



Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended July 2013	Variance	Last 3-months ended July 2013	Variance	Last 12-months ended July 2013	Variance
Total Welcome Center Visitors	17,919	7.0%	46,158	8.0%	131,942	(3.3%)
Total Room Nights	82	(48.1%)	246	(15.2%)	704	(11.1%)
Room Night Economic Impact	\$48,216	(48.1%)	\$144,648	(15.2%)	\$466,872	0.3%
Total Visitor Inquiries by Phone	898	(8.9%)	2,597	(5.1%)	8,479	(9.9%)
Total Visitor Inquiries by eMail	4,601	(25.5%)	16,225	(27.9%)	50,174	(7.2%)

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended July 2013	Variance	Last 3-months ended July 2013	Variance	Last 12-months ended July 2013	Variance
Visits	449,158	(24.3%)	1,256,815	(22.3%)	4,330,907	(5.6%)
Unique Visitors	339,725	(22.9%)	949,750	(21.1%)	3,314,468	(5.8%)
New Visitors (%)	67.0%	1.3%	67.2%	1.5%	68.0%	(0.7%)
New Visitors	300,936	(23.3%)	845,147	(21.1%)	2,943,285	(6.2%)
Page Views	1,769,944	(18.3%)	8,629,153	46.4%	22,480,189	36.9%
Online Visitor Guide Requests	2,871	(28.8%)	8,354	(45.9%)	28,789	(15.4%)

CONVENTION SALES ACTIVITIES

	Month ended July 2013	Variance	Last 3-months ended July 2013	Variance	Last 12-months ended July 2013	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	-	n/a	18	5.9%	85	(8.6%)
No. of Room Nights	-	n/a	9,160	(27.5%)	62,997	(17.0%)
No. of Delegates	-	n/a	26,457	(19.3%)	150,601	(31.5%)
Delegate Spending	\$0	n/a	\$12,608,664	(17.5%)	\$80,688,263	(25.6%)
Public Shows - Atlantic City Convention Center						
No. of Shows	1	n/a	2	n/a	11	37.5%
No. of Room Nights	-	n/a	600	n/a	6,416	70.8%
No. of Delegates	4,862	n/a	5,436	n/a	108,213	8.6%
Delegate Spending	\$522,665	n/a	\$584,370	n/a	\$11,597,002	8.5%
Total Convention Center Bookings						
No. of Shows	1	(75.0%)	20	17.6%	96	(5.0%)
No. of Room Nights	-	n/a	9,760	(22.8%)	69,413	(12.9%)
No. of Delegates	4,862	(37.6%)	31,893	(2.8%)	258,814	(19.0%)
Delegate Spending	\$522,665	(53.2%)	\$13,193,034	(13.7%)	\$92,285,265	(22.5%)
Hotel - Individual Properties						
No. of Shows	5	0.0%	26	(10.3%)	83	7.8%
No. of Room Nights	1,823	14.4%	14,666	(39.2%)	33,046	(14.5%)
No. of Delegates	1,250	(52.5%)	9,200	(92.9%)	40,383	(75.0%)
Delegate Spending	\$948,031	(29.3%)	\$9,306,777	(69.3%)	\$22,810,982	(48.7%)
Monthly Totals						
No. of Shows	6	(33.3%)	46	0.0%	179	0.6%
No. of Room Nights	1,823	(14.3%)	24,426	(33.6%)	102,459	(13.4%)
No. of Delegates	6,112	(41.3%)	41,093	(74.8%)	299,197	(37.9%)
Delegate Spending	\$1,470,696	(40.2%)	\$22,499,811	(50.6%)	\$115,096,247	(29.6%)

BOARDWALK HALL ACTIVITY

	Month ended July 2013	Variance	Last 3-months ended July 2013	Variance	Last 12-months ended July 2013	Variance
Public Shows						
Attendance	12,788	14.0%	27,618	(24.3%)	152,273	(2.5%)
Avg. Attendance	12,788	14.0%	9,206	26.2%	9,517	9.7%
Sporting Events						
Attendance	-	n/a	4,221	n/a	106,879	2.0%
Avg. Attendance	n/a	n/a	4,221	n/a	8,221	(21.5%)
Total Events						
Attendance	12,788	14.0%	31,839	(12.7%)	259,152	(0.7%)
Avg. Attendance	12,788	14.0%	7,960	9.1%	8,936	(4.1%)



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TRANSPORTATION STATISTICS *

	Month ended July 2013	Variance	Last 3-months ended July 2013	Variance	Last 12-months ended July 2013	Variance
Cars, Passenger Vehicles						
AC Expressway-Pleasantville Plaza	n/a	n/a	n/a	n/a	n/a	n/a
Buses						
SJTA Day Bus Count	9,394	(17.5%) ↓	27,416	(19.1%) ↓	103,624	(20.3%) ↓
SJTA Day Bus Passengers	200,877	(17.2%) ↓	589,543	(19.1%) ↓	2,053,081	(23.8%) ↓
SJTA Overnight Bus Count	57	(10.9%) ↓	336	(23.3%) ↓	1,393	(24.2%) ↓
SJTA Overnight Bus Passengers	2,063	(11.4%) ↓	13,352	(22.1%) ↓	56,388	(22.8%) ↓
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 July 2013	Variance	Last 3-months ended July 2013	Variance	Last 12-months ended July 2013	Variance
Gross Gaming Revenue (\$M)	\$297.6	(3.6%) 🏠	\$791.8	(6.6%) 🏠	\$2,878.7	(9.6%) 🏠
Slot Revenue (\$M)	\$215.5	(3.7%) 🏠	\$574.5	(6.2%) 🏠	\$2,050.1	(9.6%) 🏠
Table Games & Related Revenue (\$M)	\$82.1	(3.4%) 🏠	\$217.3	(7.6%) 🏠	\$828.6	(9.3%) 🏠

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.