



ATLANTIC CITY TOURISM & SALES BARMETER

JANUARY 2016 (vs. JANUARY 2015)

Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended January 2016	Variance	Last 3-months ended January 2016	Variance	Last 12-months ended January 2016	Variance
Total Welcome Center Visitors	5,120	(11.7%) ↓	16,814	(18.6%) ↓	116,811	(24.2%) ↓
Total Room Nights	-	n/a n/a	2	(91.7%) ↓	172	(65.7%) ↓
Room Night Economic Impact	\$0	n/a n/a	\$1,176	(91.7%) ↓	\$101,138	(65.7%) ↓
Total Visitor Inquiries by Phone	771	4.3% ↔	2,212	8.4% ↔	11,785	12.2% ↑
Total Visitor Inquiries by eMail	719	173.4% ↑	1,461	7.0% ↔	11,278	(13.7%) ↓

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended January 2016	Variance	Last 3-months ended January 2016	Variance	Last 12-months ended January 2016	Variance
Visits	150,625	(39.6%) ↓	424,118	(33.9%) ↓	2,674,289	(31.0%) ↓
Unique Visitors	126,129	(36.4%) ↓	353,785	(31.4%) ↓	1,978,298	(34.9%) ↓
New Visitors (%)	76.4%	5.7% ↔	75.6%	3.8% ↔	71.5%	4.7% ↔
New Visitors	115,078	(36.2%) ↓	320,677	(31.3%) ↓	1,912,279	(27.7%) ↓
Page Views	424,578	(43.3%) ↓	1,164,640	(37.6%) ↓	7,861,652	(35.5%) ↓
Online Visitor Guide Requests	719	(34.5%) ↓	2,749	(20.5%) ↓	12,094	(50.7%) ↓

CONVENTION SALES ACTIVITIES

	Month ended January 2016	Variance	Last 3-months ended January 2016	Variance	Last 12-months ended January 2016	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	8	0.0% —	26	13.0% ↑	80	(5.9%) ↔
No. of Room Nights	11,478	(25.6%) ↓	27,043	(12.9%) ↓	85,007	(12.2%) ↓
No. of Delegates	28,659	(21.0%) ↓	80,771	(10.3%) ↓	220,480	(0.3%) ↔
Delegate Spending	\$6,339,851	(63.9%) ↓	\$18,185,790	(57.1%) ↓	\$85,872,617	(27.1%) ↓
Public Shows - Atlantic City Convention Center						
No. of Shows	-	n/a n/a	-	n/a n/a	10	11.1% ↑
No. of Room Nights	-	n/a n/a	-	n/a n/a	18,191	474.8% ↑
No. of Delegates	-	n/a n/a	-	n/a n/a	120,529	14.4% ↑
Delegate Spending	\$0	n/a n/a	\$0	n/a n/a	\$12,956,866	12.7% ↑
Total Convention Center Bookings						
No. of Shows	8	0.0% —	26	0.0% ↔	90	(4.3%) ↔
No. of Room Nights	11,478	(25.6%) ↓	27,043	(13.2%) ↓	103,198	3.2% ↔
No. of Delegates	28,659	(21.0%) ↓	80,771	(15.1%) ↓	341,009	4.5% ↔
Delegate Spending	\$6,339,851	(63.9%) ↓	\$18,185,790	(57.8%) ↓	\$98,829,483	(23.5%) ↓
Hotel - Individual Properties						
No. of Shows	13	116.7% ↑	28	100.0% ↑	137	61.2% ↑
No. of Room Nights	10,334	230.8% ↑	17,602	125.4% ↑	73,863	91.1% ↑
No. of Delegates	19,500	8.7% ↔	26,325	11.9% ↑	116,834	128.3% ↑
Delegate Spending	\$6,778,013	(8.9%) ↔	\$9,659,506	(13.5%) ↓	\$48,177,159	66.6% ↑
Monthly Totals						
No. of Shows	21	50.0% ↑	54	35.0% ↑	227	26.8% ↑
No. of Room Nights	21,812	17.5% ↑	44,645	14.6% ↑	177,061	27.7% ↑
No. of Delegates	48,159	(11.2%) ↓	107,096	(9.8%) ↔	457,843	21.2% ↑
Delegate Spending	\$13,117,864	(47.5%) ↓	\$27,845,296	(48.7%) ↓	\$147,006,642	(7.0%) ↔

BOARDWALK HALL ACTIVITY

	Month ended January 2016	Variance	Last 3-months ended January 2016	Variance	Last 12-months ended January 2016	Variance
Public Shows						
Attendance	5,892	(80.6%) ↓	16,226	(58.1%) ↓	159,477	(40.3%) ↓
Avg. Attendance	5,892	(41.7%) ↓	8,113	(16.2%) ↓	8,394	(27.8%) ↓
Sporting Events						
Attendance	4,658	(26.1%) ↓	4,658	(81.3%) ↓	72,513	(19.1%) ↓
Avg. Attendance	2,329	(63.0%) ↓	2,329	(53.3%) ↓	10,359	50.2% ↑
Total Events						
Attendance	10,550	(71.2%) ↓	20,884	(67.2%) ↓	231,990	(35.0%) ↓
Avg. Attendance	3,517	(61.6%) ↓	5,221	(26.2%) ↓	8,923	(10.0%) ↔



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Key Metrics and Variances

TRANSPORTATION STATISTICS *

	Month ended January 2016	Variance	Last 3-months ended January 2016	Variance	Last 12-months ended January 2016	Variance
Cars, Passenger Vehicles						
AC Expressway-Pleasantville Plaza	1,320,518	2.8% ↗	4,101,393	2.1% ↗	18,588,479	(2.4%) ↘
Buses						
SJTA Day Bus Count	4,285	(14.2%) ↓	13,908	(19.0%) ↓	65,292	(22.7%) ↓
SJTA Day Bus Passengers	57,442	(9.5%) ↘	210,616	(13.9%) ↓	1,198,996	(23.8%) ↓
SJTA Overnight Bus Count	33	6.5% ↗	186	(20.5%) ↓	1,058	(23.4%) ↓
SJTA Overnight Bus Passengers	1,057	(17.0%) ↓	7,068	(23.2%) ↓	40,717	(25.8%) ↓
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 January 2016	Variance	Last 3-months ended January 2016	Variance	Last 12-months ended January 2016	Variance
Gross Gaming Revenue (\$M)	\$190.3	(3.8%) ↘	\$586.7	(0.8%) ↘	\$2,558.6	(6.9%) ↘
Slot Revenue (\$M)	\$122.9	(2.1%) ↘	\$387.6	(0.6%) ↘	\$1,728.9	(7.6%) ↘
Table Games & Related Revenue (\$M)	\$52.8	(13.1%) ↓	\$157.2	(7.6%) ↘	\$677.8	(9.8%) ↘
Internet Gross Revenue (\$M)	\$14.6	26.5% ↑	\$41.9	35.0% ↑	\$151.9	21.6% ↑

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