



ATLANTIC CITY TOURISM & SALES BARMETER

JULY 2015 (vs. JULY 2014)

Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended July 2015	Variance	Last 3-months ended July 2015	Variance	Last 12-months ended July 2015	Variance
Total Welcome Center Visitors	15,190	(30.8%) ↓	38,688	(27.4%) ↓	135,076	(14.0%) ↓
Total Room Nights	36	(61.7%) ↓	92	(57.8%) ↓	352	(39.3%) ↓
Room Night Economic Impact	\$21,168	(61.7%) ↓	\$54,096	(57.8%) ↓	\$206,978	(39.3%) ↓
Total Visitor Inquiries by Phone	1,564	(15.4%) ↓	4,160	2.8% ↗	10,810	15.2% ↑
Total Visitor Inquiries by eMail	2,659	231.2% ↑	5,480	89.5% ↑	10,242	(51.8%) ↓

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended July 2015	Variance	Last 3-months ended July 2015	Variance	Last 12-months ended July 2015	Variance
Visits	344,149	(43.0%) ↓	872,283	(41.4%) ↓	3,120,558	(16.3%) ↓
Unique Visitors	268,049	(41.0%) ↓	687,633	(39.9%) ↓	2,318,838	(20.7%) ↓
New Visitors (%)	69.7%	2.0% ↗	70.8%	6.9% ↗	70.5%	2.1% ↗
New Visitors	239,706	(41.9%) ↓	617,450	(37.4%) ↓	2,199,507	(14.5%) ↓
Page Views	1,078,727	(40.8%) ↓	2,753,311	(43.5%) ↓	9,321,641	(27.4%) ↓
Online Visitor Guide Requests	1,028	(65.1%) ↓	3,079	(64.3%) ↓	14,922	(42.9%) ↓

CONVENTION SALES ACTIVITIES

	Month ended July 2015	Variance	Last 3-months ended July 2015	Variance	Last 12-months ended July 2015	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	1	0.0% —	10	(33.3%) ↓	86	16.2% ↑
No. of Room Nights	90	12.5% ↑	5,143	(74.4%) ↓	94,757	17.6% ↑
No. of Delegates	1,000	(23.6%) ↓	22,186	(32.1%) ↓	237,881	1.9% ↗
Delegate Spending	\$126,686	(40.7%) ↓	\$10,477,333	(45.7%) ↓	\$118,254,103	1.8% ↗
Public Shows - Atlantic City Convention Center						
No. of Shows	-	n/a n/a	1	n/a n/a	10	42.9% ↑
No. of Room Nights	-	n/a n/a	14,425	n/a n/a	17,882	547.7% ↑
No. of Delegates	-	n/a n/a	10,000	n/a n/a	118,324	17.2% ↑
Delegate Spending	\$0	n/a n/a	\$1,075,000	n/a n/a	\$12,890,936	15.0% ↑
Total Convention Center Bookings						
No. of Shows	1	0.0% —	11	(26.7%) ↓	96	18.5% ↑
No. of Room Nights	90	12.5% ↑	19,568	(2.5%) ↓	112,639	35.1% ↑
No. of Delegates	1,000	(23.6%) ↓	32,186	(1.5%) ↓	356,205	6.5% ↗
Delegate Spending	\$126,686	(40.7%) ↓	\$11,552,333	(40.2%) ↓	\$131,145,039	3.0% ↗
Hotel - Individual Properties						
No. of Shows	10	25.0% ↑	50	108.3% ↑	119	60.8% ↑
No. of Room Nights	5,568	98.6% ↑	24,957	99.2% ↑	55,684	63.5% ↑
No. of Delegates	3,872	47.8% ↑	27,025	198.1% ↑	106,060	165.9% ↑
Delegate Spending	\$2,867,277	77.8% ↑	\$14,949,254	160.7% ↑	\$43,975,293	94.1% ↑
Monthly Totals						
No. of Shows	11	22.2% ↑	61	56.4% ↑	215	38.7% ↑
No. of Room Nights	5,658	96.3% ↑	44,525	36.6% ↑	168,323	43.4% ↑
No. of Delegates	4,872	24.0% ↑	59,211	41.8% ↑	462,265	23.5% ↑
Delegate Spending	\$2,993,963	63.9% ↑	\$26,501,587	5.8% ↗	\$175,120,332	16.7% ↑

BOARDWALK HALL ACTIVITY

	Month ended July 2015	Variance	Last 3-months ended July 2015	Variance	Last 12-months ended July 2015	Variance
Public Shows						
Attendance	17,778	(11.7%) ↓	61,074	(24.7%) ↓	246,271	12.6% ↑
Avg. Attendance	8,889	(11.7%) ↓	10,179	(12.2%) ↓	10,261	(15.6%) ↓
Sporting Events						
Attendance	-	n/a n/a	2	n/a n/a	11	0.0% ↗
Avg. Attendance	n/a	n/a n/a	5,881	n/a n/a	8,843	24.6% ↑
Total Events						
Attendance	17,778	(11.7%) ↓	72,835	(10.3%) ↓	343,545	15.7% ↑
Avg. Attendance	8,889	(11.7%) ↓	9,104	(21.5%) ↓	9,816	(4.1%) ↗



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TRANSPORTATION STATISTICS *

	Month ended July 2015	Variance	Last 3-months ended July 2015	Variance	Last 12-months ended July 2015	Variance
Cars, Passenger Vehicles						
AC Expressway-Pleasantville Plaza	1,958,631	(3.3%)	5,349,458	(4.0%)	18,467,151	(6.5%)
Buses						
SJTA Day Bus Count	6,370	(25.5%)	18,682	(25.6%)	72,406	(22.9%)
SJTA Day Bus Passengers	128,136	(27.8%)	381,429	(26.9%)	1,313,110	(27.8%)
SJTA Overnight Bus Count	41	(12.8%)	293	(28.9%)	1,190	(16.7%)
SJTA Overnight Bus Passengers	1,456	(13.5%)	11,291	(30.9%)	46,674	(19.7%)
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 July 2015	Variance	Last 3-months ended July 2015	Variance	Last 12-months ended July 2015	Variance
Gross Gaming Revenue (\$M)	\$257.8	(6.1%)	\$696.0	(7.7%)	\$2,591.6	(8.3%)
Slot Revenue (\$M)	\$176.8	(10.1%)	\$482.2	(10.3%)	\$1,757.2	(11.5%)
Table Games & Related Revenue (\$M)	\$68.5	1.1%	\$177.0	(5.1%)	\$700.1	(7.9%)
Internet Gross Revenue (\$M)	\$12.5	24.4%	\$36.7	22.1%	\$134.3	64.8%

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