New Jersey Day Leisure Visitor Profile

Q4 2020 – Q3 2021

MMGY Travel Intelligence

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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: $112K on average

- Lifestages: Mature travel parties without children making more than $60K (Affluent Mature), middle-aged travel parties without children in household (Mature & Free), and middle-aged travel parties with children making more than $75K (Affluent Mature).

- Employment: Managerial/Professionals and Technical/Sales/Administrative

- Purpose of Stay: majority of travel is to Visit Friends/Relatives or for a Day Trip Getaway/Vacation

- Activity: the activities visitors participate in the most are beach/waterfront, culinary/dining experiences, gambling, and shopping

- Repeat Visitation: More than half of travelers visited New Jersey for the first time while 1/3 have visited 2-3 times

- $171 per person spending per day – 24% Transportation, 29% Food & Beverage 19% Shopping, 20% Entertainment

- Timing: Travelers visit New Jersey in Summer (40%) and Fall (31%)

- 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 114 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: Boomers
- Purpose of Stay: Vacation/Get Away – Day Trip
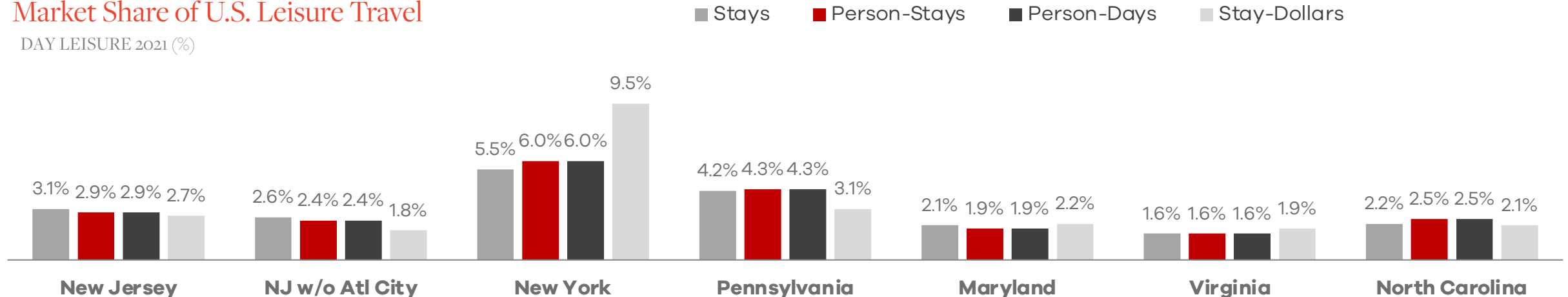
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Overall, the impact of New Jersey's Day Leisure visitation on the share of the US travel market increased slightly from 2020. Among all its competitors, New Jersey's Day Leisure traveler segment captured the third largest share of the US travel market in all four travel metrics – Stays, Person-Stays, Person-Days, and Trip-Dollars. New Jersey, New York, and Maryland saw increases in market share in 2021, Pennsylvania saw little to no change, and the rest decreased.

New Jersey's Day Leisure travel parties (or Stays) represent 3.1% 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 2.9% of the US Day Leisure travel market.

Market Share of U.S. Leisure Travel
DAY LEISURE 2021 (%)

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

	Stays	Person-Stays	Person-Days	Stay-Dollars
New Jersey	3.1%	2.9%	2.9%	2.7%
NJ w/o Atl City	2.6%	2.4%	2.4%	1.8%
New York	5.5%	6.0%	6.0%	9.5%
Pennsylvania	4.2%	4.3%	4.3%	3.1%
Maryland	2.1%	1.9%	1.9%	2.2%
Virginia	1.6%	1.6%	1.6%	1.9%
North Carolina	2.2%	2.5%	2.5%	2.1%

Source: 2021 PERFORMANCE/Monitor[SM]

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The Person-Days metric is simply the total number of days that visitors contributed to New Jersey. New Jersey's Day Leisure travelers represent 2.9% of the US market share. New Jersey Day Leisure travelers contributed the smallest of all four metrics in Trip-Dollars to the US Day Leisure market; 2.7% 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

DAY LEISURE PERSON-STAYS (%)

Source: 2021 PERFORMANCE/Monitor^{SM}
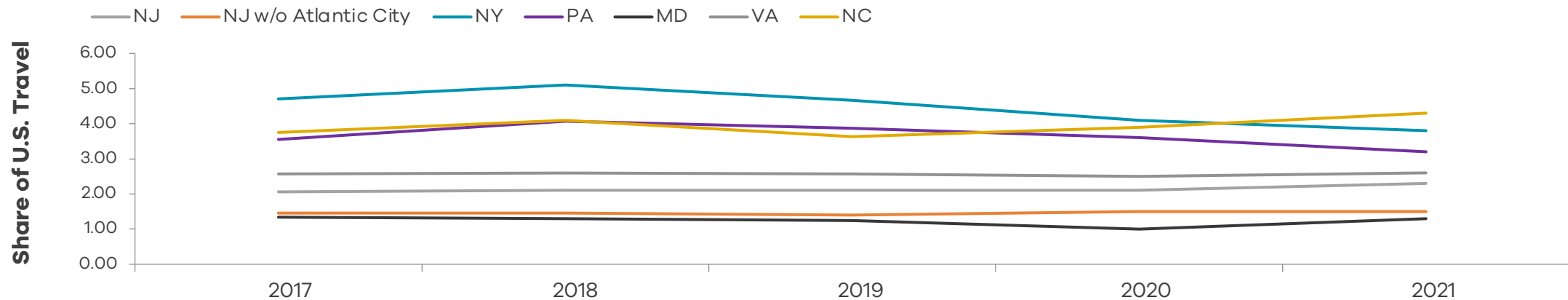
Who Are New Jersey's Day Leisure Visitors?

Compared to 2020, New Jersey's Day Leisure visitors are trending slightly younger, with fewer retirees visiting, more with children, but with lower household incomes.

While Boomers still make up a large portion of visitors in 2021, the percentage of Millennials increased while the percentage of Gen X decreased from 2020, bringing down the average age slightly.

Average incomes of New Jersey visitors decreased from 2020 but are still consistently higher than visitors to the average U.S. destination and are in line with the average incomes we saw in 2019.

How Do New Jersey's Day Leisure Visitors Compare?

	New Jersey	New Jersey w/o Atlantic City	Average U.S. Destination	Competitive Set (NY/PA/MD/VA/NC)
Average Age (years)	55	54	54	54
Employed	57%	60%	49%	53%
Retired	36%	34%	35%	33%
Average Income (000)	$112.1	$110.9	$98.8	$104.9
Children in HH	30%	33%	26%	28%
Generations:				
Millennial (1981-1996)	26%	30%	24%	23%
GenX (1965-1980)	19%	16%	22%	24%
Boomer (1946-1964)	48%	46%	44%	43%
Silent/GI (1945 back)	7%	6%	7%	7%

Source: 2021 *PERFORMANCE/Monitor*[SM]

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Where Do New Jersey's Visitors Come From?

Ninety-four percent (94%) of New Jersey Day Leisure visitors come from 5 states with 60% coming from New Jersey itself and an additional 29% 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 114 miles.

New Jersey Origin States

DAY LEISURE PERSON-STAYS (%) (2021)

New Jersey	59.5%
New York	16.1%
Pennsylvania	12.8%
Connecticut	3.2%
Virginia	2.3%
Other	6.1%

New Jersey Destination Regions

DAY LEISURE PERSON-STAYS (%)

Gateway	24.1%	↓
Greater Atlantic City	22.4%	↓
Shore	21.8%	↓
Delaware River	14.3%	↑
Southern Shore	11.1%	↑
Skylands	6.3%	↑
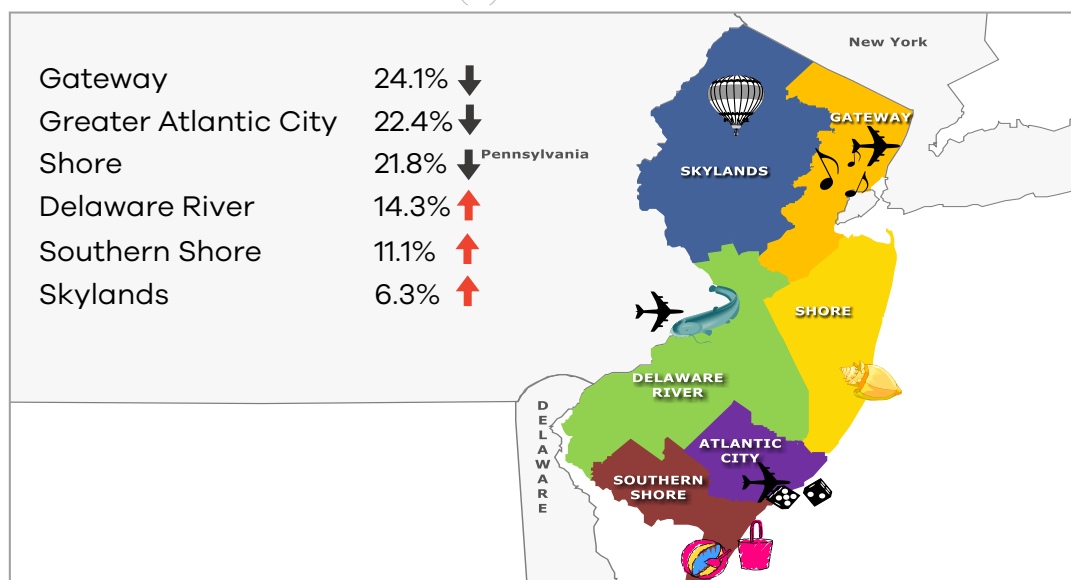
Where Do New Jersey's Visitors Go?

New Jersey Day Leisure visitors are exploring more parts of New Jersey compared to last year. The most popular regions of New Jersey decreased in visitation from last year, while Delaware River, Southern Shore, and Skylands regions all displayed increases in visitation in 2021.

Source: 2021 PERFORMANCE/Monitor[SM]

Why Do Travelers Visit New Jersey?

Visiting Friends/Relatives account for nearly 2 in 5 Day Leisure visitors to New Jersey in 2021, followed by 1 in 3 who take a Day Trip Vacation/Getaway. If Atlantic City is excluded, Day Trip Vacations/Getaways drop slightly, but Visiting Friends or Relatives increases to account for 44 percent of visits.

Day Trip Vacations/Getaways decreased slightly in 2021, while Visiting Friends and Relatives increased.

In 2021 visitors spent on average $171 in New Jersey per person per day - $8 less than in 2020 with decreases in food & beverage (-$3), transportation (-$2), and other expenses (-$6), but an increase in entertainment (+$2). Atlantic City is driving the average daily spending for the State. Again, demonstrating the value of the Atlantic City area.

Purpose of Travel
Day Leisure PERSON-STAYS (%) (2021)
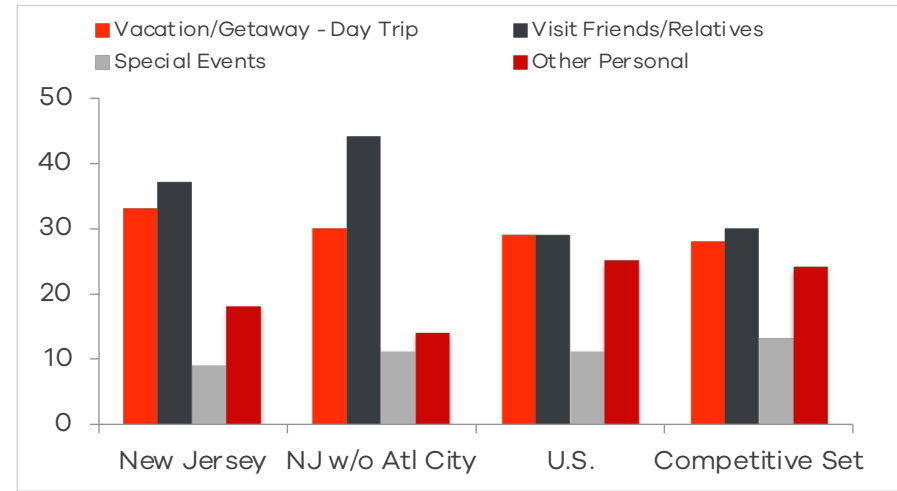
Per-Person-Per-Day Spending
Day Leisure PERSON-DAYS (%) (2021)

Source: 2021 *PERFORMANCE/Monitor^{SM}*
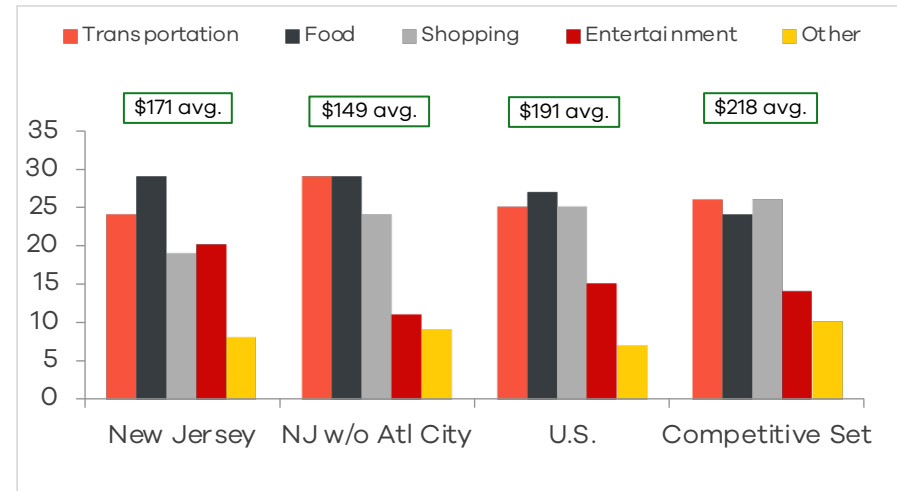
What Do New Jersey Visitors Do?

