



## ATLANTIC CITY TOURISM & SALES BARMETER

JUNE 2015 (vs. JUNE 2014)

### Key Metrics and Variances

#### VISITOR CENTERS & SERVICES STATISTICS

	Month ended June 2015	Variance	Last 3-months ended June 2015	Variance	Last 12-months ended June 2015	Variance
Total Welcome Center Visitors	11,091	(36.3%) ↓	33,664	(22.0%) ↓	141,847	(7.3%) ↓
Total Room Nights	36	(51.4%) ↓	64	(61.0%) ↓	410	(27.8%) ↓
Room Night Economic Impact	\$21,168	(51.4%) ↓	\$37,632	(61.0%) ↓	\$241,082	(27.8%) ↓
Total Visitor Inquiries by Phone	1,148	(24.3%) ↓	2,453	(15.2%) ↓	10,680	26.6% ↑
Total Visitor Inquiries by eMail	n/a	n/a	n/a	n/a	n/a	n/a

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

	Month ended June 2015	Variance	Last 3-months ended June 2015	Variance	Last 12-months ended June 2015	Variance
Visits	285,112	(43.8%) ↓	725,064	(38.5%) ↓	3,380,177	(5.4%) ↓
Unique Visitors	225,303	(42.3%) ↓	426,148	(53.6%) ↓	2,504,871	(10.8%) ↓
New Visitors (%)	71.0%	19.7% ↑	71.7%	11.2% ↑	70.2%	1.8% ↓
New Visitors	202,525	(32.7%) ↓	519,867	(31.6%) ↓	2,372,108	(3.7%) ↓
Page Views	914,752	(46.8%) ↓	2,292,320	(43.7%) ↓	10,063,759	(21.3%) ↓
Online Visitor Guide Requests	1,012	(66.2%) ↓	3,074	(62.8%) ↓	16,837	(35.3%) ↓

#### CONVENTION SALES ACTIVITIES

	Month ended June 2015	Variance	Last 3-months ended June 2015	Variance	Last 12-months ended June 2015	Variance
<b>Conventions/Tradeshows/Meetings - Atlantic City Convention Center</b>						
No. of Shows	5	(16.7%) ↓	14	(12.5%) ↓	86	17.8% ↑
No. of Room Nights	3,095	(16.4%) ↓	11,171	(46.2%) ↓	94,747	17.7% ↑
No. of Delegates	13,731	32.9% ↑	30,255	(9.4%) ↓	238,190	2.6% ↓
Delegate Spending	\$6,289,618	22.8% ↑	\$15,671,704	(22.8%) ↓	\$118,341,215	2.1% ↓
<b>Public Shows - Atlantic City Convention Center</b>						
No. of Shows	-	n/a	1	0.0%	10	25.0% ↑
No. of Room Nights	-	n/a	14,425	1960.7% ↑	17,882	547.7% ↑
No. of Delegates	-	n/a	10,000	(45.7%) ↓	118,324	11.8% ↑
Delegate Spending	\$0	n/a	\$1,075,000	(45.7%) ↓	\$12,890,936	9.8% ↓
<b>Total Convention Center Bookings</b>						
No. of Shows	5	(16.7%) ↓	15	(11.8%) ↓	96	18.5% ↑
No. of Room Nights	3,095	(16.4%) ↓	25,596	19.3% ↑	112,629	35.3% ↑
No. of Delegates	13,731	32.9% ↑	40,255	(22.3%) ↓	356,514	5.5% ↓
Delegate Spending	\$6,289,618	22.8% ↑	\$16,746,704	(24.8%) ↓	\$131,232,151	2.8% ↓
<b>Hotel - Individual Properties</b>						
No. of Shows	18	80.0% ↑	48	140.0% ↑	117	64.8% ↑
No. of Room Nights	8,941	25.5% ↑	23,629	112.7% ↑	52,919	60.0% ↑
No. of Delegates	8,511	79.7% ↑	24,833	238.1% ↑	104,808	172.1% ↑
Delegate Spending	\$3,783,246	46.6% ↑	\$14,154,415	194.3% ↑	\$42,720,973	94.2% ↑
<b>Monthly Totals</b>						
No. of Shows	23	43.8% ↑	63	70.3% ↑	213	40.1% ↑
No. of Room Nights	12,036	11.2% ↑	49,225	51.2% ↑	165,548	42.3% ↑
No. of Delegates	22,242	47.6% ↑	65,088	10.0% ↑	461,322	22.6% ↑
Delegate Spending	\$10,072,864	30.8% ↑	\$30,901,119	14.1% ↑	\$173,953,124	16.2% ↑

#### BOARDWALK HALL ACTIVITY

	Month ended June 2015	Variance	Last 3-months ended June 2015	Variance	Last 12-months ended June 2015	Variance
<b>Public Shows</b>						
Attendance	1	0.0%	4	(33.3%) ↓	24	41.2% ↑
Avg. Attendance	9,033	(32.4%) ↓	10,824	(10.7%) ↓	10,359	(16.7%) ↓
<b>Sporting Events</b>						
Attendance	-	n/a	2	n/a	11	0.0%
Avg. Attendance	n/a	n/a	5,881	n/a	8,843	24.6% ↑
<b>Total Events</b>						
Attendance	1	0.0%	6	0.0%	35	25.0% ↑
Avg. Attendance	9,033	(32.4%) ↓	9,176	(24.3%) ↓	9,883	(4.4%) ↓



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#### TRANSPORTATION STATISTICS \*

	Month ended June 2015	Variance	Last 3-months ended June 2015	Variance	Last 12-months ended June 2015	Variance
<b>Cars, Passenger Vehicles</b>						
AC Expressway-Pleasantville Plaza	1,679,899	(6.6%) 🚩	4,745,060	(6.2%) 🚩	18,534,644	(6.4%) 🚩
<b>Buses</b>						
SJTA Day Bus Count	6,019	(26.9%) ↓	17,876	(25.7%) ↓	74,585	(21.4%) ↓
SJTA Day Bus Passengers	123,884	(29.2%) ↓	359,578	(26.5%) ↓	1,362,556	(26.2%) ↓
SJTA Overnight Bus Count	149	(33.8%) ↓	336	(30.7%) ↓	1,196	(16.7%) ↓
SJTA Overnight Bus Passengers	5,838	(36.0%) ↓	12,741	(35.1%) ↓	46,902	(19.6%) ↓
<b>Air Travel</b>						
ACY - Scheduled Service Passengers (Deplaned)	n/a	n/a	n/a	n/a	n/a	n/a
ACY - Charter Passengers (Deplaned)	n/a	n/a	n/a	n/a	n/a	n/a

#### CASINO REVENUE \*\*

	Month ended June 2015	Variance	Last 3-months ended June 2015	Variance	Last 12-months ended June 2015	Variance
Gross Gaming Revenue (\$M)	\$216.8	(8.2%) 🚩	\$637.4	(10.9%) ↓	\$2,608.3	(8.5%) 🚩
Slot Revenue (\$M)	\$148.5	(9.7%) 🚩	\$441.3	(10.3%) ↓	\$1,777.2	(11.3%) ↓
Table Games & Related Revenue (\$M)	\$56.6	(9.1%) 🚩	\$159.2	(17.1%) ↓	\$699.4	(9.7%) 🚩
Internet Gross Revenue (\$M)	\$11.7	22.8% ↑	\$36.8	17.3% ↑	\$131.8	84.5% ↑

#### 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