

New Jersey Overnight 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: \$129K on average
- Lifestages: Mature travel parties without children making more than \$60K (Affluent Mature), middle-aged travel parties with children making more than \$75K (Affluent Family), and middle-aged travel parties without children in household (Mature & Free)
- 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 culinary/dining, gambling, visiting the beach/waterfront, shopping, and visiting friends/relatives
- Repeat Visitation: 1/4 of travelers visited New Jersey for the first time while 1/2 are frequent visitors (4+ times)
- Traveling Party: Parties of two, followed by single adults
- Length of Stay: 2.7 days on average (Overnight Leisure)
- \$201 per person spending per day – 17% Transportation, 27% Food & Beverage, 27% Lodging, 10% Shopping, 14% Entertainment
- Timing: 27% visited in Summer, 25% in Spring, and 25% 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.
 - most travelers arrive by auto
 - travelers travel an average of 169 miles one-way 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: Gen Zers and Millennials
- Purpose of Stay: General Vacation
- Length of Stay: travel parties who stay three nights and longer
- Traveling Party: travel parties of three or more adults and those with children present



New Jersey Historical Trends in Visitation

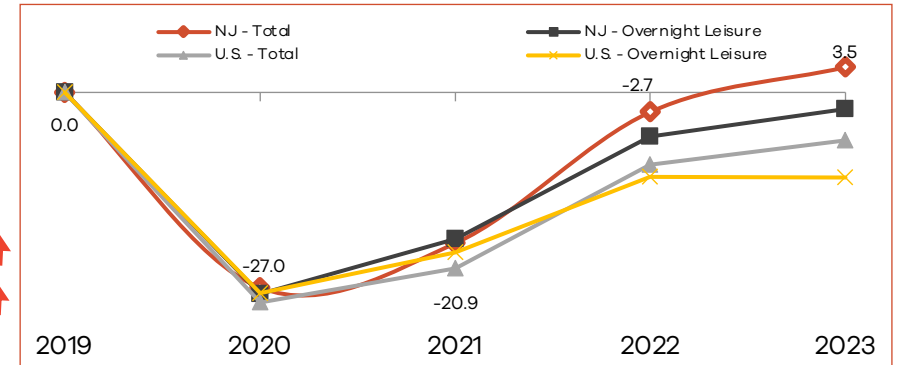
New Jersey hosted about 48.6 million overnight leisure visitors, spending 19.7 billion dollars in 2023 – up 4 and 9 percent respectively compared to 2022. Volume increased at a higher rate (4%) than the average U.S. destination (0%) this year.

Overnight Leisure travelers make up about 41% 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 69% to New Jersey’s Total Spending.

- 118.5 Million Visitors – 6% ↑
- 48.6 Overnight Leisure – 4% ↑

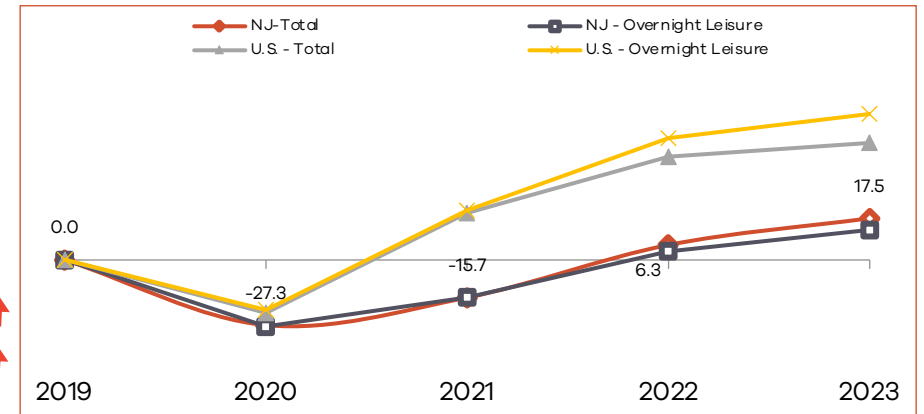
Visitor Volume

PERSON-STAYS (MILLIONS) INDEXED TO 2019



Visitor Spending

DIRECT SPENDING (BILLIONS) INDEXED TO 2019



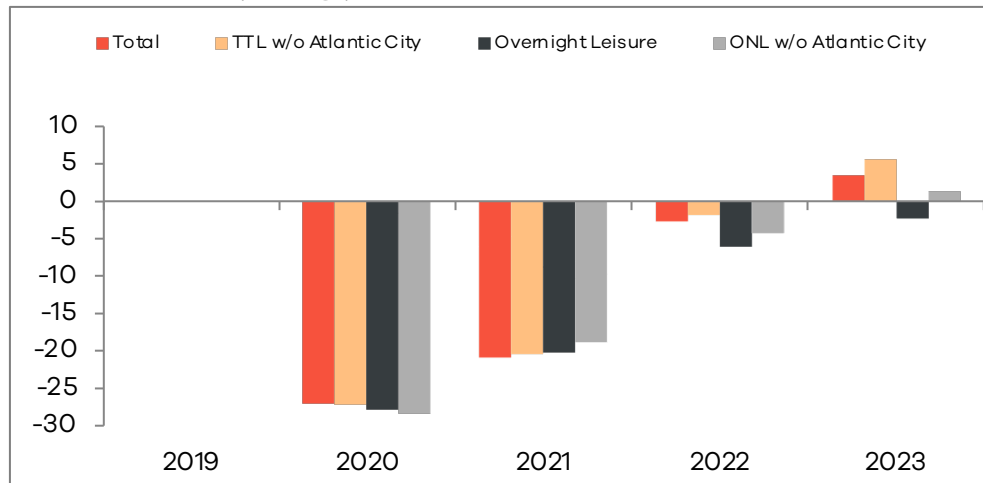
- \$28.4 Billion Dollars – 11% ↑
- \$19.7 Overnight Leisure – 9% ↑

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 2019

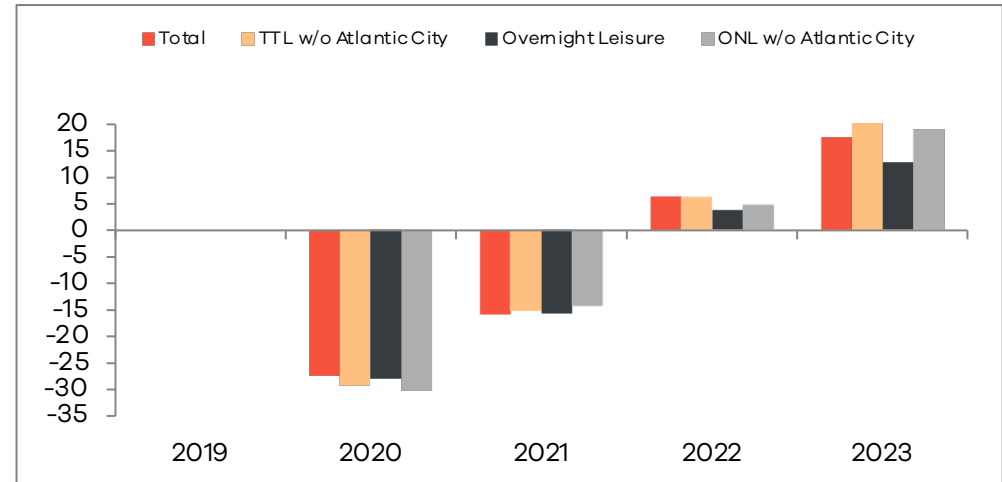


Segment: Total Volume (%)

Source: 2023 PERFORMANCE/MonitorSM

Visitor Spending

SPENDING (% CHANGE) INDEXED TO 2019



We see a similar trend for spending. While both segments saw an increase from 2022 and are continuing to display a positive percent change from 2019, 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 for overnight leisure.

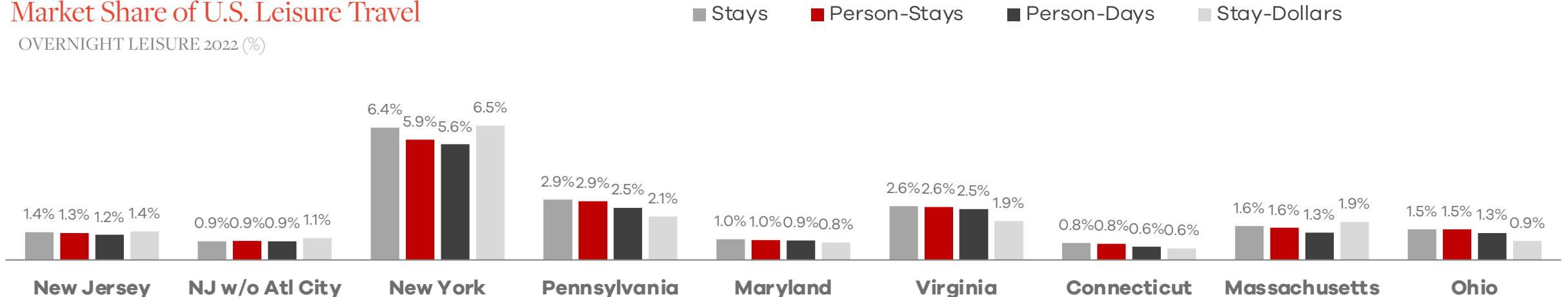
Overall, the impact of New Jersey's overnight visitation on the share of the US travel market decreased this year. Among all its competitors, New Jersey's Overnight Leisure traveler segment captured the sixth largest share of the US travel market in Stays, Person-Stays, and Person-Days but was fifth in Trip-Dollars. Virginia, Connecticut, and Ohio saw increases in market share in 2023, while the rest decreased.

New Jersey's Overnight Leisure travel parties (or Stays) represent 1.4% 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 (%)

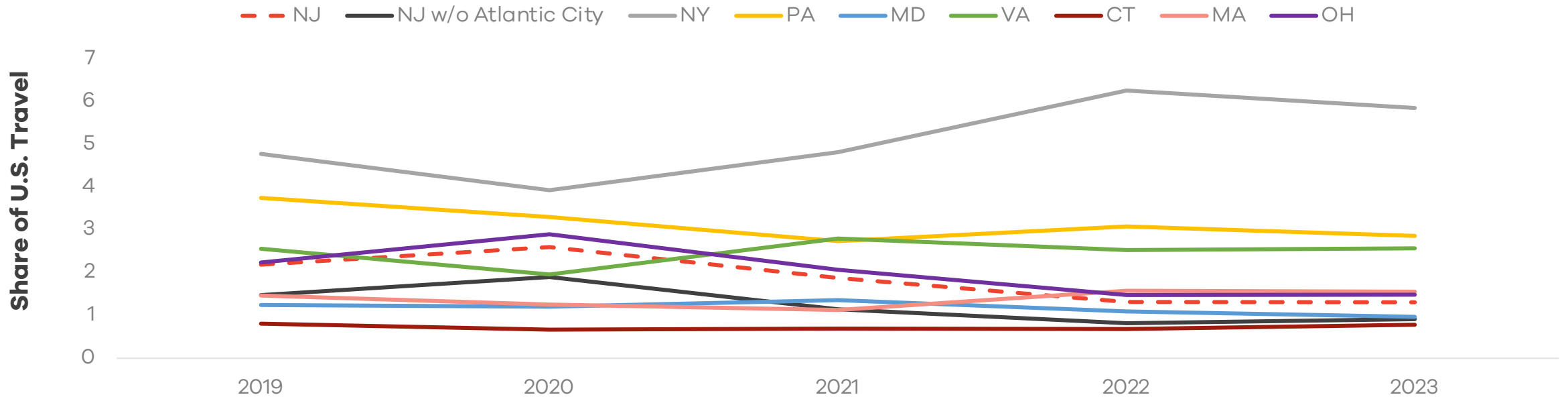


The Person-Days metric is simply the total number of days that visitors contributed to New Jersey. New Jersey's Overnight Leisure travelers represent 1.2% of the US Overnight market share. New Jersey Overnight Leisure travelers contributed a similar percentage as Stays in Trip-Dollars to the US Overnight Leisure market; 1.4% 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/CT/MA/OH)
Average Age (years)	55	53	50	51
Employed	63%	68%	61%	63%
Retired	26%	19%	26%	26%
Average Income (000)	\$128.8	\$135.2	\$127.4	\$134.3
Children in HH	29%	36%	36%	35%
Children in Travel Party	13%	18%	16%	14%
Generations:				
Gen Zers (1997+)	4%	4%	7%	6%
Millennial (1981-1996)	19%	22%	29%	29%
GenX (1965-1980)	30%	35%	28%	29%
Boomer (1946-1964)	44%	38%	33%	33%
Silent/GI (1945 back)	3%	2%	3%	3%

Where Do New Jersey's Visitors Come From?

More than 4 in 5 of New Jersey visitors come from 7 states with 25% 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 169 miles. 4 in 5 of travelers live in a vicinity of less than 200 miles.

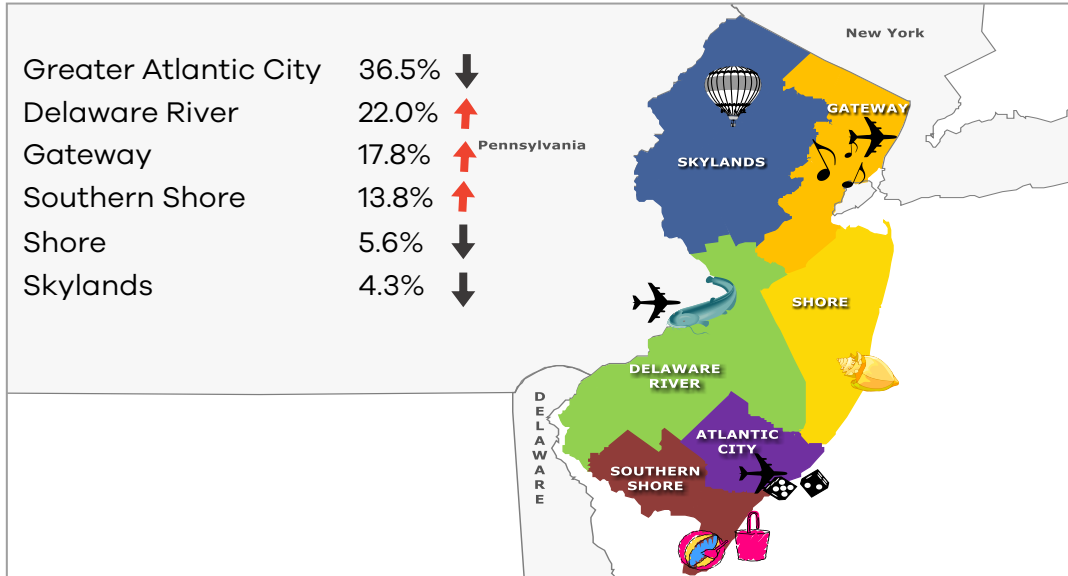
New Jersey Origin States

OVERNIGHT LEISURE PERSON-STAYS (%) (2023)

New Jersey	25.2%
Pennsylvania	23.0%
New York	19.2%
Virginia	6.3%
Delaware	4.0%
Florida	3.6%
Maryland	3.4%
Other	15.3%

New Jersey Destination Regions

OVERNIGHT LEISURE PERSON-STAYS (%)



Where Do New Jersey's Visitors Go?

Overnight Leisure visitors are visiting more parts of New Jersey than they have previously with some of the more popular regions decreasing in visitation while less popular regions are seeing a larger share of visitation. The Delaware River, Gateway, and Southern Shore regions displayed increases from last year, while the Greater Atlantic City and Shore regions displayed decreases from 2022.

Why Do Travelers Visit New Jersey?

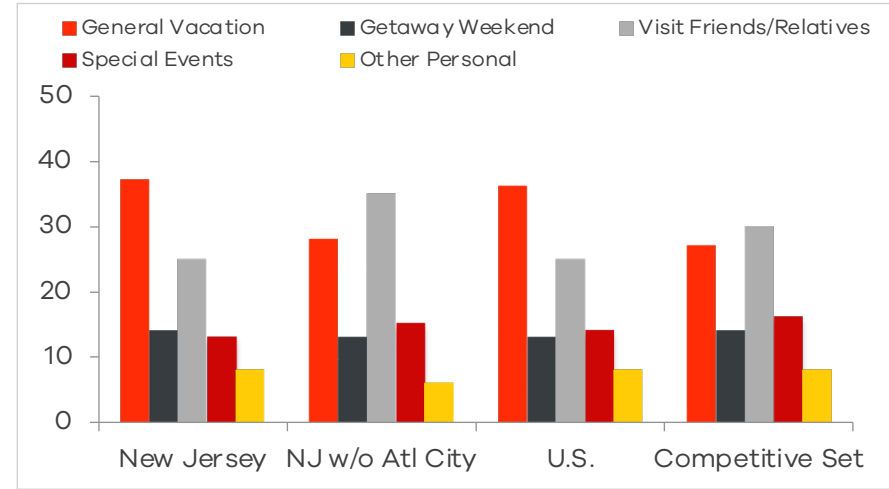
General Vacations account for nearly 2 in 5 of Overnight Leisure visitors to New Jersey in 2023, followed by one-quarter who visit Friends or Relatives. However, if Atlantic City is excluded, General Vacations drop, and General Vacations account for one-quarter of visits and Visiting Friends or Relatives account for more than one-third of visits.

General Overnight Vacations, Getaway Weekends and Visiting Friends and Relatives were relatively unchanged 2022.

In 2023 visitors spent on average \$201 in New Jersey per person per day - \$14 more than in 2022 with increases in nearly all categories. The largest increases were seen in food & beverage (+\$7), lodging (+\$6), and shopping (+\$3), while entertainment (-\$3) and transportation (-\$2) decreased.

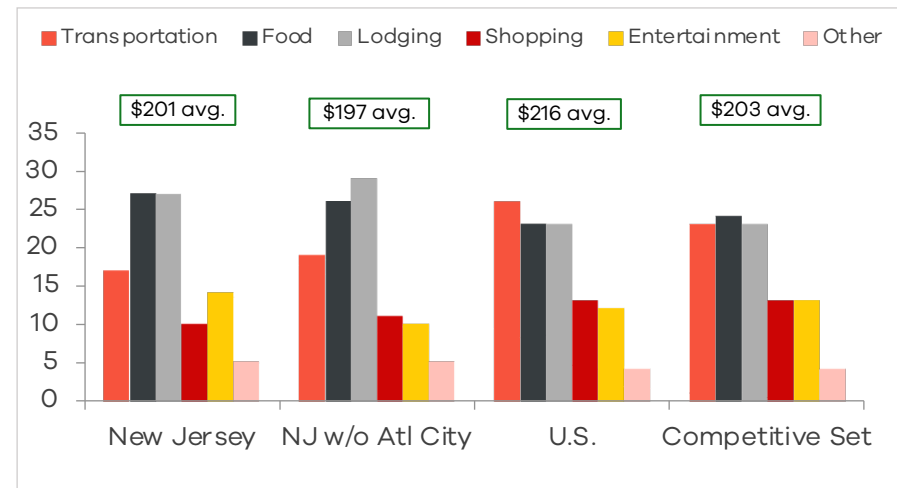
Purpose of Travel

OVERNIGHT LEISURE PERSON-STAYS (%) (2023)



Per-Person-Per-Day Spending

OVERNIGHT LEISURE PERSON-DAYS (%) (2023)



What Type of Accommodations Do They Stay In?

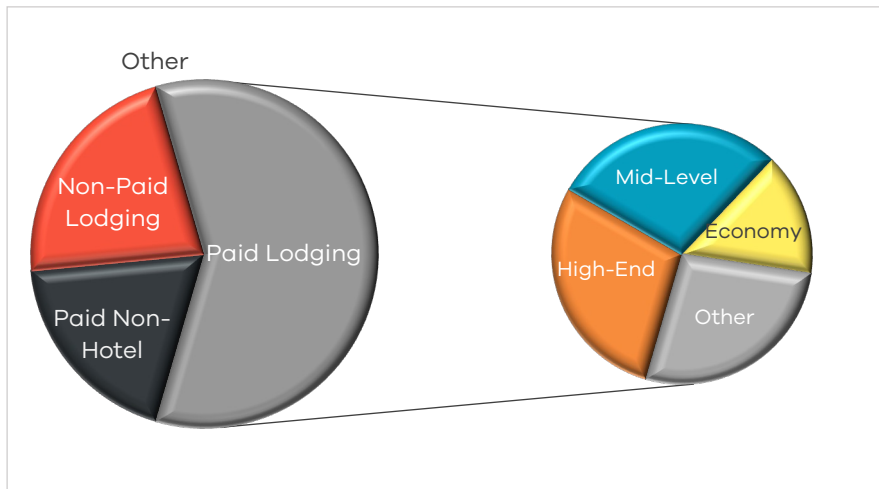
In 2023, 78% of Overnight Leisure visitors to New Jersey stayed in paid accommodations, similar to the average U.S. destination (80%) and Competitive Set (79%). Among those staying in New Jersey's paid accommodations, 59% stay in hotels.