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 2021:

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

Participation in many activities increased from 2020 after seeing a drop-off last year.

When excluding Atlantic City, the top five activities are relatively the same except Gambling drops to 27th place in 2021:

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

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:

- Reunion/Graduation (3.0 times as high)
- Zoo/Aquarium (2.4 times)
- Wedding (2.4 times)
- Gambling (2.2 times)
- Theme/Water Parks (2.1 times)
- Beach/Waterfront (1.9 times)
- Business/Work (1.4 times)
- Winery/Distillery/Brewery Tours (1.3 times)

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

- Reunion/Graduation (3.7 times as high)
- Zoo/Aquarium (2.9 times)
- Wedding (2.9 times)
- Theme/Water Parks (2.5 times)
- Beach/Waterfront (1.8 times)
- Business/Work (1.7 times)
- Bicycling (1.6 times)
- Winery/Distillery/Brewery Tours (1.6 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 higher satisfaction (90% excellent rating) with their New Jersey stay in 2021 than in 2020. New Jersey destinations as well as the competitor's destinations have consistently received a high percentage of Excellent (8-10) ratings for overall satisfaction with the destination with 8.89 (New Jersey whole) and 8.94 (New Jersey w/o Atlantic City).

Overall Satisfaction
DAY LEISURE (%) STAYS (2021)

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

| 8.59 avg. | 8.89 avg. | 8.52 avg. | 8.94 avg. |

	New Jersey		NJ w/o Atlantic City
Excellent	86	90	84	90
Fair/Good	14	8	16	7
	2020	2021	2020	2021
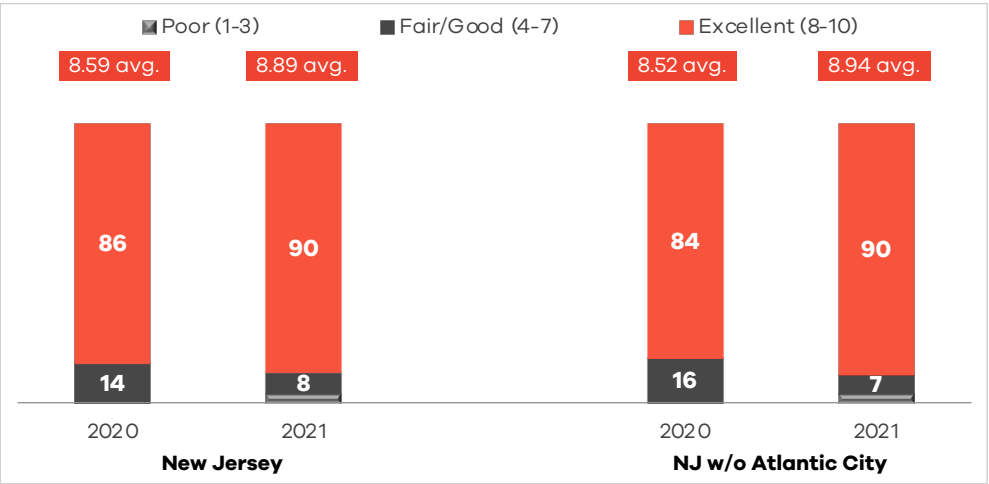
Value For The Money
DAY LEISURE (%) STAYS (2021)

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

| 8.43 avg. | 8.57 avg. | 8.35 avg. | 8.63 avg. |

	New Jersey		NJ w/o Atlantic City
Excellent	77	79	75	79
Fair/Good	21	21	22	21
	2020	2021	2020	2021
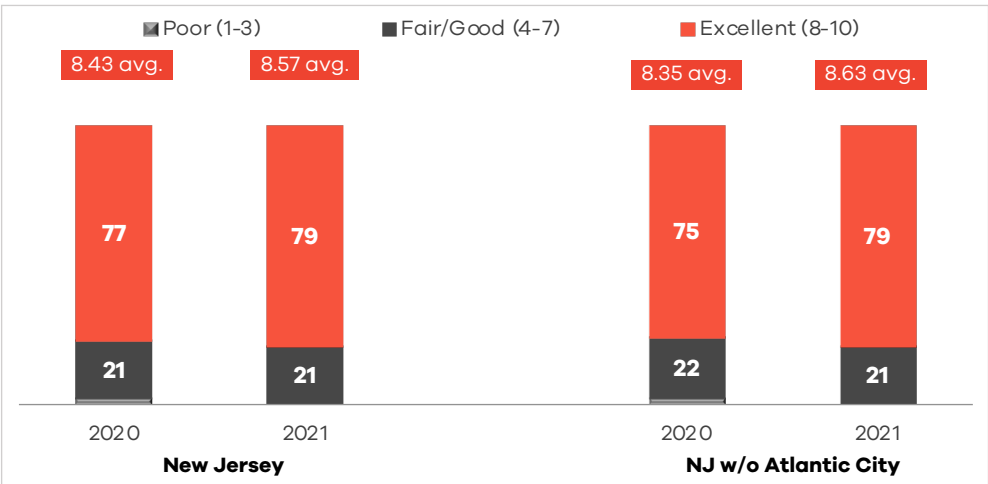
Overall, New Jersey's Day Leisure travelers report their highest ratings for Overall Satisfaction (8.89), followed by Friendly/Helpful people (8.79) and Feeling of Safety (8.64). For both New Jersey as a whole and New Jersey excluding Atlantic City, all ratings increased from 2020.

When excluding Atlantic City, visitors rate New Jersey slightly higher in every performance attribute.

Source: 2021 PERFORMANCE/Monitor^{SM}
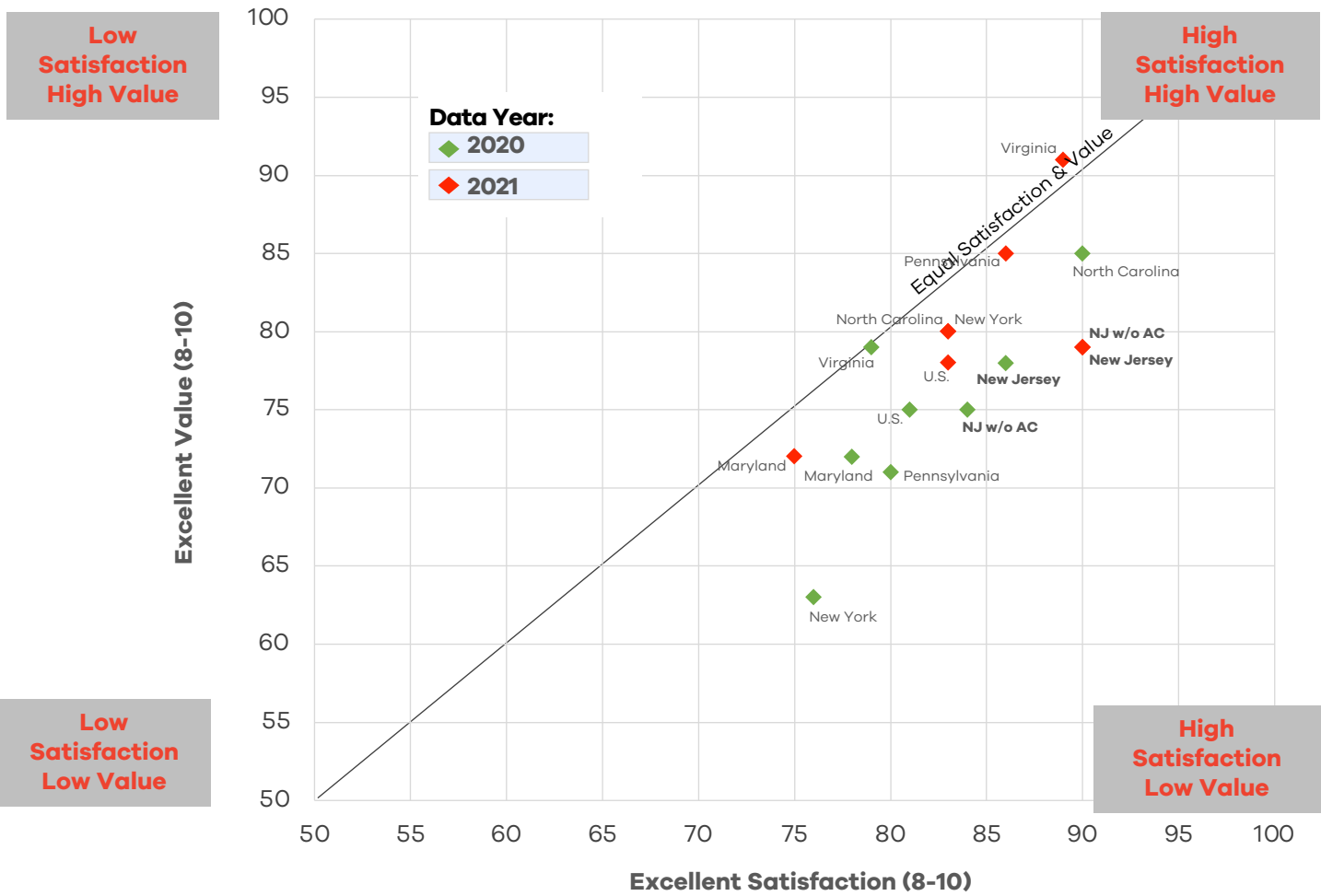
Satisfaction and Value ratings may be combined into a matrix which places each destination in the location where Satisfaction and Value intersect.

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.

Source: 2021 *PERFORMANCE/Monitor*[SM]

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CHARTS & GRAPHS

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

Legend:
- Stays
- Person-Stays
- Person-Days
- Stay-Dollars

New Jersey: 3.1% / 2.9% / 2.9% / 2.7%
NJ w/o Atl City: 2.6% / 2.4% / 2.4% / 1.8%
New York: 5.5% / 6.0% / 6.0% / 9.5%
Pennsylvania: 4.2% / 4.3% / 4.3% / 3.1%
Maryland: 2.1% / 1.9% / 1.9% / 2.2%
Virginia: 1.6% / 1.6% / 1.6% / 1.9%
North Carolina: 2.2% / 2.5% / 2.5% / 2.1%
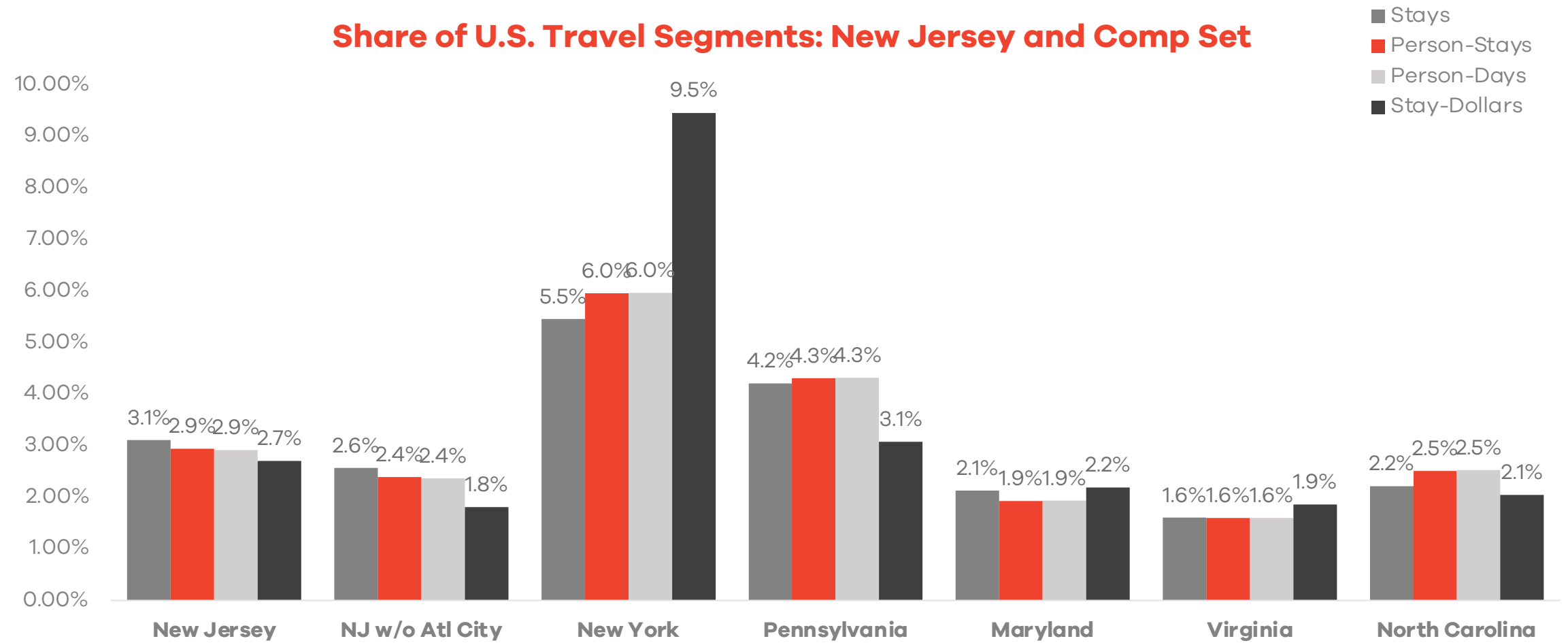
Segment: Day Leisure (%) ● n=517 household count
Source: 2021 PERFORMANCE/Monitor[SM]

