



ATLANTIC CITY TOURISM & SALES BAROMETER

OCTOBER 2016 (vs. OCTOBER 2015)

Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended October 2016	Variance	Last 3-months ended October 2016	Variance	Last 12-months ended October 2016	Variance
Total Welcome Center Visitors	7,062	(11.2%) ↓	29,250	(22.9%) ↓	94,916	(21.3%) ↓
Total Room Nights	-	n/a n/a	-	n/a n/a	2	(99.0%) ↓
Room Night Economic Impact	\$0	n/a n/a	\$0	n/a n/a	\$1,176	(99.0%) ↓
Total Visitor Inquiries by Phone	771	(1.4%) ↘	3,072	(9.0%) ↘	10,435	(2.8%) ↘
Total Visitor Inquiries by eMail	321	(34.1%) ↓	1,561	20.6% ↑	8,699	139.9% ↑

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended October 2016	Variance	Last 3-months ended October 2016	Variance	Last 12-months ended October 2016	Variance
Visits	121,592	(31.1%) ↓	534,950	(29.5%) ↓	2,231,306	(22.8%) ↓
Unique Visitors	101,830	(26.8%) ↓	439,871	(26.2%) ↓	1,839,210	(19.7%) ↓
New Visitors (%)	77.0%	7.9% ↘	75.4%	8.1% ↘	70.2%	(1.4%) ↘
New Visitors	93,625	(25.7%) ↓	403,608	(23.8%) ↓	1,566,536	(23.9%) ↓
Page Views	307,584	(30.3%) ↓	1,415,404	(31.0%) ↓	6,118,988	(28.6%) ↓
Online Visitor Guide Requests	319	(69.2%) ↓	1,537	(50.5%) ↓	9,889	(22.8%) ↓

CONVENTION SALES ACTIVITIES

	Month ended October 2016	Variance	Last 3-months ended October 2016	Variance	Last 12-months ended October 2016	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	7	(46.2%) ↓	18	(18.2%) ↓	70	(9.1%) ↘
No. of Room Nights	10,868	(21.2%) ↓	20,489	(27.0%) ↓	66,766	(25.0%) ↓
No. of Delegates	12,125	(44.9%) ↓	28,257	(30.8%) ↓	191,508	(16.6%) ↓
Delegate Spending	\$8,645,006	(38.9%) ↓	\$16,624,163	(37.7%) ↓	\$61,802,540	(43.8%) ↓
Public Shows - Atlantic City Convention Center						
No. of Shows	1	(50.0%) ↓	2	(50.0%) ↓	11	(15.4%) ↓
No. of Room Nights	-	n/a n/a	4,642	551.1% ↑	9,338	(49.0%) ↓
No. of Delegates	537	(83.2%) ↓	14,287	52.8% ↑	147,072	17.0% ↑
Delegate Spending	\$59,362	(82.7%) ↓	\$3,520,152	250.2% ↑	\$24,935,802	82.3% ↑
Total Convention Center Bookings						
No. of Shows	8	(46.7%) ↓	20	(23.1%) ↓	81	(10.0%) ↘
No. of Room Nights	10,868	(21.6%) ↓	25,131	(12.7%) ↓	76,104	(29.1%) ↓
No. of Delegates	12,662	(49.7%) ↓	42,544	(15.2%) ↓	338,580	(4.7%) ↘
Delegate Spending	\$8,704,368	(40.0%) ↓	\$20,144,315	(27.3%) ↓	\$86,738,342	(29.9%) ↓
Hotel - Individual Properties						
No. of Shows	13	(18.8%) ↓	44	15.8% ↑	156	26.8% ↑
No. of Room Nights	11,841	(7.0%) ↘	44,715	104.4% ↑	136,025	112.3% ↑
No. of Delegates	8,565	5.0% ↘	65,805	226.3% ↑	185,052	62.3% ↑
Delegate Spending	\$7,589,570	9.4% ↘	\$39,462,225	173.2% ↑	\$95,951,074	93.1% ↑
Monthly Totals						
No. of Shows	21	(32.3%) ↓	64	0.0% ↘	237	11.3% ↑
No. of Room Nights	22,709	(14.6%) ↓	69,846	37.9% ↑	212,129	23.8% ↑
No. of Delegates	21,227	(36.3%) ↓	108,349	54.0% ↑	523,632	11.5% ↑
Delegate Spending	\$16,293,938	(24.0%) ↓	\$59,606,540	41.4% ↑	\$182,689,416	5.3% ↘

BOARDWALK HALL ACTIVITY

	Month ended October 2016	Variance	Last 3-months ended October 2016	Variance	Last 12-months ended October 2016	Variance
Public Shows						
Attendance	13,843	(45.4%) ↓	25,875	(35.0%) ↓	130,884	(28.1%) ↓
Avg. Attendance	6,922	(18.1%) ↓	4,313	(45.8%) ↓	6,544	(24.5%) ↓
Sporting Events						
Attendance	-	n/a n/a	-	n/a n/a	6	(40.0%) ↓
Avg. Attendance	n/a	n/a n/a	-	n/a n/a	8,756	(5.7%) ↘
Total Events						
Attendance	13,843	(45.4%) ↓	25,875	(35.0%) ↓	183,418	(33.3%) ↓
Avg. Attendance	6,922	(18.1%) ↓	4,313	(45.8%) ↓	7,055	(20.4%) ↓



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Key Metrics and Variances

TRANSPORTATION STATISTICS *

	Month ended October 2016	Variance	Last 3-months ended October 2016	Variance	Last 12-months ended October 2016	Variance
Cars, Passenger Vehicles						
AC Expressway-Pleasantville Plaza	1,471,211	(2.9%) ↘	5,089,320	(0.5%) ↘	18,880,797	2.0% ↘
Buses						
SJTA Day Bus Count	5,090	(8.5%) ↘	16,126	(9.5%) ↘	61,642	(10.0%) ↘
SJTA Day Bus Passengers	90,649	(14.0%) ↓	303,471	(14.4%) ↓	1,080,747	(12.1%) ↓
SJTA Overnight Bus Count	85	(33.6%) ↓	229	(22.9%) ↓	955	(13.7%) ↓
SJTA Overnight Bus Passengers	3,412	(31.2%) ↓	8,849	(22.3%) ↓	37,683	(12.1%) ↓
Air Travel						
ACY - Scheduled Service Passengers (Deplaned)	78,044	9.5% ↘	258,489	6.5% ↘	1,139,810	5.3% ↘
ACY - Charter Passengers (Deplaned)	9,456	(5.9%) ↘	28,574	(10.0%) ↘	83,905	(25.9%) ↓
Train						
NJ Transit Rail Service	82,782	(8.1%) ↘	290,316	(14.0%) ↓	1,112,193	(6.1%) ↘

CASINO REVENUE **

	Month ended October 2016	Variance	Last 3-months ended October 2016	Variance	Last 12-months ended October 2016	Variance
Gross Gaming Revenue (\$M)	\$203.2	(0.7%) ↘	\$676.2	(2.5%) ↘	\$2,596.2	1.3% ↘
Slot Revenue (\$M)	\$133.9	(5.1%) ↘	\$447.9	(4.9%) ↘	\$1,715.8	(0.9%) ↘
Table Games & Related Revenue (\$M)	\$52.7	3.8% ↘	\$179.3	(3.5%) ↘	\$692.0	0.2% ↘
Internet Gross Revenue (\$M)	\$16.7	29.6% ↑	\$49.0	32.0% ↑	\$188.4	33.6% ↑

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