

New Jersey Day Leisure Visitor Profile

Q4 2022 – Q3 2023



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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: \$118K on average
- Lifestages: Mature travel parties without children making more than \$60K (Affluent Mature), young travel parties without children in household (Young & Free), and middle-aged travel parties with children making more than \$75K (Affluent Family).
- Purpose of Stay: majority travel is for a Day Trip Getaway/Vacation or to Visit Friends/Relatives
- Activity: the activities visitors participate in the most are shopping, beach/waterfront, visiting friends/relatives, birthday celebrations, culinary/dining, and gambling
- Repeat Visitation: 42% of travelers visited New Jersey for the first time while 32% have visited 2-3 times
- \$210 per person spending per day – 23% Transportation, 31% Food & Beverage, 18% Shopping, 22% Entertainment
- Timing: Travelers visit New Jersey in Fall (33%) and Summer (32%)
- Origin: New Jersey draws the majority of its Day Leisure visitors from the Middle Atlantic, almost exclusively from New Jersey, New York, and Pennsylvania.
 - travelers travel an average of 54 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, and Gen Xers
- Purpose of Stay: Vacation/Get Away – Day Trip



New Jersey Historical Trends in Visitation

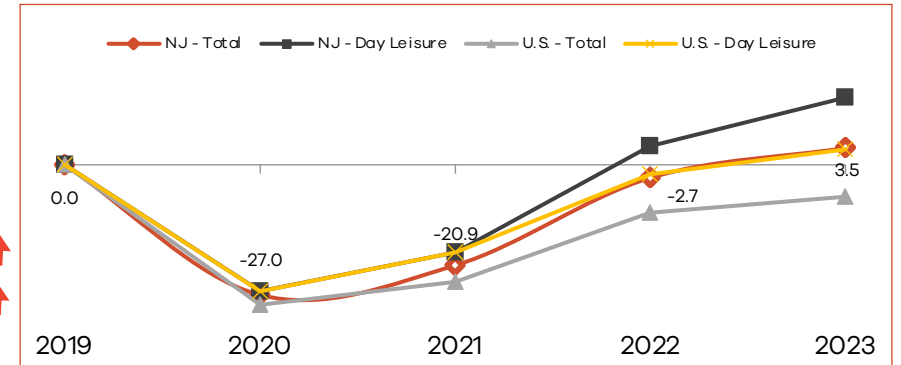
New Jersey hosted about 59 million day leisure visitors, spending 5.7 billion dollars in 2023 – up 10 and 18 percent respectively compared to 2022. Volume increased at a higher rate (10%) than the average U.S. destination (5%) this year.

Day Leisure travelers make up about 50% of all New Jersey’s travelers – a share that’s fairly consistent over the past years. In terms of their spending, overnight leisure travelers contribute 20.3% to New Jersey’s Total Spending.

- 118.5 Million Visitors – 6% ↑
- 59.0 Day Leisure – 10% ↑

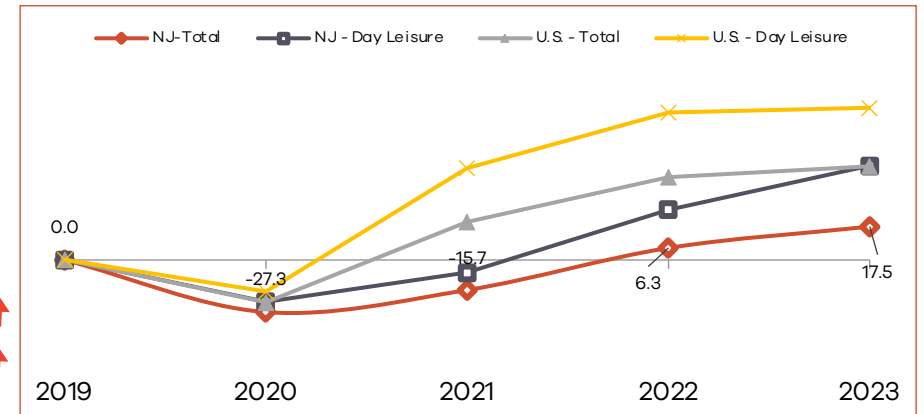
Visitor Volume

PERSON-STAYS (MILLIONS) INDEXED TO 2019



Visitor Spending

DIRECT SPENDING (BILLIONS) INDEXED TO 2019



- \$28.4 Billion Dollars – 11% ↑
- \$5.7 Day Leisure – 18% ↑

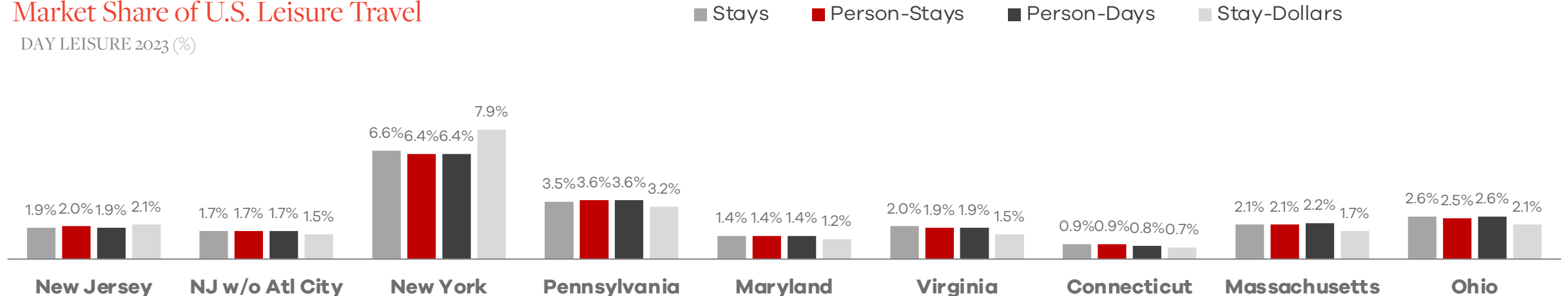
Overall, the impact of New Jersey's Day Leisure visitation on the share of the US travel market decreased slightly from 2022. Among all its competitors, New Jersey's Day Leisure traveler segment captured the fourth largest share of the US travel market in Trip-Dollars, fifth in Person-Stays and Person-Days, and came in sixth for Stays. Pennsylvania and Virginia saw the only increases in market share in 2023 while the rest decreased.

New Jersey's Day Leisure travel parties (or Stays) represent 1.9% 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 2.0% of the US Day Leisure travel market.

Market Share of U.S. Leisure Travel

DAY LEISURE 2023 (%)

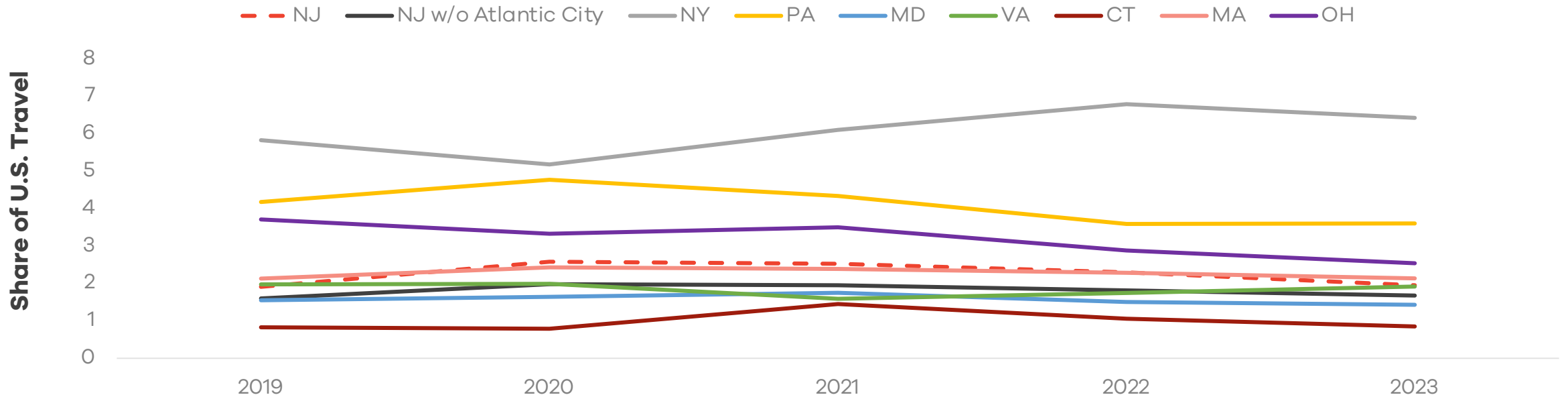


The Person-Days metric is simply the total number of days that visitors contributed to New Jersey. New Jersey's Day Leisure travelers represent 1.9% of the US Overnight market share. New Jersey Day Leisure travelers contributed the largest of all four metrics in Trip-Dollars to the US Day Leisure market; 2.1% 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 (%)



Who Are New Jersey's Day Leisure Visitors?

Compared to 2022, New Jersey's Day Leisure visitors are trending younger, with fewer retirees visiting, more with children.

While Boomers made up the majority of visitors in recent years, Millennials continue to make up a larger portion of day leisure visitors, bringing down the average age again this year.

Average incomes of New Jersey visitors decreased from 2022 but are still consistently higher than visitors to the average U.S. destination and from the total competitive set.

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/CT/MA/OH)
Average Age (years)	48	47	46	47
Employed	59%	58%	60%	61%
Retired	18%	18%	19%	19%
Average Income (000)	\$117.6	\$118.4	\$98.5	\$104.4
Children in HH	39%	42%	39%	40%
Generations:				
Gen Zers (1997+)	11%	13%	11%	11%
Millennial (1981-1996)	28%	29%	35%	33%
GenX (1965-1980)	28%	27%	27%	27%
Boomer (1946-1964)	30%	29%	25%	26%
Silent/ GI (1945 back)	4%	3%	3%	3%

Where Do New Jersey's Visitors Come From?

95 percent of New Jersey Day Leisure visitors come from 5 states with 58% coming from New Jersey itself and an additional 33% 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 54 miles.

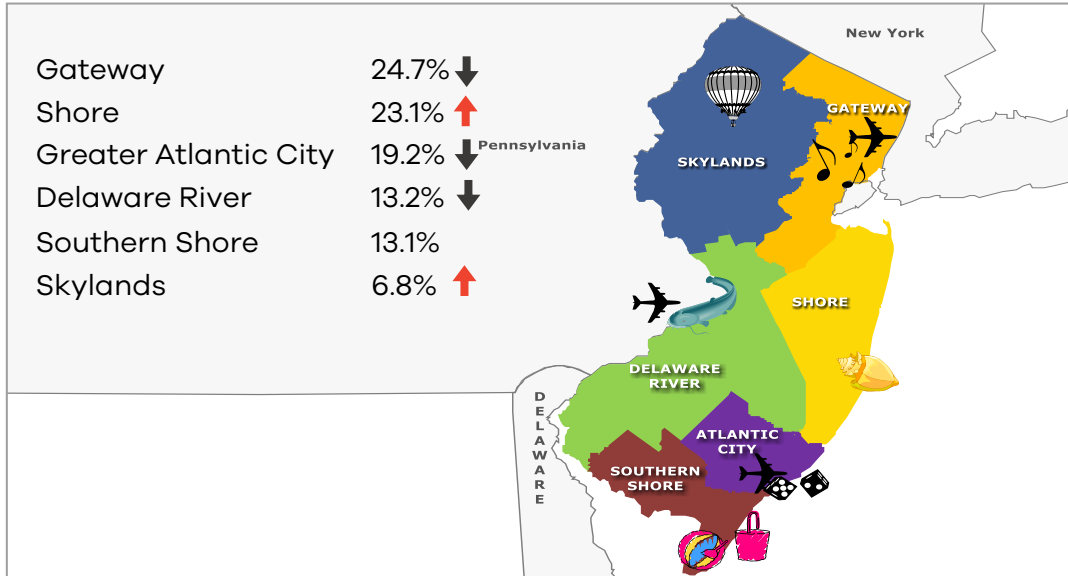
New Jersey Origin States

DAY LEISURE PERSON-STAYS (%) (2023)

New Jersey	58.4%
New York	16.8%
Pennsylvania	16.0%
Connecticut	2.0%
Maryland	2.0%
Other	4.8%

New Jersey Destination Regions

DAY LEISURE PERSON-STAYS (%)



Where Do New Jersey's Visitors Go?

Similar to last year, New Jersey Day Leisure visitors are exploring more parts of New Jersey. The most popular regions of New Jersey decreased in visitation from last year, while the Shore and Skylands regions both displayed increases in visitation in 2023.

Why Do Travelers Visit New Jersey?

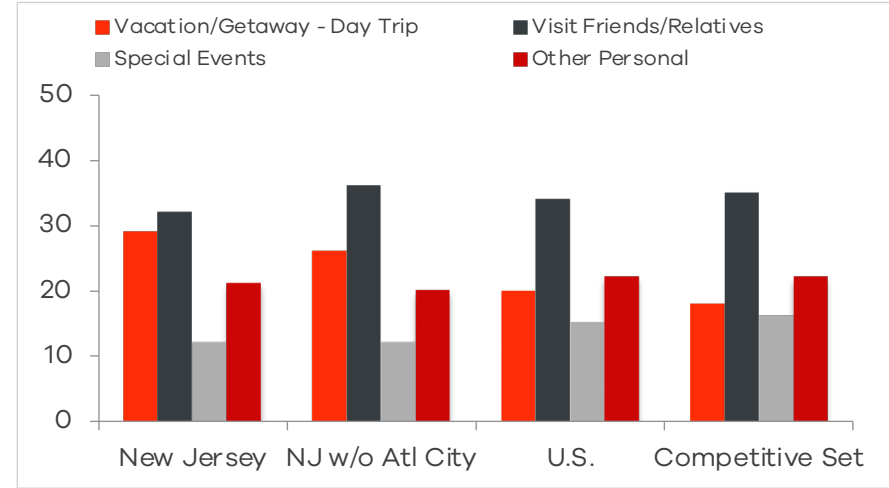
Visiting Friends/Relatives accounts for one-third of Day Leisure visitors to New Jersey in 2023, followed 3 in 10 who are taking Day Trip Vacations/Getaways. If Atlantic City is excluded, Day Trip Vacations/Getaways drop slightly, but Visiting Friends or Relatives increases to account for 36 percent of visits.

Day Trip Vacations/Getaways decreased slightly in 2023, while and Visiting Friends/Relatives increased.

In 2023 visitors spent on average \$210 in New Jersey per person per day - \$1 more than in 2022 with increases in food & beverage (+\$3), transportation (+\$1), and entertainment (+\$1). Atlantic City continues to drive the average daily spending for the State for Day Leisure travel. Again, demonstrating the value of the Atlantic City area.

