



Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended March 2014	Variance	Last 3-months ended March 2014	Variance	Last 12-months ended March 2014	Variance
Total Welcome Center Visitors	9,220	(4.9%) ↘	22,079	(3.8%) ↘	147,939	14.0% ↗
Total Room Nights	12	(53.8%) ↘	32	(23.8%) ↘	628	(12.5%) ↘
Room Night Economic Impact	\$7,056	(53.8%) ↘	\$18,816	(23.8%) ↘	\$369,264	(22.3%) ↘
Total Visitor Inquiries by Phone	561	(12.9%) ↘	1,463	(25.5%) ↘	7,907	(10.4%) ↘
Total Visitor Inquiries by eMail	2,249	(42.6%) ↘	6,705	(47.1%) ↘	36,808	(35.3%) ↘

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended March 2014	Variance	Last 3-months ended March 2014	Variance	Last 12-months ended March 2014	Variance
Visits	238,272	(31.2%) ↘	680,328	(33.1%) ↘	3,517,079	(25.8%) ↘
Unique Visitors	191,864	(27.4%) ↘	548,223	(29.4%) ↘	2,740,899	(24.1%) ↘
New Visitors (%)	72.4%	7.0% ↗	71.4%	5.2% ↗	70.0%	3.4% ↗
New Visitors	172,429	(26.3%) ↘	485,833	(29.7%) ↘	2,460,320	(23.3%) ↘
Page Views	835,716	(40.4%) ↘	2,434,703	(40.2%) ↘	19,139,062	8.7% ↗
Online Visitor Guide Requests	2,462	(8.0%) ↘	6,906	(22.7%) ↘	25,309	(32.8%) ↘

CONVENTION SALES ACTIVITIES

	Month ended March 2014	Variance	Last 3-months ended March 2014	Variance	Last 12-months ended March 2014	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	10	42.9% ↗	20	5.3% ↗	82	(2.4%) ↘
No. of Room Nights	7,352	18.5% ↗	22,166	2.9% ↗	75,984	24.0% ↗
No. of Delegates	29,196	103.8% ↗	90,116	29.6% ↗	237,518	53.0% ↗
Delegate Spending	\$15,343,908	76.5% ↗	\$37,619,644	12.6% ↗	\$115,257,822	42.5% ↗
Public Shows - Atlantic City Convention Center						
No. of Shows	2	(33.3%) ↘	4	(20.0%) ↘	9	12.5% ↗
No. of Room Nights	1,255	(11.7%) ↘	2,061	(13.8%) ↘	2,661	(54.2%) ↘
No. of Delegates	37,408	(3.7%) ↘	79,751	(1.0%) ↘	106,559	26.6% ↗
Delegate Spending	\$4,021,360	(3.7%) ↘	\$8,573,232	(1.0%) ↘	\$11,817,892	31.1% ↗
Total Convention Center Bookings						
No. of Shows	12	20.0% ↗	24	0.0% ↗	91	(1.1%) ↘
No. of Room Nights	8,607	12.9% ↗	24,227	1.2% ↗	78,645	17.2% ↗
No. of Delegates	66,604	25.3% ↗	169,867	13.2% ↗	344,077	43.7% ↗
Delegate Spending	\$19,365,268	50.5% ↗	\$46,192,876	9.8% ↗	\$127,075,714	41.4% ↗
Hotel - Individual Properties						
No. of Shows	2	(75.0%) ↘	13	(18.8%) ↘	76	(12.6%) ↘
No. of Room Nights	591	(70.3%) ↘	6,885	(8.8%) ↘	38,342	(7.6%) ↘
No. of Delegates	2,035	(81.1%) ↘	21,219	9.1% ↗	40,422	(75.6%) ↘
Delegate Spending	\$246,400	(85.5%) ↘	\$8,648,645	26.3% ↗	\$27,290,791	(38.8%) ↘
Monthly Totals						
No. of Shows	14	(22.2%) ↘	37	(7.5%) ↘	167	(6.7%) ↘
No. of Room Nights	9,198	(4.3%) ↘	31,112	(1.2%) ↘	116,987	7.8% ↗
No. of Delegates	68,639	7.4% ↗	191,086	12.7% ↗	384,499	(5.0%) ↘
Delegate Spending	\$19,611,668	34.6% ↗	\$54,841,521	12.1% ↗	\$154,366,505	14.8% ↗

BOARDWALK HALL ACTIVITY

	Month ended March 2014	Variance	Last 3-months ended March 2014	Variance	Last 12-months ended March 2014	Variance
Public Shows	-	n/a n/a	4	0.0% ↗	15	(11.8%) ↘
Attendance	-	n/a n/a	36,157	11.2% ↗	178,121	16.6% ↗
Avg. Attendance	n/a	n/a n/a	9,039	11.2% ↗	11,875	32.1% ↗
Sporting Events	5	66.7% ↗	9	12.5% ↗	12	(7.7%) ↘
Attendance	55,185	1.2% ↗	68,336	(12.6%) ↘	82,317	(25.2%) ↘
Avg. Attendance	11,037	(39.3%) ↘	7,593	(22.3%) ↘	6,860	(18.9%) ↘
Total Events	5	66.7% ↗	13	8.3% ↗	27	(10.0%) ↘
Attendance	55,185	1.2% ↗	104,493	(5.6%) ↘	260,438	(0.9%) ↘
Avg. Attendance	11,037	(39.3%) ↘	8,038	(12.9%) ↘	9,646	10.1% ↗



Key Metrics and Variances

TRANSPORTATION STATISTICS *

	Month ended March 2014	Variance	Last 3-months ended March 2014	Variance	Last 12-months ended March 2014	Variance
Cars, Passenger Vehicles						
AC Expressway-Pleasantville Plaza	1,527,736	(7.3%) 🚩	4,189,347	(6.2%) 🚩	19,944,521	(1.4%) 🚩
Buses						
SJTA Day Bus Count	7,430	(9.0%) 🚩	19,135	(12.7%) 📉	97,371	(13.2%) 📉
SJTA Day Bus Passengers	135,702	(15.6%) 📉	315,644	(19.2%) 📉	1,922,826	(14.3%) 📉
SJTA Overnight Bus Count	133	20.9% 📈	288	(7.4%) 🚩	1,382	(12.2%) 📉
SJTA Overnight Bus Passengers	5,287	13.2% 📈	11,290	(13.3%) 📉	56,176	(11.2%) 📉
Air Travel						
ACY - Scheduled Service Passengers (Deplaned)	n/a	n/a n/a	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	n/a	n/a n/a

CASINO REVENUE **

	Month ended March 2014	Variance	Last 3-months ended March 2014	Variance	Last 12-months ended March 2014	Variance
Gross Gaming Revenue (\$M)	\$233.6	(2.2%) 🚩	\$639.2	(2.7%) 🚩	\$2,857.1	(3.7%) 🚩
Slot Revenue (\$M)	\$155.2	(10.3%) 📉	\$424.5	(7.0%) 🚩	\$2,032.0	(3.9%) 🚩
Table Games & Related Revenue (\$M)	\$66.6	0.7% 🚩	\$183.1	(8.9%) 🚩	\$785.0	(7.7%) 🚩
Internet Gross Revenue (\$M)	\$11.9	n/a n/a	\$31.6	n/a n/a	\$40.0	n/a n/a

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