2007 Visitor Profile

NEW JERSEY

Presented by:

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Vice President, Account Services

May 16, 2008
About DKSA

- Founded in 1982 by Douglas Shifflet
- Largest historical consumer travel database
- Domestic travel data for States, Cities, Attractions, Accommodations, Transportation
- Customized client research (image, ROI, etc.)
- Clients
  - Destinations (including New Jersey since 2003)
  - Hotel organizations
  - U.S. Department of Commerce, Travel Associations
Destination Marketing Model

Market Assessment
How many visitors?

Targeting
Who are they?

Positioning
What do they do here?

Communicating
Where is the opportunity?
How many visit New Jersey?

In 2007....

- New Jersey hosted a record **75.2 million** visitors
- Spending a record **$16.4 billion** dollars
How many visit New Jersey?

<table>
<thead>
<tr>
<th>Travel Parties Visitors Person-Days Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY2006</td>
</tr>
<tr>
<td>Travel Parties</td>
</tr>
<tr>
<td>in (000)</td>
</tr>
<tr>
<td>0</td>
</tr>
<tr>
<td>50</td>
</tr>
<tr>
<td>100</td>
</tr>
<tr>
<td>150</td>
</tr>
<tr>
<td>200</td>
</tr>
</tbody>
</table>

- **Party size**: FY2007 increased by 3% compared to FY2006.
- **Stay Length**: FY2007 increased by 6% compared to FY2006.

FY2006: 2.2%
How many visit New Jersey?

- **Visitors**
  - 2006: 71.7 million
  - 2007: 75.2 million

- **Direct Spending**
  - 2006: $15.7 billion
  - 2007: $16.4 billion

- **Changes**
  - Visitors: 3.5 million
  - Direct Spending: $845.3 million
Who spends the most?

FY2007 Share of Total travel
Where do they come from?

Top 5 Origin DMAs (FY2007)

<table>
<thead>
<tr>
<th>DMA</th>
<th>Share of NJ</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York, NY</td>
<td>41.5%</td>
</tr>
<tr>
<td>Philadelphia, PA</td>
<td>24.4%</td>
</tr>
<tr>
<td>Washington, DC</td>
<td>6.3%</td>
</tr>
<tr>
<td>Baltimore, MD</td>
<td>2.5%</td>
</tr>
<tr>
<td>Wilkes-Barre/Scranton, PA</td>
<td>2.1%</td>
</tr>
</tbody>
</table>

FY 2007 Share of Overnight Leisure Person-Stays
Where do they go?

Atlantic City
Where do they go?

<table>
<thead>
<tr>
<th>New Jersey Regions</th>
<th>New Jersey</th>
<th>New Jersey without Atlantic City</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greater Atlantic City</td>
<td>48%</td>
<td>6%</td>
</tr>
<tr>
<td>Southern Shore</td>
<td>14%</td>
<td>25%</td>
</tr>
<tr>
<td>Gateway</td>
<td>13%</td>
<td>24%</td>
</tr>
<tr>
<td>Shore</td>
<td>12%</td>
<td>22%</td>
</tr>
<tr>
<td>Skylands</td>
<td>7%</td>
<td>12%</td>
</tr>
<tr>
<td>Delaware River</td>
<td>6%</td>
<td>11%</td>
</tr>
</tbody>
</table>

FY2007 Share of New Jersey Overnight Leisure Person-Stays
Who are they?

- Average Age = 47 years
  - NJ - AC = 43 years
  - U.S. = 45
  - Competitive Set = 44

- 65% have *no* children in their household
  - NJ - AC, U.S. and Competitive Set = 58%

- Average household income = $88,900
  - NJ - AC = $86,400
  - U.S. = $74,600
  - Competitive Set = $76,500
### Who are they?

