



ATLANTIC CITY TOURISM & SALES BAROMETER

FEBRUARY 2012 (vs. FEBRUARY 2011)

Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended February 2012	Variance	Last 3-months ended February 2012	Variance	Last 12-months ended February 2012	Variance
Total Welcome Center Visitors	8,088	18% ↑	21,147	30% ↑	133,664	11% ↑
Total Room Nights	14	0% →	44	57% ↑	1,012	(14%) ↓
Room Night Economic Impact	\$8,232	0% →	\$25,872	58% ↑	\$595,056	(15%) ↓
Total Visitor Inquiries by Phone	814	2% →	1,977	8% →	8,849	(6%) →
Total Visitor Inquiries by eMail	2,284	(43%) ↓	7,309	(32%) ↓	59,190	(5%) →

WEBSITE STATISTICS (www.atlanticcityni.com)

	Month ended February 2012	Variance	Last 3-months ended February 2012	Variance	Last 12-months ended February 2012	Variance
Visits	366,701	34% ↑	957,616	32% ↑	3,982,300	27% ↑
Unique Visitors	274,101	20% ↑	750,856	23% ↑	3,170,332	21% ↑
New Visitors (%)	66.4%	(12.0%) ↓	70.4%	(7.7%) →	71.3%	(4.9%) →
New Visitors	243,487	18% ↑	673,723	22% ↑	2,838,581	21% ↑
Page Views	1,264,989	(22%) ↓	3,373,722	(21%) ↓	16,814,372	(12%) ↓
Online Visitor Guide Requests	2,855	8% →	6,115	(11%) ↓	27,899	(20%) ↓

CONVENTION SALES ACTIVITIES

	Month ended February 2012	Variance	Last 3-months ended February 2012	Variance	Last 12-months ended February 2012	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	3	(25%) ↓	19	(5%) →	91	(9%) →
No. of Room Nights	580	84% ↑	16,900	(7%) →	81,881	(6%) →
No. of Delegates	11,362	531% ↑	45,812	21% ↑	221,423	(3%) →
Delegate Spending	\$2,049,765	269% ↑	\$23,905,171	8% →	\$114,112,672	0% →
Public Shows - Atlantic City Convention Center						
No. of Shows	3	(25%) ↓	4	(20%) ↓	10	(23%) ↓
No. of Room Nights	2,371	(1%) →	2,371	(41%) ↓	5,226	(25%) ↓
No. of Delegates	73,175	(6%) →	74,175	(8%) →	109,324	(7%) →
Delegate Spending	\$7,866,312	(6%) →	\$7,950,044	(23%) ↓	\$11,728,560	(18%) ↓
Total Convention Center Bookings						
No. of Shows	6	(25%) ↓	23	(8%) →	101	(11%) ↓
No. of Room Nights	2,951	8% →	19,271	(13%) ↓	87,107	(7%) →
No. of Delegates	84,537	6% →	119,987	1% →	330,747	(5%) →
Delegate Spending	\$9,916,077	11% ↑	\$31,855,215	(2%) →	\$125,841,232	(2%) →
Hotel - Individual Properties						
No. of Shows	5	67% ↑	9	(18%) ↓	75	6% →
No. of Room Nights	3,356	350% ↑	4,164	44% ↑	45,805	123% ↑
No. of Delegates	2,360	125% ↑	8,252	134% ↑	122,911	665% ↑
Delegate Spending	\$1,900,827	201% ↑	\$5,089,733	155% ↑	\$49,621,355	282% ↑
Monthly Totals						
No. of Shows	11	0% →	32	(11%) ↓	176	(4%) →
No. of Room Nights	6,307	82% ↑	23,435	(7%) →	132,912	16% ↑
No. of Delegates	86,897	8% →	128,239	5% →	453,658	25% ↑
Delegate Spending	\$11,816,904	24% ↑	\$36,944,948	7% →	\$175,462,587	25% ↑

BOARDWALK HALL ACTIVITY

	Month ended February 2012	Variance	Last 3-months ended February 2012	Variance	Last 12-months ended February 2012	Variance
Public Shows						
Attendance	5,356	(72%) ↓	28,215	6% →	152,267	(24%) ↓
Avg. Attendance	5,356	(44%) ↓	13,838	(19%) ↓	86,791	(27%) ↓
Sporting Events						
Attendance	6,265	(22%) ↓	20,884	4% →	118,023	10% ↑
Avg. Attendance	6,265	135% ↑	20,884	93% ↑	63,095	16% ↑
Total Events						
Attendance	11,621	(57%) ↓	49,099	5% →	270,290	(12%) ↓
Avg. Attendance	5,811	7% →	16,561	21% ↑	98,940	(20%) ↓



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TRANSPORTATION STATISTICS

	Month ended February 2012	Variance	Last 3-months ended February 2012	Variance	Last 12-months ended February 2012	Variance
Cars, Passenger Vehicles *						
AC Expressway-Pleasantville Plaza	1,560,640	5% ↗	4,698,805	7% ↗	21,198,156	(1%) ↘
Buses *						
SJTA Day Bus Count	9,593	(11%) ↓	28,454	(12%) ↓	140,389	(13%) ↓
SJTA Day Bus Passengers	207,978	(12%) ↓	536,252	(15%) ↓	3,052,026	(15%) ↓
SJTA Overnight Bus Count	163	(13%) ↓	348	7% ↗	1,838	(12%) ↓
SJTA Overnight Bus Passengers	6,484	(13%) ↓	13,816	10% ↗	69,661	(12%) ↓
Air Travel **						
ACY - Scheduled Service Passengers (Deplaned)	46,216	8% ↗	140,213	4% ↗	620,196	(3%) ↘
ACY - Charter Passengers (Deplaned)	5,223	(17%) ↓	13,187	(11%) ↓	77,312	(8%) ↘

CASINO REVENUE

	Month ended February 2012	Variance	Last 3-months ended February 2012	Variance	Last 12-months ended February 2012	Variance
Gross Gaming Revenue (\$ millions)	\$243.2	(5.9%) ↘	\$727.4	(3.2%) ↘	\$3,289.4	(6.8%) ↘
Slot Revenue (\$ millions)	\$176.2	(4.2%) ↘	\$515.0	1.1% ↗	\$2,335.0	(4.8%) ↘
Table Games & Related Revenue (\$ millions)	\$66.9	(10.2%) ↓	\$212.4	(12.0%) ↓	\$954.3	(11.2%) ↓

LEGEND:

If variance is:	More than 10%	1% to 9%	No Variance	(1%) to (9%)	More than (10%)
	10%	5%	0%	(5%)	(10%)
then Indicator Arrow is:	↗	↗	→	↘	↓

* - South Jersey Transportation Authority (SJTA); ** - Atlantic City International Airport (ACY); Casino Revenue and Casino Hotel/F&B Volume as reported per NJ Division of Gaming Enforcement.