

STOCKTON COLLEGE

THE RICHARD STOCKTON COLLEGE OF NEW JERSEY



Stockton's Lloyd D. Levenson Institute Of Gaming, Hospitality and Tourism To Host 2011 Jersey Shorecast

Panel of Experts, Including Stockton Professors and Business Leaders Provide Insight
into the 2011 Summer Tourism Season at the Jersey Shore

For Immediate Release

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Galloway Township, NJ- The Lloyd D. Levenson Institute of Gaming, Hospitality and Tourism (LIGHT) at The Richard Stockton College of New Jersey will again host its annual Jersey Shorecast which brings tourism experts from Stockton's faculty together with representatives from four Southern New Jersey Chambers of Commerce.

The annual event, which has become much-anticipated for its insiders' look at the summer tourism season, will take place at Stockton's Carnegie Library Center, at Pacific Avenue and Dr. Martin Luther King, Jr. Blvd. on Wednesday, May 11 from 8:15-10:15. It is free and open to the public, but pre-registration is required as seating is limited.

The Jersey Shorecast panelists will offer their perspectives on several questions that are critical to the success of businesses along the south Jersey Shore. According to Dr. Israel Posner, executive director of LIGHT, the panels will address issues such as: Will day-trippers, vacationers and gamblers make 2011 a banner season? How will the regional and local economy affect travel and tourism? What are the prospects for businesses that depend on summer tourists? How are hotel and motel bookings? How will gas prices affect travel?

The panels include Stockton faculty members Dr. Oliver Cooke, associate professor of economics, Dr. Brian Tyrrell, associate professor of hospitality and tourism management studies as well as Vicki Clarke, president of the Cape May Chamber of Commerce, Michele Gillian executive director of the Ocean City Chamber of Commerce, Lori Peppenella, director of destination marketing at the Southern Ocean County Chamber of Commerce and representing the Greater Atlantic City Region Chamber of Commerce, George Lynn.

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Stockton Jersey Shorecast/ page 2

The fast paced panel discussion will be moderated by Dr. Michael Busler, associate professor of business at the Richard Stockton College of New Jersey.

For more information on the Jersey Shorecast, visit the Institute at www.stockton.edu/levenson and click on Events. Registration is also available via e-mail to light@stockton.edu or by calling 609-347-2175.

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