# Atlantic City Tourism Barometer

## August 2007 vs August 2006

<table>
<thead>
<tr>
<th>Category</th>
<th>August 2007</th>
<th>August 2006</th>
<th>% Increase or Decrease</th>
<th>YTD 2007</th>
<th>YTD 2006</th>
<th>% Increase or Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CASINO HOTEL ACTIVITY</strong></td>
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<tr>
<td>Total Drop (000's)</td>
<td>$4,661,247,464</td>
<td>$5,151,788,962</td>
<td>-10%</td>
<td>$34,277,170,398</td>
<td>$36,455,736,275</td>
<td>-6%</td>
</tr>
<tr>
<td>Total Win (000's)</td>
<td>$465,177,367</td>
<td>$494,367,558</td>
<td>-6%</td>
<td>$3,371,133,306</td>
<td>$3,512,177,420</td>
<td>-4%</td>
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<tr>
<td>Employment</td>
<td>42,609</td>
<td>47,252</td>
<td>-10%</td>
<td>42,056</td>
<td>45,655</td>
<td>-8%</td>
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<tr>
<td>Hotel Occupancy Rate</td>
<td></td>
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<tr>
<td>Room Nights Filled</td>
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</tbody>
</table>

### VISITOR INQUIRIES
- AC Expressway Visitor Welcome Center: 10,994 vs 10,470 (5% increase)
- Boardwalk Hall Visitor Welcome Center: 13,464 vs 12,459 (8% increase)

### WEBSITE STATISTICS
- Unique Visitors: 221,033 vs 155,350 (42% increase)
- Total Visits: 387,518 vs 288,954 (34% increase)

### CONVENTION CENTER ACTIVITIES
- Conventions and Trade Shows: 3,000 vs 8,325 (-64% decrease)
  - Economic Impact: $1,949,713 vs $6,215,683 (-69% decrease)
- Public Shows: 0 vs 0 (0%)
  - Economic Impact: $0 vs $0 (0%)
- Total Events: 1 vs 4 (-75% decrease)

### TOLL TRANSACTIONS
- A.C. Expressway - Pleasantville Plaza: 2,558,347 vs 2,608,799 (-2%)

### AIRPORT ARRIVALS
- Charters: 17,449 vs 22,174 (-21%)
- Scheduled: 89,117 vs 66,343 (34%)

### CHARTER BUS ARRIVALS
- # of Buses: 19,787 vs 24,216 (-18%)
- # of Passengers: 529,139 vs 650,725 (-19%)

### A.C. RAIL SERVICE
- NJ Transit: 150,913 vs 144,231 (5%)

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1. Source: Casino Control Commission
2. Source: South Jersey Transportation Authority
3. Year to date average

** These figures will be provided by the Casino Control Commission on a quarterly basis. Third quarter numbers will be available December 31.

The Atlantic City Tourism Barometer is a monthly publication of the Atlantic City Convention & Visitors Authority.
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