



## ATLANTIC CITY TOURISM & SALES BAROMETER

SEPTEMBER 2015 (vs. SEPTEMBER 2014)

### Key Metrics and Variances

#### VISITOR CENTERS & SERVICES STATISTICS

	Month ended September 2015	Variance	Last 3-months ended September 2015	Variance	Last 12-months ended September 2015	Variance
Total Welcome Center Visitors	14,107	(20.3%) ↓	45,172	(28.1%) ↓	124,217	(21.6%) ↓
Total Room Nights	22	(75.0%) ↓	84	(65.6%) ↓	250	(53.9%) ↓
Room Night Economic Impact	\$12,936	(75.0%) ↓	\$49,392	(65.6%) ↓	\$147,002	(53.9%) ↓
Total Visitor Inquiries by Phone	1,167	80.4% ↑	4,294	12.0% ↑	11,555	19.8% ↑
Total Visitor Inquiries by eMail	675	(26.2%) ↓	5,994	110.8% ↑	11,536	(36.8%) ↓

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

	Month ended September 2015	Variance	Last 3-months ended September 2015	Variance	Last 12-months ended September 2015	Variance
Visits	213,751	(24.2%) ↓	926,536	(32.3%) ↓	2,938,514	(24.0%) ↓
Unique Visitors	171,788	(24.4%) ↓	724,928	(30.9%) ↓	2,181,157	(28.2%) ↓
New Visitors (%)	70.1%	(2.8%) ↘	69.4%	3.0% ↗	71.2%	3.5% ↗
New Visitors	149,827	(26.4%) ↓	643,304	(30.2%) ↓	2,093,539	(21.3%) ↓
Page Views	590,853	(24.8%) ↓	2,687,887	(33.3%) ↓	8,724,066	(31.3%) ↓
Online Visitor Guide Requests	1,012	(29.6%) ↓	3,096	(54.3%) ↓	13,165	(50.1%) ↓

#### CONVENTION SALES ACTIVITIES

	Month ended September 2015	Variance	Last 3-months ended September 2015	Variance	Last 12-months ended September 2015	Variance
<b>Conventions/Tradeshows/Meetings - Atlantic City Convention Center</b>						
No. of Shows	8	(33.3%) ↓	10	(44.4%) ↓	78	0.0% ↗
No. of Room Nights	13,970	38.5% ↑	14,370	36.8% ↑	98,611	17.6% ↑
No. of Delegates	18,636	30.1% ↑	19,826	16.8% ↑	241,046	3.2% ↗
Delegate Spending	\$12,399,053	42.3% ↑	\$12,676,633	36.9% ↑	\$121,761,450	5.2% ↗
<b>Public Shows - Atlantic City Convention Center</b>						
No. of Shows	1	n/a n/a	2	n/a n/a	12	100.0% ↑
No. of Room Nights	385	n/a n/a	637	n/a n/a	18,519	570.7% ↑
No. of Delegates	1,151	n/a n/a	6,151	n/a n/a	124,475	24.9% ↑
Delegate Spending	\$123,732	n/a n/a	\$661,232	n/a n/a	\$13,552,168	22.0% ↑
<b>Total Convention Center Bookings</b>						
No. of Shows	9	(25.0%) ↓	12	(33.3%) ↓	90	7.1% ↗
No. of Room Nights	14,355	42.3% ↑	15,007	42.8% ↑	117,130	35.2% ↑
No. of Delegates	19,787	38.2% ↑	25,977	53.1% ↑	365,521	9.7% ↗
Delegate Spending	\$12,522,785	43.7% ↑	\$13,337,865	44.1% ↑	\$135,313,618	6.7% ↗
<b>Hotel - Individual Properties</b>						
No. of Shows	11	(38.9%) ↓	32	3.2% ↗	118	47.5% ↑
No. of Room Nights	5,899	(36.1%) ↓	14,707	13.8% ↑	54,706	60.8% ↑
No. of Delegates	3,786	(54.5%) ↓	15,882	35.1% ↑	108,930	150.5% ↑
Delegate Spending	\$3,318,235	(46.9%) ↓	\$10,374,120	24.6% ↑	\$44,769,721	88.0% ↑
<b>Monthly Totals</b>						
No. of Shows	20	(33.3%) ↓	44	(10.2%) ↓	208	26.8% ↑
No. of Room Nights	20,254	4.9% ↗	29,714	26.8% ↑	171,836	42.4% ↑
No. of Delegates	23,573	4.1% ↗	41,859	45.7% ↑	474,451	25.9% ↑
Delegate Spending	\$15,841,020	5.9% ↗	\$23,711,985	34.9% ↑	\$180,083,339	19.5% ↑

#### BOARDWALK HALL ACTIVITY

	Month ended September 2015	Variance	Last 3-months ended September 2015	Variance	Last 12-months ended September 2015	Variance
<b>Public Shows</b>						
Attendance	11,308	(60.5%) ↓	32,233	(60.4%) ↓	199,401	(17.2%) ↓
Avg. Attendance	11,308	(21.0%) ↓	8,058	(30.8%) ↓	9,495	(21.1%) ↓
<b>Sporting Events</b>						
Attendance	-	n/a n/a	-	n/a n/a	10	(16.7%) ↓
Avg. Attendance	n/a	n/a n/a	-	n/a n/a	9,280	34.9% ↑
<b>Total Events</b>						
Attendance	11,308	(65.9%) ↓	32,233	(62.5%) ↓	292,203	(9.6%) ↗
Avg. Attendance	11,308	2.4% ↗	8,058	(25.0%) ↓	9,426	(6.7%) ↗



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#### TRANSPORTATION STATISTICS \*

	Month ended September 2015	Variance	Last 3-months ended September 2015	Variance	Last 12-months ended September 2015	Variance
<b>Cars, Passenger Vehicles</b>						
AC Expressway-Pleasantville Plaza	1,609,706	9.0% ↗	5,560,568	(0.3%) ↘	18,517,305	(4.6%) ↘
<b>Buses</b>						
SJTA Day Bus Count	5,661	(21.2%) ↓	18,619	(19.6%) ↓	70,059	(22.1%) ↓
SJTA Day Bus Passengers	111,621	(20.2%) ↓	377,274	(22.0%) ↓	1,255,943	(27.0%) ↓
SJTA Overnight Bus Count	125	(16.7%) ↓	210	(26.3%) ↓	1,121	(22.6%) ↓
SJTA Overnight Bus Passengers	4,758	(21.8%) ↓	7,877	(29.7%) ↓	43,568	(25.2%) ↓
<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 September 2015	Variance	Last 3-months ended September 2015	Variance	Last 12-months ended September 2015	Variance
Gross Gaming Revenue (\$M)	\$230.3	9.9% ↗	\$747.0	(5.4%) ↘	\$2,565.9	(8.4%) ↘
Slot Revenue (\$M)	\$153.4	3.7% ↗	\$506.6	(8.1%) ↘	\$1,732.6	(10.8%) ↓
Table Games & Related Revenue (\$M)	\$64.9	26.0% ↗	\$203.7	(1.8%) ↘	\$695.6	(8.2%) ↘
Internet Gross Revenue (\$M)	\$12.0	17.3% ↗	\$36.8	19.1% ↗	\$137.7	34.6% ↗

#### 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