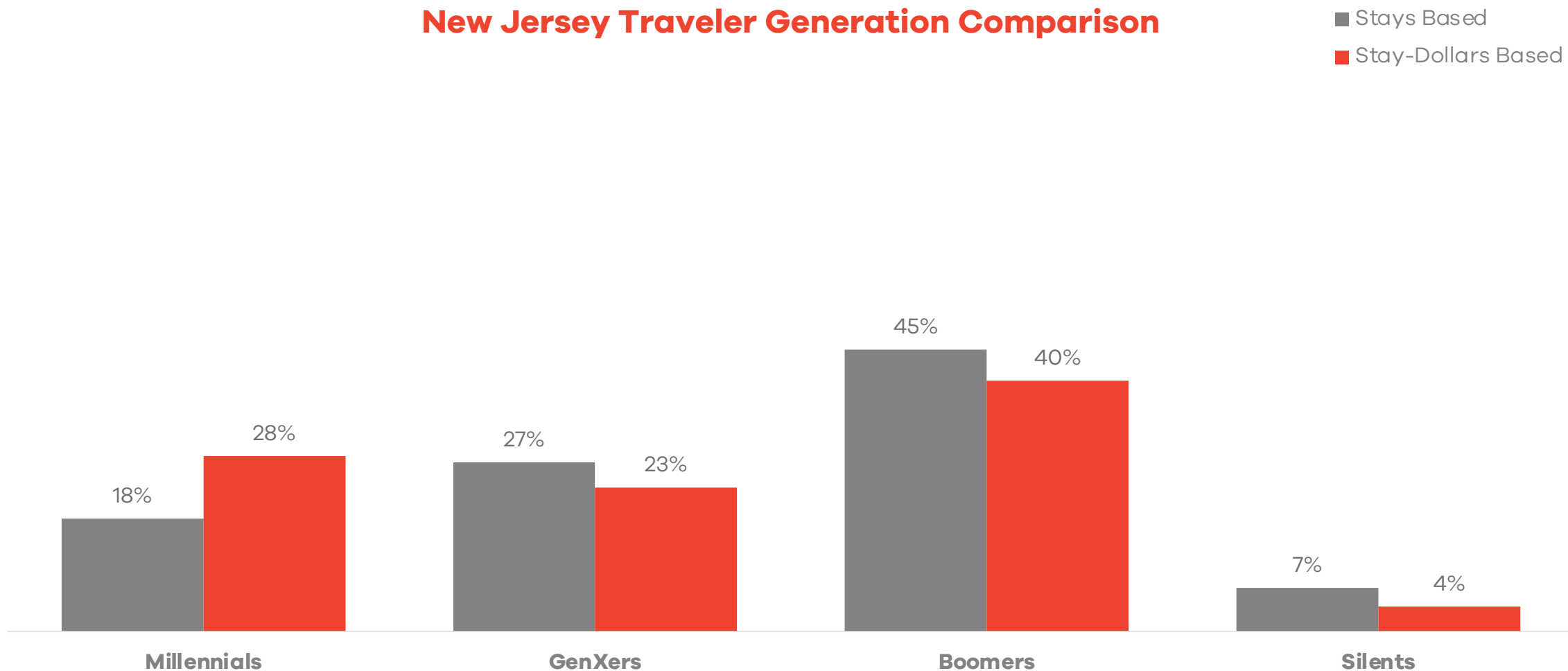
Traveler Generation Distribution: U.S., New Jersey, and Comp Set



Segment: Overnight Leisure Person-Stays (%) • n=683 household count

Source: 2022 PERFORMANCE/MonitorSM

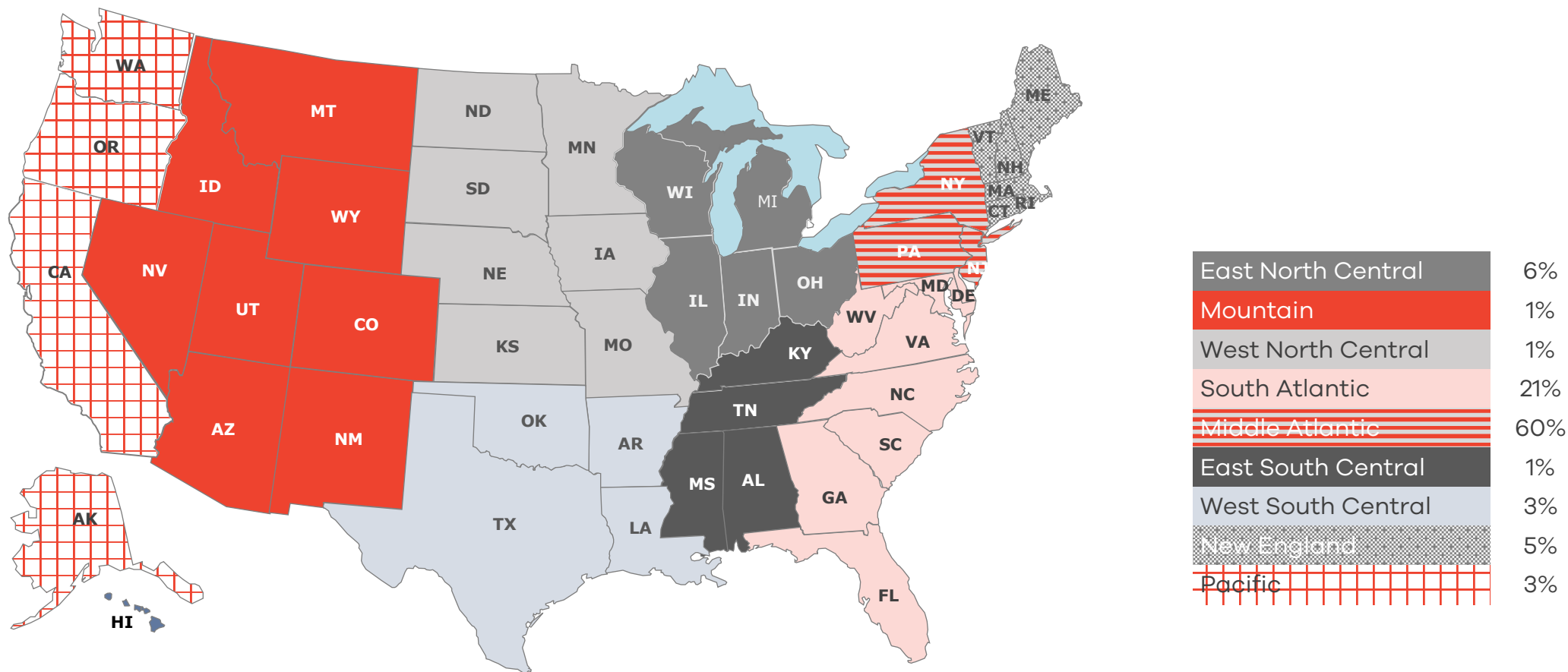
New Jersey Traveler Generation Comparison



Segment: Overnight Leisure (%) • n=2,037 household count

Source: 2020-2022 *PERFORMANCE|Monitor*SM

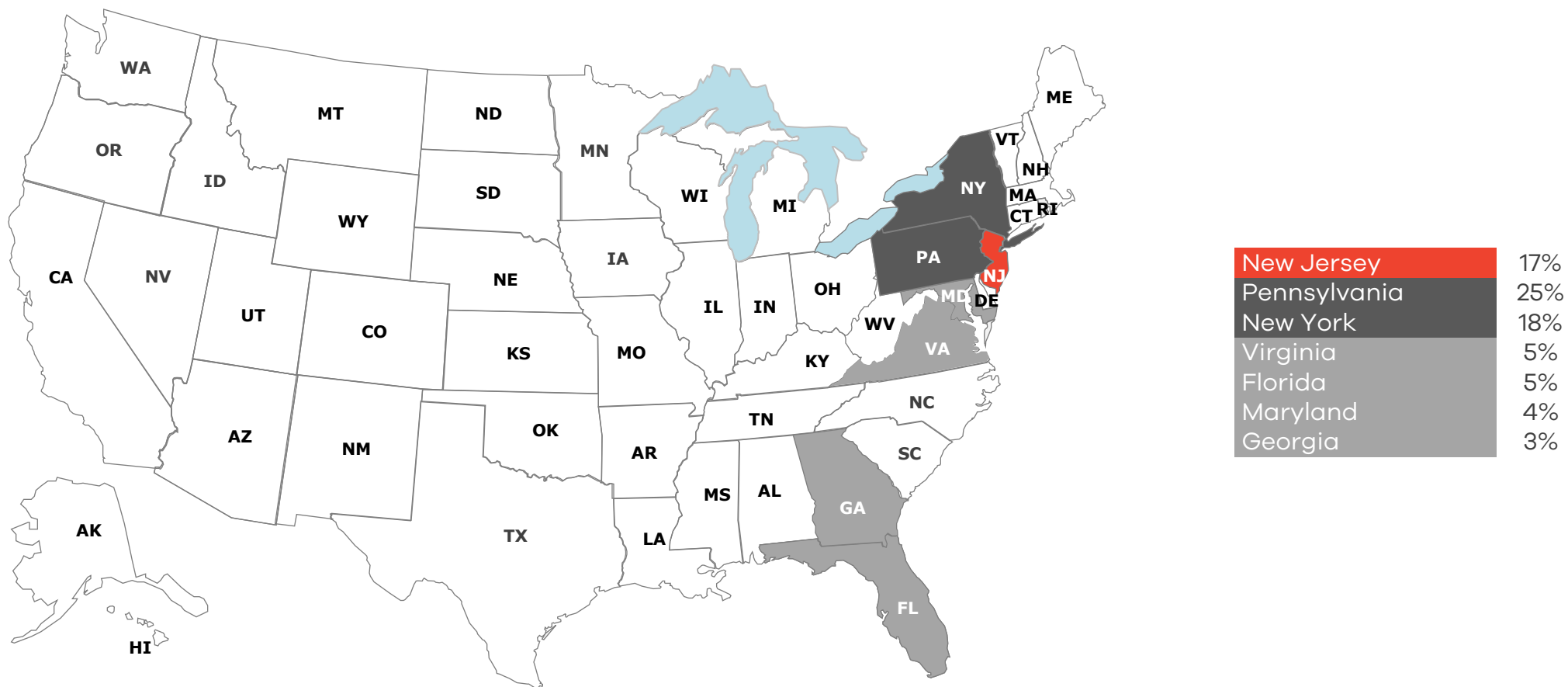
Origin Divisions For Travel To New Jersey



