



ATLANTIC CITY TOURISM & SALES BARMETER

APRIL 2016 (vs. APRIL 2015)

Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended April 2016	Variance	Last 3-months ended April 2016	Variance	Last 12-months ended April 2016	Variance
Total Welcome Center Visitors	5,654 (44.4%)	↓	17,329 (25.9%)	↓	110,765 (26.0%)	↓
Total Room Nights	- n/a n/a		- n/a n/a		144 (69.9%)	↓
Room Night Economic Impact	\$0 n/a n/a		\$0 n/a n/a		\$84,672 (69.9%)	↓
Total Visitor Inquiries by Phone	849 212.1%	↑	2,417 27.2%	↑	12,302 15.0%	↑
Total Visitor Inquiries by eMail	843 869.0%	↑	2,479 416.5%	↑	13,241 74.0%	↑

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended April 2016	Variance	Last 3-months ended April 2016	Variance	Last 12-months ended April 2016	Variance
Visits	165,983 (15.7%)	↓	493,068 (20.3%)	↓	2,548,359 (31.8%)	↓
Unique Visitors	137,331 (12.7%)	↓	408,182 (17.0%)	↓	2,045,587 (30.1%)	↓
New Visitors (%)	75.8% 5.0%	↔	75.6% 5.3%	↔	72.2% 5.1%	↔
New Visitors	125,815 (11.5%)	↓	372,794 (16.1%)	↓	1,840,524 (28.3%)	↓
Page Views	473,799 (23.3%)	↓	1,407,761 (25.6%)	↓	7,376,258 (35.5%)	↓
Online Visitor Guide Requests	843 (17.6%)	↓	2,479 (21.6%)	↓	11,410 (44.3%)	↓

CONVENTION SALES ACTIVITIES

	Month ended April 2016	Variance	Last 3-months ended April 2016	Variance	Last 12-months ended April 2016	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	5 0.0%	↔	17 (22.7%)	↓	75 (17.6%)	↓
No. of Room Nights	1,674 (72.6%)	↓	12,861 (48.0%)	↓	73,114 (33.3%)	↓
No. of Delegates	9,251 2.0%	↔	48,992 (36.1%)	↓	192,771 (22.4%)	↓
Delegate Spending	\$2,454,396 (53.9%)	↓	\$14,812,751 (51.4%)	↓	\$73,849,661 (41.9%)	↓
Public Shows - Atlantic City Convention Center						
No. of Shows	2 n/a n/a		6 20.0%	↑	11 22.2%	↑
No. of Room Nights	- n/a n/a		1,277 (58.2%)	↓	16,415 374.8%	↑
No. of Delegates	26,255 n/a n/a		104,285 3.1%	↔	123,635 14.1%	↑
Delegate Spending	\$5,050,727 n/a n/a		\$15,265,987 40.4%	↑	\$17,346,111 46.8%	↑
Total Convention Center Bookings						
No. of Shows	7 40.0%	↑	23 (14.8%)	↓	86 (14.0%)	↓
No. of Room Nights	1,674 (72.6%)	↓	14,138 (49.2%)	↓	89,529 (20.9%)	↓
No. of Delegates	35,506 291.5%	↑	153,277 (13.8%)	↓	316,406 (11.3%)	↓
Delegate Spending	\$7,505,123 41.0%	↑	\$30,078,738 (27.3%)	↓	\$91,195,772 (34.3%)	↓
Hotel - Individual Properties						
No. of Shows	18 125.0%	↑	40 90.5%	↑	156 67.7%	↑
No. of Room Nights	19,424 358.1%	↑	31,008 228.9%	↑	95,444 120.6%	↑
No. of Delegates	14,925 788.4%	↑	68,584 58.3%	↑	142,098 61.3%	↑
Delegate Spending	\$11,061,481 433.7%	↑	\$23,057,626 152.8%	↑	\$62,205,685 79.0%	↑
Monthly Totals						
No. of Shows	25 92.3%	↑	63 31.3%	↑	242 25.4%	↑
No. of Room Nights	21,098 103.7%	↑	45,146 21.2%	↑	184,973 18.3%	↑
No. of Delegates	50,431 369.2%	↑	221,861 0.3%	↔	458,504 3.1%	↔
Delegate Spending	\$18,566,604 151.1%	↑	\$53,136,364 5.2%	↔	\$153,401,457 (11.7%)	↓

BOARDWALK HALL ACTIVITY

	Month ended April 2016	Variance	Last 3-months ended April 2016	Variance	Last 12-months ended April 2016	Variance
Public Shows						
Attendance	- n/a n/a		3 (50.0%)	↓	16 (36.0%)	↓
Avg. Attendance	- n/a n/a		26,070 (38.5%)	↓	143,177 (46.2%)	↓
Avg. Attendance	n/a n/a n/a		8,690 23.1%	↑	8,949 (16.0%)	↓
Sporting Events						
Attendance	- n/a n/a		4 33.3%	↑	8 (11.1%)	↓
Avg. Attendance	- n/a n/a		47,876 (14.7%)	↓	64,295 (24.8%)	↓
Avg. Attendance	n/a n/a n/a		11,969 (36.0%)	↓	8,037 (15.4%)	↓
Total Events						
Attendance	- n/a n/a		7 (22.2%)	↓	24 (29.4%)	↓
Avg. Attendance	- n/a n/a		73,946 (24.9%)	↓	207,472 (41.0%)	↓
Avg. Attendance	n/a n/a n/a		10,564 (3.4%)	↔	8,645 (16.5%)	↓



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TRANSPORTATION STATISTICS *

	Month ended April 2016	Variance	Last 3-months ended April 2016	Variance	Last 12-months ended April 2016	Variance
Cars, Passenger Vehicles						
AC Expressway-Pleasantville Plaza	1,474,588	8.9% ↗	4,393,670	9.3% ↗	18,961,177	1.5% ↗
Buses						
SJTA Day Bus Count	5,301	(4.7%) ↘	14,607	(1.9%) ↘	65,011	(17.5%) ↓
SJTA Day Bus Passengers	97,180	(8.6%) ↘	241,483	(4.3%) ↘	1,188,058	(18.3%) ↓
SJTA Overnight Bus Count	92	9.5% ↗	307	8.9% ↗	1,083	(17.3%) ↓
SJTA Overnight Bus Passengers	3,466	19.3% ↑	12,103	10.3% ↑	41,844	(19.1%) ↓
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 April 2016	Variance	Last 3-months ended April 2016	Variance	Last 12-months ended April 2016	Variance
Gross Gaming Revenue (\$M)	\$215.3	8.1% ↗	\$623.4	7.1% ↗	\$2,600.0	(1.9%) ↘
Slot Revenue (\$M)	\$142.6	4.9% ↗	\$405.7	4.5% ↗	\$1,746.5	(3.6%) ↘
Table Games & Related Revenue (\$M)	\$55.7	10.0% ↑	\$170.4	8.1% ↗	\$690.6	(2.7%) ↘
Internet Gross Revenue (\$M)	\$17.0	33.8% ↑	\$47.2	30.3% ↑	\$162.9	27.6% ↑

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