When Atlantic City is excluded from the analysis the percentage of visitors staying in paid accommodations drops to 69%, 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 47%.

Among those visiting regions excluding Atlantic City, 22% 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.

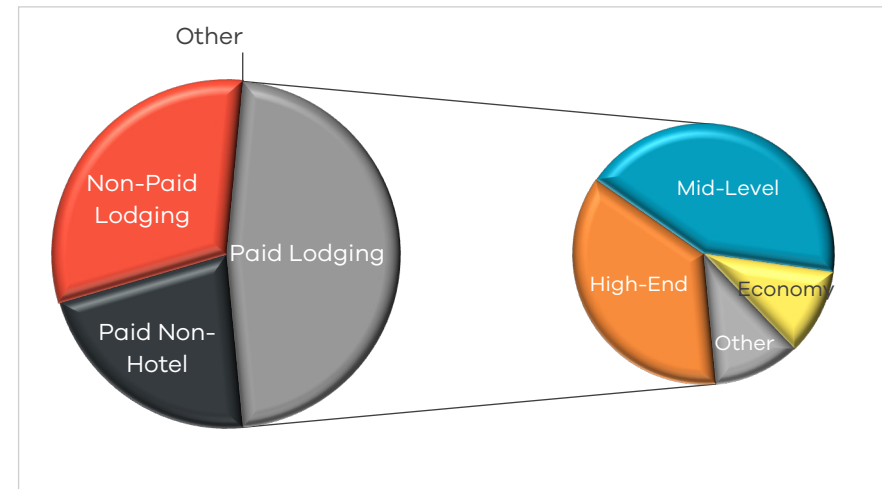
New Jersey

OVERNIGHT LEISURE PERSON-STAYS 2023



New Jersey Without Atlantic City

OVERNIGHT LEISURE PERSON-DAYS 2023



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

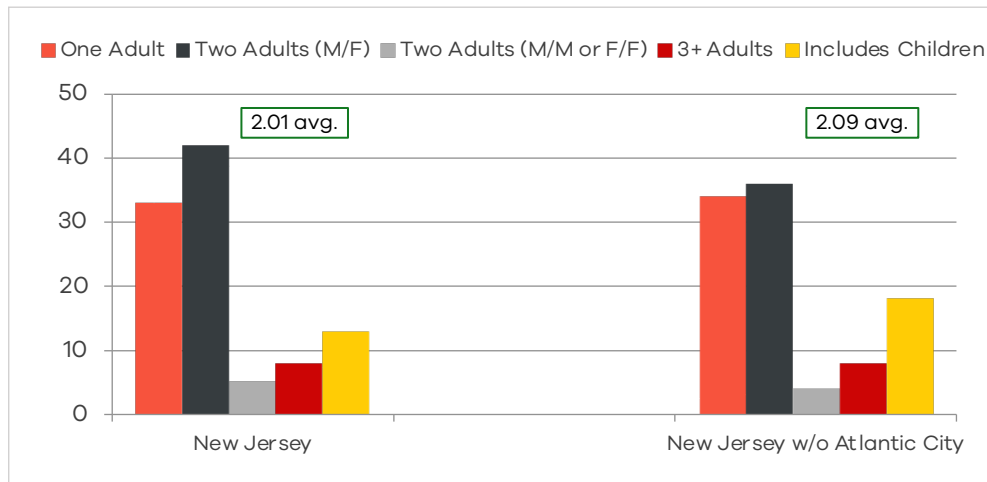
Travel parties consisting of one or two adults account for 80 percent of New Jersey’s Overnight Leisure travel.

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 2022, we saw a decrease in the average travel party size for New Jersey overall while New Jersey without Atlantic City was unchanged. At 2.01 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 2.09 persons.

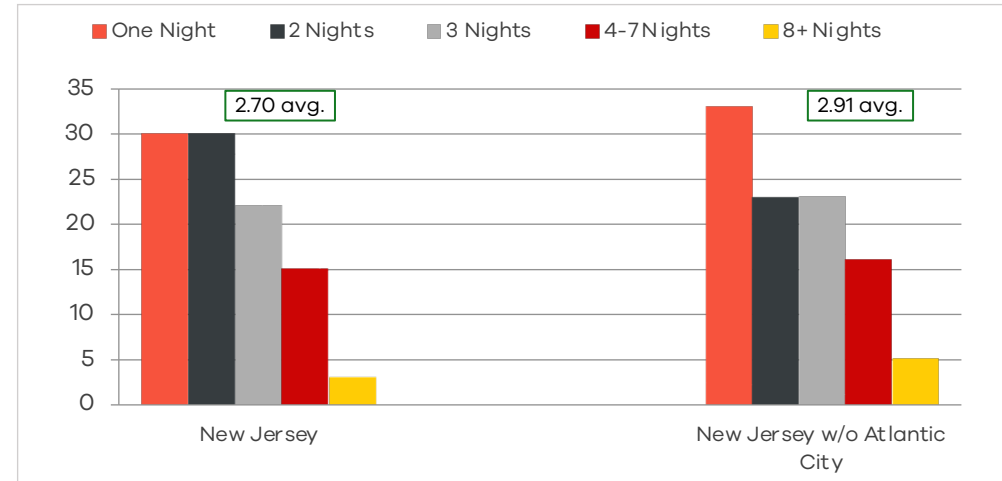
Travel Party Composition

OVERNIGHT LEISURE (% STAYS (2023))



Stay Length

OVERNIGHT LEISURE (% STAYS (1+ NIGHTS)) (2023)



Among Overnight Leisure visitors, New Jersey travel parties stay 2.7 nights on average. Excluding Atlantic City with its many short-stay visits results in a higher 2.91 nights length of stay.

The average length of stay has decreased from 2022.

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 2023:

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

Participation in many of the top activities decreased slightly from 2022 while Culinary/Dining displayed an increase.

When excluding Atlantic City, the top five activities are relatively the same except Gambling drops to 12th place in 2023:

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

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 (3.4 times as high)
- Wedding (3.2 times)
- Anniversary Celebrations (2.1 times)
- Nightlife (1.5 times)
- Beach/Waterfront (1.4 times)
- Movies (1.3 times)
- Theater/Dance Performance (1.3 times)
- Culinary/Dining (1.3 times)
- Amateur Sports (1.2 times)

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

- Wedding (4.4 times)
- Anniversary Celebration (2.6 times)
- Movies (1.8 times)
- Amateur Sports (1.7 times)
- Beach/Waterfront (1.4 times)
- Reunion/Graduation (1.4 times)
- Funeral/Memorial (1.4 times)
- Culinary/Dining (1.1 times)
- Birthday Celebration (1.1 times)
- Visit Friends/Relatives (1.1 times)

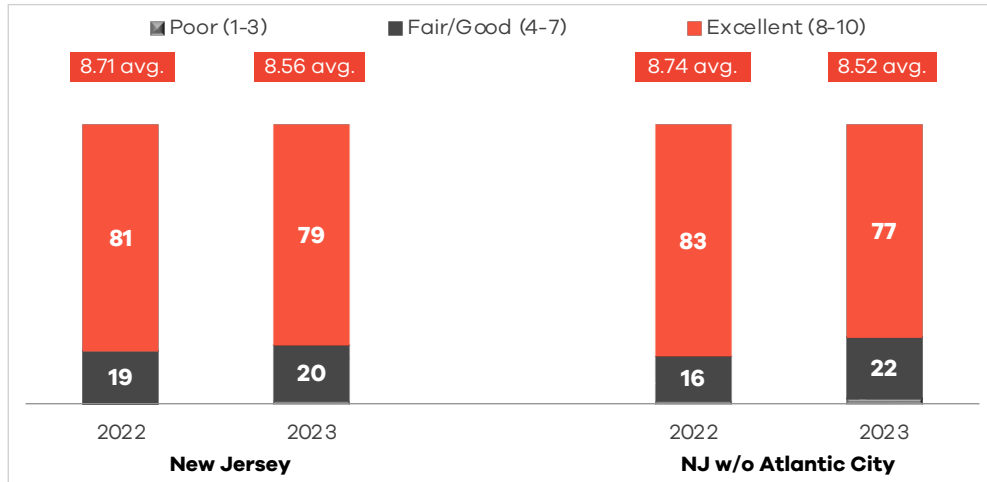
How Do New Jersey Visitors Rate The State?

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 lower average satisfaction (8.56) with their New Jersey stay in 2023 than in 2022. 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 after seeing significant decreases in 2020.

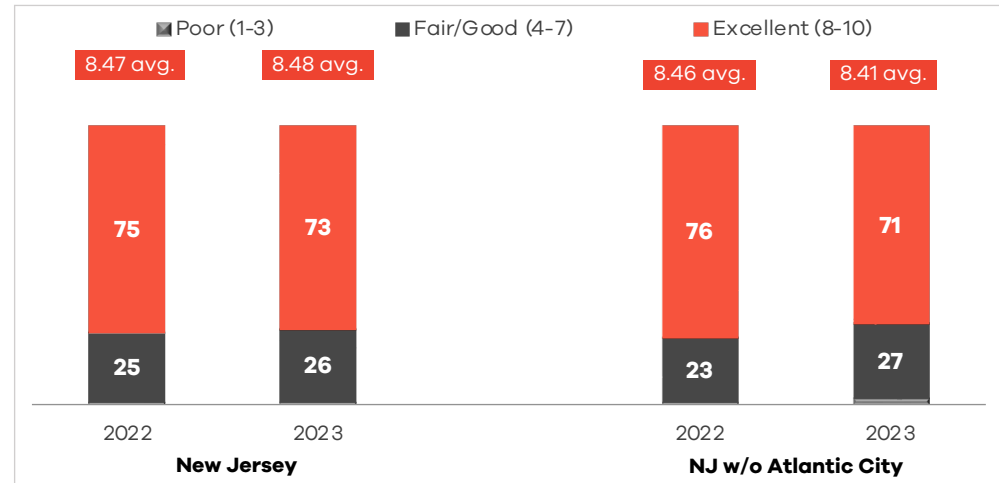
Overall Satisfaction

OVERNIGHT LEISURE (%) STAYS (2023)



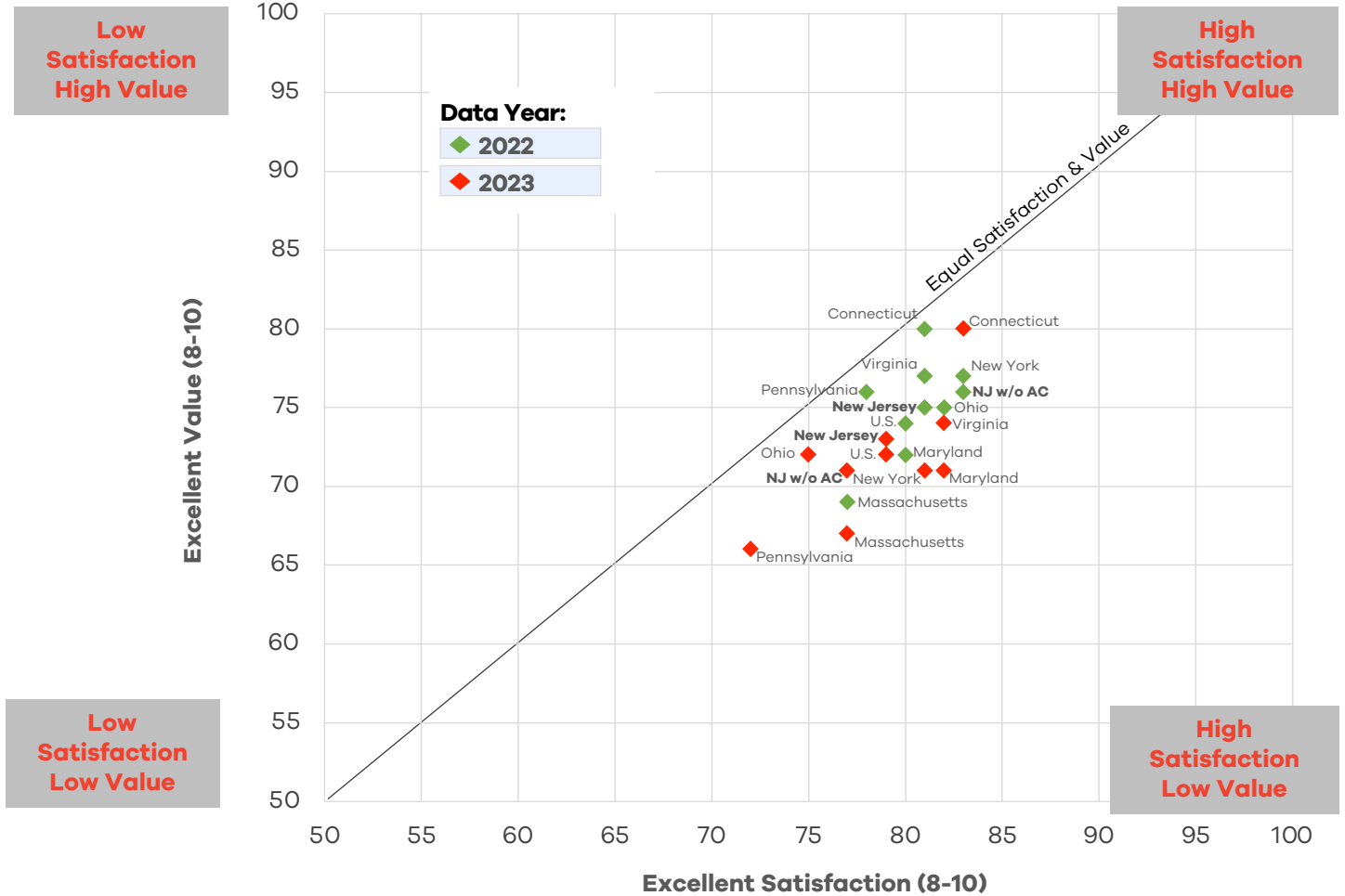
Value For The Money

OVERNIGHT LEISURE (%) STAYS (2023)



Overall, New Jersey's Overnight Leisure travelers report their highest ratings for Overall Satisfaction (8.56) and Feeling of Safety (8.56), followed by Friendly/Helpful people (8.50) and Value for the Money (8.48). With the exception of Value for the Money and Quality of Dining which were relatively unchanged, all other ratings decreased from 2022.

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.



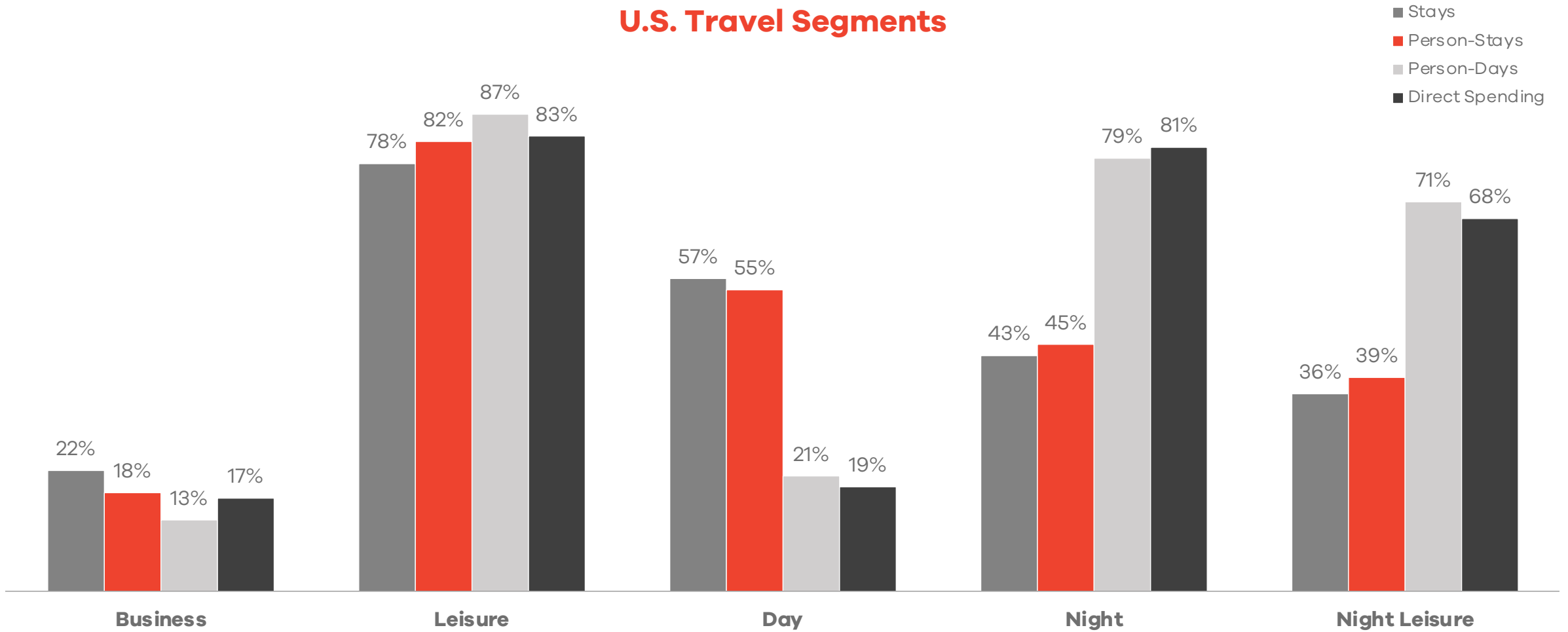
Satisfaction and Value ratings may be combined into a matrix which places each destination in the location where Satisfaction and Value intersect.

