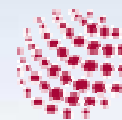


# An Impressive 2005 for NJ Tourism



## *The Tourism Satellite Account Perspective*

*July 25, 2006*



**GLOBAL INSIGHT**

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# Global Insight

- Premier economic analysis & forecasting, global intelligence, and consulting organization
- Most comprehensive coverage of countries, regions, and industries available from any single source
- Common analytical framework and a consistent set of assumptions
- Broad range of capabilities include:
  - Tourism Market Analysis
  - Feasibility & Risk Assessment
  - Destination Analysis & Impact
  - Demographic Analysis
  - Performance Benchmarking
  - Strategic & Tactical Planning Tools
- Global Insight has the best track record among all commercial forecasters.

# Tourism Satellite Accounting

- The **Tourism Satellite Account** is the international (UN/WTO, OECD) standard for measuring the contribution of tourism to an economy
- The tourism 'industry' is not measured in standard economic accounting systems.
- 'Industry' is a *supply-side* concept: the focus is on what is being produced.
- But 'Tourism' is a *demand-side* concept: the focus is on who's buying products - the visitor.
- Tourism affects parts of many industries

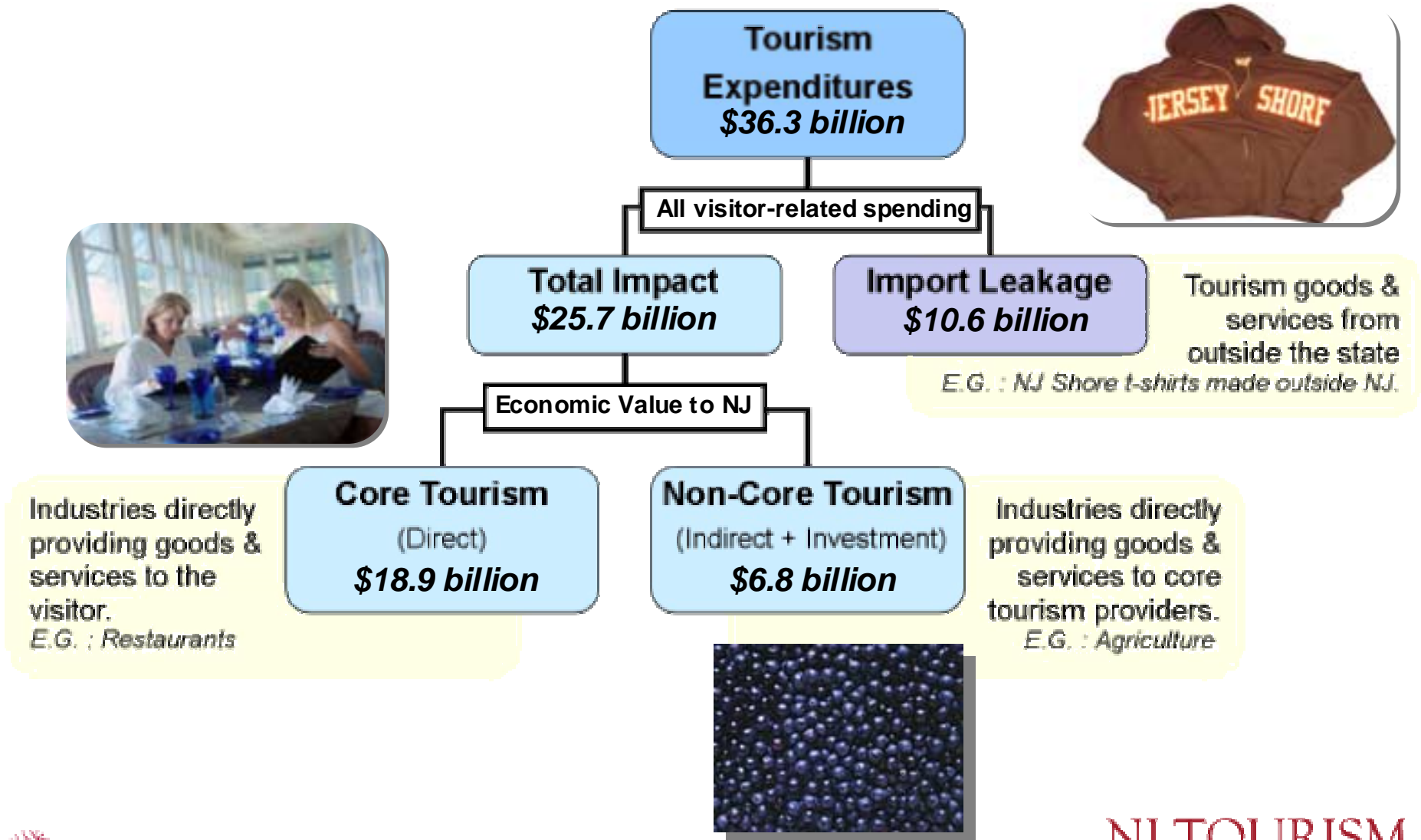
## ***Benefits of a TSA***

- **Compares government support** of the tourism sector **with government revenue** generated by tourism.
- Allows policy-makers to compare the **size & growth of tourism** to other industrial sectors.
- Enables analysts to **assess long-term health** of the tourism sector via capital investment and government support.
- Provides an accepted international standard for **benchmarking**.
- Quantifies how **other industry sectors benefit** from tourism.



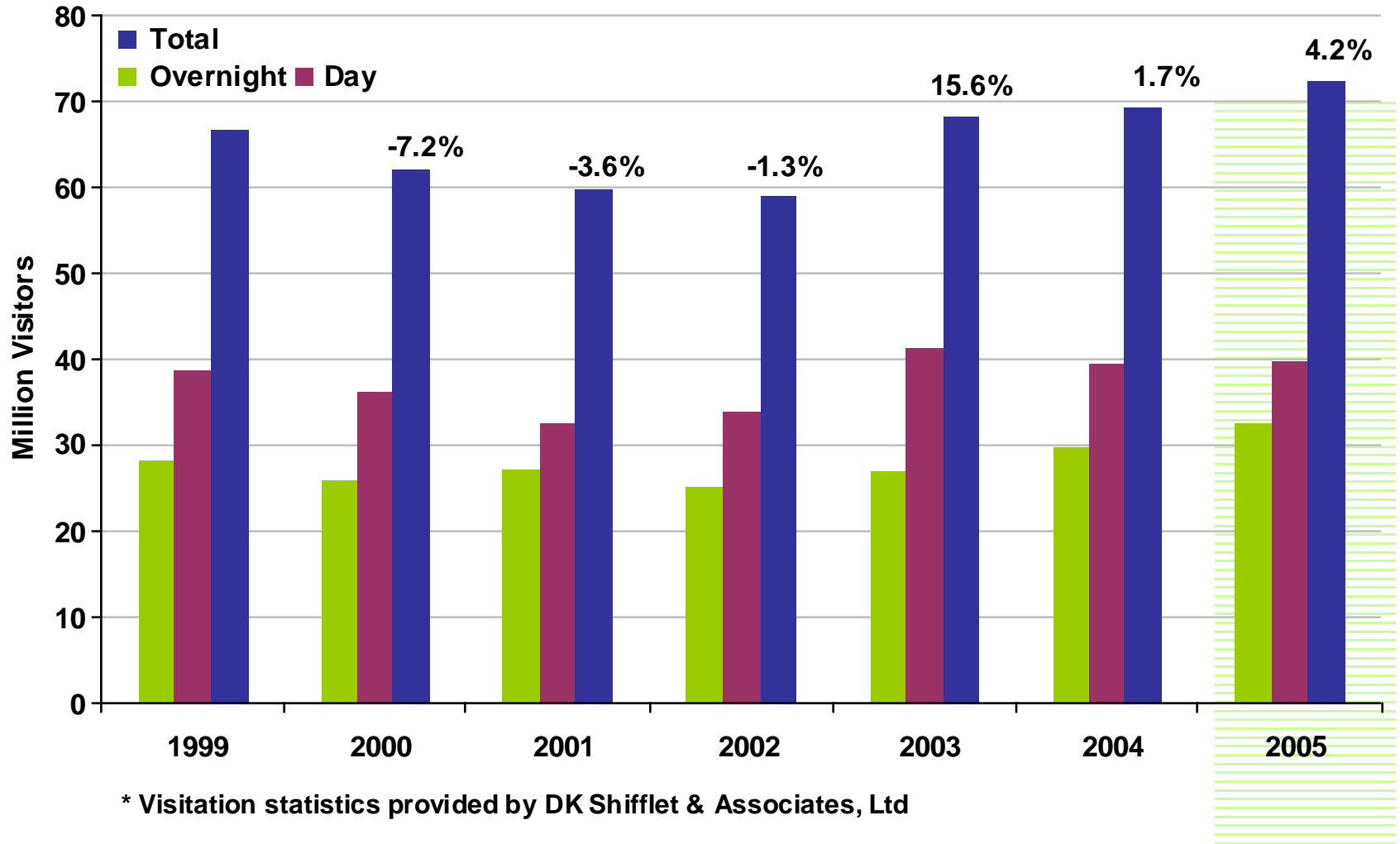
# 2005 New Jersey Tourism: An Impressive Year

# Industry Structure: Definitions



# Visitors to New Jersey\*

Overnight visitors grew 8.9% in 2005 vs. 0.7% growth of day visitors.



