



**Key Metrics and Variances**

**VISITOR CENTERS & SERVICES STATISTICS**

	Month ended January 2014	Variance	Last 3-months ended January 2014	Variance	Last 12-months ended January 2014	Variance
Total Welcome Center Visitors	6,079	(8.7%) ↘	24,233	23.6% ↗	148,242	9.5% ↘
Total Room Nights	20	233.3% ↗	68	209.1% ↗	652	(10.2%) ↘
Room Night Economic Impact	\$11,760	233.3% ↗	\$39,984	(39.3%) ↘	\$383,376	(20.1%) ↘
Total Visitor Inquiries by Phone	453	(33.2%) ↘	1,333	(22.7%) ↘	8,182	(12.3%) ↘
Total Visitor Inquiries by eMail	2,111	(41.7%) ↘	4,952	(44.1%) ↘	41,259	(22.2%) ↘

**WEBSITE STATISTICS (www.atlanticcitynj.com)**

	Month ended January 2014	Variance	Last 3-months ended January 2014	Variance	Last 12-months ended January 2014	Variance
Visits	217,275	(36.8%) ↘	616,408	(26.6%) ↘	3,727,690	(22.6%) ↘
Unique Visitors	174,928	(33.2%) ↘	503,036	(23.3%) ↘	2,882,665	(21.5%) ↘
New Visitors (%)	69.1%	1.2% ↗	76.5%	9.8% ↗	69.2%	2.1% ↗
New Visitors	150,033	(36.1%) ↘	471,434	(19.4%) ↘	2,580,805	(21.0%) ↘
Page Views	812,025	(42.5%) ↘	2,138,415	(32.3%) ↘	20,176,492	14.4% ↗
Online Visitor Guide Requests	2,246	(3.0%) ↘	5,244	(3.9%) ↘	27,263	(26.9%) ↘

**CONVENTION SALES ACTIVITIES**

	Month ended January 2014	Variance	Last 3-months ended January 2014	Variance	Last 12-months ended January 2014	Variance
<b>Conventions/Tradeshows/Meetings - Atlantic City Convention Center</b>						
No. of Shows	6	0.0% ↘	21	10.5% ↗	81	(11.0%) ↘
No. of Room Nights	11,021	1.7% ↗	28,171	60.9% ↗	75,546	16.3% ↗
No. of Delegates	42,711	5.7% ↗	119,500	117.5% ↗	219,226	17.8% ↗
Delegate Spending	\$17,679,819	(9.1%) ↘	\$53,993,011	84.3% ↗	\$109,282,550	18.7% ↗
<b>Public Shows - Atlantic City Convention Center</b>						
No. of Shows	-	n/a n/a	1	0.0% ↗	10	11.1% ↗
No. of Room Nights	-	n/a n/a	-	n/a n/a	2,992	(56.7%) ↘
No. of Delegates	-	n/a n/a	1,500	0.0% ↗	107,344	7.3% ↗
Delegate Spending	\$0	n/a n/a	\$553,929	341.9% ↗	\$11,902,278	11.1% ↗
<b>Total Convention Center Bookings</b>						
No. of Shows	6	0.0% ↘	22	10.0% ↗	91	(9.0%) ↘
No. of Room Nights	11,021	1.7% ↗	28,171	60.9% ↗	78,538	9.3% ↗
No. of Delegates	42,711	5.7% ↗	121,000	114.4% ↗	326,570	14.1% ↗
Delegate Spending	\$17,679,819	(9.1%) ↘	\$54,546,940	85.4% ↗	\$121,184,828	17.9% ↗
<b>Hotel - Individual Properties</b>						
No. of Shows	6	20.0% ↗	14	16.7% ↗	80	(14.0%) ↘
No. of Room Nights	3,504	55.6% ↗	4,398	49.4% ↗	40,257	(5.5%) ↘
No. of Delegates	16,049	121.7% ↗	17,169	113.5% ↗	47,457	(71.9%) ↘
Delegate Spending	\$6,111,057	84.3% ↗	\$6,767,061	81.6% ↗	\$28,284,564	(38.2%) ↘
<b>Monthly Totals</b>						
No. of Shows	12	9.1% ↗	36	12.5% ↗	171	(11.4%) ↘
No. of Room Nights	14,525	11.0% ↗	32,569	59.3% ↗	118,795	3.8% ↗
No. of Delegates	58,760	23.3% ↗	138,169	114.3% ↗	374,027	(17.8%) ↘
Delegate Spending	\$23,790,876	4.5% ↗	\$61,314,001	85.0% ↗	\$149,469,392	0.6% ↗

**BOARDWALK HALL ACTIVITY**

	Month ended January 2014	Variance	Last 3-months ended January 2014	Variance	Last 12-months ended January 2014	Variance
<b>Public Shows</b>						
Attendance	4,585	(70.8%) ↘	6,438	(75.9%) ↘	163,395	(1.2%) ↘
Avg. Attendance	4,585	(41.5%) ↘	3,219	(51.7%) ↘	11,671	27.0% ↗
<b>Sporting Events</b>						
Attendance	8,102	(11.4%) ↘	11,538	(56.8%) ↘	91,134	(21.5%) ↘
Avg. Attendance	4,051	(11.4%) ↘	3,846	(28.0%) ↘	8,285	(21.5%) ↘
<b>Total Events</b>						
Attendance	12,687	(48.9%) ↘	17,976	(66.3%) ↘	254,529	(9.6%) ↘
Avg. Attendance	4,229	(31.8%) ↘	3,595	(39.4%) ↘	10,181	4.9% ↗



**Key Metrics and Variances**

**TRANSPORTATION STATISTICS \***

	Month ended January 2014	Variance	Last 3-months ended January 2014	Variance	Last 12-months ended January 2014	Variance
<b>Cars, Passenger Vehicles</b>						
AC Expressway-Pleasantville Plaza	1,329,916	(6.9%) 🚩	4,292,723	1.7% 🚩	20,124,272	(1.8%) 🚩
<b>Buses</b>						
SJTA Day Bus Count	6,103	(14.2%) ↓	20,876	2.6% 🚩	99,141	(15.8%) ↓
SJTA Day Bus Passengers	88,856	(19.7%) ↓	342,970	0.8% 🚩	1,975,855	(16.9%) ↓
SJTA Overnight Bus Count	54	(22.9%) ↓	271	(8.1%) 🚩	1,389	(18.4%) ↓
SJTA Overnight Bus Passengers	2,164	(22.7%) ↓	11,019	(6.1%) 🚩	57,277	(16.2%) ↓
<b>Air Travel</b>						
ACY - Scheduled Service Passengers (Deplaned)	n/a	n/a n/a	n/a	n/a n/a	n/a	n/a n/a
ACY - Charter Passengers (Deplaned)	n/a	n/a n/a	n/a	n/a n/a	n/a	n/a n/a

**CASINO REVENUE \*\***

	Month ended January 2014	Variance	Last 3-months ended January 2014	Variance	Last 12-months ended January 2014	Variance
Gross Gaming Revenue (\$M)	\$196.0	(4.7%) 🚩	\$636.7	5.0% 🚩	\$2,865.5	(5.3%) 🚩
Slot Revenue (\$M)	\$130.1	(5.8%) 🚩	\$441.0	4.3% 🚩	\$2,055.8	(5.0%) 🚩
Table Games & Related Revenue (\$M)	\$56.4	(16.4%) ↓	\$177.9	(3.1%) 🚩	\$791.9	(7.9%) 🚩
Internet Gross Revenue (\$M)	\$9.5	n/a n/a	\$17.8	n/a n/a	\$17.8	n/a n/a

**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