



ATLANTIC CITY TOURISM & SALES BAROMETER

OCTOBER 2017 (vs. OCTOBER 2016)

Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended October 2017	Variance	Last 3-months ended October 2017	Variance	Last 12-months ended October 2017	Variance
Total Welcome Center Visitors	3,612	(48.9%) ↓	25,898	(11.5%) ↓	82,804	(12.8%) ↓
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	525	(31.9%) ↓	1,989	(35.3%) ↓	9,012	(13.6%) ↓
Total Visitor Inquiries by eMail	267	(16.8%) ↓	1,067	(31.6%) ↓	5,914	(32.0%) ↓

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended October 2017	Variance	Last 3-months ended October 2017	Variance	Last 12-months ended October 2017	Variance
Visits	98,389	(19.1%) ↓	384,959	(28.0%) ↓	1,627,583	(27.1%) ↓
Unique Visitors	83,312	(18.2%) ↓	322,276	(26.7%) ↓	1,363,933	(25.8%) ↓
New Visitors (%)	78.4%	1.9% ↔	77.8%	3.1% ↔	78.0%	11.1% ↑
New Visitors	77,161	(17.6%) ↓	299,442	(25.8%) ↓	1,269,586	(19.0%) ↓
Page Views	240,122	(21.9%) ↓	966,402	(31.7%) ↓	4,134,476	(32.4%) ↓
Online Visitor Guide Requests	266	(16.6%) ↓	1,063	(30.8%) ↓	5,868	(40.7%) ↓

CONVENTION SALES ACTIVITIES

	Month ended October 2017	Variance	Last 3-months ended October 2017	Variance	Last 12-months ended October 2017	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	11	57.1% ↑	24	33.3% ↑	72	2.9% ↔
No. of Room Nights	12,551	15.5% ↑	27,831	35.8% ↑	84,631	26.8% ↑
No. of Delegates	17,040	40.5% ↑	40,488	43.3% ↑	238,626	24.6% ↑
Delegate Spending	\$10,375,324	20.0% ↑	\$28,164,124	69.4% ↑	\$97,181,874	57.2% ↑
Public Shows - Atlantic City Convention Center						
No. of Shows	1	0.0% ↔	1	(50.0%) ↓	10	(9.1%) ↔
No. of Room Nights	-	n/a n/a	-	n/a n/a	6,501	(30.4%) ↓
No. of Delegates	553	3.0% ↔	553	(96.1%) ↓	155,531	5.8% ↔
Delegate Spending	\$65,776	10.8% ↑	\$65,776	(98.1%) ↓	\$23,341,960	(6.4%) ↔
Total Convention Center Bookings						
No. of Shows	12	50.0% ↑	25	25.0% ↑	82	1.2% ↔
No. of Room Nights	12,551	15.5% ↑	27,831	10.7% ↑	91,132	19.7% ↑
No. of Delegates	17,593	38.9% ↑	41,041	(3.5%) ↔	394,157	16.4% ↑
Delegate Spending	\$10,441,100	20.0% ↑	\$28,229,900	40.1% ↑	\$120,523,834	39.0% ↑
Hotel - Individual Properties						
No. of Shows	18	38.5% ↑	40	(9.1%) ↔	150	(3.8%) ↔
No. of Room Nights	11,704	(1.2%) ↔	34,198	(23.5%) ↓	106,169	(21.9%) ↓
No. of Delegates	13,329	55.6% ↑	50,566	(23.2%) ↓	130,958	(29.2%) ↓
Delegate Spending	\$8,542,500	12.6% ↑	\$25,387,589	(35.7%) ↓	\$72,278,944	(24.7%) ↓
Monthly Totals						
No. of Shows	30	42.9% ↑	65	1.6% ↔	232	(2.1%) ↔
No. of Room Nights	24,255	6.8% ↔	62,029	(11.2%) ↓	197,301	(7.0%) ↔
No. of Delegates	30,922	45.7% ↑	91,607	(15.5%) ↓	525,115	0.3% ↔
Delegate Spending	\$18,983,600	16.5% ↑	\$53,617,489	(10.0%) ↓	\$192,802,778	5.5% ↔

BOARDWALK HALL ACTIVITY

	Month ended October 2017	Variance	Last 3-months ended October 2017	Variance	Last 12-months ended October 2017	Variance
Public Shows						
Attendance	16,423	18.6% ↑	41,301	59.6% ↑	137,976	5.4% ↔
Avg. Attendance	4,106	(40.7%) ↓	4,589	6.4% ↔	5,307	(18.9%) ↓
Sporting Events						
Attendance	-	n/a n/a	-	n/a n/a	5	(16.7%) ↓
Avg. Attendance	n/a	n/a n/a	-	n/a n/a	9,948	13.6% ↑
Total Events						
Attendance	16,423	18.6% ↑	41,301	59.6% ↑	187,718	2.3% ↔
Avg. Attendance	4,106	(40.7%) ↓	4,589	6.4% ↔	6,055	(14.2%) ↓



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TRANSPORTATION STATISTICS *

	Month ended October 2017	Variance		Last 3-months ended October 2017	Variance		Last 12-months ended October 2017	Variance
Cars, Passenger Vehicles								
AC Expressway-Pleasantville Plaza	1,387,484	(5.7%)	↔	4,883,247	(4.0%)	↔	18,462,692	(2.2%)
Buses								
SJTA Day Bus Count	-	n/a	n/a	10,838	(32.8%)	↓	53,182	(13.7%)
SJTA Day Bus Passengers	-	n/a	n/a	191,105	(37.0%)	↓	864,167	(20.0%)
SJTA Overnight Bus Count	-	n/a	n/a	117	(48.9%)	↓	762	(20.2%)
SJTA Overnight Bus Passengers	-	n/a	n/a	4,749	(46.3%)	↓	30,337	(19.5%)

CASINO REVENUE **

	Month ended October 2017	Variance		Last 3-months ended October 2017	Variance		Last 12-months ended October 2017	Variance
Gross Gaming Revenue (\$M)	\$206.6	1.6%	↔	\$687.7	1.7%	↔	\$2,653.6	2.2%
Slot Revenue (\$M)	\$135.3	1.1%	↔	\$455.0	1.6%	↔	\$1,716.6	0.0%
Table Games & Related Revenue (\$M)	\$50.7	(3.7%)	↔	\$170.5	(4.9%)	↔	\$697.2	0.8%
Internet Gross Revenue (\$M)	\$20.6	23.4%	↑	\$62.2	27.1%	↑	\$239.8	27.3%

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

*Please note: Effective with this October 2017 barometer, this barometer does not include SJTA bus counts and passengers or overnight bus counts and passengers. These figures will no longer be available for publishing purposes.