

# STOCKTON COLLEGE

THE RICHARD STOCKTON COLLEGE OF NEW JERSEY



## Stockton's Hughes Center Jersey Shorecast Cautiously Calls for Sunny Tourism Season

Region's Experts Says Visitors Will Hit Beaches and Attractions if Businesses  
Provide Value

### For Immediate Release

Friday, March 19, 2010

Contact: Tim Kelly  
Office of Public Relations  
Galloway Township, NJ 08240  
Tim.Kelly@stockton.edu  
(609) 652-4950

Galloway Township, NJ- The Jersey Shore's unique attributes – sandy beaches, family-friendly boardwalks, and scenic views – are the focus of experts presenting data and opinions at the 2

<sup>nd</sup> Annual

Jersey Shorecast hosted by the William J. Hughes Center for Public Policy of The Richard Stockton College of New Jersey.

(bad weather) it is going to impact you.” Despite this, Gillian said his parks have posted strong numbers and have not shown any kind of dip. “We are fortunate to be in Ocean City and Sea Isle, right off the (garden State) Parkway, where (vacation housing) rentals have been strong and where people come even when gas prices go up.”

Dr. Oliver Cooke, a Stockton economics professor and author of several much-quoted studies on the region, backed up those opinions and added such performance was remarkable in the face of other dire numbers.

“Overall employment was down four percent, casino employment’s drop was double that at eight percent, restaurant and bar employment was down five percent, while retail employment remained flat.” Cooke said businesses managed to survive despite such numbers and that certain exceptions, such as Gillian’s, actually thrived. “One of the difficulties in looking at year-to-year numbers is that each year presents its own unique challenges,” he said. “In ’09 it was the weather and the year before gas prices spiked sharply and reduced tourism numbers. So all things usually aren’t equal.”

According to Israel Posner, Executive Director of the Stockton Institute of Gaming said Atlantic City’s casino revenue numbers have dropped but that the city’s re-invention with increased non-casino attractions could play a significant role in making up the difference. “It’s certainly no secret that gaming revenues have dropped but what is not so well-known is that non-casino revenues have reached 20 percent and are growing each year,” Posner said. “As (attractions) continue to increase it is looking more and more promising for Atlantic City.” He added that casinos were evolving more into entertainment venues. With fewer discretionary dollars to give up at the gaming tables, he said visitors were more likely to seek value for their dollars by taking in a show, shopping or hitting the beaches.

Speaking of value, Wieland said technology was playing a large role in visitors’ ability to get the most bang for their bucks. “Mobile devices such as smart phones allow people to shop price on the go,” she said. “Our survey indicated 92 percent of our respondents would be influenced in their decisions by coupons and other discounts, and many of these may be obtained instantly on their phones. Smart vacationers use tools such as Google Alerts to find out where the deals are. They can make spur of the moment decisions. If they don’t come down for a week they still go for what we call a ‘day-cation,’”



From left, Jay Gillian and Dr. Israel Posner

# # #