



Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended November 2012	Variance	Last 3-months ended November 2012	Variance	Last 12-months ended November 2012	Variance
Total Welcome Center Visitors	6,139	(13%) ↓	26,596	(16%) ↓	134,957	5% ↑
Total Room Nights	6	(75%) ↓	192	(17%) ↓	740	(26%) ↓
Room Night Economic Impact	\$3,528	(75%) ↓	\$112,896	(17%) ↓	\$435,120	(26%) ↓
Total Visitor Inquiries by Phone	600	20% ↑	1,828	4% ↑	9,365	8% ↑
Total Visitor Inquiries by eMail	2,965	64% ↑	11,286	66% ↑	52,170	(17%) ↓

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended November 2012	Variance	Last 3-months ended November 2012	Variance	Last 12-months ended November 2012	Variance
Visits	220,074	(8%) ↓	882,009	16% ↑	4,788,075	28% ↑
Unique Visitors	179,112	(7%) ↓	690,570	13% ↑	3,671,821	22% ↑
New Visitors (%)	72.0%	(0%) ↓	69.1%	(3%) ↓	68.3%	(6%) ↓
New Visitors	158,439	(8%) ↓	609,909	12% ↑	3,269,425	20% ↑
Page Views	709,650	(11%) ↓	3,141,752	18% ↑	17,288,533	(2%) ↓
Online Visitor Guide Requests	1,781	103% ↑	5,485	77% ↑	36,870	29% ↑

CONVENTION SALES ACTIVITIES

	Month ended November 2012	Variance	Last 3-months ended November 2012	Variance	Last 12-months ended November 2012	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	1	(91%) ↓	23	(23%) ↓	89	(3%) ↓
No. of Room Nights	-	n/a n/a	17,476	(43%) ↓	63,753	(23%) ↓
No. of Delegates	45	(100%) ↓	26,283	(68%) ↓	165,671	(22%) ↓
Delegate Spending	\$4,228	(100%) ↓	\$17,065,422	(59%) ↓	\$84,631,943	(25%) ↓
Public Shows - Atlantic City Convention Center						
No. of Shows	-	n/a n/a	1	0% ↓	9	(18%) ↓
No. of Room Nights	-	n/a n/a	174	(34%) ↓	6,916	1% ↓
No. of Delegates	-	n/a n/a	1,375	(39%) ↓	99,513	(14%) ↓
Delegate Spending	\$0	n/a n/a	\$147,812	(39%) ↓	\$10,673,878	(24%) ↓
Total Convention Center Bookings						
No. of Shows	1	(92%) ↓	24	(23%) ↓	98	(5%) ↓
No. of Room Nights	-	n/a n/a	17,650	(43%) ↓	70,669	(21%) ↓
No. of Delegates	45	(100%) ↓	27,658	(67%) ↓	265,184	(19%) ↓
Delegate Spending	\$4,228	(100%) ↓	\$17,213,234	(59%) ↓	\$95,305,821	(25%) ↓
Hotel - Individual Properties						
No. of Shows	5	25% ↑	24	50% ↑	91	18% ↑
No. of Room Nights	655	51% ↑	4,345	52% ↑	41,274	(7%) ↓
No. of Delegates	715	51% ↑	7,297	176% ↑	167,470	42% ↑
Delegate Spending	\$385,938	32% ↑	\$3,270,351	89% ↑	\$45,710,771	(2%) ↓
Monthly Totals						
No. of Shows	6	(63%) ↓	48	2% ↓	189	5% ↓
No. of Room Nights	655	(95%) ↓	21,995	(35%) ↓	111,943	(17%) ↓
No. of Delegates	760	(99%) ↓	34,955	(60%) ↓	432,654	(3%) ↓
Delegate Spending	\$390,166	(99%) ↓	\$20,483,585	(53%) ↓	\$141,016,592	(18%) ↓

BOARDWALK HALL ACTIVITY

	Month ended November 2012	Variance	Last 3-months ended November 2012	Variance	Last 12-months ended November 2012	Variance
Public Shows	1	(50%) ↓	3	0% ↓	19	19% ↑
Attendance	10,470	(53%) ↓	29,619	(6%) ↓	170,621	13% ↑
Avg. Attendance	10,470	(6%) ↓	9,873	(6%) ↓	8,980	(5%) ↓
Sporting Events	3	n/a n/a	4	33% ↑	11	(31%) ↓
Attendance	17,552	n/a n/a	24,467	218% ↑	121,531	4% ↓
Avg. Attendance	5,851	n/a n/a	6,117	139% ↑	11,048	51% ↑
Total Events	4	100% ↑	7	17% ↑	30	(6%) ↓
Attendance	28,022	26% ↑	54,086	38% ↑	292,152	9% ↓
Avg. Attendance	7,006	(37%) ↓	7,727	18% ↑	9,738	16% ↑



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TRANSPORTATION STATISTICS

	Month ended November 2012	Variance	Last 3-months ended November 2012	Variance	Last 12-months ended November 2012	Variance
Cars, Passenger Vehicles *						
AC Expressway-Pleasantville Plaza	1,313,494	(20%) ↓	4,536,869	(14%) ↓	20,714,069	(1%) ↗
Buses *						
SJTA Day Bus Count	5,964	(44%) ↓	27,190	(22%) ↓	122,263	(15%) ↓
SJTA Day Bus Passengers	110,910	(48%) ↓	533,706	(27%) ↓	2,475,262	(21%) ↓
SJTA Overnight Bus Count	149	(21%) ↓	426	(23%) ↓	1,742	(4%) ↗
SJTA Overnight Bus Passengers	5,936	(19%) ↓	17,344	(21%) ↓	69,869	2% ↗
Air Travel **						
ACY - Scheduled Service Passengers (Deplaned)	39,242	(12%) ↓	117,993	1% ↗	636,109	3% ↗
ACY - Charter Passengers (Deplaned)	3,011	(48%) ↓	14,486	(27%) ↓	65,749	(17%) ↓

CASINO REVENUE

	Month ended November 2012	Variance	Last 3-months ended November 2012	Variance	Last 12-months ended November 2012	Variance
Gross Gaming Revenue (\$M)	\$176.9	(28%) ↓	\$663.0	(17%) ↓	\$3,080.1	(7%) ↗
Slot Revenue (\$M)	\$126.1	(27%) ↓	\$473.7	(17%) ↓	\$2,207.6	(5%) ↗
Table Games & Related Revenue (\$M)	\$50.8	(30%) ↓	\$189.4	(19%) ↓	\$872.6	(11%) ↓

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.