



ATLANTIC CITY TOURISM & SALES BARMETER

FEBRUARY 2015 (vs. FEBRUARY 2014)

Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended February 2015	Variance	Last 3-months ended February 2015	Variance	Last 12-months ended February 2015	Variance
Total Welcome Center Visitors	5,566	(17.9%) ↓	18,396	(12.4%) ↓	152,923	3.0% ↗
Total Room Nights	4	n/a n/a	8	(71.4%) ↓	506	(21.2%) ↓
Room Night Economic Impact	\$2,354	n/a n/a	\$4,706	(71.4%) ↓	\$297,530	(21.2%) ↓
Total Visitor Inquiries by Phone	782	74.2% ↑	2,199	61.3% ↑	10,835	35.6% ↑
Total Visitor Inquiries by eMail	200	(91.5%) ↓	1,418	(75.4%) ↓	10,927	(71.6%) ↓

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended February 2015	Variance	Last 3-months ended February 2015	Variance	Last 12-months ended February 2015	Variance
Visits	205,310	(8.7%) ↘	653,603	1.1% ↗	3,855,199	6.4% ↗
Unique Visitors	164,077	(9.6%) ↘	522,343	(0.5%) ↘	3,019,356	7.3% ↗
New Visitors (%)	71.6%	(1.5%) ↘	72.3%	0.0% ↗	68.2%	(2.0%) ↘
New Visitors	147,011	(10.0%) ↓	472,270	1.1% ↗	2,629,440	4.3% ↗
Page Views	601,151	(23.6%) ↓	1,932,096	(15.3%) ↓	12,001,092	(35.1%) ↓
Online Visitor Guide Requests	1,087	(50.5%) ↓	3,358	(43.4%) ↓	23,433	(8.2%) ↘

CONVENTION SALES ACTIVITIES

	Month ended February 2015	Variance	Last 3-months ended February 2015	Variance	Last 12-months ended February 2015	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	3	(25.0%) ↓	19	5.6% ↗	84	6.3% ↗
No. of Room Nights	2,904	(23.4%) ↓	22,433	9.5% ↗	95,954	28.2% ↑
No. of Delegates	17,685	(2.9%) ↘	67,132	(9.9%) ↘	220,583	(0.9%) ↘
Delegate Spending	\$3,258,467	(29.1%) ↓	\$26,421,497	(15.8%) ↓	\$116,378,078	7.2% ↗
Public Shows - Atlantic City Convention Center						
No. of Shows	3	50.0% ↑	4	33.3% ↑	10	0.0% ↗
No. of Room Nights	1,118	38.7% ↑	1,118	38.7% ↑	3,477	23.0% ↑
No. of Delegates	41,010	(3.1%) ↘	42,510	(3.0%) ↘	103,988	(3.7%) ↘
Delegate Spending	\$4,408,575	(3.1%) ↘	\$4,740,932	(7.1%) ↘	\$11,349,816	(5.2%) ↘
Total Convention Center Bookings						
No. of Shows	6	0.0% —	23	9.5% ↗	94	5.6% ↗
No. of Room Nights	4,022	(12.5%) ↓	23,551	10.6% ↑	99,431	28.0% ↑
No. of Delegates	58,695	(3.1%) ↘	109,642	(7.4%) ↘	324,571	(1.8%) ↘
Delegate Spending	\$7,667,042	(16.2%) ↓	\$31,162,429	(14.5%) ↓	\$127,727,894	5.9% ↗
Hotel - Individual Properties						
No. of Shows	5	(16.7%) ↓	14	(6.7%) ↘	84	1.2% ↘
No. of Room Nights	1,858	(34.8%) ↓	5,951	(10.2%) ↓	37,660	(5.4%) ↘
No. of Delegates	3,080	(2.9%) ↘	22,820	17.1% ↑	51,095	3.9% ↗
Delegate Spending	\$1,828,551	(21.2%) ↓	\$9,942,041	15.5% ↑	\$28,428,151	(1.2%) ↘
Monthly Totals						
No. of Shows	11	(8.3%) ↘	37	2.8% ↘	178	3.5% ↘
No. of Room Nights	5,880	(21.1%) ↓	29,502	5.7% ↗	137,091	16.7% ↑
No. of Delegates	61,775	(3.1%) ↘	132,462	(3.9%) ↘	375,666	(1.1%) ↘
Delegate Spending	\$9,495,593	(17.2%) ↓	\$41,104,470	(8.8%) ↘	\$156,156,045	4.6% ↘

BOARDWALK HALL ACTIVITY

	Month ended February 2015	Variance	Last 3-months ended February 2015	Variance	Last 12-months ended February 2015	Variance
Public Shows						
Attendance	18,163	(42.5%) ↓	48,505	27.6% ↑	253,843	42.5% ↑
Avg. Attendance	9,082	(13.7%) ↓	9,701	27.6% ↑	11,538	(2.8%) ↘
Sporting Events						
Attendance	15,000	197.1% ↑	24,852	49.8% ↑	99,604	22.0% ↑
Avg. Attendance	15,000	494.2% ↑	8,284	149.7% ↑	8,300	1.7% ↘
Total Events						
Attendance	33,163	(9.4%) ↘	73,357	34.4% ↑	353,447	36.1% ↑
Avg. Attendance	11,054	50.9% ↑	9,170	68.0% ↑	10,396	0.0% ↘



ATLANTIC CITY TOURISM & SALES BAREMETER

FEBRUARY 2015 (vs. FEBRUARY 2014)

Key Metrics and Variances

TRANSPORTATION STATISTICS *

	Month ended February 2015	Variance	Last 3-months ended February 2015	Variance	Last 12-months ended February 2015	Variance
Cars, Passenger Vehicles						
AC Expressway-Pleasantville Plaza	1,240,666	(6.8%) 🚩	3,879,891	(5.1%) 🚩	18,952,287	(5.5%) 🚩
Buses						
SJTA Day Bus Count	4,321	(22.9%) ↓	15,213	(17.5%) ↓	83,187	(15.2%) ↓
SJTA Day Bus Passengers	63,180	(30.6%) ↓	209,891	(26.8%) ↓	1,544,863	(20.7%) ↓
SJTA Overnight Bus Count	94	(6.9%) 🚩	175	(23.2%) ↓	1,374	1.1% 🚩
SJTA Overnight Bus Passengers	3,901	1.6% 🚩	7,112	(20.0%) ↓	54,912	(1.2%) 🚩
Air Travel						
ACY - Scheduled Service Passengers (Deplaned)	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

CASINO REVENUE **

	Month ended February 2015	Variance	Last 3-months ended February 2015	Variance	Last 12-months ended February 2015	Variance
Gross Gaming Revenue (\$M)	\$178.7	(14.8%) ↓	\$567.2	(8.6%) 🚩	\$2,715.9	(5.1%) 🚩
Slot Revenue (\$M)	\$119.6	(14.1%) ↓	\$371.3	(10.7%) ↓	\$1,850.5	(9.7%) 🚩
Table Games & Related Revenue (\$M)	\$48.7	(19.0%) ↓	\$163.2	(7.9%) 🚩	\$740.4	(5.6%) 🚩
Internet Gross Revenue (\$M)	\$10.4	0.9% 🚩	\$32.7	20.4% ↑	\$125.1	344.5% ↑

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