**DKSA Lifestages**

<table>
<thead>
<tr>
<th>Lifestages</th>
<th>Age of the Household Head</th>
<th>Household Income</th>
<th>Children under Age 18 in Household</th>
</tr>
</thead>
<tbody>
<tr>
<td>Young &amp; Free</td>
<td>18-34 years</td>
<td>any</td>
<td>no</td>
</tr>
<tr>
<td>Young Family</td>
<td>18-34 years</td>
<td>any</td>
<td>yes</td>
</tr>
<tr>
<td>Maturing &amp; Free</td>
<td>35-54 years</td>
<td>any</td>
<td>no</td>
</tr>
<tr>
<td>Moderate Family</td>
<td>35-54 years</td>
<td>Under $75K</td>
<td>yes</td>
</tr>
<tr>
<td>Affluent Family</td>
<td>35-54 years</td>
<td>$75K or higher</td>
<td>yes</td>
</tr>
<tr>
<td>Moderate Mature</td>
<td>55 years or older</td>
<td>Under $60K</td>
<td>no</td>
</tr>
<tr>
<td>Affluent Mature</td>
<td>55 years or older</td>
<td>$60K or higher</td>
<td>no</td>
</tr>
</tbody>
</table>
Who are they?

**U.S.**

- Family (Net): 41, 39
- Young Family: 18, 14, 20
- Moderate Family: 10, 6, 7
- Affluent Family: 11, 12, 14, 12

**New Jersey**

- No Children (Net): 66

**New Jersey w/o Atlantic City**

- Young & Free: 17
- Maturing & Free: 18
- Moderate Mature: 10
- Affluent Mature: 15

**Competitive Set**

- New York, Maryland
- Pennsylvania, Virginia
- North Carolina

FY 2007 Share of Overnight Leisure Visitors (Person-Stays)
Who are they?

**New Jersey Travel Parties**

- Family (Net): 25, 28
- Young Family: 9, 9
- Moderate Family: 6, 7
- Affluent Family: 10, 12

**New Jersey Trip Dollars**

- No Children (Net): 75, 71
- Young & Free: 17, 16
- Maturing & Free: 20, 22
- Moderate Mature: 11, 9
- Affluent Mature: 27, 24

**New Jersey w/o Atlantic City Travel Parties**

- Family (Net): 30, 33
- Young Family: 12, 11
- Moderate Family: 7, 8
- Affluent Family: 11, 14

**New Jersey w/o Atlantic City Trip Dollars**

- No Children (Net): 69, 65
- Young & Free: 20, 18
- Maturing & Free: 20, 20
- Moderate Mature: 9, 8
- Affluent Mature: 20, 19

FY 2005-2007 Share of Overnight Leisure
Why do they come?

- 3 in 10 for a Getaway Weekend
- 1 in 4 Visit Friends or Relatives

New Jersey excluding Atlantic City

- 4 in 10 Visit Friends or Relatives
- 1 in 5 for a Getaway Weekend
Why do they Come?

FY 2007 Share of Overnight Leisure Visitors (Person-Stays)
Why do they come?

- New Jersey Travel Parties
- New Jersey Trip Dollars

Getaway Weekend
- 35
- 32

General Vacation
- 16
- 24

Special Event
- 11
- 12

Other Personal
- 12
- 10

Visit Friends & Relatives
- 25
- 21

FY 2005-2007 Share of Overnight Leisure
How do they get here?

Average one-way distance traveled

257 miles

FY 2007 Share of Overnight Leisure Person-Stays
When do they come?

- Third Quarter is the most popular quarter to start travel to New Jersey
- July is the most popular month for travel
When do they Come?

U.S.  New Jersey  New Jersey w/o Atlantic City  Competitive Set

First Quarter (Jan-Mar)  Second Quarter (Apr-Jun)  Third Quarter (Jul-Sep)  Fourth Quarter (Oct-Dec)

FY 2007 Share of Overnight Leisure Visitors (Person-Stays)
When do they come?

First Quarter (Jan-Mar)
Second Quarter (Apr-Jun)
Third Quarter (Jul-Sep)
Fourth Quarter (Oct-Dec)

New Jersey Travel Parties
New Jersey Trip Dollars

New Jersey w/o Atlantic City Travel Parties
New Jersey w/o Atlantic City Trip Dollars

FY 2005-2007 Share of Overnight Leisure
Who do they come with?

- **67% are parties of 2 or less**
  - NJ-AC = 65%
  - U.S. and Competitive Set = 60%

- **18% of travel parties include children**
  - NJ-AC = 26%
  - U.S. and Competitive Set = 27%

- **Average Party Size = 2.29 persons**
  - NJ-AC = 2.32
  - U.S. = 2.44
  - Competitive Set = 2.37
Who do they come with?

