

Results of Three Surveys Show Trends, Opportunities, for Atlantic City's Future

For immediate release

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Galloway, N.J. _ Atlantic City would benefit from a coordinated marketing plan and events that can attract more and younger visitors and emphasize the assets of the city including casinos, beaches and restaurants, according to the results of three recent surveys produced by the Lloyd D. Levenson Institute of Gaming, Hospitality and Tourism (LIGHT) at the Stockton University School of Business.

The survey results indicated most visitors to the resort are ages 40 and older. Younger visitors are interested in the city but are more likely to visit via word of mouth and are influenced by recommendations from their peers and the media.

"While they were separate surveys, there are similar topics and results among all three that indicate trends and opportunities for the resort moving forward," said LIGHT Assistant Director Sarah Grady, who coordinated the studies.

The complete survey results are on the LIGHT website at stockton.edu/light/research.

The three surveys are:

- Atlantic City Lifestyle Tourism survey produced by LIGHT in partnership with the Casino Reinvestment Development Association (CRDA) and Masterpiece Advertising.
- The Atlantic City Restaurant Week 2021 Report, commissioned by the CRDA and the Atlantic City Restaurant Week Committee.
- The Atlantic City Stakeholder Report, which included responses from industry and community leaders, was produced in partnership with the CRDA and Masterpiece Advertising.

Key findings from each survey show:

Atlantic City Lifestyle Tourism Survey

- Individuals traveling with a spouse or significant other were the most common travel group size and composition. Groups traveling with children under the age of 3 were rare.

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Stockton University

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