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

Average

■ 18-34 years ■ 35-54 years ■ 55 + years
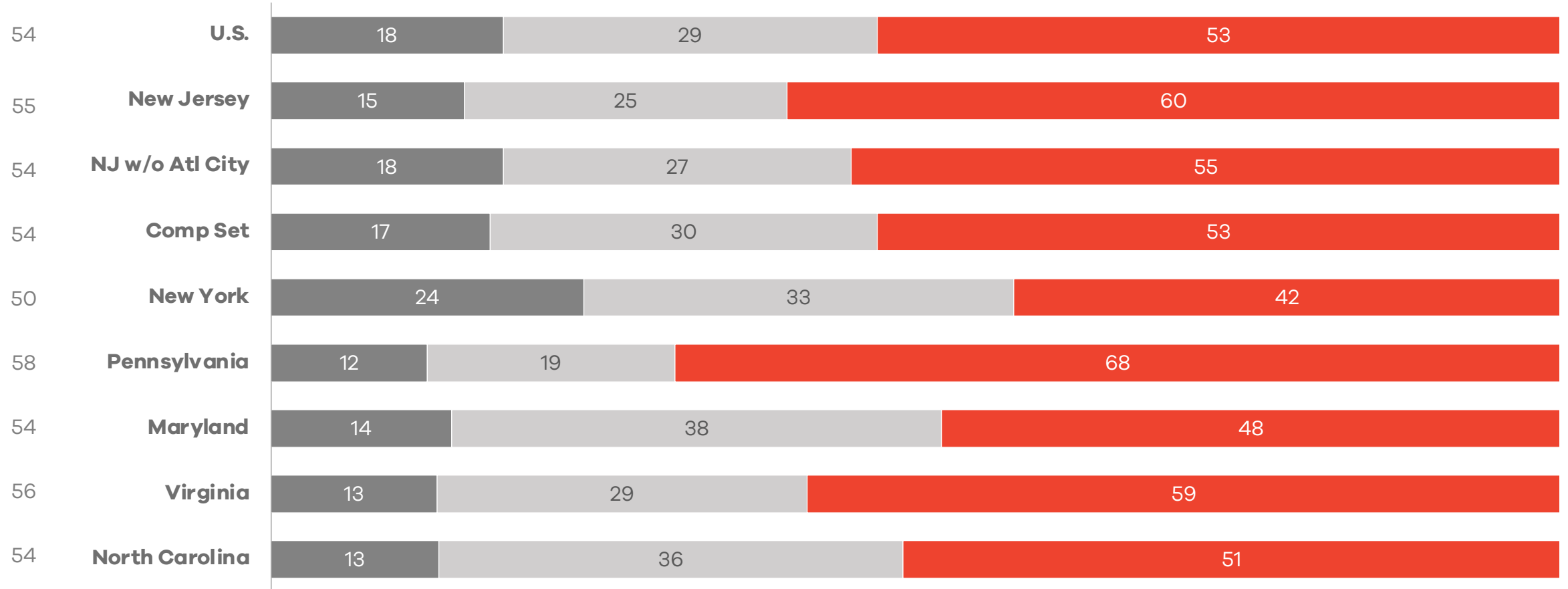
Average	Region	18-34 years	35-54 years	55 + years
54	U.S.	18	29	53
55	New Jersey	15	25	60
54	NJ w/o Atl City	18	27	55
54	Comp Set	17	30	53
50	New York	24	33	42
58	Pennsylvania	12	19	68
54	Maryland	14	38	48
56	Virginia	13	29	59
54	North Carolina	13	36	51

Segment: Day Leisure Person-Stays (%) ● n=517 household count
Source: 2021 PERFORMANCE/Monitor^{SM}

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Racial Distribution: U.S., New Jersey, and Comp Set
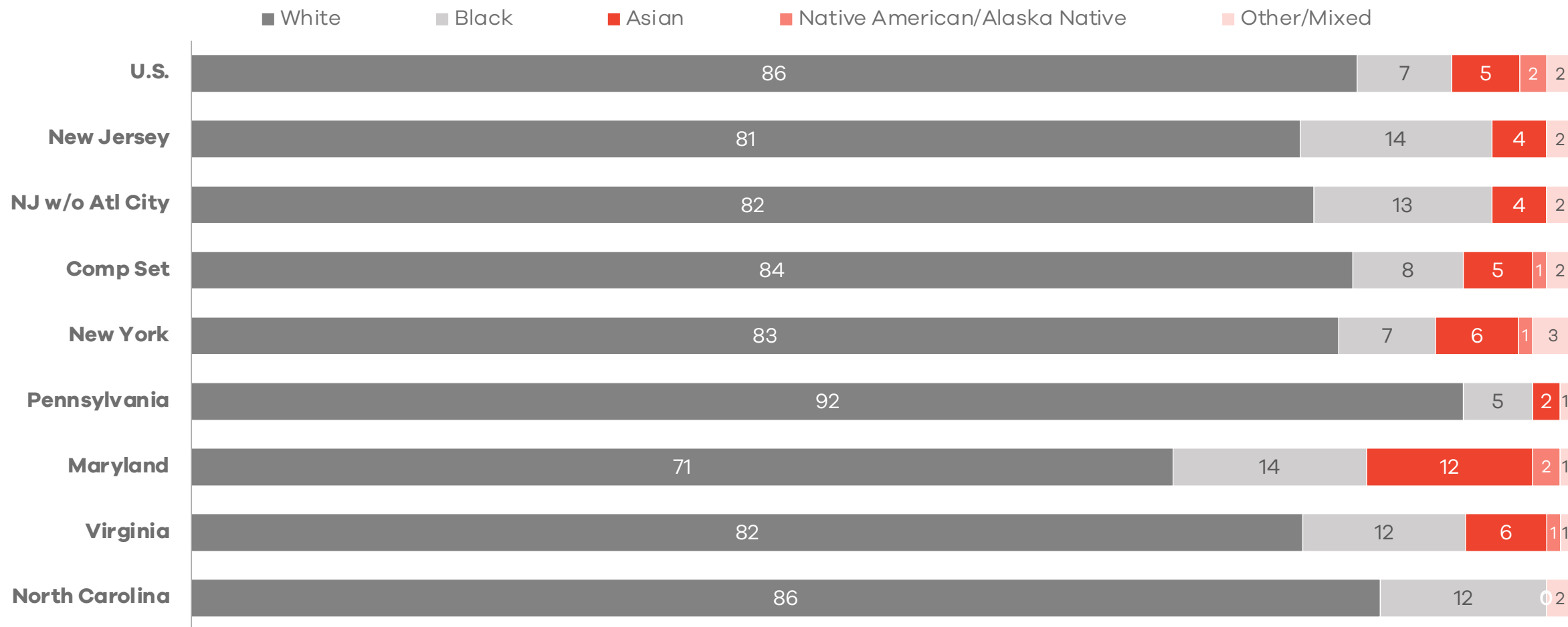
■ White   ■ Black   ■ Asian   ■ Native American/Alaska Native   ■ Other/Mixed

	White	Black	Asian	Native American/Alaska Native	Other/Mixed
U.S.	86	7	5	2	2
New Jersey	81	14	4		2
NJ w/o Atl City	82	13	4		2
Comp Set	84	8	5	1	2
New York	83	7	6	1	3
Pennsylvania	92	5	2		1
Maryland	71	14	12	2	1
Virginia	82	12	6	1	1
North Carolina	86	12			2

Segment: Day Leisure Person-Stays (%) ● n=517 household count
Source: 2021 PERFORMANCE/Monitor^{SM}

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Ethnic Origin: U.S., New Jersey and Comp Set
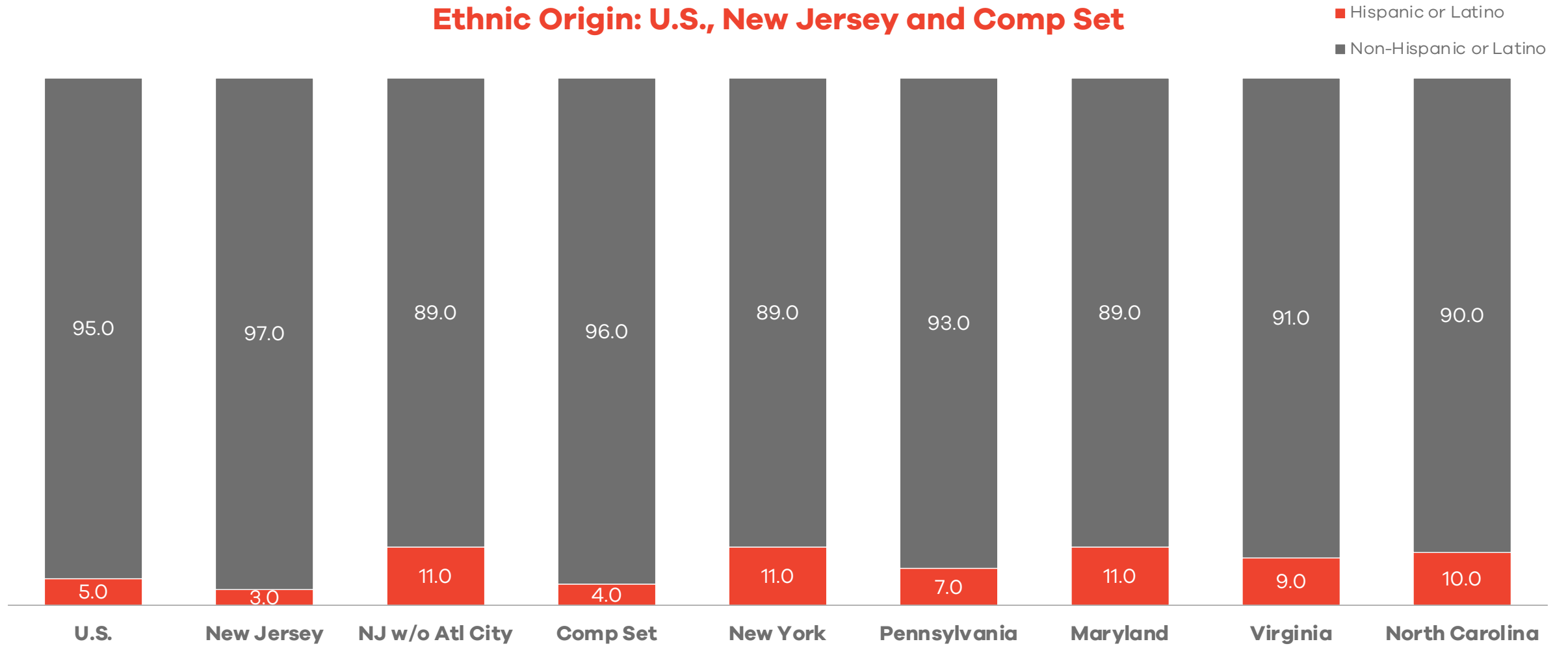
■ Hispanic or Latino

■ Non-Hispanic or Latino

	U.S.	New Jersey	NJ w/o Atl City	Comp Set	New York	Pennsylvania	Maryland	Virginia	North Carolina
Non-Hispanic or Latino	95.0	97.0	89.0	96.0	89.0	93.0	89.0	91.0	90.0
Hispanic or Latino	5.0	3.0	11.0	4.0	11.0	7.0	11.0	9.0	10.0

Segment: Day Leisure Person-Stays (%) ● n=517 household count
Source: 2021 PERFORMANCE/Monitor^{SM}

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Sexual Orientation Distribution: U.S., New Jersey, and Comp Set
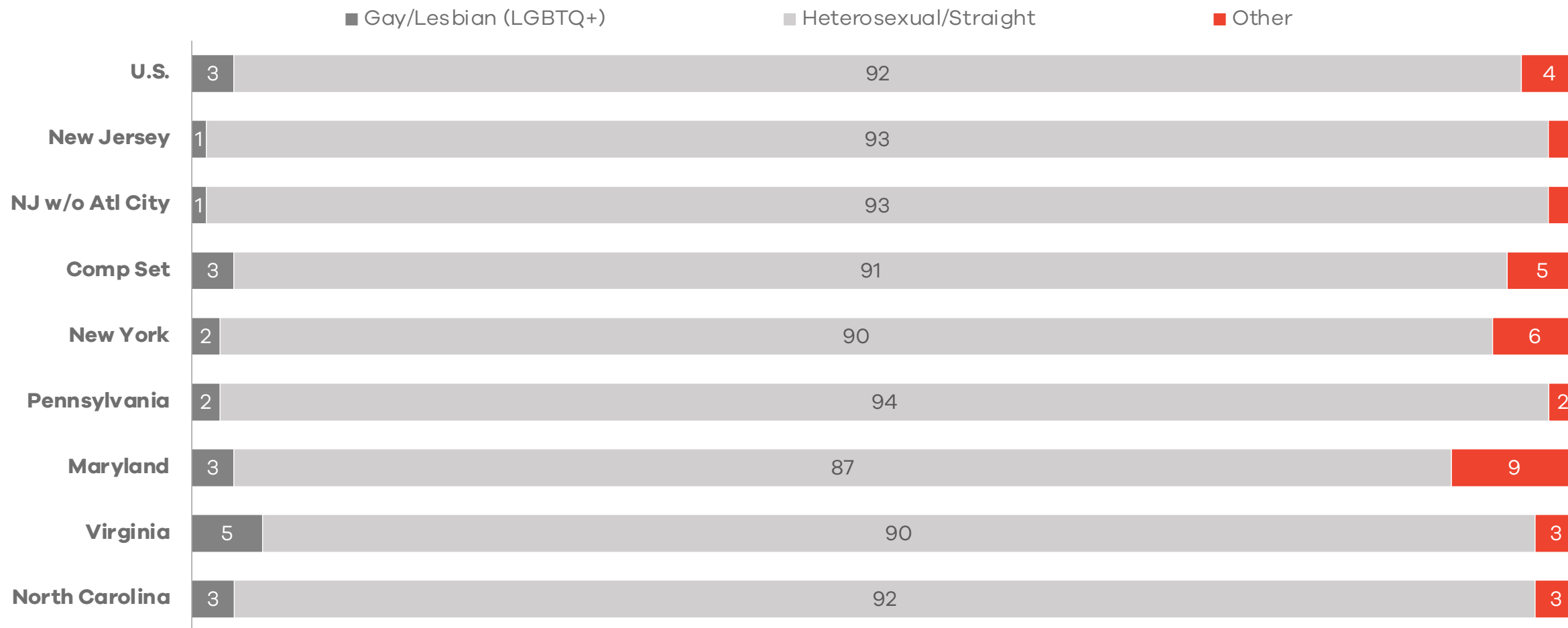
■ Gay/Lesbian (LGBTQ+)　　　　■ Heterosexual/Straight　　　　■ Other