U.S.  New Jersey  New Jersey w/o Atlantic City  Competitive Set

<table>
<thead>
<tr>
<th></th>
<th>One Adult</th>
<th>Couple</th>
<th>MM/FF</th>
<th>Three or More Adults</th>
<th>Children Present</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>24</td>
<td>36</td>
<td>6</td>
<td>7</td>
<td>27</td>
</tr>
<tr>
<td>New Jersey</td>
<td>24</td>
<td>43</td>
<td>6</td>
<td>8</td>
<td>26</td>
</tr>
<tr>
<td>New Jersey w/o Atlantic City</td>
<td>30</td>
<td>35</td>
<td>3</td>
<td>5</td>
<td>18</td>
</tr>
<tr>
<td>Competitive Set</td>
<td>28</td>
<td>32</td>
<td>5</td>
<td>7</td>
<td>28</td>
</tr>
</tbody>
</table>

FY 2007 Share of Overnight Leisure Travel Parties (Stays)
Who do they come with?

New Jersey Travel Parties

New Jersey Trip Dollars

One Adult | Couple | MM/FF | Three or More Adults | Children Present
---|---|---|---|---
20 | 48 | 7 | 7 | 18
10 | 44 | 6 | 14 | 18

New Jersey w/o Atlantic City Travel Parties

New Jersey w/o Atlantic City Trip Dollars

One Adult | Couple | MM/FF | Three or More Adults | Children Present
---|---|---|---|---
24 | 39 | 6 | 5 | 27
12 | 36 | 4 | 11 | 38

FY 2005-2007 Share of Overnight Leisure
Where do they stay?

- **66% stay in paid accommodations**
  - NJ-AC = 45%
  - U.S. = 58%
  - Competitive Set = 53%

- **29% stay in private homes**
  - NJ-AC = 48%
  - U.S. = 33%
  - Competitive Set = 37%
Where do they stay?

<table>
<thead>
<tr>
<th></th>
<th>U.S.</th>
<th>New Jersey</th>
<th>New Jersey w/o Atlantic City</th>
<th>Competitive Set</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hotel</strong></td>
<td>48</td>
<td>59</td>
<td>43</td>
<td>35</td>
</tr>
<tr>
<td><strong>Other Paid</strong></td>
<td>10</td>
<td>7</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td><strong>Private Home</strong></td>
<td>33</td>
<td>29</td>
<td>48</td>
<td>37</td>
</tr>
<tr>
<td><strong>All Other</strong></td>
<td>9</td>
<td>5</td>
<td>7</td>
<td>10</td>
</tr>
</tbody>
</table>

FY 2007 Share of Overnight Leisure visitors (Person-Stays)
Where do they stay?

**New Jersey Travel Parties**

- Hotel: 60
- Other Paid: 5
- Private Home: 7

**New Jersey Trip Dollars**

- Hotel: 67
- Other Paid: 7
- Private Home: 28
- All Other: 23

**New Jersey w/o Atlantic City Travel Parties**

- Hotel: 45
- Other Paid: 8
- Private Home: 50

**New Jersey w/o Atlantic City Trip Dollars**

- Hotel: 33
- Other Paid: 11
- Private Home: 39
- All Other: 9

FY 2005-2007 Share of Overnight Leisure
How long do they stay?

- 73% stay 2 or less nights
- 13% stay 4 or more nights
- Average Length of Stay 2.23 nights
  - NJ-AC = 2.68
  - U.S. = 2.91
  - Competitive Set = 2.79
How long do they stay?

<table>
<thead>
<tr>
<th></th>
<th>U.S.</th>
<th>New Jersey</th>
<th>New Jersey w/o Atlantic City</th>
<th>Competitive Set</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 night</td>
<td>35</td>
<td>34</td>
<td>36</td>
<td>46</td>
</tr>
<tr>
<td>2 nights</td>
<td>28</td>
<td>27</td>
<td>28</td>
<td>28</td>
</tr>
<tr>
<td>3 nights</td>
<td>14</td>
<td>14</td>
<td>18</td>
<td>18</td>
</tr>
<tr>
<td>4-7 nights</td>
<td>18</td>
<td>11</td>
<td>16</td>
<td>17</td>
</tr>
<tr>
<td>8+ nights</td>
<td>5</td>
<td>2</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

FY 2007 Share of Overnight Leisure travel parties (Stays)

States:
- New York
- Maryland
- Pennsylvania
- Virginia
- North Carolina

Legend:
- U.S.
- New Jersey
- New Jersey w/o Atlantic City
- Competitive Set
How long do they stay?