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

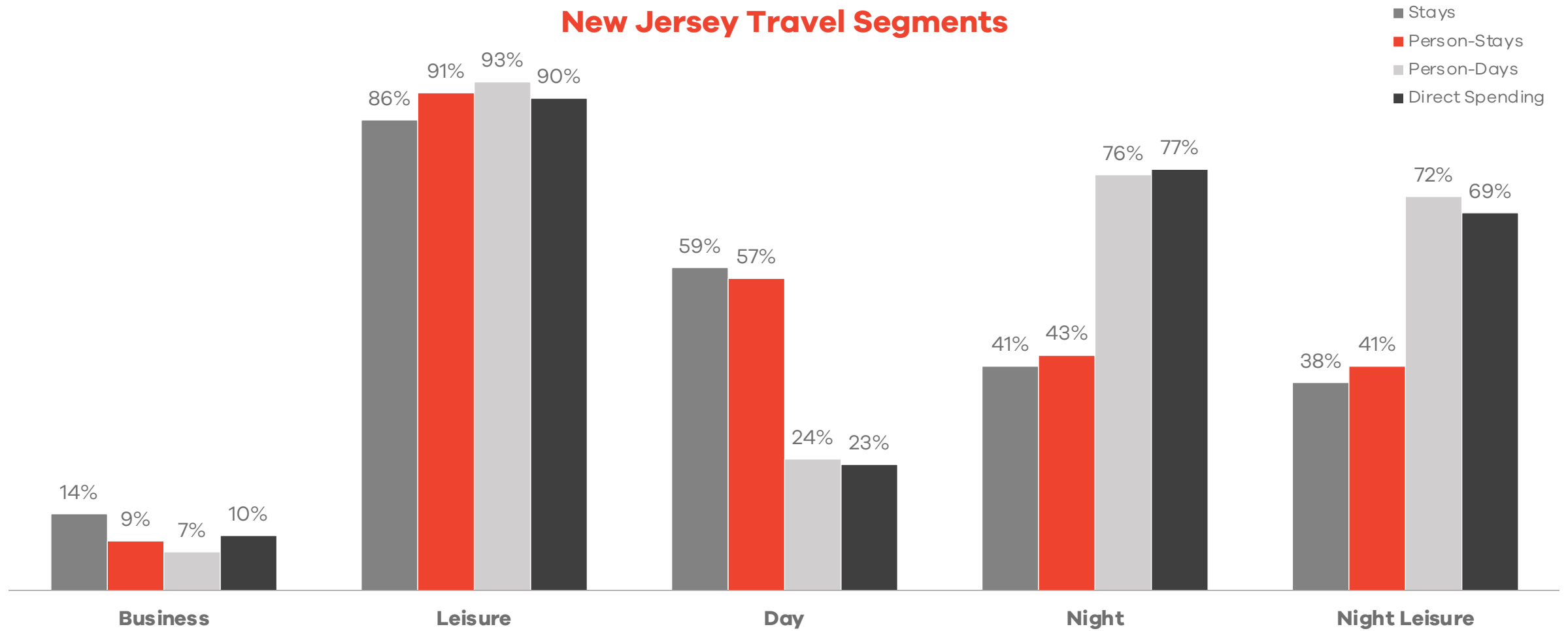
U.S. Travel Segments



Segment: Total Volume (%)

Source: 2023 PERFORMANCE/MonitorSM

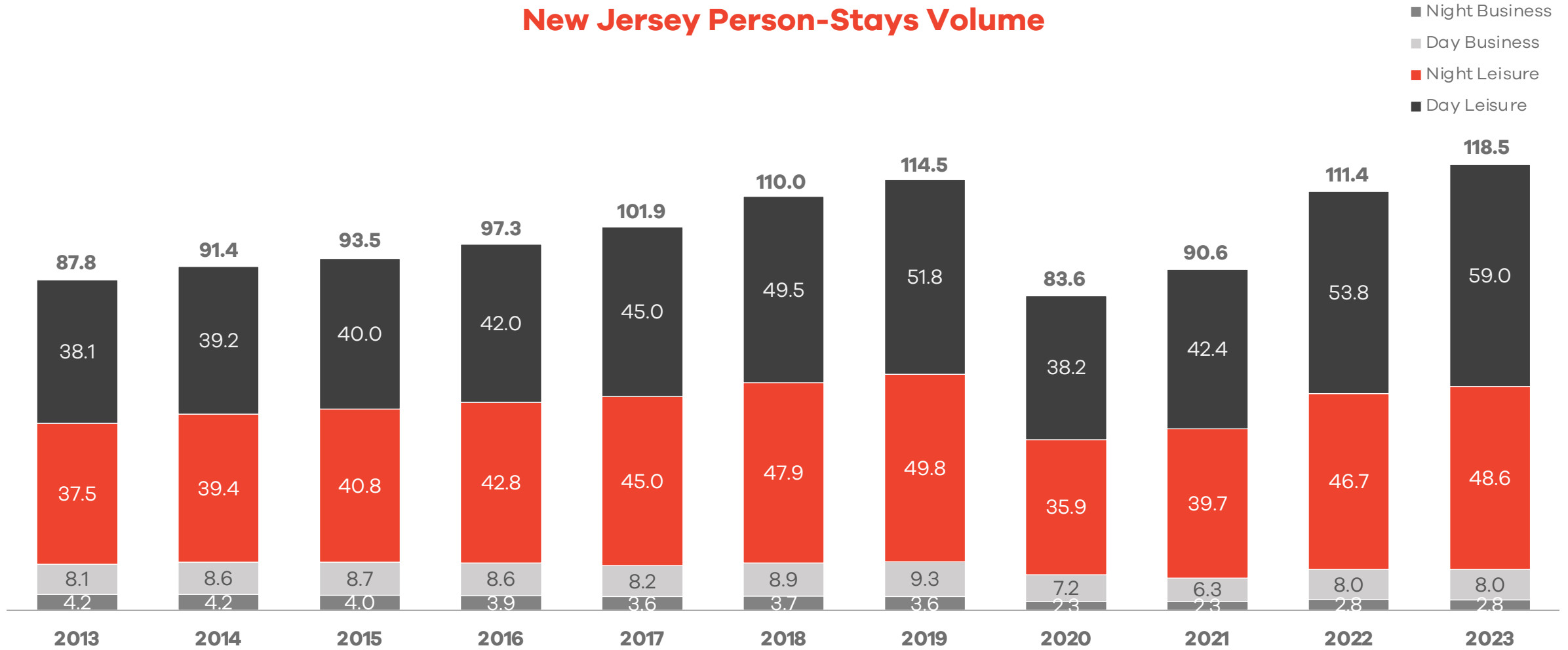
New Jersey Travel Segments



Segment: Total Volume (%)

Source: 2023 PERFORMANCE/MonitorSM

New Jersey Person-Stays Volume



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

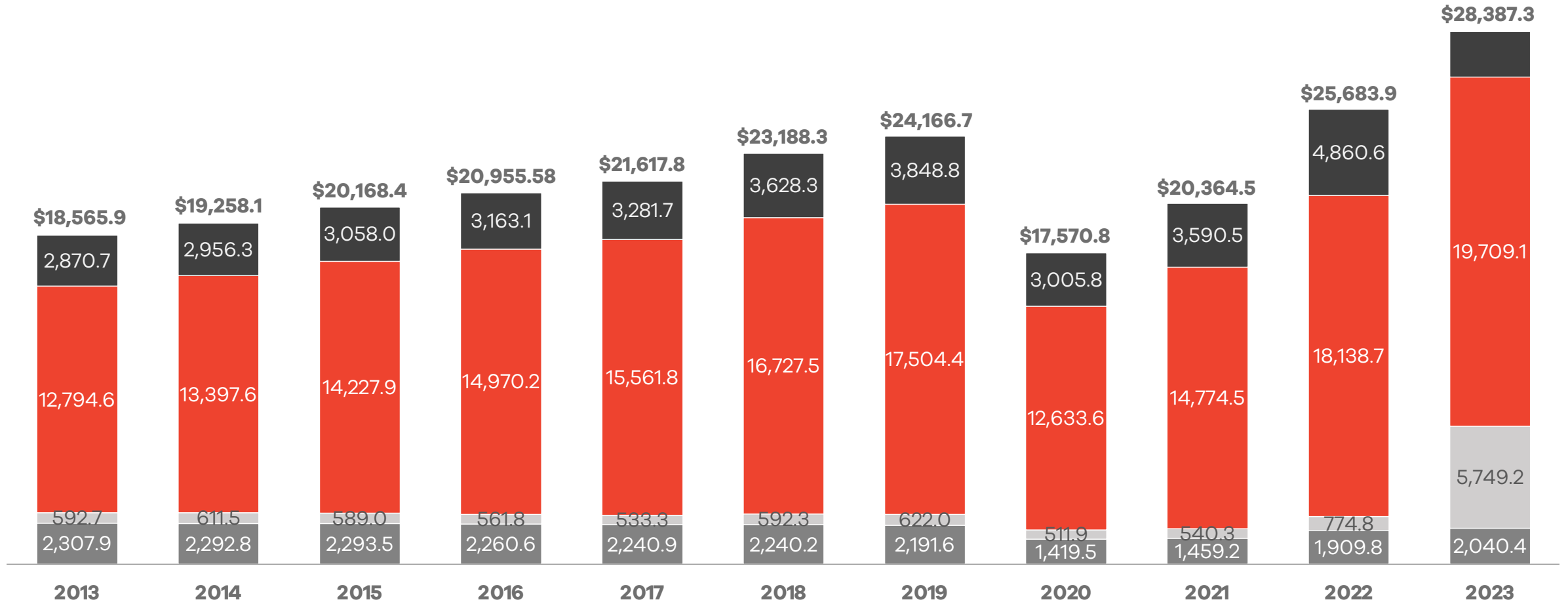
	New Jersey										U.S.
	14/13	15/14	16/15	17/16	18/17	19/18	20/19	21/20	22/21	23/22	23/22
Total	4.1%	2.3%	4.0%	4.7%	8.0%	4.1%	-27.0%	8.4%	22.9%	6.4%	3.7%
Business	4.6%	-0.4%	-1.8%	-5.4%	6.5%	2.5%	-26.7%	-9.9%	27.1%	0.0%	9.4%
Leisure	4.0%	2.8%	4.9%	6.2%	8.2%	4.3%	-27.0%	10.7%	22.5%	7.0%	2.6%
Day	3.6%	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

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



Segment: Direct Spending (in \$ Millions)

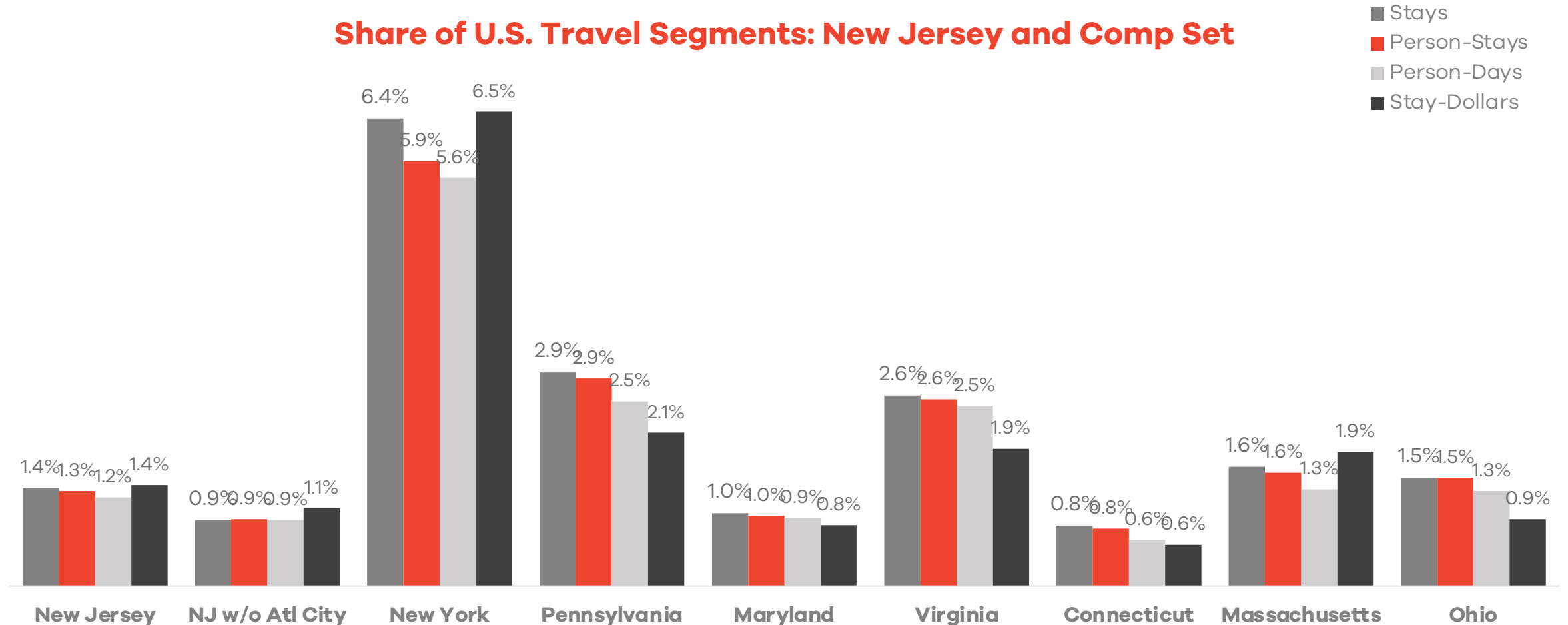
Source: 2023 PERFORMANCE/MonitorSM

	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

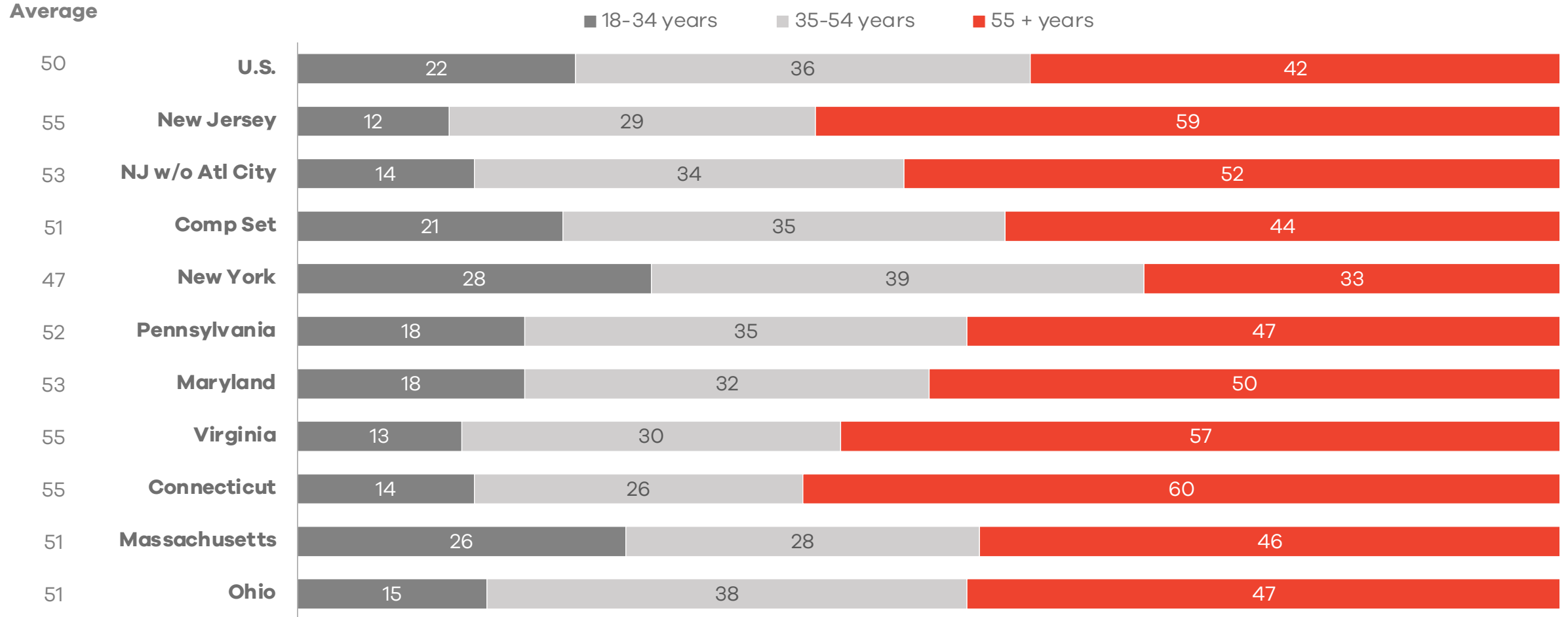
Share of U.S. Travel Segments: New Jersey and Comp Set



Segment: Overnight Leisure (%) • n=639 household count

Source: 2023 PERFORMANCE/MonitorSM

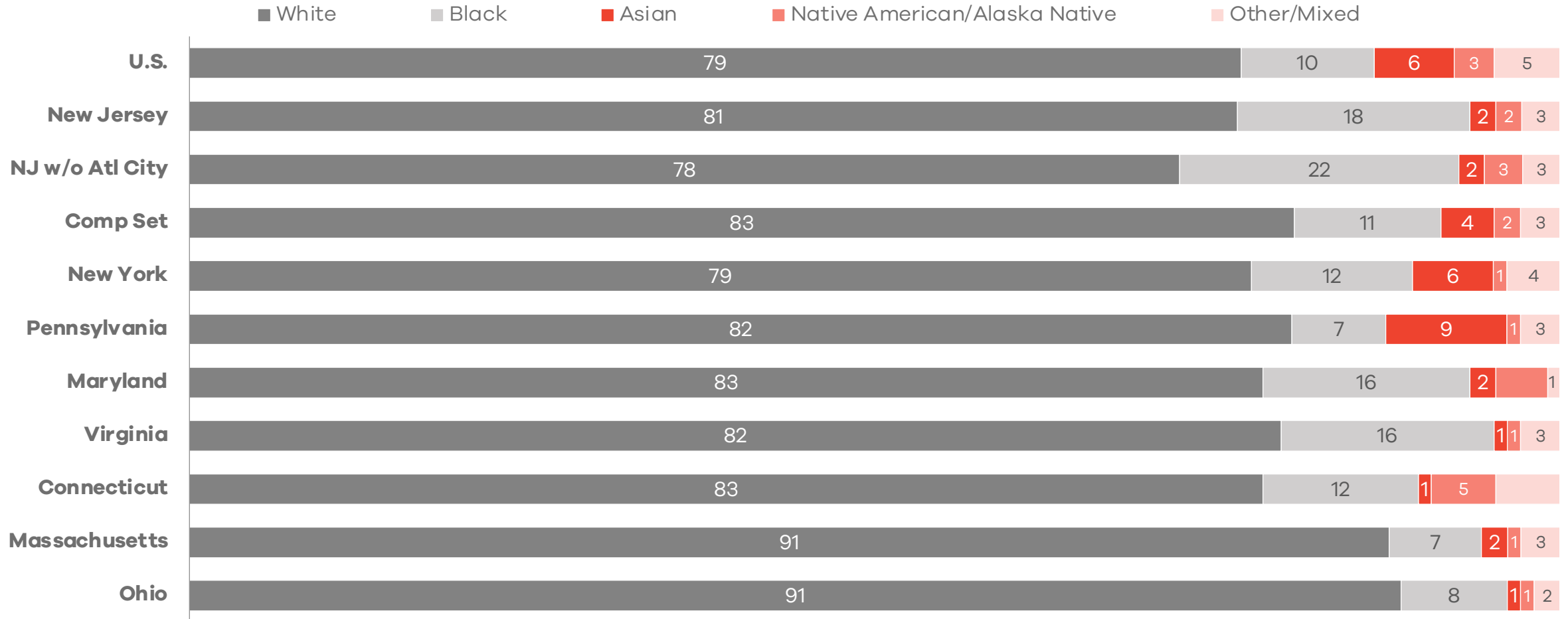
Age Distribution: U.S., New Jersey, and Comp Set



Segment: Overnight Leisure Person-Stays (%) • n=639 household count

Source: 2023 PERFORMANCE/MonitorSM

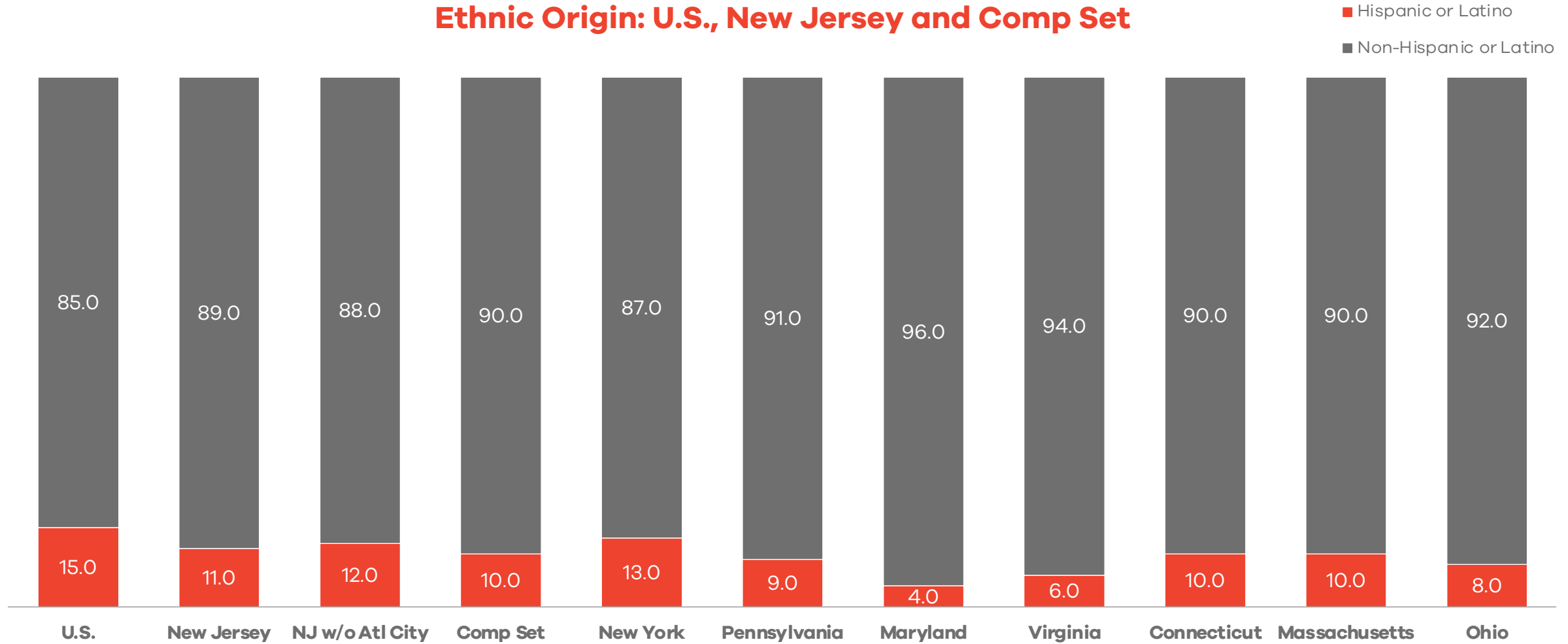
Racial Distribution: U.S., New Jersey, and Comp Set



