



ATLANTIC CITY TOURISM & SALES BARMETER

JANUARY 2015 (vs. JANUARY 2014)

Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended January 2015	Variance	Last 3-months ended January 2015	Variance	Last 12-months ended January 2015	Variance
Total Welcome Center Visitors	5,799	(4.6%) ↘	20,664	(14.7%) ↘	154,137	4.0% ↘
Total Room Nights	2	(90.0%) ↘	24	(64.7%) ↘	502	(23.0%) ↘
Room Night Economic Impact	\$1,176	(90.0%) ↘	\$14,112	(64.7%) ↘	\$295,176	(23.0%) ↘
Total Visitor Inquiries by Phone	739	63.1% ↗	2,040	53.0% ↗	10,502	28.4% ↗
Total Visitor Inquiries by eMail	273	(87.1%) ↘	1,376	(72.2%) ↘	13,072	(68.3%) ↘

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended January 2015	Variance	Last 3-months ended January 2015	Variance	Last 12-months ended January 2015	Variance
Visits	249,515	14.8% ↗	641,222	4.0% ↗	3,874,670	3.9% ↗
Unique Visitors	198,260	13.3% ↗	515,807	2.5% ↗	3,036,715	5.3% ↗
New Visitors (%)	72.3%	4.7% ↗	72.8%	(4.8%) ↘	68.3%	(1.4%) ↘
New Visitors	180,350	20.2% ↗	466,993	(0.9%) ↘	2,645,800	2.5% ↗
Page Views	748,406	(7.8%) ↘	1,867,398	(12.7%) ↘	12,186,903	(35.8%) ↘
Online Visitor Guide Requests	1,098	(51.1%) ↘	3,457	(34.1%) ↘	24,544	(10.0%) ↘

CONVENTION SALES ACTIVITIES

	Month ended January 2015	Variance	Last 3-months ended January 2015	Variance	Last 12-months ended January 2015	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	8	33.3% ↗	23	9.5% ↗	85	4.9% ↗
No. of Room Nights	15,433	40.0% ↗	31,044	10.2% ↗	96,843	28.2% ↗
No. of Delegates	36,279	(15.1%) ↘	90,012	(24.7%) ↘	221,107	0.9% ↗
Delegate Spending	\$17,553,501	(0.7%) ↘	\$42,368,593	(21.5%) ↘	\$117,715,528	7.7% ↗
Public Shows - Atlantic City Convention Center						
No. of Shows	-	n/a n/a	3	200.0% ↗	9	(10.0%) ↘
No. of Room Nights	-	n/a n/a	119	n/a n/a	3,165	5.8% ↗
No. of Delegates	-	n/a n/a	5,145	243.0% ↗	105,321	(1.9%) ↘
Delegate Spending	\$0	n/a n/a	\$724,194	30.7% ↗	\$11,493,113	(3.4%) ↘
Total Convention Center Bookings						
No. of Shows	8	33.3% ↗	26	18.2% ↗	94	3.3% ↗
No. of Room Nights	15,433	40.0% ↗	31,163	10.6% ↗	100,008	27.3% ↗
No. of Delegates	36,279	(15.1%) ↘	95,157	(21.4%) ↘	326,428	(0.0%) ↗
Delegate Spending	\$17,553,501	(0.7%) ↘	\$43,092,787	(21.0%) ↘	\$129,208,641	6.6% ↗
Hotel - Individual Properties						
No. of Shows	6	0.0% ↘	14	0.0% ↗	85	6.3% ↗
No. of Room Nights	3,124	(10.8%) ↘	7,810	77.6% ↗	38,652	(4.0%) ↘
No. of Delegates	17,940	11.8% ↗	23,523	37.0% ↗	51,186	7.9% ↗
Delegate Spending	\$7,441,837	21.8% ↗	\$11,166,789	65.0% ↗	\$28,919,946	2.2% ↗
Monthly Totals						
No. of Shows	14	16.7% ↗	40	11.1% ↗	179	4.7% ↗
No. of Room Nights	18,557	27.8% ↗	38,973	19.7% ↗	138,660	16.7% ↗
No. of Delegates	54,219	(7.7%) ↘	118,680	(14.1%) ↘	377,614	1.0% ↗
Delegate Spending	\$24,995,338	5.1% ↗	\$54,259,576	(11.5%) ↘	\$158,128,587	5.8% ↗

BOARDWALK HALL ACTIVITY

	Month ended January 2015	Variance	Last 3-months ended January 2015	Variance	Last 12-months ended January 2015	Variance
Public Shows						
Attendance	30,342	561.8% ↗	38,735	501.7% ↗	267,252	63.6% ↗
Avg. Attendance	10,114	120.6% ↗	9,684	200.8% ↗	11,620	(0.4%) ↘
Sporting Events						
Attendance	6,300	(22.2%) ↘	24,947	116.2% ↗	89,653	(1.6%) ↘
Avg. Attendance	6,300	55.5% ↗	4,989	29.7% ↗	6,896	(16.8%) ↘
Total Events						
Attendance	36,642	188.8% ↗	63,682	254.3% ↗	356,905	40.2% ↗
Avg. Attendance	9,161	116.6% ↗	7,076	96.8% ↗	9,914	(2.6%) ↘



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TRANSPORTATION STATISTICS *

	Month ended January 2015	Variance	Last 3-months ended January 2015	Variance	Last 12-months ended January 2015	Variance
Cars, Passenger Vehicles						
AC Expressway-Pleasantville Plaza	1,284,635	(3.4%) 🚩	4,018,633	(6.4%) 🚩	19,043,316	(5.4%) 🚩
Buses						
SJTA Day Bus Count	4,996	(18.1%) ↓	17,180	(17.7%) ↓	84,468	(14.8%) ↓
SJTA Day Bus Passengers	63,482	(28.6%) ↓	244,553	(28.7%) ↓	1,572,769	(20.4%) ↓
SJTA Overnight Bus Count	31	(42.6%) ↓	234	(13.7%) ↓	1,381	(0.6%) 🚩
SJTA Overnight Bus Passengers	1,273	(41.2%) ↓	9,206	(16.5%) ↓	54,850	(4.2%) 🚩
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 January 2015	Variance	Last 3-months ended January 2015	Variance	Last 12-months ended January 2015	Variance
Gross Gaming Revenue (\$M)	\$197.8	1.0% 🚩	\$591.2	(7.1%) 🚩	\$2,746.9	(4.1%) 🚩
Slot Revenue (\$M)	\$125.5	(3.5%) 🚩	\$390.1	(11.6%) ↓	\$1,870.2	(9.0%) 🚩
Table Games & Related Revenue (\$M)	\$60.7	7.6% 🚩	\$170.1	(4.3%) 🚩	\$751.8	(5.1%) 🚩
Internet Gross Revenue (\$M)	\$11.6	22.3% ↑	\$31.0	74.1% ↑	\$125.0	601.0% ↑

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