\* Visitation statistics provided by DK Shifflet & Associates, Ltd



# ***New Jersey Person-Stays (Visitors) Volume: % Change by Travel Segment***



*FY05p/FY04*

<b><i>Total</i></b>	<b><i>3.3%</i></b>
<b><i>Business</i></b>	<b><i>7.0%</i></b>
<b><i>Leisure</i></b>	<b><i>2.5%</i></b>
<b><i>Day</i></b>	<b><i>-1.8%</i></b>
<b><i>Night</i></b>	<b><i>10.2%</i></b>
<b><i>Day Leisure</i></b>	<b><i>-2.5%</i></b>
<b><i>Night Leisure</i></b>	<b><i>8.7%</i></b>

***Leisure Direct Spending 15.6%***

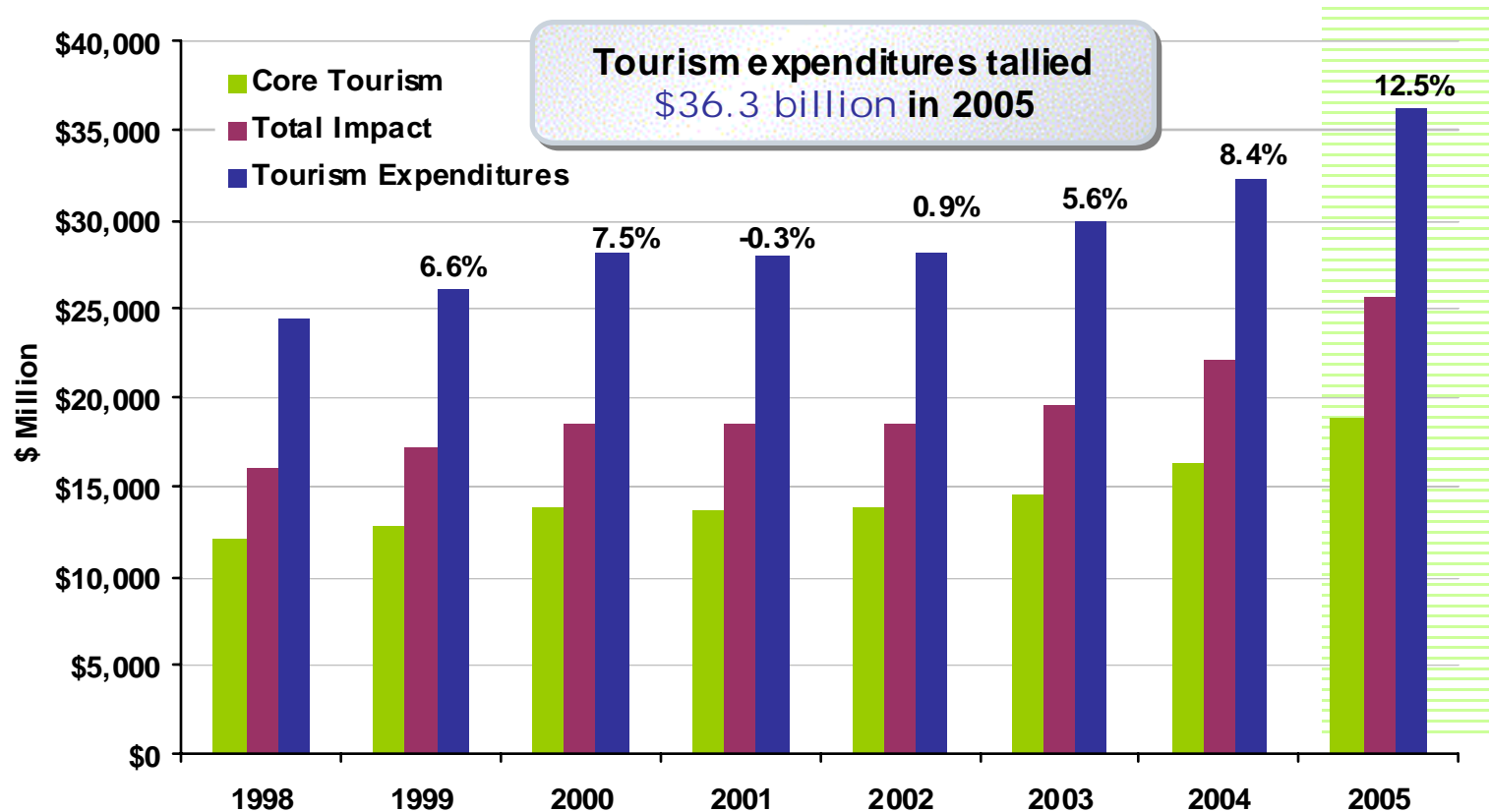
Note: Growth rates are calculated as Q404-Q305 /  
Q403-Q304

## ***In 2005, the typical NJ Visitor was:***

- a leisure traveler (81%)
- a couple (45%) with 0.3 children (2.31)
- made more than \$75,000 (53%)
- was about 40-55 years of age (43% boomers)
- carrying a small suitcase (2.53 nights)
- from NJ, NY or PA (70%)
- arrived by car (72% < 200 miles)
- here for a getaway weekend (34%)
- hungry and looking for entertainment...by the water (38%, 34%, 28%)
- on a budget of about \$105/day

# Total Tourism Expenditures

- NJ visitation grew 4.2%
  - Overnight visitation: + 9%
- Spending per visit rose by a whopping 10.5%
- Greater Atlantic City visitation rose by 16%
- Business travel increased by 8.7%
- Inflation rose by 3.5%



# An Impressive Year for NJ Tourism



## 2005 Bottom Line:

Measurement	2005	2004	%	Perspective
<b>Economic Value</b> <ul style="list-style-type: none"> <li>▪ Core Tourism</li> <li>▪ Total Impact</li> </ul>	 \$18.9 B \$25.7 B	 \$16.4 B \$ 22.0 B	 15.2% 17.0%	<ul style="list-style-type: none"> <li>• <i>NJ Tourism is larger than the entire GDP of 134 countries.</i></li> <li>• <i>Outstanding growth! '05 NJ Total GSP growth = 5.3%</i></li> </ul>
<b>Wages &amp; Salaries</b> <ul style="list-style-type: none"> <li>▪ Core Tourism</li> <li>▪ Total Impact</li> </ul>	 \$10.9 B \$15.2 B	 \$9.4 B \$12.8 B	 16.2% 18.4%	<ul style="list-style-type: none"> <li>• <i>NJ Avg. Annual Tourism Wages are now \$32,194.</i></li> <li>• <i>This is 3.5 times faster than total NJ wage growth.</i></li> </ul>
<b>Employment ('000)</b> <ul style="list-style-type: none"> <li>▪ Core Tourism</li> <li>▪ Total Impact</li> </ul>	 390.5 472.3	 359.0 430.2	 8.8% 9.8%	<ul style="list-style-type: none"> <li>• <i>1 out of every 9 NJ workers owes his/her job to tourism.</i></li> <li>• <i>Tourism was NJ's fastest growing sector</i></li> </ul>
<b>Taxes –Total Impact</b>	\$7.1 B	\$6.6 B	8.4%	<ul style="list-style-type: none"> <li>• <i>Tourism saved each NJ household \$1,236 in taxes in 2005</i></li> </ul>

Numbers may differ due to rounding

## 2005 NJ Tourism Scorecard:

Measurement	2005	2004	%	Perspective
NJ Visitation	72,240	69,300	4.2%	• <i>Most visits since 1993</i>
NJ Tourism Impact (Core)	\$18.9 B	\$16.4 B	15.2%	• <i>Tourism spending grew 3 times faster than total NJ GSP</i>
NJ Tourism Jobs ('000)				• <i>Tourism was NJ's fastest growing industry in '05</i>
▪ Core Tourism	390.5	358.9	8.8%	
▪ Total Impact	472.3	430.2	9.8%	
NJ Tourism Wages				• <i>Avg. Annual Wage increased to \$32,200/year</i>
▪ Core Tourism	\$10.9 B	\$9.4 B	16.2%	
▪ Total Impact	\$15.2 B	\$12.8 B	18.4%	
NJ Tourism Industry Rank (\$)	9th	9th		• <i>Next year Tourism will pass Info Tech and move into 8th place</i>
Tourism Location Quotient	2.3			• <i>NJ is 2.3 times more concentrated in tourism than the US in total</i>
Tourism as a % of NJ GSP	5.9%	5.3%		• <i>Tourism grew its share of the State's total economy in '05</i>
NJ % of US Tourism				• <i>NJ Tourism grew faster than US tourism in total</i>
▪ Jobs	5.8%	5.3%		
▪ Expenditure	2.4%	2.2%		

