



## ATLANTIC CITY TOURISM & SALES BAROMETER

### NOVEMBER 2016 (vs. NOVEMBER 2015)

#### Key Metrics and Variances

#### VISITOR CENTERS & SERVICES STATISTICS

	Month ended November 2016	Variance	Last 3-months ended November 2016	Variance	Last 12-months ended November 2016	Variance
Total Welcome Center Visitors	5,165	(13.7%) ↓	22,997	(18.0%) ↓	94,098	(20.8%) ↓
Total Room Nights	-	n/a n/a	-	n/a n/a	-	n/a n/a
Room Night Economic Impact	\$0	n/a n/a	\$0	n/a n/a	\$0	n/a n/a
Total Visitor Inquiries by Phone	594	(22.3%) ↓	2,356	(13.2%) ↓	10,265	(5.6%) ↘
Total Visitor Inquiries by eMail	215	(43.6%) ↓	1,053	(31.8%) ↓	8,533	121.7% ↑

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

	Month ended November 2016	Variance	Last 3-months ended November 2016	Variance	Last 12-months ended November 2016	Variance
Visits	102,841	(20.9%) ↓	382,603	(26.4%) ↓	2,204,213	(22.1%) ↓
Unique Visitors	87,251	(19.0%) ↓	319,832	(23.6%) ↓	1,818,803	(18.8%) ↓
New Visitors (%)	78.4%	5.9% ↘	76.7%	7.2% ↘	70.4%	(1.1%) ↘
New Visitors	80,627	(16.2%) ↓	293,354	(21.2%) ↓	1,550,936	(23.0%) ↓
Page Views	255,110	(27.3%) ↓	968,308	(30.0%) ↓	6,022,984	(28.1%) ↓
Online Visitor Guide Requests	214	(79.0%) ↓	1,031	(66.4%) ↓	9,084	(28.1%) ↓

#### CONVENTION SALES ACTIVITIES

	Month ended November 2016	Variance	Last 3-months ended November 2016	Variance	Last 12-months ended November 2016	Variance
<b>Conventions/Tradeshows/Meetings - Atlantic City Convention Center</b>						
No. of Shows	4	(42.9%) ↓	22	(21.4%) ↓	67	(13.0%) ↓
No. of Room Nights	12,499	12.3% ↑	32,988	(15.2%) ↓	68,138	(23.1%) ↓
No. of Delegates	35,002	(15.2%) ↓	63,259	(22.8%) ↓	185,251	(19.6%) ↓
Delegate Spending	\$16,534,811	106.6% ↑	\$33,158,974	(4.0%) ↘	\$70,334,991	(28.8%) ↓
<b>Public Shows - Atlantic City Convention Center</b>						
No. of Shows	1	n/a n/a	2	(33.3%) ↓	12	9.1% ↘
No. of Room Nights	200	n/a n/a	200	(56.6%) ↓	9,538	(47.6%) ↓
No. of Delegates	3,650	n/a n/a	4,187	(3.7%) ↘	150,722	23.5% ↑
Delegate Spending	\$550,103	n/a n/a	\$609,465	30.3% ↑	\$25,485,905	91.8% ↑
<b>Total Convention Center Bookings</b>						
No. of Shows	5	(28.6%) ↓	24	(22.6%) ↓	79	(10.2%) ↓
No. of Room Nights	12,699	14.1% ↑	33,188	(15.6%) ↓	77,676	(27.3%) ↓
No. of Delegates	38,652	(6.3%) ↘	67,446	(21.8%) ↓	335,973	(4.7%) ↘
Delegate Spending	\$17,084,914	113.5% ↑	\$33,768,439	(3.6%) ↘	\$95,820,896	(14.6%) ↓
<b>Hotel - Individual Properties</b>						
No. of Shows	6	(50.0%) ↓	35	(10.3%) ↓	150	15.4% ↑
No. of Room Nights	3,503	(37.2%) ↓	34,315	41.7% ↑	133,947	103.2% ↑
No. of Delegates	5,170	2.4% ↘	40,568	138.8% ↑	185,172	60.6% ↑
Delegate Spending	\$2,986,686	43.0% ↑	\$27,002,817	118.7% ↑	\$96,849,341	98.8% ↑
<b>Monthly Totals</b>						
No. of Shows	11	(42.1%) ↓	59	(15.7%) ↓	229	5.0% ↘
No. of Room Nights	16,202	(3.0%) ↘	67,503	6.2% ↘	211,623	22.5% ↑
No. of Delegates	43,822	(5.4%) ↘	108,014	4.6% ↘	521,145	11.4% ↑
Delegate Spending	\$20,071,600	98.9% ↑	\$60,771,256	28.3% ↑	\$192,670,237	19.8% ↑

