



ATLANTIC CITY TOURISM & SALES BARMETER

MARCH 2016 (vs. MARCH 2015)

Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

| | Month ended March 2016 | Variance | Last 3-months ended March 2016 | Variance | Last 12-months ended March 2016 | Variance |
|----------------------------------|------------------------|-----------|--------------------------------|-----------|---------------------------------|-----------|
| Total Welcome Center Visitors | 6,540 | (14.4%) ↓ | 16,795 | (11.6%) ↓ | 115,277 | (23.8%) ↓ |
| Total Room Nights | - | n/a n/a | - | n/a n/a | 152 | (70.2%) ↓ |
| Room Night Economic Impact | \$0 | n/a n/a | \$0 | n/a n/a | \$89,376 | (70.2%) ↓ |
| Total Visitor Inquiries by Phone | 839 | (0.8%) ↘ | 2,339 | (1.2%) ↘ | 11,725 | 5.4% ↘ |
| Total Visitor Inquiries by eMail | 937 | 325.9% ↑ | 2,355 | 244.8% ↑ | 12,494 | 40.6% ↑ |

WEBSITE STATISTICS (www.atlanticcitynj.com)

| | Month ended March 2016 | Variance | Last 3-months ended March 2016 | Variance | Last 12-months ended March 2016 | Variance |
|-------------------------------|------------------------|-----------|--------------------------------|-----------|---------------------------------|-----------|
| Visits | 168,725 | (22.2%) ↓ | 477,710 | (28.9%) ↓ | 2,579,306 | (32.7%) ↓ |
| Unique Visitors | 139,413 | (18.1%) ↓ | 396,980 | (25.5%) ↓ | 1,914,820 | (36.1%) ↓ |
| New Visitors (%) | 75.4% | 5.2% ↘ | 75.8% | 5.4% ↘ | 72.0% | 5.6% ↘ |
| New Visitors | 127,259 | (18.1%) ↓ | 362,057 | (25.0%) ↓ | 1,856,832 | (28.9%) ↓ |
| Page Views | 480,186 | (28.8%) ↓ | 1,358,540 | (32.9%) ↓ | 7,520,195 | (36.5%) ↓ |
| Online Visitor Guide Requests | 937 | (11.0%) ↓ | 2,355 | (27.3%) ↓ | 11,590 | (47.4%) ↓ |

CONVENTION SALES ACTIVITIES

| | Month ended March 2016 | Variance | Last 3-months ended March 2016 | Variance | Last 12-months ended March 2016 | Variance |
|--|------------------------|-----------|--------------------------------|-----------|---------------------------------|-----------|
| Conventions/Tradeshows/Meetings - Atlantic City Convention Center | | | | | | |
| No. of Shows | 7 | (50.0%) ↓ | 21 | (16.0%) ↓ | 76 | (13.6%) ↓ |
| No. of Room Nights | 8,307 | (47.2%) ↓ | 23,195 | (31.9%) ↓ | 78,088 | (25.2%) ↓ |
| No. of Delegates | 61,792 | 23.7% ↑ | 107,439 | 3.4% ↘ | 231,628 | (4.0%) ↘ |
| Delegate Spending | \$8,178,748 | (62.7%) ↓ | \$16,943,708 | (60.4%) ↓ | \$71,291,634 | (42.0%) ↓ |
| Public Shows - Atlantic City Convention Center | | | | | | |
| No. of Shows | - | n/a n/a | 4 | (20.0%) ↓ | 9 | (10.0%) ↘ |
| No. of Room Nights | - | n/a n/a | 1,277 | (58.2%) ↓ | 16,415 | 294.9% ↑ |
| No. of Delegates | - | n/a n/a | 78,030 | (22.9%) ↓ | 97,380 | (23.2%) ↓ |
| Delegate Spending | \$0 | n/a n/a | \$11,706,131 | 7.6% ↘ | \$13,786,255 | (0.1%) ↘ |
| Total Convention Center Bookings | | | | | | |
| No. of Shows | 7 | (56.3%) ↓ | 25 | (16.7%) ↓ | 85 | (13.3%) ↓ |
| No. of Room Nights | 8,307 | (53.0%) ↓ | 24,472 | (34.1%) ↓ | 94,503 | (12.9%) ↓ |
| No. of Delegates | 61,792 | (43.9%) ↓ | 185,469 | (9.6%) ↘ | 329,008 | (10.6%) ↓ |
| Delegate Spending | \$8,178,748 | (71.2%) ↓ | \$28,649,839 | (46.6%) ↓ | \$85,077,889 | (37.8%) ↓ |
| Hotel - Individual Properties | | | | | | |
| No. of Shows | 12 | 50.0% ↑ | 33 | 73.7% ↑ | 144 | 61.8% ↑ |
| No. of Room Nights | 5,740 | 72.4% ↑ | 21,356 | 157.0% ↑ | 79,698 | 97.3% ↑ |
| No. of Delegates | 11,185 | (71.0%) ↓ | 34,100 | (42.8%) ↓ | 89,794 | 2.8% ↘ |
| Delegate Spending | \$5,645,484 | 8.1% ↘ | \$15,194,181 | 4.9% ↘ | \$49,544,208 | 48.4% ↑ |
| Monthly Totals | | | | | | |
| No. of Shows | 19 | (20.8%) ↓ | 58 | 18.4% ↑ | 229 | 22.5% ↑ |
| No. of Room Nights | 14,047 | (33.1%) ↓ | 45,828 | 0.9% ↘ | 174,201 | 17.0% ↑ |
| No. of Delegates | 72,977 | (50.9%) ↓ | 219,569 | (17.0%) ↓ | 418,802 | (8.0%) ↘ |
| Delegate Spending | \$13,824,232 | (58.9%) ↓ | \$43,844,020 | (35.6%) ↓ | \$134,622,097 | (20.9%) ↓ |

