



Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended August 2012	Variance	Last 3-months ended August 2012	Variance	Last 12-months ended August 2012	Variance
Total Welcome Center Visitors	19,565	24% ↑	50,296	(1%) ↓	140,205	13% ↑
Total Room Nights	154	(7%) ↓	364	(33%) ↓	780	(27%) ↓
Room Night Economic Impact	\$90,552	(7%) ↓	\$214,032	(33%) ↓	\$458,640	(23%) ↓
Total Visitor Inquiries by Phone	977	(10%) ↓	2,798	0%	9,294	4% ↓
Total Visitor Inquiries by eMail	4,134	(61%) ↓	20,441	(21%) ↓	47,699	(28%) ↓

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended August 2012	Variance	Last 3-months ended August 2012	Variance	Last 12-months ended August 2012	Variance
Visits	583,532	16% ↑	1,706,208	27% ↑	4,669,530	30% ↑
Unique Visitors	441,294	20% ↑	1,273,947	22% ↑	3,592,088	23% ↑
New Visitors (%)	67.0%	3% ↓	66.4%	(5%) ↓	68.6%	(6%) ↓
New Visitors	390,900	20% ↑	1,132,345	20% ↑	3,204,084	22% ↑
Page Views	2,043,888	23% ↑	6,130,815	15% ↑	16,804,239	(10%) ↓
Online Visitor Guide Requests	2,611	21% ↑	12,008	45% ↑	34,491	12% ↑

CONVENTION SALES ACTIVITIES

	Month ended August 2012	Variance	Last 3-months ended August 2012	Variance	Last 12-months ended August 2012	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	6	100% ↑	15	0%	96	(2%) ↓
No. of Room Nights	1,072	1431% ↑	7,970	12% ↑	76,895	(3%) ↓
No. of Delegates	1,464	296% ↑	23,514	10% ↑	221,109	7% ↓
Delegate Spending	\$774,114	1116% ↑	\$9,886,177	(6%) ↓	\$109,094,249	(2%) ↓
Public Shows - Atlantic City Convention Center						
No. of Shows	1	n/a n/a	1	n/a n/a	9	(18%) ↓
No. of Room Nights	3,250	n/a n/a	3,250	n/a n/a	7,007	2%
No. of Delegates	746	n/a n/a	746	n/a n/a	100,391	(14%) ↓
Delegate Spending	\$80,195	n/a n/a	\$80,195	n/a n/a	\$10,768,263	(24%) ↓
Total Convention Center Bookings						
No. of Shows	7	133% ↑	16	7%	105	(4%) ↓
No. of Room Nights	4,322	6074% ↑	11,220	57% ↑	83,902	(3%) ↓
No. of Delegates	2,210	497% ↑	24,260	14% ↑	321,500	(1%) ↓
Delegate Spending	\$854,309	1241% ↑	\$9,966,372	(5%) ↓	\$119,862,512	(4%) ↓
Hotel - Individual Properties						
No. of Shows	9	200% ↑	24	71% ↑	83	0%
No. of Room Nights	2,866	65% ↑	21,653	(3%) ↓	39,791	(17%) ↓
No. of Delegates	2,725	61% ↑	129,515	46% ↑	162,817	36% ↑
Delegate Spending	\$1,559,334	(16%) ↓	\$28,779,069	(9%) ↓	\$44,172,994	(8%) ↓
Monthly Totals						
No. of Shows	16	167% ↑	40	38% ↑	188	(2%) ↓
No. of Room Nights	7,188	298% ↑	32,873	11% ↑	123,693	(8%) ↓
No. of Delegates	4,935	140% ↑	153,775	40% ↑	484,317	9%
Delegate Spending	\$2,413,643	26% ↑	\$38,745,441	(8%) ↓	\$164,035,506	(6%) ↓

BOARDWALK HALL ACTIVITY

	Month ended August 2012	Variance	Last 3-months ended August 2012	Variance	Last 12-months ended August 2012	Variance
Public Shows						
Attendance	27,588	31% ↑	44,671	4%	164,054	(17%) ↓
Avg. Attendance	9,196	(13%) ↓	8,934	(17%) ↓	8,634	(21%) ↓
Sporting Events						
Attendance	-	n/a n/a	-	n/a n/a	10	(33%) ↓
Avg. Attendance	n/a	n/a n/a	-	n/a n/a	10,475	27% ↑
Total Events						
Attendance	27,588	31% ↑	44,671	(5%) ↓	268,805	(16%) ↓
Avg. Attendance	9,196	(13%) ↓	8,934	14%	9,269	(5%) ↓



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TRANSPORTATION STATISTICS

	Month ended August 2012	Variance	Last 3-months ended August 2012	Variance	Last 12-months ended August 2012	Variance
Cars, Passenger Vehicles *						
AC Expressway-Pleasantville Plaza	2,139,849	12% ↑	6,210,911	3% ↗	21,420,846	3% ↗
Buses *						
SJTA Day Bus Count	10,359	(9%) ↘	33,159	(13%) ↓	127,963	(15%) ↓
SJTA Day Bus Passengers	239,974	(9%) ↘	731,854	(20%) ↓	2,631,598	(21%) ↓
SJTA Overnight Bus Count	68	13% ↑	353	(16%) ↓	1,845	(0%) ↗
SJTA Overnight Bus Passengers	2,481	19% ↑	13,612	(9%) ↘	73,406	6% ↗
Air Travel **						
ACY - Scheduled Service Passengers (Deplaned)	67,549	15% ↑	197,880	5% ↗	634,874	(6%) ↘
ACY - Charter Passengers (Deplaned)	6,691	(2%) ↘	19,306	(13%) ↓	71,068	(12%) ↓

CASINO REVENUE

	Month ended August 2012	Variance	Last 3-months ended August 2012	Variance	Last 12-months ended August 2012	Variance
Gross Gaming Revenue (\$M)	\$314.5	12.6% ↑	\$898.5	0.1% ↗	\$3,220.3	(4.0%) ↘
Slot Revenue (\$M)	\$226.1	16.7% ↑	\$651.5	1.8% ↗	\$2,303.5	(2.0%) ↘
Table Games & Related Revenue (\$M)	\$88.4	3.3% ↗	\$246.9	(4.1%) ↘	\$916.7	(8.6%) ↘

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); Casino Revenue and Casino Hotel/F&B Volume as reported per NJ Division of Gaming Enforcement.