Segment: Overnight Leisure Person-Stays (%) • n=675 household count

Source: 2022 PERFORMANCE/MonitorSM

Top Origin States For Travel To New Jersey



Segment: Overnight Leisure Person-Stays (%) • n=675 household count

Source: 2022 PERFORMANCE/MonitorSM

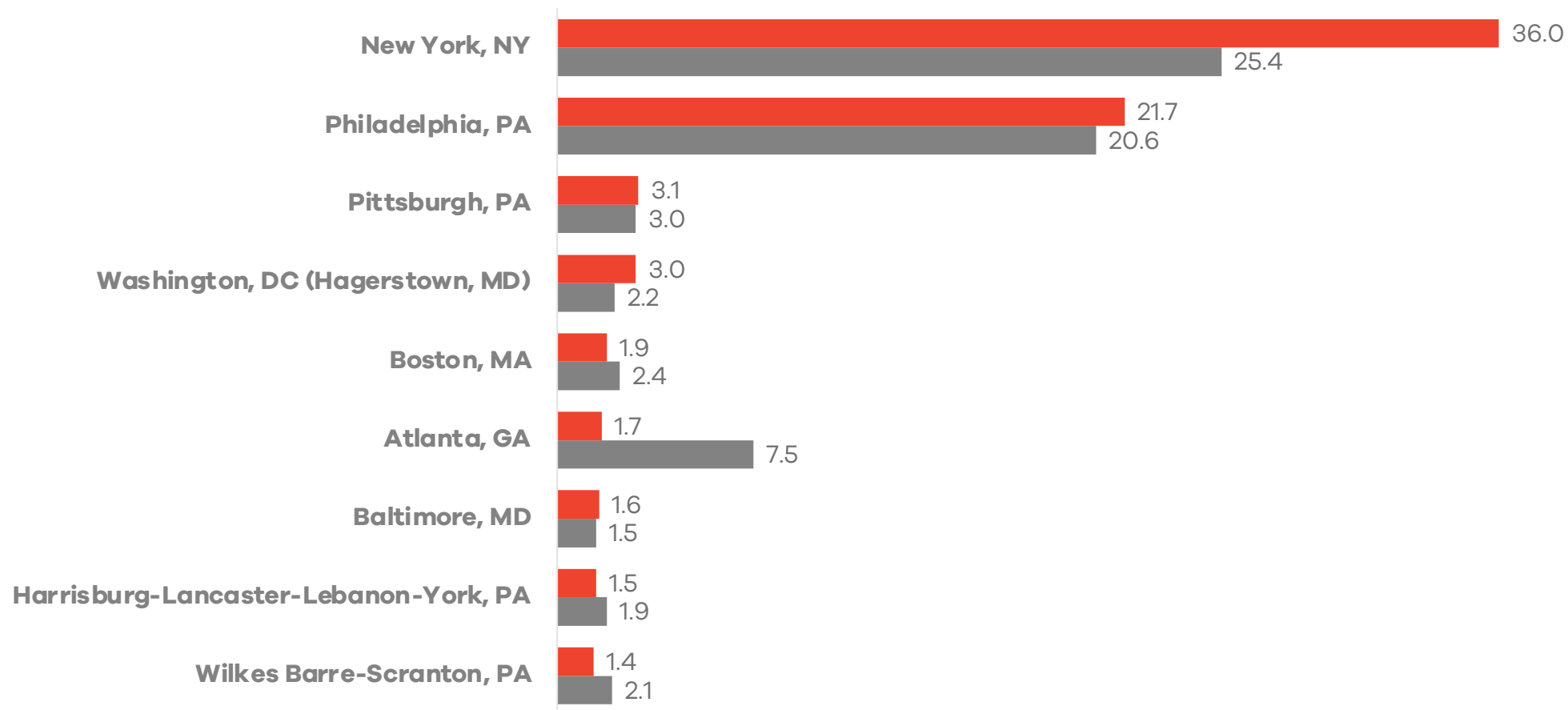
	U.S.	New Jersey	NJ w/o Atl City	Comp Set	New York	Pennsylvania	Maryland	Virginia	Connecticut	Massachusetts	Ohio
New York, NY	6.0%	29.8%	20.4%	13.5%	17.9%	13.6%	8.6%	11.0%	23.2%	11.4%	2.4%
Philadelphia, PA	2.9%	20.6%	15.4%	7.9%	5.9%	18.4%	12.4%	4.0%	7.8%	4.6%	1.7%
Washington, DC (Hagerstown, MD)	2.4%	5.3%	4.5%	6.8%	2.6%	7.4%	17.8%	19.5%	3.0%	0.9%	1.0%
Harrisburg-Lancaster- Lebanon-York, PA	0.7%	3.5%	5.3%	2.4%	1.8%	5.4%	2.3%	3.6%	0.0%	0.5%	0.2%
Atlanta, GA	2.2%	3.2%	3.2%	1.1%	1.8%	0.7%	0.2%	1.1%	*	0.3%	0.9%
Pittsburgh, PA	0.9%	2.8%	2.2%	2.6%	1.1%	7.5%	3.5%	0.8%	1.1%	1.6%	3.1%
Tampa-St. Petersburg (Sarasota), FL	1.8%	1.6%	2.3%	1.6%	2.1%	1.6%	0.1%	1.0%	5.3%	1.2%	0.9%
West Palm Beach-Fort Pierce, FL	0.9%	1.5%	2.3%	0.8%	1.6%	0.2%	1.0%	0.2%	0.4%	0.9%	0.1%
Portland-Auburn, ME	0.2%	1.4%	2.2%	0.6%	0.3%	*	0.1%	0.4%	0.6%	3.5%	0.2%
Richmond-Petersburg, VA	0.5%	1.3%	2.1%	1.3%	0.3%	0.2%	5.5%	4.4%	0.2%	0.4%	*
Top 10 Sum	18.5%	71.0%	59.9%	38.6%	35.4%	55.0%	51.5%	46.0%	41.6%	25.3%	10.5%

Segment: Overnight Leisure Person-Stays (%) • n=675 household count

Source: 2022 PERFORMANCE/MonitorSM

New Jersey Origin DMA Comparison

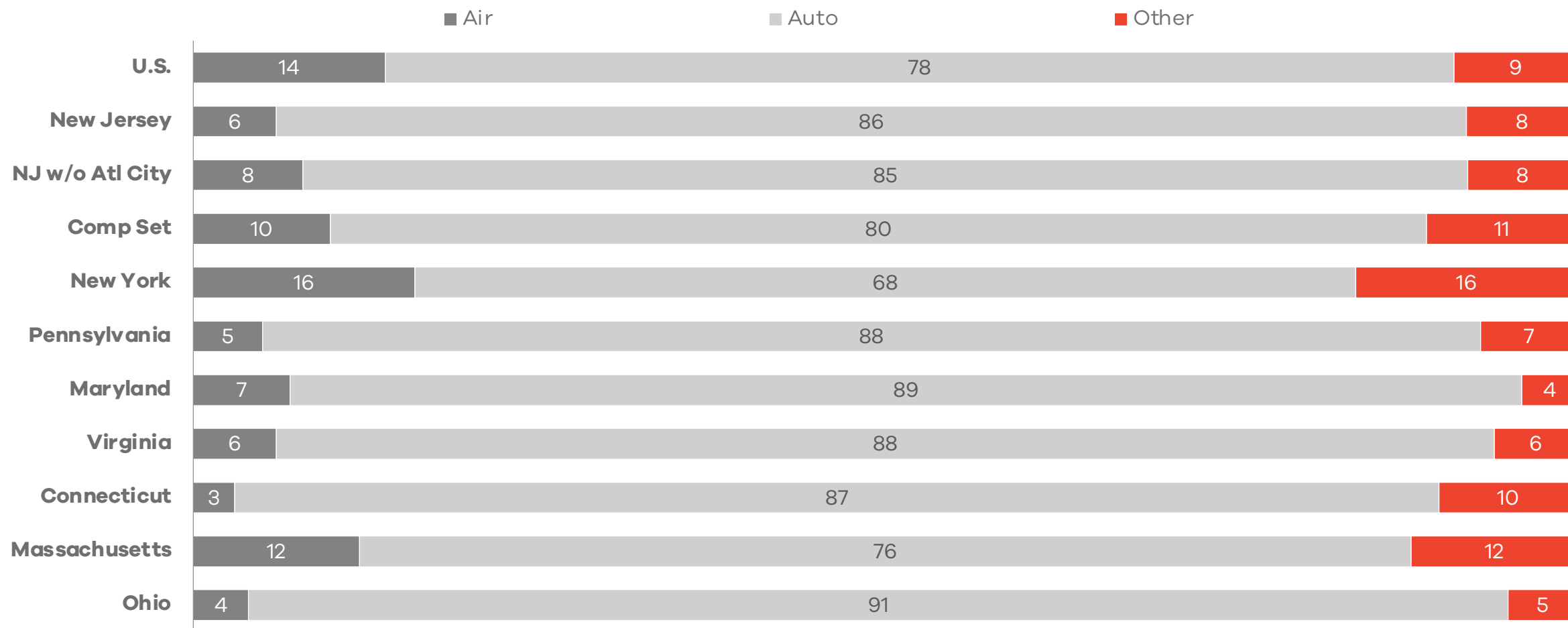
■ Stays Based
■ Stay-Dollars Based



Segment: Overnight Leisure (%) • n=2,016 household count

Source: 2020-2022 PERFORMANCE/MonitorSM

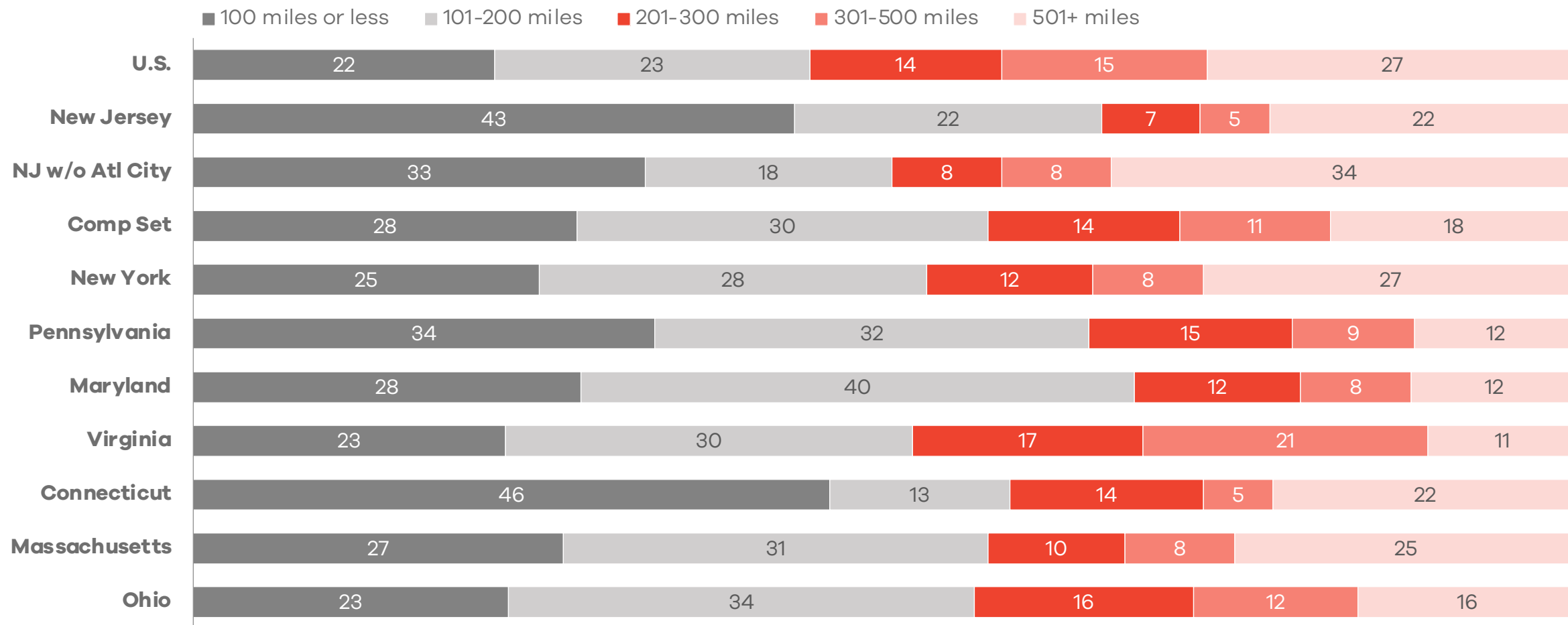
Main Mode of Transportation: U.S., New Jersey, and Comp Set