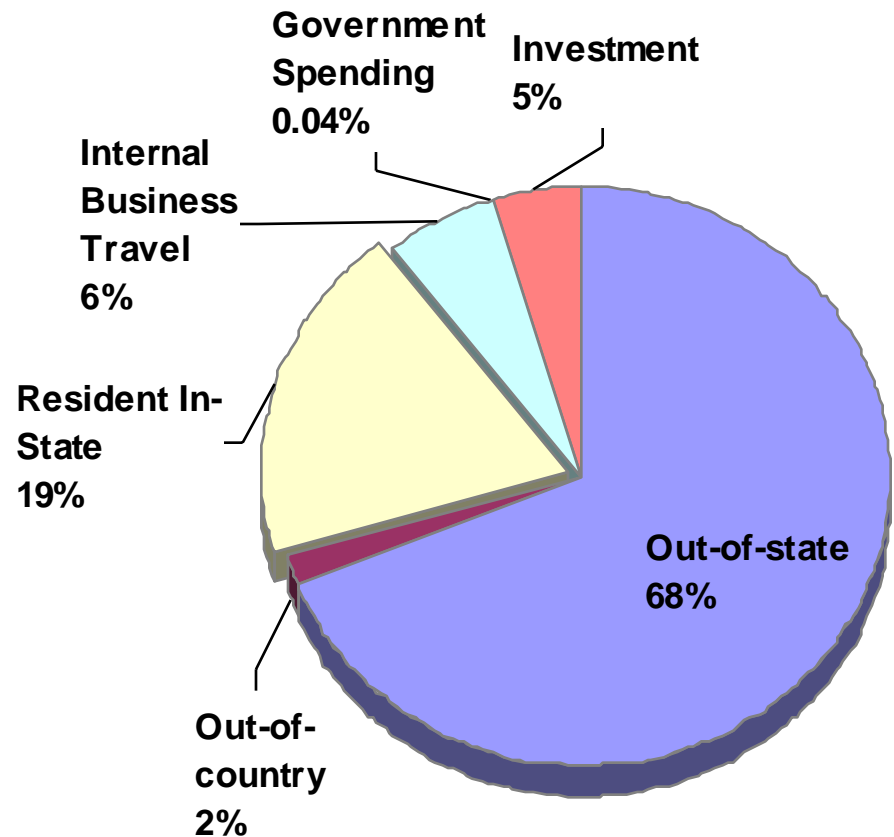
# Breaking Down Tourism Expenditures

- **Resident In-State** – In-state travel expenditures of New Jersey residents
- **In-state Business Travel** –New Jersey businesses' spending within the state economy on travel
- **Government Spending** –New Jersey Tourism Office Budget, transportation functions related to tourism, publicly funded attractions and funding for security in tourism-intensive areas
- **Investment** – Construction of hotels, attractions, tourism infrastructure, operating and transportation equipment
- **Domestic Out-of-State** – Spending of all visitors to New Jersey coming from other parts of the country (Key Category)
- **International** – Spending of international visitors to New Jersey

# Breaking Down Tourism Expenditures – \$36.3 Billion

Visitors from other states represent the largest portion of tourism expenditures in New Jersey. Residents' travel in the state is also important with 19% of the total.

	Millions \$\$	Share
In State	10,726	30%
Other U.S.	25,018	68%
International	545	2%
<b>Total</b>	<b>\$36,288</b>	<b>100%</b>

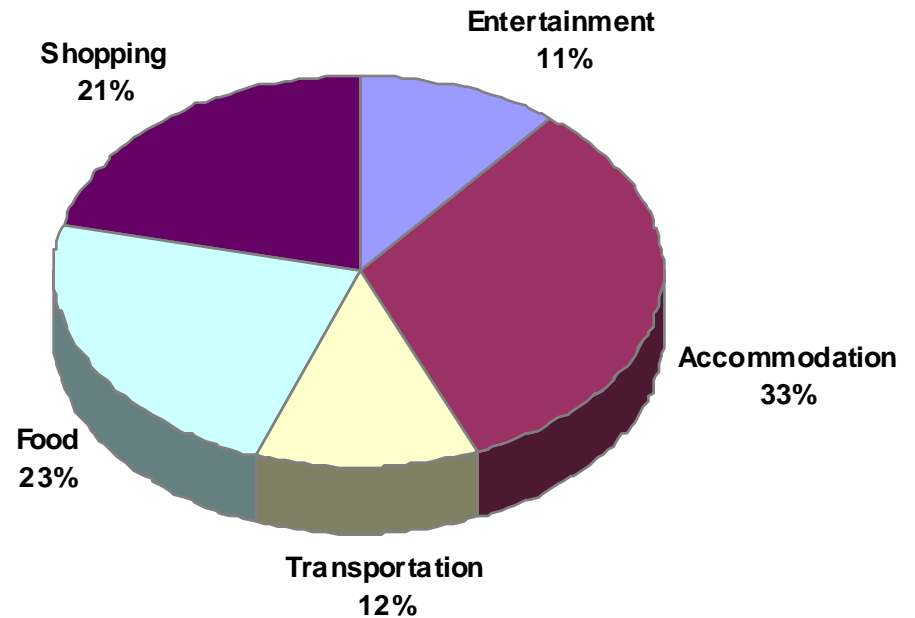


# Industry Distribution of Expenditures

Accommodation accounts for the largest share of tourism expenditure. Combined with food and shopping, these components represent nearly 80% of visitor expenditures.

	Millions \$\$	2004-2005 Growth
Entertainment	3,703	8.4%
Accommodation	11,350	7.1%
Transportation	4,186	4.2%
Food	8,006	13.7%
Shopping	7,338	18.7%
<b>Total *</b>	<b>\$34,585</b>	<b>10.7%</b>

\* Direct and Indirect Tourism Expenditures (w/o construction & investment)



# Core Tourism

- Answers the question “How does tourism compare with other industries?”
- Core Tourism measures the size of the industry directly providing goods & services to the visitor.
- Therefore, all indirect effects are excluded – these are part of other supplier industries such as wholesalers. The impact of capital investment is also excluded.
- Core Tourism generated \$18.9 billion in economic value in 2005. This ranks core tourism as the 9th largest private industry in NJ in terms of gross state product.

# Core Tourism – Gross State Product

Core Tourism contributed \$18.9 billion in economic value in 2005. Tourism ranked as the 9<sup>th</sup> largest private industry in the state.

Rank	Industry	Millions \$	'04-'05 Growth	% of State
1	Real Estate and Rental and Leasing	70,474	7.3%	17.9%
2	Finance and Insurance	38,057	8.4%	9.6%
3	Professional, Scientific, & Technical Services	35,216	4.6%	8.9%
4	Wholesale Trade	34,468	3.6%	8.7%
5	Non-Durables Manufacturing	32,246	2.1%	8.2%
6	Health Care and Social Assistance	30,225	6.4%	7.7%
7	Retail Trade	28,207	3.9%	7.1%
8	Information	20,148	5.9%	5.1%
9	Construction	18,508	4.2%	4.7%
10	Durables Manufacturing	14,191	3.0%	3.6%
11	Administrative and Waste Services	13,523	6.3%	3.4%
12	Transportation and Warehousing	13,258	5.2%	3.4%
13	Accommodation and Food Services	10,449	4.4%	2.6%
14	Management of Companies and Enterprises	9,235	3.9%	2.3%
15	Other Services	8,913	5.4%	2.3%
	Other Industries	17,581	4.0%	4.5%
	<b>Total</b>	<b>394,699</b>	<b>5.3%</b>	<b>100.0%</b>
	Government	43,458	5.8%	
	<b>Travel &amp; Tourism</b>	<b>18,902</b>	<b>15.2%</b>	<b>4.8%</b>

Travel & Tourism has 4.8% of New Jersey's GSP

# Core Tourism Impact – Composition

The TSA model measures how spending of visitors touches diverse sectors to create the aggregate Core Tourism.

