New Jersey Overnight 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: $111K on average

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

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

- Purpose of Stay: majority travel is for a General Overnight Vacation or to Visit Friends/Relatives

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

- Repeat Visitation: 1/4 of travelers visited New Jersey for the first time while 1/3 are frequent visitors (4+ times)

- Traveling Party: Parties of two, followed by single adults

- Length of Stay: 2.7 days on average (Overnight Leisure)

- $160 per person spending per day – 17% Transportation, 25% Food & Beverage, 22% Lodging, 10% Shopping, 20% Entertainment

- Timing: A similar percentage of travelers visited New Jersey in Spring (36%) and Summer (35%)

- Origin: New Jersey draws the majority of its visitors from the Middle Atlantic, followed by South Atlantic regions, almost exclusively from New Jersey, New York, and Pennsylvania.

  - travelers travel an average of 345 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: Gen Xers and Boomers

- Purpose of Stay: General Vacation

- Length of Stay: travel parties who stay three nights and longer

- Traveling Party: travel parties with children present

New Jersey Historical Trends in Visitation

New Jersey hosted about 40 million overnight leisure visitors, spending 15.1 billion dollars in 2021 – both up between 10 and 20 percent compared to 2020. Volume increased at a similar rate (10%) as the average U.S. destination (11%) this year.

Overnight Leisure travelers make up about 44% 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 73.2% to New Jersey's Total Spending.

- 91.9 Million Visitors – 10% ↑
- 40.4 Overnight Leisure – 12% ↑

- $20.6 Billion Dollars – 17% ↑
- $15.1 Overnight Leisure – 19% ↑

Visitor Volume
PERSON-STAYS (MILLIONS) INDEXED TO 2017

Visitor Spending
DIRECT SPENDING (BILLIONS) INDEXED TO 2017

Segment: Total Volume (%)
Source: 2021 *PERFORMANCE/Monitor*[SM]

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.

We see a similar trend for spending. While both segments saw an increase from 2020, New Jersey excluding Atlantic City also displayed a larger percent change in spending.

Visitor Volume
PERSON-STAYS (% change) INDEXED TO 2017
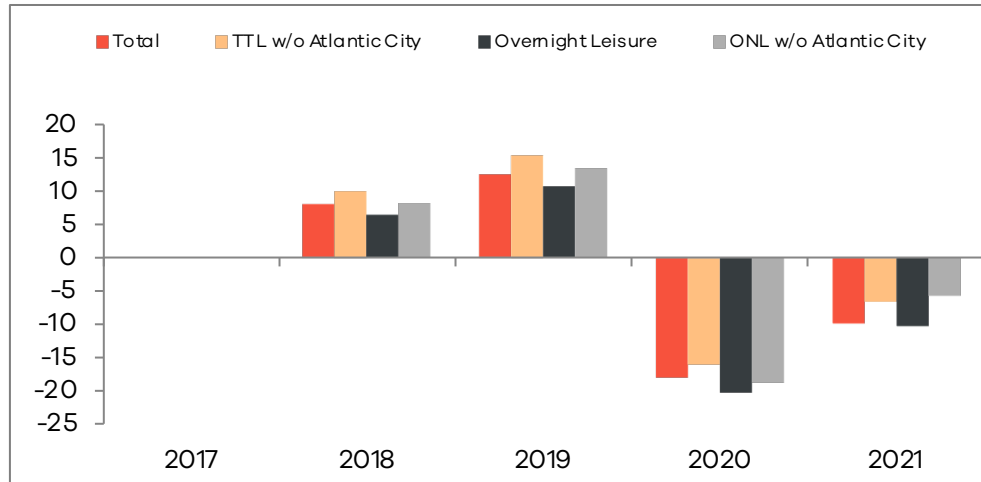
Visitor Spending
SPENDING (% CHANGE) INDEXED TO 2017
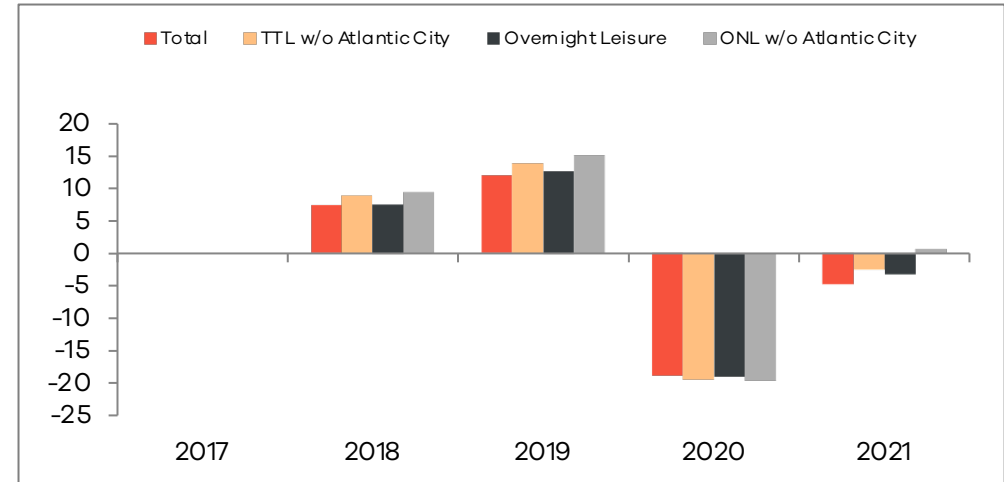
New Jersey without Atlantic City is spending less per-person-per day than those visiting Atlantic City, but since these folks represent two-thirds of all visitors to New Jersey, the impact of their travel party is significant.

Segment: Total Volume (%)
Source: 2021 PERFORMANCE/Monitor^SM

Visitor Profile / Executive Summary

Overall, the impact of New Jersey's overnight visitation on the share of the US travel market increased slightly from 2020. Among all its competitors, New Jersey's Overnight Leisure traveler segment captured the fifth largest share of the US travel market in all four travel metrics – Stays, Person-Stays, Person-Days, and Trip-Dollars. New Jersey, North Carolina, and Maryland saw increases in market share in 2021, while the rest decreased.

New Jersey's Overnight Leisure travel parties (or Stays) represent 2.3% of the US Overnight Leisure travel market. People often travel together with family, friends or with other groups. Thus, the Stays metric considers how many distinct groups of travelers came to the destination.

In contrast, the number of Person-Stays taken to a destination indicates how many people came to your destination, but not how long they stayed. New Jersey's Overnight Leisure travelers (or Person-Stays), the main focus of this report, represent 2.3% of the US Overnight Leisure travel market.

Market Share of U.S. Leisure Travel

OVERNIGHT LEISURE 2021 (%)

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

	Stays	Person-Stays	Person-Days	Stay-Dollars
New Jersey	2.3%	2.3%	2.1%	2.0%
NJ w/o Atl City	1.5%	1.5%	1.4%	1.3%
New York	4.1%	3.8%	3.3%	4.2%
Pennsylvania	3.2%	3.2%	2.9%	2.3%
Maryland	1.4%	1.3%	1.3%	1.0%
Virginia	2.4%	2.6%	2.3%	1.9%
North Carolina	3.9%	4.3%	4.4%	3.4%
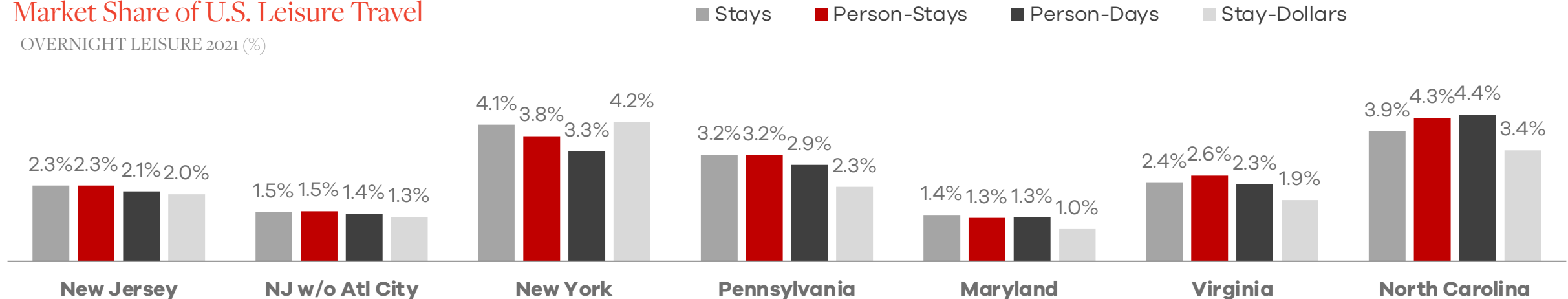
Segment: Total Volume (%)

Source: 2021 PERFORMANCE/Monitor[SM]

The Person-Days metric is simply the total number of days that visitors contributed to New Jersey. New Jersey's Overnight Leisure travelers represent 2.1% of the US Overnight market share. New Jersey Overnight Leisure travelers contributed the smallest of all four metrics in Trip-Dollars to the US Overnight Leisure market; 2.0% 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 (%)
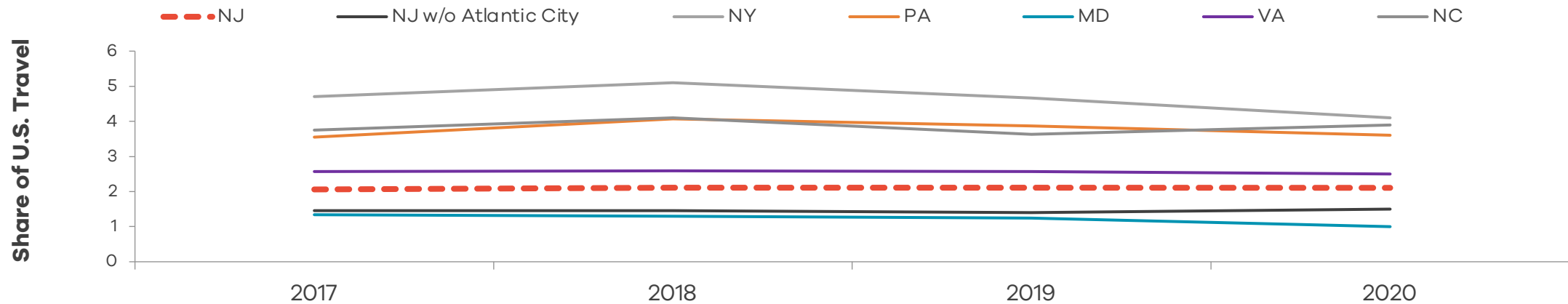
Segment: Total Volume (%)

Source: 2021 *PERFORMANCE/Monitor*[SM]

Who Are New Jersey's Overnight Leisure Visitors?

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

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

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

How Do New Jersey's Overnight Leisure Visitors Compare?

	New Jersey	New Jersey w/o Atlantic City	Average U.S. Destination	Competitive Set (NY/PA/MD/VA/NC)
Average Age (years)	59	57	55	56
Employed	55%	59%	49%	47%
Retired	39%	34%	36%	37%
Average Income (000)	$111.3	$110.1	$107.2	$108.3
Children in HH	17%	21%	24%	22%
Children in Travel Party	8%	11%	11%	12%
Generations:				
Millennial (1981-1996)	13%	18%	18%	16%
GenX (1965-1980)	29%	31%	24%	24%
Boomer (1946-1964)	51%	45%	49%	50%
Silent/GI (1945 back)	8%	6%	5%	6%

Source: 2021 PERFORMANCE/Monitor[SM]

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Where Do New Jersey's Visitors Come From?

Three-quarters of New Jersey visitors come from 5 states with 24% coming from New Jersey itself and an additional 35% 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 307 miles. Two-thirds of travelers live in a vicinity of less than 200 miles.

New Jersey Origin States

OVERNIGHT LEISURE PERSON-STAYS (%) (2021)

New Jersey	23.8%
New York	20.1%
Pennsylvania	14.9%
North Carolina	7.9%
Maryland	6.9%
South Carolina	4.4%
Florida	3.6%
Other	18.4%

New Jersey Destination Regions

OVERNIGHT LEISURE PERSON-STAYS (%)

Greater Atlantic City	38.7%	↑
Gateway	22.9%	↓
Southern Shore	16.2%	↑
Shore	9.5%	↑
Skylands	6.5%	↓
Delaware River	6.1%	↓

Where Do New Jersey's Visitors Go?

After decreasing in 2020, New Jersey's Central and Southern Beach Regions have rebounded with Greater Atlantic City, Southern Shore, and Shore regions displaying the only increases in share of New Jersey's Overnight Leisure visitors in 2021.

Segment: Total Volume (%)

Source: 2021 *PERFORMANCE/Monitor*[SM]

MMGY Travel Intelligence

Why Do Travelers Visit New Jersey?

General Vacations account for half of Overnight Leisure visitors to New Jersey in 2021, followed by 1 in 5 who visit Friends or Relatives. However, if Atlantic City is excluded, General Vacations drop significantly, and Visiting Friends or Relatives increases to account for one-third of visits.

General Overnight Vacations increased in 2021, while Getaway Weekends and Visiting Friends and Relatives decreased.

In 2021 visitors spent on average $160 in New Jersey per person per day - $48 more than in 2020 with increases in all categories. The largest increases were seen in entertainment (+$14), lodging (+$13) and shopping (+$8). Atlantic City is driving the average daily spending for the State. Again, demonstrating the value of the Atlantic City area.

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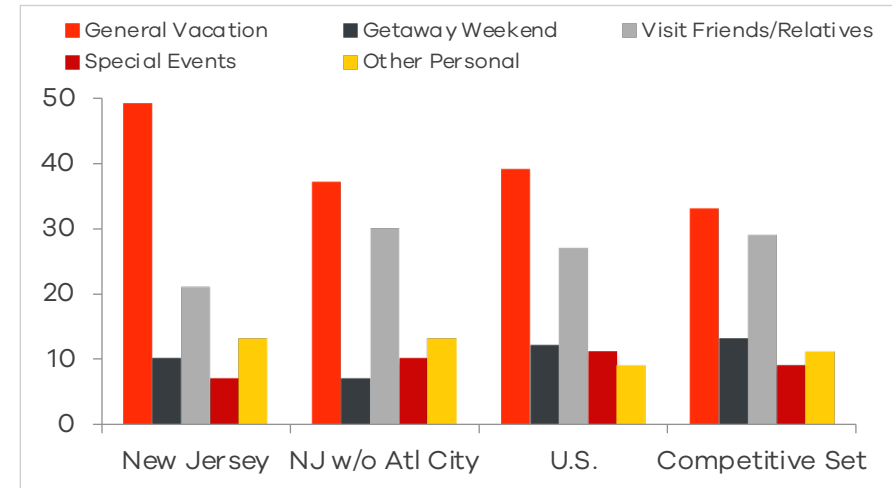
Per-Person-Per-Day Spending
OVERNIGHT LEISURE PERSON-DAYS (%) (2021)

Segment: Total Volume (%)

Source: 2021 *PERFORMANCE/Monitor*^{SM}

MMGY Travel Intelligence
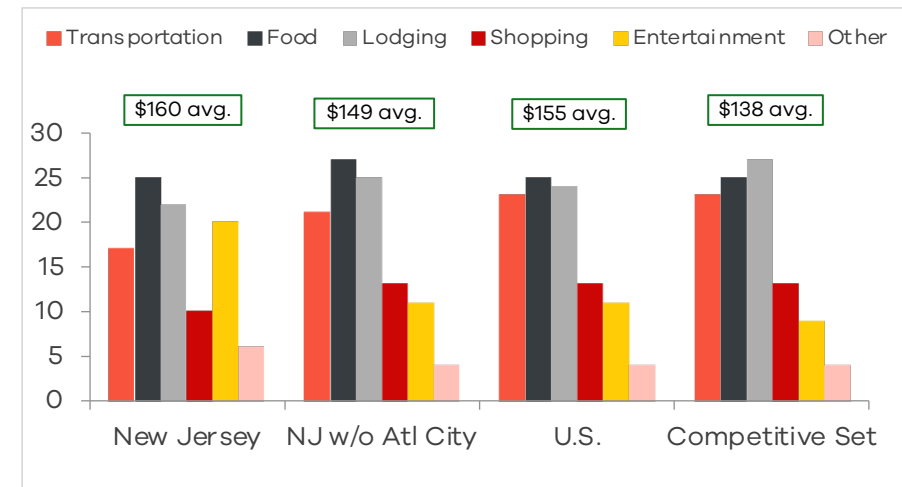
What Type of Accommodations Do They Stay In?

In 2021, 79% of Overnight Leisure visitors to New Jersey stayed in paid accommodations, which is just above the average U.S. destination (77%) and Competitive Set (76%). Among those staying in New Jersey's paid accommodations, 60% stay in hotels.

When Atlantic City is excluded from the analysis the percentage of visitors staying in paid accommodations drops to 68%, 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 about 42%.

Among those visiting regions excluding Atlantic City, 27% 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 2021
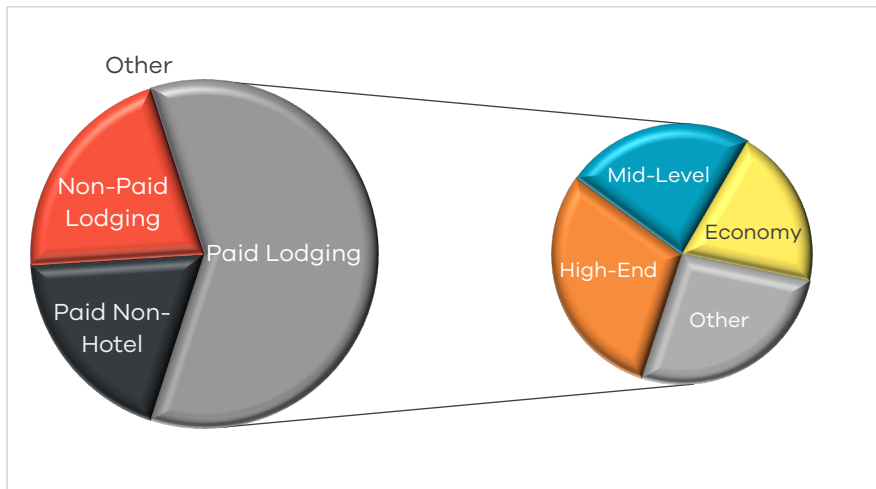
New Jersey Without Atlantic City
OVERNIGHT LEISURE PERSON-DAYS 2021

Source: 2021 PERFORMANCE/Monitor[SM]
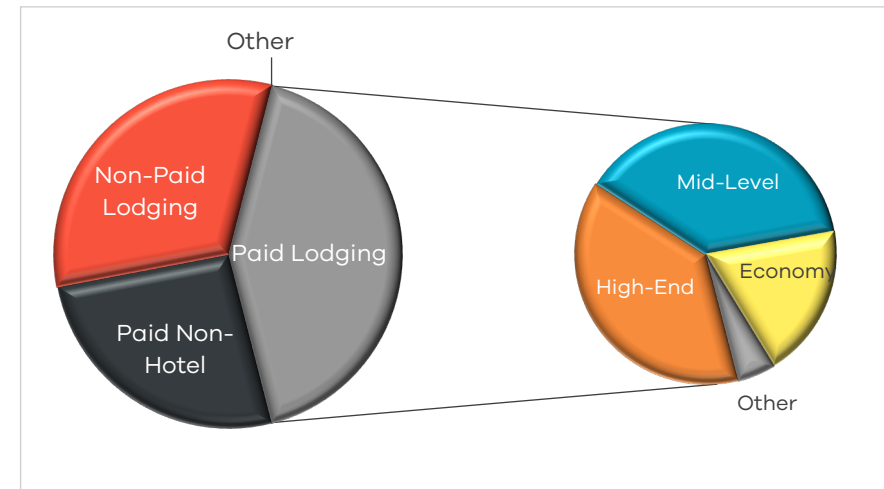
Who Do They Travel With; How Long Do They Stay?

Travel parties consisting of one or two adults account for 86 percent of New Jersey's Overnight Leisure travel.