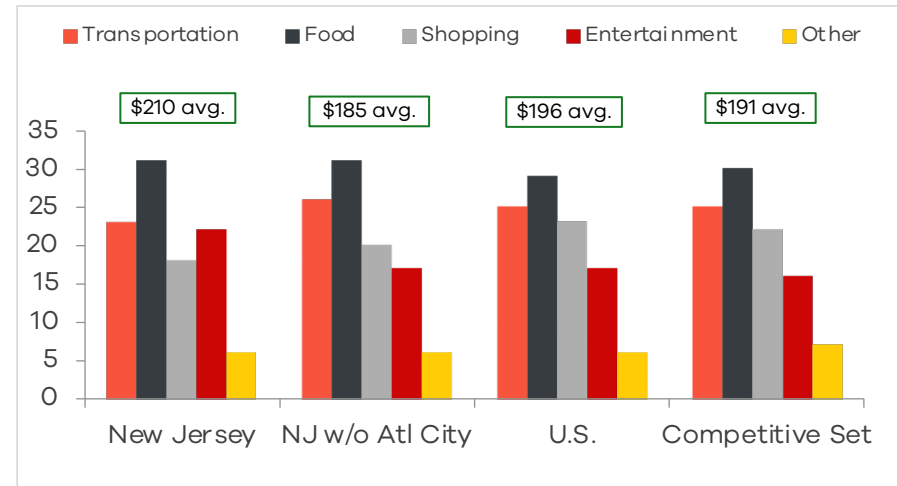
Purpose of Travel

Day Leisure PERSON-STAYS (%) (2023)



Per-Person-Per-Day Spending

Day Leisure PERSON-DAYS (%) (2023)



What Do New Jersey Visitors Do?

Nearly all 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 2023:

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

Participation in Beach/Waterfront, Culinary/Dining, and Gambling decreased from 2022.

When excluding Atlantic City, the top five activities are the same except Gambling drops to 20th place in 2023:

1. Shopping
2. Beach/Waterfront
3. Visiting Friends/Relatives
4. Birthday Celebrations
5. Culinary/Dining

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:

- Gambling (2.6 times as high)
- Beach/Waterfront (2.0 times)
- Water Sports (2.0 times)
- (2.0 times)
- Boating/Sailing (2.0 times)
- Extreme/Adventure Sports (1.9 times)
- Theme/Water Parks (1.8 times)
- Reunion/Graduation (1.8 times)
- Nightlife (1.8 times)

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

- Boating/Sailing (2.3 times)
- Religious/Faith Based Conference (2.3 times)
- Water Sports (2.3 times)
- Extreme/Adventure Sports (2.2 times)
- Reunion/Graduation (2.1 times)
- Business/Work (2.0 times)
- Beach/Waterfront (2.0 times)
- Theme/Water Parks (1.9 times)

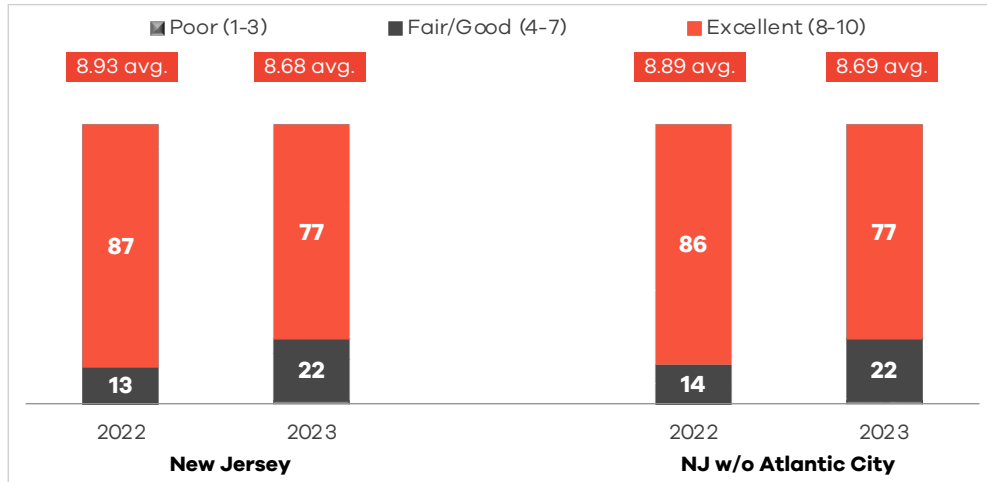
How Do New Jersey Visitors Rate The State?

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'.

Day Leisure visitors report lower satisfaction (8.68 average rating) with their New Jersey stay in 2023 than in 2022 (8.93). 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 with 8.68 (New Jersey whole) and 8.69 (New Jersey w/o Atlantic City).

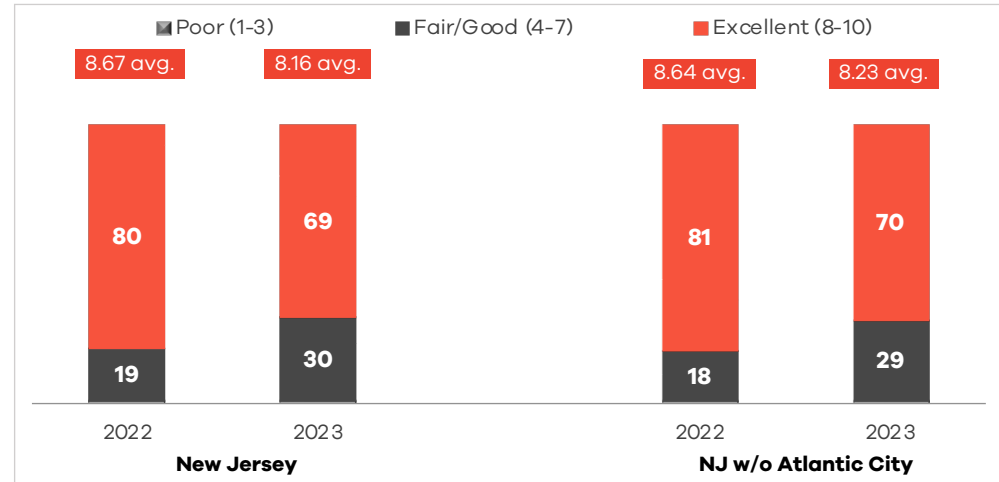
Overall Satisfaction

DAY LEISURE (%) STAYS (2023)



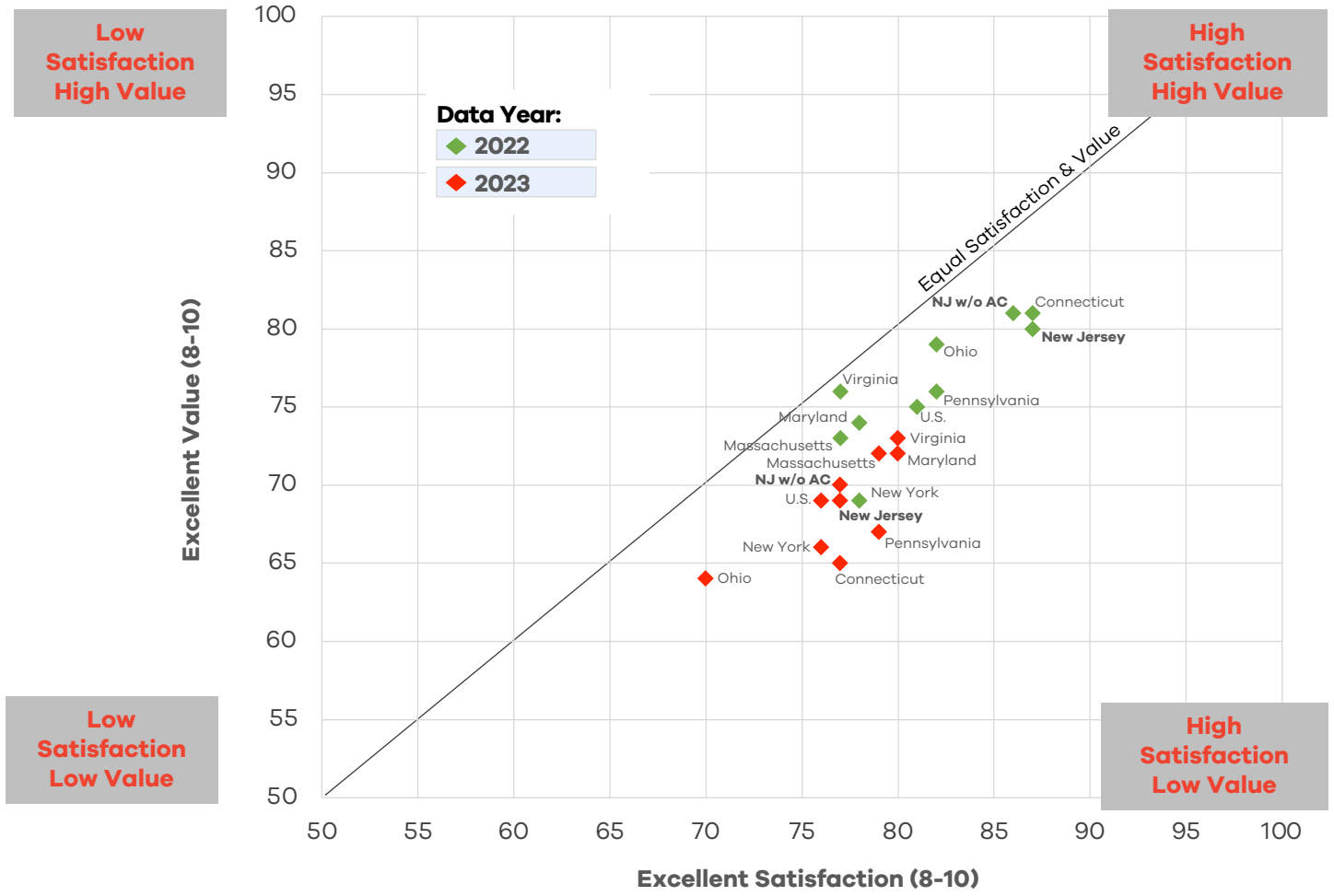
Value For The Money

DAY LEISURE (%) STAYS (2023)



Overall, New Jersey's Day Leisure travelers report their highest ratings for Overall Satisfaction (8.68), followed by Likelihood to Recommend (8.63) and Feeling of Safety (8.58). For both New Jersey as a whole and New Jersey excluding Atlantic City, all destination ratings decreased from 2022.

When excluding Atlantic City, visitors rate New Jersey slightly higher in many performance attributes with the exception of Overall Satisfaction and Quality of Transportation which have similar ratings for both New Jersey and New Jersey excluding Atlantic City.



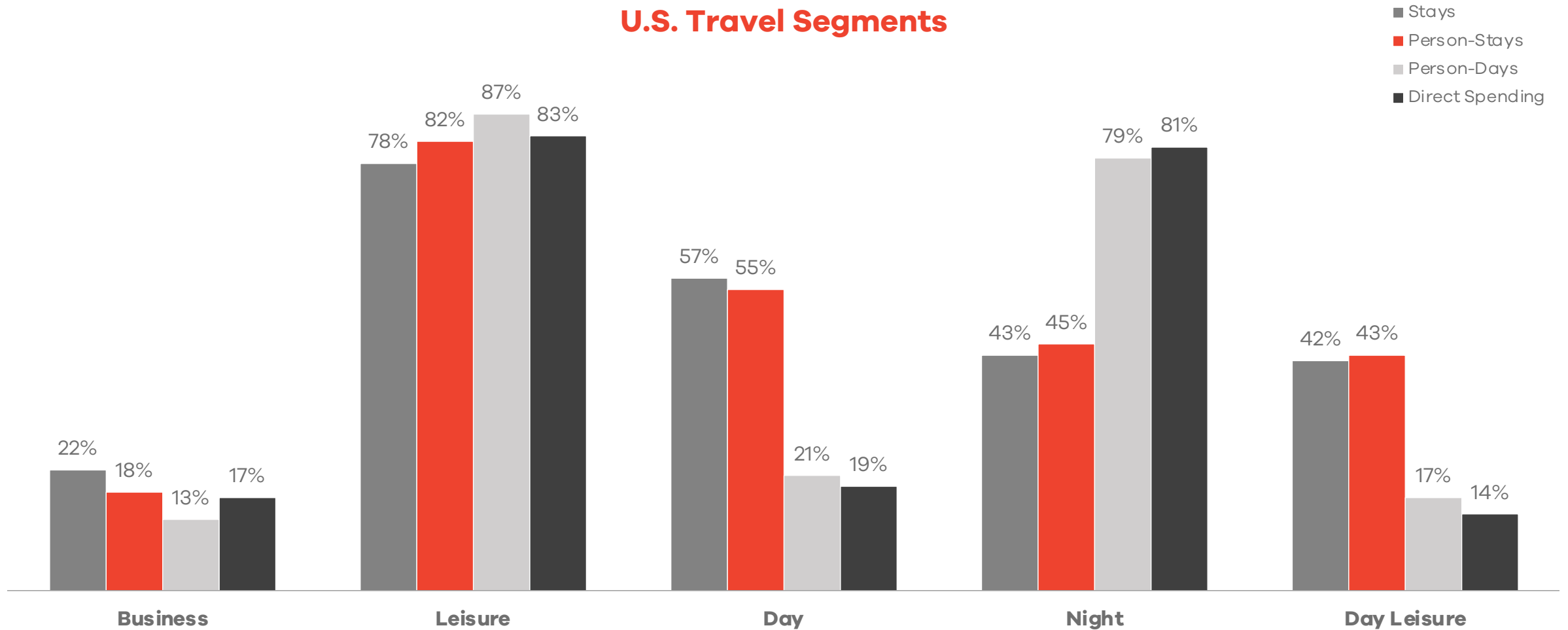
Satisfaction and Value ratings may be combined into a matrix which places each destination in the location where Satisfaction and Value intersect.

