



ATLANTIC CITY TOURISM & SALES BARMETER

DECEMBER 2017 (vs. DECEMBER 2016)

Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended December 2017	Variance	Last 3-months ended December 2017	Variance	Last 12-months ended December 2017	Variance
Total Welcome Center Visitors	4,774	12.9% ↑	15,833	(3.8%) ↔	85,633	(7.5%) ↔
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	474	(12.4%) ↓	1,444	(24.2%) ↓	8,796	(13.2%) ↓
Total Visitor Inquiries by eMail	191	(10.7%) ↓	633	(15.6%) ↓	5,851	(30.2%) ↓

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended December 2017	Variance	Last 3-months ended December 2017	Variance	Last 12-months ended December 2017	Variance
Visits	92,854	(17.3%) ↓	275,962	(18.0%) ↓	1,590,025	(26.8%) ↓
Unique Visitors	79,437	(17.0%) ↓	235,247	(17.4%) ↓	1,332,884	(25.7%) ↓
New Visitors (%)	80.1%	0.6% ↔	79.2%	1.2% ↔	78.1%	10.8% ↑
New Visitors	74,336	(16.8%) ↓	218,671	(17.1%) ↓	1,241,086	(18.9%) ↓
Page Views	219,745	(20.4%) ↓	664,062	(20.8%) ↓	4,027,224	(31.9%) ↓
Online Visitor Guide Requests	190	(11.2%) ↓	630	(15.7%) ↓	5,804	(30.0%) ↓

CONVENTION SALES ACTIVITIES

	Month ended December 2017	Variance	Last 3-months ended December 2017	Variance	Last 12-months ended December 2017	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	11	22.2% ↑	25	25.0% ↑	73	12.3% ↑
No. of Room Nights	12,470	181.0% ↑	35,737	28.5% ↑	90,880	33.4% ↑
No. of Delegates	10,800	(10.4%) ↓	61,487	3.9% ↔	236,017	26.6% ↑
Delegate Spending	\$6,748,965	51.2% ↑	\$33,230,236	12.1% ↑	\$99,037,688	39.6% ↑
Public Shows - Atlantic City Convention Center						
No. of Shows	-	n/a n/a	1	(50.0%) ↓	9	(25.0%) ↓
No. of Room Nights	-	n/a n/a	-	n/a n/a	6,301	(33.9%) ↓
No. of Delegates	-	n/a n/a	553	(85.9%) ↓	152,148	1.1% ↔
Delegate Spending	\$0	n/a n/a	\$65,776	(88.6%) ↓	\$22,824,052	(10.3%) ↓
Total Convention Center Bookings						
No. of Shows	11	22.2% ↑	26	18.2% ↑	82	6.5% ↔
No. of Room Nights	12,470	181.0% ↑	35,737	27.6% ↑	97,181	25.1% ↑
No. of Delegates	10,800	(10.4%) ↓	62,040	(1.7%) ↔	388,165	15.2% ↑
Delegate Spending	\$6,748,965	51.2% ↑	\$33,296,012	10.2% ↑	\$121,861,740	26.4% ↑
Hotel - Individual Properties						
No. of Shows	7	16.7% ↑	37	48.0% ↑	157	2.6% ↔
No. of Room Nights	3,537	8.7% ↔	34,949	87.9% ↑	122,658	(9.5%) ↔
No. of Delegates	4,757	40.9% ↑	28,157	64.6% ↑	137,241	(26.5%) ↓
Delegate Spending	\$2,931,800	54.8% ↑	\$25,854,035	107.3% ↑	\$84,709,417	(13.5%) ↓
Monthly Totals						
No. of Shows	18	20.0% ↑	63	34.0% ↑	239	3.9% ↔
No. of Room Nights	16,007	108.1% ↑	70,686	51.7% ↑	219,839	3.1% ↔
No. of Delegates	15,557	0.8% ↔	90,197	12.4% ↑	525,406	0.3% ↔
Delegate Spending	\$9,680,765	52.2% ↑	\$59,150,047	38.6% ↑	\$206,571,157	6.3% ↔

BOARDWALK HALL ACTIVITY

	Month ended December 2017	Variance	Last 3-months ended December 2017	Variance	Last 12-months ended December 2017	Variance
Public Shows						
Attendance	-	n/a n/a	5	0.0% ↔	24	9.1% ↔
Avg. Attendance	n/a	n/a n/a	5,210	52.5% ↑	6,015	6.9% ↔
Sporting Events						
Attendance	-	n/a n/a	-	n/a n/a	4	(42.9%) ↓
Avg. Attendance	n/a	n/a n/a	-	n/a n/a	46,087	(18.0%) ↓
Total Events						
Attendance	-	n/a n/a	5	(16.7%) ↓	28	(3.4%) ↔
Avg. Attendance	n/a	n/a n/a	5,210	50.8% ↑	6,802	9.6% ↔



ATLANTIC CITY TOURISM & SALES BAREMETER

DECEMBER 2017 (vs. DECEMBER 2016)

Key Metrics and Variances

TRANSPORTATION STATISTICS *

Month ended December 2017 Variance Last 3-months ended December 2017 Variance Last 12-months ended December 2017 Variance

Cars, Passenger Vehicles

	Month ended December 2017	Variance	Last 3-months ended December 2017	Variance	Last 12-months ended December 2017	Variance
AC Expressway-Pleasantville Plaza	1,355,934	0.6% ↗	4,129,689	(1.2%) ↘	18,495,125	(1.7%) ↘

CASINO REVENUE **

Month ended December 2017 Variance Last 3-months ended December 2017 Variance Last 12-months ended December 2017 Variance

	Month ended December 2017	Variance	Last 3-months ended December 2017	Variance	Last 12-months ended December 2017	Variance
Gross Gaming Revenue (\$M)	\$207.2	(0.5%) ↘	\$620.4	1.9% ↗	\$2,661.7	2.2% ↗
Slot Revenue (\$M)	\$132.4	0.9% ↗	\$399.6	1.1% ↗	\$1,719.7	0.4% ↗
Table Games & Related Revenue (\$M)	\$54.0	(7.8%) ↘	\$158.9	(1.7%) ↘	\$696.4	(0.0%) ↘
Internet Gross Revenue (\$M)	\$20.8	12.9% ↗	\$61.9	18.6% ↗	\$245.6	24.9% ↗

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); ** - NJ Division of Gaming Enforcement

Note: Effective with the October 2017 barometer total bus counts and related passenger counts for both day and overnight buses are no longer provided by SJTA and are unavailable for publishing.