



ATLANTIC CITY TOURISM & SALES BAROMETER

SEPTEMBER 2017 (vs. SEPTEMBER 2016)

Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended September 2017	Variance	Last 3-months ended September 2017	Variance	Last 12-months ended September 2017	Variance
Total Welcome Center Visitors	9,927	(7.8%) ↘	33,266	(5.0%) ↘	86,254	(10.0%) ↘
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	589	(40.6%) ↘	2,417	(26.1%) ↘	9,258	(11.4%) ↘
Total Visitor Inquiries by eMail	316	(38.9%) ↘	1,533	(31.5%) ↘	5,968	(32.7%) ↘

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended September 2017	Variance	Last 3-months ended September 2017	Variance	Last 12-months ended September 2017	Variance
Visits	117,052	(26.0%) ↘	510,548	(29.0%) ↘	1,650,786	(27.8%) ↘
Unique Visitors	98,467	(24.7%) ↘	423,082	(27.8%) ↘	1,382,451	(26.3%) ↘
New Visitors (%)	78.5%	4.3% ↗	77.3%	33.8% ↗	77.9%	11.4% ↗
New Visitors	91,920	(22.8%) ↘	394,532	(5.1%) ↘	1,286,050	(19.6%) ↘
Page Views	286,280	(29.4%) ↘	1,269,280	(34.2%) ↘	4,201,938	(32.8%) ↘
Online Visitor Guide Requests	315	(36.7%) ↘	1,527	(31.1%) ↘	5,921	(44.2%) ↘

CONVENTION SALES ACTIVITIES

	Month ended September 2017	Variance	Last 3-months ended September 2017	Variance	Last 12-months ended September 2017	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	11	0.0% —	16	33.3% ↗	68	(10.5%) ↘
No. of Room Nights	13,134	36.5% ↗	16,470	69.6% ↗	82,948	19.0% ↗
No. of Delegates	16,718	3.6% ↗	26,265	54.9% ↗	233,711	16.1% ↗
Delegate Spending	\$15,219,627	90.7% ↗	\$18,909,838	132.7% ↗	\$95,451,556	41.8% ↗
Public Shows - Atlantic City Convention Center						
No. of Shows	-	n/a n/a	1	(50.0%) ↘	10	(16.7%) ↘
No. of Room Nights	-	n/a n/a	680	(86.0%) ↘	6,501	(30.9%) ↘
No. of Delegates	-	n/a n/a	780	(94.9%) ↘	155,515	3.9% ↗
Delegate Spending	\$0	n/a n/a	\$448,427	(87.9%) ↘	\$23,335,546	(7.5%) ↘
Total Convention Center Bookings						
No. of Shows	11	0.0% —	17	21.4% ↗	78	(11.4%) ↘
No. of Room Nights	13,134	36.5% ↗	17,150	17.7% ↗	89,449	13.1% ↗
No. of Delegates	16,718	3.6% ↗	27,045	(16.0%) ↘	389,226	10.9% ↗
Delegate Spending	\$15,219,627	90.7% ↗	\$19,358,265	63.8% ↗	\$118,787,102	28.4% ↗
Hotel - Individual Properties						
No. of Shows	11	(31.3%) ↘	40	(4.8%) ↘	145	(8.8%) ↘
No. of Room Nights	8,446	(55.5%) ↘	32,117	(21.6%) ↘	106,306	(22.4%) ↘
No. of Delegates	16,667	(37.9%) ↘	52,754	(17.9%) ↘	126,194	(31.7%) ↘
Delegate Spending	\$8,638,677	(47.4%) ↘	\$24,090,520	(34.7%) ↘	\$71,326,014	(25.2%) ↘
Monthly Totals						
No. of Shows	22	(18.5%) ↘	57	1.8% ↗	223	(9.7%) ↘
No. of Room Nights	21,580	(24.5%) ↘	49,267	(11.3%) ↘	195,755	(9.4%) ↘
No. of Delegates	33,385	(22.3%) ↘	79,799	(17.3%) ↘	515,420	(3.8%) ↘
Delegate Spending	\$23,858,304	(2.2%) ↘	\$43,448,785	(10.8%) ↘	\$190,113,116	1.2% ↗

BOARDWALK HALL ACTIVITY

	Month ended September 2017	Variance	Last 3-months ended September 2017	Variance	Last 12-months ended September 2017	Variance
Public Shows						
Attendance	17,031	71.8% ↗	39,513	41.6% ↗	135,396	(4.9%) ↘
Avg. Attendance	4,258	(57.0%) ↘	5,645	41.6% ↗	5,642	(16.8%) ↘
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	17,031	71.8% ↗	39,513	41.6% ↗	185,138	(5.0%) ↘
Avg. Attendance	4,258	(57.0%) ↘	5,645	41.6% ↗	6,384	(11.6%) ↘



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TRANSPORTATION STATISTICS *

	Month ended September 2017	Variance	Last 3-months ended September 2017	Variance	Last 12-months ended September 2017	Variance
Cars, Passenger Vehicles						
AC Expressway-Pleasantville Plaza	1,590,156	(2.7%) ↘	5,472,997	(2.9%) ↘	18,546,419	(2.0%) ↘
Buses						
SJTA Day Bus Count	5,435	4.2% ↗	16,479	(3.3%) ↘	58,272	(6.2%) ↘
SJTA Day Bus Passengers	88,054	(7.9%) ↘	291,197	(11.7%) ↘	954,816	(12.8%) ↘
SJTA Overnight Bus Count	76	(21.6%) ↘	146	(18.9%) ↘	847	(15.1%) ↘
SJTA Overnight Bus Passengers	3,190	(11.9%) ↘	5,835	(13.3%) ↘	33,749	(14.0%) ↘

CASINO REVENUE **

	Month ended September 2017	Variance	Last 3-months ended September 2017	Variance	Last 12-months ended September 2017	Variance
Gross Gaming Revenue (\$M)	\$236.0	4.1% ↗	\$749.3	0.1% ↗	\$2,650.3	2.0% ↗
Slot Revenue (\$M)	\$153.6	4.5% ↗	\$498.3	0.4% ↗	\$1,715.2	(0.4%) ↘
Table Games & Related Revenue (\$M)	\$62.0	(2.5%) ↘	\$188.7	(6.9%) ↘	\$699.2	1.3% ↗
Internet Gross Revenue (\$M)	\$20.4	25.6% ↗	\$62.3	25.3% ↗	\$235.9	27.8% ↗

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