Segment: Overnight Leisure Person-Stays (%) • n=683 household count

Source: 2022 PERFORMANCE/MonitorSM

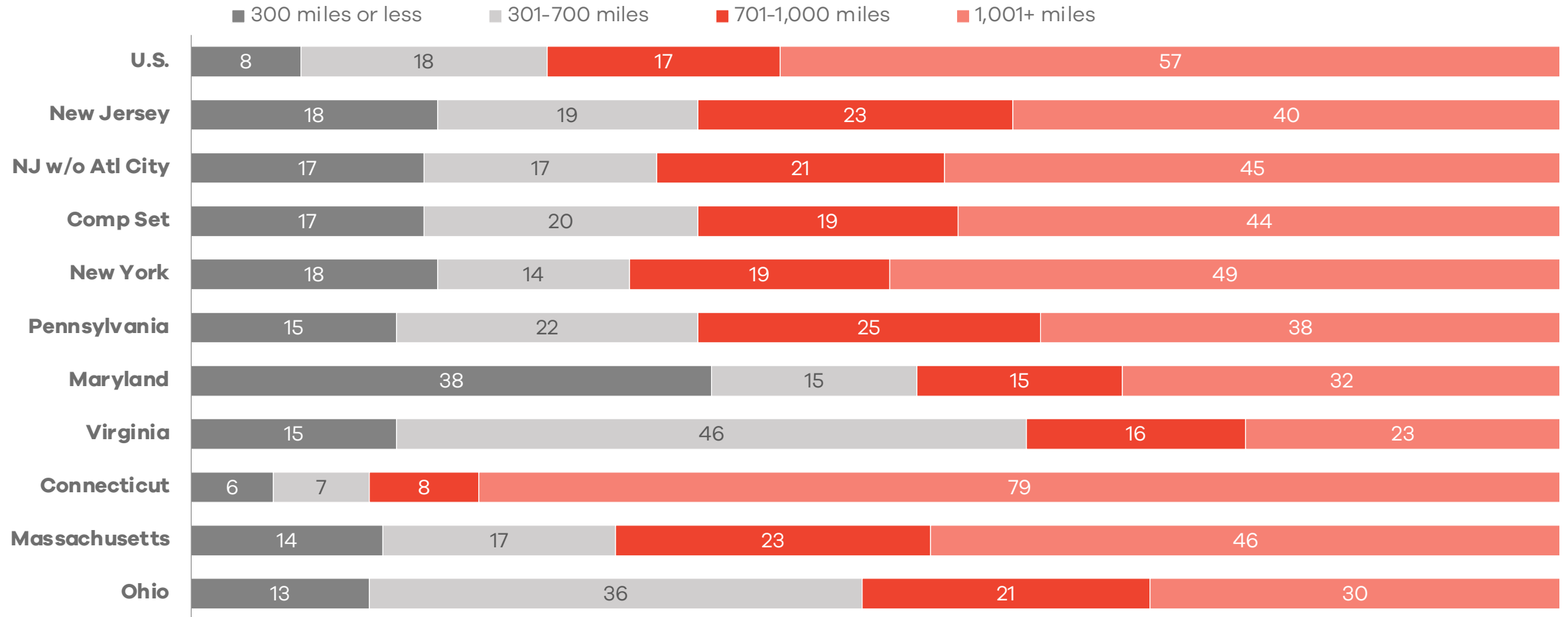
One-Way Travel Distance by Auto: U.S., New Jersey, and Comp Set



Segment: Overnight Leisure Person-Stays (%) • n=486 household count

Source: 2022 PERFORMANCE/MonitorSM

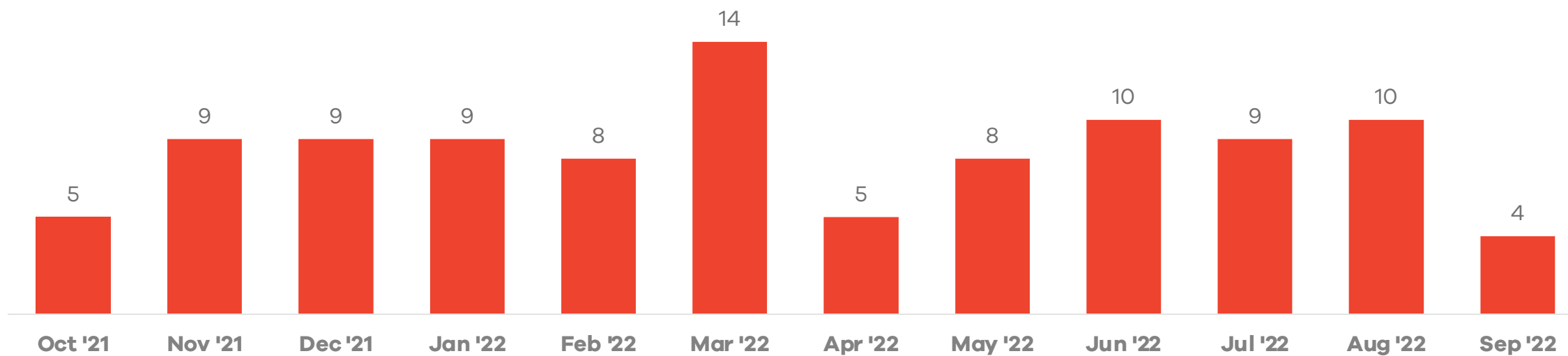
One-Way Travel Distance by Air: U.S., New Jersey, and Comp Set