	Gay/Lesbian (LGBTQ+)	Heterosexual/Straight	Other
U.S.	3	92	4
New Jersey	1	93	
NJ w/o Atl City	1	93	
Comp Set	3	91	5
New York	2	90	6
Pennsylvania	2	94	2
Maryland	3	87	9
Virginia	5	90	3
North Carolina	3	92	3

Segment: Day Leisure Person-Stays (%) ● n=517 household count
Source: 2021 PERFORMANCE/Monitor^SM

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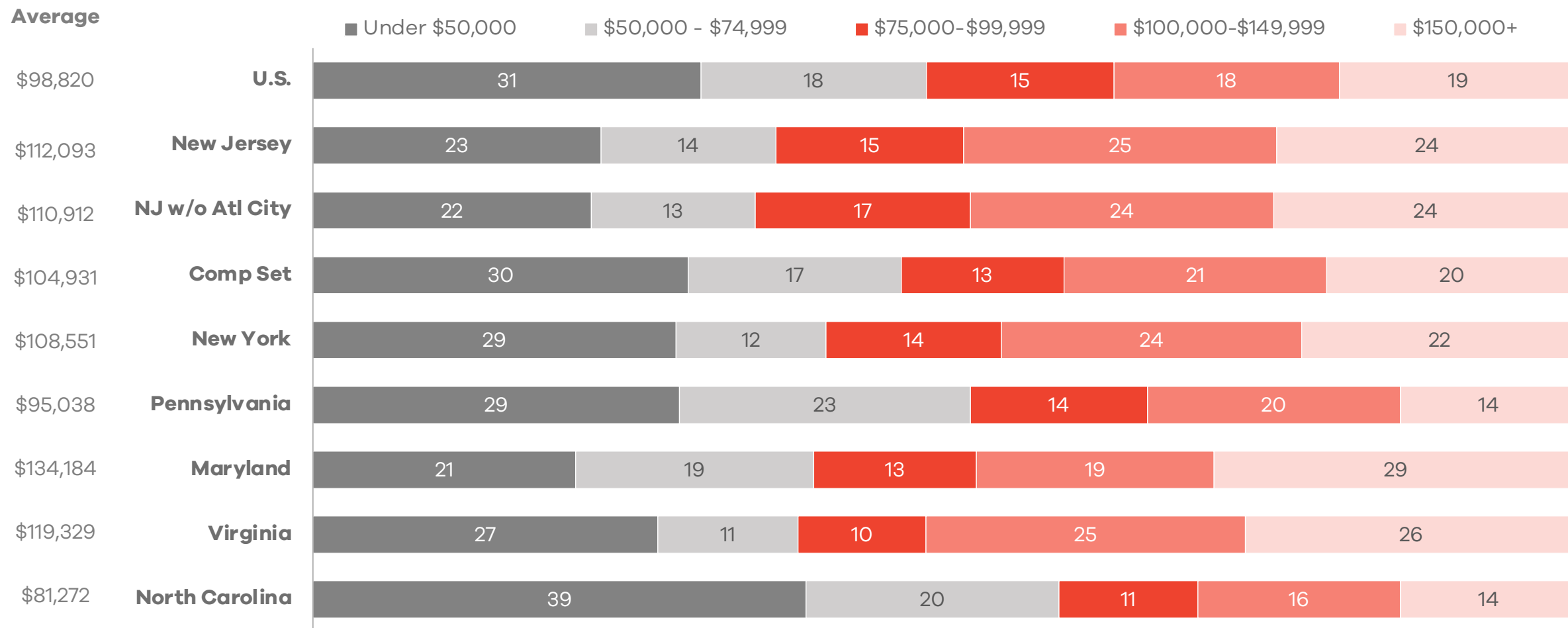
Average

Legend: ■ Under $50,000　■ $50,000 - $74,999　■ $75,000-$99,999　■ $100,000-$149,999　■ $150,000+

Average	Region	Under $50,000	$50,000 - $74,999	$75,000-$99,999	$100,000-$149,999	$150,000+
$98,820	U.S.	31	18	15	18	19
$112,093	New Jersey	23	14	15	25	24
$110,912	NJ w/o Atl City	22	13	17	24	24
$104,931	Comp Set	30	17	13	21	20
$108,551	New York	29	12	14	24	22
$95,038	Pennsylvania	29	23	14	20	14
$134,184	Maryland	21	19	13	19	29
$119,329	Virginia	27	11	10	25	26
$81,272	North Carolina	39	20	11	16	14

Segment: Day Leisure Person-Stays (%) ● n=508 household count
Source: 2021 PERFORMANCE/Monitor[SM]

Visitor Profile / Demographics

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Lifestage Distribution: U.S., New Jersey, and Comp Set
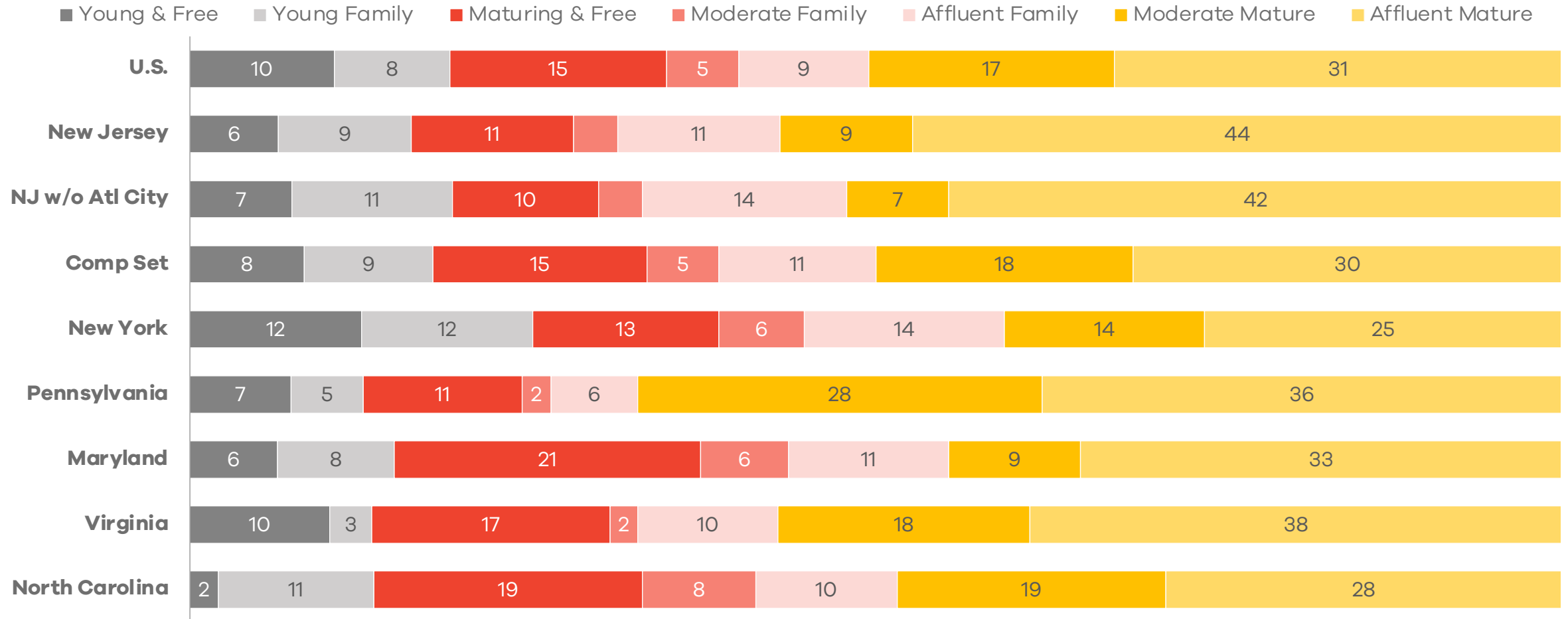
Legend: ■ Young & Free ■ Young Family ■ Maturing & Free ■ Moderate Family ■ Affluent Family ■ Moderate Mature ■ Affluent Mature

Region	Young & Free	Young Family	Maturing & Free	Moderate Family	Affluent Family	Moderate Mature	Affluent Mature
U.S.	10	8	15	5	9	17	31
New Jersey	6	9	11		11	9	44
NJ w/o Atl City	7	11	10		14	7	42
Comp Set	8	9	15	5	11	18	30
New York	12	12	13	6	14	14	25
Pennsylvania	7	5	11	2	6	28	36
Maryland	6	8	21	6	11	9	33
Virginia	10	3	17	2	10	18	38
North Carolina	2	11	19	8	10	19	28

Segment: Day Leisure Person-Stays (%) ● n=517 household count
Source: 2021 PERFORMANCE/Monitor[SM]

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Traveler Generation Distribution: U.S., New Jersey, and Comp Set
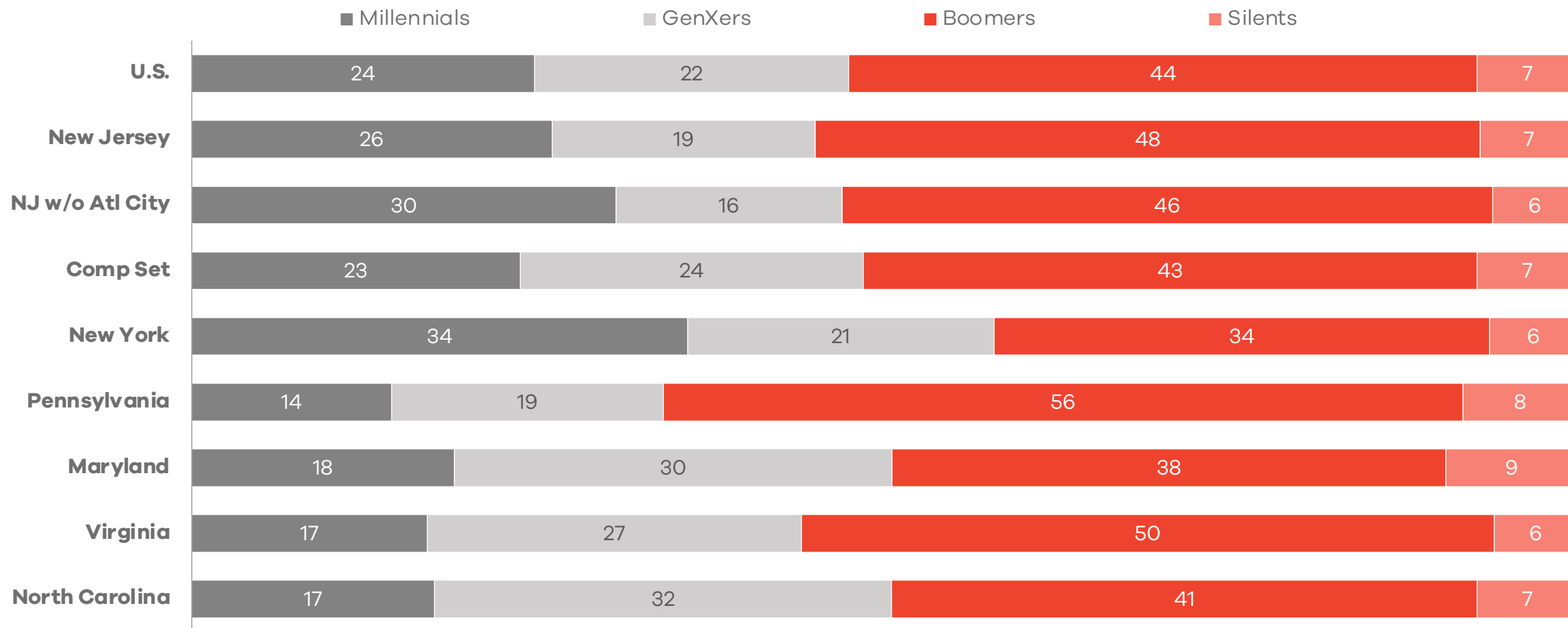
■ Millennials   ■ GenXers   ■ Boomers   ■ Silents

	Millennials	GenXers	Boomers	Silents
U.S.	24	22	44	7
New Jersey	26	19	48	7
NJ w/o Atl City	30	16	46	6
Comp Set	23	24	43	7
New York	34	21	34	6
Pennsylvania	14	19	56	8
Maryland	18	30	38	9
Virginia	17	27	50	6
North Carolina	17	32	41	7

Segment: Day Leisure Person-Stays (%) ● n=517 household count
Source: 2021 PERFORMANCE/Monitor^{SM}

