



## ATLANTIC CITY TOURISM & SALES BAROMETER

**MAY 2017 (vs. MAY 2016)**

### Key Metrics and Variances

#### **VISITOR CENTERS & SERVICES STATISTICS**

	Month ended May 2017	Variance	Last 3-months ended May 2017	Variance	Last 12-months ended May 2017	Variance
Total Welcome Center Visitors	6,981	(9.1%) ↘	18,803	(5.4%) ↘	89,835	(15.3%) ↘
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	975	14.3% ↑	2,962	16.6% ↑	10,270	(8.6%) ↘
Total Visitor Inquiries by eMail	661	(36.8%) ↘	1,925	(31.9%) ↘	7,072	6.9% ↘

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

	Month ended May 2017	Variance	Last 3-months ended May 2017	Variance	Last 12-months ended May 2017	Variance
Visits	138,606	(35.8%) ↘	389,764	(29.2%) ↘	1,950,581	(22.6%) ↘
Unique Visitors	116,404	(35.1%) ↘	327,354	(28.2%) ↘	1,617,097	(20.4%) ↘
New Visitors (%)	78.7%	0.9% ↘	78.5%	2.6% ↘	70.4%	(3.2%) ↘
New Visitors	109,097	(35.3%) ↘	305,974	(27.4%) ↘	1,372,630	(25.1%) ↘
Page Views	361,055	(39.3%) ↘	1,017,318	(34.3%) ↘	5,138,066	(28.8%) ↘
Online Visitor Guide Requests	653	(37.6%) ↘	1,912	(32.3%) ↘	6,937	(39.2%) ↘

#### **CONVENTION SALES ACTIVITIES**

	Month ended May 2017	Variance	Last 3-months ended May 2017	Variance	Last 12-months ended May 2017	Variance
<b>Conventions/Tradeshows/Meetings - Atlantic City Convention Center</b>						
No. of Shows	4	33.3% ↑	20	42.9% ↑	64	(13.5%) ↘
No. of Room Nights	4,605	5.6% ↘	21,301	54.2% ↑	74,698	(1.1%) ↘
No. of Delegates	7,541	(42.7%) ↘	76,917	61.7% ↑	225,142	12.1% ↑
Delegate Spending	\$4,658,182	7.8% ↘	\$24,018,390	51.3% ↑	\$83,227,553	11.5% ↑
<b>Public Shows - Atlantic City Convention Center</b>						
No. of Shows	-	n/a n/a	3	0.0% ↘	11	0.0% ↘
No. of Room Nights	-	n/a n/a	1,481	252.6% ↑	10,044	316.8% ↑
No. of Delegates	-	n/a n/a	90,083	118.4% ↑	152,436	18.5% ↑
Delegate Spending	\$0	n/a n/a	\$13,258,050	55.5% ↑	\$24,060,898	21.9% ↑
<b>Total Convention Center Bookings</b>						
No. of Shows	4	0.0% ↘	23	35.3% ↑	75	(11.8%) ↘
No. of Room Nights	4,605	(3.7%) ↘	22,782	60.1% ↑	84,742	8.7% ↘
No. of Delegates	7,541	(73.2%) ↘	167,000	88.0% ↑	377,578	14.6% ↑
Delegate Spending	\$4,658,182	(40.2%) ↘	\$37,276,440	52.8% ↑	\$107,288,451	13.7% ↑
<b>Hotel - Individual Properties</b>						
No. of Shows	17	6.3% ↘	44	(8.3%) ↘	148	(1.3%) ↘
No. of Room Nights	15,971	(5.7%) ↘	32,921	(22.8%) ↘	122,382	20.1% ↑
No. of Delegates	8,255	(10.3%) ↘	20,209	(72.8%) ↘	134,692	(1.4%) ↘
Delegate Spending	\$7,809,141	(1.9%) ↘	\$18,162,537	(35.6%) ↘	\$87,277,132	41.1% ↑
<b>Monthly Totals</b>						
No. of Shows	21	5.0% ↘	67	3.1% ↘	223	(5.1%) ↘
No. of Room Nights	20,576	(5.2%) ↘	55,703	(2.1%) ↘	207,124	15.2% ↑
No. of Delegates	15,796	(57.7%) ↘	187,209	14.7% ↑	512,270	9.9% ↘
Delegate Spending	\$12,467,323	(20.9%) ↘	\$55,438,977	5.4% ↘	\$194,565,583	24.5% ↑

#### **BOARDWALK HALL ACTIVITY**

	Month ended May 2017	Variance	Last 3-months ended May 2017	Variance	Last 12-months ended May 2017	Variance
<b>Public Shows</b>						
Attendance	28,347	82.1% ↑	63,785	240.8% ↑	155,060	24.6% ↑
Avg. Attendance	7,087	36.6% ↑	7,087	51.5% ↑	5,743	(26.2%) ↘
<b>Sporting Events</b>						
Attendance	-	n/a n/a	40,609	(12.5%) ↘	49,742	(5.3%) ↘
Avg. Attendance	n/a	n/a n/a	13,536	(12.5%) ↘	9,948	13.6% ↑
<b>Total Events</b>						
Attendance	28,347	82.1% ↑	104,394	60.3% ↑	204,802	15.7% ↑
Avg. Attendance	7,087	36.6% ↑	8,700	(6.5%) ↘	6,400	(20.5%) ↘



## ATLANTIC CITY TOURISM & SALES BARMETER

### MAY 2017 (vs. MAY 2016)

#### Key Metrics and Variances

#### TRANSPORTATION STATISTICS \*

	Month ended May 2017	Variance	Last 3-months ended May 2017	Variance	Last 12-months ended May 2017	Variance
<b>Cars, Passenger Vehicles</b>						
AC Expressway-Pleasantville Plaza	1,620,104	3.4% ↗	4,553,310	0.2% ↗	18,681,697	(0.7%) ↘
<b>Buses</b>						
SJTA Day Bus Count	5,068	(7.5%) ↘	14,283	(9.0%) ↘	59,130	(7.7%) ↘
SJTA Day Bus Passengers	88,254	(14.1%) ↘	237,302	(14.9%) ↘	1,004,750	(13.3%) ↘
SJTA Overnight Bus Count	77	5.5% ↗	246	(17.7%) ↘	877	(16.7%) ↘
SJTA Overnight Bus Passengers	2,995	(0.7%) ↘	9,496	(19.6%) ↘	34,602	(15.3%) ↘

#### CASINO REVENUE \*\*

	Month ended May 2017	Variance	Last 3-months ended May 2017	Variance	Last 12-months ended May 2017	Variance
Gross Gaming Revenue (\$M)	\$229.7	4.3% ↗	\$663.6	3.9% ↗	\$2,645.8	1.8% ↗
Slot Revenue (\$M)	\$144.0	(3.6%) ↘	\$422.8	(0.5%) ↘	\$1,713.1	(1.5%) ↘
Table Games & Related Revenue (\$M)	\$64.6	19.1% ↗	\$177.2	7.5% ↗	\$713.2	2.9% ↗
Internet Gross Revenue (\$M)	\$21.1	27.3% ↗	\$63.6	29.8% ↗	\$219.5	31.4% ↗

**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