



ATLANTIC CITY TOURISM & SALES BAROMETER

NOVEMBER 2014 (vs. NOVEMBER 2013)

Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended November 2014	Variance	Last 3-months ended November 2014	Variance	Last 12-months ended November 2014	Variance
Total Welcome Center Visitors	7,834	(21.8%) ↓	37,039	(8.0%) ↓	155,521	5.4% ↑
Total Room Nights	20	(50.0%) ↓	166	(11.7%) ↓	526	(17.8%) ↓
Room Night Economic Impact	\$11,760	(50.0%) ↓	\$97,608	(11.7%) ↓	\$309,288	(27.9%) ↓
Total Visitor Inquiries by Phone	623	48.7% ↑	1,994	7.7% ↑	9,999	19.1% ↑
Total Visitor Inquiries by eMail	158	(89.7%) ↓	1,903	(64.7%) ↓	15,269	(65.1%) ↓

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended November 2014	Variance	Last 3-months ended November 2014	Variance	Last 12-months ended November 2014	Variance
Visits	192,929	(1.0%) ↓	698,729	2.1% ↑	3,847,834	(2.0%) ↓
Unique Visitors	157,541	(1.2%) ↓	564,821	2.7% ↑	3,022,100	0.2% ↑
New Visitors (%)	73.5%	(14.7%) ↓	72.5%	(3.2%) ↓	68.2%	(1.0%) ↓
New Visitors	141,734	(15.6%) ↓	506,267	(1.2%) ↓	2,624,112	(3.0%) ↓
Page Views	536,453	(16.7%) ↓	1,923,460	(18.9%) ↓	12,350,487	(41.6%) ↓
Online Visitor Guide Requests	1,186	(21.6%) ↓	4,021	(3.3%) ↓	26,005	(4.4%) ↓

CONVENTION SALES ACTIVITIES

	Month ended November 2014	Variance	Last 3-months ended November 2014	Variance	Last 12-months ended November 2014	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	7	0.0% —	33	43.5% ↑	83	(2.4%) ↓
No. of Room Nights	11,515	0.3% ↑	44,993	56.1% ↑	94,000	23.1% ↑
No. of Delegates	40,565	(35.8%) ↓	88,207	(3.5%) ↓	227,962	4.7% ↑
Delegate Spending	\$19,205,563	(29.5%) ↓	\$53,779,499	16.1% ↑	\$121,317,436	8.5% ↑
Public Shows - Atlantic City Convention Center						
No. of Shows	2	n/a n/a	3	200.0% ↑	9	(10.0%) ↓
No. of Room Nights	119	n/a n/a	404	n/a n/a	3,165	5.8% ↑
No. of Delegates	3,645	n/a n/a	5,645	350.9% ↑	105,321	(1.9%) ↓
Delegate Spending	\$391,837	n/a n/a	\$606,837	479.5% ↑	\$11,714,685	2.1% ↑
Total Convention Center Bookings						
No. of Shows	9	28.6% ↑	36	50.0% ↑	92	(3.2%) ↓
No. of Room Nights	11,634	1.3% ↑	45,397	57.5% ↑	97,165	22.4% ↑
No. of Delegates	44,210	(30.0%) ↓	93,852	1.2% ↓	333,283	2.5% ↑
Delegate Spending	\$19,597,400	(28.0%) ↓	\$54,386,336	17.1% ↑	\$133,032,121	7.9% ↑
Hotel - Individual Properties						
No. of Shows	5	0.0% —	34	36.0% ↑	85	9.0% ↑
No. of Room Nights	3,717	499.5% ↑	16,318	32.6% ↑	38,337	(1.1%) ↓
No. of Delegates	3,783	342.5% ↑	15,156	95.6% ↑	47,760	24.2% ↑
Delegate Spending	\$3,053,299	541.3% ↑	\$11,323,579	61.2% ↑	\$27,097,422	7.0% ↑
Monthly Totals						
No. of Shows	14	16.7% ↑	70	42.9% ↑	177	2.3% ↑
No. of Room Nights	15,351	26.8% ↑	61,715	50.0% ↑	135,502	14.7% ↑
No. of Delegates	47,993	(25.1%) ↓	109,008	8.5% ↓	381,043	4.8% ↑
Delegate Spending	\$22,650,699	(18.2%) ↓	\$65,709,915	22.9% ↑	\$160,129,543	7.8% ↑

BOARDWALK HALL ACTIVITY

	Month ended November 2014	Variance	Last 3-months ended November 2014	Variance	Last 12-months ended November 2014	Variance
Public Shows						
Attendance	8,393	n/a n/a	79,805	15.5% ↑	243,348	40.5% ↑
Avg. Attendance	8,393	n/a n/a	13,301	(42.3%) ↓	11,061	(4.2%) ↓
Sporting Events						
Attendance	15,095	n/a n/a	19,567	209.4% ↑	91,339	2.9% ↑
Avg. Attendance	5,032	n/a n/a	4,892	(22.6%) ↓	6,524	(26.5%) ↓
Total Events						
Attendance	23,488	n/a n/a	99,372	31.7% ↑	334,687	27.8% ↑
Avg. Attendance	5,872	n/a n/a	9,937	(47.3%) ↓	9,297	(11.3%) ↓



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Key Metrics and Variances

TRANSPORTATION STATISTICS *

	Month ended November 2014	Variance	Last 3-months ended November 2014	Variance	Last 12-months ended November 2014	Variance
Cars, Passenger Vehicles						
AC Expressway-Pleasantville Plaza	1,379,408	(10.2%) ↓	4,382,985	(11.1%) ↓	19,160,117	(5.5%) ↗
Buses						
SJTA Day Bus Count	6,288	(21.7%) ↓	20,536	(19.7%) ↓	86,417	(14.2%) ↓
SJTA Day Bus Passengers	97,842	(33.6%) ↓	366,041	(28.7%) ↓	1,621,625	(19.3%) ↓
SJTA Overnight Bus Count	153	6.3% ↗	446	(0.4%) ↗	1,427	1.3% ↗
SJTA Overnight Bus Passengers	5,995	0.5% ↗	17,753	(7.2%) ↗	56,695	(2.3%) ↗
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 November 2014	Variance	Last 3-months ended November 2014	Variance	Last 12-months ended November 2014	Variance
Gross Gaming Revenue (\$M)	\$202.7	(10.3%) ↓	\$619.8	(9.4%) ↗	\$2,769.1	(4.0%) ↗
Slot Revenue (\$M)	\$138.4	(15.8%) ↓	\$428.6	(15.2%) ↓	\$1,895.1	(8.7%) ↗
Table Games & Related Revenue (\$M)	\$55.6	(8.3%) ↗	\$162.7	(8.4%) ↗	\$754.5	(6.6%) ↗
Internet Gross Revenue (\$M)	\$8.7	791.6% ↑	\$28.5	2804.8% ↑	\$119.5	12094.8% ↑

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