Not surprisingly, the portion of the State excluding Atlantic City accounts for a 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 2020, we saw a decrease in the average travel party size for both New Jersey overall and when excluding Atlantic City. At 2.03 persons, New Jersey's travel party average is slightly smaller than the Competitive Set (2.06 persons). If we exclude Atlantic City, the average size increases to 2.06 persons.

Travel Party Composition
OVERNIGHT LEISURE (%) STAYS (2021)
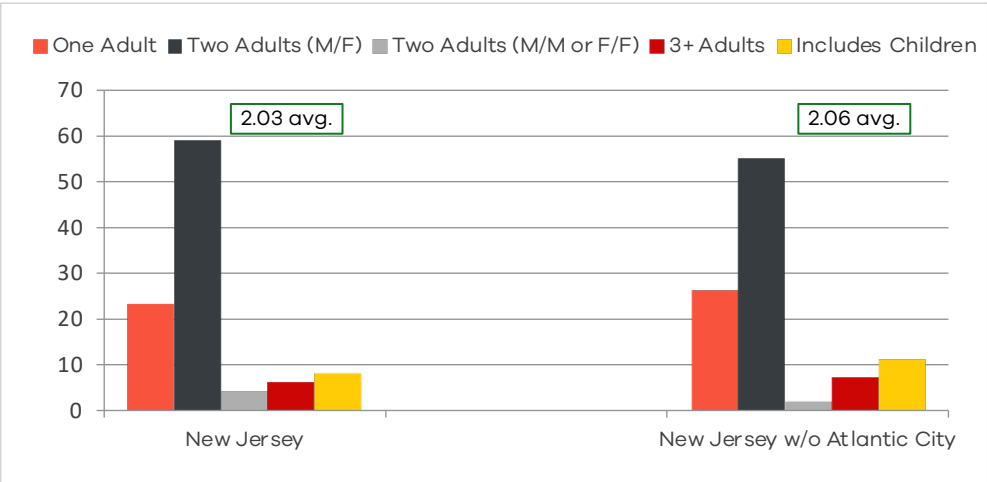
Stay Length
OVERNIGHT LEISURE (%) STAYS (1+ NIGHTS) (2021)
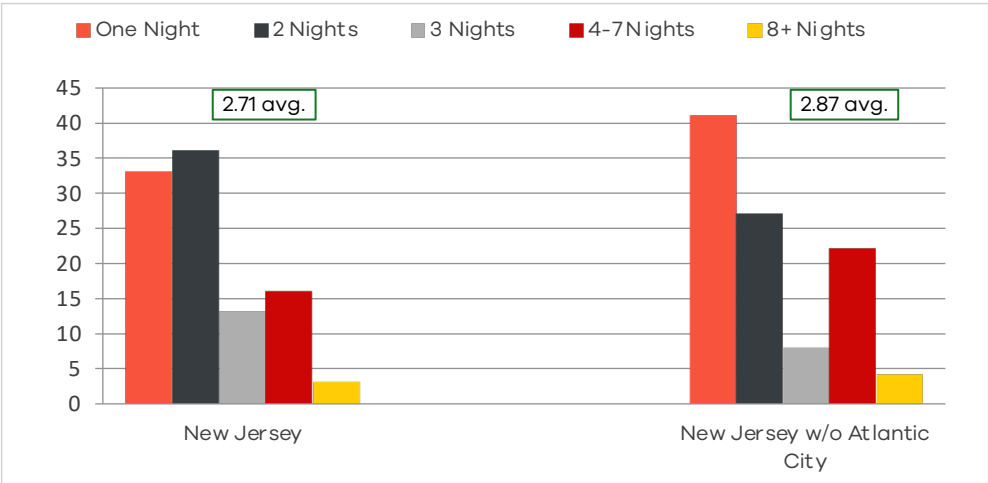
Among Overnight Leisure visitors, New Jersey travel parties stay 2.71 nights on average. Excluding Atlantic City with its many short-stay visits results in a higher 2.87 nights length of stay.

The average length of stay has increased from 2020.

Source: 2021 *PERFORMANCE/Monitor*[SM]

What Do New Jersey Visitors Do?

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 2021:

1. Gambling
2. Culinary/Dining Experiences
3. Visiting Friends/Relatives
4. Beach/Waterfront
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 26th place in 2021:

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

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

- Gambling (4.7 times as high)
- Religious/Faith-Based Conference (2.4 times)
- Festivals/Fairs (2.4 times)
- Funeral/Memorial (1.9 times)
- Snow/Winter Sports (1.4 times)
- Zoo/Aquarium (1.3 times)
- Nightlife (1.3 times)
- Beach/Waterfront (1.3 times)

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

- Religious/Faith-Based Conferences (3.6 times as high)
- Festivals/Fairs (3.6 times)
- Funeral/Memorial (2.9 times)
- Snow/Winter Sports (2.1 times)
- Zoo/Aquarium (2.0 times)
- Professional Sports (1.8 times)
- Bicycling (1.7 times)

How Do New Jersey Visitors Rate The State?

Respondents are asked to rate their overall satisfaction with the destinations they visit as well as the overall value for the money the destination provides. Ratings are on a 10-point scale, where 1 is low or 'poor' and 10 is high or 'excellent'.

Overnight Leisure visitors report higher satisfaction (81% 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 and after seeing significant decreases last year, those ratings are back or closer to the levels we saw in 2019 with 8.59 (New Jersey whole) and 8.44 (New Jersey w/o Atlantic City).

Overall Satisfaction
OVERNIGHT LEISURE (%) STAYS (2021)

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

	8.07 avg.	8.59 avg.	7.97 avg.	8.44 avg.
Excellent (8-10)	69	81	66	74
Fair/Good (4-7)	31	19	34	25
	2020	2021	2020	2021
	New Jersey		**NJ w/o Atlantic City**	
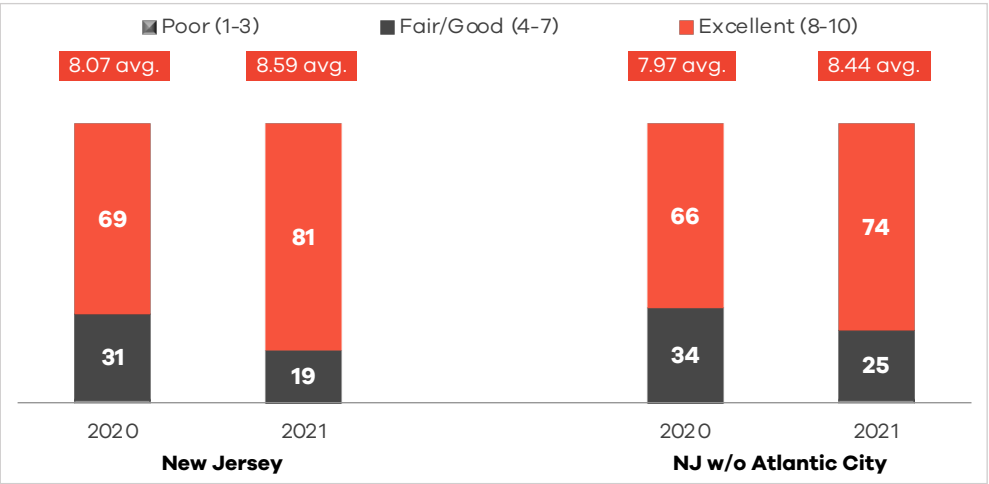
Value For The Money
OVERNIGHT LEISURE (%) STAYS (2021)

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

	8.12 avg.	8.16 avg.	7.98 avg.	7.85 avg.
Excellent (8-10)	69	75	65	66
Fair/Good (4-7)	31	24	35	33
	2020	2021	2020	2021
	New Jersey			
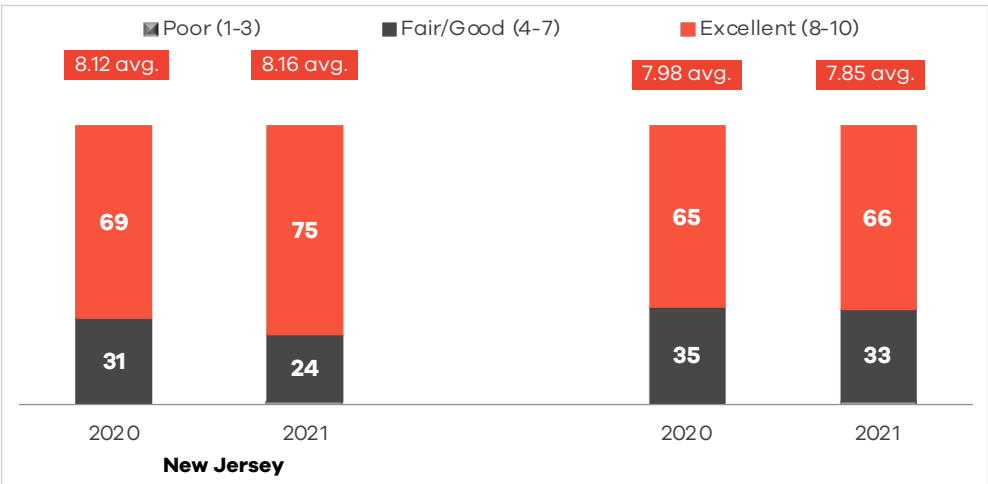
Overall, New Jersey's Overnight Leisure travelers report their highest ratings for Overall Satisfaction (8.59), followed by Feeling of Safety (8.47) and Friendly/Helpful people (8.35). With the exception of Value for the Money for New Jersey excluding Atlantic City, all other ratings increased from 2020.

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

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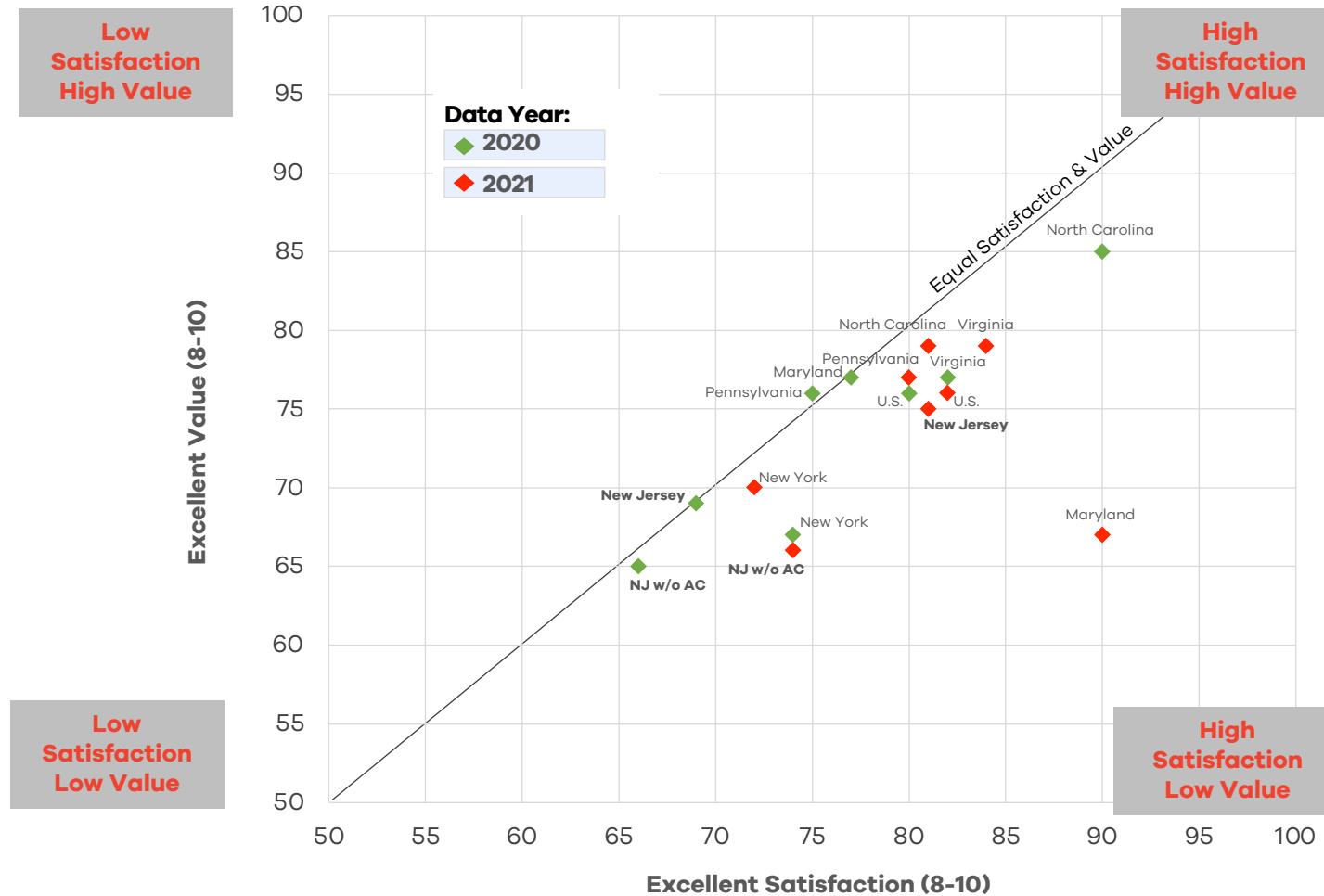
Satisfaction and Value ratings may be combined into a matrix which places each destination in the location where Satisfaction and Value intersect.

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.

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CHARTS & GRAPHS

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U.S. Travel Segments

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

Business
- Stays: 18%
- Person-Stays: 15%
- Person-Days: 15%
- Direct Spending: 26%

Leisure
- Stays: 82%
- Person-Stays: 85%
- Person-Days: 85%
- Direct Spending: 74%

Day
- Stays: 53%
- Person-Stays: 51%
- Person-Days: 19%
- Direct Spending: 22%

Night
- Stays: 47%
- Person-Stays: 49%
- Person-Days: 81%
- Direct Spending: 78%

Night Leisure
- Stays: 40%
- Person-Stays: 43%
- Person-Days: 70%
- Direct Spending: 58%

Segment: Total Volume (%)
Source: 2021 PERFORMANCE/Monitor[SM]

MMGY Travel Intelligence

New Jersey Travel Segments

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

Business
- 14% (Stays)
- 9% (Person-Stays)
- 6% (Person-Days)
- 9% (Direct Spending)

Leisure
- 86% (Stays)
- 91% (Person-Stays)
- 94% (Person-Days)
- 91% (Direct Spending)

Day
- 56% (Stays)
- 54% (Person-Stays)
- 22% (Person-Days)
- 20% (Direct Spending)

Night
- 44% (Stays)
- 46% (Person-Stays)
- 78% (Person-Days)
- 80% (Direct Spending)

Night Leisure
- 40% (Stays)
- 44% (Person-Stays)
- 75% (Person-Days)
- 73% (Direct Spending)

Segment: Total Volume (%)
Source: 2021 PERFORMANCE/Monitor[SM]

MMGY Travel Intelligence
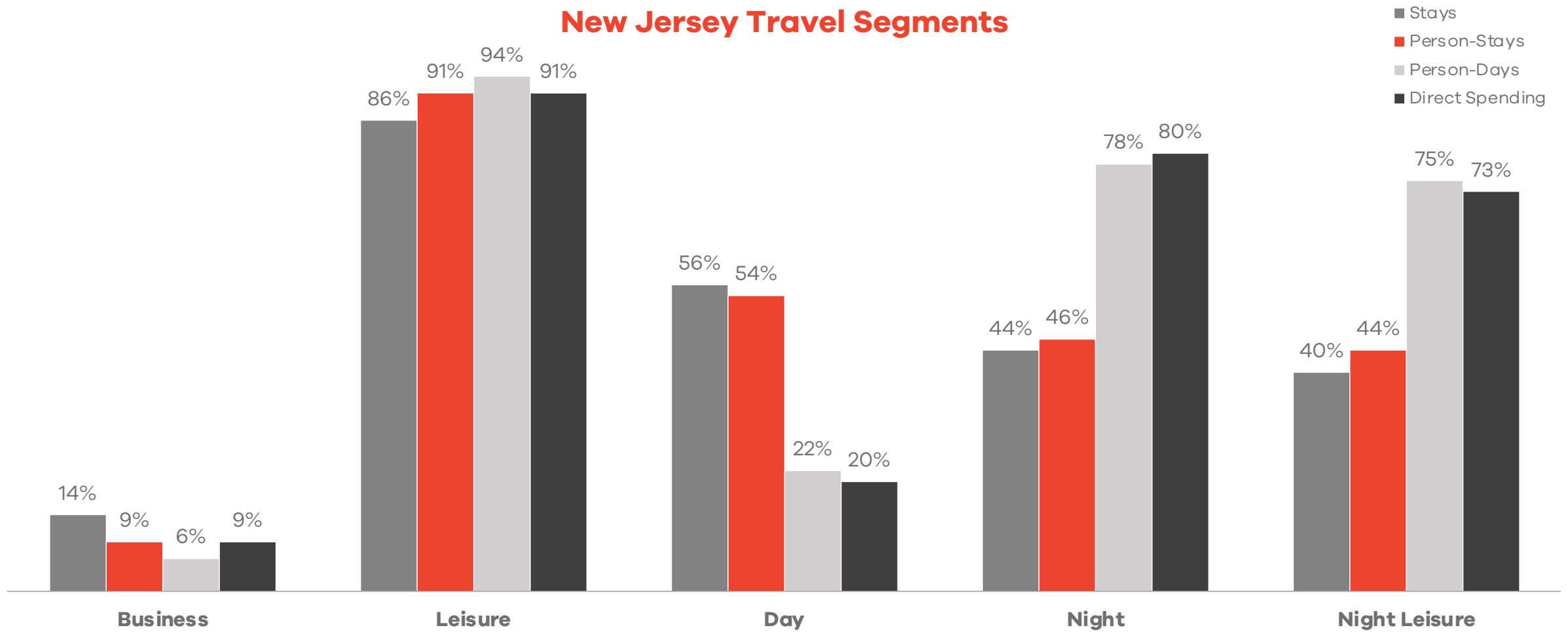
New Jersey Person-Stays Volume

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

Year	2013	2014	2015	2016	2017	2018	2019	2020	2021
Total	87.8	91.4	93.5	97.3	101.9	110.0	114.5	83.6	91.9
Day Leisure	38.1	39.2	40.0	42.0	45.0	49.5	51.8	38.2	43.3
Night Leisure	37.5	39.4	40.8	42.8	45.0	47.9	49.8	35.9	40.4
Day Business	8.1	8.6	8.7	8.6	8.2	8.9	9.3	7.2	6.1
Night Business	4.2	4.2	4.0	3.9	3.6	3.7	3.6	2.3	2.1
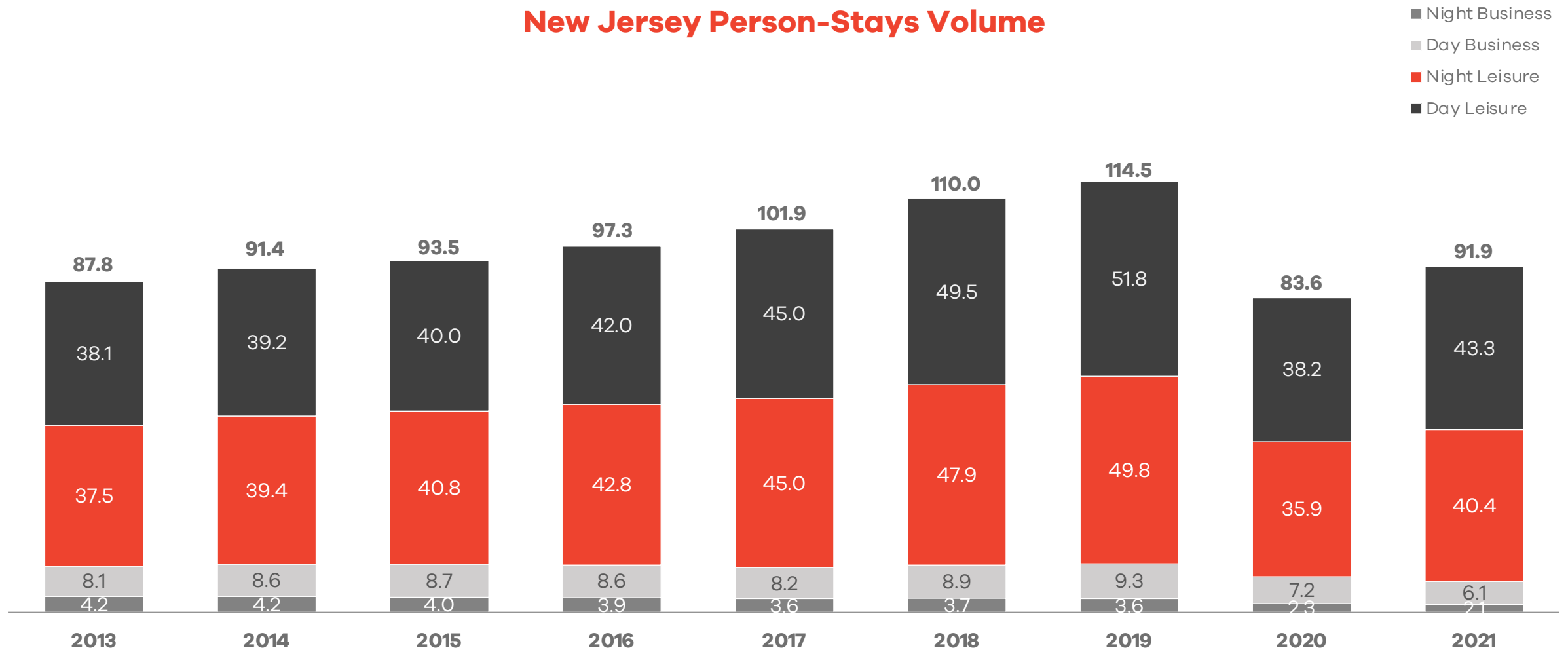
Segment: Total Volume (in Millions)
Source: 2021 *PERFORMANCE/Monitor*[SM]

