



Economic and Fiscal Contributions of Cape May MAC

2025



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The modelling and results presented here are based on information provided by third parties, upon which Oxford Economics has relied in producing its report and impact estimates in good faith. Any subsequent revision or update of those data will affect the assessments and projections shown.

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Introduction



Research Overview

Cape May MAC (Museums+Arts+Culture) champions the arts, culture, and history of Cape May County. Since its founding in 1970, Cape May MAC has helped transform Cape May from a “summer only” beach resort to the country’s leading Victorian theme destination. Its mission includes activities that both directly and indirectly contribute to the success of the local economy.

Cape May MAC’s annual operations, along with the spending of Cape May MAC visitors at local, off-site establishments and businesses, generates significant economic and fiscal (tax) impacts in the Cape May County economy.

This study analyzes the impacts attributable to Cape May MAC between 2022 and 2025 and contextualizes these impacts within an analysis of the overall Cape May County visitor economy.

To quantify the economic impacts, Tourism Economics prepared a comprehensive model to quantify the impacts arising from annual operational spending of Cape May MAC, as well as visitor spending at off-site establishments throughout the local economy.

Impact modeling is based on an IMPLAN input-output (I-O) model for Cape May County.

The results of this study show the scope of Cape May MAC’s impacts in terms of direct operational spending and off-site visitor spending between 2022 and 2025, as well as total economic impacts for 2025, including total business sales, employment, labor income, and fiscal (tax) impacts.



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Key Findings



Cape May MAC Economic Impacts in Cape May County (2025)

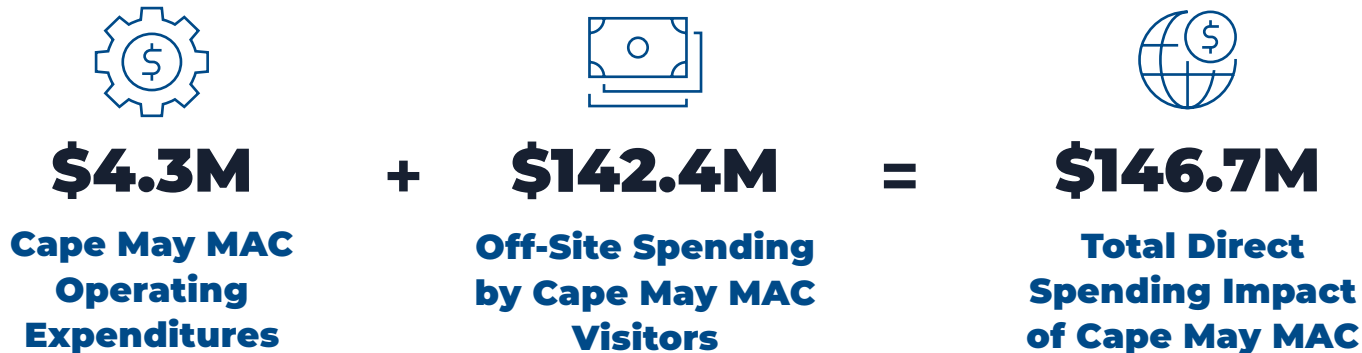
Direct Spending Impacts

Cape May MAC generated significant economic impacts as the organization spent money in the local economy in the form of annual operational expenditures, including salaries and wages, event expenses, marketing, repairs and maintenance, and insurance, among others.

In addition to spending money on Cape May MAC tours, events, and educational programs, visitors also spent money at businesses and establishments in the local economy during their stay in Cape May, including local restaurants, retailers, and recreation/entertainment venues.

In 2025, Cape May MAC generated an estimated \$146.7 million in direct spending, including \$4.3 million in operating expenditures and \$142.4 million in off-site spending by Cape May MAC visitors.

