



## ATLANTIC CITY TOURISM & SALES BARMETER

OCTOBER 2015 (vs. OCTOBER 2014)

### Key Metrics and Variances

#### VISITOR CENTERS & SERVICES STATISTICS

	Month ended October 2015	Variance	Last 3-months ended October 2015	Variance	Last 12-months ended October 2015	Variance
Total Welcome Center Visitors	7,952	(30.9%) ↓	37,934	(27.5%) ↓	120,661	(23.5%) ↓
Total Room Nights	2	(96.6%) ↓	50	(76.0%) ↓	194	(64.5%) ↓
Room Night Economic Impact	\$1,176	(96.6%) ↓	\$29,400	(76.0%) ↓	\$114,074	(64.5%) ↓
Total Visitor Inquiries by Phone	782	8.0% ↗	3,513	29.6% ↑	11,613	18.6% ↑
Total Visitor Inquiries by eMail	487	(41.3%) ↓	3,821	33.1% ↑	11,193	(32.8%) ↓

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

	Month ended October 2015	Variance	Last 3-months ended October 2015	Variance	Last 12-months ended October 2015	Variance
Visits	176,503	(21.1%) ↓	758,890	(23.2%) ↓	2,891,393	(24.9%) ↓
Unique Visitors	139,108	(22.7%) ↓	595,987	(23.0%) ↓	2,140,320	(29.2%) ↓
New Visitors (%)	71.4%	(0.8%) ↘	69.8%	2.8% ↗	71.2%	3.4% ↗
New Visitors	126,005	(21.7%) ↓	529,603	(21.0%) ↓	2,058,595	(22.3%) ↓
Page Views	441,386	(26.6%) ↓	2,050,546	(27.0%) ↓	8,564,410	(31.3%) ↓
Online Visitor Guide Requests	1,035	(26.0%) ↓	3,103	(40.6%) ↓	12,802	(51.4%) ↓

#### CONVENTION SALES ACTIVITIES

	Month ended October 2015	Variance	Last 3-months ended October 2015	Variance	Last 12-months ended October 2015	Variance
<b>Conventions/Tradeshows/Meetings - Atlantic City Convention Center</b>						
No. of Shows	13	(7.1%) ↘	22	(29.0%) ↓	77	(7.2%) ↗
No. of Room Nights	13,787	(41.1%) ↓	28,067	(17.0%) ↓	89,008	(5.3%) ↗
No. of Delegates	21,996	(34.0%) ↓	40,822	(16.7%) ↓	229,721	(8.3%) ↗
Delegate Spending	\$14,153,650	(45.3%) ↓	\$26,703,597	(23.5%) ↓	\$110,055,420	(14.9%) ↓
<b>Public Shows - Atlantic City Convention Center</b>						
No. of Shows	2	100.0% ↑	4	300.0% ↑	13	85.7% ↑
No. of Room Nights	76	(73.3%) ↓	713	150.2% ↑	18,310	501.1% ↑
No. of Delegates	3,199	60.0% ↑	9,350	367.5% ↑	125,674	23.6% ↑
Delegate Spending	\$343,892	59.9% ↑	\$1,005,124	367.5% ↑	\$13,681,060	20.8% ↑
<b>Total Convention Center Bookings</b>						
No. of Shows	15	0.0% ↔	26	(18.8%) ↓	90	0.0% ↗
No. of Room Nights	13,863	(41.4%) ↓	28,780	(15.6%) ↓	107,318	10.6% ↑
No. of Delegates	25,195	(28.7%) ↓	50,172	(1.6%) ↘	355,395	0.9% ↗
Delegate Spending	\$14,497,542	(44.4%) ↓	\$27,708,721	(21.1%) ↓	\$123,736,480	(12.0%) ↓
<b>Hotel - Individual Properties</b>						
No. of Shows	16	45.5% ↑	38	11.8% ↑	123	44.7% ↑
No. of Room Nights	12,738	277.6% ↑	21,877	62.2% ↑	64,071	81.8% ↑
No. of Delegates	8,154	167.2% ↑	20,164	65.4% ↑	114,032	154.4% ↑
Delegate Spending	\$6,939,999	242.7% ↑	\$14,446,842	65.3% ↑	\$49,684,442	102.6% ↑
<b>Monthly Totals</b>						
No. of Shows	31	19.2% ↑	64	(3.0%) ↘	213	21.7% ↑
No. of Room Nights	26,601	(1.7%) ↘	50,657	6.4% ↗	171,389	29.6% ↑
No. of Delegates	33,349	(13.1%) ↓	70,336	11.3% ↑	469,427	18.2% ↑
Delegate Spending	\$21,437,541	(23.7%) ↓	\$42,155,563	(3.9%) ↘	\$173,420,922	5.0% ↗

#### BOARDWALK HALL ACTIVITY

	Month ended October 2015	Variance	Last 3-months ended October 2015	Variance	Last 12-months ended October 2015	Variance
<b>Public Shows</b>						
Attendance	25,352	(40.7%) ↓	39,807	(61.8%) ↓	181,986	(22.5%) ↓
Avg. Attendance	8,451	(40.7%) ↓	7,961	(38.8%) ↓	8,666	(22.5%) ↓
<b>Sporting Events</b>						
Attendance	-	n/a n/a	-	n/a n/a	10	(9.1%) ↘
Avg. Attendance	n/a	n/a n/a	-	n/a n/a	9,280	33.9% ↑
<b>Total Events</b>						
Attendance	25,352	(40.7%) ↓	39,807	(63.3%) ↓	274,788	(11.7%) ↓
Avg. Attendance	8,451	(40.7%) ↓	7,961	(34.0%) ↓	8,864	(8.9%) ↘



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#### TRANSPORTATION STATISTICS \*

	Month ended October 2015	Variance	Last 3-months ended October 2015	Variance	Last 12-months ended October 2015	Variance
<b>Cars, Passenger Vehicles</b>						
AC Expressway-Pleasantville Plaza	1,514,719	(0.8%) 🚩	5,116,656	0.8% 🚩	18,505,719	(4.2%) 🚩
<b>Buses</b>						
SJTA Day Bus Count	5,565	(21.2%) ↓	17,814	(17.7%) ↓	68,564	(22.2%) ↓
SJTA Day Bus Passengers	105,392	(17.9%) ↓	354,530	(18.4%) ↓	1,232,933	(26.2%) ↓
SJTA Overnight Bus Count	128	(10.5%) ↓	297	(22.0%) ↓	1,106	(22.0%) ↓
SJTA Overnight Bus Passengers	4,961	(12.6%) ↓	11,382	(25.1%) ↓	42,855	(24.4%) ↓
<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 October 2015	Variance	Last 3-months ended October 2015	Variance	Last 12-months ended October 2015	Variance
Gross Gaming Revenue (\$M)	\$204.7	(1.3%) 🚩	\$693.9	(3.9%) 🚩	\$2,563.1	(8.2%) 🚩
Slot Revenue (\$M)	\$141.1	(0.9%) 🚩	\$470.9	(5.2%) 🚩	\$1,731.3	(9.9%) 🚩
Table Games & Related Revenue (\$M)	\$50.8	(8.7%) 🚩	\$185.9	(4.8%) 🚩	\$690.8	(9.1%) 🚩
Internet Gross Revenue (\$M)	\$12.9	35.6% ↑	\$37.1	22.5% ↑	\$141.1	26.2% ↑

#### 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