Segment: Overnight Leisure Person-Stays (%) • n=636 household count

Source: 2023 PERFORMANCE/MonitorSM

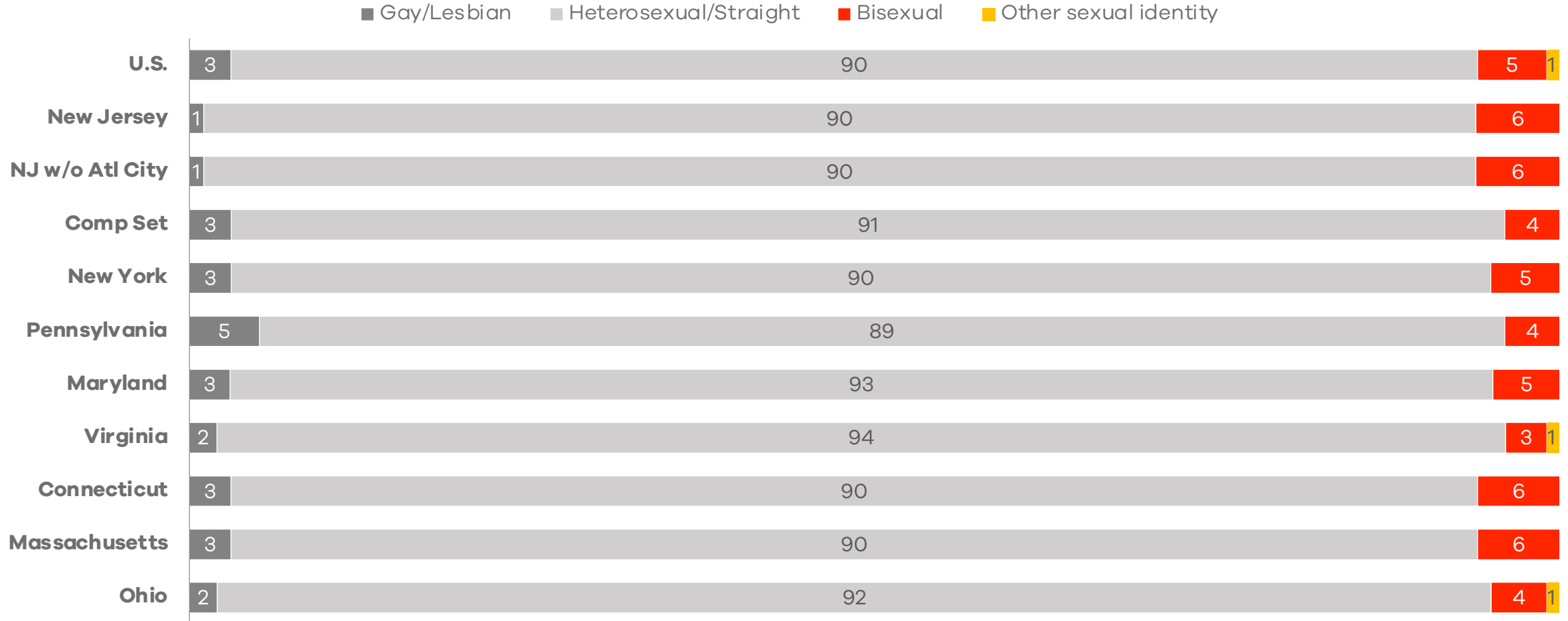
Ethnic Origin: U.S., New Jersey and Comp Set



Segment: Overnight Leisure Person-Stays (%) • n=635 household count

Source: 2023 *PERFORMANCE/Monitor*SM

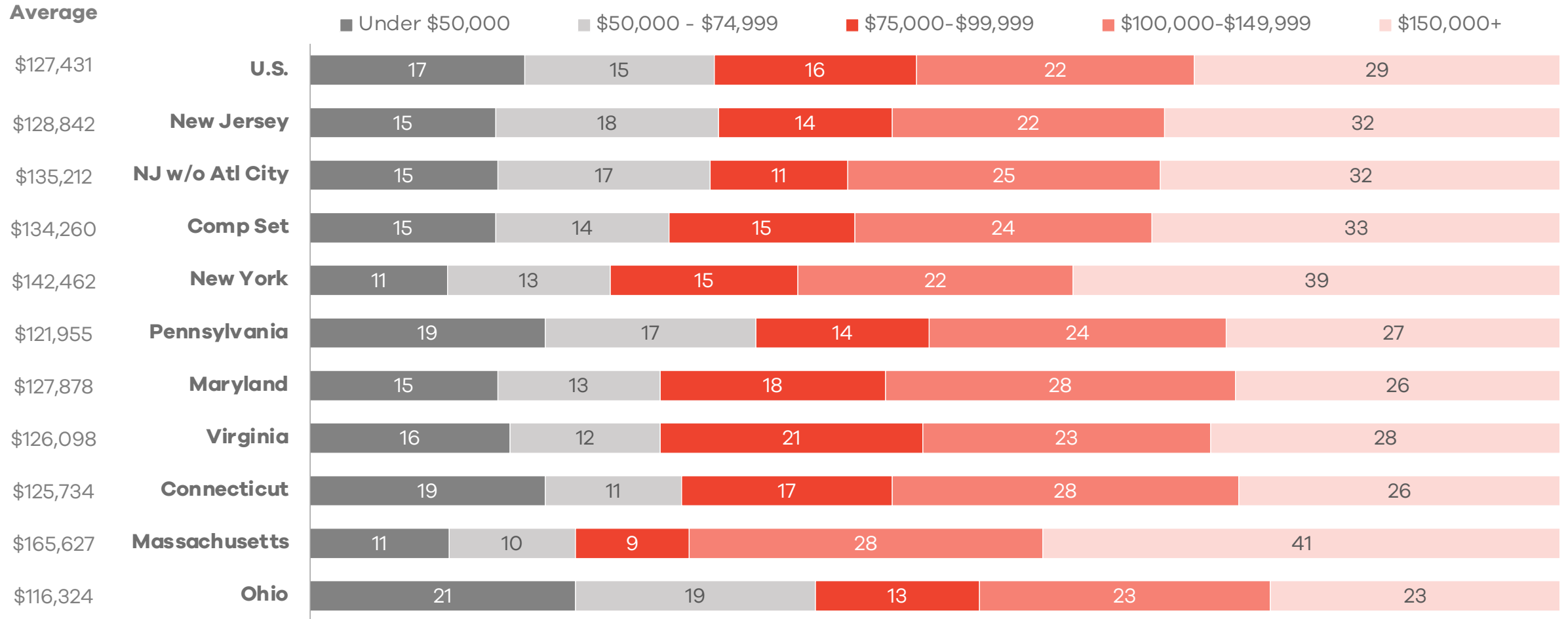
Sexual Orientation Distribution: U.S., New Jersey, and Comp Set



Segment: Overnight Leisure Person-Stays (%) • n=639 household count

Source: 2023 PERFORMANCE/MonitorSM

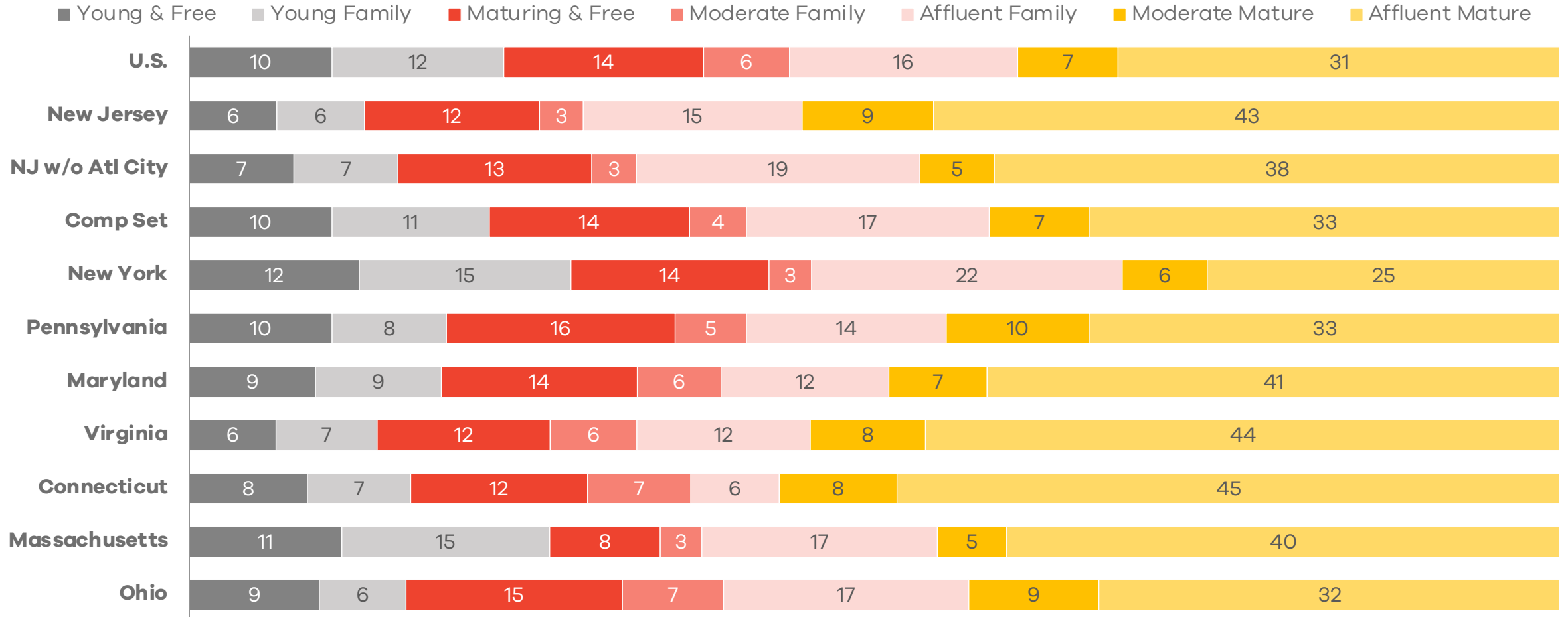
Household Income Distribution: U.S., New Jersey, and Comp Set



Segment: Overnight Leisure Person-Stays (%) • n=627 household count

Source: 2023 PERFORMANCE/MonitorSM

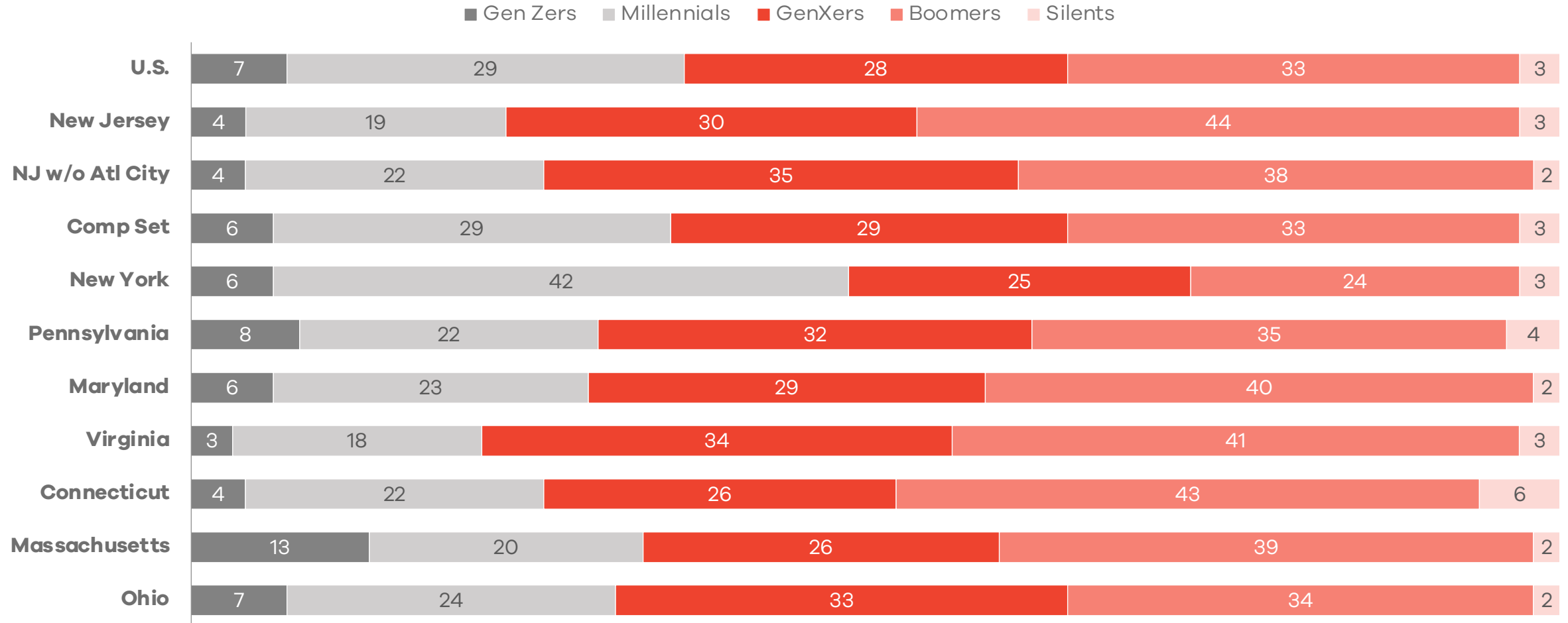
Lifestage Distribution: U.S., New Jersey, and Comp Set



Segment: Overnight Leisure Person-Stays (%) • n=639 household count

Source: 2023 PERFORMANCE/MonitorSM

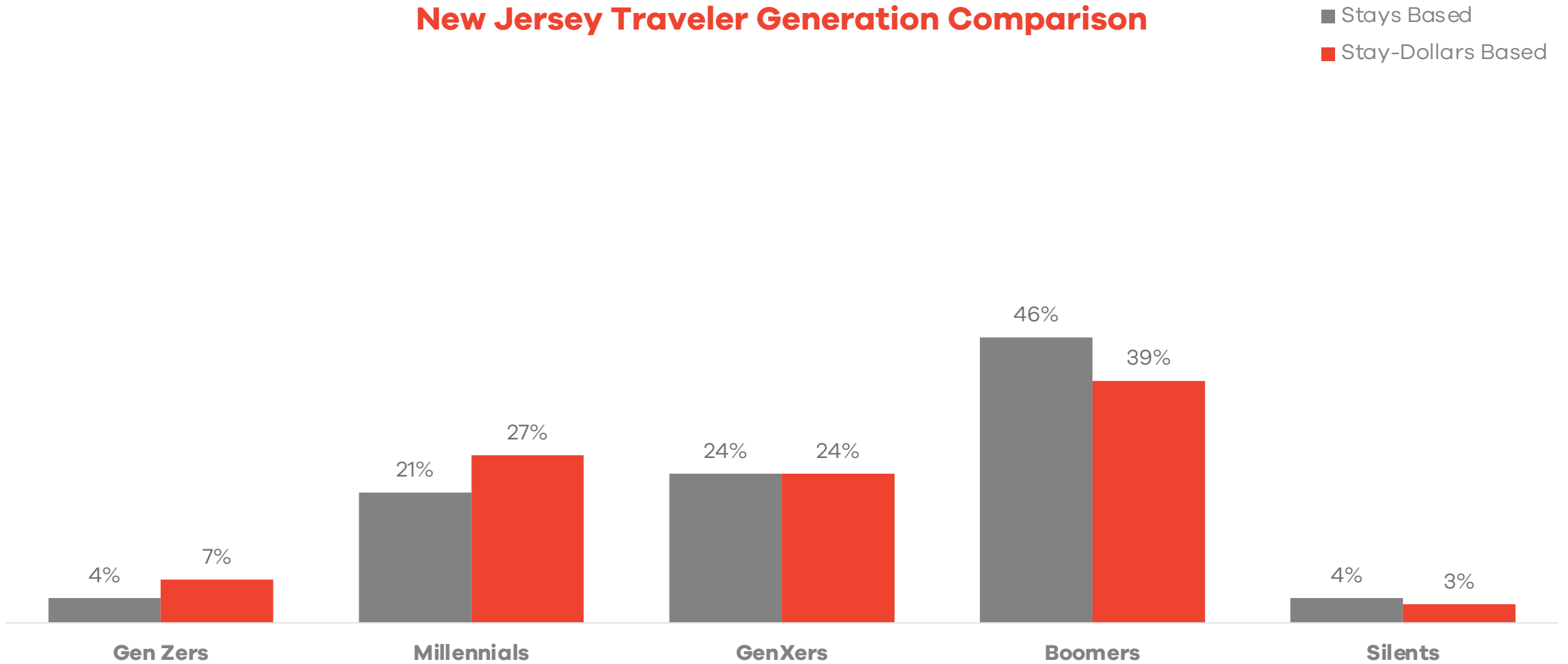
Traveler Generation Distribution: U.S., New Jersey, and Comp Set



Segment: Overnight Leisure Person-Stays (%) • n=639 household count

Source: 2023 PERFORMANCE/MonitorSM

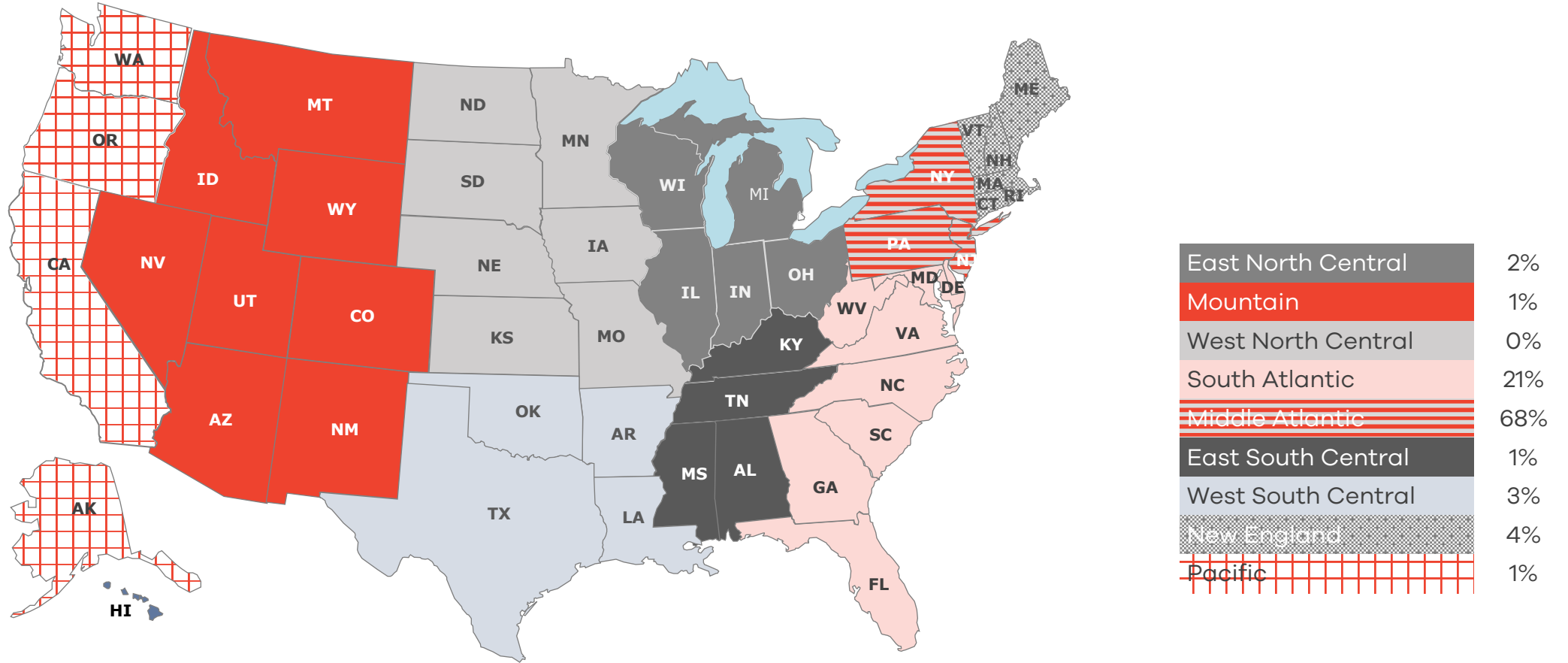
New Jersey Traveler Generation Comparison