Summary Direct Impacts of Cape May MAC in 2025

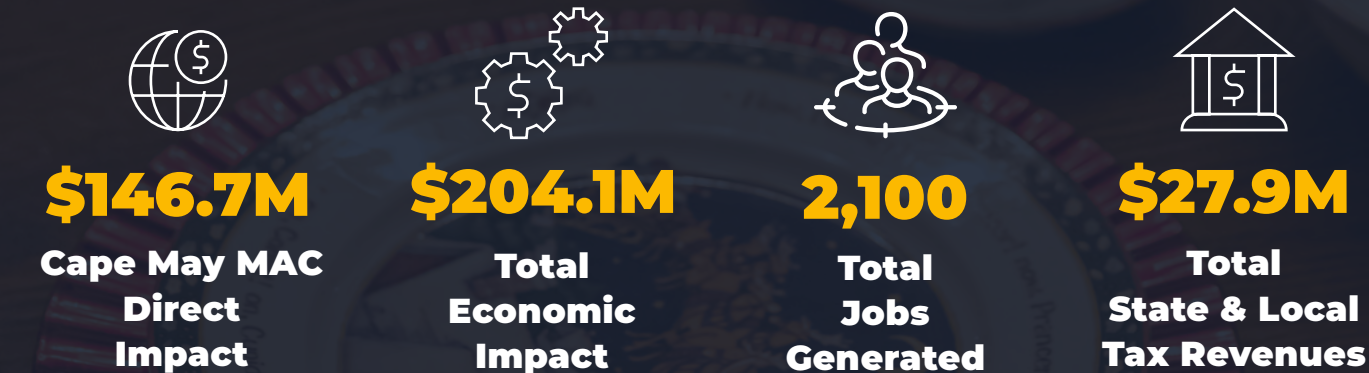


**Cape May MAC
generated a total
economic impact
of \$204.1 million in
Cape May County
in 2025.**

Summary Countywide Economic Impacts of Cape May MAC in 2025

Cape May MAC generated \$146.7 million in direct spending in 2025, including Cape May Mac operational expenditures and off-site spending by Cape May MAC visitors. This direct spending generated a total economic impact of \$204.1 million, which supported 2,100 total jobs throughout Cape May County.

The total countywide economic impact of \$204.1 million generated approximately \$27.9 million in total state and local tax revenues in 2025.



Direct Impacts



Direct Spending Impacts Summary Spending

Cape May MAC's direct spending impact amounted to \$146.7 million in 2025

This section outlines the direct impacts generated by Cape May MAC in 2025, with additional insights for 2022 through 2025, which ultimately serve as inputs for the economic impact model. The direct impacts are separated into two spending categories:

1. Cape May MAC operational spending
2. Spending at off-site establishments in the local economy by Cape May MAC visitors

Details for each category are provided on the following pages.

Direct spending impacts attributable to Cape May MAC, 2022 to 2025 (\$ millions)

	2022	2023	2024	2025
Cape May MAC operating expenditures	\$4.1	\$3.9	\$3.8	\$4.3
Off-site spending by Cape May MAC visitors	\$110.6	\$121.3	\$130.1	\$142.4
Total direct spending	\$114.7	\$125.3	\$133.9	\$146.7

Source: Cape May MAC, Tourism Economics

Note: Totals may not sum due to rounding.



Direct Spending Impacts Cape May MAC Operational Spending

Cape May MAC employed 160 part-time and full-time employees and incurred \$4.3 million in operating expenses in 2025

Cape May MAC spent \$4.3 million in operational expenditures in 2025, which included spending on employee salaries and wages, event expenses, marketing, repairs and maintenance, and insurance, among others.

Cape May MAC employed a total of 160 part-time and full-time employees that earned a total of \$1.5 million in 2025.

Cape May MAC Operational Spending, 2022 to 2025 (\$ millions and number of employees)

	2022	2023	2024	2025
Operating expenses	\$4.1	\$3.9	\$3.8	\$4.3
Salaries & wages	\$1.6	\$1.7	\$1.8	\$1.5
Employees	156	156	162	160
Full-time	18	18	18	18
Part-time	138	138	144	142

Source: Cape May MAC

Note: Totals may not sum due to rounding.

Direct Spending Impacts Cape May MAC Patron Volume

In 2025, approximately 238,000 patrons participated in a Cape May MAC tour or event

Cape May MAC is tasked with celebrating the history of Cape May and attracts many visitors to the destination while doing so. Cape May MAC operates major landmark structures in Cape May that are tourism drivers, including the Emlen Physick Estate, the Cape May Lighthouse, and the World War II Lookout Tower. The organization also provides a variety of tours, and hosts events and performances. Cape May MAC also conducts educational outreach, but these patrons are excluded from the analysis due to the local origin.

In 2025, 238,000 patrons participated in a Cape May MAC initiative, including 181,000 that participated in a tour, 25,000 that attended an event, and 32,000 that came as part of a group tour or marketing exposure.