Composition of Core Tourism				
Rank	Industry	\$ Value (Millions)	'04-'05 Growth	% of Total
1	Hotels and motels- including casino hotels	7,080	16.7%	37.5%
2	Food services and drinking places	3,820	19.0%	20.2%
3	Real estate	2,142	4.7%	11.3%
4	Other amusement- gambling- and recreation industries	1,943	11.7%	10.3%
5	Air transportation	688	18.7%	3.6%
6	Food and beverage stores	611	25.8%	3.2%
7	Automotive equipment rental and leasing	574	1.5%	3.0%
8	Travel arrangement and reservation services	572	10.9%	3.0%
9	Clothing and clothing accessories stores	545	25.8%	2.9%
10	General merchandise stores	289	25.8%	1.5%
11	Sporting goods- hobby- book and music stores	163	25.7%	0.9%
12	Performing arts companies	106	13.0%	0.6%
13	Miscellaneous store retailers	101	25.9%	0.5%
14	Water transportation	84	12.8%	0.4%
15	Gasoline stations	64	25.8%	0.3%
	Other Industries	120	16.2%	0.6%
<b>Total</b>		<b>18,902</b>	<b>15.2%</b>	<b>100%</b>

## ***Core Tourism – Employment***

- Core Tourism is the 3<sup>rd</sup> largest private sector employer in the state with **390,536 direct full-time equivalency jobs** in 2005.
- Core Tourism generated **9.6% of non-farm state employment** in 2005.
- Core Tourism jobs provided **\$10.9 billion in wages & salaries** in 2005.
- Core Tourism generated approximately **\$473 million in payroll taxes in 2005** (state and federal).
- Core Tourism's **average annual wage** has grown to **\$32,200/year**.

# Core Tourism Impact – Employment

Travel & tourism is NJ's *3rd largest private sector employer.*

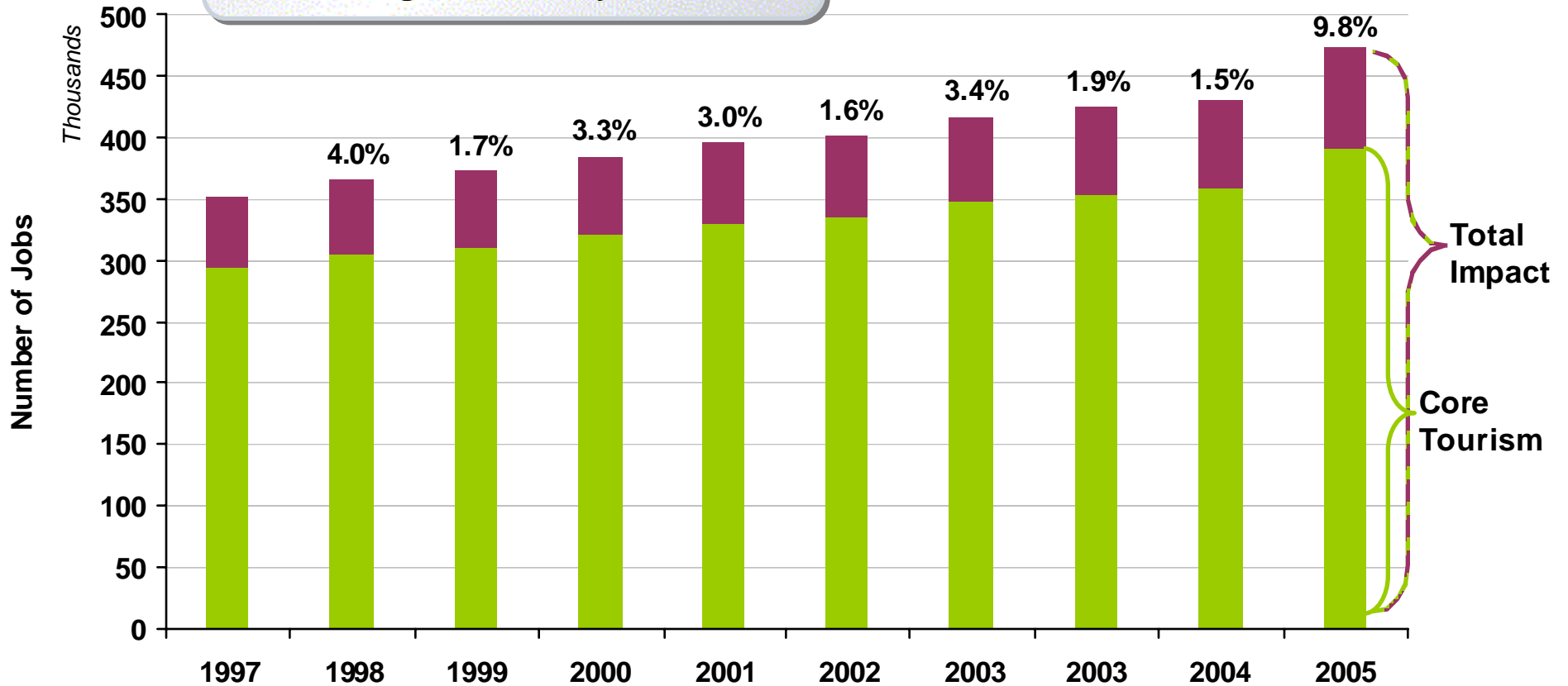
Rank	Industry	Employment (Thousands)	2004-2005 Growth	% of State	LQ Index
1	Retail Trade	479.9	2.6%	11.8%	1.0
2	Health Care and Social Assistance	474.3	2.8%	11.7%	1.1
3	Accommodation and Food Services	286.4	3.3%	7.1%	0.9
4	Administrative and Waste Services	266.0	2.8%	6.6%	1.1
5	Professional, Scientific, & Technical Services	256.9	-0.7%	6.3%	1.2
6	Wholesale Trade	235.8	1.8%	5.8%	1.4
7	Finance and Insurance	221.9	1.2%	5.5%	1.2
8	Manufacturing, Nondurables	183.3	-2.5%	4.5%	1.1
9	Construction	166.8	0.5%	4.1%	0.8
10	Transportation and Warehousing	159.5	-0.9%	3.9%	1.2
11	Other Services	159.3	3.1%	3.9%	1.0
12	Manufacturing, Durables	145.9	-3.4%	3.6%	0.5
13	Information	96.1	-2.5%	2.4%	1.0
14	Educational Services	86.1	1.0%	2.1%	1.0
15	Management of Companies and Enterprises	63.7	-2.1%	1.6%	1.2
	Other Industries	191.4	2.3%	4.7%	0.8
	State & Local Government	579.1	1.3%	14.3%	1.0
	<b>Total Nonfarm</b>	<b>4,052.4</b>	<b>1.2%</b>	<b>100%</b>	<b>1.0</b>
	<b>Travel &amp; Tourism</b>	<b>390.5</b>	<b>8.8%</b>	<b>9.6%</b>	<b>2.3</b>

**Core Tourism represented 390,536 jobs in 2005.**

Tourism's contribution to NJ employment is **2.3 times** that of the US in total

# Total Tourism grew 9.8% in 2005

Core Tourism jobs comprise 83% of total tourism-generated employment and have grown steadily over time.



