



## ATLANTIC CITY TOURISM & SALES BAROMETER

### DECEMBER 2016 (vs. DECEMBER 2015)

#### Key Metrics and Variances

#### VISITOR CENTERS & SERVICES STATISTICS

	Month ended December 2016	Variance	Last 3-months ended December 2016	Variance	Last 12-months ended December 2016	Variance
Total Welcome Center Visitors	4,227	(26.0%) ↓	16,454	(16.2%) ↓	92,614	(21.2%) ↓
Total Room Nights	-	n/a n/a	-	n/a n/a	-	n/a n/a
Room Night Economic Impact	\$0	n/a n/a	\$0	n/a n/a	\$0	n/a n/a
Total Visitor Inquiries by Phone	541	(20.1%) ↓	1,906	(14.3%) ↓	10,129	(6.8%) ↘
Total Visitor Inquiries by eMail	214	(40.7%) ↓	750	(39.0%) ↓	8,386	156.8% ↑

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

	Month ended December 2016	Variance	Last 3-months ended December 2016	Variance	Last 12-months ended December 2016	Variance
Visits	112,290	(21.8%) ↓	336,723	(25.2%) ↓	2,172,944	(21.6%) ↓
Unique Visitors	95,733	(20.2%) ↓	284,814	(22.3%) ↓	1,794,538	(18.5%) ↓
New Visitors (%)	79.6%	4.5% ↗	78.3%	6.2% ↗	70.5%	(1.2%) ↘
New Visitors	89,383	(18.3%) ↓	263,635	(20.5%) ↓	1,530,947	(22.6%) ↓
Page Views	276,082	(29.0%) ↓	838,776	(29.0%) ↓	5,910,118	(27.8%) ↓
Online Visitor Guide Requests	214	(78.8%) ↓	747	(75.6%) ↓	8,287	(33.6%) ↓

#### CONVENTION SALES ACTIVITIES

	Month ended December 2016	Variance	Last 3-months ended December 2016	Variance	Last 12-months ended December 2016	Variance
<b>Conventions/Tradeshows/Meetings - Atlantic City Convention Center</b>						
No. of Shows	9	(18.2%) ↓	20	(35.5%) ↓	65	(18.8%) ↓
No. of Room Nights	4,438	0.0% →	27,805	(5.3%) ↘	68,138	(23.4%) ↓
No. of Delegates	12,054	11.1% ↑	59,181	(20.1%) ↓	186,452	(18.3%) ↓
Delegate Spending	\$4,464,287	16.1% ↑	\$29,644,104	14.0% ↑	\$70,955,699	(26.9%) ↓
<b>Public Shows - Atlantic City Convention Center</b>						
No. of Shows	-	n/a n/a	2	0.0% →	12	20.0% ↑
No. of Room Nights	-	n/a n/a	200	163.2% ↑	9,538	(47.6%) ↓
No. of Delegates	-	n/a n/a	3,920	22.5% ↑	150,455	24.8% ↑
Delegate Spending	\$0	n/a n/a	\$577,270	67.9% ↑	\$25,453,710	96.4% ↑
<b>Total Convention Center Bookings</b>						
No. of Shows	9	(18.2%) ↓	22	(33.3%) ↓	77	(14.4%) ↓
No. of Room Nights	4,438	0.0% →	28,005	(4.8%) ↘	77,676	(27.5%) ↓
No. of Delegates	12,054	11.1% ↑	63,101	(18.4%) ↓	336,907	(3.4%) ↘
Delegate Spending	\$4,464,287	16.1% ↑	\$30,221,374	14.7% ↑	\$96,409,409	(12.4%) ↓
<b>Hotel - Individual Properties</b>						
No. of Shows	6	100.0% ↑	25	(19.4%) ↓	153	17.7% ↑
No. of Room Nights	3,253	92.8% ↑	18,597	(7.0%) ↘	135,513	103.3% ↑
No. of Delegates	3,375	90.1% ↑	17,110	14.2% ↑	186,772	62.0% ↑
Delegate Spending	\$1,894,376	138.9% ↑	\$12,470,632	27.0% ↑	\$97,950,643	100.6% ↑
<b>Monthly Totals</b>						
No. of Shows	15	7.1% ↗	47	(26.6%) ↓	230	4.5% ↗
No. of Room Nights	7,691	25.6% ↑	46,602	(5.7%) ↘	213,189	22.7% ↑
No. of Delegates	15,429	22.2% ↑	80,211	(13.1%) ↓	523,679	12.9% ↑
Delegate Spending	\$6,358,663	37.1% ↑	\$42,692,006	18.0% ↑	\$194,360,052	22.3% ↑

