Tourism Barometer

December 2008

A service of the
Atlantic City Convention and Visitors Authority
2314 Pacific Avenue
Atlantic City, NJ 08401
609-348-7100 or 888-AC-VISIT (228-4748)
www.atlanticcitynj.com

Produced in conjunction with

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New Jersey Center for Hospitality and Tourism Research at
The Richard Stockton College of New Jersey

STOCKTON COLLEGE
THE RICHARD STOCKTON COLLEGE OF NEW JERSEY
Atlantic City Convention Center Statistics

from the

Atlantic City Convention and Visitors Authority

including

Conventions, Meetings, Trade, Public and Hotel Shows
Room Nights Contribution
Attendees
Delegate Spending

STOCKTON COLLEGE
THE RICHARD STOCKTON COLLEGE OF NEW JERSEY
Atlantic City Convention Center
Conventions, Meetings, Trade, Public and Hotel Shows Combined

Conventions, Meetings, Trade, Public and Hotel Shows 2007
Conventions, Meetings, Trade, Public and Hotel Shows 2008
Atlantic City Convention Center
Room Night Contributions (Thousands)

<table>
<thead>
<tr>
<th>Month</th>
<th>2007 # Room Nights</th>
<th>2008 # Room Nights</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>February</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>March</td>
<td>11</td>
<td>14</td>
</tr>
<tr>
<td>April</td>
<td>14</td>
<td>13</td>
</tr>
<tr>
<td>May</td>
<td>13</td>
<td>10</td>
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<tr>
<td>June</td>
<td>10</td>
<td>6</td>
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<tr>
<td>July</td>
<td>6</td>
<td>2</td>
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<tr>
<td>August</td>
<td>2</td>
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<tr>
<td>September</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>October</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>November</td>
<td></td>
<td>24</td>
</tr>
<tr>
<td>December</td>
<td></td>
<td>8</td>
</tr>
</tbody>
</table>
Atlantic City Convention Center Attendees (Thousands)

- January: 31
- February: 23
- March: 80
- April: 40
- May: 23
- June: 20
- July: 10
- August: 5
- September: 22
- October: 25
- November: 72
- December: 17

2007 - 2008
Atlantic City Visitors Center & Website Statistics

provided by the

Atlantic City Convention and Visitors Authority

including

Visitor Center & Website Economic Impact
Visitor Center & Website Room Reservations
Visitor Center & Website Visitors

STOCKTON COLLEGE
THE RICHARD STOCKTON COLLEGE OF NEW JERSEY
Atlantic City Convention and Visitors Authority
Visitors Center Economic Impact ($Thousands)

- **2007 Economic Impact**
- **2008 Economic Impact**

<table>
<thead>
<tr>
<th>Month</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
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</thead>
<tbody>
<tr>
<td>Amount</td>
<td>$442</td>
<td>$176</td>
<td>$196</td>
<td>$138</td>
<td>$135</td>
<td>$33</td>
<td>$24</td>
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</table>

- January: $35
- February: $34
- March: $45
- April: $88
- May: $100

July has the highest economic impact ($442,000) among all months.
Atlantic City Convention and Visitors Authority Website Economic Impact ($Thousands)

- **January**: $163
- **February**: $217
- **March**: $322
- **April**: $244
- **May**: $253
- **June**: $430
- **July**: $463
- **August**: $406
- **September**: $167
- **October**: $175
- **November**: $117
- **December**: $85

2007 Economic Impact | 2008 Economic Impact
Atlantic City Convention and Visitors Authority
Visitors Center Traffic (Thousands)
Atlantic City Convention and Visitors Authority
Website Visitors
(Thousands)
Boardwalk Hall Statistics

provided by the

Atlantic City Convention and Visitors Authority

including

Boardwalk Hall Attendance
Casino Statistics

provided by the

New Jersey Casino Control Commission

including

Casino Employment
Casino Hotel Occupancy and ADR
New Jersey Casino Control Commission
Atlantic City Casino Hotel Average Daily Rate (ADR) (Figures Include Comps)

<table>
<thead>
<tr>
<th>Quarter</th>
<th>2006 ADR</th>
<th>2007 ADR</th>
<th>2008 ADR</th>
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<tbody>
<tr>
<td>1st Quarter</td>
<td>$92.09</td>
<td>$96.09</td>
<td>$92.09</td>
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<tr>
<td>2nd Quarter</td>
<td>$97.55</td>
<td>$101.32</td>
<td>$97.55</td>
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<tr>
<td>3rd Quarter</td>
<td>$106.06</td>
<td>$111.94</td>
<td>$106.06</td>
</tr>
<tr>
<td>4th Quarter</td>
<td>$98.45</td>
<td>$101.84</td>
<td>$98.45</td>
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New Jersey Casino Control Commission
Atlantic City Casino Win
(Net Amount of Gaming Revenue Won)
($Billions)
Transportation Statistics

provided by the

South Jersey Transportation Authority

and

NJ Transit & Atlantic City International Airport

including

Pleasantville Toll Plaza Cars

Atlantic City International Airport (ACY) Scheduled & Chartered

New Jersey Transit Atlantic City Rail Passengers
South Jersey Transportation Authority Overnight and Daytrip Motorcoach Riders (Thousands)

- 2006 Riders
- 2007 Riders
- 2008 Riders
Atlantic City International Airport (ACY) Charter Service Passengers (Thousands)