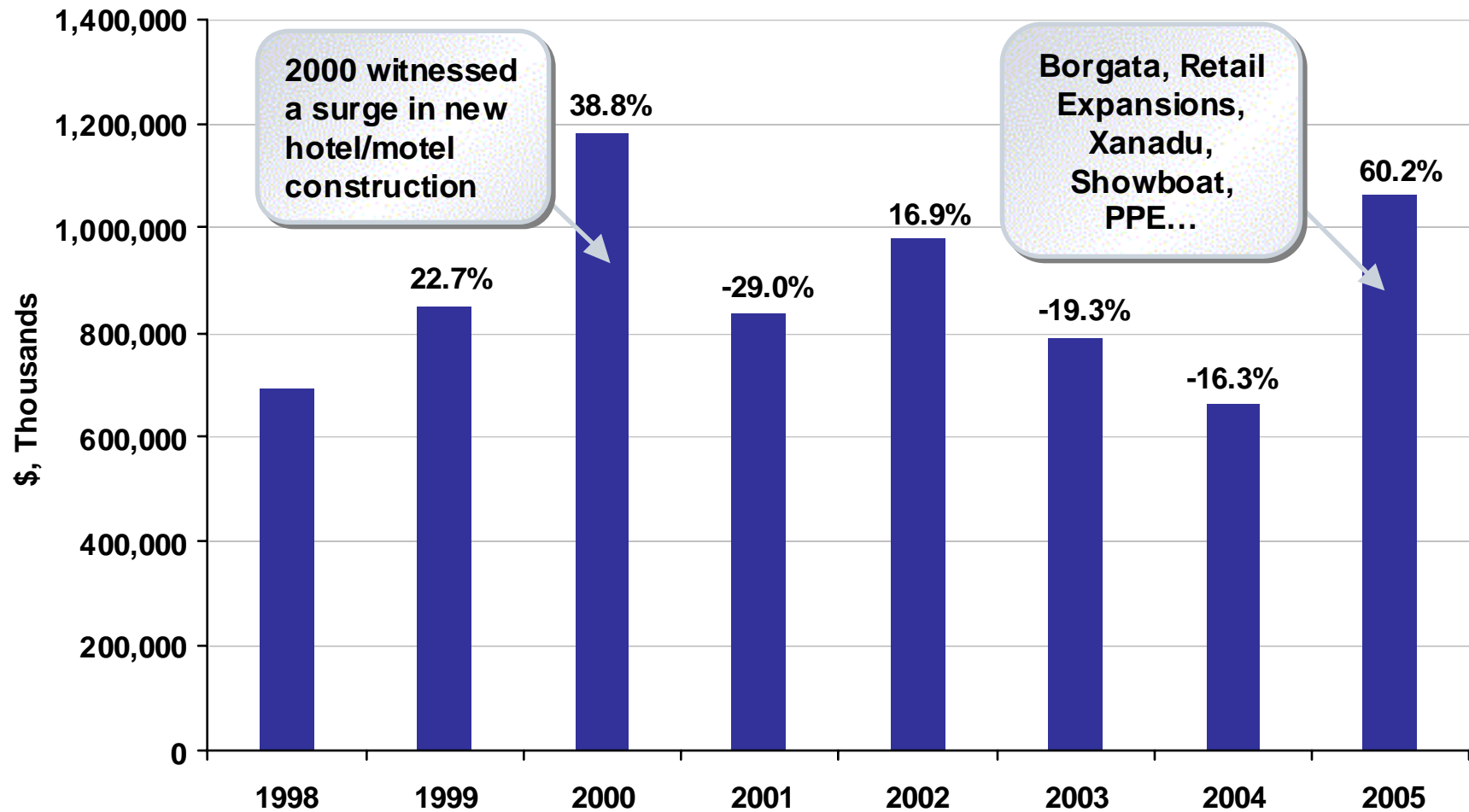
# Non-Core Tourism – Indirect Benefits

Many industries not thought of as “tourism” but that supply goods and services to the tourism industry are beneficiaries of tourism.

Indirect Benefits of Tourism				
Rank	Industry	\$ Value (Millions)	'04-'05 Growth	% of Total
1	Real estate	712	15.0%	9.3%
2	Wholesale trade	549	20.1%	7.2%
3	Power generation and supply	295	15.6%	3.9%
4	Management of companies and enterprises	272	24.6%	3.6%
5	Lessors of nonfinancial intangible assets	220	14.6%	2.9%
6	Other State and local government enterprises	187	16.6%	2.5%
7	Maintenance and repair of nonresidential buildings	154	11.8%	2.0%
8	Employment services	149	15.8%	2.0%
9	Telecommunications	138	13.9%	1.8%
10	Advertising and related services	137	17.2%	1.8%
11	Architectural and engineering services	137	27.2%	1.8%
12	Legal services	135	16.8%	1.8%
13	Nondepository credit intermediation	128	13.4%	1.7%
14	Travel arrangement and reservation services	119	16.0%	1.6%
15	Scenic and sightseeing transportation and support	111	15.4%	1.5%
	Other Industries	2,481	17.6%	32.5%
	Investment	1,703	68.6%	22.3%
<b>Total</b>		<b>7,628</b>	<b>25.8%</b>	<b>100%</b>

# Non-Core Tourism – Construction Benefits

The Construction sector is also a significant beneficiary of tourism.



## ***Tourism Generated \$7.1bn in Federal, State and Local Tax Revenue in 2005***

- Tourism activity generated **\$4.0bn in state and local government revenue** in 2005, an **8.0% increase over 2004**.
- In 2005, **\$2.1 billion in state tax revenue** was generated by the travel & tourism sector in New Jersey. Indirect business tax (sales tax) and personal income tax are the two largest contributors.
- Tourism contributes disproportionately to state revenue. While tourism is responsible for 5.9% of NJ GSP, it contributed **7.6% of state government revenue in 2005**.
- **Tourism saves each New Jersey household \$1,236 in state and local taxes.**

# State and Local Government Revenue

<b>Tax Revenues from Tourism</b>	<b>2005 (Million)</b>	<b>'04-'05 Growth</b>
<b>Federal Government</b>		
Corporate Income	923.7	7.5%
Personal Income	125.1	9.9%
Social Security & Other Taxes	2,065.0	10.0%
<b>Federal Total</b>	<b>3,113.8</b>	<b>9.2%</b>
<b>State Government</b>		
Corporate Profits Tax	90.9	6.8%
Personal Income	348.2	9.9%
Sales (excluding Hotel & Entertainment)	789.6	7.8%
Licenses & Fees	36.6	-22.0%
Other Taxes	423.6	9.5%
Hotel Sales Tax	169.5	9.9%
Entertainment Sales Tax	83.6	8.4%
Casino Room Fee	14.5	-8.5%
Casino Comp Tax	26.4	-11.0%
Occupancy Tax	86.1	9.9%
<b>State Total</b>	<b>2,069.1</b>	<b>7.6%</b>
<b>Local Government</b>		
Local Hotel Taxes	25.5	9.9%
Property Taxes	1,891.1	8.2%
Other Taxes	11.9	71.0%
<b>Local Total</b>	<b>1,928.5</b>	<b>8.4%</b>
<b>Total</b>	<b>7,111.4</b>	<b>8.4%</b>

# Regional Distribution of Tourism

New Jersey is divided into six regions in the analysis:

## ● Skylands

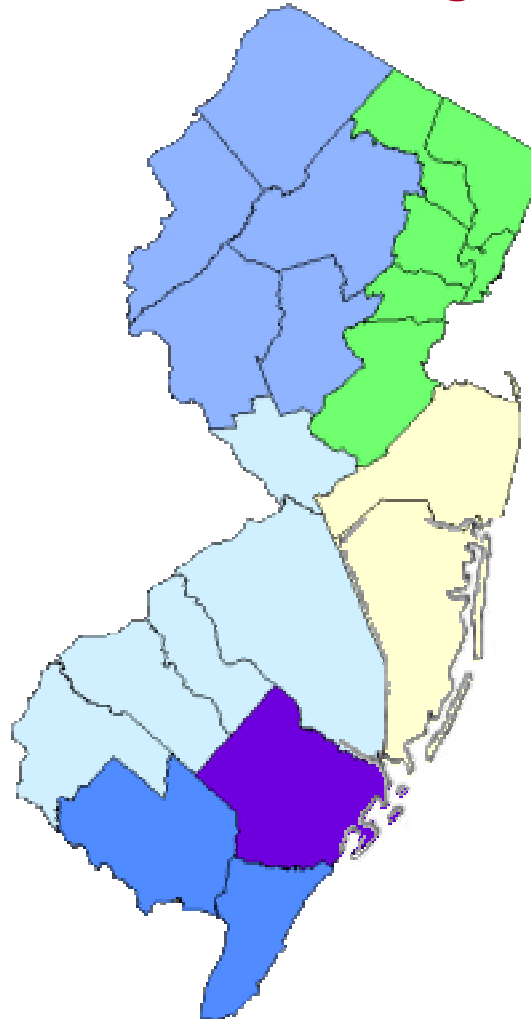
- Sussex • Somerset
- Warren • Morris
- Hunterdon