Segment: Overnight Leisure Person-Stays (%) • n=160 household count

Source: 2022 PERFORMANCE/MonitorSM

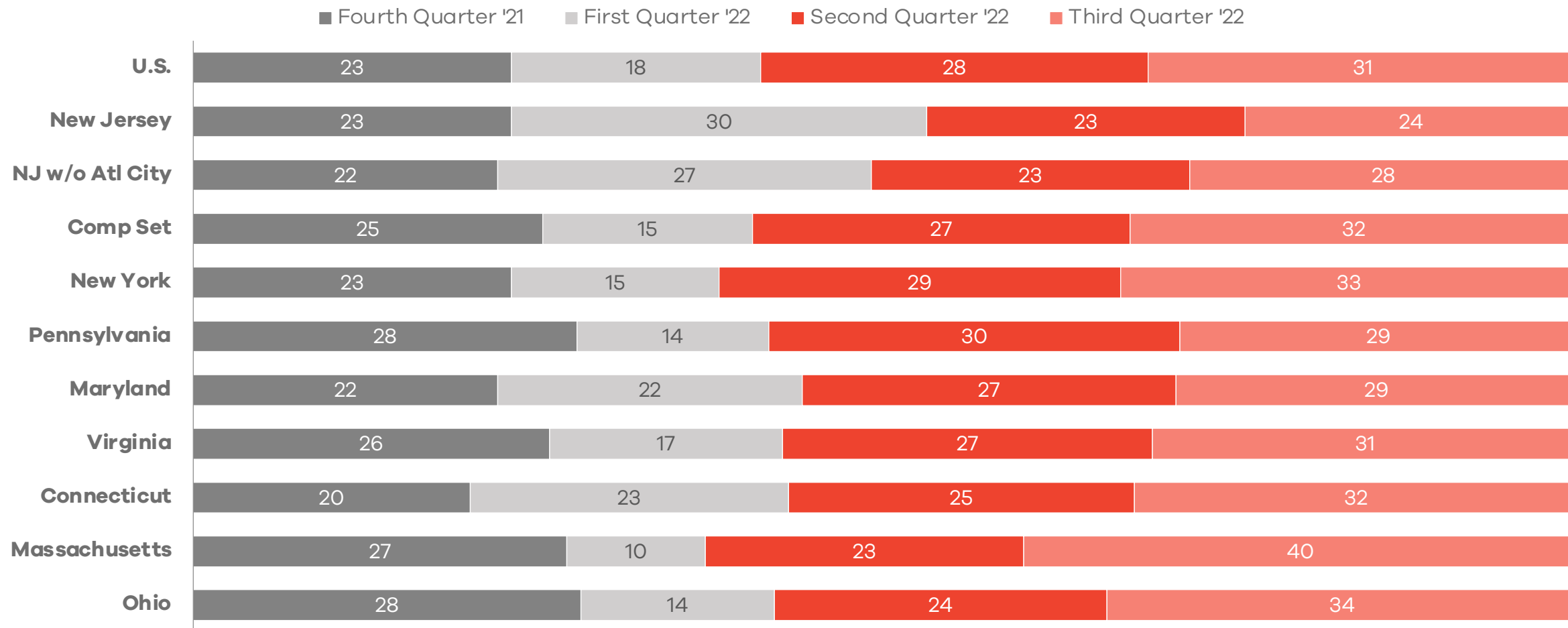
New Jersey Month Trip Started



Segment: Overnight Leisure Person-Stays (%) • n=683 household count

Source: 2022 *PERFORMANCE/Monitor*SM

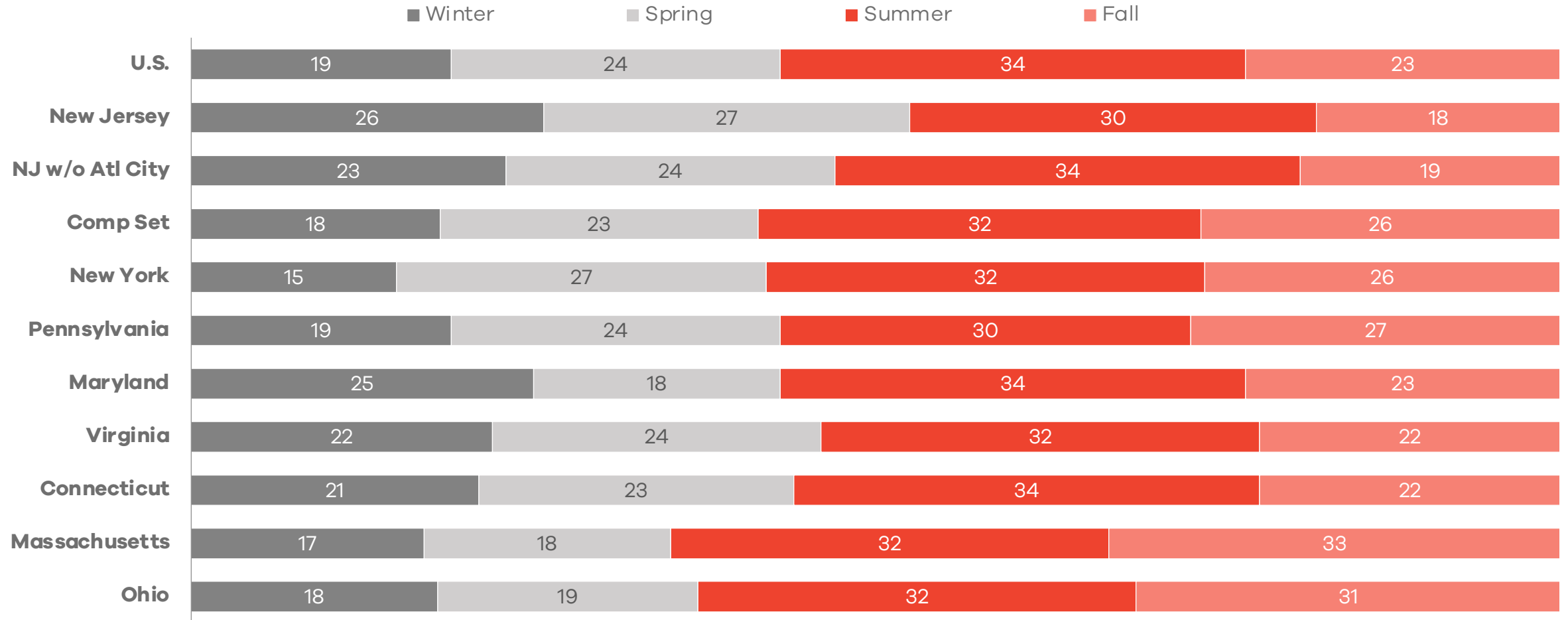
Trip Timing by Quarter: U.S., New Jersey, and Comp Set



Segment: Overnight Leisure Person-Stays (%) • n=683 household count

Source: 2022 PERFORMANCE/MonitorSM

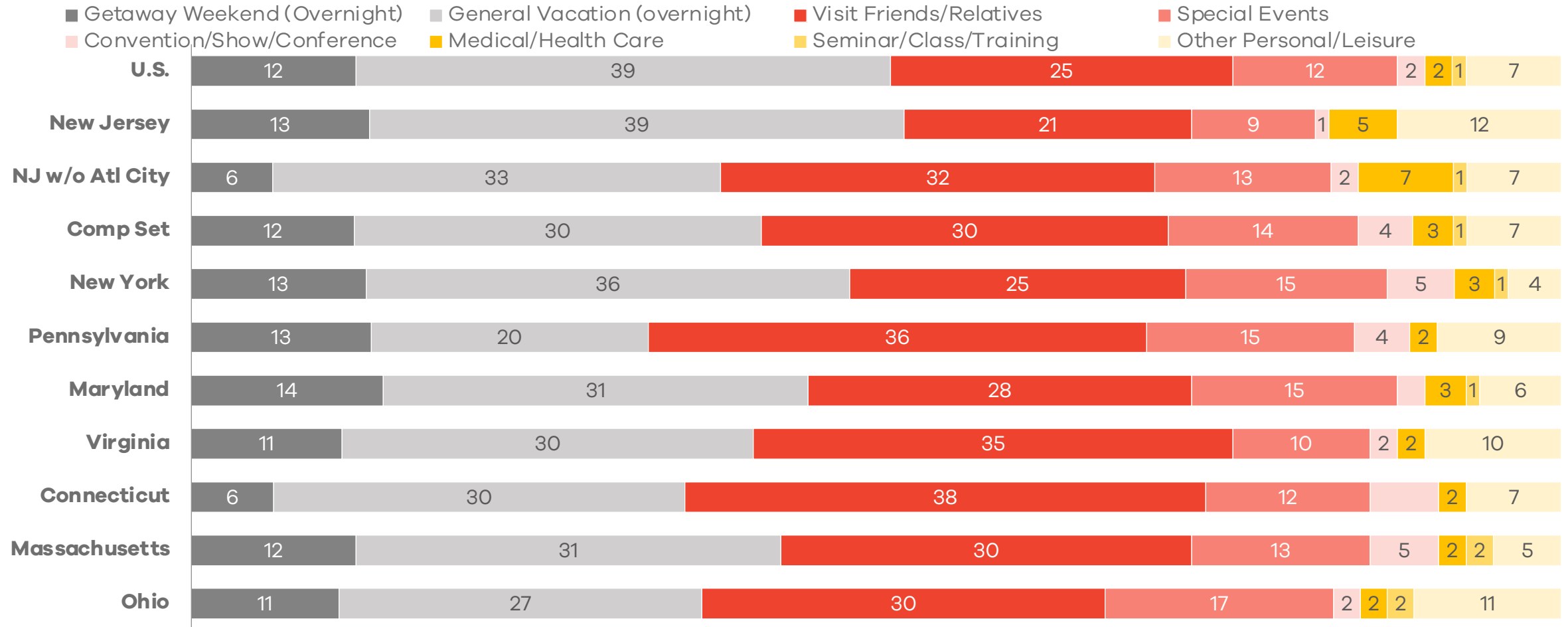
Trip Timing by Season: U.S., New Jersey, and Comp Set



Segment: Overnight Leisure Person-Stays (%) • n=683 household count

Source: 2022 PERFORMANCE/MonitorSM

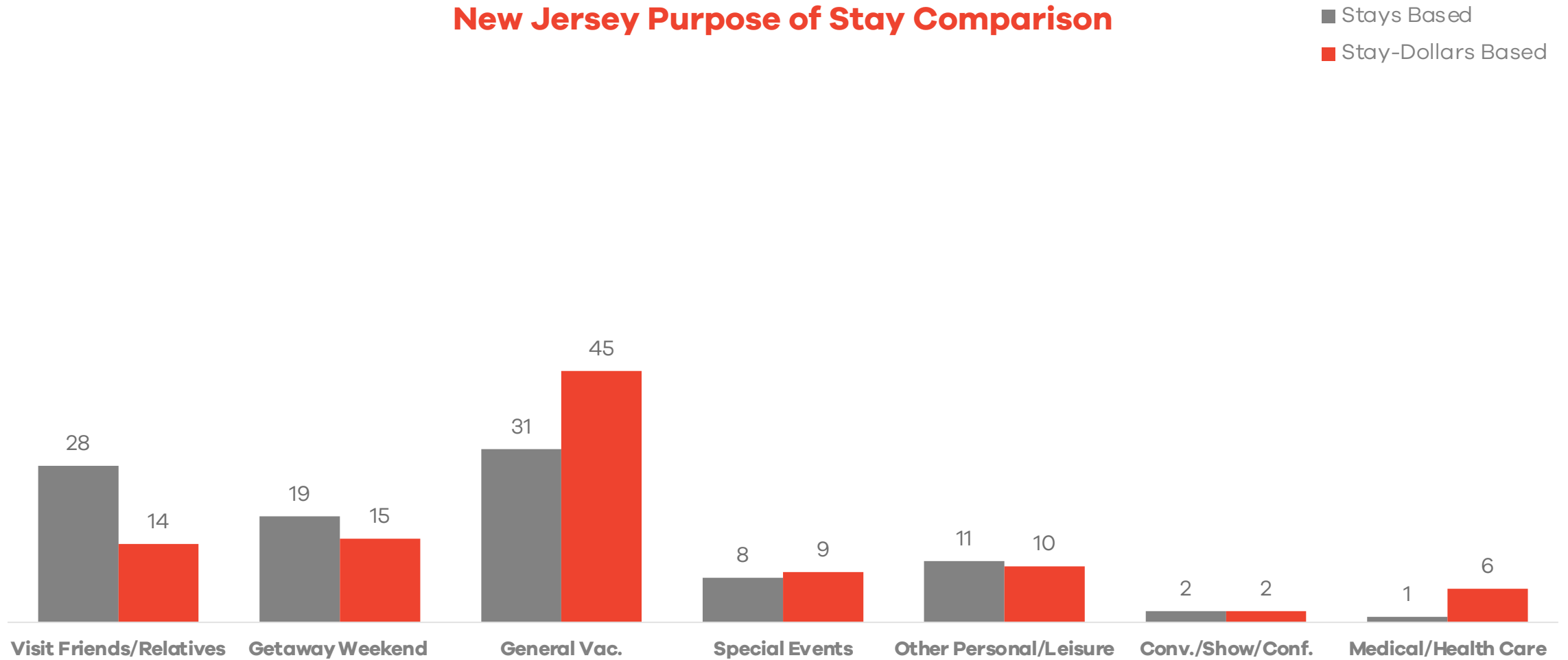
Purpose of Trip Distribution: U.S., New Jersey, and Comp Set