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

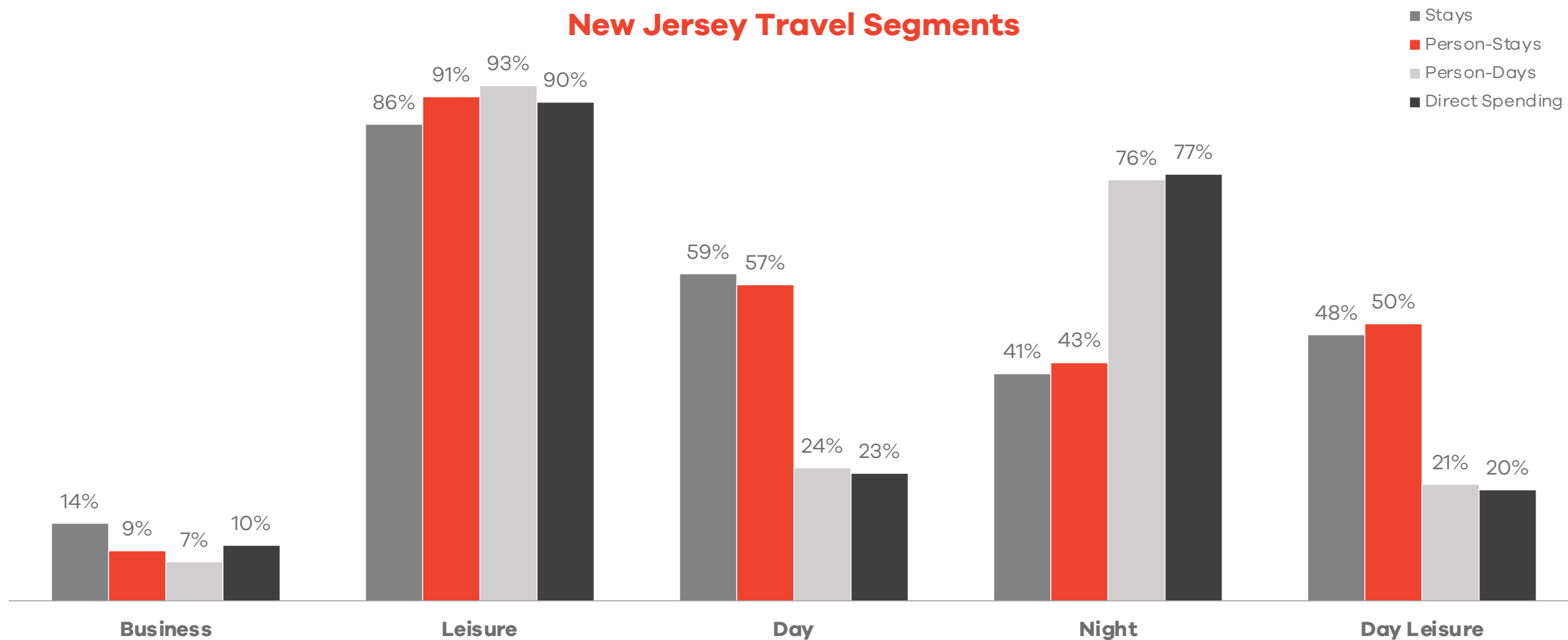
U.S. Travel Segments



Segment: Total Volume (%)

Source: 2023 PERFORMANCE/MonitorSM

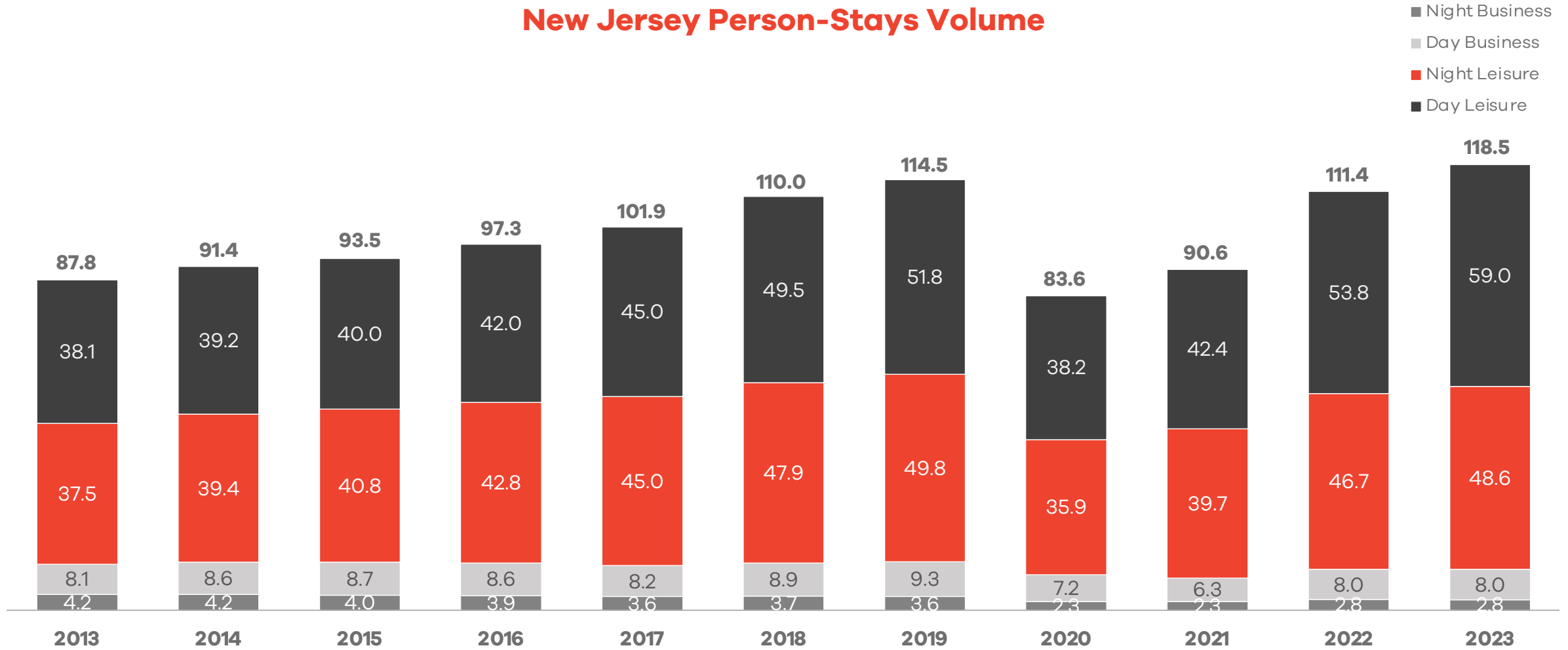
New Jersey Travel Segments



Segment: Total Volume (%)

Source: 2023 PERFORMANCE/MonitorSM

New Jersey Person-Stays Volume



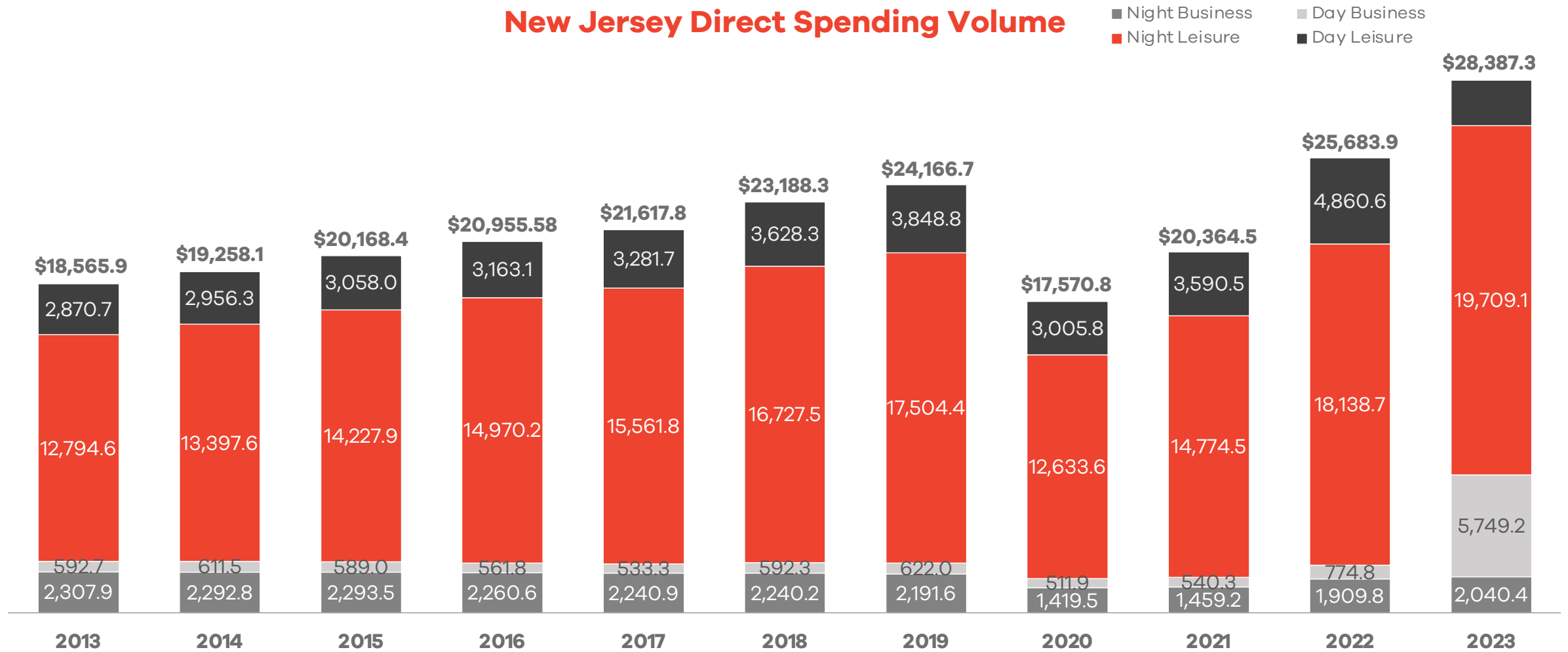
Segment: Total Volume (in Millions)
 Source: 2023 PERFORMANCE/MonitorSM

	New Jersey										U.S.
	14/13	15/14	16/15	17/16	18/17	19/18	20/19	21/20	22/21	23/22	23/22
Total	4.1%	2.3%	4.0%	4.7%	8.0%	4.1%	-27.0%	8.4%	22.9%	6.4%	3.7%
Business	4.6%	-0.4%	-1.8%	-5.4%	6.5%	2.5%	-26.7%	-9.9%	27.1%	0.0%	9.4%
Leisure	4.0%	2.8%	4.9%	6.2%	8.2%	4.3%	-27.0%	10.7%	22.5%	7.0%	2.6%
Day	3.6%	2.0%	3.8%	5.1%	9.8%	4.6%	-25.7%	7.2%	27.1%	8.4%	7.2%
Night	4.6%	2.7%	4.3%	4.2%	6.0%	3.5%	-28.4%	9.8%	18.1%	3.8%	-0.1%
Day Business	7.0%	1.4%	-1.1%	-4.8%	8.2%	4.9%	-22.9%	-12.7%	27.8%	0.2%	14.6%
Day Leisure	2.8%	2.2%	4.9%	7.1%	10.1%	4.6%	-26.2%	10.9%	26.9%	9.6%	5.3%
Night Business	0.0%	-4.2%	-3.2%	-6.7%	2.6%	-3.2%	-36.6%	-0.9%	25.1%	-0.7%	0.1%
Night Leisure	5.1%	3.4%	5.0%	5.2%	6.3%	4.0%	-27.8%	10.5%	17.7%	4.0%	-0.2%

Segment: Total Volume Person-Stays (% change)

Source: 2023 PERFORMANCE/MonitorSM

New Jersey Direct Spending Volume



Segment: Direct Spending (in \$ Millions)

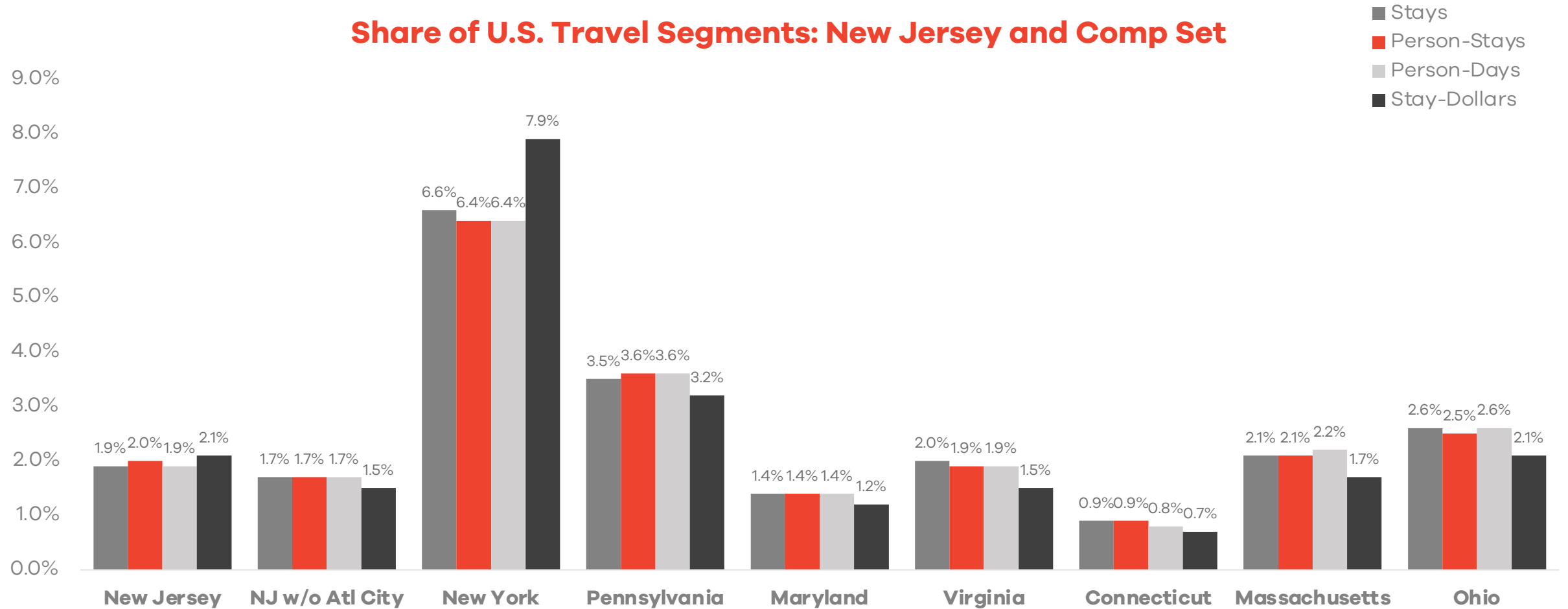
Source: 2023 PERFORMANCE/MonitorSM

	New Jersey										U.S.
	14/13	15/14	16/15	17/16	18/17	19/18	20/19	21/20	22/21	23/22	23/22
Total	3.7%	4.7%	3.9%	3.2%	7.3%	4.2%	-27.3%	15.9%	26.1%	10.5%	4.0%
Business	0.1%	-0.7%	-2.1%	-1.7%	2.1%	-0.7%	-31.4%	3.5%	34.3%	9.1%	-3.5%
Leisure	4.4%	5.7%	4.9%	3.9%	8.0%	4.9%	-26.8%	17.4%	25.2%	10.7%	5.7%
Day	3.0%	2.2%	2.1%	2.4%	10.6%	5.9%	-21.3%	17.4%	36.4%	17.8%	-1.7%
Night	3.9%	5.3%	4.3%	3.3%	6.5%	3.8%	-28.7%	15.5%	23.5%	8.5%	5.4%
Day Business	3.2%	-3.7%	-4.6%	-5.1%	11.1%	5.0%	-17.7%	5.6%	43.4%	14.7%	-10.4%
Day Leisure	3.0%	3.4%	3.4%	3.8%	10.6%	6.1%	-21.9%	19.5%	35.2%	18.3%	1.4%
Night Business	-0.7%	0.0%	-1.4%	-0.9%	0.0%	-2.2%	-35.2%	2.8%	30.9%	6.8%	-0.8%
Night Leisure	4.7%	6.2%	5.2%	4.0%	7.5%	4.6%	-27.8%	16.9%	22.8%	8.7%	6.7%

Segment: Direct Spending (% change)

