



Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended July 2012	Variance	Last 3-months ended July 2012	Variance	Last 12-months ended July 2012	Variance
Total Welcome Center Visitors	16,743	(12%) ↓	42,740	(11%) ↓	136,406	8% ↑
Total Room Nights	158	3% ↑	290	(42%) ↓	792	(29%) ↓
Room Night Economic Impact	\$92,904	3% ↑	\$170,520	(42%) ↓	\$465,696	(26%) ↓
Total Visitor Inquiries by Phone	986	13% ↑	2,737	14% ↑	9,407	4% ↑
Total Visitor Inquiries by eMail	6,179	37% ↑	22,507	(2%) ↓	54,057	(11%) ↓

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended July 2012	Variance	Last 3-months ended July 2012	Variance	Last 12-months ended July 2012	Variance
Visits	593,266	28% ↑	1,617,683	40% ↑	4,587,219	32% ↑
Unique Visitors	440,615	20% ↑	1,203,022	29% ↑	3,518,565	23% ↑
New Visitors (%)	66.1%	(9%) ↓	66.3%	(10%) ↓	68.4%	(8%) ↓
New Visitors	392,262	16% ↑	1,071,716	26% ↑	3,137,933	21% ↑
Page Views	2,165,545	17% ↑	5,893,611	6% ↓	16,417,024	(14%) ↓
Online Visitor Guide Requests	4,033	40% ↑	15,437	63% ↑	34,042	9% ↑

CONVENTION SALES ACTIVITIES

	Month ended July 2012	Variance	Last 3-months ended July 2012	Variance	Last 12-months ended July 2012	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	4	0% →	17	(23%) ↓	93	(5%) ↓
No. of Room Nights	535	7% ↑	12,637	(15%) ↓	75,893	(5%) ↓
No. of Delegates	7,790	90% ↑	32,804	(12%) ↓	220,015	6% ↓
Delegate Spending	\$1,117,268	(21%) ↓	\$15,281,360	(24%) ↓	\$108,383,821	(3%) ↓
Public Shows - Atlantic City Convention Center						
No. of Shows	-	n/a n/a	-	n/a n/a	8	(27%) ↓
No. of Room Nights	-	n/a n/a	-	n/a n/a	3,757	(45%) ↓
No. of Delegates	-	n/a n/a	-	n/a n/a	99,645	(14%) ↓
Delegate Spending	\$0	n/a n/a	\$0	n/a n/a	\$10,688,068	(24%) ↓
Total Convention Center Bookings						
No. of Shows	4	0% →	17	(26%) ↓	101	(7%) ↓
No. of Room Nights	535	7% ↑	12,637	(16%) ↓	79,650	(8%) ↓
No. of Delegates	7,790	90% ↑	32,804	(16%) ↓	319,660	(1%) ↓
Delegate Spending	\$1,117,268	(21%) ↓	\$15,281,360	(25%) ↓	\$119,071,889	(5%) ↓
Hotel - Individual Properties						
No. of Shows	4	0% →	28	17% ↑	76	(11%) ↓
No. of Room Nights	1,443	272% ↑	23,975	(14%) ↓	38,513	(20%) ↓
No. of Delegates	1,630	229% ↑	129,075	39% ↑	160,782	36% ↑
Delegate Spending	\$1,019,451	346% ↑	\$29,983,210	(13%) ↓	\$44,142,729	(7%) ↓
Monthly Totals						
No. of Shows	8	0% →	45	(4%) ↓	177	(9%) ↓
No. of Room Nights	1,978	123% ↑	36,612	(15%) ↓	118,163	(12%) ↓
No. of Delegates	9,420	105% ↑	161,879	23% ↑	480,442	9% ↓
Delegate Spending	\$2,136,719	30% ↑	\$45,264,570	(17%) ↓	\$163,214,618	(5%) ↓

BOARDWALK HALL ACTIVITY

	Month ended July 2012	Variance	Last 3-months ended July 2012	Variance	Last 12-months ended July 2012	Variance
Public Shows						
Attendance	11,220	3% ↑	36,483	(17%) ↓	157,532	(25%) ↓
Avg. Attendance	11,220	3% ↑	7,297	(34%) ↓	8,752	(21%) ↓
Sporting Events						
Attendance	-	n/a n/a	-	n/a n/a	10	(33%) ↓
Avg. Attendance	n/a	n/a n/a	-	n/a n/a	10,475	27% ↑
Total Events						
Attendance	11,220	(13%) ↓	36,483	(24%) ↓	262,283	(21%) ↓
Avg. Attendance	11,220	75% ↑	7,297	(9%) ↓	9,367	(5%) ↓



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TRANSPORTATION STATISTICS

	Month ended July 2012	Variance	Last 3-months ended July 2012	Variance	Last 12-months ended July 2012	Variance
Cars, Passenger Vehicles *						
AC Expressway-Pleasantville Plaza	2,043,131	(8%) 🚩	5,828,278	(2%) 🚩	21,121,595	0% 🚩
Buses *						
SJTA Day Bus Count	11,244	(18%) ↓	33,733	(15%) ↓	128,826	(16%) ↓
SJTA Day Bus Passengers	238,598	(28%) ↓	724,506	(22%) ↓	2,651,964	(22%) ↓
SJTA Overnight Bus Count	70	(36%) ↓	444	(17%) ↓	1,843	(2%) 🚩
SJTA Overnight Bus Passengers	2,350	(38%) ↓	17,167	(9%) 🚩	73,029	4% 🚩
Air Travel **						
ACY - Scheduled Service Passengers (Deplaned)	67,900	(2%) 🚩	187,105	(3%) 🚩	624,682	(8%) 🚩
ACY - Charter Passengers (Deplaned)	6,377	(21%) ↓	18,668	(18%) ↓	71,210	(14%) ↓

CASINO REVENUE

	Month ended July 2012	Variance	Last 3-months ended July 2012	Variance	Last 12-months ended July 2012	Variance
Gross Gaming Revenue (\$M)	\$308.8	(9.5%) 🚩	\$847.5	(6.8%) 🚩	\$3,185.0	(6.9%) 🚩
Slot Revenue (\$M)	\$223.8	(8.9%) 🚩	\$612.3	(6.1%) 🚩	\$2,271.2	(5.5%) 🚩
Table Games & Related Revenue (\$M)	\$85.0	(11.0%) ↓	\$235.2	(8.5%) 🚩	\$913.9	(10.4%) ↓

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); Casino Revenue and Casino Hotel/F&B Volume as reported per NJ Division of Gaming Enforcement.