Segment: Overnight Leisure (%) • n=2,355 household count

Source: 2021-2023 PERFORMANCE/MonitorSM

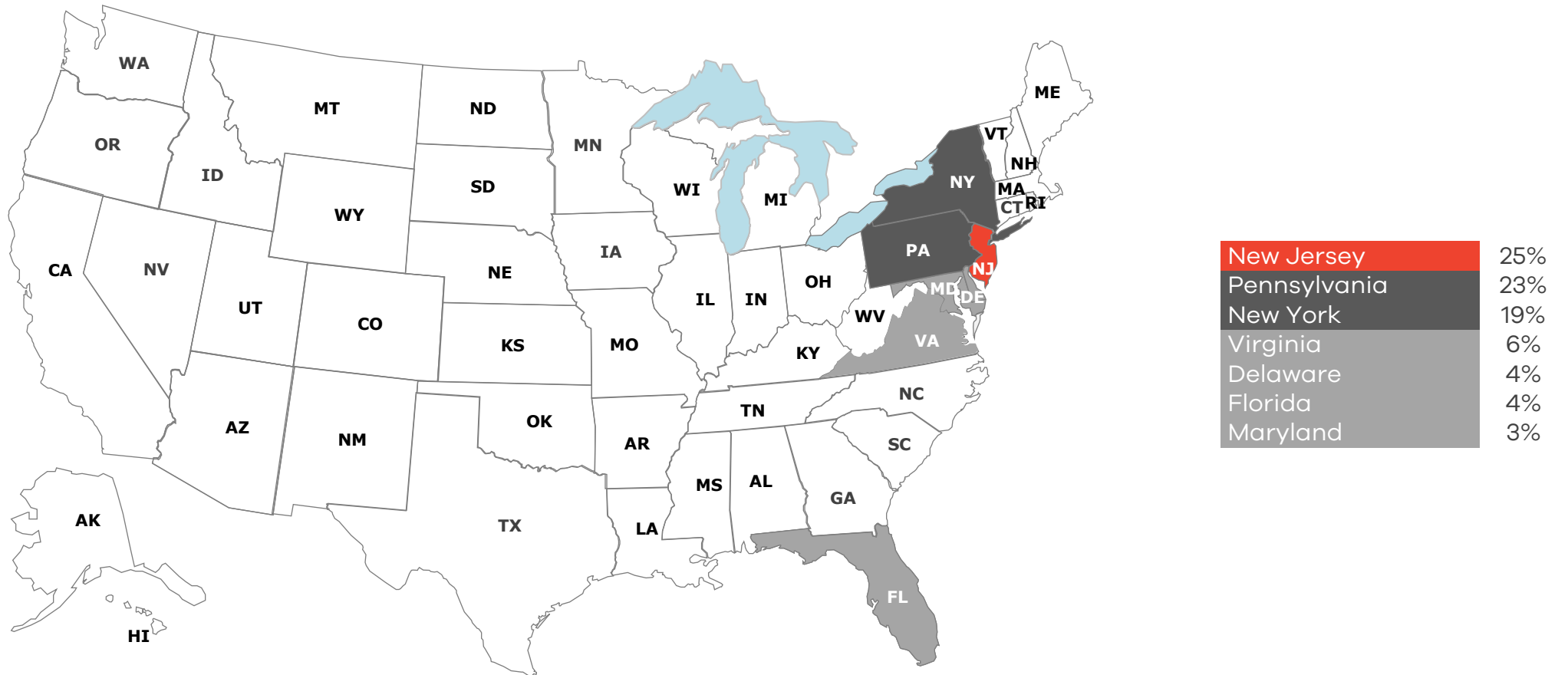
Origin Divisions For Travel To New Jersey



Segment: Overnight Leisure Person-Stays (%) • n=639 household count

Source: 2023 PERFORMANCE/MonitorSM

Top Origin States For Travel To New Jersey



Segment: Overnight Leisure Person-Stays (%) • n=639 household count

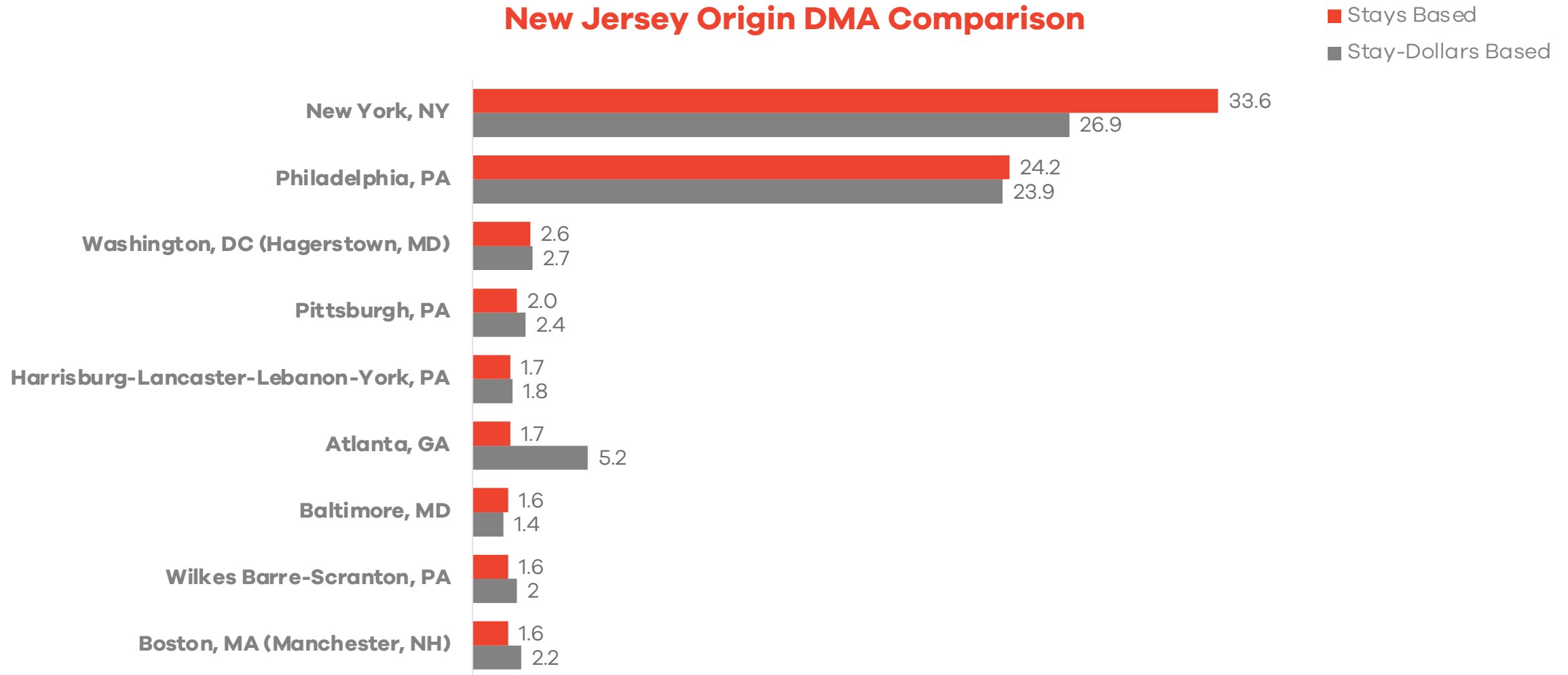
Source: 2023 PERFORMANCE/MonitorSM

	U.S.	New Jersey	NJ w/o Atl City	Comp Set	New York	Pennsylvania	Maryland	Virginia	Connecticut	Massachusetts	Ohio
New York, NY	5.0%	34.6%	27.3%	13.0%	16.6%	18.0%	7.7%	4.1%	29.0%	11.5%	1.1%
Philadelphia, PA	2.4%	27.6%	28.0%	6.2%	4.9%	12.2%	13.0%	4.4%	3.7%	5.5%	0.3%
Washington, DC (Hagerstown, MD)	2.1%	5.0%	6.8%	6.5%	4.7%	5.0%	14.9%	16.9%	0.7%	1.6%	1.2%
Pittsburgh, PA	0.8%	3.9%	3.1%	2.4%	1.8%	6.1%	2.8%	1.0%	*	0.2%	3.3%
Baltimore, MD	1.1%	2.3%	2.8%	3.2%	2.2%	4.0%	15.5%	4.6%	0.7%	*	0.1%
Wilkes Barre-Scranton, PA	0.4%	1.9%	2.2%	1.5%	0.8%	4.8%	0.7%	1.3%	0.2%	0.5%	0.2%
Richmond-Petersburg, VA	0.6%	1.8%	2.6%	1.6%	0.7%	1.1%	1.1%	6.6%	0.0%	0.0%	0.1%
Hartford & New Haven, CT	0.6%	1.6%	1.9%	1.9%	1.4%	0.2%	0.1%	0.8%	10.6%	6.6%	0.1%
Albany-Schenectady- Troy, NY	0.5%	1.4%	1.6%	1.7%	2.5%	1.5%	0.1%	0.2%	3.8%	3.2%	0.1%
Houston, TX	1.7%	1.4%	2.0%	0.4%	0.8%	0.3%	*	0.1%	0.0%	0.0%	0.4%
Top 10 Sum	15.2%	81.5%	78.3%	38.4%	36.4%	53.2%	55.9%	40.0%	48.7%	29.1%	6.9%

Segment: Overnight Leisure Person-Stays (%) • n=635 household count

Source: 2023 PERFORMANCE/MonitorSM

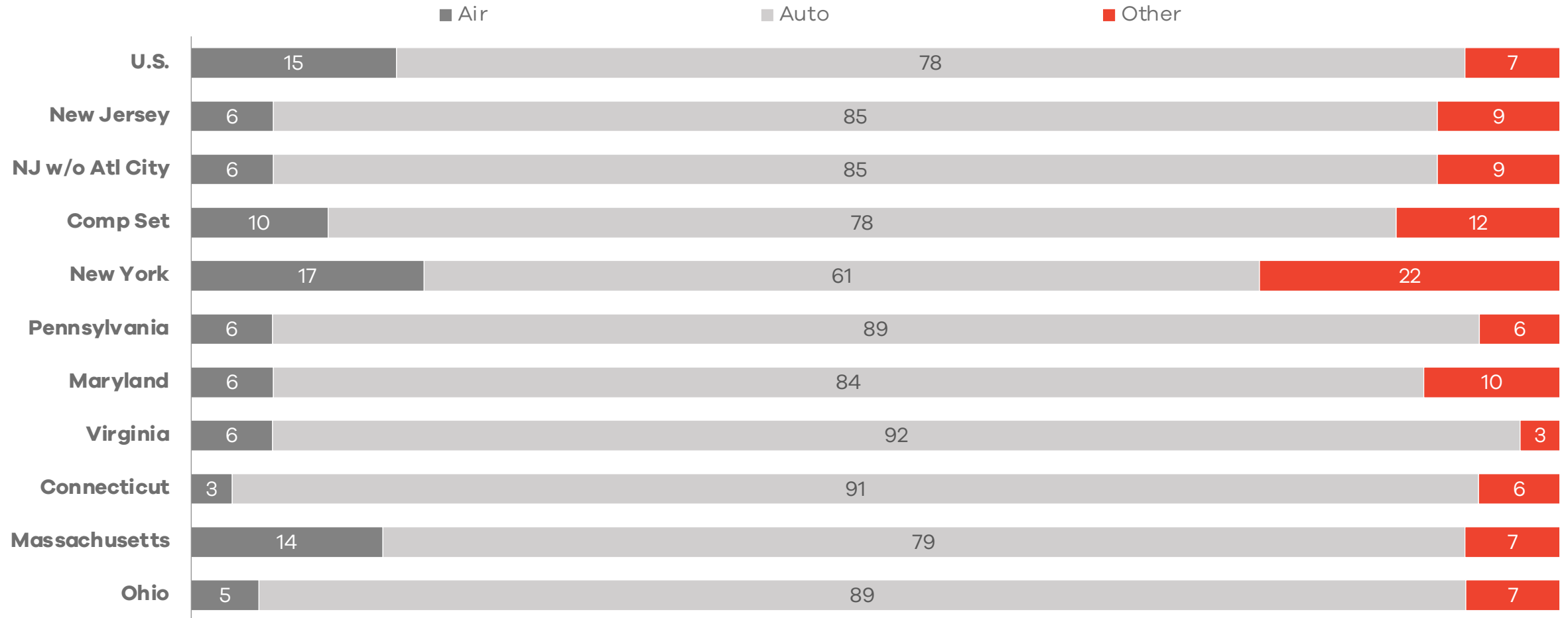
New Jersey Origin DMA Comparison



Segment: Overnight Leisure (%) • n=2,329 household count

Source: 2021-2023 PERFORMANCE/MonitorSM

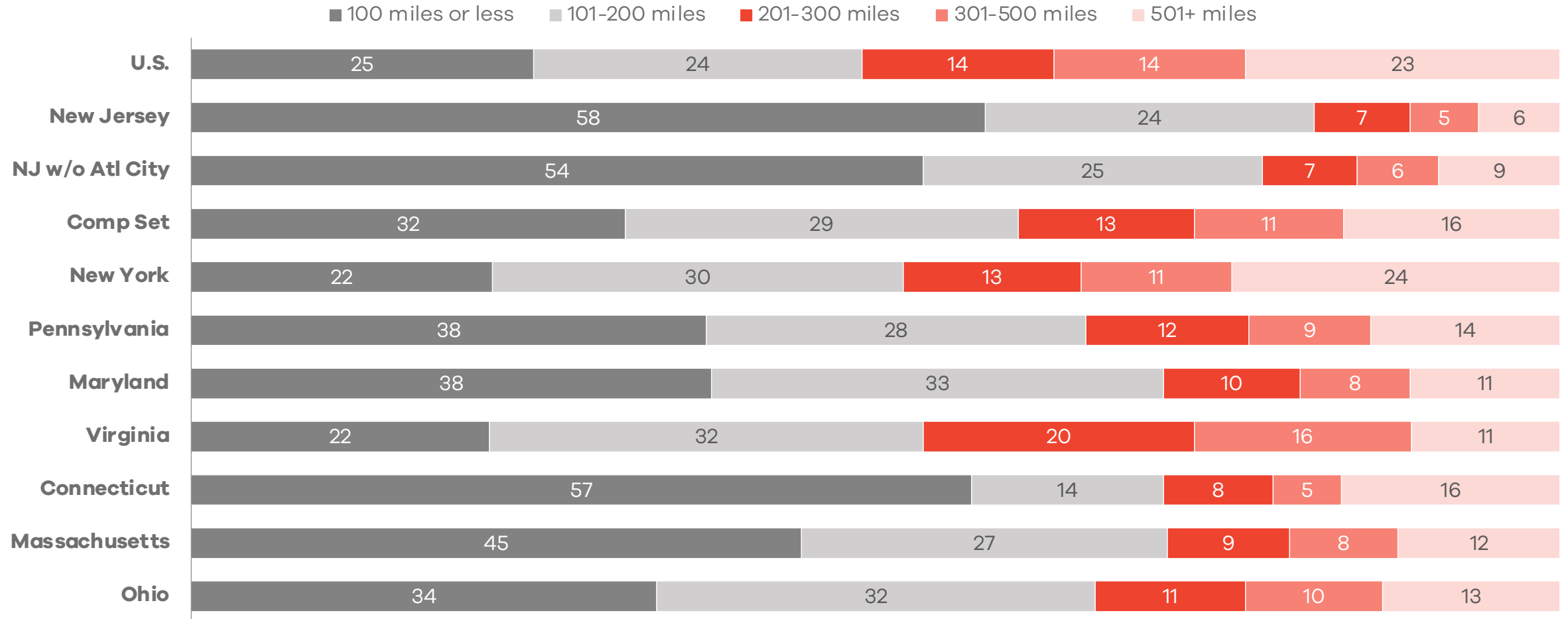
Main Mode of Transportation: U.S., New Jersey, and Comp Set



Segment: Overnight Leisure Person-Stays (%) • n=639 household count

Source: 2023 PERFORMANCE/MonitorSM

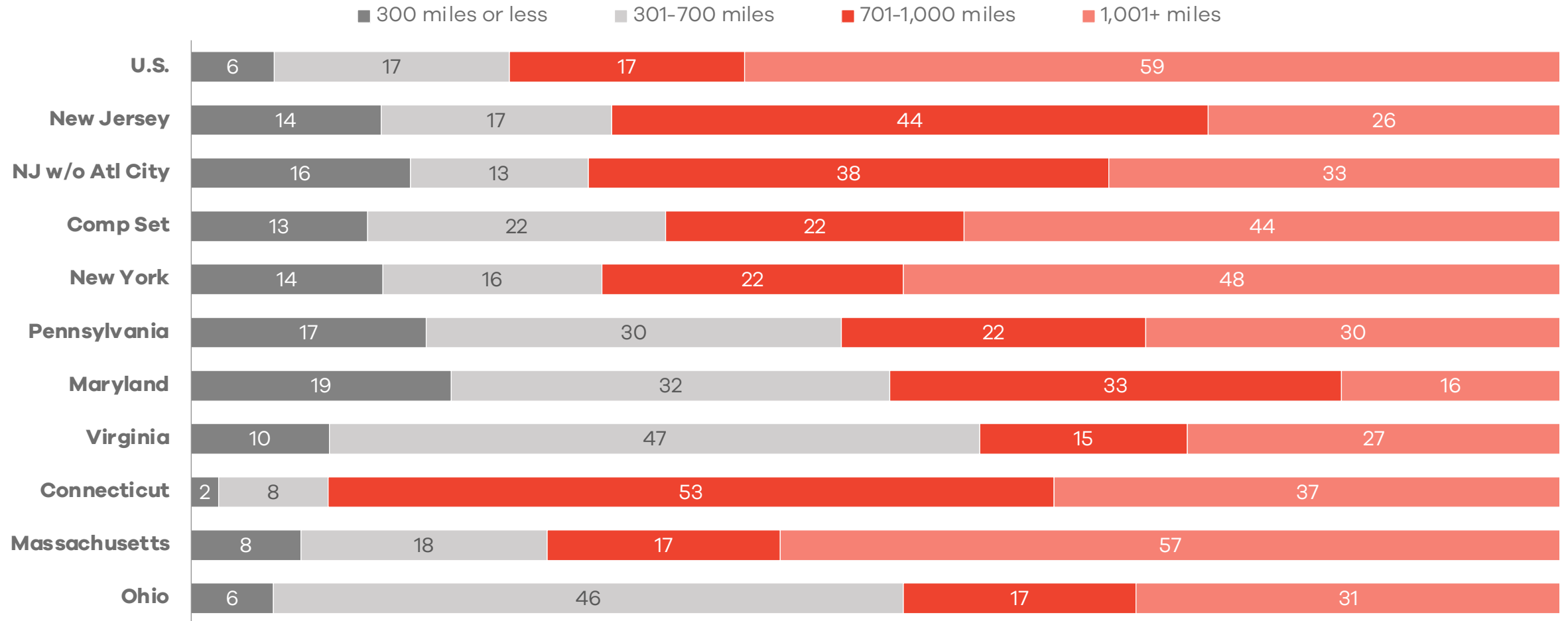
One-Way Travel Distance by Auto: U.S., New Jersey, and Comp Set