Source: 2023 PERFORMANCE/MonitorSM

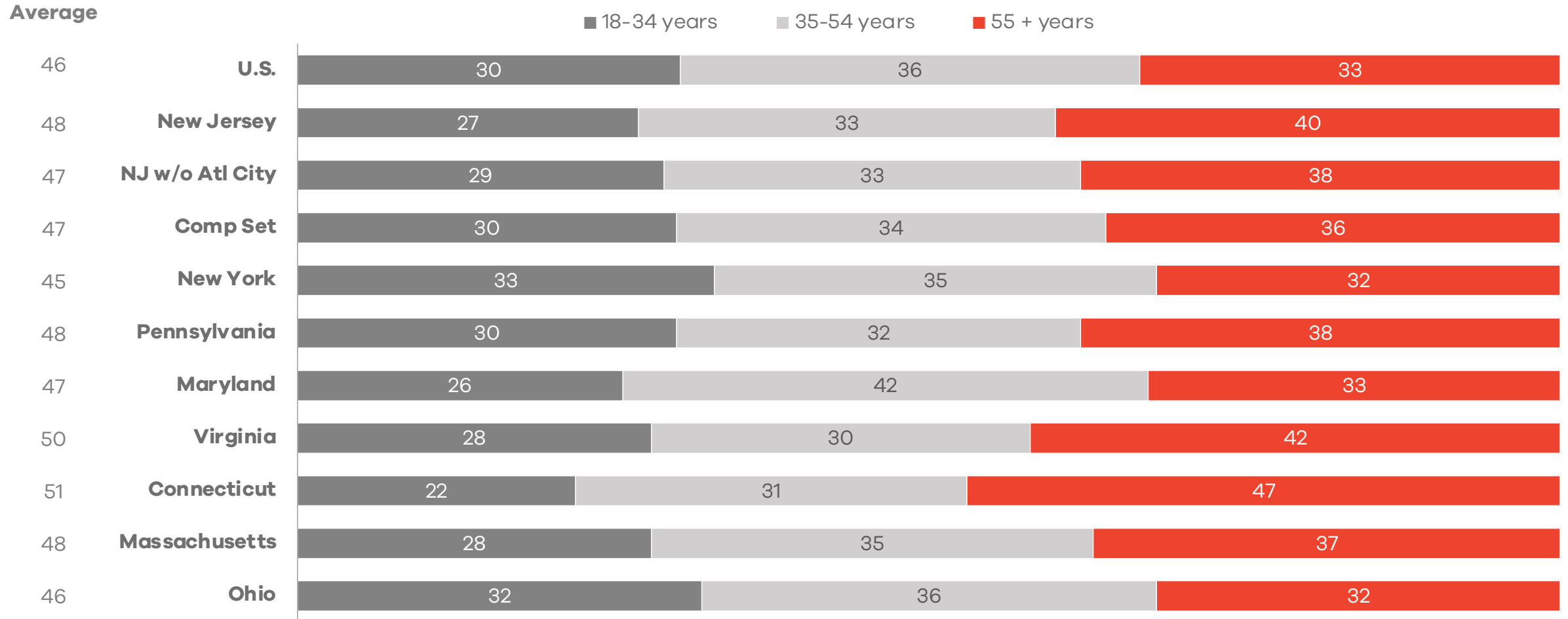
Share of U.S. Travel Segments: New Jersey and Comp Set



Segment: Day Leisure (%) • n=1,004 household count

Source: 2023 PERFORMANCE/MonitorSM

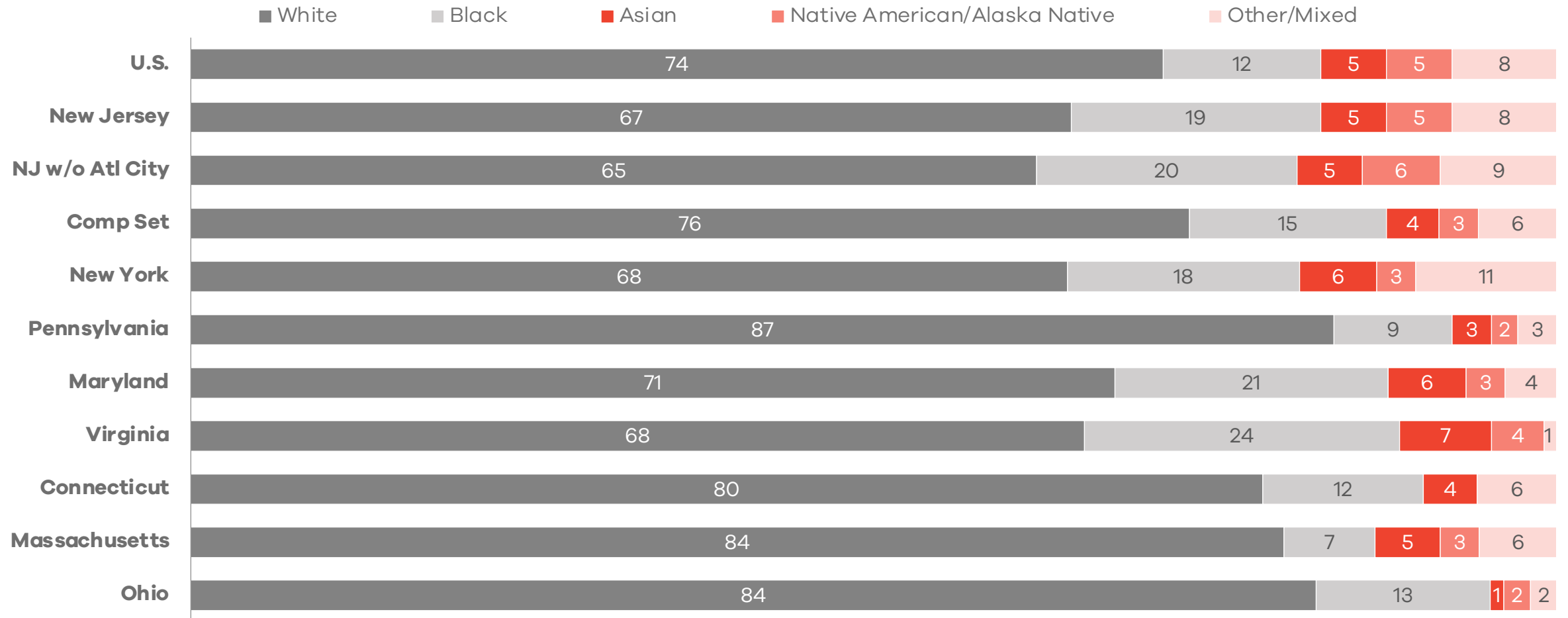
Age Distribution: U.S., New Jersey, and Comp Set



Segment: Day Leisure Person-Stays (%) • n=1,004 household count

Source: 2023 PERFORMANCE/MonitorSM

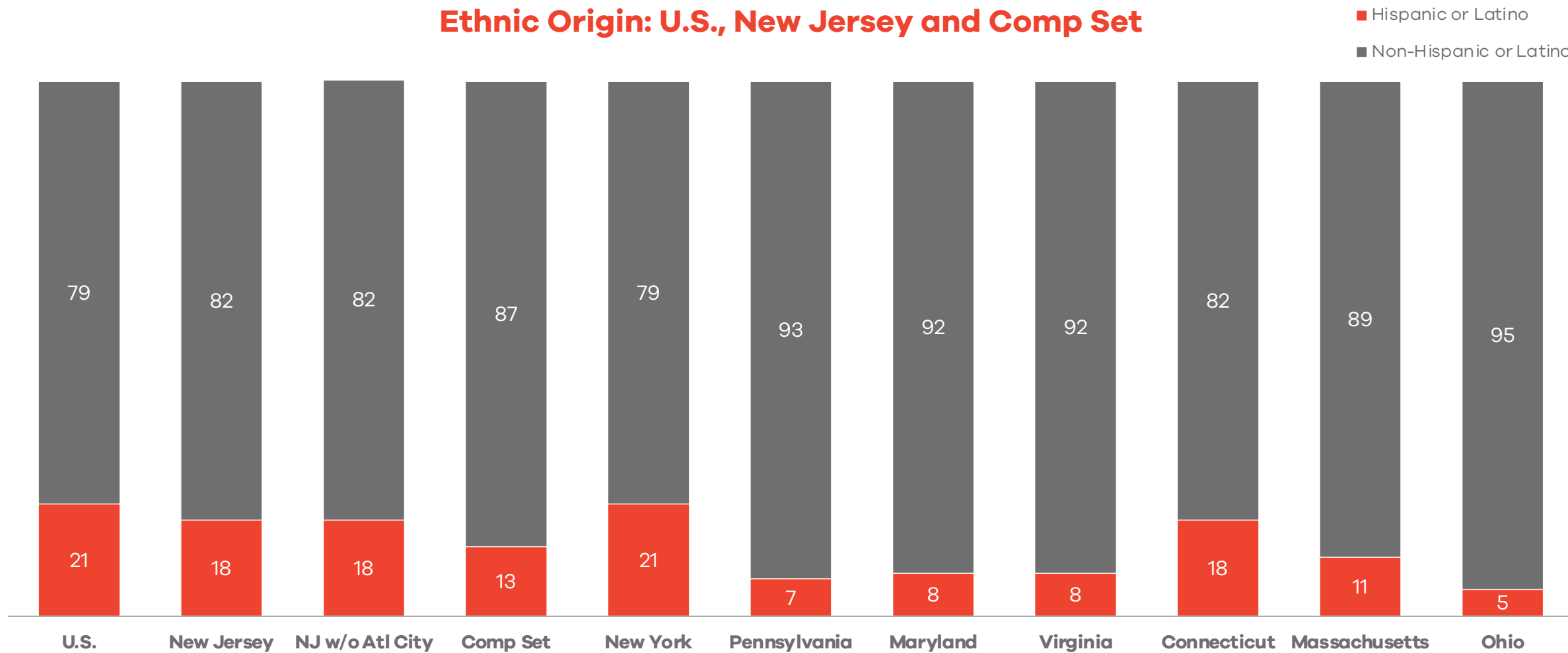
Racial Distribution: U.S., New Jersey, and Comp Set



Segment: Day Leisure Person-Stays (%) • n=990 household count

Source: 2023 PERFORMANCE/MonitorSM

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



Segment: Day Leisure Person-Stays (%) • n=995 household count

Source: 2023 PERFORMANCE/MonitorSM

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

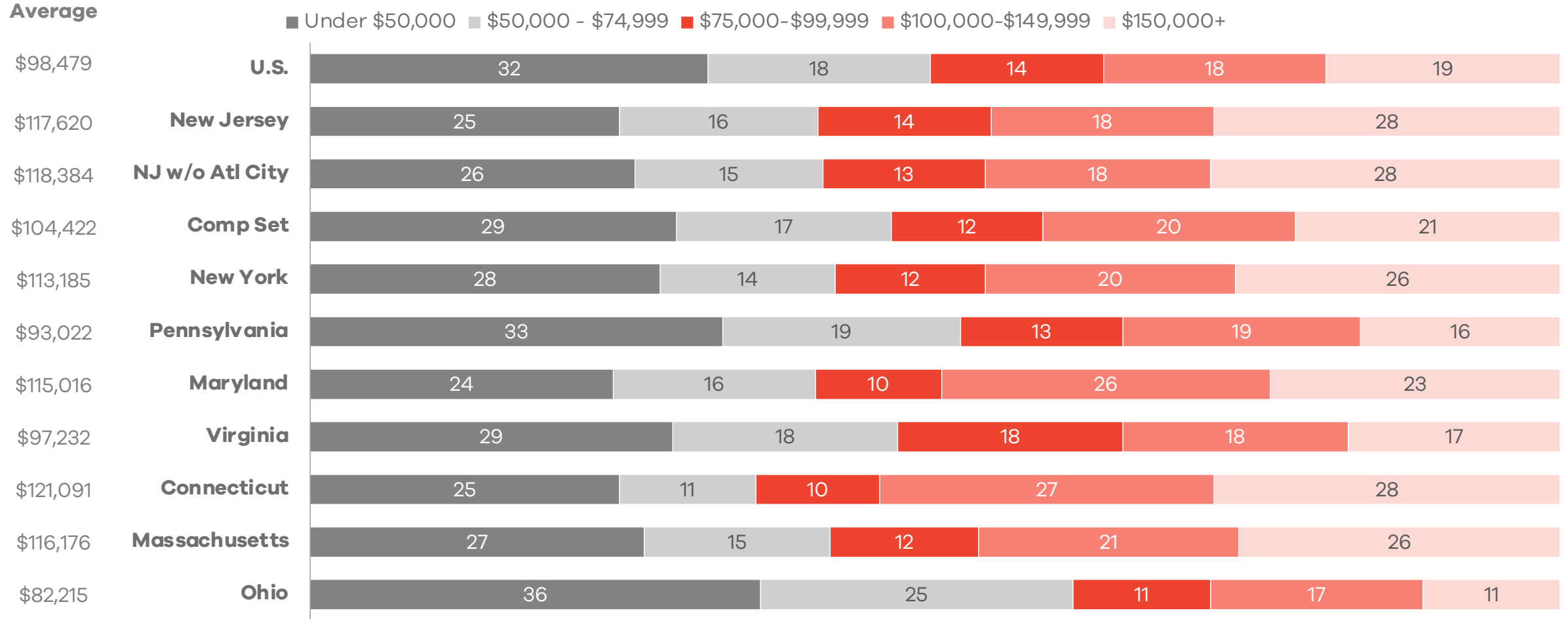
■ Gay/Lesbian (LGBTQ+) ■ Heterosexual/Straight ■ Bisexual ■ Other



Segment: Day Leisure Person-Stays (%) • n=1,004 household count

Source: 2023 PERFORMANCE/MonitorSM

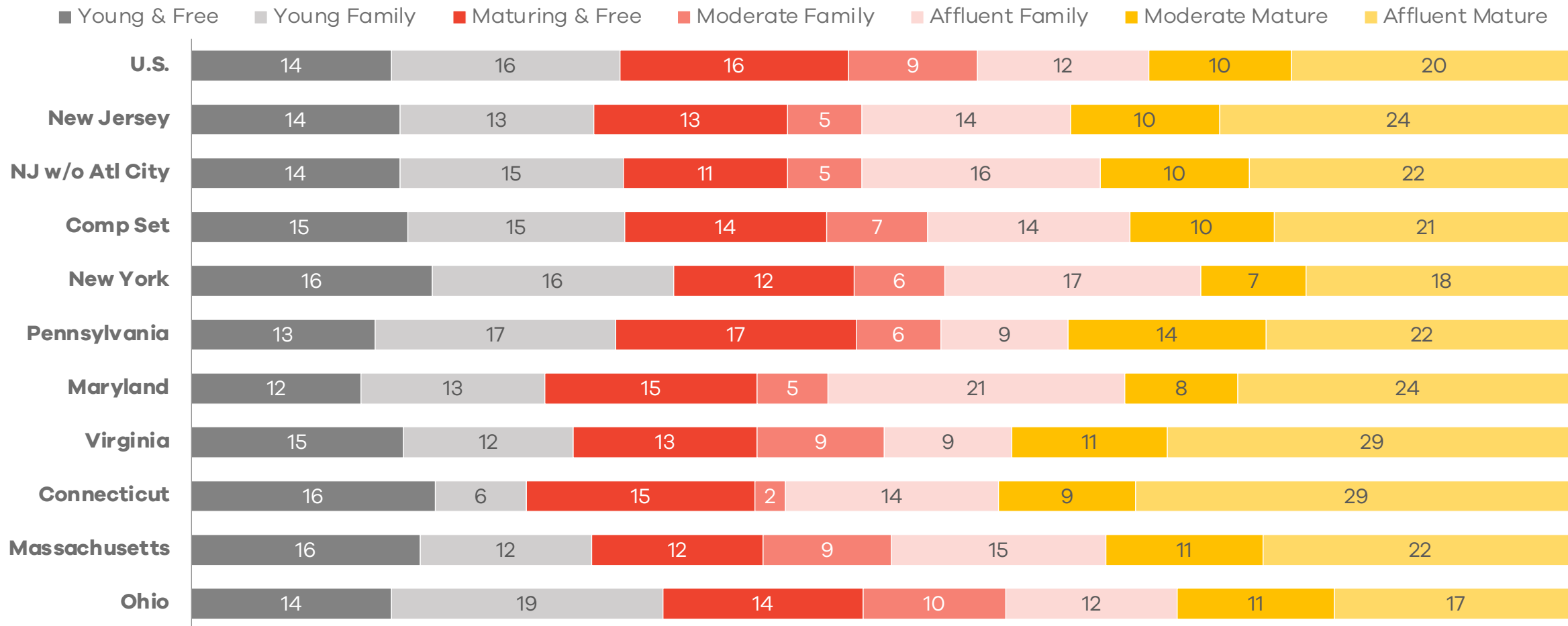
Household Income Distribution: U.S., New Jersey, and Comp Set



