

## Atlantic City Tourism Performance Indicators: Hotel Spending Shows Positive 1<sup>st</sup> Quarter Trend

Lloyd D. Levenson Institute of Gaming, Hospitality & Tourism RP <( RT280ou)-0.6(7

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Galloway , N.J. - Atlantic City Tourism Performance Indicators (AC-TPI) released by the Lloyd D. Levenson Institute of Gaming, Hospitality and Tourism (LIGHT) today show signs that the 12-month average on three measures of tourism spending is up as of March 2016.

The AC-TPI focuses on three metrics: (1) the Atlantic City Casino Parking Fee, which reflects visitation to the casinos, and the (2) Atlantic County Hotel Occupancy Fee, which reflects overnight tourist spending on accommodations in both casino and non-casino hotels, and the (3) non-casino hotel performance.

“The Atlantic City Casino Parking Fee showed significant growth through last summer, though that growth was tempered in the early part of this year. As of March 2016, the 12-month average was still up 3 percent over the 12 months leading up to March 2015,” said Brian Tyrrell, associate professor of Hospitality and Tourism Management Studies at Stockton University.

Hotel performance, both casino hotels and non-casino hotels, was positive for 10 of the past 12 months. Double-digit gains were realized in July 2015 (13 percent), September 2015 (20 percent) and December 2015 (12 percent).

Rummy Pandit, executive director of the LIGHT added, “non-casino hotel performance in Atlantic County has been particularly strong during the first quarter of 2016, up 11 percent compared to the first quarter of 2015.”

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Tyrrell said that the LIGHT report “shows the casino entertainment and accommodations throughout Atlantic County are performing well over the past 12 months. Strong growth in the non-