Visitor Profile / Volume

	New Jersey								U.S.
	14/13	15/14	16/15	17/16	18/17	19/18	20/19	21/20	21/20
Total	4.1%	2.3%	4.0%	4.7%	8.0%	4.1%	-27.0%	9.9%	10.8%
Business	4.6%	-0.4%	-1.8%	-5.4%	6.5%	2.5%	-26.7%	-13.5%	-5.3%
Leisure	4.0%	2.8%	4.9%	6.2%	8.2%	4.3%	-27.0%	12.9%	14.2%
Day	3.6%	2.0%	3.8%	5.1%	9.8%	4.6%	-25.7%	8.9%	10.6%
Night	4.6%	2.7%	4.3%	4.2%	6.0%	3.5%	-28.4%	11.1%	11.1%
Day Business	7.0%	1.4%	-1.1%	-4.8%	8.2%	4.9%	-22.9%	-14.7%	-8.4%
Day Leisure	2.8%	2.2%	4.9%	7.1%	10.1%	4.6%	-26.2%	13.3%	15.7%
Night Business	0.0%	-4.2%	-3.2%	-6.7%	2.6%	-3.2%	-36.6%	-9.6%	-0.1%
Night Leisure	5.1%	3.4%	5.0%	5.2%	6.3%	4.0%	-27.8%	12.4%	12.7%

Segment: Total Volume Person-Stays (% change)
Source: 2021 PERFORMANCE/Monitor[SM]

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New Jersey Direct Spending Volume

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

2013 — $18,565.9
- 2,870.7
- 12,794.6
- 592.7
- 2,307.9

2014 — $19,258.1
- 2,956.3
- 13,397.6
- 611.5
- 2,292.8

2015 — $20,168.4
- 3,058.0
- 14,227.9
- 589.0
- 2,293.5

2016 — $20,955.58
- 3,163.1
- 14,970.2
- 561.8
- 2,260.6

2017 — $21,617.8
- 3,281.7
- 15,561.8
- 533.3
- 2,240.9

2018 — $23,188.3
- 3,628.3
- 16,727.5
- 592.3
- 2,240.2

2019 — $24,166.7
- 3,848.8
- 17,504.4
- 622.0
- 2,191.6

2020 — $17,570.8
- 3,005.8
- 12,633.6
- 511.9
- 1,419.5

2021 — $20,579.2
- 3,625.4
- 15,071.1
- 549.6
- 1,333.1

Segment: Direct Spending (in $ Millions)
Source: 2021 PERFORMANCE/Monitor[SM]

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	New Jersey								U.S.
	14/13	**15/14**	**16/15**	**17/16**	**18/17**	**19/18**	**20/19**	**21/20**	**21/20**
Total	3.7%	4.7%	3.9%	3.2%	7.3%	4.2%	-27.3%	17.1%	38.3%
Business	0.1%	-0.7%	-2.1%	-1.7%	2.1%	-0.7%	-31.4%	-2.5%	36.0%
Leisure	4.4%	5.7%	4.9%	3.9%	8.0%	4.9%	-26.8%	19.5%	39.2%
Day	3.0%	2.2%	2.1%	2.4%	10.6%	5.9%	-21.3%	18.7%	76.2%
Night	3.9%	5.3%	4.3%	3.3%	6.5%	3.8%	-28.7%	16.7%	30.6%
Day Business	3.2%	-3.7%	-4.6%	-5.1%	11.1%	5.0%	-17.7%	7.4%	84.2%
Day Leisure	3.0%	3.4%	3.4%	3.8%	10.6%	6.1%	-21.9%	20.6%	73.4%
Night Business	-0.7%	0.0%	-1.4%	-0.9%	0.0%	-2.2%	-35.2%	-6.1%	26.5%
Night Leisure	4.7%	6.2%	5.2%	4.0%	7.5%	4.6%	-27.8%	19.3%	32.1%

Segment: Direct Spending (% change)
Source: 2021 PERFORMANCE/Monitor[SM]

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

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

New Jersey: 2.3%, 2.3%, 2.1%, 2.0%
NJ w/o Atl City: 1.5%, 1.5%, 1.4%, 1.3%
New York: 4.1%, 3.8%, 3.3%, 4.2%
Pennsylvania: 3.2%, 3.2%, 2.9%, 2.3%
Maryland: 1.4%, 1.3%, 1.3%, 1.0%
Virginia: 2.4%, 2.6%, 2.3%, 1.9%
North Carolina: 3.9%, 4.3%, 4.4%, 3.4%
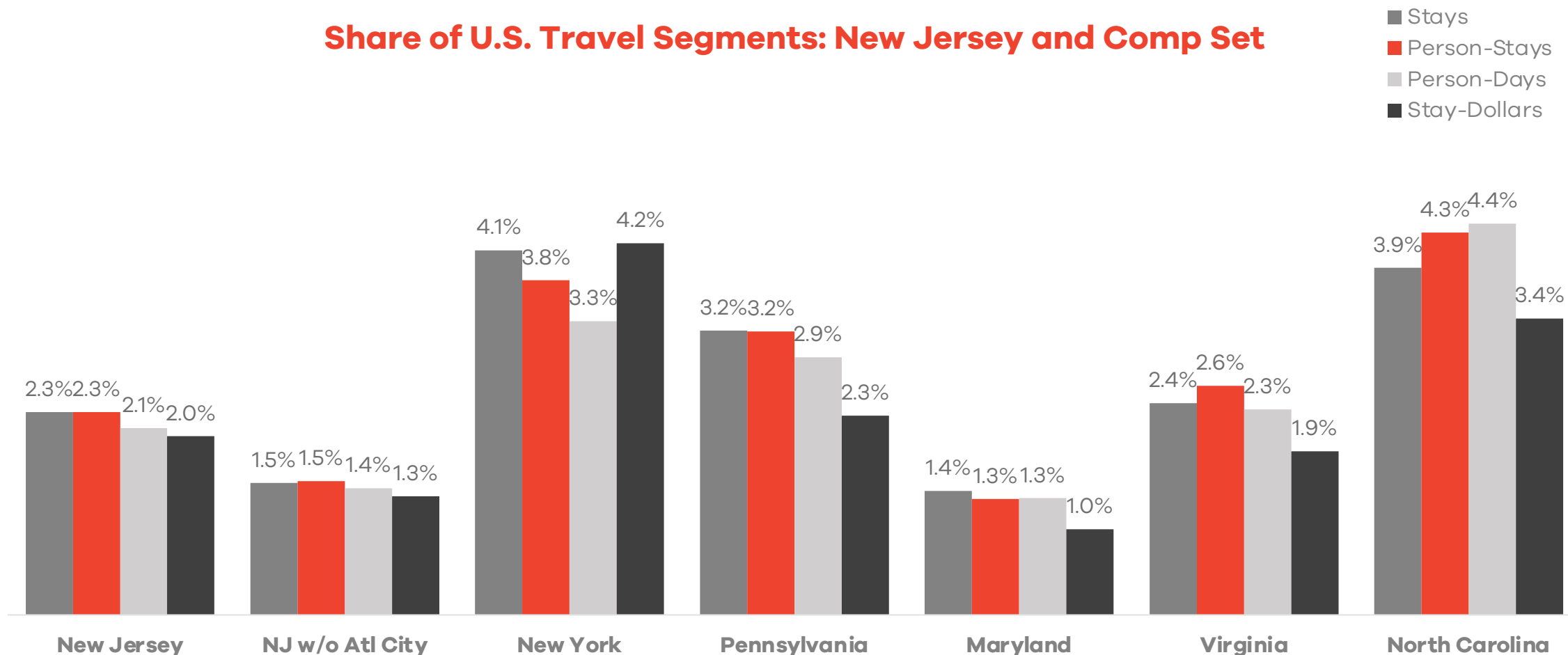
Segment: Overnight Leisure (%) ● n=466 household count
Source: 2021 PERFORMANCE/Monitor[SM]

MMGY Travel Intelligence

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

Average

■ 18-34 years   ■ 35-54 years   ■ 55 + years
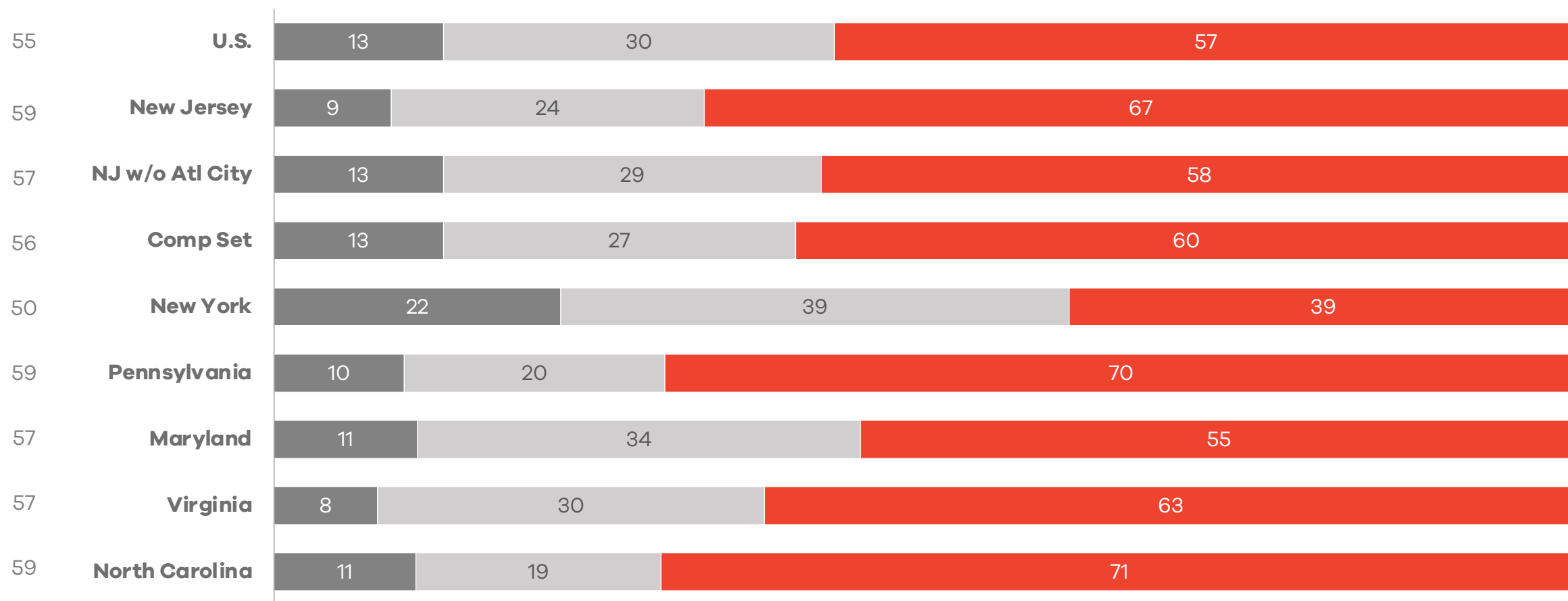
Average	Location	18-34 years	35-54 years	55 + years
55	U.S.	13	30	57
59	New Jersey	9	24	67
57	NJ w/o Atl City	13	29	58
56	Comp Set	13	27	60
50	New York	22	39	39
59	Pennsylvania	10	20	70
57	Maryland	11	34	55
57	Virginia	8	30	63
59	North Carolina	11	19	71

Segment: Overnight Leisure Person-Stays (%) ● n=466 household count
Source: 2021 *PERFORMANCE/Monitor*^SM

MMGY Travel Intelligence

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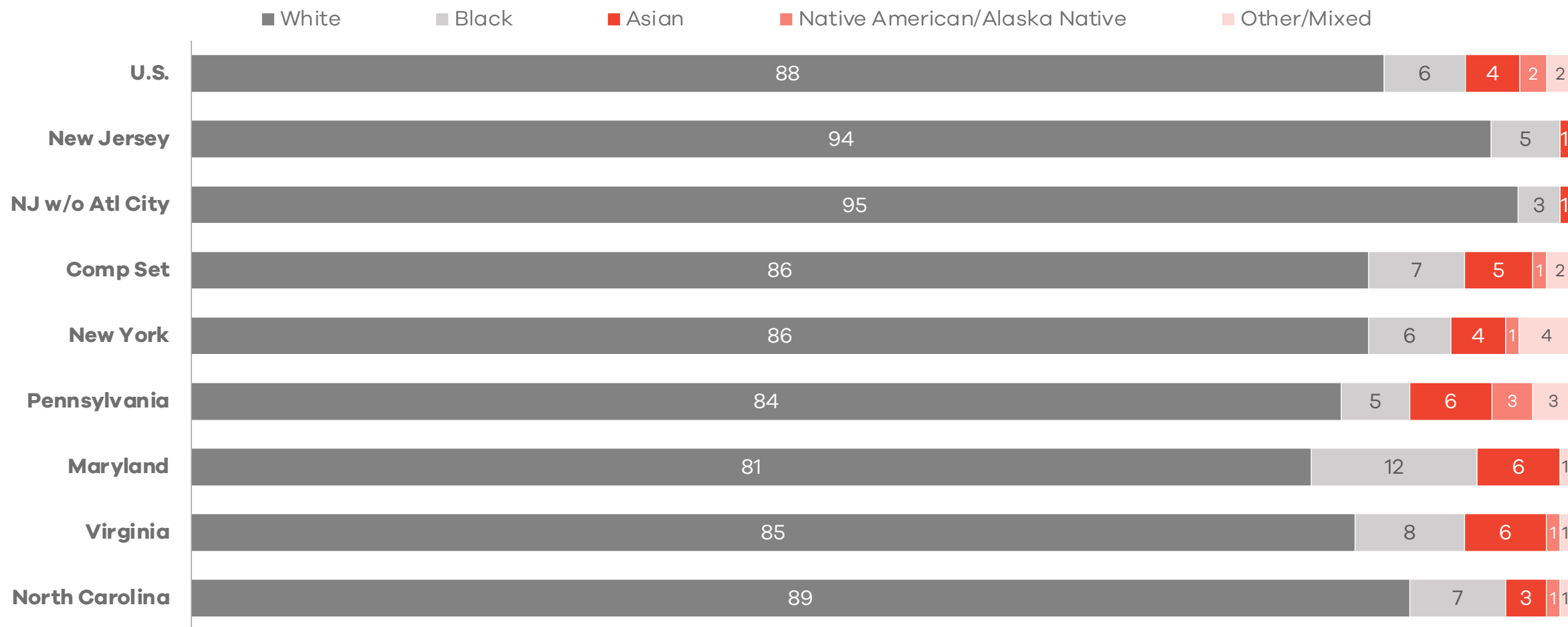
■ White   ■ Black   ■ Asian   ■ Native American/Alaska Native   ■ Other/Mixed

	White	Black	Asian	Native American/Alaska Native	Other/Mixed
U.S.	88	6	4	2	2
New Jersey	94	5			1
NJ w/o Atl City	95	3			1
Comp Set	86	7	5	1	2
New York	86	6	4	1	4
Pennsylvania	84	5	6	3	3
Maryland	81	12	6		1
Virginia	85	8	6	1	1
North Carolina	89	7	3	1	1

Segment: Overnight Leisure Person-Stays (%) ● n=466 household count
Source: 2021 *PERFORMANCE/Monitor*[SM]

MMGY Travel Intelligence

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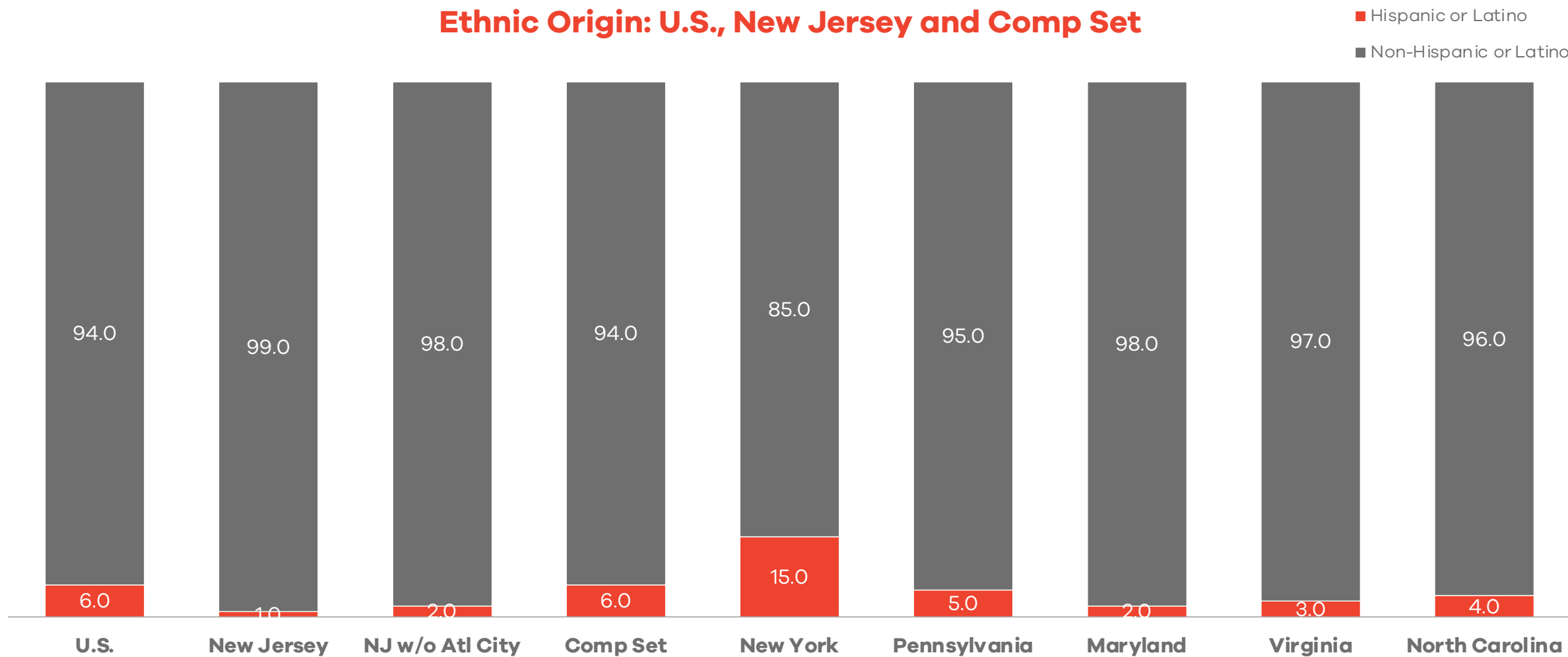
■ Hispanic or Latino
■ Non-Hispanic or Latino

