



ATLANTIC CITY TOURISM & SALES BAROMETER

DECEMBER 2014 (vs. DECEMBER 2013)

Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended December 2014	Variance	Last 3-months ended December 2014	Variance	Last 12-months ended December 2014	Variance
Total Welcome Center Visitors	7,031	(13.6%) ↓	26,373	(13.5%) ↓	154,417	3.8% ↑
Total Room Nights	2	(75.0%) ↓	80	(21.6%) ↓	520	(18.5%) ↓
Room Night Economic Impact	\$1,176	(75.0%) ↓	\$47,040	(21.6%) ↓	\$305,760	(18.5%) ↓
Total Visitor Inquiries by Phone	678	47.1% ↑	2,025	39.3% ↑	10,216	21.5% ↑
Total Visitor Inquiries by eMail	945	(27.5%) ↓	1,933	(63.5%) ↓	14,910	(65.1%) ↓

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended December 2014	Variance	Last 3-months ended December 2014	Variance	Last 12-months ended December 2014	Variance
Visits	198,778	(2.6%) ↓	615,331	(3.9%) ↓	3,842,430	(0.3%) ↓
Unique Visitors	160,006	(5.2%) ↓	497,492	(4.7%) ↓	3,013,383	1.5% ↑
New Visitors (%)	72.9%	(3.1%) ↓	72.7%	(5.7%) ↓	68.1%	(1.6%) ↓
New Visitors	144,909	(5.6%) ↓	447,592	(9.4%) ↓	2,615,483	(1.9%) ↓
Page Views	582,539	(14.6%) ↓	1,720,034	(20.5%) ↓	12,250,522	(37.4%) ↓
Online Visitor Guide Requests	1,173	(21.1%) ↓	3,757	(15.1%) ↓	25,692	(6.0%) ↓

CONVENTION SALES ACTIVITIES

	Month ended December 2014	Variance	Last 3-months ended December 2014	Variance	Last 12-months ended December 2014	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	8	0.0% —	29	20.8% ↑	83	2.5% ↑
No. of Room Nights	4,096	(27.7%) ↓	39,001	28.1% ↑	92,431	22.6% ↑
No. of Delegates	13,168	(3.1%) ↓	87,054	(6.6%) ↓	227,539	4.9% ↑
Delegate Spending	\$5,609,529	(38.3%) ↓	\$50,674,772	4.4% ↑	\$117,841,846	6.1% ↑
Public Shows - Atlantic City Convention Center						
No. of Shows	1	0.0% —	4	300.0% ↑	9	(10.0%) ↓
No. of Room Nights	-	n/a n/a	404	n/a n/a	3,165	5.8% ↑
No. of Delegates	1,500	0.0% —	7,145	376.3% ↑	105,321	(1.9%) ↓
Delegate Spending	\$332,357	(40.0%) ↓	\$939,194	69.6% ↑	\$11,493,113	(3.4%) ↓
Total Convention Center Bookings						
No. of Shows	9	0.0% —	33	32.0% ↑	92	1.1% ↑
No. of Room Nights	4,096	(27.7%) ↓	39,405	29.4% ↑	95,596	22.0% ↑
No. of Delegates	14,668	(2.8%) ↓	94,199	(0.5%) ↓	332,860	2.7% ↑
Delegate Spending	\$5,941,886	(38.4%) ↓	\$51,613,966	5.1% ↑	\$129,334,959	5.2% ↑
Hotel - Individual Properties						
No. of Shows	3	0.0% —	19	35.7% ↑	85	7.6% ↑
No. of Room Nights	969	253.6% ↑	8,059	164.3% ↑	39,032	0.1% ↓
No. of Delegates	1,800	579.2% ↑	8,635	206.2% ↑	49,295	27.5% ↑
Delegate Spending	\$671,653	273.3% ↑	\$5,750,230	191.3% ↑	\$27,589,166	8.2% ↑
Monthly Totals						
No. of Shows	12	0.0% —	52	33.3% ↑	177	4.1% ↑
No. of Room Nights	5,065	(14.7%) ↓	47,464	41.7% ↑	134,628	14.7% ↑
No. of Delegates	16,468	7.2% ↑	102,834	5.5% ↑	382,155	5.3% ↑
Delegate Spending	\$6,613,539	(32.6%) ↓	\$57,364,196	12.3% ↑	\$156,924,125	5.7% ↑

BOARDWALK HALL ACTIVITY

	Month ended December 2014	Variance	Last 3-months ended December 2014	Variance	Last 12-months ended December 2014	Variance
Public Shows	-	n/a n/a	4	33.3% ↑	21	40.0% ↑
Attendance	-	n/a n/a	51,160	1.6% ↑	241,495	38.4% ↑
Avg. Attendance	n/a	n/a n/a	12,790	(23.8%) ↓	11,500	(1.1%) ↓
Sporting Events	1	0.0% —	4	100.0% ↑	14	27.3% ↑
Attendance	3,552	3.4% ↑	18,647	91.1% ↑	91,455	(0.8%) ↓
Avg. Attendance	3,552	3.4% ↑	4,662	(4.5%) ↓	6,533	(22.0%) ↓
Total Events	1	(50.0%) ↓	8	60.0% ↑	35	34.6% ↑
Attendance	3,552	(32.8%) ↓	69,807	16.1% ↑	332,950	24.9% ↑
Avg. Attendance	3,552	34.3% ↑	8,726	(27.4%) ↓	9,513	(7.2%) ↓



ATLANTIC CITY TOURISM & SALES BARMETER

DECEMBER 2014 (vs. DECEMBER 2013)

Key Metrics and Variances

TRANSPORTATION STATISTICS *

	Month ended December 2014	Variance	Last 3-months ended December 2014	Variance	Last 12-months ended December 2014	Variance
Cars, Passenger Vehicles						
AC Expressway-Pleasantville Plaza	1,354,590	(5.0%) 🚩	4,260,303	(7.0%) 🚩	19,088,597	(5.6%) 🚩
Buses						
SJTA Day Bus Count	5,896	(12.5%) ↓	19,244	(18.3%) ↓	85,575	(14.6%) ↓
SJTA Day Bus Passengers	83,229	(22.0%) ↓	309,473	(28.4%) ↓	1,598,143	(20.0%) ↓
SJTA Overnight Bus Count	50	(31.5%) ↓	346	(11.5%) ↓	1,404	(0.1%) 🚩
SJTA Overnight Bus Passengers	1,938	(33.0%) ↓	13,607	(15.6%) ↓	55,741	(3.7%) 🚩
Air Travel						
ACY - Scheduled Service Passengers (Deplaned)	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

CASINO REVENUE **

	Month ended December 2014	Variance	Last 3-months ended December 2014	Variance	Last 12-months ended December 2014	Variance
Gross Gaming Revenue (\$M)	\$190.7	(11.2%) ↓	\$600.9	(8.7%) 🚩	\$2,745.0	(4.5%) 🚩
Slot Revenue (\$M)	\$126.2	(13.9%) ↓	\$406.9	(14.3%) ↓	\$1,874.7	(9.2%) 🚩
Table Games & Related Revenue (\$M)	\$53.8	(11.5%) ↓	\$165.0	(5.8%) 🚩	\$747.5	(6.9%) 🚩
Internet Gross Revenue (\$M)	\$10.7	45.3% ↑	\$29.0	246.0% ↑	\$122.9	1368.3% ↑

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