Segment: Day Leisure Person-Stays (%) • n=982 household count

Source: 2023 PERFORMANCE/MonitorSM

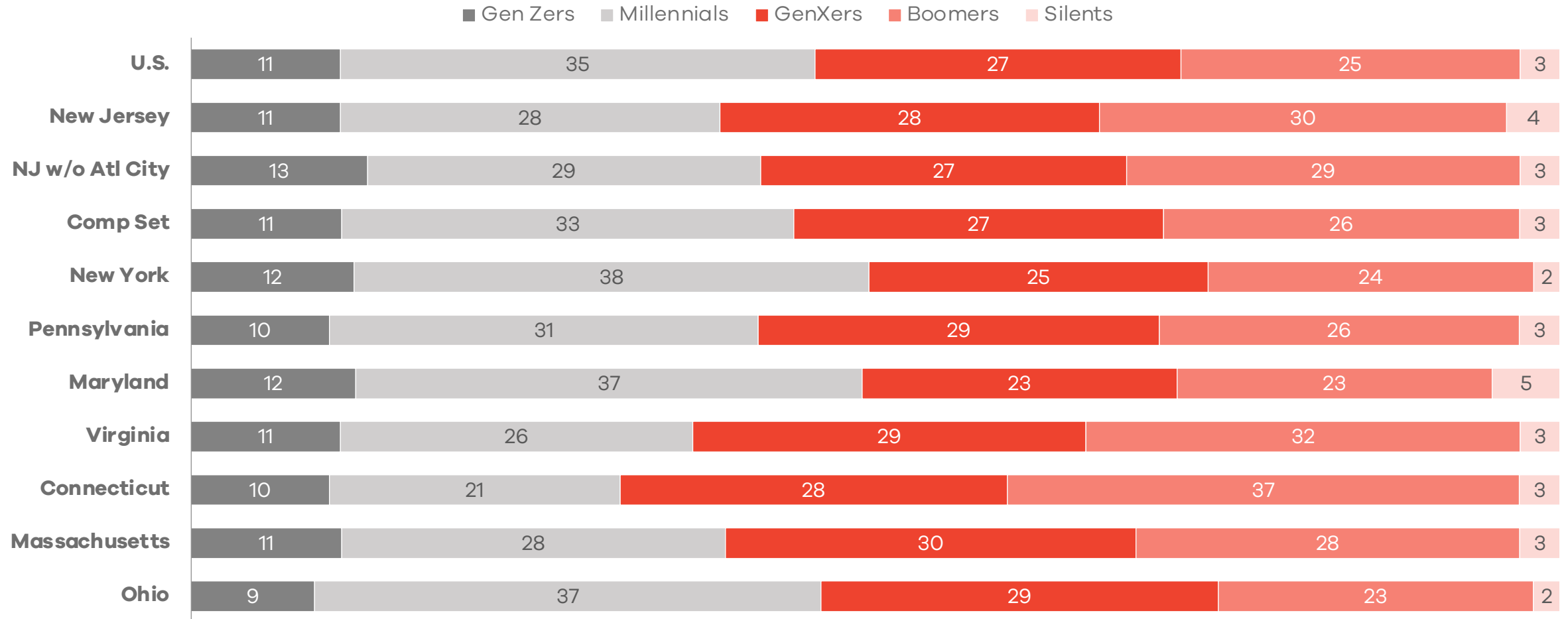
Lifestage Distribution: U.S., New Jersey, and Comp Set



Segment: Day Leisure Person-Stays (%) • n=1,004 household count

Source: 2023 PERFORMANCE/MonitorSM

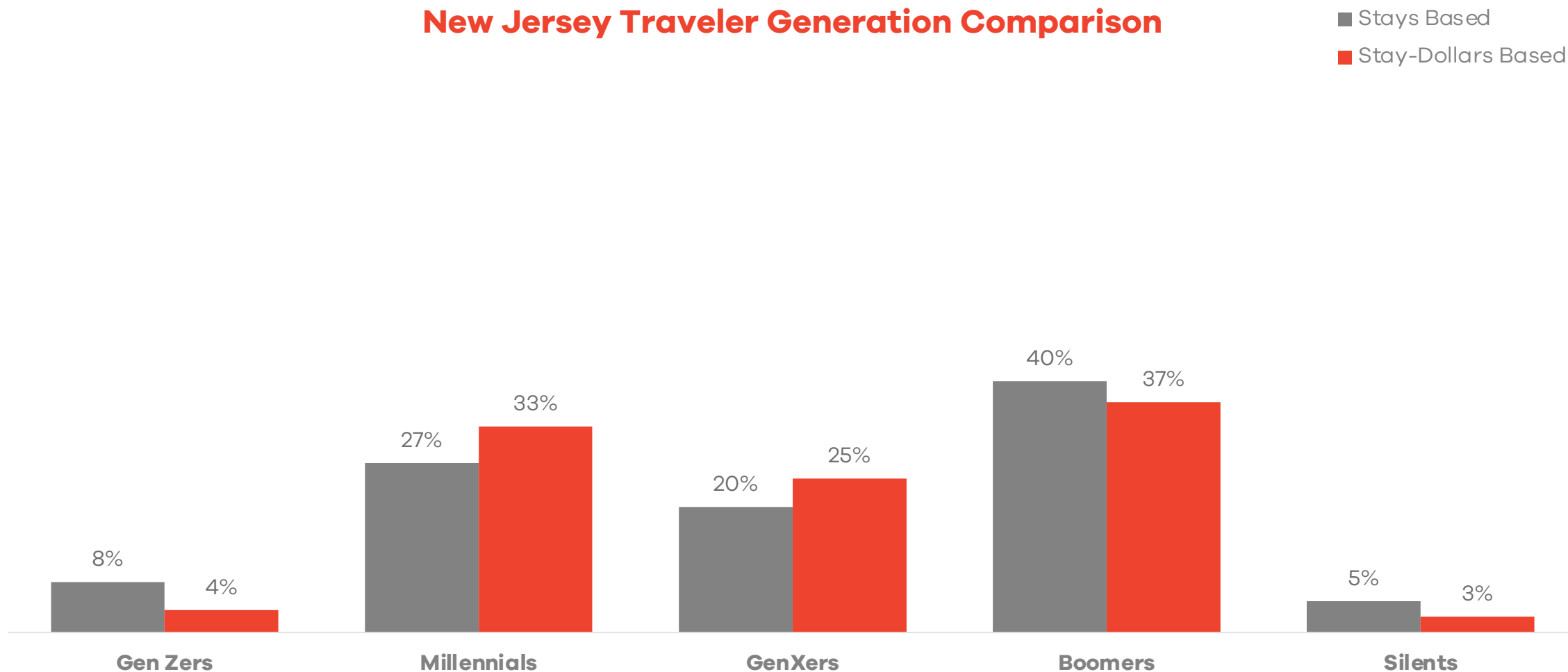
Traveler Generation Distribution: U.S., New Jersey, and Comp Set



Segment: Day Leisure Person-Stays (%) • n=1,004 household count

Source: 2023 PERFORMANCE/MonitorSM

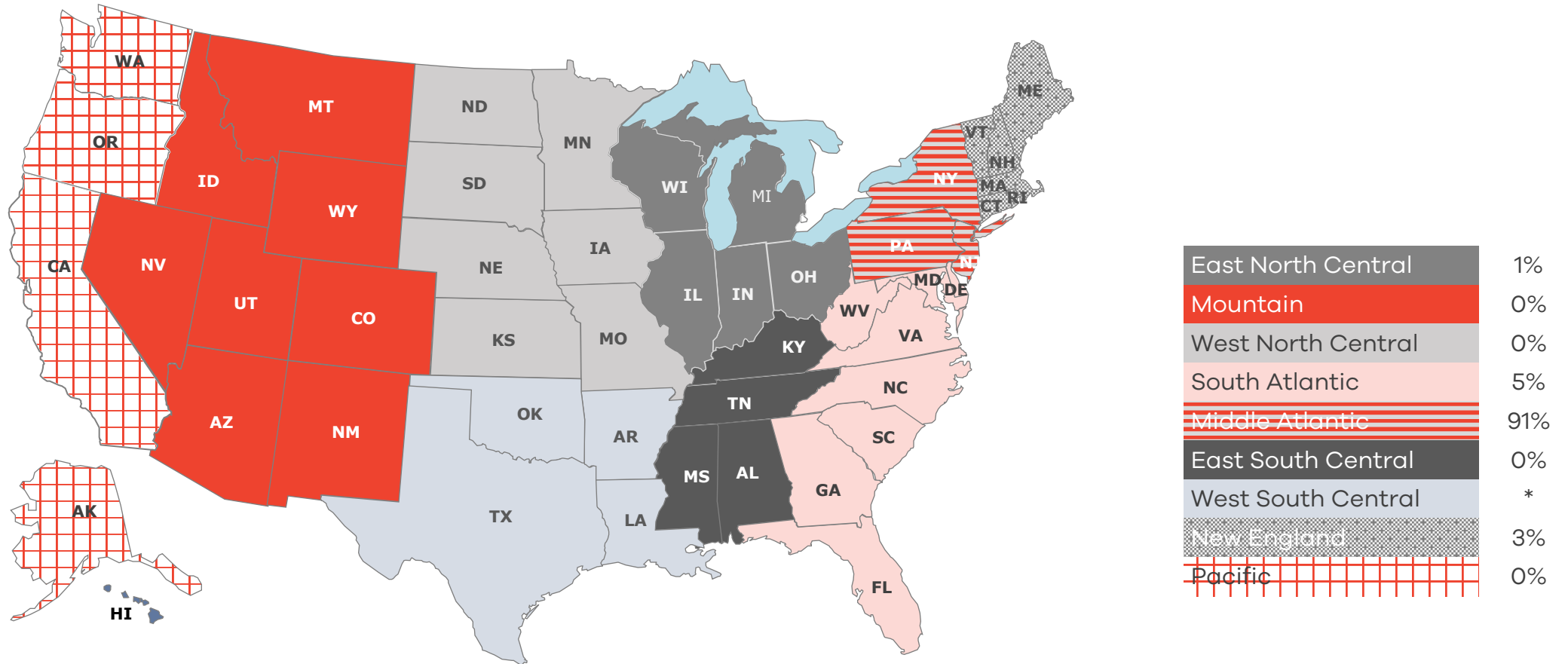
New Jersey Traveler Generation Comparison



Segment: Day Leisure (%) • n=2,473 household count

Source: 2021-2023 PERFORMANCE/MonitorSM

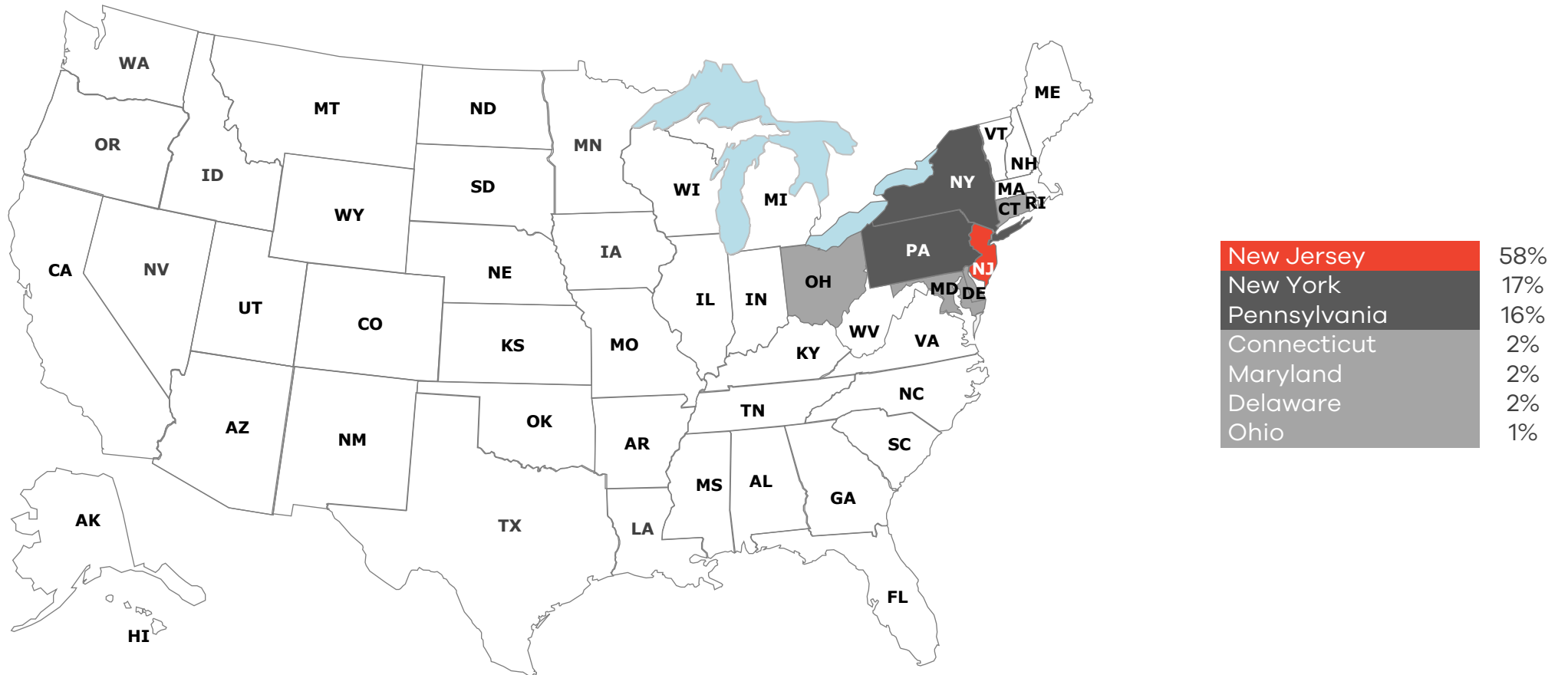
Origin Divisions For Travel To New Jersey