U.S.	New Jersey	NJ w/o Atl City	Comp Set	New York	Pennsylvania	Maryland	Virginia	North Carolina
94.0	99.0	98.0	94.0	85.0	95.0	98.0	97.0	96.0
6.0	1.0	2.0	6.0	15.0	5.0	2.0	3.0	4.0

Segment: Overnight Leisure Person-Stays (%) ● n=466 household count
Source: 2021 PERFORMANCE/Monitor[SM]

MMGY Travel Intelligence

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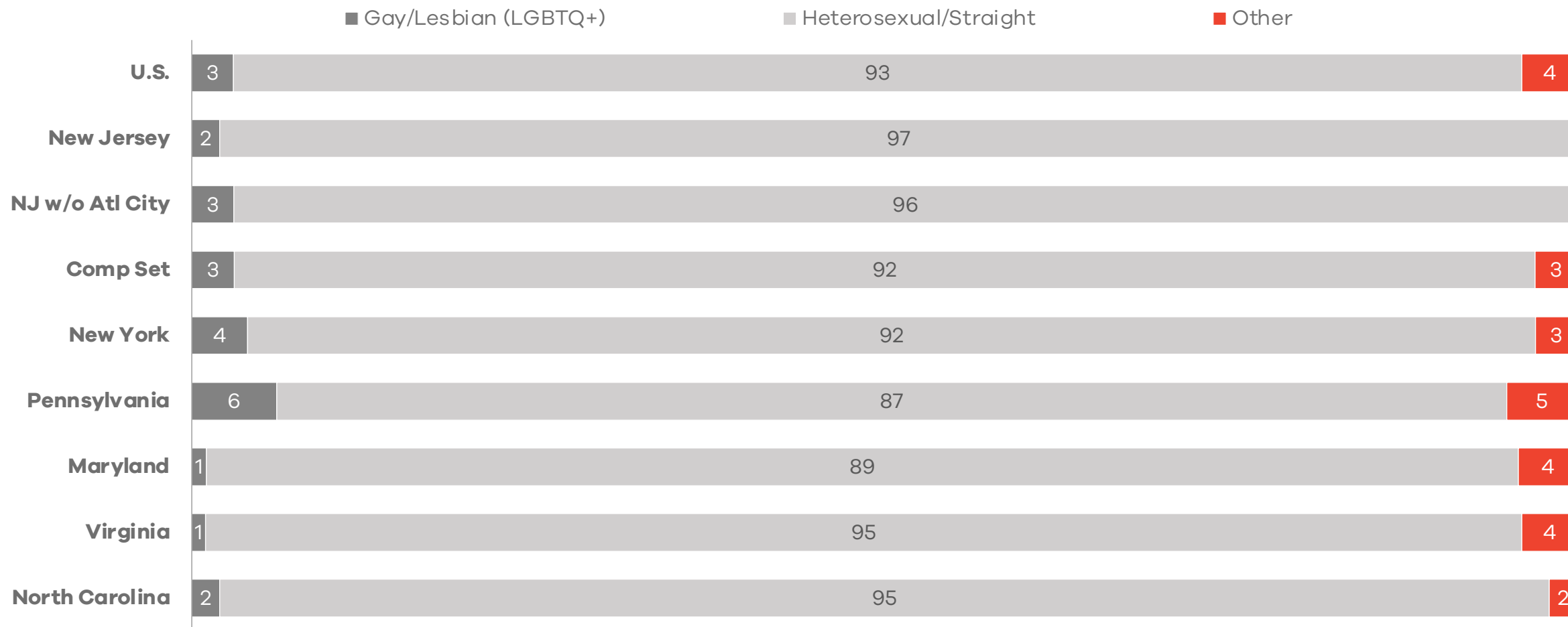
■ Gay/Lesbian (LGBTQ+)   ■ Heterosexual/Straight   ■ Other

	Gay/Lesbian (LGBTQ+)	Heterosexual/Straight	Other
U.S.	3	93	4
New Jersey	2	97	
NJ w/o Atl City	3	96	
Comp Set	3	92	3
New York	4 (92)	92	3
Pennsylvania	6	87	5
Maryland	1	89	4
Virginia	1	95	4
North Carolina	2	95	2

Segment: Overnight Leisure Person-Stays (%) ● n=466 household count
Source: 2021 PERFORMANCE/Monitor[SM]

MMGY Travel Intelligence

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

Average

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

Average	Location	Under $50,000	$50,000 – $74,999	$75,000–$99,999	$100,000–$149,999	$150,000+
$107,245	U.S.	25	18	16	22	21
$111,313	New Jersey	24	21	11	25	20
$110,096	NJ w/o Atl City	17	27	12	25	19
$108,270	Comp Set	27	14	16	23	20
$113,144	New York	26	11	14	28	21
$106,754	Pennsylvania	24	16	19	22	19
$121,744	Maryland	19	12	10	40	19
$121,559	Virginia	21	17	17	21	24
$92,849	North Carolina	35	13	19	15	18

Segment: Overnight Leisure Person-Stays (%) ● n=463 household count
Source: 2021 PERFORMANCE/Monitor^{SM}

MMGY Travel Intelligence

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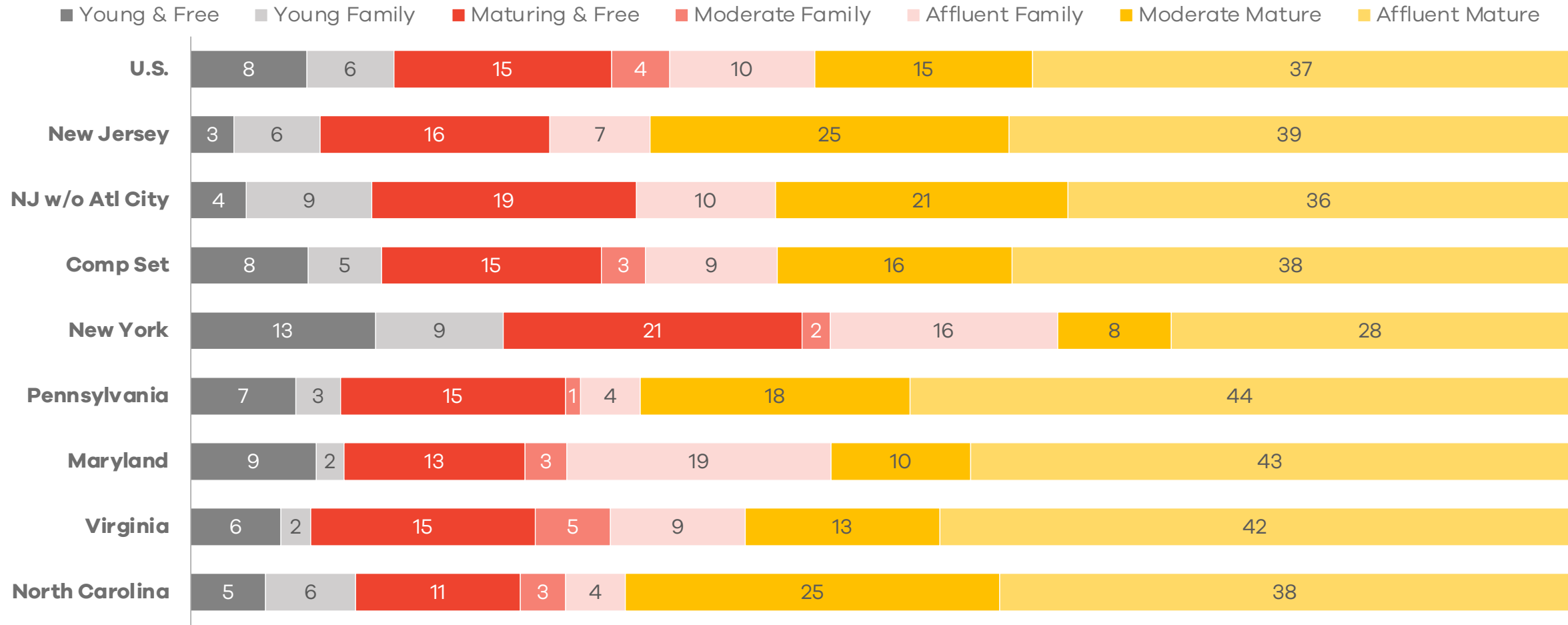
Legend: ■ Young & Free ■ Young Family ■ Maturing & Free ■ Moderate Family ■ Affluent Family ■ Moderate Mature ■ Affluent Mature

Region	Young & Free	Young Family	Maturing & Free	Moderate Family	Affluent Family	Moderate Mature	Affluent Mature
U.S.	8	6	15	4	10	15	37
New Jersey	3	6	16		7	25	39
NJ w/o Atl City	4	9	19		10	21	36
Comp Set	8	5	15	3	9	16	38
New York	13	9	21	2	16	8	28
Pennsylvania	7	3	15	1	4	18	44
Maryland	9	2	13	3	19	10	43
Virginia	6	2	15	5	9	13	42
North Carolina	5	6	11	3	4	25	38

Segment: Overnight Leisure Person-Stays (%) ● n=466 household count
Source: 2021 PERFORMANCE/Monitor[SM]

MMGY Travel Intelligence

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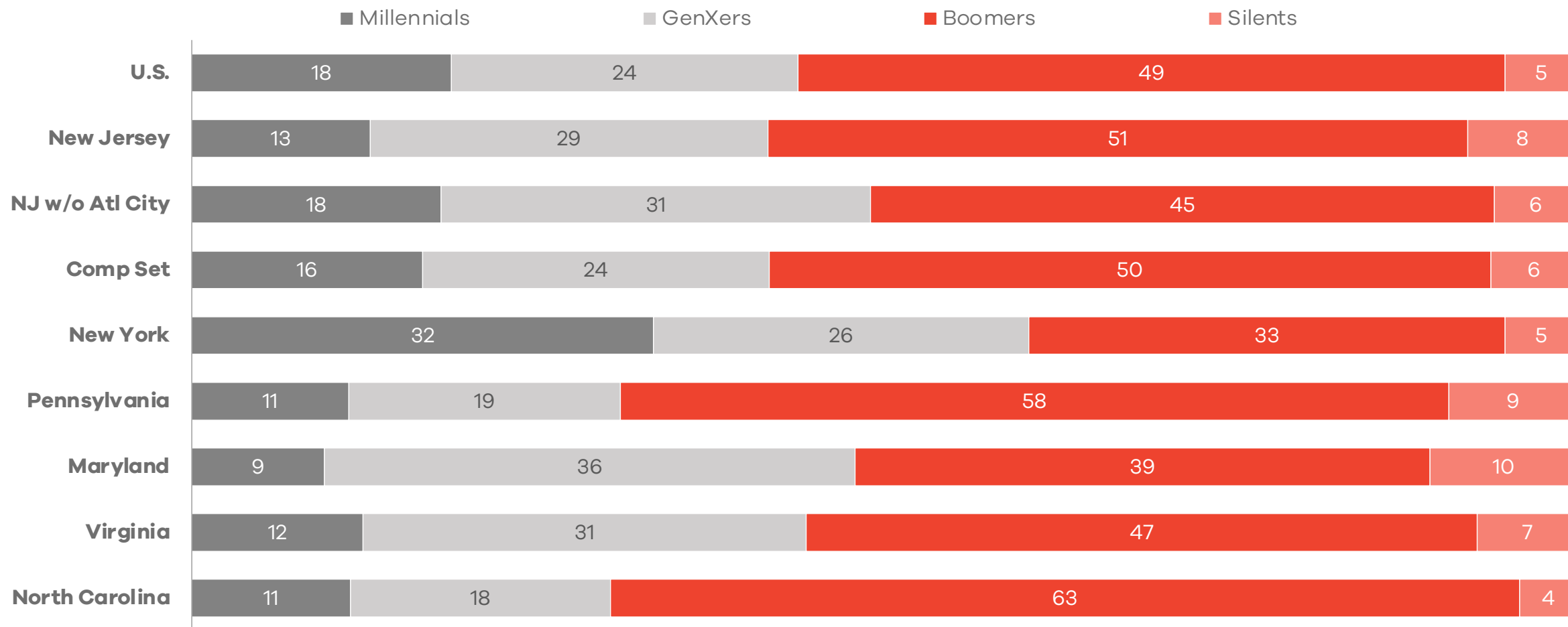
■ Millennials   ■ GenXers   ■ Boomers   ■ Silents

	Millennials	GenXers	Boomers	Silents
U.S.	18	24	49	5
New Jersey	13	29	51	8
NJ w/o Atl City	18	31	45	6
Comp Set	16	24	50	6
New York	32	26	33	5
Pennsylvania	11	19	58	9
Maryland	9	36	39	10
Virginia	12	31	47	7
North Carolina	11	18	63	4

Segment: Overnight Leisure Person-Stays (%) ● n=466 household count
Source: 2021 PERFORMANCE/Monitor^{SM}

MMGY Travel Intelligence

New Jersey Traveler Generation Comparison

■ Stays Based
■ Stay-Dollars Based

	Millennials	GenXers	Boomers	Silents
Stays Based	17%	27%	46%	9%
Stay-Dollars Based	15%	31%	47%	7%
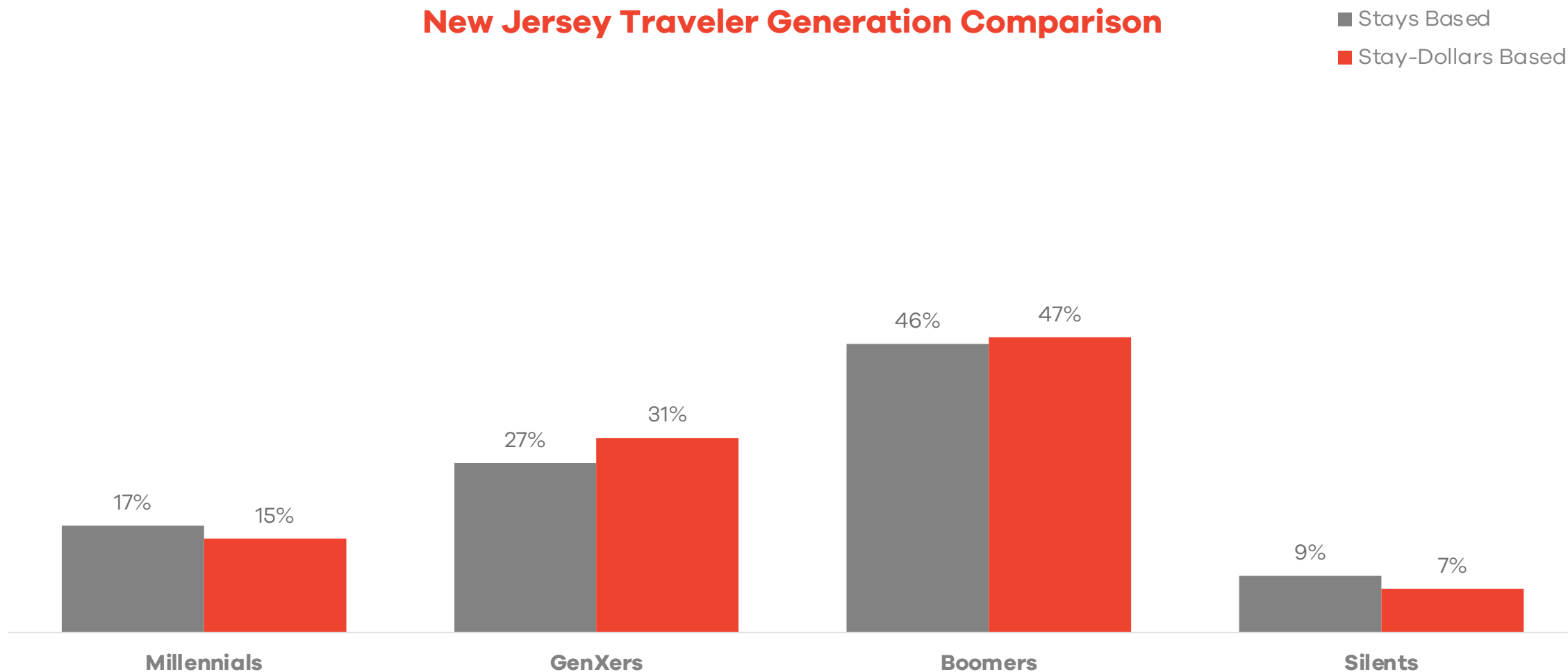
Segment: Overnight Leisure (%) ● n=2,321 household count
Source: 2019-2021 *PERFORMANCE/Monitor*^{SM}

Origin Divisions For Travel To New Jersey
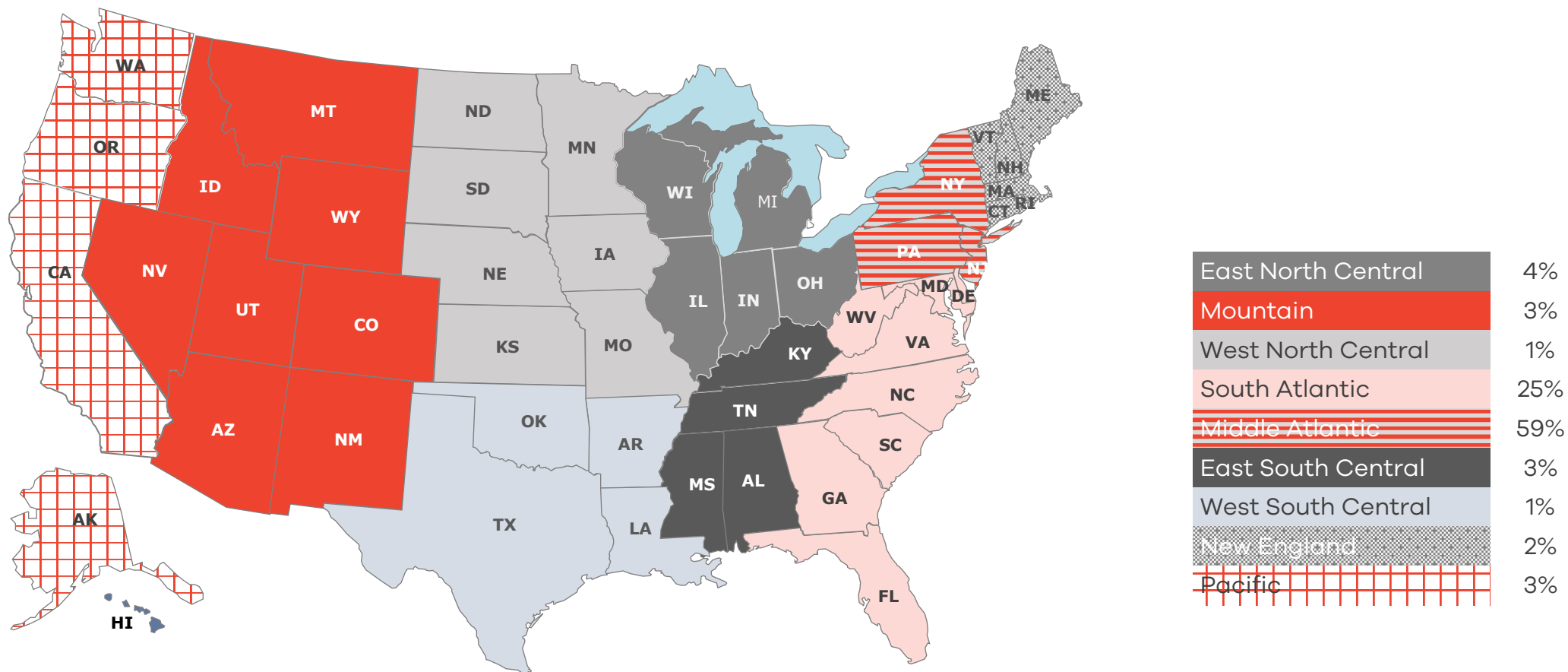
East North Central	4%
Mountain	3%
West North Central	1%
South Atlantic	25%
Middle Atlantic	59%
East South Central	3%
West South Central	1%
New England	2%
Pacific	3%

