



Atlantic City Tourism Performance Indicators: 2017 Showing Healthy Gains Despite Some Slowing in Third Quarter

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Galloway, NJ- Atlantic City Tourism Performance Indicators (AC-TPI), released by the Lloyd D. Levenson Institute of Gaming, Hospitality and Tourism (LIGHT) today, showed healthy year-over-year gains despite some short-term losses in the third quarter of 2017.

The AC-TPI uses year-over-year percentage changes in the monthly figures of three key performance measures: the Atlantic County Lodging Fee per 100 rooms, the Atlantic City Casino Parking Fee per 100 spaces, and the Atlantic County non-casino Revenue per Available Room (RevPAR), as an effective proxy for the performance of the tourism economy in Atlantic City.

“All three performance indicators showed strong results in the month of July,” said Brian Tyrrell, professor of Hospitality and Tourism Management Studies at Stockton University. “August and September were mixed, however, with the Casino Parking Fee showing strong year-over-year gains, but the lodging metrics both showing slight declines.”

The Casino Parking Fee reached a new near-term peak, \$181 earned per 100 parking spaces, in September 2017. That is higher than prior to the casino closures (\$171, September 2012).

Non-Casino RevPAR saw healthy gains in July (5%), but slipped in August (-5%) and September (-4%).

The Atlantic County Lodging Fee performed similarly to the Non-Casino RevPAR with 11% gains in July followed by year-over-year losses in August (-3%) and September (-2%).

Rummy Pandit, Executive Director of the LIGHT, said: “Despite a tapering off in the last two months of the quarter, the lodging fee and non-casino RevPAR finished the quarter with modest increases (7% and 4%) over the year-to-date. The Atlantic County Lodging Fee per 100 rooms stands at the second highest per-room collection over a twelve-month basis ever (\$685), exceeded only by the same

period ending July 2017 (\$693)”

Click [here](#) for the complete AC-TPI Q3 2017 report or visit: www.stockton.edu/light and click on Publications.

For additional information, contact Brian Tyrrell (brian.tyrrell@stockton.edu) or Rummy Pandit (rummy.pandit@stockton.edu).

The Lloyd D. Levenson Institute of Gaming, Hospitality & Tourism (LIGHT) at Stockton University provides a forum for public policy discussions regarding the gaming, hospitality and tourism industries in New Jersey. The Levenson Institute engages our faculty, students and others in research, conferences and report writing to support sound decision making among policy makers and leaders in the region’s three largest industries.

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