



ATLANTIC CITY TOURISM & SALES BAROMETER

NOVEMBER 2011 (vs. NOVEMBER 2010)

Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended November 2011	Variance	Last 3-months ended November 2011	Variance	Last 12-months ended November 2011	Variance
Total Welcome Center Visitors	7,091	12% ↑	31,879	17% ↑	128,849	6% ↗
Total Room Nights	12	(71%) ↓	168	(45%) ↓	932	(23%) ↓
Room Night Economic Impact	\$14,112	(43%) ↓	\$145,416	(3%) ↘	\$595,148	(18%) ↓
Total Visitor Inquiries by Phone	498	(11%) ↓	1,757	(12%) ↓	8,570	(10%) ↘
Total Visitor Inquiries by eMail	1,808	(0%) ↘	6,815	(33%) ↓	62,602	1% ↗

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended November 2011	Variance	Last 3-months ended November 2011	Variance	Last 12-months ended November 2011	Variance
Visits	237,918	28% ↑	763,464	26% ↑	3,751,146	25% ↑
Unique Visitors	192,101	21% ↑	609,937	19% ↑	3,021,468	21% ↑
New Visitors (%)	72.1%	(5.7%) ↘	71.3%	(5.5%) ↘	72.5%	(3.3%) ↘
New Visitors	171,449	21% ↑	544,568	19% ↑	2,718,868	21% ↑
Page Views	798,228	(26%) ↓	2,657,458	(26%) ↓	17,728,641	(3%) ↘
Online Visitor Guide Requests	877	(35%) ↓	3,106	(40%) ↓	28,495	(18%) ↓

CONVENTION SALES ACTIVITIES

	Month ended November 2011	Variance	Last 3-months ended November 2011	Variance	Last 12-months ended November 2011	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	11	22% ↑	30	(17%) ↓	92	(4%) ↘
No. of Room Nights	12,237	(30%) ↓	30,618	13% ↑	83,166	(3%) ↘
No. of Delegates	60,520	11% ↑	81,721	8% ↗	213,360	(9%) ↘
Delegate Spending	\$25,945,267	(11%) ↓	\$41,527,728	3% ↗	\$112,394,595	(2%) ↘
Public Shows - Atlantic City Convention Center						
No. of Shows	1	0% ↗	1	0% ↗	11	10% ↑
No. of Room Nights	265	0% ↗	265	0% ↗	6,856	4% ↗
No. of Delegates	2,253	(17%) ↓	2,253	(17%) ↓	115,977	54% ↑
Delegate Spending	\$242,197	(17%) ↓	\$242,197	(17%) ↓	\$14,099,400	74% ↑
Total Convention Center Bookings						
No. of Shows	12	20% ↑	31	(16%) ↓	103	(3%) ↘
No. of Room Nights	12,502	(29%) ↓	30,883	13% ↑	90,022	(3%) ↘
No. of Delegates	62,773	10% ↗	83,974	7% ↗	329,337	6% ↗
Delegate Spending	\$26,187,464	(11%) ↓	\$41,769,925	3% ↗	\$126,493,995	3% ↗
Hotel - Individual Properties						
No. of Shows	3	0% ↗	15	(32%) ↓	76	3% ↗
No. of Room Nights	407	(61%) ↓	2,834	(54%) ↓	44,503	110% ↑
No. of Delegates	365	(14%) ↓	2,537	(32%) ↓	118,072	673% ↑
Delegate Spending	\$255,892	(52%) ↓	\$1,695,856	(51%) ↓	\$46,489,995	258% ↑
Monthly Totals						
No. of Shows	15	15% ↑	46	(22%) ↓	179	(1%) ↘
No. of Room Nights	12,909	(31%) ↓	33,717	1% ↗	134,525	18% ↑
No. of Delegates	63,138	10% ↗	86,511	5% ↗	447,409	38% ↑
Delegate Spending	\$26,443,356	(11%) ↓	\$43,465,781	(1%) ↘	\$172,983,990	28% ↑

BOARDWALK HALL ACTIVITY

	Month ended November 2011	Variance	Last 3-months ended November 2011	Variance	Last 12-months ended November 2011	Variance
Public Shows	2	0% ↗	3	(40%) ↓	16	(11%) ↓
Attendance	22,264	4% ↗	31,480	(60%) ↓	150,714	(19%) ↓
Avg. Attendance	11,132	4% ↗	20,348	(53%) ↓	90,013	(19%) ↓
Sporting Events	-	n/a n/a	3	50% ↑	16	100% ↑
Attendance	-	n/a n/a	7,687	(46%) ↓	117,154	24% ↑
Avg. Attendance	n/a	n/a n/a	n/a	n/a n/a	n/a	n/a n/a
Total Events	2	(50%) ↓	6	(14%) ↓	32	23% ↑
Attendance	22,264	(38%) ↓	39,167	(58%) ↓	267,868	(5%) ↘
Avg. Attendance	11,132	25% ↑	19,584	(53%) ↓	96,060	(22%) ↓



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TRANSPORTATION STATISTICS

	Month ended November 2011	Variance	Last 3-months ended November 2011	Variance	Last 12-months ended November 2011	Variance
Cars, Passenger Vehicles *						
AC Expressway-Pleasantville Plaza	1,651,500	3% ↑	5,257,276	3% ↑	20,873,548	(3%) ↓
Buses *						
SJTA Day Bus Count	10,598	(18%) ↓	33,906	(18%) ↓	144,130	(11%) ↓
SJTA Day Bus Passengers	216,237	(19%) ↓	694,267	(23%) ↓	3,150,317	(14%) ↓
SJTA Overnight Bus Count	189	(6%) ↓	552	(6%) ↓	1,815	(11%) ↓
SJTA Overnight Bus Passengers	7,325	(5%) ↓	21,909	(5%) ↓	68,385	(13%) ↓
Air Travel **						
ACY - Scheduled Service Passengers (Deplaned)	44,444	(20%) ↓	116,758	(34%) ↓	615,433	(3%) ↓
ACY - Charter Passengers (Deplaned)	5,818	(9%) ↓	19,805	(9%) ↓	78,930	(6%) ↓

CASINO REVENUE

	Month ended November 2011	Variance	Last 3-months ended November 2011	Variance	Last 12-months ended November 2011	Variance
Gross Gaming Revenue (\$ millions)	\$245.6	(6.3%) ↓	\$803.0	(4.8%) ↓	\$3,313.8	(8.1%) ↓
Slot Revenue (\$ millions)	\$173.2	(4.9%) ↓	\$569.4	(3.6%) ↓	\$2,330.4	(6.6%) ↓
Table Games & Related Revenue (\$ millions)	\$72.4	(9.5%) ↓	\$233.6	(7.6%) ↓	\$983.4	(11.5%) ↓

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.