



ATLANTIC CITY TOURISM & SALES BARMETER

AUGUST 2015 (vs. AUGUST 2014)

Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended August 2015	Variance	Last 3-months ended August 2015	Variance	Last 12-months ended August 2015	Variance
Total Welcome Center Visitors	15,875	(31.4%) ↓	42,156	(32.6%) ↓	127,807	(19.5%) ↓
Total Room Nights	26	(58.1%) ↓	98	(57.4%) ↓	316	(42.3%) ↓
Room Night Economic Impact	\$15,288	(58.1%) ↓	\$57,624	(57.4%) ↓	\$185,810	(42.3%) ↓
Total Visitor Inquiries by Phone	1,564	16.8% ↑	4,691	(0.3%) →	11,035	12.0% ↑
Total Visitor Inquiries by eMail	2,659	136.4% ↑	7,978	174.3% ↑	11,776	(37.2%) ↓

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended August 2015	Variance	Last 3-months ended August 2015	Variance	Last 12-months ended August 2015	Variance
Visits	368,636	(23.6%) ↓	997,897	(37.4%) ↓	3,006,939	(21.6%) ↓
Unique Visitors	285,091	(22.4%) ↓	778,443	(35.8%) ↓	2,236,704	(25.6%) ↓
New Visitors (%)	68.8%	8.5% →	69.7%	9.0% →	71.4%	4.1% →
New Visitors	253,771	(17.1%) ↓	696,002	(31.7%) ↓	2,147,296	(18.4%) ↓
Page Views	1,018,307	(28.3%) ↓	3,011,786	(39.3%) ↓	8,919,178	(30.3%) ↓
Online Visitor Guide Requests	1,056	(55.8%) ↓	3,096	(62.8%) ↓	13,590	(48.0%) ↓

CONVENTION SALES ACTIVITIES

	Month ended August 2015	Variance	Last 3-months ended August 2015	Variance	Last 12-months ended August 2015	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	1	(80.0%) ↓	7	(41.7%) ↓	82	12.3% ↑
No. of Room Nights	310	(8.3%) →	3,495	(15.2%) ↓	94,729	21.7% ↑
No. of Delegates	190	(85.8%) ↓	14,921	14.9% ↑	236,731	2.4% →
Delegate Spending	\$150,894	(54.0%) ↓	\$6,567,198	15.9% ↑	\$118,076,653	3.7% →
Public Shows - Atlantic City Convention Center						
No. of Shows	1	n/a n/a	1	n/a n/a	11	57.1% ↑
No. of Room Nights	252	n/a n/a	252	n/a n/a	18,134	556.8% ↑
No. of Delegates	5,000	n/a n/a	5,000	n/a n/a	123,324	22.2% ↑
Delegate Spending	\$537,500	n/a n/a	\$537,500	n/a n/a	\$13,428,436	19.8% ↑
Total Convention Center Bookings						
No. of Shows	2	(60.0%) ↓	8	(33.3%) ↓	93	16.3% ↑
No. of Room Nights	562	66.3% ↑	3,747	(9.1%) →	112,863	40.0% ↑
No. of Delegates	5,190	287.3% ↑	19,921	53.5% ↑	360,055	8.4% →
Delegate Spending	\$688,394	109.7% ↑	\$7,104,698	25.4% ↑	\$131,505,089	5.1% →
Hotel - Individual Properties						
No. of Shows	11	120.0% ↑	39	69.6% ↑	125	64.5% ↑
No. of Room Nights	3,240	264.5% ↑	17,749	64.1% ↑	58,035	69.1% ↑
No. of Delegates	8,224	904.2% ↑	20,607	152.1% ↑	113,465	181.2% ↑
Delegate Spending	\$4,188,608	796.1% ↑	\$10,839,131	132.6% ↑	\$47,696,488	109.2% ↑
Monthly Totals						
No. of Shows	13	30.0% ↑	47	34.3% ↑	218	39.7% ↑
No. of Room Nights	3,802	209.9% ↑	21,496	43.9% ↑	170,898	48.7% ↑
No. of Delegates	13,414	521.3% ↑	40,528	91.6% ↑	473,520	27.1% ↑
Delegate Spending	\$4,877,002	512.9% ↑	\$17,943,829	73.8% ↑	\$179,201,577	21.2% ↑

BOARDWALK HALL ACTIVITY

	Month ended August 2015	Variance	Last 3-months ended August 2015	Variance	Last 12-months ended August 2015	Variance
Public Shows						
Attendance	3,147	(90.4%) ↓	29,958	(54.7%) ↓	216,738	(6.8%) →
Avg. Attendance	3,147	(71.1%) ↓	7,490	(32.1%) ↓	9,852	(19.5%) ↓
Sporting Events						
Attendance	-	n/a n/a	-	n/a n/a	11	0.0% →
Avg. Attendance	n/a	n/a n/a	-	n/a n/a	8,843	24.6% ↑
Total Events						
Attendance	3,147	(90.4%) ↓	29,958	(54.7%) ↓	314,012	1.1% →
Avg. Attendance	3,147	(71.1%) ↓	7,490	(32.1%) ↓	9,516	(8.1%) →



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AUGUST 2015 (vs. AUGUST 2014)

Key Metrics and Variances

TRANSPORTATION STATISTICS *

	Month ended August 2015	Variance	Last 3-months ended August 2015	Variance	Last 12-months ended August 2015	Variance
Cars, Passenger Vehicles						
AC Expressway-Pleasantville Plaza	1,992,231	(4.0%) 🚩	5,630,761	(4.6%) 🚩	18,384,871	(6.7%) 🚩
Buses						
SJTA Day Bus Count	6,588	(11.1%) ↓	18,977	(21.6%) ↓	71,586	(21.7%) ↓
SJTA Day Bus Passengers	137,517	(17.4%) ↓	389,537	(25.0%) ↓	1,284,119	(27.4%) ↓
SJTA Overnight Bus Count	44	(50.0%) ↓	234	(35.0%) ↓	1,146	(19.8%) ↓
SJTA Overnight Bus Passengers	1,663	(51.7%) ↓	8,957	(37.1%) ↓	44,894	(22.7%) ↓
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 August 2015	Variance	Last 3-months ended August 2015	Variance	Last 12-months ended August 2015	Variance
Gross Gaming Revenue (\$M)	\$258.9	(15.2%) ↓	\$733.5	(10.1%) ↓	\$2,545.2	(10.2%) ↓
Slot Revenue (\$M)	\$176.4	(14.6%) ↓	\$501.7	(11.6%) ↓	\$1,727.0	(12.4%) ↓
Table Games & Related Revenue (\$M)	\$70.2	(20.3%) ↓	\$195.4	(10.5%) ↓	\$682.2	(11.3%) ↓
Internet Gross Revenue (\$M)	\$12.2	15.8% ↑	\$36.4	20.9% ↑	\$135.9	47.7% ↑

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