



ATLANTIC CITY TOURISM & SALES BAROMETER

SEPTEMBER 2016 (vs. SEPTEMBER 2015)

Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended September 2016	Variance	Last 3-months ended September 2016	Variance	Last 12-months ended September 2016	Variance
Total Welcome Center Visitors	10,770	(23.7%) ↓	35,030	(22.5%) ↓	95,806	(22.9%) ↓
Total Room Nights	-	n/a n/a	-	n/a n/a	4	(98.4%) ↓
Room Night Economic Impact	\$0	n/a n/a	\$0	n/a n/a	\$2,352	(98.4%) ↓
Total Visitor Inquiries by Phone	991	(15.1%) ↓	3,269	(14.2%) ↓	10,446	(2.1%) ↘
Total Visitor Inquiries by eMail	517	(23.4%) ↓	2,239	135.4% ↑	8,865	123.4% ↑

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended September 2016	Variance	Last 3-months ended September 2016	Variance	Last 12-months ended September 2016	Variance
Visits	158,170	(26.0%) ↓	719,557	(22.3%) ↓	2,286,217	(22.2%) ↓
Unique Visitors	130,751	(23.9%) ↓	585,813	(19.2%) ↓	1,876,488	(19.5%) ↓
New Visitors (%)	75.3%	7.4% ↗	57.8%	(16.8%) ↓	69.9%	(1.8%) ↘
New Visitors	119,102	(20.5%) ↓	415,662	(35.4%) ↓	1,598,916	(23.6%) ↓
Page Views	405,614	(31.4%) ↓	1,928,765	(28.2%) ↓	6,252,790	(28.3%) ↓
Online Visitor Guide Requests	498	(50.8%) ↓	2,217	(28.4%) ↓	10,605	(19.4%) ↓

CONVENTION SALES ACTIVITIES

	Month ended September 2016	Variance	Last 3-months ended September 2016	Variance	Last 12-months ended September 2016	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	11	37.5% ↑	12	20.0% ↑	76	(2.6%) ↘
No. of Room Nights	9,621	(31.1%) ↓	9,711	(32.4%) ↓	69,685	(29.3%) ↓
No. of Delegates	16,132	(13.4%) ↓	16,953	(14.5%) ↓	201,379	(16.5%) ↓
Delegate Spending	\$7,979,157	(35.6%) ↓	\$8,127,034	(35.9%) ↓	\$67,311,184	(44.7%) ↓
Public Shows - Atlantic City Convention Center						
No. of Shows	-	n/a n/a	2	0.0% ↗	12	0.0% ↗
No. of Room Nights	-	n/a n/a	4,857	662.5% ↑	9,414	(49.2%) ↓
No. of Delegates	-	n/a n/a	15,250	147.9% ↑	149,734	20.3% ↑
Delegate Spending	\$0	n/a n/a	\$3,692,199	458.4% ↑	\$25,220,332	86.1% ↑
Total Convention Center Bookings						
No. of Shows	11	22.2% ↑	14	16.7% ↑	88	(2.2%) ↘
No. of Room Nights	9,621	(33.0%) ↓	14,568	(2.9%) ↘	79,099	(32.5%) ↓
No. of Delegates	16,132	(18.5%) ↓	32,203	24.0% ↑	351,113	(3.9%) ↘
Delegate Spending	\$7,979,157	(36.3%) ↓	\$11,819,233	(11.4%) ↓	\$92,531,516	(31.6%) ↓
Hotel - Individual Properties						
No. of Shows	16	45.5% ↑	42	31.3% ↑	159	34.7% ↑
No. of Room Nights	18,971	221.6% ↑	40,957	178.5% ↑	136,922	150.3% ↑
No. of Delegates	26,833	608.7% ↑	64,274	304.7% ↑	184,641	69.5% ↑
Delegate Spending	\$16,426,561	395.0% ↑	\$36,874,641	255.4% ↑	\$95,301,503	112.9% ↑
Monthly Totals						
No. of Shows	27	35.0% ↑	56	27.3% ↑	247	18.8% ↑
No. of Room Nights	28,592	41.2% ↑	55,525	86.9% ↑	216,021	25.7% ↑
No. of Delegates	42,965	82.3% ↑	96,477	130.5% ↑	535,754	12.9% ↑
Delegate Spending	\$24,405,718	54.1% ↑	\$48,693,874	105.4% ↑	\$187,833,019	4.3% ↘

BOARDWALK HALL ACTIVITY

	Month ended September 2016	Variance	Last 3-months ended September 2016	Variance	Last 12-months ended September 2016	Variance
Public Shows	1	0.0% =	7	75.0% ↑	21	0.0% ↗
Attendance	9,913	(12.3%) ↓	27,899	(13.4%) ↓	142,393	(28.6%) ↓
Avg. Attendance	9,913	(12.3%) ↓	3,986	(50.5%) ↓	6,781	(28.6%) ↓
Sporting Events	-	n/a n/a	-	n/a n/a	6	(40.0%) ↓
Attendance	-	n/a n/a	-	n/a n/a	52,534	(43.4%) ↓
Avg. Attendance	n/a	n/a n/a	-	n/a n/a	8,756	(5.7%) ↘
Total Events	1	0.0% =	7	75.0% ↑	27	(12.9%) ↓
Attendance	9,913	(12.3%) ↓	27,899	(13.4%) ↓	194,927	(33.3%) ↓
Avg. Attendance	9,913	(12.3%) ↓	3,986	(50.5%) ↓	7,220	(23.4%) ↓



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TRANSPORTATION STATISTICS *

	Month ended September 2016	Variance	Last 3-months ended September 2016	Variance	Last 12-months ended September 2016	Variance
Cars, Passenger Vehicles						
AC Expressway-Pleasantville Plaza	1,633,930	1.5% ↗	5,638,178	1.4% ↗	18,924,305	2.2% ↗
Buses						
SJTA Day Bus Count	5,215	(7.9%) ↘	17,046	(8.4%) ↘	62,117	(11.2%) ↘
SJTA Day Bus Passengers	95,641	(14.3%) ↘	329,639	(12.6%) ↘	1,095,490	(12.6%) ↘
SJTA Overnight Bus Count	97	(22.4%) ↘	180	(14.3%) ↘	998	(11.0%) ↘
SJTA Overnight Bus Passengers	3,619	(23.9%) ↘	6,732	(14.5%) ↘	39,232	(10.0%) ↘
Air Travel						
ACY - Scheduled Service Passengers (Deplaned)	75,513	3.3% ↗	282,718	4.8% ↗	1,133,063	4.5% ↗
ACY - Charter Passengers (Deplaned)	9,061	(4.5%) ↘	28,824	(16.4%) ↘	84,496	(26.2%) ↘
Train						
NJ Transit Rail Service	89,401	(21.7%) ↘	311,359	(15.2%) ↘	1,119,500	(5.7%) ↘

CASINO REVENUE **

	Month ended September 2016	Variance	Last 3-months ended September 2016	Variance	Last 12-months ended September 2016	Variance
Gross Gaming Revenue (\$M)	\$226.8	(1.5%) ↘	\$748.6	0.2% ↗	\$2,597.6	1.2% ↗
Slot Revenue (\$M)	\$147.0	(4.2%) ↘	\$496.2	(2.0%) ↘	\$1,722.9	(0.6%) ↘
Table Games & Related Revenue (\$M)	\$63.6	(2.0%) ↘	\$202.7	(0.5%) ↘	\$690.1	(0.8%) ↘
Internet Gross Revenue (\$M)	\$16.2	35.0% ↗	\$49.7	35.1% ↗	\$184.6	34.1% ↗

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