New Jersey Traveler Generation Comparison
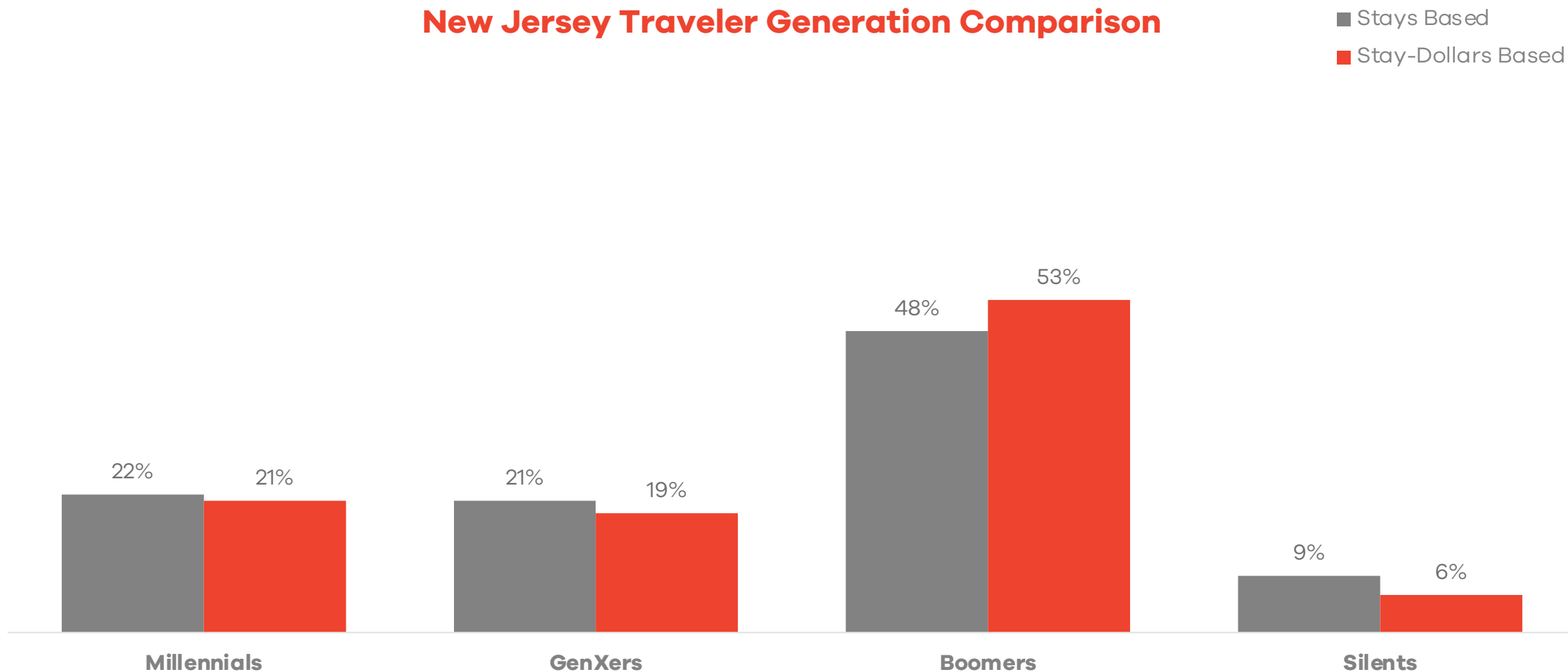
■ Stays Based
■ Stay-Dollars Based

	Stays Based	Stay-Dollars Based
Millennials	22%	21%
GenXers	21%	19%
Boomers	48%	53%
Silents	9%	6%

Segment: Day Leisure (%) ● n=1,782 household count
Source: 2019-2021 *PERFORMANCE/Monitor*[SM]

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Origin Divisions For Travel To New Jersey
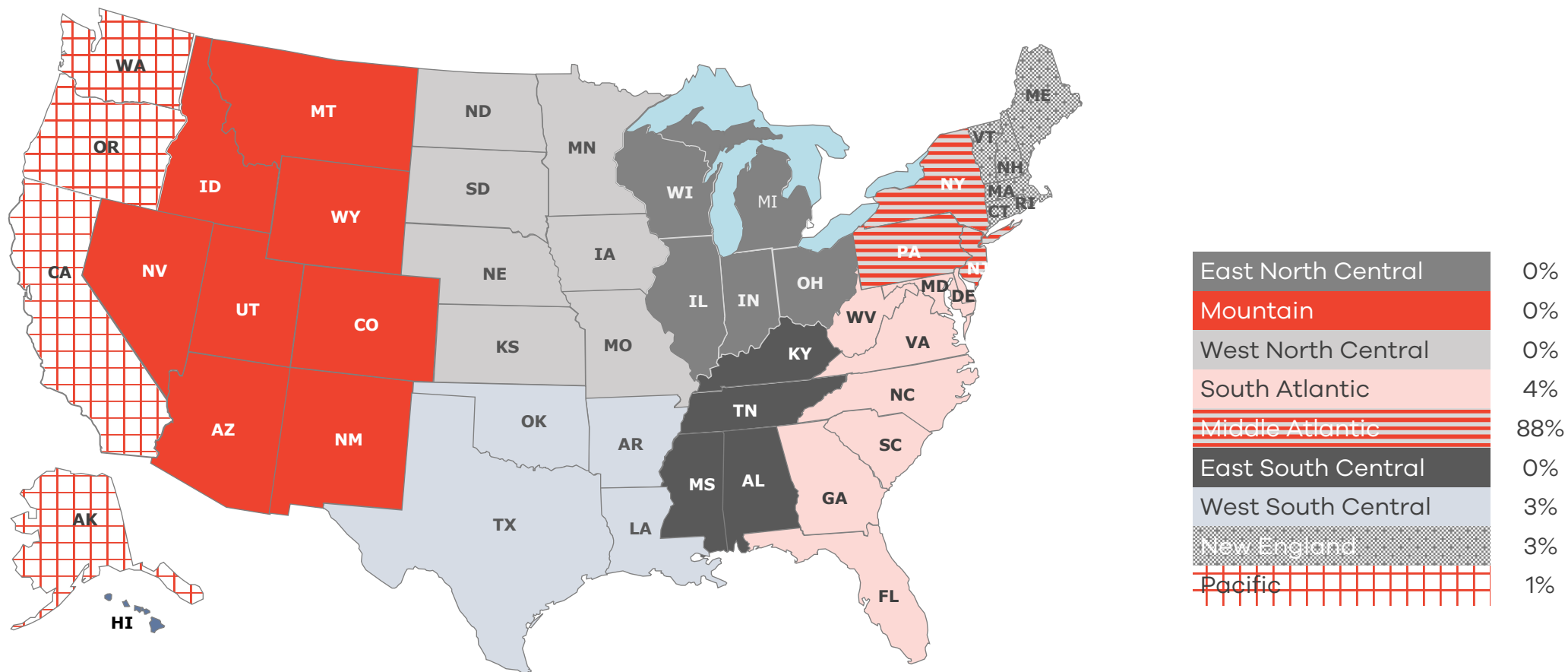
East North Central	0%
Mountain	0%
West North Central	0%
South Atlantic	4%
Middle Atlantic	88%
East South Central	0%
West South Central	3%
New England	3%
Pacific	1%

Segment: Day Leisure Person-Stays (%) ● n=508 household count
Source: 2021 *PERFORMANCE/Monitor*[SM]

MMGY Travel Intelligence

Top Origin States For Travel To New Jersey
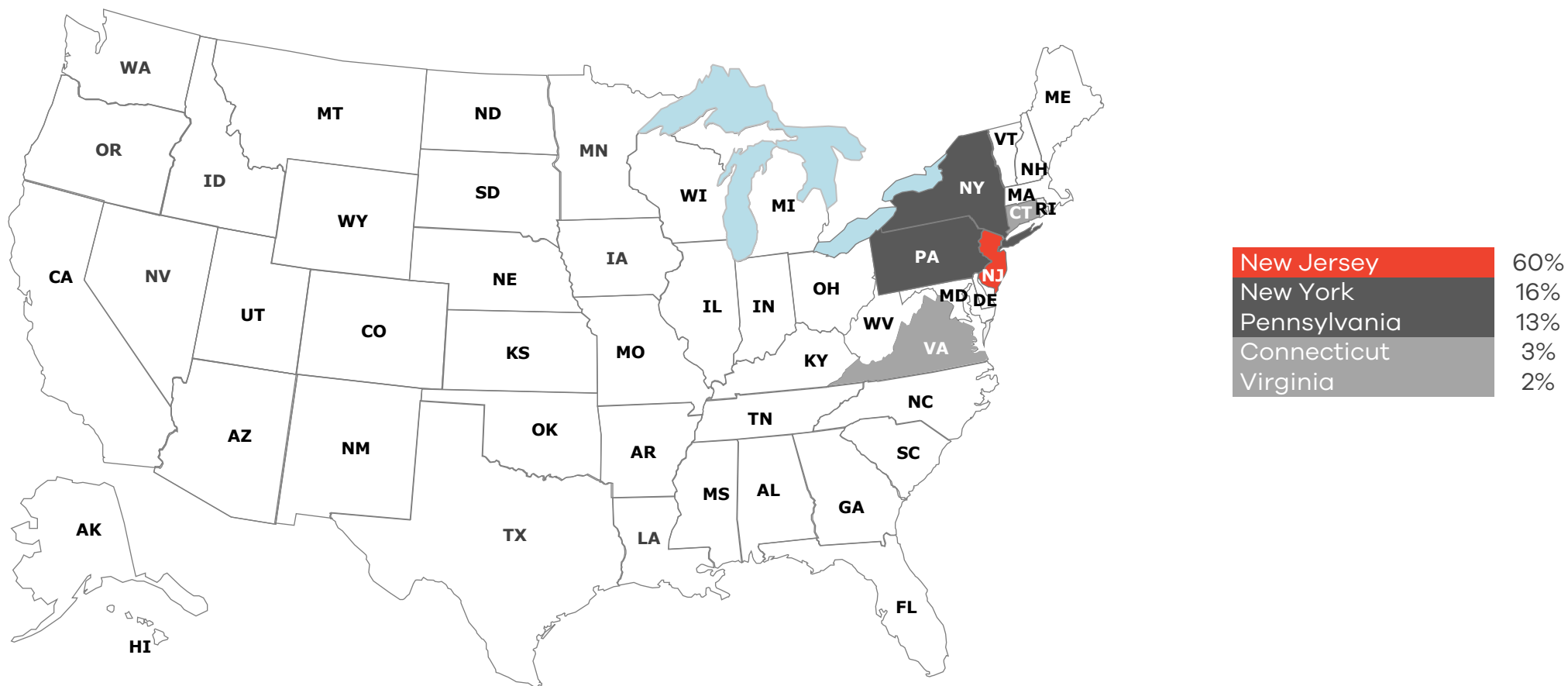
New Jersey	60%
New York	16%
Pennsylvania	13%
Connecticut	3%
Virginia	2%

Segment: Day Leisure Person-Stays (%) ● n=508 household count
Source: 2021 *PERFORMANCE/Monitor*[SM]

Visitor Profile / Trip Origin

	U.S.	New Jersey	NJ w/o Atl City	Comp Set	New York	Pennsylvania	Maryland	Virginia	North Carolina
New York, NY	5.9%	54.7%	56.8%	18.5%	39.6%	14.0%	0.8%	1.6%	0.4%
Philadelphia, PA	2.8%	32.6%	27.9%	8.5%	5.2%	22.0%	5.7%	1.2%	0.4%
Hartford & New Haven, CT	1.3%	2.3%	2.8%	1.6%	4.2%	0.1%	0.0%	0.0%	0.0%
Washington, DC (Hagerstown, MD)	2.0%	2.3%	2.8%	8.8%	1.3%	4.2%	33.3%	30.9%	1.3%
Wilkes Barre-Scranton, PA	0.6%	1.7%	2.1%	3.2%	0.6%	11.3%	0.4%	0.1%	0.2%
Top 5 Sum	12.6%	93.6%	92.4%	40.6%	50.9%	51.6%	40.2%	33.8%	2.3%

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New Jersey Origin DMA Comparison