Segment: Overnight Leisure Person-Stays (%) • n=463 household count

Source: 2023 PERFORMANCE/MonitorSM

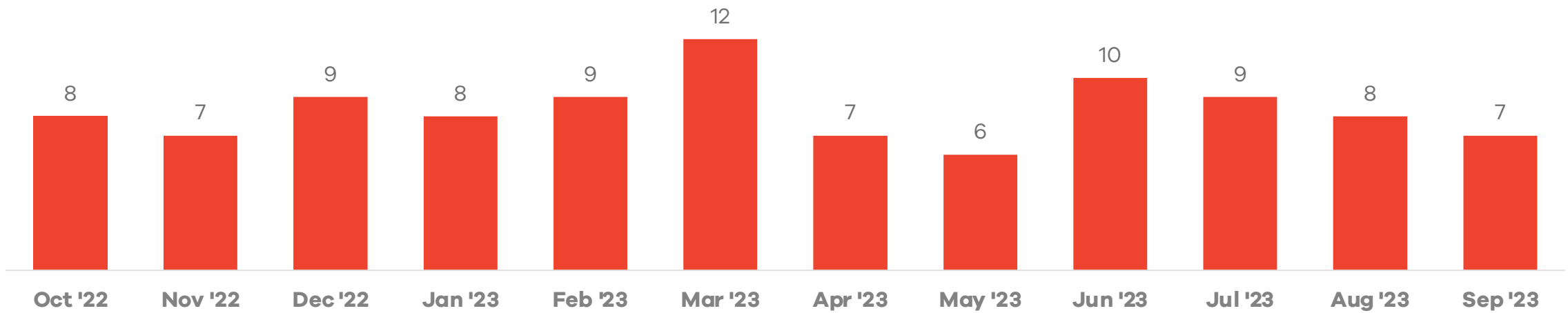
One-Way Travel Distance by Air: U.S., New Jersey, and Comp Set



Segment: Overnight Leisure Person-Stays (%) • n=124 household count

Source: 2023 PERFORMANCE/MonitorSM

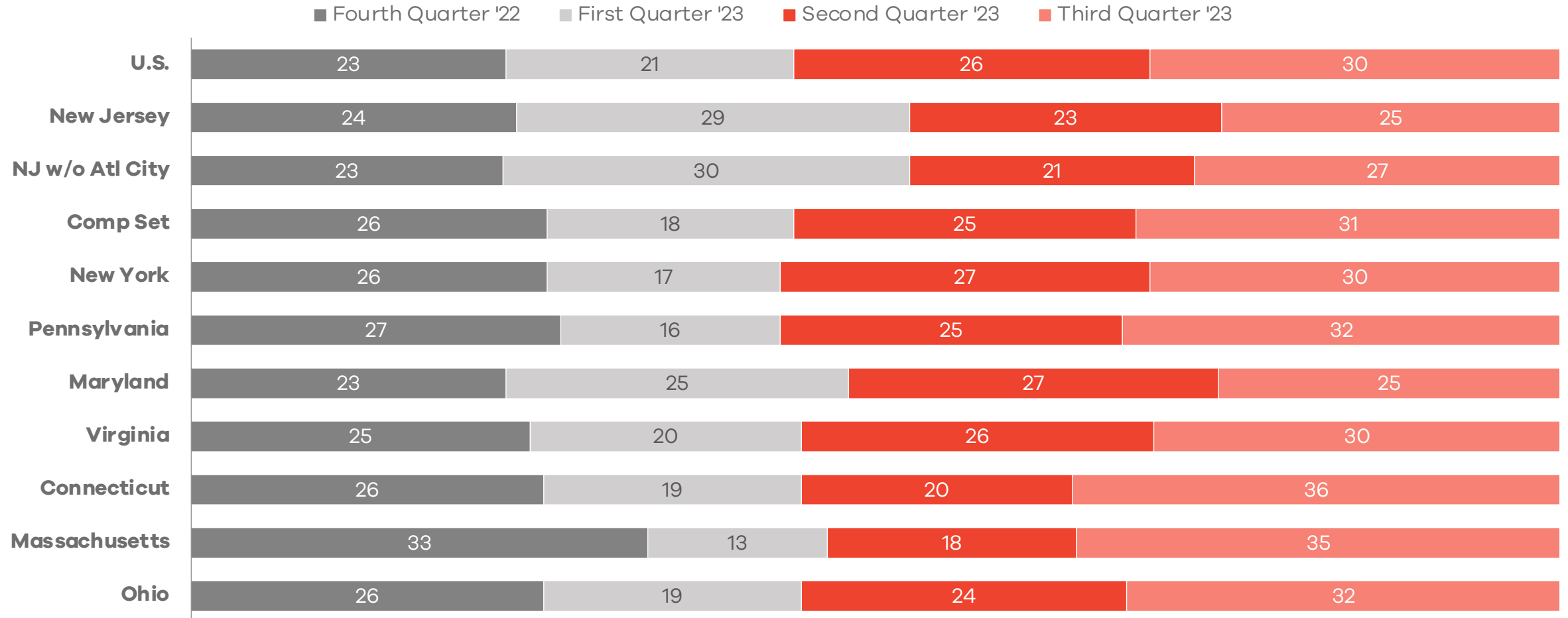
New Jersey Month Trip Started



Segment: Overnight Leisure Person-Stays (%) • n=639 household count

Source: 2023 PERFORMANCE/MonitorSM

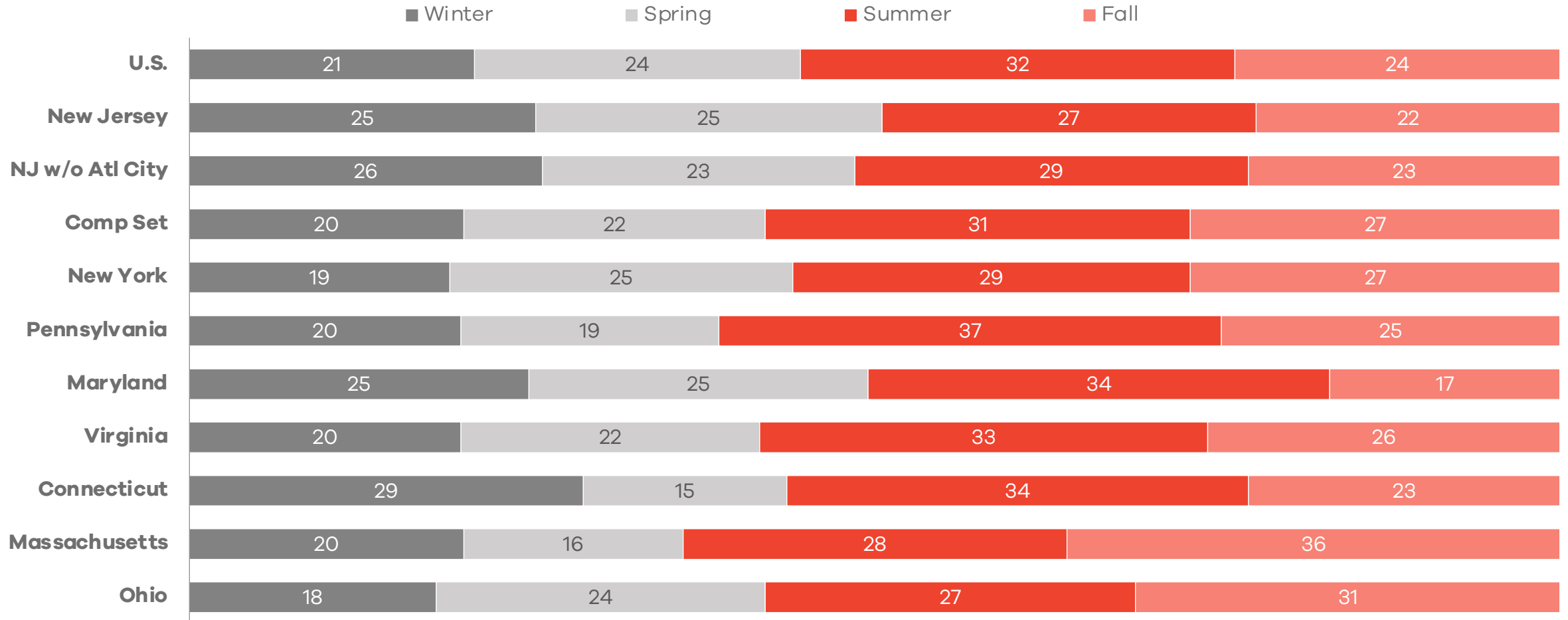
Trip Timing by Quarter: U.S., New Jersey, and Comp Set



Segment: Overnight Leisure Person-Stays (%) • n=639 household count

Source: 2023 PERFORMANCE/MonitorSM

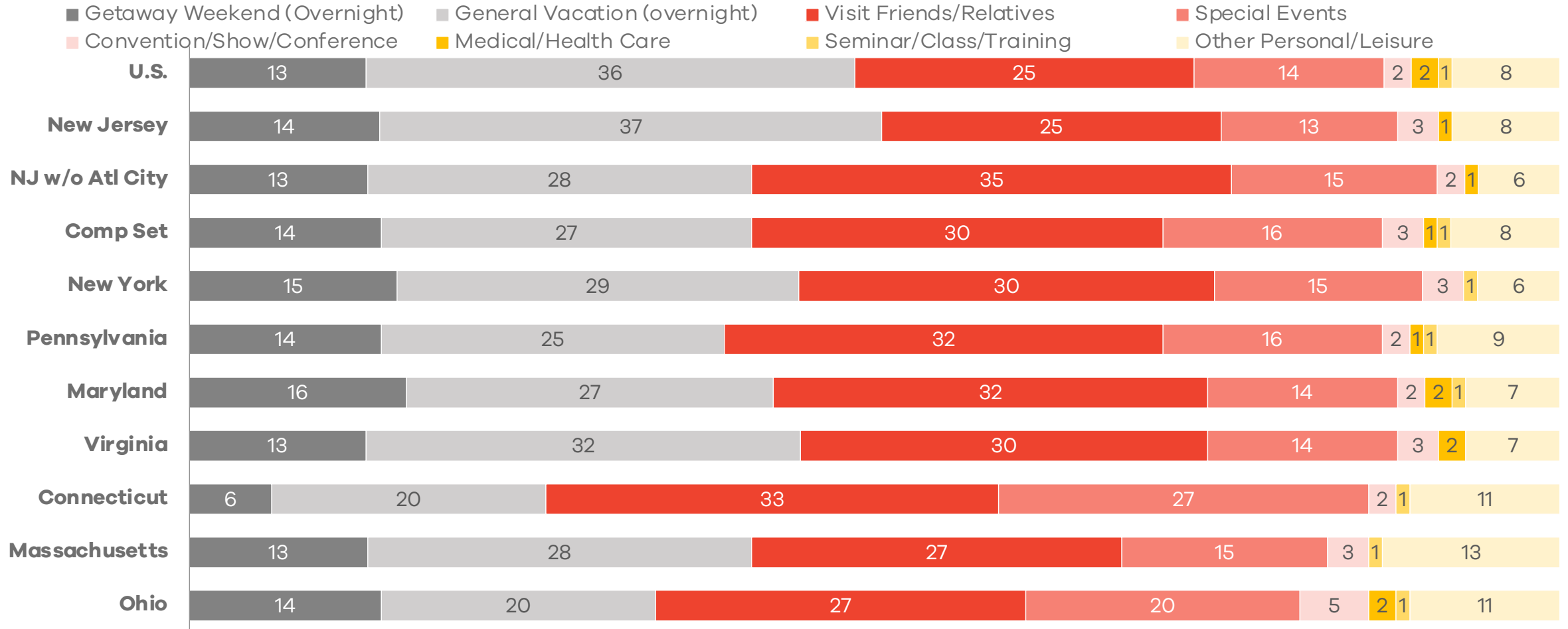
Trip Timing by Season: U.S., New Jersey, and Comp Set



Segment: Overnight Leisure Person-Stays (%) • n=639 household count

Source: 2023 PERFORMANCE/MonitorSM

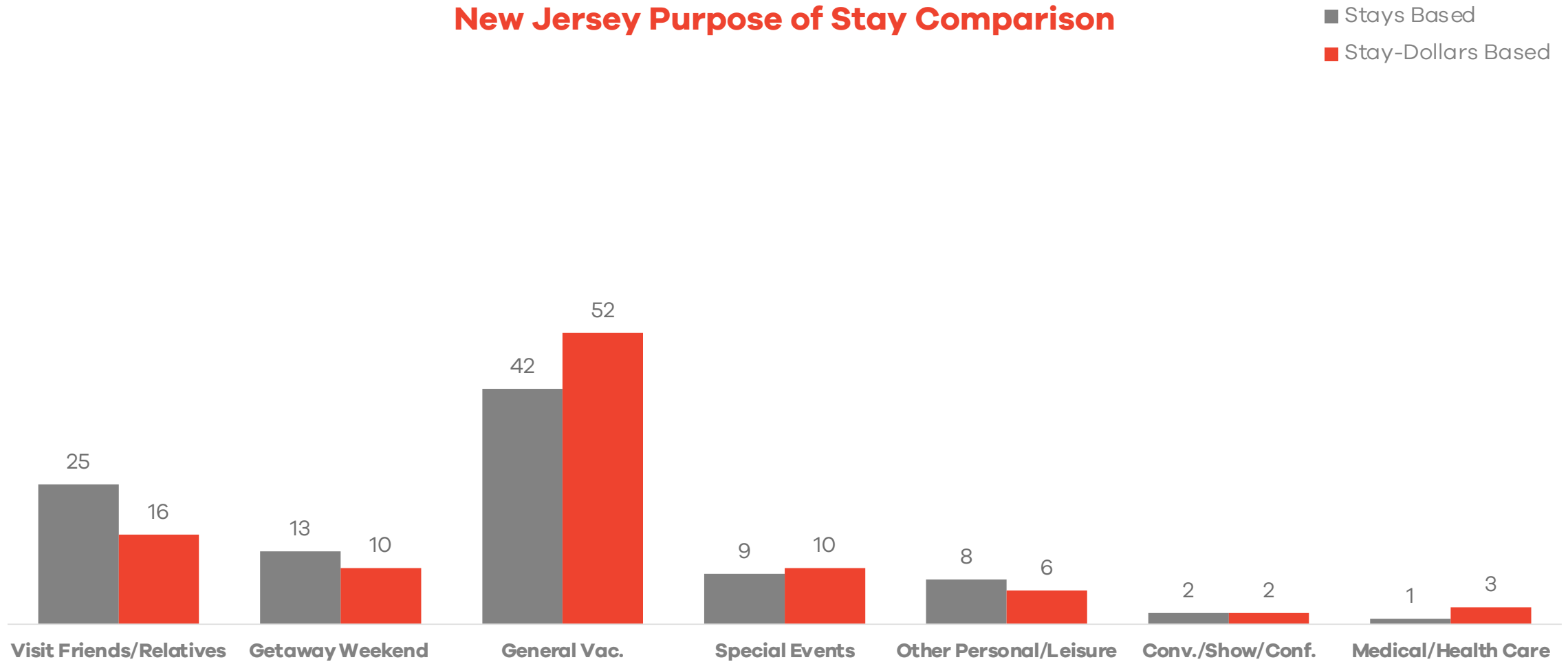
Purpose of Trip Distribution: U.S., New Jersey, and Comp Set



Segment: Overnight Leisure Person-Stays (%) • n=639 household count

Source: 2023 PERFORMANCE/MonitorSM

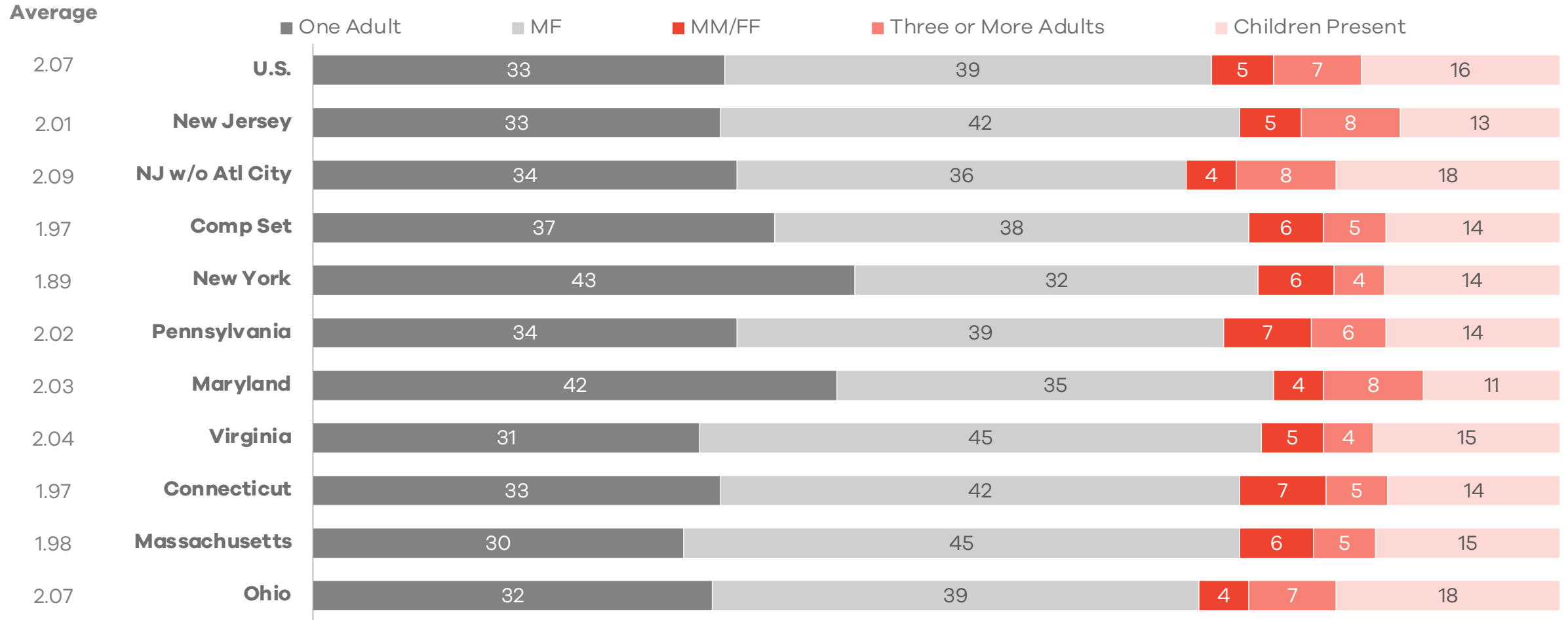
New Jersey Purpose of Stay Comparison



Segment: Overnight Leisure (%) • n=2,355 household count

Source: 2021-2023 PERFORMANCE/MonitorSM

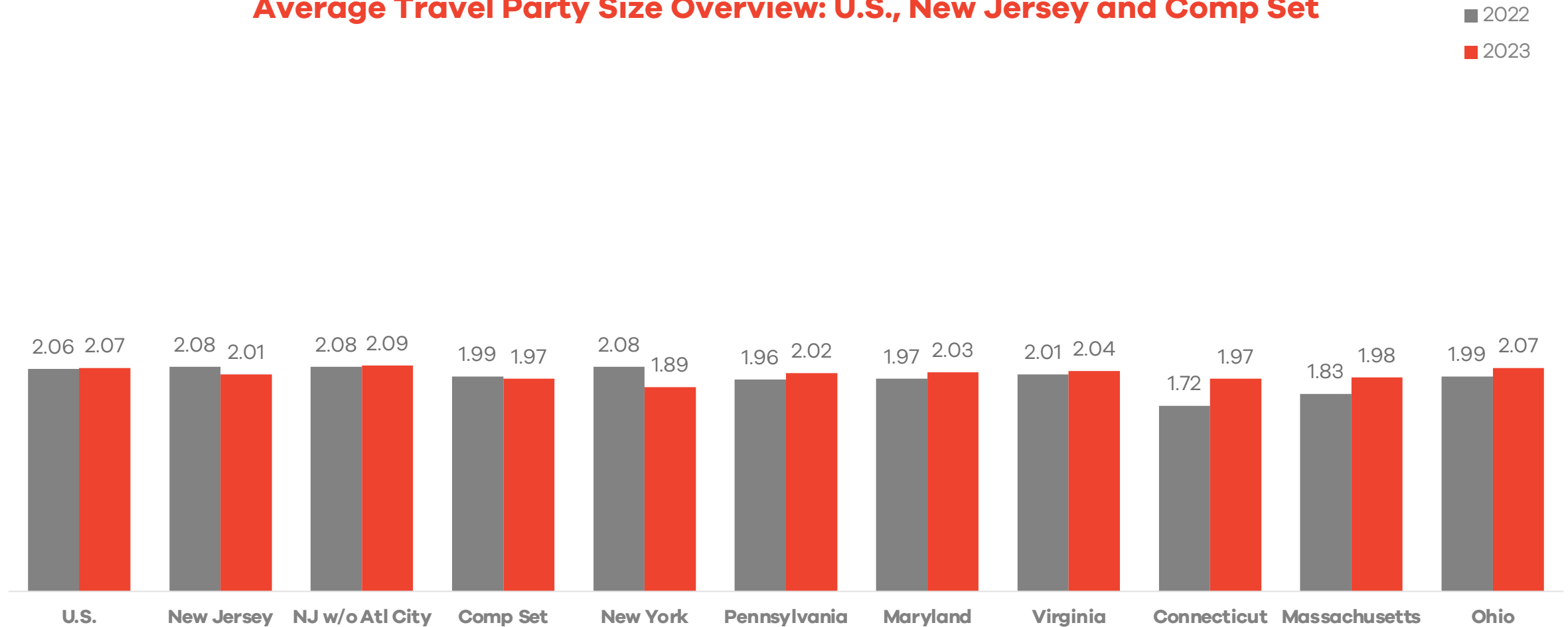
Travel Party Composition: U.S., New Jersey, and Comp Set



