



Profile of Visitors and Residents in Southern Ocean County NJ: *Focus on Visitor Segments and Spending*

BRIAN J. TYRRELL, PH.D.

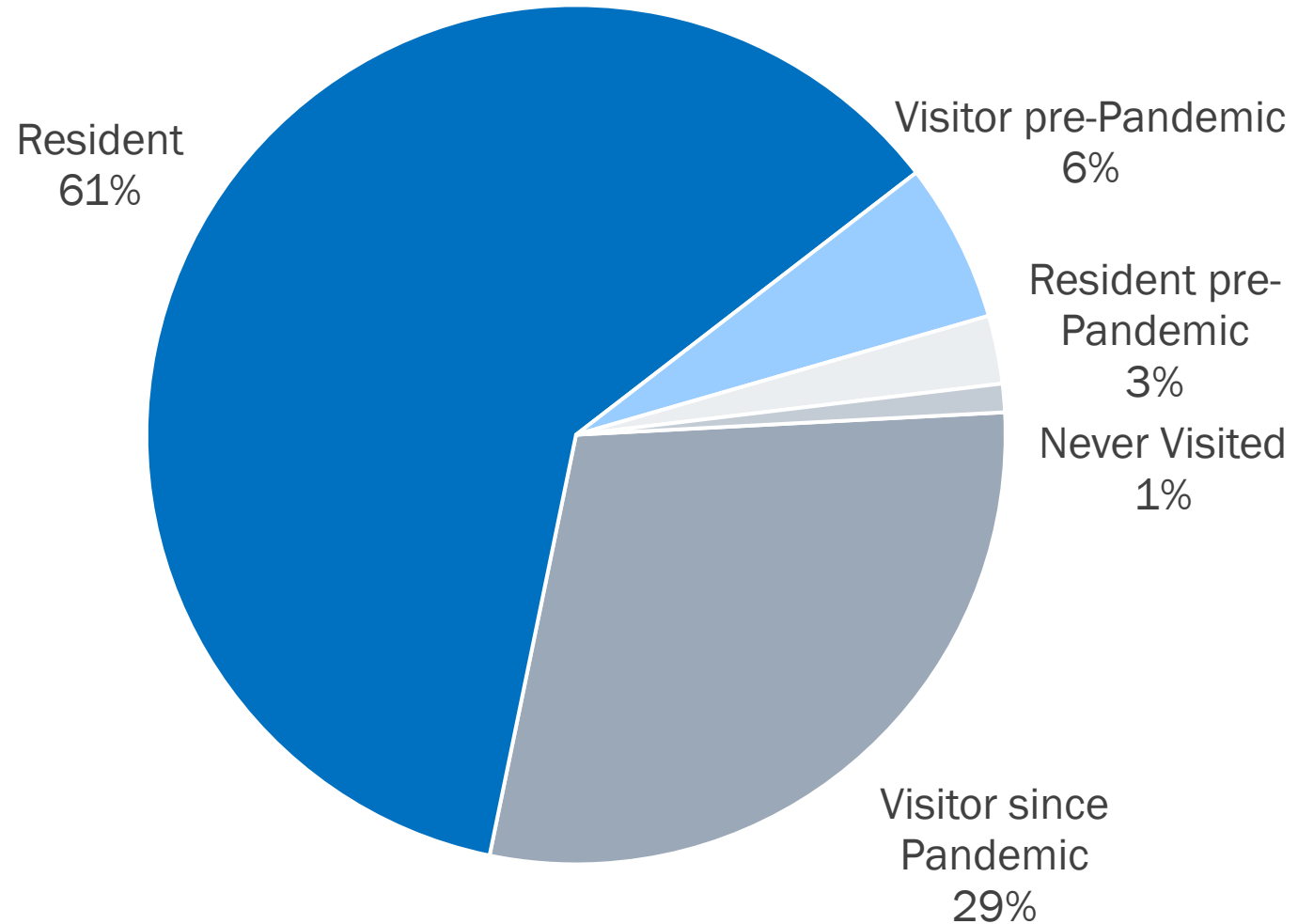
TRAVEL AND TOURISM

RESEARCH AND TRAINING ASSOCIATES

Resident or Visitor, pre or post-Pandemic

