



ATLANTIC CITY TOURISM & SALES BAROMETER

DECEMBER 2015 (vs. DECEMBER 2014)

Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended December 2015	Variance	Last 3-months ended December 2015	Variance	Last 12-months ended December 2015	Variance
Total Welcome Center Visitors	5,711	(18.8%) ↓	19,646	(25.5%) ↓	117,490	(23.9%) ↓
Total Room Nights	-	n/a n/a	4	(95.0%) ↓	174	(66.5%) ↓
Room Night Economic Impact	\$0	n/a n/a	\$2,352	(95.0%) ↓	\$102,314	(66.5%) ↓
Total Visitor Inquiries by Phone	677	(0.1%) →	2,223	9.8% →	11,753	15.0% ↑
Total Visitor Inquiries by eMail	361	(61.8%) ↓	1,229	(36.4%) ↓	10,832	(27.4%) ↓

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended December 2015	Variance	Last 3-months ended December 2015	Variance	Last 12-months ended December 2015	Variance
Visits	143,559	(27.8%) ↓	449,996	(26.9%) ↓	2,773,179	(27.8%) ↓
Unique Visitors	119,998	(25.0%) ↓	366,764	(26.3%) ↓	2,050,429	(32.0%) ↓
New Visitors (%)	76.2%	4.5% →	73.7%	1.3% →	71.3%	4.8% →
New Visitors	109,372	(24.5%) ↓	331,604	(25.9%) ↓	1,977,551	(24.4%) ↓
Page Views	388,948	(33.2%) ↓	1,181,448	(31.3%) ↓	8,185,480	(33.2%) ↓
Online Visitor Guide Requests	1,011	(13.8%) ↓	3,065	(18.4%) ↓	12,473	(51.5%) ↓

CONVENTION SALES ACTIVITIES

	Month ended December 2015	Variance	Last 3-months ended December 2015	Variance	Last 12-months ended December 2015	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	11	37.5% ↑	31	6.9% →	80	(3.6%) →
No. of Room Nights	4,438	8.3% →	29,352	(24.7%) ↓	88,962	(3.8%) →
No. of Delegates	10,853	(17.6%) ↓	74,108	(14.9%) ↓	228,100	0.2% →
Delegate Spending	\$3,843,579	(31.5%) ↓	\$25,999,589	(48.7%) ↓	\$97,086,267	(17.6%) ↓
Public Shows - Atlantic City Convention Center						
No. of Shows	-	n/a n/a	2	(50.0%) ↓	10	11.1% ↑
No. of Room Nights	-	n/a n/a	76	(81.2%) ↓	18,191	474.8% ↑
No. of Delegates	-	n/a n/a	3,199	(55.2%) ↓	120,529	14.4% ↑
Delegate Spending	\$0	n/a n/a	\$343,892	(63.4%) ↓	\$12,956,866	12.7% ↑
Total Convention Center Bookings						
No. of Shows	11	22.2% ↑	33	0.0% →	90	(2.2%) →
No. of Room Nights	4,438	8.3% →	29,428	(25.3%) ↓	107,153	12.1% ↑
No. of Delegates	10,853	(26.0%) ↓	77,307	(17.9%) ↓	348,629	4.7% →
Delegate Spending	\$3,843,579	(35.3%) ↓	\$26,343,481	(49.0%) ↓	\$110,043,133	(14.9%) ↓
Hotel - Individual Properties						
No. of Shows	3	0.0% →	31	63.2% ↑	130	52.9% ↑
No. of Room Nights	1,687	74.1% ↑	20,006	148.2% ↑	66,653	70.8% ↑
No. of Delegates	1,775	(1.4%) →	14,979	73.5% ↑	115,274	133.8% ↑
Delegate Spending	\$793,074	18.1% ↑	\$9,821,492	70.8% ↑	\$48,840,983	77.0% ↑
Monthly Totals						
No. of Shows	14	16.7% ↑	64	23.1% ↑	220	24.3% ↑
No. of Room Nights	6,125	20.9% ↑	49,434	4.2% →	173,806	29.1% ↑
No. of Delegates	12,628	(23.3%) ↓	92,286	(10.3%) ↓	463,903	21.4% ↑
Delegate Spending	\$4,636,653	(29.9%) ↓	\$36,164,973	(37.0%) ↓	\$158,884,116	1.2% →

BOARDWALK HALL ACTIVITY

	Month ended December 2015	Variance	Last 3-months ended December 2015	Variance	Last 12-months ended December 2015	Variance
Public Shows						
Attendance	10,334	n/a n/a	35,686	(30.2%) ↓	183,927	(23.8%) ↓
Avg. Attendance	10,334	n/a n/a	8,922	(30.2%) ↓	8,758	(23.8%) ↓
Sporting Events						
Attendance	-	n/a n/a	-	n/a n/a	6	(57.1%) ↓
Avg. Attendance	n/a	n/a n/a	-	n/a n/a	12,359	89.2% ↑
Total Events						
Attendance	10,334	190.9% ↑	35,686	(48.9%) ↓	258,082	(22.5%) ↓
Avg. Attendance	10,334	190.9% ↑	8,922	2.2% →	9,559	0.5% →



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TRANSPORTATION STATISTICS *

	Month ended December 2015	Variance	Last 3-months ended December 2015	Variance	Last 12-months ended December 2015	Variance
Cars, Passenger Vehicles						
AC Expressway-Pleasantville Plaza	1,405,702	3.8% ↗	4,295,594	0.8% ↗	18,552,596	(2.8%) ↘
Buses						
SJTA Day Bus Count	4,693	(20.4%) ↓	15,188	(21.1%) ↓	66,003	(22.9%) ↓
SJTA Day Bus Passengers	69,704	(16.3%) ↓	258,566	(16.4%) ↓	1,205,036	(24.6%) ↓
SJTA Overnight Bus Count	43	(14.0%) ↓	281	(18.8%) ↓	1,056	(24.8%) ↓
SJTA Overnight Bus Passengers	1,610	(16.9%) ↓	10,972	(19.4%) ↓	40,933	(26.6%) ↓
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 December 2015	Variance	Last 3-months ended December 2015	Variance	Last 12-months ended December 2015	Variance
Gross Gaming Revenue (\$M)	\$191.8	0.6% ↗	\$601.1	0.0% ↗	\$2,566.1	(6.5%) ↘
Slot Revenue (\$M)	\$130.1	3.1% ↗	\$405.8	(0.3%) ↘	\$1,731.5	(7.6%) ↘
Table Games & Related Revenue (\$M)	\$47.7	(11.2%) ↓	\$155.1	(6.0%) ↘	\$685.7	(8.3%) ↘
Internet Gross Revenue (\$M)	\$14.0	30.8% ↑	\$40.1	38.6% ↑	\$148.9	21.2% ↑

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