Segment: Day Leisure Person-Stays (%) • n=1,004 household count

Source: 2023 PERFORMANCE/MonitorSM

Top Origin States For Travel To New Jersey



Segment: Day Leisure Person-Stays (%) • n=1,004 household count

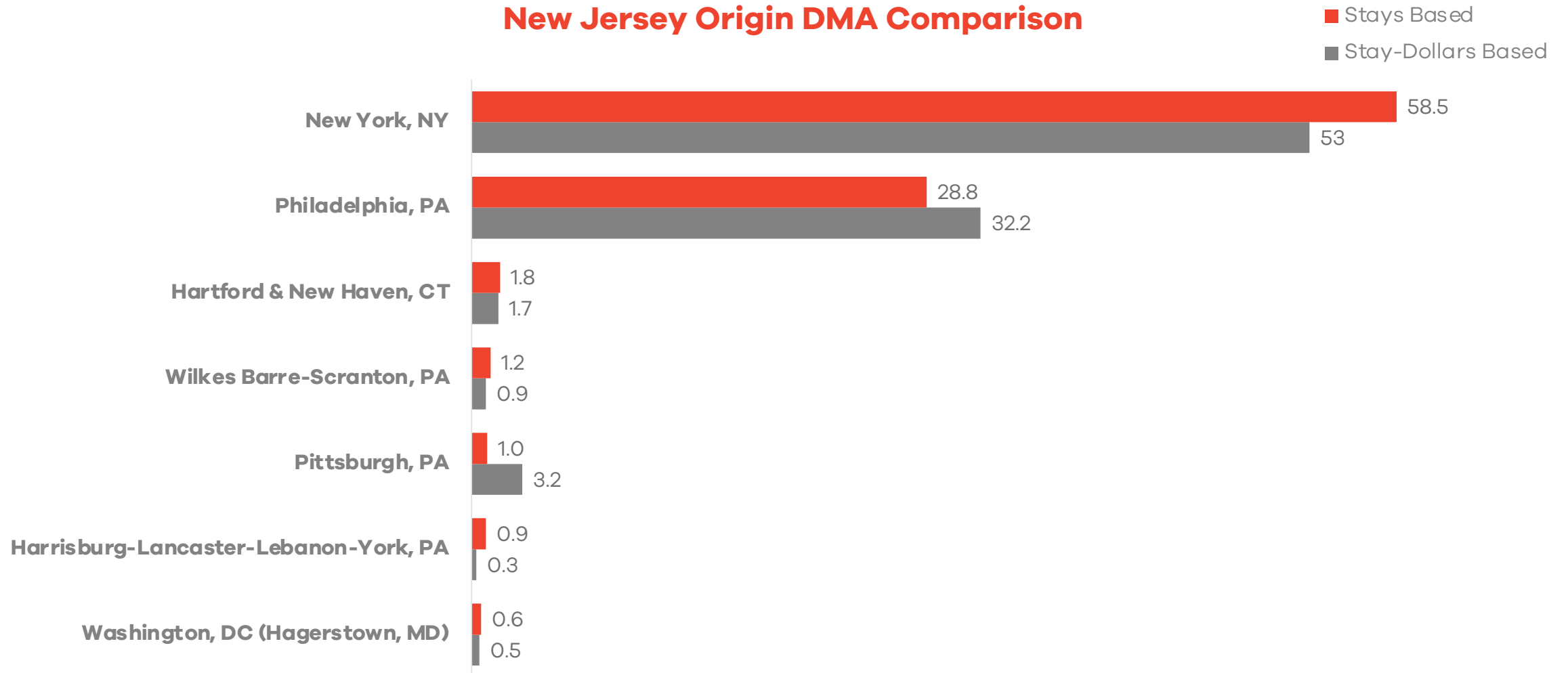
Source: 2023 PERFORMANCE/MonitorSM

	U.S.	New Jersey	NJ w/o Atl City	Comp Set	New York	Pennsylvania	Maryland	Virginia	Connecticut	Massachusetts	Ohio
New York, NY	5.5%	64.8%	65.3%	20.9%	48.4%	11.2%	3.2%	0.9%	27.9%	5.5%	0.4%
Philadelphia, PA	2.3%	26.4%	25.7%	8.1%	6.0%	24.2%	13.9%	1.4%	1.1%	1.7%	*
Baltimore, MD	0.9%	1.5%	1.5%	3.3%	1.8%	4.1%	22.1	2.2%	0.1%	0.1%	*
Harrisburg-Lancaster-Lebanon-York, PA	0.8%	0.9%	1.0%	3.8%	0.7%	15.0%	8.3%	0.3%	0.0%	0.2%	*
Washington, DC (Hagerstown, MD)	1.7%	0.8%	0.3%	6.8%	0.9%	3.6%	39.8%	27.2%	0.0%	*	0.5%
Top 5 Sum	11.2%	94.4%	93.8%	42.9%	57.8%	58.1%	87.3%	32.0%	29.1%	7.5%	0.9%

Segment: Day Leisure Person-Stays (%) • n=1,000 household count

Source: 2023 PERFORMANCE/MonitorSM

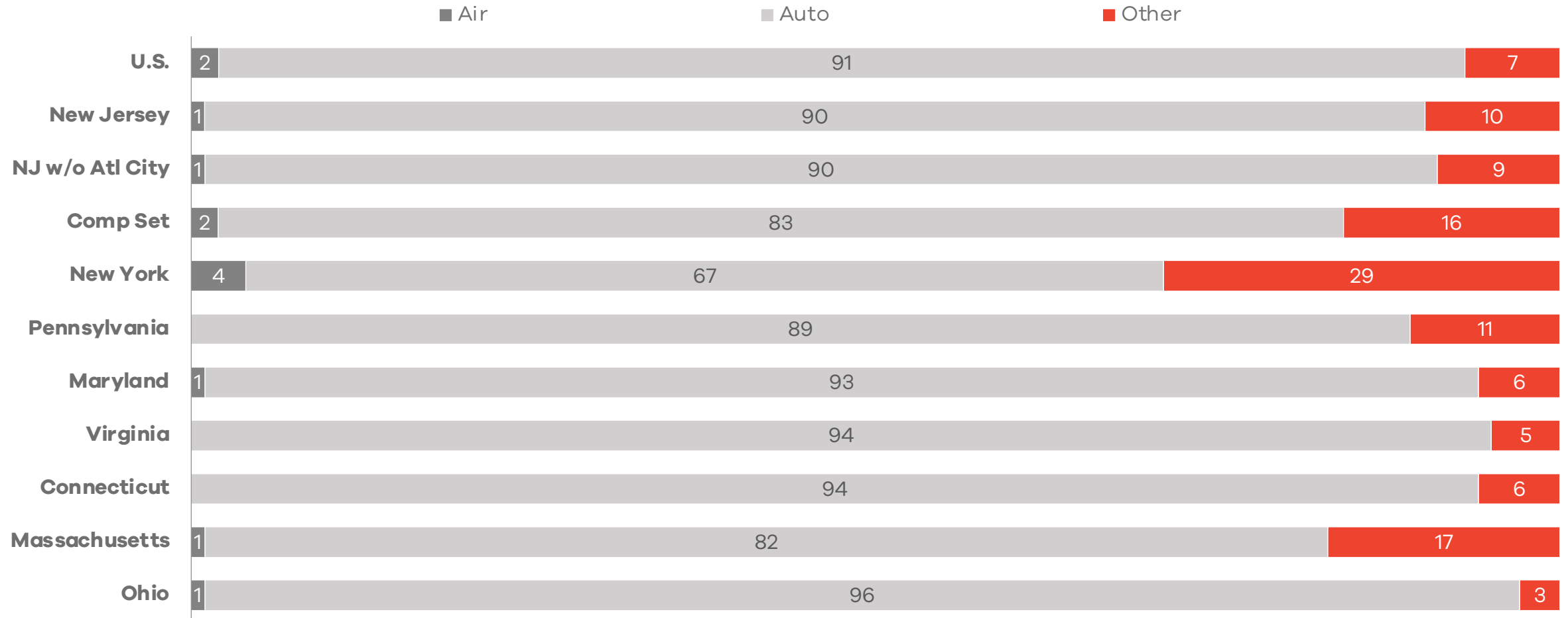
New Jersey Origin DMA Comparison



Segment: Day Leisure (%) • n=2,457 household count

Source: 2021-2023 PERFORMANCE/MonitorSM

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

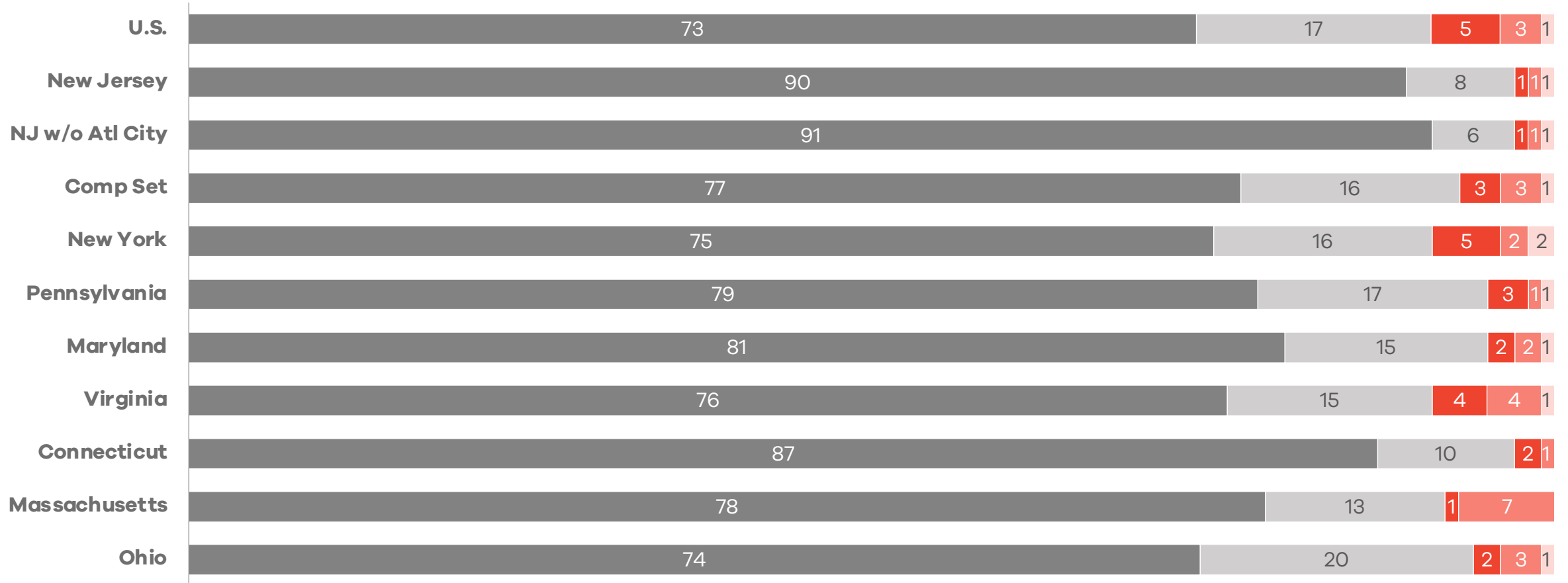


Segment: Day Leisure Person-Stays (%) • n=1,004 household count

Source: 2023 PERFORMANCE/MonitorSM

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

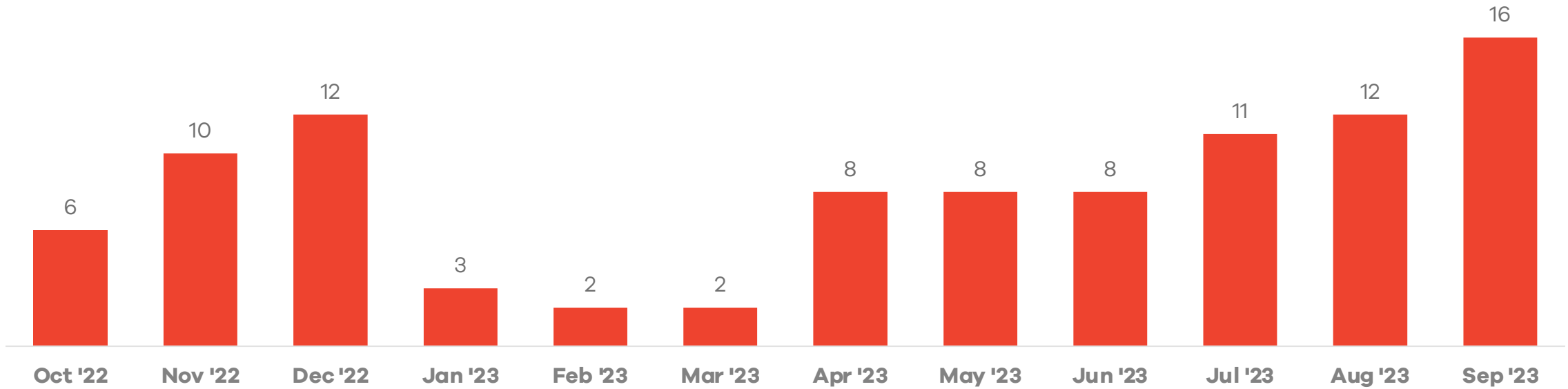
■ 100 miles or less ■ 101-200 miles ■ 201-300 miles ■ 301-500 miles ■ 501+ miles