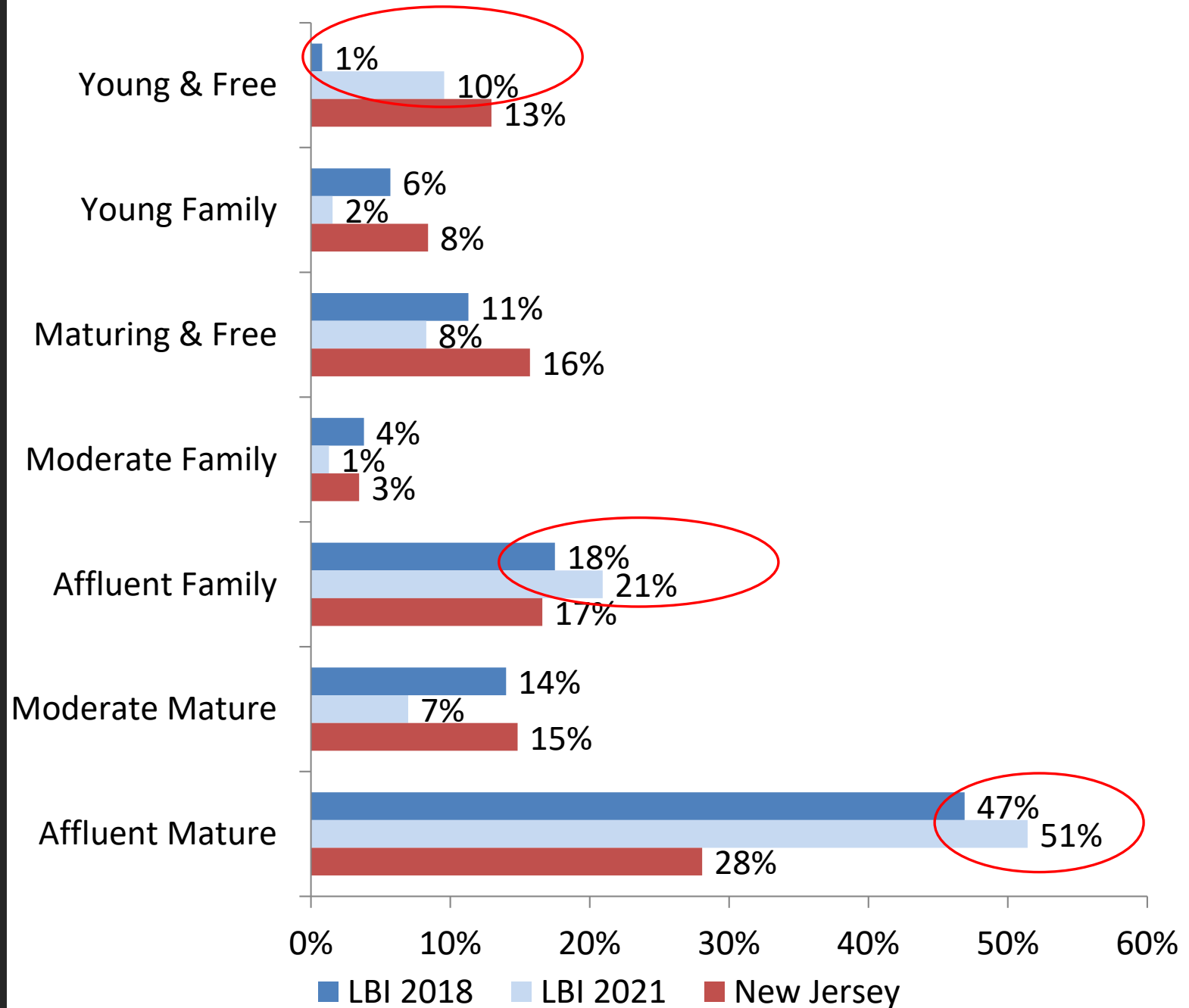
Have you visited (less than 3 weeks) or resided (having stayed 3 weeks or longer) in the LBI Region since March of 2020, roughly the first month of the pandemic in the US?

541 residents and visitors responded to the survey.