■ Stays Based
■ Stay-Dollars Based

DMA	Stays Based	Stay-Dollars Based
New York, NY	57.0	45.8
Philadelphia, PA	26.3	31.1
Pittsburgh, PA	3.0	12.7
Hartford & New Haven, CT	2.0	2.8
Wilkes Barre - Scranton, PA	1.6	1.3
Washington, DC (Hagerstown, MD)	1.2	0.6
Baltimore, MD	0.9	1
Greensboro-High Point-Winston Salem, NC	0.7	0.7
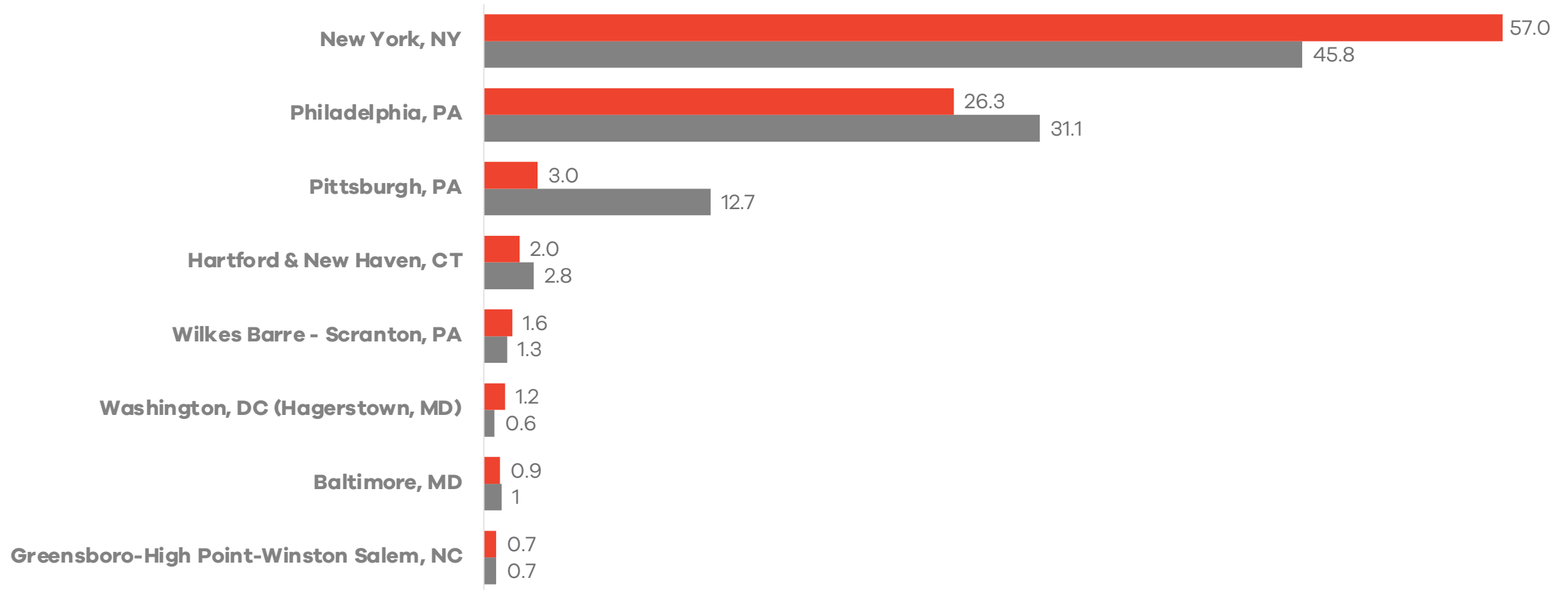
Segment: Day Leisure (%) ● n=1.751 household count
Source: 2019-2021 *PERFORMANCE/Monitor*[SM]

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

■ Air   ■ Auto   ■ Other

	Air	Auto	Other
U.S.	1	95	5
New Jersey	1	96	4
NJ w/o Atl City	1	95	4
Comp Set	1	92	8
New York	1	83	16
Pennsylvania		97	3
Maryland		98	2
Virginia		91	8
North Carolina		99	1
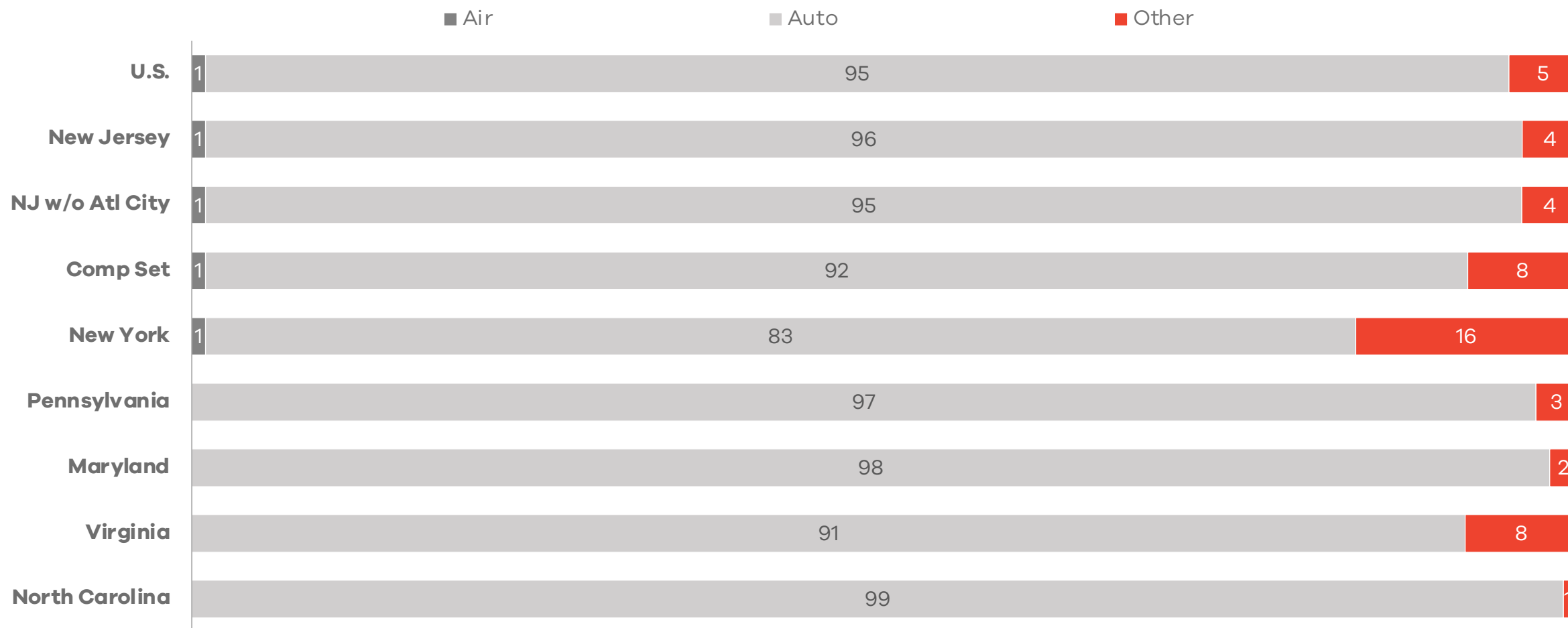
Segment: Day Leisure Person-Stays (%) ● n=506 household count
Source: 2021 PERFORMANCE/Monitor[SM]

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

Region	100 miles or less	101–200 miles	201–300 miles	301–500 miles	501+ miles
U.S.	70	17	3	3	7
New Jersey	82	11		3	4
NJ w/o Atl City	80	12		3	5
Comp Set	74	15	3	3	5
New York	74	12	4	2	8
Pennsylvania	77	16	2	3	3
Maryland	84	12	1	1	2
Virginia	74	17	3	2	4
North Carolina	63	22	4	5	5
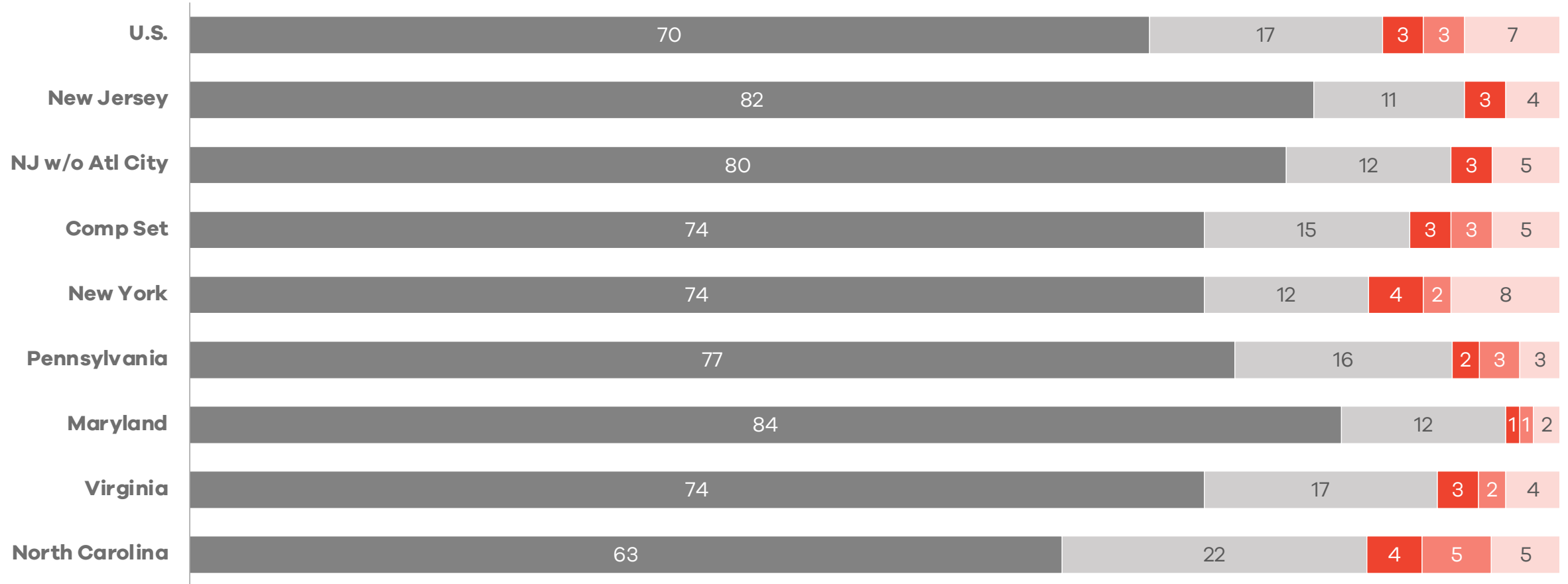
Segment: Day Leisure Person-Stays (%) ● n=462 household count
Source: 2021 *PERFORMANCE/Monitor*[SM]

MMGY Travel Intelligence

New Jersey Month Trip Started
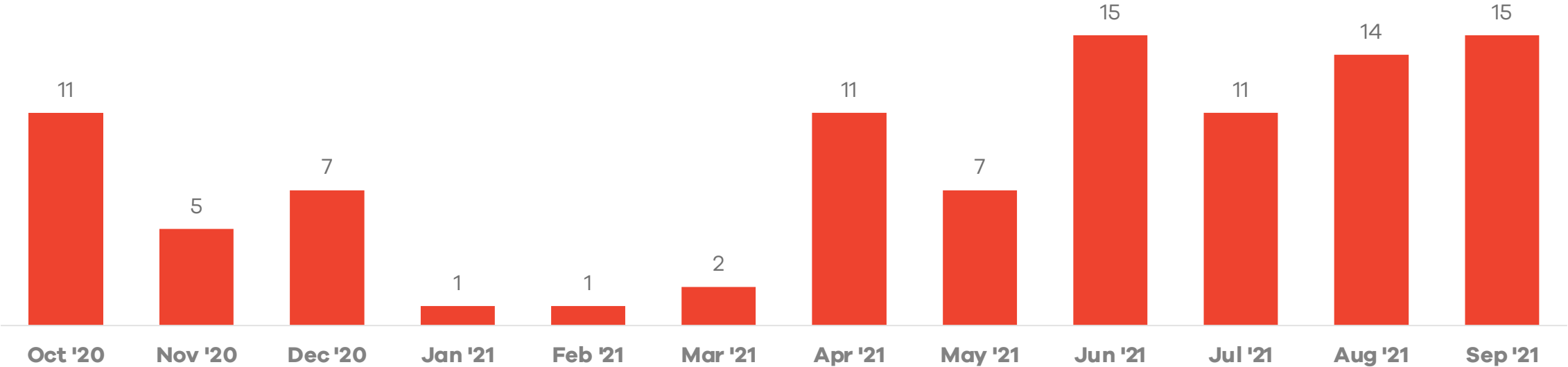
Oct '20	Nov '20	Dec '20	Jan '21	Feb '21	Mar '21	Apr '21	May '21	Jun '21	Jul '21	Aug '21	Sep '21
11	5	7	1	1	2	11	7	15	11	14	15

MMGY Travel Intelligence

Trip Timing by Quarter: U.S., New Jersey, and Comp Set
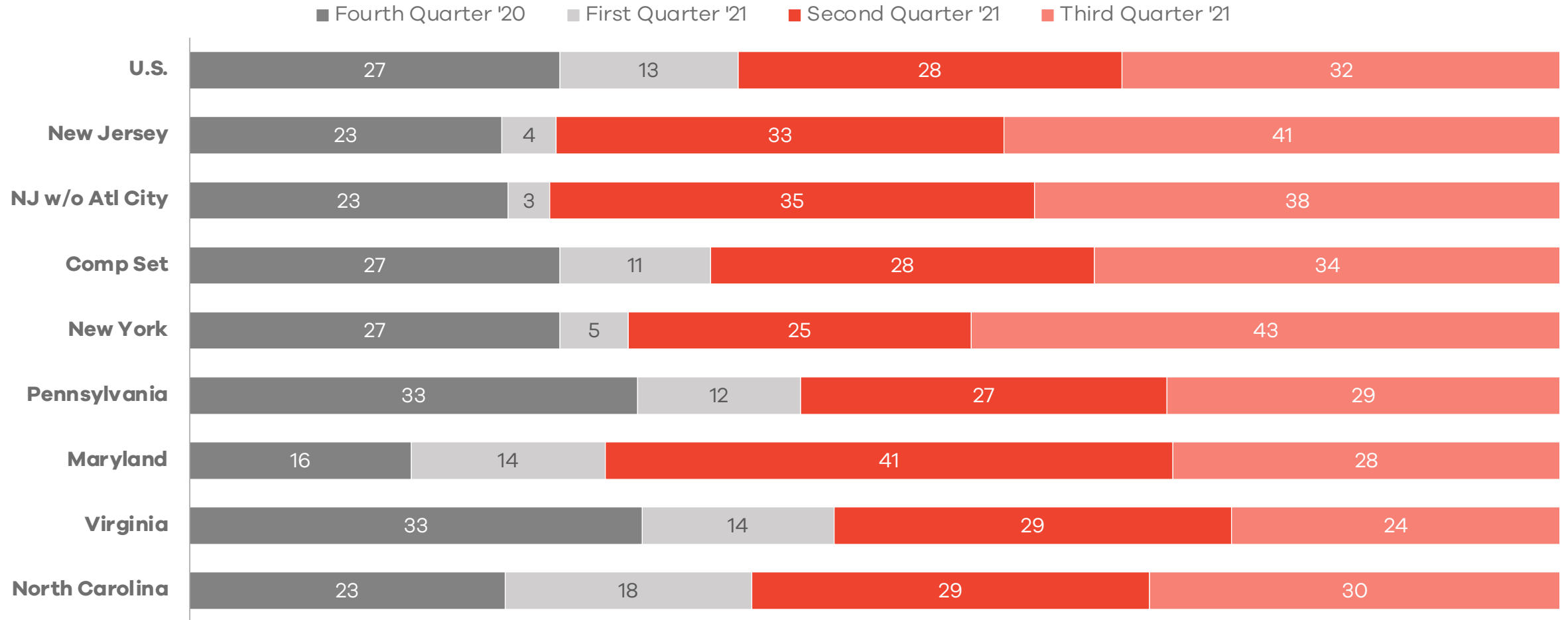
■ Fourth Quarter '20   ■ First Quarter '21   ■ Second Quarter '21   ■ Third Quarter '21