BOARDWALK HALL ACTIVITY

| | Month ended March 2016 | Variance | Last 3-months ended March 2016 | Variance | Last 12-months ended March 2016 | Variance |
|------------------------|------------------------|-----------|--------------------------------|-----------|---------------------------------|-----------|
| Public Shows | | | | | | |
| Attendance | 3,148 | (87.0%) ↓ | 31,962 | (56.0%) ↓ | 143,177 | (48.5%) ↓ |
| Avg. Attendance | 3,148 | (48.0%) ↓ | 7,991 | (1.1%) ↘ | 8,949 | (16.3%) ↓ |
| Sporting Events | | | | | | |
| Attendance | 46,388 | 12.9% ↑ | 52,534 | (15.8%) ↓ | 64,295 | (24.8%) ↓ |
| Avg. Attendance | 15,463 | (24.7%) ↓ | 8,756 | (43.9%) ↓ | 8,037 | (15.4%) ↓ |
| Total Events | | | | | | |
| Attendance | 49,536 | (24.1%) ↓ | 84,496 | (37.5%) ↓ | 207,474 | (42.9%) ↓ |
| Avg. Attendance | 12,384 | 13.8% ↑ | 8,450 | (18.7%) ↓ | 8,645 | (16.8%) ↓ |



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Key Metrics and Variances

TRANSPORTATION STATISTICS *

| | Month ended March 2016 | Variance | | Last 3-months ended March 2016 | Variance | | Last 12-months ended March 2016 | Variance |
|---|---------------------------|----------|-----|-----------------------------------|----------|-----|------------------------------------|-----------|
| Cars, Passenger Vehicles | | | | | | | | |
| AC Expressway-Pleasantville Plaza | 1,504,335 | 5.5% | ↘ | 4,239,600 | 7.3% | ↘ | 18,840,822 | (0.1%) ↘ |
| Buses | | | | | | | | |
| SJTA Day Bus Count | 4,908 | (1.9%) | ↘ | 13,591 | (5.1%) | ↘ | 65,274 | (19.2%) ↘ |
| SJTA Day Bus Passengers | 78,763 | (5.1%) | ↘ | 201,745 | (3.8%) | ↘ | 1,197,163 | (19.8%) ↘ |
| SJTA Overnight Bus Count | 134 | 28.8% | ↗ | 248 | 8.3% | ↘ | 1,075 | (20.1%) ↘ |
| SJTA Overnight Bus Passengers | 5,327 | 27.8% | ↗ | 9,694 | 3.8% | ↘ | 41,284 | (23.3%) ↘ |
| Air Travel | | | | | | | | |
| ACY - Scheduled Service Passengers (Deplaned) | 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 |

CASINO REVENUE **

| | Month ended March 2016 | Variance | | Last 3-months ended March 2016 | Variance | | Last 12-months ended March 2016 | Variance |
|-------------------------------------|---------------------------|----------|---|-----------------------------------|----------|---|------------------------------------|----------|
| Gross Gaming Revenue (\$M) | \$203.2 | (0.5%) | ↘ | \$598.4 | 3.1% | ↘ | \$2,583.9 | (3.8%) ↘ |
| Slot Revenue (\$M) | \$132.8 | 0.2% | ↘ | \$386.0 | 2.2% | ↘ | \$1,739.7 | (4.8%) ↘ |
| Table Games & Related Revenue (\$M) | \$54.9 | (6.0%) | ↘ | \$167.5 | (0.1%) | ↘ | \$685.5 | (6.4%) ↘ |
| Internet Gross Revenue (\$M) | \$15.5 | 17.8% | ↗ | \$44.9 | 27.7% | ↗ | \$158.6 | 25.5% ↗ |

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