



ATLANTIC CITY TOURISM & SALES BARMETER

OCTOBER 2014 (vs. OCTOBER 2013)

Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended October 2014	Variance	Last 3-months ended October 2014	Variance	Last 12-months ended October 2014	Variance
Total Welcome Center Visitors	11,508	(6.7%) ↘	52,349	1.3% ↘	157,706	9.8% ↘
Total Room Nights	58	7.4% ↘	208	(14.0%) ↘	546	(9.9%) ↘
Room Night Economic Impact	\$34,104	7.4% ↘	\$122,304	(14.0%) ↘	\$321,048	(21.6%) ↘
Total Visitor Inquiries by Phone	724	26.1% ↗	2,710	17.8% ↗	9,795	14.2% ↗
Total Visitor Inquiries by eMail	830	(66.1%) ↘	2,870	(61.5%) ↘	16,648	(63.1%) ↘

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended October 2014	Variance	Last 3-months ended October 2014	Variance	Last 12-months ended October 2014	Variance
Visits	223,624	(7.3%) ↘	988,055	14.1% ↗	3,849,856	(2.6%) ↘
Unique Visitors	179,945	(7.1%) ↘	774,505	14.9% ↗	3,023,944	(0.4%) ↘
New Visitors (%)	72.0%	0.7% ↘	67.9%	(1.0%) ↘	68.8%	0.9% ↘
New Visitors	160,949	(6.7%) ↘	670,515	12.9% ↗	2,650,241	(1.6%) ↘
Page Views	601,042	(28.2%) ↘	2,807,777	(12.1%) ↘	12,457,920	(41.2%) ↘
Online Visitor Guide Requests	1,398	(2.1%) ↘	5,223	4.4% ↘	26,331	(4.2%) ↘

CONVENTION SALES ACTIVITIES

	Month ended October 2014	Variance	Last 3-months ended October 2014	Variance	Last 12-months ended October 2014	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	14	55.6% ↗	31	40.9% ↗	83	5.1% ↘
No. of Room Nights	23,390	75.9% ↗	33,816	65.5% ↗	93,970	44.8% ↗
No. of Delegates	33,321	103.2% ↗	48,982	54.2% ↗	250,595	62.0% ↗
Delegate Spending	\$25,859,680	111.3% ↗	\$34,902,280	60.6% ↗	\$129,339,946	52.9% ↗
Public Shows - Atlantic City Convention Center						
No. of Shows	1	n/a n/a	1	0.0% ↘	7	(30.0%) ↘
No. of Room Nights	285	n/a n/a	285	n/a n/a	3,046	1.8% ↘
No. of Delegates	2,000	n/a n/a	2,000	59.7% ↗	101,676	(5.3%) ↘
Delegate Spending	\$215,000	n/a n/a	\$215,000	105.3% ↗	\$11,322,848	(1.3%) ↘
Total Convention Center Bookings						
No. of Shows	15	66.7% ↗	32	39.1% ↗	90	1.1% ↘
No. of Room Nights	23,675	78.1% ↗	34,101	66.9% ↗	97,016	42.9% ↗
No. of Delegates	35,321	115.4% ↗	50,982	54.4% ↗	352,271	34.4% ↗
Delegate Spending	\$26,074,680	113.0% ↗	\$35,117,280	60.9% ↗	\$140,662,794	46.4% ↗
Hotel - Individual Properties						
No. of Shows	11	83.3% ↗	34	47.8% ↗	85	9.0% ↘
No. of Room Nights	3,373	56.5% ↗	13,490	9.6% ↘	35,240	(9.2%) ↘
No. of Delegates	3,052	79.5% ↗	12,192	68.1% ↗	44,832	17.0% ↗
Delegate Spending	\$2,025,278	53.7% ↗	\$8,737,693	27.1% ↗	\$24,520,218	(2.9%) ↘
Monthly Totals						
No. of Shows	26	73.3% ↗	66	43.5% ↗	175	4.8% ↘
No. of Room Nights	27,048	75.1% ↗	47,591	45.3% ↗	132,256	24.0% ↗
No. of Delegates	38,373	112.0% ↗	63,174	56.9% ↗	397,103	32.2% ↗
Delegate Spending	\$28,099,958	107.3% ↗	\$43,854,973	52.8% ↗	\$165,183,012	36.2% ↗

BOARDWALK HALL ACTIVITY

	Month ended October 2014	Variance	Last 3-months ended October 2014	Variance	Last 12-months ended October 2014	Variance
Public Shows						
Attendance	42,767	(11.8%) ↘	104,092	18.4% ↗	234,955	28.0% ↗
Avg. Attendance	14,256	(41.2%) ↘	13,012	(26.0%) ↘	11,188	(2.5%) ↘
Sporting Events						
Attendance	-	n/a n/a	1	0.0% ↘	11	(15.4%) ↘
Avg. Attendance	n/a	n/a n/a	4,472	(29.3%) ↘	76,244	(28.3%) ↘
Total Events						
Attendance	42,767	(22.0%) ↘	108,564	15.2% ↗	311,199	7.3% ↘
Avg. Attendance	14,256	(22.0%) ↘	12,063	(23.2%) ↘	9,725	(2.7%) ↘



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OCTOBER 2014 (vs. OCTOBER 2013)

Key Metrics and Variances

TRANSPORTATION STATISTICS *

	Month ended October 2014	Variance	Last 3-months ended October 2014	Variance	Last 12-months ended October 2014	Variance
Cars, Passenger Vehicles						
AC Expressway-Pleasantville Plaza	1,526,305	(5.6%) 🚩	5,078,088	(7.9%) 🚩	19,317,406	(3.7%) 🚩
Buses						
SJTA Day Bus Count	7,060	(19.6%) ↓	21,656	(21.0%) ↓	88,164	(10.6%) ↓
SJTA Day Bus Passengers	128,402	(27.8%) ↓	434,707	(25.3%) ↓	1,671,186	(15.3%) ↓
SJTA Overnight Bus Count	143	(17.8%) ↓	381	(2.6%) 🚩	1,418	0.4% 🚩
SJTA Overnight Bus Passengers	5,674	(22.0%) ↓	15,201	(8.6%) 🚩	56,663	(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 October 2014	Variance	Last 3-months ended October 2014	Variance	Last 12-months ended October 2014	Variance
Gross Gaming Revenue (\$M)	\$207.4	(4.5%) 🚩	\$722.4	(4.5%) 🚩	\$2,792.4	(1.5%) 🚩
Slot Revenue (\$M)	\$142.3	(13.0%) ↓	\$496.9	(11.3%) ↓	\$1,921.1	(5.7%) 🚩
Table Games & Related Revenue (\$M)	\$55.6	3.7% 🚩	\$195.2	(0.4%) 🚩	\$759.5	(4.8%) 🚩
Internet Gross Revenue (\$M)	\$9.5	n/a	\$30.3	n/a	\$111.8	n/a

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