Segment: Overnight Leisure Person-Stays (%) • n=639 household count

Source: 2023 PERFORMANCE/MonitorSM

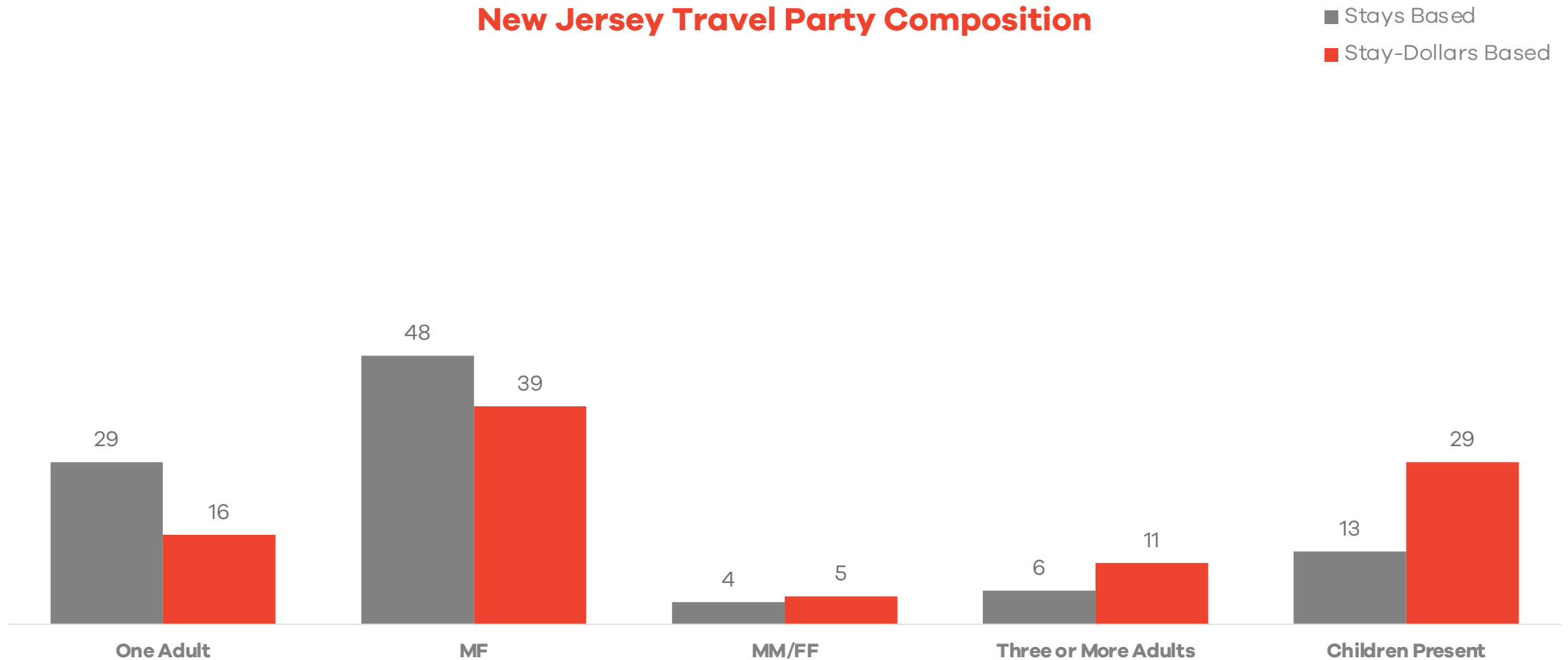
Average Travel Party Size Overview: U.S., New Jersey and Comp Set



Segment: Overnight Leisure Stays (%) • n=639 household count

Source: 2023 PERFORMANCE/MonitorSM

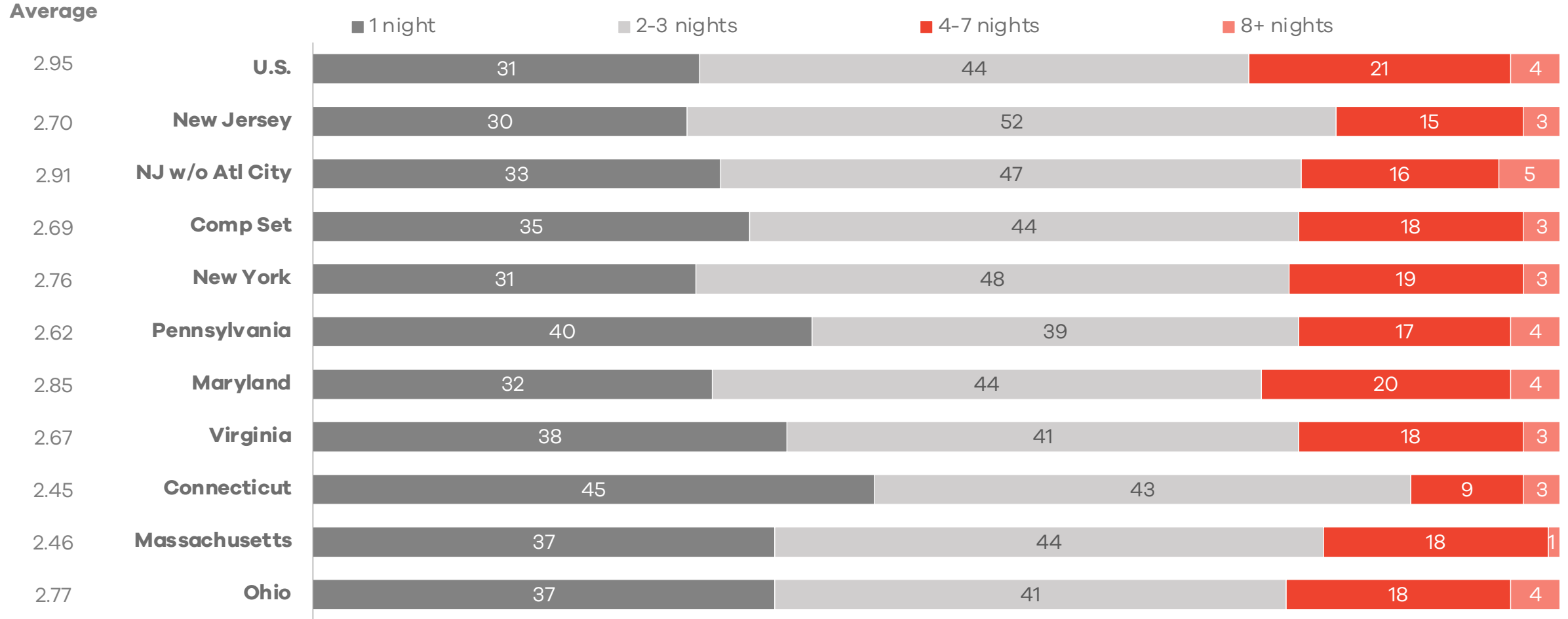
New Jersey Travel Party Composition



Segment: Overnight Leisure (%) • n=2,355 household count

Source: 2021-2023 PERFORMANCE/MonitorSM

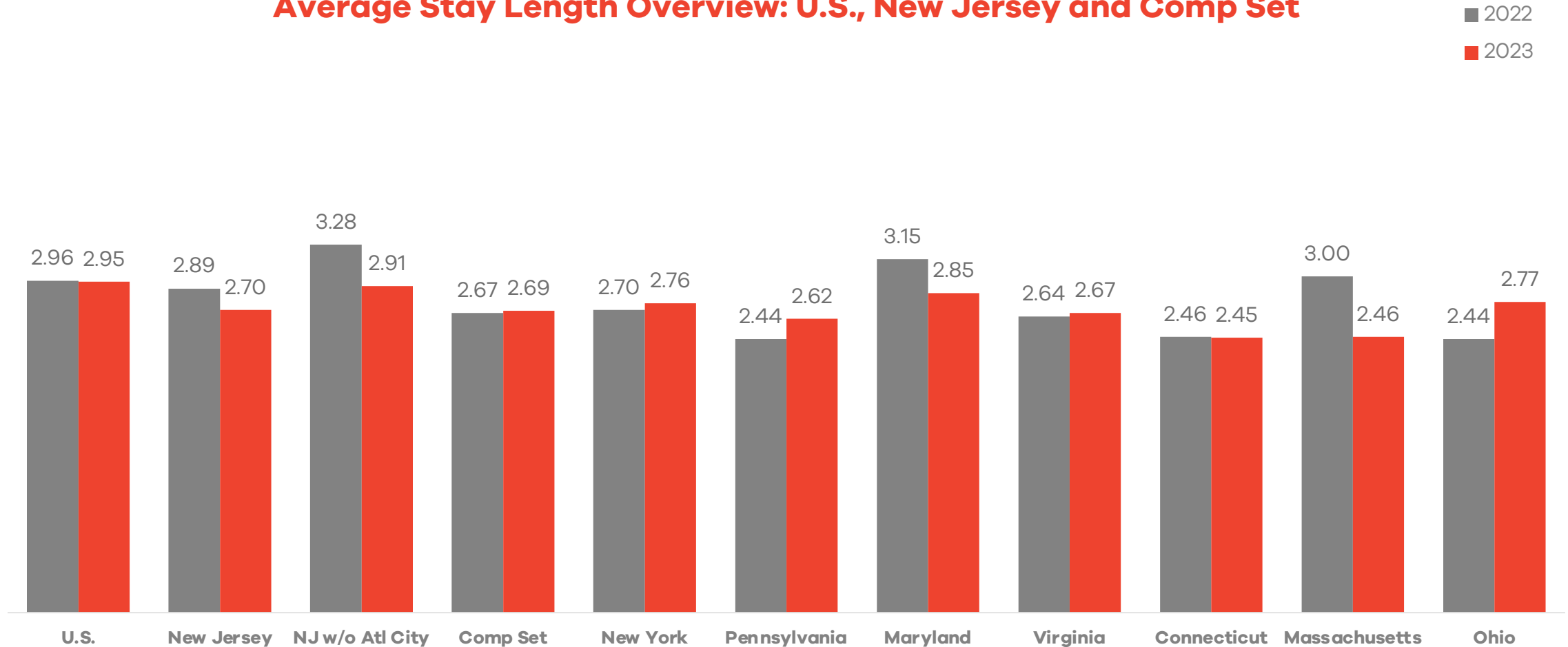
Stay Length Distribution: U.S., New Jersey, and Comp Set



Segment: Overnight Leisure Stays (%) • n=639 household count

Source: 2023 PERFORMANCE/MonitorSM

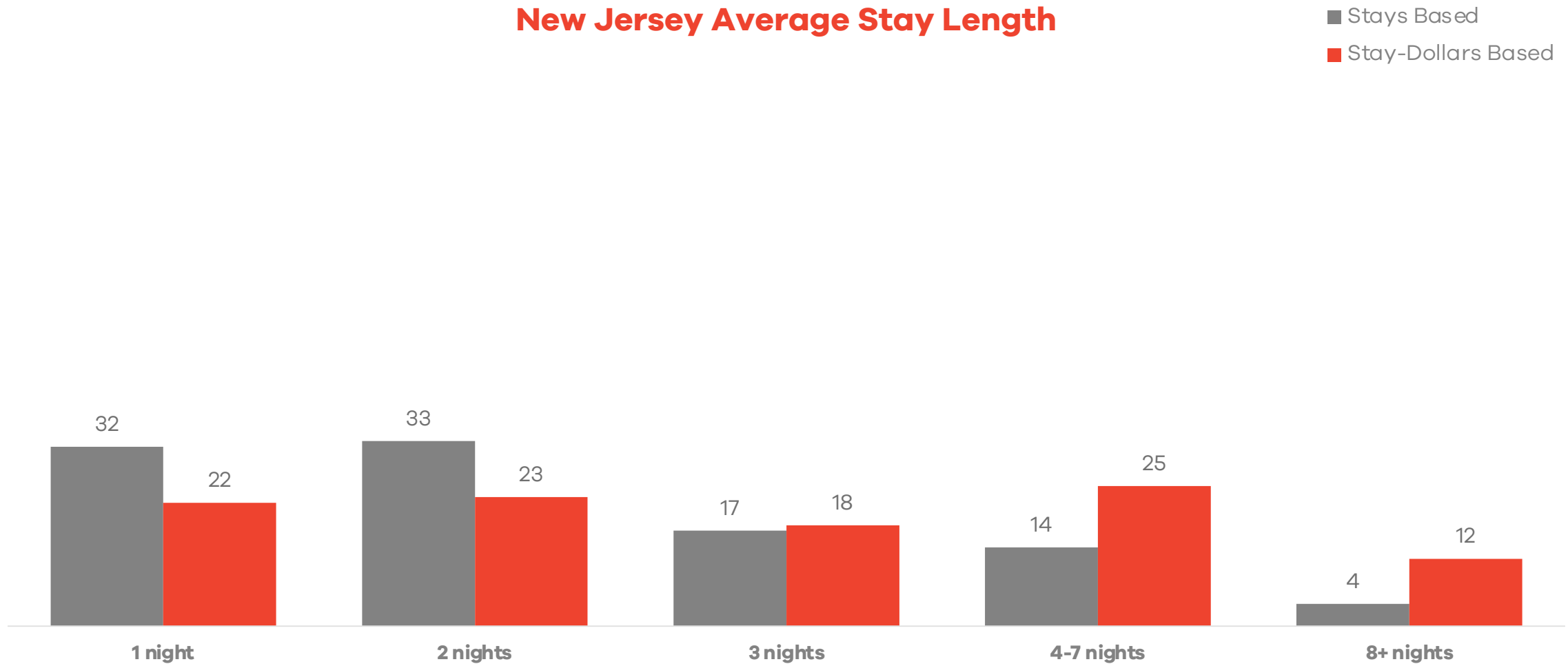
Average Stay Length Overview: U.S., New Jersey and Comp Set



Segment: Overnight Leisure Stays (%) • n=639 household count

Source: 2023 PERFORMANCE/MonitorSM

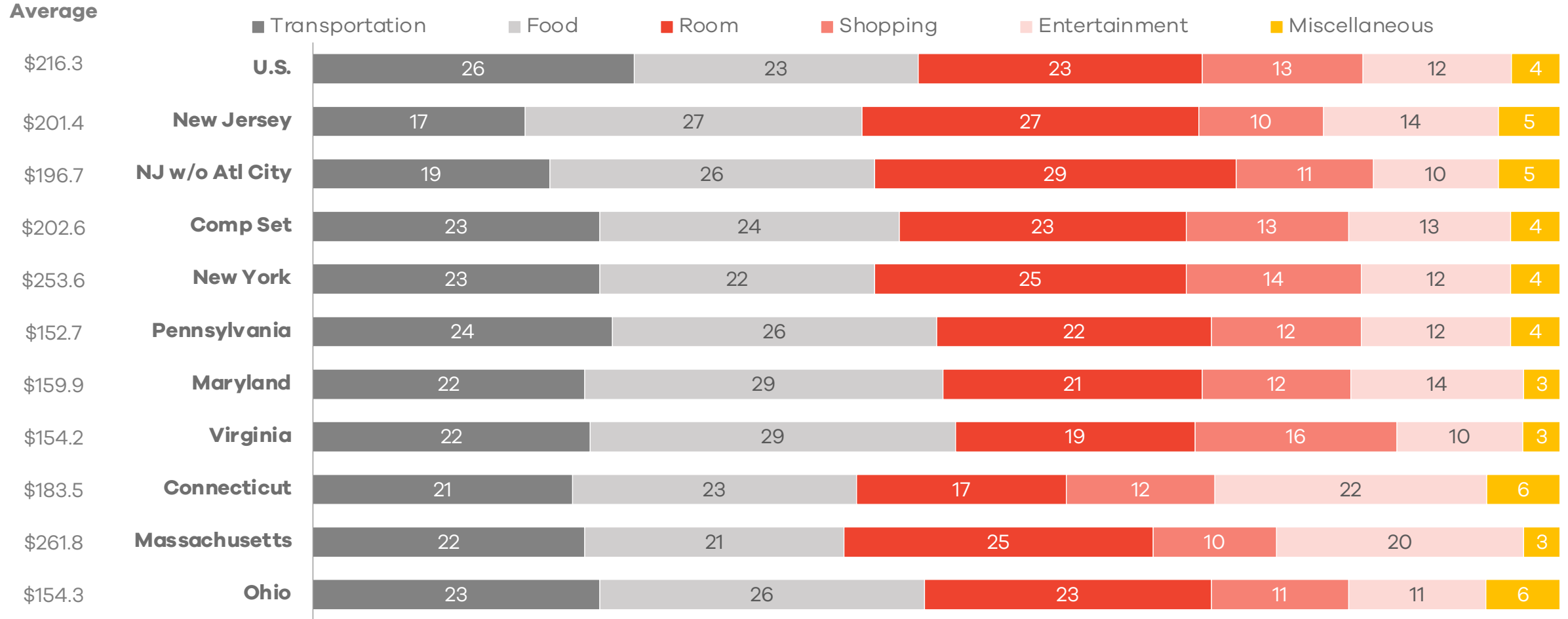
New Jersey Average Stay Length



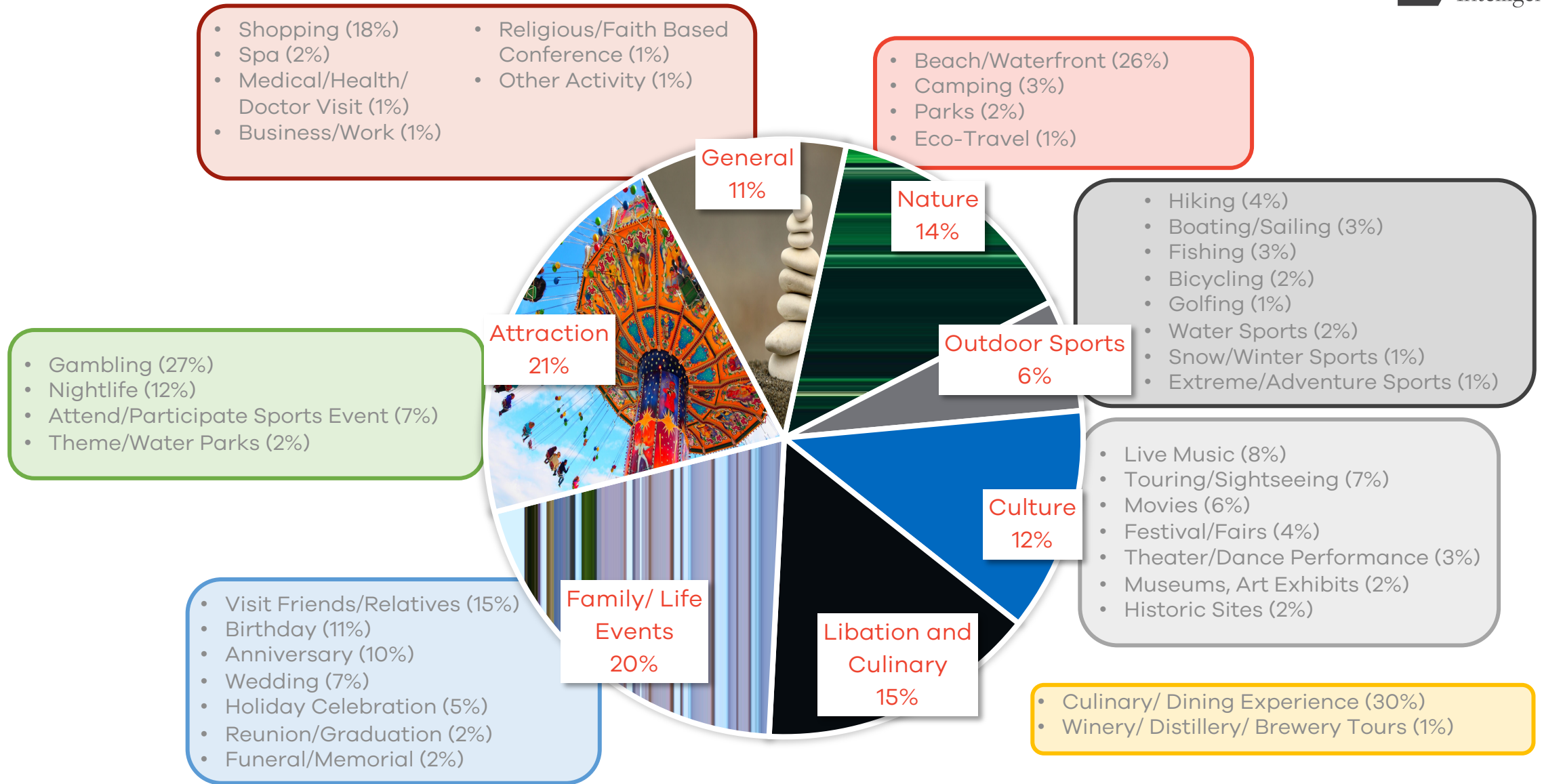
Segment: Overnight Leisure (%) • n=2,355 household count

