



ATLANTIC CITY TOURISM & SALES BAROMETER

MAY 2015 (vs. MAY 2014)

Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended May 2015	Variance	Last 3-months ended May 2015	Variance	Last 12-months ended May 2015	Variance
Total Welcome Center Visitors	12,407	(11.0%) ↓	30,216	(13.6%) ↓	148,179	(2.0%) ↓
Total Room Nights	20	(60.0%) ↓	44	(56.9%) ↓	448	(25.3%) ↓
Room Night Economic Impact	\$11,760	(60.0%) ↓	\$25,872	(56.9%) ↓	\$263,426	(25.3%) ↓
Total Visitor Inquiries by Phone	1,033	51.7% ↑	2,151	11.0% ↑	11,049	40.5% ↑
Total Visitor Inquiries by eMail	161	(85.5%) ↓	477	(89.8%) ↓	6,707	(77.4%) ↓

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended May 2015	Variance	Last 3-months ended May 2015	Variance	Last 12-months ended May 2015	Variance
Visits	243,022	(35.7%) ↓	656,710	(27.8%) ↓	3,602,263	2.8% ↓
Unique Visitors	194,281	(35.1%) ↓	371,097	(48.5%) ↓	2,670,086	(2.9%) ↓
New Visitors (%)	72.1%	0.1% ↑	72.0%	3.7% ↑	68.6%	(2.1%) ↓
New Visitors	175,219	(35.6%) ↓	472,757	(25.1%) ↓	2,470,647	0.6% ↓
Page Views	759,832	(42.9%) ↓	2,051,836	(35.5%) ↓	10,869,913	(14.1%) ↓
Online Visitor Guide Requests	1,039	(61.3%) ↓	3,115	(59.7%) ↓	18,823	(27.6%) ↓

CONVENTION SALES ACTIVITIES

	Month ended May 2015	Variance	Last 3-months ended May 2015	Variance	Last 12-months ended May 2015	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	4	(50.0%) ↓	23	15.0% ↑	87	13.0% ↑
No. of Room Nights	1,958	(88.0%) ↓	23,808	(2.5%) ↓	95,354	18.9% ↑
No. of Delegates	7,455	(64.6%) ↓	66,471	27.2% ↑	234,792	(0.7%) ↓
Delegate Spending	\$4,061,029	(70.9%) ↓	\$31,308,459	2.6% ↑	\$117,174,642	0.6% ↓
Public Shows - Atlantic City Convention Center						
No. of Shows	1	n/a n/a	3	0.0% ↑	10	25.0% ↑
No. of Room Nights	14,425	n/a n/a	16,360	736.8% ↑	17,882	547.7% ↑
No. of Delegates	10,000	n/a n/a	70,169	25.7% ↑	118,324	11.8% ↑
Delegate Spending	\$1,075,000	n/a n/a	\$7,543,167	25.7% ↑	\$12,890,936	9.8% ↓
Total Convention Center Bookings						
No. of Shows	5	(37.5%) ↓	26	13.0% ↑	97	14.1% ↑
No. of Room Nights	16,383	0.6% ↑	40,168	52.4% ↑	113,236	36.5% ↑
No. of Delegates	17,455	(17.0%) ↓	136,640	26.4% ↑	353,116	3.2% ↓
Delegate Spending	\$5,136,029	(63.2%) ↓	\$38,851,626	6.4% ↑	\$130,065,578	1.5% ↓
Hotel - Individual Properties						
No. of Shows	22	266.7% ↑	38	192.3% ↑	109	53.5% ↑
No. of Room Nights	10,448	300.9% ↑	18,017	293.6% ↑	51,100	76.7% ↑
No. of Delegates	14,642	756.3% ↑	54,882	1009.8% ↑	101,032	179.2% ↑
Delegate Spending	\$8,298,731	438.3% ↑	\$15,591,737	523.2% ↑	\$41,518,166	96.1% ↑
Monthly Totals						
No. of Shows	27	92.9% ↑	64	77.8% ↑	206	32.1% ↑
No. of Room Nights	26,831	42.1% ↑	58,185	88.1% ↑	164,336	46.9% ↑
No. of Delegates	32,097	41.1% ↑	191,522	69.4% ↑	454,148	20.0% ↑
Delegate Spending	\$13,434,760	(13.4%) ↓	\$54,443,363	39.5% ↑	\$171,583,744	14.9% ↑

BOARDWALK HALL ACTIVITY

	Month ended May 2015	Variance	Last 3-months ended May 2015	Variance	Last 12-months ended May 2015	Variance
Public Shows						
Attendance	3	(25.0%) ↓	7	40.0% ↑	24	50.0% ↑
Avg. Attendance	34,263	(28.1%) ↓	58,470	(1.5%) ↓	252,957	27.7% ↑
Sporting Events						
Attendance	11,421	(4.2%) ↓	8,353	(29.6%) ↓	10,540	(14.9%) ↓
Avg. Attendance	2	n/a n/a	4	(20.0%) ↓	11	0.0% ↑
Attendance	11,761	n/a n/a	52,855	(4.2%) ↓	97,274	24.6% ↑
Avg. Attendance	5,881	n/a n/a	13,214	19.7% ↑	8,843	24.6% ↑
Total Events						
Attendance	5	25.0% ↑	11	10.0% ↑	35	29.6% ↑
Avg. Attendance	46,024	(3.4%) ↓	111,325	(2.8%) ↓	350,231	26.8% ↑
Avg. Attendance	9,205	(22.8%) ↓	10,120	(11.6%) ↓	10,007	(2.2%) ↓



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MAY 2015 (vs. MAY 2014)

Key Metrics and Variances

TRANSPORTATION STATISTICS *

	Month ended May 2015	Variance	Last 3-months ended May 2015	Variance	Last 12-months ended May 2015	Variance
Cars, Passenger Vehicles						
AC Expressway-Pleasantville Plaza	1,710,928	(1.9%) 🚩	4,491,234	(6.2%) 🚩	18,653,620	(6.0%) 🚩
Buses						
SJTA Day Bus Count	6,293	(24.3%) ↓	16,860	(27.5%) ↓	76,799	(20.0%) ↓
SJTA Day Bus Passengers	129,409	(23.5%) ↓	318,650	(29.2%) ↓	1,413,678	(24.7%) ↓
SJTA Overnight Bus Count	103	(26.4%) ↓	291	(26.0%) ↓	1,272	(7.3%) 🚩
SJTA Overnight Bus Passengers	3,997	(27.9%) ↓	11,072	(29.9%) ↓	50,185	(10.3%) ↓
Air Travel						
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 May 2015	Variance	Last 3-months ended May 2015	Variance	Last 12-months ended May 2015	Variance
Gross Gaming Revenue (\$M)	\$221.4	(9.0%) 🚩	\$624.7	(12.4%) ↓	\$2,627.8	(7.9%) 🚩
Slot Revenue (\$M)	\$157.0	(10.9%) ↓	\$425.5	(11.9%) ↓	\$1,793.1	(11.1%) ↓
Table Games & Related Revenue (\$M)	\$51.9	(8.1%) 🚩	\$160.9	(18.0%) ↓	\$705.0	(8.9%) 🚩
Internet Gross Revenue (\$M)	\$12.5	19.1% ↑	\$38.3	13.5% ↑	\$129.6	109.4% ↑

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