	Fourth Quarter '20	First Quarter '21	Second Quarter '21	Third Quarter '21
U.S.	27	13	28	32
New Jersey	23	4	33	41
NJ w/o Atl City	23	3	35	38
Comp Set	27	11	28	34
New York	27	5	25	43
Pennsylvania	33	12	27	29
Maryland	16	14	41	28
Virginia	33	14	29	24
North Carolina	23	18	29	30

Segment: Day Leisure Person-Stays (%) ● n=517 household count
Source: 2021 PERFORMANCE/Monitor^SM

MMGY Travel Intelligence

Trip Timing by Season: U.S., New Jersey, and Comp Set
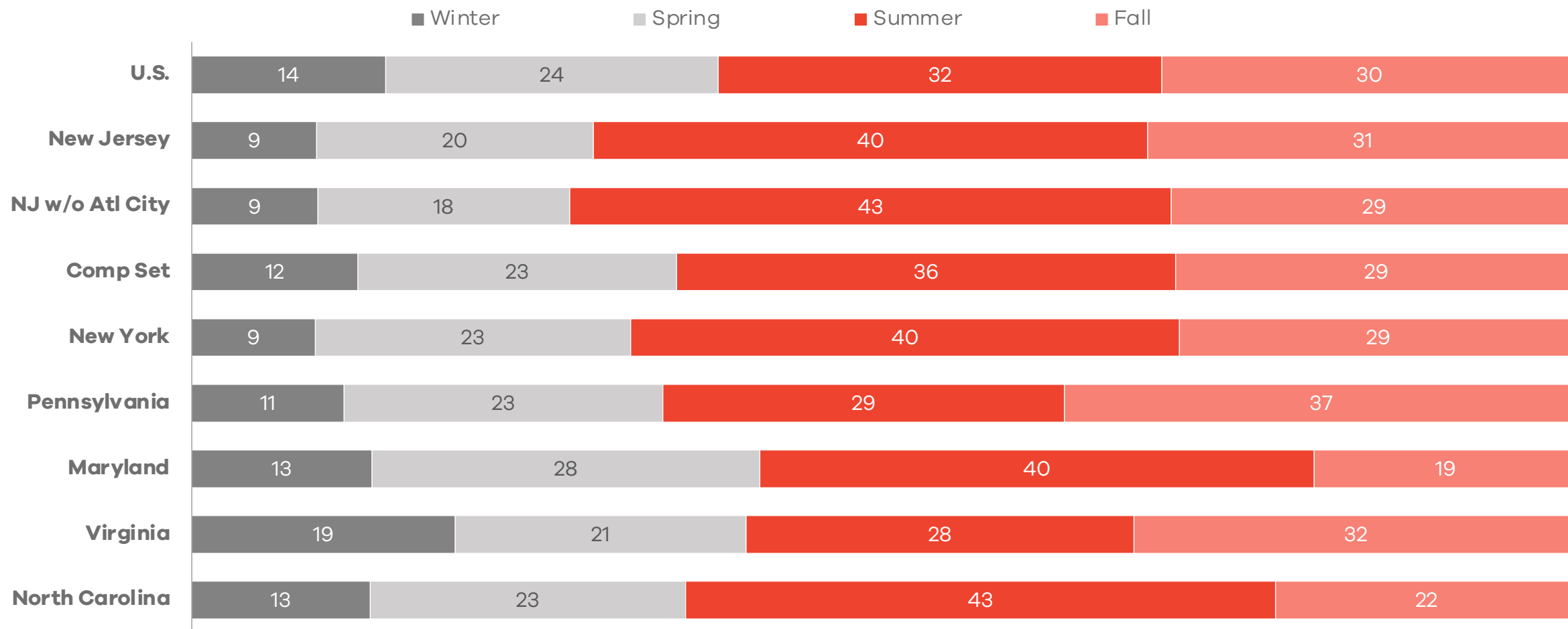
■ Winter   ■ Spring   ■ Summer   ■ Fall

	Winter	Spring	Summer	Fall
U.S.	14	24	32	30
New Jersey	9	20	40	31
NJ w/o Atl City	9	18	43	29
Comp Set	12	23	36	29
New York	9	23	40	29
Pennsylvania	11	23	29	37
Maryland	13	28	40	19
Virginia	19	21	28	32
North Carolina	13	23	43	22

Segment: Day Leisure Person-Stays (%) ● n=517 household count
Source: 2021 PERFORMANCE/Monitor[SM]

MMGY Travel Intelligence

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

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

	Vacation/Getaway - Day Trip	Visit Friends/Relatives	Special Events	Convention/Show/Conference	Medical/Health Care	Other Personal/Leisure
U.S.	29	29	11	1	6	25
New Jersey	33	37	9	1	2	18
NJ w/o Atl City	30	44	11		2	14
Comp Set	28	30	13	1	4	24
New York	30	31	15	1	3	18
Pennsylvania	24	27	13	1	4	30
Maryland	31	33	11		7	19
Virginia	21	41	8		4	25
North Carolina	29	22	15	1	3	31

Segment: Day Leisure Person-Stays (%) ● n=517 household count

Source: 2021 *PERFORMANCE/Monitor*[SM]

MMGY Travel Intelligence

New Jersey Purpose of Stay Comparison
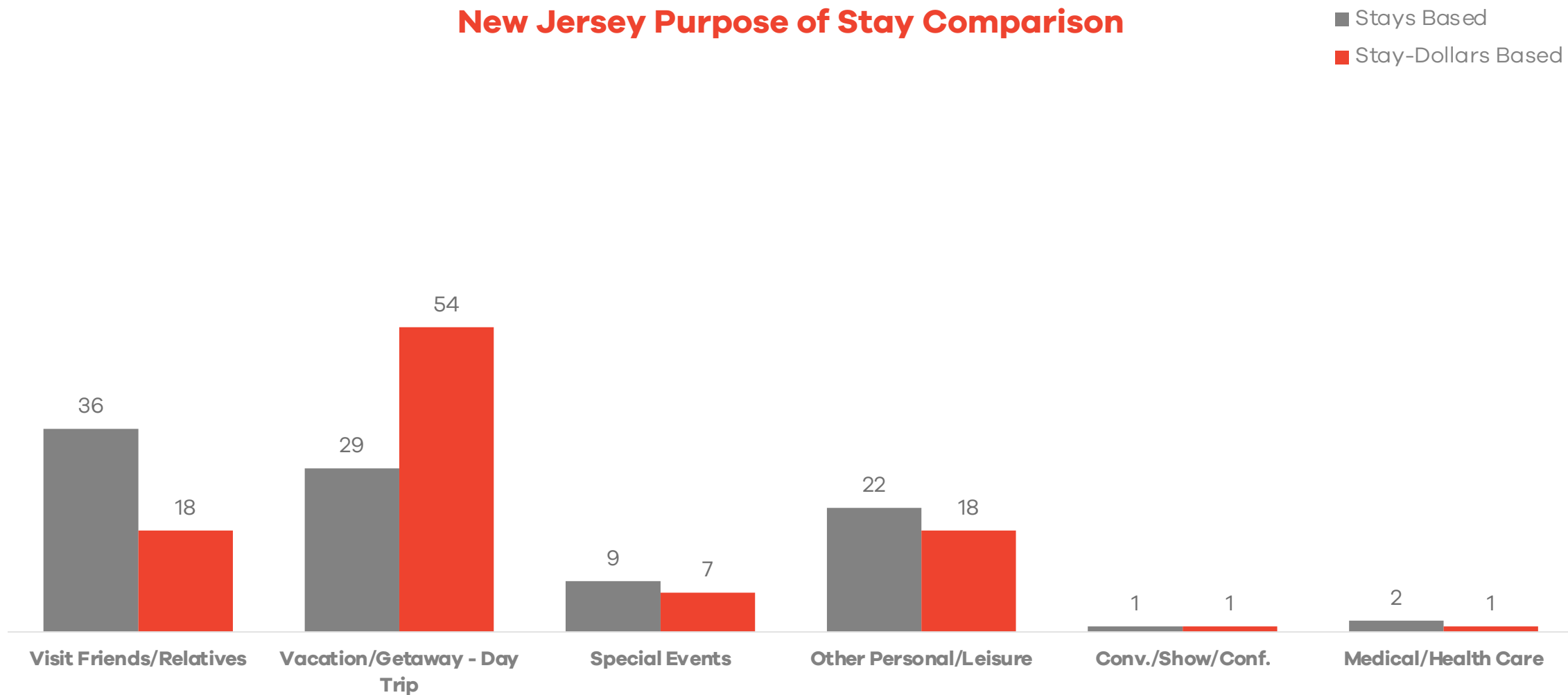
■ Stays Based
■ Stay-Dollars Based

	Visit Friends/Relatives	Vacation/Getaway - Day Trip	Special Events	Other Personal/Leisure	Conv./Show/Conf.	Medical/Health Care
Stays Based	36	29	9	22	1	2
Stay-Dollars Based	18	54	7	18	1	1

Segment: Day Leisure (%) ● n=1,782 household count
Source: 2019-2021 PERFORMANCE/Monitor^{SM}

MMGY Travel Intelligence

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

■ 2020
■ 2021

	U.S.	New Jersey	NJ w/o Atl City	Comp Set	New York	Pennsylvania	Maryland	Virginia	North Carolina
2020	1.86	2.05	1.98	1.9	1.92	1.93	1.93	1.8	1.89
2021	1.88	1.78	1.74	1.96	2.05	1.92	1.71	1.87	2.13
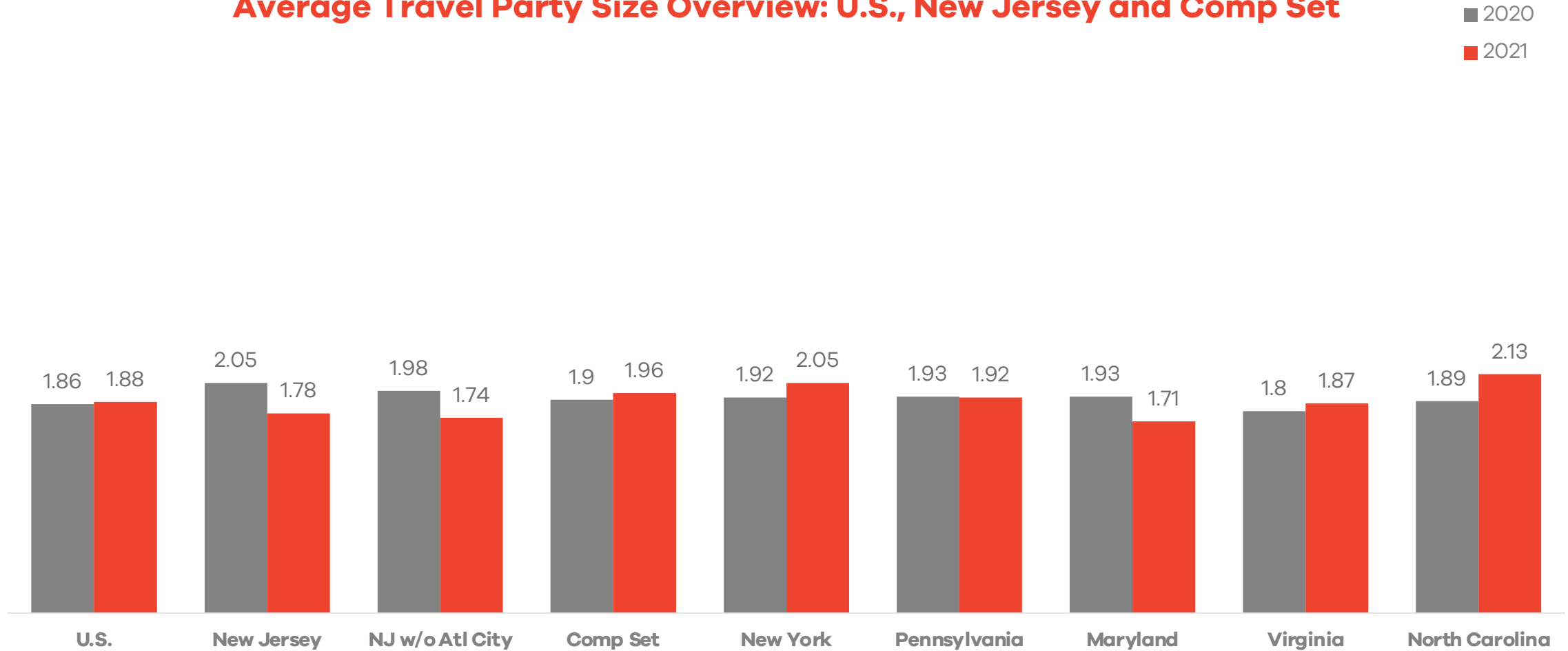
- Segment: Day Leisure Stays (%) ● n=517 household count

