



## ATLANTIC CITY TOURISM & SALES BARMETER

### FEBRUARY 2016 (vs. FEBRUARY 2015)

#### Key Metrics and Variances

#### VISITOR CENTERS & SERVICES STATISTICS

	Month ended February 2016	Variance	Last 3-months ended February 2016	Variance	Last 12-months ended February 2016	Variance
Total Welcome Center Visitors	5,135	(7.7%) ↘	15,966	(13.2%) ↘	116,380	(23.9%) ↘
Total Room Nights	-	n/a n/a	-	n/a n/a	168	(66.8%) ↘
Room Night Economic Impact	\$0	n/a n/a	\$0	n/a n/a	\$98,784	(66.8%) ↘
Total Visitor Inquiries by Phone	729	(6.8%) ↘	2,177	(1.0%) ↘	11,732	8.3% ↗
Total Visitor Inquiries by eMail	699	249.5% ↗	1,779	26.3% ↗	11,777	7.9% ↗

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

	Month ended February 2016	Variance	Last 3-months ended February 2016	Variance	Last 12-months ended February 2016	Variance
Visits	158,360	(22.9%) ↘	452,544	(30.8%) ↘	2,627,339	(31.8%) ↘
Unique Visitors	131,438	(19.9%) ↘	377,565	(27.7%) ↘	1,945,659	(35.6%) ↘
New Visitors (%)	75.6%	5.6% ↗	76.1%	5.3% ↗	71.7%	5.2% ↗
New Visitors	119,720	(18.6%) ↘	344,170	(27.1%) ↘	1,884,988	(28.3%) ↘
Page Views	453,776	(24.5%) ↘	1,267,302	(34.4%) ↘	7,714,277	(35.7%) ↘
Online Visitor Guide Requests	699	(35.7%) ↘	2,429	(27.7%) ↘	11,706	(50.0%) ↘

#### CONVENTION SALES ACTIVITIES

	Month ended February 2016	Variance	Last 3-months ended February 2016	Variance	Last 12-months ended February 2016	Variance
<b>Conventions/Tradeshows/Meetings - Atlantic City Convention Center</b>						
No. of Shows	6	100.0% ↗	25	31.6% ↗	83	(1.2%) ↘
No. of Room Nights	3,410	17.4% ↗	19,326	(13.9%) ↘	85,513	(10.9%) ↘
No. of Delegates	16,988	(3.9%) ↘	56,500	(15.8%) ↘	219,783	(0.4%) ↘
Delegate Spending	\$2,425,109	(25.6%) ↘	\$12,608,539	(52.3%) ↘	\$85,039,259	(26.9%) ↘
<b>Public Shows - Atlantic City Convention Center</b>						
No. of Shows	4	33.3% ↗	4	0.0% ↗	11	10.0% ↗
No. of Room Nights	1,277	14.2% ↗	1,277	14.2% ↗	18,350	427.8% ↗
No. of Delegates	78,030	90.3% ↗	78,030	83.6% ↗	157,549	51.5% ↗
Delegate Spending	\$11,706,131	165.5% ↗	\$11,706,131	146.9% ↗	\$20,254,422	78.5% ↗
<b>Total Convention Center Bookings</b>						
No. of Shows	10	66.7% ↗	29	26.1% ↗	94	0.0% ↗
No. of Room Nights	4,687	16.5% ↗	20,603	(12.5%) ↘	103,863	4.5% ↗
No. of Delegates	95,018	61.9% ↗	134,530	22.7% ↗	377,332	16.3% ↗
Delegate Spending	\$14,131,240	84.3% ↗	\$24,314,670	(22.0%) ↘	\$105,293,681	(17.6%) ↘
<b>Hotel - Individual Properties</b>						
No. of Shows	8	60.0% ↗	24	71.4% ↗	140	66.7% ↗
No. of Room Nights	5,282	184.3% ↗	17,303	190.8% ↗	77,287	105.2% ↗
No. of Delegates	3,415	10.9% ↗	24,690	8.2% ↗	117,169	129.3% ↗
Delegate Spending	\$2,770,684	51.5% ↗	\$10,341,771	4.0% ↗	\$49,119,292	72.8% ↗
<b>Monthly Totals</b>						
No. of Shows	18	63.6% ↗	53	43.2% ↗	234	31.5% ↗
No. of Room Nights	9,969	69.5% ↗	37,906	28.5% ↗	181,150	32.1% ↗
No. of Delegates	98,433	59.3% ↗	159,220	20.2% ↗	494,501	31.6% ↗
Delegate Spending	\$16,901,924	78.0% ↗	\$34,656,441	(15.7%) ↘	\$154,412,973	(1.1%) ↘

#### BOARDWALK HALL ACTIVITY

	Month ended February 2016	Variance	Last 3-months ended February 2016	Variance	Last 12-months ended February 2016	Variance
<b>Public Shows</b>						
Attendance	22,922	26.2% ↗	39,148	(19.3%) ↘	164,236	(35.3%) ↘
Avg. Attendance	11,461	26.2% ↗	9,787	0.9% ↗	8,644	(25.1%) ↘
<b>Sporting Events</b>						
Attendance	1,488	(90.1%) ↘	6,146	(75.3%) ↘	59,001	(40.8%) ↘
Avg. Attendance	1,488	(90.1%) ↘	2,049	(75.3%) ↘	8,429	1.5% ↗
<b>Total Events</b>						
Attendance	24,410	(26.4%) ↘	45,294	(38.3%) ↘	223,237	(36.8%) ↘
Avg. Attendance	8,137	(26.4%) ↘	6,471	(29.4%) ↘	8,586	(17.4%) ↘



## ATLANTIC CITY TOURISM & SALES BARMETER

FEBRUARY 2016 (vs. FEBRUARY 2015)

### Key Metrics and Variances

#### TRANSPORTATION STATISTICS \*

	Month ended February 2016	Variance	Last 3-months ended February 2016	Variance	Last 12-months ended February 2016	Variance
<b>Cars, Passenger Vehicles</b>						
AC Expressway-Pleasantville Plaza	1,414,747	14.0% ↑	4,140,967	6.7% ↗	18,762,560	(1.0%) ↘
<b>Buses</b>						
SJTA Day Bus Count	4,398	1.8% ↗	13,376	(12.1%) ↓	65,369	(21.4%) ↓
SJTA Day Bus Passengers	65,540	3.7% ↗	192,686	(8.2%) ↘	1,201,356	(22.2%) ↓
SJTA Overnight Bus Count	81	(13.8%) ↓	157	(10.3%) ↓	1,045	(23.9%) ↓
SJTA Overnight Bus Passengers	3,310	(15.1%) ↓	5,977	(16.0%) ↓	40,126	(26.9%) ↓
<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 February 2016	Variance	Last 3-months ended February 2016	Variance	Last 12-months ended February 2016	Variance
Gross Gaming Revenue (\$M)	\$204.9	14.7% ↑	\$587.1	3.5% ↗	\$2,584.8	(4.8%) ↘
Slot Revenue (\$M)	\$130.3	8.9% ↗	\$383.2	3.2% ↗	\$1,739.5	(6.0%) ↘
Table Games & Related Revenue (\$M)	\$59.9	23.0% ↑	\$160.4	(1.7%) ↘	\$689.0	(6.9%) ↘
Internet Gross Revenue (\$M)	\$14.7	41.8% ↑	\$43.4	32.8% ↑	\$156.3	25.0% ↑

#### 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