



ATLANTIC CITY TOURISM & SALES BARMETER

AUGUST 2014 (vs. AUGUST 2013)

Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended August 2014	Variance	Last 3-months ended August 2014	Variance	Last 12-months ended August 2014	Variance
Total Welcome Center Visitors	23,144	7.9% ↑	62,528	13.7% ↑	158,754	18.6% ↑
Total Room Nights	62	(34.0%) ↓	230	(18.4%) ↓	548	(14.9%) ↓
Room Night Economic Impact	\$36,456	(34.0%) ↓	\$135,240	(18.4%) ↓	\$322,224	(25.3%) ↓
Total Visitor Inquiries by Phone	1,339	54.3% ↑	4,705	73.6% ↑	9,856	17.8% ↑
Total Visitor Inquiries by eMail	1,125	(68.8%) ↓	2,909	(79.0%) ↓	18,752	(62.2%) ↓

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended August 2014	Variance	Last 3-months ended August 2014	Variance	Last 12-months ended August 2014	Variance
Visits	482,255	28.2% ↑	1,593,221	26.0% ↑	3,833,610	(7.0%) ↓
Unique Visitors	367,225	29.5% ↑	1,211,825	27.1% ↑	3,007,007	(4.7%) ↓
New Visitors (%)	63.4%	(4.1%) ↓	64.0%	(4.2%) ↓	68.6%	1.0% ↓
New Visitors	305,982	22.9% ↑	1,019,353	20.7% ↑	2,630,427	(6.1%) ↓
Page Views	1,420,770	(3.0%) ↓	4,962,521	3.1% ↓	12,799,004	(41.6%) ↓
Online Visitor Guide Requests	2,388	1.3% ↓	8,329	1.6% ↓	26,143	(8.4%) ↓

CONVENTION SALES ACTIVITIES

	Month ended August 2014	Variance	Last 3-months ended August 2014	Variance	Last 12-months ended August 2014	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	5	(16.7%) ↓	12	(25.0%) ↓	73	(14.1%) ↓
No. of Room Nights	338	(89.1%) ↓	4,120	(36.2%) ↓	77,838	19.7% ↑
No. of Delegates	1,340	(61.9%) ↓	12,982	(28.9%) ↓	231,208	51.5% ↑
Delegate Spending	\$328,344	(87.5%) ↓	\$5,665,187	(31.2%) ↓	\$113,862,845	37.9% ↑
Public Shows - Atlantic City Convention Center						
No. of Shows	-	n/a n/a	-	n/a n/a	7	(30.0%) ↓
No. of Room Nights	-	n/a n/a	-	n/a n/a	2,761	(12.8%) ↓
No. of Delegates	-	n/a n/a	-	n/a n/a	100,928	(6.1%) ↓
Delegate Spending	\$0	n/a n/a	\$0	n/a n/a	\$11,212,559	(2.6%) ↓
Total Convention Center Bookings						
No. of Shows	5	(16.7%) ↓	12	(29.4%) ↓	80	(15.8%) ↓
No. of Room Nights	338	(89.1%) ↓	4,120	(36.2%) ↓	80,599	18.2% ↑
No. of Delegates	1,340	(61.9%) ↓	12,982	(43.8%) ↓	332,136	27.7% ↑
Delegate Spending	\$328,344	(87.5%) ↓	\$5,665,187	(35.3%) ↓	\$125,075,404	33.0% ↑
Hotel - Individual Properties						
No. of Shows	5	66.7% ↑	22	22.2% ↑	75	(2.6%) ↓
No. of Room Nights	889	42.2% ↑	10,788	99.4% ↑	34,300	11.3% ↑
No. of Delegates	819	127.5% ↑	8,144	103.3% ↑	40,322	6.1% ↓
Delegate Spending	\$467,413	42.0% ↑	\$4,646,190	52.9% ↑	\$22,782,829	5.6% ↓
Monthly Totals						
No. of Shows	10	11.1% ↑	34	(2.9%) ↓	155	(9.9%) ↓
No. of Room Nights	1,227	(67.0%) ↓	14,908	25.6% ↑	114,899	16.1% ↑
No. of Delegates	2,159	(44.3%) ↓	21,126	(22.1%) ↓	372,458	24.9% ↑
Delegate Spending	\$795,757	(73.1%) ↓	\$10,311,377	(12.6%) ↓	\$147,858,233	27.9% ↑

BOARDWALK HALL ACTIVITY

	Month ended August 2014	Variance	Last 3-months ended August 2014	Variance	Last 12-months ended August 2014	Variance
Public Shows						
Attendance	32,680	73.5% ↑	66,177	109.3% ↑	232,648	74.0% ↑
Avg. Attendance	10,893	15.7% ↑	11,030	4.6% ↓	12,245	37.4% ↑
Sporting Events						
Attendance	-	n/a n/a	-	n/a n/a	78,096	(26.9%) ↓
Avg. Attendance	n/a	n/a n/a	-	n/a n/a	7,100	(13.6%) ↓
Total Events						
Attendance	32,680	73.5% ↑	66,177	109.3% ↑	310,744	29.2% ↑
Avg. Attendance	10,893	15.7% ↑	11,030	4.6% ↓	10,358	20.6% ↑



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TRANSPORTATION STATISTICS *

	Month ended August 2014	Variance		Last 3-months ended August 2014	Variance		Last 12-months ended August 2014	Variance
Cars, Passenger Vehicles								
AC Expressway-Pleasantville Plaza	2,074,511	(2.1%)	👉	5,899,510	(2.2%)	👉	19,708,858	(0.9%)
Buses								
SJTA Day Bus Count	7,408	(24.9%)	⬇️	24,190	(15.6%)	⬇️	91,466	(10.6%)
SJTA Day Bus Passengers	166,508	(22.9%)	⬇️	519,096	(17.3%)	⬇️	1,769,058	(12.9%)
SJTA Overnight Bus Count	88	1.1%	👈	360	18.8%	👈	1,429	3.1%
SJTA Overnight Bus Passengers	3,443	(0.8%)	👉	14,248	17.5%	👈	58,070	3.3%
Air Travel								
ACY - Scheduled Service Passengers (Deplaned)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
ACY - Charter Passengers (Deplaned)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

CASINO REVENUE **

	Month ended August 2014	Variance		Last 3-months ended August 2014	Variance		Last 12-months ended August 2014	Variance
Gross Gaming Revenue (\$M)	\$305.3	2.3%	👈	\$816.1	(2.5%)	👉	\$2,833.1	(1.1%)
Slot Revenue (\$M)	\$206.6	(5.9%)	👉	\$567.8	(7.5%)	👉	\$1,971.8	(3.5%)
Table Games & Related Revenue (\$M)	\$88.1	11.5%	👈	\$218.2	(2.1%)	👉	\$769.3	(6.1%)
Internet Gross Revenue (\$M)	\$10.5	n/a	n/a	\$30.1	n/a	n/a	\$92.0	n/a

LEGEND:

If variance is:	More than 10%	1% to 9%	No Variance	(1%) to (9%)	More than (10%)
then Indicator Arrow is:	👉	👈	---	👉	⬇️

* - South Jersey Transportation Authority (SJTA), Atlantic City International Airport (ACY); ** - NJ Division of Gaming Enforcement