Segment: Overnight Leisure Person-Stays (%) ● n=450 household count
Source: 2021 *PERFORMANCE/Monitor^{SM}*

MM
GY   Travel
Intelligence

Top Origin States For Travel To New Jersey
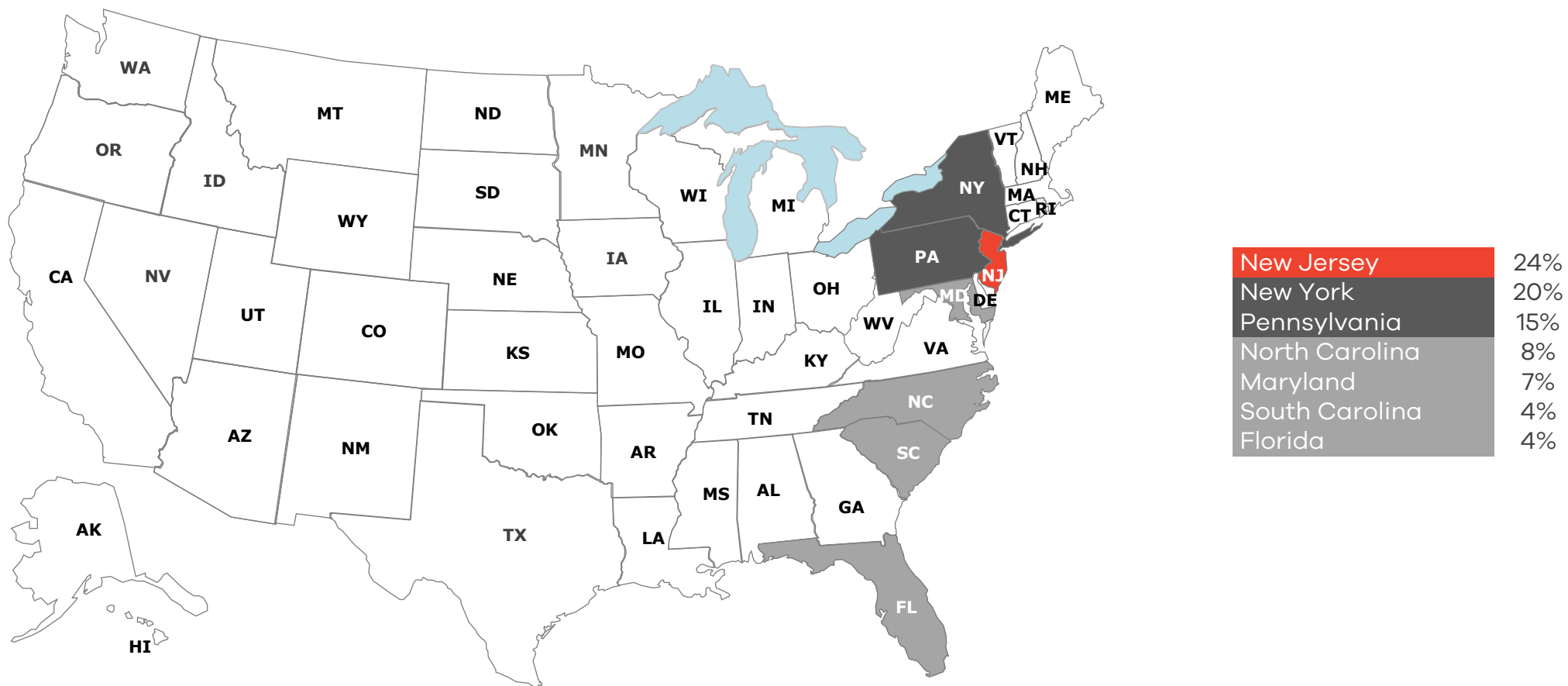
New Jersey	24%
New York	20%
Pennsylvania	15%
North Carolina	8%
Maryland	7%
South Carolina	4%
Florida	4%

Segment: Overnight Leisure Person-Stays (%) ● n=450 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	5.0%	34.5%	23.0%	10.6%	23.2%	10.5%	10.7%	4.4%	3.1%
Philadelphia, PA	2.6%	14.2%	12.1%	6.6%	3.5%	12.1%	11.4%	7.4%	3.5%
Raleigh-Durham, NC	1.4%	6.8%	10.2%	4.3%	0.4%	0.6%	1.9%	5.7%	10.4%
Salisbury, MD	0.5%	5.2%	3.4%	1.4%	0.5%	0.2%	2.9%	5.4%	0.1%
Florence-Myrtle Beach, SC	0.4%	4.3%	5.2%	0.5%	0.1%	0.6%	0.2%	0.9%	0.8%
Harrisburg-Lancaster-Lebanon-York, PA	0.6%	3.5%	4.1%	2.0%	0.4%	6.3%	3.9%	1.2%	0.3%
Wilkes Barre-Scranton, PA	0.5%	2.1%	2.6%	1.9%	0.8%	5.4%	4.5%	0.9%	0.2%
Binghamton, NY	0.1%	1.8%	2.7%	0.3%	0.7%	0.5%	0.0%	0.2%	0.1%
Tampa-St. Petersburg (Sarasota), FL	2.1%	1.5%	2.3%	1.9%	2.9%	1.1%	0.2%	1.7%	2.4%
Baltimore, MD	1.0%	1.5%	1.8%	4.5%	4.4%	3.0%	10.5%	9.2%	0.9%
Top 10 Sum	14.2%	75.4%	67.4%	34.0%	36.9%	40.3%	46.2%	37.0%	21.8%

Segment: Overnight Leisure Person-Stays (%) ● n=450 household count
Source: 2021 *PERFORMANCE/Monitor*[SM]

MMGY Travel Intelligence

New Jersey Origin DMA Comparison

■ Stays Based
■ Stay-Dollars Based

DMA	Stays Based	Stay-Dollars Based
New York, NY	35.2	33.8
Philadelphia, PA	19.8	20.9
Harrisburg - Lancaster - Lebanon - York, PA	1.9	3.4
Pittsburgh, PA	1.9	3.1
Balitmore, MD	2.6	2.9
Washington, DC (Hagerstown, MD)	2.8	2.4
Wilkes Barre - Scranton, PA	1.5	2.4
Boston, MA	2.5	2.3
Albany-Schenectady-Troy, NY	1.2	1.6
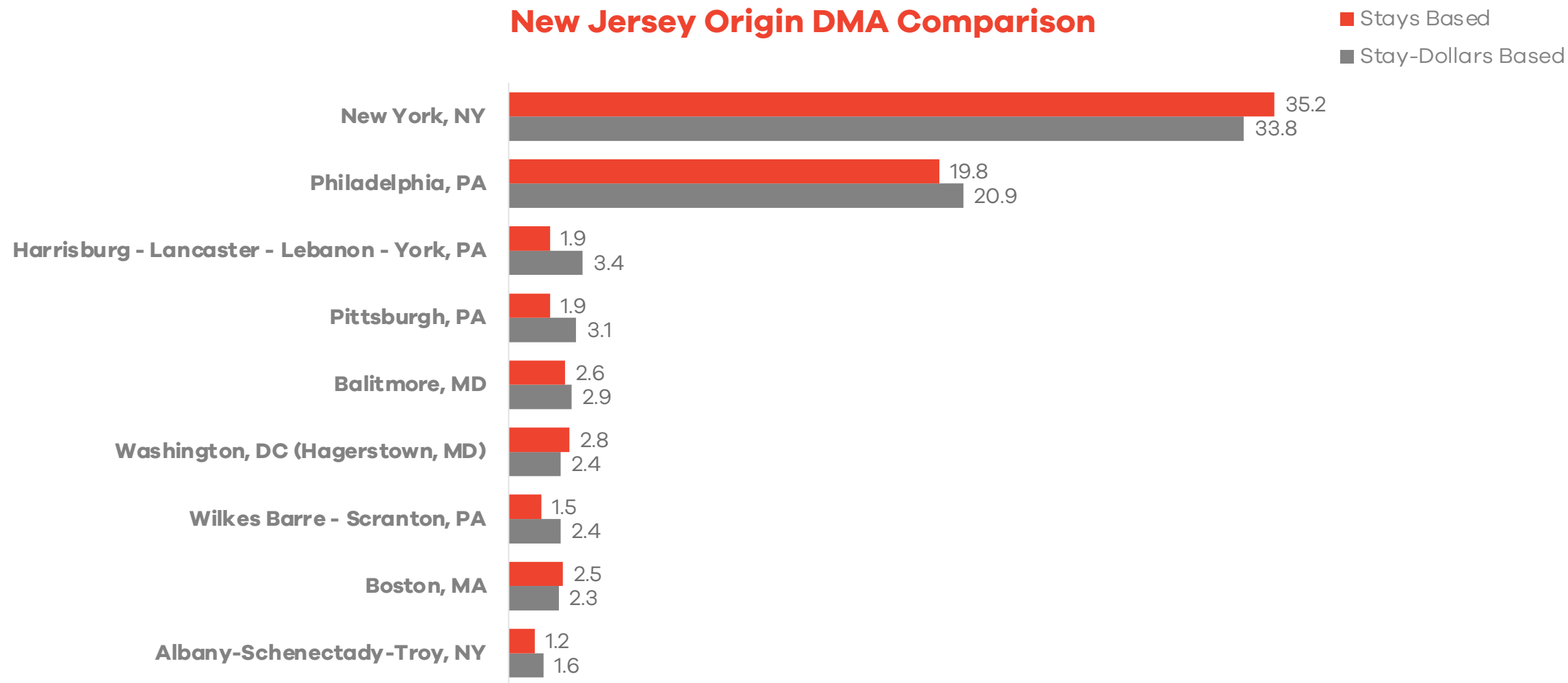
Segment: Overnight Leisure (%) ● n=2,287 household count
Source: 2019-2021 *PERFORMANCE/Monitor*[SM]

Main Mode of Transportation: U.S., New Jersey, and Comp Set
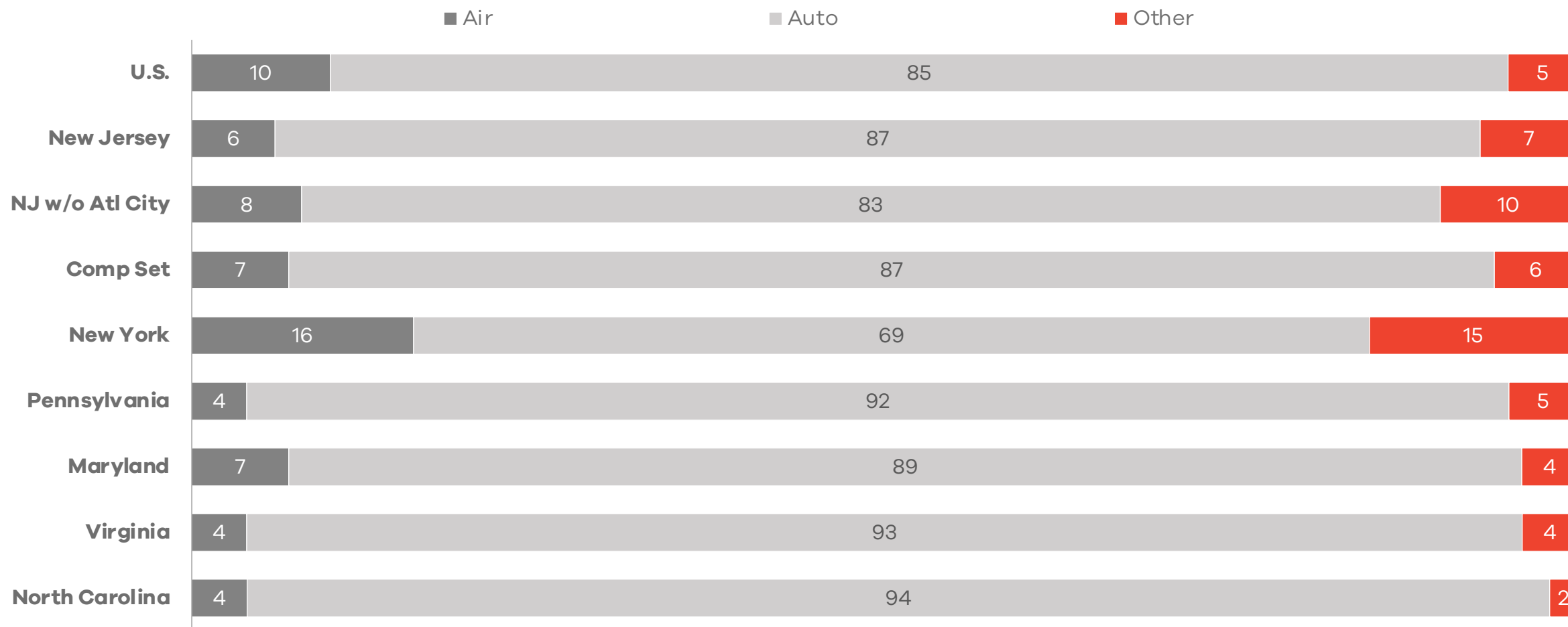
■ Air   ■ Auto   ■ Other

	Air	Auto	Other
U.S.	10	85	5
New Jersey	6	87	7
NJ w/o Atl City	8	83	10
Comp Set	7	87	6
New York	16	69	15
Pennsylvania	4	92	5
Maryland	7	89	4
Virginia	4	93	4
North Carolina	4	94	2

Segment: Overnight Leisure Person-Stays (%) ● n=466 household count
Source: 2021 PERFORMANCE/Monitor[SM]

MMGY Travel Intelligence

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

Legend: ■ 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.	23	22	15	15	25
New Jersey	41	26	4	16	13
NJ w/o Atl City	32	20	5	22	21
Comp Set	25	29	16	16	14
New York	32	21	18	9	20
Pennsylvania	37	27	12	7	17
Maryland	23	57	12	5	4
Virginia	17	38	17	16	13
North Carolina	17	23	20	30	12
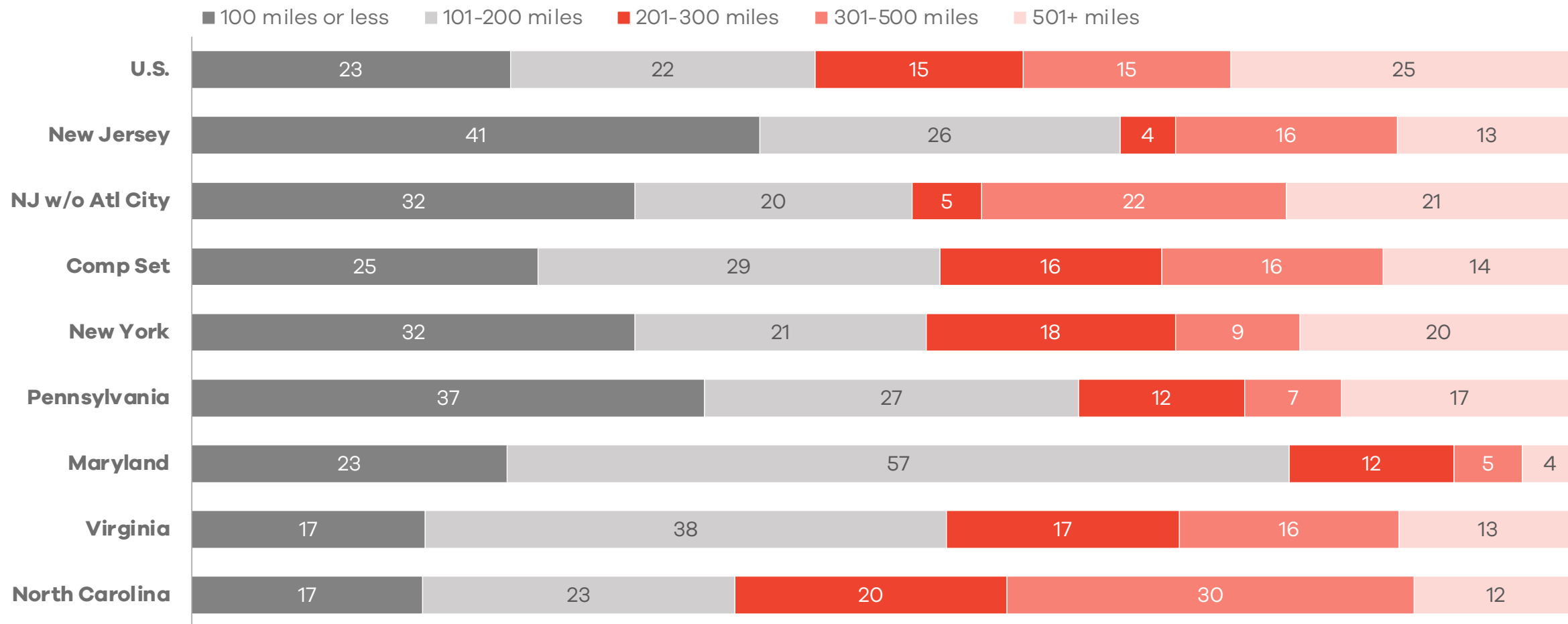
Segment: Overnight Leisure Person-Stays (%) ● n=339 household count
Source: 2021 *PERFORMANCE/Monitor[SM]*

MMGY Travel Intelligence

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

Legend:
- 300 miles or less
- 301–700 miles
- 701–1,000 miles
- 1,001+ miles

	300 miles or less	301–700 miles	701–1,000 miles	1,001+ miles
U.S.	9	19	19	53
New Jersey	9	15	23	53
NJ w/o Atl City	5	14	25	56
Comp Set	18	25	19	38
New York	25	11	16	48
Pennsylvania	20	12	45	23
Maryland	8	65	17	10
Virginia	4	40	17	38
North Carolina	6	59	11	24
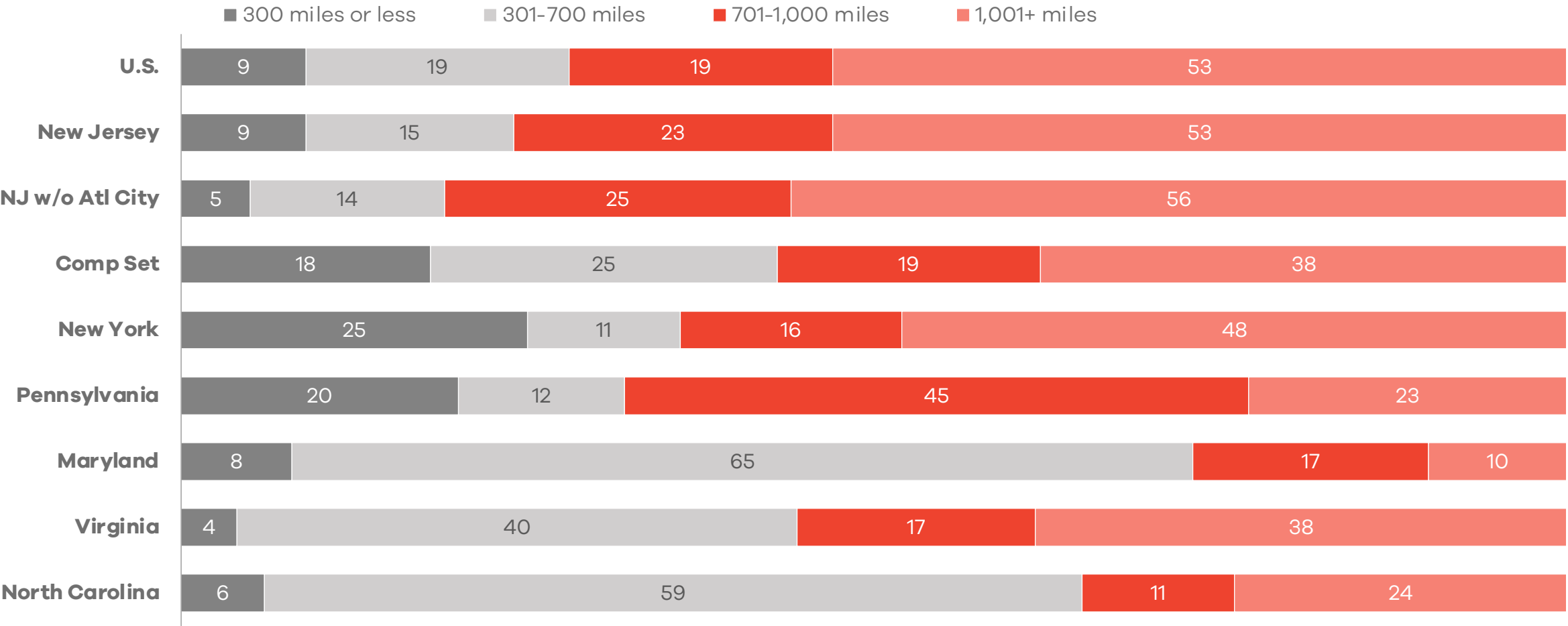
Segment: Overnight Leisure Person-Stays (%) ● n=101 household count
Source: 2021 PERFORMANCE/Monitor^{SM}

