



ATLANTIC CITY TOURISM & SALES BAROMETER

APRIL 2017 (vs. APRIL 2016)

Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended April 2017	Variance	Last 3-months ended April 2017	Variance	Last 12-months ended April 2017	Variance
Total Welcome Center Visitors	6,873	21.6% ↑	16,561	(4.4%) ↓	90,412	(18.4%) ↓
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	895	5.4% ↗	2,615	8.2% ↗	10,148	(11.1%) ↓
Total Visitor Inquiries by eMail	596	(29.3%) ↓	1,749	(29.4%) ↓	7,457	30.4% ↑

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended April 2017	Variance	Last 3-months ended April 2017	Variance	Last 12-months ended April 2017	Variance
Visits	124,012	(25.3%) ↓	370,700	(24.8%) ↓	2,028,018	(20.4%) ↓
Unique Visitors	104,216	(24.1%) ↓	311,630	(23.7%) ↓	1,679,952	(17.9%) ↓
New Visitors (%)	78.4%	3.5% ↗	78.3%	3.6% ↗	70.6%	(2.2%) ↓
New Visitors	97,249	(22.7%) ↓	290,359	(22.1%) ↓	1,432,046	(22.2%) ↓
Page Views	322,830	(31.9%) ↓	967,599	(31.3%) ↓	5,371,983	(27.2%) ↓
Online Visitor Guide Requests	592	(29.8%) ↓	1,741	(29.8%) ↓	7,330	(35.8%) ↓

CONVENTION SALES ACTIVITIES

	Month ended April 2017	Variance	Last 3-months ended April 2017	Variance	Last 12-months ended April 2017	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	9	80.0% ↑	19	11.8% ↑	63	(16.0%) ↓
No. of Room Nights	10,092	502.9% ↑	19,763	53.7% ↑	74,453	1.8% ↗
No. of Delegates	15,666	69.3% ↑	82,930	61.4% ↑	230,769	18.2% ↑
Delegate Spending	\$7,694,823	213.5% ↑	\$22,648,670	47.7% ↑	\$82,891,146	11.5% ↑
Public Shows - Atlantic City Convention Center						
No. of Shows	2	0.0% ↗	6	0.0% ↗	12	9.1% ↗
No. of Room Nights	909	n/a n/a	2,203	72.5% ↑	10,464	(36.3%) ↓
No. of Delegates	51,919	97.7% ↑	121,266	16.3% ↑	167,436	35.4% ↑
Delegate Spending	\$7,900,839	56.4% ↑	\$17,346,915	13.6% ↑	\$27,534,638	58.7% ↑
Total Convention Center Bookings						
No. of Shows	11	57.1% ↑	25	8.7% ↗	75	(12.8%) ↓
No. of Room Nights	11,001	557.2% ↑	21,966	55.4% ↑	84,917	(5.2%) ↓
No. of Delegates	67,585	90.3% ↑	204,196	31.2% ↑	398,205	24.9% ↑
Delegate Spending	\$15,595,662	107.8% ↑	\$39,995,585	30.7% ↑	\$110,425,784	20.4% ↑
Hotel - Individual Properties						
No. of Shows	12	(33.3%) ↓	35	(12.5%) ↓	147	(5.8%) ↗
No. of Room Nights	9,220	(52.5%) ↓	22,035	(28.9%) ↓	123,339	29.2% ↑
No. of Delegates	4,934	(66.9%) ↓	17,814	(74.0%) ↓	135,637	(4.5%) ↗
Delegate Spending	\$4,420,273	(60.0%) ↓	\$14,203,513	(38.4%) ↓	\$87,429,000	40.5% ↑
Monthly Totals						
No. of Shows	23	(8.0%) ↗	60	(4.8%) ↗	222	(8.3%) ↗
No. of Room Nights	20,221	(4.2%) ↗	44,001	(2.5%) ↗	208,256	12.6% ↑
No. of Delegates	72,519	43.8% ↑	222,010	(1.0%) ↗	533,842	15.8% ↑
Delegate Spending	\$20,015,935	7.8% ↗	\$54,199,098	1.0% ↗	\$197,854,784	28.5% ↑

BOARDWALK HALL ACTIVITY

	Month ended April 2017	Variance	Last 3-months ended April 2017	Variance	Last 12-months ended April 2017	Variance
Public Shows						
Attendance	5,445	n/a n/a	44,242	69.7% ↑	142,281	(0.6%) ↗
Avg. Attendance	5,445	n/a n/a	6,320	(27.3%) ↓	5,472	(38.8%) ↓
Sporting Events						
Attendance	-	n/a n/a	40,609	(15.2%) ↓	49,742	(22.6%) ↓
Avg. Attendance	n/a	n/a n/a	13,536	13.1% ↑	9,948	23.8% ↑
Total Events						
Attendance	5,445	n/a n/a	84,851	14.7% ↑	192,023	(7.4%) ↗
Avg. Attendance	5,445	n/a n/a	8,485	(19.7%) ↓	6,194	(28.3%) ↓



ATLANTIC CITY TOURISM & SALES BAROMETER

APRIL 2017 (vs. APRIL 2016)

Key Metrics and Variances

TRANSPORTATION STATISTICS *

	Month ended April 2017	Variance	Last 3-months ended April 2017	Variance	Last 12-months ended April 2017	Variance
Cars, Passenger Vehicles						
AC Expressway-Pleasantville Plaza	1,490,525	1.1% ↗	4,224,744	(3.8%) ↘	18,627,981	(1.8%) ↘
Buses						
SJTA Day Bus Count	4,831	(8.9%) ↘	13,247	(9.3%) ↘	59,543	(8.3%) ↘
SJTA Day Bus Passengers	83,106	(14.5%) ↘	207,785	(14.0%) ↘	1,019,272	(14.0%) ↘
SJTA Overnight Bus Count	98	6.5% ↗	242	(21.2%) ↘	873	(19.4%) ↘
SJTA Overnight Bus Passengers	3,658	5.5% ↗	9,572	(20.9%) ↘	34,623	(17.3%) ↘

CASINO REVENUE **

	Month ended April 2017	Variance	Last 3-months ended April 2017	Variance	Last 12-months ended April 2017	Variance
Gross Gaming Revenue (\$M)	\$211.9	(1.6%) ↘	\$639.5	2.6% ↗	\$2,636.3	1.4% ↗
Slot Revenue (\$M)	\$141.6	(0.7%) ↘	\$411.1	1.3% ↗	\$1,718.4	(1.6%) ↘
Table Games & Related Revenue (\$M)	\$49.5	(11.1%) ↘	\$167.2	(1.9%) ↘	\$702.9	1.8% ↗
Internet Gross Revenue (\$M)	\$20.8	22.6% ↗	\$61.3	29.7% ↗	\$215.0	31.9% ↗

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