Segment: Day Leisure Person-Stays (%) • n=864 household count

Source: 2023 PERFORMANCE/MonitorSM

New Jersey Month Trip Started

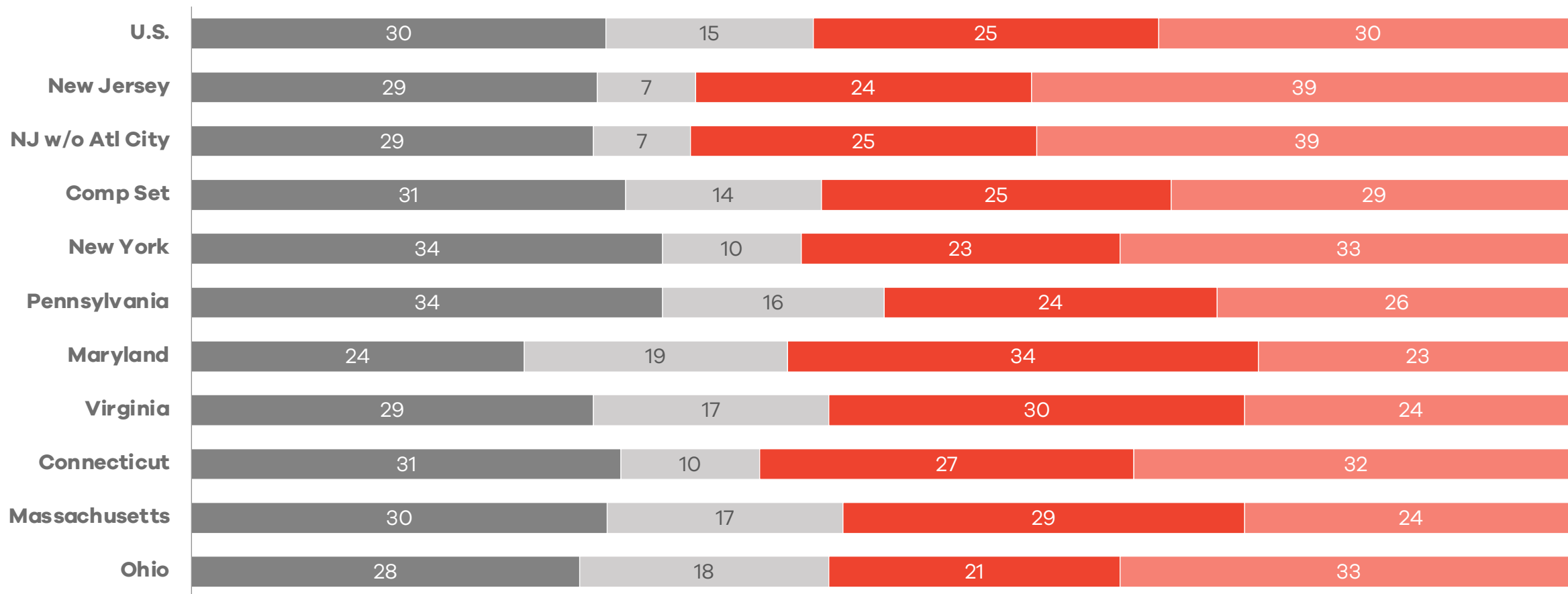


Segment: Day Leisure Person-Stays (%) • n=1,004 household count

Source: 2023 PERFORMANCE/MonitorSM

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

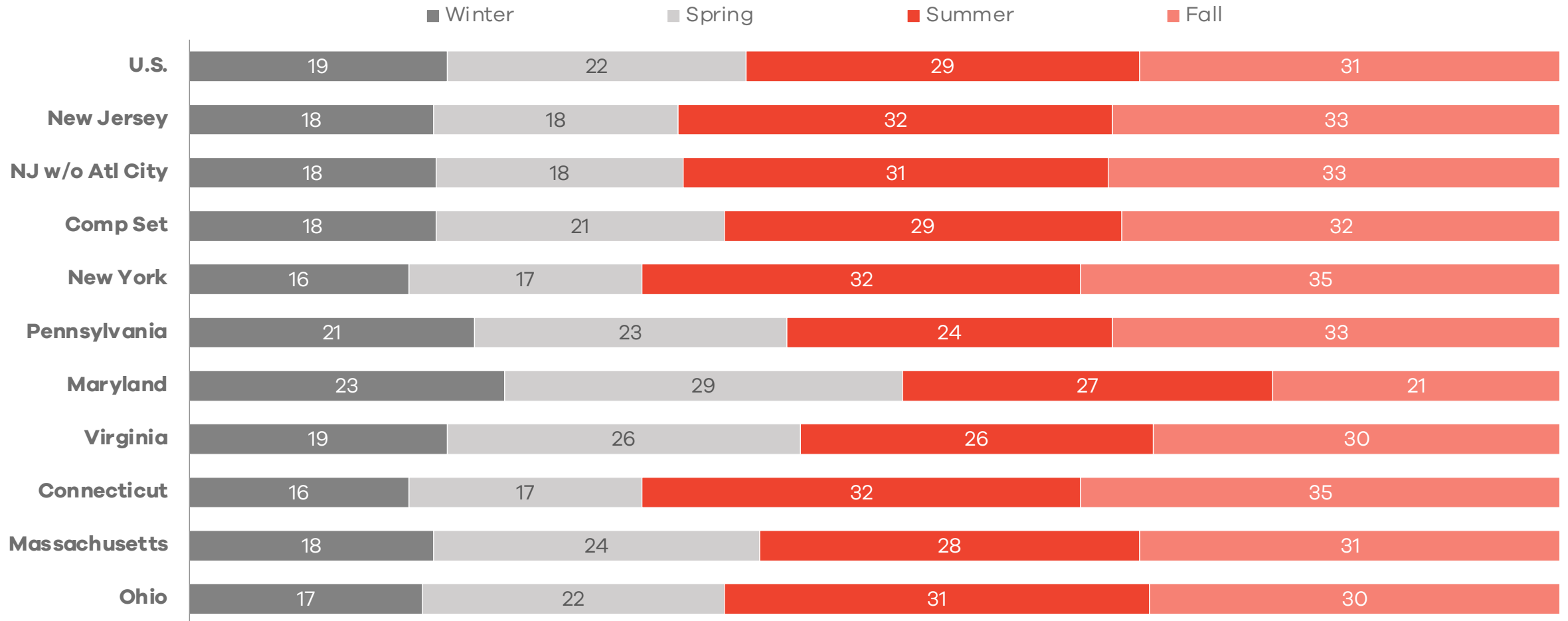
■ Fourth Quarter '22 ■ First Quarter '23 ■ Second Quarter '23 ■ Third Quarter '23



Segment: Day Leisure Person-Stays (%) • n=1,004 household count

Source: 2023 PERFORMANCE/MonitorSM

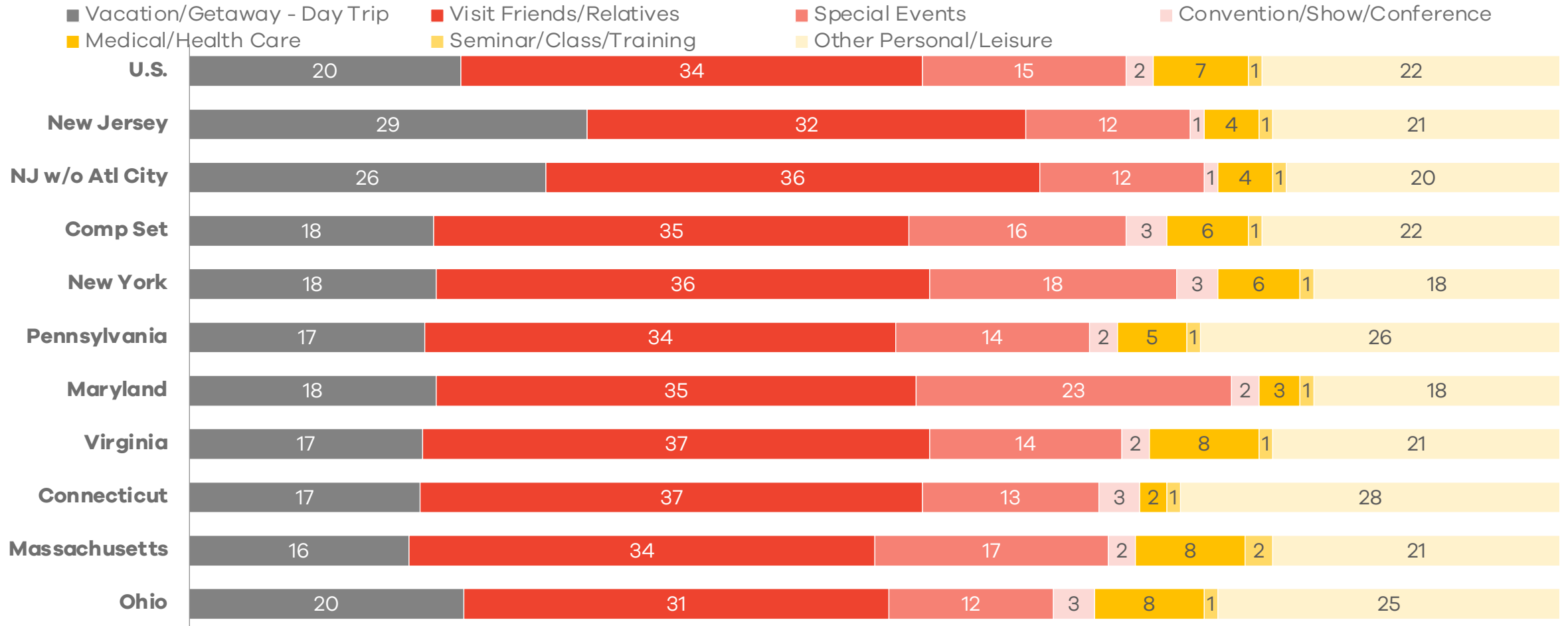
Trip Timing by Season: U.S., New Jersey, and Comp Set



Segment: Day Leisure Person-Stays (%) • n=1,004 household count

Source: 2023 PERFORMANCE/MonitorSM

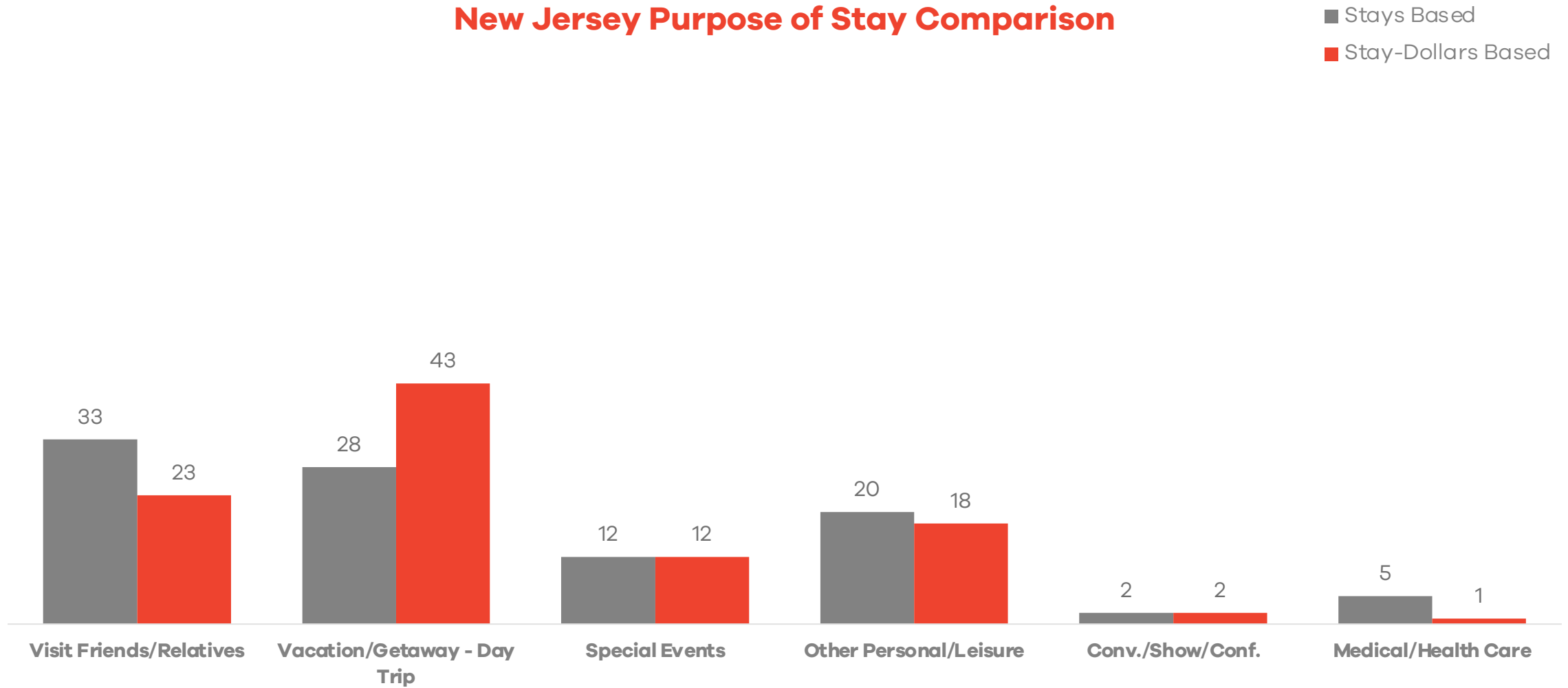
Purpose of Trip Distribution: U.S., New Jersey, and Comp Set



Segment: Day Leisure Person-Stays (%) • n=1,004 household count

Source: 2023 PERFORMANCE/MonitorSM

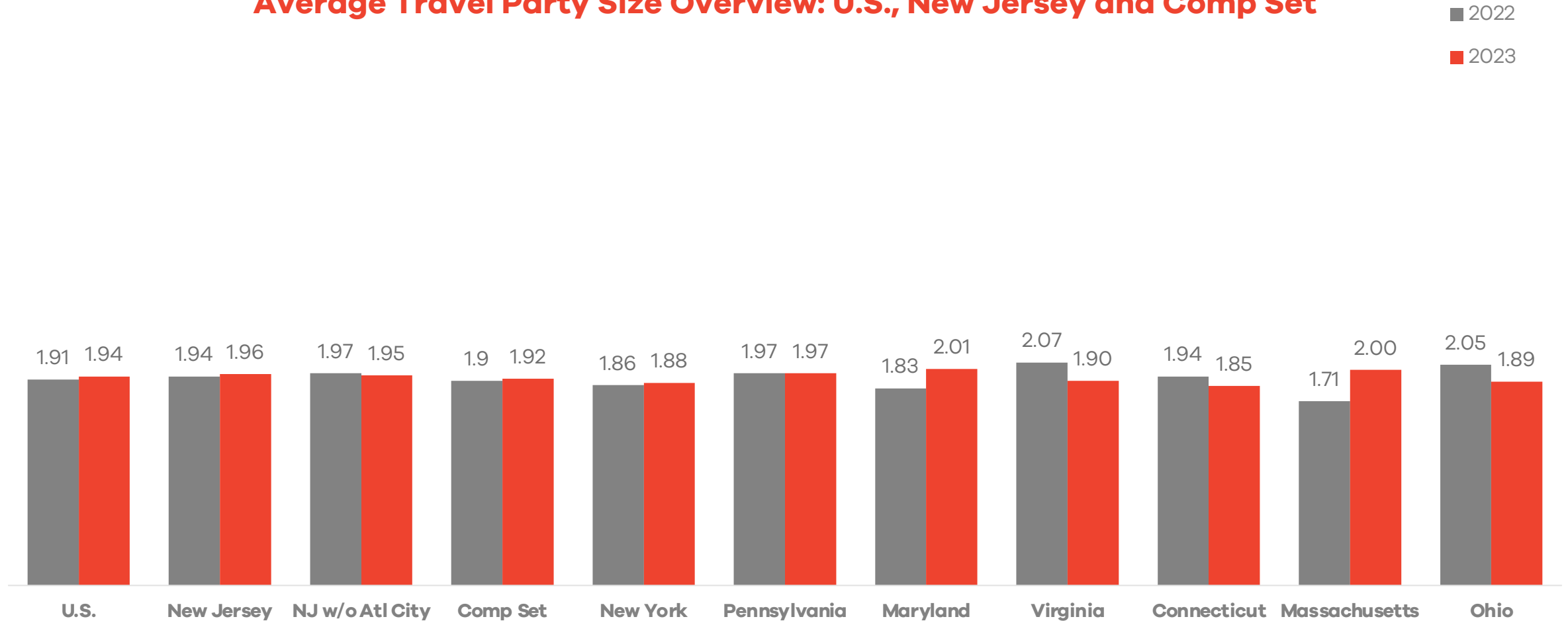
New Jersey Purpose of Stay Comparison



Segment: Day Leisure (%) • n=2,473 household count

Source: 2021-2023 PERFORMANCE/MonitorSM

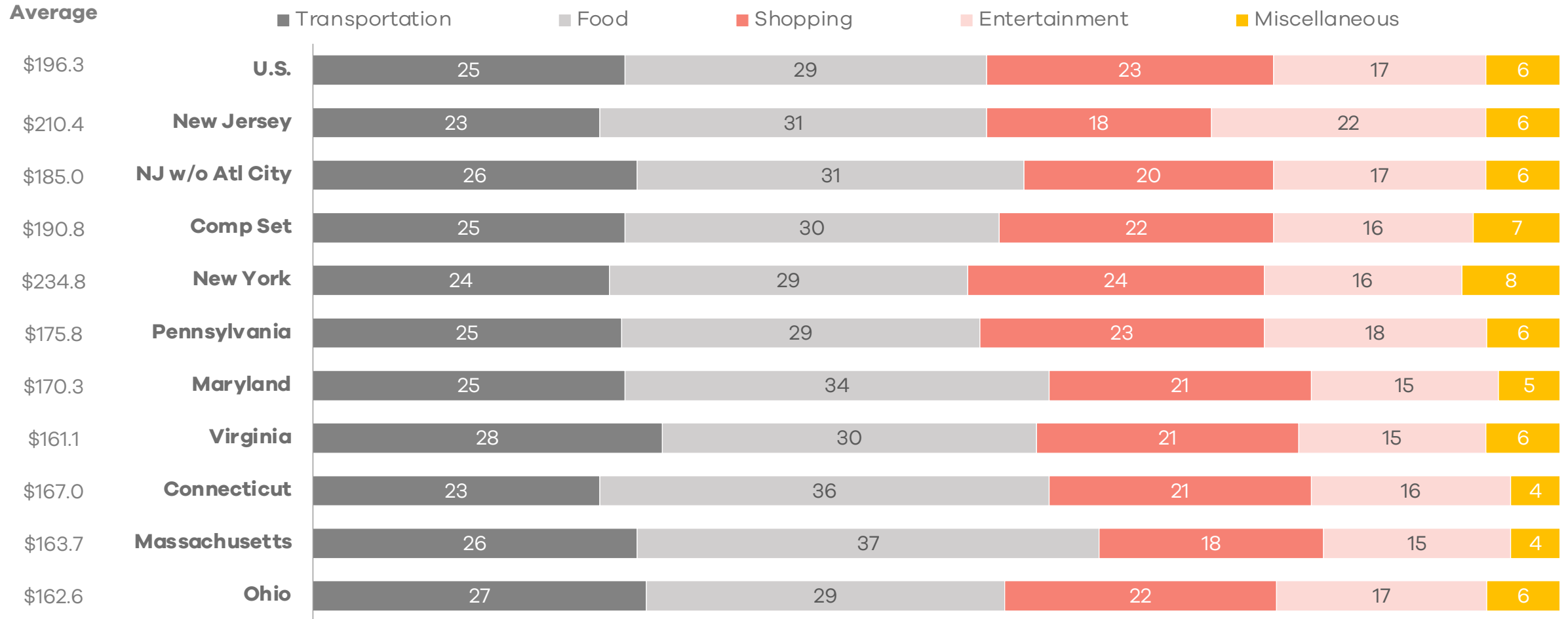
Average Travel Party Size Overview: U.S., New Jersey and Comp Set