New Jersey Month Trip Started
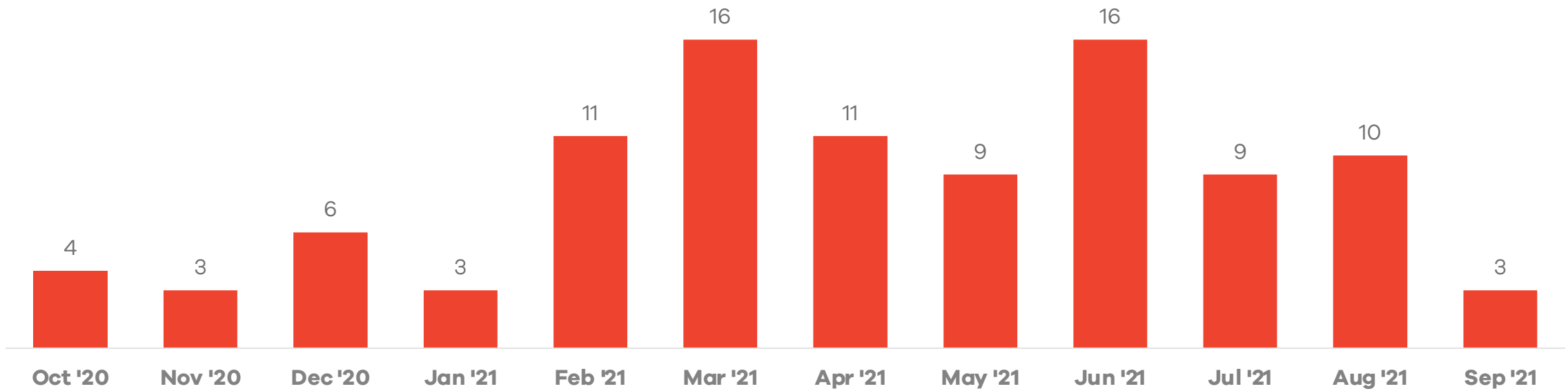
Oct '20	Nov '20	Dec '20	Jan '21	Feb '21	Mar '21	Apr '21	May '21	Jun '21	Jul '21	Aug '21	Sep '21
4	3	6	3	11	16	11	9	16	9	10	3

Segment: Overnight Leisure Person-Stays (%) ● n=466 household count
Source: 2019-2021 *PERFORMANCE/Monitor*[SM]

MMGY Travel Intelligence

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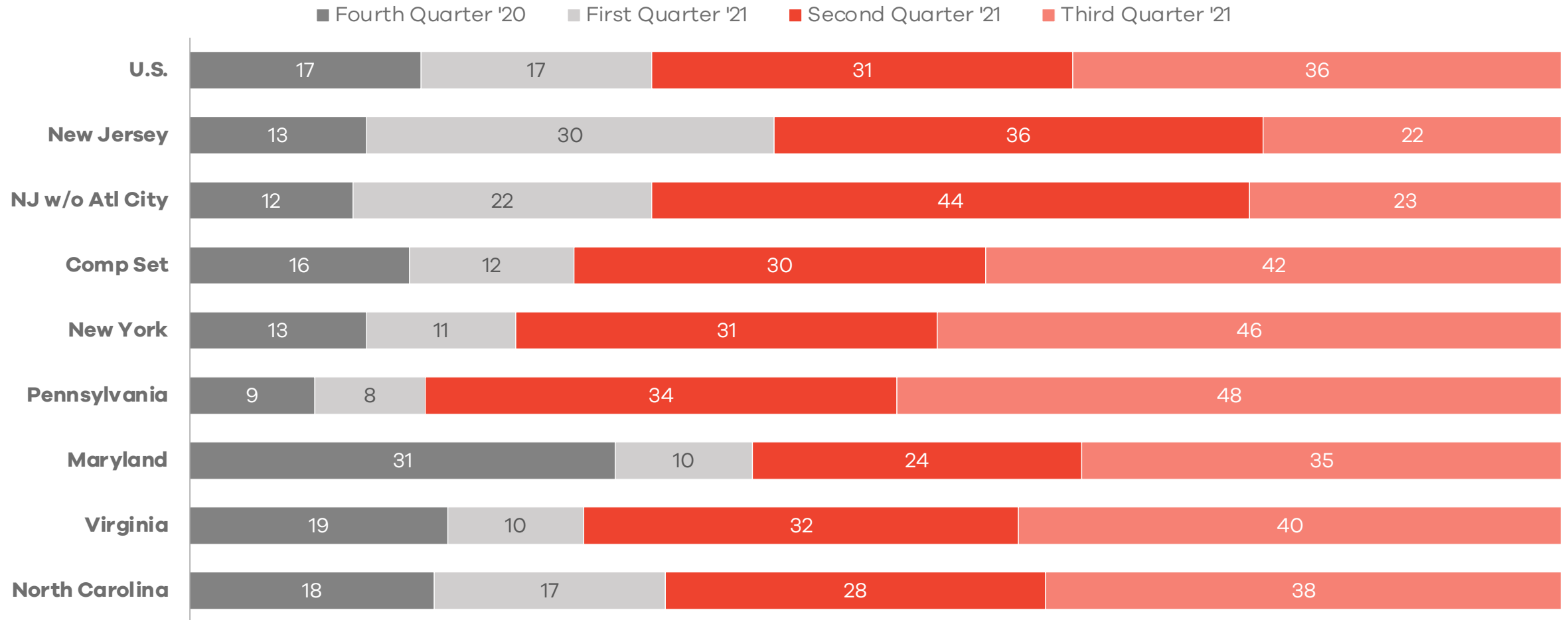
■ Fourth Quarter '20   ■ First Quarter '21   ■ Second Quarter '21   ■ Third Quarter '21

	Fourth Quarter '20	First Quarter '21	Second Quarter '21	Third Quarter '21
U.S.	17	17	31	36
New Jersey	13	30	36	22
NJ w/o Atl City	12	22	44	23
Comp Set	16	12	30	42
New York	13	11	31	46
Pennsylvania	9	8	34	48
Maryland	31	10	24	35
Virginia	19	10	32	40
North Carolina	18	17	28	38

Segment: Overnight Leisure Person-Stays (%) ● n=466 household count
Source: 2021 *PERFORMANCE/Monitor*[SM]

MMGY Travel Intelligence

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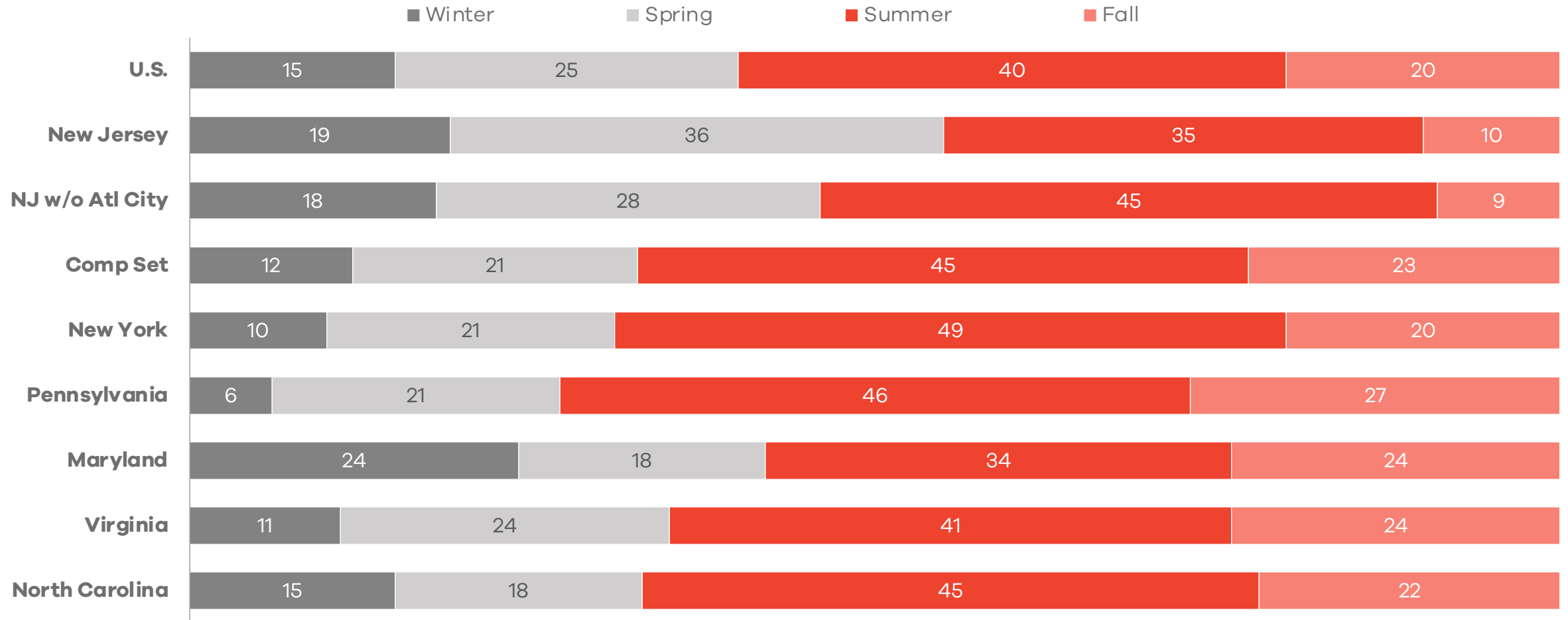
■ Winter   ■ Spring   ■ Summer   ■ Fall

	Winter	Spring	Summer	Fall
U.S.	15	25	40	20
New Jersey	19	36	35	10
NJ w/o Atl City	18	28	45	9
Comp Set	12	21	45	23
New York	10	21	49	20
Pennsylvania	6	21	46	27
Maryland	24	18	34	24
Virginia	11	24	41	24
North Carolina	15	18	45	22

Segment: Overnight Leisure Person-Stays (%) ● n=486 household count
Source: 2021 PERFORMANCE/Monitor^SM

MMGY Travel Intelligence

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

- Getaway Weekend (Overnight)
- General Vacation (overnight)
- Visit Friends/Relatives
- Special Events
- Convention/Show/Conference
- Medical/Health Care
- Seminar/Class/Training
- Other Personal/Leisure

	Getaway Weekend	General Vacation	Visit Friends/Relatives	Special Events	Convention	Medical/Health	Other Personal/Leisure
U.S.	12	39	27	11	1	2	9
New Jersey	10	49	21	7	1	1	13
NJ w/o Atl City	7	37	30	10	1	2	13
Comp Set	13	33	29	9	1	3	11
New York	16	31	27	12	1	6	7
Pennsylvania	15	26	31	13	1	2	12
Maryland	12	43	26	9		1	9
Virginia	11	36	31	6	1	1	14
North Carolina	12	36	28	7		3	14

Segment: Overnight Leisure Person-Stays (%) ● n=466 household count

Source: 2021 *PERFORMANCE/Monitor*[SM]

MMGY Travel Intelligence

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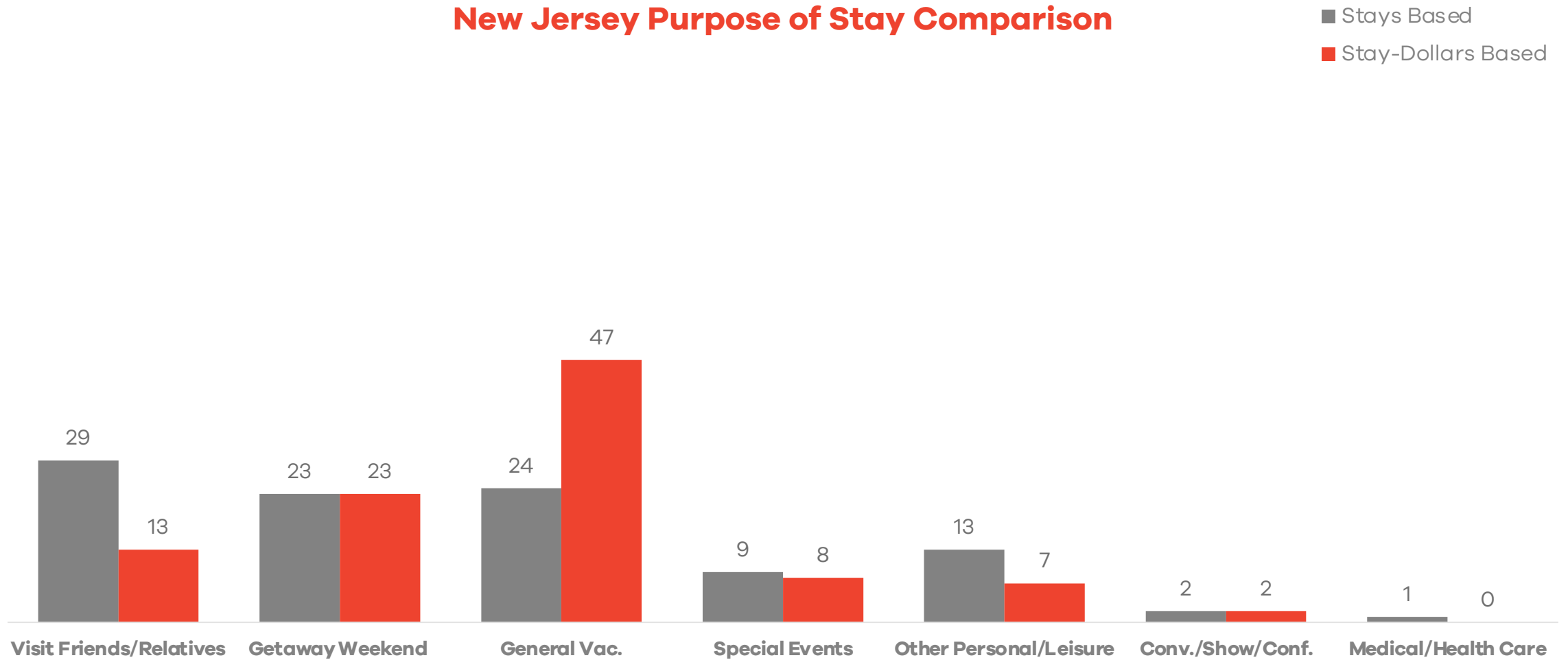
■ Stays Based
■ Stay-Dollars Based

	Stays Based	Stay-Dollars Based
Visit Friends/Relatives	29	13
Getaway Weekend	23	23
General Vac.	24	47
Special Events	9	8
Other Personal/Leisure	13	7
Conv./Show/Conf.	2	2
Medical/Health Care	1	0

Segment: Overnight Leisure (%) ● n=2,322 household count
Source: 2019-2021 PERFORMANCE/Monitor[SM]

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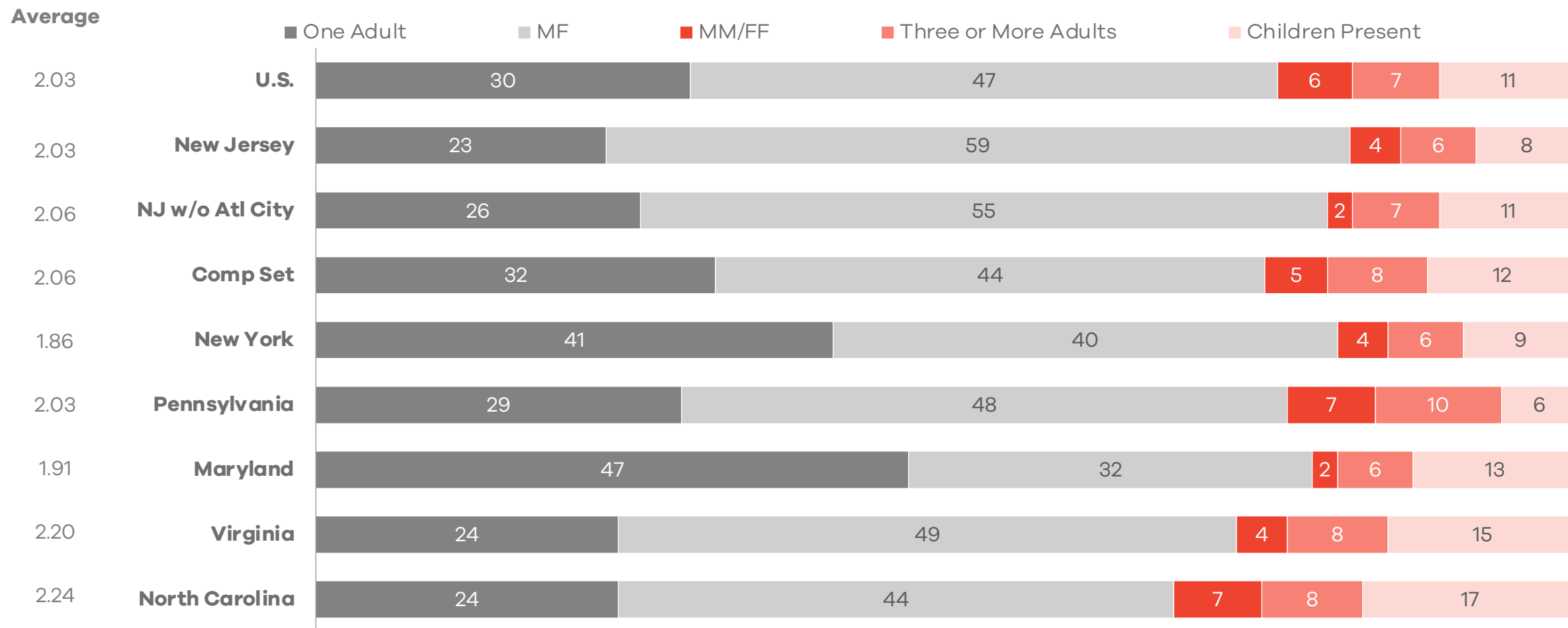
Average

Legend: ■ One Adult   ■ MF   ■ MM/FF   ■ Three or More Adults   ■ Children Present

Average	Location	One Adult	MF	MM/FF	Three or More Adults	Children Present
2.03	**U.S.**	30	47	6	7	11
2.03	**New Jersey**	23	59	4	6	8
2.06	**NJ w/o Atl City**	26	55	2	7	11
2.06	**Comp Set**	32	44	5	8	12
1.86	**New York**	41	40	4	6	9
2.03	**Pennsylvania**	29	48	7	10	6
1.91	**Maryland**	47	32	2	6	13
2.20	**Virginia**	24	49	4	8	15
2.24	**North Carolina**	24	44	7	8	17

Segment: Overnight Leisure Person-Stays (%) ● n=466 household count
Source: 2021 PERFORMANCE/Monitor[SM]

