



## **ShopRite LPGA Classic Generates \$13.6 Million in Direct Spending, Stockton Study Finds**

Survey by Lloyd D. Levenson Institute of Gaming, Hospitality and Tourism

***For Immediate Release***

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**Galloway, NJ** – The ShopRite LPGA Classic held at Stockton Seaview Hotel and Golf Club this year provided over \$13.6 million in direct spending to regional businesses, according to an economic impact study by the Lloyd D. Levenson Institute for Gaming, Hospitality and Tourism (LIGHT) at The Richard Stockton College of New Jersey, in partnership with Atlantic Cape Community College's Center for Regional & Business Research.

The study, done for the ShopRite LPGA Classic, found the May 27-June 2 tournament drew an estimated 62,555 participants, 90.2 percent of whom (56,425) were not from Atlantic County.

Most tournament visitors came from Monmouth, Middlesex, Essex, Sussex, Camden and Ocean counties in New Jersey, and Montgomery County in Pennsylvania, the study found.

"This added substantially to the economic impact as many of the tournament participants sought lodging in the region, most frequently in Absecon, Atlantic City and Galloway Township," the study found.

The study surveyed 336 people attending the golf tournament to determine their places of residence. Spending by attendees, staff, or business partners from outside the region is considered "new" revenue that is attributable to the LPGA tournament.

Dr. Israel Posner, executive director of LIGHT, said, “The tournament helps kick off the summer season and generates revenues from participants who have relatively high incomes and levels of education.” Each person spent an average of \$241 over a two-and-a-half day period, the study found.

In addition to direct spending on food, lodging and tourist attractions, the study took into account indirect spending by businesses that supply food, material and services to the tournament, and additional spending by those employed by the tournament and supporting businesses.

The study concluded that the ShopRite LPGA Classic:

- created an estimated \$19.2 million in new economic activity in Atlantic County;
- generated over \$4.7 million in wages and salaries;
- is responsible for supporting 183 annual jobs in the county.

For more information, view the complete [survey](#).

For more information on LIGHT, visit [www.stockton.edu/levenson](http://www.stockton.edu/levenson) or contact Dr. Israel Posner at [posneri@stockton.edu](mailto:posneri@stockton.edu)

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