Segment: Day Leisure Stays (%) • n=1,004 household count

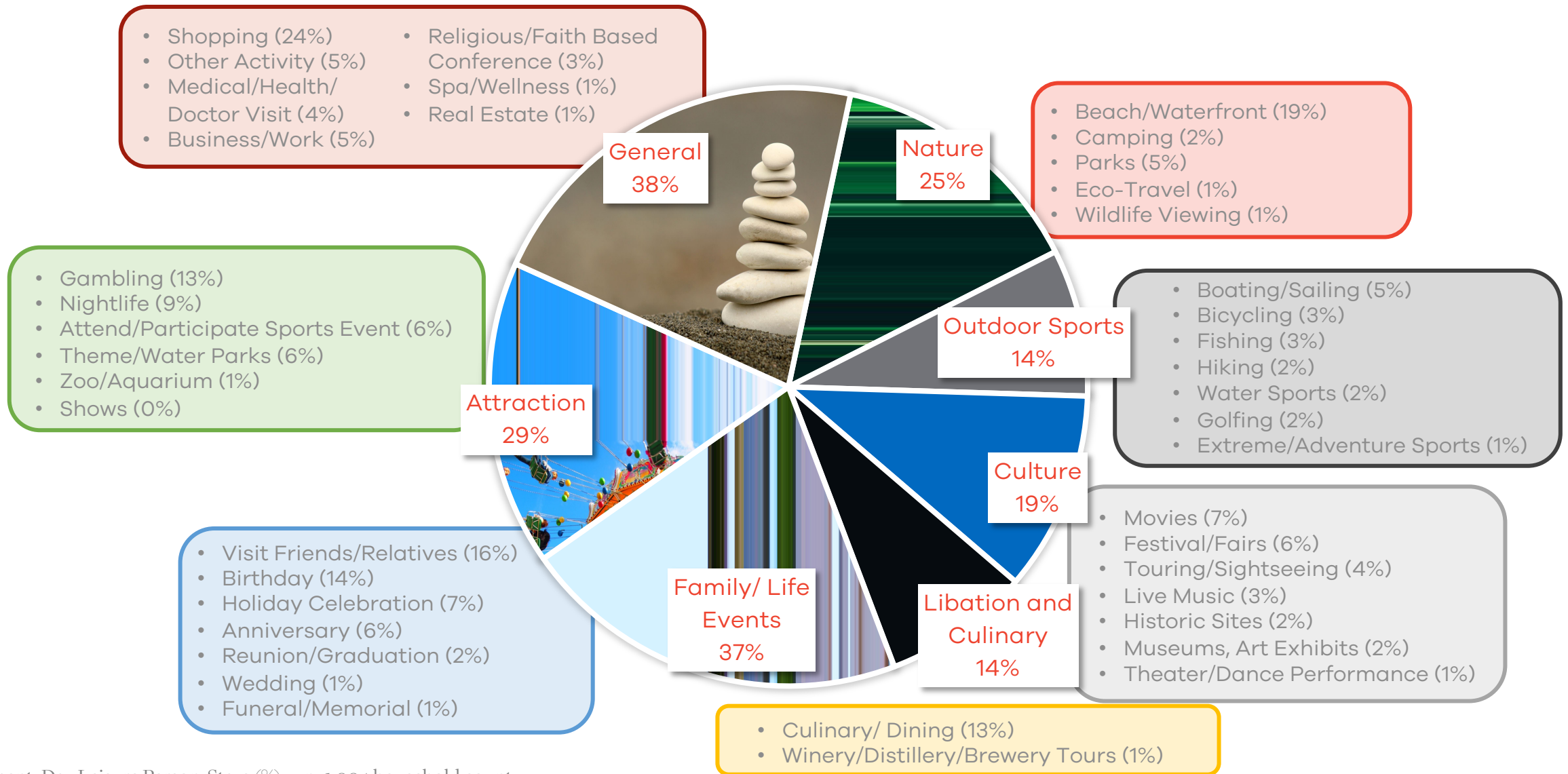
Source: 2023 PERFORMANCE/MonitorSM

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



Segment: Day Leisure Person-Days (%) • n=981 household count

Source: 2023 PERFORMANCE/MonitorSM



Segment: Day Leisure Person-Stayers (%) • n=1,004 household count

Source: 2023 PERFORMANCE/MonitorSM

Top Activities in the Destination

	U.S.	NJ	NJ w/o Atl City	Comp Set	NY	PA	MD	VA	CT	MA	OH
Shopping	22%	24%	24%	21%	20%	25%	23%	22%	18%	17%	18%
Beach/Waterfront	10%	19%	20%	7%	8%	3%	12%	8%	8%	10%	4%
Visit Friends/Relatives	17%	16%	17%	19%	17%	16%	23%	23%	20%	21%	18%
Birthday Celebration	12%	14%	14%	13%	16%	10%	15%	10%	10%	11%	12%
Culinary/Dining	17%	13%	12%	17%	17%	16%	20%	19%	24%	16%	14%
Gambling	5%	13%	3%	4%	3%	6%	2%	3%	11%	2%	3%
Nightlife	5%	9%	6%	5%	5%	4%	3%	3%	5%	7%	4%
Holiday Celebration	5%	7%	8%	6%	7%	5%	2%	3%	4%	6%	6%
Movies	5%	7%	8%	5%	7%	3%	3%	5%	2%	3%	4%
Anniversary Celebration	4%	6%	6%	5%	8%	3%	2%	4%	2%	4%	5%
Festival/Fairs	4%	6%	6%	5%	7%	7%	2%	2%	2%	2%	4%
Theme/Water Parks	3%	6%	6%	2%	2%	3%	1%	3%	0%	2%	3%
Parks (national/state etc.)	6%	5%	6%	5%	6%	5%	4%	8%	6%	2%	4%
Boating	2%	5%	6%	3%	5%	2%	1%	2%	1%	2%	1%
Amateur Sports (attend/participate)	5%	5%	5%	4%	4%	4%	5%	2%	7%	6%	3%
Business/Work	3%	5%	5%	3%	4%	3%	1%	2%	1%	2%	2%
Sightseeing/Touring	7%	4%	4%	7%	7%	8%	6%	8%	5%	8%	5%
Other Personal Celebrations	3%	4%	4%	3%	3%	2%	3%	2%	5%	3%	4%
Medical/Health/Doctor Visit	6%	4%	4%	5%	5%	4%	3%	7%	2%	5%	4%
Bicycling	3%	3%	4%	3%	4%	3%	2%	2%	1%	1%	2%
Fishing	4%	3%	3%	3%	3%	3%	3%	7%	2%	2%	5%
Religious/Faith Based Conference	1%	3%	3%	1%	2%	1%	1%	1%	0%	1%	1%

Segment: Day Leisure Person-Stays (%) • n=1,004 household count

Source: 2023 PERFORMANCE/MonitorSM

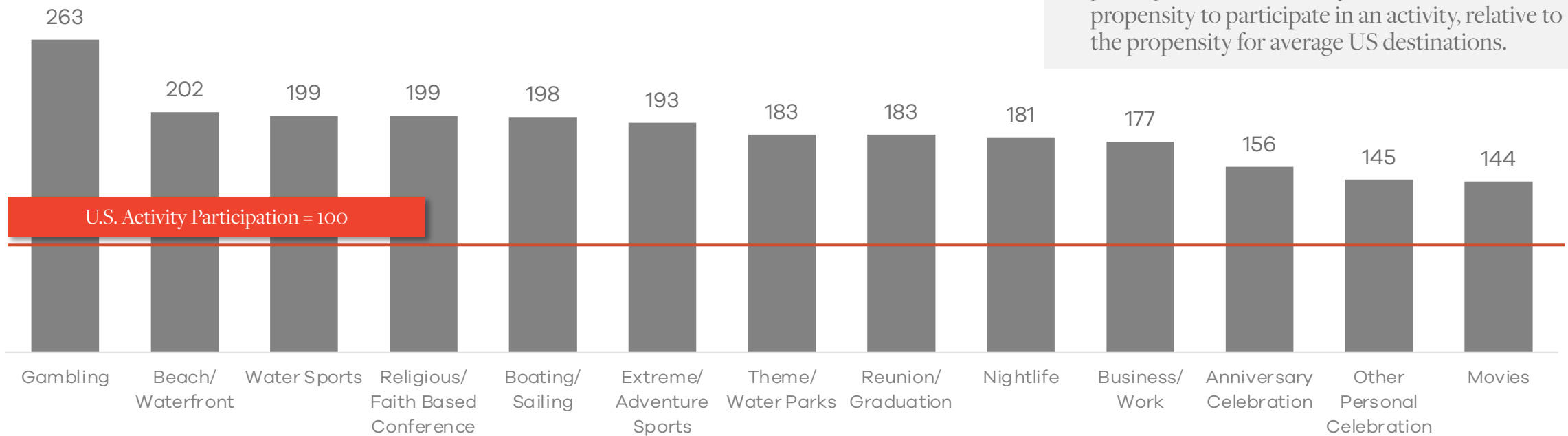
Top Activities in the Destination

	U.S.	NJ	NJ w/o Atl City	Comp Set	NY	PA	MD	VA	CT	MA	OH
Live Music	4%	3%	2%	4%	5%	5%	2%	2%	2%	5%	5%
Water Sports	1%	2%	3%	1%	1%	0%	2%	2%	0%	1%	0%
Music, Art Exhibits, etc.	5%	2%	3%	6%	10%	5%	5%	4%	4%	6%	4%
Camping	3%	2%	3%	3%	3%	4%	2%	2%	1%	2%	2%
Reunion/Graduation	1%	2%	2%	2%	2%	1%	2%	1%	0%	0%	2%
Professional Sports Event	2%	2%	2%	2%	2%	2%	2%	1%	0%	4%	2%
Historic Sites	4%	2%	2%	5%	6%	7%	3%	6%	2%	5%	3%
Golfing	1%	2%	2%	2%	1%	1%	3%	2%	3%	1%	2%
Hiking	5%	2%	2%	4%	5%	4%	2%	5%	3%	3%	4%
College Sports Event	2%	1%	2%	2%	2%	1%	1%	1%	0%	3%	1%
Zoo/Aquarium	3%	1%	1%	3%	3%	2%	4%	1%	3%	5%	4%
Wildlife Viewing	2%	1%	2%	2%	2%	2%	1%	1%	1%	1%	2%
Wedding	1%	1%	1%	2%	2%	1%	5%	3%	1%	1%	2%
Extreme/Adventure Sports	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%	0%
Winery/Distillery/Brewery Tours	1%	1%	1%	1%	1%	2%	0%	2%	0%	0%	1%
Funeral/Memorial	2%	1%	1%	2%	3%	1%	1%	3%	1%	3%	2%
Spa/Wellness	1%	1%	1%	1%	2%	1%	1%	1%	0%	0%	1%
Theater/Dance Performance	1%	1%	1%	2%	2%	1%	2%	1%	1%	2%	1%
Hunting	1%	1%	1%	1%	1%	0%	0%	1%	0%	1%	1%
Real Estate (buy/sell)	1%	1%	1%	0%	0%	0%	1%	0%	0%	0%	0%
Service/Volunteerism	1%	1%	1%	0%	0%	1%	0%	0%	0%	0%	0%
Tennis	0%	0%	0%	0%	0%	*	1%	0%	0%	*	1%

Segment: Day Leisure Person-Stays (%) • n=1,004 household count

Source: 2023 PERFORMANCE/MonitorSM

New Jersey Activity Index



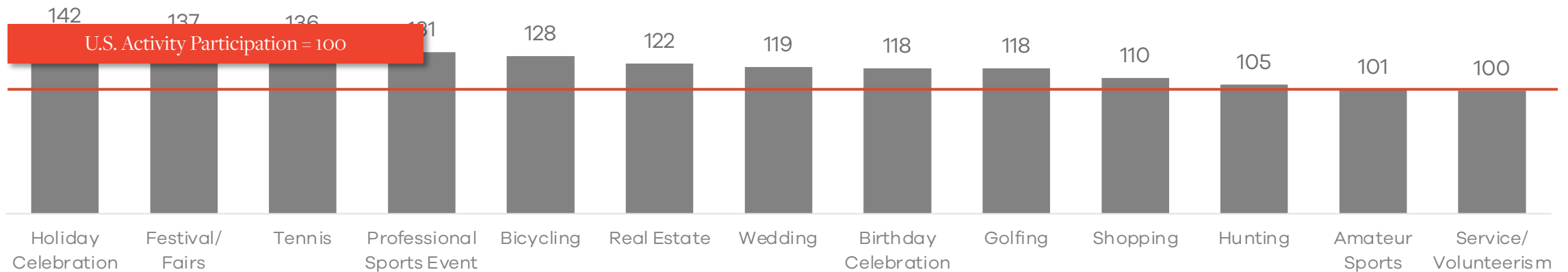
- The activity index uses the US to determine the average of 100 and anything above is an activity that travelers in New Jersey are more likely to do than visitors to the US.
- The Index is different from the share of participation in that it only reflects a traveler's propensity to participate in an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

Segment: Day Leisure Person-Stays (%) • n=1,004 household count

Source: 2023 PERFORMANCE/MonitorSM

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: Day Leisure Person-Stays (%) • n=1,003 household count

Source: 2023 PERFORMANCE/MonitorSM

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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

Gen Zers (1997+), 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. Day Leisure	31,421	0.1%	0.2%	0.2%	0.4%	0.5%
New Jersey	1,004	0.5%	1.0%	1.4%	2.0%	2.6%
NJ w/o Atl City	819	0.6%	1.1%	1.5%	2.2%	2.9%
New York	2,316	0.3%	0.6%	0.9%	1.3%	1.7%
Pennsylvania	1,746	0.4%	0.7%	1.0%	1.5%	2.0%
Maryland	546	0.7%	1.3%	1.8%	2.7%	3.5%
Virginia	827	0.6%	1.0%	1.5%	2.2%	2.9%
Connecticut	420	0.8%	1.5%	2.1%	3.0%	4.0%
Massachusetts	794	0.6%	1.1%	1.5%	2.2%	2.9%
Ohio	1,363	0.4%	0.8%	1.2%	1.7%	2.2%

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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