



Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended December 2012	Variance	Last 3-months ended December 2012	Variance	Last 12-months ended December 2012	Variance
Total Welcome Center Visitors	6,809	(3%) ↘	21,398	(15%) ↘	134,782	3% ↗
Total Room Nights	10	(38%) ↘	78	(46%) ↘	734	(27%) ↘
Room Night Economic Impact	\$58,800	525% ↗	\$98,784	17% ↗	\$484,512	(18%) ↘
Total Visitor Inquiries by Phone	447	(5%) ↘	1,630	6% ↗	9,339	7% ↗
Total Visitor Inquiries by eMail	2,278	59% ↗	10,538	80% ↗	53,016	(14%) ↘

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended December 2012	Variance	Last 3-months ended December 2012	Variance	Last 12-months ended December 2012	Variance
Visits	275,944	11% ↗	822,326	11% ↗	4,816,075	26% ↗
Unique Visitors	215,085	7% ↗	650,658	9% ↗	3,686,205	20% ↗
New Visitors (%)	69.6%	(5%) ↘	70.4%	(2%) ↘	68.1%	(6%) ↘
New Visitors	192,076	6% ↗	578,749	9% ↗	3,279,976	19% ↗
Page Views	1,037,576	20% ↗	2,958,873	16% ↗	17,459,384	(0%) ↘
Online Visitor Guide Requests	1,362	10% ↗	4,759	44% ↗	36,989	29% ↗

CONVENTION SALES ACTIVITIES

	Month ended December 2012	Variance	Last 3-months ended December 2012	Variance	Last 12-months ended December 2012	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	12	20% ↗	27	(18%) ↘	91	(3%) ↘
No. of Room Nights	6,669	5% ↗	16,794	(48%) ↘	64,072	(23%) ↘
No. of Delegates	14,496	5% ↗	30,632	(66%) ↘	166,318	(23%) ↘
Delegate Spending	\$9,841,231	2% ↗	\$19,215,381	(59%) ↘	\$84,778,134	(25%) ↘
Public Shows - Atlantic City Convention Center						
No. of Shows	1	0% ↗	2	0% ↗	9	(18%) ↘
No. of Room Nights	-	n/a n/a	174	(34%) ↘	6,916	31% ↗
No. of Delegates	1,500	50% ↗	2,875	(12%) ↘	100,013	(12%) ↘
Delegate Spending	\$125,357	50% ↗	\$273,169	(16%) ↘	\$10,715,503	(12%) ↘
Total Convention Center Bookings						
No. of Shows	13	18% ↗	29	(17%) ↘	100	(5%) ↘
No. of Room Nights	6,669	5% ↗	16,968	(48%) ↘	70,988	(20%) ↘
No. of Delegates	15,996	8% ↗	33,507	(64%) ↘	266,331	(19%) ↘
Delegate Spending	\$9,966,588	2% ↗	\$19,488,550	(58%) ↘	\$95,493,637	(24%) ↘
Hotel - Individual Properties						
No. of Shows	2	n/a n/a	14	100% ↗	93	24% ↗
No. of Room Nights	36	n/a n/a	2,303	171% ↗	41,310	(6%) ↘
No. of Delegates	86	n/a n/a	1,856	133% ↗	167,556	43% ↗
Delegate Spending	\$24,534	n/a n/a	\$1,452,529	165% ↗	\$45,735,305	(1%) ↘
Monthly Totals						
No. of Shows	15	36% ↗	43	2% ↗	193	7% ↗
No. of Room Nights	6,705	6% ↗	19,271	(42%) ↘	112,298	(15%) ↘
No. of Delegates	16,082	8% ↗	35,363	(62%) ↘	433,887	(3%) ↘
Delegate Spending	\$9,991,122	2% ↗	\$20,941,079	(56%) ↘	\$141,228,942	(18%) ↘

BOARDWALK HALL ACTIVITY

	Month ended December 2012	Variance	Last 3-months ended December 2012	Variance	Last 12-months ended December 2012	Variance
Public Shows						
Attendance	522	(60%) ↘	10,992	(53%) ↘	169,850	16% ↗
Avg. Attendance	522	(60%) ↘	5,496	(30%) ↘	8,939	(2%) ↘
Sporting Events						
Attendance	-	n/a n/a	4	33% ↗	10	(38%) ↘
Avg. Attendance	n/a	n/a n/a	6,117	83% ↗	11,730	60% ↗
Total Events						
Attendance	522	(91%) ↘	35,459	6% ↗	287,151	9% ↗
Avg. Attendance	522	(81%) ↘	5,910	6% ↗	9,902	21% ↗



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TRANSPORTATION STATISTICS

	Month ended December 2012	Variance	Last 3-months ended December 2012	Variance	Last 12-months ended December 2012	Variance
Cars, Passenger Vehicles *						
AC Expressway-Pleasantville Plaza	1,460,335	(9%) 🚩	4,209,346	(17%) 🚩	20,576,338	(2%) 🚩
Buses *						
SJTA Day Bus Count	7,269	(24%) 🚩	23,347	(28%) 🚩	119,874	(16%) 🚩
SJTA Day Bus Passengers	118,708	(31%) 🚩	419,623	(35%) 🚩	2,420,663	(22%) 🚩
SJTA Overnight Bus Count	76	(8%) 🚩	346	(21%) 🚩	1,735	(6%) 🚩
SJTA Overnight Bus Passengers	2,996	(5%) 🚩	13,870	(19%) 🚩	69,705	(0%) 🚩
Air Travel **						
ACY - Scheduled Service Passengers (Deplaned)	38,866	(17%) 🚩	115,092	(9%) 🚩	628,141	2% 🚩
ACY - Charter Passengers (Deplaned)	3,962	8% 🚩	12,968	(21%) 🚩	66,912	(15%) 🚩

CASINO REVENUE

	Month ended December 2012	Variance	Last 3-months ended December 2012	Variance	Last 12-months ended December 2012	Variance
Gross Gaming Revenue (\$M)	\$223.9	(9%) 🚩	\$610.6	(19%) 🚩	\$3,056.1	(8%) 🚩
Slot Revenue (\$M)	\$158.6	(8%) 🚩	\$433.9	(19%) 🚩	\$2,191.0	(6%) 🚩
Table Games & Related Revenue (\$M)	\$65.3	(10%) 🚩	\$176.7	(18%) 🚩	\$865.0	(12%) 🚩

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.