Cape May MAC Patrons, 2022 to 2025 (number of patrons)

	2022	2023	2024	2025
Tours	180,000	185,000	181,000	181,000
Events	27,000	25,000	32,000	25,000
Group tours/marketing	27,000	25,000	33,000	32,000
Total Cape May MAC visitors	234,000	235,000	246,000	238,000

Source: Cape May MAC, Tourism Economics



Direct Spending Impacts

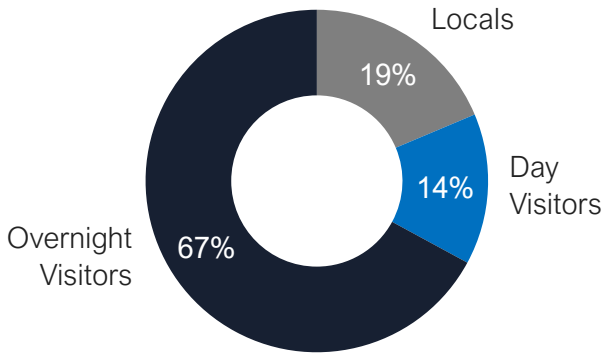
Cape May MAC Visitor Origin and Seasonality (2025)

In 2025, approximately 7.6% of the 238,000 Cape May MAC patrons originated from outside Cape May

In 2025, approximately 81% (or 195,000) of the 238,000 Cape May MAC patrons originated from outside Cape May – including 67% that stayed overnight and 14% that visited for the day. These visitors spent money on Cape May MAC tours and events, and at off-site establishments in the local economy, including local restaurants, hotels, retailers, and recreation / entertainment venues.

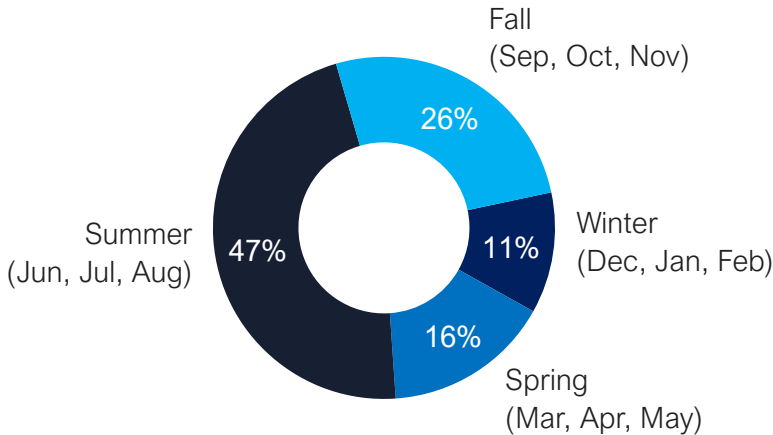
Many of Cape May MAC attractions and initiatives are offered throughout the year, which has helped transform Cape May from a “summer only” beach resort to a more year-round destination. In 2019, more than 53% of Cape May MAC visitors came to Cape May in the Fall, Spring, or Winter months.

Cape May MAC Visitor Origin, 2025
(percentage of visitors)



Source: Cape May MAC

Cape May MAC Visitor Seasonality, 2025
(percentage of visitors)



Source: Cape May MAC



Direct Impacts

Direct Spending by Industry (2025)

Cape May MAC's \$146.7 million direct spending impact in Cape May was spread across a wide range of sectors within the local economy.

Cape May MAC's direct spending impact of \$146.7 million in Cape May was spread across a number of industries, including \$55.1 million in lodging expenditures, \$34.5 million in food and beverage expenditures, \$28.6 million in retail purchases, \$14.9 million in entertainment/recreation spending, \$9.4 million in local transportation, and \$4.3 million in Cape May MAC operating expenditures.



In 2025, Cape May MAC's direct impact amounted to \$146.7 million.

Direct Spending Impacts Day and Overnight Splits

On average, Cape May MAC visitors spent \$729 per trip to Cape May in 2025

Overnight person trips contributed \$138.9 million in Cape May MAC visitor spending. With 161,000 trips, each overnight visitor spent an average of \$863 per person-trip.

Day visitation of 34,000 person-trips generated \$3.2 million in sales to Cape May businesses, which amounted to an average of \$95 per person-trip in 2025.

Overall, average per-traveler spending amounted to \$729 per trip in 2025.

Cape May MAC Visitors and Visitor Spending, 2022 to 2025
(number of visitors, \$ millions – total visitor spending, and \$ - per visitor spending)

	2022	2023	2024	2025
Total visitors	178,000	186,000	188,000	195,000
Day	33,000	34,000	33,000	34,000
Overnight	145,000	152,000	155,000	161,000
Total visitor spending (\$ millions)	\$110.5	\$121.3	\$130.0	\$142.1
Day	\$2.9	\$3.0	\$3.0	\$3.2
Overnight	\$107.7	\$118.3	\$126.9	\$138.9
Average spend per visitor	\$621	\$652	\$691	\$729
Day	\$87	\$87	\$92	\$95
Overnight	\$742	\$778	\$819	\$863

Source: Cape May MAC, Tourism Economics

*The \$142.1 million only includes visitors spending and does not correlate to the \$146.7 million on the prior page, which includes Cape May MAC operational spending.