## ● Gateway

- Passaic • Hudson
- Bergen • Union
- Essex • Middlesex

## ● Delaware River

- Mercer • Gloucester
- Camden • Salem
- Burlington



## ● Shore

- Monmouth
- Ocean

## ● Greater Atlantic City

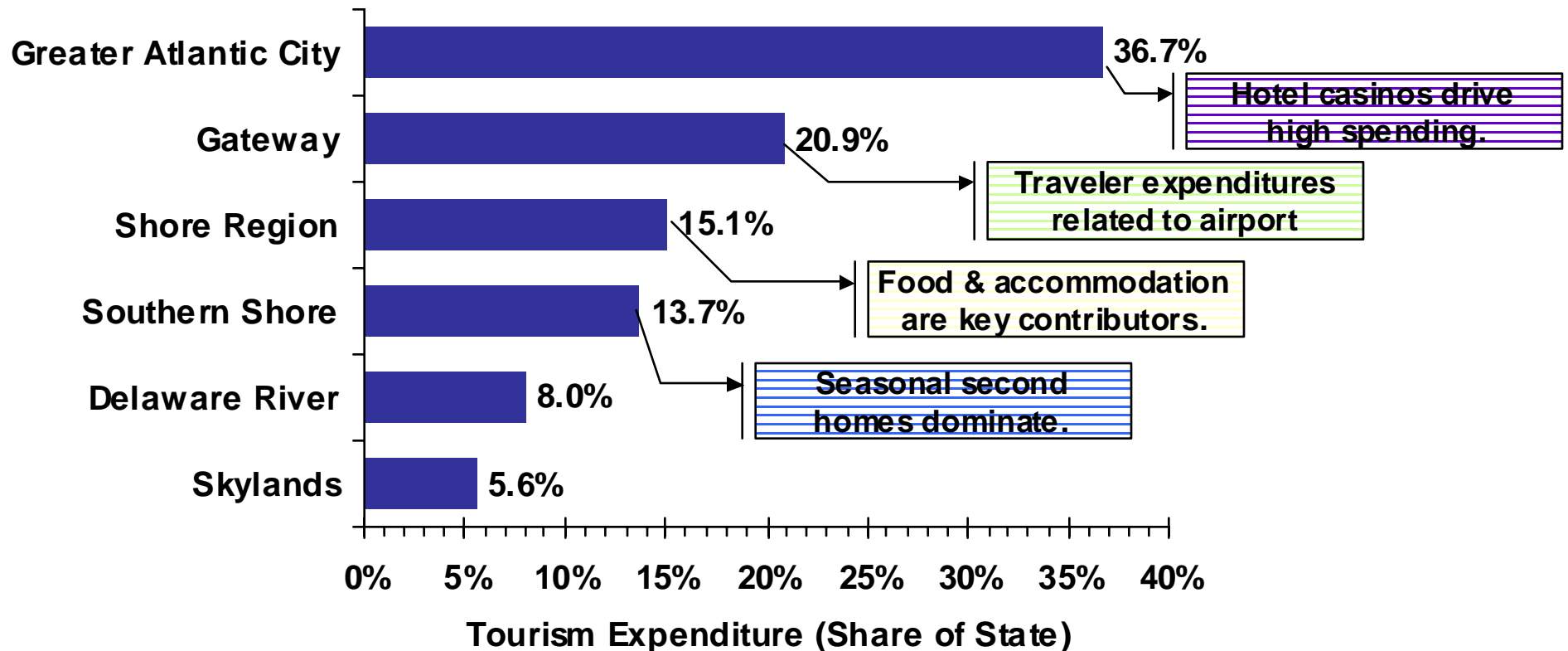
- Atlantic County

## ● Southern Shore

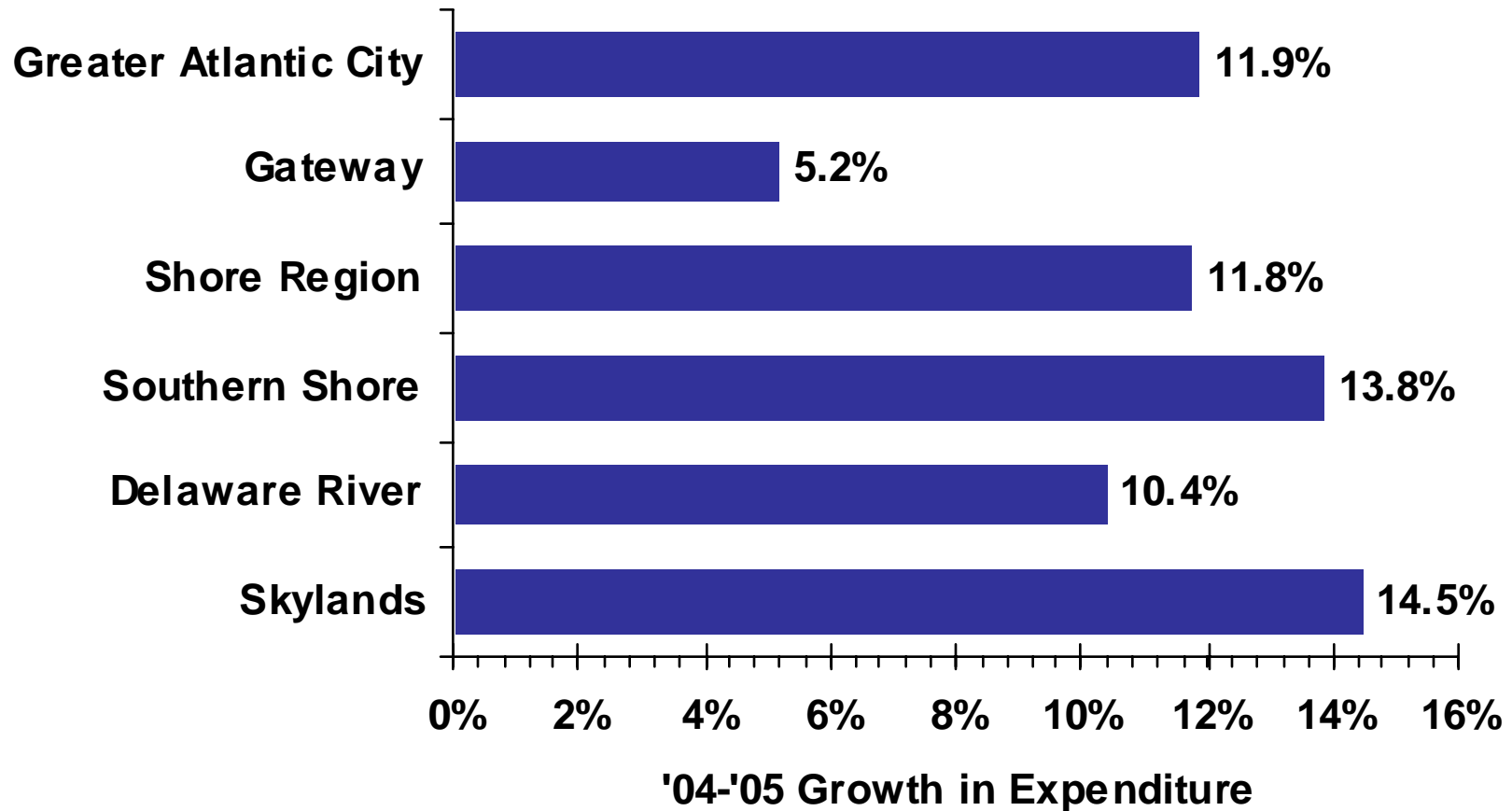
- Cumberland
- Cape May

# Regional Distribution of Tourism

Gateway has the 2<sup>nd</sup> largest share of statewide tourism spending.  
The Shore and Southern Shore regions are almost tied.



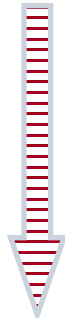
## Regional Growth in Expenditure



# Regional Share of Statewide Tourism

## Regional Share of Expenditure Category

	Entertainment	Accommodation	Transportation	Food	Shopping	Total
Greater Atlantic City	4.9%	48.2%	1.3%	45.5%	45.5%	36.7%
Delaware River Region	16.8%	4.1%	14.2%	7.1%	7.1%	8.0%
Gateway Region	30.7%	11.0%	73.1%	11.6%	11.6%	20.9%
S. Shore Region	9.9%	19.8%	2.7%	13.0%	13.0%	13.7%
Shore Region	21.5%	12.0%	3.9%	19.0%	19.0%	15.1%
Skylands Region	16.1%	4.9%	4.8%	3.8%	3.8%	5.6%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>



Greater Atlantic City's Entertainment share is low because most casino activity is classified in the accommodation category.

# Regional Share of Statewide Tourism

## Expenditure Category Share of Regional Tourism Spending

	Entertainment	Accommodation	Transportation	Food	Shopping	Total
<b>Greater Atlantic City</b>	1.4%	43.1%	0.4%	28.7%	26.3%	100%
<b>Delaware River Region</b>	22.5%	16.7%	21.5%	20.5%	18.8%	100%
<b>Gateway Region</b>	15.8%	17.2%	42.4%	12.9%	11.8%	100%
<b>S. Shore Region</b>	7.8%	47.6%	2.4%	22.0%	20.2%	100%
<b>Shore Region</b>	15.2%	26.0%	3.1%	29.1%	26.6%	100%
<b>Skylands Region</b>	30.8%	28.9%	10.3%	15.7%	14.4%	100%
<b>Total</b>	10.7%	32.8%	12.1%	23.1%	21.2%	100%

Greater Atlantic City's Entertainment share is low because most casino activity is classified in the accommodation category.