MMGY Travel Intelligence

Average Travel Party Size Overview: U.S., New Jersey and Comp Set
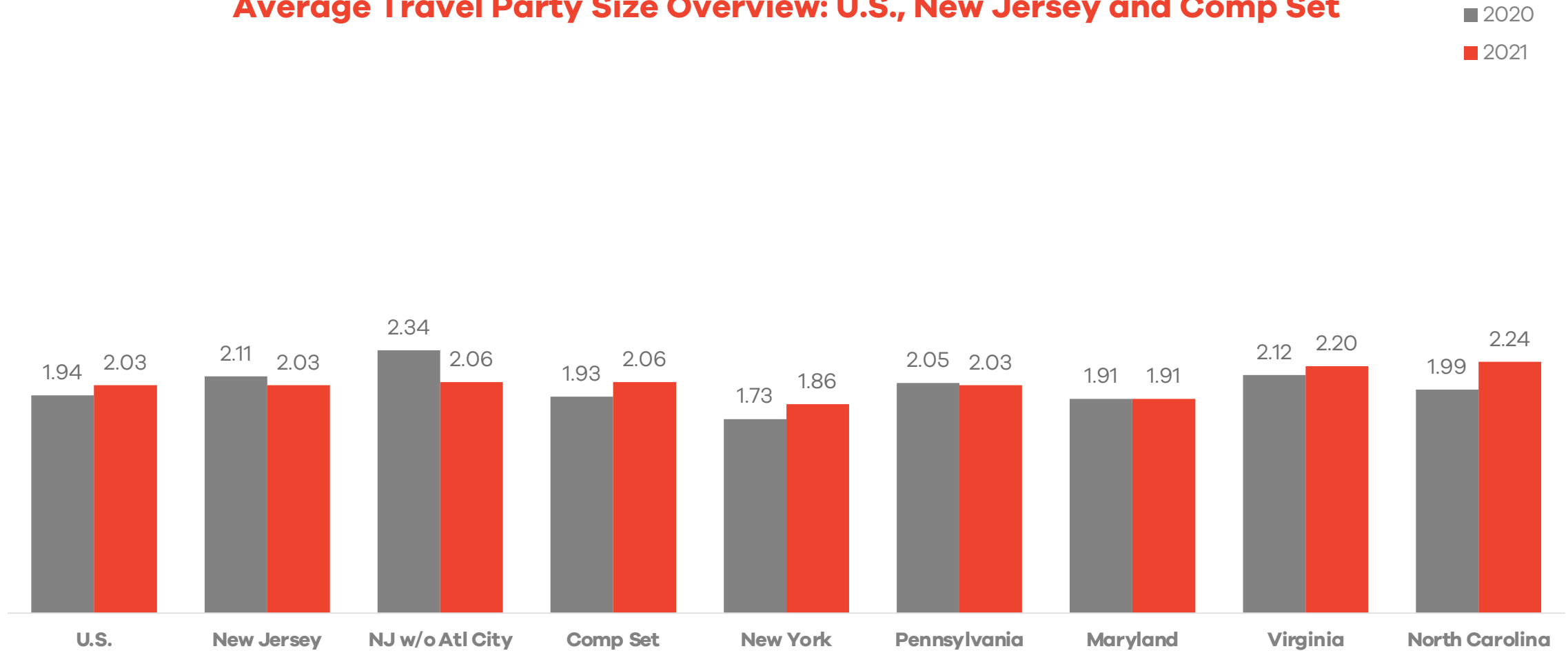
■ 2020
■ 2021

	U.S.	New Jersey	NJ w/o Atl City	Comp Set	New York	Pennsylvania	Maryland	Virginia	North Carolina
2020	1.94	2.11	2.34	1.93	1.73	2.05	1.91	2.12	1.99
2021	2.03	2.03	2.06	2.06	1.86	2.03	1.91	2.20	2.24

Segment: Overnight Leisure Stays (%) ● n=486 household count
Source: 2021 *PERFORMANCE/Monitor*[SM]

MMGY Travel Intelligence

New Jersey Travel Party Composition

■ Stays Based
■ Stay-Dollars Based

	One Adult	MF	MM/FF	Three or More Adults	Children Present
Stays Based	30	44	5	5	15
Stay-Dollars Based	14	45	5	11	26

Segment: Overnight Leisure (%) ● n=2,322 household count
Source: 2019-2021 PERFORMANCE/Monitor[SM]

MM GY Travel Intelligence
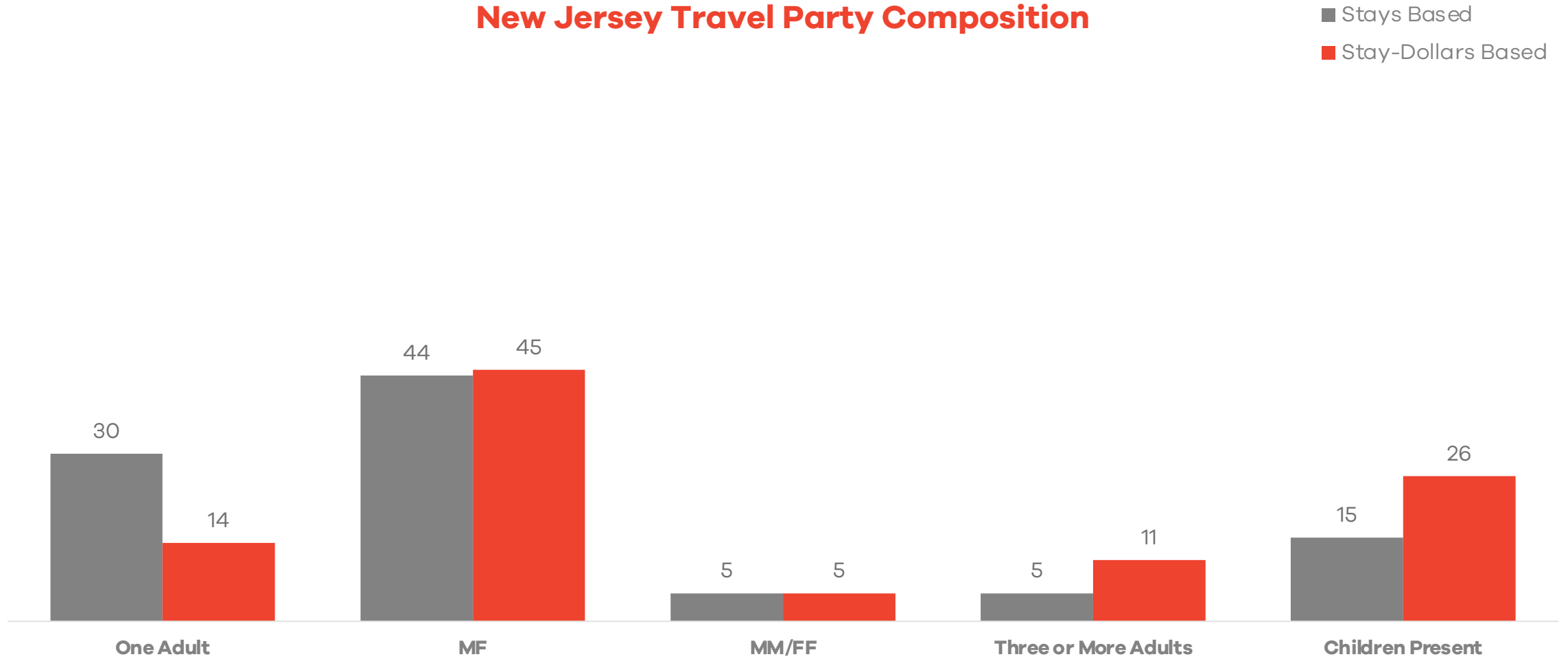
Stay Length Distribution: U.S., New Jersey, and Comp Set
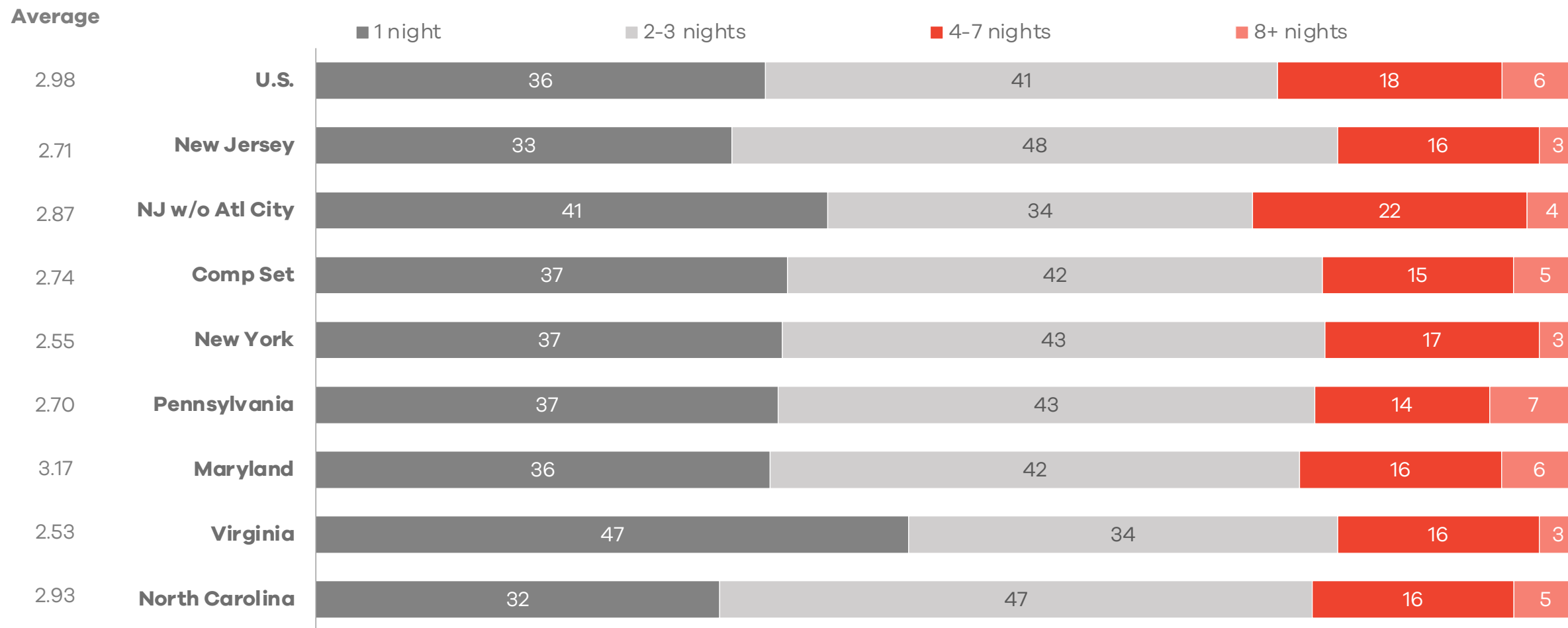
Average

■ 1 night   ■ 2-3 nights   ■ 4-7 nights   ■ 8+ nights

Average		1 night	2-3 nights	4-7 nights	8+ nights
2.98	**U.S.**	36	41	18	6
2.71	**New Jersey**	33	48	16	3
2.87	**NJ w/o Atl City**	41	34	22	4
2.74	**Comp Set**	37	42	15	5
2.55	**New York**	37	43	17	3
2.70	**Pennsylvania**	37	43	14	7
3.17	**Maryland**	36	42	16	6
2.53	**Virginia**	47	34	16	3
2.93	**North Carolina**	32	47	16	5

Segment: Overnight Leisure Person-Stays (%) ● n=466 household count
Source: 2021 PERFORMANCE/Monitor^SM

MMGY Travel Intelligence

Average Stay Length Overview: U.S., New Jersey and Comp Set
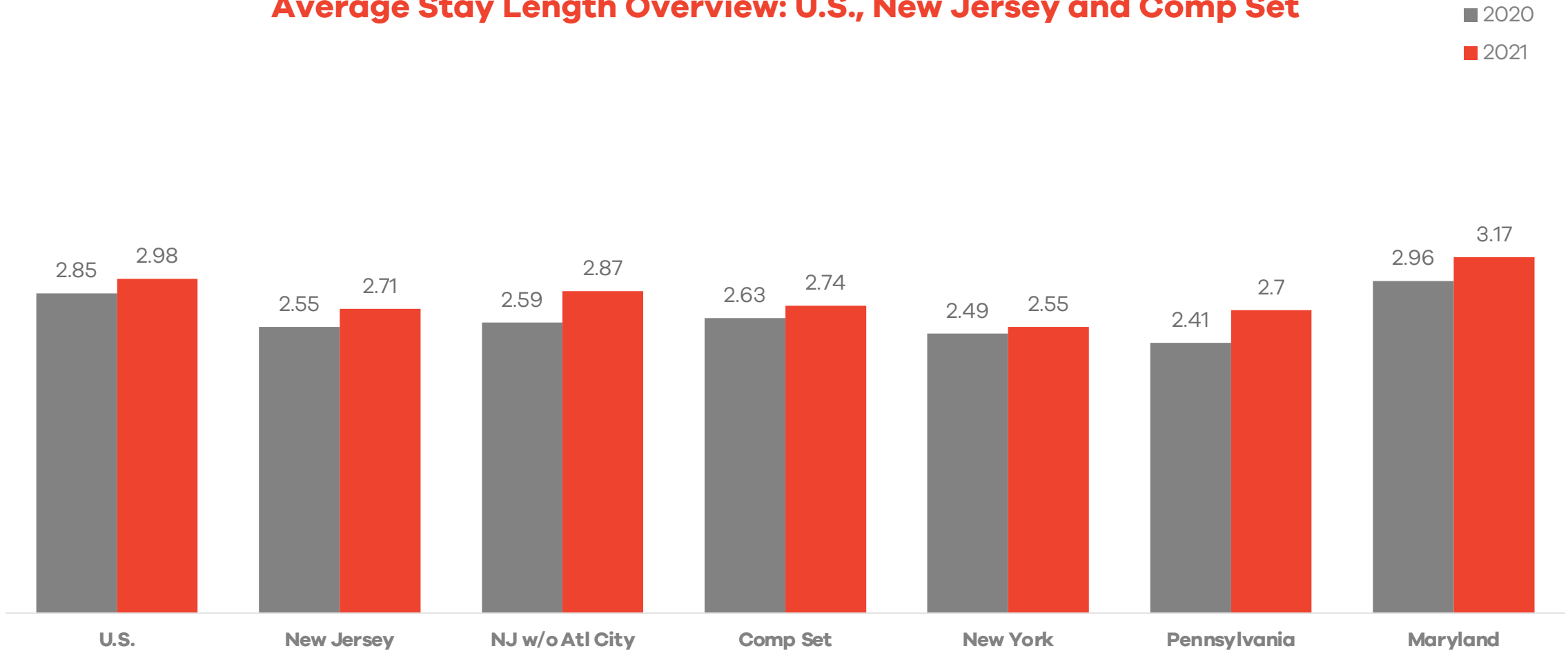
■ 2020
■ 2021

	U.S.	New Jersey	NJ w/o Atl City	Comp Set	New York	Pennsylvania	Maryland
2020	2.85	2.55	2.59	2.63	2.49	2.41	2.96
2021	2.98	2.71	2.87	2.74	2.55	2.7	3.17

Segment: Overnight Leisure Stays (%) ● n=486 household count
Source: 2021 *PERFORMANCE/Monitor*[SM]

MMGY Travel Intelligence

New Jersey Travel Party Composition

■ Stays Based
■ Stay-Dollars Based

1 night: 40 | 16
2 nights: 30 | 27
3 nights: 12 | 15
4-7 nights: 15 | 33
8+ nights: 3 | 9

Segment: Overnight Leisure (%) ● n=2,322household count
Source: 2019-2021 PERFORMANCE/Monitor^{SM}

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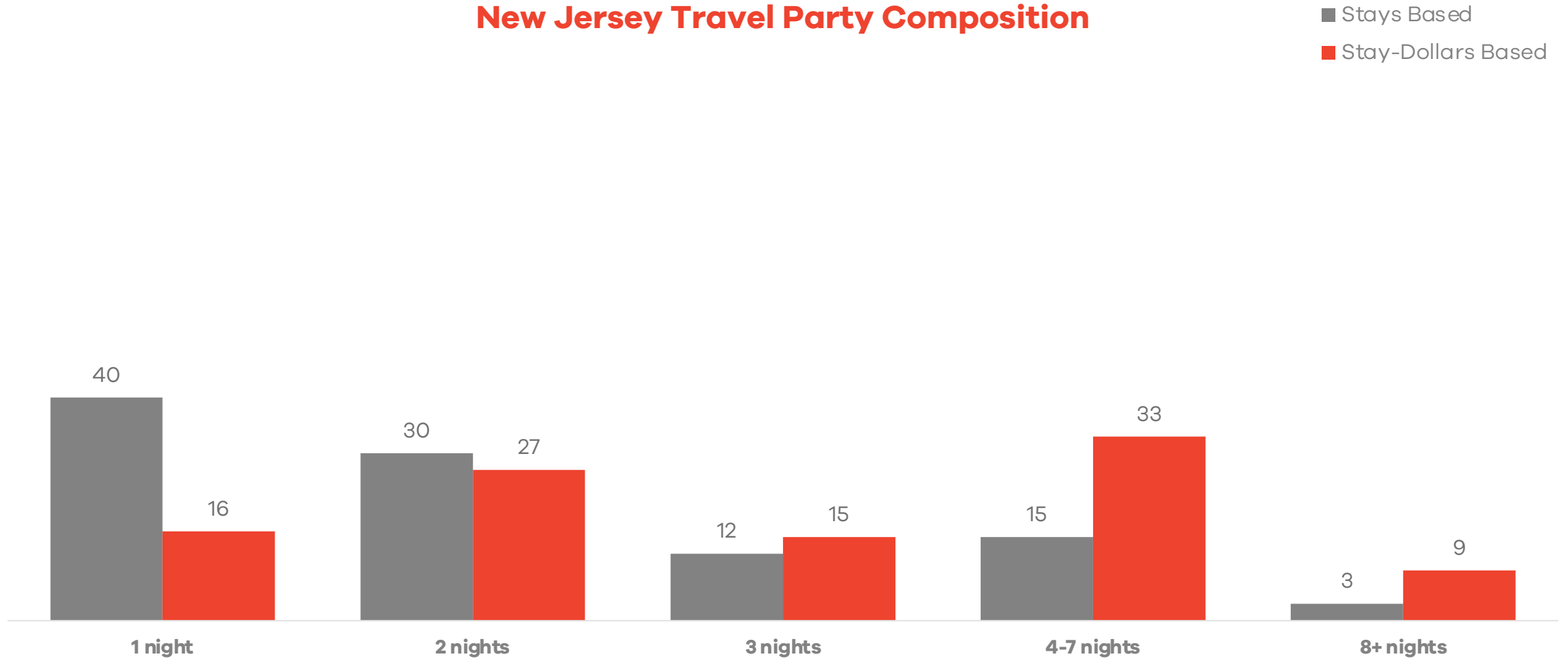
Daily Spending Per Person by Category: U.S., New Jersey, and Comp Set

Average

■ Transportation   ■ Food   ■ Room   ■ Shopping   ■ Entertainment   ■ Miscellaneous

Average		Transportation	Food	Room	Shopping	Entertainment	Miscellaneous
$154.5	U.S.	23	25	24	13	11	4
$159.9	New Jersey	17	25	22	10	20	6
$149.2	NJ w/o Atl City	21	27	25	13	11	4
$138.4	Comp Set	23	25	27	13	9	4
$194.8	New York	25	21	26	14	10	5
$113.4	Pennsylvania	23	27	23	13	12	3
$105.5	Maryland	18	31	28	12	9	2
$123.2	Virginia	23	30	20	16	8	3
$127.2	North Carolina	21	25	33	11	7	4

Segment: Overnight Leisure Person-Days (%) ● n=382 household count
Source: 2021 PERFORMANCE/Monitor[SM]

MMGY Travel Intelligence

General 14%

- Shopping (14%)
- Religious/Faith Based
- Conference (3%)
- Medical/Health/ Doctor Visit (2%)
- Business/Work (2%)
- Spa (1%)
- Real Estate (0%)
- Other Activity (6%)

Nature 15%

- Beach/Waterfront (20%)
- Parks (4%)
- Eco-Travel (3%)
- Camping (1%)

Outdoor Sports 5%

- Boating/Sailing (3%)
- Bicycling (4%)
- Hiking (3%)
- Fishing (2%)
- Golfing (1%)
- Tennis (1%)
- Water Sports (1%)