Source: 2021 *PERFORMANCE/Monitor*[SM]

MMGY Travel Intelligence

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

Average

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

Average	Location	Transportation	Food	Shopping	Entertainment	Miscellaneous
$191.2	U.S.	25	27	25	15	7
$171.0	New Jersey	24	29	19	20	8
$148.8	NJ w/o Atl City	29	29	24	11	9
$217.5	Comp Set	26	24	26	14	10
$304.4	New York	28	22	26	14	10
$134.7	Pennsylvania	25	27	22	19	8
$204.6	Maryland	22	26	24	12	17
$216.4	Virginia	22	26	35	10	7
$164.9	North Carolina	31	27	25	14	3

Segment: Day Leisure Person-Days (%) ● n=505 household count
Source: 2021 *PERFORMANCE/Monitor*[SM]

MMGY Travel Intelligence

- Shopping (13%)
- Other Activity (4%)
- Business/Work (3%)
- Medical/Health/ Doctor Visit (1%)
- Volunteerism (1%)

- Beach/Waterfront (20%)
- Eco-Travel (3%)
- Camping (3%)
- Parks (2%)

General 21%

Nature 25%

- Bicycling (5%)
- Hiking (5%)
- Boating/Sailing (3%)
- Fishing (3%)
- Golfing (1%)
- Water Sports (1%)

Attraction 31%

- Gambling (14%)
- Zoo/Aquarium (7%)
- Attend/Participate Sports Event (6%)
- Theme/Water Parks (6%)
- Nightlife (2%)
- Shows (1%)

Outdoor Sports 14%

Culture 14%

- Touring/Sightseeing (6%)
- Festival/Fairs (3%)
- Live Music (2%)
- Historic Sites (2%)
- Museums, Art Exhibits (2%)
- Movies (1%)

- Visit Friends/Relatives (16%)
- Birthday (9%)
- Reunion/Graduation (5%)
- Holiday Celebration (4%)
- Anniversary (3%)
- Wedding (3%)
- Funeral/Memorial (1%)

Family/ Life Events 37%

Libation and Culinary 19%

- Culinary/ Dining Experience (17%)
- Winery/ Distillery/ Brewery Tours (2%)

MMGY Travel Intelligence

Top Activities in the Destination

	U.S.	New Jersey	NJ w/o Atl City	Comp Set	New York	Pennsylvania	Maryland	Virginia	North Carolina
Beach/Waterfront	11%	20%	19%	10%	12%	3%	19%	7%	10%
Culinary/Dining Experiences	19%	17%	12%	17%	16%	15%	24%	19%	16%
Visit Friends/Relatives	17%	16%	19%	19%	17%	18%	27%	29%	13%
Gambling	6%	14%	1%	5%	4%	9%	4%	1%	6%
Shopping	22%	13%	14%	21%	20%	23%	18%	29%	20%
Birthday Celebrations	9%	9%	10%	10%	12%	9%	15%	6%	6%
Zoo/Aquarium	3%	7%	9%	2%	2%	2%	1%	3%	3%
Touring/Sightseeing	9%	6%	6%	9%	8%	11%	13%	10%	7%
Attend/Participate Sports Event	7%	6%	6%	7%	9%	5%	8%	6%	7%
Theme/Water Parks	3%	6%	8%	2%	2%	4%	3%	5%	0%
Biking	4%	5%	6%	4%	6%	1%	9%	2%	3%
Hiking	7%	5%	6%	9%	12%	6%	9%	6%	9%
Reunion/Graduation	2%	5%	7%	2%	1%	4%	1%	1%	5%
Holiday Celebration	4%	4%	4%	4%	4%	7%	4%	2%	2%
Festivals/Fair (state, craft, etc.)	3%	3%	4%	4%	5%	4%	4%	2%	4%
Anniversary Celebration	4%	3%	4%	5%	6%	4%	5%	1%	6%
Wildlife Viewing	3%	3%	4%	2%	2%	2%	6%	2%	2%
Boating/Sailing	3%	3%	3%	4%	5%	2%	9%	4%	4%
Camping	4%	3%	4%	4%	7%	3%	3%	3%	1%
Fishing	4%	3%	3%	4%	4%	2%	4%	5%	4%
Wedding	1%	3%	4%	1%	1%	0%	1%	0%	0%
Business/Work	2%	3%	4%	2%	3%	2%	1%	2%	2%

Segment: Day Leisure Person-Stays (%) ● n=517 household count
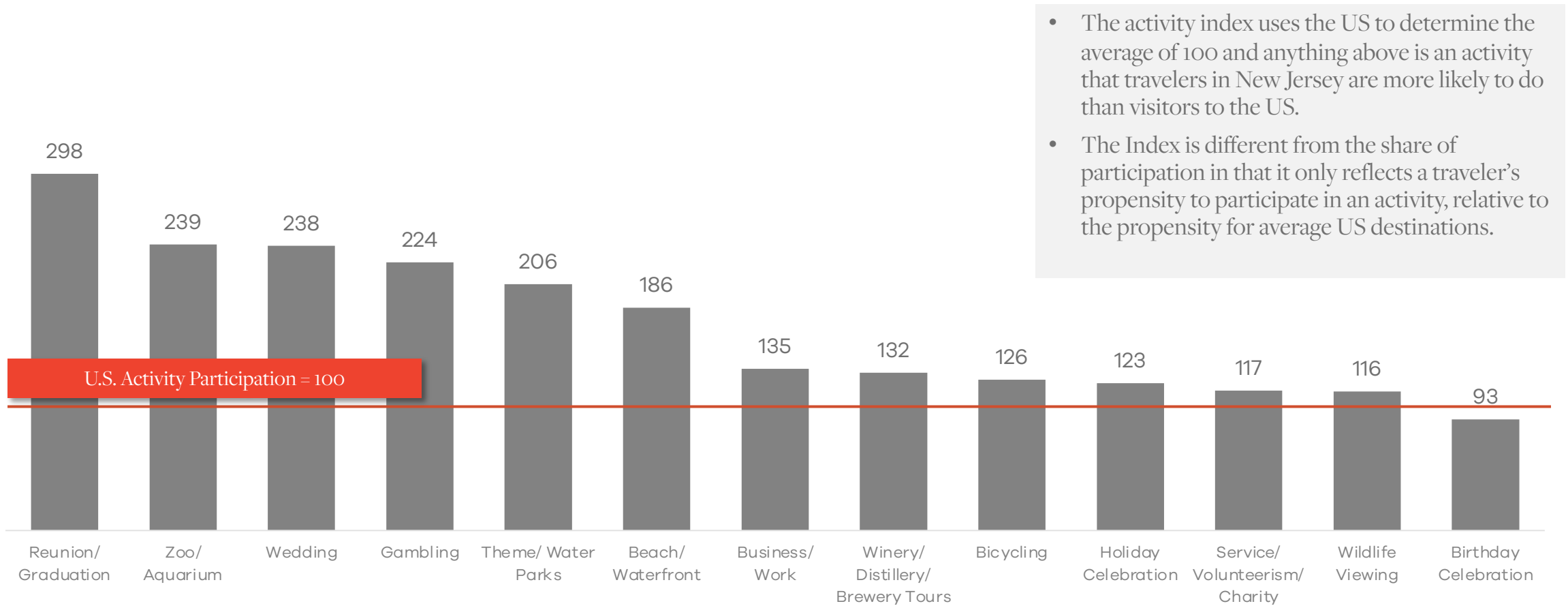Source: 2021 *PERFORMANCE/Monitor*^{SM}

MMGY Travel Intelligence

Top Activities in the Destination

	U.S.	New Jersey	NJ w/o Atl City	Comp Set	New York	Pennsylvania	Maryland	Virginia	North Carolina
Nightlife	3%	2%	1%	3%	3%	1%	8%	2%	2%
Parks (national, state)	5%	2%	3%	7%	8%	6%	5%	4%	6%
Live Music	2%	2%	2%	3%	3%	3%	6%	2%	1%
Winery/Distillery/Brewery Tours	2%	2%	3%	2%	1%	1%	1%	4%	4%
Historic Sites	5%	2%	1%	6%	7%	8%	6%	9%	3%
Museums, Art Exhibits, etc.	4%	2%	1%	7%	6%	3%	13%	4%	10%
Movies	3%	1%	1%	2%	3%	1%	4%	5%	1%
Medical/Health/Doctor Visit	5%	1%	2%	4%	5%	3%	4%	4%	3%
Water Sports	2%	1%	1%	1%	1%	2%	0%	1%	0%
Golfing	3%	1%	2%	2%	3%	2%	2%	3%	1%
Funeral/Memorial	2%	1%	1%	1%	1%	2%	3%	1%	2%
Show: Boat, Car, Home	2%	1%	1%	3%	4%	2%	0%	0%	5%
Service/Volunteerism/Charity	1%	1%	1%	1%	1%	1%	0%	1%	1%
Eco/Sustainable Travel	1%	0%	0%	1%	2%	1%	1%	1%	1%
Snow/Winter Sports	1%	0%	0%	0%	1%	0%	*	0%	0%
Extreme/Adventure Sports	2%	0%	0%	3%	6%	1%	2%	1%	0%
Real Estate (buy/sell)	1%	0%	0%	1%	0%	1%	0%	1%	2%
Theater/Dance Performance	1%	0%	0%	1%	1%	2%	3%	*	0%
Hunting	1%	0%	0%	2%	2%	0%	2%	4%	1%
Religious/Faith-Based Conference	1%	0%	0%	1%	2%	1%	1%	0%	0%
Spa	1%	*	0%	1%	2%	1%	0%	1%	1%
Tennis	1%	*	*	1%	1%	1%	0%	*	1%

Segment: Day Leisure Person-Stays (%) ● n=517 household count
Source: 2021 *PERFORMANCE/Monitor*[SM]

MMGY Travel Intelligence

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.

Reunion/ Graduation	Zoo/ Aquarium	Wedding	Gambling	Theme/ Water Parks	Beach/ Waterfront	Business/ Work	Winery/ Distillery/ Brewery Tours	Bicycling	Holiday Celebration	Service/ Volunteerism/ Charity	Wildlife Viewing	Birthday Celebration
298	239	238	224	206	186	135	132	126	123	117	116	93

U.S. Activity Participation = 100

Segment: Day Leisure Person-Stays (%) ● n=517 household count
Source: 2021 *PERFORMANCE/Monitor*[SM]

MMGY Travel Intelligence

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.

U.S. Activity Participation = 100

Visit Friends/ Relatives	Culinary/ Dining Experience	Boating/ Sailing	Festivals/ Fairs	Anniversary Celebration	Amateur Sports	Camping	Professional Sports Events	Water Sports	Nightlife	Live Music	Touring/ Sightseeing	Hiking
93	90	90	90	85	79	78	78	78	77	76	75	66
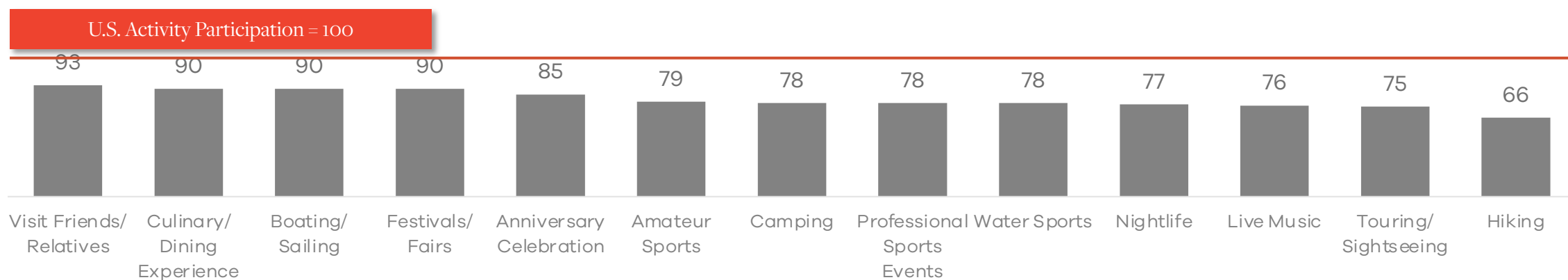
Segment: Day Leisure Person-Stays (%) ● n=517 household count
Source: 2021 *PERFORMANCE/Monitor*[SM]

— 3 —
APPENDIX

MMGY Travel Intelligence

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

Source: 2021 PERFORMANCE/Monitor^SM

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 2021	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	15,562	0.1%	0.2%	0.3%	0.5%	0.7%
New Jersey	517	0.7%	1.3%	1.9%	2.7%	3.6%
NJ w/o Atl City	420	0.8%	1.5%	2.1%	3.0%	4.0%
New York	1162	0.5%	0.9%	1.3%	1.8%	2.4%
Pennsylvania	828	0.6%	1.0%	1.5%	2.2%	2.8%
Maryland	278	1.0%	1.8%	2.6%	3.7%	4.9%
Virginia	393	0.8%	1.5%	2.2%	3.1%	4.1%
North Carolina	577	0.7%	1.3%	1.8%	2.6%	3.4%

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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MM GY Travel Intelligence