



## ATLANTIC CITY TOURISM & SALES BARMETER

### AUGUST 2017 (vs. AUGUST 2016)

#### Key Metrics and Variances

#### VISITOR CENTERS & SERVICES STATISTICS

	Month ended August 2017	Variance	Last 3-months ended August 2017	Variance	Last 12-months ended August 2017	Variance
Total Welcome Center Visitors	12,359	8.2% ↗	32,523	(7.8%) ↘	87,097	(12.2%) ↘
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	875	(33.2%) ↘	2,581	(19.1%) ↘	9,660	(9.1%) ↗
Total Visitor Inquiries by eMail	484	(33.1%) ↘	1,972	(31.4%) ↘	6,169	(31.6%) ↘

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

	Month ended August 2017	Variance	Last 3-months ended August 2017	Variance	Last 12-months ended August 2017	Variance
Visits	169,518	(33.6%) ↘	559,638	(31.6%) ↘	1,691,904	(27.8%) ↘
Unique Visitors	140,497	(32.2%) ↘	463,041	(30.4%) ↘	1,414,735	(26.2%) ↘
New Visitors (%)	76.9%	2.8% ↗	77.3%	28.6% ↗	77.6%	11.5% ↗
New Visitors	130,361	(31.7%) ↘	432,427	(12.1%) ↘	1,313,232	(19.4%) ↘
Page Views	440,000	(37.3%) ↘	1,421,623	(36.5%) ↘	4,321,272	(32.9%) ↘
Online Visitor Guide Requests	482	(33.1%) ↘	1,965	(29.8%) ↘	6,104	(45.1%) ↘

#### CONVENTION SALES ACTIVITIES

	Month ended August 2017	Variance	Last 3-months ended August 2017	Variance	Last 12-months ended August 2017	Variance
<b>Conventions/Tradeshows/Meetings - Atlantic City Convention Center</b>						
No. of Shows	2	n/a n/a	10	66.7% ↗	68	(6.8%) ↗
No. of Room Nights	2,146	n/a n/a	6,750	235.3% ↗	79,435	7.3% ↗
No. of Delegates	6,730	n/a n/a	25,908	44.5% ↗	233,125	14.3% ↗
Delegate Spending	\$2,569,173	n/a n/a	\$8,647,405	136.0% ↗	\$88,211,086	23.0% ↗
<b>Public Shows - Atlantic City Convention Center</b>						
No. of Shows	-	n/a n/a	2	(33.3%) ↘	10	(23.1%) ↘
No. of Room Nights	-	n/a n/a	4,098	(46.4%) ↘	6,501	(33.7%) ↘
No. of Delegates	-	n/a n/a	30,329	11.3% ↗	155,515	3.1% ↗
Delegate Spending	\$0	n/a n/a	\$5,411,361	(11.8%) ↘	\$23,335,546	(7.9%) ↗
<b>Total Convention Center Bookings</b>						
No. of Shows	2	100.0% ↗	12	33.3% ↗	78	(9.3%) ↗
No. of Room Nights	2,146	(53.8%) ↘	10,848	12.4% ↗	85,936	2.5% ↗
No. of Delegates	6,730	(51.1%) ↘	56,237	24.5% ↗	388,640	9.5% ↗
Delegate Spending	\$2,569,173	(25.8%) ↘	\$14,058,766	43.4% ↗	\$111,546,632	14.9% ↗
<b>Hotel - Individual Properties</b>						
No. of Shows	11	(26.7%) ↘	45	4.7% ↗	150	(2.6%) ↗
No. of Room Nights	14,048	1.0% ↗	34,124	(14.0%) ↘	116,831	(5.7%) ↗
No. of Delegates	20,570	(32.4%) ↘	47,213	3.7% ↗	136,360	(15.6%) ↘
Delegate Spending	\$8,206,412	(46.9%) ↘	\$23,001,111	(26.2%) ↘	\$79,113,898	(3.7%) ↗
<b>Monthly Totals</b>						
No. of Shows	13	(18.8%) ↘	57	9.6% ↗	228	(5.0%) ↗
No. of Room Nights	16,194	(12.7%) ↘	44,972	(8.8%) ↘	202,767	(2.4%) ↗
No. of Delegates	27,300	(38.2%) ↘	103,450	14.0% ↗	525,000	1.7% ↗
Delegate Spending	\$10,775,585	(43.0%) ↘	\$37,059,877	(9.5%) ↘	\$190,660,530	6.4% ↗

#### BOARDWALK HALL ACTIVITY

	Month ended August 2017	Variance	Last 3-months ended August 2017	Variance	Last 12-months ended August 2017	Variance
<b>Public Shows</b>						
Public Shows	1	(66.7%) ↘	3	(66.7%) ↘	21	0.0% ↗
Attendance	7,847	270.3% ↗	22,482	(54.4%) ↘	128,278	(10.8%) ↘
Avg. Attendance	7,847	1010.9% ↗	7,494	36.9% ↗	6,108	(10.8%) ↘
<b>Sporting Events</b>						
Sporting Events	-	n/a n/a	-	n/a n/a	5	(16.7%) ↘
Attendance	-	n/a n/a	-	n/a n/a	49,742	(5.3%) ↘
Avg. Attendance	n/a	n/a n/a	-	n/a n/a	9,948	13.6% ↗
<b>Total Events</b>						
Total Events	1	(66.7%) ↘	3	(66.7%) ↘	26	(3.7%) ↗
Attendance	7,847	270.3% ↗	22,482	(54.4%) ↘	178,020	(9.3%) ↗
Avg. Attendance	7,847	1010.9% ↗	7,494	36.9% ↗	6,847	(5.8%) ↗



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#### TRANSPORTATION STATISTICS \*

	Month ended August 2017	Variance	Last 3-months ended August 2017	Variance	Last 12-months ended August 2017	Variance
<b>Cars, Passenger Vehicles</b>						
AC Expressway-Pleasantville Plaza	1,905,607	(4.0%) ↘	5,622,701	(1.6%) ↘	18,590,193	(1.6%) ↘
<b>Buses</b>						
SJTA Day Bus Count	5,403	(7.2%) ↘	16,263	(6.2%) ↘	58,052	(7.2%) ↘
SJTA Day Bus Passengers	103,051	(12.1%) ↓	297,235	(12.5%) ↓	962,403	(13.4%) ↓
SJTA Overnight Bus Count	41	(12.8%) ↓	198	(4.3%) ↘	868	(15.4%) ↓
SJTA Overnight Bus Passengers	1,559	(14.2%) ↓	8,041	(5.0%) ↘	34,178	(15.3%) ↓

#### CASINO REVENUE \*\*

	Month ended August 2017	Variance	Last 3-months ended August 2017	Variance	Last 12-months ended August 2017	Variance
Gross Gaming Revenue (\$M)	\$245.1	(0.4%) ↘	\$731.2	(0.6%) ↘	\$2,641.1	1.5% ↗
Slot Revenue (\$M)	\$166.0	(0.6%) ↘	\$487.7	(0.9%) ↘	\$1,708.6	(1.2%) ↘
Table Games & Related Revenue (\$M)	\$57.8	(8.4%) ↘	\$181.4	(6.4%) ↘	\$700.8	1.4% ↗
Internet Gross Revenue (\$M)	\$21.3	32.4% ↑	\$62.1	24.6% ↑	\$231.7	28.4% ↑

**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