Attraction 24%

- Gambling (33%)
- Nightlife (6%)
- Attend/Participate Sports Event (4%)
- Zoo/Aquarium (4%)
- Theme/Water Parks (2%)
- Shows (0%)

Culture 9%

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

Family/ Life Events 18%

- Visit Friends/Relatives (2?
- Holiday Celebration (5%)
- Birthday (5%)
- Funeral/Memorial (4%)
- Anniversary (4%)
- Reunion/Graduation (2%)
- Wedding (1%)

Libation and Culinary 15%

- Culinary/ Dining Experience (25%)
- Winery/ Distillery/ Brewery Tours (3%)

Segment: Overnight Leisure Person-Stays (%) ● n=466 household count

Source: 2021 *PERFORMANCE/Monitor*[SM]

MMGY Travel Intelligence

Top Activities in the Destination

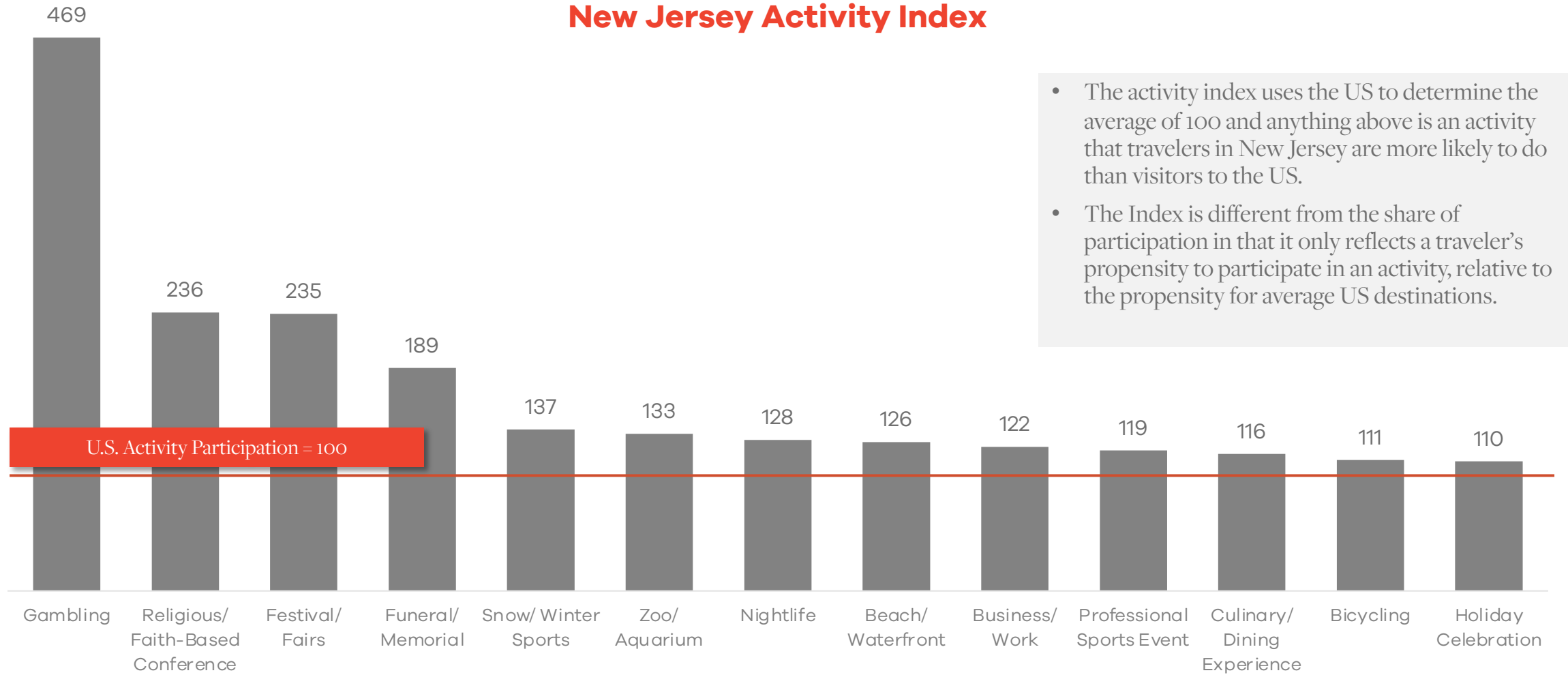|	U.S.	New Jersey	NJ w/o Atl City	Comp Set	New York	Pennsylvania	Maryland	Virginia	North Carolina
Gambling	7%	33%	2%	6%	5%	5%	4%	3%	11%
Culinary/Dining Experiences	22%	25%	23%	20%	22%	23%	21%	22%	15%
Visit Friends/Relatives	22%	21%	30%	21%	23%	22%	21%	25%	17%
Beach/Waterfront	16%	20%	21%	12%	8%	6%	21%	9%	21%
Shopping	20%	14%	17%	18%	20%	20%	17%	15%	17%
Nightlife	5%	6%	3%	3%	3%	3%	6%	1%	3%
Touring/Sightseeing	16%	6%	8%	14%	14%	15%	14%	16%	14%
Festivals/Fair (state, craft, etc.)	3%	6%	10%	3%	4%	3%	1%	2%	2%
Holiday Celebration	4%	5%	7%	5%	6%	4%	4%	6%	3%
Birthday Celebrations	9%	5%	6%	10%	11%	10%	10%	6%	10%
Anniversary Celebration	4%	4%	6%	3%	5%	4%	2%	3%	3%
Biking	3%	4%	5%	3%	3%	2%	4%	1%	4%
Parks (national, state)	10%	4%	6%	9%	11%	8%	5%	12%	8%
Zoo/Aquarium	3%	4%	5%	2%	2%	3%	1%	2%	3%
Attend/Participate Sports Event	5%	4%	5%	6%	7%	5%	6%	6%	4%
Live Music	3%	3%	3%	2%	3%	3%	2%	1%	2%
Religious/Faith-Based Conference	1%	3%	5%	1%	1%	1%	1%	2%	1%
Funeral/Memorial	3%	3%	4%	2%	2%	2%	2%	1%	3%
Hiking	10%	3%	4%	9%	10%	5%	10%	12%	8%
Wildlife Viewing	4%	3%	4%	3%	2%	2%	2%	6%	4%
Winery/Distillery/Brewery Tours	3%	3%	4%	3%	3%	4%	1%	5%	3%
Boating/Sailing	4%	3%	4%	4%	5%	3%	2%	1%	5%

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
Historic Sites	9%	2%	3%	10%	9%	9%	4%	13%	10%
Theme/Water Parks	5%	2%	3%	3%	3%	3%	1%	3%	2%
Movies	3%	2%	2%	2%	2%	1%	2%	2%	2%
Reunion/Graduation	2%	2%	2%	3%	2%	2%	1%	2%	4%
Business/Work	1%	2%	3%	1%	3%	0%	1%	1%	1%
Fishing	4%	2%	2%	4%	6%	2%	2%	2%	6%
Medical/Health/Doctor Visit	2%	2%	3%	3%	6%	1%	2%	1%	3%
Museums, Art Exhibits, etc.	5%	1%	1%	6%	9%	4%	4%	9%	5%
Theater/Dance Performance	1%	1%	1%	1%	1%	1%	0%	0%	1%
Water Sports	2%	1%	2%	2%	1%	1%	2%	3%	2%
Wedding	2%	1%	2%	3%	3%	3%	1%	2%	3%
Golfing	3%	1%	1%	3%	3%	1%	2%	3%	7%
Camping	5%	1%	1%	5%	4%	5%	6%	8%	5%
Spa	2%	1%	2%	1%	2%	0%	4%	1%	1%
Tennis	1%	1%	1%	1%	2%	1%	*	2%	1%
Eco/Sustainable Travel	1%	1%	1%	1%	2%	0%	0%	1%	1%
Snow/Winter Sports	1%	1%	1%	1%	0%	*	*	1%	1%
Extreme/Adventure Sports	1%	0%	0%	1%	1%	0%	0%	0%	1%
Real Estate (buy/sell)	1%	0%	0%	1%	1%	1%	1%	0%	1%
Show: Boat, Car, Home	1%	0%	0%	1%	2%	1%	1%	1%	1%
Service/Volunteerism/Charity	1%	0%	0%	0%	0%	0%	0%	1%	1%
Hunting	1%	0%	0%	1%	2%	0%	*	0%	1%

Segment: Overnight Leisure Person-Stays (%) ● n=486 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.

U.S. Activity Participation = 100

Gambling	Religious/ Faith-Based Conference	Festival/ Fairs	Funeral/ Memorial	Snow/ Winter Sports	Zoo/ Aquarium	Nightlife	Beach/ Waterfront	Business/ Work	Professional Sports Event	Culinary/ Dining Experience	Bicycling	Holiday Celebration
469	236	235	189	137	133	128	126	122	119	116	111	110

Segment: Overnight Leisure Person-Stays (%) ● n=466 household count

Source: 2021 PERFORMANCE/Monitor^{SM}

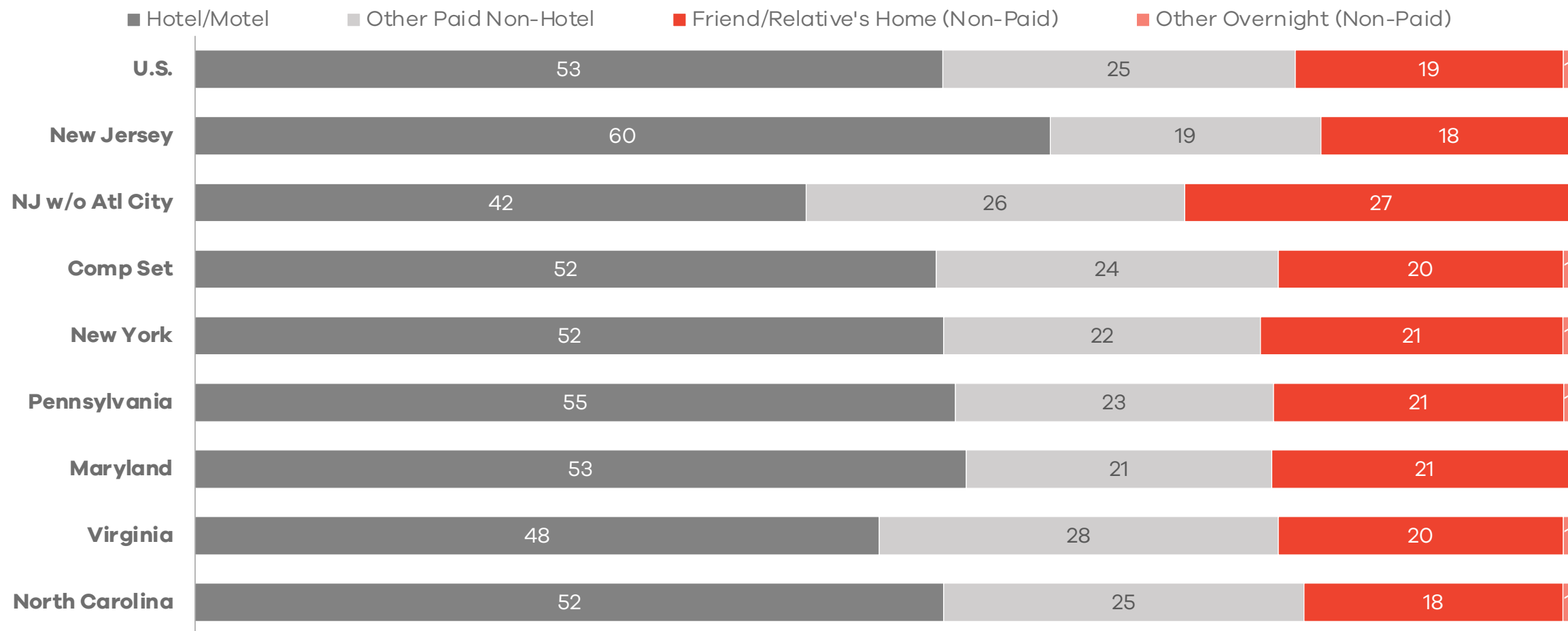MMGY Travel Intelligence

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

Activity	Index
Eco/Sustainable Travel	
Anniversary Celebration	
Live Music	4
Visit Friends/Relatives	
Tennis	93
Winery/Distillery/Brewery Tours	85
Medical/Health/Doctor Visit	82
College Sports Event	74
Wildlife Viewing	74
Reunion/Graduation	73
Shopping	71
Water Sports	70
Theather/Dance Performance	67

Segment: Overnight Leisure Person-Stays (%) ● n=466 household count
Source: 2021 *PERFORMANCE/Monitor*[SM]

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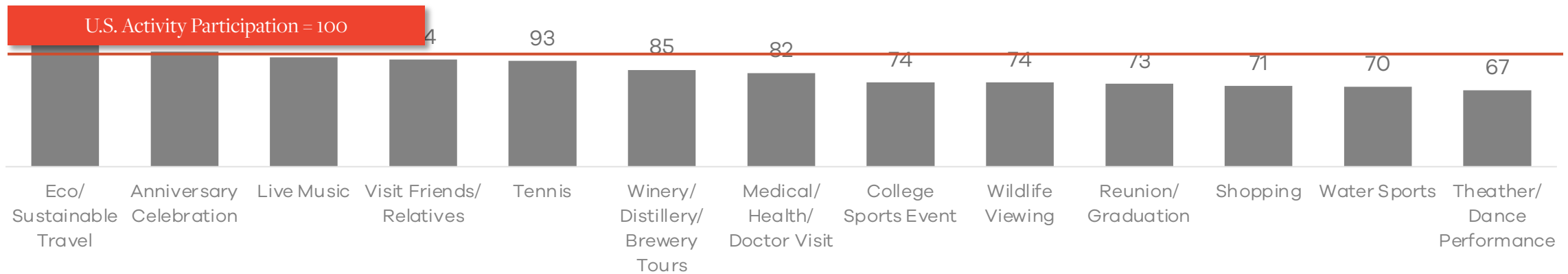
Accommodation Type: U.S., New Jersey, and Comp Set

■ Hotel/Motel   ■ Other Paid Non-Hotel   ■ Friend/Relative's Home (Non-Paid)   ■ Other Overnight (Non-Paid)

	Hotel/Motel	Other Paid Non-Hotel	Friend/Relative's Home (Non-Paid)	Other Overnight (Non-Paid)
U.S.	53	25	19	1
New Jersey	60	19	18	
NJ w/o Atl City	42	26	27	
Comp Set	52	24	20	1
New York	52	22	21	1
Pennsylvania	55	23	21	1
Maryland	53	21	21	
Virginia	48	28	20	1
North Carolina	52	25	18	1

MMGY Travel Intelligence

New Jersey Accommodation Type Comparison
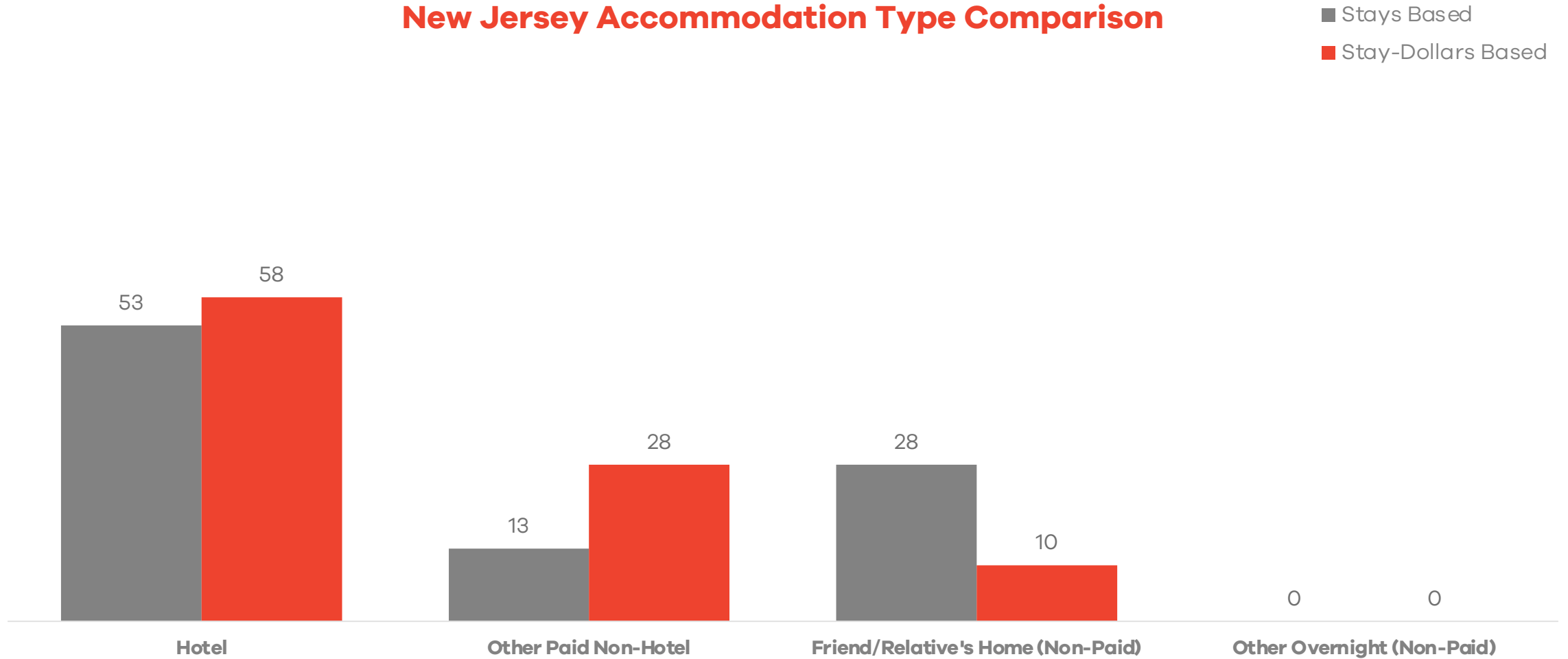
■ Stays Based
■ Stay-Dollars Based

	Hotel	Other Paid Non-Hotel	Friend/Relative's Home (Non-Paid)	Other Overnight (Non-Paid)
Stays Based	53	13	28	0
Stay-Dollars Based	58	28	10	0

Segment: Overnight Leisure (%) ● n=2,322 household count
Source: 2019-2021 PERFORMANCE/Monitor[SM]

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APPENDIX

Household Count

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

Stays

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

Person-Stays

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

Person-Days

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

Trip-Dollars

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

Room-Nights

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

Stay Expenditures

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

Average Party Per Stay Spending

Includes reported expenditures of all travelers (including transportation expenditure) who spend more than $1 on their trip to or within the destination. Individual averages for subgroups of variables, such as accommodation types or activities might be higher than the total average party per stay spending for a destination because the travelers' spending is included only in those subgroups of variables to which the respondent replied.

Traveling Party

Children Present: Is defined as one or more adults accompanied by one or more persons under age 18. The child necessarily has to live in the household.

MM/FF: Include either two females or two males from different households traveling together.

Generations

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

Lifestage Definitions

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

Visitor Profile / Statistical References

Confidence Interval

The confidence interval table indicates how well the data, based on a sample, reflects the entire population of travelers. The smaller the interval, the more relevant the data and the greater confidence we have that the sample number represents the population. Percentage Findings in Report or Data Tables as follows:

	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. Overnight Leisure	16,129	0.1%	0.2%	0.3%	0.5%	0.6%
New Jersey	466	0.8%	1.4%	2.0%	2.9%	3.8%
NJ w/o Atl City	342	0.9%	1.6%	2.3%	3.4%	4.4%
New York	931	0.5%	1.0%	1.4%	2.0%	2.7%
Pennsylvania	717	0.6%	1.1%	1.6%	2.3%	3.1%
Maryland	322	0.9%	1.7%	2.4%	3.5%	4.6%
Virginia	577	0.7%	1.3%	1.8%	2.6%	3.4%
North Carolina	850	0.6%	1.0%	1.5%	2.1%	2.8%

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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