Direct Spending Impacts

Direct Spending by Month

In 2025, \$30.2 million or 21.2% of all Cape May MAC visitor spending was generated in August – the most in any month in 2025

In 2025, the three busiest months of the year in terms of Cape May MAC visitor spending were the Summer months (June, July, and August) – which accounted for \$66.3 million of the \$121.9 million in visitor spending. December was also a busy month given the holiday tours, events, and programs.

Cape May MAC Visitor Spending by Month, 2022 to 2025
(\$ millions and % of visitor spending)

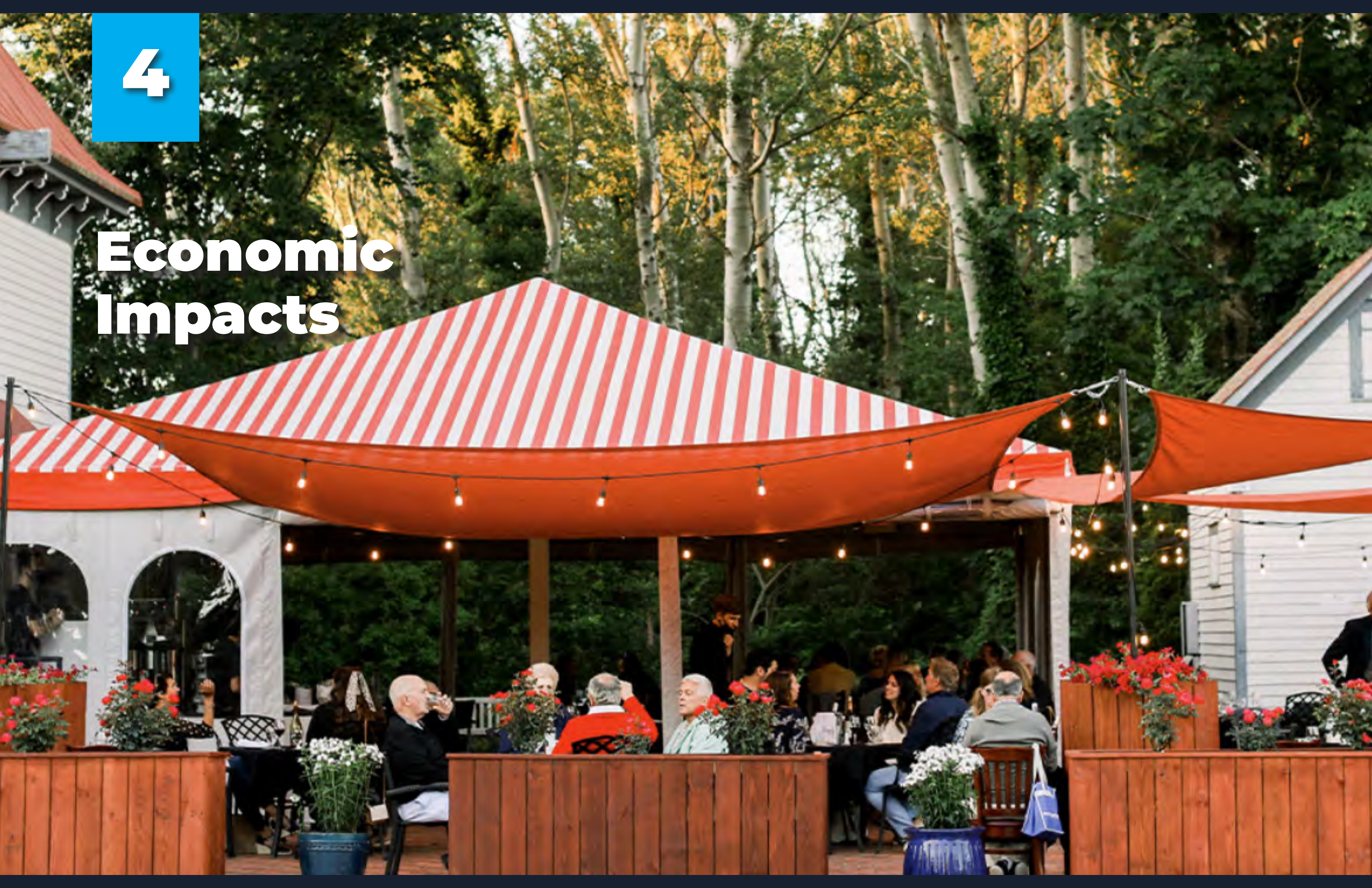
	Visitor Spending				Share of Spending, by Month			
	2022	2023	2024	2025	2022	2023	2024	2025
Total visitor spending	\$110.6	\$121.3	\$130.1	\$142.4	-	-	-	-
January	\$0.6	\$1.3	\$0.6	\$0.6	0.5%	1.1%	0.5%	0.4%
February	\$1.7	\$1.8	\$2.1	\$1.9	1.6%	1.4%	1.6%	1.3%
March	\$1.3	\$1.4	\$2.1	\$1.7	1.2%	1.1%	1.6%	1.2%
April	\$5.2	\$5.4	\$5.5	\$7.6	4.7%	4.5%	4.2%	5.4%
May	\$9.1	\$10.2	\$9.8	\$13.2	8.2%	8.4%	7.5%	9.3%
June	\$14.6	\$13.8	\$15.1	\$17.0	13.2%	11.4%	11.6%	11.9%
July	\$14.9	\$16.3	\$19.0	\$19.1	13.5%	13.4%	14.6%	13.4%
August	\$21.5	\$24.4	\$25.5	\$30.2	19.4%	20.1%	19.6%	21.2%
September	\$14.1	\$13.6	\$14.8	\$16.4	12.8%	11.2%	11.4%	11.5%
October	\$10.5	\$12.4	\$13.4	\$14.3	9.5%	10.2%	10.3%	10.1%
November	\$5.3	\$6.0	\$5.9	\$6.5	4.8%	4.9%	4.5%	4.6%
December	\$11.8	\$14.8	\$16.3	\$13.8	10.6%	12.2%	12.6%	9.7%