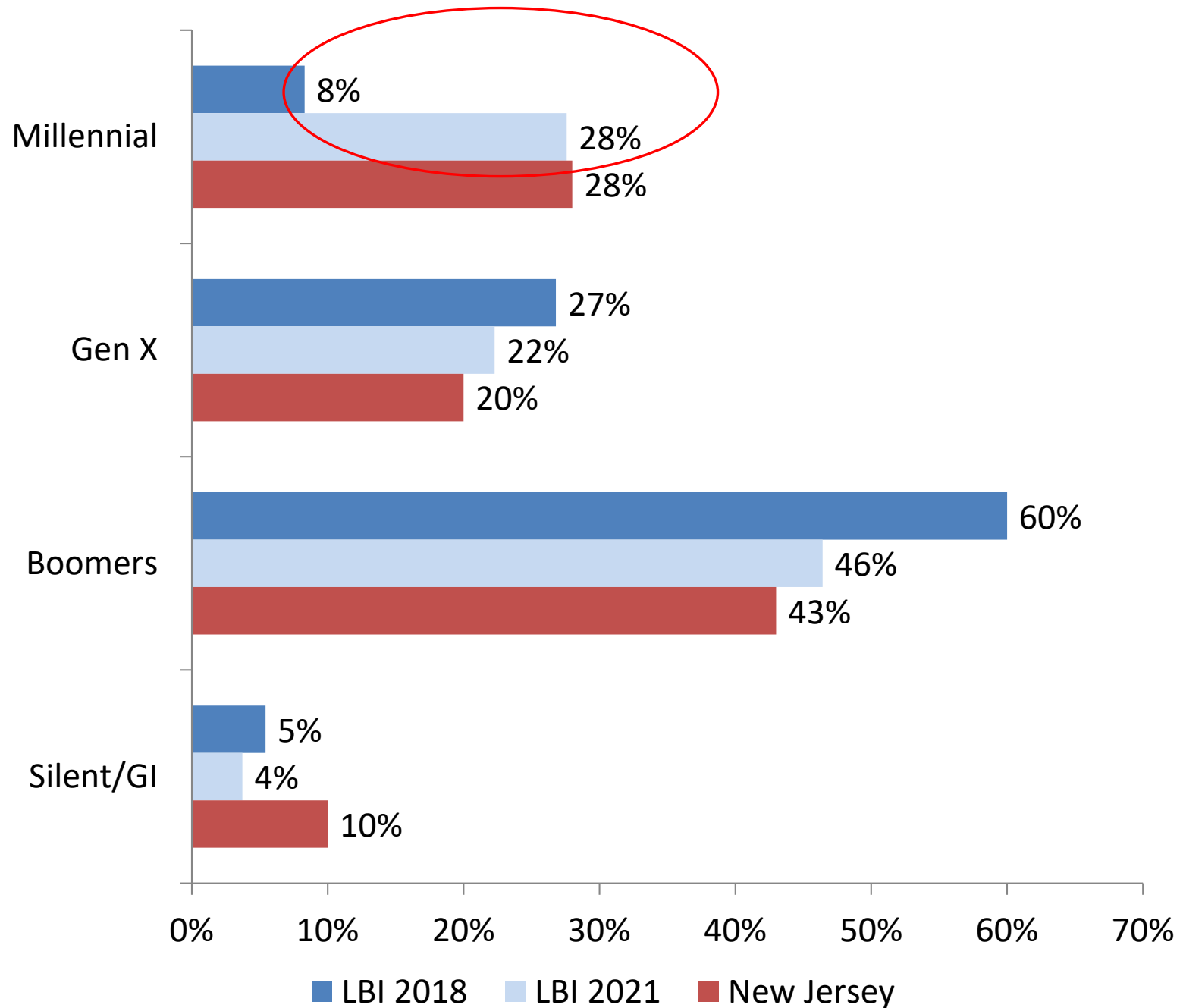
Growth in Key Lifestage Segments

- Growth was experienced in the proportion of visitors identifying with the affluent (family and mature) Lifestage segments
- Growth in the Young & Free was significant



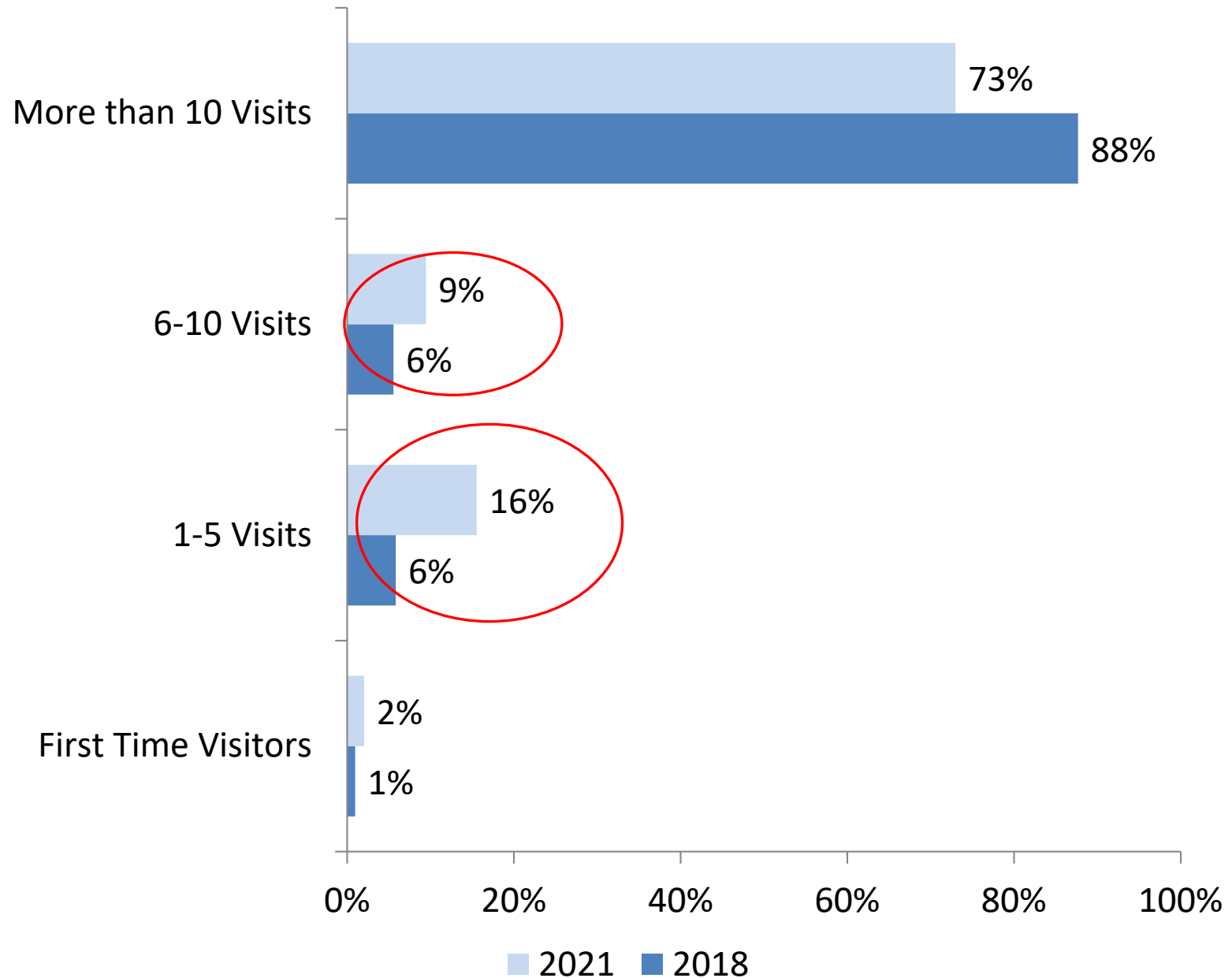
A Shifting of the Generations?

Significant growth in the Millennial generation, now mirroring more closely across all segments the Generational pattern of the average NJ visitor



Relatively Newer Visitors

Relative to the 2018 visitor, those visitors surveyed this past year were relatively newer visitors, highlighted by 15% fewer visitors having had visited 10 or more previous times.