Source: 2021-2023 PERFORMANCE/MonitorSM

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



Segment: Overnight Leisure Person-Days (%) • n=526 household count
 Source: 2023 PERFORMANCE/MonitorSM



Segment: Overnight Leisure Person-Stays (%) • n=639 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
Culinary/Dining	24%	30%	27%	23%	24%	22%	28%	22%	19%	25%	16%
Gambling	8%	27%	6%	6%	5%	5%	11%	4%	23%	11%	2%
Beach/Waterfront	18%	26%	25%	12%	11%	3%	23%	16%	7%	21%	5%
Shopping	22%	18%	17%	21%	23%	18%	25%	24%	21%	21%	15%
Visit Friends/Relatives	19%	15%	21%	20%	18%	23%	21%	22%	16%	15%	20%
Nightlife	8%	12%	8%	8%	10%	7%	11%	8%	2%	5%	7%
Birthday Celebration	11%	11%	12%	12%	11%	10%	16%	9%	19%	10%	15%
Anniversary Celebration	5%	10%	12%	5%	8%	5%	4%	2%	3%	5%	2%
Live Music	6%	8%	6%	5%	5%	5%	5%	6%	7%	6%	4%
Wedding	2%	7%	10%	3%	3%	1%	1%	2%	5%	7%	3%
Sightseeing/Touring	16%	7%	7%	15%	17%	13%	13%	16%	9%	16%	10%
Movies	5%	6%	9%	5%	7%	3%	7%	4%	5%	2%	5%
Amateur Sports	5%	6%	8%	6%	8%	6%	4%	4%	2%	3%	6%
Holiday Celebration	6%	5%	5%	6%	7%	6%	6%	5%	7%	4%	3%
Hiking	8%	4%	6%	6%	6%	7%	7%	7%	3%	6%	6%
Festivals/Fairs	4%	4%	4%	4%	3%	7%	3%	5%	1%	3%	3%
Camping	5%	3%	5%	4%	6%	4%	2%	4%	1%	4%	3%
Boating/Sailing	4%	3%	4%	4%	5%	1%	4%	2%	1%	6%	3%
Fishing	4%	3%	3%	4%	6%	4%	2%	2%	1%	3%	2%
Theater/Dance Performance	2%	3%	1%	4%	8%	2%	4%	2%	1%	1%	2%
Theme/Water Parks	6%	2%	3%	4%	3%	9%	3%	5%	0%	2%	8%
Historic Sites	10%	2%	3%	11%	12%	8%	10%	13%	3%	15%	3%

Segment: Overnight Leisure Person-Stays (%) • n=639 household count

Source: 2023 PERFORMANCE/MonitorSM

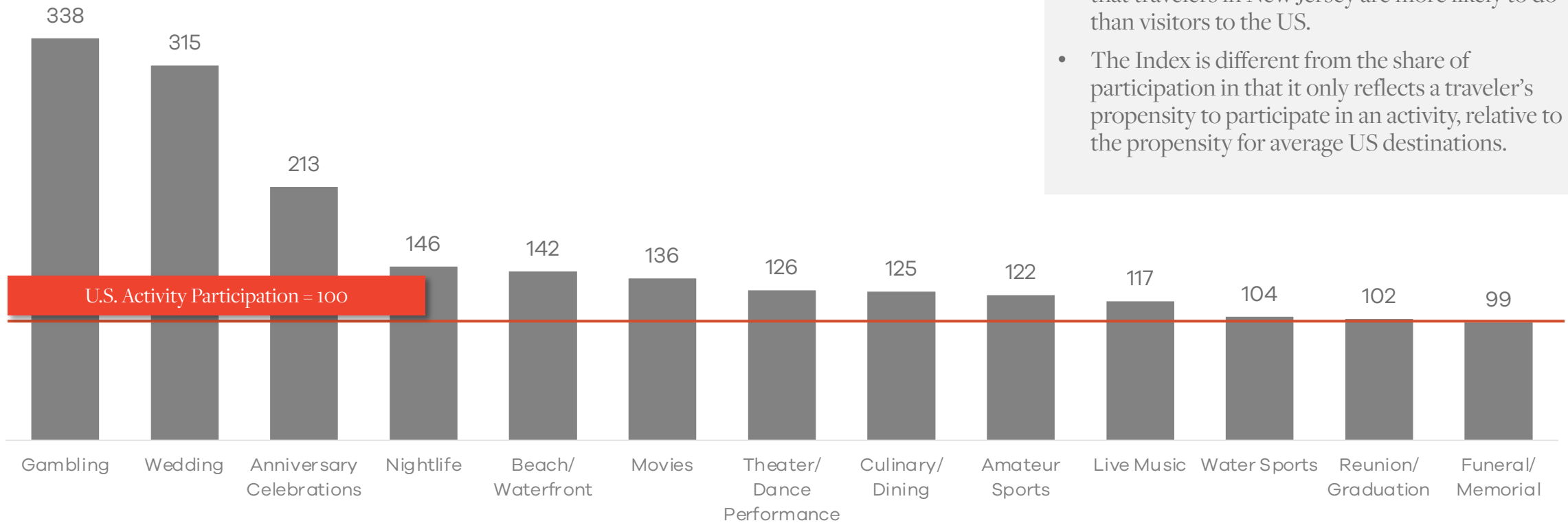
Top Activities in the Destination

	U.S.	NJ	NJ w/o Atl City	Comp Set	NY	PA	MD	VA	CT	MA	OH
Water Sports	2%	2%	2%	2%	2%	1%	2%	4%	1%	1%	1%
Bicycling	4%	2%	3%	3%	6%	1%	3%	2%	0%	1%	1%
Funeral/Memorial	2%	2%	3%	2%	2%	2%	2%	3%	5%	1%	2%
Reunion/Graduation	2%	2%	3%	2%	2%	2%	2%	2%	2%	1%	6%
Spa/Wellness	2%	2%	1%	1%	2%	1%	0%	2%	1%	1%	1%
Museums, Art Exhibits, etc.	8%	2%	2%	11%	14%	10%	8%	9%	6%	10%	7%
Other Personal Celebrations	3%	2%	2%	4%	5%	5%	4%	3%	3%	4%	2%
Parks (national/state etc.)	10%	2%	2%	10%	14%	8%	9%	7%	4%	5%	11%
Business/Work	3%	1%	1%	3%	6%	2%	2%	1%	1%	1%	2%
Professional Sports Event	2%	1%	1%	3%	3%	3%	5%	0%	0%	3%	6%
Wildlife Viewing	4%	1%	2%	3%	2%	4%	4%	4%	1%	1%	3%
Religious/Faith Based Conference	1%	1%	1%	2%	1%	3%	1%	2%	*	2%	1%
Medical/Health/Doctor Visit	2%	1%	1%	1%	1%	2%	2%	2%	0%	0%	2%
Winery/Distillery/Brewery Tours	2%	1%	1%	3%	3%	3%	3%	2%	1%	2%	1%
Golfing	3%	1%	1%	2%	3%	1%	4%	2%	0%	0%	2%
Extreme/Adventure Sports	1%	1%	1%	1%	2%	0%	0%	0%	*	0%	0%
Snow/Winter Sports	1%	1%	1%	1%	1%	1%	1%	2%	0%	0%	0%
Shows (Antique, Art, Auto, Boat)	2%	0%	0%	2%	2%	3%	2%	1%	*	1%	2%
Zoo/Aquarium	3%	0%	1%	3%	2%	3%	2%	1%	2%	3%	6%
Service/Volunteerism/Charity	1%	0%	0%	1%	2%	0%	2%	0%	0%	1%	0%
Hunting	1%	0%	0%	1%	2%	0%	0%	0%	0%	0%	*
Tennis	1%	0%	0%	1%	2%	*	0%	1%	0%	0%	0%

Segment: Overnight Leisure Person-Stays (%) • n=639 household count

Source: 2023 PERFORMANCE/MonitorSM

New Jersey Activity Index



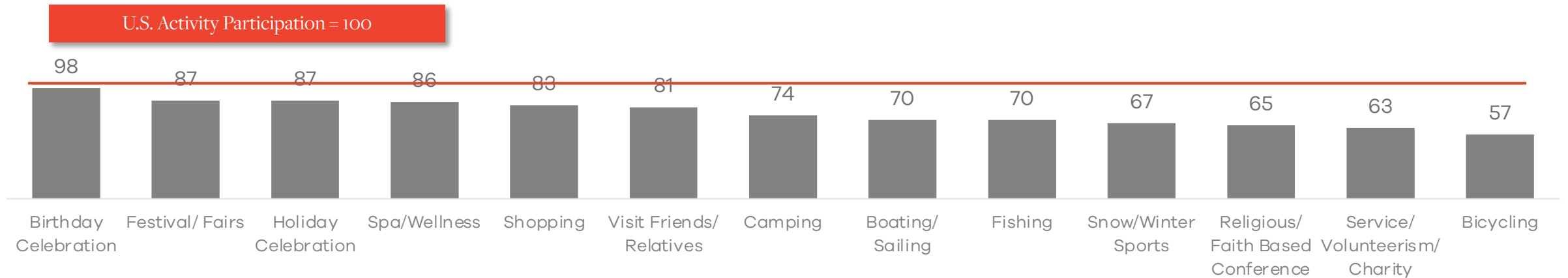
- The activity index uses the US to determine the average of 100 and anything above is an activity that travelers in New Jersey are more likely to do than visitors to the US.
- The Index is different from the share of participation in that it only reflects a traveler's propensity to participate in an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

Segment: Overnight Leisure Person-Stays (%) • n=639 household count

Source: 2023 PERFORMANCE/MonitorSM

New Jersey Activity Index (cont.)

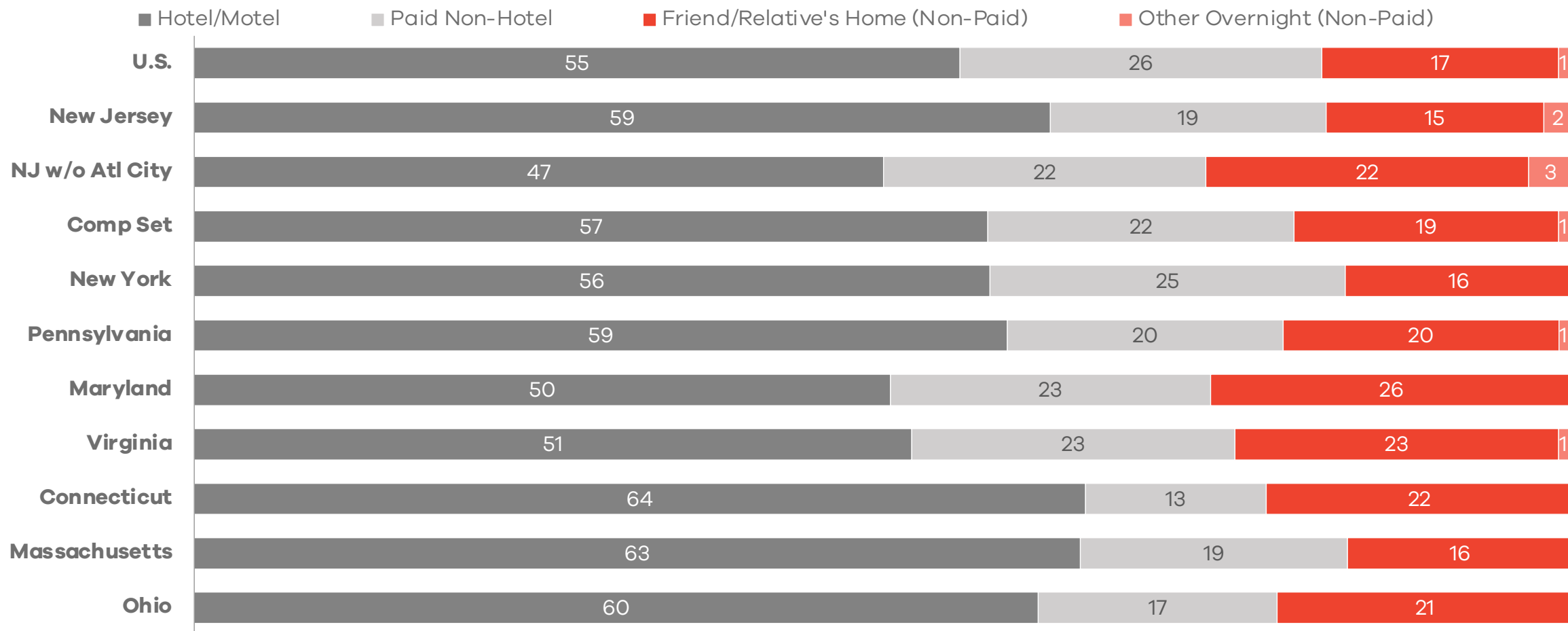
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- The Index is different from the share of participation in that it only reflects a traveler's propensity to participate in an activity, relative to the propensity for average US destinations.



Segment: Overnight Leisure Person-Stays (%) • n=639 household count

Source: 2023 *PERFORMANCE/Monitor*SM

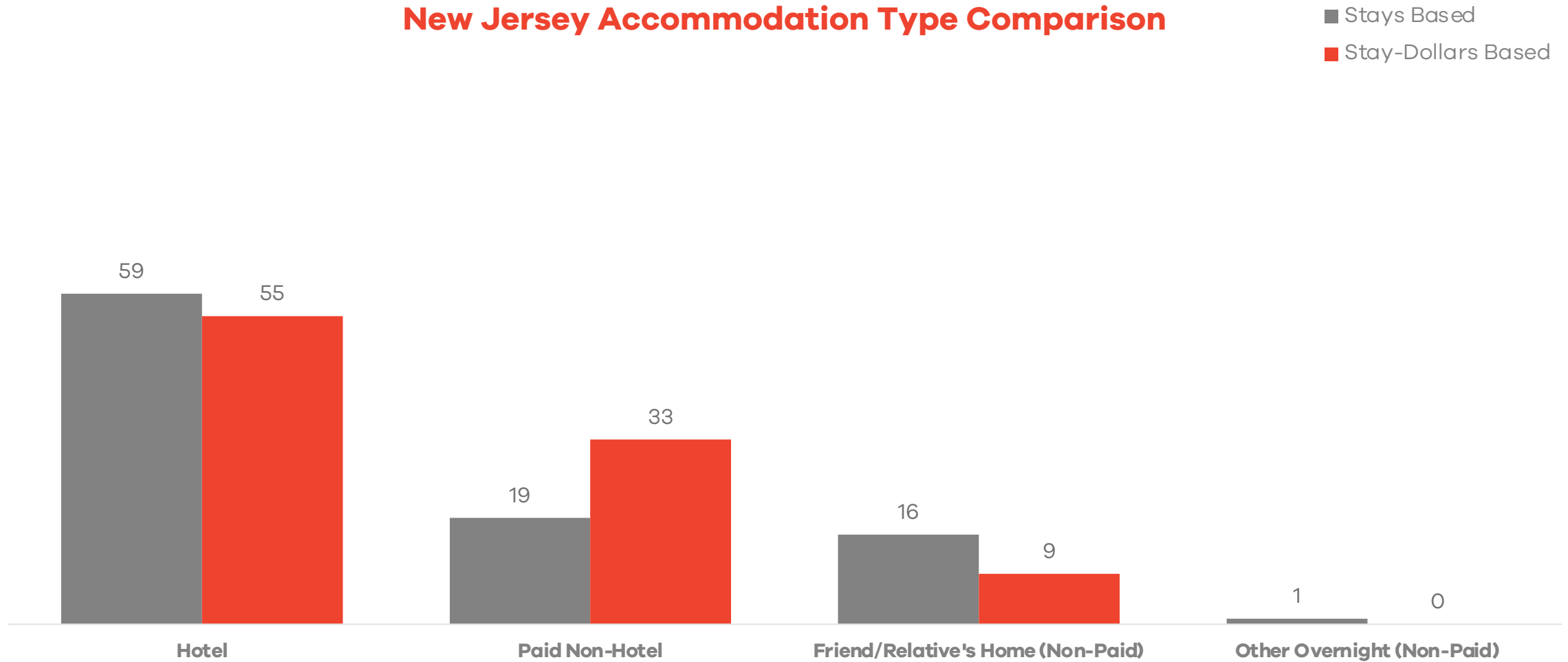
Accommodation Type: U.S., New Jersey, and Comp Set



Segment: Overnight Leisure Person-Stays (%) • n=639 household count

Source: 2023 PERFORMANCE/MonitorSM

New Jersey Accommodation Type Comparison



Segment: Overnight Leisure (%) • n=2,355 household count

Source: 2021-2023 PERFORMANCE/MonitorSM

— 3 —

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. Overnight Leisure	24,169	0.1%	0.2%	0.3%	0.4%	0.5%
New Jersey	639	0.6%	1.2%	1.7%	2.5%	3.2%
NJ w/o Atl City	428	0.8%	1.5%	2.1%	3.0%	4.0%
New York	1,691	0.4%	0.7%	1.1%	1.5%	2.0%
Pennsylvania	896	0.5%	1.0%	1.4%	2.1%	2.7%
Maryland	406	0.8%	1.5%	2.1%	3.1%	4.1%
Virginia	648	0.6%	1.2%	1.7%	2.4%	3.2%
Connecticut	212	1.1%	2.1%	3.0%	4.3%	5.6%
Massachusetts	529	0.7%	1.3%	1.9%	2.7%	3.6%
Ohio	727	0.6%	1.1%	1.6%	2.3%	3.0%

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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