Source: Tourism Economics



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Economic Impacts



Economic Impacts Methodology

The economic impacts of Cape May MAC’s direct spending were estimated using regional Input-Output (I-O) models based on customized IMPLAN (www.implan.com) models for the Cape May County economy. IMPLAN is recognized as an industry standard in local-level I-O models. An I-O model represents a profile of an economy by measuring the relationships among industries and consumers to track the flow of industry revenue to wages, profits, capital, taxes and suppliers. The supply chain is traced as dollars flow through the economy, representing indirect impacts. The model also calculates the induced impacts of spending. Induced impacts represent benefits to the economy as incomes earned as a result of direct spending are spent in the local economy, generating additional sales, jobs, taxes, and income.

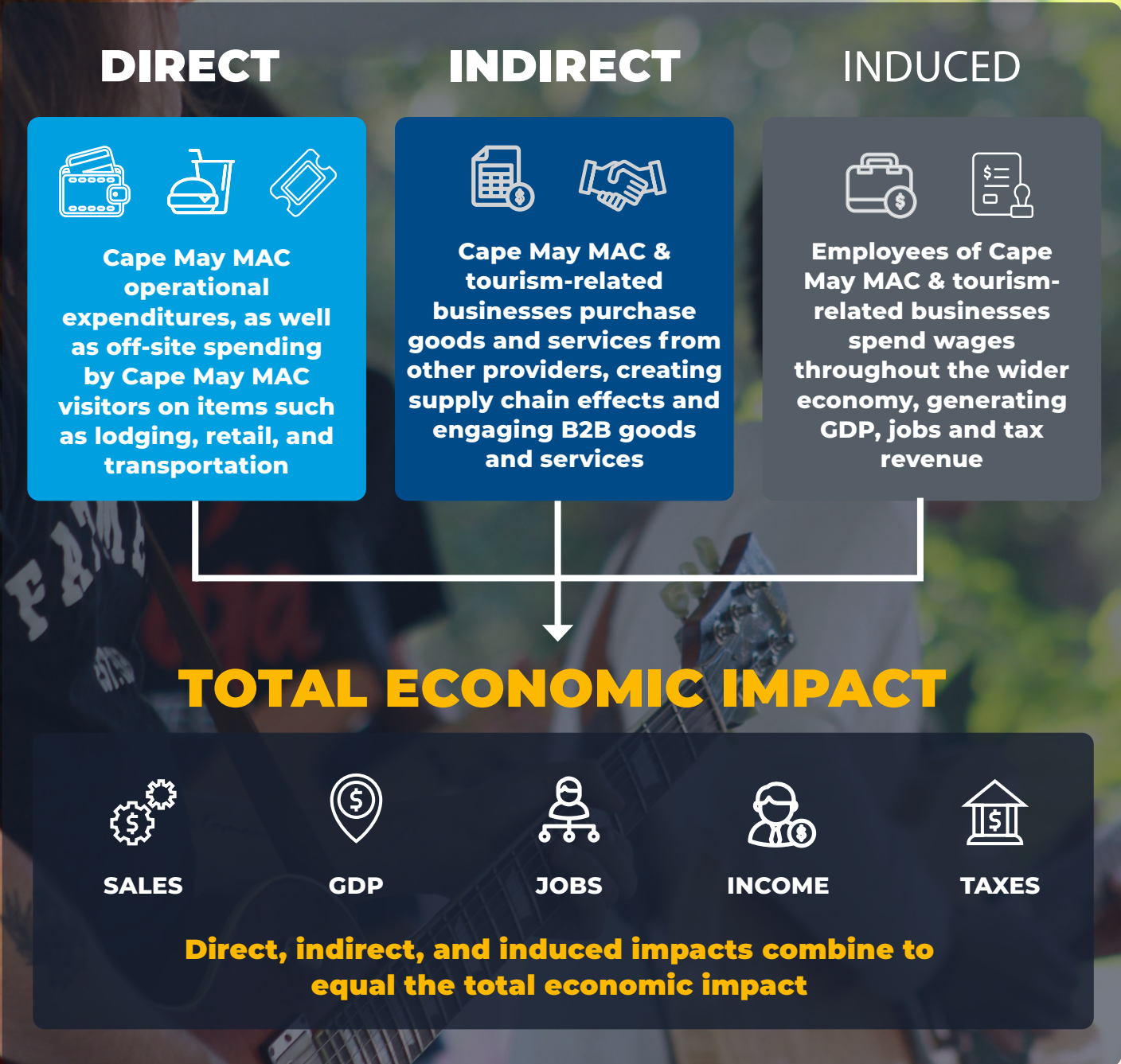
The modeling process begins with aligning the direct expenditure measurements with the related sectors in the model (e.g. hotels, restaurants, retail, and recreation). The model is then run to trace the flow of these expenditures through the economy. In this process, the inter-relationships between consumers and industries generate each level of impact.