# Tourism Expenditure by County

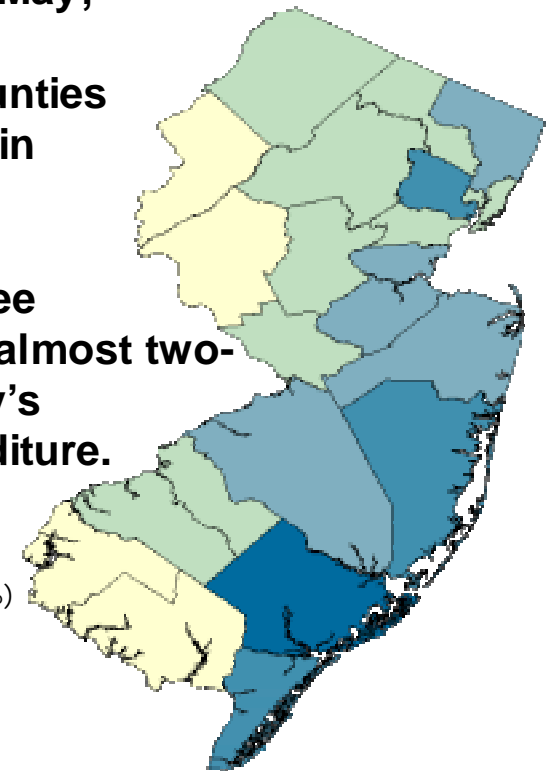
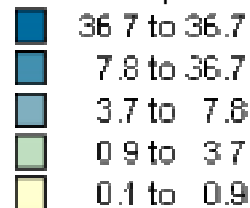
County Expenditure				
Counties	Tourism Expenditure (\$\$ in MM)	'04-'05 Growth	Share of County Economy	Rank
Atlantic	12,693.0	11.9%	49.1%	2
Cape May	4,639.7	13.8%	57.9%	1
Ocean	3,325.8	9.7%	11.8%	3
Essex	2,715.2	7.2%	3.1%	6
Monmouth	1,909.1	15.6%	3.4%	5
Bergen	1,608.0	1.0%	1.3%	8
Burlington	1,382.9	8.8%	2.6%	7
Middlesex	1,290.3	7.5%	1.2%	12
Morris	751.3	10.3%	1.0%	14
Hudson	640.7	5.4%	1.0%	15
Union	640.1	4.0%	0.9%	18
Somerset	598.7	21.3%	1.2%	11
Camden	581.6	9.1%	1.2%	10
Mercer	403.2	12.7%	0.9%	19
Sussex	379.4	13.5%	5.4%	4
Gloucester	346.8	16.2%	1.1%	13
Passaic	327.7	3.7%	0.7%	20
Hunterdon	106.6	12.6%	1.0%	17
Warren	103.0	14.1%	1.3%	9
Cumberland	86.4	16.9%	0.6%	21
Salem	56.1	15.4%	1.0%	16
<b>Total *</b>	<b>34,585.4</b>	<b>10.7%</b>	<b>3.6%</b>	

## NJ Expenditure

### % Share by County

Tourism is of greatest relative importance to Cape May, Atlantic and Ocean county. These 3 counties are also the leaders in terms of tourism expenditures. Combined these three counties contribute almost two-thirds of New Jersey's total tourism expenditure.

County Share of State Tourism Expenditure (%)



\* Tourism expenditures except investment

# Expenditures by Industry – Atlantic and Gateway Regions

(million \$, 2005)	Entertainment	Accommodation	Transportation	Food	Shopping	Total
<b>NJ Total</b>	<b>\$3,703</b>	<b>\$11,351</b>	<b>\$4,187</b>	<b>8,006</b>	<b>\$7,338</b>	<b>\$34,585</b>
<b>Greater Atlantic City</b>	<b>\$183</b>	<b>\$5,472</b>	<b>\$56</b>	<b>\$3,643</b>	<b>\$3,339</b>	<b>\$12,693</b>
<b>Gateway Region</b>	<b>\$1,137</b>	<b>\$1,243</b>	<b>\$3,061</b>	<b>\$929</b>	<b>\$851</b>	<b>\$7,222</b>
Essex	\$236	\$276	\$1,820	\$200	\$183	\$2,715
Bergen	\$250	\$287	\$670	\$209	\$192	\$1,608
Middlesex	\$249	\$396	\$164	\$252	\$231	\$1,290
Union	\$163	\$93	\$194	\$100	\$91	\$640
Hudson	\$138	\$142	\$152	\$109	\$100	\$641
Passaic	\$102	\$50	\$62	\$59	\$54	\$328

Hotel casino  
“win” earnings  
are key

Ferry service to  
Statue of Liberty  
& Ellis Island

Newark airport  
impact—also  
supports hotels,  
food & shopping

# Expenditures by Industry – Shore and Southern Shore Regions

(million \$, 2005)	Entertainment	Accommodation	Transportation	Food	Shopping	Total
<b>NJ Total</b>	<b>\$3,703</b>	<b>\$11,351</b>	<b>\$4,187</b>	<b>8,006</b>	<b>\$7,338</b>	<b>\$34,585</b>
<b>Shore Region</b>	<b>\$795</b>	<b>\$1,362</b>	<b>\$162</b>	<b>\$1,521</b>	<b>\$1,394</b>	<b>\$5,235</b>
Ocean	\$398	\$985	\$72	\$976	\$894	\$3,326
Monmouth	\$396	\$377	\$91	\$545	\$500	\$1,909
<b>S. Shore Region</b>	<b>\$367</b>	<b>\$2,252</b>	<b>\$112</b>	<b>\$1,041</b>	<b>\$954</b>	<b>\$4,726</b>
Cape May	\$354	\$2,223	\$100	\$1,024	\$939	\$4,640
Cumberland	\$13	\$29	\$12	\$17	\$15	\$86

Entertainment gains from coast, golf, race track & more.

Seasonal 2<sup>nd</sup> home impact.

# Expenditures by Industry – Delaware and Skylands Regions

(million \$, 2005)	Entertainment	Accommodation	Transp.	Food	Shopping	Total
<b>NJ Total</b>	<b>\$3,703</b>	<b>\$11,351</b>	<b>\$4,187</b>	<b>8,006</b>	<b>\$7,338</b>	<b>\$34,585</b>
<b>Delaware River Region</b>	<b>\$623</b>	<b>\$462</b>	<b>\$595</b>	<b>\$568</b>	<b>\$521</b>	<b>\$2,770</b>
Burlington	\$251	\$278	\$324	\$277	\$254	\$1,383
Camden	\$146	\$54	\$179	\$105	\$96	\$582
Mercer	\$95	\$85	\$42	\$94	\$87	\$403
Gloucester	\$115	\$34	\$47	\$78	\$72	\$347
Salem	\$16	\$10	\$3	\$14	\$13	\$56
<b>Skylands Region</b>	<b>\$597</b>	<b>\$559</b>	<b>\$199</b>	<b>\$304</b>	<b>\$279</b>	<b>\$1,939</b>
Morris	\$183	\$225	\$138	\$107	\$98	\$751
Somerset	\$148	\$226	\$36	\$98	\$90	\$599
Sussex	\$176	\$70	\$10	\$65	\$59	\$379
Hunterdon	\$50	\$16	\$8	\$17	\$16	\$107
Warren	\$41	\$22	\$7	\$17	\$15	\$103

# Accommodation – Seasonal 2<sup>nd</sup> Home

Seasonal 2<sup>nd</sup> homes are an important part of accommodation expenditure for the counties along the coastline.

County	# of Seasonal 2nd Homes
Cape May	43,124
Ocean	33,200
Atlantic	11,700
Monmouth	7,726
Sussex	3,575
<b>Total</b>	<b>99,325</b>



## How Important?

Tourism related  
spending of  
\$36.3 billion



### TOTAL

**Gross State Product:** \$25.7 billion

**5.9% of GSP**

**Total Employment:** 472,326 jobs

**11.7% of Employment**

### CORE

**Core GSP:** \$18.9 billion

**4.3% of GSP**

**Core Employment:** 390,536 jobs

**9.6% of Employment**

**3rd largest private sector employer**



# Visitor Forecast

## Origin of Visitors by State, 2005

Origin States	Visitors ('000)	Share of Total (percent)
New Jersey	31,540	43.7%
Pennsylvania	13,812	19.1%
New York	13,502	18.7%
Maryland	2,319	3.2%
Virginia	1,734	2.4%
Connecticut	1,322	1.8%
Florida	1,019	1.4%
North Carolina	982	1.4%
Massachusetts	910	1.3%
New Hampshire	556	0.8%
Other States	4,544	6.3%
<b>Total</b>	<b>72,240</b>	<b>100.0%</b>

