



## ATLANTIC CITY TOURISM & SALES BAROMETER

### MARCH 2017 (vs. MARCH 2016)

#### Key Metrics and Variances

#### VISITOR CENTERS & SERVICES STATISTICS

	Month ended March 2017	Variance	Last 3-months ended March 2017	Variance	Last 12-months ended March 2017	Variance
Total Welcome Center Visitors	4,949	(24.3%) ↓	13,374	(20.4%) ↓	89,193	(22.6%) ↓
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	1,092	30.2% ↑	2,312	(1.2%) ↔	10,102	(6.8%) ↔
Total Visitor Inquiries by eMail	668	(28.7%) ↓	1,673	(29.0%) ↓	7,704	55.2% ↑

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

	Month ended March 2017	Variance	Last 3-months ended March 2017	Variance	Last 12-months ended March 2017	Variance
Visits	127,146	(24.6%) ↓	374,755	(21.6%) ↓	2,069,989	(19.7%) ↓
Unique Visitors	106,734	(23.4%) ↓	315,509	(20.5%) ↓	1,713,067	(17.1%) ↓
New Visitors (%)	78.4%	3.9% ↔	77.8%	2.7% ↔	70.6%	(2.0%) ↔
New Visitors	99,628	(21.7%) ↓	291,722	(19.4%) ↓	1,460,612	(21.3%) ↓
Page Views	333,433	(30.6%) ↓	971,374	(28.5%) ↓	5,522,952	(26.6%) ↓
Online Visitor Guide Requests	667	(28.8%) ↓	1,649	(30.0%) ↓	7,581	(34.6%) ↓

#### CONVENTION SALES ACTIVITIES

	Month ended March 2017	Variance	Last 3-months ended March 2017	Variance	Last 12-months ended March 2017	Variance
<b>Conventions/Tradeshows/Meetings - Atlantic City Convention Center</b>						
No. of Shows	7	16.7% ↑	14	(30.0%) ↓	59	(21.3%) ↓
No. of Room Nights	6,604	(15.1%) ↓	20,562	(9.3%) ↔	66,035	(14.9%) ↓
No. of Delegates	53,710	113.6% ↑	108,697	53.5% ↑	224,354	15.1% ↑
Delegate Spending	\$11,665,385	28.2% ↑	\$29,587,415	29.2% ↑	\$77,650,719	0.5% ↔
<b>Public Shows - Atlantic City Convention Center</b>						
No. of Shows	1	n/a n/a	4	0.0% ↔	12	33.3% ↑
No. of Room Nights	572	n/a n/a	1,294	1.3% ↔	9,555	(41.8%) ↓
No. of Delegates	38,164	n/a n/a	69,347	(11.1%) ↓	141,772	45.6% ↑
Delegate Spending	\$5,357,211	n/a n/a	\$9,446,076	(7.5%) ↔	\$24,684,526	100.8% ↑
<b>Total Convention Center Bookings</b>						
No. of Shows	8	33.3% ↑	18	(25.0%) ↓	71	(15.5%) ↓
No. of Room Nights	7,176	(7.7%) ↔	21,856	(8.7%) ↔	75,590	(19.6%) ↓
No. of Delegates	91,874	265.3% ↑	178,044	19.6% ↑	366,126	25.2% ↑
Delegate Spending	\$17,022,596	87.0% ↑	\$39,033,491	17.9% ↑	\$102,335,245	14.3% ↑
<b>Hotel - Individual Properties</b>						
No. of Shows	15	7.1% ↔	35	0.0% ↔	153	4.8% ↔
No. of Room Nights	7,730	22.7% ↑	19,948	(9.0%) ↔	133,543	66.4% ↑
No. of Delegates	7,020	(86.0%) ↓	32,015	(56.2%) ↓	145,628	13.0% ↑
Delegate Spending	\$5,933,123	(35.2%) ↓	\$14,986,180	(20.6%) ↓	\$94,070,208	76.8% ↑
<b>Monthly Totals</b>						
No. of Shows	23	15.0% ↑	53	(10.2%) ↓	224	(2.6%) ↔
No. of Room Nights	14,906	5.9% ↔	41,804	(8.8%) ↔	209,133	20.0% ↑
No. of Delegates	98,894	31.2% ↑	210,059	(5.4%) ↔	511,754	21.5% ↑
Delegate Spending	\$22,955,719	25.7% ↑	\$54,019,671	3.9% ↔	\$196,405,453	37.6% ↑

#### BOARDWALK HALL ACTIVITY

	Month ended March 2017	Variance	Last 3-months ended March 2017	Variance	Last 12-months ended March 2017	Variance
<b>Public Shows</b>						
Attendance	29,993	852.8% ↑	45,010	40.8% ↑	136,836	(4.4%) ↔
Avg. Attendance	7,498	138.2% ↑	6,430	(19.5%) ↓	5,473	(38.8%) ↓
<b>Sporting Events</b>						
Attendance	40,609	(12.5%) ↓	46,087	(12.3%) ↓	49,742	(22.6%) ↓
Avg. Attendance	13,536	(12.5%) ↓	11,522	31.6% ↑	9,948	23.8% ↑
<b>Total Events</b>						
Attendance	70,602	42.5% ↑	91,097	7.8% ↔	186,578	(10.1%) ↓
Avg. Attendance	10,086	(18.6%) ↓	8,282	(2.0%) ↔	6,219	(28.1%) ↓



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#### TRANSPORTATION STATISTICS \*

	Month ended March 2017	Variance	Last 3-months ended March 2017	Variance	Last 12-months ended March 2017	Variance
<b>Cars, Passenger Vehicles</b>						
AC Expressway-Pleasantville Plaza	1,442,681	(4.1%) ↘	4,041,950	(4.7%) ↘	18,612,044	(1.2%) ↘
<b>Buses</b>						
SJTA Day Bus Count	4,384	(10.7%) ↓	12,566	(7.5%) ↘	60,013	(7.9%) ↘
SJTA Day Bus Passengers	65,942	(16.3%) ↓	176,558	(12.5%) ↓	1,033,346	(13.5%) ↓
SJTA Overnight Bus Count	71	(47.0%) ↓	176	(29.0%) ↓	867	(19.3%) ↓
SJTA Overnight Bus Passengers	2,843	(46.6%) ↓	7,173	(26.0%) ↓	34,431	(16.6%) ↓

#### CASINO REVENUE \*\*

	Month ended March 2017	Variance	Last 3-months ended March 2017	Variance	Last 12-months ended March 2017	Variance
Gross Gaming Revenue (\$M)	\$222.1	9.3% ↗	\$632.5	5.7% ↗	\$2,639.6	2.2% ↗
Slot Revenue (\$M)	\$137.2	3.3% ↗	\$393.2	1.9% ↗	\$1,719.4	(1.2%) ↘
Table Games & Related Revenue (\$M)	\$63.1	15.0% ↑	\$180.1	7.5% ↗	\$709.1	3.4% ↗
Internet Gross Revenue (\$M)	\$21.7	40.2% ↑	\$59.3	32.1% ↑	\$211.1	33.1% ↑

#### 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