IMPLAN calculates three levels of impact – direct, indirect, and induced – for a broad set of indicators.

These include the following:

- Business sales (also called gross output)
- Household income (including wages and benefits)
- Employment
- Federal taxes
- State and local taxes

Economic Impacts Framework



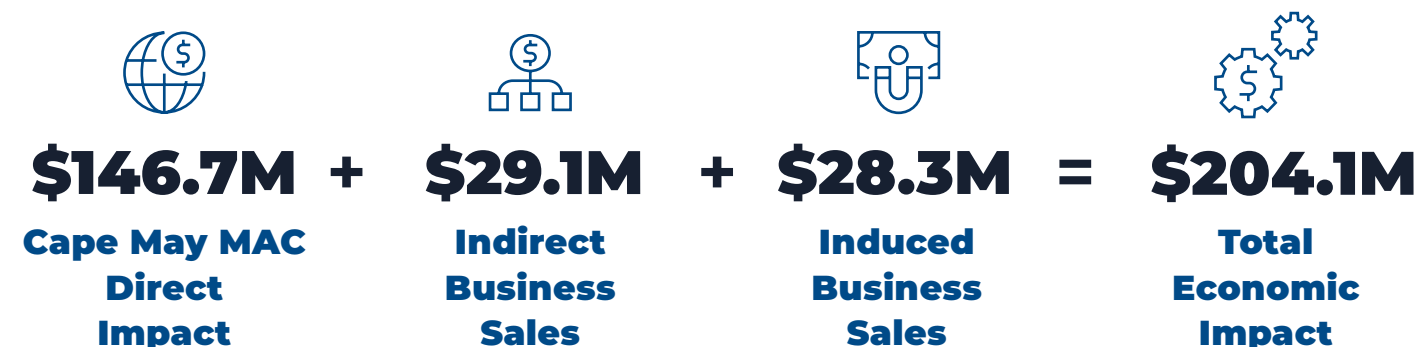
Cape May MAC Business Sales Impacts, 2025

Cape May MAC generated a total economic impact of \$204.1 million in Cape May in 2025

The \$146.7 million in Cape May MAC operational expenses and off-site spending by Cape May MAC visitors generated \$29.1 million in indirect business sales and \$28.3 million in induced business sales, resulting in a total countywide economic impact of \$204.1 million in 2025.

The lodging industry was the most-impacted industry with \$55.1 million in 2025. The food & beverage industry and retail trade industries followed with \$41.3 million and \$39.0 million in total business sales, respectively.

Cape May MAC - Business Sales Impacts in Cape May, 2025 (\$ millions)



Cape May MAC generated a total economic impact of \$204.1 million in Cape May in 2025.