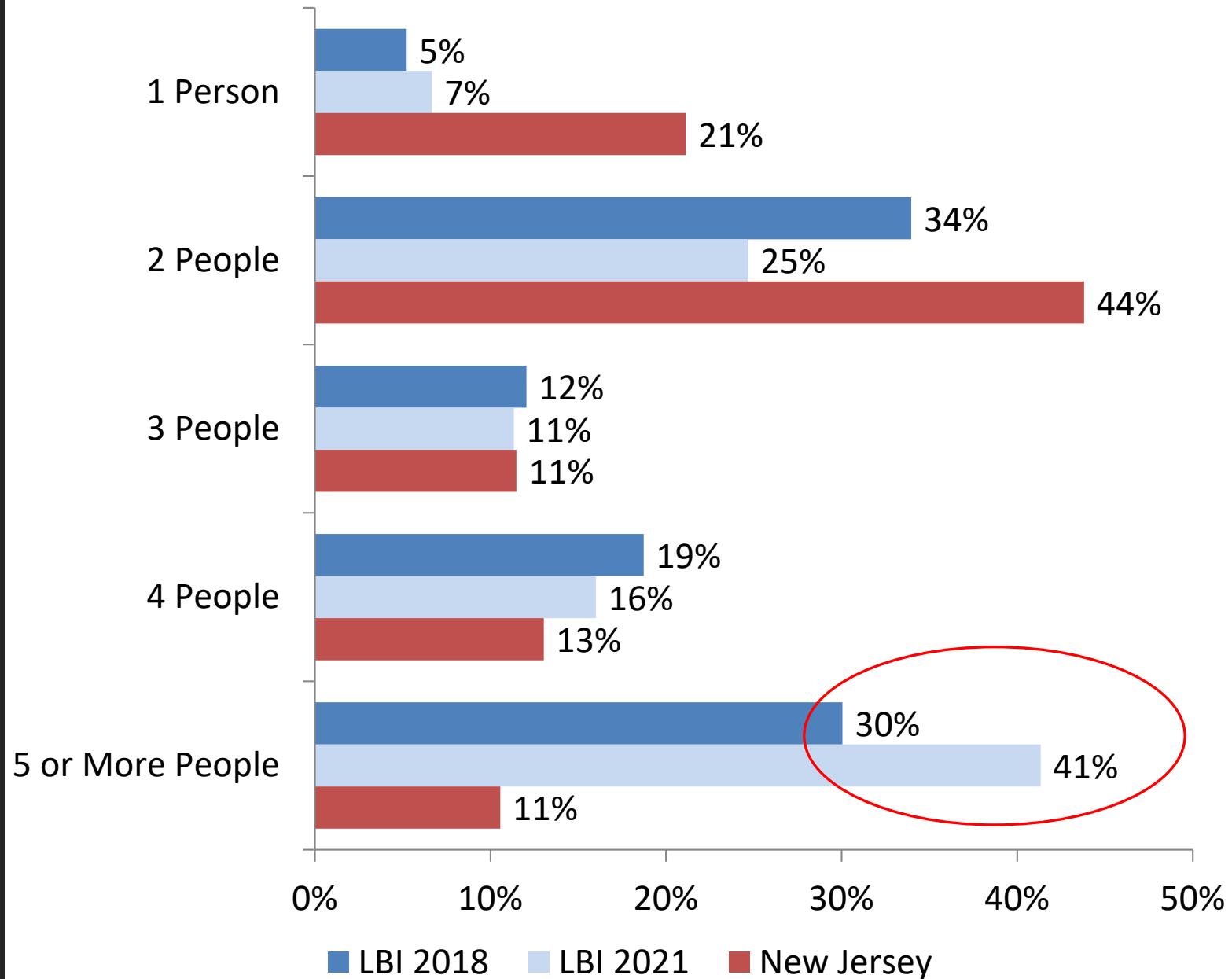


Growth in Trip Party Size

The party just got bigger!

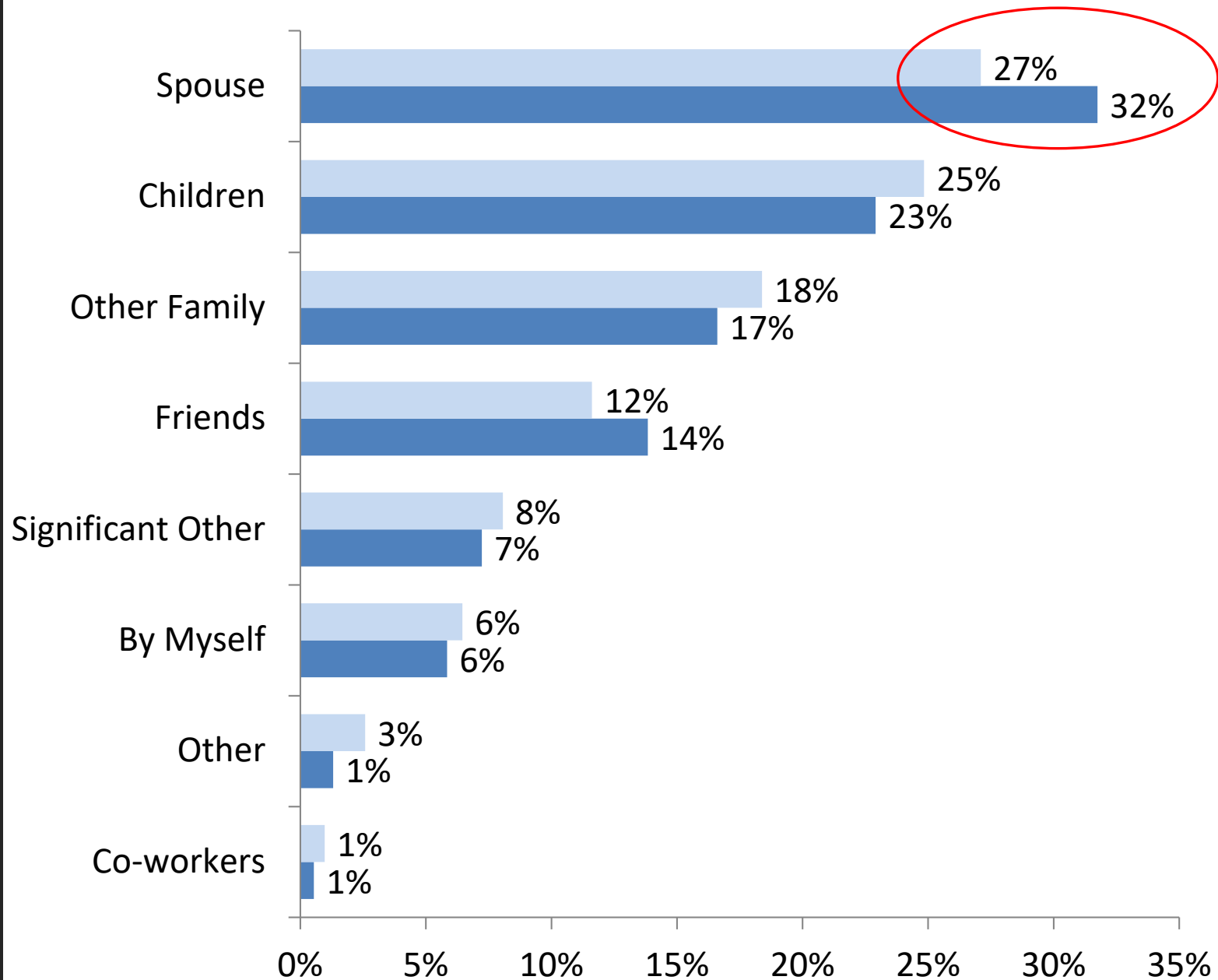
Significant growth was had in trip party sizes of 5 or more people, up 11%.

