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Tourism & Sales Barometer

If you have any questions regarding the Tourism Barometer, please email Donna Pless at dpless@accva.com

	August <u>2011</u>	August <u>2010</u>	% Increase or Decrease	YTD <u>2011</u>	YTD <u>2010</u>	% Increase or Decrease
ACCVA VISITOR NUMBERS						
Total Welcome Center Visitors	15,766	18,251	-14%	92,361	87,151	6%
Room Nights by Month	166	212	-22%	759	874	-13%
Room Night Economic Impact	\$97,608	\$124,710	-22%	\$443,852	\$599,242	-26%
Total Visitor Inquiries by Phone	1,090	1,149	-5%	6,383	7,021	-9%
Total Visitor Inquiries by eMail	10,492	5,537	89%	53,087	49,532	7%

ACCVA WEBSITE STATISTICS						
Visits	501,221	384,398	30%	2,797,572	2,230,057	25%
Unique Visitors	368,671	310,723	19%	2,249,246	1,845,039	22%
New Visitors	324,749	278,178	17%	2,026,622	1,664,694	22%
Page Views	1,656,673	2,146,098	-23%	13,997,668	13,803,531	1%
Online VG Requests	2,162	2,653	-19%	24,333	28,433	-14%

CONVENTION SALES ACTIVITIES						
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	3	3	0%	54	52	4%
No. of Room Nights	70	45	56%	46,069	51,918	-11%
No. of Delegates	370	525	-30%	120,059	144,908	-17%
Delegate Spending	\$53,686	\$54,880	-2%	\$62,052,308	\$65,105,828	-5%

Public Shows - Atlantic City Convention Center						
No. of Shows	0	0		9	9	0%
No. of Room Nights	0	0		4,996	6,341	-21%
No. of Delegates	0	0		110,634	72,844	52%
Delegate Spending	\$0	\$0		\$11,893,154	\$7,830,728	52%

Total Convention Center Bookings						
No. of Shows	3	3	0%	63	61	3%
No. of Room Nights	70	45	56%	51,065	58,259	-12%
No. of Delegates	370	525	-30%	230,693	217,752	6%
Delegate Spending	\$63,686	\$54,880	16%	\$73,945,462	\$72,936,556	1%

Hotel - Individual Properties						
No. of Shows	3	5	-40%	58	50	16%
No. of Room Nights	1,738	1,894	-8%	41,269	14,630	182%
No. of Delegates	1,690	860	97%	114,630	11,051	937%
Delegate Spending	\$1,851,212	\$896,709	106%	\$44,446,427	\$9,282,633	379%

BOARDWALK HALL						
Public Shows	2	3	-33%	12	13	-8%
Attendance	21,066	34,093	-38%	113,036	107,854	5%
Sporting Events	0	0	100%	12	5	140%
Attendance	0	0	100%	105,169	78,031	35%
Total Events	2	3	-33%	24	18	33%
Attendance	21,066	34,093	-38%	218,205	185,885	17%

1 * **TRANSPORTATION STATISTICS**

	August <u>2011</u>	August <u>2010</u>	YTD <u>2011</u>	YTD <u>2010</u>
AC Expressway-Pleasantville Plaza	1,915,560	2,284,011	14,163,482	14,969,329
ACY - Scheduled Service Deplanements	60,412	62,261	454,329	408,856
ACY - Chartered Deplanements	6,763	8,856	55,301	57,943
Day Bus Count	11,605	15,062	99,477	109,956
Day Bus Passengers	270,021	345,180	2,252,682	2,512,042
Overnight Bus Count	64	85	1,157	1,292
Overnight Bus Passengers	2,250	3,029	42,771	49,399

ACY - Atlantic City International Airport

** **CASINO REVENUE**

	August <u>2011</u>	August <u>2010</u>	YTD <u>2011</u>	YTD <u>2010</u>
Slots	\$193,740,757	\$245,059,277	\$1,599,565,768	\$1,725,318,545
Table and Other Games	\$85,042,629	\$102,417,471	\$670,137,751	\$760,467,278
Gross Gaming Revenue	\$244,571,430	\$304,175,301	\$2,059,613,229	\$2,309,819,479

*** **LUXURY TAX**

	Month <u>2011</u>	Month <u>2010</u>	YTD <u>2011</u>	YTD <u>2010</u>
January	\$2,297,537	\$1,565,460	\$2,297,537	\$1,565,460
February	\$1,987,195	\$1,593,565	\$4,284,732	\$3,159,025
March	\$2,470,168	\$2,520,175	\$6,754,900	\$5,679,200
April	\$2,694,771	\$2,179,572	\$9,449,671	\$7,858,772
May	\$2,277,943	\$2,164,245	\$11,727,615	\$10,023,017
June	\$3,311,099	\$2,256,500	\$15,038,714	\$12,279,517

1 SJTA traffic numbers at the time of this release are unaudited and subject to change.

* Source - South Jersey Transportation Authority

** Source - Division of Gaming Enforcement

*** Source - New Jersey State Treasury