Segment: Overnight Leisure Person-Stays (%) • n=683 household count

Source: 2022 PERFORMANCE/MonitorSM

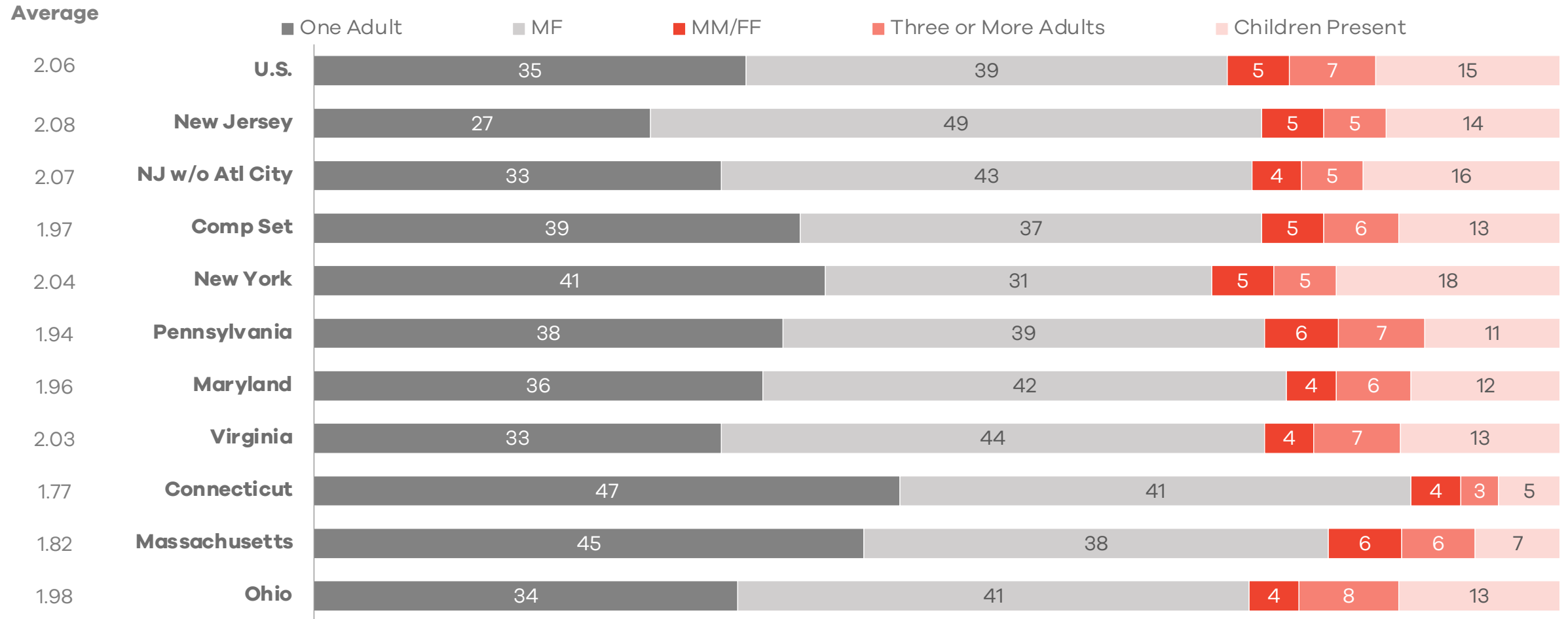
New Jersey Purpose of Stay Comparison



Segment: Overnight Leisure (%) • n=2,037 household count

Source: 2020-2022 *PERFORMANCE|Monitor*SM

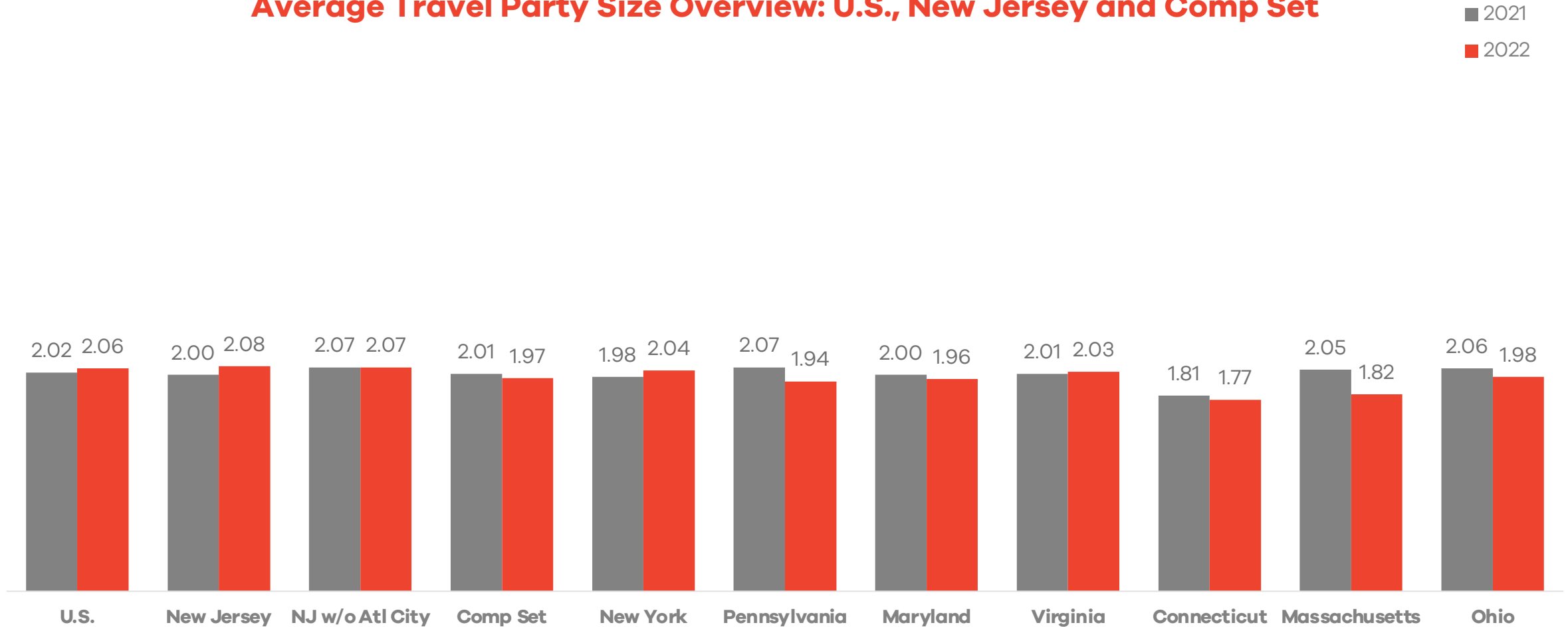
Travel Party Composition: U.S., New Jersey, and Comp Set



Segment: Overnight Leisure Person-Stays (%) • n=683 household count

Source: 2022 PERFORMANCE/MonitorSM

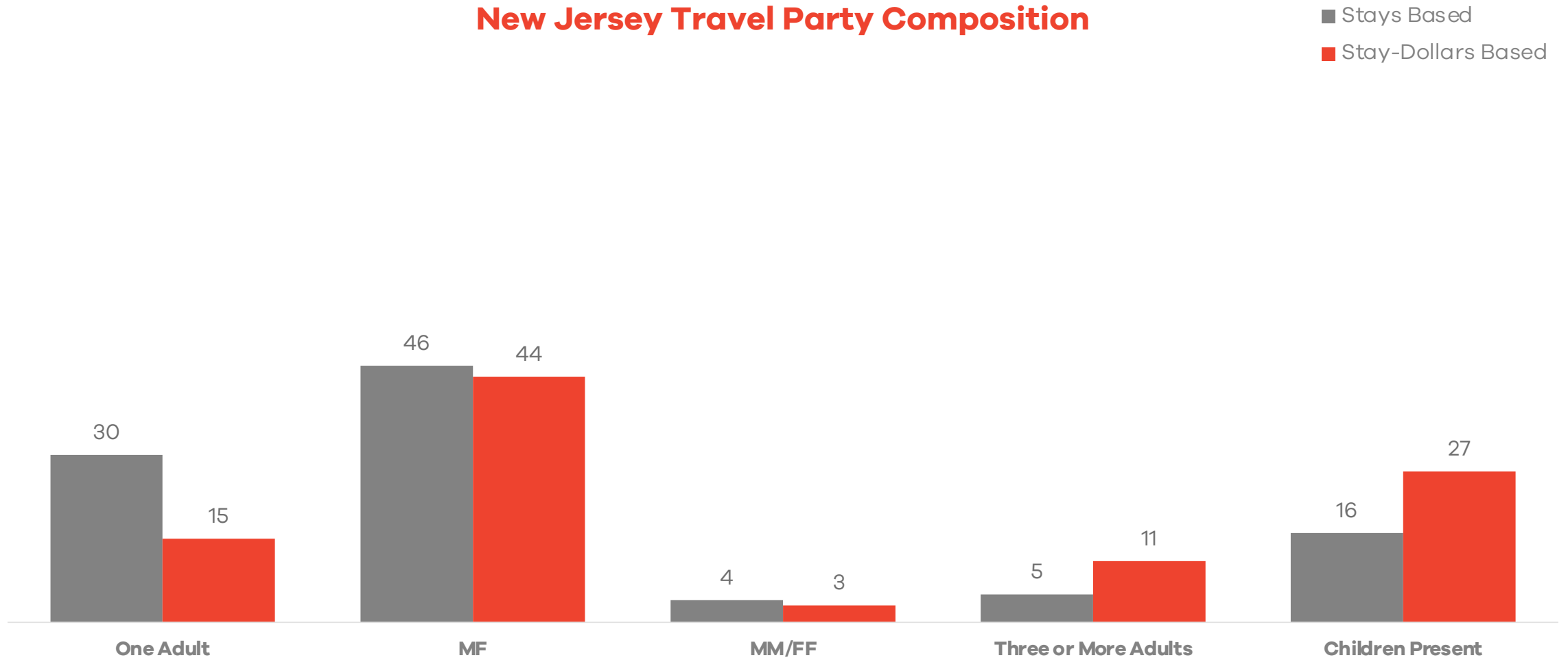
Average Travel Party Size Overview: U.S., New Jersey and Comp Set