This might very well be as a result of folks using their LBI vacation home to quarantine.



Who were they Traveling With?

Party composition remained fairly stable, though 5% fewer were traveling with their spouse.

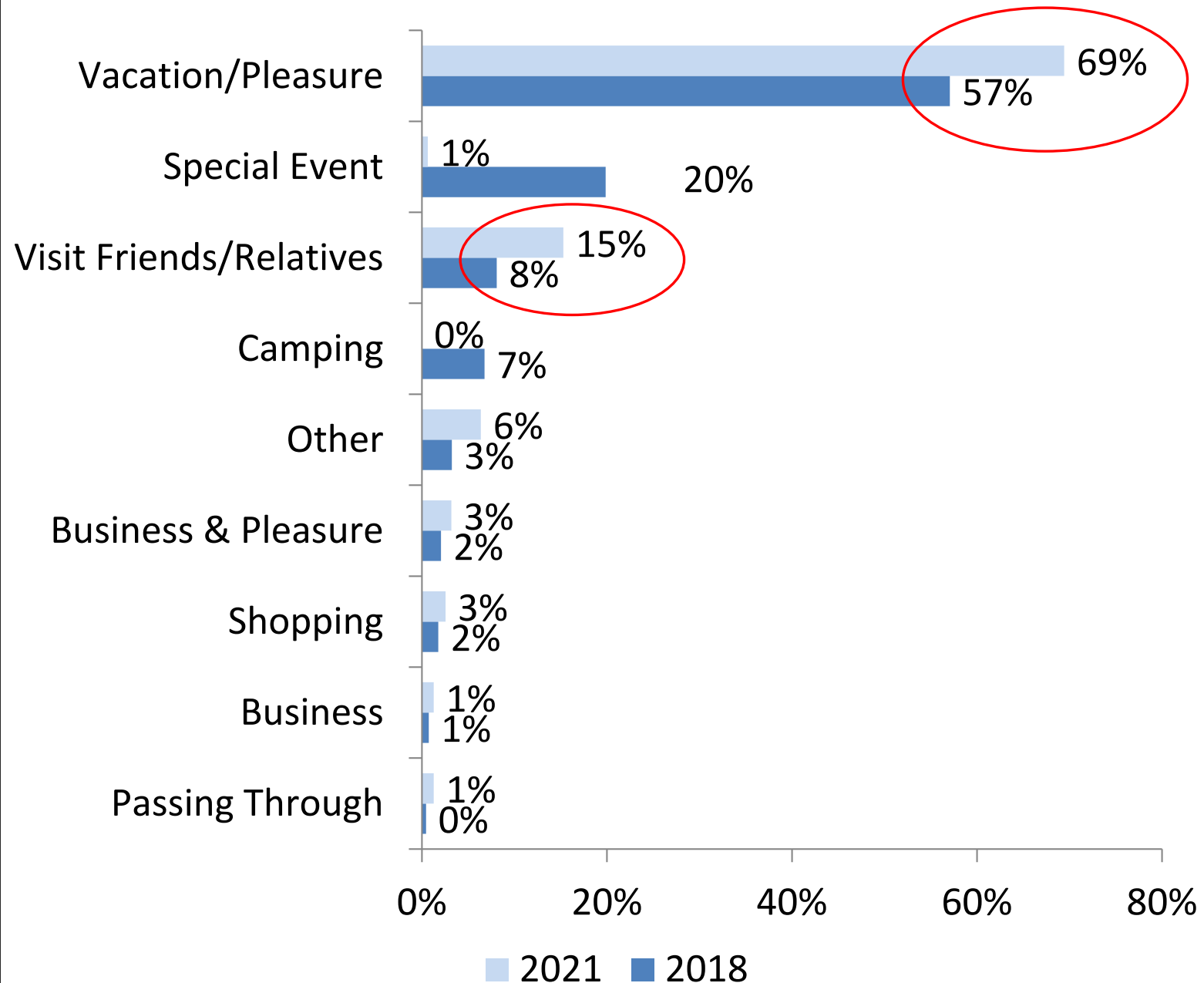


Primary Reason for Visiting the LBI Region

12% more visitors in 2021 reported having visited the LBI Region primarily for vacation or pleasure.

