



ATLANTIC CITY TOURISM & SALES BARMETER

JULY 2016 (vs. JULY 2015)

Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended July 2016	Variance	Last 3-months ended July 2016	Variance	Last 12-months ended July 2016	Variance
Total Welcome Center Visitors	12,842	(15.5%) ↓	31,523	(18.5%) ↓	103,600	(23.3%) ↓
Total Room Nights	-	n/a n/a	-	n/a n/a	52	(85.2%) ↓
Room Night Economic Impact	\$0	n/a n/a	\$0	n/a n/a	\$30,576	(85.2%) ↓
Total Visitor Inquiries by Phone	968	(20.3%) ↓	2,734	(20.0%) ↓	10,876	8.0% ↗
Total Visitor Inquiries by eMail	999	593.8% ↑	3,198	558.0% ↑	10,959	110.7% ↑

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended July 2016	Variance	Last 3-months ended July 2016	Variance	Last 12-months ended July 2016	Variance
Visits	306,199	(11.0%) ↓	779,170	(10.7%) ↓	2,455,246	(21.3%) ↓
Unique Visitors	247,772	(7.6%) ↘	637,372	(7.3%) ↘	1,995,326	(19.2%) ↓
New Visitors (%)	34.5%	(50.4%) ↓	60.3%	(14.9%) ↓	68.9%	(2.2%) ↘
New Visitors	105,679	(55.9%) ↓	469,457	(24.0%) ↓	1,692,531	(23.0%) ↓
Page Views	820,945	(23.9%) ↓	2,131,183	(22.6%) ↓	6,754,130	(27.5%) ↓
Online Visitor Guide Requests	999	(2.8%) ↘	3,124	1.5% ↗	11,455	(23.2%) ↓

CONVENTION SALES ACTIVITIES

	Month ended July 2016	Variance	Last 3-months ended July 2016	Variance	Last 12-months ended July 2016	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	1	0.0% —	9	(10.0%) ↘	74	(14.0%) ↓
No. of Room Nights	90	0.0% —	6,373	23.9% ↑	74,344	(21.5%) ↓
No. of Delegates	821	(17.9%) ↓	31,093	40.1% ↑	204,073	(14.2%) ↓
Delegate Spending	\$147,877	16.7% ↑	\$7,985,647	(23.8%) ↓	\$71,881,974	(39.2%) ↓
Public Shows - Atlantic City Convention Center						
No. of Shows	1	n/a n/a	3	200.0% ↑	13	30.0% ↑
No. of Room Nights	215	n/a n/a	3,419	(76.3%) ↓	5,409	(69.8%) ↓
No. of Delegates	1,500	n/a n/a	28,500	185.0% ↑	142,135	20.1% ↑
Delegate Spending	\$231,409	n/a n/a	\$6,149,663	472.1% ↑	\$22,420,774	73.9% ↑
Total Convention Center Bookings						
No. of Shows	2	100.0% ↑	12	9.1% ↘	87	(9.4%) ↘
No. of Room Nights	305	238.9% ↑	9,792	(50.0%) ↓	79,753	(29.2%) ↓
No. of Delegates	2,321	132.1% ↑	59,593	85.2% ↑	346,208	(2.8%) ↘
Delegate Spending	\$379,286	199.4% ↑	\$14,135,310	22.4% ↑	\$94,302,748	(28.1%) ↓
Hotel - Individual Properties						
No. of Shows	11	10.0% ↑	44	(12.0%) ↓	150	26.1% ↑
No. of Room Nights	8,083	45.2% ↑	42,700	71.1% ↑	113,187	103.3% ↑
No. of Delegates	7,034	81.7% ↑	24,338	(9.9%) ↘	139,411	31.4% ↑
Delegate Spending	\$5,001,986	74.5% ↑	\$23,679,260	58.4% ↑	\$70,935,691	61.3% ↑
Monthly Totals						
No. of Shows	13	18.2% ↑	56	(8.2%) ↘	237	10.2% ↑
No. of Room Nights	8,388	48.3% ↑	52,492	17.9% ↑	192,940	14.6% ↑
No. of Delegates	9,355	92.0% ↑	83,931	41.7% ↑	485,619	5.1% ↘
Delegate Spending	\$5,381,272	79.7% ↑	\$37,814,570	42.7% ↑	\$165,238,439	(5.6%) ↘

BOARDWALK HALL ACTIVITY

	Month ended July 2016	Variance	Last 3-months ended July 2016	Variance	Last 12-months ended July 2016	Variance
Public Shows						
Attendance	15,867	(10.7%) ↓	62,713	2.7% ↗	144,816	(41.2%) ↓
Avg. Attendance	5,289	(40.5%) ↓	6,968	(31.5%) ↓	7,622	(25.7%) ↓
Sporting Events						
Attendance	-	n/a n/a	-	n/a n/a	6	(45.5%) ↓
Avg. Attendance	n/a	n/a n/a	-	n/a n/a	52,534	(46.0%) ↓
Total Events	3	50.0% ↑	9	12.5% ↑	8,756	(1.0%) ↘
Attendance	15,867	(10.7%) ↓	62,713	(13.9%) ↓	197,350	(42.6%) ↓
Avg. Attendance	5,289	(40.5%) ↓	6,968	(23.5%) ↓	7,894	(19.6%) ↓



ATLANTIC CITY TOURISM & SALES BAROMETER

JULY 2016 (vs. JULY 2015)

Key Metrics and Variances

TRANSPORTATION STATISTICS *

	Month ended July 2016	Variance		Last 3-months ended July 2016	Variance		Last 12-months ended July 2016	Variance	
Cars, Passenger Vehicles									
AC Expressway-Pleasantville Plaza	2,020,069	3.1%	↗	5,296,414	(1.0%)	↘	18,908,133	2.4%	↗
Buses									
SJTA Day Bus Count	6,010	(5.7%)	↘	17,001	(8.5%)	↘	63,330	(12.4%)	↓
SJTA Day Bus Passengers	116,817	(8.8%)	↘	325,177	(14.1%)	↓	1,131,806	(13.6%)	↓
SJTA Overnight Bus Count	36	(12.2%)	↓	233	(20.5%)	↓	1,023	(14.0%)	↓
SJTA Overnight Bus Passengers	1,295	(11.1%)	↓	9,663	(14.4%)	↓	40,216	(13.8%)	↓
Air Travel									
ACY - Scheduled Service Passengers (Deplaned)	n/a	n/a	n/a	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	n/a	n/a	n/a

CASINO REVENUE **

	Month ended July 2016	Variance		Last 3-months ended July 2016	Variance		Last 12-months ended July 2016	Variance	
Gross Gaming Revenue (\$M)	\$275.6	6.9%	↗	\$709.9	2.0%	↗	\$2,613.9	0.9%	↗
Slot Revenue (\$M)	\$182.2	3.1%	↗	\$474.5	(1.6%)	↘	\$1,738.7	(1.1%)	↘
Table Games & Related Revenue (\$M)	\$76.0	11.0%	↑	\$185.1	4.5%	↗	\$698.6	(0.2%)	↘
Internet Gross Revenue (\$M)	\$17.4	38.6%	↑	\$50.3	37.2%	↑	\$176.6	31.5%	↑

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