



Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended May 2013	Variance	Last 3-months ended May 2013	Variance	Last 12-months ended May 2013	Variance
Total Welcome Center Visitors	12,630	5.1% ↗	32,177	(12.8%) ↘	129,145	(8.1%) ↗
Total Room Nights	58	(27.5%) ↘	144	2.9% ↗	726	(24.5%) ↘
Room Night Economic Impact	\$34,104	(27.5%) ↘	\$84,672	2.9% ↗	\$479,808	(15.2%) ↘
Total Visitor Inquiries by Phone	754	(17.7%) ↘	2,065	(25.2%) ↘	8,457	(8.9%) ↗
Total Visitor Inquiries by eMail	5,963	(3.8%) ↗	13,468	2.5% ↗	56,219	5.7% ↗

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended May 2013	Variance	Last 3-months ended May 2013	Variance	Last 12-months ended May 2013	Variance
Visits	368,533	(25.5%) ↘	1,029,745	(17.1%) ↘	4,565,301	5.9% ↗
Unique Visitors	279,824	(24.4%) ↘	784,917	(17.9%) ↘	3,477,195	3.4% ↗
New Visitors (%)	67.7%	1.5% ↗	67.8%	(1.4%) ↗	67.7%	(3.2%) ↗
New Visitors	249,523	(24.4%) ↘	697,776	(18.2%) ↘	3,089,106	2.5% ↗
Page Views	5,279,615	192.2% ↗	10,237,500	120.5% ↗	23,217,578	45.0% ↗
Online Visitor Guide Requests	2,516	(58.3%) ↘	7,239	(45.4%) ↘	32,348	5.1% ↗

CONVENTION SALES ACTIVITIES

	Month ended May 2013	Variance	Last 3-months ended May 2013	Variance	Last 12-months ended May 2013	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	8	0.0% ↔	22	(31.3%) ↘	84	(12.5%) ↘
No. of Room Nights	5,786	0.8% ↗	19,062	(11.0%) ↘	66,521	(12.5%) ↘
No. of Delegates	13,218	22.9% ↗	39,933	(43.0%) ↘	159,412	(27.2%) ↘
Delegate Spending	\$7,337,879	18.9% ↗	\$23,022,242	(31.8%) ↘	\$84,529,541	(23.0%) ↘
Public Shows - Atlantic City Convention Center						
No. of Shows	1	n/a n/a	5	66.7% ↗	10	25.0% ↗
No. of Room Nights	600	n/a n/a	2,021	80.3% ↗	6,416	70.8% ↗
No. of Delegates	574	n/a n/a	58,036	150.0% ↗	103,351	3.7% ↗
Delegate Spending	\$61,705	n/a n/a	\$6,238,869	150.0% ↗	\$11,074,337	3.6% ↗
Total Convention Center Bookings						
No. of Shows	9	12.5% ↗	27	(22.9%) ↘	94	(9.6%) ↗
No. of Room Nights	6,386	11.3% ↗	21,083	(6.4%) ↗	72,937	(8.6%) ↗
No. of Delegates	13,792	28.2% ↗	97,969	5.0% ↗	262,763	(17.5%) ↘
Delegate Spending	\$7,399,584	19.9% ↗	\$29,261,111	(19.3%) ↘	\$95,603,878	(20.6%) ↘
Hotel - Individual Properties						
No. of Shows	11	(21.4%) ↘	24	(22.6%) ↘	82	12.3% ↗
No. of Room Nights	9,882	85.1% ↗	15,385	44.2% ↗	46,974	16.0% ↗
No. of Delegates	5,555	69.1% ↗	17,930	(18.4%) ↘	163,528	33.9% ↗
Delegate Spending	\$6,597,722	113.8% ↗	\$10,045,908	21.6% ↗	\$47,263,664	0.4% ↗
Monthly Totals						
No. of Shows	20	(9.1%) ↗	51	(22.7%) ↘	176	(0.6%) ↗
No. of Room Nights	16,268	46.9% ↗	36,468	9.9% ↗	119,911	(0.3%) ↗
No. of Delegates	19,347	37.8% ↗	115,899	0.6% ↗	426,291	(3.3%) ↗
Delegate Spending	\$13,997,306	51.2% ↗	\$39,307,019	(11.7%) ↘	\$142,867,542	(14.7%) ↘

BOARDWALK HALL ACTIVITY

	Month ended May 2013	Variance	Last 3-months ended May 2013	Variance	Last 12-months ended May 2013	Variance
Public Shows						
Attendance	2	(33.3%) ↘	4	(33.3%) ↘	17	(5.6%) ↗
Avg. Attendance	14,830	(23.6%) ↘	39,383	(34.0%) ↘	156,568	(2.6%) ↗
Sporting Events						
Attendance	7,415	14.7% ↗	9,846	(1.0%) ↗	9,210	3.1% ↗
Attendance	1	n/a n/a	4	0.0% ↗	13	8.3% ↗
Avg. Attendance	4,221	n/a n/a	58,737	(22.9%) ↘	106,879	(1.8%) ↗
Avg. Attendance	4,221	n/a n/a	14,684	(22.9%) ↘	8,221	(9.3%) ↗
Total Events						
Attendance	3	0.0% ↔	8	(20.0%) ↘	30	0.0% ↔
Avg. Attendance	19,051	(1.8%) ↗	98,120	(27.8%) ↘	263,447	(2.3%) ↗
Avg. Attendance	6,350	(1.8%) ↗	12,265	(9.7%) ↗	8,782	(2.3%) ↗



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TRANSPORTATION STATISTICS *

	Month ended May 2013	Variance	Last 3-months ended May 2013	Variance	Last 12-months ended May 2013	Variance
Cars, Passenger Vehicles						
AC Expressway-Pleasantville Plaza	1,757,157	(4.1%) 🚩	5,012,563	(4.6%) 🚩	20,051,534	(5.6%) 🚩
Buses						
SJTA Day Bus Count	8,833	(20.2%) ↓	25,459	(21.6%) ↓	107,841	(19.5%) ↓
SJTA Day Bus Passengers	187,892	(20.6%) ↓	525,101	(23.8%) ↓	2,143,310	(24.8%) ↓
SJTA Overnight Bus Count	119	(22.2%) ↓	382	(35.3%) ↓	1,461	(23.5%) ↓
SJTA Overnight Bus Passengers	4,765	(20.8%) ↓	15,595	(34.1%) ↓	58,932	(21.1%) ↓
Air Travel						
ACY - Scheduled Service Passengers (Deplaned)	47,559	(18.2%) ↓	126,269	(29.9%) ↓	556,692	(11.0%) ↓
ACY - Charter Passengers (Deplaned)	6,369	5.2% 🚩	16,712	(11.0%) ↓	63,724	(14.0%) ↓

CASINO REVENUE **

	Month ended May 2013	Variance	Last 3-months ended May 2013	Variance	Last 12-months ended May 2013	Variance
Gross Gaming Revenue (\$M)	\$253.6	(3.8%) 🚩	\$721.4	(8.8%) 🚩	\$2,924.4	(9.1%) 🚩
Slot Revenue (\$M)	\$180.0	(3.7%) 🚩	\$514.5	(9.3%) 🚩	\$2,081.0	(9.1%) 🚩
Table Games & Related Revenue (\$M)	\$73.6	(4.0%) 🚩	\$206.9	(7.6%) 🚩	\$843.4	(9.0%) 🚩

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); ** - NJ Division of Gaming Enforcement; *** - Index indicates American Express transactions at any establishment within Atlantic City.