Cape May MAC - Business Sales Impacts 2025, by Industry (\$ millions)

	Direct Business Sales	Indirect Business Sales	Induced Business Sales	Total Business Sales
Total, all industries	\$146.7	\$29.1	\$28.3	\$204.1
By industry				
Lodging	\$55.1	\$0.0	\$0.1	\$55.1
Food & Beverage	\$34.5	\$3.5	\$3.2	\$41.3
Retail Trade	\$34.5	\$0.9	\$3.6	\$39.0
Finance, Insurance and Real Estate	\$0.9	\$9.5	\$9.4	\$19.8
Recreation and Entertainment	\$11.6	\$0.3	\$0.6	\$12.5
Business Services	\$0.6	\$6.9	\$1.5	\$9.0
Gasoline Stations	\$5.7	\$0.0	\$0.3	\$6.1
Other Transport	\$3.6	\$0.7	\$0.3	\$4.5
Education and Health Care	\$0.0	\$0.0	\$4.2	\$4.2
Personal Services	\$0.0	\$0.9	\$2.0	\$2.9
Government	\$0.0	\$1.8	\$0.8	\$2.6
Wholesale Trade	\$0.0	\$1.2	\$1.0	\$2.2
Construction and Utilities	\$0.0	\$1.6	\$0.6	\$2.1
Communications	\$0.0	\$1.5	\$0.5	\$2.0
Manufacturing	\$0.0	\$0.3	\$0.1	\$0.3
Air Transport	\$0.0	\$0.1	\$0.2	\$0.3
Agriculture, Fishing, Mining	\$0.0	\$0.1	\$0.0	\$0.1

Source: Tourism Economics

Note: Totals may not sum due to rounding.

Cape May MAC

Employment Impacts by Industry, 2025

Cape May MAC generated a total employment impact of 2,100 part-time and full-time jobs in Cape May in 2025

The total economic impact attributable to Cape May MAC supported approximately 2,100 total part-time and full-time jobs throughout Cape May in 2025, including approximately 1,700 direct jobs, 200 indirect jobs, and 170 induced jobs.

Cape May MAC - Employment Impacts by Industry, 2025 (number of part-time and full-time jobs)

	Direct Jobs	Indirect Jobs	Induced Jobs	Total Jobs
Total, all industries	1,730	197	173	2,100
By industry				
Lodging	761	0	1	762
Food & Beverage	404	44	33	481
Finance, Insurance and Real Estate	134	46	21	201
Recreation and Entertainment	246	5	7	257
Retail Trade	119	6	28	153
Business Services	7	53	12	72
Other Transport	55	11	4	69
Education and Health Care	0	0	34	35
Personal Services	0	9	23	32
Government	0	10	3	13
Gasoline Stations	5	0	2	7
Wholesale Trade	0	4	3	6
Communications	0	3	1	5
Construction and Utilities	0	3	2	4
Manufacturing	0	1	0	1
Agriculture, Fishing, Mining	0	1	0	1
Air Transport	0	0	0	0

Source: Tourism Economics
Note: Totals may not sum due to rounding.



In 2025, Cape May MAC generated a total job impact of more than 2,100 jobs



In 2025, Cape May MAC generated a total labor income impact of \$70.2 million

Cape May MAC Labor Income Impacts by Industry, 2025

Cape May MAC generated a total labor income impact of \$70.2 million in Cape May in 2025

Cape May MAC operational spending and off-site spending by Cape May MAC visitors generated \$57.1 million in direct labor income, \$6.2 million in indirect labor income, and \$6.9 million in induced labor income, resulting in \$70.2 million in total labor income in 2025.

Cape May MAC - Labor Income Impacts by Industry, 2025 (\$ millions)

	Direct Labor Income	Indirect Labor Income	Induced Labor Income	Total Labor Income
Total, all industries	\$57.1	\$6.2	\$6.9	\$70.2
By industry				
Lodging	\$27.0	\$0.0	\$0.0	\$27.0
Food & Beverage	\$12.1	\$1.2	\$1.0	\$14.4
Recreation and Entertainment	\$7.9	\$0.1	\$0.2	\$8.2
Education and Health Care	\$3.5	\$0.2	\$1.0	\$4.7
Other Transport	\$2.2	\$0.2	\$0.1	\$2.5
Business Services	\$0.2	\$1.7	\$0.4	\$2.3
Retail Trade	\$3.9	\$0.0	\$2.1	\$6.0
Finance, Insurance and Real Estate	\$0.2	\$0.7	\$0.5	\$1.5
Government	\$0.0	\$1.0	\$0.3	\$1.3
Personal Services	\$0.0	\$0.4	\$0.8	\$1.2
Wholesale Trade	\$0.0	\$0.2	\$0.2	\$0.4
Gasoline Stations	\$0.2	\$0.0	\$0.1	\$0.2
Construction and Utilities	\$0.0	\$0.2	\$0.1	\$0.2
Communications	\$0.0	\$0.1	\$0.1	\$0.2
Air Transport	\$0.0	\$0.0	\$0.0	\$0.1
Manufacturing	\$0.0	\$0.0	\$0.0	\$0.1
Agriculture, Fishing, Mining	\$0.0	\$0.0	\$0.0	\$0.0

Source: Tourism Economics

Note: Totals may not sum due to rounding.