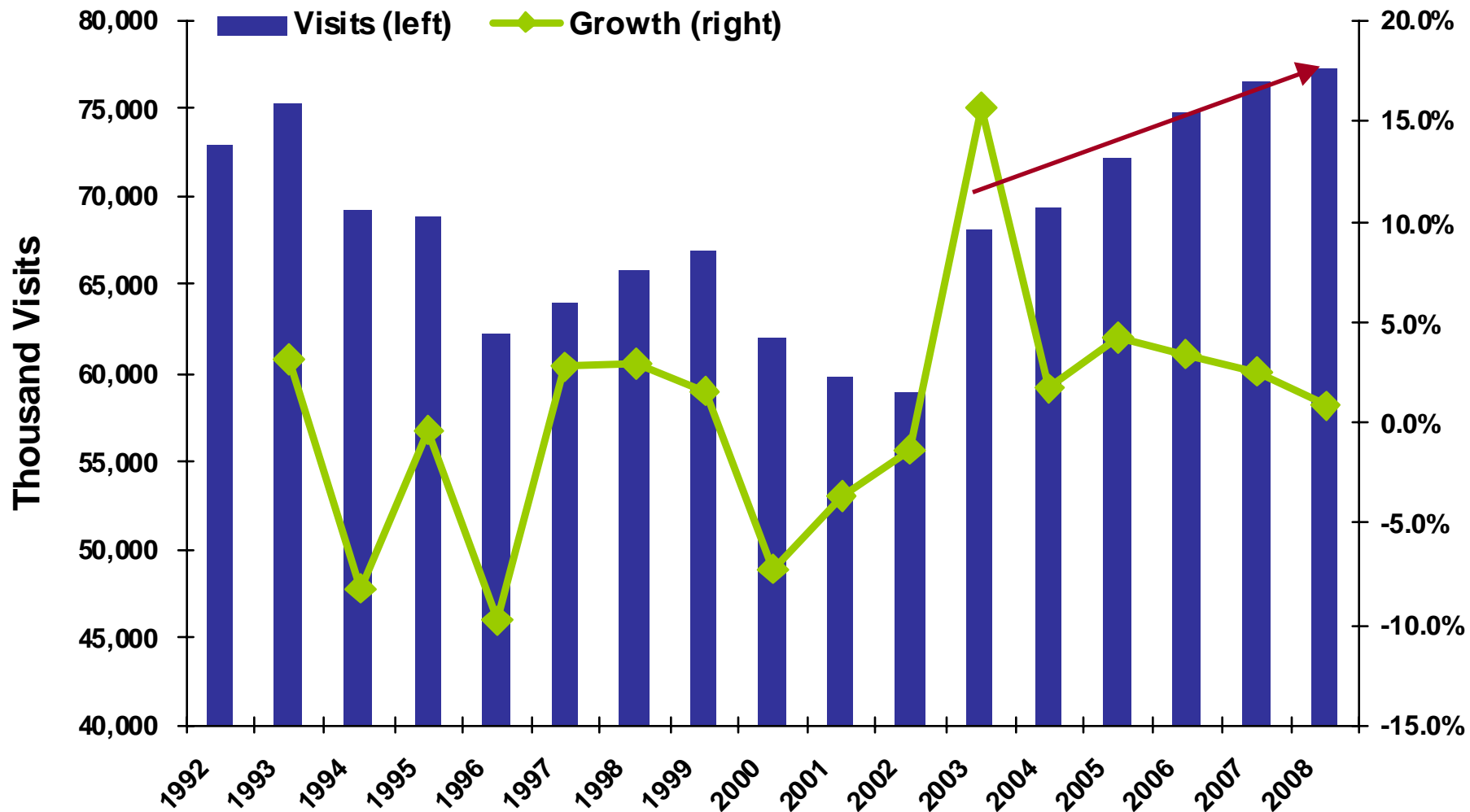
## Origin of Visitors by MSA, 2005

Origin States	Visitors (‘000)	Share of Total (percent)
Philadelphia MSA	16,066	22.2%
New York MSA	10,807	15.0%
Monmouth-Ocean MSA	6,574	9.1%
Newark MSA	6,090	8.4%
Nassau-Suffolk MSA	5,281	7.3%
Bergen-Passaic MSA	4,014	5.6%
Middlesex-Somerset-Hunderdon MSA	3,472	4.8%
Washington MSA	1,192	1.7%
Baltimore MSA	780	1.1%
Boston MSA	513	0.7%
Other Markets	17,451	24.2%
<b>Total</b>	<b>72,240</b>	<b>100.0%</b>

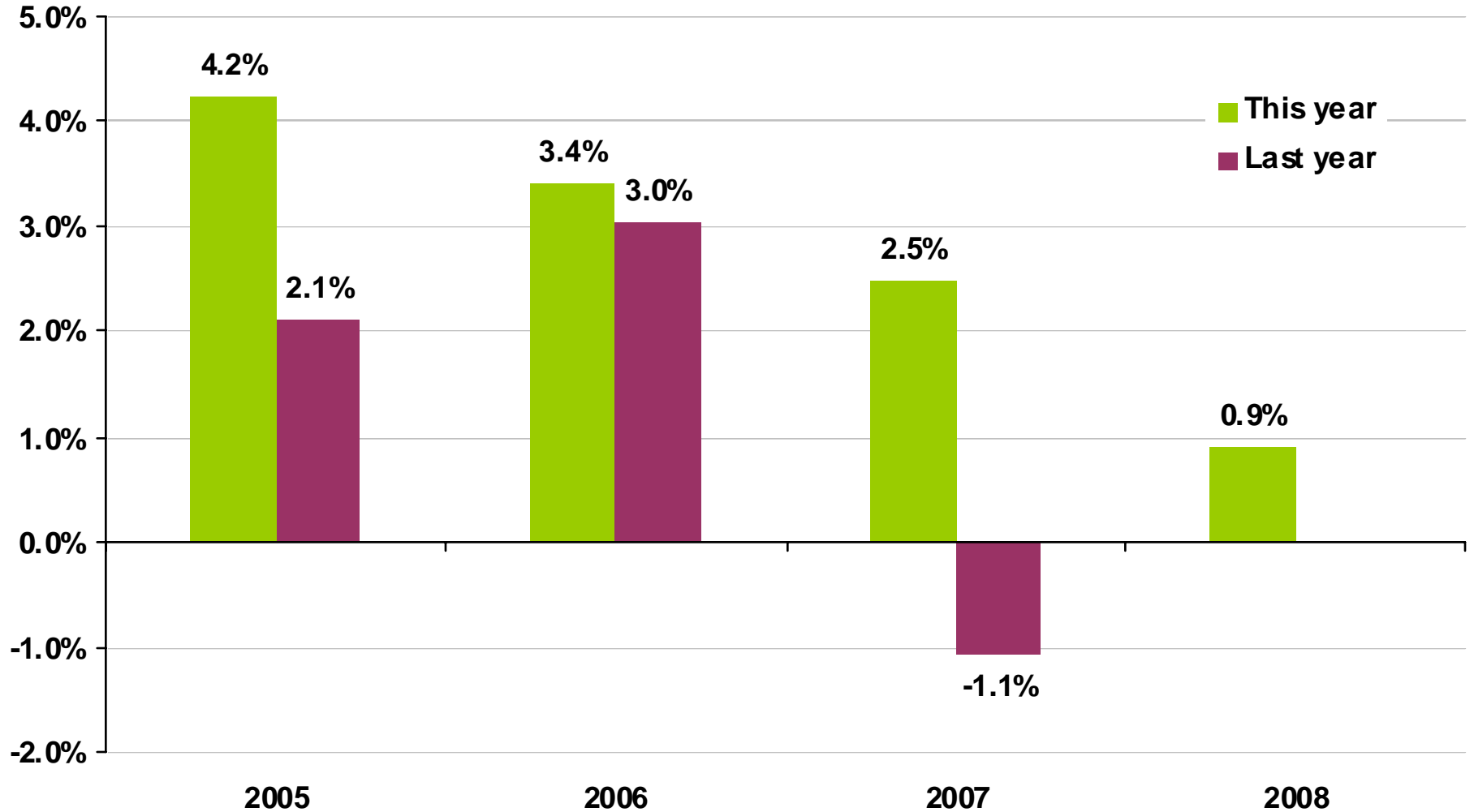
## Origin of Visitors by DMA, 2005

Origin DMA	Visitors (‘000)	Share of Total (percent)
New York, DMA	36,149	50.0%
Philadelphia, DMA	18,826	26.1%
Washington, DMA	2,146	3.0%
Wilkes-Barre/Scranton, DMA	1,459	2.0%
Hartford/New Haven, DMA	1,026	1.4%
Baltimore, DMA	1,113	1.5%
Boston, DMA	513	0.7%
Harrisburg-Lancaster, DMA	990	1.4%
Springfield-Holyoke, DMA	332	0.5%
Pittsburgh, DMA	759	1.0%
Other Markets	8,929	12.4%

# Visitation Outlook? New Jersey Continues to Ride High through 2008.



# Little Change to the 2006 Outlook



# Annual Forecasts by Type of Visit and Average Spending

	2003	2004	2005	2006	2007	2008
<b>Total Visits</b>	68,160	69,305	72,241	74,706	76,574	77,263
% change	15.6	1.7	4.2	3.4	2.5	0.9
<b>Visits - Business</b>	12,611	12,473	13,555	14,048	14,447	14,575
% change	0.7	-1.1	8.7	3.6	2.8	0.9
<b>Visits - Leisure</b>	55,549	56,832	58,685	60,658	62,127	62,688
% change	19.6	2.3	3.3	3.4	2.4	0.9
<b>Visits - Single Day</b>	41,410	39,383	39,655	41,017	42,012	42,427
% change	22.4	-4.9	0.7	3.4	2.4	1.0
<b>Visits - Overnight</b>	26,750	29,922	32,585	33,689	34,562	34,836
% change	6.5	11.9	8.9	3.4	2.6	0.8
<b>Average Spending</b>	108	115	114	115	115	115
% change	-1.2	6.3	-0.5	0.5	0.4	-0.3

Total visits will continue to expand through 2008, though at a decelerating rate. Business visits will gain share as the economy continues to expand and business travel rebounds.



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