Segment: Overnight Leisure Stays (%) • n=683 household count

Source: 2022 PERFORMANCE/MonitorSM

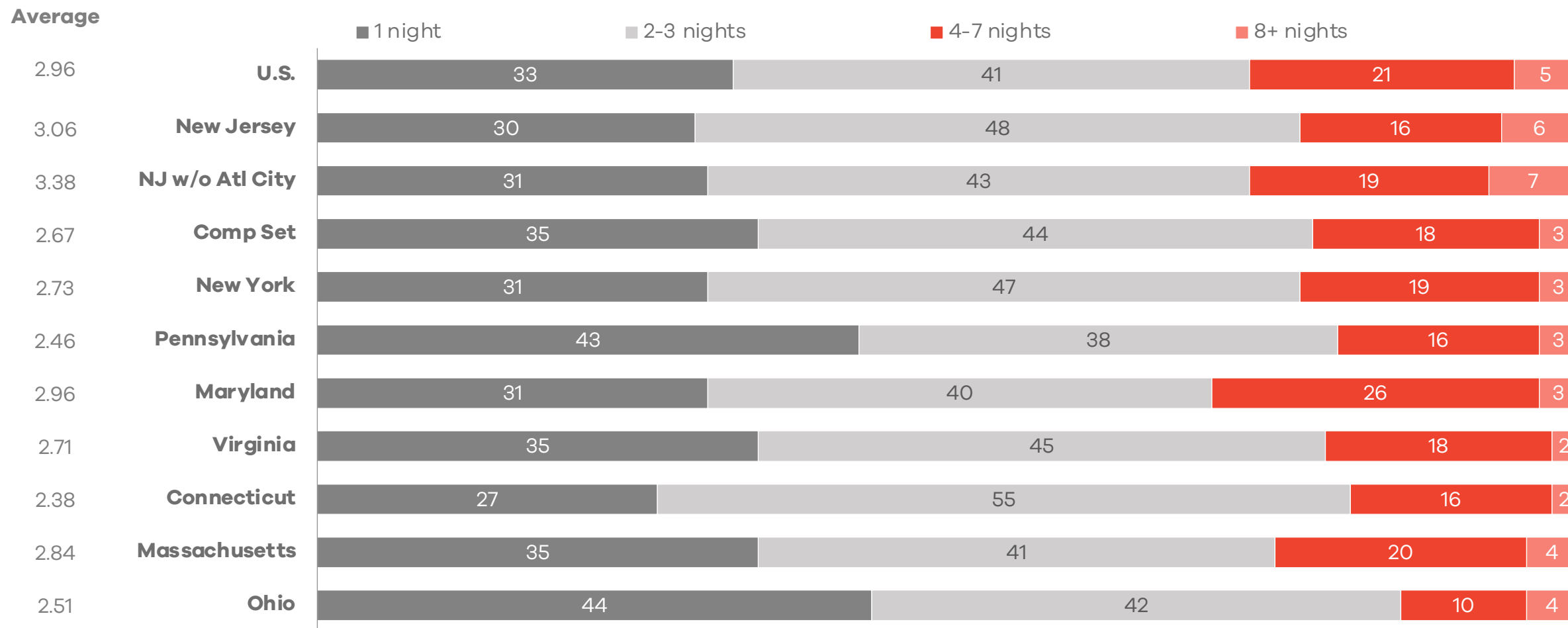
New Jersey Travel Party Composition



Segment: Overnight Leisure (%) • n=2,037 household count

Source: 2020-2022 *PERFORMANCE/Monitor*SM

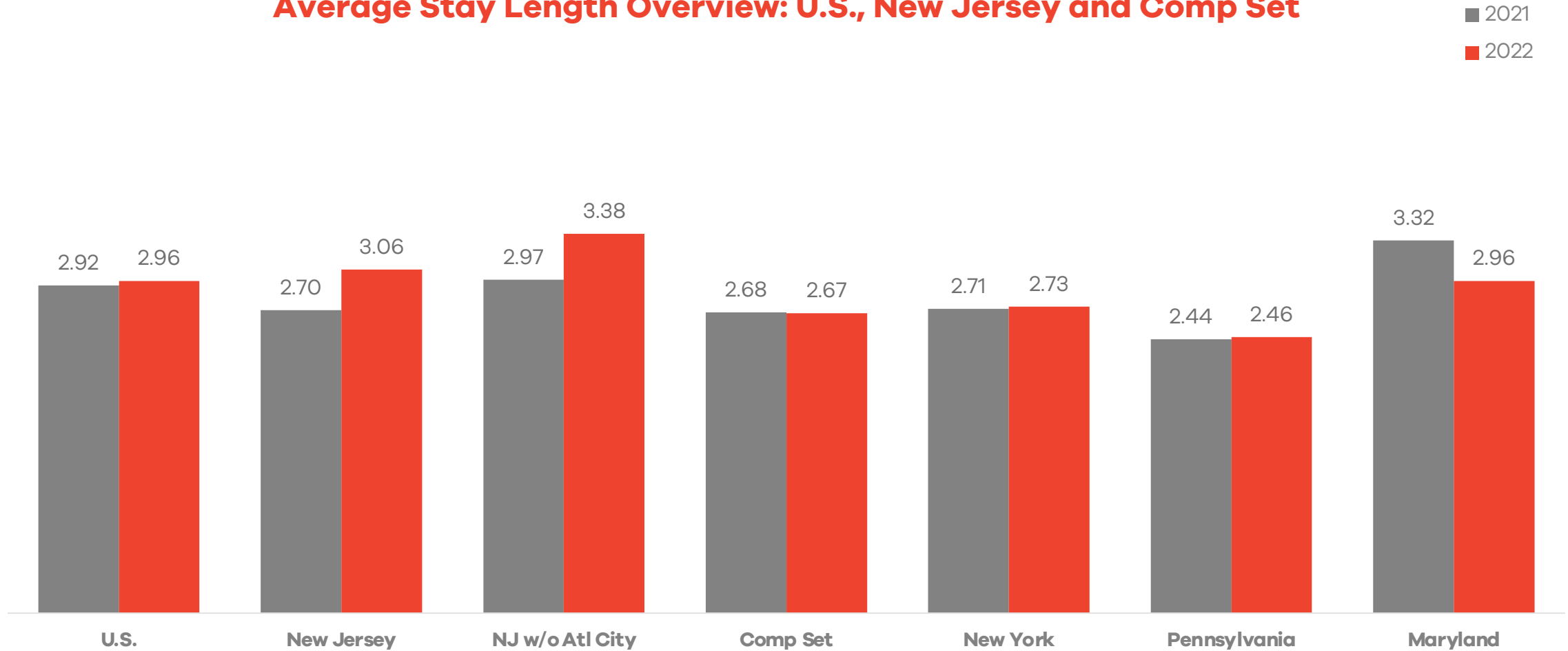
Stay Length Distribution: U.S., New Jersey, and Comp Set



Segment: Overnight Leisure Person-Stays (%) • n=683 household count

Source: 2022 PERFORMANCE/MonitorSM

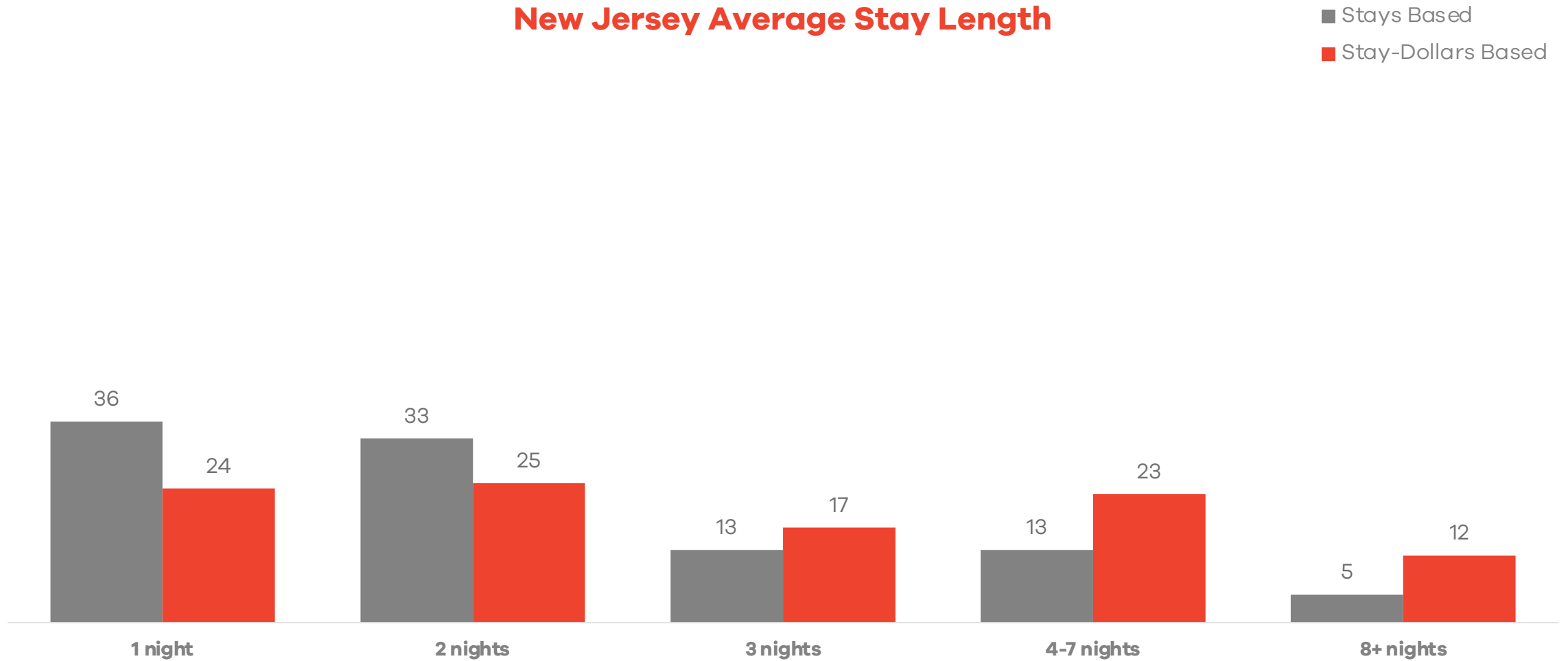
Average Stay Length Overview: U.S., New Jersey and Comp Set



