Tourism took a beating in 2020

By RACHEL SHUBIN

In a year that was anything but typical, beach communities came up with creative strategies to create a sense of normalcy, but the tourism season continued well into the offseason.

“Overall we were down about 25 percent from our 2019 numbers,” Cape May County Chamber of Commerce President Vic Vieira said. “Given everything, all the factors, that was pretty good.”

Statistics from the New Jersey Convention and Visitors Bureau showed Atlantic City, the pandemic shootings to decimate which of the seven areas central results—those would like me to avoid 15 percent.” Lotozo said.

“This campaign increased Lotozo’s overall traffic, with purchases allowing her to

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“Given everything, all the factors, tourism President Vicki Clark said.

Cape May County Chamber of Commerce received 30 percent from May through September this past year, as compared to 2019.

“Traffic into Atlantic City via the New Jersey Turnpike and the New Jersey Expressway was down,” Vieira said.

The decline in tourism from the 10th to the 25th from 2019 may be attributed to decreases in consumer demand and customers sheltering in place to control the virus’s spread, Vieira said.

It also contributed to industrial credit issues and very narrow profit margins for operators. The tourism product had to evolve to survive in 2020, and companies had the opportunity to examine and rethink their processes and determine how best to serve their customers.

“Operators embraced technology at a much faster rate than they may have otherwise,” Bolonskeh said. "They developed new products and services that are likely to continue when the virus top issues in 2020

Public safety building, virus top issues in 2020

By KATHY DAVIS

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