



Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended January 2013	Variance	Last 3-months ended January 2013	Variance	Last 12-months ended January 2013	Variance
Total Welcome Center Visitors	6,659	10% ↑	19,607	(3%) ↓	135,366	2% ↑
Total Room Nights	6	(57%) ↓	22	(59%) ↓	726	(28%) ↓
Room Night Economic Impact	\$3,528	(57%) ↓	\$65,856	107% ↑	\$479,808	(19%) ↓
Total Visitor Inquiries by Phone	678	(2%) ↓	1,725	4% ↑	9,327	6% ↑
Total Visitor Inquiries by eMail	3,622	1% ↑	8,865	30% ↑	53,045	(13%) ↓

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended January 2013	Variance	Last 3-months ended January 2013	Variance	Last 12-months ended January 2013	Variance
Visits	343,861	0% ↑	839,879	1% ↑	4,816,965	24% ↑
Unique Visitors	261,785	(5%) ↓	655,982	(2%) ↓	3,671,936	18% ↑
New Visitors (%)	68.3%	(6%) ↓	69.7%	(4%) ↓	67.8%	(6%) ↓
New Visitors	234,713	(6%) ↓	585,228	(3%) ↓	3,265,978	17% ↑
Page Views	1,412,036	14% ↑	3,159,262	9% ↑	17,629,412	3% ↑
Online Visitor Guide Requests	2,316	15% ↑	5,459	32% ↑	37,288	35% ↑

CONVENTION SALES ACTIVITIES

	Month ended January 2013	Variance	Last 3-months ended January 2013	Variance	Last 12-months ended January 2013	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	6	0% —	19	(30%) ↓	91	(1%) ↓
No. of Room Nights	10,839	9% ↑	17,508	(39%) ↓	64,941	(20%) ↓
No. of Delegates	40,400	96% ↑	54,941	(42%) ↓	186,117	(12%) ↓
Delegate Spending	\$19,445,245	60% ↑	\$29,290,704	(39%) ↓	\$92,063,013	(18%) ↓
Public Shows - Atlantic City Convention Center						
No. of Shows	-	n/a n/a	1	(50%) ↓	9	(18%) ↓
No. of Room Nights	-	n/a n/a	-	n/a n/a	6,916	31% ↑
No. of Delegates	-	n/a n/a	1,500	(54%) ↓	100,013	(12%) ↓
Delegate Spending	\$0	n/a n/a	\$125,357	(62%) ↓	\$10,715,503	(12%) ↓
Total Convention Center Bookings						
No. of Shows	6	0% —	20	(31%) ↓	100	(3%) ↓
No. of Room Nights	10,839	9% ↑	17,508	(39%) ↓	71,857	(17%) ↓
No. of Delegates	40,400	96% ↑	56,441	(43%) ↓	286,130	(12%) ↓
Delegate Spending	\$19,445,245	60% ↑	\$29,416,061	(39%) ↓	\$102,778,516	(18%) ↓
Hotel - Individual Properties						
No. of Shows	4	(20%) ↓	11	22% ↑	92	24% ↑
No. of Room Nights	1,852	95% ↑	2,543	84% ↑	42,214	(3%) ↓
No. of Delegates	3,440	(42%) ↓	4,241	(34%) ↓	165,069	36% ↑
Delegate Spending	\$2,627,696	(19%) ↓	\$3,038,168	(15%) ↓	\$45,101,474	(7%) ↓
Monthly Totals						
No. of Shows	10	(9%) ↓	31	(18%) ↓	192	8% ↑
No. of Room Nights	12,691	16% ↑	20,051	(34%) ↓	114,071	(12%) ↓
No. of Delegates	43,840	65% ↑	60,682	(42%) ↓	451,199	1% ↑
Delegate Spending	\$22,072,941	43% ↑	\$32,454,229	(37%) ↓	\$147,879,990	(15%) ↓

BOARDWALK HALL ACTIVITY

	Month ended January 2013	Variance	Last 3-months ended January 2013	Variance	Last 12-months ended January 2013	Variance
Public Shows						
Attendance	2	(33%) ↓	4	(33%) ↓	18	0% ↑
Avg. Attendance	15,680	(22%) ↓	26,672	(39%) ↓	165,383	0% ↑
Sporting Events						
Attendance	7,840	17% ↑	6,668	(8%) ↓	9,188	0% ↑
Avg. Attendance	2	100% ↑	5	150% ↑	11	(27%) ↓
Attendance	9,140	(12%) ↓	26,692	83% ↑	116,052	(3%) ↓
Avg. Attendance	4,570	(56%) ↓	5,338	(27%) ↓	10,550	32% ↑
Total Events						
Attendance	4	0% —	9	13% ↑	29	(12%) ↓
Avg. Attendance	24,820	(19%) ↓	53,364	(9%) ↓	281,435	(1%) ↓
Avg. Attendance	6,205	(19%) ↓	5,929	(19%) ↓	9,705	13% ↑



Key Metrics and Variances

TRANSPORTATION STATISTICS

	Month ended January 2013	Variance	Last 3-months ended January 2013	Variance	Last 12-months ended January 2013	Variance
Cars, Passenger Vehicles *						
AC Expressway-Pleasantville Plaza	1,420,085	(8%) 🚗	4,193,131	(12%) ⬇️	20,455,541	(3%) 🚗
Buses *						
SJTA Day Bus Count	7,216	(22%) ⬇️	20,449	(31%) ⬇️	117,887	(17%) ⬇️
SJTA Day Bus Passengers	115,948	(25%) ⬇️	345,566	(36%) ⬇️	2,381,644	(23%) ⬇️
SJTA Overnight Bus Count	85	(17%) ⬇️	310	(17%) ⬇️	1,718	(8%) 🚗
SJTA Overnight Bus Passengers	3,525	(16%) ⬇️	12,457	(15%) ⬇️	69,058	(2%) 🚗
Air Travel **						
ACY - Scheduled Service Passengers (Deplaned)	37,249	(21%) ⬇️	115,357	(17%) ⬇️	618,227	0% 🚗
ACY - Charter Passengers (Deplaned)	5,742	34% 🚗	13,590	(1%) 🚗	68,364	(13%) ⬇️

CASINO REVENUE

	Month ended January 2013	Variance	Last 3-months ended January 2013	Variance	Last 12-months ended January 2013	Variance
Gross Gaming Revenue (\$M)	\$206.0	(13%) ⬇️	\$606.8	(17%) ⬇️	\$3,024.7	(8%) 🚗
Slot Revenue (\$M)	\$138.5	(16%) ⬇️	\$423.2	(17%) ⬇️	\$2,164.8	(8%) 🚗
Table Games & Related Revenue (\$M)	\$67.5	(7%) 🚗	\$183.6	(16%) ⬇️	\$859.9	(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.