7% more were primarily visiting friends or relatives.

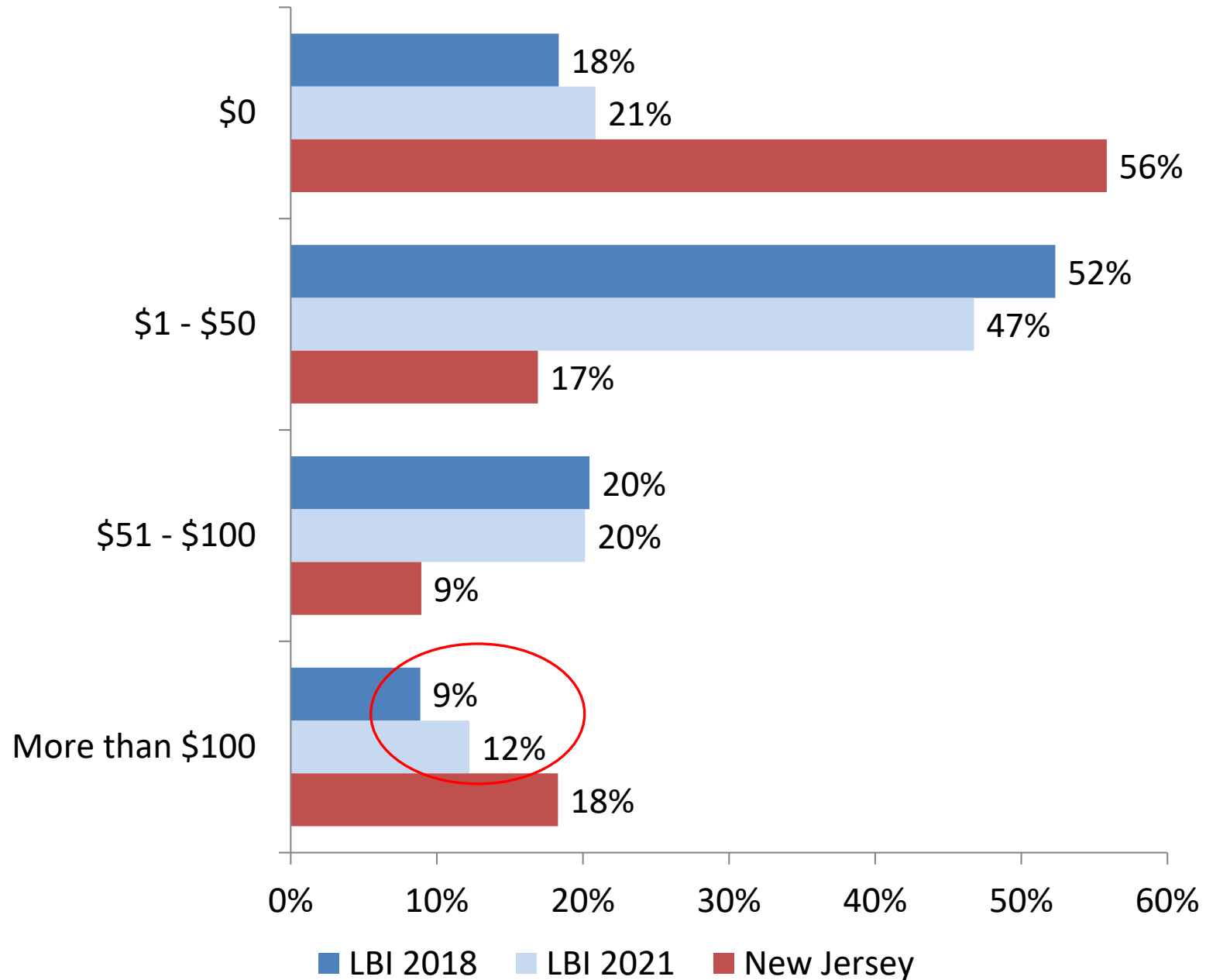
19% fewer reported visiting primarily for attending a special event.



Spending on Entertainment ...UP!

3% more LBI Region visitors reported entertainment expenditures in excess of \$100.

