



## ATLANTIC CITY TOURISM & SALES BAROMETER

### MARCH 2015 (vs. MARCH 2014)

#### Key Metrics and Variances

#### VISITOR CENTERS & SERVICES STATISTICS

	Month ended March 2015	Variance	Last 3-months ended March 2015	Variance	Last 12-months ended March 2015	Variance
Total Welcome Center Visitors	7,643	(17.1%) ↓	19,008	(13.9%) ↓	151,346	2.3% ↑
Total Room Nights	16	33.3% ↑	22	(31.3%) ↓	510	(18.8%) ↓
Room Night Economic Impact	\$9,408	33.3% ↑	\$12,938	(31.2%) ↓	\$299,882	(18.8%) ↓
Total Visitor Inquiries by Phone	846	50.8% ↑	2,367	61.8% ↑	11,120	40.6% ↑
Total Visitor Inquiries by eMail	220	(90.2%) ↓	693	(89.7%) ↓	8,898	(75.8%) ↓

#### WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended March 2015	Variance	Last 3-months ended March 2015	Variance	Last 12-months ended March 2015	Variance
Visits	216,758	(9.0%) ↓	671,583	(1.3%) ↓	3,833,685	9.0% ↑
Unique Visitors	170,252	(11.3%) ↓	532,589	(2.9%) ↓	2,997,744	9.4% ↑
New Visitors (%)	71.7%	(0.9%) ↓	71.9%	0.7% ↑	68.1%	(2.6%) ↓
New Visitors	155,415	(9.9%) ↓	482,776	(0.6%) ↓	2,612,426	6.2% ↑
Page Views	674,268	(19.3%) ↓	2,023,825	(16.9%) ↓	11,839,644	(38.1%) ↓
Online Visitor Guide Requests	1,053	(57.2%) ↓	3,238	(53.1%) ↓	22,024	(13.0%) ↓

#### CONVENTION SALES ACTIVITIES

	Month ended March 2015	Variance	Last 3-months ended March 2015	Variance	Last 12-months ended March 2015	Variance
<b>Conventions/Tradeshows/Meetings - Atlantic City Convention Center</b>						
No. of Shows	14	40.0% ↑	25	25.0% ↑	88	7.3% ↑
No. of Room Nights	15,732	114.0% ↑	34,069	53.7% ↑	104,334	37.3% ↑
No. of Delegates	49,947	71.1% ↑	103,911	15.3% ↑	241,334	1.6% ↑
Delegate Spending	\$21,926,373	42.9% ↑	\$42,738,341	13.6% ↑	\$122,960,543	6.7% ↑
<b>Public Shows - Atlantic City Convention Center</b>						
No. of Shows	2	0.0% →	5	25.0% ↑	10	11.1% ↑
No. of Room Nights	1,935	54.2% ↑	3,053	48.1% ↑	4,157	56.2% ↑
No. of Delegates	60,169	60.8% ↑	101,179	26.9% ↑	126,749	18.9% ↑
Delegate Spending	\$6,468,167	60.8% ↑	\$10,876,742	26.9% ↑	\$13,796,623	16.7% ↑
<b>Total Convention Center Bookings</b>						
No. of Shows	16	33.3% ↑	30	25.0% ↑	98	7.7% ↑
No. of Room Nights	17,667	105.3% ↑	37,122	53.2% ↑	108,491	38.0% ↑
No. of Delegates	110,116	65.3% ↑	205,090	20.7% ↑	368,083	7.0% ↑
Delegate Spending	\$28,394,540	46.6% ↑	\$53,615,083	16.1% ↑	\$136,757,166	7.6% ↑
<b>Hotel - Individual Properties</b>						
No. of Shows	8	166.7% ↑	19	26.7% ↑	89	14.1% ↑
No. of Room Nights	3,329	463.3% ↑	8,311	19.7% ↑	40,398	5.2% ↑
No. of Delegates	38,560	1551.4% ↑	59,580	176.4% ↑	87,320	114.2% ↑
Delegate Spending	\$5,220,568	1820.3% ↑	\$14,490,956	66.5% ↑	\$33,376,861	22.1% ↑
<b>Monthly Totals</b>						
No. of Shows	24	60.0% ↑	49	25.6% ↑	187	10.7% ↑
No. of Room Nights	20,996	128.3% ↑	45,433	45.7% ↑	148,889	27.2% ↑
No. of Delegates	148,676	115.7% ↑	264,670	38.3% ↑	455,403	18.3% ↑
Delegate Spending	\$33,615,108	71.2% ↑	\$68,106,039	24.1% ↑	\$170,134,027	10.2% ↑

#### BOARDWALK HALL ACTIVITY

	Month ended March 2015	Variance	Last 3-months ended March 2015	Variance	Last 12-months ended March 2015	Variance
<b>Public Shows</b>						
Attendance	24,207	n/a n/a	72,712	101.1% ↑	278,050	56.1% ↑
Avg. Attendance	6,052	n/a n/a	8,079	(10.6%) ↓	10,694	(9.9%) ↓
<b>Sporting Events</b>						
Attendance	41,094	(25.5%) ↓	62,394	(8.7%) ↓	85,513	3.9% ↑
Avg. Attendance	20,547	86.2% ↑	15,599	105.4% ↑	9,501	38.5% ↑
<b>Total Events</b>						
Attendance	65,301	18.3% ↑	135,106	29.3% ↑	363,563	39.6% ↑
Avg. Attendance	10,884	(1.4%) ↓	10,393	29.3% ↑	10,388	7.7% ↑



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#### TRANSPORTATION STATISTICS \*

	Month ended March 2015	Variance	Last 3-months ended March 2015	Variance	Last 12-months ended March 2015	Variance
<b>Cars, Passenger Vehicles</b>						
AC Expressway-Pleasantville Plaza	1,426,073	(6.7%) 🚩	3,951,374	(5.7%) 🚩	18,850,624	(5.5%) 🚩
<b>Buses</b>						
SJTA Day Bus Count	5,003	(32.7%) ↓	14,320	(25.2%) ↓	80,760	(17.1%) ↓
SJTA Day Bus Passengers	82,956	(38.9%) ↓	209,618	(33.6%) ↓	1,492,117	(22.4%) ↓
SJTA Overnight Bus Count	104	(21.8%) ↓	229	(20.5%) ↓	1,345	(2.7%) 🚩
SJTA Overnight Bus Passengers	4,169	(21.1%) ↓	9,343	(17.2%) ↓	53,794	(4.2%) 🚩
<b>Air Travel</b>						
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 March 2015	Variance	Last 3-months ended March 2015	Variance	Last 12-months ended March 2015	Variance
Gross Gaming Revenue (\$M)	\$204.1	(12.6%) ↓	\$580.6	(9.2%) 🚩	\$2,686.5	(6.0%) 🚩
Slot Revenue (\$M)	\$132.6	(14.5%) ↓	\$377.7	(11.0%) ↓	\$1,827.9	(10.0%) ↓
Table Games & Related Revenue (\$M)	\$58.4	(12.3%) ↓	\$167.8	(8.3%) 🚩	\$732.2	(6.7%) 🚩
Internet Gross Revenue (\$M)	\$13.2	10.8% ↑	\$35.1	11.0% ↑	\$126.4	215.8% ↑

#### 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