#### BOARDWALK HALL ACTIVITY

	Month ended November 2016	Variance	Last 3-months ended November 2016	Variance	Last 12-months ended November 2016	Variance
<b>Public Shows</b>	1	n/a n/a	4	0.0% ↘	21	5.0% ↘
Attendance	2,913	n/a n/a	26,669	(27.3%) ↓	133,797	(22.9%) ↓
Avg. Attendance	2,913	n/a n/a	6,667	(27.3%) ↓	6,371	(26.6%) ↓
<b>Sporting Events</b>	1	n/a n/a	1	n/a n/a	7	0.0% ↘
Attendance	3,655	n/a n/a	3,655	n/a n/a	56,189	(27.7%) ↓
Avg. Attendance	3,655	n/a n/a	3,655	n/a n/a	8,027	(27.7%) ↓
<b>Total Events</b>	2	n/a n/a	5	25.0% ↑	28	3.7% ↘
Attendance	6,568	n/a n/a	30,324	(17.3%) ↓	189,986	(24.4%) ↓
Avg. Attendance	3,284	n/a n/a	6,065	(33.8%) ↓	6,785	(27.1%) ↓



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#### TRANSPORTATION STATISTICS \*

	Month ended November 2016	Variance	Last 3-months ended November 2016	Variance	Last 12-months ended November 2016	Variance
<b>Cars, Passenger Vehicles</b>						
AC Expressway-Pleasantville Plaza	1,362,362	(0.9%) ↘	4,467,503	(0.7%) ↘	18,867,986	2.0% ↘
<b>Buses</b>						
SJTA Day Bus Count	4,648	(5.7%) ↘	14,953	(7.4%) ↘	61,360	(8.6%) ↘
SJTA Day Bus Passengers	71,932	(13.8%) ↓	258,222	(14.1%) ↓	1,069,209	(12.0%) ↓
SJTA Overnight Bus Count	94	(14.5%) ↓	276	(24.0%) ↓	939	(11.7%) ↓
SJTA Overnight Bus Passengers	3,608	(18.0%) ↓	10,639	(24.7%) ↓	36,890	(10.6%) ↓
<b>Air Travel</b>						
ACY - Scheduled Service Passengers (Deplaned)	81,168	(4.3%) ↘	234,725	2.4% ↗	1,136,193	5.2% ↗
ACY - Charter Passengers (Deplaned)	8,120	(15.2%) ↓	26,637	(8.5%) ↘	82,452	(27.5%) ↓
<b>Train</b>						
NJ Transit Rail Service	90,360	(5.1%) ↘	262,543	(12.4%) ↓	1,107,292	(6.6%) ↘

#### CASINO REVENUE \*\*

	Month ended November 2016	Variance	Last 3-months ended November 2016	Variance	Last 12-months ended November 2016	Variance
Gross Gaming Revenue (\$M)	\$197.5	(3.4%) ↘	\$627.6	(1.9%) ↘	\$2,589.1	0.9% ↘
Slot Revenue (\$M)	\$129.9	(3.5%) ↘	\$410.9	(4.3%) ↘	\$1,711.0	(1.0%) ↘
Table Games & Related Revenue (\$M)	\$50.4	(11.1%) ↓	\$166.6	(3.3%) ↘	\$685.7	(0.9%) ↘
Internet Gross Revenue (\$M)	\$17.2	29.9% ↑	\$50.1	31.4% ↑	\$192.4	32.1% ↑

#### 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