



**Key Metrics and Variances**

**VISITOR CENTERS & SERVICES STATISTICS**

	Month ended December 2013	Variance	Last 3-months ended December 2013	Variance	Last 12-months ended December 2013	Variance
Total Welcome Center Visitors	8,135	19.5% ↑	30,484	42.5% ↑	148,822	10.4% ↑
Total Room Nights	8	(20.0%) ↓	102	30.8% ↑	638	(13.1%) ↓
Room Night Economic Impact	\$4,704	(92.0%) ↓	\$59,976	(39.3%) ↓	\$375,144	(22.6%) ↓
Total Visitor Inquiries by Phone	461	3.1% →	1,454	(10.8%) ↓	8,407	(10.0%) →
Total Visitor Inquiries by eMail	1,304	(42.8%) ↓	5,290	(49.8%) ↓	42,770	(19.3%) ↓

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

	Month ended December 2013	Variance	Last 3-months ended December 2013	Variance	Last 12-months ended December 2013	Variance
Visits	204,182	(26.0%) ↓	640,474	(22.1%) ↓	3,854,276	(20.0%) ↓
Unique Visitors	168,723	(21.6%) ↓	521,904	(19.8%) ↓	2,969,522	(19.4%) ↓
New Visitors (%)	75.2%	8.0% →	77.1%	9.6% →	69.2%	1.5% →
New Visitors	153,538	(20.1%) ↓	493,925	(14.7%) ↓	2,665,485	(18.7%) ↓
Page Views	682,504	(34.2%) ↓	2,163,165	(26.9%) ↓	20,776,503	19.0% ↑
Online Visitor Guide Requests	1,486	9.1% →	4,426	(7.0%) →	27,333	(26.1%) ↓

**CONVENTION SALES ACTIVITIES**

	Month ended December 2013	Variance	Last 3-months ended December 2013	Variance	Last 12-months ended December 2013	Variance
<b>Conventions/Tradeshows/Meetings - Atlantic City Convention Center</b>						
No. of Shows	8	(33.3%) ↓	24	(11.1%) ↓	81	(11.0%) ↓
No. of Room Nights	5,665	(15.1%) ↓	30,445	81.3% ↑	75,364	17.6% ↑
No. of Delegates	13,591	(6.2%) →	93,186	204.2% ↑	216,915	30.4% ↑
Delegate Spending	\$9,085,119	(7.7%) →	\$48,553,853	152.7% ↑	\$111,047,976	31.0% ↑
<b>Public Shows - Atlantic City Convention Center</b>						
No. of Shows	1	0.0% →	1	(50.0%) ↓	10	11.1% ↑
No. of Room Nights	-	n/a n/a	-	n/a n/a	2,992	(56.7%) ↓
No. of Delegates	1,500	0.0% →	1,500	(47.8%) ↓	107,344	7.3% →
Delegate Spending	\$553,929	341.9% ↑	\$553,929	102.8% ↑	\$11,902,278	11.1% ↑
<b>Total Convention Center Bookings</b>						
No. of Shows	9	(30.8%) ↓	25	(13.8%) ↓	91	(9.0%) →
No. of Room Nights	5,665	(15.1%) ↓	30,445	79.4% ↑	78,356	10.4% ↑
No. of Delegates	15,091	(5.7%) →	94,686	182.6% ↑	324,259	21.8% ↑
Delegate Spending	\$9,639,048	(3.3%) →	\$49,107,782	152.0% ↑	\$122,950,254	28.8% ↑
<b>Hotel - Individual Properties</b>						
No. of Shows	3	50.0% ↑	14	0.0% →	79	(15.1%) ↓
No. of Room Nights	274	661.1% ↑	3,049	32.4% ↑	39,005	(5.6%) →
No. of Delegates	265	208.1% ↑	2,820	51.9% ↑	38,648	(76.9%) ↓
Delegate Spending	\$179,909	633.3% ↑	\$1,973,775	35.9% ↑	\$25,489,328	(44.3%) ↓
<b>Monthly Totals</b>						
No. of Shows	12	(20.0%) ↓	39	(9.3%) →	170	(11.9%) ↓
No. of Room Nights	5,939	(11.4%) ↓	33,494	73.8% ↑	117,361	4.5% →
No. of Delegates	15,356	(4.5%) →	97,506	175.7% ↑	362,907	(16.4%) ↓
Delegate Spending	\$9,818,957	(1.7%) →	\$51,081,557	143.9% ↑	\$148,439,582	5.1% →

**BOARDWALK HALL ACTIVITY**

	Month ended December 2013	Variance	Last 3-months ended December 2013	Variance	Last 12-months ended December 2013	Variance
<b>Public Shows</b>						
Attendance	1,853	255.0% ↑	50,365	358.2% ↑	174,490	2.7% →
Avg. Attendance	1,853	255.0% ↑	16,788	205.5% ↑	11,633	30.1% ↑
<b>Sporting Events</b>						
Attendance	3,436	n/a n/a	9,760	(60.1%) ↓	92,172	(21.4%) ↓
Avg. Attendance	3,436	n/a n/a	4,880	(20.2%) ↓	8,379	(28.6%) ↓
<b>Total Events</b>						
Attendance	5,289	913.2% ↑	60,125	69.6% ↑	266,662	(7.1%) →
Avg. Attendance	2,645	406.6% ↑	12,025	103.5% ↑	10,256	3.6% →



**Key Metrics and Variances**

**TRANSPORTATION STATISTICS \***

	Month ended December 2013	Variance	Last 3-months ended December 2013	Variance	Last 12-months ended December 2013	Variance
<b>Cars, Passenger Vehicles</b>						
AC Expressway-Pleasantville Plaza	1,426,110	(3.6%) 🚩	4,579,556	8.3% 🚩	20,223,208	(1.8%) 🚩
<b>Buses</b>						
SJTA Day Bus Count	6,738	(7.3%) 🚩	23,554	0.9% 🚩	100,148	(16.5%) 🚩
SJTA Day Bus Passengers	106,711	(10.1%) 🚩	432,006	3.0% 🚩	1,997,617	(17.5%) 🚩
SJTA Overnight Bus Count	73	(3.9%) 🚩	391	13.0% 📈	1,405	(19.0%) 🚩
SJTA Overnight Bus Passengers	2,892	(3.5%) 🚩	16,131	16.3% 📈	57,912	(16.9%) 🚩
<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 December 2013	Variance	Last 3-months ended December 2013	Variance	Last 12-months ended December 2013	Variance
Gross Gaming Revenue (\$M)	\$207.4	(7.4%) 🚩	\$649.6	6.4% 🚩	\$2,866.8	(6.2%) 🚩
Slot Revenue (\$M)	\$146.6	(7.6%) 🚩	\$474.5	9.4% 🚩	\$2,063.8	(5.8%) 🚩
Table Games & Related Revenue (\$M)	\$60.8	(6.9%) 🚩	\$175.1	(0.9%) 🚩	\$802.9	(7.2%) 🚩

**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; \*\*\* - Index indicates American Express transactions at any establishment within Atlantic City.