Segment: Overnight Leisure Stays (%) • n=683 household count

Source: 2022 *PERFORMANCE/Monitor*SM

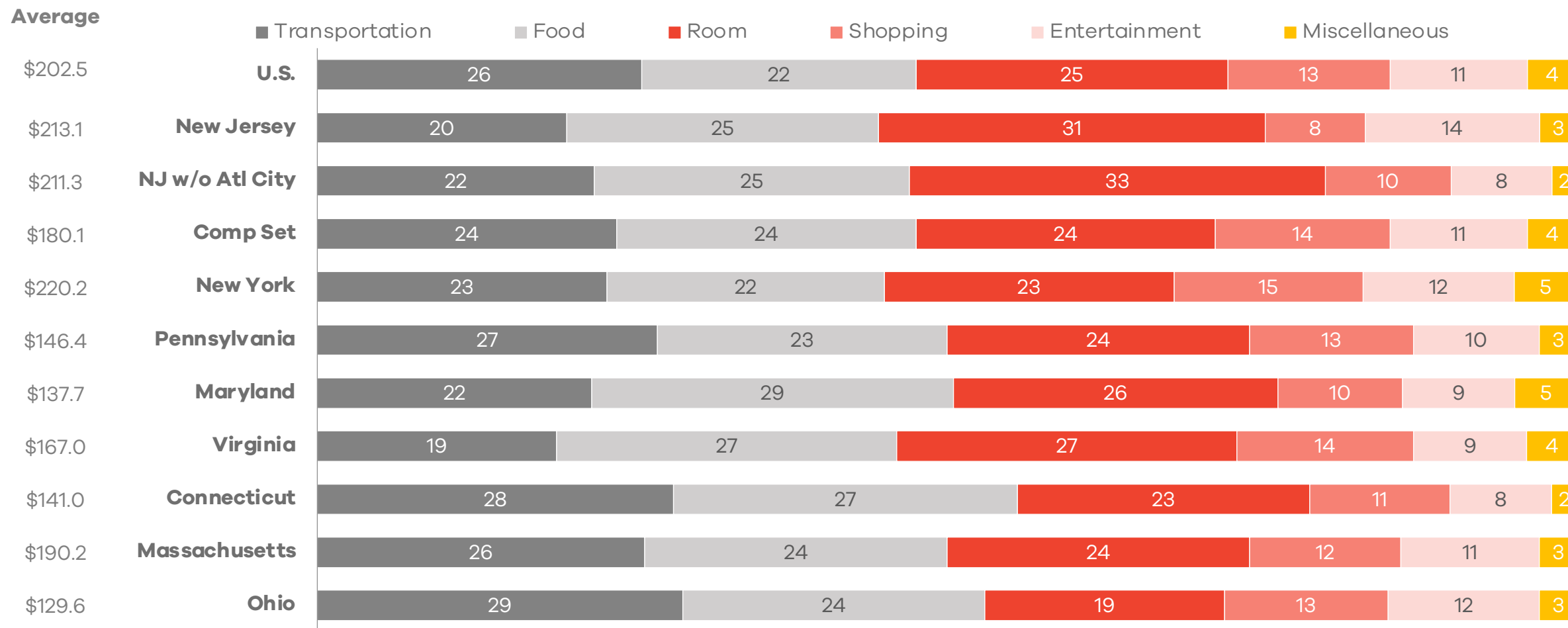
New Jersey Average Stay Length



Segment: Overnight Leisure (%) • n=2,037household count

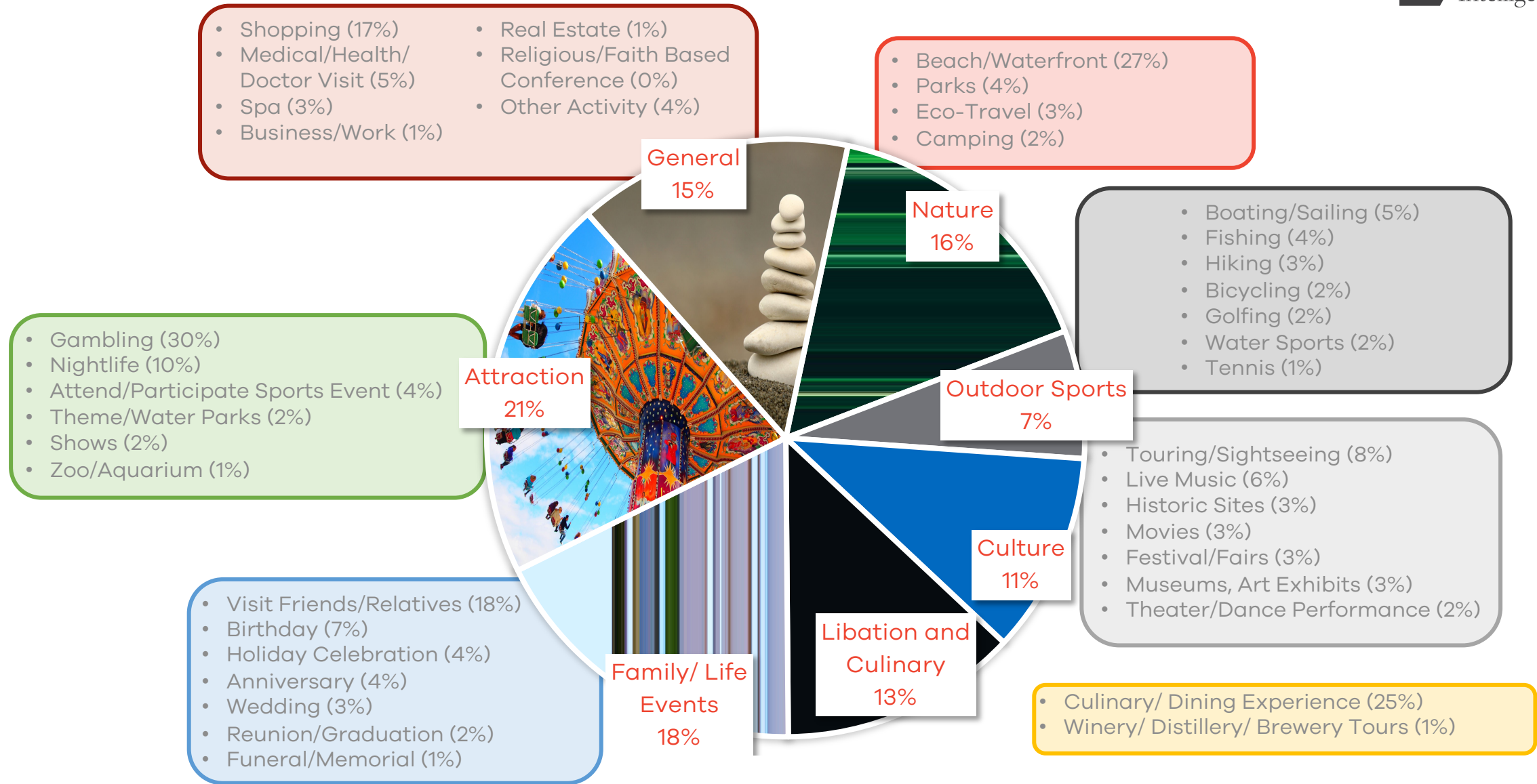
Source: 2020-2022 *PERFORMANCE|Monitor*SM

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



Segment: Overnight Leisure Person-Days (%) • n=559 household count

Source: 2022 PERFORMANCE/MonitorSM



Segment: Overnight Leisure Person-Stayers (%) • n=683 household count

Source: 2022 PERFORMANCE/MonitorSM

Top Activities in the Destination

	U.S.	NJ	NJ w/o Atl City	Comp Set	NY	PA	MD	VA	CT	MA	OH
Gambling	7%	30%	4%	4%	5%	3%	3%	1%	19%	3%	2%
Beach/Waterfront	18%	27%	31%	10%	11%	4%	24%	14%	10%	11%	3%
Culinary/Dining	22%	25%	20%	21%	20%	20%	16%	29%	17%	22%	16%
Visit Friends/Relatives	19%	18%	27%	23%	21%	22%	26%	23%	34%	24%	21%
Shopping	21%	17%	18%	20%	20%	19%	24%	22%	17%	18%	19%
Nightlife	7%	10%	6%	6%	8%	3%	11%	4%	3%	7%	4%
Touring/Sightseeing	15%	8%	9%	13%	14%	14%	8%	13%	6%	21%	8%
Birthday Celebration	10%	7%	9%	9%	11%	7%	11%	8%	5%	7%	7%
Live Music	5%	6%	3%	5%	6%	5%	4%	3%	4%	6%	5%
Medical/Health/Doctor Visit	1%	5%	8%	2%	2%	2%	4%	1%	3%	2%	1%
Boating/Sailing	5%	5%	7%	4%	4%	2%	5%	4%	2%	4%	4%
Anniversary Celebration	4%	4%	5%	6%	6%	8%	9%	2%	6%	8%	3%
Fishing	5%	4%	6%	4%	6%	3%	3%	5%	0%	3%	3%
Holiday Celebration	5%	4%	6%	6%	5%	7%	4%	6%	7%	13%	5%
Parks (national/state, etc.)	9%	4%	5%	7%	8%	7%	9%	7%	4%	5%	6%
Wedding	2%	3%	5%	3%	3%	3%	3%	1%	8%	3%	4%
Historic Sites	9%	3%	5%	12%	12%	14%	6%	11%	6%	20%	8%
Museums, Art Exhibits, etc.	7%	3%	4%	9%	11%	10%	4%	7%	2%	10%	7%
Festival/Fairs	4%	3%	4%	4%	5%	5%	3%	4%	3%	3%	4%
Movies	4%	3%	4%	4%	5%	2%	5%	2%	2%	8%	4%
Wildlife Viewing (birds, whales, etc.)	3%	3%	4%	2%	2%	2%	4%	2%	1%	2%	2%
Spa/Wellness	2%	3%	1%	2%	2%	3%	0%	2%	1%	1%	*

Segment: Overnight Leisure Person-Stays (%) • n=683 household count

Source: 2022 PERFORMANCE/MonitorSM

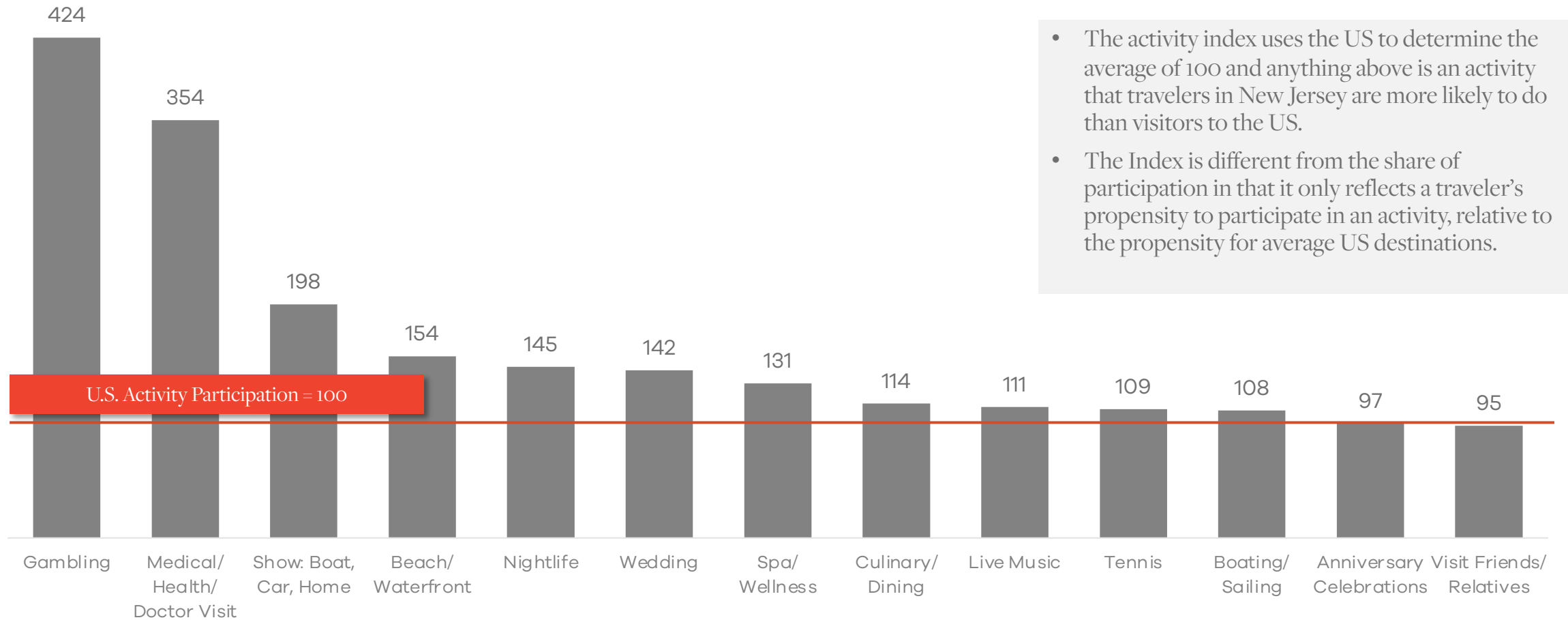
Visitor Profile / Activity Participation **Top Activities in the Destination**

	U.S.	NJ	NJ w/o Atl City	Comp Set	NY	PA	MD	VA	CT	MA	OH
Amateur Sports (attend/participate)	4%	3%	2%	5%	5%	5%	5%	5%	2%	3%	10%
Hiking	10%	3%	4%	9%	13%	8%	8%	8%	4%	8%	4%
Show: Boat, Car, Home	1%	2%	4%	1%	1%	2%	2%	1%	1%	2%	1%
Camping	4%	2%	3%	4%	7%	3%	5%	2%	3%	3%	3%
Bicycling	4%	2%	3%	4%	6%	2%	7%	3%	2%	3%	5%
Golfing	3%	2%	3%	3%	5%	2%	4%	2%	1%	1%	6%
Water Sports	2%	2%	3%	1%	2%	1%	1%	3%	1%	1%	1%
Theme/Water Parks	5%	2%	2%	4%	3%	3%	2%	6%	1%	1%	8%
Theater/Dance Performance	2%	2%	1%	3%	4%	3%	0%	2%	1%	1%	1%
Reunion/Graduation	2%	2%	2%	3%	3%	4%	2%	1%	1%	5%	1%
Zoo/Aquarium	3%	1%	2%	2%	3%	2%	1%	3%	1%	2%	2%
Other Personal Celebrations	2%	1%	2%	2%	3%	3%	1%	2%	3%	3%	1%
Tennis	1%	1%	2%	1%	2%	0%	2%	1%	0%	0%	1%
Funeral/Memorial	2%	1%	2%	2%	4%	1%	4%	1%	2%	1%	3%
Professional Sports Event	2%	1%	1%	2%	2%	3%	2%	1%	0%	4%	6%
Business/Work	2%	1%	1%	2%	5%	1%	0%	1%	2%	2%	2%
Winery/Distillery/Brewery Tours	3%	1%	1%	3%	3%	3%	2%	4%	0%	1%	3%
Eco/Sustainable Travel	1%	1%	1%	1%	1%	*	1%	3%	0%	2%	0%
Real Estate (buy/sell)	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	0%
College Sports Event	1%	0%	1%	1%	2%	1%	0%	1%	0%	1%	1%
Service/Volunteerism/Charity	1%	0%	1%	1%	2%	0%	1%	0%	*	0%	*
Extreme/Adventure Sports	1%	0%	0%	1%	2%	1%	1%	1%	0%	2%	0%

