



ATLANTIC CITY TOURISM & SALES BARMETER

JULY 2017 (vs. JULY 2016)

Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended July 2017	Variance	Last 3-months ended July 2017	Variance	Last 12-months ended July 2017	Variance
Total Welcome Center Visitors	10,980	(14.5%) ↓	27,145	(13.9%) ↓	86,156	(16.8%) ↓
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	953	(1.5%) ⇌	2,681	(1.9%) ⇌	10,095	(6.0%) ⇌
Total Visitor Inquiries by eMail	733	(26.6%) ↓	2,149	(32.8%) ↓	6,408	(24.0%) ↓

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended July 2017	Variance	Last 3-months ended July 2017	Variance	Last 12-months ended July 2017	Variance
Visits	223,978	(26.9%) ↓	528,726	(32.1%) ↓	1,777,574	(27.6%) ↓
Unique Visitors	184,118	(25.7%) ↓	438,948	(31.1%) ↓	1,481,528	(25.8%) ↓
New Visitors (%)	76.9%	122.8% ↑	77.8%	29.1% ↑	77.3%	12.1% ↑
New Visitors	172,251	63.0% ↑	411,163	(12.4%) ↓	1,373,752	(18.8%) ↓
Page Views	543,000	(33.9%) ↓	1,342,678	(37.0%) ↓	4,583,478	(32.1%) ↓
Online Visitor Guide Requests	730	(26.9%) ↓	2,136	(31.6%) ↓	6,342	(44.6%) ↓

CONVENTION SALES ACTIVITIES

	Month ended July 2017	Variance	Last 3-months ended July 2017	Variance	Last 12-months ended July 2017	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	3	200.0% ↑	12	33.3% ↑	66	(10.8%) ↓
No. of Room Nights	1,190	1222.2% ↑	9,209	44.5% ↑	77,289	4.0% ⇌
No. of Delegates	2,817	243.1% ↑	26,719	(14.1%) ↓	226,395	10.9% ↑
Delegate Spending	\$1,121,038	658.1% ↑	\$10,736,414	34.4% ↑	\$85,641,913	19.1% ↑
Public Shows - Atlantic City Convention Center						
No. of Shows	1	0.0% ⇌	2	(33.3%) ↓	11	(15.4%) ↓
No. of Room Nights	680	216.3% ↑	4,098	19.9% ↑	11,143	106.0% ↑
No. of Delegates	780	(48.0%) ↓	30,329	6.4% ⇌	169,265	19.1% ↑
Delegate Spending	\$448,427	93.8% ↑	\$5,411,361	(12.0%) ↓	\$26,796,336	19.5% ↑
Total Convention Center Bookings						
No. of Shows	4	100.0% ↑	14	16.7% ↑	77	(11.5%) ↓
No. of Room Nights	1,870	513.1% ↑	13,307	35.9% ↑	88,432	10.9% ↑
No. of Delegates	3,597	55.0% ↑	57,048	(4.3%) ⇌	395,660	14.3% ↑
Delegate Spending	\$1,569,465	313.8% ↑	\$16,147,775	14.2% ↑	\$112,438,249	19.2% ↑
Hotel - Individual Properties						
No. of Shows	18	63.6% ↑	51	15.9% ↑	154	2.7% ⇌
No. of Room Nights	9,623	19.1% ↑	36,047	(15.6%) ↓	116,686	3.1% ⇌
No. of Delegates	15,517	120.6% ↑	34,898	43.4% ↑	146,197	4.9% ⇌
Delegate Spending	\$7,245,431	44.9% ↑	\$22,603,840	(4.5%) ⇌	\$86,353,580	21.7% ↑
Monthly Totals						
No. of Shows	22	69.2% ↑	65	16.1% ↑	231	(2.5%) ⇌
No. of Room Nights	11,493	37.0% ↑	49,354	(6.0%) ⇌	205,118	6.3% ⇌
No. of Delegates	19,114	104.3% ↑	91,946	9.5% ⇌	541,857	11.6% ↑
Delegate Spending	\$8,814,896	63.8% ↑	\$38,751,615	2.5% ⇌	\$198,791,829	20.3% ↑

BOARDWALK HALL ACTIVITY

	Month ended July 2017	Variance	Last 3-months ended July 2017	Variance	Last 12-months ended July 2017	Variance
Public Shows						
Attendance	14,635	(7.8%) ⇌	42,982	(31.5%) ↓	122,550	(15.4%) ↓
Avg. Attendance	7,318	38.4% ↑	7,164	2.8% ⇌	5,328	(30.1%) ↓
Sporting Events						
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% ↑
Total Events						
Attendance	14,635	(7.8%) ⇌	42,982	(31.5%) ↓	172,292	(12.7%) ↓
Avg. Attendance	7,318	38.4% ↑	7,164	2.8% ⇌	6,153	(22.1%) ↓



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TRANSPORTATION STATISTICS *

	Month ended July 2017	Variance	Last 3-months ended July 2017	Variance	Last 12-months ended July 2017	Variance
Cars, Passenger Vehicles						
AC Expressway-Pleasantville Plaza	1,977,234	(2.1%) ↘	5,337,198	0.8% ↘	18,668,765	(1.3%) ↘
Buses						
SJTA Day Bus Count	5,641	(6.1%) ↘	15,928	(6.3%) ↘	58,470	(7.7%) ↘
SJTA Day Bus Passengers	100,092	(14.3%) ↘	282,438	(13.1%) ↘	976,533	(13.7%) ↘
SJTA Overnight Bus Count	29	(19.4%) ↘	234	0.4% ↘	874	(14.6%) ↘
SJTA Overnight Bus Passengers	1,086	(16.1%) ↘	9,477	(1.9%) ↘	34,437	(14.4%) ↘

CASINO REVENUE **

	Month ended July 2017	Variance	Last 3-months ended July 2017	Variance	Last 12-months ended July 2017	Variance
Gross Gaming Revenue (\$M)	\$268.1	(2.7%) ↘	\$715.7	0.8% ↘	\$2,642.1	1.1% ↘
Slot Revenue (\$M)	\$178.7	(1.9%) ↘	\$465.6	(1.9%) ↘	\$1,709.6	(1.7%) ↘
Table Games & Related Revenue (\$M)	\$68.9	(9.4%) ↘	\$188.2	1.7% ↘	\$706.0	1.1% ↘
Internet Gross Revenue (\$M)	\$20.6	18.5% ↗	\$61.9	23.0% ↗	\$226.5	28.3% ↗

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