



## ATLANTIC CITY TOURISM & SALES BARMETER

JUNE 2017 (vs. JUNE 2016)

### Key Metrics and Variances

#### VISITOR CENTERS & SERVICES STATISTICS

	Month ended June 2017	Variance	Last 3-months ended June 2017	Variance	Last 12-months ended June 2017	Variance
Total Welcome Center Visitors	9,184	(16.5%) ↓	23,038	(5.3%) ↘	88,018	(16.9%) ↓
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	753	(17.5%) ↓	2,623	0.3% ↗	10,110	(8.0%) ↘
Total Visitor Inquiries by eMail	755	(34.5%) ↓	2,012	(33.9%) ↓	6,674	(11.9%) ↓

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

	Month ended June 2017	Variance	Last 3-months ended June 2017	Variance	Last 12-months ended June 2017	Variance
Visits	166,142	(35.3%) ↓	428,760	(32.9%) ↓	1,859,795	(25.4%) ↓
Unique Visitors	138,426	(34.2%) ↓	359,046	(31.9%) ↓	1,545,182	(23.3%) ↓
New Visitors (%)	78.1%	2.8% ↗	78.4%	2.3% ↗	70.3%	(4.1%) ↘
New Visitors	129,815	(33.5%) ↓	336,161	(31.3%) ↓	1,307,180	(28.4%) ↓
Page Views	438,623	(38.7%) ↓	1,122,508	(37.1%) ↓	4,861,423	(30.7%) ↓
Online Visitor Guide Requests	753	(30.2%) ↓	1,998	(32.7%) ↓	6,611	(42.4%) ↓

#### CONVENTION SALES ACTIVITIES

	Month ended June 2017	Variance	Last 3-months ended June 2017	Variance	Last 12-months ended June 2017	Variance
<b>Conventions/Tradeshows/Meetings - Atlantic City Convention Center</b>						
No. of Shows	5	0.0% —	18	38.5% ↑	64	(13.5%) ↓
No. of Room Nights	3,414	77.5% ↑	18,111	127.6% ↑	76,189	2.5% ↗
No. of Delegates	16,361	(4.3%) ↘	39,568	0.1% ↗	224,399	9.9% ↗
Delegate Spending	\$4,957,194	41.0% ↑	\$17,310,199	68.2% ↑	\$84,668,752	17.8% ↑
<b>Public Shows - Atlantic City Convention Center</b>						
No. of Shows	1	0.0% —	3	(25.0%) ↓	11	(8.3%) ↘
No. of Room Nights	3,418	22.8% ↑	4,327	35.0% ↑	10,678	105.6% ↑
No. of Delegates	29,549	146.2% ↑	81,468	53.0% ↑	169,985	20.9% ↑
Delegate Spending	\$4,962,934	103.0% ↑	\$12,863,773	17.3% ↑	\$26,579,318	19.8% ↑
<b>Total Convention Center Bookings</b>						
No. of Shows	6	0.0% —	21	23.5% ↑	75	(12.8%) ↓
No. of Room Nights	6,832	45.1% ↑	22,438	101.0% ↑	86,867	9.2% ↗
No. of Delegates	45,910	57.7% ↑	121,036	30.5% ↑	394,384	14.4% ↑
Delegate Spending	\$9,920,128	66.4% ↑	\$30,173,972	41.9% ↑	\$111,248,070	18.3% ↑
<b>Hotel - Individual Properties</b>						
No. of Shows	16	(5.9%) ↘	45	(11.8%) ↓	147	(1.3%) ↘
No. of Room Nights	10,453	(40.9%) ↓	35,644	(34.0%) ↓	115,146	4.0% ↗
No. of Delegates	11,126	37.3% ↑	24,315	(24.6%) ↓	137,714	1.1% ↗
Delegate Spending	\$7,549,268	(29.6%) ↓	\$19,778,682	(33.5%) ↓	\$84,110,135	22.3% ↑
<b>Monthly Totals</b>						
No. of Shows	22	(4.3%) ↘	66	(2.9%) ↘	222	(5.5%) ↘
No. of Room Nights	17,285	(22.8%) ↓	58,082	(10.9%) ↓	202,013	6.2% ↗
No. of Delegates	57,036	53.3% ↑	145,351	16.3% ↑	532,098	10.6% ↑
Delegate Spending	\$17,469,396	4.8% ↗	\$49,952,654	(2.1%) ↘	\$195,358,205	20.0% ↑

#### BOARDWALK HALL ACTIVITY

	Month ended June 2017	Variance	Last 3-months ended June 2017	Variance	Last 12-months ended June 2017	Variance
<b>Public Shows</b>						
Attendance	-	n/a n/a	5	(16.7%) ↓	24	33.3% ↑
Avg. Attendance	-	n/a n/a	33,792	(27.9%) ↓	123,782	(15.6%) ↓
	n/a	n/a n/a	6,758	(13.4%) ↓	5,158	(36.7%) ↓
<b>Sporting Events</b>						
Attendance	-	n/a n/a	-	n/a n/a	5	(16.7%) ↓
Avg. Attendance	-	n/a n/a	-	n/a n/a	49,742	(5.3%) ↘
	n/a	n/a n/a	-	n/a n/a	9,948	13.6% ↑
<b>Total Events</b>						
Attendance	-	n/a n/a	5	(16.7%) ↓	29	20.8% ↑
Avg. Attendance	-	n/a n/a	33,792	(27.9%) ↓	173,524	(12.9%) ↓
	n/a	n/a n/a	6,758	(13.4%) ↓	5,984	(27.9%) ↓



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### Key Metrics and Variances

#### TRANSPORTATION STATISTICS \*

	Month ended June 2017	Variance	Last 3-months ended June 2017	Variance	Last 12-months ended June 2017	Variance
<b>Cars, Passenger Vehicles</b>						
AC Expressway-Pleasantville Plaza	1,739,860	1.7% ↗	4,850,489	2.1% ↗	18,711,600	(0.7%) ↘
<b>Buses</b>						
SJTA Day Bus Count	5,219	(5.3%) ↘	15,118	(7.2%) ↘	58,839	(7.6%) ↘
SJTA Day Bus Passengers	94,092	(10.9%) ↘	265,452	(13.1%) ↘	993,258	(13.1%) ↘
SJTA Overnight Bus Count	128	3.2% ↗	303	4.8% ↗	881	(14.3%) ↘
SJTA Overnight Bus Passengers	5,396	0.8% ↗	12,049	1.8% ↗	34,646	(14.2%) ↘

#### CASINO REVENUE \*\*

	Month ended June 2017	Variance	Last 3-months ended June 2017	Variance	Last 12-months ended June 2017	Variance
Gross Gaming Revenue (\$M)	\$217.9	1.8% ↗	\$659.5	1.5% ↗	\$2,649.6	2.1% ↗
Slot Revenue (\$M)	\$143.0	0.0% ↗	\$428.6	(1.5%) ↘	\$1,713.1	(1.2%) ↘
Table Games & Related Revenue (\$M)	\$54.7	(0.1%) ↘	\$168.8	2.5% ↗	\$713.2	3.2% ↗
Internet Gross Revenue (\$M)	\$20.2	23.4% ↗	\$62.1	24.4% ↗	\$223.3	30.0% ↗

#### 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