



ATLANTIC CITY TOURISM & SALES BAROMETER

NOVEMBER 2017 (vs. NOVEMBER 2016)

Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended November 2017	Variance	Last 3-months ended November 2017	Variance	Last 12-months ended November 2017	Variance
Total Welcome Center Visitors	7,447	44.2% ↑	20,986	(8.7%) ↓	85,086	(9.6%) ↓
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	445	(25.1%) ↓	1,559	(33.8%) ↓	8,863	(13.7%) ↓
Total Visitor Inquiries by eMail	175	(18.6%) ↓	758	(28.0%) ↓	5,874	(31.2%) ↓

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended November 2017	Variance	Last 3-months ended November 2017	Variance	Last 12-months ended November 2017	Variance
Visits	84,719	(17.6%) ↓	300,160	(21.5%) ↓	1,609,461	(27.0%) ↓
Unique Visitors	72,498	(16.9%) ↓	254,277	(20.5%) ↓	1,349,180	(25.8%) ↓
New Visitors (%)	79.3%	1.1% ↔	78.7%	2.7% ↔	78.0%	10.9% ↑
New Visitors	67,174	(16.7%) ↓	236,255	(19.5%) ↓	1,256,133	(19.0%) ↓
Page Views	204,195	(20.0%) ↓	730,597	(24.5%) ↓	4,083,561	(32.2%) ↓
Online Visitor Guide Requests	174	(18.7%) ↓	755	(26.8%) ↓	5,828	(35.8%) ↓

CONVENTION SALES ACTIVITIES

	Month ended November 2017	Variance	Last 3-months ended November 2017	Variance	Last 12-months ended November 2017	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	3	(25.0%) ↓	25	13.6% ↑	71	6.0% ↔
No. of Room Nights	10,716	(14.3%) ↓	36,401	10.3% ↑	82,848	21.6% ↑
No. of Delegates	33,647	(3.9%) ↓	67,405	6.6% ↔	237,271	28.1% ↑
Delegate Spending	\$16,105,947	(2.6%) ↓	\$41,700,898	25.8% ↑	\$96,753,010	37.6% ↑
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	3	(40.0%) ↓	26	8.3% ↔	80	1.3% ↔
No. of Room Nights	10,716	(15.6%) ↓	36,401	9.7% ↔	89,149	14.8% ↑
No. of Delegates	33,647	(12.3%) ↓	67,958	1.2% ↔	389,419	16.0% ↑
Delegate Spending	\$16,105,947	(5.6%) ↓	\$41,766,674	23.8% ↑	\$119,577,062	24.8% ↑
Hotel - Individual Properties						
No. of Shows	12	100.0% ↑	41	17.1% ↑	156	4.0% ↔
No. of Room Nights	19,708	462.6% ↑	39,858	16.2% ↑	122,374	(8.6%) ↓
No. of Delegates	10,071	94.8% ↑	40,067	(1.2%) ↓	135,859	(26.6%) ↓
Delegate Spending	\$14,379,735	381.5% ↑	\$31,560,912	16.9% ↑	\$83,671,993	(13.6%) ↓
Monthly Totals						
No. of Shows	15	36.4% ↑	67	13.6% ↑	236	3.1% ↔
No. of Room Nights	30,424	87.8% ↑	76,259	13.0% ↑	211,523	(0.0%) ↓
No. of Delegates	43,718	0.4% ↔	108,025	0.3% ↔	525,278	0.8% ↔
Delegate Spending	\$30,485,682	52.1% ↑	\$73,327,586	20.7% ↑	\$203,249,055	5.5% ↔

BOARDWALK HALL ACTIVITY

	Month ended November 2017	Variance	Last 3-months ended November 2017	Variance	Last 12-months ended November 2017	Variance
Public Shows	1	0.0% ↔	9	125.0% ↑	26	23.8% ↑
Attendance	9,629	230.6% ↑	43,083	61.5% ↑	144,692	8.1% ↔
Avg. Attendance	9,629	230.6% ↑	4,787	(28.2%) ↓	5,565	(12.7%) ↓
Sporting Events	-	n/a n/a	-	n/a n/a	4	(42.9%) ↓
Attendance	-	n/a n/a	-	n/a n/a	46,087	(18.0%) ↓
Avg. Attendance	n/a	n/a n/a	-	n/a n/a	11,522	43.5% ↑
Total Events	1	(50.0%) ↓	9	80.0% ↑	30	7.1% ↔
Attendance	9,629	46.6% ↑	43,083	42.1% ↑	190,779	0.4% ↔
Avg. Attendance	9,629	193.2% ↑	4,787	(21.1%) ↓	6,359	(6.3%) ↓



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TRANSPORTATION STATISTICS *

	Month ended November 2017	Variance	Last 3-months ended November 2017	Variance	Last 12-months ended November 2017	Variance
Cars, Passenger Vehicles						
AC Expressway-Pleasantville Plaza	1,386,271	1.8% ↗	4,363,911	(2.3%) ↘	18,486,601	(2.0%) ↘

CASINO REVENUE **

	Month ended November 2017	Variance	Last 3-months ended November 2017	Variance	Last 12-months ended November 2017	Variance
Gross Gaming Revenue (\$M)	\$206.7	4.6% ↗	\$649.3	3.5% ↗	\$2,662.8	2.8% ↗
Slot Revenue (\$M)	\$131.8	1.5% ↗	\$420.8	2.4% ↗	\$1,718.5	0.4% ↗
Table Games & Related Revenue (\$M)	\$54.2	7.6% ↗	\$166.9	0.2% ↗	\$701.0	2.2% ↗
Internet Gross Revenue (\$M)	\$20.6	20.0% ↗	\$61.6	23.0% ↗	\$243.2	26.4% ↗

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); ** - 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.