#### BOARDWALK HALL ACTIVITY

	Month ended December 2016	Variance	Last 3-months ended December 2016	Variance	Last 12-months ended December 2016	Variance
<b>Public Shows</b>						
Attendance	325	(96.9%) ↓	17,081	(52.1%) ↓	123,788	(32.7%) ↓
Avg. Attendance	163	(98.4%) ↓	3,416	(61.7%) ↓	5,627	(35.8%) ↓
<b>Sporting Events</b>						
Attendance	-	n/a n/a	1	n/a n/a	7	16.7% ↑
Avg. Attendance	n/a	n/a n/a	3,655	n/a n/a	56,189	(24.2%) ↓
<b>Total Events</b>						
Attendance	325	(96.9%) ↓	20,736	(41.9%) ↓	179,977	(30.3%) ↓
Avg. Attendance	163	(98.4%) ↓	3,456	(61.3%) ↓	6,206	(35.1%) ↓



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#### TRANSPORTATION STATISTICS \*

	Month ended December 2016	Variance	Last 3-months ended December 2016	Variance	Last 12-months ended December 2016	Variance
<b>Cars, Passenger Vehicles</b>						
AC Expressway-Pleasantville Plaza	1,347,410	(4.1%) ↘	4,180,983	(2.7%) ↘	18,809,694	1.4% ↗
<b>Buses</b>						
SJTA Day Bus Count	4,371	(6.9%) ↘	14,109	(7.1%) ↘	61,038	(7.4%) ↘
SJTA Day Bus Passengers	59,028	(15.3%) ↓	221,609	(14.3%) ↓	1,058,533	(11.9%) ↓
SJTA Overnight Bus Count	43	0.0% →	222	(21.0%) ↓	939	(11.1%) ↓
SJTA Overnight Bus Passengers	1,672	3.9% ↗	8,692	(20.8%) ↓	36,952	(9.7%) ↘
<b>Air Travel</b>						
ACY - Scheduled Service Passengers (Deplaned)	85,182	(12.4%) ↓	244,394	(3.5%) ↘	1,124,147	3.2% ↗
ACY - Charter Passengers (Deplaned)	5,074	15.3% ↑	22,650	(5.7%) ↘	83,126	(25.1%) ↓
<b>Train</b>						
NJ Transit Rail Service	78,609	(8.2%) ↘	251,751	(7.1%) ↘	1,100,269	(7.2%) ↘

#### CASINO REVENUE \*\*

	Month ended December 2016	Variance	Last 3-months ended December 2016	Variance	Last 12-months ended December 2016	Variance
Gross Gaming Revenue (\$M)	\$208.2	8.6% ↗	\$609.0	1.3% ↗	\$2,605.5	1.5% ↗
Slot Revenue (\$M)	\$131.3	1.0% ↗	\$395.1	(2.6%) ↘	\$1,712.3	(1.1%) ↘
Table Games & Related Revenue (\$M)	\$58.6	22.7% ↑	\$161.6	4.2% ↗	\$696.6	1.6% ↗
Internet Gross Revenue (\$M)	\$18.4	30.9% ↑	\$52.2	30.1% ↑	\$196.7	32.1% ↑

#### 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