



**Key Metrics and Variances**

**VISITOR CENTERS & SERVICES STATISTICS**

	Month ended September 2013	Variance	Last 3-months ended September 2013	Variance	Last 12-months ended September 2013	Variance
Total Welcome Center Visitors	17,923	49.3% ↑	57,285	18.6% ↑	139,736	0.8% ↓
Total Room Nights	94	(24.2%) ↓	270	(38.1%) ↓	614	(23.3%) ↓
Room Night Economic Impact	\$87,024	19.4% ↑	\$190,512	(25.7%) ↓	\$445,704	(5.3%) ↓
Total Visitor Inquiries by Phone	858	33.0% ↑	2,624	0.6% ↓	8,583	(7.1%) ↓
Total Visitor Inquiries by eMail	1,400	(53.7%) ↓	9,605	(28.0%) ↓	48,018	(0.7%) ↓

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

	Month ended September 2013	Variance	Last 3-months ended September 2013	Variance	Last 12-months ended September 2013	Variance
Visits	248,213	(26.0%) ↓	1,073,538	(29.0%) ↓	4,036,128	(14.7%) ↓
Unique Visitors	196,547	(22.9%) ↓	819,824	(27.9%) ↓	3,098,276	(14.7%) ↓
New Visitors (%)	69.4%	4.3% ↓	67.3%	1.1% ↓	68.1%	(0.3%) ↓
New Visitors	172,195	(22.9%) ↓	722,096	(28.2%) ↓	2,750,309	(14.9%) ↓
Page Views	891,316	(27.0%) ↓	4,126,309	(24.0%) ↓	21,572,211	26.5% ↑
Online Visitor Guide Requests	1,219	(41.6%) ↓	6,447	(26.2%) ↓	27,666	(22.1%) ↓

**CONVENTION SALES ACTIVITIES**

	Month ended September 2013	Variance	Last 3-months ended September 2013	Variance	Last 12-months ended September 2013	Variance
<b>Conventions/Tradeshows/Meetings - Atlantic City Convention Center</b>						
No. of Shows	7	(12.5%) ↓	13	(27.8%) ↓	84	(13.4%) ↓
No. of Room Nights	4,051	(44.9%) ↓	7,139	(20.3%) ↓	61,713	(22.4%) ↓
No. of Delegates	9,503	(6.3%) ↓	13,016	(32.9%) ↓	152,006	(32.3%) ↓
Delegate Spending	\$5,567,429	(27.6%) ↓	\$8,197,882	(14.5%) ↓	\$80,420,759	(28.3%) ↓
<b>Public Shows - Atlantic City Convention Center</b>						
No. of Shows	1	n/a n/a	2	100.0% ↑	11	22.2% ↑
No. of Room Nights	-	n/a n/a	-	n/a n/a	3,166	(54.8%) ↓
No. of Delegates	1,252	n/a n/a	6,114	719.6% ↑	108,719	8.3% ↓
Delegate Spending	\$104,711	n/a n/a	\$627,376	682.3% ↑	\$11,621,518	7.9% ↓
<b>Total Convention Center Bookings</b>						
No. of Shows	8	0.0% ↓	15	(21.1%) ↓	95	(10.4%) ↓
No. of Room Nights	4,051	(44.9%) ↓	7,139	(41.5%) ↓	64,879	(25.0%) ↓
No. of Delegates	10,755	6.0% ↓	19,130	(5.0%) ↓	260,725	(19.7%) ↓
Delegate Spending	\$5,672,140	(26.3%) ↓	\$8,825,258	(8.7%) ↓	\$92,042,277	(25.1%) ↓
<b>Hotel - Individual Properties</b>						
No. of Shows	13	8.3% ↓	19	(26.9%) ↓	76	(11.6%) ↓
No. of Room Nights	9,350	350.0% ↑	11,233	71.8% ↑	37,512	(5.9%) ↓
No. of Delegates	5,138	(7.0%) ↓	6,538	(39.9%) ↓	37,419	(77.5%) ↓
Delegate Spending	\$5,149,527	179.5% ↑	\$6,138,479	29.4% ↑	\$24,599,740	(45.1%) ↓
<b>Monthly Totals</b>						
No. of Shows	21	5.0% ↓	34	(24.4%) ↓	171	(10.9%) ↓
No. of Room Nights	13,401	42.1% ↑	18,372	(2.0%) ↓	102,391	(19.0%) ↓
No. of Delegates	15,893	1.4% ↓	25,668	(17.3%) ↓	298,144	(39.3%) ↓
Delegate Spending	\$10,821,667	13.5% ↑	\$14,963,737	3.9% ↓	\$116,642,017	(30.5%) ↓

**BOARDWALK HALL ACTIVITY**

	Month ended September 2013	Variance	Last 3-months ended September 2013	Variance	Last 12-months ended September 2013	Variance
<b>Public Shows</b>						
Attendance	20,593	7.5% ↓	52,216	(23.0%) ↓	135,117	(25.9%) ↓
Avg. Attendance	20,593	115.1% ↑	13,054	15.5% ↑	9,651	5.8% ↓
<b>Sporting Events</b>						
Attendance	-	n/a n/a	-	n/a n/a	13	44.4% ↑
Avg. Attendance	n/a	n/a n/a	-	n/a n/a	8,221	(28.1%) ↓
<b>Total Events</b>						
Attendance	20,593	7.5% ↓	52,216	(23.0%) ↓	241,996	(15.2%) ↓
Avg. Attendance	20,593	115.1% ↑	13,054	15.5% ↑	8,963	(8.9%) ↓



**Key Metrics and Variances**

**TRANSPORTATION STATISTICS \***

	Month ended September 2013	Variance			Last 3-months ended September 2013	Variance			Last 12-months ended September 2013	Variance		
<b>Cars, Passenger Vehicles</b>												
AC Expressway-Pleasantville Plaza	n/a	n/a	n/a		n/a	n/a	n/a		n/a	n/a	n/a	
<b>Buses</b>												
SJTA Day Bus Count	8,896	(19.9%)	↓		28,325	(16.4%)	↓		100,068	(22.5%)	↓	
SJTA Day Bus Passengers	186,209	(20.0%)	↓		608,050	(15.5%)	↓		1,983,264	(25.1%)	↓	
SJTA Overnight Bus Count	141	(9.6%)	↔		282	(9.3%)	↔		1,371	(25.0%)	↓	
SJTA Overnight Bus Passengers	6,142	(5.1%)	↔		11,558	(6.1%)	↔		55,904	(23.5%)	↓	
<b>Air Travel</b>												
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 September 2013	Variance			Last 3-months ended September 2013	Variance			Last 12-months ended September 2013	Variance		
Gross Gaming Revenue (\$M)	\$240.6	(13.0%)	↓		\$836.8	(6.9%)	↔		\$2,827.7	(11.6%)	↓	
Slot Revenue (\$M)	\$177.3	(10.6%)	↓		\$612.3	(5.4%)	↔		\$2,023.2	(11.8%)	↓	
Table Games & Related Revenue (\$M)	\$63.3	(18.9%)	↓		\$224.5	(10.7%)	↓		\$804.5	(11.1%)	↓	

**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.