



ATLANTIC CITY TOURISM & SALES BAROMETER

NOVEMBER 2015 (vs. NOVEMBER 2014)

Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended November 2015	Variance	Last 3-months ended November 2015	Variance	Last 12-months ended November 2015	Variance
Total Welcome Center Visitors	5,983	(23.6%) ↓	28,042	(24.3%) ↓	118,810	(23.6%) ↓
Total Room Nights	2	(90.0%) ↓	26	(84.3%) ↓	176	(66.5%) ↓
Room Night Economic Impact	\$1,176	(90.0%) ↓	\$15,288	(84.3%) ↓	\$103,490	(66.5%) ↓
Total Visitor Inquiries by Phone	764	22.6% ↑	2,713	36.1% ↑	11,754	17.6% ↑
Total Visitor Inquiries by eMail	381	141.1% ↑	1,543	(18.9%) ↓	11,416	(25.2%) ↓

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended November 2015	Variance	Last 3-months ended November 2015	Variance	Last 12-months ended November 2015	Variance
Visits	129,934	(32.7%) ↓	520,188	(25.6%) ↓	2,828,398	(26.5%) ↓
Unique Visitors	107,658	(31.7%) ↓	418,554	(25.9%) ↓	2,090,437	(30.8%) ↓
New Visitors (%)	74.1%	0.8% ↗	71.5%	(1.3%) ↘	71.2%	4.4% ↗
New Visitors	96,227	(32.1%) ↓	372,059	(26.5%) ↓	2,013,088	(23.3%) ↓
Page Views	351,114	(34.5%) ↓	1,383,353	(28.1%) ↓	8,379,071	(32.2%) ↓
Online Visitor Guide Requests	1,019	(14.1%) ↓	3,066	(23.8%) ↓	12,635	(51.4%) ↓

CONVENTION SALES ACTIVITIES

	Month ended November 2015	Variance	Last 3-months ended November 2015	Variance	Last 12-months ended November 2015	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	7	0.0% —	28	(15.2%) ↓	77	(7.2%) ↗
No. of Room Nights	11,127	(3.4%) ↗	38,884	(13.6%) ↓	88,620	(5.7%) ↗
No. of Delegates	41,259	1.7% ↗	81,891	(7.2%) ↗	230,415	1.1% ↗
Delegate Spending	\$8,002,360	(58.3%) ↓	\$34,555,063	(35.7%) ↓	\$98,852,217	(18.5%) ↓
Public Shows - Atlantic City Convention Center						
No. of Shows	-	n/a n/a	3	0.0% ↗	11	22.2% ↑
No. of Room Nights	-	n/a n/a	461	14.1% ↑	18,191	474.8% ↑
No. of Delegates	-	n/a n/a	4,350	(22.9%) ↓	122,029	15.9% ↑
Delegate Spending	\$0	n/a n/a	\$467,624	(22.9%) ↓	\$13,289,223	13.4% ↑
Total Convention Center Bookings						
No. of Shows	7	(22.2%) ↓	31	(13.9%) ↓	88	(4.3%) ↗
No. of Room Nights	11,127	(4.4%) ↗	39,345	(13.3%) ↓	106,811	9.9% ↗
No. of Delegates	41,259	(6.7%) ↗	86,241	(8.1%) ↗	352,444	5.7% ↗
Delegate Spending	\$8,002,360	(59.2%) ↓	\$35,022,687	(35.6%) ↓	\$112,141,440	(15.7%) ↓
Hotel - Individual Properties						
No. of Shows	12	140.0% ↑	39	14.7% ↑	130	52.9% ↑
No. of Room Nights	5,581	50.1% ↑	24,218	48.4% ↑	65,935	72.0% ↑
No. of Delegates	5,050	33.5% ↑	16,990	12.1% ↑	115,299	141.4% ↑
Delegate Spending	\$2,088,419	(31.6%) ↓	\$12,346,653	9.0% ↗	\$48,719,562	79.8% ↑
Monthly Totals						
No. of Shows	19	35.7% ↑	70	0.0% ↗	218	23.2% ↑
No. of Room Nights	16,708	8.8% ↗	63,563	3.0% ↗	172,746	27.5% ↑
No. of Delegates	46,309	(3.5%) ↗	103,231	(5.3%) ↗	467,743	22.8% ↑
Delegate Spending	\$10,090,779	(55.5%) ↓	\$47,369,340	(27.9%) ↓	\$160,861,002	0.5% ↗

BOARDWALK HALL ACTIVITY

	Month ended November 2015	Variance	Last 3-months ended November 2015	Variance	Last 12-months ended November 2015	Variance
Public Shows						
Attendance	-	n/a n/a	4	(33.3%) ↓	20	(9.1%) ↗
Avg. Attendance	n/a	n/a n/a	9,165	(31.1%) ↓	8,680	(21.5%) ↓
Sporting Events						
Attendance	-	n/a n/a	-	n/a n/a	7	(50.0%) ↓
Avg. Attendance	n/a	n/a n/a	-	n/a n/a	11,101	70.2% ↑
Total Events						
Attendance	-	n/a n/a	4	(60.0%) ↓	27	(25.0%) ↓
Avg. Attendance	n/a	n/a n/a	9,165	(63.1%) ↓	251,300	(24.9%) ↓
Avg. Attendance	n/a	n/a n/a	9,165	(7.8%) ↗	9,307	0.1% ↗



ATLANTIC CITY TOURISM & SALES BARMETER

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Key Metrics and Variances

TRANSPORTATION STATISTICS *

	Month ended November 2015	Variance	Last 3-months ended November 2015	Variance	Last 12-months ended November 2015	Variance
Cars, Passenger Vehicles						
AC Expressway-Pleasantville Plaza	1,375,173	(0.3%) ↘	4,499,598	2.7% ↗	18,501,484	(3.4%) ↘
Buses						
SJTA Day Bus Count	4,930	(21.6%) ↘	16,156	(21.3%) ↘	67,206	(22.2%) ↘
SJTA Day Bus Passengers	83,470	(14.7%) ↘	300,483	(17.9%) ↘	1,218,561	(24.9%) ↘
SJTA Overnight Bus Count	110	(28.1%) ↘	363	(18.6%) ↘	1,063	(25.5%) ↘
SJTA Overnight Bus Passengers	4,401	(26.6%) ↘	14,120	(20.5%) ↘	41,261	(27.2%) ↘
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 November 2015	Variance	Last 3-months ended November 2015	Variance	Last 12-months ended November 2015	Variance
Gross Gaming Revenue (\$M)	\$204.5	0.9% ↗	\$639.6	3.2% ↗	\$2,564.9	(7.4%) ↘
Slot Revenue (\$M)	\$134.7	(2.7%) ↘	\$429.2	0.1% ↗	\$1,727.6	(8.8%) ↘
Table Games & Related Revenue (\$M)	\$56.7	1.8% ↗	\$172.3	5.9% ↗	\$691.8	(8.3%) ↘
Internet Gross Revenue (\$M)	\$13.2	51.3% ↗	\$38.1	33.9% ↗	\$145.6	21.8% ↗

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