Segment: Overnight Leisure Person-Stays (%) • n=683 household count

Source: 2022 PERFORMANCE/MonitorSM

New Jersey Activity Index

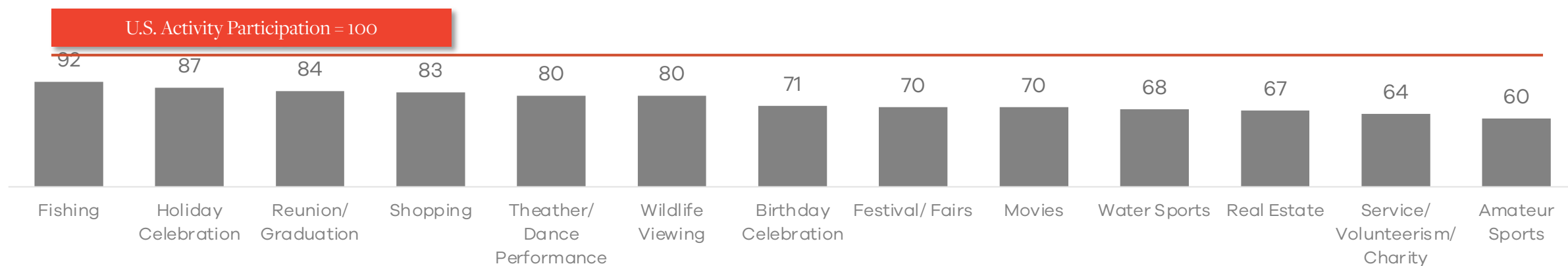


Segment: Overnight Leisure Person-Stays (%) • n=683 household count

Source: 2022 *PERFORMANCE/Monitor*SM

New Jersey Activity Index (cont.)

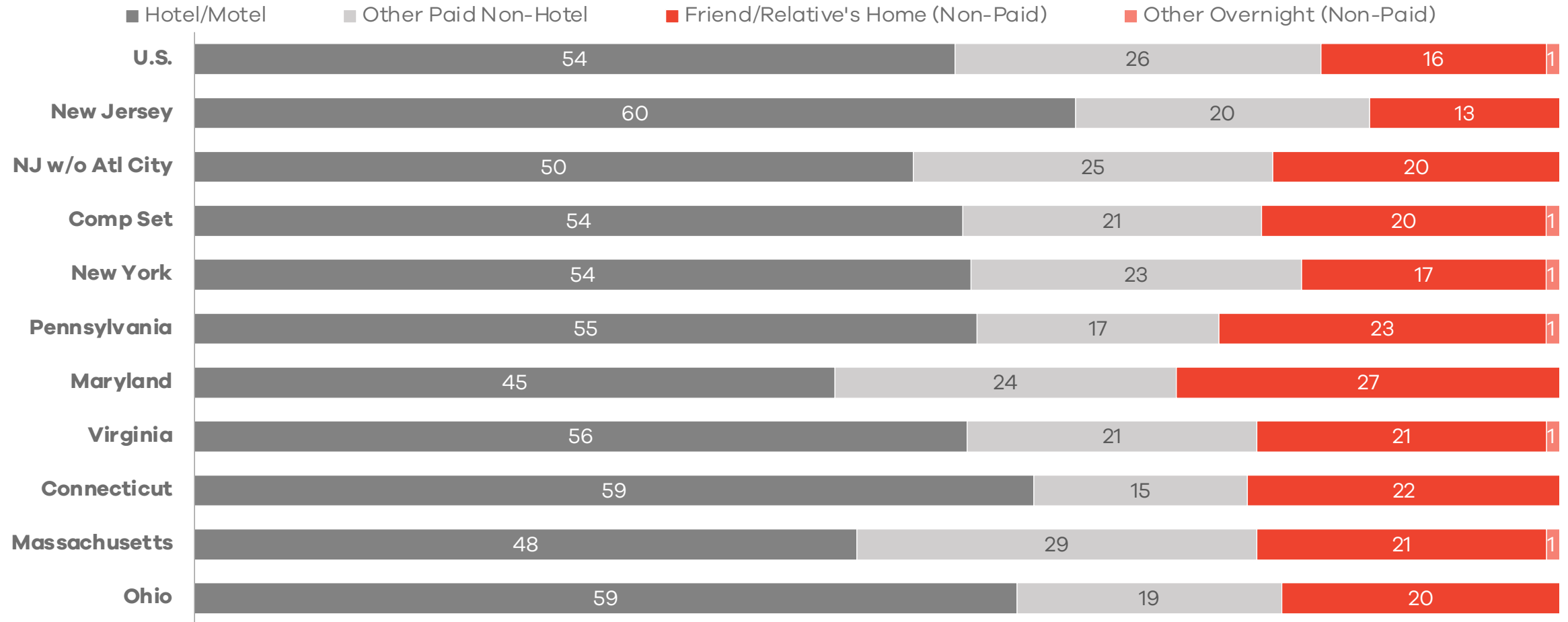
- The activity index uses the US to determine the average of 100 and anything above is an activity that travelers in New Jersey are more likely to do than visitors to the US.
- The Index is different from the share of participation in that it only reflects a traveler's propensity to participate in an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



Segment: Overnight Leisure Person-Stays (%) • n=683 household count

Source: 2022 PERFORMANCE/MonitorSM

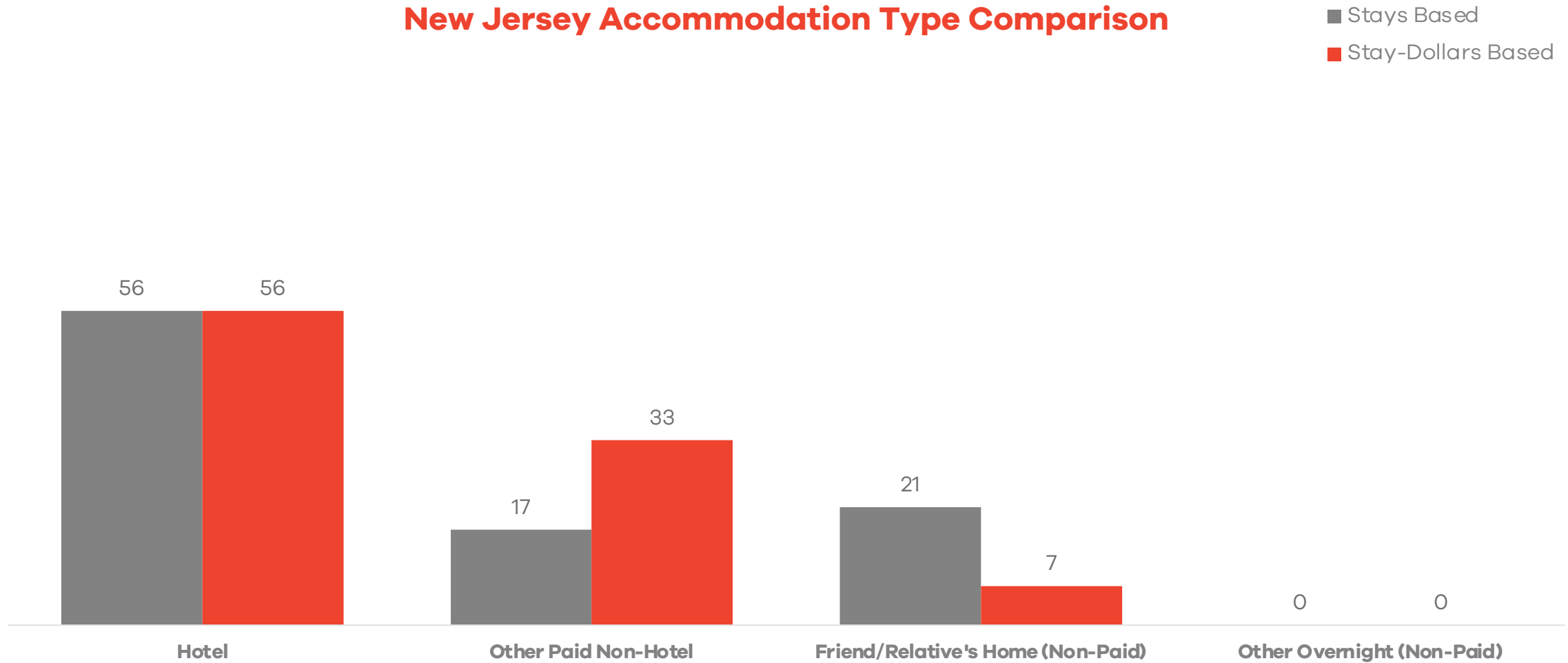
Accommodation Type: U.S., New Jersey, and Comp Set



Segment: Overnight Leisure Person-Stays (%) • n=683 household count

Source: 2022 PERFORMANCE/MonitorSM

New Jersey Accommodation Type Comparison



Segment: Overnight Leisure (%) • n=2,037 household count

Source: 2020-2022 *PERFORMANCE|Monitor*SM

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APPENDIX

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.

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 stay 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.

Generations

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

Lifestage Definitions

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

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:

	Sample Size for 2022	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. Overnight Leisure	24,624	0.1%	0.2%	0.3%	0.4%	0.5%
New Jersey	683	0.6%	1.2%	1.7%	2.4%	3.1%
NJ w/o Atl City	473	0.8%	1.4%	2.0%	2.9%	3.8%
New York	1,780	0.4%	0.7%	1.0%	1.5%	1.9%
Pennsylvania	870	0.6%	1.0%	1.5%	2.1%	2.8%
Maryland	453	0.8%	1.4%	2.0%	2.9%	3.9%
Virginia	728	0.6%	1.1%	1.6%	2.3%	3.0%
Connecticut	211	1.1%	2.1%	3.0%	4.3%	5.6%
Massachusetts	607	0.7%	1.2%	1.8%	2.5%	3.3%
Ohio	699	0.6%	1.1%	1.6%	2.4%	3.1%

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%



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