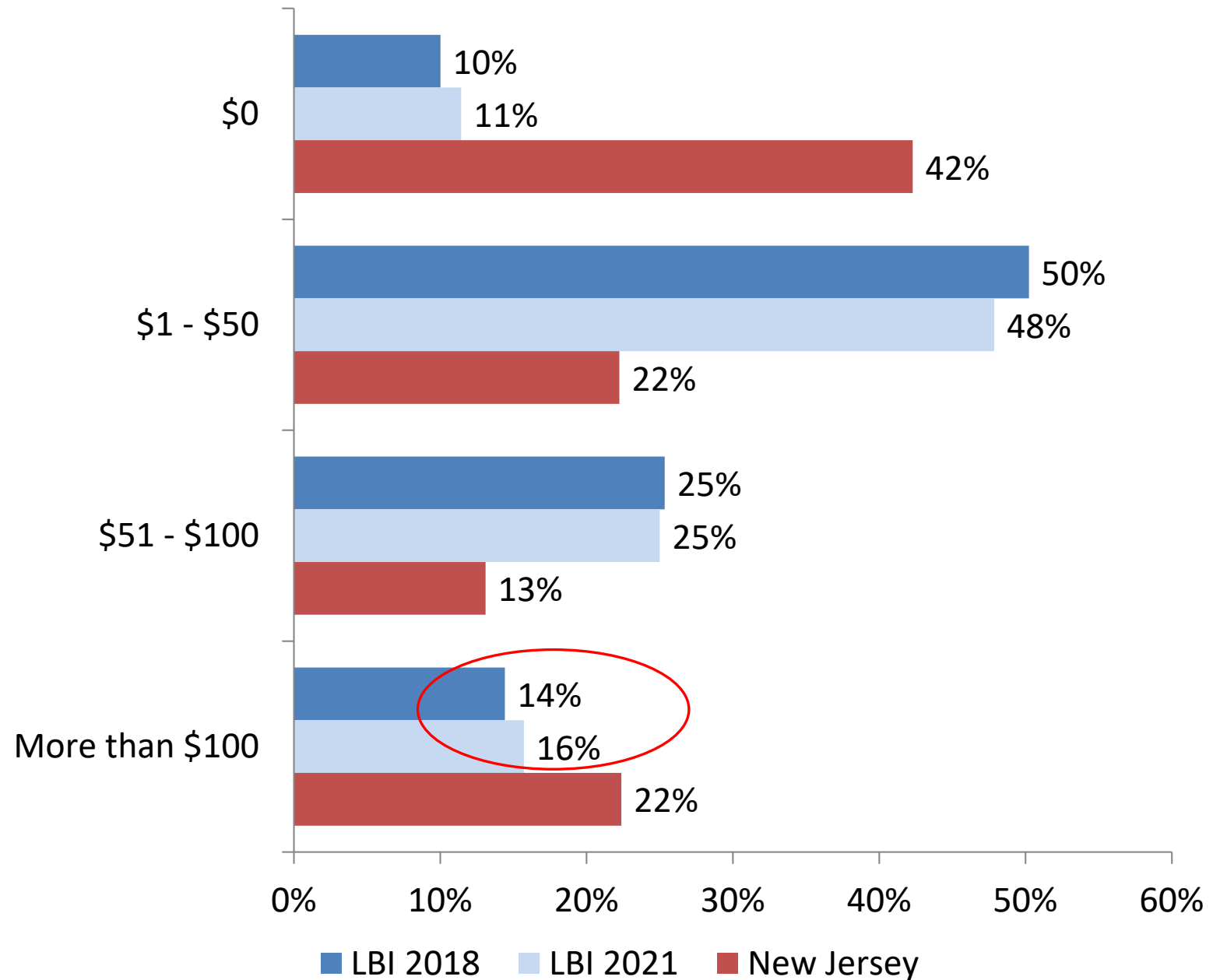
Though not a dramatic increase, it needs to be considered in the context of similar trends across spending categories as the next few slides will reveal.



Spending on Shopping...UP!

Though marginal (up 2%), more visitors again reported spending in the highest category in 2021 relative to their shopping behavior.

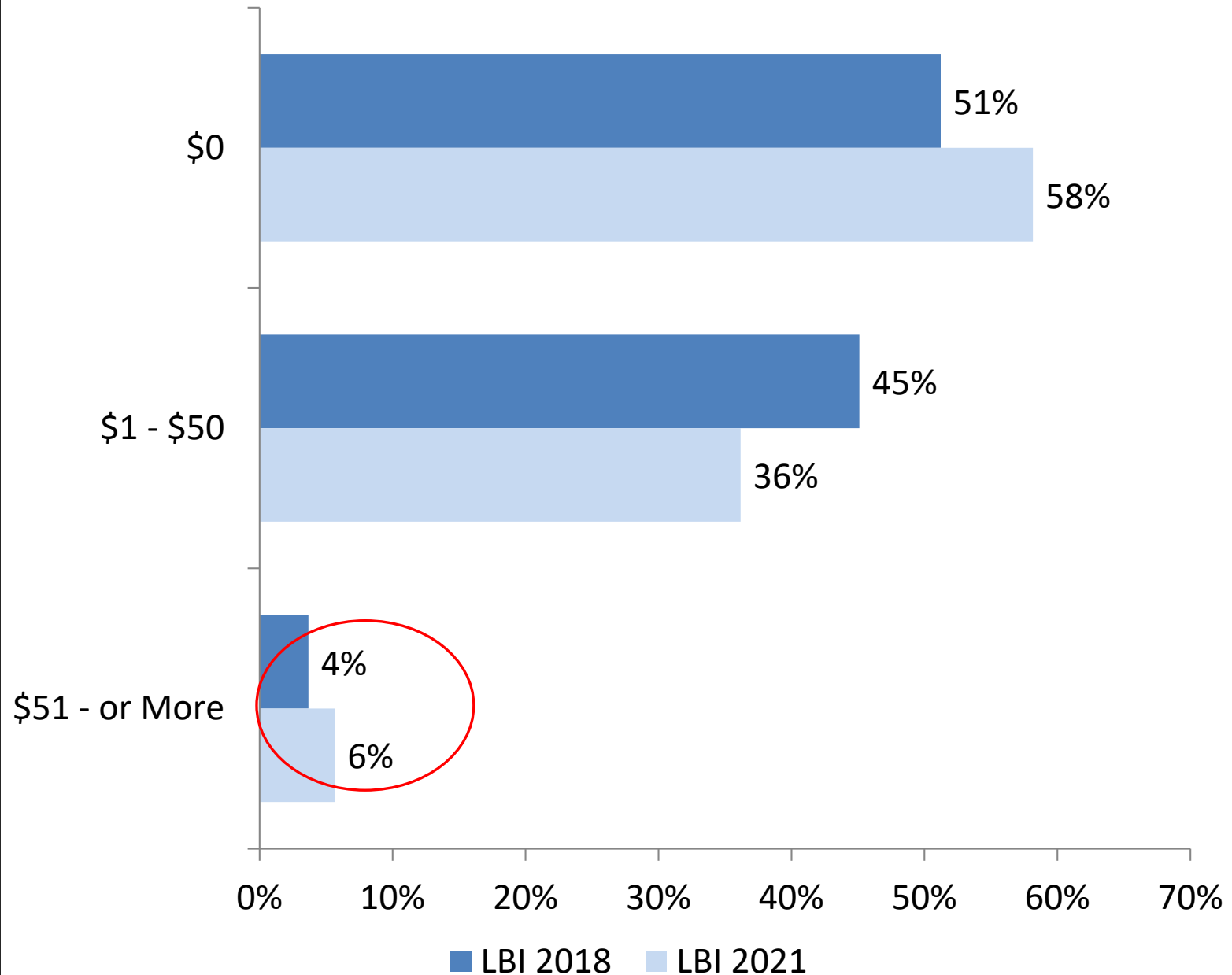
Generally, shopping expenditures remained stable over the three years.