Cape May MAC Fiscal (Tax) Impacts, 2025

Cape May MAC's total economic impact of \$204.1 million generated \$42.2 million in total tax revenues, including \$27.9 million state and local tax revenues in 2025

Cape May MAC operational expenses and off-site spending by Cape May MAC visitors generated a total fiscal (tax) impact of \$42.2 million in 2025.

Total federal taxes amounted to \$14.35 million, including \$5.88 million in personal income taxes, \$1.01 million in corporate taxes, \$0.27 million in indirect business taxes, and \$7.20 million in social insurance taxes in 2025.

Total state and local taxes amounted to \$27.86 million, including \$14.61 million in sales taxes, \$2.75 million in bed taxes, \$1.20 million in personal income taxes, \$1.05 million in corporate taxes, \$0.45 million in excise taxes and fees, and \$7.75 million in property taxes in 2025.

Cape May MAC - Fiscal (Tax) Impacts 2025, by Industry (\$ millions)

	Direct	Indirect & Induced	Total
Total Taxes	\$32.34	\$9.87	\$42.21
Federal	\$10.91	\$3.44	\$14.35
Personal income	\$4.50	\$1.38	\$5.88
Corporate	\$0.73	\$0.28	\$1.01
Indirect business	\$0.18	\$0.09	\$0.27
Social insurance	\$5.50	\$1.70	\$7.20
State and Local	\$21.44	\$6.43	\$27.86
Sales	\$10.43	\$4.17	\$14.61
Bed tax	\$2.75	\$0.00	\$2.75
Personal income	\$0.92	\$0.28	\$1.20
Corporate	\$0.76	\$0.29	\$1.05
Social insurance	\$0.04	\$0.02	\$0.06
Excise and fees	\$0.36	\$0.09	\$0.45
Property	\$6.17	\$1.57	\$7.75

Source: Tourism Economics

Note: Totals may not sum due to rounding.

Cape May MAC Economic Impacts

Cape May MAC Comparison to Cape May County

Cape May MAC visitors accounted for 1.6% of all Cape May County visitors and 1.7% of Cape May County visitor spending in 2025

Cape May MAC attracted 195,000 or 1.6% of the 12.0 million visitors to Cape May County in 2025. The 195,000 Cape May MAC visitors spent \$142.1 million in Cape May – which accounts for 1.7% of the \$8.4 billion in visitor spending in Cape May County in 2025. In 2025, Cape May MAC supported 1,601 direct jobs – 4.9% of all visitor supported jobs in Cape May County.

Cape May MAC - Employment Impacts by Industry, 2025 (number of part-time and full-time jobs)

	Cape May MAC	Cape May County	MAC as % of County
Visitors			
2022	178,000	11,380,058	1.48%
2023	186,000	11,584,147	1.52%
2024	188,000	12,113,532	1.45%
2025	195,000	12,032,153	1.62%
Direct Visitor Spending			
2022	\$110.5	\$7,409	1.36%
2023	\$121.3	\$7,714	1.47%
2024	\$130.0	\$8,102	1.43%
2025	\$142.1	\$8,441	1.68%
Direct Jobs			
2022	1,135	30,352	3.60%
2023	1,226	31,325	3.80%
2024	1,259	32,051	3.90%
2025	1,601	32,568	4.92%

Source: Tourism Economics
Note: Totals may not sum due to rounding.



About the Research Team



Oxford Economics was founded in 1981 as a commercial venture with Oxford University's business college to provide economic forecasting and modelling to UK companies and financial institutions expanding abroad. Since then, we have become one of the world's foremost independent global advisory firms, providing reports, forecasts and analytical tools on 200 countries, 100 industrial sectors and over 3,000 cities. Our best-of-class global economic and industry models and analytical tools give us an unparalleled ability to forecast external market trends and assess their economic, social and business impact.

Oxford Economics is an adviser to corporate, financial and government decision-makers and thought leaders. Our worldwide client base comprises over 2,000 international organizations, including leading multinational companies and financial institutions; key government bodies and trade associations; and top universities, consultancies, and think tanks.

This study was conducted by the Tourism Economics group within Oxford Economics. Tourism Economics combines an understanding of traveler dynamics with rigorous economics in order to answer the most important questions facing destinations, investors, and strategic planners. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, destination recovery plans, forecasting models, policy analysis, and economic impact studies.

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