



ATLANTIC CITY TOURISM & SALES BARMETER

MAY 2016 (vs. MAY 2015)

Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended May 2016	Variance	Last 3-months ended May 2016	Variance	Last 12-months ended May 2016	Variance
Total Welcome Center Visitors	7,680	(38.1%) ↓	19,874	(34.2%) ↓	106,038	(28.4%) ↓
Total Room Nights	-	n/a n/a	-	n/a n/a	124	(72.3%) ↓
Room Night Economic Impact	\$0	n/a n/a	\$0	n/a n/a	\$72,912	(72.3%) ↓
Total Visitor Inquiries by Phone	853	(17.4%) ↓	2,541	18.1% ↑	12,122	9.7% ↗
Total Visitor Inquiries by eMail	1,046	588.2% ↑	2,826	537.9% ↑	14,126	112.4% ↑

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended May 2016	Variance	Last 3-months ended May 2016	Variance	Last 12-months ended May 2016	Variance
Visits	216,043	(11.1%) ↓	550,751	(16.1%) ↓	2,521,380	(30.0%) ↓
Unique Visitors	179,259	(7.7%) ↓	456,003	(12.6%) ↓	2,030,565	(28.0%) ↓
New Visitors (%)	78.0%	8.2% ↗	76.5%	6.3% ↗	72.7%	6.0% ↗
New Visitors	168,513	(3.8%) ↓	421,587	(10.8%) ↓	1,833,818	(25.8%) ↓
Page Views	594,972	(21.7%) ↓	1,548,957	(24.5%) ↓	7,211,398	(33.7%) ↓
Online Visitor Guide Requests	1,046	0.7% ↗	2,826	(9.3%) ↓	11,417	(39.3%) ↓

CONVENTION SALES ACTIVITIES

	Month ended May 2016	Variance	Last 3-months ended May 2016	Variance	Last 12-months ended May 2016	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	3	(25.0%) ↓	14	(39.1%) ↓	74	(14.9%) ↓
No. of Room Nights	4,360	122.7% ↑	13,811	(42.0%) ↓	75,516	(20.8%) ↓
No. of Delegates	13,168	76.6% ↑	47,567	(28.4%) ↓	200,879	(14.4%) ↓
Delegate Spending	\$4,321,775	6.4% ↗	\$15,877,489	(49.3%) ↓	\$74,634,406	(36.3%) ↓
Public Shows - Atlantic City Convention Center						
No. of Shows	1	0.0% →	3	0.0% →	11	10.0% ↑
No. of Room Nights	420	(97.1%) ↓	420	(97.4%) ↓	2,410	(86.5%) ↓
No. of Delegates	15,000	50.0% ↑	41,255	(41.2%) ↓	128,635	8.7% ↗
Delegate Spending	\$3,473,740	223.1% ↑	\$8,524,467	13.0% ↑	\$19,744,851	53.2% ↑
Total Convention Center Bookings						
No. of Shows	4	(20.0%) ↓	17	(34.6%) ↓	85	(12.4%) ↓
No. of Room Nights	4,780	(70.8%) ↓	14,231	(64.6%) ↓	77,926	(31.2%) ↓
No. of Delegates	28,168	61.4% ↑	88,822	(35.0%) ↓	329,514	(6.7%) ↗
Delegate Spending	\$7,795,515	51.8% ↑	\$24,401,956	(37.2%) ↓	\$94,379,257	(27.4%) ↓
Hotel - Individual Properties						
No. of Shows	16	(27.3%) ↓	48	26.3% ↑	150	37.6% ↑
No. of Room Nights	16,928	62.0% ↑	42,654	136.7% ↑	101,924	99.5% ↑
No. of Delegates	9,200	(37.2%) ↓	74,369	35.5% ↑	136,656	35.3% ↑
Delegate Spending	\$7,961,009	(4.1%) ↓	\$28,181,257	80.7% ↑	\$61,867,963	49.0% ↑
Monthly Totals						
No. of Shows	20	(25.9%) ↓	65	1.6% ↗	235	14.1% ↑
No. of Room Nights	21,708	(19.1%) ↓	56,885	(2.2%) ↓	179,850	9.4% ↗
No. of Delegates	37,368	16.4% ↑	163,191	(14.8%) ↓	466,170	2.6% ↗
Delegate Spending	\$15,756,524	17.3% ↑	\$52,583,213	(3.4%) ↓	\$156,247,220	(8.9%) ↓

BOARDWALK HALL ACTIVITY

	Month ended May 2016	Variance	Last 3-months ended May 2016	Variance	Last 12-months ended May 2016	Variance
Public Shows						
Attendance	15,568	(54.6%) ↓	18,716	(68.0%) ↓	124,482	(50.8%) ↓
Avg. Attendance	5,189	(54.6%) ↓	4,679	(44.0%) ↓	7,780	(26.2%) ↓
Sporting Events						
Attendance	-	n/a n/a	46,388	(12.2%) ↓	52,534	(46.0%) ↓
Avg. Attendance	n/a	n/a n/a	15,463	17.0% ↑	8,756	(1.0%) ↓
Total Events						
Attendance	15,568	(66.2%) ↓	65,104	(41.5%) ↓	177,016	(49.5%) ↓
Avg. Attendance	5,189	(43.6%) ↓	9,301	(8.1%) ↓	8,046	(19.6%) ↓



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TRANSPORTATION STATISTICS *

	Month ended May 2016	Variance	Last 3-months ended May 2016	Variance	Last 12-months ended May 2016	Variance
Cars, Passenger Vehicles						
AC Expressway-Pleasantville Plaza	1,566,390	(8.4%) ↘	4,545,313	1.2% ↗	18,816,639	0.9% ↗
Buses						
SJTA Day Bus Count	5,481	(12.9%) ↓	15,690	(6.9%) ↘	64,199	(16.4%) ↓
SJTA Day Bus Passengers	102,776	(20.6%) ↓	278,719	(12.5%) ↓	1,161,425	(17.8%) ↓
SJTA Overnight Bus Count	73	(29.1%) ↓	299	2.7% ↗	1,053	(17.2%) ↓
SJTA Overnight Bus Passengers	3,016	(24.5%) ↓	11,809	6.7% ↗	40,863	(18.6%) ↓
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 May 2016	Variance	Last 3-months ended May 2016	Variance	Last 12-months ended May 2016	Variance
Gross Gaming Revenue (\$M)	\$220.1	(0.6%) ↘	\$638.6	2.2% ↗	\$2,598.7	(1.1%) ↘
Slot Revenue (\$M)	\$149.3	(4.9%) ↘	\$424.8	(0.2%) ↘	\$1,738.8	(3.0%) ↘
Table Games & Related Revenue (\$M)	\$54.2	4.5% ↗	\$164.8	2.4% ↗	\$692.9	(1.7%) ↘
Internet Gross Revenue (\$M)	\$16.5	32.6% ↑	\$49.0	27.9% ↑	\$167.0	28.8% ↑

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