Spending on Transportation ...UP!

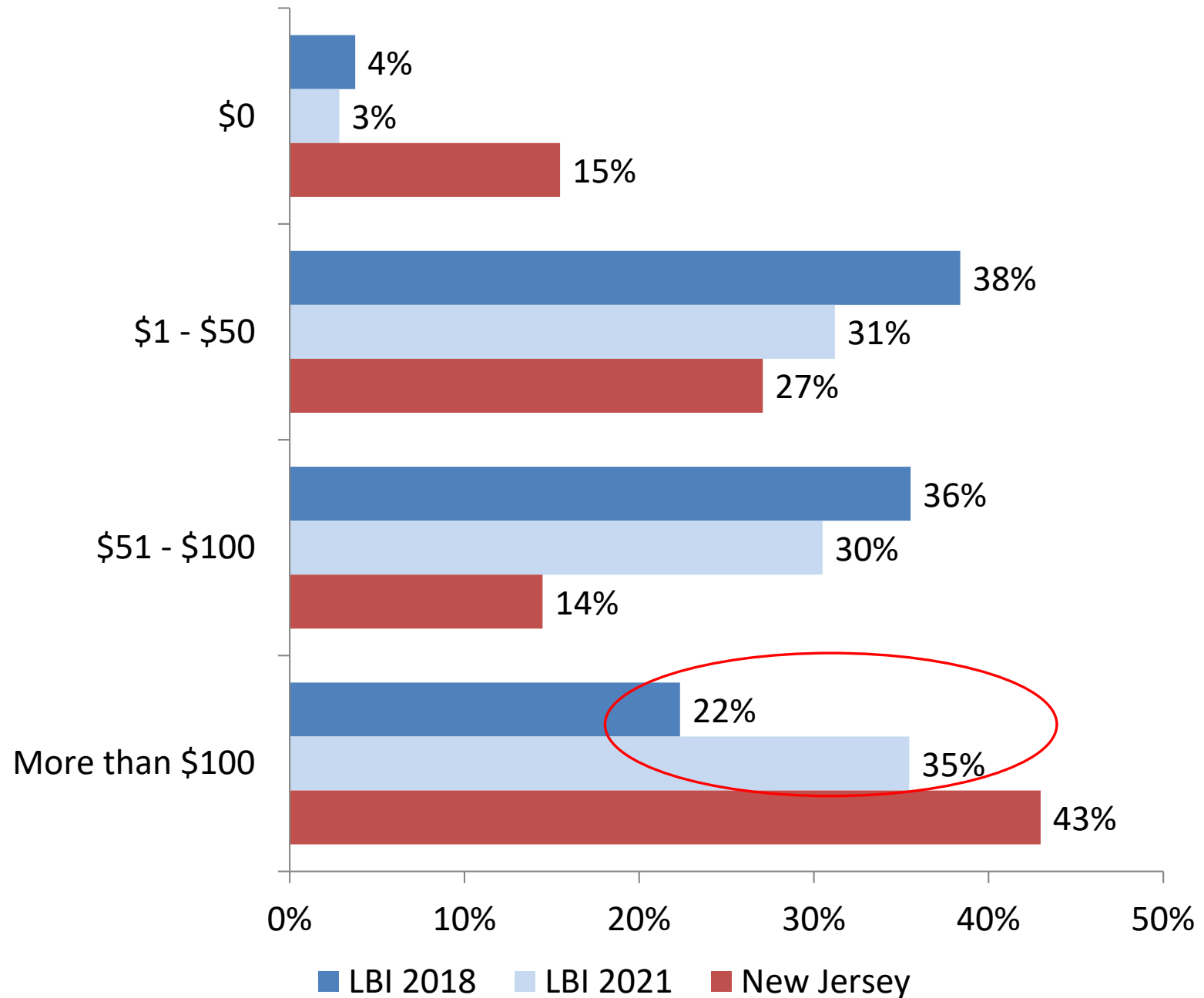
Spending on transportation in the highest (\$51 or More) was up slightly as well.

Unfortunately, those reporting no spending at all was up as well relative to transportation expenses (up 7%).



Spending on Food and Drink....UP!

13% more visitors reported spending more than \$100/day on food and drink in 2021, more closely mirroring state averages inflated by North Jersey and Atlantic City.



Questions and Thanks

Brian J. Tyrrell, Ph.D,
Professor & Chair
Hospitality, Tourism & Event Management
School of Business
Stockton University
3711 Atlantic Avenue
Atlantic City, NJ 08401
(609) 761-1266 (Office)
(609) 576-7766 (Cell)