New Jersey Travel Parties

- 1 night: 43
- 2 nights: 32
- 3 nights: 31
- 4-7 nights: 12
- 8+ nights: 14

New Jersey Trip Dollars

- 1 night: 28
- 2 nights: 14
- 3 nights: 10
- 4-7 nights: 20
- 8+ nights: 7

New Jersey w/o Atlantic City Travel Parties

- 1 night: 32
- 2 nights: 32
- 3 nights: 24
- 4-7 nights: 30
- 8+ nights: 12

New Jersey w/o Atlantic City Trip Dollars

- 1 night: 17
- 2 nights: 17
- 3 nights: 16
- 4-7 nights: 5
- 8+ nights: 12

FY 2005-2007 Share of Overnight Leisure
What do they think?

New Jersey Destination Ratings
(% Excellent (8-10) Ratings)

Satisfaction

Value

FY 2007 Share of Overnight Leisure visitors (Person—Stays)
## What do they do here?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Jersey Travel Parties</th>
<th>Jersey Trip-Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gamble</td>
<td>41 41</td>
<td></td>
</tr>
<tr>
<td>Dining</td>
<td>35 53</td>
<td></td>
</tr>
<tr>
<td>Entertainment</td>
<td>31 50</td>
<td></td>
</tr>
<tr>
<td>Night Life</td>
<td>24 25</td>
<td></td>
</tr>
<tr>
<td>Shopping</td>
<td>22 39</td>
<td></td>
</tr>
<tr>
<td>Beach, Waterfront</td>
<td>20 28</td>
<td></td>
</tr>
<tr>
<td>Sightseeing</td>
<td>11 16</td>
<td></td>
</tr>
<tr>
<td>Concert, Play, Dance</td>
<td>8 11</td>
<td></td>
</tr>
<tr>
<td>Festival, Craft Fair</td>
<td>3 4</td>
<td></td>
</tr>
<tr>
<td>Group Tour</td>
<td>3 4</td>
<td></td>
</tr>
<tr>
<td>Hike, Bike</td>
<td>3 3</td>
<td></td>
</tr>
<tr>
<td>National or State Parks*</td>
<td>3 2</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Activity</th>
<th>Jersey w/o Atlantic City Travel Parties</th>
<th>Jersey w/o Atlantic City Trip-Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dining</td>
<td>31</td>
<td>49</td>
</tr>
<tr>
<td>Beach, Waterfront</td>
<td>23</td>
<td>32</td>
</tr>
<tr>
<td>Shopping</td>
<td>22</td>
<td>39</td>
</tr>
<tr>
<td>Entertainment</td>
<td>21</td>
<td>38</td>
</tr>
<tr>
<td>Night Life</td>
<td>16 16</td>
<td></td>
</tr>
<tr>
<td>Sightseeing</td>
<td>13 18</td>
<td></td>
</tr>
<tr>
<td>Gamble</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visit Historic Site</td>
<td>7 7</td>
<td></td>
</tr>
<tr>
<td>Hike, Bike</td>
<td>6 6</td>
<td></td>
</tr>
<tr>
<td>Concert, Play, Dance</td>
<td>5 5</td>
<td></td>
</tr>
<tr>
<td>Festival, Craft Fair</td>
<td>5 6</td>
<td></td>
</tr>
<tr>
<td>National or State Parks*</td>
<td>5 4</td>
<td></td>
</tr>
</tbody>
</table>

*Represents small sample size, interpret with caution

FY 2005-2007 Share of Overnight Leisure
How do they spend?

- **Average of $107 per person/day**
  - NJ-AC = $95
  - U.S. = $113
  - Competitive Set = $101

- **20% on transportation**
  - NJ-AC = 25%
  - U.S. = 28%
  - Competitive Set = 28%
Summary

- What happens in Atlantic City skews data for balance of State
- Valuable Overnight Leisure fastest growing segment, but Per Person Per Day Spending is declining
- Family Lifestages spend the most, but represent a small share of travel parties
- Activity participation is low, but value is high
- Transportation costs and share of travel dollar continue to rise
- New Jersey a “Close-to-home” destination
Questions?

Thank You
Thank You!

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