



**Key Metrics and Variances**

**VISITOR CENTERS & SERVICES STATISTICS**

	Month ended April 2014	Variance	Last 3-months ended April 2014	Variance	Last 12-months ended April 2014	Variance
Total Welcome Center Visitors	11,807	19.8% ↑	27,807	6.3% ↓	149,894	16.6% ↑
Total Room Nights	40	(33.3%) ↓	52	(45.8%) ↓	608	(18.7%) ↓
Room Night Economic Impact	\$23,520	(33.3%) ↓	\$30,576	(45.8%) ↓	\$357,504	(27.4%) ↓
Total Visitor Inquiries by Phone	695	4.2% ↓	1,705	(12.7%) ↓	7,935	(7.9%) ↓
Total Visitor Inquiries by eMail	1,340	(62.6%) ↓	5,934	(53.0%) ↓	34,564	(38.8%) ↓

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

	Month ended April 2014	Variance	Last 3-months ended April 2014	Variance	Last 12-months ended April 2014	Variance
Visits	293,204	(6.9%) ↓	756,257	(23.5%) ↓	3,495,201	(25.5%) ↓
Unique Visitors	229,282	(4.8%) ↓	602,577	(20.3%) ↓	2,729,258	(23.5%) ↓
New Visitors (%)	63.7%	(6.3%) ↓	69.1%	1.9% ↓	69.6%	3.0% ↓
New Visitors	186,839	(12.8%) ↓	522,639	(22.1%) ↓	2,432,904	(23.2%) ↓
Page Views	1,017,724	(71.4%) ↓	2,640,402	(57.5%) ↓	16,601,110	(15.9%) ↓
Online Visitor Guide Requests	2,576	25.8% ↑	7,236	(16.5%) ↓	25,838	(28.0%) ↓

**CONVENTION SALES ACTIVITIES**

	Month ended April 2014	Variance	Last 3-months ended April 2014	Variance	Last 12-months ended April 2014	Variance
<b>Conventions/Tradeshows/Meetings - Atlantic City Convention Center</b>						
No. of Shows	2	(71.4%) ↓	16	(20.0%) ↓	77	(8.3%) ↓
No. of Room Nights	775	(89.0%) ↓	11,920	(33.0%) ↓	69,685	4.8% ↓
No. of Delegates	2,025	(83.7%) ↓	49,430	19.1% ↓	227,155	44.7% ↑
Delegate Spending	\$1,193,787	(82.9%) ↓	\$21,133,612	0.9% ↓	\$109,462,575	31.3% ↑
<b>Public Shows - Atlantic City Convention Center</b>						
No. of Shows	1	0.0% ↓	5	(16.7%) ↓	9	0.0% ↓
No. of Room Nights	700	n/a n/a	2,761	15.4% ↓	3,361	(42.2%) ↓
No. of Delegates	18,425	(1.0%) ↓	98,176	(1.0%) ↓	106,364	3.5% ↓
Delegate Spending	\$1,980,687	(1.0%) ↓	\$10,553,919	(1.0%) ↓	\$11,796,929	7.1% ↓
<b>Total Convention Center Bookings</b>						
No. of Shows	3	(62.5%) ↓	21	(19.2%) ↓	86	(7.5%) ↓
No. of Room Nights	1,475	(79.1%) ↓	14,681	(27.2%) ↓	73,046	1.0% ↓
No. of Delegates	20,450	(34.0%) ↓	147,606	4.9% ↓	333,519	28.4% ↑
Delegate Spending	\$3,174,474	(64.7%) ↓	\$31,687,531	0.2% ↓	\$121,259,504	28.5% ↑
<b>Hotel - Individual Properties</b>						
No. of Shows	4	(33.3%) ↓	12	(29.4%) ↓	75	(12.8%) ↓
No. of Room Nights	1,380	(61.5%) ↓	4,821	(45.7%) ↓	36,197	(14.8%) ↓
No. of Delegates	900	(44.8%) ↓	6,106	(55.9%) ↓	39,728	(75.4%) ↓
Delegate Spending	\$688,085	(61.8%) ↓	\$3,254,831	(39.0%) ↓	\$26,205,230	(40.2%) ↓
<b>Monthly Totals</b>						
No. of Shows	7	(50.0%) ↓	33	(23.3%) ↓	161	(10.1%) ↓
No. of Room Nights	2,855	(73.2%) ↓	19,502	(32.9%) ↓	109,243	(4.8%) ↓
No. of Delegates	21,350	(34.6%) ↓	153,712	(0.5%) ↓	373,247	(11.3%) ↓
Delegate Spending	\$3,862,559	(64.2%) ↓	\$34,942,362	(5.4%) ↓	\$147,464,734	6.7% ↓

**BOARDWALK HALL ACTIVITY**

	Month ended April 2014	Variance	Last 3-months ended April 2014	Variance	Last 12-months ended April 2014	Variance
<b>Public Shows</b>						
Attendance	11,692	(52.4%) ↓	43,264	4.5% ↓	165,260	2.6% ↓
Avg. Attendance	11,692	(4.8%) ↓	10,816	4.5% ↓	11,804	31.9% ↑
<b>Sporting Events</b>						
Attendance	-	n/a n/a	60,234	(12.8%) ↓	82,317	(19.8%) ↓
Avg. Attendance	n/a	n/a n/a	8,605	(25.2%) ↓	6,860	(19.8%) ↓
<b>Total Events</b>						
Attendance	11,692	(52.4%) ↓	103,498	(6.3%) ↓	247,577	(6.1%) ↓
Avg. Attendance	11,692	(4.8%) ↓	9,409	(14.8%) ↓	9,522	8.3% ↓



**Key Metrics and Variances**

**TRANSPORTATION STATISTICS \***

	Month ended April 2014	Variance	Last 3-months ended April 2014	Variance	Last 12-months ended April 2014	Variance
<b>Cars, Passenger Vehicles</b>						
AC Expressway-Pleasantville Plaza	1,517,604	(5.6%) 🏆	4,377,035	(5.8%) 🏆	19,855,212	(1.4%) 🏆
<b>Buses</b>						
SJTA Day Bus Count	7,500	(11.4%) ↓	20,532	(11.8%) ↓	96,409	(12.4%) ↓
SJTA Day Bus Passengers	144,883	(17.9%) ↓	371,671	(18.5%) ↓	1,891,219	(13.7%) ↓
SJTA Overnight Bus Count	120	(21.6%) ↓	354	(10.2%) ↓	1,349	(9.8%) 🏆
SJTA Overnight Bus Passengers	4,966	(19.4%) ↓	14,092	(14.0%) ↓	54,981	(8.6%) 🏆
<b>Air Travel</b>						
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 April 2014	Variance	Last 3-months ended April 2014	Variance	Last 12-months ended April 2014	Variance
Gross Gaming Revenue (\$M)	\$236.1	3.1% 🏆	\$679.3	(0.2%) 🏆	\$2,864.3	(2.4%) 🏆
Slot Revenue (\$M)	\$151.4	(6.3%) 🏆	\$445.9	(7.1%) 🏆	\$2,021.8	(3.2%) 🏆
Table Games & Related Revenue (\$M)	\$73.2	8.9% 🏆	\$199.8	(0.4%) 🏆	\$791.0	(6.6%) 🏆
Internet Gross Revenue (\$M)	\$11.4	n/a	\$33.6	n/a	\$51.4	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